

Summary

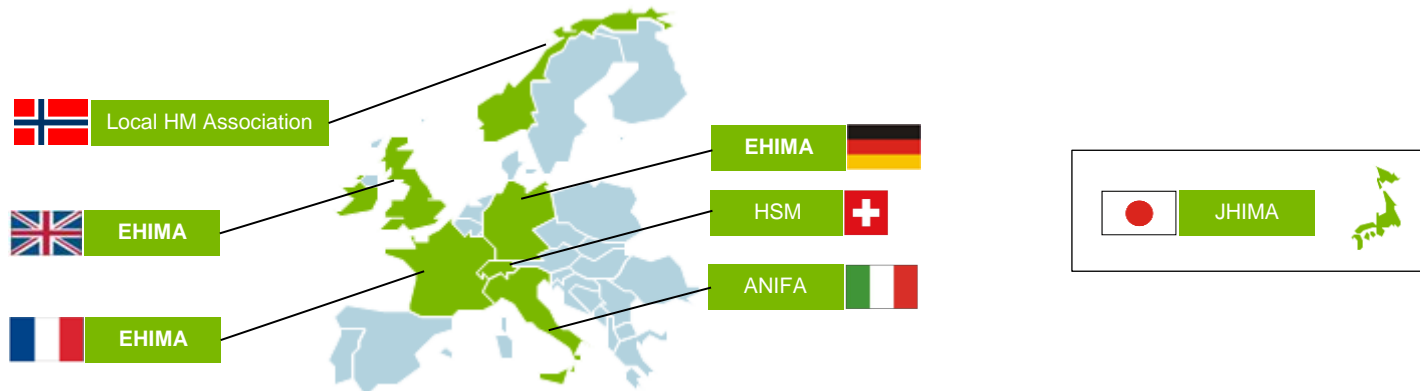
EuroTrak GERMANY 2012

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

Summary

1. Introduction

- EuroTrak Germany 2012 was designed and executed by Anovum (Zurich) on behalf of the European Hearing Instrument Manufacturers Association (EHIMA).
- Sample sizes Germany 2012:
 - Representative sample (sample 1): n=13'922 people
 - Hearing impaired (sample 2): n=1'364 people
 - Hearing impaired non-owners: n=864 people with hearing loss (**HL**)
 - HA owners: n=500 people with hearing aid (**HA**)
- EuroTrak Germany 2012 is part of the EuroTrak studies:



Summary

2. Market overview

- Stated hearing loss prevalence
 - Total: 12.5% (18+: 14.3%).
 - Binaural hearing loss: HA owners: 78%, HA non-owners: 58%.
 - Tinnitus prevalence 29% (self stated, sometimes or permanently).
 - Hearing Tests: 47% had a hearing test in the last 5 years.

- Hearing aid adoption rate (HA penetration)
 - Total: 34.0% (2009: 31.8%).
 - Total age group 18+: 34.1 % (2009: 31.8%).
 - 66% of HA owners have binaural treatment. Trend rising (2009: 60%).

- The route to the hearing aid
 - 80% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
 - 48% got hearing aids recommended from the ENT or family doctor (drop out rate = 40%).
 - 73% of the GP consultations referred to an ENT. 11% recommended no action.
 - 31% of ENT consultations referred to a Hörgeräte-Akustiker, 31% recommended to get a hearing aid, 44% 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
 - People with hearing aids tend to have a higher personal income
 - Hearing aid owners have a much lower risk of being depressed and a lower risk of being forgetful compared to impaired non-owners



Summary

3. Analysis of hearing aid owners

- Hearing aid ownership and usage
 - 93% received some kind of 3rd party reimbursement.
 - 61% of the currently owned HAs were fitted in 2009 or later.
 - The average age of the currently owned HAs is 3.0 years.
 - The median age of hearing aids before replacement is 6 years.
 - On average, HAs are worn 8.0 hours a day.
 - 47% of hearing aid owners have never heard of wireless technology in connection with hearing aids. Only 18% of the older (65y+) rate wireless technology as very important but 28% of the younger (up to 44y).

- Satisfaction with HAs
 - 77% of the HA owners are satisfied with their HAs.
 - The more hours worn per day, the higher the satisfaction.
 - Satisfaction with HAs bought 2010 or after is higher than with HAs bought before.

- Positive impact of HAs
 - Significant positive impact of HAs on different aspects – especially communication and sense of safety.

Summary

4. Analysis of hearing impaired non-owners

- Reasons not to own/use HAs
 - Information deficit non-owners: 53% don't know whether insurance would pay, 14% assume they don't pay.
 - The main reasons for not using hearing aids are that people say they do not restore hearing to normal, they hear well enough and that hearing aids do not work well in noisy situations.
 - 4% who own HAs don't use them at all; 13% use them less than one hour/day. Main reasons for this are: "They do not work well in noisy situations", "HAs do not restore hearing to normal" and "hearing loss is not severe enough".

- Negative impact of hearing loss and buying intentions
 - Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss-group), hearing aid owners feel less exhausted in the evenings.
 - 13% of non-owners intend to get a hearing aid within the next year.
 - The most important influencing factors are worsening of hearing, ENT, significant others and Hörgeräte-Akustiker. Costs are also important, but only for the non-owners.

Results

EuroTrak Germany 2012

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

Detailed Results: Roadmap

1. Introduction

- Objectives and organisation
- Field research specification

2. Market overview

- Prevalence of hearing loss and hearing aid adoption rate
- Hearing tests and prevalence of tinnitus **new in 2012**
- The route to the hearing aid: Drop-out rates and reasons for drop-outs **new in 2012**
- Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms **new in 2012**

3. Analysis of hearing aid owners

- Hearing aid ownership, lifetime **new in 2012** and usage
- Awareness and importance of wireless technology **new in 2012**
- Satisfaction with hearing aids and drivers
- Positive impact of hearing aids

4. Analysis of hearing impaired non-owners

- Reasons for not having a hearing aid
- Negative impact of hearing loss
- Buying intentions

5. Appendix

- Demographics: Hearing instrument adoption rates and populations



1. Introduction



Objectives and organisation



Organisation of EuroTrak 2012

Organisation

- Principal of the project EuroTrak is the European Hearing Instrument Manufacturers Association [EHIMA]. Members of EHIMA are: GN Resound, Oticon, Phonak, Siemens, Starkey and Widex [EHIMA Companies].
- 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.
- EHIMA approved the questionnaire in cooperation with Sergei Kochkin, Ph.D., Executive Director, Better Hearing Institute.

Use of the data

- The principal as well as the EHIMA companies 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 or the EHIMA companies use 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 – Germany/2012/n=[relevant sample size]”**
- The principal and EHIMA companies can ask Anovum to further analyse the raw data in specific ways at their own expense.



Field research specification



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 a panellist pool of more than 100'000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of **n=13'922** people based on census data.

