Results

EuroTrak Netherlands 2016

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

1. Introduction

- EuroTrak Netherlands 2016 was designed and executed by Anovum (Zurich) on behalf of EHIMA.

- Sample sizes Netherlands 2016:
  - Representative sample (sample 1): n=14’339 people
  - Hearing impaired (sample 2):
    - Hearing impaired non-owners: n=795 people with hearing loss (HL)
    - HA owners: n=555 people with hearing aid (HA)

- EuroTrak Netherlands 2016 is part of the EuroTrak studies:
Summary

2. Market overview

- Stated hearing loss prevalence
  - Total: 10.1 %, 18+: 11.8%
  - Binaural hearing loss: HA owners: 78%, HA non-owners: 60%.
  - Hearing Tests: 27% had a hearing test in the last 5 years, most tests done by audiologists (37%)

- Hearing aid adoption rate (HA penetration)
  - Total: 41.1%
  - Total age group 18+: 41.8%
  - 74% of HA owners have binaural treatment.

- The route to the hearing aid
  - 68% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
  - 47% got hearing aids recommended from the ENT or family doctor (drop out rate=31%).
  - 72% of the GP consultations referred to an ENT. 11% recommended no action.
  - 44% of ENT consultations referred to a audiologist, 33% 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 and usage, accessories and Telecoil**
  - 91% of all HA owners asked got some kind of 3rd party reimbursement.
  - 61% of the currently owned HAs were acquired in 2014 or later.
  - The average age of the currently owned HAs is 3.1 years.
  - The median age of hearing aids before replacement is 5 years.
  - On average, HAs are worn 9.1 hours a day.
  - 31% of today’s hearing aid owners are aware of their hearing aid brand, 30% would preferentially choose the same brand if they would plan to obtain new hearing aids.
  - Ownership of accessories is generally low, TV box is the one accessory used most often: 11% of hearing aid owners claim to have it – 42% claim to have heard of it but don’t own it.
  - 18% of hearing aid owners know what Telecoil is but only 10% have used it – mainly in a house of worship or in a theatre. Most of those who use it are satisfied.

- **Importance of listening situations and satisfaction with HAs**
  - 85% of the hearing aid owners say their hearing aid works better than or as expected.
  - 73% 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 and talking on the phone are the most important listening situations.

- **Positive impact of HAs**
  - Significant positive impact of HAs on different aspects: Especially communication effectiveness, ability to participate in group activities and social life improves with hearing aids.
  - 93% 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
  - While 61% of the hearing impaired without hearing aids don’t know whether a third party would pay any part of hearing aids - 93% of the hearing aid owners received some kind of 3rd party reimbursement.
  - The main reasons for not using hearing aids are that people say “they hear well enough”, “hearing loss is not severe enough”, “the ENT’s opinion” and that they think they are “uncomfortable”.
  - 5% who own HAs don’t use them at all; 15% use them less than one hour/day. Main reasons for this are: “having hearing loss with high pitch sounds only” and “They do not work well in noisy situations”.

- Social rejection, buying intentions and triggers to buy
  - 90% of hearing aid owners think 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.
  - The most important influencing factors for getting hearing aids are the ENT and worsening hearing loss. Insurance coverage/price of hearing aids is more relevant for the non owners.
  - 13% of non-owners intend to get a hearing aid within the next year.
Results

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Detailed Results: Roadmap

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   - Organisation of EuroTrak 2016
   - Recruitment process: In search of hearing impaired people

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   - 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 and dementia symptoms, sleep quality

3. Analysis of hearing aid owners
   - Hearing aid ownership, awareness of hearing loss before getting hearing aids, lifetime of hearing aids and usage
   - Awareness and usage of accessories and Telecoil
   - Satisfaction with hearing aids and drivers
   - Importance of listening situations
   - Positive impact of hearing aids, quality of life

4. Analysis of hearing impaired non-owners
   - Reasons for not having hearing aids and why some people can consider hearing aids as uncomfortable
   - Social rejection because of hearing loss compared to the acceptance of hearing aids
   - Buying intentions and most important triggers to buy

5. Appendix
   - Demographics: Hearing instrument adoption rates and populations
1. Introduction
Organisation of EuroTrak 2016

Organisation

- Principal of the project EuroTrak Netherlands is 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 European Hearing Instrument Manufacturers Association [EHIMA] approved the questionnaire.

