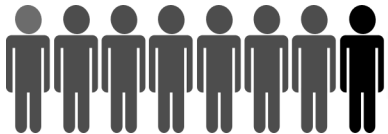


Overall Hearing Loss



- 1 in 8 people over 11 years old have bilateral hearing loss, based on audiometric testing.
- Hearing loss is typically lower in women vs. men and lower in black adults vs. white adults.
- There is correlation between degree of hearing loss and age.
- The principal factor associated with hearing loss is age. Other important demographic factors are sex and race. There are no interventions for these factors.
- 15% of the population aged 20-69 have noise induced hearing loss due to exposure to loud recreational or occupational noise.

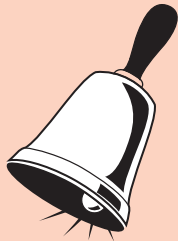
- Of all causes, exposure to loud noise is the most preventable.
- Hearing loss has been independently associated with cognitive decline, dementia, depression, falls and hospitalization.
- People with diabetes are more likely to have hearing loss than people without diabetes.

Conditions and Causality



Tinnitus

- Roughly ten percent of American adults have reported tinnitus of longer than five minutes in the past year.
- Among adults 60 and over with tinnitus 20 percent reported experiencing tinnitus that disrupts every day activities such as sleep or relaxation.
- 90 percent of people with tinnitus also have measurable hearing loss.



Economics, Hearing loss and Hearing Aids



- Workers with untreated hearing loss are estimated to lose up to \$30,000 in annually income.
- Workers with hearing loss that use hearing aids, have virtually no income discrepancy versus their hearing co-workers.
- Workers with untreated hearing loss are twice as likely to be unemployed compared to workers using hearing aids.



Kiddos

- Two of every 1,000 children in the US are born with detectable hearing loss in one or both ears.
- More than 90 percent of children who are deaf are born to hearing parents.

Vets

- Approximately 60 percent of returning military service personnel have noise induced hearing loss, tinnitus or both.
- Hearing loss and tinnitus are the top two reported health concerns among service veterans and active military.
- The incidence of hearing loss and tinnitus in the military are increasing at a rate of 15 to 18 percent annually.