



U.S. Sleep Survey: Trends and Insights

2024

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INTRODUCTION & METHODOLOGY

World Sleep Day falls on March 15th, 2024, the same month as Sleep Awareness Month. Sleepopolis' mission is to help everyone get a better night's sleep, and we do so by spreading awareness on the most important sleep related topics and providing consumers with the best product reviews and recommendations.

With so many improvements and innovations in the sleep industry, this survey was intended to understand how American adults feel about sleep, what they've been doing to improve it, and how they plan on purchasing sleep products in 2024.

Sleepopolis conducted an online survey of 2,019 adults currently living in the United States. Participant ages ranged from 18 to 86. The sample pool was gender balanced. Survey responses were collected on February 8th, 2024 through Connect, an online research panel by CloudResearch. Numbers have been rounded to the nearest tenth of a percent for readability.

Meet our experts



Dr. Shelby Harris

Director of Sleep Health, Sleepopolis

Licensed Clinical Psychologist

Clinical Associate Professor of Neurology and Psychiatry at Albert Einstein College of Medicine

Dr. Shelby Harris is a licensed clinical psychologist specializing in behavioral sleep medicine. She treats a wide variety of sleep disorders, including insomnia, nightmares, and narcolepsy, with a focus on non-pharmacological interventions. She is board-certified in behavioral sleep medicine by the American Academy of Sleep Medicine and the author of *The Women's Guide to Overcoming Insomnia: Get a Good Night's Sleep Without Relying on Medication*. As our director of sleep health at Sleepopolis, Dr. Harris brings a trusted and authoritative voice to our readers and helps offer real, science-backed solutions and advice to help millions of people get the great sleep they deserve.



Dr. Raj Dasgupta

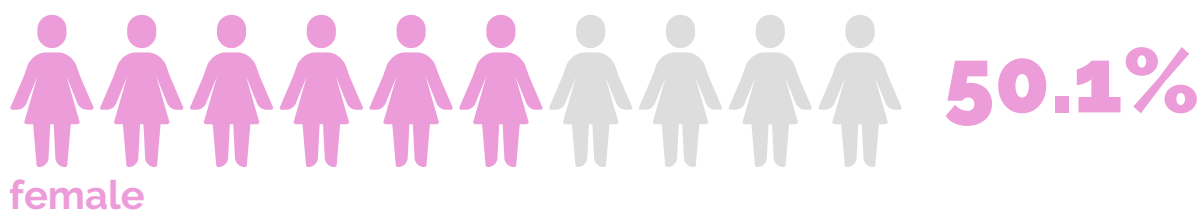
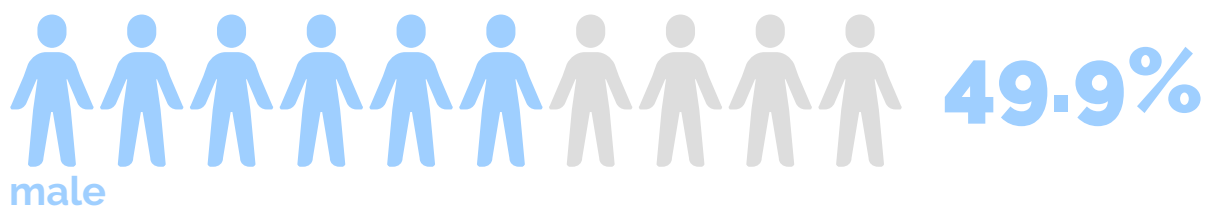
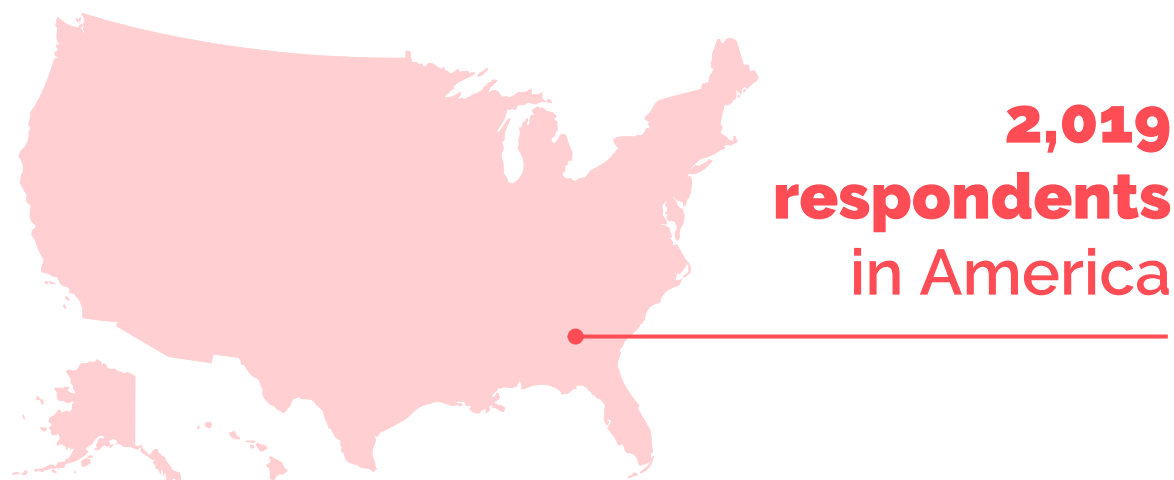
Chief Medical Advisor, Sleepopolis

