

Results

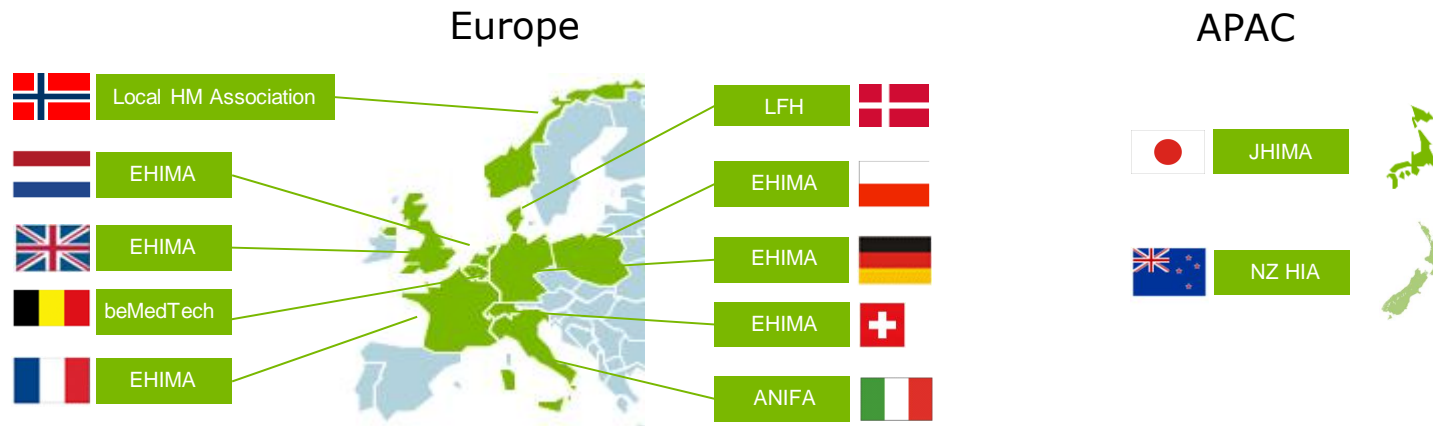
EuroTrak Switzerland 2018

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

Summary

1. Introduction

- EuroTrak Switzerland 2018 was designed and executed by Anovum (Zurich) on behalf of HSM Switzerland.
- Sample sizes Switzerland 2018:
 - Representative sample (sample 1): n=14'611 people
 - Hearing impaired (sample 2): n=1'302 people
 - Hearing impaired non-owners: n= 518 people with hearing loss (**HL**)
 - HA owners: n= 784 people with hearing aid (**HA**)
- EuroTrak Switzerland 2018 is part of the EuroTrak studies:



Summary

2. Market overview

- Stated hearing loss prevalence
 - Total: 7.7%, 18+: 9.1% (2015: 8.0%, 18+: 9.5%).
 - Binaural hearing loss: HA owners: 87%, HA non-owners: 61%.
 - Hearing Tests: 34% (2015: 35%) had a hearing test in the last 5 years, most tests done by family doctors
- Hearing aid adoption rate (HA penetration)
 - Total: 43.7% (2015: 41.4%).
 - Total age group 18+: 43.6% (2015: 41.9%).
 - 81% of HA owners have binaural treatment.
- The route to the hearing aid
 - 79% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
 - 52% got hearing aids recommended from the ENT or family doctor.
 - 25% of the GP consultations referred to an audiologist.
 - 61% of the GP consultations referred to an ENT, 19% recommended no further action.
 - 44% of ENT consultations referred to an audiologist, 34% recommended no action.
- Potential social cost-savings due to the use of hearing aids
 - Hearing aids are believed to have a positive impact on the job.
 - Quality of sleep seems to improve if hearing impaired use hearing aids.

Summary

3. Analysis of hearing aid owners

- Hearing aid ownership, usage and accessories
 - 85% of all HA owners received some kind of 3rd party reimbursement.
 - 60% of the currently owned HAs were bought in 2015 or later.
 - The average age of the currently owned HAs is 4.1 years (2015: 3.8 years).
 - The median age of hearing aids before replacement is 6 years.
 - On average, HAs are worn 9.8 hours a day (2015: 9.0).
 - 68% of today's hearing aid owners are aware of their hearing aid brand.
 - 47% have been informed about hearing aid accessories by the HCP, 25% use a HA accessory.
- Importance of listening situations and satisfaction with HAs
 - 80% of the hearing aid owners say their hearing aid works better than or as expected
 - 80% (2015:81%) 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, conversations, talking on a phone, in a large lecture hall and watching TV with others are the most important listening situations.
- Positive impact of HAs
 - Significant positive impact of HAs on different aspects – especially communication, participating in group activities, social life, sense of safety and relationships at home.
 - 98% 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
 - The main reasons for not using hearing aids are that people say they hear well enough in most situations, hearing loss is not severe enough, ENTs opinion, they do not work in noisy situations and they can't afford a HA.
 - 5% who own HAs don't use them at all (0 hours); 13% use them less than one hour/day (0-1 hour).
- Social rejection, buying intentions and triggers to buy
 - 87% of hearing aid owners feel that people never make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid (only 48% 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, ENT, spouse and the audiologist. Insurance coverage/price of hearing aids is much more relevant for the non owners.

Detailed Results: Roadmap

New topics for EuroTrak 2018 are highlighted in red

1. Introduction

- Organisation of EuroTrak 2018
- Recruitment process: In search of hearing impaired people

2. Market overview

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

3. Analysis of hearing aid owners

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

4. Analysis of hearing impaired non-owners

- Reasons for not having hearing aids
- Social rejection because of hearing loss compared to the acceptance of hearing aids
- Most important triggers to buy

5. Appendix

- Demographics: Hearing instrument adoption rates and populations

1. Introduction

Organisation of EuroTrak 2018

Organisation

- Principal of the project EuroTrak Switzerland is HSM Switzerland.
- Anovum Zurich developed the concept of EuroTrak, designed the questionnaire and conducted the fieldwork in cooperation with a panel company. Furthermore Anovum analysed the data and prepared the presentation.
- The European Hearing Instrument Manufacturers Association [EHIMA] approved the questionnaire.

Use of the data

- HSM Switzerland 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 HSM Switzerland 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 – Switzerland/2018/n=[*relevant sample size*]”
- HSM Switzerland member companies can ask Anovum to further analyse the raw data in specific ways at their own expense.
- HSM Switzerland companies can order a report with satisfaction scores for their brand (if feasible). The other brands will be shown as benchmarks without denomination (brand A, brand B etc.). The report will show all satisfaction values. It is not allowed to communicate any information from these reports outside the HSM Switzerland 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 50'000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of **n=14'611** people based on census data.

Step 2: Target population interviews

Objective: Details about satisfaction with hearing aids and reasons for non-adoption

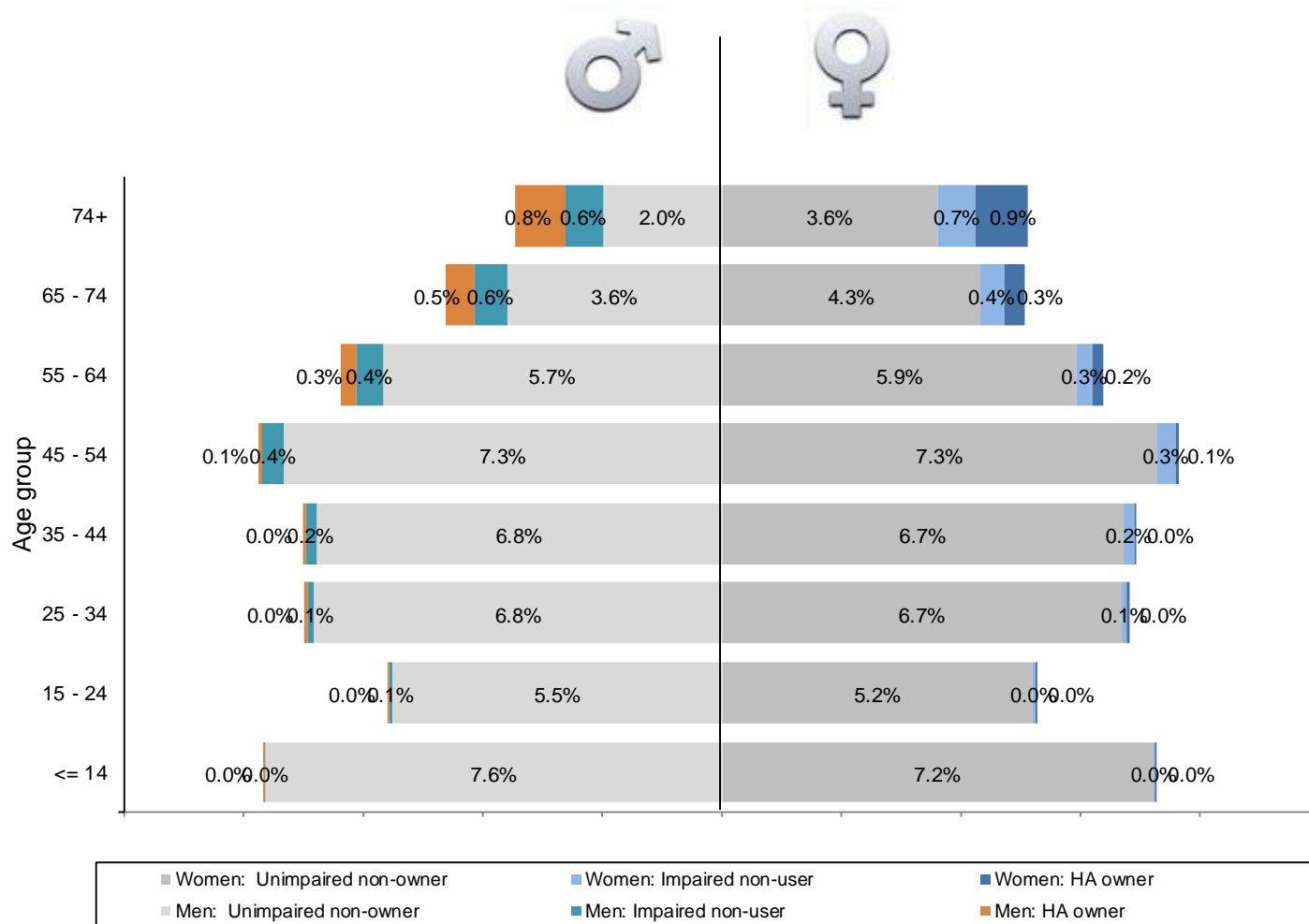
Process:

1. Main questionnaires: Owners and hearing impaired non-owners
2. Balancing through weighting according to representative screening interviews
3. Resulting sample: **n=784** hearing aid owners and **n=518** hearing impaired non-owners

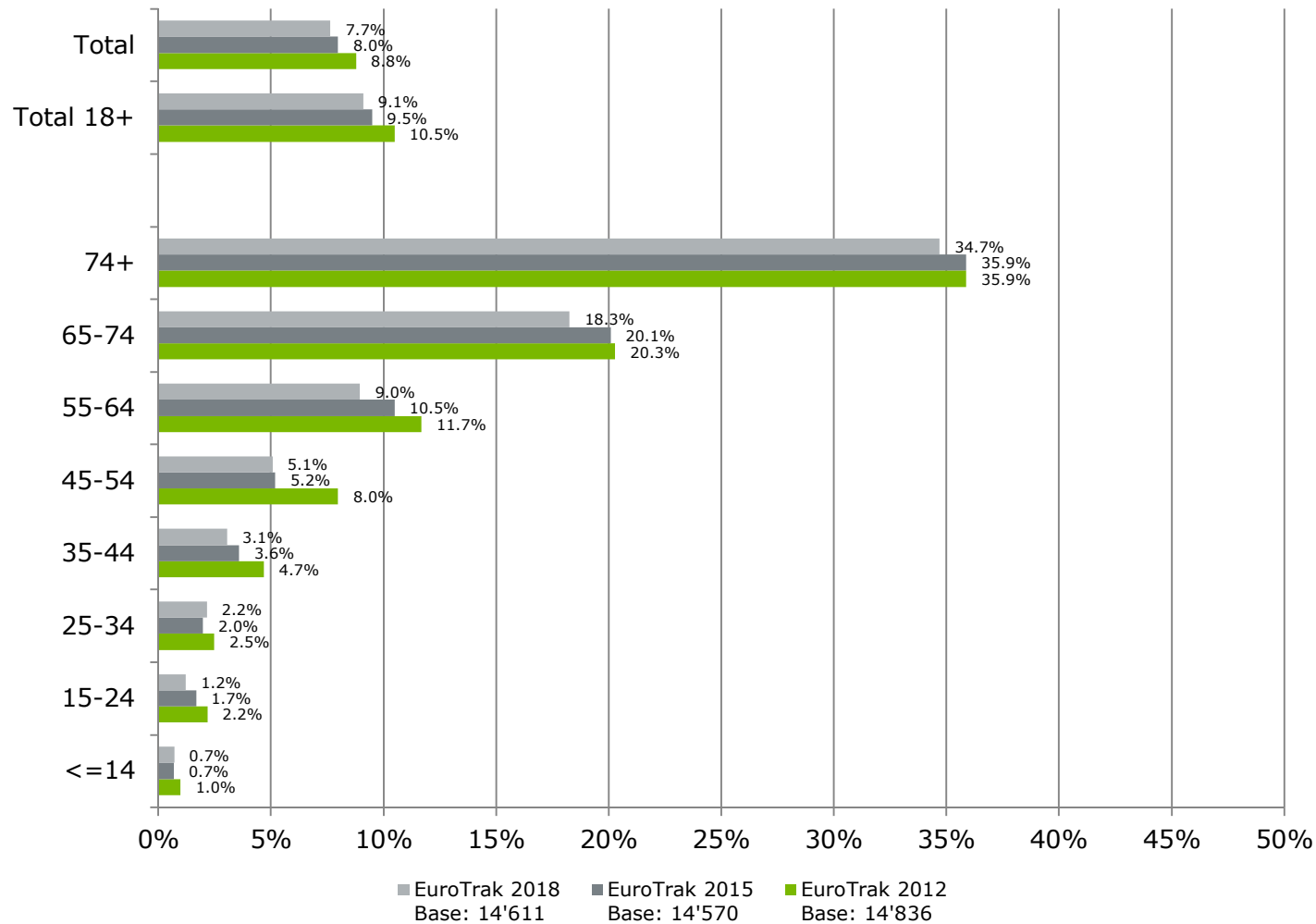
2. Market overview

Prevalence of hearing loss and adoption rate

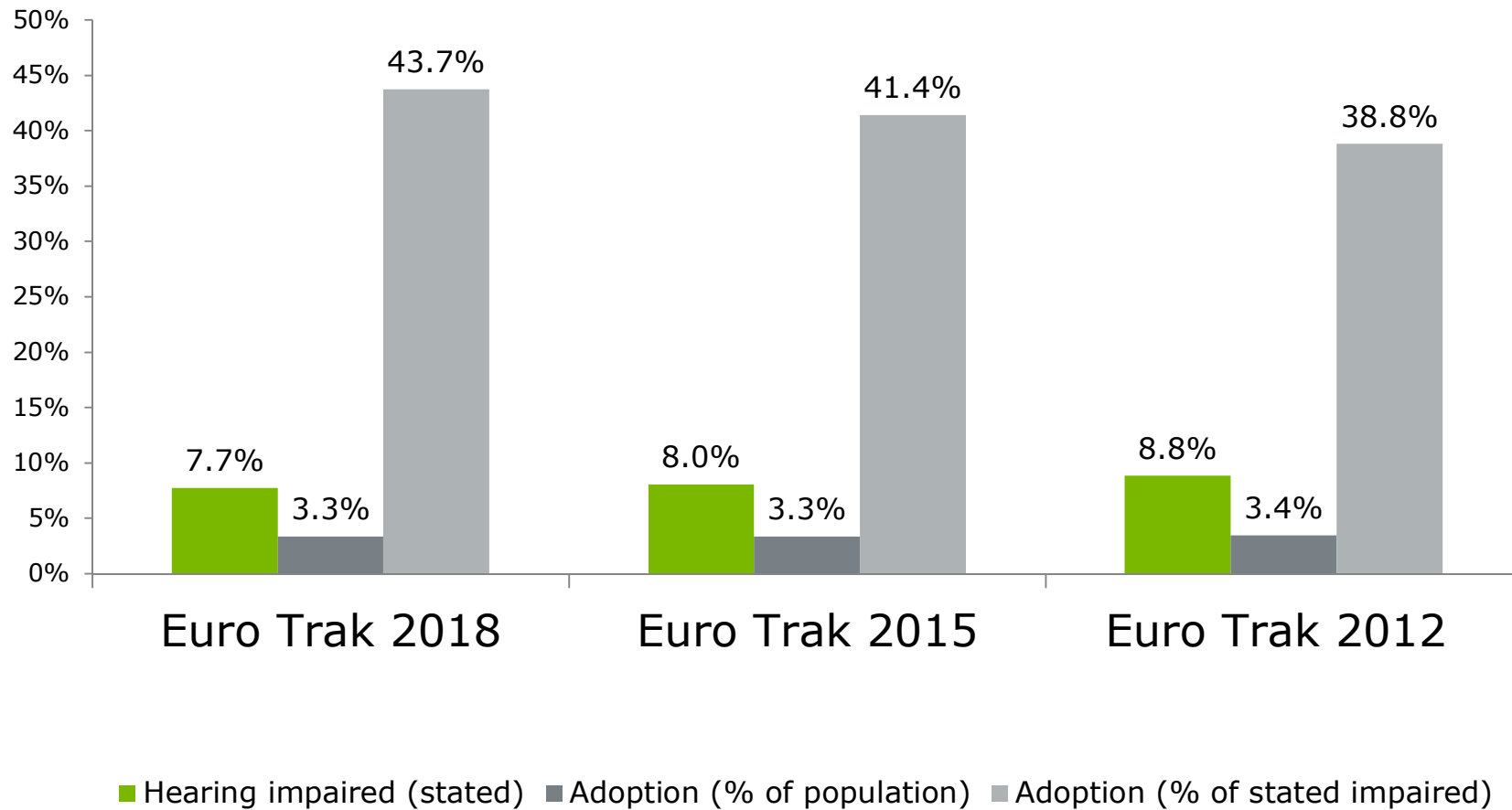
Hearing loss and hearing instrument ownership by gender/age



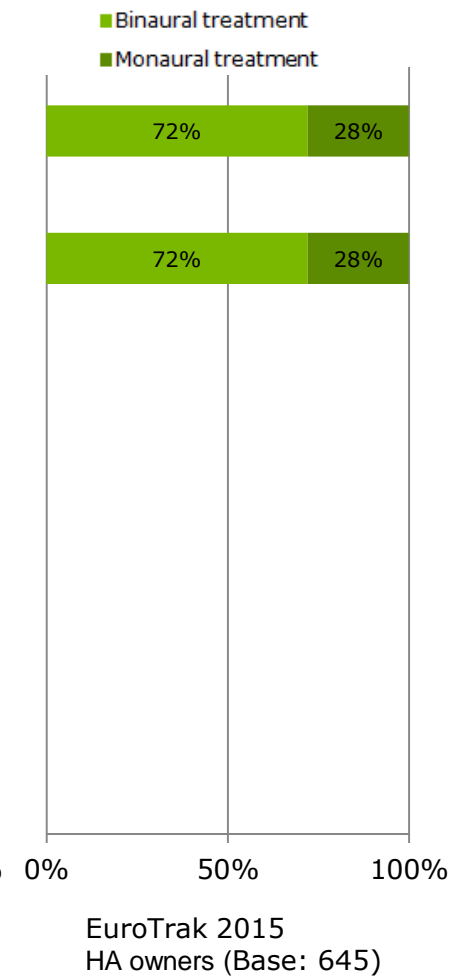
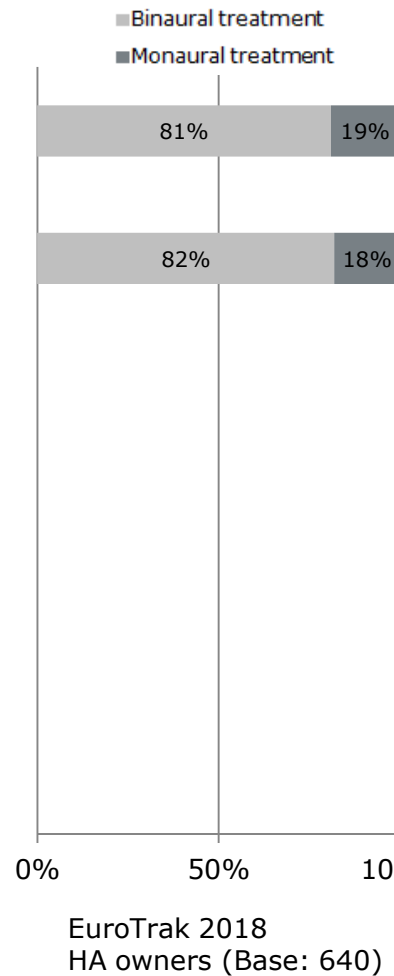
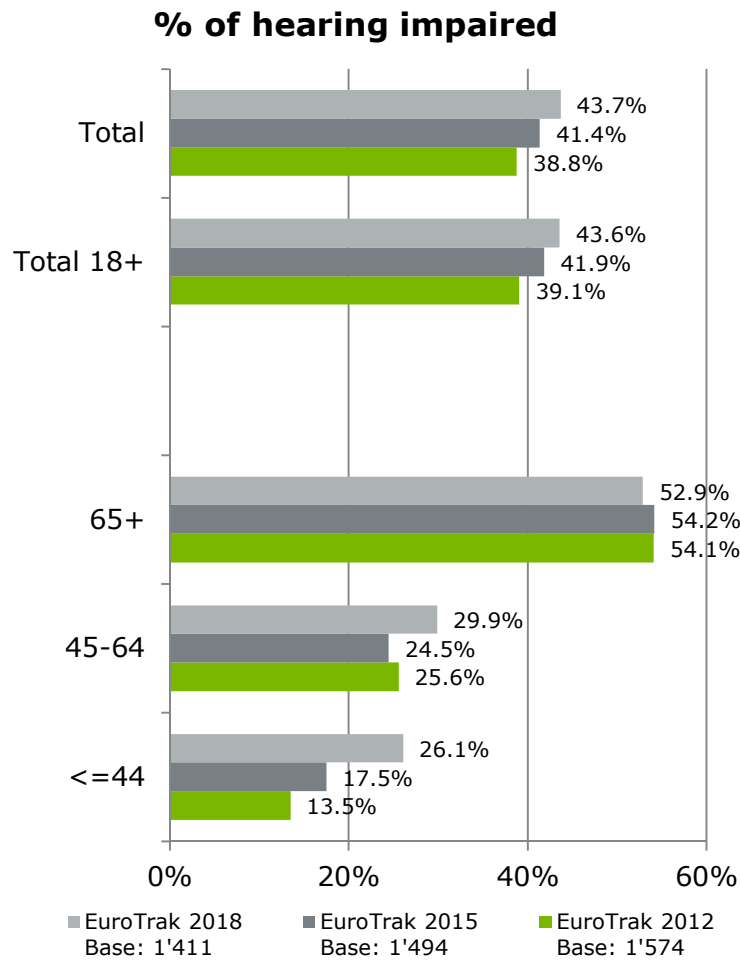
Hearing loss prevalence Switzerland



