

Results

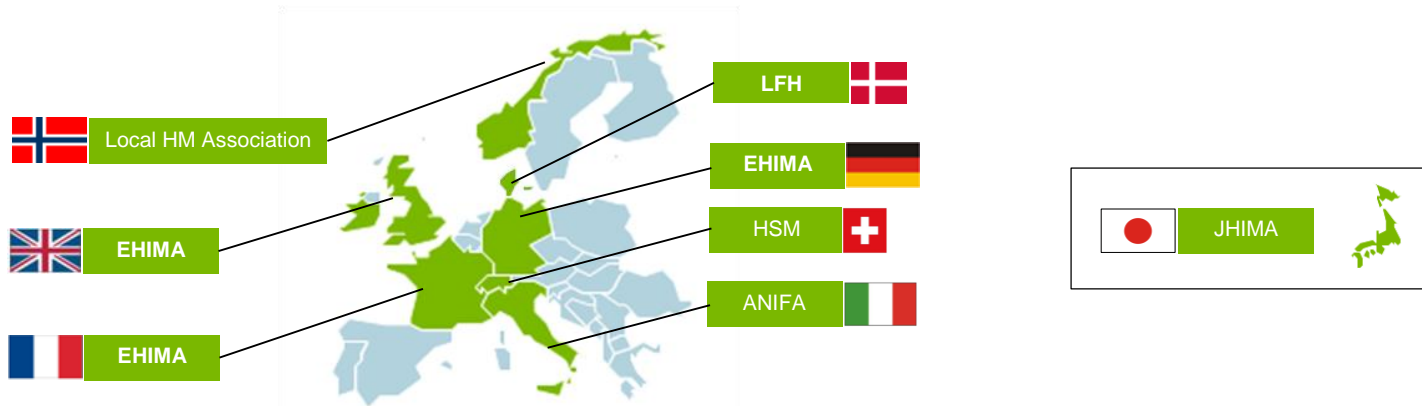
EuroTrak Italy 2015

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

Summary

1. Introduction

- EuroTrak Italy 2015 was designed and executed by Anovum (Zurich) on behalf of ANIFA.
- Sample sizes Italy 2015:
 - Representative sample (sample 1): n= 15'641 people
 - Hearing impaired (sample 2): n=1'343 people
 - Hearing impaired non-owners: n= 851 people with hearing loss (**HL**)
 - HA owners: n= 492 people with hearing aid (**HA**)
- EuroTrak Italy 2015 is part of the EuroTrak studies:



Summary

2. Market overview

- Stated hearing loss prevalence
 - Total: 11.7 %, 18+: 13.6% (2012: 11.6%, 18+: 13.4%).
 - Binaural hearing loss: HA owners: 56%, HA non-owners: 66%.
 - Hearing Tests: 31% (2012: 29%) had a hearing test in the last 5 years, most tests done by ear doctors
- Hearing aid adoption rate (HA penetration)
 - Total: 25.2% (2012: 24.6%).
 - Total age group 18+: 23.9% (2012: 23.7 %).
 - 57% of HA owners have binaural treatment.
- The route to the hearing aid
 - 77% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
 - 50% got hearing aids recommended from the ENT or family doctor (drop out rate=35% / 2012: 39%).
 - 20% of the GP consultations referred to a hearing aid dispenser.
 - 78% of the GP consultations referred to an ENT, 7% recommended no action.
 - 36% of ENT consultations referred to an audiologist, 39% 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.
 - Quality of sleep seems to improve if hearing impaired use hearing aids.

Summary

3. Analysis of hearing aid owners

- Hearing aid ownership and usage, accessories and Telecoil
 - 57% (2012: 65%) of all HA owners received some kind of 3rd party reimbursement.
 - 54% of the currently owned HAs were bought in the last two years
 - The average age of the currently owned HAs is 2.5 years (2012: 2.3 years).
 - The median age of hearing aids before replacement remains 4 years – as in 2012.
 - On average, HAs are worn 8.4 hours a day (2012: 7.7).
 - 36% of today's hearing aid owners are aware of their hearing aid brand, 51% would preferably choose the same brand if they would plan to obtain new hearing aids (31% are indifferent).
 - TV Box is the most often owned electronic accessory: 9% of hearing aid owners have one – 33% have heard of it but don't own one.
 - 14% of hearing aid owners know what Telecoil is, 7% claim to have used it – mainly at home. Most of those are satisfied.
- Importance of listening situations and satisfaction with HAs
 - 87% of the hearing aid owners say their hearing aid works better than or as expected
 - Overall satisfaction with HA increased from 70% to 79% since 2012
 - 79% (2012:70%) of the HA owners are satisfied with their HAs.
 - The more hours worn per day, the higher the satisfaction.
 - Talking at home with family members and talking on a phone are the most frequent important listening situations.
- Positive impact of HAs
 - Significant positive impact of HAs on different aspects – especially communication, social life and relationships at home.
 - 96% of hearing aid owners declare that their hearing aids improve their quality of life at least sometimes

Summary

4. Analysis of hearing impaired non-owners

- Reasons not to own/use HAs
 - Only 24% (2012: 22%) of the hearing impaired without hearing aids think that a third party would pay any part of hearing aids.
 - The main reasons for not using hearing aids are that people say they hear well enough in most situations, they have more serious priorities and their hearing loss is not severe enough.
 - Uncomfortable means to them: “foreign object in the ear”, “it pinches”, “it hurts”, “it is too big”.
 - 5% who own HAs don’t use them at all (0 hour); 10% use them less than one hour/day (0-1 hour).
- Social rejection, buying intentions and triggers to buy
 - 71% of hearing aid owners think people don’t make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aids.
 - The most important influencing factors for getting hearing aids are worsening hearing loss, ENT, child and audiologist. Price of hearing aids is only relevant for the non owners.
 - 15% (2012: 10%) of non-owners intend to get a hearing aid within the next year.
- Doctors and hearing aid dispensers are the most important sources of information and therefore the major gatekeepers – followed by the internet and other people with hearing aids.

Results

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Detailed Results: Roadmap

New topics for EuroTrak 2015 are highlighted in red

1. Introduction

- Organisation of EuroTrak 2015
- Recruitment process: In search of hearing impaired people

2. Market overview

- Prevalence of hearing loss and hearing aid adoption rate
- Hearing tests and **where hearing is tested**
- The route to the hearing aid: **Sources of information** and drop-out rates
- Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms, **sleep quality**

3. Analysis of hearing aid owners

- Hearing aid ownership, **awareness of hearing loss before getting hearing aids**, lifetime of hearing aids and usage
- **Awareness and usage of accessories and Telecoil**
- Satisfaction with hearing aids and drivers
- **Importance of listening situations**
- Positive impact of hearing aids, **quality of life**

4. Analysis of hearing impaired non-owners

- Reasons for not having hearing aids and **why some people can consider hearing aids as uncomfortable**
- **Social rejection because of hearing loss compared to the acceptance of hearing aids**
- Buying intentions and **most important triggers to buy**

5. Appendix

- Demographics: Hearing instrument adoption rates and populations

1. Introduction

Organisation of EuroTrak 2015

Organisation

- Principal of the project EuroTrak Italy is ANIFA.
- 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.
- The European Hearing Instrument Manufacturers Association [EHIMA] approved the questionnaire.

Use of the data

- ANIFA 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 ANIFA uses 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 – Italy/2015/n=[relevant sample size]”
- ANIFA member companies can ask Anovum to further analyse the raw data in specific ways at their own expense.
- ANIFA companies can order a report with satisfaction scores for their brand (if feasible). The other brands will be shown as benchmarks without denomination (brand A, brand B etc.). The report will show all satisfaction values. It is not allowed to communicate any information from these reports outside the ANIFA company.

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 panelist pools of more than 40'000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of **n=15'641** people based on census data.

Step 2: Target population interviews

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

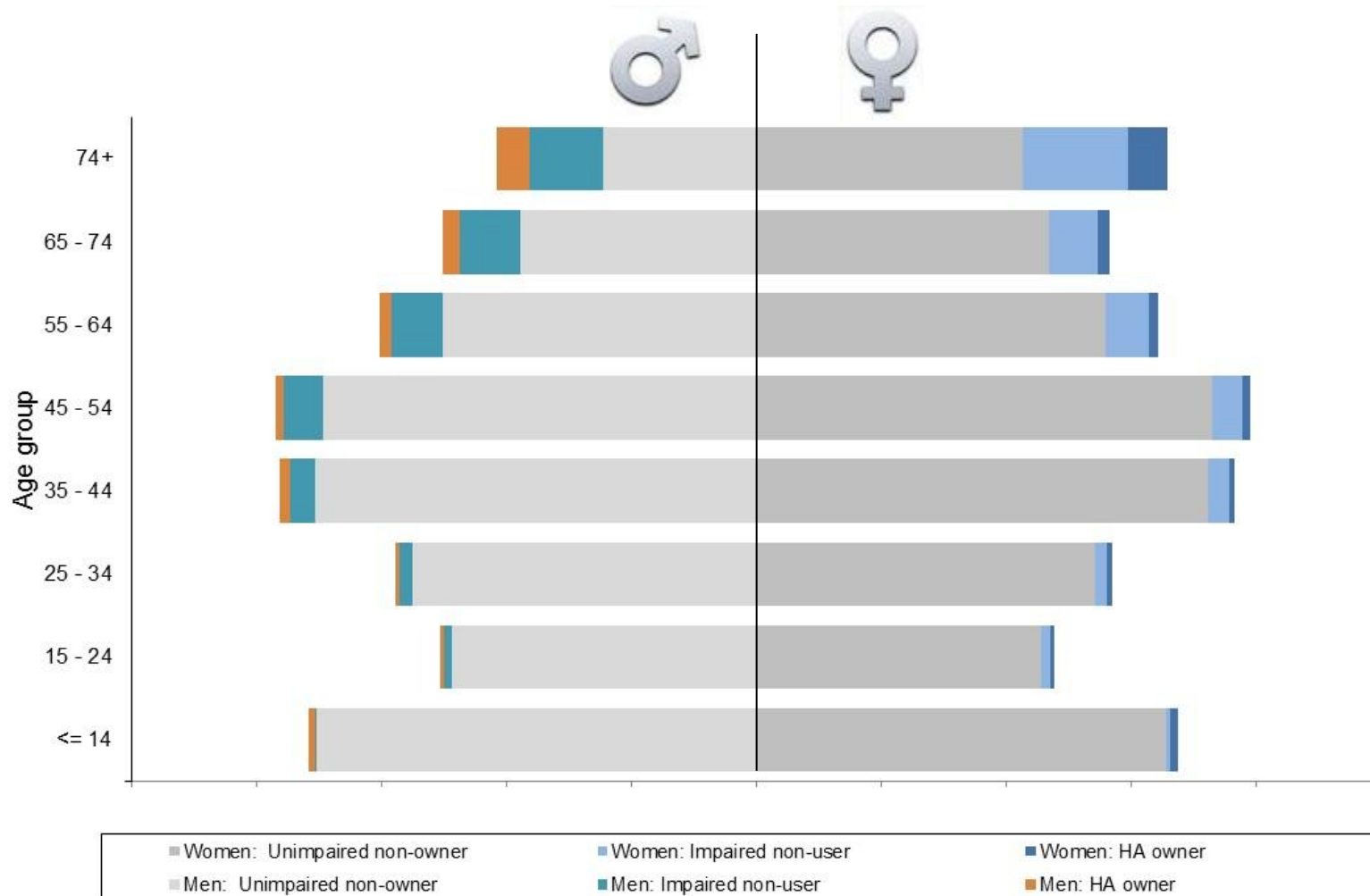
Process:

1. Main questionnaires: Owners and hearing impaired non-owners
2. Balancing through weighting according to representative screening interviews
3. Resulting sample: **n=851** hearing aid owners and **n=492** hearing impaired non-owners

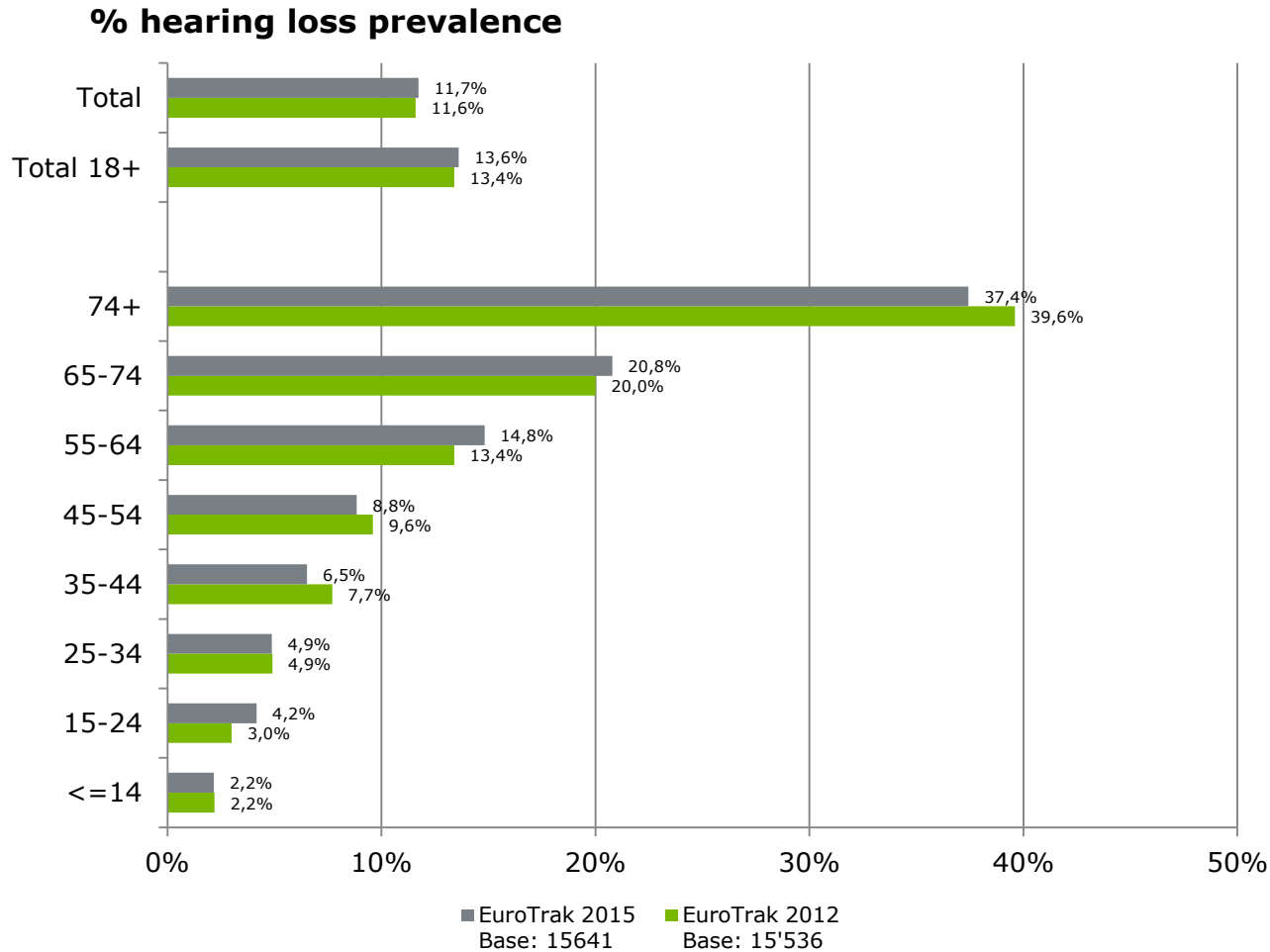
2. Market overview

Prevalence of hearing loss and adoption rate

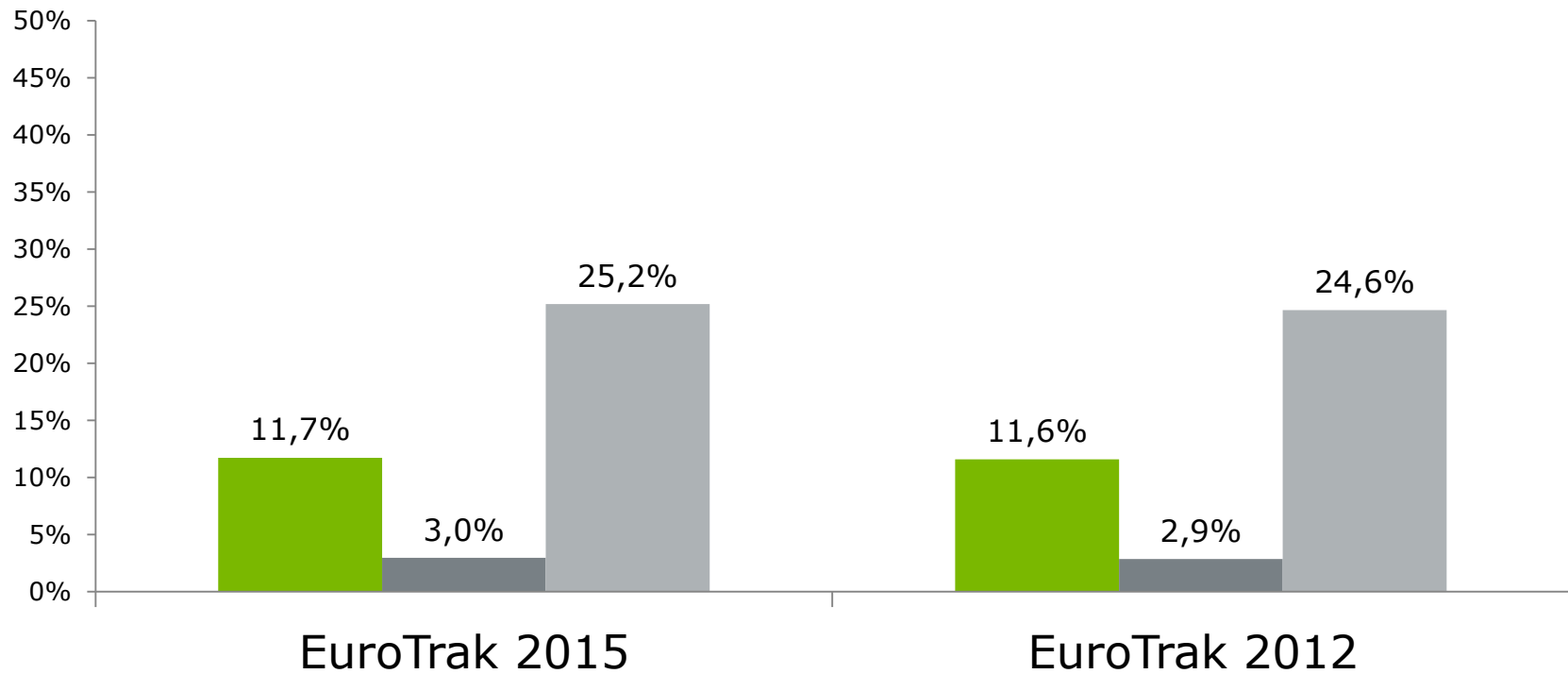
Hearing loss and hearing instrument ownership by gender/age



Hearing loss prevalence Italy

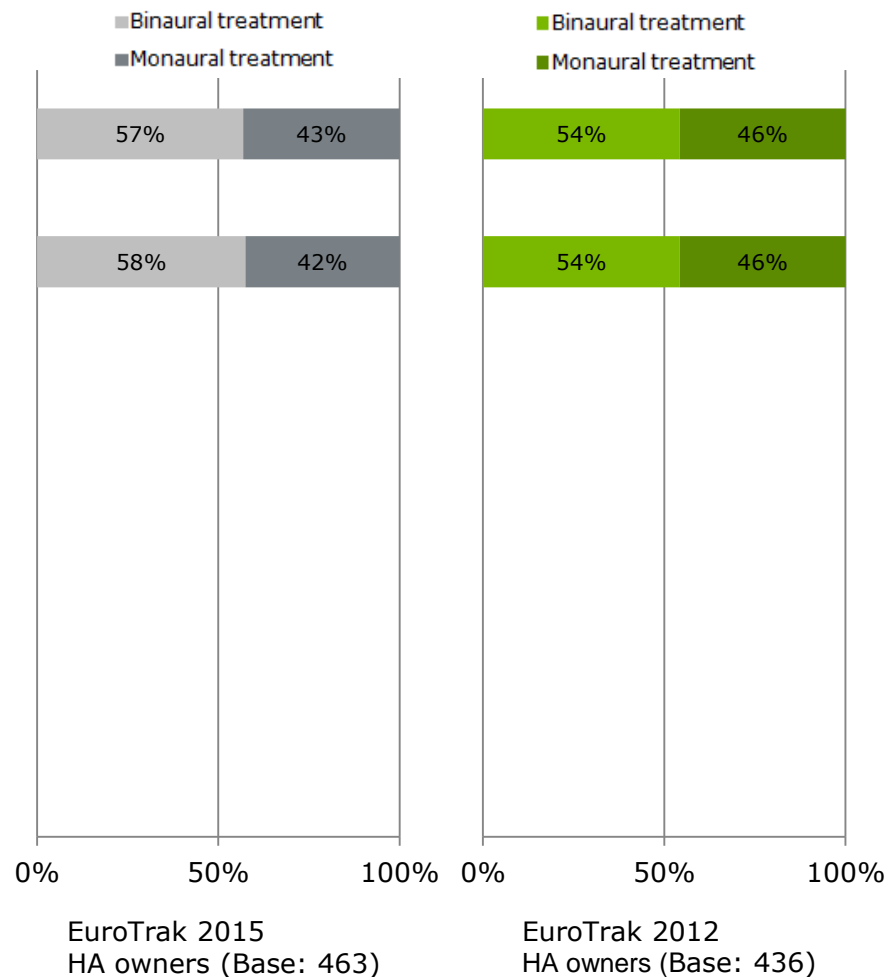
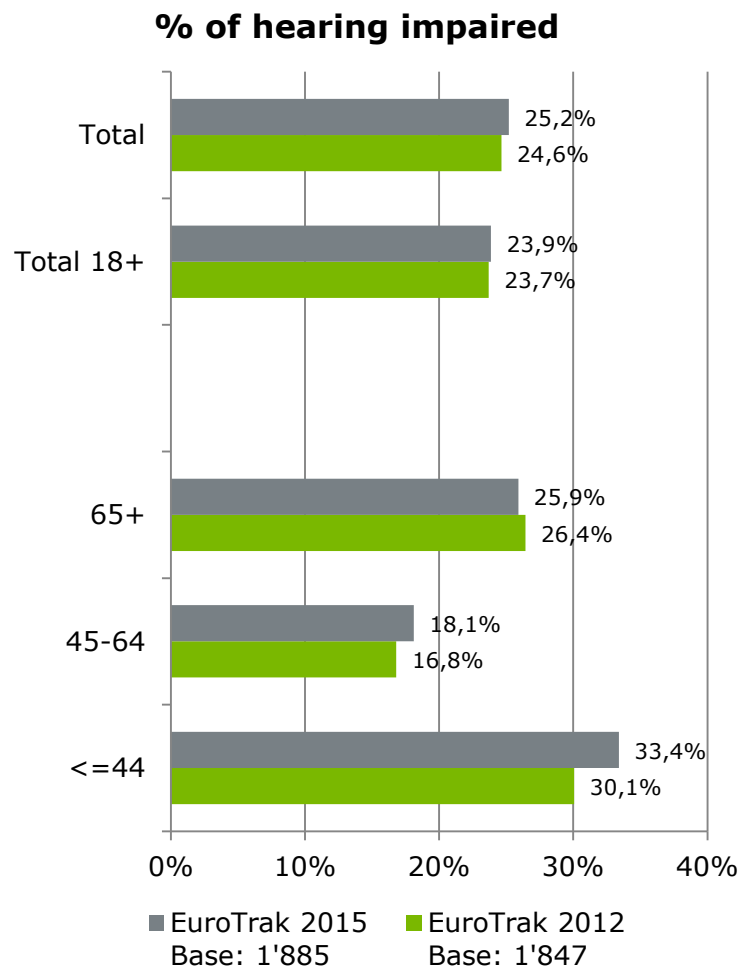


