



The American Speech-Language-Hearing Association Noisy Environments Poll

Summary

Spring 2017



AMERICAN
SPEECH-LANGUAGE-
HEARING
ASSOCIATION

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Background and Objectives

- ASHA has conducted this poll to support its efforts around Better Hearing and Speech Month.
- The poll centers on the noisy environments that Americans experience when making out-of-home entertainment choices and how these environments may contribute to hearing loss. It builds on a recent study released by the CDC.
- The goal of the project is to understand how US adults feel about noisy environments and how they affect their out-of-home entertainment decisions.
- This information will help ASHA develop story lines to highlight during Better Hearing and Speech Month and to draw attention to these issues.

Methodology

- Design and analysis were developed and prepared by Crux Research Inc. in consultation with ASHA.
- This wave was conducted online from March 6 – 9, 2017.
- The study included US adults, aged 18 or older. Quotas were set by age group, gender, race/ethnicity, and region to ensure that the resulting sample parallels US Census demographic targets.
- 1,007 respondents completed the questionnaire.
- All surveys and polls are subject to many sources of error. The term “margin of error” is misleading for online polls, which are not based on a probability sample which is a requirement for margin of error calculations. If this study did use probability sampling, the margin of error would be +/-3%.
- The median length of individual interviews was 8 minutes.

Executive Summary



Executive Summary

Key Findings

- Hearing health is seen as an important contributor to the quality of life of Americans. This is true across the entire age range of respondents.
- Many respondents wish their hearing was better and a majority feel that their hearing isn't as good as it could be. While concerns about hearing health are most apparent among older Americans (ages 60+), even younger respondents have concerns.
- This may be because about 30% know a family member or friend who has been diagnosed with noise-induced hearing loss.
- US adults take part in a wide variety of out-of-home activities. Younger adults take part in many more activities with the exception of one, dining out in restaurants, which older adults take part in most frequently.
- Respondents of all ages feel that society has become noisier. And, very few respondents prefer noisy out-of-home activities.
- Older adults are more likely to prefer quiet leisure activities. This preference seems to take hold for a majority of adults starting at about age 40.

Executive Summary

Key Findings (Continued)

- A preference for quiet leisure activities is more pronounced among those who have hearing difficulty or who feel that their hearing isn't as good as it used to be.
- Noisy environments are seen as often being more energetic, and for some adults, are preferred because they reduce social pressure to interact or talk with others. On the other hand, noisy environments are seen as disadvantageous because they make it difficult to engage in conversation.
- Even younger adults are unlikely to agree that “noisy environments are more fun.”
- There are many adults who are concerned that noise reduces their enjoyment of activities, has harmed their hearing in the past, and might harm their hearing in the future. These concerns are age-independent – younger adults have them just as much as older respondents.

Executive Summary

Key Findings (Continued)

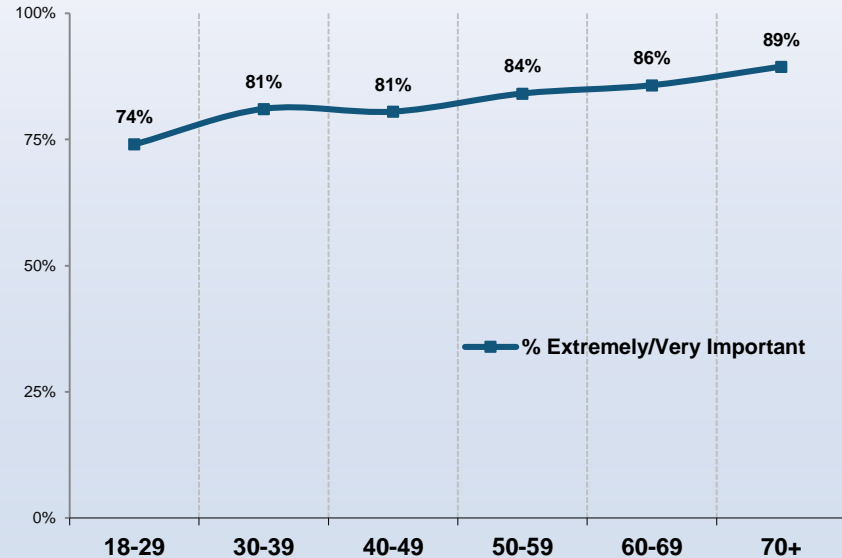
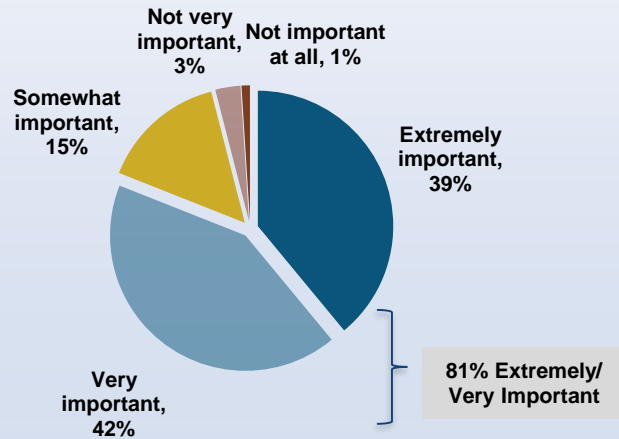
- It seems to be one's view of his/her own hearing health that matters more than age to these concerns. If a respondent feels he/she has hearing difficulty or his/her hearing isn't as good as it used to be, he/she is more likely to express concerns over noise in leisure venues.
- All this said, respondents report taking some steps to limit the amount of noise they are exposed to. Some will not go back to a place if it is too noisy or won't consider an activity in the first place because of noise.
- US adults do feel that venues should make some changes, such as turning volumes down, making design changes to help lower noise, etc. They are strongly in support of increased consumer and venue owner education about the health impact of noisy environments.

Attitudes Towards Hearing



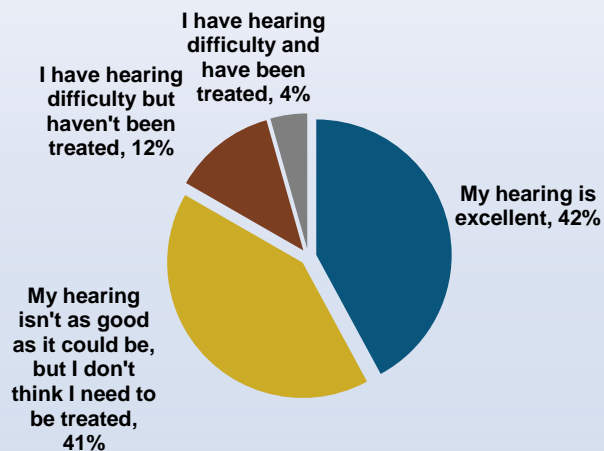
Respondents of all ages feel hearing health is important to their quality of life

As you age, how important is maintaining your hearing health to the quality of your life?

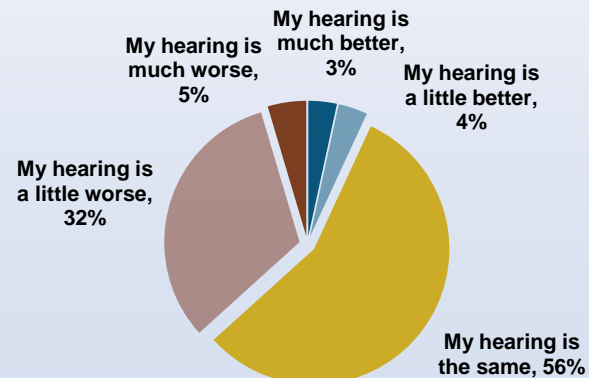


Many respondents feel their hearing isn't as good as it could be or that they have hearing difficulties

Which best describes your own hearing health?

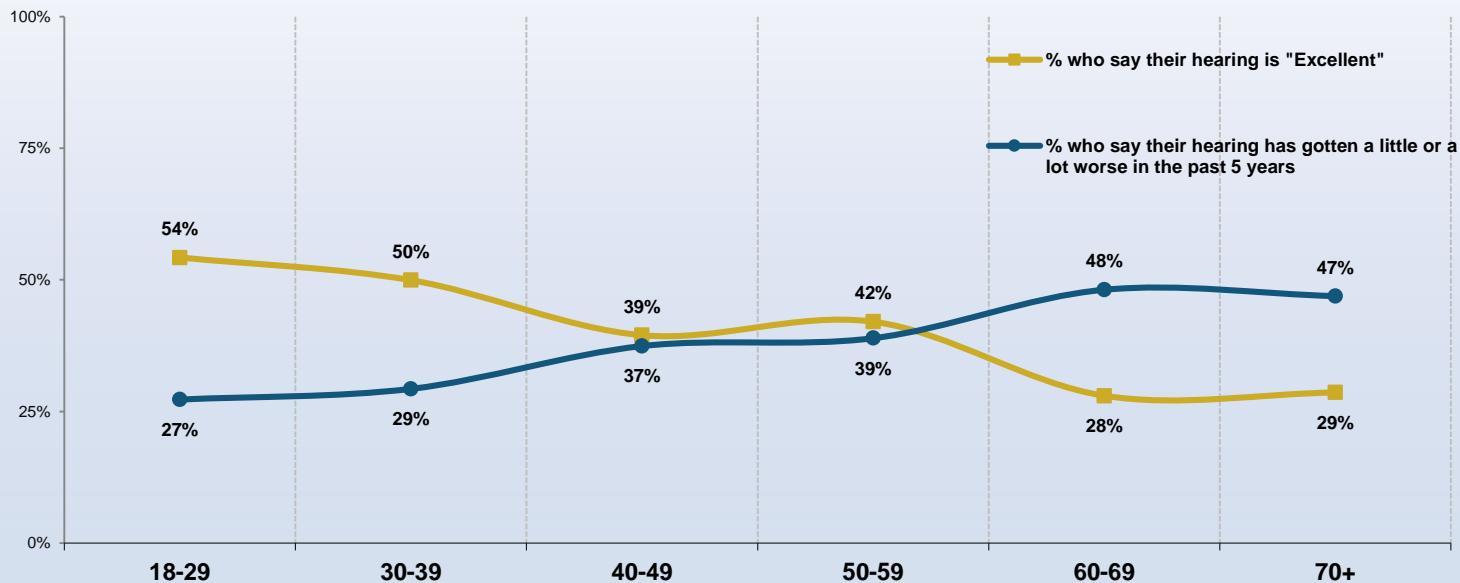


How would you describe your hearing compared to 5 years ago?