Use of the data

- EHIMA may use the anonymous data (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 EHIMA uses 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 – Netherlands/[year]/n=[relevant sample size]”
- Any member of EHIMA 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=14’339 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=555 hearing aid owners and n=795 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 Netherlands 2016

% hearing loss prevalence

- Total: 10.1%
- Total 18+: 11.8%
- 74+: 35.0%
- 65-74: 18.4%
- 55-64: 11.8%
- 45-54: 9.4%
- 35-44: 6.6%
- 25-34: 5.2%
- 15-24: 3.5%
- <=14: 3.6%

EuroTrak 2016
Base: 14'339
Overview hearing loss prevalence and hearing aid adoption

Euro Trak 2016

- Hearing impaired (stated)
- Adoption (% of population)
- Adoption (% of stated impaired)
Hearing aid adoption rate Netherlands 2016
41.1% of hearing impaired have hearing aid(s), 74% of them have binaural treatment

% of hearing impaired

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total</th>
<th>Total 18+</th>
<th>65+</th>
<th>45-64</th>
<th>&lt;=44</th>
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EuroTrak 2016
HA owners (Base: 695)

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

Hearing loss 6-groups

* 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 tests and where hearing is tested
Hearing Tests: 27% had their hearing tested in the last 5 years – most tests are done by audiologists

Have you ever taken a hearing test?

- Yes, in the last 12 months: 10%
- Yes, in the last 1-5 years: 17%
- Yes, more than 5 years ago: 17%
- No, never: 56%

Where/how was your hearing tested?

- Hearing Aid Dispenser/Audiologist: 37%
- Ear doctor (ENT): 28%
- Family doctor: 18%
- Online test: 3%
- Test on a smartphone App: 1%
- Other: 18%
- Don't know: 5%

Base=11'245
Base= 3'143

Consultatieburo, schoolarts, op werk, medische keuring, bedrijfsarts
The route to the hearing aid: Sources of information and drop-out rates
The route to the hearing aid

- **Impaired**: 100%
- **Discussed hearing loss with ear doctor and/or family doctor**: 68%
- **Positive medical advice (Ear doctor or family doctor recommend further action)**: 47%
- **Discussed hearing loss with HA dispenser/audiologist**: 57%
- **Positive advice HA dispenser/audiologist**: 44%
- **Bought hearing aid**: 41%

**Drop out:**
- Impaired ENT/Doctor: 32%
- Recommend: 31%
- Discussed hearing loss with HA dispenser/audiologist: 12%

*Base: n=1'350*
Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms, sleep quality
**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?**

- 55%: Of significant use
- 35%: Of some use
- 10%: Of no use

Base: N=170
**Work competitiveness:** People with hearing aids recognize that hearing aids increase the chance of hearing impaired to get promoted, to get the right job and to get more salary.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Hearing aid</th>
<th>Hearing loss, no hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think that people with an untreated hearing loss tend to be less promoted in their job</td>
<td>Disagree strongly: 11%, Rather disagree: 18%, Neutral: 44%, Rather agree: 18%, Strongly agree: 10%</td>
<td>Disagree strongly: 36%, Rather disagree: 20%, Neutral: 28%, Rather agree: 10%, Strongly agree: 6%</td>
</tr>
<tr>
<td>I think that people with an untreated hearing loss tend not to get the job they deserve</td>
<td>Disagree strongly: 9%, Rather disagree: 18%, Neutral: 38%, Rather agree: 24%, Strongly agree: 12%</td>
<td>Disagree strongly: 34%, Rather disagree: 21%, Neutral: 29%, Rather agree: 11%, Strongly agree: 5%</td>
</tr>
<tr>
<td>I think that people with an untreated hearing loss tend to be under salaried</td>
<td>Disagree strongly: 11%, Rather disagree: 18%, Neutral: 49%, Rather agree: 14%, Strongly agree: 7%</td>
<td>Disagree strongly: 38%, Rather disagree: 21%, Neutral: 28%, Rather agree: 7%, Strongly agree: 5%</td>
</tr>
</tbody>
</table>

Base: Hearing loss, no hearing aid = 559/ hearing aid n = 384
**General health problems**: Hearing aid owners have a lower risk of becoming depressive and being forgetful 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

![Depression symptom chart](chart)

**Top 50% hearing loss, no hearing aid**
- **Hearing aid yes**: 3% very high, 51% medium, 46% very low
- **Hearing aid no**: 4% very high, 67% medium, 29% very low

### Dementia symptom:
**Getting more forgetful in the last year?**

![Dementia symptom chart](chart)

**Top 50% hearing loss, no hearing aid**
- **Hearing aid yes**: 6% Yes, much more, 49% Yes, somewhat more, 45% No
- **Hearing aid no**: 7% Yes, much more, 58% Yes, somewhat more, 35% No

Base: hearing aid n=436 / top 50% no hearing aid =158

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*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.