MD, FACP, FCCP, FAASM

Quadruple-board certified in pulmonary, sleep, internal, and critical care medicine

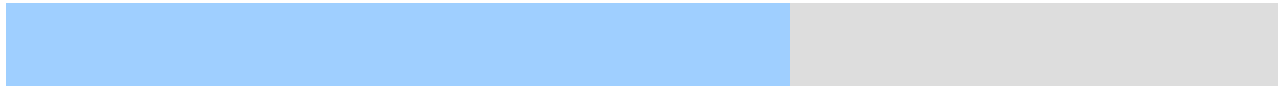
With four board certifications in Internal Medicine, Pulmonary, Critical Care, and Sleep Medicine, he is not only an active clinician but also an active clinical researcher. Dr. Raj currently practices at the University of Southern California, where he's been awarded the Excellence in Teaching award six years in a row. He's also an associate professor of clinical medicine, assistant program director of the internal medicine residency program, and the associate program director of the sleep medicine fellowship at USC. He has taught USMLE Step 1, 2, & 3, Internal Medicine Board Review and Subspecialty Board Review around the world for the past 20 years.

Demographics



People care more about sleep this year

Over half of people (**61.7 percent**) care more about sleep this year



While **36.2 percent** say their level of care about sleep hasn't changed



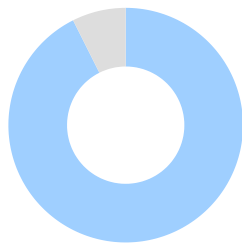
And just **1.6 percent** say they care less about sleep



In the past year, I've seen many people struggle with insomnia due to heightened stress and disruptions in their sleep schedules from changes in their work routines. Issues like snoring and restless legs syndrome also repeatedly gotten in the way of getting restful and quality sleep.

- Dr. Shelby Harris

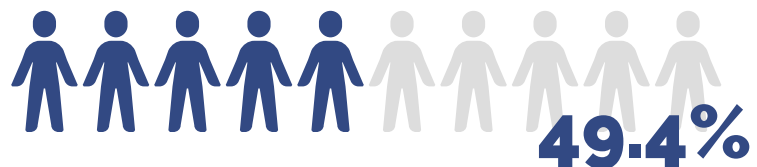
The majority of people (**92.6 percent**) want to improve their sleep quality



But only **53.7 percent** say they know how to improve their sleep quality

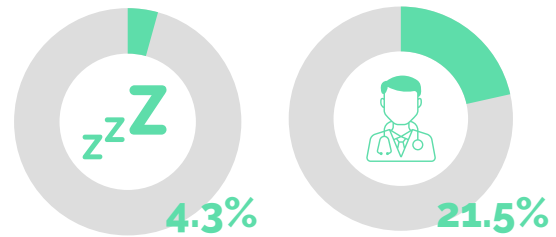


About half of people (**49.4 percent**) say they have increased their knowledge on sleep within the past year