Overview hearing loss prevalence and hearing aid adoption

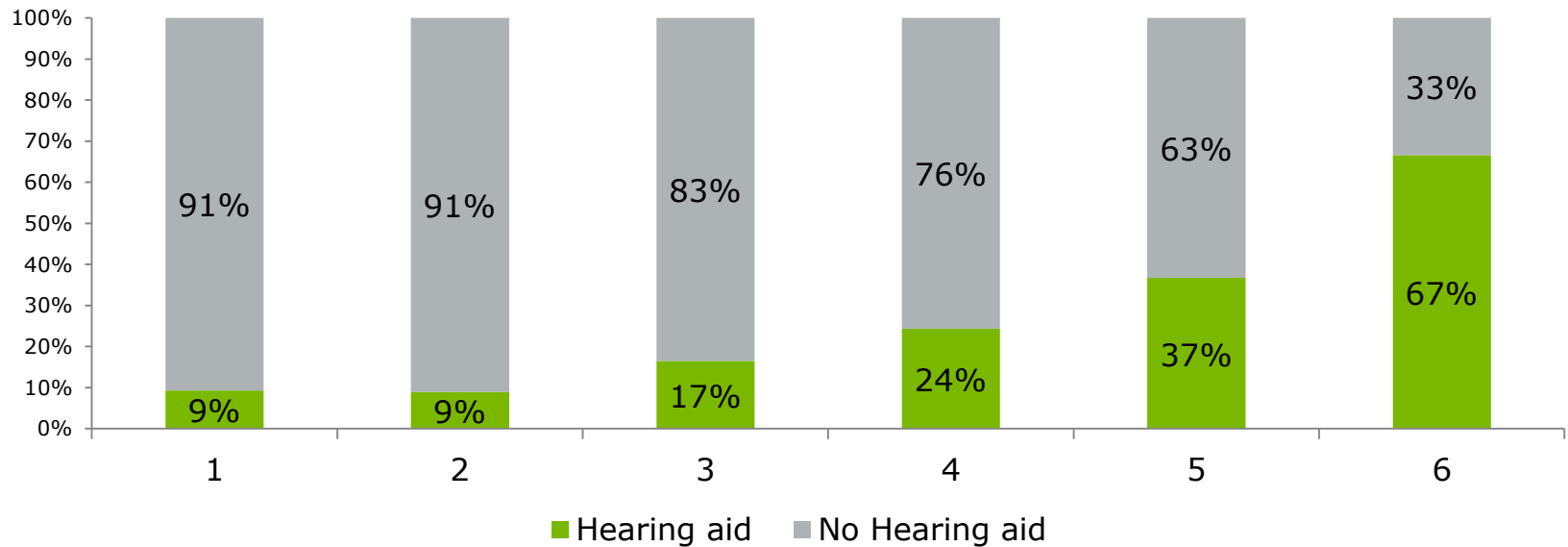


■ Hearing impaired (stated) ■ Adoption (% of population) ■ Adoption (% of stated impaired)

Hearing aid adoption rate Italy: 25% of hearing impaired have hearing aid(s), 57% of them have binaural treatment



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



Hearing loss 6-groups

HA-non-owner, n=686
HA-owner, n=437

* 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).



Hearing loss

Hearing loss characteristics: Owners compared to non-owners

	HA-Non-owner 2015: n=851 (2012: n= 801)	HA Owner 2015: n=492 (2012: n= 510)	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	34% (36%)	44% (35%)	32% (25%)
Bilateral loss	66% (64%)	56% (65%)	24% (25%)
Perceived loss			
Mild	36% (35%)	12% (13%)	10% (10%)
Moderate	50% (50%)	45% (47%)	23% (22%)
Severe	12% (12%)	35% (30%)	51% (45%)*
Profound	2% (3%)	9% (10%)	

n's are unweighted whereas the shown results are weighted

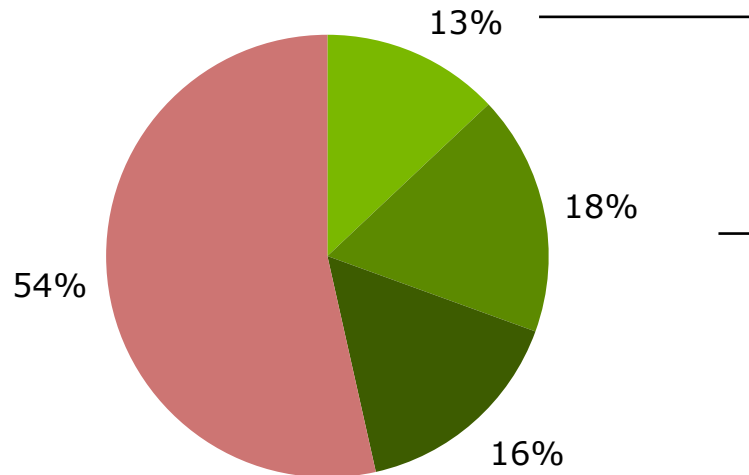
* combined "severe" and "profound" because n is too small

Hearing tests and where hearing is tested

Hearing Tests: 31% (2012: 29%) had a hearing test in the last 5 years, most tests done by ENT

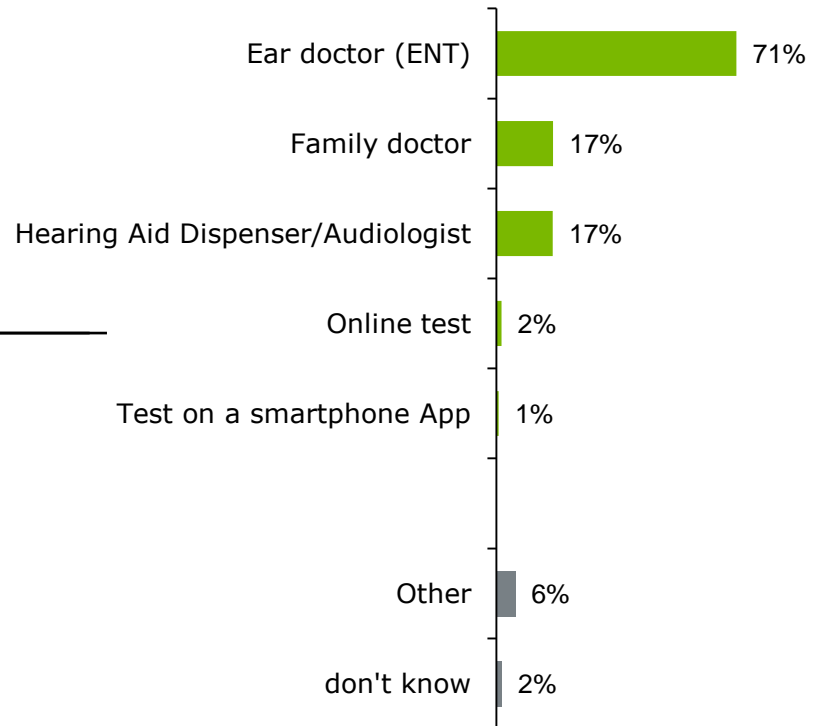
Have you ever taken a hearing test?

- Yes, in the last 12 months
- Yes, in the last 1-5 years
- Yes, more than 5 years ago
- No, never



Base=13'545

Where/how was your hearing tested?

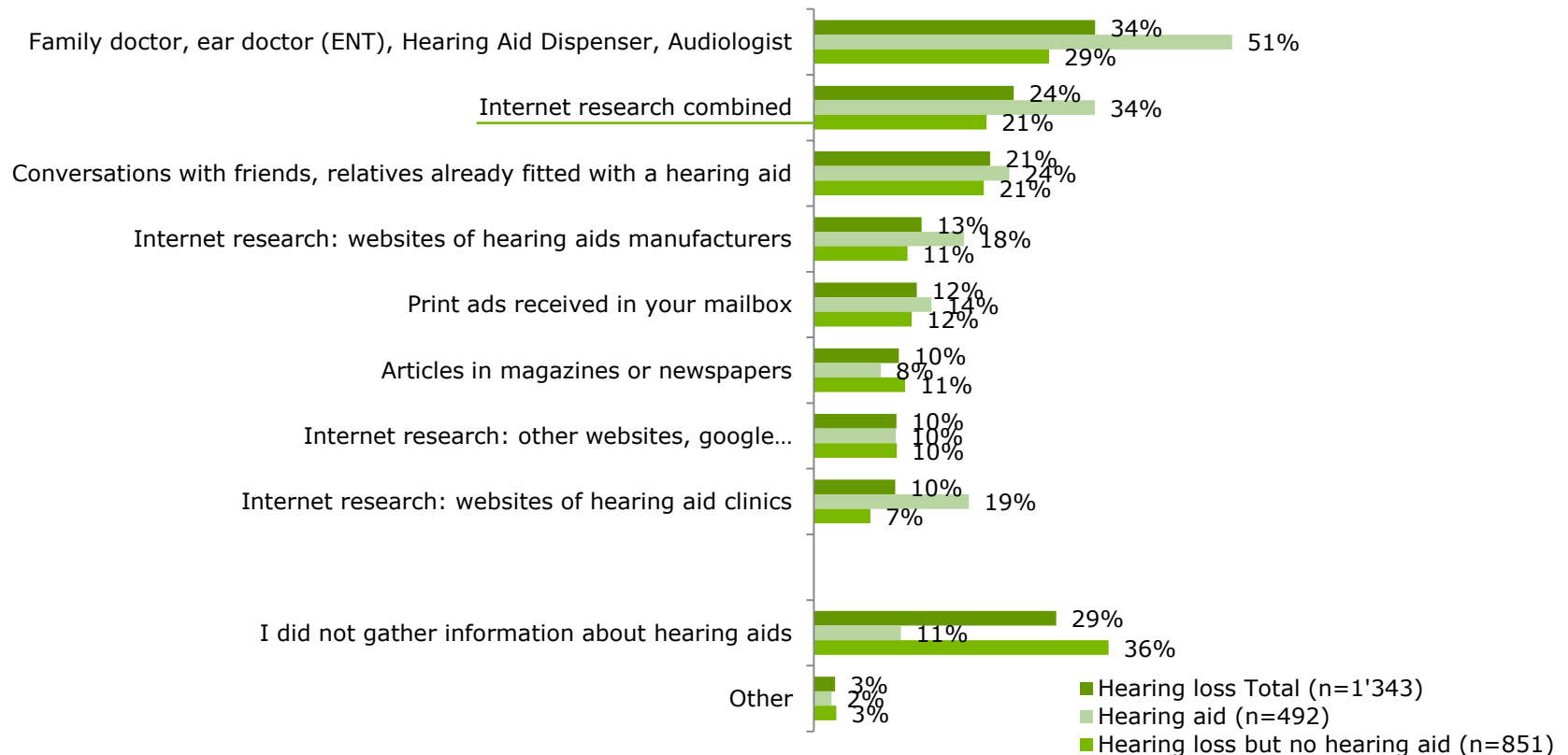


Base= 4'167

The route to the hearing aid: Sources of information and drop-out rates

Doctors and hearing aid dispensers are the most important sources of information and therefore the major gatekeepers – followed by the internet and other people with hearing aids.

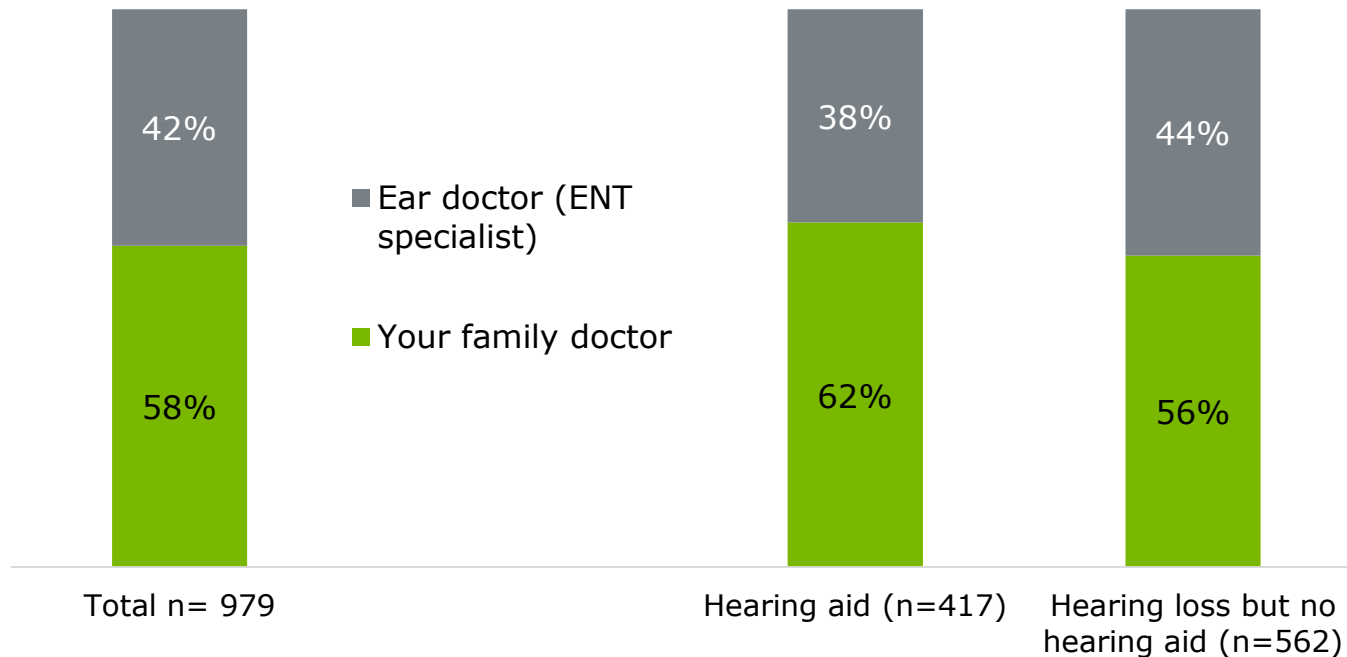
Where did you gather information about hearing aids?
Please check all that apply.



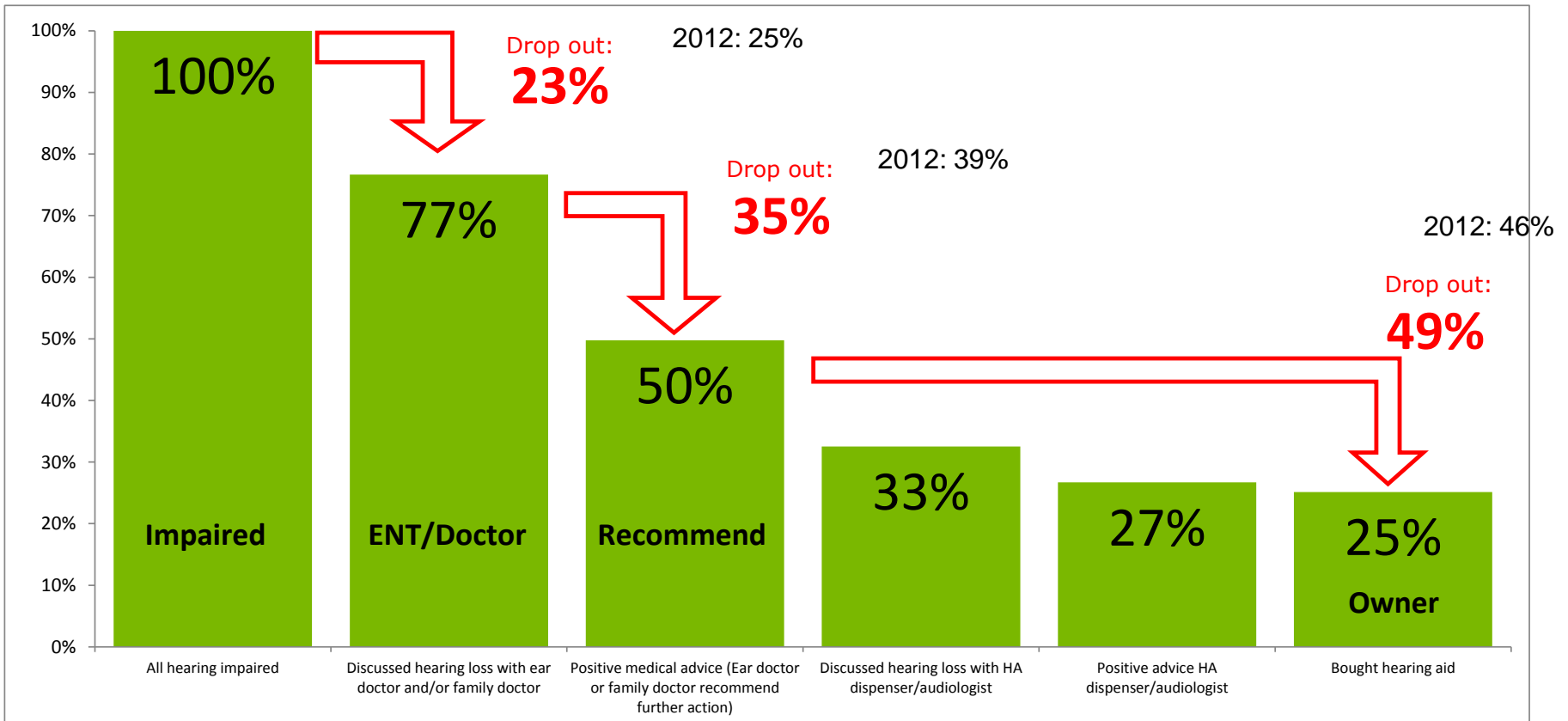
Of those who discussed the hearing loss with a doctor, 42% talked to an ENT first and 58% talked to the family doctor first

Those who discussed hearing loss with family doctor and/or ENT:

Who was the doctor you discussed your hearing loss with for the **first time** – your family doctor or the ENT specialist?



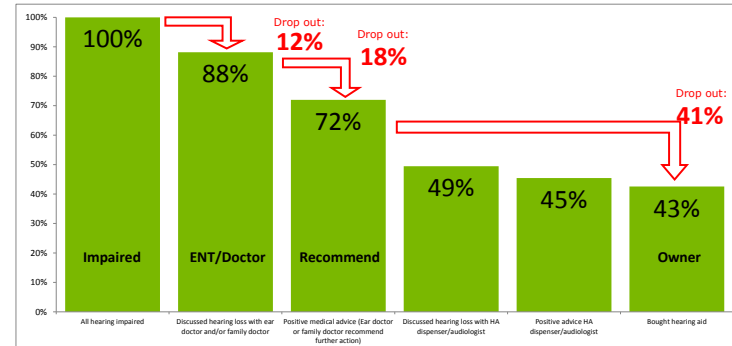
The route to the hearing aid



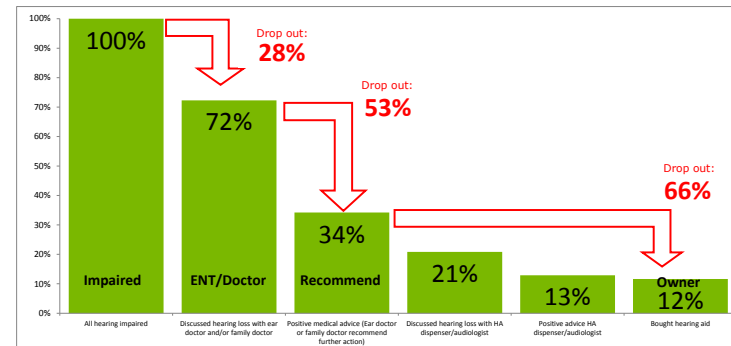
Base: n=1'343

Much higher drop-out-rates for the lower hearing loss segments

Top 50% hearing loss*



Low 50% hearing loss*

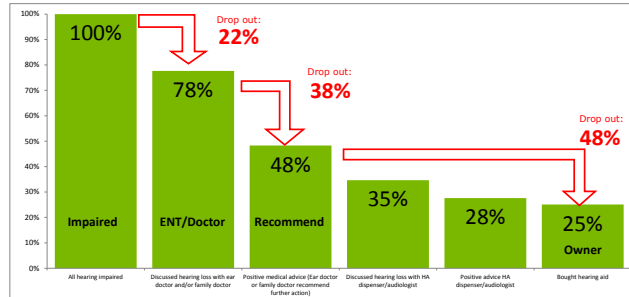


Base: n=561/562

* 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:

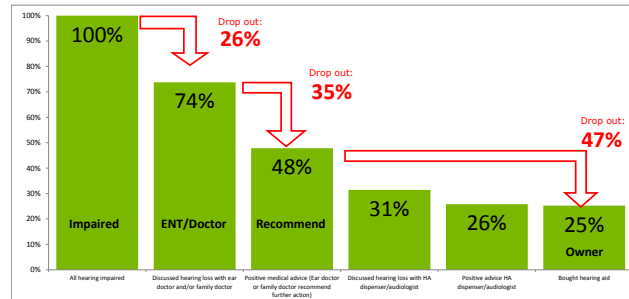
- Number of ears impaired (one or two)
 - Stated hearing loss (Mild to Profound)
 - Scores on 6 APHAB-EC – like questions (Scaled 1-5)
 - When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise
- People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).

