

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

24 Aug 2021
 Table 1

Q1 Which of the following describes you?

Base: All Respondents

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|---|--------------|-----------------|-----------------|--------------------|--------------------|----------------|------------------|-----------------|-------------------|--------------------|-----------------|----------------|------------------|-------------|-----------------|-----------------|------------------|-------------|-----------------|-----------------|-----------------|------------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 2044 | 748 | 1269 | 552 | 353 | 277 | 365 | 497 | 177 | 131 | 81 | 136 | 223 | 360 | 219 | 192 | 227 | 271 | 412 | 872 | 385 | 375 |
| Weighted Base | 2044 | 949 | 1058 | 596 | 342 | 305 | 348 | 453 | 269 | 168* | 141* | 165* | 206 | 303 | 171 | 158* | 182 | 244 | 352 | 785 | 422 | 486 |
| Have Hearing Loss/Are Deaf (Net) | 323 16% | 208 22% C | 105 10% | 100 17% E | 29 9% | 59 19% E | 41 12% | 93 21% EG | 65 24% JN | 17 10% | 39 27% JP | 28 17% Q | 60 29% JLR | 32 10% | 11 6% | 16 10% | 13 7% Q | 33 14% | 46 13% | 104 13% | 65 15% | 108 22% ST |
| I have hearing loss | 258 13% | 155 16% C | 93 9% | 60 10% | 24 7% | 43 14% E | 38 11% DEG | 92 20% | 28 10% | 12 7% | 30 21% JP | 26 16% Q | 60 29% JLR | 29 9% | 11 6% | 9 6% | 12 7% Q | 32 13% | 40 11% | 94 12% | 58 14% | 65 13% |
| I am deaf | 65 3% | 53 6% C | 12 1% | 40 7% EGH | 5 2% | 16 5% GH | 3 1% | 1 * | 37 14% JLMN | 5 3% | 9 6% M | 2 2% | - | 3 1% | * * | 7 4% OQR | * * | 1 1% | 5 2% | 9 1% | 7 2% | 43 9% STU |
| I do not have any hearing loss | 1271 62% | 563 59% B | 693 66% B | 365 61% DFGH | 262 76% DFGH | 181 59% | 218 63% | 245 54% | 155 58% | 133 79% IKLM | 80 57% | 91 55% | 103 50% | 196 65% | 128 75% R | 100 63% R | 127 70% RL | 142 58% | 241 69% V | 500 64% V | 274 65% V | 256 53% |
| I don't know/I have not had my hearing tested in the past 3 years | 450 22% | 178 19% | 260 25% B | 131 22% | 51 15% | 64 21% | 89 26% E | 114 25% E | 49 18% | 19 11% | 23 16% | 46 28% J | 43 21% | 75 25% | 32 19% | 42 26% R | 42 23% RL | 68 28% | 65 18% | 181 23% | 82 20% | 121 25% |
| Sigma | 2044 100% | 949 100% | 1058 100% | 596 100% | 342 100% | 305 100% | 348 100% | 453 100% | 269 100% | 168 100% | 141 100% | 165 100% | 206 100% | 303 100% | 171 100% | 158 100% | 182 100% | 244 100% | 352 100% | 785 100% | 422 100% | 486 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

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 Table 2

Q1 Which of the following describes you?

Base: All Respondents

| | Household Income | | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | |
|---|------------------|-----------------|-----------------|-----------------|-----------------|------------------|--------------|------------------|-----------------|-----------------|-----------------|-----------------|--------------------------|-----------------|-----------------|-----------------|-----------------|--------------|----------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K - \$74.9K | \$75K - \$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 2044 | 893 | 429 | 260 | 356 | 645 | 599 | 800 | 1018 | 1026 | 637 | 1407 | 564 | 1480 | 1385 | 585 | 948 | 1096 | 179 | 220 | 1478 |
| Weighted Base | 2044 | 577 | 324 | 263 | 772 | 661 | 659 | 724 | 1120 | 924 | 732 | 1312 | 630 | 1414 | 1472 | 498 | 980 | 1064 | 321 | 237 | 1302 |
| Have Hearing Loss/Are Deaf (Net) | 323 16% | 80 14% | 43 13% | 35 13% | 154 20% B | 81 12% | 93 14% | 149 21% FG | 182 16% | 141 15% | 135 18% | 188 14% | 137 22% N | 186 13% | 252 17% P | 57 12% | 183 19% R | 140 13% | 58 18% T | 19 8% | 225 17% T |
| I have hearing loss | 258 13% | 68 12% | 38 12% | 31 12% | 111 14% | 61 9% | 83 13% | 114 16% F | 124 11% | 134 14% | 91 12% | 166 13% | 90 14% | 168 12% | 197 13% | 52 10% R | 147 15% R | 111 10% | 52 16% T | 7 3% | 180 14% T |
| I am deaf | 65 3% | 12 2% | 5 2% | 4 2% | 42 5% BC | 20 3% | 10 1% | 35 5% G | 58 5% J | 8 1% | 43 6% L | 22 2% | 47 8% N | 18 1% | 55 4% P | 6 1% | 36 4% | 29 3% | 6 2% | 13 5% | 44 3% T |
| I do not have any hearing loss | 1271 62% | 352 61% | 204 63% | 165 63% | 489 63% | 392 59% | 423 64% | 456 63% G | 739 66% J | 532 58% | 468 64% L | 804 61% | 391 62% N | 880 62% | 899 61% P | 340 68% O | 588 60% | 684 64% | 196 61% | 167 70% | 798 61% T |
| I don't know/I have not had my hearing tested in the past 3 years | 450 22% | 145 25% E | 78 24% E | 63 24% | 129 17% | 188 28% GH | 143 22% | 119 16% | 199 18% | 251 27% I | 129 18% | 320 24% K | 101 16% | 348 25% M | 322 22% | 100 20% | 210 21% | 240 23% | 67 21% | 51 22% | 279 21% T |
| Sigma | 2044 100% | 577 100% | 324 100% | 263 100% | 772 100% | 661 100% | 659 100% | 724 100% | 1120 100% | 924 100% | 732 100% | 1312 100% | 630 100% | 1414 100% | 1472 100% | 498 100% | 980 100% | 1064 100% | 321 100% | 237 100% | 1302 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

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 Table 3

Q2 Do you use any of the following devices to improve your hearing? Please select all that apply.

Base: Have Hearing Loss/Are Deaf

| | Gender | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | | |
|-----------------|-------------|----------------|-------------|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|-------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 302 | 170 | 125 | 76 | 34 | 34 | 39 | 119 | 43 | 18 | 16 | 19 | 74 | 30 | 15 | 16 | 20 | 44 | 48 | 119 | 59 | 76 |
| Weighted Base | 323 | 208* | 105* | 100* | 29** | 59** | 41** | 93* | 65** | 17** | 39** | 28** | 60* | 32** | 11** | 16** | 13** | 33* | 46** | 104* | 65* | 108* |
| Hearing Aid | 139 43% | 91 43% | 47 45% | 42 41% | 13 46% | 16 28% | 17 41% | 51 55% | 27 41% | 6 35% | 15 38% | 12 41% | 32 53% | 15 46% | 6 54% | 2 10% | 5 43% | 19 58% | 21 45% | 42 41% | 32 50% | 44 40% |
| Implant | 57 18% | 51 24% C | 4 4% | 32 32% H | 9 31% | 16 26% | - | * | 29 45% | 6 38% | 16 41% | - | - | 3 10% | 1 9% | - | - | * | 7 14% | 19 19% | 5 8% | 26 24% |
| Other | 14 4% | 11 5% | 3 3% | 7 7% | 1 2% | 4 7% | - | 1 2% | 6 10% | * 3% | 2 6% | - | 1 2% | 1 4% | * 2% | 2 10% | - | - | * 1% | 6 6% | - | 7 7% |
| None | 137 42% | 78 38% | 51 48% | 30 30% | 11 36% | 32 53% | 24 59% | 41 44% | 14 21% | 7 41% | 14 37% | 17 59% | 27 45% | 13 40% | 4 35% | 13 81% | 7 57% | 14 41% | 23 51% | 46 45% | 28 43% | 39 36% |
| Sigma | 347 107% | 230 111% | 105 100% | 111 111% | 34 115% | 68 114% | 41 100% | 93 100% | 76 117% | 20 117% | 47 122% | 28 100% | 60 100% | 32 100% | 11 100% | 16 100% | 13 100% | 33 100% | 51 112% | 114 110% | 66 101% | 116 107% |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very very small base (under 30) ineligible for sig testing

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 Table 4

Q2 Do you use any of the following devices to improve your hearing? Please select all that apply.

Base: Have Hearing Loss/Are Deaf

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|-----------------|------------------|-----------------|-----------------|-----------------|-----------------|------------|--------------|---------------|----------------|----------------|----------------|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K - \$74.9K | \$75K - \$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 302 | 119 | 65 | 39 | 71 | 78 | 86 | 138 | 144 | 158 | 95 | 207 | 95 | 207 | 232 | 57 | 173 | 129 | 24 | 15 | 247 |
| Weighted Base | 323 | 80* | 43* | 35* | 154* | 81* | 93* | 149* | 182* | 141* | 135* | 188 | 137* | 186 | 252 | 57* | 183* | 140* | 58** | 19** | 225 |
| Hearing Aid | 139 43% | 28 35% | 18 41% | 15 43% | 72 47% | 31 38% | 52 56% | 56 38% | 74 41% | 65 46% | 49 36% | 90 48% | 58 42% | 81 44% | 113 45% | 21 37% | 81 44% | 58 42% | 25 44% | 11 55% | 93 41% |
| Implant | 57 18% | 5 6% | 1 3% | 4 11% | 46 30% BC | 8 10% | 12 13% | 37 25% | 54 30% J | 3 2% | 52 39% L | 5 2% | 52 38% N | 5 3% | 56 22% P | 1 2% | 49 27% R | 8 6% | 12 21% | 2 9% | 42 19% |
| Other | 14 4% | 5 6% | * 1% | 1 2% | 8 5% | 5 6% | 3 3% | 6 4% | 8 4% | 6 4% | 7 5% | 7 4% | 8 6% | 6 3% | 9 4% | 3 6% | 8 5% | 5 4% | 1 2% | - | 9 4% |
| None | 137 42% | 44 55% E | 24 56% E | 17 49% | 49 32% | 36 45% | 40 43% | 61 41% | 70 38% | 67 48% | 50 37% | 87 46% | 42 31% | 95 51% M | 98 39% | 31 55% | 68 37% | 69 49% | 25 43% | 7 36% | 98 44% |
| Sigma | 347 107% | 81 101% | 44 102% | 36 104% | 174 113% | 81 100% | 107 115% | 159 107% | 205 113% | 141 100% | 158 117% | 189 100% | 160 117% | 187 100% | 276 109% | 57 100% | 206 113% | 141 100% | 63 110% | 19 100% | 243 108% |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 5

Q3 Which of the following were the first/earliest hearing loss symptoms you experienced? Please select all that apply.

Base: Have Hearing Loss

| | Gender | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | | |
|--|-------------|-------------|-------------|-------------|------------|------------|------------|-------------|------------|------------|------------|------------|-------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Frequently asking people to repeat themselves | 157 61% | 93 60% | 59 64% | 37 62% | 18 76% | 25 58% | 26 67% | 51 55% | 17 61% | 8 65% | 20 66% | 19 74% | 29 49% | 17 58% | 9 84% | 5 57% | 7 53% | 22 68% | 21 52% | 56 60% | 39 68% | 41 63% |
| Hearing people talking but not being able to make out what they are saying | 124 48% | 76 49% | 48 52% | 15 25% | 5 20% | 27 63% | 25 64% | 53 57% | 3 9% | 2 17% | 22 72% | 17 66% | 33 55% | 12 41% | 3 26% | 6 61% | 8 60% | 20 63% | 16 41% | 47 50% | 34 60% | 26 40% |
| Turning up the TV volume | 111 43% | 72 46% | 37 40% | 12 21% | 7 31% | 21 49% | 18 48% | 52 56% | 5 19% | 4 30% | 16 53% | 12 48% | 35 58% | 6 19% | 4 36% | 5 56% | 6 47% | 17 53% | 13 32% | 41 43% | 17 29% | 40 61% |
| Struggling to hear certain sounds or syllables | 95 37% | 52 33% | 40 43% | 27 45% | 6 26% | 12 27% | 13 34% | 37 41% | 4 15% | 4 36% | 7 25% | 7 27% | 29 48% | 21 75% | 2 19% | 2 23% | 6 49% | 8 27% | 5 12% | 39 41% | 20 35% | 31 48% |
| Struggling to hear on the phone | 66 26% | 36 23% | 29 31% | 14 23% | 6 26% | 8 18% | 12 32% | 27 29% | 6 23% | 3 26% | 5 16% | 8 33% | 13 22% | 5 19% | 3 30% | 3 30% | 4 32% | 14 43% | 8 20% | 30 31% | 8 14% | 21 32% |
| Other | 15 6% | 11 7% | 2 2% | 4 7% | - | 2 5% | 1 2% | 8 8% | 3 12% | - | - | - | 8 13% | 1 3% | - | - | 1 7% | - | 4 11% | 6 6% | 1 2% | 3 5% |
| Sigma | 568 221% | 339 219% | 214 231% | 109 182% | 43 178% | 95 218% | 95 248% | 227 247% | 39 140% | 21 174% | 70 233% | 64 249% | 146 244% | 62 215% | 21 194% | 21 226% | 31 248% | 80 253% | 67 167% | 219 232% | 120 208% | 162 248% |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Q3 Which of the following were the first/earliest hearing loss symptoms you experienced? Please select all that apply.

Base: Have Hearing Loss

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|--|------------------|-----------------|-----------------|-----------------|-------------|---------------|--------------|---------------|-------------|----------------|-------------|--------------------------|-------------|----------------|-------------|----------------|-------------|----------------|------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K - \$74.9K | \$75K - \$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Frequently asking people to repeat themselves | 157 61% | 41 60% | 27 71% | 17 54% | 66 60% | 43 71% | 46 55% | 68 60% | 81 65% | 76 57% | 53 58% | 104 63% | 62 69% | 95 57% | 118 60% | 35 68% | 90 61% | 67 61% | 33 63% | 3 49% | 108 60% |
| Hearing people talking but not being able to make out what they are saying | 124 48% | 33 48% | 20 52% | 16 52% | 49 44% | 32 52% | 34 40% | 59 52% | 48 39% | 76 57% | 33 36% | 91 55% | 32 35% | 92 55% | 97 49% | 24 47% | 75 51% | 49 44% | 16 31% | 1 19% | 100 55% |
| Turning up the TV volume | 111 43% | 26 38% | 22 58% | 13 43% | 45 40% | 21 35% | 34 41% | 56 49% | 43 34% | 68 51% | 29 32% | 82 49% | 28 31% | 83 49% | 86 44% | 23 44% | 75 51% | 36 32% | 4 8% | 2 37% | 101 56% |
| Struggling to hear certain sounds or syllables | 95 37% | 25 36% | 15 41% | 12 39% | 37 33% | 24 40% | 35 42% | 36 32% | 38 31% | 57 43% | 33 36% | 63 38% | 24 27% | 71 42% | 74 37% | 21 41% | 50 34% | 45 41% | 15 30% | 3 45% | 69 39% |
| Struggling to hear on the phone | 66 26% | 15 22% | 10 27% | 10 32% | 25 23% | 10 17% | 25 30% | 31 28% | 25 21% | 41 31% | 21 23% | 46 28% | 19 21% | 48 28% | 55 28% | 11 21% | 40 28% | 26 24% | 8 15% | 1 9% | 52 29% |
| Other | 15 6% | 9 14% CE | 1 1% | 1 4% | 2 1% | 8 14% H | 3 4% | 3 3% | 3 2% | 12 9% | 4 4% | 11 7% | 3 4% | 11 7% | 3 2% | 8 16% | 5 3% | 10 9% | 3 6% | - - | 6 3% |
| Sigma | 568 221% | 148 218% | 94 250% | 69 224% | 224 202% | 139 229% | 176 211% | 254 223% | 238 192% | 330 247% | 172 188% | 397 239% | 168 187% | 400 239% | 432 220% | 123 238% | 336 229% | 233 210% | 79 153% | 10 159% | 436 242% |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
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 Table 7

Q4 How concerned are you that you may have hearing loss in the future?