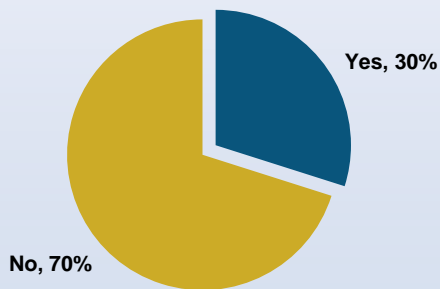
As respondents age, they are more likely to say their hearing has gotten worse and less likely to say their hearing is excellent

Which best describes your own hearing health? /
How would you describe your hearing compared to 5 years ago?

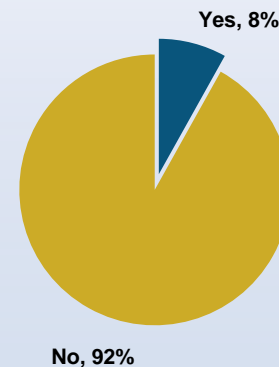


About 3 in 10 respondents know someone with noise-induced hearing loss
8% have been diagnosed themselves

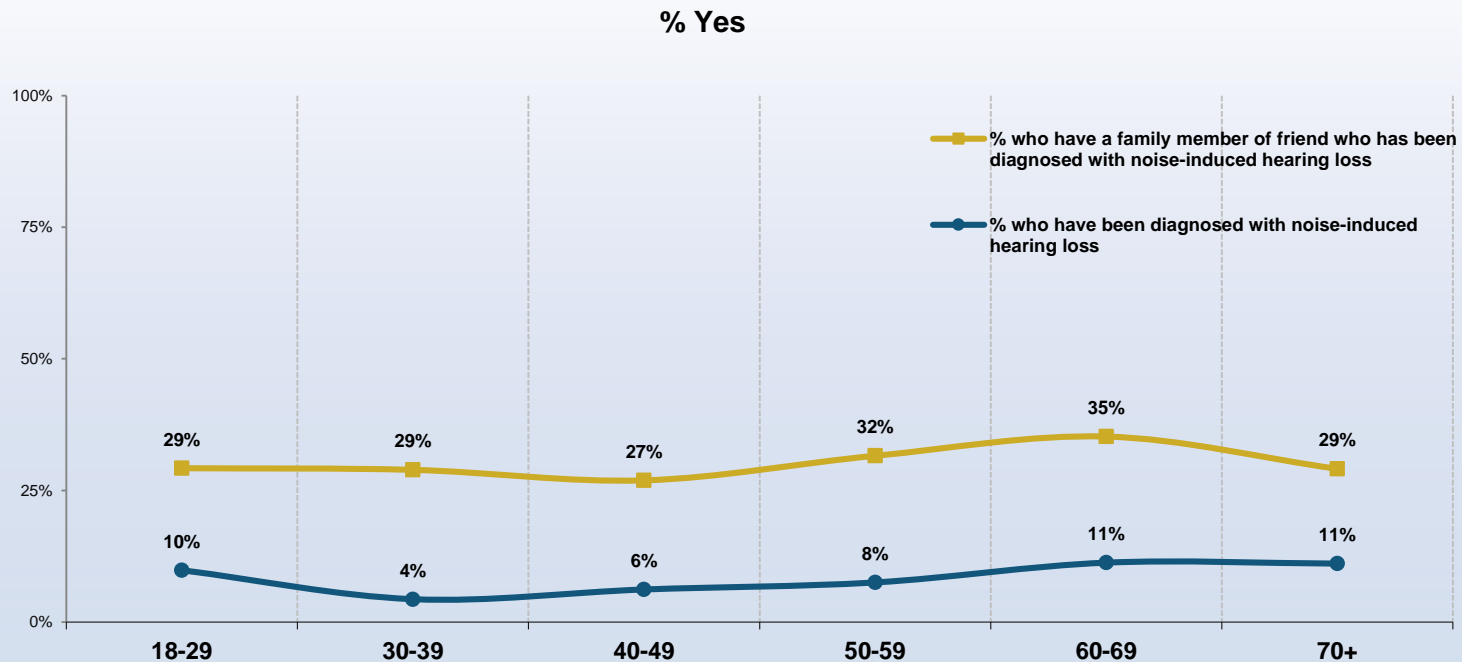
Do you know a family member or friend who has been diagnosed with noise-induced hearing loss?



Have you been diagnosed with noise-induced hearing loss?



Many respondents of all ages know someone who has been diagnosed with noise-induced hearing loss

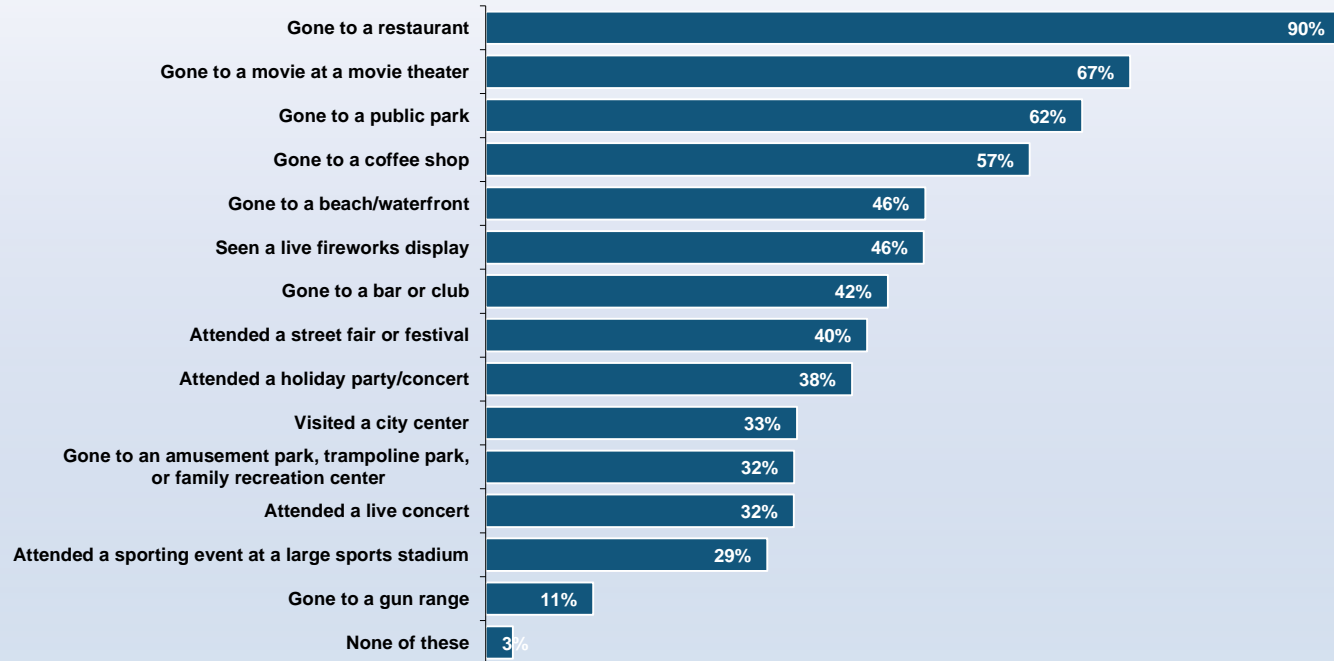


Current Leisure Activities and Attitudes Towards Noisy Environments



Most respondents have gone to a restaurant or movie theater in the past year

Please indicate which of these activities you have done in the past year.



