



# What Matters Most Insights Survey: Hearing Loss

- 83% believe that hearing loss affects the brain and brain health with 43% saying the impact is significant
- 37% say they believe they have hearing loss
- 26% say they are concerned about loss of their hearing

Respondents largely over age 50 (94%), Caucasian (90%), female (75%), college educated or greater (77%)



N=388 (interim sample) (ADRD/MCI diagnosis: 29; high risk for ADRD: 65; current caregivers: 102; former caregivers: 141; general interest in brain health: 51)