Base: Don't Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|-------------------------------------|--------------|----------------|-------------|------------------|------------------|------------------|------------------|-------------------|------------------|-------------------|------------------|----------------|------------------|------------------|----------------|-------------|----------------|-------------|-----------------|-----------------|------------------|-------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 1271 | 430 | 829 | 361 | 247 | 180 | 223 | 260 | 102 | 95 | 53 | 78 | 102 | 250 | 151 | 125 | 145 | 158 | 282 | 542 | 238 | 209 |
| Weighted Base | 1271 | 563 | 693 | 365 | 262 | 181* | 218 | 245 | 155* | 133* | 80* | 91* | 103* | 196 | 128* | 100* | 127* | 142* | 241 | 500 | 274 | 256 |
| Very/Somewhat Concerned (Net) | 469 37% | 212 38% | 253 37% | 154 42% GH | 108 41% H | 78 43% GH | 65 30% | 64 26% | 63 40% M | 65 49% LM | 39 49% M | 26 28% | 19 19% | 88 45% Q | 43 33% | 39 39% | 39 31% | 45 31% | 104 43% U | 200 40% U | 75 27% | 91 36% |
| Very concerned | 114 9% | 74 13% C | 39 6% | 42 11% GH | 49 19% FGH | 9 5% | 9 4% | 6 2% | 29 19% LMN | 35 27% KLMO | 4 6% | 2 2% | 3 3% | 11 5% | 14 11% R | 4 4% | 8 6% | 3 2% | 24 10% | 45 9% | 17 6% | 29 11% |
| Somewhat concerned | 355 28% | 138 25% | 214 31% | 113 31% | 59 22% | 69 38% EGH | 56 26% | 58 24% | 33 22% | 30 22% | 34 43% IJM | 24 26% | 16 16% | 77 39% OQI | 29 23% | 35 35% | 32 25% | 42 29% | 80 33% U | 156 31% U | 57 21% | 62 24% |
| Not At All/Not Very Concerned (Net) | 802 63% | 351 62% | 440 63% | 210 58% | 154 59% | 103 57% | 153 70% DF | 181 74% DEF | 93 60% | 68 51% | 41 51% | 66 72% J | 84 81% IJK | 108 55% | 86 67% | 61 61% | 88 69% N | 97 69% | 137 57% | 300 60% | 200 73% ST | 165 64% |
| Not very concerned | 418 33% | 182 32% | 230 33% | 115 32% | 74 28% | 56 31% | 79 36% | 94 38% | 48 31% | 31 23% | 21 26% | 42 46% | 40 39% | 61 31% | 43 34% | 35 34% | 37 29% | 54 38% | 76 32% | 146 29% | 95 35% | 102 40% |
| Not at all concerned | 384 30% | 169 30% | 210 30% | 95 26% | 80 31% | 47 26% | 74 34% | 87 36% | 44 28% | 37 28% | 21 26% | 24 26% | 43 42% | 47 24% | 42 33% | 27 27% | 51 40% N | 44 31% | 61 25% | 155 31% | 105 38% SV | 63 25% |
| Sigma | 1271 100% | 563 100% | 693 100% | 365 100% | 262 100% | 181 100% | 218 100% | 245 100% | 155 100% | 133 100% | 80 100% | 91 100% | 103 100% | 196 100% | 128 100% | 100 100% | 127 100% | 142 100% | 241 100% | 500 100% | 274 100% | 256 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

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 Table 8

Q4 How concerned are you that you may have hearing loss in the future?

Base: Don't Have Hearing Loss

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|-------------------------------------|------------------|-----------------|----------------|------------------|-----------------|-------------|--------------|-----------------|-----------------|-----------------|-----------------|--------------------------|-----------------|-----------------|-----------------|-----------------|-------------|----------------|------------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 1271 | 557 | 264 | 161 | 223 | 386 | 374 | 511 | 662 | 609 | 422 | 849 | 367 | 904 | 846 | 391 | 550 | 721 | 121 | 154 | 890 |
| Weighted Base | 1271 | 352 | 204 | 165 | 489 | 392 | 423 | 456 | 739 | 532 | 468 | 804 | 391 | 880 | 899 | 340 | 588 | 684 | 196* | 167* | 798 |
| Very/Somewhat Concerned (Net) | 469 37% | 141 40% D | 70 34% | 43 26% | 200 41% D | 146 37% | 137 32% | 187 41% | 318 43% J | 152 28% | 206 44% L | 263 33% | 182 46% N | 288 33% | 360 40% P | 103 30% | 226 38% | 243 36% | 100 51% TU | 51 31% | 269 34% |
| Very concerned | 114 9% | 28 8% D | 22 11% D | 2 1% | 61 13% D | 27 7% | 23 5% | 64 14% FG | 89 12% J | 26 5% | 76 16% L | 38 5% | 68 17% N | 47 5% | 95 11% P | 18 5% | 63 11% | 51 7% | 31 16% U | 21 12% | 58 7% |
| Somewhat concerned | 355 28% | 114 32% C | 48 23% | 41 25% | 139 28% | 119 30% | 114 27% | 122 27% | 229 31% J | 126 24% | 130 28% | 225 28% | 114 29% | 241 27% | 265 29% | 85 25% | 163 28% | 192 28% | 69 35% T | 30 18% | 211 26% |
| Not At All/Not Very Concerned (Net) | 802 63% | 210 60% | 134 66% | 122 74% BE | 289 59% | 246 63% | 287 68% | 269 59% | 421 57% | 381 72% J | 261 56% | 541 67% K | 209 54% | 593 67% M | 538 60% | 238 70% O | 361 62% | 441 64% | 97 49% | 116 69% S | 529 66% S |
| Not very concerned | 418 33% | 118 34% | 70 35% | 61 37% B | 145 30% | 113 29% | 155 37% | 151 33% | 232 31% | 186 35% | 137 29% | 282 35% | 102 26% | 316 36% M | 302 34% | 105 31% | 199 34% | 219 32% | 62 31% | 38 23% | 277 35% T |
| Not at all concerned | 384 30% | 93 26% | 63 31% | 62 37% B | 144 29% | 134 34% | 132 31% | 118 26% | 189 26% | 195 37% I | 125 27% | 259 32% | 107 27% | 277 31% | 237 26% | 133 39% O | 162 28% | 222 32% | 35 18% | 78 47% SU | 252 32% S |
| Sigma | 1271 100% | 352 100% | 204 100% | 165 100% | 489 100% | 392 100% | 423 100% | 456 100% | 739 100% | 532 100% | 468 100% | 804 100% | 391 100% | 880 100% | 899 100% | 340 100% | 588 100% | 684 100% | 196 100% | 167 100% | 798 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

24 Aug 2021
 Table 9

Q5 Please indicate whether you believe the following statements are true or false.
 Summary Of True

Base: All Respondents

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|--|-------------|-----------------|------------|-------------------|------------------|----------------|----------------|-----------------|--------------------|-----------------|-----------------|-----------------|------------|-------------------|-----------------|-----------------|-----------|------------------|----------------|------------|------------|-----------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 2044 | 748 | 1269 | 552 | 353 | 277 | 365 | 497 | 177 | 131 | 81 | 136 | 223 | 360 | 219 | 192 | 227 | 271 | 412 | 872 | 385 | 375 |
| Weighted Base | 2044 | 949 | 1058 | 596 | 342 | 305 | 348 | 453 | 269 | 168* | 141* | 165* | 206 | 303 | 171 | 158* | 182 | 244 | 352 | 785 | 422 | 486 |
| Untreated hearing loss has been linked to neurological and mental-health related conditions including dementia and depression. | 1032 50% | 508 54% | 515 49% | 301 51% | 169 49% | 145 48% | 160 46% | 256 56% G | 143 53% | 95 57% O | 74 52% | 81 49% | 115 56% | 152 50% | 72 42% | 71 45% | 79 43% | 141 58% OQ | 181 51% | 393 50% | 203 48% | 255 52% |
| You cannot prevent hearing loss. | 540 26% | 240 25% | 294 28% | 191 32% GH | 101 29% H | 88 29% H | 75 22% | 86 19% | 80 30% M | 58 34% LM | 34 24% | 30 18% | 38 18% | 108 36% OQR | 40 23% | 54 34% R | 45 25% | 48 20% | 87 25% | 223 28% | 112 27% | 119 24% |
| If you experience signs of hearing loss, you don't need to seek a professional's help right away. | 438 21% | 258 27% C | 178 17% | 197 33% FGH | 90 26% GH | 57 19% H | 59 17% H | 36 8% | 111 41% KLMN | 57 34% MO | 33 23% M | 39 24% MQ | 18 9% | 86 28% OPQR | 31 18% R | 23 15% | 20 11% | 18 7% | 75 21% | 164 21% | 73 17% | 127 26% U |
| Hearing loss only affects older individuals and is something I don't have to worry about yet. | 313 15% | 200 21% C | 109 10% | 151 25% FGH | 67 19% FGH | 32 11% | 39 11% H | 24 5% | 91 34% KLMN | 43 26% MO | 26 18% MP | 26 16% MQ | 14 7% | 60 20% PQR | 21 12% PR | 6 4% | 12 6% | 9 4% | 64 18% U | 104 13% | 46 11% | 99 20% TU |
| There are no treatment options for hearing loss. | 285 14% | 179 19% C | 103 10% | 134 22% EGH | 42 12% H | 45 15% H | 38 11% H | 26 6% | 77 29% MN | 31 18% MO | 25 17% | 29 17% Q | 18 9% | 55 18% OQR | 10 6% | 20 13% QR | 9 5% | 8 3% | 51 15% | 97 12% | 49 12% | 88 18% T |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

24 Aug 2021
 Table 10

Q5 Please indicate whether you believe the following statements are true or false.
 Summary Of True

Base: All Respondents

| | Household Income | | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | |
|--|------------------|-----------------|---------------|---------------|-------------------|-----------------|--------------|-----------------|-----------------|------------|-----------------|------------|--------------------------|------------|----------------|------------|----------------|-------------|------------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 2044 | 893 | 429 | 260 | 356 | 645 | 599 | 800 | 1018 | 1026 | 637 | 1407 | 564 | 1480 | 1385 | 585 | 948 | 1096 | 179 | 220 | 1478 |
| Weighted Base | 2044 | 577 | 324 | 263 | 772 | 661 | 659 | 724 | 1120 | 924 | 732 | 1312 | 630 | 1414 | 1472 | 498 | 980 | 1064 | 321 | 237 | 1302 |
| Untreated hearing loss has been linked to neurological and mental-health related conditions including dementia and depression. | 1032 50% | 272 47% | 149 46% | 130 49% | 444 58% BC | 296 45% | 336 51% | 399 55% F | 572 51% | 460 50% | 356 49% | 675 51% | 309 49% | 722 51% | 774 53% | 230 46% | 503 51% | 528 50% | 157 49% | 106 45% | 673 52% |
| You cannot prevent hearing loss. | 540 26% | 170 29% D | 82 25% | 58 22% | 209 27% | 201 30% H | 176 27% | 163 23% | 310 28% | 230 25% | 224 31% L | 316 24% | 184 29% | 356 25% | 379 26% | 144 29% | 238 24% | 302 28% | 107 33% U | 80 34% U | 312 24% |
| If you experience signs of hearing loss, you don't need to seek a professional's help right away. | 438 21% | 110 19% | 51 16% | 39 15% | 226 29% BCD | 123 19% | 130 20% | 185 26% F | 318 28% J | 120 13% | 246 34% L | 192 15% | 221 35% N | 217 15% | 330 22% | 92 19% | 235 24% | 204 19% | 111 35% TU | 54 23% | 236 18% |
| Hearing loss only affects older individuals and is something I don't have to worry about yet. | 313 15% | 80 14% | 33 10% | 25 10% | 165 21% BCD | 81 12% | 105 16% | 127 18% F | 214 19% J | 99 11% | 173 24% L | 139 11% | 165 26% N | 148 10% | 225 15% | 75 15% | 152 16% | 160 15% | 84 26% U | 46 19% U | 156 12% |
| There are no treatment options for hearing loss. | 285 14% | 67 12% | 32 10% | 23 9% | 160 21% BCD | 76 12% | 96 14% | 113 16% | 194 17% J | 91 10% | 160 22% L | 125 10% | 153 24% N | 132 9% | 208 14% | 66 13% | 154 16% | 131 12% | 81 25% U | 38 16% | 145 11% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

24 Aug 2021
 Table 11

Q5 Please indicate whether you believe the following statements are true or false.
 Summary Of False

Base: All Respondents

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|--|-------------|------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|----------------|-----------------|-----------------|-----------------|-------------------|-----------------|-------------------|-----------------|-----------------|-------------------|-----------------|-----------------|-----------------|----------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 2044 | 748 | 1269 | 552 | 353 | 277 | 365 | 497 | 177 | 131 | 81 | 136 | 223 | 360 | 219 | 192 | 227 | 271 | 412 | 872 | 385 | 375 |
| Weighted Base | 2044 | 949 | 1058 | 596 | 342 | 305 | 348 | 453 | 269 | 168* | 141* | 165* | 206 | 303 | 171 | 158* | 182 | 244 | 352 | 785 | 422 | 486 |
| Hearing loss only affects older individuals and is something I don't have to worry about yet. | 1497 73% | 640 67% | 836 79% B | 368 62% | 246 72% D | 233 77% D | 266 76% D | 384 85% DEFG | 144 54% | 116 69% I | 92 65% | 118 72% I | 170 83% IJK | 206 68% I | 130 76% NOK | 139 88% N | 148 81% N | 213 87% NO | 257 73% | 593 76% V | 330 78% V | 316 65% |
| There are no treatment options for hearing loss. | 1481 72% | 637 67% | 826 78% B | 342 57% | 264 77% D | 220 72% D | 277 80% D | 378 83% DF | 130 48% | 122 73% I | 101 72% I | 123 74% I | 160 78% I | 198 65% I | 141 82% N | 116 73% N | 153 84% N | 217 89% NPM | 257 73% | 565 72% V | 324 77% V | 335 69% |
| If you experience signs of hearing loss, you don't need to seek a professional's help right away. | 1385 68% | 593 62% | 772 73% B | 335 56% | 232 68% D | 209 69% D | 253 73% D | 356 79% DEF | 129 48% | 101 60% | 94 67% I | 110 67% I | 158 77% IJ | 188 62% I | 132 77% NJ | 113 71% N | 141 78% N | 198 81% N | 249 71% V | 540 69% V | 298 71% V | 299 62% |
| You cannot prevent hearing loss. | 988 48% | 491 52% | 485 46% | 249 42% | 189 55% D | 141 46% | 178 51% D | 232 51% D | 120 45% | 93 56% | 73 51% | 99 60% IQ | 107 52% | 119 39% | 95 56% NP | 66 42% | 80 44% | 125 51% N | 182 52% | 352 45% V | 201 48% V | 253 52% |
| Untreated hearing loss has been linked to neurological and mental-health related conditions including dementia and depression. | 271 13% | 144 15% | 125 12% | 103 17% H | 46 13% | 44 14% H | 42 12% H | 36 8% | 58 22% M | 25 15% | 18 13% | 24 15% M | 17 8% | 44 14% R | 21 12% R | 26 16% R | 17 10% R | 18 7% R | 42 12% R | 109 14% R | 39 9% R | 81 17% U |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

24 Aug 2021
 Table 12

Q5 Please indicate whether you believe the following statements are true or false.
 Summary Of False

Base: All Respondents

| | Total | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | |
|--|-------------|------------------|-----------------|------------------|-----------------|------------|--------------|------------------|-----------------|-----------------|-----------------|------------------|--------------------------|------------------|------------------|------------|-----------------|-------------|----------------|----------------------|----------------------|
| | | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 2044 | 893 | 429 | 260 | 356 | 645 | 599 | 800 | 1018 | 1026 | 637 | 1407 | 564 | 1480 | 1385 | 585 | 948 | 1096 | 179 | 220 | 1478 |
| Weighted Base | 2044 | 577 | 324 | 263 | 772 | 661 | 659 | 724 | 1120 | 924 | 732 | 1312 | 630 | 1414 | 1472 | 498 | 980 | 1064 | 321 | 237 | 1302 |
| Hearing loss only affects older individuals and is something I don't have to worry about yet. | 1497 73% | 430 75% | 257 79% E | 213 81% E | 532 69% | 494 75% | 478 73% | 524 72% | 770 69% | 727 79% I | 480 66% | 1016 77% K | 398 63% | 1098 78% M | 1111 75% | 347 70% | 718 73% | 778 73% | 211 66% | 148 62% | 1025 79% ST |
| There are no treatment options for hearing loss. | 1481 72% | 405 70% | 252 78% B | 210 80% BE | 548 71% | 465 70% | 472 72% | 543 75% | 787 70% | 694 75% | 472 64% | 1010 77% K | 404 64% | 1077 76% M | 1106 75% P | 336 68% | 732 75% | 749 70% | 193 60% | 150 63% | 1006 77% ST |
| If you experience signs of hearing loss, you don't need to seek a professional's help right away. | 1385 68% | 405 70% E | 238 73% E | 203 77% E | 472 61% | 460 70% | 448 68% | 477 66% | 695 62% | 691 75% I | 427 58% | 959 73% K | 361 57% | 1024 72% M | 998 68% | 353 71% | 647 66% | 738 69% | 195 61% | 161 68% | 919 71% S |
| You cannot prevent hearing loss. | 988 48% | 251 44% | 144 44% | 145 55% BC | 407 53% B | 286 43% | 308 47% | 394 54% FG | 574 51% J | 414 45% | 348 48% | 640 49% | 317 50% | 671 47% | 747 51% P | 208 42% | 510 52% R | 478 45% | 145 45% | 93 39% | 657 50% T |
| Untreated hearing loss has been linked to neurological and mental-health related conditions including dementia and depression. | 271 13% | 80 14% | 43 13% | 29 11% | 107 14% | 90 14% | 67 10% | 114 16% G | 163 15% | 107 12% | 122 17% L | 149 11% | 114 18% N | 157 11% | 185 13% | 69 14% | 129 13% | 142 13% | 59 18% U | 40 17% | 147 11% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 13

Q5_1 Please indicate whether you believe the following statements are true or false.
 There are no treatment options for hearing loss.

