Summary

EuroTrak ITALY 2012

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

1. Introduction

• EuroTrak Italy 2012 was designed and executed by Anovum (Zurich) on behalf of ANIFA.

• Sample sizes Italy 2012:
  - Representative sample (sample 1): n=15’536 people
  - Hearing impaired (sample 2): n=1’311 people
    - Hearing impaired non-owners: n=801 people with hearing loss (HL)
    - HA owners: n=510 people with hearing aid (HA)

• EuroTrak Italy 2012 is part of the EuroTrak studies:
Summary
2. Market overview

- Stated hearing loss prevalence
  - Total: 11.6% (18+: 13.4%).
  - Binaural hearing loss: HA owners: 65%, HA non-owners: 64%.
  - Tinnitus prevalence 33% (self stated, sometimes or permanently).
  - Hearing Tests: 29% had a hearing test in the last 5 years.

- Hearing aid adoption rate (HA penetration)
  - Total: 24.6%.
  - Total age group 18+: 23.7%.
  - 54% of HA owners have binaural treatment.

- The route to the hearing aid
  - 75% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
  - 46% got hearing aids recommended from the ENT or family doctor (drop out rate = 39%).
  - 76% of the GP consultations referred to an ENT. 10% recommended no action.
  - 25% of ENT consultations referred to an audioprotesista, 33% recommended to get a hearing aid, 45% 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.
  - People with hearing aids tend to have a higher personal income.
  - Hearing aid owners tend to 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
  - 65% received some kind of 3rd party reimbursement.
  - 78% of the currently owned HAs were fitted in 2009 or later.
  - The average age of the currently owned HAs is 2.3 years.
  - The median age of hearing aids before replacement is 4 years.
  - On average, HAs are worn 7.7 hours a day.
  - 44% of hearing aid owners have never heard of wireless technology in connection with hearing aids. 36% rate wireless technology as very important.

- Satisfaction with HAs
  - 70% of the HA owners are satisfied with their HAs.
  - The more hours worn per day, the higher the satisfaction.
  - Satisfaction with HAs bought 2010 or after is higher than with HAs bought before.

- Positive impact of HAs
  - Significant positive impact of HAs on different aspects – especially “social life”, “participate in group activities” and “communicate more effectively”.

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Summary

4. Analysis of hearing impaired non-owners

• Reasons not to own/use HAs
  – Information deficit non-owners: 60% don’t know whether any third party would pay, 18% assume no third party would pay (Insurance, Government,…).
  – The main reasons for not using hearing aids are that people say they hear well enough in most situations, and hearing aids are uncomfortable. Bad design and “would be embarrassed” and the price also plays a role.
  – 7% who own HAs don’t use them at all; 15% use them less than one hour/day. Main reasons for this are: “HAs do not restore hearing to normal”, “They do not work well in noisy situations”, “have tried and they do not work”.

• 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.
  – 10% of non-owners intend to get a hearing aid within the next year.
  – The most important influencing factors are worsening hearing loss, ENT and plus the price for non-owners.
Results

EuroTrak Italy 2012

1. Introduction
2. Market overview
3. Analysis of hearing aid owners
4. Analysis of hearing impaired non-owners
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. Appendix
   - Demographics: Hearing instrument adoption rates and populations
1. Introduction
Objectives and organisation
EuroTrak objectives

**EuroTrak 2012**

- **Generate baseline survey data for Italy**
  - Measure stated hearing loss prevalence and adoption rates of hearing aids (HA).
  - Analyse drop-outs on the “route/journey to the HA”.
  - Identify potential social cost savings due to HA.
  - Analyse usage and satisfaction with HA.
  - Evaluate positive Impacts of HA.
  - Find reasons why impaired people don’t use HA.
  - Discover triggers that make people get HA.
- **Comparison with other countries**
Organisation of EuroTrak 2012

Organisation

- Principal of the project EuroTrak Italy is ANIFA.
- Anovum Zurich developed the concept of EuroTrak, designed the questionnaire and conducted the fieldwork in cooperation with a panel company. Furthermore Anovum analysed the data and prepared the presentation.
- The European Hearing Instrument Manufacturers Association [EHIMA] approved the questionnaire in cooperation with Sergei Kochkin, Ph.D., Executive Director, Better Hearing Institute.

Use of the data

- ANIFA may use the anonymous delivered tables, charts, reports and conclusions of the survey for further research projects, for archiving and publication in any form whatsoever.

- The raw dataset remains at Anovum. If ANIFA uses the anonymous data (delivered tables, charts, reports) and conclusions of the survey for publications the source of the data needs to be mentioned in the following way: “Source: Anovum – EuroTrak – Italy/2012/n=[relevant sample size]”

- ANIFA member 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 panellist pools of more than 100’000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of n=15’536 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=510 hearing aid owners and n=801 hearing impaired non-owners
2. Market overview
Prevalence of hearing loss and adoption rate
Hearing loss and hearing instrument ownership by gender/age
Hearing loss prevalence Italy 2012

% hearing loss prevalence

- Total: 11.6%
- Total 18+: 13.4%
- 74+: 39.6%
- 65-74: 20.0%
- 55-64: 13.4%
- 45-54: 9.6%
- 35-44: 7.7%
- 25-34: 4.9%
- 15-24: 3.0%
- <=14: 2.2%

