

LET'S TALK

About

# HEARING LOSS

Younger people are **more** likely to have had a discussion about hearing loss (or difficulty hearing) than their older counterparts

46%

of Americans know someone with hearing loss

70%

VS

57%

18-34  
YEARS OF AGE

65  
AND OLDER



55%

believe hearing loss is a normal part of aging



31%  
TREATMENT  
OPTIONS

25%  
LIFESTYLE  
CHANGES

WHAT  
DID YOU TALK  
ABOUT?

among those who know  
someone with hearing loss  
(or have difficulty hearing)

29%  
IMPACT ON  
LIFE

21%  
IMPACT ON  
RELATIONSHIPS



66%

of adults would be motivated to have their hearing evaluated if THEY WERE EXPECTING A MAJOR LIFE EVENT (e.g., marriage, health scare, birth of child/grandchild)

79%

of adults 65+ would do it if A FAMILY MEMBER TALKED TO THEM ABOUT IT



49%

of people say that speaking louder when talking to someone with hearing loss helps them hear better

45%

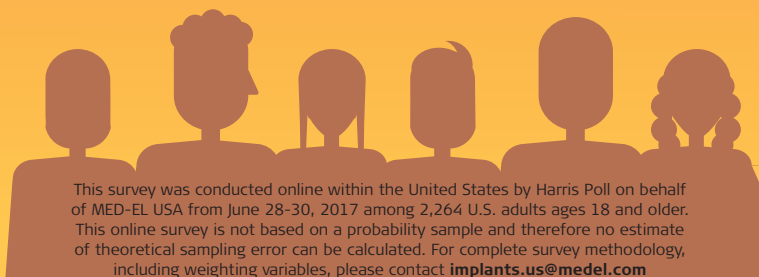
were unaware of the connection between hearing loss and other health concerns

37%

of people aren't sure whether treatment options are available for people with hearing loss once hearing aids stop working

Left untreated, hearing loss has been linked to **COGNITIVE DECLINE** and **DEMENTIA**

Cochlear implants and electric-acoustic stimulation (EAS) are two options that can **HELP RESTORE** a sense of sound



This survey was conducted online within the United States by Harris Poll on behalf of MED-EL USA from June 28-30, 2017 among 2,264 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact [implants.us@medel.com](mailto:implants.us@medel.com)