Base: All Respondents

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|-----------------|--------------|-----------------|-----------------|-------------------|-----------------|-----------------|------------------|------------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------|-----------------|-----------------|-----------------|-------------------|-----------------------|--------------|---------------------|----------------|
| | Total (A) | Male (B) | Female (C) | 18-34 (D) | 35-44 (E) | 45-54 (F) | 55-64 (G) | 65+ (H) | 18-34 (I) | 35-44 (J) | 45-54 (K) | 55-64 (L) | 65+ (M) | 18-34 (N) | 35-44 (O) | 45-54 (P) | 55-64 (Q) | 65+ (R) | North- east (S) | South (T) | Mid- west (U) | West (V) |
| Unweighted Base | 2044 | 748 | 1269 | 552 | 353 | 277 | 365 | 497 | 177 | 131 | 81 | 136 | 223 | 360 | 219 | 192 | 227 | 271 | 412 | 872 | 385 | 375 |
| Weighted Base | 2044 | 949 | 1058 | 596 | 342 | 305 | 348 | 453 | 269 | 168* | 141* | 165* | 206 | 303 | 171 | 158* | 182 | 244 | 352 | 785 | 422 | 486 |
| True | 285 14% | 179 19% C | 103 10% | 134 22% EGH | 42 12% H | 45 15% H | 38 11% H | 26 6% | 77 29% MN | 31 18% MO | 25 17% | 29 17% Q | 18 9% | 55 18% OQR | 10 6% | 20 13% QR | 9 5% | 8 3% | 51 15% | 97 12% | 49 12% | 88 18% T |
| False | 1481 72% | 637 67% | 826 78% B | 342 57% D | 264 77% D | 220 72% D | 277 80% DF | 378 83% DF | 130 48% | 122 73% I | 101 72% I | 123 74% I | 160 78% I | 198 65% I | 141 82% N | 116 73% N | 153 84% N | 217 89% NPM | 257 73% | 565 72% | 324 77% | 335 69% |
| Not at all sure | 278 14% | 133 14% | 129 12% | 119 20% EGH | 36 10% | 40 13% | 34 10% | 49 11% | 62 23% JL | 15 9% | 15 11% | 13 8% | 27 13% | 49 16% R | 20 12% | 22 14% | 20 11% | 18 7% | 44 12% | 122 16% | 49 12% | 63 13% |
| Sigma | 2044 100% | 949 100% | 1058 100% | 596 100% | 342 100% | 305 100% | 348 100% | 453 100% | 269 100% | 168 100% | 141 100% | 165 100% | 206 100% | 303 100% | 171 100% | 158 100% | 182 100% | 244 100% | 352 100% | 785 100% | 422 100% | 486 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

24 Aug 2021
 Table 14

Q5_1 Please indicate whether you believe the following statements are true or false.
 There are no treatment options for hearing loss.

Base: All Respondents

| | Total | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | |
|-----------------|--------------|-------------------|-----------------|------------------|-------------------|-----------------|--------------|---------------|-----------------|-------------|-----------------|------------------|--------------------------|------------------|------------------|----------------|----------------|-----------------|----------------|----------------------|----------------------|
| | | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 2044 | 893 | 429 | 260 | 356 | 645 | 599 | 800 | 1018 | 1026 | 637 | 1407 | 564 | 1480 | 1385 | 585 | 948 | 1096 | 179 | 220 | 1478 |
| Weighted Base | 2044 | 577 | 324 | 263 | 772 | 661 | 659 | 724 | 1120 | 924 | 732 | 1312 | 630 | 1414 | 1472 | 498 | 980 | 1064 | 321 | 237 | 1302 |
| True | 285 14% | 67 12% | 32 10% | 23 9% | 160 21% BCD | 76 12% | 96 14% | 113 16% | 194 17% J | 91 10% | 160 22% L | 125 10% | 153 24% N | 132 9% | 208 14% | 66 13% | 154 16% | 131 12% | 81 25% U | 38 16% | 145 11% |
| False | 1481 72% | 405 70% | 252 78% B | 210 80% BE | 548 71% | 465 70% | 472 72% | 543 75% | 787 70% | 694 75% | 472 64% | 1010 77% K | 404 64% | 1077 76% M | 1106 75% P | 336 68% | 732 75% | 749 70% | 193 60% | 150 63% | 1006 77% ST |
| Not at all sure | 278 14% | 105 18% CDE | 41 13% | 29 11% | 63 8% | 119 18% H | 91 14% | 67 9% | 138 12% | 140 15% | 100 14% | 177 14% | 73 12% | 205 14% | 159 11% | 96 19% O | 93 10% | 185 17% Q | 47 14% | 49 21% U | 150 12% |
| Sigma | 2044 100% | 577 100% | 324 100% | 263 100% | 772 100% | 661 100% | 659 100% | 724 100% | 1120 100% | 924 100% | 732 100% | 1312 100% | 630 100% | 1414 100% | 1472 100% | 498 100% | 980 100% | 1064 100% | 321 100% | 237 100% | 1302 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

24 Aug 2021
 Table 15

Q5_2 Please indicate whether you believe the following statements are true or false.
 Hearing loss only affects older individuals and is something I don't have to worry about yet.

Base: All Respondents

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|-----------------|--------------|-----------------|-----------------|-------------------|------------------|-----------------|--------------------|--------------------|-------------------|-----------------|-----------------|-----------------|-------------------|------------------|-----------------|-------------------|-----------------|------------------|----------------|-----------------|-----------------|-----------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 2044 | 748 | 1269 | 552 | 353 | 277 | 365 | 497 | 177 | 131 | 81 | 136 | 223 | 360 | 219 | 192 | 227 | 271 | 412 | 872 | 385 | 375 |
| Weighted Base | 2044 | 949 | 1058 | 596 | 342 | 305 | 348 | 453 | 269 | 168* | 141* | 165* | 206 | 303 | 171 | 158* | 182 | 244 | 352 | 785 | 422 | 486 |
| True | 313 15% | 200 21% C | 109 10% | 151 25% FGH | 67 19% FGH | 32 11% | 39 11% H | 24 5% | 91 34% KLMN | 43 26% MO | 26 18% MP | 26 16% MQ | 14 7% | 60 20% PQR | 21 12% PR | 6 4% | 12 6% | 9 4% | 64 18% U | 104 13% | 46 11% | 99 20% TU |
| False | 1497 73% | 640 67% B | 836 79% B | 368 62% D | 246 72% D | 233 77% D | 266 76% DEFG | 384 85% DEFG | 144 54% | 116 69% I | 92 65% I | 118 72% I | 170 83% IJK | 206 68% I | 130 76% I | 139 88% NOK | 148 81% N | 213 87% NO | 257 73% | 593 76% V | 330 78% V | 316 65% V |
| Not at all sure | 235 11% | 110 12% | 113 11% | 77 13% | 30 9% | 39 13% | 43 12% | 45 10% | 34 13% | 9 6% | 24 17% J | 21 13% | 22 11% | 36 12% | 20 12% | 13 8% | 22 12% | 21 9% | 31 9% | 88 11% | 45 11% | 71 15% |
| Sigma | 2044 100% | 949 100% | 1058 100% | 596 100% | 342 100% | 305 100% | 348 100% | 453 100% | 269 100% | 168 100% | 141 100% | 165 100% | 206 100% | 303 100% | 171 100% | 158 100% | 182 100% | 244 100% | 352 100% | 785 100% | 422 100% | 486 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 16

Q5_2 Please indicate whether you believe the following statements are true or false.
Hearing loss only affects older individuals and is something I don't have to worry about yet.

Base: All Respondents

| | Total | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | |
|-----------------|--------------|------------------|-----------------|-----------------|-------------------|-------------|--------------|-----------------|-----------------|-----------------|-----------------|------------------|--------------------------|------------------|----------------|----------------|----------------|--------------|----------------|----------------------|----------------------|
| | | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 2044 | 893 | 429 | 260 | 356 | 645 | 599 | 800 | 1018 | 1026 | 637 | 1407 | 564 | 1480 | 1385 | 585 | 948 | 1096 | 179 | 220 | 1478 |
| Weighted Base | 2044 | 577 | 324 | 263 | 772 | 661 | 659 | 724 | 1120 | 924 | 732 | 1312 | 630 | 1414 | 1472 | 498 | 980 | 1064 | 321 | 237 | 1302 |
| True | 313 15% | 80 14% | 33 10% | 25 10% | 165 21% BCD | 81 12% | 105 16% | 127 18% F | 214 19% J | 99 11% | 173 24% L | 139 11% | 165 26% N | 148 10% | 225 15% | 75 15% | 152 16% | 160 15% | 84 26% U | 46 19% U | 156 12% |
| False | 1497 73% | 430 75% | 257 79% E | 213 81% E | 532 69% | 494 75% | 478 73% | 524 72% | 770 69% | 727 79% J | 480 66% | 1016 77% K | 398 63% | 1098 78% M | 1111 75% | 347 70% | 718 73% | 778 73% | 211 66% | 148 62% | 1025 79% S |
| Not at all sure | 235 11% | 67 12% | 34 11% | 24 9% | 74 10% | 86 13% | 77 12% | 73 10% | 136 12% | 98 11% | 78 11% | 157 12% | 66 11% | 168 12% | 137 9% | 75 15% O | 109 11% | 125 12% | 26 8% | 43 18% SU | 121 9% |
| Sigma | 2044 100% | 577 100% | 324 100% | 263 100% | 772 100% | 661 100% | 659 100% | 724 100% | 1120 100% | 924 100% | 732 100% | 1312 100% | 630 100% | 1414 100% | 1472 100% | 498 100% | 980 100% | 1064 100% | 321 100% | 237 100% | 1302 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 17

Q5_3 Please indicate whether you believe the following statements are true or false.
Untreated hearing loss has been linked to neurological and mental-health related conditions including dementia and depression.

Base: All Respondents

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|-----------------|--------------|-------------|-----------------|-----------------|--------------|----------------|-----------------|-----------------|----------------|----------------|--------------|--------------|-------------|----------------|----------------|----------------|-----------------|------------------|-----------------------|--------------|---------------------|----------------|
| | Total (A) | Male (B) | Female (C) | 18-34 (D) | 35-44 (E) | 45-54 (F) | 55-64 (G) | 65+ (H) | 18-34 (I) | 35-44 (J) | 45-54 (K) | 55-64 (L) | 65+ (M) | 18-34 (N) | 35-44 (O) | 45-54 (P) | 55-64 (Q) | 65+ (R) | North- east (S) | South (T) | Mid- west (U) | West (V) |
| Unweighted Base | 2044 | 748 | 1269 | 552 | 353 | 277 | 365 | 497 | 177 | 131 | 81 | 136 | 223 | 360 | 219 | 192 | 227 | 271 | 412 | 872 | 385 | 375 |
| Weighted Base | 2044 | 949 | 1058 | 596 | 342 | 305 | 348 | 453 | 269 | 168* | 141* | 165* | 206 | 303 | 171 | 158* | 182 | 244 | 352 | 785 | 422 | 486 |
| True | 1032 50% | 508 54% | 515 49% | 301 51% | 169 49% | 145 48% | 160 46% | 256 56% G | 143 53% | 95 57% O | 74 52% | 81 49% | 115 56% | 152 50% | 72 42% | 71 45% | 79 43% | 141 58% OQ | 181 51% | 393 50% | 203 48% | 255 52% |
| False | 271 13% | 144 15% | 125 12% | 103 17% H | 46 13% | 44 14% H | 42 12% | 36 8% | 58 22% M | 25 15% | 18 13% | 24 15% | 17 8% | 44 14% R | 21 12% | 26 16% R | 17 10% | 18 7% | 42 12% | 109 14% | 39 9% | 81 17% U |
| Not at all sure | 742 36% | 297 31% | 418 39% B | 192 32% | 127 37% | 115 38% | 146 42% D | 161 36% | 68 25% | 48 28% | 49 35% | 60 36% | 73 36% | 106 35% | 78 46% J | 61 39% | 86 47% NR | 85 35% | 129 37% | 283 36% | 180 43% V | 150 31% |
| Sigma | 2044 100% | 949 100% | 1058 100% | 596 100% | 342 100% | 305 100% | 348 100% | 453 100% | 269 100% | 168 100% | 141 100% | 165 100% | 206 100% | 303 100% | 171 100% | 158 100% | 182 100% | 244 100% | 352 100% | 785 100% | 422 100% | 486 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 18

Q5_3 Please indicate whether you believe the following statements are true or false.

Untreated hearing loss has been linked to neurological and mental-health related conditions including dementia and depression.

Base: All Respondents

| | Total | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | |
|-----------------|--------------|------------------|-----------------|-----------------|------------------|-----------------|-----------------|-----------------|--------------|-------------|-----------------|--------------|--------------------------|--------------|----------------|-------------|----------------|--------------|----------------|----------------------|----------------------|
| | | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 2044 | 893 | 429 | 260 | 356 | 645 | 599 | 800 | 1018 | 1026 | 637 | 1407 | 564 | 1480 | 1385 | 585 | 948 | 1096 | 179 | 220 | 1478 |
| Weighted Base | 2044 | 577 | 324 | 263 | 772 | 661 | 659 | 724 | 1120 | 924 | 732 | 1312 | 630 | 1414 | 1472 | 498 | 980 | 1064 | 321 | 237 | 1302 |
| True | 1032 50% | 272 47% | 149 46% | 130 49% | 444 58% BC | 296 45% | 336 51% | 399 55% F | 572 51% | 460 50% | 356 49% | 675 51% | 309 49% | 722 51% | 774 53% | 230 46% | 503 51% | 528 50% | 157 49% | 106 45% | 673 52% |
| False | 271 13% | 80 14% | 43 13% | 29 11% | 107 14% | 90 14% | 67 10% | 114 16% G | 163 15% | 107 12% | 122 17% L | 149 11% | 114 18% N | 157 11% | 185 13% | 69 14% | 129 13% | 142 13% | 59 18% U | 40 17% | 147 11% |
| Not at all sure | 742 36% | 224 39% E | 133 41% E | 104 39% E | 221 29% | 275 42% H | 257 39% H | 210 29% | 385 34% | 357 39% | 254 35% | 488 37% | 207 33% | 535 38% | 513 35% | 199 40% | 348 36% | 394 37% | 106 33% | 91 38% | 482 37% |
| Sigma | 2044 100% | 577 100% | 324 100% | 263 100% | 772 100% | 661 100% | 659 100% | 724 100% | 1120 100% | 924 100% | 732 100% | 1312 100% | 630 100% | 1414 100% | 1472 100% | 498 100% | 980 100% | 1064 100% | 321 100% | 237 100% | 1302 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 19

Q5_4 Please indicate whether you believe the following statements are true or false.
 You cannot prevent hearing loss.

Base: All Respondents

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|-----------------|--------------|-------------|---------------|------------------|-----------------|----------------|-----------------|-----------------|----------------|-----------------|----------------|-----------------|----------------|-------------------|-----------------|----------------|--------------|-----------------|-----------------------|--------------|---------------------|-------------|
| | Total (A) | Male (B) | Female (C) | 18-34 (D) | 35-44 (E) | 45-54 (F) | 55-64 (G) | 65+ (H) | 18-34 (I) | 35-44 (J) | 45-54 (K) | 55-64 (L) | 65+ (M) | 18-34 (N) | 35-44 (O) | 45-54 (P) | 55-64 (Q) | 65+ (R) | North- east (S) | South (T) | Mid- west (U) | West (V) |
| Unweighted Base | 2044 | 748 | 1269 | 552 | 353 | 277 | 365 | 497 | 177 | 131 | 81 | 136 | 223 | 360 | 219 | 192 | 227 | 271 | 412 | 872 | 385 | 375 |
| Weighted Base | 2044 | 949 | 1058 | 596 | 342 | 305 | 348 | 453 | 269 | 168* | 141* | 165* | 206 | 303 | 171 | 158* | 182 | 244 | 352 | 785 | 422 | 486 |
| True | 540 26% | 240 25% | 294 28% | 191 32% GH | 101 29% H | 88 29% H | 75 22% | 86 19% | 80 30% M | 58 34% LM | 34 24% | 30 18% | 38 18% | 108 36% OQR | 40 23% | 54 34% R | 45 25% | 48 20% | 87 25% | 223 28% | 112 27% | 119 24% |
| False | 988 48% | 491 52% | 485 46% | 249 42% D | 189 55% D | 141 46% | 178 51% D | 232 51% D | 120 45% | 93 56% | 73 51% | 99 60% IQ | 107 52% | 119 39% | 95 56% NP | 66 42% | 80 44% | 125 51% N | 182 52% | 352 45% | 201 48% | 253 52% |
| Not at all sure | 516 25% | 219 23% | 279 26% | 156 26% E | 53 15% | 76 25% E | 95 27% E | 136 30% E | 69 26% J | 17 10% | 35 25% J | 36 22% J | 61 30% J | 76 25% | 36 21% J | 39 24% | 58 32% | 71 29% | 83 24% | 210 27% | 109 26% | 114 23% |
| Sigma | 2044 100% | 949 100% | 1058 100% | 596 100% | 342 100% | 305 100% | 348 100% | 453 100% | 269 100% | 168 100% | 141 100% | 165 100% | 206 100% | 303 100% | 171 100% | 158 100% | 182 100% | 244 100% | 352 100% | 785 100% | 422 100% | 486 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 20

Q5_4 Please indicate whether you believe the following statements are true or false.
 You cannot prevent hearing loss.

