

Results

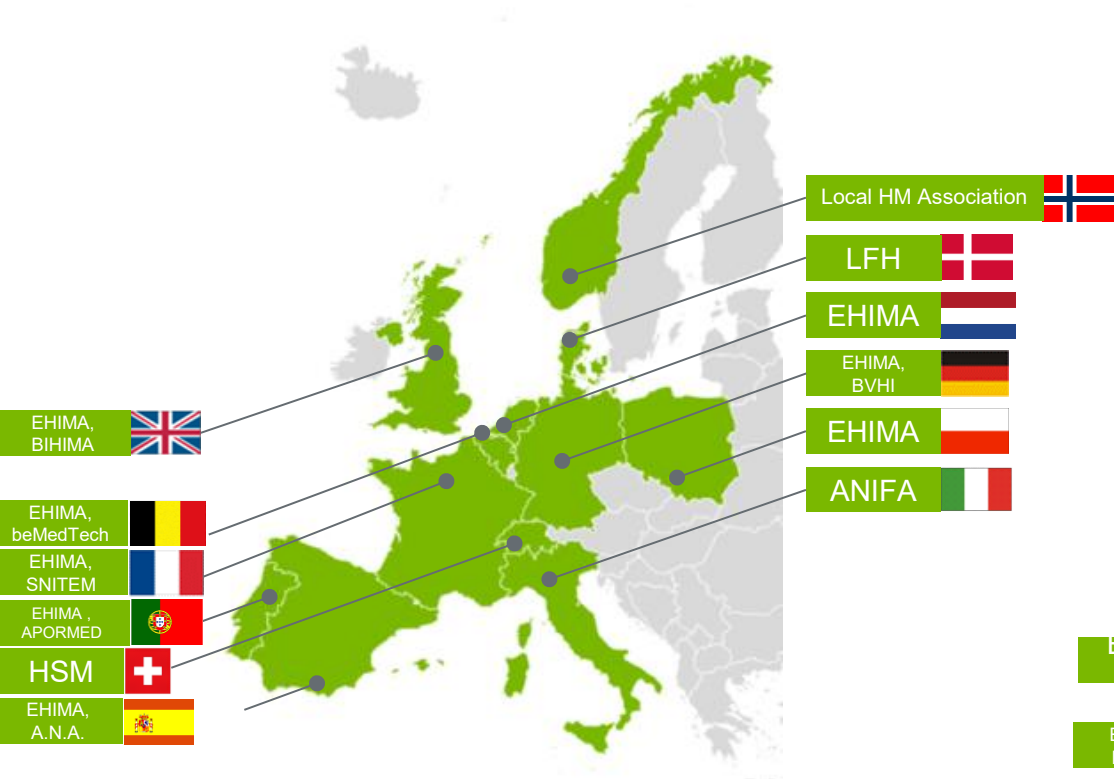
EuroTrak ITA 2025

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

Summary

1. Introduction

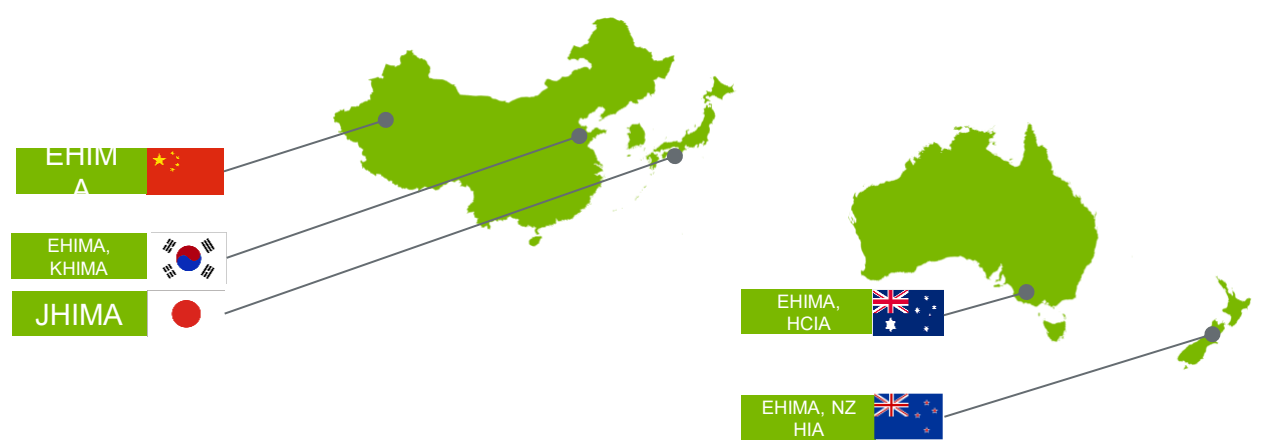
EuroTrak ITA 2025 is part of the EuroTrak / APACTrak studies:



EuroTrak ITA 2025 was designed and executed by Anovum (Zurich) on behalf of ANIFA .

Sample sizes:

Representative sample (sample 1):	n=15'089 people
Hearing impaired (sample 2):	n=1'287 people
Hearing impaired non-owners (HA Non-owner):	n=828 people
Hearing aid owner (HA Owner):	n=459 people



Summary

2. Market overview

- **Stated hearing loss prevalence**
 - Total: 12.4, 18+: 14.2%.
 - Hearing Tests: 31% had a hearing test in the last five years, most tests done by Ear doctors (ENT)
- **Hearing aid adoption rate (HA penetration)**
 - 40% of those with self-declared HL.
 - 5% of total population.
 - 60% of HA owners have binaural treatment.
- **The route to the hearing aid**
 - 80% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
 - 60% got hearing aids recommended from the ENT or family doctor (drop out rate=23%).
 - 82% of the GP consultations referred to an ENT, 21% to an Audiologist, and 12% to get hearing aids. 5% recommended no action.
 - 43% of ENT consultations were referred to an Audiologist, 39% recommended getting a hearing aid, and 27% 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.
 - 53% of employed individuals using hearing aids believe the devices enable them to work longer
 - Hearing aid owners have a lower risk of being depressed.
 - Hearing aid owners are less exhausted in the evening.
 - Quality of sleep seems to improve if the hearing impaired use hearing aids.

Summary

3. Analysis of hearing aid owners

- **Hearing aid ownership, usage, and accessories**
 - 59% of the hearing aid owners received some kind of third party reimbursement.
 - 67% of the currently owned HAs were acquired in 2023 or later.
 - The median age of hearing aids before replacement is five years.
 - On average, HAs are worn 8.2 hours a day.
 - RICs are the most often purchased type of HA.
 - Cochlear Implants: 37% of the HA owners with severe/profound HL have been informed about CIs by a medical professional.
 - 32% of HA owners use a hearing aid app, and 75% are satisfied with it.
- **Importance of listening situations and satisfaction with HAs**
 - 87% of the hearing aid owners say their hearing aid works better than or as expected.
 - 80% of the HA owners are satisfied with their hearing aids.
 - The more hours worn per day, the higher the satisfaction with the HA.
 - Satisfaction with newer hearing aids is higher than with older hearing aids.
 - The most important listening situations are talking with family members at home, watching TV, and talking on the phone.
- **Positive impact of HAs**
 - Hearing aids have a positive impact on relationships at home, communication, social participation, and mental health and more.
 - 85% of hearing aid owners feel more confident moving in a city since wearing hearing aids.
 - 80% of hearing aid owners who drive a car feel more confident with hearing aids.
 - 96% of hearing aid owners declare that their hearing aids improve their quality of life at least sometimes.
 - 67% of all HA owners think they should have gotten their HAs sooner

Summary

4. Analysis of hearing impaired non-owners

- **Reasons not to own/use HAs**

- 50% of hearing impaired without hearing aids don't know whether a third party would pay any part of hearing aids.
- The main reasons for not having hearing aids are the inability to afford them and the belief that they are uncomfortable.
- 6% who own hearing aids don't use them (0 hours); 11% use them less than one hour/day (0-1 hour).

- **Social rejection and triggers to buy**

- 47% of hearing aid owners feel that people never make fun of or reject them because of their hearing aids. It is more likely that somebody makes fun of or rejects a hearing impaired without a hearing aid.
- The most important reasons for buying a hearing aid are worsening hearing loss and the advice of ENTs.

Detailed Results: Roadmap

1. Introduction

- Organisation of EuroTrak ITA 2025
- 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 symptoms, sleep quality, co-morbidities

3. Analysis of hearing aid owners

- Hearing aid ownership, awareness of hearing loss, lifetime of hearing aids and usage
 - Reasons for getting hearing aids sooner, third party payment
 - Channels for getting hearing aids, recommendation of channel (NPS)
 - Awareness and usage of hearing aid apps, Telecoil
- Satisfaction with hearing aids and drivers, Importance of listening situations
- Positive impact of hearing aids, safety due to hearing aids, quality of life

4. Analysis of hearing impaired non-owners

- Reasons for not having hearing aids
- Social rejection because of hearing loss compared to the acceptance of hearing aids
- Most important triggers to buy

5. Appendix

- Demographics: Hearing instrument adoption rates and populations

1. Introduction

Organisation of EuroTrak ITA 2025

Organisation

- Principal of the project EuroTrak ITA 2025 is: ANIFA.
- Anovum Zurich developed the concept of EuroTrak ITA, designed the questionnaire and conducted the fieldwork in cooperation with a panel company. Furthermore, Anovum analyzed the data and prepared the presentation.
- The European Hearing Instrument Manufacturers Association [EHIMA] approved the questionnaire.

Use of the data

- The principal 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 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 ITA/2025/n=[relevant sample size]”
- Member companies of the principal can ask Anovum to further analyse the raw data in specific ways at their own expense.

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 large panellist pools
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of **n=15'089** 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= 828** hearing impaired non-owners and **n=459** hearing aid owners

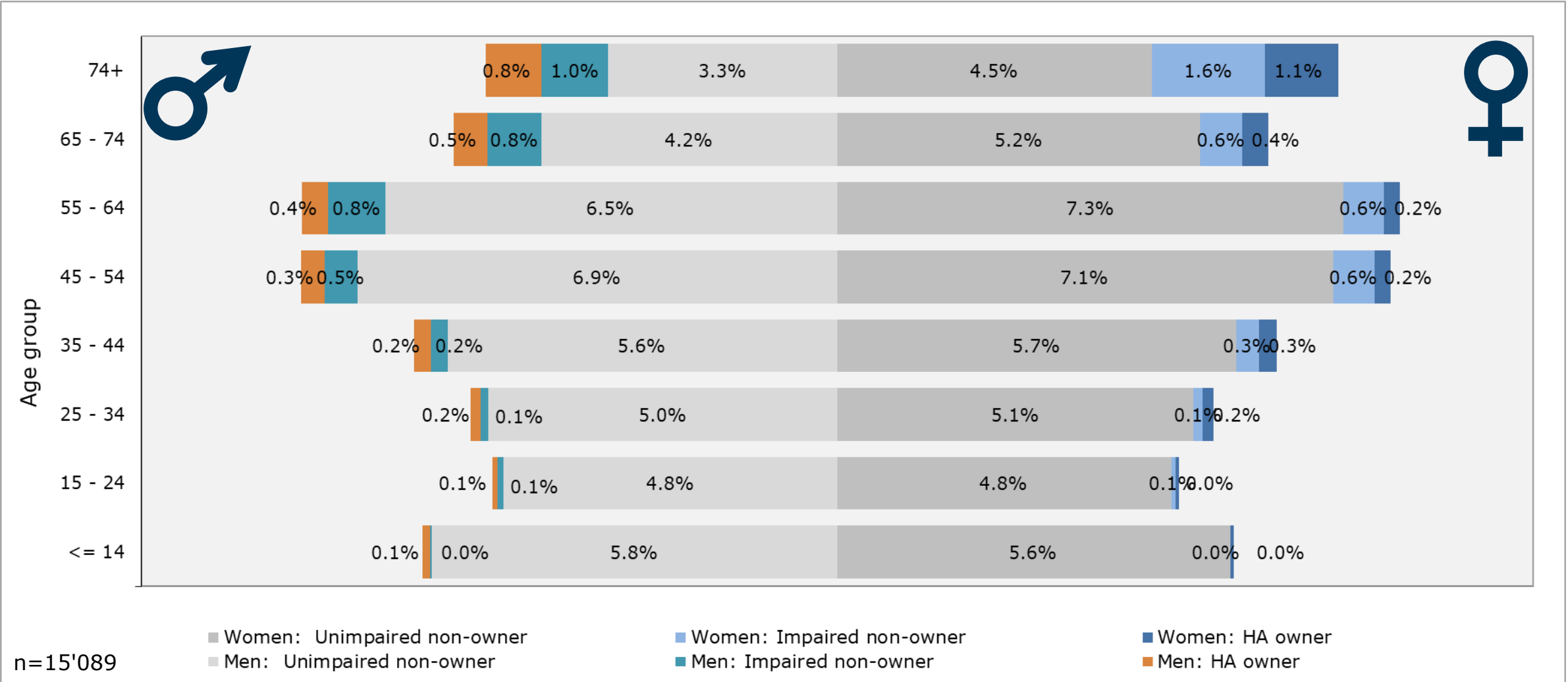


2. Market overview



Prevalence of hearing loss and adoption rate

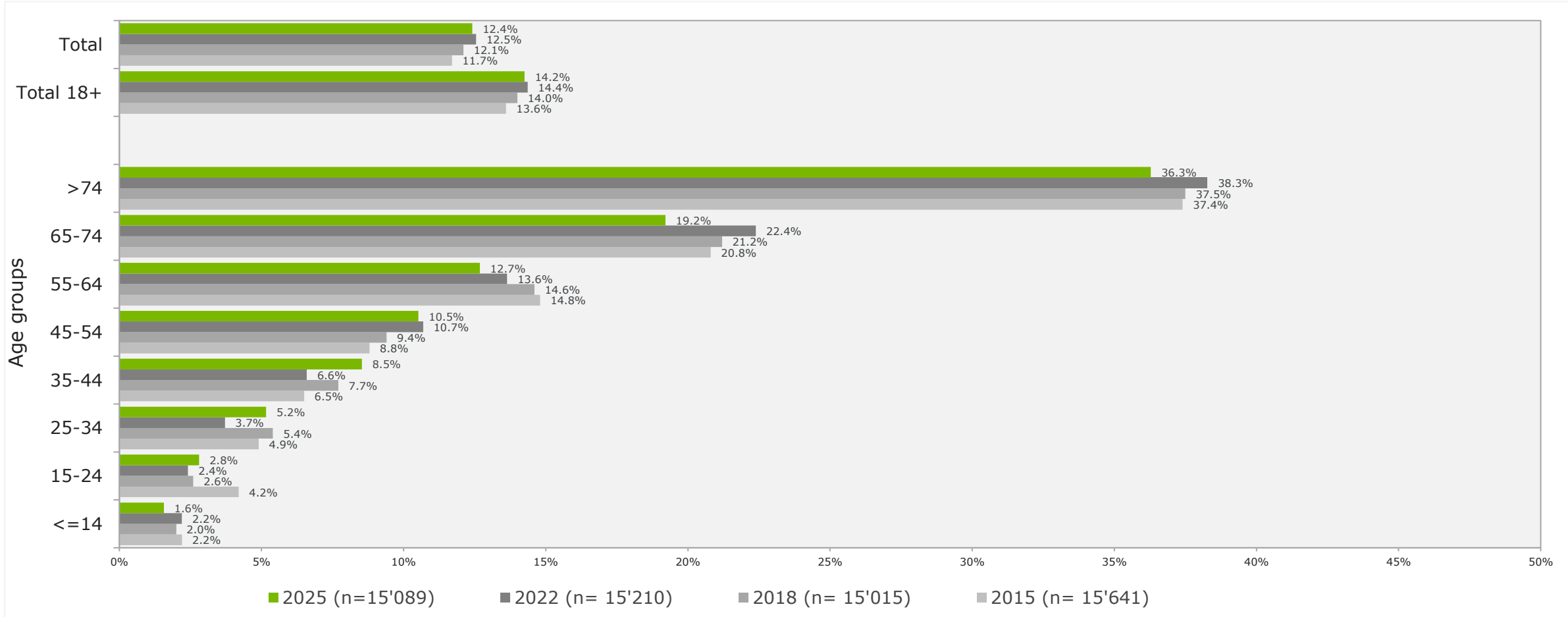
Hearing loss and hearing instrument ownership by gender/age



Hearing loss prevalence ITA

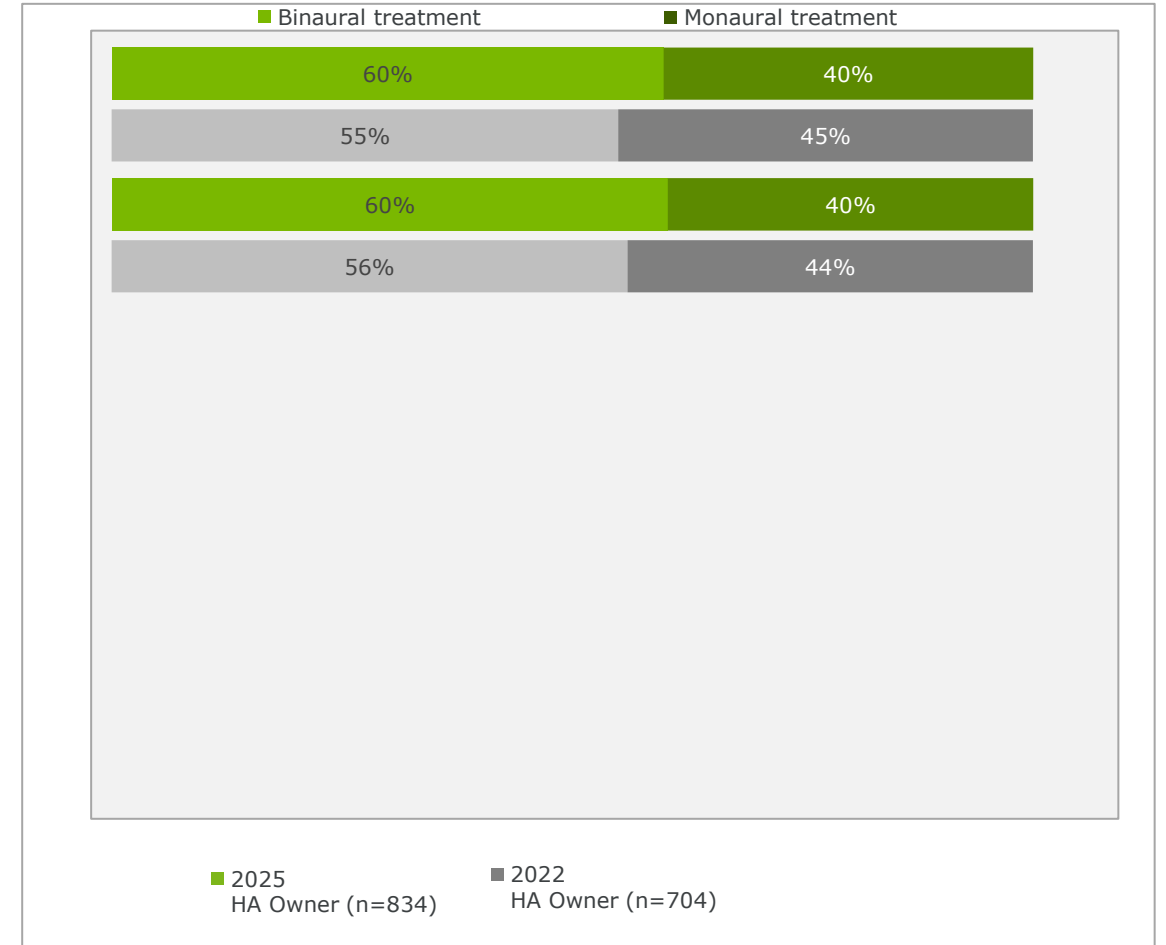
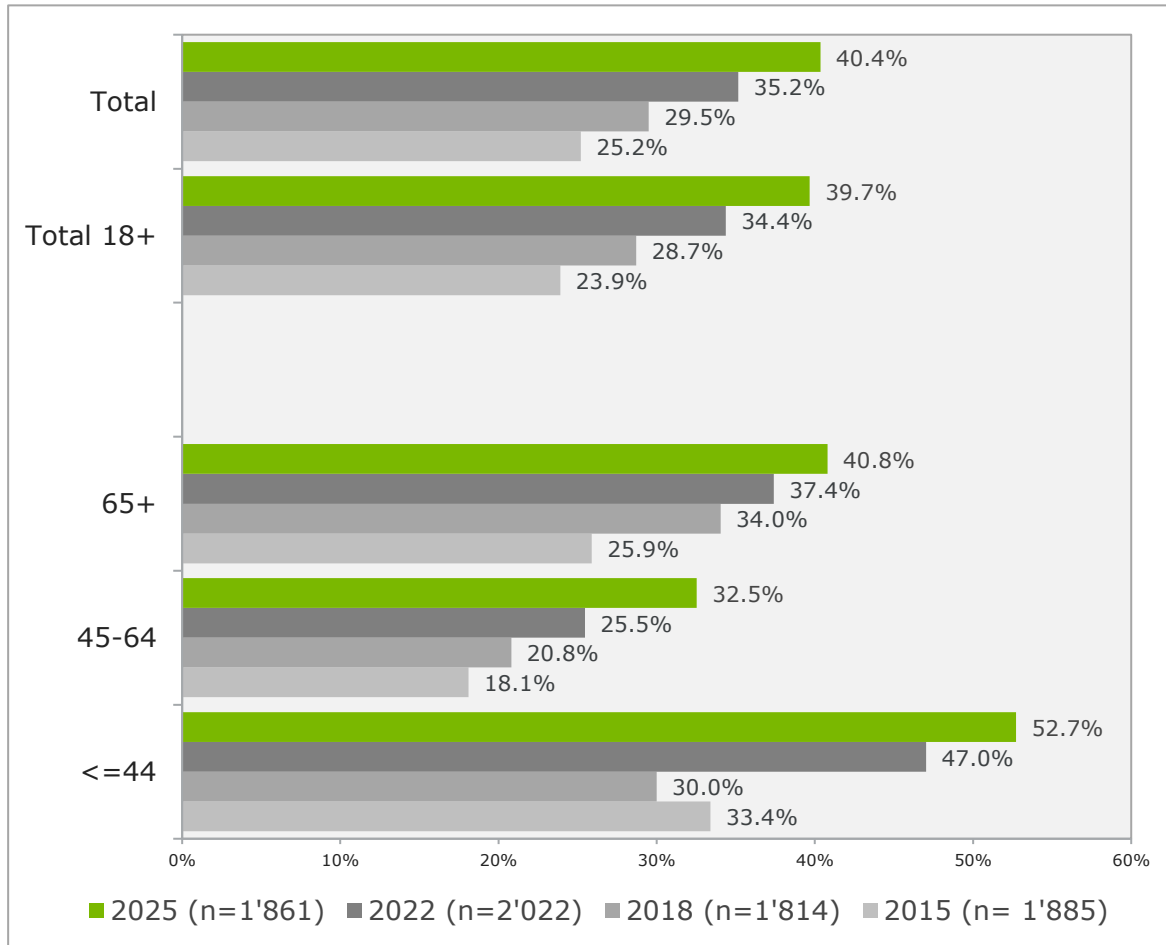
Self-declared hearing loss

% hearing loss prevalence by age groups

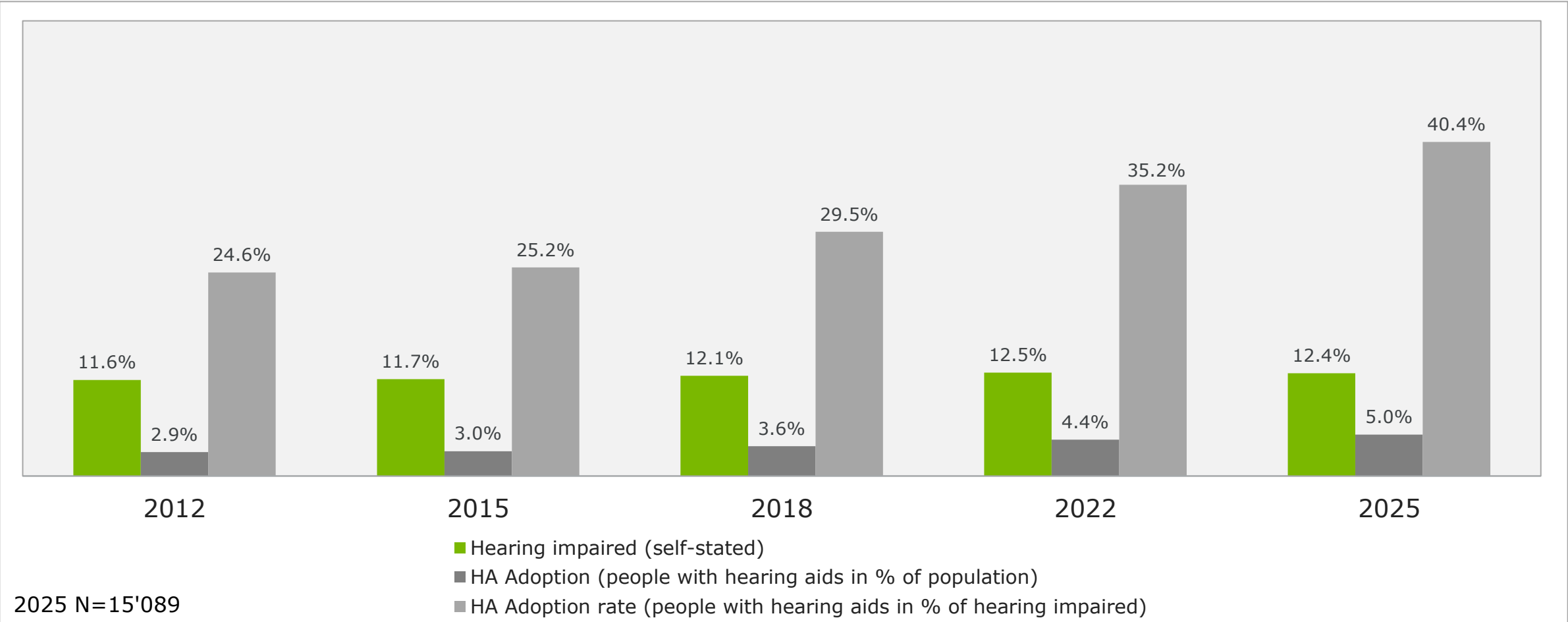


Hearing aid adoption rate: 40% of the hearing impaired have hearing aid(s), and 60% of them have binaural treatment

% of hearing impaired



Overview of hearing loss prevalence and hearing aid adoption



2025 N=15'089



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



Hearing loss sixtile-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).

HA Non-owner n=828
HA Owner n=459

Hearing loss

Hearing loss characteristics: Owners compared to non-owners

	HA Non-owner n=828	HA Owner n=459	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	42%	36%	39%
Bilateral loss	58%	64%	45%
Perceived loss			
Mild	31%	12%	20%
Moderate	53%	49%	39%
Severe	13%	34%	62%*
Profound	4%	5%	

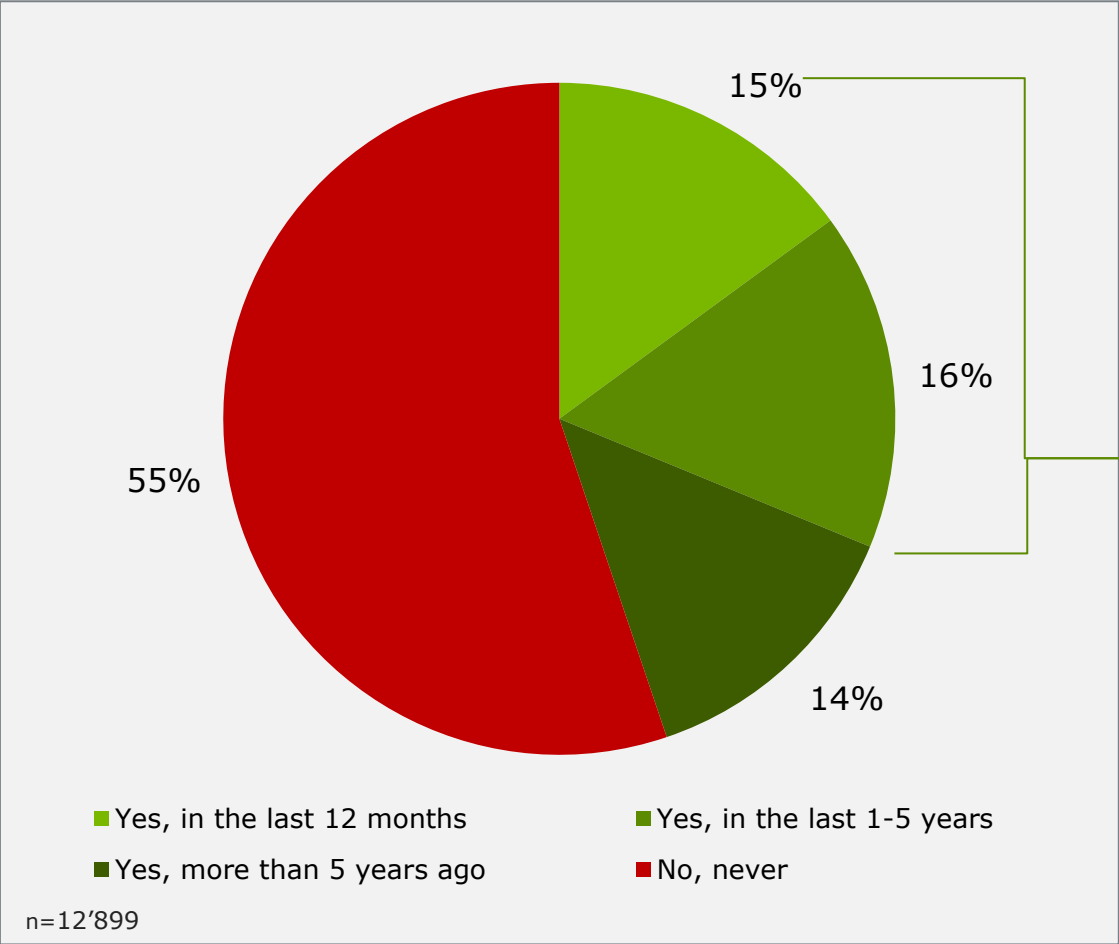
* combined “severe” and “profound” because n is too small



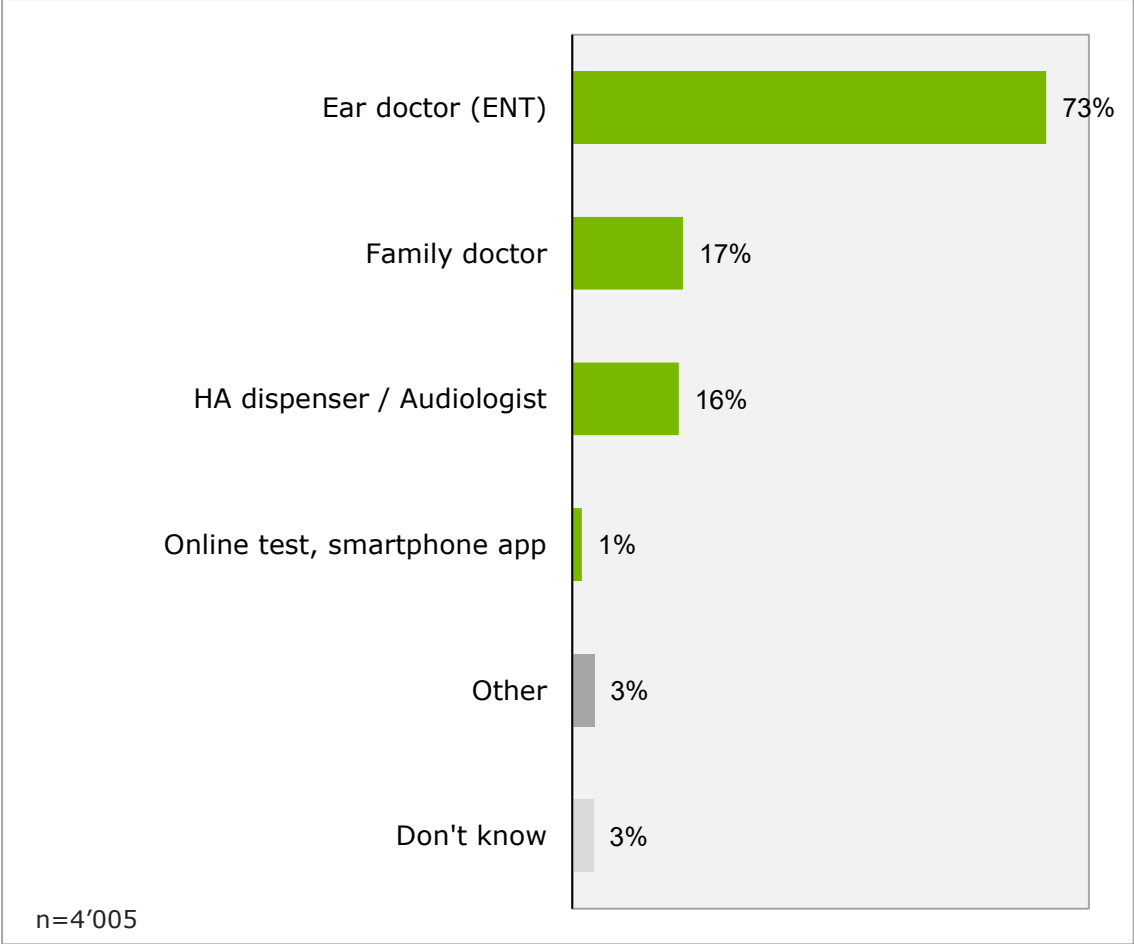
Hearing tests and where hearing is tested

Hearing Tests: 31% had a hearing test in the last five years, most tests done by Ear doctors (ENT)

Have you ever taken a hearing test?