EuroTrak 2012
Base: 15'536
Hearing aid adoption rate Italy 2012
24.6% of hearing impaired have hearing aid(s), 54% of them have binaural treatment

% of hearing impaired

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Binaural Treatment</th>
<th>Monaural Treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>24.6%</td>
<td>54%</td>
</tr>
<tr>
<td>Total 18+</td>
<td>23.7%</td>
<td>46%</td>
</tr>
<tr>
<td>65+</td>
<td>26.4%</td>
<td>54%</td>
</tr>
<tr>
<td>45-64</td>
<td>16.8%</td>
<td>46%</td>
</tr>
<tr>
<td>&lt;=44</td>
<td>30.1%</td>
<td>54%</td>
</tr>
</tbody>
</table>

EuroTrak 2012
Base: 1'847

EuroTrak 2012
HA owners (Base: 436)
The more severe the hearing loss, the higher the adoption rate

Hearing loss 6-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

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### Hearing loss characteristics: Owners compared to non-owners

<table>
<thead>
<tr>
<th>Ears Impaired (stated)</th>
<th>HA-Non-owner n=801</th>
<th>HA Owner n=510</th>
<th>Hearing Aid Adoption (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unilateral loss</td>
<td>36%</td>
<td>35%</td>
<td>25%</td>
</tr>
<tr>
<td>Bilateral loss</td>
<td>64%</td>
<td>65%</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perceived loss</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mild</td>
<td>35%</td>
<td>13%</td>
<td>10%</td>
</tr>
<tr>
<td>Moderate</td>
<td>50%</td>
<td>47%</td>
<td>22%</td>
</tr>
<tr>
<td>Severe</td>
<td>12%</td>
<td>30%</td>
<td>45%*</td>
</tr>
<tr>
<td>Profound</td>
<td>3%</td>
<td>10%</td>
<td></td>
</tr>
</tbody>
</table>

* combined “severe” and “profound” because n is too small
Overview hearing loss prevalence and hearing aid adoption

Euro Trak 2012

11.6% Hearing impaired (stated)
2.9% Adoption (% of population)
24.6% Adoption (% of stated impaired)
Hearing tests and prevalence of tinnitus
56% state their hearing has never been tested

- 56% state their hearing has never been tested
- 16% state it was tested in the last 1-5 years
- 15% state it was tested more than 5 years ago
- 13% state it was tested in the last 12 months
- 0% state it was tested never

Base= 13490
Prevalence of tinnitus

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

- Yes, permanently in both ears: 4%
- Yes, permanently in one ear: 3%
- Yes, sometimes: 26%
- No: 67%

Have you ever thought about a treatment of your tinnitus?

- I have / have had a treatment: 7%
- I considered, but did not have treatment: 45%
- I have never considered a treatment: 48%

Base: 4'003
The route to the hearing aid: Drop-out rates and reasons for drop-outs
The route to the hearing aid: Overview

Base: n=1'311
Much higher drop-out-rates for the lower hearing loss segments

Top 50% hearing loss*

Low 50% hearing loss*

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

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

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

Base: n=1,311
Route to the hearing aid: comparison of regions in Italy

NORTH (N=603)
Emilia-Romagna, Friuli-Venezia Giulia, Liguria, Lombardia, Piemonte, Trentino-Alto Adige, Valle d’Aosta, Veneto

CENTRAL (N=302)
Abruzzo, Lazio, Marche, Sardegna, Toscana, Umbria

SOUTH (N=405)
Basilicata, Calabria, Campania, Molise, Puglia, Sicilia
Recommendations by profession

- **GP (N=852)**
  - Referred to an ear doctor (ENT): 15%
  - Referred to a hearing aid dispenser / audiologist: 11%
  - Recommended to get a hearing aid: 10%
  - Recommended no further action: 76%

- **ENT (N=833)**
  - Referred to an ear doctor (ENT): 25%
  - Referred to a hearing aid dispenser / audiologist: 33%
  - Recommended to get a hearing aid: 45%
  - Recommended no further action: 16%

- **Audioprotesista (N=405)**
  - Referred to an ear doctor (ENT): 84%
  - Recommended no further action: 16%

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The route to the hearing aid: GP/Family doctor

Have you discussed your hearing problem with your family doctor?

% Discussed with GP

- Total hearing impaired: 66%
- HA owner: 81%
- Hearing impaired non-owners: 62%

What did he/she recommend?*

**HA owner (Base: 396)**
- Referred to a hearing aid dispenser / audioprotesista: 29%
- Referred to an ear doctor (ENT): 76%
- Recommended to get a hearing aid: 21%
- Recommended no further action: 1%

**Impaired non-owner (Base: 456)**
- Referred to a hearing aid dispenser / audioprotesista: 9%
- Referred to an ear doctor (ENT): 76%
- Recommended to get a hearing aid: 8%
- Recommended no further action: 13%

