Results

EuroTrak Poland 2019

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

- EuroTrak Poland 2019 was designed and executed by Anovum (Zurich) on behalf of the European Hearing Instrument Manufacturers Association (EHIMA).

- Sample sizes Poland 2019:
  - Representative sample (sample 1): n=15’066 people
  - Hearing impaired (sample 2):
    - Hearing impaired non-owners: n= 850 people with hearing loss (HL)
    - HA owners: n= 451 people with hearing aid (HA)

- EuroTrak Poland 2019 is part of the EuroTrak studies:
Summary
2. Market overview

- Stated hearing loss prevalence
  - Total: 15.1%, 18+: 17.4% (2016: 16.0%, 18+: 18.3%).
  - Binaural hearing loss: HA owners: 67%, HA non-owners: 57%.
  - Hearing Tests: 43% (2016: 41%) had a hearing test in the last 5 years, most tests done by ENTs.

- Hearing aid adoption rate (HA penetration)
  - Total: 21.4% (2016: 17.8%).
  - Total age group 18+: 21.7% (2016: 17.8%).
  - 42% of HA owners have binaural treatment (2016: 33%).

- The route to the hearing aid
  - 78% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
  - 42% got hearing aids recommended from the ENT or family doctor (drop out rate=46% / 2016: 50%).
  - 80% (2016: 76%) of the GP consultations referred to an ENT. 8% recommended no action.
  - 35% of ENT consultations referred to an audiologist, 47% (2016: 52%) 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.
  - Hearing aid owners have a lower risk of being depressed.
  - Quality of sleep seems to improve if hearing impaired use hearing aids.
Summary

3. Analysis of hearing aid owners

- Hearing aid ownership and usage, accessories and Telecoil
  - 74% of all HA owners received reimbursement (NFZ, PFROM).
  - 60% of the currently owned HAs were bought 2017 or later.
  - The average age of the currently owned HAs is 3.3 years.
  - The median age of hearing aids before replacement is 5 years.
  - On average, HAs are worn 6.8 hours a day (2016: 6.3).
  - 31% of today’s hearing aid owners are aware of their hearing aid brand.
  - 36% have been informed about hearing aid accessories by the HCP, 18% use an accessory.

- Importance of listening situations and satisfaction with HAs
  - 70% of the hearing aid owners say their hearing aid works better than or as expected.
  - 79% (2016:80%) 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 and watching TV with others are the most frequent important listening situations.

- Positive impact of HAs
  - Significant positive impact of HAs on different aspects – especially communication, feelings about themselves, participation in group activities and sense of safety improve.
  - 94% 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 34% of the hearing impaired without hearing aids think that a third party would pay any part of hearing aids.
  - The main reasons for not having hearing aids are that people say that hearing loss is not severe enough, they hear well enough in most situations and they think they are uncomfortable.
  - 9% who own HAs don’t use them at all (0 hour); 17% use them less than one hour/day (0-1 hour).

- Social rejection and triggers to buy
  - 63% of hearing aid owners feel that people don’t 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 20% say they are never made fun of because of their hearing loss).
  - The most important influencing factors for getting hearing aids are worsening hearing loss and the ENT. Insurance coverage/price of hearing aids is very relevant for the non owners.
1. **Introduction**
   - Organisation of EuroTrak 2019
   - 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 EuroTrak 2019

Organisation
- Principal of the project EuroTrak Poland are Sivantos Sp. z o.o., SONOVA POLSKA Sp. z o.o., Oticon Polska Sp. z o.o., Widex Poland Sp. z.o.o., Starkey Laboratories (Poland), Interton Polska and EHIMA.
- 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 principal approved the questionnaire.

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

- The raw dataset remains at Anovum. If the principal 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 – Poland/2019/n=[relevant sample size]”

- The principal can ask Anovum to further analyse the raw data in specific ways at their own expense.

- EHIMA companies can order a report with satisfaction scores for their brand. 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 EHIMA 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 40’000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of $n=15’066$ 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: $n=451$ hearing aid owners and $n=850$ 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 Poland

- Total: 15.1% EuroTrak 2019, 16.0% EuroTrak 2016
- Total 18+: 17.4% EuroTrak 2019, 18.3% EuroTrak 2016
- 74+: 48.2% EuroTrak 2019, 48.4% EuroTrak 2016
- 55-64: 21.0% EuroTrak 2019, 21.8% EuroTrak 2016
- 45-54: 14.5% EuroTrak 2019, 16.5% EuroTrak 2016
- 35-44: 9.1% EuroTrak 2019, 10.4% EuroTrak 2016
- 25-34: 7.9% EuroTrak 2019, 9.3% EuroTrak 2016
- <=14: 3.6% EuroTrak 2019, 4.7% EuroTrak 2016

EuroTrak 2019 Base: 15'066
EuroTrak 2016 Base: 15'344

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Overview hearing loss prevalence and hearing aid adoption

EuroTrak 2019
- Hearing impaired (stated): 15.1%
- Adoption (% of population): 3.2%
- Adoption (% of stated impaired): 21.4%

Euro Trak 2016
- Hearing impaired (stated): 16.0%
- Adoption (% of population): 2.8%
- Adoption (% of stated impaired): 17.8%
Hearing aid adoption rate Poland: 21% of hearing impaired have hearing aid(s), 42% of them have binaural treatment.
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

