



Summary

JapanTrak 2012

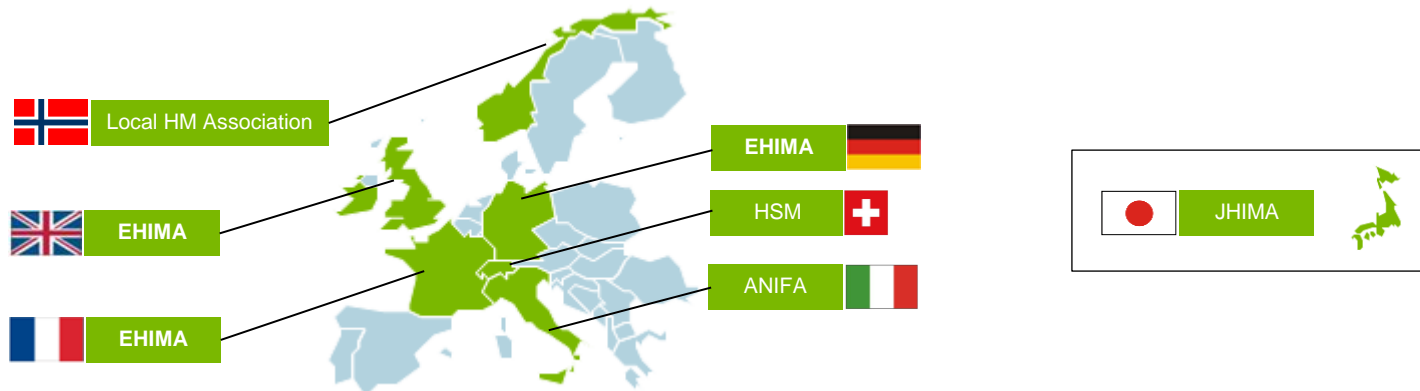
1. Introduction
2. Market overview
3. Analysis of hearing aid owners
4. Analysis of hearing impaired non-owners



Summary

1. Introduction

- JapanTrak 2012 was designed and executed by Anovum (Zurich) on behalf of Japan Hearing Instruments Manufacturers Association (JHIMA).
- Sample sizes Japan 2012:
 - Representative sample (sample 1): n=15'036 people
 - Hearing impaired (sample 2): n=1'348 people
 - Hearing impaired non-owners: n=898 people with hearing loss (**HL**)
 - Hearing aid owners: n= 450 people with hearing aid (**HA**)
- JapanTrak 2012 is equivalent to the EuroTrak studies:





Summary

2. Market overview

- Stated hearing loss prevalence
 - Total: 10.9% (18+: 12.8%).
 - Binaural hearing loss: Hearing aid (HA) owners: 76%, HA non-owners: 60%.
 - Tinnitus prevalence 30% (self stated, sometimes or permanently).
 - Hearing Tests: 49% had a hearing test in the last 5 years.
- Hearing aid adoption rate (HA penetration)
 - Total: 14.1%.
 - Total age group 18+: 14.1 %.
- The route to the hearing aid
 - 40% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
 - Only 13% got hearing aids recommended from the ENT or family doctor (drop out rate = 67%).
 - 51% of GP consultations recommended no further action.
 - 66% of ENT consultations recommended no further action.
 - 96% of Audiologist consultations recommended to get a hearing aid.
- Potential social cost-savings due to the use of hearing aids
 - Hearing aids are believed to have a positive impact on the job.
 - People with hearing aids tend to have a higher personal income.
 - Hearing aid owners have a lower risk of being depressed and a lower risk of being forgetful compared to impaired non-owners





Summary

3. Analysis of hearing aid owners

- Hearing aid ownership and usage
 - 12% received some kind of 3rd party reimbursement from the government.
 - 59% of the currently owned HAs were fitted in 2009 or later.
 - The average age of the currently owned HAs is 3.5 years.
 - The median age of hearing aids before replacement is 4 years.
 - On average, HAs are worn 5.7 hours a day.
 - Only about one out of ten hearing aid owners uses wireless technology. 62% of hearing aid owners have never heard of wireless technology in connection with hearing aids. Only 17% of the older (65y+) rate wireless technology as very important but 30% of the younger (up to 44y).
- Satisfaction with HAs
 - 36% of the hearing aid owners are satisfied with their hearing aids.
 - The more hours worn per day, the higher the satisfaction.
 - Satisfaction with HAs purchased 2010 or after is higher than with HAs purchased before.
- Positive impact of HAs
 - Significant positive impact of HAs on different aspects – especially sense of safety, communication effectiveness and feelings about yourself have improved.





Summary

4. Analysis of hearing impaired non-owners

- Reasons for not having / using hearing aids
 - 94% of non-owners do not know the system of supplying hearing aids by government.
 - The main reasons for not using hearing aids are that people say they are uncomfortable, they hear well enough and that hearing aids do not restore hearing to normal.
 - 12% who own hearing aid(s) don't use them at all; 29% use them less than one hour/day. Main reasons for this are: "They are uncomfortable", "They do not work well in noisy situations", "I have tried hearing aids and they do not work", "They do not restore hearing to normal".
- Negative impact of hearing loss and buying intentions
 - Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss-group), hearing aid owners feel less exhausted in the evenings.
 - 4% of non-owners intend to get a hearing aid within the next year.
 - The most important influencing factors to get hearing aids are worsening hearing loss, ENT and significant others plus GP for the non-owners.
- Additional JapanTrak questions
 - 18% of HA owners purchased the hearing aid in an optical shop; 14% by mail order or online.
 - 58% of HA owners have ITE hearing aid(s).
 - People with hearing aids: About 5 years have passed since they became aware of the hearing loss until they got a hearing aid.
 - Half of the people with hearing loss are aware of any hearing aid shop in the area where they live.
 - 16% of the hearing impaired know the expression "Nintei - Hocyouki - Ginou - Sha".
 - 24% of the hearing impaired know the expression "Nintei - Hocyouki - Senmon - Ten"





Results

JapanTrak 2012

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



Detailed Results: Roadmap

1. Introduction

- Objectives and organisation
- Field research specification

2. Market overview

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

3. Analysis of hearing aid owners

- Hearing aid ownership, lifetime and usage
- Awareness and importance of wireless technology
- Satisfaction with hearing aids and drivers
- Positive impact of hearing aids

4. Analysis of hearing impaired non-owners

- Reasons for not having a hearing aid
- Negative impact of hearing loss
- Buying intentions

5. Additional JapanTrak questions

6. Appendix

- Demographics: Hearing instrument adoption rates and populations





1. Introduction





Objectives and organization





Organisation of JapanTrak 2012

Organisation

- JapanTrak is the Japanese equivalent to the EuroTrak studies.
- Anovum Zurich developed the concept, 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 EuroTrak questionnaire in cooperation with Sergei Kochkin, Ph.D., Executive Director, Better Hearing Institute USA.
- Principal of the project JapanTrak is Japan Hearing Instruments Manufacturers Association (JHIMA). Members of JHIMA are: Bernafon, Corticon, GN Resound, NJH (New Japan Hearing), Oticon, PANASONIC, Phonak, RION, Siemens, Starkey, Widex [JHIMA Companies].
- Anovum and JHIMA adapted the EuroTrak questionnaire for JapanTrak. JHIMA translated the questionnaire into Japanese.

Use of the data

- The principal as well as the JHIMA companies may use the anonymous delivered tables, charts, reports and conclusions of the survey for further research projects, for archiving and publication in any form whatsoever.
- The raw dataset remains at Anovum. If the principal or the JHIMA companies use the anonymous data (delivered tables, charts, reports) and conclusions of the survey for publications the source of the data needs to be mentioned in the following way:
“Source: Anovum – JapanTrak 2012/n=[relevant sample size]”
- The principal and JHIMA companies can ask Anovum to further analyse the raw data in specific ways at their own expense.





Field research specification





Recruitment process: In search of hearing impaired people

Step 1: Screening interviews

Objective: Prevalence of hearing loss and hearing aid ownership

Process:

1. Representative sample with strict quotas that represent the overall population (Age/Gender interlocked; soft quota on region)
2. Contacts from a panellist pool of more than 100'000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of **n=15'036** 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=450** hearing aid owners and **n=898** hearing impaired non-owners





2. Market overview



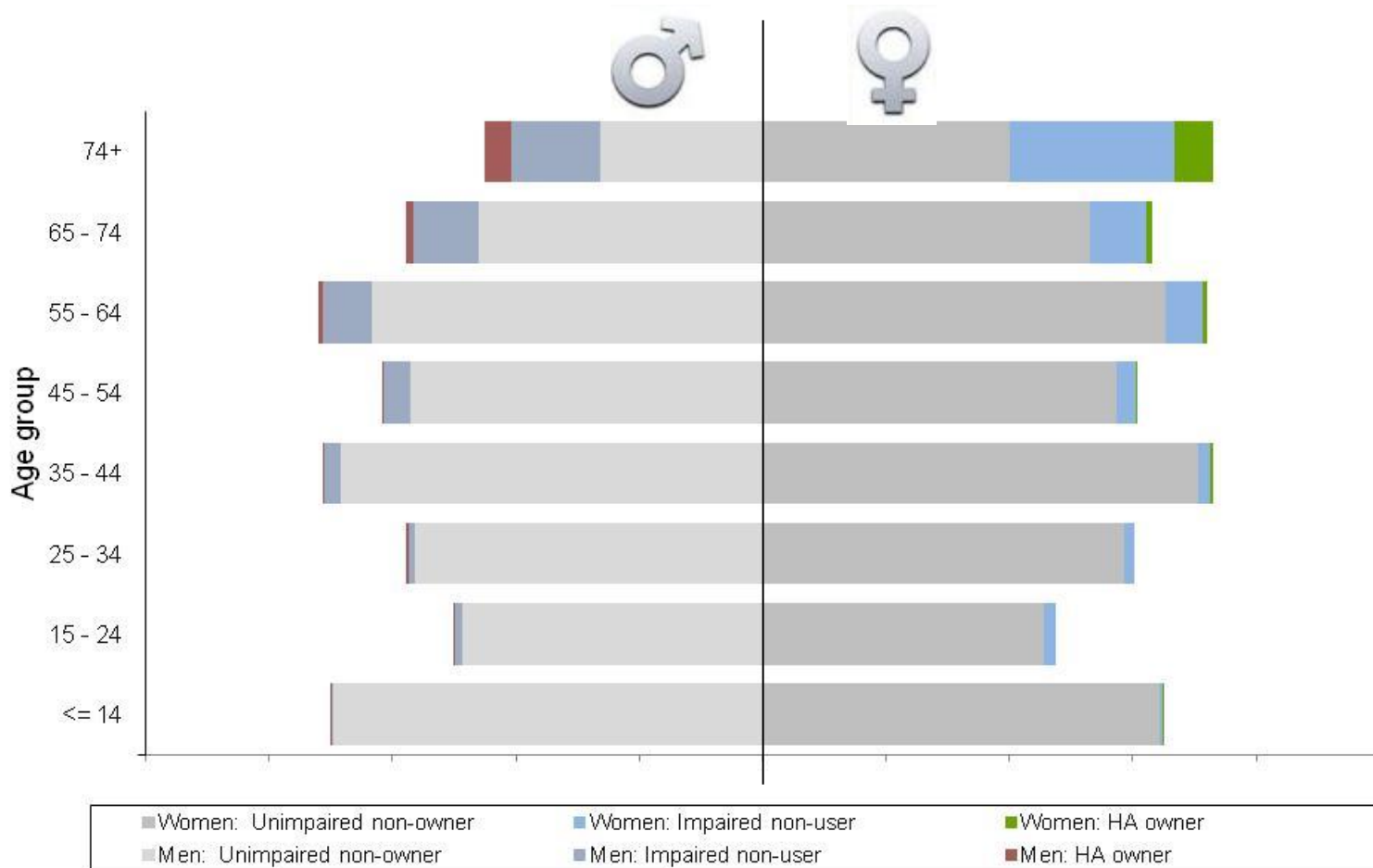


Prevalence of hearing loss and adoption rate



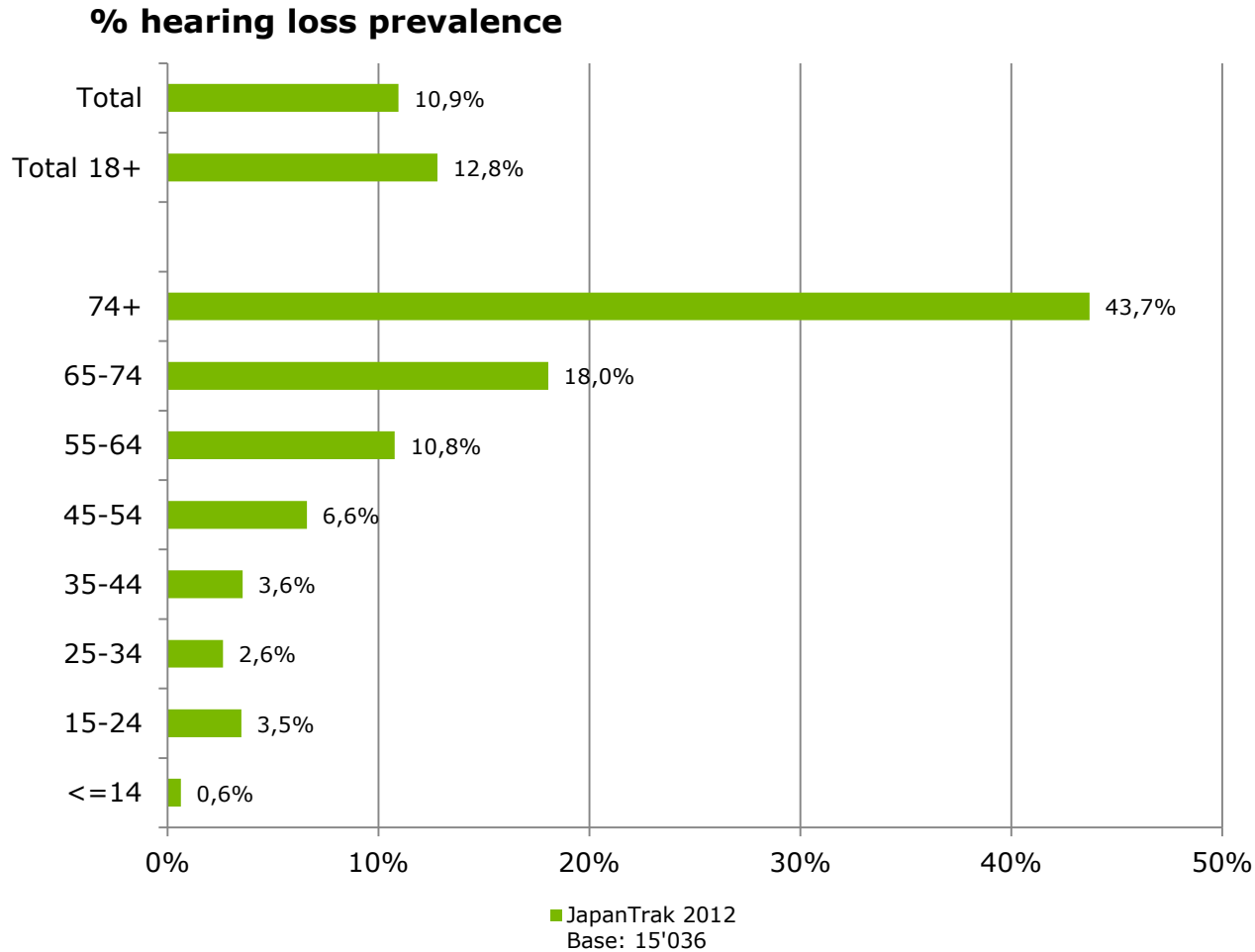


Hearing loss and hearing instrument ownership by gender/age





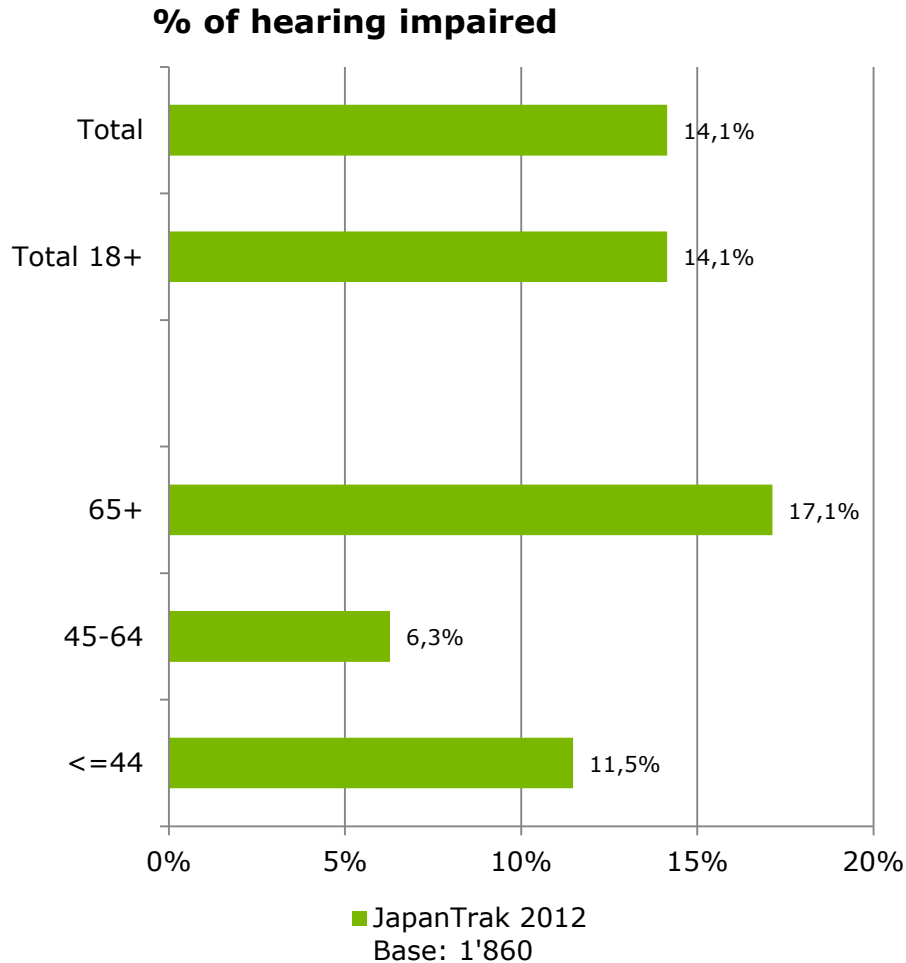
Hearing loss prevalence Japan 2012



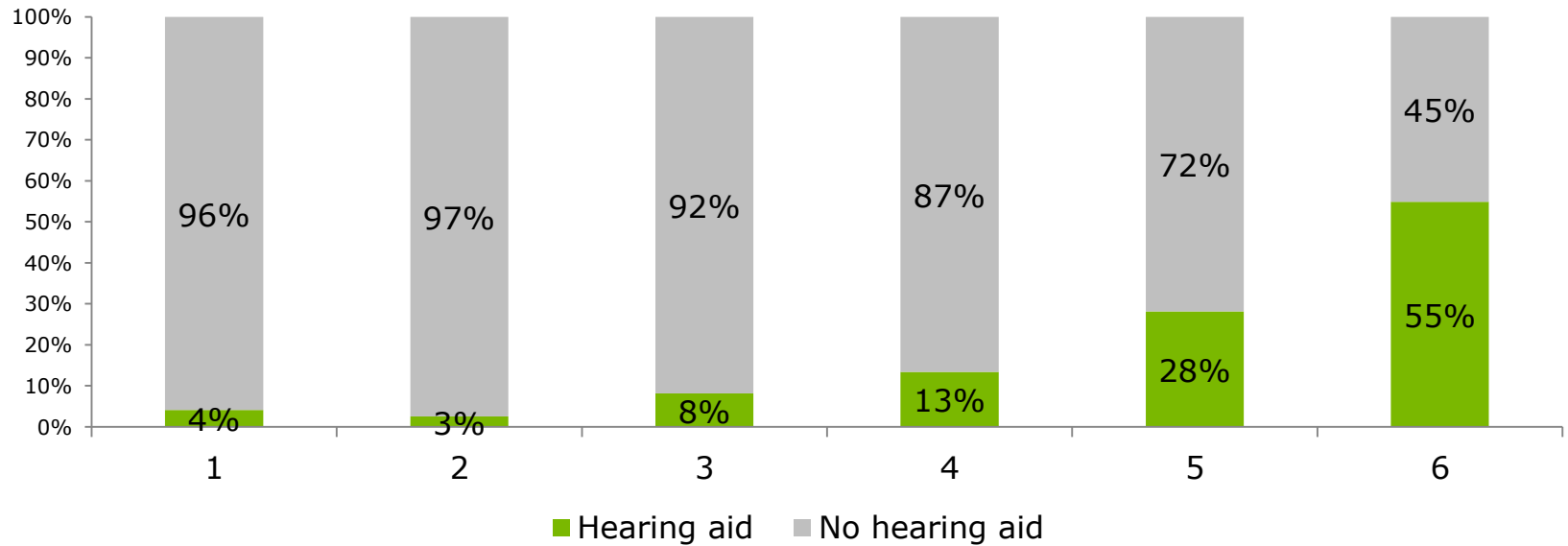


Hearing aid adoption rate Japan 2012

14.1% of hearing impaired have hearing aid(s)



