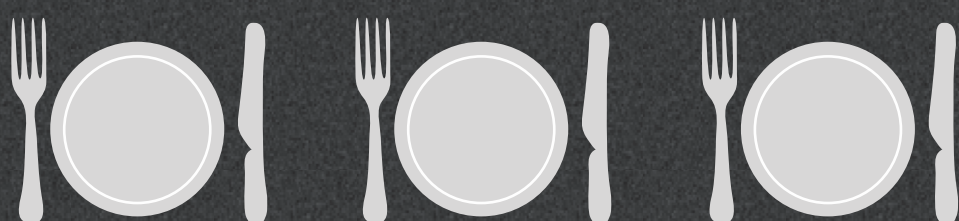


Hearing loss affects almost 40 million Americans in more ways than you think*

67% of people with hearing loss struggle to understand in noisy public places. 50% of these people say restaurants are the most challenging listening environments



48% of people with hearing loss have difficulty distinguishing speech from noise



88% of people with hearing loss often miss words in a conversation



67% of people with hearing loss do not understand what is being said when there are multiple noise sources



85% of people with hearing loss often use more effort to listen to and comprehend what is being said



52% of people with hearing loss always/often have to strain to understand, follow or participate in conversations



1 out of 3 people with hearing loss feel isolated or unable to "join in" on the conversation when there are multiple noise sources



43% of people with hearing loss have difficulty remembering



This survey was conducted online within the United States by Harris Poll on behalf of Oticon from March 24-29, 2016 among 2,018 adults ages 18 and older. Of the 2,018 adults, 395 identified as having hearing loss. The statistics in this infographic reflect the answers from those 395 participants. 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 David Connolly at dconnolly@lavoiehealthscience.com.

*according to Better Hearing Institute