

Results

EuroTrak Poland 2016

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

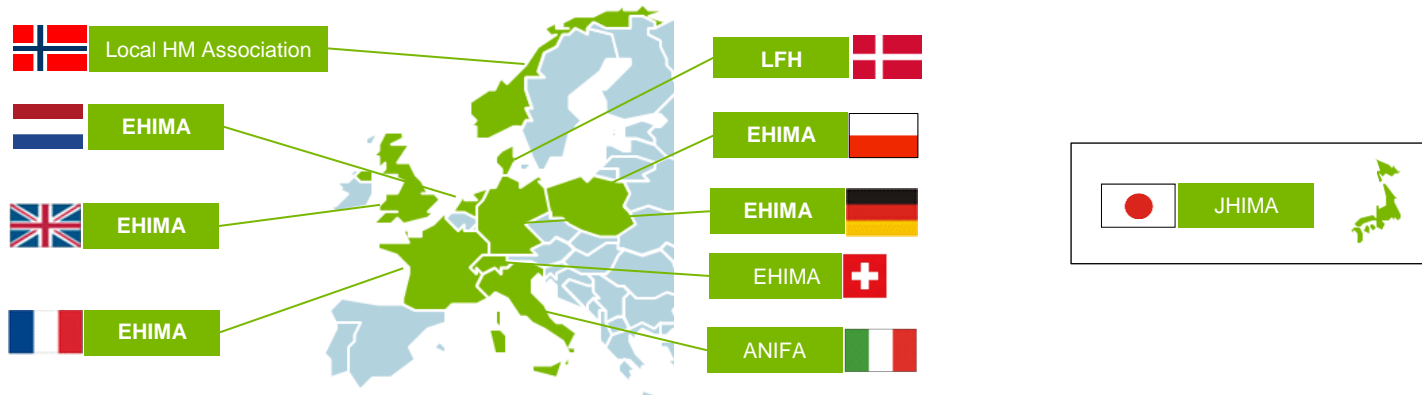
Summary

1. Introduction

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

- Sample sizes Poland 2016:
 - Representative sample (sample 1): n=15'344 people
 - Hearing impaired (sample 2): n=1'451 people
 - Hearing impaired non-owners: n=976 people with hearing loss (**HL**)
 - HA owners: n=475 people with hearing aid (**HA**)

- EuroTrak Poland 2016 is part of the EuroTrak studies:



Summary

2. Market overview

- Stated hearing loss prevalence
 - Total: 16 %, 18+: 18.3%
 - Binaural hearing loss: HA owners: 63%, HA non-owners: 60%.
 - Hearing Tests: 41% had a hearing test in the last 5 years, most tests done by ENT's (69%)

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

- The route to the hearing aid
 - 71% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
 - 36% got hearing aids recommended from the ENT or family doctor (drop out rate=50%).
 - 76% of the GP consultations referred to an ENT. 13% recommended no action.
 - 33% of ENT consultations referred to a audiologist, 52% recommended no action.

- Potential social cost-savings due to the use of hearing aids
 - Hearing aids are believed to have a positive impact on the job.
 - 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
 - 77% of all HA owners asked got some kind of 3rd party reimbursement.
 - 62% of the currently owned HAs were acquired in 2014 or later.
 - The average age of the currently owned HAs is 3.3 years.
 - The median age of hearing aids before replacement is 4 years.
 - On average, HAs are worn 6.3 hours a day.
 - 25% of today's hearing aid owners are aware of their hearing aid brand, 52% would preferably choose the same brand if they would plan to obtain new hearing aids.
 - Audio streamer or an additional microphone are the most often owned electronic accessory: 5 % of hearing aid owners claim to have it – 31% claim to have heard of it but don't own it.
 - 21% of hearing aid owners know what Telecoil is but only 7% have used it – mainly at home. Most of those who use it are satisfied.
- Importance of listening situations and satisfaction with HAs
 - 76% of the hearing aid owners say their hearing aid works better than or as expected.
 - 80% of the HA owners are satisfied with their HAs.
 - The more hours worn per day, the higher the satisfaction.
 - Satisfaction with newer hearing aids is higher than with older hearing aids.
 - Talking at home (family members/phone/TV) are the most important listening situations.
- Positive impact of HAs
 - Significant positive impact of HAs on different aspects: Especially communication effectiveness, feelings about oneself and relationships at home improves with hearing aids.
 - 96% 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 hearing impaired without hearing aids don't know whether a third party would pay any part of hearing aids - 77% 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", "Do not admit to have hearing loss in public" but also "I can't afford".
 - 4% who own HAs don't use them at all; 16% use them less than one hour/day. Main reasons for this are: "They don't restore hearing to normal" and "They do not work well in noisy situations".
- Social rejection, buying intentions and triggers to buy
 - 82% 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 worsening hearing loss and the ENT. Insurance coverage/price of hearing aids is very relevant for the non owners.
 - 9% of non-owners intend to get a hearing aid within the next year.

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Detailed Results: Roadmap

1. Introduction

- Organisation of EuroTrak 2016
- 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 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 Poland 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 – Poland/[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 panellist pools of more than 40'000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of **n=15'344** 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=475** hearing aid owners and **n=976** hearing impaired non-owners



2. Market overview

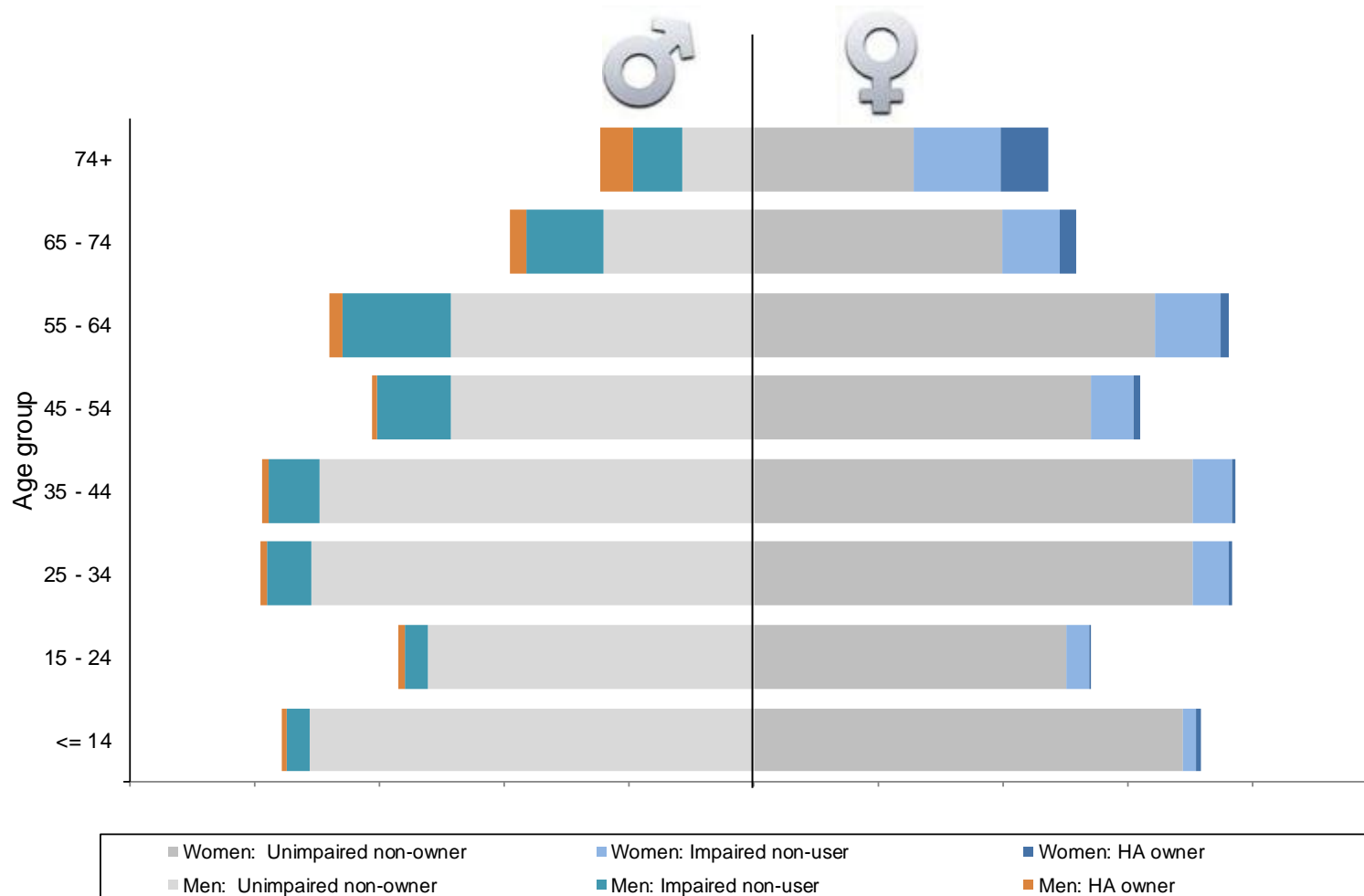




Prevalence of hearing loss and adoption rate

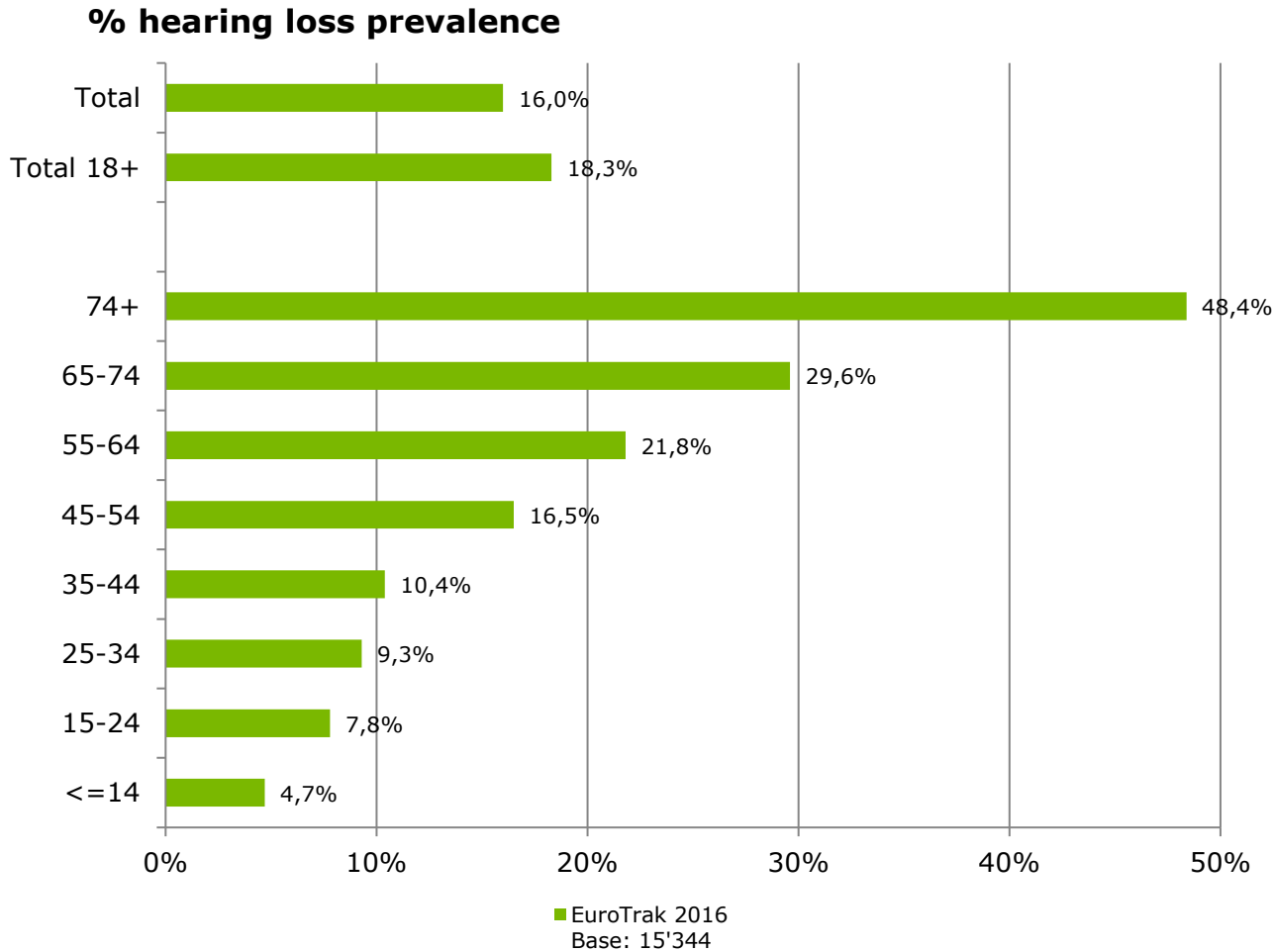


Hearing loss and hearing instrument ownership by gender/age



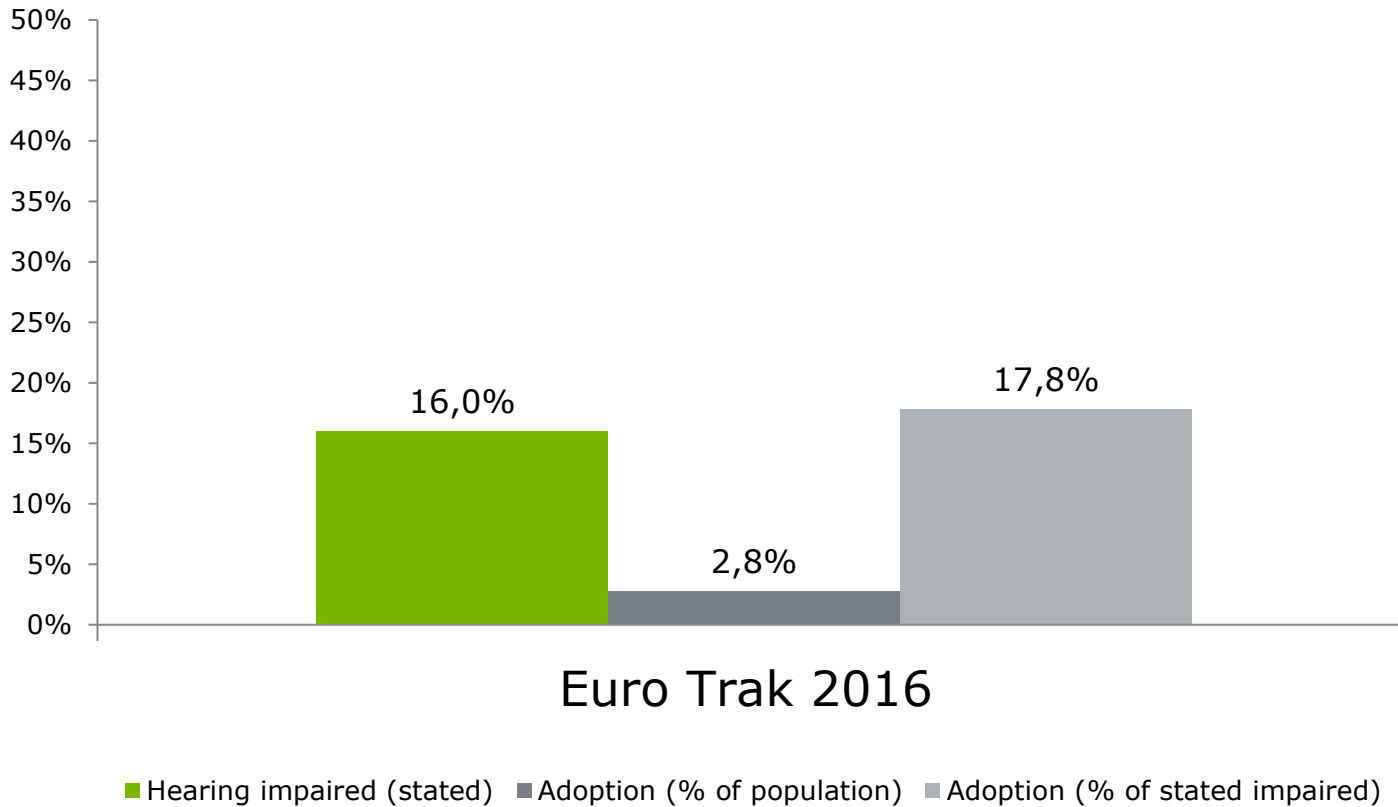


Hearing loss prevalence Poland 2016





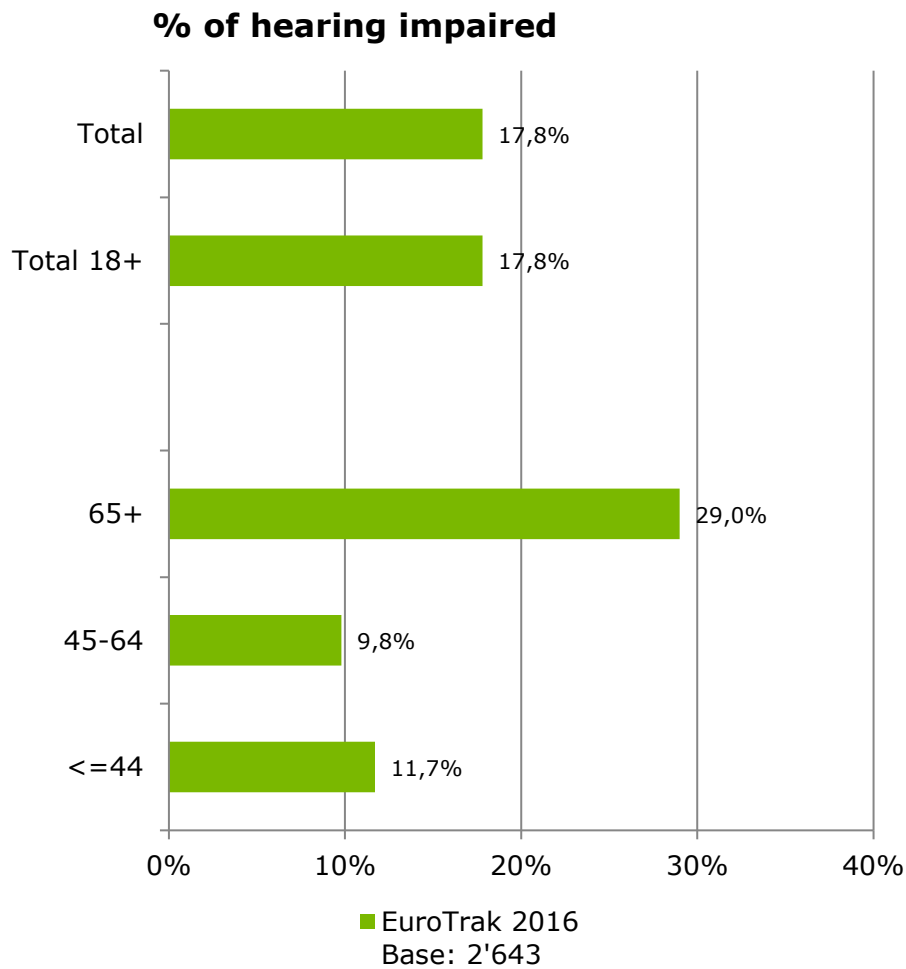
Overview hearing loss prevalence and hearing aid adoption



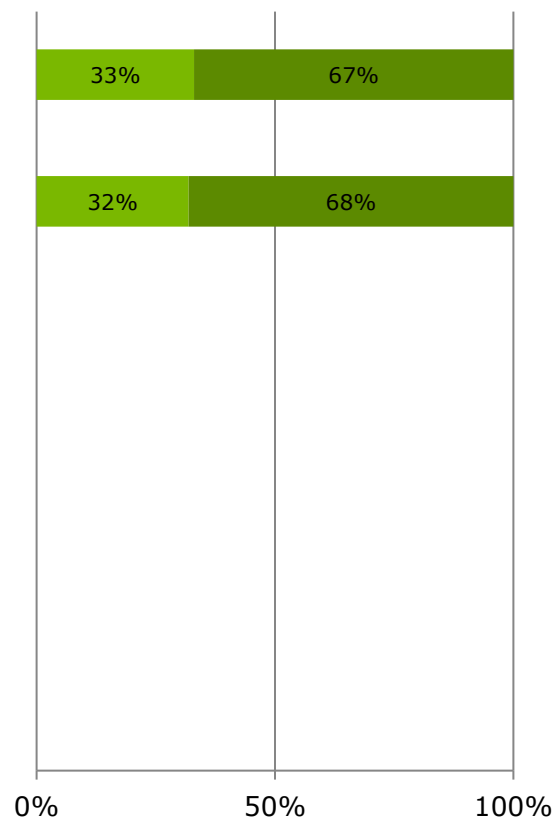


Hearing aid adoption rate Poland 2016

17.8% of hearing impaired have hearing aid(s), 33% of them have binaural treatment