Hearing loss characteristics: Owners compared to non-owners

<table>
<thead>
<tr>
<th></th>
<th>HA-Non-owner N=850</th>
<th>HA Owner N=451</th>
<th>Hearing Aid Adoption (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ears impaired (stated)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unilateral loss</td>
<td>43%</td>
<td>33%</td>
<td>19%</td>
</tr>
<tr>
<td>Bilateral loss</td>
<td>57%</td>
<td>67%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>Perceived loss</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mild</td>
<td>49%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Moderate</td>
<td>38%</td>
<td>35%</td>
<td>20%</td>
</tr>
<tr>
<td>Severe</td>
<td>11%</td>
<td>47%</td>
<td>54%*</td>
</tr>
<tr>
<td>Profound</td>
<td>2%</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

n\(_{\text{â}}\) are unweighted whereas the shown results are weighted
* combined severe and profound because n is too small

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Hearing tests and where hearing is tested
Hearing Tests: 43% (2016: 41%) had their hearing tested in the last 5 years – most tests are done by ENT’s.

Have you ever taken a hearing test?

- Yes, in the last 12 months: 32%
- Yes, in the last 1-5 years: 27%
- Yes, more than 5 years ago: 16%
- No, never: 25%

Where/how was your hearing tested?

- Ear doctor (ENT): 66%
- Family doctor: 17%
- Hearing Care Professional: 12%
- Online test / smartphone app: 1%
- Other: 10%
- Don't know: 4%

Base=11'167
Base=4'738
1 out of 4 hearing impaired has already tried drugs, spray or plasters to improve hearing.

**Did you ever test any of the following to improve your hearing?**

- **drugs, spray or plasters purchased in Internet, by Telephone, or in Pharmacy**
  - Hearing loss Total (n=1301): 26%
  - Hearing aid (n=451): 23%
  - Hearing loss but no hearing aid (n=850): 26%

- **secondhand hearing aids (purchased e.g. in Internet)**
  - Hearing loss Total (n=1301): 9%
  - Hearing aid (n=451): 4%
  - Hearing loss but no hearing aid (n=850): 28%

- **hearing amplifiers (purchased in Internet or by telephone) for self-fitting up to 500 PLN each**
  - Hearing loss Total (n=1301): 6%
  - Hearing aid (n=451): 4%
  - Hearing loss but no hearing aid (n=850): 13%

- **No, tested none of these**
  - Hearing loss Total (n=1301): 63%
  - Hearing aid (n=451): 48%
  - Hearing loss but no hearing aid (n=850): 68%
The route to the hearing aid: Sources of information and drop-out rates
Doctors and HCPs are the most important sources of information and therefore the major gatekeepers – followed by internet research and other people with hearing aids.

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Hearing loss Total (n=1'301)</th>
<th>Hearing aid (n=451)</th>
<th>Hearing loss but no hearing aid (n=850)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family doctor, ear doctor (ENT), Hearing Aid Dispenser, Audiologist</td>
<td>34%</td>
<td>27%</td>
<td>62%</td>
</tr>
<tr>
<td>Internet research combined</td>
<td>24%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Conversations with friends, relatives already fitted with a hearing aid</td>
<td>19%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Internet research: websites of hearing aids manufacturers</td>
<td>15%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Articles in magazines or newspapers</td>
<td>14%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Internet research: other websites, google...</td>
<td>11%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Print ads received in your mailbox</td>
<td>9%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Internet research: websites of hearing aid clinics</td>
<td>6%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>I did not gather information about hearing aids</td>
<td>5%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>
Of those who discussed the hearing loss with a doctor, 55% talked to the 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 ENT specialist?

- Total (n=942):
  - Ear doctor (ENT specialist): 45%
  - Your family doctor: 55%

- Hearing aid (n=387):
  - Ear doctor (ENT specialist): 35%
  - Your family doctor: 65%

- Hearing loss but no hearing aid (n=555):
  - Ear doctor (ENT specialist): 48%
  - Your family doctor: 52%
The route to the hearing aid: Compared to 2016 drop out 1 and 2 were reduced!

Base: n=1'301

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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=1'301
The route to the hearing aid: GP/Family doctor

Have you discussed your hearing problem with your family doctor?

<table>
<thead>
<tr>
<th>% Discussed with GP</th>
<th>What did he/she recommend?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total hearing impaired</td>
<td>HA owner (Base: 342)</td>
</tr>
<tr>
<td>%</td>
<td>EUROtrak 2016</td>
</tr>
<tr>
<td>55%</td>
<td>27%</td>
</tr>
<tr>
<td>54%</td>
<td>78%</td>
</tr>
<tr>
<td>HA owner</td>
<td></td>
</tr>
<tr>
<td>81%</td>
<td>23%</td>
</tr>
<tr>
<td>Hearing impaired non-owners</td>
<td></td>
</tr>
<tr>
<td>49%</td>
<td>7%</td>
</tr>
<tr>
<td>46%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Referred to a hearing aid dispenser / audiologist
Referred to an ear doctor (ENT)
Recommended to get a hearing aid
Recommended no further action

Impaired non-owner (Base: 397)

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The route to the hearing aid: ENT
Have you discussed your hearing problem with an ear doctor (ENT)?