Most people are not talking about sleep with medical professionals

Just **4.3 percent** of people saw a sleep doctor in the past year and **21.5 percent** of people discussed sleep with their doctor or general physician in the past year

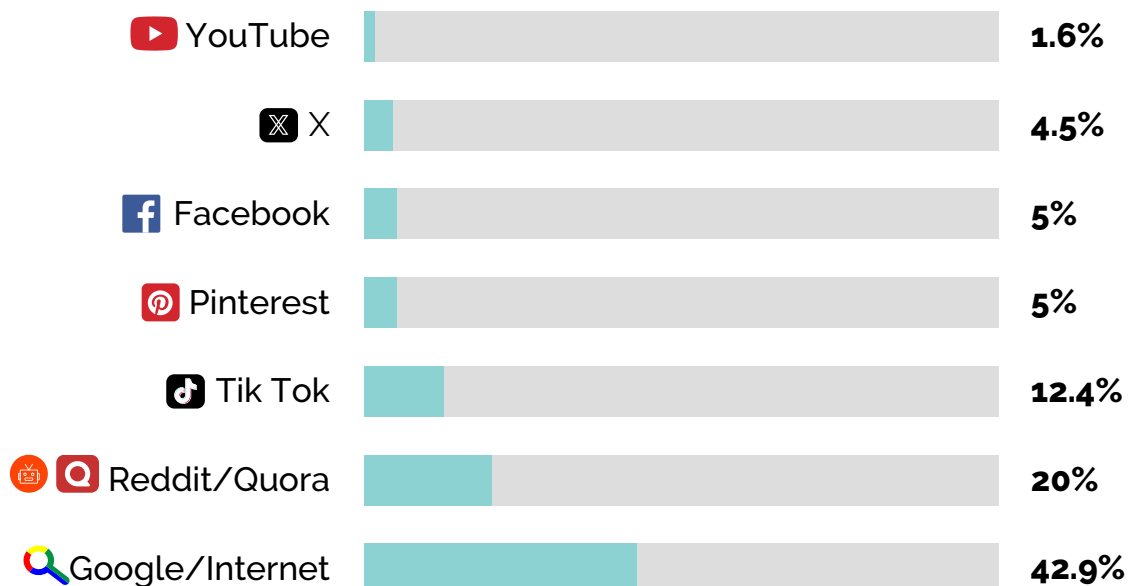


If you routinely experience issues with the quality or quantity of your sleep it's best to speak with your doctor. Frequently feeling tired throughout the day or needing to take naps during the day can also be a sign that something is wrong with your nighttime sleep, so it's best to see a doctor for a proper evaluation.

- Dr. Raj Dasgupta

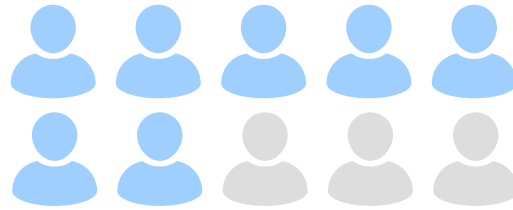
Instead, people are turning to other resources for sleep help and advice

56.5 percent of people have taken sleep advice from the internet or social media. Here are the breakdowns of what people have used:

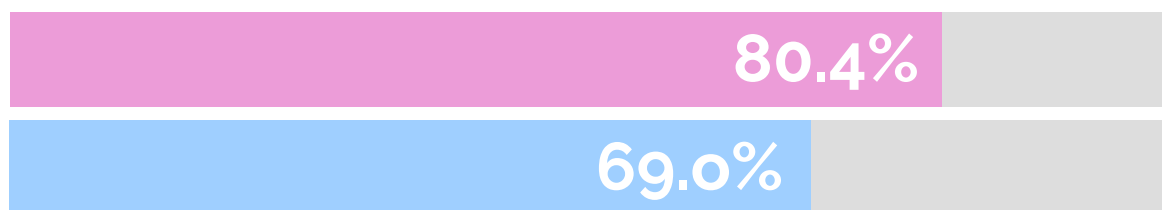


People are taking sleep matters into their own hands

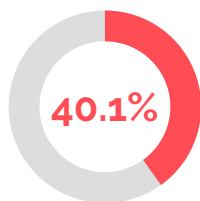
The majority of people (**74.7 percent**) have tried at least one sleep hack within the past year



