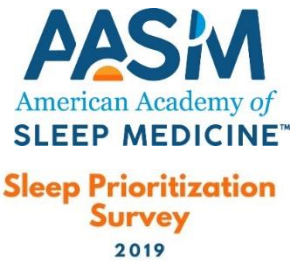


AASM Sleep Prioritization Survey Black Friday



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

How tired do you typically feel on Black Friday (day after Thanksgiving)?

Results

- Nearly 40% (39%) of respondents reported they are more tired than usual on Black Friday.
 - This includes 15% who answered “extremely tired” and 24% who answered “somewhat tired.”

Overall Black Friday Results

	Rank
Total	2,003 (100%)
Extremely tired	301 (15%)
Somewhat tired	485 (24%)
No more tired than usual	1,217 (61%)

15% of respondents feel extremely tired on Black Friday.

Black Friday by Gender

	Male	Female
Total	1,002	1,001
Extremely tired	142 (14%)	159 (16%)
Somewhat tired	230 (23%)	255 (25%)
No more tired than usual	630 (63%)	587 (59%)

Women (41%) are more likely to report feeling more tired than usual on Black Friday than men (37%).

Black Friday by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	251	387	440	365	242	318
Extremely tired	66 (26%)	81 (21%)	81 (18%)	45 (12%)	17 (7%)	11 (3%)
Somewhat tired	88 (35%)	114 (29%)	113 (26%)	84 (23%)	39 (16%)	47 (15%)
No more tired than usual	97 (39%)	192 (50%)	246 (56%)	236 (65%)	186 (77%)	260 (82%)

18-24 year-olds (61%) are the most likely to be more tired than usual on Black Friday.

Black Friday 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
Extremely tired	50 (28%)	134 (21%)	89 (14%)	27 (6%)	1 (1%)
Somewhat tired	56 (31%)	190 (30%)	153 (24%)	76 (16%)	10 (14%)
No more tired than usual	73 (41%)	313 (49%)	385 (61%)	384 (79%)	62 (85%)

The Silent Generation (15%) is least likely to be more tired on Black Friday.

Black Friday by Region

	Northeast	South	Midwest	West
Total	357	753	460	433
Extremely tired	51 (14%)	108 (14%)	72 (16%)	70 (16%)
Somewhat tired	99 (28%)	193 (26%)	98 (21%)	95 (22%)
No more tired than usual	207 (58%)	452 (60%)	290 (63%)	268 (62%)

Respondents in the Midwest and West (16%) are the most likely to be extremely tired on Black Friday.

When faced with the same question, respondents reported feeling more tired than usual:

- New Year's Day (57%)
- First day back at work in January (45%)
- July 5th (41%)
- During the first week of school in the fall (40%)
- The Monday after the Super Bowl (39%)
- The day after your birthday (35%)
- After election night in November (32%)
- The day after Labor Day (30%)
- During the World Series (22%)

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.