



Snoring in the UK

A National Survey Report

Introduction

Key findings at a glance

UK adults who snore regularly	~30%
UK adults who snore at least sometimes	Nearly 3 in 4
Shocked by the sound of their own snoring*	55%
Woken by a partner's snoring	46%
Snoring has caused relationship tension	Around 1 in 8
Occasionally or regularly sleep in a separate room due to snoring	31%
Have never heard of sleep apnoea (OSA)	~30%
Survey sample size	2,115 UK adults (YouGov, March 2026)

Snoring affects millions of people in the UK, yet it is often dismissed as a minor nuisance or the punchline of a joke. Snoring can affect sleep quality, physical and mental health, relationships and overall wellbeing.

It explores the prevalence of snoring, its impact on individuals and households, and the barriers that prevent people from seeking help. The data reveals a picture of widespread disruption: how common snoring is, couples sleeping apart, disrupted sleep, and a significant proportion who are unaware of sleep disorders that snoring can be linked to.

About the survey

The research was conducted by YouGov on behalf of SnoreLab. The total sample size was 2,115 UK adults. Fieldwork was undertaken in March 2026.

*of people who have listened to themselves.

About SnoreLab

SnoreLab is the world's leading snoring analysis app, with over 15 million downloads. The app helps people record, measure and understand their snoring.

SnoreLab was created by Jules Goldberg, the founder of Reviva Softworks. Based in Shoreditch, London, Reviva Softworks is an independent app and technology company.

Learn more at www.snorelab.com

How common is snoring?

Snoring is far more prevalent than many assume. Around 30% of UK adults report that they snore regularly, and approximately 44% say they snore occasionally, suggesting around 74% of UK adults snore at least sometimes.



Who snores most?

The impact of snoring on sleep and relationships

The consequences of snoring extend well beyond the snorer themselves. For many couples and households, snoring represents a nightly source of disruption. The survey reveals snoring is a potential source of relationship strain, resulting in disrupted sleep and many couples sleeping apart.

- 46% of people are woken by a partner's snoring.
- Around 13% report that snoring has caused tension in their relationship. Of those, 60% were women and 40% were men.
- Nearly 1 in 10 say they regularly sleep in a separate room due to snoring.

Snoring surprises

Many are surprised by the sound of their snoring. The survey found that 55% of people who have listened to themselves are shocked by the sound of their own snoring. This figure was virtually identical for men (54%) and women (57%), dispelling the common myth that this is a “male problem”.

Snoring increases with age: 37% of over-55s snore regularly, compared to 18% of 18-34 year olds.

31 %

regularly or occasionally
sleep apart due to
snoring

1 in 5

of those who snore feel
embarrassed when
talking about snoring

55%

of people who have
listened to themselves
are shocked by the
sound of their own
snoring





Case studies: Women's voices

Around 50% of SnoreLab users are women. Behind the statistics are real people navigating the social stigma, confusion and challenges of snoring.

Case study 1: Helen

“My children have always complained about my snoring. Newly single, I signed up for a dating app but I am really concerned that snoring might be an issue. There’s no box to tick for that.”

Helen snores most nights and had been aware of it through her children's complaints for years. As a newly single woman re-entering the dating world, she describes the worry around snoring as a hidden social barrier — one that simply isn't acknowledged in mainstream conversation or on dating platforms. She has tried a few remedies, monitoring results objectively using SnoreLab. The most significant improvement came from SnoreGym exercises: “I can feel the muscles stretching as I do the exercises and my snoring seems to have reduced by over 50%.”

Key theme: Helen found the information landscape confusing and hadn't sought medical help, feeling it would be 'silly' to contact busy healthcare workers. She calls for more research into how hormones and other female-specific factors affect snoring, and for public campaigns that normalise snoring in women.



Case study 2: Victoria

“When anyone talks about couples and snoring it’s all about men. It’s quite isolating.”

Victoria became aware of her snoring three to four years ago when her husband told her it was disturbing his sleep. She tried a wide range of remedies, all without a clear sense of whether they were working or where to turn next.

SnoreLab gave her something she hadn’t had before: objective data. She could see exactly how loud her snoring was, identify triggers such as alcohol and meal timing, and track progress over time. She describes relief at discovering her snoring was ‘sometimes not as bad as I feared’, which had been a source of anxiety before travelling with friends.

