Summary

EuroTrak UK 2012

1. Introduction
2. Market overview
3. Analysis of hearing aid owners
4. Analysis of hearing impaired non-owners
Summary
1. Introduction

- EuroTrak UK 2012 was designed and executed by Anovum (Zurich) on behalf of the European Hearing Instrument Manufacturers Association (EHIMA).

- Sample sizes UK 2012:
  - Representative sample (sample 1):  n=14’896 people
  - Hearing impaired (sample 2):  n=1’296 people
    - Hearing impaired non-owners:  n=795 people with hearing loss (HL)
    - HA owners:  n=501 people with hearing aid (HA)

- EuroTrak UK 2012 is part of the EuroTrak studies:
Summary

2. Market overview

- **Stated hearing loss prevalence**
  - Total: 9.1% (18+: 10.7%).
  - Binaural hearing loss: HA owners: 57%, HA non-owners: 76%.
  - Tinnitus prevalence 25% (self stated, sometimes or permanently).
  - Hearing Tests: 26% had a hearing test in the last 5 years.

- **Hearing aid adoption rate (HA penetration)**
  - Total: 41.1% (2009: 38.6%).
  - Total age group 18+: 42.2% (2009: 38.5%).
  - 54% of HA owners have binaural treatment. Trend rising (2009: 47%).

- **The route to the hearing aid**
  - 73% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
  - 56% got hearing aids recommended from the ENT or family doctor (drop out rate = 23%).
  - 49% of the GP consultations referred to an ENT, 38% to a hearing aid dispenser / audiologist (incl. NHS). 13% recommended no action.
  - 43% of ENT consultations referred to a hearing aid dispenser / audiologist (incl. NHS), 37% recommended to get a hearing aid, 26% recommended no action.

- **Potential social cost-savings due to the use of hearing aids**
  - Hearing aids are believed to have a positive impact on the job
  - People with hearing aids tend to have a higher personal income
  - Hearing aid owners have a much lower risk of being depressed and a lower risk of being forgetful compared to impaired non-owners
Summary

3. Analysis of hearing aid owners

- Hearing aid ownership and usage
  - 84% received NHS hearing devices.
  - 79% of the currently owned HAs were fitted in 2009 or later.
  - The average age of the currently owned HAs is 2.1 years.
  - The median age of hearing aids before replacement is 5 years.
  - On average, HAs are worn 8.3 hours a day.
  - 85% of the currently owned HAs either had no service need or only once.
  - 61% of hearing aid owners have never heard of wireless technology in connection with hearing aids. Only 10% of the older (65y+) rate wireless technology as very important but 43% of the younger (up to 44 y).

- Satisfaction with HAs
  - 72% of the HA owners are satisfied with their HAs.
  - The more hours worn per day, the higher the satisfaction.
  - Satisfaction with HAs bought 2010 or after is higher than with HAs bought before.
  - Satisfaction in the private sector has decreased since EuroTrak2009 while NHS devices remained on the same satisfaction level.
  - NHS clients are more satisfied with the dispenser compared to the private sector.

- Positive impact of HAs
  - Significant positive impact of HAs on different aspects – especially communication and social life.
Summary

4. Analysis of hearing impaired non-owners

• Reasons not to own/use HAs
  – Information deficit non-owners: 56% don’t know whether insurance would pay, 21% assume they don’t pay.
  – The main reasons for not using hearing aids are that people say they hear enough and that they argue hearing aids are uncomfortable.
  – 8% who own HAs don’t use them at all; 19% use them less than one hour/day. Main reasons for this are: “HAs do not restore hearing to normal”, “uncomfortable” and “have tried and they do not work”.

• Negative impact of hearing loss and buying intentions
  – Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss-group), hearing aid owners feel less exhausted in the evenings.
  – 12% of non-owners intend to get a hearing aid within the next year.
  – The most important influencing factors are worsening of hearing, GP, ENT and NHS audiologist. Non-NHS audiologists became less important compared to 2009.
Results

EuroTrak UK 2012

1. Introduction
2. Market overview
3. Analysis of hearing aid owners
4. Analysis of hearing impaired non-owners
Detailed Results: Roadmap

1. Introduction
   - Objectives and organisation
   - Field research specification

2. Market overview
   - Prevalence of hearing loss and hearing aid adoption rate
   - Hearing tests and prevalence of tinnitus new in 2012
   - The route to the hearing aid: Drop-out rates and reasons for drop-outs new in 2012
   - Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms new in 2012

3. Analysis of hearing aid owners
   - Hearing aid ownership, lifetime new in 2012 and usage
   - Awareness and importance of wireless technology new in 2012
   - Satisfaction with hearing aids and drivers
   - Positive impact of hearing aids

4. Analysis of hearing impaired non-owners
   - Reasons for not having a hearing aid
   - Negative impact of hearing loss
   - Buying intentions

5. Appendix
   - Demographics: Hearing instrument adoption rates and populations
1. Introduction
Objectives and organisation
Organisation of EuroTrak 2012

Organisation

- Principal of the project EuroTrak is the European Hearing Instrument Manufacturers Association [EHIMA]. Members of EHIMA are: GN Resound, Oticon, Phonak, Siemens, Starkey and Widex [EHIMA Companies].
- Anovum Zurich developed the concept of EuroTrak, designed the questionnaire and conducted the fieldwork in cooperation with a panel company. Furthermore Anovum analysed the data and prepared the presentation.
- EHIMA approved the questionnaire in cooperation with Sergei Kochkin, Ph.D., Executive Director, Better Hearing Institute.

Use of the data

- The principal as well as the EHIMA companies may use the anonymous delivered tables, charts, reports and conclusions of the survey for further research projects, for archiving and publication in any form whatsoever.

