Hearing Aids improve Hearing
- and a LOT more

Trends derived from the EuroTrak databases
2009 - 2015

May, 2016
EuroTrak

- Initiated by EHIMA in 2009
- Questionnaire designed to be compatible with U.S. MarkeTrak to secure cross continent comparisons
- On-line survey method
  - Surveys mailed to online panel members. Samples balanced, based on census information with respect to age, gender and region
- Focus on hearing status and hearing aid usage
  - Self assessment
- Issued in parallel in England, Germany and France
- Repeated every 3 years to generate trends over time
### Status 2015

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Germany</td>
<td>✓</td>
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<td>France</td>
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<tr>
<td>UK</td>
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<td>Denmark</td>
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<td>Poland</td>
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<tr>
<td>Netherlands</td>
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</tbody>
</table>
Pooled data: Total sample sizes

**Representative sample (sample 1)**

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>UK</td>
<td>14,980</td>
<td>14,896</td>
<td>14,473</td>
<td>44,349</td>
</tr>
<tr>
<td>Germany</td>
<td>14,183</td>
<td>13,922</td>
<td>13,775</td>
<td>41,880</td>
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<tr>
<td>France</td>
<td>15,545</td>
<td>15,430</td>
<td>14,824</td>
<td>45,799</td>
</tr>
<tr>
<td>Total</td>
<td>44,708</td>
<td>44,248</td>
<td>43,072</td>
<td>132,028</td>
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</tbody>
</table>
### Pooled data: Hearing impaired sample sizes

#### Hearing impaired (sample 2)

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>HA owners</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>513</td>
<td>501</td>
<td>605</td>
<td>1,619</td>
</tr>
<tr>
<td>Germany</td>
<td>503</td>
<td>500</td>
<td>505</td>
<td>1,508</td>
</tr>
<tr>
<td>France</td>
<td>501</td>
<td>502</td>
<td>501</td>
<td>1,504</td>
</tr>
<tr>
<td><strong>Impaired non-owners</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>822</td>
<td>795</td>
<td>720</td>
<td>2,337</td>
</tr>
<tr>
<td>Germany</td>
<td>805</td>
<td>864</td>
<td>799</td>
<td>2,468</td>
</tr>
<tr>
<td>France</td>
<td>803</td>
<td>809</td>
<td>819</td>
<td>2,431</td>
</tr>
<tr>
<td><strong>HA owners</strong></td>
<td><strong>Total</strong></td>
<td><strong>1,517</strong></td>
<td><strong>1,503</strong></td>
<td><strong>4,631</strong></td>
</tr>
<tr>
<td><strong>Impaired non-owners</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,430</strong></td>
<td><strong>2,468</strong></td>
<td><strong>2,338</strong></td>
<td><strong>7,236</strong></td>
</tr>
<tr>
<td><strong>All impaired</strong></td>
<td><strong>Total</strong></td>
<td><strong>3,947</strong></td>
<td><strong>3,971</strong></td>
<td><strong>11,867</strong></td>
</tr>
</tbody>
</table>
Hearing loss prevalence remains stable

% hearing loss prevalence

- Female: 9.9%, Male: 12.1%
- <=14: 2.2%, 15-24: 4.3%
- 25-34: 6.4%, 35-44: 7.1%
- 45-54: 10.5%, 55-64: 14.8%
- 65-74: 35.6%, 74+: 36.6%

EuroTrak 2009
Base: 44,708

EuroTrak 2012
Base: 44,248

EuroTrak 2015
Base: 43,072

Total 18+: 13.1%, Total: 11.0%
Hearing aid adoption increases

% of hearing impaired

<table>
<thead>
<tr>
<th>Age Group</th>
<th>EuroTrak 2009 Base: 5,335</th>
<th>EuroTrak 2012 Base: 4,926</th>
<th>EuroTrak 2015 Base: 4,950</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;=44</td>
<td>25.7%</td>
<td>24.7%</td>
<td>24.7%</td>
</tr>
<tr>
<td>45-64</td>
<td>24.6%</td>
<td>24.9%</td>
<td>26.7%</td>
</tr>
<tr>
<td>65+</td>
<td>42.8%</td>
<td>45.1%</td>
<td>46.2%</td>
</tr>
</tbody>
</table>

Statistical significance (90%)

- 2012 > 2015
- 2009 > 2012 > 2015
- 2009 > 2012 > 2015
- 2012 > 2015
- 2009 > 2012 > 2015

- Total 18+
- Total
How is degree of hearing loss defined?

