

Results

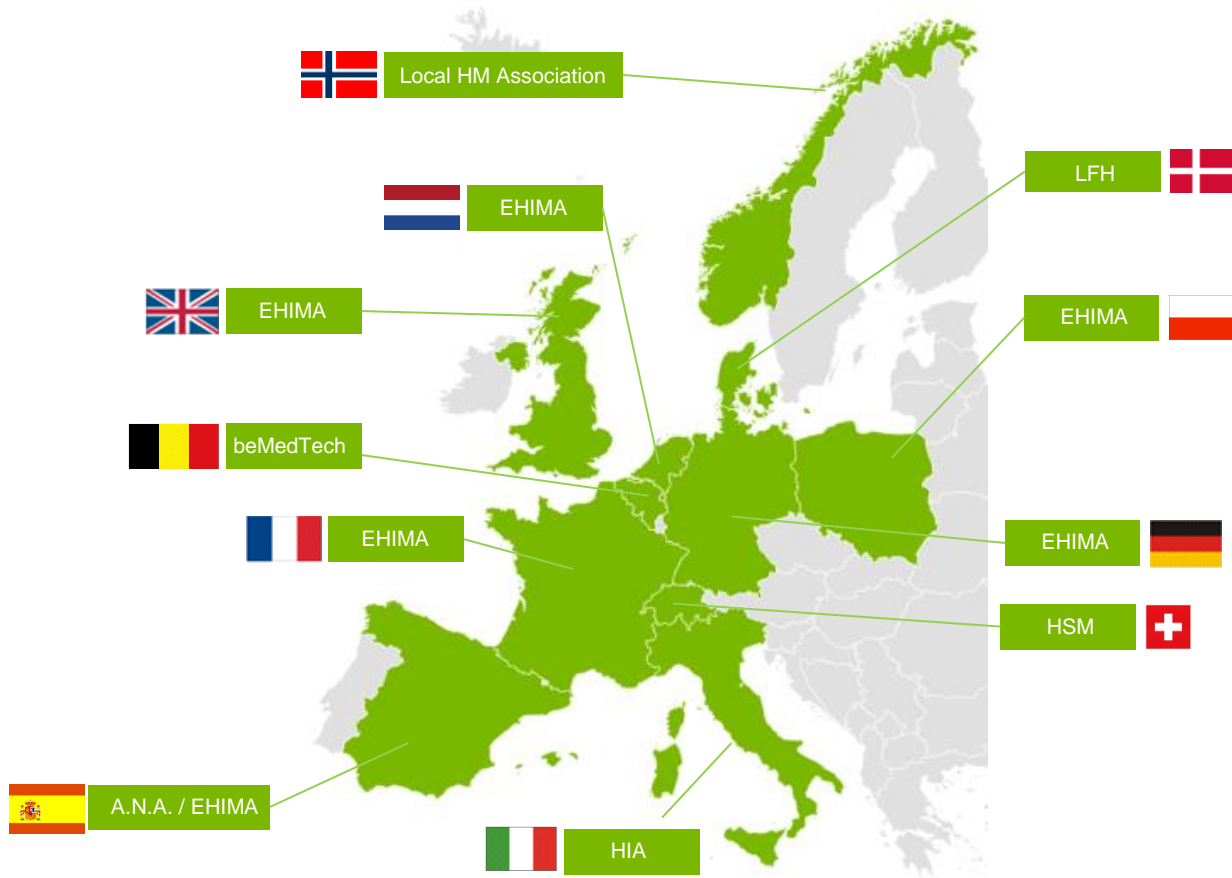
EuroTrak Spain 2020

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

Summary

1. Introduction

EuroTrak Spain 2020 is part of the EuroTrak studies:



EuroTrak Spain 2020 was designed and executed by Anovum (Zurich) on behalf of A.N.A. (Asociación Nacional de Audioprotesistas) and EHIMA.

Sample sizes Spain 2020:

Representative sample (sample 1): N=15'505 people

Hearing impaired (sample 2):

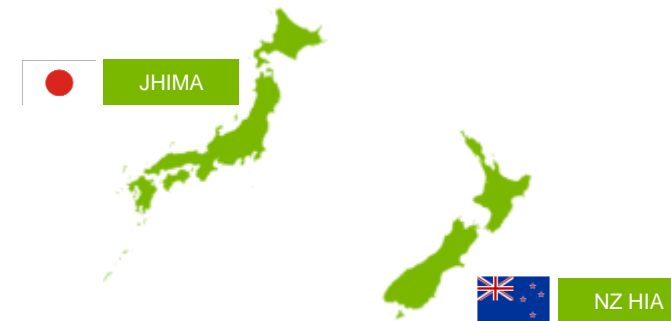
N=1'302 people

HA owners:

N= 502 people

Hearing impaired non-owners:

N= 800 people



Summary

2. Market overview

- Stated hearing loss prevalence
 - Total: 11.3%, 18+: 13.3%
 - Binaural hearing loss: HA owners: 60%, HA non-owners: 57%
 - Hearing Tests: 50% had a hearing test in the last 5 years, most tests done by family doctors
- Hearing aid adoption rate (HA penetration)
 - Total: 36.5%
 - Total age group 18+: 35.7%
 - 47% of HA owners have binaural treatment
- The route to the hearing aid
 - 81% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor (drop out=19%).
 - 59% got hearing aids recommended from the ENT or family doctor (drop out=27%).
 - 68% of the GP consultations referred to an ENT, 27% to an audiologist, 6% recommended no action.
 - 39% of ENT consultations referred to an audiologist, 38% recommended to get a hearing aid, 31% 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
 - 65% of the currently owned HAs were bought in 2017 or later.
 - The average age of the currently owned HAs is 3.0 years.
 - The median age of hearing aids before replacement is 5 years.
 - On average, HAs are worn 8.8 hours a day.
 - 39% of today's hearing aid owners are aware of their hearing aid brand.
 - 45% have been informed about hearing aid accessories by the audiologist, 26% use a HA accessory.
- Importance of listening situations and satisfaction with HAs
 - 82% of the hearing aid owners say their hearing aid works better than or as expected
 - 78% 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 and watching TV with others are the most important listening situations.
- Positive impact of HAs
 - Significant positive impact of HAs on different aspects – especially communication effectiveness and ability to participate in group activities improve with hearing aids.
 - 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 would be embarrassed to wear a hearing aid, hearing loss is not severe enough, they have more serious priorities, they think that hearing aids are uncomfortable, hearing aids do not work well in noisy situations, they hear enough in most situations, hearing aids do not restore hearing to normal and they can't afford it.
 - 6% who own hearing aids don't use them at all (0 hours); 11% use them less than one hour/day (0-1 hour).
- Social rejection and triggers to buy
 - 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 (only 28% 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, the ENT, the family doctor, spouse and the audiologist. Insurance coverage/price of hearing aids is much more relevant for the current non owners.

Detailed Results: Roadmap

1. Introduction

- Organisation of EuroTrak Spain 2020
- 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 Spain 2020

Organisation

- Principal of the project EuroTrak Spain are A.N.A. and EHIMA.
- Anovum Zurich developed the concept of EuroTrak Spain, 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

- A.N.A. and EHIMA 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 Spain/2020/N=[relevant sample size]”
- Member companies of the principal can ask Anovum to further analyse the raw data in specific ways at their own expense.
- Member companies of the principal 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 principal’s company.

Recruitment process: In search of hearing impaired people

Step 1: Screening interviews

Objective: Prevalence of hearing loss and hearing aid ownership

Process:

1. Representative sample with strict quotas that represent the overall population (Age/Gender interlocked; soft quota on region)
2. Contacts from panelist pools of more than 60'000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of **N=15'505** people based on census data.

Step 2: Target population interviews

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

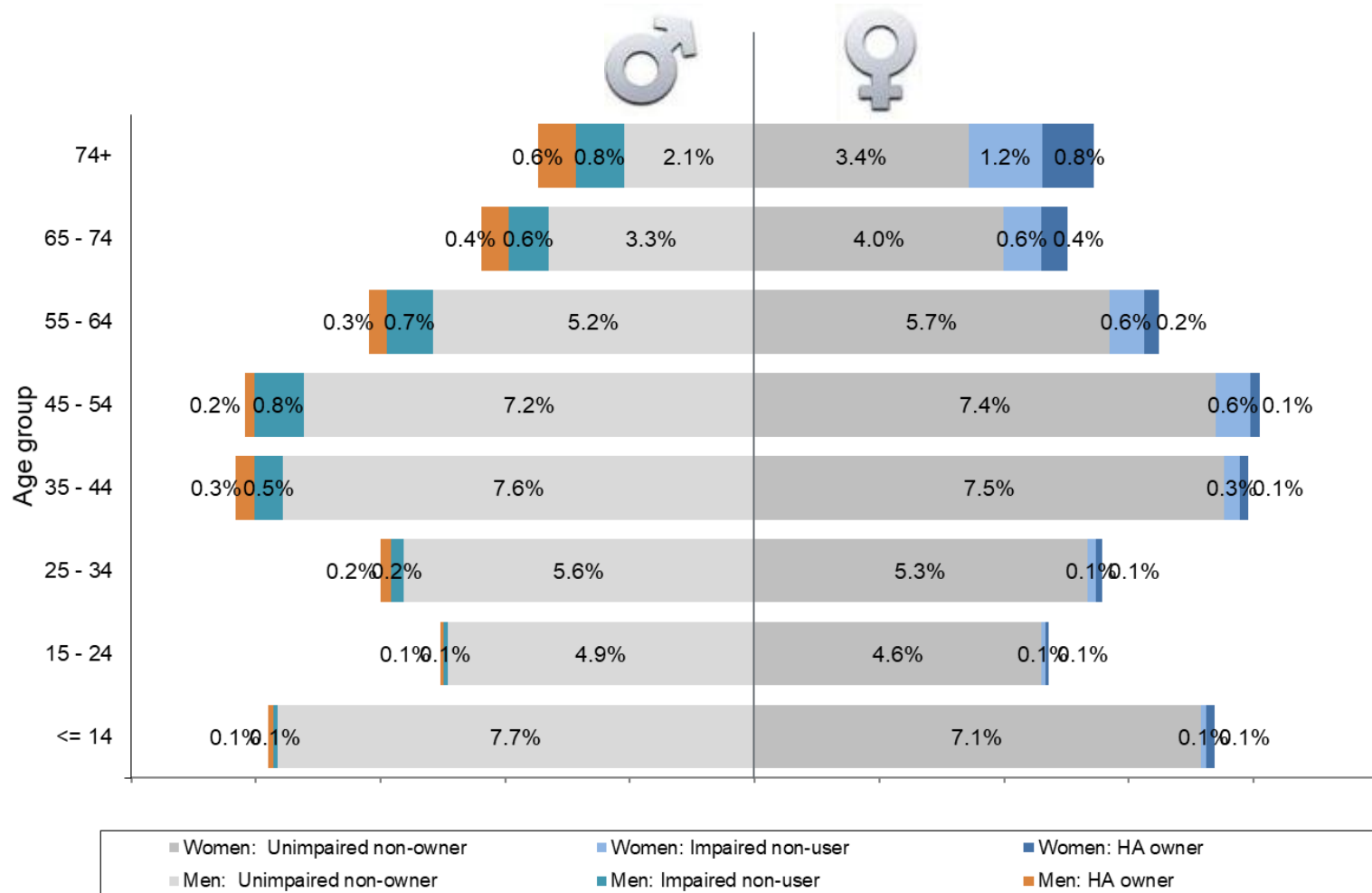
Process:

1. Main questionnaires: Owners and hearing impaired non-owners
2. Balancing through weighting according to representative screening interviews
3. Resulting sample: **N=502** hearing aid owners and **N=800** hearing impaired non-owners

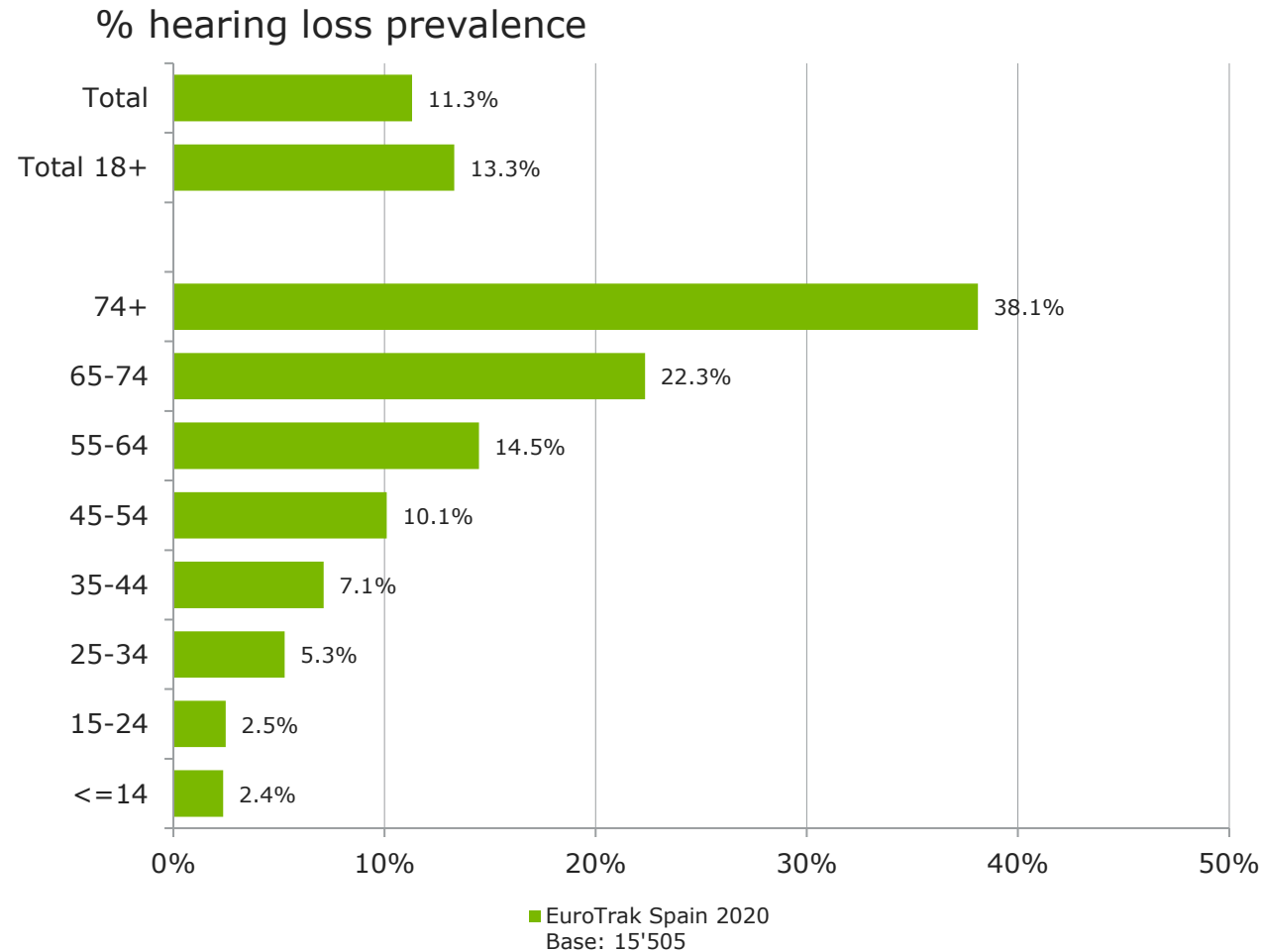
2. Market overview

Prevalence of hearing loss and adoption rate

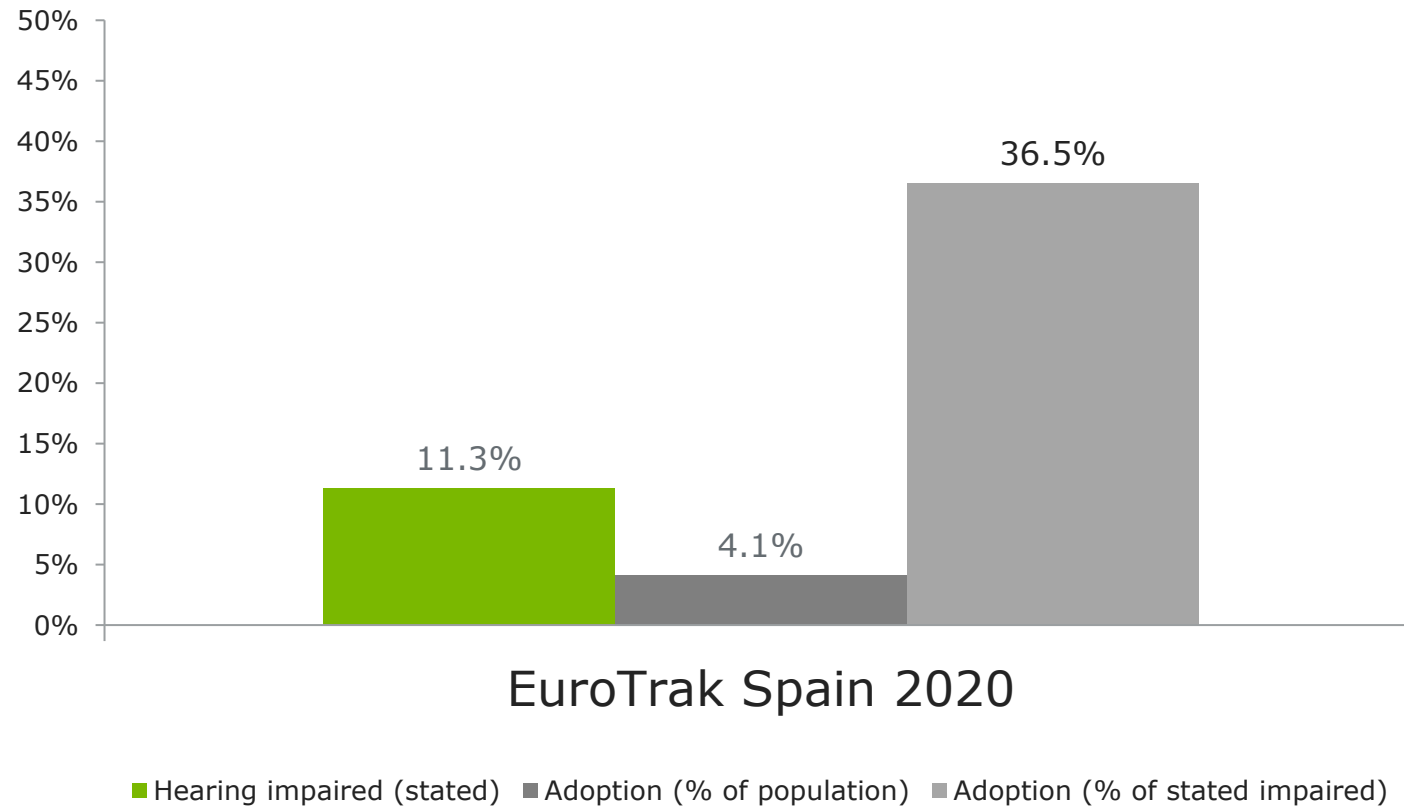
Hearing loss and hearing instrument ownership by gender/age