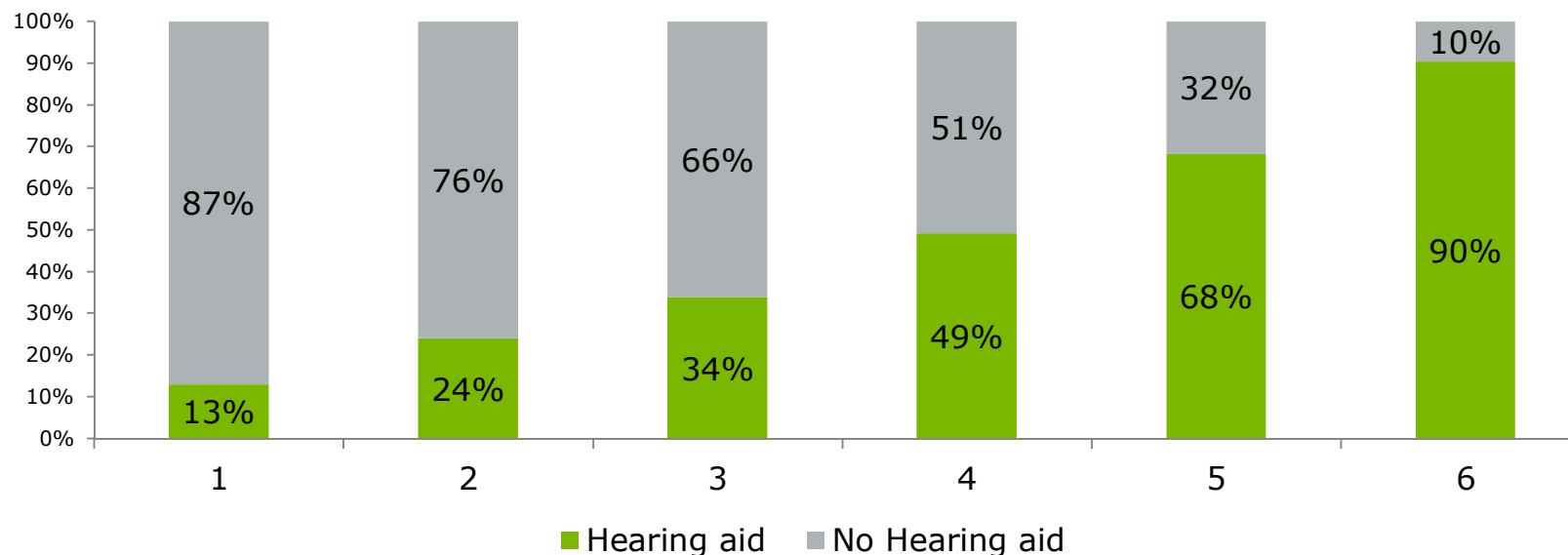
Overview hearing loss prevalence and hearing aid adoption



Hearing aid adoption rate Switzerland: 44% of hearing impaired have hearing aid(s), 81% of them have binaural treatment



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



Hearing loss 6-groups

HA-non-owner, n=518
HA-owner, n=784

* 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=518	HA Owner n=784	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	39%	13%	22%
Bilateral loss	61%	87%	54%
Perceived loss			
Mild	51%	11%	14%
Moderate	37%	53%	53%
Severe	7%	28%	71%*
Profound	4%	8%	

n's are unweighted whereas the shown results are weighted

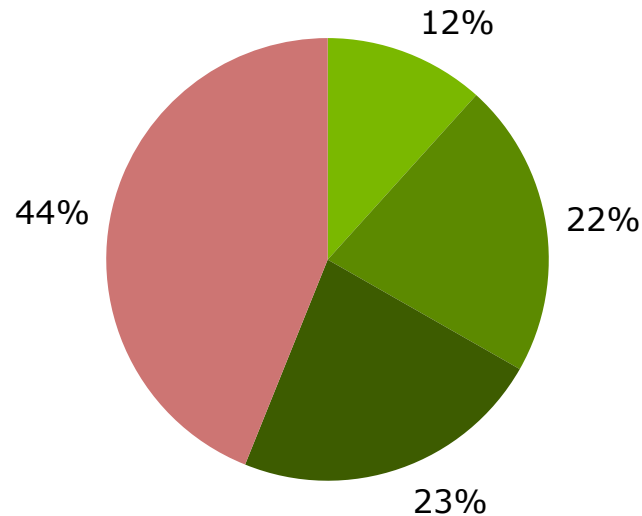
* combined %severe+ and %profound+ because n is too small

Hearing tests and where hearing is tested

Hearing Tests: 34% (2015: 35%) had a hearing test in the last 5 years, most tests done by family doctors

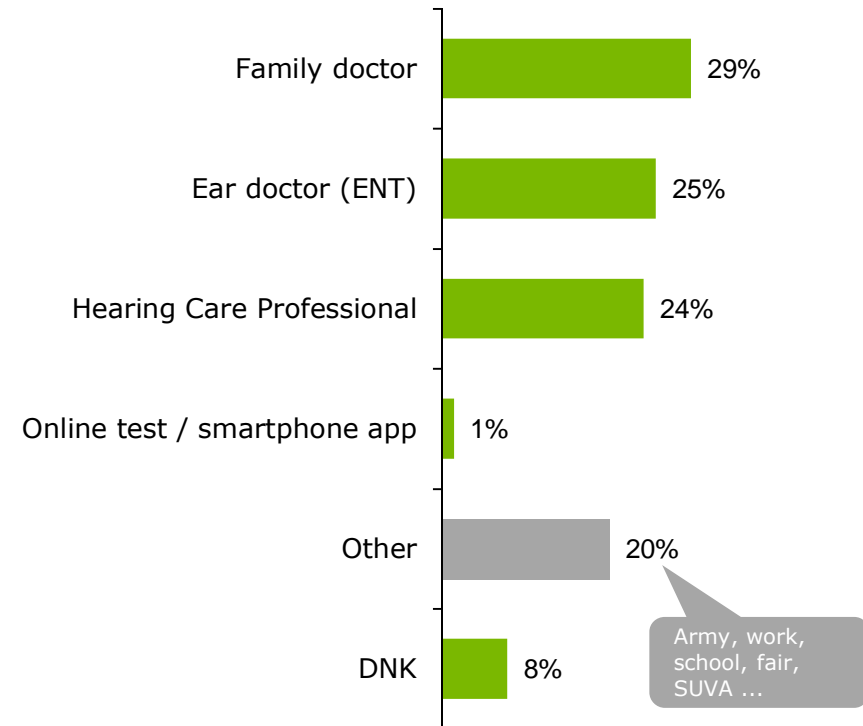
Have you ever taken a hearing test?

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



Base=10'600

Where/how was your hearing tested?



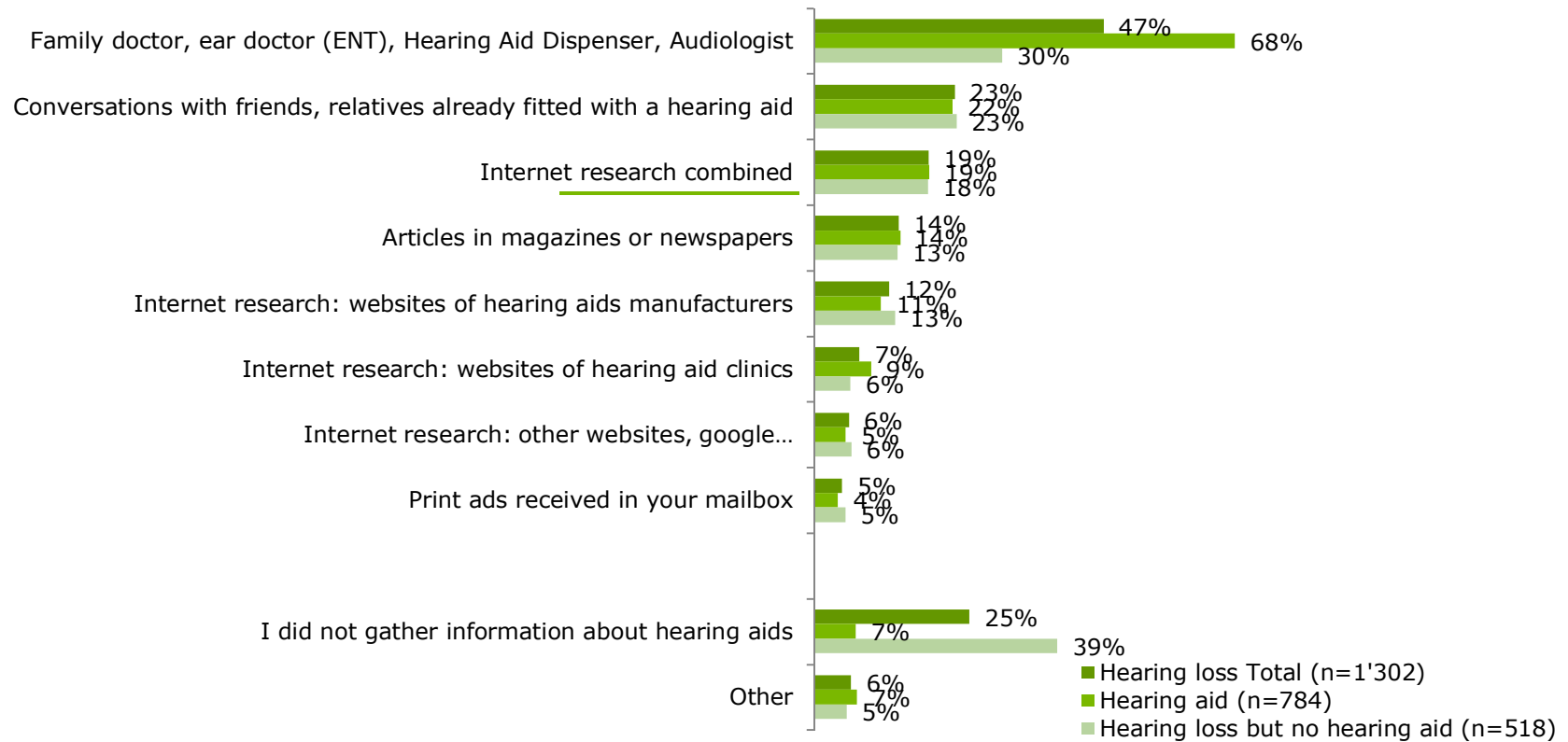
Base= 3'526

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

Doctors are the most important sources of information and therefore the major gatekeepers – followed by conversations with other people with hearing and internet research.

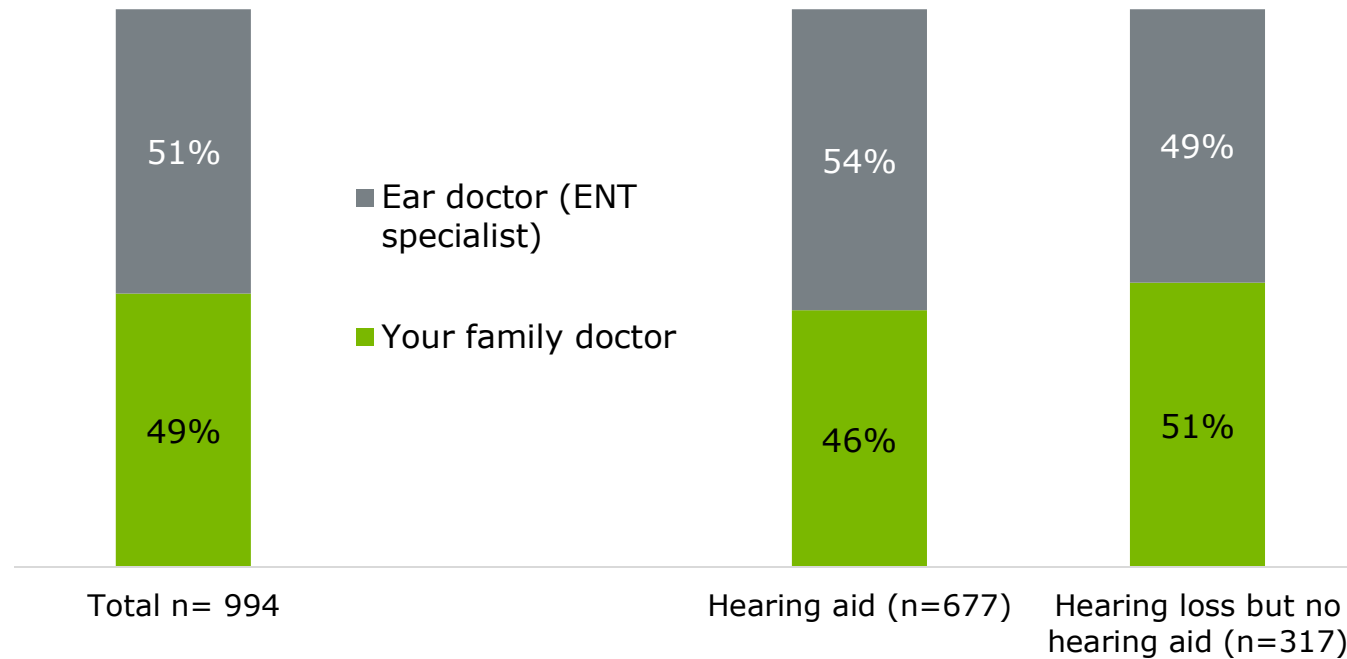
Where did you gather information about hearing aids?

Please check all that apply.

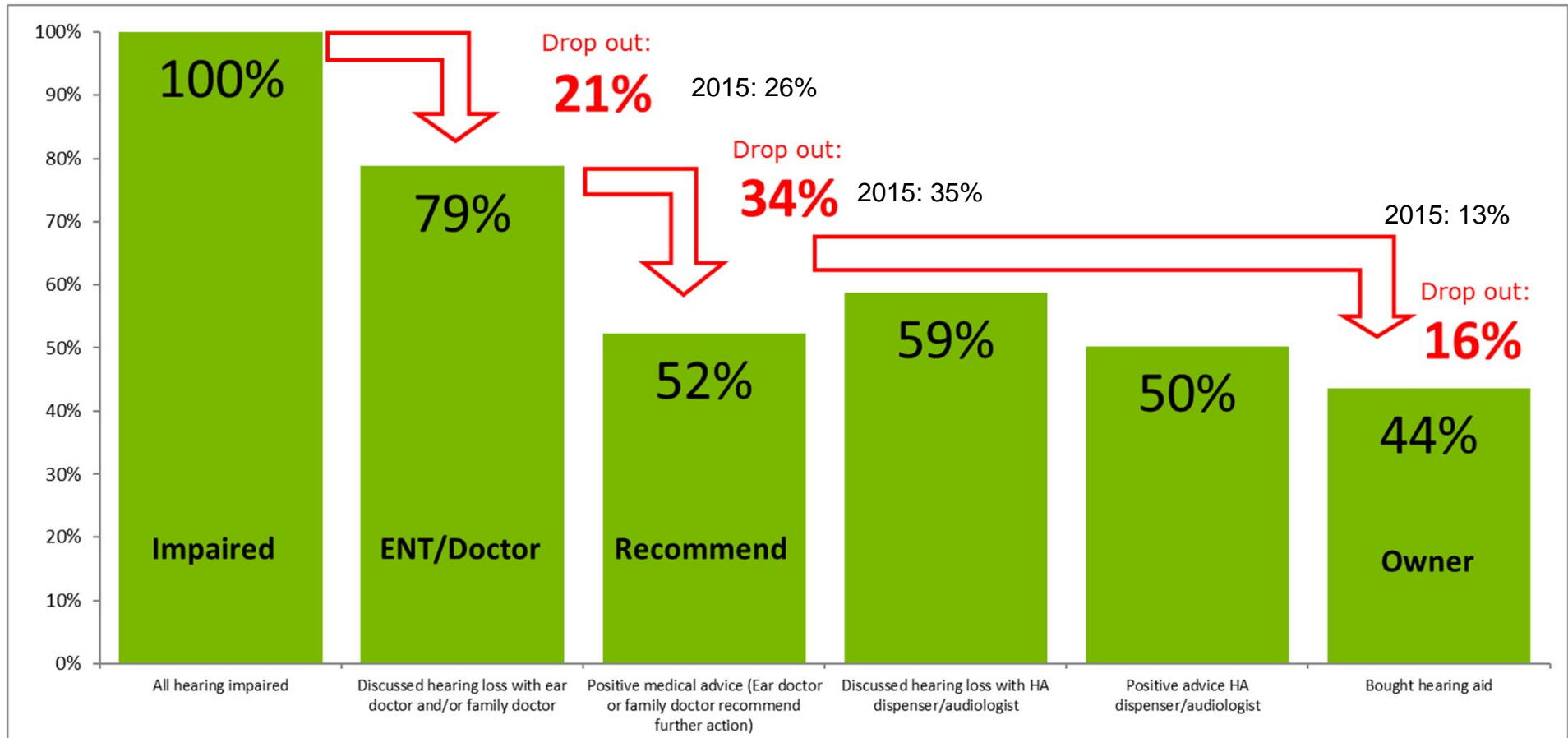


Of those who discussed the hearing loss with a doctor, 51% talked to an ENT first and 49% talked to the family doctor first

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 2018 drop out 1 was reduced

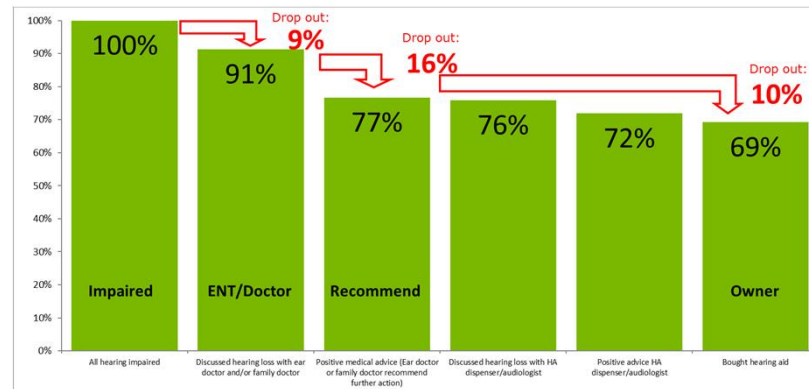


Base: n=1'302

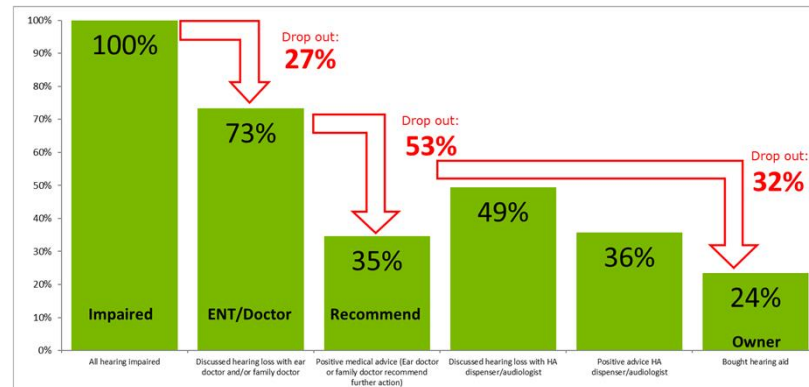


Much higher drop-out-rates for the lower hearing loss segments

Top 50% hearing loss*



Low 50% hearing loss*



Base: n=1'302

* 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:

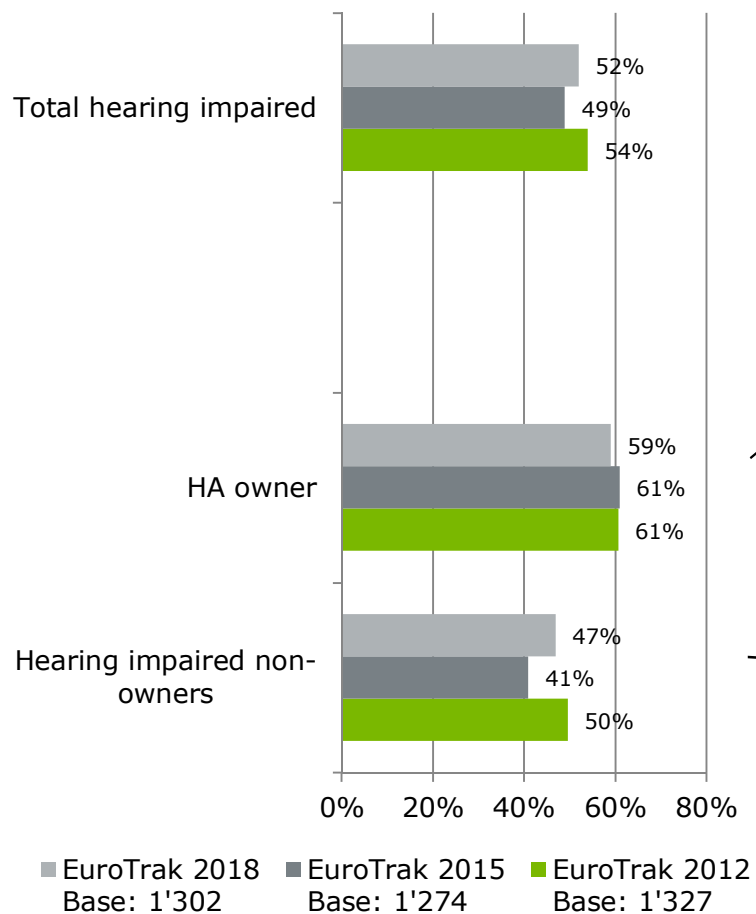
- Number of ears impaired (one or two)
 - Stated hearing loss (Mild to Profound)
 - Scores on 6 APHAB-EC - like questions (Scaled 1-5)
 - When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise
- People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).