*multiple responses possible (sum doesn't add up to 100%)*
Non-owners: Reasons for not owning a HA
If GP recommended further action (open ended question, coded)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>don't need HA, don't want HA, used to HL</td>
<td>33%</td>
</tr>
<tr>
<td>HA don't help, other problem (glue ear, inverted ear drums, tinnitus,...)</td>
<td>15%</td>
</tr>
<tr>
<td>HL not severe enough</td>
<td>14%</td>
</tr>
<tr>
<td>still in the process of getting HAs, no time yet, waiting for appointment</td>
<td>13%</td>
</tr>
<tr>
<td>hospital, ENT said it's not necessary</td>
<td>8%</td>
</tr>
<tr>
<td>vanity, looks of HA</td>
<td>7%</td>
</tr>
<tr>
<td>costs</td>
<td>5%</td>
</tr>
<tr>
<td>tried HA, didn't help</td>
<td>2%</td>
</tr>
<tr>
<td>only a problem in certain situations</td>
<td>1%</td>
</tr>
<tr>
<td>other</td>
<td>3%</td>
</tr>
<tr>
<td>no answer</td>
<td>1%</td>
</tr>
</tbody>
</table>

For example:
- Al momento mancanza di volontà.
- Avendo una leggera calcificazione del timpano l'apparecchio acustico aumenterebbe il ronzio che ho già
- Non è abbastanza grave da necessitare di un apparecchio acustico
- Sono attesa di un consulto da parte dell'otorino
- Dopo una visita specialistica è emerso che non è necessario.

Base: 517
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?*
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total hearing impaired</td>
<td>Did prescribe a hearing aid: 62%</td>
</tr>
<tr>
<td>HA owner</td>
<td>Referred to a hearing aid dispenser / audioprotesista: 38%</td>
</tr>
<tr>
<td>Impaired non-owners</td>
<td>Recommended no further action: 3%</td>
</tr>
<tr>
<td>Hearing impaired non-owners</td>
<td>Did prescribe a hearing aid: 17%</td>
</tr>
<tr>
<td></td>
<td>Referred to a hearing aid dispenser / audioprotesista: 19%</td>
</tr>
<tr>
<td></td>
<td>Recommended no further action: 66%</td>
</tr>
</tbody>
</table>

*multiple responses possible (sum doesn't add up to 100%)
Non-owners: Reasons for not owning a HA
If ENT recommended further action (open ended question, coded)

ENT recommended further action

- don't need HA, don't want HA, used to HL: 32%
- vanity, looks of HA: 19%
- costs: 18%
- still in the process of getting HAs, no time yet, waiting for appointment: 12%
- HL not severe enough: 6%
- tried HA, didn't help: 6%
- HA don't help, other problem (glue ear, inverted ear drums, tinnitus, ...): 4%
- other: 7%
- no answer: 1%

For example:
- non mi piace l'idea di aver l'apparecchio acustico
- mi vergogno, miu fa sentire vecchia
- sono troppo costosi adesso non posso permettere di spendere 2500 euro
- per lo stesso motivo di prima aspetto la visita medica per l'invalidità civile

Base: 174
The route to the hearing aid: Audioprotesista

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

**% Discussed with Audioprotesista**

- Total hearing impaired: 24%
- HA owner: 69%
- Hearing impaired non-owners: 11%

**What did he/she recommend?**

- **HA owner (Base: 317)**
  - Recommended to get a hearing aid: 95%
  - Recommended not to get a hearing aid: 5%

- **Impaired non-owner (Base: 156)**
  - Recommended to get a hearing aid: 38%
  - Recommended not to get a hearing aid: 62%
Non-owners: Reasons for not owning a HA
If Audioprotesista recommended to get HA (open ended question, coded)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>don't need HA, don't want HA, used to HL</td>
<td>50%</td>
</tr>
<tr>
<td>costs</td>
<td>24%</td>
</tr>
<tr>
<td>vanity, looks of HA</td>
<td>10%</td>
</tr>
<tr>
<td>still in the process of getting HAs, no time yet, waiting for appointment</td>
<td>4%</td>
</tr>
<tr>
<td>tried HA, didn't help</td>
<td>4%</td>
</tr>
<tr>
<td>HL not severe enough</td>
<td>2%</td>
</tr>
<tr>
<td>HA don't help, other problem (glue ear, inverted ear drums, tinnitus, …)</td>
<td>2%</td>
</tr>
<tr>
<td>no answer</td>
<td>7%</td>
</tr>
</tbody>
</table>

Base: 61 (low sample size!)

For example:
- non mi sento pronto ad usarlo
- per il costo troppo elevato
- non mi piace che si veda

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

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

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

- audioprotesista: 54%
- medico: 27%
- venditore: 23%
- Other: 6%

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

HA-owner, n=510
Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms
**Work competitiveness:** 90% 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?

- 54% Of significant use
- 36% Of some use
- 10% Of no use

Base: N=253
Work competitiveness: 36% of impaired people without hearing aid tend to think they receive a worse compensation for their jobs than their peers (20% of hearing aid owners).

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)

Unweighted Sample Size = 605
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)

Unweighted Sample Size = 590
**Work competitiveness:** People with hearing aids recognize that hearing aids increase the chance of hearing impaired to get promoted, to get the right job and to get more salary.

Base: Step2: Hearing loss, no hearing aid = 669/ hearing aid n=479
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

Dementia symptom:
Getting more forgetful in the last year?