Route to the hearing aid: comparison of regions in Italy



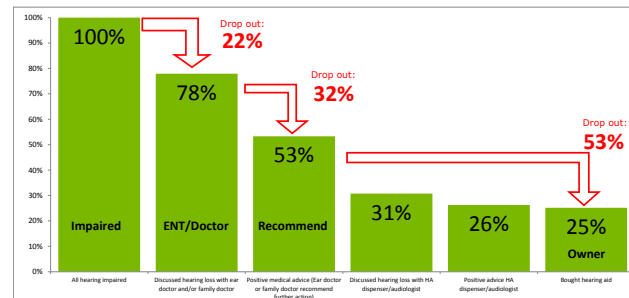
NORTH (N=552)

Emilia-Romagna, Friuli-Venezia Giulia, Liguria, Lombardia, Piemonte, Trentino-Alto Adige, Valle d'Aosta, Veneto



CENTRAL (N=348)

Abruzzo, Lazio, Marche, Sardegna, Toscana, Umbria



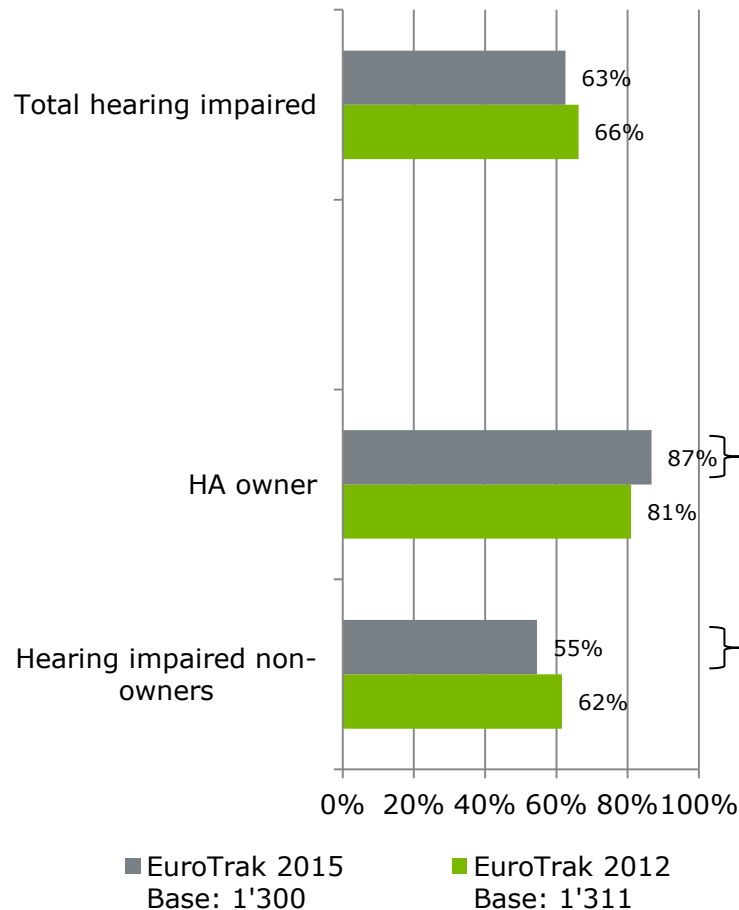
SOUTH (N=443)

Basilicata, Calabria, Campania, Molise, Puglia, Sicilia

The route to the hearing aid: GP/Family doctor

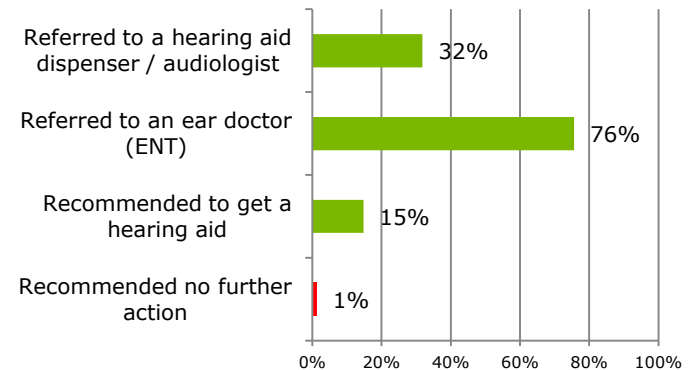
Have you discussed your hearing problem with your family doctor?

% Discussed with GP

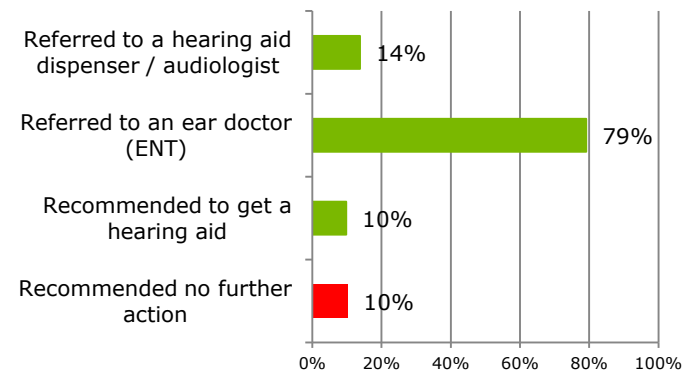


What did he/she recommend ?

HA owner (Base: 404)



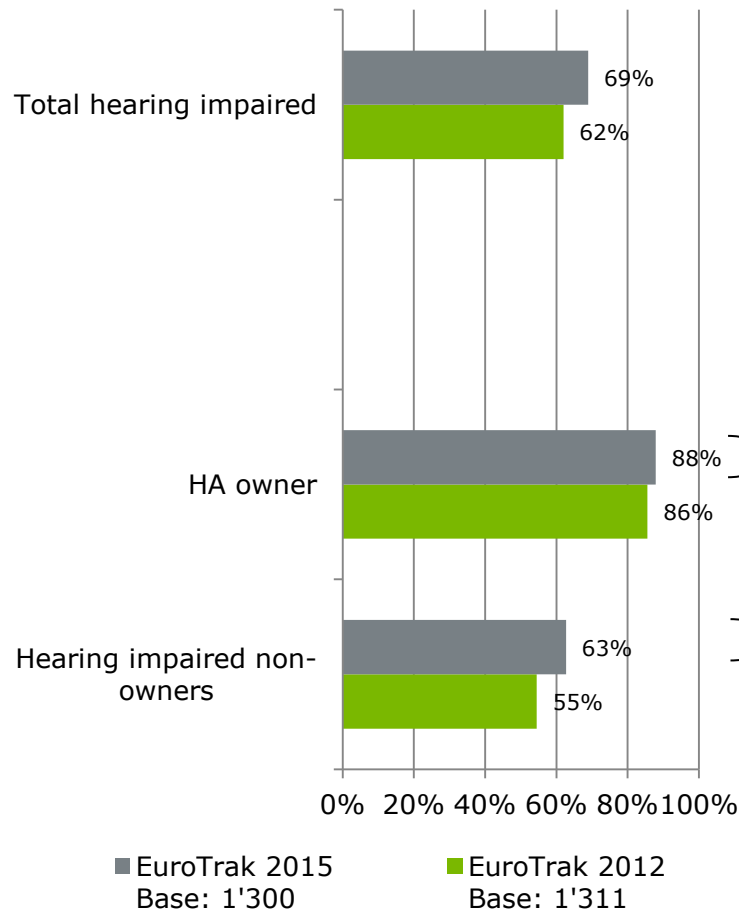
Impaired non-owner (Base: 454)



The route to the hearing aid: ENT

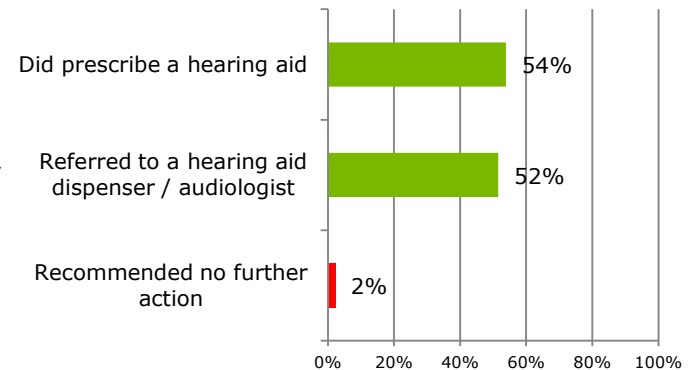
Have you discussed your hearing problem with an ear doctor (ENT)?

% Discussed with ENT

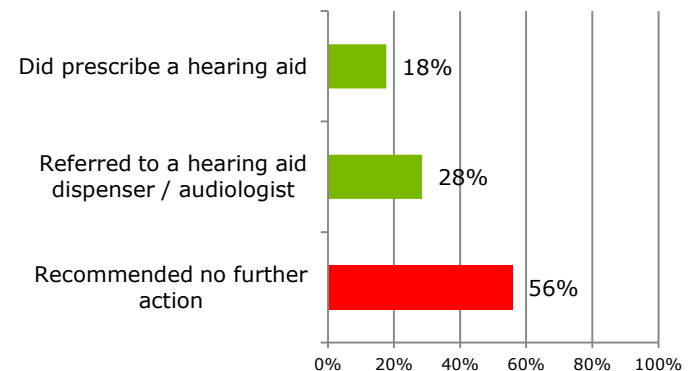


What did he/she recommend ?

HA owner (Base: 413)



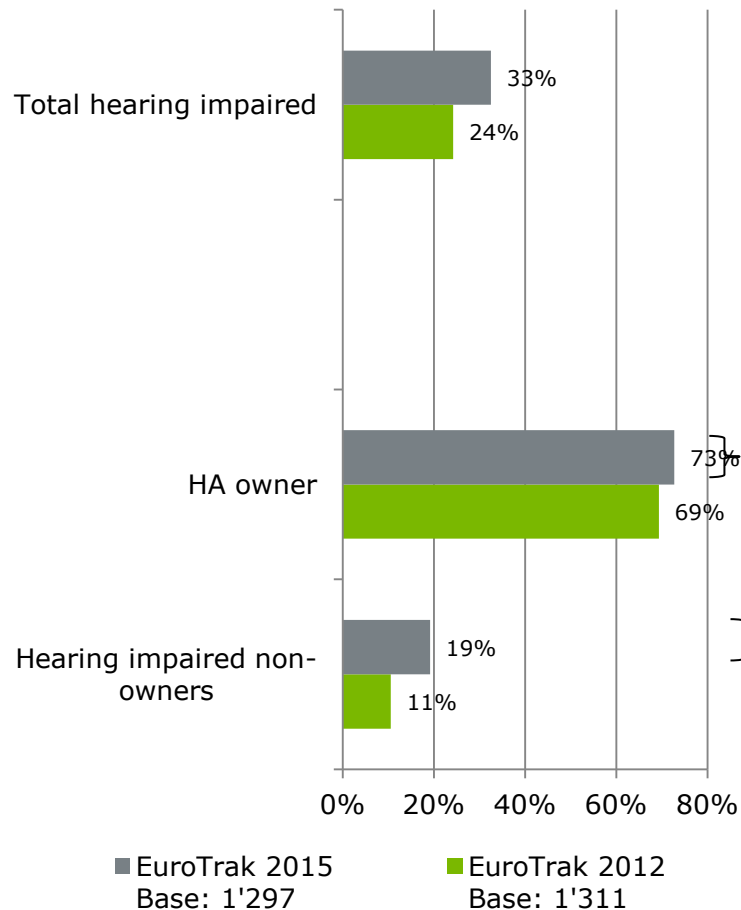
Impaired non-owner (Base: 504)



The route to the hearing aid: HA dispenser

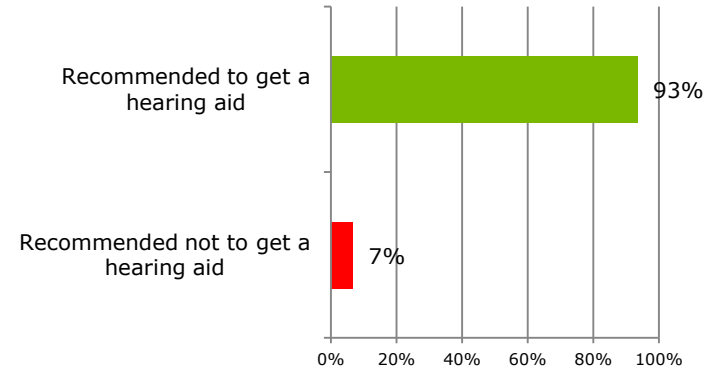
Have you discussed your hearing problem with a Hearing Aid Dispenser/Audiologist?

% Discussed with Audiologist

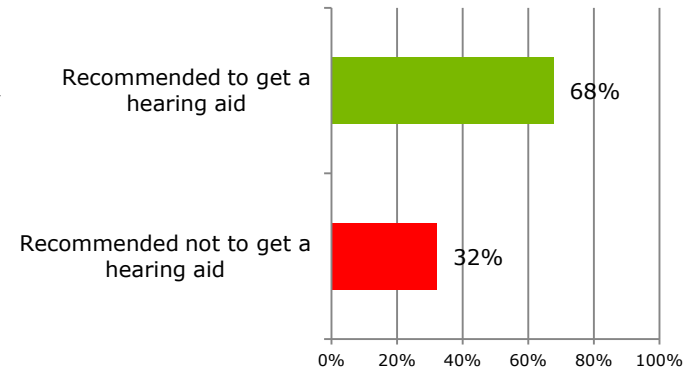


What did he/she recommend ?

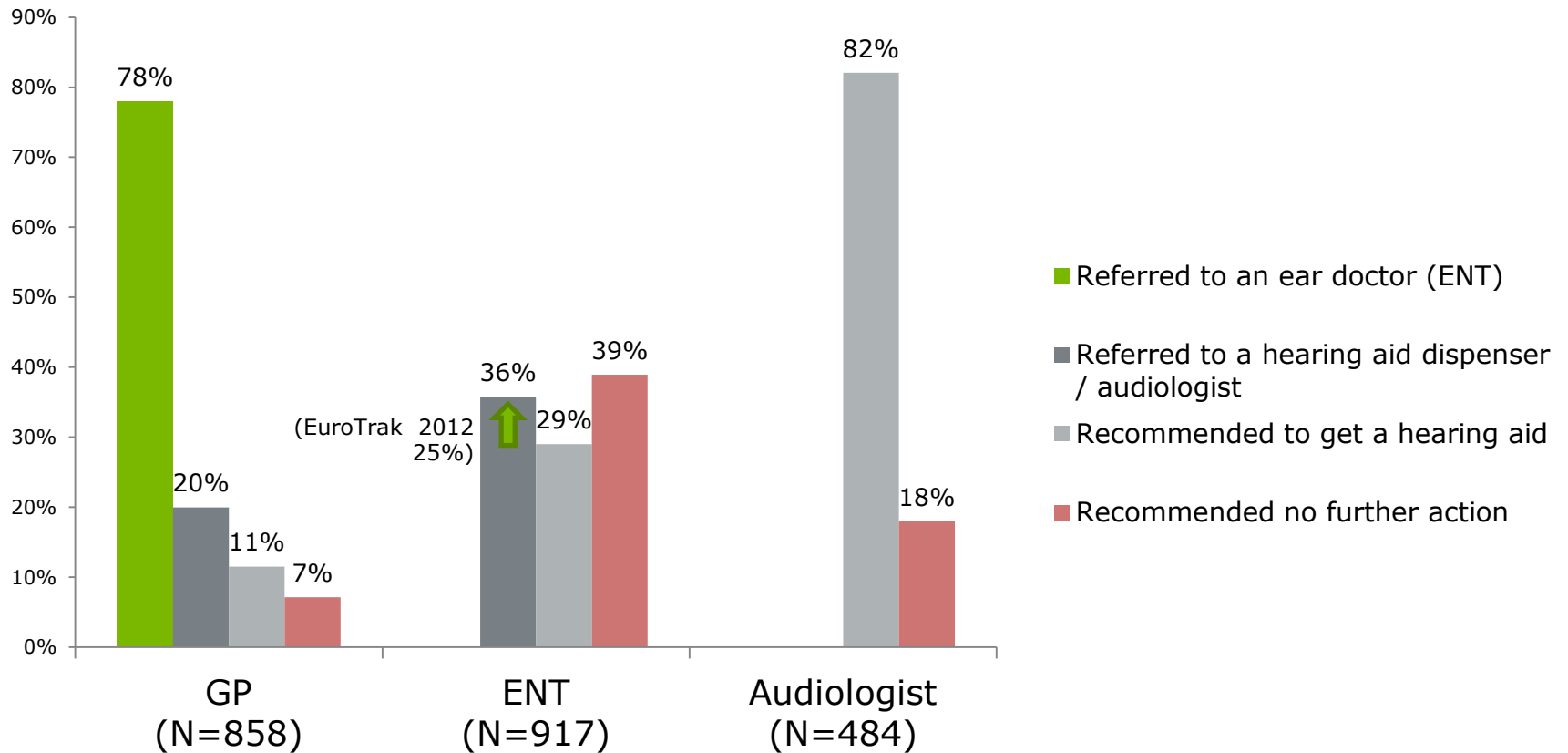
HA owner (Base: 322)



Impaired non-owner (Base: 162)



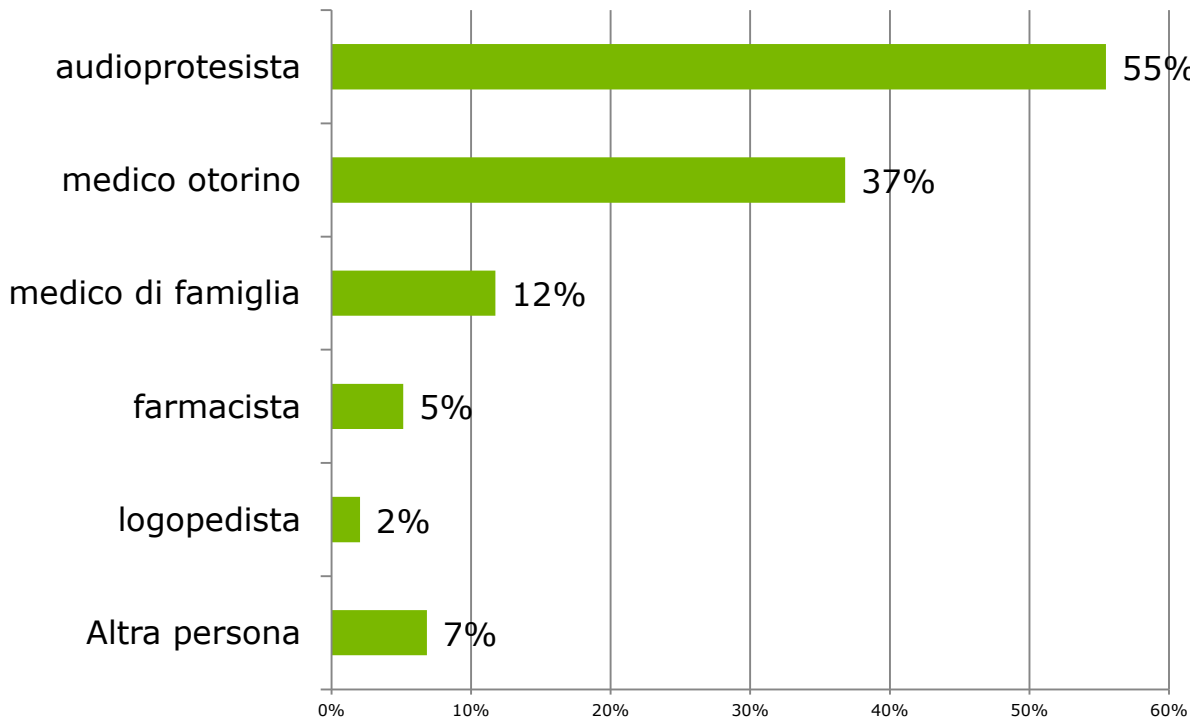
Recommendations by profession



More than half of the hearing aid owners were assisted by an “audioprotesista” when acquiring the HA

When you purchased your hearing aid, who was looking after you?*

(‘Quando ha acquistato il suo apparecchio acustico qual è la figura professionale che l’ha assistita?’)