The route to the hearing aid: GP/Family doctor

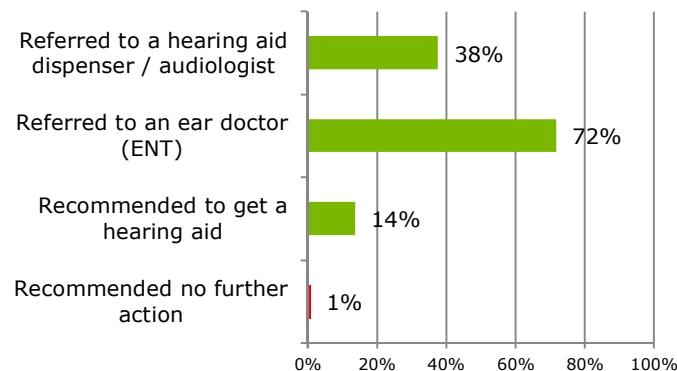
Have you discussed your hearing problem with your family doctor?

% Discussed with GP

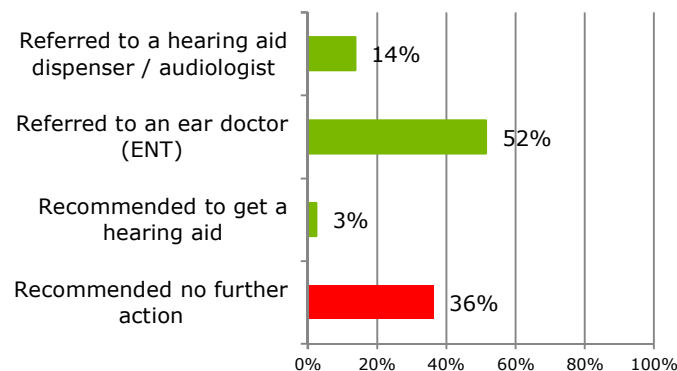


What did he/she recommend ?

HA owner (Base: 443)



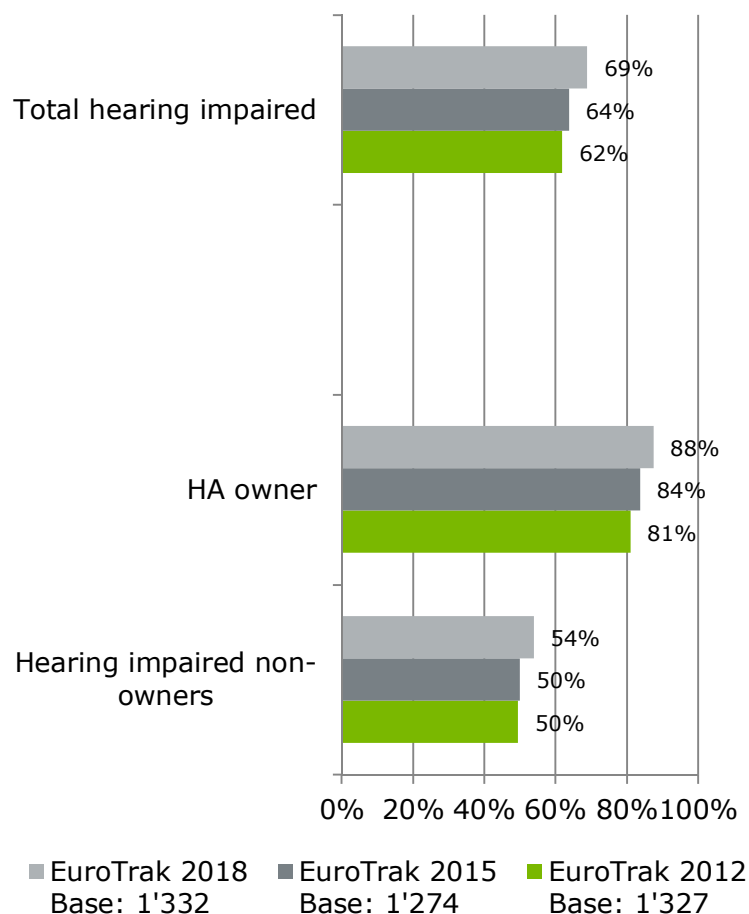
Impaired non-owner (Base: 237)



The route to the hearing aid: ENT

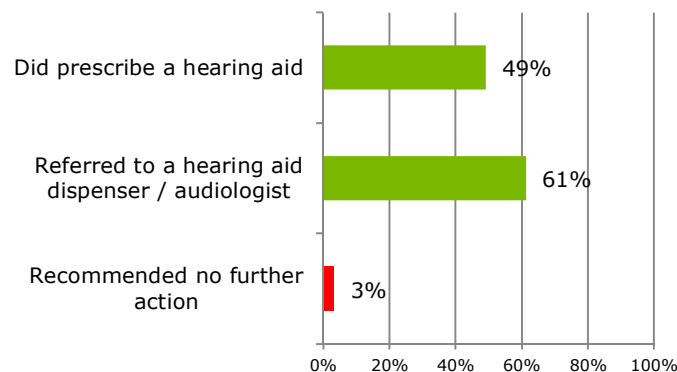
Have you discussed your hearing problem with an ear doctor (ENT)?

% Discussed with ENT

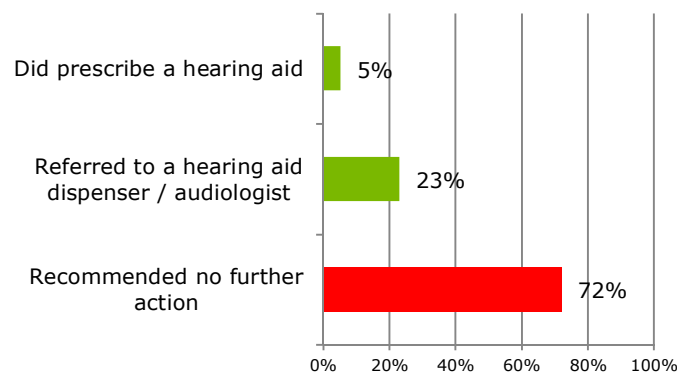


What did he/she recommend ?

HA owner (Base: 679)



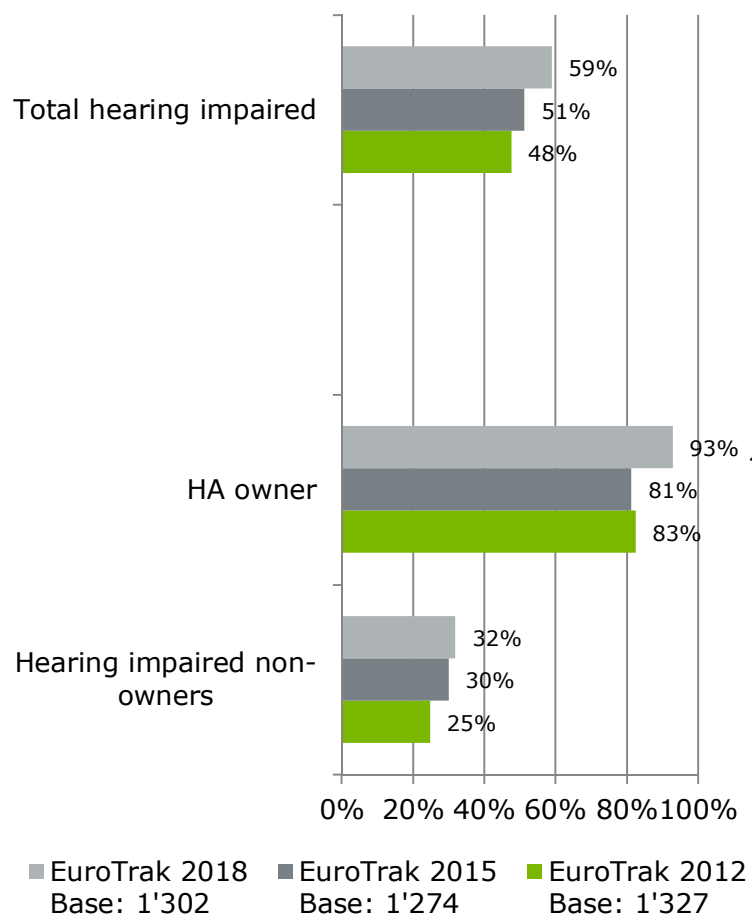
Impaired non-owner (Base: 272)



The route to the hearing aid: Audiologist

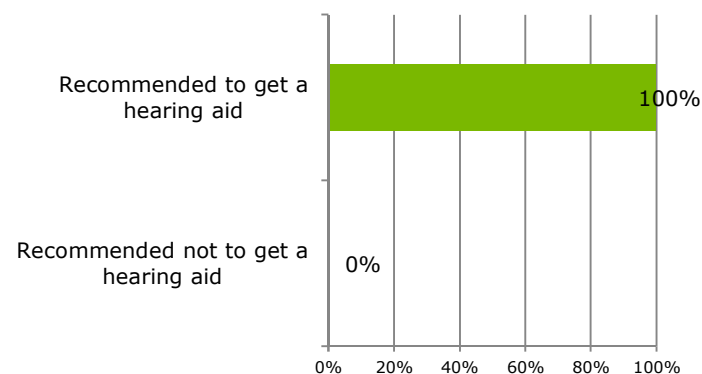
Have you discussed your hearing problem with a Hearing Aid Dispenser/Audiologist?

% Discussed with Audiologist

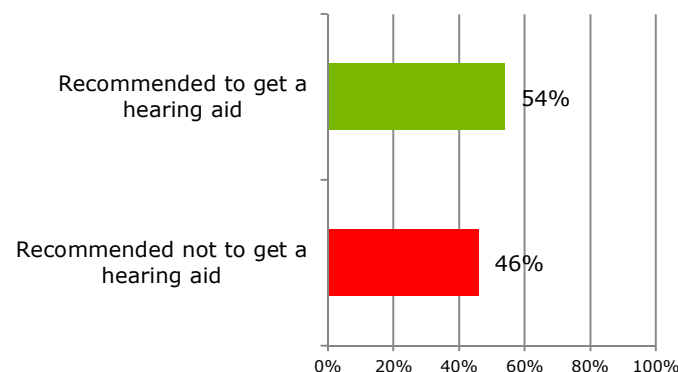


What did he/she recommend ?

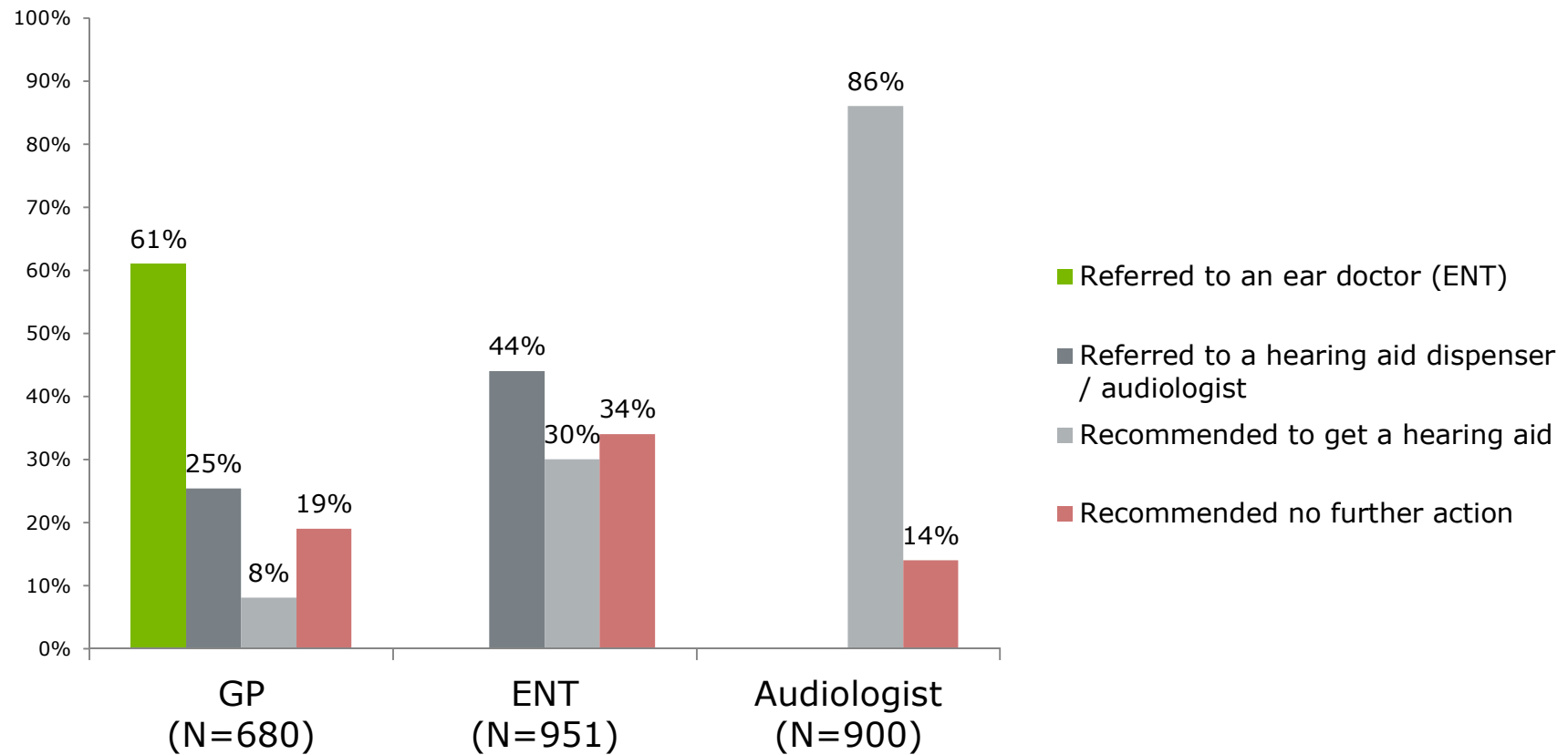
HA owner (Base: 734)



Impaired non-owner (Base: 166)



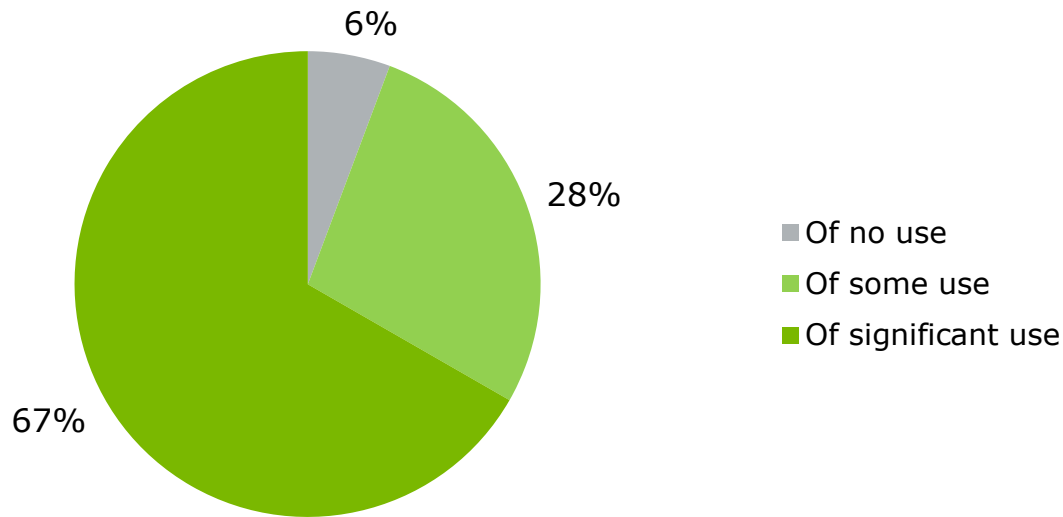
Recommendations by profession



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

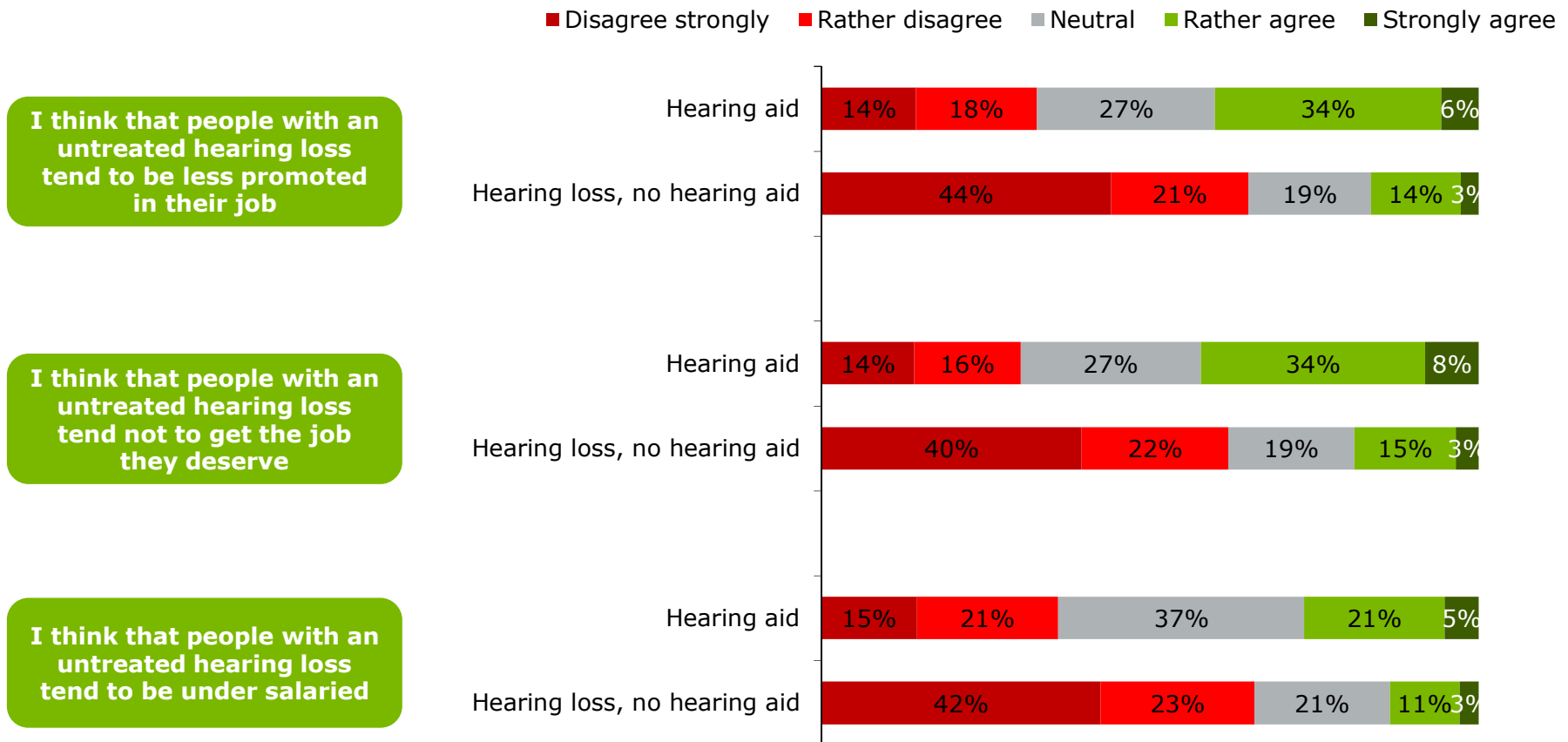
Work competitiveness: 94% of the working hearing aid owners state their hearing aid(s) are useful on their job.

How useful are your hearing aids on your job?



Base: N=127

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 loss, no hearing aid =343/ hearing aid n=492



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***).

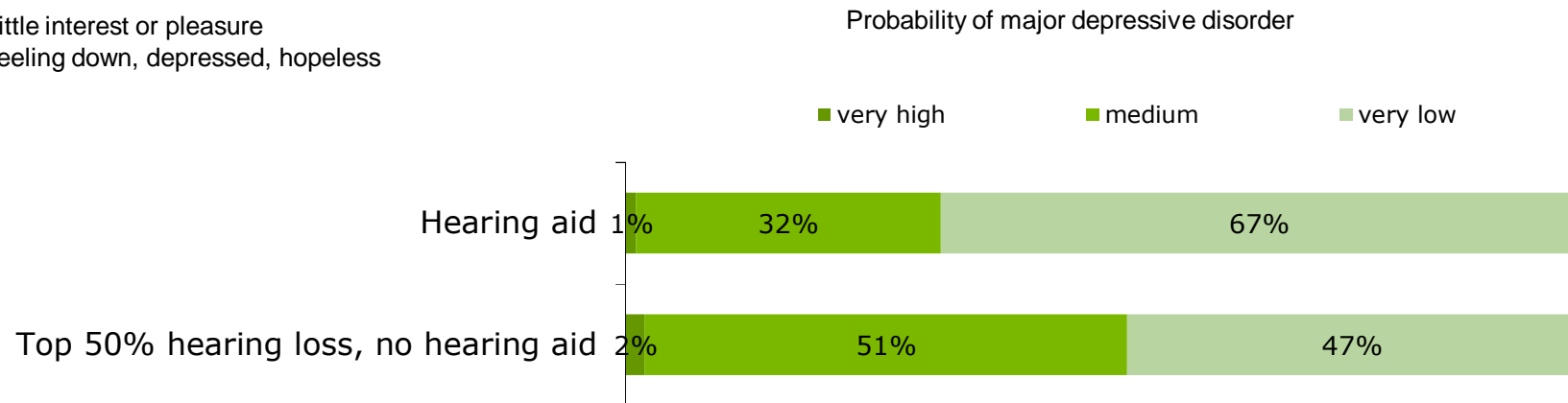
Depression symptoms:

PHQ-2 Screening:

In the last 2 weeks:

“ Little interest or pleasure

“ Feeling down, depressed, hopeless



Base: Top 50% HL, no HA n=84 / hearing aid n=623

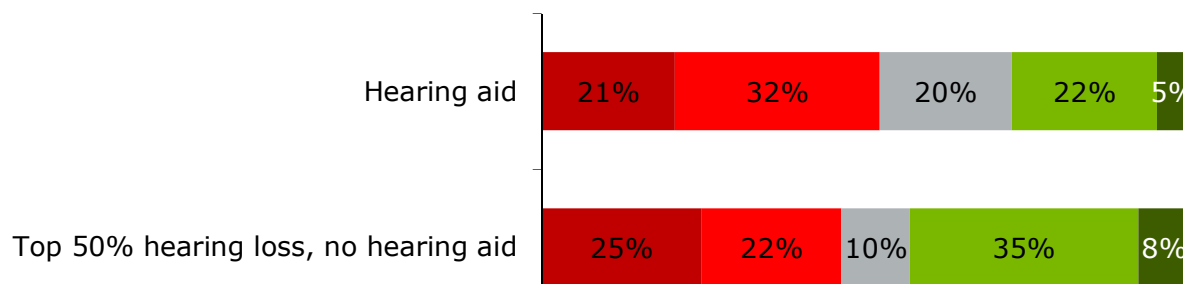
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- Number of ears impaired (one or two)
 - Stated hearing loss (Mild to Profound)
 - Scores on 6 APHAB-EC - like questions (Scaled 1-5)
 - When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise
- People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).