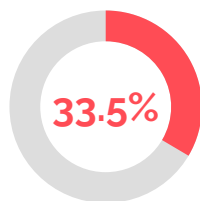
Women are more likely than men to try a sleep hack



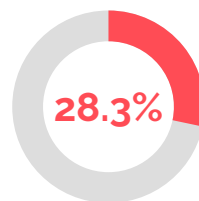
The most popular sleep hacks people tried



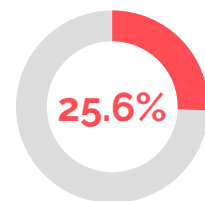
Sleep sounds



Limiting blue light



Natural sleep aids/supplements



Deep Breathing

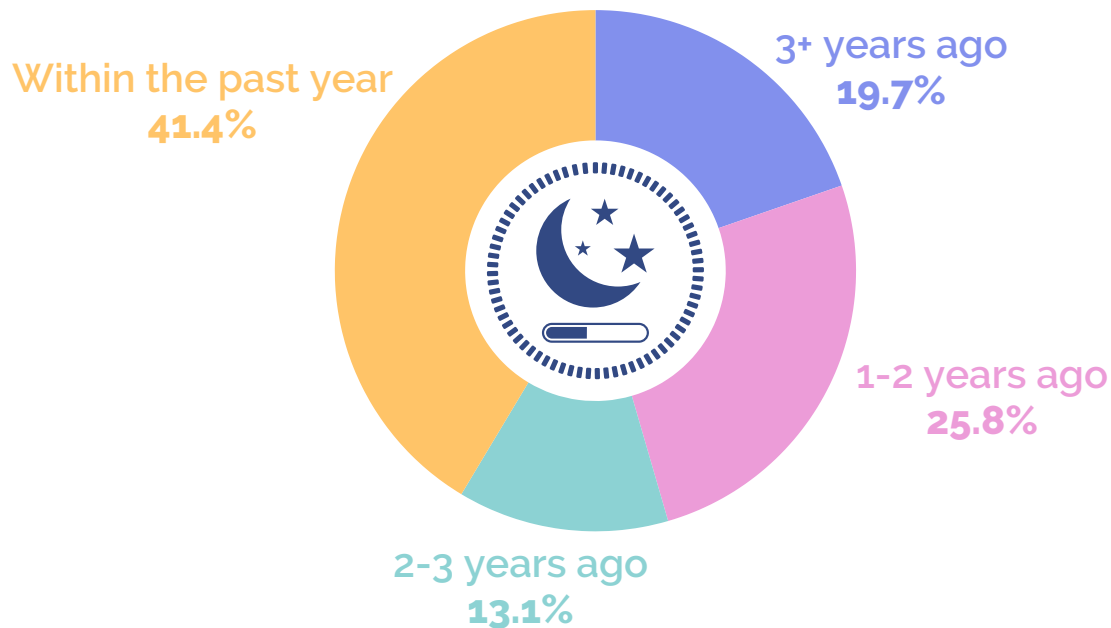


Consistently going to bed and waking up at the same time each day helps your body establish a reliable sleep pattern, making it easier to enjoy quality and refreshing sleep. Think of it as giving your body a clear signal for when it's time to unwind and recharge for the night. There are many natural cures or hacks for sleep trending on social media, but it's important to speak with your doctor or a sleep specialist if you are routinely having trouble sleeping.

- Dr. Shelby Harris

Sleep trackers are on the rise

41.4 percent of sleep tracker users started tracking their sleep in the past year.



