Results

NewZealandTrak 2018

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

- NewZealandTrak 2018 was designed and executed by Anovum (Zurich) on behalf of New Zealand Hearing Industry Association (HIA).

- Sample sizes New Zealand 2018:
  - Representative sample (sample 1): n=16’080 people
  - Hearing impaired (sample 2): n=1’316 people
    - Hearing impaired non-owners: n=677 people with hearing loss (HL)
    - HA owners: n=639 people with hearing aid (HA)

- NewZealandTrak 2018 is part of the EuroTrak studies:
Summary

2. Market overview

- **Stated hearing loss prevalence**
  - Total: 10.1%, 18+: 12.3%
  - Binaural hearing loss: HA owners: 86%, HA non-owners: 65%
  - Hearing Tests: 38% had a hearing test in the last 5 years, most tests done by audiologists/audiometrists

- **Hearing aid adoption rate (HA penetration)**
  - Total: 41.6%
  - Total age group 18+: 41.8%
  - 78% of HA owners have binaural treatment

- **The route to the hearing aid**
  - 56% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor (drop out=44%).
  - 68% of the hearing impaired discussed hearing loss with an audiologist/audiometrist.
  - 47% got hearing aids recommended from the ENT or family doctor (drop out=16%).
  - 63% of the GP consultations referred to an audiologist/audiometrist.
  - 27% of the GP consultations referred to an Ear, Nose and Throat specialist’s (ENT), 9% recommended no action.
  - 57% of ENT consultations referred to an audiologist/audiometrist, 22% 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.
  - Quality of sleep seems to improve if hearing impaired use hearing aids.
Summary
3. Analysis of hearing aid owners

• Hearing aid ownership, usage and accessories
  – 46% of all HA owners received some kind of 3rd party reimbursement - 58% among those received funding from ACC.
  – 72% of the currently owned HAs were bought in 2015 or later.
  – The average age of the currently owned HAs is 2.8 years.
  – The median age of hearing aids before replacement is 6 years.
  – On average, HAs are worn 8.5 hours a day.
  – 44% of today’s hearing aid owners are aware of their hearing aid brand.
  – 40% have been informed about hearing aid accessories by the audiologist, 17% use a HA accessory.

• Importance of listening situations and satisfaction with HAs
  – 83% of the hearing aid owners say their hearing aid works better than or as expected
  – 79% of the HA owners are satisfied with their HAs.
  – The more hours worn per day, the higher the satisfaction.
  – Satisfaction with newer hearing aids is higher than with older hearing aids.
  – Talking at home with family members, talking on a phone, conversations and watching TV with others are the most important listening situations.

• Positive impact of HAs
  – Significant positive impact of HAs on different aspects – especially communication effectiveness and ability to participate in group activities improve with hearing aids.
  – 95% of hearing aid owners declare that their hearing aids improve their quality of life at least sometimes.
Summary

4. Analysis of hearing impaired non-owners

- Reasons not to own/use HAs
  - Only 12% of the hearing impaired without hearing aids think that a third party would pay any part of hearing aids.
  - The main reasons for not using hearing aids are that people say they can’t afford it, they hear enough in most situations, they have more serious priorities, hearing loss is not severe enough and they think they are uncomfortable.
  - 7% who own HAs don’t use them at all (0 hours); 15% use them less than one hour/day (0-1 hour).

- Social rejection, buying intentions and triggers to buy
  - 76% of hearing aid owners feel that people never make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid (only 26% say they are never made fun of because of their hearing loss).
  - The most important influencing factors for getting hearing aids are the audiologist/audiometrist, worsening hearing loss and the spouse. Insurance coverage/price of hearing aids is much more relevant for the non owners.
1. **Introduction**
   - Organisation of NewZealandTrak 2018
   - Recruitment process: In search of hearing impaired people

2. **Market overview**
   - Prevalence of hearing loss and hearing aid adoption rate
   - Hearing tests and where hearing is tested
   - The route to the hearing aid: Sources of information and drop-out rates
   - Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive symptoms, sleep quality, co-morbidities

3. **Analysis of hearing aid owners**
   - Hearing aid ownership, awareness of hearing loss before getting hearing aids, lifetime of hearing aids and usage
   - Reasons for getting hearing aids sooner
   - Channels for getting hearing aids, recommendation of channel (NPS)
   - Awareness and usage of accessories
   - Satisfaction with hearing aids and drivers
   - Importance of listening situations
   - Positive impact of hearing aids, safety due to hearing aids, quality of life

4. **Analysis of hearing impaired non-owners**
   - Reasons for not having hearing aids
   - Social rejection because of hearing loss compared to the acceptance of hearing aids
   - Most important triggers to buy

5. **Appendix**
   - Demographics: Hearing instrument adoption rates and populations
1. Introduction
Organisation of NewZealandTrak 2018

Organisation

- Principal of the project NewZealandTrak is HIA.
- Anovum Zurich developed the concept of NewZealandTrak, 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.

Use of the data

- HIA 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 HIA 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 – NewZealandTrak/2018/n=[relevant sample size]”

- HIA member companies can ask Anovum to further analyse the raw data in specific ways at their own expense.

