

Results

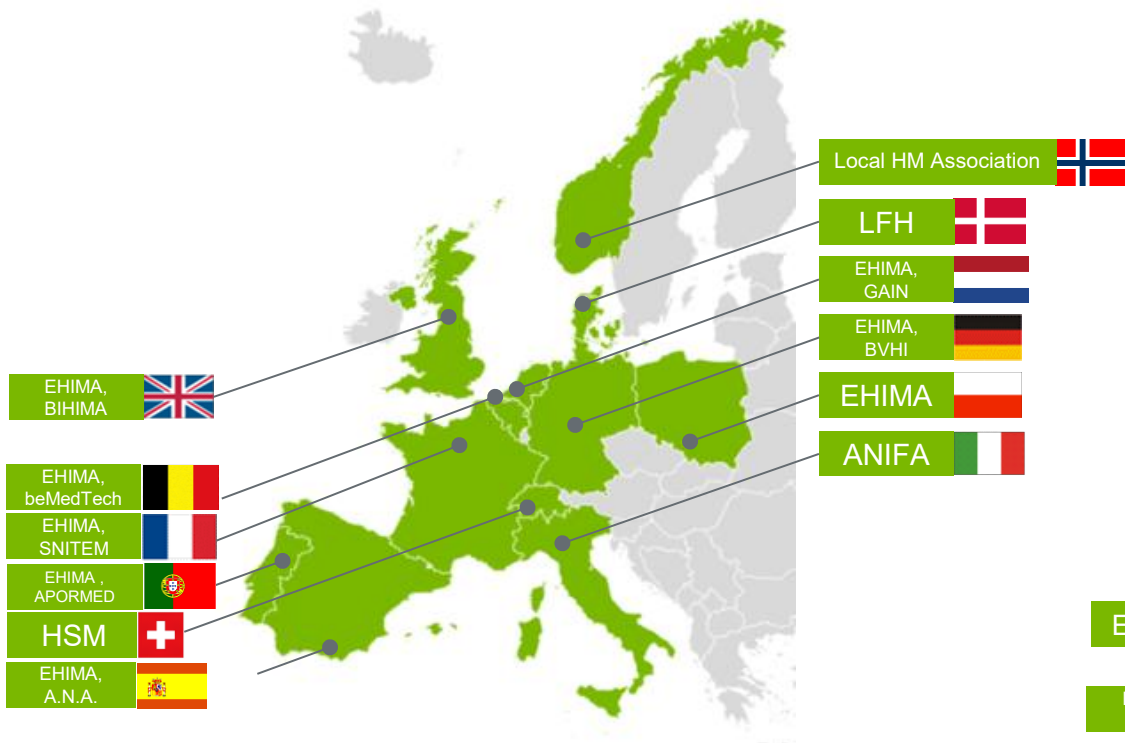
APACTrak NZL 2026

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

Summary

1. Introduction

APACTrak NZL 2026 is part of the EuroTrak / APACTrak studies:



APACTrak NZL 2026 was designed and executed by Anovum (Zurich) on behalf of NZHIA / EHIMA.

Sample sizes:

Representative sample (sample 1): n= 15'961 people

Hearing impaired (sample 2): n= 1'149 people

Hearing impaired non-owners (HA Non-owner): n= 539 people

Hearing aid owner (HA Owner): n= 610 people



Summary

2. Market overview

- **Stated hearing loss prevalence**
 - Total: 10%, 18+: 12.1%.
 - Hearing Tests: 40% had a hearing test in the last five years, most tests done by audiologists and audiometrists.
- **Hearing aid adoption rate (HA penetration)**
 - 48.4% of those with self-declared HL.
 - 4.8% of total population.
 - 75% of HA owners have binaural treatment.
- **The route to the hearing aid**
 - 54% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
 - 45% got hearing aids recommended from the ENT or family doctor (drop out rate=17%).
 - 29% of the GP consultations referred to an ENT, 54% to an audiologist/audiometrist, and 21% to get hearing aids. 12% recommended no action.
 - 65% of ENT consultations were referred to an audiologist/audiometrist, 23% recommended getting a hearing aid, and 19% 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.
 - 30% 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**
 - 74% of the hearing aid owners received some kind of third party reimbursement.
 - 62% of the currently owned HAs were acquired in 2024 or later.
 - The median age of hearing aids before replacement is six years.
 - On average, HAs are worn 8.7 hours a day.
 - RICs are the most often purchased type of HA.
 - Cochlear Implants: 20% of the HA owners with severe/profound HL have been informed about CIs by a medical professional.
 - 48% of HA owners use a hearing aid app, and 77% are satisfied with it.
- **Hearing aid satisfaction and importance of listening situations**
 - 86% of the hearing aid owners say their hearing aid works better than or as expected.
 - 77% 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 conversations with family members, phone calls and conversations in small groups.
- **Positive impact of HAs**
 - Hearing aids positively impact overall communication ability in most situations, as well as social participation and relationships.
 - 67% of hearing aid owners feel more confident moving in a city since wearing hearing aids.
 - 96% of hearing aid owners declare that their hearing aids improve their quality of life at least sometimes.
 - 65% of all HA owners say they should have gotten hearing aids sooner, mainly because they missed out on social life

Summary

4. Analysis of hearing impaired non-owners

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

- 52% of non-owners don't know whether they would receive any reimbursement, and 18% think there is nothing.
- The main reason for not having hearing aids is the inability to afford them, followed by more pressing priorities
- 6% who own hearing aids don't use them (0 hours); 15% use them less than one hour/day (0-1 hour).

- **Social rejection and triggers to buy**

- 70% 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 person with hearing loss who does not wear a hearing aid.
- The most important reasons for buying a hearing aid are worsening hearing loss and advice from an audiologist/audiometrist

Detailed Results: Roadmap

1. Introduction

- Organisation of APACTrak NZL 2026
- 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 aids, 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 APACTrak NZL 2026

Organisation

- Principals of the project APACTrak NZL 2026 are: The New Zealand Hearing Industry Association (NZHIA) and the European Hearing Instrument Manufacturers Association (EHIMA).
- Anovum Zurich developed the concept of APACTrak NZL, 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 – APACTrak NZL/2026/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=15'961** people based on census data.

Step 2: Target population interviews

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

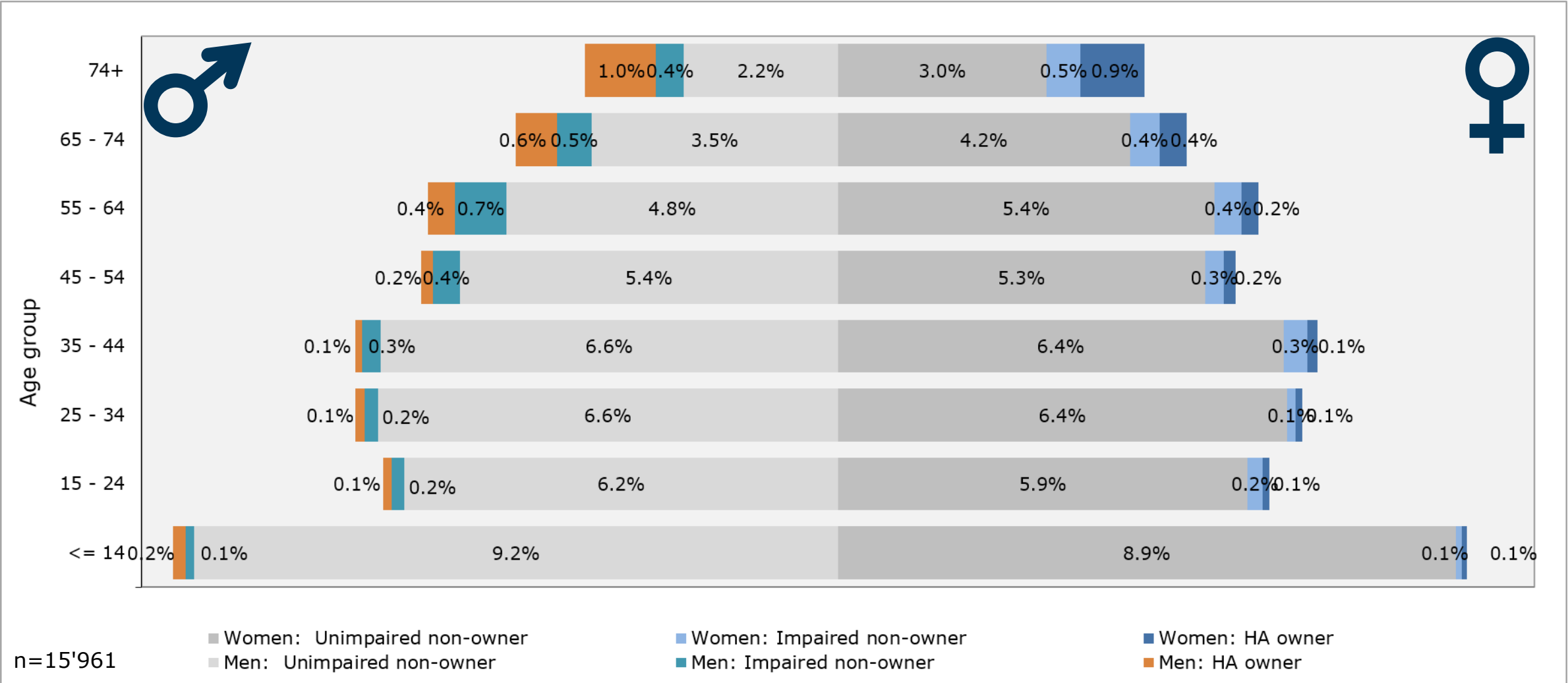
Process:

1. Main questionnaires: Owners and hearing impaired non-owners
2. Balancing through weighting according to representative screening interviews
3. Resulting sample: **n= 539** hearing impaired non-owners and **n=610** hearing aid owners

2. Market overview

Prevalence of hearing loss and adoption rate

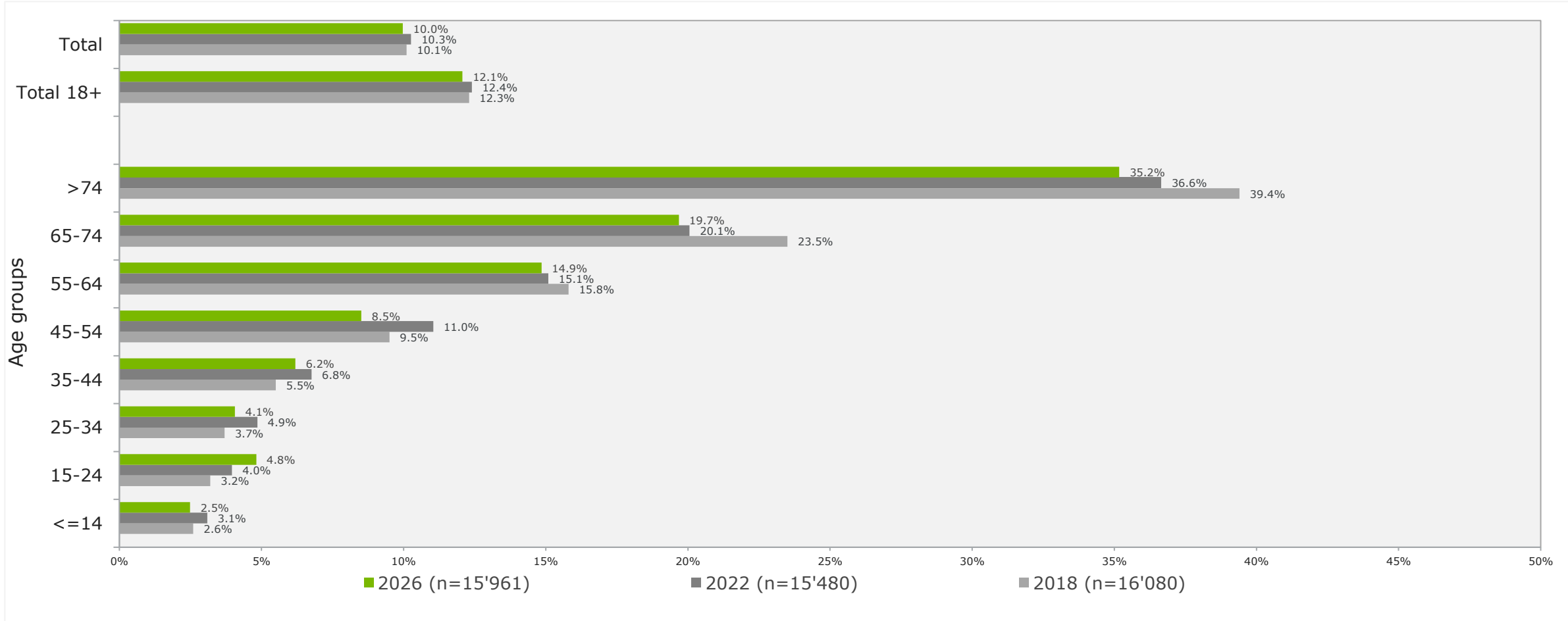
Hearing loss and hearing instrument ownership by gender/age



Hearing loss prevalence NZL

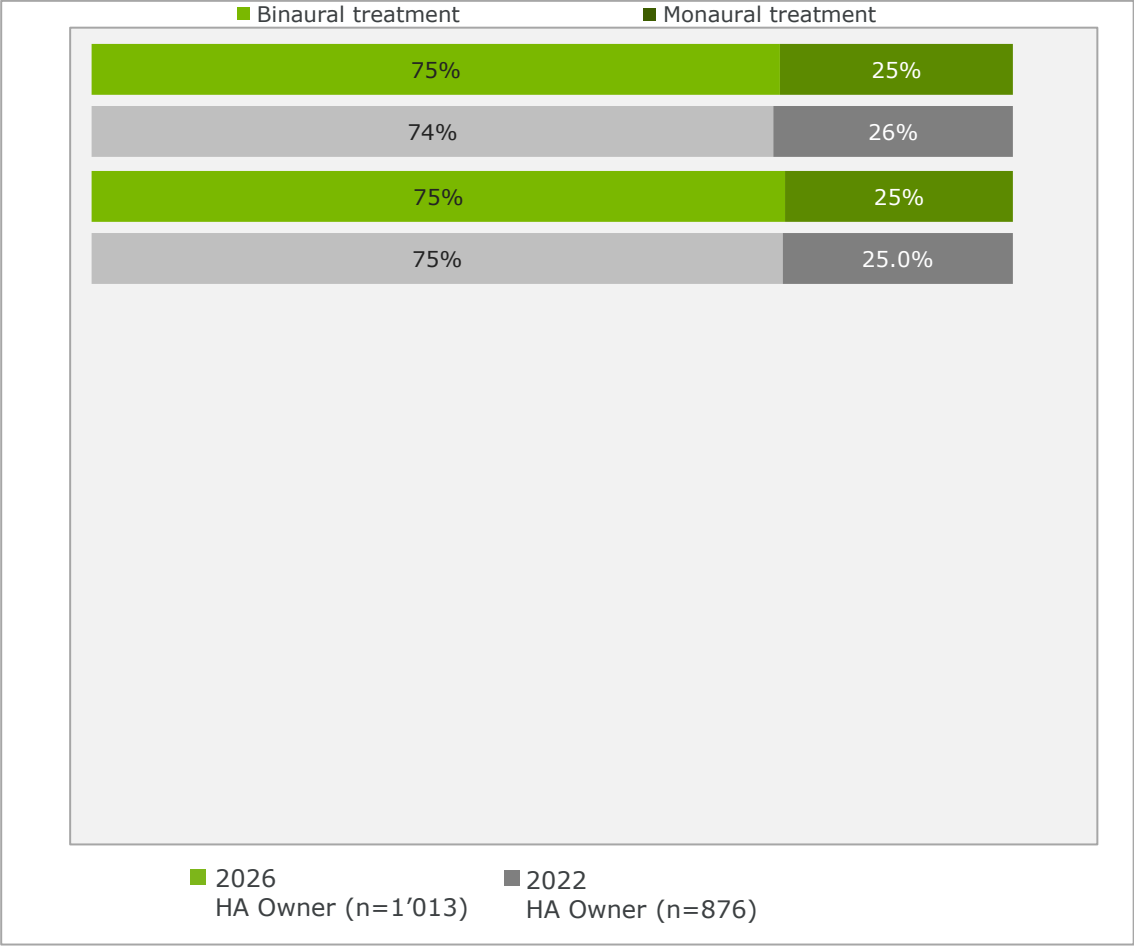
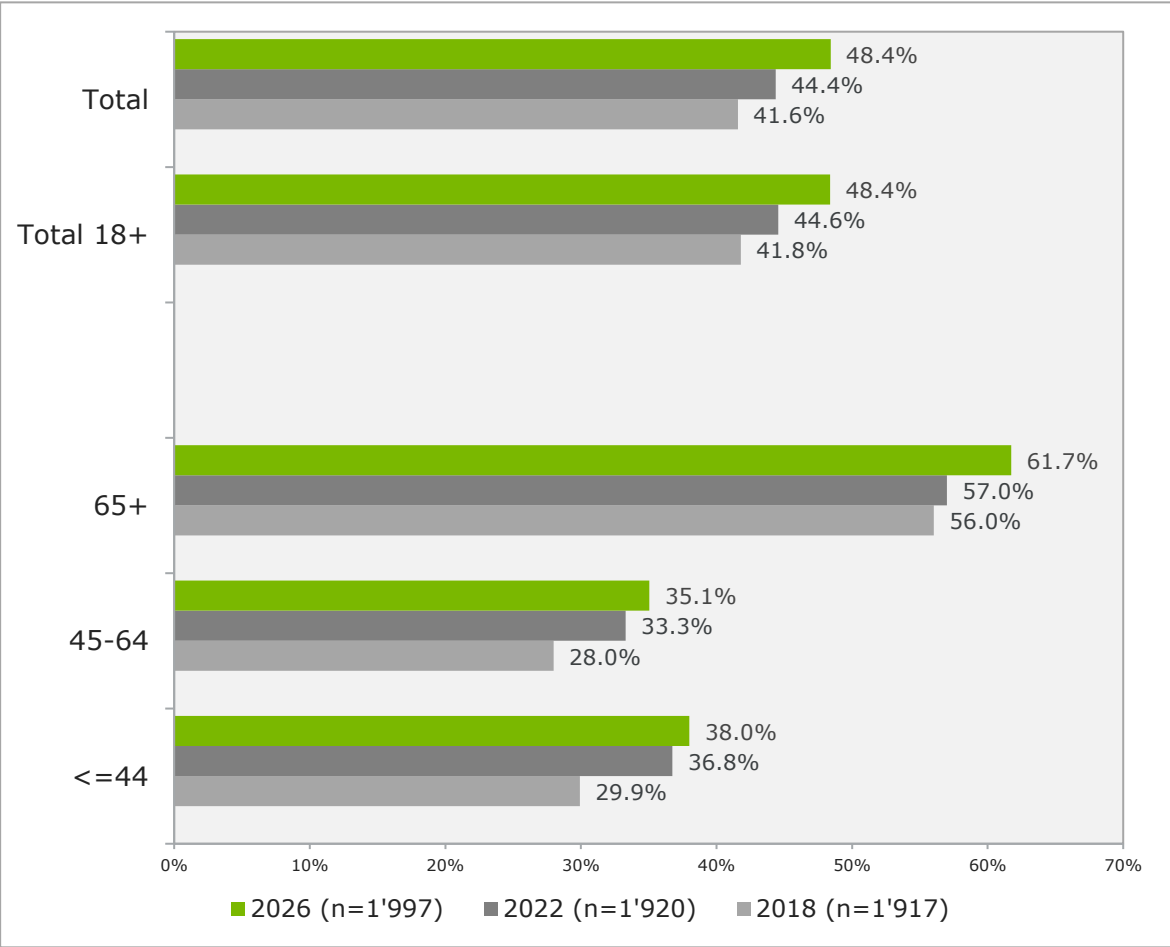
Self-declared hearing loss

% hearing loss prevalence by age groups

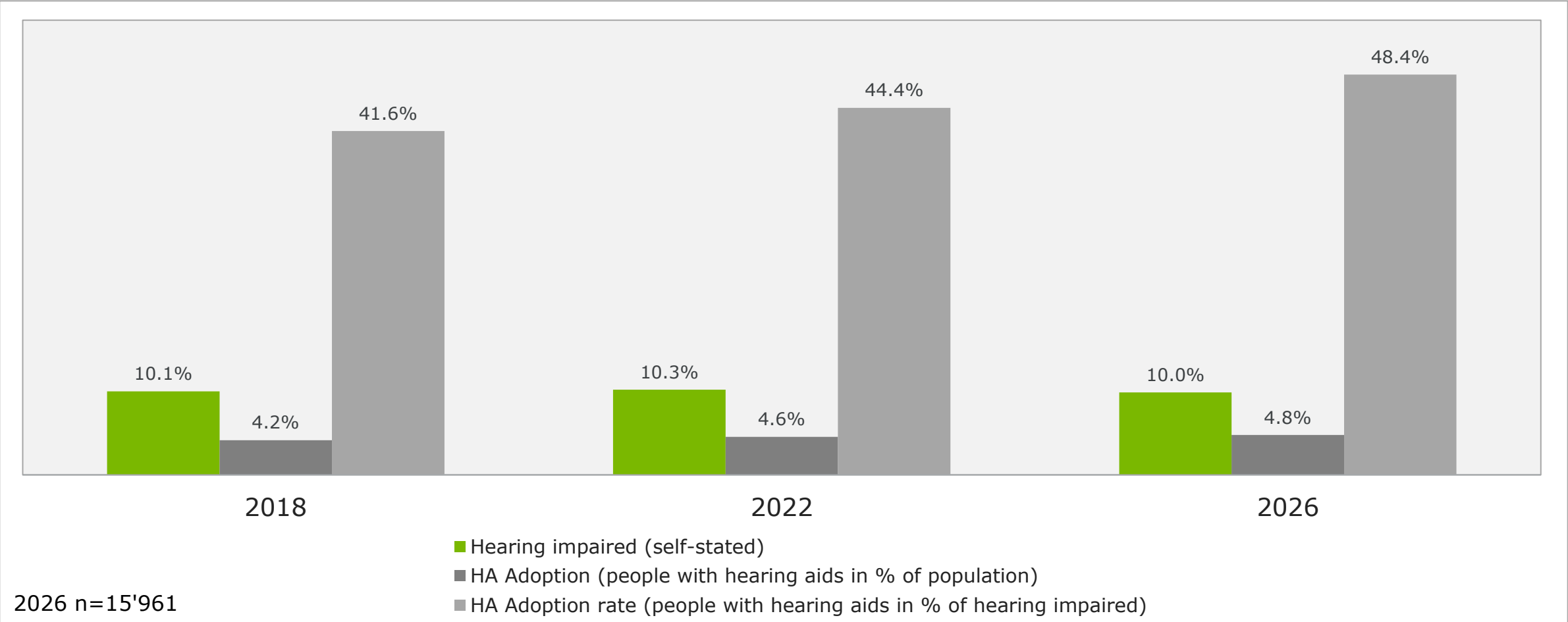


Hearing aid adoption rate: 48% of the hearing impaired have hearing aid(s), and 75% of them have binaural treatment

% of hearing impaired



Overview of hearing loss prevalence and hearing aid adoption



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



Hearing loss sixtyle-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=539
HA Owner n=610

Hearing loss

Hearing loss characteristics: Owners compared to non-owners

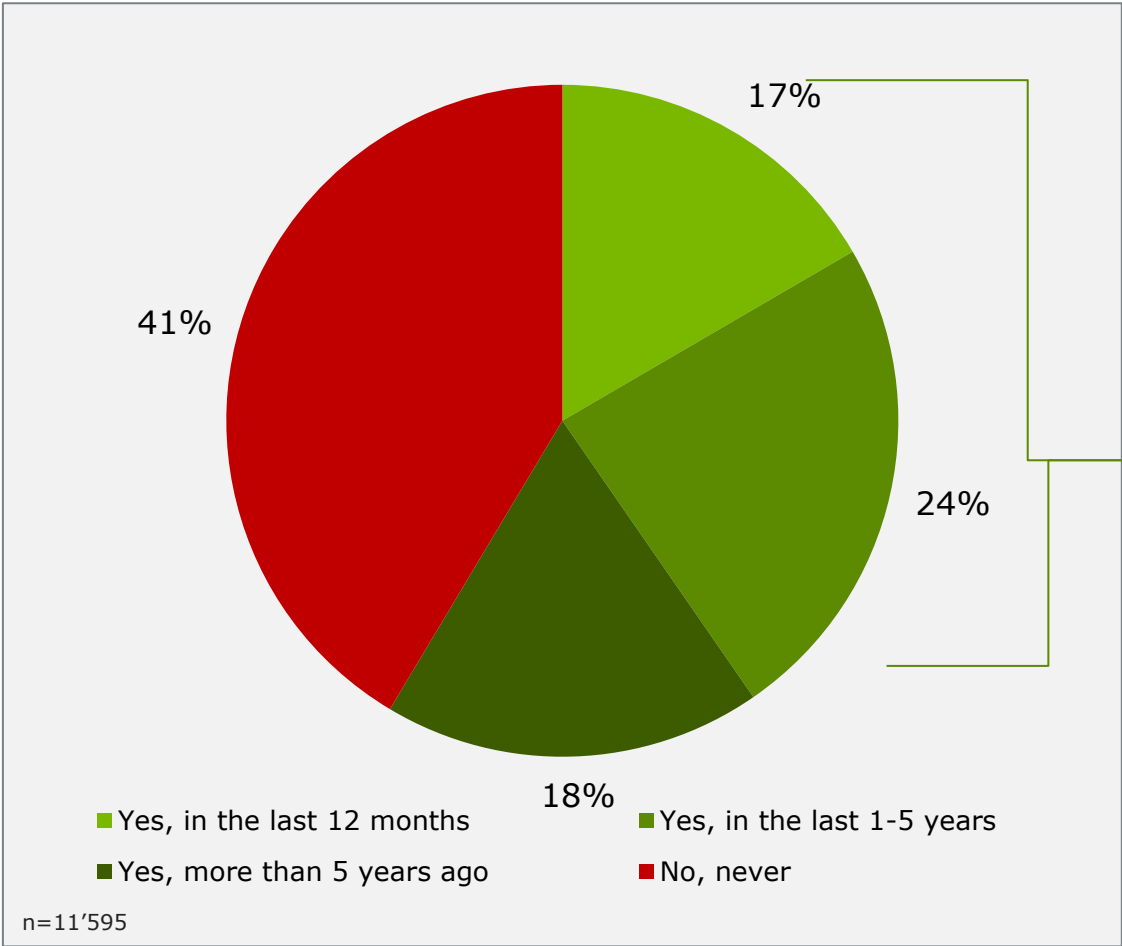
	HA Non-owner n=539	HA Owner n=610	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	35%	18%	35%
Bilateral loss	65%	82%	57%
Perceived loss			
Mild	51%	21%	28%
Moderate	40%	55%	56%
Severe	8%	22%	72%*
Profound	1%	3%	

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

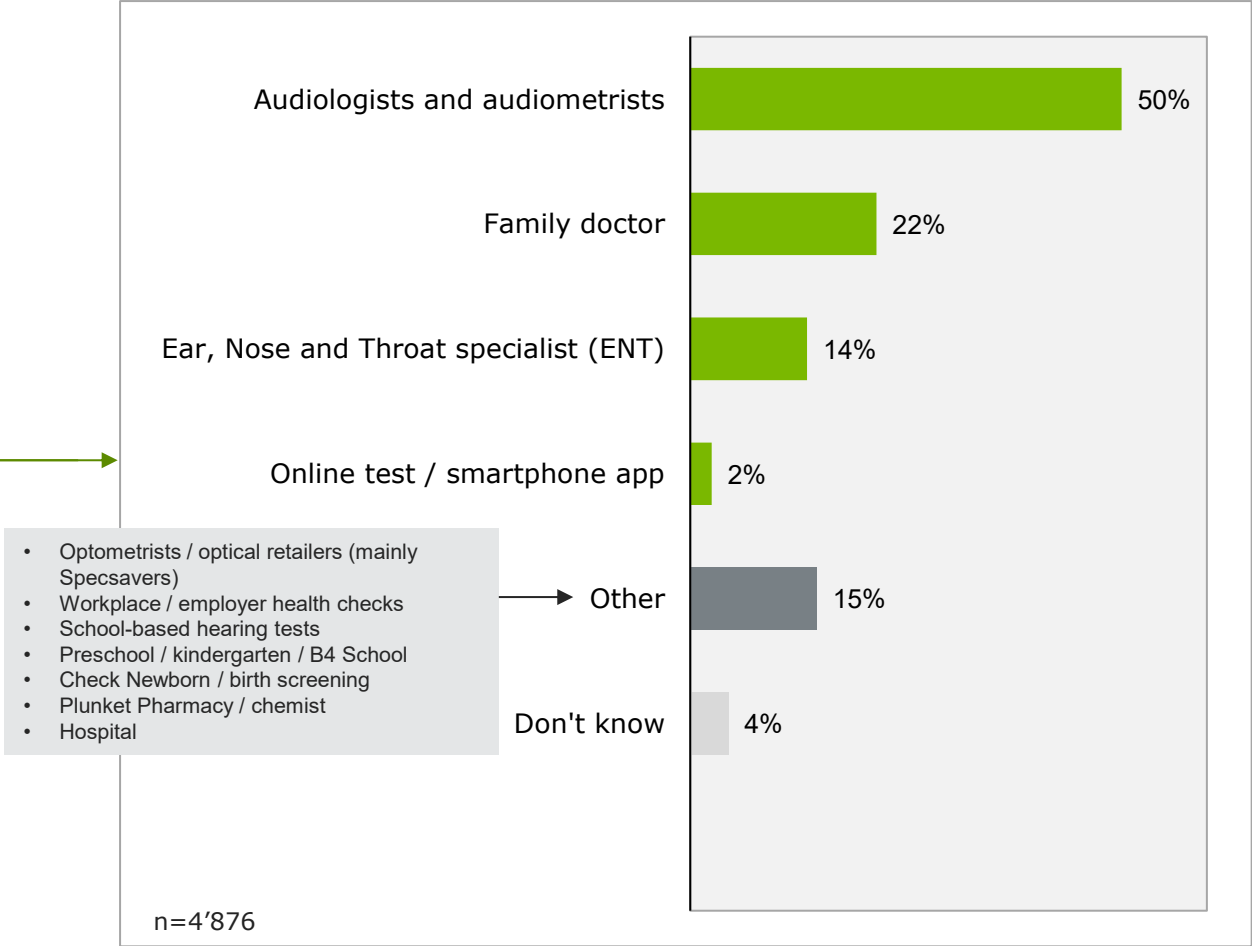
Hearing tests and where hearing is tested

Hearing Tests: 40% had a hearing test in the last five years, most tests done by audiologists and audiometrists

Have you ever taken a hearing test?



