

## Results

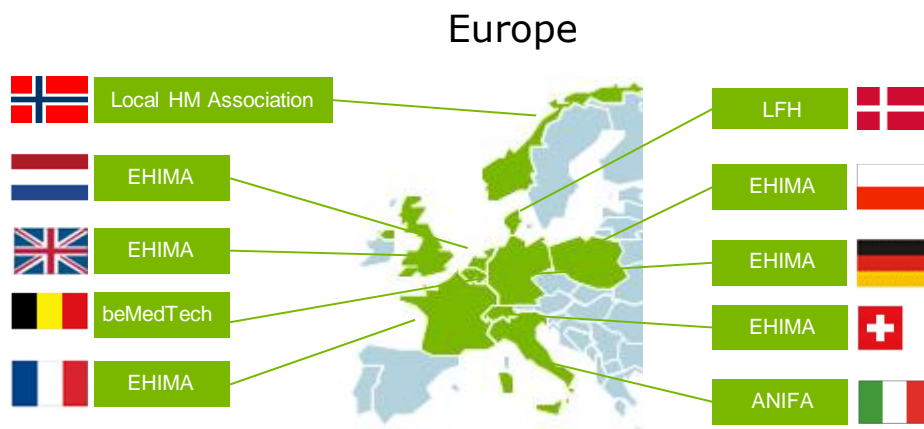
# EuroTrak Poland 2019

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

# Summary

## 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): n=1'301 people
    - 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

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- 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

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- 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

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- 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.

# Detailed Results: Roadmap

New topics for EuroTrak 2019 are highlighted in red

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## 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

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# 1. Introduction

# Organisation of EuroTrak 2019

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## 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

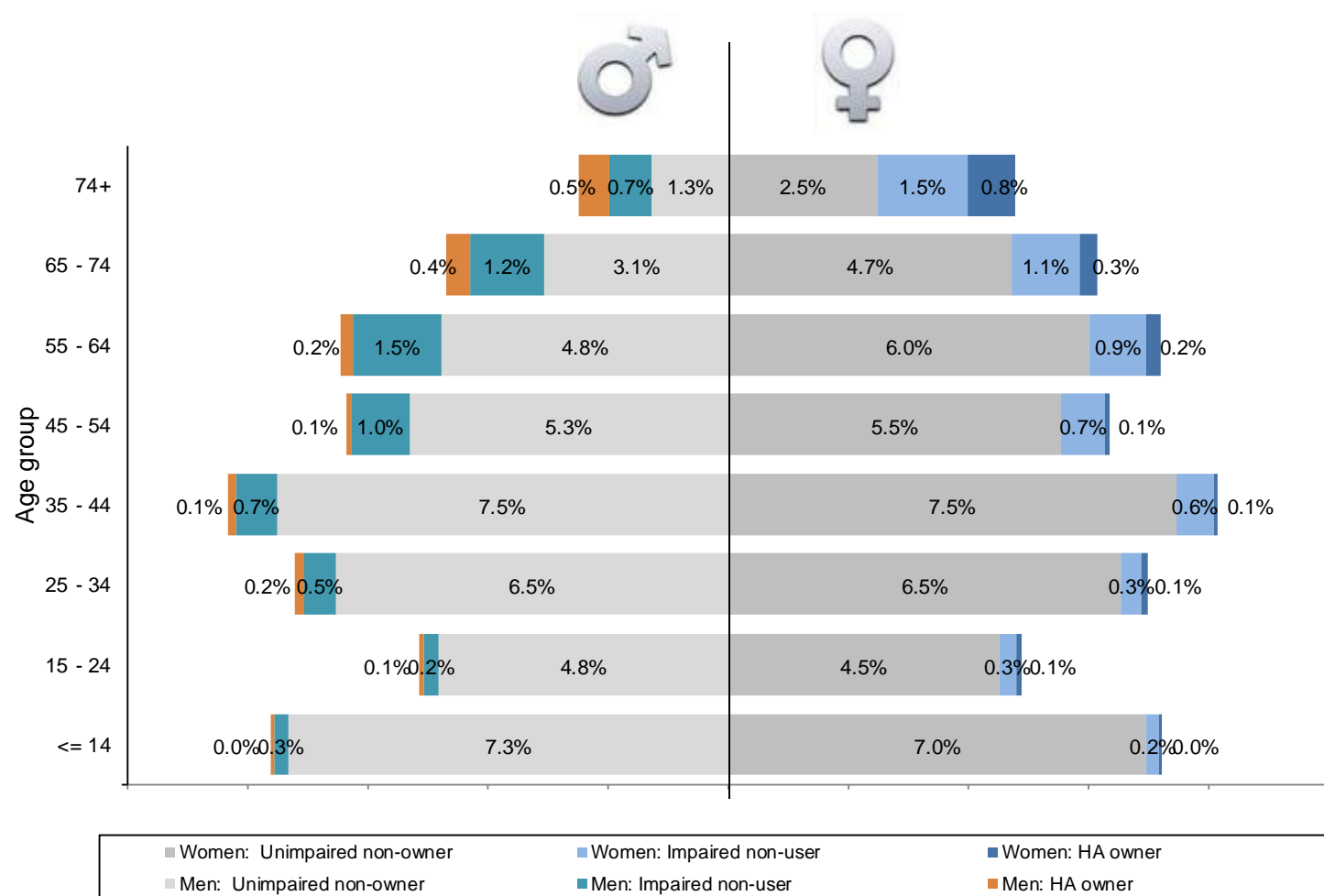
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## 2. Market overview

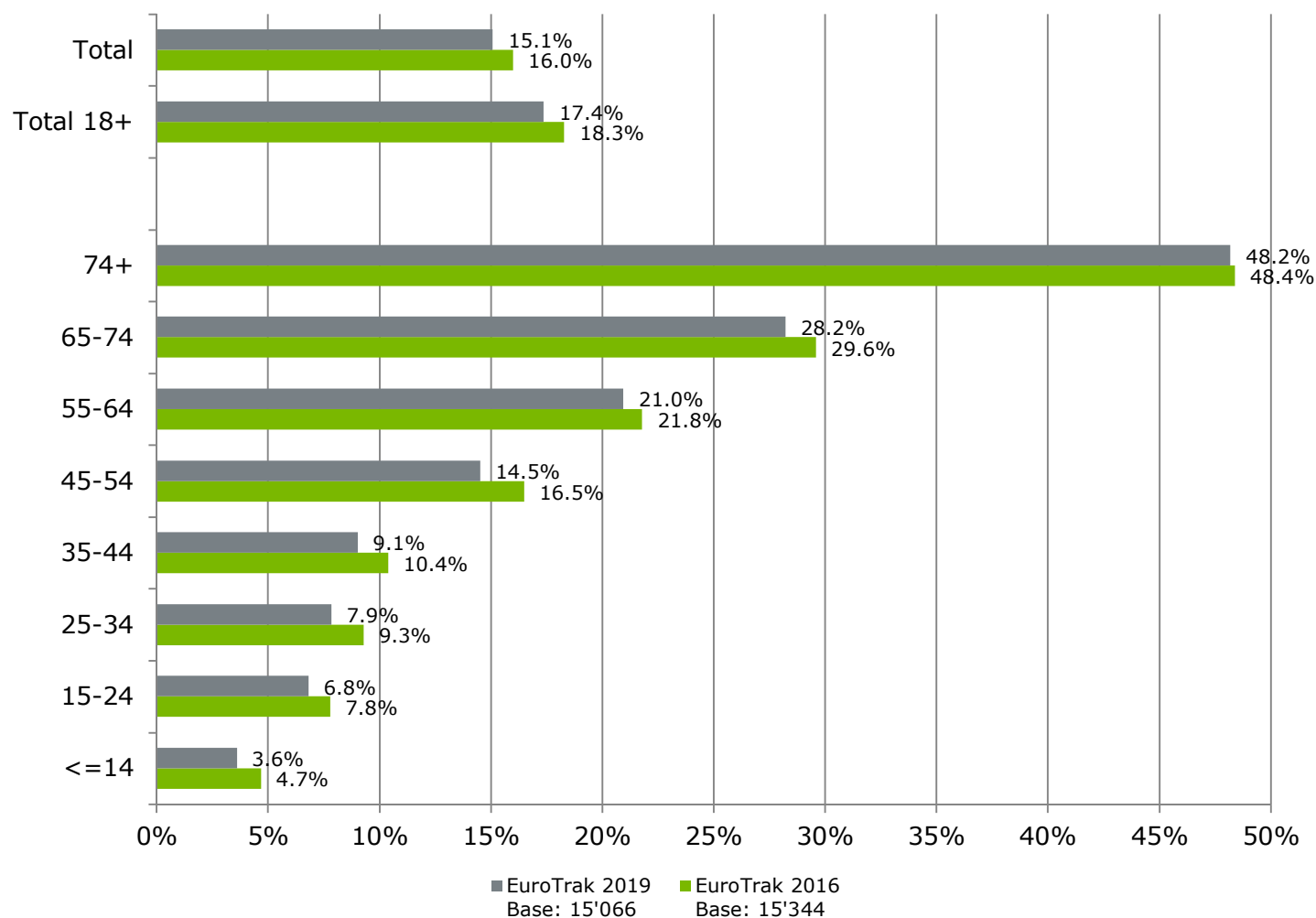
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# Prevalence of hearing loss and adoption rate

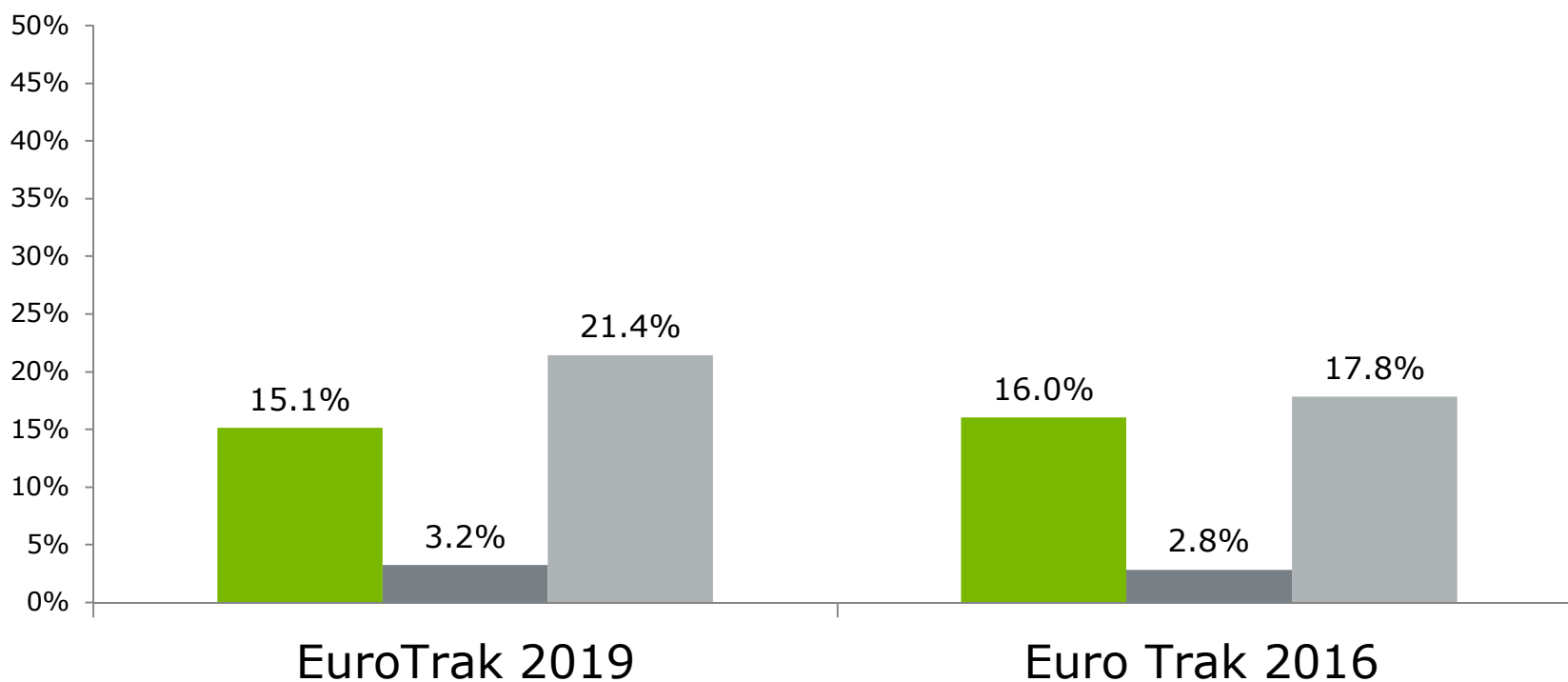
# Hearing loss and hearing instrument ownership by gender/age



# Hearing loss prevalence Poland

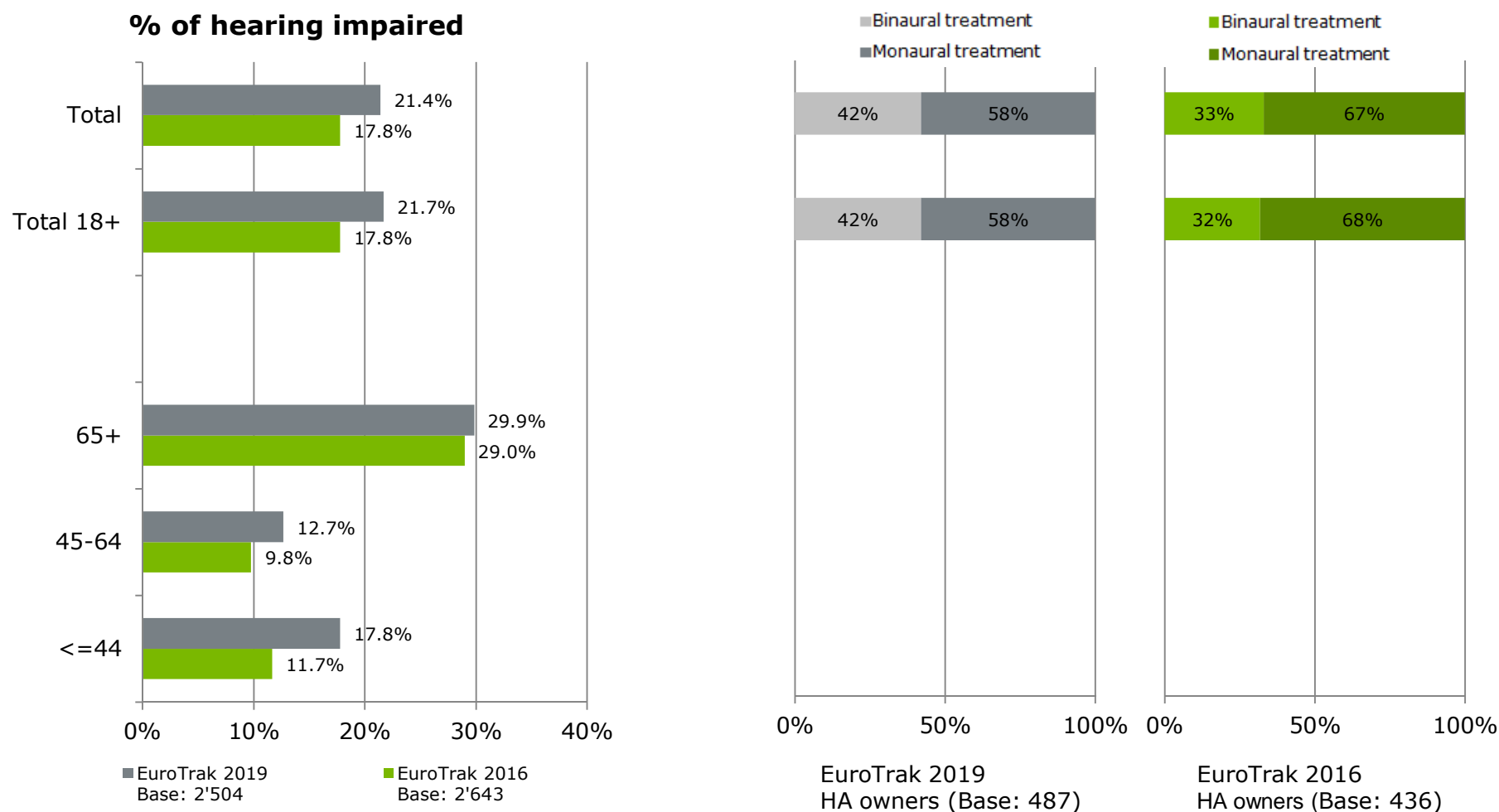


# Overview hearing loss prevalence and hearing aid adoption

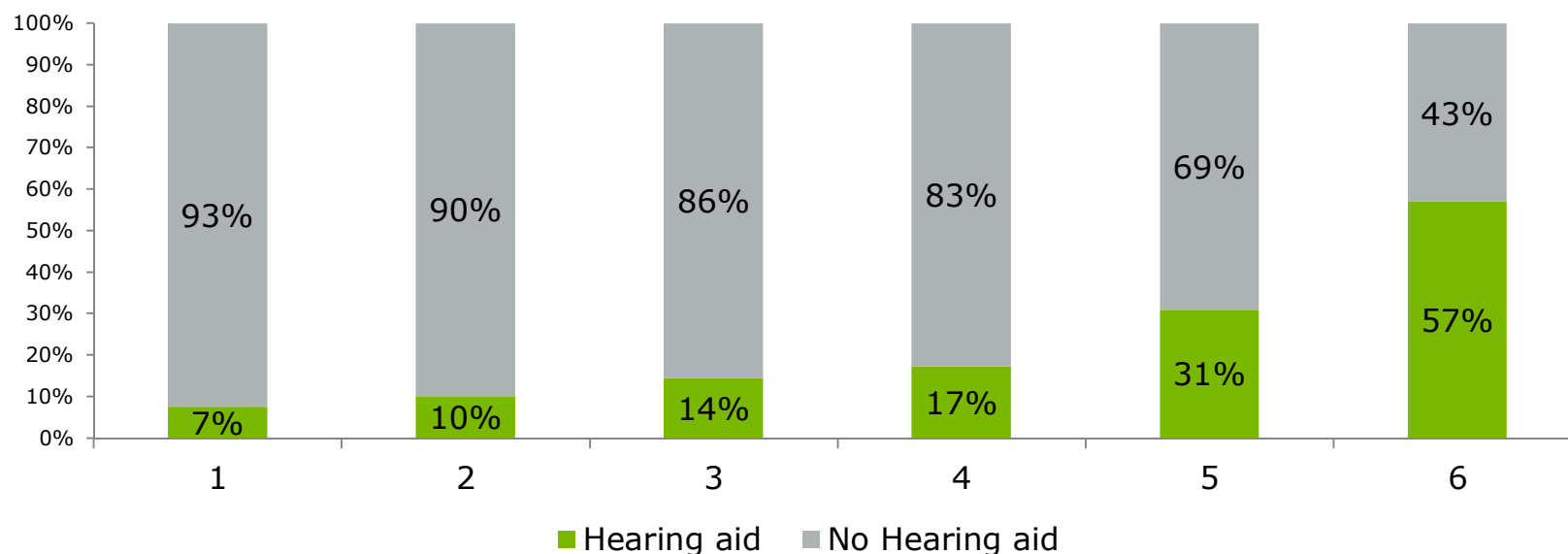


■ Hearing impaired (stated) ■ Adoption (% of population) ■ Adoption (% of stated impaired)

# 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



Hearing loss 6-groups

HA-non-owner, n=850  
HA-owner, n=451

\* 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

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

n's are unweighted whereas the shown results are weighted

\* combined %severe+ and %profound+ because n is too small

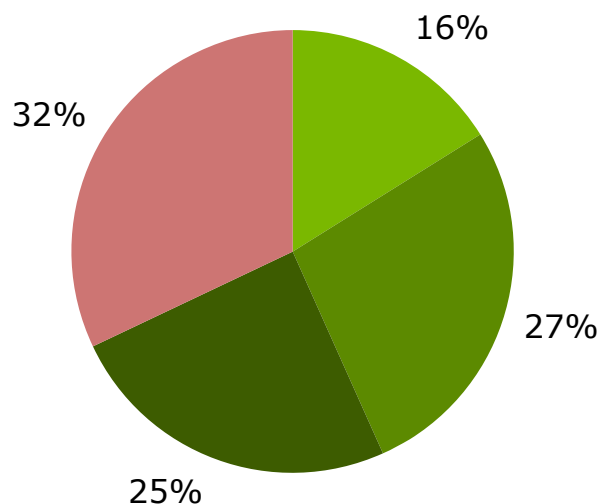
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# Hearing tests and where hearing is tested

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

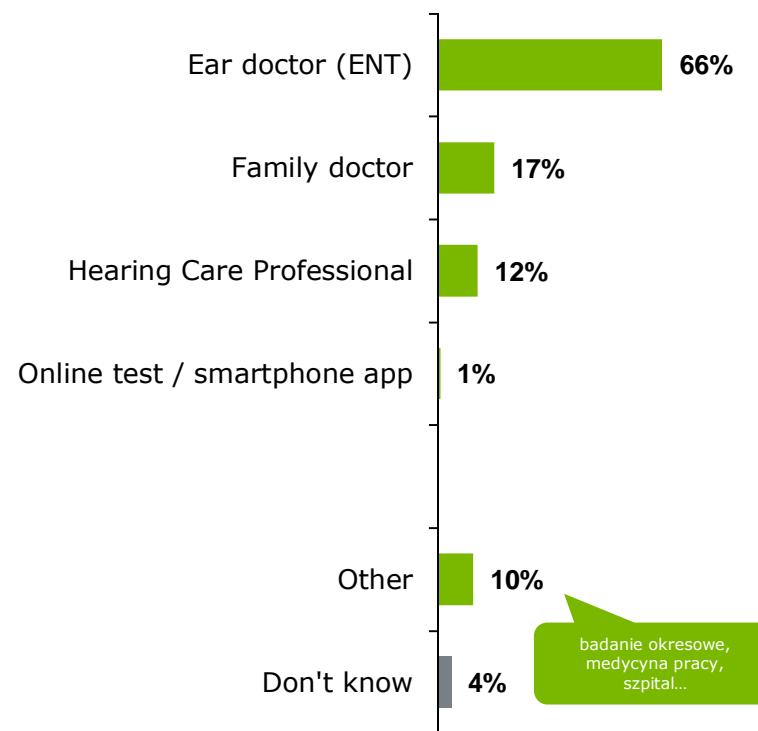
Have you ever taken a hearing test?