- HIA companies can order a report with satisfaction scores for their brand (if feasible). The other brands will be shown as benchmarks without denomination (brand A, brand B etc.). The report will show all satisfaction values. It is not allowed to communicate any information from these reports outside the HIA company.
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 panelist pools of more than 60’000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of n=16’080 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=639 hearing aid owners and n=677 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 NewZealand 2018

% hearing loss prevalence

- Total: 10.1%
- Total 18+: 12.3%
- 74+: 39.4%
- 65-74: 23.5%
- 55-64: 15.8%
- 45-54: 9.5%
- 35-44: 5.5%
- 25-34: 3.7%
- 15-24: 3.2%
- <=14: 2.6%

Base: 16'080

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Overview hearing loss prevalence and hearing aid adoption

NewZealandTrak 2018

Hearing impaired (stated)  Adoption (% of population)  Adoption (% of stated impaired)
Hearing aid adoption rate New Zealand 2018
42% of hearing impaired have hearing aid(s), 78% of them have binaural treatment

% of hearing impaired

- Total: 41.6%
- Total 18+: 41.8%
- 64+ years: 56.0%
- 45-64 years: 28.0%
- <44 years: 29.9%

Binaural treatment: 78%
Monaural treatment: 22%

New Zealand Trak 2018
HA owners (Base: 672)
The more severe the hearing loss, the higher the adoption rate

* Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:
  - Number of ears impaired (one or two)
  - Stated hearing loss (Mild to Profound)
  - Scores on 6 APHAB-EC – like questions (Scaled 1-5)
  - When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).
## Hearing loss characteristics: Owners compared to non-owners

<table>
<thead>
<tr>
<th></th>
<th>HA-Non-owner n=677</th>
<th>HA Owner n=639</th>
<th>Hearing Aid Adoption (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ears impaired</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unilateral loss</td>
<td>35%</td>
<td>14%</td>
<td>25%</td>
</tr>
<tr>
<td>Bilateral loss</td>
<td>65%</td>
<td>86%</td>
<td>53%</td>
</tr>
<tr>
<td><strong>Perceived loss</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mild</td>
<td>47%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Moderate</td>
<td>44%</td>
<td>62%</td>
<td>50%</td>
</tr>
<tr>
<td>Severe</td>
<td>8%</td>
<td>24%</td>
<td>68%*</td>
</tr>
<tr>
<td>Profound</td>
<td>1%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

n's are unweighted whereas the shown results are weighted * combined severe and profound because n is too small
Hearing tests and where hearing is tested
Hearing Tests: 38% had a hearing test in the last 5 years, most tests done by audiologists and audiometrists

Have you ever taken a hearing test?

- Yes, in the last 12 months: 38%
- Yes, in the last 1-5 years: 23%
- Yes, more than 5 years ago: 23%
- No, never: 15%

Where/how was your hearing tested?

- Audiologists and audiometrists: 46%
- Family doctor: 21%
- Ear, Nose and Throat specialist (ENT): 13%
- Online test / smartphone app: 2%
- Other: 19%
- Don't know: 6%

Base=11'410

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The route to the hearing aid:
Sources of information and drop-out rates
Doctors/HCPs are the most important sources of information and therefore the major gatekeepers – followed by other people with hearing aids.

Where did you gather information about hearing aids?
Please check all that apply.

- Family doctor, Ear, Nose and Throat specialist (ENT), Audiologists and audiometrists
- Conversations with friends, relatives already fitted with a hearing aid
- Internet research: combined (all three)
- Internet research: websites of hearing aid clinics
- Articles in magazines or newspapers
- Internet research: other websites, google...
- Print ads received in your mailbox
- Internet research: websites of hearing aids manufacturers
- I did not gather information about hearing aids
- Other

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Of those who discussed the hearing loss with a doctor, 74% talked to a family doctor first

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

- Ear, Nose and Throat specialist (ENT) 26%
- Your family doctor 74%

Total n= 693

- Hearing aid (n=431)
  - Ear, Nose and Throat specialist (ENT) 24%
  - Your family doctor 76%

- Hearing loss but no hearing aid (n=262)
  - Ear, Nose and Throat specialist (ENT) 28%
  - Your family doctor 72%
The route to the hearing aid

Base: n=1'316
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=1'316
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

HA owner

Hearing impaired non-owners

What did he/she recommend?

HA owner (Base: 322)

- Referred to an Ear, Nose and Throat specialist (ENT) 25%
- Referred to an audiologist /audiometrist 68%
- Recommended to get a hearing aid 21%
- Recommended no further action 3%

Impaired non-owner (Base: 259)

- Referred to an Ear, Nose and Throat specialist (ENT) 28%
- Referred to an audiologist /audiometrist 57%
- Recommended to get a hearing aid 14%
- Recommended no further action 17%
The route to the hearing aid: ENT
Have you ever discussed your hearing problem with an Ear, Nose and Throat specialist (ENT)?

- Total hearing impaired: 30%
- HA owner: 40%
- Hearing impaired non-owners: 23%

% Discussed with ENT

What did he/she recommend?

HA owner (Base: 212)
- Referred to an audiologist/audiometrist: 63%
- Did prescribe a hearing aid: 36%
- Recommended no further action: 10%

Impaired non-owner (Base: 168)
- Referred to an audiologist/audiometrist: 51%
- Did prescribe a hearing aid: 11%
- Recommended no further action: 38%

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The route to the hearing aid: audiologist/audiometrist

Have you ever discussed your hearing problem with an audiologist/audiometrist?