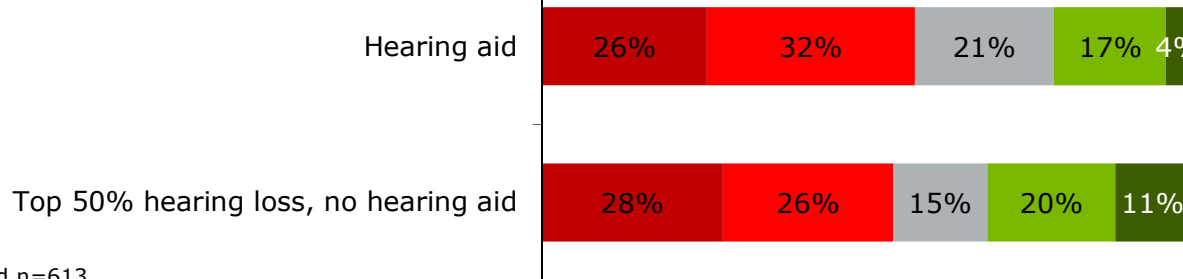
General health problems: Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss*), hearing aid owners feel less exhausted in the evenings

■ Disagree strongly ■ Rather disagree ■ Neutral ■ Rather agree ■ Strongly agree

In the evenings I often feel physically exhausted



In the evenings I often feel mentally exhausted



Base: Top 50% HL, no HA n=84 / hearing aid n=613

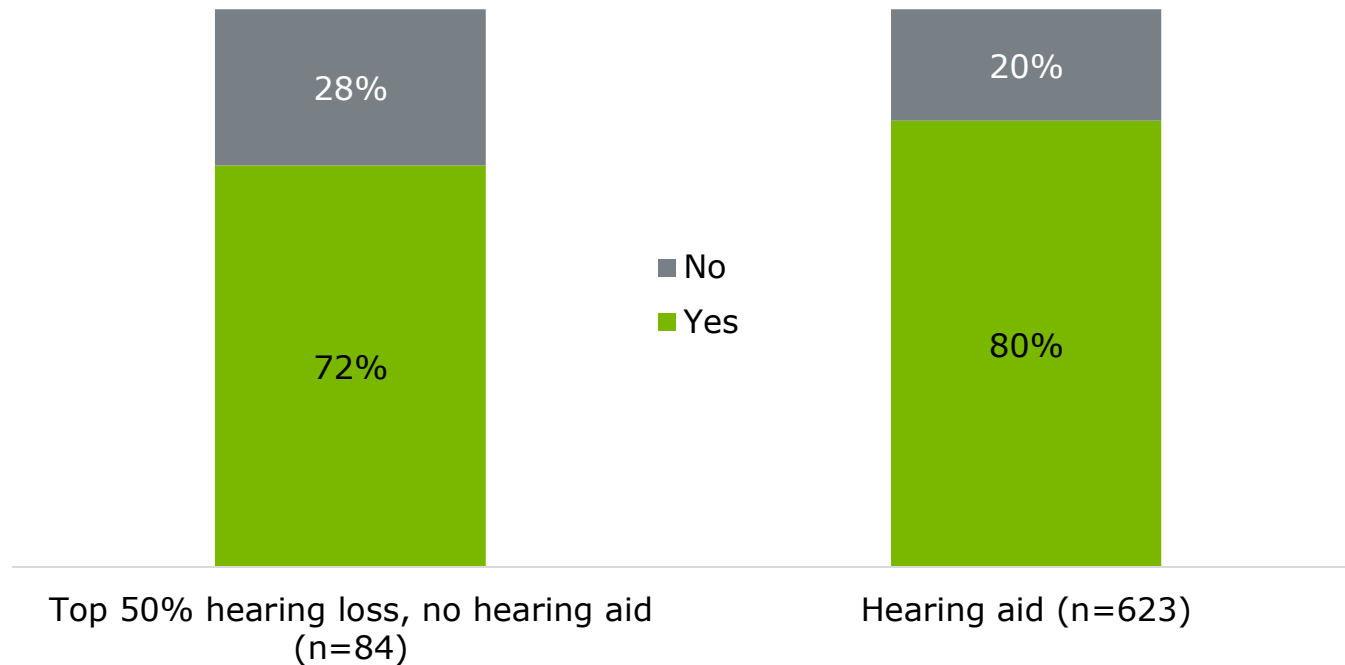
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- Number of ears impaired (one or two)
 - Stated hearing loss (Mild to Profound)
 - Scores on 6 APHAB-EC - like questions (Scaled 1-5)
 - When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise
- People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).



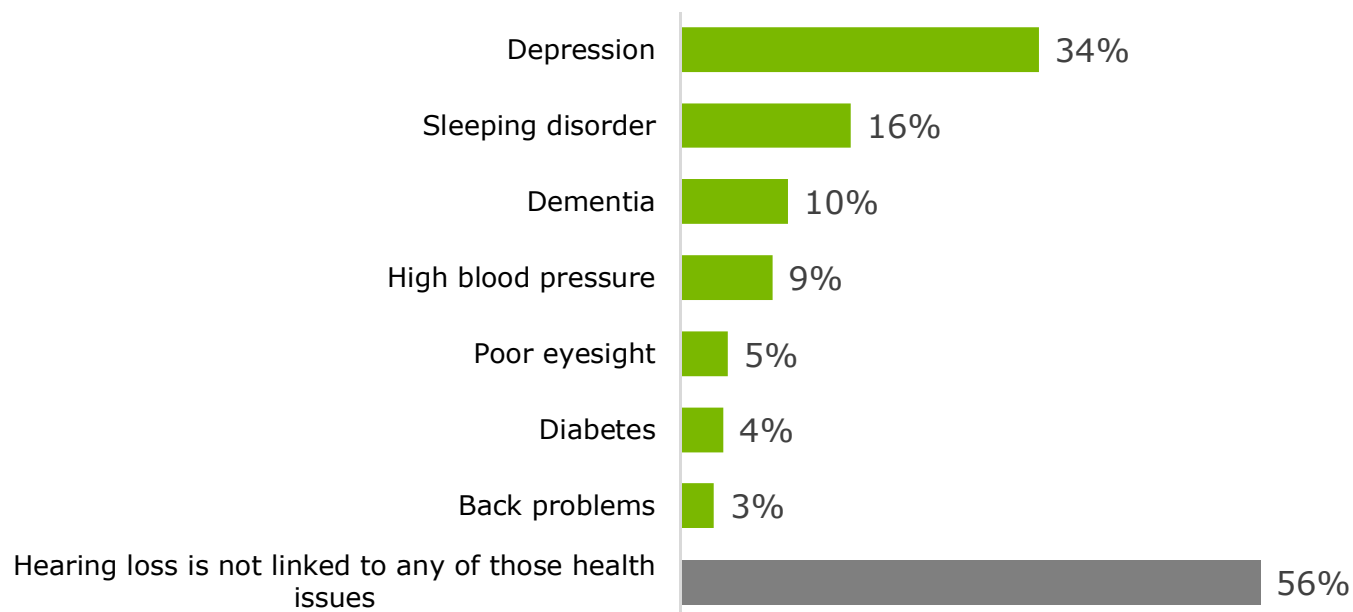
General health problems: Quality of sleep seems to improve if hearing impaired use hearing aids

Are you generally satisfied with the quality of your sleep?



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.

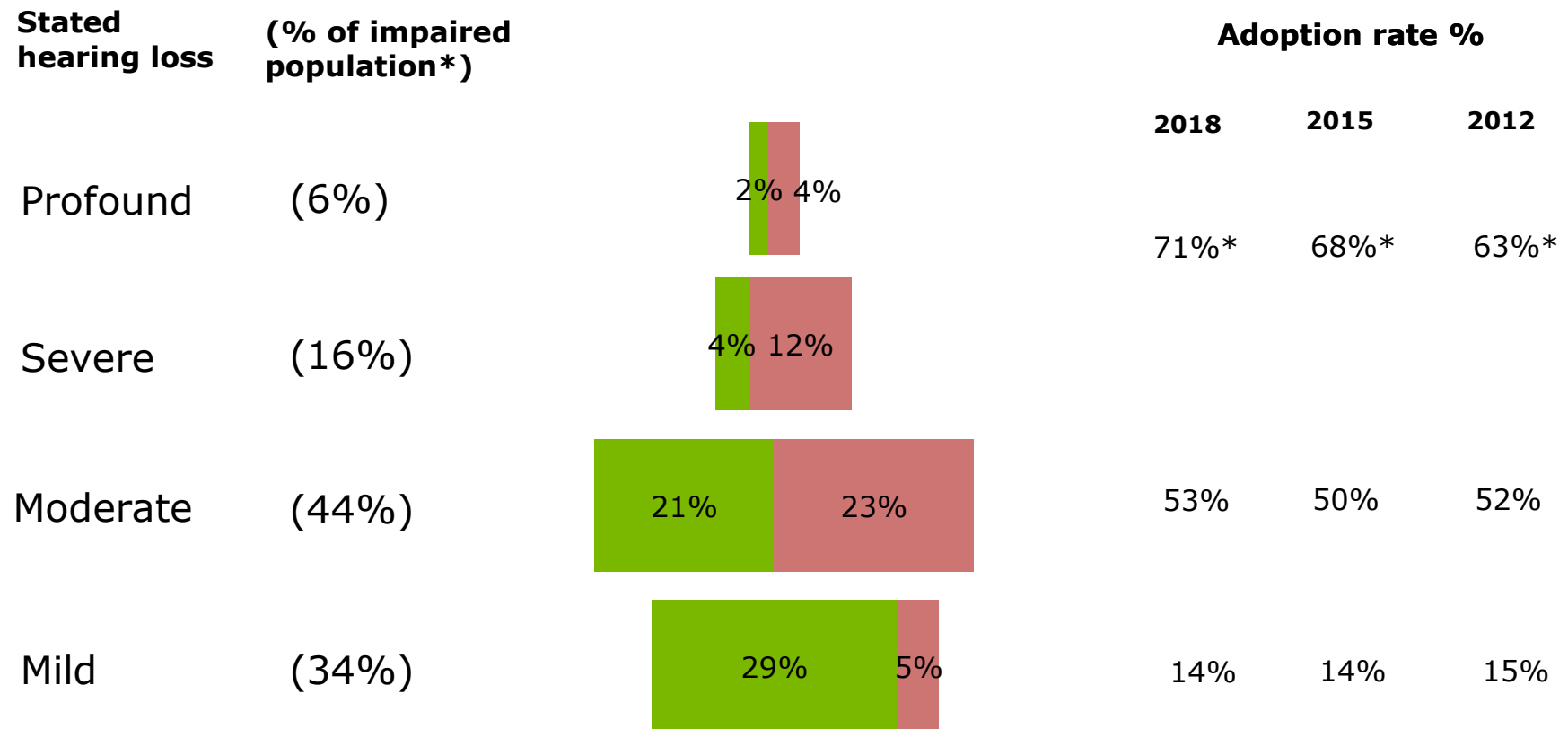


Hearing impaired, N=1'302

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



Base: n=1'302

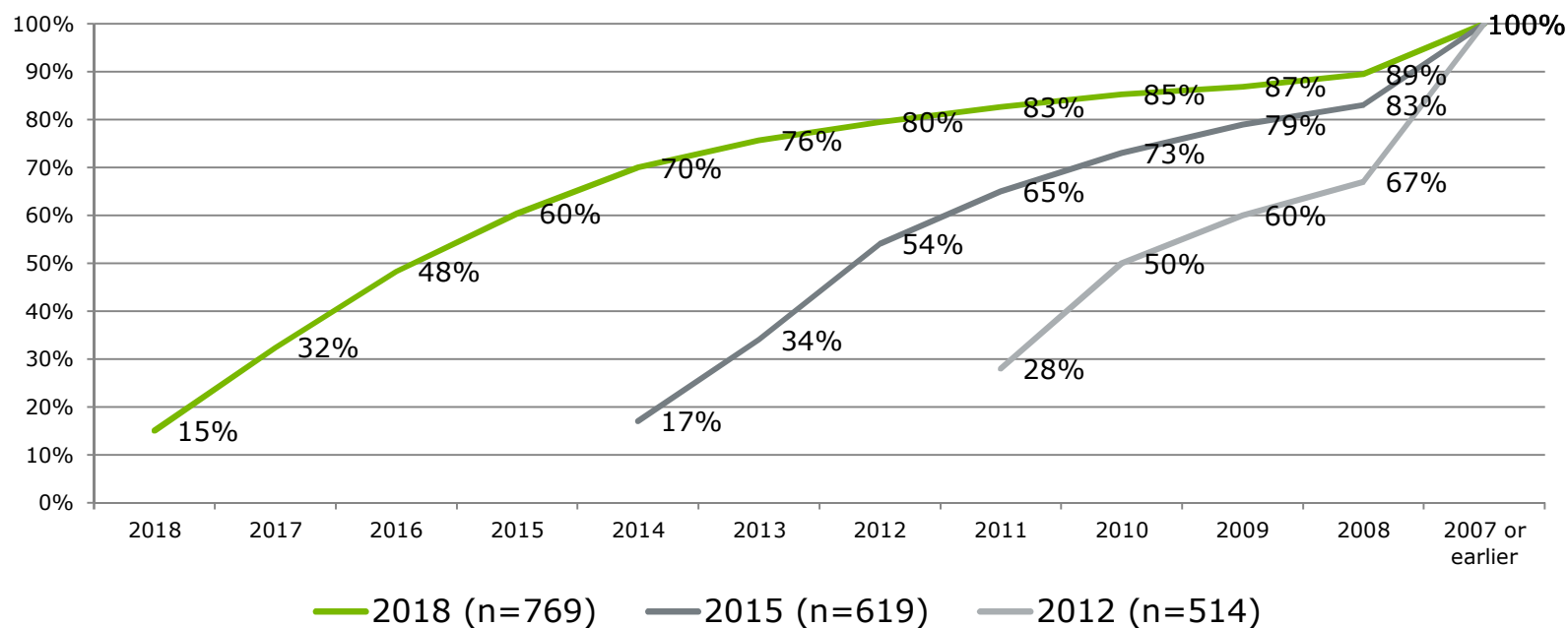
Sums can differ from 100% due to rounding

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

■ No hearing aid
■ Hearing aid

60% of the currently owned HAs were fitted in 2015 or later

Year of purchase



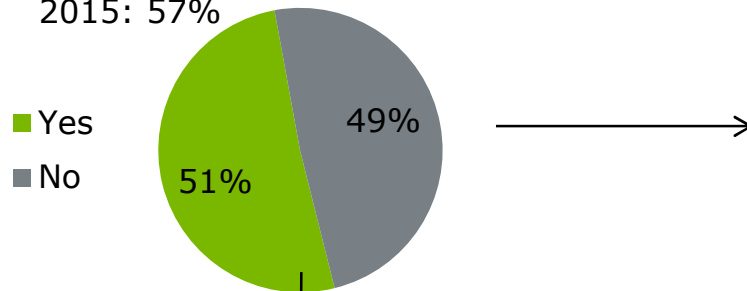
Age of currently owned HAs (Mean):
2018: 4.1 years
2015: 3.8 years
2012: 3.1 years



On average 2-3 years pass between becoming aware of the hearing loss and the purchase of hearing aids. Hearing aids are used for 6 years before they are being replaced.

Current HAs = first HAs?

2015: 57%



■ Yes
■ No

HA-owner, n=784

How many years did you own your previous HAs?

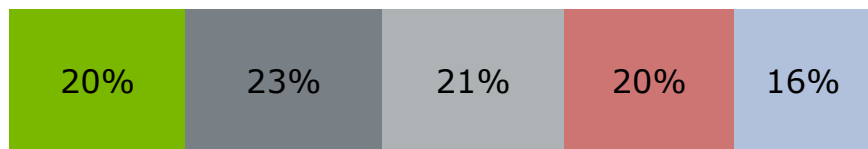


■ 1-3 years ■ 4-6 years ■ 7-10 years ■ 11 years or longer

Base: n=377

Age of HA before it has been replaced:
2018: 6 years (median)
2015: 6 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?



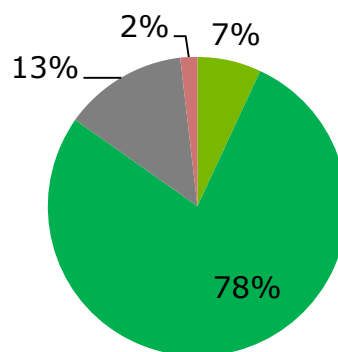
■ 1 year ■ 2 years ■ 3 years ■ 4-6 years ■ more than 6 years

Base: n=346



85% of the hearing aid owners received some kind of 3rd party reimbursement – 62% of the non owners know that they would be eligible for 3rd party payment (increase since 2015)

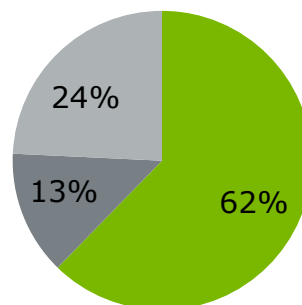
Owners: Was any part or all of your hearing aid(s) paid for by a third party ? (AHV, IV)



HA-owner, n=784

- Yes, completely (2015: 7%)
- Yes, partly (2015: 74%)
- No (2015: 14%)
- don't know (2015: 4%)

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

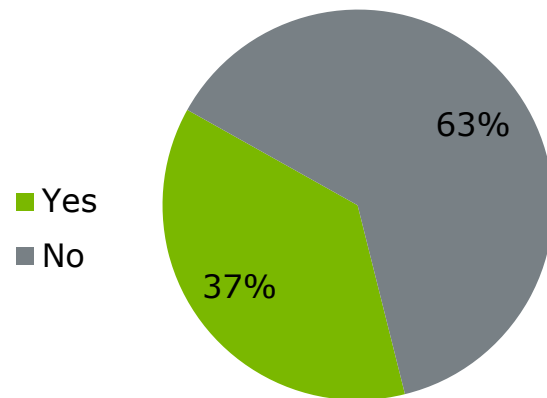


HA-non-owners, n=766

- Yes (2015: 46%)
- No (2015: 15%)
- don't know (2015: 39%)

More than 1 out of 3 HA owners think they should have gotten their HAs sooner! Main reason is missing out on social life.

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

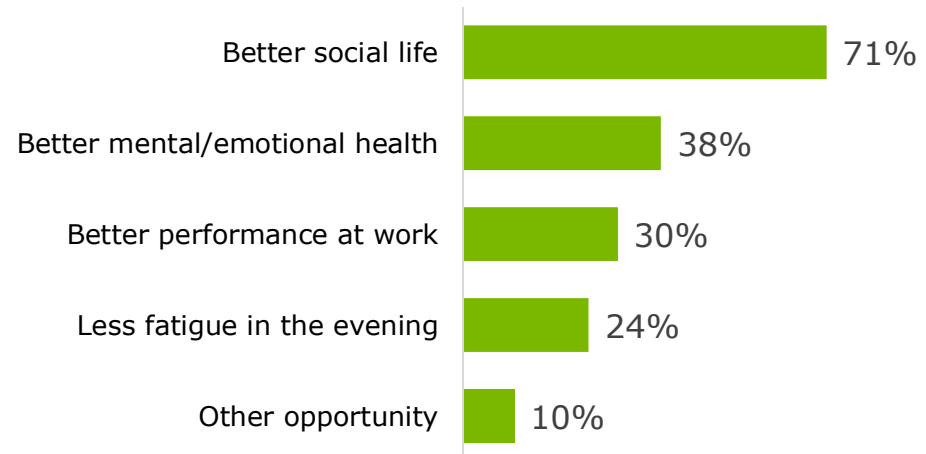


HA-owner, n=784

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

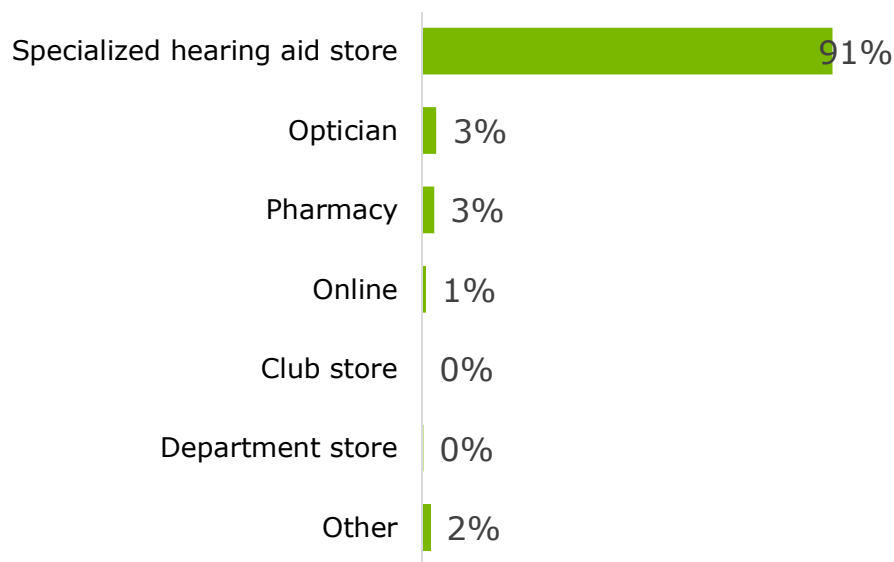


Base: n=212

Specialized hearing aid store is by far the preferred place for obtaining hearing aids (both for owners and non owners).

OWNERS:

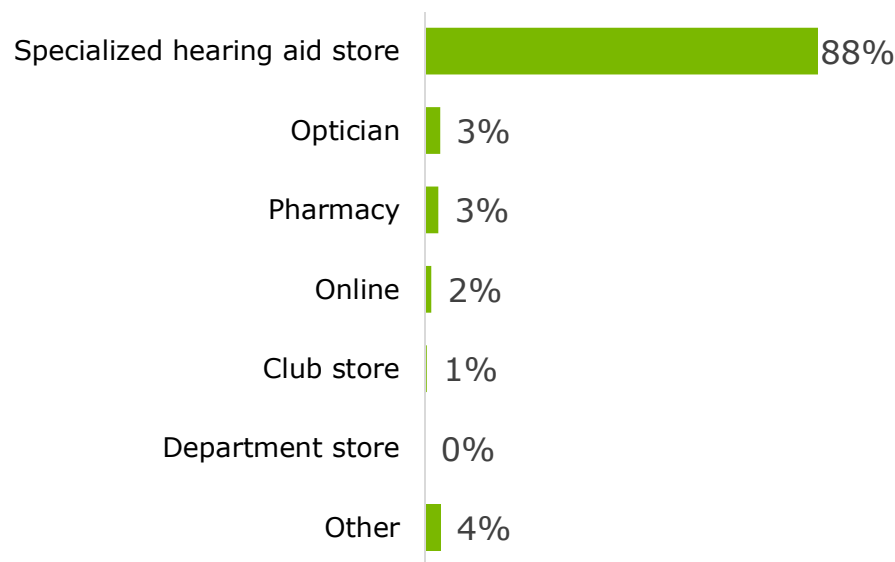
Where was your most current hearing aid obtained?