- The raw dataset remains at Anovum. If the principal or the EHIMA companies use the anonymous data (delivered tables, charts, reports) and conclusions of the survey for publications the source of the data needs to be mentioned in the following way:

  “Source: Anovum – EuroTrak – UK/2012/n=[relevant sample size]”

- The principal and EHIMA companies can ask Anovum to further analyse the raw data in specific ways at their own expense.
Field research specification
Recruitment process: In search of hearing impaired people

**Step 1: Screening interviews**

Objective: Prevalence of hearing loss and hearing aid ownership

Process:
1. Representative sample with strict quotas that represent the overall population (Age/Gender interlocked; soft quota on region)
2. Contacts from a panellist pool of more than 100’000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of n=14’896 people based on census data.

**Step 2: Target population interviews**

Objective: Details about satisfaction with hearing aids and reasons for non-adoption

Process:
1. Main questionnaires: Owners and hearing impaired non-owners
2. Balancing through weighting according to representative screening interviews
3. Resulting sample: n=501 hearing aid owners and n=795 hearing impaired non-owners
2. Market overview
Prevalence of hearing loss and adoption rate
Hearing loss and hearing instrument ownership by gender/age
Hearing loss prevalence UK 2012

% hearing loss prevalence

- **Total**: 9.1% (2012), 9.3% (2009)
- **Total 18+**: 10.7% (2012), 11.5% (2009)
- **74+**: 40.4% (2012), 39.2% (2009)
- **65-74**: 19.9% (2012), 19.3% (2009)
- **55-64**: 13.0% (2012), 11.4% (2009)
- **45-54**: 6.9% (2012), 6.9% (2009)
- **35-44**: 5.9% (2012), 4.1% (2009)
- **25-34**: 4.2% (2012), 3.4% (2009)
- **15-24**: 3.3% (2012), 3.4% (2009)
- **<=14**: 1.7% (2012), 2.8% (2009)

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Hearing aid adoption rate UK 2012
41.1% of hearing impaired have hearing aid(s), 54% of them have binaural treatment

% of hearing impaired

% EuroTrak 2012

Total
41.1% (Base: 1'358)

Total 18+
42.2% (Base: 1'426)

65+
51.9% (Base: 613)

45-64
30.1% (Base: 550)

<=44
27.1% (Base: 550)

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The more severe the hearing loss, the higher the adoption rate

Hearing loss 6-groups*

* Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC - like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

→ People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).

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HA-non-owner, n=795
HA-owner, n=501
### Hearing loss characteristics: Owners compared to non-owners

<table>
<thead>
<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>Unilateral loss</strong></td>
<td>44% (46%)</td>
<td>24% (33%)</td>
<td>30% (32%)</td>
</tr>
<tr>
<td><strong>Bilateral loss</strong></td>
<td>57% (54%)</td>
<td>76% (67%)</td>
<td>51% (45%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perceived loss</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mild</strong></td>
<td>43% (42%)</td>
<td>9% (11%)</td>
<td>13% (14%)</td>
</tr>
<tr>
<td><strong>Moderate</strong></td>
<td>44% (50%)</td>
<td>53% (57%)</td>
<td>46% (42%)</td>
</tr>
<tr>
<td><strong>Severe</strong></td>
<td>10% (5%)</td>
<td>32% (29%)</td>
<td></td>
</tr>
<tr>
<td><strong>Profound</strong></td>
<td>4% (2%)</td>
<td>6% (3%)</td>
<td>66% (73%)*</td>
</tr>
</tbody>
</table>

n’s are unweighted whereas the shown results are weighted
* combined “severe” and “profound” because n is too small
Overview hearing loss prevalence and hearing aid adoption

<table>
<thead>
<tr>
<th></th>
<th>Euro Trak 2012</th>
<th>Euro Trak 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing impaired (stated)</td>
<td>9.1%</td>
<td>9.5%</td>
</tr>
<tr>
<td>Adoption (% of population)</td>
<td>3.7%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Adoption (% of stated impaired)</td>
<td>41.1%</td>
<td>38.6%</td>
</tr>
</tbody>
</table>

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Hearing tests and prevalence of tinnitus
More than half of the population state that their hearing has never been tested.

- Yes, in the last 12 months: 53%
- Yes, in the last 1-5 years: 16%
- Yes, more than 5 years ago: 10%
- No, never: 22%

Base: 11,039
Prevalence of tinnitus

Do you have tinnitus (ringing or other noises in the ears or head) in one or both ears?

- 75% of respondents have tinnitus
- 20% of respondents sometimes have tinnitus
- 2% of respondents permanently have tinnitus

Have you ever thought about a treatment of your tinnitus?

- 7.5% of respondents have had a treatment
- 36% of respondents considered treatment but did not receive it
- 15% of respondents have never considered a treatment
- 40% of respondents have not considered treatment
The route to the hearing aid:
Drop-out rates and reasons for drop-outs
The route to the hearing aid: Overview

Base: n=1'296

- Impaired: 100%
- Discussed hearing loss with ear doctor and/or family doctor: 73%
- Positive medical advice (Ear doctor or family doctor recommend further action): 56%
- Discussed hearing loss with HA dispenser/audiologist: 46%
- Positive advice HA dispenser/audiologist: 39%
- Bought hearing aid: 41%

Drop out: 27%
Drop out: 23%
Drop out: 27%
Much higher drop-out-rates for the lower hearing loss segments

Top 50% hearing loss*

Low 50% hearing loss*

* Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC – like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).

Base: n=1'296
Recommendations by profession

- **GP (N=815)**
  - Referred to an ear doctor (ENT): 49%
  - Referred to a hearing aid dispenser / audiologist (Incl. NHS): 38%
  - Recommended to get a hearing aid: 14%
  - Recommended no further action: 13%

- **ENT (N=681)**
  - Referred to an ear doctor (ENT): 43%
  - Referred to a hearing aid dispenser / audiologist (Incl. NHS): 37%
  - Recommended to get a hearing aid: 26%
  - Recommended no further action: 15%

- **Audiologist (incl. NHS) (N=563)**
  - Referred to an ear doctor (ENT): 85%

(EuroTrak 2009: 84%)
The route to the hearing aid: GP/Family doctor
Have you discussed your hearing problem with your family doctor?

