



Summary

EuroTrak ITALY 2012

- 1. Introduction
- 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.

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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".







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
- 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

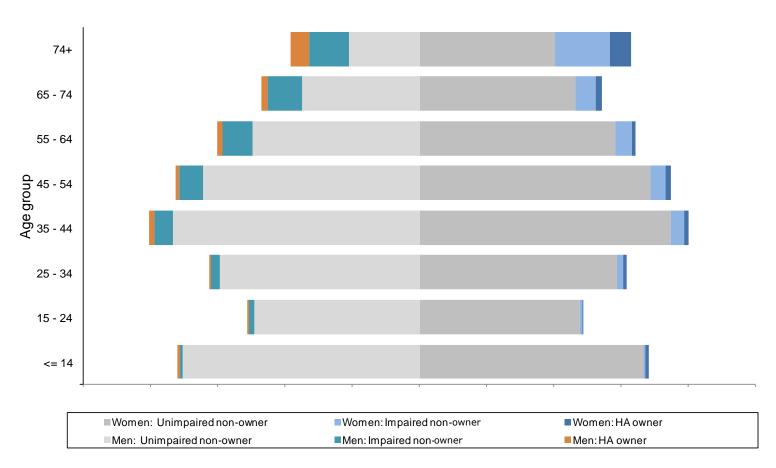








Hearing loss and hearing instrument ownership by gender/age



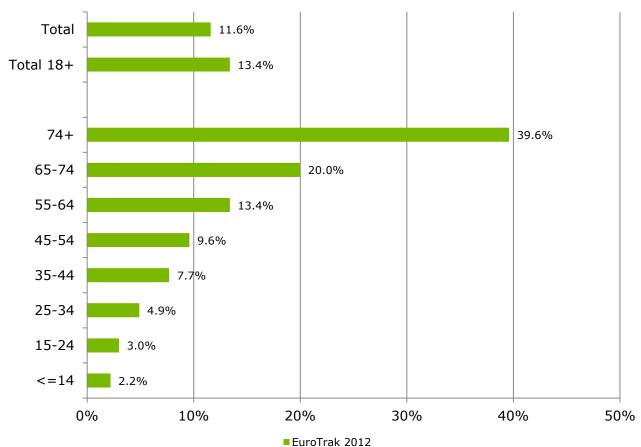






Hearing loss prevalence Italy 2012

% hearing loss prevalence



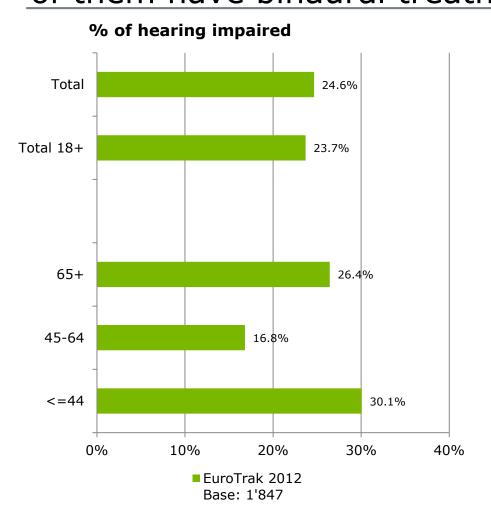
EuroTrak 2012 Base: 15'536

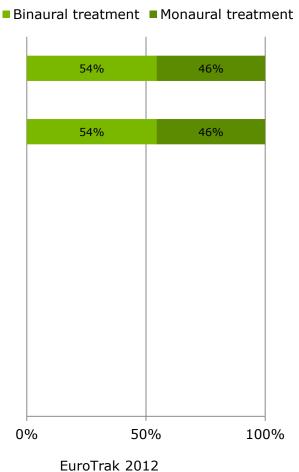






Hearing aid adoption rate Italy 2012 24.6% of hearing impaired have hearing aid(s), 54% of them have binaural treatment





HA owners (Base: 436)

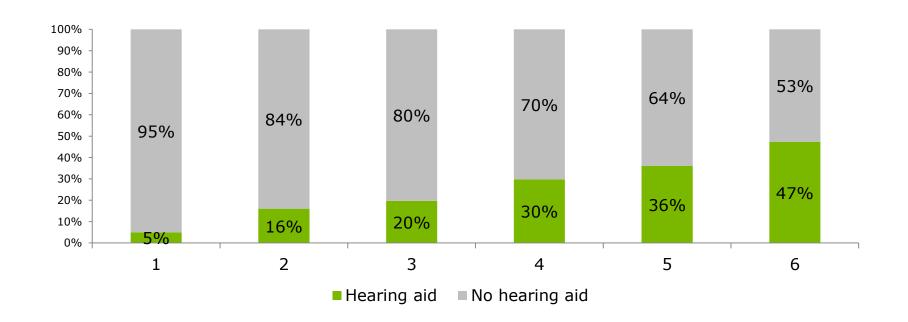








The more severe the hearing loss, the higher the adoption rate



Hearing loss 6-groups

HA-non-owner, n=801 HA-owner, n=510

* 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).

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Hearing loss

Hearing loss characteristics: Owners compared to non-owners

	HA-Non-owner	HA Owner	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	36%	35%	25%
Bilateral loss	64%	65%	25%
Perceived loss			
Mild	35%	13%	10%
Moderate	50%	47%	22%
Severe	12%	30%	45%*
Profound	3%	10%	

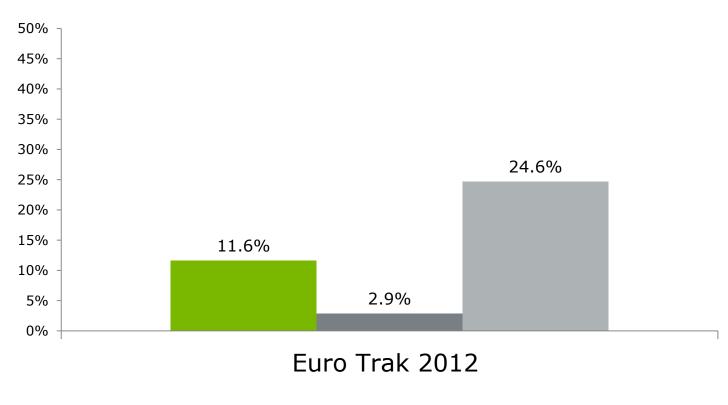
^{*} combined "severe" and "profound" because n is too small







Overview hearing loss prevalence and hearing aid adoption



■ Hearing impaired (stated) ■ Adoption (% of population) ■ Adoption (% of stated impaired)