- Self-reported !!
- A factor analysis was performed to identify one factor “degree of hearing loss”
- The following questions were included in the factor:
  - Number of ears impaired (one or two)
  - Stated hearing loss (Mild, Moderate, Severe, Profound)
  - Scores on 6 APHAB-EC – like questions (Scaled 1-5)
  - When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise
- People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample)
The more severe the hearing loss, the higher the adoption rate

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

<table>
<thead>
<tr>
<th>Degree of hearing loss</th>
<th>low</th>
<th>high</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample size</td>
<td>1,773</td>
<td>1,823</td>
</tr>
<tr>
<td>% Female</td>
<td>40%</td>
<td>47%</td>
</tr>
<tr>
<td>Age (median)</td>
<td>51 years</td>
<td>66 years</td>
</tr>
</tbody>
</table>

HA-non-owner, n=6,168
HA-owner, n=4,341
Hearing aid satisfaction & usage
Positive impacts
Perceived product performance is key driver for satisfaction

Factors identified by factor analysis

- Dispenser
- Product features
- Product performance (Sound quality, signal process and listening situations)

Factors identified by factor analysis:
- Professionalism of dispenser
- Quality of dispenser’s counselling
- Quality of service during hearing aid fitting period
- Quality of service after purchase
- Battery life
- Value (performance versus money spent)
- Managing whistling/feedback/buzzing
- Ease of changing battery
- Overall fit/ Comfort
- Visibility to others
- Reliability
- Conversation in large groups
- Conversation in small groups
- Use in noisy situations
- Richness or fidelity of sound
- Clearness of tone and sound
- Natural sounding
- Leisure activities
- Watching TV
- Comfort with loud sounds
- On the telephone
- Conversation with one Person

Betas from regression analysis:

- Dispenser: 0.3
- Product features: 0.3
- Product performance: 0.6

Overall satisfaction:

\[ R^2 = 0.62 \]

n = 4,605
Image of hearing aids is improving

Reasons for not having a HA (top 50% HL)

Embarrassed to wear a hearing aid

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2012</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>56%</td>
<td>52%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Bad design

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2012</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>53%</td>
<td>48%</td>
<td>35%</td>
</tr>
</tbody>
</table>

n=716/713/603
Satisfaction with HA features and performance increased

Trends
% satisfied

<table>
<thead>
<tr>
<th>Year</th>
<th>Product features</th>
<th>Product performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>70%</td>
<td>69%</td>
</tr>
<tr>
<td>2012</td>
<td>76%</td>
<td>71%</td>
</tr>
<tr>
<td>2015</td>
<td>77%*</td>
<td>73%*</td>
</tr>
</tbody>
</table>

* Differences are statistically significant (95%)

2009 n=1,483
2012 n=1,488
2015 n=1,593

Satisfaction with HA in difficult listening situations is improving

**Trends**

<table>
<thead>
<tr>
<th>% satisfied</th>
<th>EuroTrak 2009</th>
<th>EuroTrak 2012</th>
<th>EuroTrak 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Conversation in large groups</strong></td>
<td>63.2%</td>
<td>63.8%</td>
<td>67.3%</td>
</tr>
<tr>
<td><strong>On the telephone</strong></td>
<td>60.7%</td>
<td>62.0%</td>
<td>68.9%</td>
</tr>
<tr>
<td><strong>In a larger lecture hall (e.g., theater, concert hall, place of worship, etc.)</strong></td>
<td>62.1%</td>
<td>65.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>Use in noisy situations</strong></td>
<td>53.7%</td>
<td>57.0%</td>
<td>60.1%</td>
</tr>
</tbody>
</table>

n=4,133
Binaural fitting rate increased

Do you own or use a hearing aid?