Base: hearing aid n=423 / top 50% no hearing aid =156

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

→ People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).
**General health problems**: Quality of sleep seems to improve if hearing impaired use hearing aids

Are you generally satisfied with the quality of your sleep?

- Top 50% hearing loss, no hearing aid (n=158):
  - Yes: 55%
  - No: 45%

- Hearing aid (n=436):
  - Yes: 29%
  - No: 71%
3. Analysis of hearing aid owners
Hearing aid ownership, awareness of hearing loss before getting hearing aids, lifetime of hearing aids and usage
Very low adoption rates within mild hearing loss

<table>
<thead>
<tr>
<th>Stated hearing loss</th>
<th>(% of impaired population*)</th>
<th>Adoption rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profound</td>
<td>(6%)</td>
<td>65%*</td>
</tr>
<tr>
<td>Severe</td>
<td>(17%)</td>
<td>46%</td>
</tr>
<tr>
<td>Moderate</td>
<td>(46%)</td>
<td></td>
</tr>
<tr>
<td>Mild</td>
<td>(32%)</td>
<td>13%</td>
</tr>
</tbody>
</table>

Base: n=1'350
Sums can differ from 100% due to rounding
* combined “severe” and “profound” because n is too small
61% of the currently owned HAs were acquired in 2014 or later

Age of currently owned HAs (Mean): 3.1 years

Year of purchase

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</thead>
<tbody>
<tr>
<td>0%</td>
<td>17%</td>
<td>38%</td>
<td>61%</td>
<td>71%</td>
<td>80%</td>
<td>87%</td>
<td>94%</td>
<td>95%</td>
<td>96%</td>
<td>97%</td>
<td>97%</td>
<td>100%</td>
</tr>
</tbody>
</table>

HA-owner, n=543
91% received some kind of 3rd party reimbursement. Information deficit non-owners: only 39% know whether government/insurance would pay

**Owners:** Was any part or all of your hearing aid(s) paid for by a third party? (Insurance, Government, ...)

- Yes, completely: 28%
- Yes, partly: 5%
- No: 63%
- don't know: 3%

HA-owner, n=555

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

- Yes: 39%
- No: 50%
- don't know: 11%

HA-non-owners, n=795
On average, HAs are worn 9.1 hours a day.

HA worn:
Mean: 9.1 hours/day

In the drawer (0 hours): 5%

HA-owner, n=555
31% of today’s hearing aid owners are aware of their hearing aid brand

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

- 31% Yes, I know it by heart
- 21% No, but I could find out
- 48% No, and can't find out

In case you plan to obtain new hearing aid(s), what brand would you choose?

- 56% Preferably from the same brand you currently own
- 30% Preferably from a different brand than you currently own
- 14% Indifferent, could be any brand

Base: N=555/449
77% of the currently owned HAs either had no repair need or only once

How often has your current hearing aid required a repair because it was not working properly?

- 53% never
- 24% once
- 17% 2-3 times
- 3% 4-5 times
- 4% more often

HA-owner, n=555
Awareness and usage of accessories and Telecoil
Ownership of accessories is generally low, TV box is the one accessory used most often.

Which of the following accessories have you heard of and which ones do you own?

- TV Box connected to the TV set to stream audio to your hearing aid:
  - Never heard of: 48%
  - Heard of but don't own: 42%
  - Own one: 11%

- Combined device - audio streamer and remote control in one device:
  - Never heard of: 57%
  - Heard of but don't own: 36%
  - Own one: 7%

- Audio streamer to connect my hearing aids to other devices like cell phones, mp3 players, TV sets, etc:
  - Never heard of: 54%
  - Heard of but don't own: 39%
  - Own one: 6%

- Additional microphone for conversations with one person, conversations in a group etc.:
  - Never heard of: 54%
  - Heard of but don't own: 41%
  - Own one: 5%

- Phone clip, plugged into the mobile phone to stream calls to the hearing aid:
  - Never heard of: 62%
  - Heard of but don't own: 33%
  - Own one: 4%

Base: N=555
Satisfaction with hearing aids and drivers
85% 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?