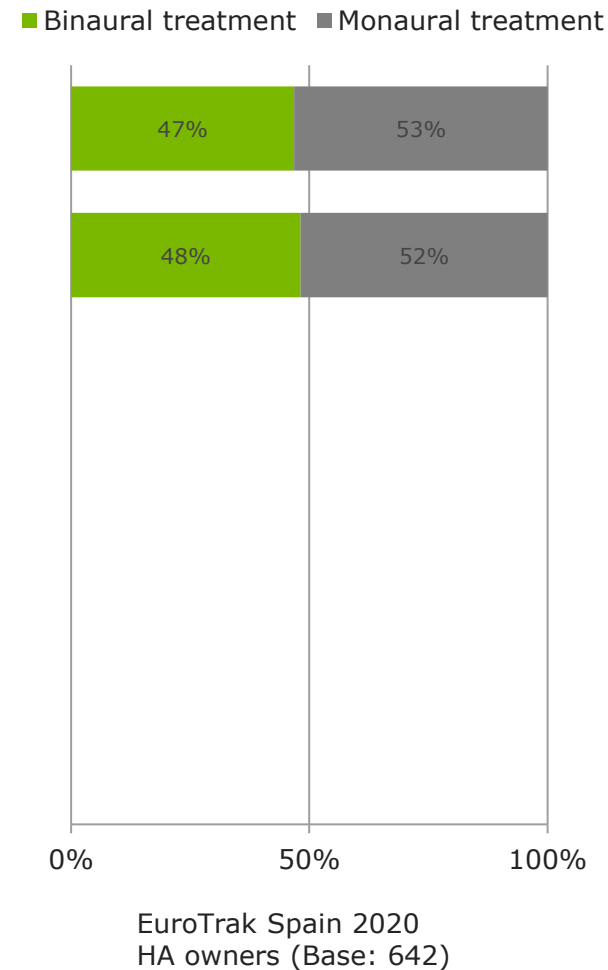
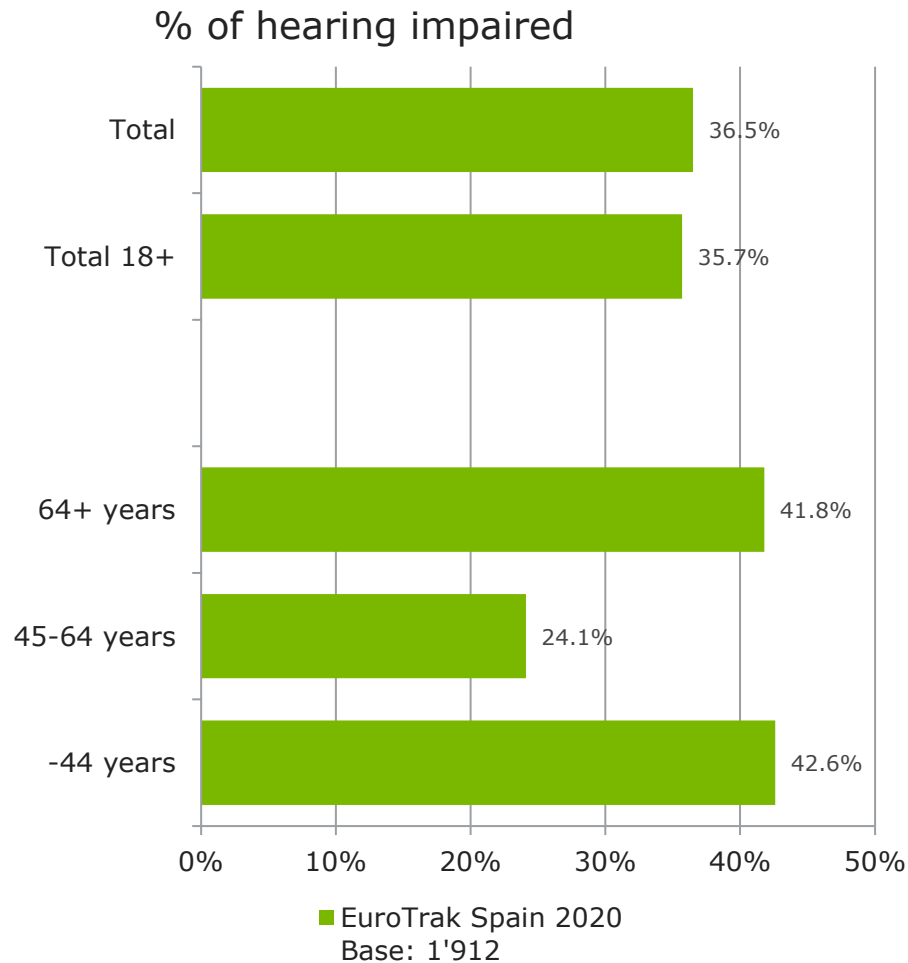
Hearing loss prevalence Spain 2020



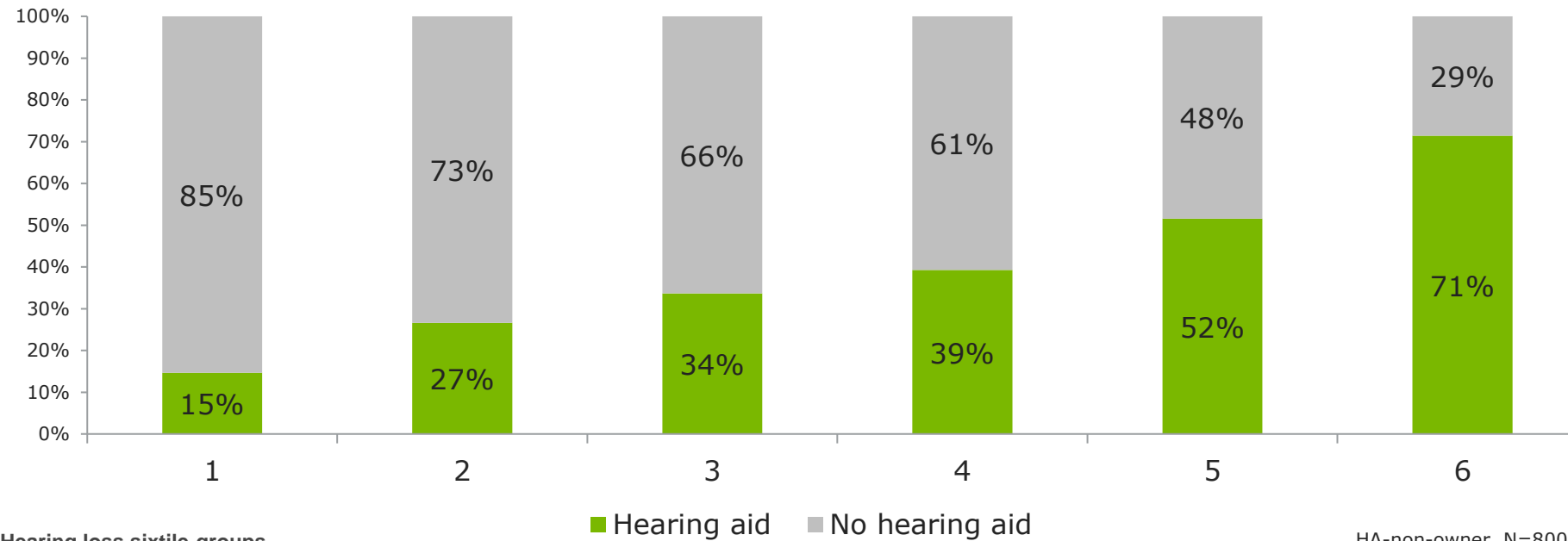
Overview hearing loss prevalence and hearing aid adoption



Hearing aid adoption rate: 37% of hearing impaired have hearing aid(s), 47% of them have binaural treatment



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



HA-non-owner, N=800
HA-owner, N=502

* 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=800	HA Owner N=502	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	43%	40%	36%
Bilateral loss	57%	60%	39%
Perceived loss			
Mild	37%	11%	15%
Moderate	49%	41%	33%
Severe	11%	41%	67%*
Profound	4%	8%	

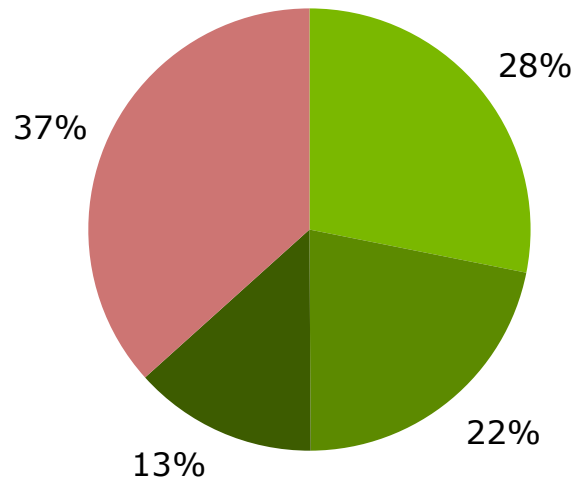
* combined "severe" and "profound" because n is too small

Hearing tests and where hearing is tested

Hearing Tests: 50% had a hearing test in the last 5 years, most tests done by the family doctor

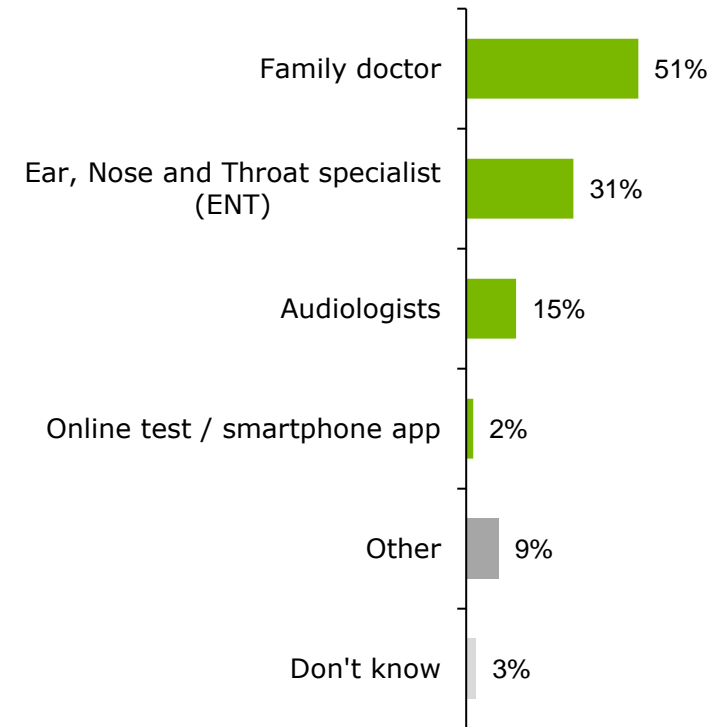
Have you ever taken a hearing test?

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



Base=13'375

Where/how was your hearing tested?



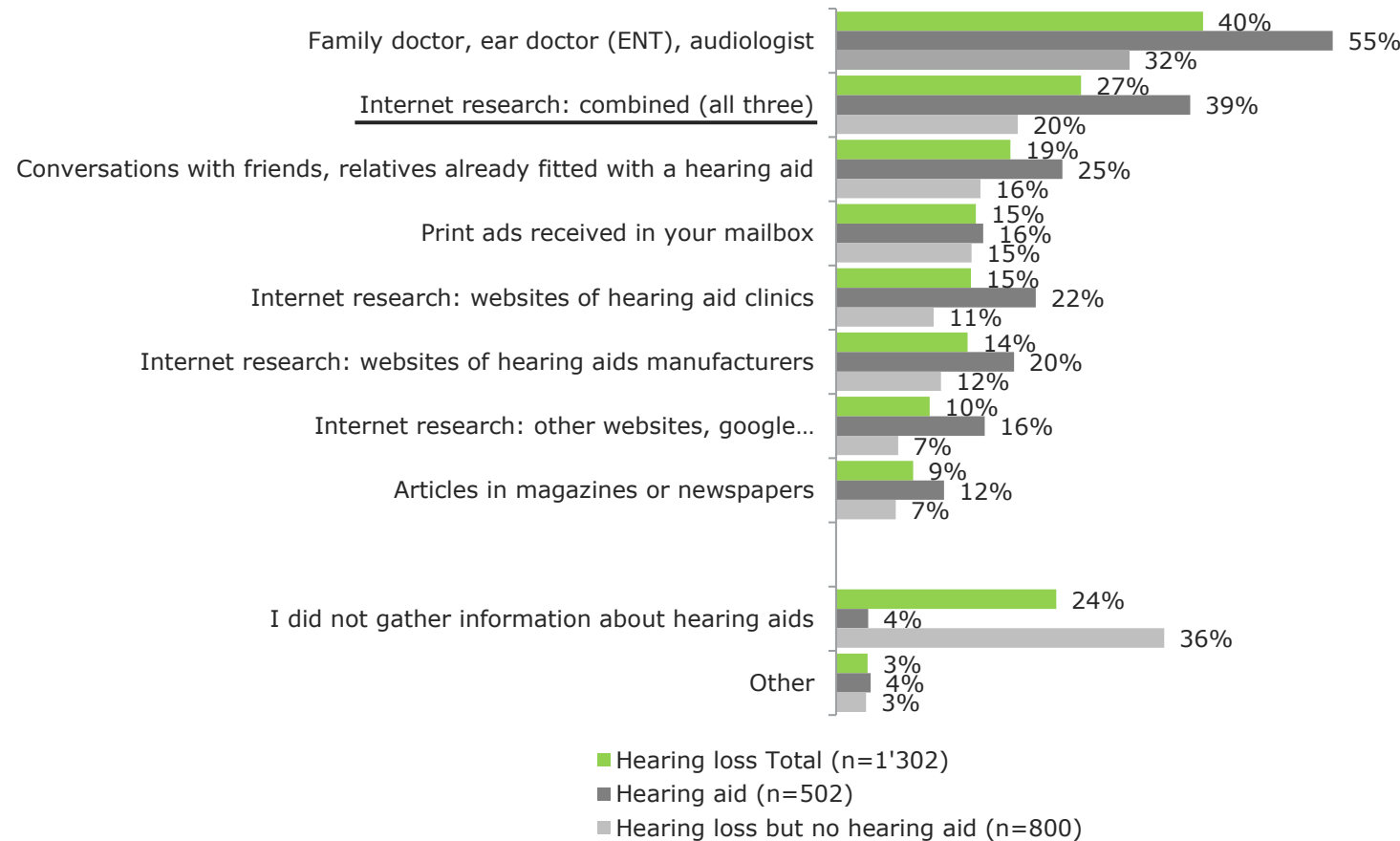
Base= 6'676



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

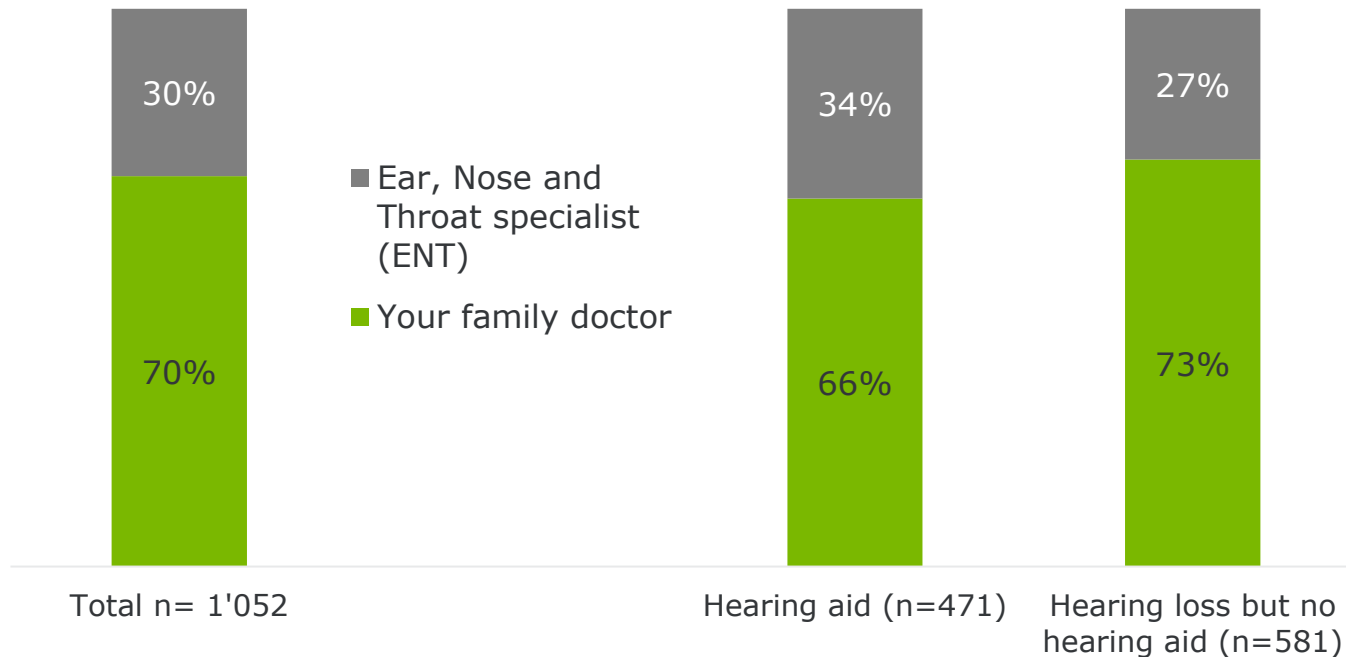
Doctors/HCPs are the most important sources of information and therefore the major gatekeepers.

Where did you gather information about hearing aids?

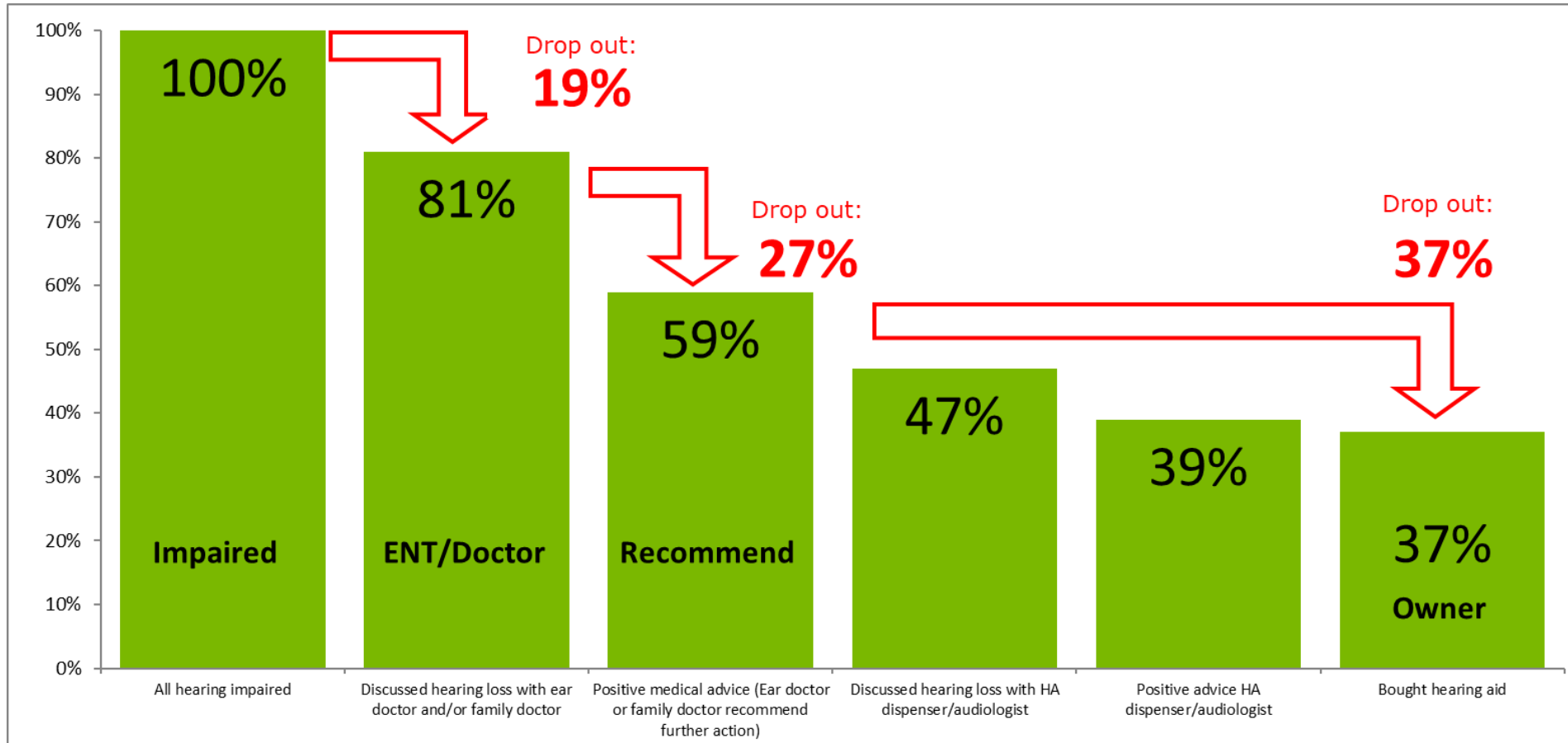


Of those who discussed the hearing loss with a doctor, 70% talked to a family doctor first

