

National Sleep Foundation's 2025 Sleep in America[®] Poll

**People with better sleep health are
most likely to flourish.**



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I. Introduction and Summary of Findings

The National Sleep Foundation (NSF; www.theNSF.org) is dedicated to improving health and well-being through sleep education and advocacy. NSF conducts independent, population-level research in the United States, and globally, through multiple instruments, including its annual *Sleep in America*[®] Poll (SIA Poll), which is the premier annual review of public attitudes and behaviors around current sleep topics. Sleep Awareness Week[®] 2025 marks five years since the start of the global COVID-19 pandemic which introduced sweeping changes such as work-from-home mandates, social isolation, and widespread civil unrest. During the height of the pandemic, NSF reported that Americans had achieved [longer sleep times but also experienced worsened sleep quality](#). At the same time, population research revealed increased levels of mental health problems, substance use, and suicidal ideation.¹ Over the five years since the start of the pandemic, NSF data consistently have shown the positive relationship between sleep, healthy sleep behaviors, and priorities in public health, like mental health among [adults](#) and [teens](#). As many Americans have focused on reintegration, recovery, and resiliency since the pandemic, NSF sought to explore sleep health as an opportunity to promote flourishing and well-being.

NSF's 2025 SIA Poll sought to understand the critical connection between sleep health and various dimensions of well-being including happiness, productivity at work and home, goal achievement, and a fulfilling social life—collectively considered “flourishing.” In the context of widespread efforts to return to pre-pandemic norms, such as in-office work, the 2025 SIA Poll underscores the importance of healthy sleep for flourishing and well-being. Highlights from the 2025 SIA Poll include:

The typical American adult is not their Best Slept Self[®].

- 6 out of every 10 adults don't get enough sleep.
- Nearly 4 in 10 adults have trouble falling asleep 3 or more nights per week.
- Almost ½ of adults have trouble staying asleep 3 or more nights per week.

People who sleep better are more likely to be flourishing.

- People who get NSF-recommended amount sleep are more likely to be flourishing.
- Adults who are satisfied with their sleep are 45% more likely to be flourishing than those not satisfied with their sleep.
- People with no trouble falling asleep are 47% more likely than those with trouble falling asleep 3 or more nights per week to be flourishing.

People say their sleep health and flourishing are connected.

- Three out of every four adults say that good quality sleep has a positive impact on their flourishing.
- Women are more likely to report positive benefits of enough quality sleep on flourishing than men.

Note: All differences reported in this document are statistically significant at the $p < .05$ significance level and are presented without qualification.

II. What is Flourishing?

The Merriam-Webster dictionary classifies “flourish” as an intransitive verb meaning “to achieve success,” with a common synonym being “prosper.” The psychological literature contains numerous definitions and conceptualizations of flourishing.² Importantly, just as sleep health is more than the mere absence of a sleep disorder, so too is flourishing more than the simple absence of negative states, such as depression and anxiety, and instead represents positive functioning and achievement. Indeed, flourishing is a multidimensional construct, comprised of multiple parts and functioning across multiple contexts. Flourishing is typically characterized by optimal functioning resulting from doing well across multiple domains or areas. Consistent with this conceptualization, NSF assessed functioning across the areas of happiness, productivity at work, productivity at home, goal achievement, and a fulfilling social life as a means to characterize flourishing as it relates to people’s sleep health. These areas of functioning are consistent with published models of flourishing.^{3,4}