Hearing tests and prevalence of tinnitus



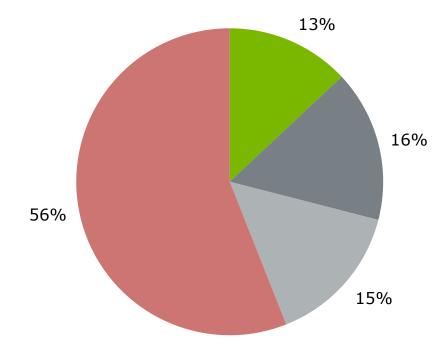






56% state their hearing has never been tested

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



Base= 13490

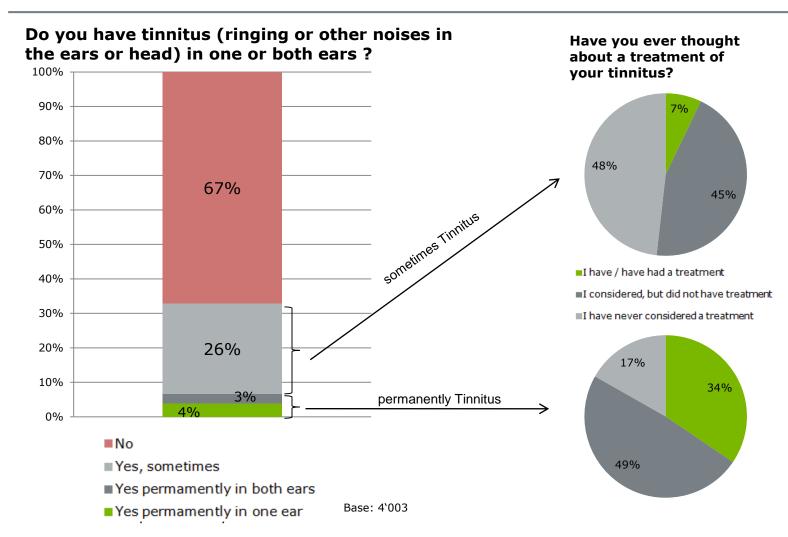








Prevalence of tinnitus









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

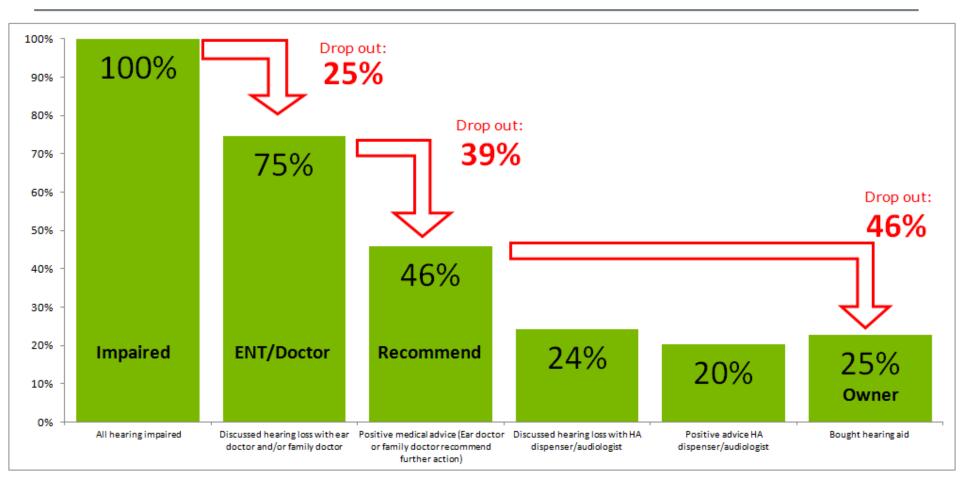








The route to the hearing aid: Overview



Base: n=1'311



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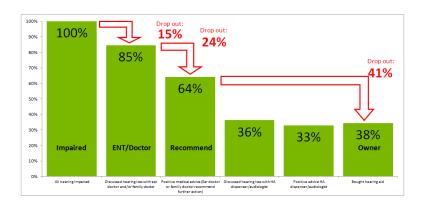


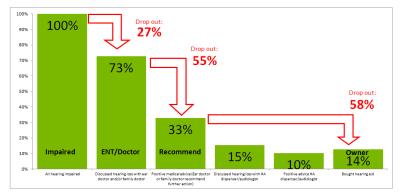


Much higher drop-out-rates for the lower hearing loss segments

Top 50% hearing loss*

Low 50% hearing loss*





Base: n=1'311

^{*} 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).







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

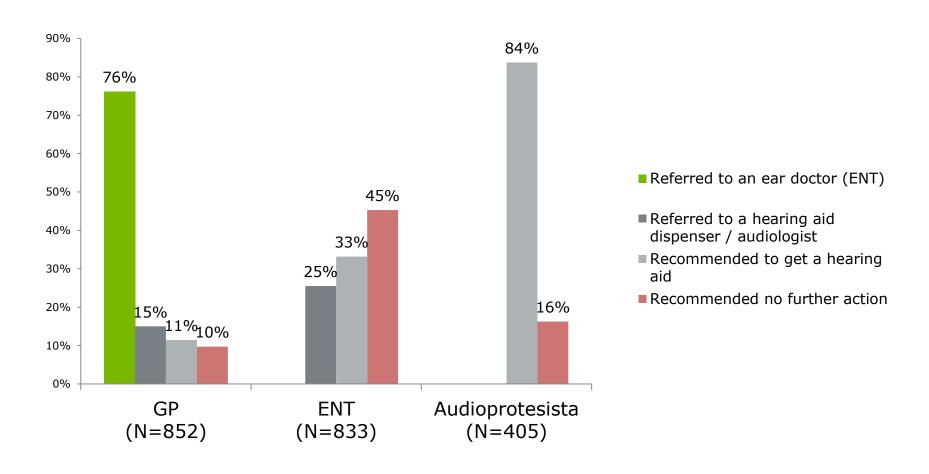








Recommendations by profession



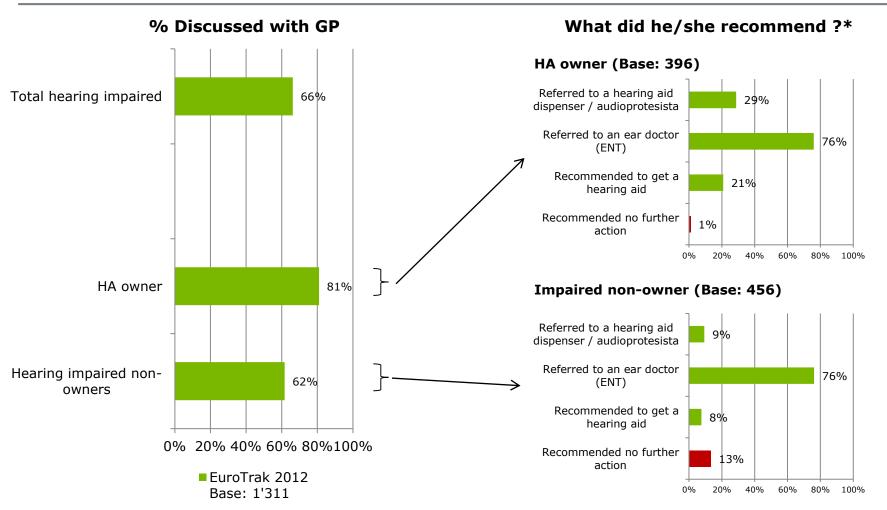






The route to the hearing aid: GP/Family doctor

Have you discussed your hearing problem with your family doctor?



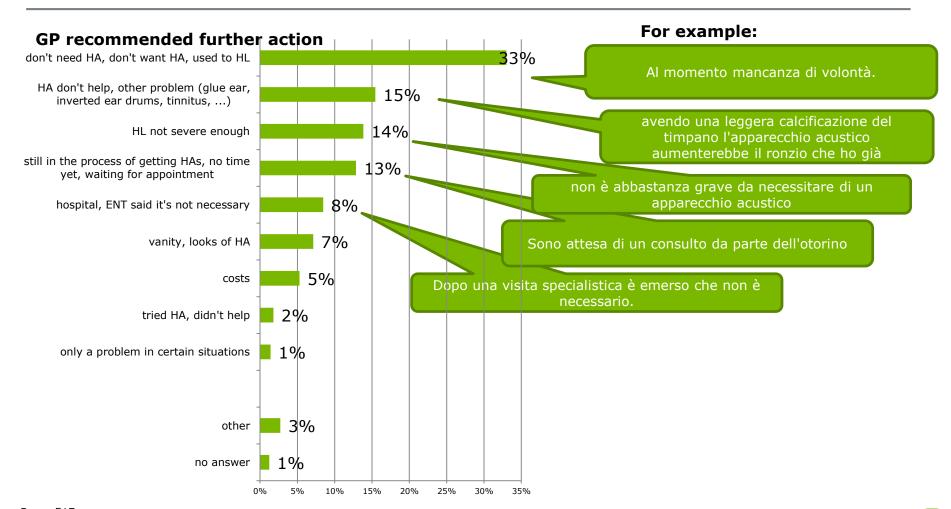
*multiple responses possible (sum doesn't add up to 100%)







