The 2023 Snoring and Sleep Report

SURVEY COMMISSIONED BY MUTE SNORING AND EXECUTED IN PARTNERSHIP WITH WEBMD AND ONE POLL, WITH A SAMPLE OF 6000 ADULTS IN DECEMBER 2022.
This independent research was commissioned by Rhinomed, consulted by WebMD, completed by OnePoll.com, which surveyed a nationally representative sample of 2,000 adults in each of three countries: Australia, United Kingdom and United States.

Research was conducted online in Australia between 29.11.22-13.12.22, UK between 29.11.22-9.12.22 and in the US between 29.11.22-13.12.22.

This report also includes the findings from the 2022 Annual Sleep & Snoring Report, The Harris Poll and external sources. Please see the final page for exact references.
Welcome

to our second Global Snoring & Sleep Report. This year we’ve built on our main themes of snoring and sleep to understand more about why we snore, how badly it affects us and what hacks and tricks we’ve tried to cure ourselves and/or our partners.

And it seems that even in the relatively short amount of time since we surveyed across our three countries of Australia, the United Kingdom and the USA in 2021, we’re definitely continuing to snore – and we’re getting even less sleep.

Of course, we live in turbulent times. We’re all still recovering from the devastating effects of the pandemic – the physical and emotional stress that caused.

We’re also in the middle of economic turmoil that has fuelled inflation and increased the cost of living, and we’re all affected by on-going environmental concerns.

Because we’re so aware of the stress many people live under, we decided to include some questions on emotional wellbeing in this year’s survey. What we found was, quite frankly, shocking: Mental or emotional distress, sadness or worrying disturbs the sleep of nearly a third of people across the three countries we surveyed.

It’s no surprise that global issues, teamed with whatever we may have happening in our personal lives, can very easily conspire to disturb our sleep and even make us snore more.

Last year we focused on how loud snoring can be and how the noise can and does effect relationships. This time we spotlight why we, or our loved ones, might snore more than others, how that affects sleep and what the knock-on effect that might have for our health. Also, health experts often tell us that our eating and drinking habits play a role in who snores and how much. The research firmly underlines that people who are overweight, and those who regularly drink more than 10 glasses of alcohol per week, are more likely to be snorers.

Of course, snorers and their families and friends are aware of the problem, but we were still surprised by just how much people are prepared to spend to solve the issues, and equally surprised by some of the, let’s call them ‘left-field’, tactics people have tried to stop their snoring.

I think you’ll be as surprised as we were to read about some of the more outlandish things people have tried, but perhaps not so surprised that many them were not so successful.

We hope that our latest research will provide more food for thought and perhaps some useful information for people looking to snore less and improve their sleep.

Foreword: Michael Johnson, CEO Rhinomed

The Ins & Outs of Snoring

Snoring is most commonly caused by a partial blockage in the upper airway, which in turn makes the soft palate and other tissues in the throat, nose and mouth vibrate.

The ferocity of our snoring depends on many factors; medical conditions, nasal congestion or restricted airways, weight, alcohol consumption and how and when we sleep all play a part.

Search the word ‘snoring’ on the internet and some 96 million results come up. Type in ‘stop snoring’ and you’re presented with nearly 30 million results, including everything from the latest science to the downright ridiculous. People who snore are often the butt of jokes; however, it can be a serious issue with side effects, not just on physical health but also on emotional wellbeing.

Snoring is also a major issue for many people because it effects the one thing we all need – sleep. Sleep is vital to physical and mental health; it helps the body to fight illness and underpins emotional wellbeing.

Last year’s report took an in-depth look at global sleeping habits. It found that the average night’s sleep in each country was around six hours; 6.2 hours in the States, 6.4 hours in the UK and just 5.8 hours in the States. 

In fact, 58% of Americans told last year’s study that a typical night’s sleep was between four and six hours, compared to 51% in Australia and 48% in the UK. Health experts recommend ideally 7.5–8.5 hours of good quality sleep each night.
Who Snores?

57% of the global population is affected by snoring.iii

18% of people admit to snoring
19% of people admit to snoring and accuse their partner of snoring
20% of people claim not to snore, but accuse their partner of snoring

44% of men admit to snoring compared to 33% of women
25% of women claim not to snore but accuse their partners of snoring
14% of men claim not to snore but accuse their partners of snoring

Results are broadly similar for each country, except in Australia where 64% of people admit to snoring and/or accuse a partner of snoring.

It’s no surprise that older people tend to snore more: 41% of 18 to 24 year-olds admit to snoring and/or accuse a partner of snoring, compared to 77% of 55 to 64 year-olds.
Disturbed Sleep

83% of men and 89% of women surveyed, report issues affecting their sleep.

are troubled at night by mental or emotional distress, such as sadness or worrying. This rises to 39% of women but affects fewer than a quarter (23%) of men. It’s also higher amongst younger age groups – 35% for both 18-24 and 25-34 year-olds, and 36% of 35-44 year-olds compared to just 21% of over 65s.

The reasons that people find it difficult to nod-off and then stay asleep are multiple and varied.

The most common thing to interfere with sleep quality affecting half (48%) of respondents, is waking up to use the bathroom (50% of women vs 46% of men). This rises to 65% of the over 65s.

High numbers of people suffer from multiple issues affecting their sleep. And these issues appear to affect women more than they do men.

- 26% are disturbed by bedmates, pets or children (33% of women, compared to 18% of men)
- 24% of women feel too hot, or suffer from hot flashes or night sweats even when the room is cool
- 23% of women have physical pain

Last year’s report found that 37% of people who report sleeping difficulties say their own or their partner’s snoring is a factor.

