

Two Views of the Night:

Consumer Reported Sleep Insights Paired with Smart Bed Data

**A Report from the National Sleep Foundation with
Support from Tempur-Pedic®**



June 30, 2026

This report and source research was produced independently by National Sleep Foundation and does not endorse specific products or provide medical advice.



NATIONAL SLEEP
FOUNDATION

TWO VIEWS OF THE NIGHT

Consumer Reported Sleep Insights Paired with Smart Bed Data

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PART 1

AT A GLANCE

Six findings from two different ways of measuring the same nightly issues—
what 1,034 U.S. adults say about their sleep, paired with patterns
from more than 227,000 smart bed trackers.

Two sources of data, one question

Sleep is complex. Measuring sleep using multiple methods, like the two used for this report, may give a more complete view. The National Sleep Foundation (www.TheNSF.org) asked people directly about their sleep. Tempur-Pedic's Sleeptracker-AI measured sleep, nightly, through sensors built into smart beds. Neither view is the full picture alone; however, together, they get closer and offer unique insights.



What People Report

NSF national survey · 1,034 U.S. adults

How we experience sleep: duration, satisfaction, struggles, worries, and habits, in people's own words.



What Smart Beds Record

Tempur-Pedic Sleeptracker-AI · 227,000+ users, 190M+ nights

How sleep behaves: duration, awakenings, snoring, and movement, measured every night by sensors.

The pages that follow pair these two views wherever they speak to the same question — not to see which one is “right,” but because each one offers a unique vantage point the other doesn’t.

Sleep shapes how we feel, how we function, and how we move through the world. Yet for many people, getting the sleep they need remains a nightly challenge, one influenced by habits, environments, beliefs, and the rhythms of everyday life. To better understand what’s keeping people from getting enough quality sleep, the NSF collaborated with Tempur-Pedic to evaluate complementary data sources and take a fresh look at how people are sleeping.

Together, these perspectives pair lived experiences with large-scale patterns from smart bed technology users. The result is a rich and more comprehensive picture of what keeps people awake and what may help them sleep better.

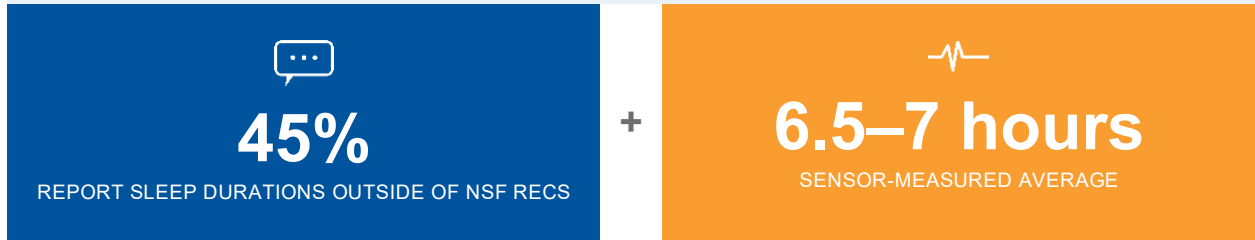
What’s revealed is at the same time familiar and surprising. Many adults continue to struggle with falling asleep, staying asleep, or waking feeling restored. People report being affected by a range of common sleep disruptors, from environmental factors like temperature and noise to physical aches and pains. Stress and racing thoughts remain major barriers. And cultural moments, from daylight saving time to major holidays, ripple into people’s sleep in ways that may be overlooked.

AT A GLANCE

Where the two views agree

Looking through either lens, three patterns hold up.

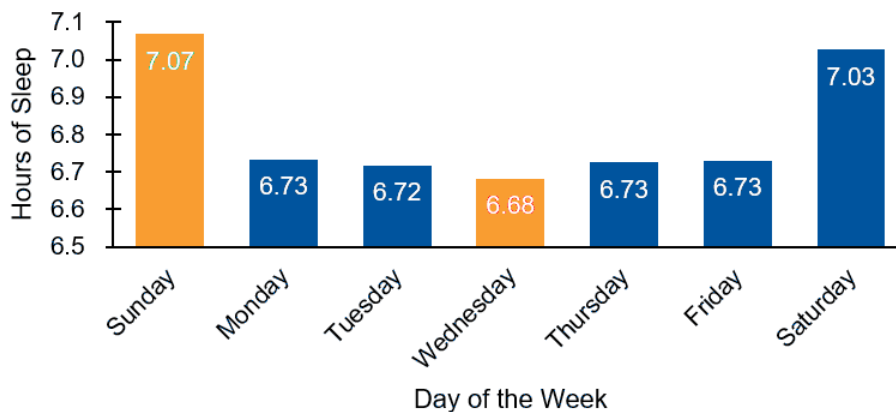
Both views land in the same place: most adults get close to, but short of, the sleep they need ([NSF recommends 7-9 hours for most adults](#)).



Weekends really are different: people's sense of their best nights and the sleep measured by smart beds both have Saturday and Sunday on top.



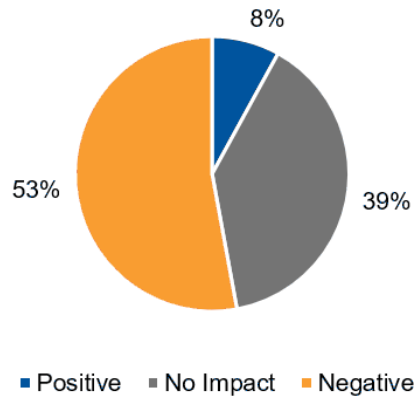
Smart bed users:
Average sleep duration by day of week



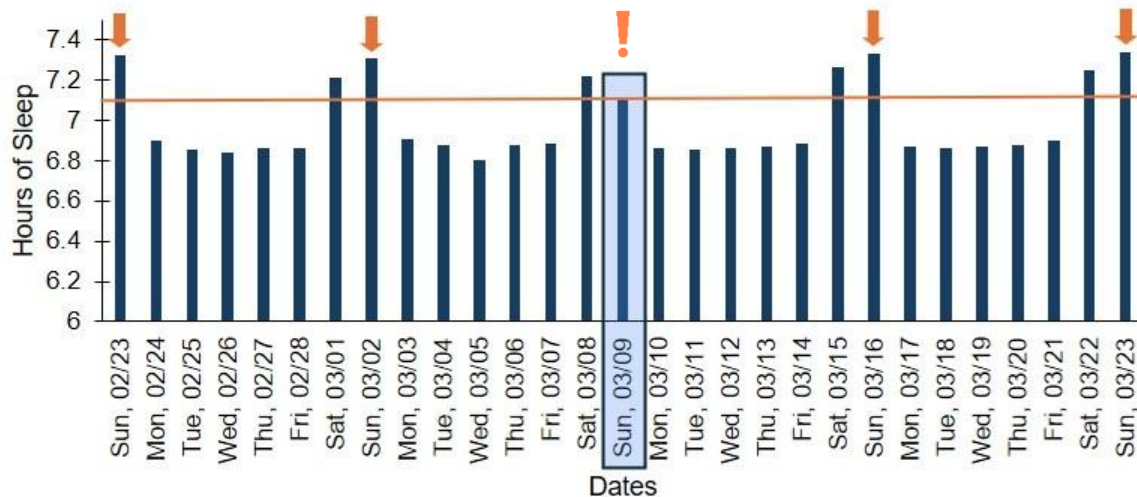
People's sleep pays a price with the spring clock change, showing it's not just a feeling of being thrown off...it's real numbers. During the entire eight months of Daylight Saving Time, many people live under **chronic circadian misalignment** for nearly eight months out of every year. This is one of the reasons the National Sleep Foundation advocates for [Permanent Standard Time](#), which better aligns with human biology.



NSF Survey of US adult population:
How does the **Spring** clock change impact sleep?



Smart bed users:
Sleep duration during Spring clock change 2025





AT A GLANCE

What each view notices that the other doesn't

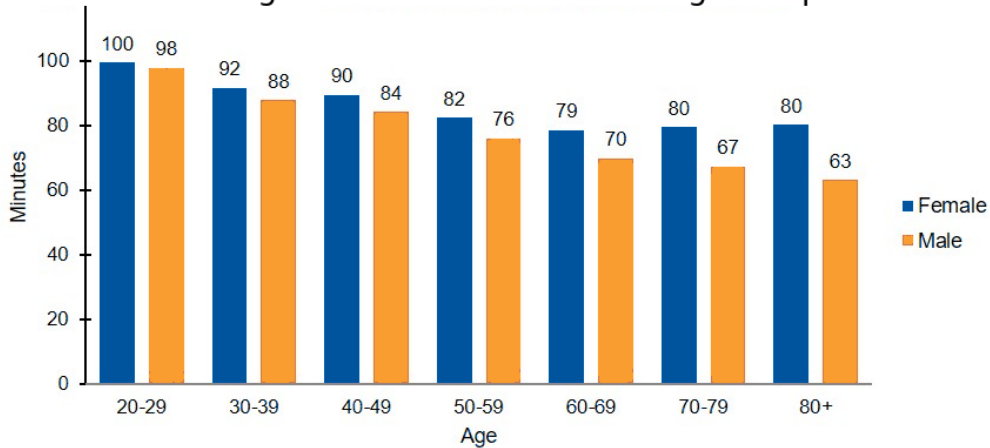
Some of the most useful findings only show up once you line up what people say with what smart beds can record.