Base: All Respondents

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|-----------------|------------------|-----------------|----------------|------------------|-----------------|-----------------|--------------|------------------|-----------------|-----------------|-----------------|--------------------------|-------------|-----------------|-----------------|-----------------|-----------------|----------------|-----------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 2044 | 893 | 429 | 260 | 356 | 645 | 599 | 800 | 1018 | 1026 | 637 | 1407 | 564 | 1480 | 1385 | 585 | 948 | 1096 | 179 | 220 | 1478 |
| Weighted Base | 2044 | 577 | 324 | 263 | 772 | 661 | 659 | 724 | 1120 | 924 | 732 | 1312 | 630 | 1414 | 1472 | 498 | 980 | 1064 | 321 | 237 | 1302 |
| True | 540 26% | 170 29% D | 82 25% | 58 22% | 209 27% | 201 30% H | 176 27% | 163 23% | 310 28% | 230 25% | 224 31% L | 316 24% | 184 29% | 356 25% | 379 26% | 144 29% | 238 24% | 302 28% | 107 33% U | 80 34% U | 312 24% |
| False | 988 48% | 251 44% | 144 44% | 145 55% BC | 407 53% B | 286 43% | 308 47% | 394 54% FG | 574 51% J | 414 45% | 348 48% | 640 49% | 317 50% | 671 47% | 747 51% P | 208 42% | 510 52% R | 478 45% | 145 45% | 93 39% | 657 50% I |
| Not at all sure | 516 25% | 155 27% E | 99 30% E | 59 23% | 156 20% | 174 26% | 175 27% | 166 23% | 236 21% | 280 30% I | 160 22% | 356 27% | 128 20% | 388 27% M | 346 24% | 146 29% O | 232 24% | 284 27% | 69 21% | 65 27% | 332 26% |
| Sigma | 2044 100% | 577 100% | 324 100% | 263 100% | 772 100% | 661 100% | 659 100% | 724 100% | 1120 100% | 924 100% | 732 100% | 1312 100% | 630 100% | 1414 100% | 1472 100% | 498 100% | 980 100% | 1064 100% | 321 100% | 237 100% | 1302 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 21

Q5_5 Please indicate whether you believe the following statements are true or false.
If you experience signs of hearing loss, you don't need to seek a professional's help right away.

Base: All Respondents

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|-----------------|--------------|-----------------|-----------------|-------------------|-----------------|-----------------|-----------------|-------------------|--------------------|-----------------|----------------|-----------------|------------------|-------------------|------------------|----------------|-----------------|-----------------|-----------------|-------------|-----------------|-----------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 2044 | 748 | 1269 | 552 | 353 | 277 | 365 | 497 | 177 | 131 | 81 | 136 | 223 | 360 | 219 | 192 | 227 | 271 | 412 | 872 | 385 | 375 |
| Weighted Base | 2044 | 949 | 1058 | 596 | 342 | 305 | 348 | 453 | 269 | 168* | 141* | 165* | 206 | 303 | 171 | 158* | 182 | 244 | 352 | 785 | 422 | 486 |
| True | 438 21% | 258 27% C | 178 17% | 197 33% FGH | 90 26% GH | 57 19% H | 59 17% H | 36 8% | 111 41% KLMN | 57 34% MO | 33 23% M | 39 24% MQ | 18 9% | 86 28% OPQR | 31 18% R | 23 15% | 20 11% | 18 7% | 75 21% | 164 21% | 73 17% | 127 26% U |
| False | 1385 68% | 593 62% | 772 73% B | 335 56% | 232 68% D | 209 69% D | 253 73% D | 356 79% DEF | 129 48% | 101 60% | 94 67% I | 110 67% I | 158 77% IJ | 188 62% I | 132 77% NJ | 113 71% | 141 78% N | 198 81% N | 249 71% V | 540 69% | 298 71% V | 299 62% |
| Not at all sure | 220 11% | 99 10% | 108 10% | 64 11% | 20 6% | 39 13% E | 37 11% E | 60 13% E | 29 11% | 11 6% | 14 10% | 16 10% | 29 14% | 29 9% | 9 5% | 22 14% O | 21 11% | 28 11% | 28 8% | 81 10% | 51 12% | 60 12% |
| Sigma | 2044 100% | 949 100% | 1058 100% | 596 100% | 342 100% | 305 100% | 348 100% | 453 100% | 269 100% | 168 100% | 141 100% | 165 100% | 206 100% | 303 100% | 171 100% | 158 100% | 182 100% | 244 100% | 352 100% | 785 100% | 422 100% | 486 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base

Q5_5 Please indicate whether you believe the following statements are true or false.
If you experience signs of hearing loss, you don't need to seek a professional's help right away.

Base: All Respondents

| | Total | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | |
|-----------------|--------------|------------------|-----------------|-----------------|-------------------|-------------|--------------|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------------|------------------|----------------|-------------|----------------|--------------|------------------|----------------------|----------------------|
| | | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 2044 | 893 | 429 | 260 | 356 | 645 | 599 | 800 | 1018 | 1026 | 637 | 1407 | 564 | 1480 | 1385 | 585 | 948 | 1096 | 179 | 220 | 1478 |
| Weighted Base | 2044 | 577 | 324 | 263 | 772 | 661 | 659 | 724 | 1120 | 924 | 732 | 1312 | 630 | 1414 | 1472 | 498 | 980 | 1064 | 321 | 237 | 1302 |
| True | 438 21% | 110 19% | 51 16% | 39 15% | 226 29% BCD | 123 19% | 130 20% | 185 26% F | 318 28% J | 120 13% | 246 34% L | 192 15% | 221 35% N | 217 15% | 330 22% | 92 19% | 235 24% | 204 19% | 111 35% TU | 54 23% | 236 18% |
| False | 1385 68% | 405 70% E | 238 73% E | 203 77% E | 472 61% | 460 70% | 448 68% | 477 66% | 695 62% | 691 75% I | 427 58% | 959 73% K | 361 57% | 1024 72% M | 998 68% | 353 71% | 647 66% | 738 69% | 195 61% | 161 68% | 919 71% S |
| Not at all sure | 220 11% | 62 11% | 36 11% | 21 8% | 73 10% | 78 12% | 81 12% | 61 8% | 107 10% | 113 12% | 59 8% | 162 12% K | 47 8% | 173 12% M | 144 10% | 53 11% | 98 10% | 122 11% | 15 5% | 23 9% | 146 11% S |
| Sigma | 2044 100% | 577 100% | 324 100% | 263 100% | 772 100% | 661 100% | 659 100% | 724 100% | 1120 100% | 924 100% | 732 100% | 1312 100% | 630 100% | 1414 100% | 1472 100% | 498 100% | 980 100% | 1064 100% | 321 100% | 237 100% | 1302 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used.

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 23

Q6 If you aren't able to hear what someone is saying, are you more likely to ask them to repeat themselves or pretend you heard what they said?

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|--------------------------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Ask them to repeat themselves | 167 65% | 99 64% | 61 66% | 30 50% | 15 61% | 24 55% | 20 53% | 77 84% | 16 59% | 7 57% | 13 45% | 11 45% | 51 86% | 12 40% | 6 59% | 9 92% | 9 71% | 26 81% | 20 50% | 65 69% | 34 60% | 47 72% |
| Pretend I heard what they said | 91 35% | 56 36% | 32 34% | 30 50% | 9 39% | 19 45% | 18 47% | 15 16% | 11 41% | 5 43% | 17 55% | 14 55% | 9 14% | 17 60% | 4 41% | 1 8% | 4 29% | 6 19% | 20 50% | 29 31% | 23 40% | 18 28% |
| Sigma | 258 100% | 155 100% | 93 100% | 60 100% | 24 100% | 43 100% | 38 100% | 92 100% | 28 100% | 12 100% | 30 100% | 26 100% | 60 100% | 29 100% | 11 100% | 9 100% | 12 100% | 32 100% | 40 100% | 94 100% | 58 100% | 65 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

Q6 If you aren't able to hear what someone is saying, are you more likely to ask them to repeat themselves or pretend you heard what they said?

Base: Have Hearing Loss

| | Household Income | | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | |
|--------------------------------|------------------|-----------------|----------------|---------------|----------------|------------|--------------|---------------|-------------|-------------|----------------|-------------|--------------------------|-------------|----------------|------------|----------------|-------------|----------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Ask them to repeat themselves | 167 65% | 44 64% | 31 81% E | 23 75% | 63 57% | 38 63% | 55 66% | 74 65% | 70 56% | 97 72% | 50 55% | 116 70% | 47 53% | 119 71% | 126 64% | 35 68% | 104 71% | 63 56% | 28 54% | 4 63% | 124 69% |
| Pretend I heard what they said | 91 35% | 24 36% | 7 19% | 8 25% | 48 43% C | 22 37% | 29 34% | 40 35% | 54 44% | 37 28% | 41 45% | 50 30% | 42 47% | 49 29% | 70 36% | 16 32% | 43 29% | 48 44% | 24 46% | 2 37% | 56 31% |
| Sigma | 258 100% | 68 100% | 38 100% | 31 100% | 111 100% | 61 100% | 83 100% | 114 100% | 124 100% | 134 100% | 91 100% | 166 100% | 90 100% | 168 100% | 197 100% | 52 100% | 147 100% | 111 100% | 52 100% | 7 100% | 180 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 25

**Q7 How much do you agree or disagree with the following statements?
 Summary Of Strongly/Somewhat Agree**

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|--|------------|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|-----------|-----------|------------|----------|----------|-----------|-----------|------------|-----------|-----------|-----------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Hearing aids are too expensive | 191 74% | 116 75% | 67 72% | 47 79% | 18 73% | 32 73% | 27 70% | 68 74% | 20 72% | 10 83% | 22 74% | 18 69% | 47 78% | 24 84% | 6 59% | 7 80% | 9 73% | 20 64% | 28 70% | 64 68% | 48 83% | 51 78% |
| I wish my hearing was better so I could enjoy holiday and special gatherings. | 187 72% | 123 79% C | 56 61% | 45 76% | 18 73% | 26 60% | 27 71% | 70 76% | 26 94% | 12 100% | 20 67% | 20 79% | 44 74% | 16 55% | 4 39% | 4 41% | 7 57% | 25 80% | 31 76% | 70 74% | 40 69% | 46 71% |
| I get frustrated more easily in large gatherings because I cannot hear and participate in conversations. | 171 66% | 104 67% | 59 64% | 50 83% | 20 81% | 26 60% | 25 66% | 51 55% | 26 95% | 9 79% | 22 74% | 16 62% | 30 51% | 20 70% | 9 81% | 2 20% | 9 73% | 20 62% | 31 76% | 63 67% | 35 60% | 42 65% |
| Hearing loss makes you seem old | 153 59% | 103 66% | 47 50% | 33 56% | 14 58% | 25 57% | 19 49% | 62 68% | 17 63% | 9 74% | 22 74% | 14 56% | 40 66% | 14 49% | 4 34% | 3 28% | 4 35% | 22 69% | 26 65% | 58 62% | 30 52% | 39 59% |
| Most people don't notice that I struggle to hear what others are saying in group settings because I don't participate. | 153 59% | 99 64% | 47 50% | 38 63% | 14 57% | 32 74% | 21 54% | 49 53% | 21 77% | 7 56% | 28 92% | 9 36% | 34 57% | 13 46% | 5 51% | 3 28% | 11 90% | 14 45% | 20 49% | 55 58% | 36 62% | 43 65% |
| I don't participate in group conversations due to my hearing issues. | 129 50% | 82 53% | 39 42% | 38 64% | 16 67% | 24 55% | 16 42% | 35 38% | 18 64% | 11 90% | 20 68% | 12 46% | 22 36% | 17 59% | 4 35% | 2 17% | 4 32% | 13 41% | 19 46% | 39 42% | 29 51% | 42 64% |
| I feel isolated during holiday gatherings because I struggle to hear my family and loved ones. | 113 44% | 71 46% | 38 41% | 37 62% | 13 56% | 12 28% | 14 36% | 37 40% | 18 65% | 8 65% | 11 36% | 11 43% | 23 39% | 18 61% | 4 38% | 1 14% | 3 23% | 13 40% | 17 43% | 41 44% | 22 39% | 32 49% |
| I would rather just stay home than attend large gatherings because I feel left out of conversation due to my hearing loss. | 110 43% | 68 44% | 36 39% | 42 71% | 13 55% | 13 29% | 15 40% | 26 28% | 21 78% | 8 65% | 11 38% | 12 46% | 15 26% | 17 60% | 4 38% | 1 14% | 3 27% | 10 32% | 18 44% | 31 33% | 28 49% | 32 50% |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 26

Q7 How much do you agree or disagree with the following statements?
 Summary Of Strongly/Somewhat Agree

Base: Have Hearing Loss

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|--|------------------|-----------------|---------------|---------------|-----------|------------|----------------|---------------|-----------|----------------|----------------|--------------------------|----------------|----------------|------------|----------------|------------|----------------|-----------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Hearing aids are too expensive | 191 74% | 51 74% | 32 84% | 21 70% | 80 72% | 48 79% | 60 72% | 83 73% | 94 76% | 97 73% | 74 81% | 117 71% | 67 75% | 124 74% | 146 74% | 39 75% | 105 71% | 87 78% | 36 69% | 4 56% | 141 78% |
| I wish my hearing was better so I could enjoy holiday and special gatherings. | 187 72% | 51 74% | 29 77% | 25 80% | 75 67% | 48 80% | 54 65% | 84 74% | 86 69% | 101 76% | 64 70% | 122 74% | 60 67% | 126 75% | 147 75% | 34 66% | 112 76% | 75 68% | 28 54% | 5 71% | 142 79% |
| I get frustrated more easily in large gatherings because I cannot hear and participate in conversations. | 171 66% | 47 69% | 22 57% | 20 67% | 75 68% | 44 72% | 59 71% | 68 60% | 87 70% | 84 63% | 71 77% | 100 60% | 70 78% | 101 60% | 126 64% | 39 76% | 93 64% | 78 70% | 31 59% | 4 61% | 122 68% |
| Hearing loss makes you seem old | 153 59% | 33 49% | 22 59% | 15 50% | 75 67% | 29 48% | 55 66% | 69 60% | 73 59% | 80 60% | 59 65% | 94 56% | 53 59% | 100 59% | 125 64% | 26 50% | 90 62% | 63 57% | 26 50% | 3 44% | 118 65% |
| Most people don't notice that I struggle to hear what others are saying in group settings because I don't participate. | 153 59% | 43 63% | 23 61% | 15 50% | 67 60% | 39 65% | 50 61% | 63 56% | 75 60% | 78 59% | 61 67% | 92 55% | 57 64% | 96 57% | 116 59% | 32 63% | 91 62% | 62 56% | 27 51% | 5 70% | 109 60% |
| I don't participate in group conversations due to my hearing issues. | 129 50% | 26 39% | 16 43% | 18 59% | 62 56% | 30 50% | 47 57% | 52 46% | 68 55% | 61 46% | 63 68% L | 67 40% | 60 67% N | 69 41% | 97 49% | 28 54% | 77 52% | 52 47% | 24 46% | 5 78% | 94 52% |
| I feel isolated during holiday gatherings because I struggle to hear my family and loved ones. | 113 44% | 30 44% | 12 33% | 12 40% | 52 47% | 30 50% | 40 48% | 43 38% | 55 44% | 58 44% | 48 53% | 65 39% | 48 54% | 65 39% | 86 44% | 26 50% | 62 43% | 51 46% | 21 40% | 4 55% | 81 45% |
| I would rather just stay home than attend large gatherings because I feel left out of conversation due to my hearing loss. | 110 43% | 30 44% | 14 38% | 9 31% | 51 46% | 27 44% | 45 54% H | 37 33% | 59 47% | 51 38% | 54 59% L | 56 34% | 54 60% N | 55 33% | 82 42% | 23 45% | 57 39% | 53 47% | 24 46% | 4 58% | 77 43% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 27

Q7 How much do you agree or disagree with the following statements?
 Summary Of Strongly/Somewhat Disagree