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



Hearing loss 6-groups

HA-non-owner, n=898
HA-owner, n=450

* 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

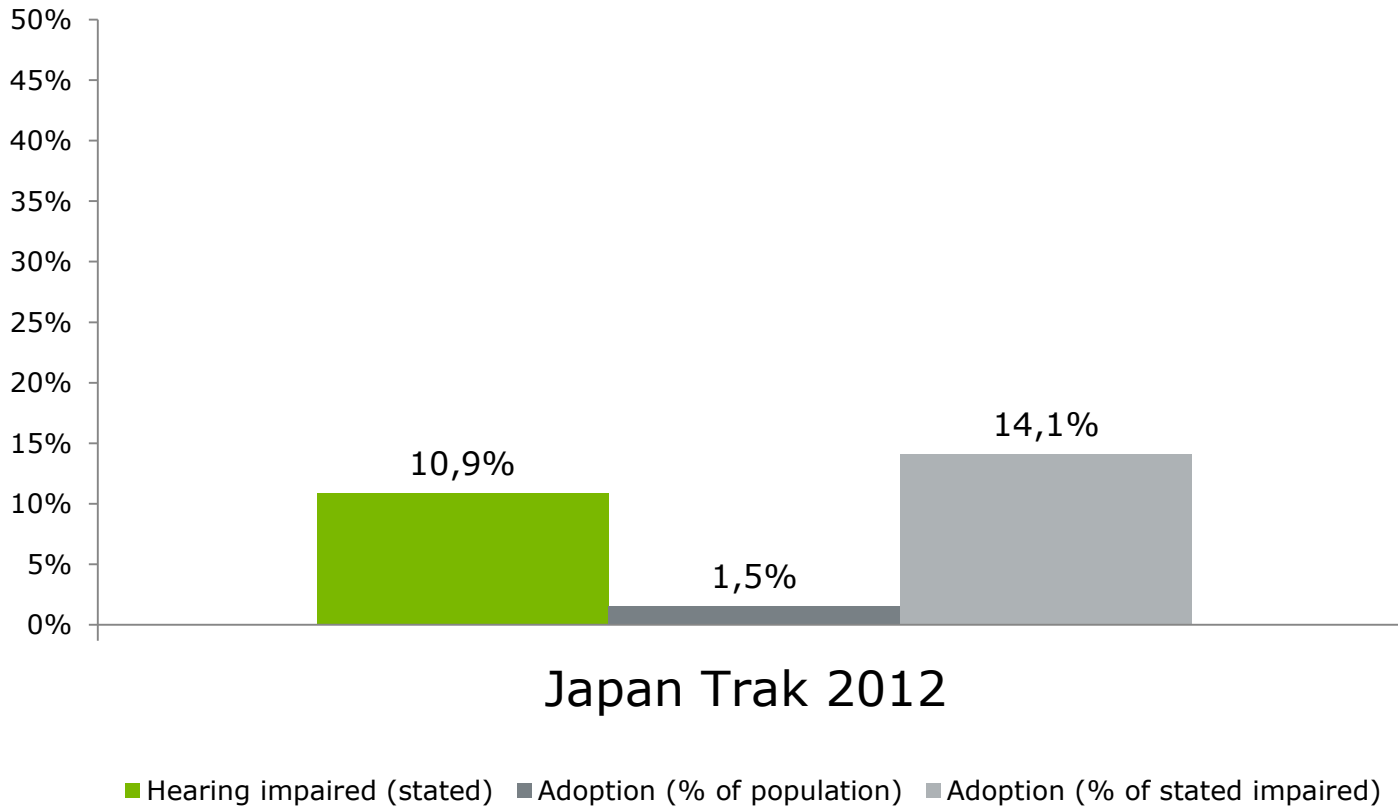
	HA-Non-owner n=898	HA Owner n= 450	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	40%	24%	11%
Bilateral loss	60%	76%	21%
Perceived loss			
Mild	35%	17%	8%
Moderate	60%	56%	14%
Severe	4%	24%	47%*
Profound	2%	3%	

n's are unweighted whereas the shown results are weighted
 * combined "severe" and "profound" because n is too small





Overview hearing loss prevalence and hearing aid adoption





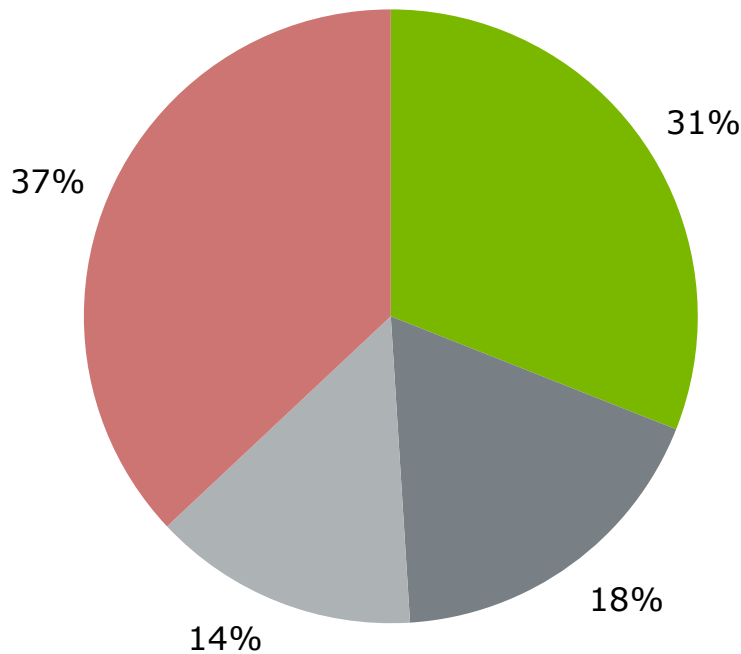
Hearing tests and prevalence of tinnitus





37% state their hearing has never been tested

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



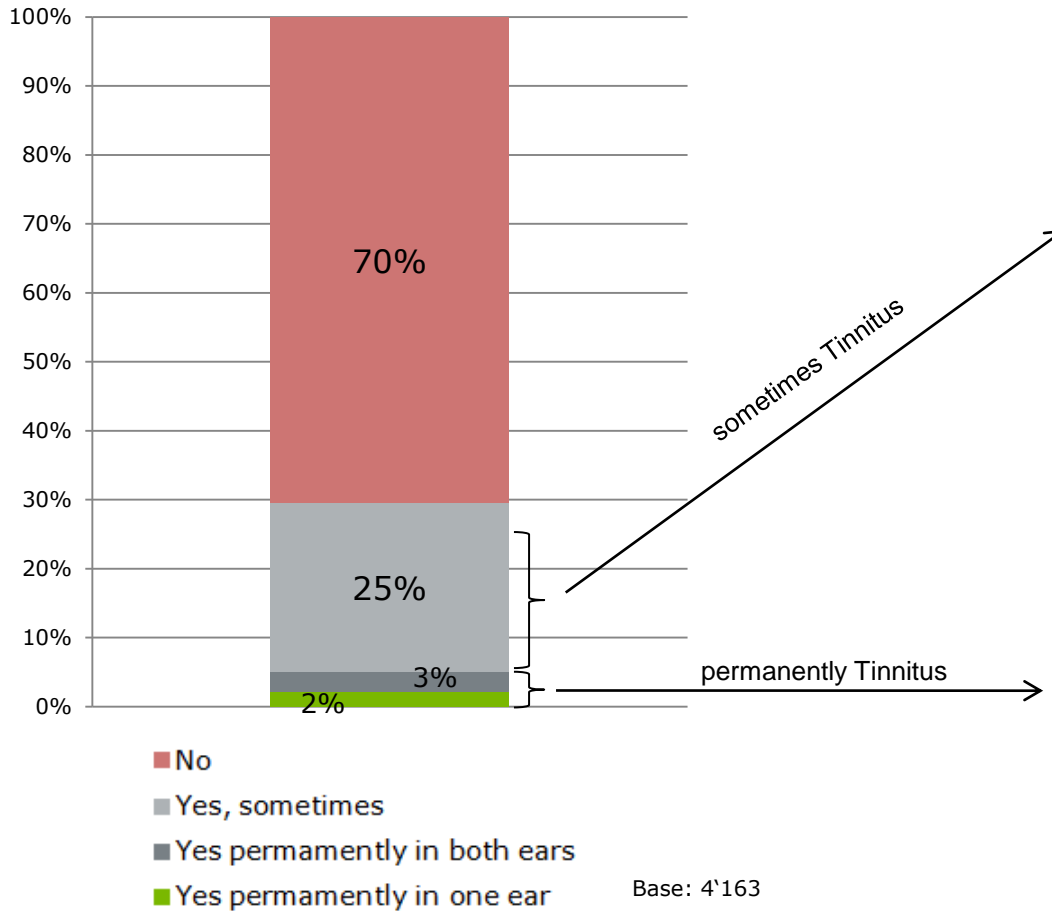
Base= 9'897



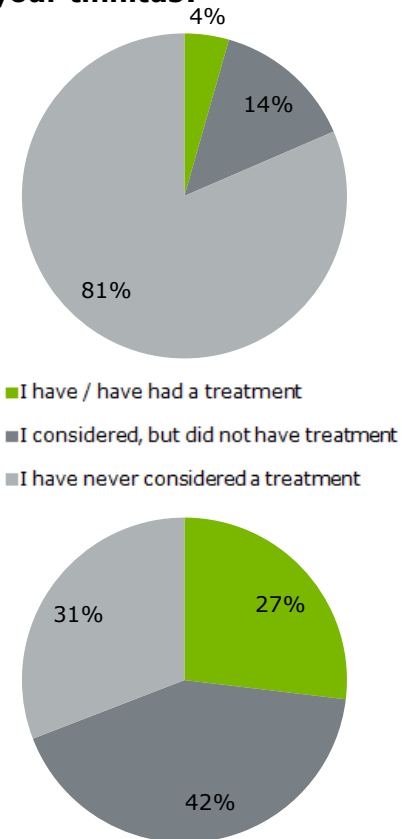


Prevalence of tinnitus

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



Have you ever thought about a treatment of your tinnitus?



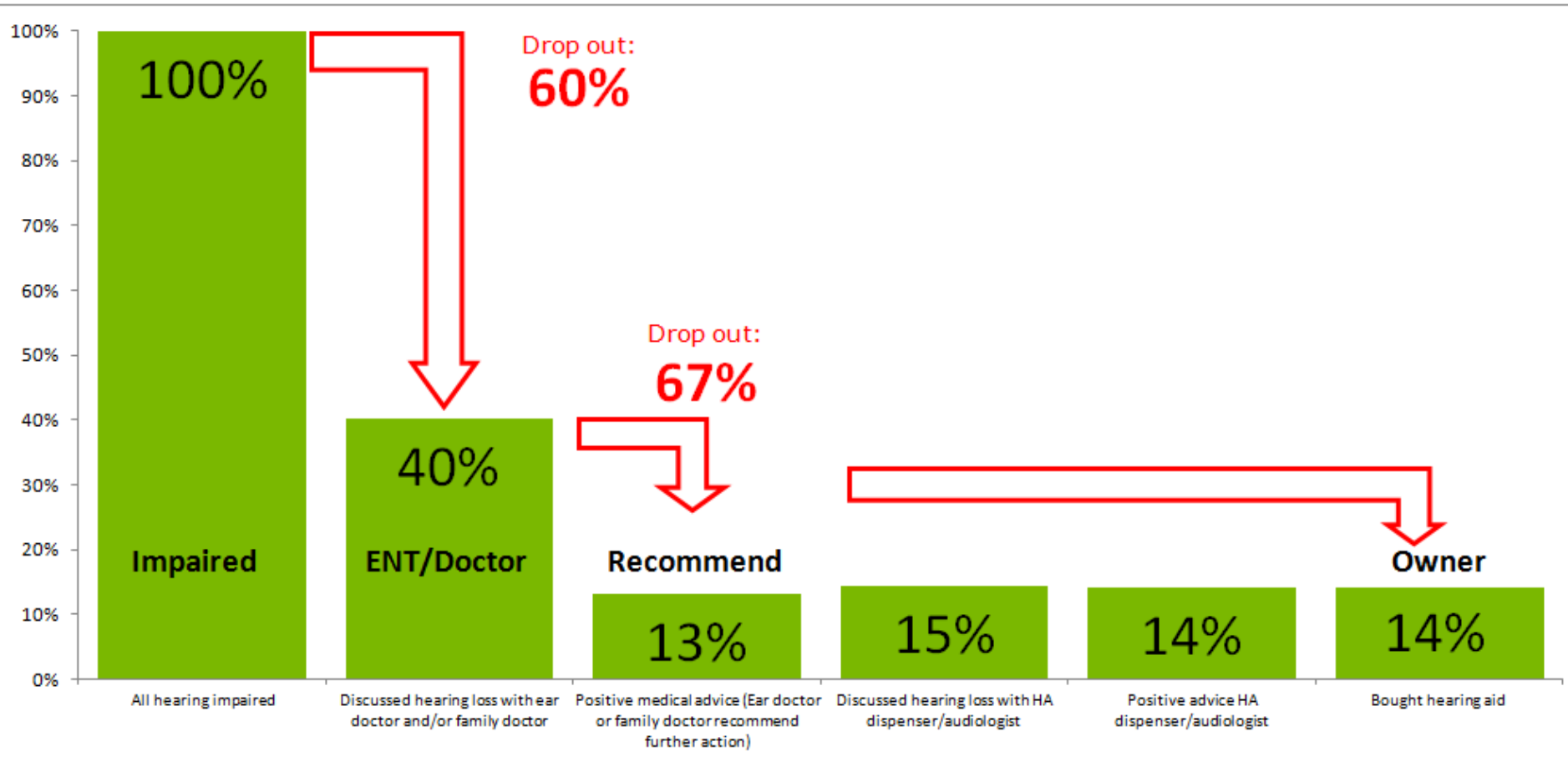


The route to the hearing aid: Drop-out rates and reasons for drop-outs





The route to the hearing aid: Overview



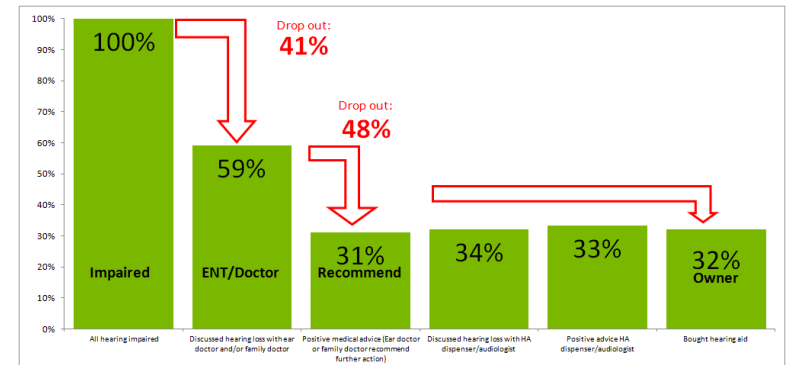
Base: n=1'348



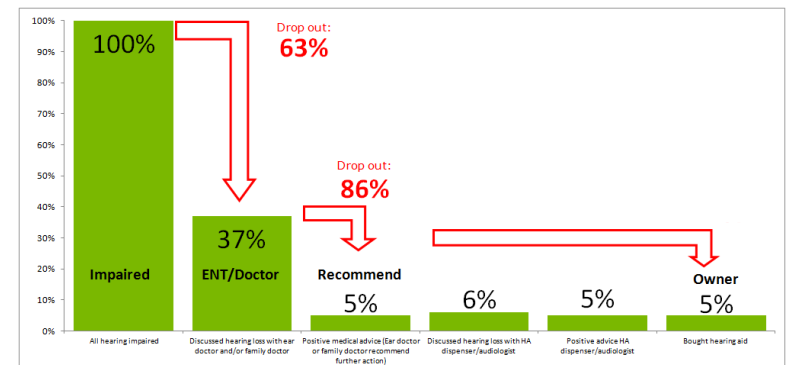


Much higher drop-out-rates for the lower hearing loss segments

Top 50% hearing loss*



Low 50% hearing loss*



Base: n=1'348

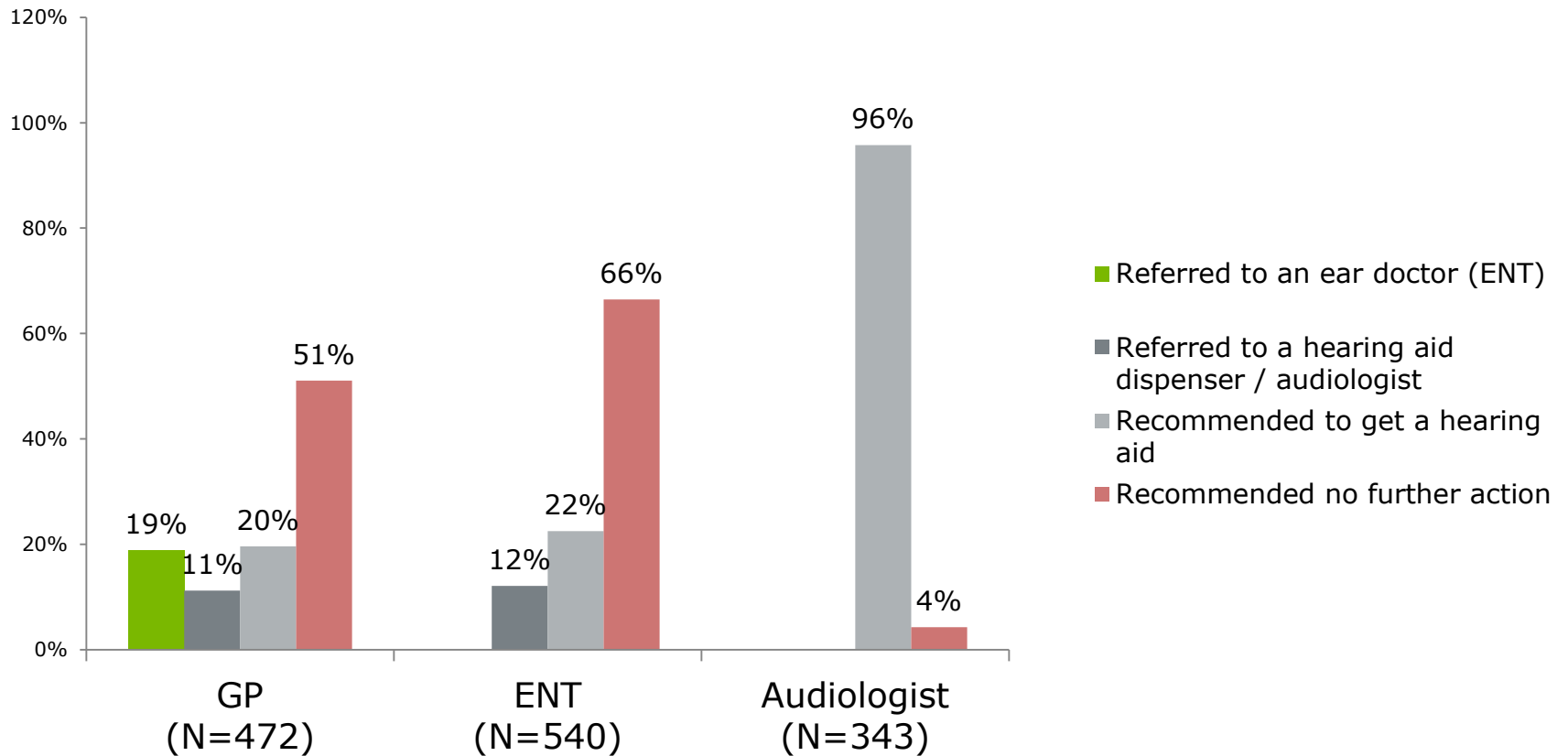
* Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:

- 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).