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes, for one ear (monaural)</th>
<th>Yes, for both ears (binaural)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>2012</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>2015</td>
<td>31%</td>
<td>69%*</td>
</tr>
</tbody>
</table>

* Differences are statistically significant (95%)

2009 n=1,744
2012 n=1,719
2015 n=1,826

Binaurally fitted users are more satisfied

<table>
<thead>
<tr>
<th>Product features</th>
<th>Monaural</th>
<th>Binaural</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>71%</td>
<td>76%*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product performance (Sound quality, signal process and listening situations)</th>
<th>Monaural</th>
<th>Binaural</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>67%</td>
<td>72%*</td>
</tr>
</tbody>
</table>

* Differences are statistically significant (95%)
Monaural n=1,304
Binaural n=3,212
Binaural fitting outperforms monaural fitting for all degrees of hearing loss

<table>
<thead>
<tr>
<th>Degree of hearing loss (self stated)</th>
<th>Binaural fitting % satisfied</th>
<th>Monaural fitting % satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mild</td>
<td>72% n=183</td>
<td>59% n=39</td>
</tr>
<tr>
<td>Moderate</td>
<td>83% n=1,315</td>
<td>75% n=233</td>
</tr>
<tr>
<td>Severe</td>
<td>77% n=955</td>
<td>67% n=181</td>
</tr>
<tr>
<td>Profound</td>
<td>78% n=237</td>
<td>76% n=69</td>
</tr>
</tbody>
</table>

Binaurally fitted use their hearing aids more

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

Average wearing time per day (h)

- Monaural: 7.8
- Binaural: 9.1

% in the drawer (Definition: 0.0 h per day)

- Monaural: 9.4
- Binaural: 3.9

Positive impact of HA’s on physical stress

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

<table>
<thead>
<tr>
<th></th>
<th>Hearing aid</th>
<th>No hearing aid**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>12%</td>
<td>20%*</td>
</tr>
<tr>
<td>Rather agree</td>
<td>28%</td>
<td>33%*</td>
</tr>
<tr>
<td>Neutral</td>
<td>24%*</td>
<td>17%</td>
</tr>
<tr>
<td>Rather disagree</td>
<td>21%*</td>
<td>17%</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>15%</td>
<td>14%</td>
</tr>
</tbody>
</table>

* Differences are statistically significant (95%)
** Refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group).

Hearing aid    n=2,923
No hearing aid  n=2,085
Positive impact of HA’s on mental stress

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

<table>
<thead>
<tr>
<th></th>
<th>Hearing aid</th>
<th>No hearing aid**</th>
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</thead>
<tbody>
<tr>
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</tr>
<tr>
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<td>26%*</td>
</tr>
<tr>
<td>Neutral</td>
<td>27%*</td>
<td>18%</td>
</tr>
<tr>
<td>Rather disagree</td>
<td>23%*</td>
<td>19%</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>20%</td>
<td>17%</td>
</tr>
</tbody>
</table>

* Differences are statistically significant (95%)
** Refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group).

Hearing aid  n=2,923
No hearing aid n=2,085

Source: EuroTrak pooled data GER, FRA, UK, **2009, 2012, 2015**
Sleep problems: an indicator of depressive symptoms

Are you generally satisfied with the quality of your sleep?

* Differences are statistically significant (95%)

<table>
<thead>
<tr>
<th></th>
<th>Satisfied with sleep quality</th>
<th>Not satisfied with sleep quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>No depressive symptoms</td>
<td>56%*</td>
<td>44%</td>
</tr>
<tr>
<td>Depressive symptoms</td>
<td>26%</td>
<td>74%*</td>
</tr>
</tbody>
</table>

Source: EuroTrak pooled data GER, FRA, UK, 2015
Depressive symptoms are measured here using the PHQ-2 Scale >=3
People with hearing aids sleep better

Are you generally satisfied with the quality of your sleep?

- **No Hearing aids**: 54% not satisfied, 46% satisfied
- **Hearing aids**: 43% not satisfied, 57% satisfied

* Differences are statistically significant (95%)
** Refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group)

No Hearing aids  n=1,122
Hearing aids  n=396

Source: EuroTrak pooled data GER, FRA, UK, 2015
The positive impact of HA’s on depressive symptoms

Depressive symptoms (PHQ-2)

- No hearing difficulty: 83% (17% Yes)
- Hearing difficulty but no hearing aid: 75% (25% Yes)
- Hearing difficulty and hearing aid: 82% (18% Yes)

* Differences are statistically significant (95%)
** Refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group).