Non-owners: Reasons for not owning a HA If GP recommended further action (open ended question, coded)



Base: 517

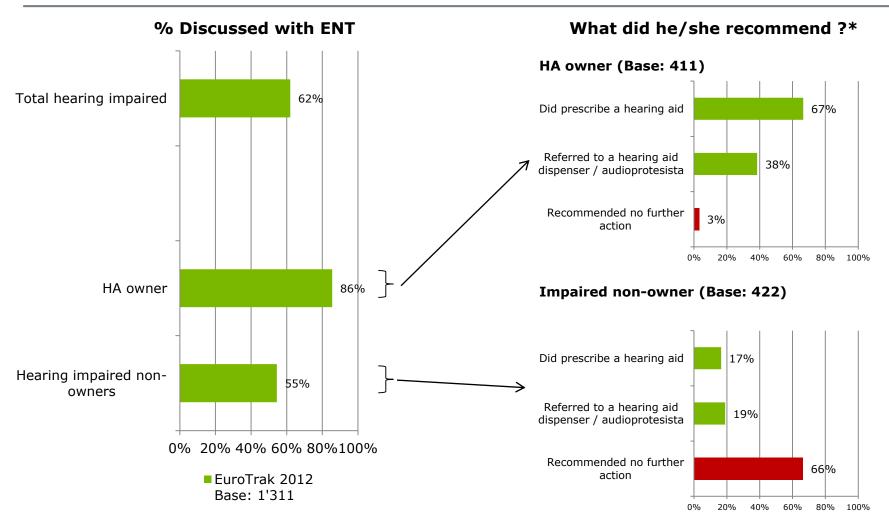






The route to the hearing aid: ENT

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





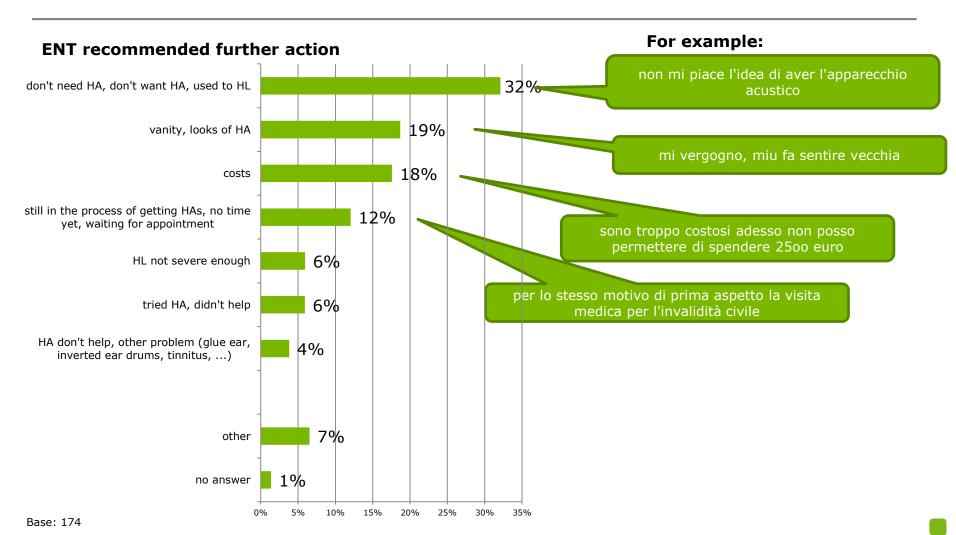






Non-owners: Reasons for not owning a HA

If ENT recommended further action (open ended question, coded)



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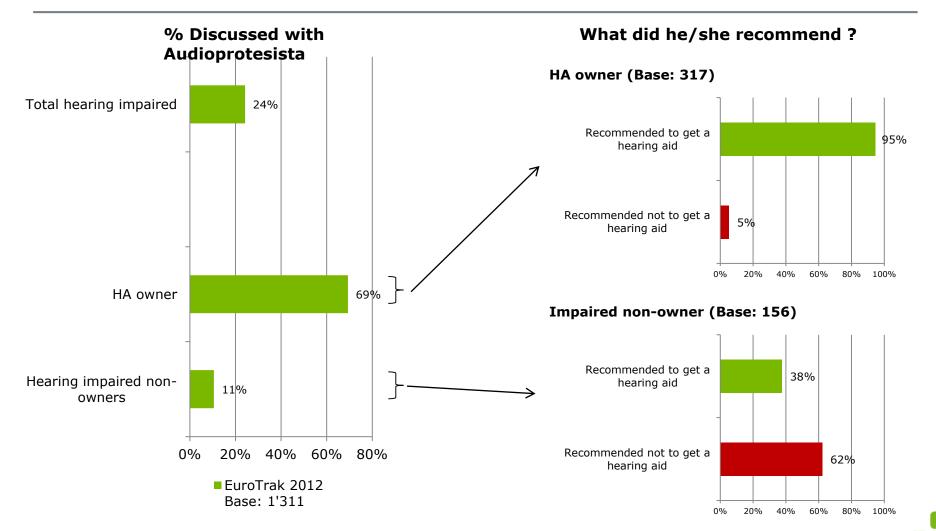






The route to the hearing aid: Audioprotesista

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



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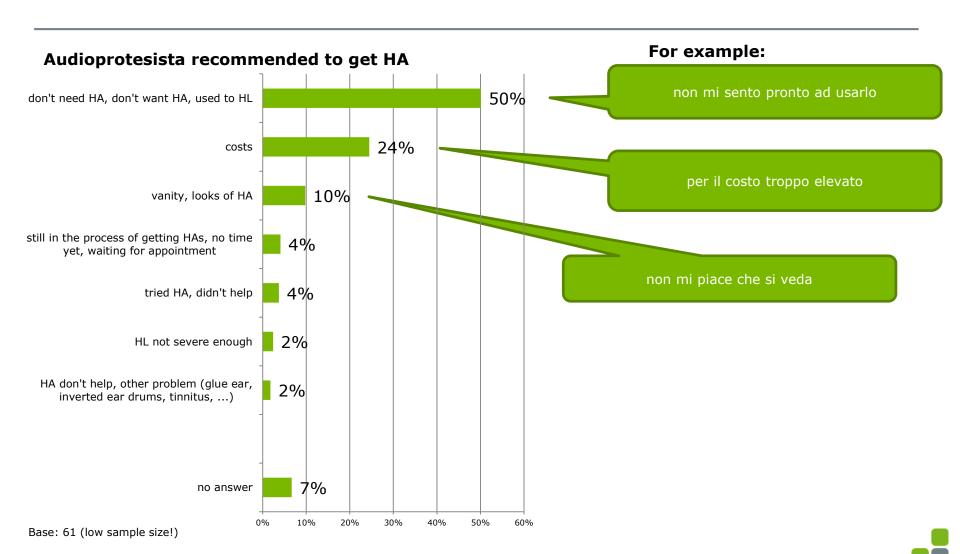






Non-owners: Reasons for not owning a HA

If Audioprotesista recommended to get HA (open ended question, coded)





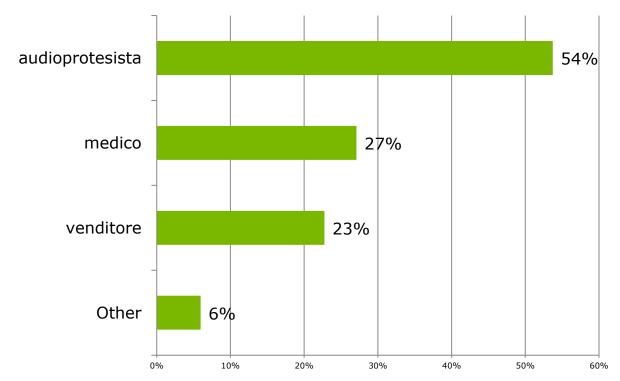




More than half of the hearing aid owners were assisted by an audioprotesista when acquiring the HA

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?')





