

Household

- 83% of Australians **snore** or **live with someone who does***
 - More than a third (37%) **snore**
 - Over a quarter (29%) **live with someone** who snores
 - And 17% both **snore** and **live with someone** who does
- Almost three quarters (71%) of those who snore say that their **partner/spouse** or **someone else** in their house **snores**
 - Just under half (47%) say their **partner/spouse** snores
 - 16% say that **someone else** in their home snores
 - And 8% reveal that **both** their **partner/spouse** and **another member of the household** snore
- While 18% say that **nobody else** in their house snores

Of those who live with someone who snores (n=1878):

- 78% have been **woken up** by their snoring
 - Almost a third (32%) experience this **often**
 - And 47% are woken up **occasionally**
- While more than a fifth (22%) **have not** been woken up





Relationships

- More than three quarters (79%) say a **partner/spouse** has **commented on their snoring**
- Almost a third (31%) have been **kicked/pushed in the night** by their partner/spouse to get them to **stop snoring**
- **This was followed by:**
 - I've had to **sleep on the sofa/in the spare room** (14%)
 - We've **argued** about it (13%)

Of those who have ended up sleeping in separate rooms or been broken up with (n=427):

- **Impacts** on respondents and their relationship include:
 1. It affected the **intimacy** in the relationship (45%)
 2. I felt **lonely** (41%)
 3. It made me feel like a **burden** (38%)
 4. I felt **depressed** (35%)
 5. We **drifted** apart (33%)
 6. It **motivated me to take action** on snoring (29%)

Overheard

- One third (33%) say someone has **recorded their snoring**
- Two fifths (40%) admit that someone has **complained** that they can **hear their snoring 'through the walls'**
- 57% have **woken themselves up** with their own snoring
 - 13% do this **often**
 - While 44% do so **occasionally**

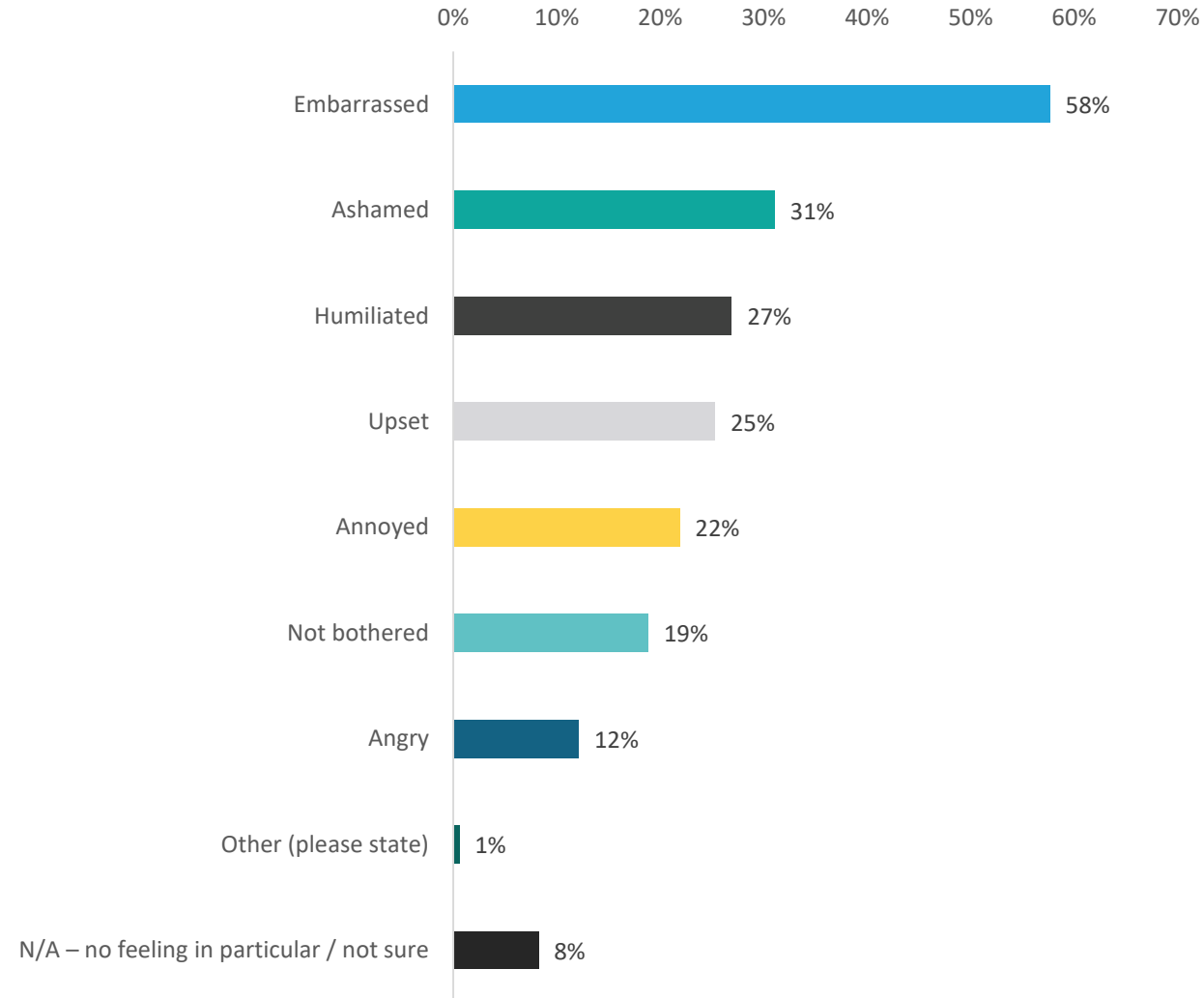
Of those who have woken themselves up (n=1522):

