



# ASHA/AARP

## National Poll on Hearing Health

### Results: Minorities

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*The right information for the right decisions.*



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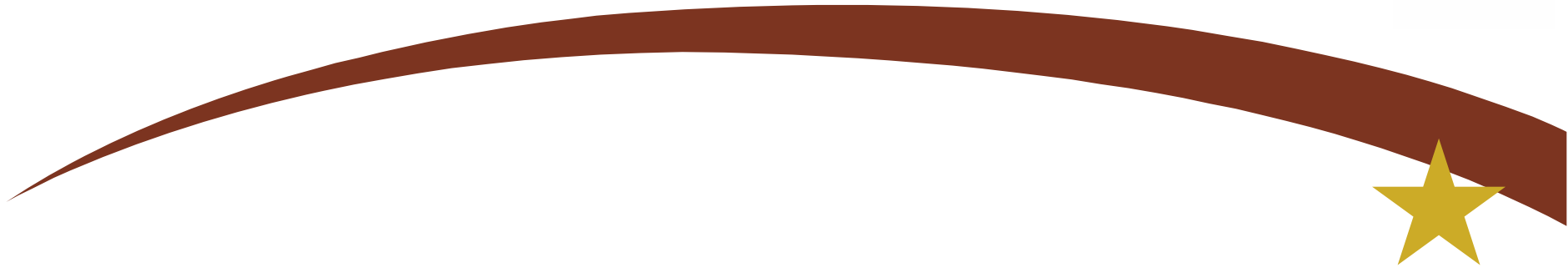
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## About this report

- 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.



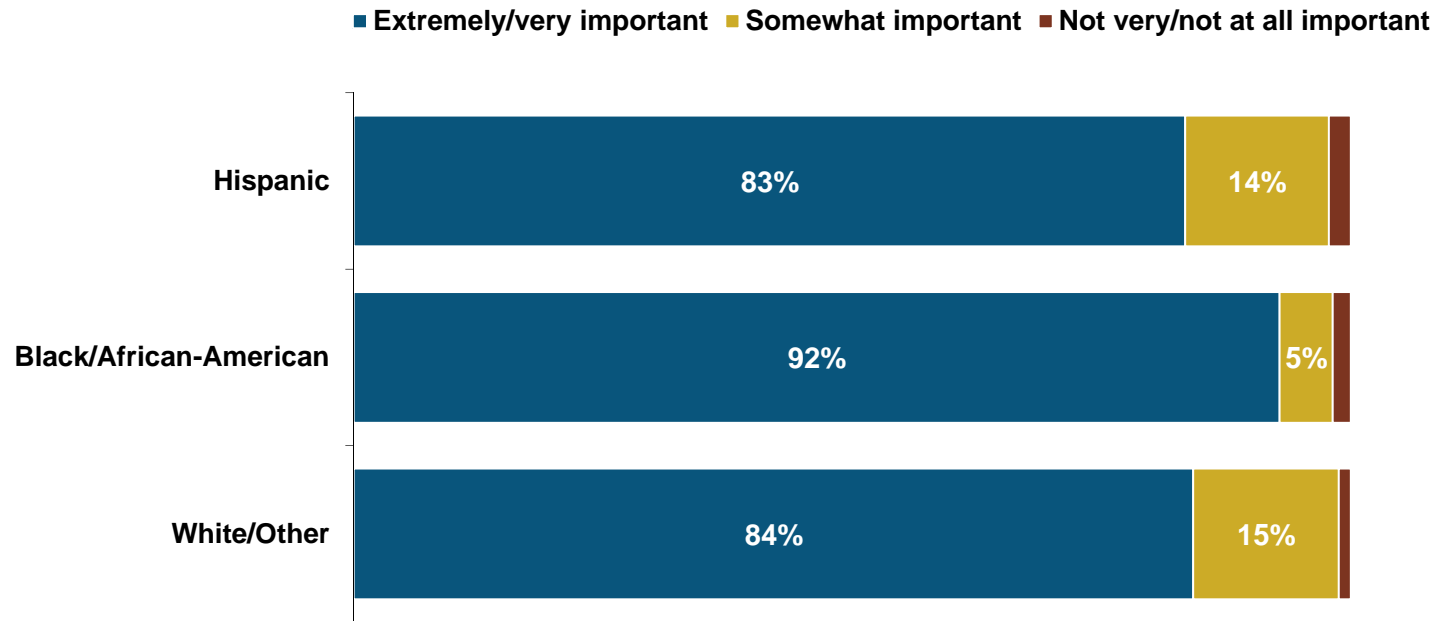
## What is the *State of Hearing Health?*



