

# AARP Hearing Poll Among Adults Ages 50+: Annotated Questionnaire

**STUDY POPULATION:** Adults 50 or older

**FIELD DATES:** June 7-10, 2024

**DATA COLLECTION VENDOR:** AUS Marketing Research Systems, Inc. (SSRS)

**TOTAL SAMPLE SIZE (and breakout of any subgroups):** N=817

**MOE or appropriate estimate of error:**  $\pm 3.43$  percentage points

**NOTES:**

- Percentages maybe not adding to 100%
- Cell values of “-“ mean 0%

**RESEARCH STUDY PAGE:** <https://www.aarp.org/pri/topics/health/brain-health/brain-health-hearing.html>



## Main

1. Have you had your hearing tested in the last 5 years?

	Total	50-64	65+
Unweighted n	815	444	371
Yes	41%	36%	47%
No	59%	64%	53%

2. Which best describes your own hearing health?

	Total	50-64	65+
Unweighted n	817	445	372
My hearing health is excellent	38%	45%	29%
My hearing isn't as good as it could be, but I don't think I need hearing aids	41%	40%	43%
I have a hearing difficulty, but I don't think I need hearing aids	10%	10%	11%
I have a hearing difficulty and I have hearing aids	11%	5%	18%

3. Do you currently use hearing aids? *[Among those who have hearing aids]*

	Total*	50-64	65+
Unweighted n	88		
Yes, but I don't use them regularly	33%		
Yes, and I use them regularly	63%		
No	5%		

\*No frequencies by age included due to small sample size.

4. If you knew that hearing loss could harm your brain health how likely would you be to address any hearing difficulties you have now or may have in the future?

	Total	50-64	65+
Unweighted n	817	445	372
Extremely likely	42%	45%	38%
Very likely	36%	38%	34%
Somewhat likely	16%	13%	20%
Not very likely	4%	4%	5%
Not at all likely	2%	1%	4%



5. How, if at all, does the ability to buy hearing aids over the counter impact your decision to use hearing aids now or in the future? Would you be...

	<b>Total</b>	<b>50-64</b>	<b>65+</b>
Unweighted n	816	444	372
More likely to use hearing aids	45%	51%	36%
Neither more or less likely to use hearing aids	50%	42%	58%
Less likely to use hearing aids	6%	6%	6%