“I love the SnoreGym [app]. I really feel this has made a difference and I can actually see the results in front of me too.” The data she has accumulated has given her the confidence to approach a professional and ask specific questions about whether her snoring is throat- or nasal-related.

Key theme: Victoria initially assumed her snoring was purely weight-related and felt the stigma of it strongly. She was unaware that menopause, a deviated septum, and other physical changes can contribute. She calls for clearer signposting to professional help, and for wider awareness that snoring is not simply an “overweight male problem”.



Awareness around obstructive sleep apnoea (OSA)

One of the most striking findings of this survey is the gap between the reality of snoring and people's awareness of it, both in terms of their own snoring and their understanding of its potential health implications.

Around

30%

of UK adults say they have never heard of obstructive sleep apnoea

Links to sleep apnoea

Snoring can be an indicator of obstructive sleep apnoea (OSA), a condition in which breathing is reduced or temporarily stops during sleep. Left undiagnosed, it carries serious risks including cardiovascular disease, type 2 diabetes and depression. The problem is that OSA doesn't always look the same in women. Whilst the most recognised symptoms, loud snoring and excessive daytime sleepiness, may present more commonly in men, women with OSA can experience fatigue, brain fog, low mood, insomnia and headaches. These symptoms are routinely attributed to stress, menopause or lifestyle factors instead, meaning the underlying condition can go undetected.

- Symptoms more commonly experienced by women are less likely to be recognised as potential signs of OSA. Only 26% of female participants identified brain fog and 24% identified low mood as symptoms of OSA, compared with 55% who answered loud snoring.



The challenge is not just diagnosis, it is awareness

“Sleep apnoea has historically been understood through a male lens, which is one reason it remains so underdiagnosed in women.

Sleep apnoea in men more often features stronger apnoea events, where breathing fully stops for at least 10 seconds and is often followed by a loud recovery breath. Sleep apnoea in women often involves subtler hypopnoea events, where breathing is restricted rather than fully blocked. These events are harder to observe, are not always linked to loud snoring, and can easily be missed, leading to underdiagnosis and negative outcomes.”

— **Jules Goldberg,**
Founder of SnoreLab



Disclaimer: SnoreLab is intended for informational and wellness purposes only. The app is not a medical device and does not diagnose, treat, cure, monitor, or prevent any disease. Users with concerns about sleep apnoea or other health conditions should consult a healthcare professional.



Conclusions and key messages

This survey paints a clear picture: snoring is a widespread, underestimated health and wellbeing issue that affects not just those who snore, but everyone who lives with them. Key messages for media coverage include:

- Snoring is remarkably common. Nearly 3 in 4 UK adults snore at least occasionally.
- For people sharing a bed, snoring can be a major disruption with nearly 1 in 10 adults regularly sleeping apart.
- Women's own snoring is poorly understood and carries social stigma.
- Some snorers have never sought help, often due to embarrassment or a belief nothing can be done.
- Self-monitoring tools and targeted exercises offer a practical, empowering route to improvement.
- Nearly two in five people said they would be likely to use an app for monitoring sleep.

74%

of UK adults snore at least occasionally



Notes for editors

About SnoreLab

SnoreLab is the world's leading snoring analysis app, with over 15 million downloads. The app helps people record, measure and understand their snoring.

SnoreLab was created by Jules Goldberg, the founder of Reviva Softworks. Based in Shoreditch, London, Reviva Softworks is an independent app and technology company.

Learn more at www.snorelab.com



Survey methodology

The research was conducted by YouGov on behalf of SnoreLab. The total sample size was 2,115 UK adults. Fieldwork was undertaken in March 2026. The survey was carried out online. The figures have been weighted and are representative of all UK adults aged 18+.

The data in this report may be used, shared or reproduced, provided that the source is clearly referenced.

Medical disclaimer

SnoreLab is intended for informational and wellness purposes only. The app is not a medical device and does not diagnose, treat, cure, monitor, or prevent any disease. Users with concerns about sleep apnoea or other health conditions should consult a healthcare professional.

Media contact

Email: press@reviva.works

