



# Trends derived from the EuroTrak databases 2009 - 2015

EHIMA

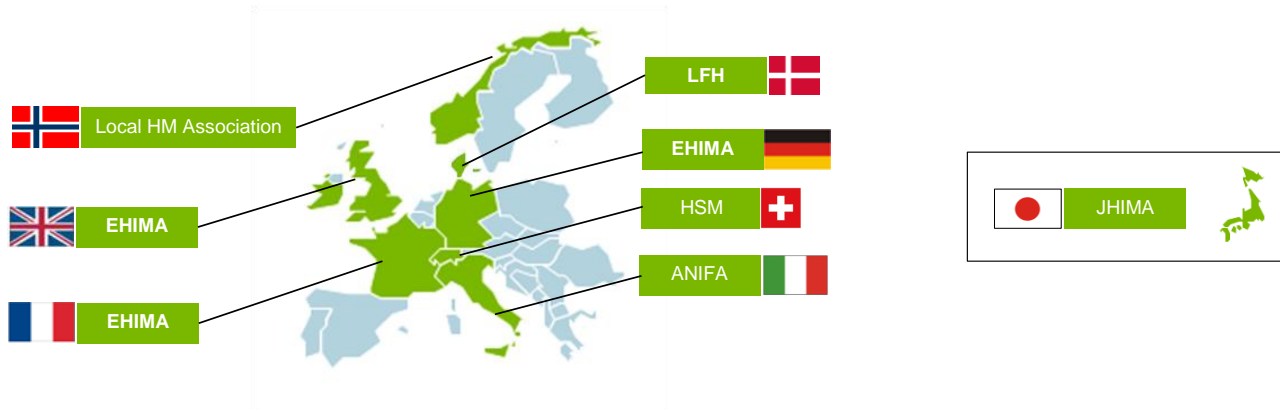
October 2015

# EuroTrak

- Initiated by EHIMA in 2009
- Questionnaire designed to be compatible with MarkeTrak in order to secure cross continent comparisons
- On-line survey method
  - Surveys were mailed to online panel members. The samples were balanced based on census information with respect to age and gender, as well as region
- Focus on hearing status and hearing aid usage
  - Self assessment
- Issued in parallel in England, Germany and France
- Repeated every 3 years to generate trends over time



# More countries were added along the way



Country	2009	2012	2015
Germany	✓	✓	✓
France	✓	✓	✓
UK	✓	✓	✓
Switzerland		✓	✓
Italy		✓	✓
Japan		✓	✓
Norway		✓	2016?
Denmark		✓	2016?



# Trends 2009-2015: Results from EuroTrak studies in UK, GER & FRA

## **Demographics**

Hearing aid satisfaction & usage

Positive impacts

# Pooled data: Total sample sizes

Representative sample (**sample 1**)

	<b>EuroTrak I (2009)</b>	<b>EuroTrak II (2012)</b>	<b>EuroTrak III (2015)</b>	<b>TOTAL</b>
UK	14'980	14'896	14'473	44'349
Germany	14'183	13'922	13'775	41'880
France	15'545	15'430	14'824	45'799
<b>TOTAL</b>	<b>44'708</b>	<b>44'248</b>	<b>43'072</b>	<b>132'028</b>

## Note:

- Aggregate results are weighted according to each individual countries' age-gender-hearing-loss/aid distribution.
- The three countries are then aggregated without further weighting → each country gets the same weight independent of its inhabitants.

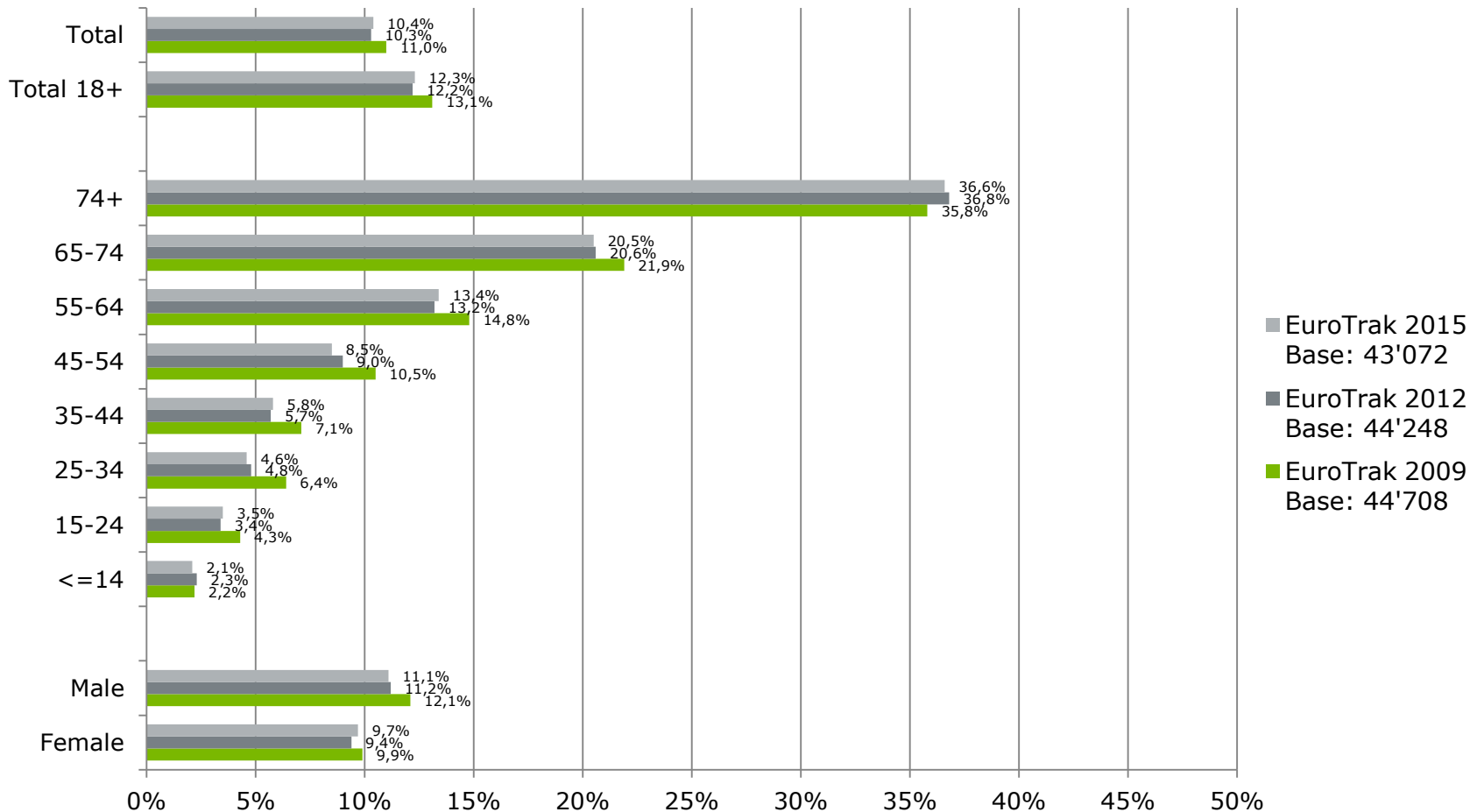
# Pooled data: Hearing impaired sample sizes