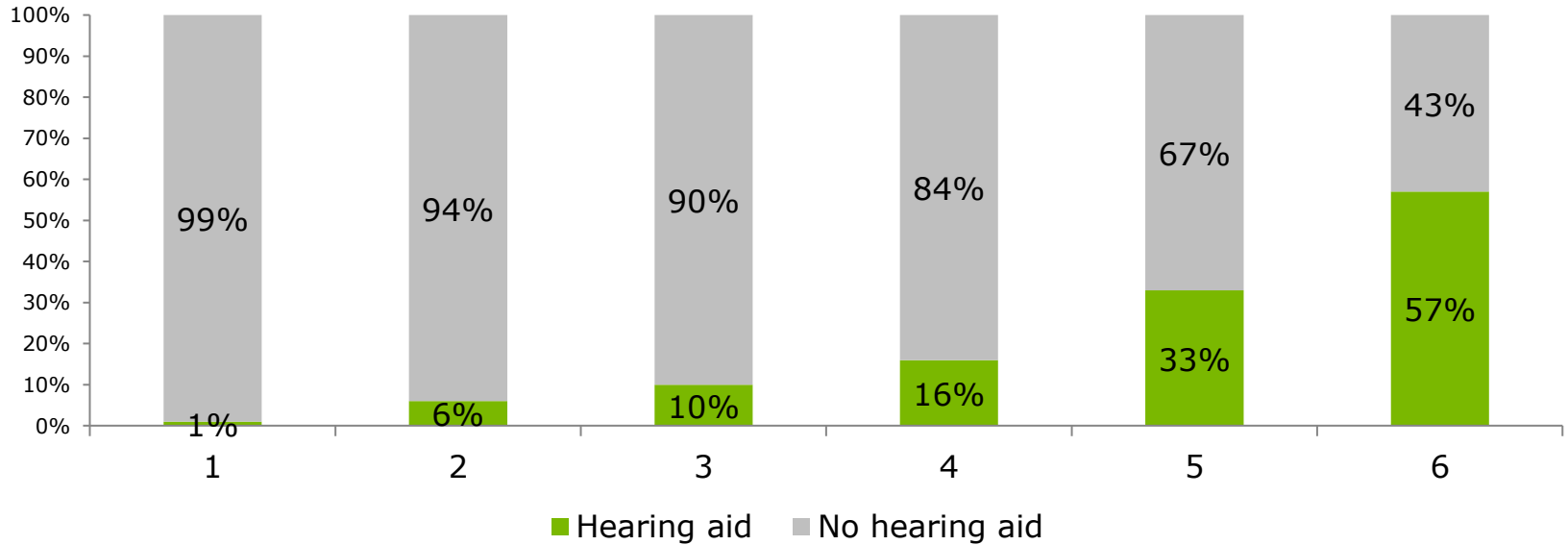
■ Binaural treatment ■ Monaural treatment



EuroTrak 2016
HA owners (Base: 436)



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



Hearing loss 6-groups

HA-non-owner, n=976
HA-owner, n=475

* 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=976	HA Owner n= 475	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	40%	37%	19%
Bilateral loss	60%	63%	21%
Perceived loss			
Mild	54%	9%	4%
Moderate	31%	36%	21%
Severe	11%	41%	45%*
Profound	4%	14%	

n's are unweighted whereas the shown results are weighted
 * combined "severe" and "profound" because n is too small



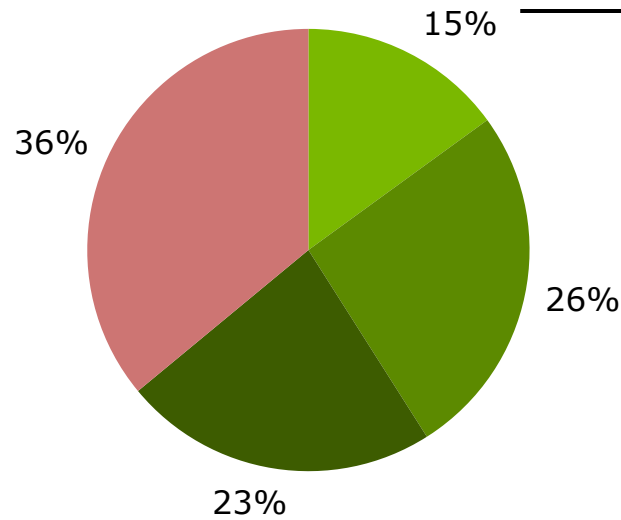
Hearing tests and where hearing is tested



Hearing Tests: 41% had their hearing tested in the last 5 years – most tests are done by ENTs

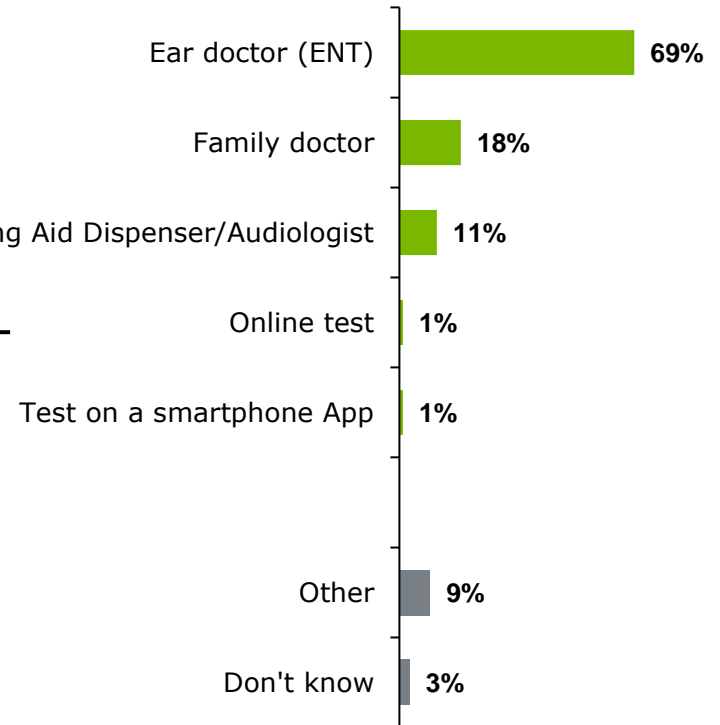
Have you ever taken a hearing test?

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



Base=11'515

Where/how was your hearing tested?



Base= 4'853



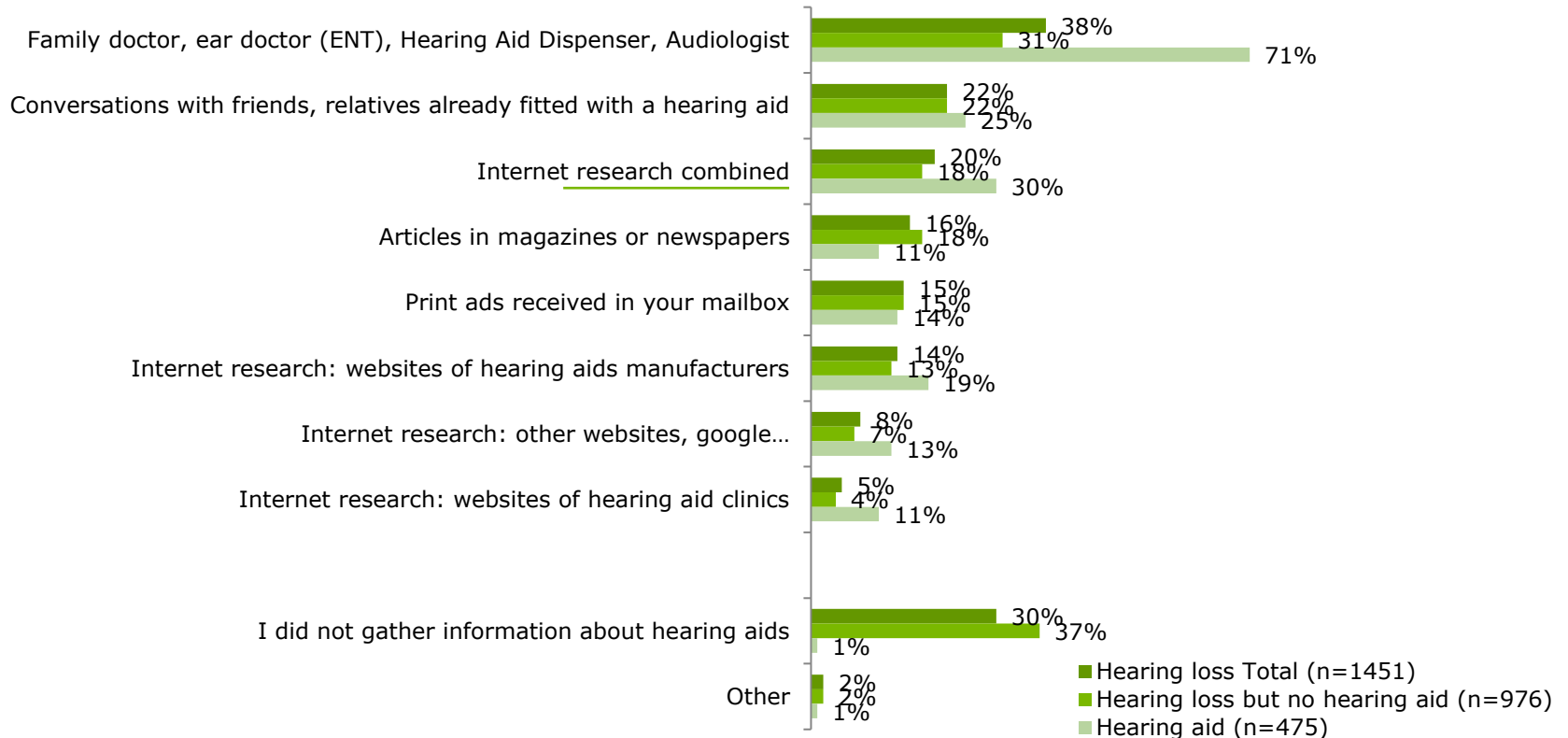


The route to the hearing aid: Sources of information and drop-out rates



Doctors and hearing aid dispensers are the most important source of information and therefore the major gatekeepers – followed by other people with hearing aids.

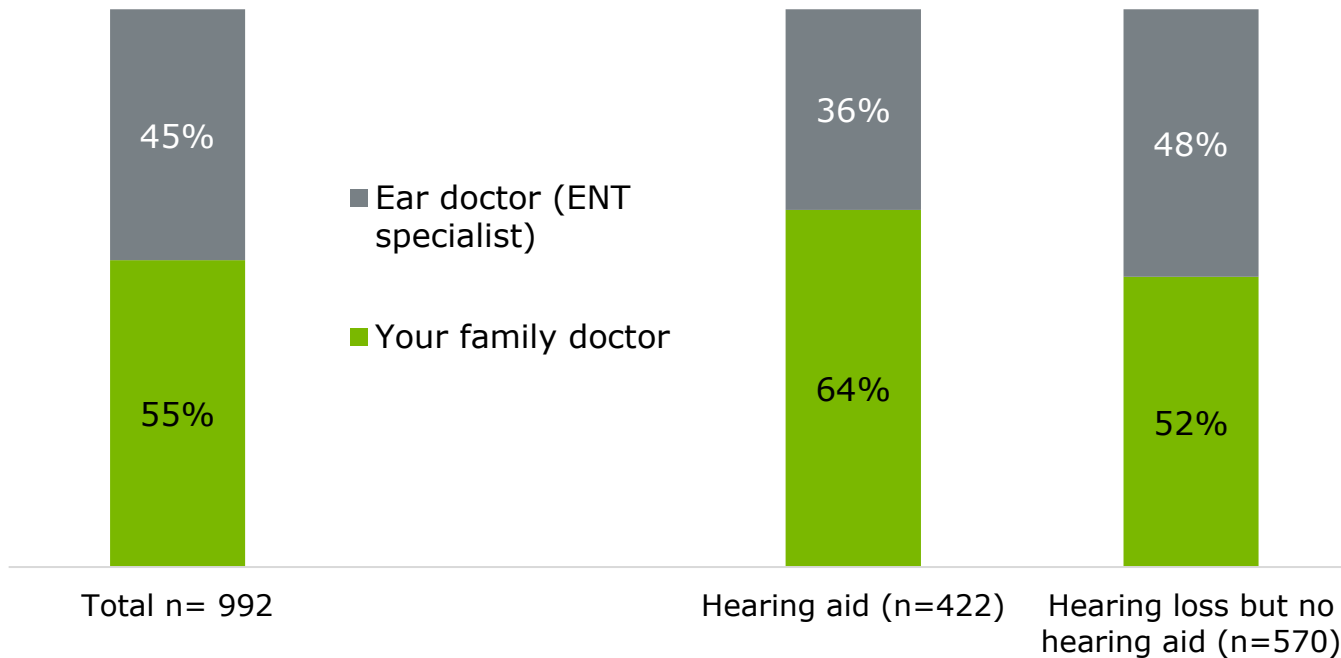
Where did you gather information about hearing aids?
Please check all that apply.





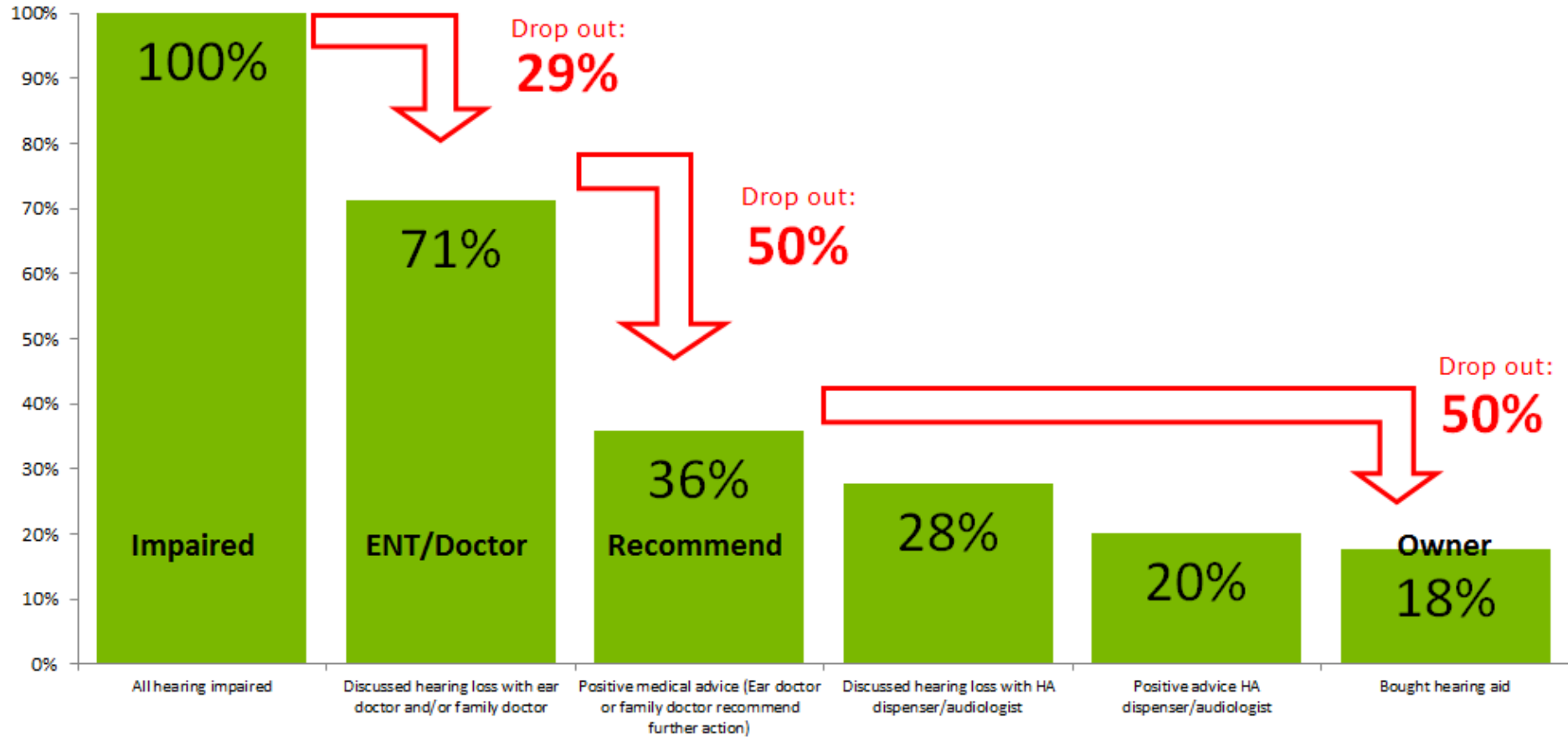
Of those who discussed the hearing loss with a doctor, 45% talked to an ENT first

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

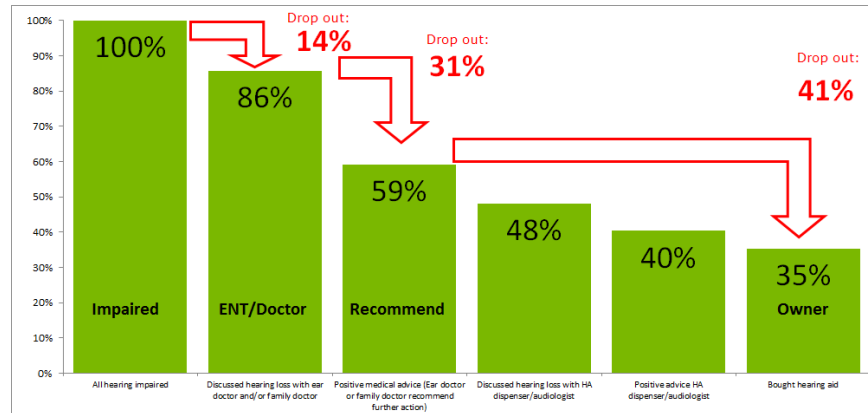


Base: n=1'451

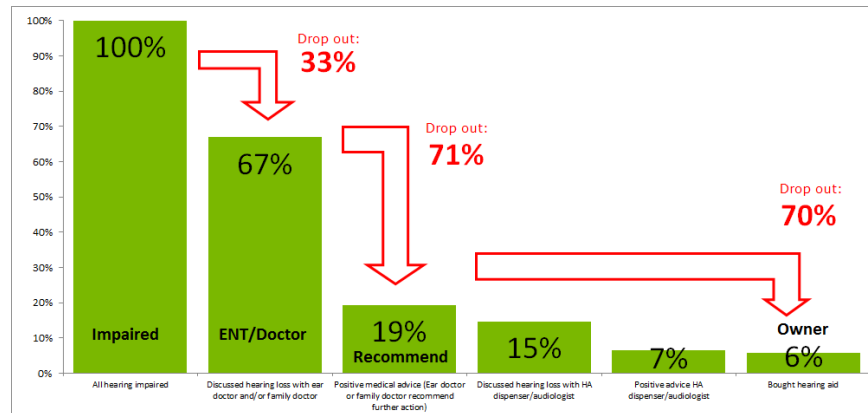


Much higher drop-out-rates for the lower hearing loss segments

Top 50% hearing loss*



Low 50% hearing loss*



Base: n=1'451

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

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

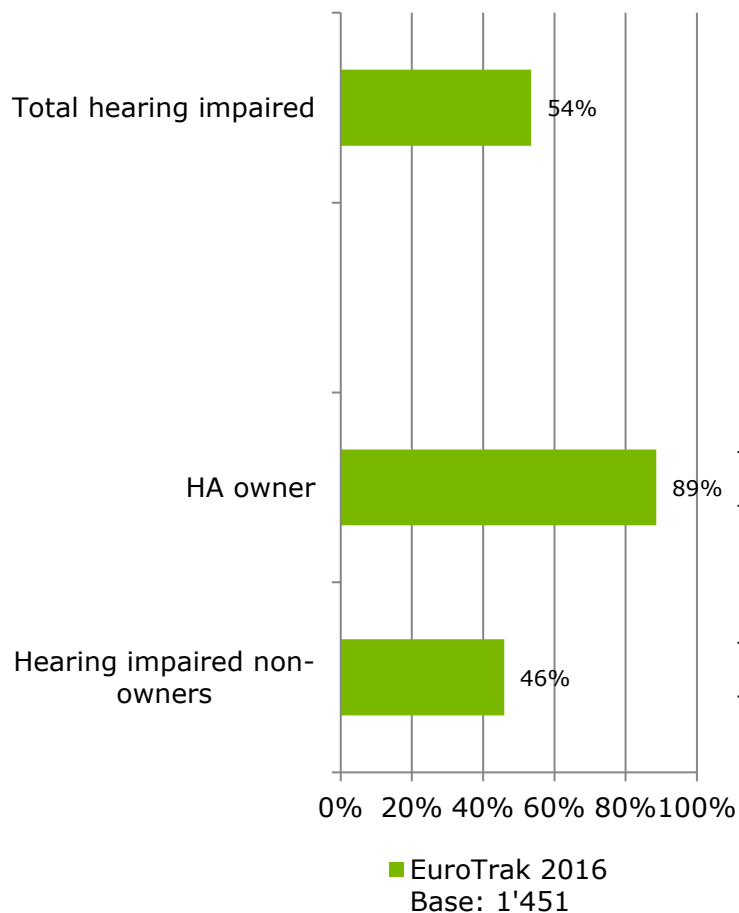




The route to the hearing aid: GP/Family doctor

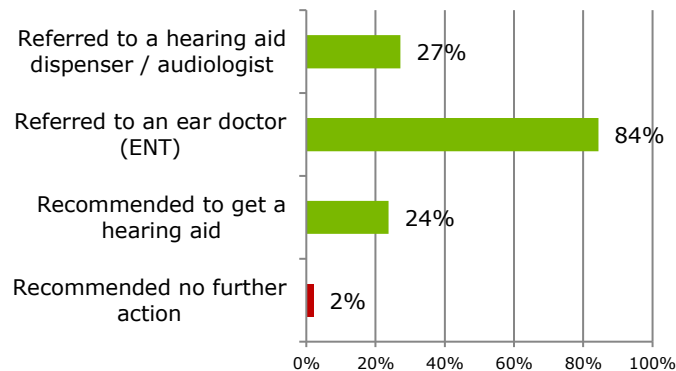
Have you discussed your hearing problem with your family doctor?