% Discussed with GP

<table>
<thead>
<tr>
<th></th>
<th>Total hearing Impaired</th>
<th>HA owner</th>
<th>Hearing Impaired non-owners</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Base: 438</td>
<td>Base: 377</td>
<td>Base: 1'296</td>
</tr>
<tr>
<td>Discussed with GP</td>
<td>66%</td>
<td>90%</td>
<td>48%</td>
</tr>
</tbody>
</table>

What did he/she recommend?

- HA owner (Base: 438)
  - Referred to a hearing aid dispenser/audiologist (incl. NHS): 52%
  - Referred to an ear doctor (ENT): 48%
  - Recommended to get a hearing aid: 16%
  - Recommended no further action: 1%

- Impaired non-owner (Base: 377)
  - Referred to a hearing aid dispenser/audiologist (incl. NHS): 16%
  - Referred to an ear doctor (ENT): 52%
  - Recommended to get a hearing aid: 9%
  - Recommended no further action: 28%
Non-owners: Reasons for not owning a HA
If GP recommended further action (open ended question)

For example:

- I am trying to get hearing aids, but it is taking time on NHS.
- I have a condition where a hearing aid will not help, I can’t remember the name of it but a bone has grown the wrong way in my middle ear. I discovered this when I was about 25 years old but my other ear is fine and I can hear most things.
- Hearing is not so seriously impaired at present and I am currently under the care of an ENT specialist.
- Think I cope to a standard that I’m happy with.
- ENT specialist recommended I did not need hearing aid presently but must regularly have a hearing test.

Base: 253

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The route to the hearing aid: ENT
Have you discussed your hearing problem with an ear doctor (ENT)?

% Discussed with ENT

- Total hearing Impaired: 52%
- HA owner: 73%
- Hearing Impaired non-owners: 38%

What did he/she recommend?

- HA owner (Base: 379):
  - Did prescribe a hearing aid: 57%
  - Referred to a hearing aid dispenser / audiologist (Incl. NHS): 51%
  - Recommended no further action: 2%

- Impaired non-owner (Base: 302):
  - Did prescribe a hearing aid: 12%
  - Referred to a hearing aid dispenser / audiologist (Incl. NHS): 32%
  - Recommended no further action: 57%

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Non-owners: Reasons for not owning a HA
If ENT recommended further action (open ended question)

ENT recommended further action

- 34% still in the process of getting HA, no time yet, waiting for appointment
- 17% HA don’t help, other problem (glue ear, inverted ear drums, tinnitus, ...)
- 15% don’t need HA, don’t want HA, used to HL
- 13% HL not severe enough
- 8% costs
- 6% tried HA, didn’t help
- 3% hospital, ENT said it’s not necessary
- 2% vanity, looks of HA
- 1% other
- 2% no answer

Base: 107

For example:
- I am not against having a hearing aid - just waiting.
- The hearing aid was not successful and I was prescribed a tinnitus blocker instead.
- Didn’t want to wear one.
- Doctor said that I could have a hearing aid, but that it was not essential, so the choice was mine.
- Too expensive. I’ll wait until it gets worse.
- I’m learning sign language.
The route to the hearing aid: Audiologist (incl. NHS)

Have you discussed your hearing problem with a Hearing Aid Dispenser/Audiologist?

% Discussed with Audiologist

- Total hearing Impaired: 46% (2012), 45% (2009)
- HA owner: 88% (2012), 86% (2009)
- Hearing Impaired non-owners: 19% (2012), 18% (2009)

What did he/she recommend?

- HA owner (Base: 408):
  - Recommended to get a hearing aid: 97%
  - Recommended not to get a hearing aid: 3%

- Impaired non-owner (Base: 155):
  - Recommended to get a hearing aid: 49%
  - Recommended not to get a hearing aid: 51%
Non-owners: Reasons for not owning a HA
If Audiologist recommended to get HA (open ended question)

Audiologist recommended to get HA

- Still in the process of getting HAs, no time yet, waiting for appointment: 43%
- Costs: 29%
- Don’t need HA, don’t want HA, used to HL: 9%
- Tried HA, didn’t help: 7%
- Vanity, looks of HA: 4%
- HA don’t help, other problem (glue ear, inverted ear drums, tinnitus, ...): 3%
- Only interested in sale: 1%
- HL not severe enough: 1%
- Other: 1%
- No answer: 4%

Base: 56 (low sample size!)

For example:

- Because I am awaiting an appointment to have a second opinion on my options available to me.
- Cost is the main reason - waiting to see if I can get one on the National Health.
- Didn’t feel ready for one at the time.
- I did buy them. I couldn’t tolerate them as loud sounds are very painful for me, I could turn down the volume, but then couldn’t hear any better than without them, so I abandoned them.
Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms
**Work competitiveness:** 83% of the working hearing aid owners state their hearing aid(s) are useful on their job

How useful are your hearing aids on your job?

- Of no use: 17%
- Of some use: 33%
- Of significant use: 50%

Base: N=144
**Work competitiveness:** 25% of impaired people without hearing aid tend to think they receive a worse compensation for their jobs than their peers (19% of hearing aid owners).

Compared to your peers of equal age, education and skill how would you rate the compensation that you receive for the job you perform?

