

Fall 2009 Hearing Loss Survey

September 2009

Hello, my name is [NAME], and I am a student calling from the University of Georgia in Athens. I am conducting a survey as a part of my final public relations class at UGA about the perceptions people in the Athens area have about hearing loss, and I would like to interview a member of your household. The survey will only take a few minutes – Is there an adult between the ages of 40 and 60 years of age I might speak with?

1. Yes [CONTINUE]
2. No [END SURVEY]

Great! Before I start, I need to let you know that any information you provide for me will be kept strictly confidential and your participation is completely voluntary. You can skip any questions you don't want to answer, and you may discontinue participation at any time. No risk or discomfort is anticipated from your participation in this study, and you will benefit by expressing your opinions of this topic. Also, my supervisor may listen to part of the interview for quality control purposes.

To begin, I would like to ask you a few questions about your perceptions of hearing loss.

Q1. On a scale from 1 – 5 where 1 = Very Ineffective and 5 = Very Effective – In general, how effective do you think hearing aids are?

(Very ineffective) 1 2 3 4 5 (Very effective) 9-R/DK/NA

Q2. On a scale from 1 – 5 where 1 = Absolutely and 5 = Not at All – In general, do you think hearing loss effects performance at work?

(Absolutely) 1 2 3 4 5 (Not at all) 9-R/DK/NA

Q3. On a scale from 1 – 5 where 1 = Absolutely and 5 = Not at All – In general, do you think hearing loss is a sign of old age?

(Absolutely) 1 2 3 4 5 (Not at all) 9-R/DK/NA

Q4. On a scale from 1 – 5 where 1 = Absolutely and 5 = Not at All – In general, do you think hearing loss effects memory?

(Absolutely) 1 2 3 4 5 (Not at all) 9-R/DK/NA

Q5. On a scale from 1 – 5 where 1 = Absolutely and 5 = Not at All – In general, do you think hearing aids make people less attractive?

(Absolutely) 1 2 3 4 5 (Not at all) 9-R/DK/NA

Now I would like to ask you some questions about some reactions you might have if you noticed a change in your personal hearing.

Q6. On a scale from 1 – 5 where 1 = Very Unlikely and 5 = Very Likely – If you noticed that you were having trouble hearing, how likely would you be to talk to somebody about it?

(Very unlikely) 1 2 3 4 5 (Very likely) 9-R/DK/NA

Q7. On a scale from 1 – 5 where 1 = Very Unlikely and 5 = Very Likely – If you noticed you were having trouble hearing, how likely would you be to make an appointment to get your ears checked?

(Very unlikely) 1 2 3 4 5 (Very likely) 9-R/DK/NA

Q8. On a scale from 1 – 5 where 1 = Very Unlikely and 5 = Very Likely – If you noticed you were having trouble hearing, how likely would you be to make an appointment to get your ears checked if a close friend or family member went with you?

(Very unlikely) 1 2 3 4 5 (Very likely) 9-R/DK/NA

Q9. On a scale from 1 – 5 where 1 = Very Unlikely and 5 = Very Likely – If you were having trouble hearing, how likely would you be to search on the Internet for a resource that would help you address your concerns?

(Very unlikely) 1 2 3 4 5 (Very likely) 9-R/DK/NA

Q10. On a scale from 1 – 5 where 1 = Very Unlikely and 5 = Very Likely – If you noticed that you were having trouble hearing, how likely would you be to Google ‘hearing loss’?

(Very unlikely) 1 2 3 4 5 (Very likely) 9-R/DK/NA

Q11. On a scale from 1 – 5 where 1 = Very Unlikely and 5 = Very Likely – If you noticed that you were having trouble hearing, how likely would you be to search for a blog that would help you address your concerns?

(Very unlikely) 1 2 3 4 5 (Very likely) 9-R/DK/NA

Q12. On a scale from 1 – 5 where 1 = Very Unlikely and 5 = Very Likely – If you saw or heard an advertisement to get your hearing checked, how likely would you be to follow through and schedule an appointment?

(Very unlikely) 1 2 3 4 5 (Very likely) 9-R/DK/NA

Q13. Approximately how many hours per week do you engage in the following activities?:

[INTERVIEWER NOTE: DO NOT READ THE SCALE. MARK ACCORDING TO ANSWER.]

