

# Daily Survey: ASMR and Noises

## October 5 - 7, 2022 - 1000 US Adult Citizens



### 1. Sensitive to Noises

How sensitive are you to the noises or sounds that other people make around you?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very sensitive	17%	16%	17%	21%	20%	14%	12%	17%	17%	11%	23%
Somewhat sensitive	38%	32%	43%	30%	35%	42%	42%	40%	30%	35%	35%
Not very sensitive	27%	28%	26%	23%	24%	27%	33%	28%	25%	27%	20%
Not at all sensitive	11%	15%	8%	11%	12%	13%	9%	11%	10%	17%	10%
Not sure	5%	5%	5%	8%	7%	3%	3%	3%	9%	7%	10%
Prefer not to say	2%	3%	1%	8%	2%	1%	0%	1%	7%	3%	2%
Totals	100%	99%	100%	101%	100%	100%	99%	100%	98%	100%	100%
Unweighted N	(998)	(458)	(540)	(203)	(225)	(349)	(221)	(707)	(125)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very sensitive	17%	18%	15%	17%	16%	15%	18%	14%	16%	13%	15%	18%	19%
Somewhat sensitive	38%	43%	34%	37%	49%	39%	36%	42%	38%	42%	37%	36%	39%
Not very sensitive	27%	25%	28%	27%	24%	32%	25%	28%	34%	30%	23%	28%	26%
Not at all sensitive	11%	8%	12%	15%	8%	11%	13%	10%	10%	10%	15%	11%	10%
Not sure	5%	4%	7%	3%	2%	3%	7%	4%	1%	5%	5%	5%	4%
Prefer not to say	2%	2%	4%	0%	1%	0%	1%	2%	0%	0%	4%	2%	2%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(998)	(365)	(372)	(261)	(381)	(316)	(415)	(258)	(203)	(174)	(230)	(373)	(221)

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**2. Heard About ASMR**

How much have you heard about Autonomous Sensory Meridian Response (ASMR)?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	12%	14%	10%	32%	15%	3%	1%	8%	24%	19%	8%
A little	25%	25%	25%	39%	41%	17%	7%	24%	24%	28%	32%
Nothing at all	63%	61%	65%	29%	44%	80%	92%	68%	52%	52%	60%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(996)	(457)	(539)	(203)	(224)	(348)	(221)	(705)	(125)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	12%	11%	13%	11%	10%	8%	10%	10%	14%	9%	12%	14%	11%
A little	25%	28%	23%	24%	26%	20%	27%	22%	25%	29%	24%	24%	25%
Nothing at all	63%	61%	64%	65%	64%	71%	63%	68%	61%	62%	65%	62%	64%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(996)	(363)	(373)	(260)	(379)	(316)	(414)	(257)	(203)	(173)	(230)	(373)	(220)

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**3. Have You Experienced ASMR**

Autonomous Sensory Meridian Response, or ASMR, is generally described as a positive experience where certain sounds trigger a tingling sensation along the spine and allow someone to feel deeply relaxed. Have you ever experienced the feeling of ASMR?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	21%	18%	34%	27%	12%	9%	19%	30%	17%	12%
No	50%	49%	52%	33%	38%	60%	65%	53%	37%	48%	54%
Not sure	27%	26%	28%	22%	32%	27%	26%	26%	24%	32%	29%
Prefer not to say	3%	5%	2%	11%	3%	1%	0%	2%	9%	4%	5%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(994)	(456)	(538)	(203)	(223)	(347)	(221)	(705)	(124)	(94)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	19%	22%	18%	19%	21%	20%	19%	20%	19%	22%	15%	19%	22%
No	50%	53%	46%	53%	53%	56%	51%	50%	53%	53%	57%	45%	51%
Not sure	27%	23%	31%	27%	24%	24%	27%	27%	27%	22%	24%	33%	24%
Prefer not to say	3%	3%	5%	1%	1%	0%	3%	3%	0%	2%	4%	3%	4%
Totals	99%	101%	100%	100%	99%	100%	100%	100%	99%	99%	100%	100%	101%
Unweighted N	(994)	(360)	(373)	(261)	(378)	(316)	(413)	(256)	(203)	(173)	(229)	(373)	(219)