*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 and usage
Low adoption rates within mild and moderate hearing loss

<table>
<thead>
<tr>
<th>Stated hearing loss</th>
<th>(% of impaired population*)</th>
<th>Adoption rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profound</td>
<td>(5%)</td>
<td>45%*</td>
</tr>
<tr>
<td>Severe</td>
<td>(16%)</td>
<td></td>
</tr>
<tr>
<td>Moderate</td>
<td>(49%)</td>
<td>22%</td>
</tr>
<tr>
<td>Mild</td>
<td>(30%)</td>
<td>10%</td>
</tr>
</tbody>
</table>

Base: n=1'311
Sums can differ from 100% due to rounding
* combined “severe” and “profound” because n is too small

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78% of the currently owned HAs were bought in 2009 or later

**Year of purchase**

- 2011/12: 45%
- 2010: 67%
- 2009: 78%
- 2008: 82%
- 2007: 86%
- 2006: 89%
- 2005: 91%
- 2004: 94%
- 2003: 95%
- 2002: 96%
- 2001 or earlier: 100%

**Age of currently owned HAs (Mean):**
- 2012: 2.3 years

HA-owner, n=510
70% are first time HA users – non first time users kept their HAs for 4 years on average

Current HAs = first HAs?

- Yes: 70%
- No: 30%

Base: n=510

How many years did you own your previous HAs?

- 1-3 years: 33%
- 4-6 years: 55%
- 7-10 years: 11%
- 11 years or longer: 1%

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

Base: n=122
Binaural treatment by purchase date

% ownership of binaural hearing aids / Base=All owners

Year of purchase

- 2012/2011 (n=202): 44%
- 2010 (n=109): 59%
- 2009 or earlier (n=160): 56%
65% received some kind of 3rd party reimbursement. Information deficit non-owners: only 22% know whether government/insurance would pay.

**Owners:** Was any part or all of your hearing aid(s) paid for by a third party? (Insurance, Government, ...)  
- Yes, completely: 8%  
- Yes, partly: 27%  
- No: 42%  
- don't know: 23%

**Non-owners:** Based on your current knowledge, would any part or all of your hearing aid(s) be paid for by a third party? (Insurance, Government, ...)  
- Yes: 22%  
- No: 18%  
- don't know: 60%

HA-owner, n=510  
HA-non-owners, n=801
On average, HAs are worn 7.7 hours a day.

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

HA worn:
Mean: 7.7 hours/day
By purchase year:
-2011/2012: 7.8 hours/day
-2008-2010: 8.4 hours/day
-2007 earlier: 7.5 hours/day
65% of the currently owned HAs either had no repair need or only once

How often has your current hearing aid required a repair because it was not working properly?

- **Overall**:
  - Never: 43%
  - Once: 22%
  - 2-3 times: 26%
  - 4-5 times: 6%
  - More often: 3%

- **Purchased HA 2011/2012**:
  - Never: 56%
  - Once: 18%
  - 2-3 times: 20%
  - 4-5 times: 4%
  - More often: 2%

- **Purchased HA 2008-2010**:
  - Never: 36%
  - Once: 29%
  - 2-3 times: 28%
  - 4-5 times: 3%
  - More often: 4%

- **Purchased HA 2007 earlier**:
  - Never: 19%
  - Once: 22%
  - 2-3 times: 39%
  - 4-5 times: 18%
  - More often: 1%

HA-owner, n=510
Awareness and importance of wireless technology
Only 1 out of 5 hearing aid owners uses wireless technology

Wireless Technology

Have you ever heard of wireless technology in connection with hearing aids?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Yes, I use wireless technology</th>
<th>Yes have heard of it but don't use it</th>
<th>No, have never heard of wireless technology in connection with HAs</th>
</tr>
</thead>
<tbody>
<tr>
<td>All HA owners (n=510)</td>
<td>20%</td>
<td>36%</td>
<td>44%</td>
</tr>
<tr>
<td>up to 44 y.o. (n=141)</td>
<td>26%</td>
<td>46%</td>
<td>28%</td>
</tr>
<tr>
<td>45-64 y.o. (n=201)</td>
<td>29%</td>
<td>36%</td>
<td>35%</td>
</tr>
<tr>
<td>65+ y.o. (n=168)</td>
<td>14%</td>
<td>31%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Importance of wireless technology in connection with hearing aids?

<table>
<thead>
<tr>
<th>Importance</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Rather unimportant</th>
<th>Very unimportant</th>
</tr>
</thead>
<tbody>
<tr>
<td>All HA owners (n=510)</td>
<td>36%</td>
<td>41%</td>
<td>17%</td>
<td>6%</td>
</tr>
<tr>
<td>up to 44 y.o. (n=141)</td>
<td>43%</td>
<td>41%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>45-64 y.o. (n=201)</td>
<td>45%</td>
<td>39%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>65+ y.o. (n=168)</td>
<td>30%</td>
<td>42%</td>
<td>22%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Satisfaction with HA and drivers
Overall satisfaction with HA: Highest satisfaction for the following groups: Region North, BTEs, purchased 2010 or after, worn more than 8 hrs/day