# 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?



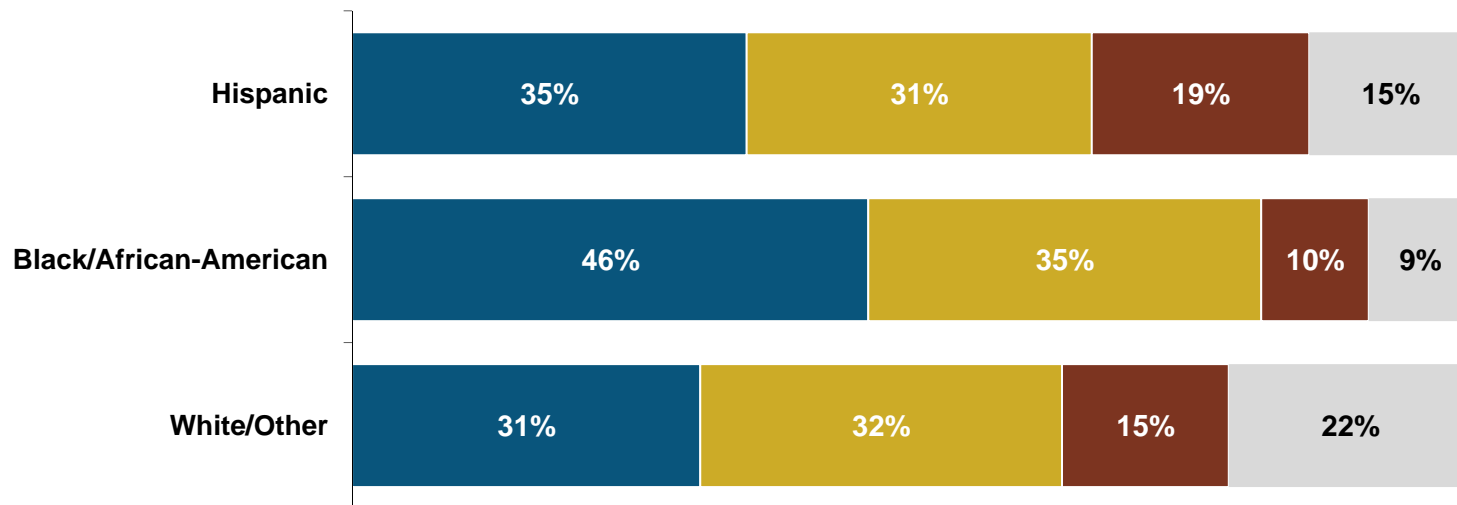


# Blacks are more likely than others to report that their hearing is “excellent”

*Hispanics report the highest rates of untreated hearing issues*

## Which best describes your own hearing health?

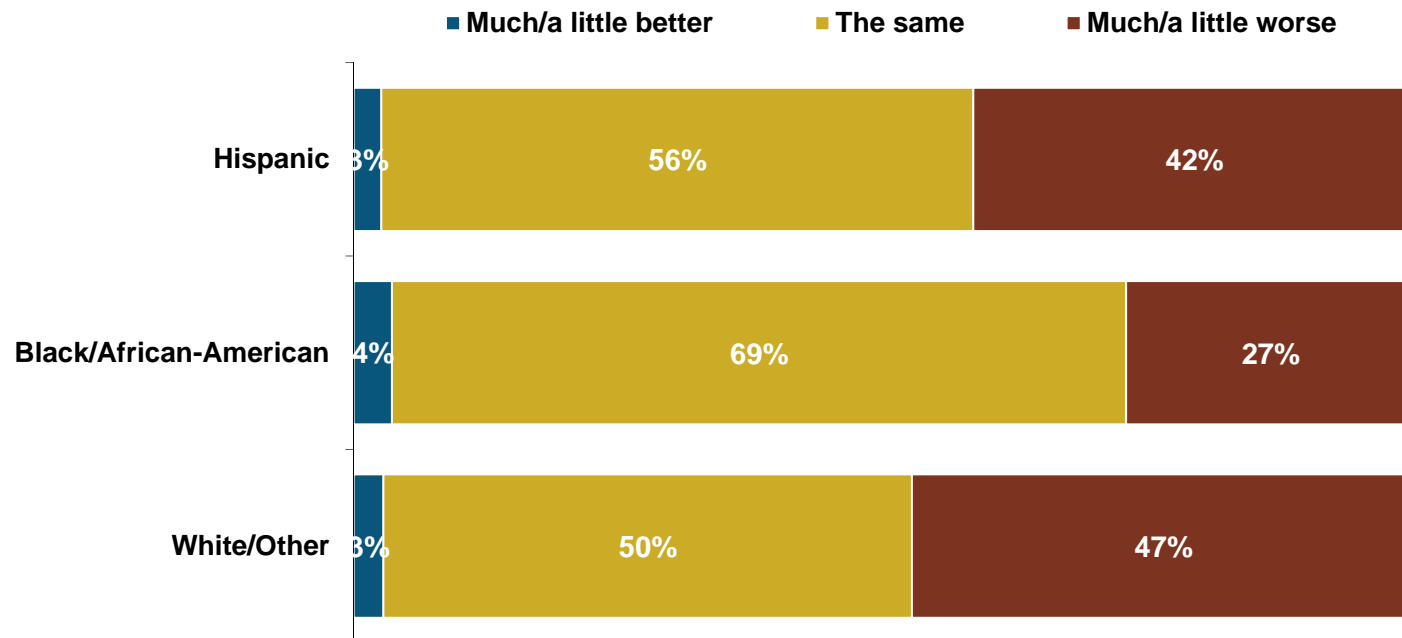
- My hearing is excellent
- My hearing isn't as good as it could be, but I don't think I need to be treated
- I have hearing difficulty but haven't been treated
- I have hearing difficulty and have been treated