MOST SURPRISING FINDING

About 1 in 5 adults call falling asleep a real struggle, and sensors show the average adult spends well over an hour in bed before sleep actually begins, far more time than the struggle rate alone would suggest. Because time in bed before sleep can include reading, relaxing, or other activities, this pattern does not necessarily reflect difficulty falling asleep, but is certainly suggestive of long periods in bed before sleep starts. Best sleep practices include prioritizing the bed for sleep, and there could be more to learn about what many people are actually doing in bed before sleep. Nonetheless, together the self-report and tracker views point to a consistent picture of long pre-sleep periods in bed for many people, which could signal a need to do things differently at night that can help with sleep.

 22% REPORT FREQUENT DIFFICULTY FALLING ASLEEP	+	 60+ min AVG. TIME IN BED BEFORE SLEEP ONSET
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Smart bed users:
Average time in bed before falling asleep

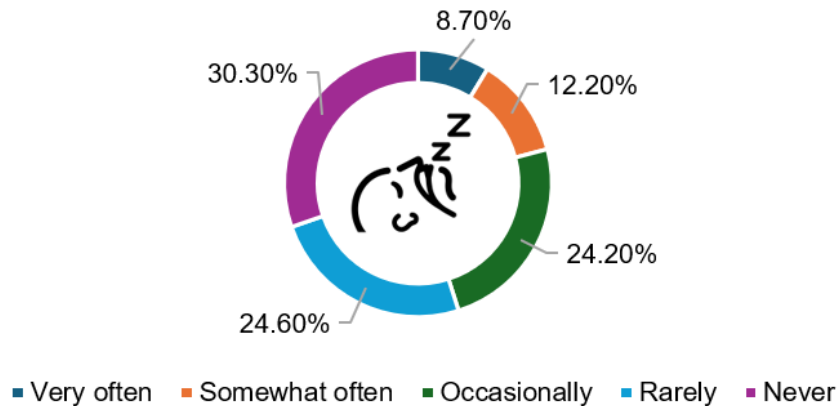


Snoring. Forget about the movies and fairy tales: it's actually not a sign of sound sleep. People notice snoring is disruptive; smart bed sensors can say almost exactly how much of the night it's actually happening.



Scaled to the U.S. adult population, that 45% works out to roughly **121 million adults** who notice snoring at least occasionally, including about **56 million** who deal with it frequently.

NSF Survey of US adult population:
How often do Americans experience snoring,
whether by themselves or partners?

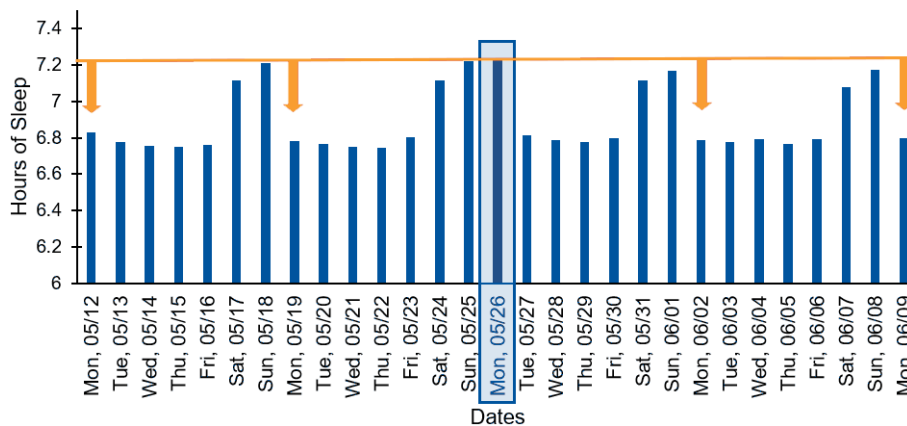


Nearly **one-third of people (31%)** say snoring has significant negative consequences for their sleep. Unsurprisingly, people who share a bed with a partner are more likely to report snoring as a disruptor than those who sleep alone. Together, these perspectives suggest that snoring is **highly noticeable and can be disruptive** to people's sleep experience, especially for bed partners. Because snoring can be so disruptive, and because it could be a sign of a more serious problem, it's important to monitor it or even follow up with a healthcare professional.

Most people say holidays don't affect their sleep, and on average, the sensors agree it doesn't get worse, and some people might actually sleep more. The two views only part ways for the smaller group who feel a negative impact, a signal too small to move the national average.



Smart bed users:
Sleep duration during Memorial Day 2025

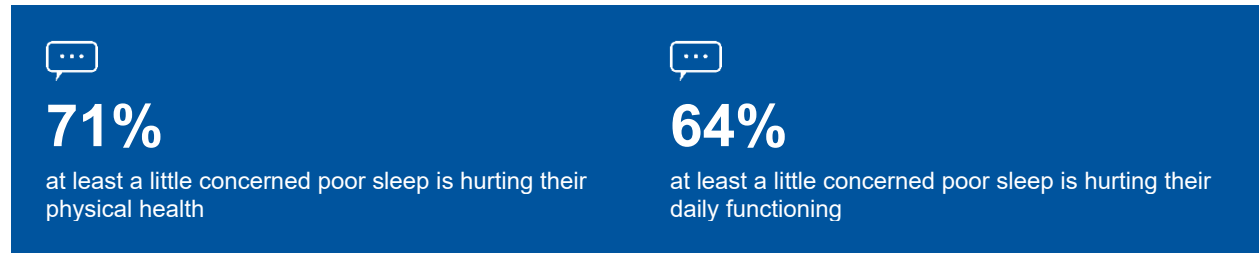


Out of all U.S. adults, that 24% comes to roughly **64 million adults** who say a holiday hurt their sleep. Add the 8% who feel a positive impact, and about **86 million adults** (32%) notice some effect on their sleep around these holidays, even though the national average doesn't move much.

AT A GLANCE

What worries most people

This part is self-report only — there's no sensor for worry.



People aren't just having difficulty getting enough quality sleep, they're worried about what it's costing them. Getting closer to your **Best Slept Self®** starts with understanding how meaningful steps during the day and night can have a real impact on sleep. Take a look below.

The infographic features a central circular diagram with a sun icon in the center, surrounded by six segments: 1. Light, 2. Exercise, 3. Mealtimes, 4. Avoid..., 5. Wind-down, and 6. Environment. To the right, under 'Daytime Tips', are sections for 1. Light, 2. Exercise, and 3. Mealtimes. Under 'Evening Tips', are sections for 4. Avoid..., 5. Wind-down, and 6. Environment. At the bottom, it is powered by the National Sleep Foundation.

Next: The full breakdown of each finding above, plus everything that didn't make the cut in six pages.

PART 2

THE DEEP DIVE

Section by section, with the full numbers behind every finding.

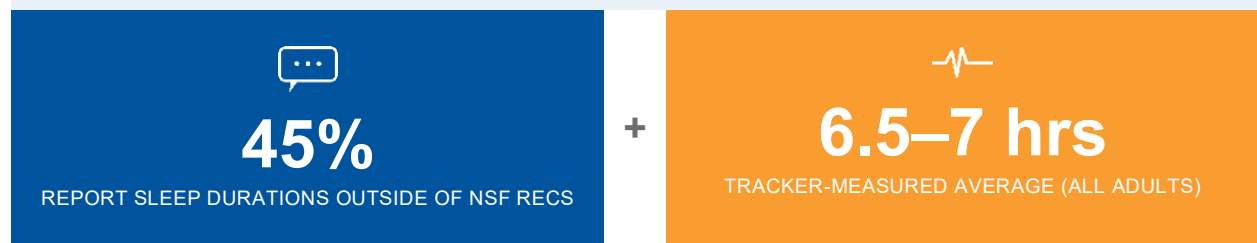
- 01 Sleep Quantity & Quality
- 02 What's Disrupting Sleep
- 03 Weekly & Seasonal Patterns
- 04 National Events Spotlight
- 05 Concerns, in Detail
- 06 Methodology & Sample