Italy specific question

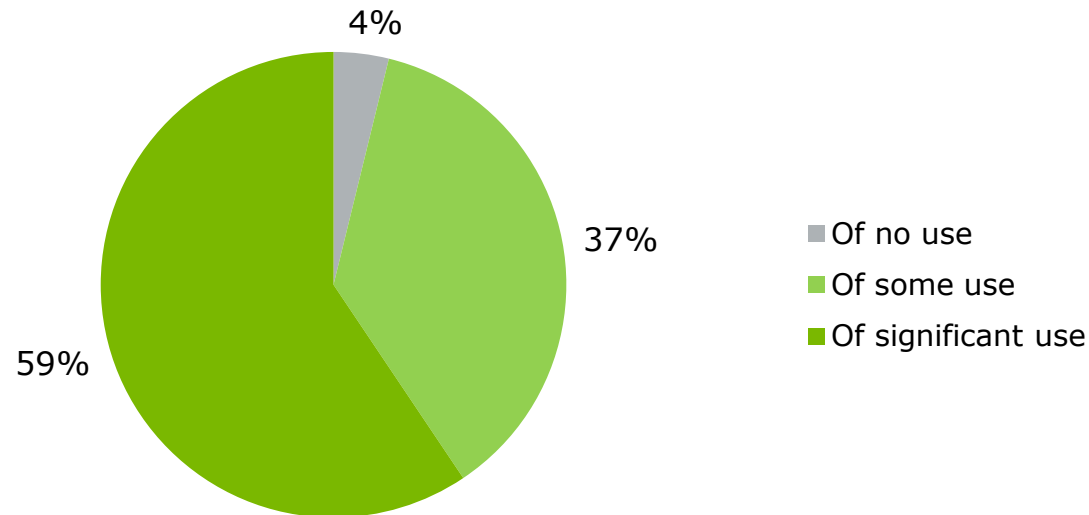
HA-owner, n=492

*multiple responses possible (sum doesn't add up to 100%)

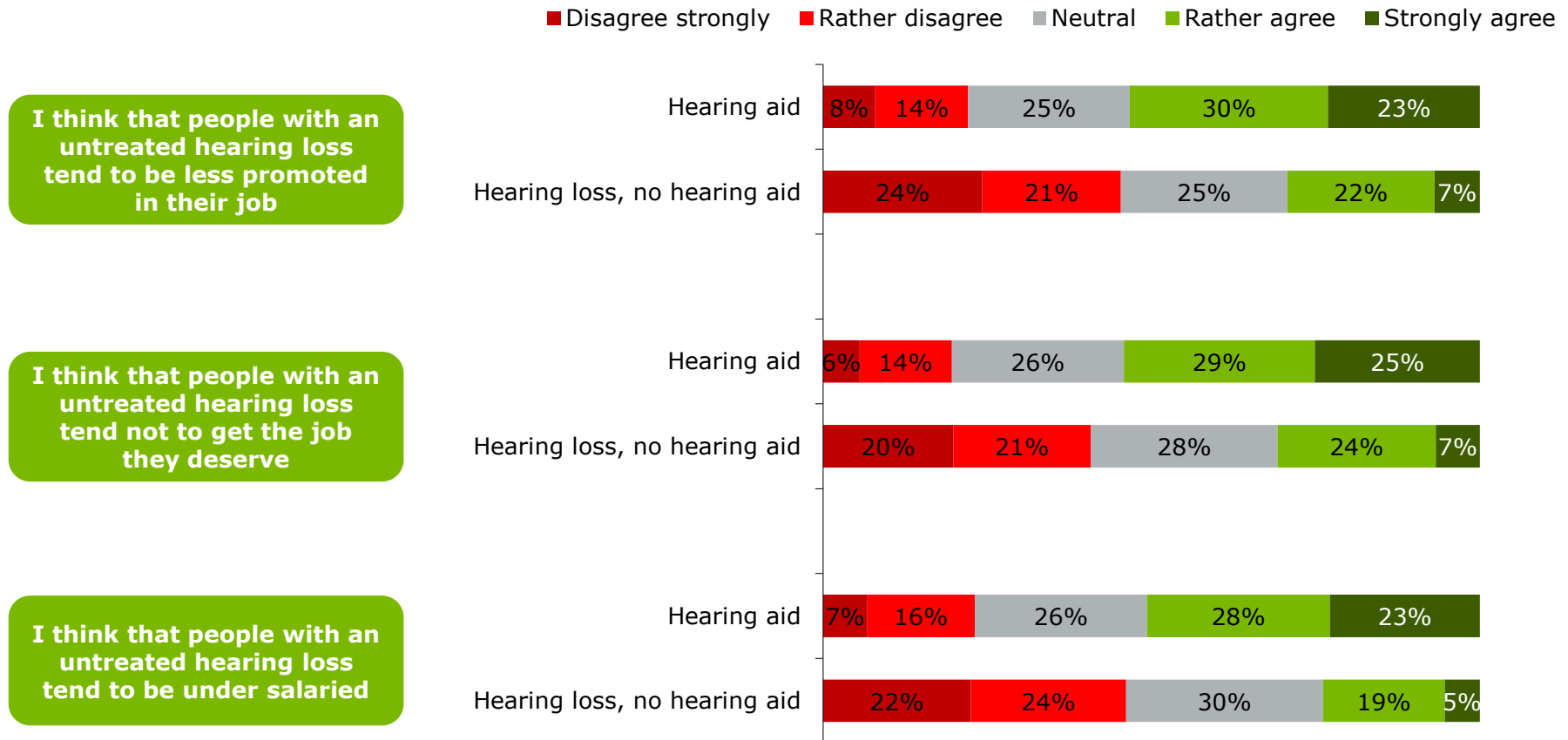
Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms, sleep quality

Work competitiveness: 96% 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?



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.

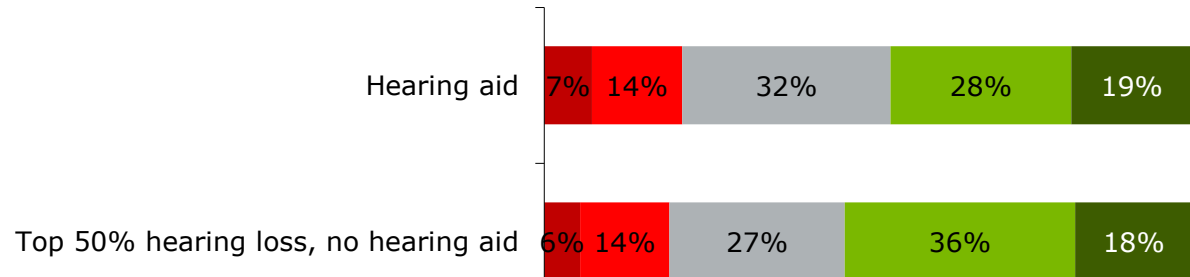


Base: Hearing loss, no hearing aid =777/ hearing aid n=464

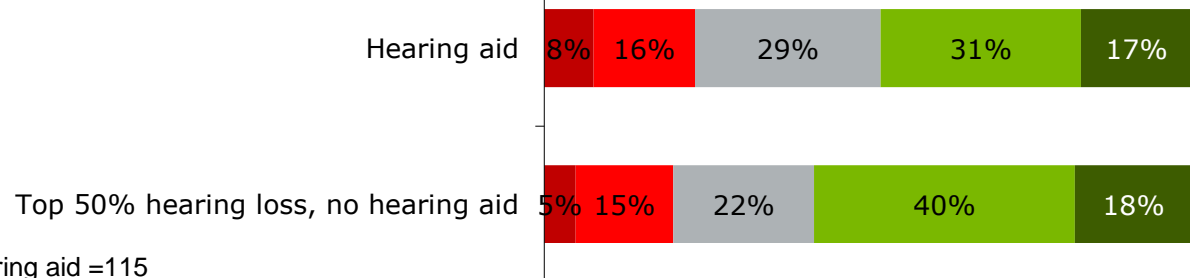
General health problems: Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss*), hearing aid owners feel less exhausted in the evenings

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

In the evenings I often feel physically exhausted



In the evenings I often feel mentally exhausted



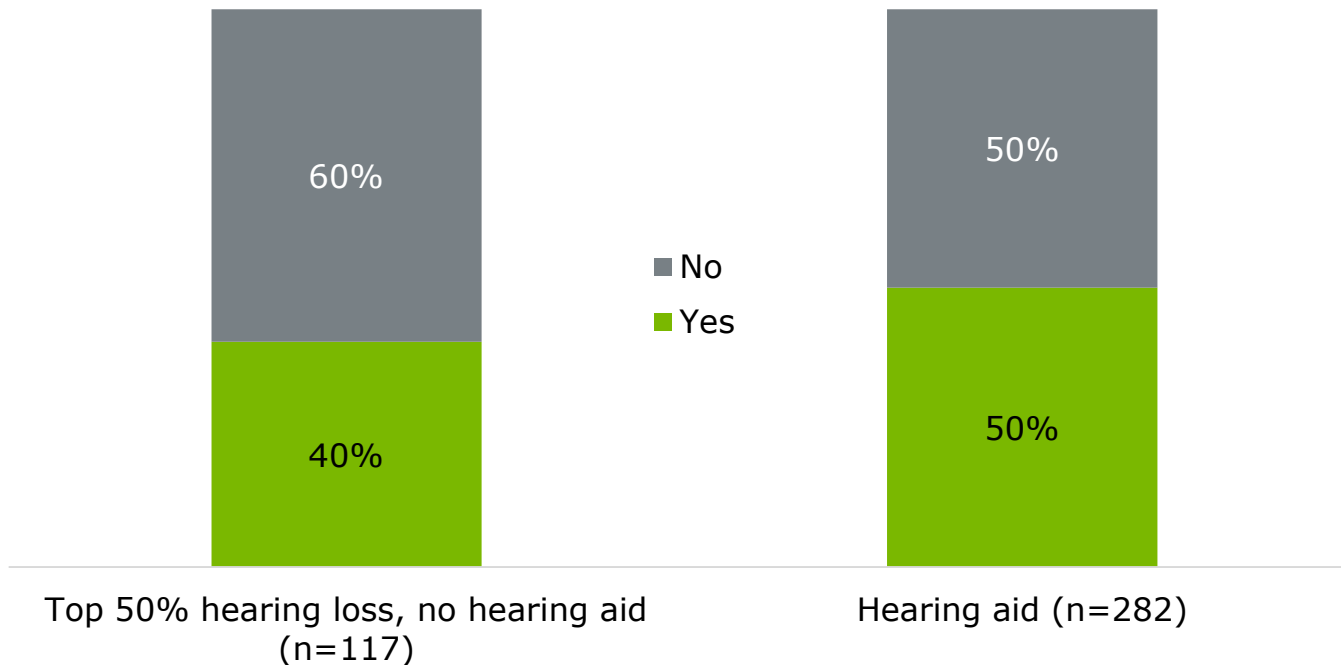
Base: hearing aid n=276 / Top 50% no hearing aid =115

*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).

General health problems: Quality of sleep seems to improve if hearing impaired use hearing aids

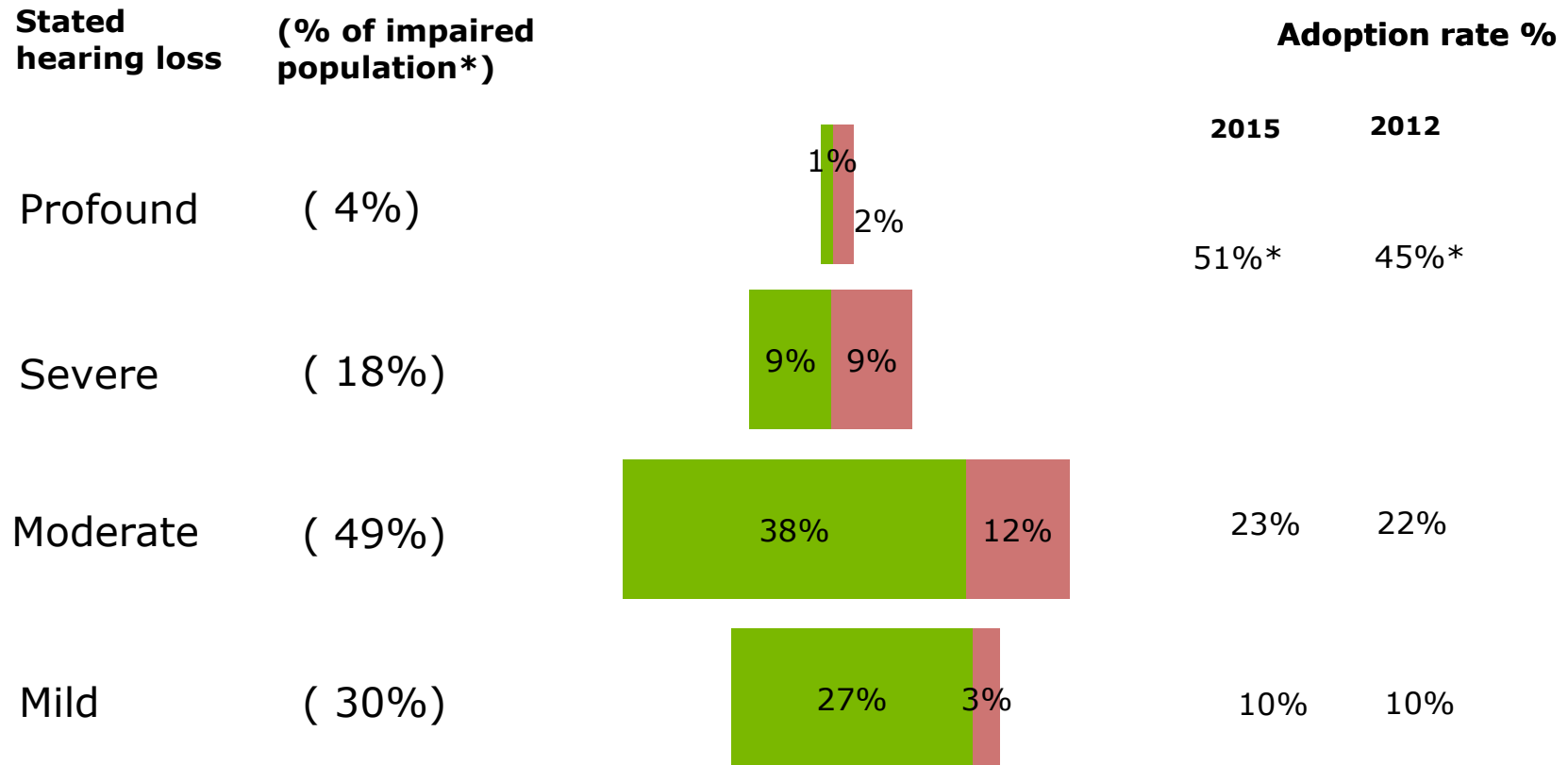
Are you generally satisfied with the quality of your sleep?



3. Analysis of hearing aid owners

Hearing aid ownership, awareness of hearing loss
before getting hearing aids, lifetime of hearing aids
and usage

Low adoption rates within mild and moderate hearing loss



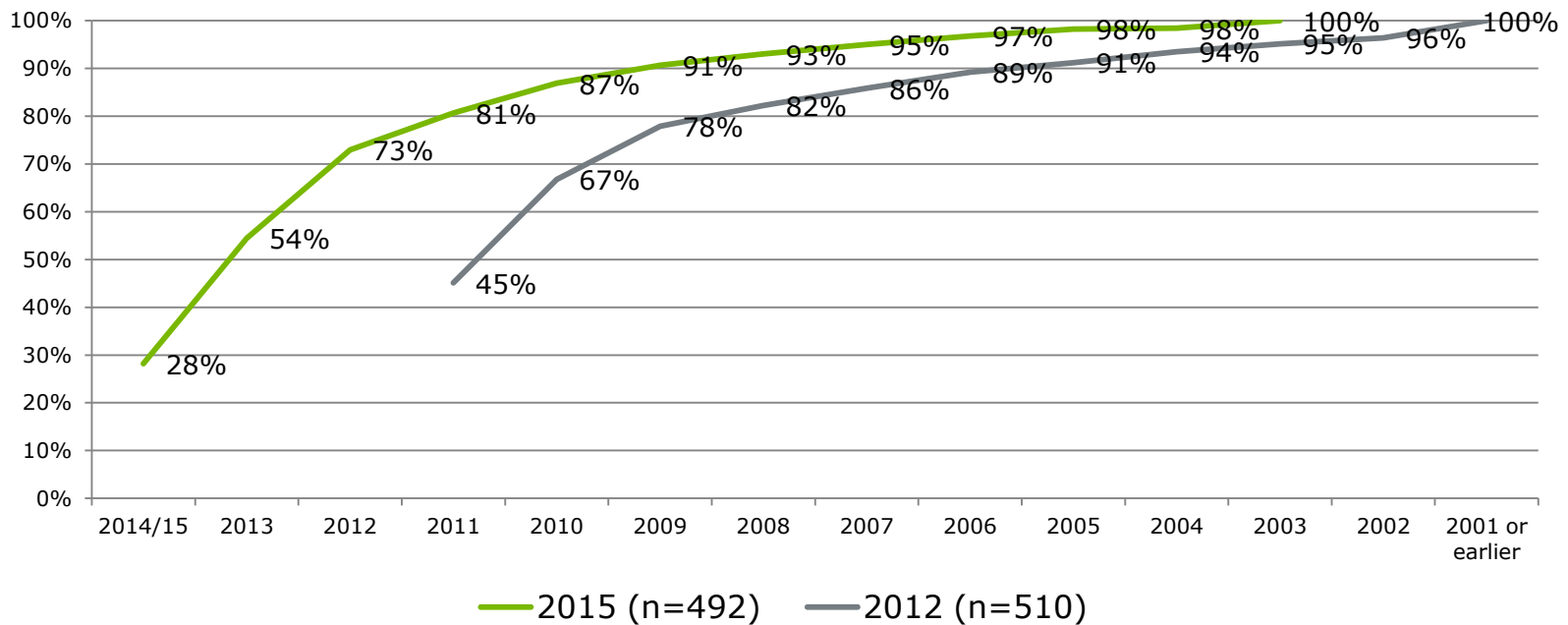
Base: n= 1'291

Sums can differ from 100% due to rounding

* combined "severe" and "profound" because n is too small

54% of the currently owned HAs were bought in the last two years

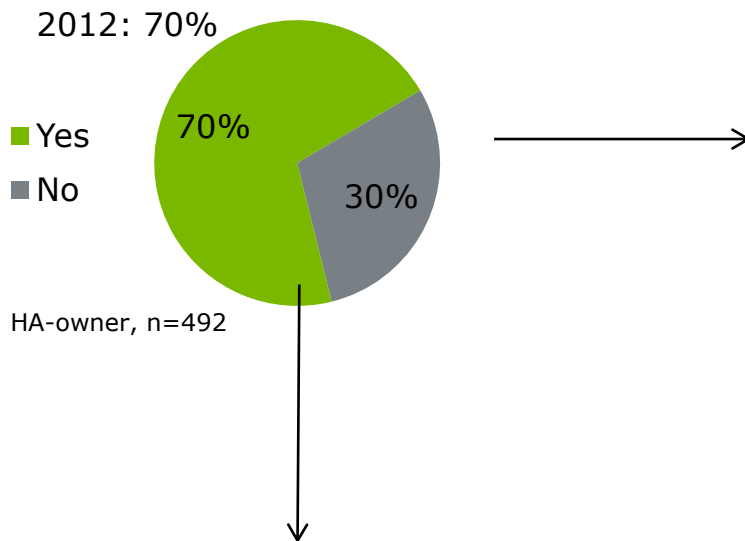
Year of purchase



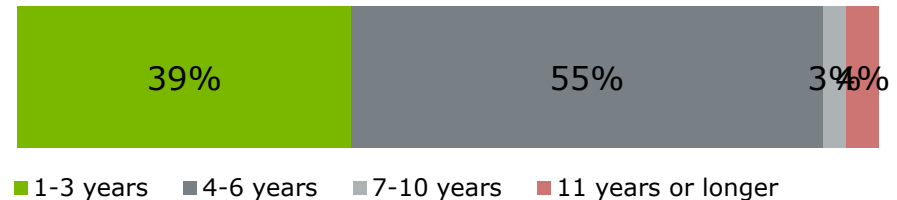
Age of currently owned HAs (Mean):
2015: 2.5 years
2012: 2.3 years

On average 2-3 years pass between becoming aware of the hearing loss and the purchase of hearing aids. Hearing aids are used for 4 years before they are being replaced.

Current HAs = first HAs?



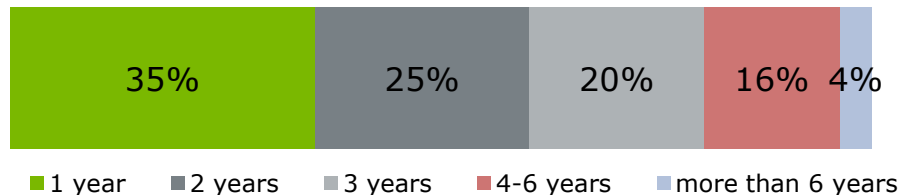
How many years did you own your previous HAs?



Base: n=127

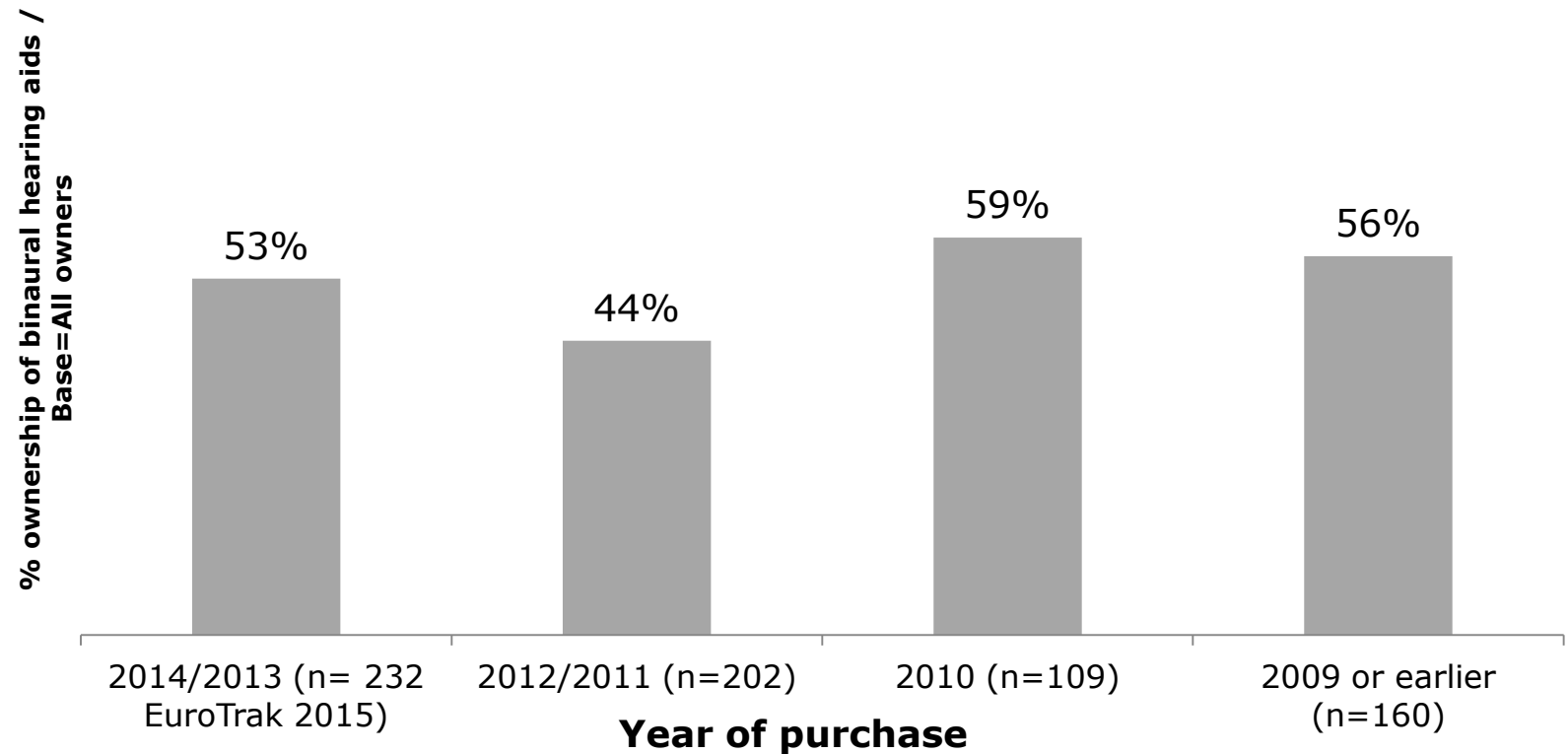
Age of HA before it has been replaced:
2015: 4 years (median)
2012: 4 years (median)

Thinking back before you purchased your first hearing aid: How many years have passed since you became aware of your hearing loss until you purchased a hearing aid?