## Hearing impaired (**sample 2**)

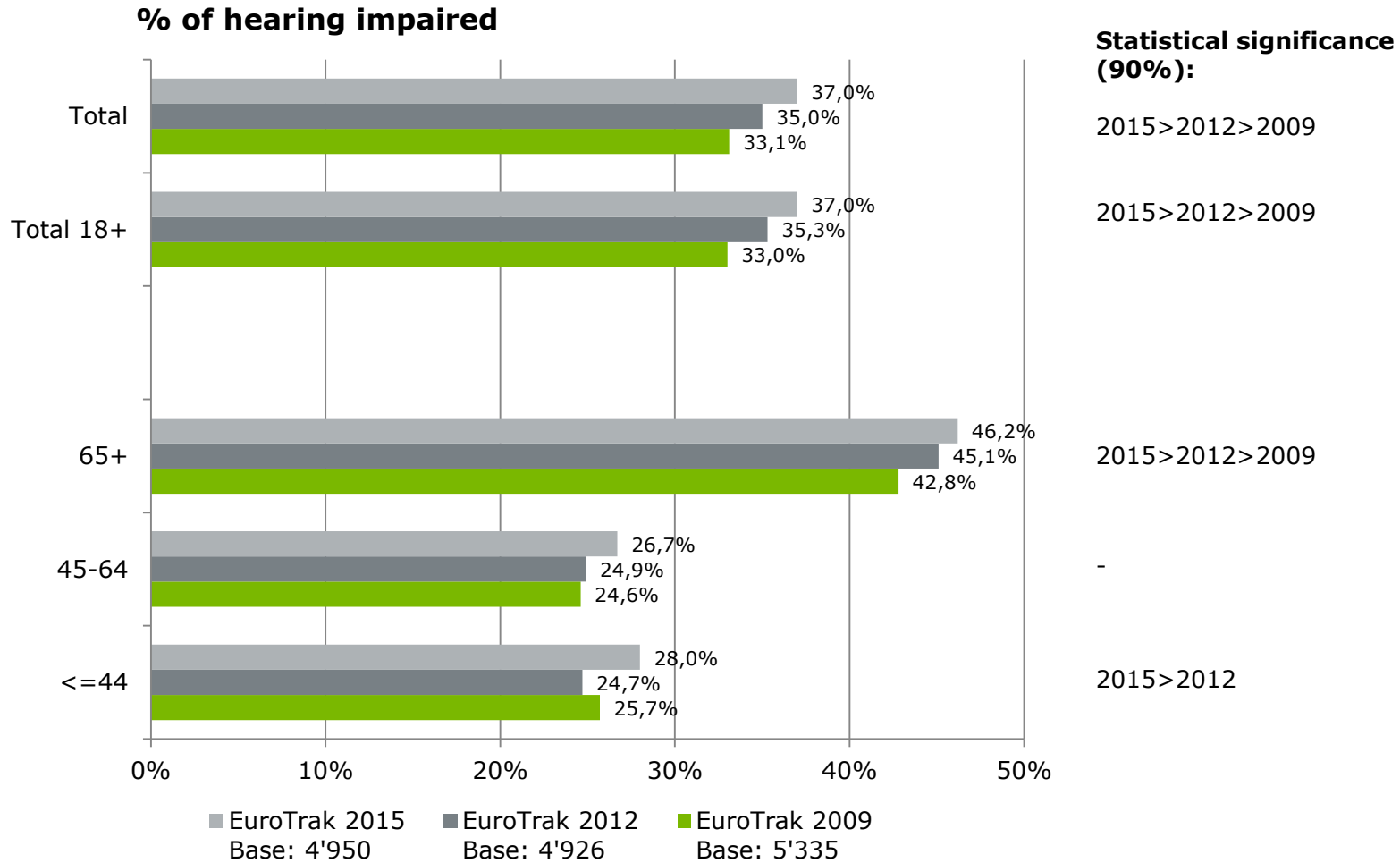
		<b>EuroTrak I (2009)</b>	<b>EuroTrak II (2012)</b>	<b>EuroTrak III (2015)</b>	<b>TOTAL</b>
HA owners	UK	513	501	605	1'619
	Germany	503	500	505	1'508
	France	501	502	501	1'504
Impaired non- owners	UK	822	795	720	2'337
	Germany	805	864	799	2'468
	France	803	809	819	2'431
<i>HA owners</i>	<b>TOTAL</b>	<b>1'517</b>	<b>1'503</b>	<b>1'611</b>	<b>4'631</b>
<i>Impaired non- owners</i>	<b>TOTAL</b>	<b>2'430</b>	<b>2'468</b>	<b>2'338</b>	<b>7'236</b>
<i>All impaired</i>	<b>TOTAL</b>	<b>3'947</b>	<b>3'971</b>	<b>3'949</b>	<b>11'867</b>

# Hearing loss prevalence remains stable

**% hearing loss prevalence**



# Hearing aid adoption increases





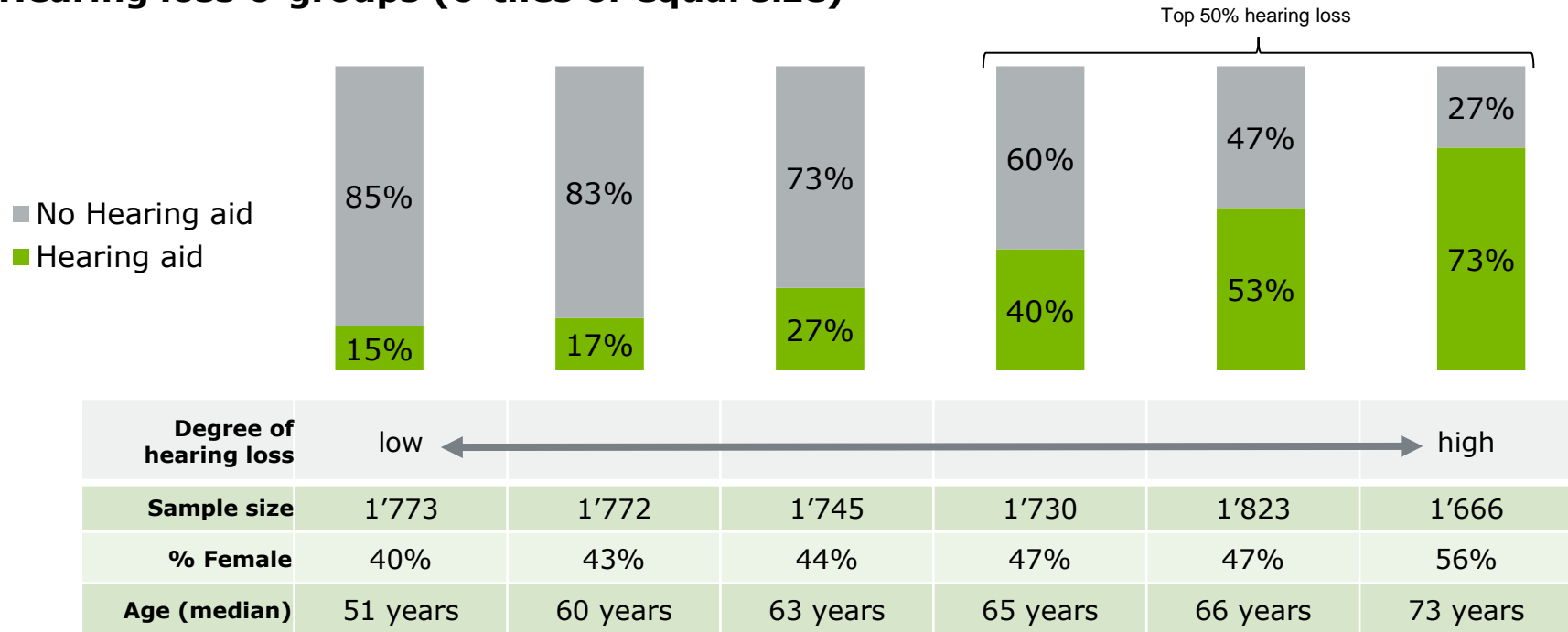
# How is degree of hearing loss defined?