- Total hearing impaired: 68%
- HA owner: 95%
- Hearing impaired non-owners: 48%

% Discussed with Hearing Aid Clinician

What did he/she recommend?

- HA owner (Base: 598)
  - Recommended to get a hearing aid: 99%
  - Recommended not to get a hearing aid: 1%

- Impaired non-owner (Base: 313)
  - Recommended to get a hearing aid: 48%
  - Recommended not to get a hearing aid: 52%

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Recommendations by profession

- **GP (N=581)**
  - Referred to ear doctor (ENT): 63%
  - Referred to audiologist/audiometrist: 27%
  - Recommended to get a hearing aid: 18%
  - Recommended no further action: 9%

- **ENT (N=380)**
  - Referred to ear doctor (ENT): 57%
  - Referred to audiologist/audiometrist: 25%
  - Recommended to get a hearing aid: 22%
  - Recommended no further action: 9%

- **Audiologist/Audiometrist (N=911)**
  - Referred to ear doctor (ENT): 78%
  - Referred to audiologist/audiometrist: 22%
  - Recommended to get a hearing aid: 22%
  - Recommended no further action: 9%
Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive symptoms, sleep quality, co-morbidities
**Work competitiveness:** 85% 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?

- **55%**: Of significant use
- **31%**: Of some use
- **15%**: Of no use

*Base: N=208*

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**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.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Hearing aid</th>
<th>Hearing loss, no hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think that people with an untreated hearing loss tend to be less promoted in their job</td>
<td>7% Disagree strongly, 13% Rather disagree, 51% Neutral, 18% Rather agree, 10% Strongly agree</td>
<td>26% Disagree strongly, 16% Rather disagree, 36% Neutral, 16% Rather agree, 6% Strongly agree</td>
</tr>
<tr>
<td>I think that people with an untreated hearing loss tend not to get the job they deserve</td>
<td>7% Disagree strongly, 12% Rather disagree, 51% Neutral, 21% Rather agree, 9% Strongly agree</td>
<td>26% Disagree strongly, 17% Rather disagree, 38% Neutral, 15% Rather agree, 5% Strongly agree</td>
</tr>
<tr>
<td>I think that people with an untreated hearing loss tend to be under salaried</td>
<td>7% Disagree strongly, 13% Rather disagree, 53% Neutral, 19% Rather agree, 8% Strongly agree</td>
<td>26% Disagree strongly, 16% Rather disagree, 40% Neutral, 12% Rather agree, 5% Strongly agree</td>
</tr>
</tbody>
</table>

Base: Hearing loss, no hearing aid = 448; hearing aid = 390

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

Depression symptoms:
**PHQ-2 Screening:**
In the last 2 weeks:
- Little interest or pleasure
- Feeling down, depressed, hopeless

<table>
<thead>
<tr>
<th>Probability of major depressive disorder</th>
</tr>
</thead>
<tbody>
<tr>
<td>very high</td>
</tr>
<tr>
<td>Hearing aid</td>
</tr>
<tr>
<td>Top 50% hearing loss, no hearing aid</td>
</tr>
</tbody>
</table>

Base: hearing aid n=417 / top 50% HL, no hearing aid =100

*Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC – like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise
→ People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).
General health problems: Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss*), 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)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC - like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise
- People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).
General health problems: Quality of sleep seems to improve if hearing impaired use hearing aids

Are you generally satisfied with the quality of your sleep?

- Top 50% hearing loss, no hearing aid (n=100)
  - No: 59%
  - Yes: 41%

- Hearing aid (n=417)
  - No: 34%
  - Yes: 66%
29% of all hearing impaired think that hearing loss could be linked to depression.

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

- Depression: 29%
- Sleeping disorder: 16%
- High blood pressure: 10%
- Dementia: 9%
- Diabetes: 7%
- Poor eyesight: 5%
- Back problems: 4%

Hearing loss is not linked to any of those health issues: 58%

Hearing impaired, N=1’316
3. Analysis of hearing aid owners
Hearing aid ownership, awareness of hearing loss before getting hearing aids, lifetime of hearing aids and usage
Very low adoption rates within mild 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>(2%)</td>
<td>1% 2%</td>
</tr>
<tr>
<td>Severe</td>
<td>(14%)</td>
<td>5% 10%</td>
</tr>
<tr>
<td>Moderate</td>
<td>(52%)</td>
<td>26% 26%</td>
</tr>
<tr>
<td>Mild</td>
<td>(32%)</td>
<td>28% 4%</td>
</tr>
</tbody>
</table>

Base: n=1'316
Sums can differ from 100% due to rounding
* combined "severe" and "profound" because n is too small

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72% of the currently owned HAs were acquired in 2015 or later

Age of currently owned HAs (Mean): 2.8 years
On average 3-4 years pass between becoming aware of the hearing loss and the purchase of hearing aids. Hearing aids are used for 6 years before they are being replaced.

Current HAs = first HAs?
- Yes: 57%
- No: 43%

How many years did you own your previous HAs?
- 1-3 years: 13%
- 4-6 years: 45%
- 7-10 years: 27%
- 11 years or longer: 15%

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

Base: n=251

Thinking back before you acquired your first hearing aid: How many years have passed since you became aware of your hearing loss until you acquired a hearing aid?
- 1 year: 10%
- 2 years: 18%
- 3 years: 21%
- 4-6 years: 25%
- More than 6 years: 26%

Base: n=331
64% of all HA owners think they should have gotten their HAs sooner! Main reason is missing out on social life.