% Discussed with ENT

<table>
<thead>
<tr>
<th>Category</th>
<th>EuroTrak 2019</th>
<th>EuroTrak 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total hearing impaired</td>
<td>64%</td>
<td>73%</td>
</tr>
<tr>
<td>HA owner</td>
<td>92%</td>
<td>93%</td>
</tr>
<tr>
<td>Hearing impaired non-owners</td>
<td>58%</td>
<td>67%</td>
</tr>
</tbody>
</table>

What did he/she recommend?

**HA owner (Base: 393)**
- Did prescribe a hearing aid: 56%
- Referred to a hearing aid dispenser / audiologist: 51%
- Recommended no further action: 5%

**Impaired non-owner (Base: 554)**
- Did prescribe a hearing aid: 10%
- Referred to a hearing aid dispenser / audiologist: 29%
- Recommended no further action: 62%
71% have purchased their hearing aid with prescription from the ENT

Have you purchased your hearing aids with a prescription from your ear doctor (ENT)?

- Yes: 71%
- No: 21%
- don't know: 7%

Do you know that hearing aids can also be purchased without a prescription from the ear doctor (ENT)?

- Yes: 67%
- No: 33%

Do you assume that hearing aids are more affordable (cheaper) if you receive reimbursement with prescription from the ear doctor (ENT)?

- Yes: 68%
- No: 32%

HA-owner, n=451

*Poland specific question
The route to the hearing aid: Audiologist
Have you discussed your hearing problem with an Audiologist?

% Discussed with Audiologist

<table>
<thead>
<tr>
<th>Category</th>
<th>EuroTrak 2019</th>
<th>EuroTrak 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total hearing impaired</td>
<td>28%</td>
<td>34%</td>
</tr>
<tr>
<td>HA owner</td>
<td>75%</td>
<td>75%</td>
</tr>
<tr>
<td>Hearing impaired non-owners</td>
<td>23%</td>
<td>18%</td>
</tr>
</tbody>
</table>

What did he/she recommend?

HA owner (Base: 322)

- Recommended to get a hearing aid: 97%
- Recommended not to get a hearing aid: 3%

Impaired non-owner (Base: 175)

- Recommended to get a hearing aid: 60%
- Recommended not to get a hearing aid: 40%

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Recommendations by profession

- **GP (N=687)**
  - Referred to an ear doctor (ENT): 80%
  - Referred to a hearing aid dispenser / audiologist: 13%
  - Recommended to get a hearing aid: 13%
  - Recommended no further action: 8%

- **ENT (N=906)**
  - Referred to an ear doctor (ENT): 35%
  - Referred to a hearing aid dispenser / audiologist: 22%
  - Recommended to get a hearing aid: 47%
  - Recommended no further action: 14%

- **Audiologist (N=497)**
  - Referred to an ear doctor (ENT): 77%
  - Referred to a hearing aid dispenser / audiologist: 23%
  - Recommended to get a hearing aid: 2016: 52%, 2016: 73%
  - Recommended no further action: 0%
Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive symptoms, sleep quality, co-morbidities
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?

- 57% Of significant use
- 33% Of some use
- 10% Of no use

Base: N=182

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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% 13% 39% 30% 12%</td>
<td>20% 23% 35% 15% 7%</td>
</tr>
<tr>
<td>I think that people with an untreated hearing loss tend not to get the job they deserve</td>
<td>8% 12% 38% 28% 14%</td>
<td>19% 25% 34% 16% 6%</td>
</tr>
<tr>
<td>I think that people with an untreated hearing loss tend to be under salaried</td>
<td>8% 11% 43% 25% 12%</td>
<td>22% 24% 33% 14% 6%</td>
</tr>
</tbody>
</table>

Base: hearing aid n=350 / Hearing loss, no hearing aid =645
General health problems: Hearing aid owners have a slightly 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></th>
<th>Probability of major depressive disorder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing aid</td>
<td>very high: 6%</td>
</tr>
<tr>
<td>Top 50% hearing loss, no hearing aid</td>
<td>very high: 2%</td>
</tr>
</tbody>
</table>

Base: hearing aid n=239 / no hearing aid =143

*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.

<table>
<thead>
<tr>
<th></th>
<th>Disagree strongly</th>
<th>Rather disagree</th>
<th>Neutral</th>
<th>Rather agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In the evenings I often feel physically exhausted</strong></td>
<td>Hearing aid</td>
<td>6%</td>
<td>23%</td>
<td>25%</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>Top 50% hearing loss, no hearing aid</td>
<td>5%</td>
<td>14%</td>
<td>23%</td>
<td>40%</td>
</tr>
<tr>
<td><strong>In the evenings I often feel mentally exhausted</strong></td>
<td>Hearing aid</td>
<td>12%</td>
<td>25%</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td></td>
<td>Top 50% hearing loss, no hearing aid</td>
<td>7%</td>
<td>23%</td>
<td>27%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Base: hearing aid n=233 / no hearing aid =142

*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=143):
  - No: 60%
  - Yes: 40%