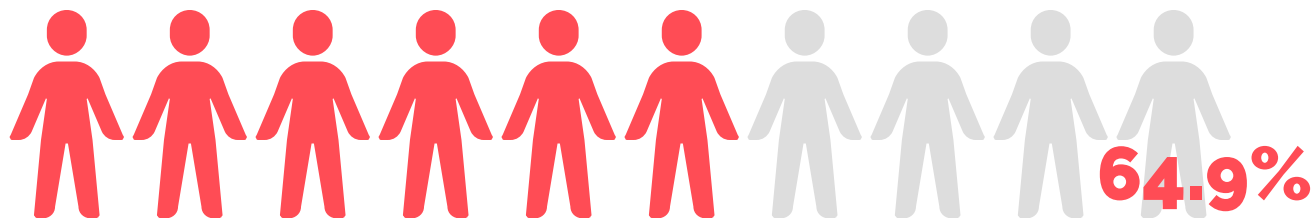
Sleep trackers are generally accurate in estimating total sleep time, but they are less accurate in estimating time spent in each sleep stage. The accuracy of sleep trackers can be affected by the type of sleep tracker, individual sleep habits, and the environment. The best sleep tracker for you will depend on your individual needs and preferences. If you are not sure which functions are important to you, talk to your doctor or a sleep expert.

- Dr. Raj Dasgupta

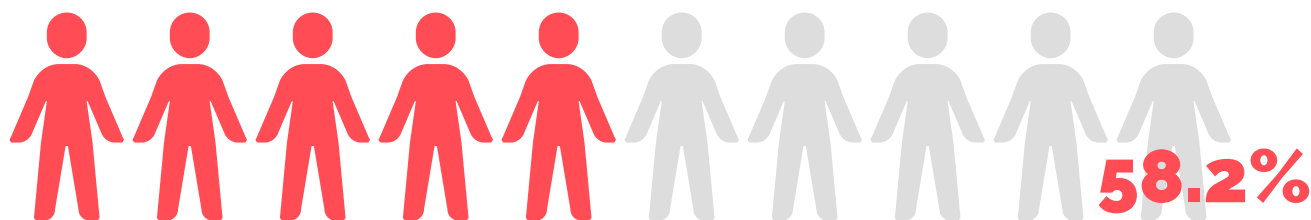
Although many people started using a sleep tracker over the past year, only **17.8 percent** of people say they currently use a sleep tracker.



Most people plan to make a sleep purchase this year



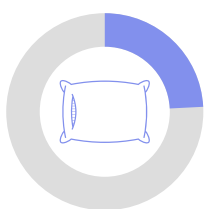
64.9 percent of people purchased a sleep product within the past year.



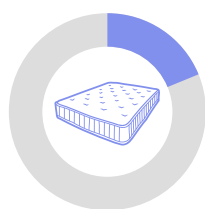
More than half (58.2 percent) of people plan to purchase a sleep product in 2024.

So what exactly are people buying when it comes to sleep?

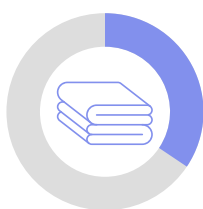
The five most popular sleep products that people plan to purchase in 2024 are pillows, mattresses, sheets, sleep supplements, and comforters. Here are the percentages of people that plan to purchase each product:



