

# AASM Sleep Prioritization Survey

## Familiarity with Sleep Centers/Sleep Specialists



**Sleep Prioritization Survey 2021**

### Survey Methodology

The American Academy of Sleep Medicine (AASM) commissioned an online survey of 2,006 adults in the U.S. The margin of error fell within +/- 2 percentage points with a confidence interval of 95%. The fieldwork took place from March 11-15, 2021. Atomik Research is an independent market research agency.

### Question

Which of the following best describes your general familiarity with sleep centers/sleep specialists?

### Results

- Over one-third of respondents (35%) are not familiar at all with sleep centers/sleep specialists.

### Overall Results

<b>Total</b>	<b>2,006</b>
Very familiar	606 (30%)
Somewhat familiar	697 (35%)
Not familiar at all	703 (35%)

Over one-third of respondents (35%) are not familiar at all with sleep centers/sleep specialists.

### Results by Gender

	Male	Female
<b>Total</b>	<b>967</b>	<b>1,039</b>
Very familiar	398 (41%)	208 (20%)
Somewhat familiar	314 (32%)	383 (37%)
Not familiar at all	255 (26%)	448 (43%)

Women (43%) are more likely to have no familiarity with sleep centers/sleep specialists than men (26%).

### Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
<b>Total</b>	<b>293</b>	<b>396</b>	<b>456</b>	<b>346</b>	<b>247</b>	<b>268</b>
Very familiar	75 (26%)	103 (26%)	235 (52%)	102 (29%)	47 (19%)	44 (16%)
Somewhat familiar	149 (51%)	149 (38%)	136 (30%)	112 (32%)	80 (32%)	71 (26%)
Not familiar at all	69 (24%)	144 (36%)	85 (19%)	132 (38%)	120 (49%)	153 (57%)

Over half of respondents aged 65+ (57%) are not familiar at all with sleep centers/sleep specialists.

### Results by Generation

	Gen Z (18-24)	Millennial (25-40)	Gen X (41-56)	Baby Boomer (57-75)	Silent Generation (76+)
<b>Total</b>	<b>293</b>	<b>700</b>	<b>557</b>	<b>404</b>	<b>52</b>
Very familiar	75 (26%)	260 (37%)	190 (34%)	72 (18%)	9 (17%)
Somewhat familiar	149 (51%)	237 (34%)	175 (31%)	123 (30%)	13 (25%)
Not familiar at all	69 (24%)	203 (29%)	192 (34%)	209 (52%)	30 (58%)

Millennials (37%) and Gen X (34%) are most likely to be very familiar with sleep centers/sleep specialists.

### Results by Region

	Northeast	Midwest	South	West
<b>Total</b>	<b>372</b>	<b>475</b>	<b>717</b>	<b>442</b>
Very familiar	139 (37%)	146 (31%)	202 (28%)	119 (27%)
Somewhat familiar	135 (36%)	165 (35%)	255 (36%)	142 (32%)
Not familiar at all	98 (26%)	164 (35%)	260 (36%)	181 (41%)

Respondents in the Northeast (37%) are most likely to be very familiar with sleep centers/sleep specialists.

### About the American Academy of Sleep Medicine

Established in 1975, the American Academy of Sleep Medicine (AASM) is advancing sleep care and enhancing sleep health to improve lives. The AASM has a combined membership of 11,000 accredited member sleep centers and individual members, including physicians, scientists and other health care professionals (<https://aasm.org/>).