HA-owner, n=784

NON OWNERS:

If you were to get hearing aids, where would you go?

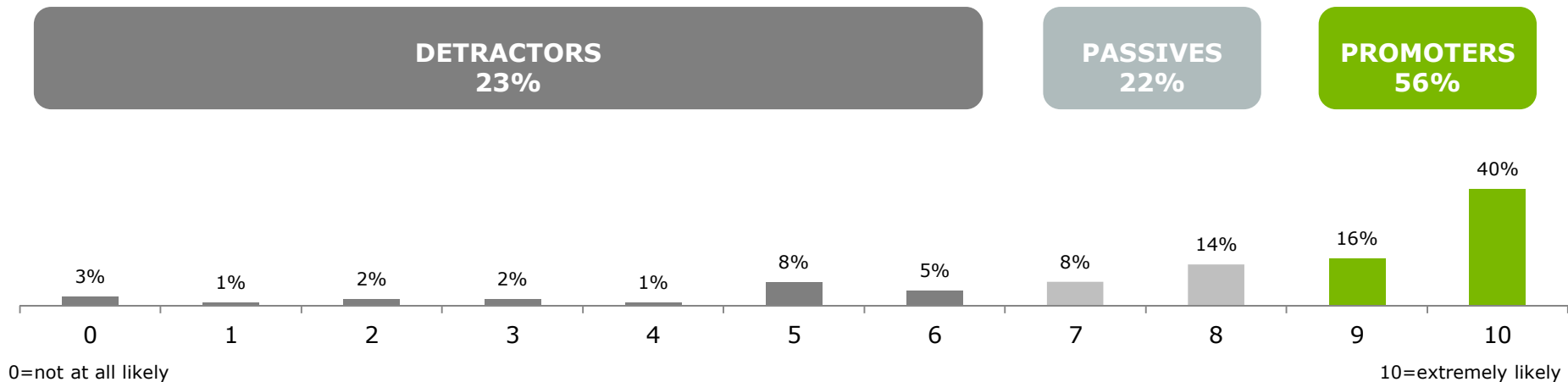


HA-non-owner, n=518



Recommendation intention of the place where the hearing aid(s) have been obtained is good, with a positive NPS score of 33.

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



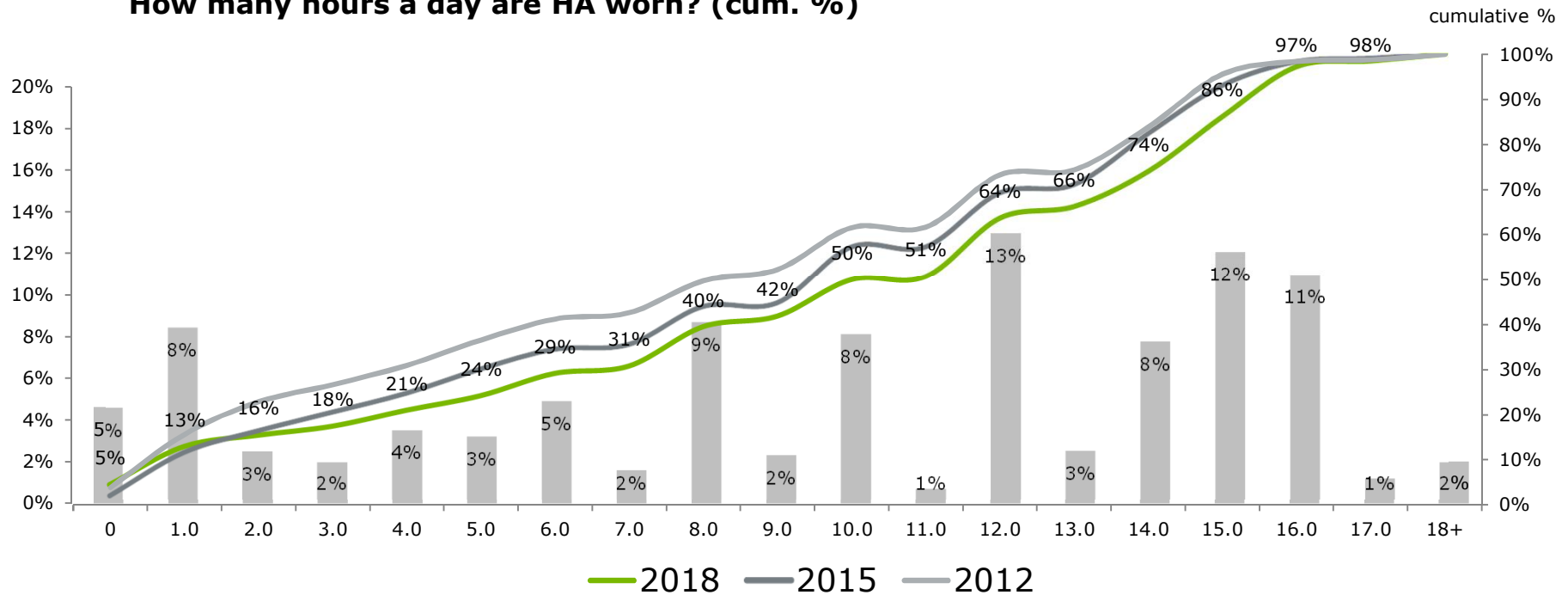
NPS = PROMOTERS – DETRACTORS = 33

HA-owner, n=784



On average, HAs are worn 9.8 hours a day

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



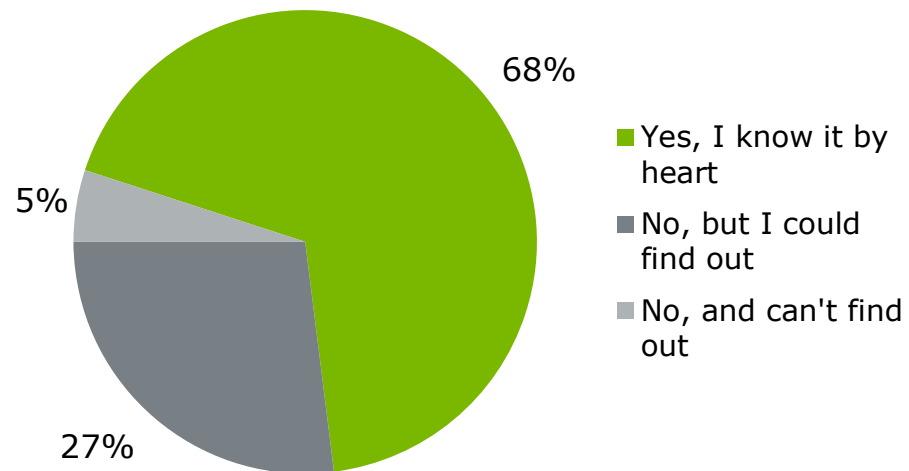
HA-owner:
 2018: n=784
 2015: n=619
 2012: n=514

HA worn:
 2018 Mean: 9.8 hours/day
 2015 Mean: 9.0 hours/day
 2012 Mean: 8.3 hours/day



68% of today's hearing aid owners are aware of their hearing aid brand.

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



Base: N=784

25% of the HA owners use an accessory for their hearing aids.
75% 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=784)



Do you personally use accessories for your hearing aids (TV-Streamer/ Apps / Remote Control / etc.) ? (HA owners, n= 784)



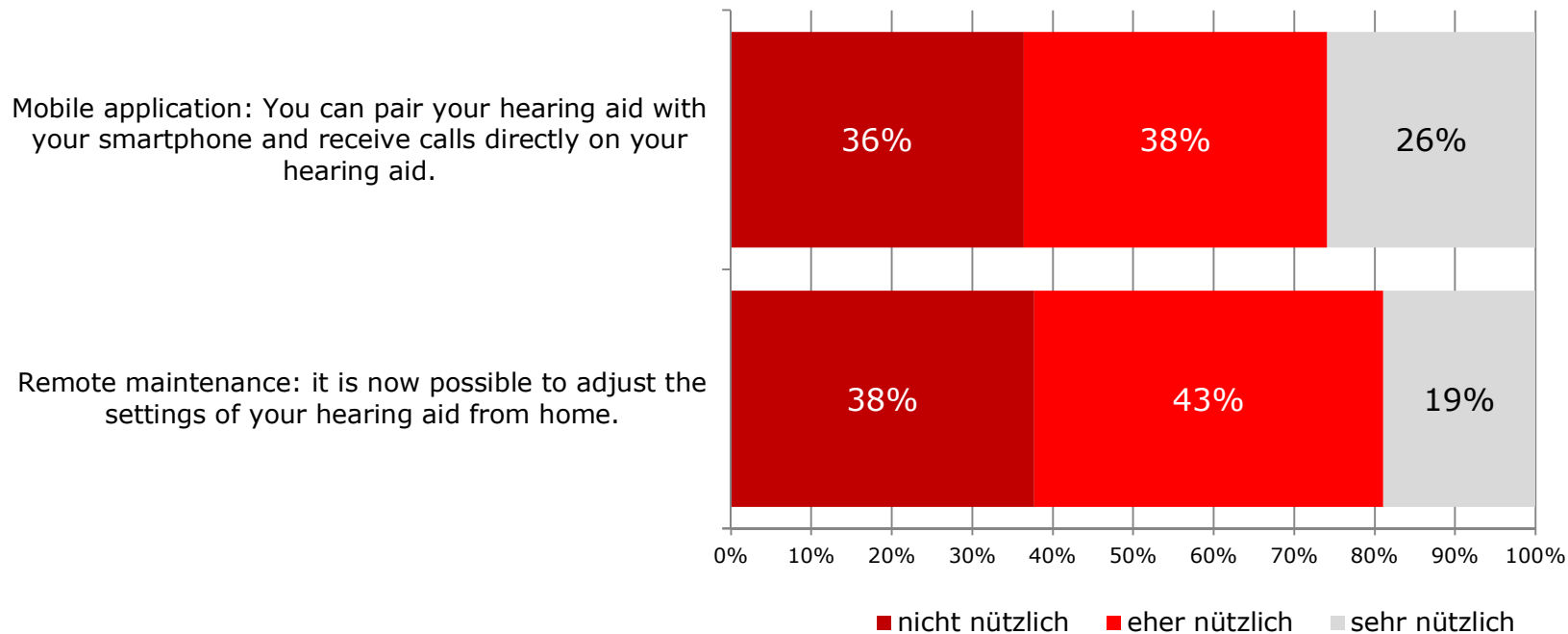
IF ACCESSORIES USED (n=203):

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



Wireless technologies are considered rather or very useful by 2 out of 3 hearing aid owners

There are new opportunities for hearing aids in the context of new wireless technologies. How do you assess the following new applications of this technology?*



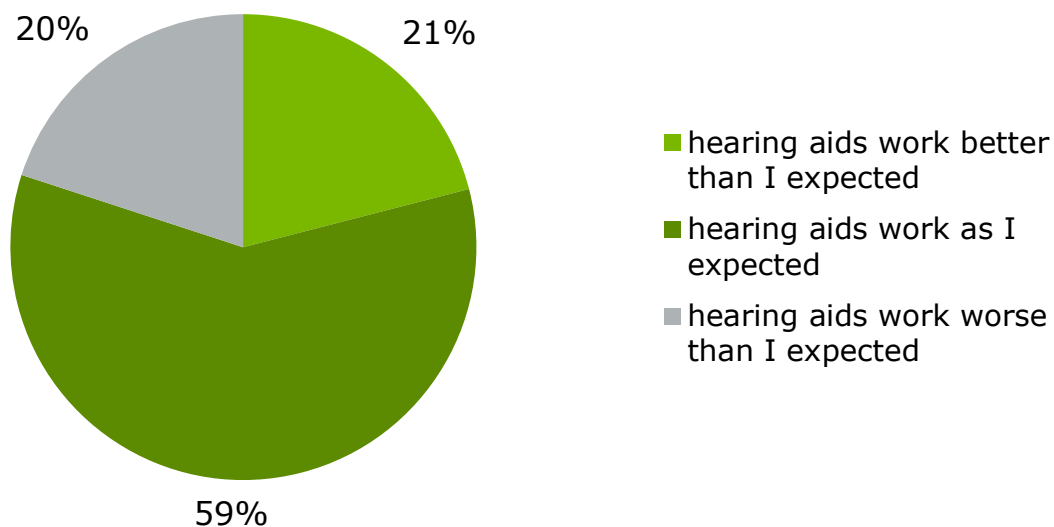
Base: N=784

* *Switzerland-specific questions*

Satisfaction with hearing aids and drivers

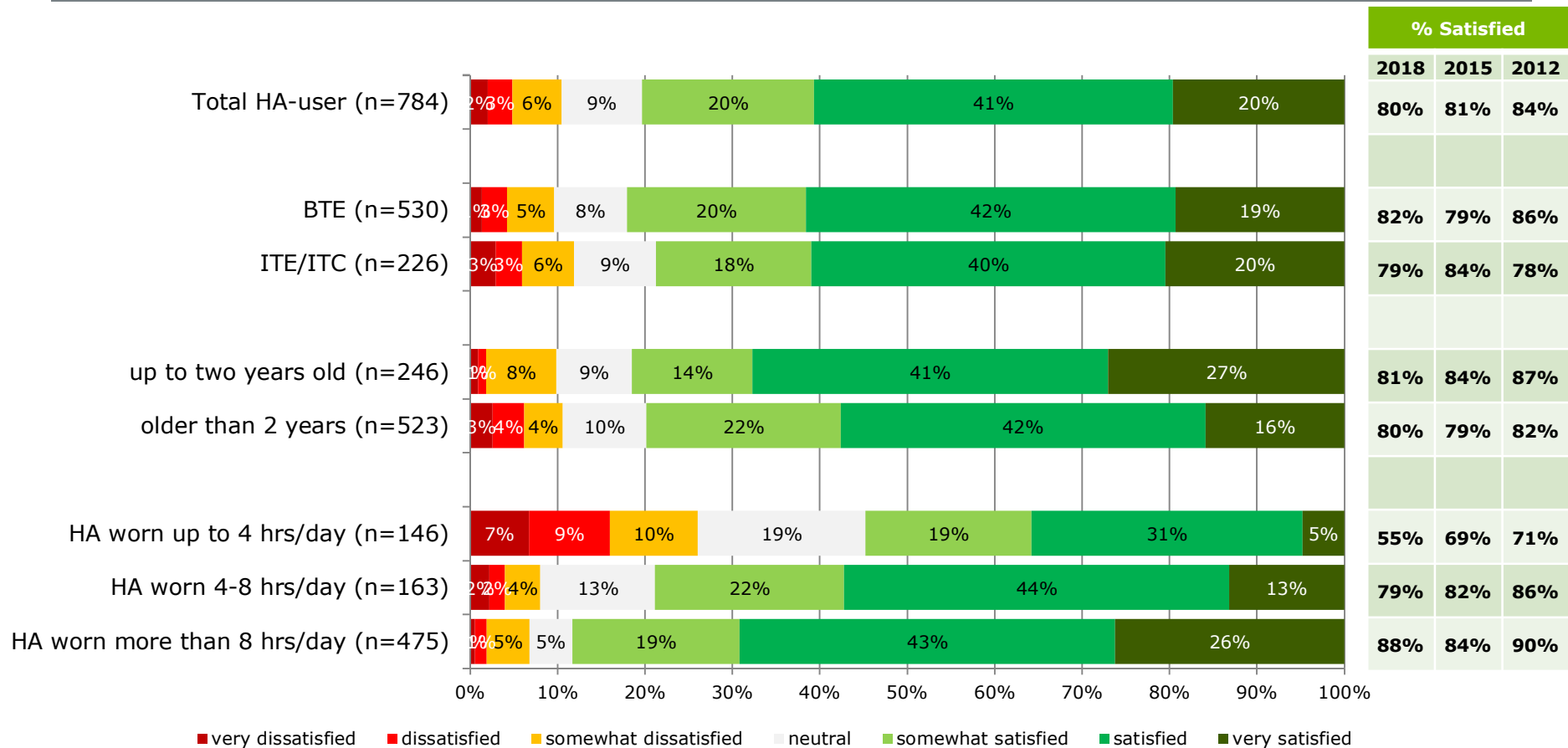
80% of the hearing aid owners say their hearing aid works better than or as expected

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



Base: N=784

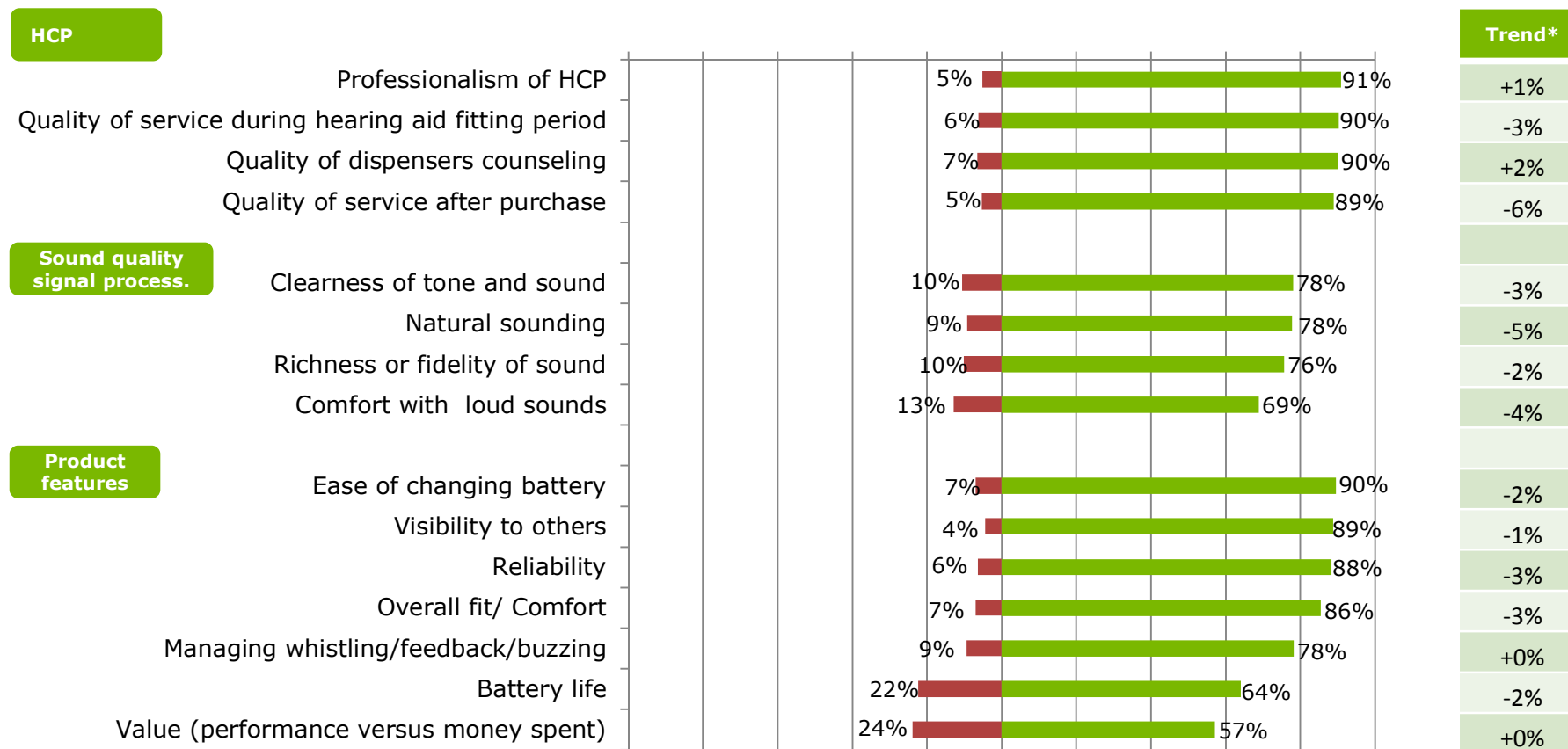
Overall satisfaction with HA stays on a high level with 80% of the users being satisfied



Overall Satisfaction with HA: Country comparison

	UK	Bel- gium	Nether- lands	Poland	France	Switzer- land	Den- mark	Norway	Italy	Japan
Overall satisfaction 2012	72%	-	-	-	80%	84%	70%	72%	70%	36%
Overall satisfaction 2015/16/17	70%	80%	73%	80%	84%	81%	71%	-	79%	39%
Overall satisfaction 2018	74%				82%	80%			81%	38%

Satisfaction with current hearing aids I



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

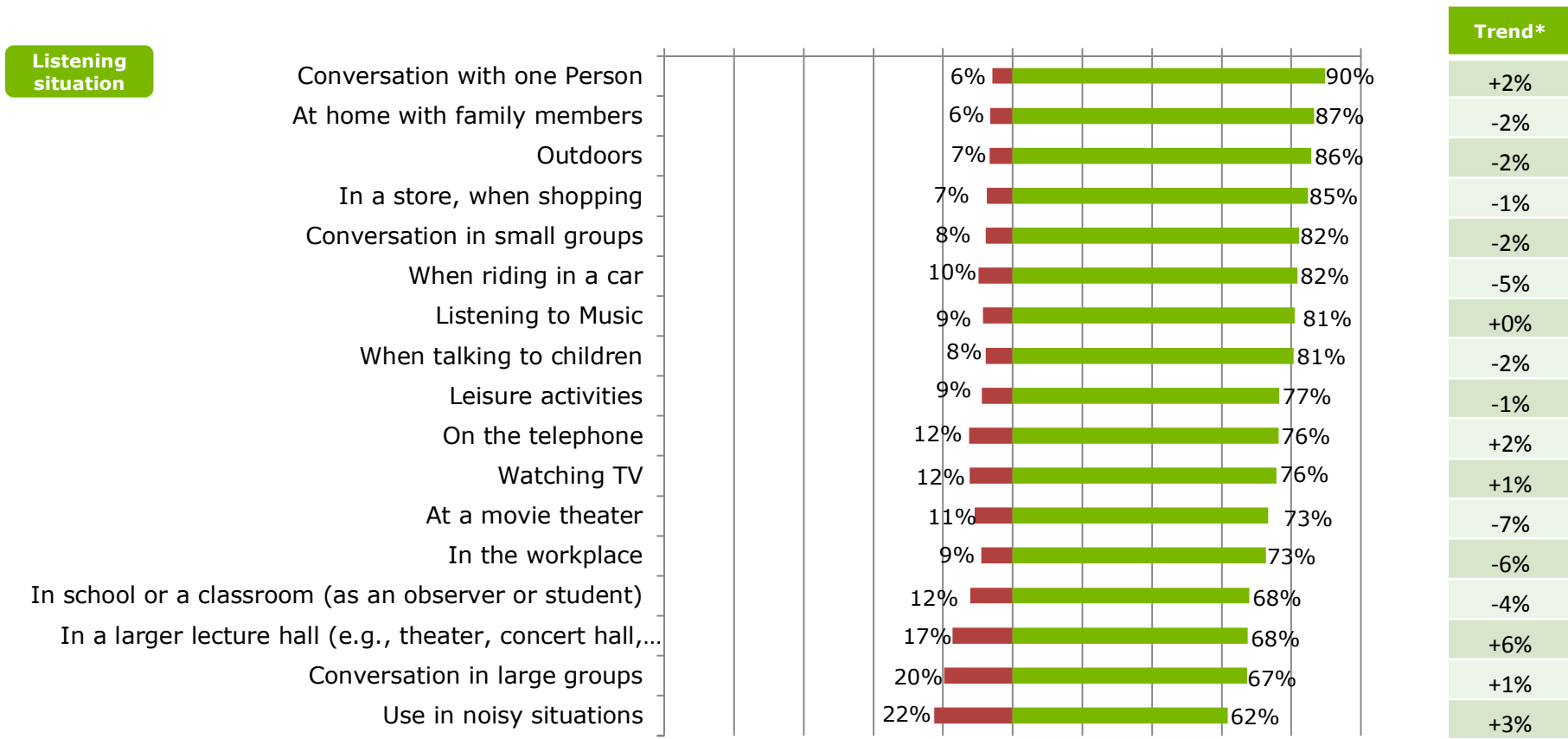
* % of satisfied HA owners compared to EuroTrak 2015