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



Base=11'167

Where/how was your hearing tested?

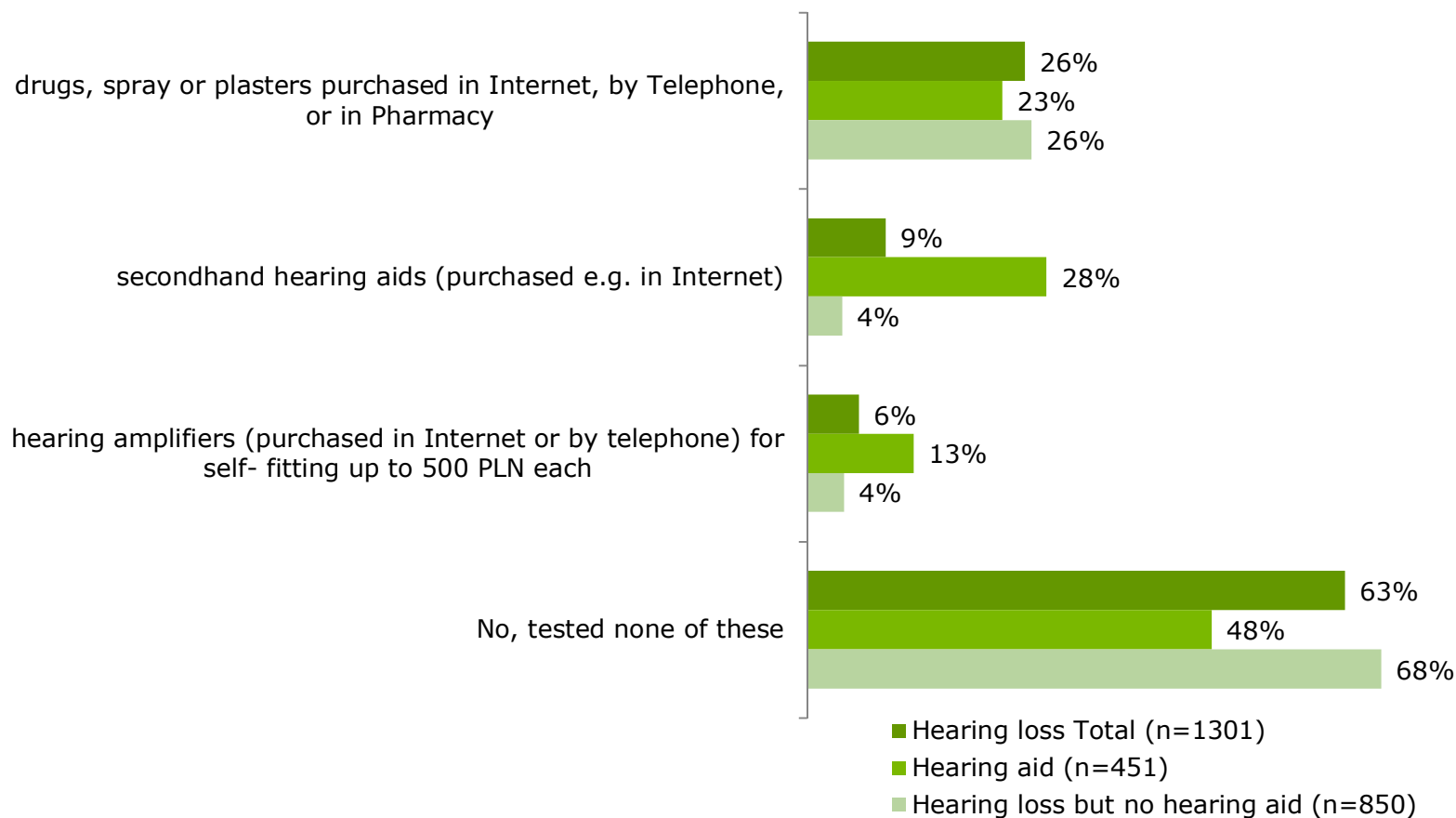


badanie okresowe,  
medycyna pracy,  
szpital...

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?\*



\*Poland specific question

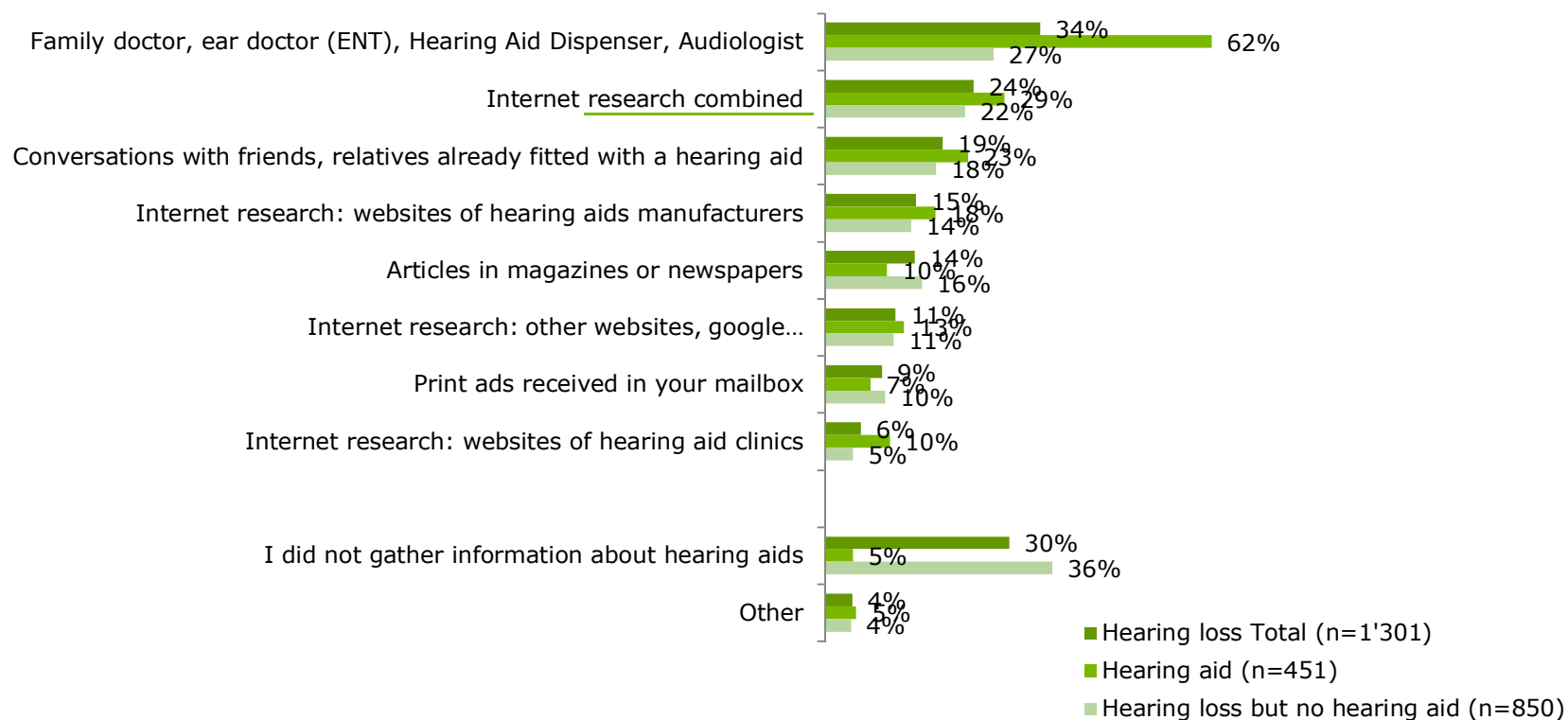
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## The route to the hearing aid: Sources of information and drop-out rates

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.

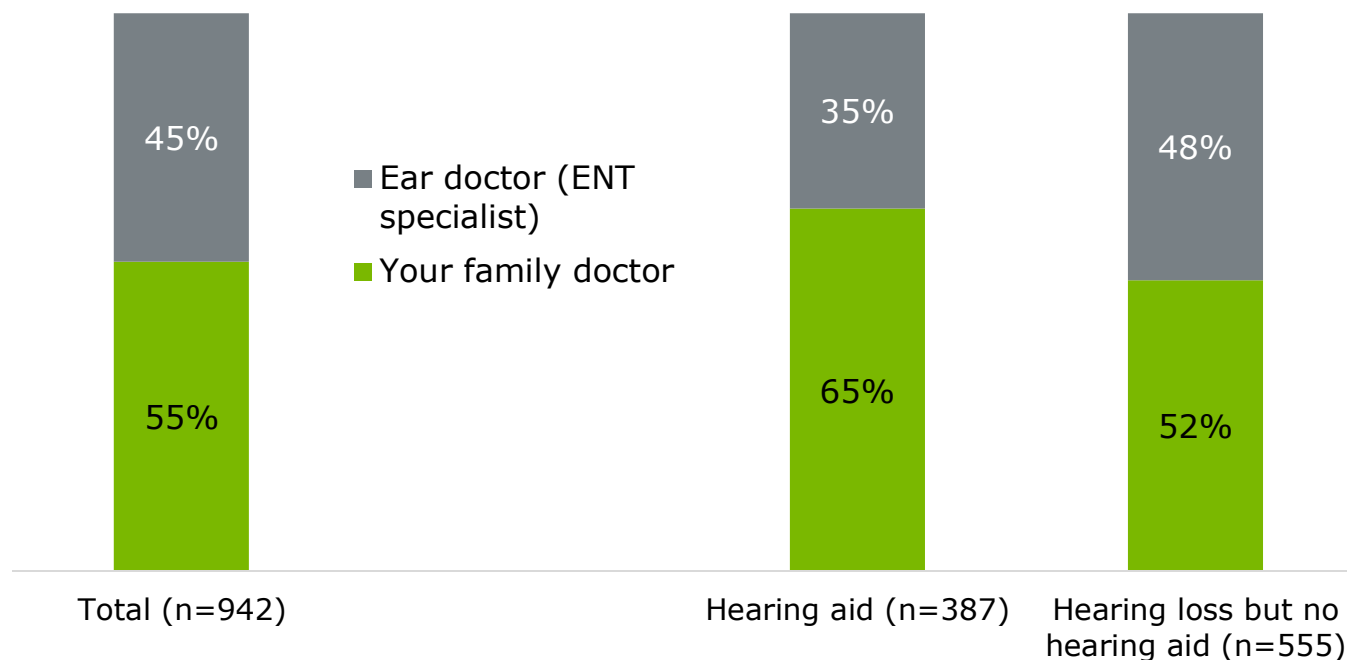
Where did you gather information about hearing aids?

Please check all that apply.

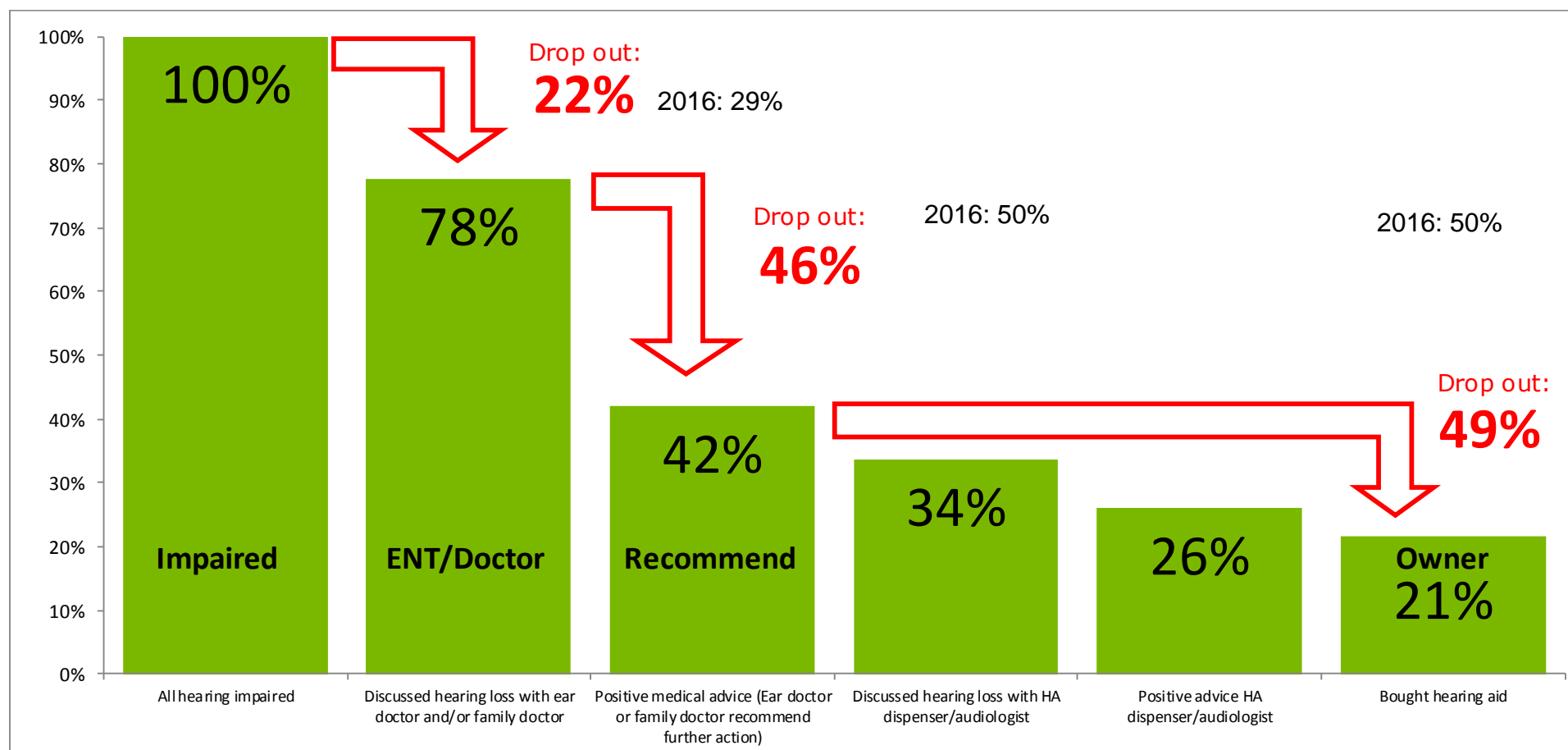


Of those who discussed the hearing loss with a doctor, 55% talked to the family doctor first.

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?