<table>
<thead>
<tr>
<th>Group</th>
<th>% Very Dissatisfied</th>
<th>% Dissatisfied</th>
<th>% Somewhat Dissatisfied</th>
<th>% Neutral</th>
<th>% Somewhat Satisfied</th>
<th>% Satisfied</th>
<th>% Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total HA-user (n=510)</td>
<td>3</td>
<td>7</td>
<td>20</td>
<td>40</td>
<td>24</td>
<td>6</td>
<td>70%</td>
</tr>
<tr>
<td>Region North (N=231)</td>
<td>4</td>
<td>5</td>
<td>17</td>
<td>43</td>
<td>24</td>
<td>6</td>
<td>73%</td>
</tr>
<tr>
<td>Region Central (N=111)</td>
<td>13</td>
<td>5</td>
<td>25</td>
<td>38</td>
<td>22</td>
<td>6</td>
<td>66%</td>
</tr>
<tr>
<td>Region South (N=167)</td>
<td>2</td>
<td>10</td>
<td>21</td>
<td>37</td>
<td>23</td>
<td>7</td>
<td>67%</td>
</tr>
<tr>
<td>BTE (n=173)</td>
<td>5</td>
<td>18</td>
<td>38</td>
<td>28</td>
<td>10</td>
<td>10</td>
<td>77%</td>
</tr>
<tr>
<td>ITE (n=185)</td>
<td>14</td>
<td>7</td>
<td>17</td>
<td>46</td>
<td>22</td>
<td>3</td>
<td>71%</td>
</tr>
<tr>
<td>ITC (n=85)</td>
<td>7</td>
<td>9</td>
<td>12</td>
<td>39</td>
<td>27</td>
<td>5</td>
<td>71%</td>
</tr>
<tr>
<td>2010 or after (n=310)</td>
<td>12</td>
<td>4</td>
<td>15</td>
<td>44</td>
<td>26</td>
<td>8</td>
<td>78%</td>
</tr>
<tr>
<td>2009 or earlier (n=160)</td>
<td>5</td>
<td>12</td>
<td>21</td>
<td>35</td>
<td>23</td>
<td>5</td>
<td>62%</td>
</tr>
<tr>
<td>HA worn up to 4 hrs/day (n=119)</td>
<td>1</td>
<td>9</td>
<td>13</td>
<td>30</td>
<td>33</td>
<td>12</td>
<td>3%</td>
</tr>
<tr>
<td>HA worn 4-8 hrs/day (n=177)</td>
<td>11</td>
<td>8</td>
<td>21</td>
<td>46</td>
<td>18</td>
<td>5</td>
<td>69%</td>
</tr>
<tr>
<td>HA worn more than 8 hrs/day (n=213)</td>
<td>13</td>
<td>13</td>
<td>39</td>
<td>34</td>
<td>34</td>
<td>9</td>
<td>82%</td>
</tr>
</tbody>
</table>

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Factors influencing satisfaction with current HA: Sound quality/signal processing, reliability and service after purchase are most important for overall satisfaction with HA

### Dispenser
- Quality of service after purchase: 0.70
- Quality of service during hearing aid fitting period: 0.67
- Quality of dispenser’s counselling: 0.66
- Professionalism of dispenser: 0.63

### Listening situation
- Leisure activities: 0.67
- Use in noisy situations: 0.65
- Conversation in large groups: 0.64
- Conversation in small groups: 0.64
- Understanding a lecture in a large public place: 0.64
- Conversation with one person: 0.63
- On the telephone: 0.61
- Listening to Music: 0.61
- Watching TV: 0.60

### Sound quality/signal process.
- Cleanness of tone and sound: 0.74
- Comfort with loud sounds: 0.71
- Natural sounding: 0.71
- Richness or fidelity of sound: 0.70

### Product features
- Reliability: 0.75
- Overall fit/ Comfort: 0.65
- Visibility to others: 0.59
- Managing whistling/feedback/buzzing: 0.59
- Battery life: 0.58
- Value (performance versus money spent): 0.56
- Ease of changing battery: 0.56

*The Influence has been calculated with a correlation: 0 means no relation between a criterion and overall satisfaction; 1 means a maximal relationship. Read: reliability is the most important criterion for satisfaction.*
Satisfaction with current HA

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

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

Sound quality signal process
- Clarity of tone and sound
- Comfort with loud sounds
- Richness or fidelity of sound
- Natural sounding

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

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

HA-owner, n=510
Positive impact of HAs
Significant positive impact of HAs on different aspects – especially social life, participating in group activities and communication effectiveness have improved.
Impact of HAs is perceived more positive by patients with a Top 50% hearing loss in all aspects

% of HA owners feeling better/a lot better

- 21% for Social life
- 70% for Communicate more effectively
- 60% for Relationships at home
- 68% for Sense of independence
- 67% for Relationships at work
- 65% for Sense of safety
- 64% for Mental/emotional health
- 62% for Feelings about yourself
- 89% for Confidence in yourself
- 54% for Mental ability
- 54% for Physical health

- Low 50% hearing loss (n=134)
- Top 50% hearing loss (n=302)
For the significant others, the situation has improved, since person in household/parent is wearing hearing aids.

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

- Communication with Person X
  - a lot worse: 6
  - worse: 12
  - the same: 30
  - better: 32
  - a lot better: 21

- Social activities together with Person X
  - a lot worse: 6
  - worse: 12
  - the same: 34
  - better: 31
  - a lot better: 18

- Personal relationship with Person X
  - a lot worse: 5
  - worse: 10
  - the same: 39
  - better: 29
  - a lot better: 17

- Quarrels/disputes with Person X
  - a lot worse: 6
  - worse: 13
  - the same: 38
  - better: 27
  - a lot better: 15

Someone in HH / parent have HA, n=548
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 HA owners.

