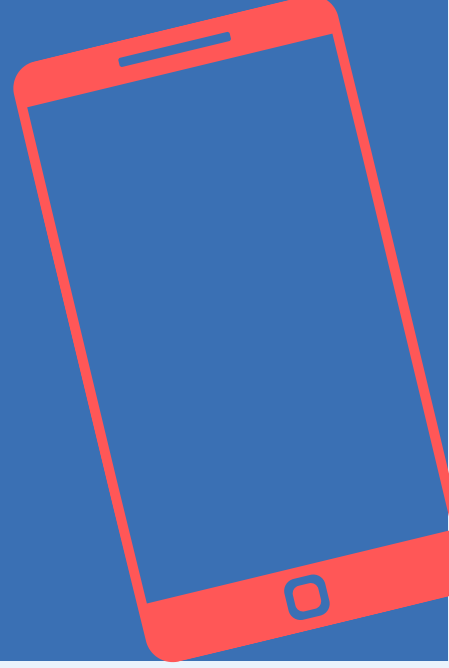


Screen Time vs. Dream Time: Sleep Impact by Generations



Baby Boomer: born between 1946-1964

GenX: born between 1965-1980

Millennials: Born between 1981-1996

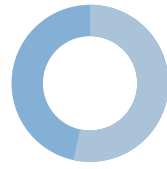
GenZ: born between 1997-2012

Struggle to Fall Asleep and Stay Asleep at Night



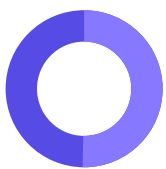
43.9%

Baby Boomers



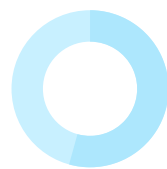
53.4%

Genx



50.3%

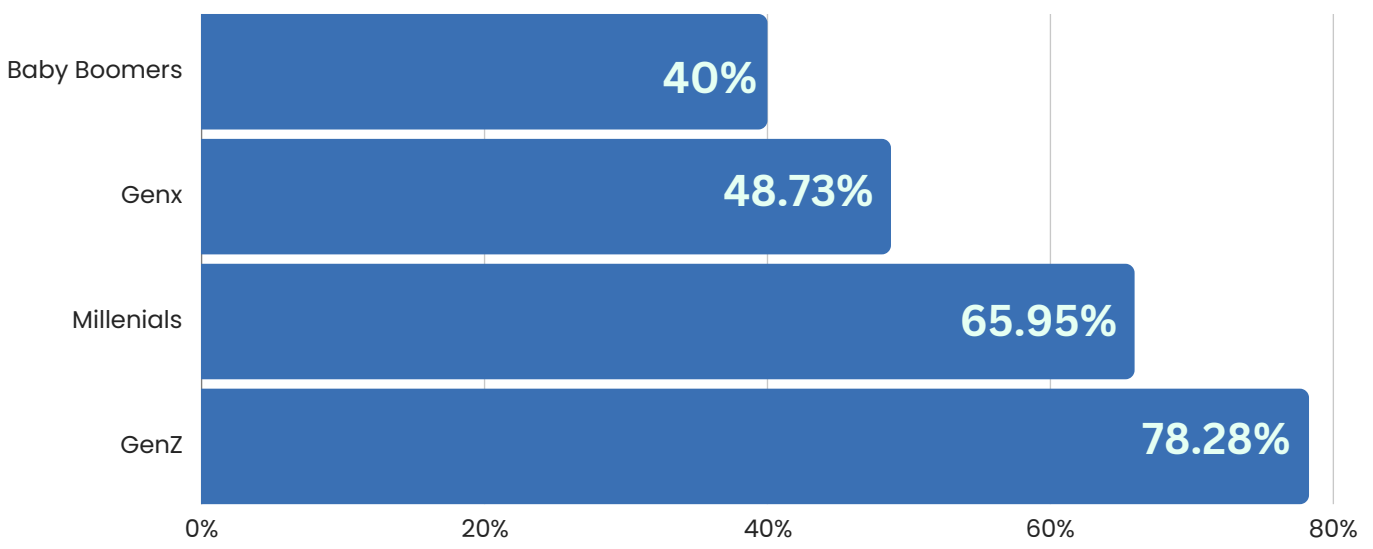
Millenials



54.3%

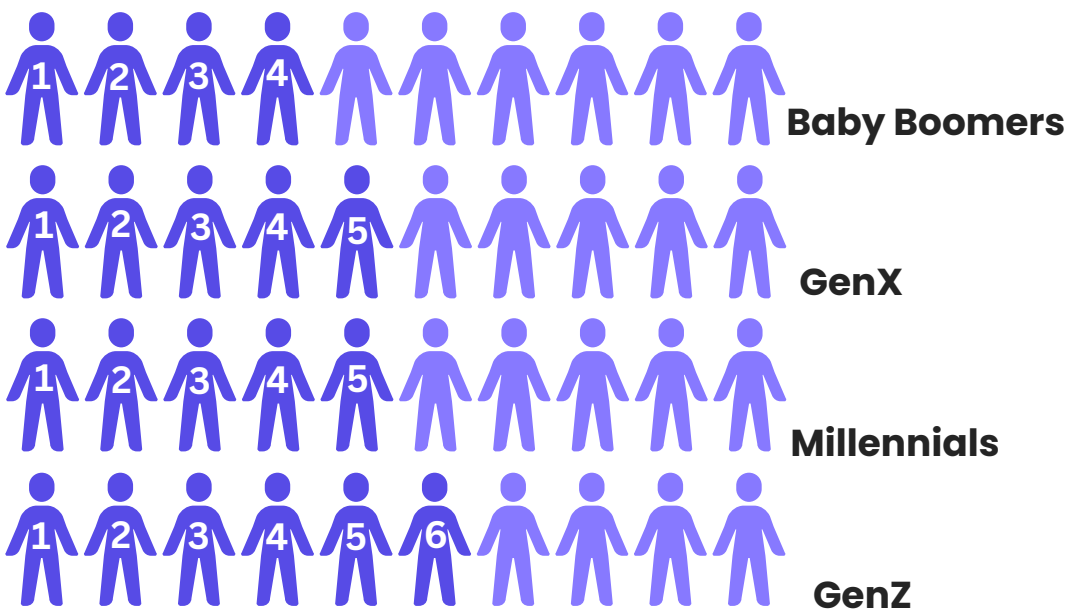
Genz

Social Media Usage Before Bed



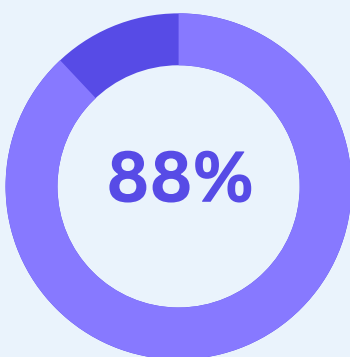
The more people use **social media** around their sleep and wake times, the more they may **struggle** with sleep.

How Many People Experience Stress?

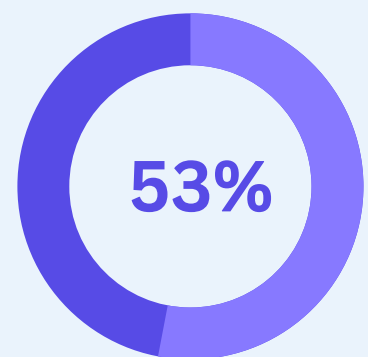


Stress level for respondents who always use a screen at night before bed was **29.74% higher** than those that **never** use a screen before falling asleep.

The Next Generation: Gen Alpha



Increased risk of not getting enough sleep



Increased risk of poor sleep quality