No hearing difficulty n=21,922 (based on rep sample)
No hearing aid n=857
Hearing aid n=2126

The positive impact of HA’s on dementia symptoms

Dementia symptom: Getting more forgetful in the last year?

- No hearing difficulty
  - No
  - Yes, somewhat more
  - Yes, much more

- Hearing difficulty but no hearing aid
  - No
  - Yes, somewhat more
  - Yes, much more

- Hearing difficulty and hearing aid
  - No
  - Yes, somewhat more
  - Yes, much more

* Differences are statistically significant (95%)
** Refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group).

People with hearing difficulty more often have high blood pressure and diabetes

Which of the following apply to you?

- 3% Diabetes
- 10% High blood pressure
- 12% Diabetes
- 33% High blood pressure

People with hearing difficulty: 33%
People without hearing difficulty: 12%

* Differences are statistically significant (95%)
People with Hearing difficulty: n=15,211
People without hearing difficulty: n=116,817
People with hearing difficulty more often have diabetes – across all age groups

Which of the following apply to you? “Diabetes” by Age group

<table>
<thead>
<tr>
<th>Age Group</th>
<th>People without hearing difficulty</th>
<th>People with hearing difficulty*</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;15 years</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>15-24 years</td>
<td>1%</td>
<td>11%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>2%</td>
<td>15%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>45-54 years</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>55-64 years</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>65-74 years</td>
<td>12%</td>
<td>20%</td>
</tr>
<tr>
<td>&gt;74 years</td>
<td>13%</td>
<td>19%</td>
</tr>
</tbody>
</table>

* Differences are statistically significant (95%)
People without Hearing difficulty  n=15,211
People with hearing difficulty  n=116,817
People with hearing difficulty more often have high blood pressure – across all age groups

Which of the following apply to you? “High blood pressure” by Age group

* Differences are statistically significant (95%)
People without Hearing difficulty n=15,211
People with hearing difficulty n=116,817
Labour market
Hearing aids are useful on the job

How useful are your hearing aids on your job?

- Of significant use: 58%
- Of some use: 31%
- Of no use: 11%

n=1,060
Source: EuroTrak pooled data GER, FRA, UK, 2012, 2015 fulltime or part time employed
Employed HA users more often earn a higher salary

* Differences are statistically significant (95%)
** Refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group).

Hearing aid \(n=1,615\)
No hearing aid \(n=949\)

Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015 fulltime or part time employed
Employed HA users less often feel under-salaried

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

**No hearing aid**
- 49% Better than my peers
- 14% Equal to my peers
- 37%* Worse than my peers

**Hearing aid**
- 61% Better than my peers
- 16% Equal to my peers
- 23% Worse than my peers

* Differences are statistically significant (95%)
** Refers to a group with a similar degree of hearing loss as hearing aid owners (the top 50% group).

Hearing aid n=1,591
No hearing aid n=951
Source: EuroTrak pooled data GER, FRA, UK, 2009, 2012, 2015 fulltime or part time employed
Hearing impaired non-users declare more often to receive a worse salary than their peers

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

* Differences are statistically significant (95%).
Top 50% hearing loss refers to a group with a similar degree of hearing loss as hearing aid owners.
fulltime or part time employed
87% of all users do not feel they’re made fun of. Non-users often feel made fun of (36%)

**HA users:**
How often do people make fun of you because of your HA's?

**Non-users:**
How often do people make fun of you because of your hearing loss?

**Base: n=501**

- Never: 72%
- Rarely: 15%
- Occasionally: 9%
- Regularly: 3%

**Base: Top 50% hearing loss, no hearing aid n=219**

- Never: 32%
- Rarely: 34%
- Occasionally: 31%
- Regularly: 2%
Vast majority declare that their hearing aids improve their quality of life

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

<table>
<thead>
<tr>
<th>United Kingdom</th>
<th>Germany</th>
<th>France</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Base: n=605</strong></td>
<td><strong>Base: n=505</strong></td>
<td><strong>Base: n=501</strong></td>
</tr>
</tbody>
</table>

- Never: 8%  |    2%  |    4%  |
- Rarely: 14% |   16%  |   10%  |
- Occasionally: 38% | 43%  | 36%  |
- Regularly: 41%  |   50%  |   36%  |
USA: MT9 2015
Hearing difficulty & hearing aid rates