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**4. Listened to ASMR Video**

Have you ever listened to audio that was designed for ASMR?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	22%	24%	19%	48%	30%	11%	3%	19%	32%	22%	24%
No	58%	56%	61%	27%	47%	75%	76%	64%	39%	54%	52%
Not sure	20%	20%	20%	25%	23%	15%	21%	17%	29%	24%	23%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(995)	(458)	(537)	(202)	(225)	(349)	(219)	(706)	(124)	(94)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	22%	21%	22%	21%	21%	18%	19%	20%	24%	22%	20%	22%	21%
No	58%	60%	53%	64%	62%	68%	61%	59%	60%	60%	64%	57%	55%
Not sure	20%	18%	25%	15%	17%	14%	20%	20%	16%	18%	16%	21%	24%
Totals	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(995)	(362)	(373)	(260)	(379)	(316)	(416)	(256)	(202)	(172)	(230)	(373)	(220)

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**5A. How Relaxing Are Certain Noises — Whispering**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	8%	9%	7%	16%	13%	4%	2%	8%	13%	9%	3%
Somewhat relaxing	19%	21%	18%	22%	17%	19%	19%	19%	23%	17%	18%
Not very relaxing	28%	29%	27%	22%	19%	30%	39%	29%	25%	19%	35%
Not relaxing at all	34%	31%	37%	26%	37%	38%	31%	37%	25%	31%	28%
Not sure	11%	10%	12%	14%	14%	9%	9%	7%	14%	24%	17%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(987)	(452)	(535)	(196)	(224)	(348)	(219)	(704)	(119)	(94)	(70)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	8%	9%	9%	6%	6%	7%	8%	9%	8%	5%	10%	9%	8%
Somewhat relaxing	19%	22%	17%	19%	23%	17%	19%	20%	25%	25%	14%	18%	21%
Not very relaxing	28%	25%	30%	27%	31%	30%	24%	30%	29%	24%	28%	29%	27%
Not relaxing at all	34%	31%	33%	38%	34%	37%	36%	32%	33%	34%	37%	34%	32%
Not sure	11%	12%	12%	9%	7%	8%	13%	9%	6%	13%	10%	11%	12%
Totals	100%	99%	101%	99%	101%	99%	100%	100%	101%	101%	99%	101%	100%
Unweighted N	(987)	(363)	(365)	(259)	(378)	(314)	(412)	(255)	(202)	(172)	(230)	(366)	(219)

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**5B. How Relaxing Are Certain Noises — Pages turning**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	8%	10%	7%	17%	15%	2%	3%	8%	12%	13%	3%
Somewhat relaxing	21%	20%	22%	28%	21%	20%	16%	22%	16%	17%	26%
Not very relaxing	30%	31%	29%	23%	26%	35%	33%	31%	35%	22%	23%
Not relaxing at all	29%	27%	30%	21%	25%	34%	32%	28%	30%	32%	25%
Not sure	12%	12%	12%	11%	13%	9%	16%	11%	7%	16%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(986)	(449)	(537)	(197)	(224)	(348)	(217)	(703)	(118)	(94)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	8%	11%	7%	7%	9%	6%	10%	7%	9%	8%	5%	8%	12%
Somewhat relaxing	21%	24%	21%	18%	22%	19%	18%	23%	26%	17%	16%	23%	26%
Not very relaxing	30%	32%	28%	29%	35%	33%	27%	34%	32%	35%	36%	29%	22%
Not relaxing at all	29%	22%	29%	36%	24%	32%	33%	26%	24%	25%	30%	29%	29%
Not sure	12%	10%	15%	10%	10%	10%	12%	10%	8%	15%	12%	12%	10%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	99%	101%	99%
Unweighted N	(986)	(360)	(366)	(260)	(376)	(313)	(414)	(252)	(202)	(171)	(230)	(369)	(216)