III. Sleep Health Among US Adults

Sleep Health Index

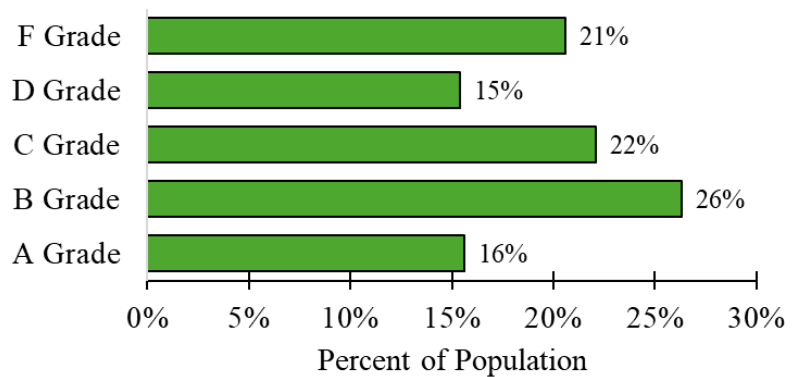
The Sleep Health Index[®] is a validated gauge of the public’s sleep health across three domains – sleep quality, sleep duration, and disordered sleep.⁵ The SHI can be scored according to common grading metrics, i.e., F = 0-59; D = 60-69; C = 70-79; B = 80-89; A = 90-100. Nearly 4 in 10 adults scored in the ‘D’ or ‘F’ range for their overall sleep health. Notable data points

include the following: (1) Sixty percent of adults are not regularly getting the NSF-recommended amount of sleep per night, (2) More than 2/3 of adults have some difficulty falling asleep (68%), and (3) Seven in ten adults have some difficulty staying asleep (70%).

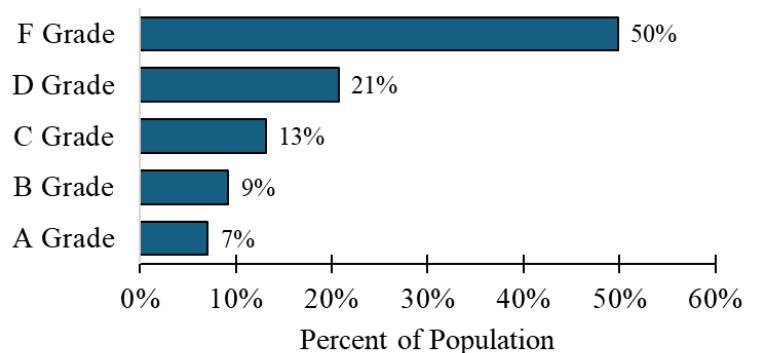
Sleep Satisfaction Tool

Individuals also completed NSF’s Sleep Satisfaction Tool[®] (SST⁶). Like the SHI, the SST can also be scored according to common grading metrics (i.e., F = 0-59; D = 60-69; C = 70-79; B = 80-89; A = 90-100). An incredible 50% of adults received an overall ‘F’ grade for their sleep satisfaction. Notable data points include the following: (1) Almost 4 in 10

Sleep Health Index Grades



Sleep Satisfaction Tool Grades

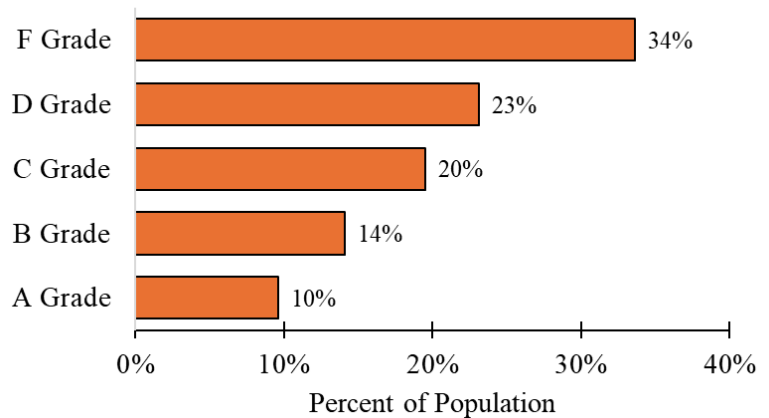


adults (37%) are dissatisfied with their sleep, (2) 38% of adults do not feel refreshed upon waking up in the morning, and (3) Nearly 50% of adults (46%) wake up somewhat often or more during the night.

Best Slept Self Questionnaire

The Best Slept Self[®] questionnaire (BSSQ) measures the frequency with which individuals engage in both daytime and nighttime healthy sleep behaviors. The questionnaire is based on the *Best Slept Self*[®] framework, which includes six basic areas of focus for healthy sleep. Like the SHI and SST, the BSSQ can be scored according to common grading metrics based on the percentage of possible healthy sleep behaviors one practiced throughout the previous week. Over 1 in 3 adults gets an ‘F’ for their practice of healthy sleep behaviors. At the high end of the scale, most American adults (61%) spend at least 30 minutes in bright outdoor or equivalent light 6 or 7 days per week. On the other end of the scale, only 17% of adults put their electronic devices away an hour before bed 6 or more days per week.