Sleep Quantity & Quality

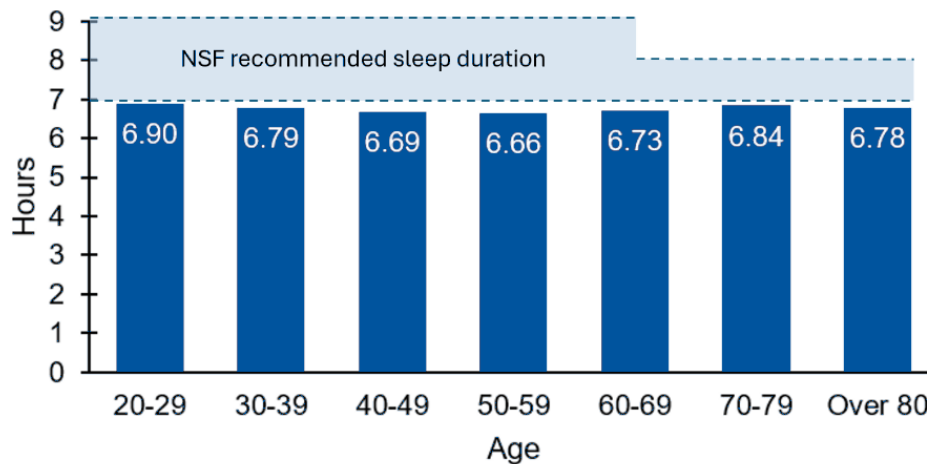
Quantity: Duration matters

Nearly 50% of all U.S. adults report sleeping outside of NSF's recommended 7–9 hours for most adults (7–8 for most older adults) — as detailed in NSF's [newly updated 10-year review of the sleep duration evidence](#). The tracker view lines up closely to what people are reporting: most smart bed users sleep between 6½ and 7 hours.

Both views agree on the shortfall, and on who feels it most. Midlife adults (31–64) report less sleep than both younger (18–30) and older (65+) adults, and the tracker view shows the same midlife dip. Reported duration didn't differ by sex, bed-sharing, or whether pets or kids share the bed.



Smart bed users:
Average nightly sleep duration



Quality: More to sleep than just hours

Sleep quality is about more than logging enough hours; it's about how well those hours work for you. The National Sleep Foundation defines [good quality sleep](#) using four key markers: how quickly someone falls asleep (**sleep latency**), how many times they wake during the night (**awakenings**), how long they stay awake after first drifting off (**wake after sleep onset**), and how much of their time in bed is actually spent asleep (**sleep efficiency**). Throughout this report, the NSF survey and the Tempur-Pedic tracker data both speak to these same four markers, offering two vantage points on what quality sleep looks like: how people *feel* about their sleep, and how smart bed sensors suggest sleep *unfolds* night after night.

NSF'S FOUR MARKERS OF GOOD-QUALITY SLEEP

Sleep latency: how quickly you fall asleep

What good looks like: falling asleep within 30 minutes

Awakenings: how many times you wake during the night

What good looks like: 1 or less wake-up per night for adults, 2 or less for older adults

Wake after sleep onset (WASO): how long you're awake after first falling asleep

What good looks like: up to 20 minutes of nighttime wakefulness for adults, and up to 30 minutes for older adults

Sleep efficiency: how much of your time in bed is actually spent asleep

What good looks like: being asleep for at least 85% of the time in bed

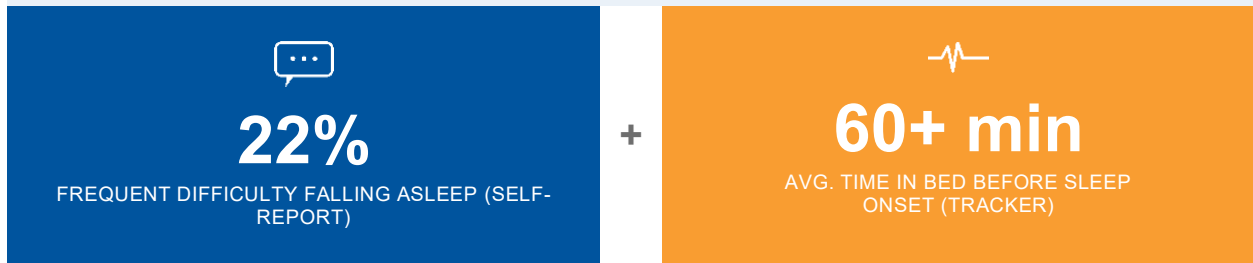
BONUS: REM Sleep: Percent of the night spent in rapid eye movement sleep

What good looks like: spending 21-30% of time asleep in REM

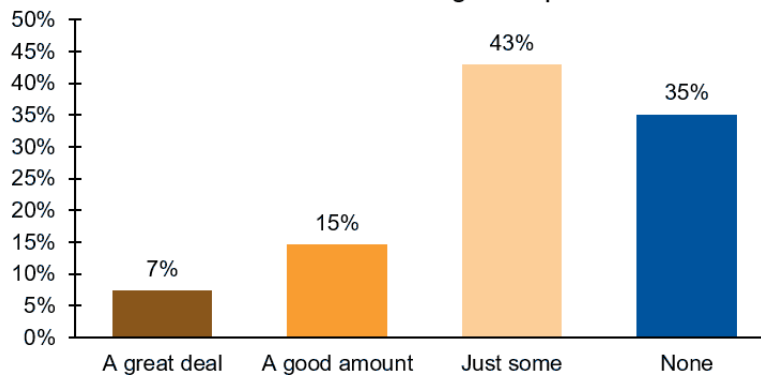
Trouble Falling Asleep

MOST SURPRISING FINDING

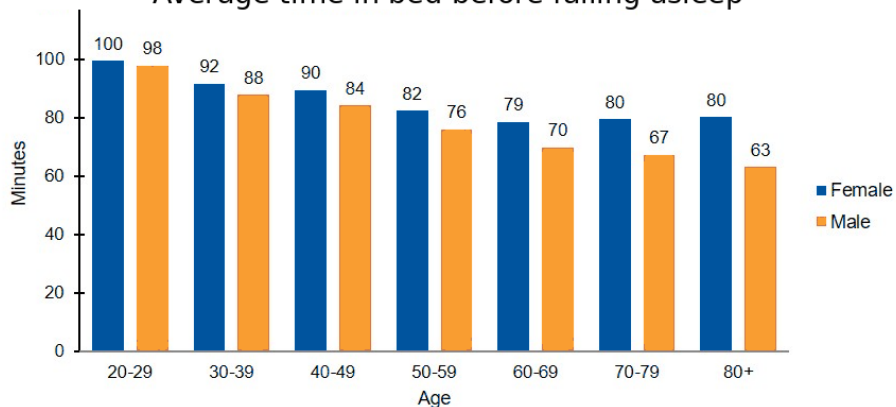
Sixty-five percent of adults have at least some difficulties falling asleep. More than 1 in 5 adults (22%) say falling asleep is a frequent struggle. The smart bed tracker view shows most adults spend well over an hour in bed before sleep actually begins, with older adults settling in faster than younger ones, except older women, who spend about 15–20 minutes longer in bed before sleep than older men.



NSF survey of US adult population:
Trouble falling asleep?



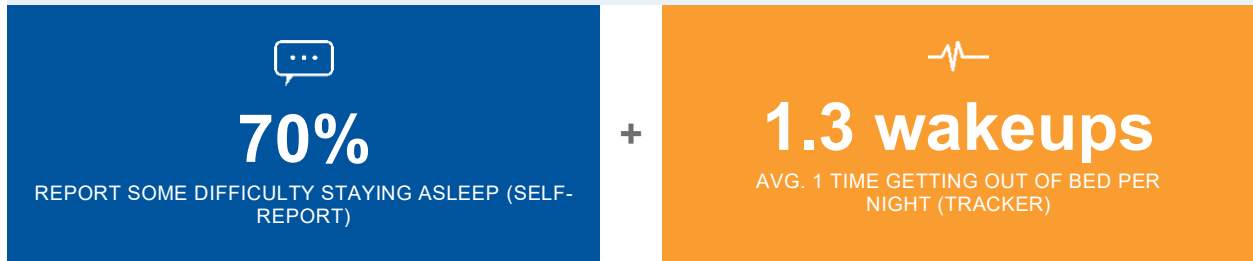
Smart bed users:
Average time in bed before falling asleep



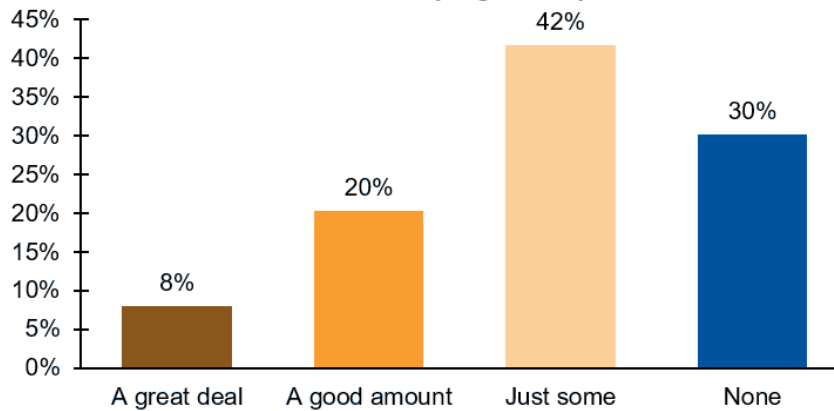
Did you know? Best practices include prioritizing the bed for sleep (this actually comes from proven behavioral principles). In some problem cases, professionals may recommend keeping the bed for sleeping and nothing else. For those people, that means no watching TV, reading books, or talking on the phone while in their beds.

