

Ava Hoff

**A potential client for:
Your Hearing Dog, Inc.**

[Website Link](#)



Ava enjoys spending time outside. She loves her job as an online marketer and relies on her hearing dog to stay connected with her environment.

Demographic Profile

Age Range: 18 - 80, (Average = 50) ¹

Gender: Woman ²

Income Range: Social Security Disability Income, or \$18,000 (Median Income for the disabled) ³

Education: High School Diploma - Doctorate

Family Status: Single

Job Type: Professional

Location: Colorado

Disability: Hearing Impairment, Deaf

Goals

1. Find a dog that can alert the owner to various sounds
2. Have the ability to leave the house without the assistance of another person (independence)

Motivations

Ava yearns for a connection with the world outside of her house. She also wants to be independent and safe while doing so.

Pain Points

Busy environments can be overwhelming for both the dog and the owner.

Training and caring for a service dog can be expensive.

Online Behavior

Facebook & Reddit: Ava takes part in communities that support people with hearing loss and service animals.

Potential Searches: Ava might search for “accessible apps for the hearing-impaired,” “deaf community events,” and “funding for service animals.”

Messaging Tip

The best way to build trust with people of this demographic is to refrain from sounding like a salesman. Instead, use motivational, empowering, and action-driven tones focusing on trust, freedom, and reliable support.

Justification for fit

Working-age adults are the right audience to target. According to Google Trends, Colorado was the seventh state on a list ordered by the number of occurrences where the phrase “hearing dog” was searched in the last 12 months ([Google Trends](#)). Service animals improve the lives of those who rely on their support. “A recent study from Purdue University’s College of Veterinary Medicine shows that service dogs can have measurable positive effects on the health and well-being of individuals with physical disabilities.”⁴ These insights show that working-age adults, especially in regions like Colorado, represent a motivated and meaningful audience for a hearing dog matching website.

References

1. Claire M. Guest, Glyn M. Collis, June McNicholas, Hearing Dogs: A Longitudinal Study of Social and Psychological Effects on Deaf and Hard-of-Hearing Recipients, *The Journal of Deaf Studies and Deaf Education*, Volume 11, Issue 2, Spring 2006, Pages 252–261, [Hearing Dogs: A Longitudinal Study of Social and Psychological Effects on Deaf and Hard-of-Hearing Recipients | The Journal of Deaf Studies and Deaf Education | Oxford Academic](#)
2. Driscoll, C. J., Hill, J., Torre, A., & Pachana, N. (2024). Exploring the Relationship between Persons with Hearing Loss/Deafness and Their Hearing Dogs. *Animals*, 14(11), 1527. [Exploring the Relationship between Persons with Hearing Loss/Deafness and Their Hearing Dogs](#)
3. Gumber, Z. S. and C., & Gumber, C. (2025, April 10). Disability, employment, and benefit receipt: 2021. Census.gov. [Disability, Employment, and Benefit Receipt: 2021](#)
4. Service, P. N. (2019, February 14). *Service Dogs Benefit the well-being of their handlers, research shows*. Purdue University News. [Service dogs benefit the well-being of their handlers, research shows - Purdue University News](#)