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|--|------------|-----------|----------------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|------------|----------|----------|-----------|-----------|------------|-----------|-----------|-----------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| I would rather just stay home than attend large gatherings because I feel left out of conversation due to my hearing loss. | 148 57% | 87 56% | 57 61% | 18 29% | 11 45% | 31 71% | 23 60% | 66 72% | 6 22% | 4 35% | 19 62% | 14 54% | 44 74% | 11 40% | 7 62% | 8 86% | 9 73% | 22 66% | 23 56% | 63 67% | 30 51% | 33 50% |
| I feel isolated during holiday gatherings because I struggle to hear my family and loved ones. | 144 56% | 84 54% | 54 59% | 23 38% | 11 44% | 31 72% | 24 64% | 55 60% | 10 35% | 4 35% | 19 64% | 15 57% | 36 61% | 11 39% | 7 62% | 8 86% | 10 77% | 19 60% | 23 57% | 53 56% | 35 61% | 33 51% |
| I don't participate in group conversations due to my hearing issues. | 128 50% | 73 47% | 54 58% | 22 36% | 8 33% | 19 45% | 22 58% | 57 62% | 10 36% | 1 10% | 10 32% | 14 54% | 38 64% | 12 41% | 7 65% | 8 83% | 8 68% | 19 59% | 22 54% | 55 58% | 28 49% | 24 36% |
| Most people don't notice that I struggle to hear what others are saying in group settings because I don't participate. | 105 41% | 56 36% | 46 50% | 22 37% | 10 43% | 11 26% | 18 46% | 43 47% | 6 23% | 5 44% | 2 8% | 16 64% | 26 43% | 15 54% | 5 49% | 7 72% | 1 10% | 17 55% | 21 51% | 39 42% | 22 38% | 23 35% |
| Hearing loss makes you seem old | 104 41% | 52 34% | 46 50% | 27 44% | 10 42% | 19 43% | 19 51% | 30 32% | 10 37% | 3 26% | 8 26% | 11 44% | 20 34% | 15 51% | 7 66% | 7 72% | 8 65% | 10 31% | 14 35% | 36 38% | 28 48% | 26 41% |
| I get frustrated more easily in large gatherings because I cannot hear and participate in conversations. | 86 34% | 51 33% | 33 36% | 10 17% | 4 19% | 17 40% | 13 34% | 41 45% | 1 5% | 3 21% | 8 26% | 10 38% | 29 49% | 9 30% | 2 19% | 7 80% | 3 27% | 12 38% | 10 24% | 31 33% | 23 40% | 23 35% |
| I wish my hearing was better so I could enjoy holiday and special gatherings. | 71 28% | 32 21% | 37 39% B | 14 24% | 6 27% | 17 40% | 11 29% | 22 24% | 2 6% | - | 10 33% | 6 21% | 15 26% | 13 45% | 6 61% | 5 59% | 5 43% | 7 20% | 10 24% | 24 26% | 18 31% | 19 29% |
| Hearing aids are too expensive | 66 26% | 39 25% | 26 28% | 12 21% | 6 27% | 12 27% | 11 30% | 24 26% | 8 28% | 2 17% | 8 26% | 8 31% | 13 22% | 5 16% | 4 41% | 2 20% | 3 27% | 11 36% | 12 30% | 30 32% | 10 17% | 14 22% |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 28

Q7 How much do you agree or disagree with the following statements?
 Summary Of Strongly/Somewhat Disagree

Base: Have Hearing Loss

| | Household Income | | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | |
|--|------------------|-----------------|---------------|---------------|-----------|------------|--------------|----------------|-----------|-----------|----------------|-----------------|--------------------------|-----------------|----------------|-----------|----------------|-------------|----------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| I would rather just stay home than attend large gatherings because I feel left out of conversation due to my hearing loss. | 148 57% | 38 56% | 23 62% | 21 69% | 61 54% | 34 56% | 38 46% | 76 67% G | 65 53% | 83 62% | 38 41% | 110 66% K | 36 40% | 112 67% M | 114 58% | 28 55% | 90 61% | 58 53% | 28 54% | 3 42% | 103 57% |
| I feel isolated during holiday gatherings because I struggle to hear my family and loved ones. | 144 56% | 38 56% | 25 67% | 19 60% | 59 53% | 31 50% | 43 52% | 71 62% | 69 56% | 75 56% | 43 47% | 101 61% | 42 46% | 103 61% | 111 56% | 26 50% | 84 57% | 60 54% | 31 60% | 3 45% | 99 55% |
| I don't participate in group conversations due to my hearing issues. | 128 50% | 42 61% | 21 57% | 13 41% | 49 44% | 30 50% | 36 43% | 62 54% | 56 45% | 72 54% | 29 32% | 99 60% K | 30 33% | 98 59% M | 99 51% | 24 46% | 70 48% | 59 53% | 28 54% | 1 22% | 87 48% |
| Most people don't notice that I struggle to hear what others are saying in group settings because I don't participate. | 105 41% | 25 37% | 15 39% | 15 50% | 45 40% | 21 35% | 33 39% | 51 44% | 49 40% | 55 41% | 30 33% | 74 45% | 33 36% | 72 43% | 81 41% | 19 37% | 56 38% | 49 44% | 25 49% | 2 30% | 71 40% |
| Hearing loss makes you seem old | 104 41% | 35 51% | 16 41% | 15 50% | 37 33% | 31 52% | 28 34% | 45 40% | 51 41% | 53 40% | 32 35% | 72 44% | 36 41% | 68 41% | 72 36% | 26 50% | 56 38% | 48 43% | 26 50% | 4 56% | 62 35% |
| I get frustrated more easily in large gatherings because I cannot hear and participate in conversations. | 86 34% | 21 31% | 16 43% | 10 33% | 36 32% | 17 28% | 24 29% | 46 40% | 37 30% | 50 37% | 21 23% | 66 40% | 20 22% | 67 40% | 71 36% | 12 24% | 53 36% | 33 30% | 21 41% | 3 39% | 58 32% |
| I wish my hearing was better so I could enjoy holiday and special gatherings. | 71 28% | 17 26% | 9 23% | 6 20% | 37 33% | 12 20% | 29 35% | 29 26% | 38 31% | 33 24% | 27 30% | 44 26% | 29 33% | 42 25% | 50 25% | 17 34% | 35 24% | 36 32% | 24 46% | 2 29% | 38 21% |
| Hearing aids are too expensive | 66 26% | 18 26% | 6 16% | 9 30% | 31 28% | 13 21% | 23 28% | 31 27% | 30 24% | 36 27% | 17 19% | 49 29% | 22 25% | 44 26% | 51 26% | 13 25% | 42 29% | 24 22% | 16 31% | 3 44% | 39 22% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 29

Q7_1 How much do you agree or disagree with the following statements?
I feel isolated during holiday gatherings because I struggle to hear my family and loved ones.

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|----------------------------------|--------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|-----------------------|--------------|---------------------|-------------|
| | Total (A) | Male (B) | Female (C) | 18-34 (D) | 35-44 (E) | 45-54 (F) | 55-64 (G) | 65+ (H) | 18-34 (I) | 35-44 (J) | 45-54 (K) | 55-64 (L) | 65+ (M) | 18-34 (N) | 35-44 (O) | 45-54 (P) | 55-64 (Q) | 65+ (R) | North- east (S) | South (T) | Mid- west (U) | West (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Strongly/Somewhat Agree (Net) | 113 44% | 71 46% | 38 41% | 37 62% | 13 56% | 12 28% | 14 36% | 37 40% | 18 65% | 8 65% | 11 36% | 11 43% | 23 39% | 18 61% | 4 38% | 1 14% | 3 23% | 13 40% | 17 43% | 41 44% | 22 39% | 32 49% |
| Strongly agree | 46 18% | 30 19% | 16 18% | 22 36% | 3 12% | 8 18% | 3 8% | 11 12% | 12 42% | 1 11% | 7 25% | 2 8% | 7 12% | 10 35% | 1 14% | * 4% | 1 8% | 4 11% | 9 22% | 9 10% | 11 19% | 17 26% |
| Somewhat agree | 67 26% | 41 27% | 22 24% | 15 26% | 11 44% | 4 10% | 11 29% | 26 28% | 6 23% | 6 54% | 3 11% | 9 36% | 16 27% | 8 27% | 3 24% | 1 10% | 2 14% | 9 29% | 9 22% | 32 34% | 11 20% | 15 23% |
| Strongly/Somewhat Disagree (Net) | 144 56% | 84 54% | 54 59% | 23 38% | 11 44% | 31 72% | 24 64% | 55 60% | 10 35% | 4 35% | 19 64% | 15 57% | 36 61% | 11 39% | 7 62% | 8 86% | 10 77% | 19 60% | 23 57% | 53 56% | 35 61% | 33 51% |
| Somewhat disagree | 79 31% | 48 31% | 29 31% | 12 20% | 8 35% | 21 48% | 15 38% | 23 25% | 8 29% | 3 22% | 15 51% | 9 35% | 13 22% | 4 13% | 6 56% | 3 36% | 6 46% | 10 32% | 16 39% | 29 31% | 17 30% | 17 25% |
| Strongly disagree | 65 25% | 36 23% | 25 27% | 11 18% | 2 9% | 11 24% | 10 25% | 32 35% | 2 7% | 2 13% | 4 13% | 6 22% | 23 39% | 7 25% | 1 6% | 5 50% | 4 32% | 9 28% | 7 18% | 24 25% | 18 31% | 17 26% |
| Sigma | 258 100% | 155 100% | 93 100% | 60 100% | 24 100% | 43 100% | 38 100% | 92 100% | 28 100% | 12 100% | 30 100% | 26 100% | 60 100% | 29 100% | 11 100% | 9 100% | 12 100% | 32 100% | 40 100% | 94 100% | 58 100% | 65 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 30

Q7_1 How much do you agree or disagree with the following statements?
I feel isolated during holiday gatherings because I struggle to hear my family and loved ones.

Base: Have Hearing Loss

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|----------------------------------|------------------|-----------------|-----------------|-----------------|----------------|------------|--------------|---------------|-------------|----------------|------------|--------------------------|----------------|----------------|-------------|----------------|-------------|----------------|------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K - \$74.9K | \$75K - \$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Strongly/Somewhat Agree (Net) | 113 44% | 30 44% | 12 33% | 12 40% | 52 47% | 30 50% | 40 48% | 43 38% | 55 44% | 58 44% | 48 53% | 65 39% | 48 54% | 65 39% | 86 44% | 26 50% | 62 43% | 51 46% | 21 40% | 4 55% | 81 45% |
| Strongly agree | 46 18% | 5 8% | 4 10% | 3 10% | 31 28% E | 10 16% | 19 23% | 17 15% | 30 24% | 16 12% | 25 28% | 21 13% | 29 32% N | 17 10% | 37 19% | 10 19% | 20 14% | 26 23% | 16 30% | 1 18% | 27 15% |
| Somewhat agree | 67 26% | 25 36% | 9 23% | 9 30% | 21 19% | 20 34% | 21 25% | 26 23% | 24 20% | 43 32% | 23 25% | 44 26% | 19 22% | 48 28% | 49 25% | 16 31% | 42 29% | 25 23% | 5 10% | 2 37% | 54 30% |
| Strongly/Somewhat Disagree (Net) | 144 56% | 38 56% | 25 67% | 19 60% | 59 53% | 31 50% | 43 52% | 71 62% | 69 56% | 75 56% | 43 47% | 101 61% | 42 46% | 103 61% | 111 56% | 26 50% | 84 57% | 60 54% | 31 60% | 3 45% | 99 55% |
| Somewhat disagree | 79 31% | 24 35% | 11 29% | 10 32% | 32 29% | 16 27% | 22 26% | 41 36% | 47 38% | 32 24% | 25 28% | 54 32% | 32 36% | 47 28% | 60 31% | 15 29% | 49 33% | 30 27% | 18 35% | 3 45% | 50 28% |
| Strongly disagree | 65 28% | 14 21% | 14 38% | 9 28% | 27 24% | 14 24% | 21 26% | 30 26% | 23 18% | 43 32% | 18 20% | 47 29% | 10 11% | 56 33% M | 51 26% | 11 21% | 35 24% | 30 27% | 13 26% | - | 49 27% |
| Sigma | 258 100% | 68 100% | 38 100% | 31 100% | 111 100% | 61 100% | 83 100% | 114 100% | 124 100% | 134 100% | 91 100% | 166 100% | 90 100% | 168 100% | 197 100% | 52 100% | 147 100% | 111 100% | 52 100% | 7 100% | 180 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 31

Q7_2 How much do you agree or disagree with the following statements?

I would rather just stay home than attend large gatherings because I feel left out of conversation due to my hearing loss.

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|----------------------------------|--------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|-----------------------|--------------|---------------------|-------------|
| | Total (A) | Male (B) | Female (C) | 18-34 (D) | 35-44 (E) | 45-54 (F) | 55-64 (G) | 65+ (H) | 18-34 (I) | 35-44 (J) | 45-54 (K) | 55-64 (L) | 65+ (M) | 18-34 (N) | 35-44 (O) | 45-54 (P) | 55-64 (Q) | 65+ (R) | North- east (S) | South (T) | Mid- west (U) | West (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Strongly/Somewhat Agree (Net) | 110 43% | 68 44% | 36 39% | 42 71% | 13 55% | 13 29% | 15 40% | 26 28% | 21 78% | 8 65% | 11 38% | 12 46% | 15 26% | 17 60% | 4 38% | 1 14% | 3 27% | 10 32% | 18 44% | 31 33% | 28 49% | 32 50% |
| Strongly agree | 44 17% | 27 18% | 14 16% | 13 21% | 5 19% | 10 24% | 5 14% | 11 12% | 4 16% | 2 18% | 10 33% | 4 17% | 7 11% | 8 28% | 1 8% | * 4% | 1 7% | 4 13% | 6 16% | 10 11% | 14 24% | 13 20% |
| Somewhat agree | 66 26% | 40 26% | 22 23% | 30 49% | 9 36% | 2 5% | 10 26% | 15 17% | 17 62% | 6 47% | 1 5% | 7 29% | 9 15% | 9 32% | 3 30% | 1 10% | 3 21% | 6 19% | 11 28% | 21 23% | 14 24% | 19 29% |
| Strongly/Somewhat Disagree (Net) | 148 57% | 87 56% | 57 61% | 18 29% | 11 45% | 31 71% | 23 60% | 66 72% | 6 22% | 4 35% | 19 62% | 14 54% | 44 74% | 11 40% | 7 62% | 8 86% | 9 73% | 22 68% | 23 56% | 63 67% | 30 51% | 33 50% |
| Somewhat disagree | 84 33% | 52 34% | 30 32% | 10 17% | 6 27% | 20 45% | 15 39% | 32 35% | 5 20% | 4 35% | 14 46% | 10 37% | 19 32% | 5 17% | 2 21% | 4 41% | 5 42% | 13 42% | 13 33% | 35 37% | 13 23% | 22 34% |
| Strongly disagree | 64 25% | 35 23% | 27 29% | 7 12% | 4 18% | 11 26% | 8 21% | 33 36% | 1 2% | - - | 5 16% | 4 17% | 25 42% | 6 22% | 4 41% | 4 45% | 4 30% | 8 26% | 9 23% | 28 30% | 16 29% | 10 16% |
| Sigma | 258 100% | 155 100% | 93 100% | 60 100% | 24 100% | 43 100% | 38 100% | 92 100% | 28 100% | 12 100% | 30 100% | 26 100% | 60 100% | 29 100% | 11 100% | 9 100% | 12 100% | 32 100% | 40 100% | 94 100% | 58 100% | 65 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
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 Table 32

Q7_2 How much do you agree or disagree with the following statements?

I would rather just stay home than attend large gatherings because I feel left out of conversation due to my hearing loss.

Base: Have Hearing Loss

| | Total | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | |
|----------------------------------|-------------|------------------|---------------|---------------|----------------|------------|----------------|----------------|-------------|-------------|----------------|-----------------|--------------------------|-----------------|----------------|------------|----------------|-------------|----------------|----------------------|----------------------|
| | | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Strongly/Somewhat Agree (Net) | 110 43% | 30 44% | 14 38% | 9 31% | 51 46% | 27 44% | 45 54% H | 37 33% | 59 47% | 51 38% | 54 59% L | 56 34% | 54 60% N | 55 33% | 82 42% | 23 45% | 57 39% | 53 47% | 24 46% | 4 58% | 77 43% |
| Strongly agree | 44 17% | 7 11% | 3 8% | 1 3% | 30 27% C | 7 11% | 19 23% | 18 16% | 20 16% | 24 18% | 18 20% | 25 15% | 18 20% | 26 16% | 35 18% | 8 15% | 22 15% | 21 19% | 6 11% | 1 22% | 33 18% |
| Somewhat agree | 66 26% | 23 33% | 12 31% | 9 28% | 21 19% | 20 33% | 26 31% | 20 17% | 39 31% | 27 20% | 35 39% L | 31 18% | 37 41% N | 29 17% | 47 24% | 15 30% | 35 24% | 31 28% | 18 35% | 2 36% | 45 25% |
| Strongly/Somewhat Disagree (Net) | 148 57% | 38 56% | 23 62% | 21 69% | 61 54% | 34 56% | 38 46% | 76 67% G | 65 53% | 83 62% | 38 41% | 110 66% K | 36 40% | 112 67% M | 114 58% | 28 55% | 90 61% | 58 53% | 28 54% | 3 42% | 103 57% |
| Somewhat disagree | 84 33% | 22 33% | 12 32% | 13 42% | 33 29% | 17 29% | 18 22% | 49 43% G | 43 35% | 40 30% | 25 27% | 59 35% | 28 31% | 56 33% | 63 32% | 17 33% | 54 37% | 29 27% | 18 35% | 2 24% | 54 30% |
| Strongly disagree | 64 25% | 16 23% | 11 30% | 8 27% | 28 25% | 17 27% | 20 24% | 28 24% | 22 18% | 42 32% | 13 14% | 51 31% | 8 9% | 56 34% M | 51 26% | 11 22% | 35 24% | 29 26% | 10 19% | 1 18% | 49 27% |
| Sigma | 258 100% | 68 100% | 38 100% | 31 100% | 111 100% | 61 100% | 83 100% | 114 100% | 124 100% | 134 100% | 91 100% | 166 100% | 90 100% | 168 100% | 197 100% | 52 100% | 147 100% | 111 100% | 52 100% | 7 100% | 180 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Weighted To The U.S. General Adult Population - Propensity

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 Table 33

Q7_3 How much do you agree or disagree with the following statements?