Best Slept Self Questionnaire Grades



IV. Sleep Health and Flourishing

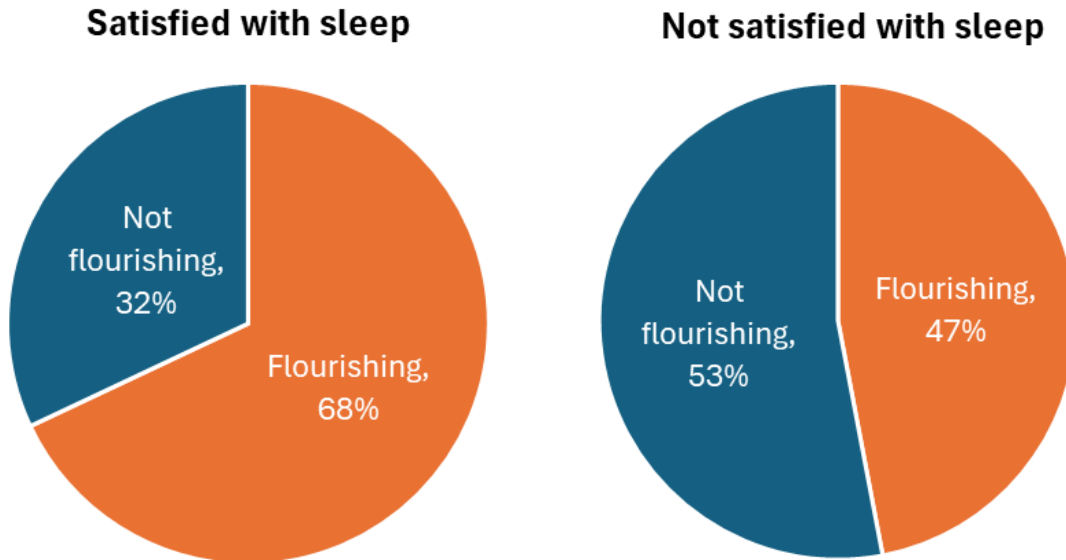
Two approaches were used to explore the connection between sleep health and flourishing. First, various aspects of sleep health were analyzed to determine whether people with better or worse sleep health were more or less likely to be flourishing. Good sleep was conceptualized as people who earned ‘A’ and ‘B’ grades for their general sleep health, global sleep satisfaction, or practice of healthy sleep behaviors as compared to those who earned ‘F’ grades. Secondly, adults were asked directly how (a) getting enough sleep and (b) getting good quality sleep affect their: (1) happiness, (2) productivity at work, (3) productivity at home, (4) ability to achieve goals, and (5) social life. When a person reported a positive impact of sleep across all areas of life, they were deemed to believe that good sleep benefits their ability to flourish.

Sleep Health Characteristics and Flourishing

Sleep Duration: People who consistently sleep the NSF-recommended durations, 7-9 hours for most adults and 7-8 hours for most older adults,⁷ were more likely to be flourishing than people who do not get appropriate amounts of sleep, 66% vs 57%.

Sleep Satisfaction: An even more compelling link was found between sleep satisfaction and flourishing, where individuals who were satisfied with their sleep reported higher rates of flourishing compared to those not satisfied with their sleep, 68% vs 47%. Put differently, rates of