HA-owner, n=510

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









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



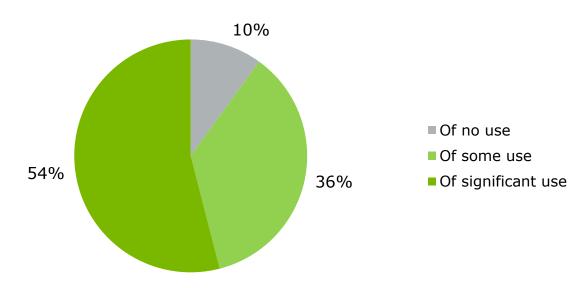






Work competitiveness: 90% of the working hearing aid owners state their hearing aid(s) are useful on their job.

How useful are your hearing aids on your job?



Base: N=253

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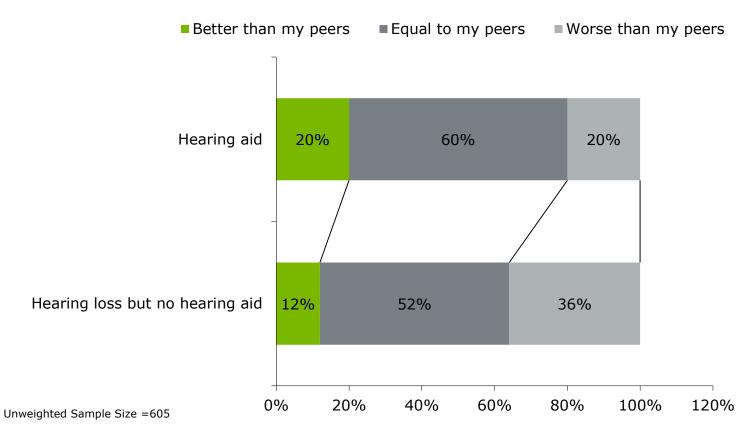




Work competitiveness: 36% of impaired people without hearing aid tend to think they receive a worse compensation for their jobs than their peers (20% of hearing aid owners)

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)







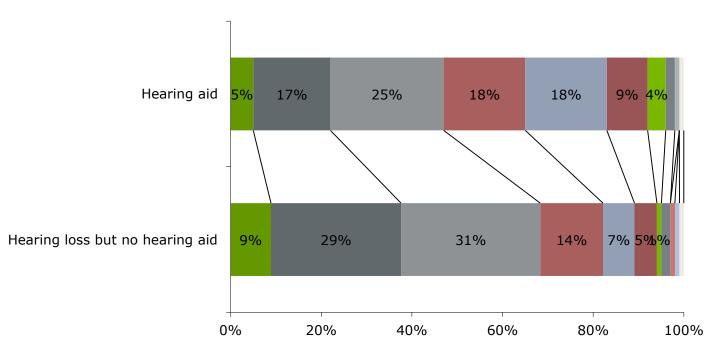


Work competitiveness: People with hearing aid(s) tend to have a higher personal income compared to impaired non-owners.

Personal income

Base: Employed (full/part time)





Unweighted Sample Size = 590

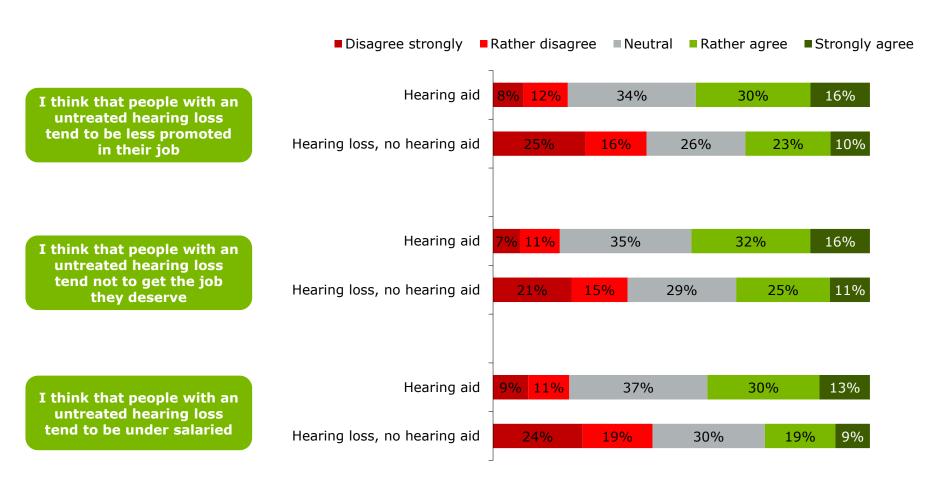
Base: Employed (full/part time) Page 40







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

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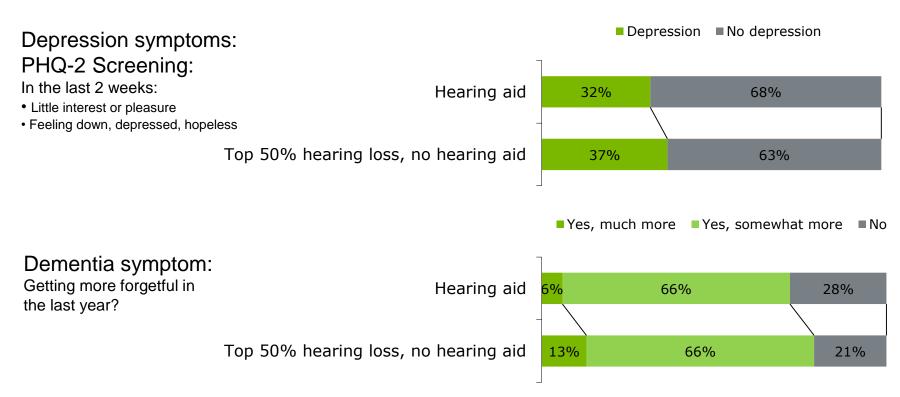








Health problems: Hearing aid owners have a lower risk of being depressed (PHQ-2 Screening) and a lower risk of being forgetful compared to impaired non-owners with comparable hearing loss (Top50% hearing loss group*).