Broken Nights

**FACT:**
OF THE 29% OF AMERICANS WHO EXPERIENCE SLEEPING DIFFICULTIES, 1 IN 10 ALSO REPORT BREATHING DIFFICULTIES.

**33%** of people say they have a diagnosed condition that may impair their sleep.

- 11% are diagnosed with Insomnia. This rises to 17% of US respondents, but affects just 9% and 7% of Australians and Brits respectively.
- 9% with Restless Leg Syndrome (US 13%, UK 6%, Aus 7%)
- 6% with Obstructive Sleep Apnoea (US 14%, UK 6%, Aus 6%)

Nearly 10% of respondents also report other medical conditions. These include Parasomnia, such as sleep terrors, nightmare disorder, sleepwalking or sleep paralysis (7%), Circadian Rhythm Disorder, such as non-24-hour sleep-wake disorder or shift work disorder (6%), and Central Sleep Apnoea (6%).

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**Staying asleep is a challenge for many**

Per month, respondents wake on average 9.3 nights, rising to 9.8 nights for women and 8.9 nights for men.

- **31%** of people wake in the middle of the night on up to four nights
- **28%** wake between five and 10 nights
- **20%** wake on more than 20 nights
- **35%** wake up prior to their scheduled wake up time and cannot get back to sleep on up to four nights, and 19% have had similar issues on between five and 10 nights

**Interrupted sleep is having some devastating, even dangerous effects**

More than a third of people surveyed (36%) find it difficult to stay awake while driving. A similar number find staying awake during meals or engaging in social activity at night difficult between one to 10 nights in the month. This rises to 51% of 18-24 year-olds.

Nearly a quarter of respondents (23%) say their bad quality sleep accounts for their lack of enthusiasm and motivation to complete basic tasks on between four to seven days of the month.

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The study respondents seem aware their sleep isn’t all that it should or could be.

- 18% of respondents rate their sleep as very good
- 24% rate their sleep as fairly bad
- 7% say their sleep is very bad, rising to 10% of 18-24 year-olds

13% of women rate their sleep as very good, compared to 23% of men.

28% of women rate their sleep as fairly bad, compared to 20% of men.

There’s little to choose between the sexes when it comes to very bad sleep: 7% of women, compared to 6% of men rate their sleep as very bad.
And so to Bed

The average number of hours spent in bed sleeping has changed little since the previous study at just six hours. Interestingly, the average number of hours spent in bed both awake and sleeping is 7.7 hours. Women spend marginally longer in bed than men, 7.9 hours, compared to 7.4 hours.

Typically, most study respondents go to bed during the late evening – after 9pm (75%), 14% turn in early – before 9pm (14%).

Just under half (41%) of people routinely share their bed with someone else, rising to 49% of 25-34 year-olds and 35-44 year-olds respectively.

24% of respondents in all three countries have pets that routinely share their bed. Pets are much more likely to share a bed with an American owner (31%) than a Brit (19%), or even an Australian (22%).

Many people have trouble nodding off*. Average time it takes people to fall asleep

Studies suggest that using a screen for more than 1.5 hours can affect sleep

### Sleep Solutions

In a bid to improve the quality of their sleep, study respondents have tried many, many solutions ranging from using a weighted blanket to wearing an eye mask, cutting back on caffeine, and cutting back on fluid intake near bedtime. While some methods were more successful than others, not everything works for everyone.

#### Top 10 Changes

- **Changing the type or firmness of the mattress**
  - 28% Tried & it helped
  - 22% Tried & it didn’t help
  - 50% Never tried

- **Decreasing fluids near bedtime**
  - 32% Tried & it helped
  - 18% Tried & it didn’t help
  - 50% Never tried

- **Reading near bedtime**
  - 41% Tried & it helped
  - 16% Tried & it didn’t help
  - 43% Never tried

- **Decreasing caffeine**
  - 35% Tried & it helped
  - 16% Tried & it didn’t help
  - 43% Never tried

- **Changing the angle of the bed or number of pillows**
  - 33% Tried & it helped
  - 16% Tried & it didn’t help
  - 51% Never tried

- **Sleeping alone or in a separate room**
  - 31% Tried & it helped
  - 17% Tried & it didn’t help
  - 50% Never tried

- **Decreasing regular exercise**
  - 44% Tried & it helped
  - 15% Tried & it didn’t help
  - 40% Never tried

- **Changing room temp or humidity**
  - 43% Tried & it helped
  - 13% Tried & it didn’t help
  - 44% Never tried

- **Changing bedtime or sleep schedule**
  - 31% Tried & it helped
  - 16% Tried & it didn’t help
  - 51% Never tried

* Studies suggest that using a screen for more than 1.5 hours can affect sleep.
of study respondents Strongly Agree or Somewhat Agree they would do anything to stop their own or their partner’s snoring

Admit to looking into surgery options for themselves and/or their partner

Have considered surgery, but not yet looked into it

Younger people are more likely to consider surgery; 25% of 18-24 year-olds have looked into it for themselves or their partner, compared to just 8% of 55 year-olds. Double the number of men (19%) admit looking into surgery than the 10% of women.

People are prepared to throw money at snoring solutions, with those in the United States prepared to pay the most for a permanent solution.

Average spend on snoring solutions

**$596.62 USD**

Average amount US respondents are prepared to spend if it could put a stop to their own or their partner’s snoring for good.

- 35% spend between $1 and $80 USD
- 19% spend $81 USD or more

**$255.50**

Average amount US respondents are prepared to spend if it could put a stop to their own or their partner’s snoring for good.