■ dissatisfied ■ satisfied

HA-owner, n=784



Satisfaction with current hearing aids II



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

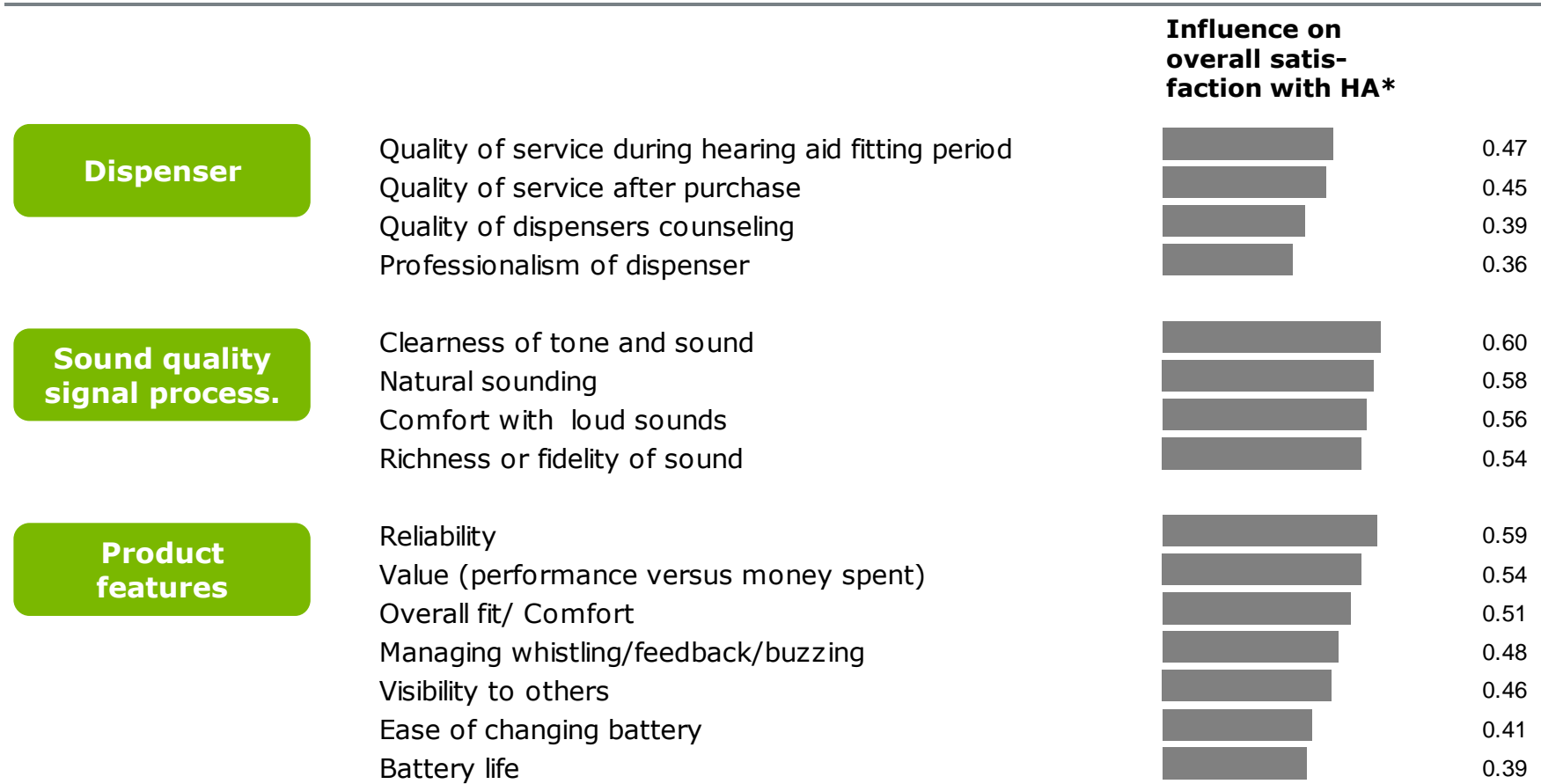
* % of satisfied HA owners compared to EuroTrak 2015

■ dissatisfied ■ satisfied

HA-owner, n=784



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

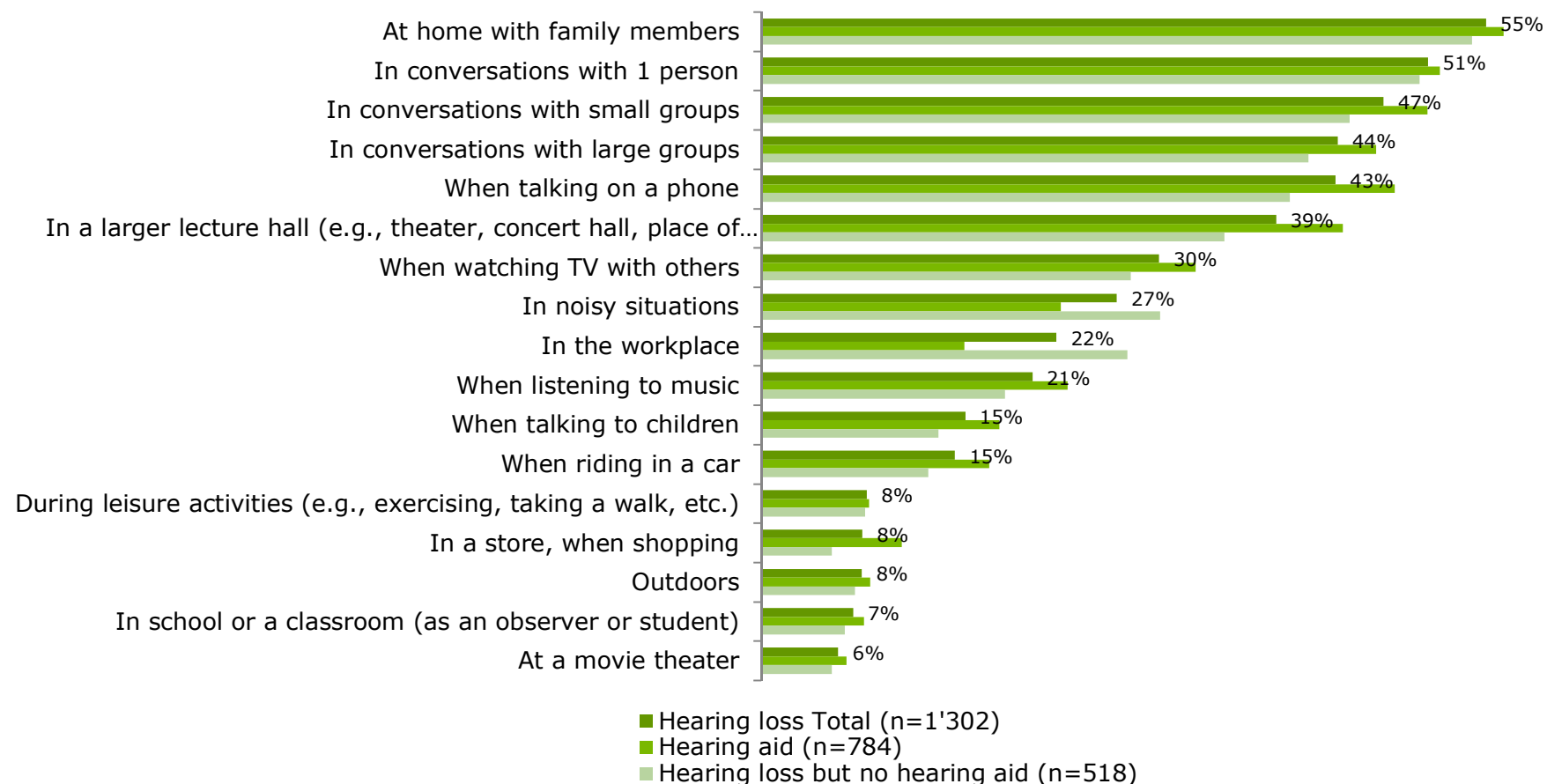


*The Influence has been calculated with a correlation: 0 means no relation between a criterion and overall satisfaction ; 1 means a maximal relationship. **Read:** Clearness of tone and sound is the most important criterion for satisfaction.



Important listening situations

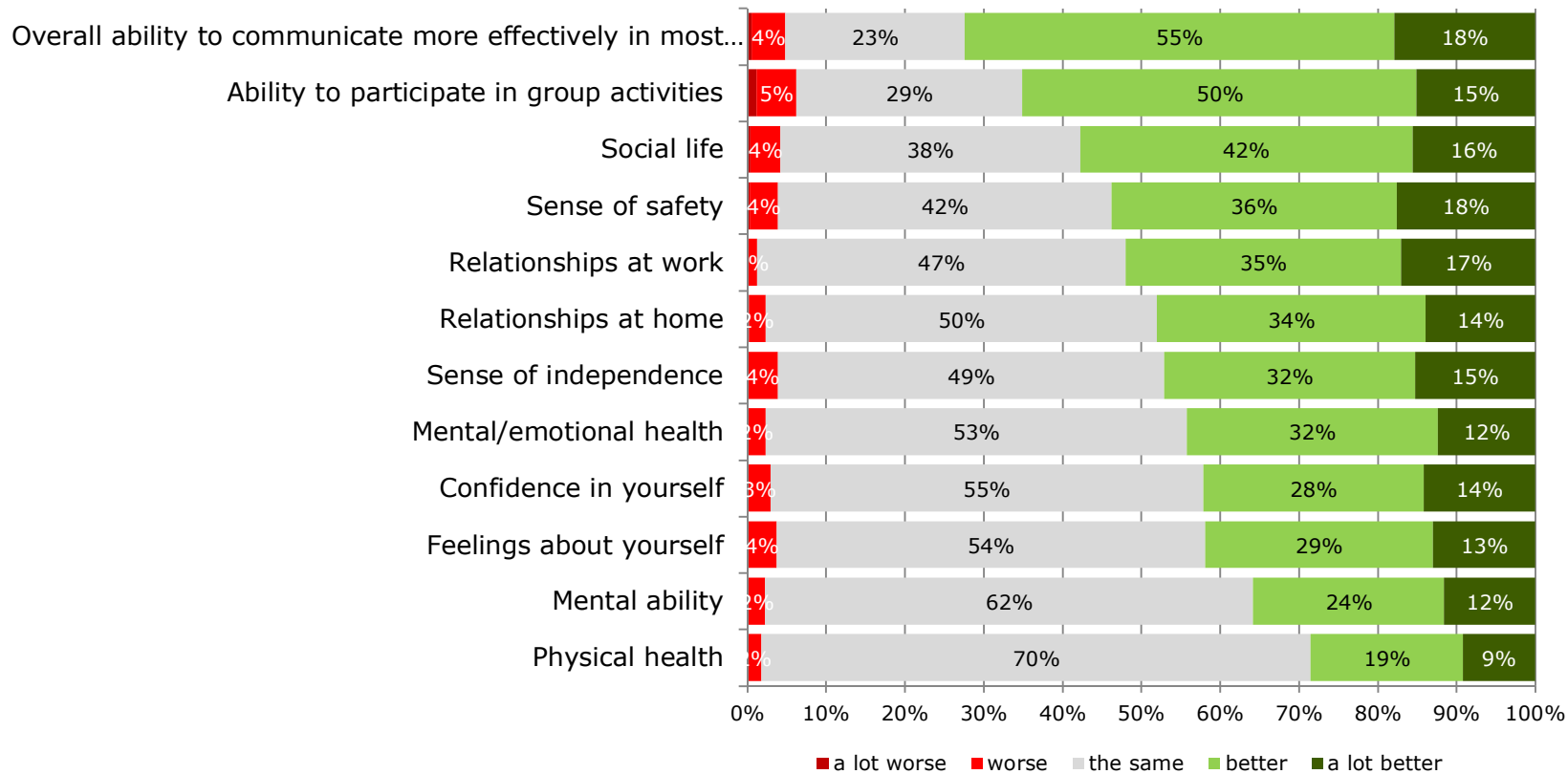
**In which of these situations is it most important for you to hear well?
(choose up to 5)**



Positive impact of hearing aids, quality of life

Significant positive impact of HAs on different aspects: Especially communication effectiveness, participating in group activities, social life, sense of safety and relationships at work improve with hearing aids.

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

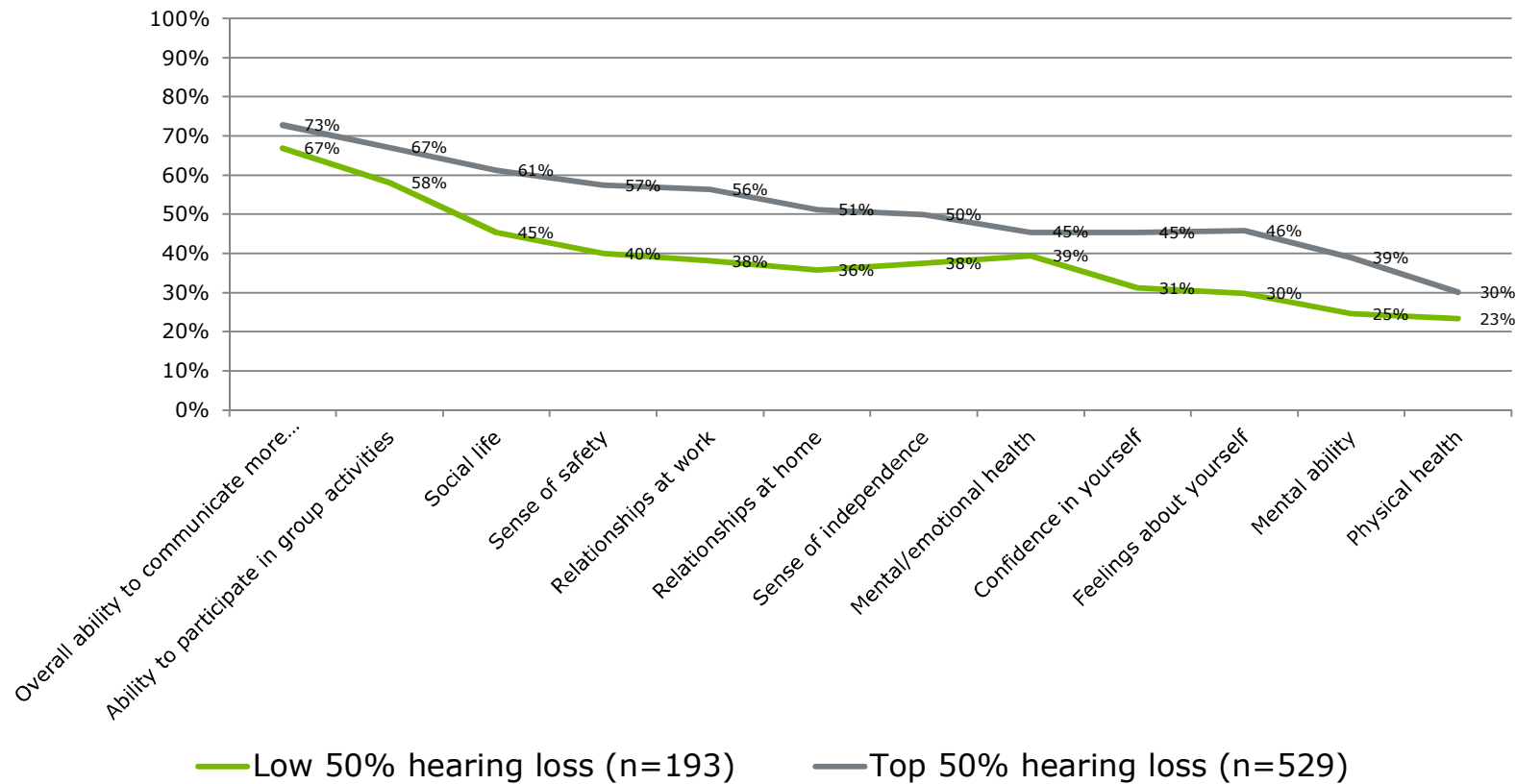


HA-owner, n=784



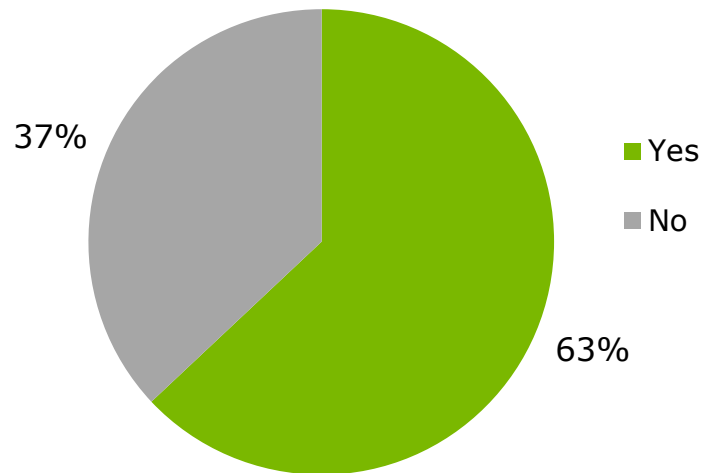
Impact of HAs is perceived more positive by patients with a Top 50% hearing loss in all aspects

% of HA owners feeling better/a lot better



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

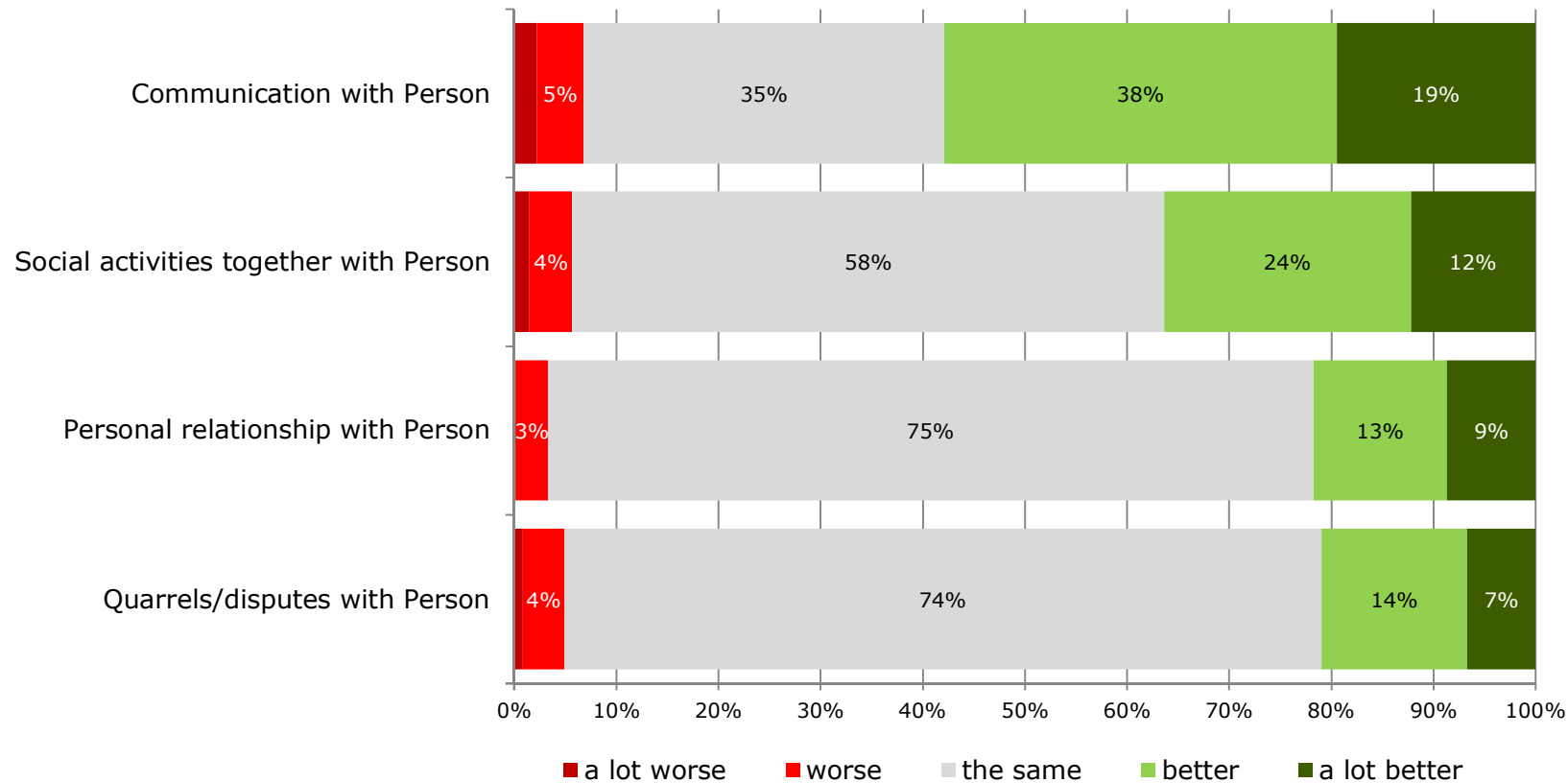
Since wearing a hearing aid, do you feel more confident moving in a city, e.g. because you hear traffic signals/vehicles approaching?