Trouble Staying Asleep

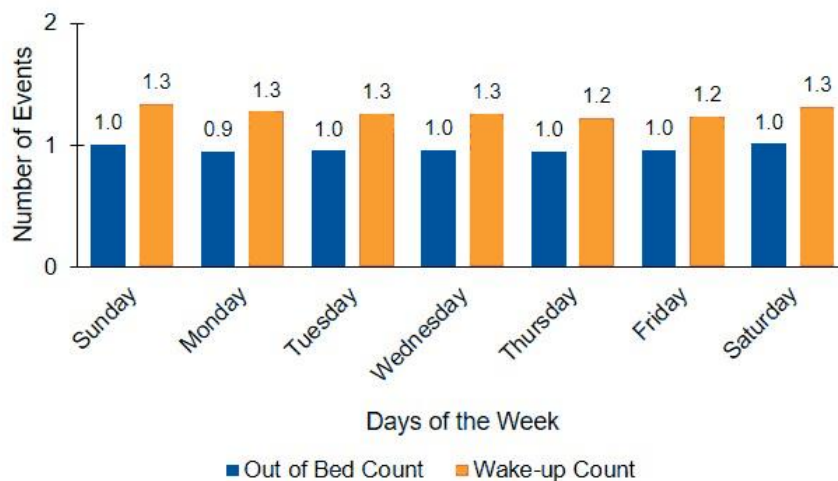
Seven in ten adults (70%) report at least some difficulty staying asleep, and 28% say it happens a good amount to a great deal. Unlike falling asleep, this didn't differ by sex. The tracker view shows a matching pattern: smart bed users typically wake one to two times a night (very close to being indicative of good sleep quality) and actually get out of bed 1 time per night. Time awake during the night was a bit longer than expected, likely due to the smart bed sensor detecting mild restlessness.



NSF survey of US adult population:
Trouble staying asleep?



Smart bed users:
Out-of-bed and wake-up counts by day of week



Did you know? It is normal to wake up during the middle of the night. However, multiple wakeups that last an extended amount are a sign of poor quality sleep.

What's Disrupting Sleep

Falling and staying asleep are only part of the story. Four disruptors come up most, and one of them has a counterpart in this report of smart bed tracker data.

61%

SAY RACING THOUGHTS DISRUPT THEIR SLEEP FREQUENTLY — THE SINGLE MOST COMMON DISRUPTOR

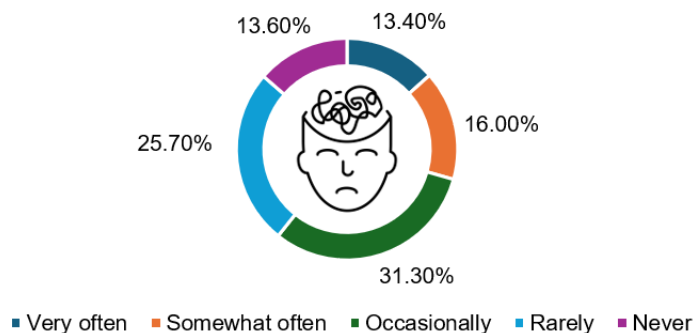
Difficulty Calming the Mind

Six in ten adults (61%) report frequent difficulty calming their minds at bedtime, and 47% say it has a significant negative impact on their sleep. Women report this more than men.



61% FREQUENT DIFFICULTY CALMING THE MIND AT BEDTIME

NSF Survey of US adult population:
How often do Americans experience difficulties calming their mind while trying to sleep?



HELPFUL HINT

Try a short wind-down routine: dim the lights, set devices aside, and jot down tomorrow's to-do list so racing thoughts have somewhere to land outside your head. Breathing exercises and other self-guided relaxation techniques can also help quiet a busy mind at bedtime.

Environmental Challenges

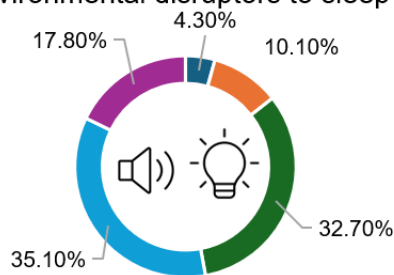
Temperature, lighting, or noise disrupt sleep at least occasionally for 47% of adults, and frequently for 14%. More than a third (38%) call the impact moderate to very negative. Though not reported here there are smart-bed technologies that can monitor the bedroom and give users environmental metrics.



47%

REPORT ENVIRONMENTAL DISRUPTION AT LEAST OCCASIONALLY

NSF Survey of US adult population:
How often do Americans experience
environmental disruptors to sleep?



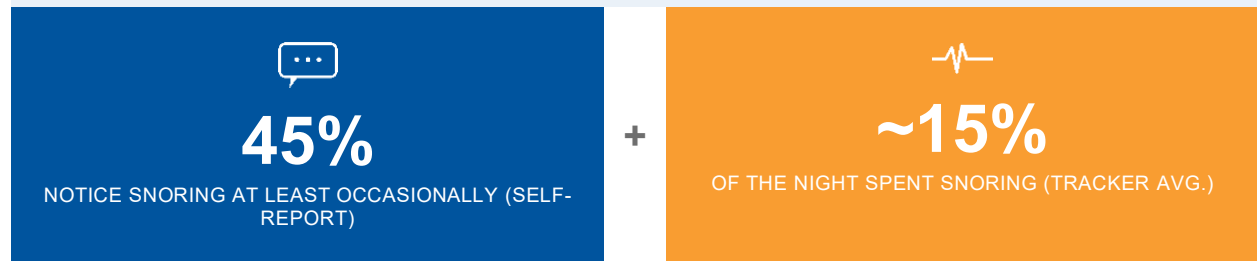
■ Very often ■ Somewhat often ■ Occasionally ■ Rarely ■ Never

HELPFUL HINT

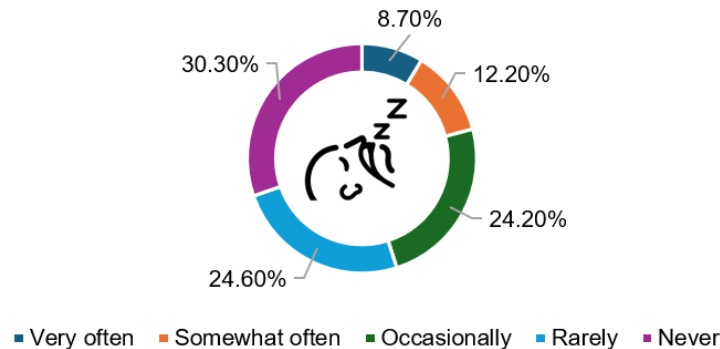
Keep the bedroom cool, dark, and quiet, blackout curtains, a fan or white noise, and a consistent thermostat setting ([NSF recommends around 67 degrees Fahrenheit](#)) can make the sleep environment work for you instead of against you.

Snoring

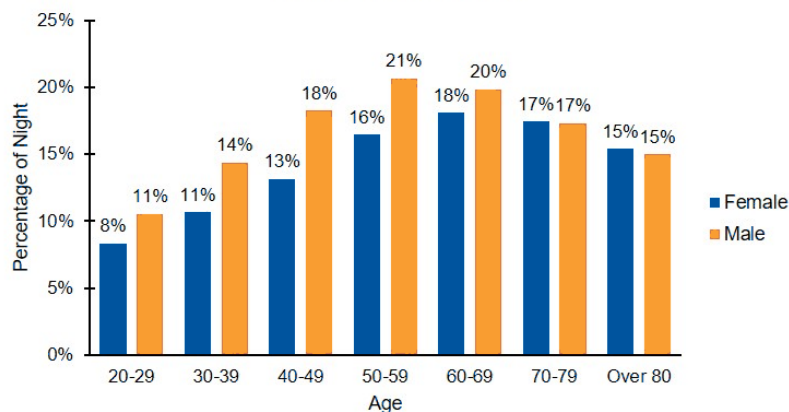
More than 4 in 10 adults (45%) notice snoring at least occasionally, 21% say it happens frequently, and 31% call it a significant negative force. Unsurprisingly, rates are higher among people who share a bed. This is the one disruptor that smart bed trackers can reliably measure: snoring is detected during about 15% of the night on average, climbing to nearly one-fifth of the night for middle-aged users.



NSF Survey of US adult population:
How often do Americans experience snoring,
whether by themselves or partners?