- 21% spend between $1 and $80 AUD
- 9% spend $81 AUD or more

**£288.10**

Brits are prepared to spend if it could put a stop to their own or their partner’s snoring for good.

- 27% spend between £1 and £80
- 8% spend £81 or more

9% of Americans would be prepared to spend between $1,000 and $10,000 to cure their own/their partner’s snoring compared to just 5% of Australians and 2% of Brits.
We’ve already seen that mental or emotional distress, sadness or worrying disturbs the sleep of nearly a third (31%) of all respondents. It affects nearly double the number of women than men (39% vs 23%).

Earlier in the report we pointed to the link between good quality, plentiful sleep and emotional wellbeing, and for this report we also asked respondents a little more about their mental health. Nearly half (46%) of respondents have a depression and/or anxiety disorder diagnosis, rising to 54% of American respondents and 52% of Australians and falling to 31% of people in the UK.

Depression and/or anxiety disproportionally affects younger people. 57% of 18–24 year-olds say they have a diagnosis for one or both, followed by 56% of 25-34 year-olds. This falls to 30% of over 65s.

Snoring and a lack of sleep have a detrimental effect on emotional health and relationships, causing frequent arguments between couples/families and housemates.}

The 2022 Annual Global Sleep & Snoring Report also found a lack of sleep was responsible for a wide range of emotional issues, including causing people to be snappy or argumentative with other people (47%)...

The study also confirms what health professionals tell us about the relationship between snoring and our weight: If you are overweight you are MUCH more likely to snore.

Men are more likely to snore if their neck measures more than 17 inches; for women it’s 16 inches.

Weight by country

In America and Australia, ‘Obese’ people are nearly twice as likely to be snorers (57%) than those who are a healthy weight (29%) according to their BMI.

It’s a similar story in both countries for those people who are classed as ‘overweight’ according to their BMI: 40% of overweight respondents admit to snoring.

The percentages are a little different in the UK, but nevertheless demonstrate the direct relationship between weight and snoring. 42% of ‘obese’ people snore compared to 27% with a ‘healthy’ BMI. 58% of ‘overweight’ people according to their BMI are snorers. This is nearly double those with a ‘healthy’ BMI.
To Drink or Not to Drink?

Alcohol is not the friend of snorers. Health professionals advise snorers to cut back on alcohol and the survey results bear that out.

In the UK, 35% of all people admit to snoring themselves... and those who drink more, snore more.

In Australia, 43% of all people admit to snoring and appear to be even more affected by drinking alcohol.

In the US, 35% of all people admit to snoring and again, those who drink more are the biggest snorers.

11–14 drinks/week
9–10 drinks/week
+15 drinks/week

Desperate Times

There’s a long and diverse list of things people have tried in a bid to stop themselves or their partner snoring.

People try two and three different methods or ‘hacks’ on average. Men tend to try more hacks (3.1) than women (2.2).

The older the snorer, the less likely they are to try to stop snoring: 39% haven’t tried any hacks, rising to 45% of 55-64 year-olds.

For the 61% who have tried to stop snoring, the top ‘hacks’ are:

- Avoiding alcohol before bed or completely – 21%
- Using extra pillows – 18%
- Drinking more water – 13%
- Taking a hot shower or bath before bed – 12%
- Having a shower before bed – 11%

Curse or Cure?

Snorers invariably try to stop, or at least limit, their snoring. For some, finding a solution to their night-time noises becomes an obsession.

The internet was, not surprisingly, most popular amongst young and middle-aged respondents:

- 47% of 18-24 year-olds
- 46% of 25-34 year-olds
- 39% of 35-44 year-olds
- 20% of the over-65s turn to the web for solutions

For the 27% who look to health professionals for advice, the most popular amongst young and middle-aged respondents:

- 47% of 18-24 year-olds
- 46% of 25-34 year-olds
- 39% of 35-44 year-olds
- 20% of the over-65s turn to medical professionals

21% ask friends and family for advice
11% turn to TV shows and books respectively

FACT:
Nearly 1 in 4 (23%) of adults who have trouble sleeping attribute it to snoring.

Survey commissioned by Mute Snoring and executed in partnership with WebMD and One Poll, with a sample of 6000 adults in Dec 2022.
Using extra pillows worked for 14% of people who tried this

Drinking more water worked for 8% of the people who tried it

Taking a hot bath or shower before bed worked for 8% of people who tried it

Avoiding alcohol worked for 8% of those who tried it

Quack or Hack?

In their desperation, some people threw common sense out of the window, trying a host of extreme solutions

These results tie in with last year’s research that found that nudging, kicking and elbowing partners were popular ways of stopping a partner snoring.

31% of self-confessed snorers report that they or their partner had taken action in a desperate bid to get away from the noise.

In this year’s study, fewer than a third (27%) of survey respondents believed any snoring ‘hacks’ had worked.

27% of respondents said they’d sought medical advice either for their own or their partners snoring.

62% of survey respondents say they Strongly Agree or Somewhat Agree they are resigned to their own or their partner’s snoring.

When the hacks don’t work

Sadly, for many people, ‘hacks’ just aren’t enough to solve the snoring problem and they are pushed to take more drastic action:

• 14% of 18-24 year-olds and 13% of over-65s have ended a relationship because of snoring.

Women are more forgiving of snorers than men; just 6% have ended a relationship because of snoring, compared to 12% of men.

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This, our second Global Snoring & Sleep Report confirms that despite comprehensive understanding of the role that sleep plays in our physical and emotional wellbeing, we’re still not getting enough.