% Discussed with GP

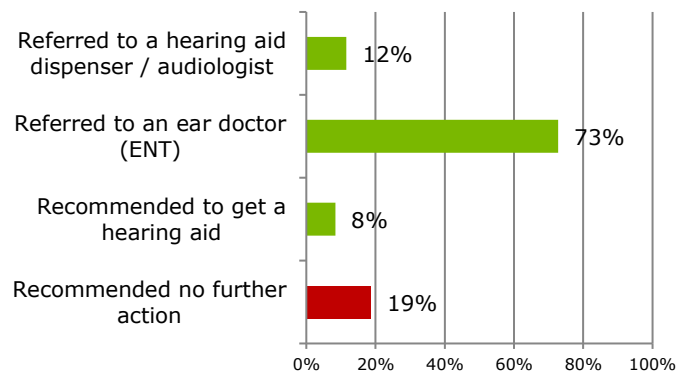


What did he/she recommend ?

HA owner (Base: 398)



Impaired non-owner (Base: 394)

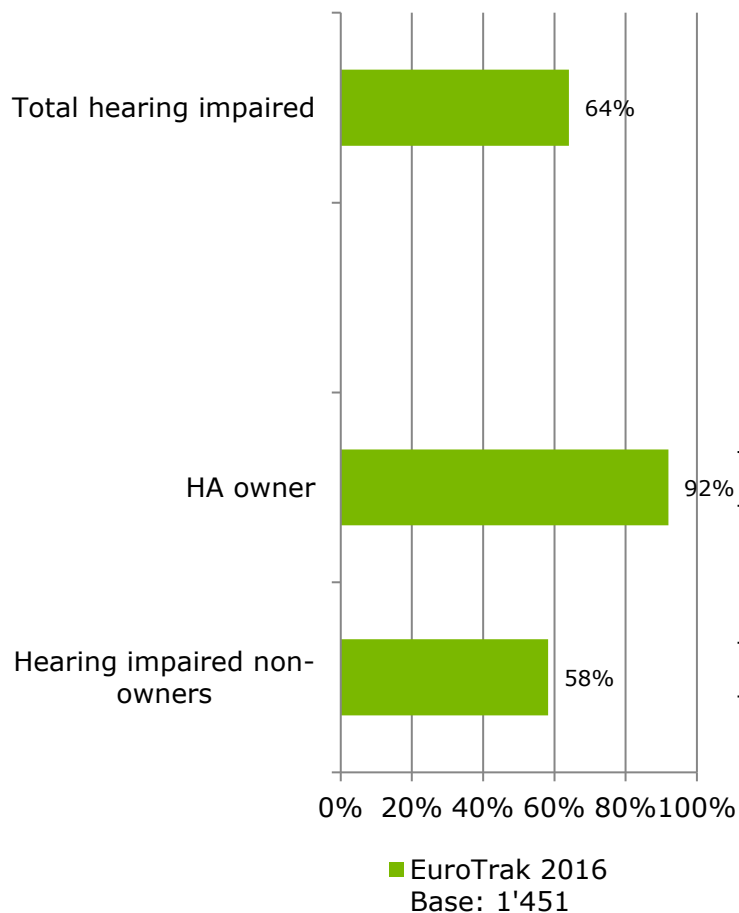




The route to the hearing aid: ENT

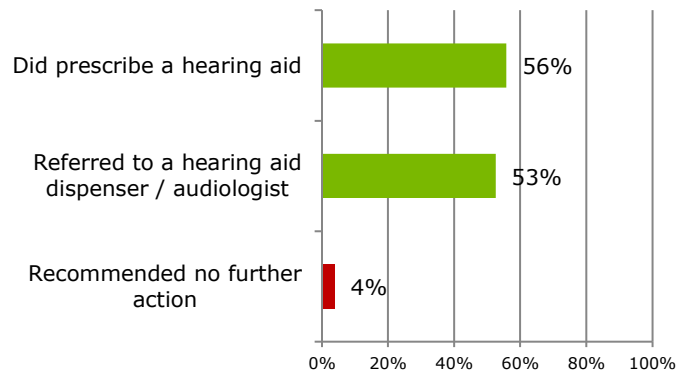
Have you discussed your hearing problem with an ear doctor (ENT)?

% Discussed with ENT

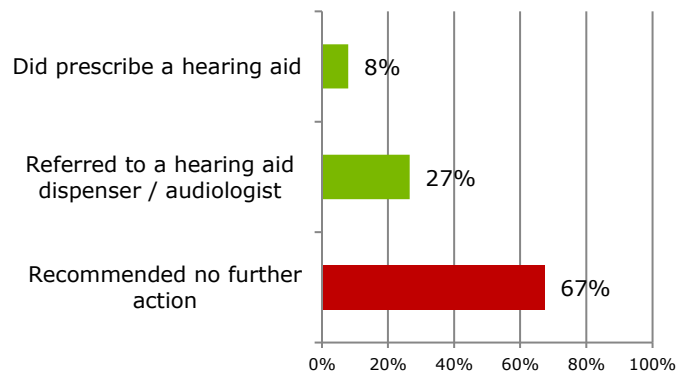


What did he/she recommend ?

HA owner (Base: 418)



Impaired non-owner (Base: 538)

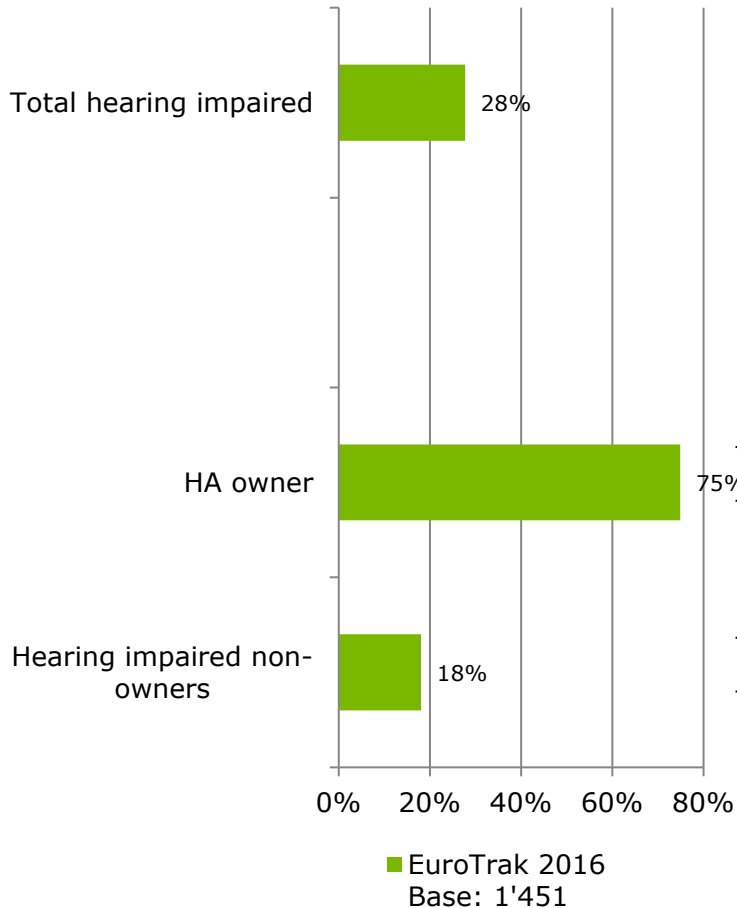




The route to the hearing aid: Audiologist

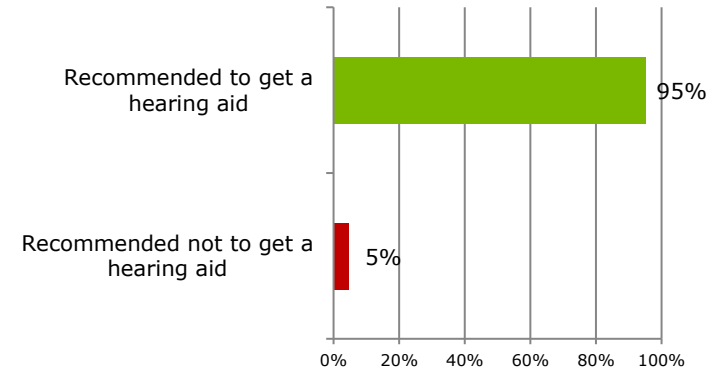
Have you discussed your hearing problem with a Hearing Aid Dispenser/Audiologist?

% Discussed with Audiologist

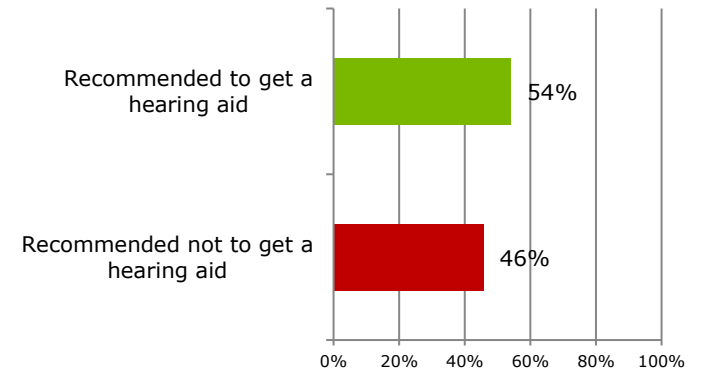


What did he/she recommend ?

HA owner (Base: 328)

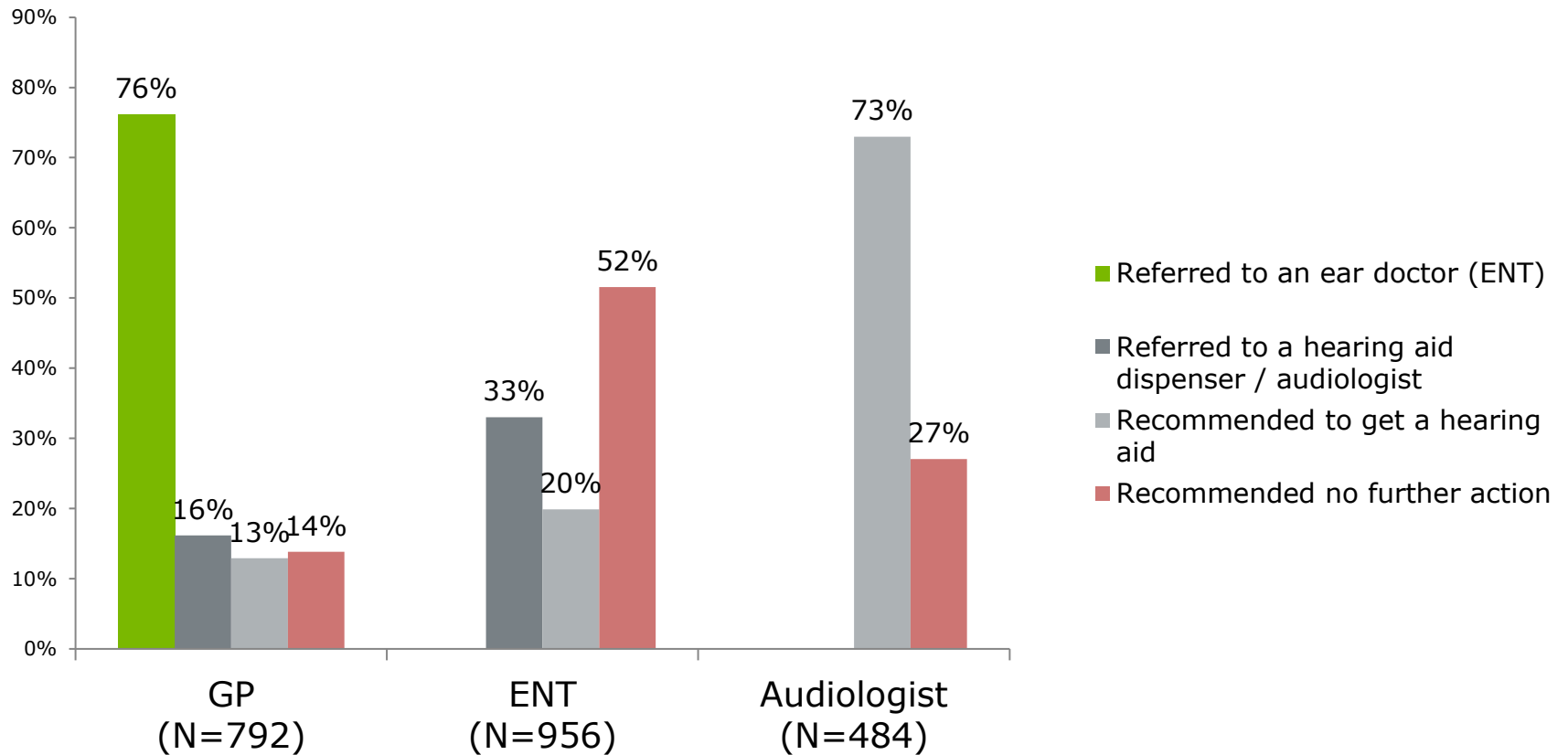


Impaired non-owner (Base: 156)





Recommendations by profession: GPs usually refer to an ear doctor





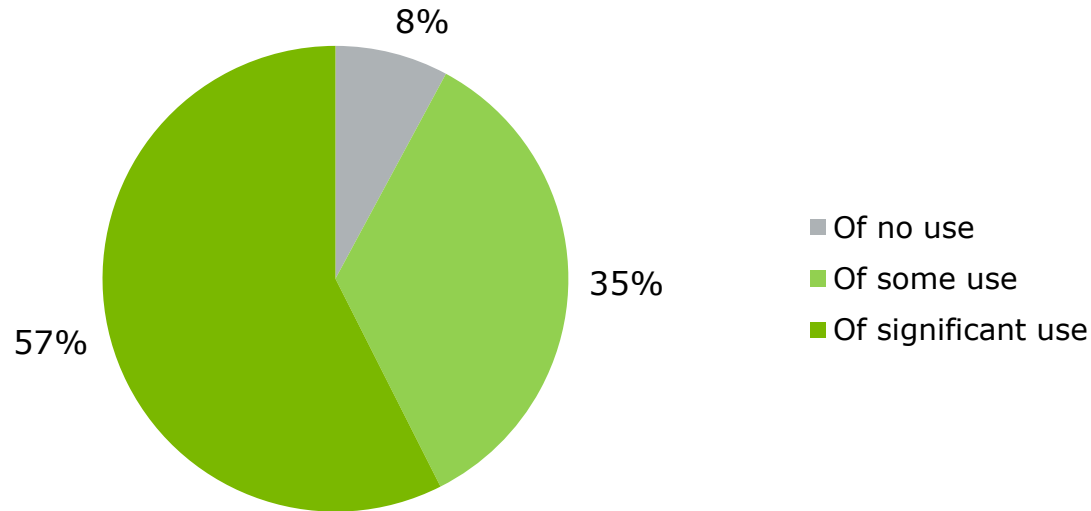
Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms, sleep quality





Work competitiveness: 92% 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?

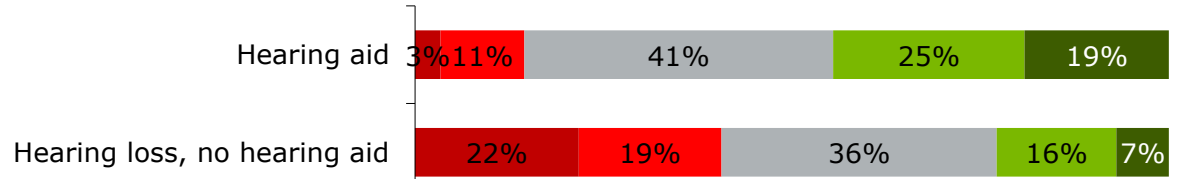




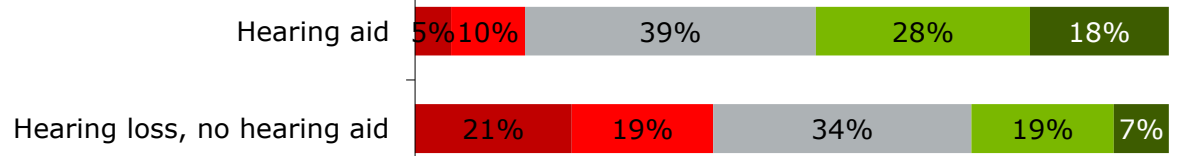
Work competitiveness: People with hearing aids recognize that hearing aids increase the chance of hearing impaired to get promoted, to get the right job and to get more salary.

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

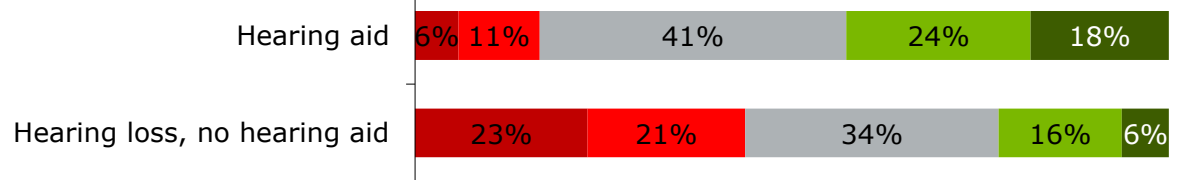
I think that people with an untreated hearing loss tend to be less promoted in their job



I think that people with an untreated hearing loss tend not to get the job they deserve



I think that people with an untreated hearing loss tend to be under salaried



Base: Hearing loss, no hearing aid =675/ hearing aid n=387



General health problems: Hearing aid owners have a slightly lower risk of becoming depressive and being forgetful compared to impaired non-owners with comparable hearing loss (Top50% hearing loss group*).

