

Sleep like your life depends on it. Because it does.

We say we're sleeping better, but how we feel the next day suggests otherwise.

Despite most of us saying we're satisfied with the quantity of our sleep, an even larger majority of us report daytime and nighttime symptoms that suggest many of us still suffer poor sleep quality.¹



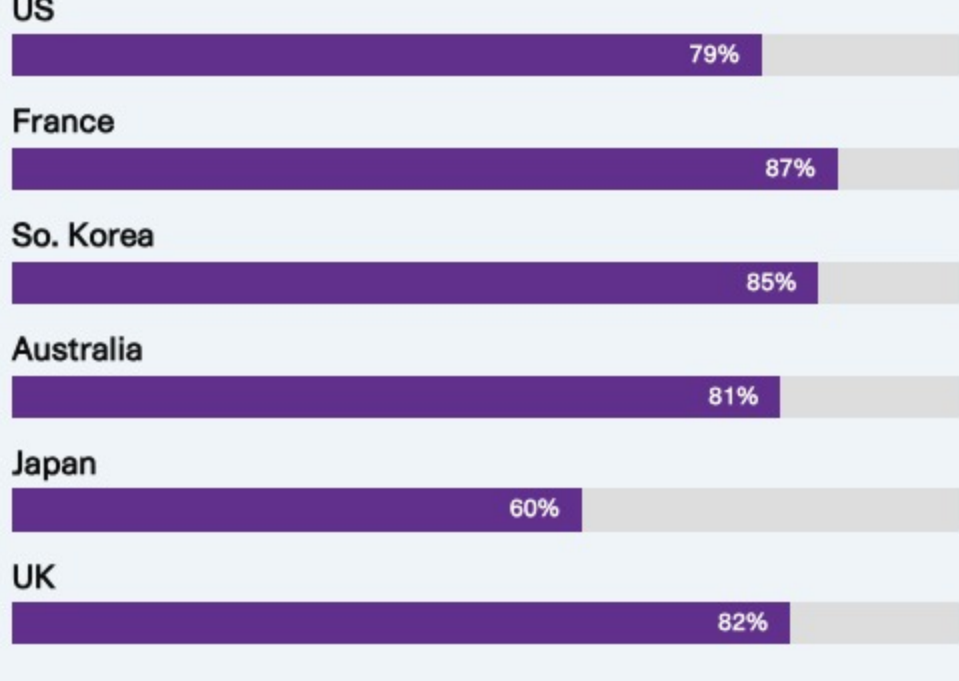
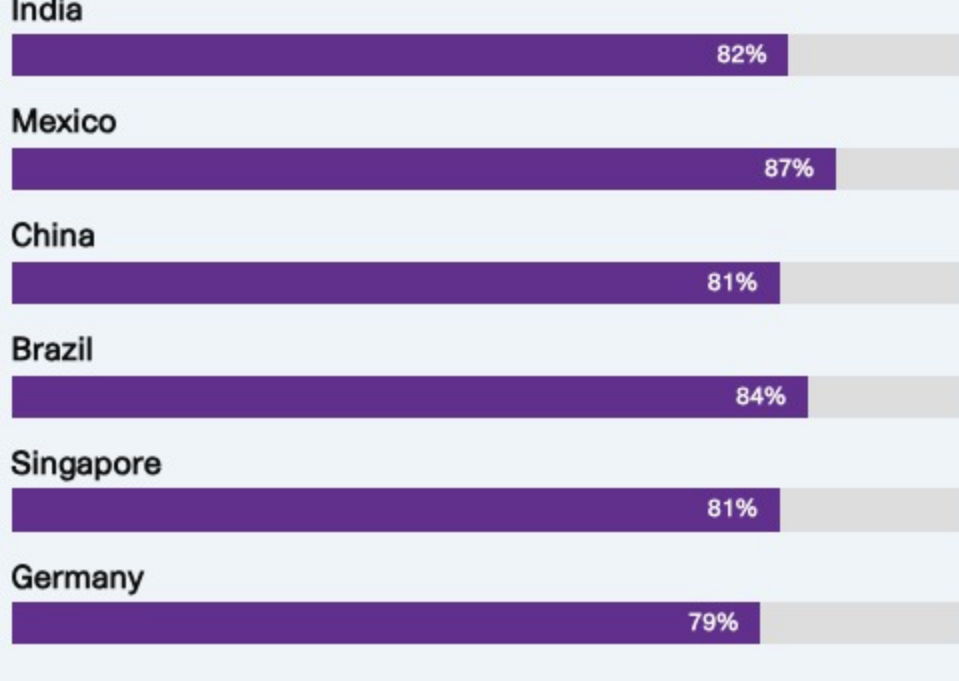
Over 80% of respondents to the 2023 Global Sleep Survey reported experiencing *symptoms* of disruption related to their sleep *quality*, despite 64% saying they're satisfied with the *quantity* of their sleep. Leading symptoms include:

- **Mood changes** (e.g., depression or irritability) (33%)
- **Waking up with a dry mouth or sore throat** (30%)
- **Difficulty concentrating during the day** (30%)
- **Excessive daytime sleepiness** (29%)

Sleep is essential to optimizing our overall immunity and well-being. It's also one of the American Heart Association's Essential 8™ keys to optimizing heart health. ² Good quality sleep that last 7-9 hours per night for the average adult³ can help you feel energized and productive throughout the day, not to mention help protect you from long-term health issues.