# Blacks are least likely to say that their hearing is getting worse

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



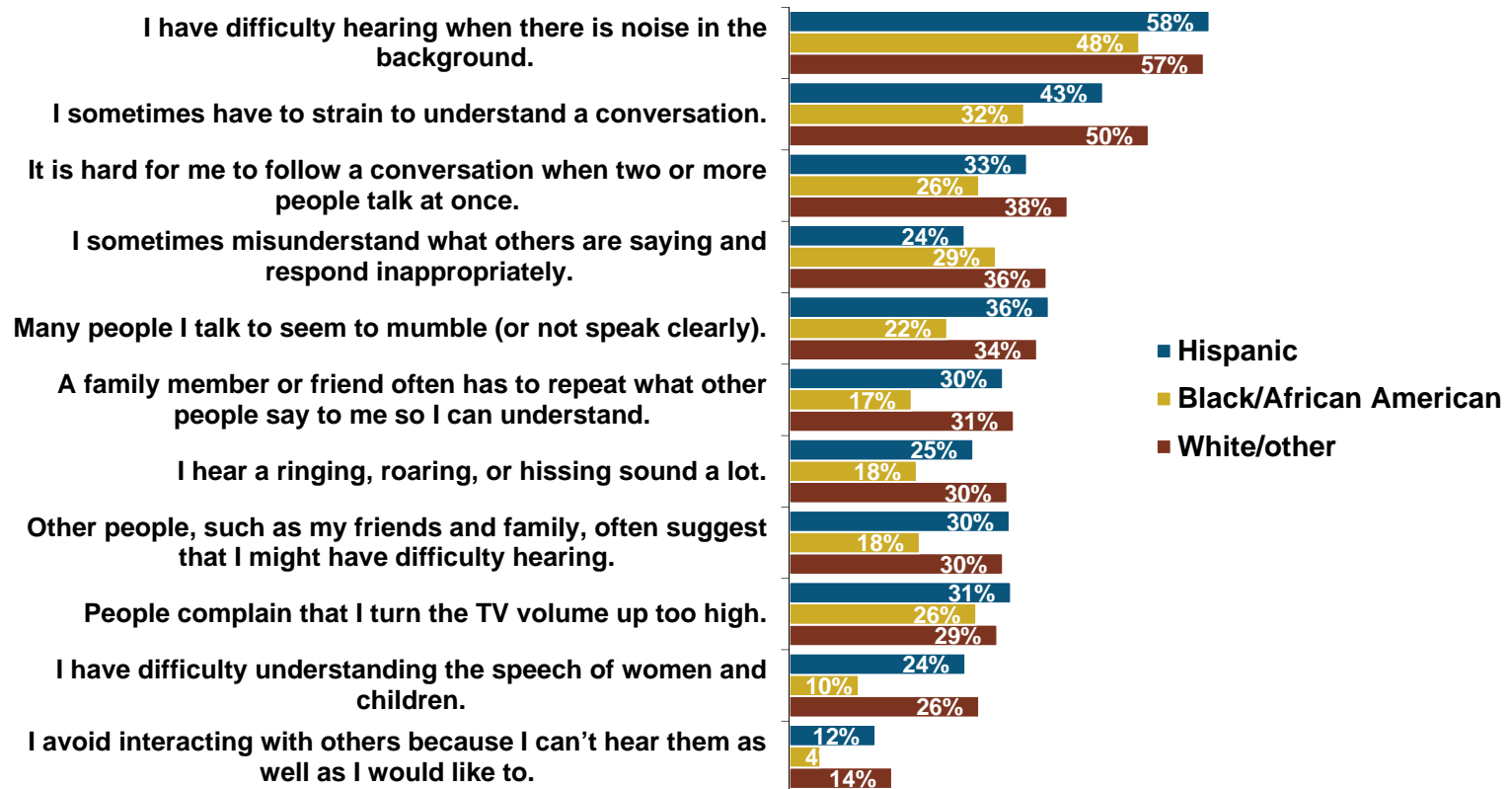


# Blacks report fewer hearing challenges than others

*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**



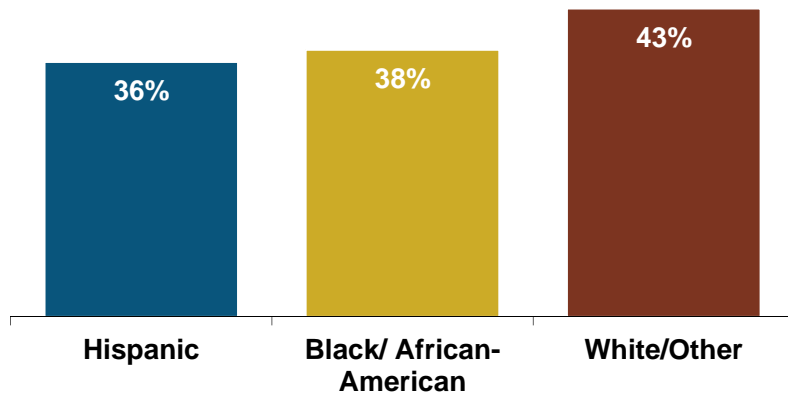




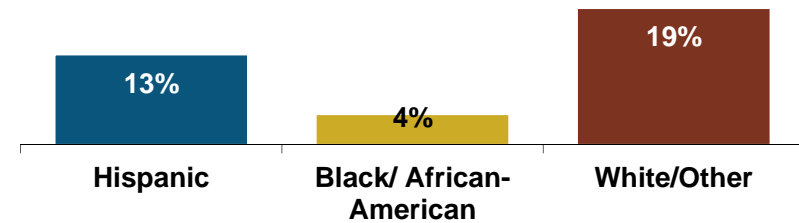
# Minorities are slightly less likely to have had a hearing test

*Blacks are least likely to own hearing aids*

