

Daily Survey: ASMR and Noises

Sample 1000 U.S. Adult Citizens
 Conducted October 5 - 7, 2022
 Margin of Error ±3.4%

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

Very sensitive	17%
Somewhat sensitive	38%
Not very sensitive	27%
Not at all sensitive	11%
Not sure	5%
Prefer not to say	2%

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

A lot	12%
A little	25%
Nothing at all	63%

3. 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?

Yes	19%
No	50%
Not sure	27%
Prefer not to say	3%

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

Yes	22%
No	58%
Not sure	20%

5. How relaxing would you find the following sound?

	Very relaxing	Somewhat relaxing	Not very relaxing	Not relaxing at all	Not sure
Whispering	8%	19%	28%	34%	11%
Pages turning	8%	21%	30%	29%	12%
Writing with a pencil	8%	20%	28%	29%	16%
Crinkling paper	5%	10%	29%	47%	9%
Water droplets	17%	33%	21%	21%	8%
A clock ticking	8%	28%	26%	31%	7%
Repetitive tapping	5%	10%	23%	55%	7%
A rain storm	46%	34%	9%	6%	5%
Scratching on a microphone	5%	7%	16%	65%	7%

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Typing on a keyboard	8%	17%	29%	37%	8%
The humming motor of a car	8%	25%	27%	29%	11%
A person humming	8%	25%	30%	28%	10%
An adult laughing	7%	23%	27%	32%	12%
Singing	15%	42%	16%	14%	13%
A baby laughing	18%	37%	17%	20%	8%
Whistling	5%	17%	30%	38%	10%

6. Which of these sounds is the most relaxing to you?

Whispering	3%
Pages turning	1%
Writing with a pencil	2%
Crinkling paper	1%
Water droplets	4%
A clock ticking	2%
Repetitive tapping	2%
A rain storm	59%
Scratching on a microphone	3%
Typing on a keyboard	2%
The humming motor of a car	3%
A person humming	1%
An adult laughing	2%
Singing	7%
A baby laughing	11%
Whistling	0%

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Interviewing Dates	October 5 - 7, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	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.
Weighting	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.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	45 questions not reported.