- Hearing aid (n=239):
  - No: 41%
  - Yes: 59%
34% 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: 34%
- Sleeping disorder: 28%
- Dementia: 21%
- High blood pressure: 20%
- Diabetes: 15%
- Poor eyesight: 14%
- Back problems: 13%

Hearing loss is not linked to any of those health issues: 39%

Hearing impaired, N=1’301
3. Analysis of hearing aid owners
Hearing aid ownership, awareness of hearing loss before getting hearing aids, lifetime of hearing aids 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>
<th>2019</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profound</td>
<td>(4%)</td>
<td></td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Severe</td>
<td>(19%)</td>
<td></td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Moderate</td>
<td>(37%)</td>
<td></td>
<td>30%</td>
<td>7%</td>
</tr>
<tr>
<td>Mild</td>
<td>(41%)</td>
<td></td>
<td>39%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: n=1'301
Sums can differ from 100% due to rounding
* combined "severe" and "profound" because n is too small

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60% of the currently owned HAs were fitted in 2017 or later

Age of currently owned HAs (Mean):
2019: 3.3 years
2016: 3.3 years
On average 3 years pass between becoming aware of the hearing loss and the purchase of hearing aids. Hearing aids are used for 5 years before they are being replaced.

Current HAs = first HAs?
- 2016: 67%
  - Yes: 71%
  - No: 29%

How many years did you own your previous HAs?
- 35%: 1-3 years
- 43%: 4-6 years
- 13%: 7-10 years
- 9%: 11 years or longer

Age of HA before it has been replaced:
- 2019: 5 years (median)
- 2016: 4 years (median)

Thinking back before you purchased your first hearing aid: How many years have passed since you became aware of your hearing loss until you purchased a hearing aid?
- 14%: 1 year
- 28%: 2 years
- 25%: 3 years
- 21%: 4-6 years
- 11%: more than 6 years

Base: n=301
70% of all HA owners think they should have gotten their HAs sooner! Main reason is missing out on better mental and emotional health.

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

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

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better mental/emotional health</td>
<td>67%</td>
</tr>
<tr>
<td>Better social life</td>
<td>49%</td>
</tr>
<tr>
<td>Less fatigue in the evening</td>
<td>35%</td>
</tr>
<tr>
<td>Better performance at work</td>
<td>22%</td>
</tr>
<tr>
<td>Other opportunity</td>
<td>6%</td>
</tr>
</tbody>
</table>

Base: n=317
74% received some kind of 3rd party reimbursement. Information deficit non-owners: only 34% know whether government/insurance would pay

**Owners:** Have you benefited from funding for hearing aids from NFZ and/or PFRON?

**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, ...)

---

**Chart:**
- **Claimed reimbursement from NFZ:** 64%
- **Claimed reimbursement from PFRON (via protetyk słuchu):** 23%
- **Did not claim reimbursement:** 20%
- **Don't know:** 6%

**Pie Chart:**
- **Yes:** 34%
- **No:** 56%
- **Don't know:** 10%

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Recommendation intention of the place where the hearing aid(s) have been obtained is good, with a positive NPS score of 10.

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

\[
\text{NPS} = \text{PROMOTERS} - \text{DETRACTORS} = 10
\]
On average, HAs are worn 6.8 hours a day

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

HA worn:
2019 Mean: 6.8 hours/day
2016 Mean: 6.3 hours/day

HA-owner:
2019: n=451
2016: n=475

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Only 31% of today’s hearing aid owners are aware of their hearing aid brand.

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

- 31% Yes, I know it by heart
- 33% No, but I could find out
- 36% No, and can’t find out

Base: N=451
18% of the HA owners use an accessory for their hearing aids. 78% 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=451)

- Yes: 36%
- No: 34%
- don't know / no answer: 29%

Do you personally use accessories for your hearing aids (TV-Streamer/ Apps / Remote Control / etc.)? (HA owners, n=451)

- Yes: 18%
- No: 82%

**IF ACCESSORIES USED (n=88):**
Overall, how satisfied with the performance of your accessory(s)?

- very dissatisfied: 5%
- dissatisfied: 15%
- somewhat dissatisfied: 23%
- neutral: 41%
- somewhat satisfied: 14%
- satisfied: 14%
Satisfaction with hearing aids and drivers
70% 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?

- 47% hearing aids work worse than I expected
- 24% hearing aids work as I expected
- 30% hearing aids work better than I expected

Base: N=451
Overall satisfaction with HA stays on a high level with 79% of the users being satisfied.
Satisfaction with current hearing aids

**Audiologist**
- Professionalism of dispenser
- Quality of dispensers counseling
- Quality of service after purchase
- Quality of service during hearing aid fitting period

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

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

**Trend**
- +0%
- -2%
- +3%
- -1%
- -2%
- +1%
- +5%
- +0%
- -4%
- -3%
- +1%
- +0%
- -4%
- -2%

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

*% of satisfied HA owners compared to EuroTrak 2016

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## Satisfaction with current hearing aids