Which have you had in the past 5 years?  
*% who have had a hearing test*

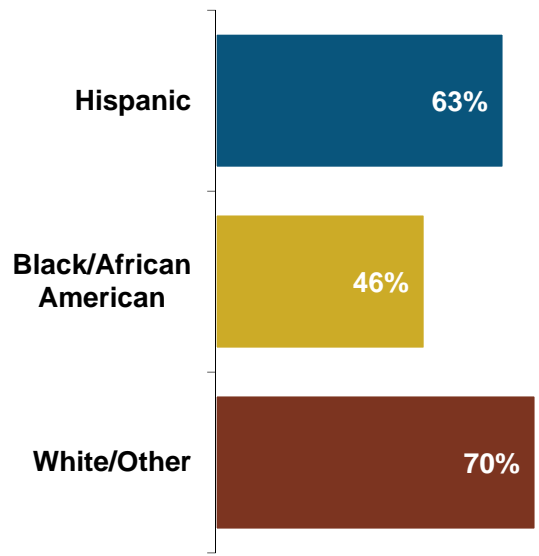


% of respondents who own hearing aids

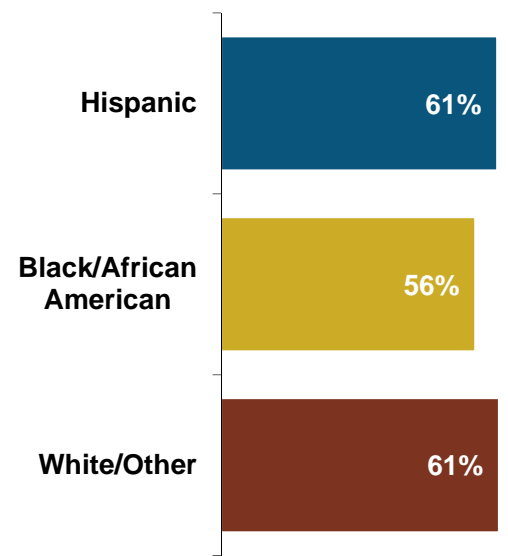


# Blacks are less likely to know someone who has hearing difficulty

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



**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*



Q260 All respondents (n=2,232)  
Q265 Know someone with hearing difficulty (n=1,510)