In fact, when we compare this year’s report with last year’s, it very much looks like the situation is getting worse rather than better – despite the wealth of knowledge about how much sleep we should have and all the methods and devices to help us, which we all have access to.

We know that people are going to bed later and they’re typically getting less sleep each night. Rather worryingly, 13% of the people we surveyed say they get less than four hours sleep each night – a significant jump from the 6% of people who told us that last year.

People are also waking consistently in the middle of the night for almost half the month, and as a result many recognize their sleep isn’t all it should be – in fact a quarter (24%) rate their sleep as fairly bad, while 7% say it’s very bad.

A third (33%) of people report they have a diagnosed condition that may affect their sleep. These range from Insomnia to Restless Leg Syndrome and Obstructive Sleep Apnoea. Perhaps more shockingly, our research revealed that nearly half (46%) of respondents have a depression and/or anxiety disorder diagnosis. Even more shockingly, this percentage rises to 57% of 18-24 year-olds. The high numbers make us wonder: is our poor emotional wellbeing driven by a lack of sleep or is our lack of sleep driving our poor emotional health?

Our study does underline that people are trying desperately hard to improve their sleep. They’re altering the temperature of their bedrooms, decreasing their caffeine and alcohol intakes and putting down their smartphones and tablets before bedtime. Some of these solutions work better than others and our report goes into detail about the top performing solutions.

Snoring is, of course, a significant issue for more than half of the people taking part in our report. 57% are affected by snoring – their own or someone else’s. Some are so disturbed by it, they’ve explored surgery – either for themselves or a partner. And in their bid to find a cure, they’re also spending significant amounts of money...and would spend even more if they could find a permanent solution.

The report also reveals people that drink more and those who weigh more are more likely to snore – something health professionals have warned us about for years. The statistics underline how lifestyles beyond the bedroom can have such a heavy influence on the quality of our sleep.

And it seems that people are prepared to pull out all the stops in a bid to turn down the volume. Extra pillows, avoiding alcohol, even extreme measures such as electric shock wristbands and Botox injections into the jaw!

As surprising as some of those ‘hacks’ are, we were even more surprised that so few snorers (11%) have tried proven devices for snoring, such as nasal dilators. This is particularly concerning when 36% say snoring has forced them into a separate bedroom from their partner, and nearly 20% have resorted to sleeping pills.

We’ve also broken down our research by country, and we’d urge you to take a deep dive into the statistics to see for yourself how the three territories stack up against each other, where the key differences are and, of course, the similarities.
Who Snores in the States?

21% of Americans say they are affected by snoring.

More men admit they snore (36%) than women (33%). Conversely, more women claim not to snore but accuse their partner of snoring (20%), compared to 15% of men.

Age is also a factor in snoring. The study shows that older respondents were more likely to snore and accuse their partner of snoring.

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<th>AGE</th>
<th>I snore, but do not have a partner who snores</th>
<th>I snore and my partner snores</th>
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Snoring in the USA by age.

What a Difference Weight Makes

15% of American respondents are diagnosed as obese, so the study also took a closer look at the snoring breakdown in America, according to respondents’ BMI scores. Of the people whose BMI classified them as ‘obese’, 57% were self-confessed snorers, compared to just 29% of people with a ‘healthy’ weight.
Hack or Quack?

A little over a quarter (28%) of American respondents have never tried a hack to stop snoring – significantly less than the 39% of global respondents. This rises to 36% of 55-64 year-olds but falls to 18% of 25-34 year-olds.

For the 72% of all Americans who have tried various tactics, here’s the top 10, and the percentage of people who found them effective

1. Using extra pillows – 24% [worked for 14%]
2. Nasal dilator – 20% [9%]
3. A hot shower or bath before bed – 17% [10%]
4. Drinking more water 17% [8]
5. Using a room humidifier – 17% [8%]
6. Have a shower before bed – 16% [8%]
7. Sleeping sitting up – 16% [10%]
8. Sleeping with your head at the end of the bed – 16% [9%]
9. Avoiding alcohol completely – not just before bed – 15% [9%]
10. Avoiding alcohol before bed – 15% [7%]

The average number of hacks tried across all America is 4.2. People in the Northeast have tried the most at 5.2 and those living in the West, the least at 3.8.

Snoring Solves

Americans follow the global trend when it comes to where they seek help for snoring

- 42% turn to the internet
- 37% look to health professionals
- 32% will ask friends and family
- 20% look to TV shows
- 18% look for answers in books

Snoring Solves

42% turn to the internet
37% look to health professionals
32% will ask friends and family
20% look to TV shows
18% look for answers in books

Snoring Solves

Survey commissioned by Mute Snoring and executed in partnership with WebMD and One Poll, with a sample of 2000 US adults in Dec 2022.

Extreme measures

For many desperate Americans, the snoring is a little too much.

53% Strongly Agree or Somewhat Agree they would do anything to stop their own or their partner’s snoring, rising to 59% of respondents in the West

40% of all US respondents have sought medical advice for themselves and/or their partner.
- 23% have considered and looked into surgery for themselves and/or their partner
- 20% have considered surgery but not yet looked into it

Some Americans affected by snoring spend hundreds of dollars to stop either their own or their partner’s snoring.

Looking at the regions, the highest average spend on snoring solutions is US$53 in Northeast America. The lowest is US$34.20 in the Midwest.

Northeast respondents would be prepared to spend the most – US$578.50, if they could put a stop to their own or their partner’s snoring for good, compared to the US$536 of Americans living in the Southern states.