Smart bed users:
% of night spent snoring



HELPFUL HINT

Side-sleeping can help reduce snoring for some people, and some smart beds can detect snoring and adjust automatically to help reduce it. Because snoring can also signal something more serious, it's worth mentioning to a healthcare professional.

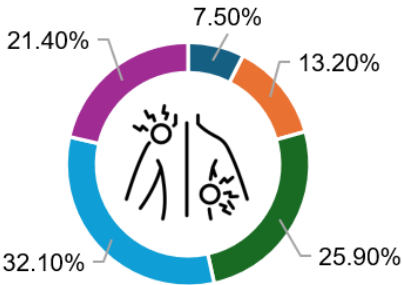
Physical Discomfort

Aches and pains disrupt sleep at least occasionally for 47% of adults, frequently for about 1 in 5, and 43% call it a significant negative force. Women report both the frequency and severity of physical discomfort more than men.



47% EXPERIENCE PHYSICAL DISCOMFORT AT LEAST OCCASIONALLY

NSF Survey of US adult population:
How often do Americans experience physical pain while trying to sleep?



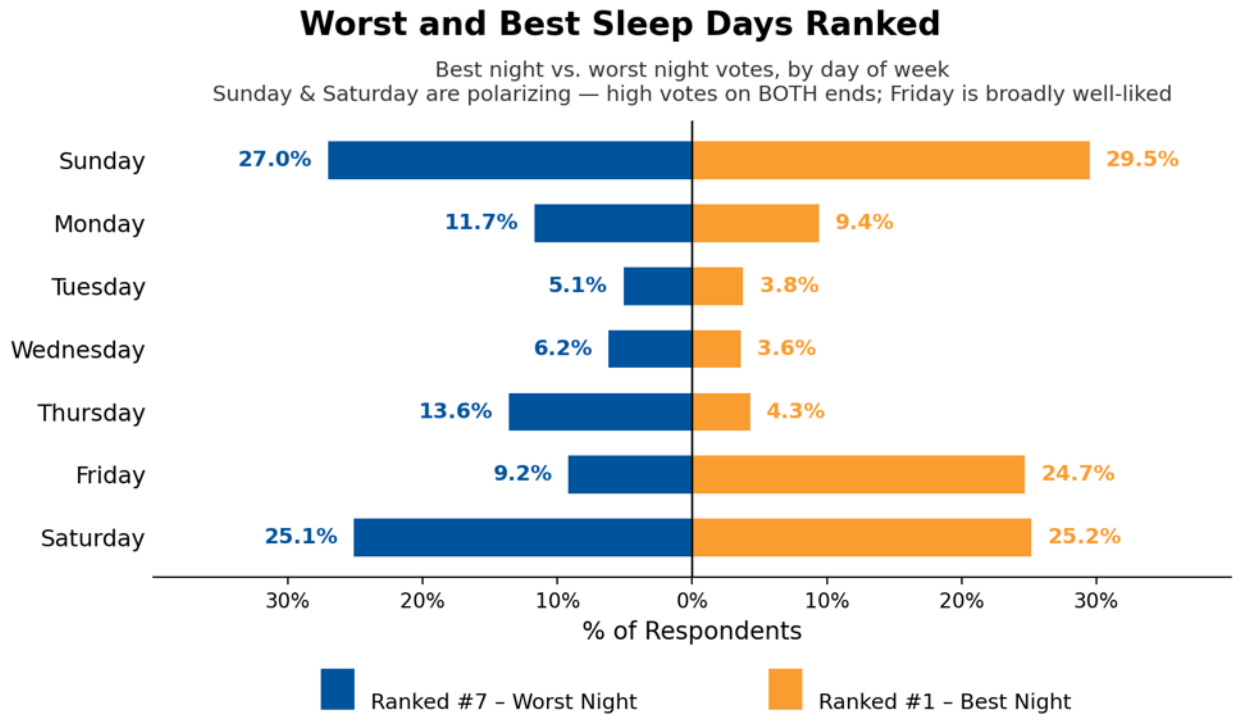
■ Very often ■ Somewhat often ■ Occasionally ■ Rarely ■ Never

HELPFUL HINT


Bedding and a sleep setup can impact physical comfort. Pick a mattress and bedding that is supportive and comfortable. Plus a few minutes of gentle stretching before bed can ease the aches that make it harder to settle in. Ongoing discomfort is also worth raising with a healthcare professional.

Weekly & Seasonal Patterns

Asked to rank nights from best to worst for sleep, people draw a clear weekly map: weekends dominate, midweek is volatile, and Sunday is its own story, most often the best and worst night.




The tracker view lines up with the rankings: Sunday posts the highest average total sleep (just over 7 hours), Saturday nearly identical, while the rest of the week drops below 6.75 hours — bottoming out Wednesday. Sleep efficiency barely moves all week, holding near 90% regardless of the night.



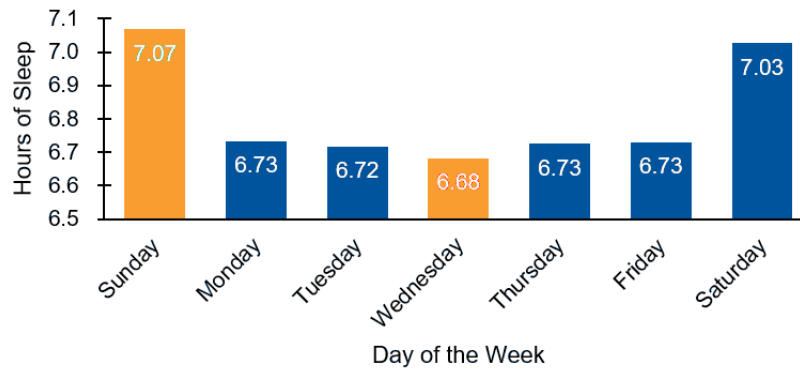
7+ hrs
AVG. SUN/SAT SLEEP (TRACKER)

+



6.68 hrs
AVG. WEDNESDAY SLEEP, THE WEEK'S LOW (TRACKER)

Smart bed users: Average sleep duration by day of week



THE TAKEAWAY

People judge a “good night” mostly by **how long** they slept, not by **how well**. Out-of-bed episodes (1 per night) and wake-ups (1.3 per night) barely change across the week. What does change—by about 15–20 minutes between weekdays and weekends—is **sleep duration**, and that pattern matches how people rank their nights.

Across the Year: Seasonal Patterns

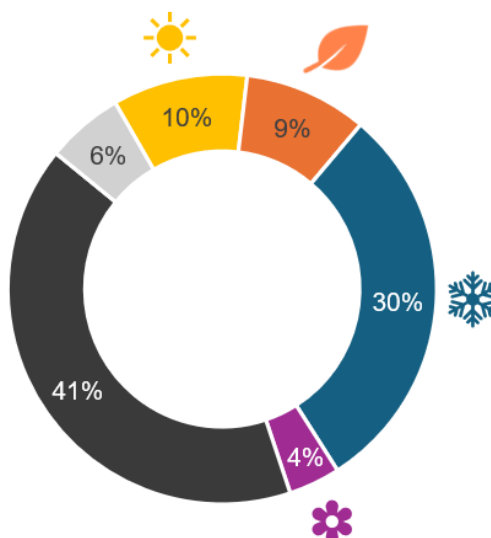
A substantial share of adults, 41%, say there's no meaningful difference between seasons. For many, daily routines may matter more than the calendar.



41% SAY SLEEP DOESN'T MEANINGFULLY CHANGE BY SEASON

NSF Survey of US adult population:
When are Americans most likely to get enough good sleep?

- Summer
- Fall
- Winter
- Spring
- No difference
- Not sure



Nearly 1 in 3 adults (30%) name winter as the season they're most likely to get good-quality sleep, a preference consistent across age, sex, and bed-partner status. The tracker view agrees, by a hair: winter posts the year's highest average sleep duration, though the gap between seasons is small either way.