- 57% hearing aids work better than I expected
- 27% hearing aids work as I expected
- 15% hearing aids work worse than I expected

Base: N=555
Overall satisfaction with HA

73% satisfied
## Overall Satisfaction with HA: Country comparison

<table>
<thead>
<tr>
<th>Country</th>
<th>Overall satisfaction 2012</th>
<th>Overall satisfaction 2015/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Netherlands</td>
<td>-</td>
<td>73%</td>
</tr>
<tr>
<td>Poland</td>
<td>-</td>
<td>80%</td>
</tr>
<tr>
<td>France</td>
<td>80%</td>
<td>84%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>84%</td>
<td>81%</td>
</tr>
<tr>
<td>UK</td>
<td>72%</td>
<td>70%</td>
</tr>
<tr>
<td>Denmark</td>
<td>70%</td>
<td>71%</td>
</tr>
<tr>
<td>Norway</td>
<td>72%</td>
<td>-</td>
</tr>
<tr>
<td>Italy</td>
<td>70%</td>
<td>79%</td>
</tr>
<tr>
<td>Japan</td>
<td>36%</td>
<td>39%</td>
</tr>
</tbody>
</table>
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 social life improves with hearing aids.

Overall ability to communicate more effectively in most...

- Ability to participate in group activities
- Social life
- Sense of independence
- Relationships at home
- Sense of safety
- Feelings about yourself
- Confidence in yourself
- Relationships at work
- Mental/emotional health
- Mental ability
- Physical health

HA-owner, n=555
4. Analysis of hearing impaired non-owners
Reasons for not having hearing aids and why some people can consider hearing aids as uncomfortable
To analyse reasons of non-adoption we look at the Top 50% HL group, as the structure of hearing loss is more similar to that of HA owners.

Hearing loss characteristics: Owners compared to non-owners

<table>
<thead>
<tr>
<th></th>
<th>% HA Owner (n=555)</th>
<th>% HA-Non-owner Low 50% HL (n=482)</th>
<th>% HA-Non-owner Top 50% HL (n=270)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ears impaired</strong></td>
<td></td>
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<tr>
<td>Unilateral loss</td>
<td>22%</td>
<td>45%</td>
<td>35%</td>
</tr>
<tr>
<td>Bilateral loss</td>
<td>78%</td>
<td>55%</td>
<td>65%</td>
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<tr>
<td><strong>Perceived loss</strong></td>
<td></td>
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<tr>
<td>Mild</td>
<td>10%</td>
<td>56%</td>
<td>16%</td>
</tr>
<tr>
<td>Moderate</td>
<td>52%</td>
<td>34%</td>
<td>58%</td>
</tr>
<tr>
<td>Severe</td>
<td>28%</td>
<td>8%</td>
<td>19%</td>
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<tr>
<td>Profound</td>
<td>10%</td>
<td>2%</td>
<td>7%</td>
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More similar hearing loss structure
**Top 10 reasons for not having a hearing aid (I/II)**

- **Hear well enough in most situations**: 36% Reason, 22% Somewhat a reason, 41% Not a reason
- **Hearing loss not severe enough**: 38% Reason, 21% Somewhat a reason, 41% Not a reason
- **Ear doctors opinion (ENT)**: 40% Reason, 11% Somewhat a reason, 49% Not a reason
- **Uncomfortable**: 38% Reason, 12% Somewhat a reason, 50% Not a reason
- **Family doctors opinion (GP)**: 36% Reason, 10% Somewhat a reason, 54% Not a reason
- **They do not restore your hearing to normal**: 31% Reason, 14% Somewhat a reason, 55% Not a reason
- **They do not work well in noisy situations**: 33% Reason, 10% Somewhat a reason, 57% Not a reason
- **Have tinnitus (ringing in ears)**: 31% Reason, 10% Somewhat a reason, 59% Not a reason
- **Have hearing loss only with high pitch sounds**: 29% Reason, 12% Somewhat a reason, 60% Not a reason
- **Do not admit I have a hearing loss in public**: 28% Reason, 11% Somewhat a reason, 61% Not a reason

Base: non owners Top 50% HL: n=227
Social rejection because of hearing loss compared to the acceptance of hearing aids
90% of hearing aid owners think people rarely or never make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid.

