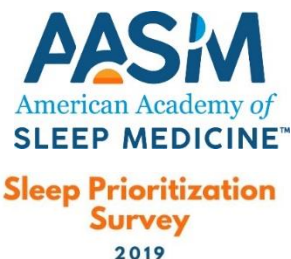


AASM Sleep Prioritization Survey

Reading Past Bedtime



Survey Methodology

American Academy of Sleep Medicine (AASM) commissioned an online survey of 2,003 adults in the United States. The margin of error is +/- 2 percentage points with a confidence interval of 95 percent. The fieldwork was performed Sept. 17-20, 2019 by Atomik Research, an independent creative market research agency.

Question

Have you ever lost sleep because you stayed up “past your bedtime” to finish a book?

Results

- 66% of respondents said they have lost sleep because they stayed up “past their bedtime” to finish a book.
 - This includes 12% who answered “yes, often,” 24% who answered “yes, sometimes” and 29% who answered “yes, but rarely.”
- Women (71%) are more likely than men (61%) to stay up due to a book.

Overall Reading Past Bedtime Results

Total	2,003 (100%)
Yes, often	241 (12%)
Yes, sometimes	488 (24%)
Yes, but rarely	590 (29%)
No	684 (34%)

Only 34% of respondents have not lost sleep to finish reading a book.

Reading Past Bedtime by Gender

	Male	Female
Total	1,002	1,001
Yes, often	105 (10%)	136 (14%)
Yes, sometimes	219 (22%)	269 (27%)
Yes, but rarely	289 (29%)	301 (30%)
No	389 (39%)	295 (29%)

Women (71%) are more likely to lose sleep due to reading a book than men (61%).

Reading Past Bedtime by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	251	387	440	365	242	318
Yes, often	36 (14%)	54 (14%)	60 (14%)	42 (12%)	24 (10%)	25 (8%)
Yes, sometimes	51 (20%)	122 (32%)	122 (28%)	87 (24%)	38 (16%)	68 (21%)
Yes, but rarely	70 (28%)	107 (28%)	135 (31%)	104 (28%)	76 (31%)	98 (31%)
No	94 (37%)	104 (27%)	123 (28%)	132 (36%)	104 (43%)	127 (40%)

25- to 44-year-olds are the most likely to lose sleep due to reading.

Reading Past Bedtime by Generation

	Gen Z (18-22)	Millennial (23-38)	Gen X (39-54)	Baby Boomer (55-73)	Silent Generation (74+)
Total	179	637	627	487	73
Yes, often	27 (15%)	84 (13%)	81 (13%)	39 (8%)	10 (14%)
Yes, sometimes	25 (14%)	196 (31%)	161 (26%)	96 (20%)	10 (14%)
Yes, but rarely	56 (31%)	176 (28%)	184 (29%)	154 (32%)	20 (27%)
No	71 (40%)	181 (28%)	201 (32%)	198 (41%)	33 (45%)

Reading Past Bedtime by Region

	Northeast	South	Midwest	West
Total	357	753	460	433
Yes, often	39 (11%)	105 (14%)	41 (9%)	56 (13%)
Yes, sometimes	97 (27%)	160 (21%)	132 (29%)	99 (23%)
Yes, but rarely	93 (26%)	218 (29%)	132 (29%)	147 (34%)
No	128 (36%)	270 (36%)	155 (34%)	131 (30%)

Individuals in the West (30%) are least likely to lose sleep over reading.

About the American Academy of Sleep Medicine

Established in 1975, the American Academy of Sleep Medicine improves sleep health and promotes high quality, patient-centered care through advocacy, education, strategic research, and practice standards. The AASM has a combined membership of 10,000 accredited member sleep centers and individual members, including physicians, scientists and other health care professionals.