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- Self-reported !!
- 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, Moderate, Severe, 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).

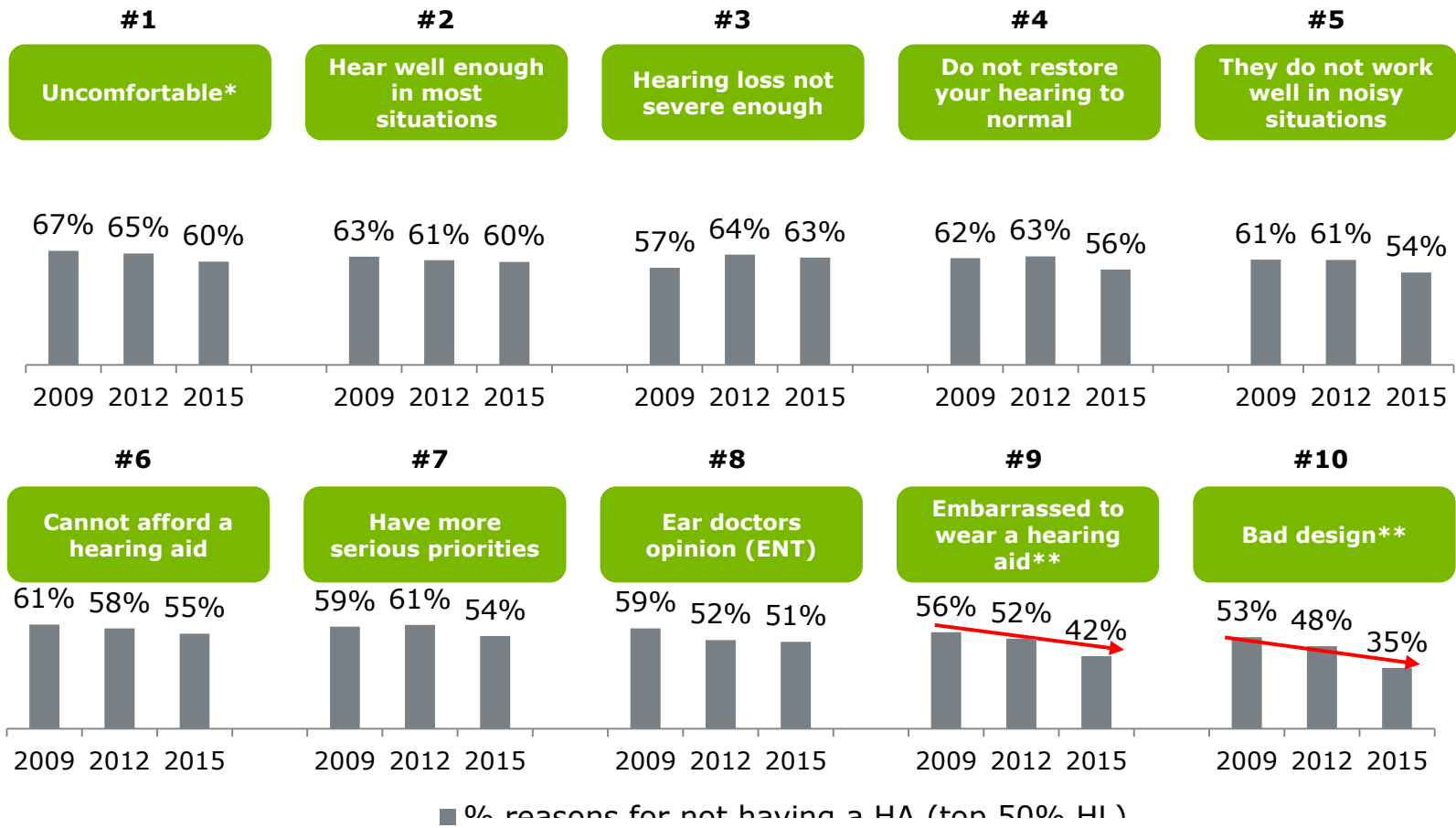
# The more severe the hearing loss, the higher the adoption rate

## Hearing loss 6-groups (6-tiles of equal size)



EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015.  
 HA-non-owner, n=6168  
 HA-owner, n=4341