Participation in most out-of-home activities decreases as respondents age

Going to restaurants is an exception

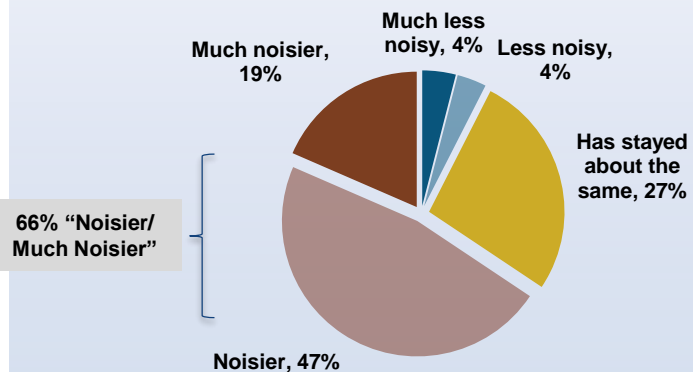
Please indicate which of these activities you have done in the past year.

	18-29	30-39	40-49	50-59	60-69	70+
Gone to a restaurant	83%	89%	93%	89%	92%	94%
Gone to a movie at a movie theater	74%	79%	73%	65%	55%	49%
Gone to a public park	67%	73%	68%	60%	56%	42%
Gone to a coffee shop	62%	66%	59%	56%	49%	43%
Gone to a beach/waterfront	47%	50%	55%	43%	41%	35%
Seen a live fireworks display	41%	50%	53%	49%	37%	41%
Gone to a bar or club	44%	54%	47%	46%	33%	18%
Attended a street fair or festival	41%	48%	41%	40%	36%	30%
Attended a holiday party/concert	42%	46%	40%	37%	30%	28%
Visited a city center	32%	39%	38%	31%	30%	22%
Gone to an amusement park, trampoline park, or family recreation center	43%	50%	37%	26%	16%	8%
Attended a live concert	41%	37%	31%	30%	22%	25%
Attended a sporting event at a large sports stadium	34%	35%	30%	28%	22%	22%
Gone to a gun range	14%	13%	12%	12%	8%	5%

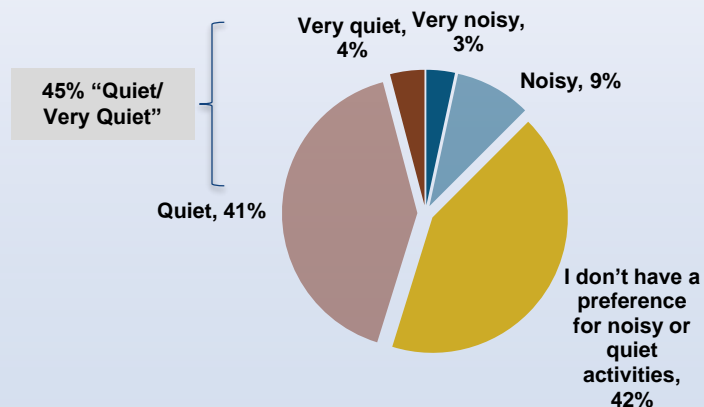
Two-thirds of respondents feel society has become noisier

Most prefer quiet activities

Over the past few years, do you feel that society has become ...?

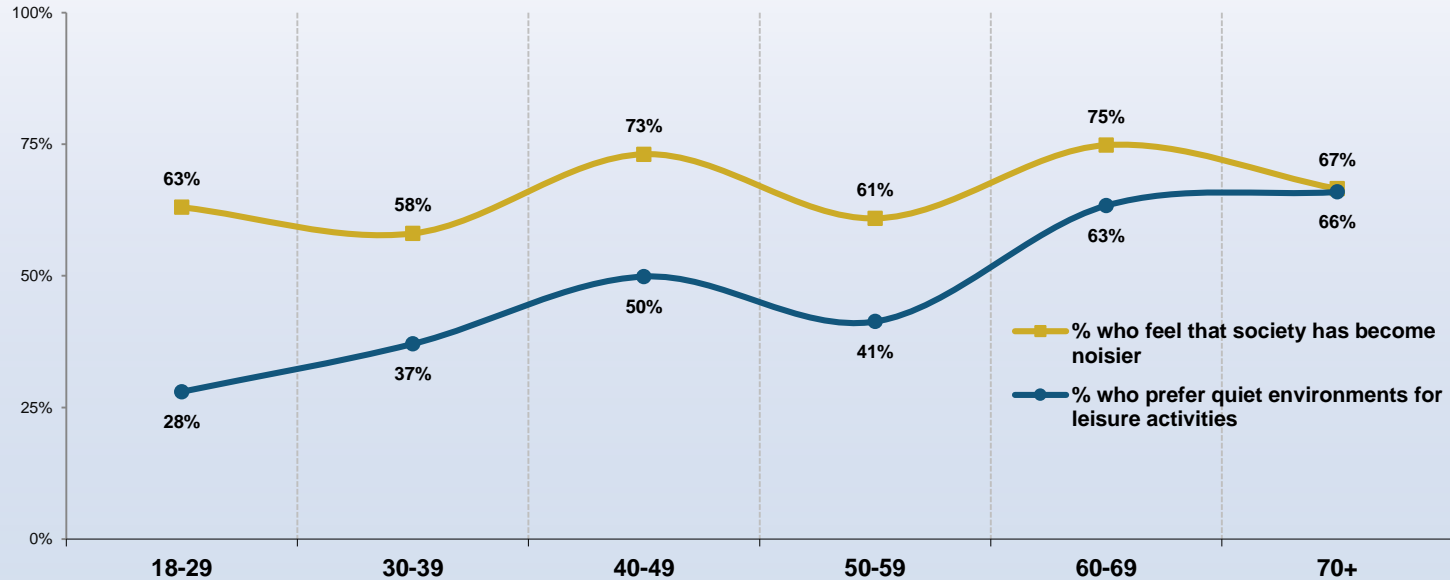


Do you tend to prefer out-of-home leisure activities that are ...?



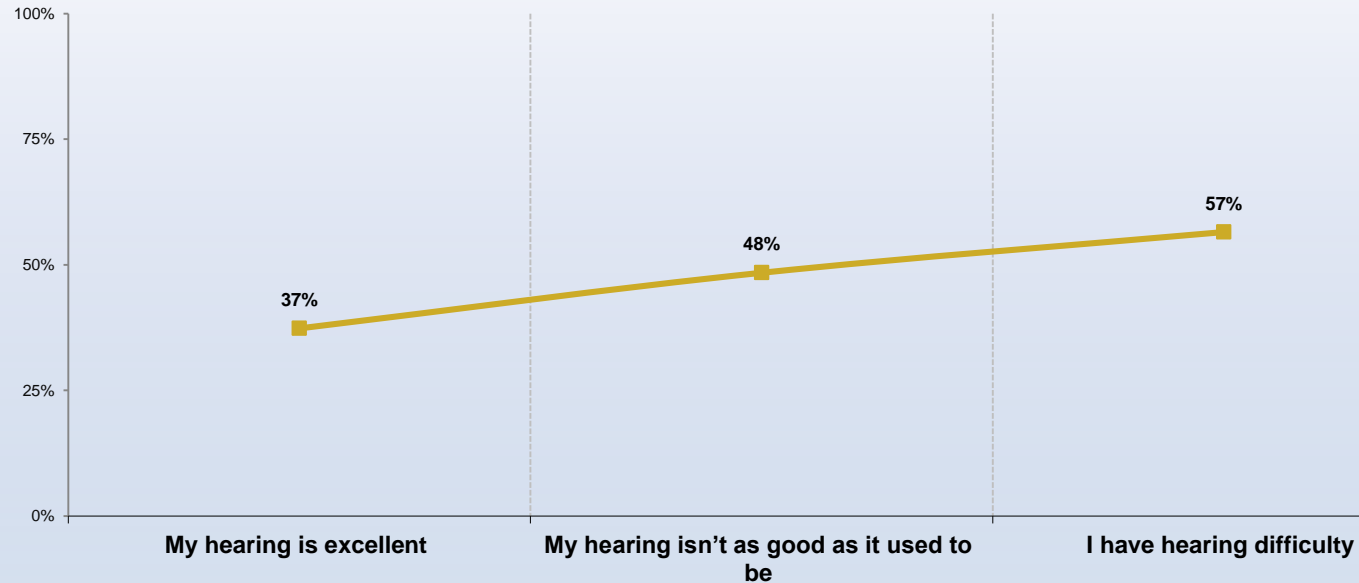
A preference for quiet leisure activities increases with age

Over the past few years, do you feel that society has become ...?/
Do you tend to prefer out-of-home leisure activities that are ...?