Recommendations by profession

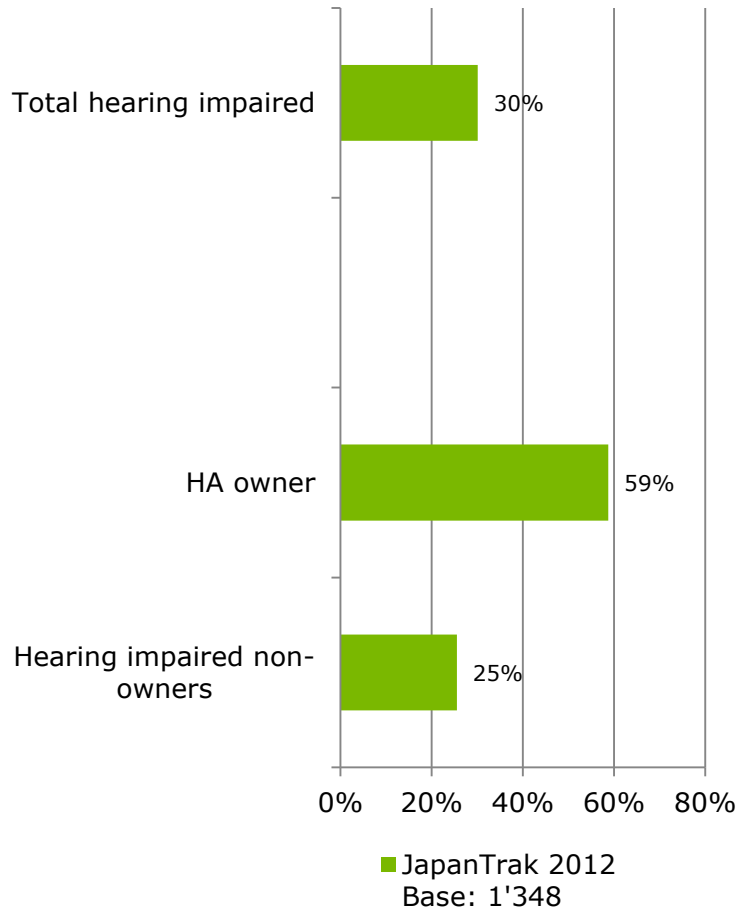




The route to the hearing aid: GP/Family doctor

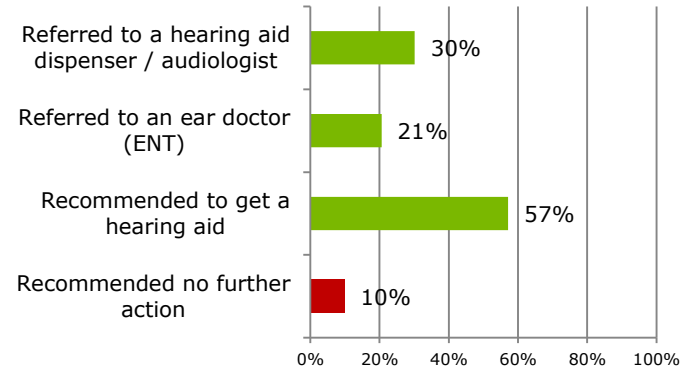
Have you discussed your hearing problem with your family doctor?

% Discussed with GP

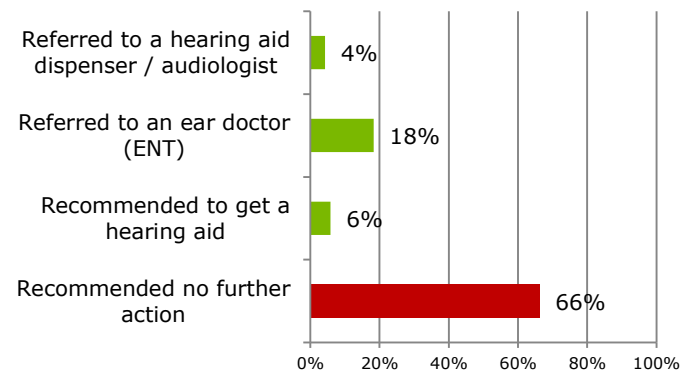


What did he/she recommend ?

HA owner (Base: 249)



Impaired non-owner (Base: 223)

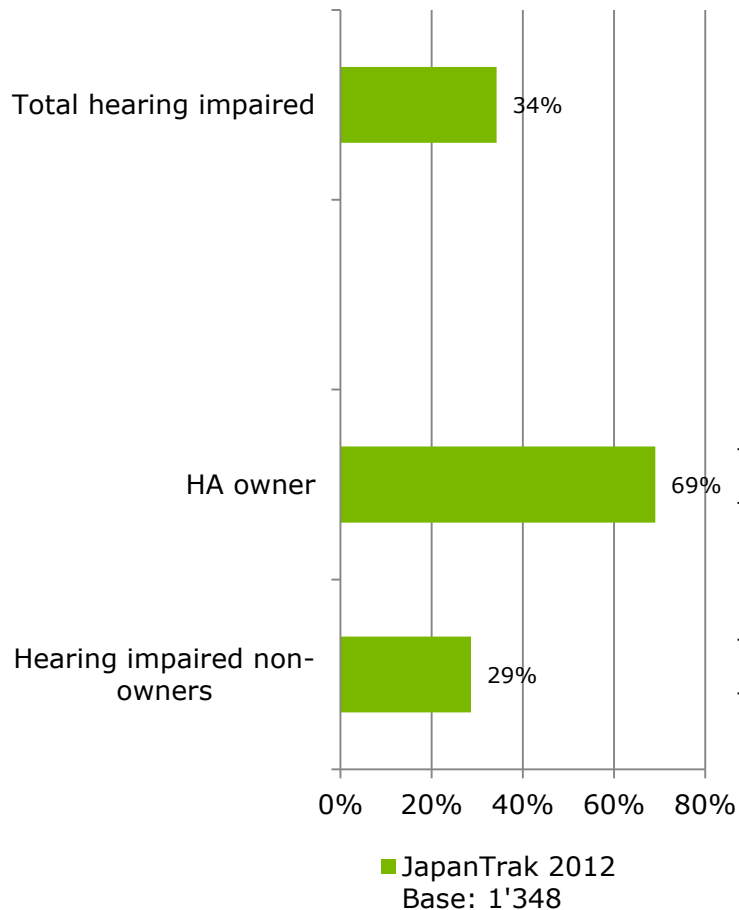




The route to the hearing aid: ENT

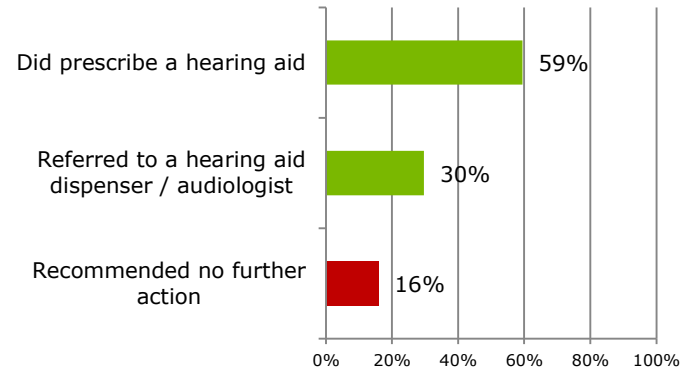
Have you discussed your hearing problem with an ear doctor (ENT)?

% Discussed with ENT

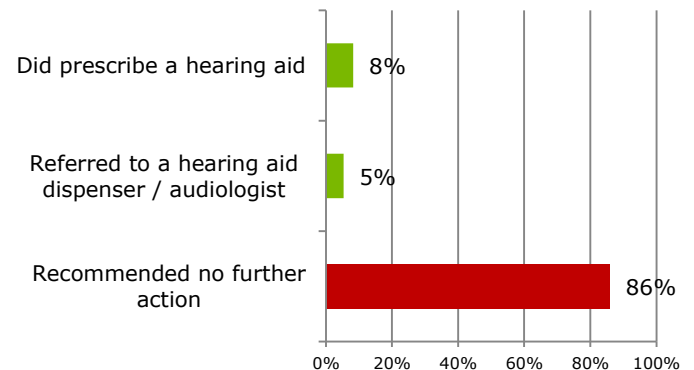


What did he/she recommend ?

HA owner (Base: 284)



Impaired non-owner (Base: 256)

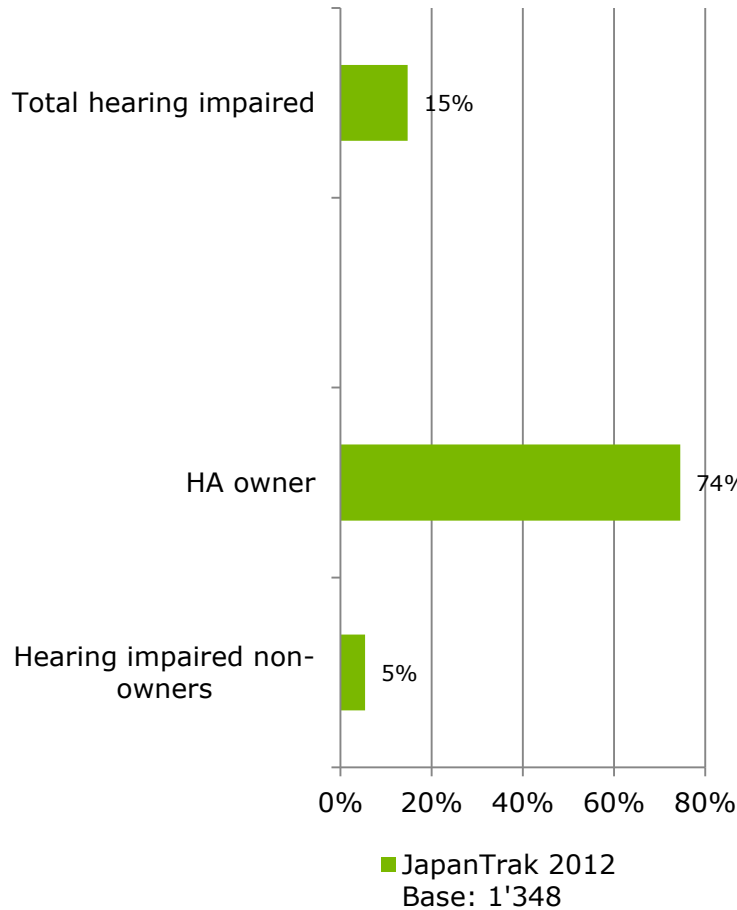




The route to the hearing aid: Audiologist

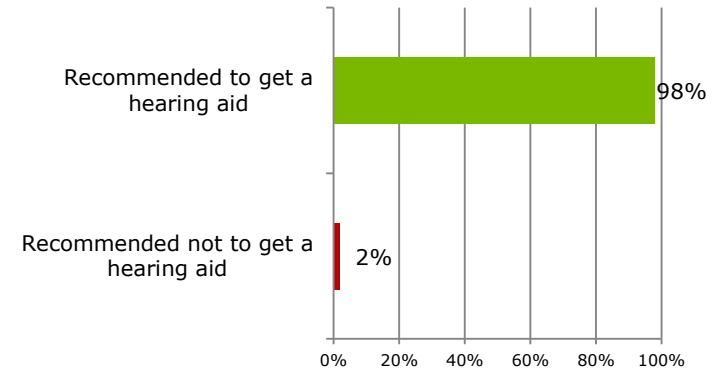
Have you discussed your hearing problem with a Hearing Aid Dispenser/Audiologist?

% Discussed with Audiologist

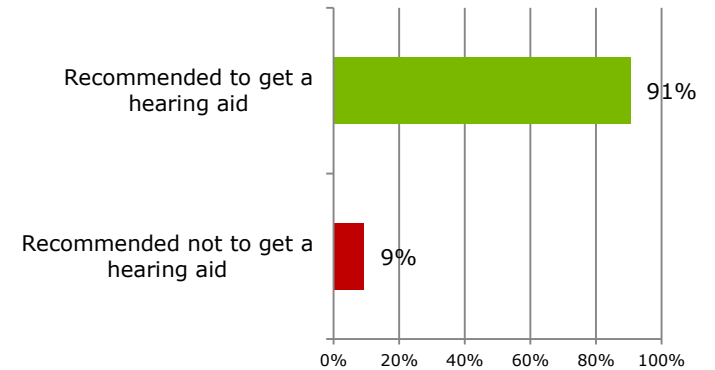


What did he/she recommend ?

HA owner (Base: 303)



Impaired non-owner (Base: 40)





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

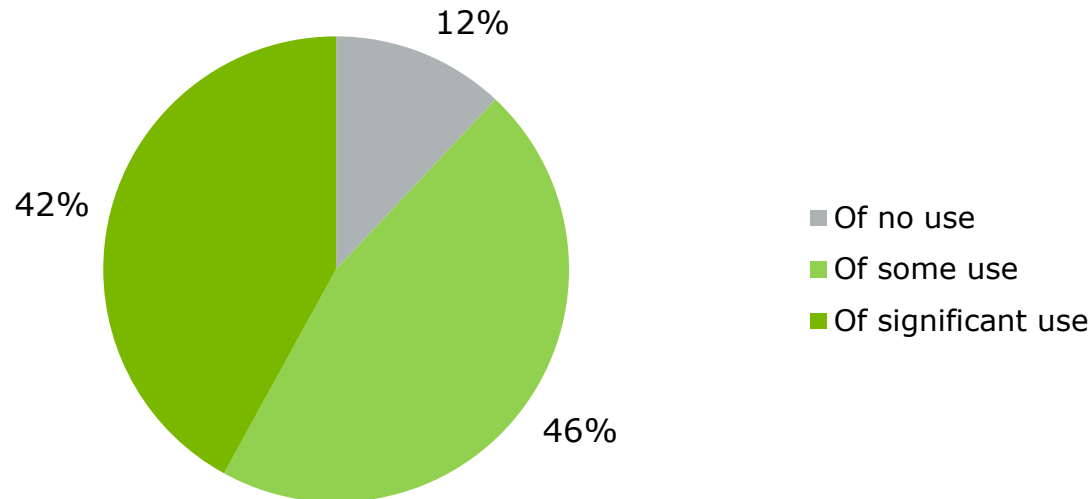




Work competitiveness:

88% 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?



Base: N=143





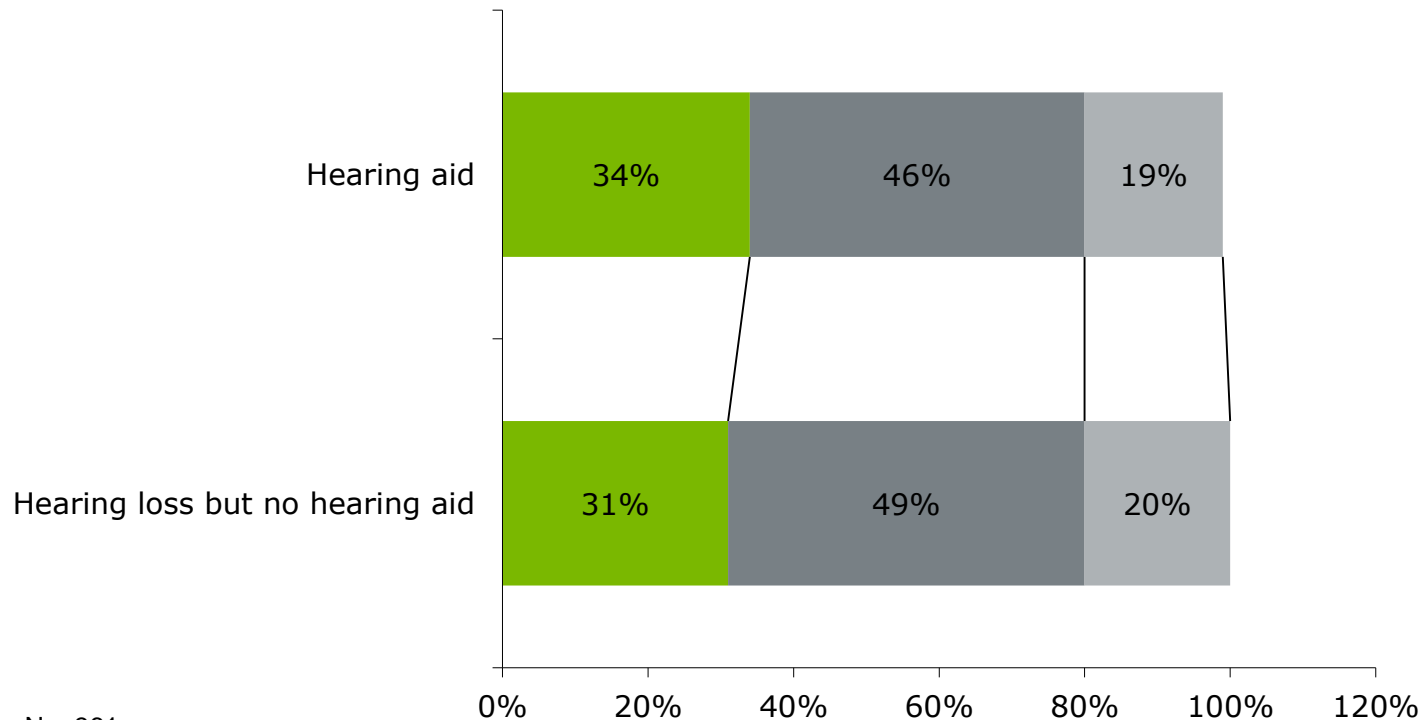
Work competitiveness:

34% of people with hearing aid tend to think they receive a better compensation for their jobs than their peers

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

Base: Employed (full/part time)

■ Better than my peers ■ Equal to my peers ■ Worse than my peers



Base N = 361





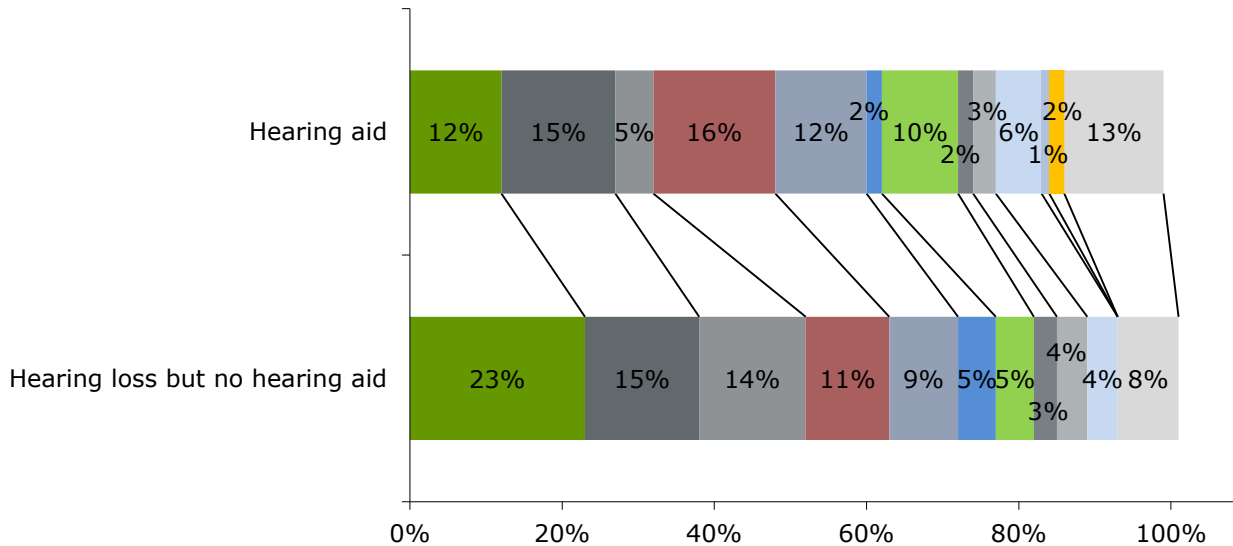
Work competitiveness:

People with hearing aid(s) tend to have a higher personal income compared to impaired non-owners

Personal income

Base: Employed (full/part time)

- Under 2,000,000 yen ■ 2,000,001 - 3,000,000 yen ■ 3,000,001 - 4,000,000 yen
- 4,000,001 - 5,000,000 yen ■ 5,000,001 - 6,000,000 yen ■ 6,000,001 - 7,000,000 yen
- 7,000,001 - 8,000,000 yen ■ 8,000,001 - 9,000,000 yen ■ 9,000,001 - 10,000,000 yen
- 10,000,001 - 20,000,000 yen ■ 20,000,001 - 30,000,000 yen ■ More than 30,000,000 yen
- Prefer not to say



Base N = 519



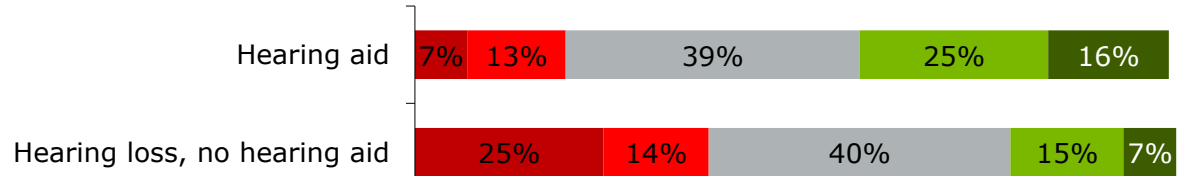


Work competitiveness:

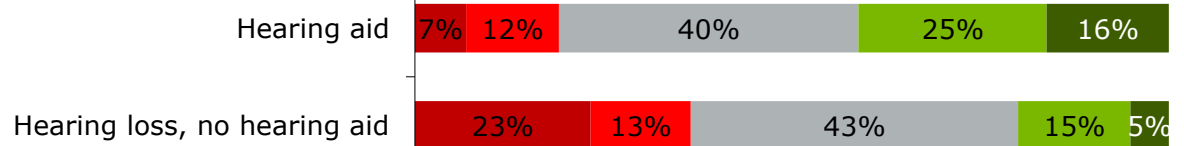
People with hearing aids recognize that hearing aids increase the chance of hearing impaired to get promoted, to get the right job and to get more salary

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

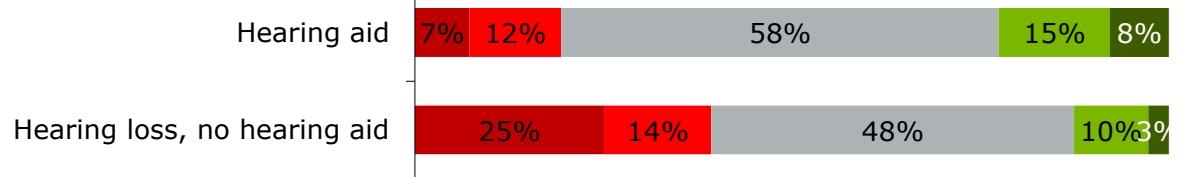
I think that people with an untreated hearing loss tend to be less promoted in their job



I think that people with an untreated hearing loss tend not to get the job they deserve



I think that people with an untreated hearing loss tend to be under salaried



Base: Hearing loss, no hearing aid =796/ hearing aid n=403





Health problems:

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

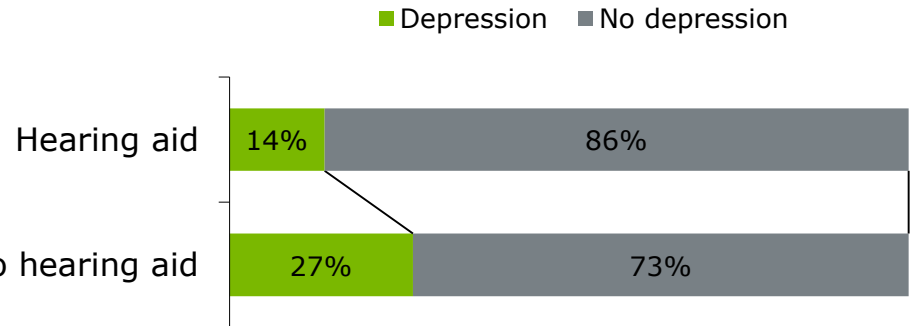
Depression symptoms:

PHQ-2 Screening:

In the last 2 weeks:

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

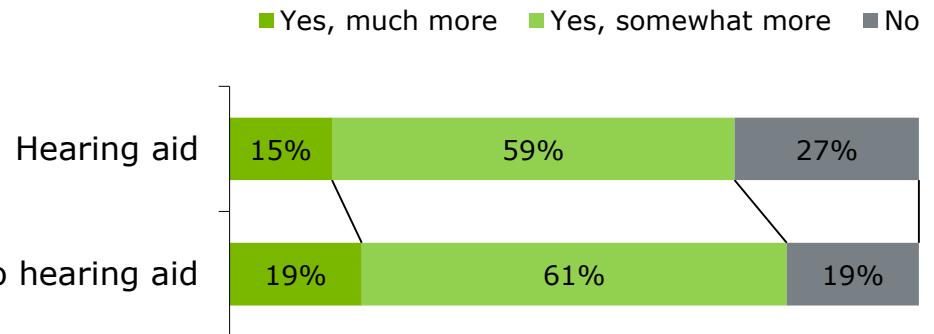
Top 50% hearing loss, no hearing aid



Dementia symptom:

Getting more forgetful in the last year?

Top 50% hearing loss, no hearing aid



Base: hearing aid n=326 / no hearing aid =123

*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).





3. Analysis of hearing aid owners

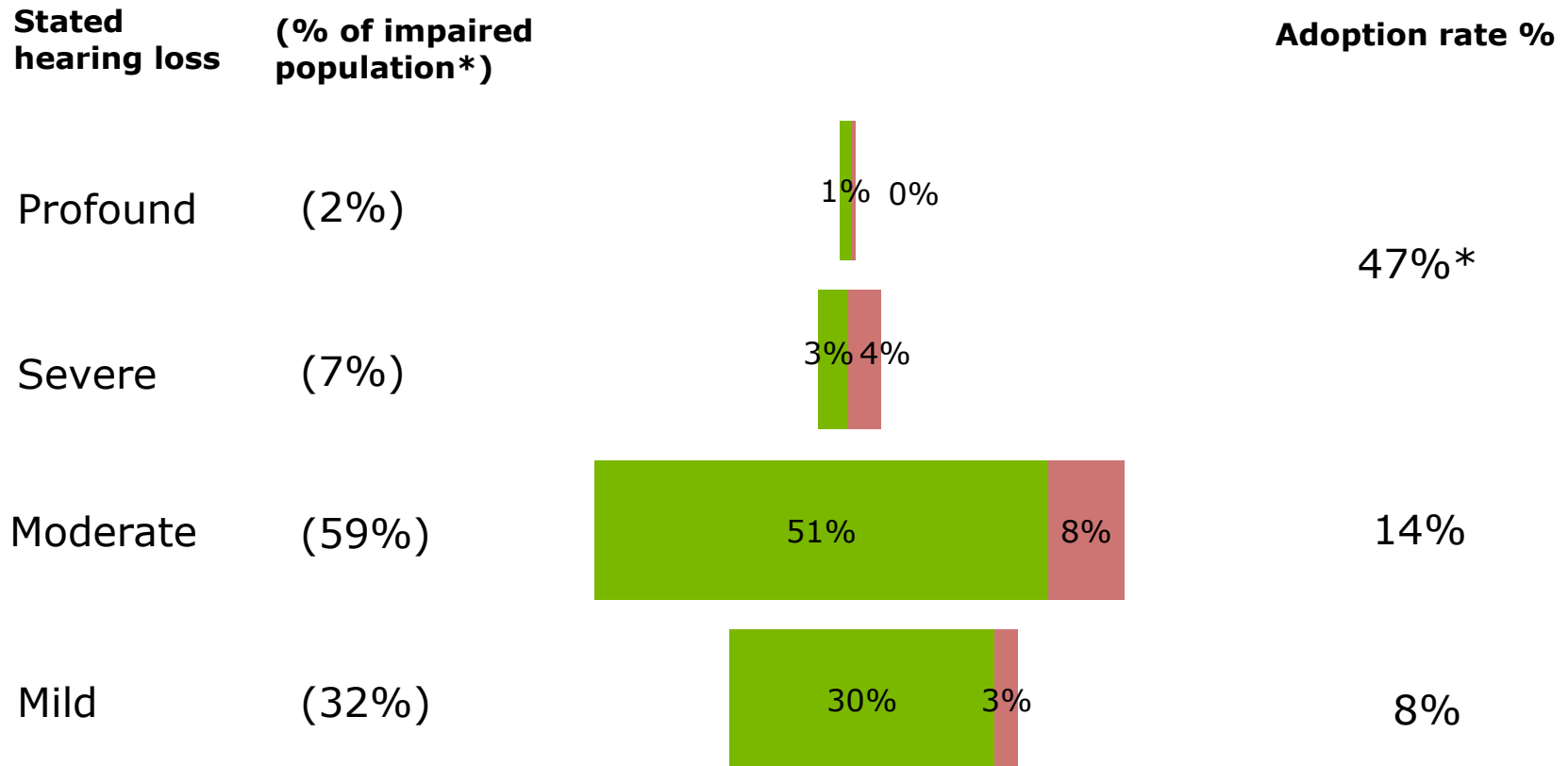




Hearing aid ownership, lifetime and usage



Low adoption rates within mild and moderate hearing loss



Base: n=1'348

Sums can differ from 100% due to rounding

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

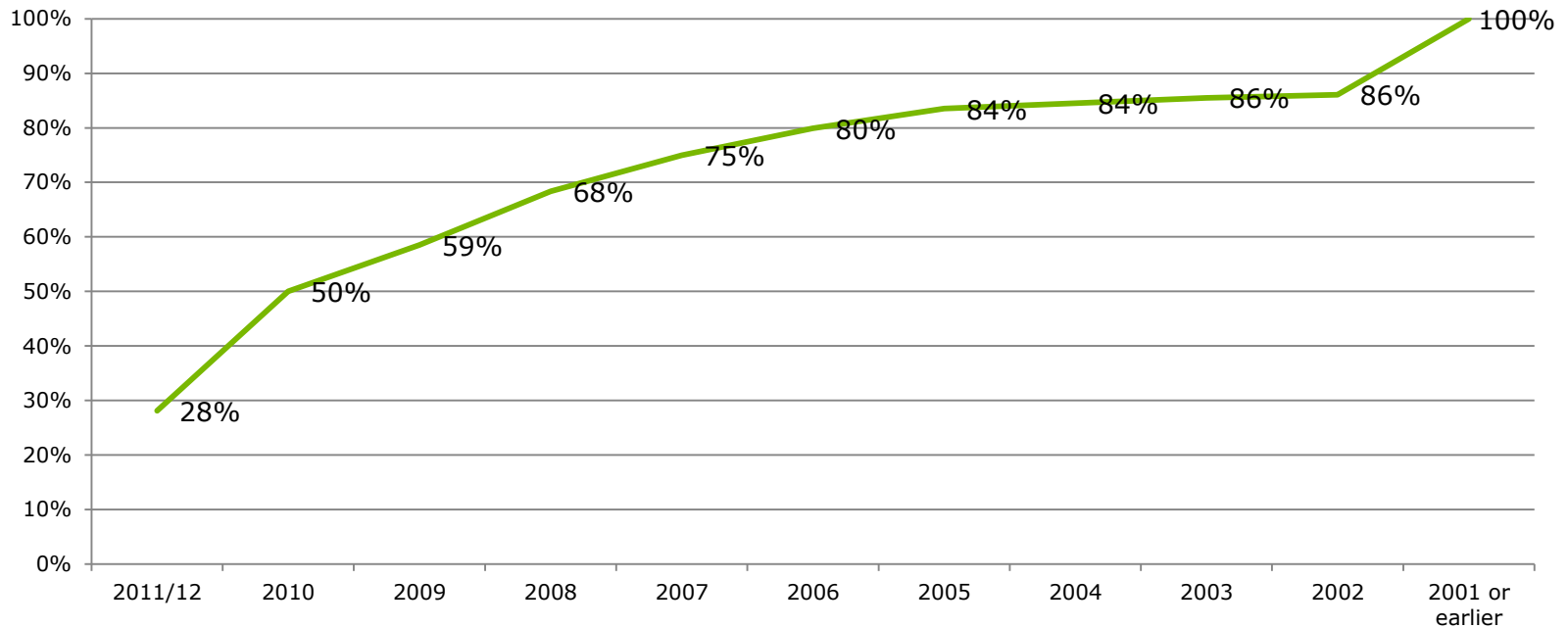
■ No hearing aid
■ Hearing aid





59% of the currently owned hearing aids were bought in 2009 or later

Year of purchase



**Age of currently owned HAs (Mean):
2012: 3.5 years**

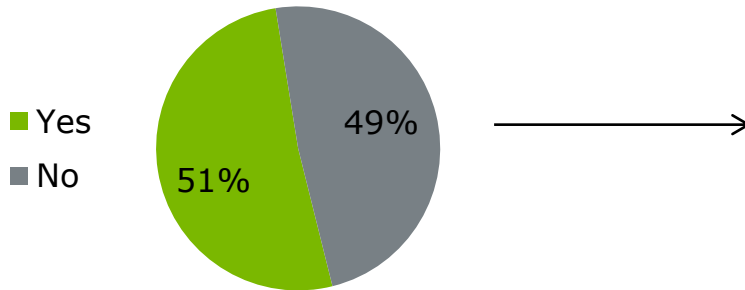
HA-owner, n=450





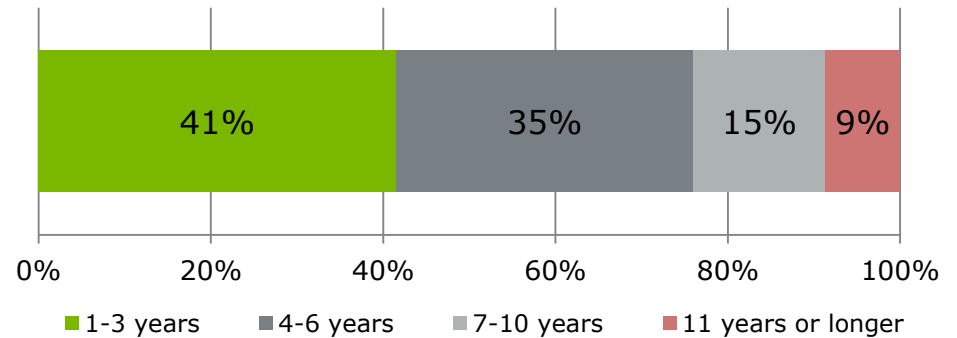
51% are first time hearing aid users – non first time users kept their hearing aids for 5 years on average

Current HAs = first HAs?



HA-owner, n=450

How many years did you own your previous HAs?



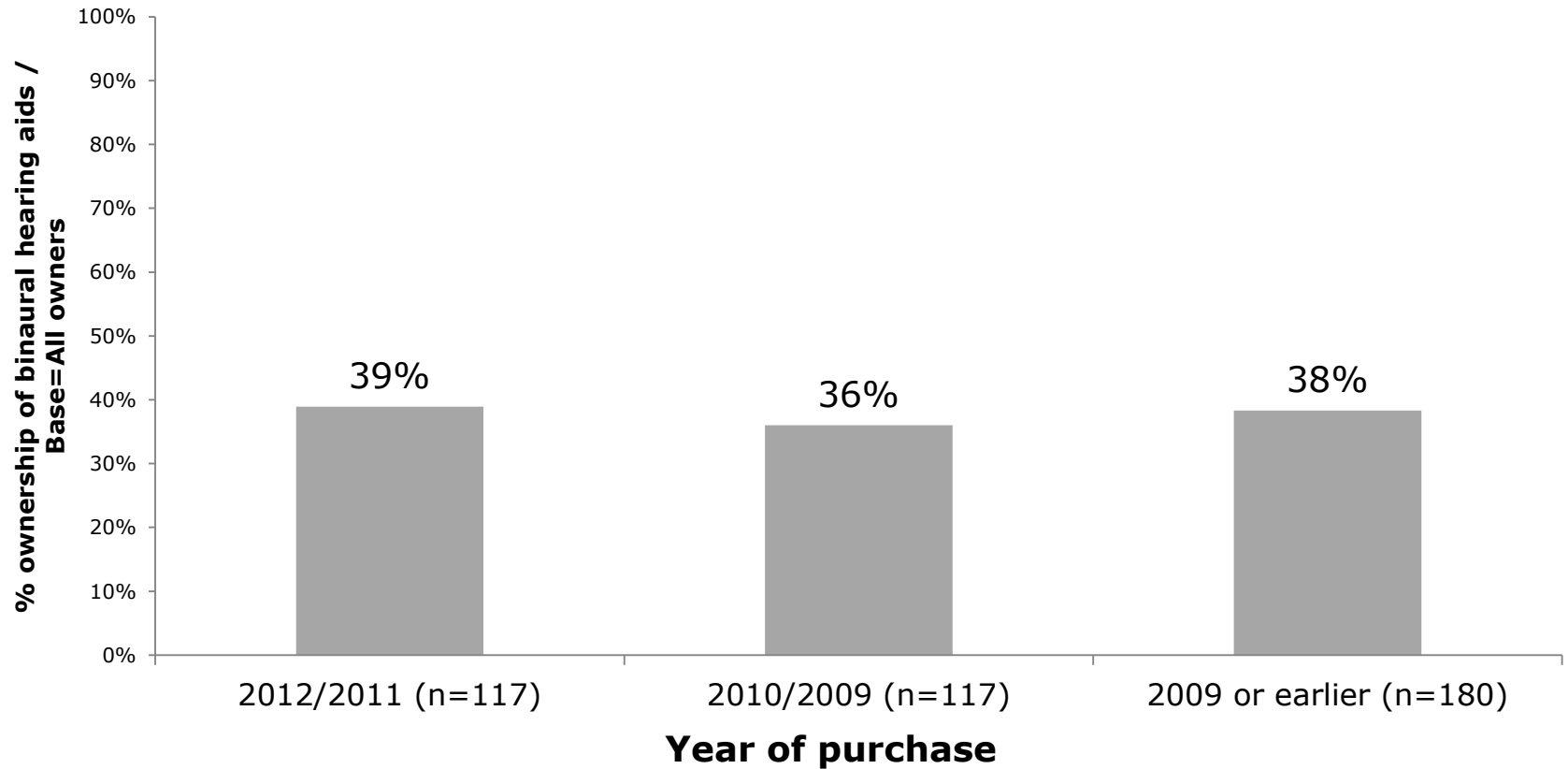
Base: n=197

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





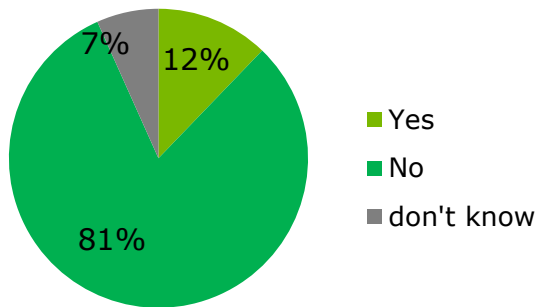
Binaural treatment by purchase date





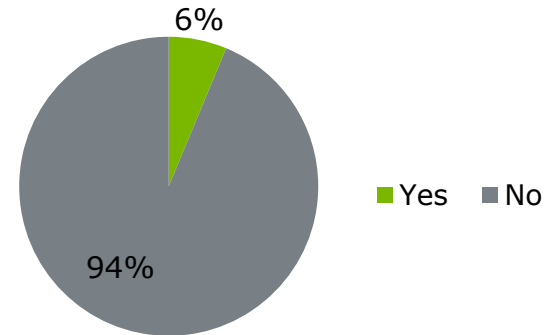
12% received some kind of reimbursement from the government. Information deficit non-owners: Only 6% know whether government would pay

Owners: Was any part or all of your hearing aid(s) paid by the government?



HA-owner, n=450

Non-owners: Do you know the system of supplying hearing aid(s) by government ?