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**5C. How Relaxing Are Certain Noises — Writing with a pencil**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	8%	10%	6%	16%	11%	4%	2%	7%	10%	10%	5%
Somewhat relaxing	20%	19%	21%	21%	21%	16%	22%	21%	19%	16%	20%
Not very relaxing	28%	27%	29%	28%	24%	31%	28%	29%	25%	29%	21%
Not relaxing at all	29%	29%	29%	21%	26%	36%	28%	30%	29%	21%	29%
Not sure	16%	15%	16%	14%	17%	14%	19%	13%	17%	24%	24%
Totals	101%	100%	101%	100%	99%	101%	99%	100%	100%	100%	99%
Unweighted N	(986)	(451)	(535)	(197)	(224)	(347)	(218)	(704)	(118)	(94)	(70)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	8%	11%	7%	5%	7%	6%	8%	7%	10%	5%	5%	8%	11%
Somewhat relaxing	20%	24%	17%	19%	22%	19%	19%	22%	19%	18%	19%	18%	24%
Not very relaxing	28%	28%	29%	26%	30%	28%	26%	30%	30%	35%	31%	25%	25%
Not relaxing at all	29%	22%	29%	37%	26%	34%	29%	27%	31%	24%	29%	33%	24%
Not sure	16%	16%	19%	12%	14%	13%	18%	14%	9%	17%	16%	15%	16%
Totals	101%	101%	101%	99%	99%	100%	100%	100%	99%	99%	100%	99%	100%
Unweighted N	(986)	(362)	(366)	(258)	(377)	(314)	(413)	(252)	(202)	(171)	(229)	(366)	(220)

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**5D. How Relaxing Are Certain Noises — Crinkling paper**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	5%	7%	4%	11%	12%	1%	0%	6%	6%	5%	4%
Somewhat relaxing	10%	12%	8%	21%	13%	4%	4%	8%	11%	17%	13%
Not very relaxing	29%	28%	30%	25%	24%	30%	37%	30%	32%	23%	26%
Not relaxing at all	47%	45%	50%	32%	38%	60%	52%	50%	44%	39%	39%
Not sure	9%	8%	9%	11%	13%	5%	6%	7%	8%	15%	18%
Totals	100%	100%	101%	100%	100%	100%	99%	101%	101%	99%	100%
Unweighted N	(981)	(447)	(534)	(194)	(225)	(346)	(216)	(700)	(118)	(94)	(69)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	5%	8%	4%	4%	4%	5%	7%	4%	6%	4%	3%	4%	10%
Somewhat relaxing	10%	13%	9%	7%	11%	7%	8%	12%	12%	13%	5%	9%	11%
Not very relaxing	29%	32%	27%	28%	32%	32%	27%	28%	33%	30%	32%	27%	29%
Not relaxing at all	47%	42%	46%	55%	49%	51%	48%	51%	43%	45%	51%	50%	41%
Not sure	9%	5%	14%	6%	3%	5%	10%	6%	5%	7%	8%	10%	8%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	99%	99%	99%	100%	99%
Unweighted N	(981)	(361)	(363)	(257)	(376)	(312)	(410)	(254)	(199)	(170)	(228)	(366)	(217)



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**5E. How Relaxing Are Certain Noises — Water droplets**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	17%	16%	18%	21%	20%	17%	12%	17%	18%	20%	14%
Somewhat relaxing	33%	30%	35%	31%	31%	32%	37%	35%	32%	26%	27%
Not very relaxing	21%	22%	21%	22%	20%	21%	23%	21%	23%	21%	26%
Not relaxing at all	21%	23%	19%	14%	17%	27%	23%	21%	19%	25%	16%
Not sure	8%	9%	7%	11%	12%	3%	6%	6%	7%	9%	17%
Totals	100%	100%	100%	99%	100%	100%	101%	100%	99%	101%	100%
Unweighted N	(983)	(449)	(534)	(196)	(225)	(348)	(214)	(700)	(118)	(95)	(70)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	17%	20%	16%	16%	18%	17%	18%	18%	18%	14%	16%	18%	20%
Somewhat relaxing	33%	33%	33%	32%	37%	35%	32%	34%	31%	38%	30%	31%	35%
Not very relaxing	21%	21%	20%	23%	23%	20%	19%	20%	28%	19%	21%	24%	18%
Not relaxing at all	21%	19%	21%	24%	20%	23%	23%	20%	20%	23%	24%	21%	18%
Not sure	8%	7%	10%	6%	3%	5%	8%	7%	3%	6%	9%	7%	9%
Totals	100%	100%	100%	101%	101%	100%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(983)	(360)	(364)	(259)	(374)	(314)	(413)	(252)	(201)	(169)	(228)	(368)	(218)