# Image of hearing aids is improving: Top 10 reasons for non adoption for top 50 % HL



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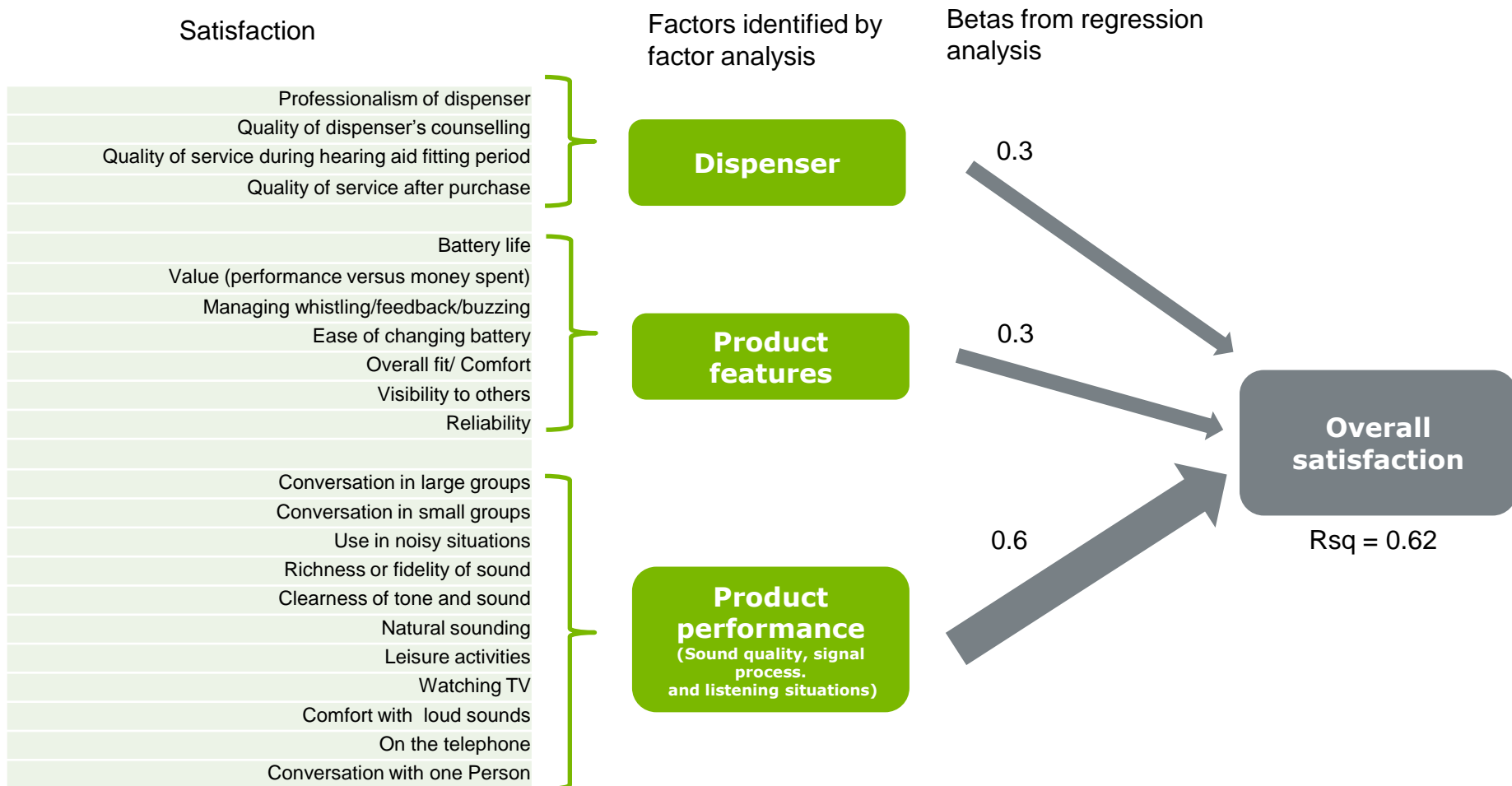
# Trends 2009-2015: Results from EuroTrak studies in UK, GER & FRA

Demographics

**Hearing aid satisfaction & usage**

Positive impacts

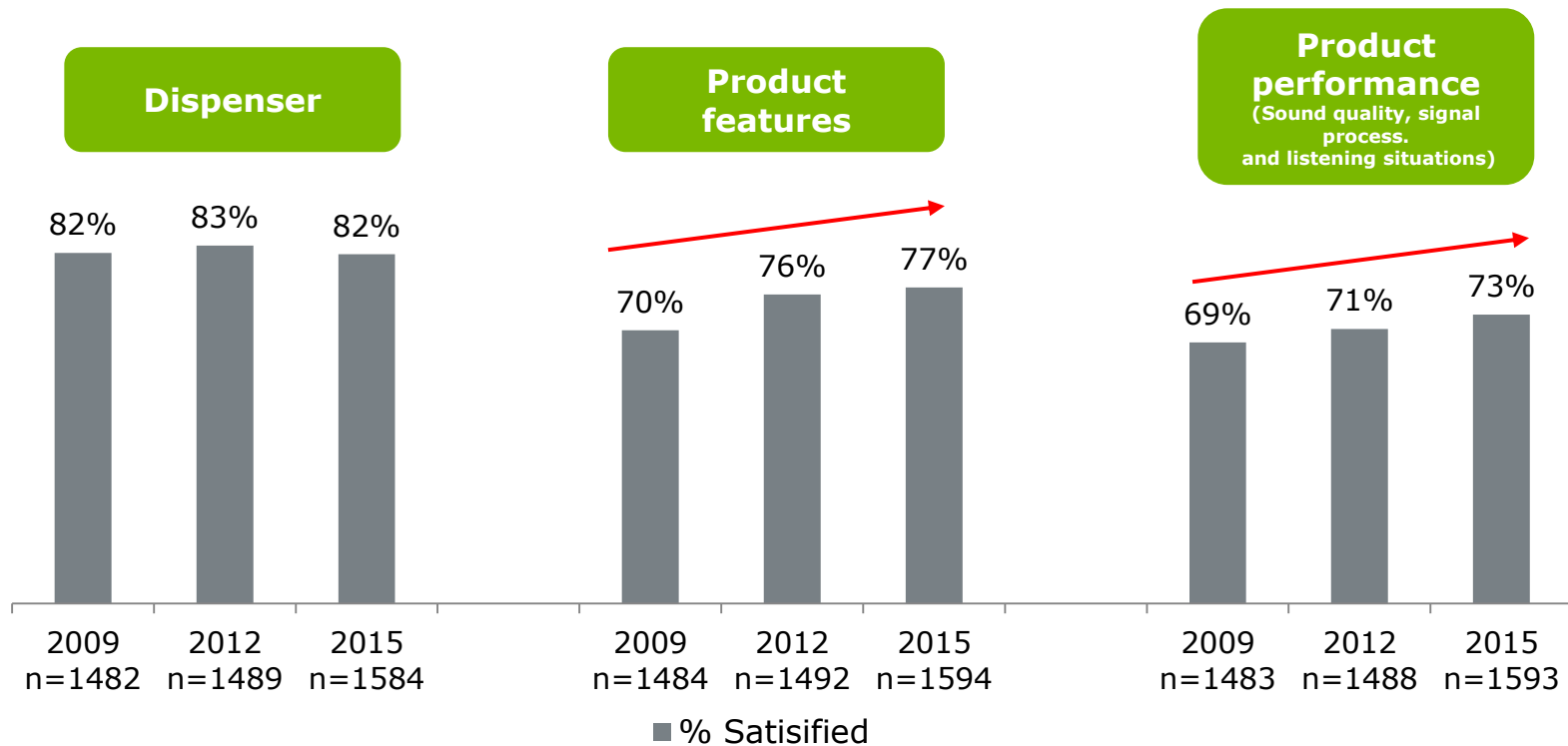
# Perceived product performance is key driver for satisfaction



N=4605  
EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015: Hearing aid owners