Base: N=784

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?

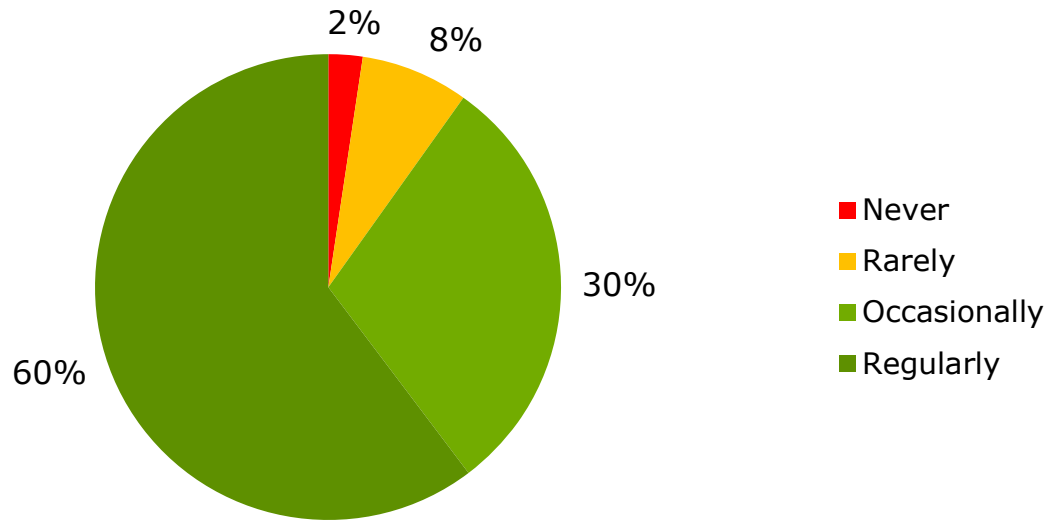


Someone in HH / parent has HA, n=521



98% 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=784

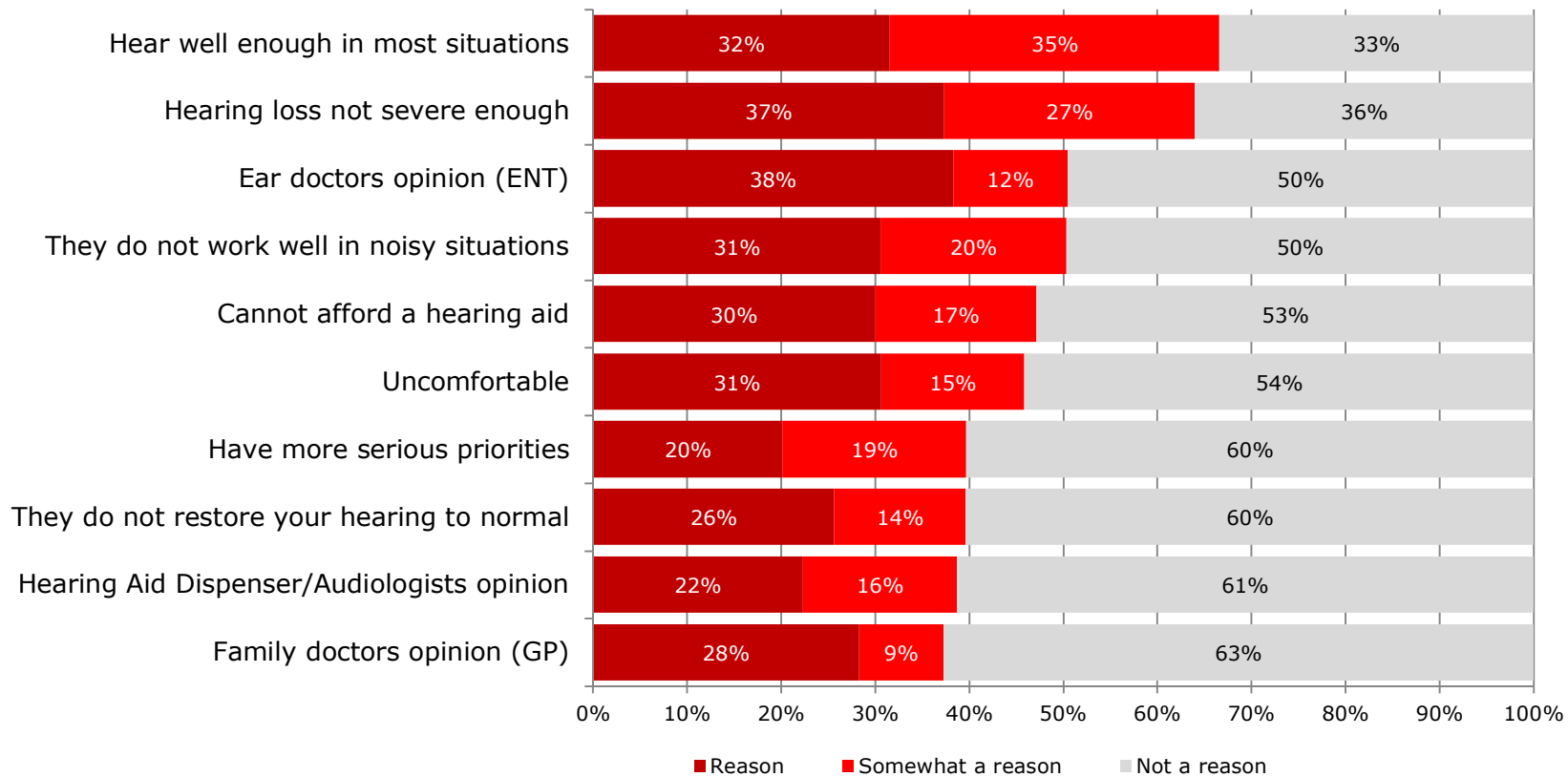
4. Analysis of hearing impaired non-owners

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 2018: n=784	HA-Non-owner Low 50% HL n=308	HA Non-owner Top 50% HL n=114
Ears impaired			
Unilateral loss	13%	44%	29%
Bilateral loss	87%	56%	71%
Perceived loss		More similar hearing loss- structure	
Mild	11%	61%	22%
Moderate	53%	32%	53%
Severe	28%	4%	16%
Profound	8%	3%	9%

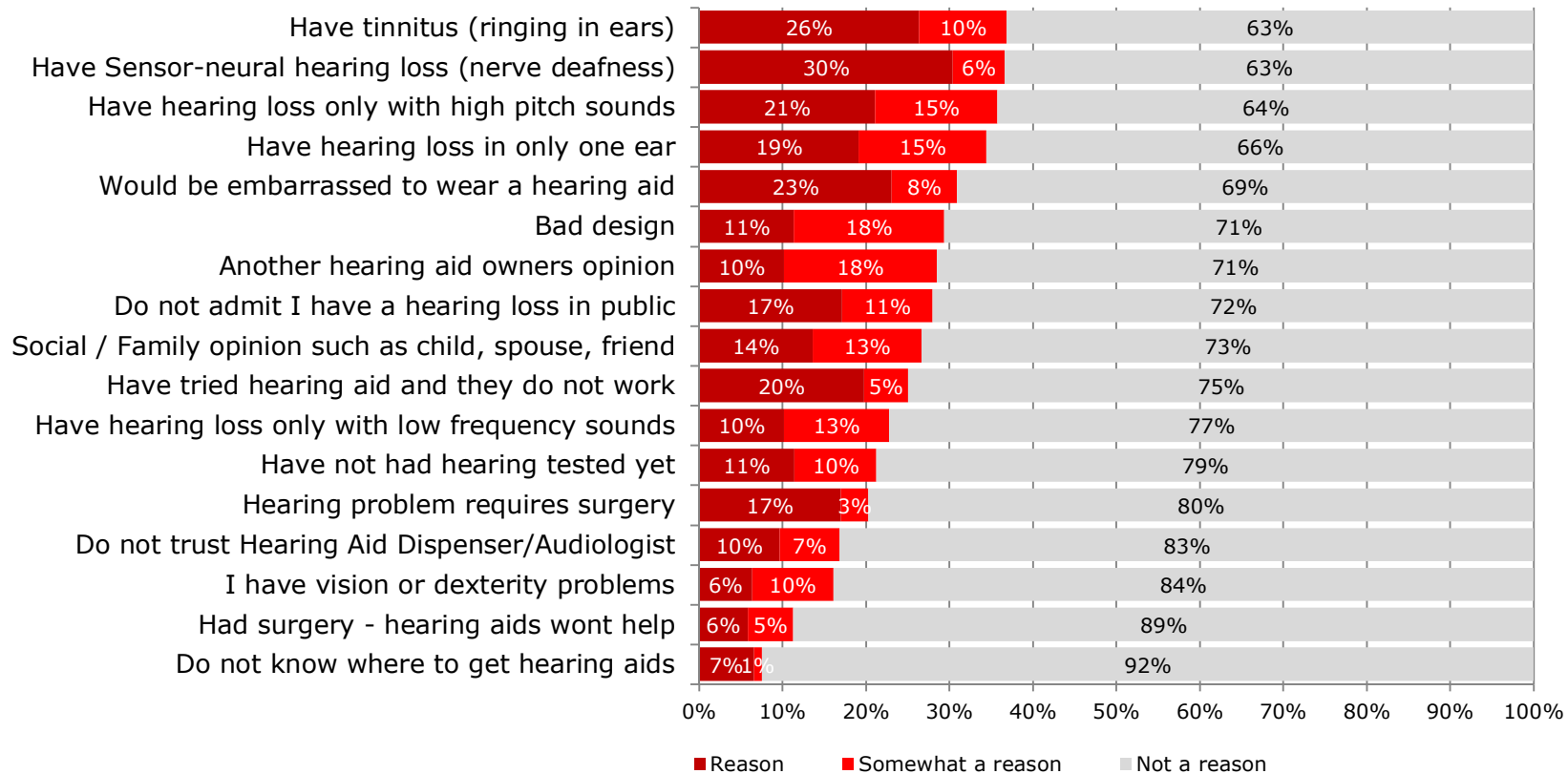
Top 10 reasons for not having a hearing aid (I/II)



Base: non owners Top 50% HL: n=114



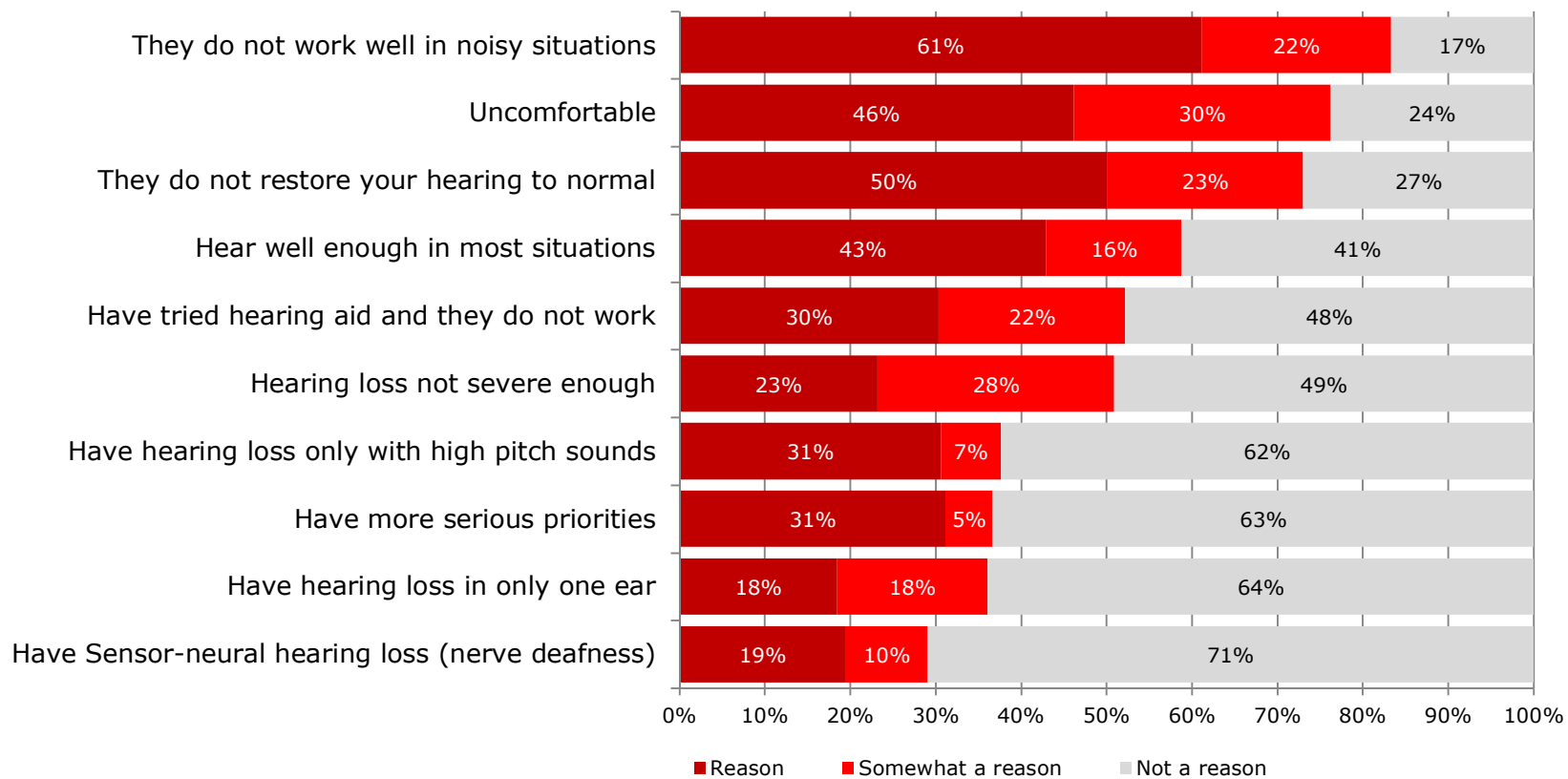
Less important reasons for not having a hearing aid (II/II)



Base: non owners Top 50% HL: n=114



Top 10 reasons for HA owners NOT using them



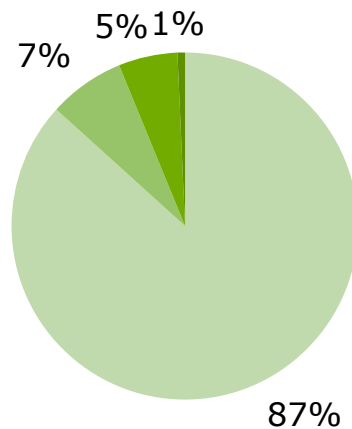
Owners who don't use, n=40 (low sample!)



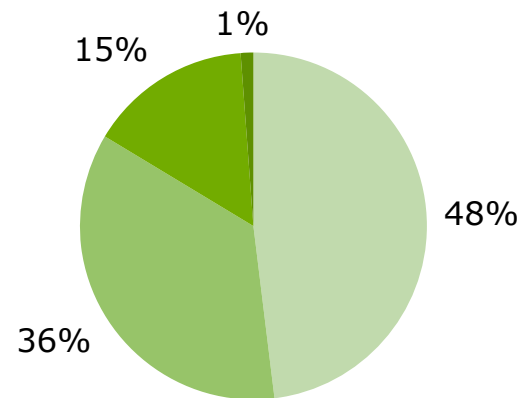
Social rejection because of hearing loss compared to the acceptance of hearing aids

87% 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 aids.

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?



■ Never
■ Rarely
■ Occasionally
■ Regularly

Base: N=784

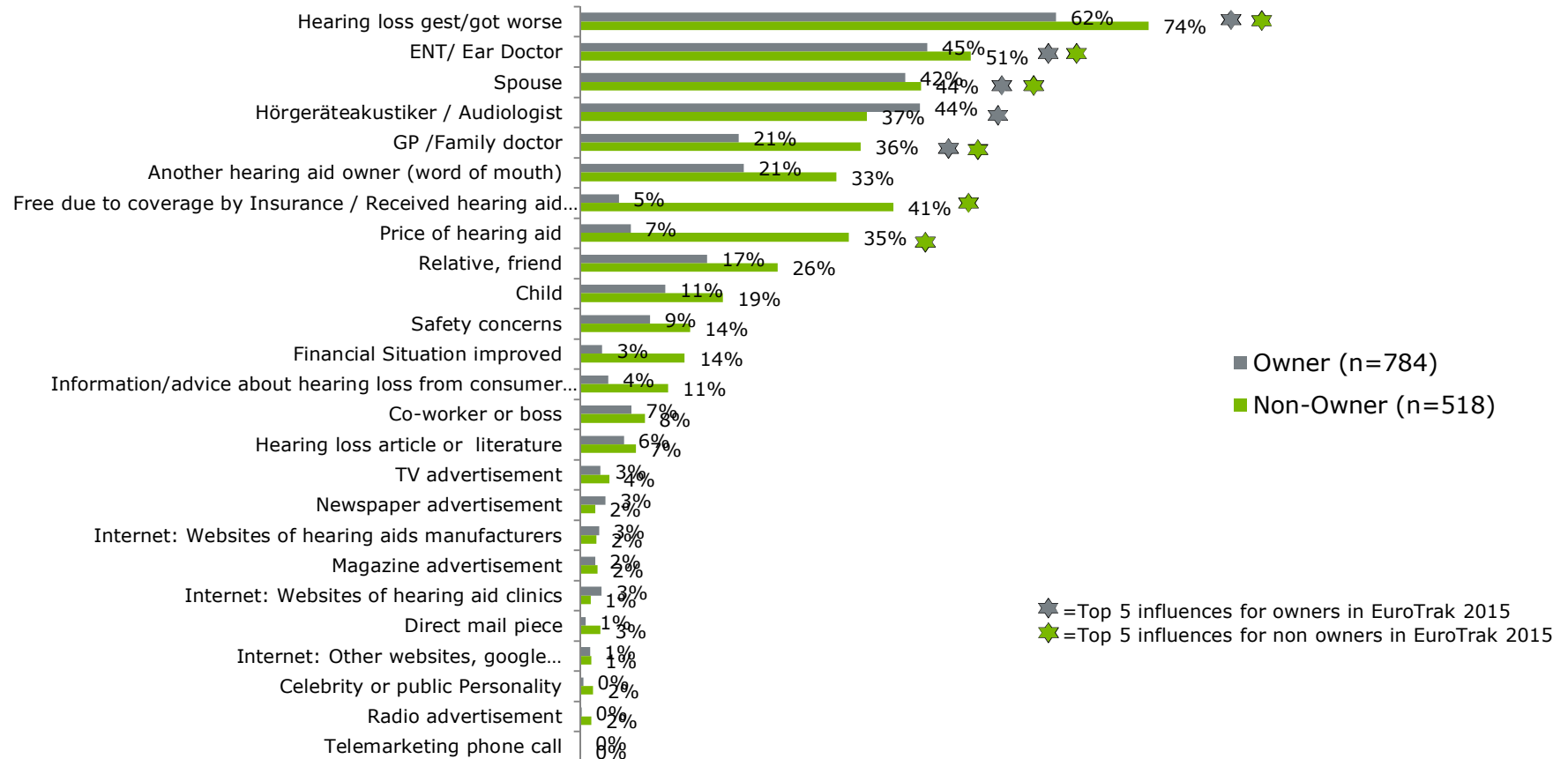
Base: Top 50% hearing loss, no hearing aid N=114

Most important triggers to buy

The most important influencing factors are worsening hearing loss, ENT, GP and significant others (and: price for non owners)

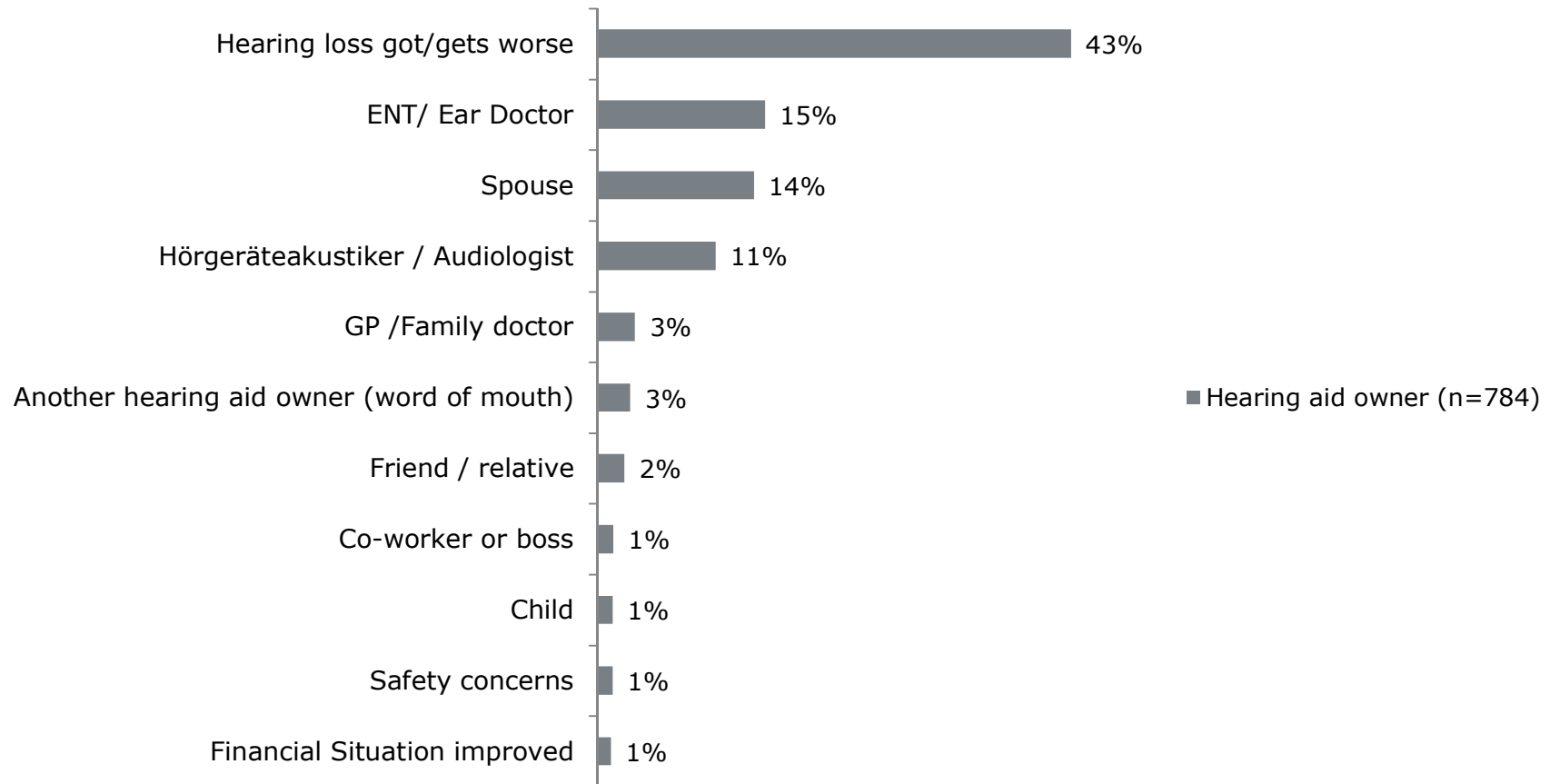
Non-owner: Think about the option to obtain / purchase a hearing aid. What do you think would influence you to obtain / purchase a hearing aid ?