# The route to the hearing aid: Compared to 2016 drop out 1 and 2 were reduced!

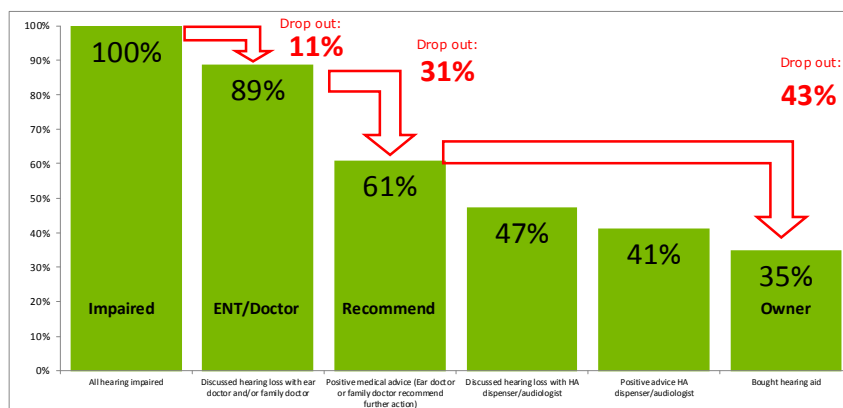


Base: n=1'301

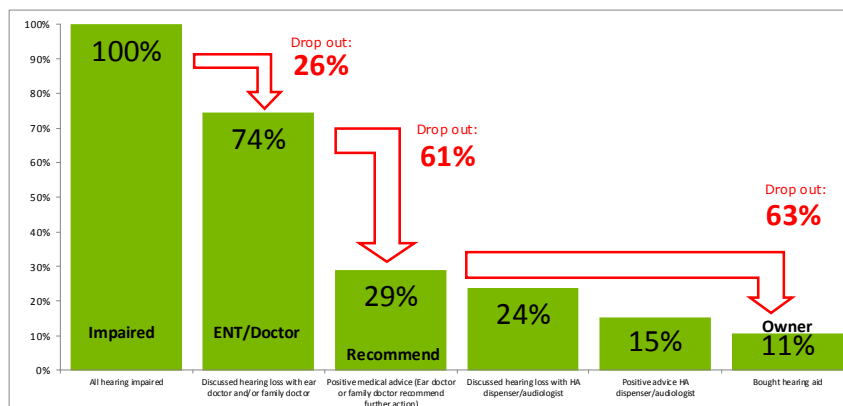


# Much higher drop-out-rates for the lower hearing loss segments

Top 50% hearing loss\*



Low 50% hearing loss\*



Base: n=1'301

\* 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:

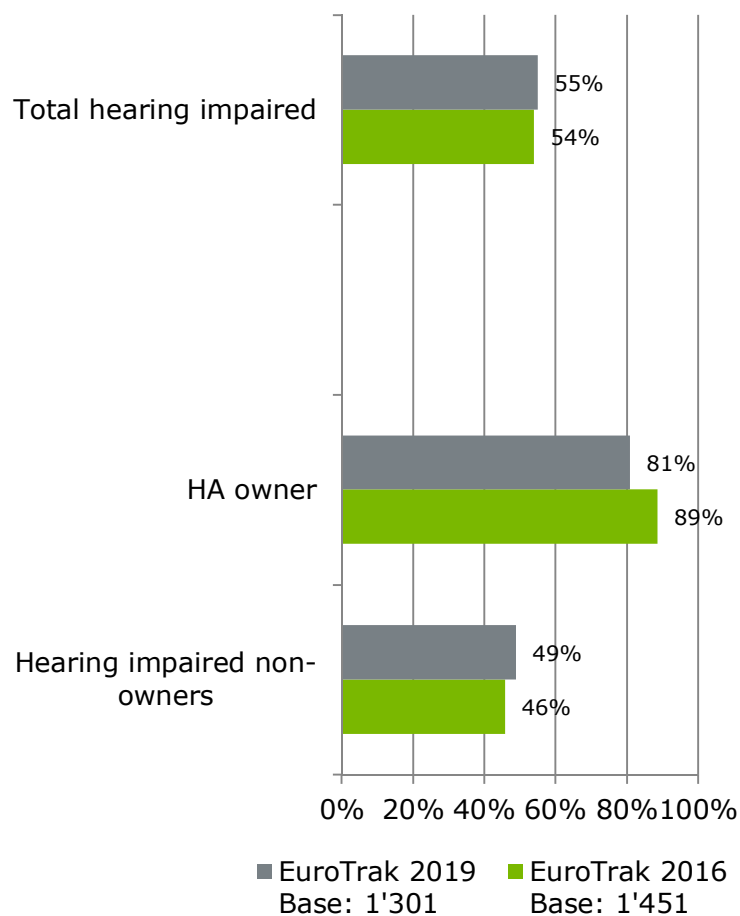
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC – like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

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

# The route to the hearing aid: GP/Family doctor

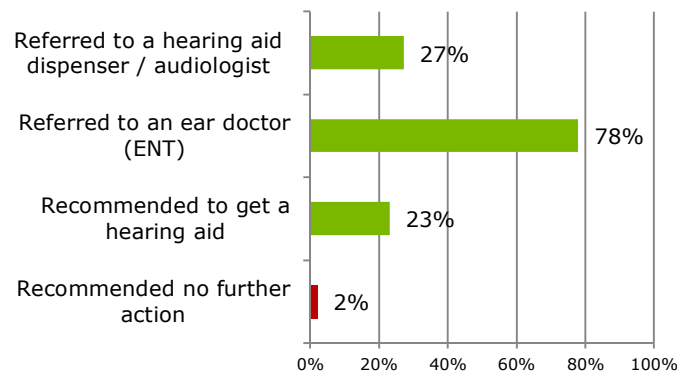
Have you discussed your hearing problem with your family doctor?

**% Discussed with GP**

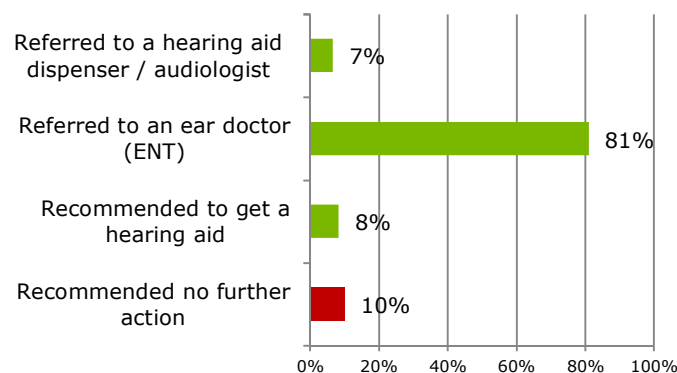


**What did he/she recommend ?**

## HA owner (Base: 342)



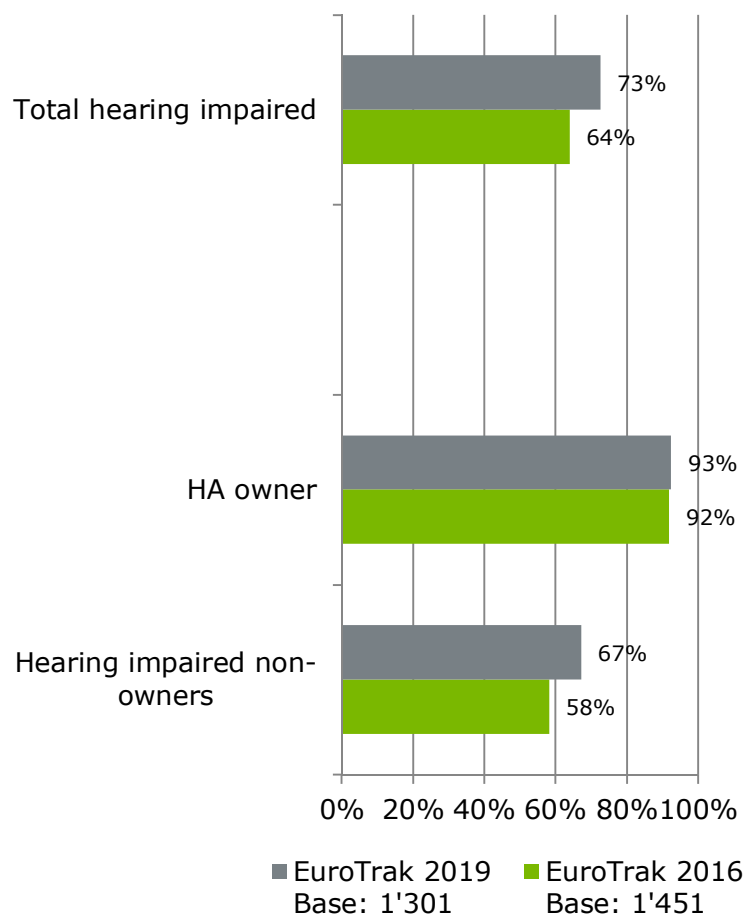
## Impaired non-owner (Base: 397)



# The route to the hearing aid: ENT

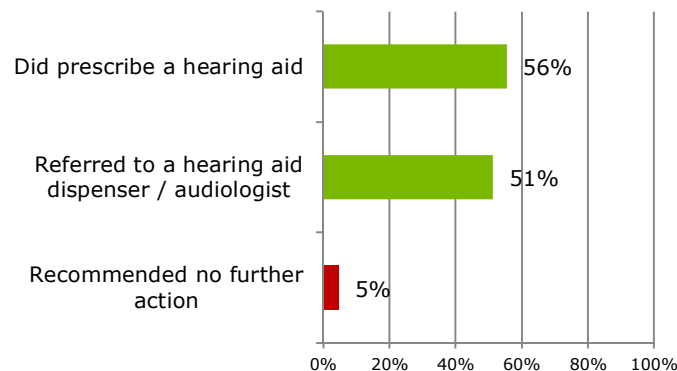
Have you discussed your hearing problem with an ear doctor (ENT)?

**% Discussed with ENT**

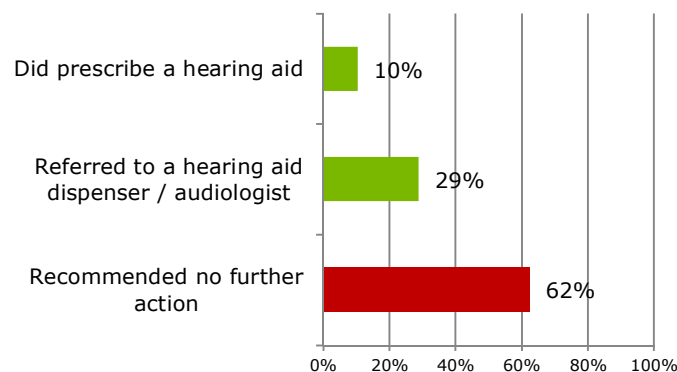


**What did he/she recommend ?**

## HA owner (Base: 393)

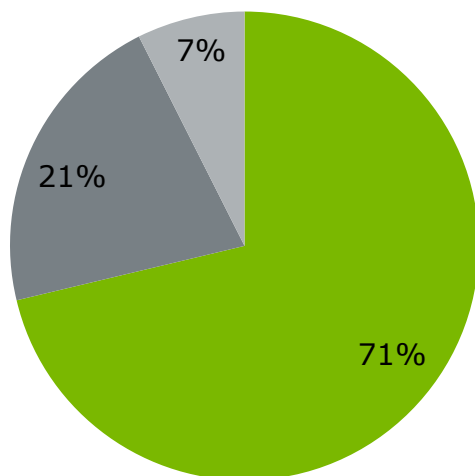


## Impaired non-owner (Base: 554)



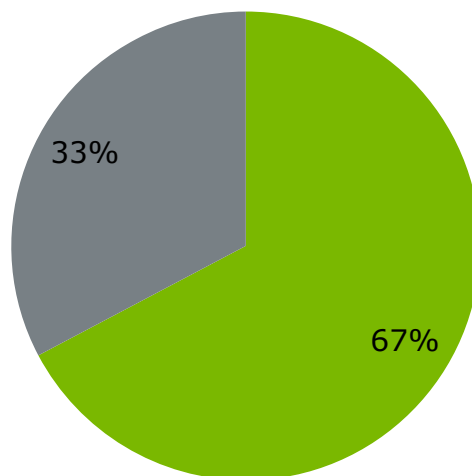
# 71% have purchased their hearing aid with prescription from the ENT

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



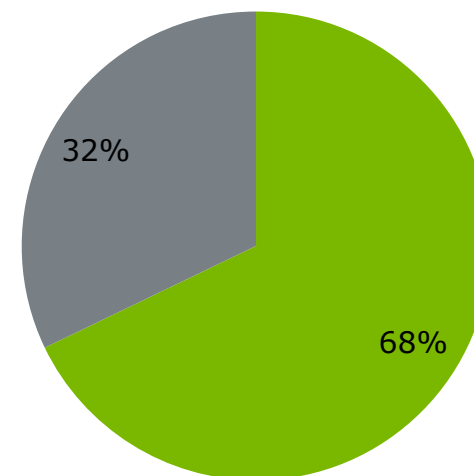
■ Yes  
■ No  
■ don't know

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



■ Yes  
■ No

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



■ Yes  
■ No

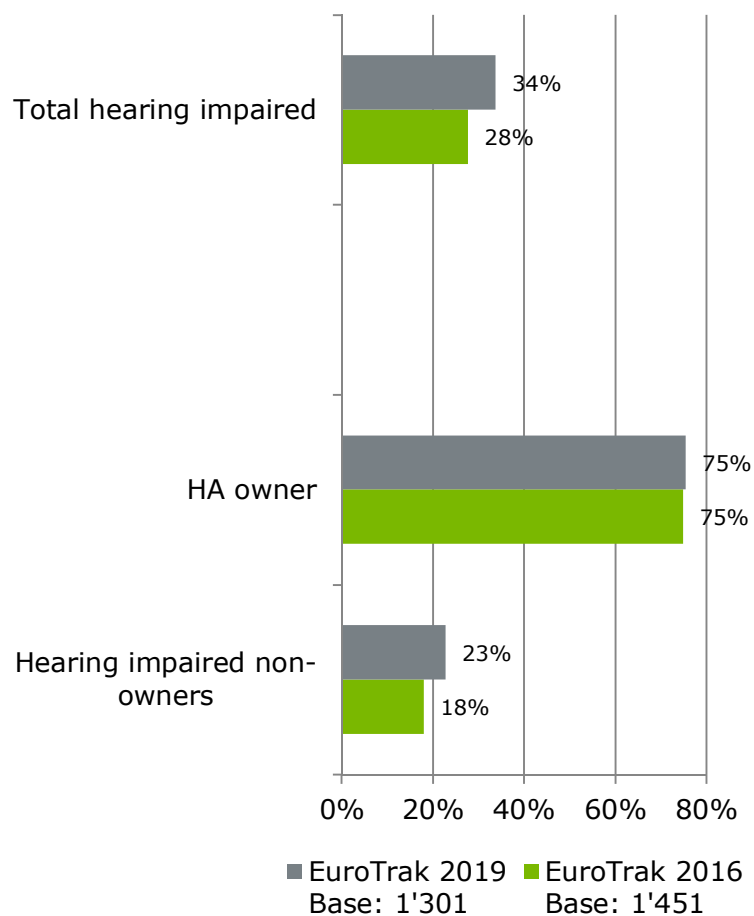
HA-owner, n=451

**\*Poland specific question**

# The route to the hearing aid: Audiologist

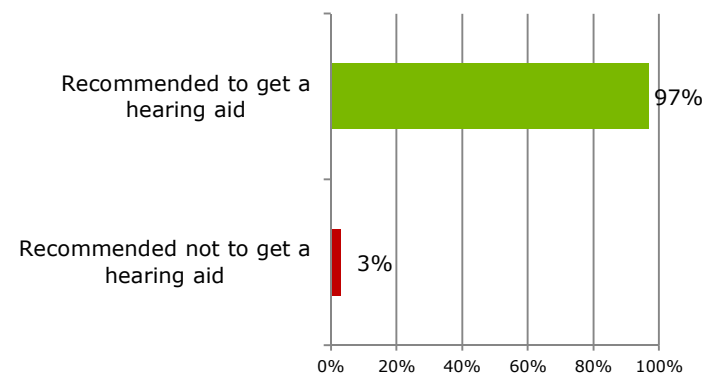
Have you discussed your hearing problem with an Audiologist?

**% Discussed with Audiologist**

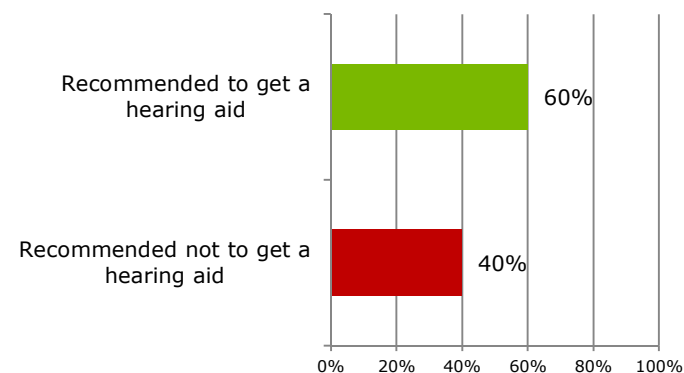


**What did he/she recommend ?**

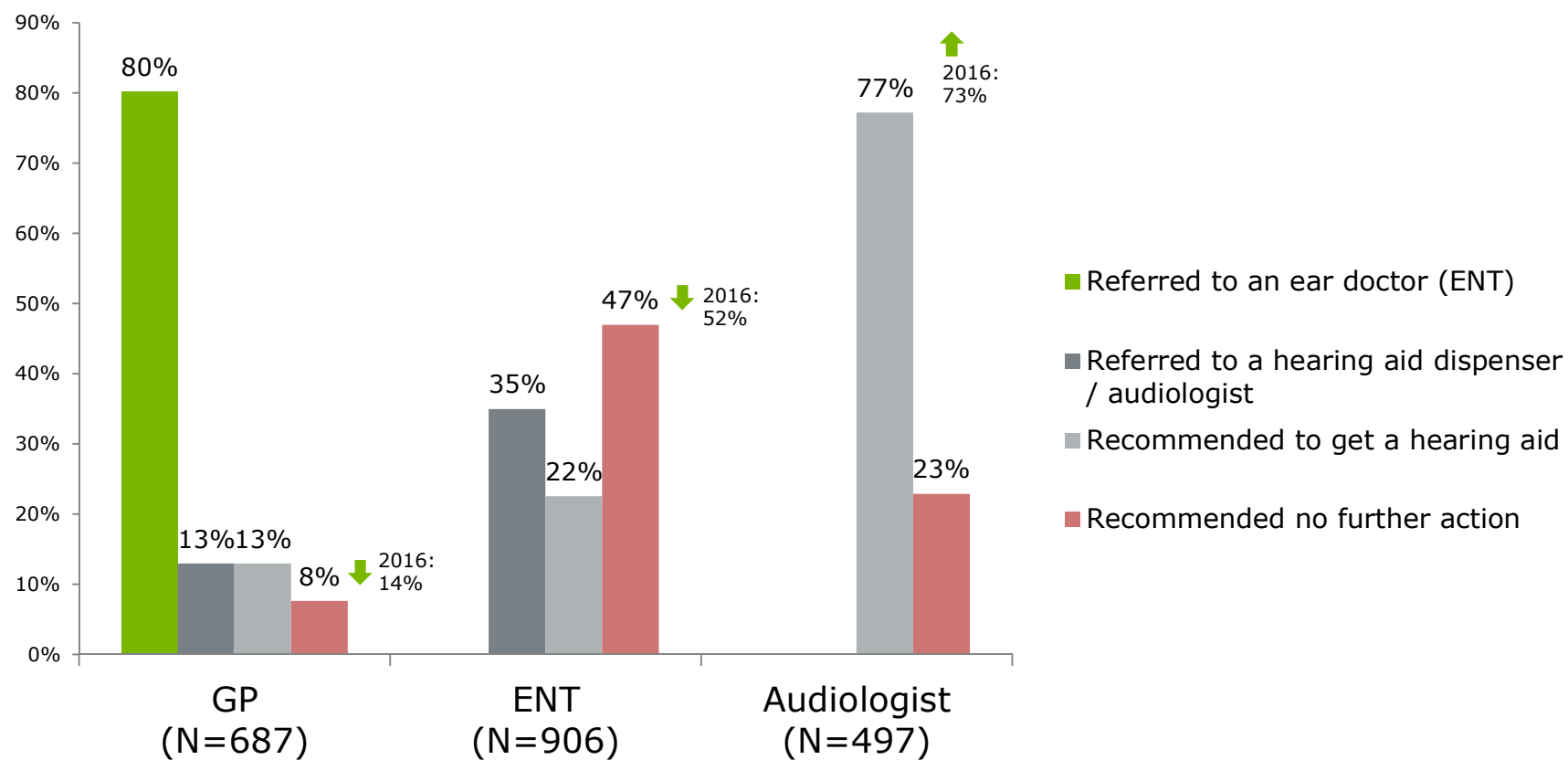
**HA owner (Base: 322)**



**Impaired non-owner (Base: 175)**



## Recommendations by profession

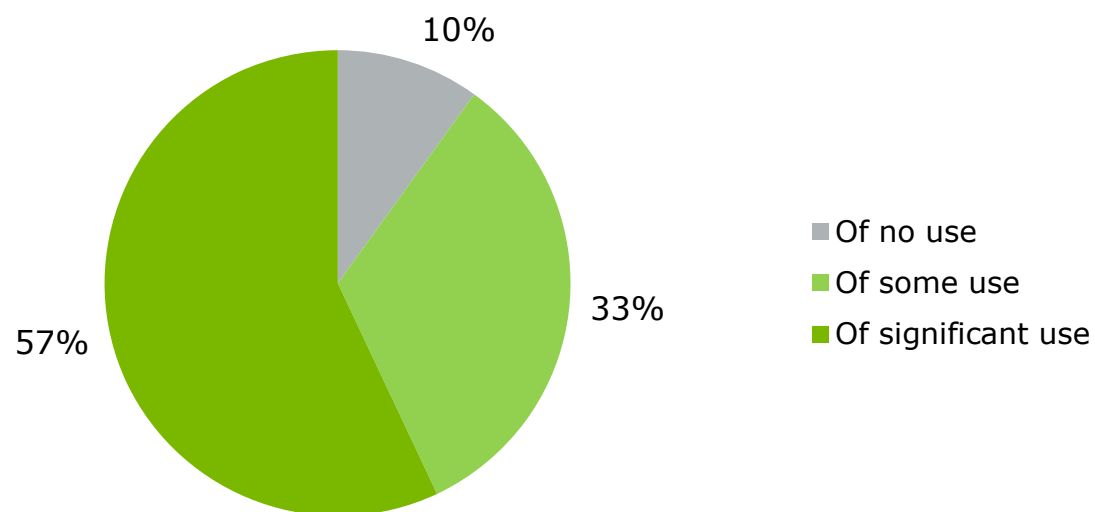


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Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive symptoms, sleep quality, co-morbidities