Base: Employed (full/part time)

<table>
<thead>
<tr>
<th></th>
<th>Better than my peers</th>
<th>Equal to my peers</th>
<th>Worse than my peers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hearing aid</strong></td>
<td>15%</td>
<td>66%</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Hearing loss but no hearing aid</strong></td>
<td>14%</td>
<td>61%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Unweighted Sample Size = 468
Work competitiveness: People with hearing aid(s) tend to have a higher personal income compared to impaired non-owners. This is particularly interesting because in UK the NHS provides hearing aid(s) for free. (It’s not only the rich that can afford hearing aids)

Personal income
Base: Employed (full/part time)

Unweighted Sample Size = 470
**Work competitiveness:** People with hearing aids recognize that hearing aids increase the chance of hearing impaired to get promoted, to get the right job and to get more salary.

![Bar chart showing responses regarding work competitiveness](chart)

- **I think that people with an untreated hearing loss tend to be less promoted in their job.**
  - Hearing aid: 6% disagree strongly, 44% rather disagree, 25% neutral, 19% rather agree, 19% strongly agree.
  - Hearing loss, no hearing aid: 26% disagree strongly, 13% rather disagree, 39% neutral, 15% rather agree, 8% strongly agree.

- **I think that people with an untreated hearing loss tend not to get the job they deserve.**
  - Hearing aid: 3% disagree strongly, 45% rather disagree, 25% neutral, 21% rather agree, 21% strongly agree.
  - Hearing loss, no hearing aid: 25% disagree strongly, 13% rather disagree, 40% neutral, 15% rather agree, 6% strongly agree.

- **I think that people with an untreated hearing loss tend to be under salaried.**
  - Hearing aid: 5% disagree strongly, 47% rather disagree, 25% neutral, 14% rather agree, 14% strongly agree.
  - Hearing loss, no hearing aid: 26% disagree strongly, 13% rather disagree, 40% neutral, 14% rather agree, 7% strongly agree.

Base: Step2 : Hearing loss, no hearing aid =525/ hearing aid n=328

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**Health problems:** Hearing aid owners have a much lower risk of being depressed (PHQ-2 Screening) and a lower risk of being forgetful compared to impaired non-owners with comparable hearing loss (Top50% hearing loss group*)

Depression symptoms:
PHQ-2 Screening:
In the last 2 weeks:
- Little interest or pleasure
- Feeling down, depressed, hopeless

Dementia symptom:
Getting more forgetful in the last year?

*Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC – like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

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3. Analysis of hearing aid owners
Hearing aid ownership, lifetime and usage
## Low adoption rates within mild and moderate hearing loss

<table>
<thead>
<tr>
<th>Stated hearing loss</th>
<th>(% of impaired population*)</th>
<th>Adoption rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2012</td>
</tr>
<tr>
<td>Profound</td>
<td>(5%)</td>
<td>2%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>66%*</td>
</tr>
<tr>
<td>Severe</td>
<td>(19%)</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>46%</td>
</tr>
<tr>
<td>Moderate</td>
<td>(47%)</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>13%</td>
</tr>
<tr>
<td>Mild</td>
<td>(29%)</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Base:** n=1'296

Sums can differ from 100% due to rounding

* combined “severe” and “profound” because n is too small

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79% of the currently owned HAs were fitted in 2009 or later

Year of purchase

Age of currently owned HAs (Mean):
2012: 2.1 years
2009: 2.6 years
Lifetime: Non first time users kept their HAs for 5 years on average

Current HAs = first HAs?

- Yes: 46%
- No: 54%

Base: n=501

How many years did you own your previous HAs?

- 1-3 years: 29%
- 4-6 years: 30%
- 7-10 years: 12%
- 11 years or longer: 29%

Base: n=175

Age of HA before it has been replaced:
2012: 5 years (median)
Monaural-binaural treatment by purchase date

<table>
<thead>
<tr>
<th>Year of purchase</th>
<th>% ownership of binaural hearing aids</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012/2011 (n=186)</td>
<td>64%</td>
</tr>
<tr>
<td>2010 (n=109)</td>
<td>61%</td>
</tr>
<tr>
<td>2009 or earlier (n=550, EuroTrak 2009)</td>
<td>47%</td>
</tr>
</tbody>
</table>
The share of owners having received a free-of-charge NHS instrument has risen from 74% to 84%. Information deficit non-owners: only 24% know whether insurance would pay for their hearing aid.

 Owners: Did you purchase your most current hearing aid in the private sector or did you receive a free-of-charge NHS instrument?

Non-owners: Based on your current knowledge, would any part or all of your hearing aid(s) be paid for by a third party? (Insurance, NHS)
On average, HAs are worn 8.3 hours a day

How many hours a day are HA worn? (cum. %)

2012: n=501
2009: n=513

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85% of the currently owned HAs either had no repair need or only once

How often has your current hearing aid required a repair because it was not working properly?

<table>
<thead>
<tr>
<th>Year</th>
<th>Never</th>
<th>Once</th>
<th>2-3 times</th>
<th>4-5 times</th>
<th>More often</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>61%</td>
<td>24%</td>
<td>11%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>57%</td>
<td>20%</td>
<td>16%</td>
<td>5%</td>
<td>2%</td>
</tr>
</tbody>
</table>

HA-owner: 2012: n=501 2009: n=513

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Awareness and importance of wireless technology
Younger HA owners use wireless technology with their HAs more often and it’s more important to them

### Wireless Technology

#### Have you ever heard of wireless technology in connection with hearing aids?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes</th>
<th>No heard</th>
<th>Never heard</th>
</tr>
</thead>
<tbody>
<tr>
<td>All HA owners (n=501)</td>
<td>9%</td>
<td>29%</td>
<td>61%</td>
</tr>
<tr>
<td>Up to 44 y.o. (n=54)</td>
<td>21%</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>45-64 y.o. (n=234)</td>
<td>11%</td>
<td>34%</td>
<td>55%</td>
</tr>
<tr>
<td>65+ y.o. (n=213)</td>
<td>6%</td>
<td>26%</td>
<td>68%</td>
</tr>
<tr>
<td>Purchased HA at NHS (n=407)</td>
<td>9%</td>
<td>30%</td>
<td>61%</td>
</tr>
<tr>
<td>Purchased HA in private sector (n=85)</td>
<td>16%</td>
<td>29%</td>
<td>55%</td>
</tr>
</tbody>
</table>