Base: hearing aid n=334 / no hearing aid =106

*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

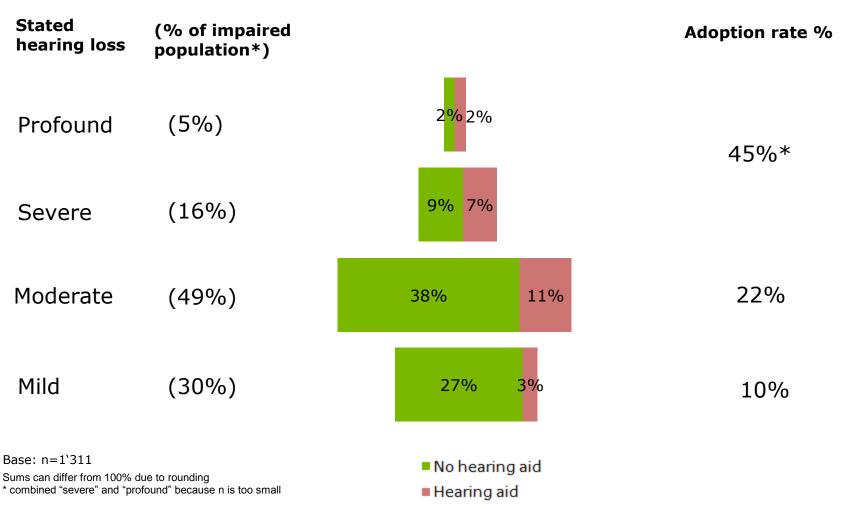








Low adoption rates within mild and moderate hearing loss



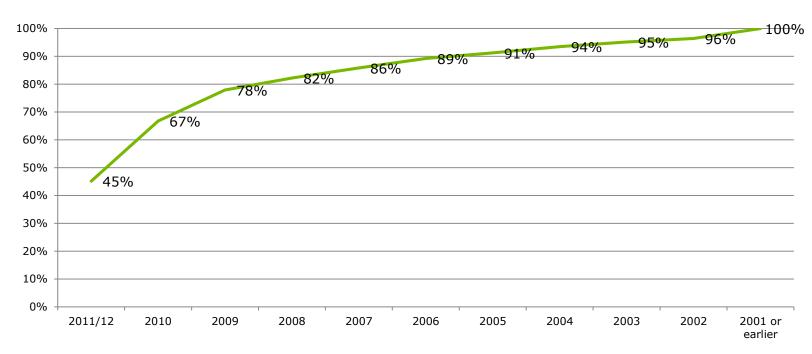






78% of the currently owned HAs were bought in 2009 or later

Year of purchase



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

HA-owner, n=510

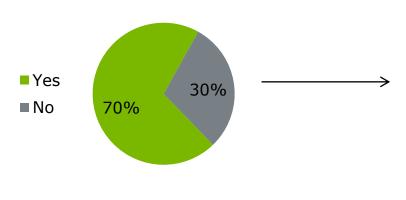






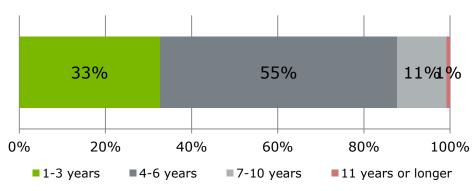
70% are first time HA users – non first time users kept their HAs for 4 years on average

Current HAs = first HAs?



HA-owner, n=510

How many years did you own your previous HAs?



Base: n=122

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

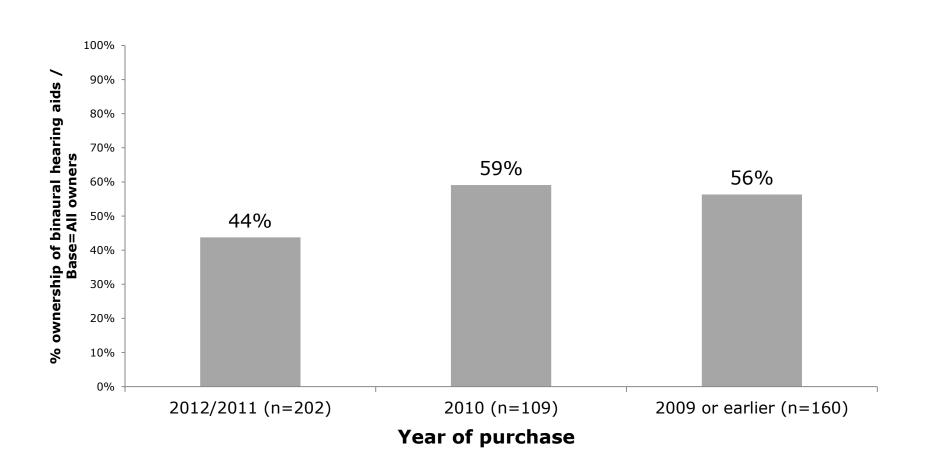








Binaural treatment by purchase date



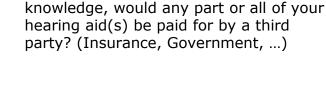




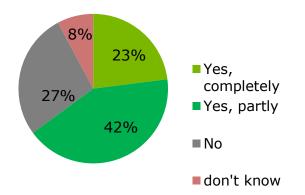


65% received some kind of 3rd party reimbursement. Information deficit non-owners: only 22% know whether government/insurance would pay

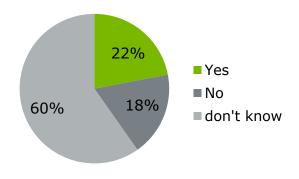
Owners: Was any part or all of your hearing aid(s) paid for by a third party? (Insurance, Government, ...)



Non-owners: Based on your current



HA-owner, n=510



HA-non-owners, n=801



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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

HA-owner, n=510

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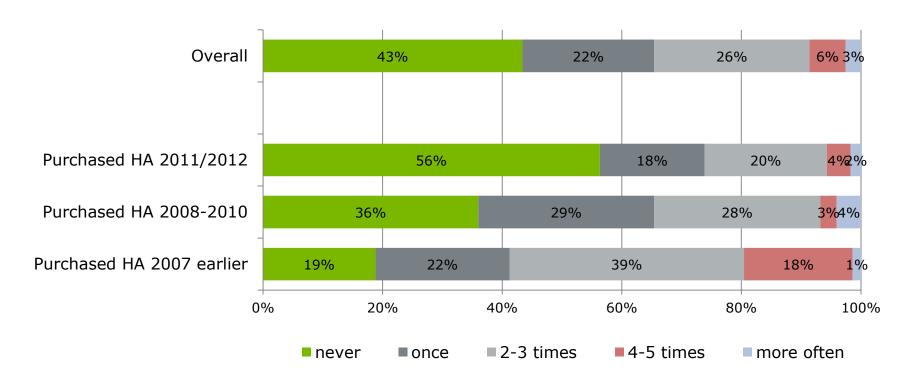






65% of the currently owned HAs either had no repair need or only once

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



HA-owner, n=510









Awareness and importance of wireless technology





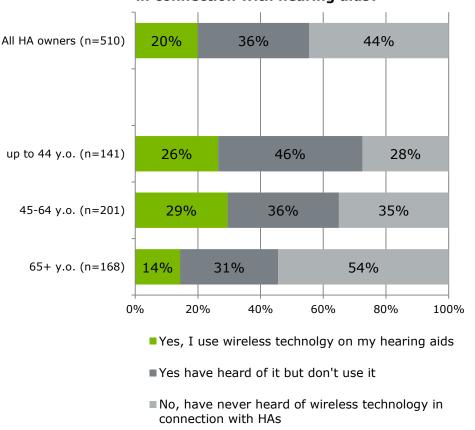




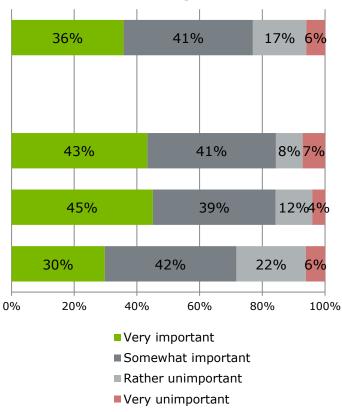
Only 1 out of 5 hearing aid owners uses wireless technology

Wireless Technology





Importance of wireless technology in connection with hearing aids?