Base: n=365

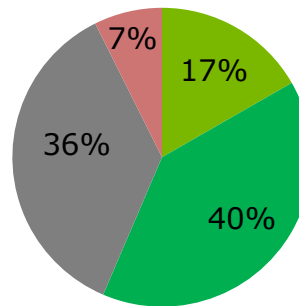
Monaural-binaural treatment by purchase date



While a majority of hearing impaired without hearing aids don't know whether a third party would pay any part of hearing aids - 57% of the hearing aid owners received some kind of 3rd party reimbursement

2015

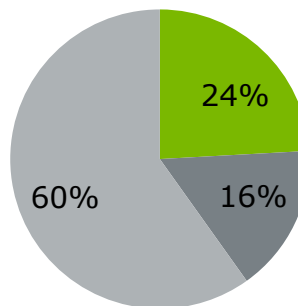
Owners: Was any part or all of your hearing aid(s) paid for by a third party ? (Insurance, Government, ...)



HA-owner, n=492

- Yes, completely (2012:23%)
- Yes, partly (2012: 42%)
- No (2012: 27%)
- don't know (2012:8%)

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, Government, ...)

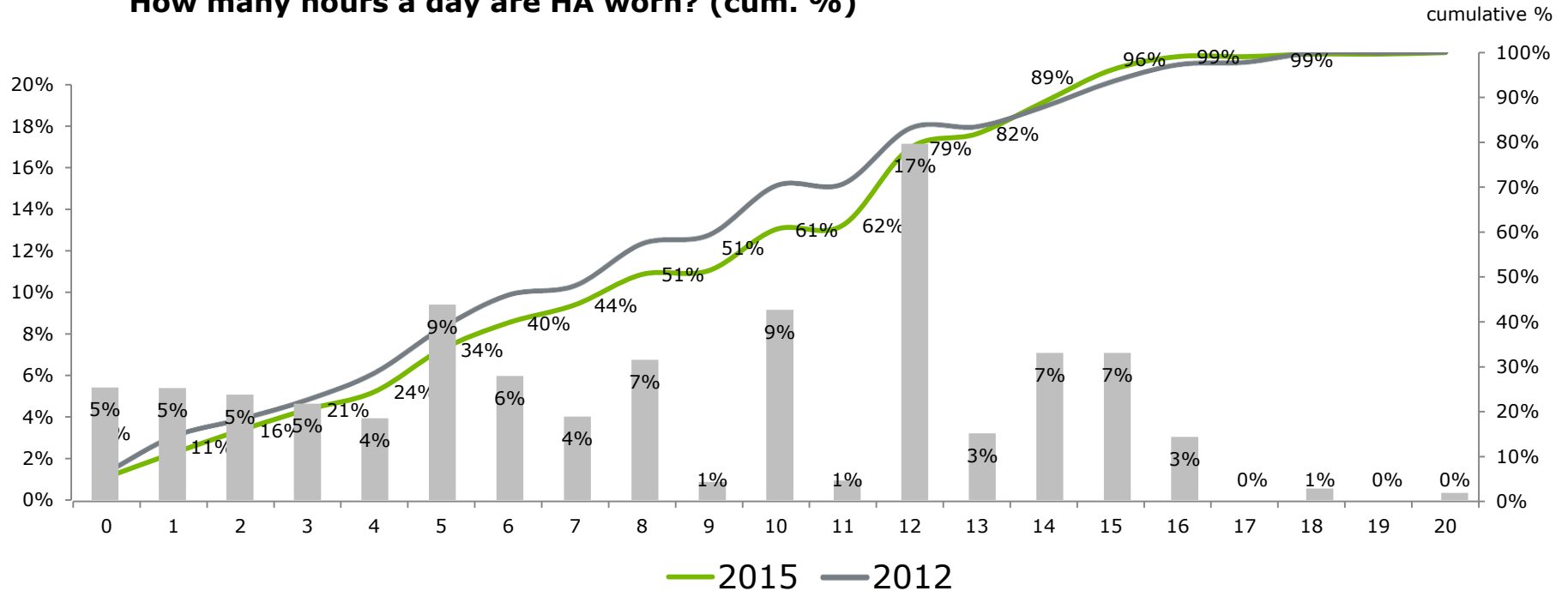


HA-non-owners, n=851

- Yes (2012: 22%)
- No (2012: 18%)
- don't know (2012:60%)

On average, HAs are worn 8.4 hours a day

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

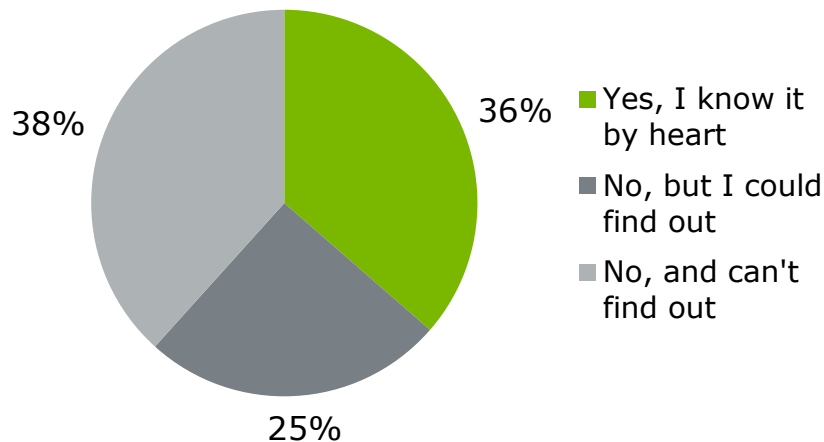


HA-owner:
2015: n=492
2012: n=501

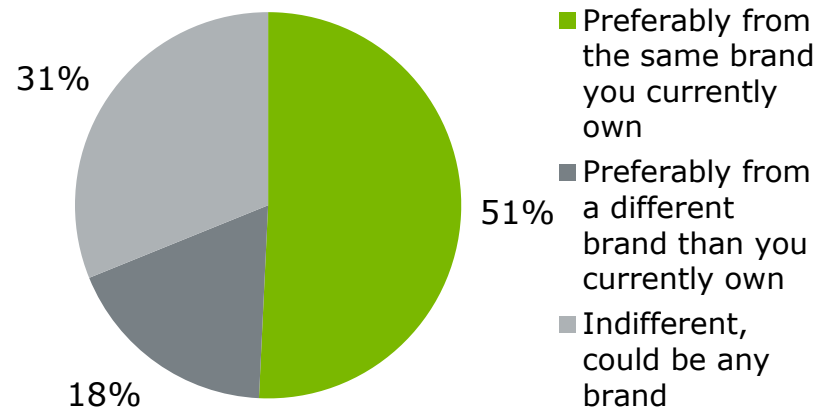
HA worn:
2015 Mean: 8.4 hours/day
2012 Mean: 7.7 hours/day

Only 36% of today's hearing aid owners are aware of their hearing aid brand

Are you aware of the brand of your hearing aid(s)?

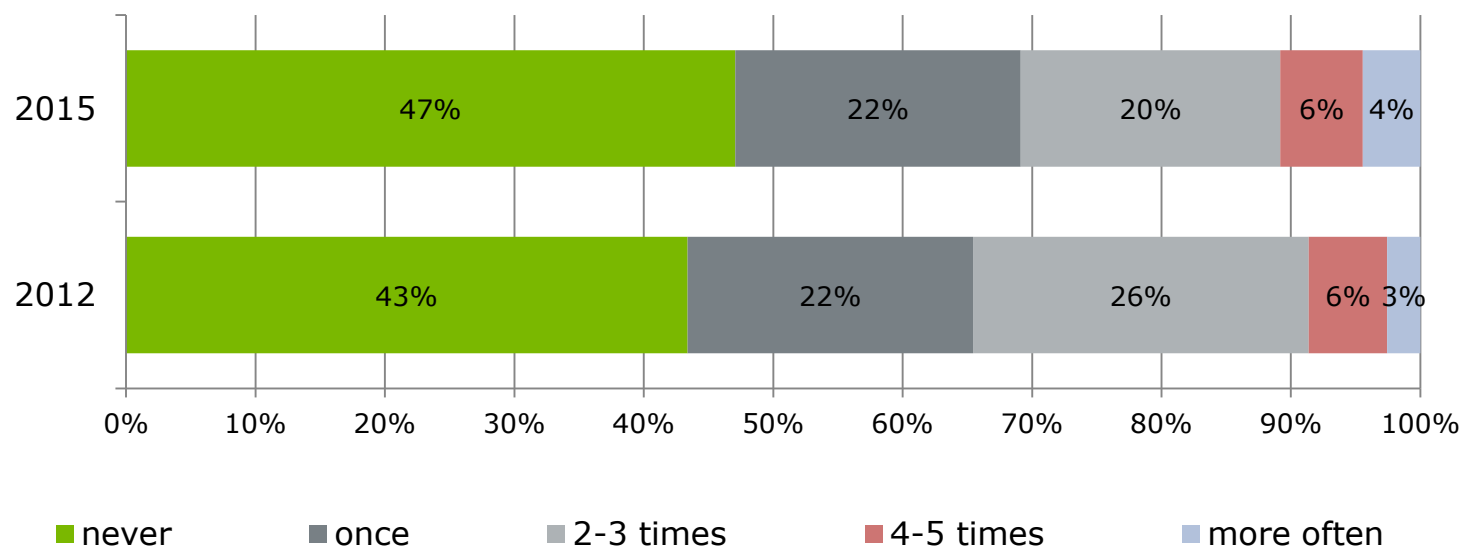


In case you plan to obtain new hearing aid(s), what brand would you choose?



69% 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?

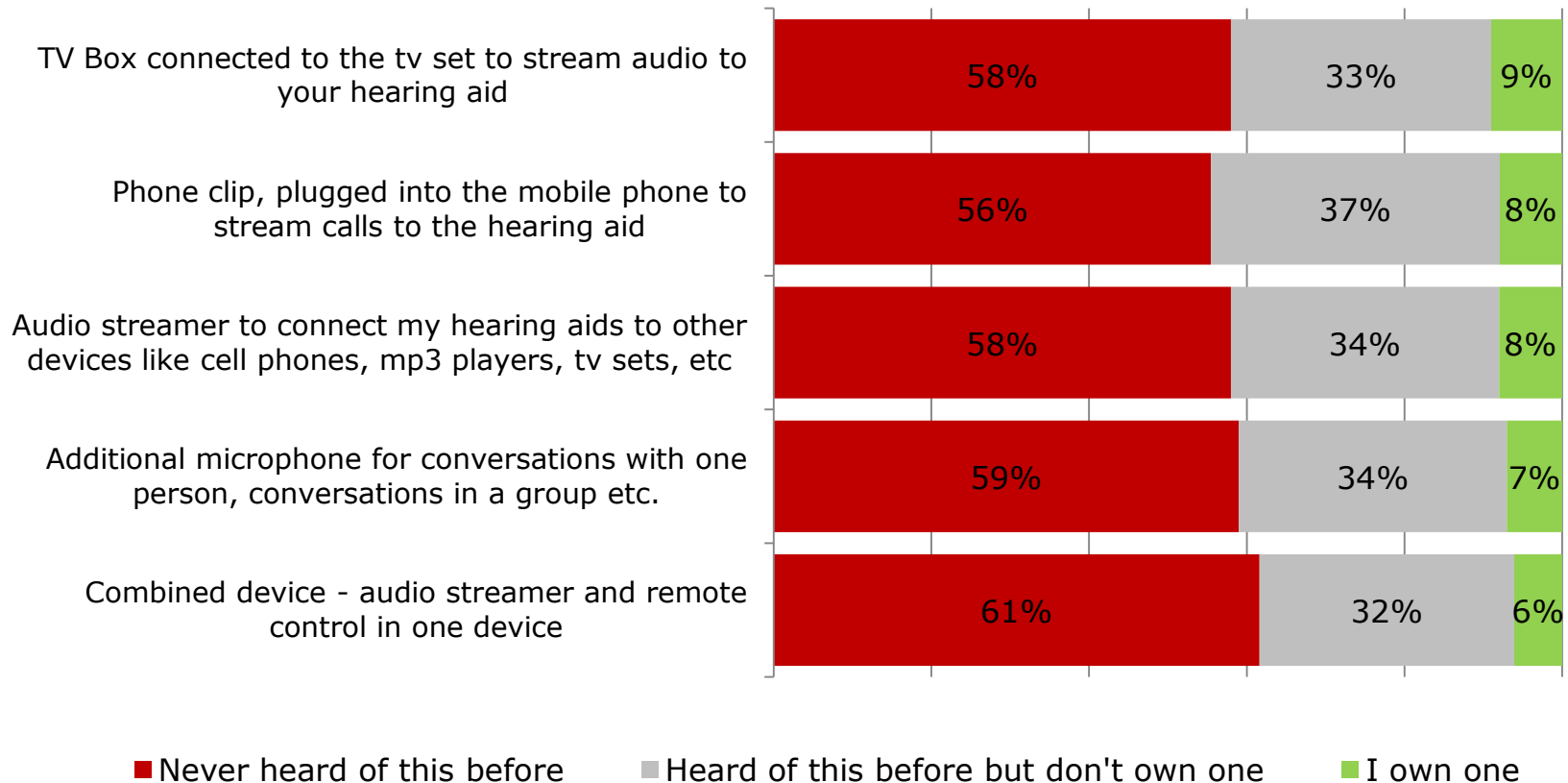


HA-owner:
2015: n=492
2012: n=510

Awareness and usage of accessories and Telecoil

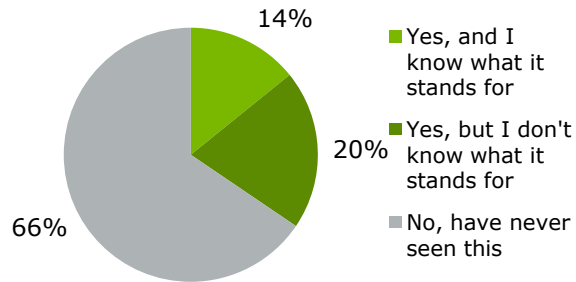
TV Box is the most often owned electronic accessory: 9% of hearing aid owners have one – 33% have heard of it but don't own one.

Which of the following accessories have you heard of and which ones do you own?

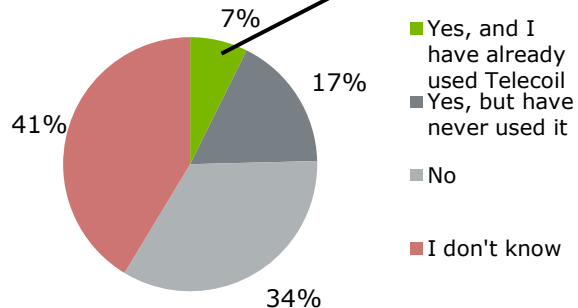


14% of hearing aid owners know what Telecoil is but only 7% have used it – mainly at home. Most of those who use it are satisfied.

Have you seen this logo before?

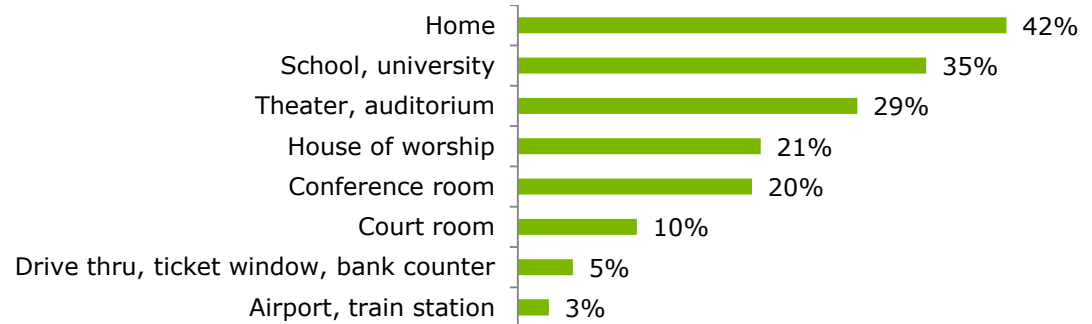


Are your hearing aids equipped with Telecoil?

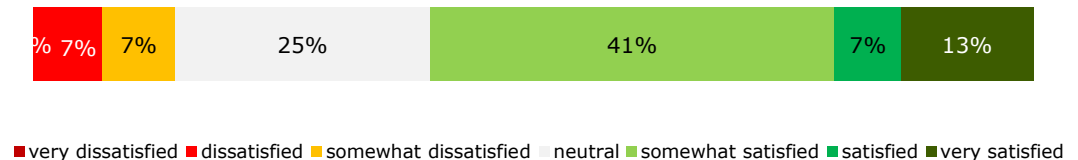


HA-owner, n=492

On what type of venues have you used hearing aids in a hearing loop (Telecoil)?



How satisfied are you with the use of Telecoil overall?

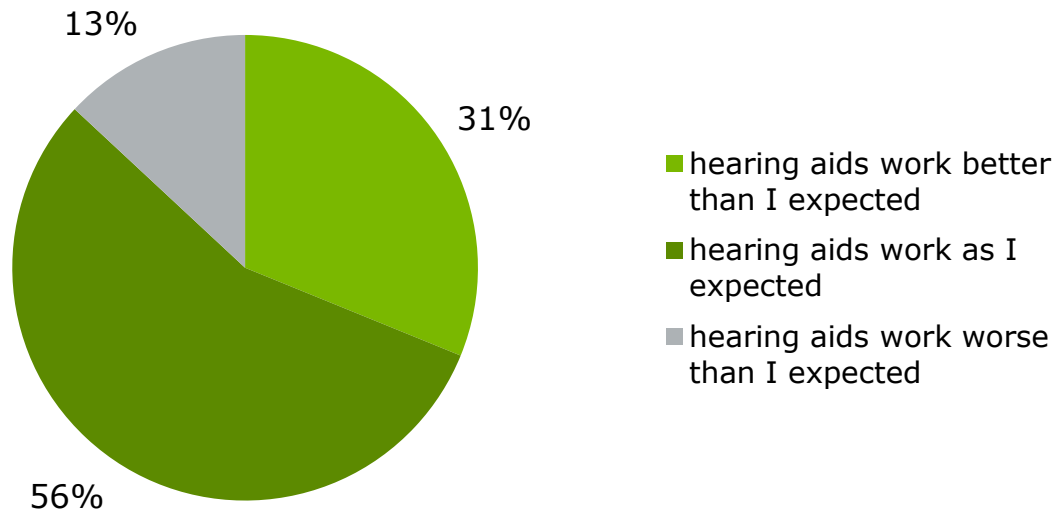


HA-owner, who have used Telecoil, n=45

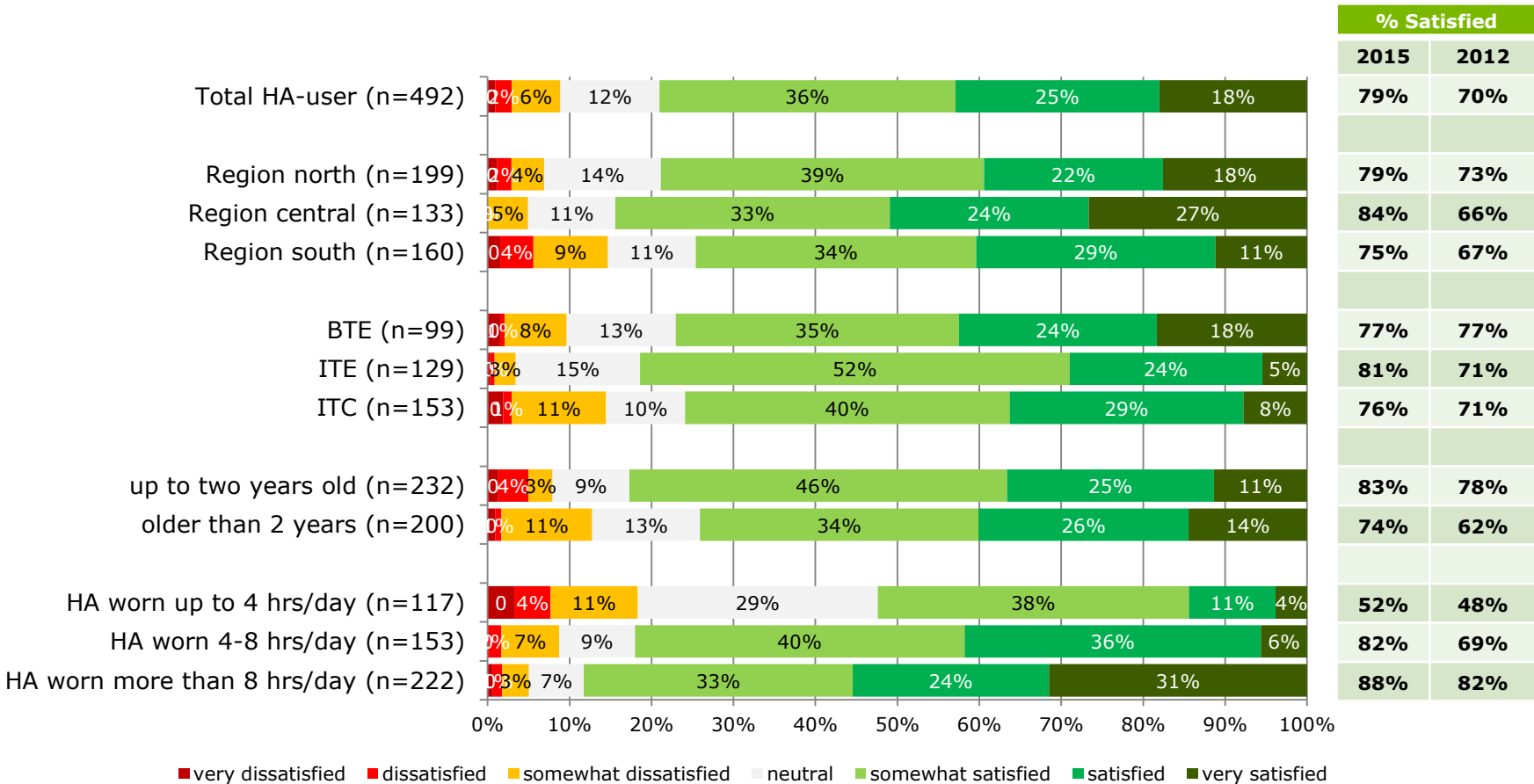
Satisfaction with hearing aids and drivers

87% of the hearing aid owners say their hearing aid works better than or as expected

How have the expectations you had towards hearing aids before trying them on for the first time been met?