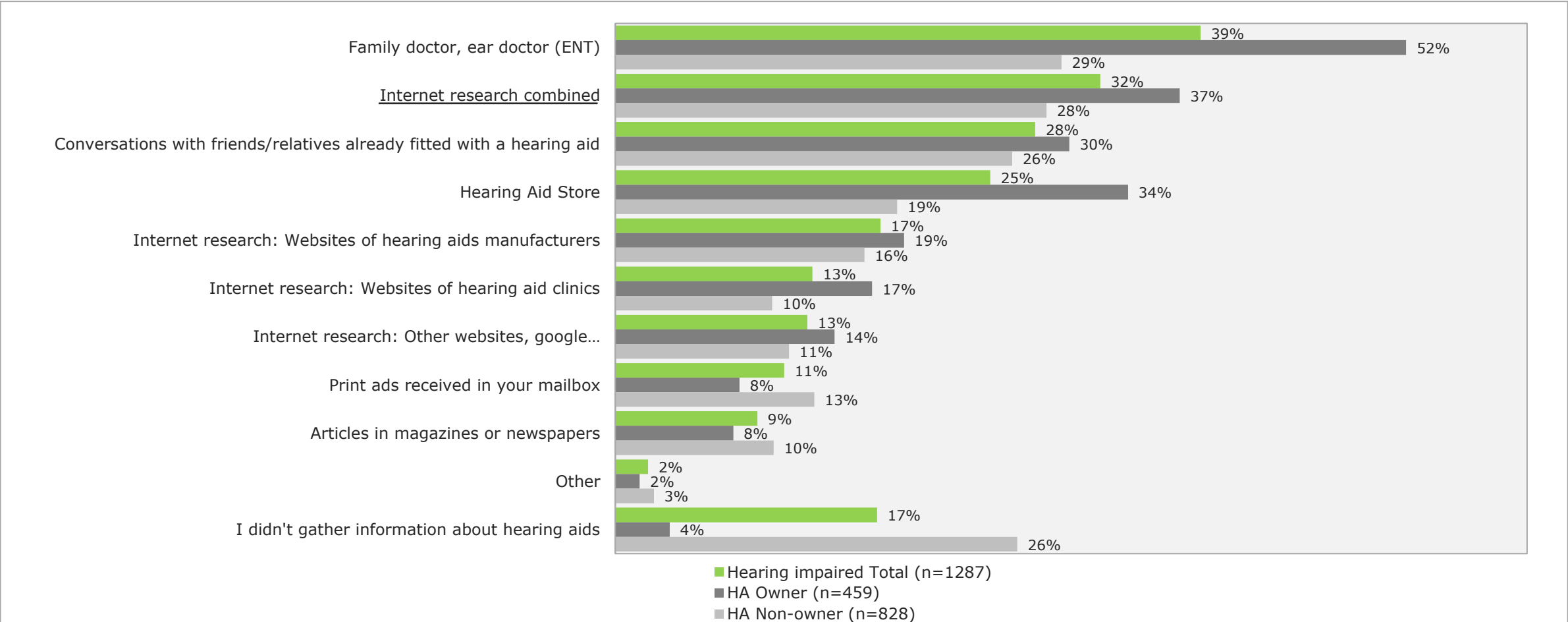
Where/how was your hearing tested?



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

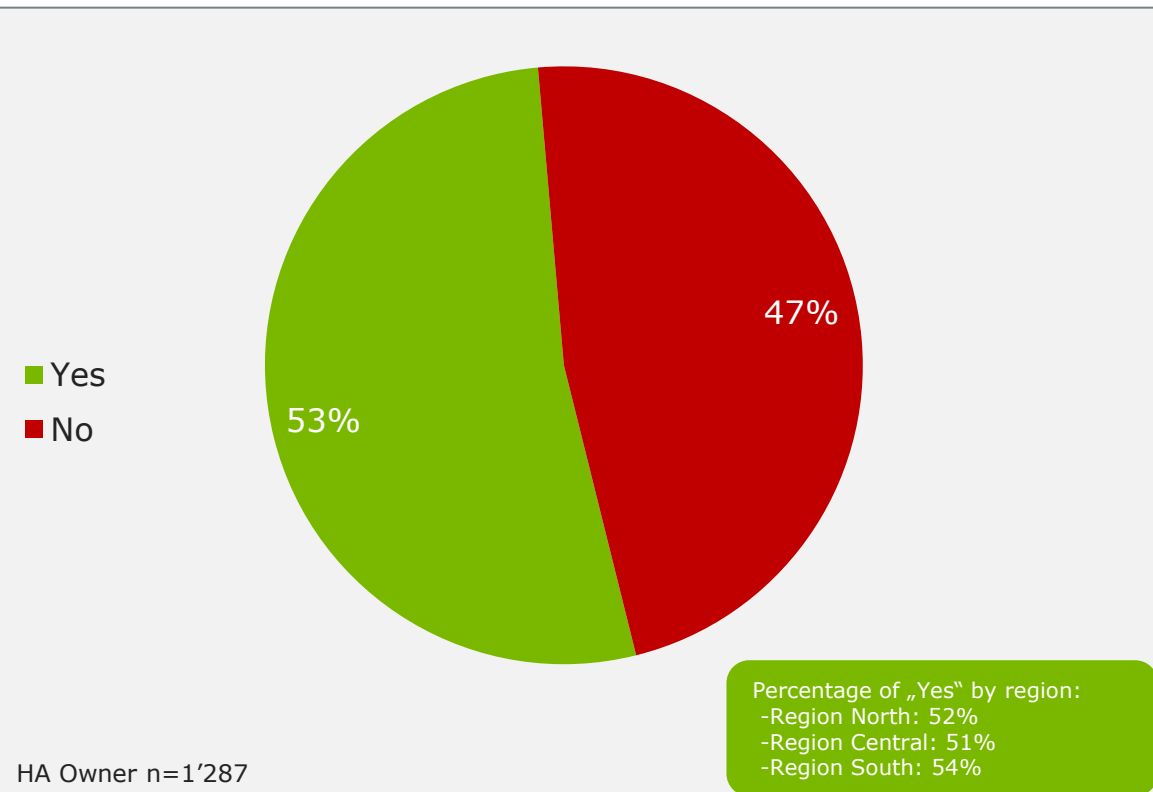
Doctors are the most important sources of information and therefore the major gatekeepers – followed by internet research, other people with hearing aids and hearing aid stores

Where did you gather information about hearing aids?

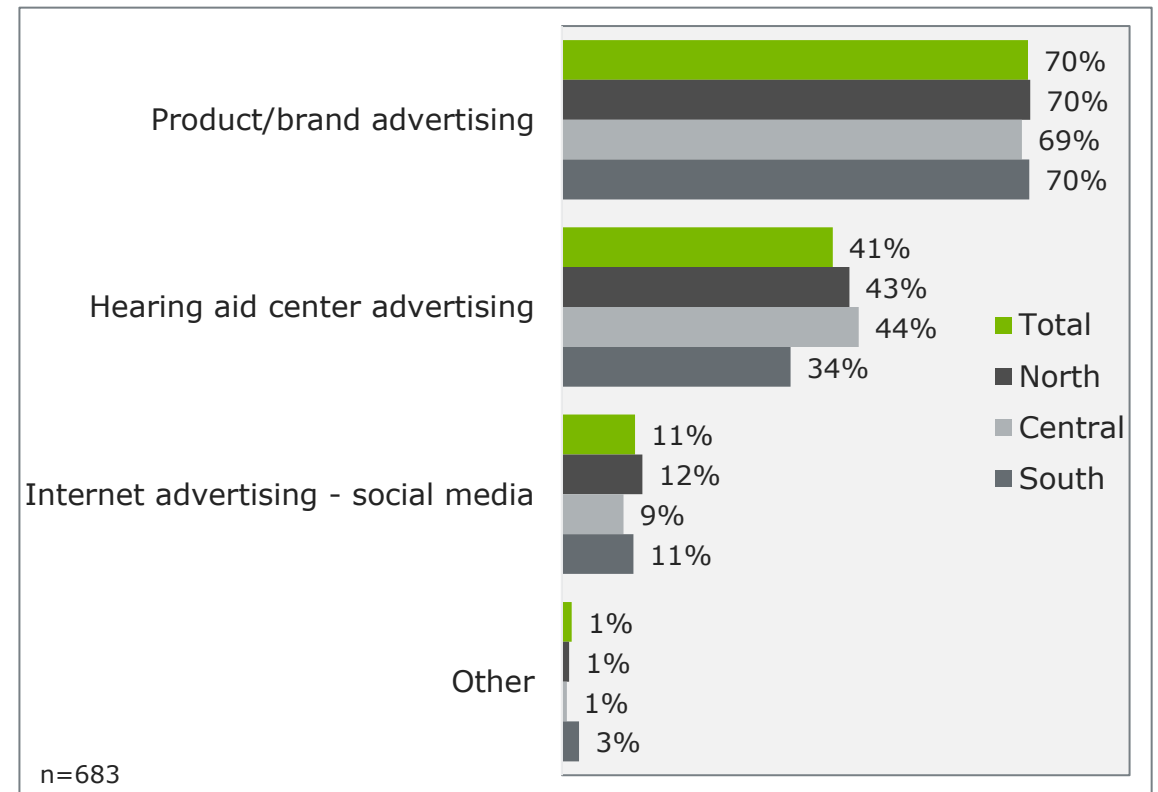


53% of all hearing impaired have seen hearing aids advertisement recently (2022: 53%)

Have you recently seen any advertisement regarding hearing aids?

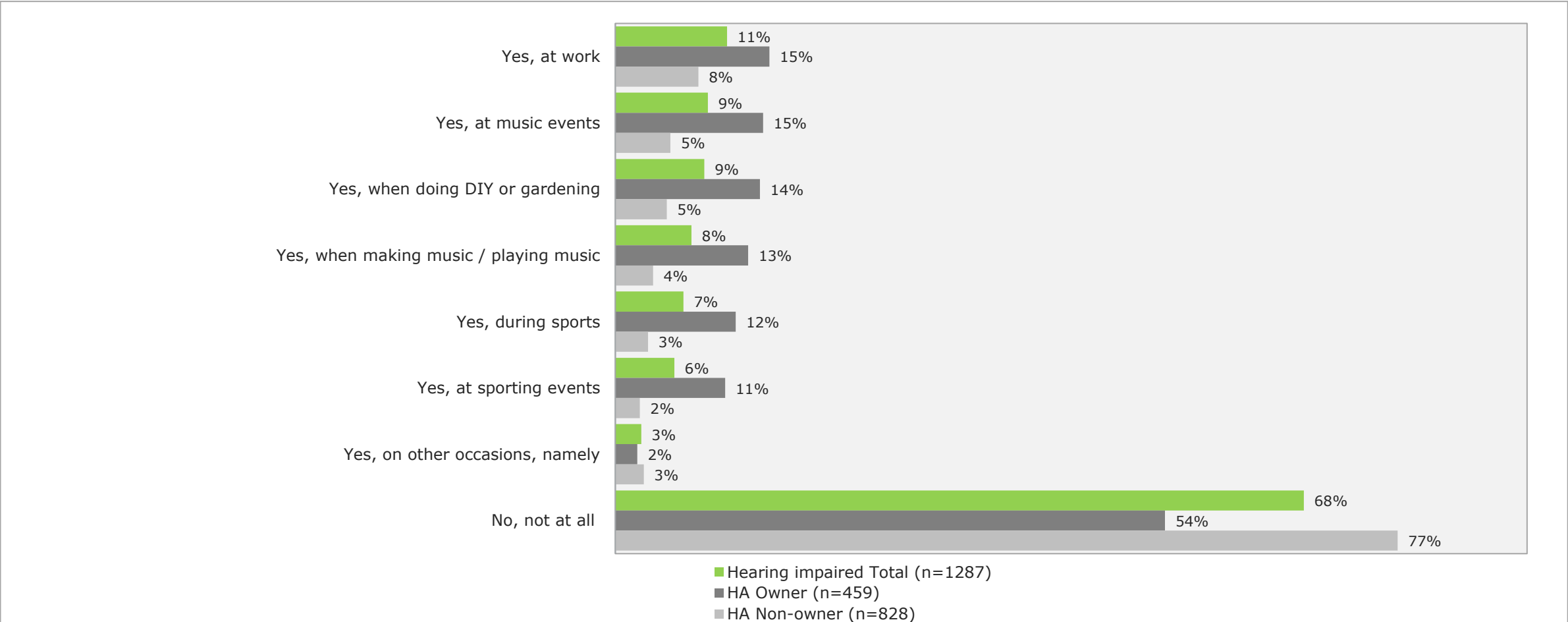


IF YES:
The advertisement you have seen was (multiple answers):

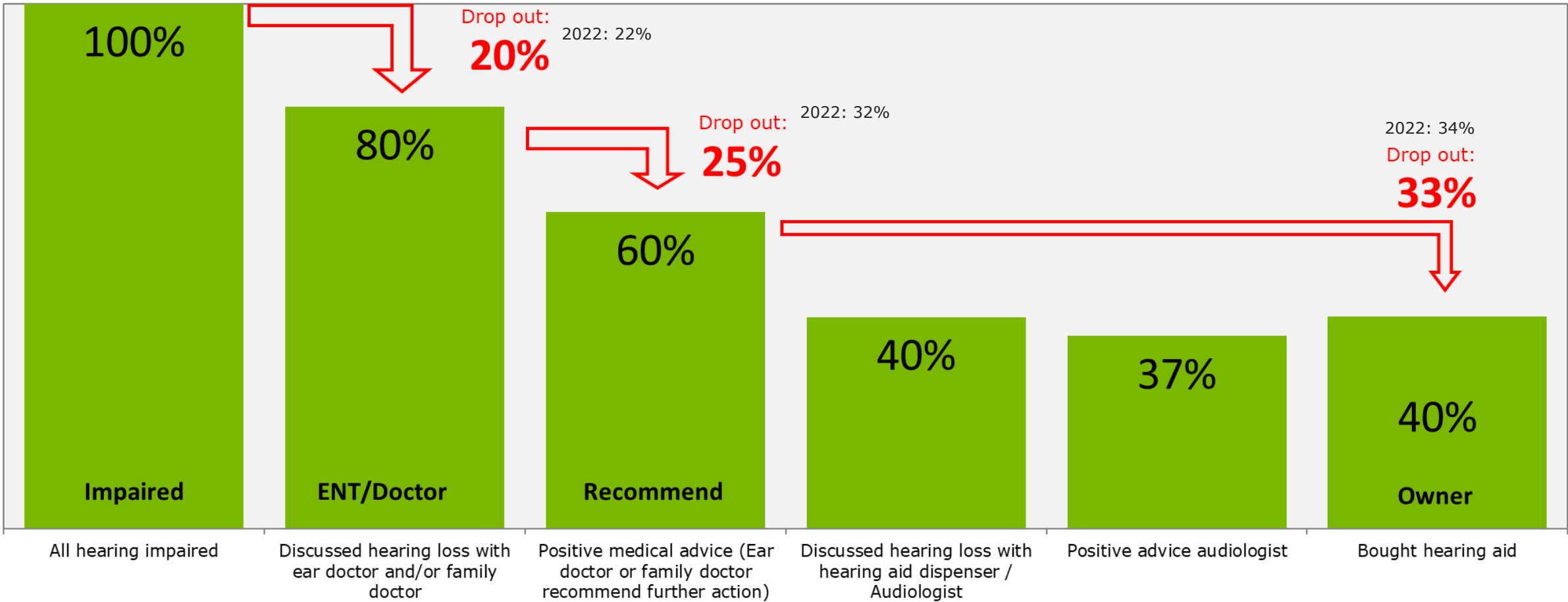


Usage of hearing protection by hearing impaired

Do you use hearing protection at least occasionally?



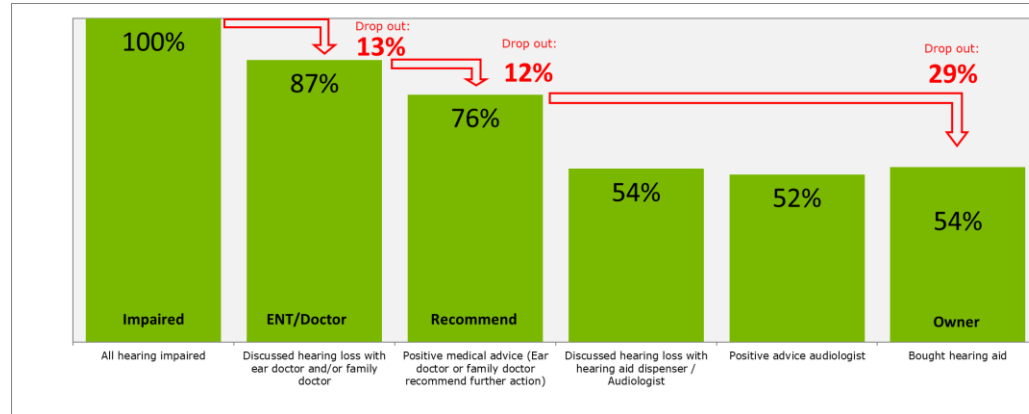
The route to the hearing aid



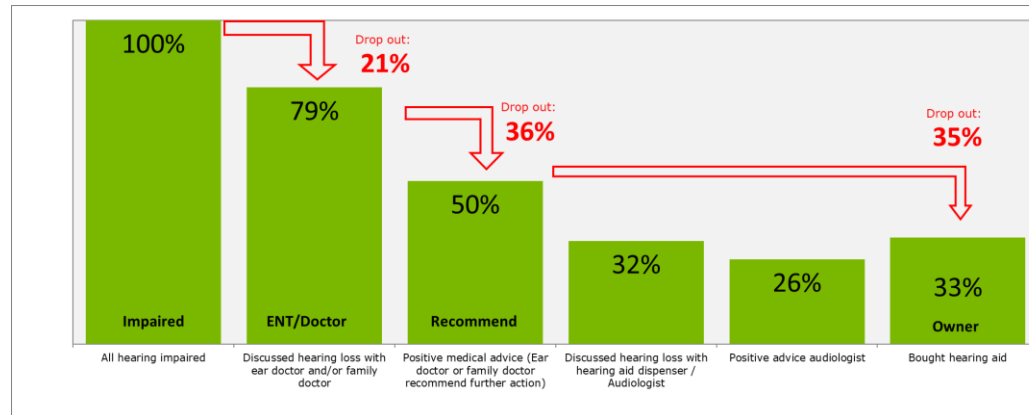
n=1'287

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

Top 50% hearing loss*



Low 50% hearing loss*



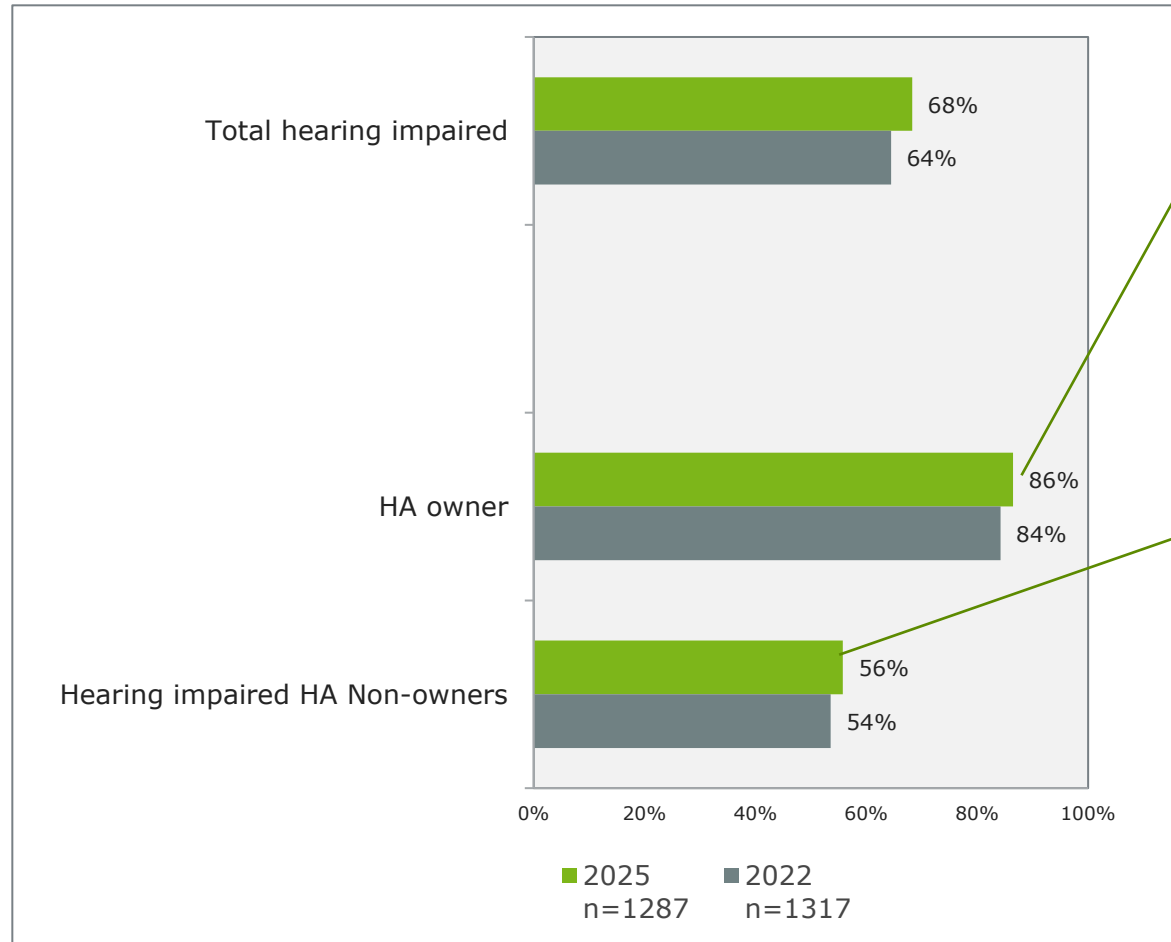
* Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:

- 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).

The route to the hearing aid: GP/Family doctor

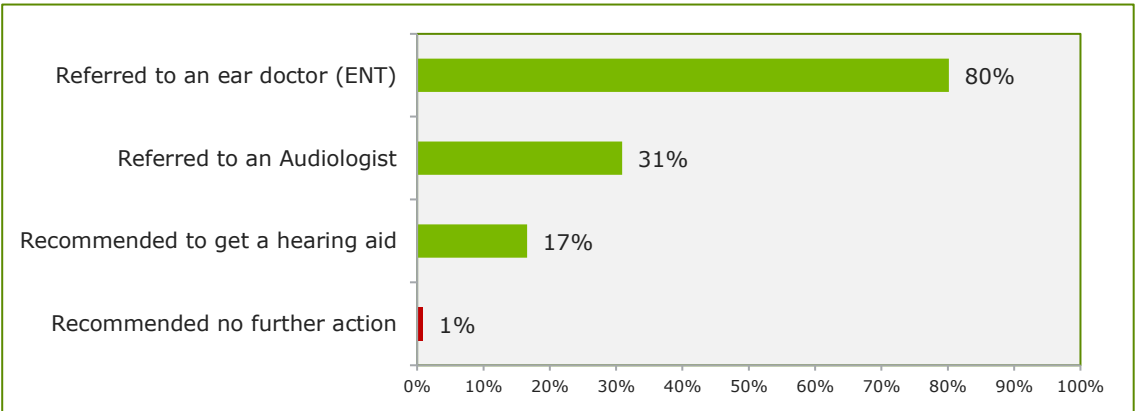
Have you discussed your hearing problem with your family doctor?

% Discussed with GP

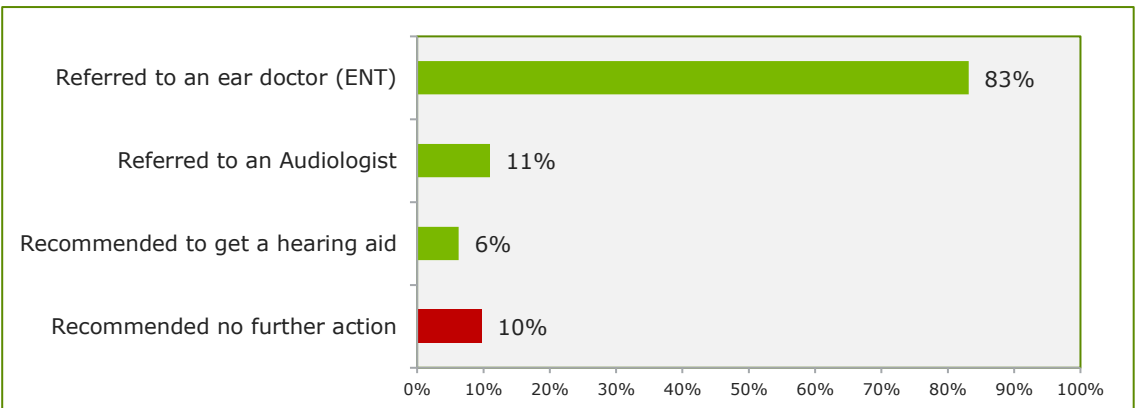


What did he/she recommend?