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

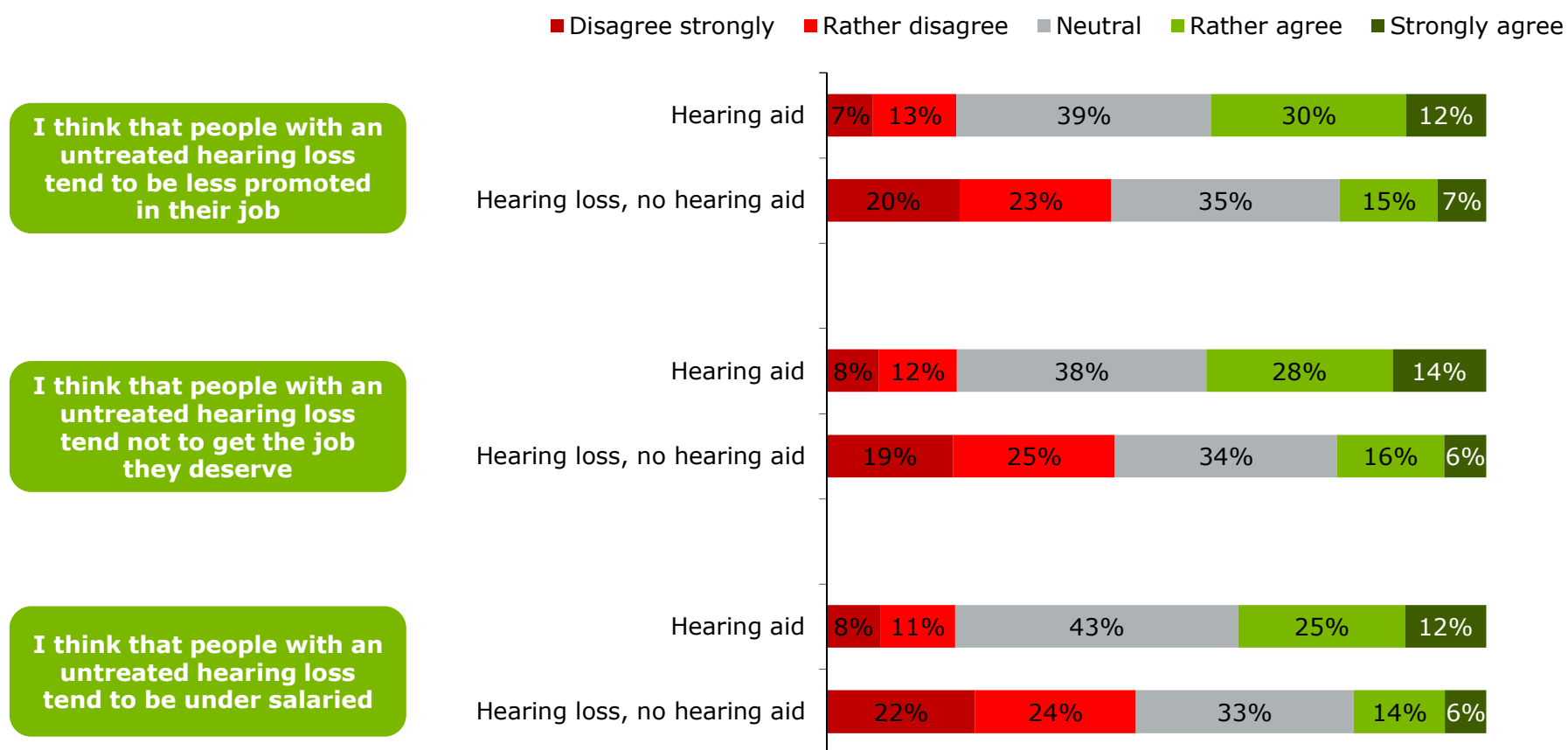
### How useful are your hearing aids on your job?



Base: N=182



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



Base: 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

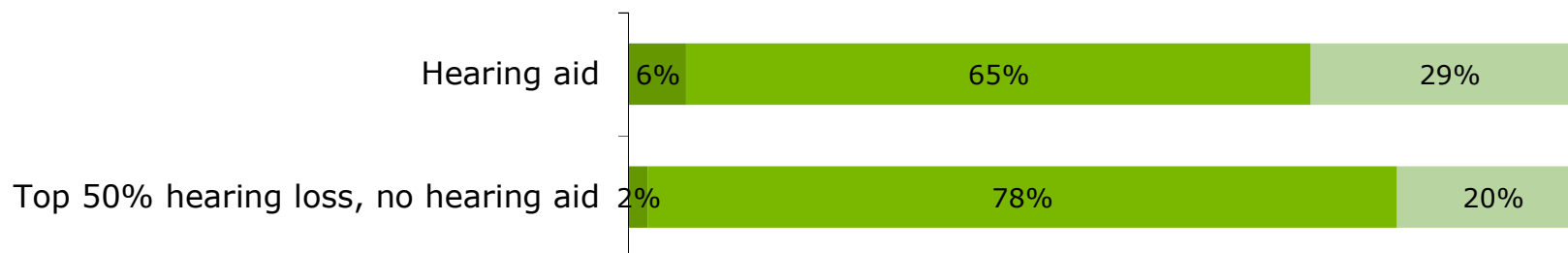
“ Feeling down, depressed, hopeless

Probability of major depressive disorder

■ very high

■ medium

■ very low

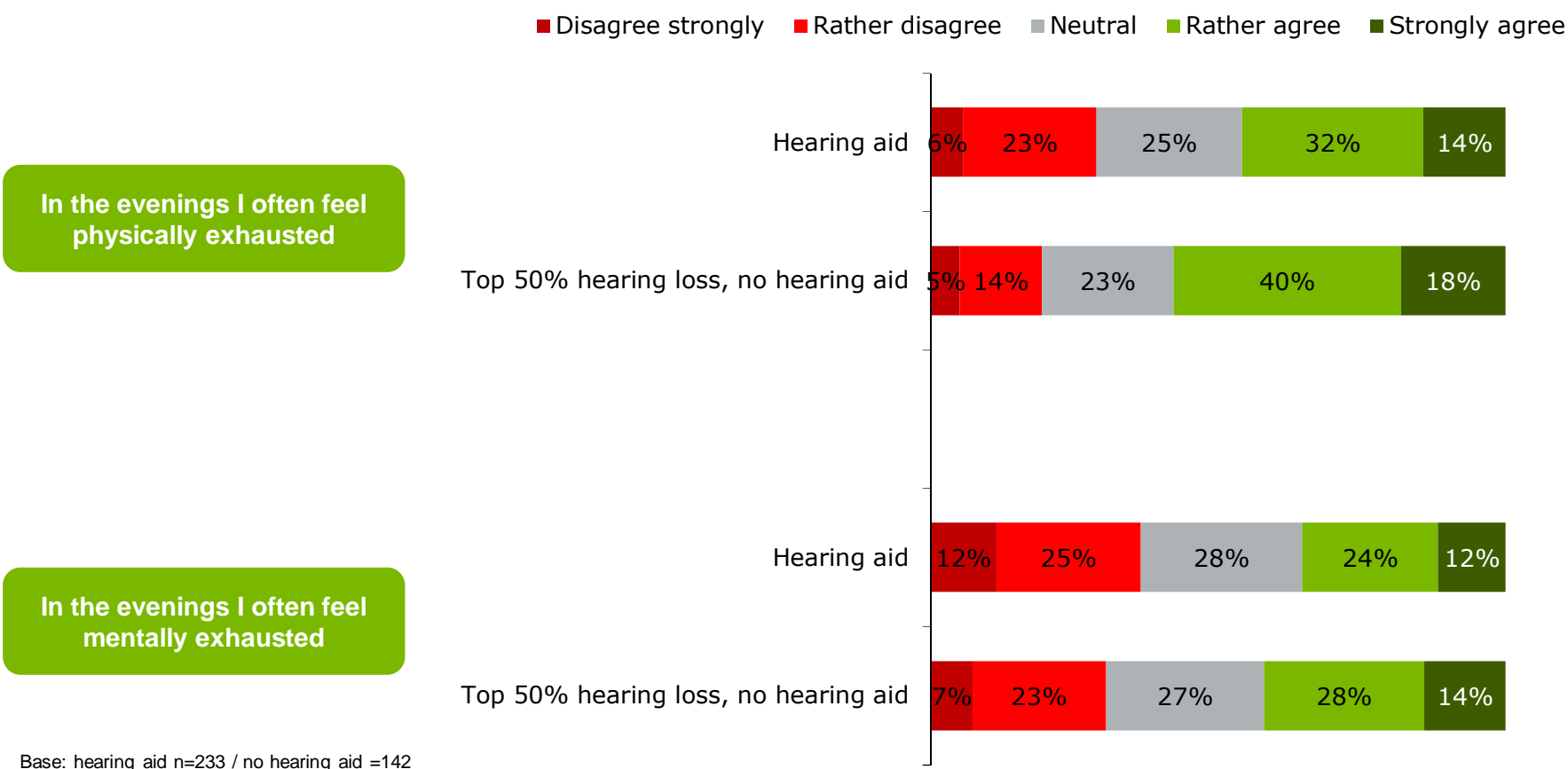


Base: hearing aid n=239 / no hearing aid =143

\*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

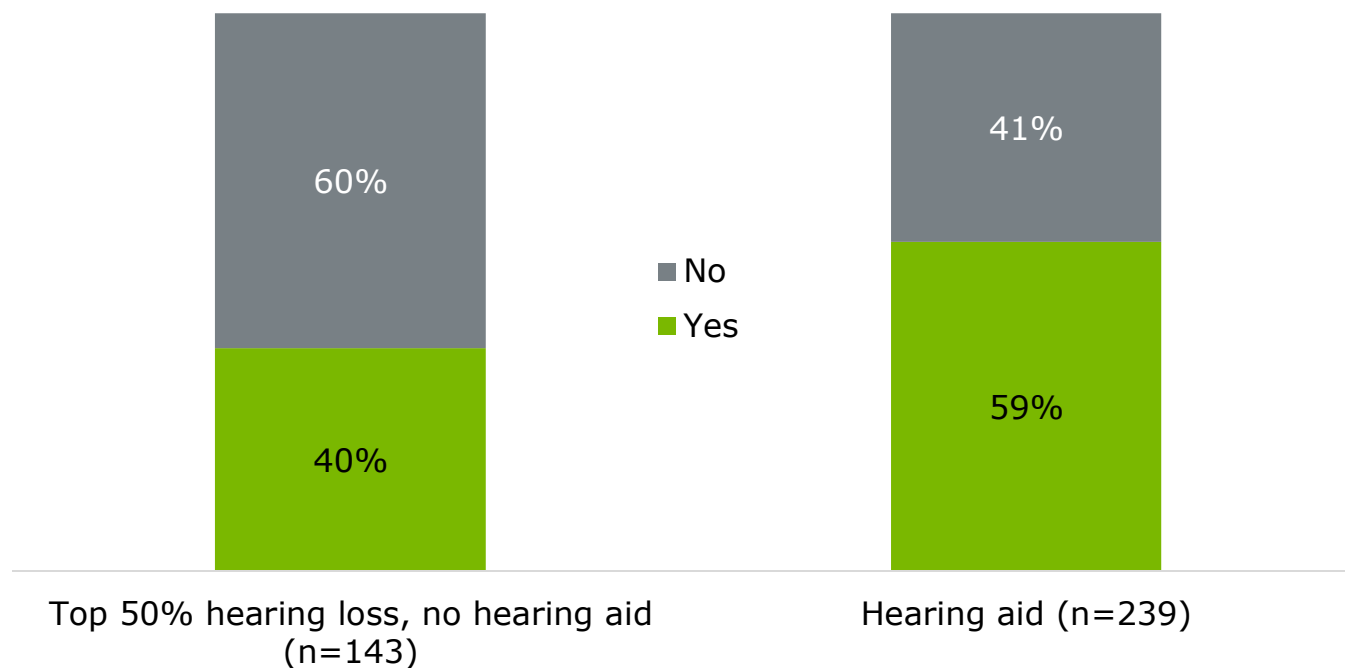


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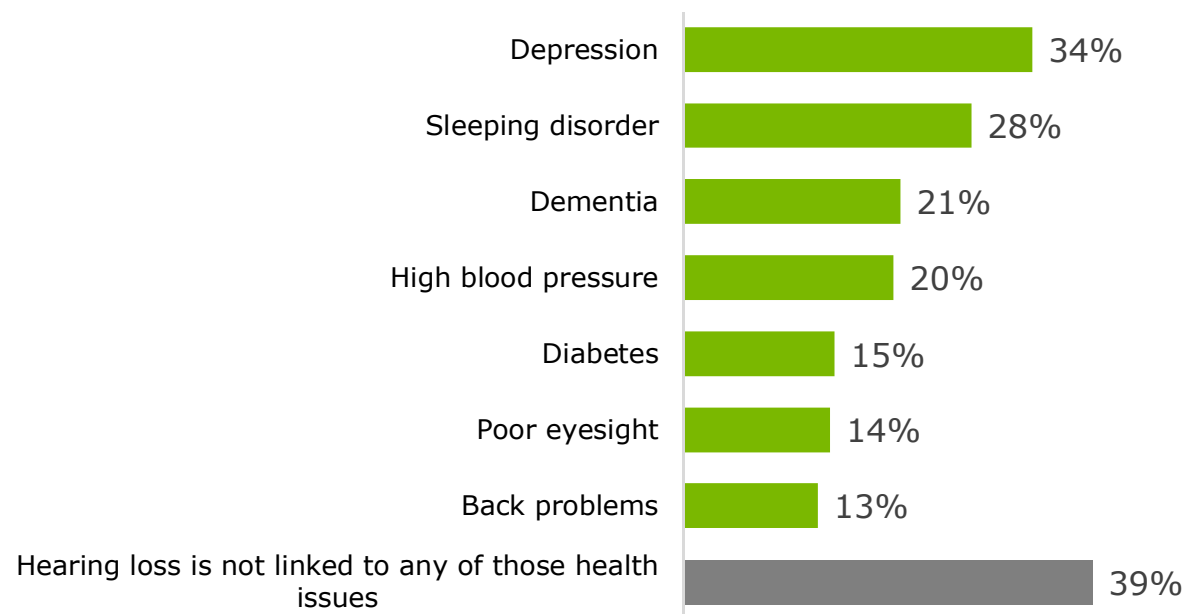
## General health problems: Quality of sleep seems to improve if hearing impaired use hearing aids

Are you generally satisfied with the quality of your sleep?



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.



Hearing impaired, N=1'301

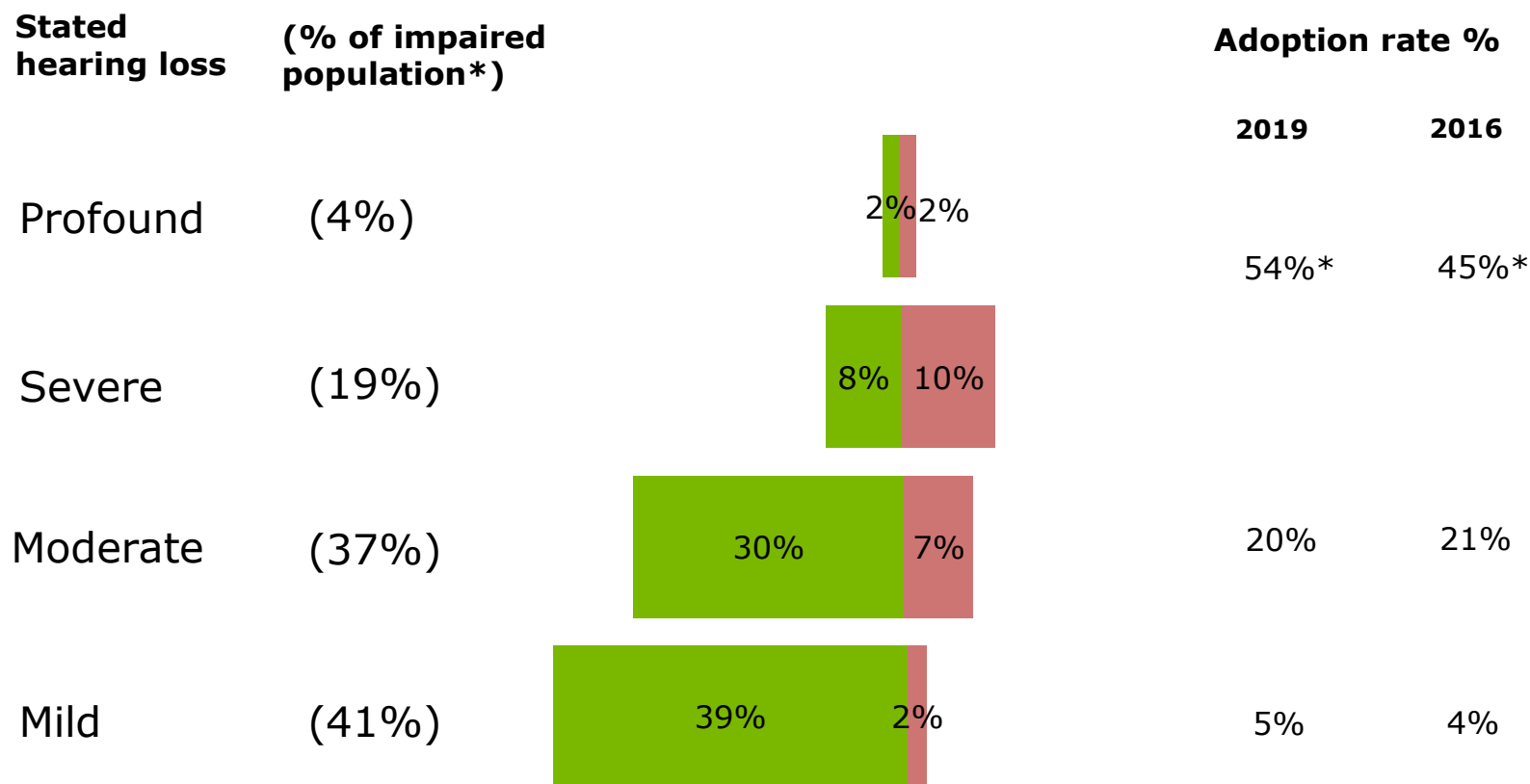
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## 3. Analysis of hearing aid owners

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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



Base: n=1'301

Sums can differ from 100% due to rounding

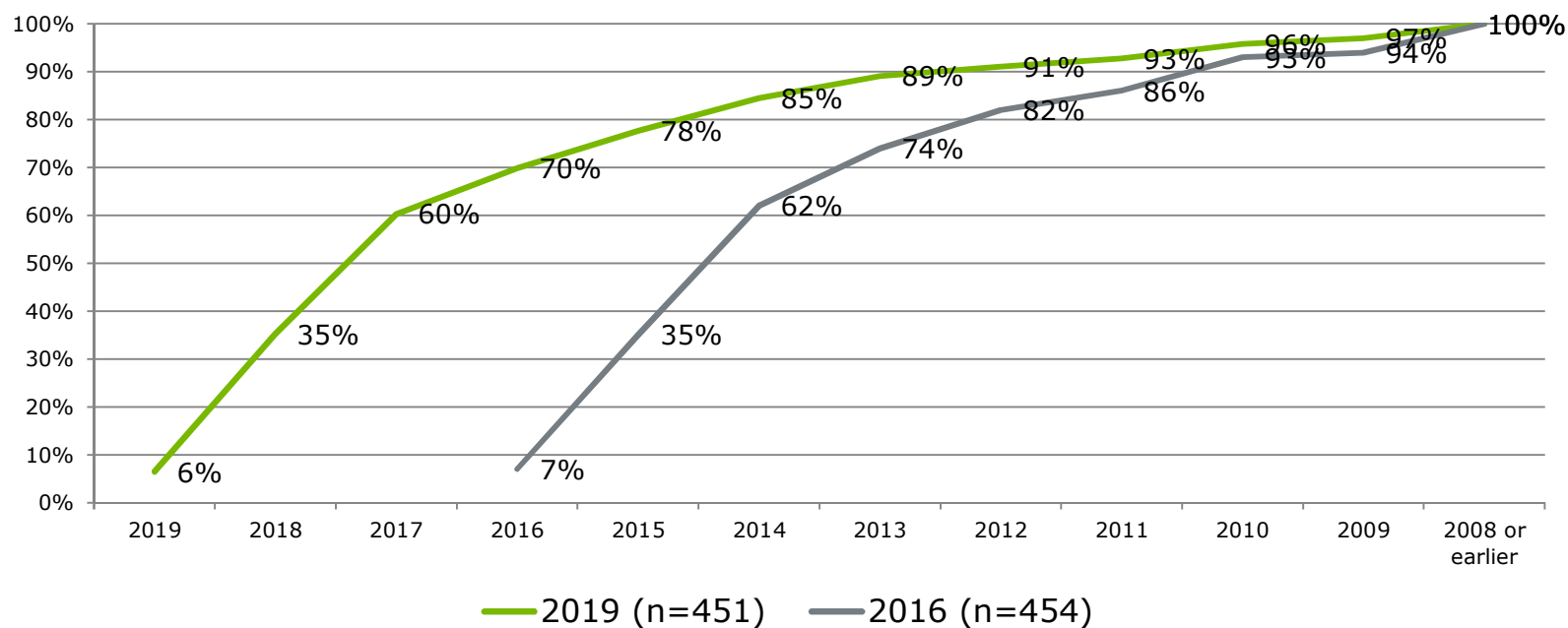
\* combined %severe+ and %profound+ because n is too small

■ No hearing aid  
■ Hearing aid



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

## Year of purchase



**Age of currently owned HAs (Mean):**

**2019: 3.3 years**

**2016: 3.3 years**

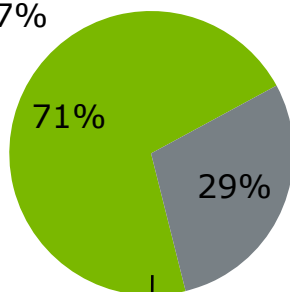
On average 3 years pass between becoming aware of the hearing loss and the purchase of hearing aids. Hearing aids are used for 5 years before they are being replaced.