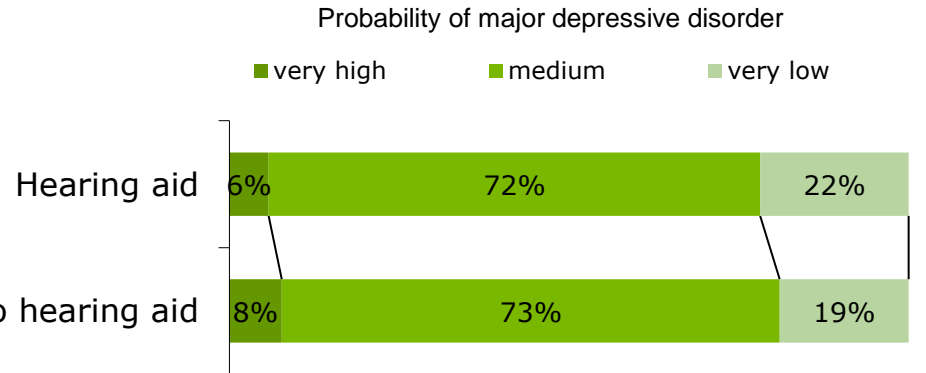
Depression symptoms:

PHQ-2 Screening:

In the last 2 weeks:

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

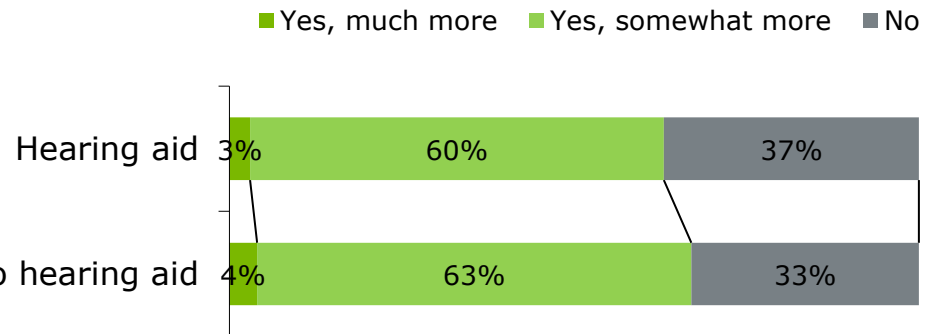
Top 50% hearing loss, no hearing aid



Dementia symptom:

Getting more forgetful in the last year?

Top 50% hearing loss, no hearing aid



Base: hearing aid n=249 / top 50% no hearing aid =133

*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:

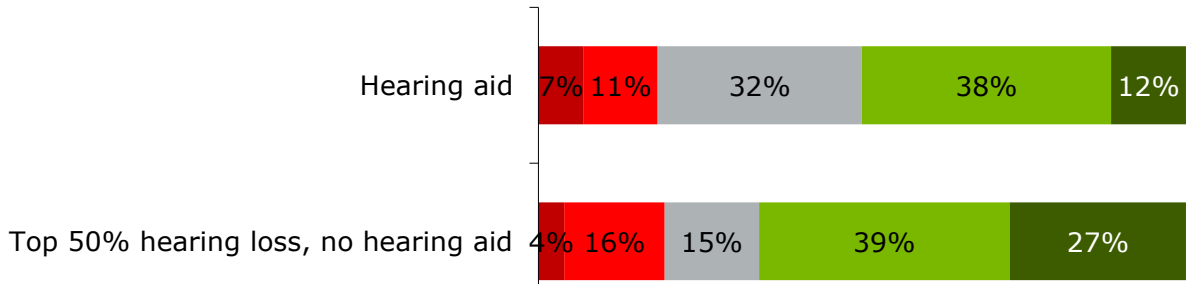
- Number of ears impaired (one or two)
 - Stated hearing loss (Mild to Profound)
 - Scores on 6 APHAB-EC - like questions (Scaled 1-5)
 - When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise
- People were segmented into 6 groups of same size (16.67%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



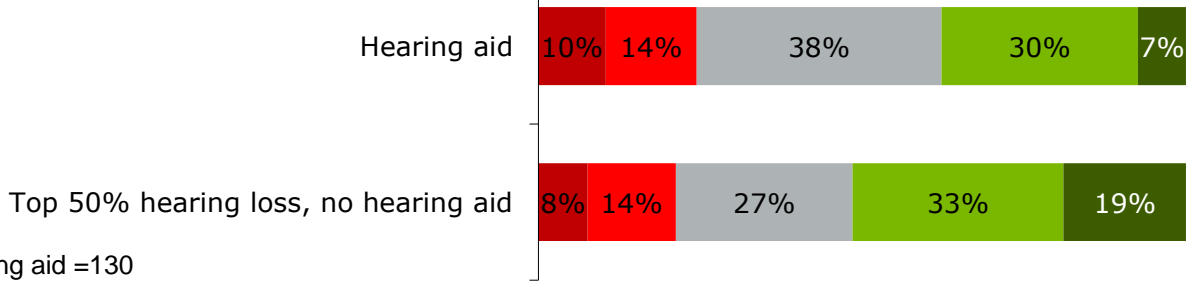
General health problems: Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss*), hearing aid owners feel less exhausted in the evenings

■ 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: hearing aid n=243 / top 50% no hearing aid =130

*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:

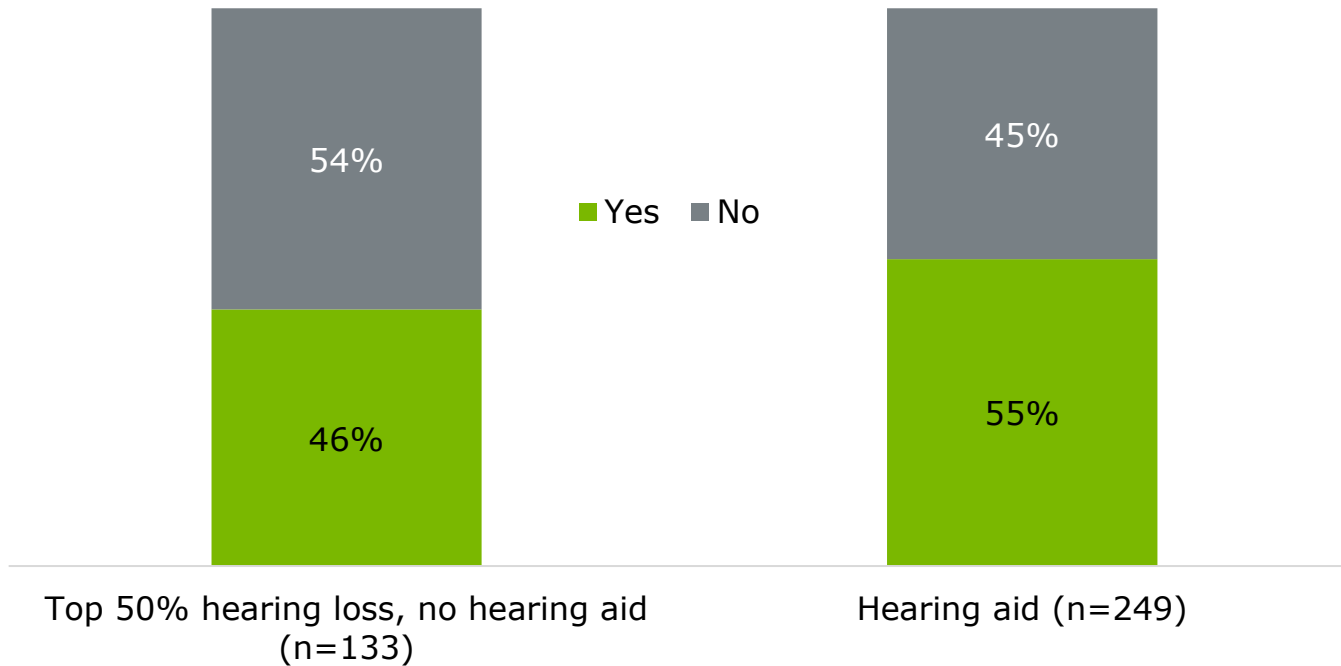
- Number of ears impaired (one or two)
 - Stated hearing loss (Mild to Profound)
 - Scores on 6 APHAB-EC – like questions (Scaled 1-5)
 - When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise
- People were segmented into 6 groups of same size (16.67%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





3. Analysis of hearing aid owners



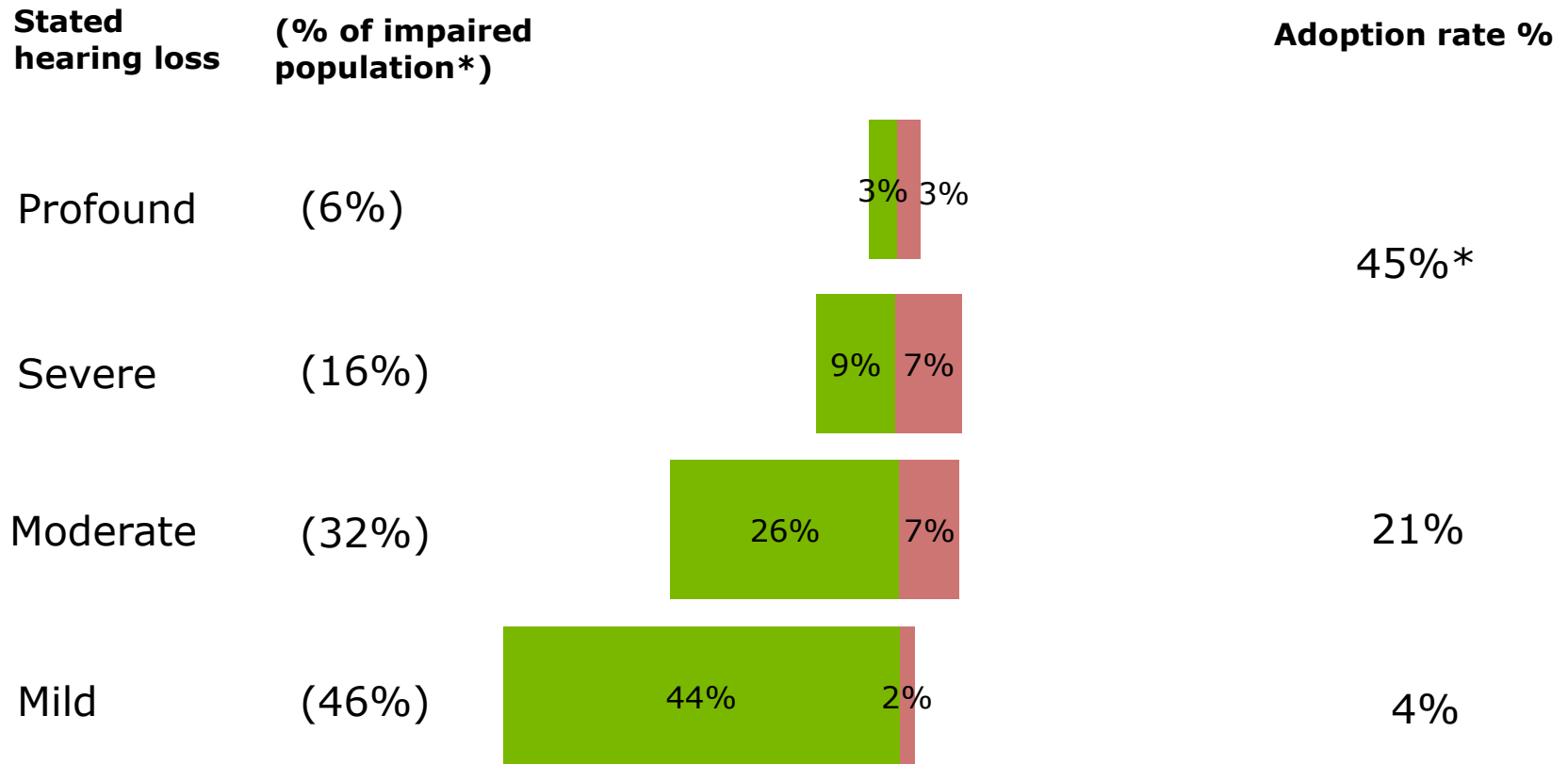


Hearing aid ownership, awareness of hearing loss before getting hearing aids, lifetime of hearing aids and usage





Very low adoption rates within mild hearing loss



Base: n=1'451

Sums can differ from 100% due to rounding

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

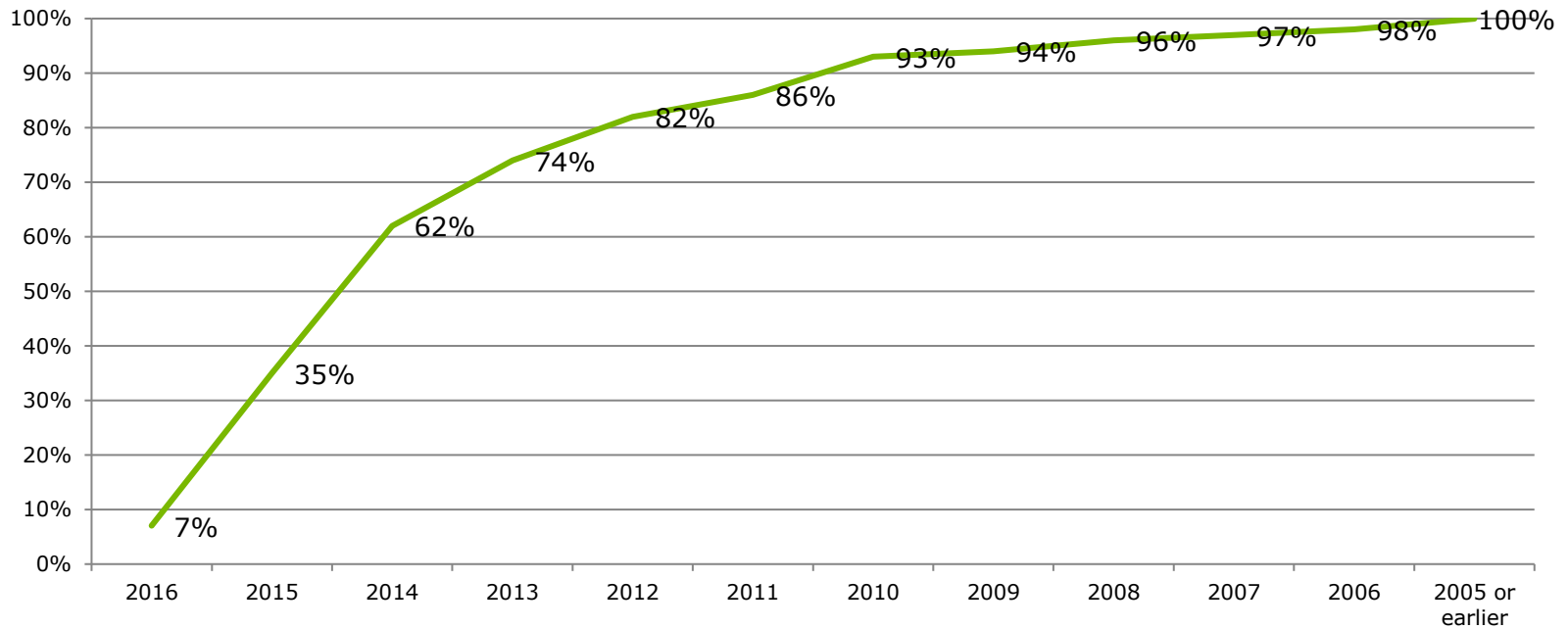
■ No hearing aid
■ Hearing aid





62% of the currently owned HAs were acquired in 2014 or later

Year of purchase



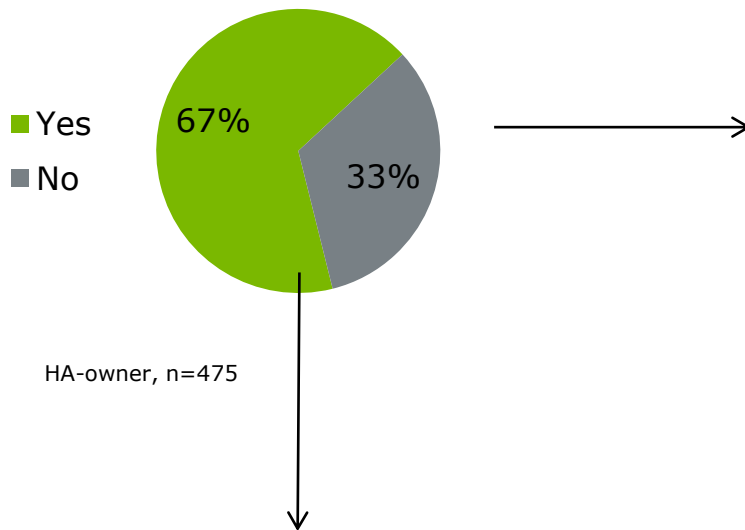
**Age of currently owned HAs (Mean):
2012: 3.3 years**

HA-owner, n=454

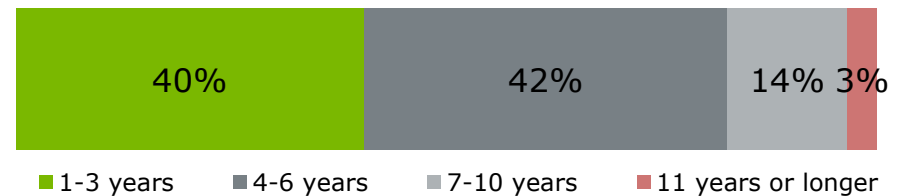


On average 3 years pass between becoming aware of the hearing loss and the purchase of hearing aids. Hearing aids are used for 4 years before they are being replaced.

Current HAs = first HAs?



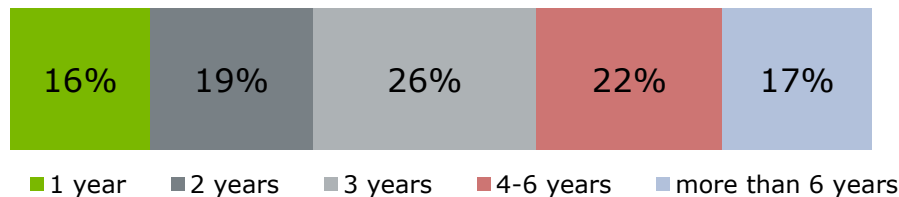
How many years did you own your previous HAs?



Base: n=122

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

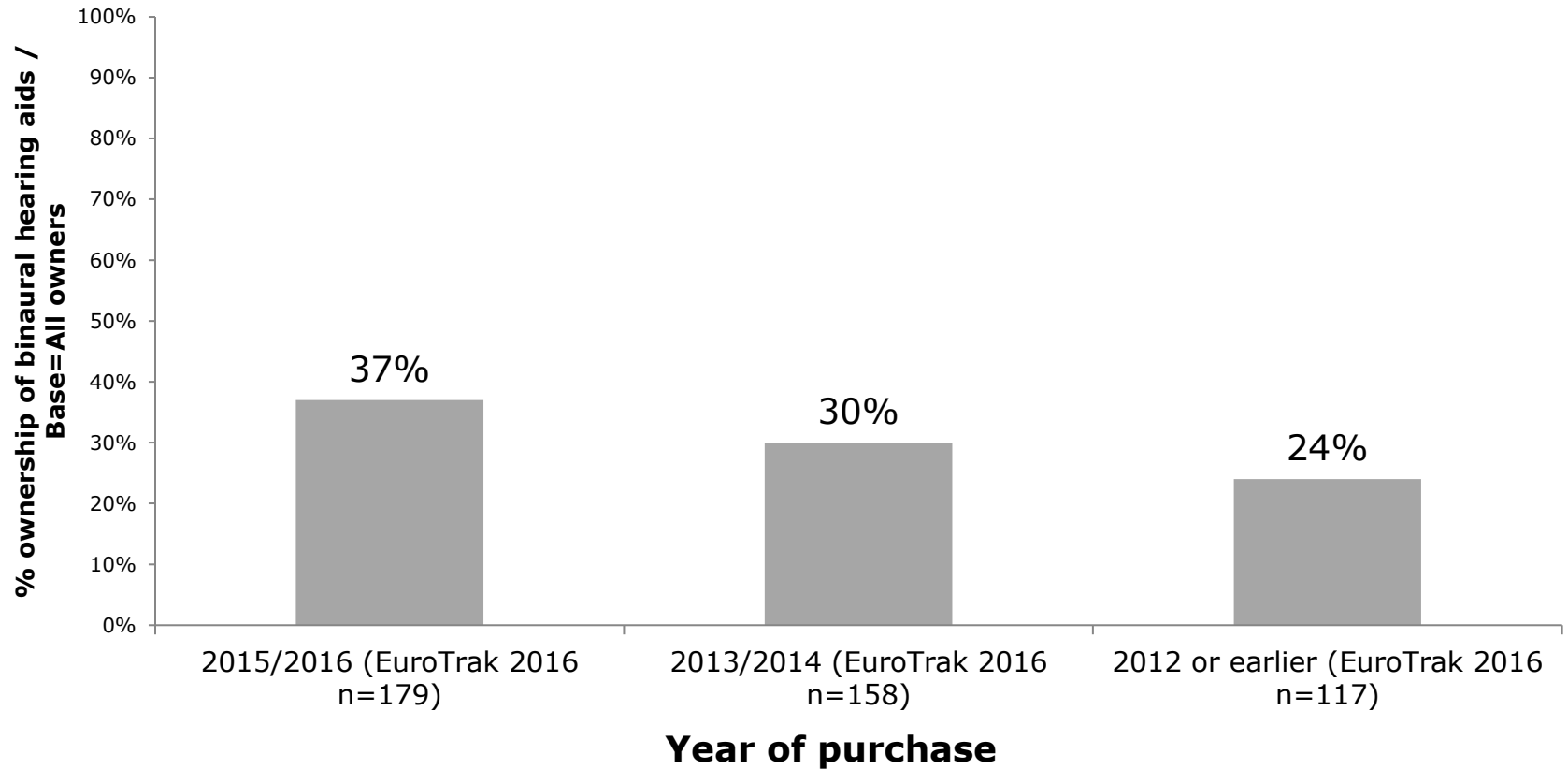
Thinking back before you purchased your first hearing aid: How many years have passed since you became aware of your hearing loss until you purchased a hearing aid?