Step 2: Target population interviews

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

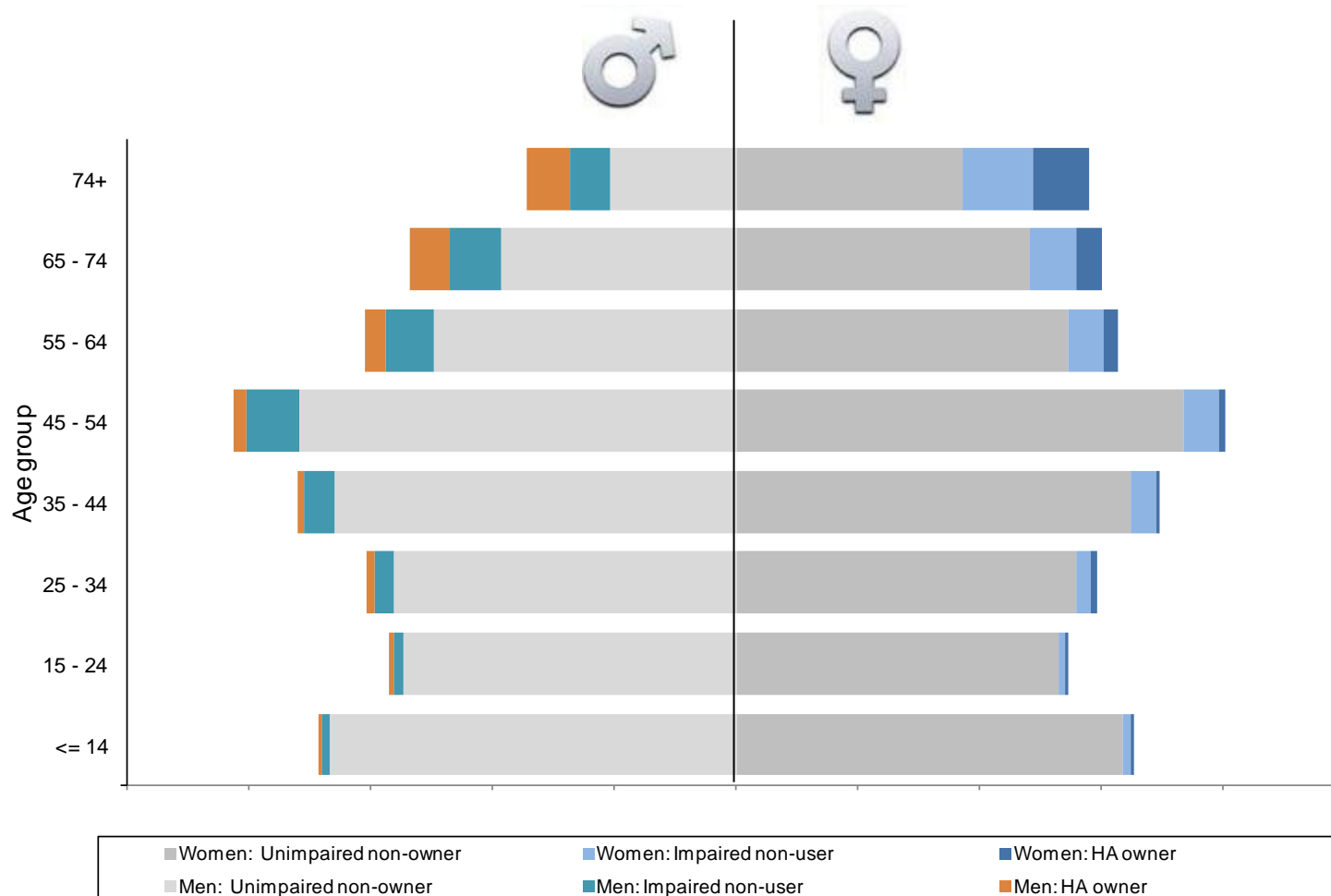
Process:

1. Main questionnaires: Owners and hearing impaired non-owners
2. Balancing through weighting according to representative screening interviews
3. Resulting sample: **n=500** hearing aid owners and **n=864** hearing impaired non-owners

2. Market overview

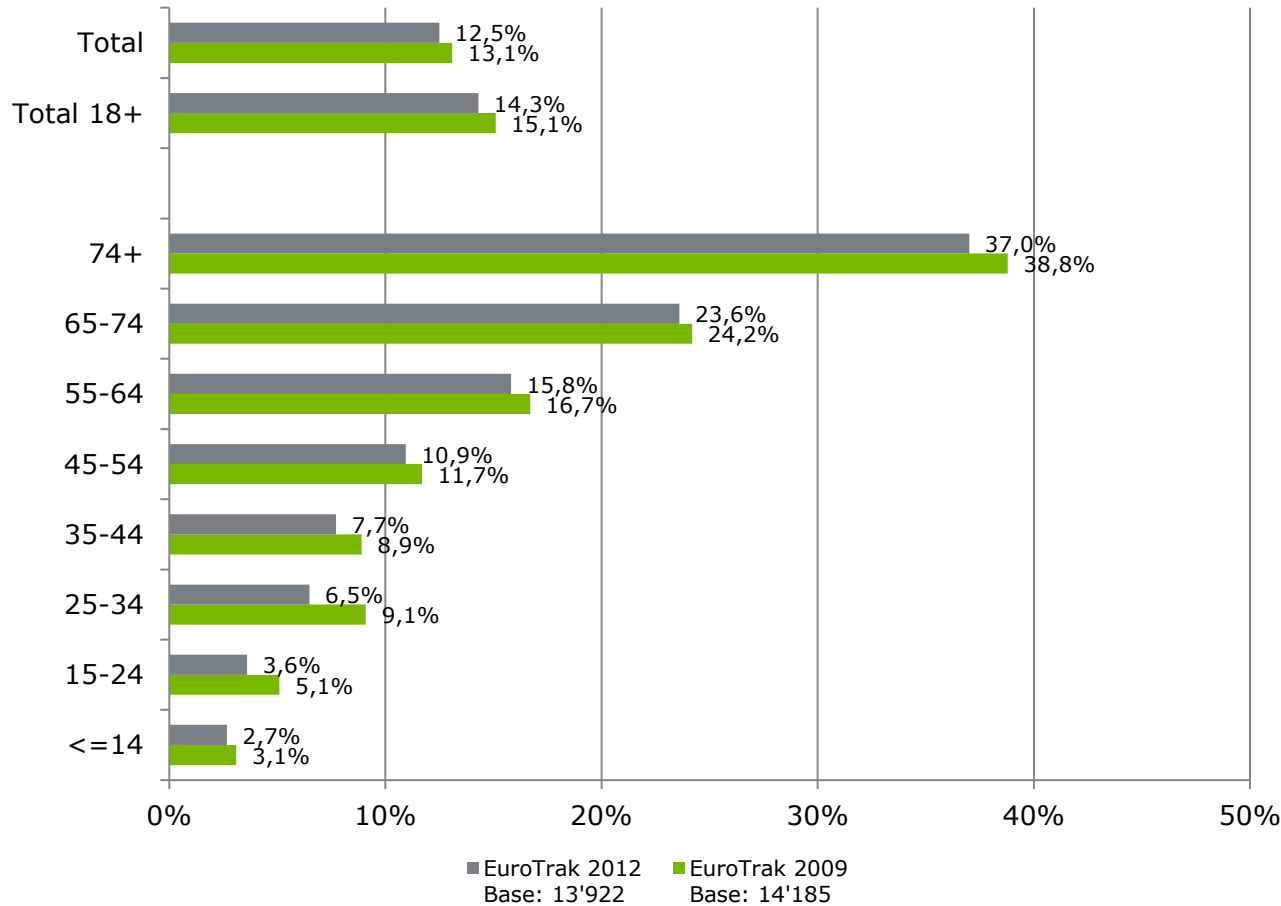
Prevalence of hearing loss and adoption rate