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



The route to the hearing aid

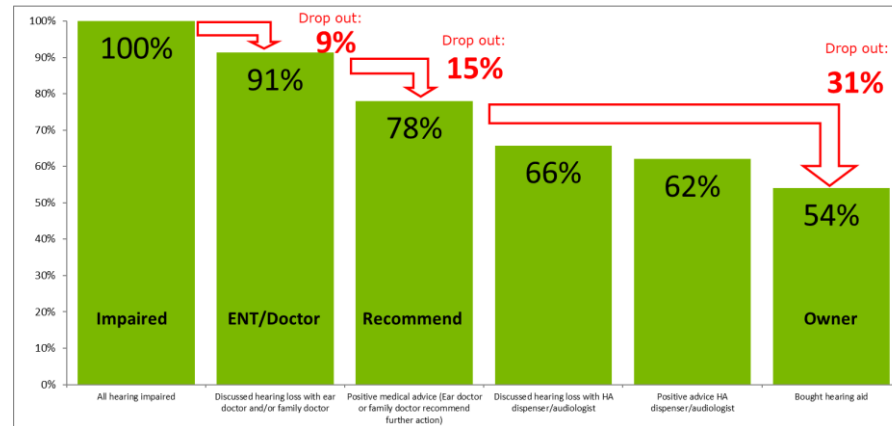


Base: N=1'302

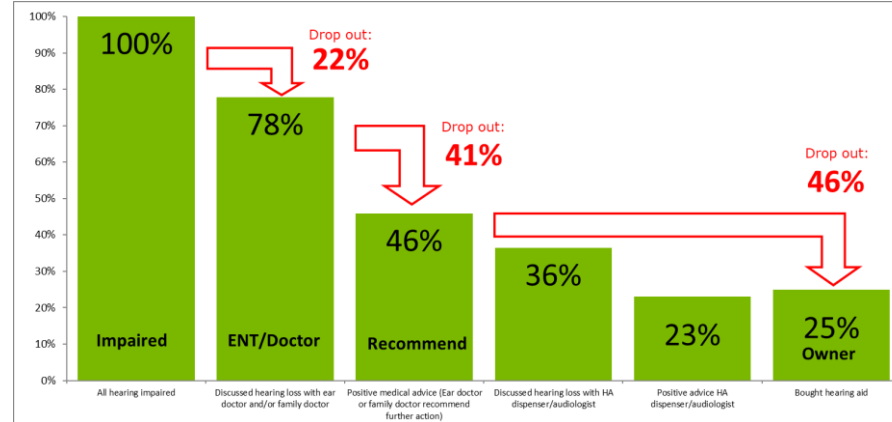


Much higher drop-out-rates for the lower hearing loss segments

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

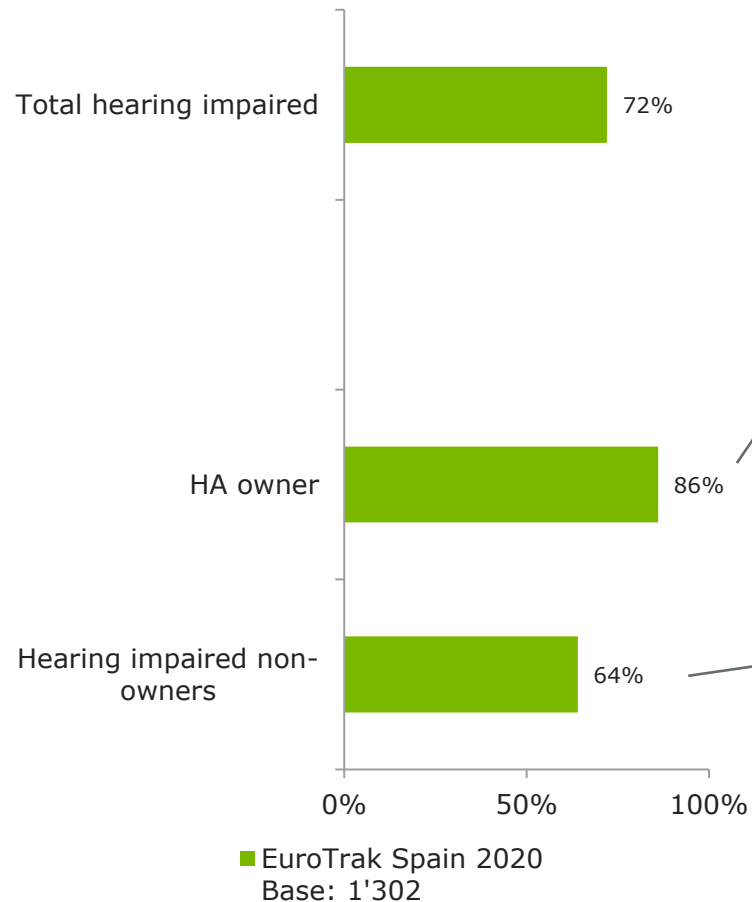
→ People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).



The route to the hearing aid: GP/Family doctor

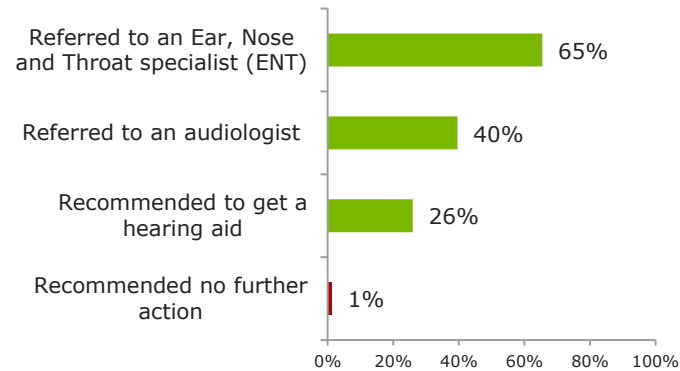
Have you discussed your hearing problem with your family doctor?

% Discussed with GP

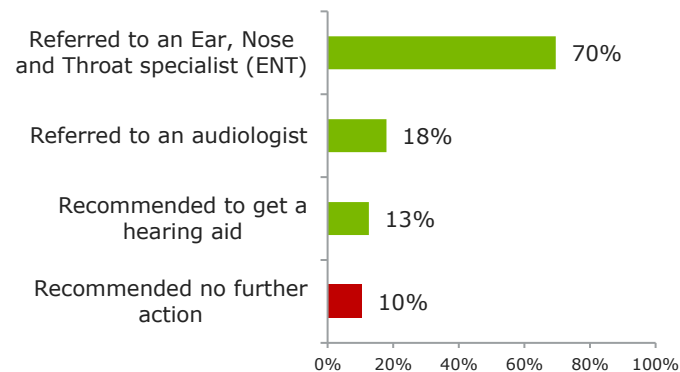


What did he/she recommend ?

HA owner (Base: 405)



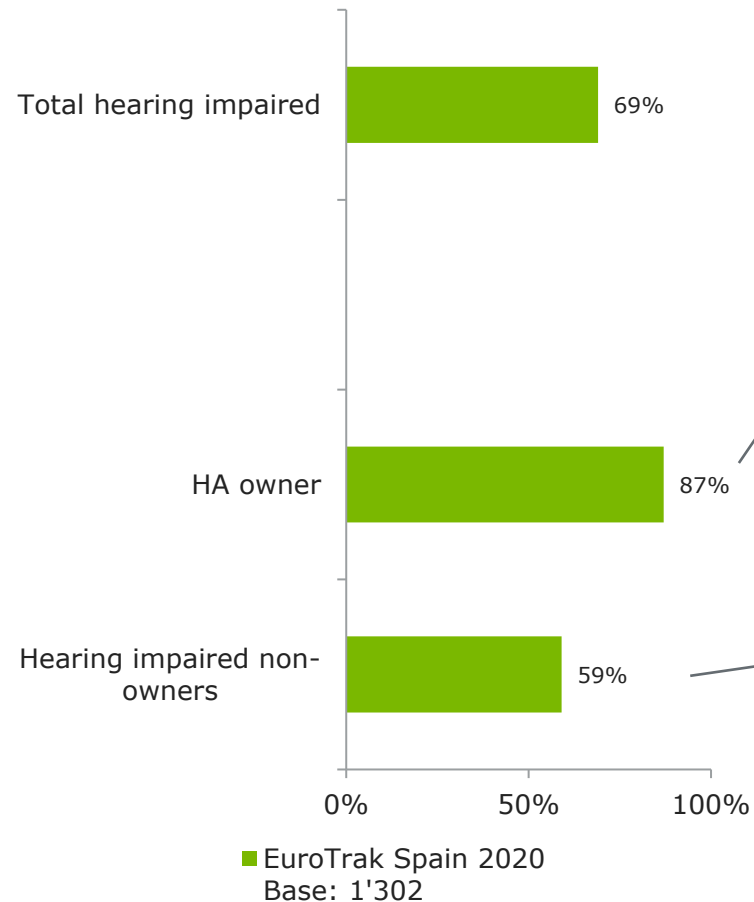
Impaired non-owner (Base: 523)



The route to the hearing aid: ENT

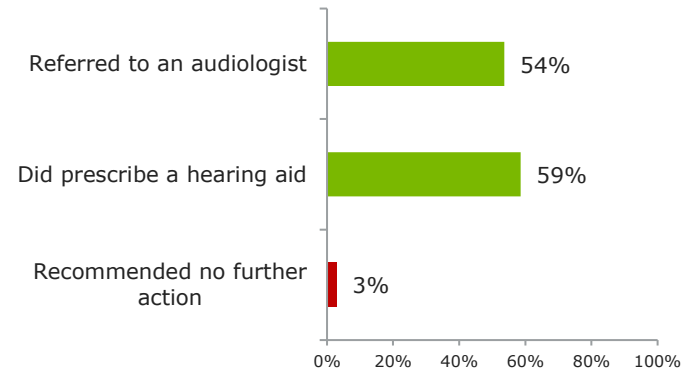
Have you ever discussed your hearing problem with an Ear, Nose and Throat specialist (ENT)?

% Discussed with ENT

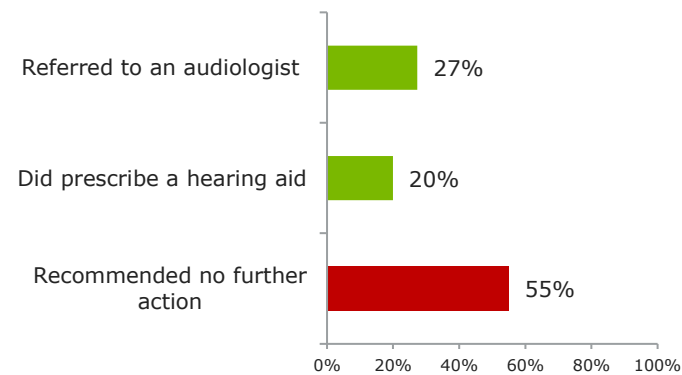


What did he/she recommend ?

HA owner (Base: 404)



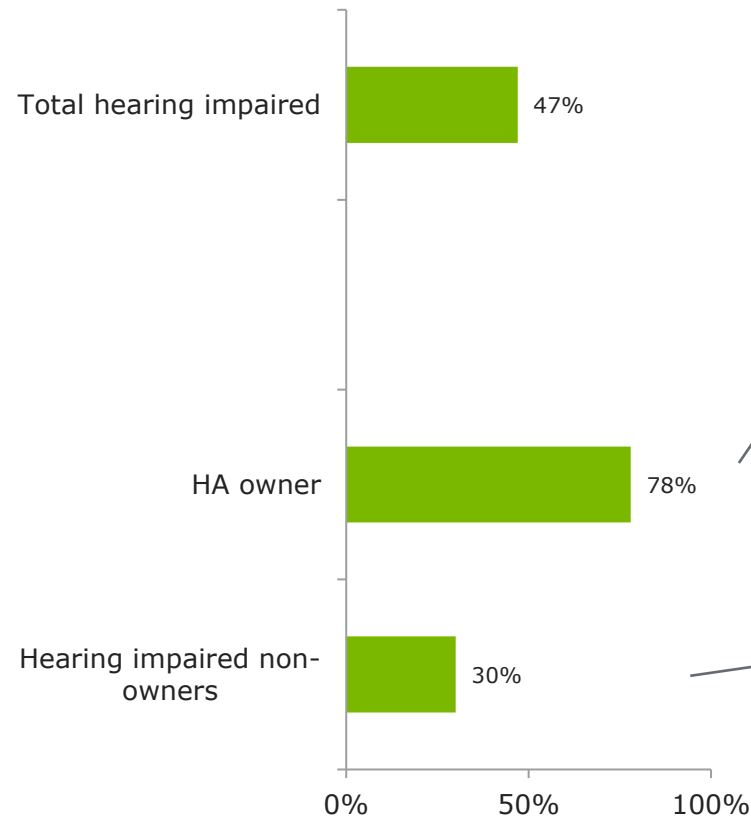
Impaired non-owner (Base: 480)



The route to the hearing aid: audiologist

Have you ever discussed your hearing problem with an audiologist?

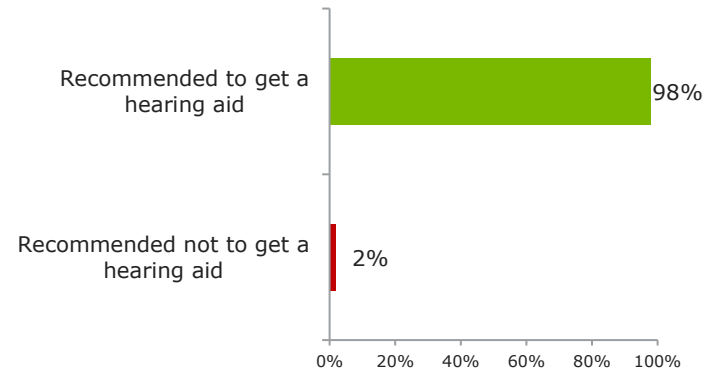
% Discussed with audiologist



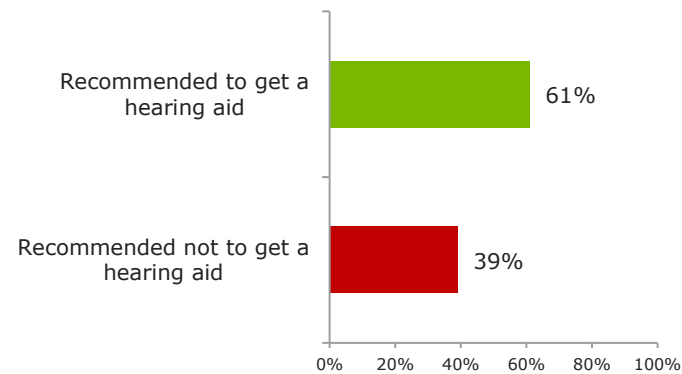
■ EuroTrak Spain 2020
Base: 1'302

What did he/she recommend ?

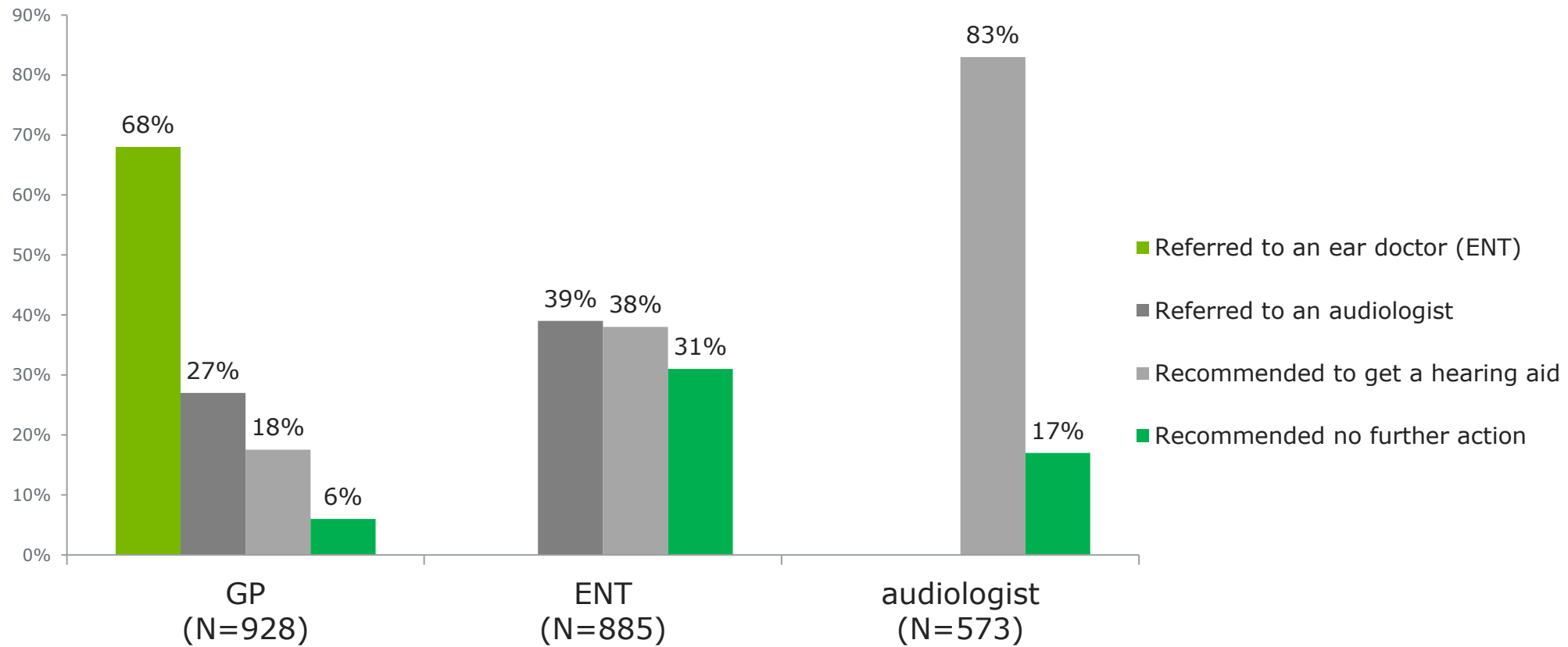
HA owner (Base: 358)



Impaired non-owner (Base: 215)



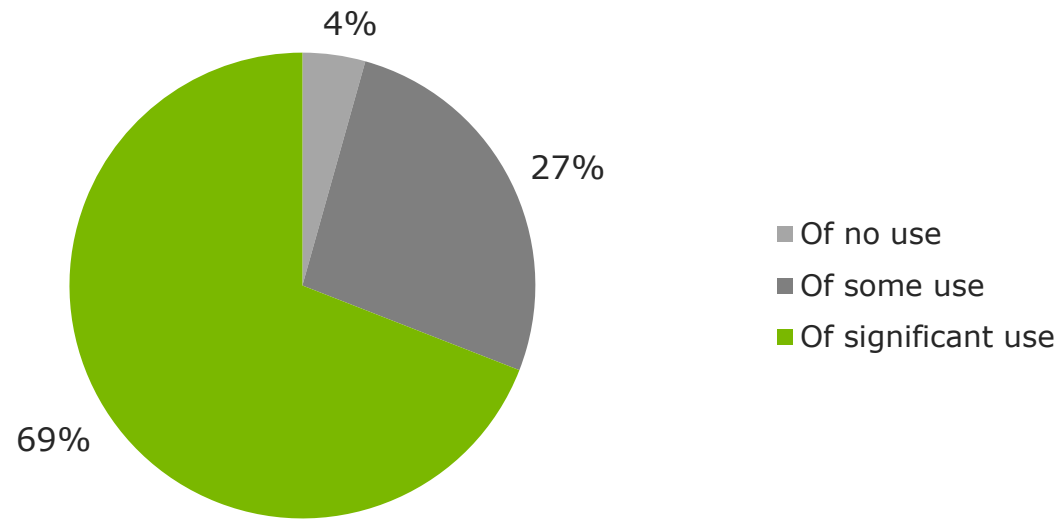
Recommendations by profession



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

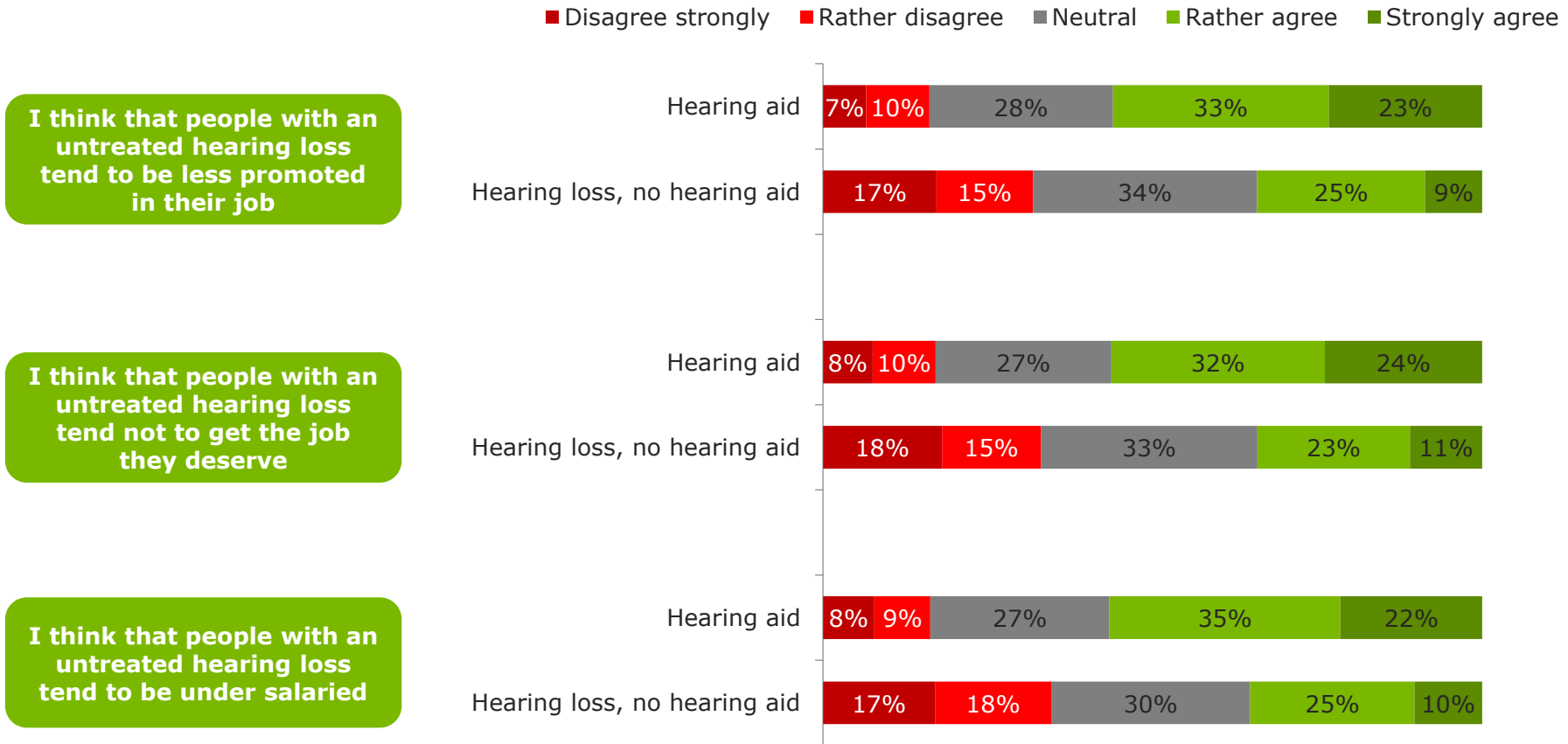
Work competitiveness: 96% of the working hearing aid owners state their hearing aid(s) are useful on their job.