Current HAs = first HAs?

2016: 67%

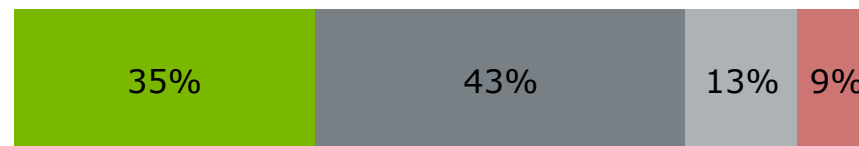
■ Yes

■ No



HA-owner, n=451

How many years did you own your previous HAs?



■ 1-3 years ■ 4-6 years ■ 7-10 years ■ 11 years or longer

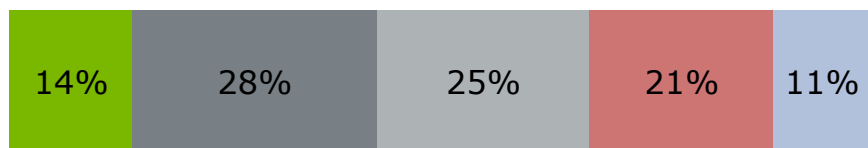
Base: n=107

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?

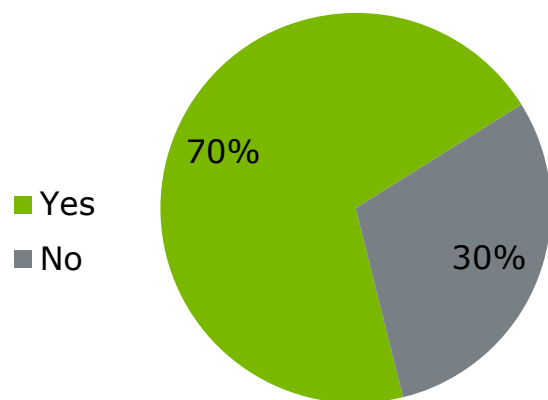


■ 1 year ■ 2 years ■ 3 years ■ 4-6 years ■ more than 6 years

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?

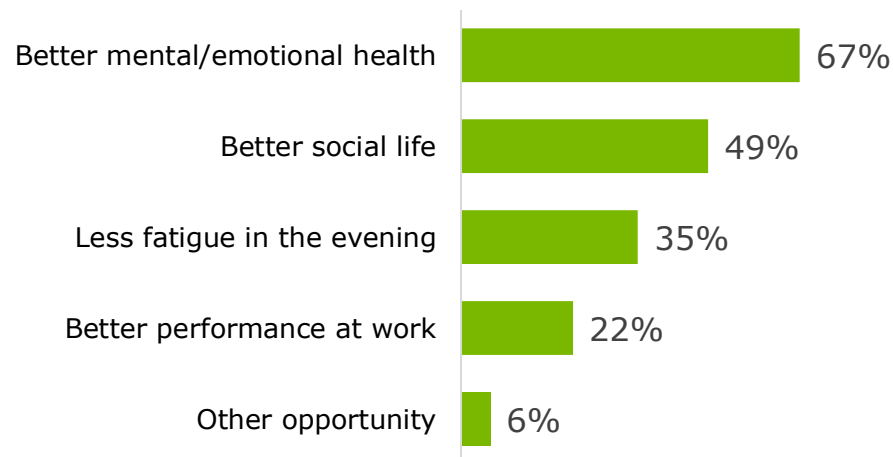


HA-owner, n=451

*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?

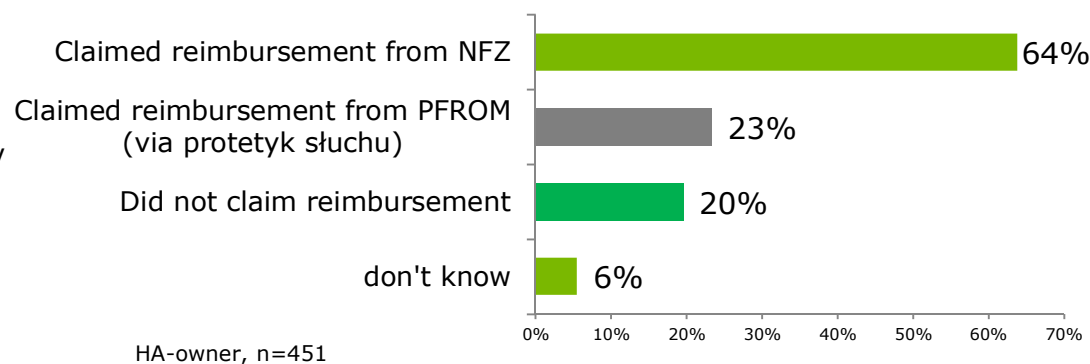
Please tick all that apply



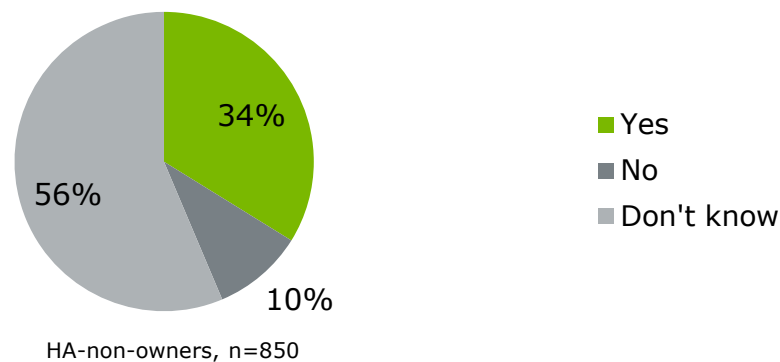
Base: n=317

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?

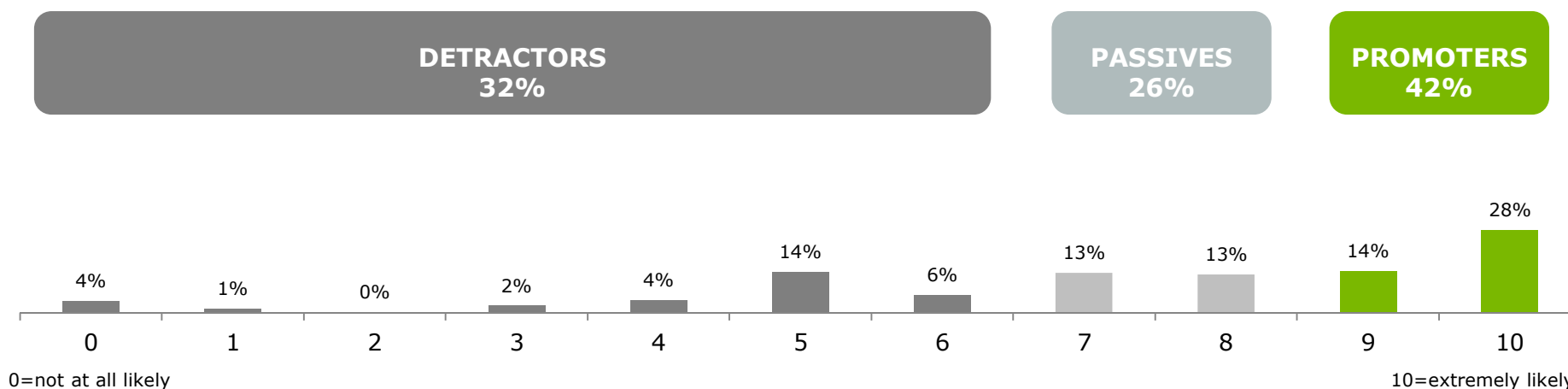


**Non-owners:** Based on your current knowledge, would any part or all of your hearing aid(s) be paid for by a third party? (Insurance, Government, ...)



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?*

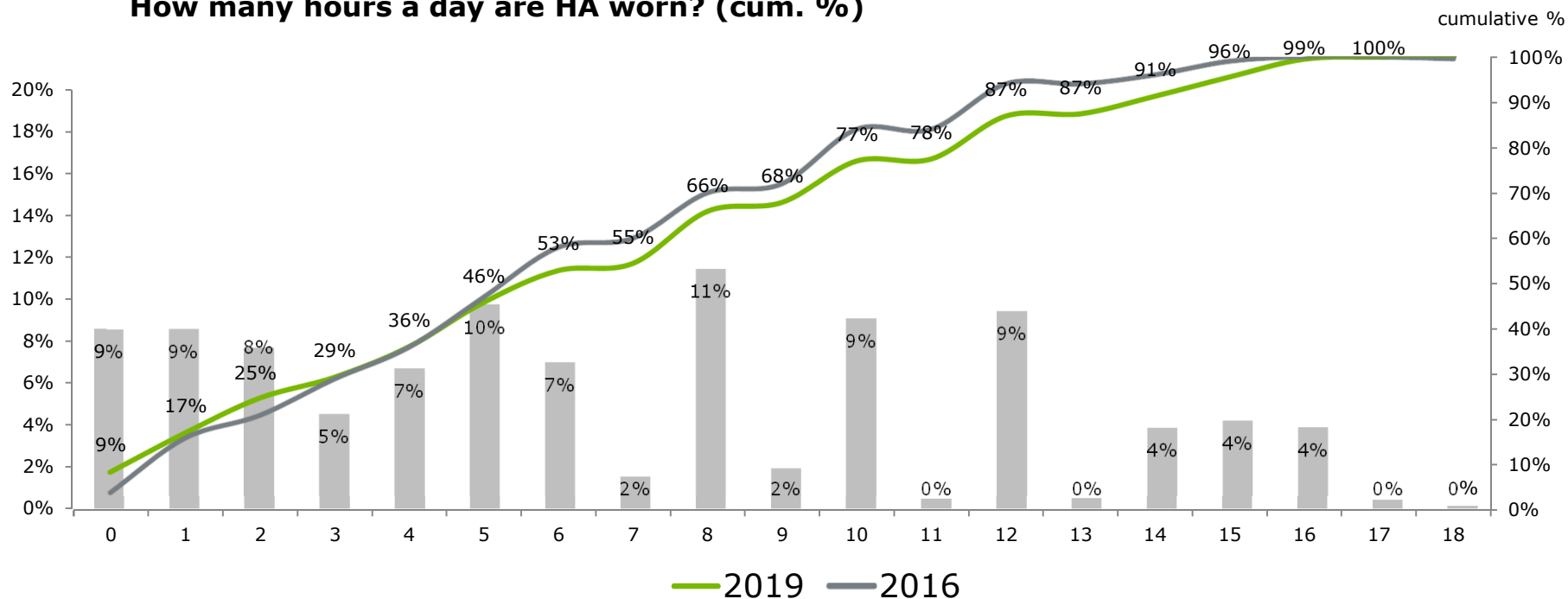


**NPS = PROMOTERS – DETRACTORS = 10**

HA-owner, n=451

# On average, HAs are worn 6.8 hours a day

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



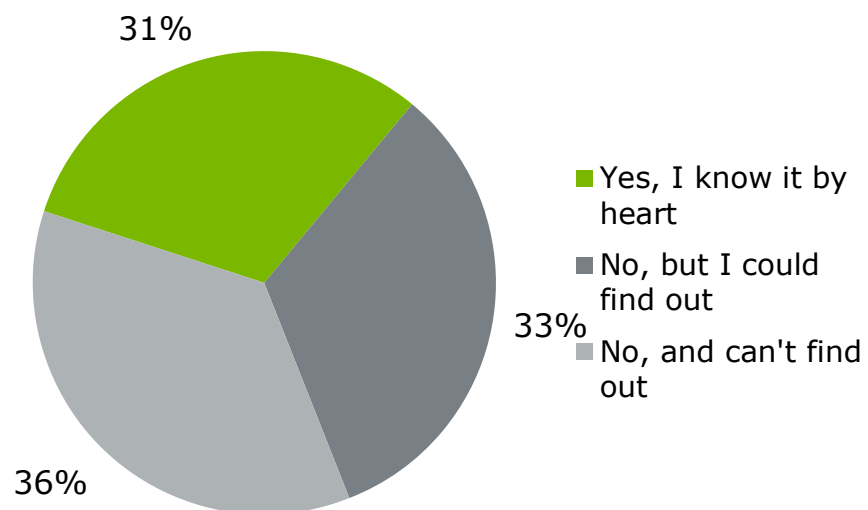
**HA worn:**  
**2019 Mean: 6.8 hours/day**  
**2016 Mean: 6.3 hours/day**

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

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

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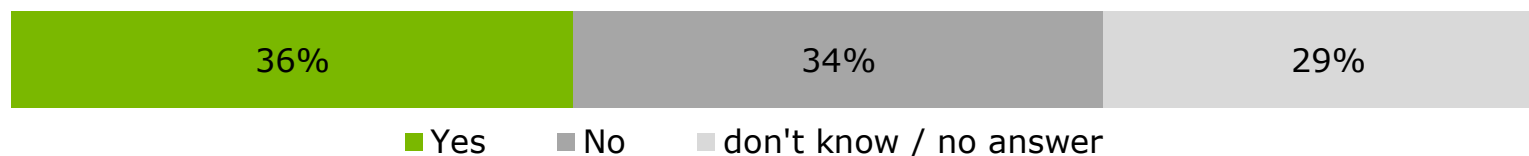
Are you aware of the brand of your hearing aid(s)?



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)



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



IF ACCESSORIES USED (n=88):

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



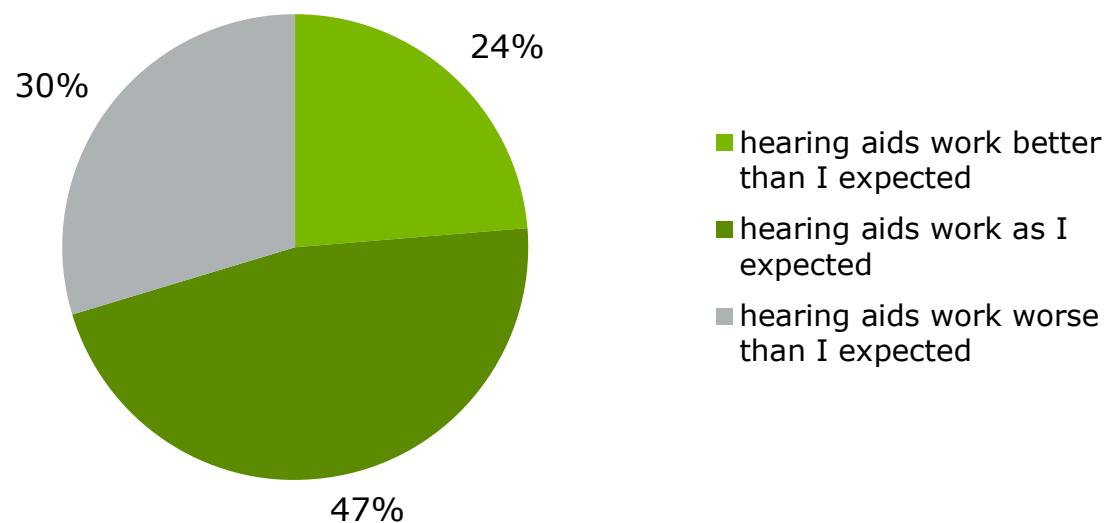


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# Satisfaction with hearing aids and drivers