HA Owner (n=390)



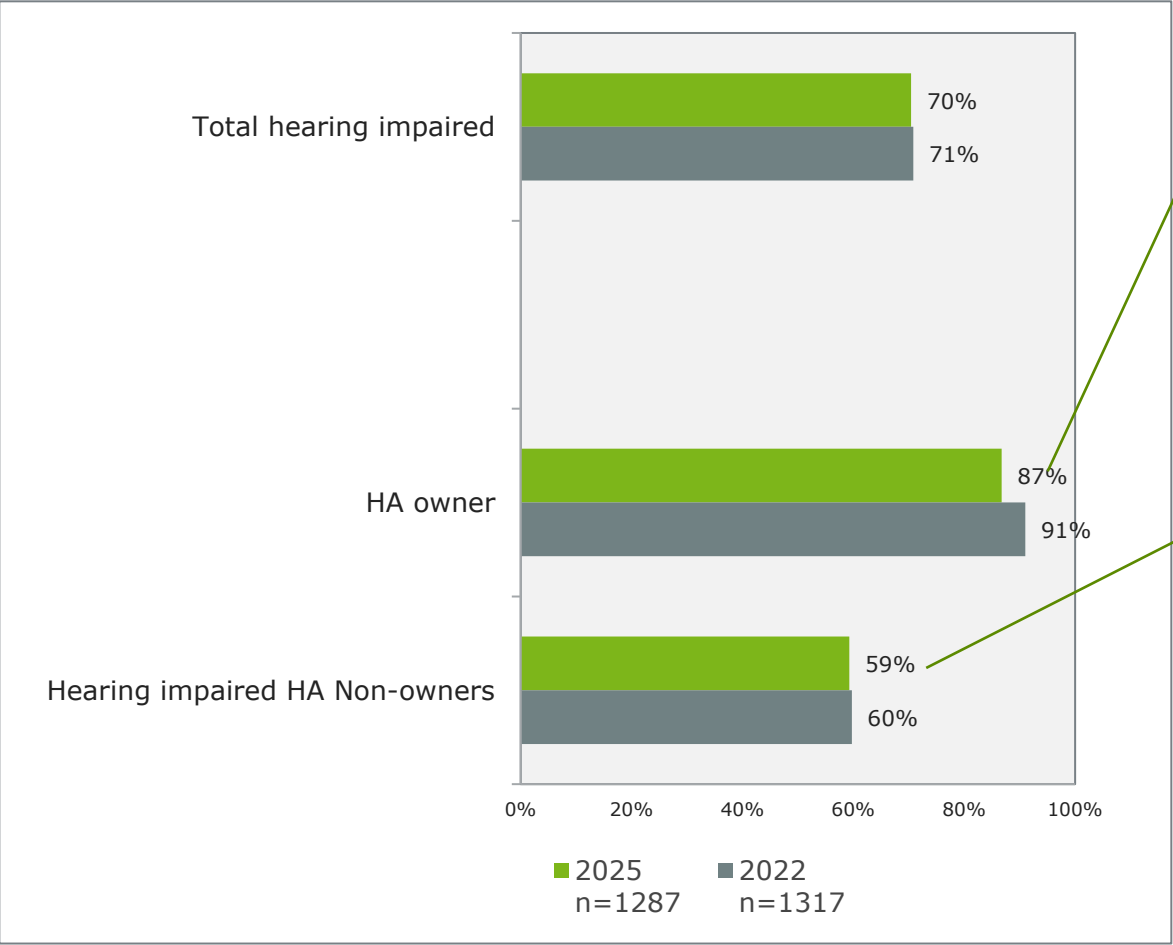
Impaired HA Non-owner (n=446)



The route to the hearing aid: ENT

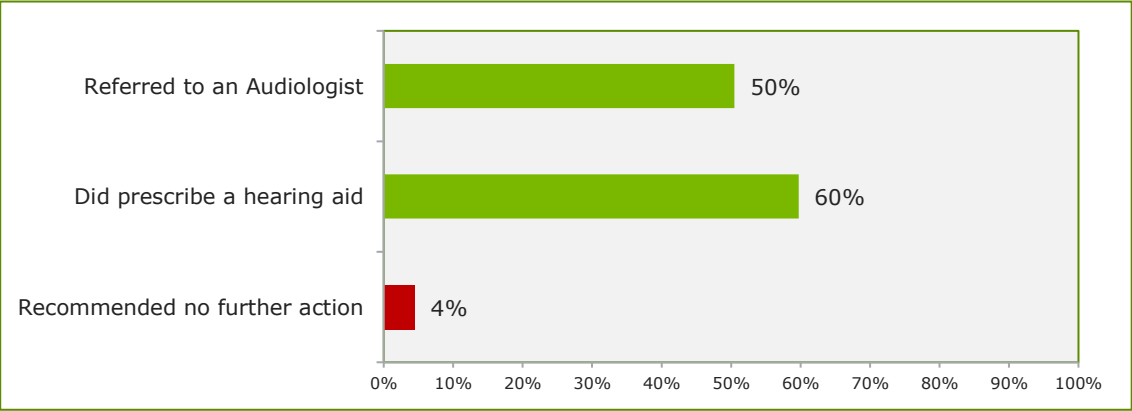
Have you ever discussed your hearing problem with an Ear, Nose and Throat specialist (ENT)?

% Discussed with ENT

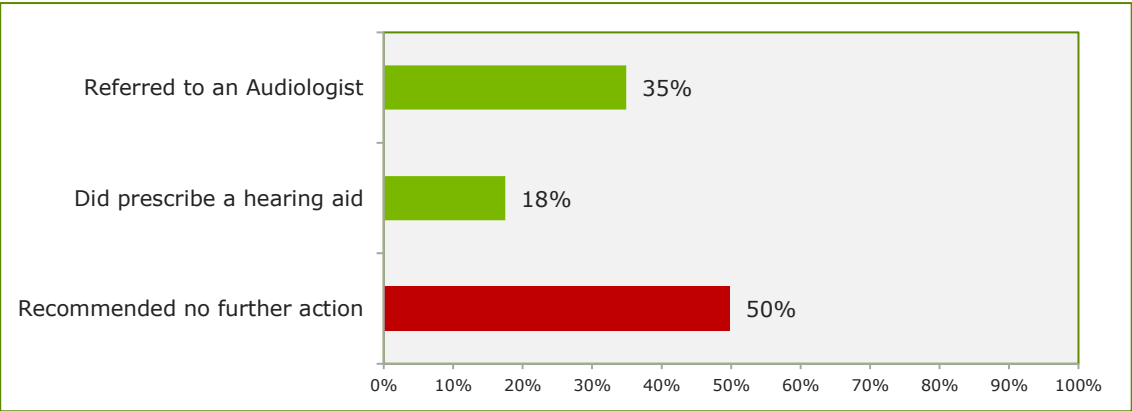


What did he/she recommend ?

HA Owner (n=398)

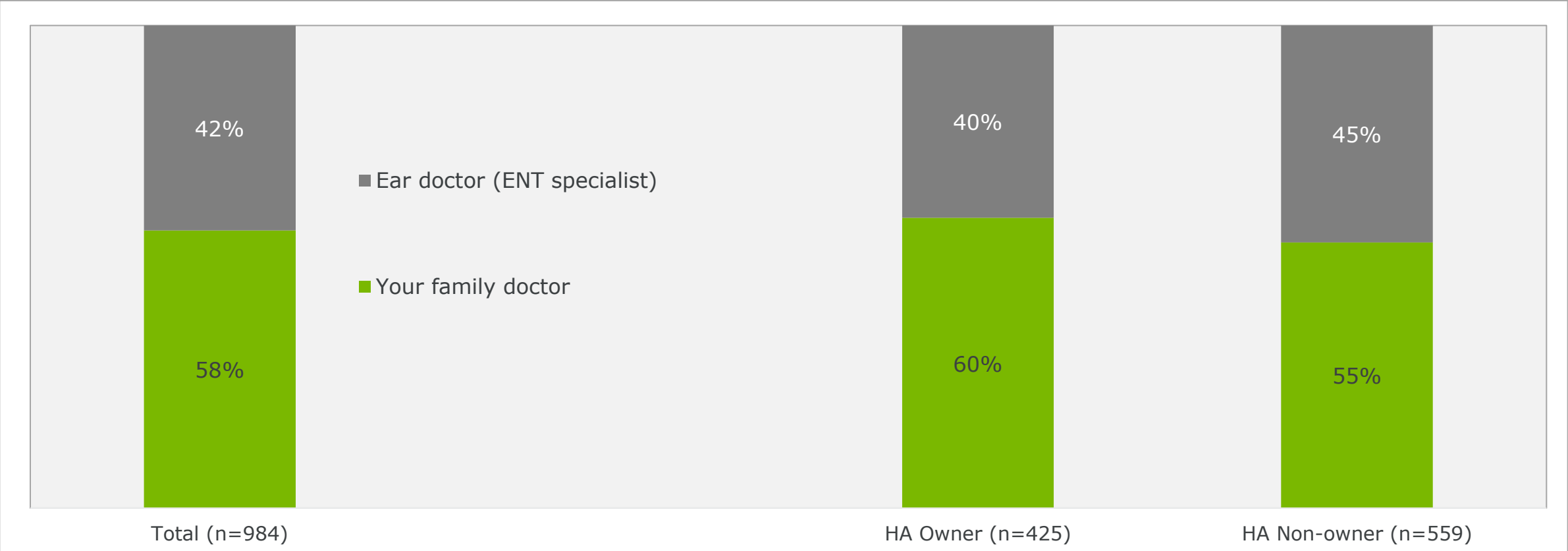


Impaired HA Non-owner (n=482)



Of those who discussed the hearing loss with a doctor, 58% spoke to a GP/family doctor first, and 42% talked to an ear doctor (ENT) first

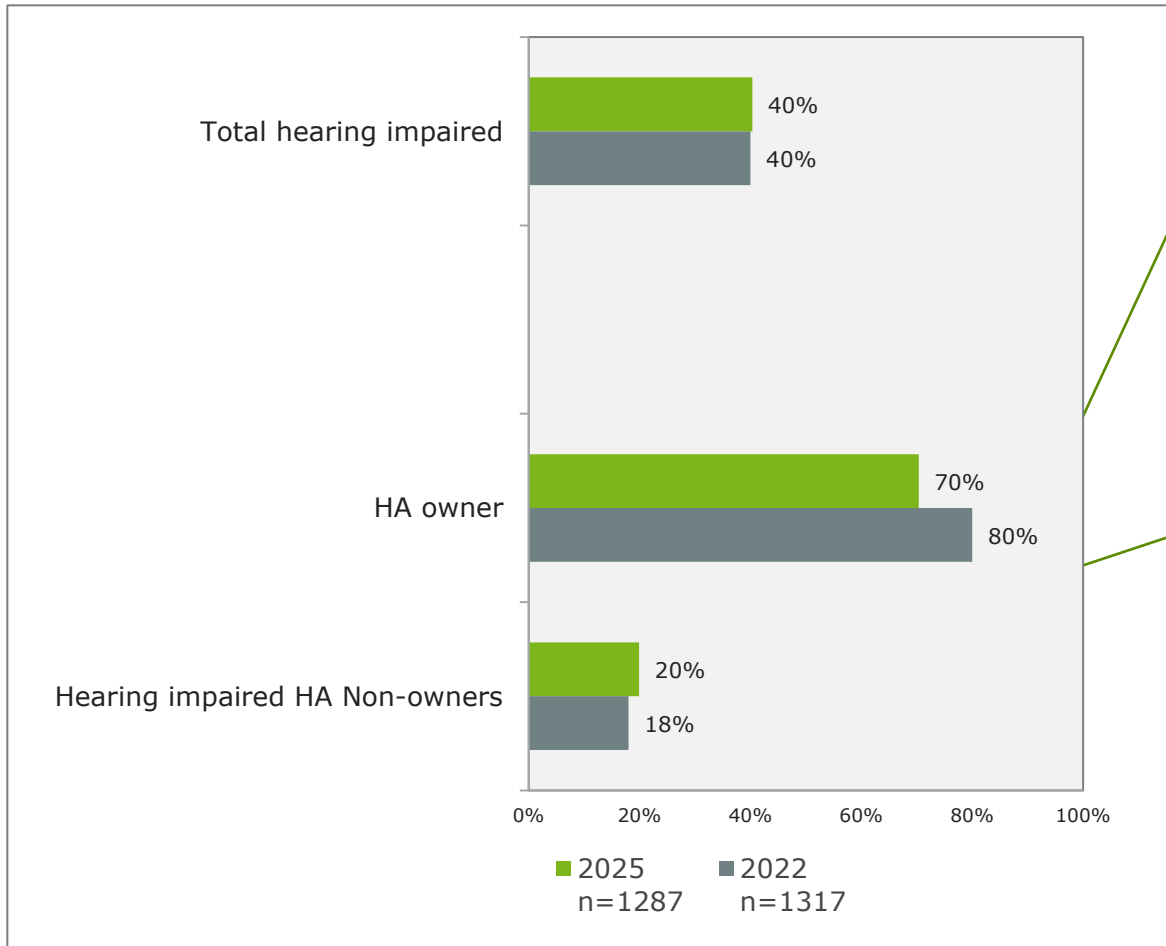
Those who discussed hearing loss with family doctor and/or ENT:
Who was the doctor you discussed your hearing loss with for the **first time** – your family doctor or the Ear, Nose and Throat specialist (ENT)?



The route to the hearing aid: Audiologist

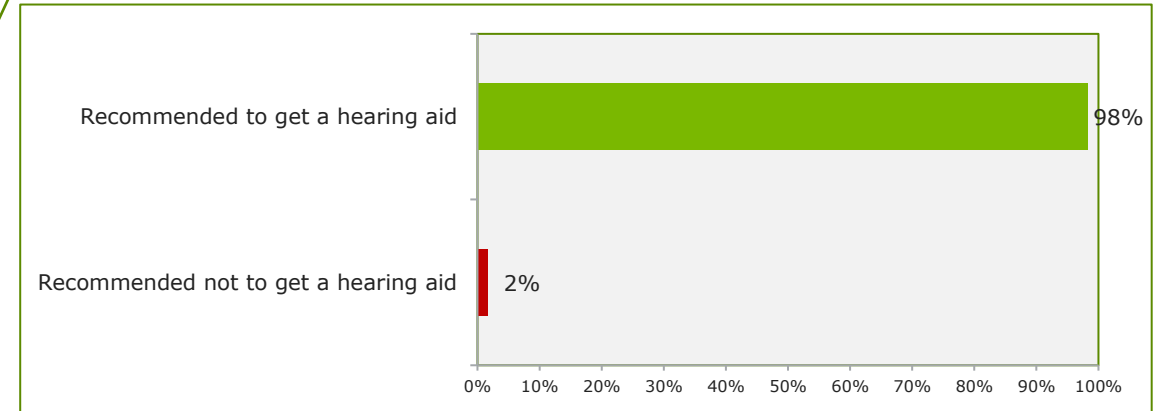
Have you ever discussed your hearing problem with an Audiologist?

% Discussed with Audiologist

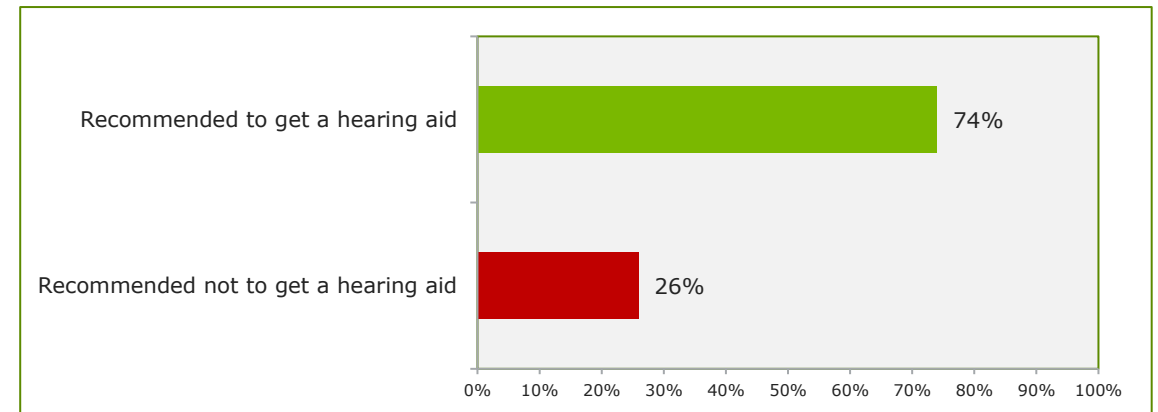


What did he/she recommend ?

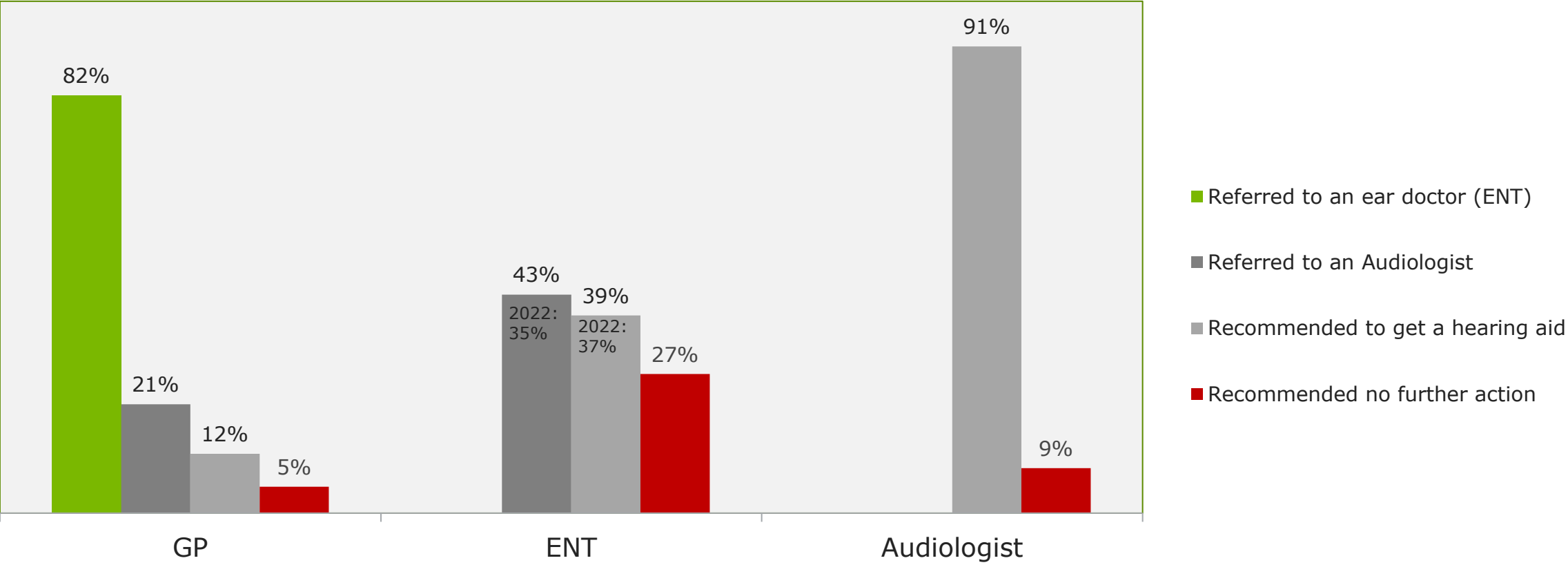
HA Owner (n=312)



Impaired HA Non-owner (n=155)



Recommendations by profession



Sums can add to more than 100% (multiple responses)

GP n=836
 ENT n=880
 HA Dispenser n=467

Only few hearing impaired go to the audiologist BEFORE seeing a doctor about the hearing loss

[IF SEEN FAMILY DOCTOR & AUDIOLOGIST]

Did you discuss your hearing loss with the family doctor BEFORE visiting the HA dispenser / Audiologist? (n=391)



■ Yes ■ No, I went to the audiologist first

[IF SEEN ENT & AUDIOLOGIST]

Did you discuss your hearing loss with the ear doctor (ENT) BEFORE visiting the HA dispenser / Audiologist? (n=410)



■ Yes ■ No, I went to the audiologist first

[IF SEEN THE AUDIOLOGIST FIRST]

Did the HA dispenser / Audiologist refer you to the family doctor? (n=44)



■ Yes ■ No, I decided by myself

[IF SEEN THE AUDIOLOGIST FIRST]

Did the HA dispenser / Audiologist refer you to the ear doctor (ENT)? (n=31)



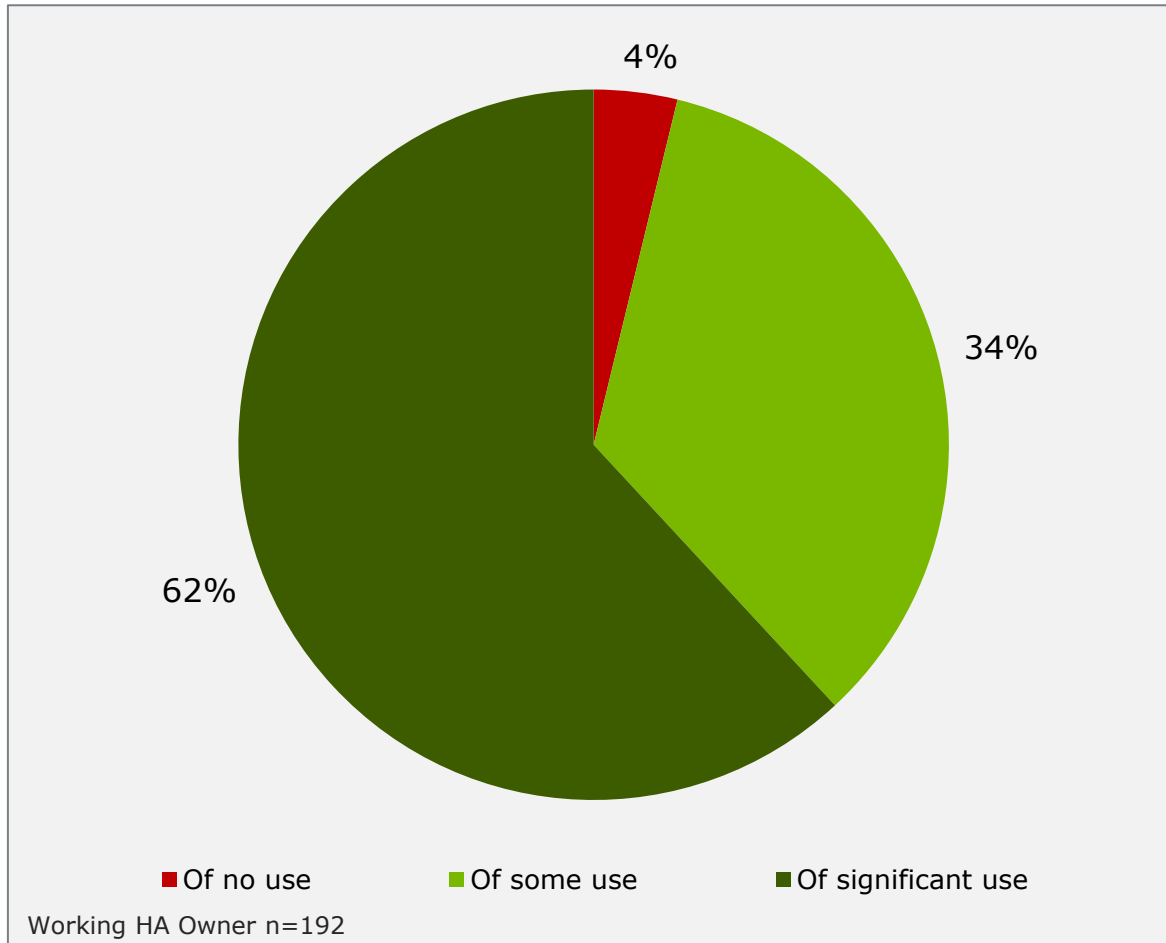
■ Yes ■ No, I decided by myself

Potential social cost-savings due to the use of hearing aids:

Work competitiveness, depressive symptoms, sleep quality, co-morbidities

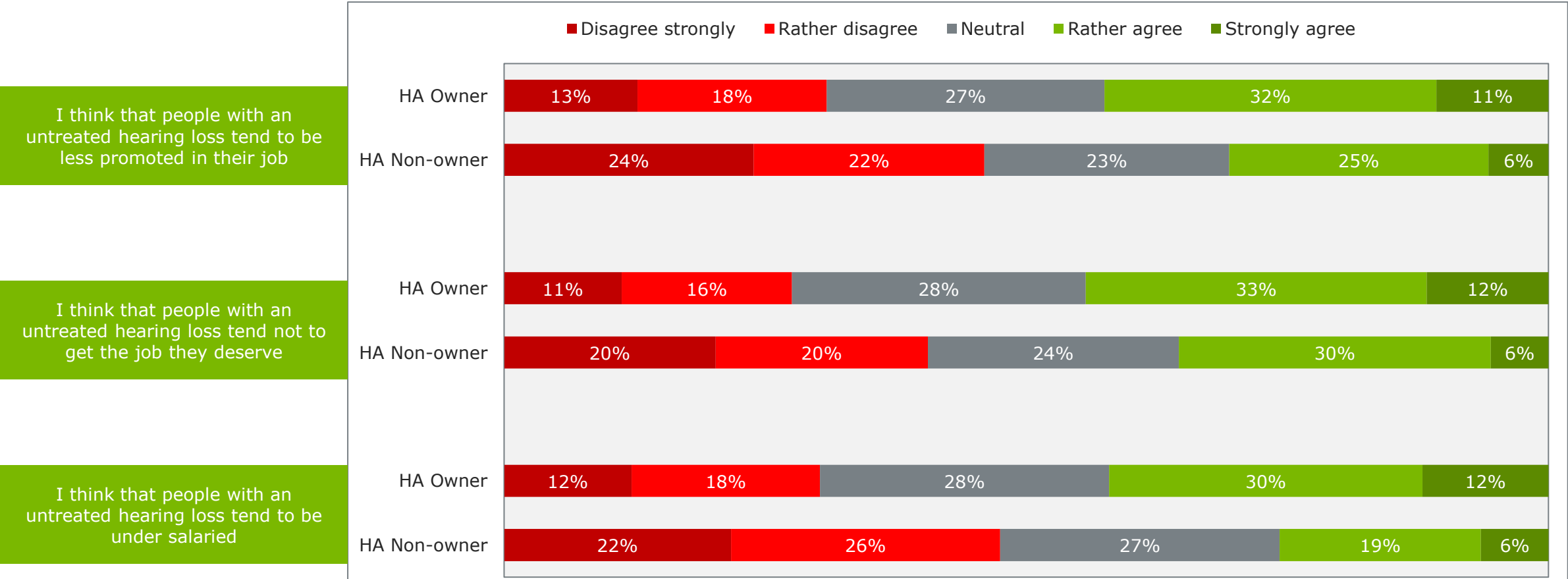
Work competitiveness: 96% of the working hearing aid owners state that their hearing aid(s) are useful on their job

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 getting promoted, getting the right job and to get a higher salary



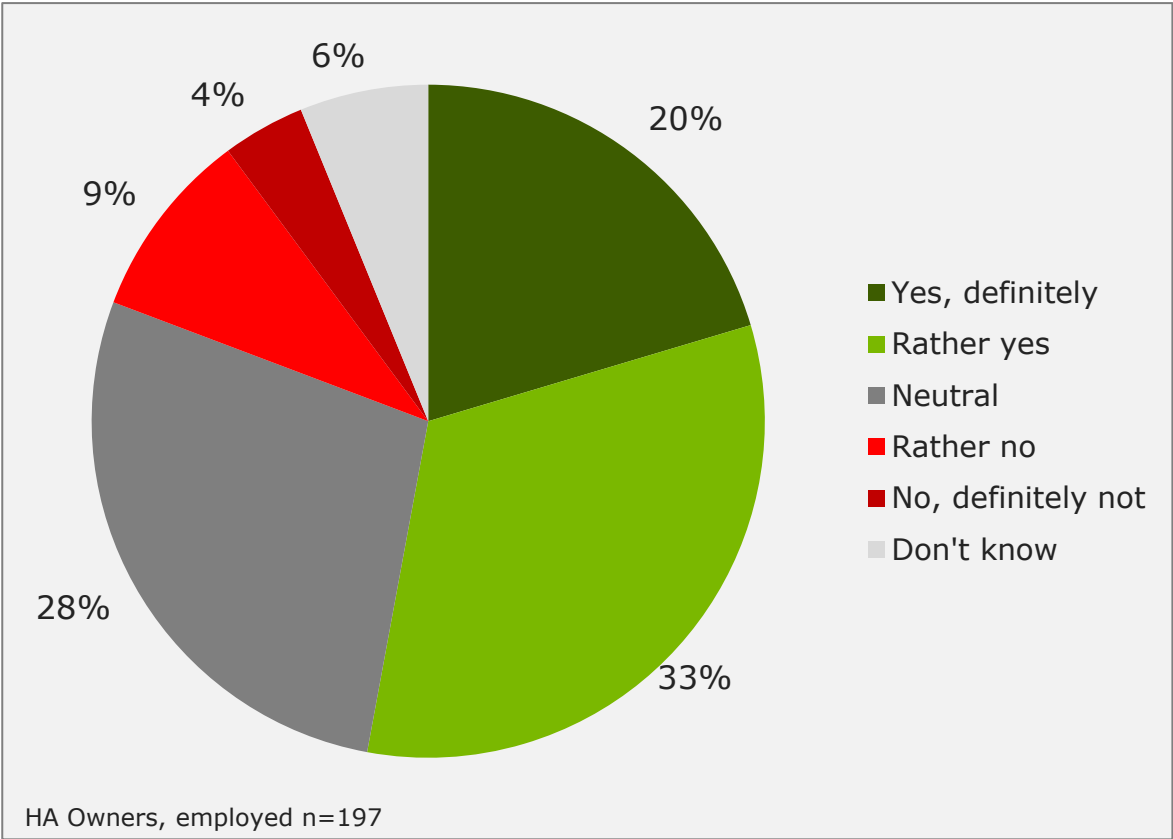
HA Owner n=421 / HA Non-owner n=704



53% of employed individuals using hearing aids believe the devices enable them to work longer

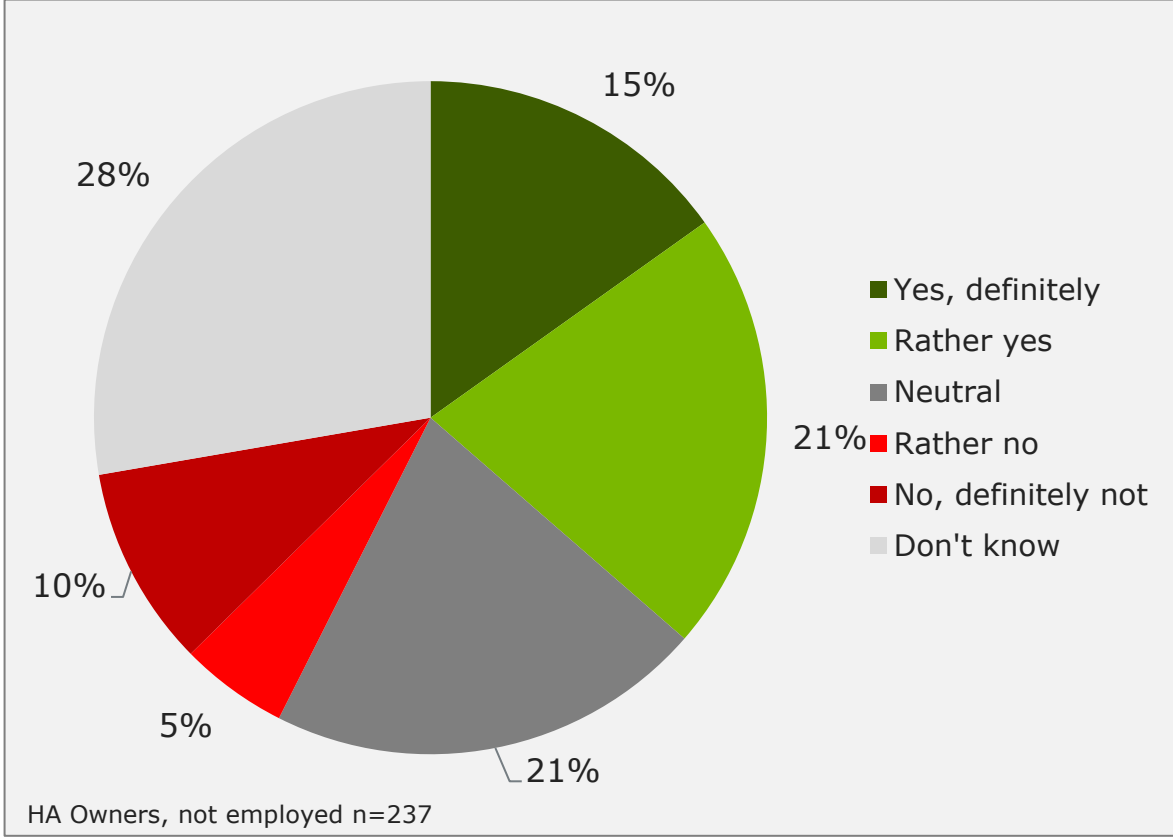
HA Owners, employed:

Do you believe that due to your hearing aid provision you can be employed longer than without hearing aid(s)?



