



## Mic check: Is this thing on? Woodstock Generation feeling the consequences of decades of loud music

50 years after Woodstock, a new survey conducted by The Harris Poll and commissioned by Oticon, Inc. has found an unintended consequence of that generation's love for hard-charging, culture-changing rock and roll.

Here's what was revealed.

### Rock n' roll tunes don't sound like they used to

**70%**

who report hearing loss wish they could still experience music the way they did when they were young

**36%**

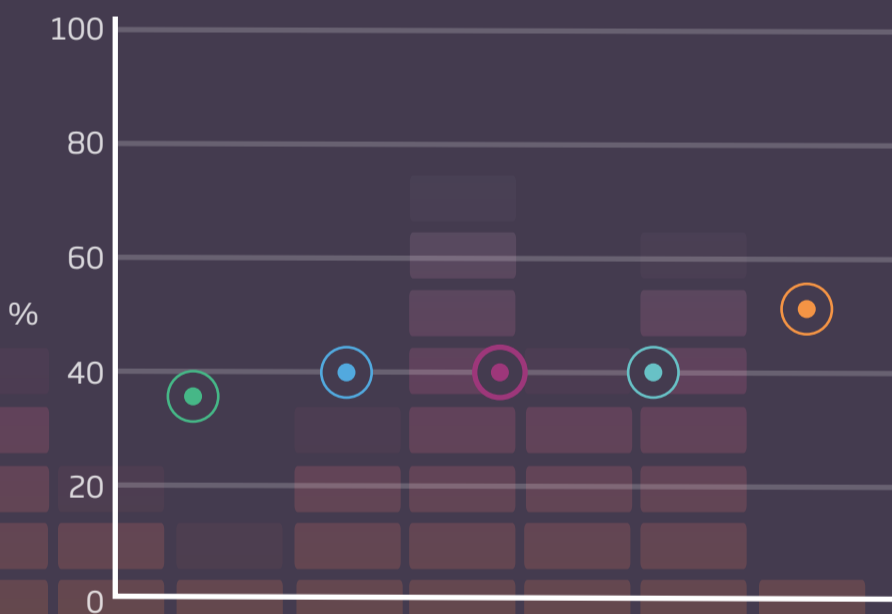
report their hearing loss now negatively impacts their ability to listen to music at least a little

**47%**

of those with hearing loss say they don't enjoy music as much as they used to



### Say what? Woodstock Generation's hearing isn't what it used to be



**52%** have difficulty understanding what is being said in loud environments like busy restaurants at least sometimes

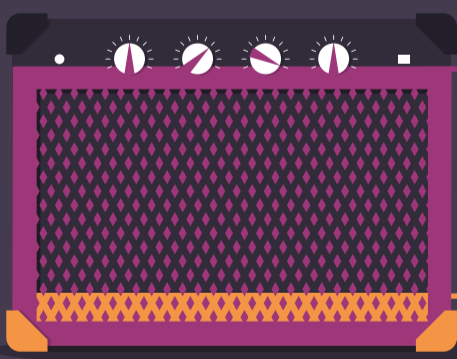
**40%** have needed statements repeated in conversations at least sometimes

**40%** have missed words in a conversation at least sometimes

**41%** say hearing loss negatively impacts their ability to participate in social activities/gatherings at least a little

**38%** say hearing loss impacts relationships with family or friends at least a little

### Opportunities to recapture that old-time rock and roll



**70%**

have never seen a hearing care professional specifically about their hearing

**12%**

have used a hearing aid either currently or in the past

### Oticon hearing solutions will have you listening to the sounds of your youth

For individuals with hearing loss, there are solutions. Oticon Opn S™ hearing aids deliver speech understanding at the same level as people with normal hearing\* while providing a 360 degree sound experience. Easy connection to your phone and other devices allows music streaming directly into your hearing aids - getting you back to listening to your favorite tunes!

Learn more and how you can try Opn S risk free at [www.oticon.com/opn-s](https://www.oticon.com/opn-s)



\*Juul Jensen 2018, Oticon Whitepaper

#### Research Methodology

This survey was conducted online within the U.S. by The Harris Poll between June 5 and June 12, 2019 on behalf of Oticon among 1,006 U.S. adults age 65-80 ("Woodstock Generation") including 437 older adults with hearing loss. Data were statistically weighted where necessary by age, sex, education, race/ethnicity, region, income, household size, marital status and employment status to bring them into line with their actual proportions in the population.

For more information on the survey, please visit <https://www.oticon.com/your-hearing/getting-help/the-woodstock-generation-and-hearing-loss>

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