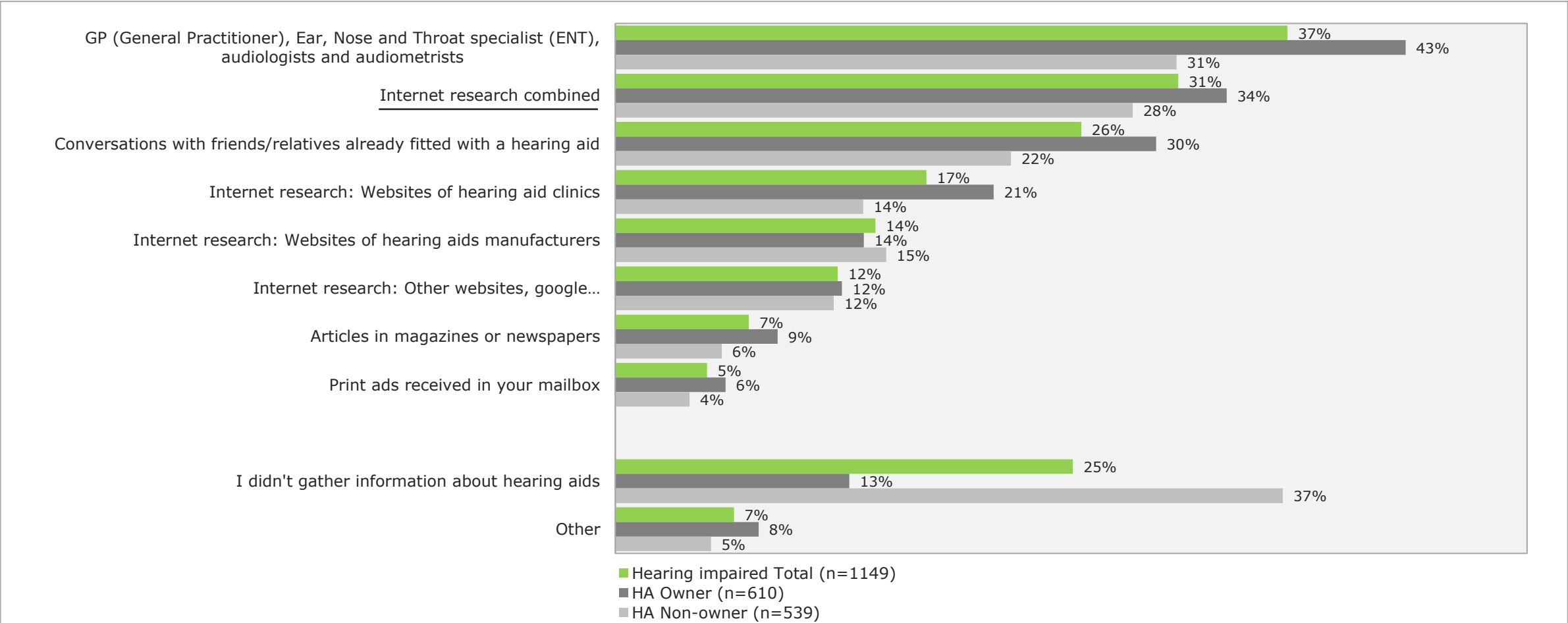
Where/how was your hearing tested?



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

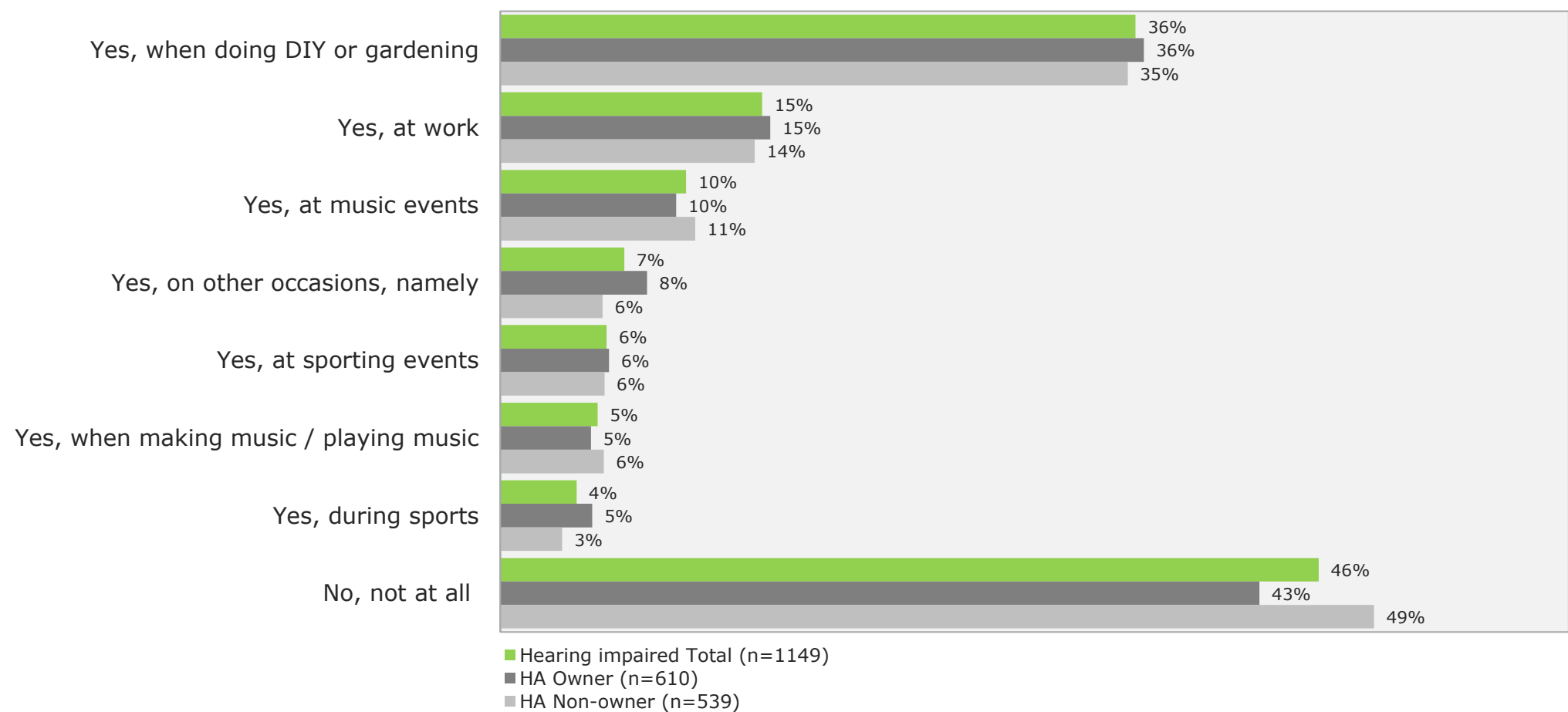
GPs, ENTs, and audiologists/audiometrists are the main information sources and key gatekeepers, followed by the internet and friends or relatives who wear hearing aids

Where did you gather information about hearing aids?

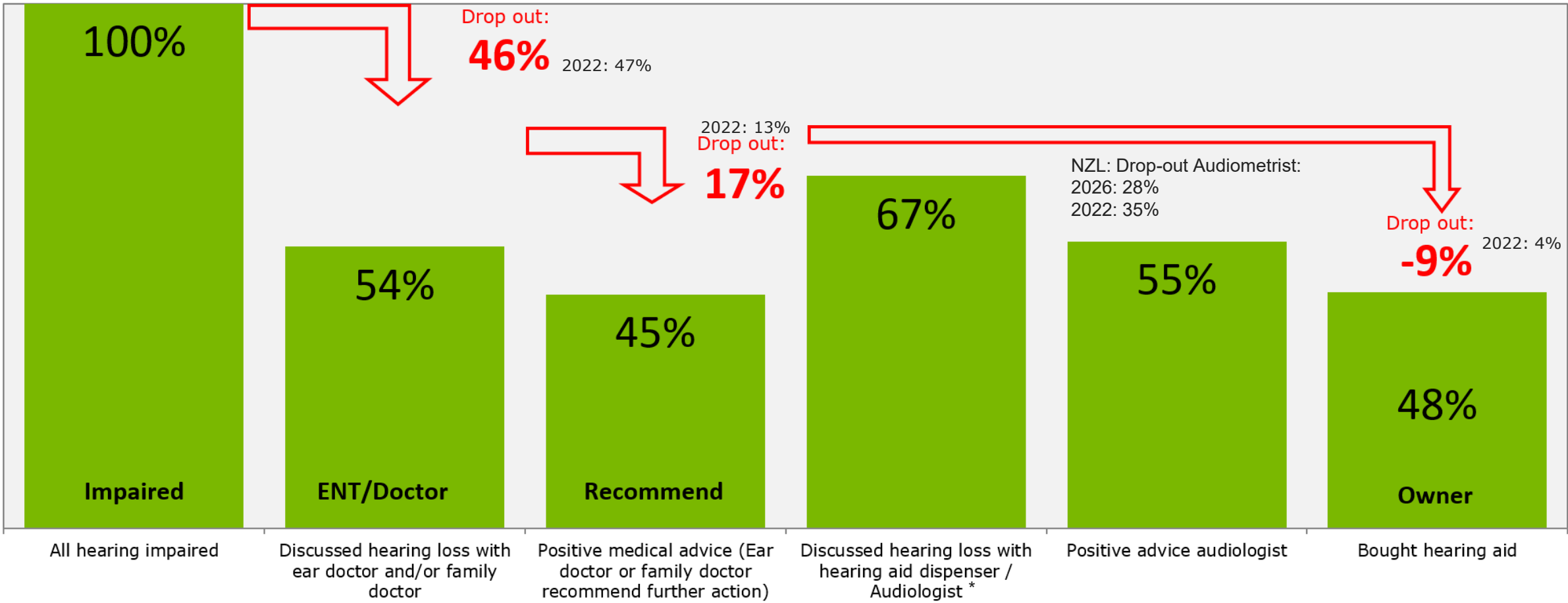


Usage of hearing protection by hearing impaired

Do you use hearing protection at least occasionally?

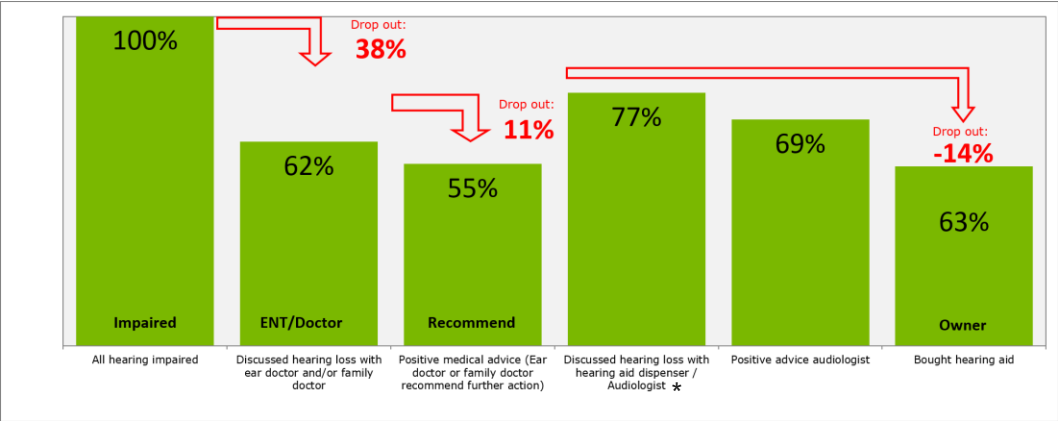


The route to the hearing aid



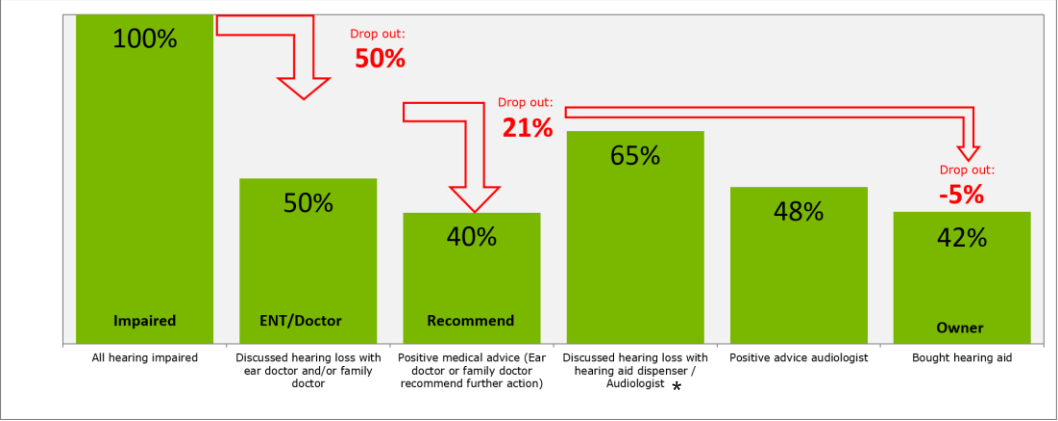
Much higher drop-out rates among people with milder hearing loss. Audiometrists appear to have reduced drop-outs within this segment.

Top 50% hearing loss*



NZL: Drop-out Audiometrist:
2026: 18%
2022: 20%

Low 50% hearing loss*



NZL: Drop-out Audiometrist:
2026: 36%
2022: 51%

* 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

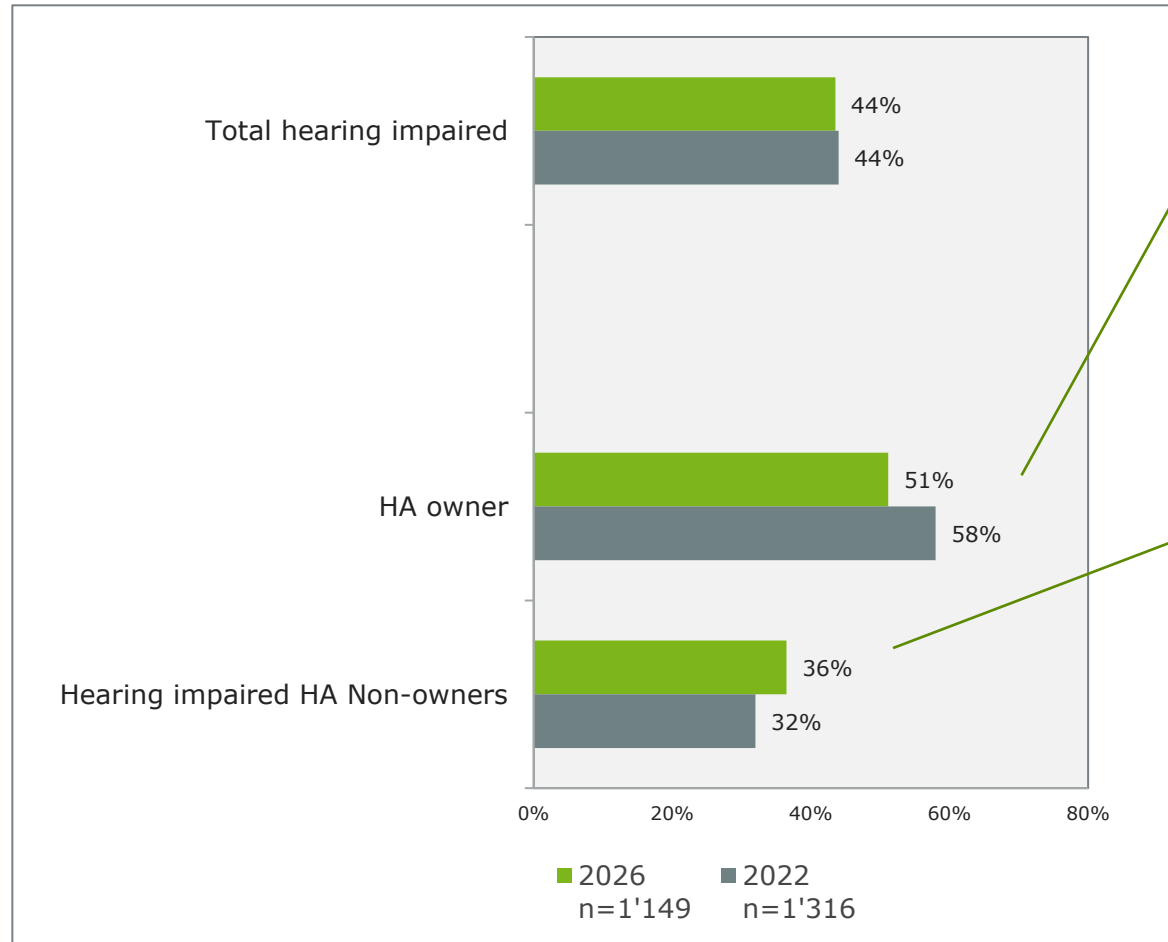
→ People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).



The route to the hearing aid: GP/Family doctor

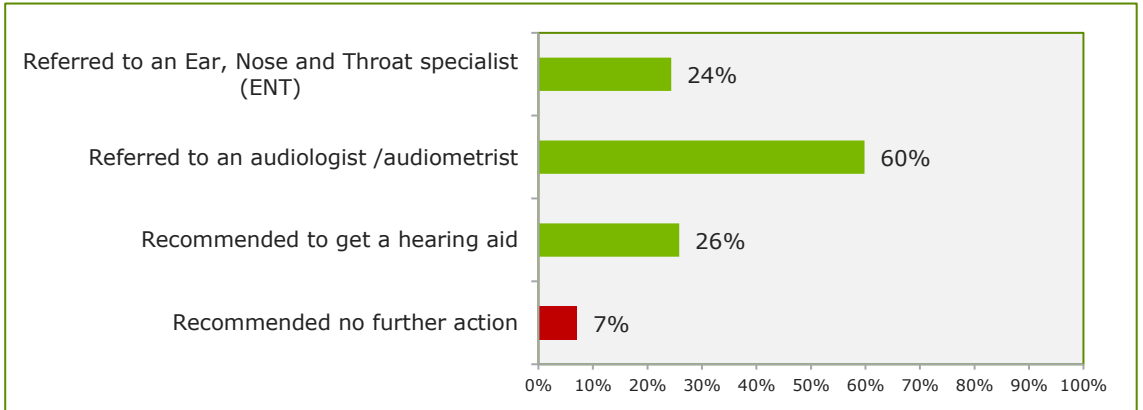
Have you discussed your hearing problem with your family doctor?

% Discussed with GP

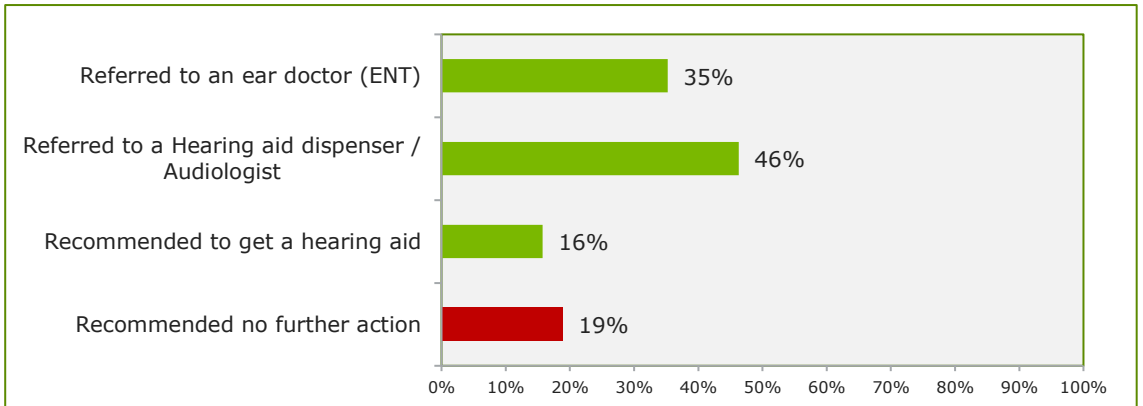


What did he/she recommend?

HA Owner (n=296)



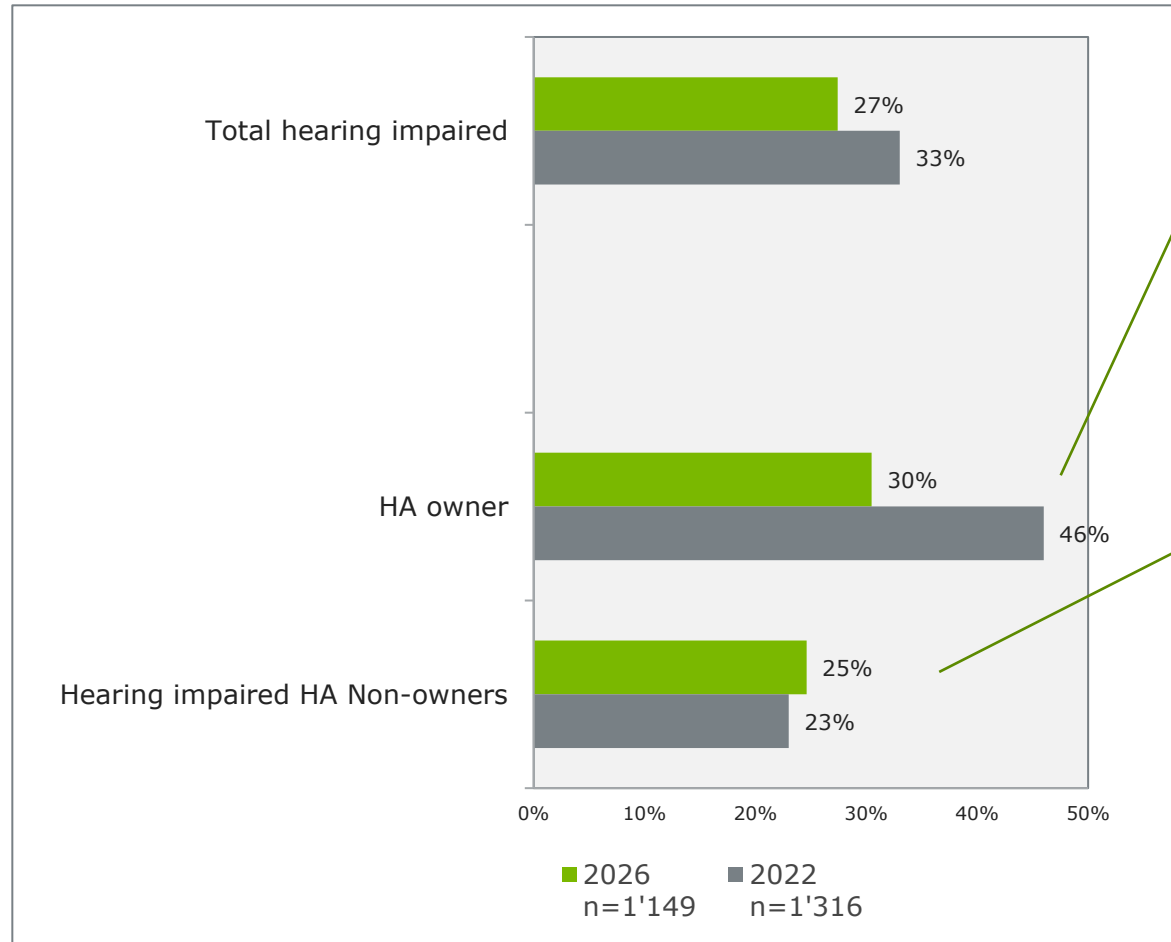
Impaired HA Non-owner (n=176)



The route to the hearing aid: ENT

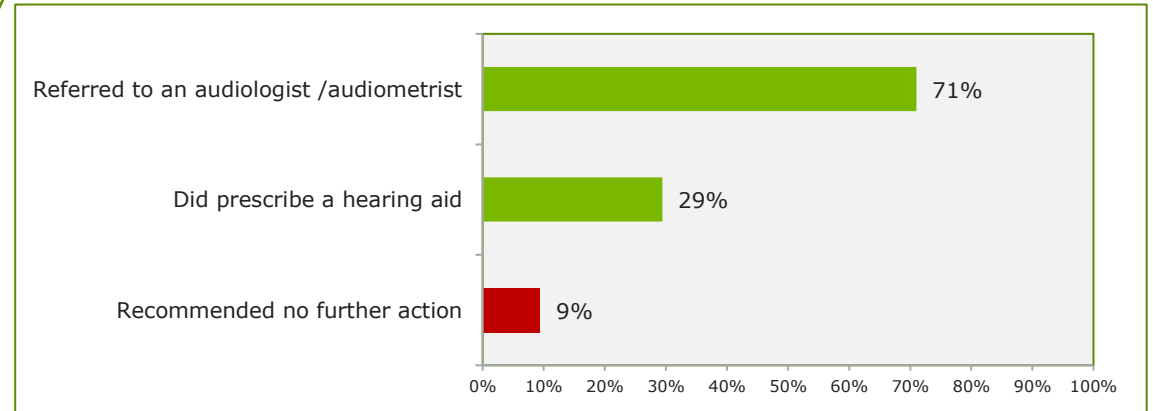
Have you ever discussed your hearing problem with an Ear, Nose and Throat specialist (ENT)?

% Discussed with ENT

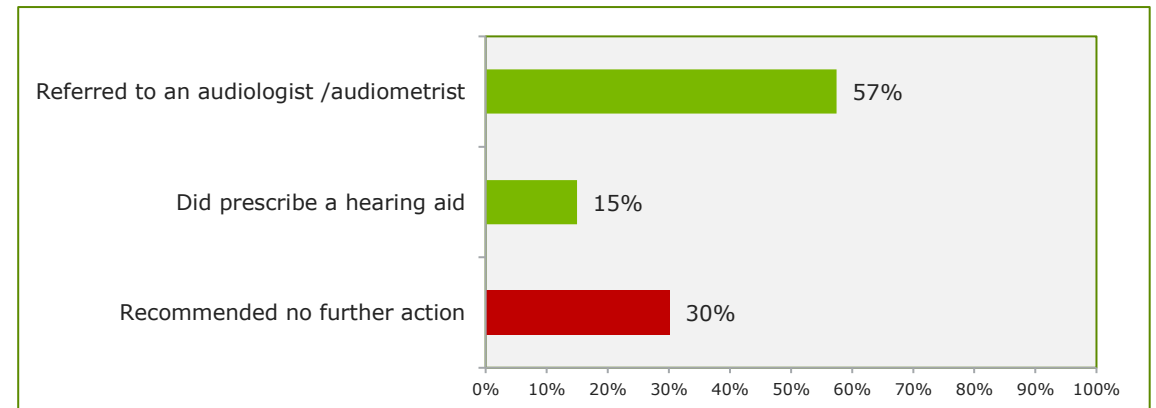


What did he/she recommend ?