HA Owners, NOT employed:

Do you believe that due to your hearing aid provision you could have been employed longer than without hearing aid(s)?

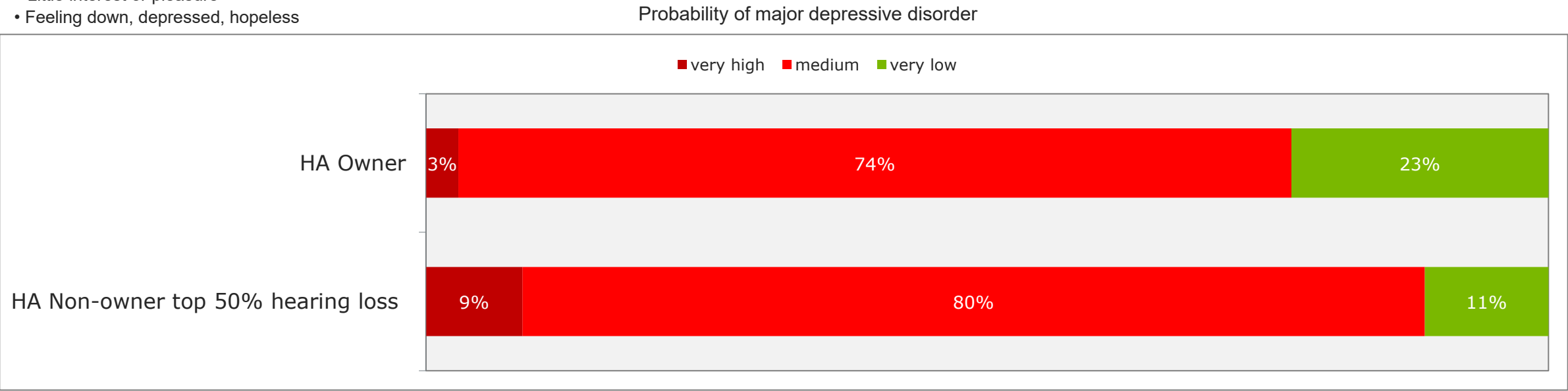




General health problems: Hearing aid owners have a lower risk of being depressed (PHQ-2 Screening) compared to impaired non-owners with comparable hearing loss (Top50% hearing loss group*)

Depression symptoms:
PHQ-2 Screening:
In the last 2 weeks:

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



HA owner n=211 / HA Non-owner top 50% hearing loss n=161

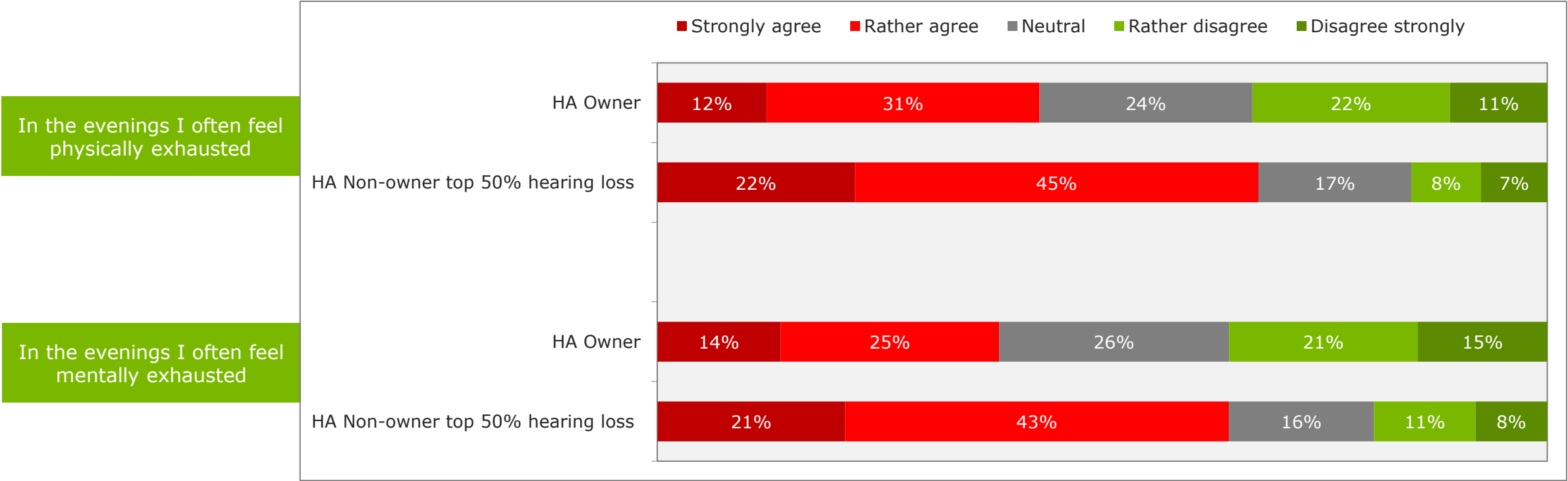
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- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC – like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

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



General health problems: Compared to impaired hearing aid non-owners with significant hearing loss (Top50% hearing loss group*), hearing aid owners feel less exhausted in the evenings



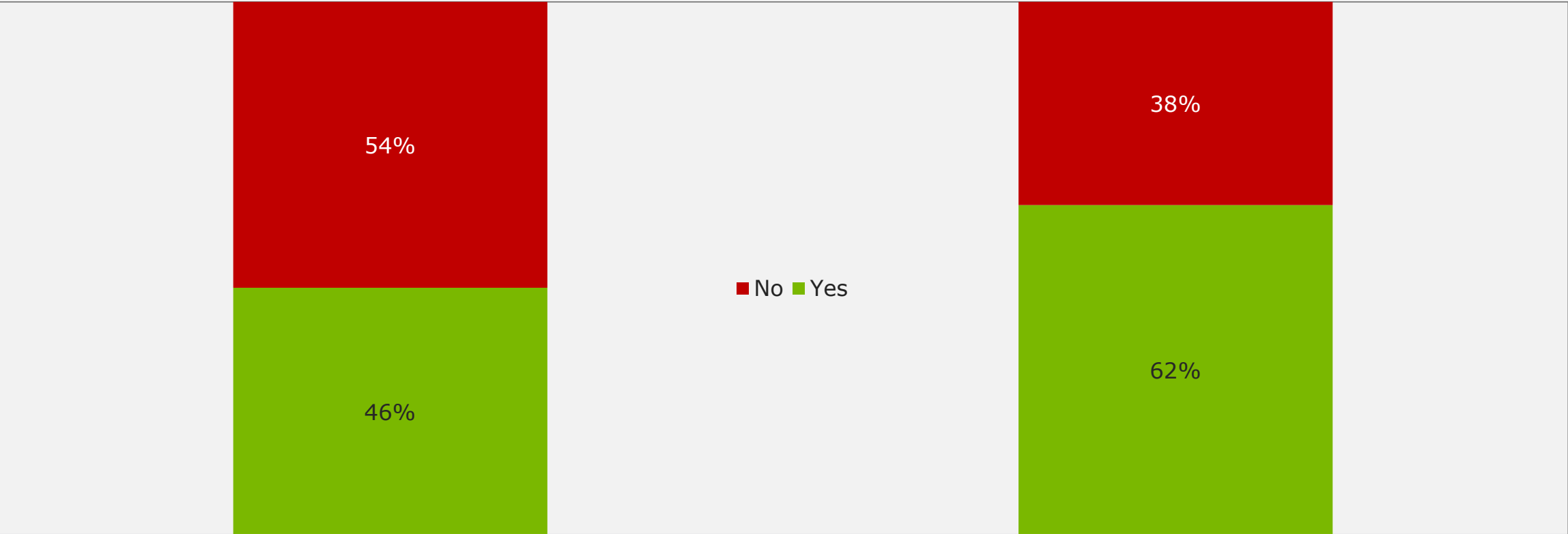
HA Owner n=207 / HA Non-owner top 50% hearing loss n=160

*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?



HA Non-owner, top 50% hearing loss

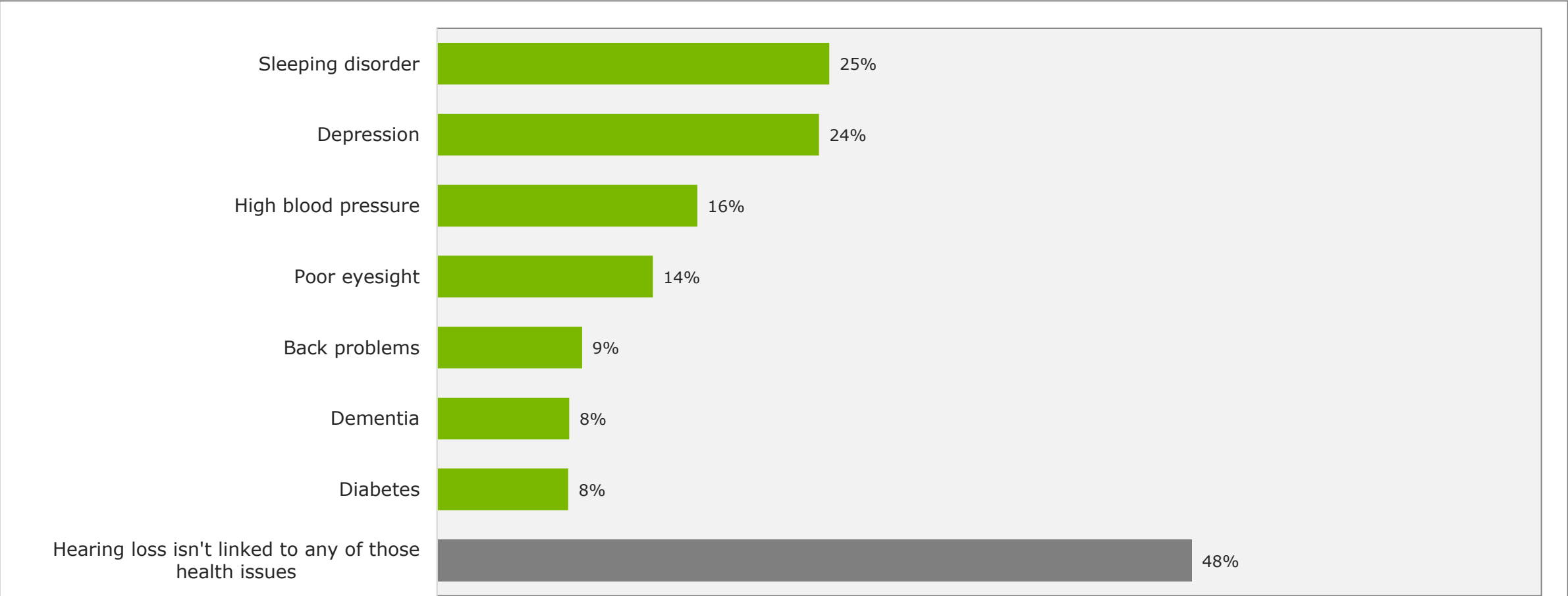
HA Owner

HA Non-owner top 50% hearing loss n=161 / HA Owner n=211



25% of all hearing-impaired think that hearing loss could be linked to sleeping disorders and depression

Please tick all of the health issues below which you think could be linked to one’s hearing loss.



Hearing impaired, n=1'287

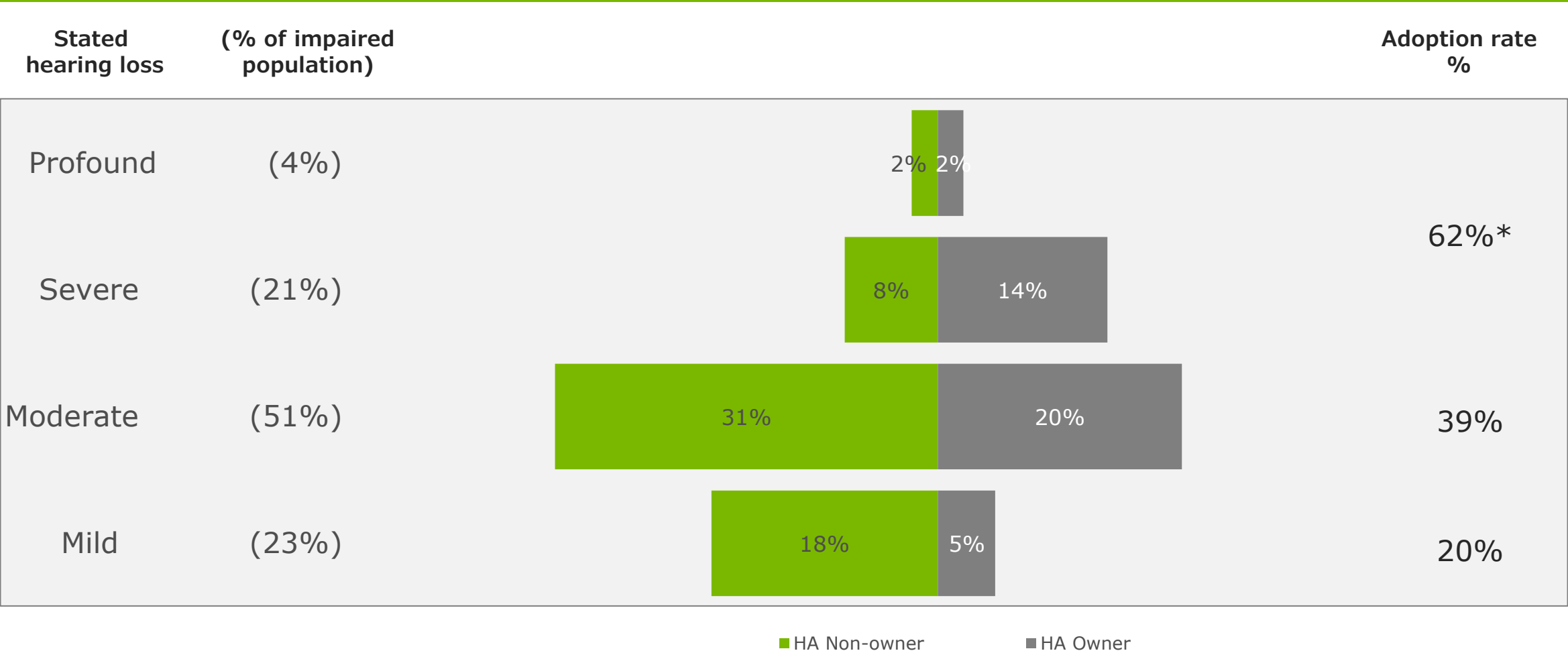


3. Analysis of hearing aid owners

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



Low adoption rates within mild hearing loss

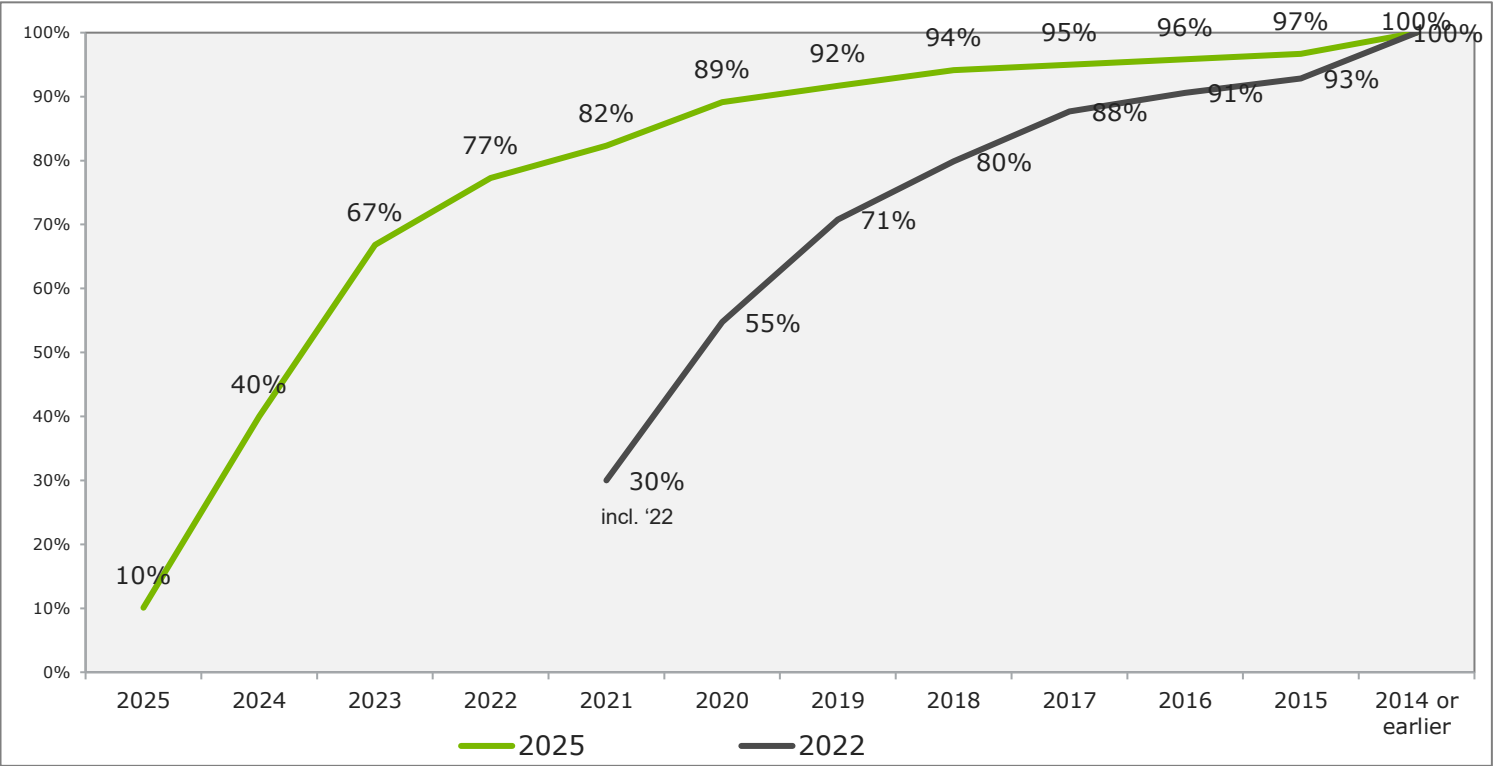


Sums can differ from 100% due to rounding
* combined "severe" and "profound" because n is too small



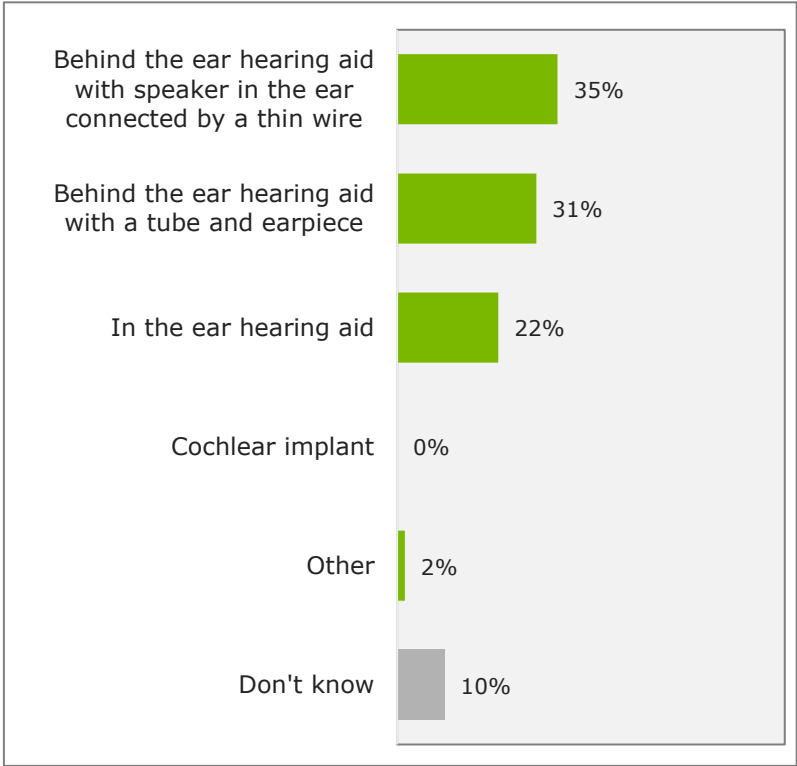
67% of the currently owned HAs were acquired in 2023 or later: RICs are the most often purchased type of HA

Year of purchase



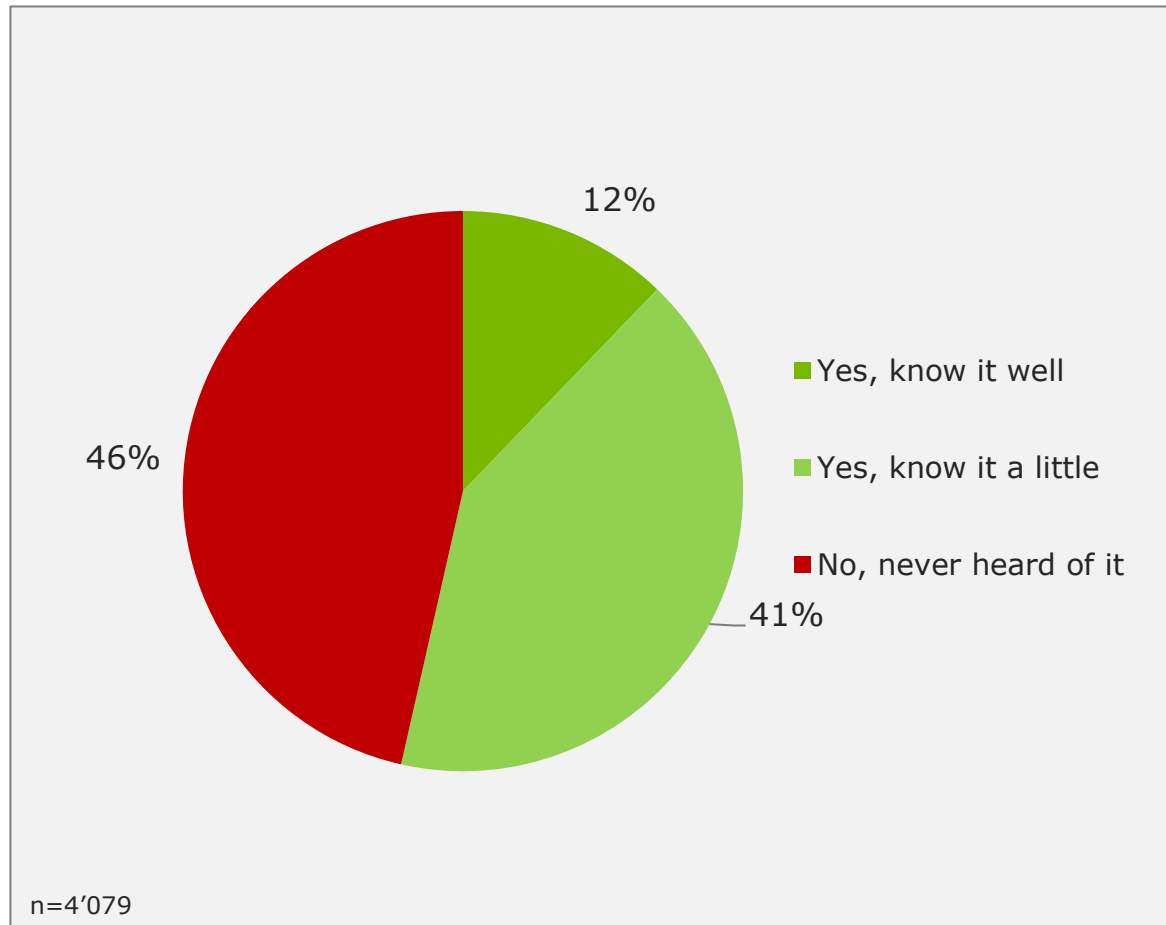
Age of currently owned HAs (Mean):
2025: 2.9 years
2022: 3.2 years

Type of HA

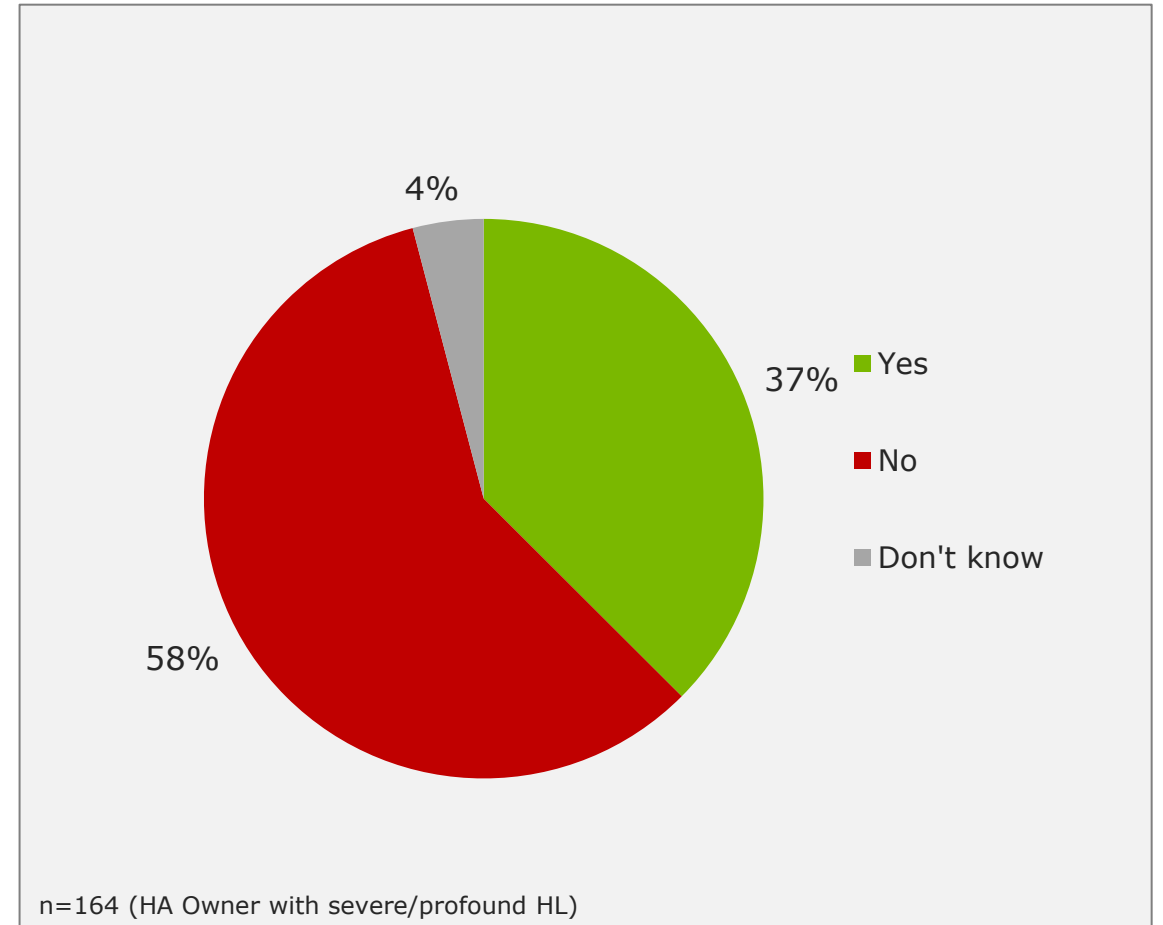


46% of the population has never heard of Cochlear Implants.
37% of the HA owners with severe/profound HL have been informed about CIs by a medical professional

Do you know what a cochlear implant (CI) is?

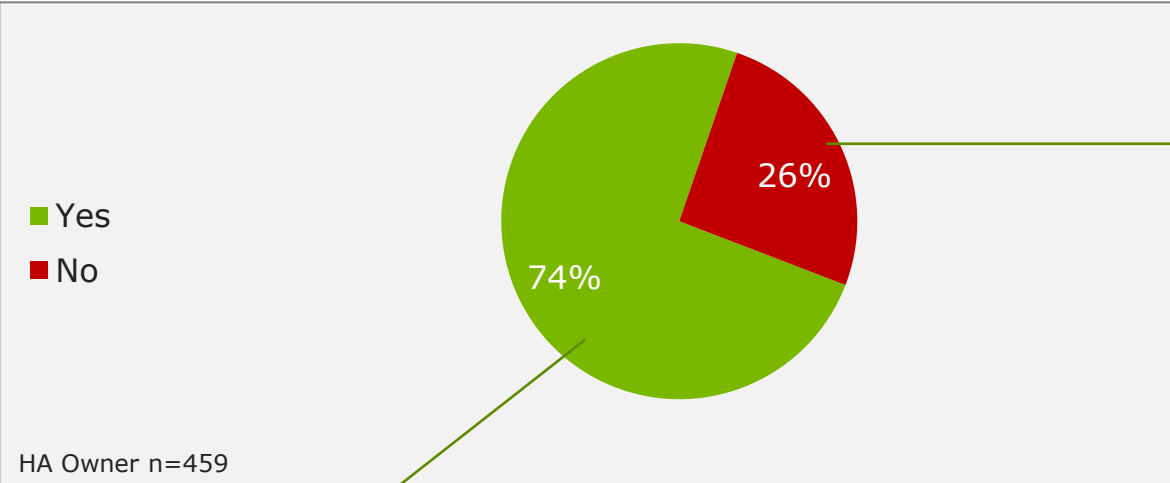


Have you been informed about cochlear implants by a medical professional?

