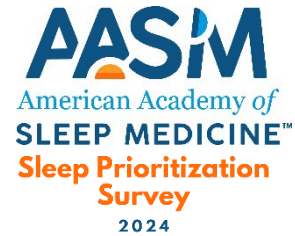


AASM Sleep Prioritization Survey

Social Media Sleep Trends



Survey Methodology

The American Academy of Sleep Medicine commissioned an online survey of 2,006 adults in the U.S. The overall margin of error fell within +/- 2 percentage points with a confidence interval of 95 percent.

Fieldwork took place between May 16 and May 24, 2024, by Atomik Research, an independent market research agency.

Question

Have you tried any of these recent social media sleep “trends”?

Results

- Over one-third (37%) of people have tried at least one social media sleep trend.

Overall Results

Total	2,006
Mouth taping	101 (5%)
Sleeping in 90-minute increments	186 (9%)
Livestreaming your sleep	142 (7%)
Watching others livestream their sleep	169 (8%)
Bed rotting (staying in bed and doing other things for extended periods of time)	284 (14%)
Drinking magnesium (or “sleepy girl mocktail”)	178 (9%)
Drinking lettuce water	128 (6%)
Scandinavian sleep method (each bed partner has their own comforter or blanket)	203 (10%)
None of these	1,270 (63%)

One in 10 (10%) people attempted the Scandinavian sleep method and only one in 20 (5%) people have tried mouth taping.

Results by Gender

	Male	Female	Transgender	Non-binary or gender non-conforming
Total	1,002	1,001	1	2
Mouth taping	69 (7%)	32 (3%)	0 (0%)	0 (0%)
Sleeping in 90-minute increments	130 (13%)	56 (6%)	0 (0%)	0 (0%)
Livestreaming your sleep	108 (11%)	34 (3%)	0 (0%)	0 (0%)
Watching others livestream their sleep	132 (13%)	37 (4%)	0 (0%)	0 (0%)
Bed rotting (staying in bed and doing other things for extended periods of time)	137 (14%)	146 (15%)	0 (0%)	1 (50%)

Men (10%) are three times more likely to have tried drinking lettuce water than women (3%).

Drinking magnesium (or “sleepy girl mocktail”)	120 (12%)	57 (6%)	0 (0%)	1 (50%)
Drinking lettuce water	96 (10%)	31 (3%)	1 (100%)	0 (0%)
Scandinavian sleep method (each bed partner has their own comforter or blanket)	121 (12%)	82 (8%)	0 (0%)	0 (0%)
None of these	575 (57%)	694 (69%)	0 (0%)	1 (50%)

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	234	382	360	360	351	319
Mouth taping	19 (8%)	37 (10%)	22 (6%)	10 (3%)	8 (2%)	5 (2%)
Sleeping in 90-minute increments	39 (17%)	52 (14%)	45 (13%)	25 (7%)	18 (5%)	7 (2%)
Livestreaming your sleep	23 (10%)	48 (13%)	40 (11%)	22 (6%)	6 (2%)	3 (1%)
Watching others livestream their sleep	28 (12%)	58 (15%)	39 (11%)	33 (9%)	7 (2%)	4 (1%)
Bed rotting (staying in bed and doing other things for extended periods of time)	55 (24%)	75 (20%)	67 (19%)	41 (11%)	28 (8%)	18 (6%)
Drinking magnesium (or “sleepy girl mocktail”)	27 (12%)	50 (13%)	49 (14%)	30 (8%)	14 (4%)	8 (3%)
Drinking lettuce water	27 (12%)	39 (10%)	35 (10%)	13 (4%)	8 (2%)	6 (2%)
Scandinavian sleep method (each bed partner has their own comforter or blanket)	26 (11%)	59 (15%)	53 (15%)	40 (11%)	14 (4%)	11 (3%)
None of these	103 (44%)	173 (45%)	197 (55%)	242 (67%)	281 (80%)	274 (86%)

Those aged 18-24 (24%) are most likely to have “bed-rotted” and respondents aged 65+ are least likely (6%).

Results by Generation

	Gen Z (18-27)	Millennial (28-43)	Gen X (44-59)	Baby Boomer (60-78)	Silent Generation (79+)
Total	313	637	572	452	32
Mouth taping	27 (9%)	48 (8%)	18 (3%)	7 (2%)	1 (3%)
Sleeping in 90-minute increments	48 (15%)	82 (13%)	39 (7%)	17 (4%)	0 (0%)
Livestreaming your sleep	29 (9%)	78 (12%)	29 (5%)	5 (1%)	1 (3%)
Watching others livestream their sleep	32 (10%)	89 (14%)	40 (7%)	8 (2%)	0 (0%)

Over half of Gen Z (55%) and half of Millennials (50%) have tried at least one social media sleep trend.

Bed rotting (staying in bed and doing other things for extended periods of time)	74 (24%)	117 (18%)	62 (11%)	29 (6%)	2 (6%)
Drinking magnesium (or “sleepy girl mocktail”)	35 (11%)	87 (14%)	41 (7%)	15 (3%)	0 (0%)
Drinking lettuce water	32 (10%)	64 (10%)	22 (4%)	10 (2%)	0 (0%)
Scandinavian sleep method (each bed partner has their own comforter or blanket)	36 (12%)	98 (15%)	51 (9%)	18 (4%)	0 (0%)
None of these	140 (45%)	318 (50%)	406 (71%)	377 (83%)	29 (91%)

Results by Region

	Northeast	Midwest	South	West
Total	348	427	776	455
Mouth taping	27 (8%)	15 (4%)	29 (4%)	30 (7%)
Sleeping in 90-minute increments	31 (9%)	36 (8%)	58 (7%)	61 (13%)
Livestreaming your sleep	34 (10%)	19 (4%)	50 (6%)	39 (9%)
Watching others livestream their sleep	38 (11%)	25 (6%)	65 (8%)	41 (9%)
Bed rotting (staying in bed and doing other things for extended periods of time)	56 (16%)	51 (12%)	113 (15%)	64 (14%)
Drinking magnesium (or “sleepy girl mocktail”)	35 (10%)	24 (6%)	62 (8%)	57 (13%)
Drinking lettuce water	19 (5%)	19 (4%)	40 (5%)	50 (11%)
Scandinavian sleep method (each bed partner has their own comforter or blanket)	38 (11%)	37 (9%)	70 (9%)	58 (13%)
None of these	204 (59%)	289 (68%)	507 (65%)	270 (59%)

People in the West (13%) are most likely to have tried sleeping in 90-minute increments, which is almost double those in the South (7%).

About the American Academy of Sleep Medicine

Established in 1975, the AASM advances sleep care and enhances sleep health to improve lives. The AASM has a combined membership of 12,000 accredited sleep centers and individuals, including physicians, scientists and other health care professionals who care for patients with sleep disorders. As the leader in the sleep field, the AASM sets standards and promotes excellence in sleep medicine health care, education and research (aasm.org).