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**5F. How Relaxing Are Certain Noises — A clock ticking**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	8%	9%	6%	10%	12%	5%	4%	7%	8%	8%	7%
Somewhat relaxing	28%	31%	25%	23%	21%	29%	39%	32%	23%	17%	22%
Not very relaxing	26%	27%	26%	26%	27%	26%	25%	23%	30%	36%	27%
Not relaxing at all	31%	26%	36%	31%	28%	37%	28%	32%	34%	29%	30%
Not sure	7%	7%	7%	10%	12%	3%	4%	6%	5%	9%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(983)	(448)	(535)	(197)	(225)	(346)	(215)	(700)	(117)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	8%	8%	7%	8%	7%	7%	8%	7%	10%	7%	7%	7%	9%
Somewhat relaxing	28%	28%	27%	30%	31%	28%	25%	29%	34%	27%	31%	28%	26%
Not very relaxing	26%	30%	23%	26%	27%	25%	29%	27%	22%	24%	23%	26%	30%
Not relaxing at all	31%	29%	33%	33%	33%	34%	32%	31%	31%	35%	33%	32%	26%
Not sure	7%	5%	11%	4%	2%	4%	7%	6%	4%	6%	6%	6%	9%
Totals	100%	100%	101%	101%	100%	98%	101%	100%	101%	99%	100%	99%	100%
Unweighted N	(983)	(358)	(365)	(260)	(373)	(314)	(413)	(251)	(201)	(170)	(228)	(367)	(218)

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**5G. How Relaxing Are Certain Noises — Repetitive tapping**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	5%	5%	5%	13%	8%	0%	1%	4%	11%	9%	0%
Somewhat relaxing	10%	13%	8%	21%	16%	4%	3%	10%	11%	10%	14%
Not very relaxing	23%	25%	21%	20%	19%	23%	29%	24%	21%	19%	18%
Not relaxing at all	55%	49%	60%	33%	45%	69%	65%	57%	50%	47%	53%
Not sure	7%	7%	6%	12%	12%	3%	2%	4%	7%	15%	15%
Totals	100%	99%	100%	99%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(985)	(447)	(538)	(197)	(225)	(347)	(216)	(701)	(118)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	5%	8%	4%	3%	4%	5%	4%	5%	8%	5%	4%	6%	6%
Somewhat relaxing	10%	12%	10%	8%	13%	7%	11%	11%	13%	13%	7%	9%	14%
Not very relaxing	23%	22%	23%	24%	23%	25%	22%	20%	26%	22%	23%	24%	22%
Not relaxing at all	55%	52%	52%	61%	58%	60%	55%	59%	50%	54%	59%	55%	52%
Not sure	7%	5%	11%	4%	2%	3%	9%	4%	3%	7%	7%	6%	7%
Totals	100%	99%	100%	100%	100%	100%	101%	99%	100%	101%	100%	100%	101%
Unweighted N	(985)	(363)	(362)	(260)	(378)	(312)	(414)	(253)	(200)	(171)	(229)	(367)	(218)

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**5H. How Relaxing Are Certain Noises — A rain storm**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	46%	42%	49%	45%	45%	46%	47%	48%	38%	45%	39%
Somewhat relaxing	34%	34%	33%	24%	26%	42%	39%	35%	29%	28%	35%
Not very relaxing	9%	10%	7%	16%	9%	5%	6%	7%	17%	9%	9%
Not relaxing at all	6%	7%	6%	8%	8%	5%	6%	6%	9%	8%	6%
Not sure	5%	6%	5%	8%	12%	1%	2%	3%	7%	10%	11%
Totals	100%	99%	100%	101%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(988)	(452)	(536)	(197)	(225)	(348)	(218)	(704)	(118)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	46%	45%	44%	49%	49%	45%	44%	49%	48%	41%	50%	46%	46%
Somewhat relaxing	34%	35%	32%	34%	36%	39%	34%	34%	35%	37%	31%	33%	35%
Not very relaxing	9%	9%	10%	6%	9%	7%	7%	9%	8%	8%	8%	11%	6%
Not relaxing at all	6%	7%	6%	6%	6%	5%	8%	5%	5%	8%	7%	4%	8%
Not sure	5%	4%	7%	4%	1%	3%	6%	3%	4%	5%	4%	6%	5%
Totals	100%	100%	99%	99%	101%	99%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(988)	(361)	(366)	(261)	(376)	(315)	(414)	(252)	(203)	(171)	(230)	(369)	(218)