30%

PICK WINTER AS THEIR BEST-SLEEP SEASON (SELF-REPORT)

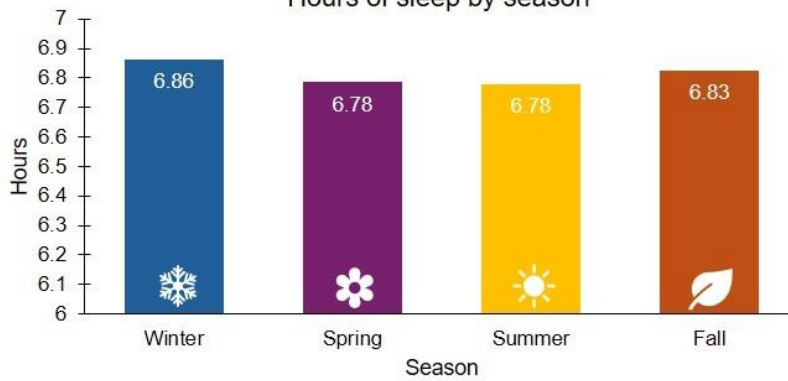
+



6.86 hrs

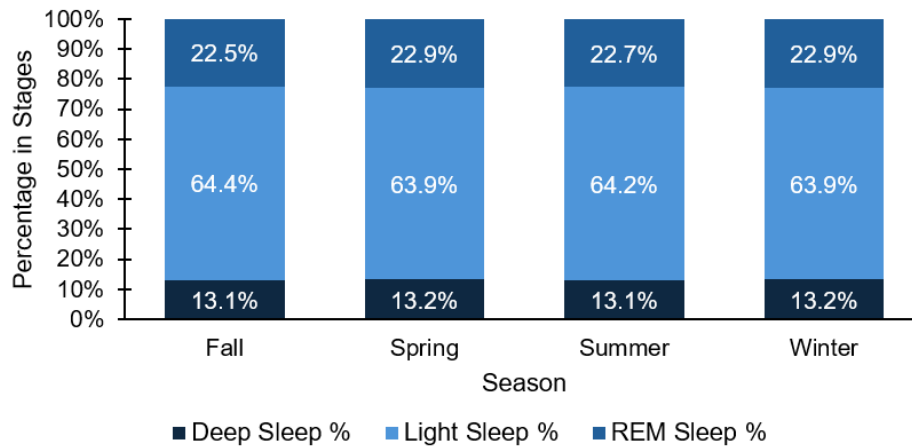
AVG. WINTER SLEEP VS. 6.78 IN SUMMER/SPRING (TRACKER)

Smart bed users: Hours of sleep by season

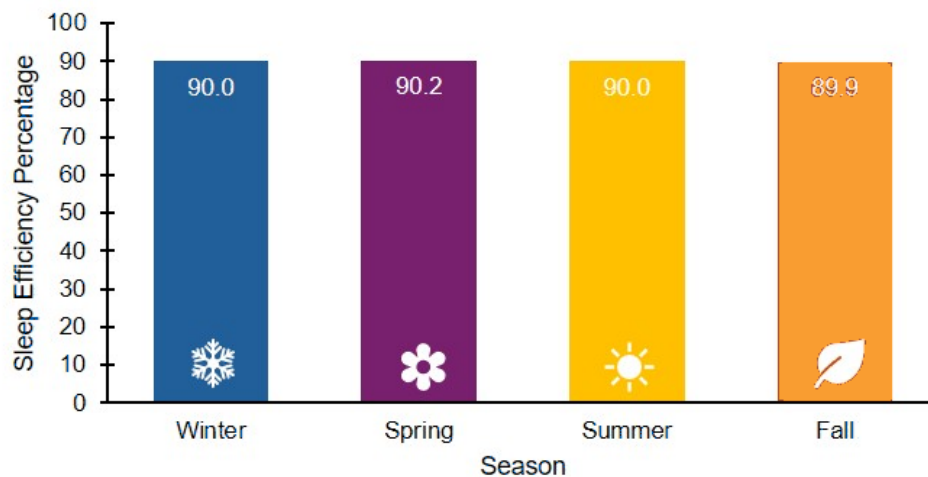


Beyond how long people sleep, sleep is also made up of different stages—including lighter sleep, deeper restorative sleep, and REM sleep (the dreaming stage linked to memory and emotion). Sleep stages stay essentially flat across seasons: roughly 64% light sleep, 13% deep sleep, and 23% REM sleep, year-round. That REM share falls squarely inside NSF's [healthy 21–30% range](#). Sleep efficiency is just as steady, holding between 89.9% and 90.2% no matter the season.

Smart bed users: Sleep stage % by season



Smart bed users: Sleep efficiency by season



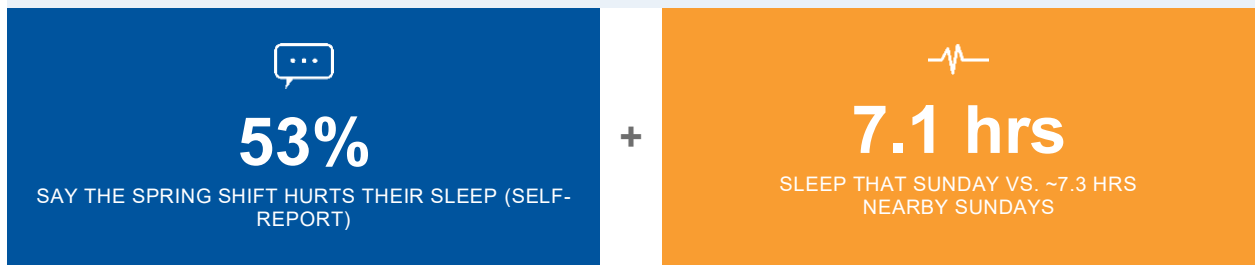
National Events Spotlight

Clock changes, holidays, and major sporting events all have the potential to ripple into sleep, but people experience them very differently. Some reliably disrupt sleep across the board; others split the population into the affected and the unaffected.

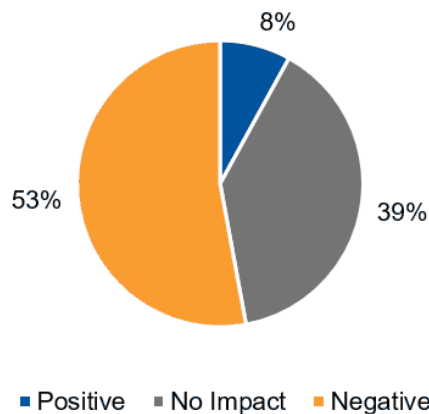
MOST DISRUPTIVE EVENT OF THE YEAR

Daylight Saving Time — Spring

Over half of adults (53%) say the spring clock change hurts their sleep at least a little, the most disruptive event in this report. The smart bed tracker view shows it directly: users slept 7.1 hours the night of the 2025 spring change, versus about 7.3 hours on the Sundays just before and after, enough to flip the usual pattern where Sundays out-sleep Saturdays.



NSF Survey of US adult population:
How does the **Spring** clock change impact sleep?

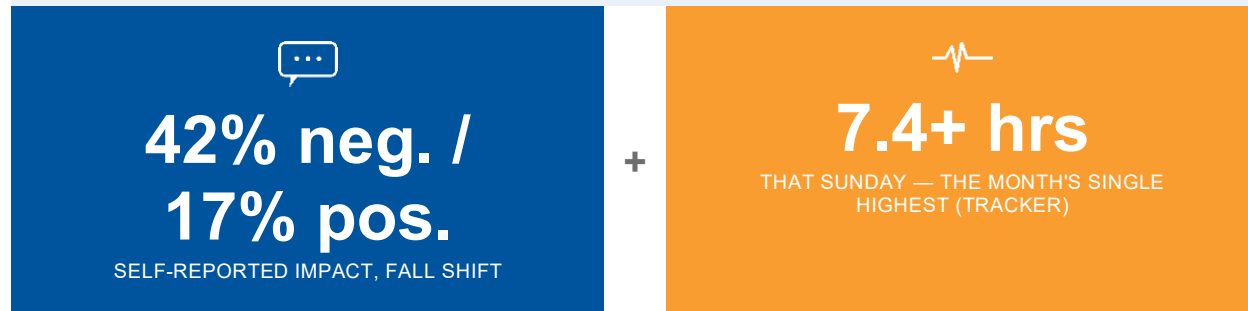


HELPFUL HINT

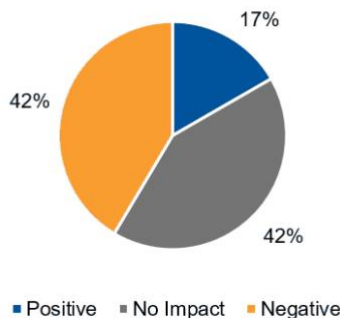
National Sleep Foundation advocates for [Permanent Standard Time](#). To help the public adjust to Daylight Saving Time, it is recommended to go to sleep 15 minutes earlier per night in the days leading to the clock change to make up the hour you'll feel you've lost.