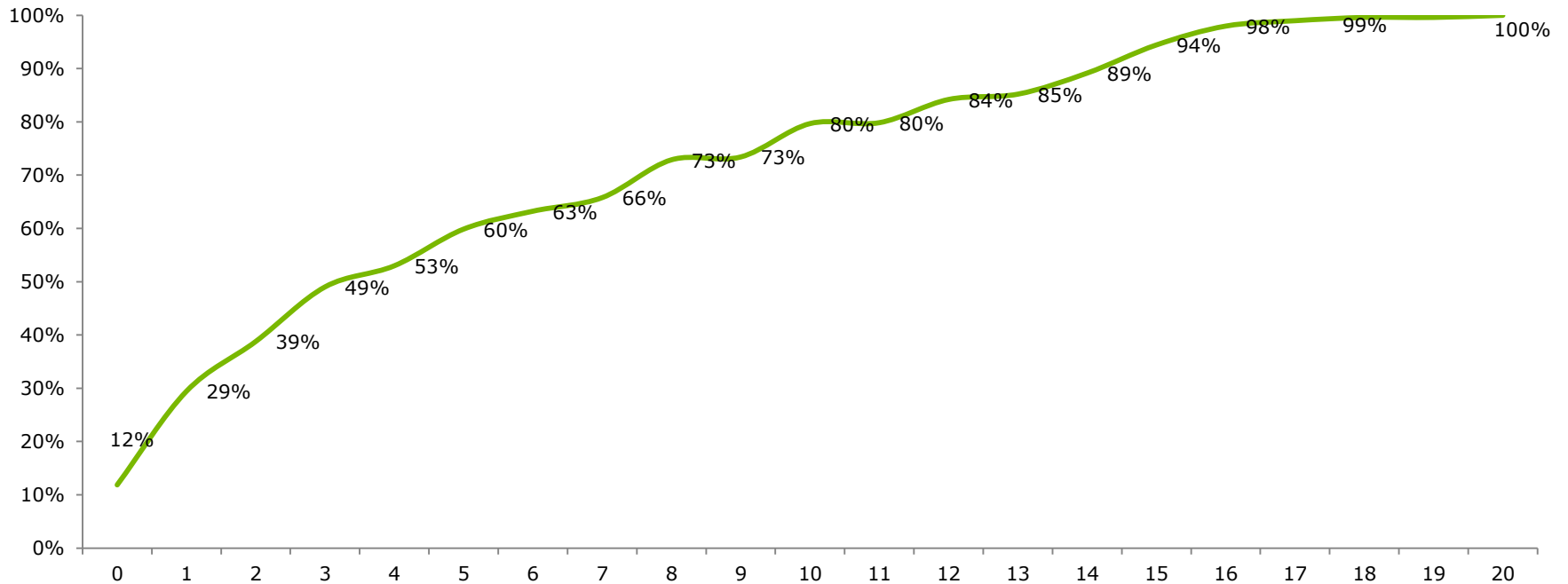
HA-non-owners, n=898





On average, hearing aids are worn 5.7 hours a day

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



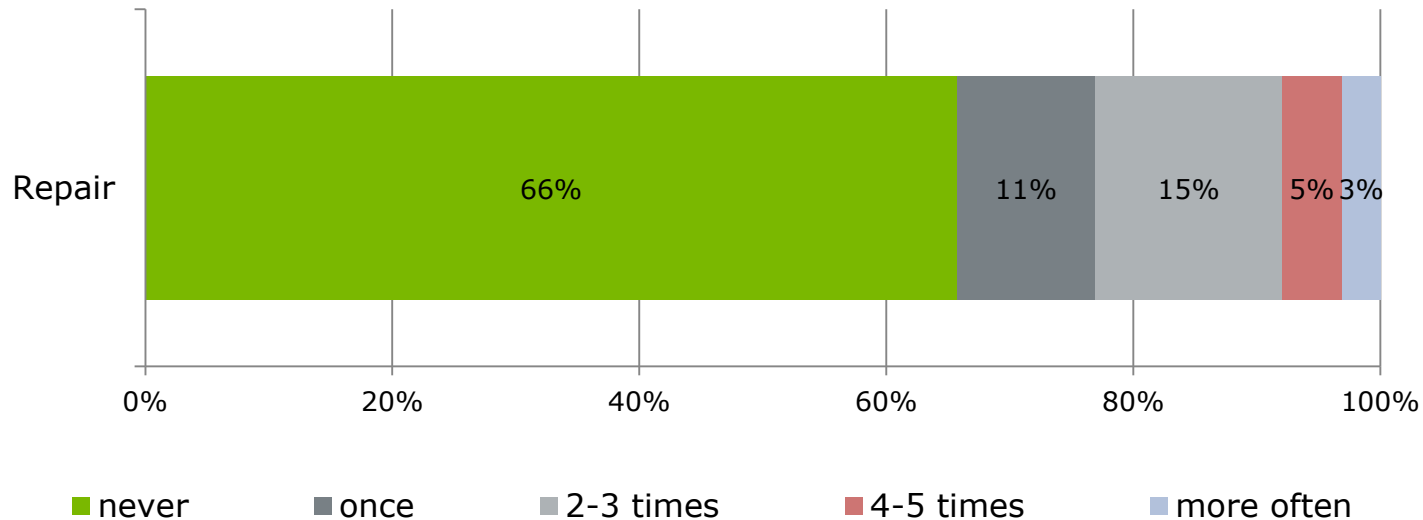
**HA worn:
Mean: 5.7 hours/day**

HA-owner, n=450



77% of the currently owned hearing aids 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, n=450



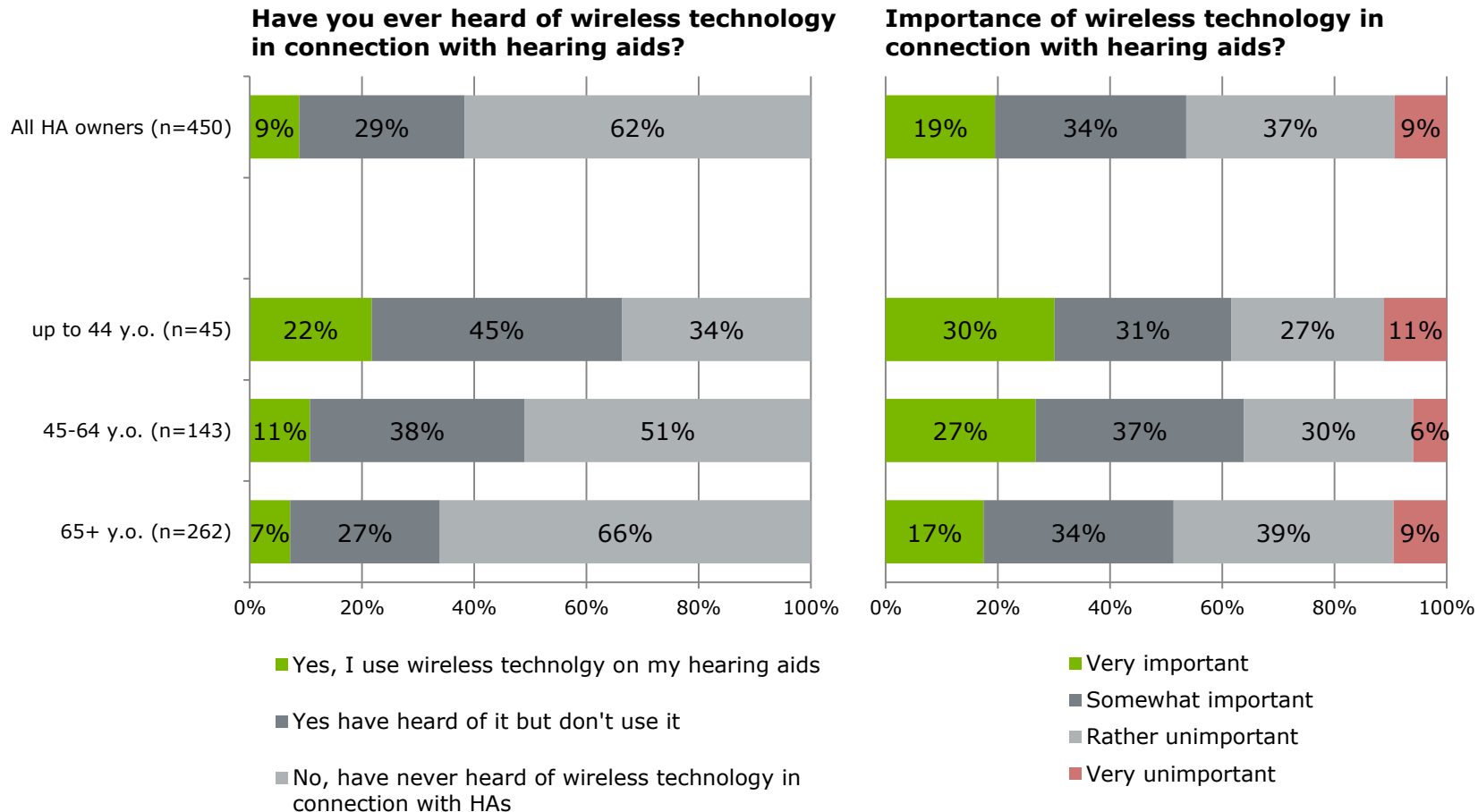


Awareness and importance of wireless technology



Only one out of ten hearing aid owners uses wireless technology

Wireless Technology

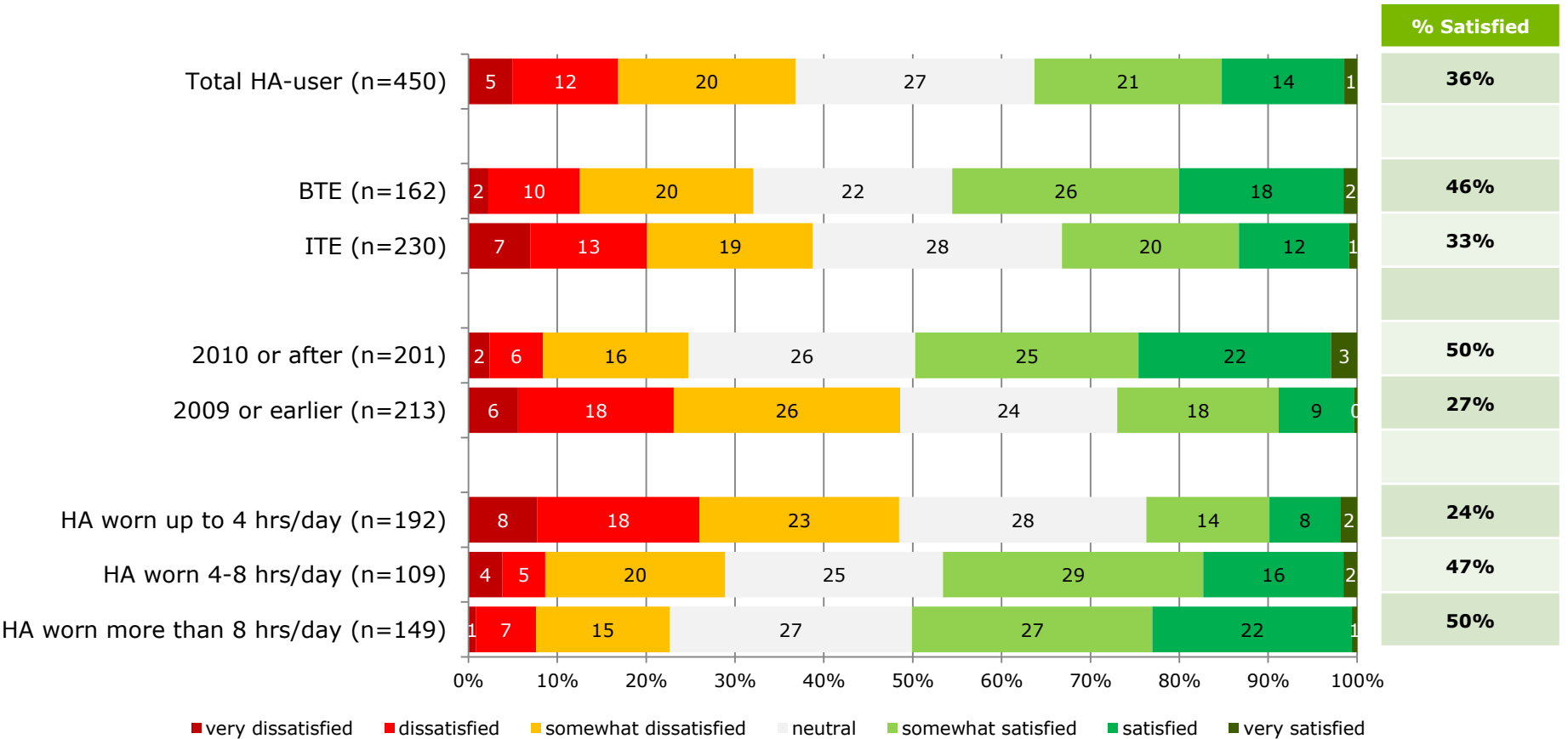




Satisfaction with hearing aids and drivers

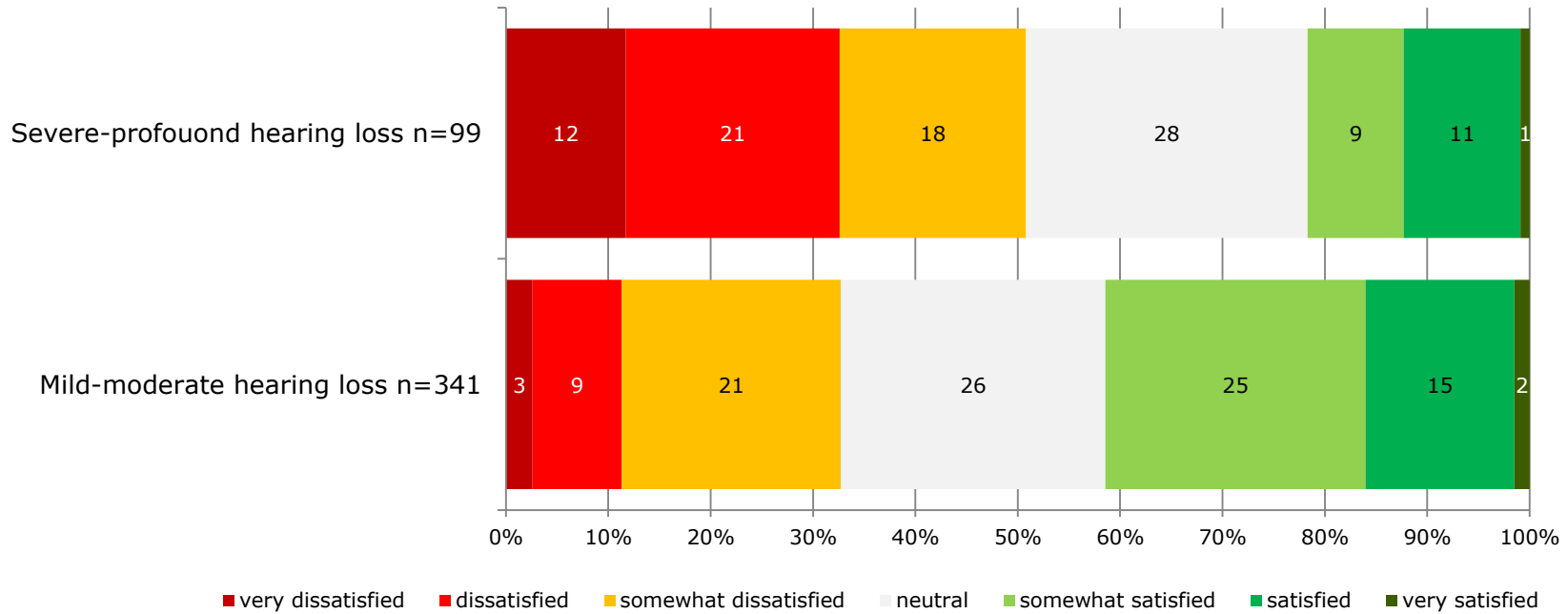


Overall satisfaction with hearing aids: Highest satisfaction for the following groups: BTEs, purchased 2010 or after, worn more than 8 hrs/day



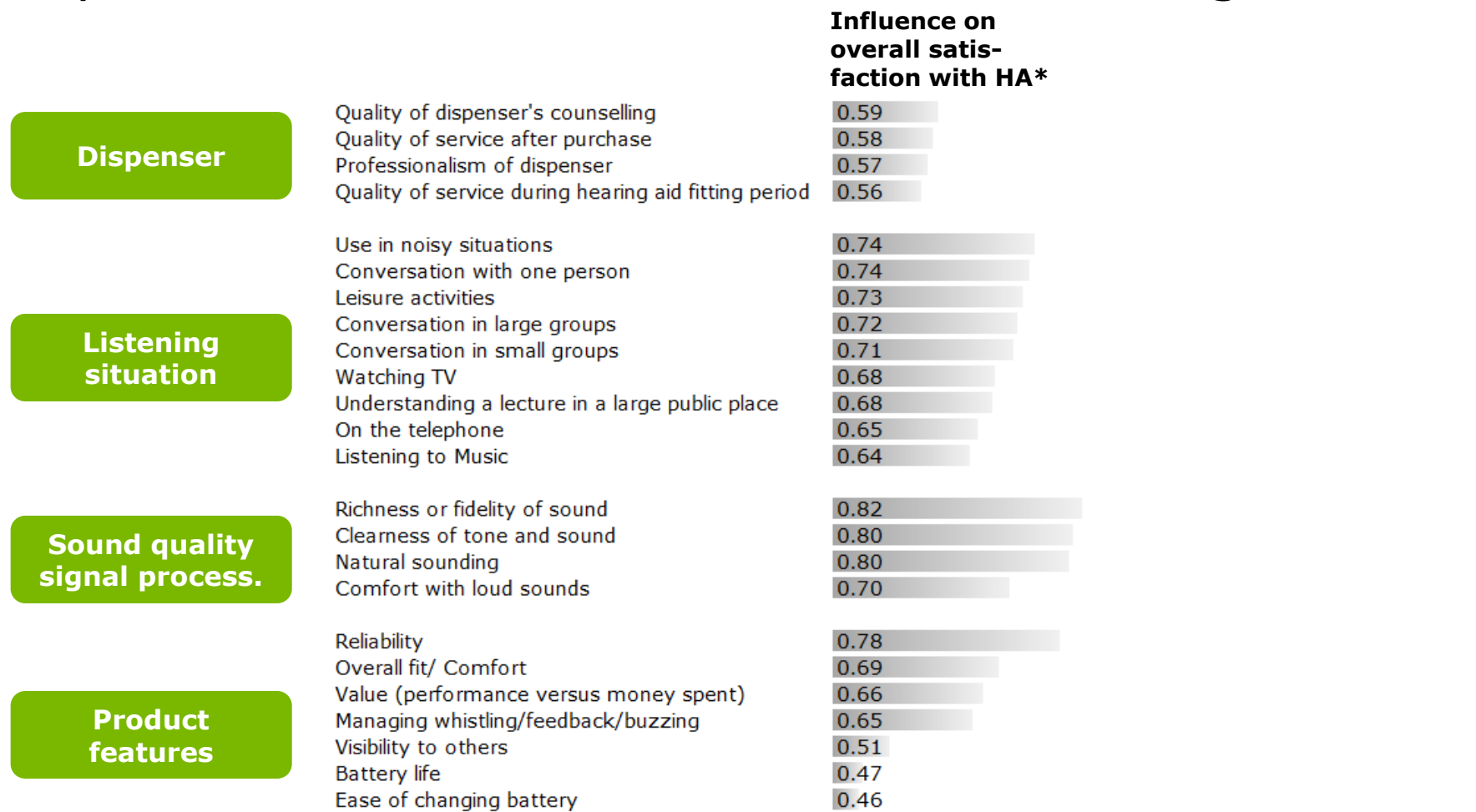


Overall satisfaction is lower for people with more severe hearing loss





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



*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.



Satisfaction with current hearing aids

Dispenser

- Quality of service during hearing aid fitting period
- Quality of service after purchase
- Quality of dispenser's counseling
- Professionalism of dispenser

Listening situation

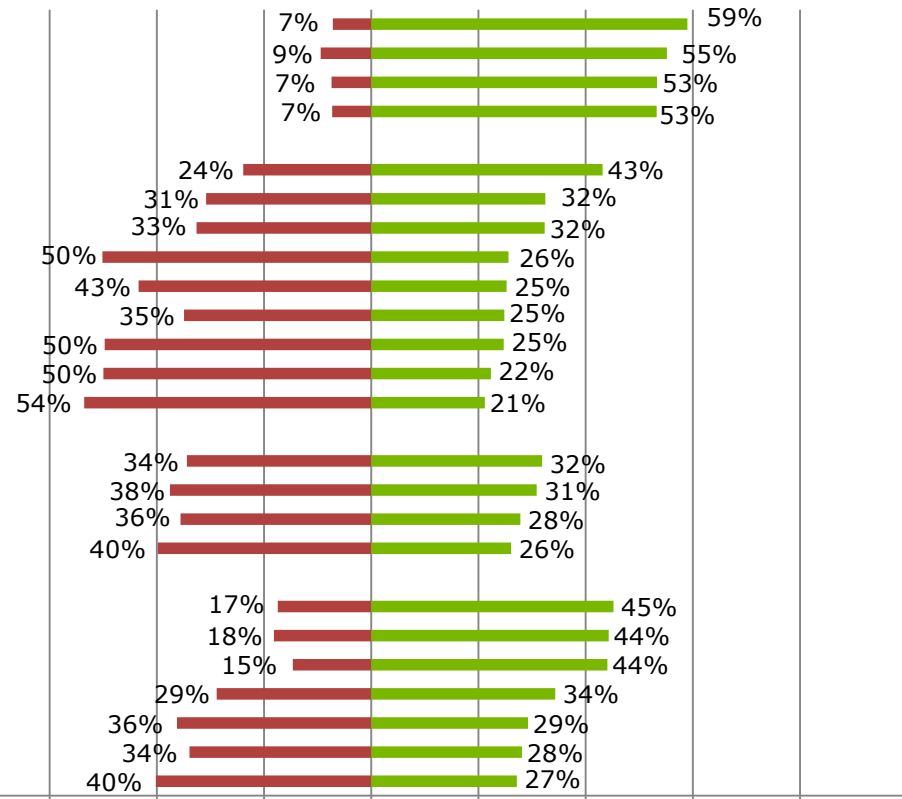
- Conversation with one person
- Conversation in small groups
- Watching TV
- Use in noisy situations
- On the telephone
- Listening to Music
- Conversation in large groups
- Leisure activities
- Understanding a lecture in a large public place

Sound quality signal process.