How useful are your hearing aids on your job?



Base: N=295

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 =707/ hearing aid N=472



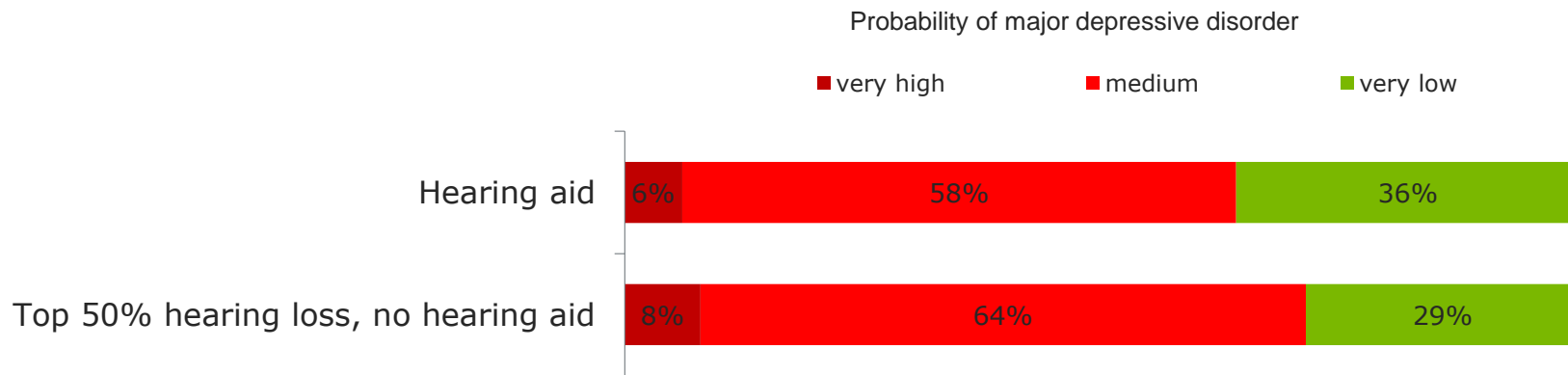
General health problems: Hearing aid owners have a lower risk of being depressed (PHQ-2 Screening) compared to impaired non-owners with comparable hearing loss (Top50% hearing loss group*).

Depression symptoms:

PHQ-2 Screening:

In the last 2 weeks:

- Little interest or pleasure
- Feeling down, depressed, hopeless



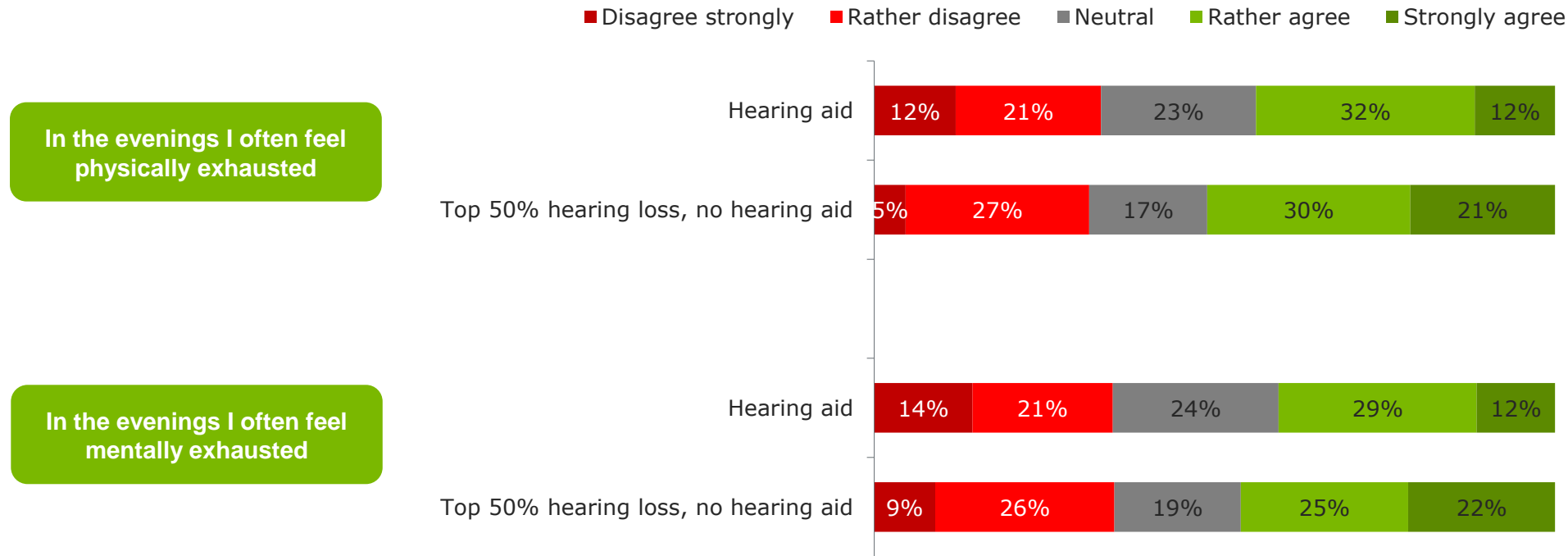
Base: hearing aid N=311 / top 50% HL, no hearing aid =140

*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 (Top50% hearing loss group*), hearing aid owners feel less exhausted in the evenings



Base: hearing aid N=309 / top 50% HL, no hearing aid =140

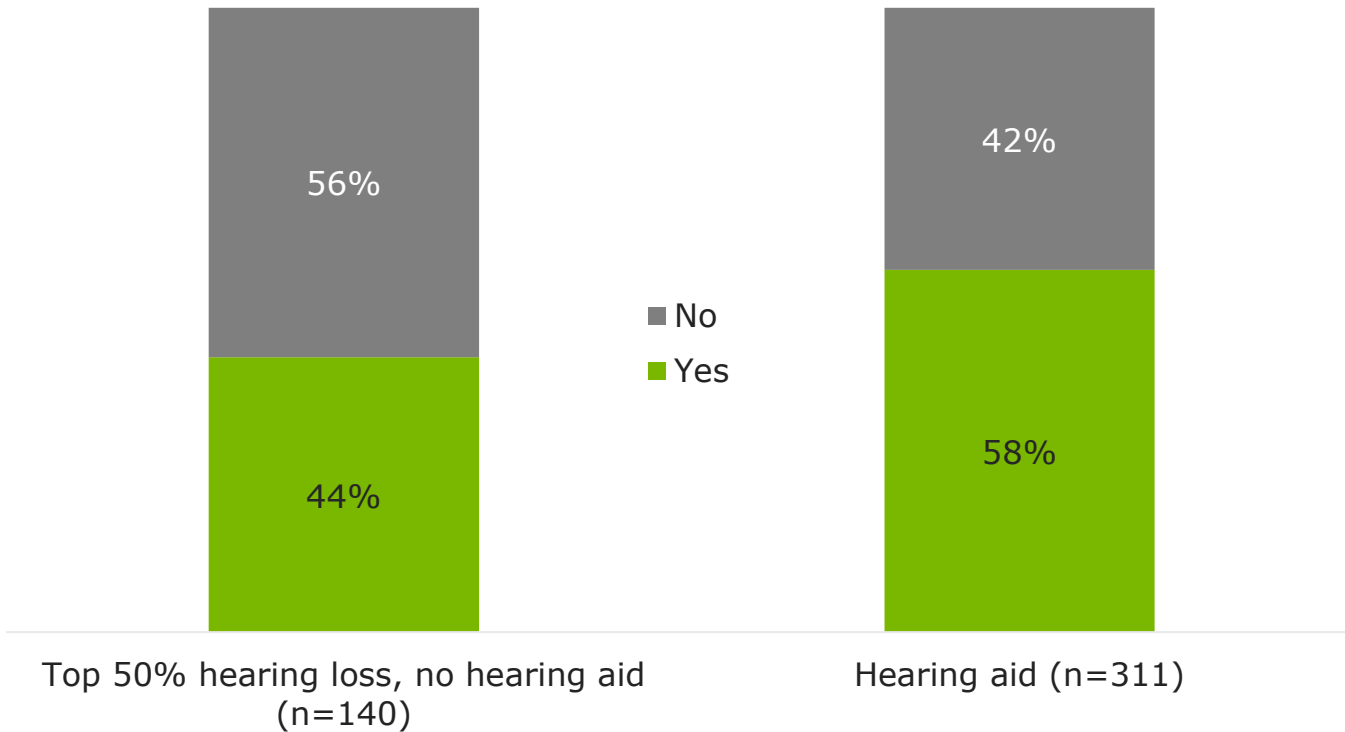
*Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:

- 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).



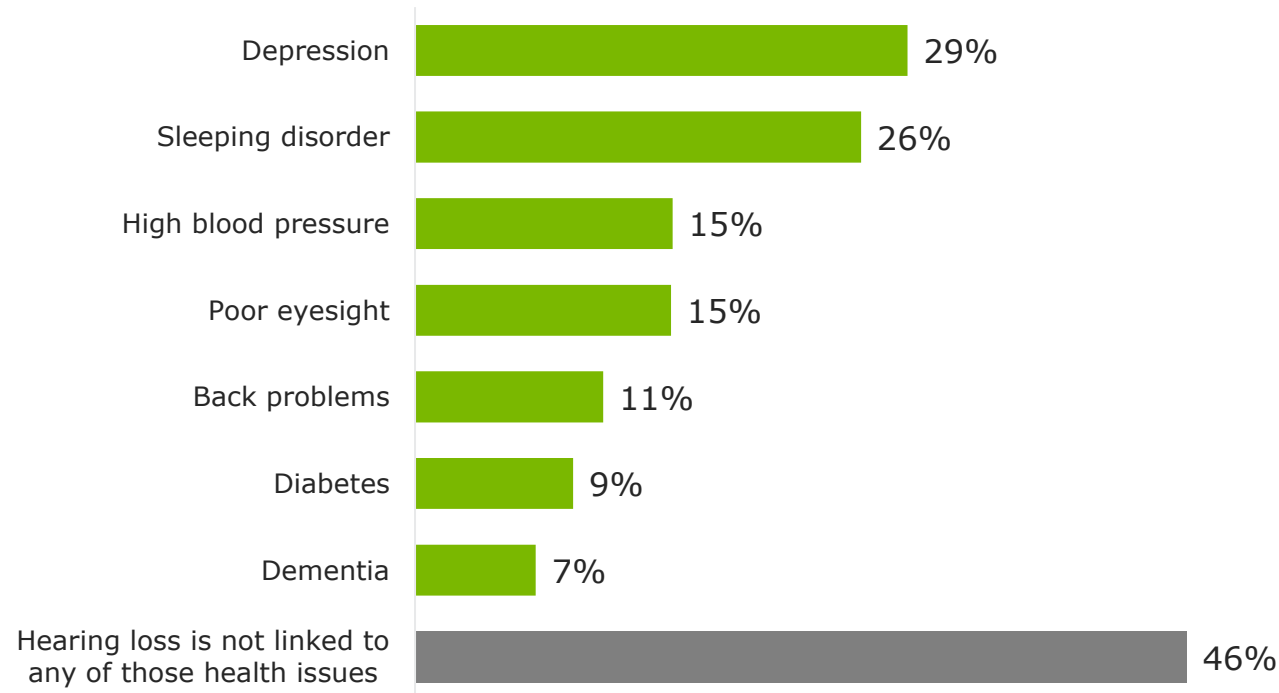
General health problems: Quality of sleep seems to improve if hearing impaired use hearing aids

Are you generally satisfied with the quality of your sleep?



29% of all hearing impaired think that hearing loss could be linked to depression

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

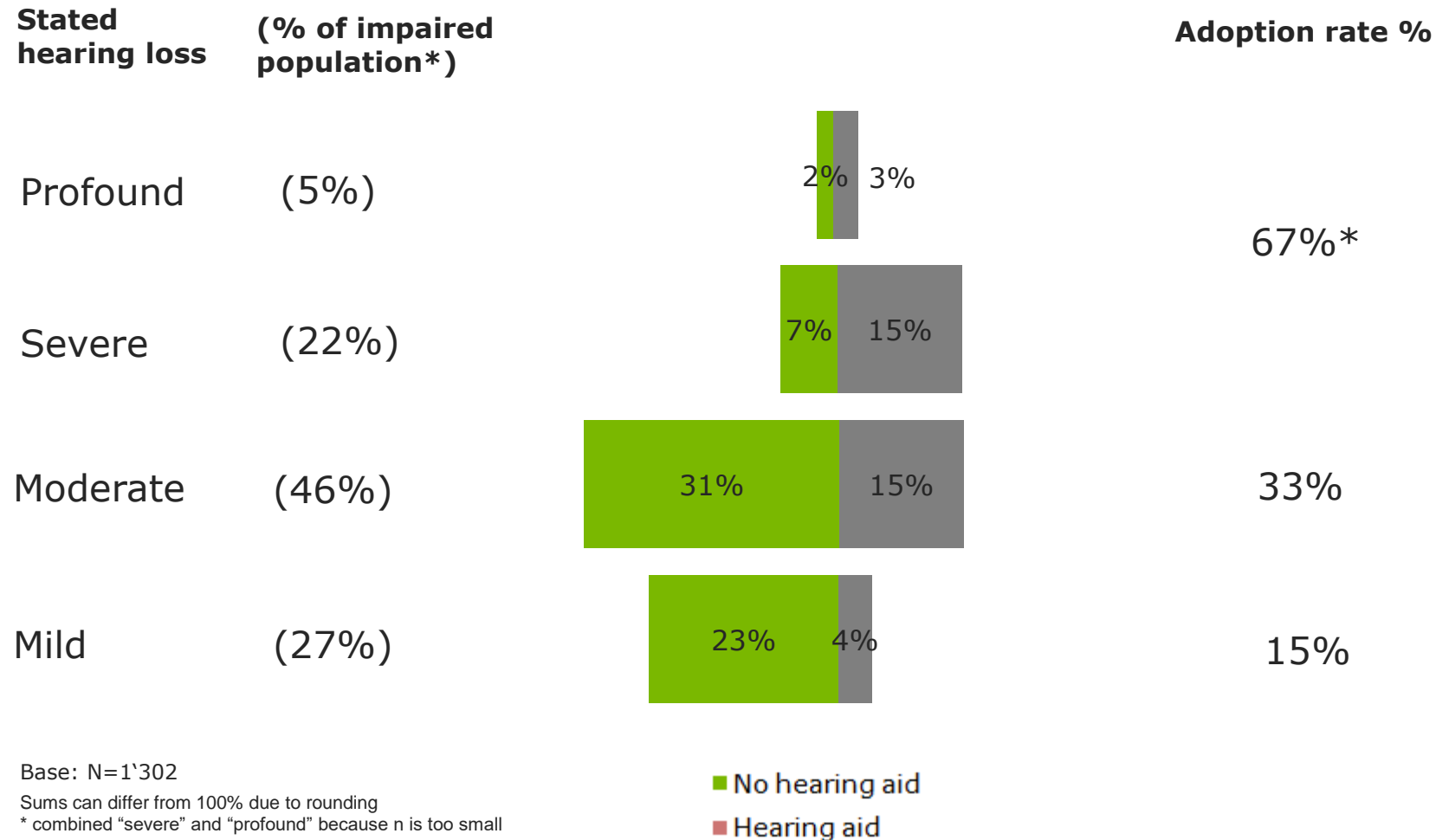


Hearing impaired, N=1'302

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 hearing loss



Base: N=1'302

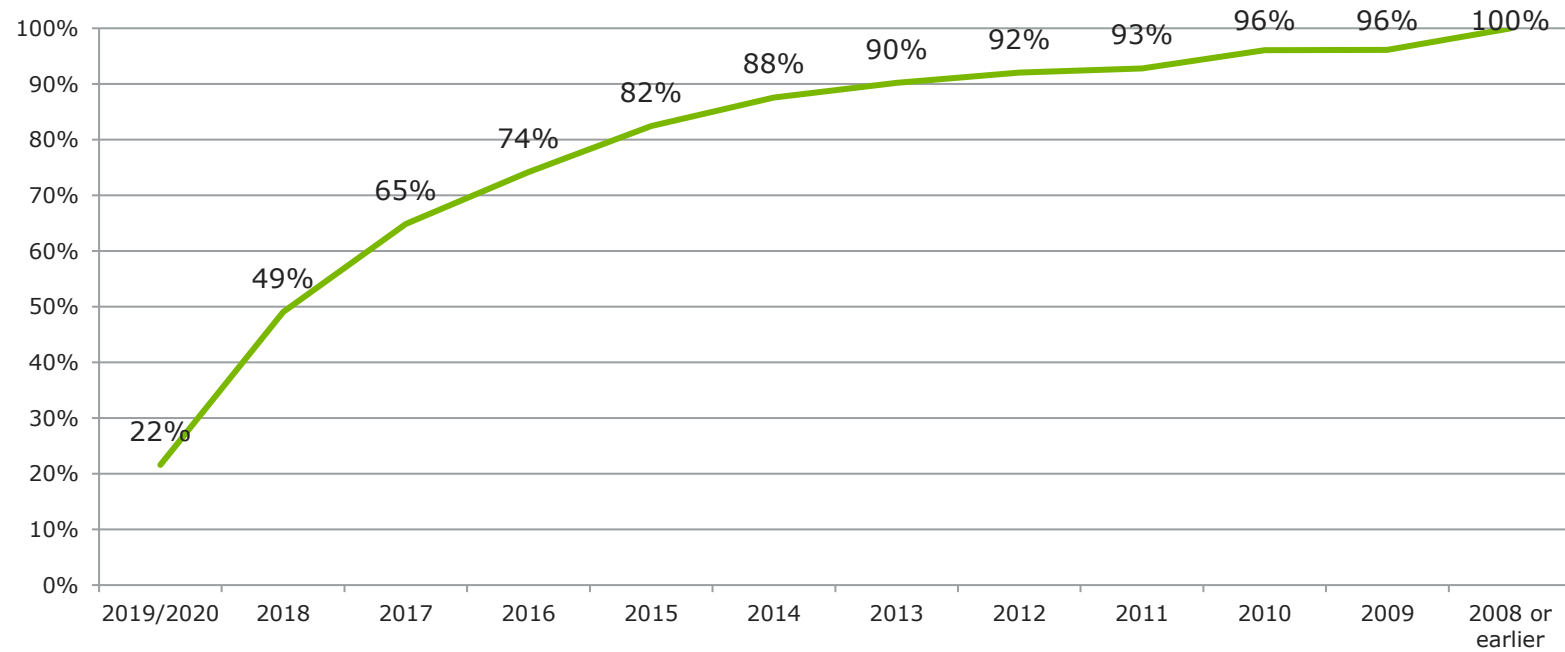
Sums can differ from 100% due to rounding

* combined "severe" and "profound" because n is too small



65% of the currently owned HAs were acquired in 2017 or later

Year of purchase



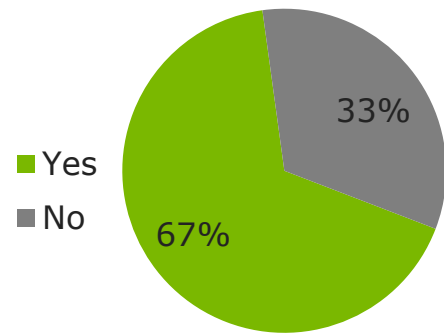
Age of currently owned HAs (Mean): 3.0 years

HA-owner, N=490



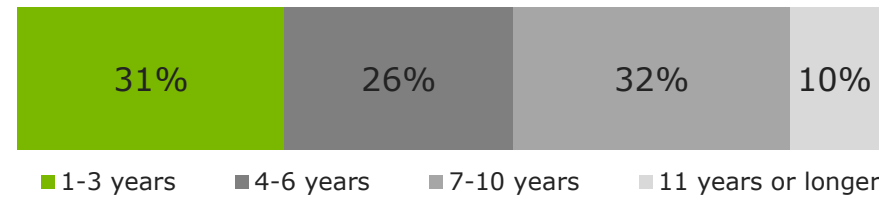
On average 3 years pass between becoming aware of the hearing loss and the purchase of hearing aids. Hearing aids are used for 5 years before they are being replaced.

