

# 7 ASMR HOT TAKES FOR 2023

asmrliving.com 2023 survey

## 01

### FAVORITE ASMR TYPE

- Medical 25%
- Roleplay 20%
- Unintentional 19%



## 02

### FAVORTITE ASMR ARTIST

- ASMR August 17%
- Gentle Whispering 9%
- Gibi 5%

Over 160 artists chosen



## 03

### DEVICE USED TO WATCH

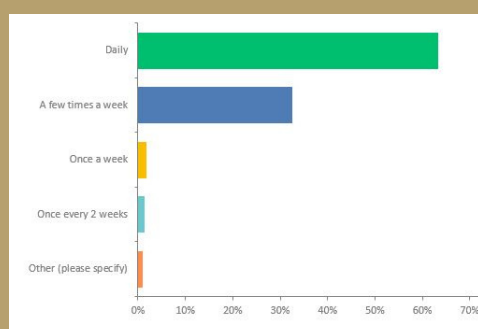
- 85% mobile
- 7% laptop
- 3% tablet



## 04

### HOW OFTEN VIDEOS VIEWED

- Daily 63%
- A few times a week 33%
- Once a week 2%



## 05

### WHY PEOPLE WATCH ASMR

- Variety of reasons 39%
- Sleep 27%
- Relax 23%
- De-stress 6%



## 06

### WHEN DO YOU WATCH ASMR?

- Bedtime 58%
- Mix 32%
- Evening 7%



## 07

### HOW LONG & HOW MANY VIDEOS DO YOU WATCH PER SESSION?

How long is each session?

- 30 minutes to 1 hour 41%
- 15 to 30 minutes 40%
- Longer than one hour 14%

Videos per session

- 2 videos - 40%
- More than 3 videos - 27%
- 1 video - 26%

