

AASM Sleep Prioritization Survey Binge-Watching Past Bedtime



**Sleep Prioritization
Survey**
2019

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 watch multiple episodes of a TV show or streaming video series?

Results

- 88% of respondents said they have lost sleep because they stayed up “past their bedtime” to watch multiple episodes of a TV show or streaming video series.
 - This includes 25% who answered “yes, often,” 40% who answered “yes, sometimes,” and 22% who answered “yes, rarely.”
- Respondents aged 18-44 (95%) are more likely than those 45 or older (80%) to stay up to watch a show or streaming service.

Overall Binge-Watching Past Bedtime

Total	2,003 (100%)
Yes, often	510 (25%)
Yes, sometimes	801 (40%)
Yes, but rarely	443 (22%)
No	249 (12%)

Only 12% of respondents said they have not lost sleep due to staying up for TV or streaming.

Binge-Watching Past Bedtime by Gender

	Male	Female
Total	1,002	1,001
Yes, often	238 (24%)	272 (27%)
Yes, sometimes	413 (41%)	388 (39%)
Yes, but rarely	225 (22%)	218 (22%)
No	126 (13%)	123 (12%)

Men and women are equally likely to have stayed up past their bedtime to watch their favorite shows.

Binge-Watching 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	111 (44%)	136 (35%)	135 (31%)	76 (21%)	32 (13%)	20 (6%)
Yes, sometimes	94 (37%)	173 (45%)	184 (42%)	164 (45%)	90 (37%)	96 (30%)
Yes, but rarely	35 (14%)	57 (15%)	92 (21%)	81 (22%)	67 (28%)	111 (35%)
No	11 (4%)	21 (5%)	29 (7%)	44 (12%)	53 (22%)	91 (29%)

44% of 18-24-year-olds said they “often” stay up past their bedtime to watch shows.

Binge-Watching 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	78 (44%)	228 (36%)	152 (24%)	50 (10%)	2 (3%)
Yes, sometimes	67 (37%)	272 (43%)	276 (44%)	164 (34%)	22 (30%)
Yes, but rarely	26 (15%)	101 (16%)	138 (22%)	153 (31%)	25 (34%)
No	8 (4%)	36 (5%)	61 (10%)	120 (25%)	24 (33%)

Only 4% and 5% of Gen Z and Millennials, respectively, have not stayed up to watch TV or stream a series.

Binge-Watching Past Bedtime by Region

	Northeast	South	Midwest	West
Total	357	753	460	433
Yes, often	108 (30%)	180 (24%)	122 (27%)	100 (23%)
Yes, sometimes	135 (38%)	326 (43%)	172 (37%)	168 (39%)
Yes, but rarely	68 (19%)	150 (20%)	108 (23%)	117 (27%)
No	97 (13%)	97 (13%)	58 (13%)	48 (11%)

Those in the Northeast are most likely to “often” lose sleep due to binge watching (30%).

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.