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

- Yes: 64%
- No: 36%

HA-owner, n=639

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

- Better social life: 64%
- Better mental/emotional health: 43%
- Better performance at work: 39%
- Less fatigue in the evening: 23%
- Other opportunity: 12%

Base: n=426
46% received some kind of 3rd party reimbursement – 58% among those received funding from ACC. Only 12% of the non owners think that government/insurance would pay

**Owners**: Have your current hearing aids at least partially been paid by a health insurance, disability insurance or accident insurance?

- Yes, completely: 19%
- Yes, partly: 27%
- No: 52%
- don't know: 2%

HA-owners, n=639

**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: 42%
- No: 46%
- don't know: 12%

HA-non-owners, n=677

**[If YES]**: Did you receive funding from ACC for your current hearing aids?

- Yes: 42%
- No: 58%

HA-owner, n=251
Specialized hearing aid store is by far the preferred place for obtaining hearing aids (both for owners and non owners).

| **OWNERS:** Where was your most current hearing aid obtained? |
|-----------------|-----------------|
| Specialized hearing aid store | 72% |
| Optician | 4% |
| Pharmacy | 2% |
| Online | 2% |
| Department store | 1% |
| Club store | 0% |
| Other | 18% |

| **NON OWNERS:** If you were to get hearing aids, where would you go? |
|-----------------|-----------------|
| Specialized hearing aid store | 83% |
| Optician | 2% |
| Pharmacy | 3% |
| Online | 3% |
| Department store | 0% |
| Club store | 0% |
| Other | 9% |

HA-owner, n=639
HA-non-owner, n=677
Recommendation intention of the place where the hearing aid(s) have been obtained is good, with a positive NPS score of 27.

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

NPS = PROMOTERS – DETRACTORS = 27

HA-owner, n=639
On average, HAs are worn 8.5 hours a day.

How many hours a day are HA worn?

HA worn:
Mean: 8.5 hours/day

In the drawer (0 hours): 7%

HA-owner, n=639
44% of today’s hearing aid owners are aware of their hearing aid brand.

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

- 44% Yes, I know it by heart
- 46% No, but I could find out
- 10% No, and can't find out

Base: N=639
17% of the HA owners use an accessory for their hearing aids. 62% of those who use an accessory, are satisfied with it.

Have you been informed by your hearing care professional about hearing aid accessories, such as TV-Streamer/ Apps / Remote Control / etc.? (HA owners, n=639)

- 40% Yes
- 47% No
- 14% don't know / no answer

Do you personally use accessories for your hearing aids (TV-Streamer/ Apps / Remote Control / etc.)? (HA owners, n=639)

- 17% Yes
- 83% No

*IF ACCESSORIES USED (n=104):*

Overall, how satisfied with the performance of your accessory(s)?

- 6% very dissatisfied
- 2% dissatisfied
- 12% somewhat dissatisfied
- 18% neutral
- 16% somewhat satisfied
- 25% satisfied
- 21% very satisfied
Satisfaction with hearing aids and drivers
83% of the hearing aid owners say their hearing aid works better than or as expected

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

- 31% hearing aids work better than I expected
- 52% hearing aids work as I expected
- 17% hearing aids work worse than I expected

Base: N=639
Overall satisfaction with HA: Highest satisfaction for the following groups: purchased 2016 or after, worn more than 4 hrs/day
Overall Satisfaction with HA: Country comparison

<table>
<thead>
<tr>
<th></th>
<th>NZ</th>
<th>UK</th>
<th>Belgium</th>
<th>Netherlands</th>
<th>Poland</th>
<th>France</th>
<th>Switzerland</th>
<th>Denmark</th>
<th>Norway</th>
<th>Italy</th>
<th>Japan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall satisfaction 2012</td>
<td>-</td>
<td>72%</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>80%</td>
<td>84%</td>
<td>70%</td>
<td>72%</td>
<td>70%</td>
<td>36%</td>
</tr>
<tr>
<td>Overall satisfaction 2015/16/17</td>
<td>-</td>
<td>70%</td>
<td>80%</td>
<td>73%</td>
<td>80%</td>
<td>84%</td>
<td>81%</td>
<td>71%</td>
<td>-</td>
<td>79%</td>
<td>39%</td>
</tr>
<tr>
<td>Overall satisfaction 2018</td>
<td><strong>79%</strong></td>
<td>74%</td>
<td></td>
<td></td>
<td>82%</td>
<td></td>
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</tbody>
</table>
Satisfaction with current hearing aids

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

HA-owner, n=639
Satisfaction with current hearing aids

Listening situation

- Conversation with one Person
- At home with family members
- When talking to children
- Watching TV
- Conversation in small groups
- Listening to Music
- In a store, when shopping
- Outdoors
- When riding in a car
- At a movie theater
- Leisure activities
- In the workplace
- On the telephone
- In a larger lecture hall (e.g., theater, concert hall, ...)
- Conversation in large groups
- In school or a classroom (as an observer or student)
- Use in noisy situations