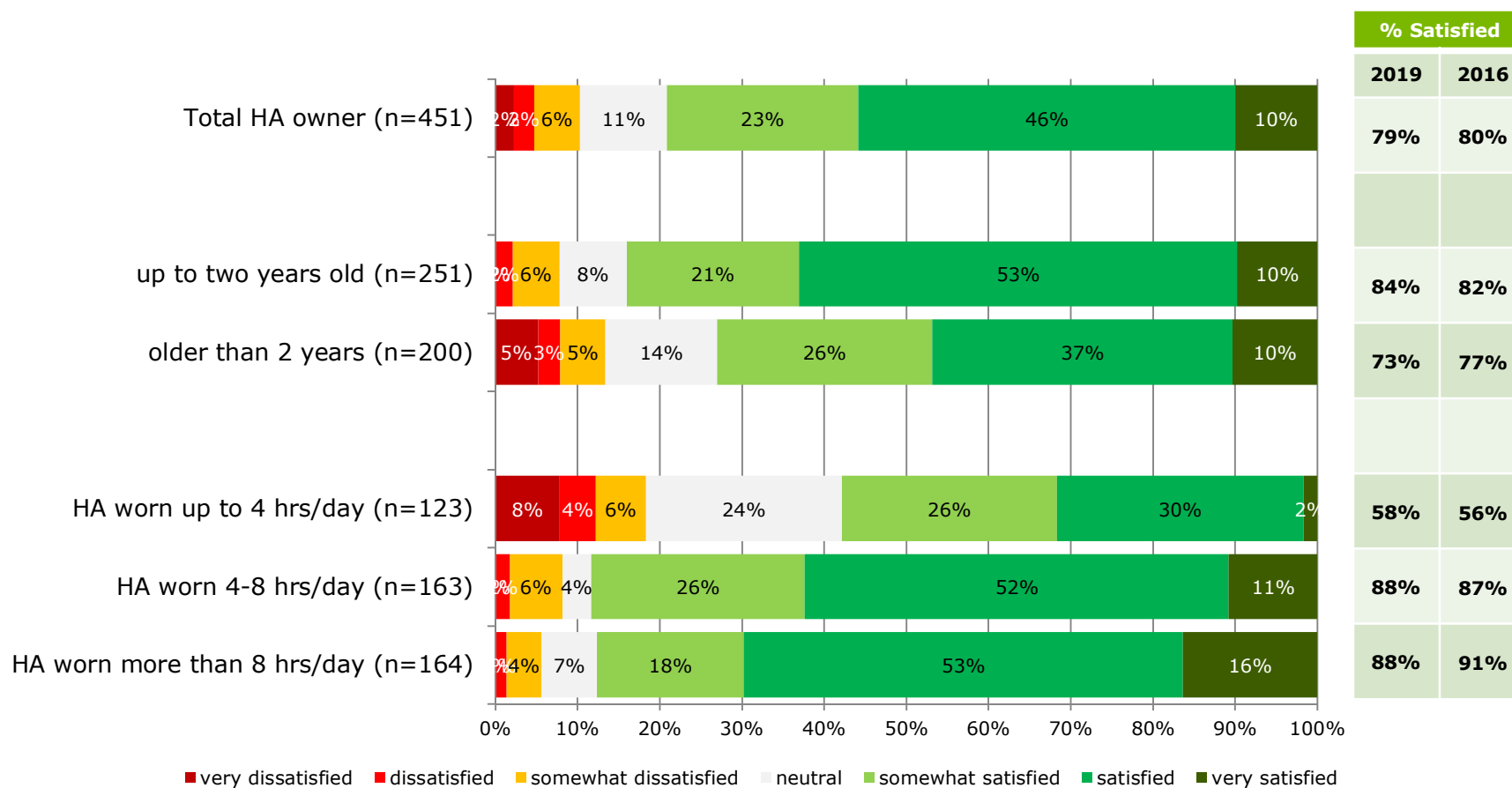
# 70% of the hearing aid owners say their hearing aid works better than or as expected

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

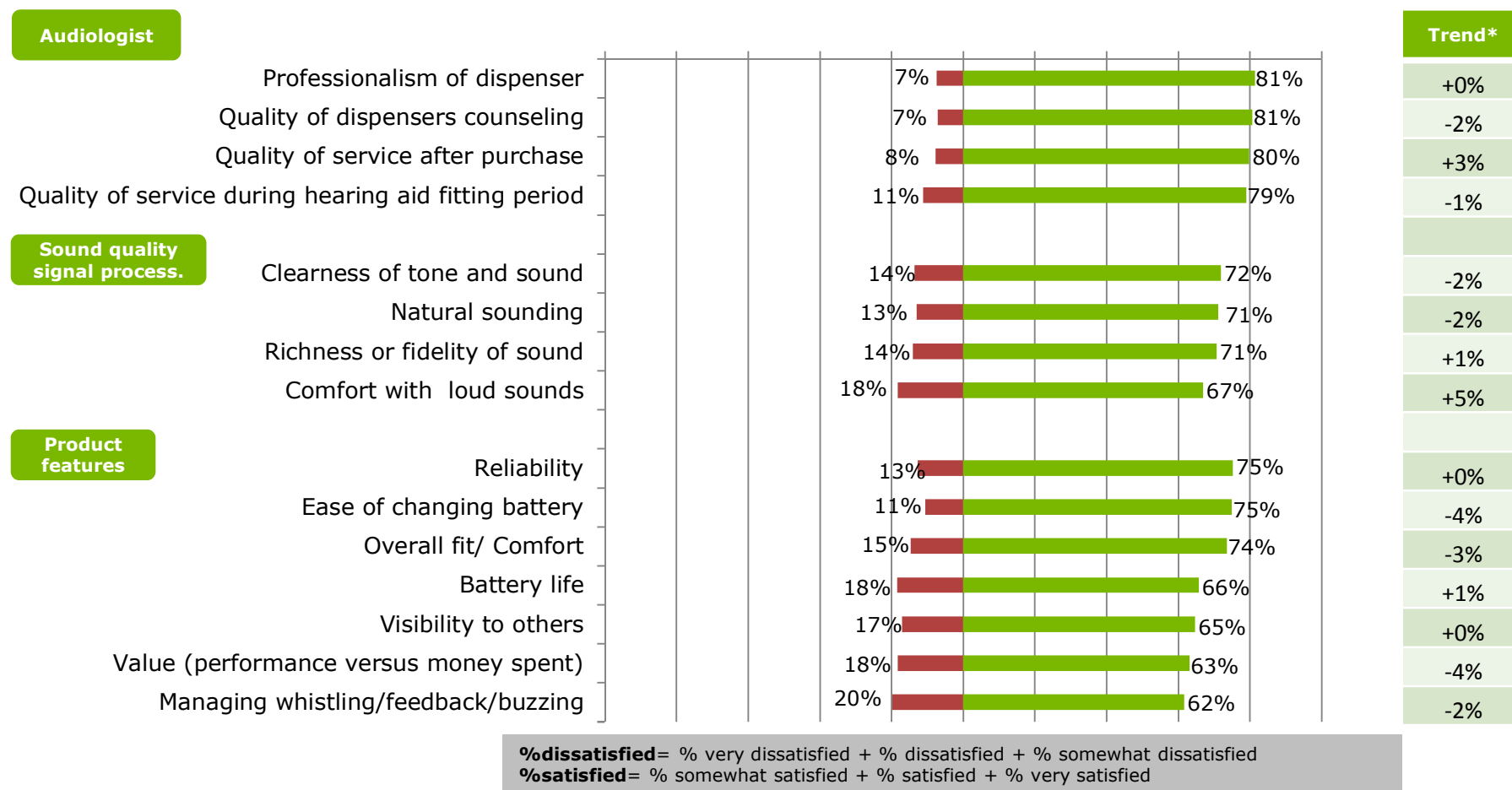


Base: N=451

# Overall satisfaction with HA stays on a high level with 79% of the users being satisfied



# Satisfaction with current hearing aids

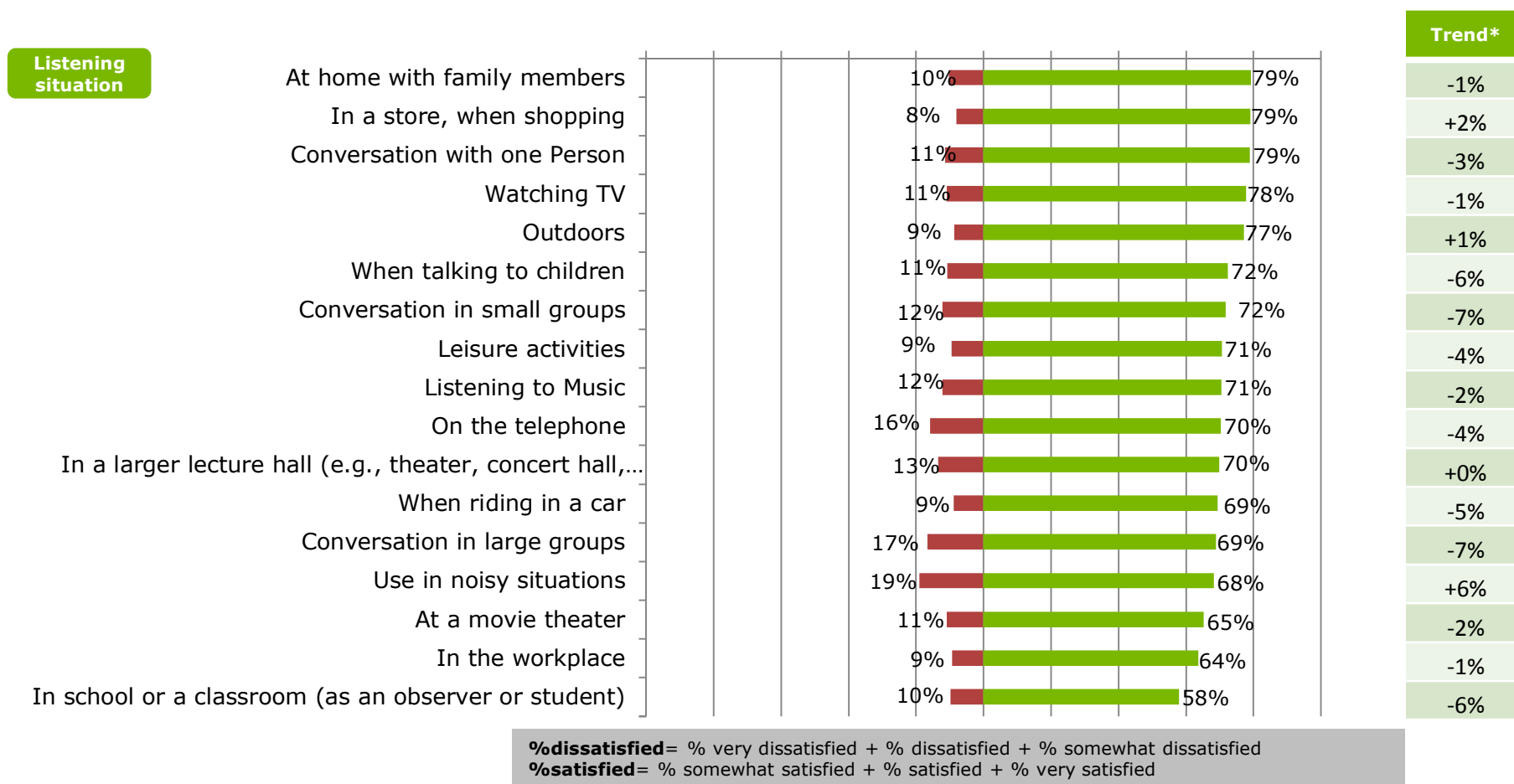


\*% of satisfied HA owners compared to EuroTrak 2016

■ dissatisfied ■ satisfied

HA-owner, n=451

# Satisfaction with current hearing aids

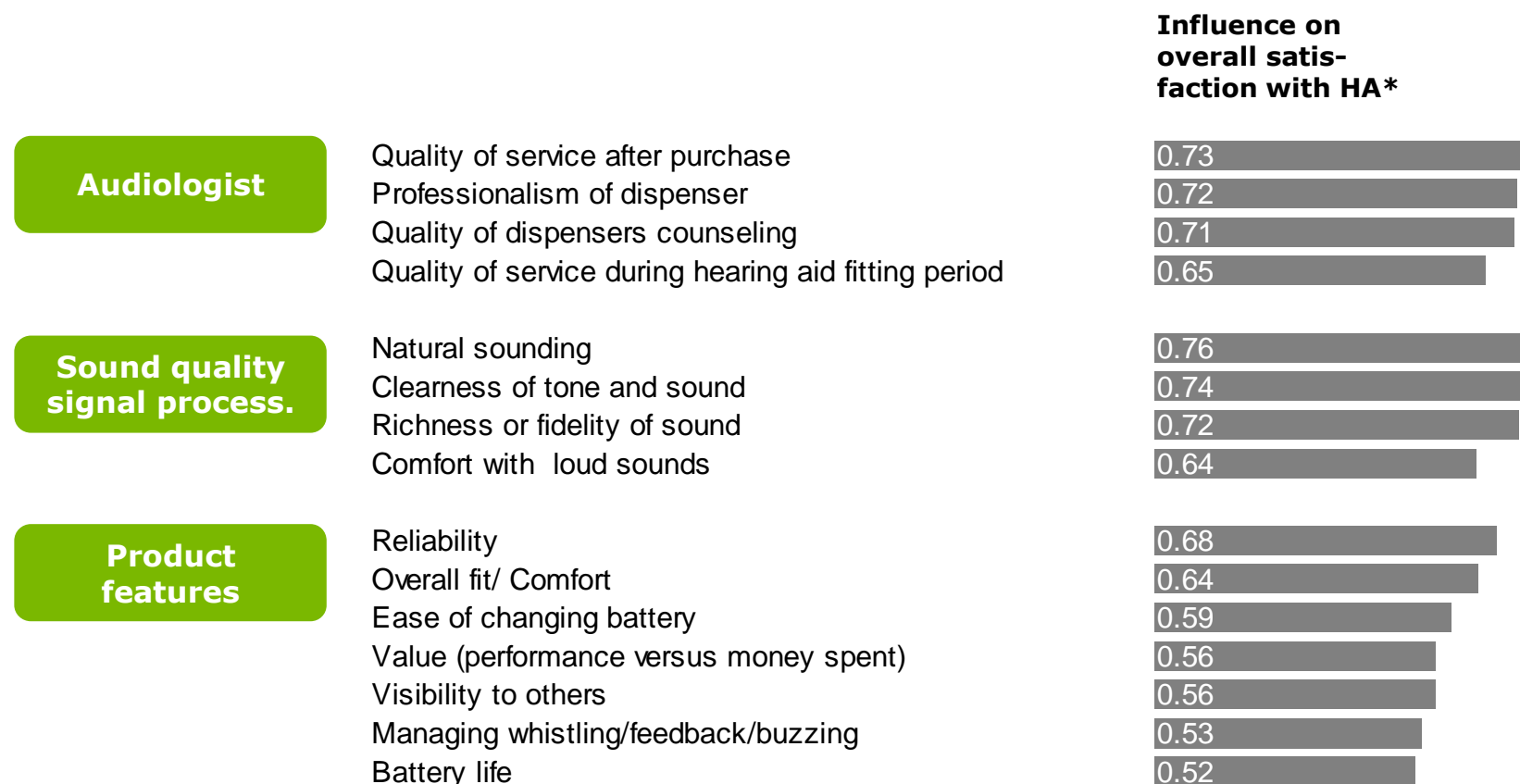


\*% of satisfied HA owners compared to EuroTrak 2016

■ dissatisfied ■ satisfied

HA-owner, n=451

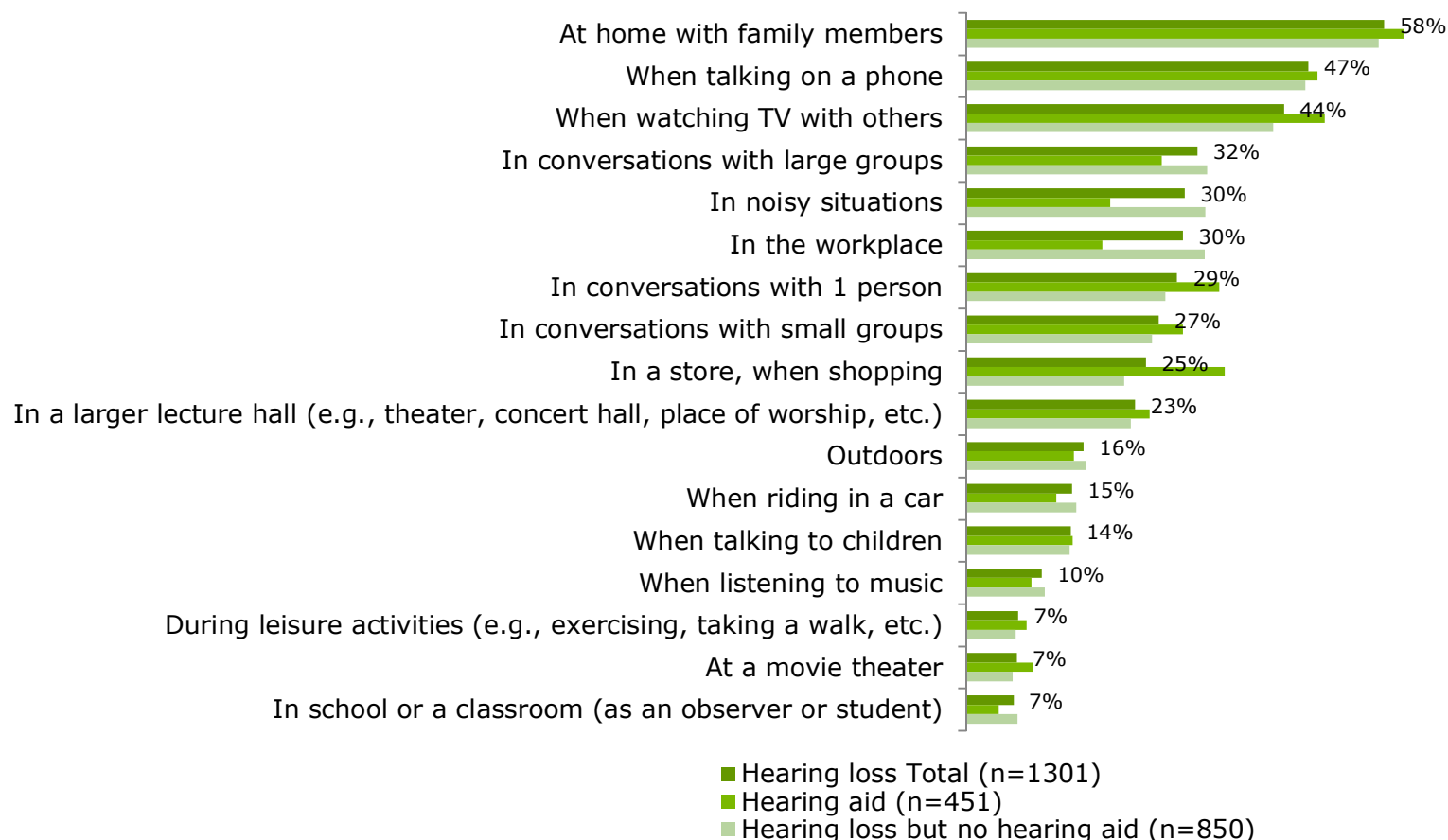
# Factors influencing satisfaction with current HA: Sound quality/signal processing and the audiologist are most important for overall satisfaction with HA



\*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.