Hearing difficulty rate

- Have hearing difficulty: 10.6%

Hearing aid rate

- Have hearing aid(s): 3.2%

Rates are based upon n=13,018 individuals. See appendix for details.
Rates over time and across countries

HD, HA & HA Adoption rates

* Some of the slight differences in the component rates between MT VIII and MT9 may be due to the method change and the masked objective. The MT9 rates represent the online baseline estimates.
Hearing difficulty & hearing aid rates by age group

Hearing difficulty & hearing aid by age

<table>
<thead>
<tr>
<th>Age Group:</th>
<th>Hearing difficulty</th>
<th>Hearing aids</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;18 years</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>18-24</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>25-34</td>
<td>1%</td>
<td>5%</td>
</tr>
<tr>
<td>35-44</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td>45-54</td>
<td>2%</td>
<td>11%</td>
</tr>
<tr>
<td>55-64</td>
<td>3%</td>
<td>17%</td>
</tr>
<tr>
<td>65-74</td>
<td>9%</td>
<td>22%</td>
</tr>
<tr>
<td>75-84</td>
<td>14%</td>
<td>34%</td>
</tr>
<tr>
<td>85+</td>
<td>26%</td>
<td>62%</td>
</tr>
</tbody>
</table>

Adoption Rates:

- 34 and under: 31%
- 35-64: 20%
- 65+: 40%

*(n=13,018 individuals)*
Relationship with memory loss

In the last year, have you found yourself getting more forgetful?

- No Hearing Difficulty (n=4,005):
  - No: 42%
  - Yes, somewhat more: 4%
  - Yes, much more: 3%

- Hearing Difficulty with no HA (n=425):
  - No: 56%
  - Yes, somewhat more: 6%
  - Yes, much more: 3%

- Hearing Difficulty and a HA (n=233):
  - No: 38%
  - Yes, somewhat more: 56%
  - Yes, much more: 52%
Relationship with depression

Over the last 2 weeks, how often have you been bothered by: “Little interest or pleasure in doing things?”

- No Hearing Difficulty (n=4,006): 55%
- Hearing Difficulty with no HA (n=426): 26%
- Hearing Difficulty and a HA (n=233): 12%

Over the last 2 weeks, how often have you been bothered by: “Feeling down, depressed or hopeless”?

- No Hearing Difficulty (n=4,006): 8%
- Hearing Difficulty with no HA (n=426): 12%
- Hearing Difficulty and a HA (n=233): 8%
### Screening (among all)

#### Hearing loss assessments at physical in last year

*Among all individuals (with and without hearing difficulty)*

<table>
<thead>
<tr>
<th></th>
<th>All Ages (n=47,593)</th>
<th>Adults 20+ (n=36,477)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screened at physical</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>Discussed hearing level at physical</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Had physical, but no screen or discussion</td>
<td>39%</td>
<td>40%</td>
</tr>
<tr>
<td>Did not have physical</td>
<td>24%</td>
<td>27%</td>
</tr>
</tbody>
</table>
# Hearing aid details

Among individuals with hearing aids

<table>
<thead>
<tr>
<th>Number of current hearing aids</th>
<th>All Ages (n=2,165)</th>
<th>Adults 20+ (n=2,084)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Binaural (pair)</td>
<td>72%</td>
<td>74%</td>
</tr>
<tr>
<td>One (single aid)</td>
<td>28%</td>
<td>26%</td>
</tr>
</tbody>
</table>

First-time vs. repeat owners

<table>
<thead>
<tr>
<th>First-time vs. Repeat owners</th>
<th>All Ages (n=2,165)</th>
<th>Adults 20+ (n=2,084)</th>
</tr>
</thead>
<tbody>
<tr>
<td>First time owners</td>
<td>57%</td>
<td>57%</td>
</tr>
<tr>
<td>Repeat owners</td>
<td>43%</td>
<td>43%</td>
</tr>
</tbody>
</table>
Hearing aid details

Among individuals with hearing aids

Frequency of use

- 72% of all ages (n=2,165) use hearing aids daily.
- 71% of adults 20+ (n=2,084) use hearing aids daily.

