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.

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<th>Age 18-34</th>
<th>Age 65 and older</th>
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<td>70%</td>
<td>57%</td>
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46% of Americans know someone with hearing loss.

55% believe hearing loss is a normal part of aging.

66% of adults would be motivated to have their hearing evaluated if they were expecting a major life event.

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.

37% of people aren't sure whether treatment options are available for people with hearing loss once hearing aids stop working.

45% were unaware of the connection between hearing loss and other health concerns.

Left untreated, hearing loss has been linked to cognitive decline and dementia.

46% of Americans know someone with hearing loss.

21% impact on relationships.

29% impact on life.

25% impact on hearing loss or difficulty hearing.

31% treatment options.

Lifestyle changes.

WHAT DID YOU TALK ABOUT?

Speaking louder when talking to someone with hearing loss helps them hear better.

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

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.