- This happens, on average, **2.35 times each week**
 - Just under a quarter (23%) wake themselves **less than once a week**
 - Another 23% wake themselves up **once** a week
 - 30% are woken by their own snoring **2-3** times weekly
 - And 24% wake themselves **4 times a week or more often**



Question:

If yes, how did this make you feel?



Embarrassed Snorers (AUS)

Insight

Of those who have been told their snoring could be heard 'through the walls' (n=1056):

- **Feelings** in response to this include:
 1. Embarrassed (58%)
 2. Ashamed (31%)
 3. Humiliated (27%)

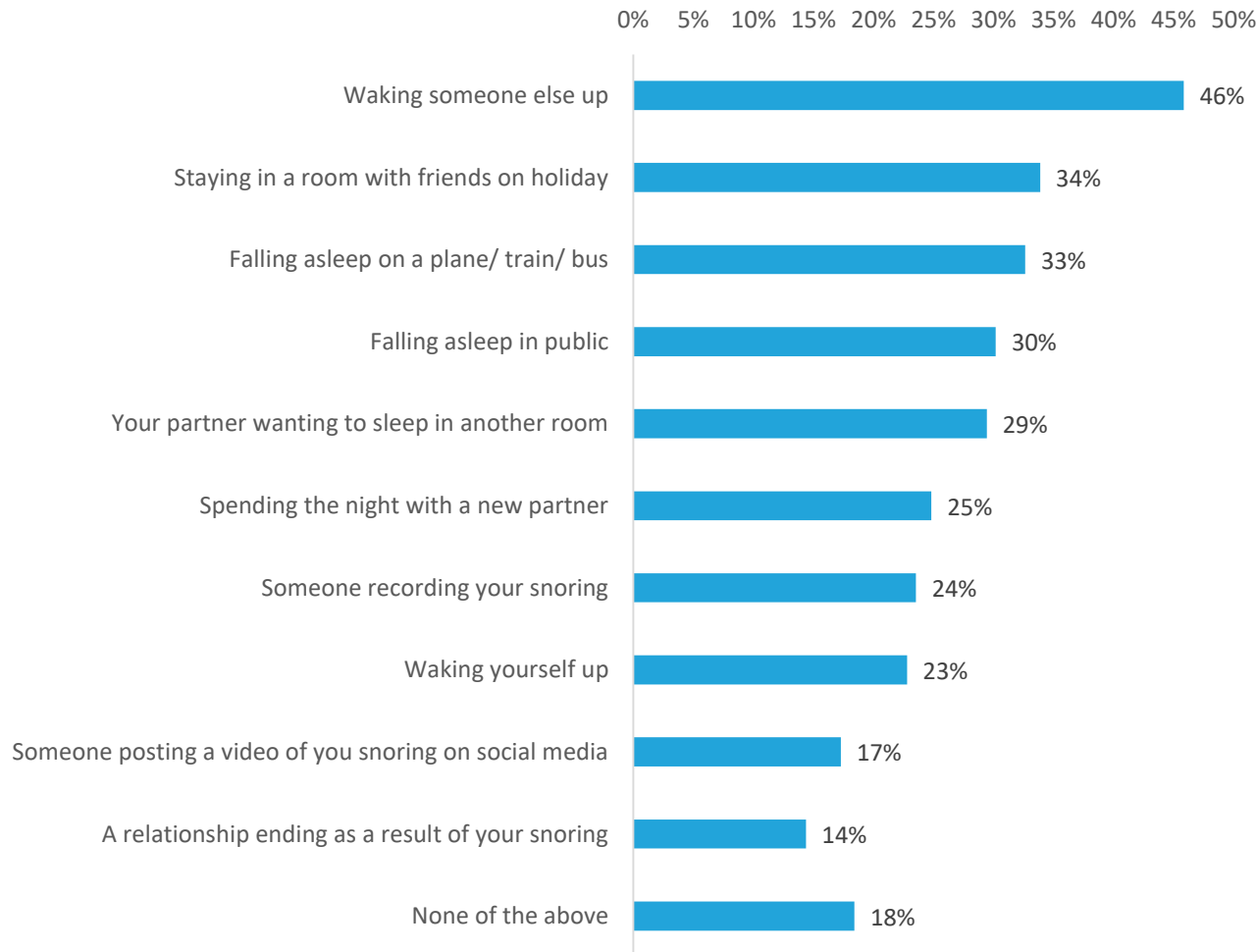


Impacts

- 52% **agree** that they're **embarrassed** by their **snoring**
 - Almost a fifth (17%) **strongly agree**
- While 23% **disagree** that they are embarrassed
- 23% admit that their **snoring affects their relationships**
- **Other applicable statements include:**
 - My snoring affects my **physical health** (21%)
 - My snoring severely affects my **confidence** (19%)
- More than a quarter (28%) have **avoided sharing a room with friends on holiday** because of their snoring
- **Other activities avoided include:**
 - Staying over at other people's houses (26%)
 - Spending the night with a new partner (18%)
- Just under half (49%) **wish they didn't snore**
- **Other applicable statements include:**
 - I'm aware snoring can indicate health issues (43%)
 - Snoring can have a huge impact on my life (18%)

Question:

Which of the following things have you ever worried about, due to your snoring?



Embarrassed Snorers (AUS)

Insight

- Almost half (46%) **worry about waking someone else up** due to their snoring
- **Other worries include:**
 - Staying in a room with friends on holiday (34%)
 - Falling asleep on a plane/train/bus (33%)