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

- Never: 76%
- Rarely: 7%
- Occasionally: 14%
- Regularly: 3%

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

- Never: 48%
- Rarely: 29%
- Occasionally: 17%
- Regularly: 6%

Base: N=555
Base: Top 50% hearing loss, no hearing aid N=227
Buying intentions and most important triggers to buy
13% of non-owners intend to get a hearing aid within the next year. Re-buying intention is higher than first-buying intention.
Sample size and random sample error: Rules of thumb

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

<table>
<thead>
<tr>
<th>Sample size</th>
<th>Random sample error</th>
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<tr>
<td></td>
<td>Real value is within interval:</td>
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<td>Level of proportion: 50%/50%</td>
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<tr>
<td>50</td>
<td>+/- 13.9</td>
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<tr>
<td>100</td>
<td>+/- 9.8</td>
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<tr>
<td>250</td>
<td>+/- 6.2</td>
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<td>+/- 4.4</td>
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<td>+/- 3.1</td>
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<td>5’000</td>
<td>+/- 1.4</td>
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<tr>
<td>10’000</td>
<td>+/- 1.0</td>
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</table>
Demographics (1) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
<th>No hearing loss</th>
<th>Hearing loss but no hearing aid</th>
<th>Hearing aid</th>
</tr>
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<tbody>
<tr>
<td>Male</td>
<td>7,094</td>
<td>11.0%</td>
<td>40.1%</td>
<td>49.0%</td>
<td>54.6%</td>
<td>52.3%</td>
</tr>
<tr>
<td>Female</td>
<td>7,245</td>
<td>9.3%</td>
<td>42.3%</td>
<td>51.0%</td>
<td>45.4%</td>
<td>47.7%</td>
</tr>
<tr>
<td>Age recoded</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 14</td>
<td>2,374</td>
<td>3.6%</td>
<td>28.9%</td>
<td>17.8%</td>
<td>7.1%</td>
<td>4.1%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>1,737</td>
<td>3.5%</td>
<td>27.4%</td>
<td>13.0%</td>
<td>5.1%</td>
<td>2.8%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>1,778</td>
<td>5.2%</td>
<td>38.0%</td>
<td>13.1%</td>
<td>6.7%</td>
<td>5.9%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>1,775</td>
<td>6.6%</td>
<td>19.5%</td>
<td>12.9%</td>
<td>11.0%</td>
<td>3.8%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>2,159</td>
<td>9.4%</td>
<td>22.5%</td>
<td>15.2%</td>
<td>18.4%</td>
<td>7.7%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>1,885</td>
<td>11.8%</td>
<td>30.2%</td>
<td>12.9%</td>
<td>18.1%</td>
<td>11.2%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>1,513</td>
<td>18.4%</td>
<td>47.7%</td>
<td>9.6%</td>
<td>17.1%</td>
<td>22.3%</td>
</tr>
<tr>
<td>74+</td>
<td>1,119</td>
<td>35.0%</td>
<td>64.2%</td>
<td>5.6%</td>
<td>16.4%</td>
<td>42.2%</td>
</tr>
<tr>
<td>Type of household</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>single household</td>
<td>1,675</td>
<td>18.2%</td>
<td>45.9%</td>
<td>10.6%</td>
<td>19.3%</td>
<td>23.4%</td>
</tr>
<tr>
<td>Couple, no kids</td>
<td>3,663</td>
<td>13.5%</td>
<td>48.7%</td>
<td>24.6%</td>
<td>29.7%</td>
<td>40.4%</td>
</tr>
<tr>
<td>Couple with kid(s)</td>
<td>6,882</td>
<td>6.7%</td>
<td>27.8%</td>
<td>49.8%</td>
<td>38.9%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Single mom/dad with kid(s)</td>
<td>943</td>
<td>5.7%</td>
<td>51.7%</td>
<td>6.9%</td>
<td>3.0%</td>
<td>4.7%</td>
</tr>
<tr>
<td>Retirement home, hospital etc.</td>
<td>152</td>
<td>34.0%</td>