### Listening situation

<table>
<thead>
<tr>
<th>Listening situation</th>
<th>Dissatisfied</th>
<th>Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>At home with family members</td>
<td>10%</td>
<td>79%</td>
</tr>
<tr>
<td>In a store, when shopping</td>
<td>8%</td>
<td>79%</td>
</tr>
<tr>
<td>Conversation with one Person</td>
<td>11%</td>
<td>79%</td>
</tr>
<tr>
<td>Watching TV</td>
<td>11%</td>
<td>78%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>9%</td>
<td>77%</td>
</tr>
<tr>
<td>When talking to children</td>
<td>11%</td>
<td>72%</td>
</tr>
<tr>
<td>Conversation in small groups</td>
<td>12%</td>
<td>72%</td>
</tr>
<tr>
<td>Leisure activities</td>
<td>9%</td>
<td>71%</td>
</tr>
<tr>
<td>Listening to Music</td>
<td>12%</td>
<td>71%</td>
</tr>
<tr>
<td>On the telephone</td>
<td>16%</td>
<td>70%</td>
</tr>
<tr>
<td>In a larger lecture hall (e.g., theater, concert hall,...</td>
<td>13%</td>
<td>70%</td>
</tr>
<tr>
<td>When riding in a car</td>
<td>9%</td>
<td>69%</td>
</tr>
<tr>
<td>Conversation in large groups</td>
<td>17%</td>
<td>69%</td>
</tr>
<tr>
<td>Use in noisy situations</td>
<td>19%</td>
<td>68%</td>
</tr>
<tr>
<td>At a movie theater</td>
<td>11%</td>
<td>65%</td>
</tr>
<tr>
<td>In the workplace</td>
<td>9%</td>
<td>64%</td>
</tr>
<tr>
<td>In school or a classroom (as an observer or student)</td>
<td>10%</td>
<td>58%</td>
</tr>
</tbody>
</table>

### Trend

- Listening situation: % satisfied HA owners compared to EuroTrak 2016

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

*Trend*:

- Listening situation: % of satisfied HA owners compared to EuroTrak 2016

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Factors influencing satisfaction with current HA: Sound quality/signal processing and the audiologist are most important for overall satisfaction with HA

<table>
<thead>
<tr>
<th><strong>Audiologist</strong></th>
<th><strong>Sound quality signal process.</strong></th>
<th><strong>Product features</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of service after purchase</td>
<td>Natural sounding</td>
<td>Reliability</td>
</tr>
<tr>
<td>Professionalism of dispenser</td>
<td>Cleanness of tone and sound</td>
<td>Overall fit/ Comfort</td>
</tr>
<tr>
<td>Quality of dispensers counseling</td>
<td>Richness or fidelity of sound</td>
<td>Ease of changing battery</td>
</tr>
<tr>
<td>Quality of service during hearing aid fitting period</td>
<td>Comfort with loud sounds</td>
<td>Value (performance versus money spent)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Visibility to others</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Managing whistling/feedback/buzzing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Battery life</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:* natural sounding is the most important criteria for satisfaction.

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# Important Listening Situations

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

<table>
<thead>
<tr>
<th>Situation</th>
<th>Total (n=1301)</th>
<th>Hearing aid (n=451)</th>
<th>Hearing loss but no hearing aid (n=850)</th>
</tr>
</thead>
<tbody>
<tr>
<td>At home with family members</td>
<td>58%</td>
<td>47%</td>
<td>30%</td>
</tr>
<tr>
<td>When talking on a phone</td>
<td>47%</td>
<td>32%</td>
<td>29%</td>
</tr>
<tr>
<td>When watching TV with others</td>
<td>44%</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>In conversations with large groups</td>
<td>32%</td>
<td>30%</td>
<td>25%</td>
</tr>
<tr>
<td>In conversations with 1 person</td>
<td>29%</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td>In conversations with small groups</td>
<td>27%</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>In the workplace</td>
<td>27%</td>
<td>25%</td>
<td>19%</td>
</tr>
<tr>
<td>In noisy situations</td>
<td>30%</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td>In conversation with large groups</td>
<td>30%</td>
<td>27%</td>
<td>19%</td>
</tr>
<tr>
<td>In the workplace</td>
<td>29%</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>In conversations with 1 person</td>
<td>27%</td>
<td>25%</td>
<td>19%</td>
</tr>
<tr>
<td>In conversations with small groups</td>
<td>25%</td>
<td>23%</td>
<td>18%</td>
</tr>
<tr>
<td>In a store, when shopping</td>
<td>23%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>In a larger lecture hall (e.g., theater, concert hall, place of worship, etc.)</td>
<td>16%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>16%</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>When riding in a car</td>
<td>15%</td>
<td>11%</td>
<td>9%</td>
</tr>
<tr>
<td>When talking to children</td>
<td>14%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>When listening to music</td>
<td>10%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>During leisure activities(e.g., exercising, taking a walk, etc.)</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>At a movie theater</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>In school or a classroom (as an observer or student)</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>
Positive impact of hearing aids, quality of life
Significant positive impact of HAs on different aspects: Especially communication effectiveness, feelings about themselves, participation in group activities and sense of safety improve.