Hearing loss and hearing instrument ownership by gender/age



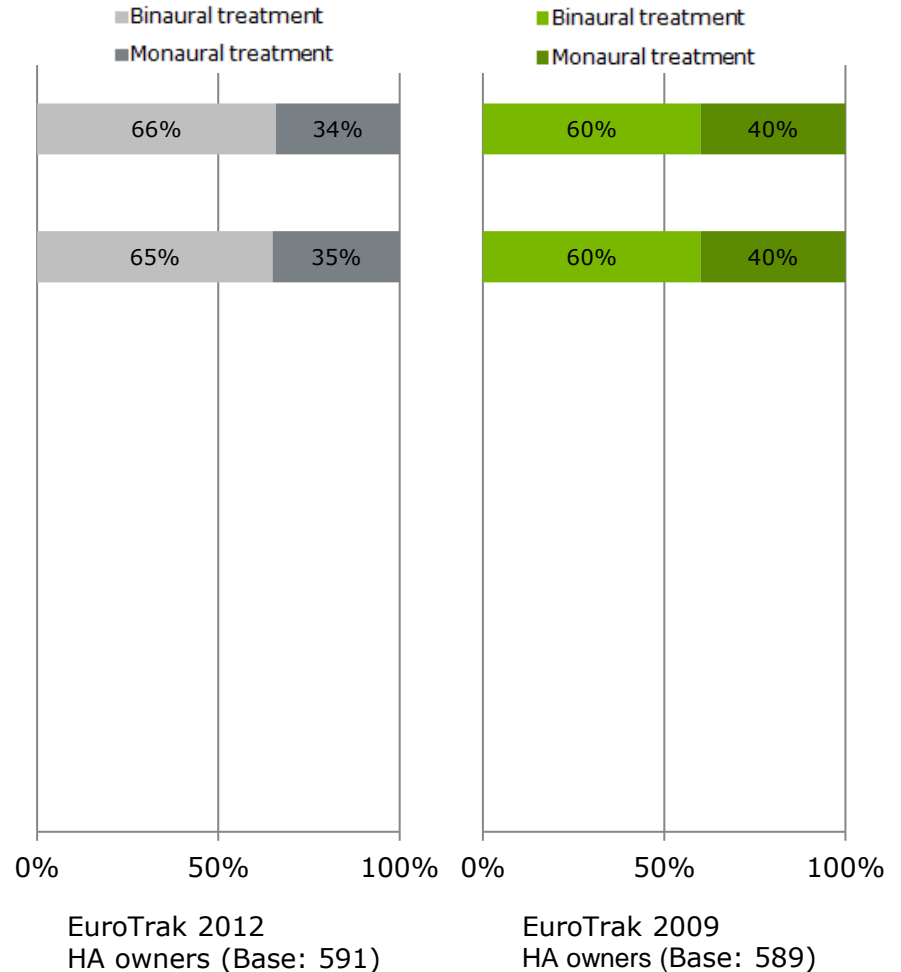
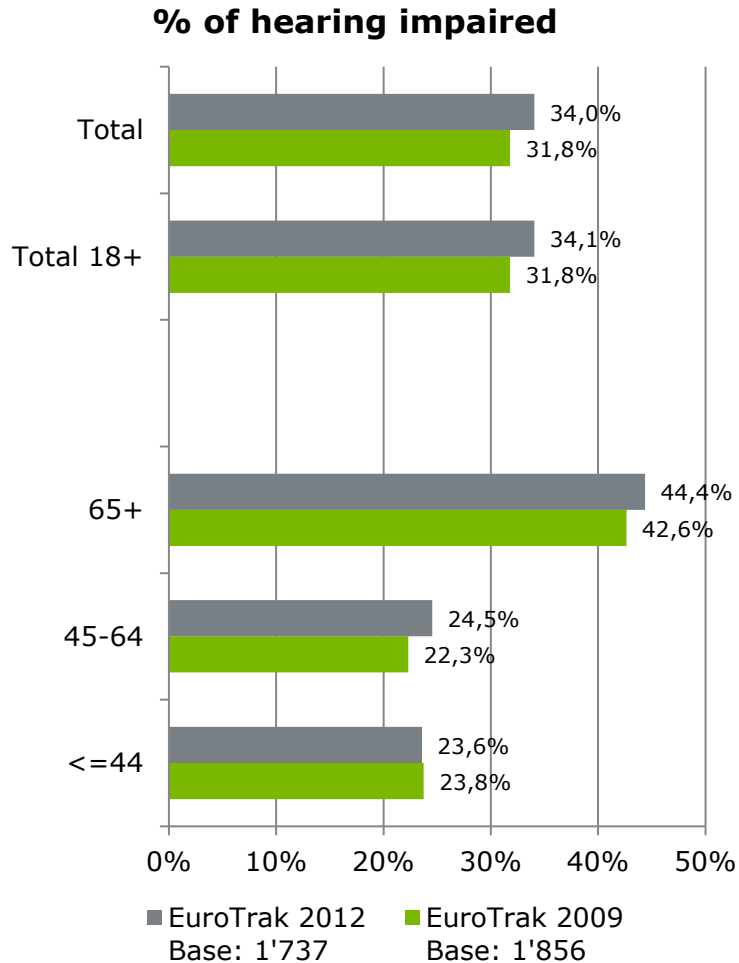
Hearing loss prevalence Germany 2012