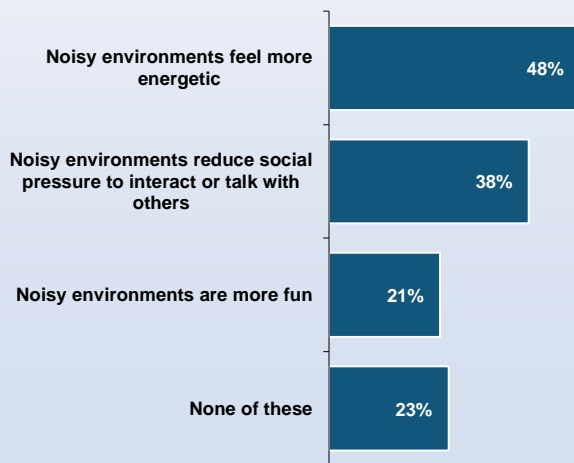
Those with hearing difficulties are most likely to prefer quiet environments

% who prefer quiet environments for leisure activities

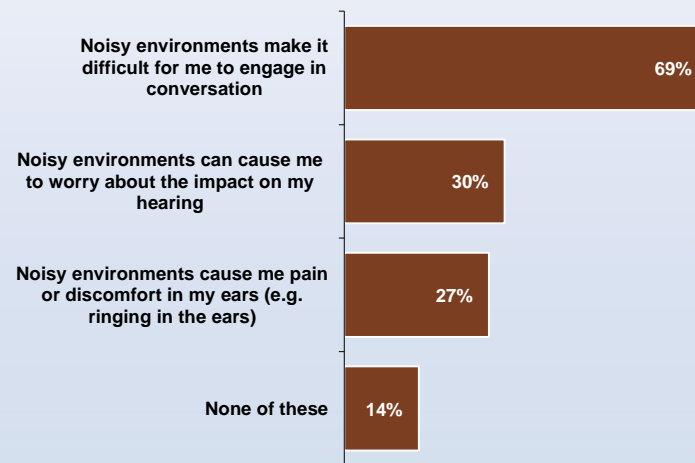


While noisy environments can feel more energetic, they are also seen as making it difficult to engage in conversation

Which of the following would you say can be advantageous to having noisy environments for leisure activities?

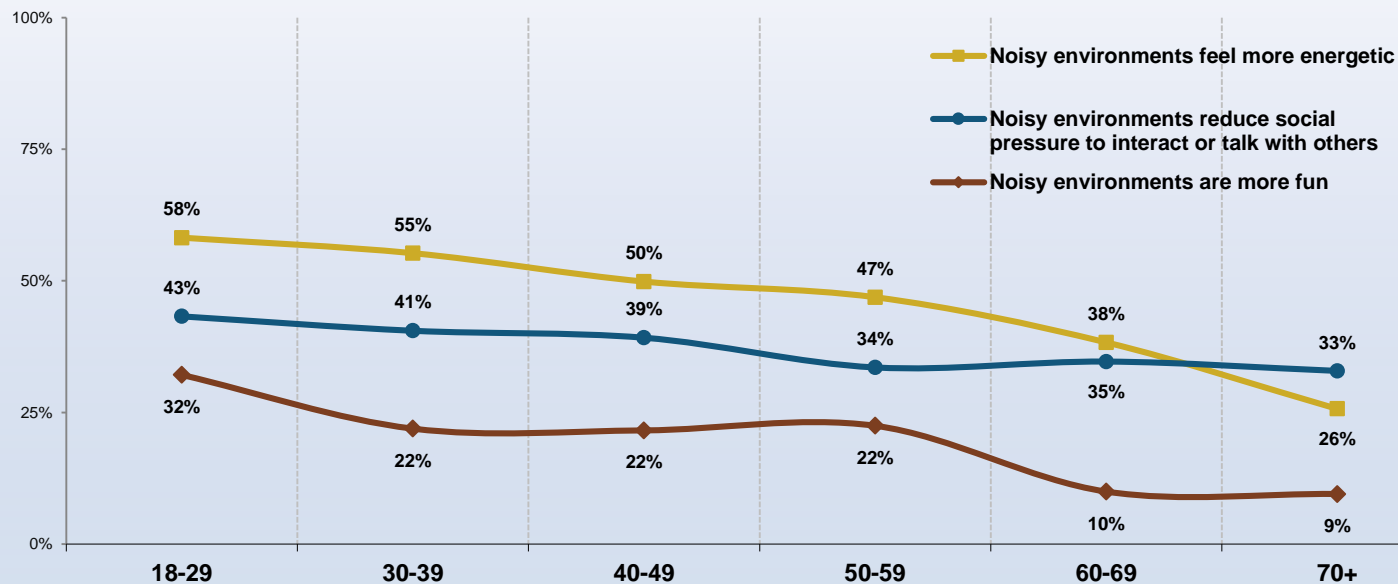


Which of the following would you say can be disadvantageous to having noisy environments for leisure activities?



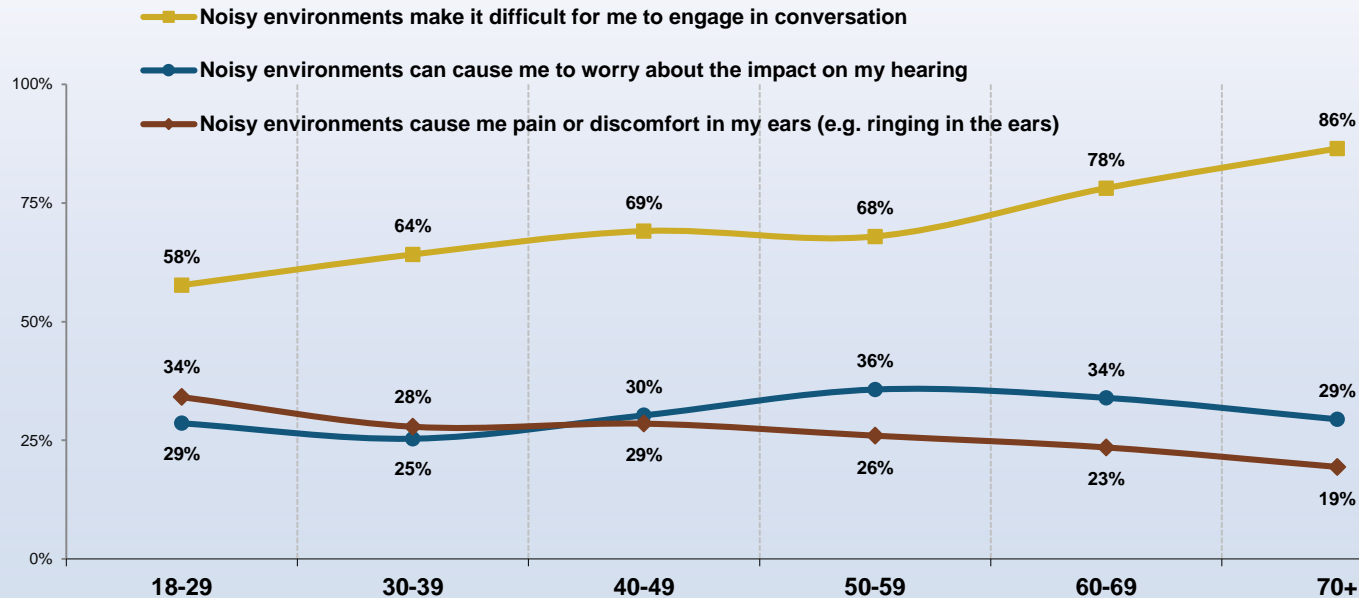
Older individuals are less likely to feel that noisy environments are energetic or fun

Which of the following would you say can be advantageous to having noisy environments for leisure activities?



Older individuals are more likely to feel like noisy environments make conversation difficult

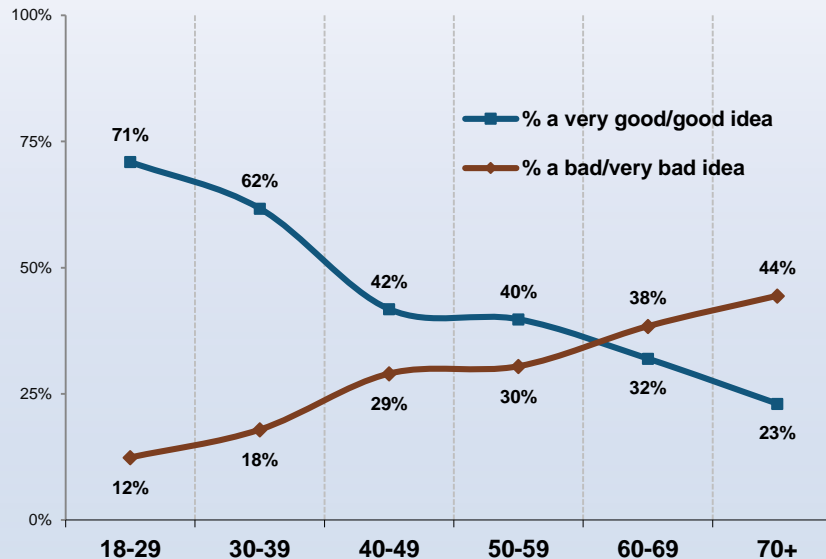
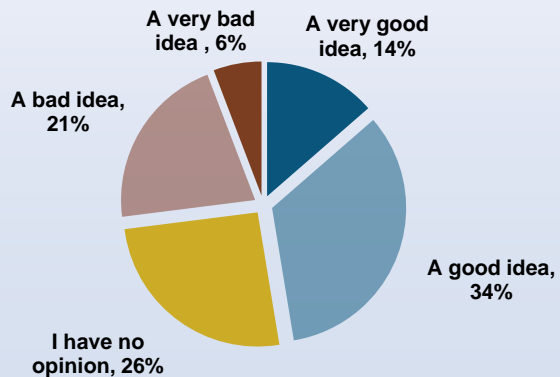
Which of the following would you say can be disadvantageous to having noisy environments for leisure activities?