#### Importance of wireless technology in connection with hearing aids?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Rather unimportant</th>
<th>Very unimportant</th>
</tr>
</thead>
<tbody>
<tr>
<td>All HA owners (n=501)</td>
<td>17%</td>
<td>42%</td>
<td>34%</td>
<td>7%</td>
</tr>
<tr>
<td>Up to 44 y.o. (n=54)</td>
<td>43%</td>
<td>28%</td>
<td>21%</td>
<td>8%</td>
</tr>
<tr>
<td>45-64 y.o. (n=234)</td>
<td>20%</td>
<td>50%</td>
<td>24%</td>
<td>6%</td>
</tr>
<tr>
<td>65+ y.o. (n=213)</td>
<td>10%</td>
<td>43%</td>
<td>40%</td>
<td>6%</td>
</tr>
<tr>
<td>Purchased HA at NHS (n=407)</td>
<td>14%</td>
<td>43%</td>
<td>37%</td>
<td>6%</td>
</tr>
<tr>
<td>Purchased HA in private sector (n=85)</td>
<td>32%</td>
<td>39%</td>
<td>24%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Satisfaction with HA and drivers
Overall satisfaction with HA is highest among users who wear them more than 8 hrs/day, bought them in 2010 or after and have BTEs.
Factors influencing satisfaction with current HA: Sound quality/signal processing is most important for overall satisfaction with HA

**Dispenser/NHS**
- Quality of service after purchase: 0.66
- Quality of dispenser’s counselling: 0.64
- Professionalism of dispenser: 0.62
- Quality of service during hearing aid fitting period: 0.61

**Listening situation**
- Conversation with one person: 0.71
- Watching TV: 0.70
- Listening to Music: 0.69
- Leisure activities: 0.68
- Conversation in small groups: 0.67
- Conversation in large groups: 0.66
- Understanding a lecture in a large public place: 0.65
- Use in noisy situations: 0.64
- On the telephone: 0.55

**Sound quality signal process.**
- Clearness of tone and sound: 0.79
- Natural sounding: 0.78
- Richness or fidelity of sound: 0.76
- Comfort with loud sounds: 0.69

**Product features**
- Overall fit/ Comfort: 0.72
- Reliability: 0.71
- Visibility to others: 0.64
- Managing whistling/feedback/buzzing: 0.62
- Value (performance versus money spent): 0.61
- Ease of changing battery: 0.56
- Battery life: 0.47

*The Influence has been calculated with a correlation:* 0 means no relation between a criterion and overall satisfaction; 1 means a maximal relationship. Read: clearness of tone and sound is the most important criterion for satisfaction.
Satisfaction with current HA

**Dispenser**
- Professionalism of dispenser
- Quality of service during hearing aid fitting period
- Quality of dispenser’s counselling
- Quality of service after purchase

**Listening situation**
- Conversation with one person
- Watching TV
- Listening to music
- Conversation in small groups
- Conversation in large groups
- Understanding a lecture in a large public place
- Leisure activities
- On the telephone
- Use in noisy situations

**Sound quality signal process**
- Clarity of tone and sound
- Natural sounding
- Richness or fidelity of sound
- Comfort with loud sounds

**Product features**
- Ease of changing battery
- Reliability
- Overall fit/comfort
- Battery life
- Value (performance versus money spent)
- Visibility to others
- Managing whistling/feedback/buzzing

<table>
<thead>
<tr>
<th>Trend*</th>
<th>+1%</th>
<th>-2%</th>
<th>-3%</th>
<th>-4%</th>
<th>-1%</th>
<th>-3%</th>
<th>-5%</th>
<th>-11%</th>
<th>-5%</th>
<th>-13%</th>
<th>-3%</th>
<th>-2%</th>
<th>+5%</th>
<th>+2%</th>
<th>+3%</th>
<th>+8%</th>
</tr>
</thead>
</table>

* % of satisfied HA owners compared to EuroTrak 2009

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HA-owner, n=501
Satisfaction with HAs bought in the Private Sector has decreased since EuroTrak 2009, while NHS devices remained on the same satisfaction level.
NHS clients are more satisfied with the dispenser compared to the private sector.

<table>
<thead>
<tr>
<th>Dispenser</th>
<th>% of HA owners satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professionalism of dispenser</td>
<td>80%</td>
</tr>
<tr>
<td>Quality of service during hearing aid fitting period</td>
<td>70%</td>
</tr>
<tr>
<td>Quality of dispenser's counselling</td>
<td>60%</td>
</tr>
<tr>
<td>Quality of service after purchase</td>
<td>70%</td>
</tr>
<tr>
<td>Listening situation</td>
<td></td>
</tr>
<tr>
<td>Conversation with one person</td>
<td>80%</td>
</tr>
<tr>
<td>Watching TV</td>
<td>70%</td>
</tr>
<tr>
<td>Listening to Music</td>
<td>60%</td>
</tr>
<tr>
<td>Conversation in small groups</td>
<td>70%</td>
</tr>
<tr>
<td>Conversation in large groups</td>
<td>60%</td>
</tr>
<tr>
<td>Understanding a lecture in a large public place</td>
<td>70%</td>
</tr>
<tr>
<td>Leisure activities</td>
<td>60%</td>
</tr>
<tr>
<td>On the telephone</td>
<td>70%</td>
</tr>
<tr>
<td>Use in noisy situations</td>
<td>50%</td>
</tr>
<tr>
<td>Sound quality signal process.</td>
<td></td>
</tr>
<tr>
<td>Cleanness of tone and sound</td>
<td>70%</td>
</tr>
<tr>
<td>Natural sounding</td>
<td>60%</td>
</tr>
<tr>
<td>Richness or fidelity of sound</td>
<td>50%</td>
</tr>
<tr>
<td>Comfort with loud sounds</td>
<td>40%</td>
</tr>
<tr>
<td>Product features</td>
<td></td>
</tr>
<tr>
<td>Ease of changing battery</td>
<td>80%</td>
</tr>
<tr>
<td>Reliability</td>
<td>70%</td>
</tr>
<tr>
<td>Overall fit/ Comfort</td>
<td>60%</td>
</tr>
<tr>
<td>Battery life</td>
<td>50%</td>
</tr>
<tr>
<td>Value (performance versus money spent)</td>
<td>40%</td>
</tr>
<tr>
<td>Visibility to others</td>
<td>30%</td>
</tr>
<tr>
<td>Managing whistling/feedback/buzzing</td>
<td>20%</td>
</tr>
</tbody>
</table>

