

AASM Sleep Prioritization Survey Monday after the Super Bowl



Survey Methodology

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

How tired do you typically feel on the Monday after the Super Bowl?

Results

- More than one-third (39%) of respondents reported they are more tired than usual the Monday after the Super Bowl.
 - This includes 12% who answered “extremely tired” and 27% who answered “somewhat tired.”

Overall Monday after the Super Bowl Results

	Rank
Total	2,003 (100%)
Extremely tired	245 (12%)
Somewhat tired	531 (27%)
No more tired than usual	1,227 (61%)

Nearly 30% (27%) of respondents feel somewhat tired the Monday after the Super Bowl.

Monday after the Super Bowl by Gender

	Male	Female
Total	1,002	1,001
Extremely tired	159 (16%)	86 (9%)
Somewhat tired	307 (31%)	224 (22%)
No more tired than usual	536 (53%)	691 (69%)

Men (47%) are more likely to be more tired than usual the Monday after the Super Bowl than women (31%).

Monday after the Super Bowl by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	251	387	440	365	242	318
Extremely tired	30 (12%)	65 (17%)	70 (16%)	51 (14%)	17 (7%)	12 (4%)
Somewhat tired	69 (27%)	111 (29%)	125 (28%)	106 (29%)	63 (26%)	57 (18%)
No more tired than usual	152 (61%)	211 (55%)	245 (56%)	208 (57%)	162 (67%)	249 (78%)

25-34 year-olds (17%) are the most likely to be extremely tired the Monday after the Super Bowl.

Monday after the Super Bowl by Generation

	Gen Z (18-22)	Millennial (23-38)	Gen X (39-54)	Baby Boomer (55-73)	Silent Generation (74+)
Total	179	637	627	487	73
Extremely tired	23 (13%)	100 (16%)	93 (15%)	27 (6%)	2 (3%)
Somewhat tired	50 (28%)	179 (28%)	182 (29%)	105 (22%)	15 (21%)
No more tired than usual	106 (59%)	358 (56%)	352 (56%)	355 (73%)	56 (77%)

The Silent Generation (3%) is least likely to be extremely tired the Monday after the Super Bowl.

Monday after the Super Bowl by Region

	Northeast	South	Midwest	West
Total	357	753	460	433
Extremely tired	64 (18%)	82 (11%)	51 (11%)	48 (11%)
Somewhat tired	104 (29%)	215 (29%)	112 (24%)	100 (23%)
No more tired than usual	189 (53%)	456 (61%)	297 (65%)	285 (66%)

Respondents in the Northeast (47%) are the most likely to be more tired than usual on the Monday after the Super Bowl.

When faced with the same question, respondents reported feeling more tired than usual:

- New Year's Day (57%)
- First day back at work in January (45%)
- July 5th (41%)
- During the first week of school in the fall (40%)
- Black Friday (39%)
- The day after your birthday (35%)
- After election night in November (32%)
- The day after Labor Day (30%)
- During the World Series (22%)

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.