Designing stadiums and restaurants to be noisy is seen as a good idea by younger respondents and as a bad idea by older respondents

Some venues, for example sports stadiums and restaurants, are being designed to be noisy, because it is thought this will benefit home teams and/or make the venue more exciting and fun.

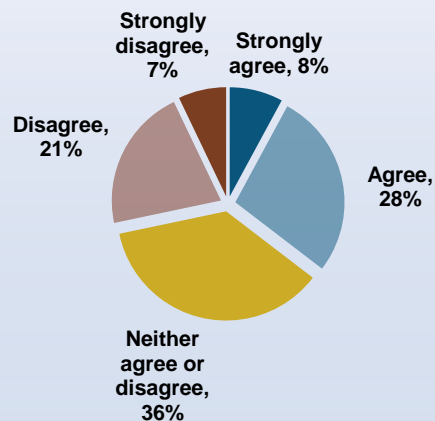
Do you feel this is ...?



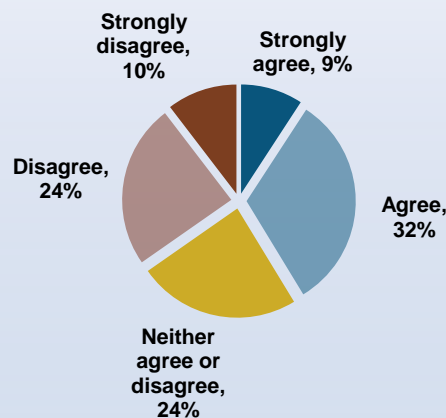
Many feel that noise reduces their enjoyment of activities, may have harmed their hearing in the past, and might harm it in the future

How much do you agree or disagree with this statement?

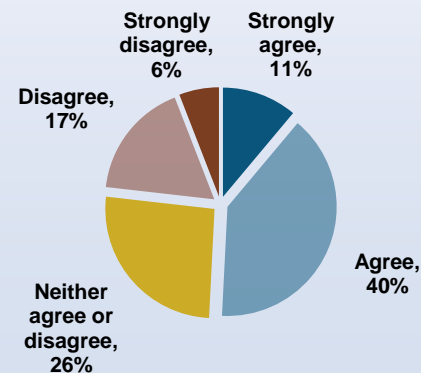
In the past few years, loud noise has reduced my enjoyment of out-of-home leisure activities.



I am concerned that my PAST exposure to loud leisure settings may have harmed my hearing.

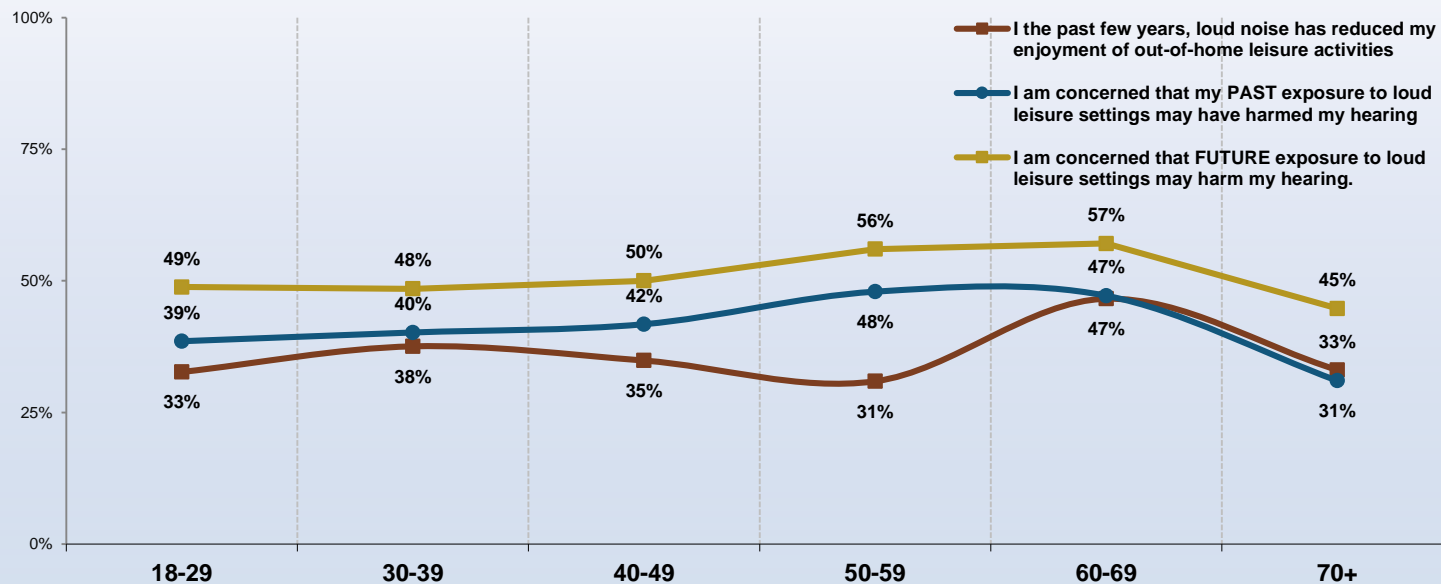


I am concerned that FUTURE exposure to loud leisure settings may harm my hearing.



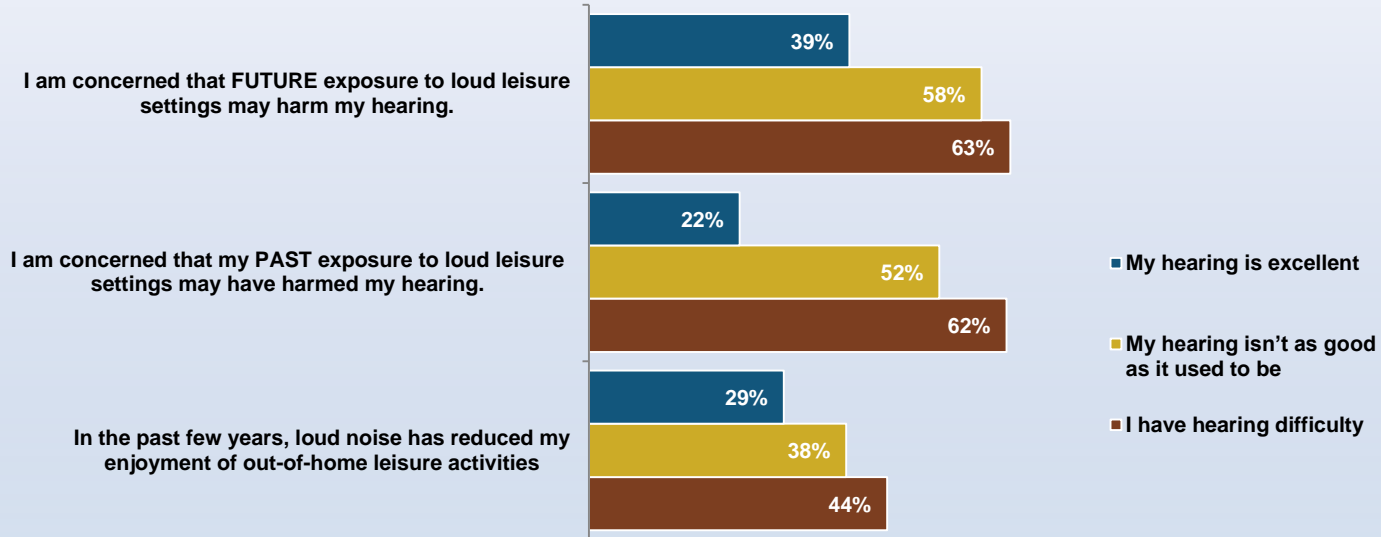
Concerns over how loud noise may affect leisure enjoyment and hearing are similar across all ages

% Who Strongly Agree/Agree



People with hearing difficulties are more concerned about exposure to loud leisure settings

How much do you agree or disagree with this statement?
% Strongly Agree / Agree

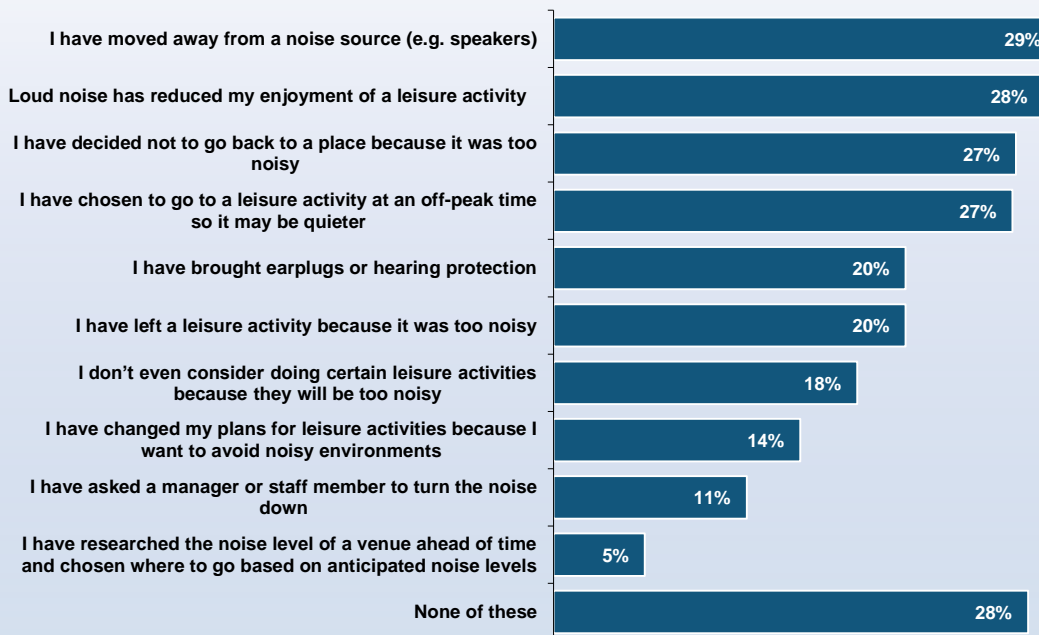


Past Behaviors



Many respondents have taken actions to limit the amount of noise they are exposed to in out-of-home activities