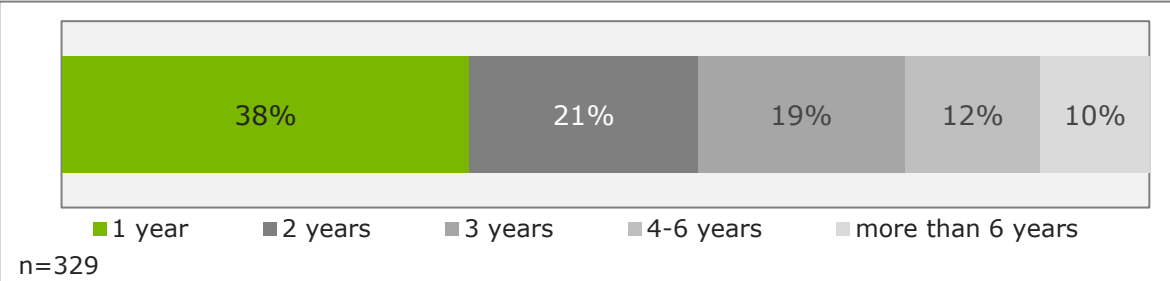


Hearing aids are used for five years before they are replaced.
Mostly 2-6 years pass between becoming aware of the hearing loss and purchasing hearing aids

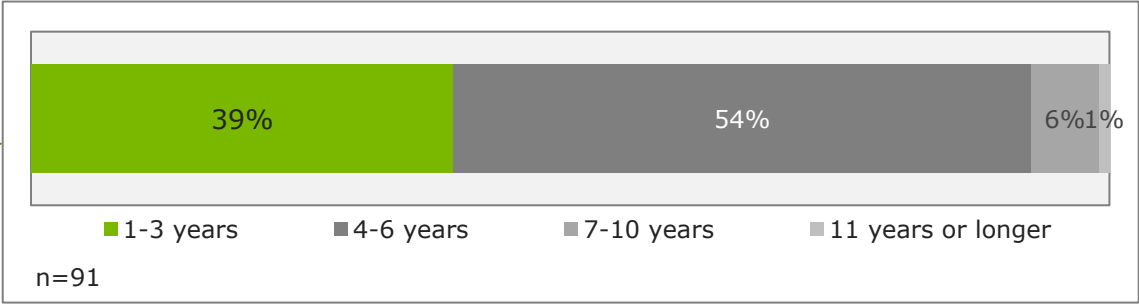
Current HAs = first HAs?



HA Owner (1st HA):
How many years have passed since you became aware of your hearing loss until you acquired a hearing aid?

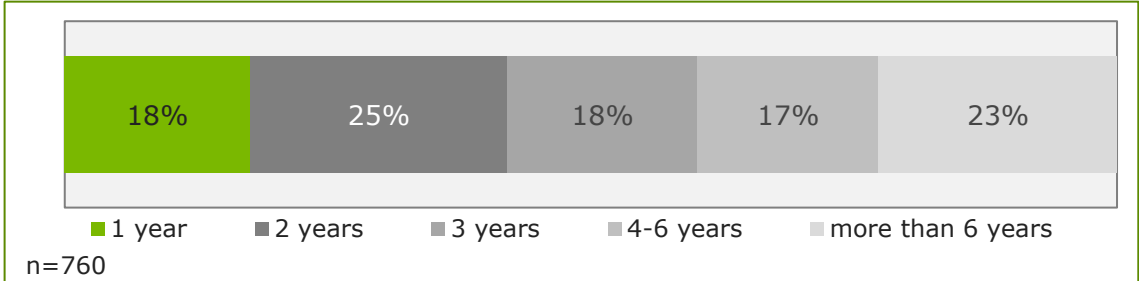


How many years did you own your previous HAs?



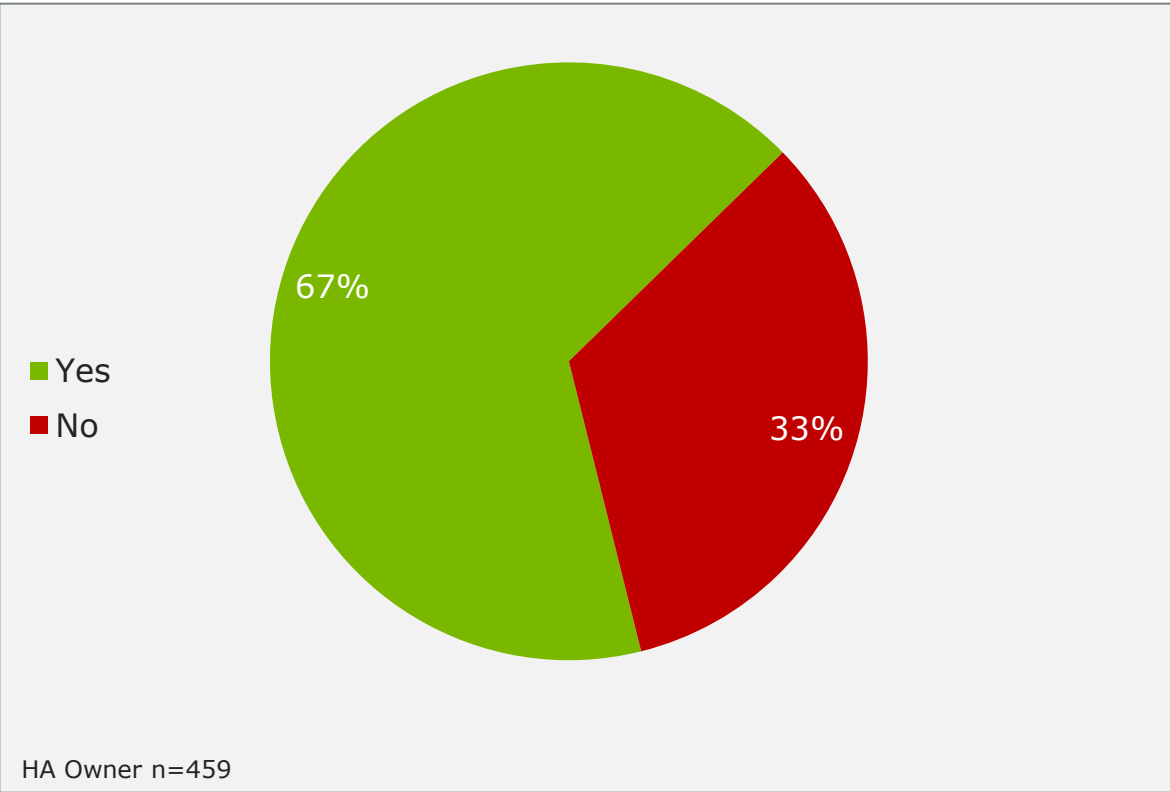
Age of HA before it has been replaced:
2025: 5 years (median)
2022: 5 years (median)

HA Non-owner:
How many years had passed since you became aware of your hearing loss?

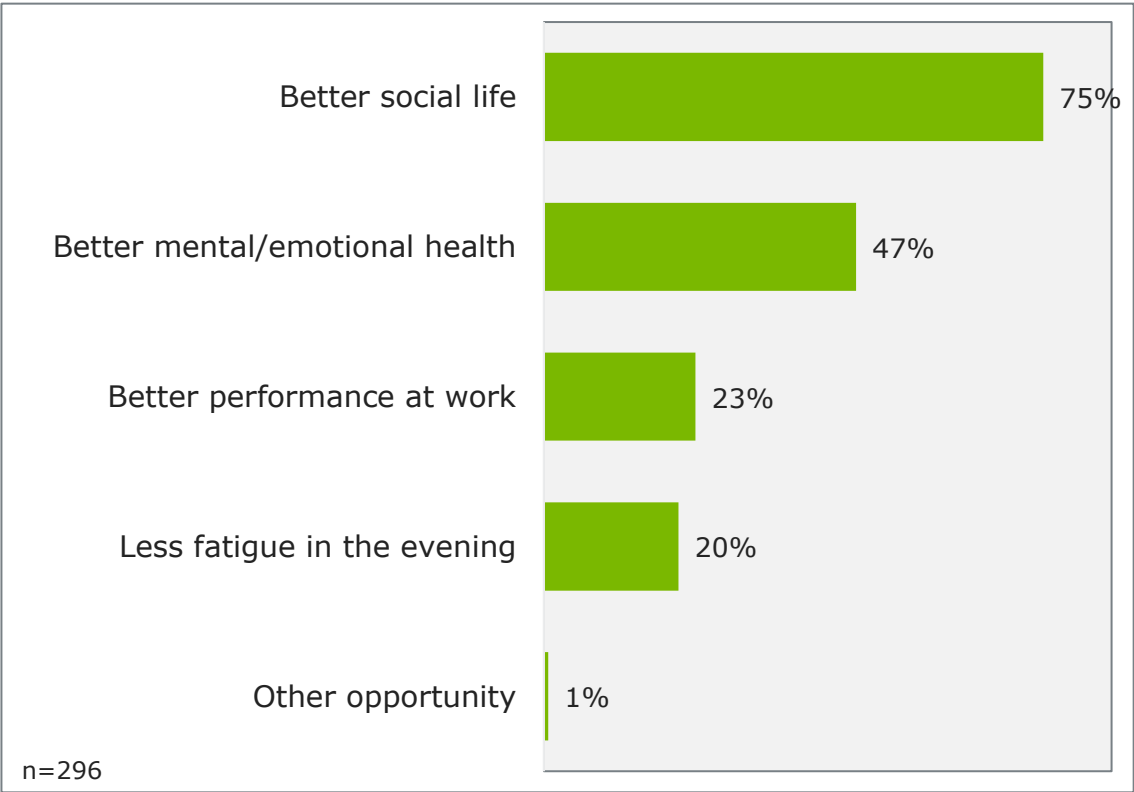


**67% of all HA owners think they should have gotten their HAs sooner!
The main reason is missing out on social life and mental/emotional health**

Thinking back before you obtained your first hearing aid(s):
do you think, you should have gotten them sooner?



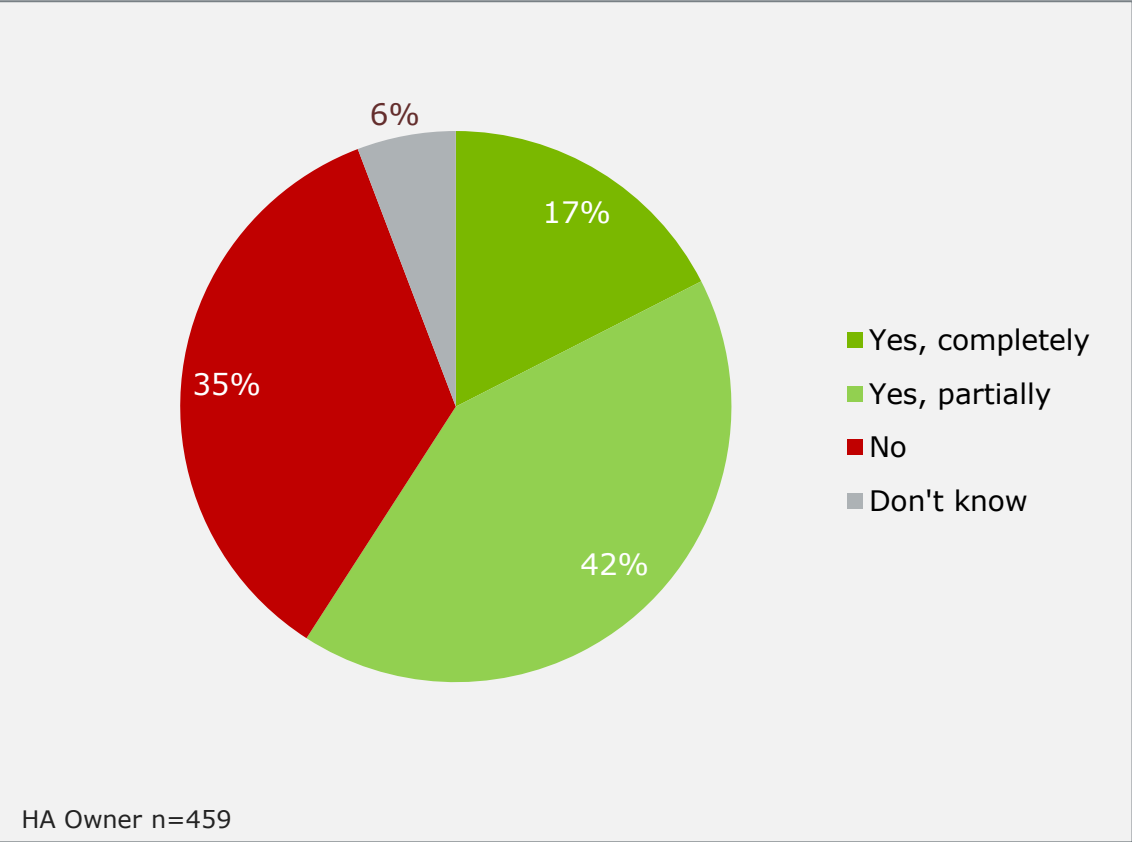
IF YES:
What are the reasons why you think you should have gotten your hearing aid(s) sooner? What are the opportunities you think you have missed because of this? Please tick all that apply.



59% of the hearing aid owners received some kind of third party reimbursement. A majority of hearing-impaired people without hearing aids don't know whether a third party would pay any part of the hearing aids.

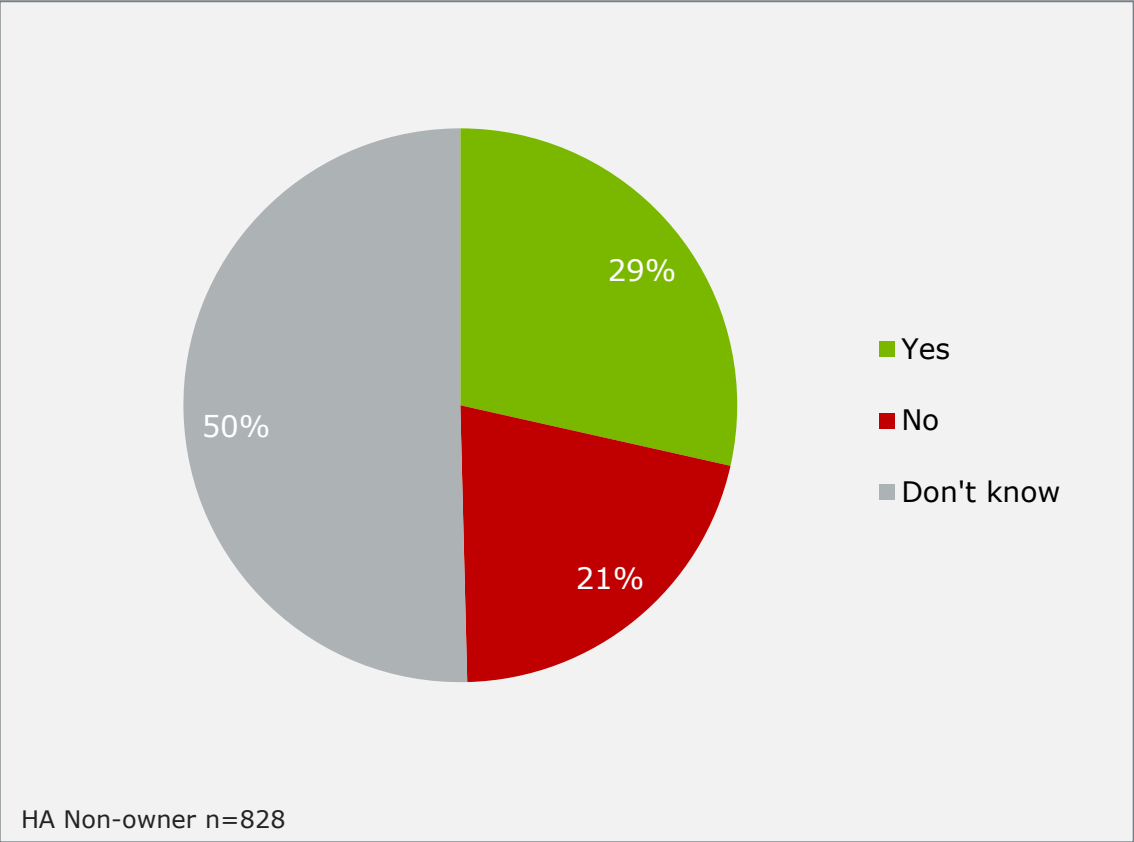
HA Owner:

Has your hearing aid been fully or partially paid for by a third party organization? (Insurance, Government)



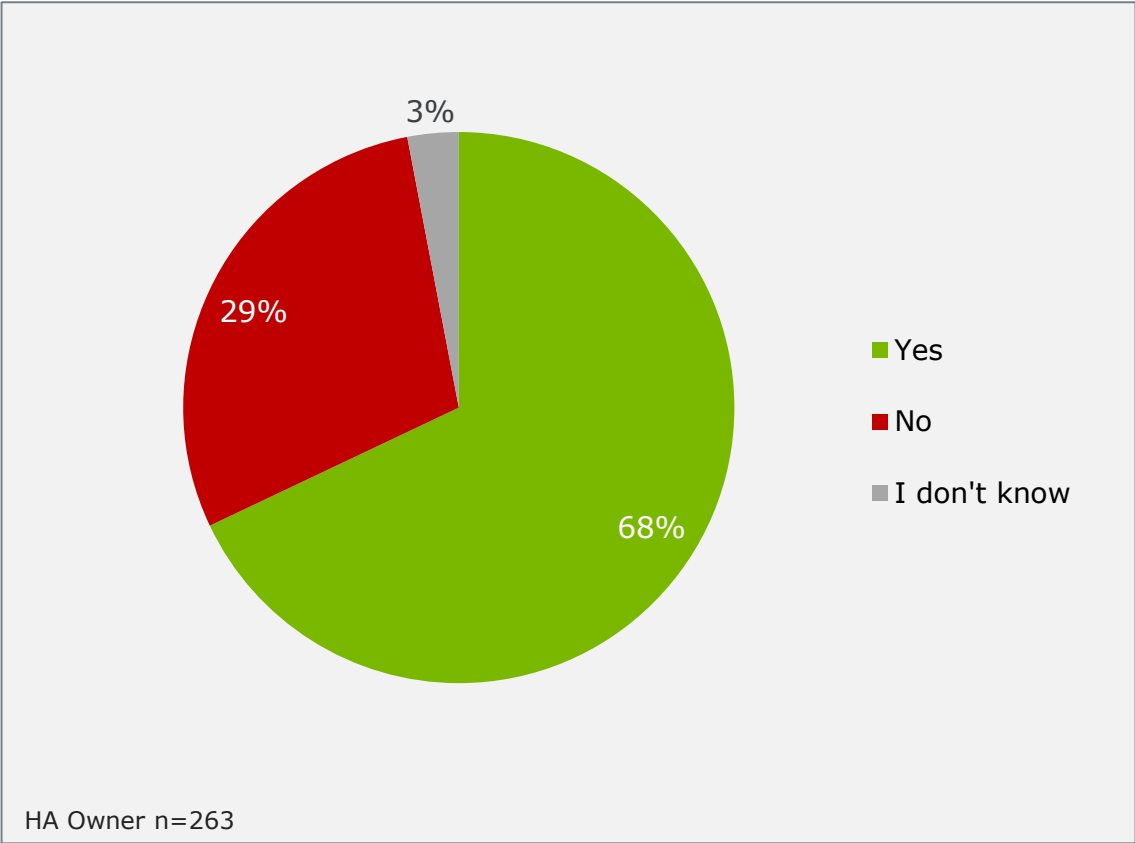
HA Non-owner:

Based on your current knowledge, would any part or all of your hearing aid(s) be paid for by a third party? (Insurance, Government)

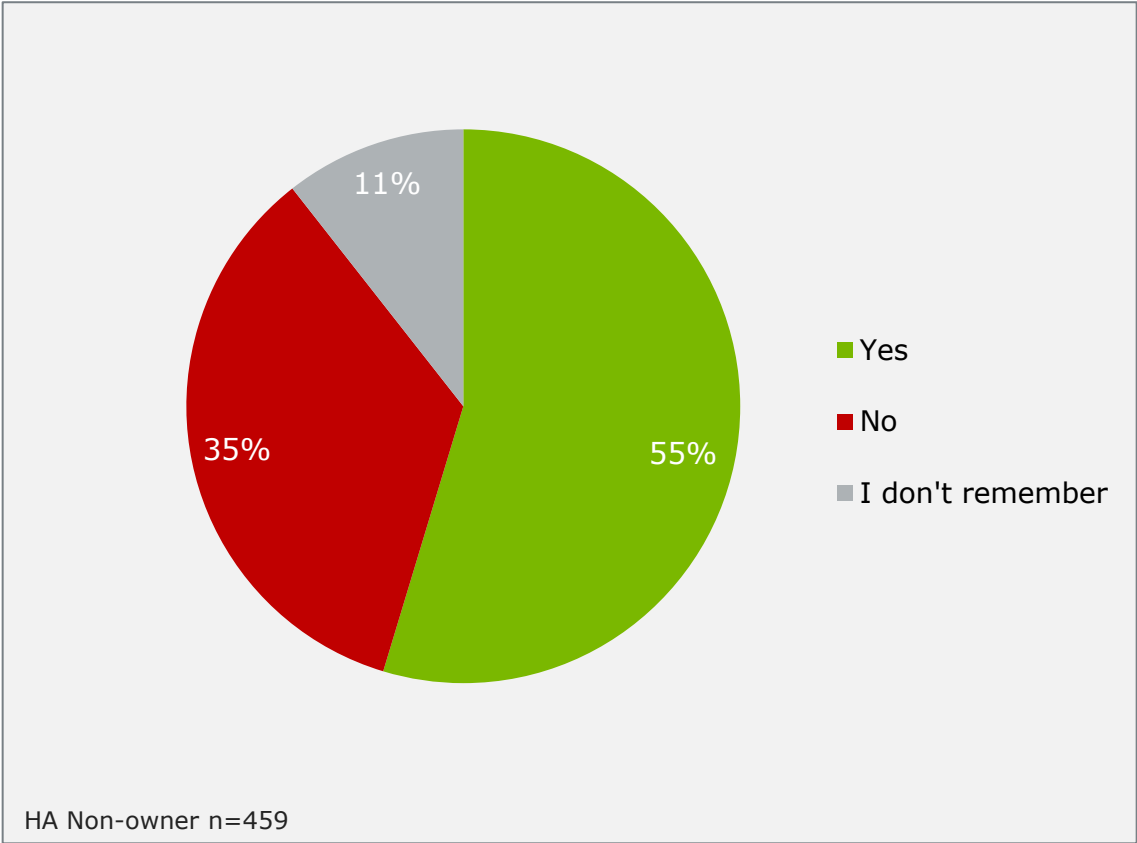


68% of those with reimbursement knew they were entitled to it.
55% of hearing aid owners had a free-of-charge trial before acquiring the hearing aid

[IF REIMBURSEMENT RECEIVED]
Owners: Before acquiring your hearing aids, were you aware to be entitled for a reimbursement?



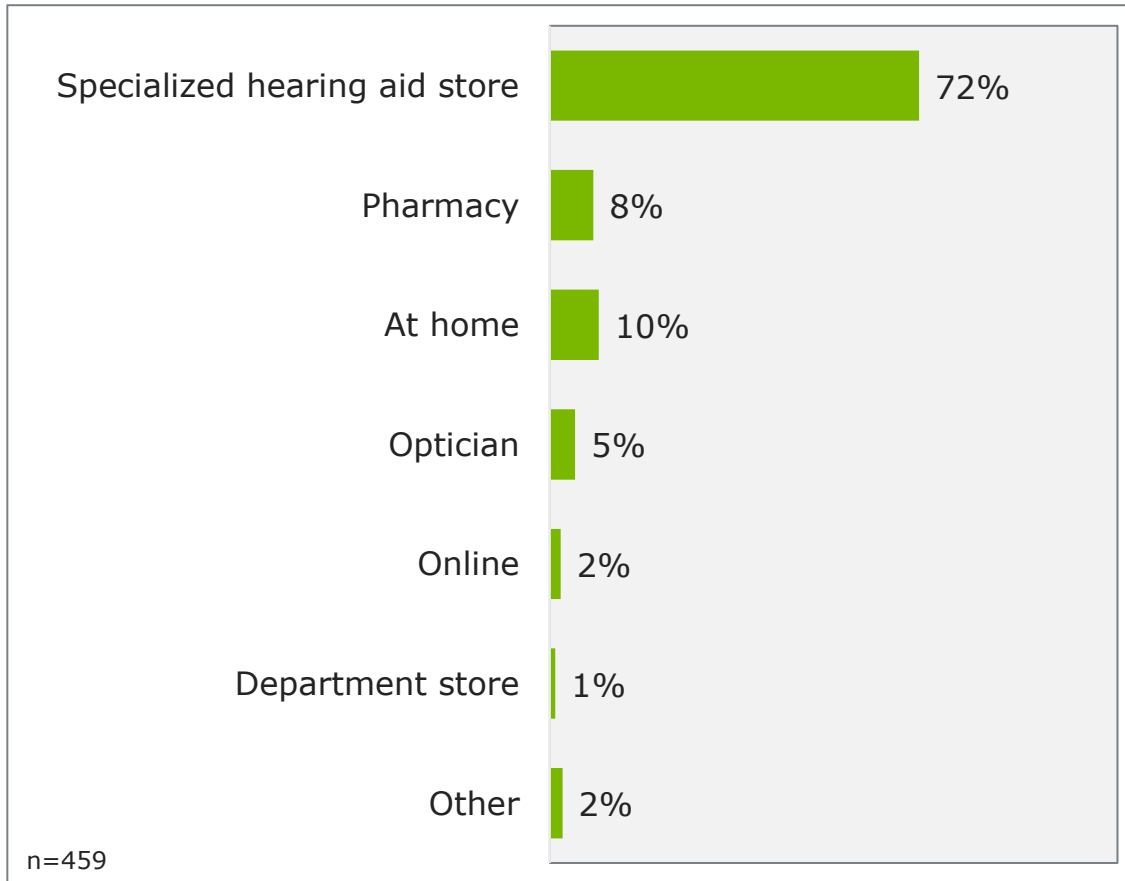
Owners: Did you have the chance of one month free of charge trial before acquiring the hearing aid?



A specialized hearing aid store is the preferred place for obtaining hearing aids (both for owners and non-owners)

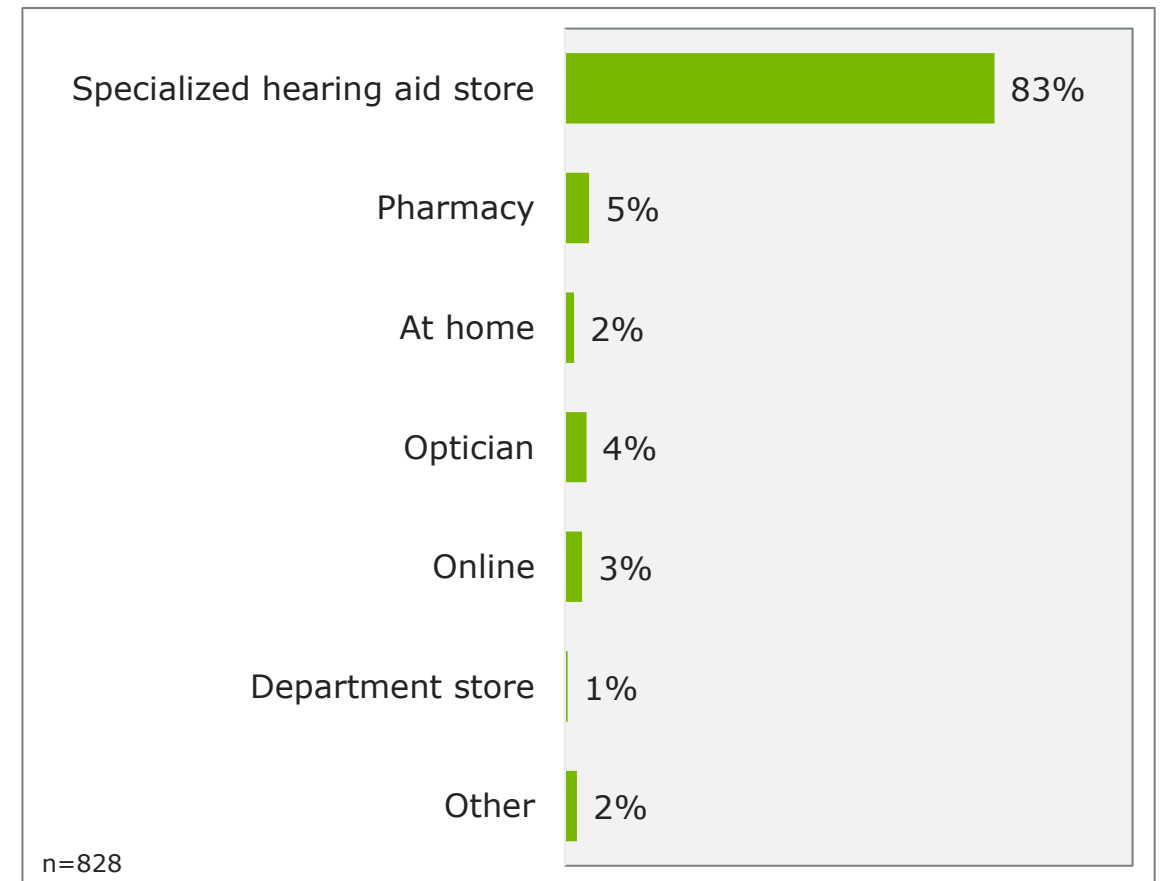
HA Owner:

Where was your most current hearing aid obtained?



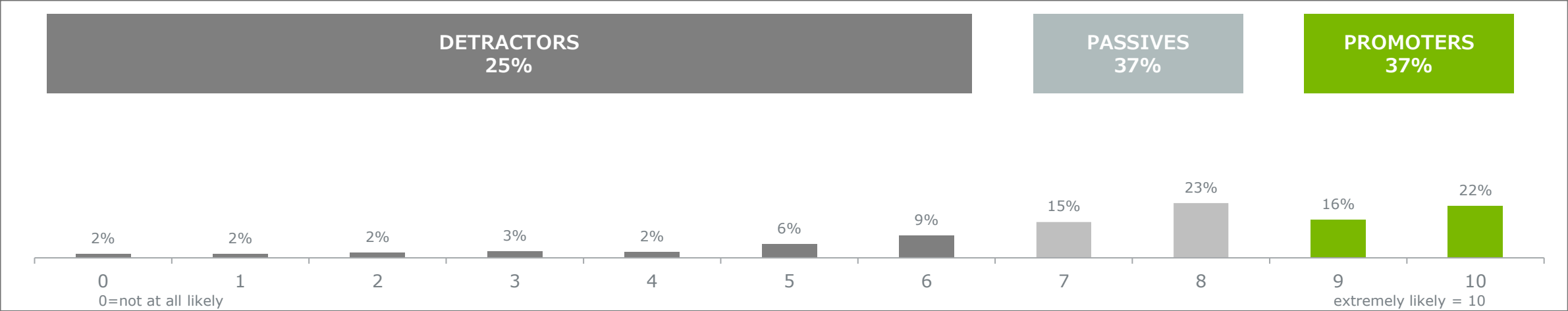
HA Non-owner:

If you were to get hearing aids, where would you go?