<td>65.3%</td>
<td>0.8%</td>
<td>2.1%</td>
<td>5.7%</td>
</tr>
<tr>
<td>Other</td>
<td>1,024</td>
<td>8.4%</td>
<td>30.7%</td>
<td>7.3%</td>
<td>7.0%</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Status</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
<th>No hearing loss</th>
<th>Hearing loss but no hearing aid</th>
<th>Hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td>The head of the household (alone or together with someone)</td>
<td>5'856</td>
<td>14.5%</td>
<td>42.4%</td>
<td>39.2%</td>
<td>58.7%</td>
<td>64.3%</td>
</tr>
<tr>
<td>The spouse of the head of the household</td>
<td>3'880</td>
<td>10.1%</td>
<td>41.8%</td>
<td>27.3%</td>
<td>27.5%</td>
<td>29.3%</td>
</tr>
<tr>
<td>Daughter/son of head of household</td>
<td>3'897</td>
<td>2.8%</td>
<td>23.3%</td>
<td>29.6%</td>
<td>9.9%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Other Person</td>
<td>543</td>
<td>7.9%</td>
<td>25.4%</td>
<td>3.9%</td>
<td>3.9%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Employment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zelfstandig ondernemer</td>
<td>905</td>
<td>9.0%</td>
<td>26.5%</td>
<td>7.9%</td>
<td>7.6%</td>
<td>3.8%</td>
</tr>
<tr>
<td>Werkzaam in loondienst</td>
<td>5'001</td>
<td>6.9%</td>
<td>24.9%</td>
<td>44.4%</td>
<td>32.9%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Werkzaam bij de overheid</td>
<td>490</td>
<td>10.3%</td>
<td>42.0%</td>
<td>4.2%</td>
<td>3.7%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Arbeidsongeschikt</td>
<td>512</td>
<td>18.1%</td>
<td>41.6%</td>
<td>4.0%</td>
<td>6.8%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Werkloos / werkzoekend / bijstand</td>
<td>524</td>
<td>8.8%</td>
<td>19.5%</td>
<td>4.6%</td>
<td>4.7%</td>
<td>1.6%</td>
</tr>
<tr>
<td>Gepensioneerd of VUT</td>
<td>2'255</td>
<td>26.5%</td>
<td>56.7%</td>
<td>15.8%</td>
<td>32.6%</td>
<td>59.2%</td>
</tr>
<tr>
<td>Gepensioneerd of VUT</td>
<td>1'136</td>
<td>3.0%</td>
<td>12.0%</td>
<td>10.5%</td>
<td>3.8%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Huisvrouw / huisman / anders</td>
<td>1'026</td>
<td>11.2%</td>
<td>45.7%</td>
<td>8.7%</td>
<td>7.9%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Geen onderwijs / basisonderwijs / cursus inbouwering / cursus Nederlandse taal</td>
<td>505</td>
<td>22.6%</td>
<td>58.4%</td>
<td>3.7%</td>
<td>6.0%</td>
<td>11.7%</td>
</tr>
<tr>
<td>LBO / VBO / VMBO (kader- of beroepsgerichte leerweg) / MBO 1 (assistentenopleiding)</td>
<td>1'485</td>
<td>17.9%</td>
<td>47.9%</td>
<td>11.6%</td>
<td>17.5%</td>
<td>22.3%</td>
</tr>
<tr>
<td>MAVO / HAVO of VWO (eerste drie jaar) / VMBO (theoretische of gemengde leerweg) / voortgezet speciaal onderwijs</td>
<td>1'265</td>
<td>13.6%</td>
<td>44.3%</td>
<td>10.4%</td>
<td>12.1%</td>
<td>13.3%</td>
</tr>
<tr>
<td>MBO 2, 3, 4 (basisberoeps-, vak-, middenkader of specialistenopleiding) of MBO oude structuur (voor 1998)</td>
<td>3'046</td>
<td>9.9%</td>
<td>35.4%</td>
<td>26.2%</td>
<td>24.5%</td>
<td>18.6%</td>
</tr>
<tr>
<td>HAVO of VWO (overgegaan naar de 4e klas)</td>
<td>1'047</td>
<td>9.3%</td>
<td>41.0%</td>
<td>9.1%</td>
<td>7.2%</td>
<td>7.0%</td>
</tr>
<tr>
<td>HBO propedeuse van WO propedeuse / HBO (behalve HBO-master) / WO-kandidaats van WO-bachelor</td>
<td>3'031</td>
<td>9.3%</td>
<td>36.8%</td>
<td>26.2%</td>
<td>22.4%</td>
<td>18.1%</td>
</tr>
<tr>
<td>WO-doctoraal van WO</td>
<td>1'078</td>
<td>8.4%</td>
<td>32.9%</td>
<td>9.4%</td>
<td>7.7%</td>
<td>5.2%</td>
</tr>
<tr>
<td>ander</td>
<td>391</td>
<td>10.9%</td>
<td>51.8%</td>
<td>3.3%</td>
<td>2.6%</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

Profiles: Categories add to 100%*

* Small sample sizes in some categories