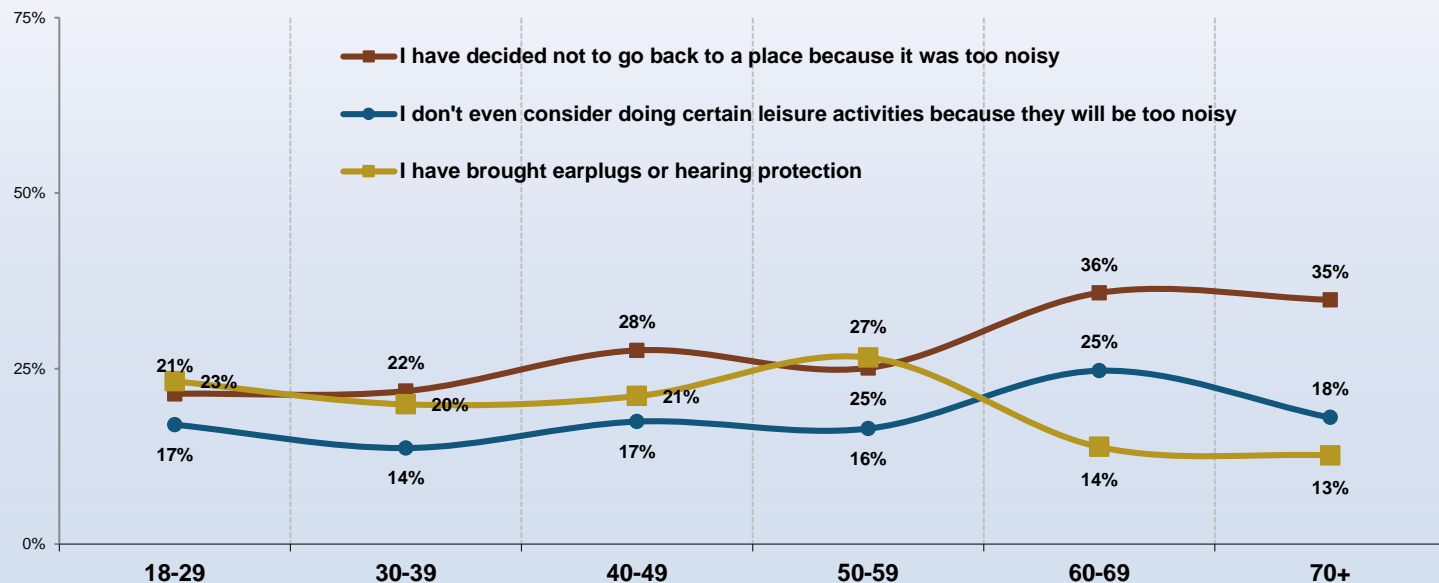
Please indicate which of the following you have done or has happened to you in recent years.



% of respondents who have done:
At least one of these things: 72%
At least two of these things: 47%
At least three of these things: 34%
At least four of these things: 20%

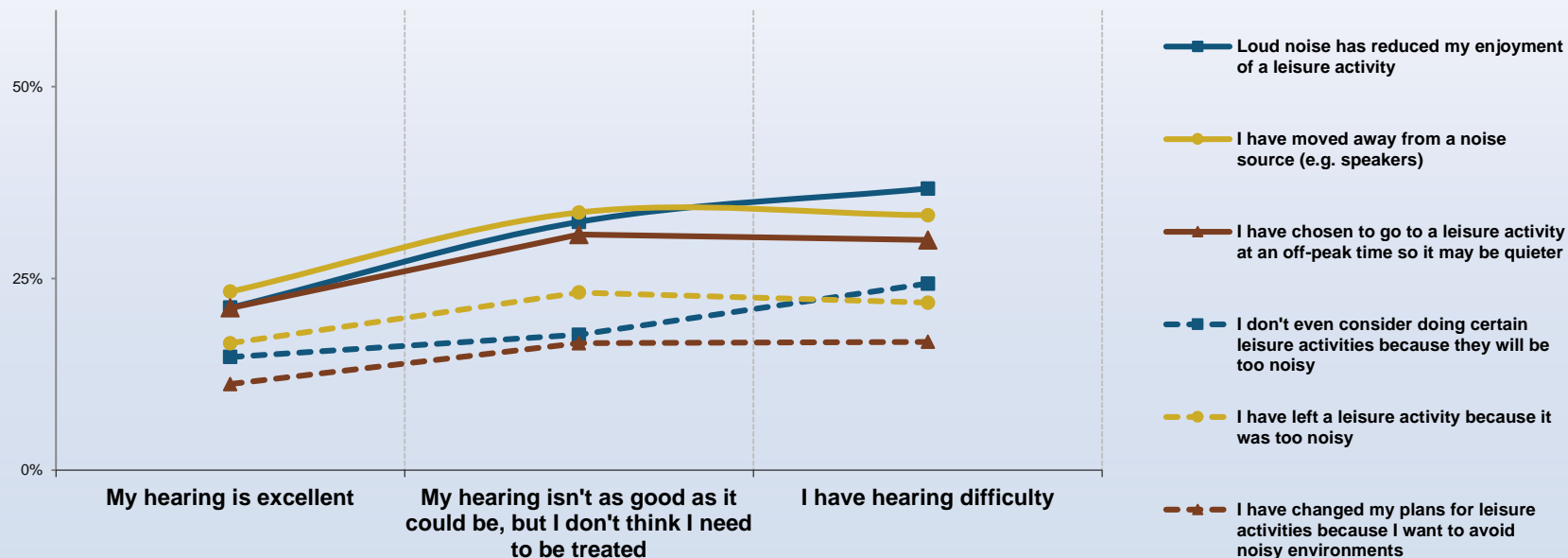
Older individuals are more likely to not go back to a place due to uncomfortable noise levels

Please indicate which of the following you have done or has happened to you in recent years.



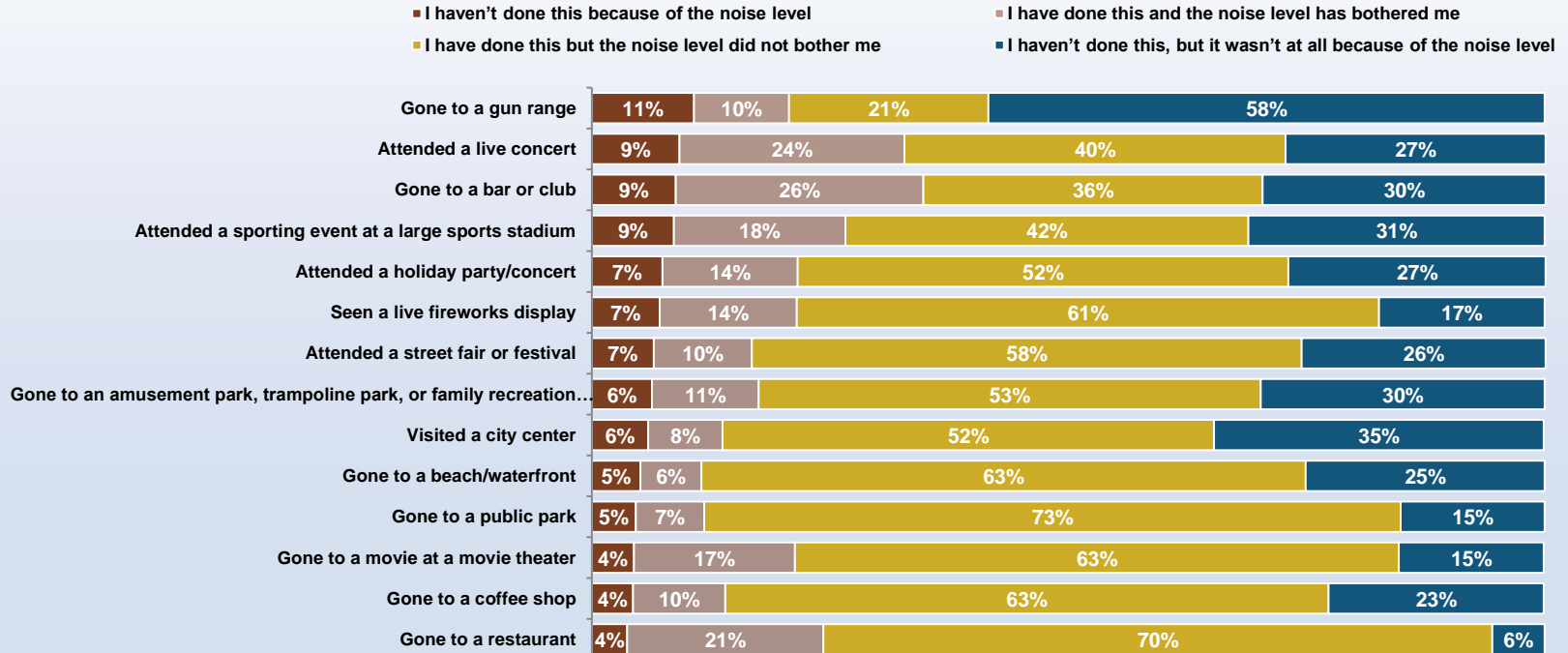
Those with hearing difficulty are more likely to feel that loud noise has reduced their enjoyment of a leisure activity

Please indicate which of the following you have done or has happened to you in recent years.