Types of use:
- Have never worn yet: 0.4% (All Ages), 0.2% (Adults 20+)
- Never: 3% (All Ages), 2% (Adults 20+)
- Varies/situational: 6% (All Ages), 6% (Adults 20+)
- Less than monthly: 3% (All Ages), 3% (Adults 20+)
- Monthly: 2% (All Ages), 2% (Adults 20+)
- Weekly: 3% (All Ages), 15% (Adults 20+)
- Daily: 72% (All Ages), 71% (Adults 20+)
Satisfaction with current hearing aid

Level of Satisfaction by Age of Hearing Aid

- 6+ (n=115)
  - Very Dissatisfied=1 (8%)
  - 2-5 (n=442)
  - Very Satisfied=7 (35%)
- 2-5 (n=442)
  - Very Dissatisfied=1 (3%)
  - Very Satisfied=7 (20%)
- <=1 (n=340)
  - Very Dissatisfied=1 (2%)
  - Very Satisfied=7 (43%)

Legend:
- Very Dissatisfied=1
- Very Satisfied=7
- 2
- 3
- 4
- 5
- 6
# Changes due to HAs

**Observed changes attributed to Hearing Aids**  
(Owners who got HA(s) in last 5 years)

<table>
<thead>
<tr>
<th>Category</th>
<th>A Lot Worse=1</th>
<th>2</th>
<th>The Same=3</th>
<th>4</th>
<th>A Lot Better=5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relationships at work</td>
<td>1%</td>
<td>43%</td>
<td>29%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Work performance</td>
<td>1%</td>
<td>39%</td>
<td>33%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Overall ability to communicate effectively in most areas</td>
<td>3%</td>
<td>36%</td>
<td>37%</td>
<td>24%</td>
<td></td>
</tr>
<tr>
<td>Overall quality of life</td>
<td>1%</td>
<td>46%</td>
<td>31%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Ability to participate in group activities</td>
<td>3%</td>
<td>43%</td>
<td>34%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Confidence in yourself</td>
<td>2%</td>
<td>54%</td>
<td>25%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Sense of independence</td>
<td>2%</td>
<td>59%</td>
<td>20%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Relationships at home</td>
<td>2%</td>
<td>53%</td>
<td>26%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Social life</td>
<td>2%</td>
<td>54%</td>
<td>26%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Sense of safety</td>
<td>1%</td>
<td>57%</td>
<td>24%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>Feelings about yourself</td>
<td>1%</td>
<td>57%</td>
<td>25%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Emotional health</td>
<td>2%</td>
<td>64%</td>
<td>19%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Sense of humor</td>
<td>2%</td>
<td>67%</td>
<td>18%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Physical health</td>
<td>3%</td>
<td>69%</td>
<td>16%</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Mental ability / memory</td>
<td>2%</td>
<td>70%</td>
<td>15%</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

Legend:  
- A Lot Worse=1  
- 2  
- The Same=3  
- 4  
- A Lot Better=5
Rejection & embarrassment due to HD

Frequency of negative reactions/experiences

How often feel made fun of or rejected because...

<table>
<thead>
<tr>
<th>How often</th>
<th>戴着助听器</th>
<th>经常</th>
<th>偶尔</th>
<th>从来没有</th>
<th>Never</th>
<th>Rarely</th>
<th>Occasionally</th>
<th>Regularly</th>
</tr>
</thead>
<tbody>
<tr>
<td>HA Owner/Wearers</td>
<td>5%</td>
<td>9%</td>
<td>13%</td>
<td>73%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Owners</td>
<td>4%</td>
<td>21%</td>
<td>31%</td>
<td>45%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
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<td>15%</td>
<td>70%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Owners</td>
<td>12%</td>
<td>37%</td>
<td>28%</td>
<td>24%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How often feel embarrassed because...

<table>
<thead>
<tr>
<th>How often</th>
<th>戴着助听器</th>
<th>经常</th>
<th>偶尔</th>
<th>从来没有</th>
<th>Never</th>
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<th>Regularly</th>
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<td></td>
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<td></td>
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<td>Non-Owners</td>
<td>4%</td>
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<td>HA Owner/Wearers</td>
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<td>Non-Owners</td>
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<td>28%</td>
<td>24%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How often hearing aids improve quality of life

Improves quality of life

*n=765 Owners/Users who got HA in the last 5 years*

- **Regularly**: 48%
- **Occasionally**: 40%
- **Rarely**: 9%
- **Never**: 2%
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Thanks for your attention!