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>Overall ability to communicate</td>
<td>3%</td>
<td>21%</td>
<td>53%</td>
<td>22%</td>
<td>2%</td>
</tr>
<tr>
<td>Feelings about yourself</td>
<td>2%</td>
<td>27%</td>
<td>51%</td>
<td>19%</td>
<td>2%</td>
</tr>
<tr>
<td>Ability to participate in group activities</td>
<td>2%</td>
<td>30%</td>
<td>48%</td>
<td>19%</td>
<td>2%</td>
</tr>
<tr>
<td>Sense of safety</td>
<td>3%</td>
<td>29%</td>
<td>47%</td>
<td>19%</td>
<td>2%</td>
</tr>
<tr>
<td>Mental/emotional health</td>
<td>4%</td>
<td>33%</td>
<td>45%</td>
<td>17%</td>
<td>2%</td>
</tr>
<tr>
<td>Social life</td>
<td>2%</td>
<td>35%</td>
<td>48%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Sense of independence</td>
<td>2%</td>
<td>35%</td>
<td>42%</td>
<td>19%</td>
<td>2%</td>
</tr>
<tr>
<td>Relationships at home</td>
<td>2%</td>
<td>36%</td>
<td>44%</td>
<td>17%</td>
<td>2%</td>
</tr>
<tr>
<td>Confidence in yourself</td>
<td>2%</td>
<td>40%</td>
<td>42%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Relationships at work</td>
<td>1%</td>
<td>44%</td>
<td>39%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Mental ability</td>
<td>2%</td>
<td>48%</td>
<td>35%</td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>Physical health</td>
<td>2%</td>
<td>53%</td>
<td>31%</td>
<td>13%</td>
<td>2%</td>
</tr>
</tbody>
</table>
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=106)
- Top 50% hearing loss (n=298)
Almost 3 out of 4 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: 76%
- No: 24%

Base: N=451
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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**: 9% a lot worse, 28% worse, 36% the same, 25% better, 25% a lot better
- **Social activities together with Person**: 8% a lot worse, 47% worse, 26% the same, 16% better, 16% a lot better
- **Personal relationship with Person**: 6% a lot worse, 52% worse, 25% the same, 16% better, 16% a lot better
- **Quarrels/disputes with Person**: 7% a lot worse, 58% worse, 20% the same, 14% better, 14% a lot better
94% 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: 6%
- Rarely: 11%
- Occasionally: 35%
- Regularly: 48%

Base: N=451
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=451)</th>
<th>%HA-Non-owner Low 50% HL (n=415)</th>
<th>%HA-Non-owner Top 50% HL (n=284)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ears impaired</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unilateral loss</td>
<td>33%</td>
<td>54%</td>
<td>30%</td>
</tr>
<tr>
<td>Bilateral loss</td>
<td>67%</td>
<td>46%</td>
<td>70%</td>
</tr>
<tr>
<td><strong>Perceived loss</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mild</td>
<td>10%</td>
<td>62%</td>
<td>25%</td>
</tr>
<tr>
<td>Moderate</td>
<td>35%</td>
<td>31%</td>
<td>51%</td>
</tr>
<tr>
<td>Severe</td>
<td>47%</td>
<td>5%</td>
<td>21%</td>
</tr>
<tr>
<td>Profound</td>
<td>9%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Reason</th>
<th>N (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing loss not severe enough</td>
<td>39%</td>
</tr>
<tr>
<td>Hear well enough in most situations</td>
<td>39%</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>37%</td>
</tr>
<tr>
<td>They do not restore your hearing to normal</td>
<td>33%</td>
</tr>
<tr>
<td>They do not work well in noisy situations</td>
<td>24%</td>
</tr>
<tr>
<td>Would be embarrassed to wear a hearing aid</td>
<td>29%</td>
</tr>
<tr>
<td>Have tinnitus (ringing in ears)</td>
<td>32%</td>
</tr>
<tr>
<td>Do not admit I have a hearing loss in public</td>
<td>28%</td>
</tr>
<tr>
<td>Bad design</td>
<td>22%</td>
</tr>
<tr>
<td>Have more serious priorities</td>
<td>25%</td>
</tr>
</tbody>
</table>

Base: non owners Top 50% HL: n=284
### Less important reasons for not having a hearing aid (II/II)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Somewhat a reason</th>
<th>Not a reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cannot afford a hearing aid</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>Have hearing loss only with high pitch sounds</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>I have vision or dexterity problems</td>
<td>23%</td>
<td>15%</td>
</tr>
<tr>
<td>Have hearing loss in only one ear</td>
<td>27%</td>
<td>11%</td>
</tr>
<tr>
<td>Have hearing loss only with low frequency sounds</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>Another hearing aid owners opinion</td>
<td>13%</td>
<td>18%</td>
</tr>
<tr>
<td>Ear doctors opinion (ENT)</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Family doctors opinion (GP)</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Social / Family opinion such as child, spouse, friend</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Have tried hearing aid and they do not work</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Have not had hearing tested yet</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>Do not trust Hearing Aid Dispenser/Audiologist</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>Do not know where to get hearing aids</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Had surgery - hearing aids wont help</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Hearing Aid Dispenser/Audiologists opinion</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Hearing problem requires surgery</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Have Sensor-neural hearing loss (nerve deafness)</td>
<td>12%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Base: non owners Top 50% HL: n=284
Top 10 reasons for HA owners NOT using them

- They do not restore your hearing to normal
  - Reason: 64%
  - Somewhat a reason: 11%
  - Not a reason: 26%