Current HAs = first HAs?



HA-owner, N=502

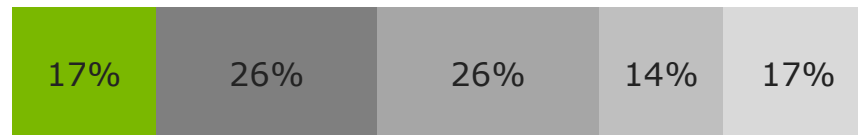
How many years did you own your previous HAs?



Base: N=130

Age of HA before it has been replaced: 5 years (median)

Thinking back before you acquired your first hearing aid: How many years have passed since you became aware of your hearing loss until you acquired a hearing aid?



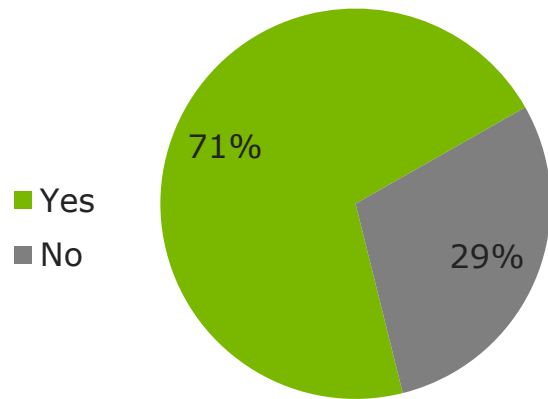
■ 1 year ■ 2 years ■ 3 years ■ 4-6 years ■ more than 6 years

Base: N=347



71% of all HA owners think they should have gotten their HAs sooner! Main reason is missing out on social life.

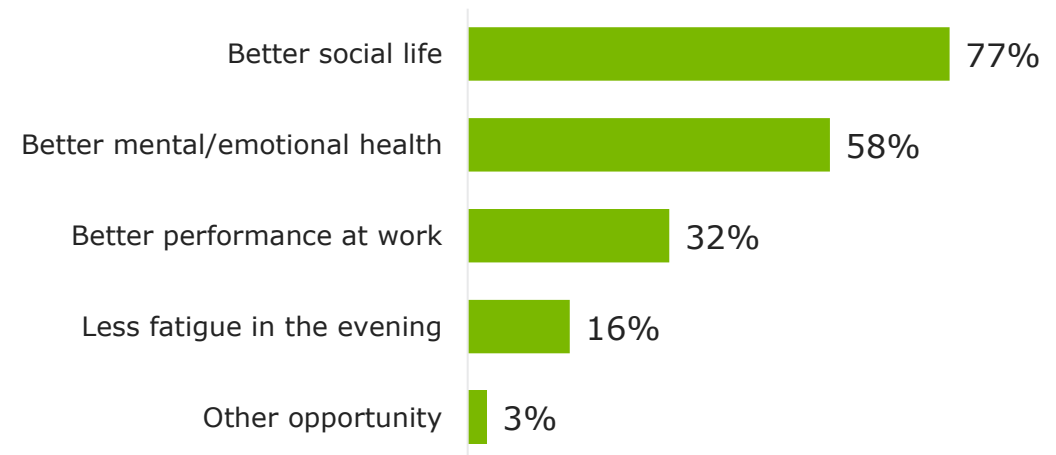
Thinking back before you obtained your first hearing aid(s): do you think, you should have gotten them sooner?



HA-owner, N=502

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

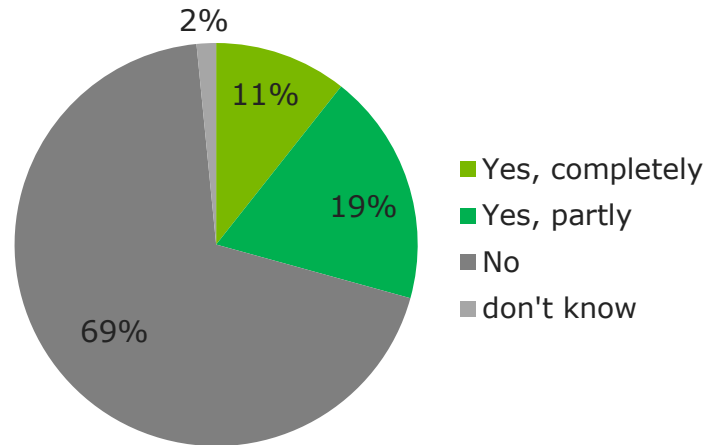


Base: N=335



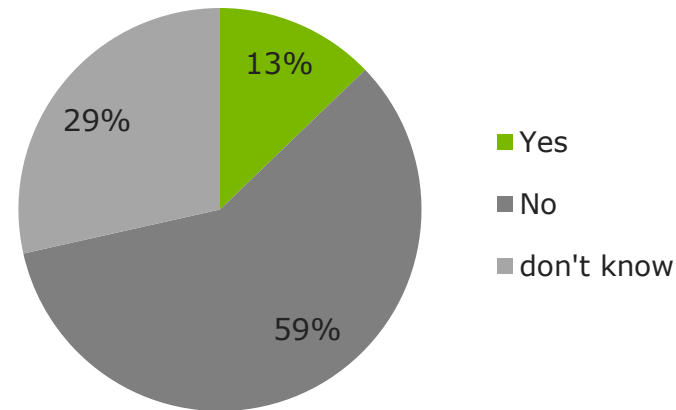
Only a minority received some kind of 3rd party reimbursement. Only 13% of the non owners think that insurance would pay.

Owners: Have your current hearing aids at least partially been financed by medical insurance, disability insurance or accident insurance?



HA-owner, n=502

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)



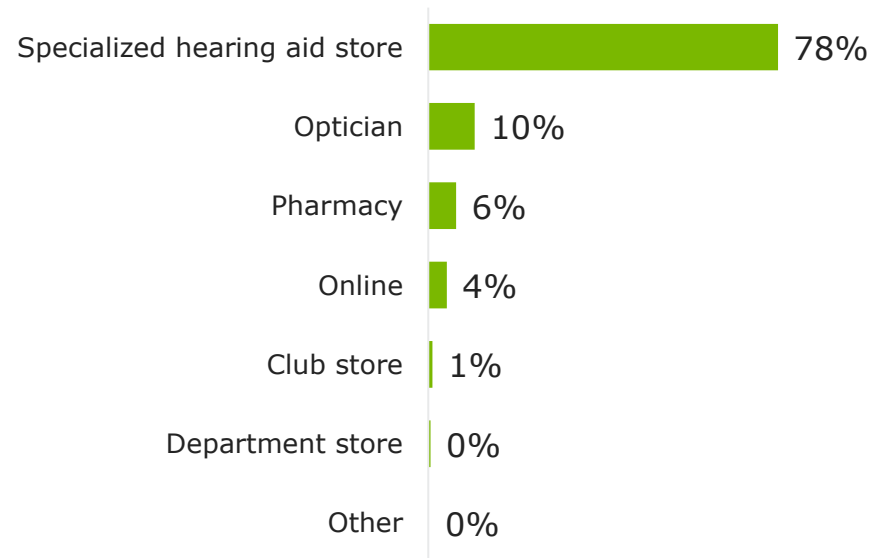
HA-non-owners, n=800



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

OWNERS:

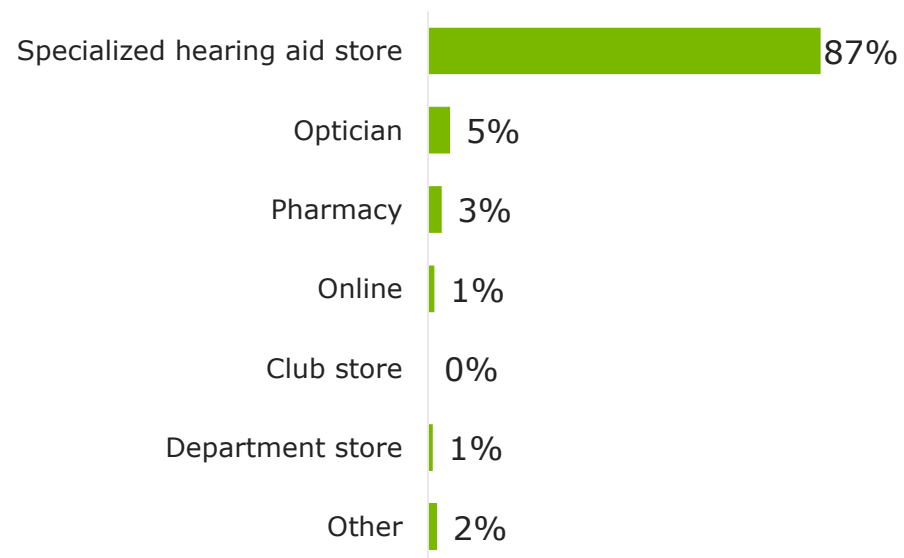
Where was your most current hearing aid obtained?



HA-owner, N=502

NON OWNERS:

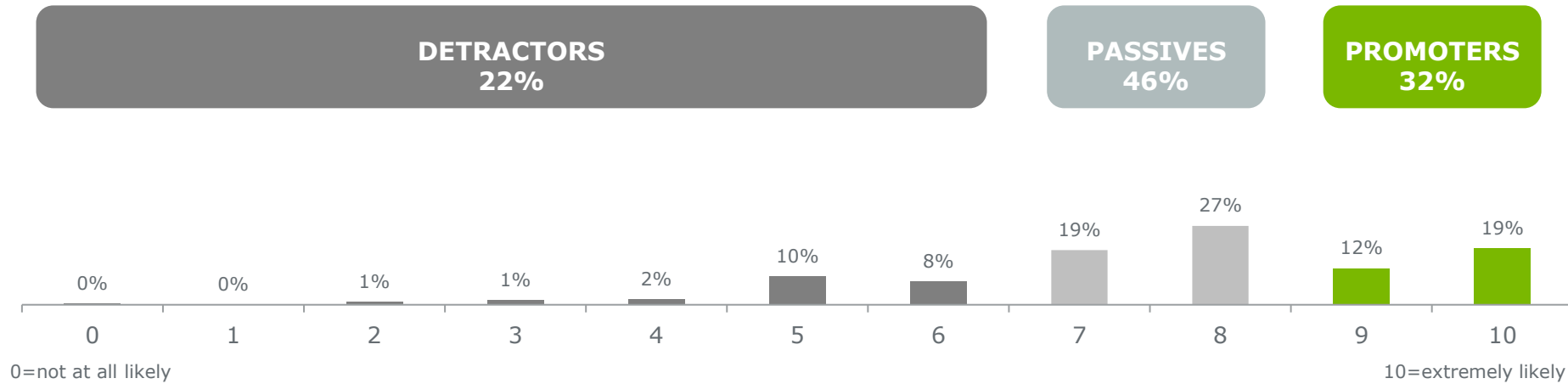
If you were to get hearing aids, where would you go?



HA-non-owner, N=800

Recommendation intention of the place where the hearing aid(s) have been obtained is okay, 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?



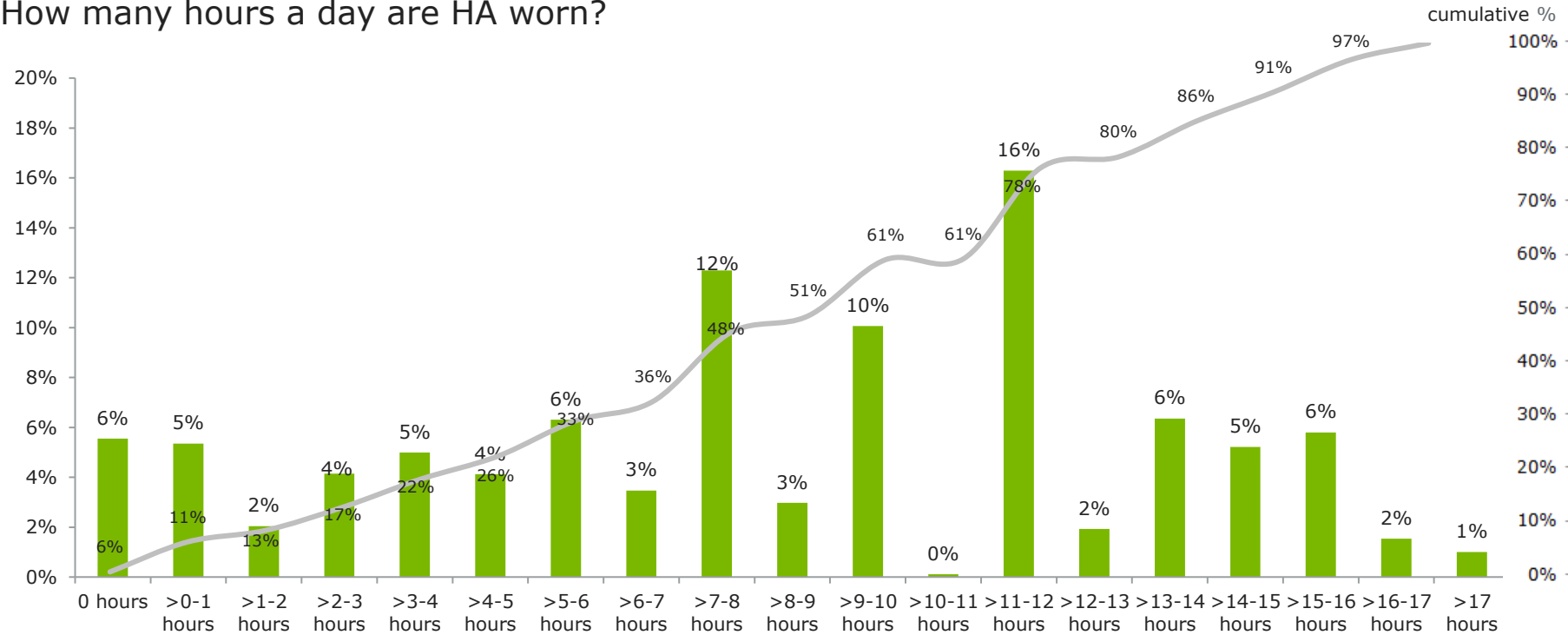
NPS = PROMOTERS – DETRACTORS = 10

HA-owner, N=502



On average, HAs are worn 8.8 hours a day

How many hours a day are HA worn?



**HA worn:
Mean: 8.8 hours/day**

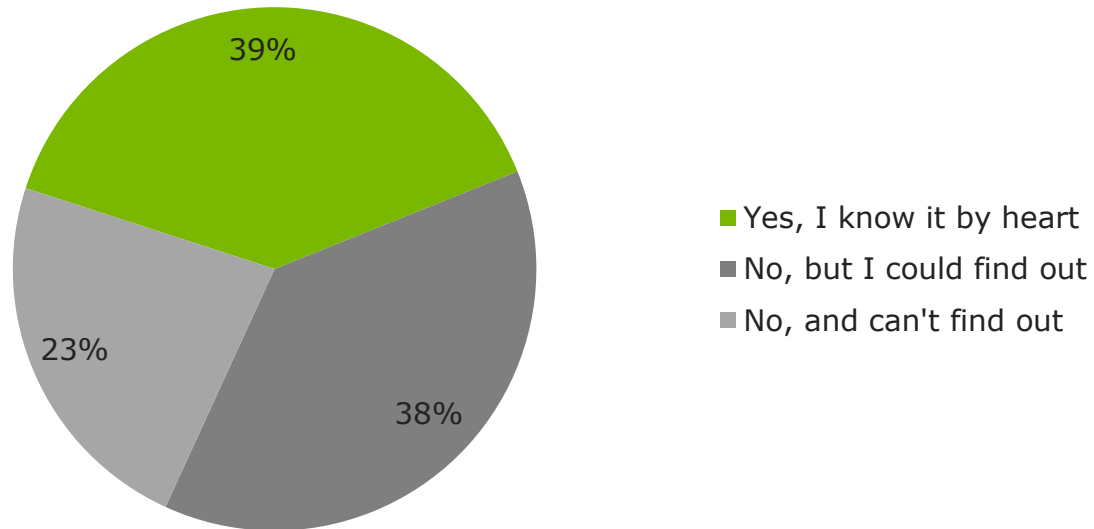
In the drawer (0 hours): 6%

HA-owner, N=502



39% of today's hearing aid owners are aware of their hearing aid brand.

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



HA-owner, N=502

26% of the HA owners use an accessory for their hearing aids. 68% 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=502)



Do you personally use accessories for your hearing aids (TV-Streamer/ Apps / Remote Control / etc.) ? (HA owners, N= 502)



IF ACCESSORIES USED (N=144):

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



8% of the HA owners have already used remote fitting, 44% would consider using it. 68% of those who have used remote fitting, are satisfied with it.

Would you like the possibility of a remote fitting service (On Line) of the hearing aids? (HA owners, N=502)



Would you use this service or have you used it at some time? (HA owners, N= 502)



IF USED (N=40):

Please rate your satisfaction with the experience of remote fitting of hearing aids, in the following terms ...

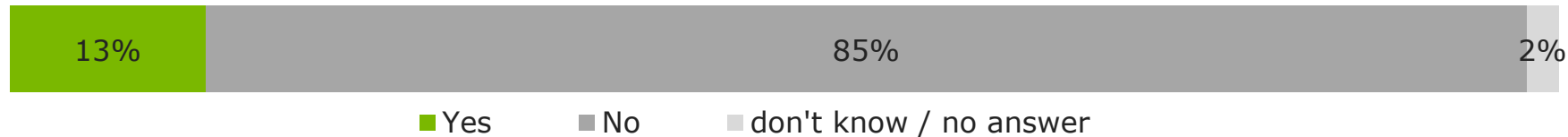


Spain specific question



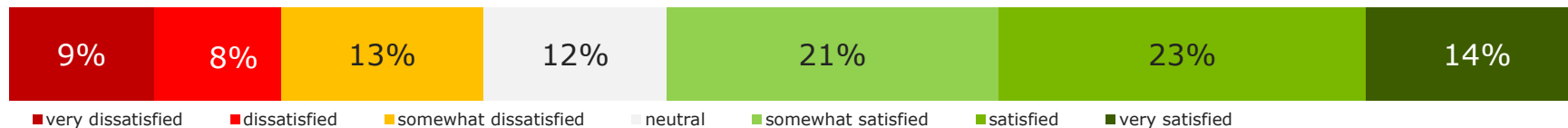
13% of all hearing impaired have used a hearing amplifier and/or a generic amplification App. (Only) 58% of those who used such an option, were satisfied with it.