% hearing loss prevalence

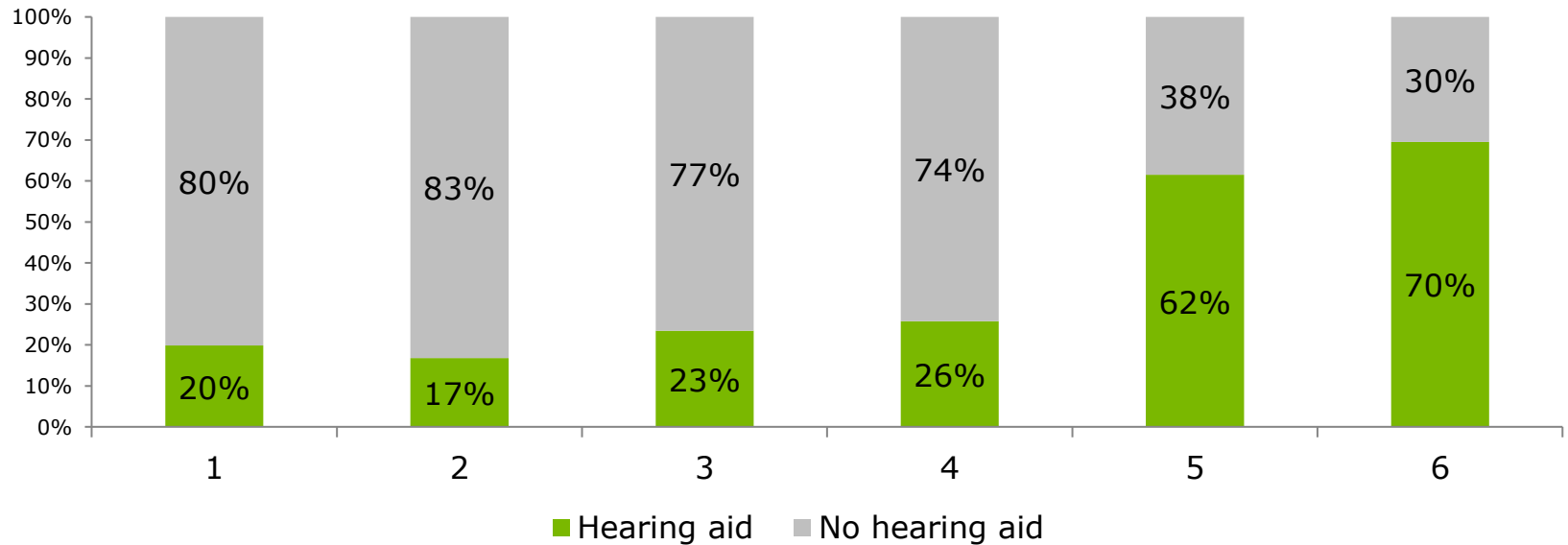


Hearing aid adoption rate Germany 2012

34% of hearing impaired have hearing aid(s), 66% of them have binaural treatment



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



Hearing loss 6-groups*

HA-non-owner, n=864
 HA-owner, n=500

* 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

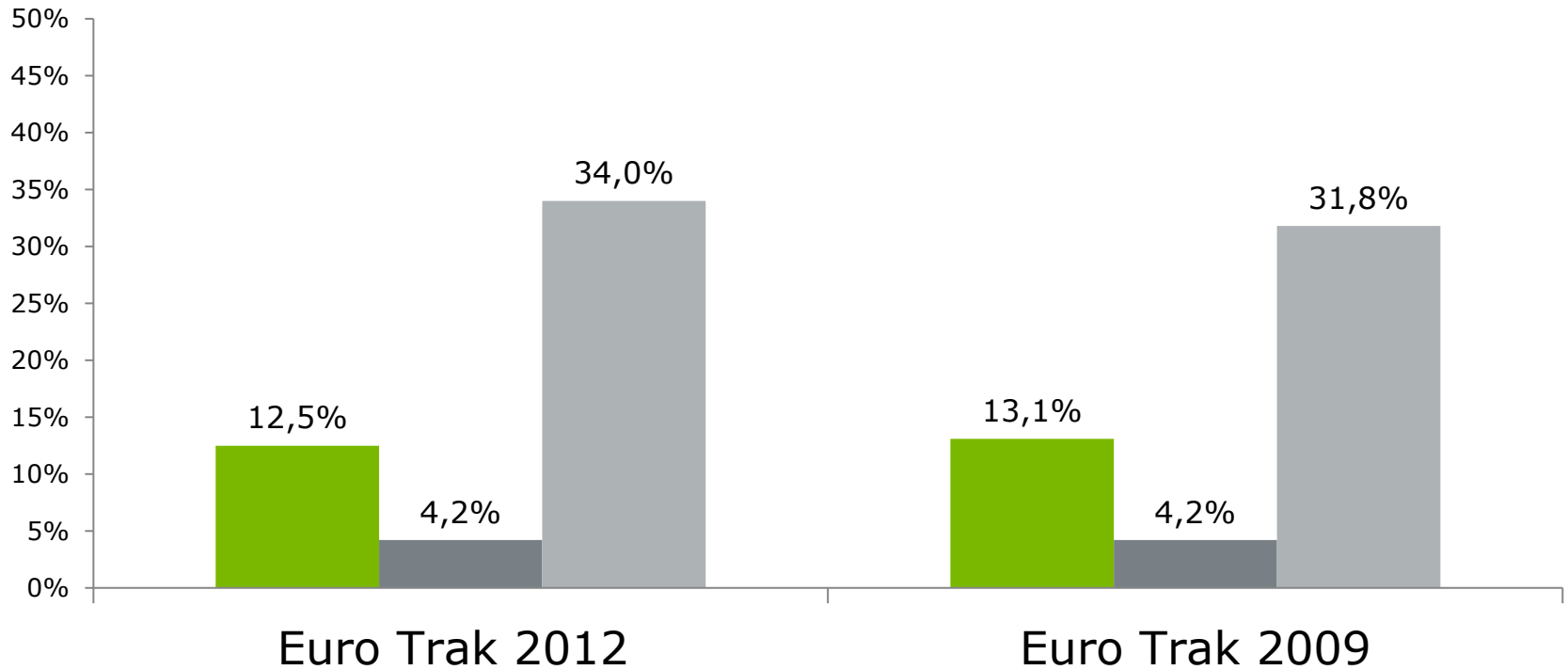
	HA-Non-owner 2012: n= 864 (2009: n= 805)	HA Owner 2012: n= 500 (2009: n= 503)	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	42% (43%)	22% (25%)	23% (22%)
Bilateral loss	58% (57%)	78% (75%)	43% (39%)
Perceived loss			
Mild ⁺	42% (31%)	10% (6%)	11% (8%)
Moderate ⁺	43% (50%)	45% (31%)	36% (22%)
Severe ⁺	12% (15%)	29% (43%)	62% (62%)*
Profound ⁺	3% (4%)	16% (21%)	

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

⁺
 2009: Schwach- Mässig-Stark-Sehr stark
 2012: Leicht-Mittel-Schwer-Hochgradig



Overview hearing loss prevalence and hearing aid adoption



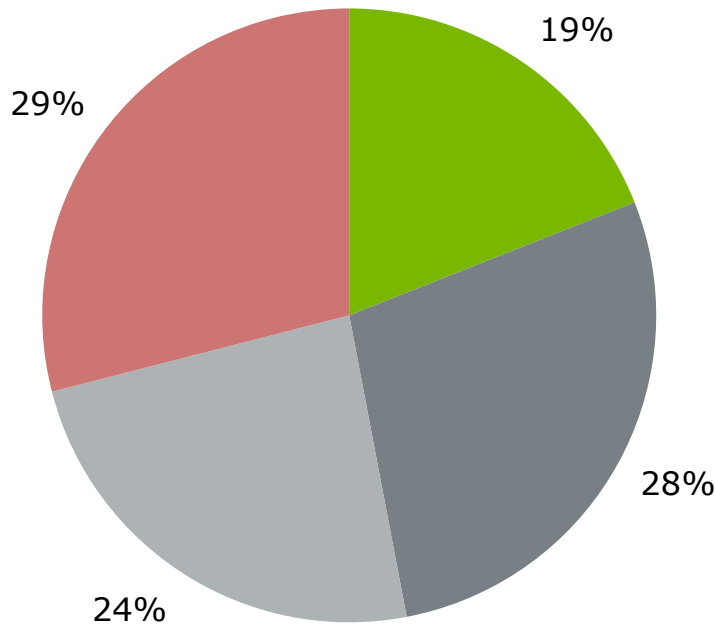
■ Hearing impaired (stated) ■ Adoption (% of population) ■ Adoption (% of stated impaired)



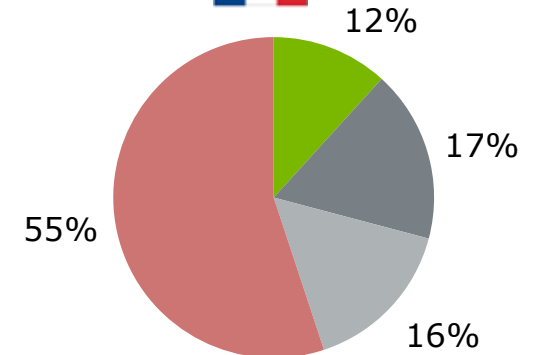
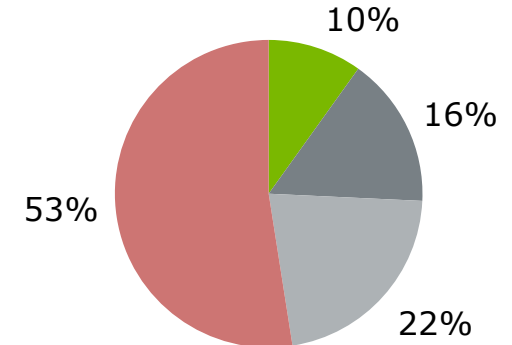
Hearing tests and prevalence of tinnitus