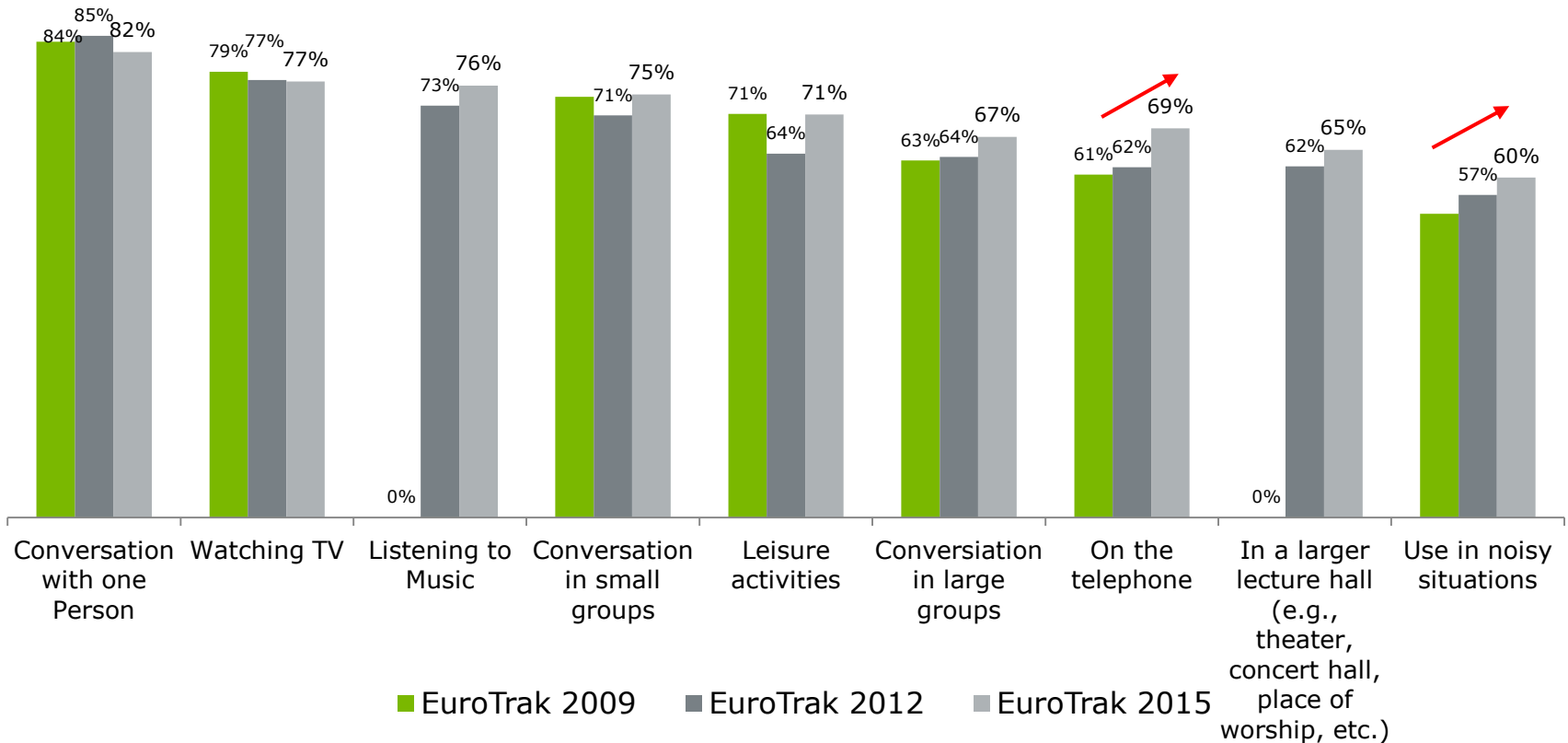
# Hearing aids are improving - dispensers' service remains excellent