Hearing loss characteristics: Owners compared to non-owners

<table>
<thead>
<tr>
<th>Ears impaired</th>
<th>% HA Owner (n=510)</th>
<th>%HA-Non-owner Low 50% HL</th>
<th>%HA-Non-owner Top 50% HL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unilateral loss</td>
<td>35%</td>
<td>42%</td>
<td>27%</td>
</tr>
<tr>
<td>Bilateral loss</td>
<td>65%</td>
<td>58%</td>
<td>73%</td>
</tr>
</tbody>
</table>

Perceived loss  

<table>
<thead>
<tr>
<th>Perceived loss</th>
<th>% HA Owner (n=510)</th>
<th>%HA-Non-owner Low 50% HL</th>
<th>%HA-Non-owner Top 50% HL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mild</td>
<td>13%</td>
<td>51%</td>
<td>7%</td>
</tr>
<tr>
<td>Moderate</td>
<td>47%</td>
<td>45%</td>
<td>59%</td>
</tr>
<tr>
<td>Severe</td>
<td>30%</td>
<td>3%</td>
<td>28%</td>
</tr>
<tr>
<td>Profound</td>
<td>10%</td>
<td>1%</td>
<td>6%</td>
</tr>
</tbody>
</table>

More similar hearing loss structure
Top 10 reasons for not having a hearing aid (I/II)

- They do not work well in noisy situations
- Do not admit I have a hearing loss in public
- They do not restore your hearing to normal
- Hearing loss not severe enough
- Have more serious priorities
- Would be embarrassed to wear a hearing aid
- Bad design
- Cannot afford a hearing aid
- Reason
- Somewhat a reason
- Not a reason

Base: non owners Top 50% HL: n=228
Less important reasons for not having a hearing aid (II/II)

<table>
<thead>
<tr>
<th>Reason</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
<th>50%</th>
<th>60%</th>
<th>70%</th>
<th>80%</th>
<th>90%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ear doctors opinion (ENT)</td>
<td>40</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>44</td>
</tr>
<tr>
<td>Family doctors opinion (GP)</td>
<td>33</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>51</td>
</tr>
<tr>
<td>Another hearing aid owners opinion</td>
<td>34</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>52</td>
</tr>
<tr>
<td>Have tinnitus (ringing in ears)</td>
<td>27</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>56</td>
</tr>
<tr>
<td>Have Sensor-neural hearing loss (nerve deafness)</td>
<td>28</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>58</td>
</tr>
<tr>
<td>I have vision or dexterity problems</td>
<td>26</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>60</td>
</tr>
<tr>
<td>Hearing Aid Dispenser/Audiologists opinion</td>
<td>28</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>60</td>
</tr>
<tr>
<td>Have hearing loss only with low frequency sounds</td>
<td>26</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>61</td>
</tr>
<tr>
<td>Do not trust Hearing Aid Dispenser/Audiologist</td>
<td>20</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>63</td>
</tr>
<tr>
<td>Have not had hearing tested yet</td>
<td>25</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>64</td>
</tr>
<tr>
<td>Social / Family opinion such as child, spouse, friend</td>
<td>20</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>64</td>
</tr>
<tr>
<td>Do not know where to get hearing aids</td>
<td>19</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>64</td>
</tr>
<tr>
<td>Have hearing loss in only one ear</td>
<td>23</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>65</td>
</tr>
<tr>
<td>Have hearing loss only with high pitch sounds</td>
<td>20</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>11</td>
<td>69</td>
</tr>
<tr>
<td>Have tried hearing aid and they do not work</td>
<td>14</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>71</td>
</tr>
<tr>
<td>Had surgery - hearing aids wont help</td>
<td>12</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>80</td>
</tr>
</tbody>
</table>

Base: non owners Top 50% HL: n=228
Top 10 reasons for HA owners NOT using them

<table>
<thead>
<tr>
<th>Reason</th>
<th>% Reason</th>
<th>% Somewhat a reason</th>
<th>% Not a reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>They do not restore your hearing to normal</td>
<td>61</td>
<td>15</td>
<td>24</td>
</tr>
<tr>
<td>They do not work well in noisy situations</td>
<td>37</td>
<td>36</td>
<td>27</td>
</tr>
<tr>
<td>Have tried hearing aid and they do not work</td>
<td>31</td>
<td>34</td>
<td>35</td>
</tr>
<tr>
<td>Hear well enough in most situations</td>
<td>25</td>
<td>31</td>
<td>44</td>
</tr>
<tr>
<td>Do not admit I have a hearing loss in public</td>
<td>19</td>
<td>37</td>
<td>45</td>
</tr>
<tr>
<td>Bad design</td>
<td>29</td>
<td>26</td>
<td>46</td>
</tr>
<tr>
<td>Have Sensor-neural hearing loss (nerve deafness)</td>
<td>24</td>
<td>29</td>
<td>47</td>
</tr>
<tr>
<td>Social / Family opinion such as child, spouse, friend</td>
<td>28</td>
<td>19</td>
<td>52</td>
</tr>
<tr>
<td>I have vision or dexterity problems</td>
<td>26</td>
<td>22</td>
<td>52</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>28</td>
<td>17</td>
<td>55</td>
</tr>
</tbody>
</table>

Owners who don't use, n=71

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

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

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think I can live without it</td>
<td>58%</td>
</tr>
<tr>
<td>Costs are too high</td>
<td>32%</td>
</tr>
<tr>
<td>I am ashamed to wear it</td>
<td>29%</td>
</tr>
<tr>
<td>I know people who bought it but never use it</td>
<td>17%</td>
</tr>
<tr>
<td>Tried it but had no significant improvement</td>
<td>4%</td>
</tr>
</tbody>
</table>

ALL non-owners, n=801

*multiple responses possible (sum doesn't add up to 100%)
Negative impact of hearing loss
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.