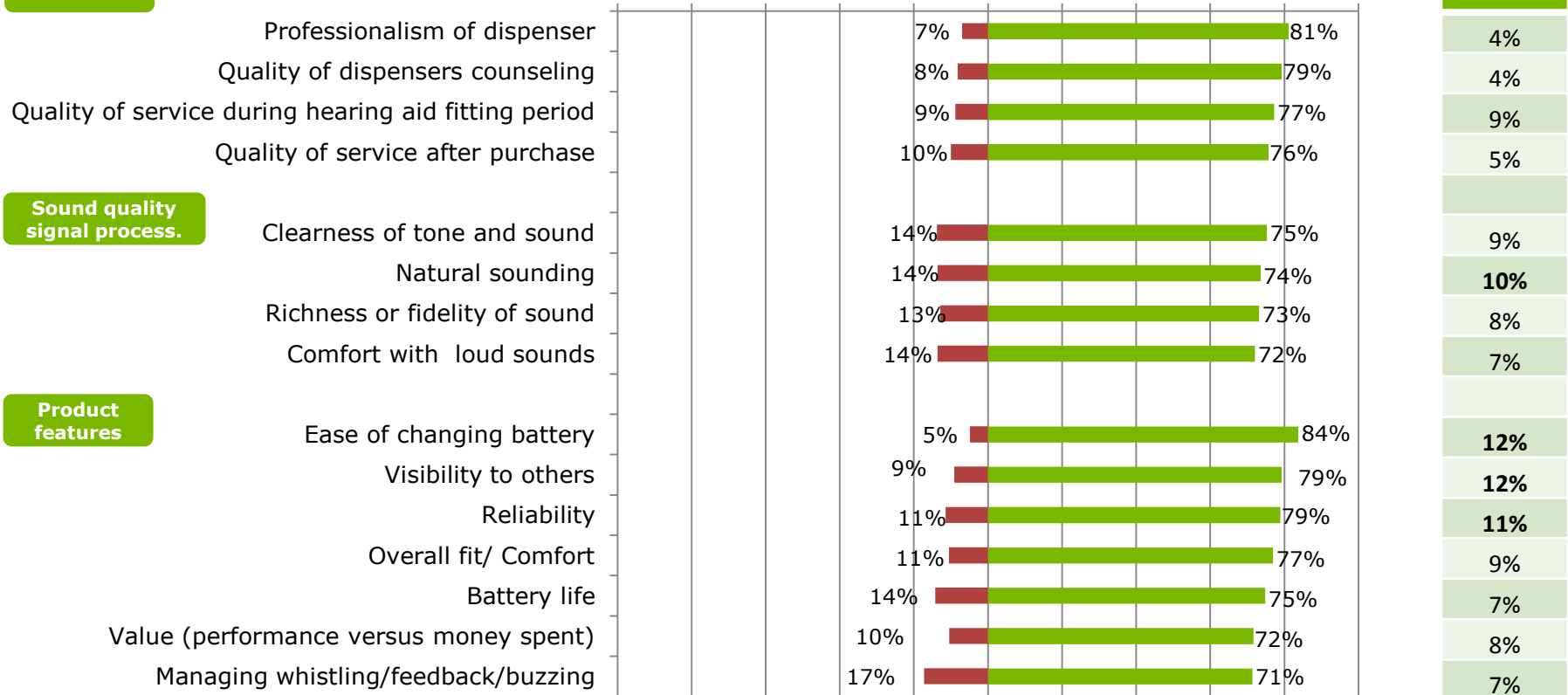
Overall satisfaction with HA increased from 70% to 79% since 2012



Overall Satisfaction with HA: Country comparison

	France	Switzerland	UK	Denmark	Norway	Italy	Japan
Overall satisfaction 2012	80%	84%	72%	70%	72%	70%	36%
Overall satisfaction 2015	84%	81%	70%			79%	

Trend*



%dissatisfied= % very dissatisfied + % dissatisfied + % somewhat dissatisfied
%satisfied= % somewhat satisfied + % satisfied + % very satisfied

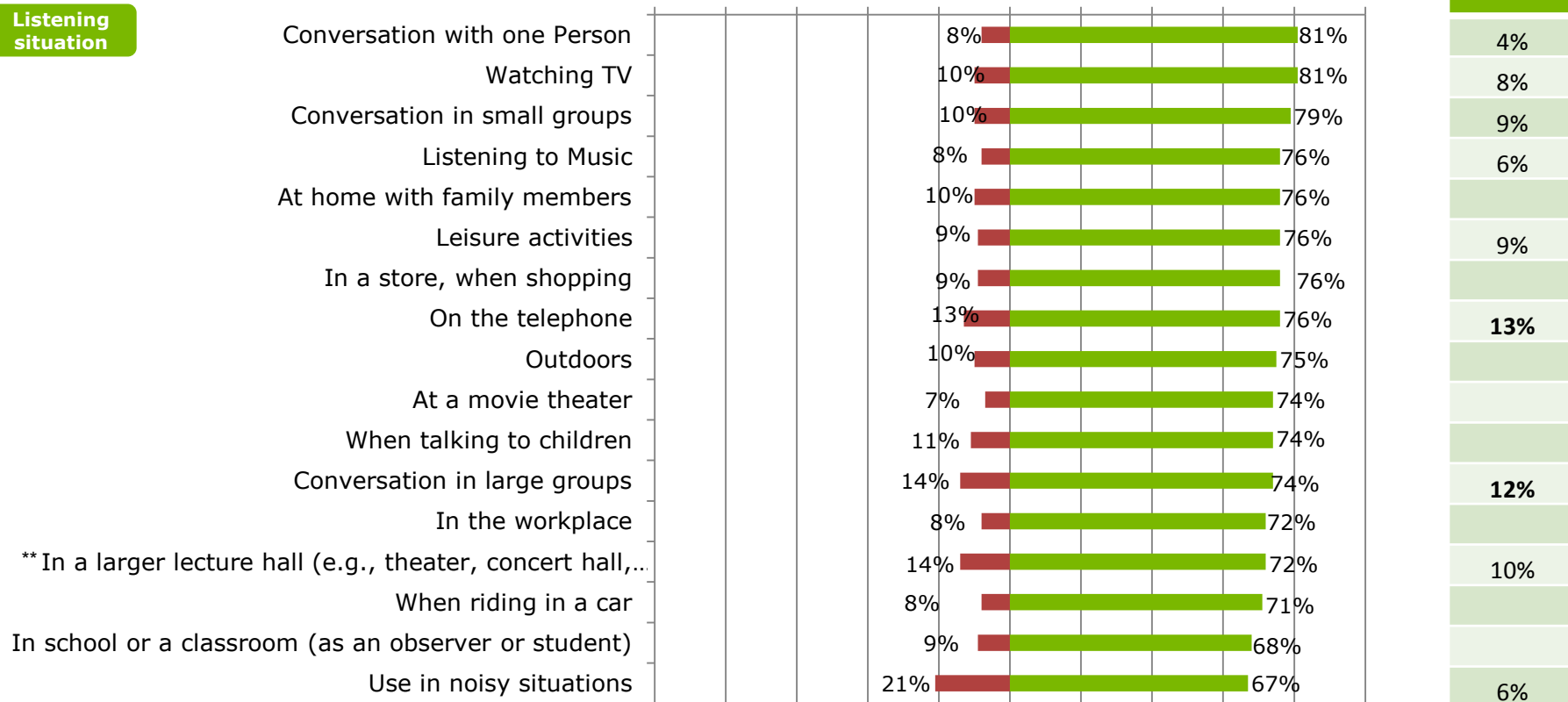
* % of satisfied HA owners compared to EuroTrak 2012

■ dissatisfied ■ satisfied

HA-owner, n=492

Satisfaction with current hearing aids

Listening situation



%dissatisfied= % very dissatisfied + % dissatisfied + % somewhat dissatisfied
%satisfied= % somewhat satisfied + % satisfied + % very satisfied

* % of satisfied HA owners compared to EuroTrak 2012

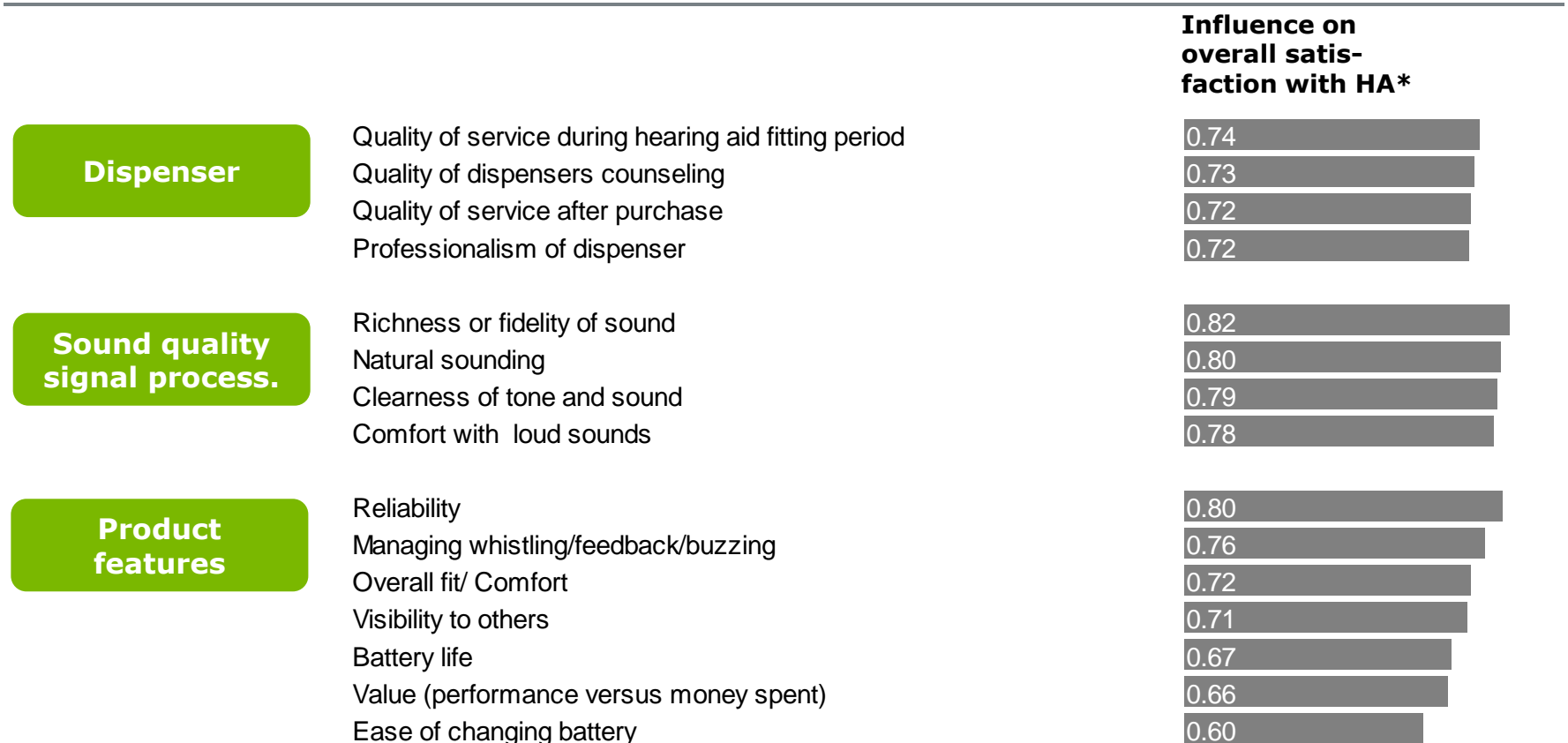
** question slightly changed: 2012=Understanding a lecture in a large public place

■ dissatisfied ■ satisfied

HA-owner, n=492



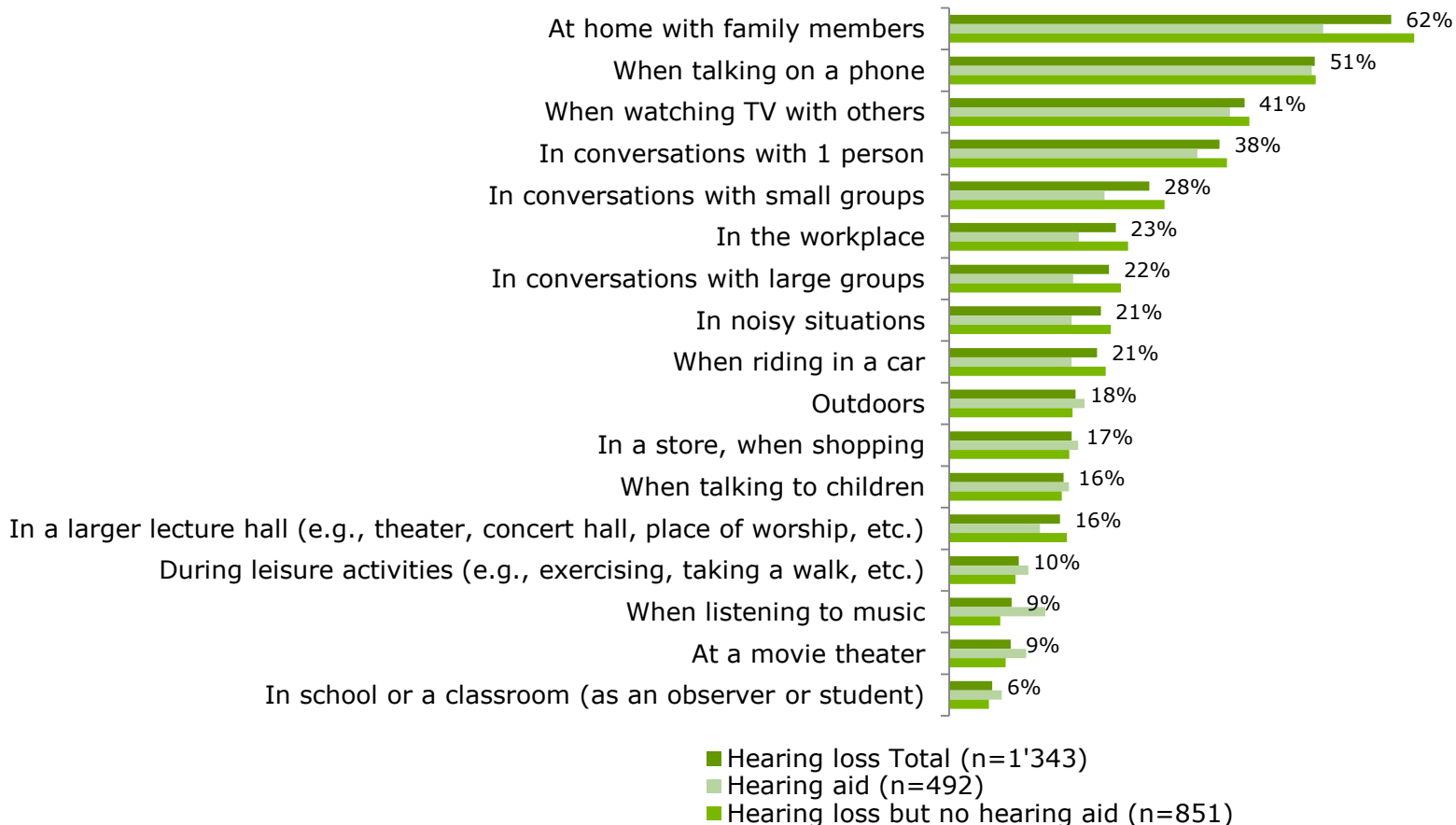
Factors influencing satisfaction with current HA: Sound quality/signal processing is most important for overall satisfaction with HA



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

Important listening situations

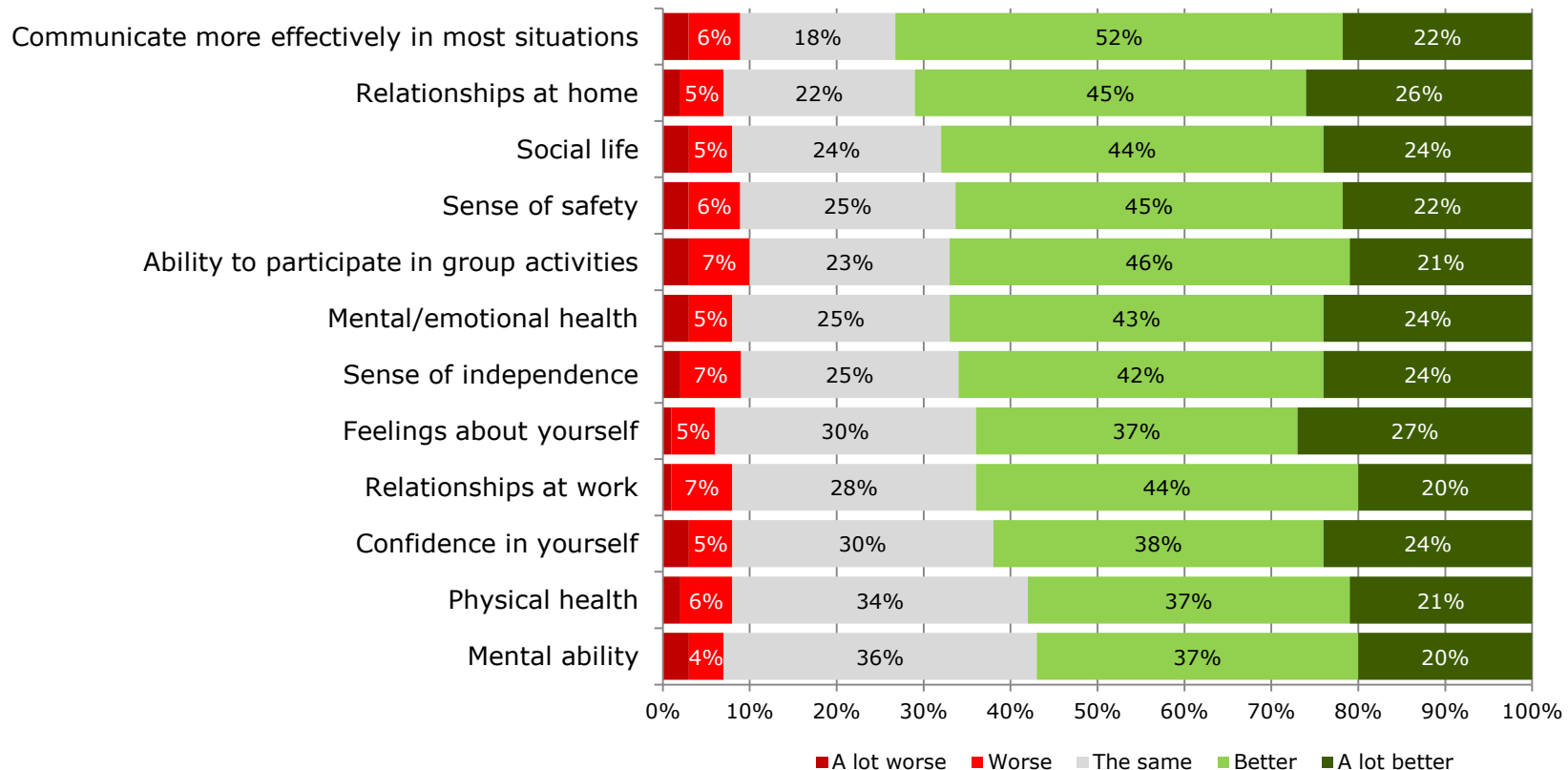
**In which of these situations is it most important for you to hear well?
(choose up to 5)**



Positive impact of hearing aids, quality of life

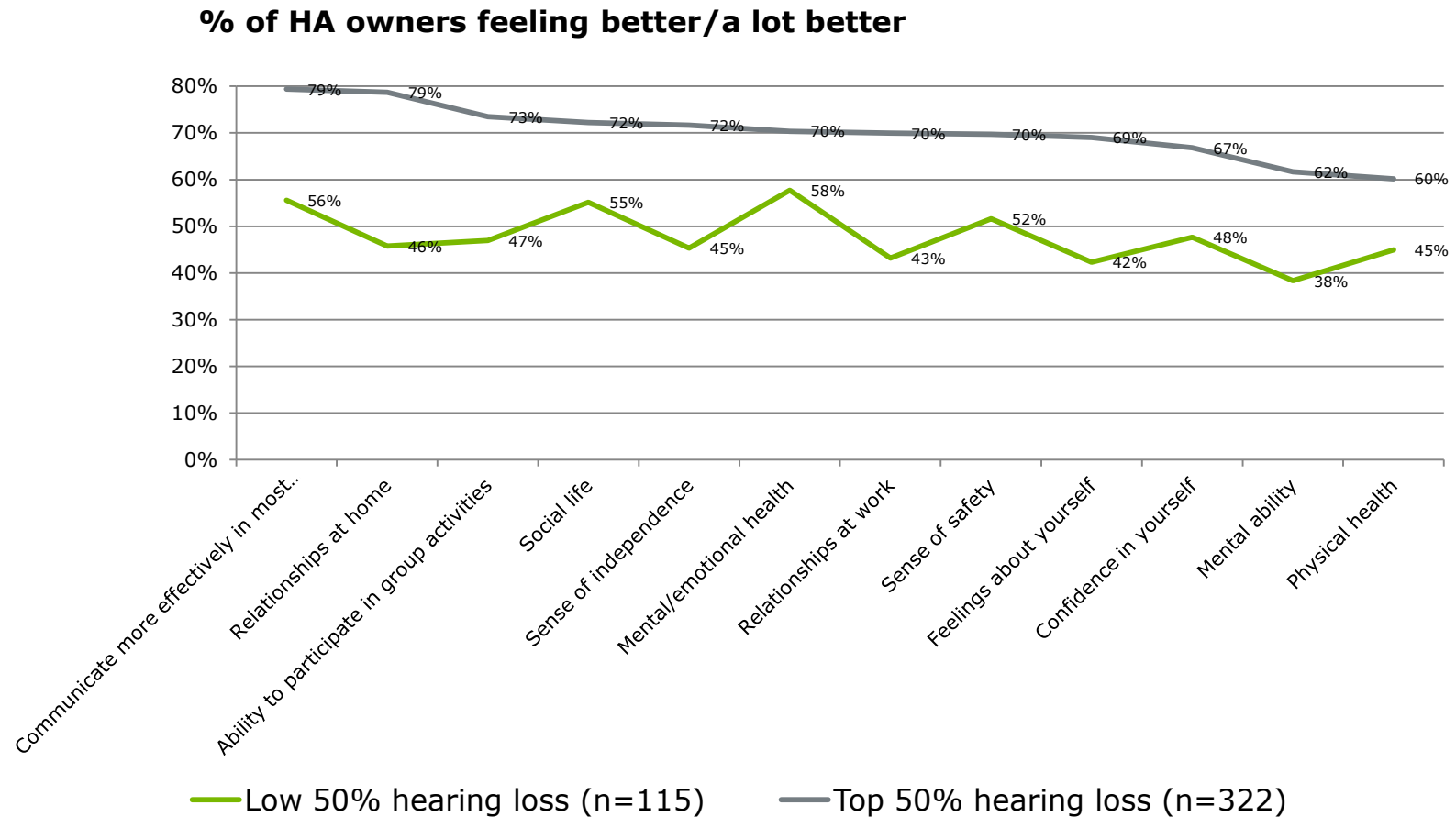
Significant positive impact of HAs on different aspects: Especially communication effectiveness, relationships at home and social life improve with hearing aids.