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Positive impact of HAs
Significant positive impact of HAs on different aspects – especially communication effectiveness and social life

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Better</th>
<th>The same</th>
<th>Worse</th>
<th>A lot worse</th>
<th>A lot better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicate more effectively</td>
<td>39</td>
<td>31</td>
<td>8</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Social life</td>
<td>32</td>
<td>32</td>
<td>9</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Participate in group activities</td>
<td>33</td>
<td>40</td>
<td>6</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Confidence in yourself</td>
<td>35</td>
<td>42</td>
<td>8</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Feelings about yourself</td>
<td>33</td>
<td>45</td>
<td>8</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Relationships at home</td>
<td>28</td>
<td>49</td>
<td>5</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Sense of independence</td>
<td>28</td>
<td>50</td>
<td>4</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Sense of safety</td>
<td>29</td>
<td>52</td>
<td>5</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Mental/emotional health</td>
<td>28</td>
<td>54</td>
<td>5</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Mental ability</td>
<td>22</td>
<td>61</td>
<td>5</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Relationships at work</td>
<td>21</td>
<td>59</td>
<td>6</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Physical health</td>
<td>19</td>
<td>68</td>
<td>3</td>
<td>11</td>
<td></td>
</tr>
</tbody>
</table>

HA-owner, n=501

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Impact of HAs is perceived more positive by patients with Top 50% hearing loss in almost all aspects.

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For the significant others, the situation has improved, since person in household/parent is wearing hearing aids.

How did the following aspects change since person X is wearing hearing aids?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>a lot worse</th>
<th>worse</th>
<th>the same</th>
<th>better</th>
<th>a lot better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication with Person X</td>
<td>5</td>
<td>10</td>
<td>38</td>
<td>30</td>
<td>1</td>
</tr>
<tr>
<td>Social activities together with Person X</td>
<td>5</td>
<td>6</td>
<td>55</td>
<td>22</td>
<td>12</td>
</tr>
<tr>
<td>Personal relationship with Person X</td>
<td>3</td>
<td>5</td>
<td>63</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>Quarrels/disputes with Person X</td>
<td>4</td>
<td>8</td>
<td>66</td>
<td>12</td>
<td>10</td>
</tr>
</tbody>
</table>

Someone in HH / parent have HA, n=491
4. Analysis of hearing impaired non-owners
Reasons for not having a hearing aid
To analyse reasons of non-adoption we look at the Top 50% group, as the structure of hearing loss is more similar to that of HA owners.

Hearing loss characteristics: Owners compared to non-owners

<table>
<thead>
<tr>
<th>Ears impaired</th>
<th>% HA Owner (n=501)</th>
<th>%HA-Non-owner Low 50% HL</th>
<th>%HA-Non-owner Top 50% HL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unilateral loss</td>
<td>24%</td>
<td>51%</td>
<td>29%</td>
</tr>
<tr>
<td>Bilateral loss</td>
<td>76%</td>
<td>49%</td>
<td>71%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perceived loss</th>
<th>% HA Owner (n=501)</th>
<th>%HA-Non-owner Low 50% HL</th>
<th>%HA-Non-owner Top 50% HL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mild</td>
<td>9%</td>
<td>44%</td>
<td>14%</td>
</tr>
<tr>
<td>Moderate</td>
<td>53%</td>
<td>47%</td>
<td>58%</td>
</tr>
<tr>
<td>Severe</td>
<td>32%</td>
<td>7%</td>
<td>19%</td>
</tr>
<tr>
<td>Profound</td>
<td>6%</td>
<td>2%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Top 10 reasons for not having a hearing aid (I/II)

Uncomfortable
Hearing loss not severe enough
Have more serious priorities
They do not restore your hearing to normal
They do not work well in noisy situations
Hear well enough in most situations
Would be embarrassed to wear a hearing aid
Have not had hearing tested yet
Bad design
Do not admit I have a hearing loss in public

Base: non owners Top 50% HL: n=191

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Less important reasons for not having a hearing aid (II/II)

- Cannot afford a hearing aid: 37% (reason), 9% (somewhat a reason), 55% (not a reason)
- I have vision or dexterity problems: 17% (reason), 17% (somewhat a reason), 66% (not a reason)
- Have hearing loss in only one ear: 26% (reason), 6% (somewhat a reason), 68% (not a reason)
- Have tinnitus (ringing in ears): 27% (reason), 8% (somewhat a reason), 70% (not a reason)
- Another hearing aid owners opinion: 21% (reason), 7% (somewhat a reason), 73% (not a reason)
- Do not know where to get hearing aids: 15% (reason), 11% (somewhat a reason), 73% (not a reason)
- Have hearing loss only with high pitch sounds: 20% (reason), 6% (somewhat a reason), 73% (not a reason)
- Hearing Aid Dispenser/Audiologists opinion: 14% (reason), 12% (somewhat a reason), 74% (not a reason)
- Have hearing loss only with low frequency sounds: 19% (reason), 7% (somewhat a reason), 74% (not a reason)
- Do not trust Hearing Aid Dispenser/Audiologist: 19% (reason), 1% (somewhat a reason), 75% (not a reason)
- Ear doctors opinion (ENT): 20% (reason), 4% (somewhat a reason), 76% (not a reason)
- Have tried hearing aid and they do not work: 13% (reason), 9% (somewhat a reason), 78% (not a reason)
- Hearing problem requires surgery: 16% (reason), 5% (somewhat a reason), 79% (not a reason)
- Family doctors opinion (GP): 14% (reason), 5% (somewhat a reason), 81% (not a reason)
- Social / Family opinion such as child, spouse, friend: 9% (reason), 9% (somewhat a reason), 81% (not a reason)
- Had surgery - hearing aids wont help: 6% (reason), 11% (somewhat a reason), 84% (not a reason)
- Have Sensor-neural hearing loss (nerve deafness): 9% (reason), 3% (somewhat a reason), 89% (not a reason)