- Uncomfortable
  - Reason: 56%
  - Somewhat a reason: 18%
  - Not a reason: 26%

- Hearing loss not severe enough
  - Reason: 55%
  - Somewhat a reason: 16%
  - Not a reason: 29%

- Hear well enough in most situations
  - Reason: 43%
  - Somewhat a reason: 26%
  - Not a reason: 31%

- They do not work well in noisy situations
  - Reason: 49%
  - Somewhat a reason: 11%
  - Not a reason: 39%

- Have hearing loss in only one ear
  - Reason: 42%
  - Somewhat a reason: 9%
  - Not a reason: 49%

- Would be embarrassed to wear a hearing aid
  - Reason: 45%
  - Somewhat a reason: 4%
  - Not a reason: 51%

- Do not admit I have a hearing loss in public
  - Reason: 38%
  - Somewhat a reason: 11%
  - Not a reason: 51%

- Have more serious priorities
  - Reason: 28%
  - Somewhat a reason: 15%
  - Not a reason: 57%

- Bad design
  - Reason: 39%
  - Somewhat a reason: 4%
  - Not a reason: 57%

 Owners who don't use, n=36 (low sample!)
Social rejection because of hearing loss compared to the acceptance of hearing aids
63% 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.

Hearing aid owners:
How often do you feel you are made fun of or rejected because you are wearing a hearing aid?

- Never: 63%
- Rarely: 18%
- Occasionally: 18%
- Regularly: 4%

Hearing impaired non-owners:
How often do you feel you are made fun of or rejected because your hearing loss?

- Never: 41%
- Rarely: 20%
- Occasionally: 37%
- Regularly: 2%
Most important triggers to buy
The most important influencing factors are worsening hearing loss, ENT, GP and spouse + price/free HAs for the non owners.

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

**Non-owner:** Think about the option to obtain / purchase a hearing aid. What do you think would influence you to obtain / purchase a hearing aid?
The most important trigger to buy a hearing aid for current HA owners was worsening hearing loss, followed by the ENT doctor.

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

- Hearing loss got/gets worse: 29%
- ENT/Ear Doctor: 19%
- Spouse: 9%
- Hearing aid dispenser/Audiologist: 8%
- Child: 7%
- GP/Family doctor: 5%
- Financial Situation improved: 2%
- Safety concerns: 2%
- Friend/relative: 2%
- Free due to coverage by Insurance: 1%
- Internet: Websites of hearing aids: 1%
- Radio advertisement: 1%
- Hearing loss article or literature: 1%
- TV advertisement: 1%
- Direct mail piece: 1%
- Newspaper advertisement: 1%
- Co-worker or boss: 1%
- Internet: Other websites, google: 1%
- Magazine advertisement: 1%
- Information/advice about hearing loss: 1%
Sample size and random sample error: Rules of thumb

READ: At a sample size of n=500 and a value of 15% we would expect the real value in an interval +3.1 around 15% - which means between 11.9% and 18.1% (Conservative assumption: 95% confidence level)

<table>
<thead>
<tr>
<th>Sample size</th>
<th>Random sample error</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Real value is within interval:</td>
</tr>
<tr>
<td></td>
<td>Level of proportion: 50%/50%</td>
</tr>
<tr>
<td>50</td>
<td>+/- 13.9</td>
</tr>
<tr>
<td>100</td>
<td>+/- 9.8</td>
</tr>
<tr>
<td>250</td>
<td>+/- 6.2</td>
</tr>
<tr>
<td>500</td>
<td>+/- 4.4</td>
</tr>
<tr>
<td>1000</td>
<td>+/- 3.1</td>
</tr>
<tr>
<td>5’000</td>
<td>+/- 1.4</td>
</tr>
<tr>
<td>10’000</td>
<td>+/- 1.0</td>
</tr>
</tbody>
</table>
## 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>7'291</td>
<td>15.9%</td>
<td>21.0%</td>
<td>47.9%</td>
<td>51.2%</td>
<td>49.9%</td>
</tr>
<tr>
<td>Female</td>
<td>7'775</td>
<td>14.3%</td>
<td>21.9%</td>
<td>52.1%</td>
<td>48.8%</td>
<td>50.1%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 14</td>
<td>2'234</td>
<td>3.6%</td>
<td>13.7%</td>
<td>16.8%</td>
<td>3.9%</td>
<td>2.3%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>1'510</td>
<td>6.8%</td>
<td>23.6%</td>
<td>11.0%</td>
<td>4.4%</td>
<td>5.0%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>2'141</td>
<td>7.9%</td>
<td>23.1%</td>
<td>15.4%</td>
<td>7.2%</td>
<td>8.0%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>2'483</td>
<td>9.1%</td>
<td>12.6%</td>
<td>17.7%</td>
<td>11.0%</td>
<td>5.8%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>1'915</td>
<td>14.5%</td>
<td>8.4%</td>
<td>12.8%</td>
<td>14.3%</td>
<td>4.8%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>2'058</td>
<td>21.0%</td>
<td>15.4%</td>
<td>12.7%</td>
<td>20.4%</td>
<td>13.7%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>1'634</td>
<td>28.2%</td>
<td>22.6%</td>
<td>9.2%</td>
<td>20.0%</td>
<td>21.4%</td>
</tr>
<tr>
<td>74+</td>
<td>1'091</td>
<td>48.2%</td>
<td>36.2%</td>
<td>4.4%</td>
<td>18.8%</td>
<td>39.1%</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>1'249</td>
<td>27.8%</td>
<td>25.2%</td>
<td>7.0%</td>
<td>14.6%</td>
<td>18.0%</td>
</tr>
<tr>
<td>Couple, no kids</td>
<td>3'621</td>
<td>21.2%</td>
<td>23.9%</td>
<td>22.3%</td>
<td>32.8%</td>
<td>37.6%</td>
</tr>
<tr>
<td>Couple with kid(s)</td>
<td>7'914</td>
<td>9.8%</td>
<td>16.2%</td>
<td>55.8%</td>
<td>36.5%</td>
<td>25.9%</td>
</tr>
<tr>
<td>Single mom/dad with kid(s)</td>
<td>680</td>
<td>12.7%</td>
<td>23.2%</td>
<td>4.6%</td>
<td>3.7%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Retirement home, hospital etc.</td>
<td>28</td>
<td>50.2%</td>
<td>23.3%</td>
<td>0.1%</td>
<td>0.6%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Other</td>
<td>1'575</td>
<td>17.7%</td>
<td>24.0%</td>
<td>10.1%</td>
<td>11.8%</td>
<td>13.7%</td>
</tr>
</tbody>
</table>