When it comes to sleep, quantity does not equal quality.

In a typical week, respondents around the world sleeping approximately 7 hours per night. However, 81% reported having symptoms related to poor sleep quality.



Could a sleep disorder also be to blame?

While more than 80% of respondents reported symptoms of disruption that affect their sleep quality, which could indicate a sleep disorder, one-third (33%) said they haven't been tested for sleep apnea or sought medical help for other sleep conditions because they do not think they have sleep-related medical conditions.

Leading reasons for not getting tested or otherwise taking the next step to address potential sleep issues:



Nearly one billion people worldwide have sleep apnea,⁴ but more than 80% don't know they have it.⁵ Sleep apnea is one of the most common sleep disorders, occurring when the muscles in the throat relax to the point of collapse, restricting airflow. This causes breathing to become shallow and eventually stop for 10 or more seconds at a time, depriving the brain and body of oxygen. Lack of deep sleep can cause significant fatigue and raise the risk of serious health problems.

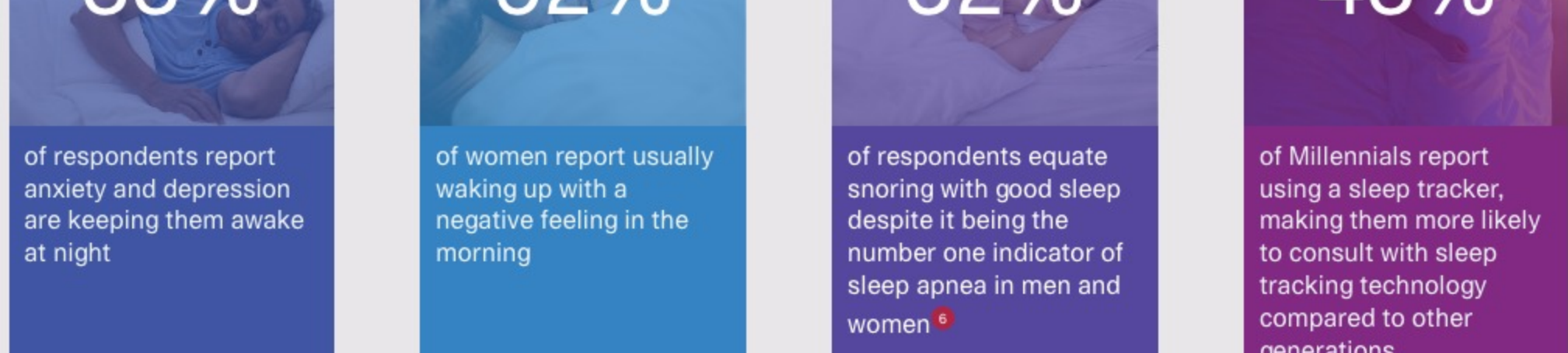
Are you at risk for sleep apnea?

Untreated sleep apnea is linked to serious health problems like diabetes and heart disease. But the good news is that it's treatable. Take this free, one-minute quiz to see if you may be at risk.

[Click here →](#)