Satisfaction with HA and drivers

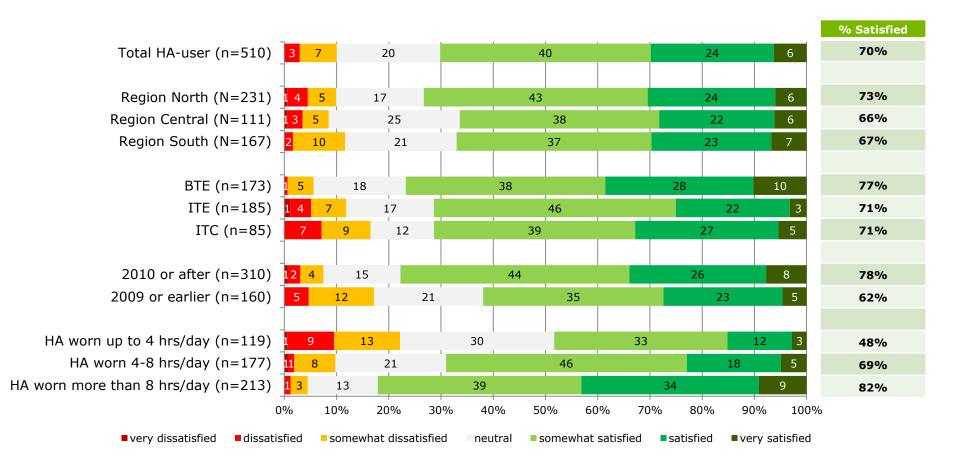








Overall satisfaction with HA: Highest satisfaction for the following groups: Region North, BTEs, purchased 2010 or after, worn more than 8 hrs/day





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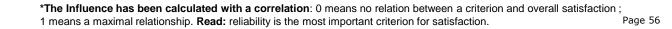


Factors influencing satisfaction with current HA: Sound quality/signal processing, reliability and service after purchase are most important for overall satisfaction with HA

		Influence on overall satis-faction with HA*
	Quality of service after purchase	0.70
Dienoncor	Quality of service during hearing aid fitting period	0.67
Dispenser	Quality of dispenser's counselling	0.66
	Professionalism of dispenser	0.63
	Leisure activities	0.67
	Use in noisy situations	0.65
	Conversation in large groups	0.64
Listoning	Conversation in small groups	0.64
Listening	Understanding a lecture in a large public place	0.64
situation	Conversation with one person	0.63
	On the telephone	0.61
	Listening to Music	0.61
	Watching TV	0.60
	Clearness of tone and sound	0.74
Sound quality	Comfort with loud sounds	0.71
signal process.	Natural sounding	0.71
	Richness or fidelity of sound	0.70
	Reliability	0.75
	Overall fit/ Comfort	0.65
Dwoduck	Visibility to others	0.59
Product	Managing whistling/feedback/buzzing	0.59
features	Battery life	0.58
	Value (performance versus money spent)	0.56
	E 6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	0.56

Ease of changing battery





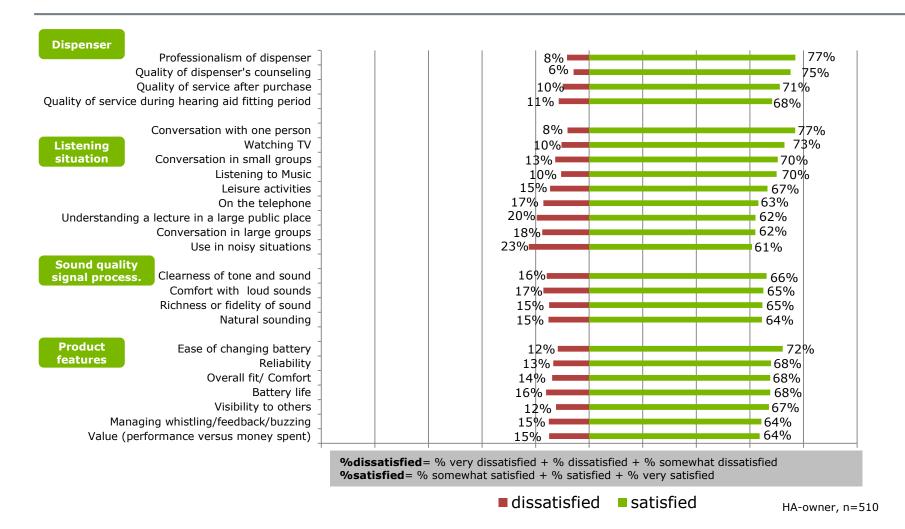
0.56







Satisfaction with current HA









Positive impact of HAs

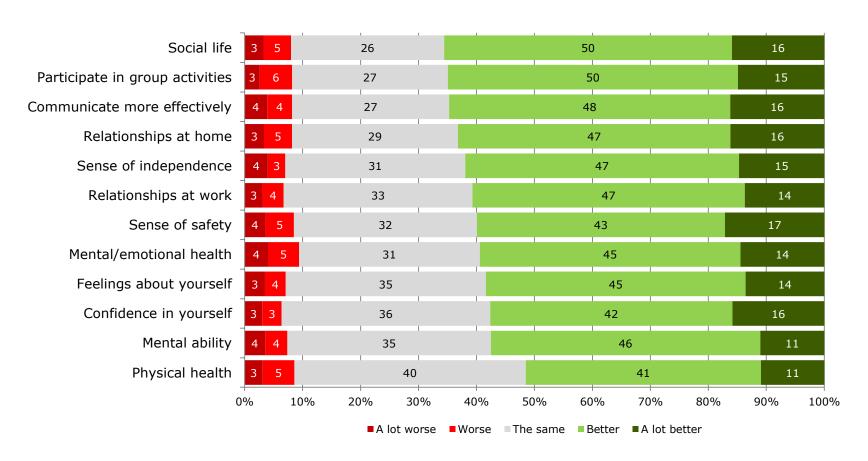








Significant positive impact of HAs on different aspects – especially social life, participating in group activities and communication effectiveness have improved



HA-owner, n=510



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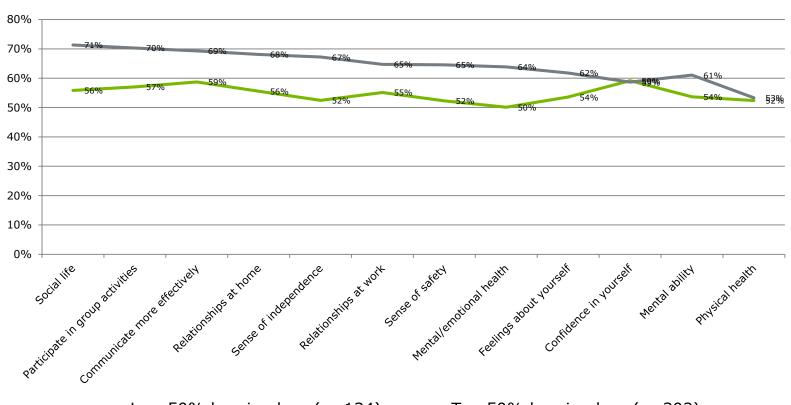






Impact of HAs is perceived more positive by patients with a Top 50% hearing loss in all aspects

% of HA owners feeling better/a lot better



Low 50% hearing loss (n=134) — Top 50% hearing loss (n=302)