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**5I. How Relaxing Are Certain Noises — Scratching on a microphone**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	5%	6%	4%	13%	9%	1%	0%	4%	7%	10%	5%
Somewhat relaxing	7%	8%	7%	16%	15%	1%	1%	7%	13%	6%	5%
Not very relaxing	16%	19%	13%	20%	13%	15%	16%	16%	21%	13%	13%
Not relaxing at all	65%	58%	70%	39%	53%	77%	82%	69%	50%	52%	66%
Not sure	7%	9%	6%	13%	10%	6%	1%	4%	9%	19%	12%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(986)	(451)	(535)	(197)	(224)	(348)	(217)	(702)	(119)	(94)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	5%	8%	4%	3%	6%	4%	5%	6%	6%	2%	3%	6%	7%
Somewhat relaxing	7%	8%	7%	7%	6%	5%	7%	6%	10%	11%	2%	7%	10%
Not very relaxing	16%	17%	15%	16%	14%	16%	17%	13%	16%	17%	20%	16%	10%
Not relaxing at all	65%	61%	64%	70%	69%	73%	62%	70%	67%	62%	68%	63%	66%
Not sure	7%	6%	11%	4%	4%	1%	9%	5%	2%	7%	7%	8%	7%
Totals	100%	100%	101%	100%	99%	99%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(986)	(362)	(365)	(259)	(377)	(314)	(413)	(254)	(200)	(172)	(227)	(368)	(219)

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**5J. How Relaxing Are Certain Noises — Typing on a keyboard**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	8%	9%	7%	17%	14%	2%	1%	7%	9%	12%	9%
Somewhat relaxing	17%	16%	19%	28%	18%	13%	14%	16%	26%	17%	12%
Not very relaxing	29%	32%	27%	24%	23%	32%	37%	31%	26%	25%	26%
Not relaxing at all	37%	33%	41%	23%	31%	47%	42%	38%	32%	31%	41%
Not sure	8%	10%	7%	9%	14%	6%	6%	7%	6%	14%	12%
Totals	99%	100%	101%	101%	100%	100%	100%	99%	99%	99%	100%
Unweighted N	(989)	(453)	(536)	(198)	(225)	(349)	(217)	(703)	(120)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	8%	11%	6%	7%	6%	5%	9%	7%	8%	7%	5%	7%	12%
Somewhat relaxing	17%	19%	17%	15%	20%	15%	16%	18%	22%	18%	13%	18%	20%
Not very relaxing	29%	30%	28%	30%	31%	35%	26%	33%	30%	30%	31%	28%	29%
Not relaxing at all	37%	33%	36%	43%	37%	42%	40%	36%	34%	35%	41%	38%	32%
Not sure	8%	7%	12%	5%	6%	3%	10%	6%	6%	9%	10%	8%	7%
Totals	99%	100%	99%	100%	100%	100%	101%	100%	100%	99%	100%	99%	100%
Unweighted N	(989)	(362)	(367)	(260)	(377)	(315)	(414)	(254)	(202)	(172)	(229)	(369)	(219)