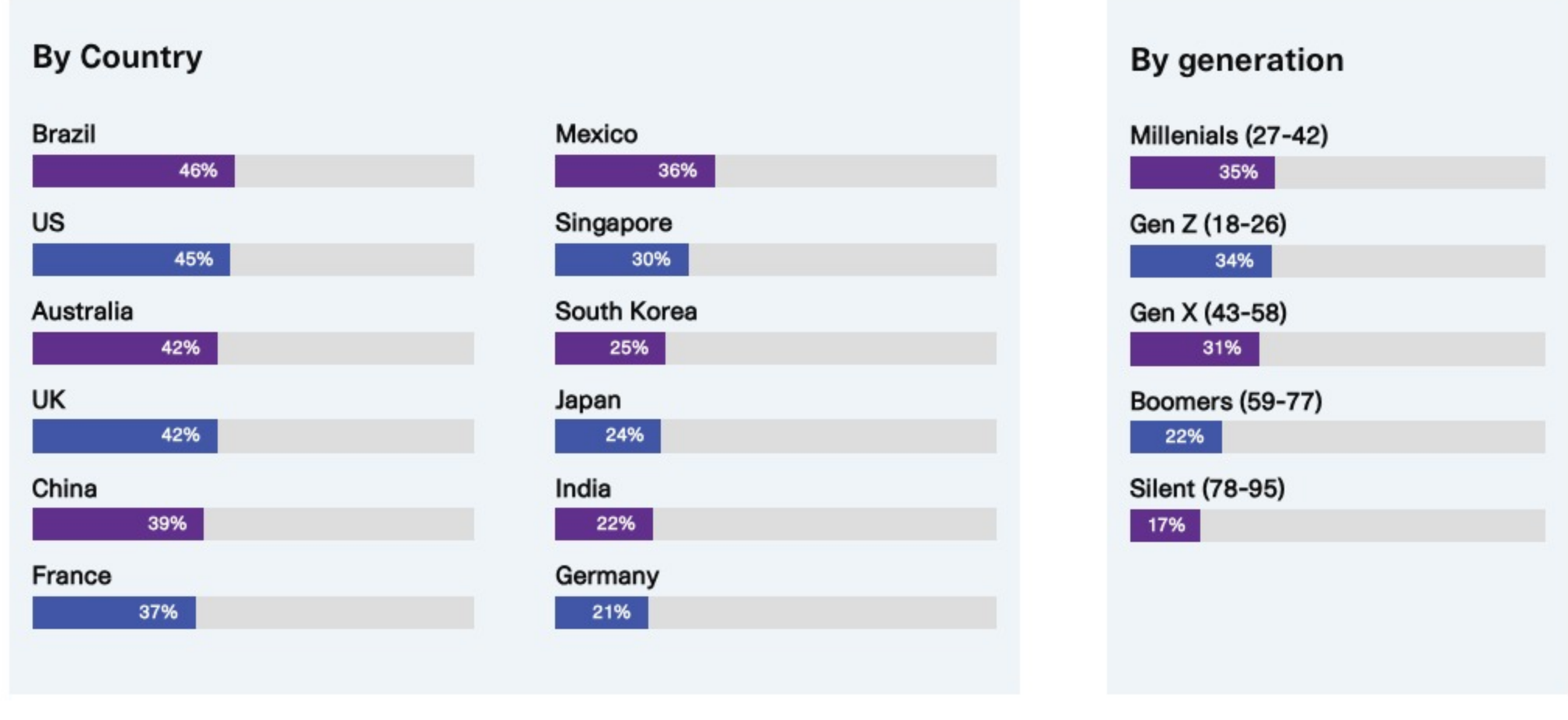


More sleep stats.



What's keeping people up at night?

33% of respondents said anxiety/depression is one thing that keeps them up at night:



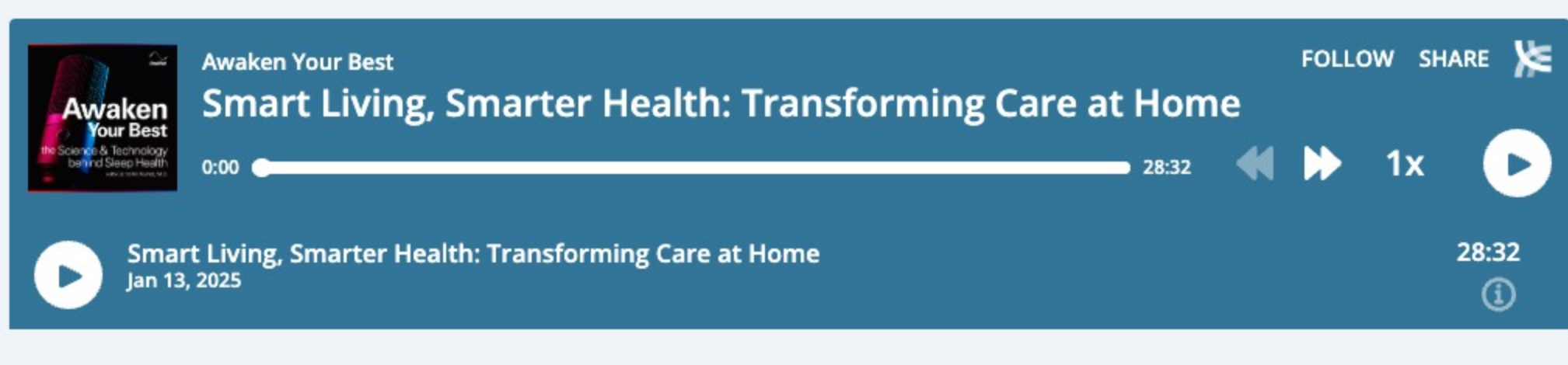
Other leading self-reported factors:



Awaken Your Best Podcast

Smart Living, Smarter Health: Transforming Care at Home

This special episode of Awaken Your Best was recorded on-site at the 2025 CES (Consumer Electronics Show) in Las Vegas, Nevada. Dr. Ricky Choi, Head of Digital Health at Samsung and a Stanford University professor, joins our host, Dr. Carlos Nunez, for a conversation about technology, sleep health, and the innovations shaping a smarter, healthier world. From personalized care to remote monitoring, listen to discover how the convergence of consumer tech and health tech is revolutionizing health care at home.



Listen to the Awaken Your Best podcast series on your favorite platform



Resources for better sleep.



Why am I always tired?

[Learn more →](#)



The effects of sleep deprivation on your health.

[Learn more →](#)



How to sleep without snoring.

[Learn more →](#)



How well are you really sleeping?

[Learn more →](#)

Read more about sleep health on our sleep blog.

[Go now →](#)