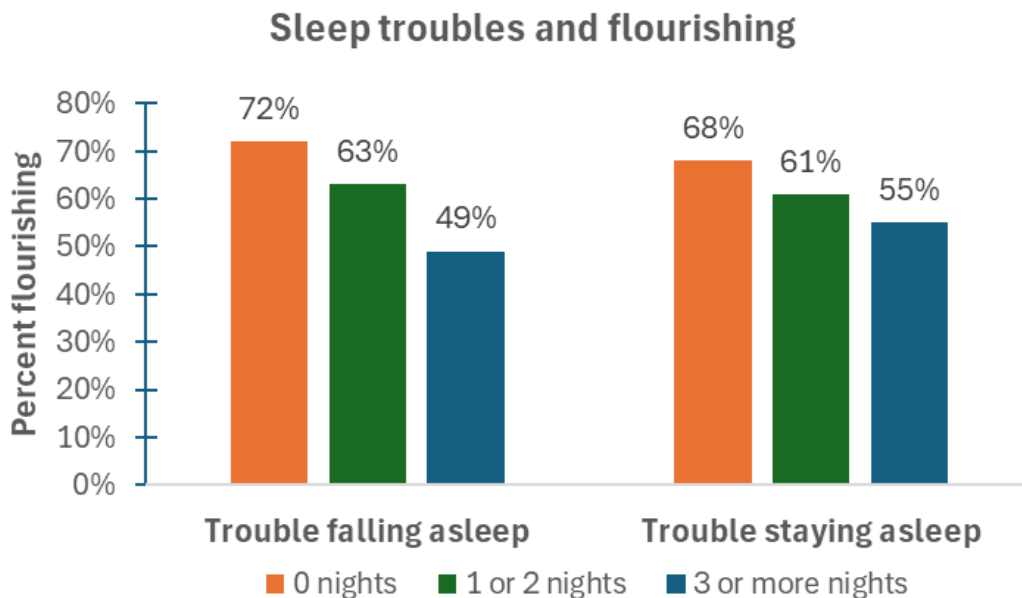
flourishing were 45% higher in people who were satisfied with their sleep compared to people unsatisfied with their sleep.



Rates of flourishing between those satisfied (left) and unsatisfied (right) with their sleep.

Trouble Falling Asleep: Seventy-two percent of people with no difficulty falling asleep were flourishing, significantly more than those with only mild trouble falling asleep, 63%, and those with more severe trouble falling asleep, 49%.

Trouble Staying Asleep: Sixty-eight percent of people with no difficulty waking during the night were flourishing, significantly more than those with only mild trouble staying asleep, 61%, and those with more severe trouble staying asleep, 55%.



General Sleep Health and Flourishing

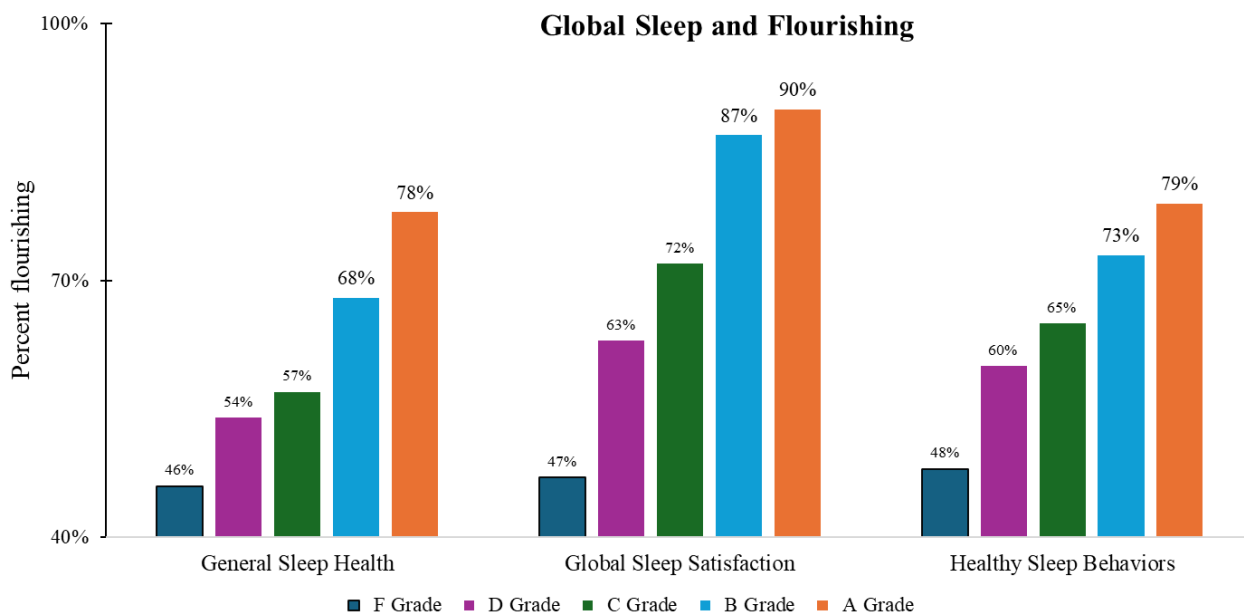
Clear associations emerged between general sleep health and flourishing. Seventy-two percent of people with good sleep health were flourishing, compared to 46% of people with poor sleep health—a 57% increase.