## Trends % «satisfied»



# Satisfaction with HA in difficult listening situations is improving

## Trends % «satisfied»

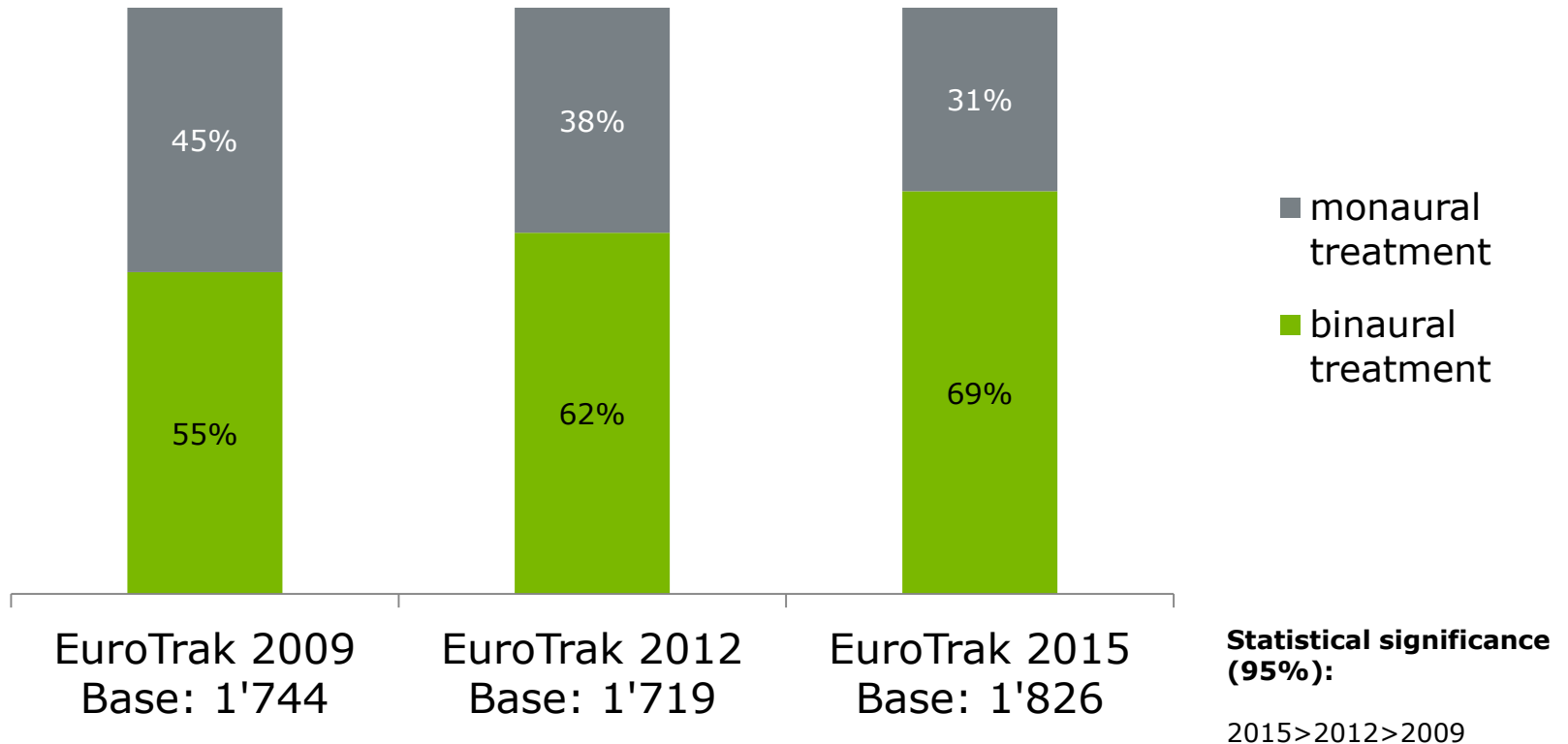


N=4'133  
EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015: HA owners

© Anovum - EuroTrak GER FRA UK pooled 2009-2015

# Binaural fitting rate increases

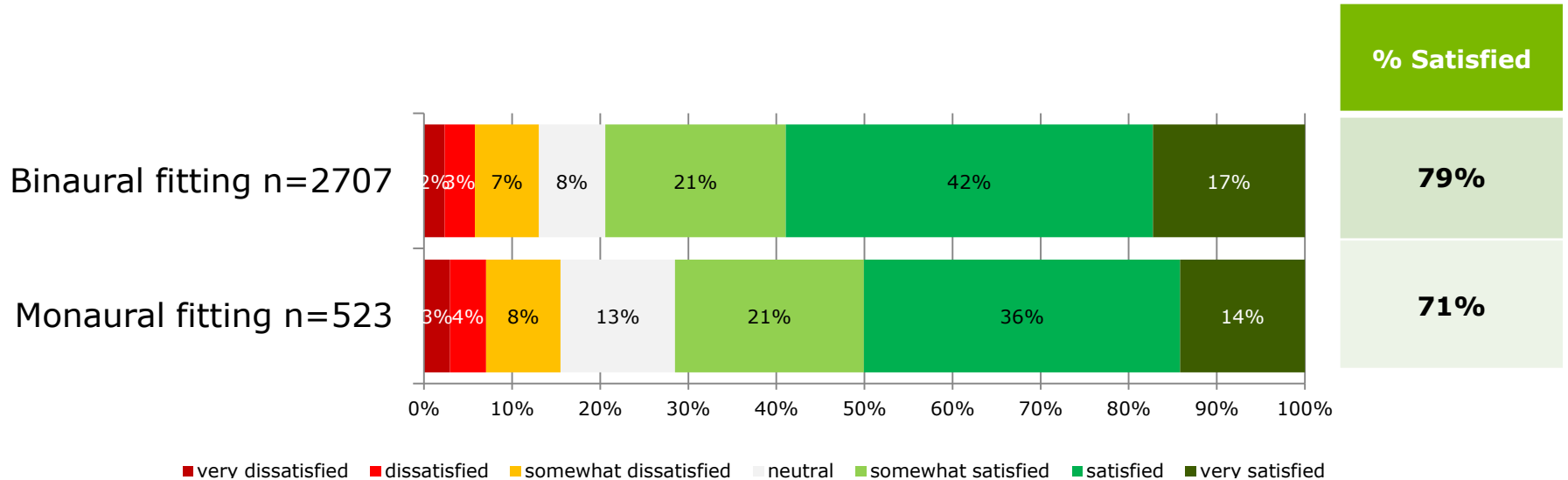
- Do you own or use a hearing aid ? → Yes, for one ear / Yes, for both ears





# Binaural fitting outperforms monaural fitting

- Do you have a hearing difficulty in one or both ears? → both ears
- Do you own or use a hearing aid ? → Yes, for one ear / Yes, for both ears



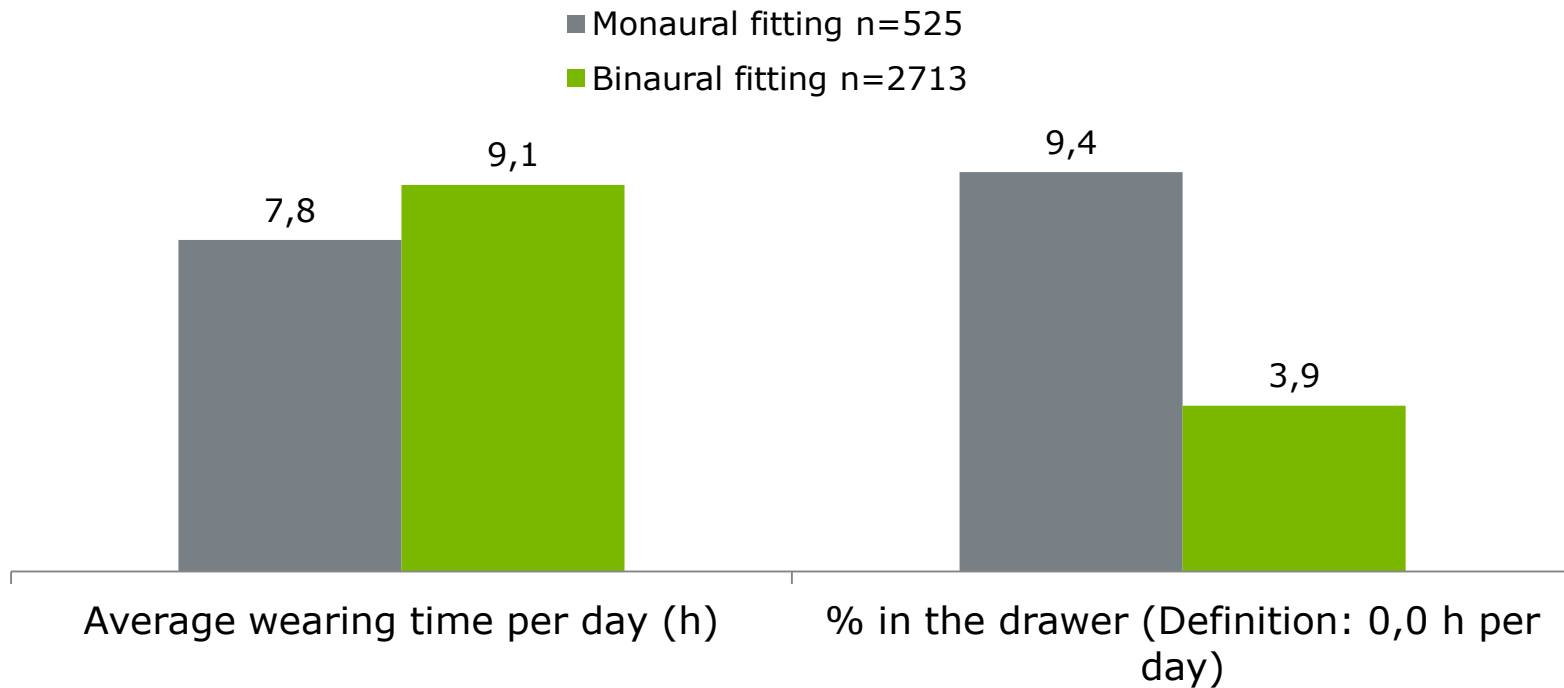
# Binaural fitting outperforms monaural fitting for mild, moderate and severe hearing loss

- Apparently the benefit is smallest for profound losses and highest for mild losses (small samples though)

Degree of Hearing loss (self stated)	% Satisfied	
	Binaural fitting	Monaural fitting
<b>Mild</b>	<b>72%</b> n=183	59% n=39
<b>Moderate</b>	<b>83%</b> n=1315	75% n=233
<b>Severe</b>	<b>77%</b> n=955	67% n=181
<b>Profound</b>	78% n=237	76% n=69

# Compliance is higher with binaurally fitted hearing aids

- Approximately how many hours a day do you wear your hearing aids? Note: if you never wear it, write in 0.