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**5K. How Relaxing Are Certain Noises — The humming motor of a car**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	8%	10%	6%	13%	11%	4%	4%	7%	8%	11%	4%
Somewhat relaxing	25%	29%	22%	14%	22%	29%	33%	28%	19%	18%	20%
Not very relaxing	27%	26%	28%	26%	21%	32%	28%	28%	23%	22%	34%
Not relaxing at all	29%	25%	33%	33%	32%	28%	25%	28%	38%	36%	22%
Not sure	11%	10%	12%	14%	14%	7%	10%	9%	12%	12%	20%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(986)	(450)	(536)	(197)	(224)	(347)	(218)	(703)	(118)	(94)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	8%	9%	5%	9%	7%	7%	8%	7%	8%	6%	6%	8%	9%
Somewhat relaxing	25%	24%	22%	30%	29%	28%	23%	24%	34%	24%	18%	27%	30%
Not very relaxing	27%	29%	26%	26%	28%	29%	22%	33%	29%	30%	30%	25%	25%
Not relaxing at all	29%	30%	31%	27%	29%	29%	34%	27%	24%	32%	35%	28%	25%
Not sure	11%	8%	16%	7%	6%	7%	13%	9%	4%	9%	11%	11%	10%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	99%	101%	100%	99%	99%
Unweighted N	(986)	(360)	(365)	(261)	(375)	(315)	(413)	(254)	(202)	(171)	(228)	(368)	(219)

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## 5L. How Relaxing Are Certain Noises — A person humming

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	8%	8%	7%	12%	12%	5%	3%	6%	16%	10%	7%
Somewhat relaxing	25%	25%	25%	26%	22%	22%	33%	27%	25%	20%	17%
Not very relaxing	30%	35%	25%	24%	28%	32%	32%	32%	25%	26%	27%
Not relaxing at all	28%	23%	33%	25%	27%	34%	22%	28%	25%	27%	32%
Not sure	10%	9%	10%	13%	11%	7%	9%	8%	9%	17%	16%
Totals	101%	100%	100%	100%	100%	100%	99%	101%	100%	100%	99%
Unweighted N	(983)	(449)	(534)	(196)	(224)	(346)	(217)	(700)	(117)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	8%	11%	6%	5%	9%	5%	9%	5%	8%	11%	5%	8%	8%
Somewhat relaxing	25%	29%	23%	23%	28%	26%	22%	27%	29%	20%	23%	27%	28%
Not very relaxing	30%	27%	31%	32%	28%	35%	27%	27%	39%	28%	33%	31%	25%
Not relaxing at all	28%	24%	28%	33%	27%	28%	30%	28%	23%	33%	29%	26%	26%
Not sure	10%	10%	11%	7%	7%	7%	11%	13%	2%	8%	10%	9%	13%
Totals	101%	101%	99%	100%	99%	101%	99%	100%	101%	100%	100%	101%	100%
Unweighted N	(983)	(360)	(364)	(259)	(375)	(313)	(412)	(253)	(201)	(171)	(229)	(366)	(217)



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**5M. How Relaxing Are Certain Noises — An adult laughing**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	7%	8%	5%	9%	11%	3%	5%	7%	8%	7%	4%
Somewhat relaxing	23%	23%	24%	13%	20%	26%	31%	24%	22%	21%	21%
Not very relaxing	27%	29%	25%	27%	22%	28%	30%	28%	27%	23%	22%
Not relaxing at all	32%	30%	34%	39%	30%	36%	21%	31%	32%	35%	31%
Not sure	12%	11%	12%	12%	17%	7%	13%	10%	12%	14%	22%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(981)	(449)	(532)	(196)	(223)	(346)	(216)	(700)	(118)	(93)	(70)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	7%	10%	4%	5%	7%	5%	8%	6%	6%	3%	3%	7%	12%
Somewhat relaxing	23%	26%	21%	22%	28%	25%	21%	28%	25%	28%	18%	24%	24%
Not very relaxing	27%	25%	25%	32%	27%	32%	27%	26%	27%	26%	32%	26%	24%
Not relaxing at all	32%	29%	33%	34%	30%	30%	33%	30%	33%	33%	35%	33%	27%
Not sure	12%	10%	17%	7%	8%	9%	12%	11%	9%	11%	12%	10%	14%
Totals	101%	100%	100%	100%	100%	101%	101%	101%	100%	101%	100%	100%	101%
Unweighted N	(981)	(360)	(363)	(258)	(375)	(311)	(412)	(253)	(200)	(169)	(228)	(366)	(218)

# Daily Survey: ASMR and Noises

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## 5N. How Relaxing Are Certain Noises — Singing