Daylight Saving Time — Fall

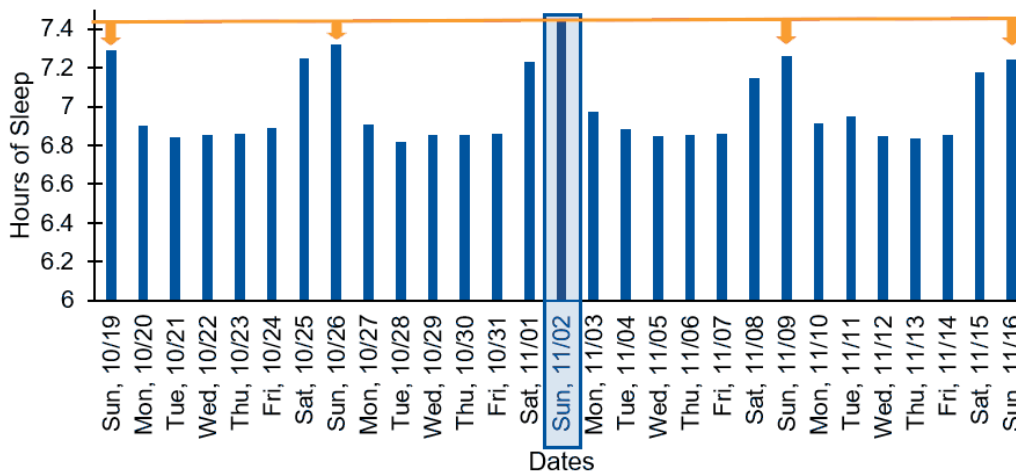
The fall change is gentler: 42% report a negative impact, but 17% say it actually improves their sleep, more than double the share who feel that way about spring. The tracker view agrees: the Sunday of the fall change was the only day that month users averaged more than 7.4 hours of sleep.



NSF Survey of US adult population:
How does the **Fall** clock change impact sleep?



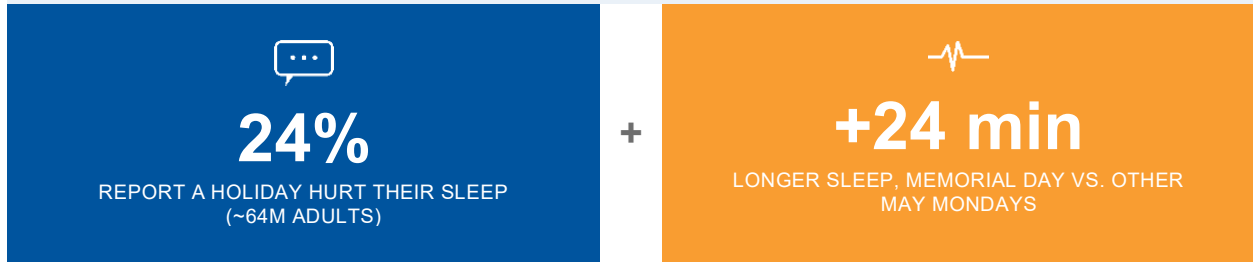
Smart bed users:
Sleep duration during Fall clock change 2025



NSF consensus: the twice-yearly clock change isn't just a one-night disruption, it also marks the start and end of nearly eight months of chronic circadian misalignment (think of a long-term dysfunction of your body clock), which is why NSF advocates for Permanent Standard Time.

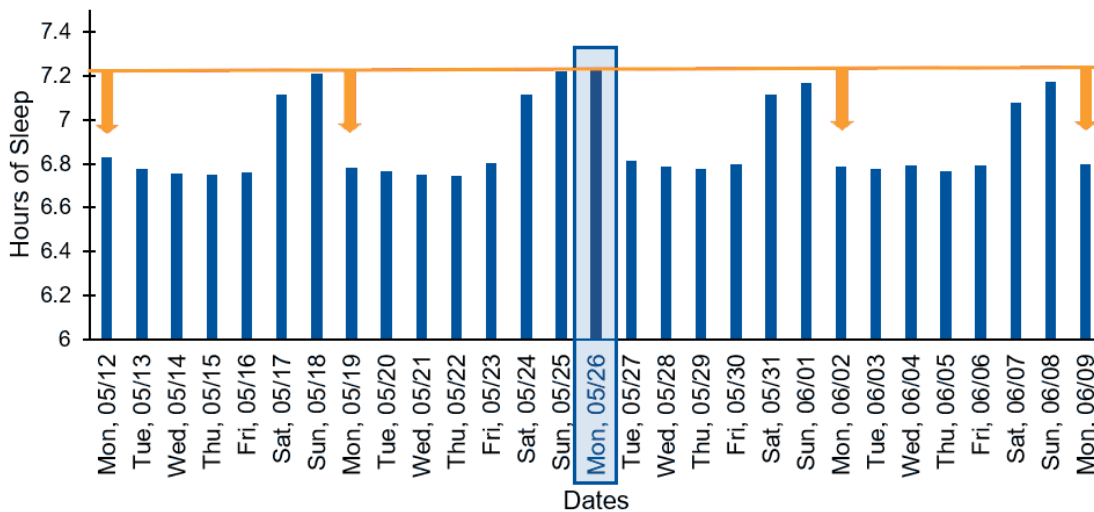
Summer Holidays

Most adults say holidays don't impact their sleep, and on average, smart bed trackers agree it doesn't get worse, it gets a little better: people slept about 7.2 hours on Memorial Day 2025, roughly 24 minutes more than other May Mondays. The two views only part ways for the smaller group who feel a real negative impact.



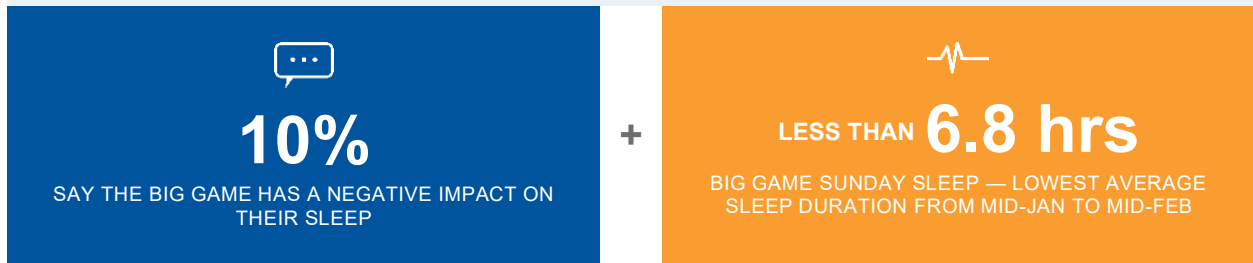
Another 8% feel a positive impact, for a combined 32% (about 86 million adults) who notice any effect at all — the rest say holidays don't move their sleep either way.

Smart bed users:
Sleep duration during Memorial Day 2025

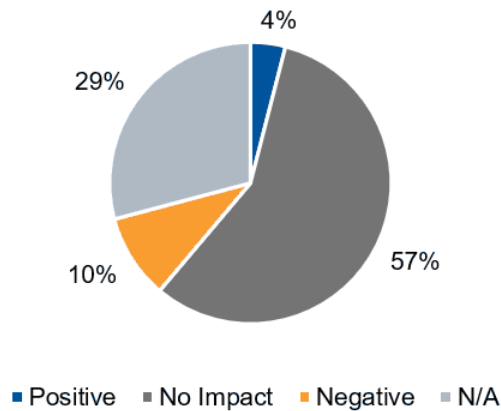


The Big Game

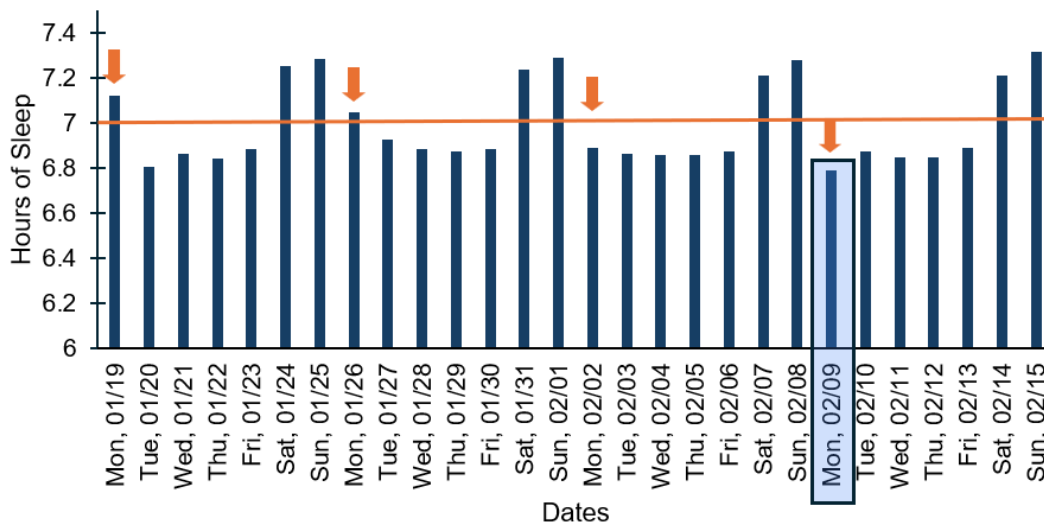
Most adults (57%) say The Big Game has no impact on their sleep, while about 1 in 10 (roughly 27 million adults) feel some negative impact. The smart bed tracker view shows the average sleep duration for three preceding Sunday nights at about 7 hours, meanwhile sleep duration on the Sunday of The Big Game was under 6.8 hours. The 12–15-minute decrease in average sleep duration on the night of the Big Game is likely driven by the 10% of adults who report a negative impact, suggesting sleep that Sunday night may be even worse for heavily invested fans.