Base: n=322

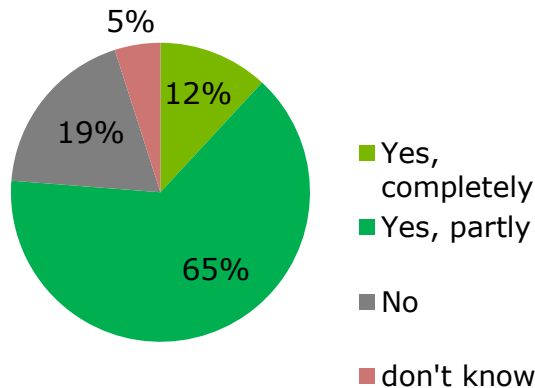


Monaural-binaural treatment by purchase date



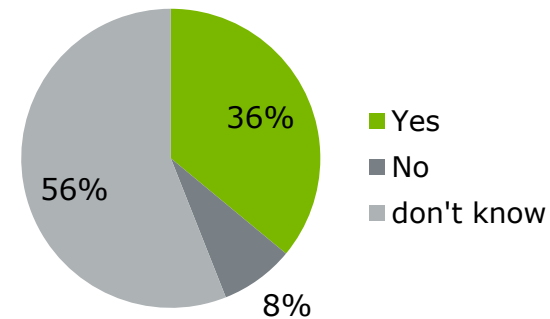
77% received some kind of 3rd party reimbursement. Information deficit non-owners: only 36% know whether government/insurance would pay

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



HA-owner, n=475

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, ...)

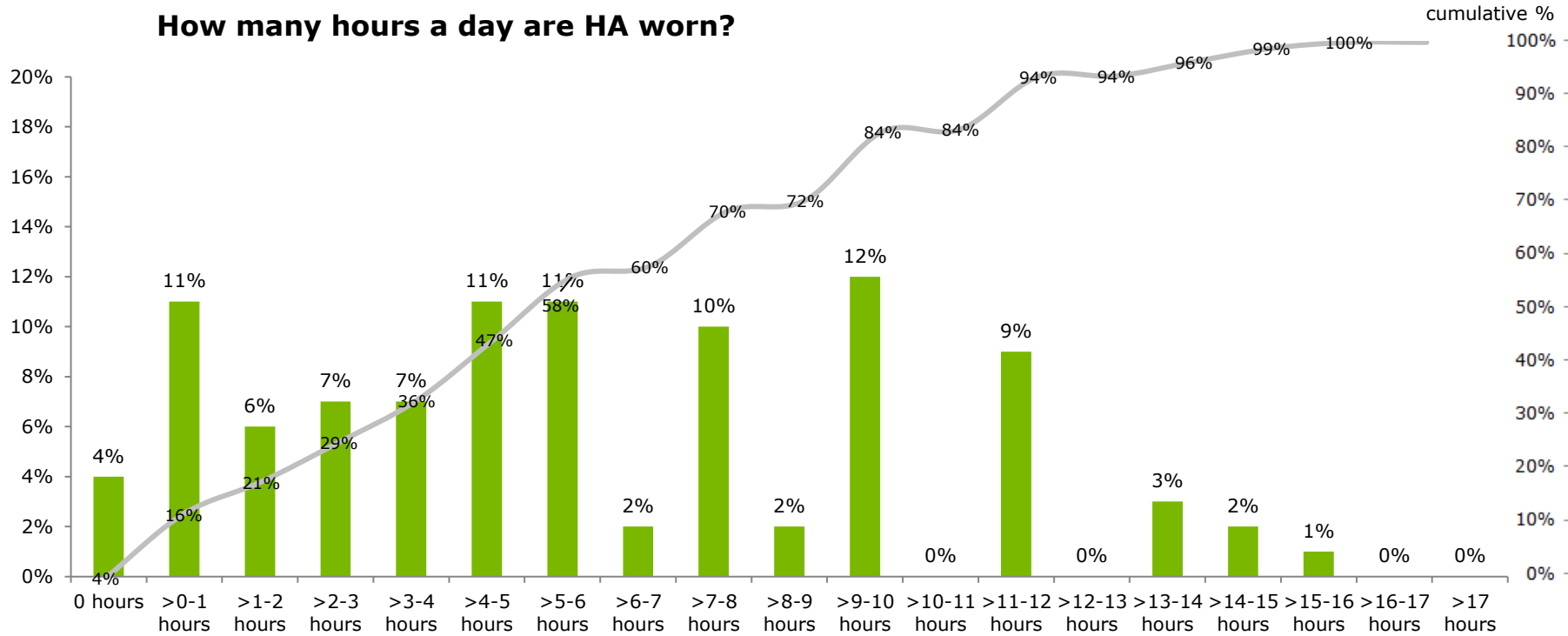


HA-non-owners, n=976



On average, HAs are worn 6.3 hours a day

How many hours a day are HA worn?



**HA worn:
Mean: 6.3 hours/day**

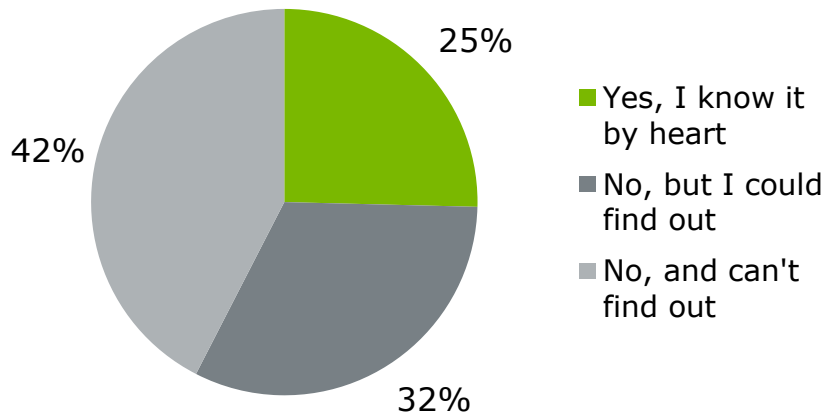
In the drawer (0 hours): 4%

HA-owner, n=475

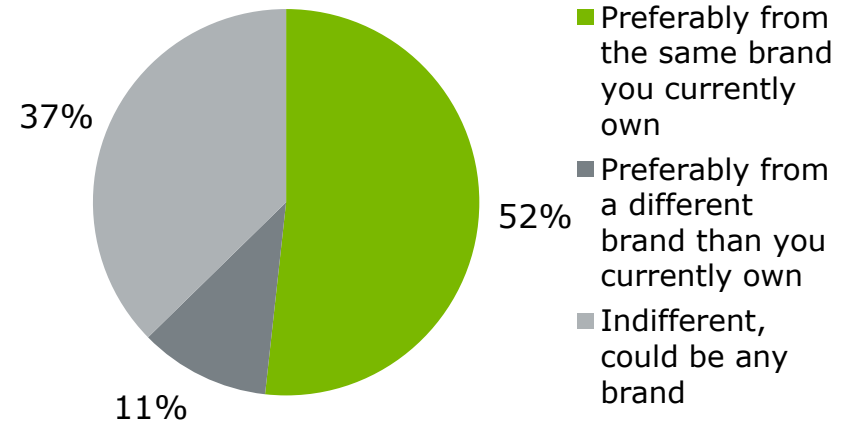


25% of today's hearing aid owners are aware of their hearing aid brand

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



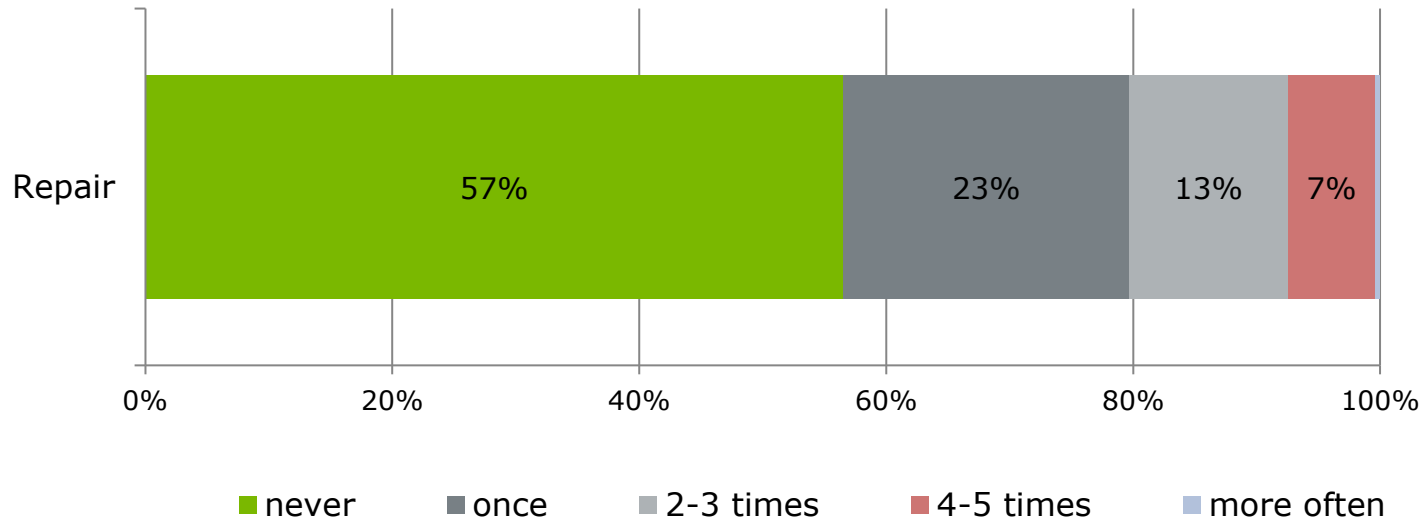
In case you plan to obtain new hearing aid(s), what brand would you choose?





80% 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?



HA-owner, n=459





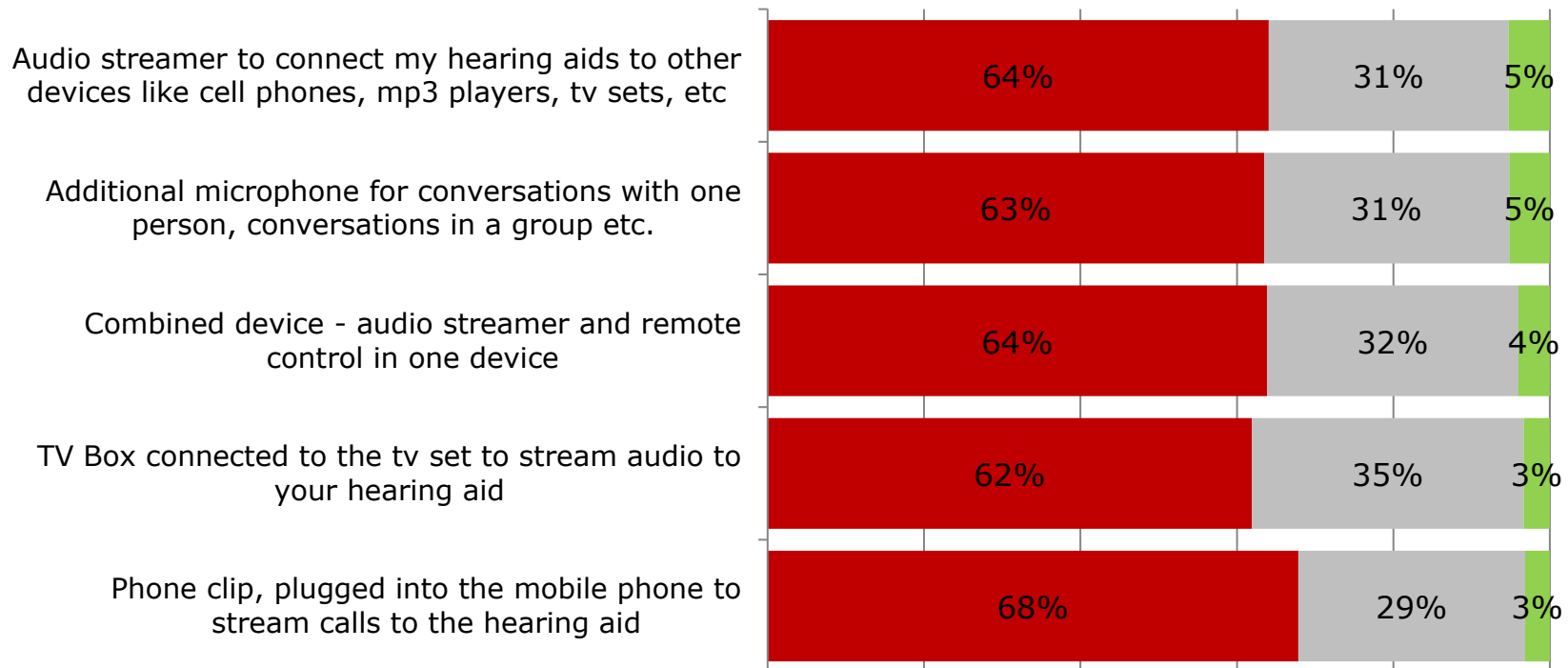
Awareness and usage of accessories and Telecoil





Ownership of accessories is generally very low

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



■ Never heard of this before

■ Heard of this before but don't own one

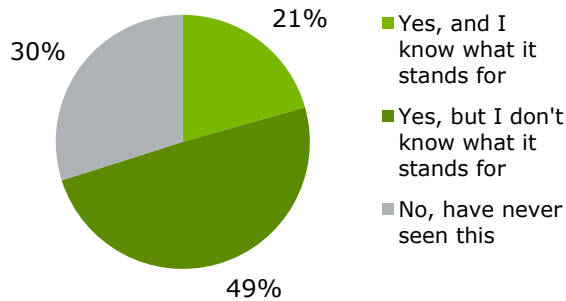
■ I own one

Base: N=475

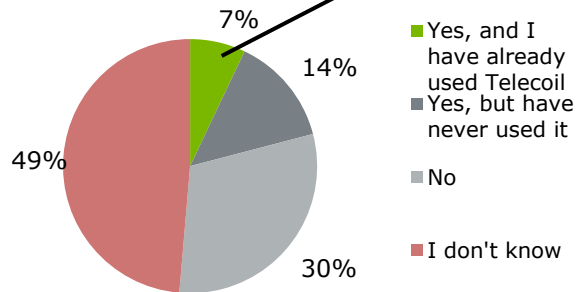


21% of hearing aid owners know what Telecoil is but only 7% have used it – mainly at home. Most of those who use it are satisfied.

Have you seen this logo before?

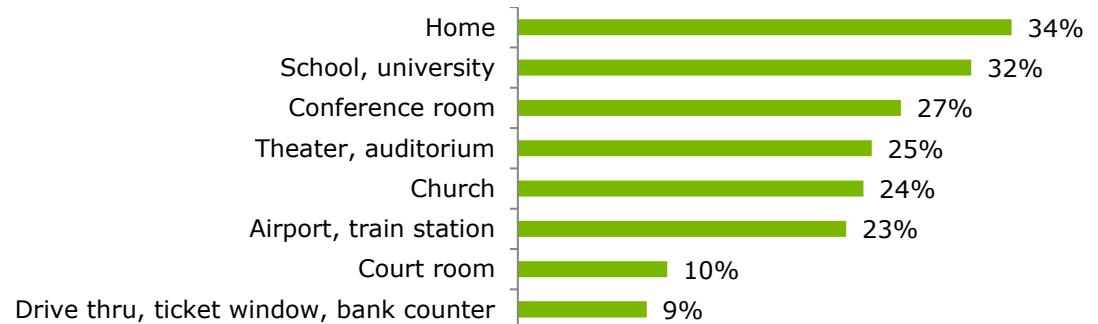


Are your hearing aids equipped with Telecoil?

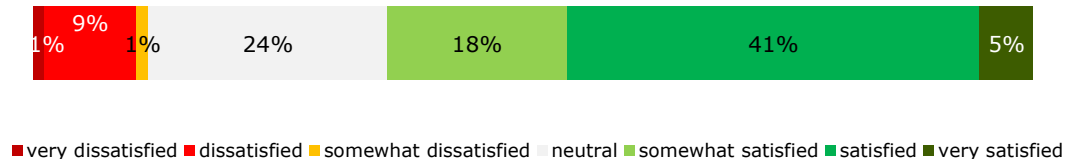


HA-owner, n=475

On what type of venues have you used hearing aids in a hearing loop (Telecoil)?



How satisfied are you with the use of Telecoil overall?