Since you started using your hearing aid(s), please rate the changes you have experienced in each of the following areas, that you believe are due to your hearing aid(s).



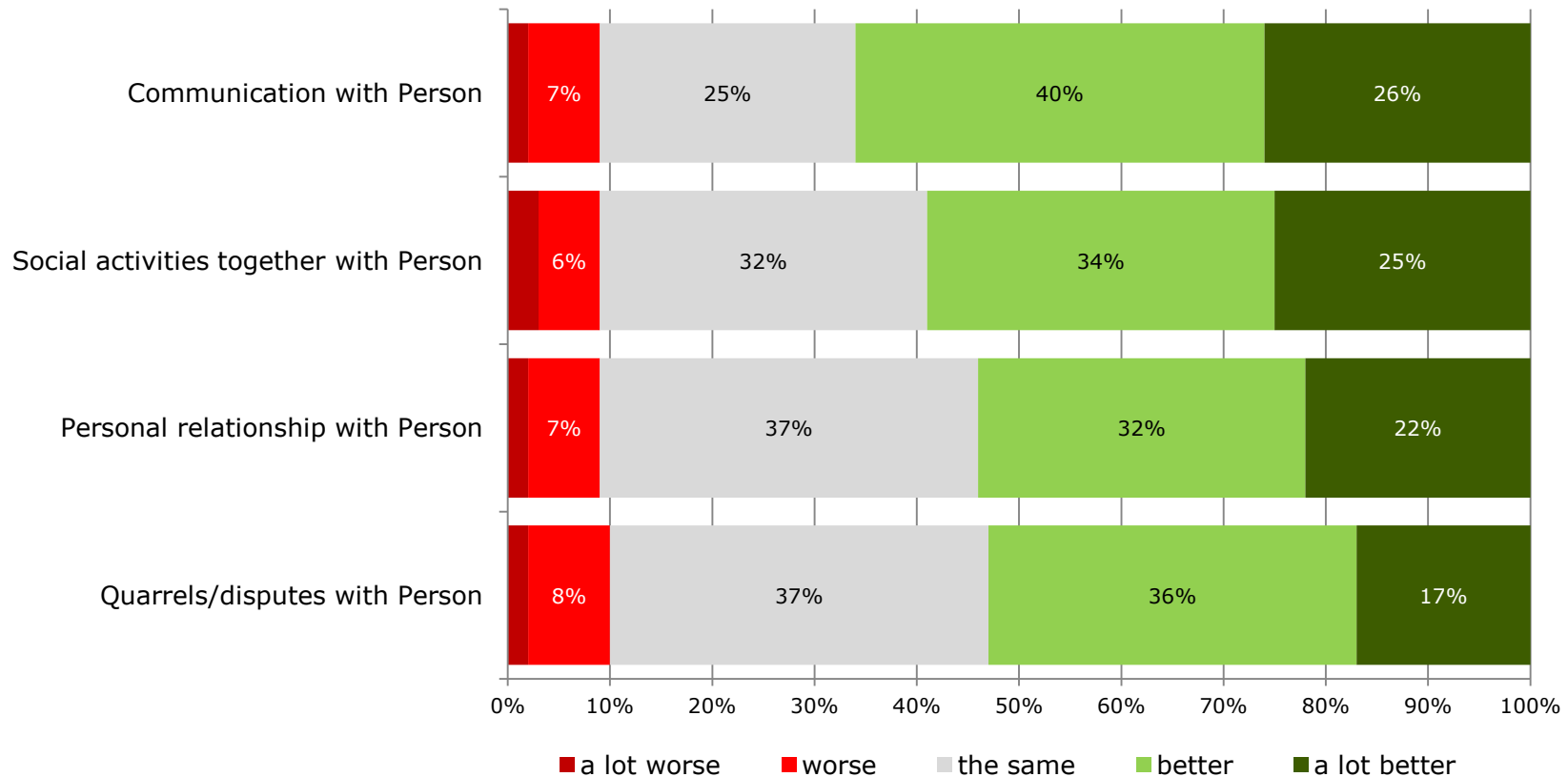
HA-owner, n=492

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



Even for other people in the household/relatives, the situation improves when the person with hearing loss starts wearing hearing aids

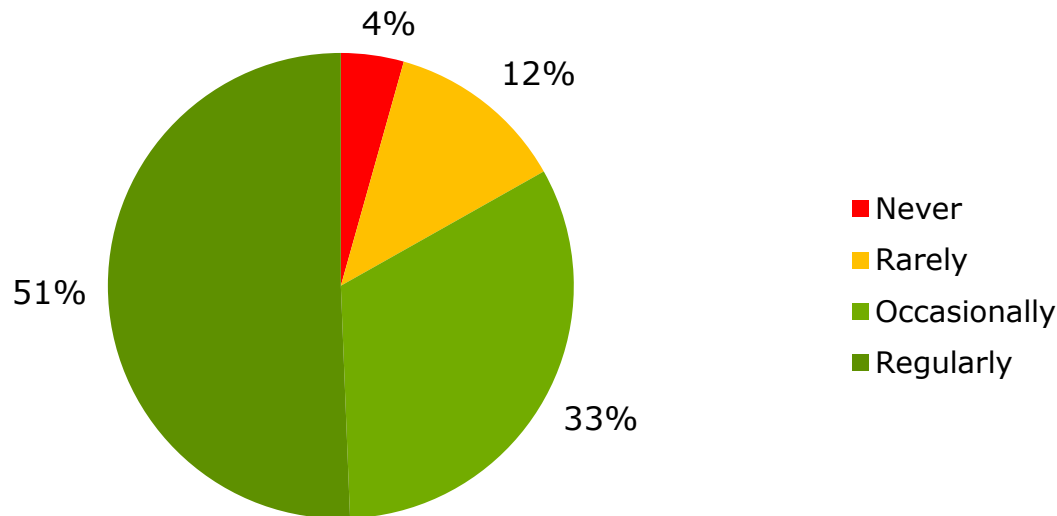
How did the following aspects change since person X is wearing hearing aids?



Someone in HH / parent has HA, n=365

96% of hearing aid owners declare that their hearing aids improve their quality of life at least sometimes

How often do your hearing aids improve your quality of life?



4. Analysis of hearing impaired non-owners

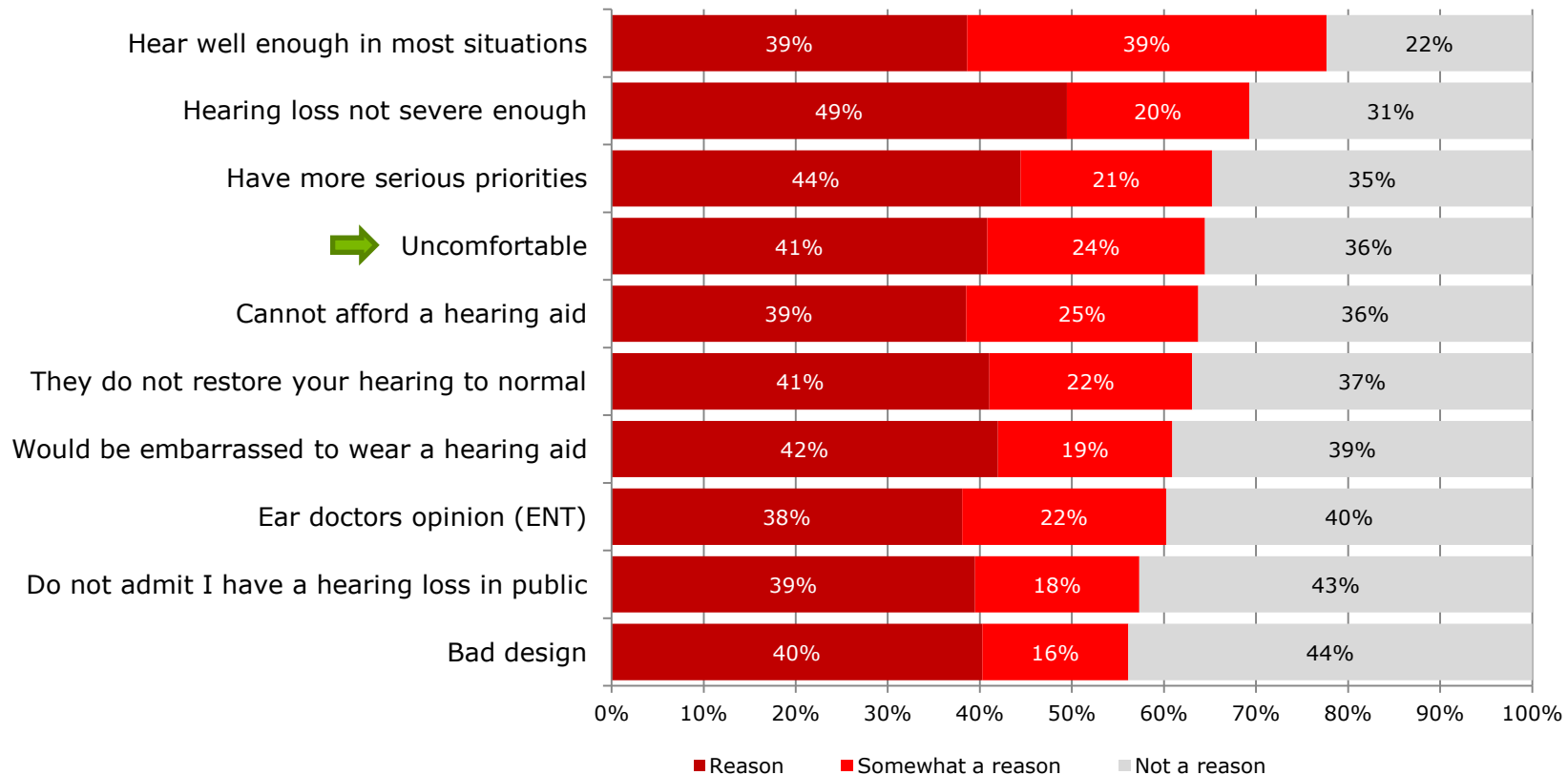
Reasons for not having hearing aids and why some people can consider hearing aids as uncomfortable

To analyse reasons of non-adoption we look at the Top 50% HL group, as the structure of hearing loss is more similar to that of HA owners

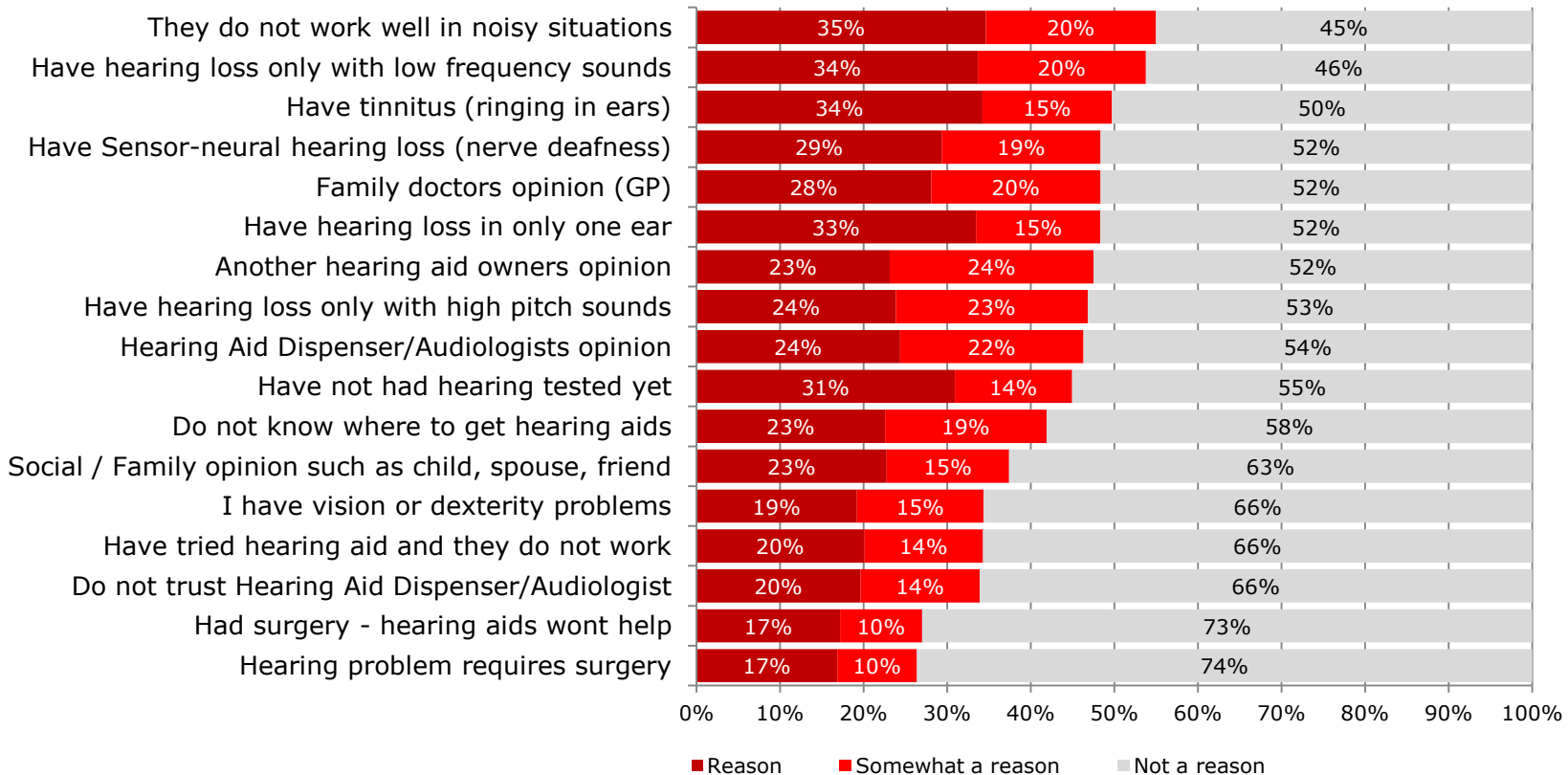
Hearing loss characteristics: Owners compared to non-owners

	% HA Owner (n=492)	%HA-Non- owner Low 50% HL (n=447)	%HA-Non- owner Top 50% HL (n=239)
Ears impaired			
Unilateral loss	44%	34%	35%
Bilateral loss	56%	66%	65%
Perceived loss		More similar hearing loss- structure	
Mild	12%	47%	7%
Moderate	45%	48%	62%
Severe	35%	4%	27%
Profound	9%	1%	4%

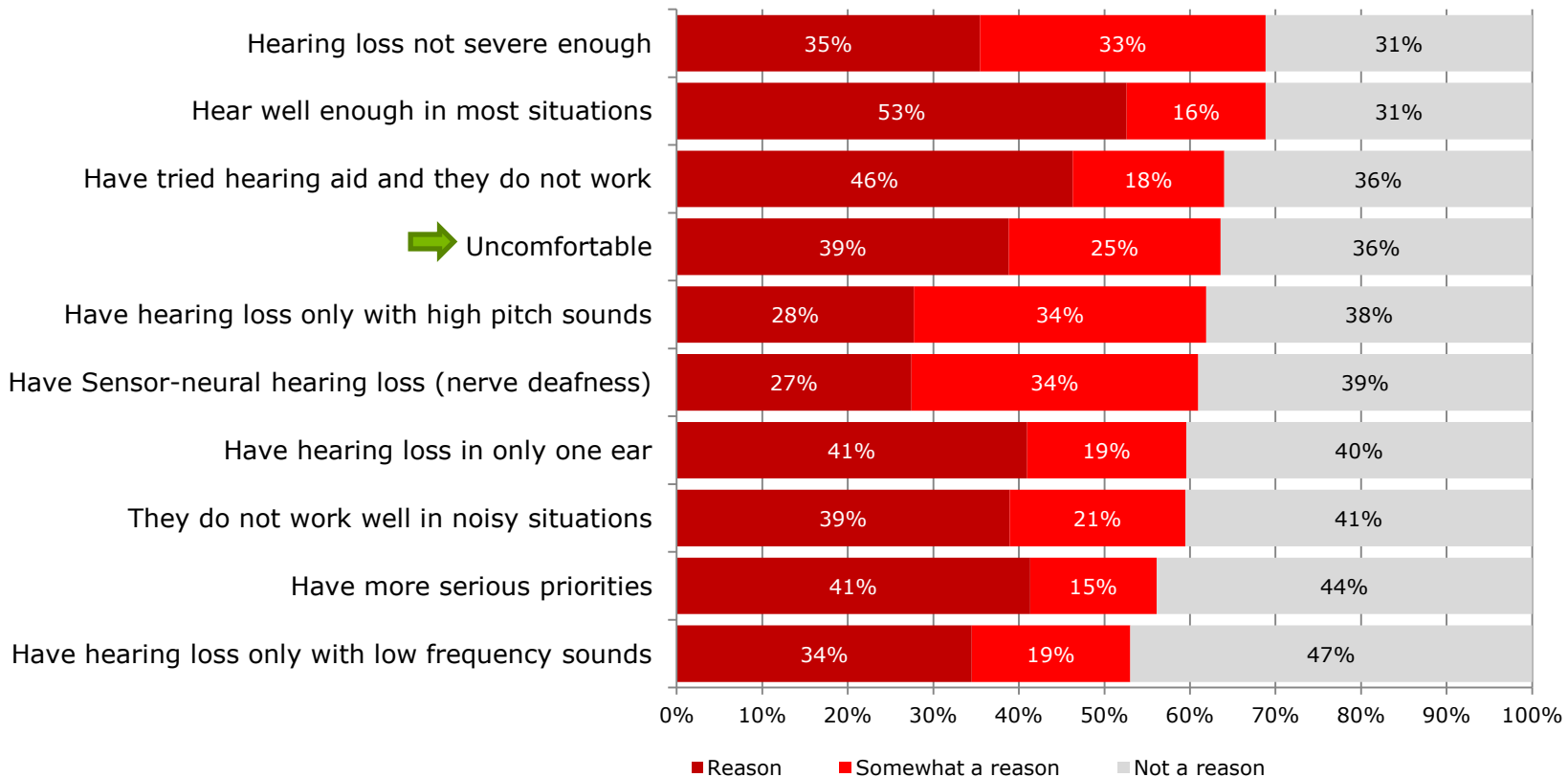
Top 10 reasons for not having a hearing aid (I/II)



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



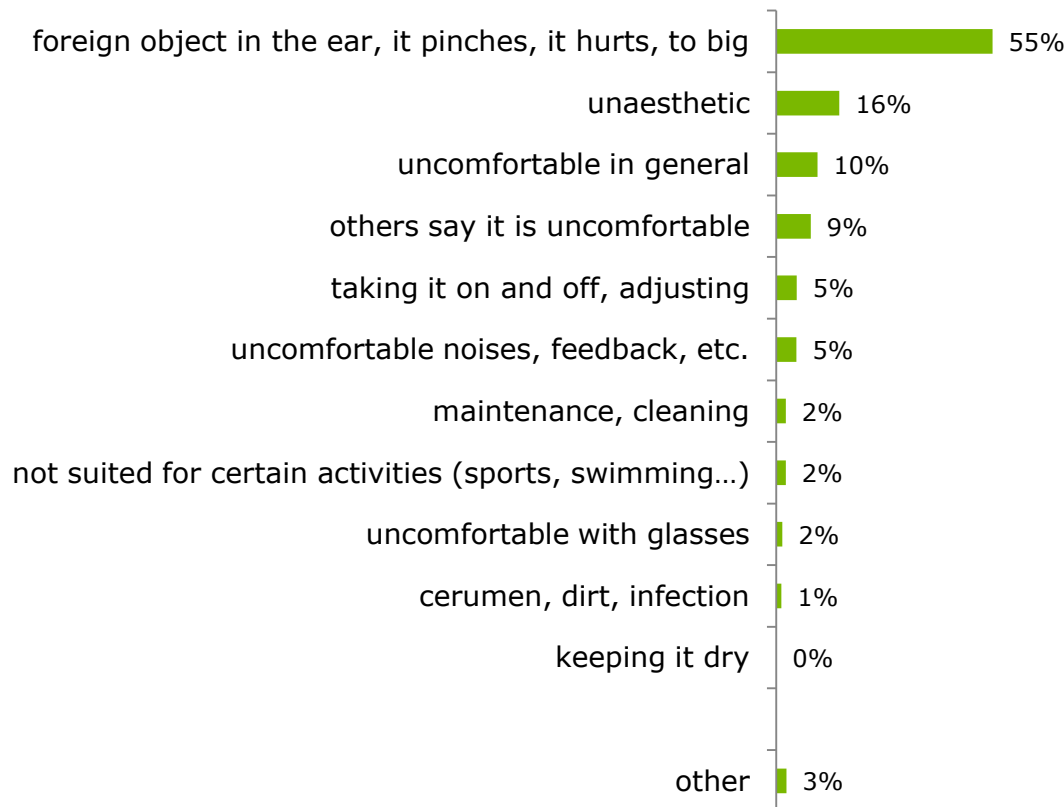
Top 10 reasons for HA owners NOT using them



Owners who don't use, n=27

Meaning of «uncomfortable» (open question)

You mentioned "uncomfortable" as a reason why you don't own/use hearing aid(s). Please describe in detail why you consider hearing aids uncomfortable.