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

HA-owner, n=639

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

<table>
<thead>
<tr>
<th>Hearing Aid Clinician</th>
<th>Sound quality signal process.</th>
<th>Product features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of service after purchase</td>
<td>Quality of tone and sound</td>
<td>Value (performance versus money spent)</td>
</tr>
<tr>
<td>Quality of audiologists counseling</td>
<td>Richness or fidelity of sound</td>
<td>Reliability</td>
</tr>
<tr>
<td>Quality of service during hearing aid fitting period</td>
<td>Natural sounding</td>
<td>Overall fit/ Comfort</td>
</tr>
<tr>
<td>Professionalism of audiologist</td>
<td>Comfort with loud sounds</td>
<td>Managing whistling/feedback/buzzing</td>
</tr>
</tbody>
</table>

The Influence has been calculated with a correlation: 0 means no relation between a criterion and overall satisfaction; 1 means a maximal relationship. Read: clearness of tone and sound is the most important criterion for satisfaction.
Important listening situations

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

- At home with family members: 60%
- When talking on a phone: 47%
- In conversations with small groups: 43%
- In conversations with 1 person: 37%
- When watching TV with others: 36%
- In conversations with large groups: 36%
- In noisy situations: 34%
- In the workplace: 28%
- When talking to children: 21%
- In a larger lecture hall (e.g., theater, concert hall, place of...): 18%
- When riding in a car: 15%
- In a store, when shopping: 13%
- When listening to music: 12%
- At a movie theater: 10%
- In school or a classroom (as an observer or student): 9%
- During leisure activities (e.g., exercising, taking a walk, etc.): 7%
- Outdoors: 6%
Positive impact of hearing aids, quality of life
Significant positive impact of HAs on different aspects: Especially communication effectiveness and ability to participate in group activities improve with hearing aids.

Since you started using your hearing aid(s), please rate the changes you have experienced in each of the following areas, that you believe are due to your hearing aid(s).

<table>
<thead>
<tr>
<th>Area</th>
<th>a lot worse</th>
<th>worse</th>
<th>the same</th>
<th>better</th>
<th>a lot better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical health</td>
<td>3%</td>
<td>24%</td>
<td>40%</td>
<td>31%</td>
<td>2%</td>
</tr>
<tr>
<td>Mental ability</td>
<td>1%</td>
<td>2%</td>
<td>42%</td>
<td>22%</td>
<td>3%</td>
</tr>
<tr>
<td>Mental/emotional health</td>
<td>2%</td>
<td>4%</td>
<td>38%</td>
<td>38%</td>
<td>3%</td>
</tr>
<tr>
<td>Feelings about yourself</td>
<td>3%</td>
<td>3%</td>
<td>34%</td>
<td>21%</td>
<td>2%</td>
</tr>
<tr>
<td>Relationships at work</td>
<td>2%</td>
<td>3%</td>
<td>31%</td>
<td>18%</td>
<td>1%</td>
</tr>
<tr>
<td>Relationships at home</td>
<td>1%</td>
<td>4%</td>
<td>44%</td>
<td>20%</td>
<td>3%</td>
</tr>
<tr>
<td>Sense of safety</td>
<td>1%</td>
<td>1%</td>
<td>30%</td>
<td>18%</td>
<td>2%</td>
</tr>
<tr>
<td>Sense of independence</td>
<td>1%</td>
<td>1%</td>
<td>27%</td>
<td>19%</td>
<td>3%</td>
</tr>
<tr>
<td>Social life</td>
<td>2%</td>
<td>4%</td>
<td>38%</td>
<td>20%</td>
<td>4%</td>
</tr>
<tr>
<td>Communication effectiveness</td>
<td>2%</td>
<td>4%</td>
<td>42%</td>
<td>22%</td>
<td>2%</td>
</tr>
<tr>
<td>Ability to participate in group activities</td>
<td>3%</td>
<td>2%</td>
<td>31%</td>
<td>18%</td>
<td>1%</td>
</tr>
<tr>
<td>Confidence in yourself</td>
<td>3%</td>
<td>3%</td>
<td>31%</td>
<td>20%</td>
<td>3%</td>
</tr>
<tr>
<td>Sense of safety</td>
<td>1%</td>
<td>1%</td>
<td>30%</td>
<td>18%</td>
<td>2%</td>
</tr>
<tr>
<td>Mental ability</td>
<td>2%</td>
<td>5%</td>
<td>28%</td>
<td>17%</td>
<td>3%</td>
</tr>
<tr>
<td>Mental/emotional health</td>
<td>3%</td>
<td>3%</td>
<td>28%</td>
<td>14%</td>
<td>3%</td>
</tr>
<tr>
<td>Physical health</td>
<td>3%</td>
<td>67%</td>
<td>18%</td>
<td>8%</td>
<td>1%</td>
</tr>
</tbody>
</table>

HA-owner, n=639
Impact of HAs is perceived more positive by patients with a Top 50% hearing loss in all aspects
2 out of 3 hearing aid owners feel more confident moving in a city since wearing hearing aids!

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

- Yes: 64%
- No: 36%

Base: N=639
Even for other people in the household/relatives, the situation improves when the person with hearing loss starts wearing hearing aids.