HA-owner, who have used Telecoil, n=48



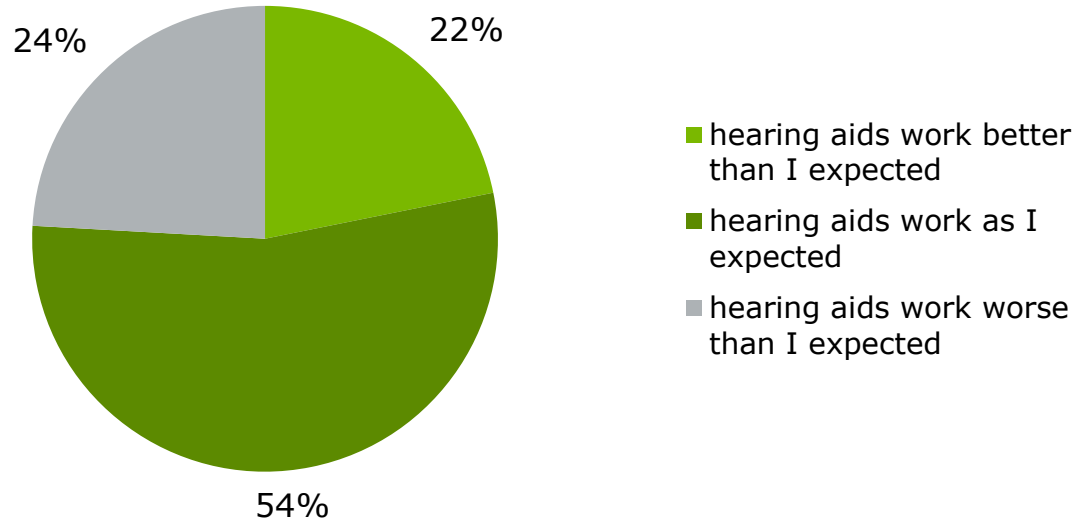


Satisfaction with hearing aids and drivers



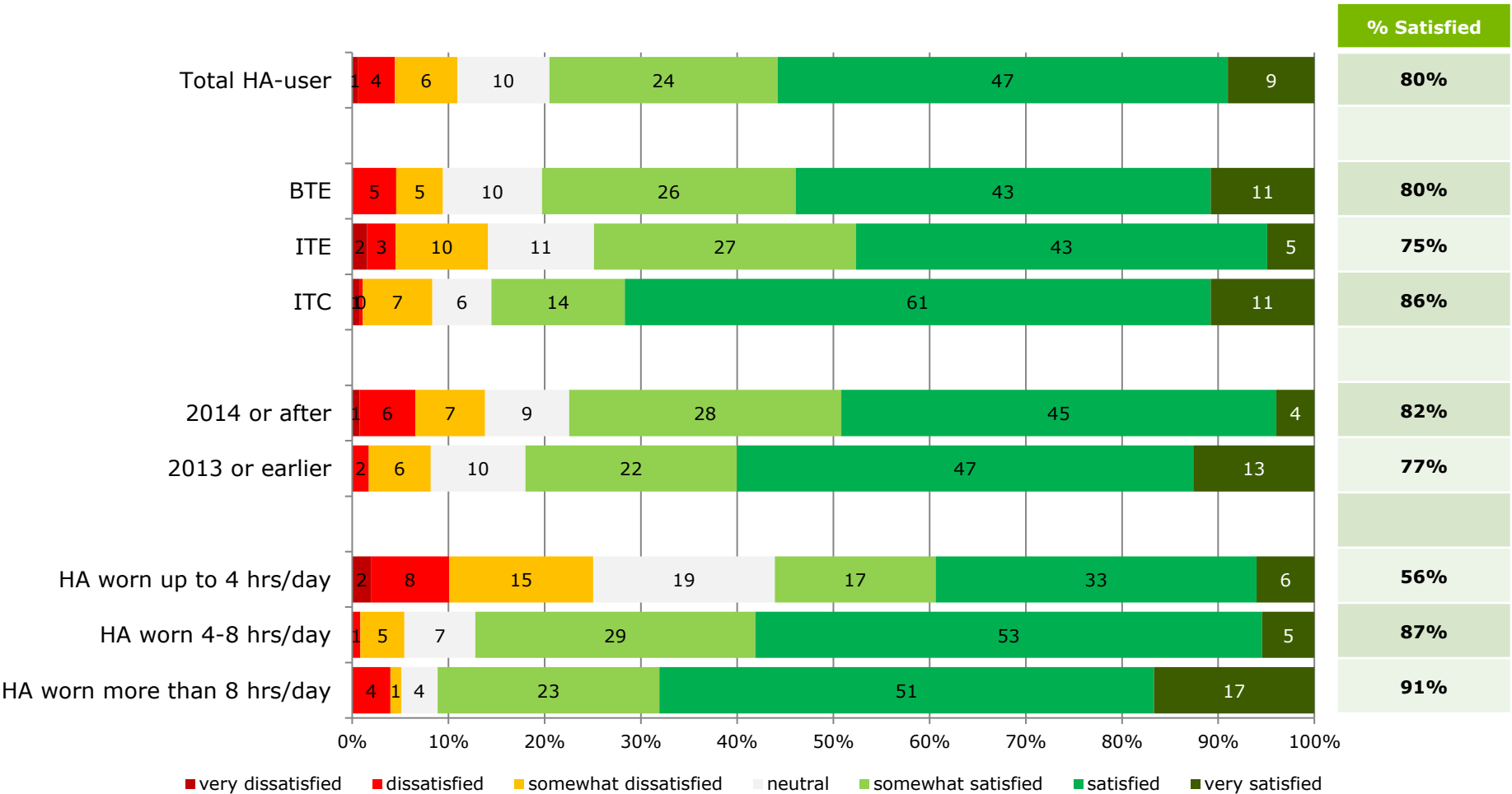
76% of the hearing aid owners say their hearing aid works better than or as expected

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





Overall satisfaction with HA: Highest satisfaction for the following groups: ITCs, purchased 2014 or after, worn more than 8 hrs/day





Overall Satisfaction with HA: Country comparison

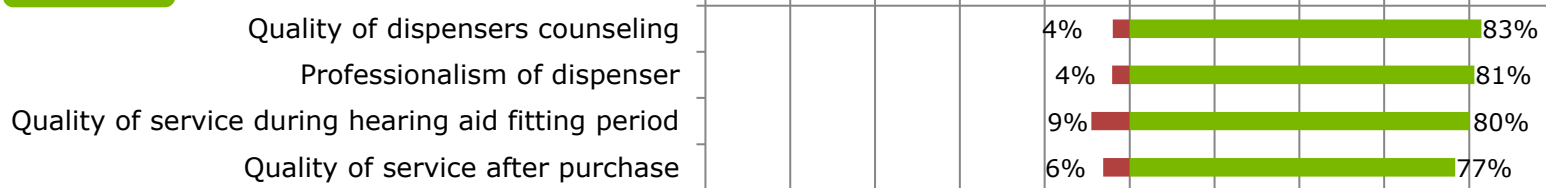
	Poland	France	Switzerland	UK	Denmark	Norway	Italy	Japan
Overall satisfaction 2012	-	80%	84%	72%	70%	72%	70%	36%
Overall satisfaction 2015/16	80%	84%	81%	70%	71%	-	79%	39%



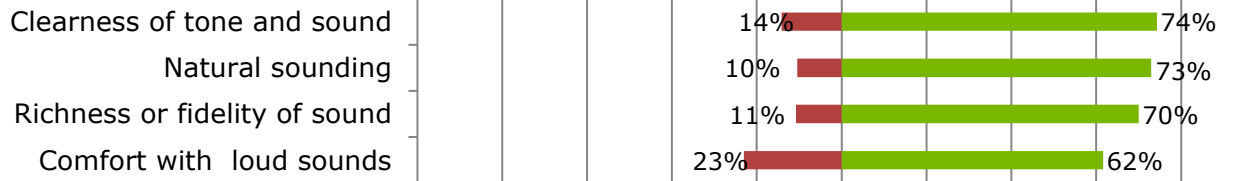


Satisfaction with current hearing aids

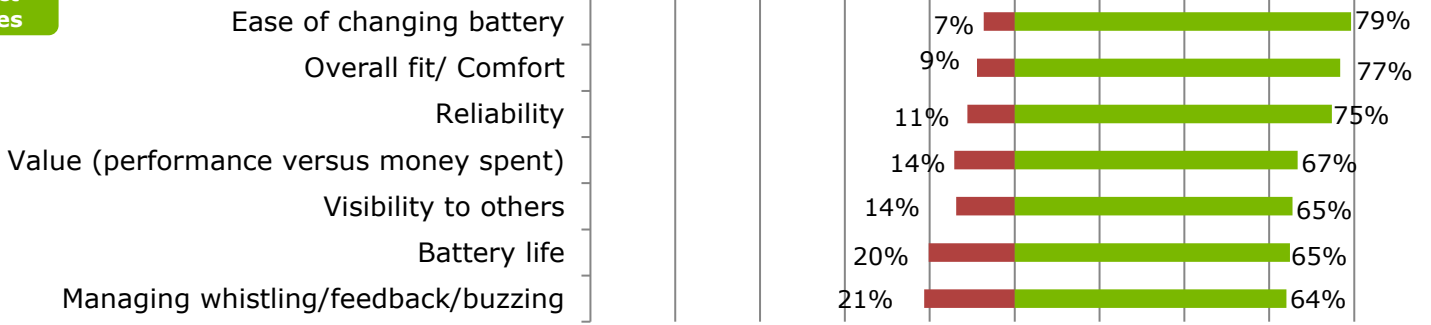
Dispenser



Sound quality signal process.



Product features



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

■ dissatisfied ■ satisfied

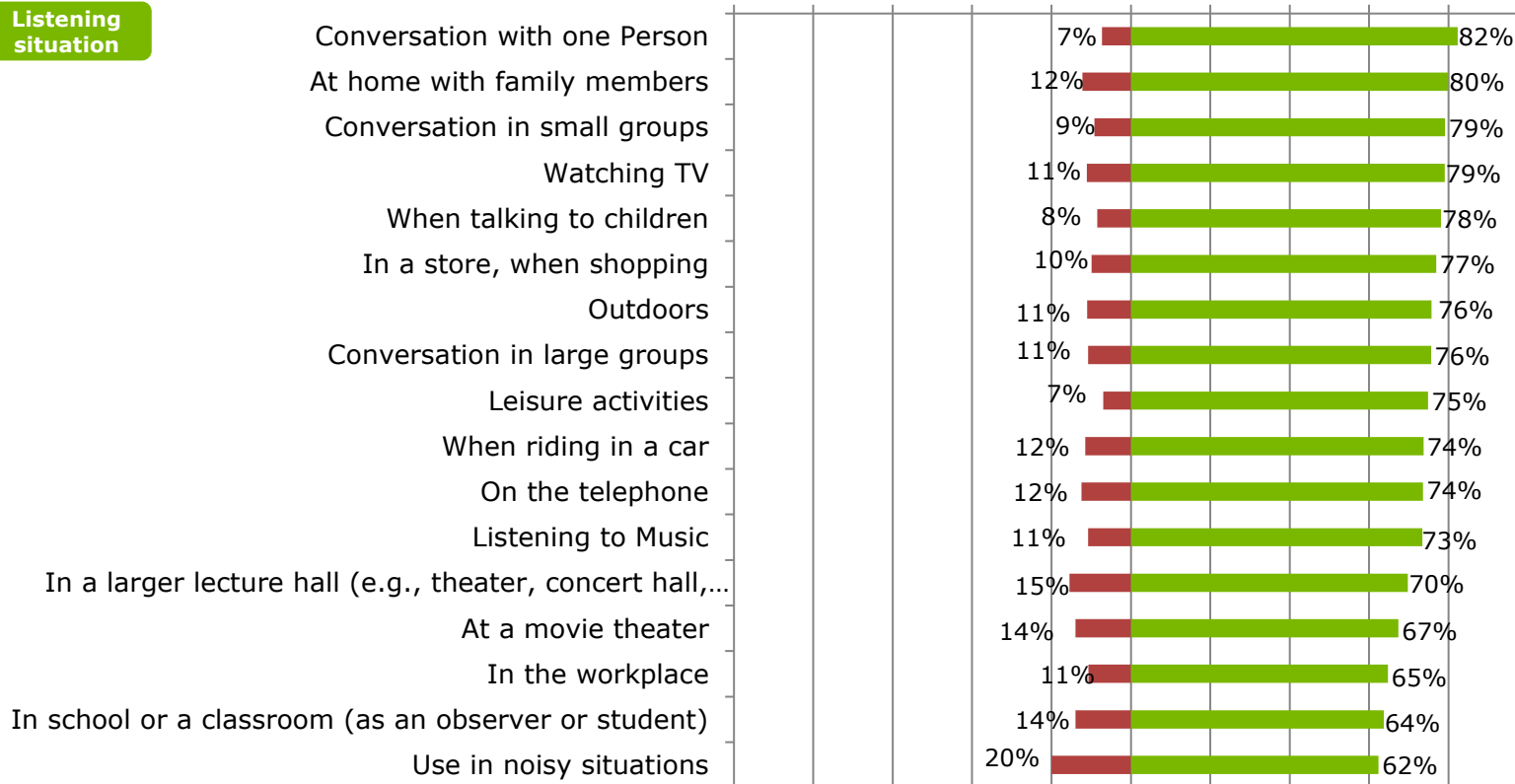
HA-owner, n=475





Satisfaction with current hearing aids

Listening situation



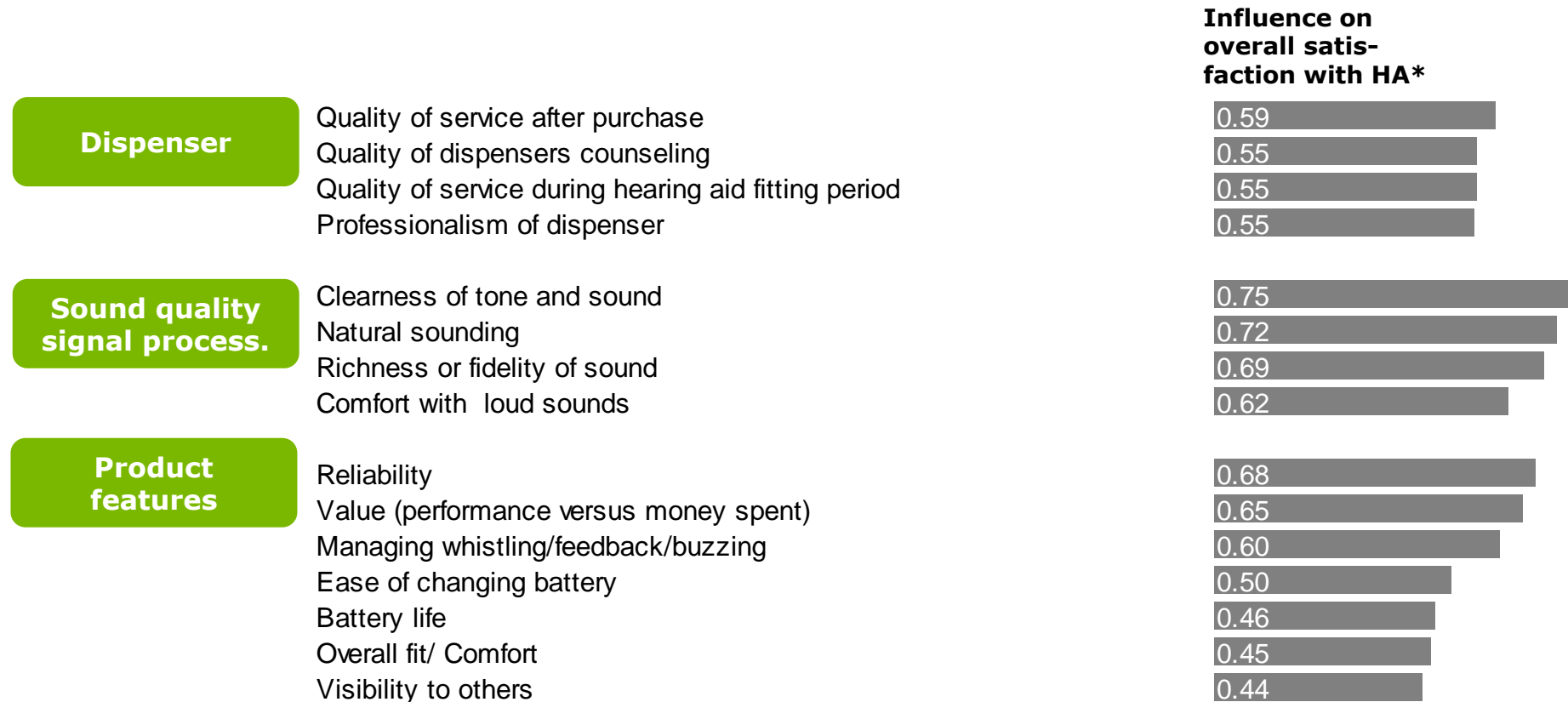
%dissatisfied= % very dissatisfied + % dissatisfied + % somewhat dissatisfied
%satisfied= % somewhat satisfied + % satisfied + % very satisfied

■ dissatisfied ■ satisfied

HA-owner, n=475



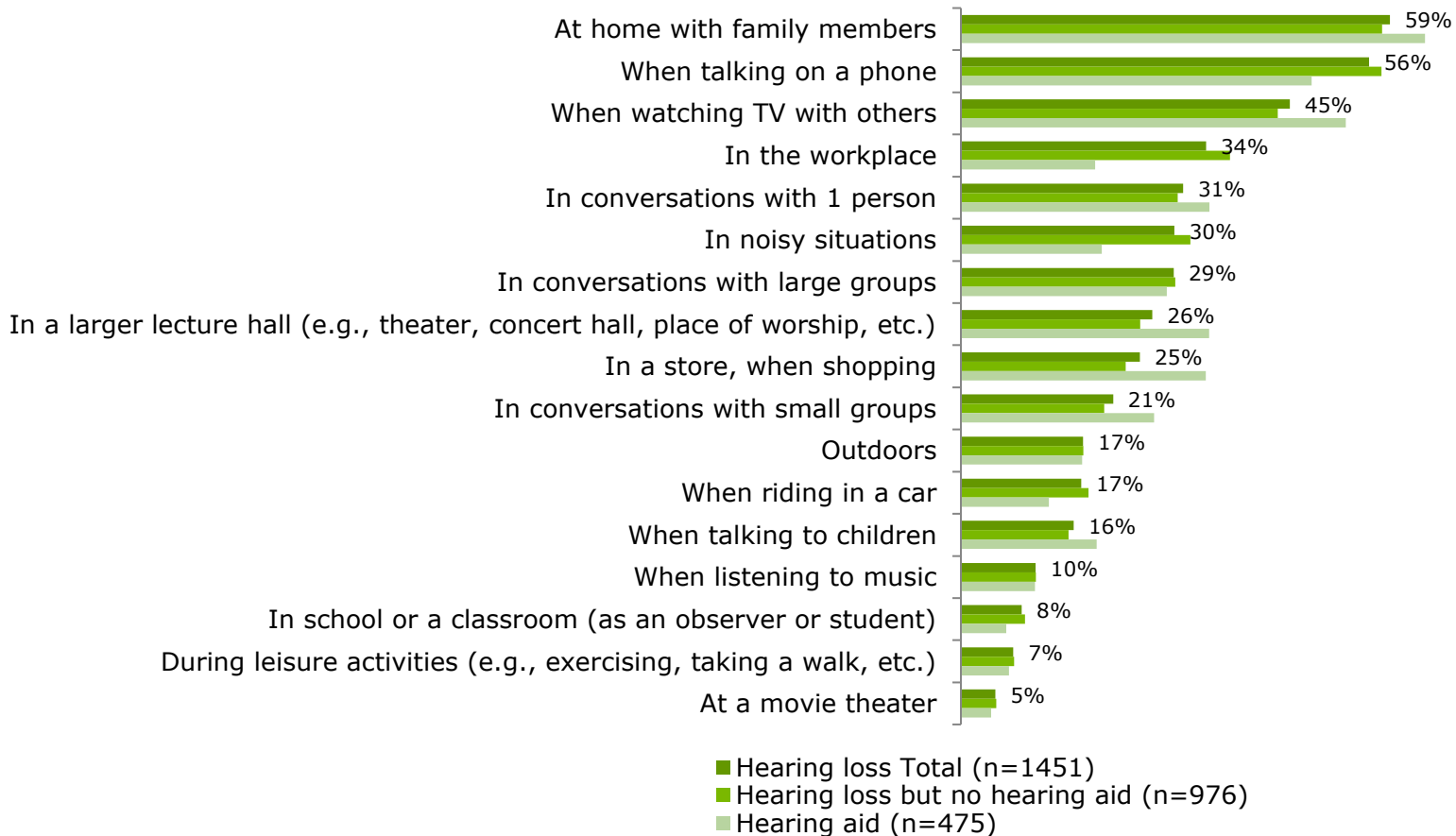
Factors influencing satisfaction with current HA: Sound quality/signal processing is most important for overall satisfaction with HA



*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. Page 55

Frequency of important listening situations

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



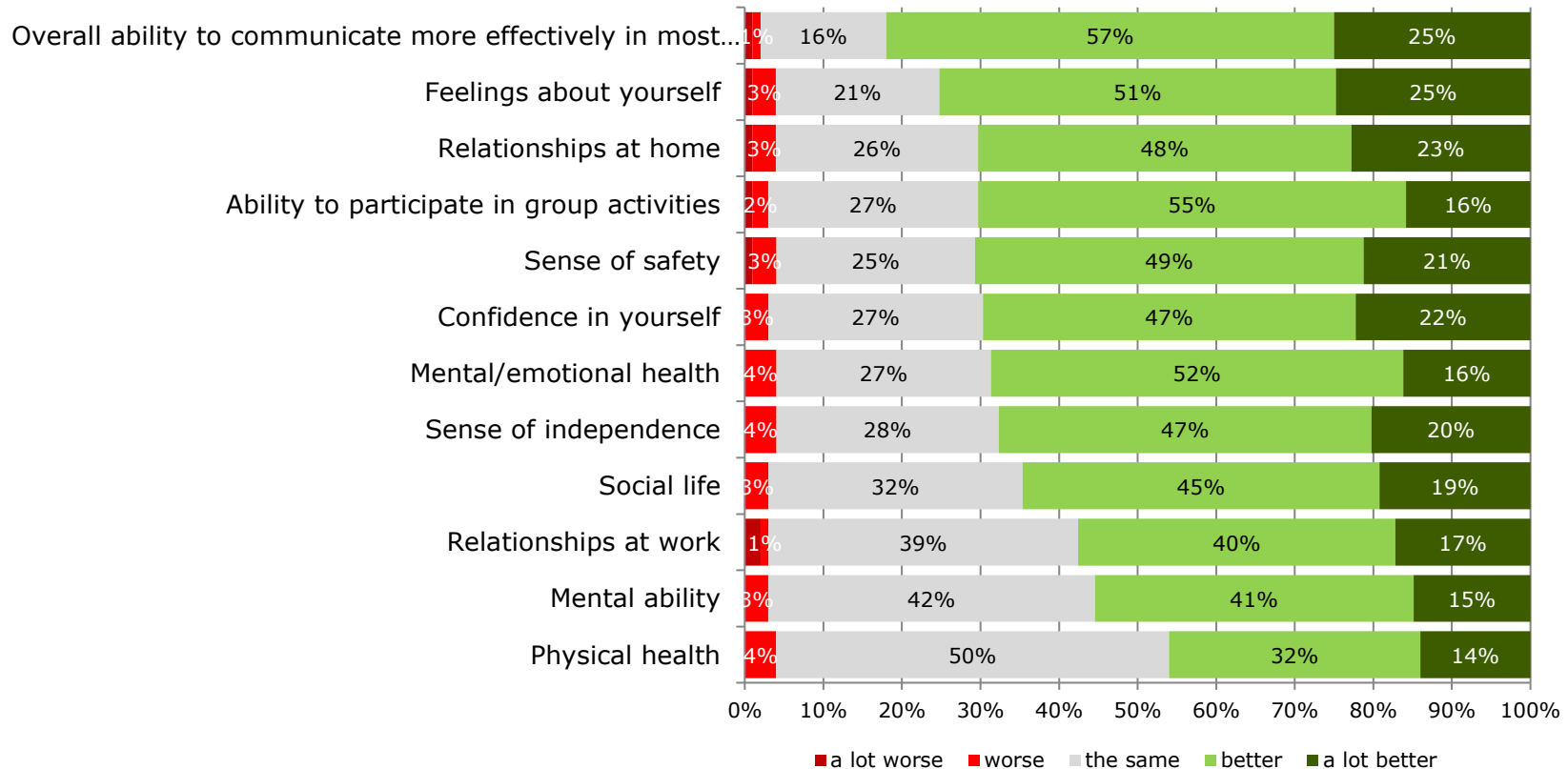


Positive impact of hearing aids, quality of life





Significant positive impact of HAs on different aspects: Especially communication effectiveness, feelings about oneself and relationships at home improves with hearing aids.