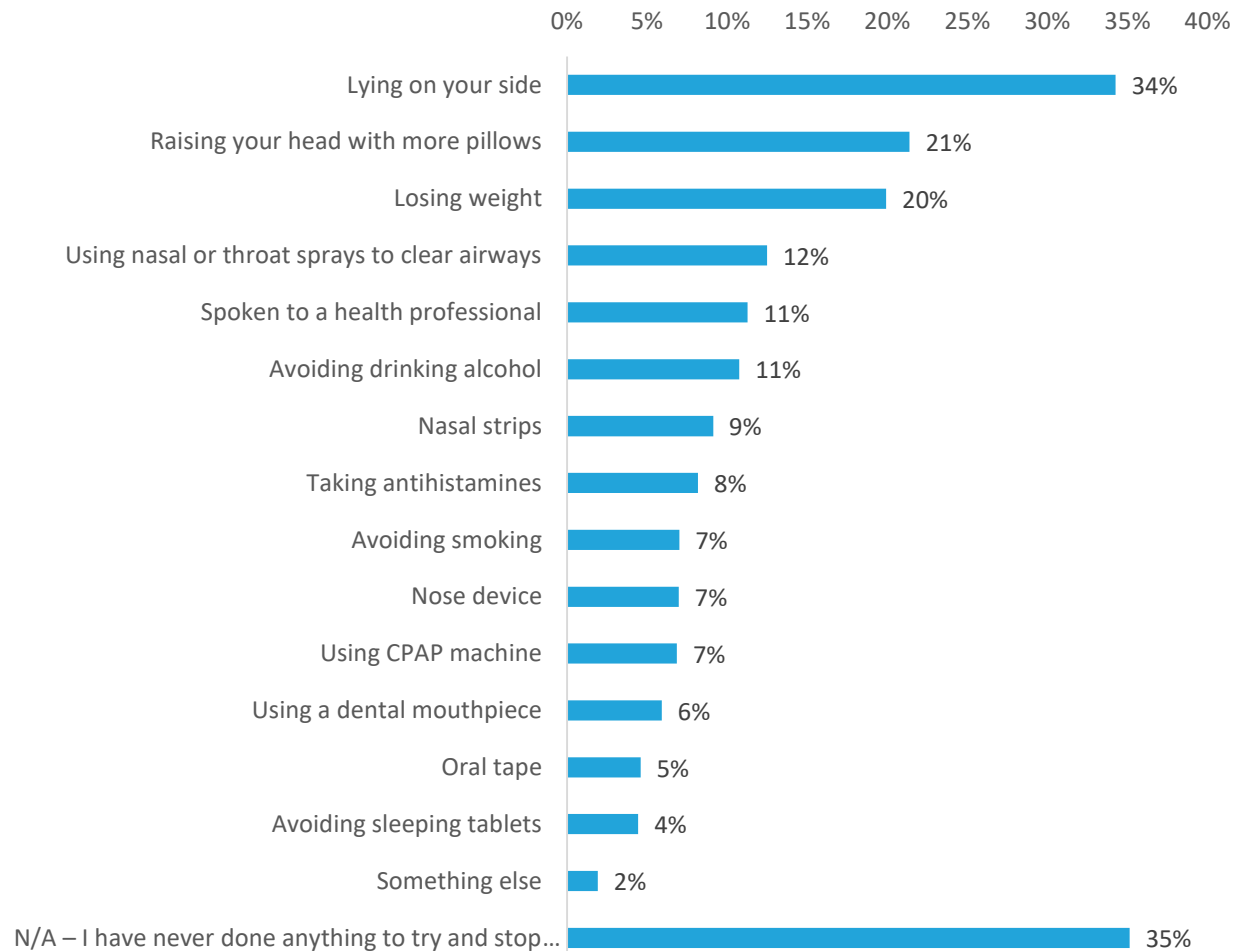
Snoring

- On average, Australians who snore **started** to do so when they were **25.31 years old**
 - A quarter (25%) began to snore **before they were 18**
 - 31% started snoring aged **19-30**
 - And just over a quarter (28%) started to snore when they were **31 or older**
- 86% **found out that they snored** by **somebody telling them**
- **This was followed by:**
 - I woke myself up (10%)
 - Through a sleep app (3%)
- 17% say their **snoring** has **generally improved** during the **lockdown/pandemic**
 - 78% think their snoring has **not changed**
 - Just 5% believe their snoring has **worsened**



Question:

What have you ever done to try and stop snoring?



Embarrassed Snorers (AUS)