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	15%	19%	12%	18%	18%	12%	16%	14%	26%	18%	12%
Somewhat relaxing	42%	37%	48%	30%	39%	46%	52%	45%	38%	33%	38%
Not very relaxing	16%	19%	13%	18%	14%	17%	12%	17%	12%	15%	12%
Not relaxing at all	14%	12%	15%	20%	13%	14%	8%	13%	13%	15%	15%
Not sure	13%	13%	13%	14%	17%	10%	12%	11%	10%	20%	22%
Totals	100%	100%	101%	100%	101%	99%	100%	100%	99%	101%	99%
Unweighted N	(985)	(449)	(536)	(197)	(225)	(347)	(216)	(702)	(117)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	15%	20%	13%	14%	16%	15%	16%	15%	14%	19%	14%	13%	18%
Somewhat relaxing	42%	45%	38%	45%	48%	48%	38%	48%	46%	44%	38%	46%	40%
Not very relaxing	16%	13%	18%	15%	16%	14%	15%	14%	19%	14%	21%	15%	13%
Not relaxing at all	14%	11%	14%	16%	10%	13%	19%	9%	12%	12%	16%	12%	16%
Not sure	13%	10%	17%	11%	10%	10%	13%	13%	10%	12%	11%	14%	13%
Totals	100%	99%	100%	101%	100%	100%	101%	99%	101%	101%	100%	100%	100%
Unweighted N	(985)	(360)	(365)	(260)	(375)	(314)	(413)	(252)	(201)	(169)	(229)	(369)	(218)

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**50. How Relaxing Are Certain Noises — A baby laughing**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	18%	16%	19%	12%	19%	18%	22%	19%	20%	16%	5%
Somewhat relaxing	37%	33%	42%	27%	32%	41%	49%	37%	32%	42%	43%
Not very relaxing	17%	21%	13%	16%	19%	17%	14%	17%	15%	15%	15%
Not relaxing at all	20%	22%	19%	35%	18%	20%	11%	21%	22%	17%	22%
Not sure	8%	8%	8%	10%	12%	5%	5%	6%	10%	9%	15%
Totals	100%	100%	101%	100%	100%	101%	101%	100%	99%	99%	100%
Unweighted N	(981)	(449)	(532)	(197)	(224)	(347)	(213)	(697)	(118)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	18%	23%	15%	16%	20%	17%	19%	16%	21%	19%	14%	16%	23%
Somewhat relaxing	37%	36%	33%	45%	38%	44%	34%	42%	37%	38%	33%	40%	36%
Not very relaxing	17%	15%	19%	16%	17%	18%	14%	18%	21%	19%	19%	15%	14%
Not relaxing at all	20%	19%	23%	19%	21%	17%	23%	18%	18%	18%	26%	20%	18%
Not sure	8%	7%	11%	4%	4%	4%	10%	6%	4%	5%	7%	8%	10%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	99%	99%	99%	101%
Unweighted N	(981)	(358)	(364)	(259)	(372)	(313)	(414)	(250)	(201)	(171)	(227)	(367)	(216)

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**5P. How Relaxing Are Certain Noises — Whistling**

How relaxing would you find the following sound?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very relaxing	5%	6%	5%	13%	9%	1%	1%	4%	11%	4%	6%
Somewhat relaxing	17%	20%	14%	15%	13%	15%	25%	17%	18%	19%	10%
Not very relaxing	30%	32%	29%	27%	28%	34%	32%	31%	31%	29%	31%
Not relaxing at all	38%	34%	41%	34%	35%	45%	33%	40%	29%	37%	36%
Not sure	10%	9%	10%	11%	15%	5%	9%	9%	10%	11%	16%
Totals	100%	101%	99%	100%	100%	100%	100%	101%	99%	100%	99%
Unweighted N	(986)	(449)	(537)	(197)	(225)	(348)	(216)	(702)	(118)	(95)	(71)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very relaxing	5%	9%	3%	4%	5%	4%	7%	4%	4%	2%	4%	6%	8%
Somewhat relaxing	17%	18%	15%	18%	19%	15%	15%	14%	23%	23%	14%	17%	15%
Not very relaxing	30%	32%	31%	28%	35%	32%	26%	37%	33%	31%	29%	32%	29%
Not relaxing at all	38%	34%	38%	42%	37%	41%	42%	37%	34%	34%	44%	38%	35%
Not sure	10%	7%	14%	7%	5%	7%	10%	8%	7%	10%	9%	8%	12%
Totals	100%	100%	101%	99%	101%	99%	100%	100%	101%	100%	100%	101%	99%
Unweighted N	(986)	(359)	(366)	(261)	(374)	(315)	(413)	(254)	(200)	(172)	(230)	(368)	(216)