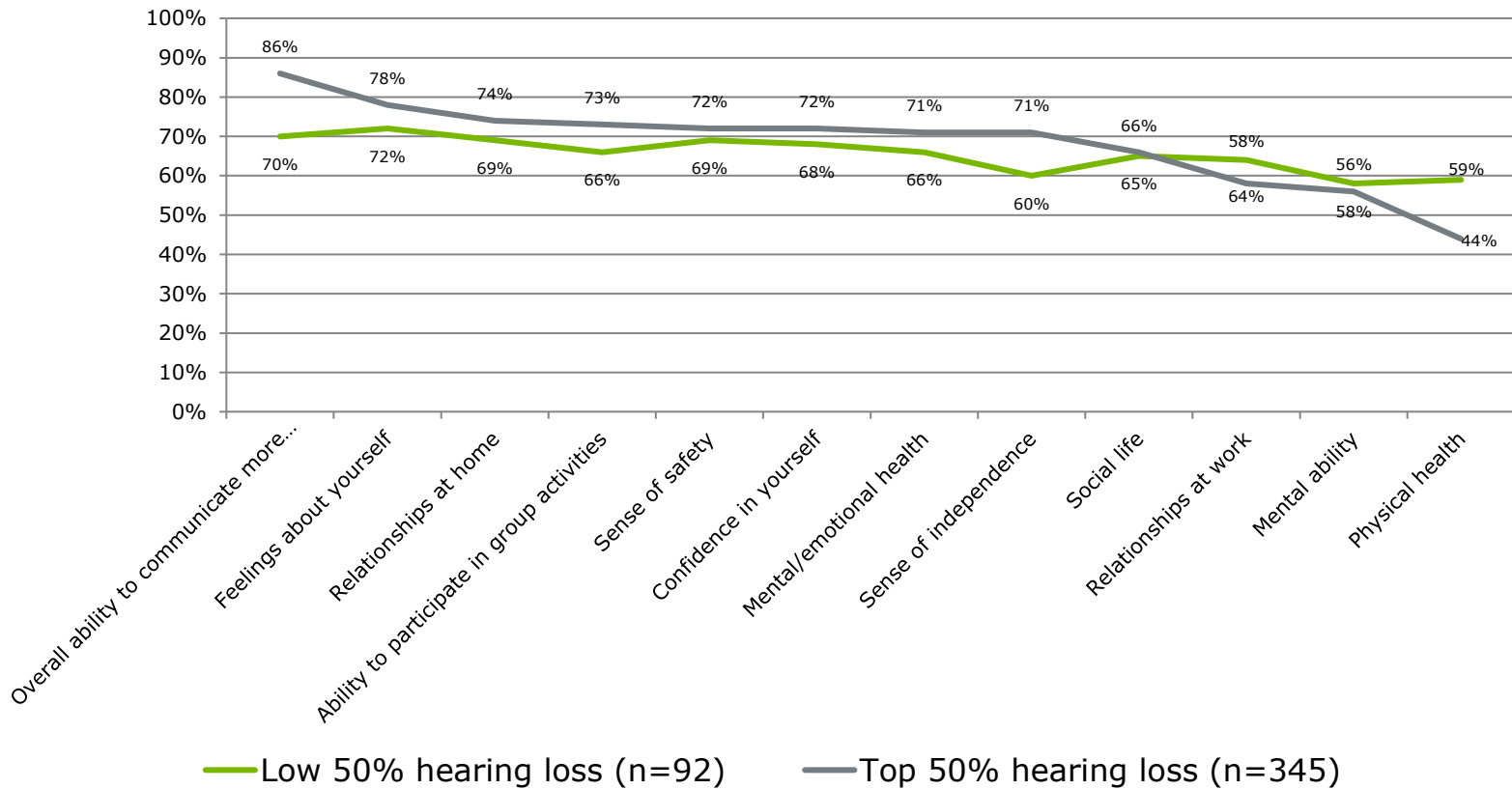
HA-owner, n=475





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

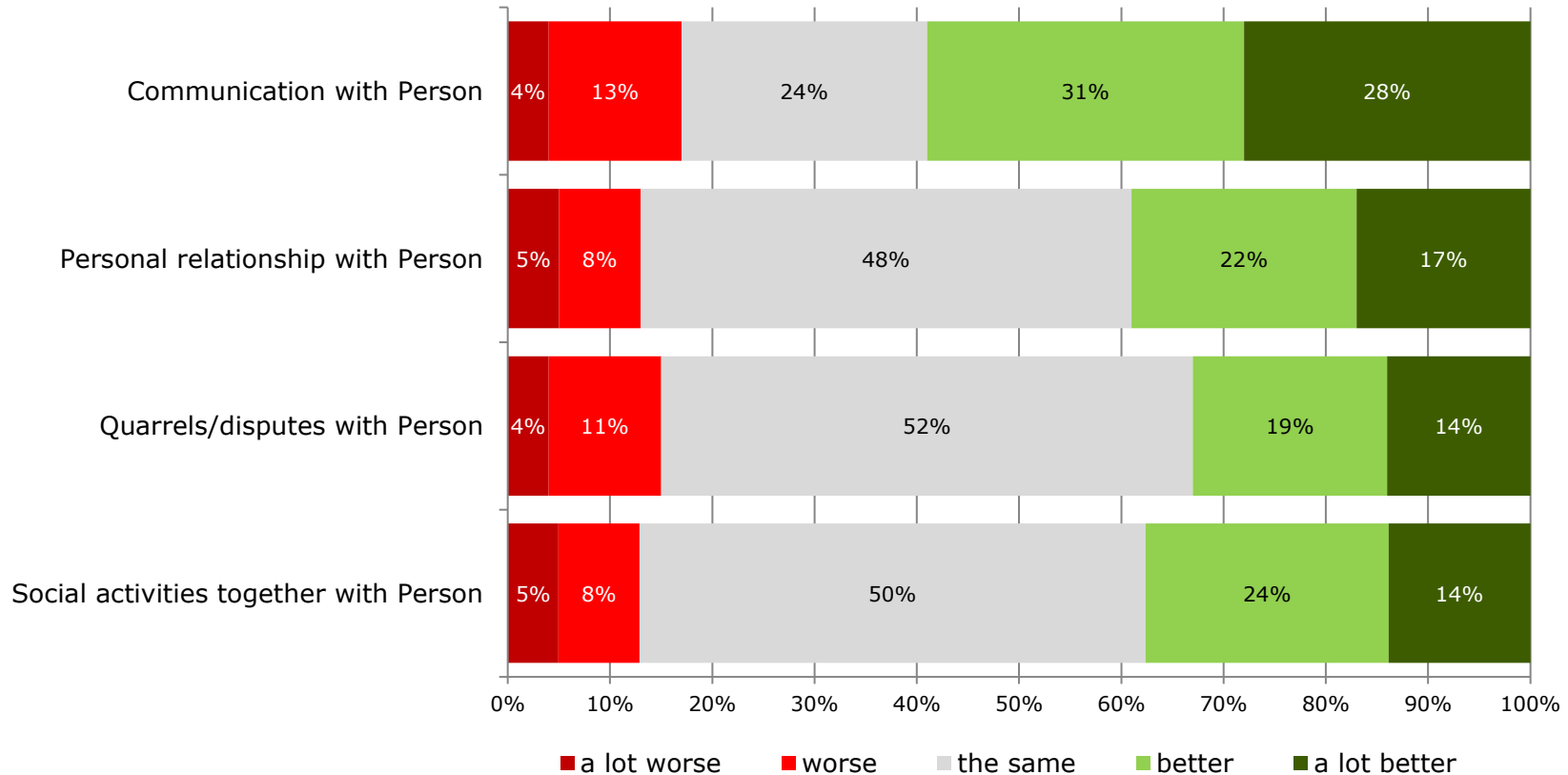
% of HA owners feeling better/a lot better





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?

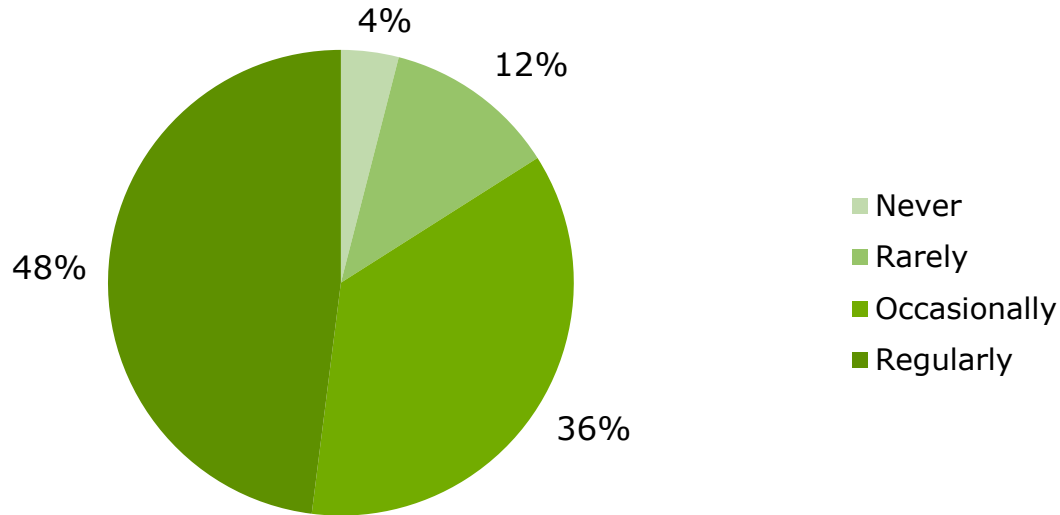


Someone in HH / parent has HA, n=381



96% 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?





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

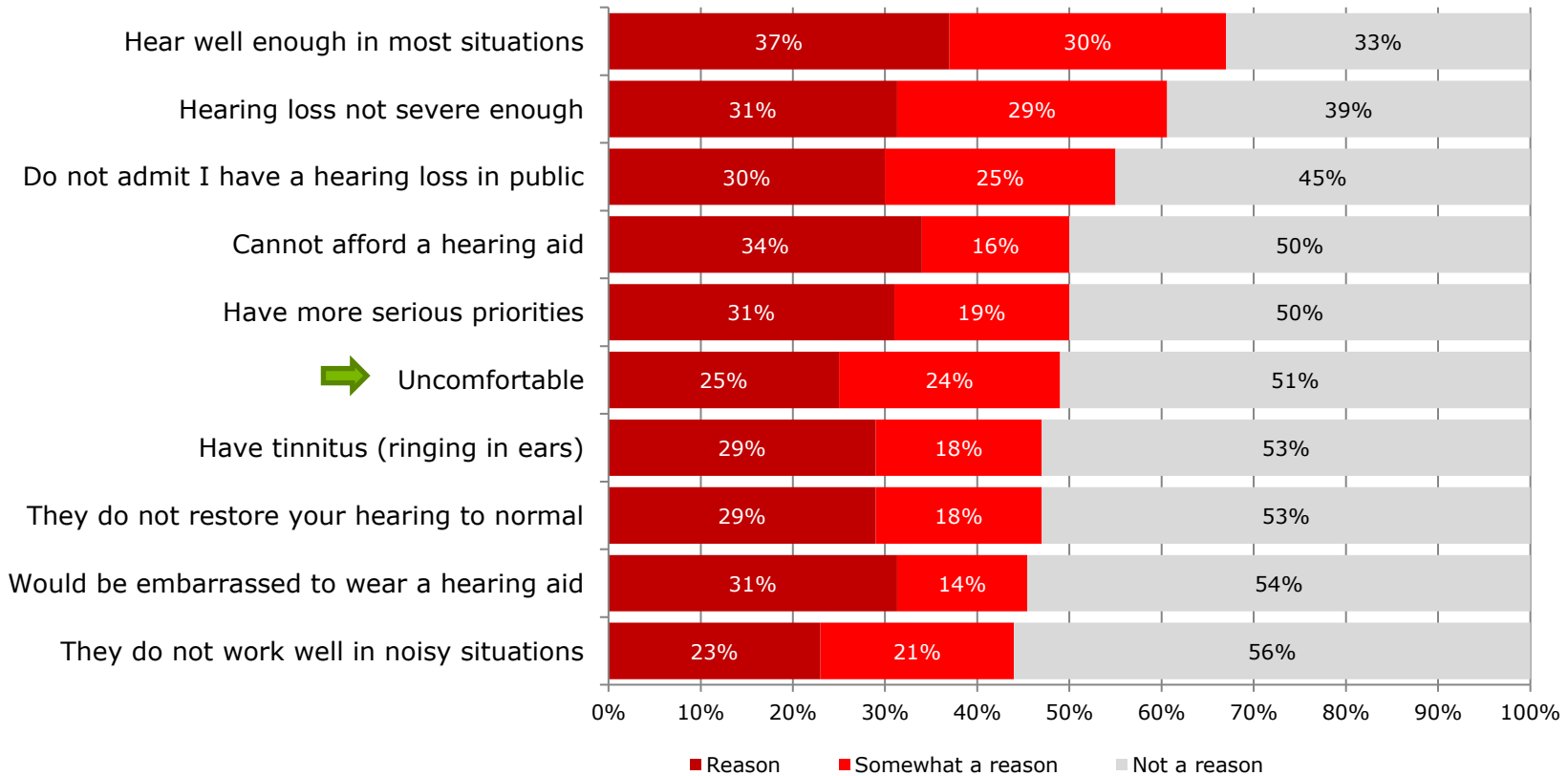
Hearing loss characteristics: Owners compared to non-owners

	% HA Owner (n=475)	%HA-Non-owner Low 50% HL (n=482)	%HA-Non-owner Top 50% HL (n=270)
Ears impaired			
Unilateral loss	37%	46%	30%
Bilateral loss	63%	54%	70%
Perceived loss		More similar hearing loss-structure	
Mild	9%	70%	21%
Moderate	36%	25%	44%
Severe	41%	4%	25%
Profound	14%	0%	10%