Last Resort

Despite the major efforts and money that so many Americans put into trying to stop themselves or their partner snoring, night time is still so problematic that they have to resort to drastic action.

Survey commissioned by Mute Snoring and executed in partnership with WebMD and One Poll, with a sample of 2000 US adults in Dec 2022.
Night watch
In the month before the study, US adults woke in the middle of the night 8.85 times on average
- 83% woke prior to their scheduled or intended wake time and couldn’t get back to sleep 7.31 times on average per month
- 80% were unable to fall asleep within 30 minutes 7.01 times on average per month

Typical reasons for waking in the middle of the night include:
- Getting up to use the bathroom (46%)
- Having mental/emotional distress (34%)
- Feeling too hot, having hot flashes or having night sweats, even when the room is cool (29%)

Bed mates
60% of Americans routinely share a bed with someone else and/or pets
- 44% share with somebody else
- 31% share with a pet/pets. This rises to 35% of women, compared to just 26% of US men

The average night’s sleep for Americans during the month prior to the study was just 5.75 hours each night compared to the 7.61 hours in their bed per night on average, sleeping and awake.

Sleep deprived
This lack of sleep resulted in 54% having trouble staying awake while driving, eating meals or engaging in social activity at night on average 4 times in the month.

US adults directly attribute their poor sleep quality to a lack of enthusiasm/motivation, which they say hindered their ability to complete ordinary tasks on an average 5.55 days in the month prior to the study
- 29% say their ability was hindered on 1-3 days per month
- 27% suffered this on 4-7 days per month
- 23% experienced this on 8 days or more per month

Feeling low
We’ve already shown that 34% of Americans say they wake in the night due to emotional/mental distress, so we asked them a little more about their mental health.

54% of American respondents have a depression and/or anxiety disorder diagnosis. This rises to 58% of US women and falls to 48% of men.

Depression and/or anxiety affects younger age groups more than others
60% of 18–24 year-olds say they have a diagnosis for one or both, followed by 61% of 25-34 year-olds. This falls to 20% of over 65s.

Sleep Across the USA
US respondents (71%) typically go to bed between 9:01pm-5am – reflecting the typical time across all three countries.

While most are happy with the quality of their sleep, a third (32%) rate it as bad or very bad.

32% of US women rate their sleep quality as bad or very bad compared to 22% of men.

17% have been diagnosed with Insomnia
14% are diagnosed with Obstructive Sleep Apnea
13% Restless Legs Syndrome (RLS)

US SALES CONTACT
Brooks George
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Who Snores in the UK?

56% of Brits say they are affected by snoring

14% People admit to snoring

21% People admit to snoring and accuse their partner of snoring

21% People claim not to snore, but accuse their partner of snoring

More men admit they snore (39%) than women (32%). Conversely, more women claim not to snore but accuse their partner of snoring (27%), compared to 14% of men. Age is also a factor in snoring.

Who Snores in the UK?

The UK’s biggest snorers by region

People in the South West of England are the most affected by snoring – their own and/or their partner’s, or both (65%). People living in Northern Ireland are the least affected by their own and/or their partner’s snoring (39%).

<table>
<thead>
<tr>
<th>Region</th>
<th>I snore, but do not have a partner who snores</th>
<th>I snore and my partner snores</th>
<th>I do not snore but my partner snores</th>
<th>I do not snore and do not have a partner who snores</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Midlands</td>
<td>16</td>
<td>26</td>
<td>21</td>
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<tr>
<td>East of England</td>
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<td>London</td>
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<tr>
<td>North East</td>
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<tr>
<td>North West</td>
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<tr>
<td>Northern Ireland</td>
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<td>Scotland</td>
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<tr>
<td>South East</td>
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<tr>
<td>South West</td>
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<tr>
<td>Wales</td>
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<td>35</td>
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<tr>
<td>West Midlands</td>
<td>12</td>
<td>20</td>
<td>24</td>
<td>44</td>
</tr>
<tr>
<td>Yorkshire &amp; Humber</td>
<td>14</td>
<td>16</td>
<td>24</td>
<td>46</td>
</tr>
<tr>
<td>UK Total</td>
<td>14</td>
<td>21</td>
<td>21</td>
<td>44</td>
</tr>
</tbody>
</table>

Snoring in the UK by age.

<table>
<thead>
<tr>
<th>AGE</th>
<th>I snore, but do not have a partner who snores</th>
<th>I snore and my partner snores</th>
<th>I do not snore but my partner snores</th>
<th>I do not snore and do not have a partner who snores</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
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<tr>
<td>25-34</td>
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<td>56</td>
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<td>35-44</td>
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<td>22</td>
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<td>45-54</td>
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<td>55-64</td>
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<td>65+</td>
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<tr>
<td>UK Total</td>
<td>14</td>
<td>21</td>
<td>21</td>
<td>44</td>
</tr>
</tbody>
</table>

The link between obesity and snoring

7% of UK respondents are diagnosed as obese - comparatively fewer than in other countries, however the research still discovered a statistical link between snoring and people whose BMI classified them as obese.

58% of people classified as ‘obese’ were self-confessed snorers, compared to just 37% of people of a ‘healthy’ weight.