HA Owner (n=171)

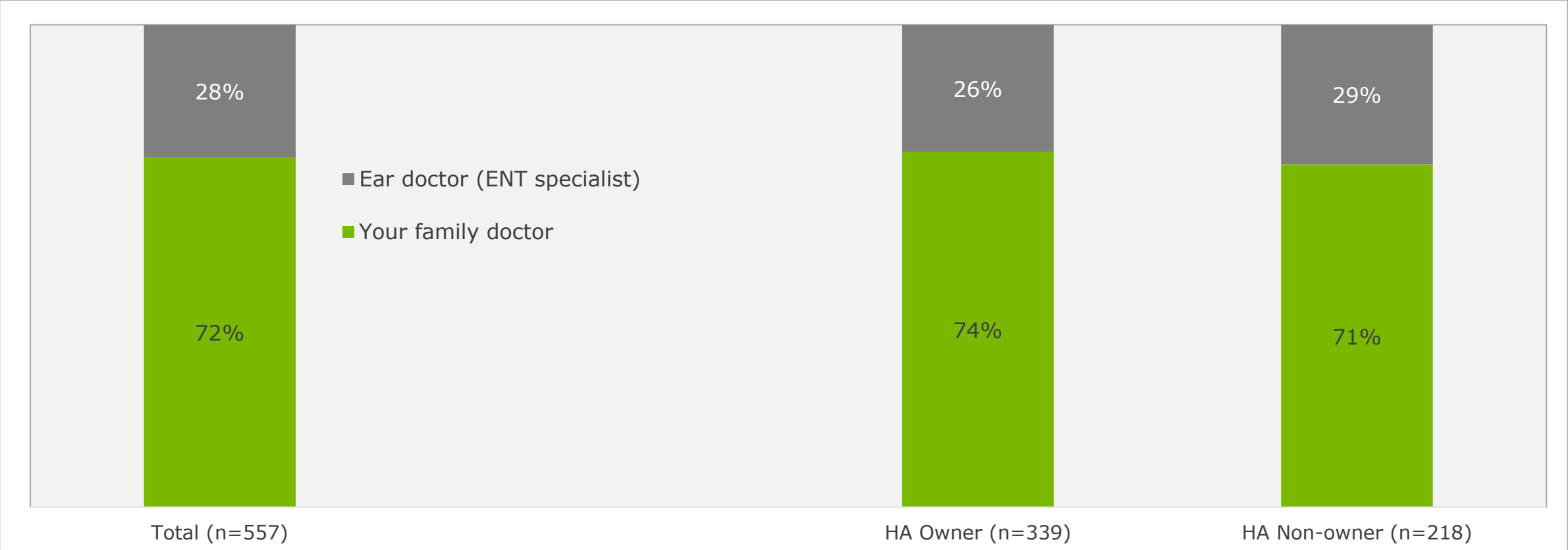


Impaired HA Non-owner (n=122)



Of those who discussed the hearing loss with a doctor, 72% spoke to a GP/family doctor first, and 28% talked to an ear doctor (ENT) first

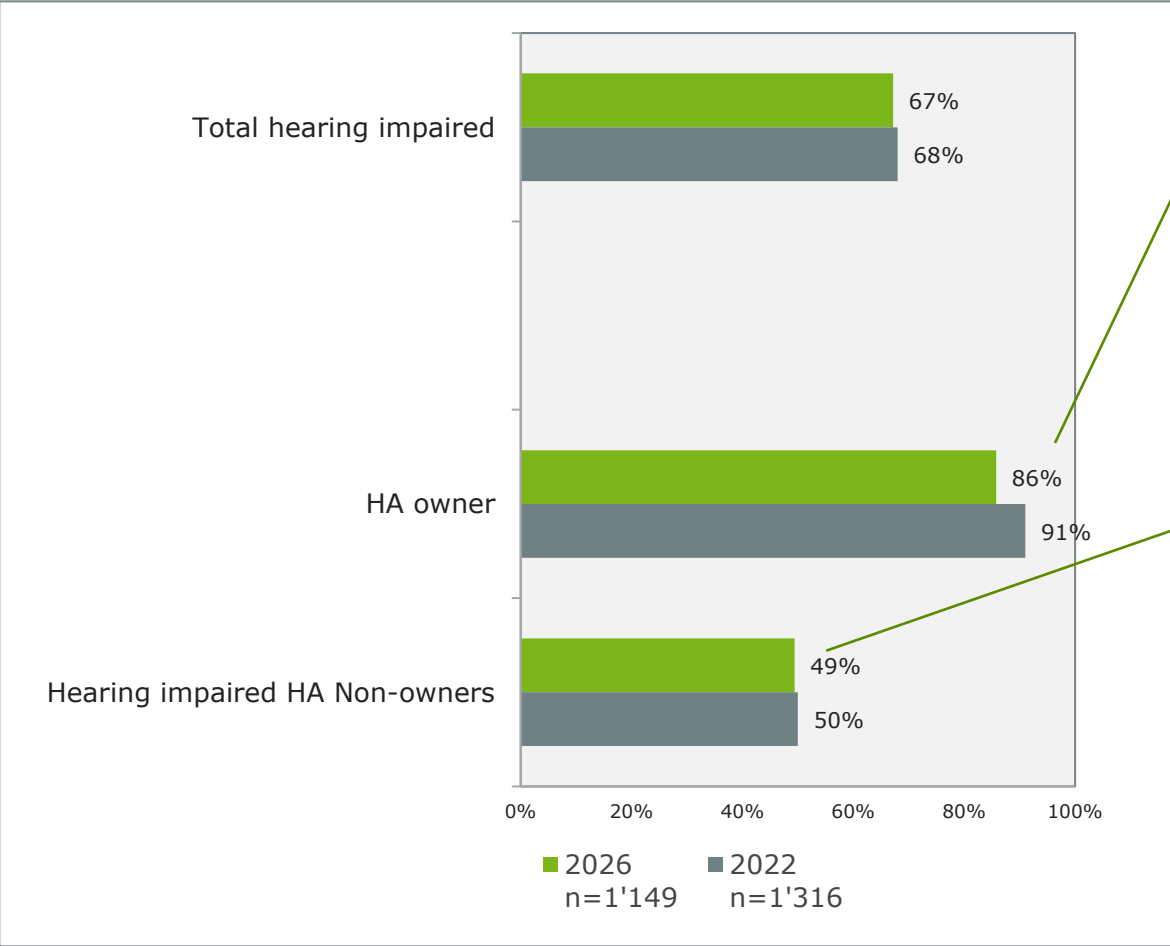
Those who discussed hearing loss with family doctor and/or ENT:
Who was the doctor you discussed your hearing loss with for the **first time** – your family doctor or the Ear, Nose and Throat specialist (ENT)?



The route to the hearing aid: Audiologist/Audiometrist

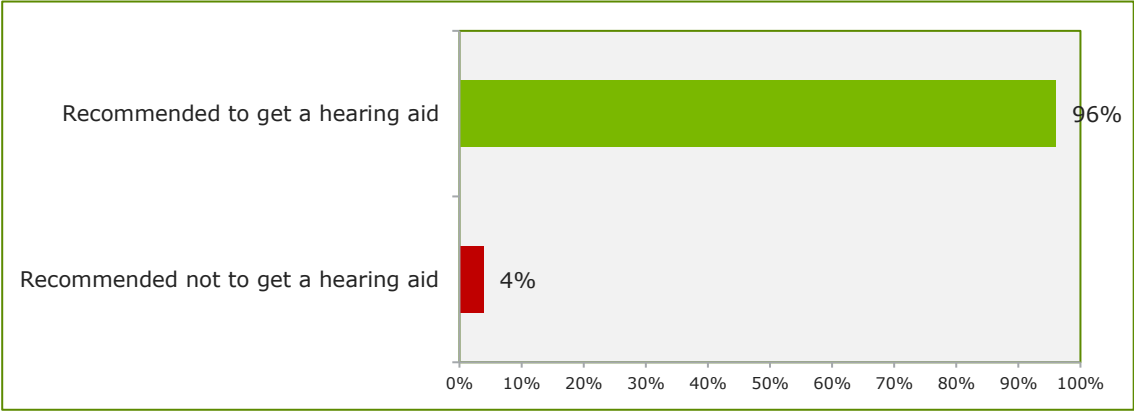
Have you ever discussed your hearing problem with an Audiologist/Audiometrist

% Discussed with Audiologist/Audiometrist

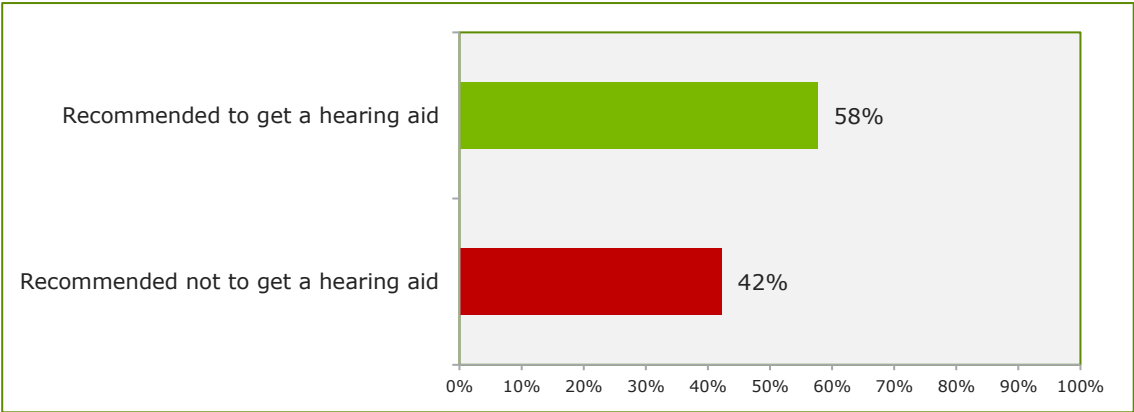


What did he/she recommend ?

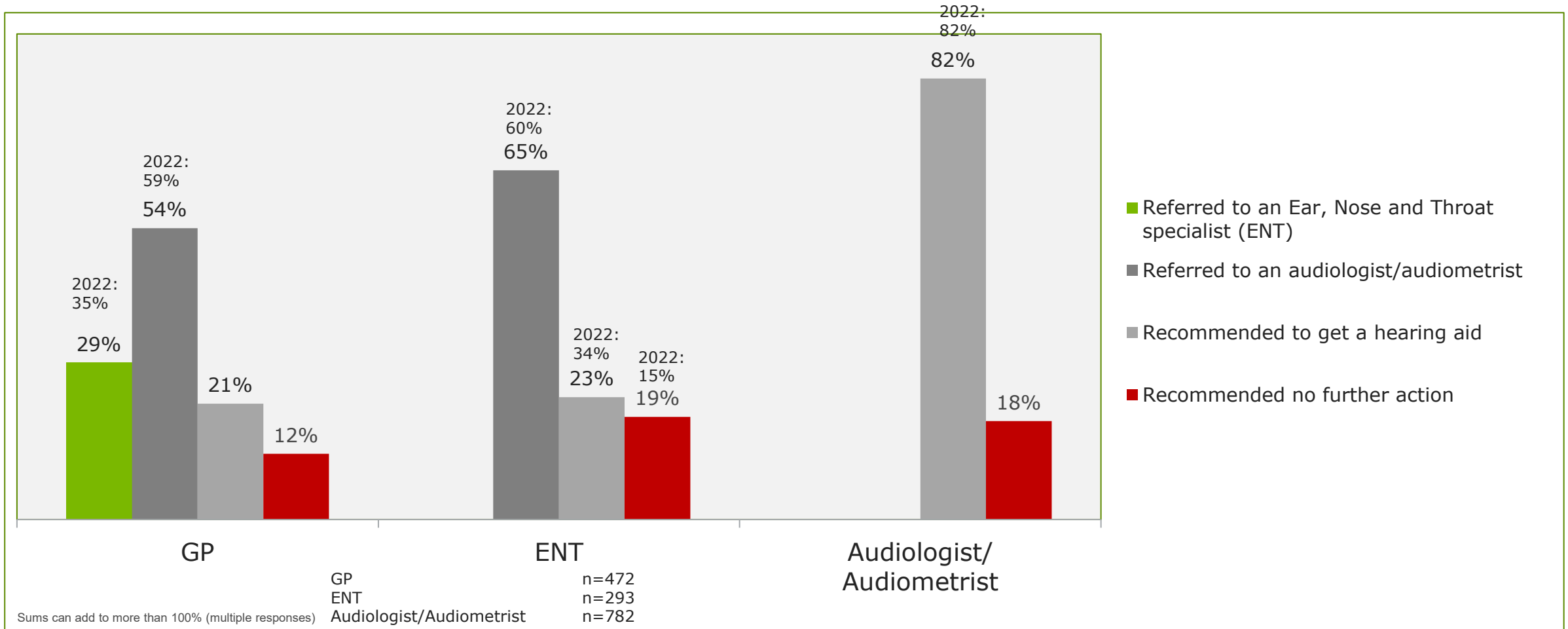
HA Owner (n=524)



Impaired HA Non-owner (n=258)

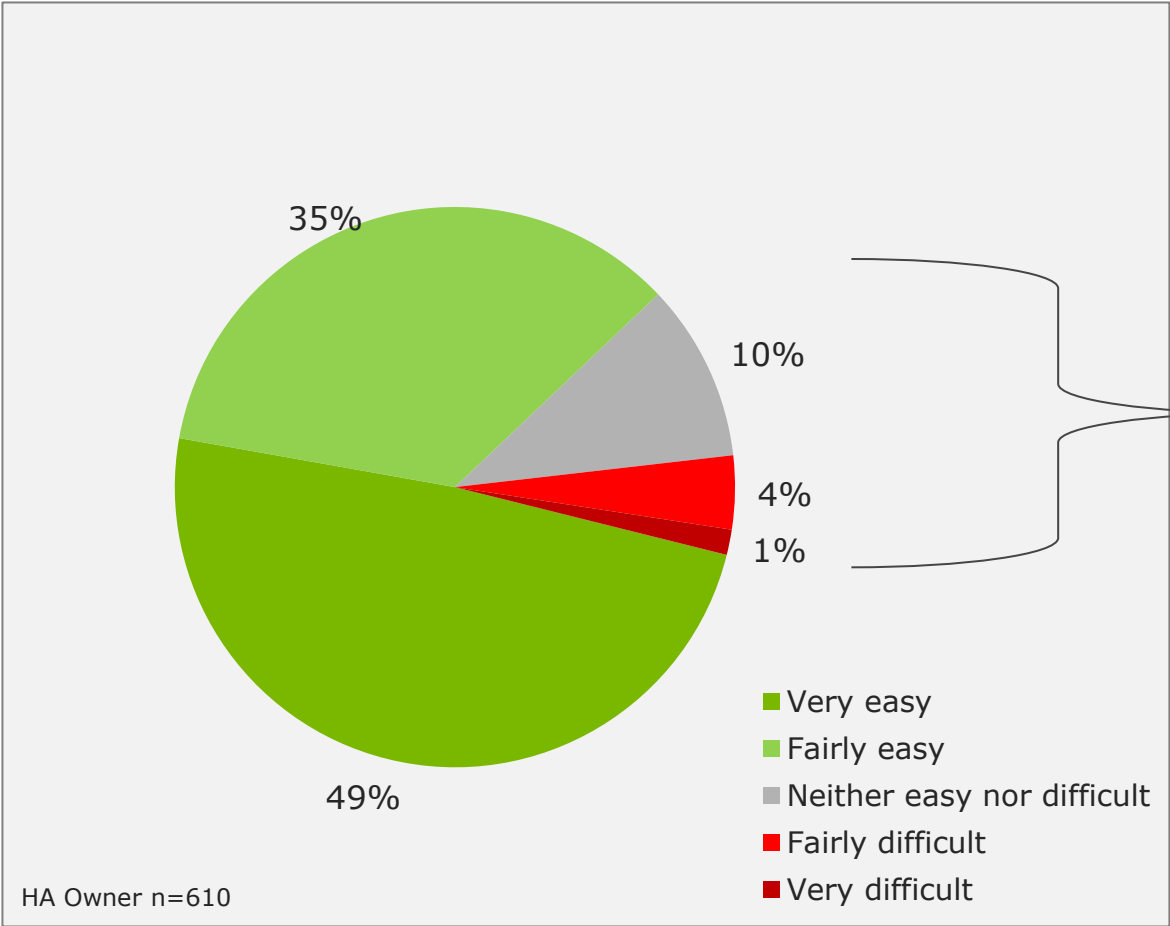


Recommendations by profession

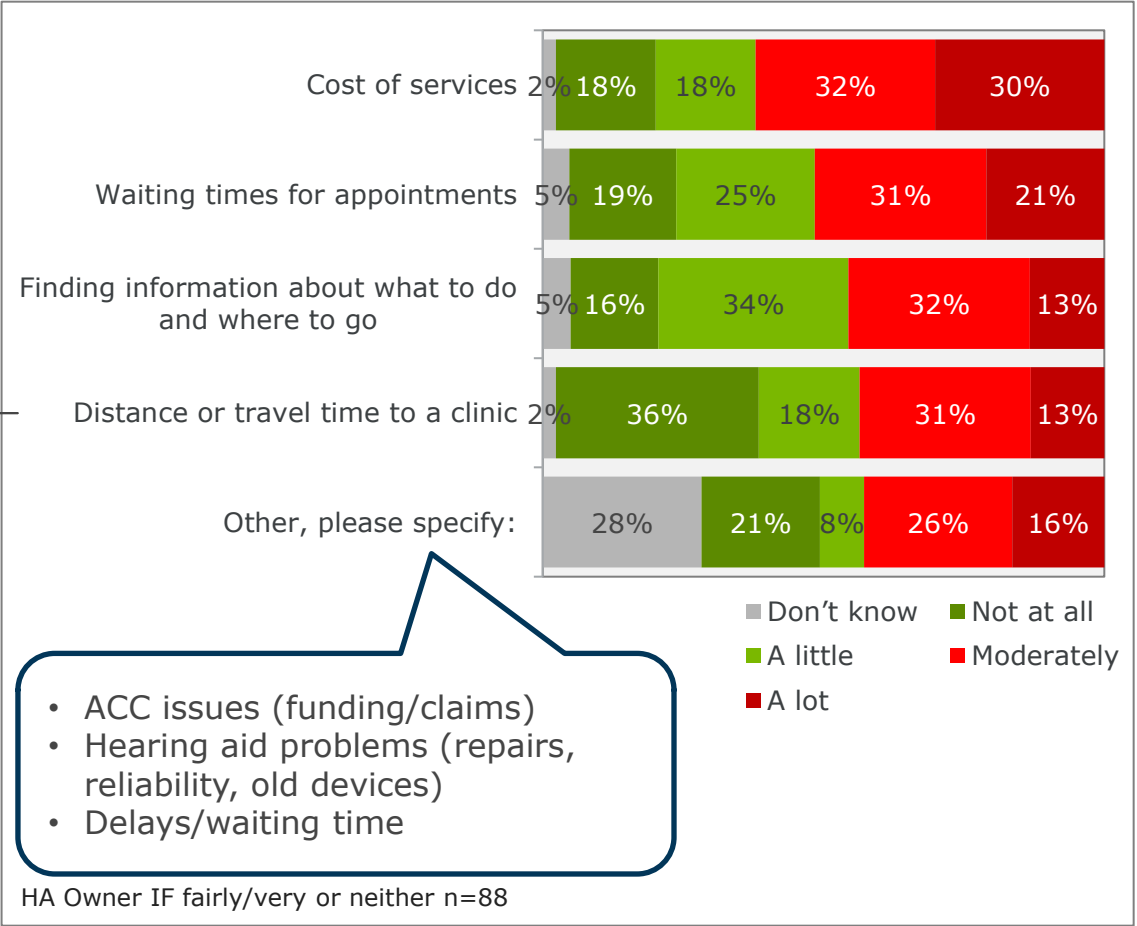


Access to hearing services is generally easy, but costs and waiting times remain key barriers

How easy or difficult was it to access hearing services when you needed them?



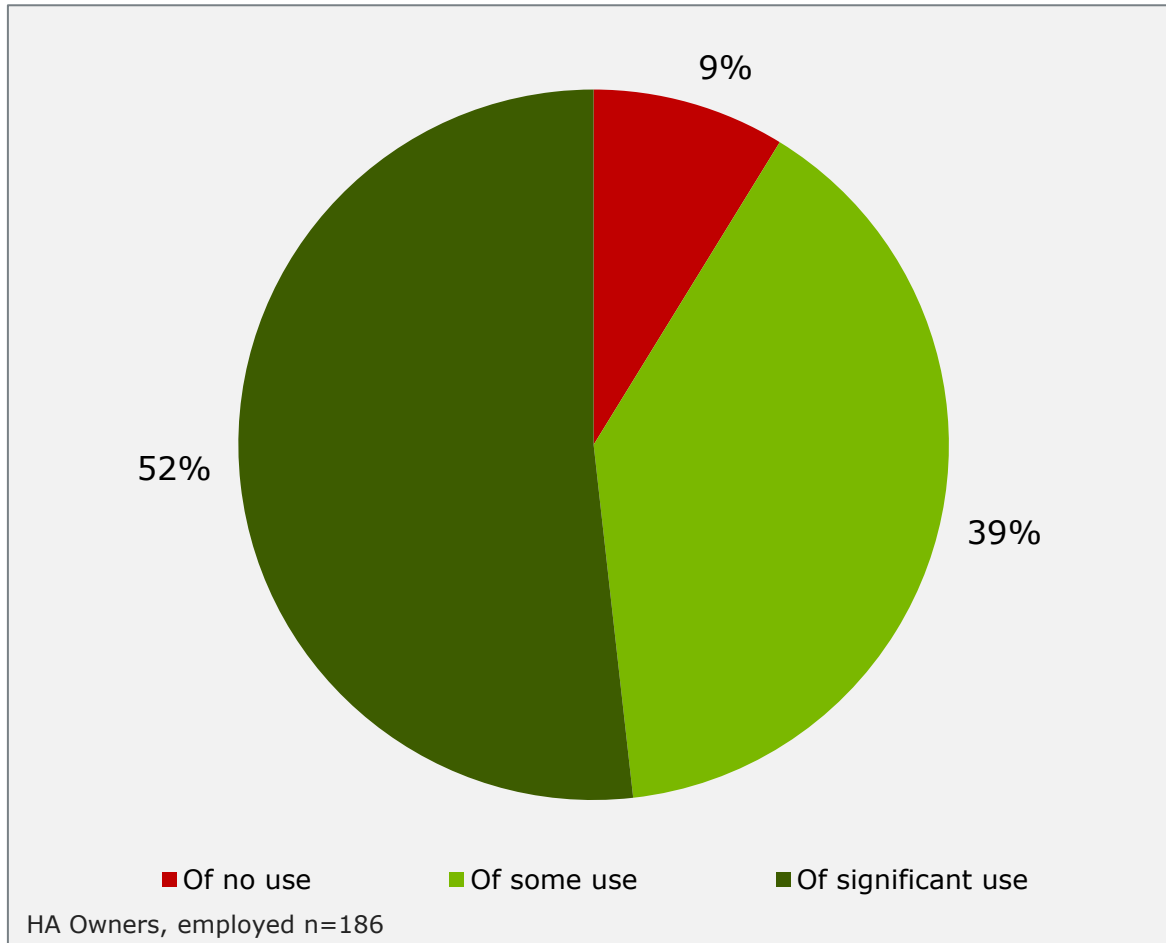
To what extent did the following factors make it difficult to access hearing services?



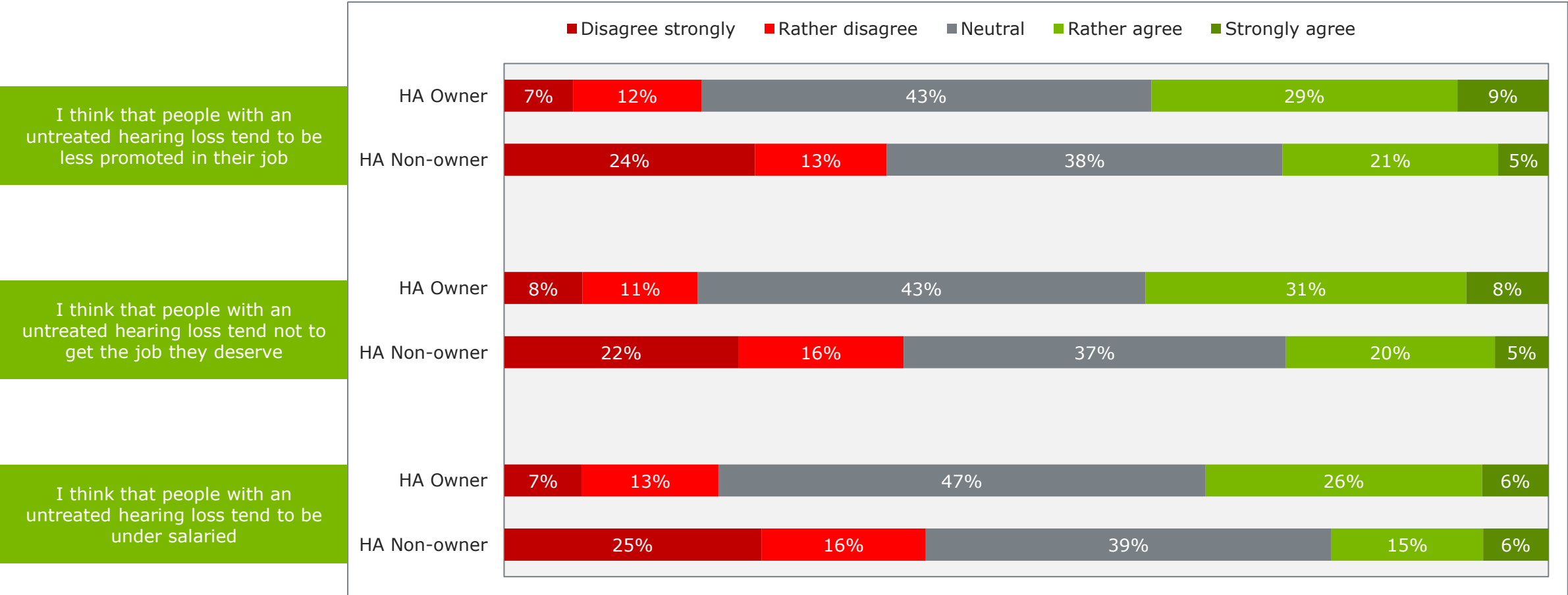
Potential social cost-savings due to the use of hearing aids:
Work competitiveness, depressive symptoms, sleep quality, co-morbidities

Work competitiveness: 91% 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 are more likely to believe that treating hearing loss improves the chances of being promoted, getting the right job and earning a higher salary



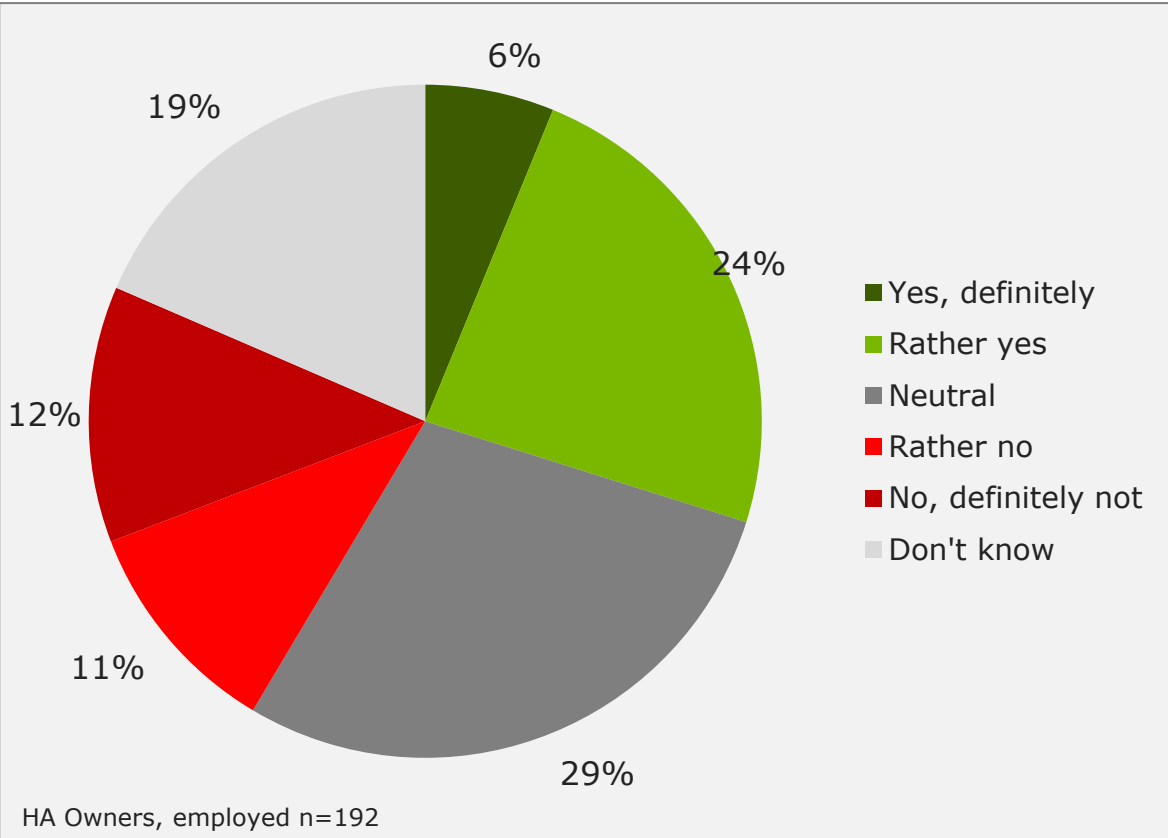
HA Owner n=349 / HA Non-owner n=370



30% of employed individuals using hearing aids believe the devices enable them to work longer