Most people don't notice that I struggle to hear what others are saying in group settings because I don't participate.

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|----------------------------------|-------------|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|------------|------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Strongly/Somewhat Agree (Net) | 153 59% | 99 64% | 47 50% | 38 63% | 14 57% | 32 74% | 21 54% | 49 53% | 21 77% | 7 56% | 28 92% | 9 36% | 34 57% | 13 46% | 5 51% | 3 28% | 11 90% | 14 45% | 20 49% | 55 58% | 36 62% | 43 65% |
| Strongly agree | 53 20% | 30 19% | 19 20% | 17 28% | 5 20% | 16 37% | 2 6% | 12 14% | 7 26% | 2 18% | 12 41% | * 1% | 8 13% | 9 33% | 1 11% | 2 17% | 2 17% | 5 15% | 9 22% | 15 16% | 17 30% | 11 17% |
| Somewhat agree | 100 39% | 69 44% | 28 30% | 21 35% | 9 37% | 16 37% | 18 47% | 36 39% | 14 50% | 5 38% | 15 51% | 9 35% | 26 44% | 4 14% | 4 40% | 1 10% | 9 73% | 10 30% | 11 27% | 40 42% | 18 32% | 32 49% |
| Strongly/Somewhat Disagree (Net) | 105 41% | 56 36% | 46 50% | 22 37% | 10 43% | 11 26% | 18 46% | 43 47% | 6 23% | 5 44% | 2 8% | 16 64% | 26 43% | 15 54% | 5 49% | 7 72% | 1 10% | 17 55% | 21 51% | 39 42% | 22 38% | 23 35% |
| Somewhat disagree | 67 26% | 40 26% | 25 27% | 11 19% | 10 40% | 7 16% | 9 24% | 30 32% | 6 21% | 5 44% | 1 4% | 8 31% | 19 32% | 5 18% | 4 42% | 4 40% | 1 10% | 10 32% | 12 30% | 27 29% | 15 27% | 12 18% |
| Strongly disagree | 38 15% | 17 11% | 21 23% | 11 18% | 1 3% | 4 10% | 8 22% | 14 15% | 1 2% | - - | 1 4% | 8 33% | 6 11% | 10 36% | 1 6% | 3 32% | - - | 7 23% | 9 22% | 12 13% | 7 11% | 11 16% |
| Sigma | 258 100% | 155 100% | 93 100% | 60 100% | 24 100% | 43 100% | 38 100% | 92 100% | 28 100% | 12 100% | 30 100% | 26 100% | 60 100% | 29 100% | 11 100% | 9 100% | 12 100% | 32 100% | 40 100% | 94 100% | 58 100% | 65 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Weighted To The U.S. General Adult Population - Propensity

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 Table 34

Q7_3 How much do you agree or disagree with the following statements?

Most people don't notice that I struggle to hear what others are saying in group settings because I don't participate.

Base: Have Hearing Loss

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|----------------------------------|------------------|-----------------|---------------|---------------|-------------|------------|--------------|---------------|-------------|----------------|------------|--------------------------|------------|----------------|-------------|----------------|-------------|----------------|------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Strongly/Somewhat Agree (Net) | 153 59% | 43 63% | 23 61% | 15 50% | 67 60% | 39 65% | 50 61% | 63 56% | 75 60% | 78 59% | 61 67% | 92 55% | 57 64% | 96 57% | 116 59% | 32 63% | 91 62% | 62 56% | 27 51% | 5 70% | 109 60% |
| Strongly agree | 53 20% | 13 18% | 3 7% | 6 20% | 28 26% | 12 20% | 21 26% | 19 17% | 25 20% | 28 21% | 27 29% | 26 15% | 22 25% | 30 18% | 44 23% | 8 15% | 26 18% | 26 24% | 12 24% | 2 30% | 36 20% |
| Somewhat agree | 100 39% | 31 45% | 20 54% | 9 30% | 38 34% | 27 45% | 29 35% | 44 39% | 50 40% | 51 38% | 34 38% | 66 40% | 35 39% | 66 39% | 71 36% | 25 48% | 65 44% | 36 32% | 14 28% | 3 40% | 73 41% |
| Strongly/Somewhat Disagree (Net) | 105 41% | 25 37% | 15 39% | 15 50% | 45 40% | 21 35% | 33 39% | 51 44% | 49 40% | 55 41% | 30 33% | 74 45% | 33 36% | 72 43% | 81 41% | 19 37% | 56 38% | 49 44% | 25 49% | 2 30% | 71 40% |
| Somewhat disagree | 67 26% | 21 30% | 10 25% | 8 25% | 24 22% | 14 23% | 15 18% | 37 33% | 31 25% | 36 27% | 16 17% | 51 31% | 23 26% | 43 26% | 54 28% | 10 19% | 39 26% | 28 25% | 13 25% | 2 30% | 46 26% |
| Strongly disagree | 38 15% | 4 6% | 5 14% | 8 26% | 20 18% | 7 12% | 17 21% | 13 12% | 19 15% | 19 14% | 15 16% | 23 14% | 9 11% | 28 17% | 27 14% | 9 18% | 17 12% | 21 19% | 12 23% | - | 25 14% |
| Sigma | 258 100% | 68 100% | 38 100% | 31 100% | 111 100% | 61 100% | 83 100% | 114 100% | 124 100% | 134 100% | 91 100% | 166 100% | 90 100% | 168 100% | 197 100% | 52 100% | 147 100% | 111 100% | 52 100% | 7 100% | 180 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 35

Q7_4 How much do you agree or disagree with the following statements?
I don't participate in group conversations due to my hearing issues.

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|----------------------------------|--------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|-----------------------|--------------|---------------------|-------------|
| | Total (A) | Male (B) | Female (C) | 18-34 (D) | 35-44 (E) | 45-54 (F) | 55-64 (G) | 65+ (H) | 18-34 (I) | 35-44 (J) | 45-54 (K) | 55-64 (L) | 65+ (M) | 18-34 (N) | 35-44 (O) | 45-54 (P) | 55-64 (Q) | 65+ (R) | North- east (S) | South (T) | Mid- west (U) | West (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Strongly/Somewhat Agree (Net) | 129 50% | 82 53% | 39 42% | 38 64% | 16 67% | 24 55% | 16 42% | 35 38% | 18 64% | 11 90% | 20 68% | 12 46% | 22 36% | 17 59% | 4 35% | 2 17% | 4 32% | 13 41% | 19 46% | 39 42% | 29 51% | 42 64% |
| Strongly agree | 55 21% | 34 22% | 18 20% | 25 42% | 4 18% | 10 22% | 7 19% | 9 9% | 13 46% | 1 8% | 9 30% | 6 23% | 5 9% | 12 42% | 2 15% | 1 8% | 1 11% | 3 8% | 11 28% | 10 10% | 12 21% | 22 33% |
| Somewhat agree | 74 29% | 48 31% | 21 22% | 13 22% | 12 49% | 14 33% | 9 22% | 27 29% | 5 18% | 10 82% | 11 38% | 6 23% | 16 27% | 5 17% | 2 20% | 1 9% | 3 21% | 10 33% | 7 18% | 30 31% | 18 31% | 20 30% |
| Strongly/Somewhat Disagree (Net) | 128 50% | 73 47% | 54 58% | 22 36% | 8 33% | 19 45% | 22 58% | 57 62% | 10 36% | 10 10% | 10 32% | 14 54% | 38 64% | 12 41% | 7 65% | 8 83% | 8 68% | 19 59% | 22 54% | 55 58% | 28 49% | 24 36% |
| Somewhat disagree | 63 24% | 30 19% | 31 33% | 8 13% | 8 32% | 10 23% | 12 32% | 25 27% | 4 13% | 1 10% | 4 15% | 7 25% | 14 24% | 4 15% | 6 61% | 3 35% | 6 45% | 11 35% | 13 32% | 24 26% | 16 27% | 10 15% |
| Strongly disagree | 66 25% | 43 28% | 23 25% | 14 23% | * 1% | 10 22% | 10 27% | 32 34% | 6 23% | - - | 5 17% | 7 29% | 24 40% | 7 26% | * 3% | 4 48% | 3 23% | 8 24% | 9 22% | 30 32% | 12 22% | 14 21% |
| Sigma | 258 100% | 155 100% | 93 100% | 60 100% | 24 100% | 43 100% | 38 100% | 92 100% | 28 100% | 12 100% | 30 100% | 26 100% | 60 100% | 29 100% | 11 100% | 9 100% | 12 100% | 32 100% | 40 100% | 94 100% | 58 100% | 65 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 36

Q7_4 How much do you agree or disagree with the following statements?
I don't participate in group conversations due to my hearing issues.

Base: Have Hearing Loss

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|----------------------------------|------------------|-----------------|---------------|---------------|----------------|------------|----------------|---------------|-------------|----------------|----------------|--------------------------|----------------|----------------|-------------|----------------|-------------|----------------|------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Strongly/Somewhat Agree (Net) | 129 50% | 26 39% | 16 43% | 18 59% | 62 56% | 30 50% | 47 57% | 52 46% | 68 55% | 61 46% | 63 68% L | 67 40% | 60 67% N | 69 41% | 97 49% | 28 54% | 77 52% | 52 47% | 24 46% | 5 78% | 94 52% |
| Strongly agree | 55 21% | 10 14% | 4 11% | 1 3% | 37 33% C | 11 19% | 27 33% H | 16 14% | 33 27% | 22 16% | 32 35% L | 22 13% | 34 37% N | 21 13% | 42 21% | 12 23% | 29 20% | 26 23% | 16 30% | 2 28% | 33 19% |
| Somewhat agree | 74 29% | 16 24% | 12 32% | 17 56% | 25 23% | 19 31% | 20 24% | 36 32% | 35 28% | 39 29% | 30 33% | 44 27% | 26 29% | 48 29% | 56 28% | 16 32% | 48 33% | 26 24% | 8 16% | 3 50% | 60 33% |
| Strongly/Somewhat Disagree (Net) | 128 50% | 42 61% | 21 57% | 13 41% | 49 44% | 30 50% | 36 43% | 62 54% | 56 45% | 72 54% | 29 32% | 99 60% K | 30 33% | 98 59% M | 99 51% | 24 46% | 70 48% | 59 53% | 28 54% | 1 22% | 87 48% |
| Somewhat disagree | 63 24% | 21 30% | 11 29% | 9 28% | 20 18% | 10 16% | 20 25% | 33 29% | 25 20% | 37 28% | 10 11% | 53 32% K | 17 19% | 46 27% | 44 22% | 15 29% | 35 24% | 27 25% | 8 15% | 1 22% | 41 23% |
| Strongly disagree | 66 26% | 21 31% | 10 27% | 4 13% | 29 26% | 21 34% | 16 19% | 29 26% | 31 25% | 35 26% | 19 20% | 47 28% | 13 14% | 53 31% | 55 28% | 9 17% | 35 24% | 31 28% | 20 39% | - | 45 25% |
| Sigma | 258 100% | 68 100% | 38 100% | 31 100% | 111 100% | 61 100% | 83 100% | 114 100% | 124 100% | 134 100% | 91 100% | 166 100% | 90 100% | 168 100% | 197 100% | 52 100% | 147 100% | 111 100% | 52 100% | 7 100% | 180 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Weighted To The U.S. General Adult Population - Propensity

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 Table 37

Q7_5 How much do you agree or disagree with the following statements?
I get frustrated more easily in large gatherings because I cannot hear and participate in conversations.

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|-------------------------------------|--------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|-----------------------|--------------|---------------------|-------------|
| | Total (A) | Male (B) | Female (C) | 18-34 (D) | 35-44 (E) | 45-54 (F) | 55-64 (G) | 65+ (H) | 18-34 (I) | 35-44 (J) | 45-54 (K) | 55-64 (L) | 65+ (M) | 18-34 (N) | 35-44 (O) | 45-54 (P) | 55-64 (Q) | 65+ (R) | North- east (S) | South (T) | Mid- west (U) | West (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Strongly/Somewhat Agree (Net) | 171 66% | 104 67% | 59 64% | 50 83% | 20 81% | 26 60% | 25 66% | 51 55% | 26 95% | 9 79% | 22 74% | 16 62% | 30 51% | 20 70% | 9 81% | 2 20% | 9 73% | 20 62% | 31 76% | 63 67% | 35 60% | 42 65% |
| Strongly agree | 55 21% | 33 22% | 20 21% | 16 26% | 8 35% | 8 19% | 9 23% | 14 15% | 7 26% | 5 42% | 7 24% | 5 21% | 9 14% | 8 28% | 2 17% | 1 8% | 3 27% | 6 18% | 8 21% | 21 22% | 11 20% | 14 22% |
| Somewhat agree | 116 45% | 70 45% | 40 43% | 34 57% | 11 47% | 18 42% | 16 43% | 36 40% | 19 68% | 4 37% | 15 49% | 11 41% | 22 36% | 12 42% | 7 65% | 1 12% | 6 46% | 14 45% | 22 55% | 42 45% | 23 40% | 28 43% |
| Strongly/Somewhat Disagree (Net) | 86 34% | 51 33% | 33 36% | 10 17% | 4 19% | 17 40% | 13 34% | 41 45% | 1 5% | 3 21% | 8 26% | 10 38% | 29 49% | 9 30% | 2 19% | 7 80% | 3 27% | 12 38% | 10 24% | 31 33% | 23 40% | 23 35% |
| Somewhat disagree | 54 21% | 30 19% | 22 24% | 4 6% | 3 13% | 12 26% | 9 23% | 27 29% | 1 5% | 1 12% | 5 18% | 6 22% | 16 27% | 2 8% | 2 15% | 4 44% | 3 27% | 11 33% | 8 19% | 12 12% | 15 26% | 20 30% |
| Strongly disagree | 32 13% | 21 14% | 11 12% | 6 11% | 1 6% | 6 13% | 4 11% | 15 16% | - - | 1 9% | 3 8% | 4 16% | 13 22% | 6 22% | * 3% | 3 36% | - - | 1 4% | 2 6% | 19 20% | 8 13% | 3 5% |
| Sigma | 258 100% | 155 100% | 93 100% | 60 100% | 24 100% | 43 100% | 38 100% | 92 100% | 28 100% | 12 100% | 30 100% | 26 100% | 60 100% | 29 100% | 11 100% | 9 100% | 12 100% | 32 100% | 40 100% | 94 100% | 58 100% | 65 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

Q7_5 How much do you agree or disagree with the following statements?
I get frustrated more easily in large gatherings because I cannot hear and participate in conversations.