Global Sleep Satisfaction and Flourishing

More people with good sleep satisfaction were flourishing compared to those with low sleep satisfaction, 88% vs 47%. Put differently, nearly 90% more people with good sleep satisfaction were flourishing compared to people with low sleep satisfaction.

Healthy Sleep Behaviors and Flourishing

Over 3 out of every 4 people (76%) who practice high levels of healthy sleep behaviors were flourishing compared to less than 50% of people who practice low levels of healthy sleep behaviors (48%).

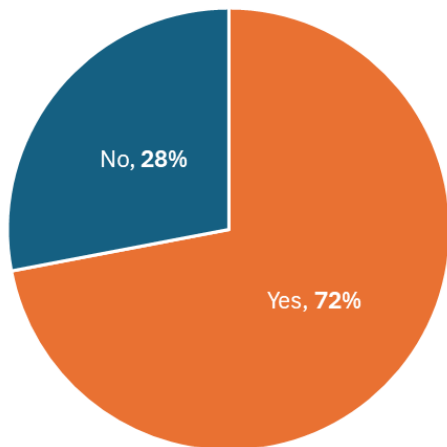


Direct Reports of the Impact of Sleep on Flourishing

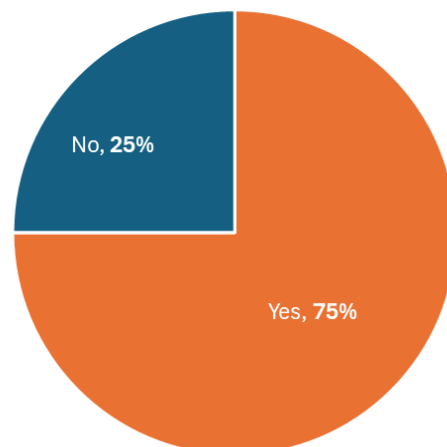
When asked directly if getting enough sleep has a positive impact on their lives in terms of happiness, productivity at work, productivity at home, goal achievement, and a fulfilling social life—collectively flourishing—72% of adults said getting enough sleep has a positive impact across all areas. Even more, 3 out of every 4 adults, or 75%, said the same about getting good quality sleep.

Does getting enough sleep help people flourish?

Poll by National Sleep Foundation


Does getting quality sleep help people flourish?

Poll by National Sleep Foundation



The benefits of good sleep were widely experienced; however, there were differences by sex and age. Women were more likely to note the benefits of getting enough sleep on flourishing than men, 75% compared to 69%. Similarly, women were also more likely to see the benefits of good sleep quality on flourishing than men, 78% compared to 72%. Seventy-seven percent of younger adults (aged 18-30 years) saw the benefits on flourishing of getting good quality sleep compared to 68% of older adults (those 65+ years old). No other differences in the impact of good sleep on flourishing were observed by age or race/ethnicity.

Table. Well-being in Specific Areas and Sleep Duration and Quality.