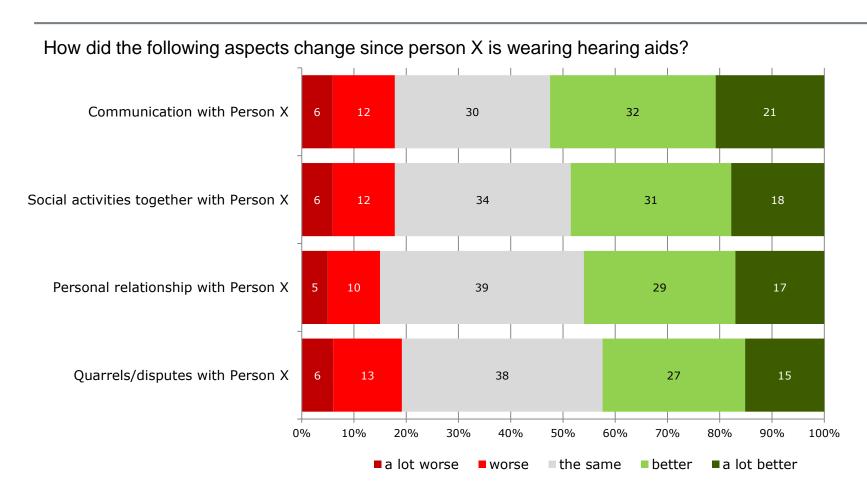








For the significant others, the situation has improved, since person in household/parent is wearing hearing aids



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

	% HA Owner (n=510)		%HA-Non- owner Low 5 HL	%HA-Non- owner Top 50% HL				
Ears impaired								
Unilateral loss	35%		42%	27%				
Bilateral loss	65%		58%			73%		
Perceived loss				More similar hearing loss-structure				
Mild	:	13%		51%			7%	
Moderate	4	47%		45%			59%	
Severe	:	30%		3%			28%	
Profound		10%		1%			6%	

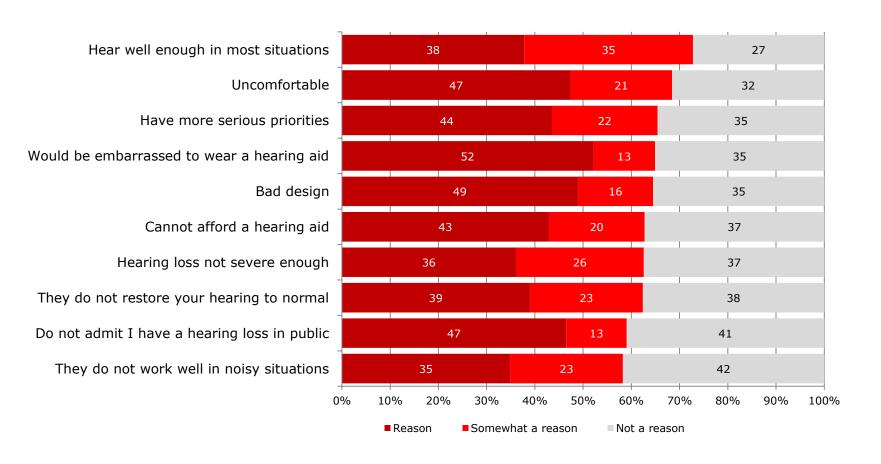








Top 10 reasons for not having a hearing aid (I/II)



Base: non owners Top 50% HL: n=228

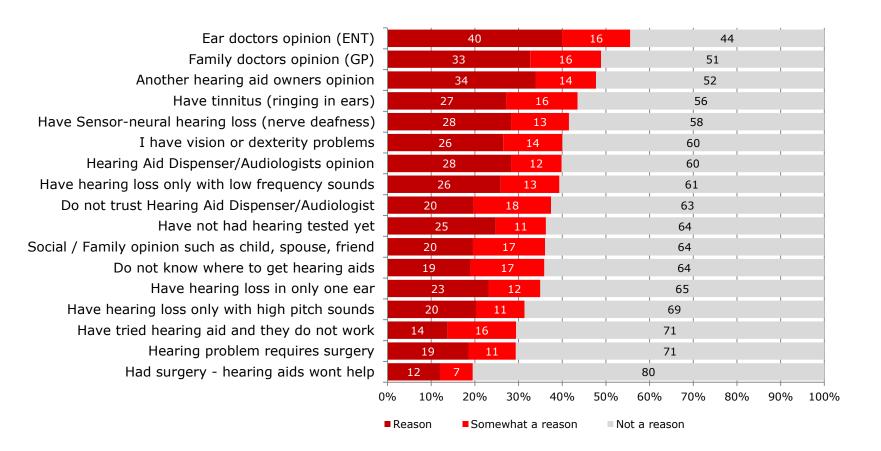








Less important reasons for not having a hearing aid (II/II)



Base: non owners Top 50% HL: n=228

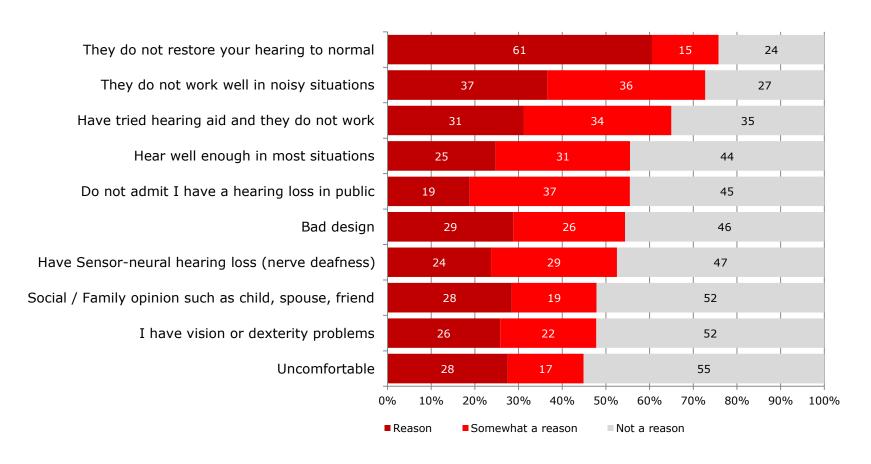








Top 10 reasons for HA owners NOT using them



Owners who don't use, n=71





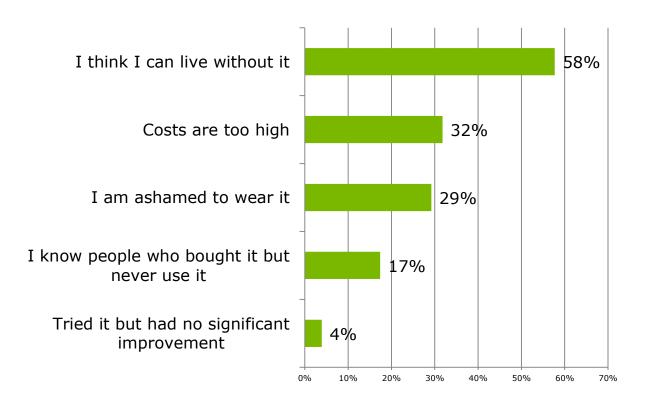




More than half of the impaired hearing aid non-owners think that they can live without a hearing aid

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?')





ALL non-owners, n=801

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









Negative impact of hearing loss

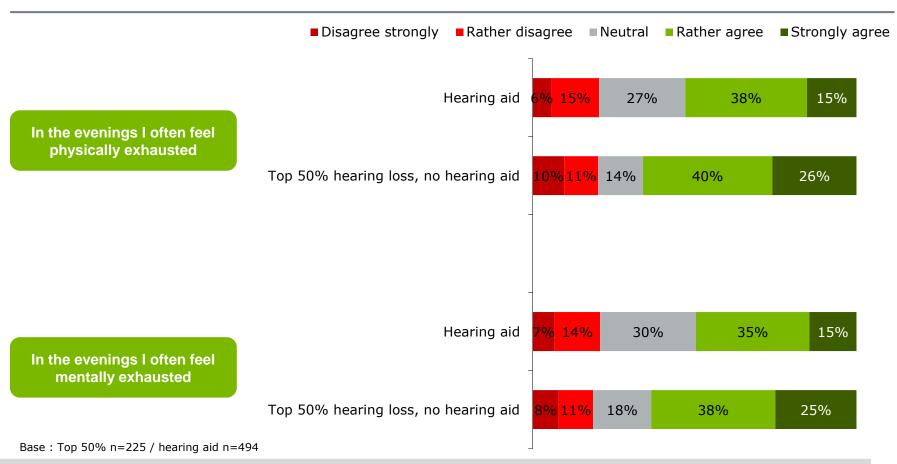








Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss group*), hearing aid owners feel less exhausted in the evenings



*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)

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- 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).