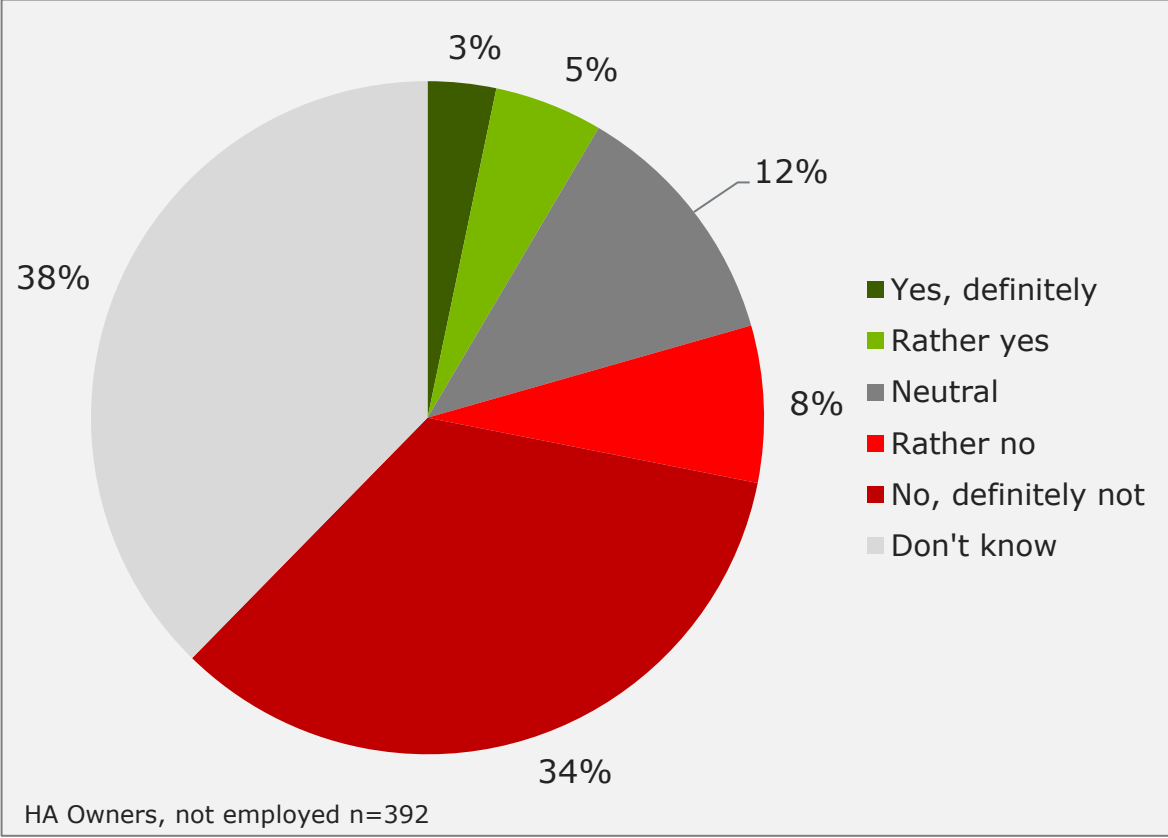
HA Owners, employed:

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



HA Owners, NOT employed:

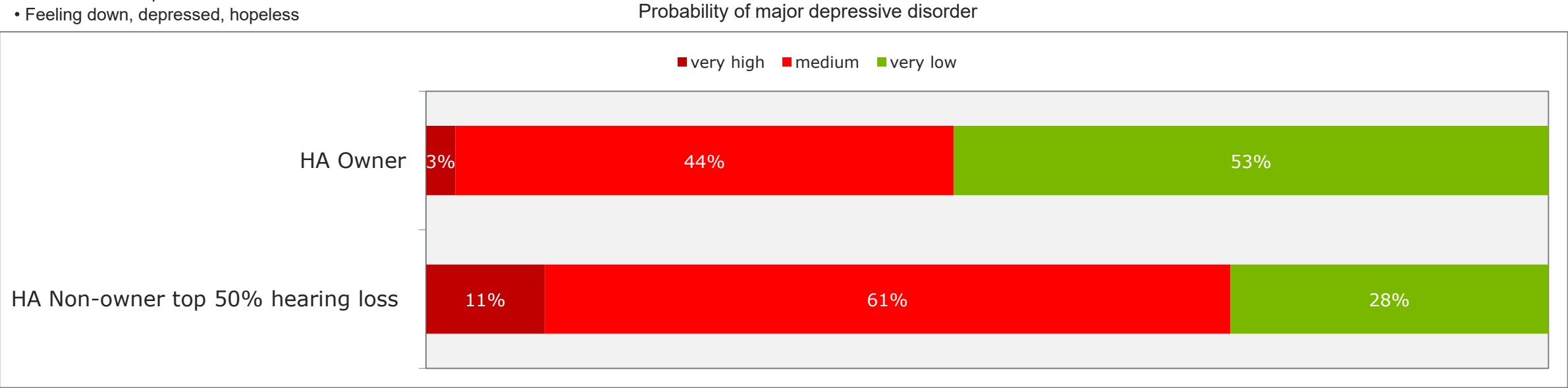
Do you believe that due to your hearing aid provision you could have been employed longer than without hearing aid(s)?



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=396 / HA Non-owner top 50% hearing loss n=94

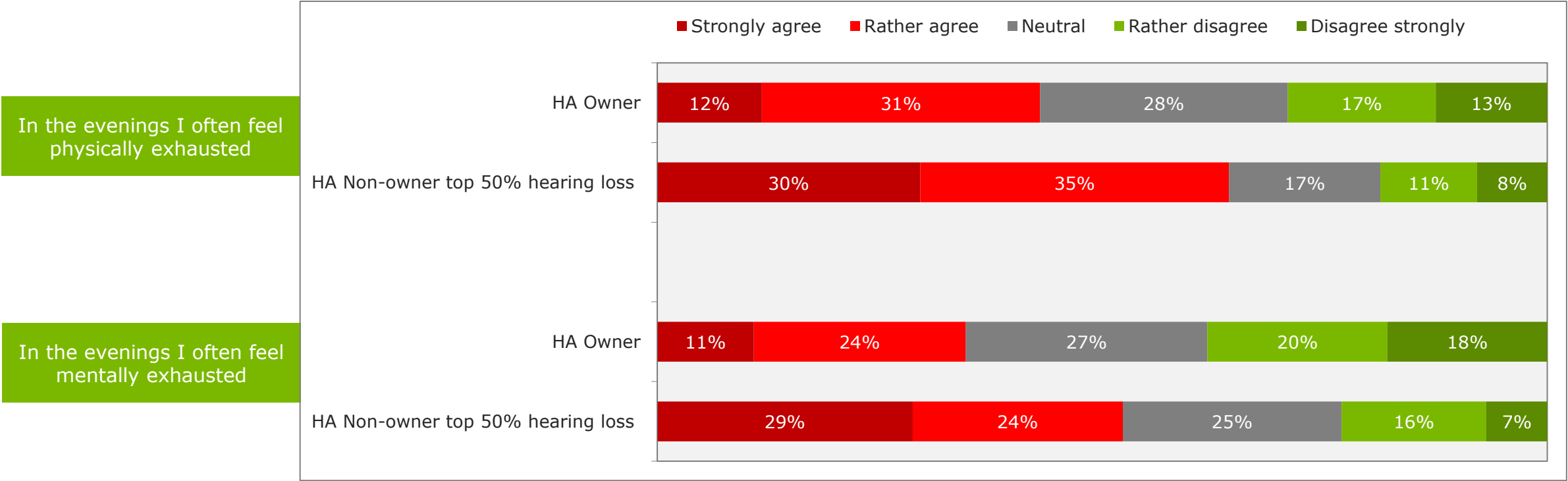
*Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:

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



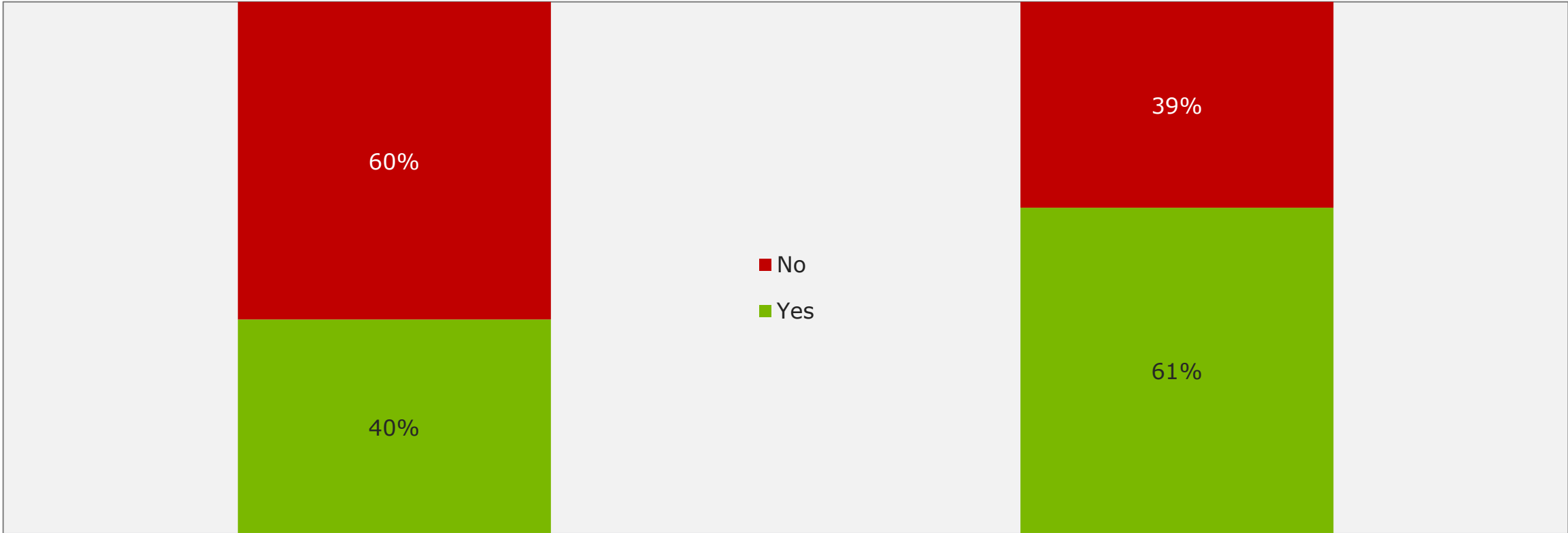
HA Owner n=392 / HA Non-owner top 50% hearing loss n=92

*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

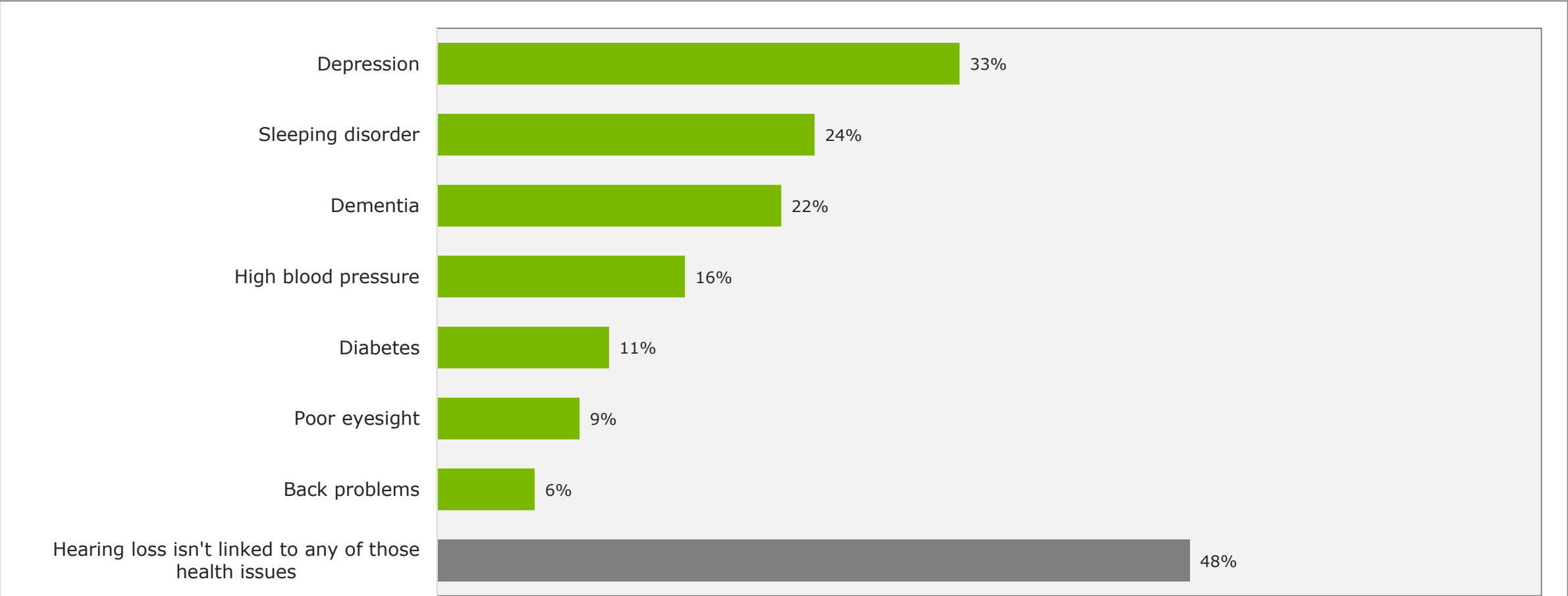
HA Owner

HA Non-owner top 50% hearing loss n=94 / HA Owner n=396



33% of all hearing-impaired think that hearing loss could be linked to depression, 24% to sleeping disorders

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



Hearing impaired, n=1'149

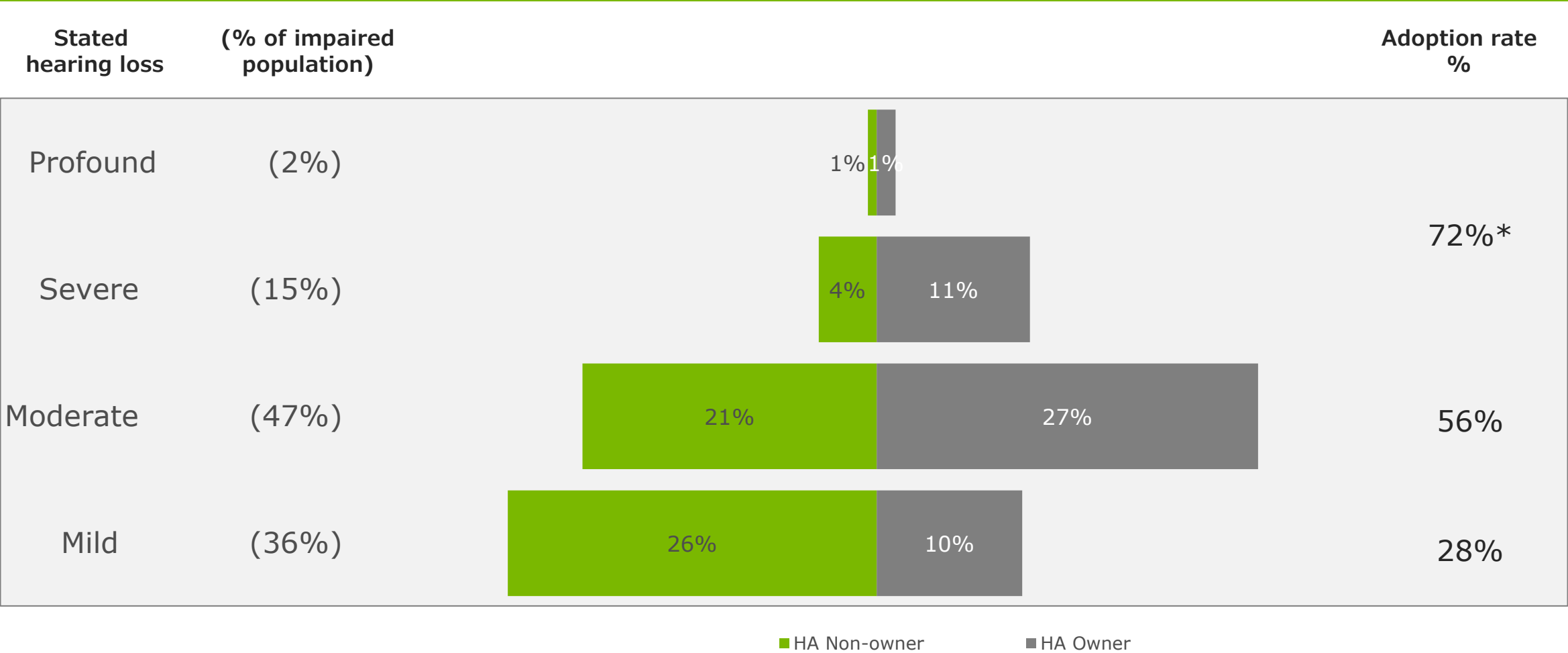


3. Analysis of hearing aid owners

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



Low adoption rates within mild hearing loss

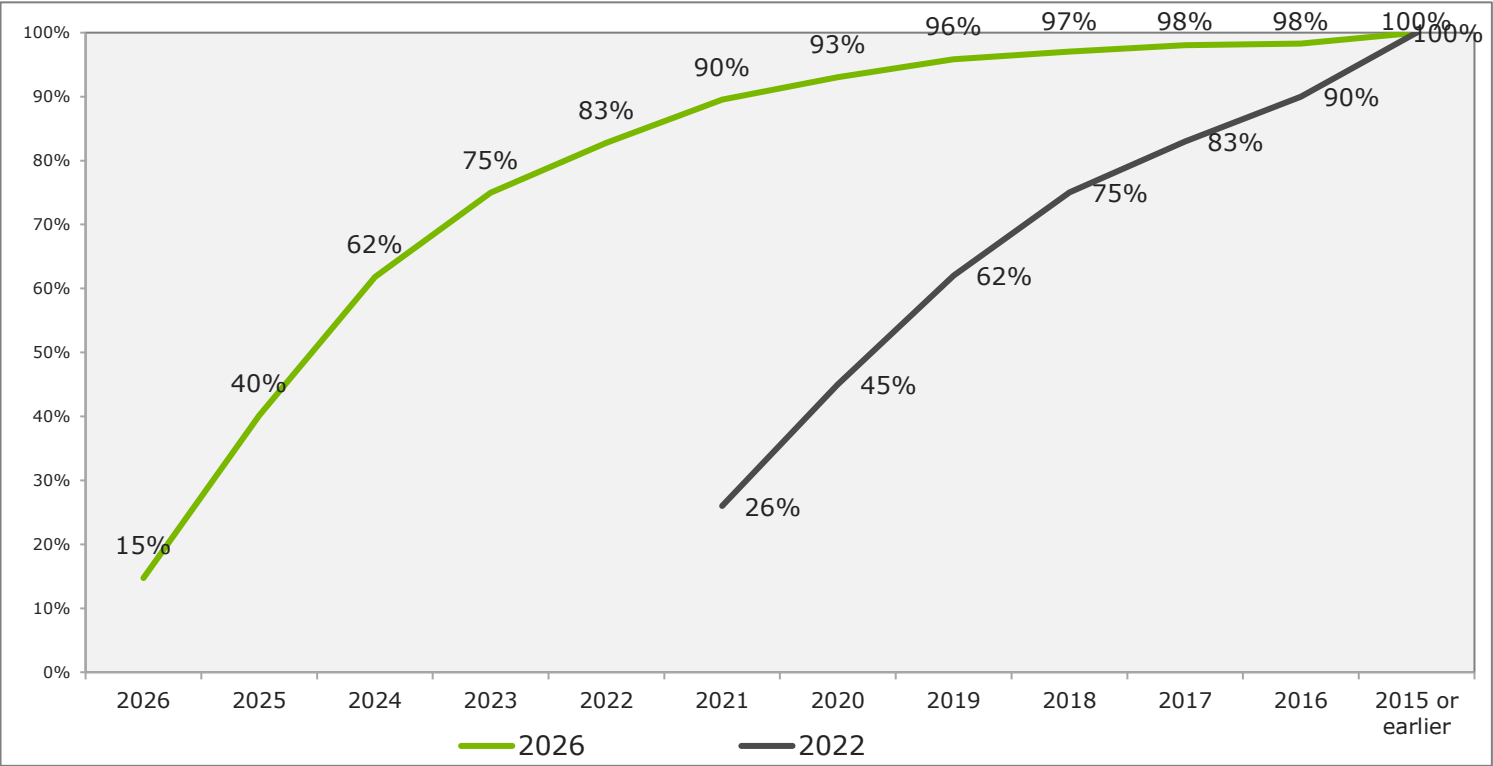


Sums can differ from 100% due to rounding
* combined "severe" and "profound" because n is too small



62% of the currently owned HAs were acquired in 2024 or later: RICs are the most often purchased type of HA

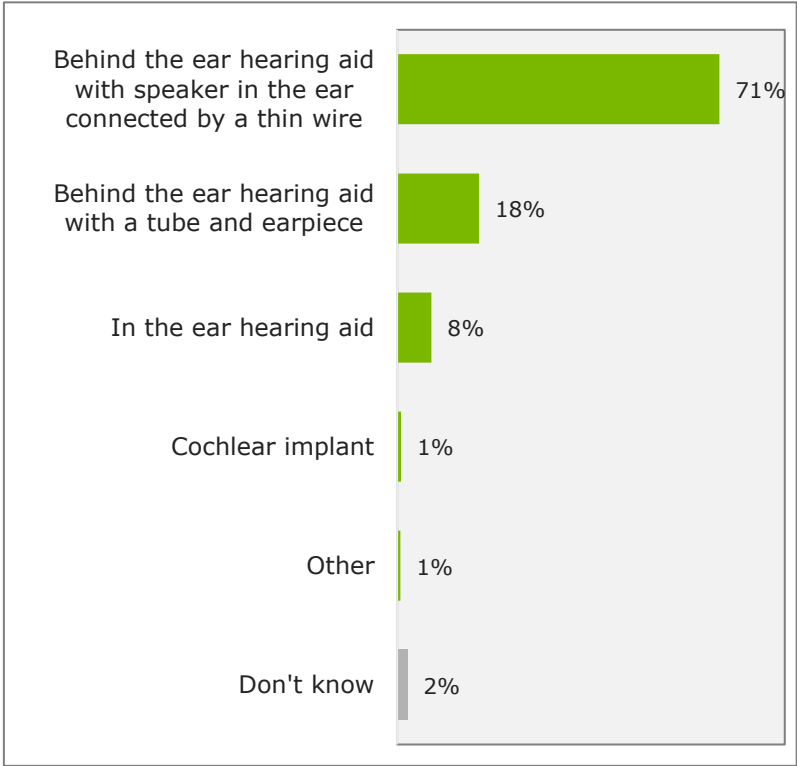
HA Owner: When was the most current hearing aid purchased? (Year)



HA Owner n=610

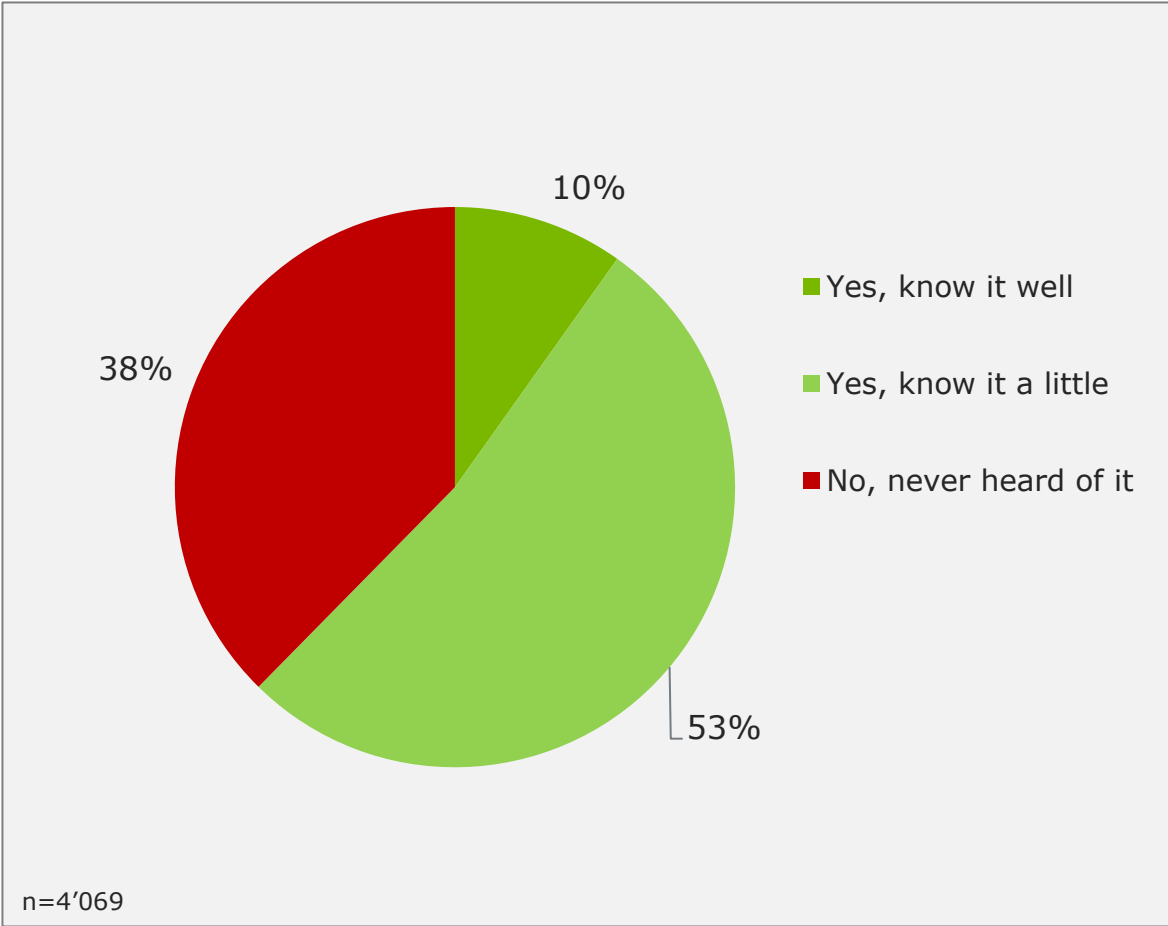
Age of currently owned HAs (Mean):
2026: 2.8 years
2022: 3.0 years

What type of hearing aid do you own?