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

- **Communication with Person**
  - A lot worse: 6%
  - Worse: 28%
  - The same: 34%
  - Better: 30%

- **Social activities together with Person**
  - A lot worse: 4%
  - Worse: 47%
  - The same: 27%
  - Better: 21%

- **Personal relationship with Person**
  - A lot worse: 4%
  - Worse: 59%
  - The same: 21%
  - Better: 15%

- **Quarrels/disputes with Person**
  - A lot worse: 3%
  - Worse: 66%
  - The same: 18%
  - Better: 12%

Someone in HH / parent has HA, n=636
95% of hearing aid owners declare that their hearing aids improve their quality of life at least sometimes.

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

- Never: 11%
- Rarely: 31%
- Occasionally: 53%
- Regularly: 5%

Base: N=639
4. Analysis of hearing impaired non-owners
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></th>
<th>HA Owner n=639</th>
<th>HA-Non-owner Low 50% HL n=370</th>
<th>Non-owner Top 50% HL n=171</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ears impaired</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unilateral loss</td>
<td>14%</td>
<td>41%</td>
<td>25%</td>
</tr>
<tr>
<td>Bilateral loss</td>
<td>86%</td>
<td>59%</td>
<td>75%</td>
</tr>
<tr>
<td><strong>Perceived loss</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mild</td>
<td>10%</td>
<td>61%</td>
<td>6%</td>
</tr>
<tr>
<td>Moderate</td>
<td>62%</td>
<td>34%</td>
<td>72%</td>
</tr>
<tr>
<td>Severe</td>
<td>24%</td>
<td>3%</td>
<td>20%</td>
</tr>
<tr>
<td>Profound</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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

- Cannot afford a hearing aid (67% Reason, 6% Somewhat a reason, 27% Not a reason)
- Hear well enough in most situations (34% Reason, 34% Somewhat a reason, 32% Not a reason)
- Have more serious priorities (47% Reason, 14% Somewhat a reason, 38% Not a reason)
- Hearing loss not severe enough (38% Reason, 20% Somewhat a reason, 42% Not a reason)
- Uncomfortable (31% Reason, 19% Somewhat a reason, 51% Not a reason)
- They do not work well in noisy situations (26% Reason, 12% Somewhat a reason, 62% Not a reason)
- Have hearing loss only with low frequency sounds (23% Reason, 15% Somewhat a reason, 62% Not a reason)
- Have tinnitus (ringing in ears) (26% Reason, 11% Somewhat a reason, 63% Not a reason)
- Do not admit I have a hearing loss in public (22% Reason, 15% Somewhat a reason, 63% Not a reason)
- They do not restore your hearing to normal (21% Reason, 15% Somewhat a reason, 64% Not a reason)

Base: non owners Top 50% HL: n=171
<table>
<thead>
<tr>
<th>Reason</th>
<th>Somewhat a reason</th>
<th>Not a reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would be embarrassed to wear a hearing aid</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Have hearing loss only with high pitch sounds</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Bad design</td>
<td>69%</td>
<td></td>
</tr>
<tr>
<td>Hearing audiologists opinion</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>Have not had hearing tested yet</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>Have hearing loss in only one ear</td>
<td>72%</td>
<td></td>
</tr>
<tr>
<td>Another hearing aid owners opinion</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>Social / Family opinion such as child, spouse, friend</td>
<td>76%</td>
<td></td>
</tr>
<tr>
<td>Ear doctors opinion (ENT)</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>Do not know where to get hearing aids</td>
<td>81%</td>
<td></td>
</tr>
<tr>
<td>Family doctors opinion (GP)</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>Have Sensor-neural hearing loss (nerve deafness)</td>
<td>84%</td>
<td></td>
</tr>
<tr>
<td>I have vision or dexterity problems</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Do not trust audiologist</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>Have tried hearing aid and they do not work</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>Had surgery - hearing aids wont help</td>
<td>87%</td>
<td></td>
</tr>
<tr>
<td>Hearing problem requires surgery</td>
<td>87%</td>
<td></td>
</tr>
</tbody>
</table>
### 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>64%</td>
<td>12%</td>
<td>24%</td>
</tr>
<tr>
<td>They do not work well in noisy situations</td>
<td>61%</td>
<td>12%</td>
<td>27%</td>
</tr>
<tr>
<td>Have tried hearing aid and they do not work</td>
<td>52%</td>
<td>16%</td>
<td>32%</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>59%</td>
<td>9%</td>
<td>32%</td>
</tr>
<tr>
<td>Hear well enough in most situations</td>
<td>41%</td>
<td>21%</td>
<td>38%</td>
</tr>
<tr>
<td>Have tinnitus (ringing in ears)</td>
<td>50%</td>
<td>4%</td>
<td>46%</td>
</tr>
<tr>
<td>Hearing loss not severe enough</td>
<td>37%</td>
<td>15%</td>
<td>48%</td>
</tr>
<tr>
<td>Have more serious priorities</td>
<td>42%</td>
<td>10%</td>
<td>48%</td>
</tr>
<tr>
<td>Have hearing loss in only one ear</td>
<td>40%</td>
<td>6%</td>
<td>54%</td>
</tr>
<tr>
<td>Bad design</td>
<td>34%</td>
<td>11%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Owners who don't use, n=53
Social rejection because of hearing loss compared to the acceptance of hearing aids
76% of hearing aid owners feel that people never make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid.