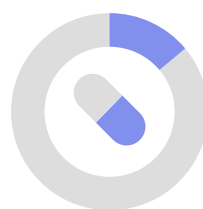
24.2%



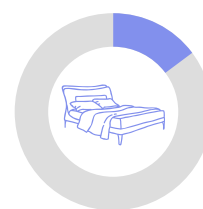
18.8%



18.6%



13.9%



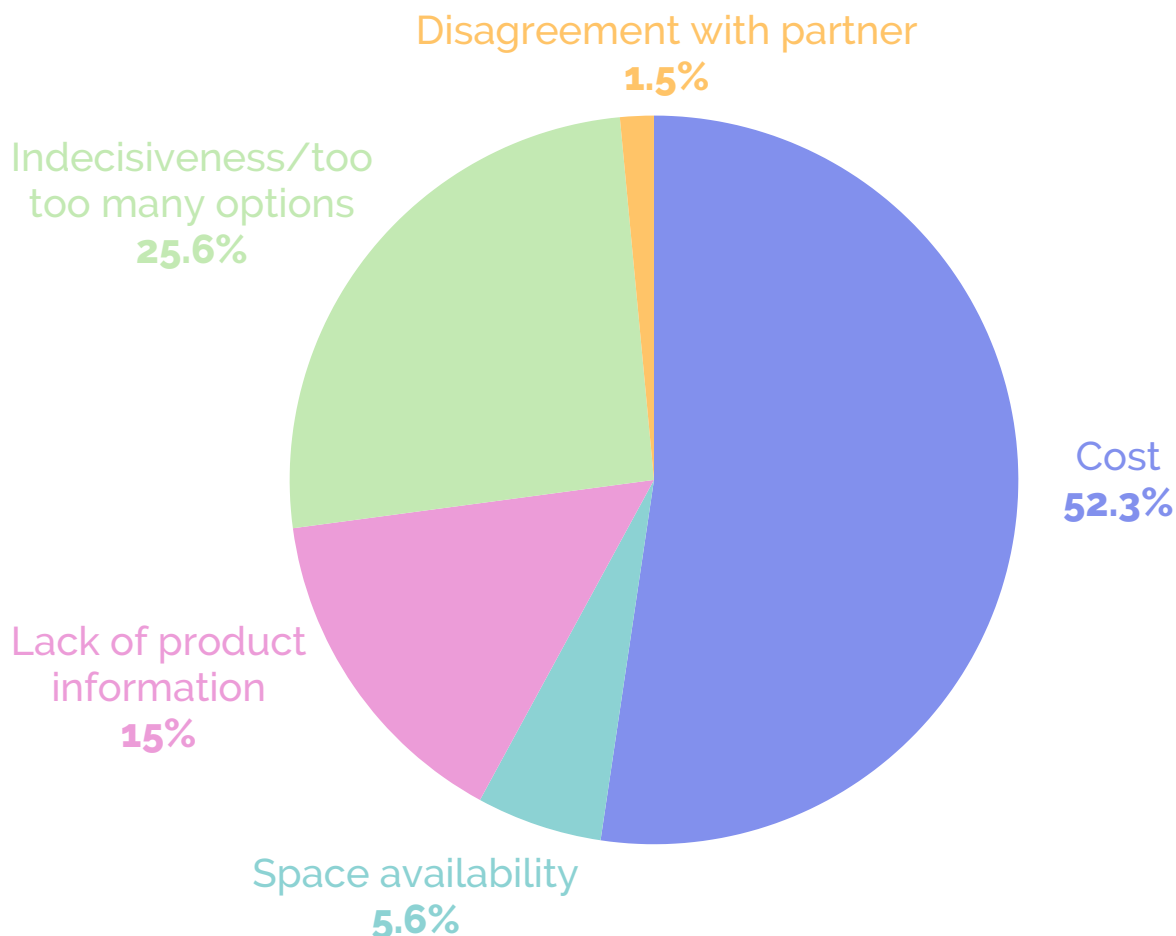
13.2%

Here's what people are willing to spend on sleep products:

Almost a quarter of people (**23.6 percent**) are willing to spend over \$500 on sleep products in 2024.