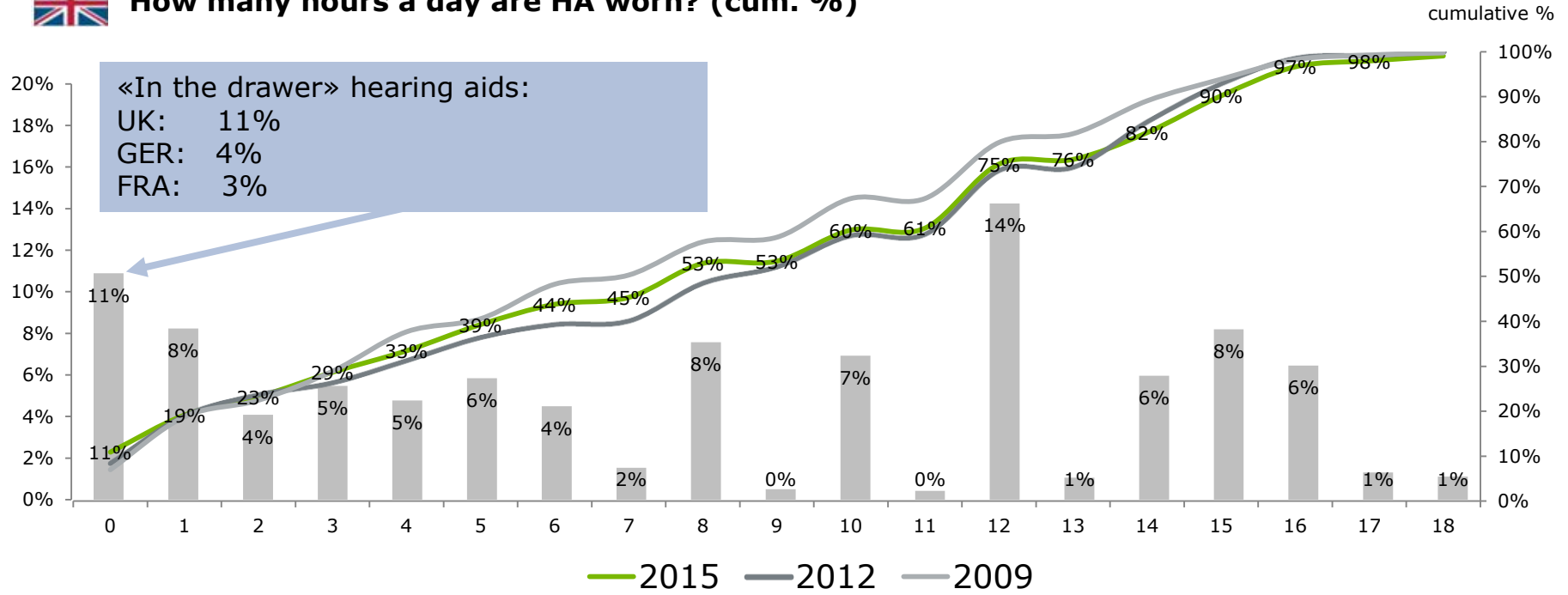
# Compliance is higher with binaurally fitted hearing aids for mild, moderate and severe hearing losses

Degree of Hearing loss (self stated)	Average wearing time per day (h) / % in the drawer (definition 0.0h)	
	Binaural fitting	Monaural fitting
<b>Mild</b>	<b>5.8 h / 15%</b> n=184	<b>5.3 h / 25%</b> n=39
<b>Moderate</b>	<b>8.6 h / 4%</b> n=1317	<b>6.9 h / 10%</b> n=231
<b>Severe</b>	<b>9.6 h / 2%</b> n=957	<b>8.4 h / 9%</b> n=181
<b>Profound</b>	<b>10.9 h / 2%</b> n=237	<b>10.6 h / 1%</b> n=69

# No significant changes in wearing time per day – in the UK the “% in the drawer” is highest.



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



**HA worn 2015 hours/day :**  
**UK: 8.1**  
**GER: 8.7**  
**FRA 8.6**

HA-owner:  
 2015: n=605  
 2012: n=501  
 2009: n=513

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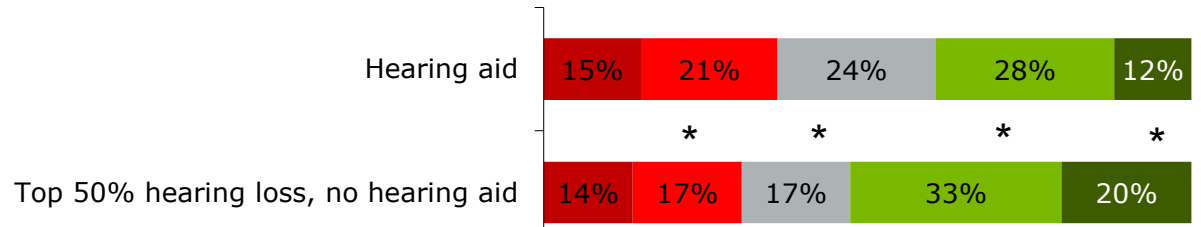
# Trends 2009-2015: Results from EuroTrak studies in UK, GER & FRA

Demographics  
Hearing aid satisfaction & usage  
**Positive impacts**

# Hearing aid owners feel less exhausted

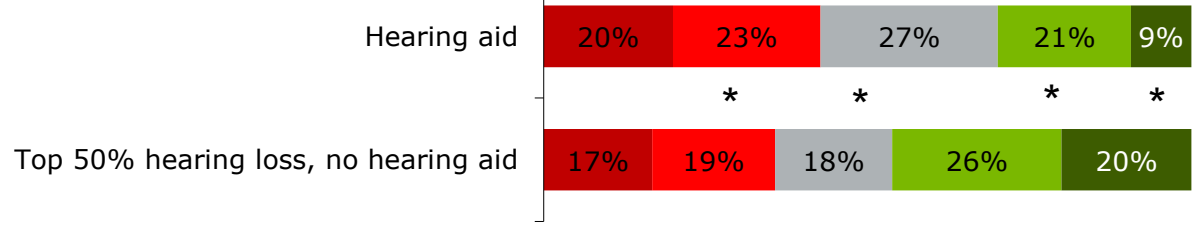
■ Disagree strongly ■ Rather disagree ■ Neutral ■ Rather agree ■ Strongly agree

**In the evenings I often feel physically exhausted**



*50% hearing loss refers to a group with a similar degree of hearing loss as hearing aid owners.*

**In the evenings I often feel mentally exhausted**

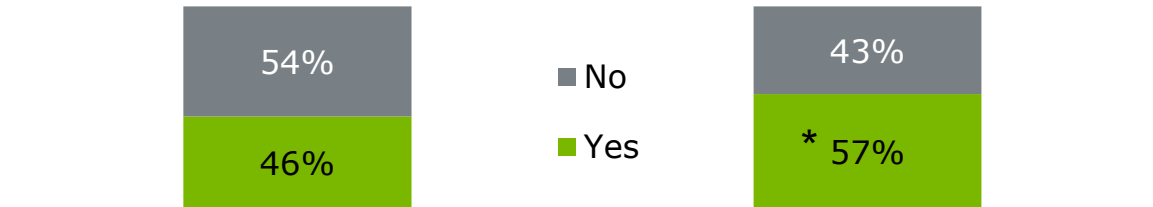


Base: Hearing aid n=2923 / Top 50 % hearing loss, no hearing aid=2085

\*Differences are statistically significant (95%).