NSF Survey of US adult population:
How does the Big Game impact your sleep



Tempur-Pedic bed users:
Sleep duration during Big Game 2026



Poor Sleep is a Public Concern

This section is about people's experience only (there's no smart bed sensor for worry). But people are clearly carrying some: a majority express at least some concern that poor sleep is costing them, which tracks with growing evidence on sleep's links to chronic disease, safety, and the ability to [perform](#) and [achieve goals](#).

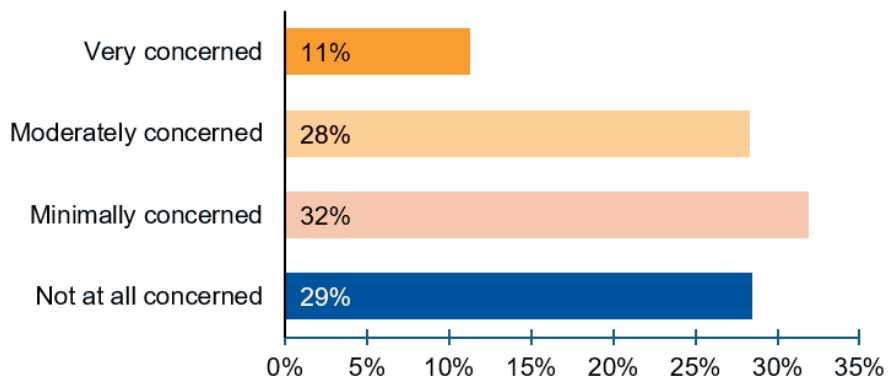
Physical Health

71% are at least a little concerned poor sleep is hurting their physical health — 29% aren't concerned at all, and over 1 in 10 are very concerned.



71% AT LEAST A LITTLE CONCERNED

NSF Survey of US adult population:
Concern about sleep negatively impacting
physical health



Did you know? One key benefit of getting enough good sleep is strengthening your immune system to help you prevent or limit infection in your body. Read more [here](#).

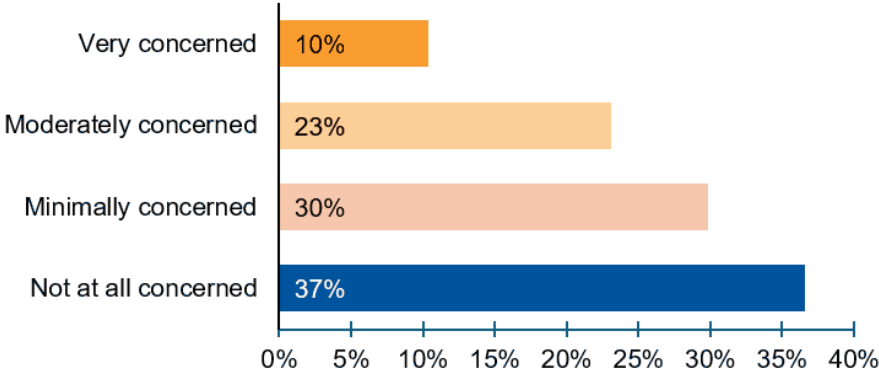
Mental Health

63% are at least a little concerned about mental health — women report more concern than men, and 37% aren't concerned at all.



63% AT LEAST A LITTLE CONCERNED

NSF Survey of US adult population:
Concern about sleep negatively impacting
mental health



Did you know? When we don't get enough of the quality sleep we need for our bodies to function at its best, it can affect our mental health, too. Poor sleep can make it harder to cope with daily stress. We may be more impacted by minor negative things and less likely to notice the positive parts of our day. Read more [here](#).

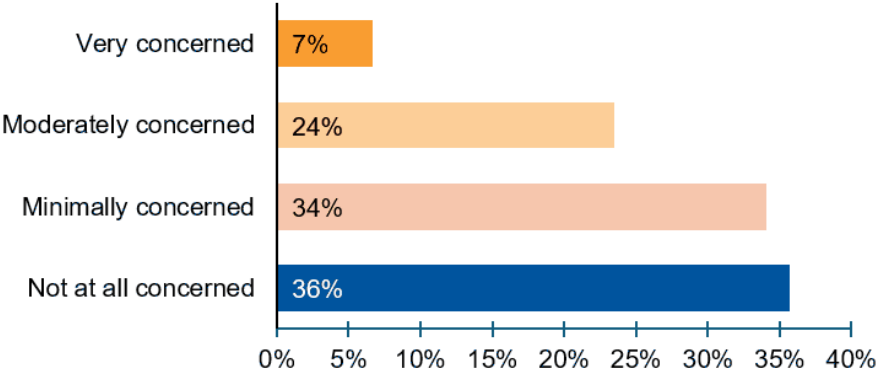
Daily Functioning

64% are at least a little concerned poor sleep hurts their ability to carry out daily activities — women again report more concern than men.



64% AT LEAST A LITTLE CONCERNED

NSF Survey of US adult population:
Concern about sleep negatively impacting one's
ability to carry out daytime activities



Did you know? In today's pressured and fast-paced world, many people sacrifice sleep to meet work demands. Here's an insider's tip: getting enough quality sleep is one of the best ways to boost productivity, enhance job performance, and improve well-being while on the job and at home. Read more [here](#).

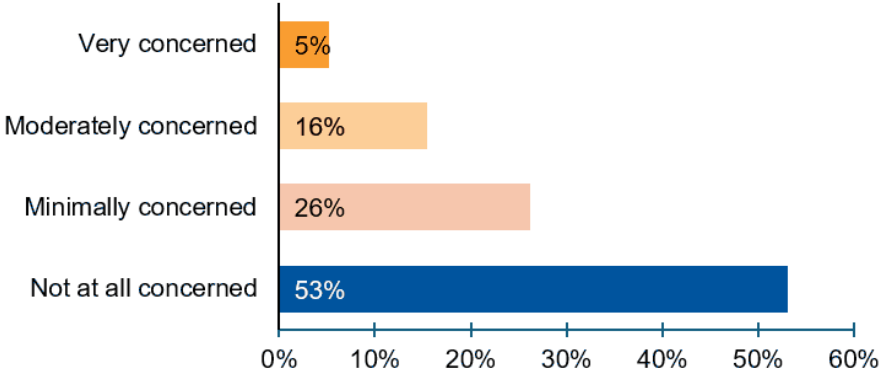
Relationships

Nearly half (47%) are at least a little concerned about relationships — higher among adults who share a bed with a partner. Over half (53%) aren't concerned at all.



47% AT LEAST A LITTLE CONCERNED

NSF Survey of US adult population:
Concern about sleep negatively
impacting relationships



Did you know? There's a reason the expression 'filling my social battery' exists. Most people feel reinvigorated after social interactions with friends or family. The quality of those connections can be heavily influenced by sleep. Read more [here](#).

Worth considering: Despite the public's average sleep duration being just under the low end of NSF's recommended range (7-9 hours for most adults), the share of adults not at all concerned about any one of these consequences ranges from 29% to 53% — a surprisingly high number of people who don't see their own sleep as a problem worth worrying about.

Methodology & Sample

National Sleep Foundation Survey

Conducted using Ipsos' nationally representative KnowledgePanel®, with participants recruited through address-based sampling and surveyed online in English or Spanish. Fieldwork ran March 20–26, 2026. Responses were weighted to U.S. Census Bureau Current Population Survey benchmarks using iterative proportional fitting.

Final sample: 1,034 U.S. adults, ages 18–92 (average age 48.5). Representative of the U.S. adult population: 59.9% White, 12.0% Black, 18.4% Hispanic, 51.2% female.

Tempur-Pedic Sleeptracker-AI® Sample

Contactless sensors built into the power base track heart rate, breath rate, and movement throughout the night, a continuous, nightly view that complements reported experience. This report draws on 227,219 users, representing more than 190 million nights of sleep. 97.5% of users are located in the United States, with the remaining 2.5% in Canada and Central America.

The sample spans ages 15 to 80+ and is concentrated among adults 30–69 (about 84% of users), skewing slightly male (46.4% male, 41.2% female, 12.4% unknown). Geographically it's anchored in the U.S. Eastern (41.5%) and Central (30%) time zones, with smaller shares in the Pacific (17.1%), Mountain (5.9%), and other time zones. **Note:** for graphs depicting nightly sleep across a month, each day represents the prior night's sleep (e.g., Tuesday shows the average sleep of Monday night heading into Tuesday morning).

Why these two samples matter together: Sleep is multifaceted, and no single method captures it fully. This report pairs two complementary perspectives: the National Sleep Foundation gathered people's own accounts of their sleep, and Tempur-Pedic's Sleeptracker-AI recorded nightly sleep using smart bed sensors. Each method offers only part of the story, but together they provide a more complete and more informative view.