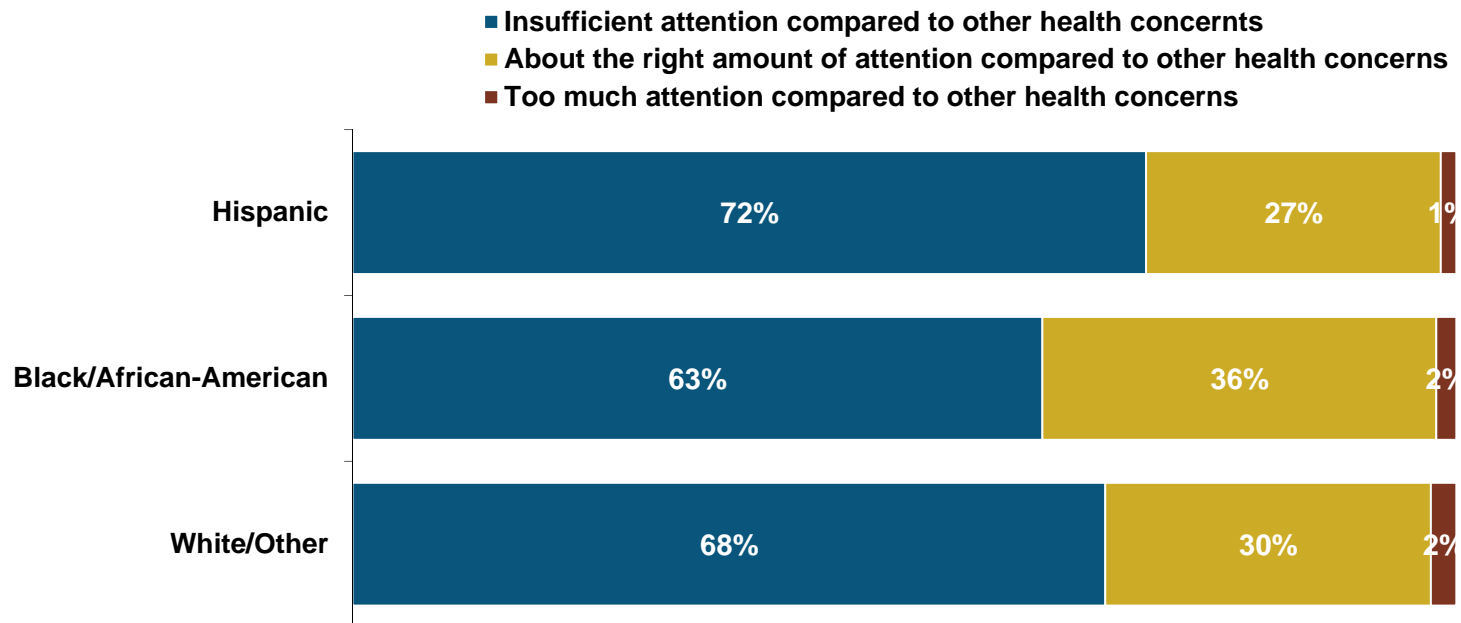


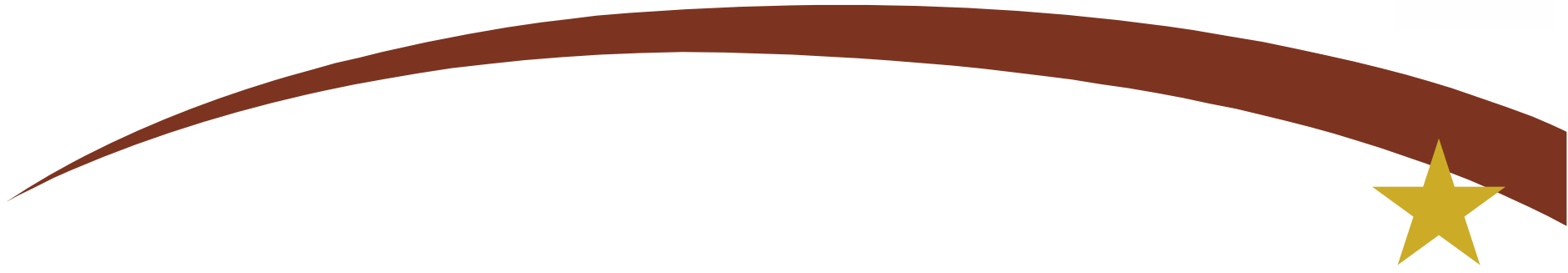
**Do people feel that hearing health issues  
merit more attention?**