Base: non owners Top 50% HL: n=191

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Top 10 reasons for HA owners NOT using them

<table>
<thead>
<tr>
<th>Reason</th>
<th>Reason</th>
<th>Somewhat a reason</th>
<th>Not a reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>They do not restore your hearing to normal</td>
<td>57</td>
<td>27</td>
<td>16</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>55</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>Have tried hearing aid and they do not work</td>
<td>44</td>
<td>29</td>
<td>28</td>
</tr>
<tr>
<td>They do not work well in noisy situations</td>
<td>50</td>
<td>17</td>
<td>33</td>
</tr>
<tr>
<td>Hear well enough in most situations</td>
<td>43</td>
<td>22</td>
<td>35</td>
</tr>
<tr>
<td>Would be embarrassed to wear a hearing aid</td>
<td>35</td>
<td>8</td>
<td>58</td>
</tr>
<tr>
<td>Bad design</td>
<td>31</td>
<td>11</td>
<td>58</td>
</tr>
<tr>
<td>Have hearing loss in only one ear</td>
<td>28</td>
<td>12</td>
<td>60</td>
</tr>
<tr>
<td>Hearing loss not severe enough</td>
<td>26</td>
<td>13</td>
<td>60</td>
</tr>
<tr>
<td>Have hearing loss only with high pitch sounds</td>
<td>34</td>
<td>9</td>
<td>61</td>
</tr>
</tbody>
</table>

=Top 5 reasons EuroTrak 2009

Owners who don't use, n=47
Negative impact of hearing loss
Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss*), hearing aid owners feel less exhausted in the evenings.

- In the evenings I often feel physically exhausted
- In the evenings I often feel mentally exhausted

*Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC – like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).

Base : Top 50% n=244 / hearing aid n=489

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12% of non-owners intend to get a hearing aid within the next year. Re-buying intention is higher than first-buying intention.

Buying intention hearing impaired in %

Owner
- Within the next 6 months: 7%
- In about 4 years: 10%
- In about 5 years: 5%
- In about 2 years: 41%
- In about 3 years: 28%
- In about 7 years: 43%

Non-owner
- Within the next 6 months: 6%
- In about 4 years: 6%
- In about 5 years: 3%
- In about 2 years: 33%
- In about 3 years: 46%
- In about 7 years: 31%

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HA-non-owner, n=795
HA-owner, n=501
The most important influencing factors are worsening hearing, GP, ENT and NHS audiologist. Non-NHS audiologists became less important compared to 2009

**Owner:** Thinking back to when you obtained your first hearing aid(s), what influenced you to obtain/purchase the hearing aid(s)?

**Non-owner:** Think about the option to obtain / purchase a hearing aid. What do you think would influence you to obtain / purchase a hearing aid?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Non-Owner (n=795)</th>
<th>Owner (n=501)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing loss got worse</td>
<td>69%</td>
<td>52%</td>
</tr>
<tr>
<td>GP / Family doctor</td>
<td>58%</td>
<td>80%</td>
</tr>
<tr>
<td>ENT / Ear Doctor</td>
<td>47%</td>
<td>30%</td>
</tr>
<tr>
<td>Audiologist (NHS)</td>
<td>44%</td>
<td>36%</td>
</tr>
<tr>
<td>Price of hearing aid</td>
<td>32%</td>
<td>32%</td>
</tr>
<tr>
<td>Spouse, relative, child, friend</td>
<td>39%</td>
<td>28%</td>
</tr>
<tr>
<td>Another hearing aid owner (word of mouth)</td>
<td>25%</td>
<td>7%</td>
</tr>
<tr>
<td>Free (Insurance, hearing aid free of charge)</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>Hearing aid dispenser / Audiologist</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Financial Situation Improved</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>