Characteristic	Happiness	Work Productivity	Home Productivity	Goal Achievement	Fulfilling Social Life
Total n (%)	1198 (87.6%)	1059 (94.7%)	1126 (82.2%)	1218 (89.0%)	1004 (73.2%)
Sleep Duration					
Gets NSF-recommended	496 (91.2%) ^a	433 (97.1%) ^a	454 (83.2%) ^a	501 (91.8%) ^a	427 (78.3%) ^a
Doesn't get NSF-recommended	713 (85.8%) ^b	623 (92.4%) ^b	683 (82.1%) ^a	720 (86.9%) ^b	583 (70.1%) ^b
Sleep Satisfaction					
Satisfied	804 (92.5%) ^a	677 (95.6%) ^a	752 (86.4%) ^a	804 (92.6%) ^a	707 (81.4%) ^a
Not satisfied	405 (80.0%) ^b	379 (92.0%) ^b	385 (75.8%) ^b	417 (82.2%) ^b	303 (59.6%) ^b

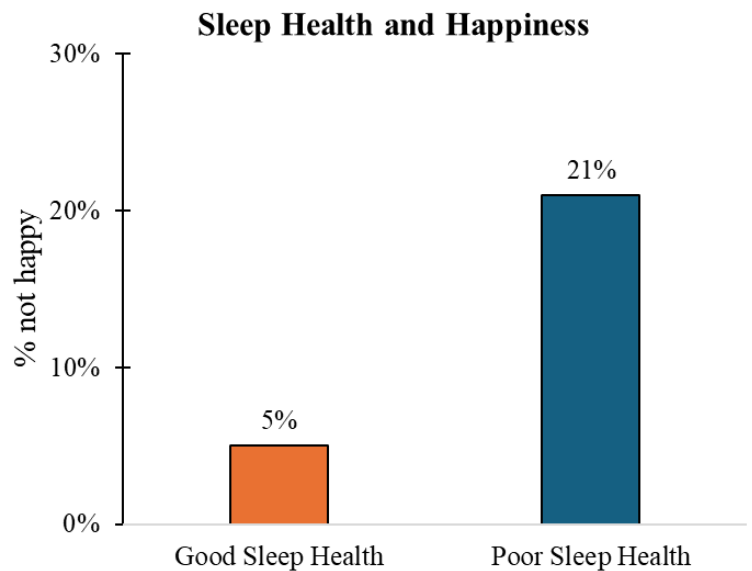
Subgroups who do not share a superscript letter significantly differ at the $p < .05$ level in terms of proportion of adults who reported well-being.

V. Sleep Health and Specific Areas of Functioning

The table below lists rates of high functioning across happiness, work productivity, home productivity, goal achievement, and social lives for people who do and do not get enough sleep, as well as for those who are and are not satisfied with their sleep. People who consistently sleep the NSF-recommended durations⁷ were more likely to identify as being happy, productive at

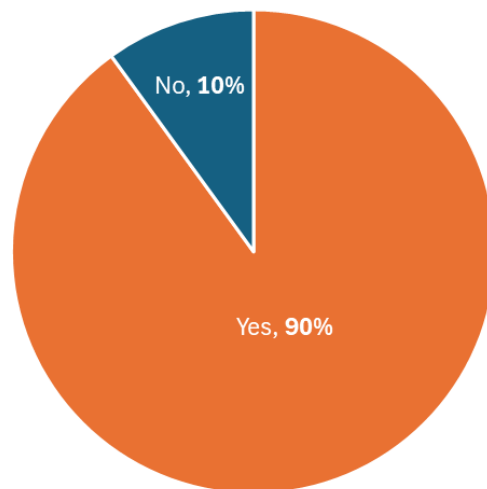
work, being able to achieve goals, and having a fulfilling social life. Even stronger links were found between well-being across areas and sleep satisfaction. Individuals who were satisfied with their sleep reported higher rates of well-being across all areas, including happiness, work productivity, home productivity, goal achievement, and social life.

Sleep and Happiness: Only 5% of people with good sleep health did not report being happy, compared to 21% of individuals with poor sleep health. Similarly, only 1% of individuals with high sleep satisfaction did not agree that they were happy, compared to 19% of people with low sleep satisfaction. In terms of direct reports, 87% of American adults reported that getting enough sleep has a positive impact on how happy they feel and 86% reported the same about getting good quality sleep. Fewer older adults reported a positive impact of getting enough sleep on how happy they feel compared to middle-aged adults, 83% vs 89%. Similarly, fewer older adults noted a positive impact of good quality sleep on their happiness compared to middle-aged adults, 78% vs 90%. More females reported a positive impact of getting enough sleep on how happy they feel compared to males, 91% vs 84%, respectively.