<table>
<thead>
<tr>
<th>BMI Category</th>
<th>I snore, but do not have a partner who snores</th>
<th>I snore &amp; my partner snores</th>
<th>I do not snore but my partner snores</th>
<th>I do not snore &amp; do not have a partner who snores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obese</td>
<td>27</td>
<td>31</td>
<td>19</td>
<td>23</td>
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<tr>
<td>Overweight</td>
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<td>29</td>
<td>24</td>
<td>34</td>
</tr>
<tr>
<td>Healthy</td>
<td>11</td>
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<td>22</td>
<td>52</td>
</tr>
<tr>
<td>Underweight</td>
<td>12</td>
<td>11</td>
<td>20</td>
<td>57</td>
</tr>
<tr>
<td>UK Total</td>
<td>14</td>
<td>21</td>
<td>21</td>
<td>44</td>
</tr>
</tbody>
</table>
Snoring Solves
Brits are more likely to seek help from friends & family (18%) than health professionals (17%). 28% turn to the internet, but the majority (55%), don’t seek help from anywhere in particular.

Hack or Quack?
46% of UK respondents have never tried a hack to stop snoring – significantly more than the 39% of global respondents.

For the Brits who have tried various tactics, here’s the top 10, and the percentage of people who found them effective

1. Using extra pillows – 14% [worked for 11%]
2. Drinking more water – 10% [8%]
3. Nasal dilator – 10% [7%]
4. Nasal Spray – 9% [6%]
5. Avoiding alcohol before bed – 9% [9%]
6. Avoiding alcohol completely – 8% [8%]
7. Menthol chest rub – 8% [7%]
8. Hot shower/bath before bed – 7% [7%]
9. Sleeping sitting up – 7% [5%]
10. Sleeping the other way round – 7% [7%]

The average number of hacks tried across all the United Kingdom is 3.1. People in the London have tried the most at 5.1 and those living in the East of England, the least – just two.

Extreme measures
45% of Brits Strongly Agree or Somewhat Agree they would do anything to stop their own or their partner’s snoring, rising to 64% of respondents in London.

22% of all UK respondents have sought medical advice for themselves and/or their partner.

• 16% have considered and looked into surgery for themselves and/or their partner
• 14% have considered surgery but not yet looked into it

Brits spend on average £33 trying to stop their own or their partner’s snoring each year.

Looking at the regions, the highest average spend on snoring solutions is £67 in London, the lowest is £19 in the South West and South East respectively.

Snorers and people affected by snoring in the capital are prepared to spend the most - £648, compared to just £100 that those in the East of England are prepared to spend.

Last Resort
Despite the major efforts and money that so many Brits put into trying to stop themselves or their partner snoring, night time is still so problematic they’ve taken drastic action.

People in the UK are prepared to spend £288 if it would stop the snoring for good.

### Table: Snoring and Relationships

<table>
<thead>
<tr>
<th>Area</th>
<th>Slept in separate bedrooms %</th>
<th>Taken a sleeping tablet %</th>
<th>Ended a relationship %</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Midlands</td>
<td>28</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>East of England</td>
<td>30</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>London</td>
<td>53</td>
<td>39</td>
<td>25</td>
</tr>
<tr>
<td>North East</td>
<td>40</td>
<td>17</td>
<td>6</td>
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<tr>
<td>North West</td>
<td>41</td>
<td>12</td>
<td>21</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>50</td>
<td>14</td>
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<tr>
<td>Scotland</td>
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<td>9</td>
<td>9</td>
</tr>
<tr>
<td>South East</td>
<td>31</td>
<td>9</td>
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<tr>
<td>South West</td>
<td>41</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>Wales</td>
<td>44</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>West Midlands</td>
<td>40</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Yorkshire &amp; Humber</td>
<td>49</td>
<td>15</td>
<td>12</td>
</tr>
<tr>
<td><strong>UK Total</strong></td>
<td><strong>39</strong></td>
<td><strong>13</strong></td>
<td><strong>11</strong></td>
</tr>
</tbody>
</table>
Sleep Across the UK

The average night’s sleep for people in the UK was just 5.7 hours each night, compared to 7.4 hours in their bed per night on average, sleeping and awake.

77% of Brits typically go to bed between 9:01pm-5am – broadly similar to the other countries.

While most are happy with the quality of their sleep, more than a third (38%) rate it as bad or very bad.

32% of UK women rate their sleep quality as bad or very bad compared to 28% of men.

29% of Brits have a diagnosis of something that could affect their sleep. The top three diagnoses are:

• 8% are diagnosed with Parasomnias, such as night terrors
• 7% with Circadian Rhythm Disorder
• 7% with Insomnia

Bed mates

50% of people in the UK routinely share a bed with someone else and/or their pets

• 40% share with somebody else
• 19% share with a pet/pets

Night watch

In the month before the study, UK adults woke in the middle of the night 9.3 times on average

• 79% woke prior to their scheduled or intended wake time and couldn’t get back to sleep 6.3 times on average per month
• 73% were unable to fall asleep within 30 minutes 6.2 times on average per month

Typical reasons for waking in the middle of the night include:

• Getting up to use the bathroom (44%)  
• Having mental/emotional distress (24%)  
• Disturbance by others or pets (24%)  
• Snoring (13%)  

Sleep deprived

This lack of sleep resulted in 44% having trouble staying awake while driving, eating meals or engaging in social activity at night on average 2.9 times in the month.

UK adults directly attribute their poor sleep quality to a lack of enthusiasm/motivation, which they say hindered their ability to complete ordinary tasks on an average 4.9 days in the month prior to the study.

• 29% say their ability was hindered on 1-3 days per month
• 22% suffered this on 4-7 days per month
• 20% experienced this on 8 days or more per month

Feeling low

24% of Brits say they wake in the night due to emotional/mental distress, so we asked them a little more about their mental health.

