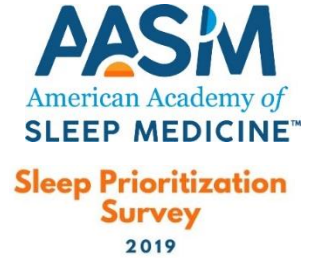


# AASM Sleep Prioritization Survey Priority Rankings



## Survey Methodology

The 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

Multiple priorities compete for your time and attention. Rank the following from most important (1) to least important (6).

- Nutrition/Diet
- Exercise
- Sleep
- Work
- Family
- Entertainment

Each ranking position is assigned a data value, with the most important (or top choice) assigned a value of 6 and the least important a value of 1.

## Results

- On average, those surveyed ranked family as the most important priority. Sleep was the second most important, followed by work (3), nutrition/diet (4), exercise (5) and entertainment as the least important priority.
- Entertainment was ranked as the least important priority in most groups, except for adults 65+, Baby Boomers, the Silent Generation and those in the Midwest region, who all ranked it as their fifth priority.

### **Overall Priorities**

|                | <b>Rank</b>     |
|----------------|-----------------|
| Family         | <b>1</b> (5.24) |
| Sleep          | <b>2</b> (3.78) |
| Work           | <b>3</b> (3.33) |
| Nutrition/Diet | <b>4</b> (3.31) |
| Exercise       | <b>5</b> (2.77) |
| Entertainment  | <b>6</b> (2.57) |

Family was overwhelmingly the top priority, and entertainment very clearly the last choice, in this forced ranking question.

### **Priority by Gender**

|                | <b>Male</b>     | <b>Female</b>   |
|----------------|-----------------|-----------------|
| Family         | <b>1</b> (5.10) | <b>1</b> (5.37) |
| Sleep          | <b>2</b> (3.62) | <b>2</b> (3.94) |
| Work           | <b>3</b> (3.62) | <b>4</b> (3.05) |
| Nutrition/Diet | <b>4</b> (3.14) | <b>3</b> (3.48) |
| Exercise       | <b>5</b> (2.85) | <b>5</b> (2.69) |
| Entertainment  | <b>6</b> (2.67) | <b>6</b> (2.48) |

While family and sleep were the top two priorities across genders, men prioritized work as the third priority, while women ranked nutrition/diet third.

### Priority by Age Group

|                | 18-24    | 25-34    | 35-44    | 45-54    | 55-64    | 65+      |
|----------------|----------|----------|----------|----------|----------|----------|
| Family         | 1 (4.78) | 1 (5.13) | 1 (5.39) | 1 (5.39) | 1 (5.32) | 1 (5.28) |
| Sleep          | 3 (3.72) | 2 (3.71) | 3 (3.66) | 2 (3.75) | 2 (3.83) | 2 (4.07) |
| Work           | 2 (3.93) | 3 (3.67) | 2 (3.70) | 3 (3.53) | 4 (2.76) | 6 (2.14) |
| Nutrition/Diet | 4 (2.90) | 4 (3.09) | 4 (3.12) | 4 (3.20) | 3 (3.77) | 3 (3.92) |
| Exercise       | 5 (2.86) | 5 (2.79) | 5 (2.66) | 5 (2.72) | 5 (2.66) | 4 (2.97) |
| Entertainment  | 6 (2.80) | 6 (2.62) | 6 (2.46) | 6 (2.41) | 6 (2.65) | 5 (2.62) |

Older respondents placed lower priority on work and higher value on exercise and nutrition/diet.

### Priority by Generation

|                | Gen Z (18-22) | Millennial (23-38) | Gen X (39-54) | Baby Boomer (55-73) | Silent Generation (74+) |
|----------------|---------------|--------------------|---------------|---------------------|-------------------------|
| Family         | 1 (4.66)      | 1 (5.20)           | 1 (5.38)      | 1 (5.29)            | 1 (5.32)                |
| Sleep          | 3 (3.78)      | 2 (3.70)           | 2 (3.70)      | 2 (3.96)            | 3 (4.00)                |
| Work           | 2 (3.93)      | 3 (3.69)           | 3 (3.63)      | 6 (2.46)            | 6 (2.04)                |
| Nutrition/Diet | 4 (2.93)      | 4 (3.06)           | 4 (3.18)      | 3 (3.83)            | 2 (4.07)                |
| Exercise       | 5 (2.92)      | 5 (2.74)           | 5 (2.71)      | 4 (2.81)            | 4 (3.03)                |
| Entertainment  | 6 (2.79)      | 6 (2.62)           | 6 (2.41)      | 5 (2.64)            | 5 (2.55)                |

### Priority by Region

|                | Northeast | South    | Midwest  | West     |
|----------------|-----------|----------|----------|----------|
| Family         | 1 (5.18)  | 1 (5.31) | 1 (5.34) | 1 (5.03) |
| Sleep          | 2 (3.73)  | 2 (3.83) | 2 (3.70) | 2 (3.81) |
| Work           | 3 (3.45)  | 3 (3.34) | 3 (3.35) | 4 (3.21) |
| Nutrition/Diet | 4 (3.45)  | 4 (3.17) | 4 (3.31) | 3 (3.43) |
| Exercise       | 5 (2.74)  | 5 (2.79) | 6 (2.60) | 5 (2.95) |
| Entertainment  | 6 (2.45)  | 6 (2.57) | 5 (2.69) | 6 (2.55) |

Those in the Midwest placed a higher priority on entertainment and a lower priority on exercise.

### 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.