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**6. Most Relaxing Sound**

Which of these sounds is the most relaxing to you?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Whispering	3%	4%	2%	7%	1%	2%	1%	2%	5%	3%	0%
Pages turning	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
Writing with a pencil	2%	3%	0%	6%	1%	0%	0%	2%	1%	0%	0%
Crinkling paper	1%	1%	1%	2%	2%	0%	0%	1%	2%	0%	0%
Water droplets	4%	4%	4%	4%	5%	2%	4%	4%	5%	2%	6%
A clock ticking	2%	3%	2%	4%	1%	2%	2%	2%	0%	3%	1%
Repetitive tapping	2%	1%	2%	5%	2%	0%	0%	1%	3%	3%	0%
A rain storm	59%	54%	63%	42%	52%	74%	64%	63%	39%	51%	67%
Scratching on a microphone	3%	3%	2%	8%	3%	0%	0%	1%	6%	5%	4%
Typing on a keyboard	2%	3%	1%	3%	4%	1%	0%	2%	3%	4%	1%
The humming motor of a car	3%	3%	3%	4%	5%	1%	1%	3%	2%	6%	0%
A person humming	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%
An adult laughing	2%	2%	1%	1%	4%	1%	1%	1%	0%	3%	4%
Singing	7%	9%	5%	6%	6%	7%	8%	5%	18%	6%	5%
A baby laughing	11%	9%	12%	6%	10%	10%	17%	10%	13%	12%	6%
Whistling	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	3%
Totals	103%	101%	100%	99%	99%	101%	100%	99%	99%	99%	99%
Unweighted N	(631)	(277)	(354)	(137)	(157)	(203)	(134)	(450)	(79)	(60)	(42)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Whispering	3%	2%	3%	3%	3%	3%	3%	4%	1%	1%	4%	3%	2%
Pages turning	1%	1%	1%	1%	2%	1%	2%	0%	0%	1%	1%	1%	1%
Writing with a pencil	2%	3%	1%	0%	1%	0%	3%	1%	1%	0%	1%	0%	5%
Crinkling paper	1%	2%	1%	0%	1%	0%	0%	2%	2%	0%	0%	2%	1%
Water droplets	4%	6%	4%	1%	5%	1%	4%	5%	3%	4%	2%	4%	6%
A clock ticking	2%	2%	2%	2%	1%	2%	1%	4%	2%	2%	1%	2%	3%
Repetitive tapping	2%	3%	1%	0%	2%	1%	0%	2%	4%	4%	0%	2%	1%
A rain storm	59%	47%	65%	67%	58%	66%	59%	61%	59%	55%	71%	58%	52%
Scratching on a microphone	3%	5%	1%	1%	3%	0%	2%	3%	3%	1%	2%	3%	3%
Typing on a keyboard	2%	1%	3%	3%	1%	1%	2%	0%	4%	2%	0%	3%	2%
The humming motor of a car	3%	3%	2%	3%	4%	2%	3%	2%	2%	1%	2%	5%	1%
A person humming	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%
An adult laughing	2%	2%	2%	1%	1%	1%	2%	1%	2%	1%	0%	2%	3%
Singing	7%	9%	6%	6%	6%	9%	6%	7%	4%	10%	5%	5%	8%
A baby laughing	11%	14%	7%	11%	12%	13%	12%	8%	11%	17%	9%	9%	10%
Whistling	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%
Totals	103%	101%	100%	100%	101%	100%	100%	101%	99%	100%	100%	101%	99%
Unweighted N	(631)	(243)	(214)	(174)	(257)	(187)	(258)	(164)	(142)	(105)	(145)	(240)	(141)

# Daily Survey: ASMR and Noises

October 5 - 7, 2022 - 1000 US Adult Citizens



<b>Interviewing Dates</b>	October 5 - 7, 2022
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.209 to 6.031, with a mean of one and a standard deviation of 0.452.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	45 questions not reported.