Recommendation intention of the place where the hearing aid(s) have been obtained: Positive NPS score of 12

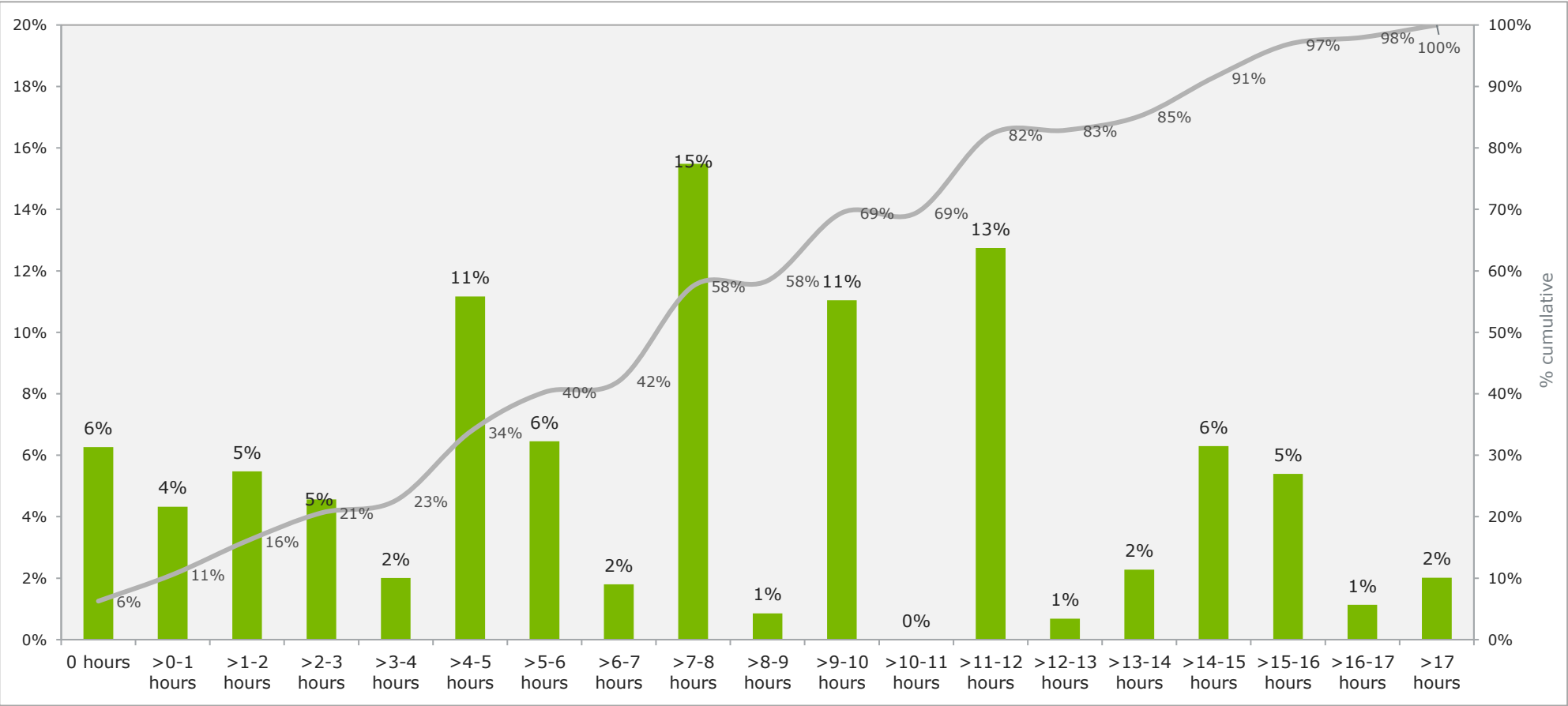
Considering your complete experience, how likely would you be to recommend the place where you obtained your hearing aids to a friend or colleague?



NPS = PROMOTERS – DETRACTORS = 12 (2022: 15) (exact figure rounded)

On average, HAs are worn 8.2 hours a day

How many hours a day are HA worn?



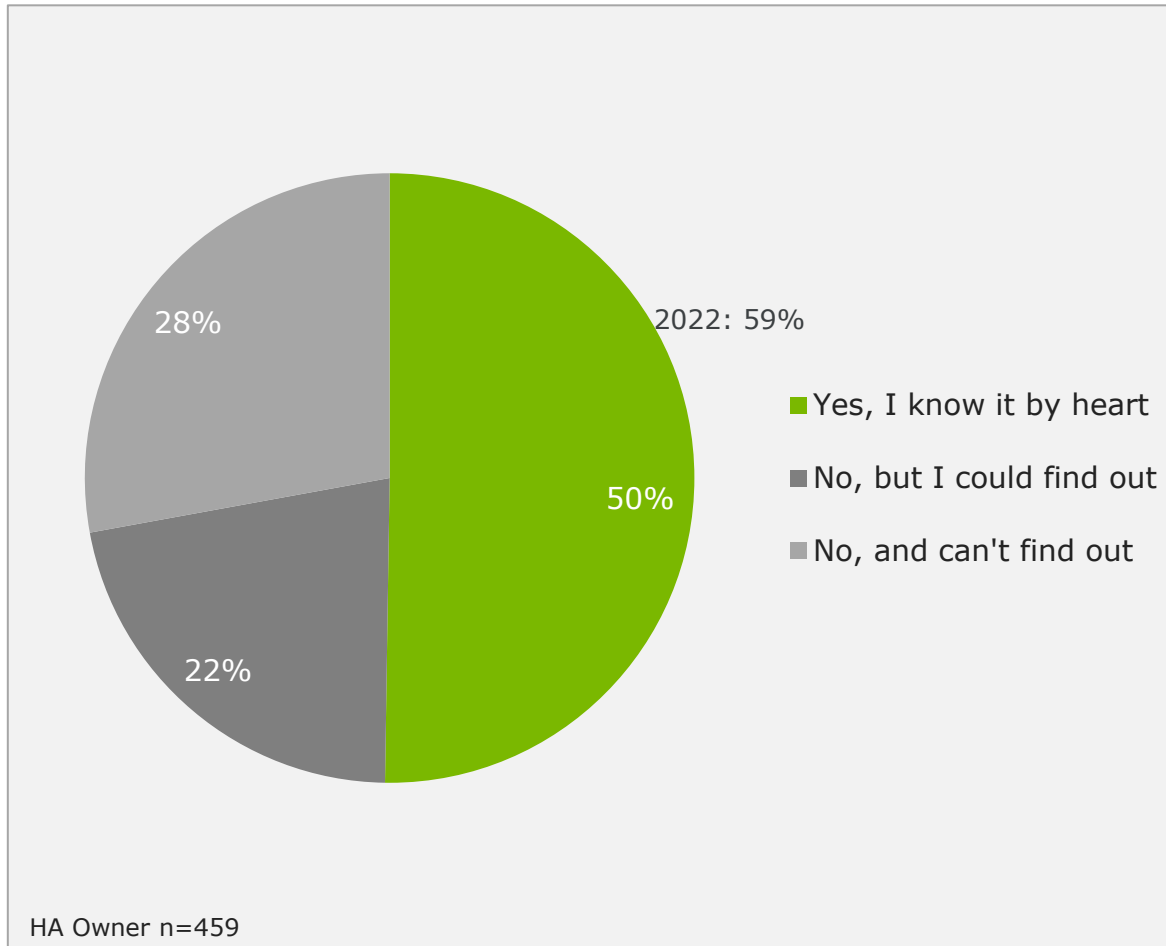
HA worn:
2025 Mean: 8.2 hours/day
2022 Mean: 8.0 hours/day

In the drawer (0 hours):
2025: 6%
2022: 4%

HA Owner n=459

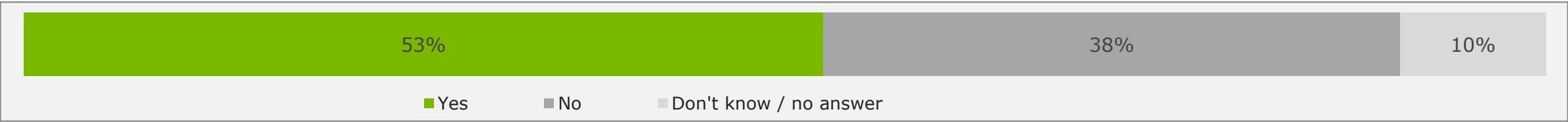
50% of today's hearing aid owners are aware of their hearing aid brand

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



32% of the HA owners use a hearing aid app, and 75% are satisfied with it

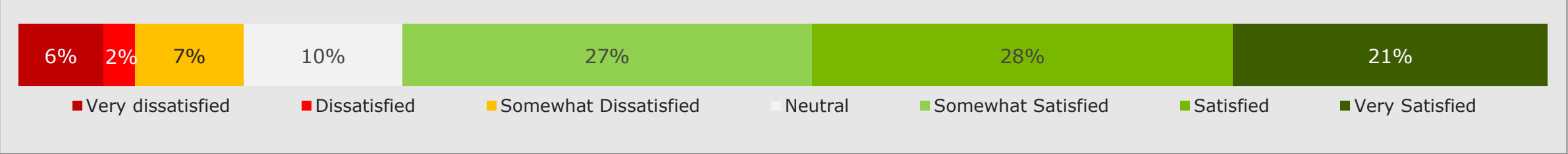
Have you been informed by your hearing care professional about hearing aid apps?
(HA Owner n=459)



Do you personally use apps for your hearing aids?
(HA Owner n=459)

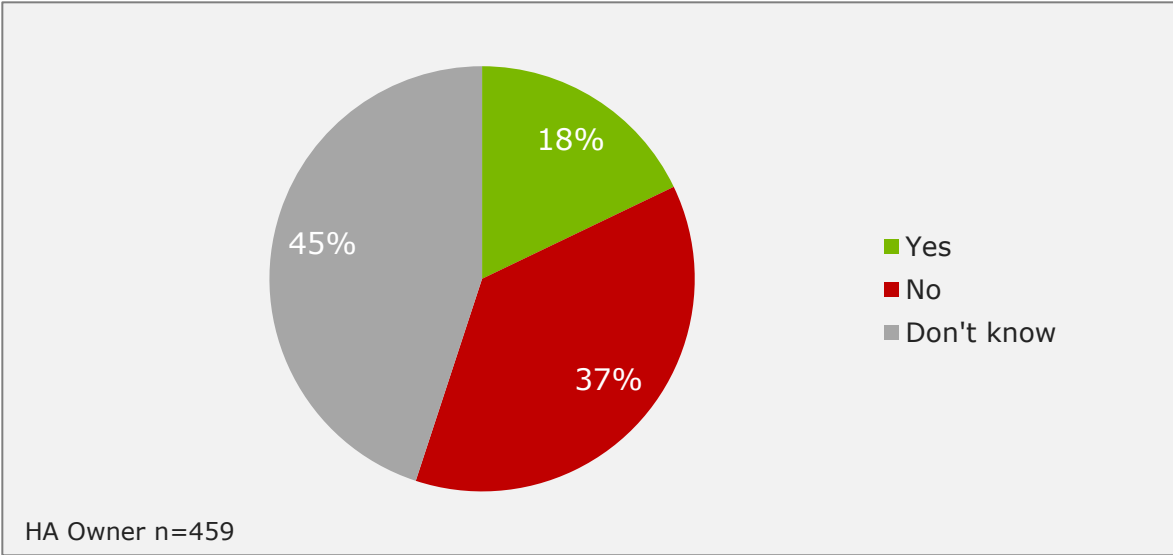


IF APPS USED (n=155):
Overall, how satisfied with the performance of your apps?

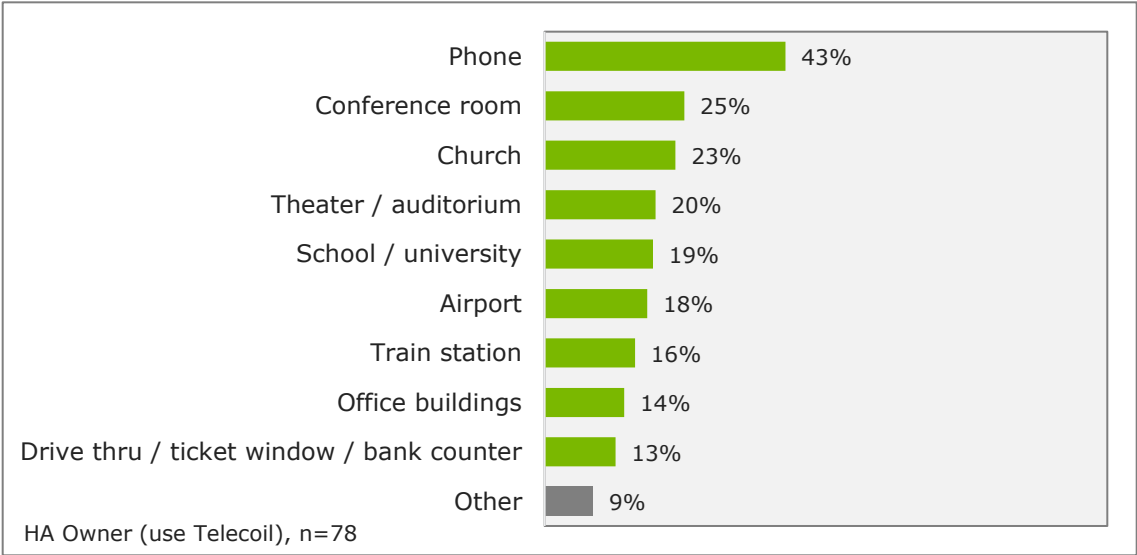


18% of HAs are (to the owners' knowledge) equipped with Telecoil

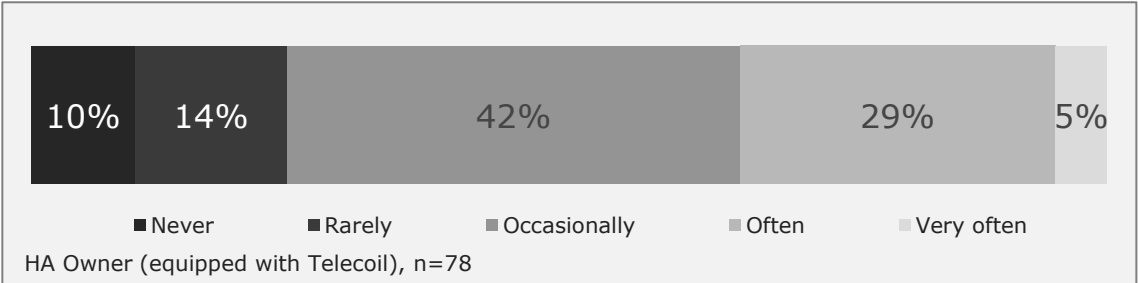
Are your hearing aids equipped with Telecoil?



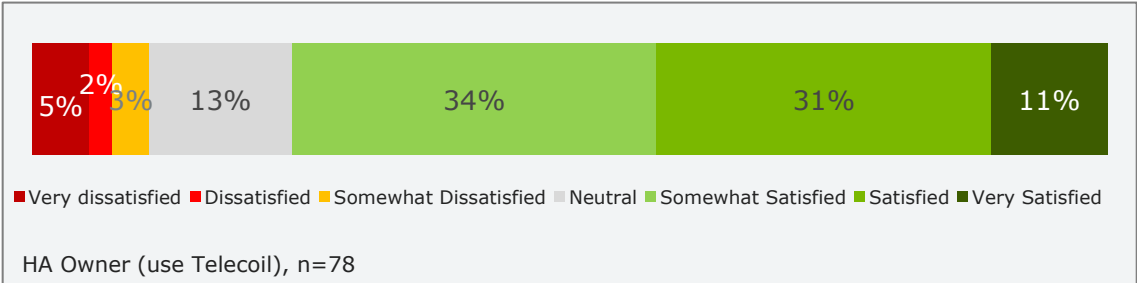
Where do you use your telecoil to improve your hearing?



How often do you use the telecoil to improve your hearing?



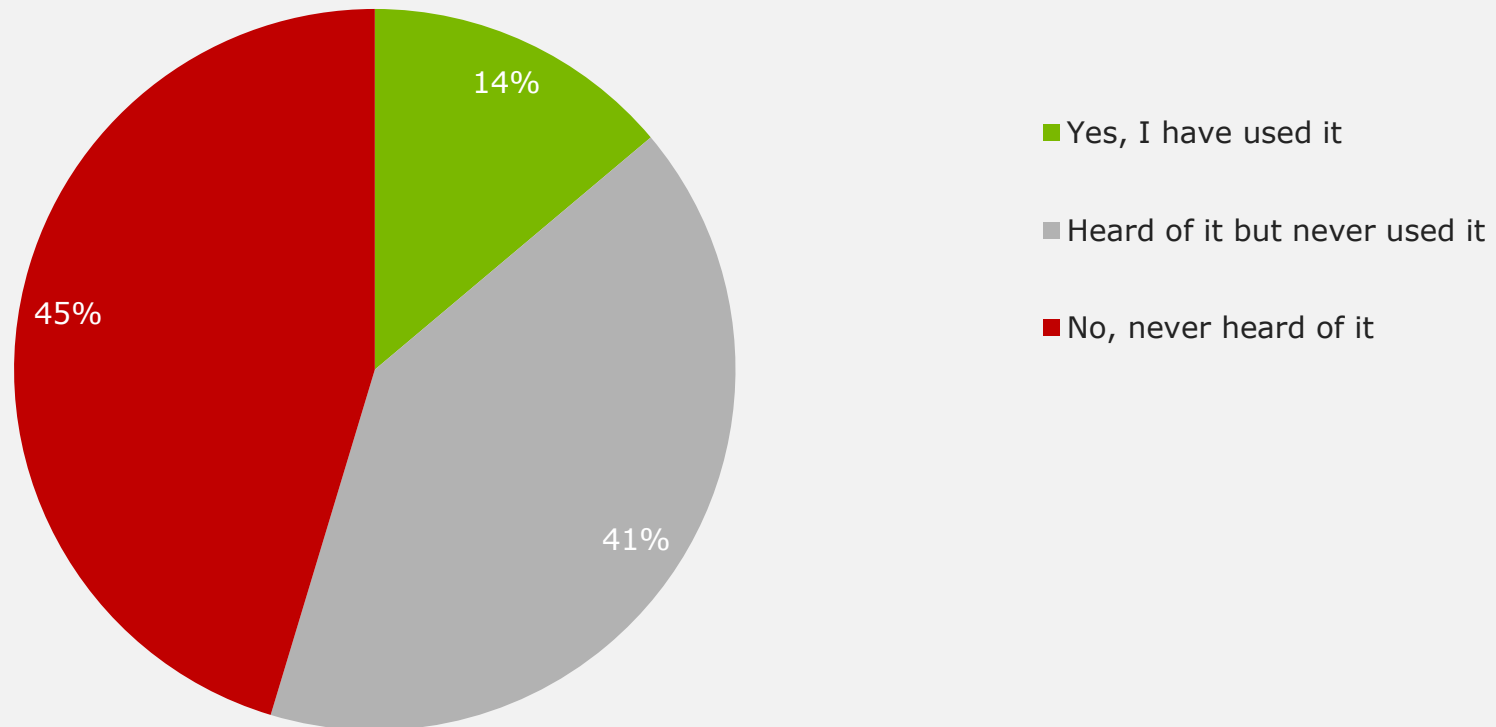
How satisfied are you with the telecoil option?



14% of the HA owners have already used remote fitting, 41% have at least heard of it, and 45% have never heard of it

Have you ever heard of Remote fitting for your hearing aids?

(Remote fitting: enables your hearing care professional to fit and fine-tune hearing aids from a distance (in real-time via video chat via an app), so that you don't need to leave your house to get your hearing aids adjusted)

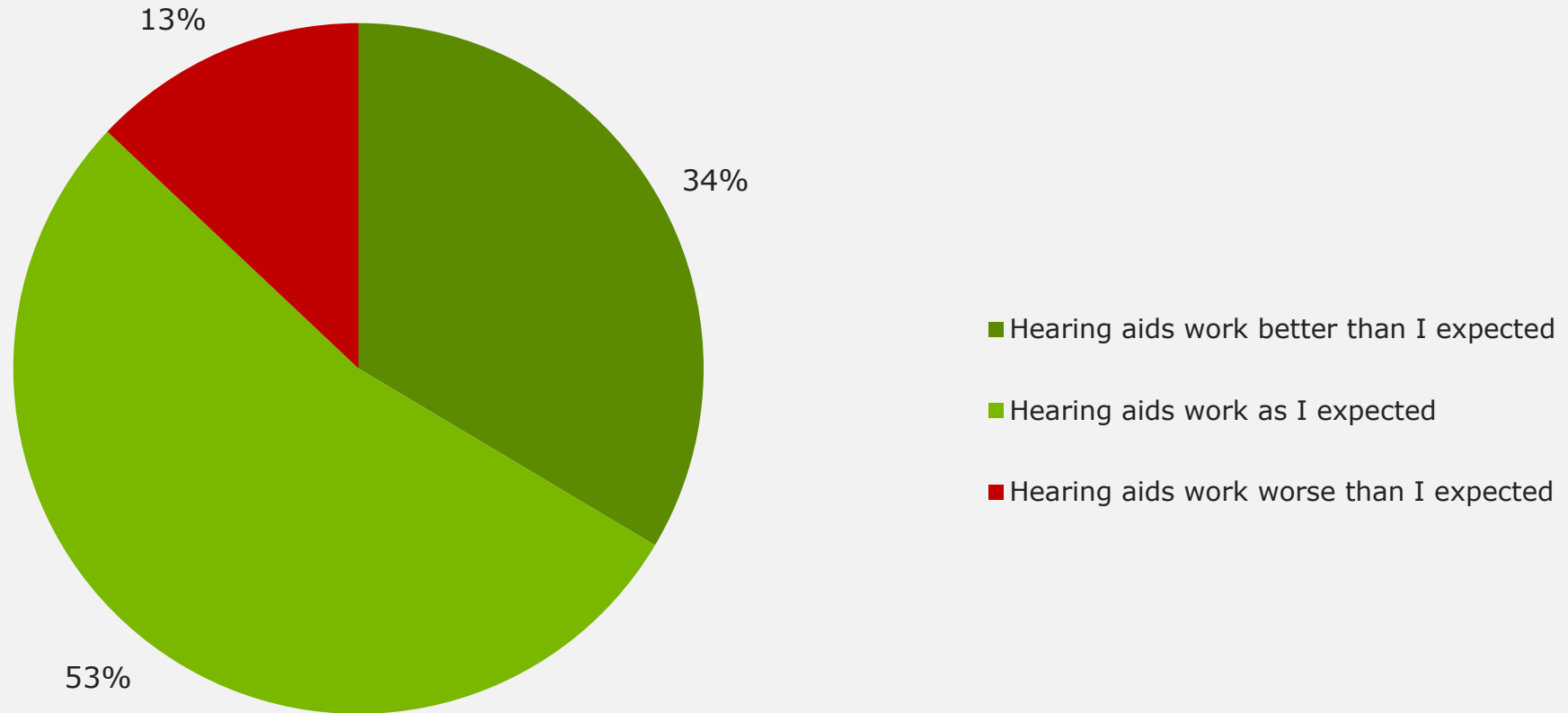


HA Owner n=459

Satisfaction with hearing aids and drivers

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

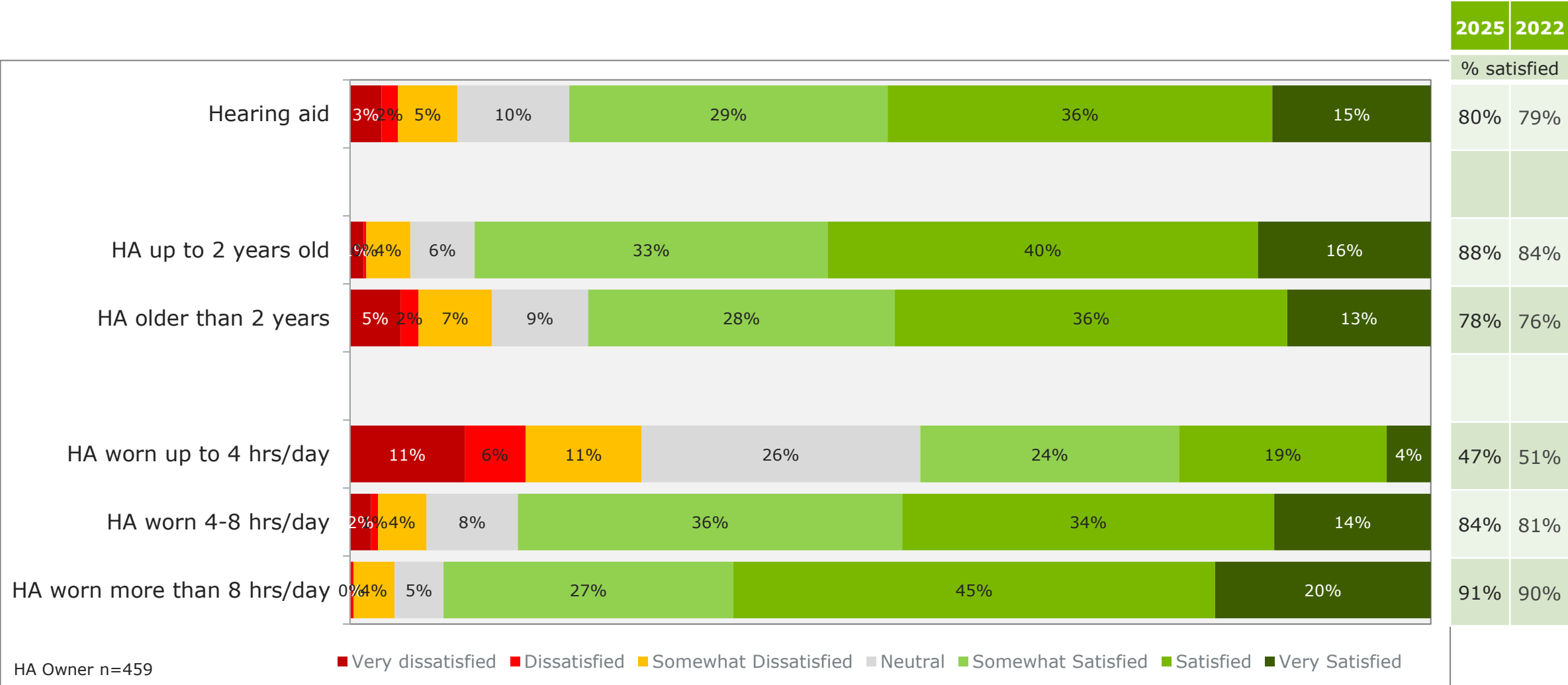
How have the expectations you had towards hearing aids before trying them on for the first time been met?