Profiles: Categories add to 100%*

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

#### Status

<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>7'643</td>
<td>18.5%</td>
<td>20.6%</td>
<td>48.7%</td>
<td>62.9%</td>
<td>60.0%</td>
</tr>
<tr>
<td>The spouse of the head of the household</td>
<td>2'489</td>
<td>17.6%</td>
<td>22.9%</td>
<td>16.0%</td>
<td>18.9%</td>
<td>20.6%</td>
</tr>
<tr>
<td>Daughter/son of head of household</td>
<td>3'896</td>
<td>4.6%</td>
<td>12.3%</td>
<td>29.0%</td>
<td>8.9%</td>
<td>4.6%</td>
</tr>
<tr>
<td>Other person</td>
<td>1'039</td>
<td>22.9%</td>
<td>30.4%</td>
<td>6.3%</td>
<td>9.3%</td>
<td>14.9%</td>
</tr>
</tbody>
</table>

#### Employment

<table>
<thead>
<tr>
<th>Employment</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>Full time employed</td>
<td>6'911</td>
<td>12.0%</td>
<td>14.4%</td>
<td>57.7%</td>
<td>41.5%</td>
<td>25.2%</td>
</tr>
<tr>
<td>Part time employed</td>
<td>600</td>
<td>14.3%</td>
<td>20.9%</td>
<td>4.9%</td>
<td>4.0%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Unemployed / not working</td>
<td>632</td>
<td>13.1%</td>
<td>8.3%</td>
<td>5.2%</td>
<td>4.4%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Retired under a disability pension scheme (fully or partly)</td>
<td>451</td>
<td>24.2%</td>
<td>30.6%</td>
<td>3.2%</td>
<td>4.4%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Early retired under an early retirement benefit scheme</td>
<td>182</td>
<td>23.8%</td>
<td>15.5%</td>
<td>1.3%</td>
<td>2.1%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Retired (at the official retirement age)</td>
<td>2'924</td>
<td>33.6%</td>
<td>28.9%</td>
<td>18.4%</td>
<td>40.9%</td>
<td>59.7%</td>
</tr>
<tr>
<td>Student / pupil / in training</td>
<td>1'023</td>
<td>5.1%</td>
<td>13.5%</td>
<td>9.2%</td>
<td>2.6%</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

#### Education

<table>
<thead>
<tr>
<th>Education</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>Niepelné podstawowe</td>
<td>46</td>
<td>43.8%</td>
<td>29.1%</td>
<td>0.2%</td>
<td>0.8%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Podstawowe</td>
<td>469</td>
<td>40.4%</td>
<td>26.3%</td>
<td>2.7%</td>
<td>8.2%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Gimnazjalne</td>
<td>319</td>
<td>10.0%</td>
<td>23.6%</td>
<td>2.7%</td>
<td>1.4%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Zasadnicze zawodowe</td>
<td>1'716</td>
<td>24.8%</td>
<td>20.7%</td>
<td>12.3%</td>
<td>19.7%</td>
<td>18.5%</td>
</tr>
<tr>
<td>Srednie ogolnoszkolacze</td>
<td>1'684</td>
<td>16.1%</td>
<td>20.4%</td>
<td>13.4%</td>
<td>12.6%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Srednie zawodowe</td>
<td>2'343</td>
<td>19.7%</td>
<td>23.9%</td>
<td>17.9%</td>
<td>20.5%</td>
<td>23.3%</td>
</tr>
<tr>
<td>Policjantale</td>
<td>1'026</td>
<td>16.0%</td>
<td>22.6%</td>
<td>8.2%</td>
<td>7.4%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Wyższe</td>
<td>5'119</td>
<td>12.2%</td>
<td>19.4%</td>
<td>42.7%</td>
<td>29.4%</td>
<td>25.4%</td>
</tr>
</tbody>
</table>

* Small sample sizes in some categories