Close to one third of the population state their hearing has never been tested

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

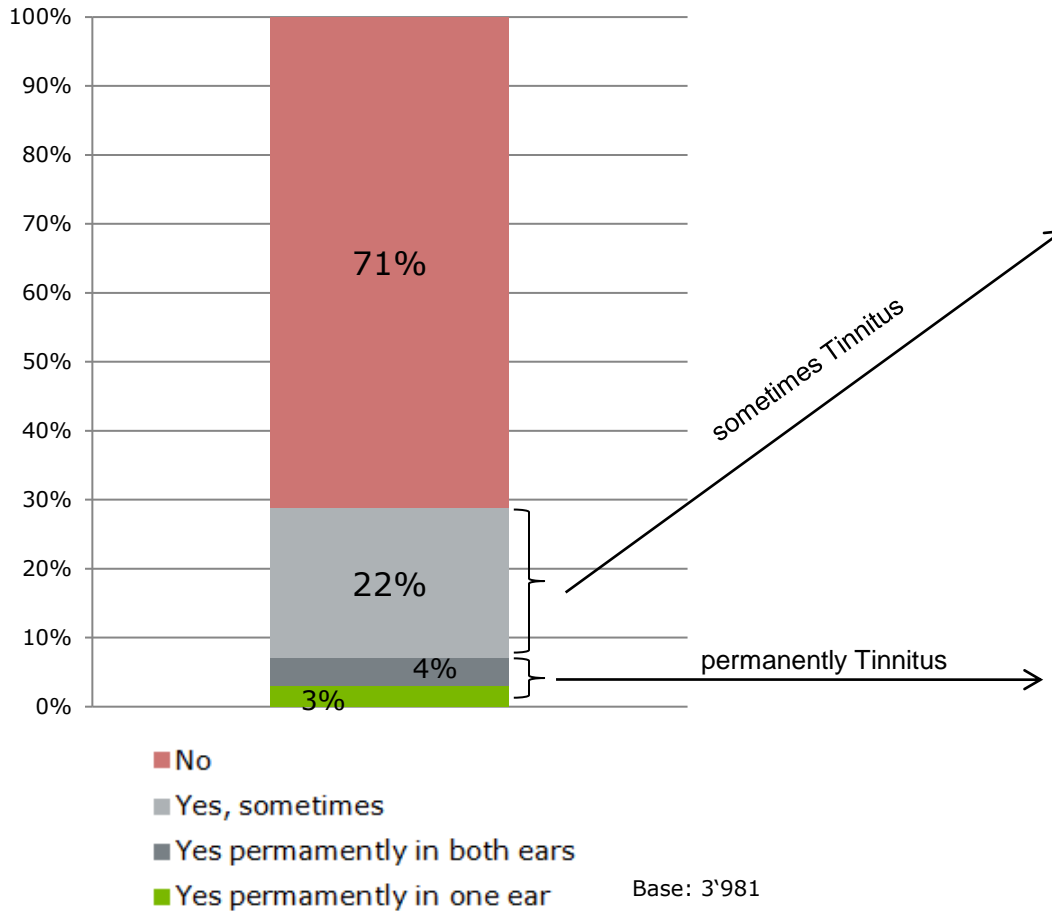


Base= 10'506

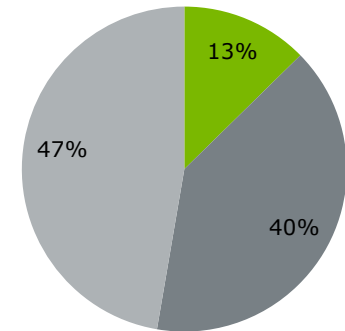


Prevalence of tinnitus

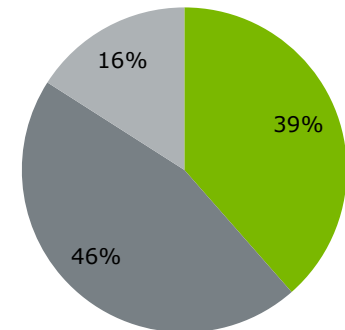
Do you have tinnitus (ringing or other noises in the ears or head) in one or both ears ?



Have you ever thought about a treatment of your tinnitus?

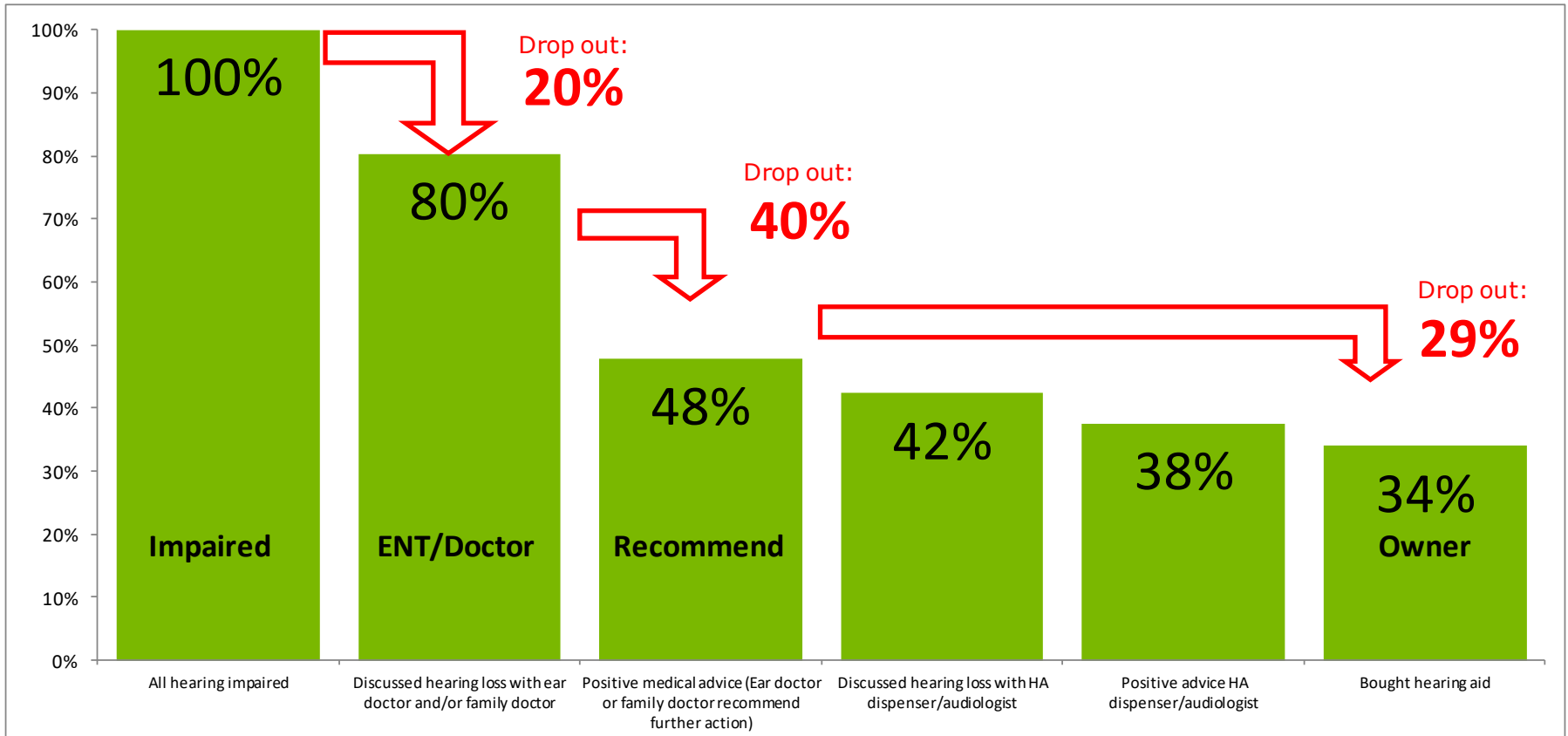


- I have / have had a treatment
- I considered, but did not have treatment
- I have never considered a treatment



