ASHA/AARP
National Poll on Hearing Health
Results: Minorities

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The right information for the right decisions.
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About this report

- This report is a supplement to a research report previously provided to ASHA. The previous report summarized key findings and provided results across the entire respondent base.

- This supplemental report concentrates on **findings among race/ethnic subgroups**. Specifically, three groups are shown:
  - Black/African American (117 respondents)
  - Hispanics (203 respondents)
  - White/other (1,839 respondents). This group is shown to help benchmark the results of the other two.

- It is important to note that the sampling frame consisted of the AARP membership base, aged 50 and higher. Results are thus projectable to the AARP membership database and not necessarily to the total 50+ population.

- For further information on study objectives and methodology, please refer to the previous research report.
What is the State of Hearing Health?
Blacks attach a relatively high level of importance to maintaining their hearing health

All groups attach a high importance to hearing health

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

- Extremely/very important
- Somewhat important
- Not very/not at all important

**Hispanic**
- 83% Extremely/very important
- 14% Somewhat important
- 15% Not very/not at all important

**Black/African-American**
- 92% Extremely/very important
- 5% Somewhat important
- 14% Not very/not at all important

**White/Other**
- 84% Extremely/very important
- 15% Somewhat important
- 14% Not very/not at all important

Q215 All respondents (n=2,232)
Blacks are more likely than others to report that their hearing is “excellent”
*Hispanics report the highest rates of untreated hearing issues*

Which best describes your own hearing health?

- My hearing is excellent
- My hearing isn’t as good as it could be, but I don’t think I need to be treated
- I have hearing difficulty but haven’t been treated
- I have hearing difficulty and have been treated

- **Hispanic**
  - 35% My hearing is excellent
  - 31% My hearing isn’t as good as it could be, but I don’t think I need to be treated
  - 19% I have hearing difficulty but haven’t been treated
  - 15% I have hearing difficulty and have been treated

- **Black/African-American**
  - 46% My hearing is excellent
  - 35% My hearing isn’t as good as it could be, but I don’t think I need to be treated
  - 10% I have hearing difficulty but haven’t been treated
  - 9% I have hearing difficulty and have been treated

- **White/Other**
  - 31% My hearing is excellent
  - 32% My hearing isn’t as good as it could be, but I don’t think I need to be treated
  - 15% I have hearing difficulty but haven’t been treated
  - 22% I have hearing difficulty and have been treated

Q240 All respondents (n=2,232)
Blacks are least likely to say that their hearing is getting worse

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

- **Hispanic**
  - Much/a little better: 3%
  - The same: 56%
  - Much/a little worse: 42%

- **Black/African-American**
  - Much/a little better: 4%
  - The same: 69%
  - Much/a little worse: 27%

- **White/Other**
  - Much/a little better: 3%
  - The same: 50%
  - Much/a little worse: 47%

Q245 All respondents (n=2,232)
Blacks report fewer hearing challenges than others
For many hearing issues, Hispanics report more issues than Whites or Blacks

Please check “yes” or “no” to indicate if the following statements are true for you.

% Yes

- I have difficulty hearing when there is noise in the background.
- I sometimes have to strain to understand a conversation.
- It is hard for me to follow a conversation when two or more people talk at once.
- I sometimes misunderstand what others are saying and respond inappropriately.
- Many people I talk to seem to mumble (or not speak clearly).
- A family member or friend often has to repeat what other people say to me so I can understand.
- I hear a ringing, roaring, or hissing sound a lot.
- Other people, such as my friends and family, often suggest that I might have difficulty hearing.
- People complain that I turn the TV volume up too high.
- I have difficulty understanding the speech of women and children.
- I avoid interacting with others because I can’t hear them as well as I would like to.

Hispanic
Black/African American
White/other

Q255 All respondents (n=2,232)
Minorities are slightly less likely to have had a hearing test

Blacks are least likely to own hearing aids

Which have you had in the past 5 years?

% who have had a hearing test

- Hispanic: 36%
- Black/African-American: 38%
- White/Other: 43%

% of respondents who own hearing aids

- Hispanic: 13%
- Black/African-American: 4%
- White/Other: 19%
Blacks are less likely to know someone who has hearing difficulty

Do you know a family member or friend who has difficulty hearing?
% Yes

- Hispanic: 63%
- Black/African American: 46%
- White/Other: 70%

Have you ever suggested to someone that they get professional help and treatment for a hearing difficulty?
% Yes Among those who know someone with a hearing difficulty

- Hispanic: 61%
- Black/African American: 56%
- White/Other: 61%

Q260  All respondents (n=2,232)
Q265  Know someone with hearing difficulty (n=1,510)
Do people feel that hearing health issues merit more attention?
All subgroups of respondents feel that the importance of getting a hearing checkup does not get enough attention

In your experience, does the importance of getting a regular hearing check-up get …?