Sleep and Work Productivity: Three percent of people with good sleep health did not say they were productive at work compared to 8% of people with poor sleep health. Nine percent of people with low sleep satisfaction did not say they were productive at work, while only 2% of people who were satisfied with their sleep did not report that they are productive at work. When asked how getting enough sleep and good quality sleep might impact their work productivity, 90% of adults reported a positive impact of good sleep health on their productivity at work. The benefit of good sleep health on work productivity was universally recognized across demographic characteristics, with the lone exception of females reporting higher

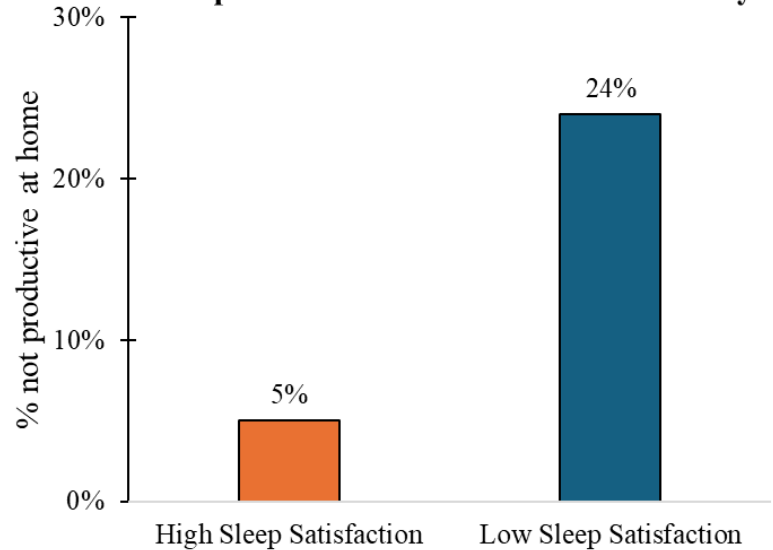
Does Getting Enough Sleep Have a Positive Impact on Your Work Productivity?
Poll by National Sleep Foundation



rates of the positive impact of good sleep quality on their work productivity than males, 93% compared to 88%.

Sleep and Home Productivity: Only about 1 in 10 adults, 12%, with good sleep health did not report being productive at home compared to nearly 3 in 10, 27%, of adults with poor sleep health. Five percent of people with high sleep satisfaction did not report being productive at home compared to 24% of individuals with low sleep satisfaction. Eighty-seven percent of American adults feel that getting enough sleep, and getting good quality sleep, positively impacts their productivity at home. Fewer older adults reported a positive impact of getting good quality sleep on how productive they are at home compared to middle-aged adults, 79% vs 89%. More females reported a positive impact of getting enough sleep on how productive they are at home compared to males, 89% vs 85%.

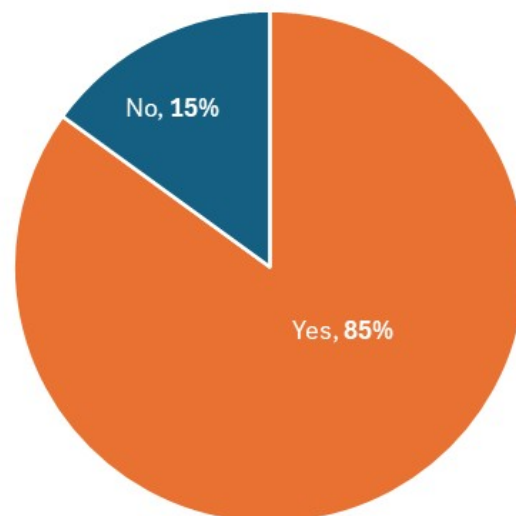
Sleep Satisfaction and Home Productivity