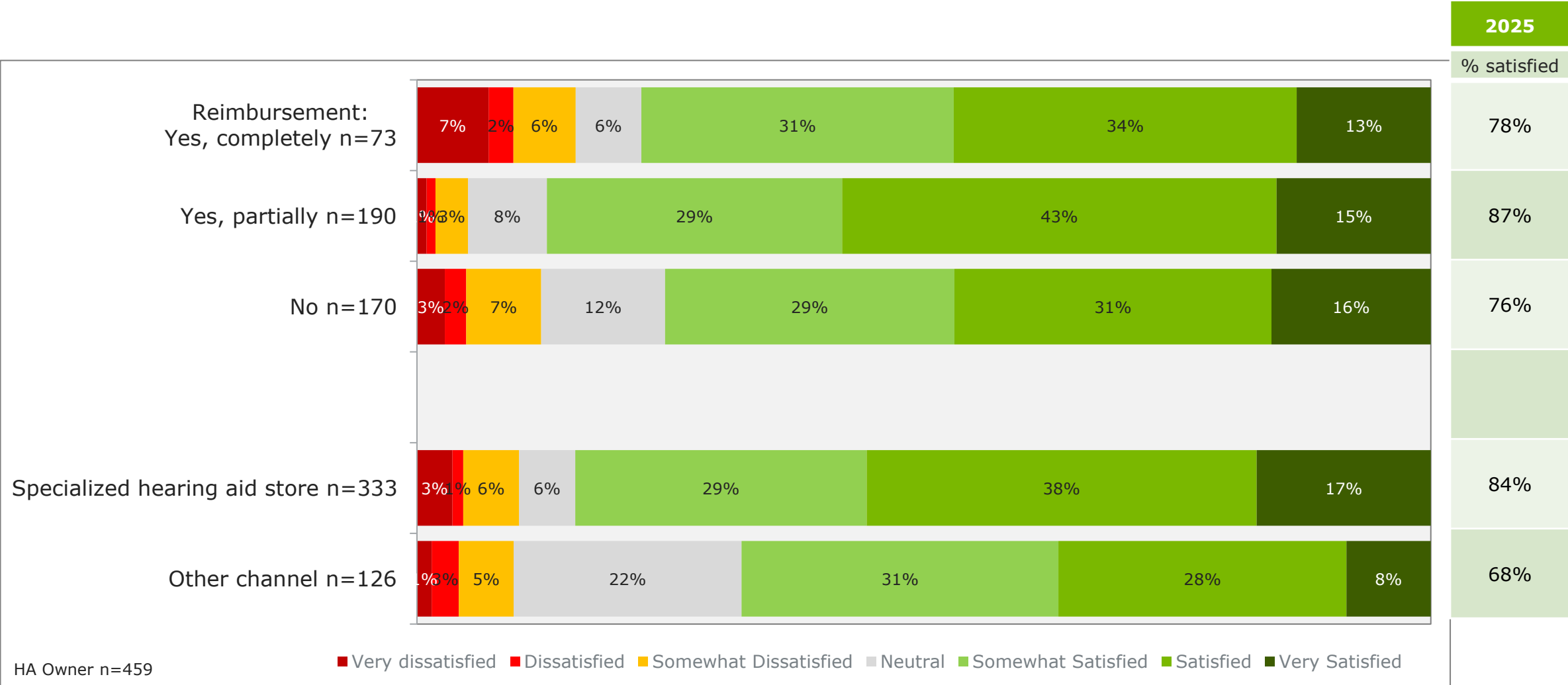
HA Owner n=459



Overall satisfaction with HA: 80% of hearing aid owners are satisfied with their hearing aid(s)

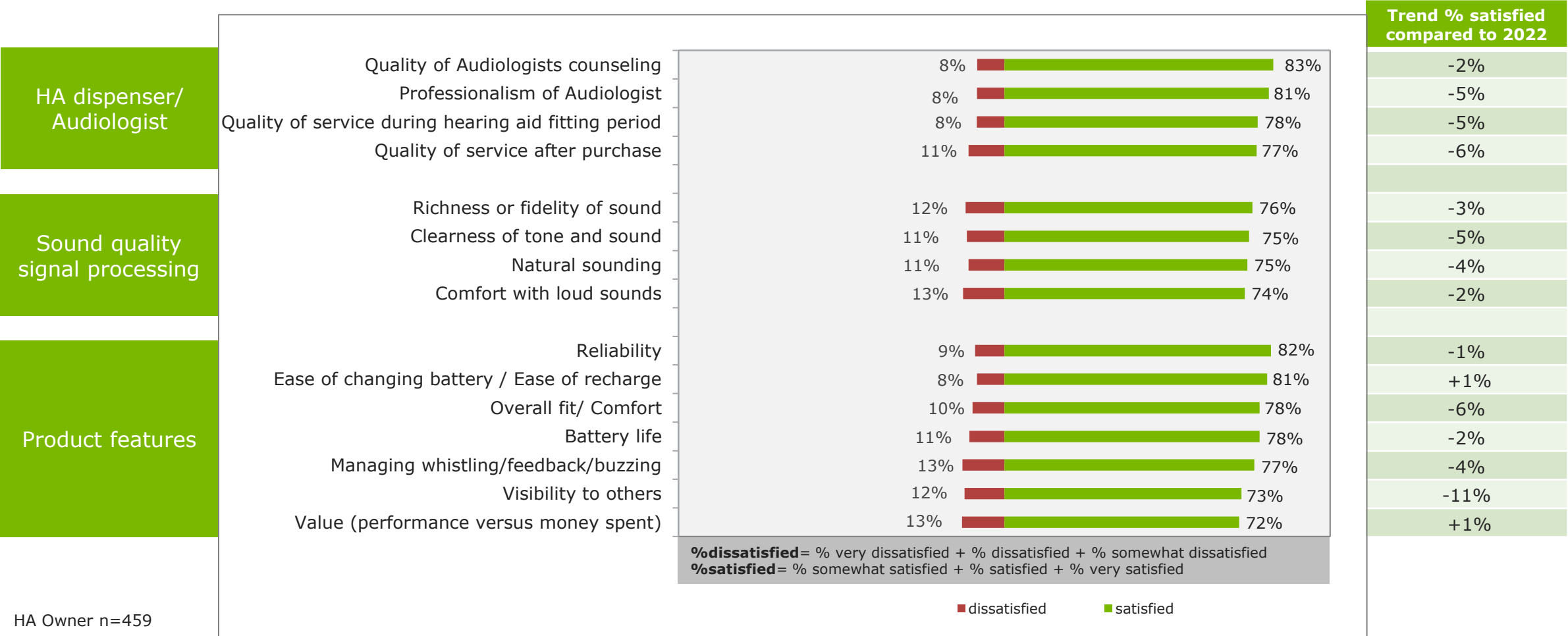


Satisfaction with HA by reimbursement and channel





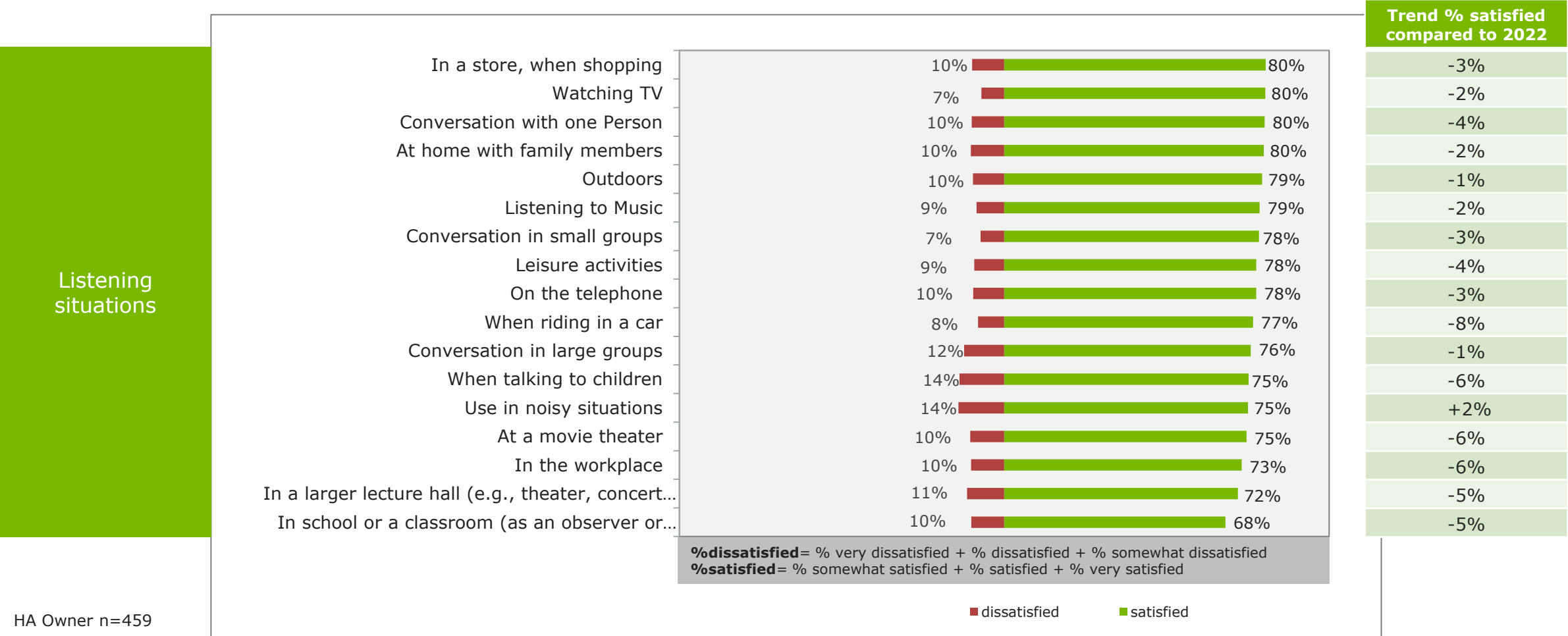
Satisfaction with current hearing aids



HA Owner n=459

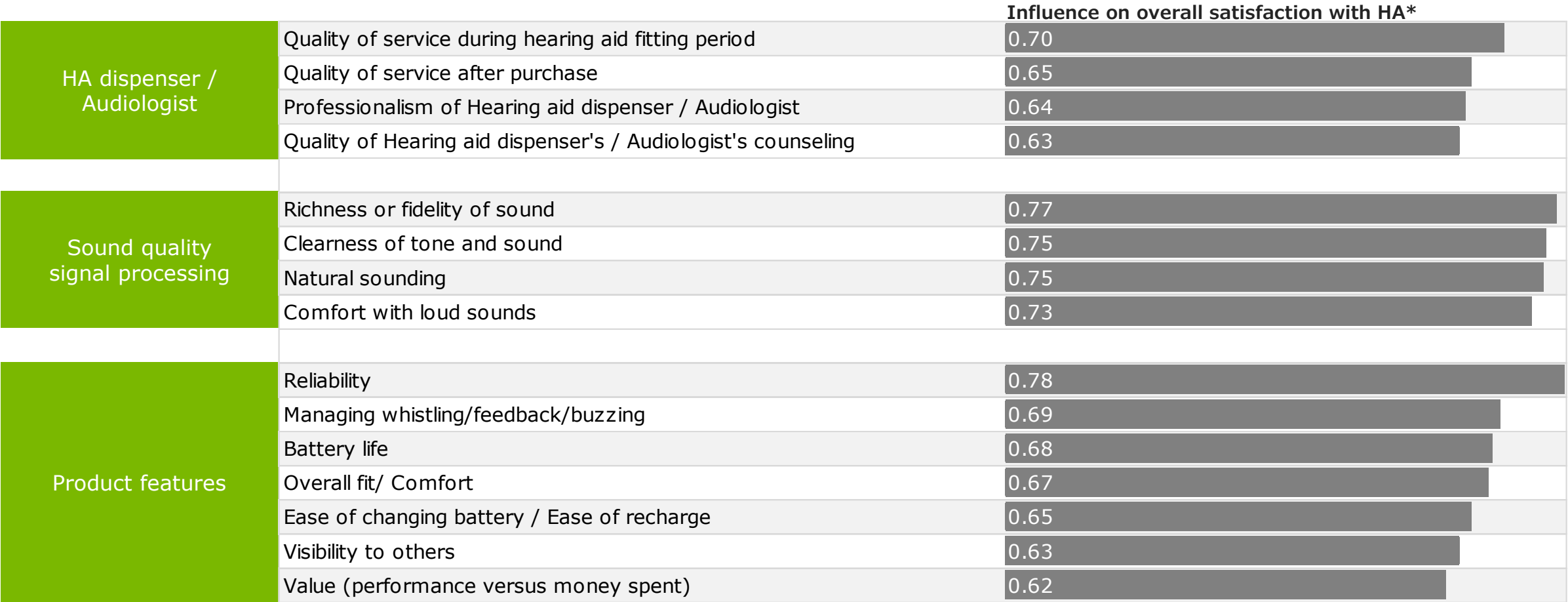


Satisfaction with current hearing aids



HA Owner n=459

The factors that most influence satisfaction with current hearing aids are reliability and sound quality

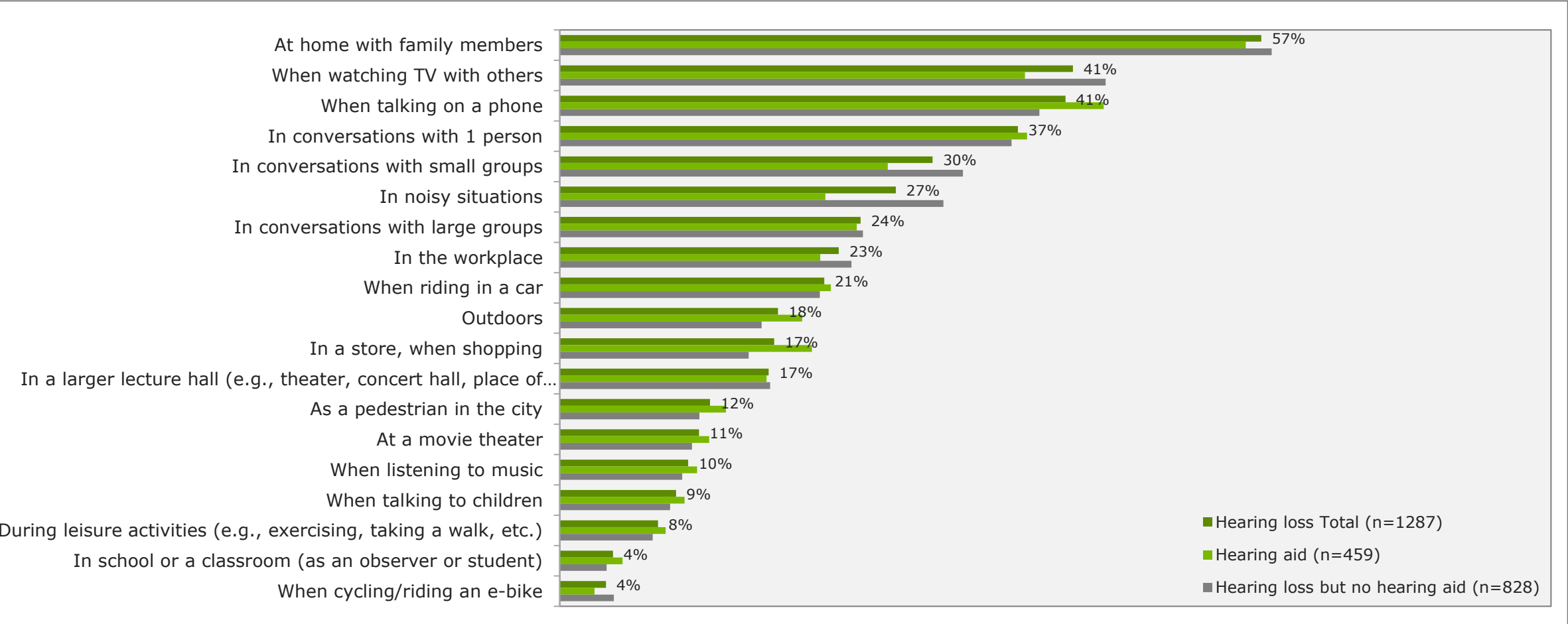


HA Owner n=459

*The Influence has been calculated with a correlation: 0 means no relation between a criterion and overall satisfaction, 1 means a maximal relationship.

The most important listening situations are talking with family members at home, watching TV, and talking on the phone

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

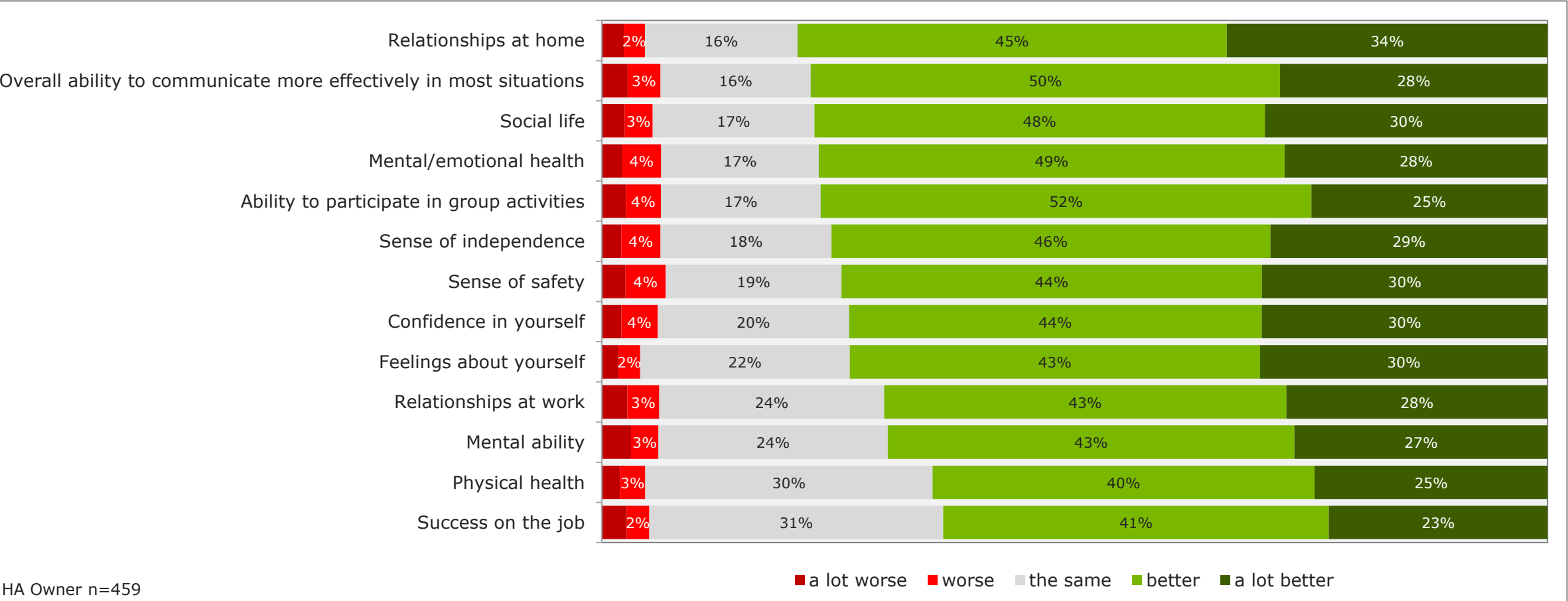


Positive impact of hearing aids, quality of life



Hearing aids have a positive impact on relationships at home, communication, social participation, and mental health and more

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).



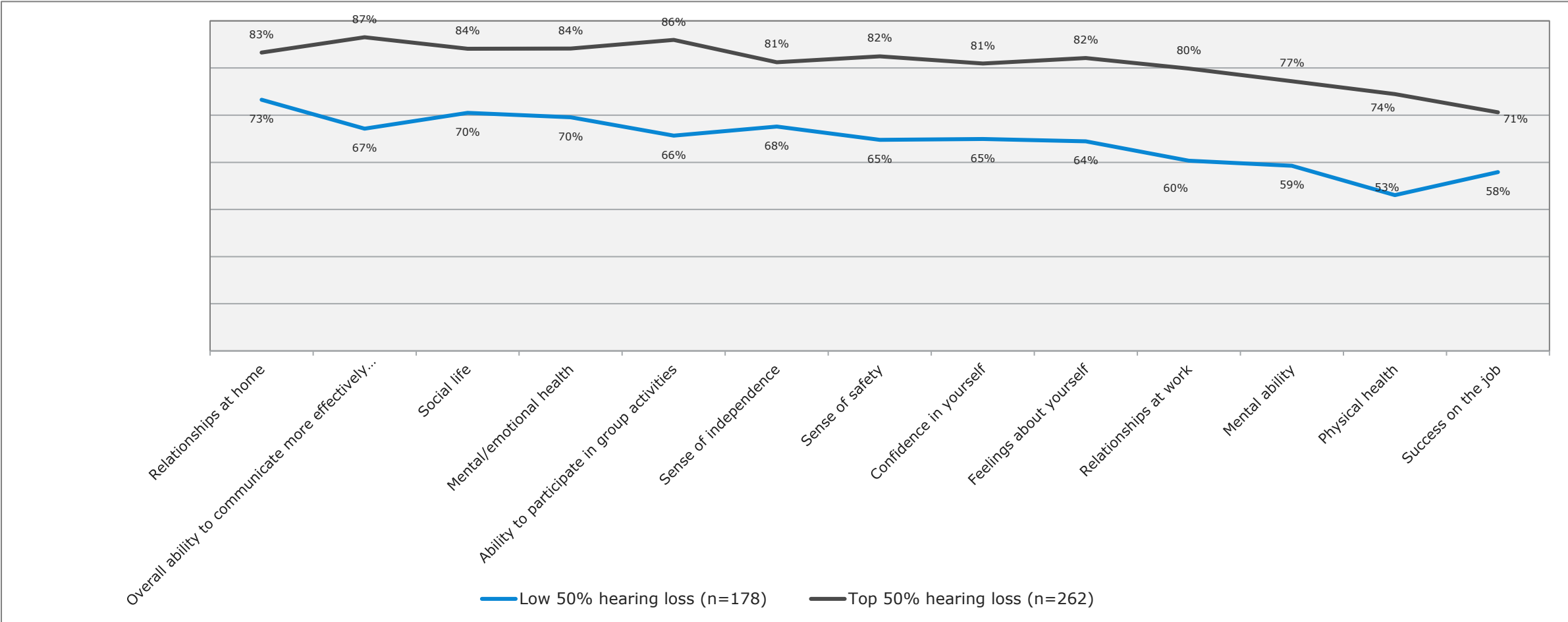
HA Owner n=459





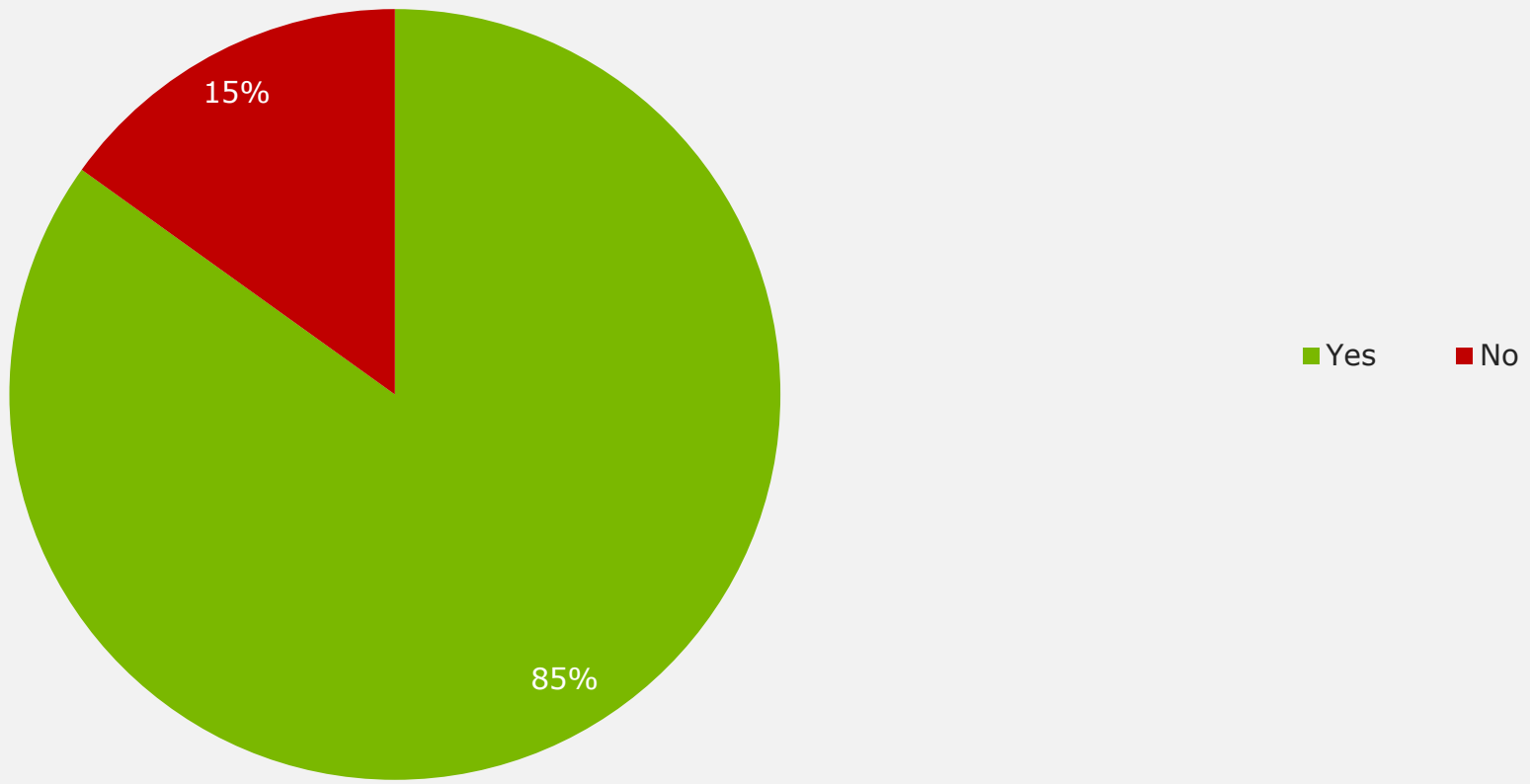
Patients with a Top 50% hearing loss perceive the impact of hearing aids more positively in all aspects

% of HA Owners feeling better/a lot better



85% of hearing aid owners feel more confident moving in a city since wearing hearing aids

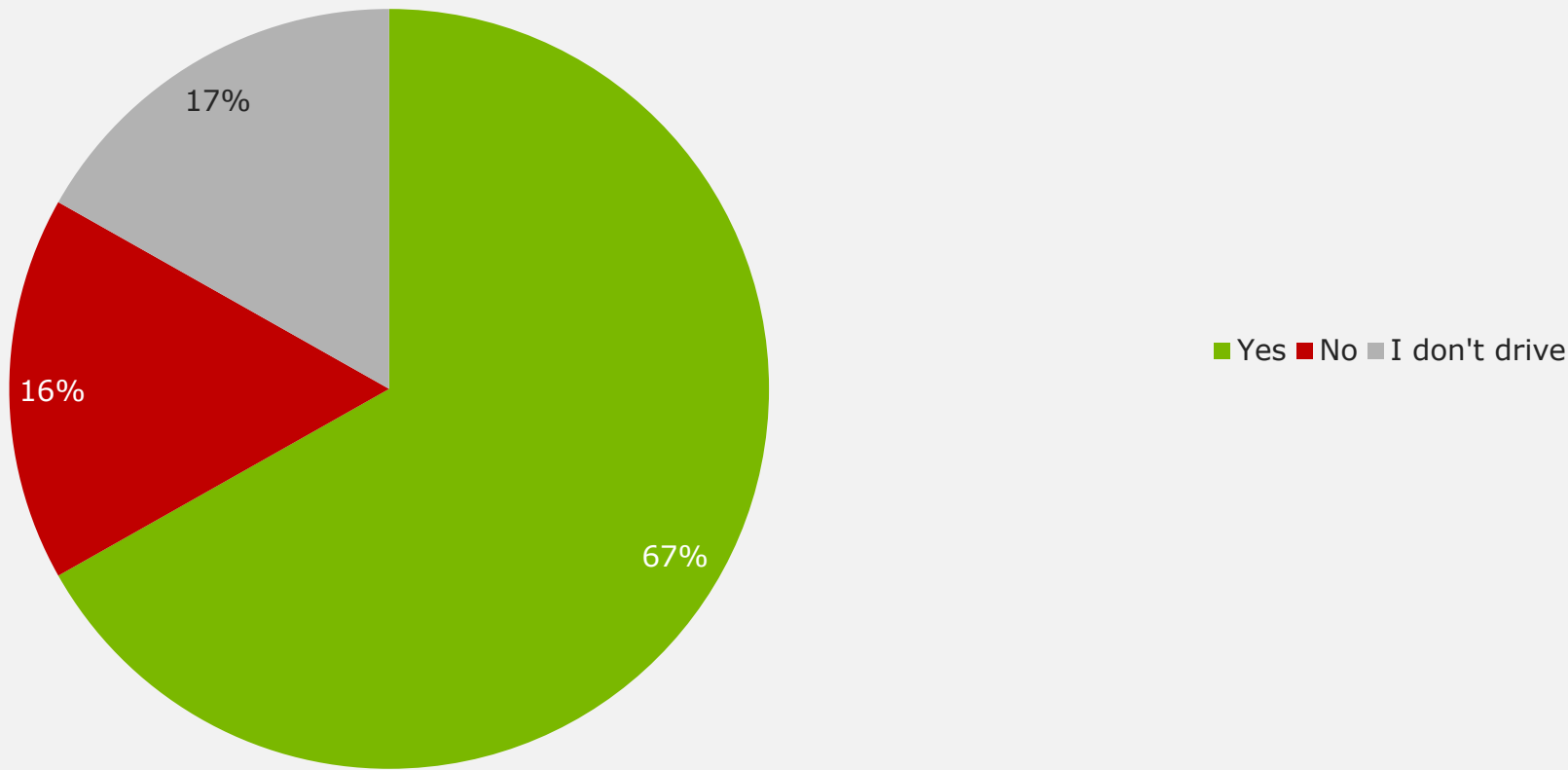
Since wearing a hearing aid, do you feel more confident moving in a city, e.g. because you hear traffic signals/vehicles approaching?



HA Owner n=459

80% of hearing aid owners who drive a car feel more confident with hearing aids (67% of all)

Since wearing a hearing aid, do you feel more confident driving your car?