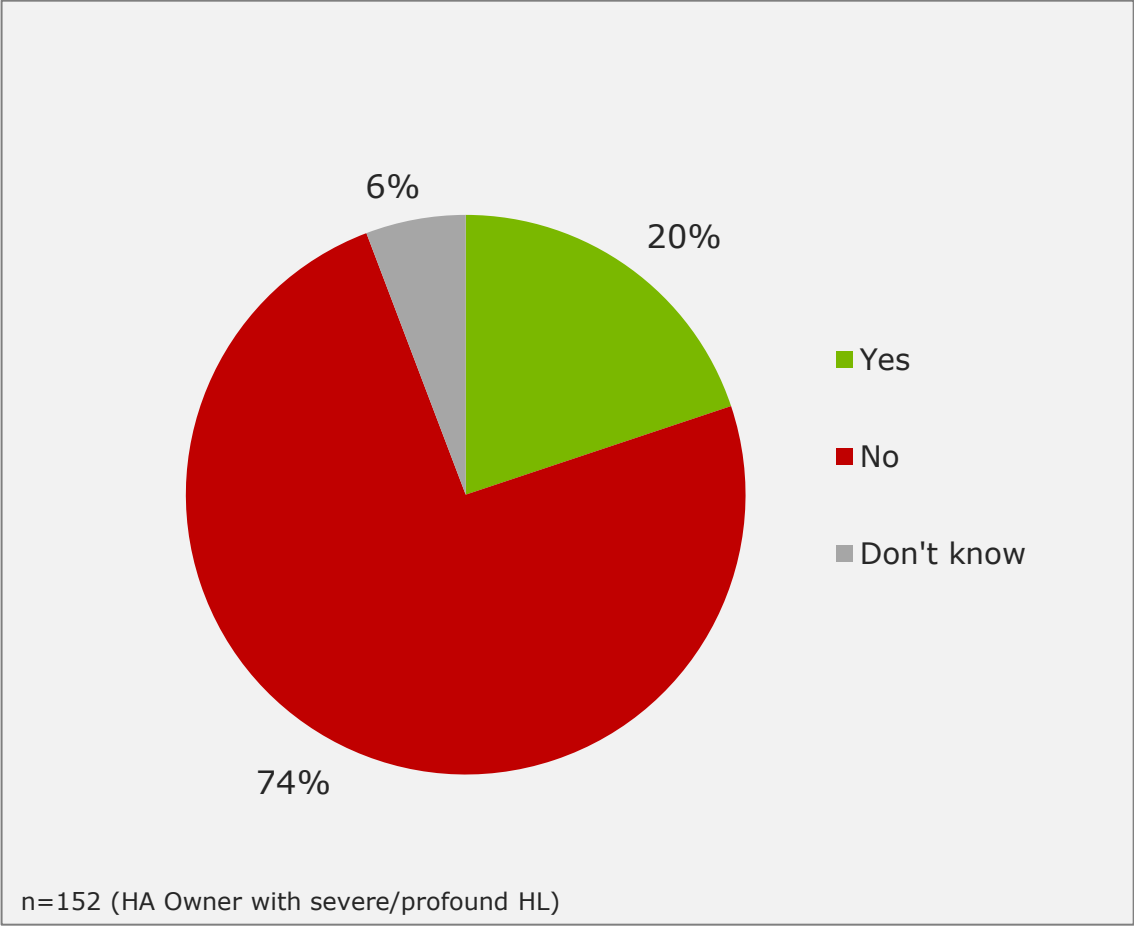


63% of the population know what cochlear implants are

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

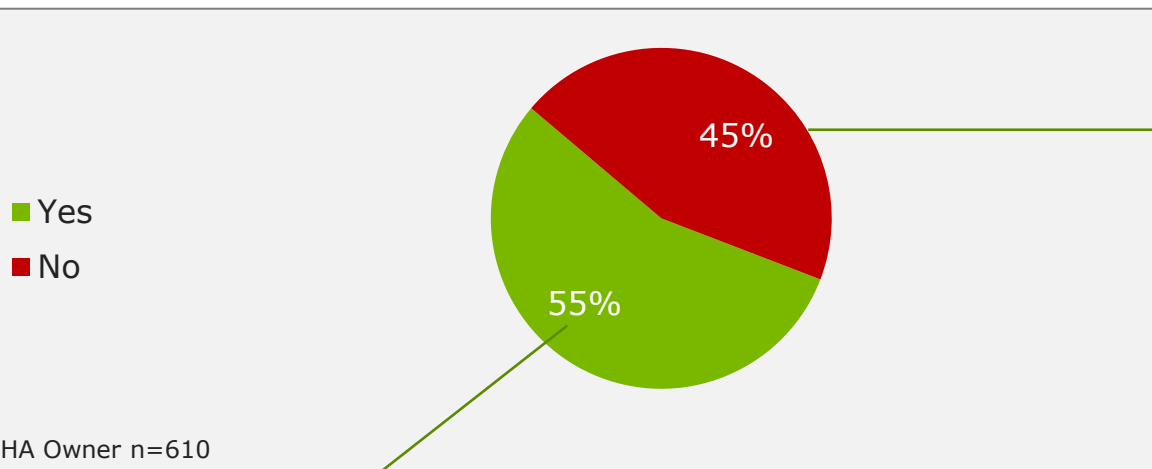


Have you been informed about cochlear implants by a medical professional?

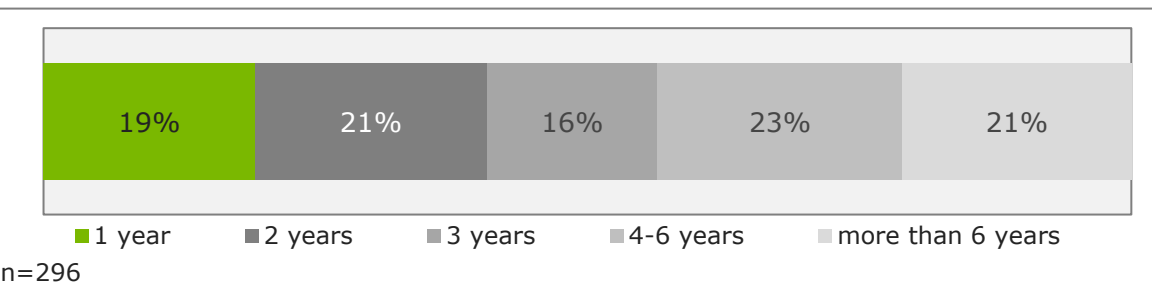


Hearing aids are used for six years before they are replaced.
Mostly 2-6 years pass between becoming aware of the hearing loss and purchasing hearing aids

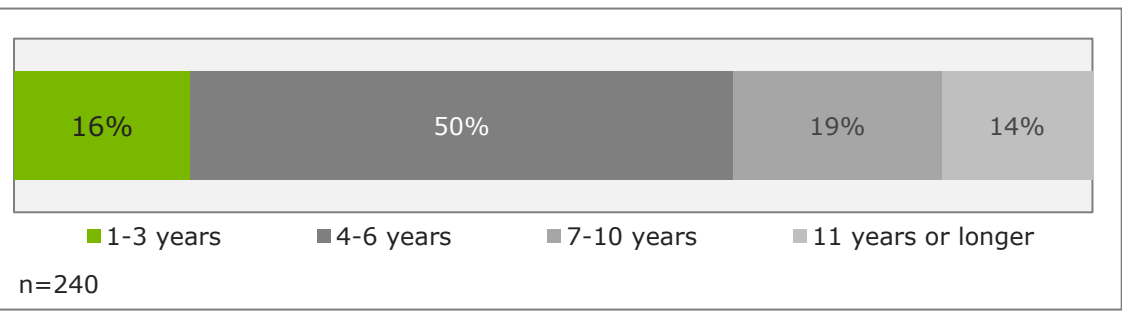
HA Owner: With your current aid(s) is it the first time you own or use hearing aids?



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

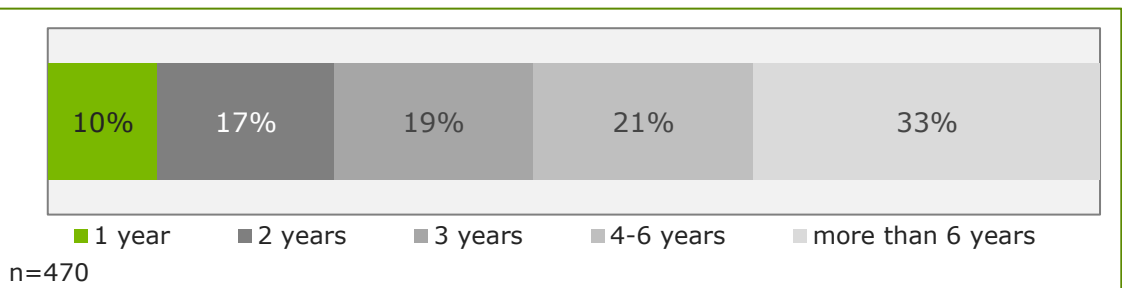


How many years did you own your previous HAs?



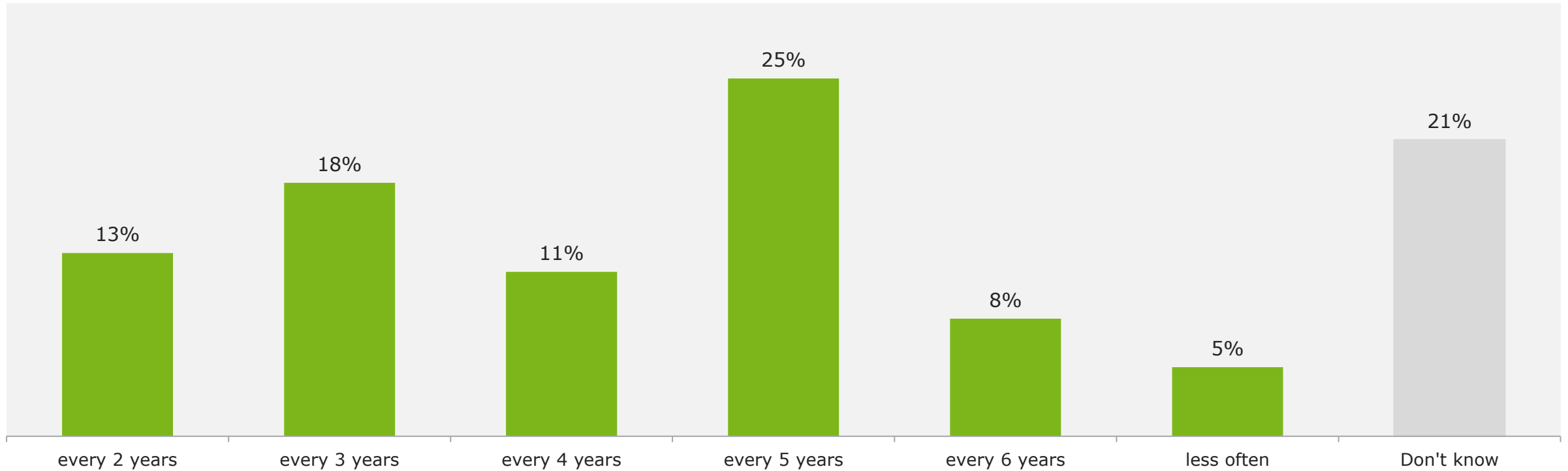
Age of HA before it has been replaced:
2026: 6 years (median)
2022: 6 years (median)

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



31% of current owners think that their HAs should be upgraded to the latest technology every 2-3 years.

With technology advancing so quickly , how often do you believe that you need to upgrade your hearing aid to the latest technology?

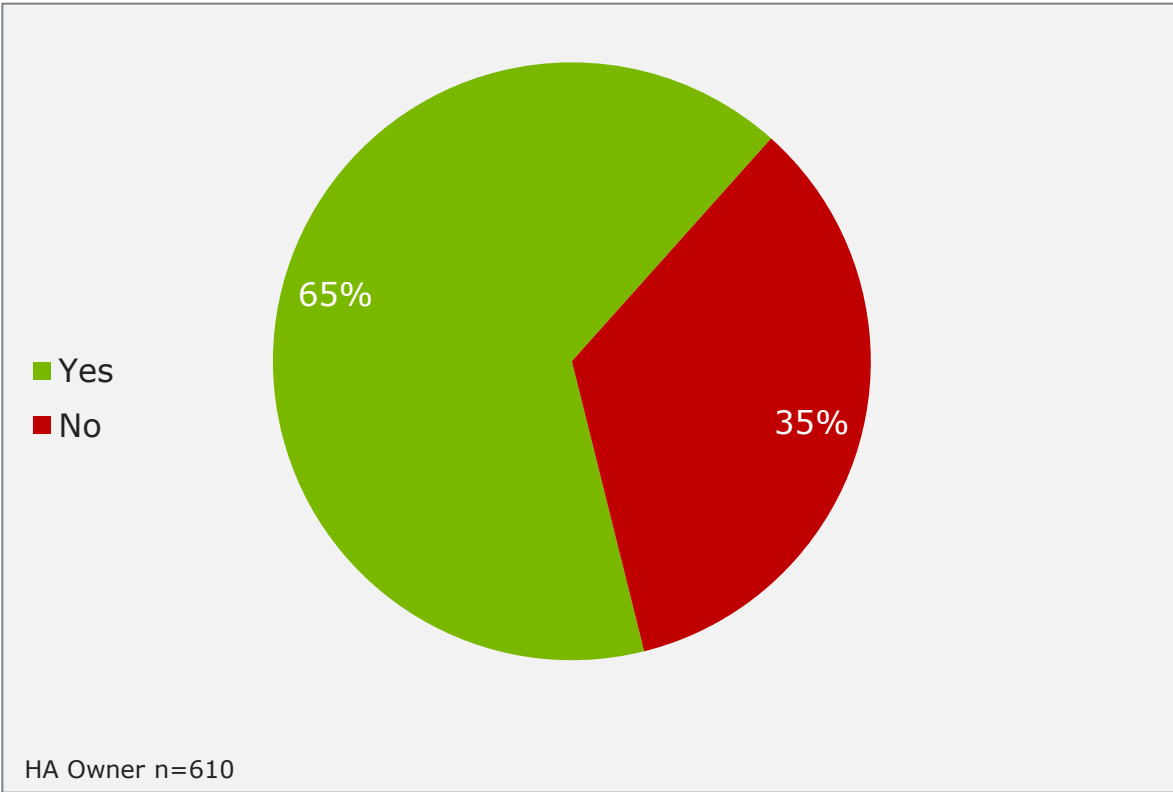


HA-owner, n=610

65% of all HA owners say they should have gotten hearing aids sooner, mainly because they missed out on social life.

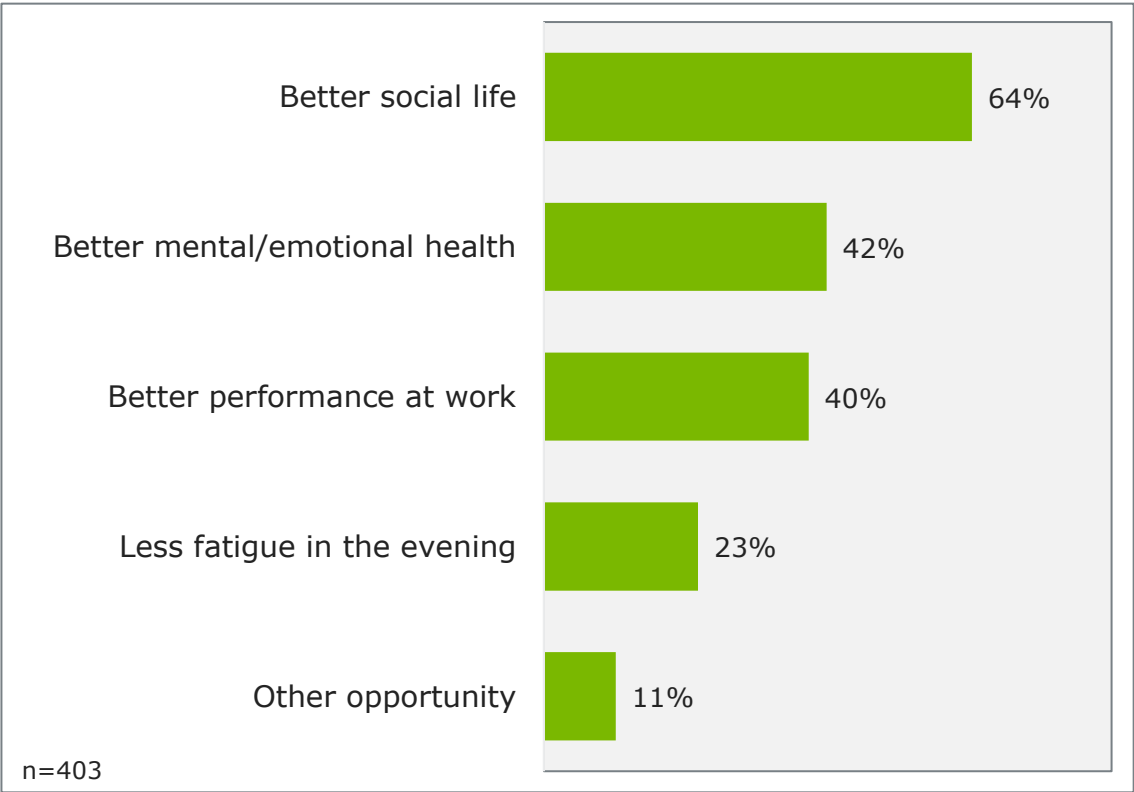
HA Owner:

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



IF YES:

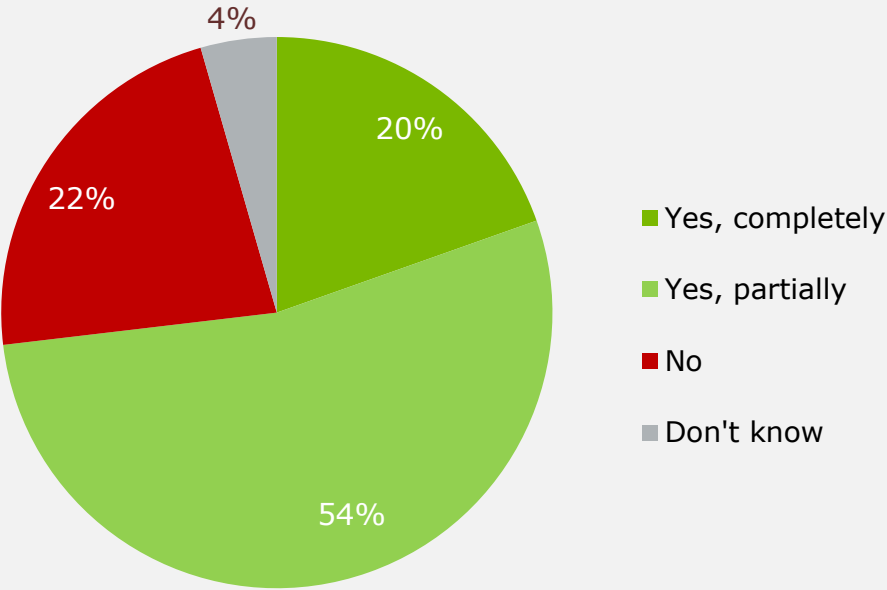
What are the reasons why you think you should have gotten your hearing aid(s) sooner? What are the opportunities you think you have missed because of this? Please tick all that apply.



74% of the hearing aid owners received some kind of third party reimbursement. 52% of non-owners don't know whether they would receive any reimbursement, and 18% think there is nothing.

HA Owner:

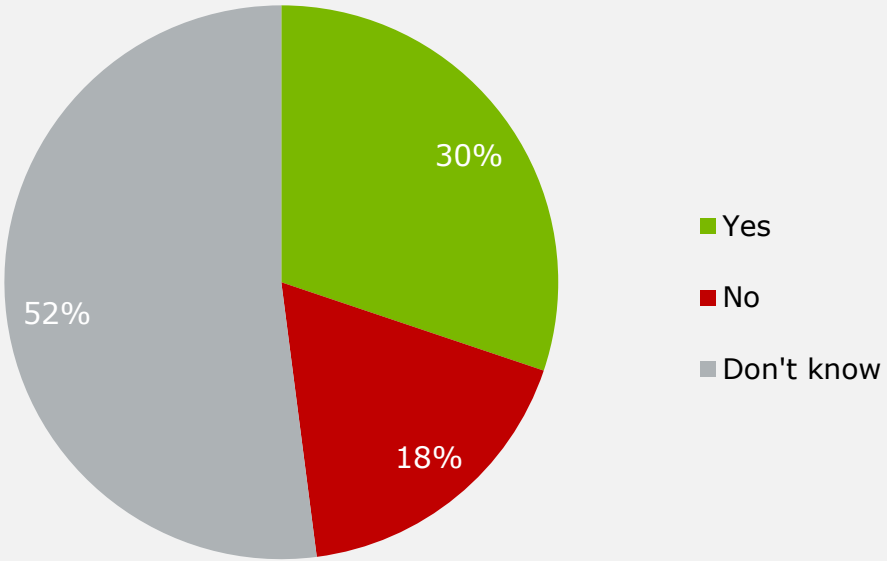
Have your current hearing aids at least partially been paid for by the Ministry of Health, ACC or Ministry of Social Development funding, or insurance?



HA Owner n=610

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 (Ministry of Health, ACC or Ministry of Social Development funding, or insurance)?

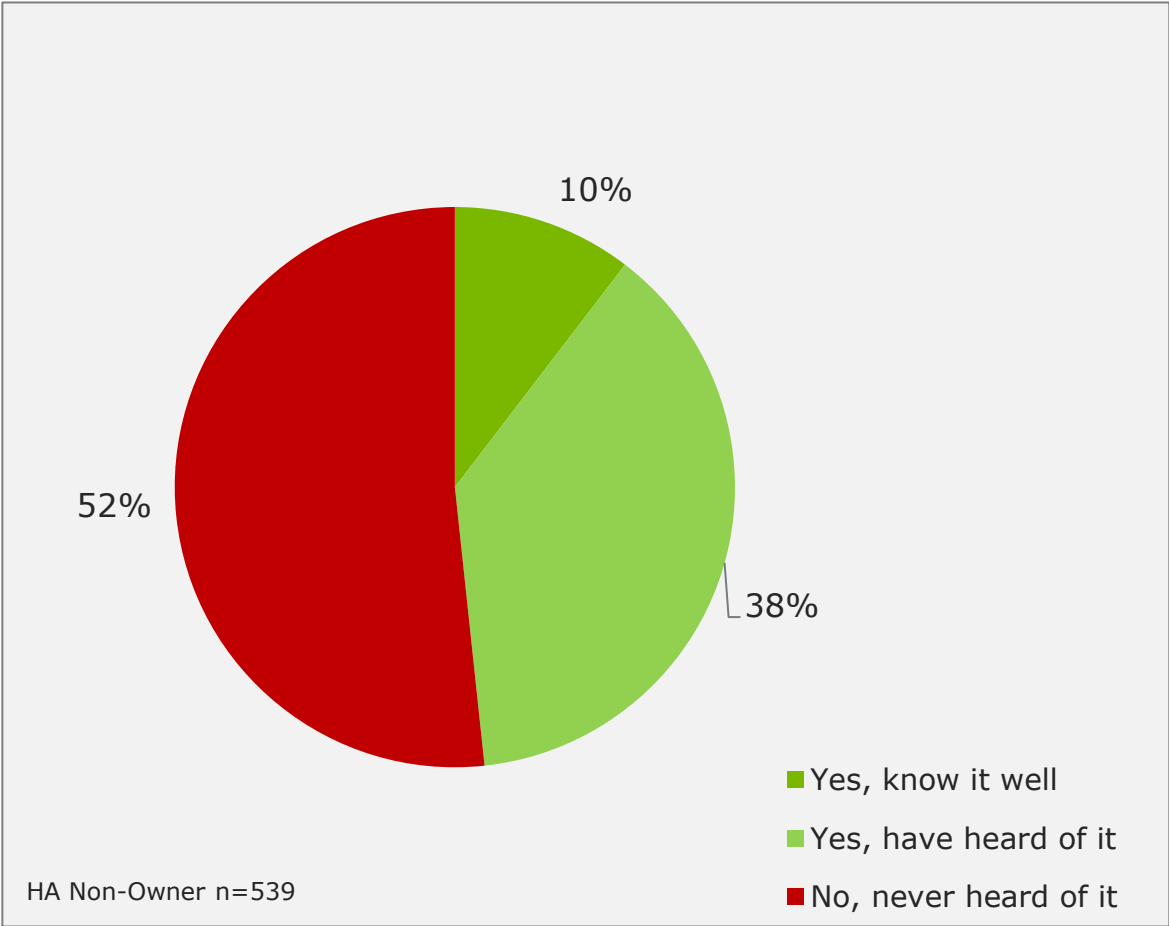
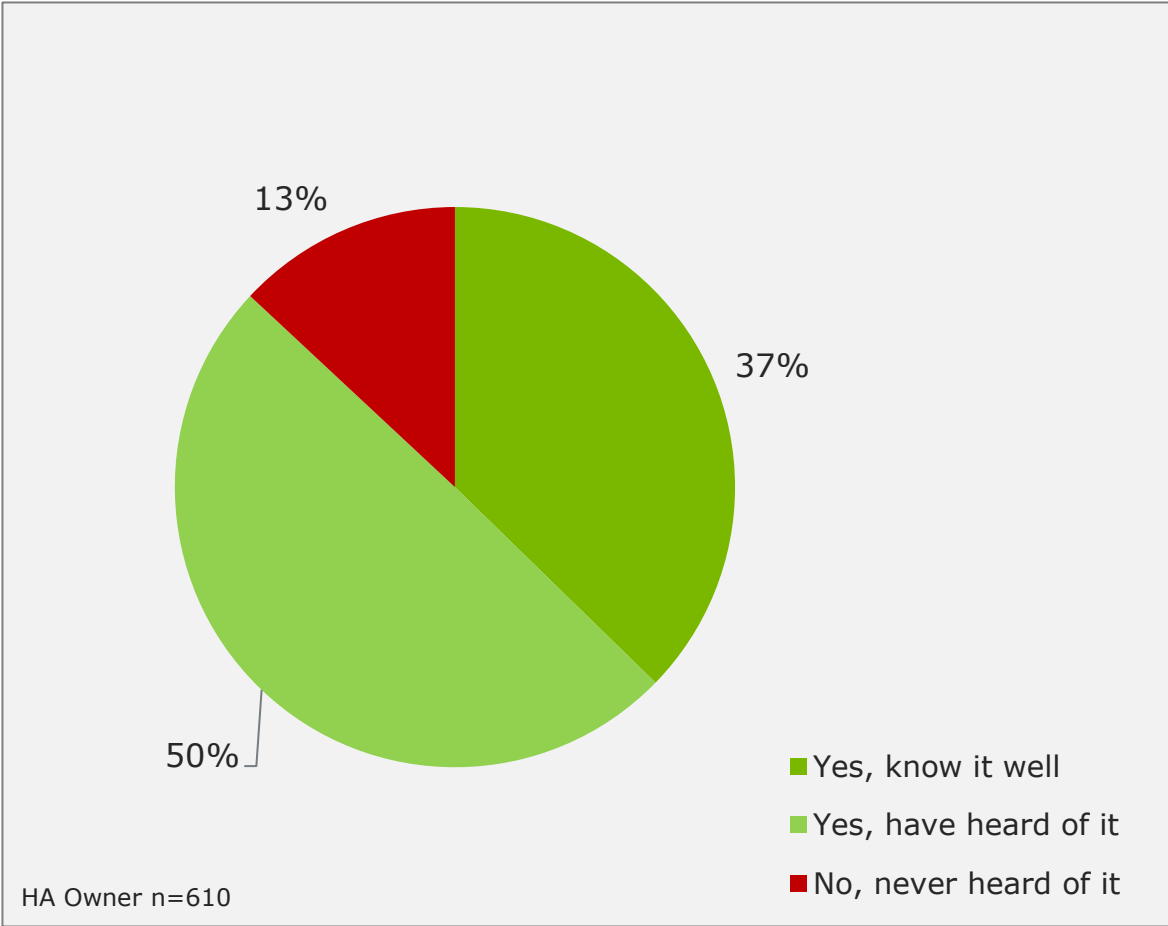


HA Non-owner n=539



87% of the HA owners are familiar or have at least heard of the funding options available from the government – 52% of the non owners have never heard of these options!