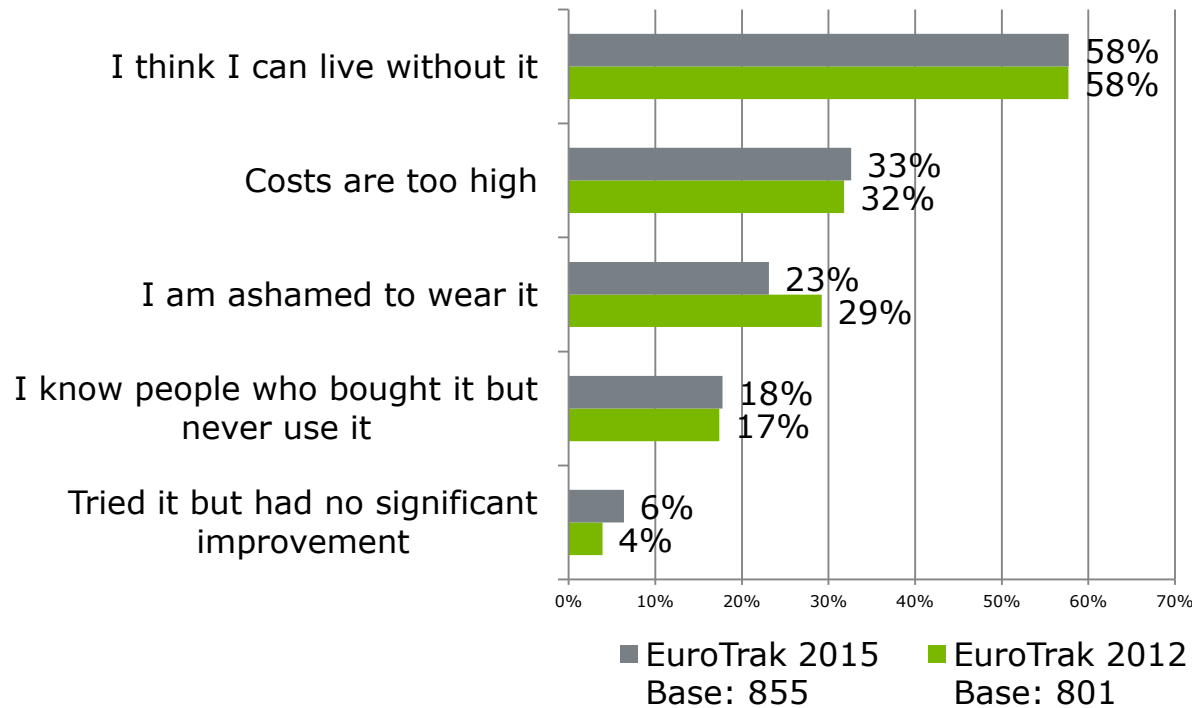


Base: n=367

More than half of the impaired hearing aid non-owners think that they can live without a hearing aid

What are the main reasons for not buying a hearing aid?*

(*Quali sono i principali motivi che la spingono a non comprare un apparecchio acustico?')



Italy specific question

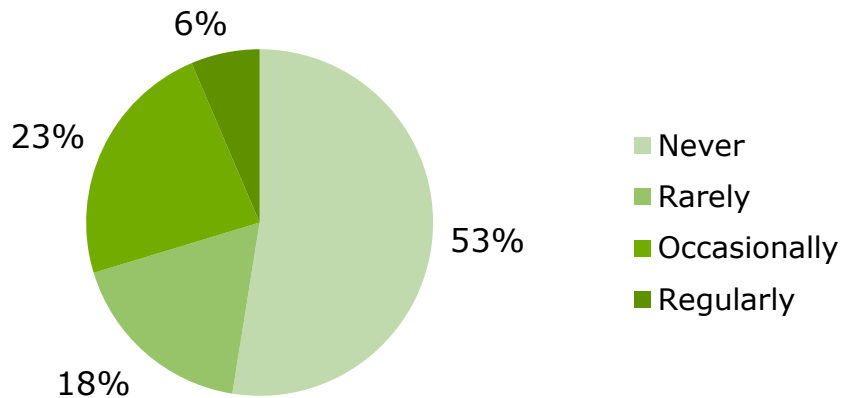
ALL non-owners

*multiple responses possible (sum doesn't add up to 100%)

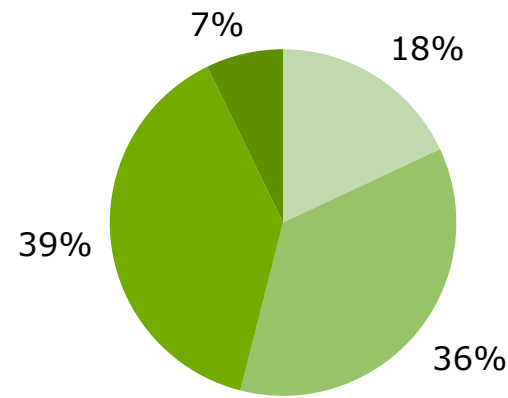
Social rejection because of hearing loss
compared to the acceptance of hearing aids

71% of hearing aid owners think people don't make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid.

**Hearing aid owners:
How often do you feel you are
made fun of or rejected because
you are wearing a hearing aid?**



**Hearing impaired non-owners:
How often do you feel you are
made fun of or rejected because
your hearing loss?**



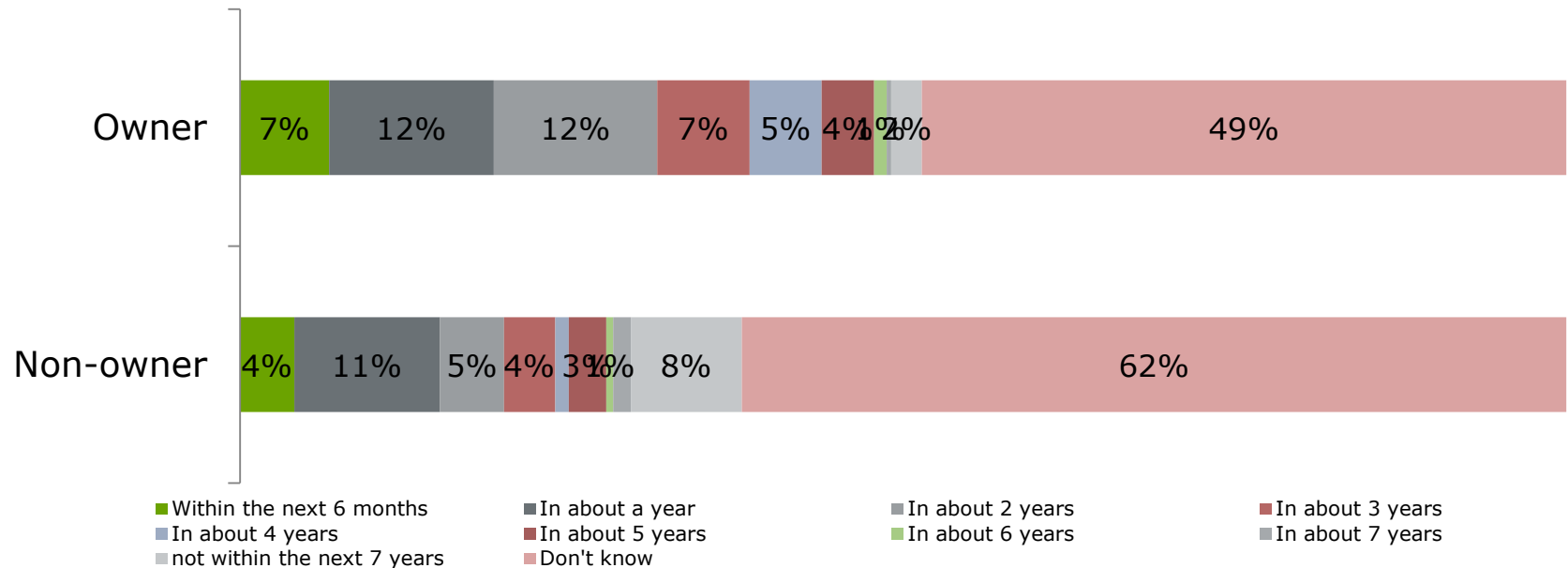
Base: N=492

Base: Top 50% hearing loss, no hearing aid N=239

Buying intentions and most important triggers to buy

15% (2012:10%) 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 %

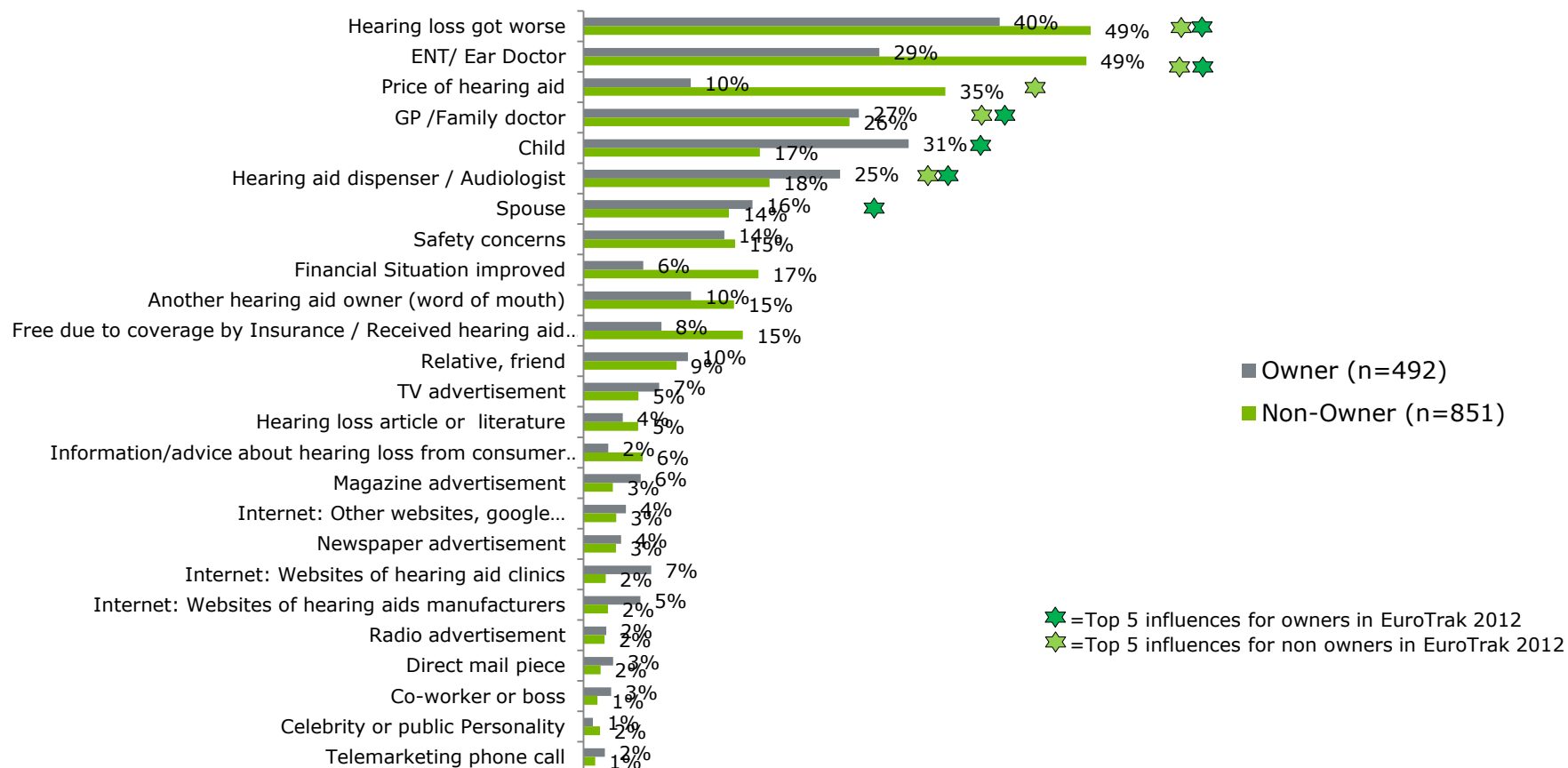


HA-non-owner, n=851
HA-owner, n=492

The most important influencing factors are worsening hearing loss, ENT and significant others (and: price for non owners & audiologist for owners)

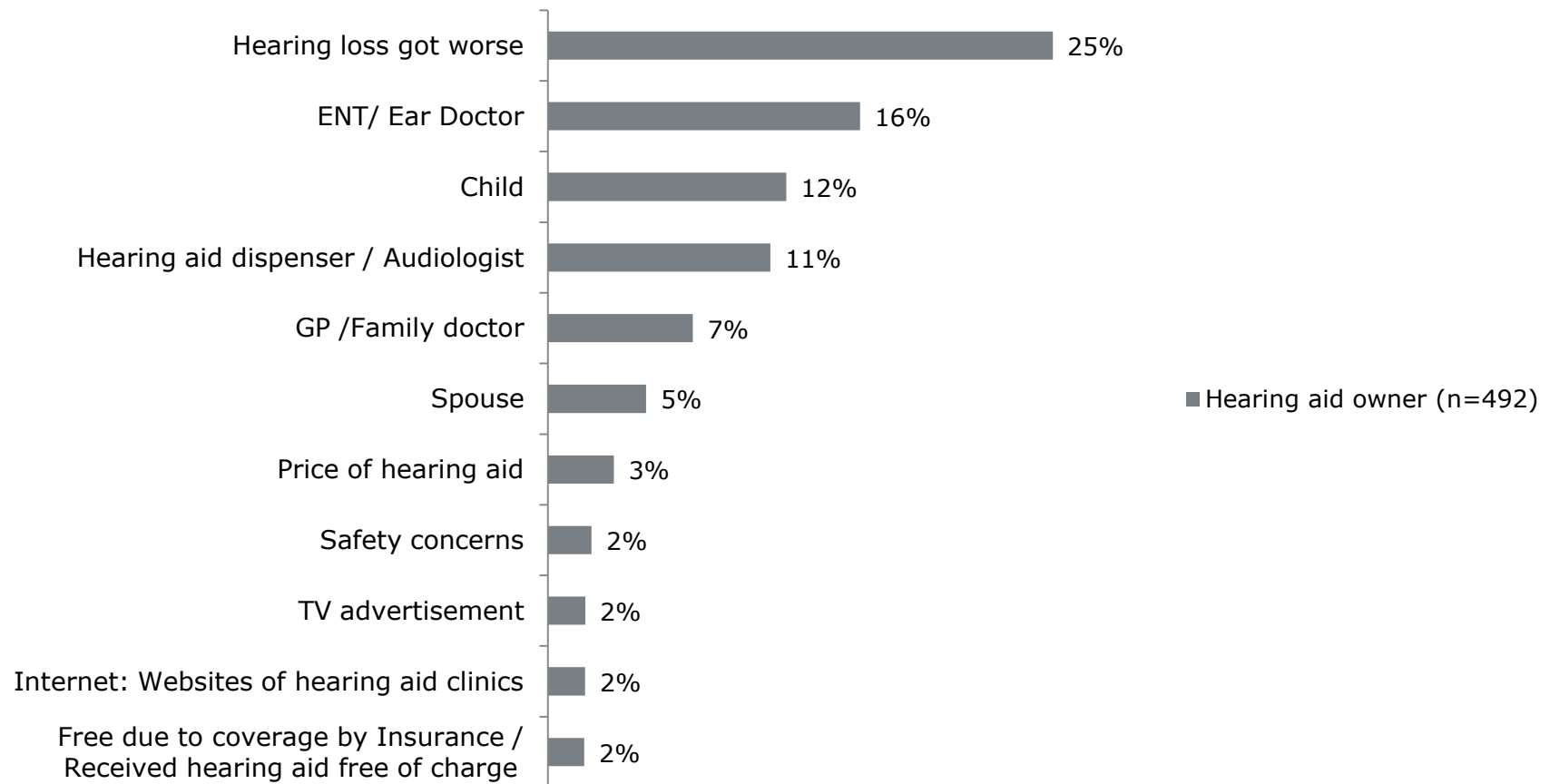
Non-owner: Think about the option to obtain / purchase a hearing aid. What do you think would influence you to obtain / purchase a hearing aid ?

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



The most important trigger to buy a hearing aid is worsening hearing loss, the dispenser and the ENT.

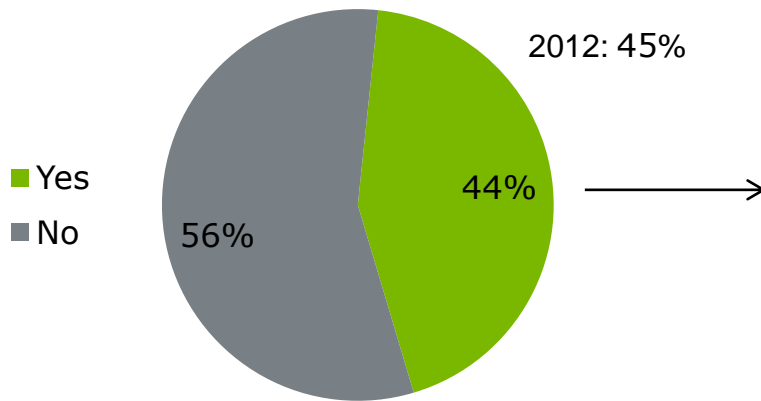
What made you finally decide to get your actual hearing aid(s)?



44% of all hearing impaired have seen hearing aids advertisement recently (mainly product/brand advertising)

Have you recently seen any advertisement regarding hearing aids?

('Recentemente ha visto pubblicità riguardanti il tema degli apparecchi acustici?')



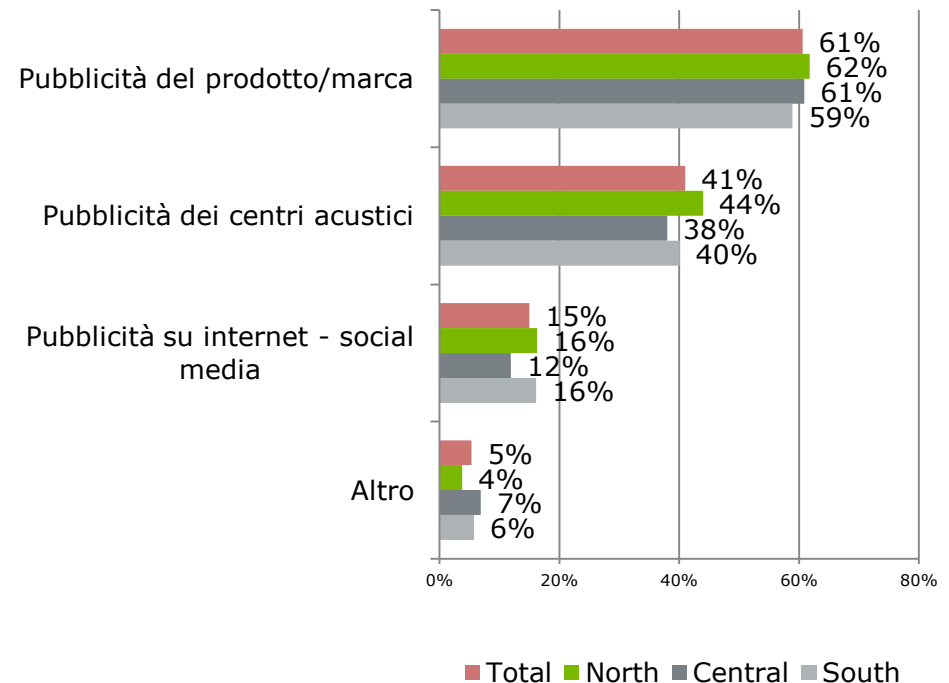
Percentage of „Yes“ by region:

- Region North: 43%
- Region Central: 46%
- Region South: 43%

Hearing impaired, n=1'343

The advertisement you have seen was:*

('La pubblicità che ha visto/sentito era:')



Italy specific question

*multiple responses possible (sum doesn't add up to 100%)



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APPENDIX

Sample size and random sample error: Rules of thumb

READ: At a sample size of $n=500$ and a value of 15% we would expect the real value of an interval ± 3.1 around 15% - which means between 11.9% and 18.1% (Conservative assumption: 95% confidence level)

Sample size	Random sample error	
	Real value is within interval:	
	Level of proportion: 50%/50%	Level of proportion: 15%/85%
50	± 13.9	± 9.9
100	± 9.8	± 7.0
250	± 6.2	± 4.4
500	± 4.4	± 3.1
1000	± 3.1	± 2.2
5'000	± 1.4	± 1.0
10'000	± 1.0	± 0.7

Demographics (1) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

	Count	Hearing difficulty	Hearing aid adoption rate % (Base=hearing impaired)	No hearing loss	Hearing loss but no hearing aid	Hearing aid
Gender						
Male	7588	12.2%	25.8%	48.3%	50.0%	51.6%
Female	8054	11.3%	24.6%	51.7%	50.0%	48.4%
Age recoded						
1 - 14	2174	2.2%	68.2%	15.4%	1.1%	7.0%
15 - 24	1538	4.2%	31.4%	10.7%	3.2%	4.4%
25 - 34	1798	4.9%	28.2%	12.4%	4.6%	5.3%
35 - 44	2393	6.5%	26.6%	16.2%	8.3%	9.0%
45 - 54	2441	8.8%	17.5%	16.1%	13.0%	8.2%
55 - 64	1949	14.8%	18.5%	12.0%	17.1%	11.6%
65 - 74	1671	20.8%	20.8%	9.6%	20.0%	15.6%
74+	1679	37.4%	28.7%	7.6%	32.6%	39.0%
Type of household						
single household	953	24.1%	27.7%	5.2%	12.1%	13.7%
Couple, no kids	2600	14.6%	23.8%	16.1%	21.1%	19.6%
Couple with kid(s)	10232	9.3%	25.4%	67.2%	51.9%	52.4%
Single mom/dad with kid(s)	681	11.6%	29.5%	4.4%	4.1%	5.1%
Retirement home, hospital etc.	49	43.1%	32.9%	0.2%	1.0%	1.5%
Other	1126	15.1%	20.9%	6.9%	9.8%	7.7%

Demographics (2) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

	Count	Hearing difficulty	Hearing aid adoption rate % (Base=hearing impaired)		No hearing loss	Hearing loss but no hearing aid	Hearing aid
Status							
The head of the household (alone or together with someone)	6099	18.1%	25.3%		36.3%	60.7%	61.5%
The spouse of the head of the household	3992	11.5%	22.5%		25.7%	26.0%	22.6%
Daughter/son of head of household	4782	3.0%	32.6%		33.8%	7.1%	10.2%
Other Person	686	16.1%	23.1%		4.2%	6.2%	5.6%
Employment							
Full time employed	4879	9.0%	23.3%		38.4%	24.7%	23.8%
Part time employed	1240	8.1%	24.1%		9.9%	5.6%	5.7%
Unemployed / not working	2292	8.1%	15.9%		18.2%	11.5%	6.9%
Retired under a disability pension scheme (fully or partly)	391	29.7%	36.9%		2.4%	5.4%	10.0%
Early retired under an early retirement benefit scheme	336	25.8%	22.9%		2.2%	4.9%	4.6%
Retired (at the official retirement age)	2951	27.7%	25.1%		18.5%	45.0%	47.9%
Student / pupil / in training	1255	3.5%	11.6%		10.5%	2.9%	1.2%
Education							
Scuola elementare	1218	29.1%	27.5%		7.5%	18.9%	22.8%
Scuola media inferiore	2496	15.3%	19.0%		18.3%	22.8%	16.9%
Scuola media superiore	5212	10.2%	21.3%		40.5%	30.9%	26.5%
Formazione professionale	1004	13.9%	30.7%		7.5%	7.1%	10.0%
Università	3290	10.9%	27.5%		25.4%	19.2%	23.0%
Altro	123	14.2%	19.2%		0.9%	1.0%	0.8%