



ADULTS AGE 40-PLUS

It takes time for people to address a hearing issue

In a May 2023 survey, 3,500 American adults ages 40 and older were asked about their hearing health. There were several reasons why adults may not address a hearing issue, chief among them – people believe they can live with a hearing loss*.



51%

My hearing is fine in some situations, so I don't feel I need treatment

37%

Unless my hearing difficulty is severe, I am unlikely to want to be treated

24%

It's easy to find ways to cover up some hearing difficulties

The average age for the following self-assessments suggests it may take years before adults address a known hearing issue.



57 years

My hearing is excellent



59 years

My hearing is not as good as it could be, but I don't think I need to be treated



62 years

I have hearing difficulty but haven't been treated



70 years

I have hearing difficulty and have been treated