Have you ever purchased a hearing aid amplifier (not a hearing aid) or a generic amplification App for smartphones? (Hearing impaired, N=1'302)



IF USED (N=163):

Please rate your satisfaction with the experience of using a hearing aid amplifier (not a hearing aid) or a generic Amplification App for smartphone phones, in the following terms ...



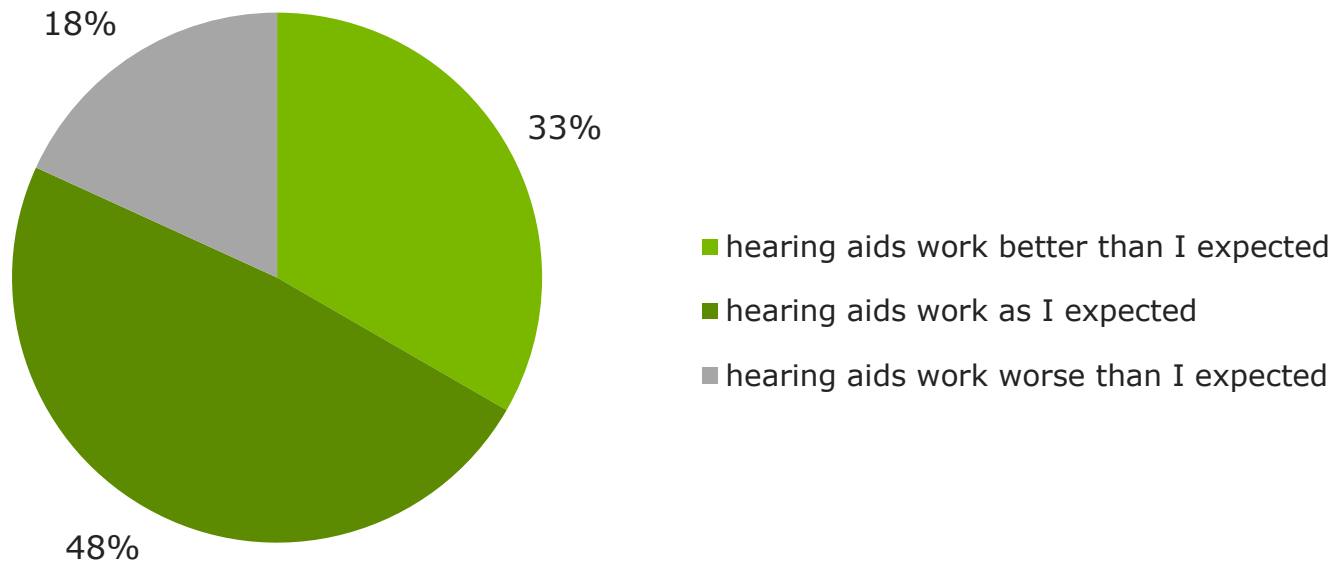
Spain specific question



Satisfaction with hearing aids and drivers

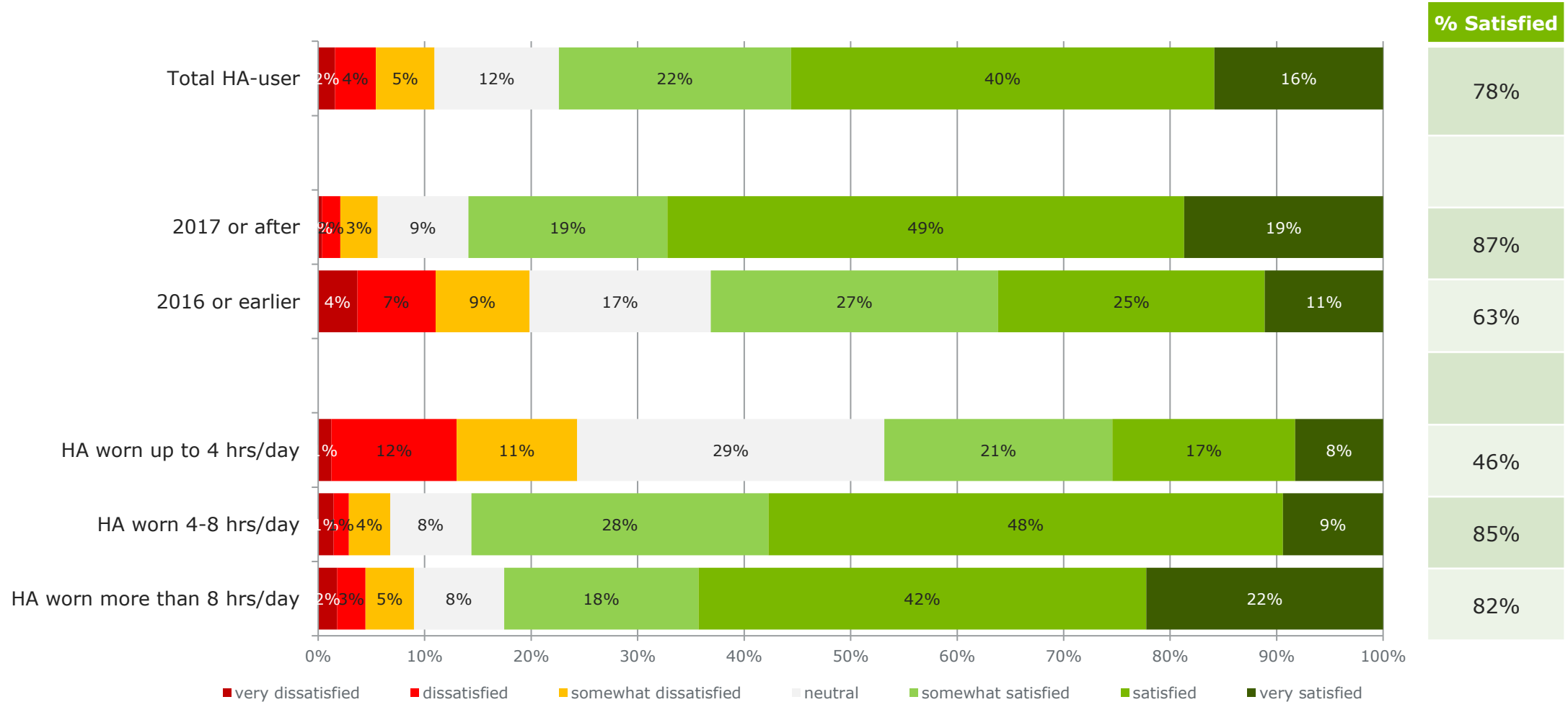
82% of the hearing aid owners say their hearing aid works better than or as expected

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



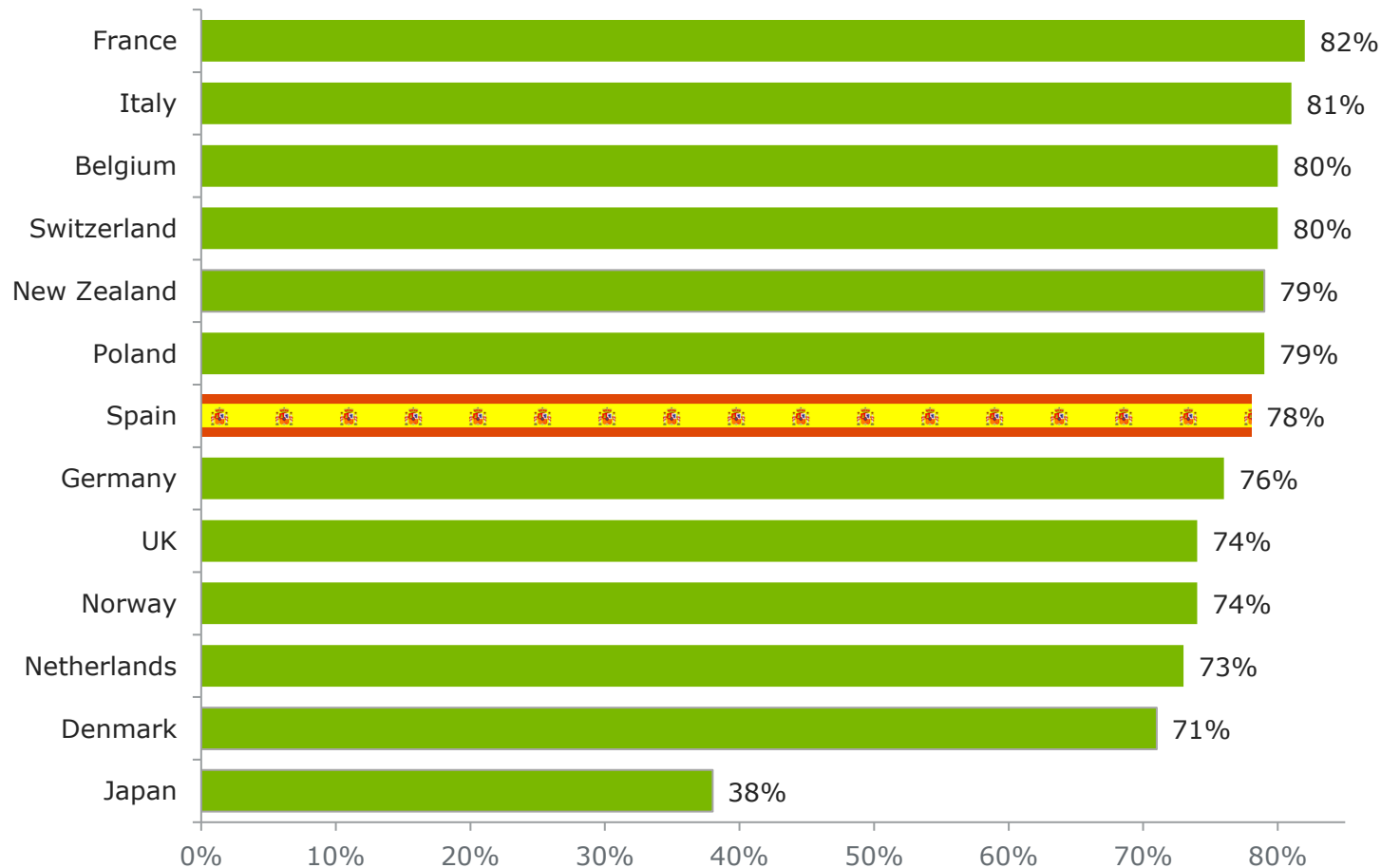
Base: N=502

Overall satisfaction with HA: 78% of hearing aid owners are satisfied with their hearing aid(s)



Overall Satisfaction with HA: Country comparison

% of hearing aid owners satisfied



Satisfaction with current hearing aids

Audiologist

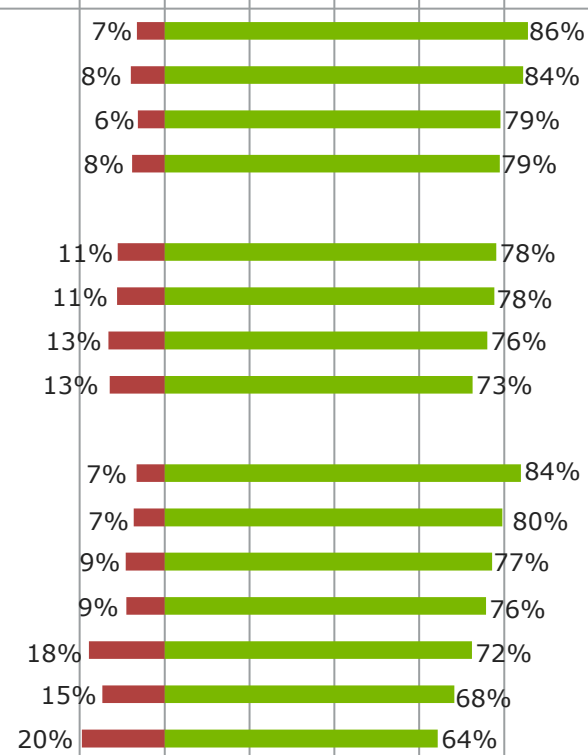
- Professionalism of audiologist
- Quality of dispensers counseling
- Quality of service after purchase
- Quality of service during hearing aid fitting period

Sound quality signal process.

- Clearness of tone and sound
- Natural sounding
- Richness or fidelity of sound
- Comfort with loud sounds

Product features

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



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

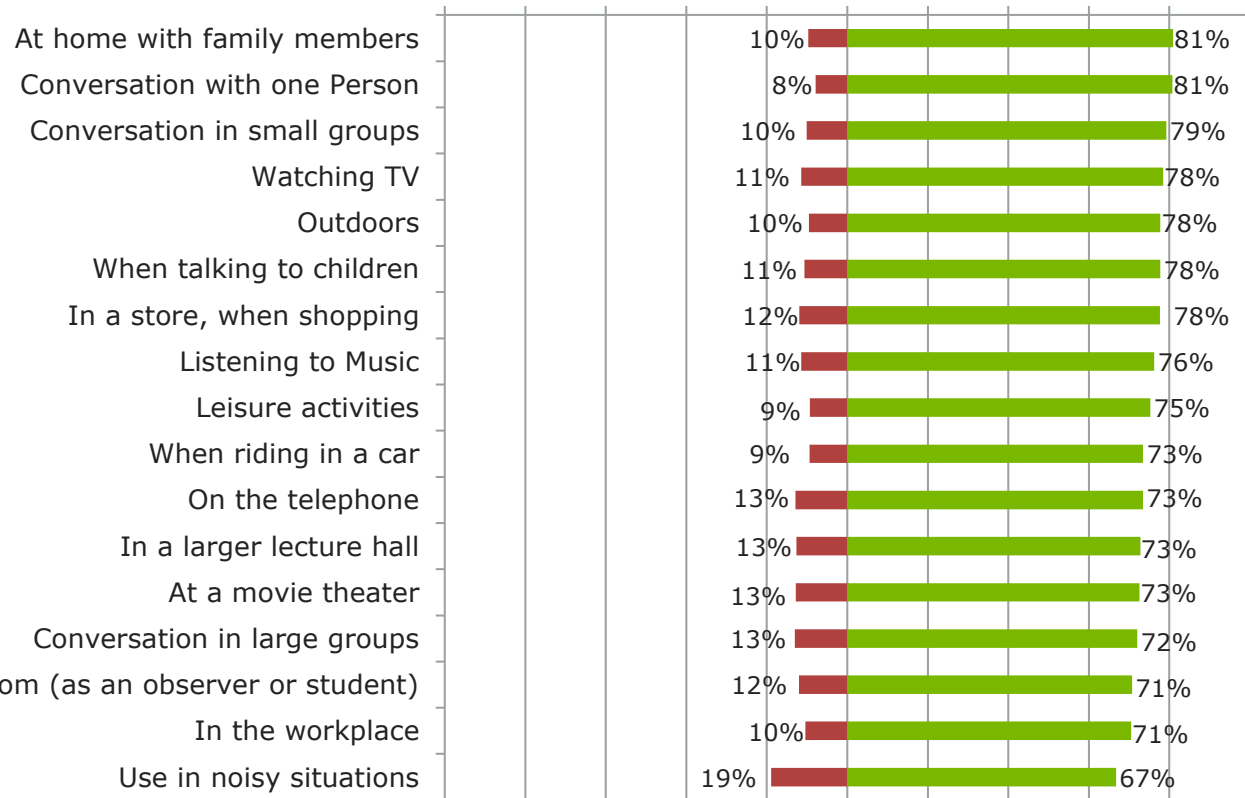
■ dissatisfied ■ satisfied

HA-owner, N=502



Satisfaction with current hearing aids

Listening situation



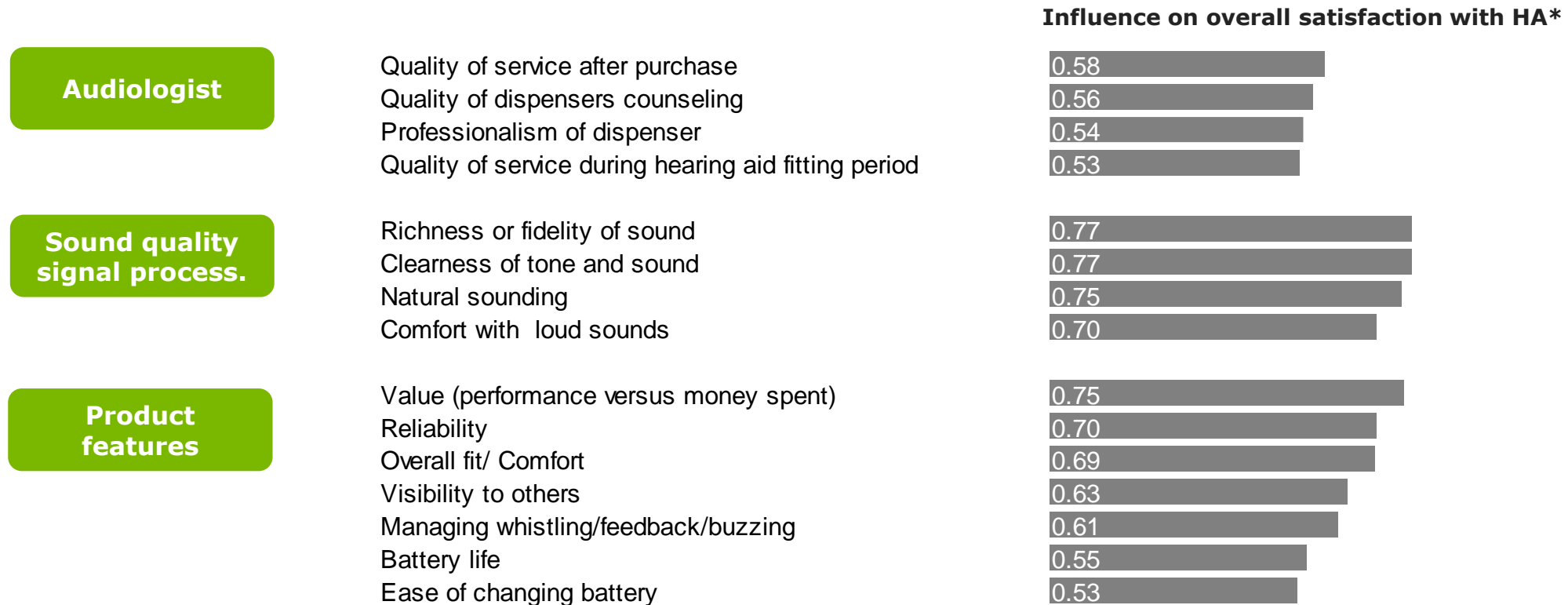
%dissatisfied= % very dissatisfied + % dissatisfied + % somewhat dissatisfied
%satisfied= % somewhat satisfied + % satisfied + % very satisfied

■ dissatisfied ■ satisfied

HA-owner, N=502



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

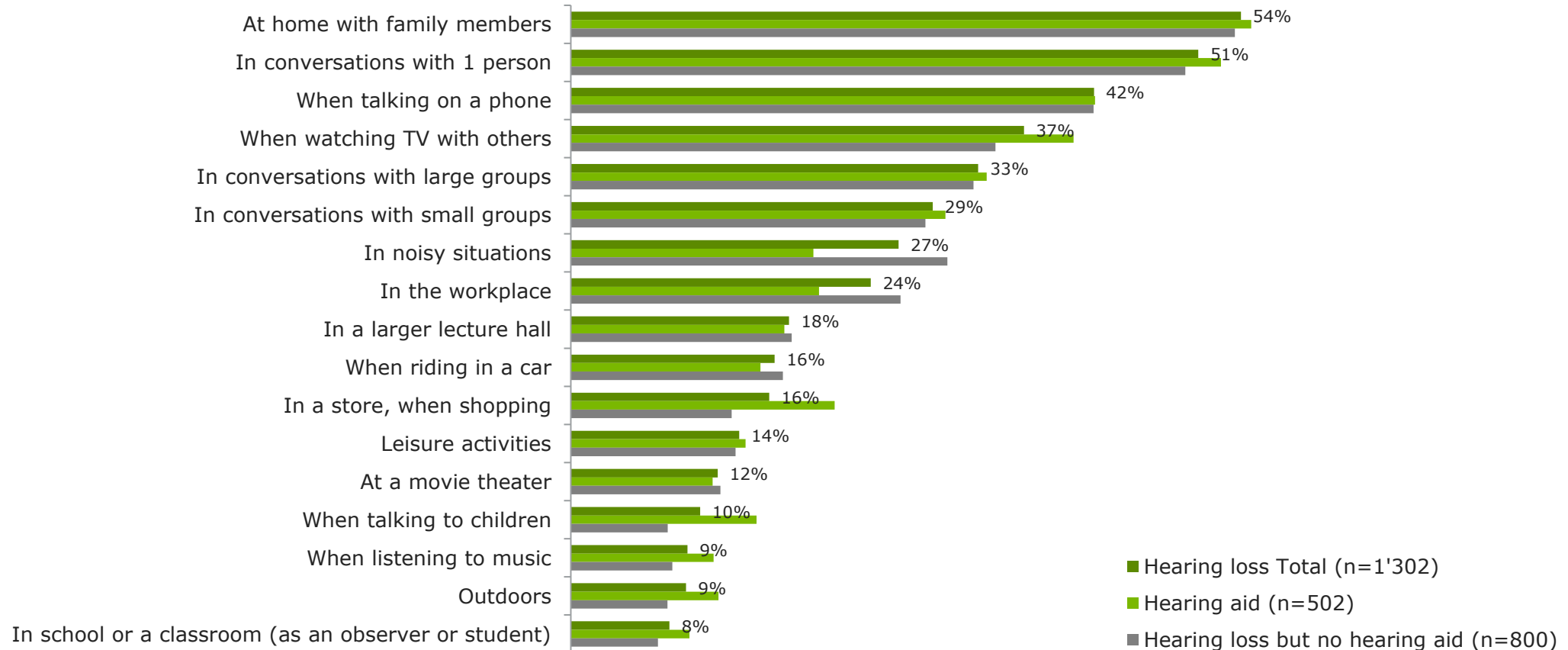


*The Influence has been calculated with a correlation: 0 means no relation between a criterion and overall satisfaction, 1 means a maximal relationship. **Read:** Richness or fidelity of sound & clearness of tone and sound are the most important criteria for satisfaction.