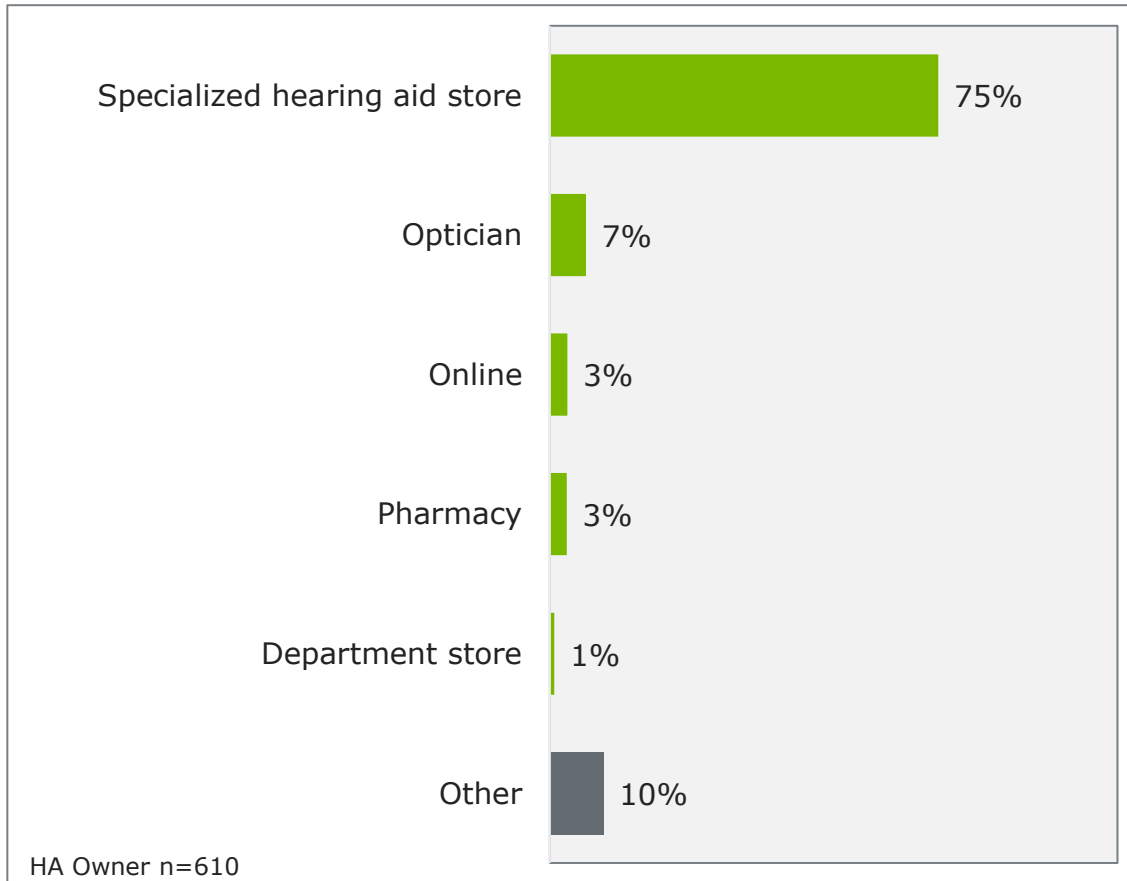
Are you familiar with the funding options for hearing aids available to you from the government?



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

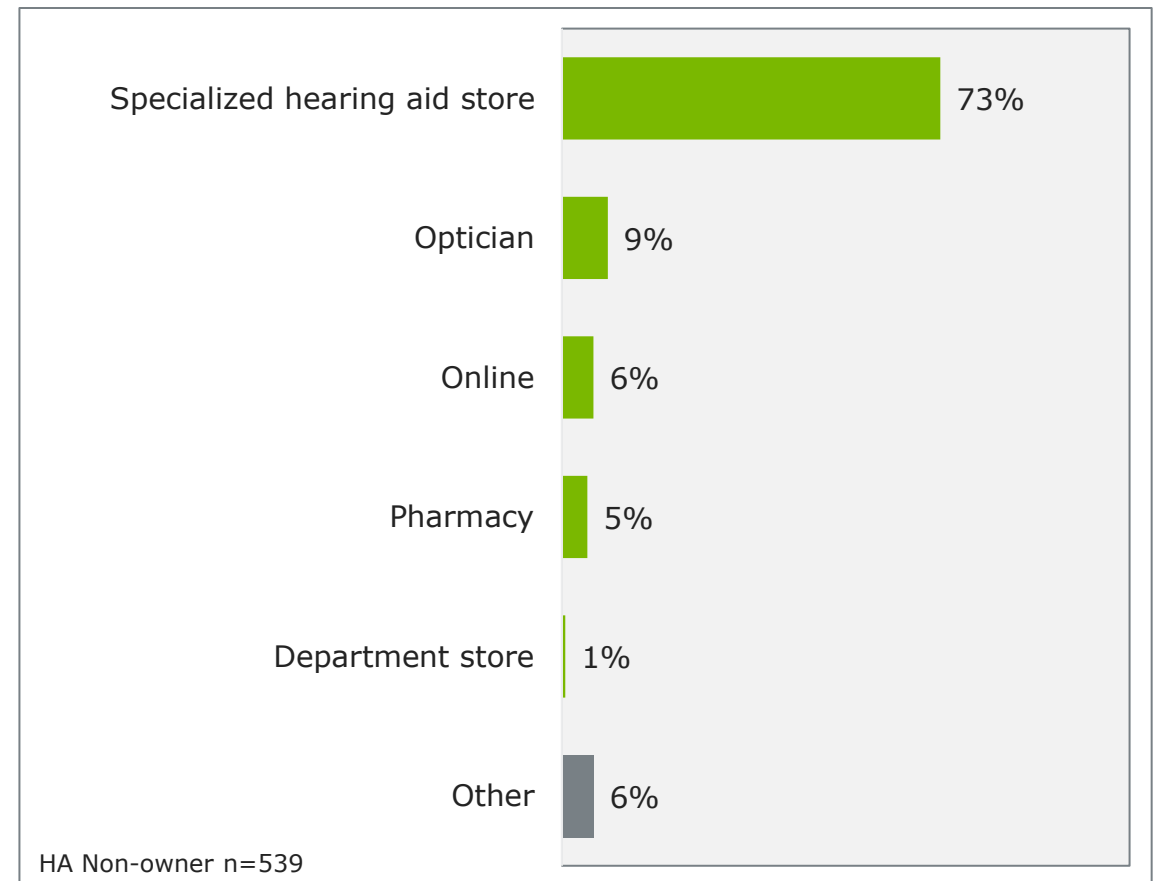
HA Owner:

Where was your most current hearing aid obtained?



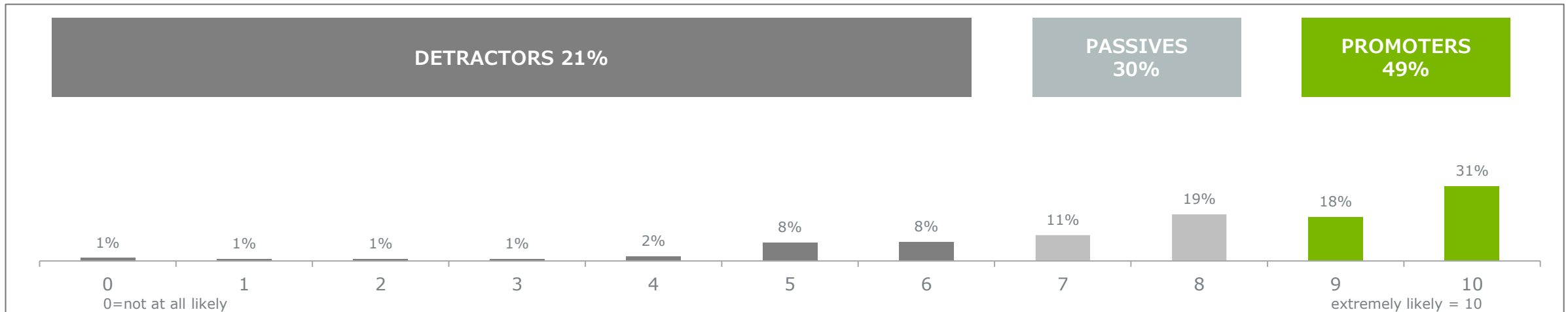
HA Non-owner:

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 28

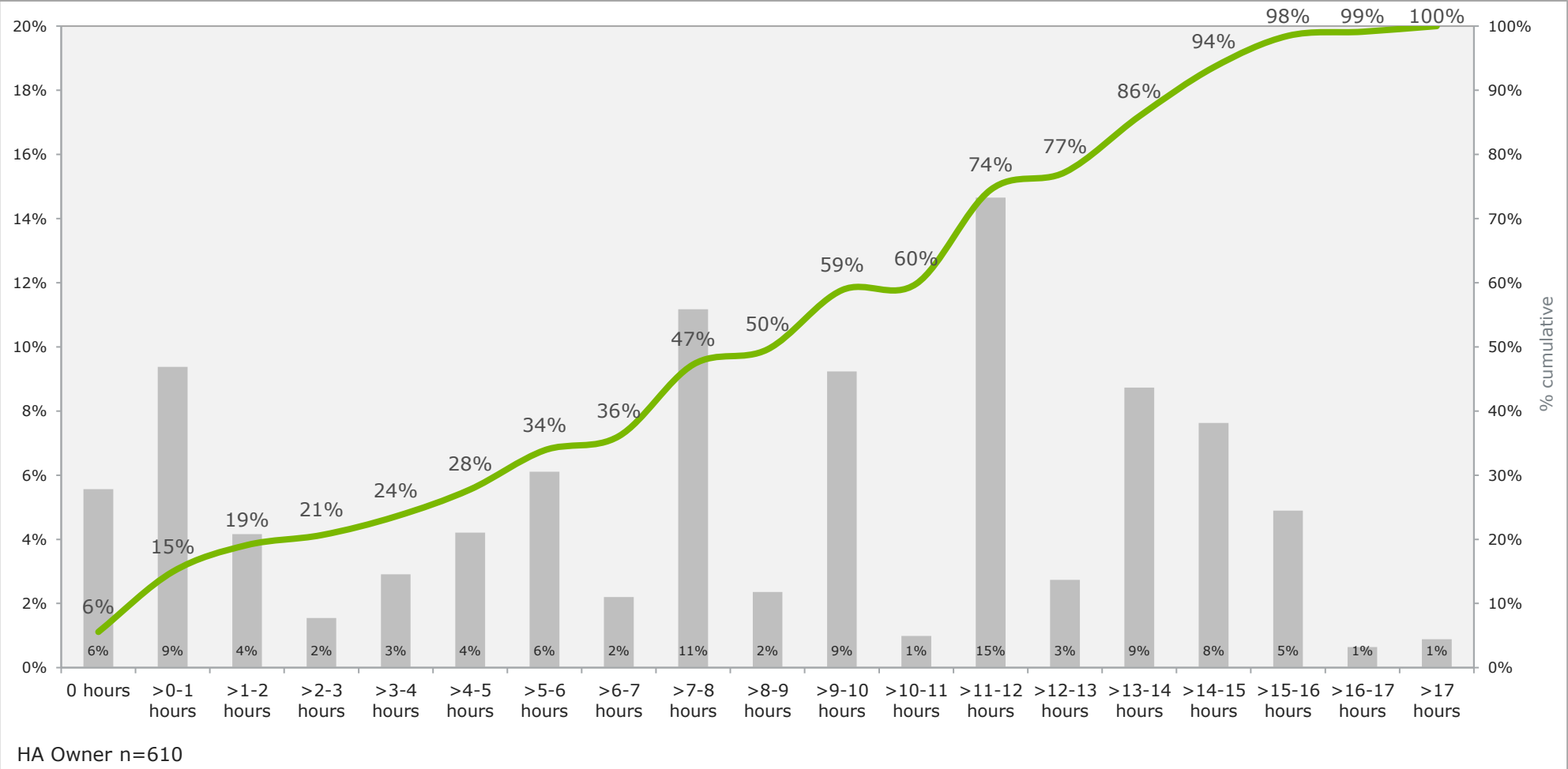
HA Owner: Considering your complete experience, how likely would you be to recommend the place where you obtained your hearing aids to a friend or colleague?



NPS = PROMOTERS – DETRACTORS = 28 (2022: 28) (exact figure rounded)

On average, HAs are worn 8.7 hours a day

HA Owner: Approximately how many hours a day do you wear your hearing aids?

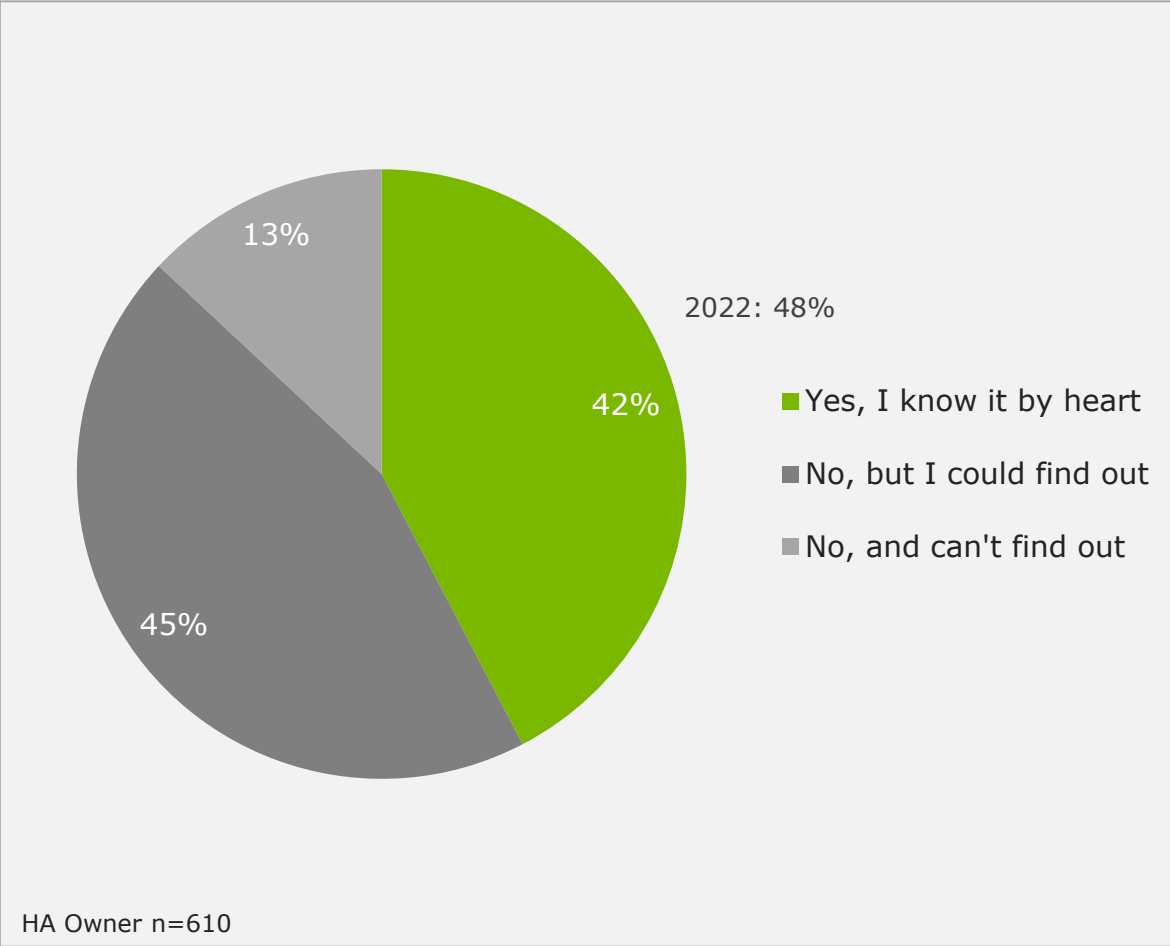


HA worn:
2026 Mean: 8.7 hours/day
2022 Mean: 7.6 hours/day

In the drawer (0 hours):
2026: 6%
2022: 7%

42% of today's hearing aid owners are aware of their hearing aid brand

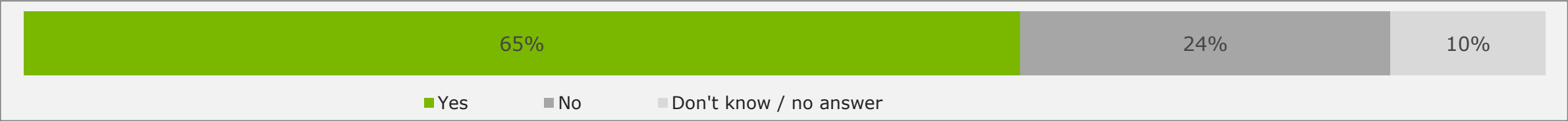
HA Owner: Are you aware of the brand of your hearing aid(s)?



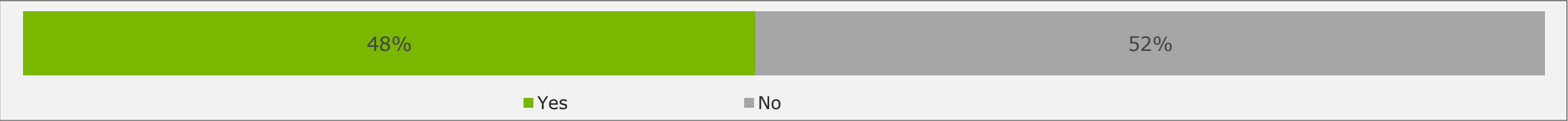


48% of the HA owners use a hearing aid app, and 77% are satisfied with it

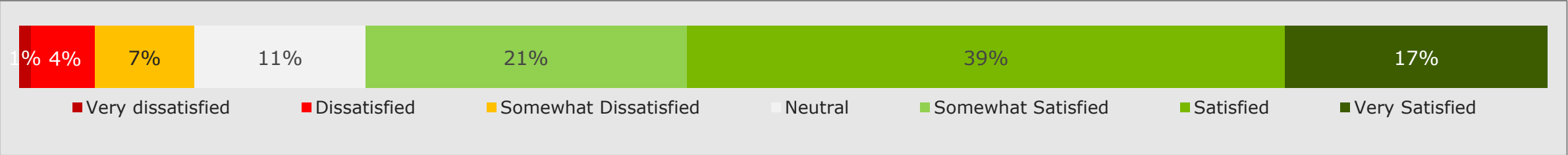
Have you been informed by your hearing care professional about hearing aid apps?
(HA Owner n=610)



Do you personally use apps for your hearing aids?
(HA Owner n=610)

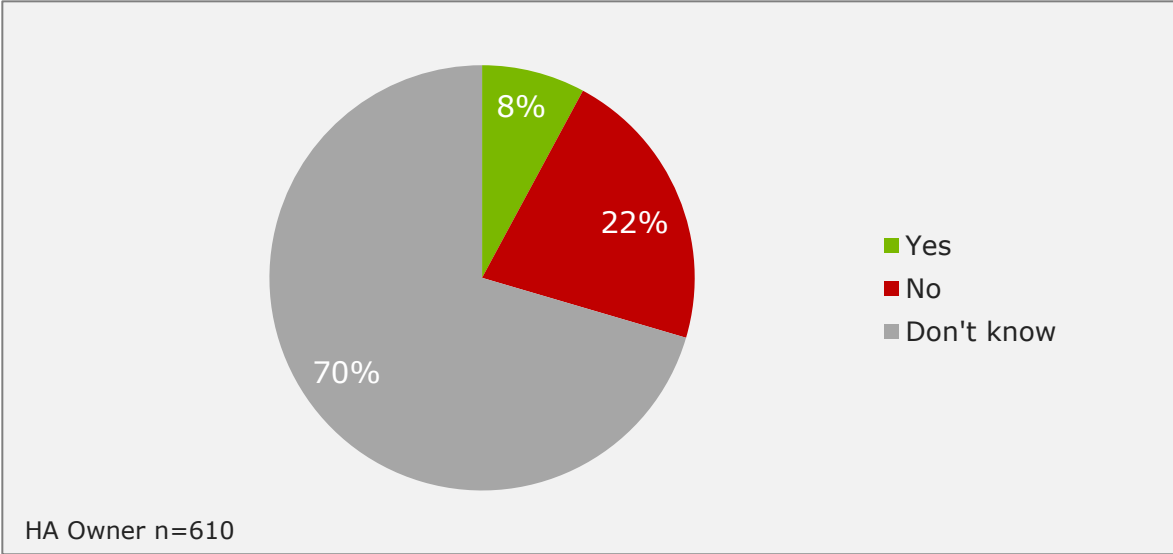


IF APPS USED (n=301):
Overall, how satisfied are you with the performance of your apps?

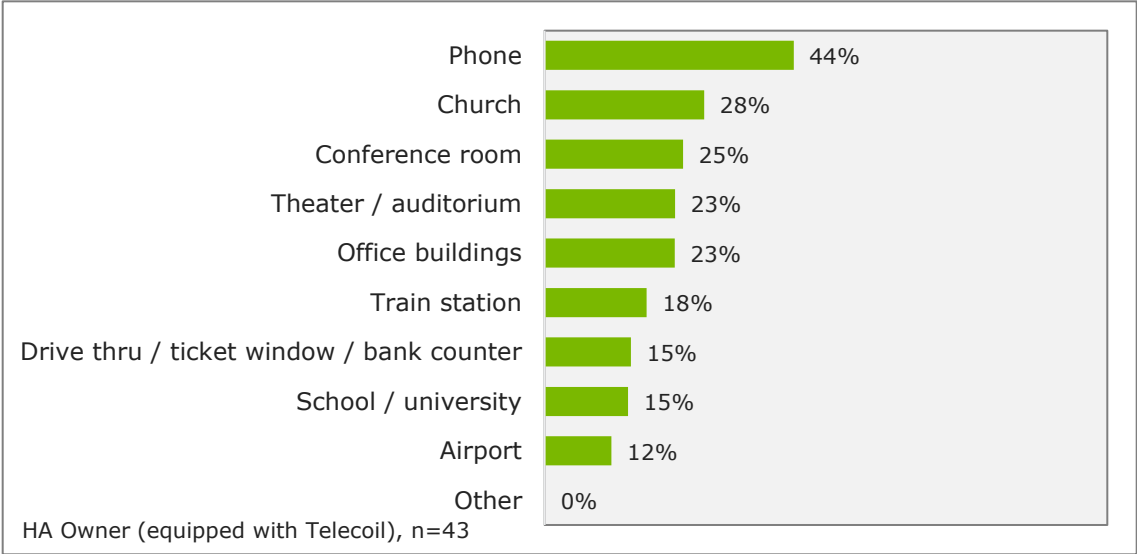


8% of HAs are (to the owners' knowledge) equipped with Telecoil

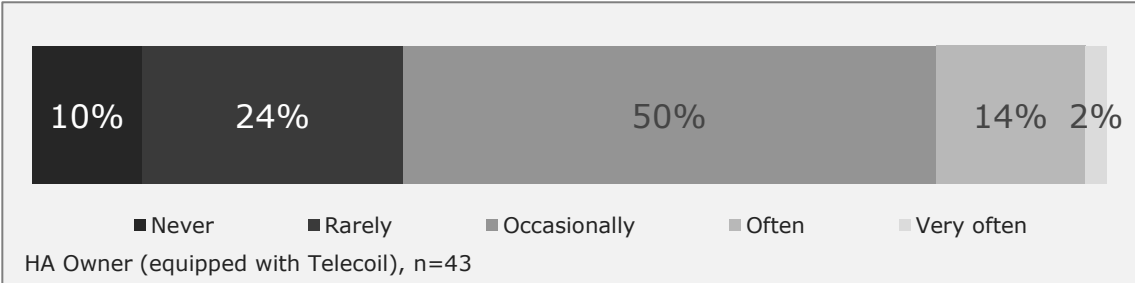
HA Owner: Are your hearing aids equipped with Telecoil?



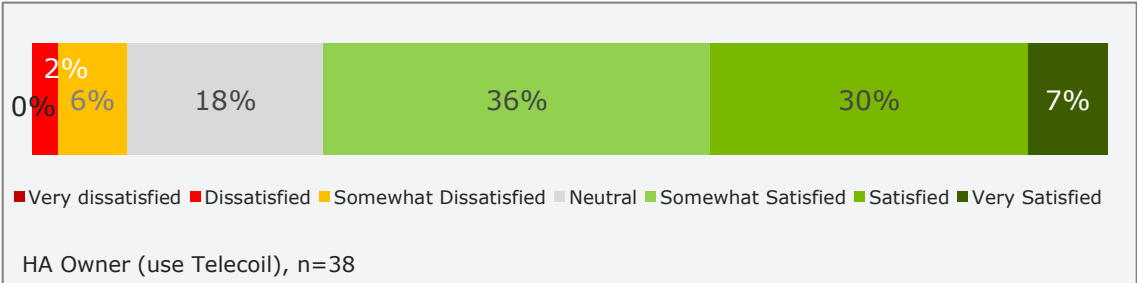
Where do you use your telecoil to improve your hearing?



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

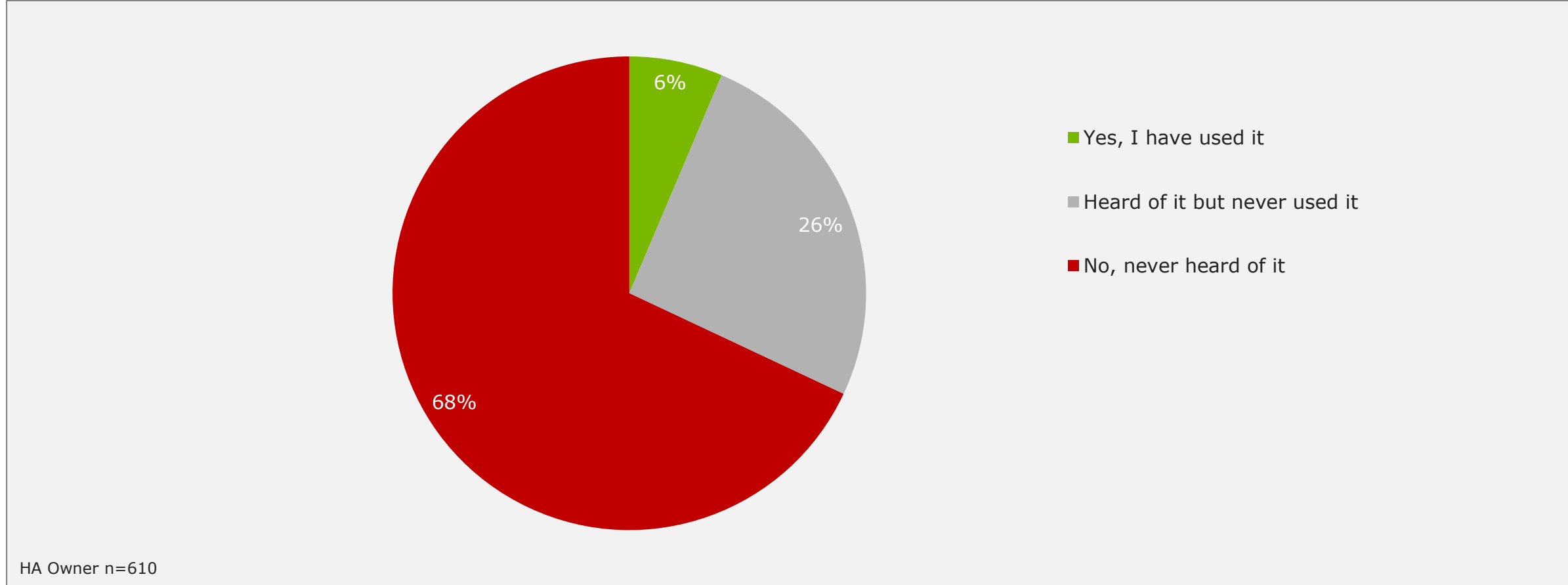


How satisfied are you with the telecoil option?