The route to the hearing aid: Drop-out rates and reasons for drop-outs

The route to the hearing aid: Overview

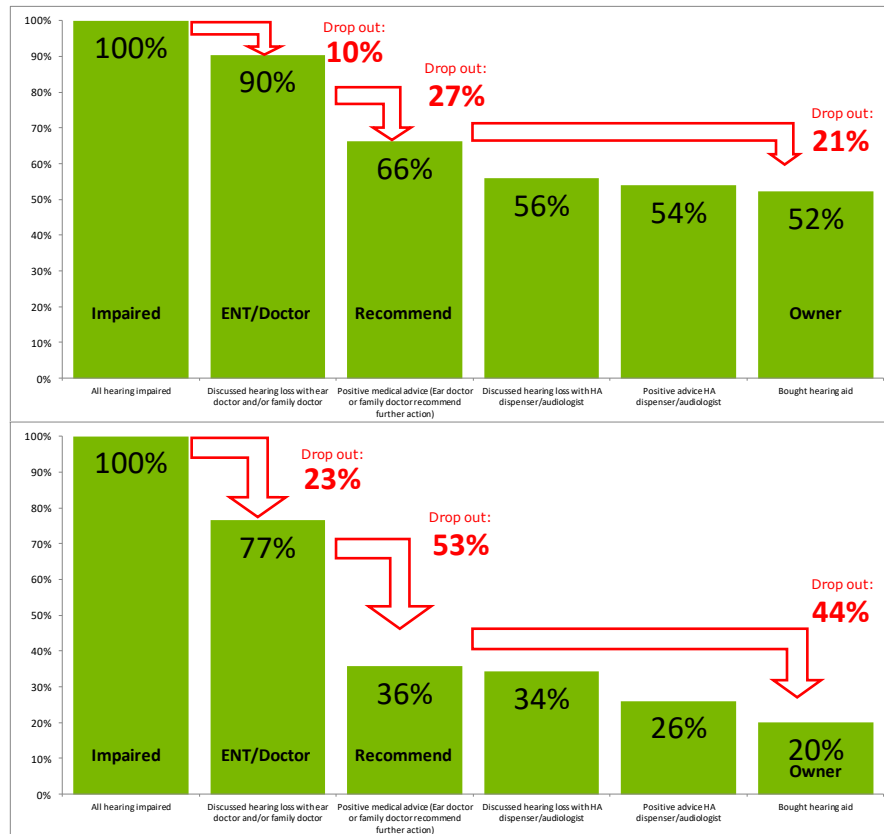


Base: n=1'364



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

Top 50% hearing loss*



Low 50% hearing loss*

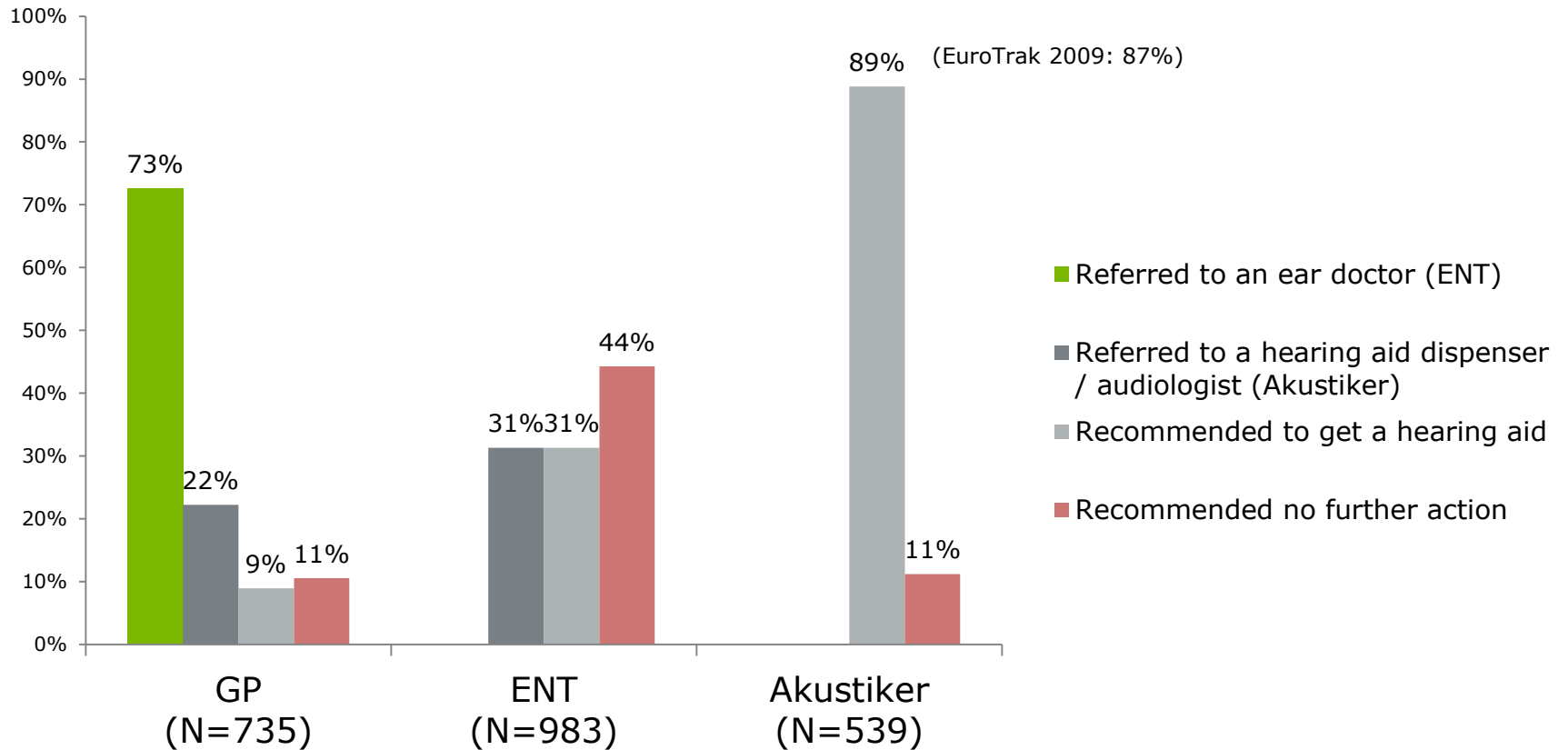
Base: n=1'364

* 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).