Base: Top 50% n=225 / hearing aid n=494

*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).
Intentions to get a HA
10% of non-owners intend to get a hearing aid within the next year. Re-buying intention is higher than first-buying intention.

### Buying intention hearing impaired in %

<table>
<thead>
<tr>
<th></th>
<th>Owner</th>
<th>Non-owner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Within the next 6 months</strong></td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td><strong>In about a year</strong></td>
<td>15</td>
<td>6</td>
</tr>
<tr>
<td><strong>In about 2 years</strong></td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td><strong>In about 3 years</strong></td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td><strong>In about 4 years</strong></td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td><strong>In about 5 years</strong></td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td><strong>In about 6 years</strong></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>Not within the next 7 years</strong></td>
<td>39</td>
<td>69</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Every year</strong></td>
<td>8</td>
</tr>
<tr>
<td><strong>Every other year</strong></td>
<td>20</td>
</tr>
<tr>
<td><strong>Every third year</strong></td>
<td>12</td>
</tr>
<tr>
<td><strong>Every fourth year – or more</strong></td>
<td>15</td>
</tr>
<tr>
<td><strong>Don't know</strong></td>
<td>44</td>
</tr>
</tbody>
</table>
The most important influencing factors are worsening hearing loss, ENT and significant others plus Audioprotesista for the 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?

- **Hearing loss got worse**
  - Non-Owner (n=801): 51%
  - Owner (n=510): 42%

- **ENT/ Ear Doctor**
  - Non-Owner (n=801): 51%
  - Owner (n=510): 42%

- **Price of hearing aid**
  - Non-Owner (n=801): 34%
  - Owner (n=510): 10%

- **Hearing aid dispenser / Audiologist**
  - Non-Owner (n=801): 34%
  - Owner (n=510): 26%

- **GP /Family doctor**
  - Non-Owner (n=801): 34%
  - Owner (n=510): 25%

- **Financial Situation improved**
  - Non-Owner (n=801): 20%
  - Owner (n=510): 5%

- **Another hearing aid owner (word of mouth)**
  - Non-Owner (n=801): 19%
  - Owner (n=510): 12%

- **Safety concerns**
  - Non-Owner (n=801): 18%
  - Owner (n=510): 15%

- **Free due to coverage by Insurance / Received hearing aid free of charge**
  - Non-Owner (n=801): 18%
  - Owner (n=510): 6%

- **Spouse, relative, child, friend**
  - Non-Owner (n=801): 16%
  - Owner (n=510): 26%
45% of all hearing impaired have seen hearing aids advertisement recently (mainly product/brand advertising)

Have you recently seen any advertisement regarding hearing aids?  
(‘Recentemente ha visto pubblicità riguardanti il tema degli apparecchi acustici?’)

- Yes: 45%  
- No: 55%

Percentage of “Yes” by region:  
- Region North: 47%  
- Region Central: 49%  
- Region South: 39%

The advertisement you have seen was:*
(‘La pubblicità che ha visto/sentito era:’)

- Product advertising: hearing aids:  
  - Total: 55%  
  - Region North: 52%  
  - Region Central: 51%  
  - Region South: 59%

- Advertising product brand:  
  - Total: 54%  
  - Region North: 52%  
  - Region Central: 45%  
  - Region South: 56%

- Advertising of the specialist: audiologist:  
  - Total: 6%  
  - Region North: 5%  
  - Region Central: 9%  
  - Region South: 6%

- Advertising other:  
  - Total: 6%  
  - Region North: 3%  
  - Region Central: 2%  
  - Region South: 6%

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

Hearing impaired, n=1'311

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EHIMA
European Hearing Instrument Manufacturers Association

Soeren Hougaard
EHIMA secretary general
Phone: (+45) 4045 7135
Email: sh@ehima.com
Demographics (1) Hearing instrument adoption rates and populations

