pressat▪

National Stop Snoring Week 2018

Wednesday 18 April, 2018

National Stop Snoring Week 2018 23rd - 27th April

The theme of National
Stop Snoring Week 2018 is 'Can new technology help the nation stop
snoring?'. The aim of the week is to motivate snorers to focus
their attention on the problem and inspire them to try and do
something about it.

**App
apathy - Snorers yet to embrace new technology.**

The British Snoring &
Sleep Apnoea Association (BSSAA) conducted a UK wide survey into how
new technology can be used as the starting point to achieve a
peaceful night's sleep. 1,234 snorers took part revealing that over
82% have not considered using their mobile phone as tool to
effectively identify & monitor their snoring problem.

The results of the
survey revealed that, when used, a simple phone app for monitoring
snoring can have many positive benefits. Overwhelmingly, it helped
give snorers the realisation of how bad their problem was, prompting
them to take positive action. A large number of respondents used the
app data to show their GP how bad their snoring problem was, with
many subsequently being referred to a specialist sleep clinic for a
sleep study to test for sleep apnoea.

Snorers are 3 to 4 times
more likely to suffer adverse health conditions than non-snorers,
making it essential to identify the cause and find a solution. Using
a phone app to monitor your sleep allows snorers to test the efficacy
of different anti-snoring solutions. The vast majority of respondents
found this to be the most useful feature.

87% believed the data
provided by the app was accurate and an encouraging 76% would
recommend using an app to others.

The British Snoring &
Sleep Apnoea Association makes the following recommendation;

1. Use a phone app to
   monitor your snoring on a normal night.
2. Take the
   Interactive Snore Tests to identify to the cause of the snoring and
   discover the appropriate treatment.
   http://www.britishsnoring.co.uk/itests/
3. Following the
   suggestions made by the Interactive Snore Tests, monitor their
   effect on the volume and frequency of your snoring using the phone
   app.

Our survey indicated
that over 95% of snorers would consider using an app to monitor their

Scan Me:

snoring.

The British Snoring &
Sleep Apnoea Association is a registered not-for-profit organisation
that promotes public awareness that snoring is treatable and,
therefore, nobody needs suffer from this troublesome complaint. BSSAA
provides help and information to snorers and their bed
partners/families, and also offers clinically proven snoring
remedies.

Notes:

- Survey conducted
  online between January & March 2018
- 1,234 respondents
- Aged between
  15-65+, average age of respondents:45-54
- 661 males &
  573 females.
- 407 (32%)
  respondents own a fitbit or other wearable
- Snorelab is the
  most used app (used by 69% of respondents)

Facts about snoring:

- 15 million snorers
  in the UK.
- 10.5 million men
  4.5 million women.
- 40-50% of patients
  do not comply with suggested treatment.

- Men
  are louder snorers than women.

- 58%
  of snorers are between 50-59 years of age.
- The average sound of snoring is around 50dB
  but can reach up to 100dB which is the equivalent to listening to a
  motorbike roaring in your ear.
- Napoleon Bonaparte, Winston Churchill, Teddy
  Roosevelt and even Queen Victoria were all snorers.
- Snorers have less sex than their non-snoring
  counterparts.

For further information
visit http://www.britishsnoring.co.uk
or contact Dan Kew on 01737 245638 or email dan@britishsnoring.co.uk

![pressat logo]

Company Contact:

British Snoring & Sleep Apnoea Association

T. 01737 245638
E. dan@britishsnoring.co.uk
W. http://www.britishsnoring.co.uk/

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.britishsnoring.pressat.co.uk