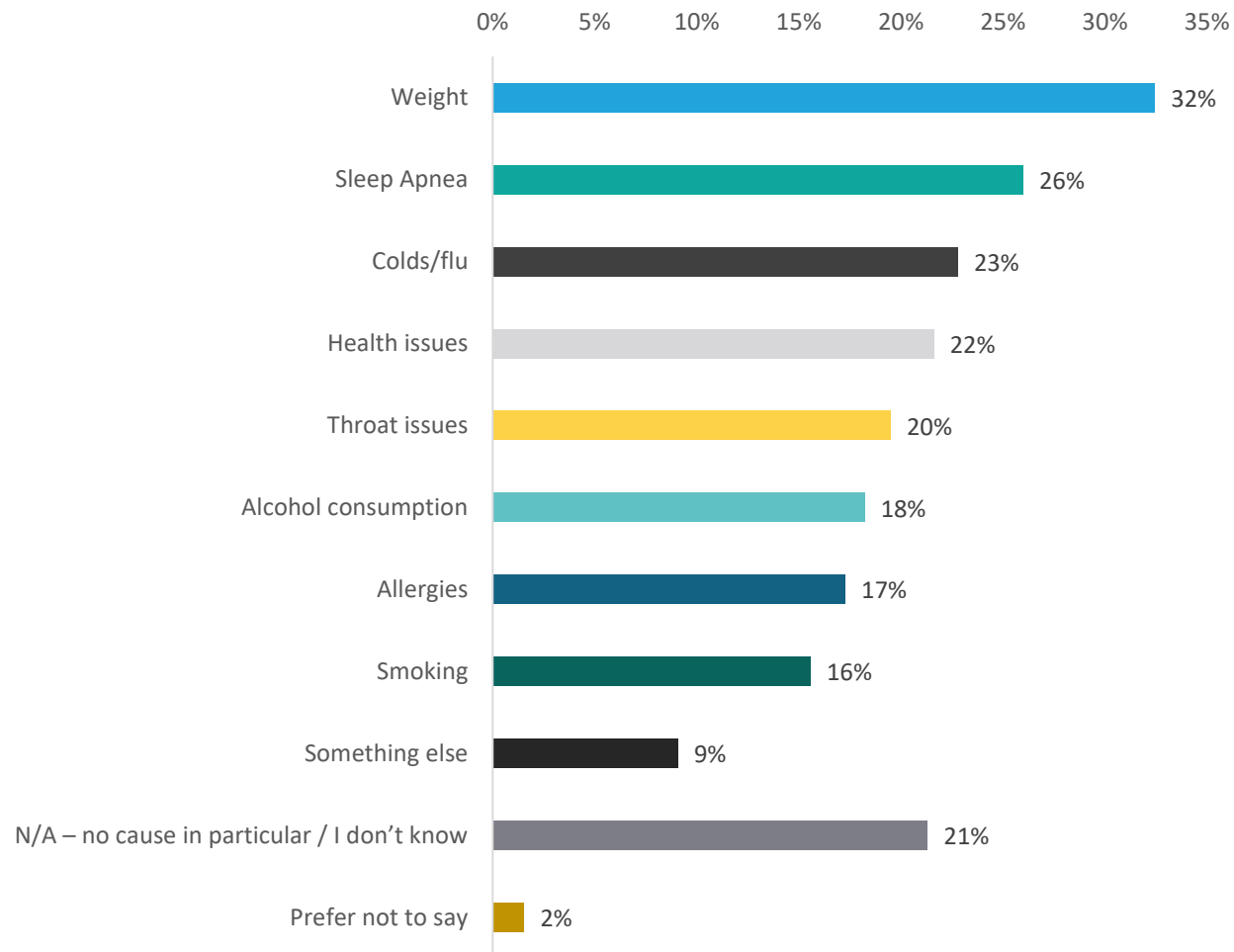
Insight

- More than a third (34%) of Australians who snore have **tried lying on their side** in order to **stop snoring**
- **Other methods include:**
 - Raising your head with more pillows (21%)
 - Losing weight (20%)



Question:

What do you think causes your snoring?



Embarrassed Snorers (AUS)

Insight

- Just under a third (32%) believe their snoring is **caused** by their **weight**
- **This was followed by:**
 - Sleep Apnea (26%)
 - Colds/flu (23%)

Seeking Help

Of those who have ever tried to stop snoring (n=1719):

- **Places** respondents have **sought help** include:
 - Doctor (38%)
 - Online (24%)
 - Pharmacy (21%)
- While almost two fifths (37%) have **never** sought help for their snoring
- More than a third (35%) have **bought sleep or snoring remedies** from a pharmacy
- **This was followed by:**
 - Doctor (20%)
 - Online (18%)
 - High street retailer (7%)
- Over four in ten (41%) have **never** bought a sleep or snoring remedy