- Comfort with loud sounds
- Clearness of tone and sound
- Natural sounding
- Richness or fidelity of sound

Product features

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



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

■ dissatisfied ■ satisfied

HA-owner, n=450

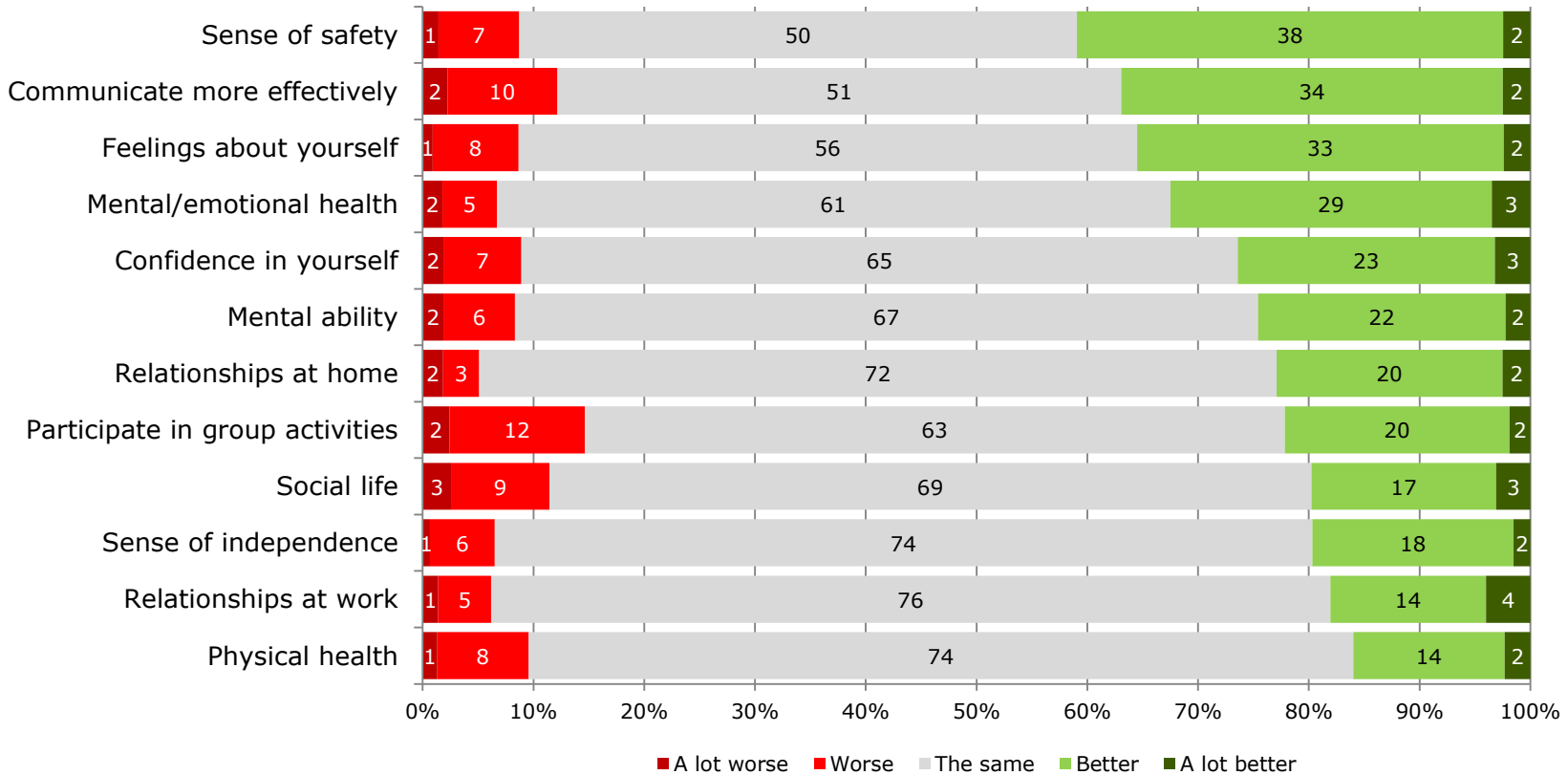




Positive impact of hearing aids



Significant positive impact of hearing aids on different aspects – especially sense of safety, communication effectiveness and feelings about yourself have improved



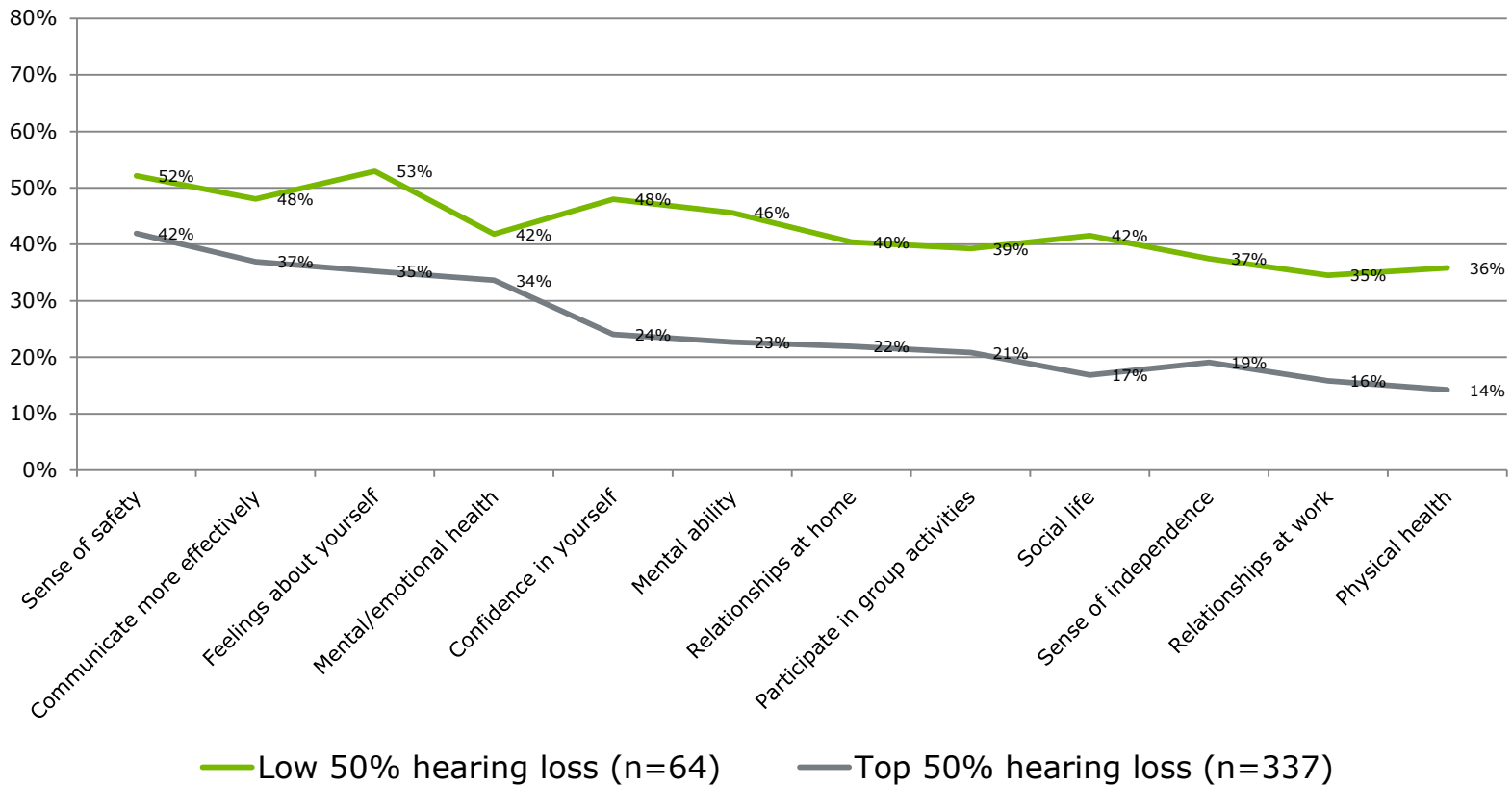
HA-owner, n=450





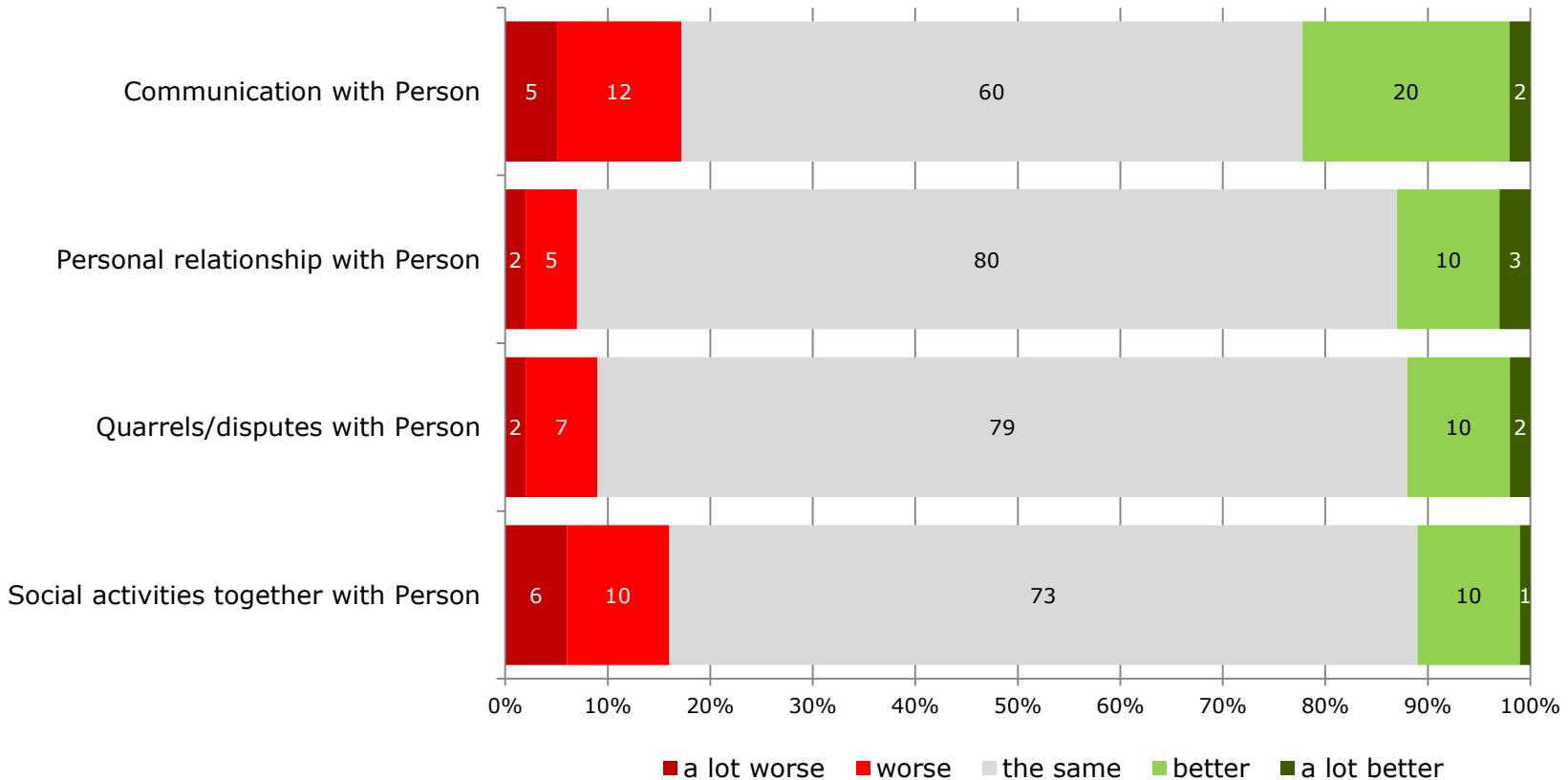
Impact of hearing aids is perceived more positive by patients with a Low 50% hearing loss in all aspects

% of HA owners feeling better/a lot better



For the significant others, the situation has not significantly improved since the person in household/parent is wearing hearing aids

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



Someone in HH / parent have HA, n=215





4. Analysis of hearing impaired non-owners





Reasons for not having a hearing aid





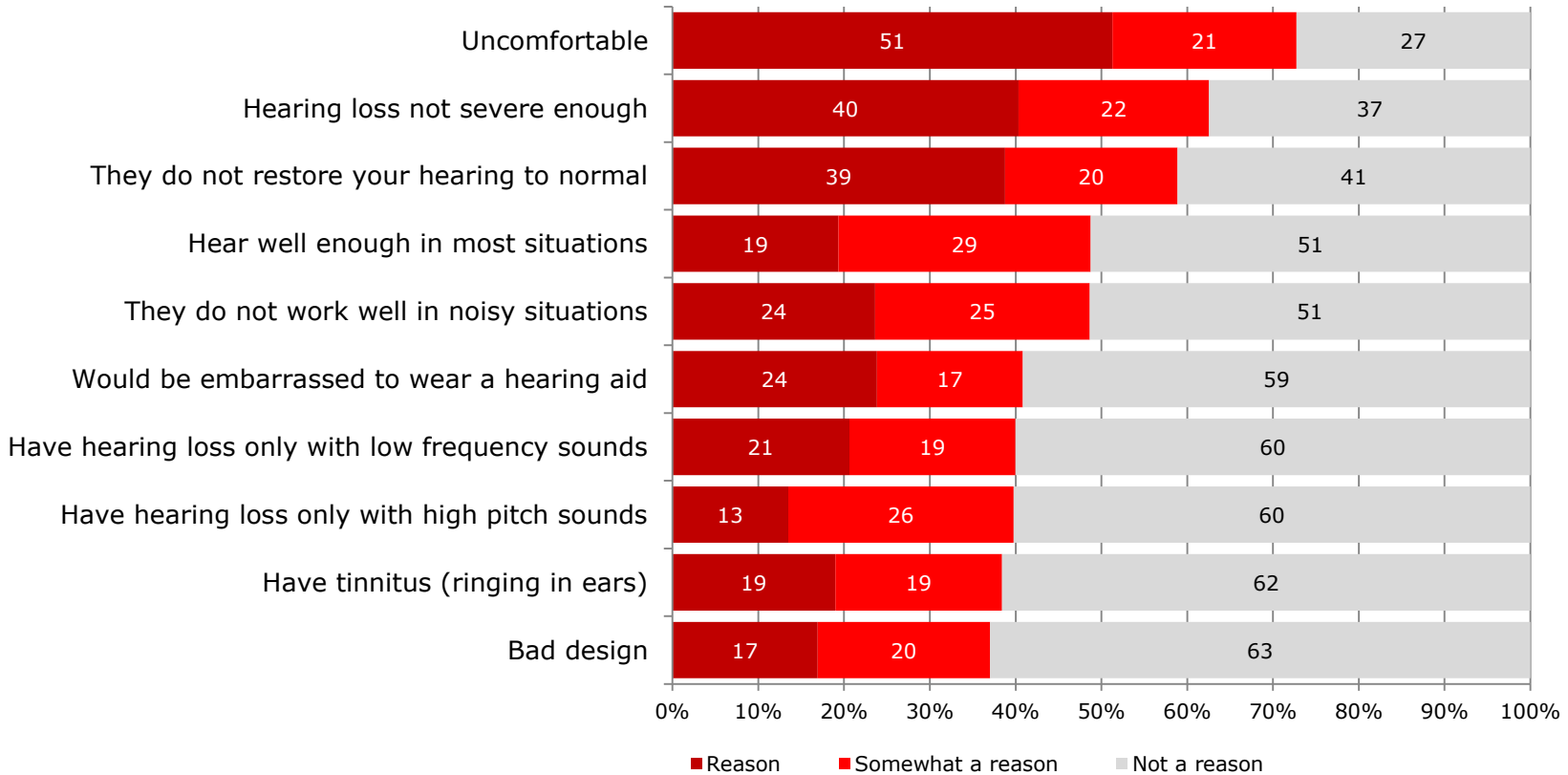
To analyse reasons of non-adoption we look at the Top 50% HL group, as the structure of hearing loss is more similar to that of hearing aid owners

Hearing loss characteristics: Owners compared to non-owners

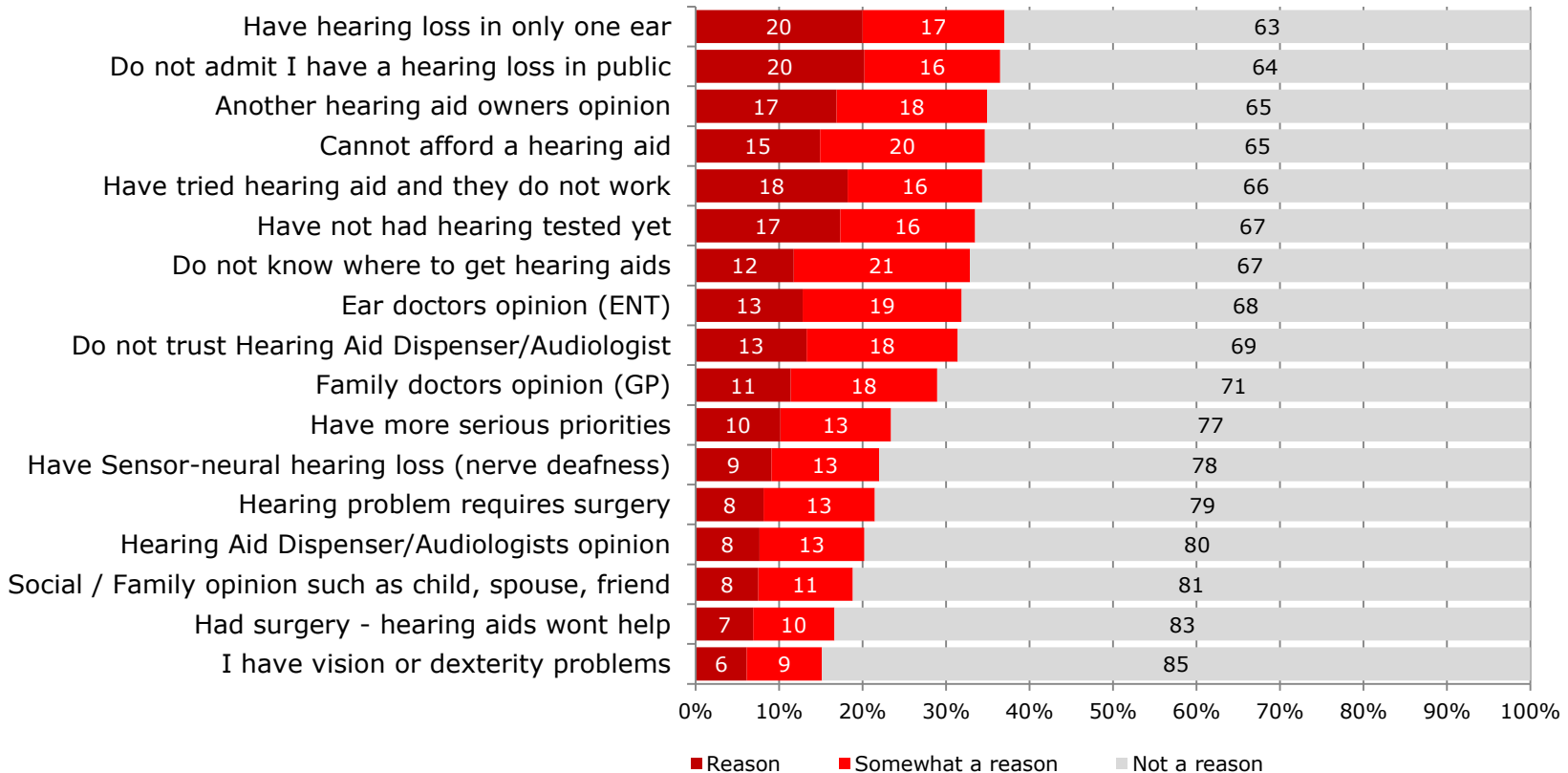
	% HA Owner (n=450)	%HA-Non-owner Low 50% HL	%HA-Non-owner Top 50% HL
Ears impaired			
Unilateral loss	24%	46%	31%
Bilateral loss	76%	54%	69%
Perceived loss		More similar hearing loss-structure	
Mild	17%	52%	17%
Moderate	56%	47%	70%
Severe	24%	1%	8%
Profound	3%	0%	4%