Base: Have Hearing Loss

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|----------------------------------|------------------|-----------------|---------------|---------------|-------------|------------|--------------|---------------|-------------|----------------|------------|--------------------------|------------|----------------|-------------|----------------|-------------|----------------|------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Strongly/Somewhat Agree (Net) | 171 66% | 47 69% | 22 57% | 20 67% | 75 68% | 44 72% | 59 71% | 68 60% | 87 70% | 84 63% | 71 77% | 100 60% | 70 78% | 101 60% | 126 64% | 39 76% | 93 64% | 78 70% | 31 59% | 4 61% | 122 68% |
| Strongly agree | 55 21% | 19 29% | 5 13% | 4 12% | 23 20% | 20 33% | 21 26% | 14 12% | 24 19% | 31 23% | 22 24% | 33 20% | 21 24% | 34 20% | 41 21% | 13 25% | 27 19% | 28 25% | 6 12% | 1 22% | 45 25% |
| Somewhat agree | 116 45% | 28 41% | 17 44% | 17 54% | 52 47% | 24 39% | 38 46% | 54 48% | 63 51% | 53 40% | 49 54% | 67 40% | 49 54% | 68 40% | 85 43% | 26 51% | 66 45% | 50 45% | 25 48% | 3 38% | 78 43% |
| Strongly/Somewhat Disagree (Net) | 86 34% | 21 31% | 16 43% | 10 33% | 36 32% | 17 28% | 24 29% | 46 40% | 37 30% | 50 37% | 21 23% | 66 40% | 20 22% | 67 40% | 71 36% | 12 24% | 53 36% | 33 30% | 21 41% | 3 39% | 58 32% |
| Somewhat disagree | 54 21% | 14 20% | 10 26% | 6 20% | 21 19% | 11 18% | 10 13% | 33 29% | 23 19% | 31 23% | 11 12% | 43 26% | 15 16% | 39 23% | 43 22% | 8 15% | 37 25% | 17 16% | 13 24% | 1 22% | 35 19% |
| Strongly disagree | 32 13% | 7 10% | 7 17% | 4 13% | 15 13% | 6 10% | 13 16% | 13 12% | 13 11% | 19 14% | 10 11% | 23 14% | 5 6% | 27 16% | 28 14% | 5 9% | 17 11% | 16 14% | 8 16% | 1 18% | 23 13% |
| Sigma | 258 100% | 68 100% | 38 100% | 31 100% | 111 100% | 61 100% | 83 100% | 114 100% | 124 100% | 134 100% | 91 100% | 166 100% | 90 100% | 168 100% | 197 100% | 52 100% | 147 100% | 111 100% | 52 100% | 7 100% | 180 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 39

Q7_6 How much do you agree or disagree with the following statements?
I wish my hearing was better so I could enjoy holiday and special gatherings.

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|----------------------------------|--------------|-----------------|----------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|-----------------------|--------------|---------------------|-------------|
| | Total (A) | Male (B) | Female (C) | 18-34 (D) | 35-44 (E) | 45-54 (F) | 55-64 (G) | 65+ (H) | 18-34 (I) | 35-44 (J) | 45-54 (K) | 55-64 (L) | 65+ (M) | 18-34 (N) | 35-44 (O) | 45-54 (P) | 55-64 (Q) | 65+ (R) | North- east (S) | South (T) | Mid- west (U) | West (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Strongly/Somewhat Agree (Net) | 187 72% | 123 79% C | 56 61% | 45 76% | 18 73% | 26 60% | 27 71% | 70 76% | 26 94% | 12 100% | 20 67% | 20 79% | 44 74% | 16 55% | 4 39% | 4 41% | 7 57% | 25 80% | 31 76% | 70 74% | 40 69% | 46 71% |
| Strongly agree | 83 32% | 55 36% | 27 29% | 17 28% | 10 43% | 7 16% | 12 32% | 37 40% | 7 25% | 10 80% | 6 20% | 11 42% | 22 37% | 10 34% | 1 8% | 1 10% | 1 10% | 14 45% | 10 25% | 37 39% | 15 26% | 21 33% |
| Somewhat agree | 104 40% | 67 43% | 29 31% | 29 48% | 7 30% | 19 44% | 15 40% | 33 36% | 19 70% | 2 20% | 14 47% | 9 37% | 22 37% | 6 21% | 3 31% | 3 31% | 6 47% | 11 34% | 21 51% | 33 35% | 25 43% | 25 38% |
| Strongly/Somewhat Disagree (Net) | 71 28% | 32 21% | 37 39% B | 14 24% | 6 27% | 17 40% | 11 29% | 22 24% | 2 6% | - | 10 33% | 6 21% | 15 26% | 13 45% | 6 61% | 5 59% | 5 43% | 7 20% | 10 24% | 24 26% | 18 31% | 19 29% |
| Somewhat disagree | 49 19% | 23 15% | 24 26% | 8 13% | 6 25% | 10 24% | 8 20% | 17 19% | 1 3% | - | 6 19% | 5 18% | 12 20% | 7 25% | 6 57% | 2 26% | 3 25% | 5 16% | 9 22% | 16 17% | 11 19% | 13 21% |
| Strongly disagree | 22 9% | 9 6% | 13 14% | 6 11% | * 1% | 7 16% | 3 8% | 5 5% | 1 2% | - | 4 14% | 1 4% | 3 6% | 6 20% | * 3% | 3 33% | 2 18% | 1 5% | 1 2% | 9 9% | 7 12% | 6 9% |
| Sigma | 258 100% | 155 100% | 93 100% | 60 100% | 24 100% | 43 100% | 38 100% | 92 100% | 28 100% | 12 100% | 30 100% | 26 100% | 60 100% | 29 100% | 11 100% | 9 100% | 12 100% | 32 100% | 40 100% | 94 100% | 58 100% | 65 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 40

Q7_6 How much do you agree or disagree with the following statements?
I wish my hearing was better so I could enjoy holiday and special gatherings.

Base: Have Hearing Loss

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|----------------------------------|------------------|-----------------|---------------|---------------|-------------|------------|--------------|---------------|-------------|----------------|------------|--------------------------|------------|----------------|-------------|----------------|-------------|----------------|------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Strongly/Somewhat Agree (Net) | 187 72% | 51 74% | 29 77% | 25 80% | 75 67% | 48 80% | 54 65% | 84 74% | 86 69% | 101 76% | 64 70% | 122 74% | 60 67% | 126 75% | 147 75% | 34 66% | 112 76% | 75 68% | 28 54% | 5 71% | 142 79% |
| Strongly agree | 83 32% | 19 28% | 13 35% | 9 28% | 37 33% | 24 39% | 25 30% | 34 30% | 32 26% | 51 38% | 24 26% | 59 36% | 25 28% | 58 35% | 65 33% | 16 31% | 52 35% | 31 28% | 2 4% | 3 40% | 74 41% |
| Somewhat agree | 104 40% | 31 46% | 16 43% | 16 52% | 38 34% | 25 41% | 29 34% | 50 44% | 54 43% | 50 38% | 40 44% | 63 38% | 36 40% | 68 40% | 82 42% | 18 35% | 60 41% | 44 39% | 26 50% | 2 30% | 68 38% |
| Strongly/Somewhat Disagree (Net) | 71 28% | 17 26% | 9 23% | 6 20% | 37 33% | 12 20% | 29 35% | 29 26% | 38 31% | 33 24% | 27 30% | 44 26% | 29 33% | 42 25% | 50 25% | 17 34% | 35 24% | 36 32% | 24 46% | 2 29% | 38 21% |
| Somewhat disagree | 49 19% | 11 17% | 5 12% | 4 14% | 27 24% | 6 10% | 23 27% | 20 18% | 24 19% | 25 19% | 19 20% | 31 18% | 26 29% | 23 14% | 32 16% | 15 28% | 25 17% | 24 22% | 16 31% | 2 29% | 24 13% |
| Strongly disagree | 22 9% | 6 9% | 4 10% | 2 6% | 10 9% | 6 10% | 7 8% | 9 8% | 14 12% | 7 6% | 9 10% | 13 8% | 4 4% | 18 11% | 18 9% | 3 5% | 10 7% | 12 11% | 8 15% | - | 14 8% |
| Sigma | 258 100% | 68 100% | 38 100% | 31 100% | 111 100% | 61 100% | 83 100% | 114 100% | 124 100% | 134 100% | 91 100% | 166 100% | 90 100% | 168 100% | 197 100% | 52 100% | 147 100% | 111 100% | 52 100% | 7 100% | 180 100% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 41

Q7_7 How much do you agree or disagree with the following statements?
Hearing loss makes you seem old

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|-------------------------------------|--------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|-----------------------|--------------|---------------------|-------------|
| | Total (A) | Male (B) | Female (C) | 18-34 (D) | 35-44 (E) | 45-54 (F) | 55-64 (G) | 65+ (H) | 18-34 (I) | 35-44 (J) | 45-54 (K) | 55-64 (L) | 65+ (M) | 18-34 (N) | 35-44 (O) | 45-54 (P) | 55-64 (Q) | 65+ (R) | North- east (S) | South (T) | Mid- west (U) | West (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Strongly/Somewhat Agree (Net) | 153 59% | 103 66% | 47 50% | 33 56% | 14 58% | 25 57% | 19 49% | 62 68% | 17 63% | 9 74% | 22 74% | 14 56% | 40 66% | 14 49% | 4 34% | 3 28% | 4 35% | 22 69% | 26 65% | 58 62% | 30 52% | 39 59% |
| Strongly agree | 51 20% | 31 20% | 19 21% | 11 18% | 3 13% | 11 25% | 6 15% | 20 22% | 5 18% | 2 18% | 9 32% | 5 21% | 9 16% | 6 20% | 1 10% | 1 16% | * 3% | 11 34% | 9 23% | 17 18% | 12 21% | 12 18% |
| Somewhat agree | 102 40% | 71 46% | 27 30% | 22 37% | 11 45% | 14 32% | 13 34% | 42 46% | 13 45% | 7 56% | 13 43% | 9 36% | 30 51% | 8 30% | 3 24% | 1 12% | 4 32% | 11 36% | 17 42% | 41 44% | 17 30% | 27 41% |
| Strongly/Somewhat Disagree (Net) | 104 41% | 52 34% | 46 50% | 27 44% | 10 42% | 19 43% | 19 51% | 30 32% | 10 37% | 3 26% | 8 26% | 11 44% | 20 34% | 15 51% | 7 66% | 7 72% | 8 65% | 10 31% | 14 35% | 36 38% | 28 48% | 26 41% |
| Somewhat disagree | 69 27% | 33 21% | 33 35% | 14 24% | 7 28% | 14 32% | 17 44% | 18 19% | 5 17% | 1 5% | 5 18% | 11 41% | 12 19% | 10 35% | 6 57% | 4 48% | 6 49% | 6 19% | 12 30% | 21 22% | 18 32% | 18 28% |
| Strongly disagree | 35 14% | 20 13% | 13 14% | 12 20% | 3 14% | 5 11% | 3 7% | 12 13% | 6 20% | 3 21% | 2 8% | 1 2% | 9 14% | 5 16% | 1 8% | 2 25% | 2 16% | 4 12% | 2 5% | 15 16% | 10 17% | 8 12% |
| Sigma | 258 100% | 155 100% | 93 100% | 60 100% | 24 100% | 43 100% | 38 100% | 92 100% | 28 100% | 12 100% | 30 100% | 26 100% | 60 100% | 29 100% | 11 100% | 9 100% | 12 100% | 32 100% | 40 100% | 94 100% | 58 100% | 65 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 42

**Q7_7 How much do you agree or disagree with the following statements?
 Hearing loss makes you seem old**

Base: Have Hearing Loss

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|----------------------------------|------------------|-----------------|---------------|---------------|-------------|-----------------|--------------|---------------|-------------|----------------|------------|--------------------------|------------|----------------|-------------|----------------|-------------|----------------|------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Strongly/Somewhat Agree (Net) | 153 59% | 33 49% | 22 59% | 15 50% | 75 67% | 29 48% | 55 66% | 69 60% | 73 59% | 80 60% | 59 65% | 94 56% | 53 59% | 100 59% | 125 64% | 26 50% | 90 62% | 63 57% | 26 50% | 3 44% | 118 65% |
| Strongly agree | 51 20% | 10 14% | 8 21% | 6 21% | 23 21% | 13 21% | 19 23% | 19 16% | 20 16% | 30 23% | 16 18% | 34 21% | 18 20% | 33 19% | 42 21% | 7 13% | 22 15% | 28 25% | 5 10% | 1 10% | 42 23% |
| Somewhat agree | 102 40% | 23 34% | 14 38% | 9 29% | 52 47% | 16 27% | 36 43% | 50 44% | 53 42% | 50 37% | 43 47% | 59 36% | 35 39% | 67 40% | 83 42% | 19 37% | 68 46% | 35 31% | 21 40% | 2 33% | 76 42% |
| Strongly/Somewhat Disagree (Net) | 104 41% | 35 51% | 16 41% | 15 50% | 37 33% | 31 52% | 28 34% | 45 40% | 51 41% | 53 40% | 32 35% | 72 44% | 36 41% | 68 41% | 72 36% | 26 50% | 56 38% | 48 43% | 26 50% | 4 56% | 62 35% |
| Somewhat disagree | 69 27% | 20 29% | 7 18% | 11 37% | 30 27% | 14 23% | 21 26% | 34 30% | 33 26% | 37 28% | 15 16% | 55 33% | 20 23% | 49 29% | 44 22% | 21 40% | 37 25% | 33 30% | 15 29% | 2 31% | 40 22% |
| Strongly disagree | 35 14% | 15 22% E | 9 24% E | 4 12% | 7 6% | 17 28% GH | 7 8% | 11 10% | 19 15% | 16 12% | 17 19% | 18 11% | 16 18% | 19 11% | 28 14% | 5 9% | 20 13% | 15 14% | 11 21% | 2 26% | 22 12% |
| Sigma | 258 100% | 68 100% | 38 100% | 31 100% | 111 100% | 61 100% | 83 100% | 114 100% | 124 100% | 134 100% | 91 100% | 166 100% | 90 100% | 168 100% | 197 100% | 52 100% | 147 100% | 111 100% | 52 100% | 7 100% | 180 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

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 Table 43

Q7_8 How much do you agree or disagree with the following statements?
Hearing aids are too expensive

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|----------------------------------|--------------|-------------|---------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|--------------|--------------|--------------|--------------|------------|-----------------------|--------------|---------------------|-------------|
| | Total (A) | Male (B) | Female (C) | 18-34 (D) | 35-44 (E) | 45-54 (F) | 55-64 (G) | 65+ (H) | 18-34 (I) | 35-44 (J) | 45-54 (K) | 55-64 (L) | 65+ (M) | 18-34 (N) | 35-44 (O) | 45-54 (P) | 55-64 (Q) | 65+ (R) | North- east (S) | South (T) | Mid- west (U) | West (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Strongly/Somewhat Agree (Net) | 191 74% | 116 75% | 67 72% | 47 79% | 18 73% | 32 73% | 27 70% | 68 74% | 20 72% | 10 83% | 22 74% | 18 69% | 47 78% | 24 84% | 6 59% | 7 80% | 9 73% | 20 64% | 28 70% | 64 68% | 48 83% | 51 78% |
| Strongly agree | 116 45% | 70 45% | 40 43% | 33 55% | 8 34% | 9 20% | 20 52% | 46 50% | 14 52% | 4 37% | 4 14% | 15 57% | 32 54% | 17 58% | 2 21% | 2 27% | 5 40% | 13 42% | 23 57% | 37 39% | 27 48% | 29 44% |
| Somewhat agree | 75 29% | 47 30% | 27 29% | 14 24% | 9 39% | 23 53% | 7 18% | 22 24% | 5 20% | 5 46% | 18 60% | 3 11% | 15 25% | 7 26% | 4 38% | 5 53% | 4 33% | 7 21% | 5 14% | 27 29% | 20 35% | 23 35% |
| Strongly/Somewhat Disagree (Net) | 66 26% | 39 25% | 26 28% | 12 21% | 6 27% | 12 27% | 11 30% | 24 26% | 8 28% | 2 17% | 8 26% | 8 31% | 13 22% | 5 16% | 4 41% | 2 20% | 3 27% | 11 36% | 12 30% | 30 32% | 10 17% | 14 22% |
| Somewhat disagree | 43 17% | 24 15% | 17 18% | 7 13% | 5 20% | 9 20% | 7 20% | 14 16% | 3 10% | 1 8% | 7 22% | 6 22% | 8 13% | 5 16% | 4 38% | - | 2 15% | 6 20% | 10 25% | 15 16% | 8 14% | 10 15% |
| Strongly disagree | 23 9% | 15 9% | 9 10% | 5 8% | 1 6% | 3 7% | 4 10% | 10 11% | 5 18% | 1 9% | 1 4% | 2 9% | 5 8% | - | * 3% | 2 20% | 2 13% | 5 16% | 2 5% | 15 16% | 2 4% | 4 6% |
| Sigma | 258 100% | 155 100% | 93 100% | 60 100% | 24 100% | 43 100% | 38 100% | 92 100% | 28 100% | 12 100% | 30 100% | 26 100% | 60 100% | 29 100% | 11 100% | 9 100% | 12 100% | 32 100% | 40 100% | 94 100% | 58 100% | 65 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
 Kaplow/Hearing Life
 Weighted To The U.S. General Adult Population - Propensity

24 Aug 2021
 Table 44

Q7_8 How much do you agree or disagree with the following statements?
Hearing aids are too expensive

Base: Have Hearing Loss

| | Household Income | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | | |
|----------------------------------|------------------|-----------------|---------------|---------------|-------------|------------|--------------|---------------|-------------|----------------|------------|--------------------------|------------|----------------|-------------|----------------|-------------|----------------|------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Strongly/Somewhat Agree (Net) | 191 74% | 51 74% | 32 84% | 21 70% | 80 72% | 48 79% | 60 72% | 83 73% | 94 76% | 97 73% | 74 81% | 117 71% | 67 75% | 124 74% | 146 74% | 39 75% | 105 71% | 87 78% | 36 69% | 4 56% | 141 78% |
| Strongly agree | 116 45% | 32 47% | 18 46% | 14 45% | 46 42% | 34 56% | 42 50% | 40 35% | 46 37% | 70 53% | 41 45% | 75 45% | 34 38% | 82 49% | 87 44% | 23 44% | 65 45% | 50 45% | 16 30% | 2 37% | 90 50% |
| Somewhat agree | 75 29% | 19 28% | 14 37% | 8 25% | 33 30% | 14 23% | 18 22% | 43 38% | 48 39% | 27 20% | 33 36% | 42 25% | 33 37% | 42 25% | 59 30% | 16 31% | 39 27% | 36 33% | 20 39% | 1 19% | 52 29% |
| Strongly/Somewhat Disagree (Net) | 66 26% | 18 26% | 6 16% | 9 30% | 31 28% | 13 21% | 23 28% | 31 27% | 30 24% | 36 27% | 17 19% | 49 29% | 22 25% | 44 26% | 51 26% | 13 25% | 42 29% | 24 22% | 16 31% | 3 44% | 39 22% |
| Somewhat disagree | 43 17% | 7 10% | 3 7% | 7 24% | 24 22% | 3 5% | 20 24% | 20 17% | 20 16% | 23 17% | 10 11% | 33 20% | 15 17% | 28 16% | 30 15% | 11 21% | 29 20% | 14 13% | 9 17% | 3 44% | 23 13% |
| Strongly disagree | 23 9% | 11 16% | 3 9% | 2 6% | 7 7% | 10 16% | 3 3% | 11 10% | 10 8% | 14 10% | 8 8% | 16 10% | 7 8% | 16 10% | 21 11% | 2 4% | 13 9% | 10 9% | 7 14% | - | 16 9% |
| Sigma | 258 100% | 68 100% | 38 100% | 31 100% | 111 100% | 61 100% | 83 100% | 114 100% | 124 100% | 134 100% | 91 100% | 166 100% | 90 100% | 168 100% | 197 100% | 52 100% | 147 100% | 111 100% | 52 100% | 7 100% | 180 100% |

Proportions/Means: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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 Table 45

Q8 Which of the following could family members or loved ones do at holiday gatherings to make you feel more comfortable?
 Please select all that apply.