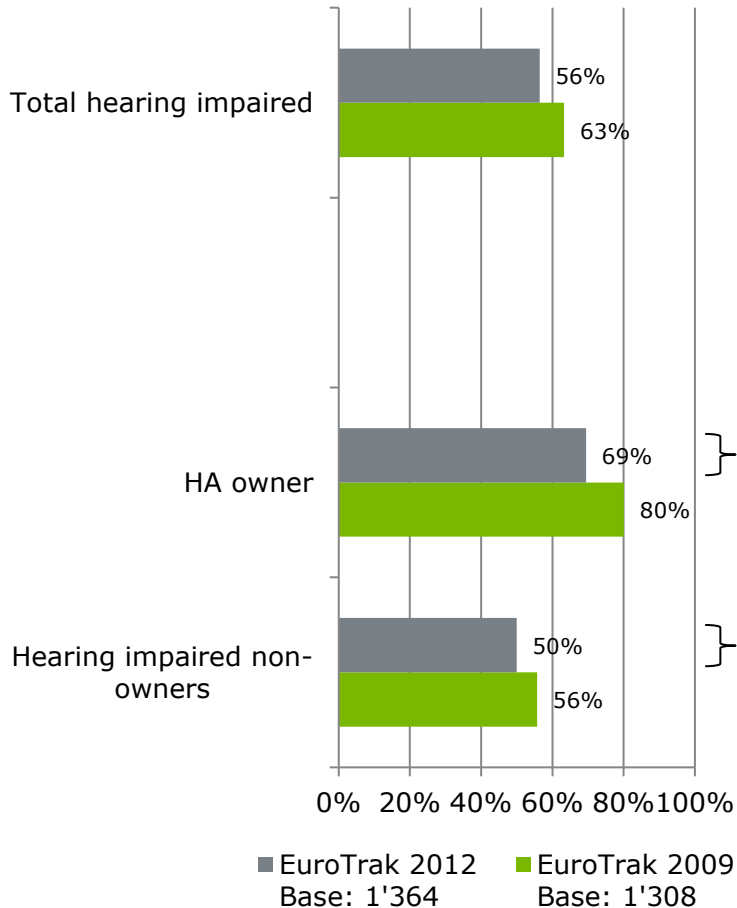
Recommendations by profession



The route to the hearing aid: GP/Family doctor

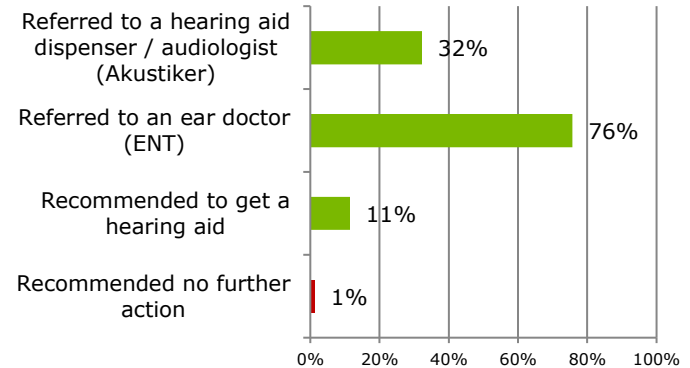
Have you discussed your hearing problem with your family doctor?

% Discussed with GP

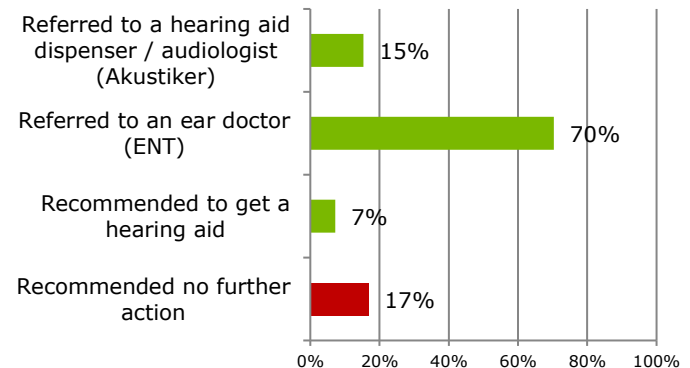


What did he/she recommend ?

HA owner (Base: 313)



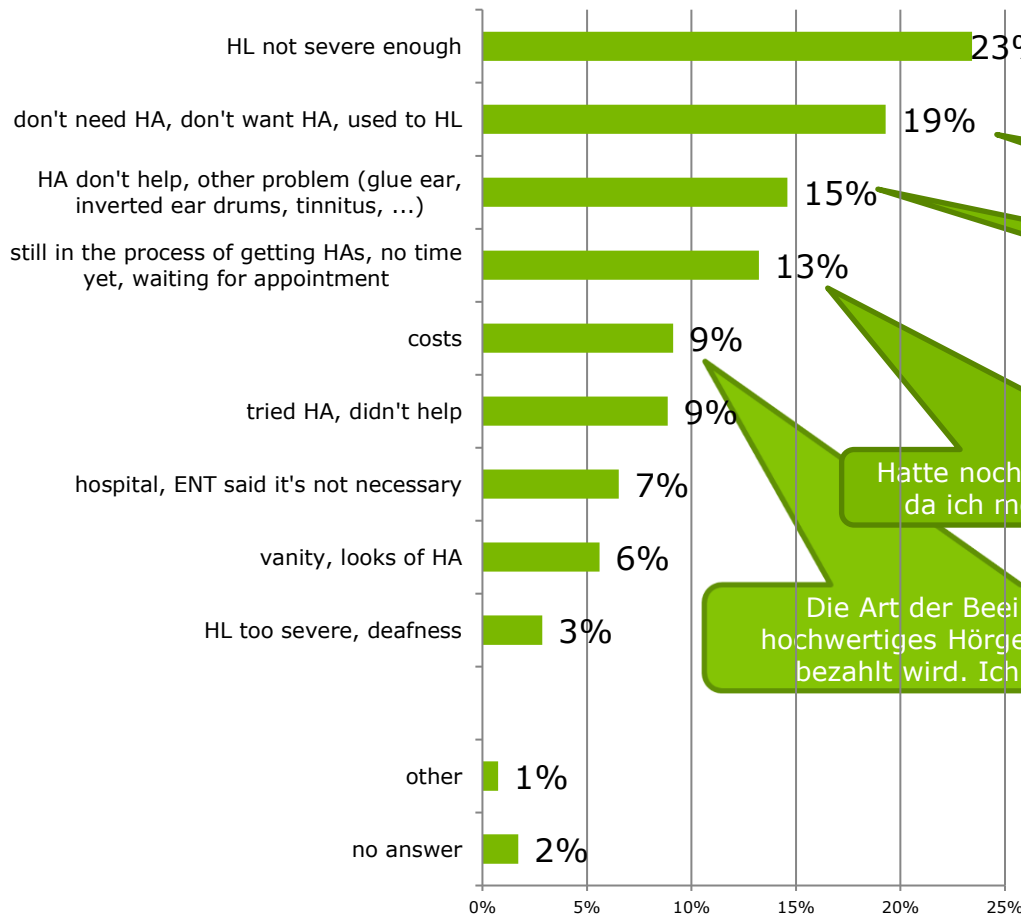
Impaired non-owner (Base: 422)



Non-owners: Reasons for not owning a HA

If GP recommended further action (open ended question)

GP recommended further action



For example:

Die Hörbeeinträchtigung soll nicht so massiv sein, so dass kein Hörgerät benötigt wird.

Ich mag Hörgeräte einfach nicht, die sind störend

Da meine Hörprobleme auf einer chronischen neurologischen Erkrankung beruhen, die durch ein Hörgerät nicht behoben werden können.

Hatte noch keine Zeit einen Termin zu machen, da ich meinen Nachfolger im Beruf anlerne.