<table>
<thead>
<tr>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
<th>No hearing loss</th>
<th>Hearing loss but no hearing aid</th>
<th>Hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>7537</td>
<td>12.9%</td>
<td>47.8%</td>
<td>55.2%</td>
<td>49.6%</td>
</tr>
<tr>
<td>Female</td>
<td>7997</td>
<td>10.4%</td>
<td>52.2%</td>
<td>44.8%</td>
<td>50.4%</td>
</tr>
<tr>
<td><strong>Age recoded</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 14</td>
<td>2182</td>
<td>2.2%</td>
<td>58.8%</td>
<td>15.5%</td>
<td>1.5%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>1555</td>
<td>3.0%</td>
<td>32.1%</td>
<td>11.0%</td>
<td>2.4%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>1931</td>
<td>4.9%</td>
<td>27.9%</td>
<td>13.4%</td>
<td>5.1%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>2492</td>
<td>7.7%</td>
<td>23.4%</td>
<td>16.8%</td>
<td>10.8%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>2288</td>
<td>9.6%</td>
<td>17.8%</td>
<td>15.1%</td>
<td>13.3%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>1935</td>
<td>13.4%</td>
<td>15.9%</td>
<td>12.2%</td>
<td>16.0%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>1577</td>
<td>20.0%</td>
<td>19.7%</td>
<td>9.2%</td>
<td>18.7%</td>
</tr>
<tr>
<td>74+</td>
<td>1575</td>
<td>39.6%</td>
<td>29.8%</td>
<td>6.9%</td>
<td>32.3%</td>
</tr>
<tr>
<td><strong>Type of household</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>single household</td>
<td>968</td>
<td>21.2%</td>
<td>28.3%</td>
<td>5.5%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Couple, no kids</td>
<td>2327</td>
<td>16.3%</td>
<td>24.2%</td>
<td>14.2%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Couple with kid(s)</td>
<td>10146</td>
<td>8.8%</td>
<td>23.2%</td>
<td>67.4%</td>
<td>50.5%</td>
</tr>
<tr>
<td>Single mom/dad with kid(s)</td>
<td>699</td>
<td>13.3%</td>
<td>30.7%</td>
<td>4.4%</td>
<td>4.8%</td>
</tr>
<tr>
<td>Retirement home, hospital etc.</td>
<td>63</td>
<td>41.9%</td>
<td>44.8%</td>
<td>0.3%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Other</td>
<td>1332</td>
<td>15.3%</td>
<td>23.0%</td>
<td>8.2%</td>
<td>11.5%</td>
</tr>
</tbody>
</table>

* Small sample sizes in some categories*
## Demographics (2) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

<table>
<thead>
<tr>
<th>Status</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
<th>No hearing loss</th>
<th>Hearing loss but no hearing aid</th>
<th>Hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td>The head of the household (alone or together with someone)</td>
<td>5936</td>
<td>19.2%</td>
<td>24.0%</td>
<td>35.0%</td>
<td>64.9%</td>
<td>63.4%</td>
</tr>
<tr>
<td>The spouse of the head of the household</td>
<td>3806</td>
<td>10.2%</td>
<td>25.0%</td>
<td>25.0%</td>
<td>21.8%</td>
<td>22.5%</td>
</tr>
<tr>
<td>Daughter/son of head of household</td>
<td>5078</td>
<td>2.3%</td>
<td>23.1%</td>
<td>36.3%</td>
<td>6.7%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Other Person</td>
<td>629</td>
<td>19.7%</td>
<td>27.5%</td>
<td>3.7%</td>
<td>6.7%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Employment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full time employed</td>
<td>4970</td>
<td>9.3%</td>
<td>20.7%</td>
<td>39.2%</td>
<td>27.6%</td>
<td>23.3%</td>
</tr>
<tr>
<td>Part time employed</td>
<td>1172</td>
<td>6.9%</td>
<td>26.0%</td>
<td>9.5%</td>
<td>4.5%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Unemployed / not working</td>
<td>2040</td>
<td>6.9%</td>
<td>18.8%</td>
<td>16.5%</td>
<td>8.5%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Retired under a disability pension scheme (fully or partly)</td>
<td>348</td>
<td>30.9%</td>
<td>33.7%</td>
<td>2.1%</td>
<td>5.4%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Early retired under an early retirement benefit scheme</td>
<td>261</td>
<td>20.0%</td>
<td>36.3%</td>
<td>1.8%</td>
<td>2.5%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Retired (at the official retirement age)</td>
<td>3112</td>
<td>27.8%</td>
<td>24.2%</td>
<td>19.5%</td>
<td>49.2%</td>
<td>50.5%</td>
</tr>
<tr>
<td>Student / pupil / in training</td>
<td>1347</td>
<td>2.8%</td>
<td>15.7%</td>
<td>11.4%</td>
<td>2.4%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scuola elementare</td>
<td>1368</td>
<td>32.2%</td>
<td>26.0%</td>
<td>8.1%</td>
<td>24.4%</td>
<td>27.6%</td>
</tr>
<tr>
<td>Scuola media inferiore</td>
<td>2426</td>
<td>14.4%</td>
<td>23.6%</td>
<td>18.1%</td>
<td>20.0%</td>
<td>19.9%</td>
</tr>
<tr>
<td>Scuola media superiore</td>
<td>5279</td>
<td>9.5%</td>
<td>21.2%</td>
<td>41.5%</td>
<td>29.7%</td>
<td>25.8%</td>
</tr>
<tr>
<td>Formazione professionale</td>
<td>898</td>
<td>14.7%</td>
<td>23.5%</td>
<td>6.7%</td>
<td>7.6%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Università</td>
<td>3156</td>
<td>9.9%</td>
<td>24.4%</td>
<td>24.7%</td>
<td>17.8%</td>
<td>18.5%</td>
</tr>
<tr>
<td>Altro</td>
<td>123</td>
<td>8.1%</td>
<td>29.8%</td>
<td>1.0%</td>
<td>0.5%</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

* Small sample sizes in some categories