# Hearing aids seem to improve quality of sleep for hearing impaired in the labour force

- Are you generally satisfied with the quality of your sleep?



% Satisfied with sleep per age group	Top 50% hearing loss, no hearing aid (n=396)	Hearing aid (n=1122)
- 44 years (n=60/130)	23%	43%*
45-64 (n=213/488)	36%	48%*
64+ years (n=123/504)	63%	64%

\*Differences are statistically significant (95%).

Top 50% hearing loss refers to a group with a similar degree of hearing loss as hearing aid owners.

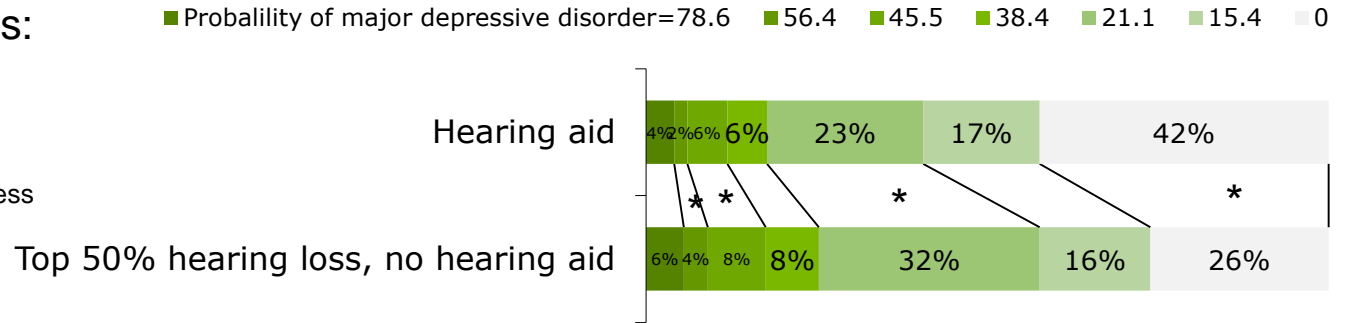


# Hearing aid owners have a lower risk of being depressed (PHQ-2 Screening) and feel less forgetful

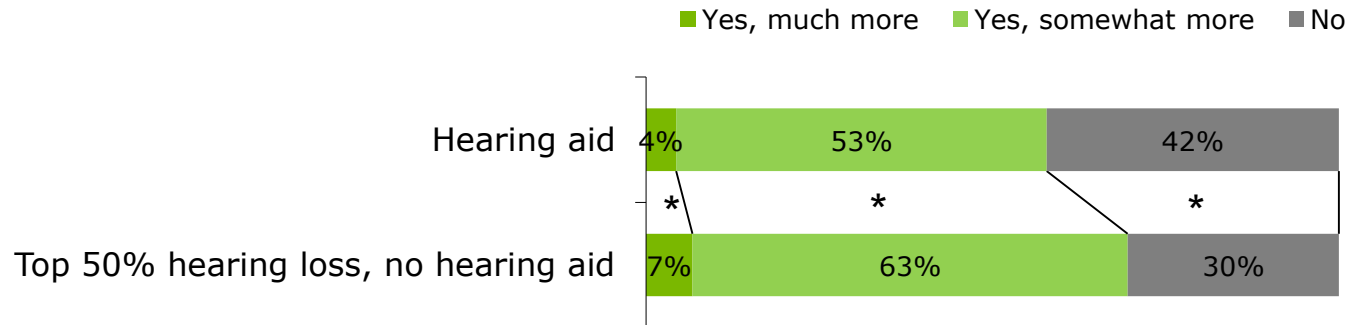
## Depression symptoms: PHQ-2 Screening:

In the last 2 weeks:

- Little interest or pleasure
- Feeling down, depressed, hopeless



## Dementia symptom: Getting more forgetful in the last year?



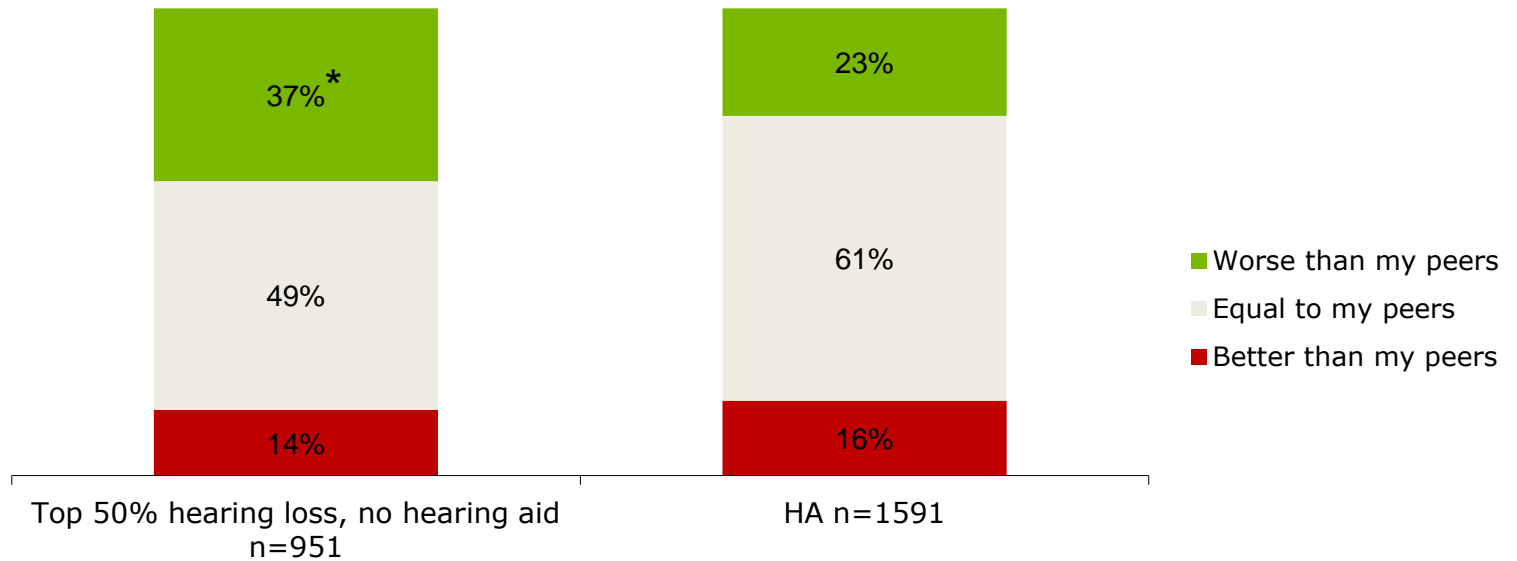
Base: Hearing aid n=2126 / Top 50 % hearing loss, no hearing aid=857

\*Differences are statistically significant (95%).

Top 50% hearing loss refers to a group with a similar degree of hearing loss as hearing aid owners.

# Hearing impaired without hearing aids declare more often to receive a worse salary than their peers

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



\*Differences are statistically significant (95%).

Top 50% hearing loss refers to a group with a similar degree of hearing loss as hearing aid owners.



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Thank you !