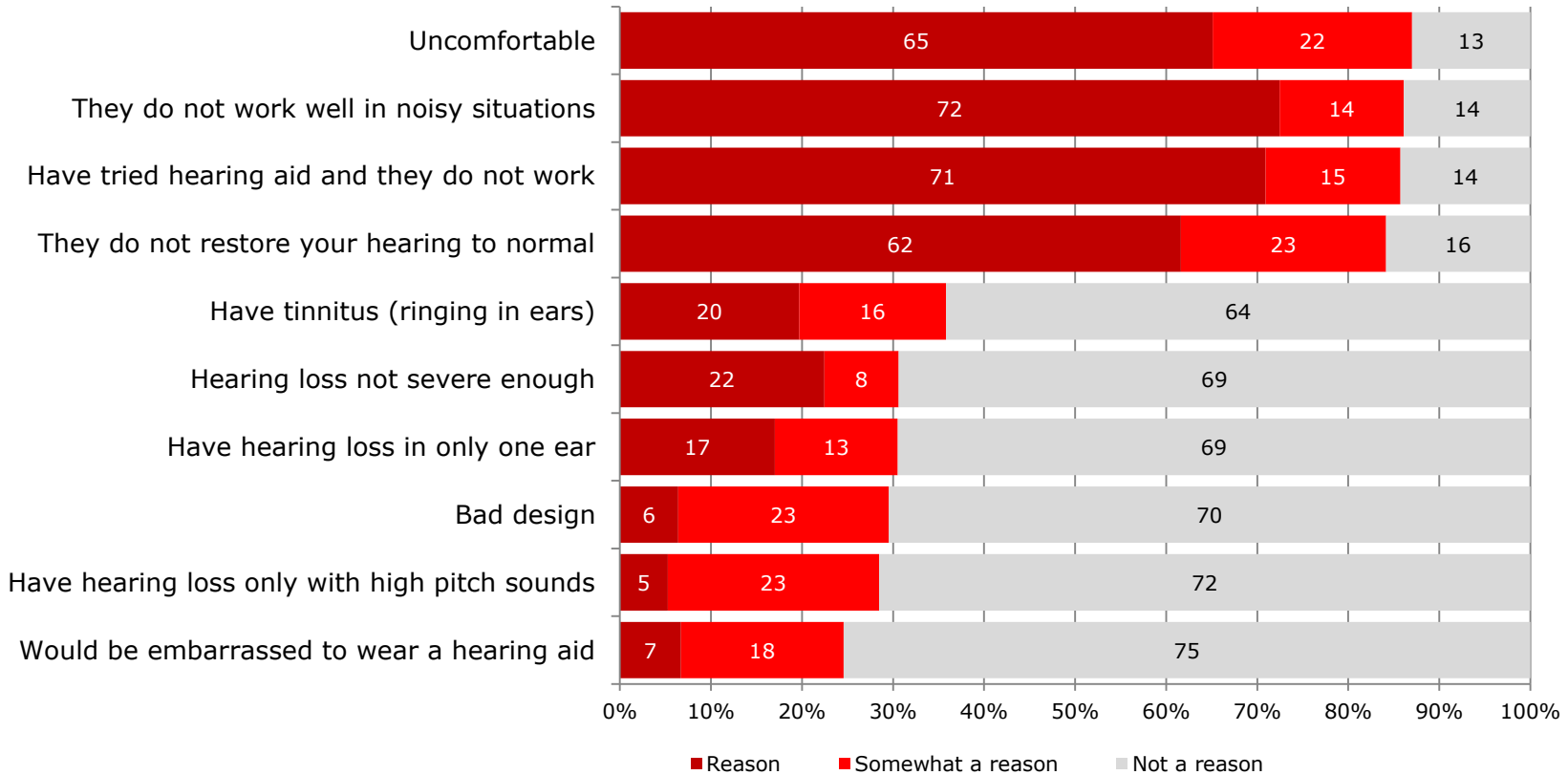
Top 10 reasons for not having a hearing aid (I/II)



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



Top 10 reasons for hearing aid owners NOT using them



Owners who don't use, n=47





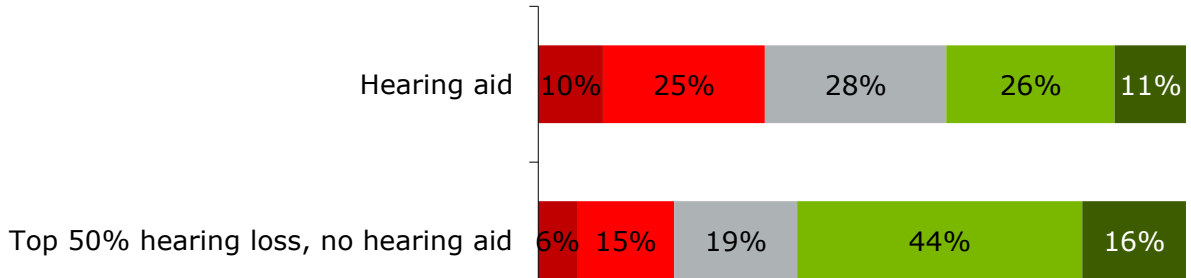
Negative impact of hearing loss



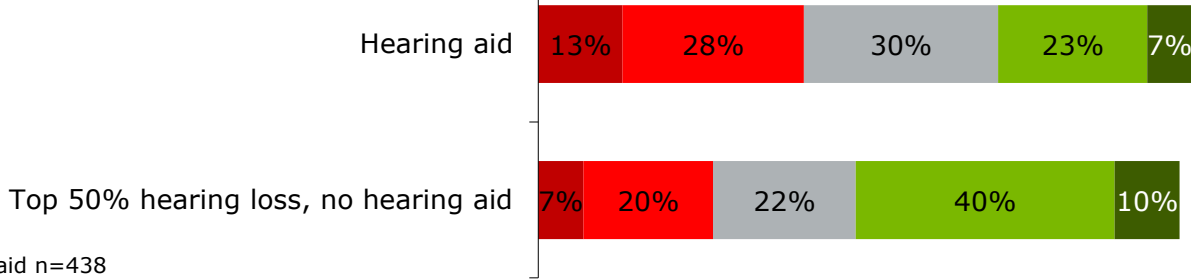
Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss*), hearing aid owners feel less exhausted in the evenings

■ 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 : Top 50% n=195/ hearing aid n=438

*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).



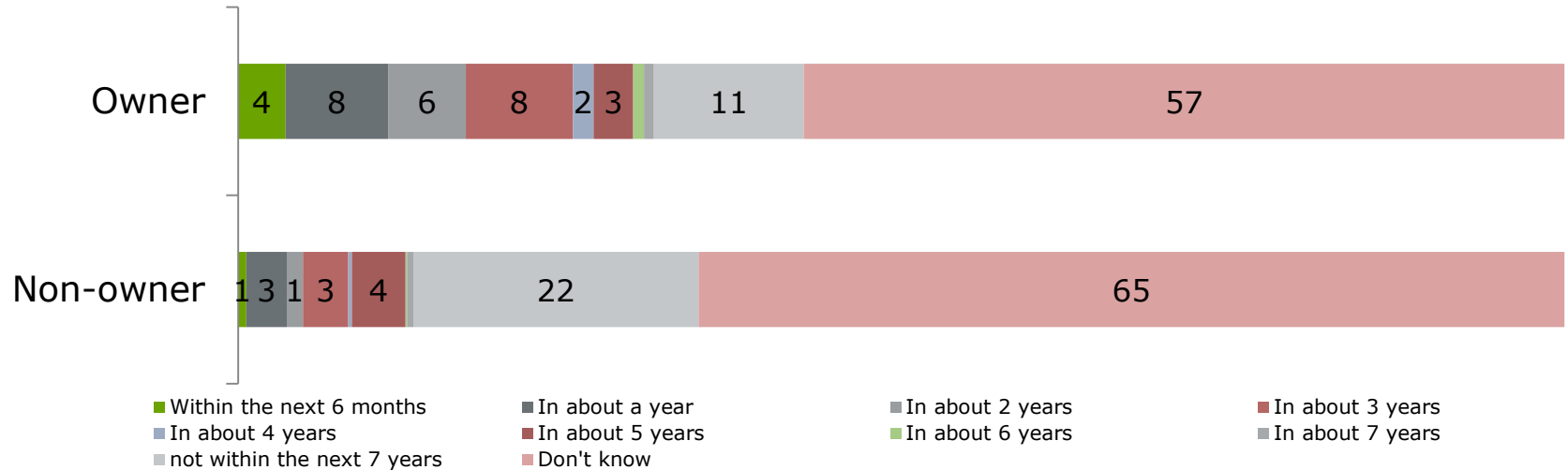


Buying intentions

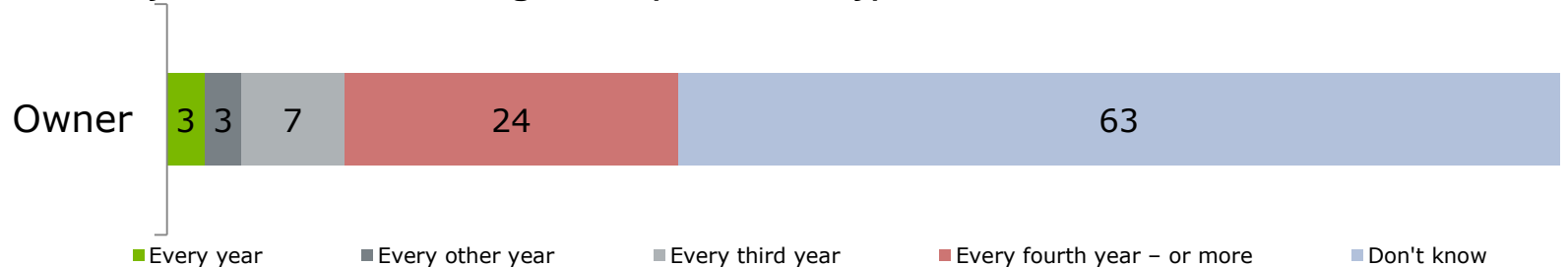


4% of non-owners intend to get a hearing aid within the next year. Re-buying intention is higher than first-buying intention

Buying intention hearing impaired in %



How often do you need new hearing aids? (owners only)

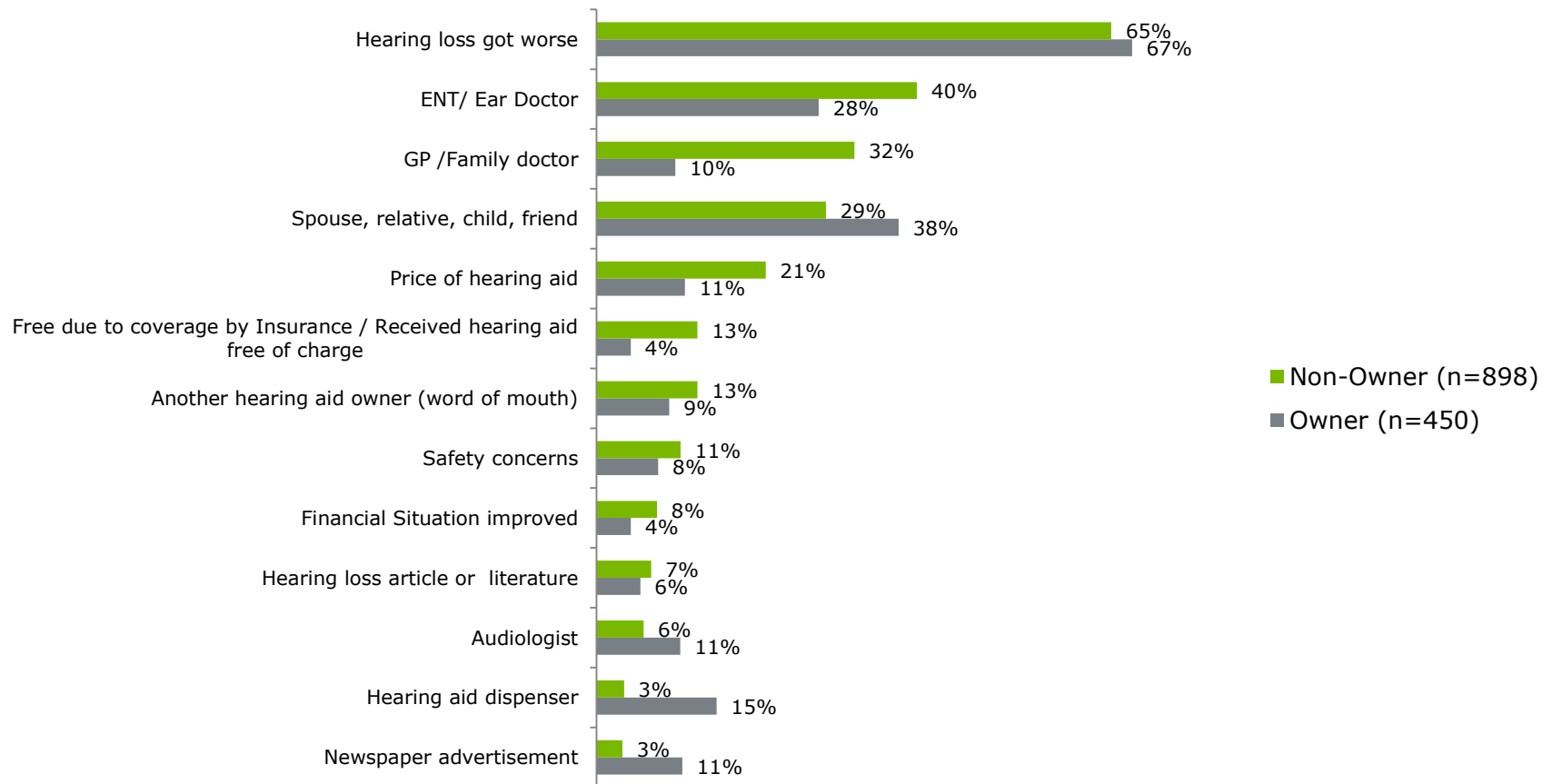




The most important influencing factors to get hearing aids are worsening hearing loss, ENT and significant others plus GP for the non-owners

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

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





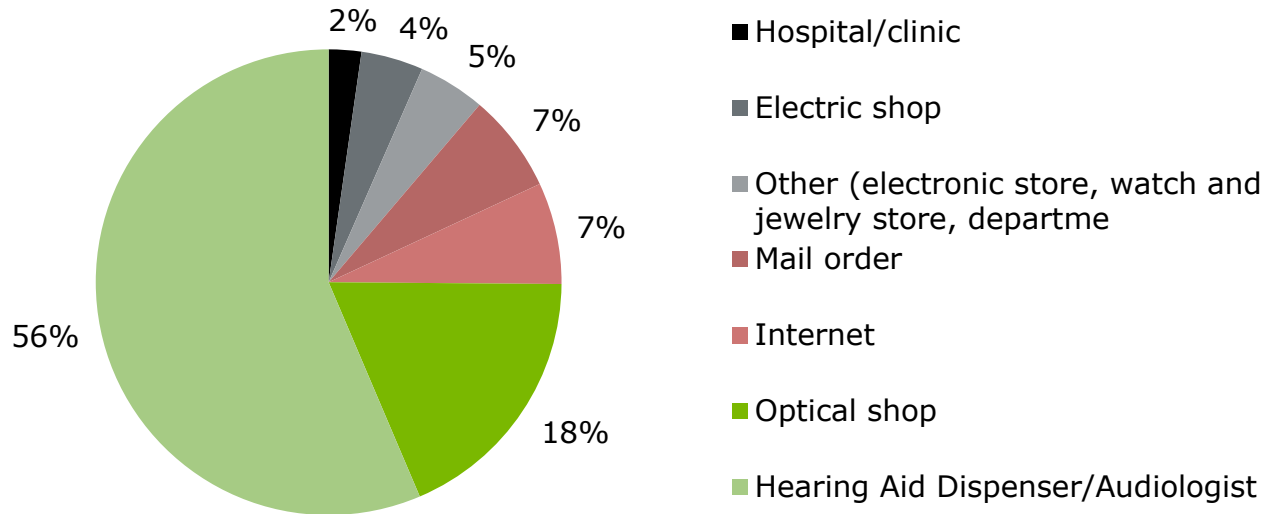
5. Additional JapanTrak questions





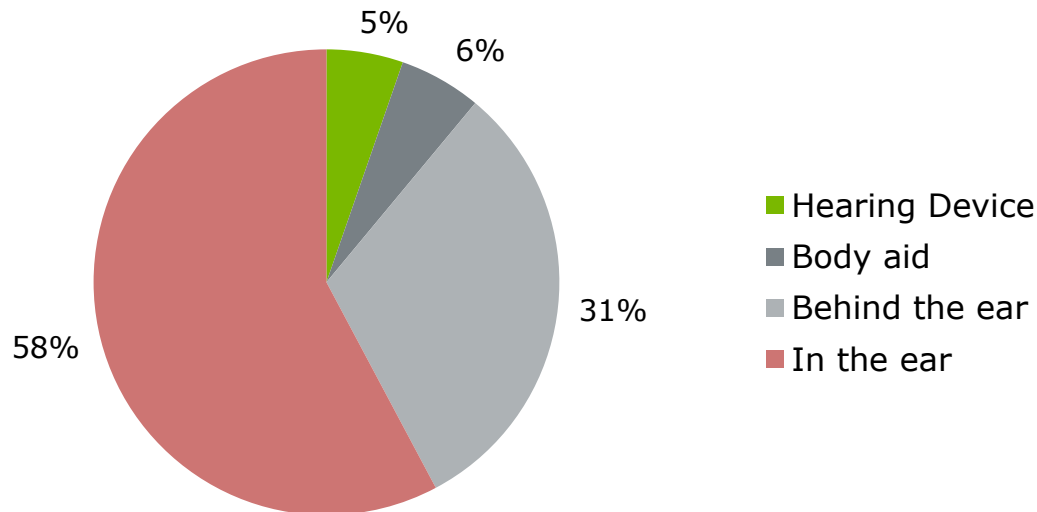
18% of hearing aid owners purchased the hearing aid in an optical shop; 14% by mail order or online

Where was your most current hearing aid purchased?



58% of hearing aid owners have ITE hearing aid(s)

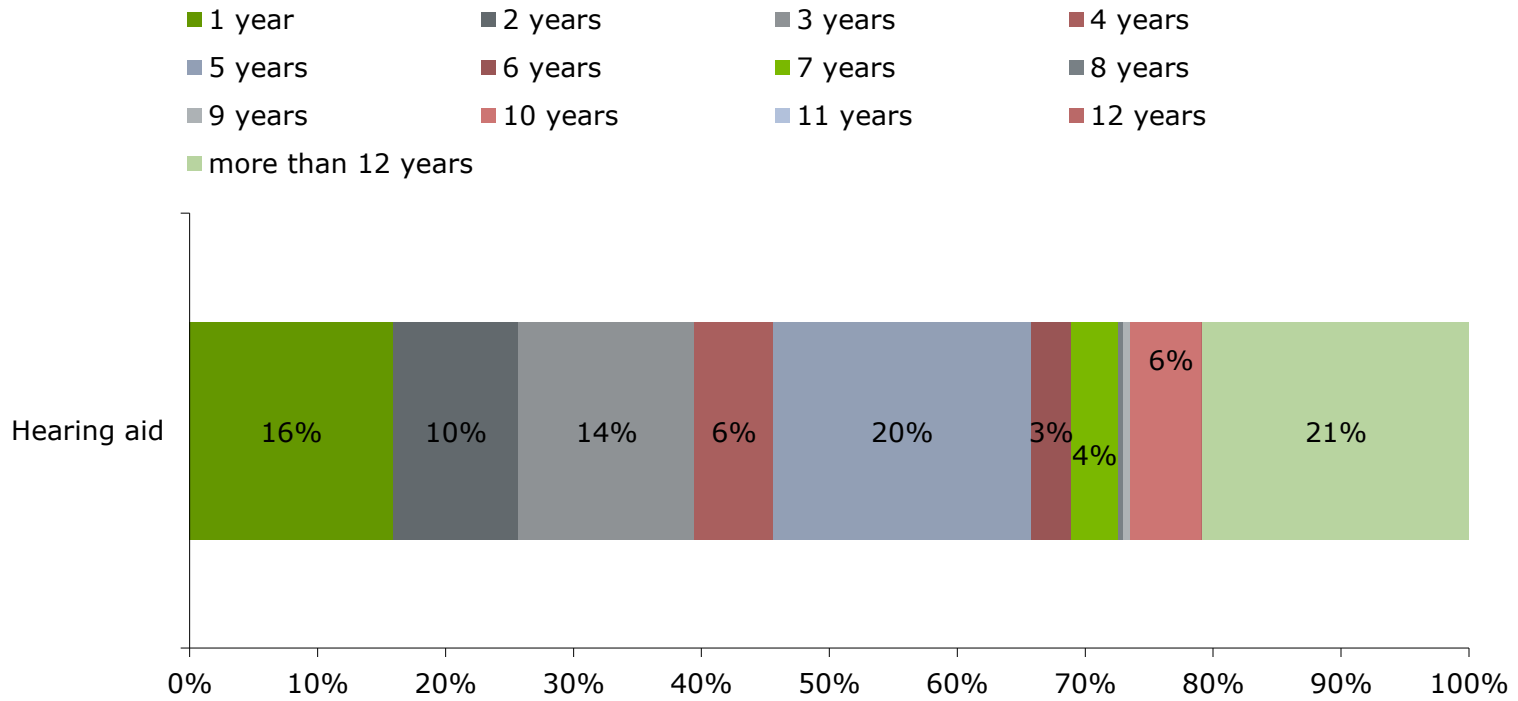
What type of hearing aid do you own ? Consider you most recent purchase.