6% of the HA owners have already used remote fitting, 26% have at least heard of it, and 68% have never heard of it

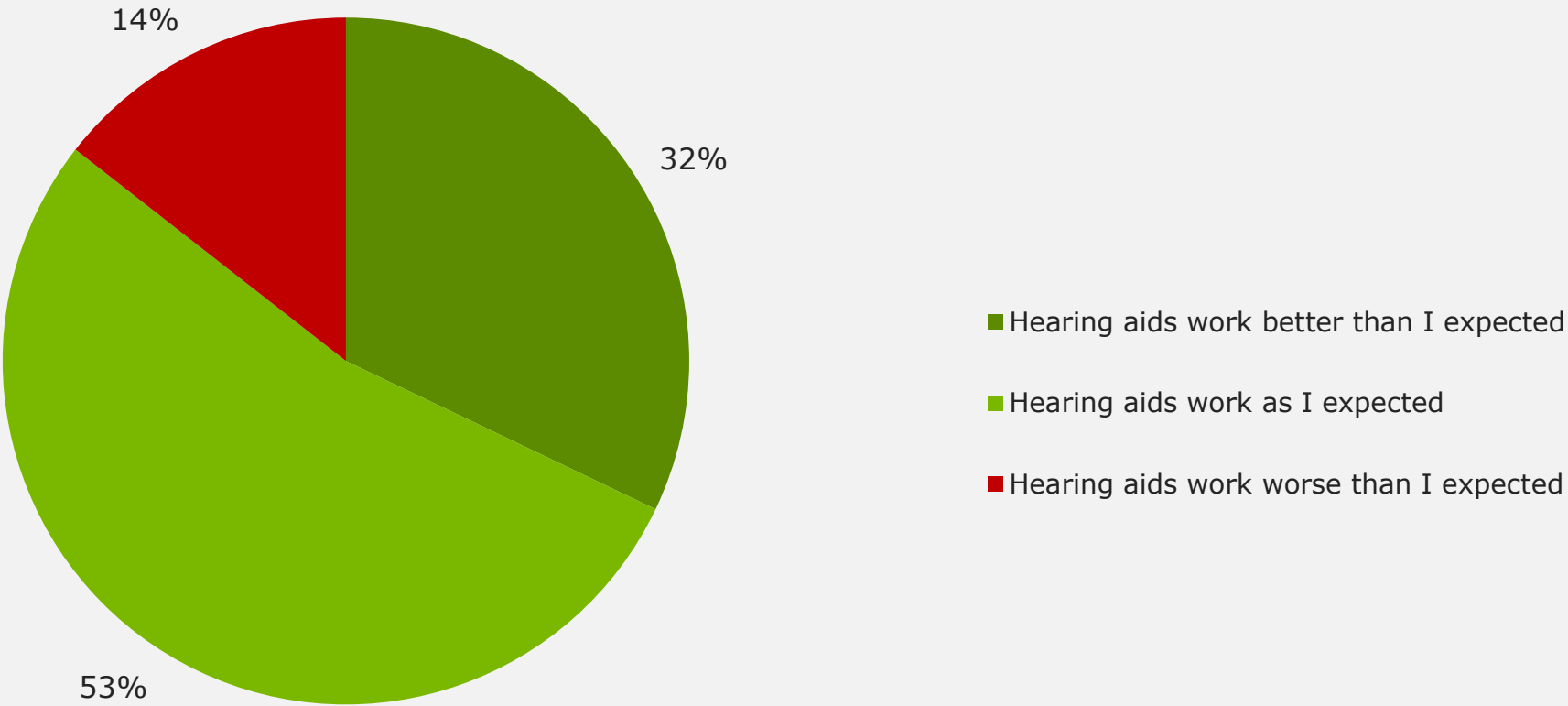
HA Owner: Have you ever heard of Remote fitting for your hearing aids?
 (Remote fitting: enables your hearing care professional to fit and fine-tune hearing aids from a distance (in real-time via video chat via an app), so that you don't need to leave your house to get your hearing aids adjusted)



Satisfaction with hearing aids and drivers, Importance of listening situations

86% of hearing aid owners say their hearing aid works better than or as expected

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



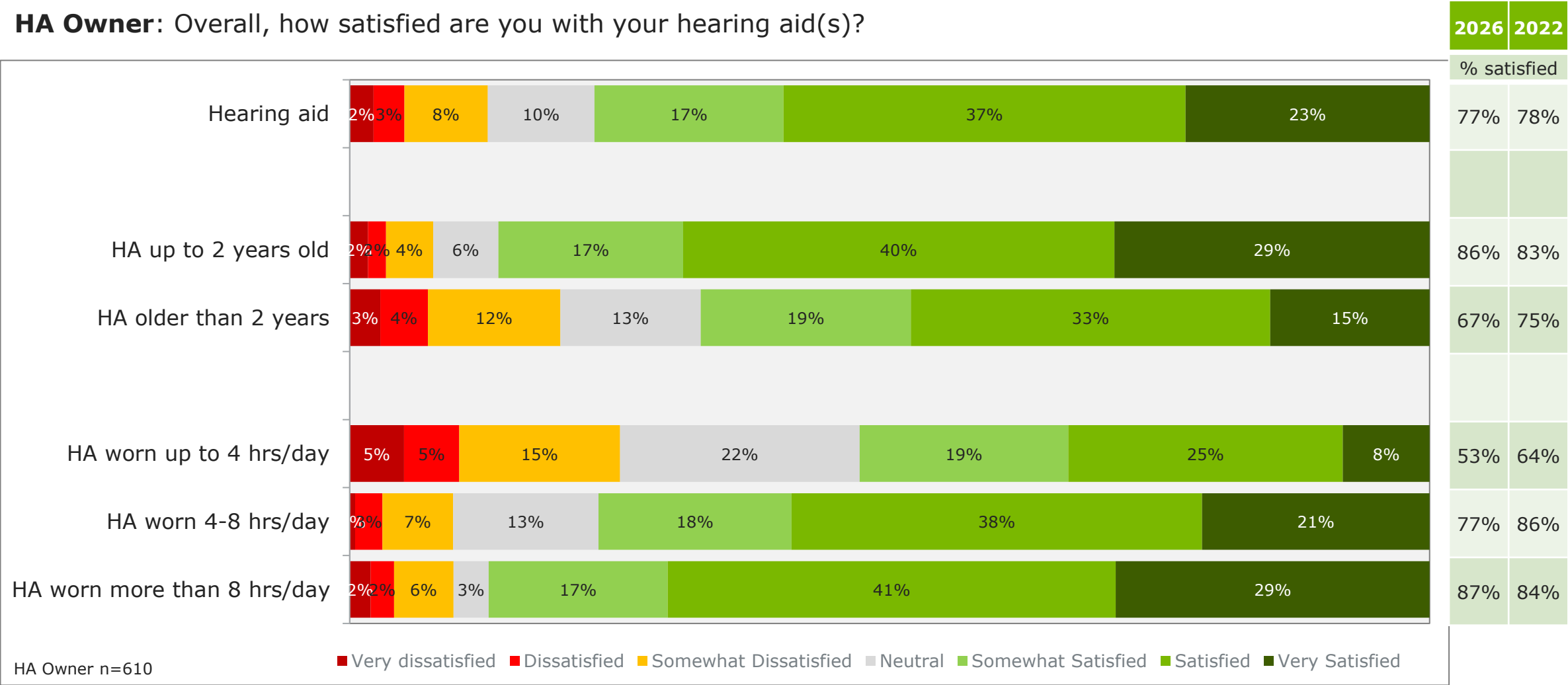
HA Owner n=610





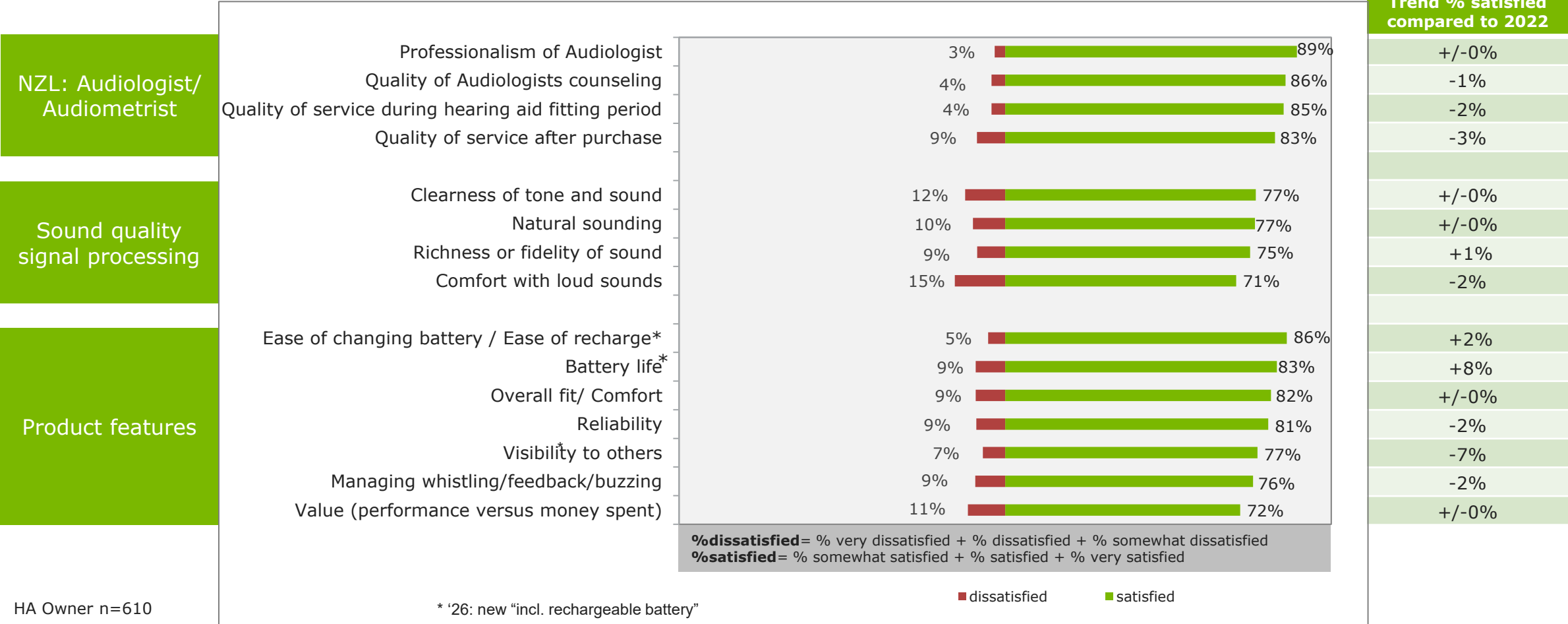
Overall satisfaction with HA: 77% of hearing aid owners are satisfied with their hearing aid(s)

HA Owner: Overall, how satisfied are you with your hearing aid(s)?



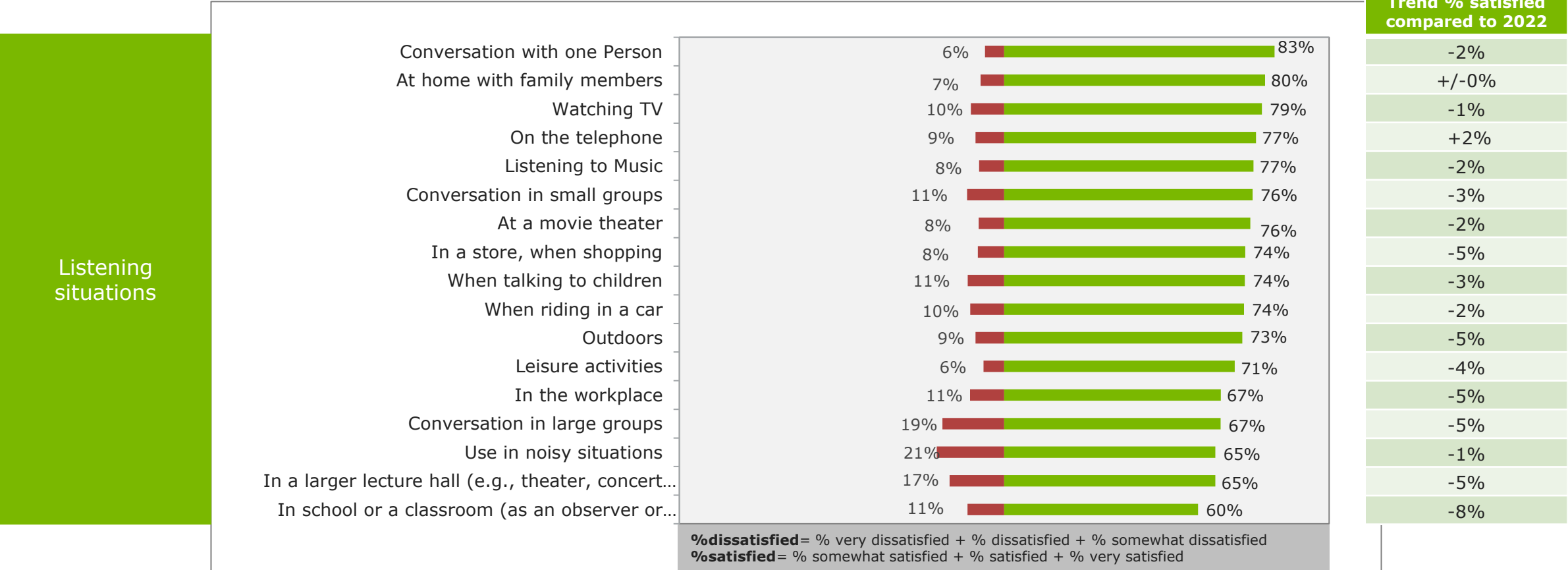
Satisfaction with current hearing aids

HA Owner: Please indicate how satisfied you are with your current hearing aid(s) in terms of...



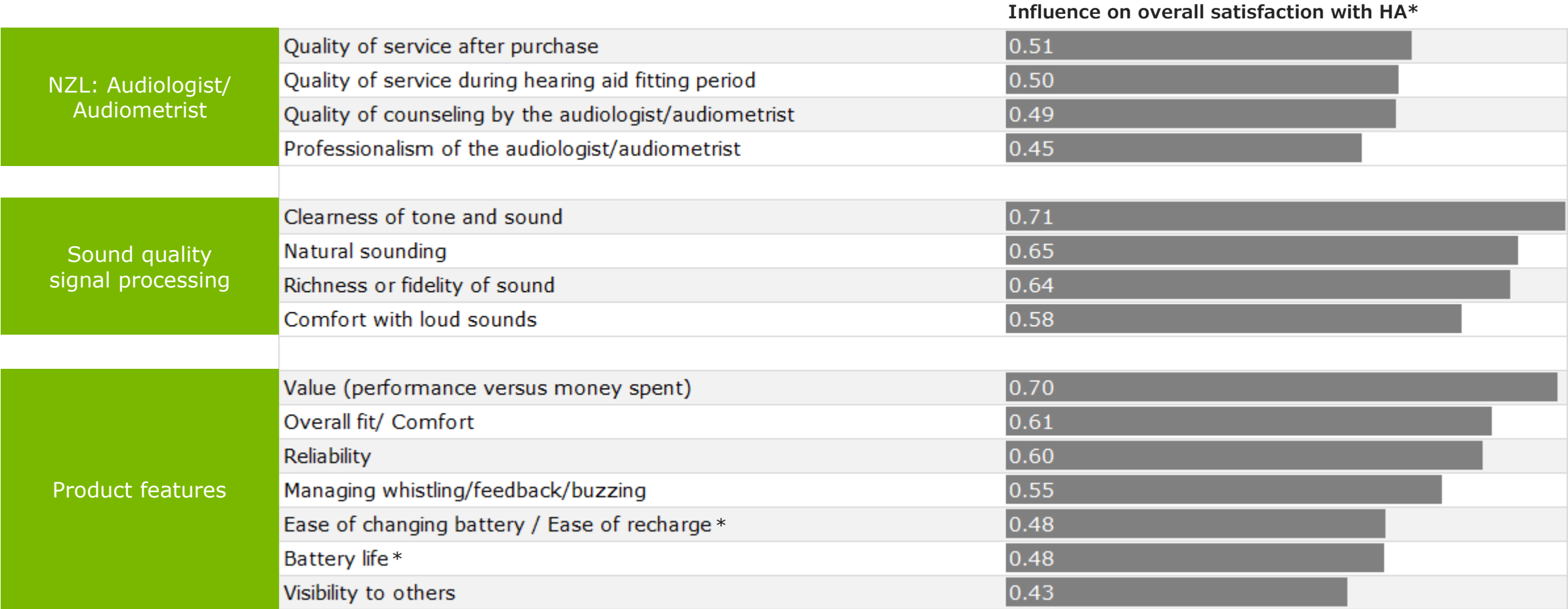
Satisfaction with current hearing aids

HA Owner: Please indicate how satisfied you are with your current hearing aid(s) in terms of...



HA Owner n=610

The factors that most influence satisfaction with current hearing aids are clarity of sound and value for money



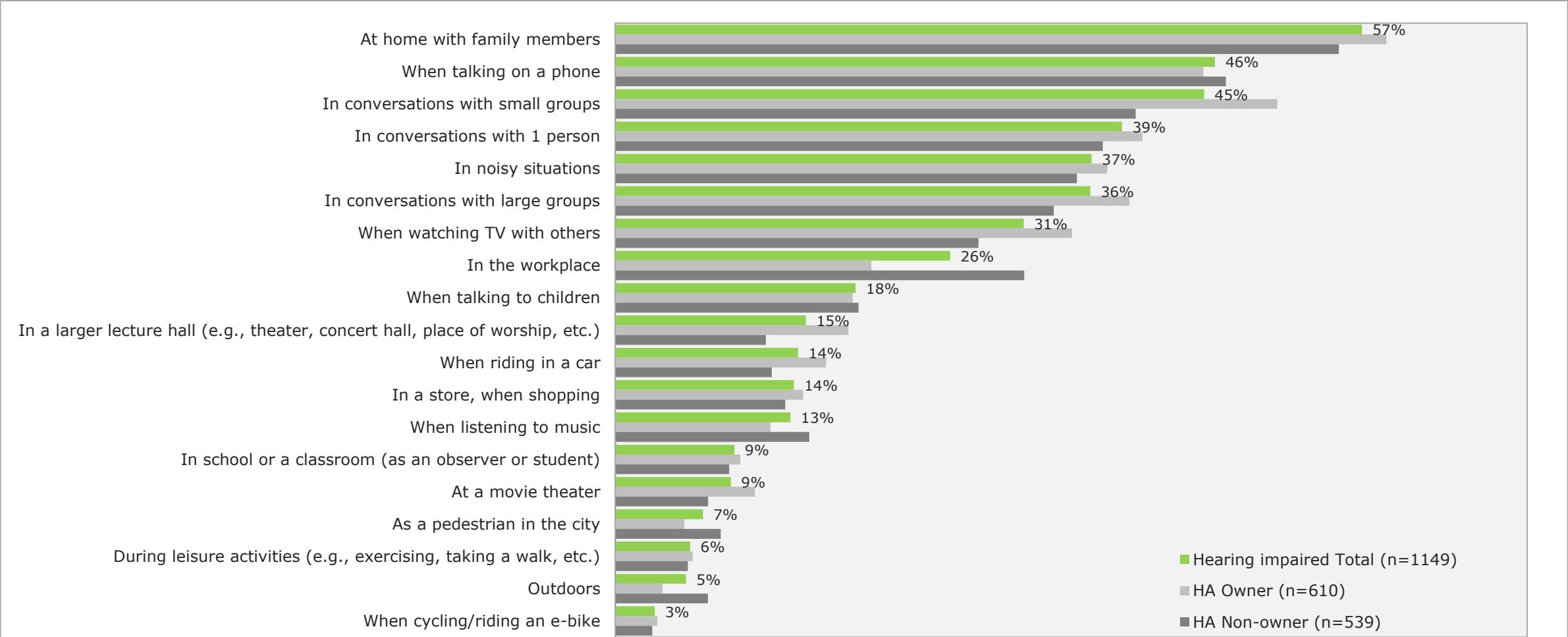
HA Owner n=610

* '26: new "incl. rechargeable battery"

*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 conversations with family members, phone calls and conversations in small groups

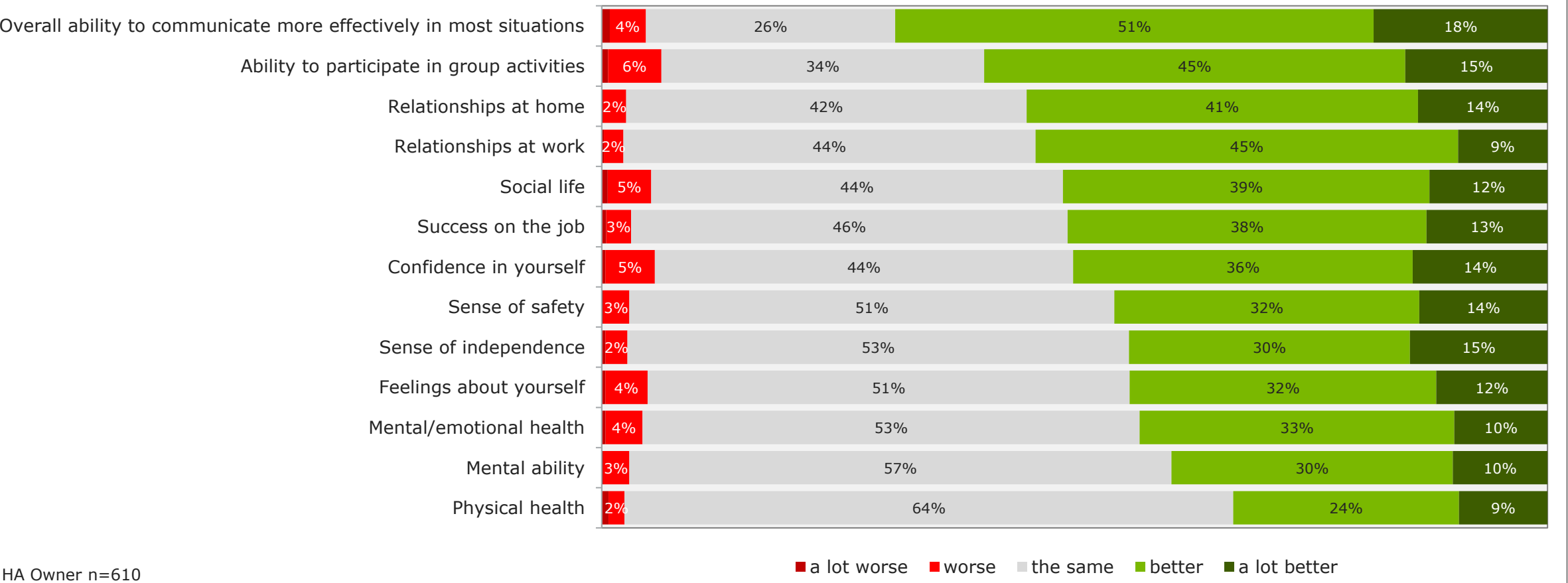
In which of these situations is it most important for you to hear well? (choose up to 5)



Positive impact of hearing aids, safety due to hearing aids, quality of life

Hearing aids positively impact overall communication ability in most situations, as well as social participation and relationships

HA Owner: 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).

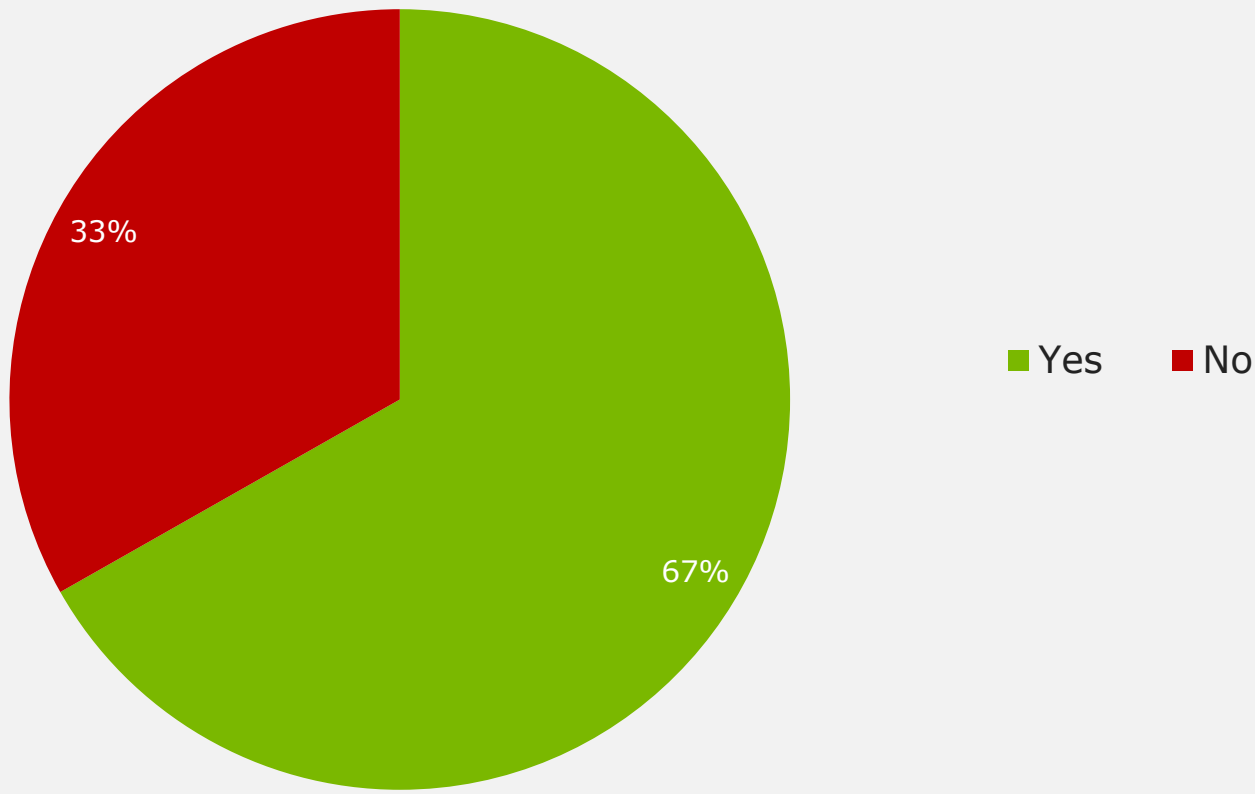


HA Owner n=610



67% of hearing aid owners feel more confident moving in a city since wearing hearing aids

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

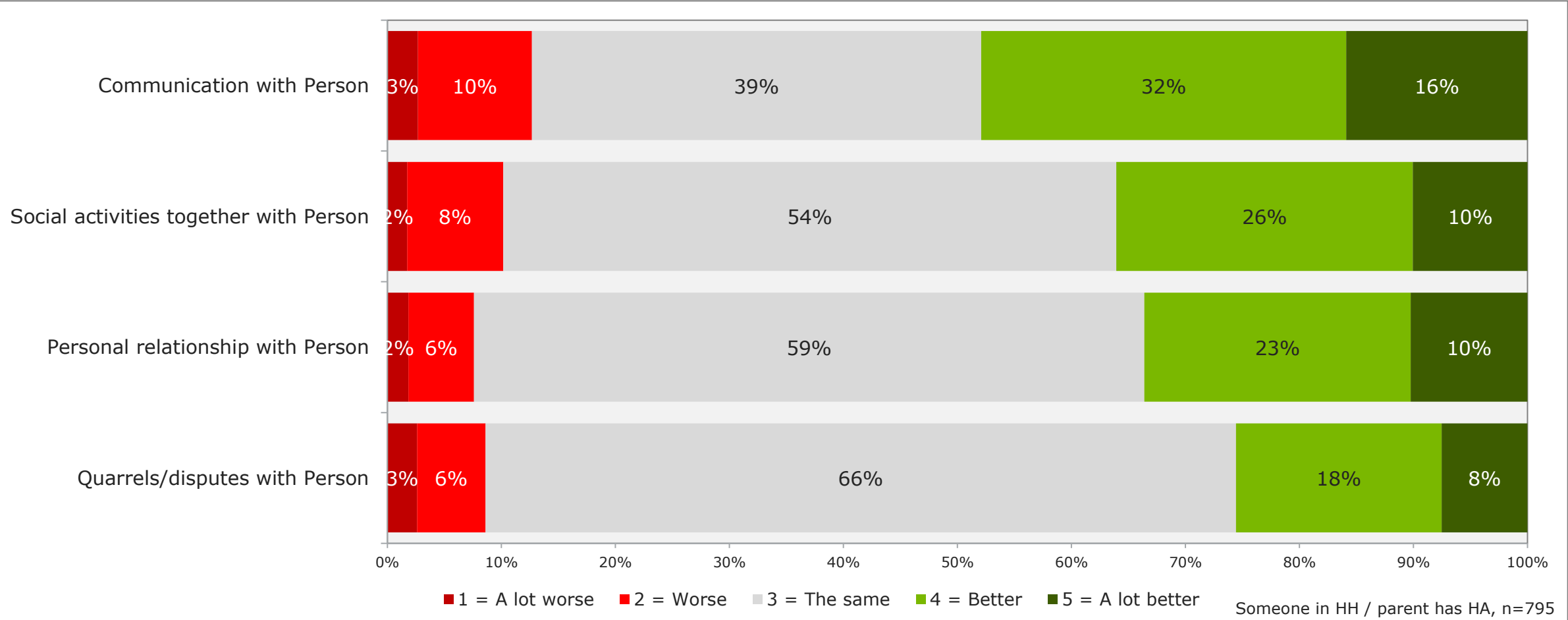


HA Owner n=610



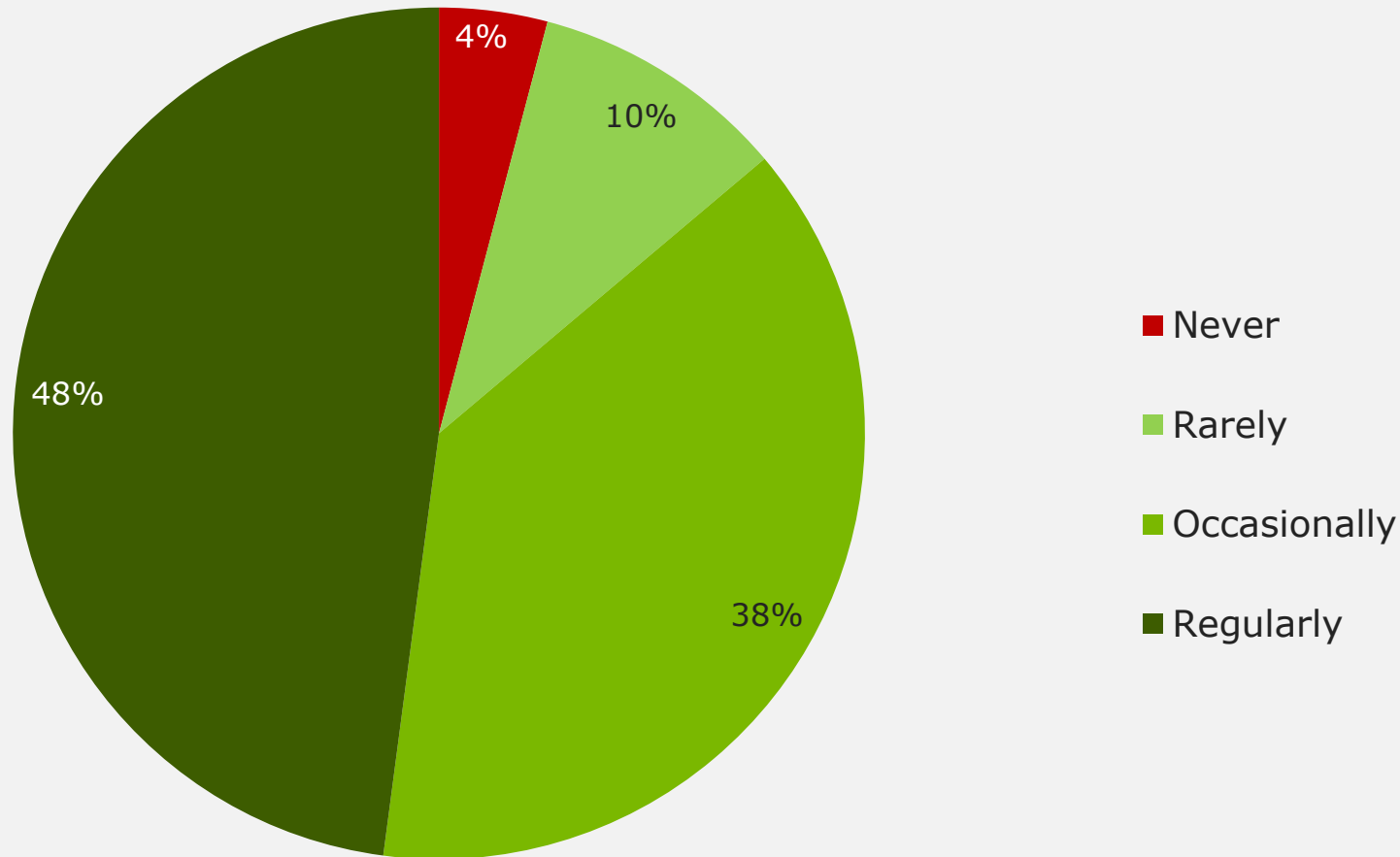
When someone with hearing loss wears hearing aids, it also improves the situation for others in the household

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

HA Owner: How often do your hearing aids improve your quality of life?