32% of UK respondents have a depression and/or anxiety disorder diagnosis. This rises to 37% of British women and falls to 26% of men.

Depression and/or anxiety affects younger age groups more than others – as in both the US and Australia.

33% of 18–24 year-olds say they have a diagnosis for one or both, followed by 37% of 25-34 year-olds, falling to 24% of over 65s.

Depression and anxiety across the UK regions:

<table>
<thead>
<tr>
<th>Region</th>
<th>Anxiety Disorder %</th>
<th>Depression %</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Midlands</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>East of England</td>
<td>16</td>
<td>17</td>
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<tr>
<td>London</td>
<td>14</td>
<td>19</td>
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<tr>
<td>North East</td>
<td>17</td>
<td>22</td>
</tr>
<tr>
<td>North West</td>
<td>19</td>
<td>21</td>
</tr>
<tr>
<td>Northern Ireland</td>
<td>7</td>
<td>12</td>
</tr>
<tr>
<td>Scotland</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>South East</td>
<td>12</td>
<td>18</td>
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<tr>
<td>South West</td>
<td>21</td>
<td>19</td>
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<td>Wales</td>
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<td>13</td>
</tr>
<tr>
<td>West Midlands</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Yorkshire &amp; Humberise</td>
<td>16</td>
<td>22</td>
</tr>
<tr>
<td>UK Total</td>
<td>14</td>
<td>18</td>
</tr>
</tbody>
</table>
More men admit they snore (51%) than women (36%). Conversely, more women claim not to snore but accuse their partner of snoring (29%), compared to 12% of men. Age is also a factor in snoring.

### Snoring by age

<table>
<thead>
<tr>
<th>AGE</th>
<th>I snore, but do not have a partner who snores %</th>
<th>I snore and my partner snores %</th>
<th>I do not snore but my partner snores %</th>
<th>I do not snore and do not have a partner who snores %</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
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<tr>
<td>25-34</td>
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<td>33</td>
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<td>35-44</td>
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<td>45-54</td>
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<td>55-64</td>
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<td>65+</td>
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<td>38</td>
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<tr>
<td>AUS Total</td>
<td>20</td>
<td>23</td>
<td>21</td>
<td>37</td>
</tr>
</tbody>
</table>

### Australia’s biggest snorers by region

66% of people living in Western Australia are affected by snoring – their own and/or their partner’s, compared to the 45% living in the Australian Capital Territories.

<table>
<thead>
<tr>
<th>Region</th>
<th>I snore, but do not have a partner who snores %</th>
<th>I snore and my partner snores %</th>
<th>I do not snore but my partner snores %</th>
<th>I do not snore and do not have a partner who snores %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian Capital Territories</td>
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<tr>
<td>New South Wales</td>
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<td>Queensland</td>
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<td>Western Australia</td>
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<tr>
<td>AUS Total</td>
<td>20</td>
<td>23</td>
<td>21</td>
<td>37</td>
</tr>
</tbody>
</table>

### The link between obesity and snoring

11% of Australians are diagnosed as obese. 57% of people classified as ‘obese’ were self-confessed snorers, compared to just 27% of people with a ‘healthy’ weight.

<table>
<thead>
<tr>
<th>Weight Category</th>
<th>I snore, but do not have a partner who snores %</th>
<th>I snore and my partner snores %</th>
<th>I do not snore but my partner snores %</th>
<th>I do not snore &amp; do not have a partner who snores %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obese</td>
<td>25</td>
<td>32</td>
<td>16</td>
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<tr>
<td>Overweight</td>
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<td>Underweight</td>
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<tr>
<td>AUS Total</td>
<td>20</td>
<td>23</td>
<td>21</td>
<td>37</td>
</tr>
</tbody>
</table>
Snoring Solves
Australians are more likely to seek help from the internet to find a snoring solve (32%) than health professionals (29%). 15% turn to friends & family.

Hack or Quack?
42% of respondents have never tried a hack to stop snoring – significantly more than the 39% of global respondents.

For those who have tried various tactics, here’s the top 10, and the percentage of people who found them effective:

1. Using extra pillows – 17% [worked for 15%]
2. Showering before bed – 12% [8%]
3. Drinking more water – 12% [8%]
4. Hot shower/bath before bed – 11% [7%]
5. Avoiding alcohol before bed – 10% [7%]
6. Avoiding alcohol completely – 8% [5%]
7. Sleeping sitting up – 7% [5%]
8. Exercising before bed – 6% [5%]
9. Menthol chest rub before bed – 6% [4%]
10. Sleeping the other way round – 6% [5%]

The average number of hacks tried across Australia is 7.5.

Extreme measures
40% of Australians Strongly Agree or Somewhat Agree they would do anything to stop their own or their partner’s snoring.

23% of all Australian respondents have sought medical advice for themselves and/or their partner.

- 8% have considered and looked into surgery for themselves and/or their partner
- 20% have considered surgery but not yet looked into it

The average spend on trying to stop their own or their partner’s snoring across Australia each year is AUS$25.50

Looking at the regions, the highest average spend on snoring solutions is AUS$660 in the Australian Capital Territories, the lowest is AUS$2 in the Northern Territory. Not surprisingly, snorers and people affected by snoring living in the Australian Capital Territories are prepared to spend the most – AUS$1103, compared to the AUS$6235 that those in Western Australia are prepared to spend.

Last Resort
The good news for snoring Australians is that they seem more tolerant of snoring than people in the US or the UK...just 1% say snoring has ended their relationship.