Important listening situations

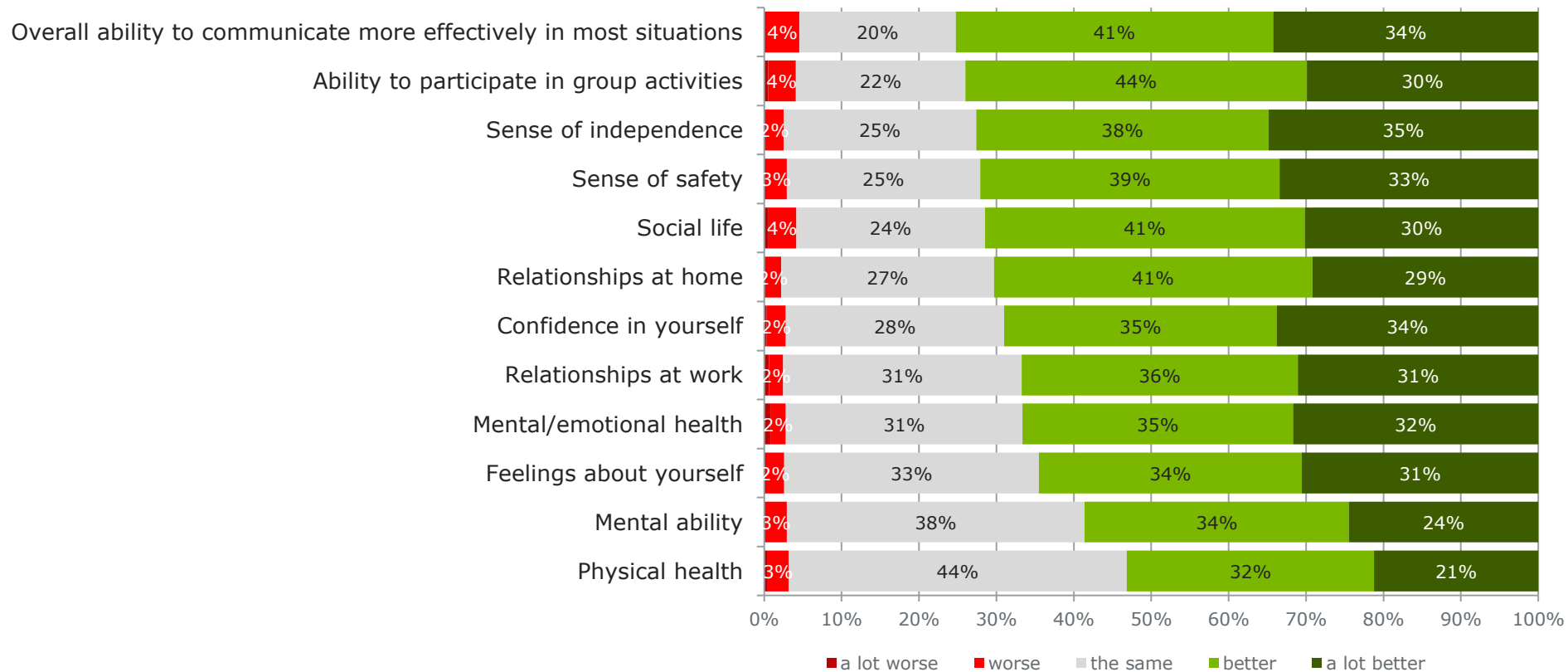
In which of these situations is it most important for you to hear well?
(choose up to 5)



Positive impact of hearing aids, quality of life

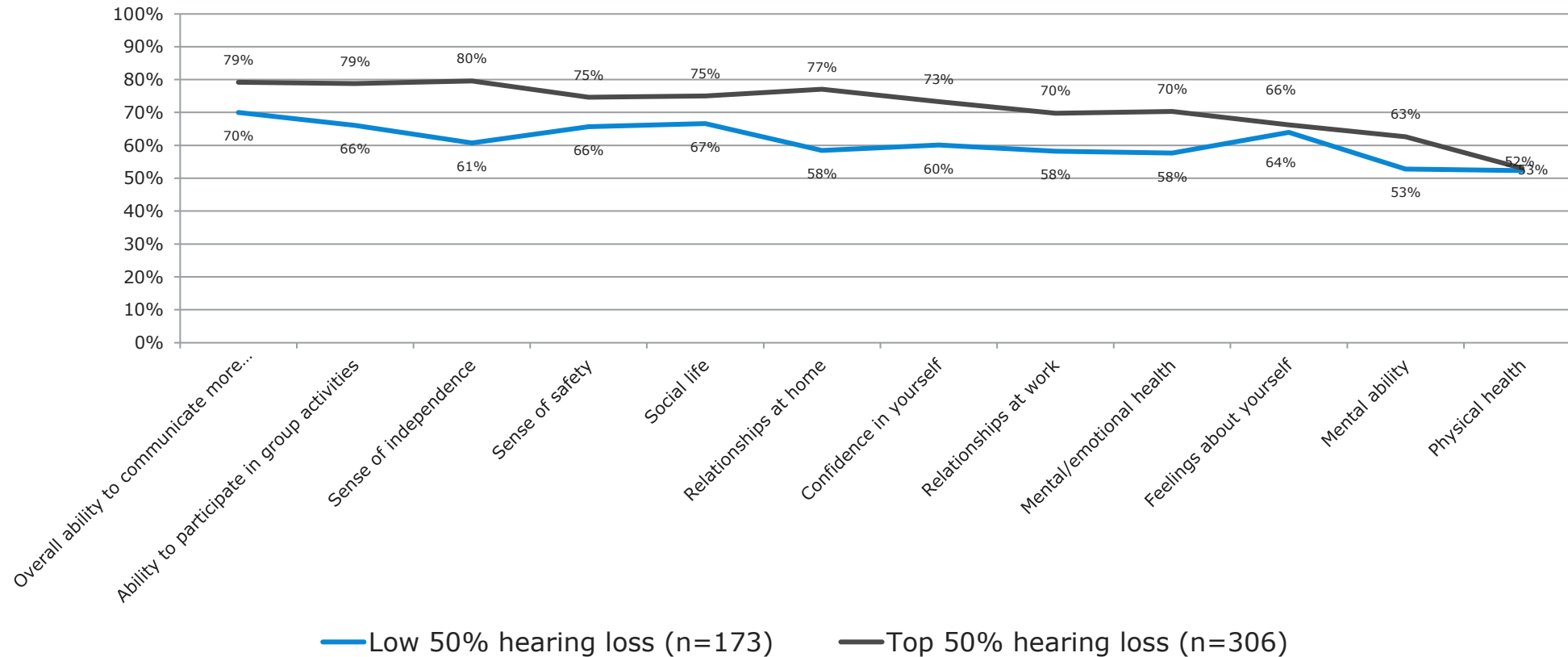
Significant positive impact of HAs on different aspects: Especially Communication effectiveness, ability to participate in group activities and sense of independence improve with hearing aids.

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).



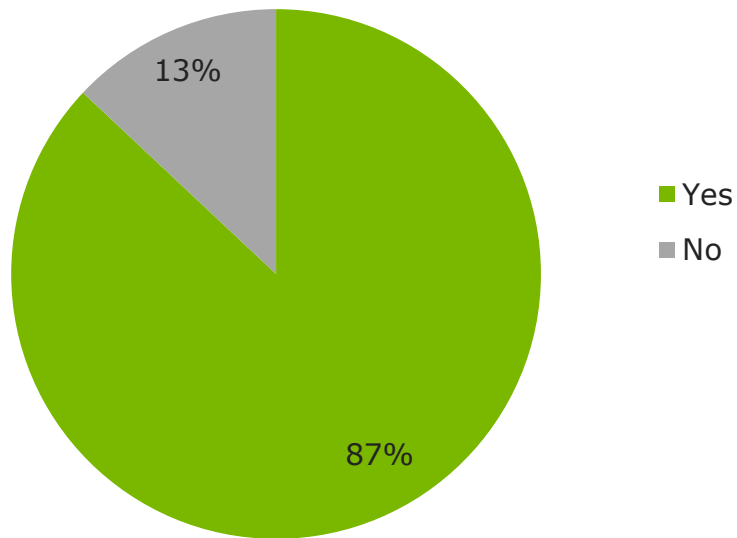
Impact of HAs is perceived more positive by patients with a Top 50% hearing loss in all aspects

% of HA owners feeling better/a lot better



Most hearing aid owners feel more confident moving in a city since wearing hearing aids!

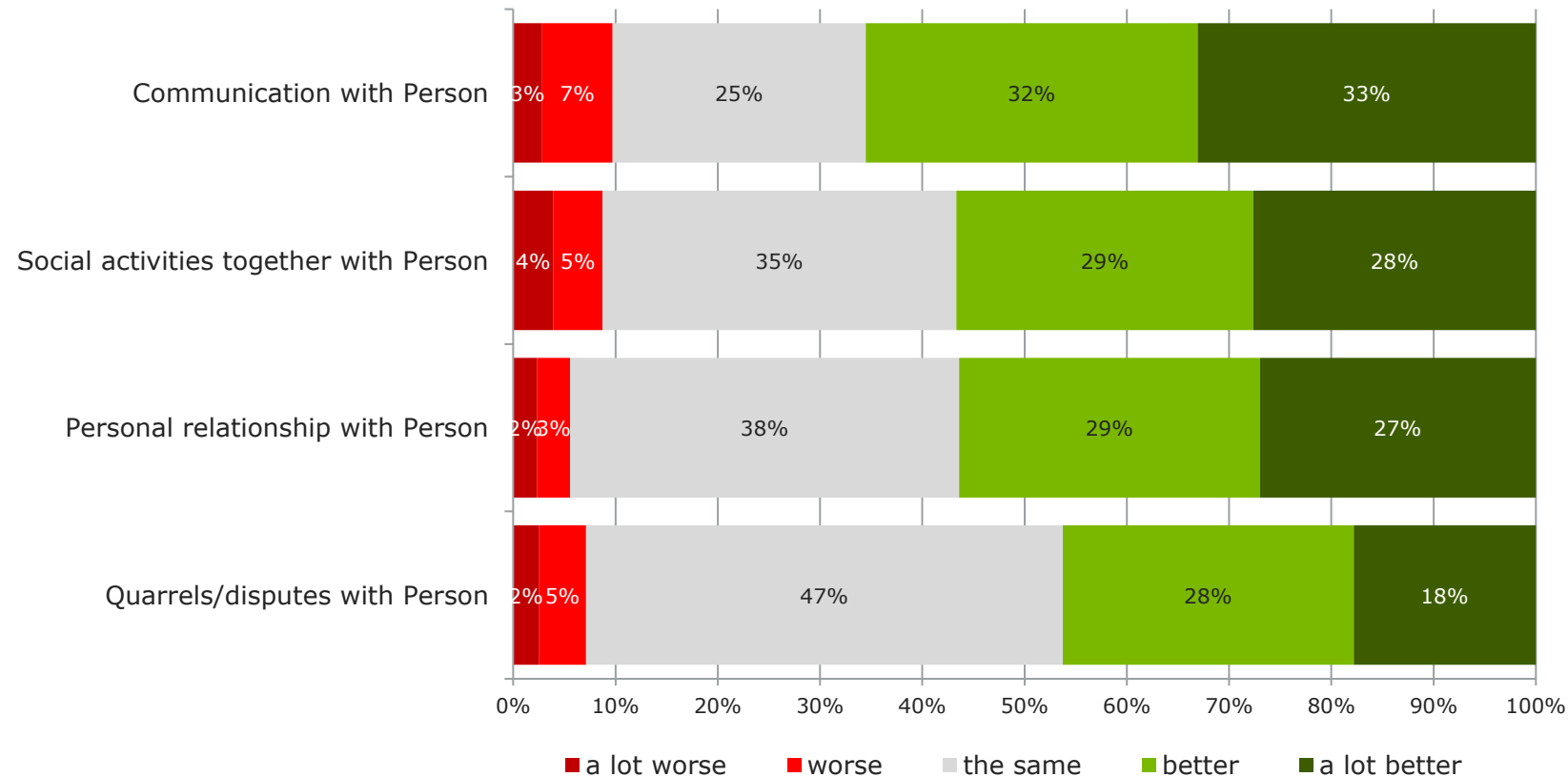
Since wearing a hearing aid, do you feel more confident moving in a city, e.g. because you hear traffic signals/vehicles approaching?



Base: N=502

Also 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?

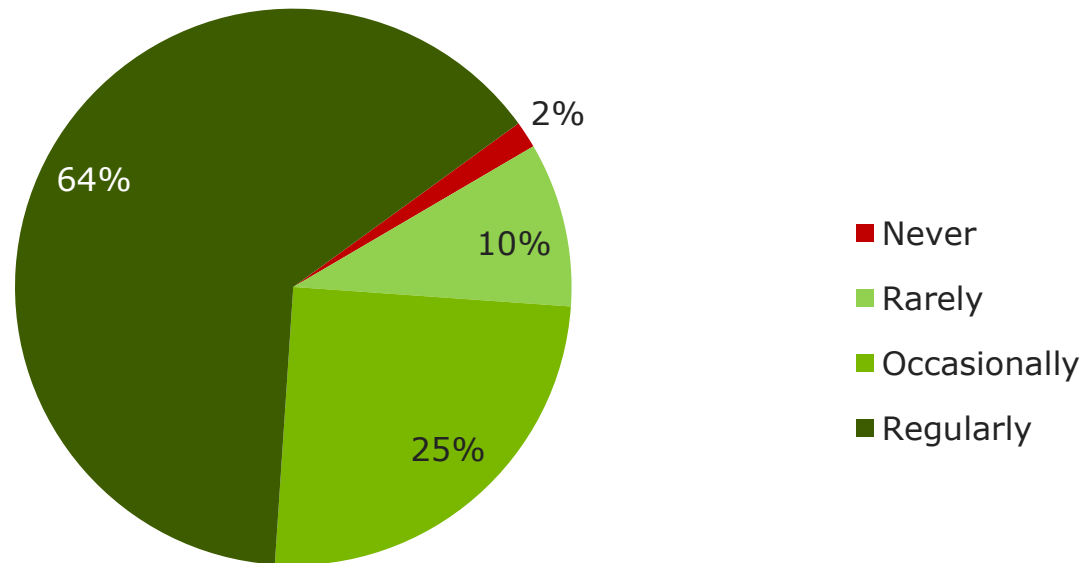


Someone in HH / parent has HA, N=594



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=502


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

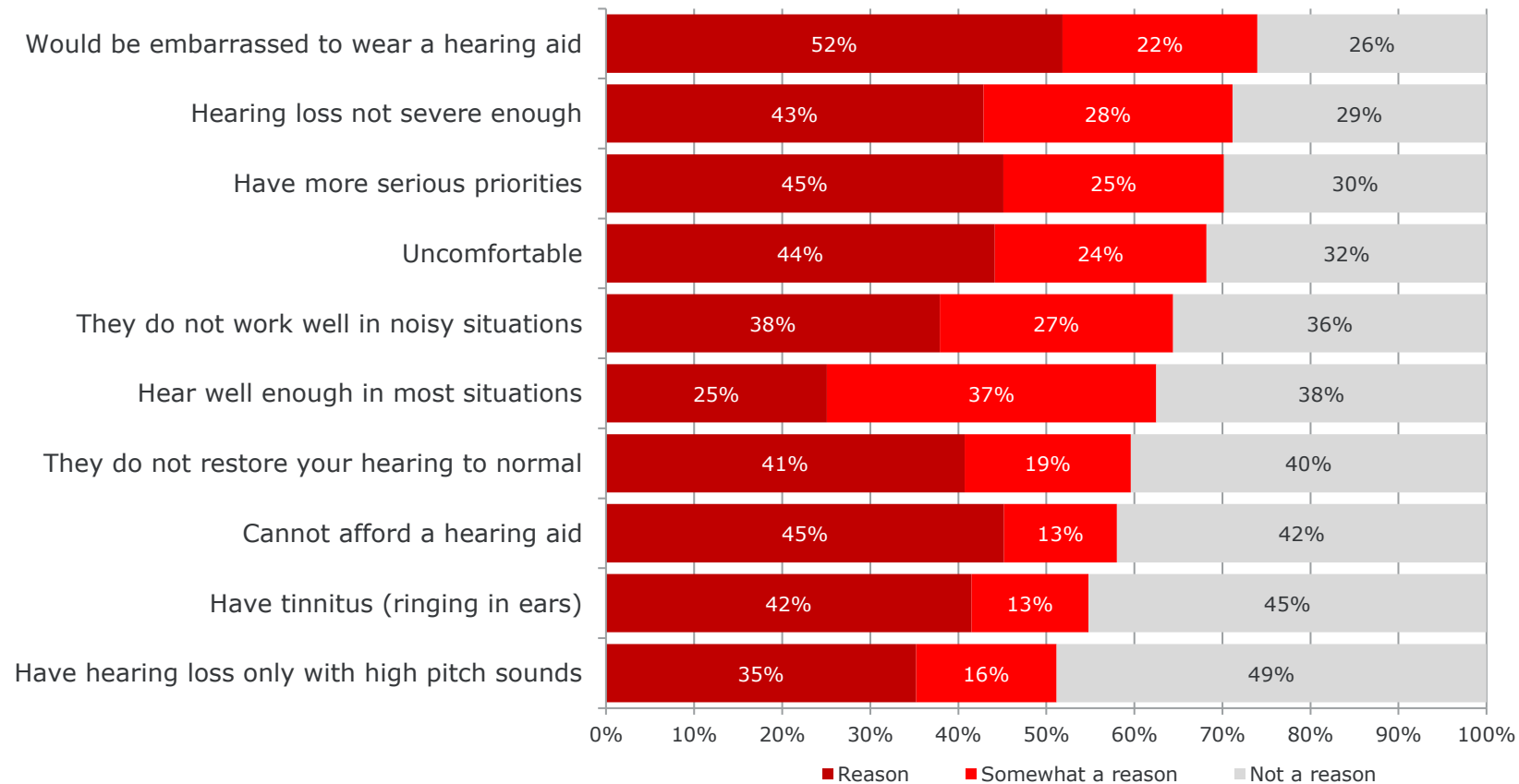
Hearing loss characteristics: Owners compared to non-owners

	HA Owner N=502	HA-Non-owner Low 50% HL N=466	Non-owner Top 50% HL N=217
Ears impaired			
Unilateral loss	40%	55%	25%
Bilateral loss	60%	45%	75%
Perceived loss			
Mild	11%	52%	7%
Moderate	41%	43%	60%
Severe	41%	4%	22%
Profound	8%	0%	11%