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Intentions to get a HA



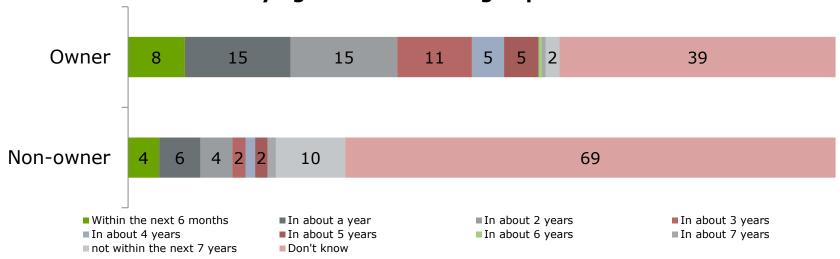






10% of non-owners intend to get a hearing aid within the next year. Re-buying intention is higher than first-buying intention

Buying intention hearing impaired in %



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



HA-non-owner, n=801 HA-owner, n=510





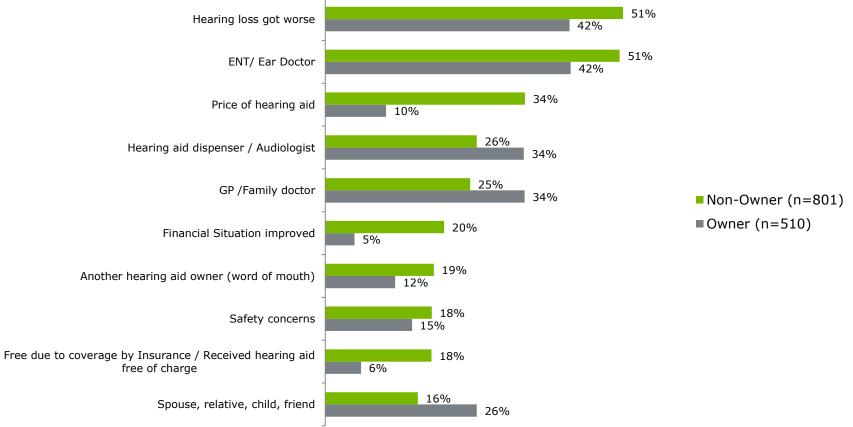




The most important influencing factors are worsening hearing loss, ENT and significant others plus Audioprotesista for the owners

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?









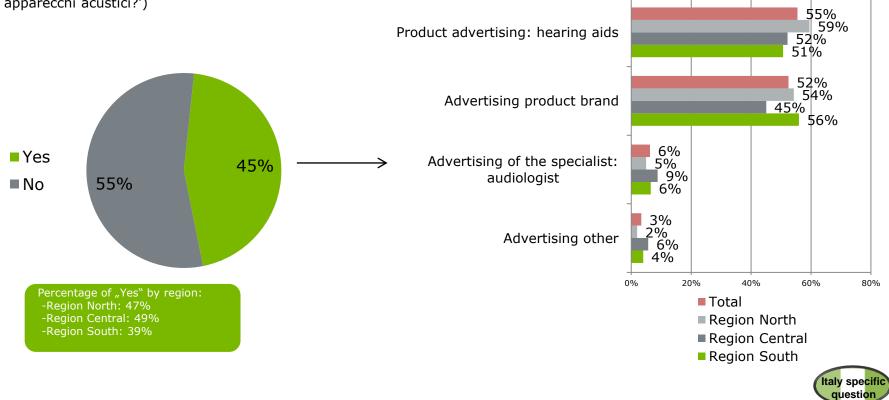
45% of all hearing impaired have seen hearing aids advertisement recently (mainly product/brand advertising)

Have you recently seen any advertisement regarding hearing aids?

('Recentemente ha visto pubblicità riguardanti il tema degli apparecchi acustici?')

The advertisement you have seen was:*

('La pubblicità che ha visto/sentito era:')



Hearing impaired, $n=1^311$

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





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APPENDIX







Demographics (1) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

	Fromes. 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	7537	12.9%	22.7%		47.8%	55.2%	49.6%
Female	7997	10.4%	26.9%		52.2%	44.8%	50.4%
Age recoded							
1 - 14	2182	2.2%	58.8%		15.5%	1.5%	6.4%
15 - 24	1555	3.0%	32.1%		11.0%	2.4%	3.4%
25 - 34	1931	4.9%	27.9%		13.4%	5.1%	6.0%
35 - 44	2492	7.7%	23.4%		16.8%	10.8%	10.1%
45 - 54	2288	9.6%	17.8%		15.1%	13.3%	8.8%
55 - 64	1935	13.4%	15.9%		12.2%	16.0%	9.3%
65 - 74	1577	20.0%	19.7%		9.2%	18.7%	14.0%
74+	1575	39.6%	29.8%		6.9%	32.3%	42.0%
Type of household							
single household	968	21.2%	28.3%		5.5%	10.9%	13.1%
Couple, no kids		16.3%	24.2%		14.2%	21.2%	20.7%
Couple with kid(s)	10146	8.8%	23.2%		67.4%	50.5%	46.5%
Single mom/dad with kid(s)	699	13.3%	30.7%		4.4%	4.8%	6.5%
Retirement home, hospital etc.	63	41.9%	44.8%		0.3%	1.1%	2.7%
Other	1332	15.3%	23.0%		8.2%	11.5%	10.6%









Demographics (2) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

	1 Tollies. Gategories add to 100%					10070	
	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 (alone or together with someone)	5936	19.2%	24.0%		35.0%	64.9%	63.4%
The spouse of the head of the household	3806	10.2%	25.0%		25.0%	21.8%	22.5%
Daughter/son of head of household	5078	2.3%	23.1%		36.3%	6.7%	6.2%
Other Person	629	19.7%	27.5%		3.7%	6.7%	7.9%
Employment							
Full time employed	4970	9.3%	20.7%		39.2%	27.6%	23.3%
Part time employed	1172	6.9%	26.0%		9.5%	4.5%	5.1%
Unemployed / not working	2040	6.9%	18.8%		16.5%	8.5%	6.4%
Retired under a disability pension scheme (fully or partly)	348	30.9%	33.7%		2.1%	5.4%	8.8%
Early retired under an early retirement benefit scheme	261	20.0%	36.3%		1.8%	2.5%	4.6%
Retired (at the official retirement age)	3112	27.8%	24.2%		19.5%	49.2%	50.5%
Student / pupil / in training	1347	2.8%	15.7%		11.4%	2.4%	1.4%
Education							
Scuola elementare	1368	32.2%	26.0%		8.1%	24.4%	27.6%
Scuola media inferiore	2426	14.4%	23.6%		18.1%	20.0%	19.9%
Scuola media superiore	5279	9.5%	21.2%		41.5%	29.7%	25.8%
Formazione professionale	898	14.7%	23.5%		6.7%	7.6%	7.5%
Università	3156	9.9%	24.4%		24.7%	17.8%	18.5%
Altro	123	8.1%	29.8%		1.0%	0.5%	0.7%