# 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 ...?





**What are the consequences of hearing difficulties?**

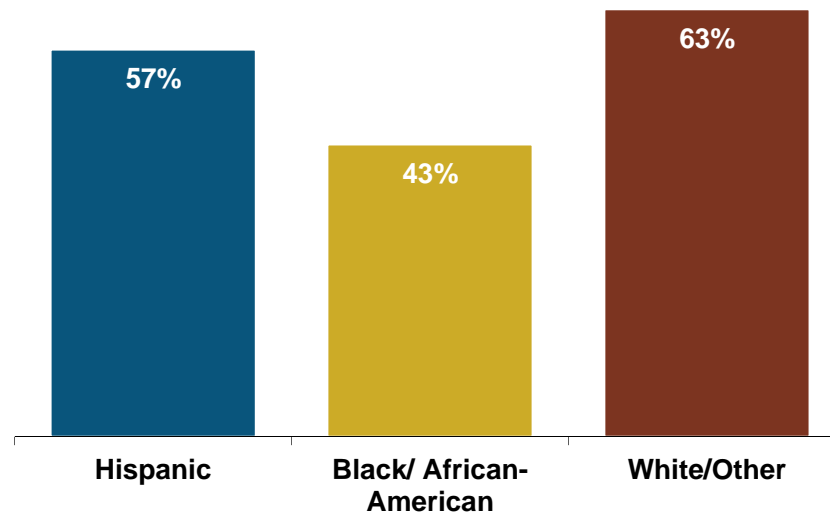


## Blacks are less likely than others to say that hearing difficulties make it hard to follow conversations in noisy situations

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

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

*% Strongly agree/agree*

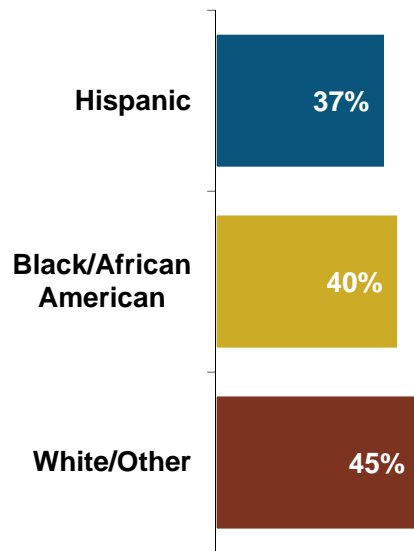




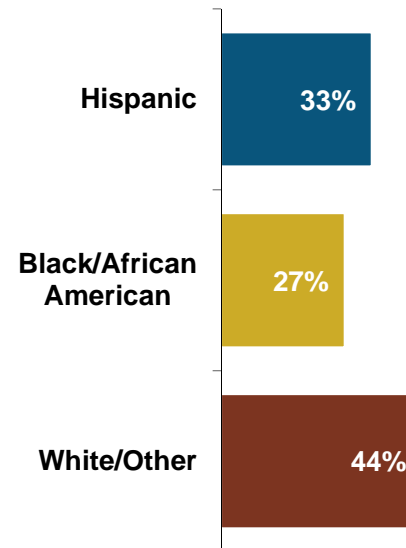
# Whites are slightly more likely to feel that hearing difficulties can affect relationships with family and friends

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

*Hearing difficulties can negatively impact my relationships with my family and friends.*  
% Strongly agree/agree



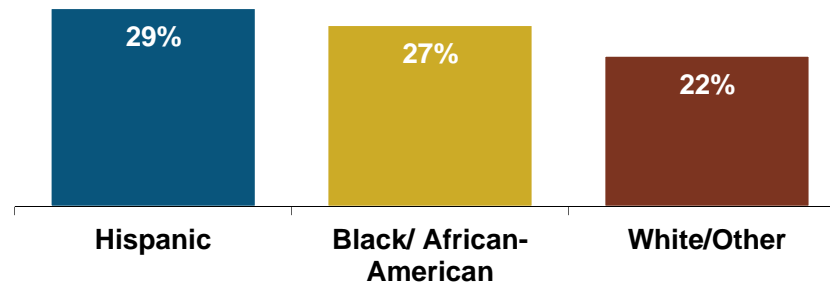
*Family gatherings are a strain because so many people are talking at once.*  
% Strongly agree/agree