People with hearing aids: About 5 years have passed since they became aware of the hearing loss until they got a hearing aid

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



Median: 5 years

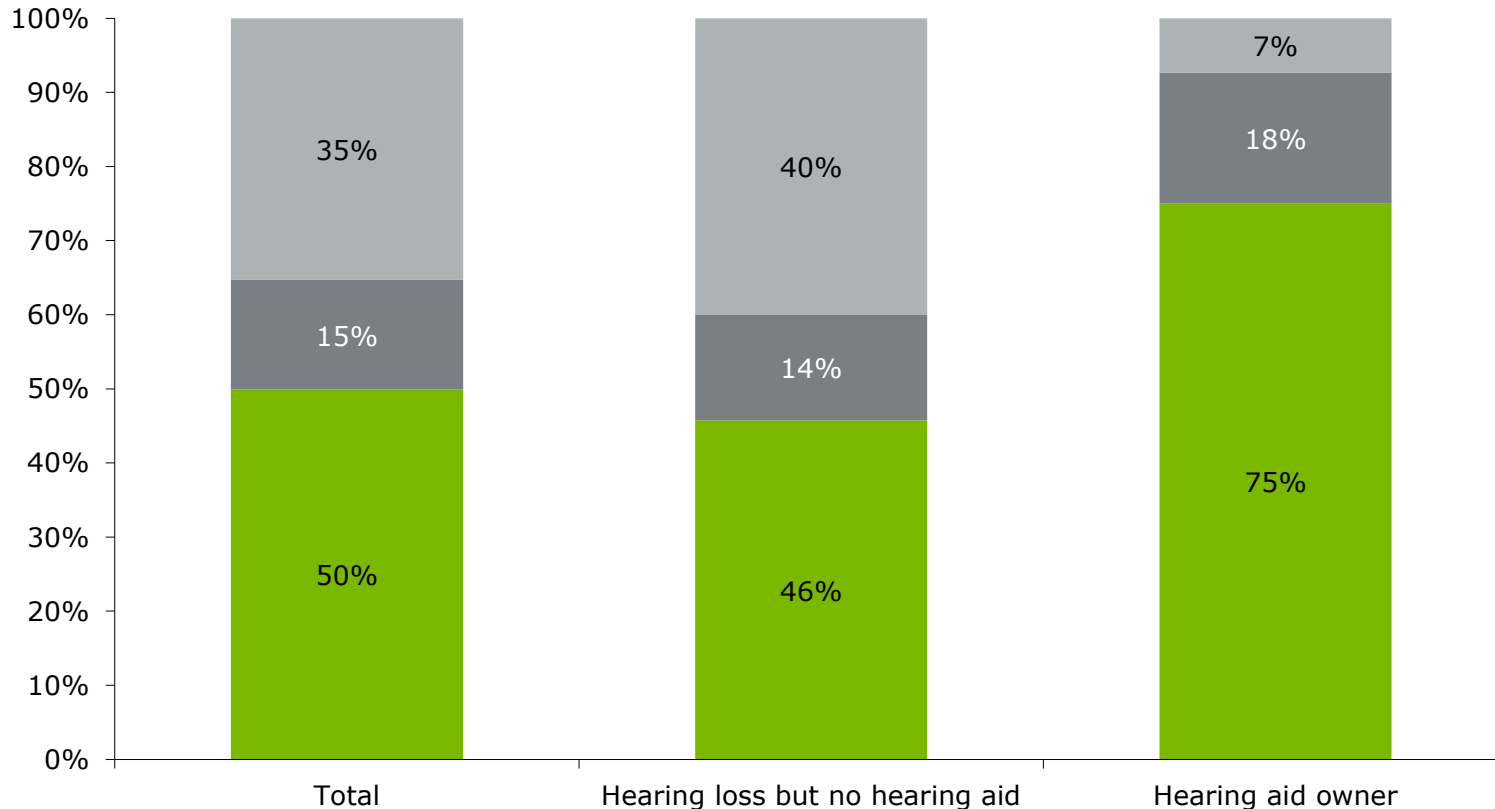




Half of the people with hearing loss are aware of any hearing aid shop in the area where they live

In the area where you live, are you aware of any hearing aid shop?

Yes No Don't know



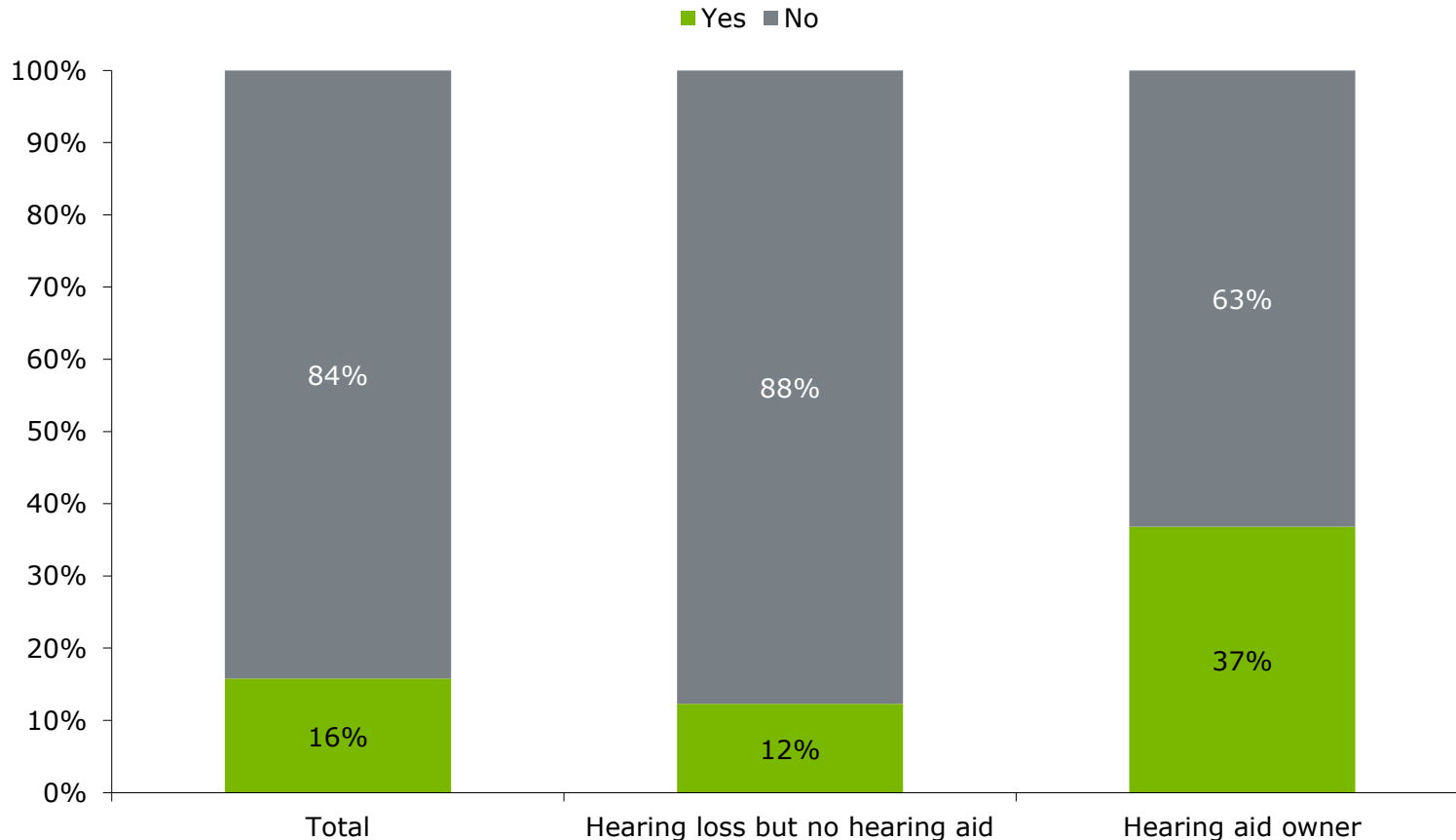
Unweighted Sample Size = 1347





16% of the hearing impaired know the expression "Nintei - Hocyouki - Ginou - Sha" ("certified hearing aid worker")

Do you know, what the following expressions mean? Nintei - Hocyouki - Ginou - Sha



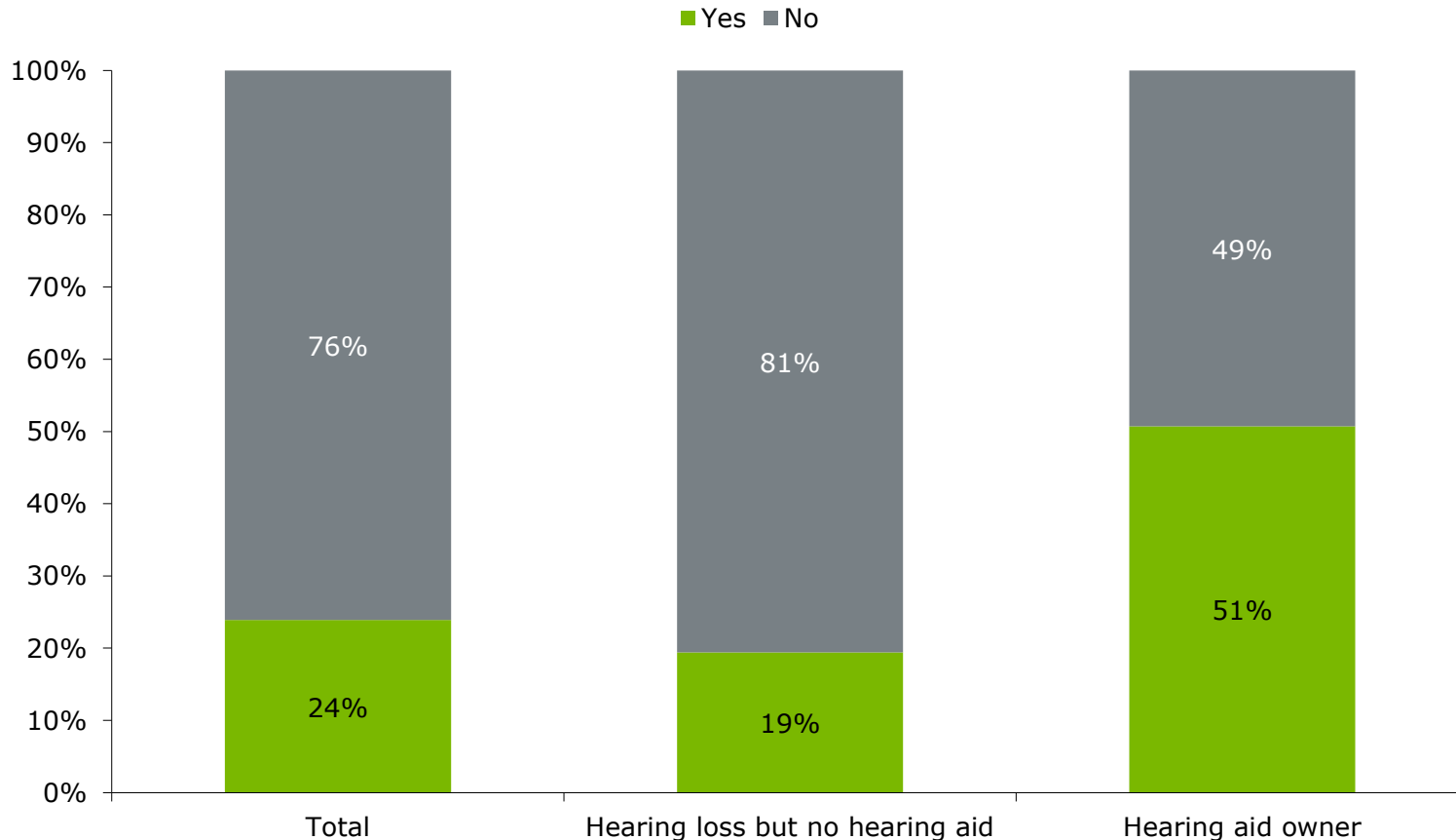
Unweighted Sample Size = 1339





24% of the hearing impaired know the expression "Nintei - Hocyouki - Senmon - Ten" ("certified hearing aid shop")

Do you know, what the following expressions mean? Nintei - Hocyouki - Senmon - Ten



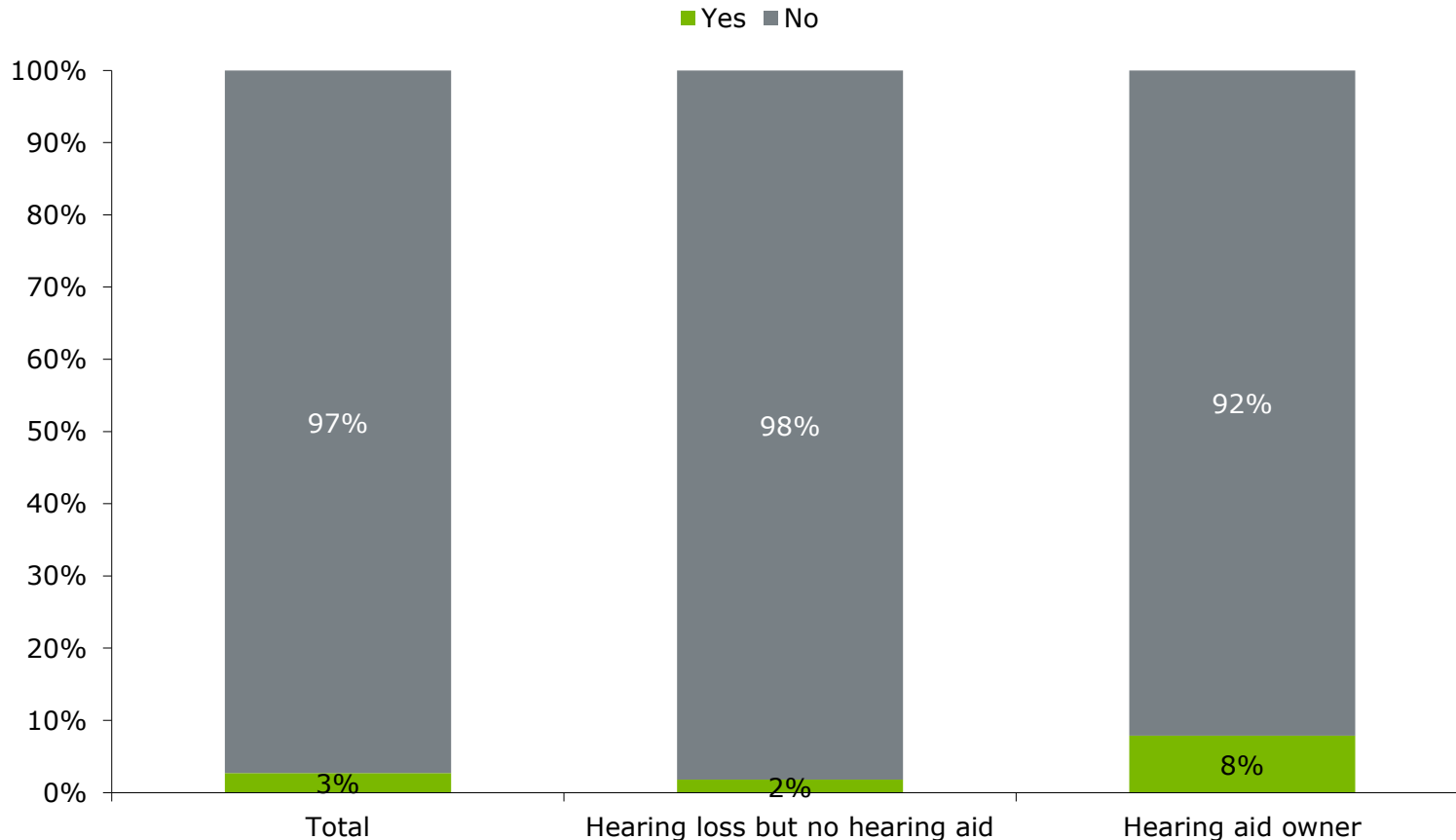
Unweighted Sample Size = 1339





Only 3% of the hearing impaired know the expression “Techno-aid-kyoukai” (“association technical aids”)

Do you know, what the following expressions mean? Techno-aid-kyoukai



Unweighted Sample Size = 1335





Stefan Ruf lic. rer. pol.

Anovum GmbH
Sumatrastrasse 25
CH-8006 Zürich

Telefon +41 (0)44 576 76 77
Mobil +41 (0)78 717 88 01
Email stefan.ruf@anovum.com

www.anovum.com



Christian Egger lic. phil.

Anovum GmbH
Sumatrastrasse 25
CH-8006 Zürich

Telefon +41 (0)44 576 76 78
Mobil +41 (0)76 318 57 51
E-Mail christian.egger@anovum.com

www.anovum.com



EHIMA
European Hearing Instrument
Manufacturers Association



EHIMA
European Hearing Instrument
Manufacturers Association

EHIMA

Soeren Hougaard

EHIMA secretary general

Phone: (+45) 4045 7135

Email: sh@ehima.com





APPENDIX





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	7305	10.3%	14.5%	48.9%	45.6%	46.9%
Female	7731	11.5%	13.9%	51.1%	54.4%	53.1%
Age recoded						
1 - 14	2030	0.6%	28.7%	15.1%	0.6%	1.6%
15 - 24	1468	3.5%	5.8%	10.6%	3.4%	1.3%
25 - 34	1778	2.6%	17.9%	12.9%	2.7%	3.6%
35 - 44	2166	3.6%	8.5%	15.6%	5.0%	2.8%
45 - 54	1839	6.6%	2.9%	12.8%	8.3%	1.5%
55 - 64	2165	10.8%	8.0%	14.4%	15.2%	8.0%
65 - 74	1816	18.0%	9.3%	11.1%	21.0%	13.1%
74+	1774	43.7%	20.4%	7.5%	43.6%	68.1%
Type of household						
single household	1136	17.7%	16.3%	7.0%	11.9%	14.1%
Couple, no kids	2906	14.9%	13.3%	18.5%	26.6%	24.8%
Couple with kid(s)	7231	5.7%	10.3%	50.9%	26.1%	18.3%
Single mom/dad with kid(s)	1927	14.1%	13.7%	12.4%	16.6%	16.0%
Retirement home, hospital etc.	153	55.1%	14.6%	0.5%	5.1%	5.3%
Other	1677	14.4%	20.7%	10.7%	13.6%	21.5%



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	5409	15.7%	13.1%	34.3%	55.1%	50.3%
The spouse of the head of the household	3719	9.5%	10.8%	25.3%	23.4%	17.1%
Daughter/son of head of household	4641	1.7%	16.2%	34.3%	5.0%	5.8%
Parent of the head of the household	618	36.4%	20.1%	3.0%	13.4%	20.4%
Other person	484	11.5%	25.2%	3.2%	3.1%	6.3%
Employment						
Full time employed	4748	6.3%	7.8%	39.4%	19.6%	10.2%
Part time employed	1715	7.5%	8.9%	14.1%	8.3%	5.0%
Unemployed / not working	2802	13.3%	14.6%	21.5%	22.6%	23.7%
Retired under a disability pension scheme (fully or partly)	2155	30.8%	17.9%	13.2%	38.8%	52.0%
Early retired under an early retirement benefit scheme	83	18.4%	18.0%	0.6%	0.9%	1.2%
Retired (at the official retirement age)	531	23.5%	12.0%	3.6%	7.8%	6.5%
Student / pupil / in training	879	3.4%	10.0%	7.5%	1.9%	1.3%
Education						
a middle school	1102	24.9%	16.7%	7.3%	16.2%	20.0%
a high school	4462	13.1%	12.9%	34.4%	36.2%	32.8%
a vocational (technical) school	1149	8.5%	12.7%	9.3%	6.0%	5.4%
a junior college	1014	7.7%	13.4%	8.3%	4.8%	4.6%
a university	3612	9.2%	10.2%	29.1%	21.1%	14.8%
a graduate school	389	8.9%	9.4%	3.1%	2.2%	1.4%
Other	424	28.2%	20.7%	2.7%	6.7%	10.8%
Prefer not to say	765	15.1%	20.4%	5.8%	6.6%	10.3%