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



The most important triggers to buy a hearing aid are worsening hearing loss, the ENT, spouse and the audiologist.

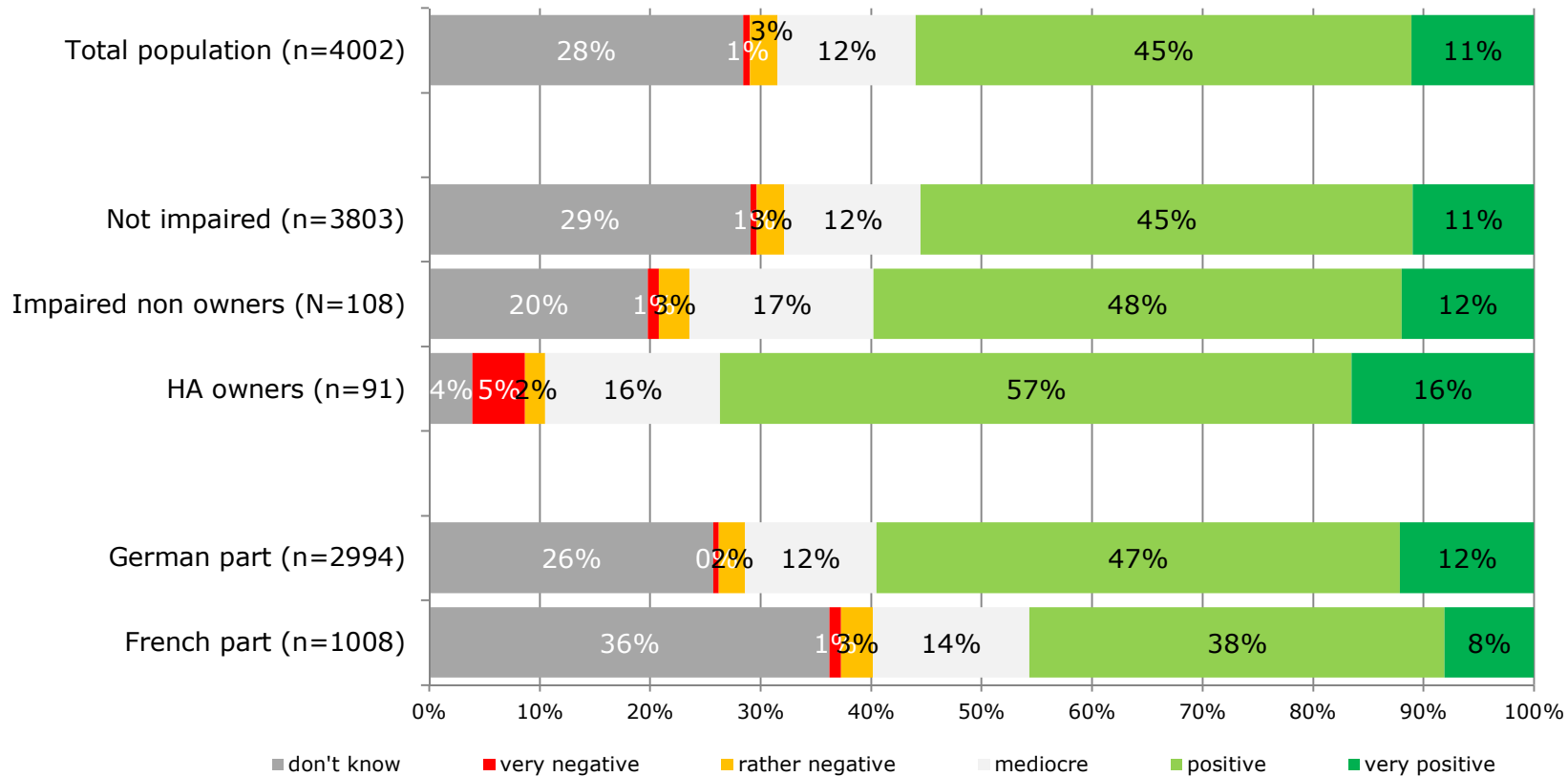
What made you finally decide to get your actual hearing aid(s)?



5. Switzerland-specific questions

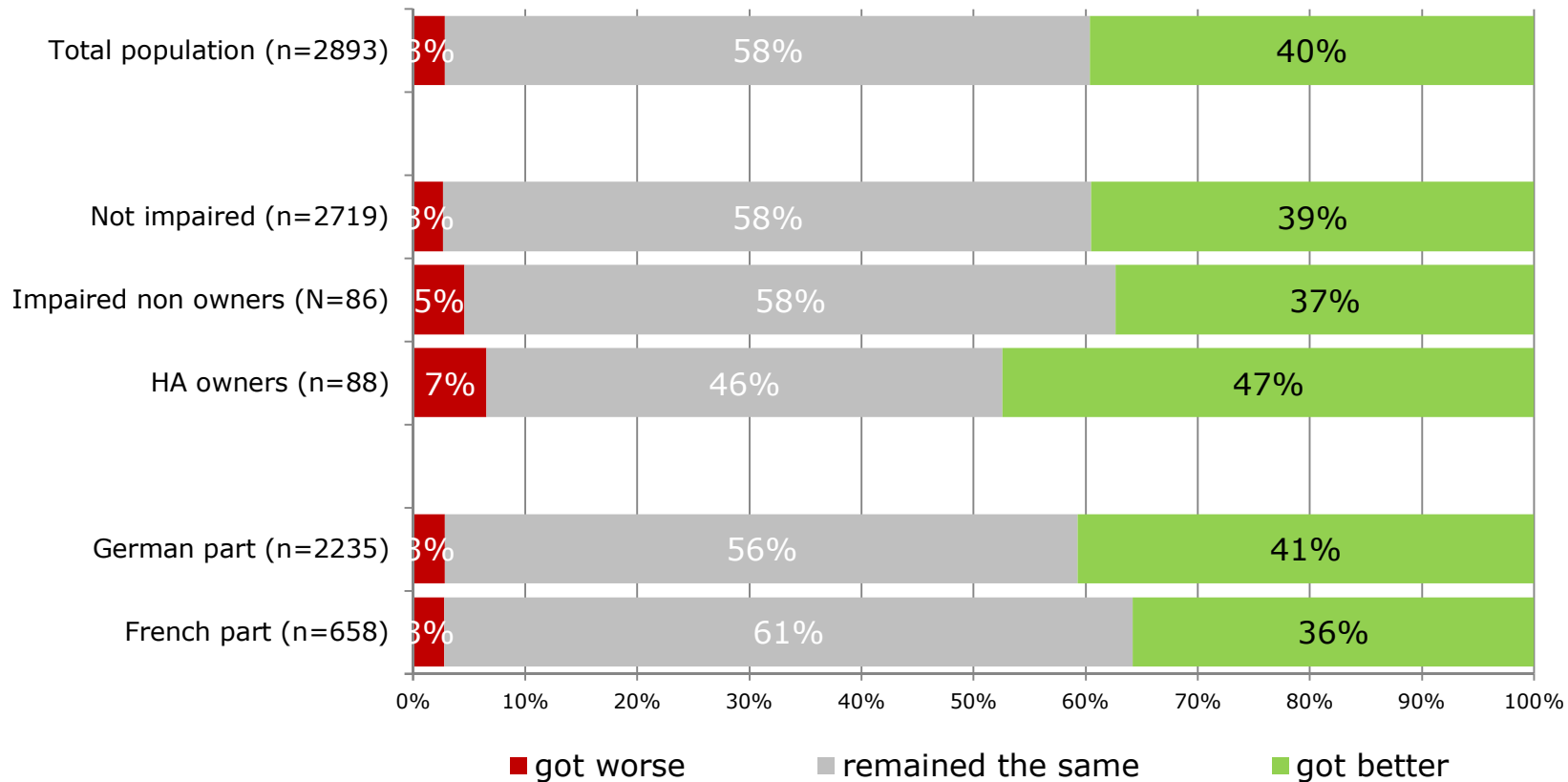
Only 4% of the people in Switzerland have a negative image of the hearing healthcare industry

What is your overall image of the hearing healthcare industry in Switzerland?



40% state that the overall image of the hearing healthcare industry in Switzerland got better

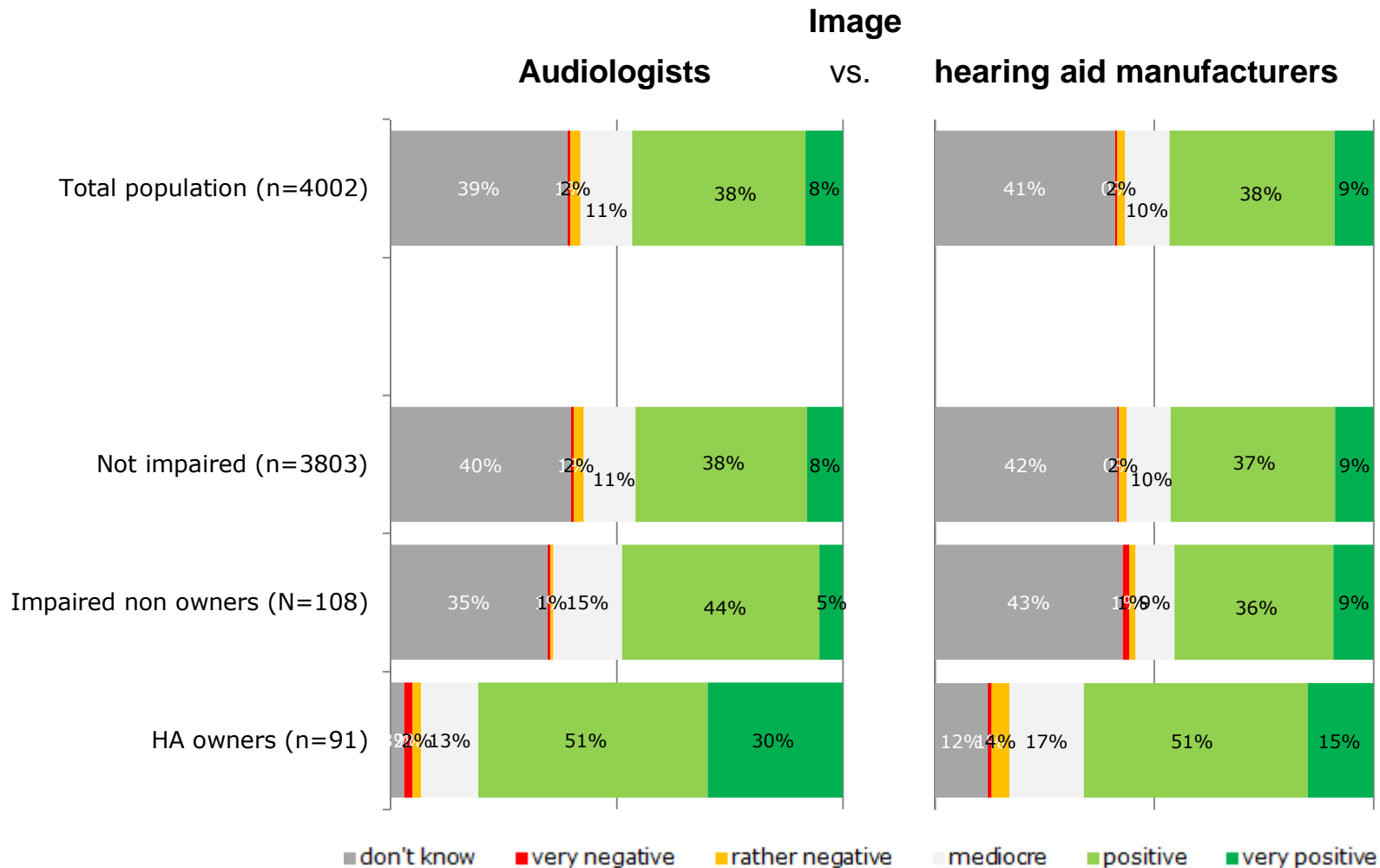
How did the overall image of the hearing healthcare industry in Switzerland change in the last few years?



Reasons image got worse (open ended question)

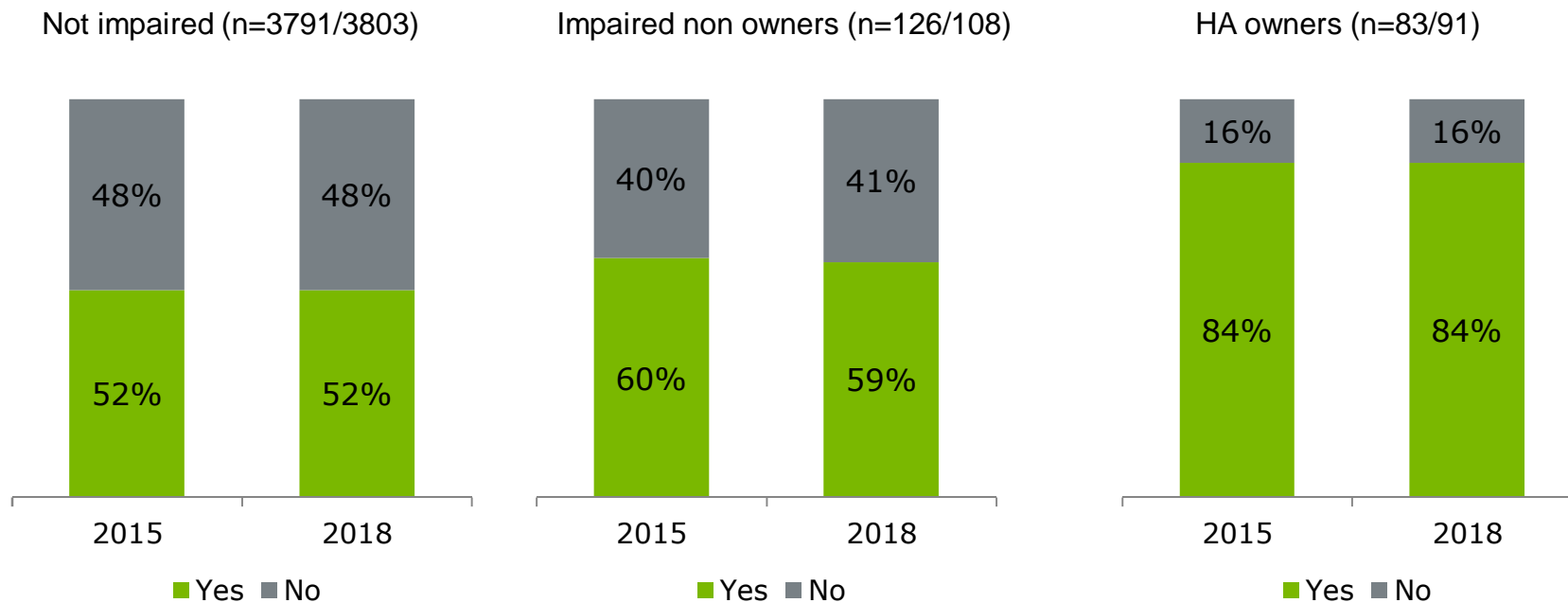


The image of the audiologists is better than the image of the manufacturers among HA owners (general population rates those 2 groups equally)



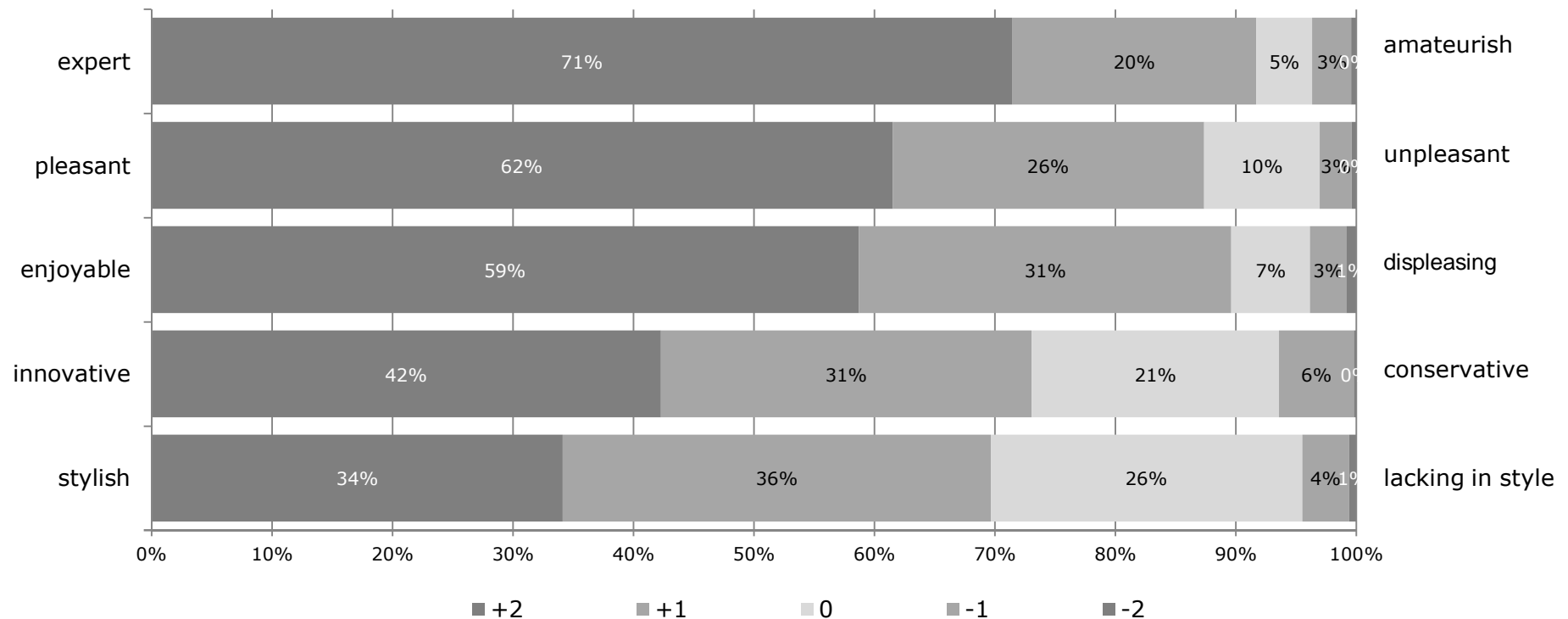
Around 50% of the non owners are not aware of the distinction between audiologists and hearing aid manufacturers

Were you aware of the distinction between audiologists and hearing aid manufacturers?



Characteristics of HCPs are considered positive, especially expertise and being likeable and pleasant

Below are 5 pairs of attributes. Please enter in each case how you perceived your hearing care professional.



Base: N=784



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APPENDIX

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 of an interval ± 3.1 around 15% - which means between 11.9% and 18.1% (Conservative assumption: 95% confidence level)

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

Demographics (1) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

		Count	Hearing difficulty	Hearing aid adoption rate % (Base=hearing impaired)	No hearing loss	Hearing loss but no hearing aid	Hearing aid
GENDER							
	Male	7'244	8.4%	42.7%	49.2%	55.1%	52.9%
	Female	7'367	7.0%	44.9%	50.8%	44.9%	47.1%
Age							
	1 - 14	2'186	0.7%	55.9%	16.1%	1.1%	1.8%
	15 - 24	1'585	1.2%	22.8%	11.6%	2.4%	0.9%
	25 - 34	2'018	2.2%	29.2%	14.6%	4.9%	2.6%
	35 - 44	2'037	3.1%	17.6%	14.6%	8.2%	2.3%
	45 - 54	2'250	5.1%	15.8%	15.8%	15.3%	3.7%
	55 - 64	1'866	9.0%	39.5%	12.6%	16.1%	13.5%
	65 - 74	1'415	18.3%	46.4%	8.6%	22.0%	24.6%
	74+	1'255	34.7%	56.8%	6.1%	29.9%	50.6%
Type of household							
	single household	1'680	13.7%	49.3%	10.7%	18.5%	23.2%
	Couple, no kids	4'386	11.9%	49.7%	28.6%	41.8%	53.3%
	Couple with kid(s)	6'579	3.2%	25.5%	47.2%	25.3%	11.1%
	Single mom/dad with kid(s)	690	3.6%	25.7%	4.9%	2.9%	1.3%
	Retirement home, hospital etc.	136	41.9%	49.3%	0.6%	4.6%	5.7%
	Other	1'140	6.1%	37.9%	7.9%	6.8%	5.3%

Demographics (2) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

	Count	Hearing difficulty	Hearing aid adoption rate % (Base=hearing impaired)	No hearing loss	Hearing loss but no hearing aid	Hearing aid
Status						
The head of the household (alone or together with someone)	7'297	11.1%	43.3%	48.1%	73.3%	72.0%
The spouse of the head of the household	2'740	7.6%	45.3%	18.8%	18.2%	19.4%
Daughter/son of head of household	3'732	0.8%	36.9%	27.4%	3.0%	2.3%
Other person	841	7.8%	47.4%	5.7%	5.5%	6.4%
Employment						
Full time employed	4'758	4.4%	20.6%	40.5%	26.7%	9.0%
Part time employed	2'667	4.7%	28.7%	22.6%	14.5%	7.6%
Unemployed / not working	622	5.1%	50.6%	5.2%	2.5%	3.4%
Retired under a disability pension scheme (fully or partly)	236	9.4%	31.3%	1.9%	2.5%	1.5%
Early retired under an early retirement benefit scheme	576	19.9%	50.2%	4.1%	9.2%	12.0%
Retired (at the official retirement age)	2'242	25.8%	54.1%	14.8%	42.8%	65.4%
Student / pupil / in training	1'241	1.4%	32.4%	10.9%	1.9%	1.2%
Education						
Primarschule	441	18.9%	50.3%	3.2%	6.7%	8.8%
Sekundarschule	817	12.8%	46.4%	6.3%	9.0%	10.2%
Berufsschule	4'202	10.5%	43.9%	33.5%	39.7%	40.3%
Mittelschule	1'250	7.2%	39.5%	10.3%	8.8%	7.4%
Seminar, Technikum, HWV	1'237	9.8%	44.5%	9.9%	10.9%	11.3%
Universität, ETH, Hochschule	3'792	5.4%	42.2%	31.9%	19.1%	18.1%
Anderes	601	9.1%	34.2%	4.9%	5.8%	3.9%