# Important listening situations

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



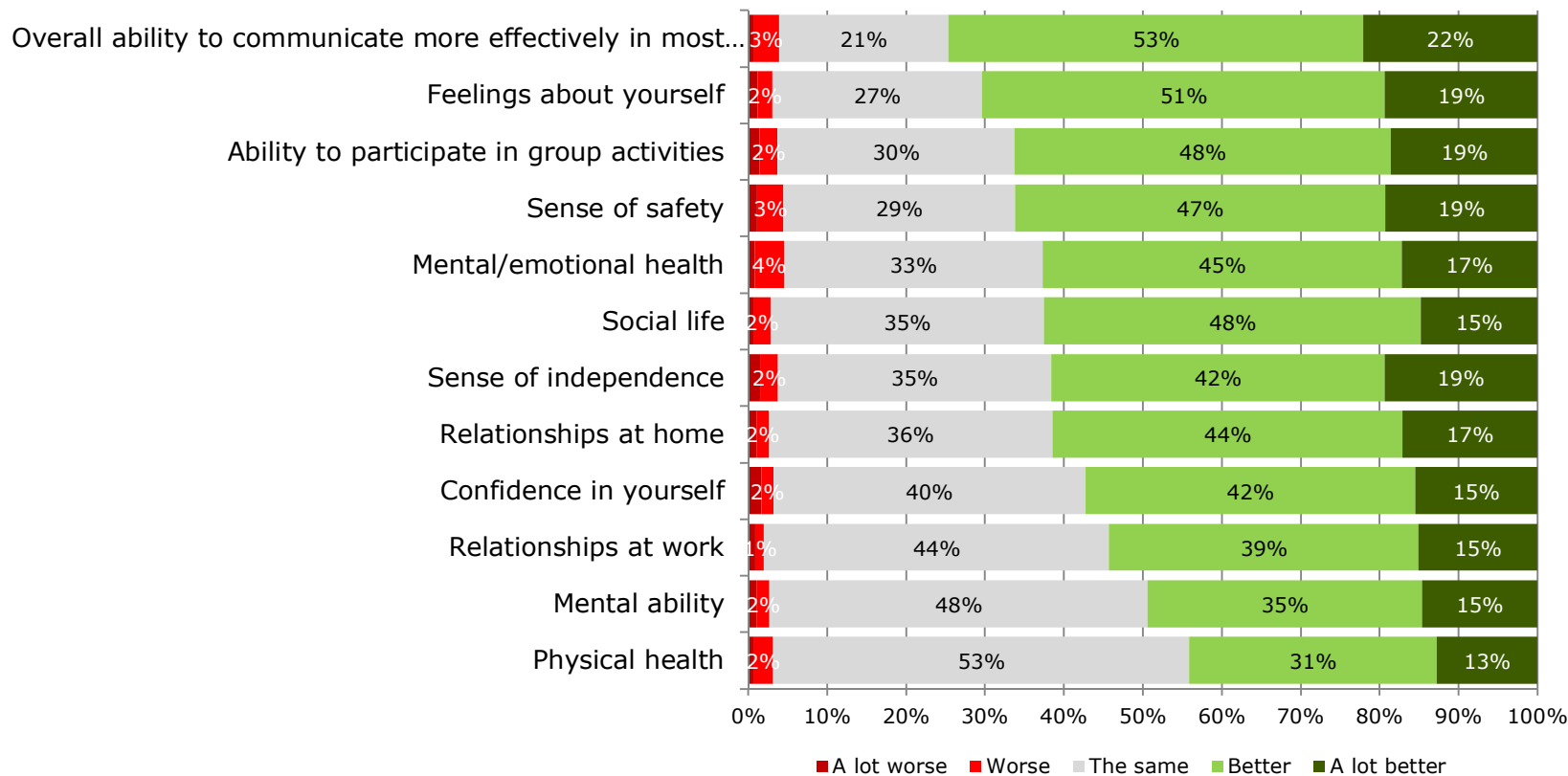
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## Positive impact of hearing aids, quality of life



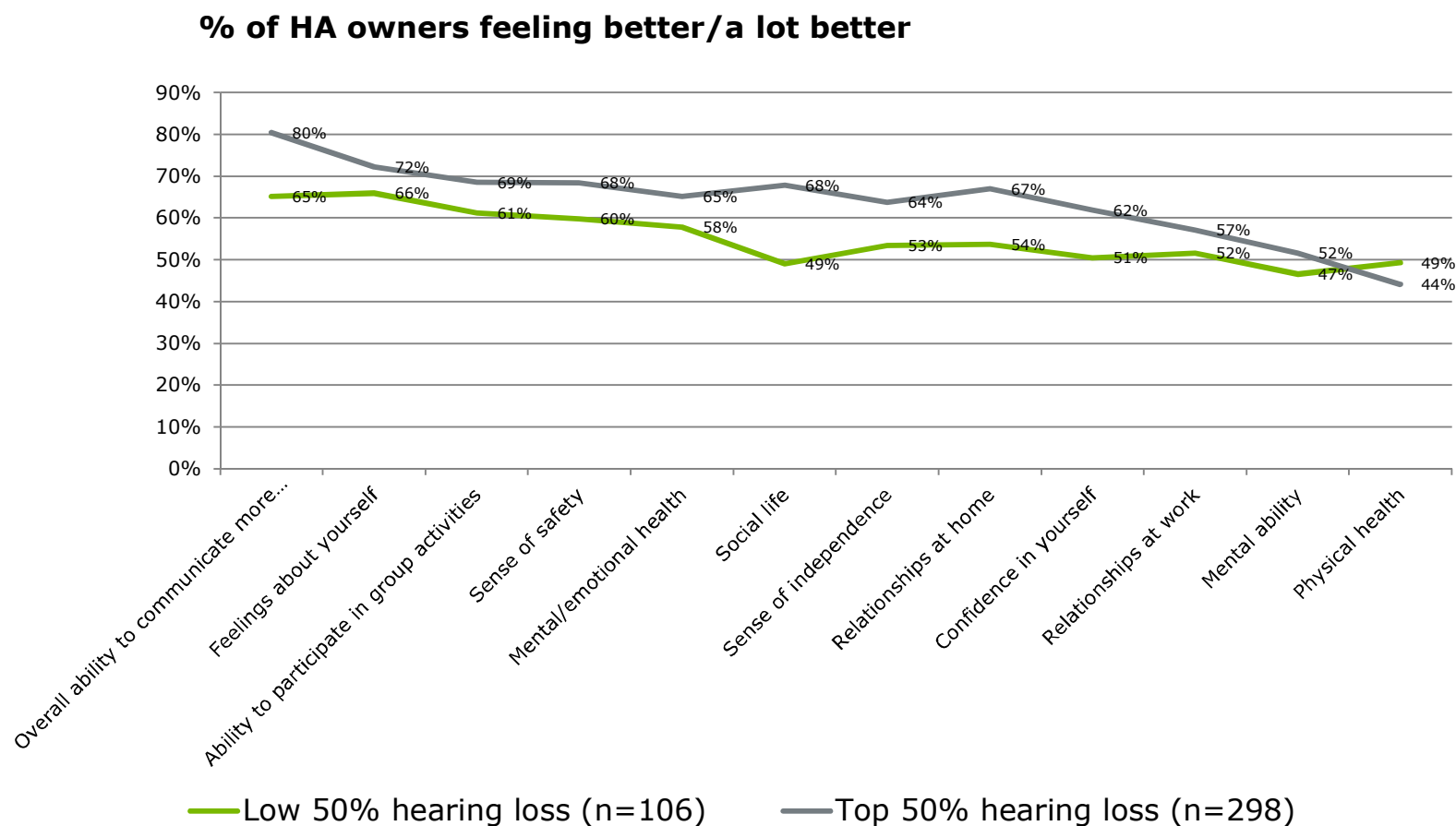
Significant positive impact of HAs on different aspects: Especially communication effectiveness, feelings about themselves, participation in group activities and sense of safety improve.

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).



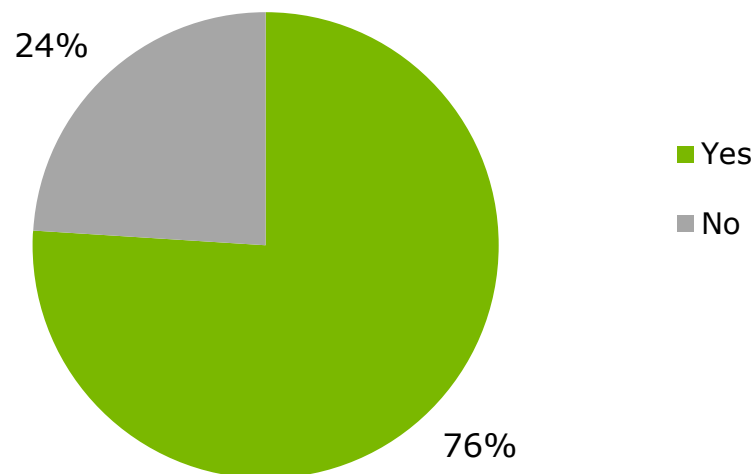
HA-owner, n=451

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



# Almost 3 out of 4 hearing aid owners feel more confident moving in a city since wearing hearing aids!

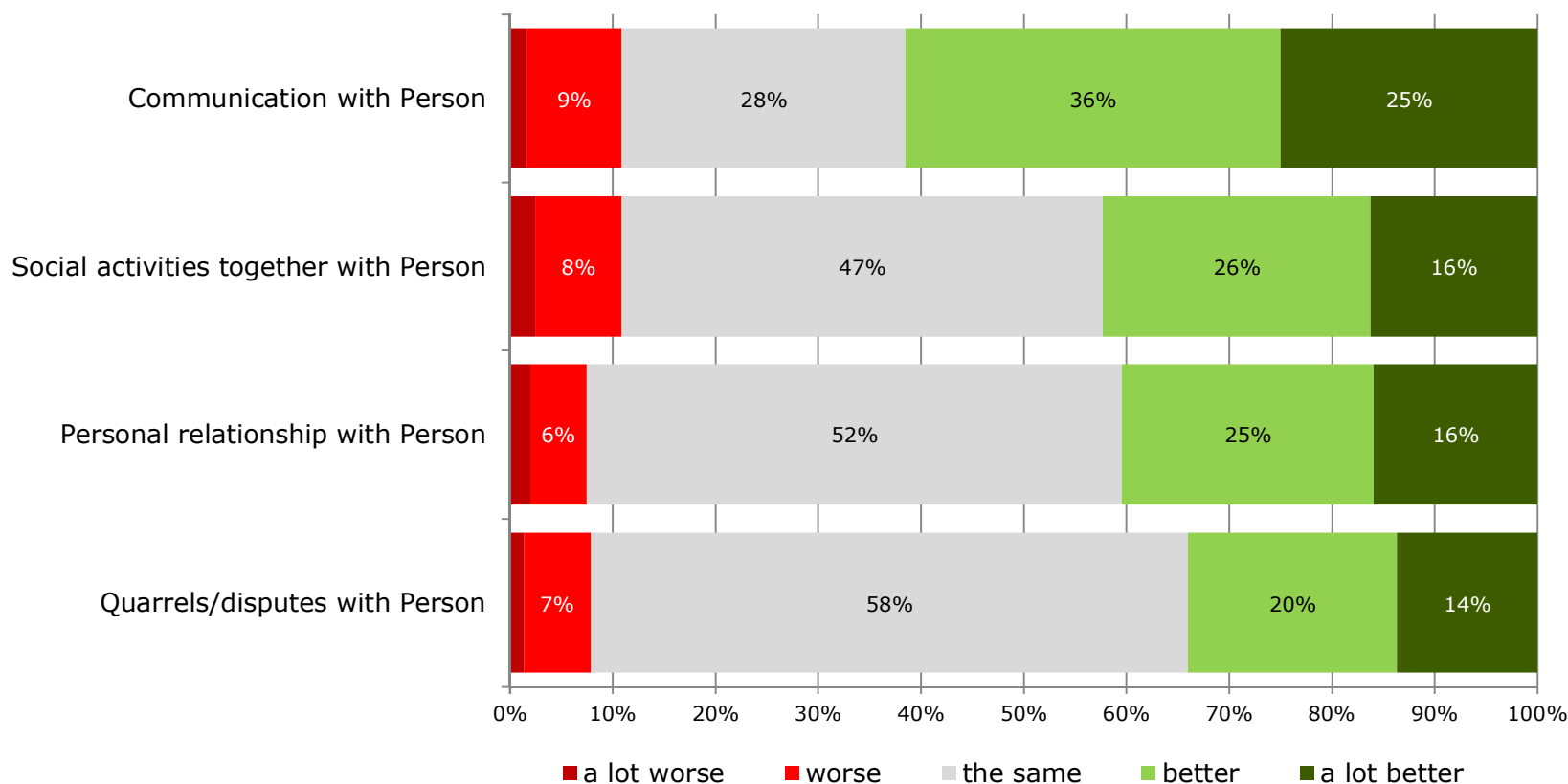
Since wearing a hearing aid, do you feel more confident moving in a city, e.g. because you hear traffic signals/vehicles approaching?



Base: N=451

## Even for other people in the household/relatives, the situation improves when the person with hearing loss starts wearing hearing aids

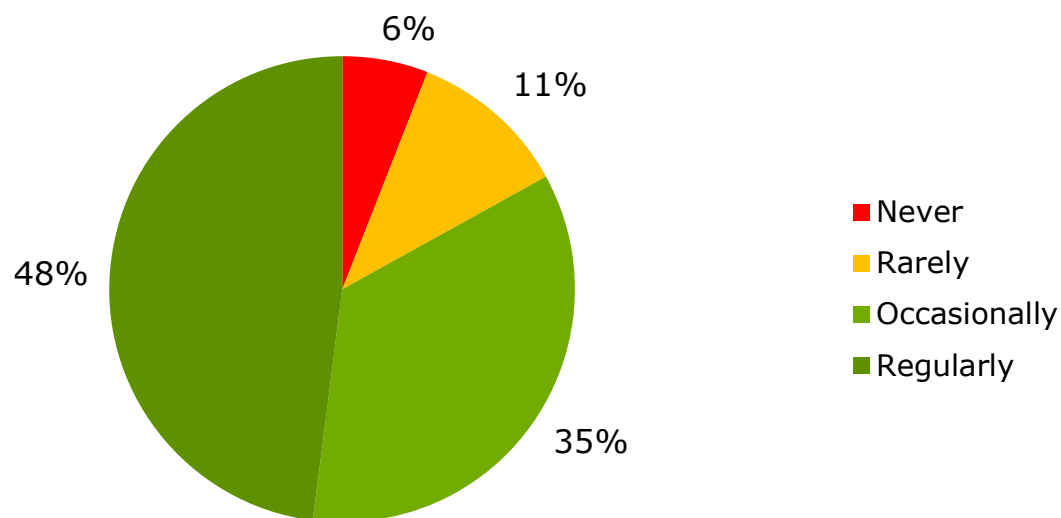
How did the following aspects change since person X is wearing hearing aids?



Someone in HH / parent has HA, n=441

# 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?



Base: N=451

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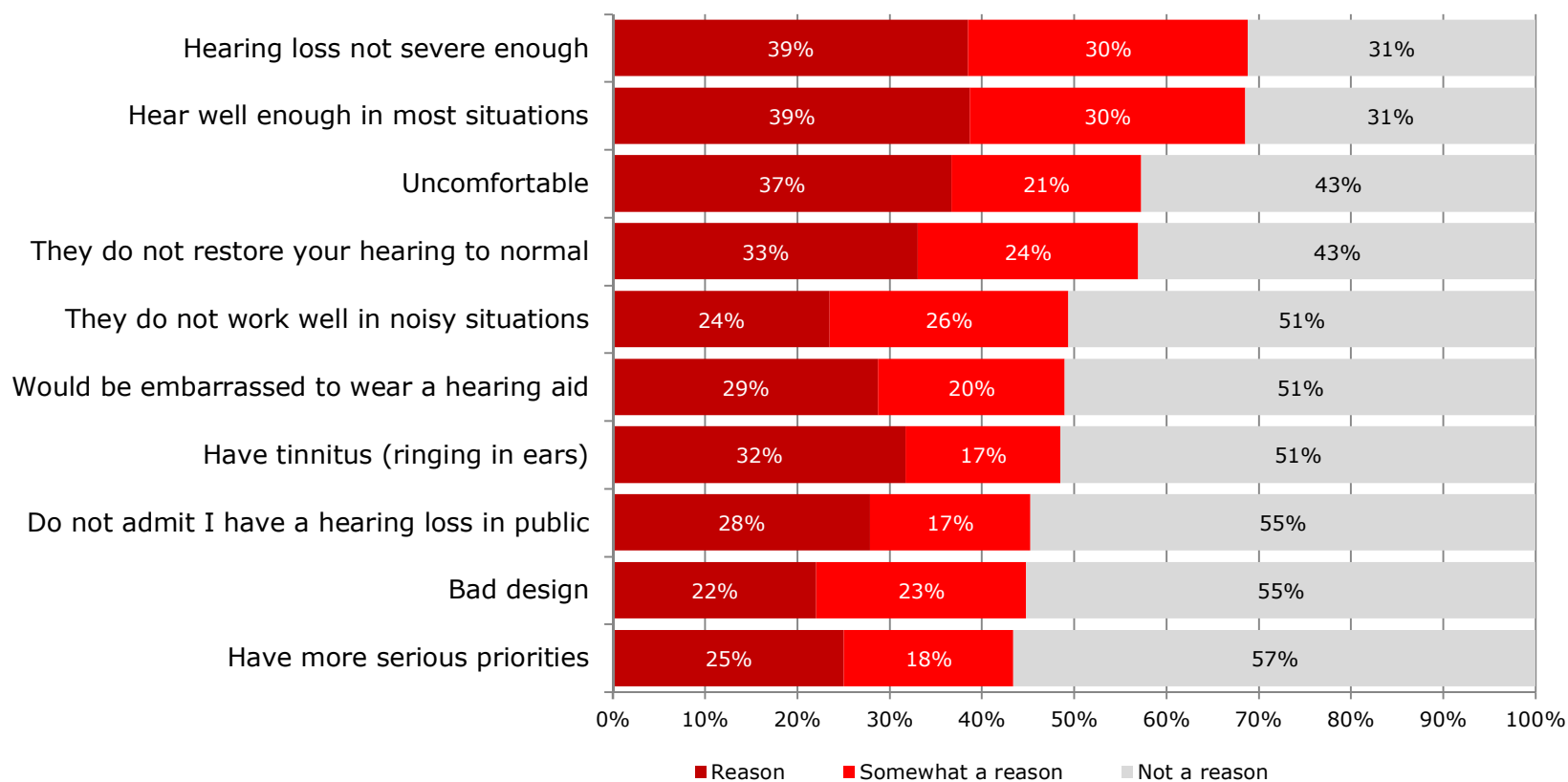
## **4. Analysis of hearing impaired non-owners**

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

	% HA Owner (n=451)	%HA-Non- owner Low 50% HL (n=415)	%HA-Non- owner Top 50% HL (n=284)
<b>Ears impaired</b>			
Unilateral loss	33%	54%	30%
Bilateral loss	67%	46%	70%
		More similar hearing loss- structure	
<b>Perceived loss</b>			
Mild	10%	62%	25%
Moderate	35%	31%	51%
Severe	47%	5%	21%
Profound	9%	2%	3%

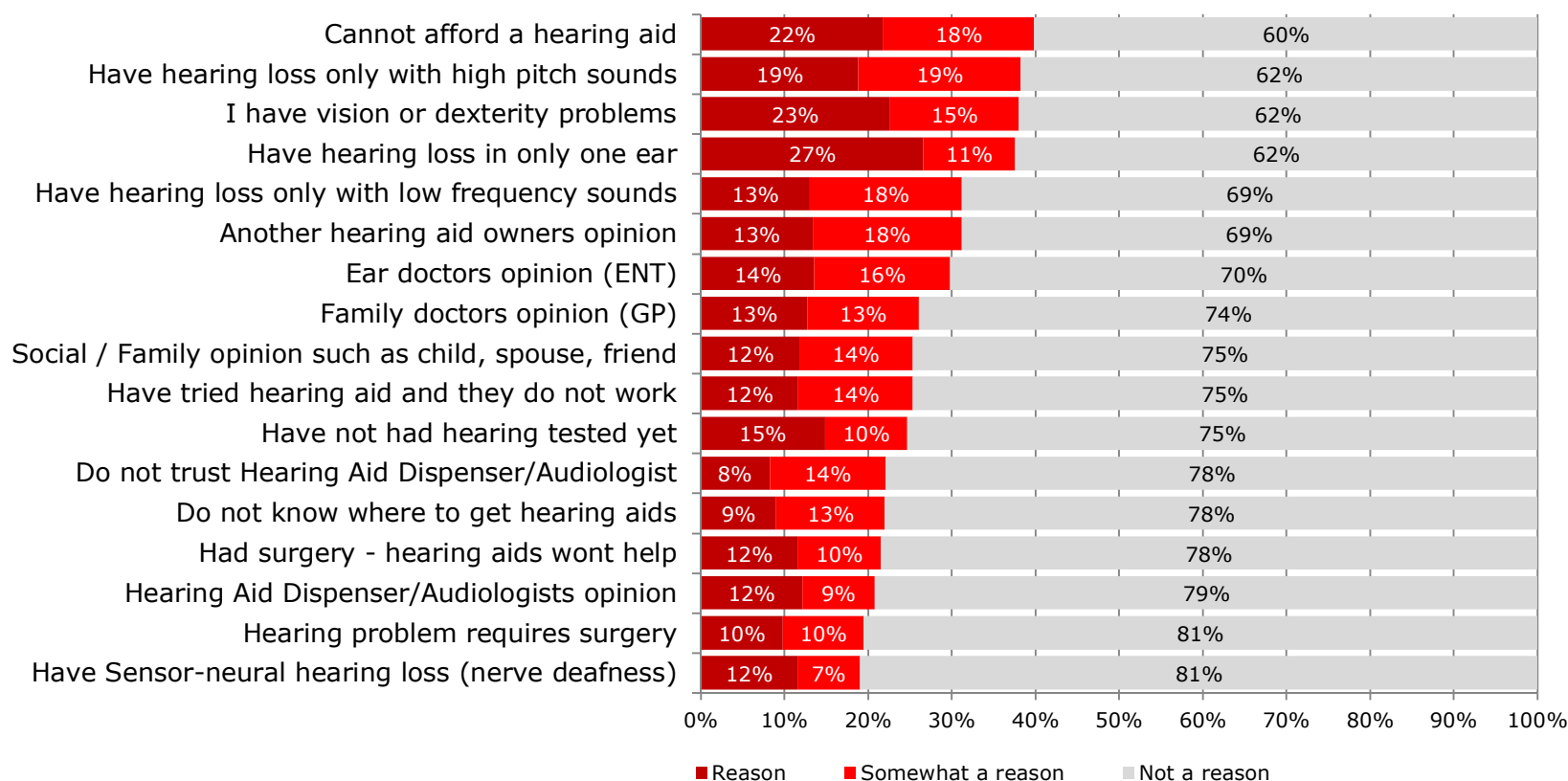
# Top 10 reasons for not having a hearing aid (I/II)