<table>
<thead>
<tr>
<th>Region</th>
<th>Slept in separate bedrooms %</th>
<th>Taken a sleeping tablet %</th>
<th>Ended a relationship %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australian Capital Territories</td>
<td>20</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>New South Wales</td>
<td>30</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>Northern Territory</td>
<td>20</td>
<td>20</td>
<td>0</td>
</tr>
<tr>
<td>Queensland</td>
<td>35</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>South Australia</td>
<td>29</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Tasmania</td>
<td>41</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Victoria</td>
<td>35</td>
<td>17</td>
<td>1</td>
</tr>
<tr>
<td>Western Australia</td>
<td>31</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>AUS Total</td>
<td>32</td>
<td>13</td>
<td>1</td>
</tr>
</tbody>
</table>

Survey commissioned by Mute Snoring and executed in partnership with WebMD and OnePoll, with a sample of 2000 AUS adults in Dec 2022.
Sleep Across Australia

The average night’s sleep for people Australian is 6.5 hours each night, compared to the 8 hours they spend in their bed per night on average, sleeping and awake.

78% typically go to bed between 9:01pm-5am – broadly similar to the other countries.

Most Australians are happy with the quality of their sleep, but more than a third (36%) rate it as bad or very bad.

41% of Australian women rate their sleep quality as bad or very bad compared to 29% of men.

23% are diagnosed with one or more conditions that could affect their sleep.

The top three diagnoses are:
- Insomnia 9%
- Restless Leg Syndrome 7%
- Obstructive Sleep Apnea 6%

Bed mates

60% of people in Australia routinely share a bed with someone else and/or their pets
- 38% share with somebody else
- 22% share with a pet/pets

Night watch

In the month before the study, Australia adults woke in the middle of the night 10 times on average
- 80% woke prior to their scheduled or intended wake time and couldn’t get back to sleep 7.2 times on average per month
- 75% were unable to fall asleep within 30 minutes 7.4 times on average per month

Typical reasons for waking in the middle of the night include:
- Getting up to use the bathroom (53%)
- Having mental/emotional distress (36%)
- Disturbance by others or pets (29%)
- Snoring (13%)

Sleep deprived

This lack of sleep resulted in 40% having trouble staying awake while driving, eating meals or engaging in social activity at night on average 2.7 times in the month.

Australian adults directly attribute their poor sleep quality to a lack of enthusiasm/motivation, which they say hindered their ability to complete ordinary tasks on an average 6.3 days in the month prior to the study
- 25% say their ability was hindered on 1-3 days per month
- 21% suffered this on 4-7 days per month
- 30% experienced this on 8 days or more per month

Feeling low

36% of Australians say they wake in the night due to emotional/mental distress, so we asked them a little more about their mental health.

52% of Aus respondents have a depression and/or anxiety disorder diagnosis. This rises to 66% of women, but falls to 37% of men.

While results across our global study show that depression and/or anxiety affects younger age groups more than others – the Australian result is particular shocking.

75% of 18–24 year-olds say they have a diagnosis for depression and/or anxiety disorder, followed by 66% of 25–34 year-olds and falling to 27% of over 65s.

Depression and anxiety across the Australian regions

<table>
<thead>
<tr>
<th>Australian Capital Territories</th>
<th>Anxiety Disorder %</th>
<th>Depression %</th>
</tr>
</thead>
<tbody>
<tr>
<td>New South Wales</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>Northern Territory</td>
<td>31</td>
<td>19</td>
</tr>
<tr>
<td>Queensland</td>
<td>25</td>
<td>29</td>
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<tr>
<td>South Australia</td>
<td>26</td>
<td>26</td>
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<tr>
<td>Tasmania</td>
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<td>30</td>
</tr>
<tr>
<td>Western Australia</td>
<td>26</td>
<td>28</td>
</tr>
<tr>
<td>AUS Total</td>
<td>25</td>
<td>27</td>
</tr>
</tbody>
</table>

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Rhinomed is an airway technology company that seeks to radically improve the way you breathe, sleep, maintain your health and take medication. Rhinomed’s patented nasal technology leverages the physiology of the nose to optimise our breathing which is essential to restful sleep and to maintaining good health.

Rhinomed’s vision for the future is to enable medications to be administered through the nose with the aim of improving the efficiency and effectiveness of the therapies, while seeking a reduction in side effects for patients. Rhinomed continues to invest in furthering our knowledge of the role the nose, the upper airways and the olfactory system plays in maintaining health and wellness.

Rhinomed’s technology platform is protected by a family of over 60 patents globally. Rhinomed is listed on the Australian Stock Exchange (ASX: RNO) and headquartered in Melbourne, Australia.

Mute is a nasal dilator that sits comfortably inside the nose, increasing airflow, improving breathing and reducing snoring. The winner of a 2021 Health Sleep Award, Mute improved breathing for 78% of users in a product trial and reduced snoring for 75% of users[4][4][4][4]. Mute is available in three sizes and can be adjusted to each nostril so it fits noses of virtually any size or shape. Mute is available online at www.mutesnoring.com.

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https://healthysleep.med.harvard.edu/healthy-matters/consequences
https://healthysleep.med.harvard.edu/need-sleep/what-can-you-do/dosss-needs
One Poll Sleep & Snoring Study completed November 29-December 9th 2022. UK/US/AUS. Question: Which of the following best describes you?
The 2022 Annual Global Sleep & Snoring Report
One Poll Sleep & Snoring Study completed November 29-December 9th 2022. UK/US/AUS. Question: Of the options you have tried, which do you consider to be the most successful at helping you or your partner to stop snoring [select five]
The 2022 Annual Global Sleep & Snoring Report

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