Base: Have Hearing Loss

| | Gender | | | Age | | | | | Male Age | | | | | Female Age | | | | | Region | | | |
|---|-------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|------------|------------|------------|------------|-------------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|
| | Total | Male | Female | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | North-east | South | Mid-west | West |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 253 | 132 | 114 | 46 | 26 | 28 | 35 | 118 | 17 | 11 | 13 | 17 | 74 | 26 | 14 | 13 | 18 | 43 | 40 | 107 | 52 | 54 |
| Weighted Base | 258 | 155* | 93* | 60** | 24** | 43** | 38** | 92* | 28** | 12** | 30** | 26** | 60* | 29** | 11** | 9** | 12** | 32* | 40** | 94* | 58** | 65* |
| Something (Net) | 226 88% | 136 88% | 82 89% | 50 84% | 20 85% | 40 92% | 38 98% | 78 85% | 23 82% | 9 79% | 30 100% | 26 100% | 49 81% | 24 83% | 9 88% | 8 84% | 12 95% | 29 92% | 38 94% | 75 80% | 52 91% | 61 94% |
| Face me directly when they are speaking | 133 52% | 79 51% | 50 54% | 22 36% | 11 48% | 22 51% | 23 61% | 54 59% | 7 25% | 7 57% | 14 47% | 14 55% | 37 62% | 15 52% | 3 29% | 6 66% | 9 73% | 17 55% | 16 39% | 41 43% | 33 57% | 44 67% |
| Lower the background noise coming from music, tv and other devices so I can hear the conversation | 131 51% | 82 53% | 45 49% | 20 34% | 12 51% | 23 53% | 26 69% | 49 53% | 9 31% | 3 26% | 20 68% | 18 71% | 32 54% | 10 36% | 7 71% | 3 28% | 8 66% | 17 52% | 25 61% | 49 52% | 24 41% | 34 51% |
| Be patient if and when I ask them to repeat themselves | 130 51% | 81 52% | 48 52% | 23 39% | 9 36% | 28 63% | 21 56% | 48 54% | 8 28% | 4 35% | 23 76% | 12 48% | 34 57% | 14 48% | 4 42% | 5 54% | 9 74% | 16 49% | 12 31% | 50 53% | 32 55% | 36 55% |
| Let me position myself in a way that best allows me to hear others | 106 41% | 68 44% | 37 40% | 29 49% | 9 36% | 18 41% | 18 47% | 32 35% | 10 36% | 5 45% | 16 52% | 13 52% | 23 39% | 18 61% | 3 32% | 2 26% | 5 38% | 9 27% | 21 52% | 31 33% | 23 41% | 30 46% |
| Not draw too much attention to my hearing loss, while still being mindful of it | 85 33% | 57 37% | 28 30% | 20 33% | 5 19% | 15 35% | 16 41% | 30 33% | 7 25% | 3 29% | 15 48% | 13 52% | 19 31% | 13 44% | 1 11% | 1 6% | 2 19% | 11 34% | 9 23% | 35 37% | 18 31% | 23 35% |
| Take turns and avoid interrupting each other when speaking in a group | 71 28% | 47 30% | 23 24% | 20 33% | 5 20% | 12 27% | 13 35% | 22 24% | 8 31% | 3 29% | 10 34% | 9 36% | 16 26% | 9 33% | 1 13% | 1 16% | 4 32% | 6 20% | 12 30% | 29 30% | 17 30% | 13 20% |
| Other | 6 2% | 3 2% | 1 1% | 2 3% | - | - | - | 4 4% | - | - | - | - | 3 5% | - | - | - | - | 1 3% | - | - | 2 3% | 4 6% |
| Nothing | 31 12% | 19 12% | 10 11% | 10 16% | 4 15% | 4 8% | 1 2% | 13 15% | 5 18% | 2 21% | - | - | 11 19% | 5 17% | 1 12% | 1 16% | 1 5% | 2 8% | 3 6% | 19 20% | 5 9% | 4 6% |
| Sigma | 693 269% | 435 281% | 242 261% | 145 243% | 54 225% | 121 279% | 119 311% | 254 276% | 53 193% | 29 241% | 97 325% | 81 314% | 175 293% | 83 290% | 22 210% | 20 212% | 38 306% | 78 247% | 98 242% | 254 269% | 154 268% | 188 287% |

Proportions/Means: Columns Tested (5% risk level) - B/C - D/E/F/G/H - I/J/K/L/M - N/O/P/Q/R - I/N - J/O - K/P - L/Q - M/R - S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Fielding Period: August 19 - 23, 2021
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 Weighted To The U.S. General Adult Population - Propensity

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 Table 46

Q8 Which of the following could family members or loved ones do at holiday gatherings to make you feel more comfortable?
 Please select all that apply.

Base: Have Hearing Loss

| | Household Income | | | | | Education | | | Employed | | Children in HH | | Parent of Child Under 18 | | Home Ownership | | Marital Status | | Race/Ethnicity | | |
|---|------------------|-----------------|---------------|---------------|----------------|----------------|----------------|------------------|-------------|-------------|----------------|----------------|--------------------------|-------------|----------------|-------------|-----------------|----------------|----------------|----------------------|----------------------|
| | Total | Less Than \$50K | \$50K-\$74.9K | \$75K-\$99.9K | \$100K+ | HS or less | Some College | College Grad+ | Yes | No | Yes | No | Yes | No | Homeowner | Renter | Married | Not married | Hispanic | Black (Not Hispanic) | White (Not Hispanic) |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) |
| Unweighted Base | 253 | 104 | 59 | 33 | 50 | 65 | 77 | 111 | 101 | 152 | 61 | 192 | 58 | 195 | 191 | 51 | 142 | 111 | 21 | 8 | 212 |
| Weighted Base | 258 | 68* | 38* | 31** | 111* | 61* | 83* | 114* | 124* | 134* | 91* | 166 | 90* | 168 | 197* | 52** | 147* | 111* | 52** | 7** | 180 |
| Something (Net) | 226 88% | 54 80% | 35 92% | 29 94% | 101 91% | 49 81% | 68 82% | 109 96% FG | 106 85% | 121 90% | 78 85% | 149 89% | 81 90% | 145 87% | 174 88% | 46 90% | 137 93% R | 90 81% | 38 74% | 7 100% | 165 91% |
| Face me directly when they are speaking | 133 52% | 29 43% | 24 63% | 16 53% | 57 52% | 32 52% | 42 50% | 60 53% | 51 41% | 82 62% | 44 48% | 89 54% | 40 44% | 94 56% | 100 51% | 30 59% | 87 59% | 47 42% | 13 24% | 3 47% | 111 62% |
| Lower the background noise coming from music, tv and other devices so I can hear the conversation | 131 51% | 27 40% | 19 50% | 13 42% | 66 59% | 28 45% | 39 47% | 64 57% | 54 43% | 77 58% | 34 37% | 97 58% K | 36 40% | 95 56% | 110 56% | 18 35% | 89 60% R | 42 38% | 23 44% | - | 96 53% |
| Be patient if and when I ask them to repeat themselves | 130 51% | 37 55% | 21 57% | 17 56% | 48 43% | 35 58% | 35 42% | 60 53% | 54 43% | 77 57% | 36 39% | 95 57% | 35 39% | 95 57% | 101 51% | 27 53% | 74 50% | 57 51% | 17 32% | 1 17% | 100 55% |
| Let me position myself in a way that best allows me to hear others | 106 41% | 25 36% | 16 42% | 6 21% | 52 47% | 25 41% | 38 45% | 44 38% | 48 39% | 58 43% | 38 42% | 68 41% | 39 44% | 67 40% | 86 43% | 19 37% | 63 43% | 43 39% | 23 45% | 2 34% | 75 42% |
| Not draw too much attention to my hearing loss, while still being mindful of it | 85 33% | 21 31% | 5 15% | 9 29% | 43 39% C | 18 30% | 30 36% | 37 33% | 33 26% | 52 39% | 26 29% | 59 35% | 30 33% | 56 33% | 64 33% | 21 40% | 51 35% | 35 31% | 16 31% | 3 50% | 58 32% |
| Take turns and avoid interrupting each other when speaking in a group | 71 28% | 14 21% | 5 14% | 8 27% | 39 35% C | 17 28% | 19 22% | 35 31% | 34 28% | 37 27% | 24 26% | 47 29% | 25 28% | 46 27% | 65 33% | 6 11% | 49 33% | 22 20% | 14 27% | 1 21% | 49 27% |
| Other | 6 2% | - | 2 5% E | - | - | - | 5 6% | 1 1% | 2 2% | 4 3% | 2 2% | 4 2% | 2 2% | 4 2% | 4 2% | - | - | 6 5% | - | - | 3 2% |
| Nothing | 31 12% | 14 20% | 3 8% | 2 6% | 10 9% | 11 19% H | 15 18% H | 4 4% | 18 15% | 13 10% | 14 15% | 18 11% | 9 10% | 22 13% | 23 12% | 5 10% | 10 7% | 21 19% Q | 13 26% | - | 16 9% |
| Sigma | 693 269% | 167 246% | 96 254% | 72 235% | 316 284% | 165 273% | 223 267% | 305 269% | 294 237% | 400 299% | 218 238% | 476 286% | 216 240% | 478 285% | 552 280% | 126 245% | 421 287% | 272 245% | 118 229% | 11 169% | 508 282% |

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E - F/G/H - I/J - K/L - M/N - O/P - Q/R - S/T/U
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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| | | |
|----|----|--|
| 1 | 1 | Q1 Which of the following describes you? |
| 2 | 2 | Q1 Which of the following describes you? |
| 3 | 3 | Q2 Do you use any of the following devices to improve your hearing? Please select all that apply. |
| 4 | 4 | Q2 Do you use any of the following devices to improve your hearing? Please select all that apply. |
| 5 | 5 | Q3 Which of the following were the first/earliest hearing loss symptoms you experienced? Please select all that apply. |
| 6 | 6 | Q3 Which of the following were the first/earliest hearing loss symptoms you experienced? Please select all that apply. |
| 7 | 7 | Q4 How concerned are you that you may have hearing loss in the future? |
| 8 | 8 | Q4 How concerned are you that you may have hearing loss in the future? |
| 9 | 9 | Q5 Please indicate whether you believe the following statements are true or false. Summary Of True |
| 10 | 10 | Q5 Please indicate whether you believe the following statements are true or false. Summary Of True |
| 11 | 11 | Q5 Please indicate whether you believe the following statements are true or false. Summary Of False |
| 12 | 12 | Q5 Please indicate whether you believe the following statements are true or false. Summary Of False |
| 13 | 13 | Q5_1 Please indicate whether you believe the following statements are true or false. There are no treatment options for hearing loss. |
| 14 | 14 | Q5_1 Please indicate whether you believe the following statements are true or false. There are no treatment options for hearing loss. |
| 15 | 15 | Q5_2 Please indicate whether you believe the following statements are true or false. Hearing loss only affects older individuals and is something I don't have to worry about yet. |
| 16 | 16 | Q5_2 Please indicate whether you believe the following statements are true or false. Hearing loss only affects older individuals and is something I don't have to worry about yet. |
| 17 | 17 | Q5_3 Please indicate whether you believe the following statements are true or false. Untreated hearing loss has been linked to neurological and mental-health related conditions including dementia and depression. |
| 18 | 18 | Q5_3 Please indicate whether you believe the following statements are true or false. Untreated hearing loss has been linked to neurological and mental-health related conditions including dementia and depression. |
| 19 | 19 | Q5_4 Please indicate whether you believe the following statements are true or false. You cannot prevent hearing loss. |
| 20 | 20 | Q5_4 Please indicate whether you believe the following statements are true or false. You cannot prevent hearing loss. |
| 21 | 21 | Q5_5 Please indicate whether you believe the following statements are true or false. If you experience signs of hearing loss, you don't need to seek a professional's help right away. |
| 22 | 22 | Q5_5 Please indicate whether you believe the following statements are true or false. If you experience signs of hearing loss, you don't need to seek a professional's help right away. |
| 23 | 23 | Q6 If you aren't able to hear what someone is saying, are you more likely to ask them to repeat themselves or pretend you heard what they said? |
| 24 | 24 | Q6 If you aren't able to hear what someone is saying, are you more likely to ask them to repeat themselves or pretend you heard what they said? |
| 25 | 25 | Q7 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Agree |
| 26 | 26 | Q7 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Agree |
| 27 | 27 | Q7 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Disagree |
| 28 | 28 | Q7 How much do you agree or disagree with the following statements? Summary Of Strongly/Somewhat Disagree |
| 29 | 29 | Q7_1 How much do you agree or disagree with the following statements? I feel isolated during holiday gatherings because I struggle to hear my family and loved ones. |
| 30 | 30 | Q7_1 How much do you agree or disagree with the following statements? I feel isolated during holiday gatherings because I struggle to hear my family and loved ones. |
| 31 | 31 | Q7_2 How much do you agree or disagree with the following statements? I would rather just stay home than attend large gatherings because I feel left out of conversation due to my hearing loss. |
| 32 | 32 | Q7_2 How much do you agree or disagree with the following statements? I would rather just stay home than attend large gatherings because I feel left out of conversation due to my hearing loss. |
| 33 | 33 | Q7_3 How much do you agree or disagree with the following statements? Most people don't notice that I struggle to hear what others are saying in group settings because I don't participate. |
| 34 | 34 | Q7_3 How much do you agree or disagree with the following statements? Most people don't notice that I struggle to hear what others are saying in group settings because I don't participate. |
| 35 | 35 | Q7_4 How much do you agree or disagree with the following statements? I don't participate in group conversations due to my hearing issues. |

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| 36 | 36 | Q7_4 How much do you agree or disagree with the following statements? I don't participate in group conversations due to my hearing issues. |
| 37 | 37 | Q7_5 How much do you agree or disagree with the following statements? I get frustrated more easily in large gatherings because I cannot hear and participate in conversations. |
| 38 | 38 | Q7_5 How much do you agree or disagree with the following statements? I get frustrated more easily in large gatherings because I cannot hear and participate in conversations. |
| 39 | 39 | Q7_6 How much do you agree or disagree with the following statements? I wish my hearing was better so I could enjoy holiday and special gatherings. |
| 40 | 40 | Q7_6 How much do you agree or disagree with the following statements? I wish my hearing was better so I could enjoy holiday and special gatherings. |
| 41 | 41 | Q7_7 How much do you agree or disagree with the following statements? Hearing loss makes you seem old |
| 42 | 42 | Q7_7 How much do you agree or disagree with the following statements? Hearing loss makes you seem old |
| 43 | 43 | Q7_8 How much do you agree or disagree with the following statements? Hearing aids are too expensive |
| 44 | 44 | Q7_8 How much do you agree or disagree with the following statements? Hearing aids are too expensive |
| 45 | 45 | Q8 Which of the following could family members or loved ones do at holiday gatherings to make you feel more comfortable? Please select all that apply. |
| 46 | 46 | Q8 Which of the following could family members or loved ones do at holiday gatherings to make you feel more comfortable? Please select all that apply. |