<table>
<thead>
<tr>
<th>Hearing aid owners:</th>
<th>Hearing impaired non-owners:</th>
</tr>
</thead>
<tbody>
<tr>
<td>How often do you feel you are made fun of or rejected because you are wearing a hearing aid?</td>
<td>How often do you feel you are made fun of or rejected because your hearing loss?</td>
</tr>
</tbody>
</table>

- **Never**: 76%
- **Rarely**: 14%
- **Occasionally**: 8%
- **Regularly**: 2%

- **Never**: 6%
- **Rarely**: 30%
- **Occasionally**: 38%
- **Regularly**: 26%

Base: N=639

Base: Top 50% hearing loss, no hearing aid N=171
Most important triggers to buy
The most important influencing factors are worsening hearing loss, audiologist/audiometrist, GP and spouse (+price, insurance coverage for the non owners)

**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?

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

- Hearing loss got worse: 64%
- Audiologist /audiometrist: 48%
- Price of hearing aid: 49%
- GP /Family doctor: 54%
- Spouse: 31%
- Free due to coverage by Insurance / Received hearing aid...: 38%
- Ear, Nose and Throat specialist (ENT): 38%
- Financial Situation improved: 35%
- Another hearing aid owner (word of mouth): 24%
- Relative, friend: 21%
- Safety concerns: 14%
- Child: 13%
- Information/advice about hearing loss from consumer...: 8%
- Hearing loss article or literature: 5%
- TV advertisement: 3%
- Co-worker or boss: 3%
- Newspaper advertisement: 3%
- Internet: Websites of hearing aid clinics: 3%
- Internet: Websites of hearing aids manufacturers: 3%
- Direct mail piece: 3%
- Magazine advertisement: 2%
- Internet: Other websites, google...: 2%
- Radio advertisement: 2%
- Telemarketing phone call: 1%
- Celebrity or public Personality: 1%

Non-Owner (n=677)  
Owner (n=639)
The most important trigger to buy a hearing aid is the audiologist/audiometrist, followed by worsening hearing loss and the spouse.

What made you finally decide to get your actual hearing aid(s)?

- **Audiologist /audiometrist**: 30%
- **Hearing loss got/gets worse**: 21%
- **Spouse**: 15%
- **Friend / relative**: 6%
- **GP /Family doctor**: 4%
- **Free due to coverage by Insurance / Received hearing aid free of charge**: 4%
- **Ear, Nose and Throat specialist (ENT)**: 4%
- **Price of hearing aid**: 3%
- **Financial Situation improved**: 2%
- **Another hearing aid owner (word of mouth)**: 2%
Sample description: Region, ethnic group

<table>
<thead>
<tr>
<th>State / Territory</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auckland</td>
<td>35%</td>
</tr>
<tr>
<td>Bay of Plenty</td>
<td>5%</td>
</tr>
<tr>
<td>Canterbury</td>
<td>14%</td>
</tr>
<tr>
<td>Gisborne</td>
<td>1%</td>
</tr>
<tr>
<td>Hawke's Bay</td>
<td>3%</td>
</tr>
<tr>
<td>Manawatu-Wanganui</td>
<td>6%</td>
</tr>
<tr>
<td>Marlborough</td>
<td>1%</td>
</tr>
<tr>
<td>Nelson</td>
<td>1%</td>
</tr>
<tr>
<td>Northland</td>
<td>3%</td>
</tr>
<tr>
<td>Otago</td>
<td>5%</td>
</tr>
<tr>
<td>Southland</td>
<td>1%</td>
</tr>
<tr>
<td>Taranaki</td>
<td>2%</td>
</tr>
<tr>
<td>Tasman</td>
<td>1%</td>
</tr>
<tr>
<td>Waikato</td>
<td>8%</td>
</tr>
<tr>
<td>Wellington</td>
<td>13%</td>
</tr>
<tr>
<td>West Coast</td>
<td>1%</td>
</tr>
</tbody>
</table>

What ethnic group do you most identify with? | %  |
---------------------------------------------|----|
New Zealand European                        | 74.8%|
Māori                                        | 5.7% |
Pacific Islander                             | 2.3% |
Asian                                        | 15.5%|
Middle East                                  | 0.5% |
Latin America                                | 0.5% |
African                                      | 0.7% |
Overall satisfaction with HA: Alternative question

Overall how satisfied are you with your hearing device?
[NZ Ministry off Health survey question]

Total HA-user (N=639)

- Not At All Satisfied: 6%
- Reasonably Satisfied: 17%
- Satisfied: 24%
- Very Satisfied: 37%
- Extremely Satisfied: 15%
Demographics (1) Hearing instrument adoption rates and populations

