

# **ASMR HOT TAKES** FOR 2023

asmrliving.com 2023 survey

01

#### **FAUORITE ASMR TYPE**

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



02

#### **FAUORTITE ASMR ARTIST**

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

Over 160 artists chosen

goodnightmoon
ticerung tingting lizi OUGUST
heather beauty chillib abby whisperousice folity moonlightcottage gentlewhis pering asm restrict mous jellybeangreen darling jone michelle repunsal latte char remission southern southern rambles for manufacture southern rambles.

03

#### **DEVICE USED TO WATCH**

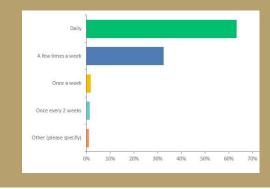
- 85% mobile
- 7% laptop
- 3% tablet



04

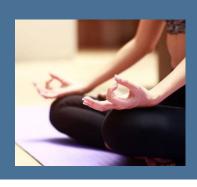
# **HOW OFTEN VIDEOS VIEWED**

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



### WHY PEOPLE WATCH ASMR

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



## 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?

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

Videos per session

- 2 videos 40%
- 1 video 26%





<u>asmrliving.com</u> / youtube / reddit / instagram