HA Owner n=610

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=610	HA Non-owner low 50% HL n=268	HA Non-owner Top 50% HL n=158
Ears impaired (stated)			
Unilateral loss	18%	40%	29%
Bilateral loss	82%	60%	71%
Perceived loss (one direct qn)			
Mild	21%	62%	22%
Moderate	55%	36%	57%
Severe	22%	2%	18%
Profound	3%	0%	3%

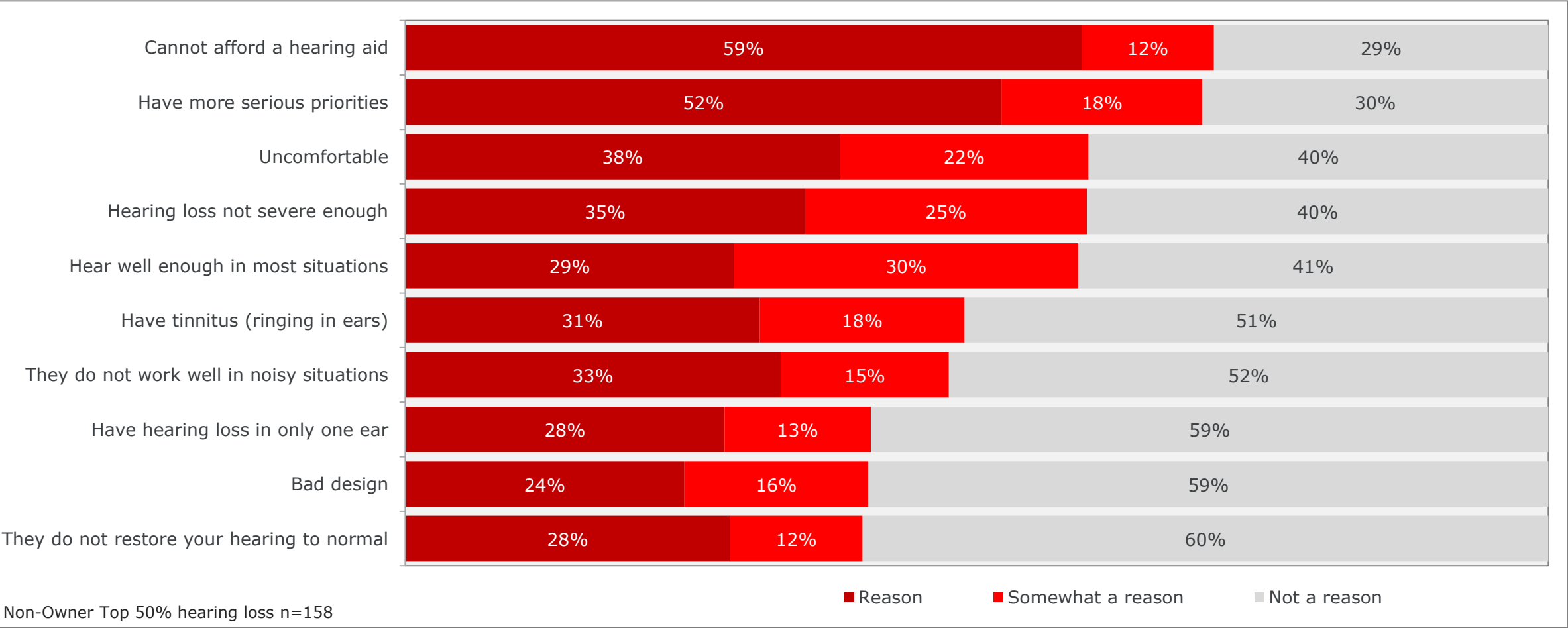
More similar hearing loss-structure



Reasons for not having hearing aids

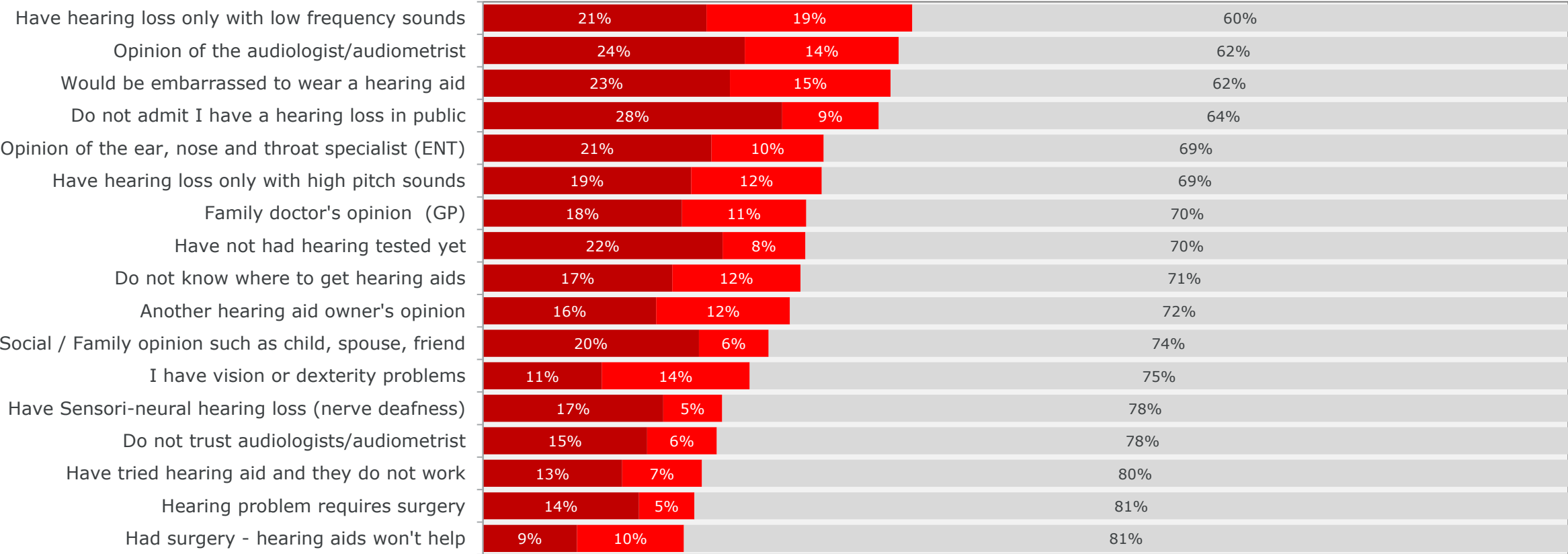
Top 10 reasons for not having a hearing aid

HA Non-owner Top 50% hearing loss:



Less important reasons for not having a hearing aid

HA Non-owner Top 50% hearing loss:

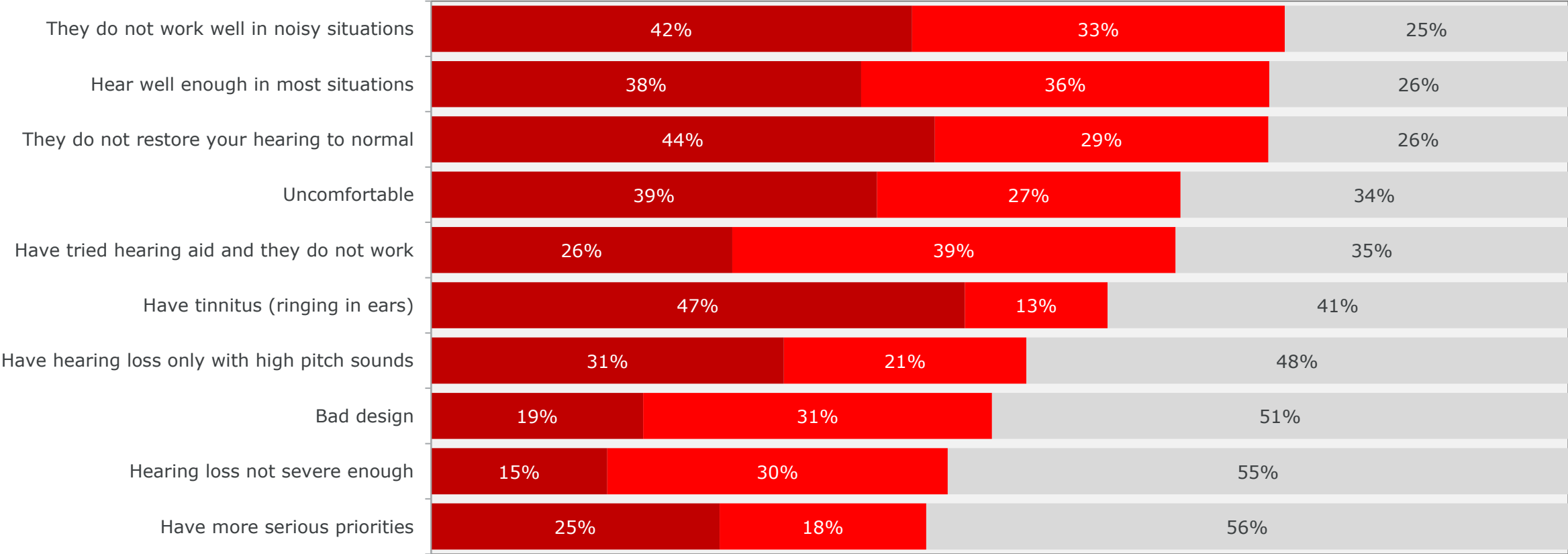


Non-Owner Top 50% hearing loss n=158

Reason Somewhat a reason Not a reason

Top 10 reasons for HA owners who don't use them

HA Owner who don't use it



HA Owners who don't use them, n=34 (low sample!)

Reason Somewhat a reason Not a reason

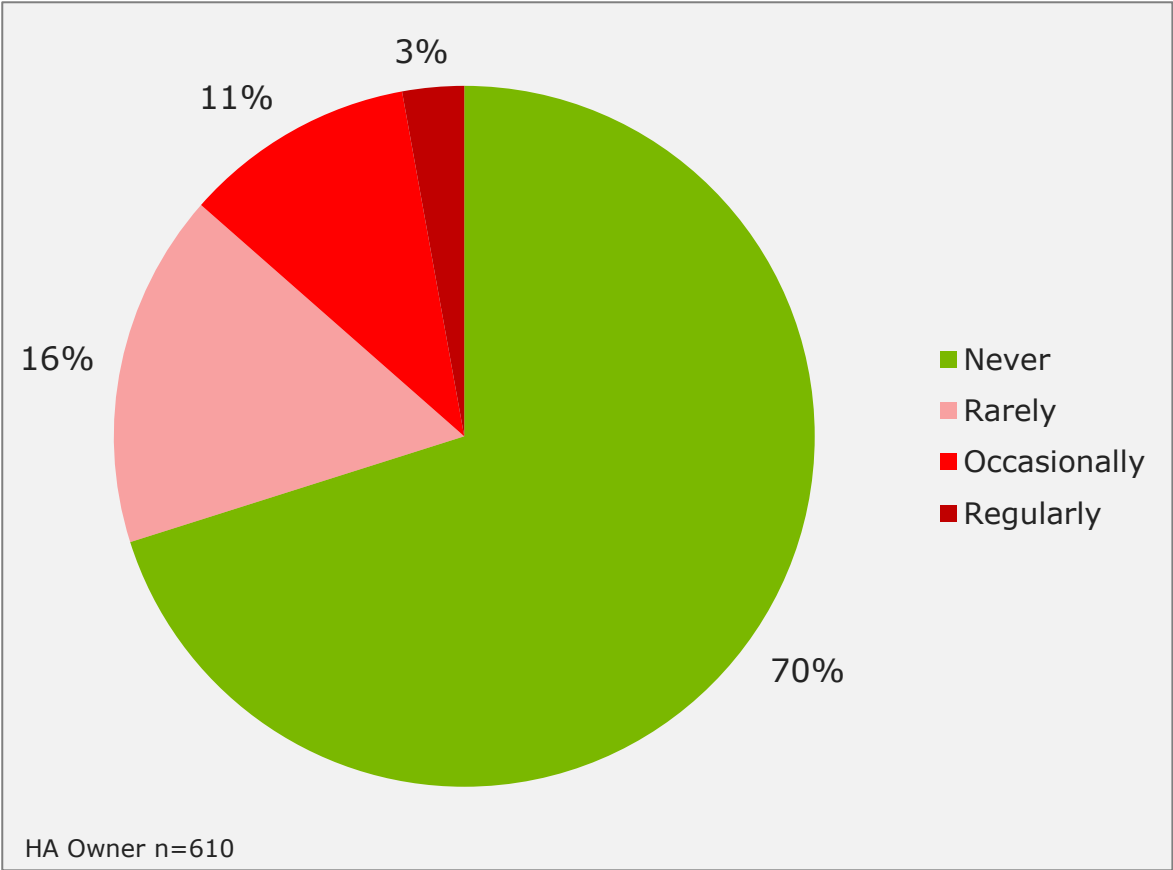


Social rejection because of hearing loss compared to the acceptance of hearing aids

70% of hearing aid owners feel that people never make fun of or reject them because of their hearing aids. It is much more likely that somebody makes fun of or rejects a hearing impaired without a hearing aid

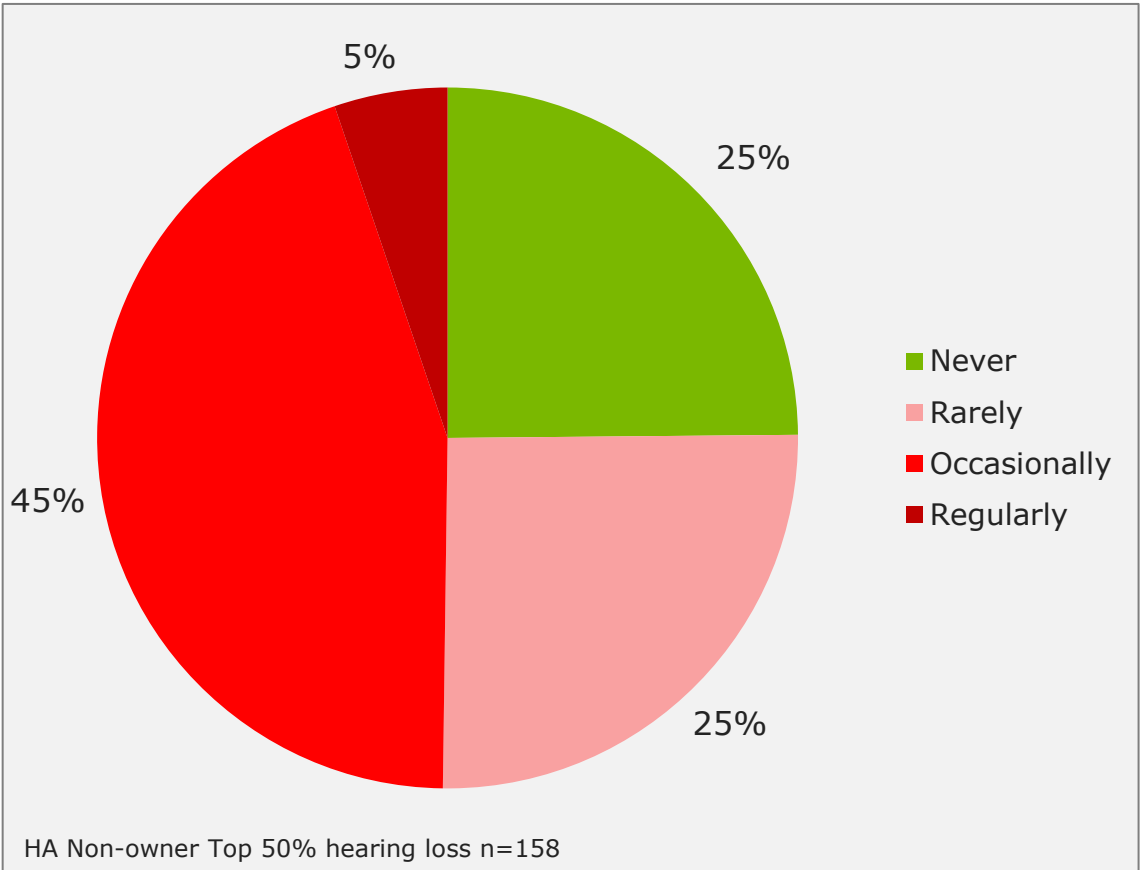
HA Owner:

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



HA Non-owner:

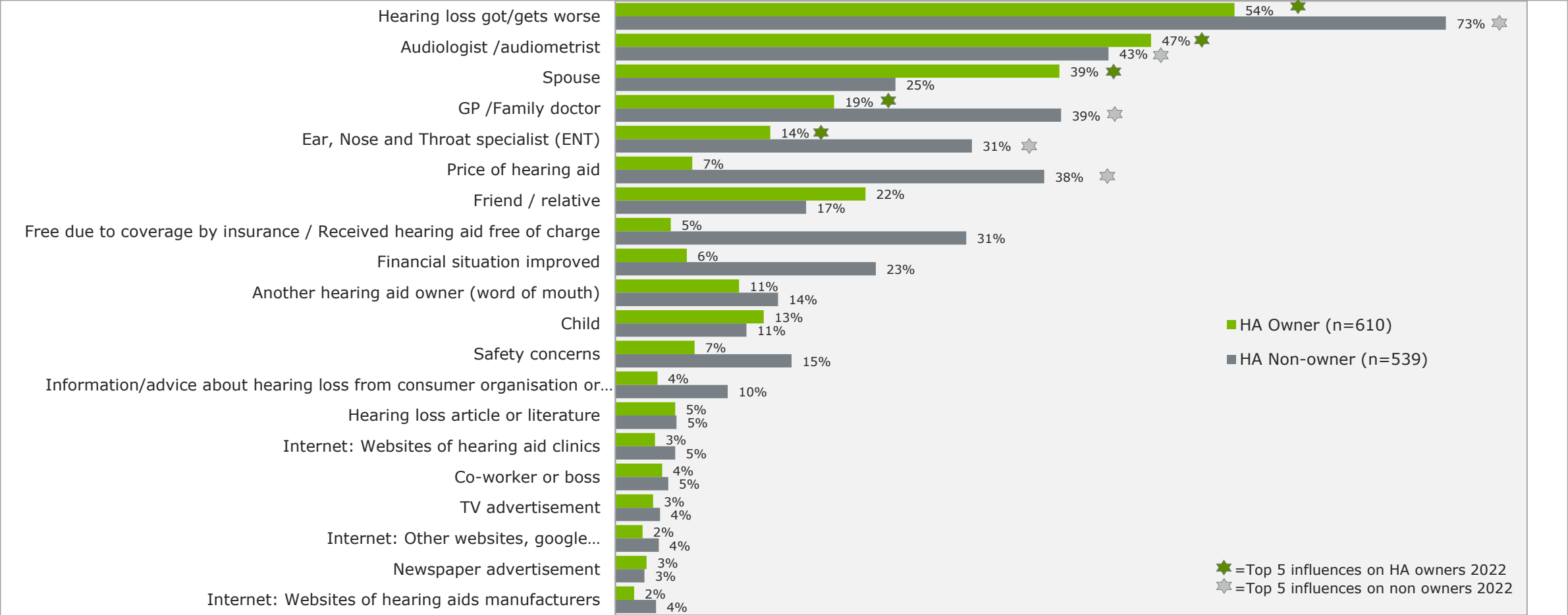
How often do you feel you are made fun of or rejected because of your hearing loss?



Most important triggers to buy

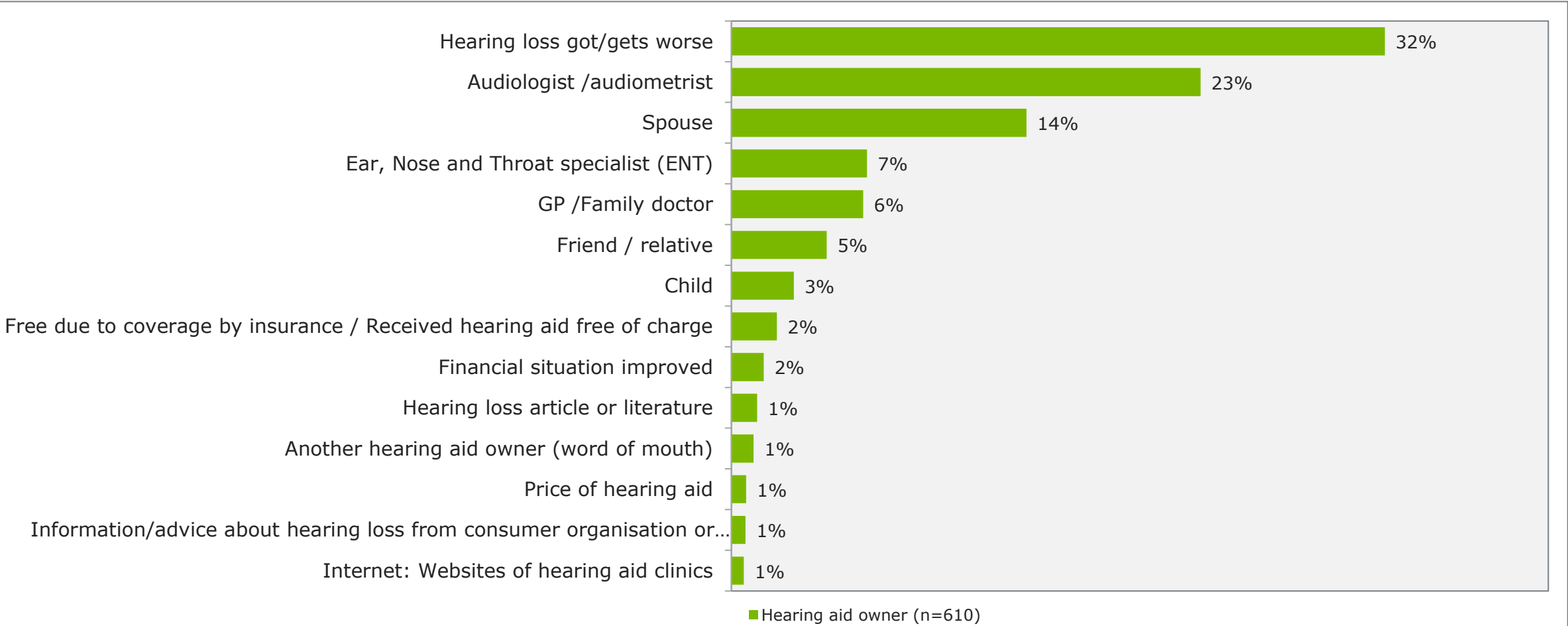
The key drivers for getting hearing aids are worsening hearing, audiologists/audiometrists and spouses; GPs, ENT specialists and price-related factors are particularly important among non-owners

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 advice from an audiologist/audiometrist

HA Owner: 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	7'992	11.0%	49.1%	49.5%	54.4%	56.0%
	Female	7'969	9.0%	47.5%	50.5%	45.6%	44.0%
Age							
	1 - 14	2'965	2.5%	53.5%	20.1%	4.2%	5.1%
	15 - 24	2'030	4.8%	35.2%	13.4%	7.7%	4.5%
	25 - 34	2'171	4.1%	43.0%	14.5%	6.1%	4.9%
	35 - 44	2'206	6.2%	28.4%	14.4%	11.9%	5.0%
	45 - 54	1'867	8.5%	34.1%	11.9%	12.8%	7.0%
	55 - 64	1'904	14.9%	35.6%	11.3%	22.2%	13.1%
	65 - 74	1'536	19.7%	51.5%	8.6%	17.9%	20.2%
	75+	1'282	35.2%	68.6%	5.8%	17.3%	40.2%
Type of household							
	Single household	1'272	19.3%	50.2%	7.1%	14.9%	16.0%
	Couple, no kids	3'034	15.2%	55.9%	17.9%	24.8%	33.5%
	Couple with kid(s)	7'117	5.0%	40.3%	47.1%	25.7%	18.5%
	Single mom/dad with kid(s)	1'336	10.0%	41.6%	8.4%	9.5%	7.2%
	Retirement home, hospital etc.	414	29.5%	67.9%	2.0%	4.8%	10.8%
	Other	2'787	9.8%	39.3%	17.5%	20.3%	14.0%

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 person who is mainly responsible for the household (alone or jointly)	7'728	13.3%	49.5%	46.7%	63.0%	65.8%
Partner of this person	2'406	11.0%	52.2%	14.9%	15.3%	17.9%
Child of this person	4'045	3.0%	40.9%	27.3%	8.6%	6.4%
Other	1'782	10.3%	41.8%	11.1%	13.0%	10.0%
Employment						
Full time employed	6'052	7.4%	37.9%	49.8%	35.8%	23.4%
Part time employed	1'664	9.8%	47.6%	13.3%	11.0%	10.7%
Unemployed / not working	1'634	9.7%	26.5%	13.1%	14.9%	5.7%
Retired under a disability pension scheme (fully or partly)	380	23.6%	47.6%	2.6%	6.0%	5.9%
Early retired under an early retirement benefit scheme	246	17.5%	56.2%	1.8%	2.4%	3.3%
Retired (at the official retirement age)	1'952	28.6%	63.8%	12.4%	25.9%	48.8%
Student / pupil / in training	840	5.5%	34.7%	7.1%	3.9%	2.2%
Education						
Primary school	384	19.8%	45.8%	2.7%	5.3%	4.8%
High school	4'218	15.7%	48.4%	31.5%	43.6%	43.9%
Polytechnic, Institute of Technology	2'521	11.2%	48.7%	19.8%	18.5%	18.8%
University, college	5'089	8.3%	48.1%	41.3%	28.0%	27.8%
Other	605	11.5%	49.0%	4.7%	4.6%	4.7%

Demographics (3)

Hearing instrument adoption rates and populations

Ethnicity	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)
New Zealand European	9'112	11.8%	49.4%		55.9%	66.4%	69.0%
Māori	1'425	10.6%	35.9%		8.9%	11.8%	7.0%
Pacific Islander	747	6.8%	46.8%		4.8%	3.3%	3.1%
Asian	3'080	5.1%	46.6%		20.3%	10.2%	9.5%
Middle East	159	10.4%	55.8%		1.0%	0.9%	1.2%
Latin America	142	10.2%	65.1%		0.9%	0.6%	1.2%
African	204	4.2%	47.4%		1.4%	0.5%	0.5%
Other / No answer	1'092	10.7%	55.7%		6.8%	6.3%	8.4%

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