Some respondents avoid activities because of potential noise concerns

Indicate if the potential noise level at these activities has affected whether you take part in them or your enjoyment of them.



Noise levels may prevent activities and restrict enjoyment for a substantial number of people

Indicate if the potential noise level at these activities has affected whether you take part in them or your enjoyment of them.

	I have done this and the noise level has bothered me / I haven't done this because of the noise level					
	18-29	30-39	40-49	50-59	60-69	70+
Gone to a restaurant	24%	29%	25%	25%	24%	16%
Gone to a coffee shop	22%	15%	10%	14%	9%	11%
Gone to a movie at a movie theater	28%	22%	19%	21%	16%	18%
Gone to a public park	20%	15%	9%	8%	9%	5%
Gone to a beach/waterfront	19%	14%	7%	9%	9%	6%
Visited a city center	20%	14%	14%	12%	10%	7%
Gone to an amusement park, trampoline park, or family recreation center	22%	16%	20%	18%	14%	11%
Attended a street fair or festival	25%	23%	13%	12%	15%	10%
Seen a live fireworks display	28%	23%	19%	19%	21%	16%
Attended a holiday party/concert	27%	14%	20%	21%	26%	20%
Attended a sporting event at a large sports stadium	30%	24%	29%	26%	23%	23%
Gone to a bar or club	38%	38%	37%	32%	37%	22%
Attended a live concert	38%	27%	38%	31%	33%	25%
Gone to a gun range	33%	19%	19%	16%	18%	14%

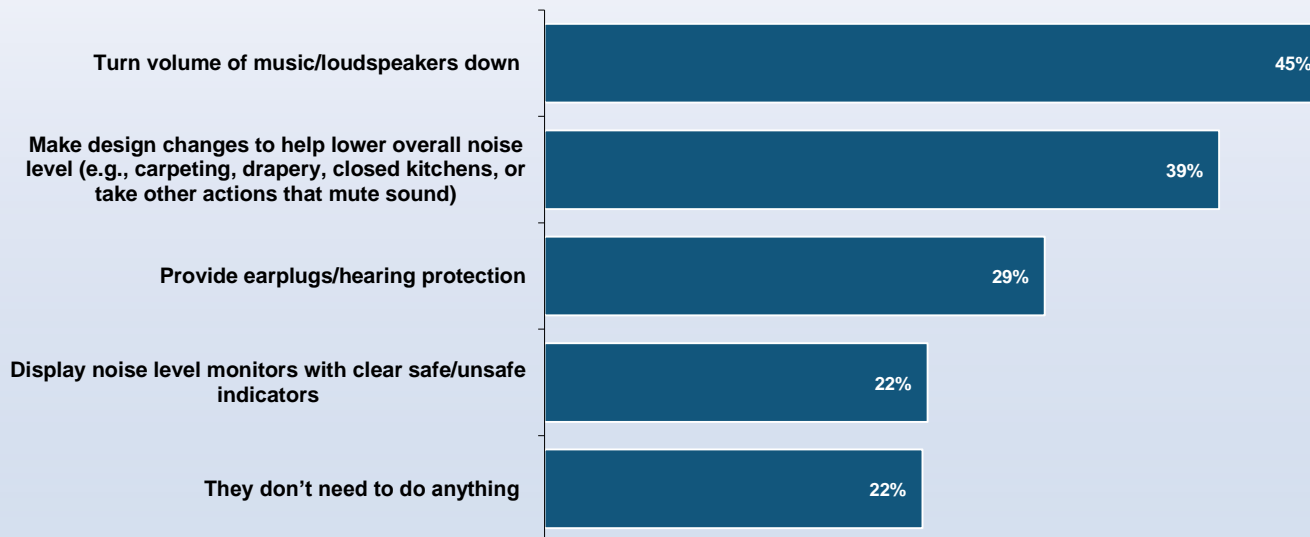
The Future



Many respondents want venues to turn the noise down

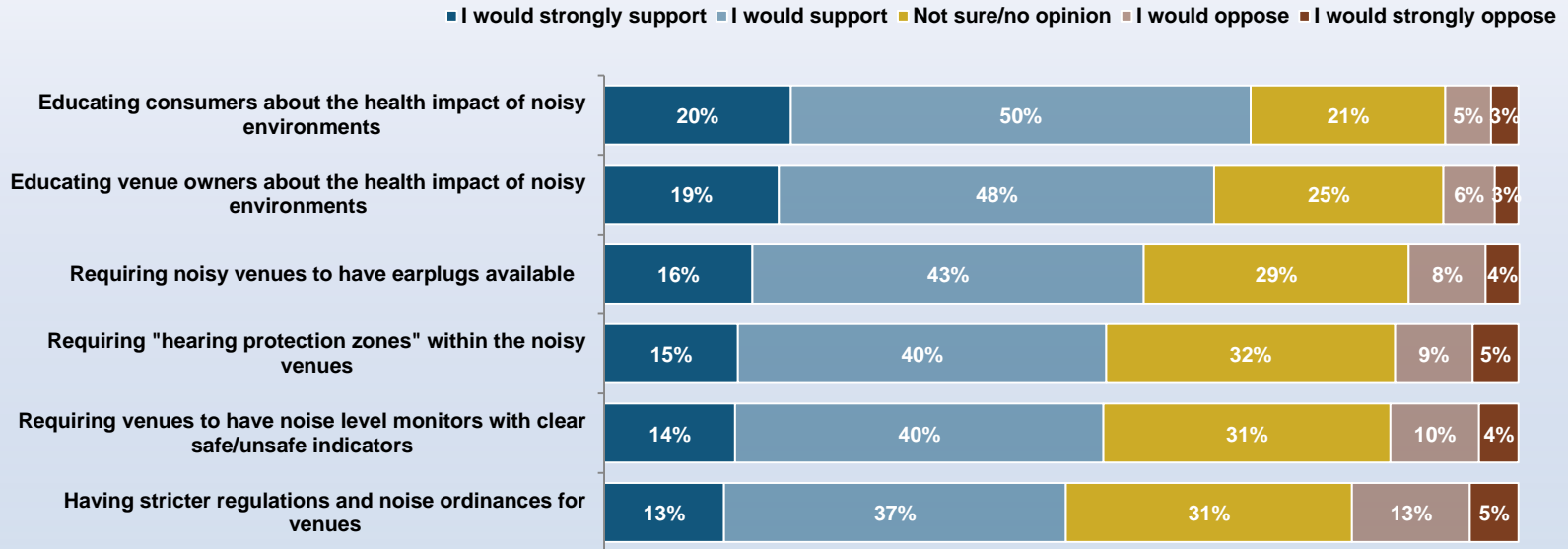
Many also think venues should make design changes to help control noise

Which of the following should noisy out-of-home leisure activity venues do to keep noise at a comfortable level for you?