*=Top 5 influences for non owners in EuroTrak 2009
* = Top 5 influences for owners in EuroTrak 2009
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E-Mail: christian.egger@anovum.com
www.anovum.com
## Demographics (1) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
<th>No hearing loss</th>
<th>Hearing loss but no hearing aid</th>
<th>Hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>7331</td>
<td>10.8%</td>
<td>39.5%</td>
<td>48.7%</td>
<td>55.5%</td>
<td>52.0%</td>
</tr>
<tr>
<td>Female</td>
<td>7564</td>
<td>8.8%</td>
<td>42.9%</td>
<td>51.3%</td>
<td>44.5%</td>
<td>48.0%</td>
</tr>
<tr>
<td><strong>Age recoded</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 14</td>
<td>2601</td>
<td>3.1%</td>
<td>26.1%</td>
<td>18.7%</td>
<td>6.8%</td>
<td>3.4%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>1967</td>
<td>4.1%</td>
<td>25.0%</td>
<td>14.0%</td>
<td>6.3%</td>
<td>3.0%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>1948</td>
<td>4.1%</td>
<td>32.5%</td>
<td>13.9%</td>
<td>5.7%</td>
<td>3.9%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>2113</td>
<td>4.3%</td>
<td>25.3%</td>
<td>15.0%</td>
<td>8.0%</td>
<td>3.9%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>2045</td>
<td>7.4%</td>
<td>18.1%</td>
<td>14.1%</td>
<td>14.5%</td>
<td>4.6%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>1756</td>
<td>12.1%</td>
<td>38.6%</td>
<td>11.5%</td>
<td>15.3%</td>
<td>13.8%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>1292</td>
<td>20.5%</td>
<td>47.9%</td>
<td>7.7%</td>
<td>16.3%</td>
<td>21.4%</td>
</tr>
<tr>
<td>74+</td>
<td>1173</td>
<td>42.1%</td>
<td>54.1%</td>
<td>5.2%</td>
<td>27.2%</td>
<td>46.0%</td>
</tr>
<tr>
<td><strong>Type of household</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>single household</td>
<td>1449</td>
<td>20.3%</td>
<td>47.7%</td>
<td>8.6%</td>
<td>18.2%</td>
<td>23.8%</td>
</tr>
<tr>
<td>Couple, no kids</td>
<td>3681</td>
<td>14.1%</td>
<td>43.7%</td>
<td>23.5%</td>
<td>34.7%</td>
<td>38.7%</td>
</tr>
<tr>
<td>Couple with kid(s)</td>
<td>6870</td>
<td>5.4%</td>
<td>32.6%</td>
<td>48.2%</td>
<td>29.0%</td>
<td>20.2%</td>
</tr>
<tr>
<td>Single mom/dad with kid(s)</td>
<td>1085</td>
<td>6.0%</td>
<td>34.3%</td>
<td>7.6%</td>
<td>4.3%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Retirement home, hospital etc.</td>
<td>150</td>
<td>45.8%</td>
<td>54.3%</td>
<td>0.6%</td>
<td>3.8%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Other</td>
<td>1659</td>
<td>8.5%</td>
<td>35.2%</td>
<td>11.3%</td>
<td>10.0%</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

* Small sample sizes in some categories
## Demographics (2) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%\(^*\)

<table>
<thead>
<tr>
<th>Status</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
<th>No hearing loss</th>
<th>Hearing loss but no hearing aid</th>
<th>Hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td>The head of the household (alone or together with someone)</td>
<td>7130</td>
<td>13.5%</td>
<td>42.0%</td>
<td>46.3%</td>
<td>68.5%</td>
<td>72.6%</td>
</tr>
<tr>
<td>The spouse of the head of the household</td>
<td>2463</td>
<td>8.8%</td>
<td>41.0%</td>
<td>16.9%</td>
<td>15.1%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Daughter/son of head of household</td>
<td>4098</td>
<td>3.1%</td>
<td>29.1%</td>
<td>29.6%</td>
<td>11.3%</td>
<td>6.9%</td>
</tr>
<tr>
<td>Other Person</td>
<td>1033</td>
<td>8.1%</td>
<td>41.7%</td>
<td>7.2%</td>
<td>4.9%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Employment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full time employed</td>
<td>5033</td>
<td>5.7%</td>
<td>26.0%</td>
<td>43.8%</td>
<td>26.7%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Part time employed</td>
<td>1514</td>
<td>7.5%</td>
<td>27.9%</td>
<td>13.0%</td>
<td>9.7%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Unemployed / not working</td>
<td>1429</td>
<td>7.3%</td>
<td>38.8%</td>
<td>12.2%</td>
<td>8.0%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Retired under a disability pension scheme (fully or partly)</td>
<td>383</td>
<td>20.0%</td>
<td>41.9%</td>
<td>2.9%</td>
<td>5.5%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Early retired under an early retirement benefit scheme</td>
<td>523</td>
<td>23.9%</td>
<td>58.8%</td>
<td>3.7%</td>
<td>6.7%</td>
<td>13.1%</td>
</tr>
<tr>
<td>Retired (at the official retirement age)</td>
<td>2155</td>
<td>29.2%</td>
<td>50.3%</td>
<td>14.3%</td>
<td>40.1%</td>
<td>55.7%</td>
</tr>
<tr>
<td>Student / pupil / in training</td>
<td>1125</td>
<td>2.8%</td>
<td>12.2%</td>
<td>10.1%</td>
<td>3.4%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secondary/Grammar School</td>
<td>2597</td>
<td>17.3%</td>
<td>46.1%</td>
<td>19.9%</td>
<td>31.7%</td>
<td>37.3%</td>
</tr>
<tr>
<td>„O“ Levels</td>
<td>1930</td>
<td>9.8%</td>
<td>35.9%</td>
<td>16.1%</td>
<td>15.3%</td>
<td>11.8%</td>
</tr>
<tr>
<td>„A“ Levels</td>
<td>1704</td>
<td>8.0%</td>
<td>33.2%</td>
<td>14.5%</td>
<td>11.1%</td>
<td>7.6%</td>
</tr>
<tr>
<td>Ordinary National Certificate</td>
<td>475</td>
<td>11.4%</td>
<td>40.4%</td>
<td>3.9%</td>
<td>4.3%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Higher National Certificate</td>
<td>749</td>
<td>11.4%</td>
<td>44.7%</td>
<td>6.2%</td>
<td>5.5%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Technical High School</td>
<td>477</td>
<td>14.0%</td>
<td>41.4%</td>
<td>3.8%</td>
<td>4.9%</td>
<td>4.8%</td>
</tr>
<tr>
<td>University</td>
<td>3142</td>
<td>6.7%</td>
<td>39.0%</td>
<td>27.2%</td>
<td>15.4%</td>
<td>13.6%</td>
</tr>
<tr>
<td>Other</td>
<td>1086</td>
<td>16.3%</td>
<td>47.3%</td>
<td>8.5%</td>
<td>11.8%</td>
<td>14.6%</td>
</tr>
</tbody>
</table>

\(^*\) Small sample sizes in some categories