## 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"*





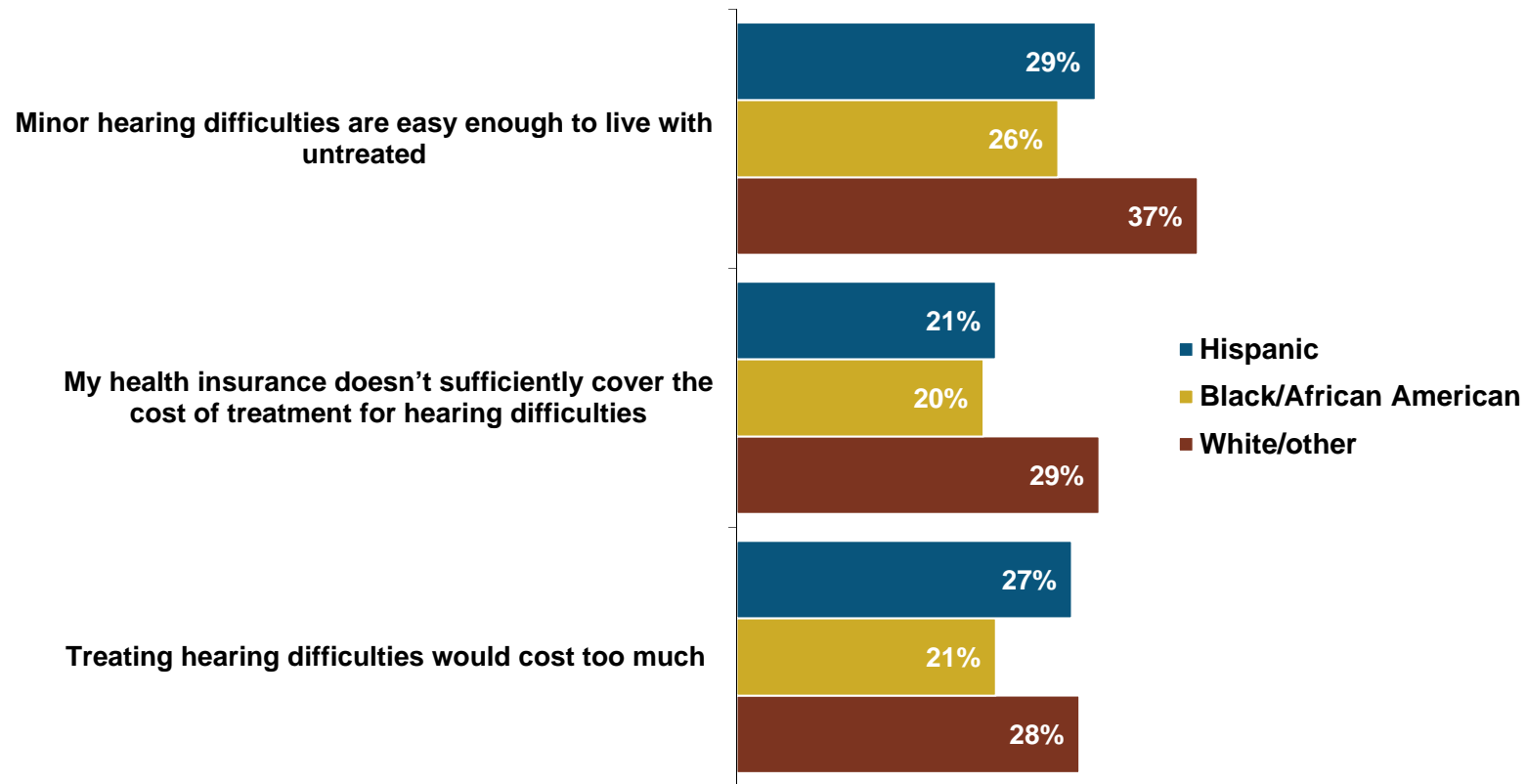


**What prevents people from getting treatment  
for hearing health issues?**



# Whites tend to be more likely to report that being able to live with hearing issues and cost issues prevent getting treatment

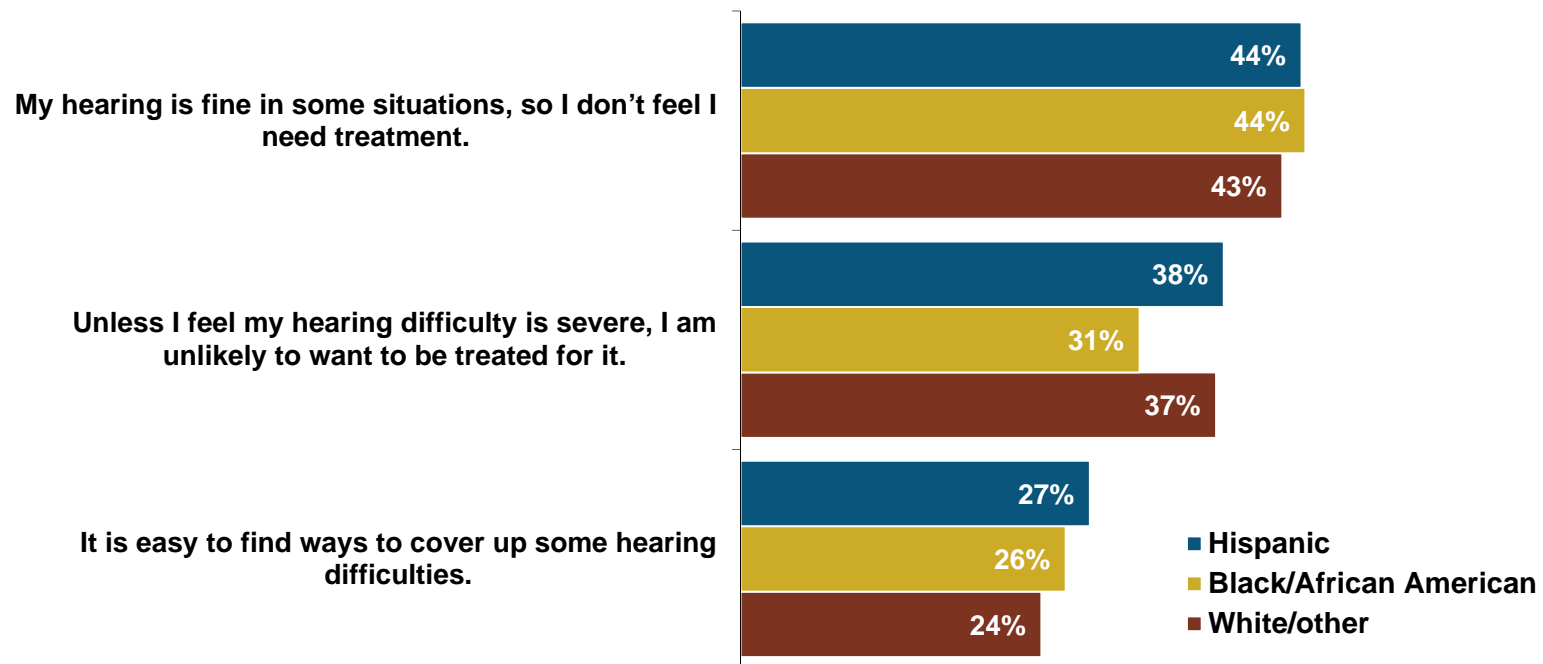
Which might prevent you from getting help for your hearing difficulty?