- Insufficient attention compared to other health concerns
- About the right amount of attention compared to other health concerns
- Too much attention compared to other health concerns

**Hispanic**
- Insufficient attention: 72%
- About the right amount: 27%
- Too much attention: 1%

**Black/African-American**
- Insufficient attention: 63%
- About the right amount: 36%
- Too much attention: 2%

**White/Other**
- Insufficient attention: 68%
- About the right amount: 30%
- Too much attention: 2%

Q210 All respondents (n=2,232)
What are the consequences of hearing difficulties?
Blacks are less likely than others to say that hearing difficulties make it hard to follow conversations in noisy situations.

How much do you agree or disagree with the following statements?

*I find it hard to follow conversations in noisy situations.*

<table>
<thead>
<tr>
<th></th>
<th>Hispanic</th>
<th>Black/African-American</th>
<th>White/Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Strongly agree/agree</td>
<td>57%</td>
<td>43%</td>
<td>63%</td>
</tr>
</tbody>
</table>
Whites are slightly more likely to feel that hearing difficulties can affect relationships with family and friends

How much do you agree or disagree with the following statements?

**Hearing difficulties can negatively impact my relationships with my family and friends.**
\[ \% \text{ Strongly agree/agree} \]

- Hispanic: 37%
- Black/African American: 40%
- White/Other: 45%

**Family gatherings are a strain because so many people are talking at once.**
\[ \% \text{ Strongly agree/agree} \]

- Hispanic: 33%
- Black/African American: 27%
- White/Other: 44%

Q500 Admit they have some hearing difficulty (n=1,514)
Respondents of all types are unlikely to talk to family members about hearing difficulties

Who would you be likely to talk to if you felt you had difficulty with your hearing?

% saying “a family member”

- Hispanic: 29%
- Black/African-American: 27%
- White/Other: 22%

Q230 All respondents (n=2,232)
What prevents people from getting treatment for hearing health issues?
Whites tend to be more likely to report that being able to live with hearing issues and cost issues prevent getting treatment

Which might prevent you from getting help for your hearing difficulty?

- Minor hearing difficulties are easy enough to live with untreated
  - Hispanic: 21%
  - Black/African American: 20%
  - White/other: 29%

- My health insurance doesn’t sufficiently cover the cost of treatment for hearing difficulties
  - Hispanic: 29%
  - Black/African American: 29%
  - White/other: 27%

- Treating hearing difficulties would cost too much
  - Hispanic: 27%
  - Black/African American: 21%
  - White/other: 28%

Q305 All respondents (n=2,232)
All subgroups feel that their hearing problem isn’t severe enough to treat, or is easy enough to “cover up”

How much do you agree or disagree with the following statements?

% Strongly agree/agree

- **My hearing is fine in some situations, so I don’t feel I need treatment.**
  - Hispanic: 44%
  - Black/African American: 44%
  - White/other: 43%

- **Unless I feel my hearing difficulty is severe, I am unlikely to want to be treated for it.**
  - Hispanic: 38%
  - Black/African American: 31%
  - White/other: 37%

- **It is easy to find ways to cover up some hearing difficulties.**
  - Hispanic: 27%
  - Black/African American: 26%
  - White/other: 24%

Q310 All respondents (n=2,232)
What will motivate more people to seek treatment for hearing health issues?
All types of respondents are compelled to seek help for hearing issues if they feel their issues limit their relationships

How much do you agree or disagree with the following statements?

% Strongly agree/agree

I would be more likely to seek treatment for a hearing difficulty if …?

- I felt it was limiting my relationship with my family and friends.
  - Hispanic: 53%
  - Black/African American: 62%
  - White/other: 59%

- Someone I cared about urged me to seek treatment.
  - Hispanic: 60%
  - Black/African American: 63%
  - White/other: 65%

- I felt that treating difficulty hearing would cause me to be less of a burden on my family.
  - Hispanic: 58%
  - Black/African American: 65%
  - White/other: 65%

- My grandchildren asked me to seek treatment. (Among those with grandchildren)
  - Hispanic: 42%
  - Black/African American: 60%
  - White/other: 49%

Q400 All respondents (n=2,232)
Most say they would be likely to get a check-up if they felt they had difficulty hearing

*Blacks are most likely to seek treatment*

If you felt you had difficulty with your hearing, how likely would you be to get a hearing check-up?

**Q220 All respondents (n=2,232)**

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Extremely/very likely</th>
<th>Somewhat likely</th>
<th>Not very/not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>81%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>90%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>White/Other</td>
<td>80%</td>
<td>15%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Q220 All respondents (n=2,232)