<table>
<thead>
<tr>
<th>Gender</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>Male</td>
<td>8000</td>
<td>12.3%</td>
<td>40.5%</td>
<td>48.5%</td>
<td>62.0%</td>
<td>59.2%</td>
</tr>
<tr>
<td>Female</td>
<td>8080</td>
<td>7.8%</td>
<td>43.3%</td>
<td>51.5%</td>
<td>38.0%</td>
<td>40.8%</td>
</tr>
<tr>
<td>Age recoded</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 14</td>
<td>3155</td>
<td>2.6%</td>
<td>36.5%</td>
<td>21.3%</td>
<td>5.5%</td>
<td>4.4%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>2117</td>
<td>3.2%</td>
<td>30.7%</td>
<td>14.2%</td>
<td>4.9%</td>
<td>3.1%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>2134</td>
<td>3.7%</td>
<td>35.2%</td>
<td>14.2%</td>
<td>5.5%</td>
<td>4.2%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>2012</td>
<td>5.5%</td>
<td>20.9%</td>
<td>13.1%</td>
<td>9.3%</td>
<td>3.5%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>2219</td>
<td>9.5%</td>
<td>17.3%</td>
<td>13.9%</td>
<td>18.5%</td>
<td>5.4%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>1340</td>
<td>15.8%</td>
<td>35.4%</td>
<td>11.3%</td>
<td>20.9%</td>
<td>16.1%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>1424</td>
<td>23.5%</td>
<td>49.8%</td>
<td>7.5%</td>
<td>17.8%</td>
<td>24.8%</td>
</tr>
<tr>
<td>74+</td>
<td>1079</td>
<td>39.4%</td>
<td>60.9%</td>
<td>4.5%</td>
<td>17.6%</td>
<td>38.6%</td>
</tr>
<tr>
<td>Type of household</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>single household</td>
<td>1163</td>
<td>19.5%</td>
<td>47.7%</td>
<td>6.5%</td>
<td>12.5%</td>
<td>16.1%</td>
</tr>
<tr>
<td>Couple, no kids</td>
<td>3777</td>
<td>16.7%</td>
<td>49.7%</td>
<td>21.8%</td>
<td>33.5%</td>
<td>46.9%</td>
</tr>
<tr>
<td>Couple with kid(s)</td>
<td>7560</td>
<td>5.5%</td>
<td>28.1%</td>
<td>49.4%</td>
<td>31.9%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Single mom/dad with kid(s)</td>
<td>1114</td>
<td>7.4%</td>
<td>33.9%</td>
<td>7.1%</td>
<td>5.8%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Retirement home, hospital etc.</td>
<td>177</td>
<td>41.5%</td>
<td>66.3%</td>
<td>0.7%</td>
<td>2.6%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Other</td>
<td>2289</td>
<td>8.1%</td>
<td>30.8%</td>
<td>14.5%</td>
<td>13.6%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Status</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The head of the household (alone or together with someone)</td>
<td>8041</td>
<td>14.9%</td>
<td>43.4%</td>
<td>47.3%</td>
<td>71.6%</td>
<td>77.1%</td>
</tr>
<tr>
<td>The spouse of the head of the household</td>
<td>1953</td>
<td>10.2%</td>
<td>43.1%</td>
<td>12.1%</td>
<td>12.0%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Daughter/son of head of household</td>
<td>4437</td>
<td>2.4%</td>
<td>27.8%</td>
<td>29.9%</td>
<td>8.2%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Other person</td>
<td>1849</td>
<td>7.0%</td>
<td>33.0%</td>
<td>10.6%</td>
<td>8.2%</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

Profiles: Categories add to 100%

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

<table>
<thead>
<tr>
<th>Employment</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full time employed</td>
<td>6210</td>
<td>8.3%</td>
<td>29.9%</td>
</tr>
<tr>
<td>Part time employed</td>
<td>1747</td>
<td>9.5%</td>
<td>31.8%</td>
</tr>
<tr>
<td>Unemployed / not working</td>
<td>1383</td>
<td>8.8%</td>
<td>26.4%</td>
</tr>
<tr>
<td>Retired under a disability pension scheme (fully or partly)</td>
<td>271</td>
<td>23.4%</td>
<td>41.6%</td>
</tr>
<tr>
<td>Early retired under an early retirement benefit scheme</td>
<td>212</td>
<td>24.3%</td>
<td>52.0%</td>
</tr>
<tr>
<td>Retired (at the official retirement age)</td>
<td>1902</td>
<td>30.7%</td>
<td>58.6%</td>
</tr>
<tr>
<td>Student / pupil / in training</td>
<td>1062</td>
<td>2.9%</td>
<td>17.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary school</td>
<td>317</td>
<td>24.1%</td>
<td>38.9%</td>
</tr>
<tr>
<td>High school</td>
<td>4508</td>
<td>14.3%</td>
<td>43.7%</td>
</tr>
<tr>
<td>Polytechnic, Institute of Technology</td>
<td>2642</td>
<td>14.2%</td>
<td>42.2%</td>
</tr>
<tr>
<td>University, college</td>
<td>4751</td>
<td>7.9%</td>
<td>40.0%</td>
</tr>
<tr>
<td>Other</td>
<td>568</td>
<td>10.9%</td>
<td>33.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What ethnic group do you most identify with?</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Zealand European</td>
<td>12'031</td>
<td>11.1%</td>
<td>43.5%</td>
</tr>
<tr>
<td>Maori</td>
<td>923</td>
<td>11.2%</td>
<td>31.5%</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>367</td>
<td>8.1%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Asian</td>
<td>2'492</td>
<td>5.4%</td>
<td>36.4%</td>
</tr>
<tr>
<td>Middle East</td>
<td>77</td>
<td>4.4%</td>
<td>75.3%</td>
</tr>
<tr>
<td>Latin America</td>
<td>75</td>
<td>3.7%</td>
<td>55.8%</td>
</tr>
<tr>
<td>African</td>
<td>115</td>
<td>6.6%</td>
<td>10.9%</td>
</tr>
</tbody>
</table>

Profiles: Categories add to 100%*

* Small sample sizes in some categories