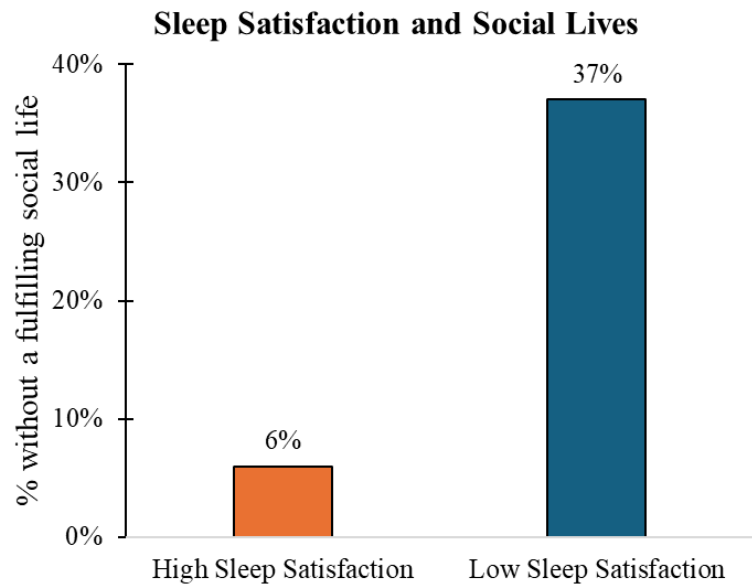
Sleep and Goal Achievement: Only 6% of individuals with good sleep health did not agree that they can achieve goals they set for themselves compared to 19% of people with poor sleep health. Less than 1 in 20 adults (3%) with good sleep satisfaction did not agree that they are able to achieve goals compared to 16% of adults who have poor sleep satisfaction. When asked about the positive impact of getting enough sleep and getting good quality sleep, 87% of adults reported that getting enough sleep has a positive impact on their ability to achieve goals, while 85% reported the same for getting good quality sleep. More middle-aged adults reported a positive impact of getting enough sleep on their ability to achieve their goals than older adults, 88% vs 82%. The positive impact of good sleep quality on goal achievement was reported similarly across sex and race/ethnicity.

Does Getting Quality Sleep Have a Positive Impact on Achieving Your Goals?

Poll by National Sleep Foundation



Sleep and Social Lives: Seventeen percent of adults with good sleep health did not agree that their social life is generally fulfilling compared to 39% of adults with poor sleep health. Only 6% of adults with good sleep satisfaction did not agree that their social life is fulfilling compared to 37% of adults with poor sleep satisfaction. Eighty percent of adults reported that getting enough sleep and good quality sleep have a positive impact on their social lives. Fewer older adults reported a positive impact of getting good quality sleep on their social lives compared to younger and middle-aged adults, 73% compared to 84% and 82%, respectively. More females reported a positive impact of getting enough sleep on their social life than males, 82% compared to 78%. Similarly, more females reported a positive impact of good quality sleep on their social life than males, 83% compared to 78%.



Survey Methodology and Approach

The survey was conducted via the nationally representative Ipsos KnowledgePanel[®], in which participants are randomly recruited via address-based sampling to respond to survey questionnaires online.

The final sample, including oversamples for Black and Hispanic people, was 1372 U.S. adults. The questionnaire was administered in either English or Spanish, and field work was conducted September 19-30.

Data were weighted via iterative proportional fitting to match the distributions of adults from the most recent U.S. Census Bureau's Current Population Survey.

The survey has a design effect due to weighting of 1.2, for a margin of sampling error of plus or minus 2.9 percentage points for the full sample. Error margins are larger for subgroups.

Measurement Approach

Flourishing can be conceptualized and measured in numerous ways.² In the current survey, we used self-report measures designed to assess functioning across various domains and flourishing was considered present when a person reported high functioning across every area assessed. This approach is not incongruent with published models.^{3,4} Similarly, sleep health is a multidimensional construct with numerous measurement approaches. This survey utilized validated tools designed by the National Sleep Foundation specifically for use with the general public.^{5,6}

This survey represents a snapshot of sleep health and well-being in US adults. Results indicate associations between sleep health and flourishing and well-being. Causal conclusions about the effects of sleep health on flourishing and well-being are limited to findings derived from questions directly exploring a causal link.

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