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

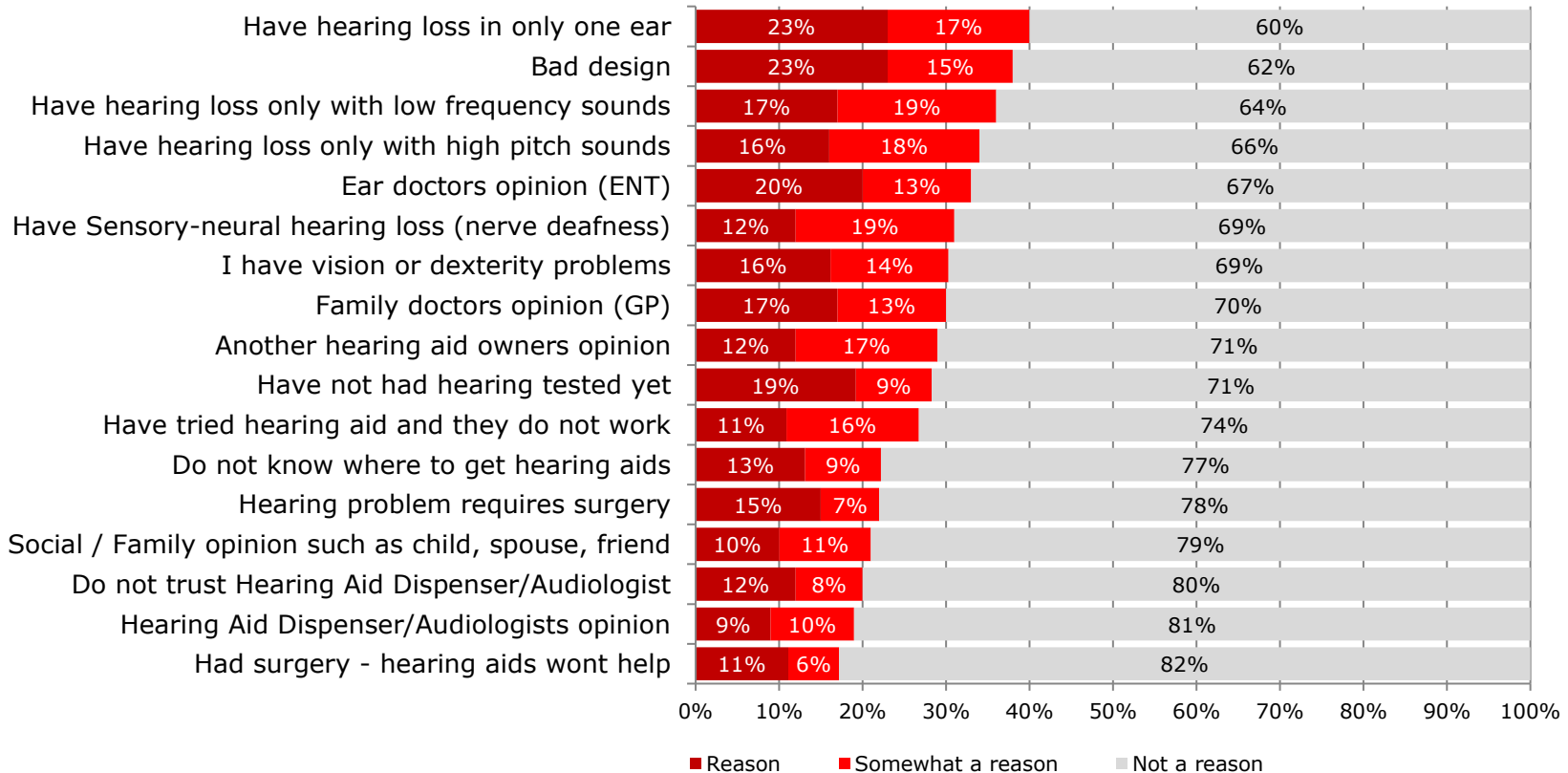


Base: non owners Top 50% HL: n=270



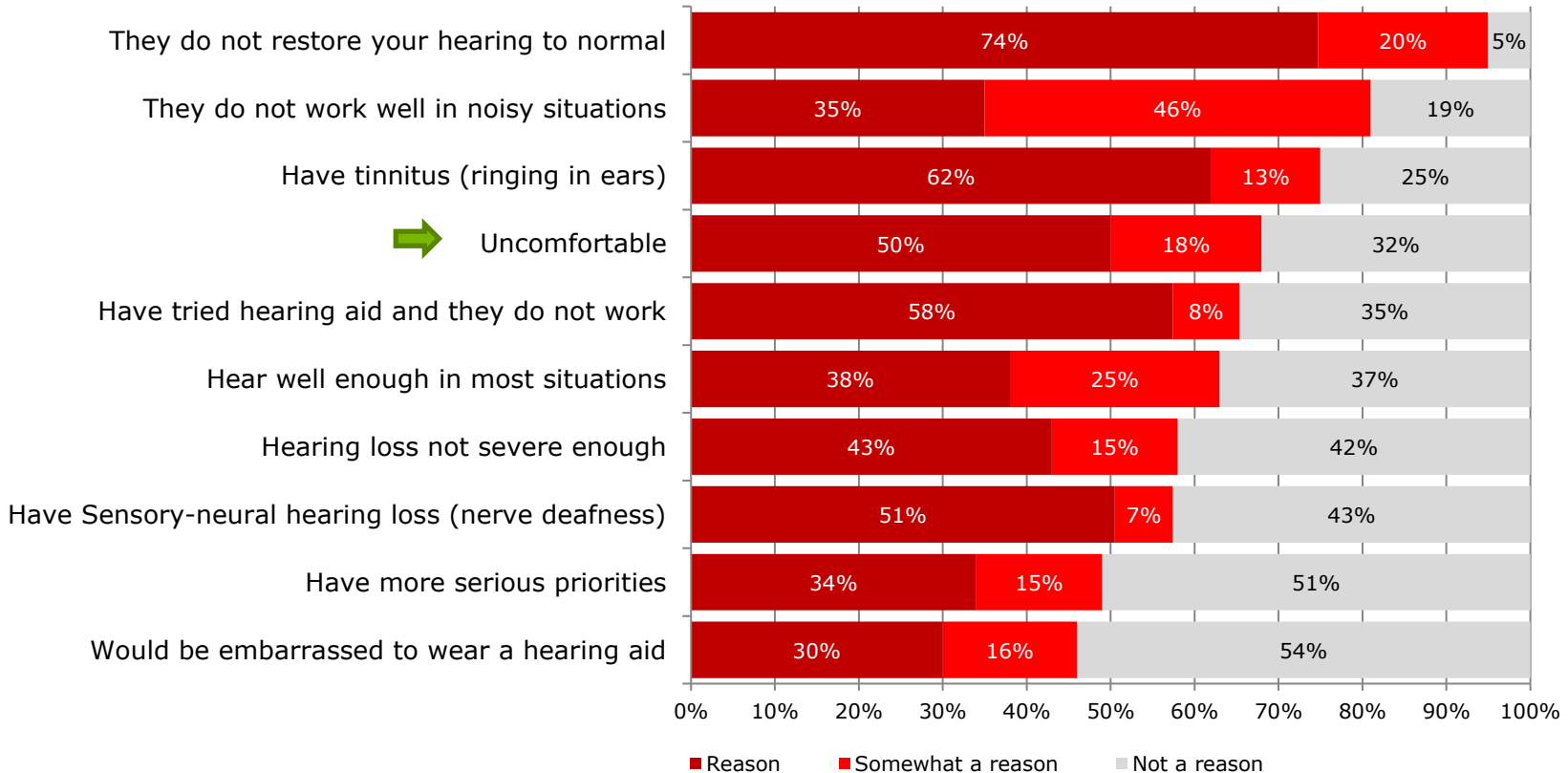


Less important reasons for not having a hearing aid (II/II)





Top 10 reasons for HA owners NOT using them



Owners who don't use, n=23



Meaning of «uncomfortable» (open question)

You mentioned "uncomfortable" as a reason why you don't use your hearing aid(s). Please describe in detail why you consider your hearing aids uncomfortable.



Base: n=324

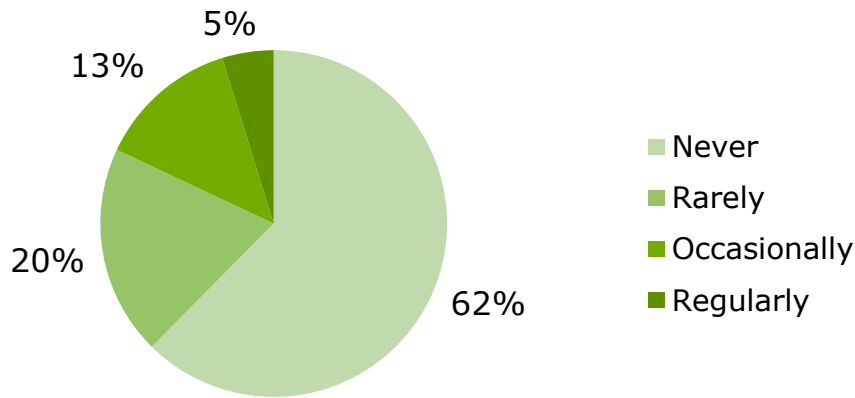


Social rejection because of hearing loss
compared to the acceptance of hearing aids

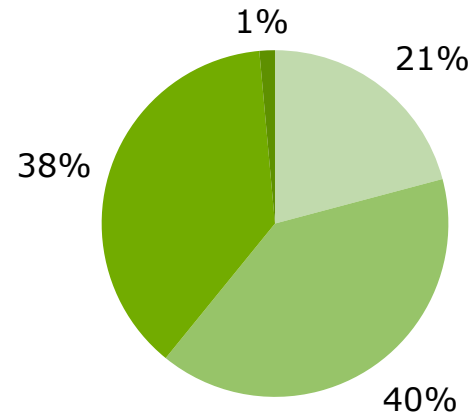


82% of hearing aid owners think people rarely or never make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid.

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



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





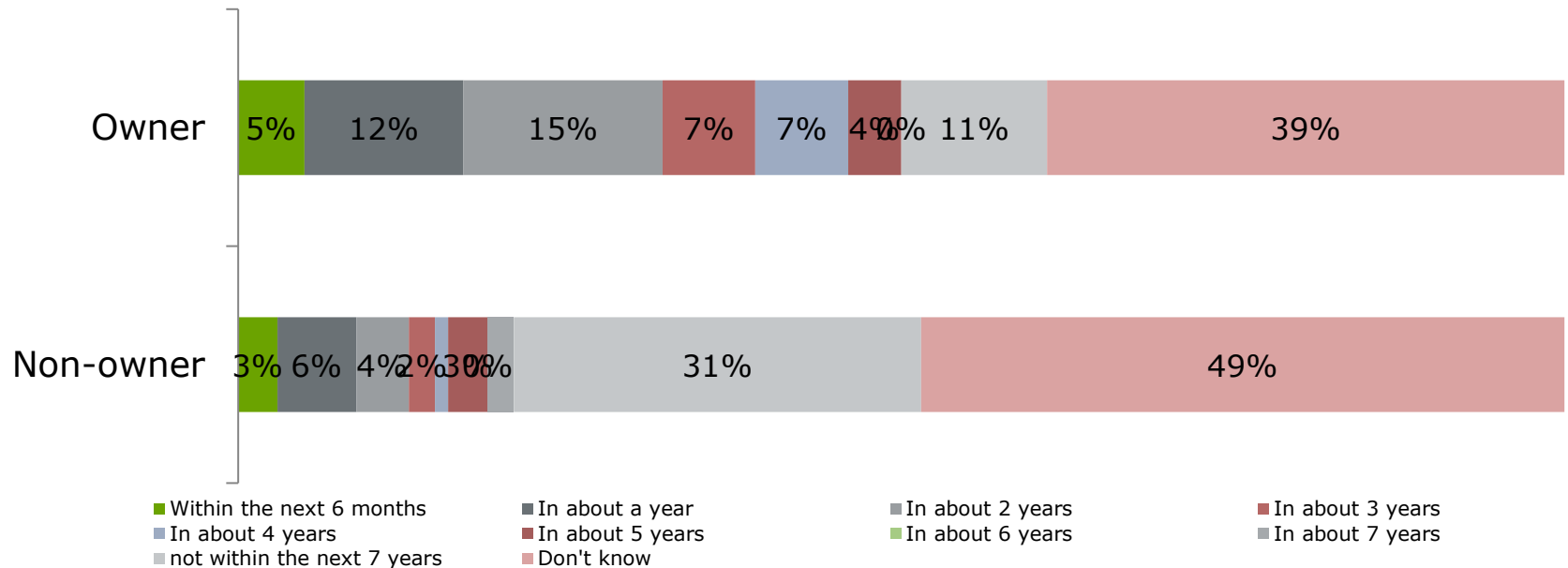
Buying intentions and most important triggers to buy





9% of non-owners intend to get a hearing aid within the next year. Re-buying intention is higher than first-buying intention

Buying intention hearing impaired in %



HA-non-owner, n=976
HA-owner, n=475

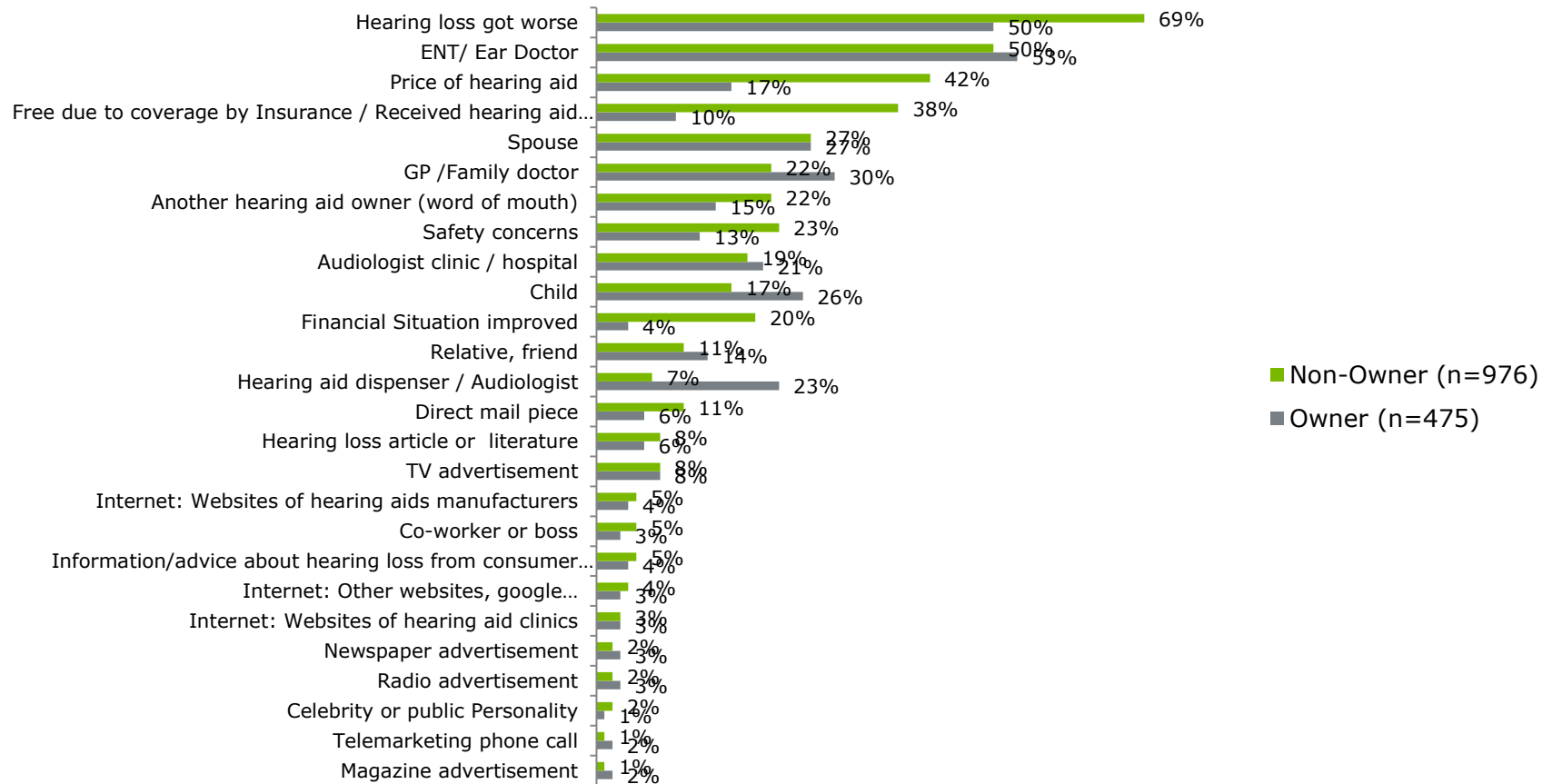




The most important influencing factors are worsening hearing loss, ENT and significant others (+price, insurance coverage for the non owners)

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 ?

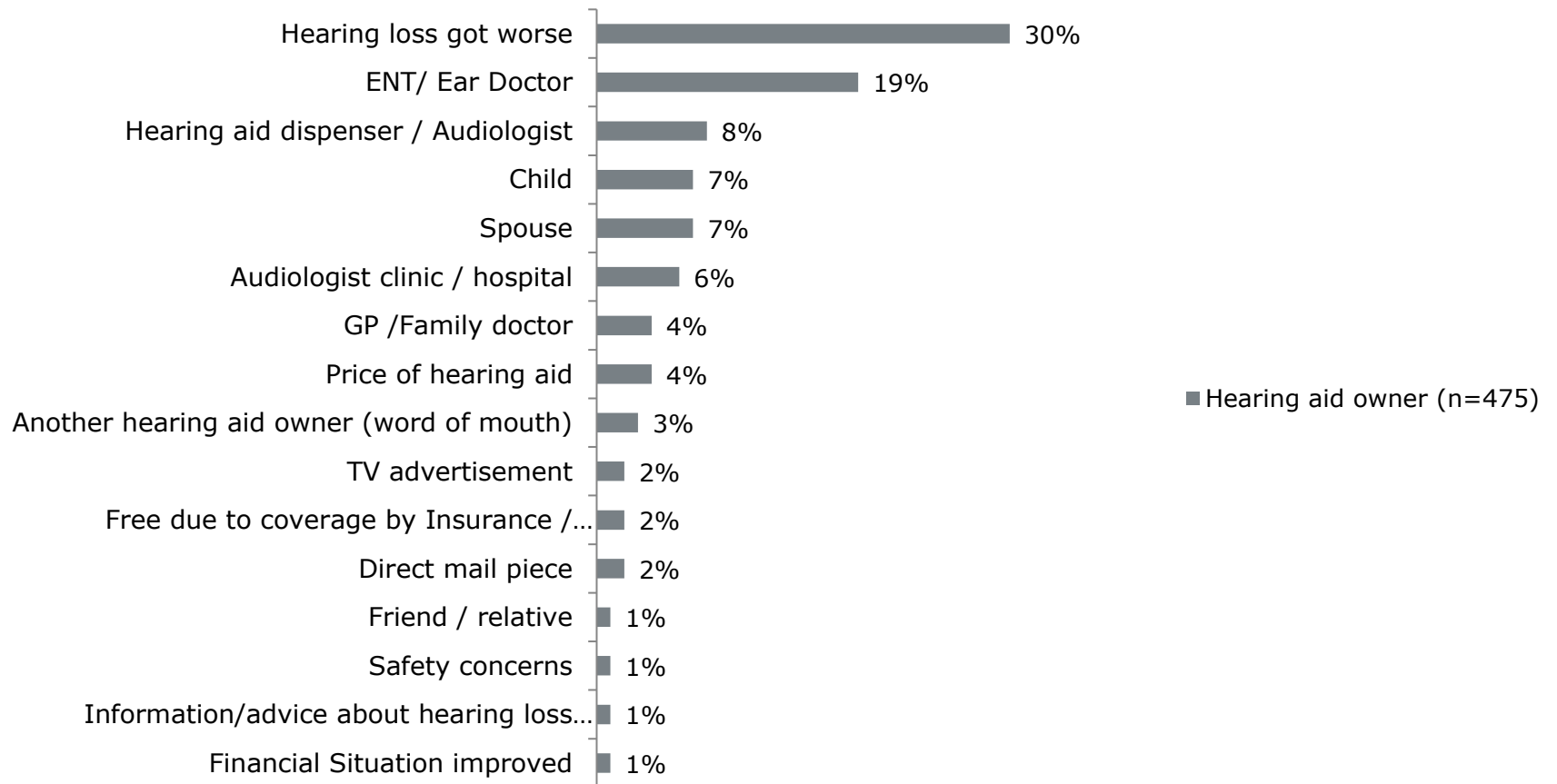
Owner: Thinking back to when you obtained your first hearing aid(s), what influenced you to obtain /purchase the hearing aid(s)?





The most important trigger to buy a hearing aid when the hearing loss gets worse is ENT

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





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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 in 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:	
	Level of proportion: 50%/50%	Level of proportion: 15%/85%
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	7'429	17.9%	16.3%	47%	55%	50%
Female	7'915	14.1%	19.5%	53%	45%	50%
Age recoded						
1 - 14	2'258	4.7%	17.4%	17%	4%	4%
15 - 24	1'704	7.8%	13.3%	12%	6%	4%
25 - 34	2'390	9.3%	9.6%	17%	10%	5%
35 - 44	2'396	10.4%	10.3%	17%	11%	6%
45 - 54	1'888	16.5%	7.7%	12%	14%	6%
55 - 64	2'213	21.8%	11.2%	13%	21%	12%
65 - 74	1'393	29.6%	19.8%	8%	16%	19%
74+	1'101	48.4%	36.2%	4%	17%	44%
Type of household						
single household	1'162	27.3%	25.6%	7%	12%	19%
Couple, no kids	3'479	21.9%	20.5%	21%	30%	36%
Couple with kid(s)	8'219	11.3%	12.5%	57%	40%	27%
Single mom/dad with kid(s)	851	13.8%	23.8%	6%	4%	6%
Retirement home, hospital etc.	25	54.4%	27.1%	0%	0%	1%
Other	1'608	19.3%	16.4%	10%	13%	12%



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)	7'360	20.4%	17.3%	46%	62%	60%
The spouse of the head of the household	2'461	17.5%	18.3%	16%	18%	18%
Daughter/son of head of household	4'513	6.1%	14.6%	33%	12%	9%
Other Person	895	23.6%	24.5%	5%	8%	12%
Employment						
Full time employed	6'604	13.1%	8.6%	54%	41%	18%
Part time employed	674	15.4%	14.4%	5%	5%	4%
Unemployed / not working	908	12.7%	11.0%	7%	5%	3%
Retired under a disability pension scheme (fully or partly)	547	25.7%	26.8%	4%	5%	9%
Early retired under an early retirement benefit scheme	247	21.0%	13.1%	2%	2%	2%
Retired (at the official retirement age)	2'760	35.7%	26.7%	17%	38%	64%
Student / pupil / in training	1'251	6.3%	6.3%	11%	4%	1%
Education						
Niepełne podstawowe	61	51.9%	37.1%	0%	1%	3%
Podstawowe	616	35.5%	29.2%	4%	8%	15%
Gimnazjalne	394	11.0%	29.2%	3%	2%	3%
Zasadnicze zawodowe	1'729	25.3%	19.7%	12%	18%	21%
Średnie ogólnokształcące	1'754	14.2%	15.2%	14%	11%	9%
Średnie zawodowe	2'422	20.3%	17.4%	18%	21%	21%
Policealne	862	16.3%	16.3%	7%	6%	6%
Wyższe	5'155	14.1%	13.0%	42%	33%	23%