

MOST MARRIED CANADIANS (54%) DEAL WITH A SNORING PARTNER

*Partner's Snoring Has Negative Effect On Many People's Lives
And Marriages*



Ipsos Reid

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MOST MARRIED CANADIANS (54%) DEAL WITH A SNORING PARTNER

Partner's Snoring Has Negative Effect On Many People's Lives And Marriages

Toronto, ON - According to a new Ipsos Reid survey conducted on behalf of, most married Nutravite, people in Canada (54%) admit that their partner snores when sleeping. Regionally, the biggest married snorers are residents of British Columbia (60%), followed by Ontarians (58%) – while married residents of Quebec are the least likely to snore.

The survey reveals that among those who are married to a snorer, their partner's snoring has a negative effect on many aspects of their life and marriage. For example:

- Six in ten (63%) agree that "at times, (their) partner's snoring keeps them awake at night and contributes to their fatigue";
- 44% agree that they are "sometimes fearful that their partner may be experiencing sleep apnea"; and
- 36% agree that "on most nights I would rather share my bed with a good sleeper who doesn't snore than a good lover who will keep me up with their snoring".

These are the findings of an Ipsos Reid poll fielded from October 5th to October 10th 2006. For the survey, a representative randomly selected sample of over 1700 married Canadians. With a sample of this size, the aggregate results are considered accurate to within ± 2.5 percentage points, 19 times out of 20, of what they would have been had this entire population been polled. The margin of error will be larger within each sub-grouping of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

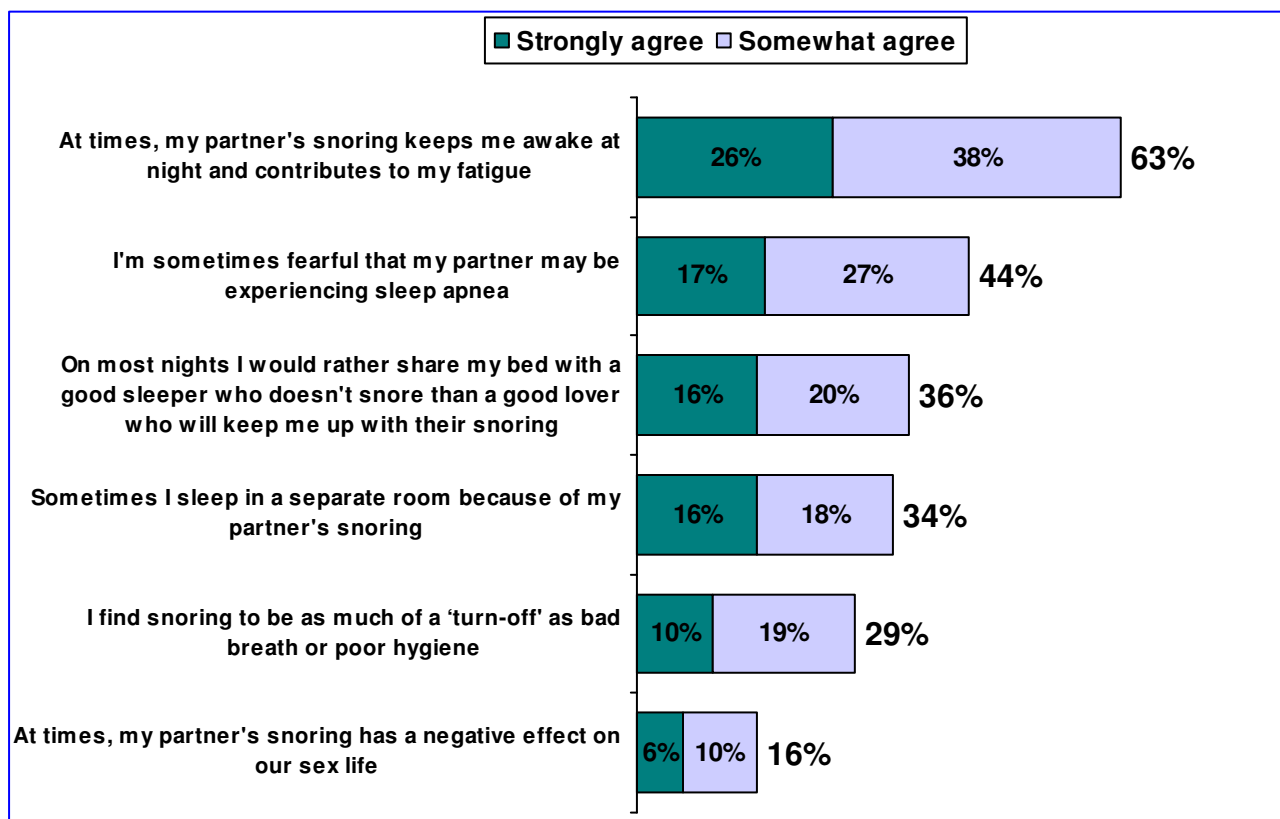
Among Married Couples: 54% Say Their Partner Snores...

Among married couples in Canada, 54% admit that their partner snores when sleeping (46% say their partner does not).

- Regionally, the biggest married snorers are residents of British Columbia (60%), followed by Ontarians (58%) – while married residents of Quebec are the least likely to snore.
- Women are more likely to say their partner snores than are men (62% vs. 43%).
- As education level rises propensity to have a partner that snores declines.

Snoring Has Profound Effect On People's Lives...

Thinking about your partner's snoring, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements:





- “At times, my partner’s snoring keeps me awake at night and contributes to my fatigue” – agreement is highest in British Columbia (72%) and Atlantic Canada (70%), and among women (66% vs. 58%).
- “I’m sometimes fearful that my partner may be experiencing sleep apnea” – agreement is highest in Alberta (53%) and Saskatchewan/Manitoba (52%), and lowest in Quebec (38%), and is higher among women (47% vs. 39% among men).
- “On most nights I would rather share my bed with a good sleeper who doesn’t snore than a good lover who will keep me up with their snoring” - agreement is highest among women (38% vs. 30% among men), and is highest in Alberta (41%) and Quebec (38%).
- “Sometimes I sleep in a separate room because of my partner’s snoring” – agreement is highest among women (36% vs. 29% among men), and among those over the age of 34 (37% vs. 28% among those age 18-34).

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