# 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*





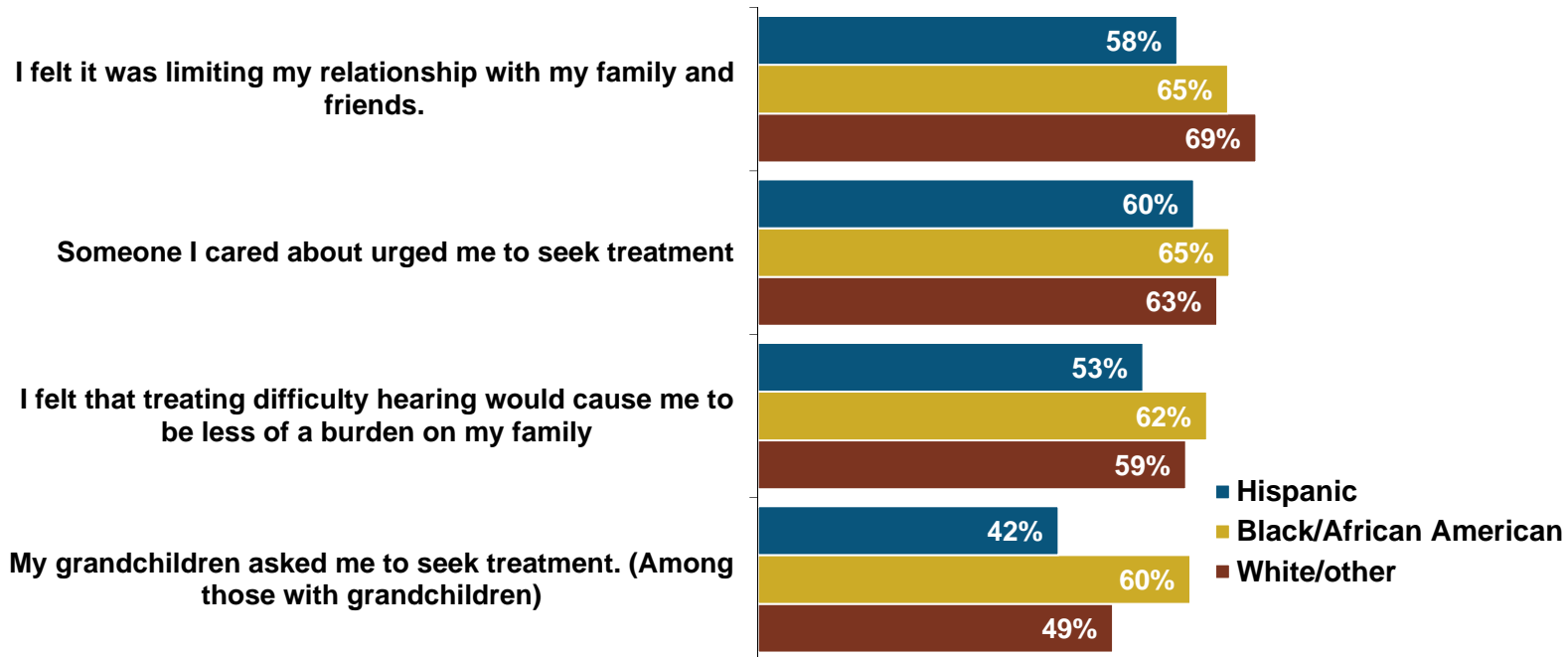
**What will motivate more people to seek treatment  
for hearing health issues?**



# 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 ...?



# 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?