More similar hearing loss-structure



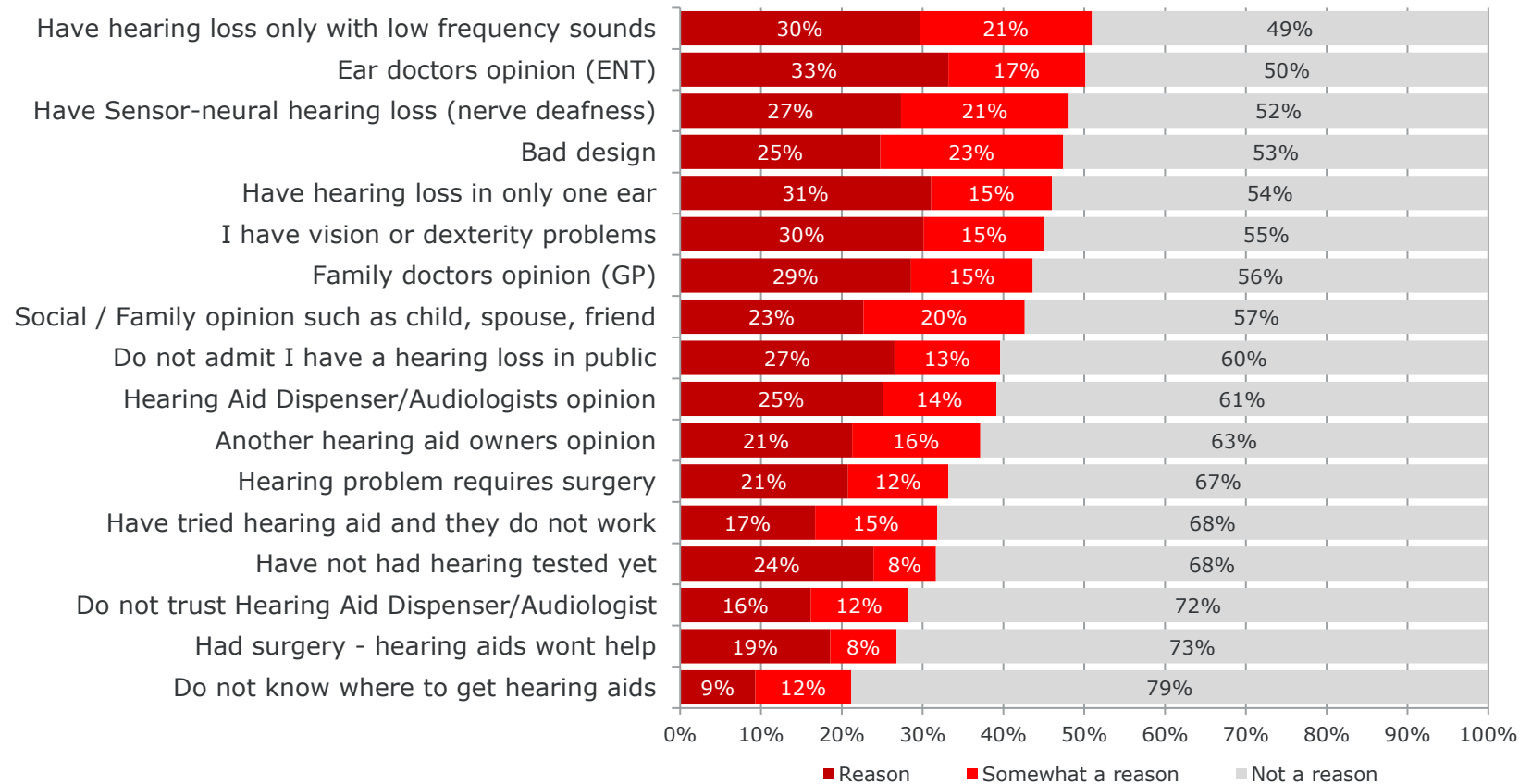
Top 10 reasons for not having a hearing aid (I/II)



Base: non owners Top 50% HL: N=217



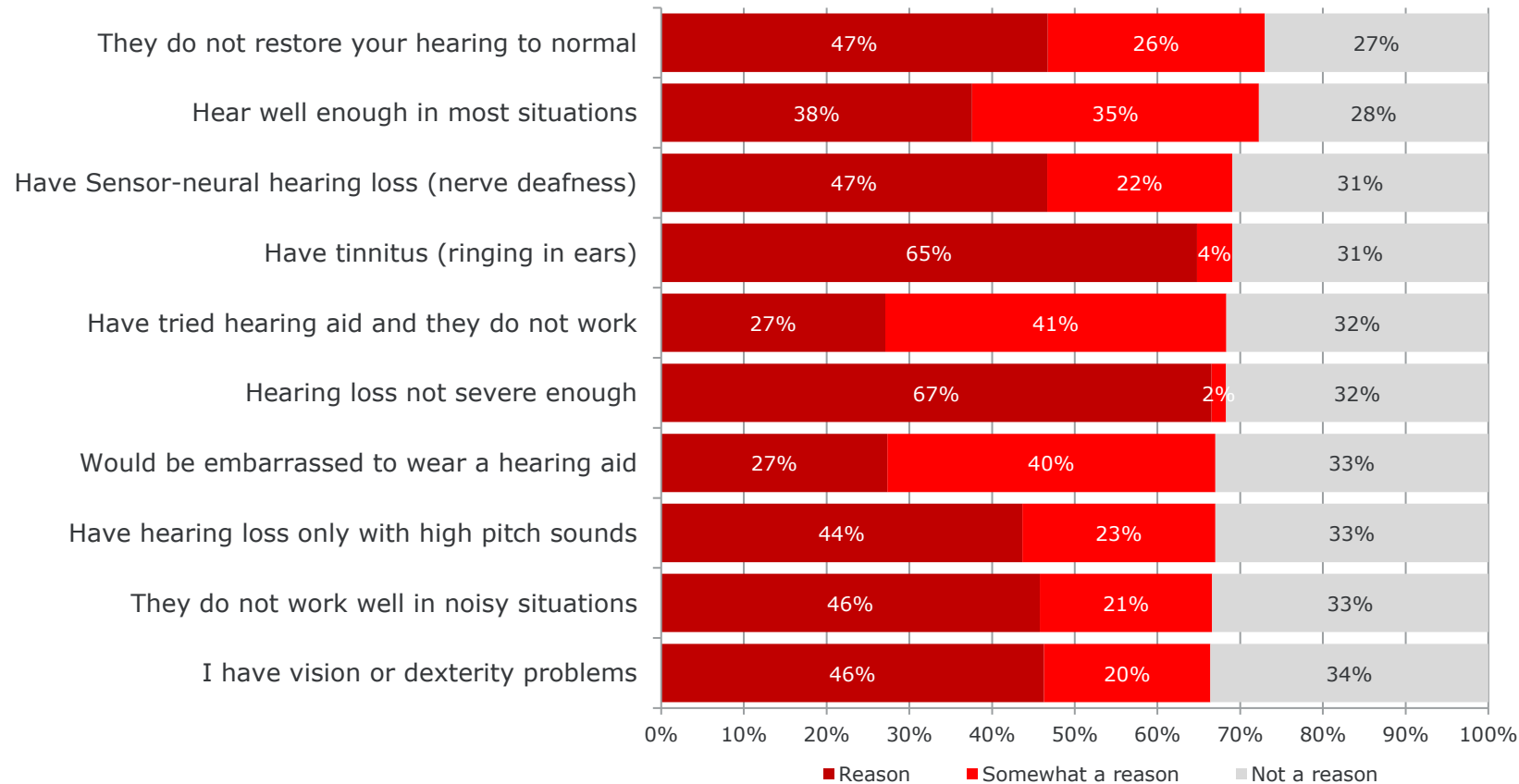
Less important reasons for not having a hearing aid (II/II)



Base: non owners Top 50% HL: N=217



Top 10 reasons for HA owners NOT using them



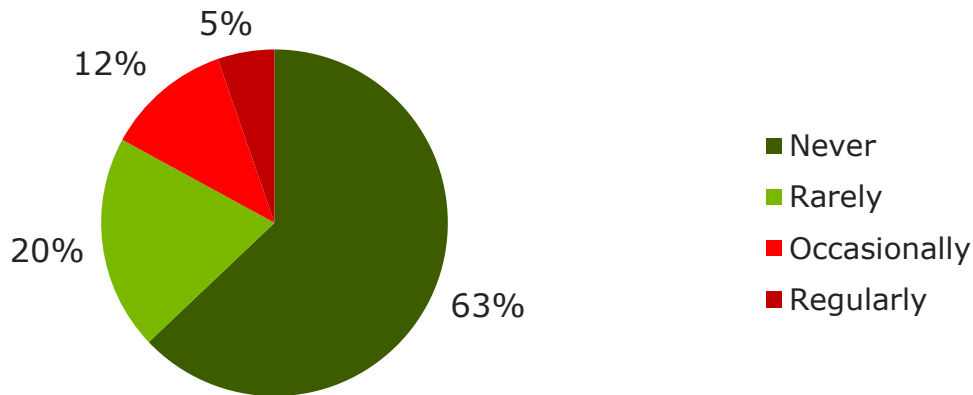
Owners who don't use, N=20 (very low sample!)



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

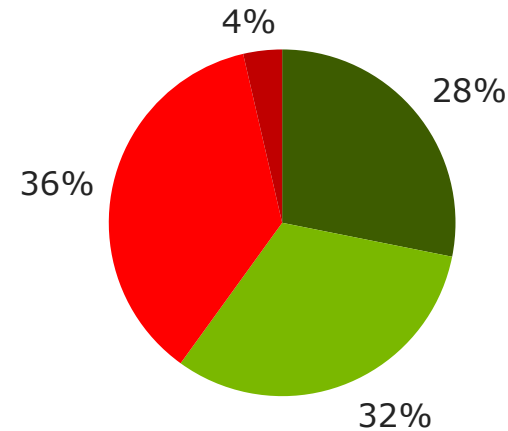
63% of hearing aid owners feel that people never make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid.

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



Base: N=502

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



Base: Top 50% hearing loss, no hearing aid N=217

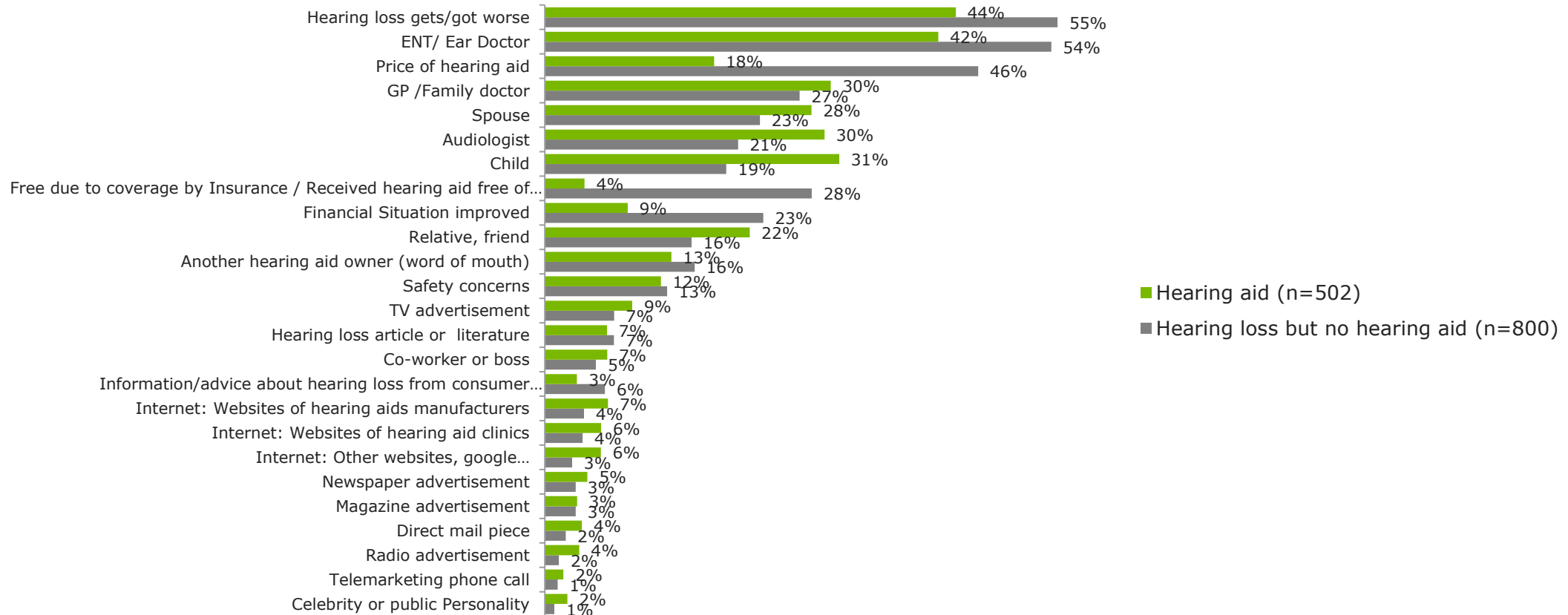


Most important triggers to buy

The most important influencing factors are worsening hearing loss, ENT, GP, spouse and audiologist (+price, insurance coverage for the non owners)

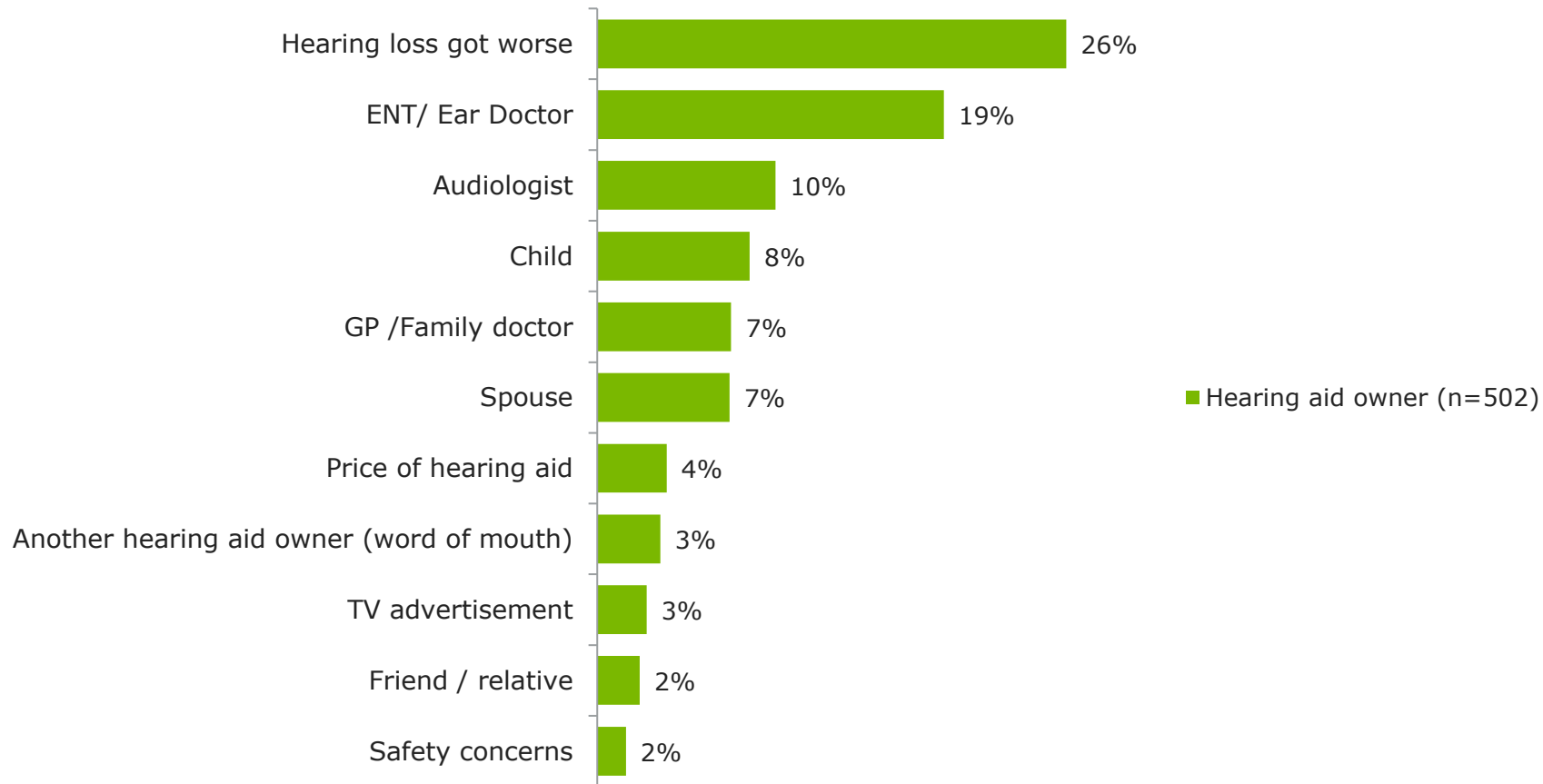
Owner: Thinking back to when you obtained your first hearing aid(s), what influenced you to obtain /purchase the hearing aid(s)?

Non-owner: What do you think would influence you to obtain / purchase a hearing aid ?



The most important trigger to buy a hearing aid is worsening hearing loss, followed by the ENT and the audiologist

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





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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	7'657	11.8%	35.9%	49.1%	51.9%	50.5%
Female	7'848	10.9%	37.2%	50.9%	48.1%	49.5%
Age recoded						
1 - 14	2'352	2.4%	57.0%	16.7%	2.1%	4.9%
15 - 24	1'513	2.5%	44.2%	10.7%	1.9%	2.6%
25 - 34	1'794	5.3%	42.1%	12.4%	4.9%	6.2%
35 - 44	2'519	7.1%	38.0%	17.0%	10.0%	10.6%
45 - 54	2'523	10.1%	17.9%	16.5%	18.8%	7.1%
55 - 64	1'965	14.5%	29.7%	12.2%	17.9%	13.1%
65 - 74	1'457	22.3%	41.2%	8.2%	17.1%	20.9%
74+	1'382	38.1%	42.1%	6.2%	27.3%	34.5%
Type of household						
single household	1'157	21.7%	36.8%	6.6%	14.2%	14.4%
Couple, no kids	3'351	16.5%	38.0%	20.3%	30.8%	32.8%
Couple with kid(s)	7'808	7.7%	38.6%	52.4%	32.9%	36.0%
Single mom/dad with kid(s)	1'165	9.3%	31.0%	7.7%	6.7%	5.2%
Retirement home, hospital etc.	177	26.7%	38.0%	0.9%	2.6%	2.8%
Other	1'846	10.8%	28.2%	12.0%	12.8%	8.7%
Status						
The head of the household (alone or together with someone)	7'122	16.5%	35.1%	43.2%	68.5%	64.5%
The spouse of the head of the household	3'196	10.7%	39.0%	20.8%	18.7%	20.8%
Daughter/son of head of household	4'045	2.5%	34.6%	28.7%	6.0%	5.5%
Other person	1'141	11.9%	43.9%	7.3%	6.8%	9.3%

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
Employment						
Full time employed	5'866	9.7%	32.4%	46.8%	35.2%	30.4%
Part time employed	1'196	7.1%	28.7%	9.8%	5.6%	4.1%
Unemployed / not working	1'670	8.7%	26.3%	13.5%	9.8%	6.3%
Retired under a disability pension scheme (fully or partly)	286	18.5%	25.7%	2.1%	3.6%	2.2%
Early retired under an early retirement benefit scheme	299	21.3%	41.9%	2.1%	3.4%	4.4%
Retired (at the official retirement age)	2'633	29.1%	40.8%	16.5%	41.5%	51.6%
Student / pupil / in training	1'068	1.5%	38.0%	9.3%	0.9%	1.0%
Education						
Estudios Primarios	1'849	25.6%	33.1%	12.2%	29.1%	25.9%
Estudios Secundarios	1'851	13.4%	36.7%	14.2%	14.4%	15.1%
Bachillerato / Ciclos Formativos de Grado Medio	3'645	10.7%	35.5%	28.7%	23.2%	22.9%
arios (Grado de 4 años) / Ciclos Formativos de Grado Superior	3'455	9.9%	35.3%	27.5%	20.3%	19.9%
Universitarios (Post Grado / Master / Doctorado)	1'934	10.2%	43.2%	15.3%	10.3%	14.1%
Otros	283	15.3%	30.2%	2.1%	2.8%	2.2%