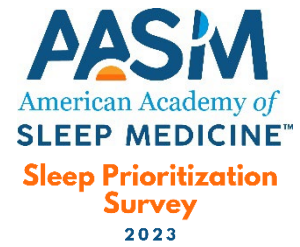


AASM Sleep Prioritization Survey

Waking up feeling well-rested



Survey Methodology

The American Academy of Sleep Medicine commissioned an online survey of 2,005 adults in the U.S. The overall margin of error fell within +/- 2 percentage points with a confidence interval of 95 percent. Fieldwork took place between March 24-29, 2023. Atomik Research is an independent market research agency.

Question

How often do you wake up feeling well-rested?

Results

- Women (31%) are almost twice as likely than men (17%) to rarely or never wake up feeling well-rested.

Overall Results

Overall Results	
Total	2,005
Always	352 (18%)
Often	492 (25%)
Sometimes	649 (32%)
Rarely	383 (19%)
Never	94 (5%)
I don't know	35 (1%)

Nearly one-quarter (24%) of Americans “rarely” or “never” wake up feeling well-rested.

Results by Gender

	Male	Female
Total	997	997
Always	256 (26%)	96 (10%)
Often	290 (29%)	202 (20%)
Sometimes	274 (27%)	370 (37%)
Rarely	135 (14%)	245 (25%)
Never	30 (3%)	63 (6%)
I don't know	12 (1%)	21 (2%)

Women (31%) are 14% more likely than men (17%) to say they “rarely” or “never” wake up feeling well-rested.

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	313	456	541	367	176	152
Always	46 (15%)	90 (20%)	120 (22%)	72 (20%)	11 (6%)	13 (9%)
Often	87 (28%)	101 (22%)	132 (24%)	82 (22%)	43 (24%)	47 (31%)
Sometimes	101 (32%)	156 (34%)	157 (29%)	114 (31%)	66 (38%)	55 (36%)
Rarely	54 (17%)	77 (17%)	111 (21%)	71 (19%)	44 (25%)	26 (17%)
Never	16 (5%)	22 (5%)	15 (3%)	25 (7%)	9 (5%)	7 (5%)
I don't know	9 (3%)	10 (2%)	6 (1%)	3 (1%)	3 (2%)	4 (2%)

Americans aged 55-64 are the most likely to “rarely” or “never” wake up feeling well-rested (30%), and least likely (30%) to “always” or “often” wake up well-rested.

Results by Generation

	Gen Z (18-26)	Millennial (27-42)	Gen X (43-58)	Baby Boomer (59-76)	Silent Generation (77+)
Total	388	845	526	230	16
Always	61 (16%)	185 (22%)	87 (17%)	17 (7%)	2 (13%)
Often	104 (27%)	202 (24%)	117 (22%)	64 (28%)	5 (31%)
Sometimes	126 (32%)	267 (32%)	170 (32%)	84 (37%)	2 (13%)
Rarely	66 (17%)	151 (18%)	114 (22%)	48 (21%)	4 (25%)
Never	21 (5%)	27 (3%)	32 (6%)	14 (6%)	0 (0%)
I don't know	10 (3%)	13 (1%)	6 (1%)	3 (1%)	3 (18%)

Over one-quarter of Gen X (28%) and Baby Boomers (27%) “rarely” or “never” wake up feeling well-rested.

Results by Region

	Northeast	Midwest	South	West
Total	385	481	701	438
Always	78 (20%)	64 (13%)	109 (16%)	101 (23%)
Often	96 (25%)	127 (26%)	147 (21%)	122 (28%)
Sometimes	125 (32%)	159 (33%)	241 (34%)	124 (28%)
Rarely	61 (16%)	106 (22%)	150 (21%)	66 (15%)
Never	16 (4%)	18 (4%)	44 (6%)	16 (4%)
I don't know	9 (2%)	7 (1%)	10 (1%)	9 (2%)

Over one-half (51%) of people on the west coast say they “always” or “often” wake up feeling well-rested.

About the American Academy of Sleep Medicine

Established in 1975, the AASM advances sleep care and enhances sleep health to improve lives. The AASM has a combined membership of 12,000 accredited sleep centers and individuals, including physicians, scientists and other health care professionals who care for patients with sleep disorders. As the leader in the sleep field, the AASM sets standards and promotes excellence in sleep medicine health care, education and research (aasm.org).