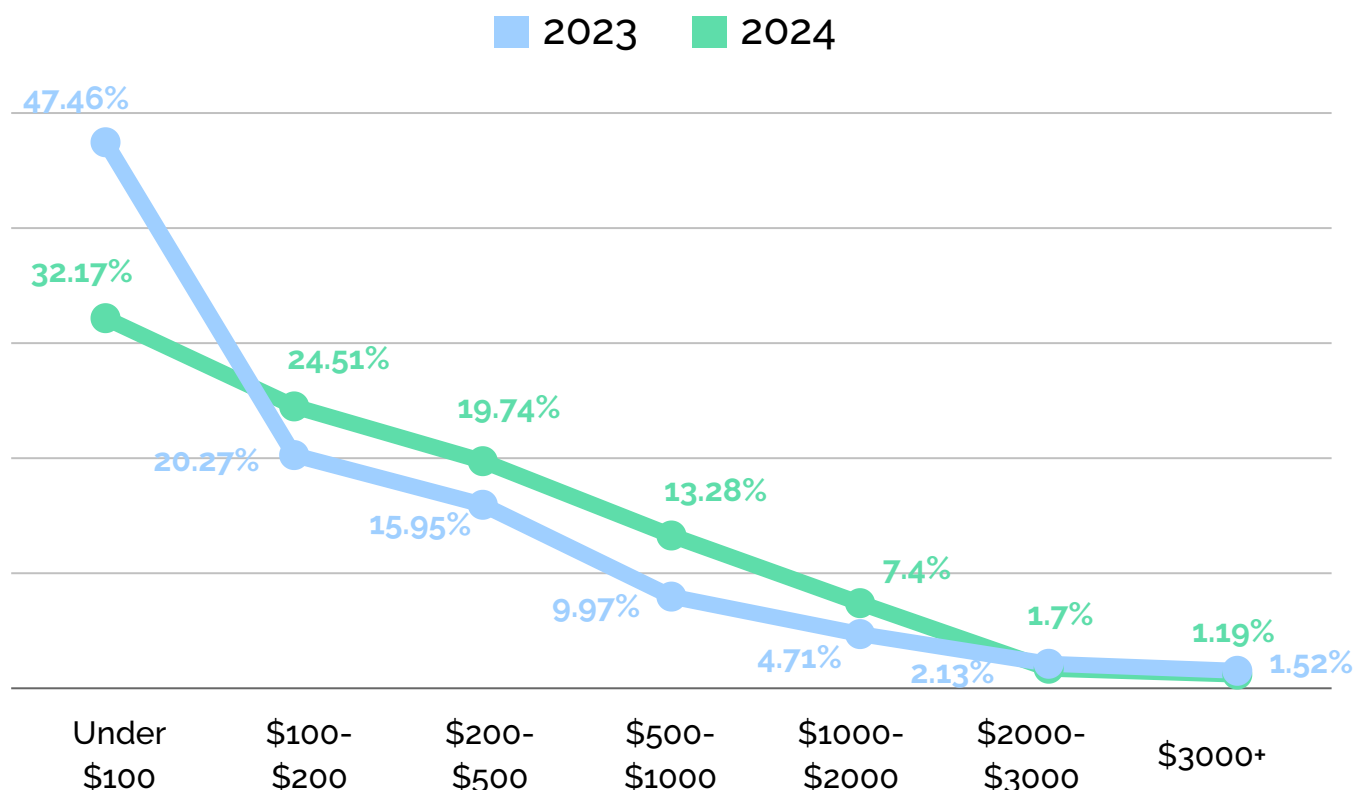


Cost appears to be the biggest obstacle for people when it comes to buying new sleep products



And, it seems people are willing to spend more on sleep products in 2024 than they did in 2023

We asked people how much they spent last year on sleep products and how much they plan to spend this year. Here's what they said:



When shopping for sleep items such as pillows or mattresses, prioritize your comfort and look for items that give you support. Make sure the materials are high quality and durable. Reading reviews from other users can give you valuable insights to help you make an informed decision. For those on a budget, prioritize making sure you find and are sleeping on a decent mattress, explore affordable pillow and bedding options, and keep your sleep space clean. Creating a comfortable sleeping environment and sticking to a consistent bedtime routine can do great things to improve your sleep quality without having a hefty price tag.

- Dr. Shelby Harris

ACKNOWLEDGEMENTS

Our mission is a simple one: We want to help you get incredible sleep. How? Two main ways: First, we live, breathe, eat, and sleep (ha!)...sleep. We sift through the noise of the Internet to bring you the sleep health information you need to know, whether that's a news piece on the latest sleep product recall or a deep dive into what the science says about meditation for sleep.

The Sleepopolis team takes incredible pride in the work we do. We hope that the reviews, news, and sleep information we publish help you get a better night's sleep. We love creating content that you enjoy, whether it's on our site or a video on our YouTube page. Scroll down to meet the team and learn a bit more about us. Happy sleeping!

CONTACT

Sleepopolis/Pillar4
Media

www.sleepopolis.com
info@sleepopolis.com

2101 Thrift Road
Charlotte, NC, 28208