1 = Never 2 = Less Than 1 Hour 3 = 1-2 Hours 4 = 3-4 Hours 5 = More Than 5 Hours

| | | | | | | |
|----------------------|---|---|---|---|---|-----------|
| 13A. Radio | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 13B. Television | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 13C. Magazines | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 13D. Newsletters | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 13E. Blogs | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 13F. Internet search | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 13G. Other: _____ | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |

Q14. On a scale from 1 – 5 where 1 = Very Unlikely and 5 = Very Likely – If you needed advice on a health topic, how likely would you be to turn to the following?:

| | | | | | | |
|------------------------|---|---|---|---|---|-----------|
| 14A. Radio | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 14B. Television | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 14C. Magazines | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 14D. Newsletters | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 14E. Blogs | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 14F. Internet search | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 14G. Family/Friends | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 14H. General Physician | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |
| 14I. Other: _____ | 1 | 2 | 3 | 4 | 5 | 9-R/DK/NA |

Q15. On a scale from 1 – 5 where 1 = Very Unlikely and 5 = Very Likely – How likely would you be to purchase a \$4,000 to \$6,000 hearing aid if the costs were **not** covered by insurance?

(Very unlikely) 1 2 3 4 5 (Very likely) 9-R/DK/NA

Q16. On a scale from 1 – 5 where 1 = Very Unlikely and 5 = Very Likely – How likely would you be to purchase a \$4,000 to \$6,000 hearing aid if the costs were **not** covered by insurance **but** a 24 month interest free payment plan was provided to you?

(Very unlikely) 1 2 3 4 5 (Very likely) 9-R/DK/NA

These last few questions will be directed towards your personal hearing.

Q17. Have you, a friend or family member ever noticed a change in your hearing ability?

1. No [SKIP TO Q21] 9-R/DK/NA
2. Yes, I have noticed a change in my hearing.
3. Yes, a family member has noticed a change in my hearing.
4. Yes, a friend has noticed a change in my hearing.

Q18. As a result, did you get your ears checked?

1. No [SKIP TO Q21] 9-R/DK/NA
2. Yes

Q19. Do you own a hearing aid?

1. No [SKIP TO Q21] 9-R/DK/NA
2. Yes

Q20. On a scale from one to five, how often do you wear your hearing aid?

- (Never) 1 2 3 4 5 (Always) 9-R/DK/NA

Now, we're almost finished with the interview, and I appreciate your patience. For statistical purposes, I need to ask you a few questions about yourself. Again, all of the information is confidential.

Q21. What race do you consider yourself to be?

[INTERVIEWER: DO NOT READ RESPONSES; CODE RESPONSE]

- | | |
|---------------------------------|--------------------|
| 1. White | 7. Refused |
| 2. Black (African-American) | 8. Don't Know |
| 3. Asian | 9. Not Ascertained |
| 4. Hispanic | |
| 5. Multi-racial [SPECIFY] _____ | |

Q22. GENDER [ask only if unsure]

- | | |
|-----------|--------------------|
| 1. Male | 9. Not Ascertained |
| 2. Female | |

Q23. What is your marital status? Are you married, divorced, separated, widowed or single?

- | | |
|-------------------------|--------------------|
| 1. Married | 7. Refused |
| 2. Divorced | 8. Don't Know |
| 3. Separated | 9. Not Ascertained |
| 4. Widowed | |
| 5. Never Married/Single | |

Q24. What is the highest grade of school or year of college you have completed?

[INTERVIEWER: DO NOT READ RESPONSES; PROBE FOR EXACT YEARS]

- | | |
|---|---------------------|
| 1. None | 10. Refused |
| 2. 1-8 years | 11. Don't Know |
| 3. 9-11 years | 12. Not Ascertained |
| 4. High School Diploma/GED | |
| 5. Some college/technical school, no degree | |
| 6. 2 year degree | |
| 7. Bachelor's degree | |
| 8. Some graduate work | |
| 9. Advanced Degree, Professional Degree | |

Q25. Are there any other opinions or comments you would like to add regarding perceptions on hearing loss?

This completes the Fall 2009 Hearing Loss Survey. You have been very helpful, and we thank you for your time and participation.

[READ ONLY IF ASKED FOR INFORMATION ABOUT THE SURVEY OR THE CENTER]

You can call Dr. James Bason at the University of Georgia at (706) 542-9082 with any questions about this research study. All research at the University of Georgia is governed by an Institutional Review Board to protect your rights as a participant. If you have any questions about your rights as a research participant, you may contact the Institutional Review Board at (706) 542-3199.