Respondents are in favor of increased education of consumers and venue owners

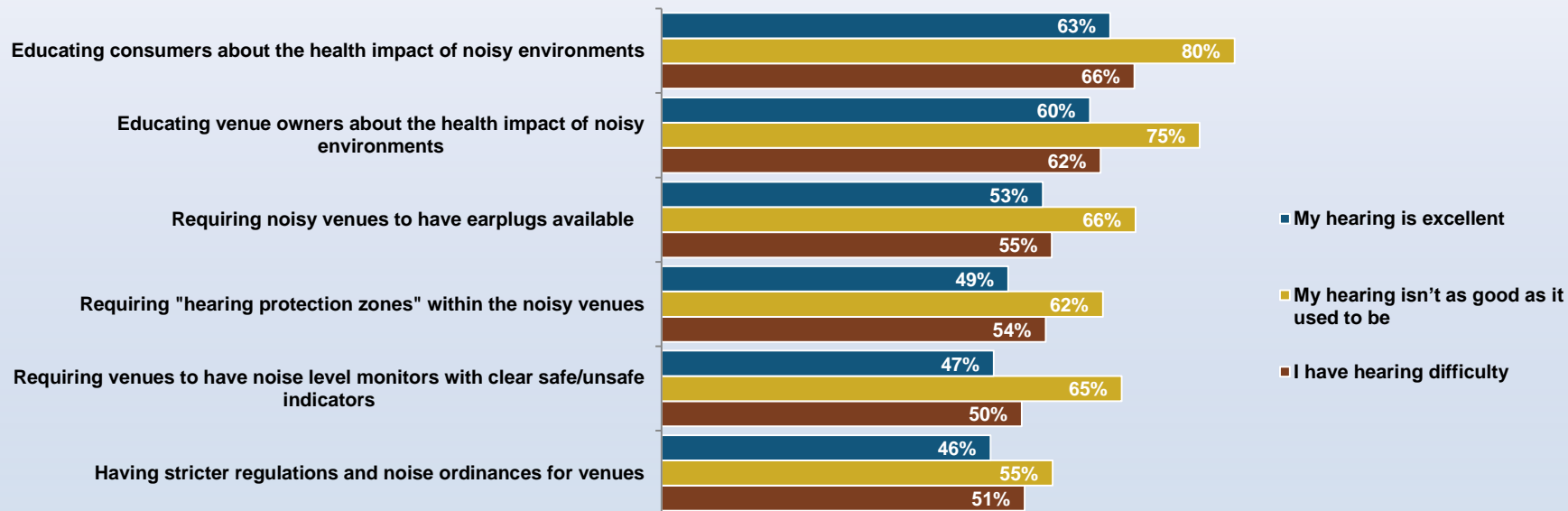
Below are some potential things that could be done to help reduce the noise level at out-of-home leisure venues. Please indicate how much you would support or oppose each.



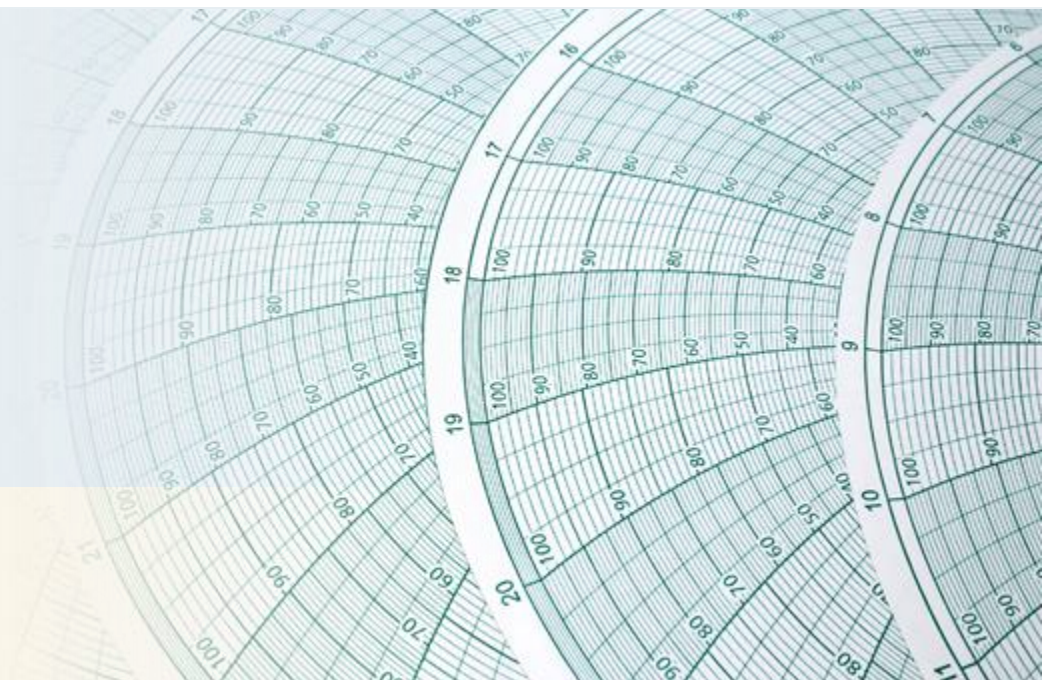
Those that feel their hearing isn't as good as it used to be are most likely to support new actions for noisy environments

Below are some potential things that could be done to help reduce the noise level at out-of-home leisure venues. Please indicate how much you would support or oppose each.

% Strongly Support / Support



Appendix: Respondent Characteristics



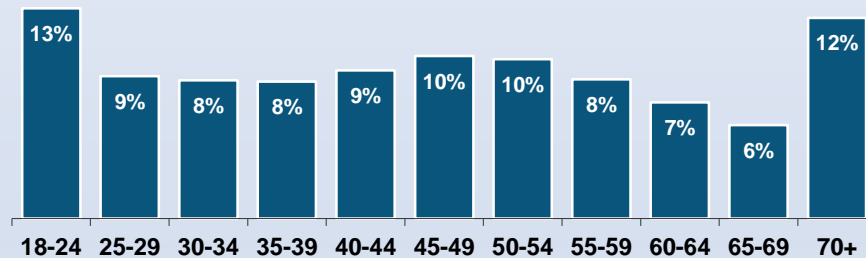
Respondents spanned a variety of age groups and both genders

Gender and Age of Respondents

Are you ...?



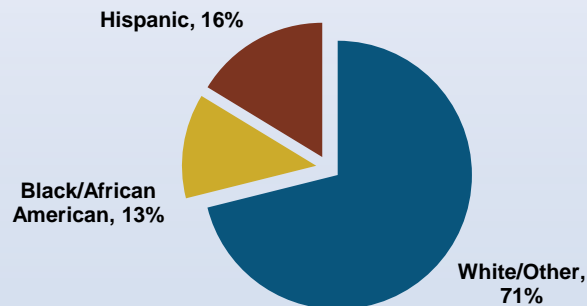
How old are you?



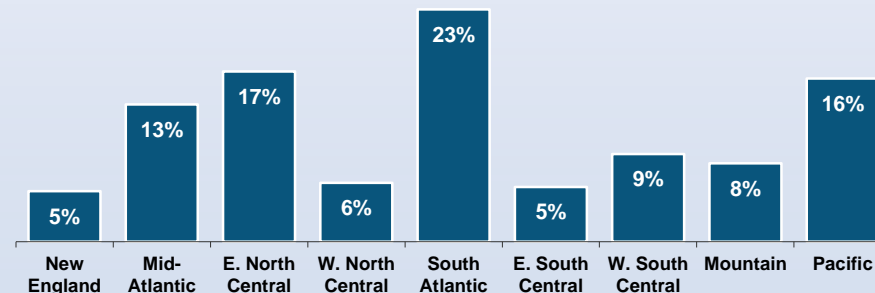
Respondents were representative of US targets for race/ethnicity and US Census regions

Race/Ethnicity and Region of Respondents

With which of the following racial groups do you most closely identify?



US Census Region



New England (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont)

Mid-Atlantic (New Jersey, New York, and Pennsylvania)

East North Central (Illinois, Indiana, Michigan, Ohio, and Wisconsin)

West North Central (Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota)

South Atlantic (Delaware, Florida, Georgia, Maryland, North Carolina, North Carolina, Virginia, Washington D.C., and West Virginia)

East South Central (Alabama, Kentucky, Mississippi, and Tennessee)

West South Central (Arkansas, Louisiana, Oklahoma, and Texas)

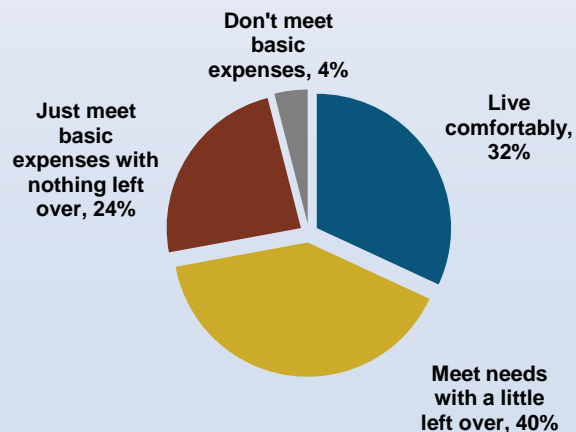
Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming)

Pacific (Alaska, California, Hawaii, Oregon, and Washington)

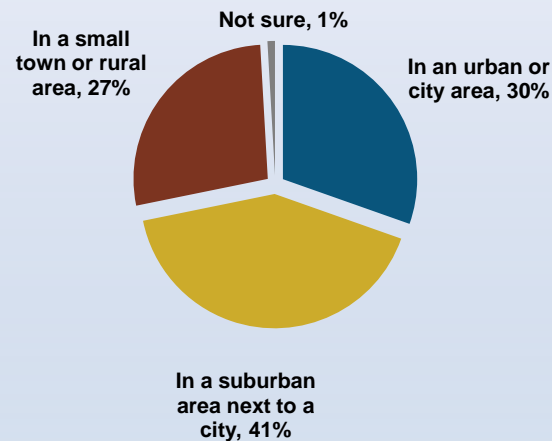
Respondents came from a range of financial situations and cities/towns/rural areas

Financial Situation and Residential Area of Respondents

How would you describe your family's overall financial situation, would you say you...?



Do you live...?



Respondents had a variety of educational backgrounds

Which best describes the highest level of education you have completed or the highest degree you have received?

