

# BINGING INSTEAD OF SLEEPING

## WE SAY SLEEP IS A TOP PRIORITY...

Multiple priorities compete for our time and attention. U.S. adults ranked the following from most important to least important:

1.  Family
2.  Sleep
3.  Work
4.  Nutrition/Diet
5.  Exercise
6.  Entertainment

## ... BUT WE'RE BINGING INSTEAD

Percentage of U.S. adults who have lost sleep from staying up to:

Watch multiple episodes of a TV show or streaming service

88%

Including 95% of 18-to 44-year-olds

Finish a book

66%

Including 76% of women

Watch sports

60%

Including 75% of men

Play video games

50%

Including 59% of men

## FEELING BLUE FROM BINGING

Twenty-four percent of U.S. adults admitted feeling frustrated by missed bedtimes. For Generation Z, staying up past their bedtime causes them to feel frustrated (32%), worried (23%) and guilty (19%).

These feelings can compound the insufficient sleep problem, as negative thoughts about missing sleep might make it harder to fall asleep — especially when one tries to make up for the lost time.



## YOUR HEALTH DEPENDS ON HEALTHY SLEEP.

Sleep is essential to health, well-being and safety. Chronic insufficient sleep can lead to an increased risk of health problems, mood disorders and motor vehicle accidents.



## BEAT THE BINGE: HEALTHY SLEEP HABITS.

Keep a regular sleep schedule | Shut off all electronic devices and don't read or watch TV in bed | Make your bedroom quiet, dark and cool | Begin rituals that help you relax each night before bed



**AASM**  
American Academy of  
SLEEP MEDICINE™

Sleep Prioritization  
Survey  
2019

FOR MORE INFORMATION ON HEALTHY SLEEP, GO TO  
[www.SleepEducation.org](http://www.SleepEducation.org)

All data and findings referenced are from a September 2019 online survey, commissioned by the AASM, of 2,003 adults in the U.S. The margin of error is +/- 2 percentage points with a confidence interval of 95 percent. Atomik Research, an independent market research agency, conducted the survey.