Base: non owners Top 50% HL: n=284

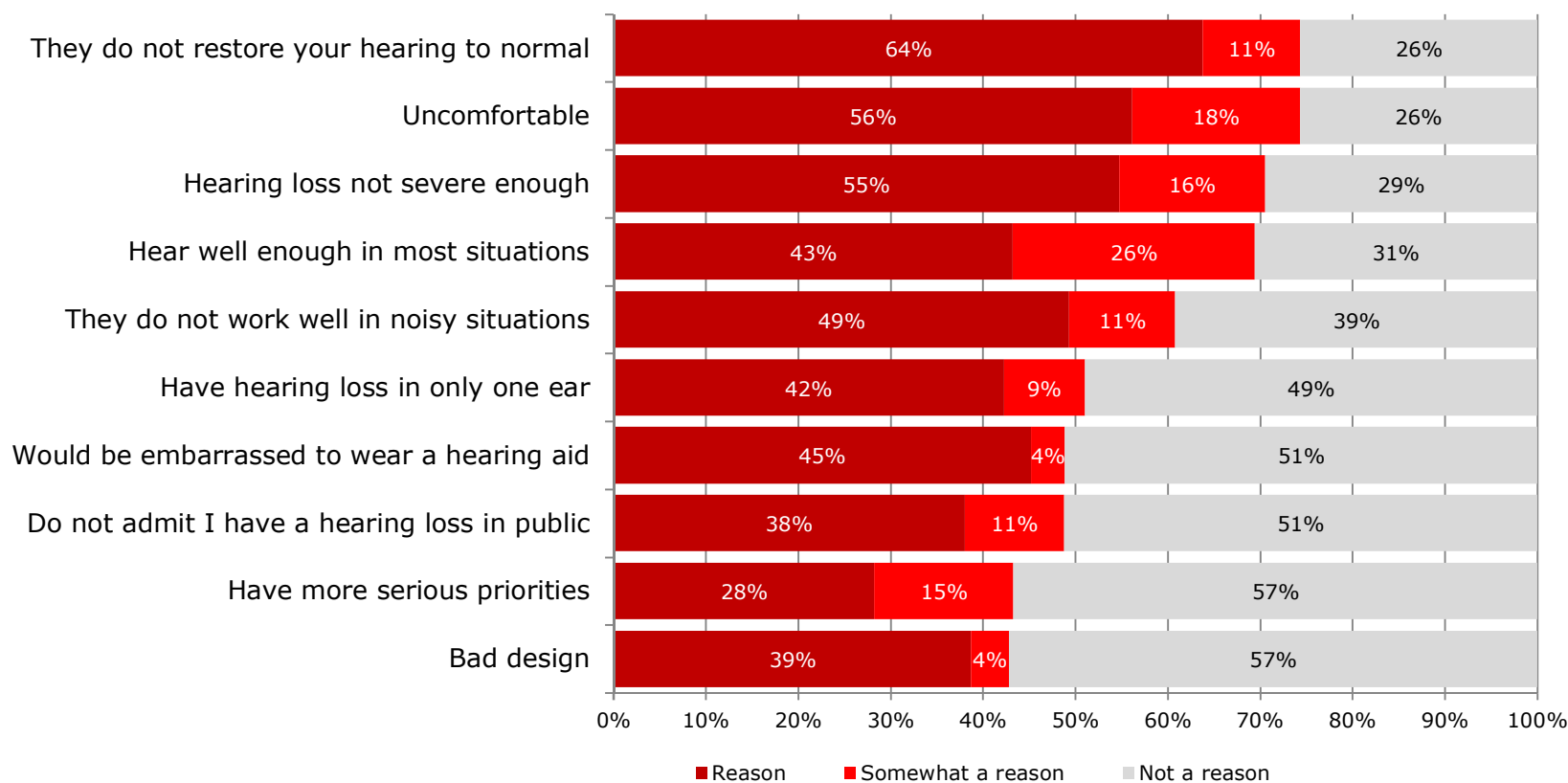


# Less important reasons for not having a hearing aid (II/II)



Base: non owners Top 50% HL: n=284

# Top 10 reasons for HA owners NOT using them



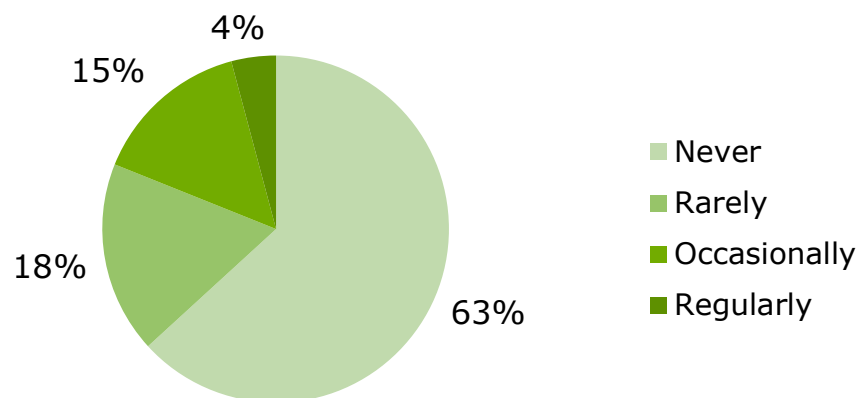
Owners who don't use, n=36 (low sample!)

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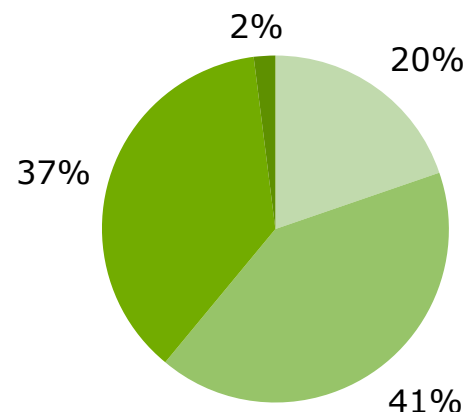
## Social rejection because of hearing loss compared to the acceptance of hearing aids

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?



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



Base: N=451

Base: Top 50% hearing loss, no hearing aid N=284

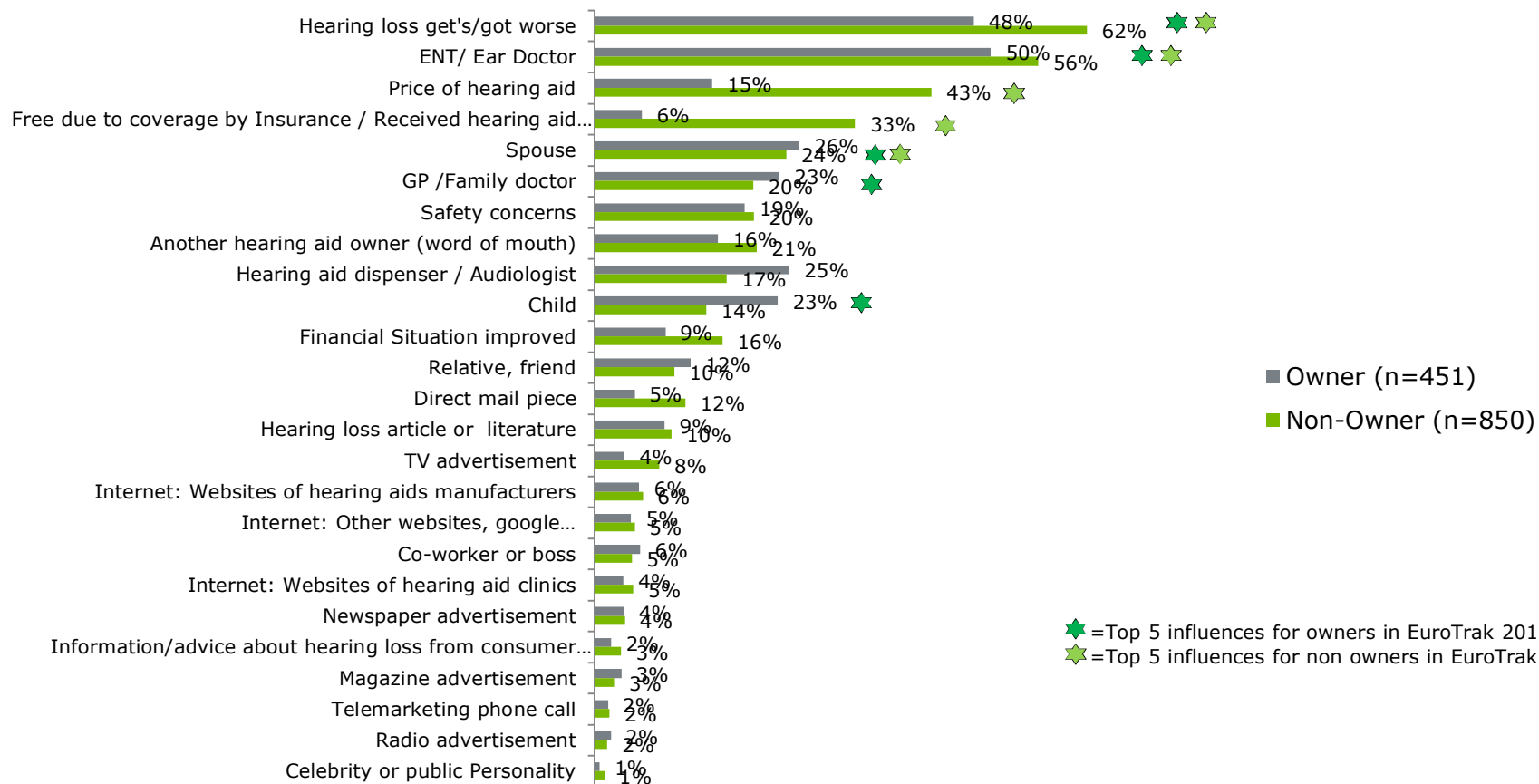
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## Most important triggers to buy

# The most important influencing factors are worsening hearing loss, ENT, GP and spouse + price/free HAs for the non owners

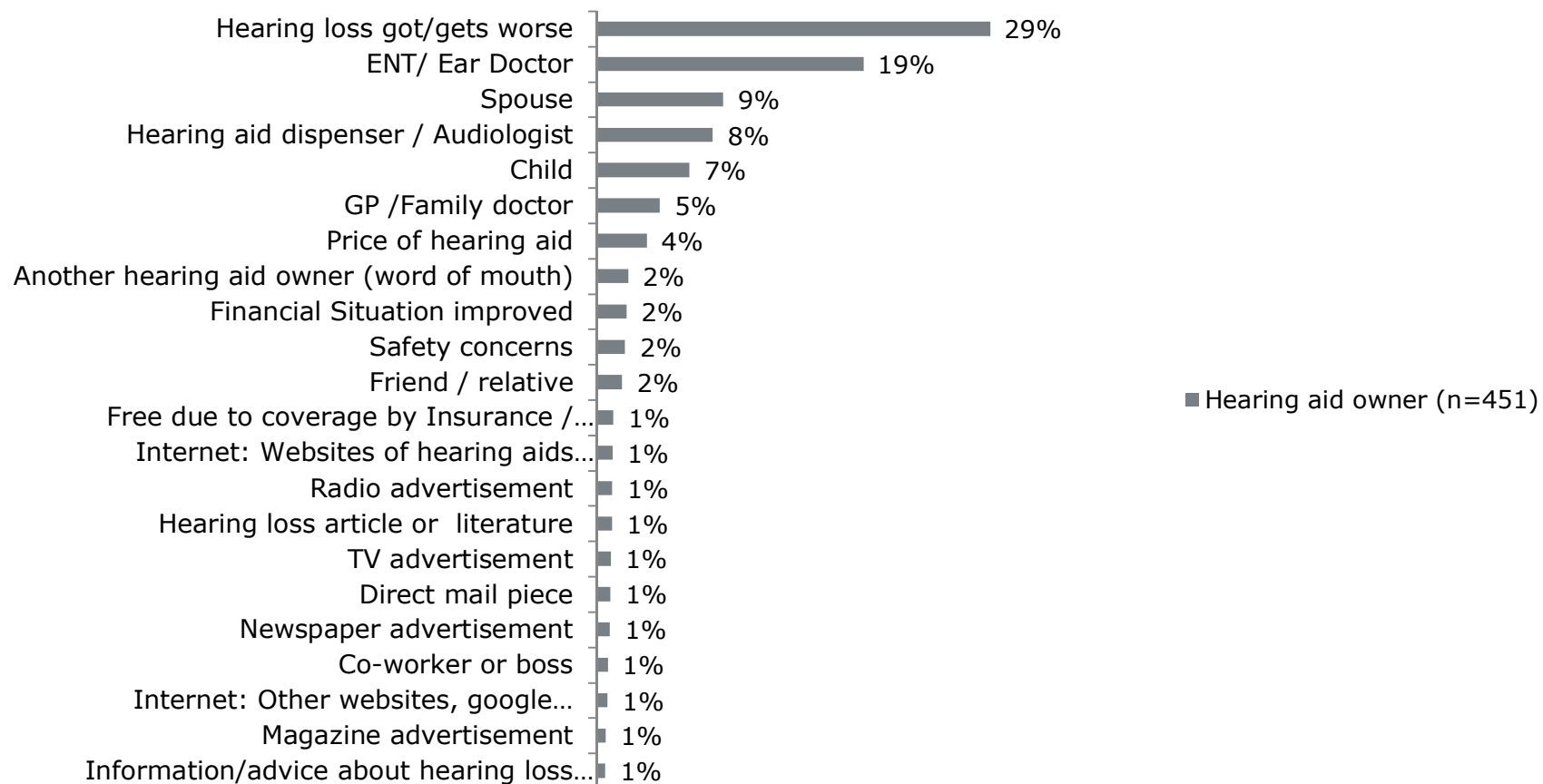
**Owner:** Thinking back to when you obtained your first hearing aid(s), what influenced you to obtain /purchase the hearing aid(s)?

**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)?





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# APPENDIX

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# 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  $\pm 3.1$  around 15% - which means between 11.9% and 18.1% (Conservative assumption: 95% confidence level)

Sample size	Random sample error	
	Real value is within interval:	
	Level of proportion: 50%/50%	Level of proportion: 15%/85%
50	$\pm 13.9$	$\pm 9.9$
100	$\pm 9.8$	$\pm 7.0$
250	$\pm 6.2$	$\pm 4.4$
500	$\pm 4.4$	<b><math>\pm 3.1</math></b>
1000	$\pm 3.1$	$\pm 2.2$
5'000	$\pm 1.4$	$\pm 1.0$
10'000	$\pm 1.0$	$\pm 0.7$

# Demographics (1): Hearing instrument adoption rates and populations

		Count	Hearing difficulty	Hearing aid adoption rate % (Base=hearing impaired)	Profiles: Categories add to 100%*		
Gender					No hearing loss	Hearing loss but no hearing aid	Hearing aid
	Male	7'291	15.9%	21.0%	47.9%	51.2%	49.9%
	Female	7'775	14.3%	21.9%	52.1%	48.8%	50.1%
Age							
	1 - 14	2'234	3.6%	13.7%	16.8%	3.9%	2.3%
	15 - 24	1'510	6.8%	23.6%	11.0%	4.4%	5.0%
	25 - 34	2'141	7.9%	23.1%	15.4%	7.2%	8.0%
	35 - 44	2'483	9.1%	12.6%	17.7%	11.0%	5.8%
	45 - 54	1'915	14.5%	8.4%	12.8%	14.3%	4.8%
	55 - 64	2'058	21.0%	15.4%	12.7%	20.4%	13.7%
	65 - 74	1'634	28.2%	22.6%	9.2%	20.0%	21.4%
	74+	1'091	48.2%	36.2%	4.4%	18.8%	39.1%
Type of household							
	single household	1'249	27.8%	25.2%	7.0%	14.6%	18.0%
	Couple, no kids	3'621	21.2%	23.9%	22.3%	32.8%	37.6%
	Couple with kid(s)	7'914	9.8%	16.2%	55.8%	36.5%	25.9%
	Single mom/dad with kid(s)	680	12.7%	23.2%	4.6%	3.7%	4.1%
	Retirement home, hospital etc.	28	50.2%	23.3%	0.1%	0.6%	0.7%
	Other	1'575	17.7%	24.0%	10.1%	11.8%	13.7%

# Demographics (2) Hearing instrument adoption rates and populations

				Profiles: Categories add to 100%*		
				No hearing loss	Hearing loss but no hearing aid	Hearing aid
<b>Status</b>	<b>Count</b>	<b>Hearing difficulty</b>	<b>Hearing aid adoption rate % (Base=hearing impaired)</b>			
The head of the household (alone or together with someone)	7'643	18.5%	20.6%	48.7%	62.9%	60.0%
The spouse of the head of the household	2'489	17.6%	22.9%	16.0%	18.9%	20.6%
Daughter/son of head of household	3'896	4.6%	12.3%	29.0%	8.9%	4.6%
Other person	1'039	22.9%	30.4%	6.3%	9.3%	14.9%
<b>Employment</b>						
Full time employed	6'911	12.0%	14.4%	57.7%	41.5%	25.2%
Part time employed	600	14.3%	20.9%	4.9%	4.0%	3.8%
Unemployed / not working	632	13.1%	8.3%	5.2%	4.4%	1.4%
Retired under a disability pension scheme (fully or partly)	451	24.2%	30.6%	3.2%	4.4%	7.0%
Early retired under an early retirement benefit scheme	182	23.8%	15.5%	1.3%	2.1%	1.4%
Retired (at the official retirement age)	2'924	33.6%	28.9%	18.4%	40.9%	59.7%
Student / pupil / in training	1'023	5.1%	13.5%	9.2%	2.6%	1.5%
<b>Education</b>						
Niepełne podstawowe	46	43.8%	29.1%	0.2%	0.8%	1.2%
Podstawowe	469	40.4%	26.3%	2.7%	8.2%	10.5%
Gimnazjalne	319	10.0%	23.6%	2.7%	1.4%	1.6%
Zasadnicze zawodowe	1'716	24.8%	20.7%	12.3%	19.7%	18.5%
rednie ogólnokształcące	1'684	16.1%	20.4%	13.4%	12.6%	11.6%
rednie zawodowe	2'343	19.7%	23.9%	17.9%	20.5%	23.3%
Policealne	1'026	16.0%	22.6%	8.2%	7.4%	7.8%
Wy sze	5'119	12.2%	19.4%	42.7%	29.4%	25.4%