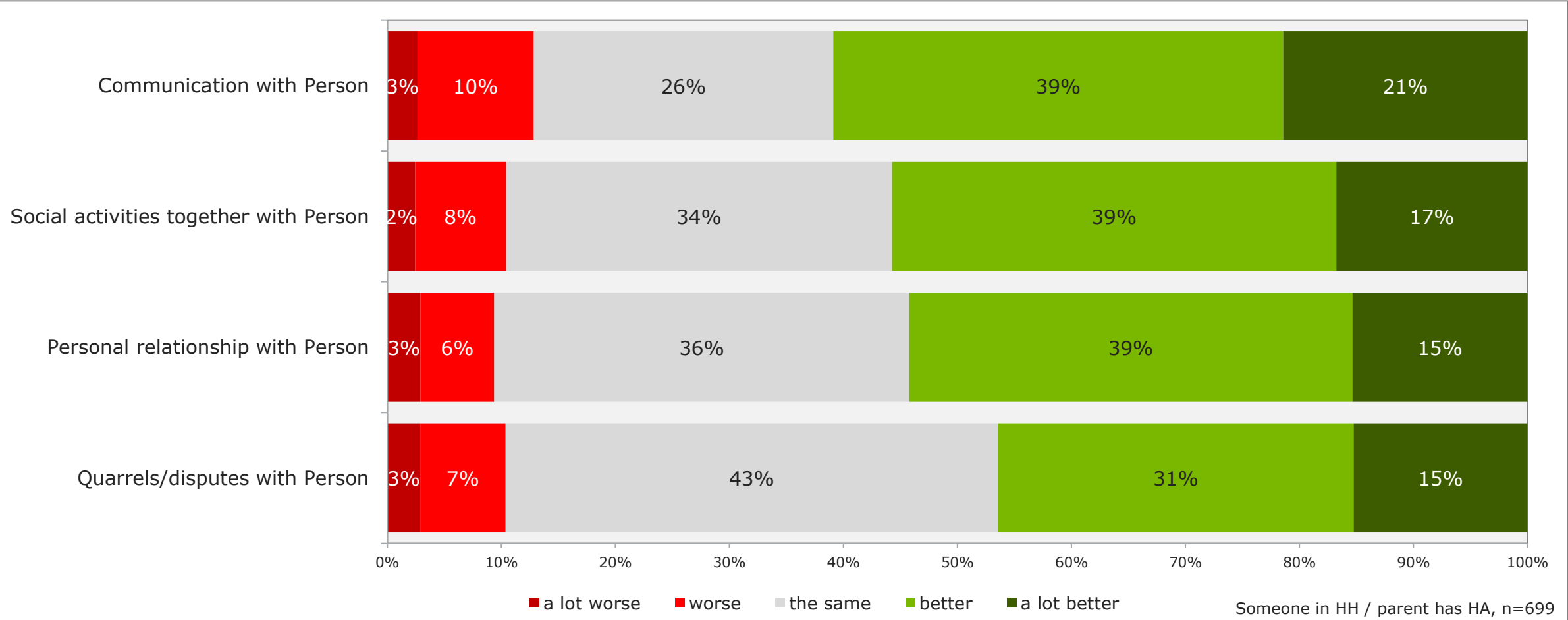
HA Owner n=459





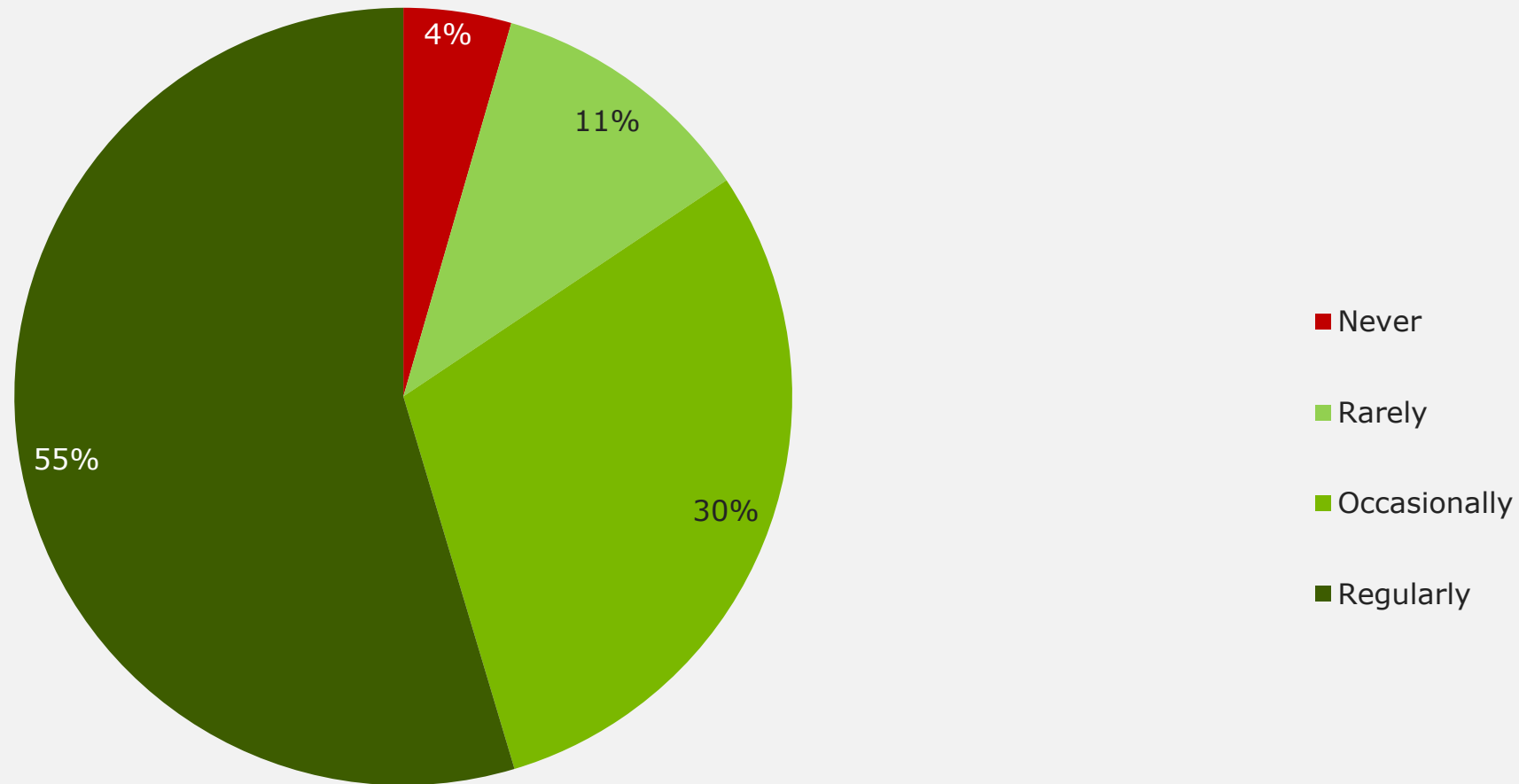
When someone with hearing loss wears hearing aids, it also improves the situation for others in the household

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



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?



HA Owner n=459

4. Analysis of hearing impaired non-owners



To analyze reasons for non-adoption, we will examine the top 50% HL group, as their hearing loss structure is more similar to that of HA owners

Hearing loss characteristics: Owners compared to Non-owners

	HA Owner n=459	HA Non-owner low 50% HL n=456	HA Non-owner Top 50% HL n=247
Ears impaired (stated)			
Unilateral loss	36%	51%	29%
Bilateral loss	64%	49%	71%
Perceived loss			
Mild	12%	44%	5%
Moderate	49%	51%	59%
Severe	34%	4%	29%
Profound	5%	2%	7%

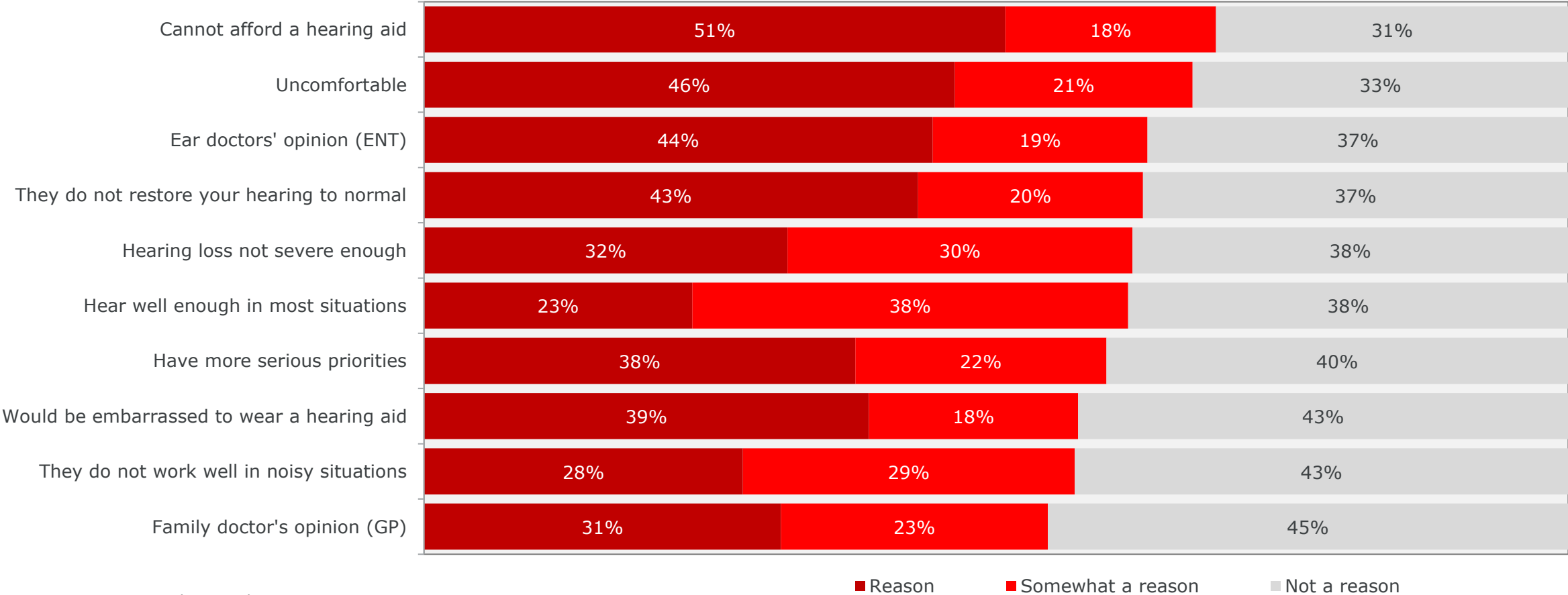
More similar hearing loss-structure



Reasons for not having hearing aids



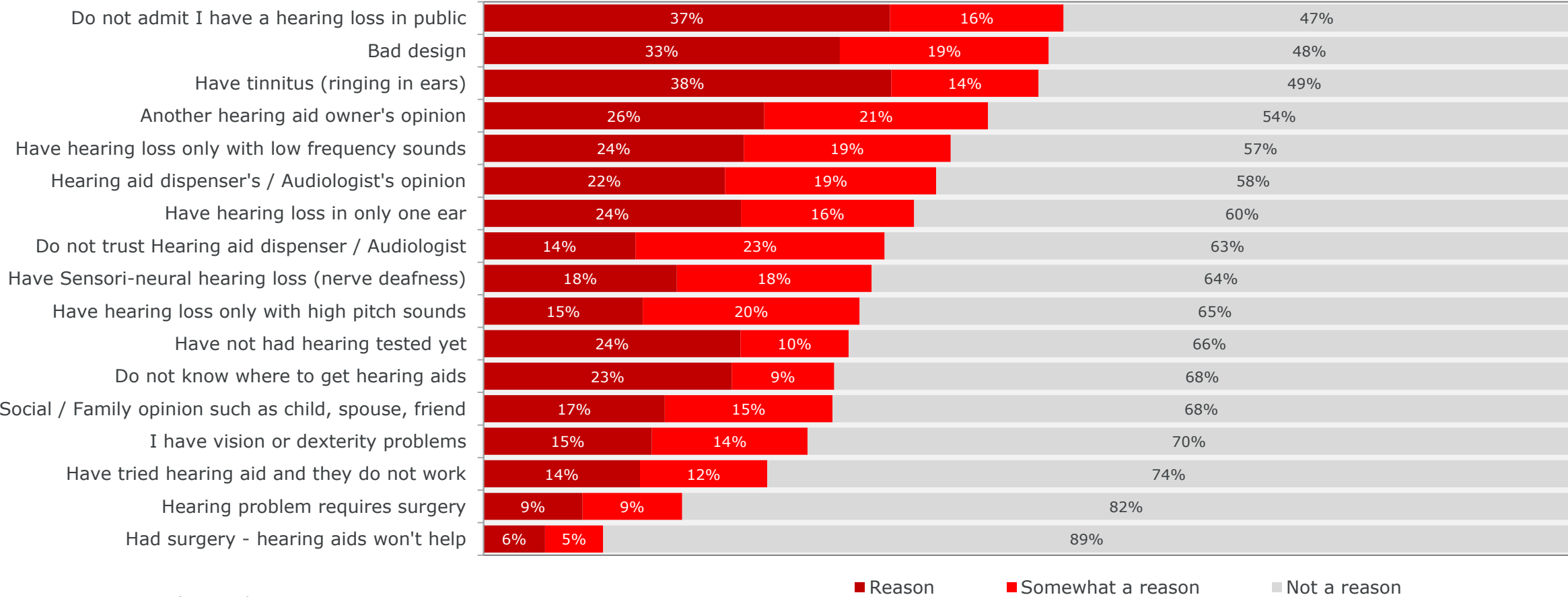
Top 10 reasons for not having a hearing aid



Non-Owner Top 50% hearing loss n=247



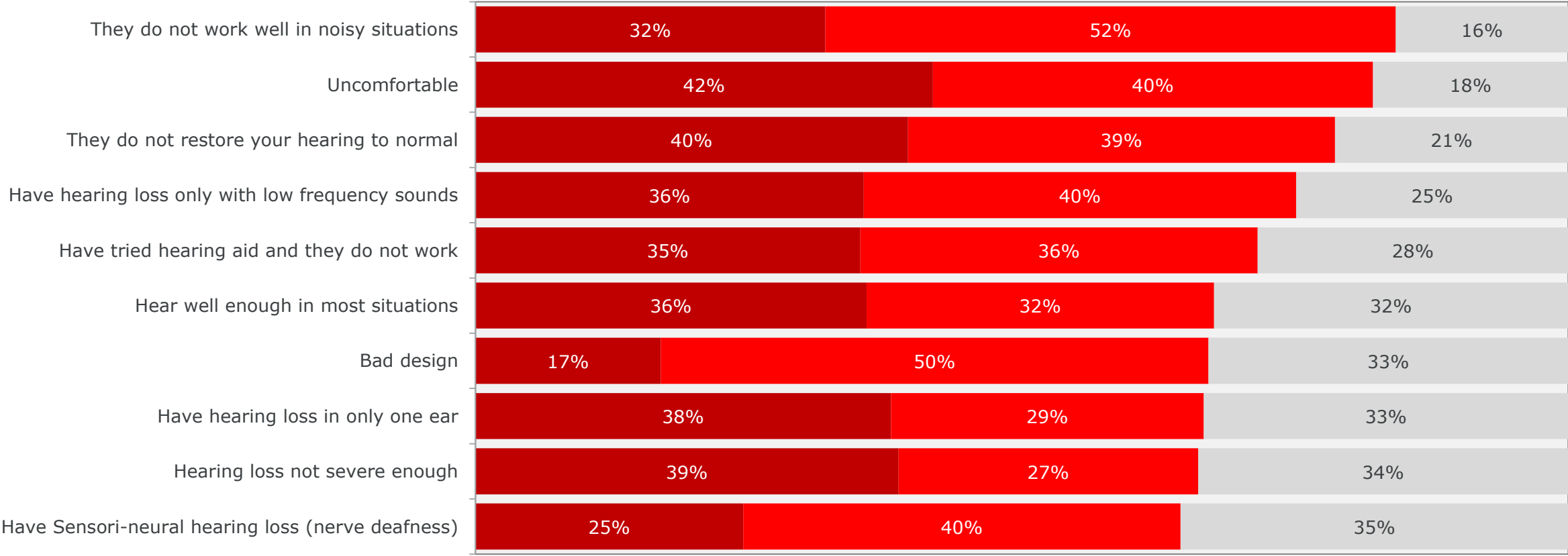
Less important reasons for not having a hearing aid



Non-Owner Top 50% hearing loss n=247



Top 10 reasons for HA owners NOT using them



HA Owners who don't use, n=28 (low sample!)

Reason Somewhat a reason Not a reason

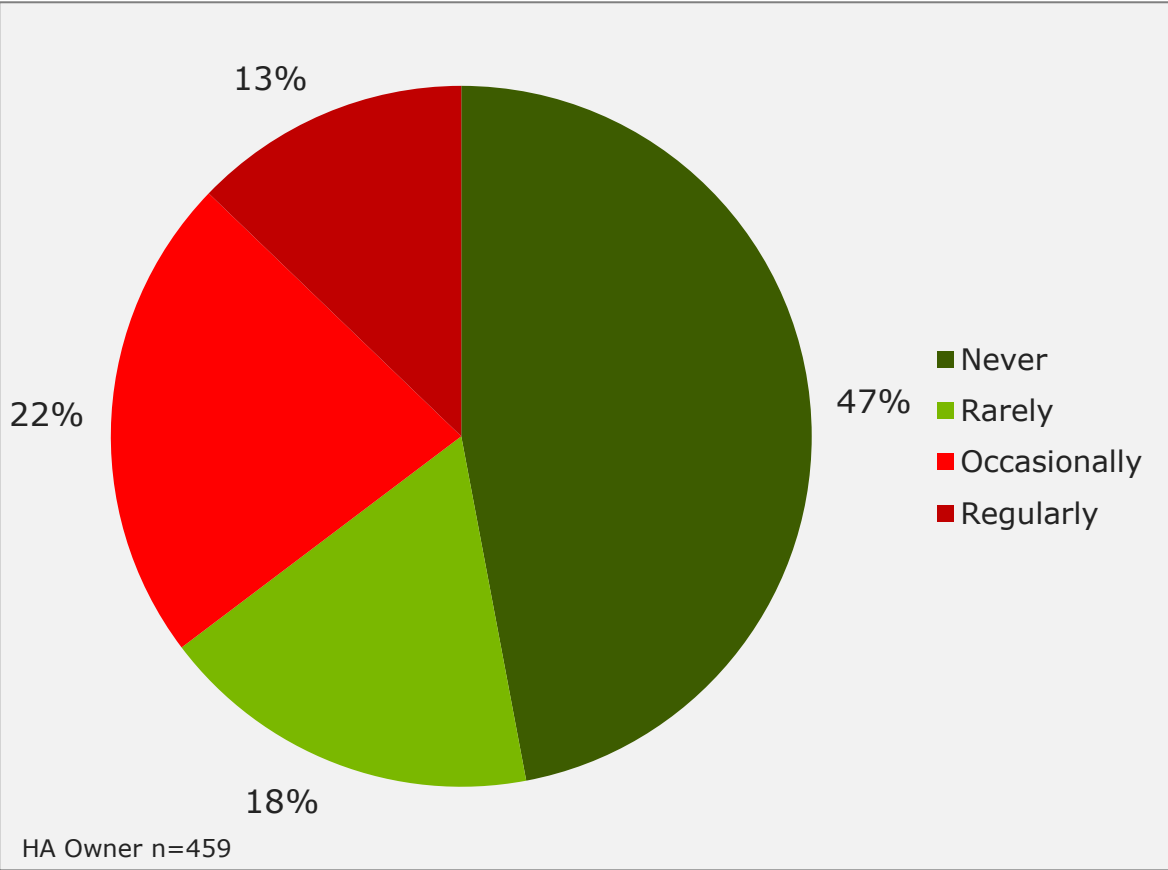


Social rejection because of hearing loss compared to the acceptance of hearing aids

47% of hearing aid owners feel that people never make fun of or reject them because of their hearing aids. It is more likely that somebody makes fun of or rejects a hearing impaired without a hearing aid

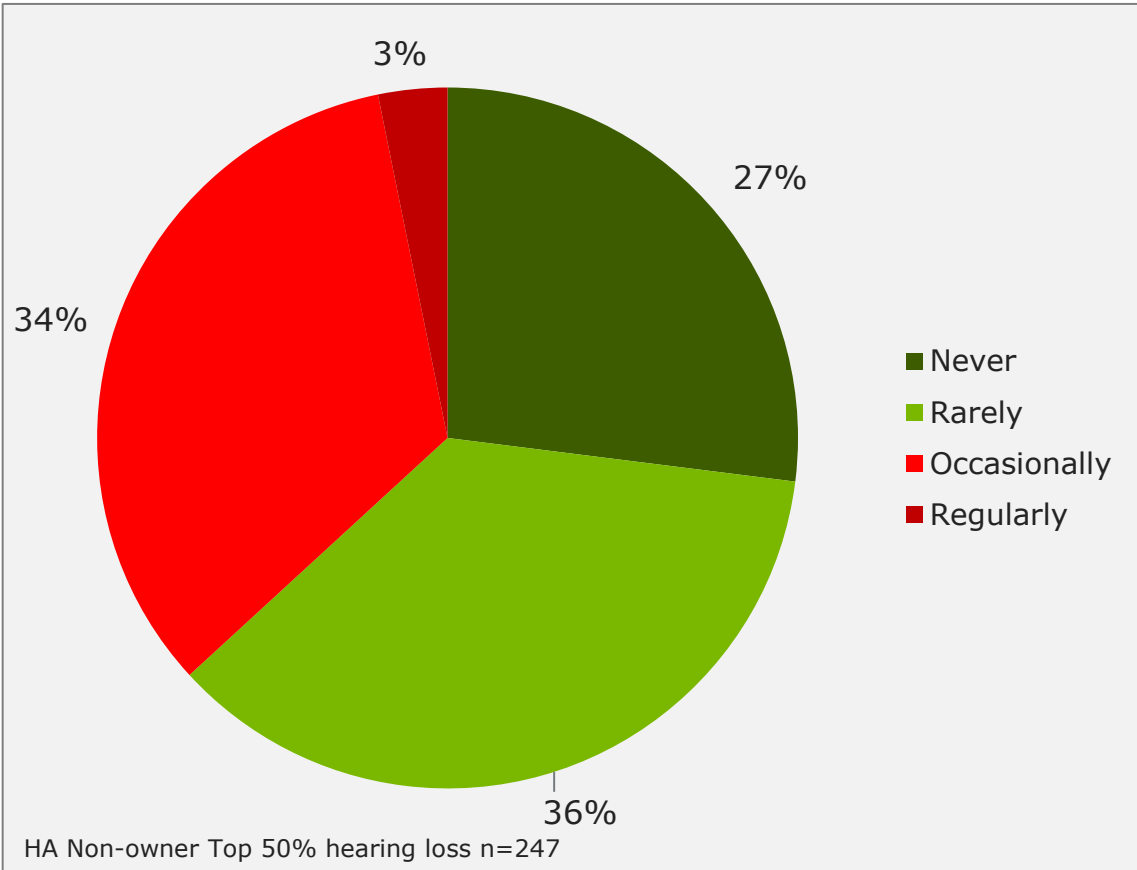
HA Owner:

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



HA Non-owner:

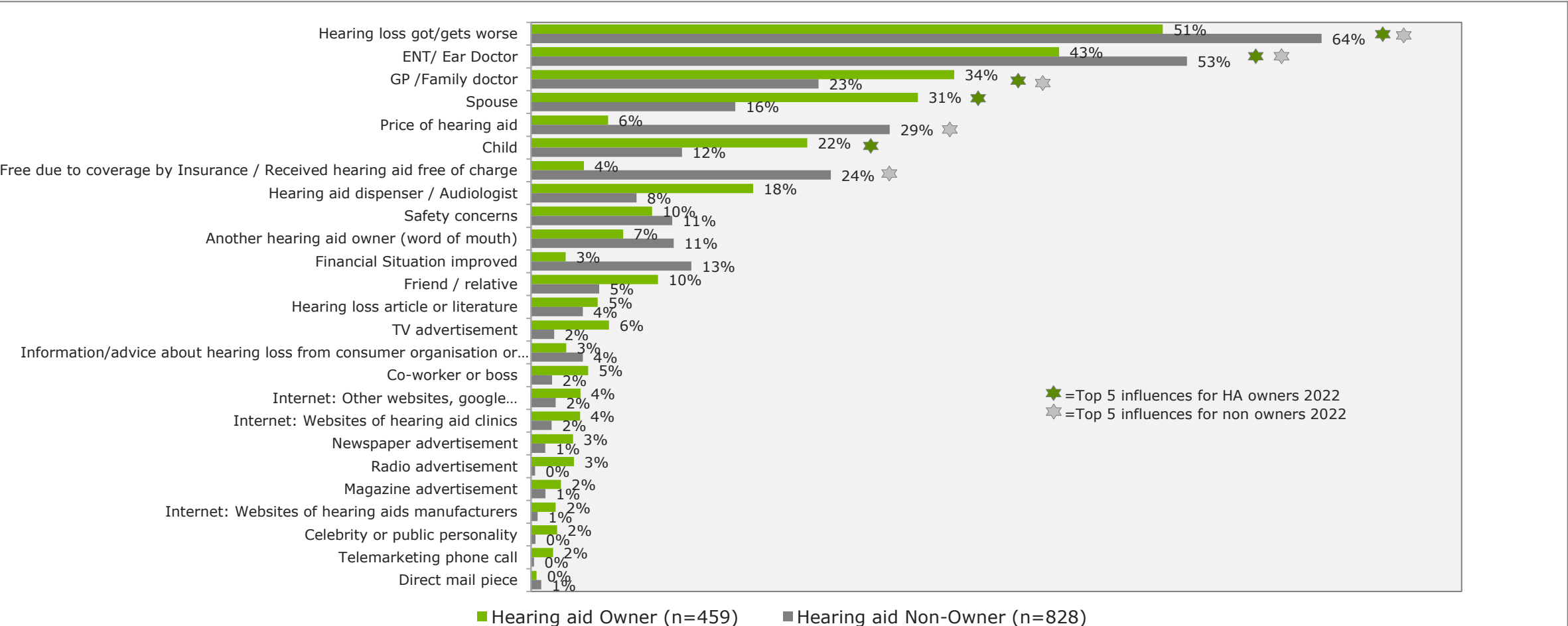
How often do you feel you are made fun of or rejected because of your hearing loss?



Most important triggers to buy

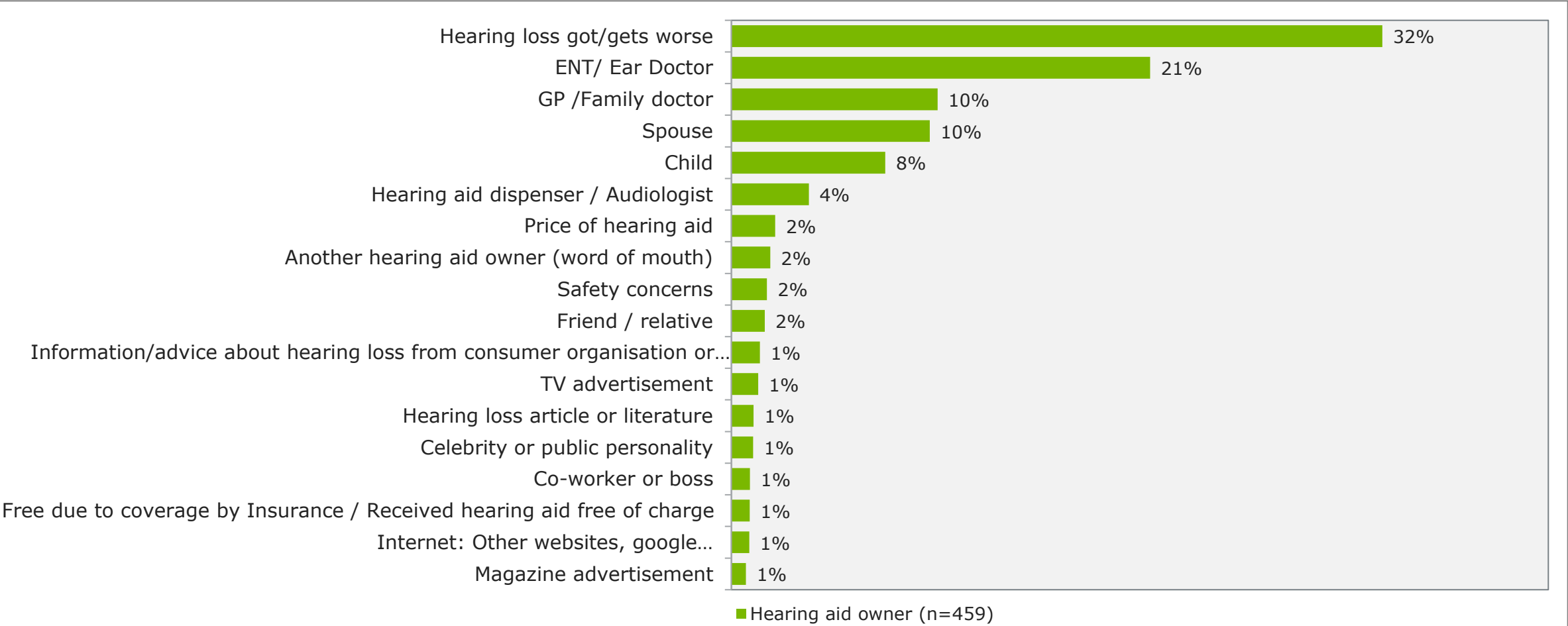
The most important influencing factors for getting hearing aids are worsening hearing, ENT, GP, and family (+price for the non owners)

HA Owner: Thinking back to when you obtained your first hearing aid(s), what influenced you to obtain /purchase the hearing aid(s)?
HA Non-owner: What do you think would influence you to obtain / purchase a hearing aid ?



The most important reasons for buying a hearing aid are worsening hearing loss and the advice of ENTs

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



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APPENDIX



Demographics (1)

Hearing instrument adoption rates and populations

		Count	Hearing difficulty	Hearing aid adoption rate % (Base=Hearing impaired)	No hearing loss	Hearing loss but no hearing aids (HA Non-owner)	Hearing aids (HA Owner)
Gender							
	Male	7'277	12.6%	42.7%	48.1%	47.0%	51.8%
	Female	7'812	12.3%	38.1%	51.9%	53.0%	48.2%
Age							
	1 - 14	1'759	1.6%	90.3%	13.1%	0.2%	3.3%
	15 - 24	1'489	2.8%	43.4%	10.9%	2.1%	2.4%
	25 - 34	1'612	5.2%	56.8%	11.6%	3.2%	6.3%
	35 - 44	1'869	8.5%	46.6%	12.9%	7.6%	9.8%
	45 - 54	2'363	10.5%	35.4%	16.0%	14.4%	11.6%
	55 - 64	2'380	12.7%	30.2%	15.7%	18.9%	12.1%
	65 - 74	1'767	19.2%	38.6%	10.8%	18.7%	17.3%
	75+	1'849	36.3%	41.9%	8.9%	34.9%	37.2%
Type of household							
	single household	1'185	18.5%	32.1%	7.3%	13.3%	9.3%
	Couple, no kids	2'324	16.7%	35.9%	14.6%	22.3%	18.4%
	Couple with kid(s)	8'543	9.5%	42.0%	58.5%	42.2%	45.2%
	Single mom/dad with kid(s)	1'218	11.1%	47.9%	8.2%	6.3%	8.6%
	Retirement home, hospital etc.	258	29.5%	52.0%	1.4%	3.3%	5.2%
	Other	1'561	15.4%	41.5%	10.0%	12.6%	13.2%

Demographics (2)

Hearing instrument adoption rates and populations

	Count	Hearing difficulty	Hearing aid adoption rate % (Base=Hearing impaired)	No hearing loss	Hearing loss but no hearing aids (HA Non-owner)	Hearing aids (HA Owner)
Status						
The head of the household (alone or together with someone)	6'567	17.6%	39.8%	41.0%	62.2%	60.8%
The spouse of the head of the household	3'792	13.0%	39.5%	25.0%	26.7%	25.8%
Daughter/son of head of household	4'027	2.3%	49.3%	29.8%	4.1%	6.0%
Other person	703	19.0%	42.2%	4.3%	6.9%	7.5%
Employment						
Full time employed	5'232	9.6%	40.7%	41.7%	26.8%	28.0%
Part time employed	1'283	8.2%	43.8%	10.4%	5.3%	6.3%
Unemployed / not working	1'755	9.5%	26.7%	14.0%	11.0%	6.1%
Retired under a disability pension scheme (fully or partly)	570	24.7%	42.6%	3.8%	7.3%	8.2%
Early retired under an early retirement benefit scheme	926	23.8%	45.4%	6.2%	10.8%	13.7%
Retired (at the official retirement age)	2'234	29.2%	38.6%	14.0%	36.0%	34.4%
Student / pupil / in training	1'171	4.7%	44.8%	9.8%	2.8%	3.4%
Education						
Scuola elementare	854	29.8%	35.6%	5.3%	14.7%	12.4%
Scuola media inferiore	2'178	19.9%	38.0%	15.4%	24.2%	22.6%
Scuola media superiore	5'481	12.3%	37.9%	42.4%	37.6%	34.9%
Formazione professionale	1'145	11.6%	42.5%	8.9%	6.9%	7.7%
Università	3'324	9.7%	47.4%	26.5%	15.2%	20.9%
Other	194	13.2%	43.0%	1.5%	1.3%	1.5%

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 in 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
1'000	± 3.1	± 2.2
5'000	± 1.4	± 1.0
10'000	± 1.0	± 0.7