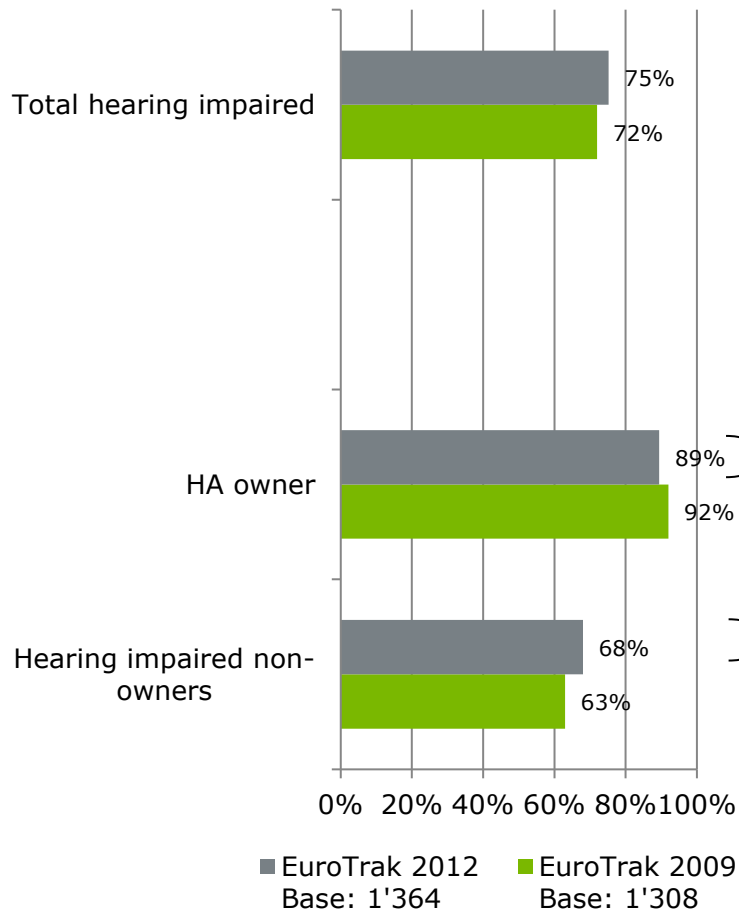
Die Art der Beeinträchtigung verlangt ein hochwertiges Hörgerät, das von der Kasse nicht bezahlt wird. Ich kann es mir nicht leisten.



The route to the hearing aid: ENT

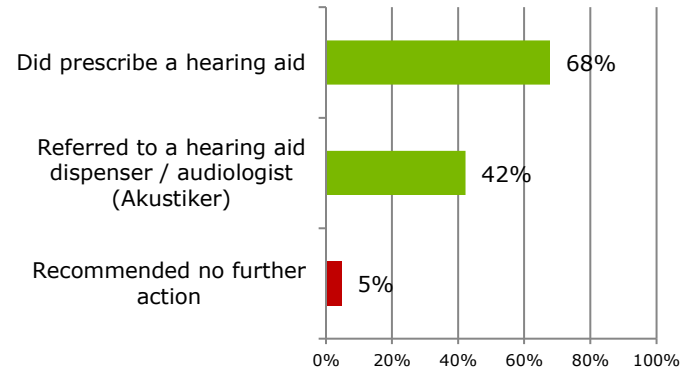
Have you discussed your hearing problem with an ear doctor (ENT)?

% Discussed with ENT

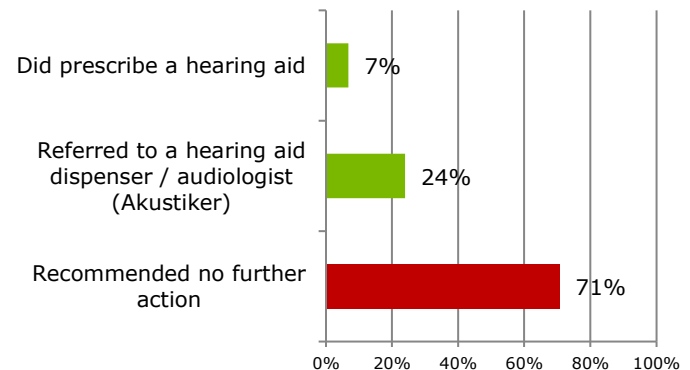


What did he/she recommend ?

HA owner (Base: 425)



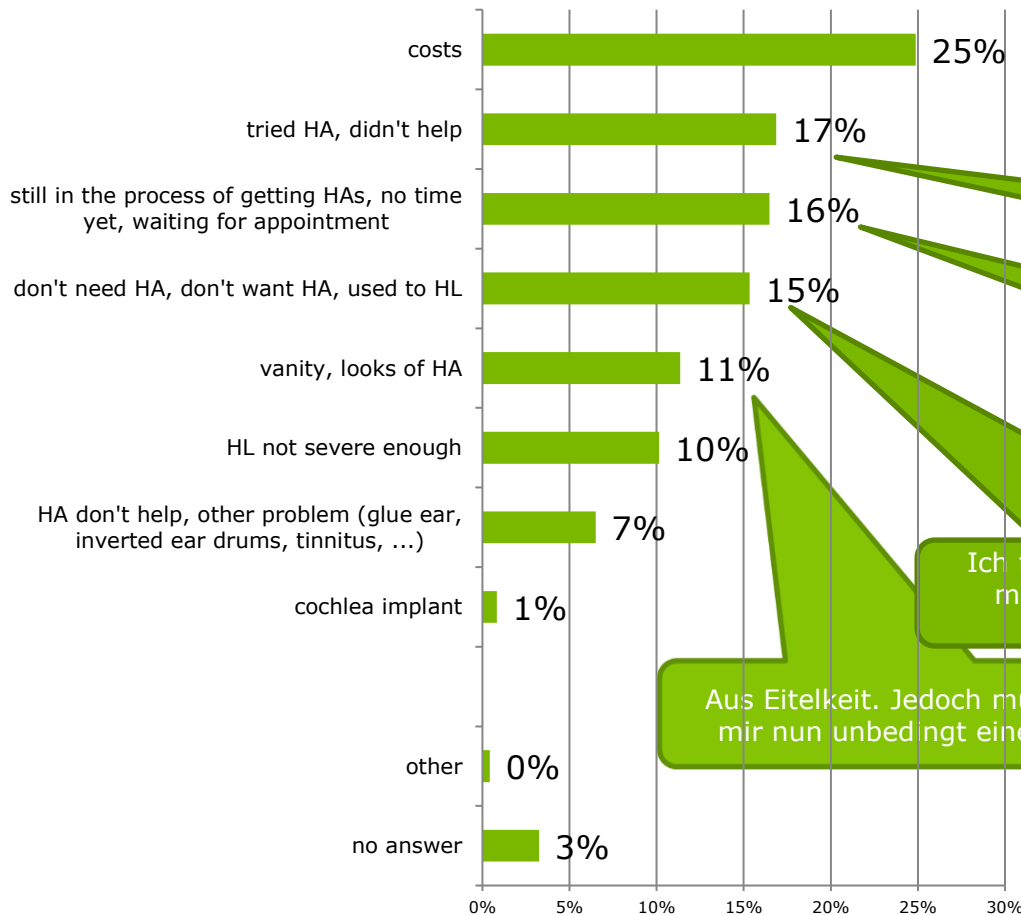
Impaired non-owner (Base: 558)



Non-owners: Reasons for not owning a HA

If ENT recommended further action (open ended question)

ENT recommended further action



For example:

Ich sollte beide Ohren mit einem Gerät versehen, es ist aber der Anfang einer Hörschwierigkeit. Er meinte je eher, umso besser für mich. Ich habe dafür gar kein Geld, und die Geräte sind doch so teuer!

Der Test mit mehreren Hörgeräten hat meine Hörprobleme nicht gelöst.

Arbeitsbedingt bin ich im ganzen Land auf Montage, mir fehlt an den wenigen Wochenenden einfach die Zeit und Lust dazu, auch wenn meine Frau mir immer wieder dazu anrät und mich auffordert

Ich finde, ich bin noch zu jung dafür. Ich fühle mich nicht so stark beeinträchtigt, dass es unbedingt nötig wäre.

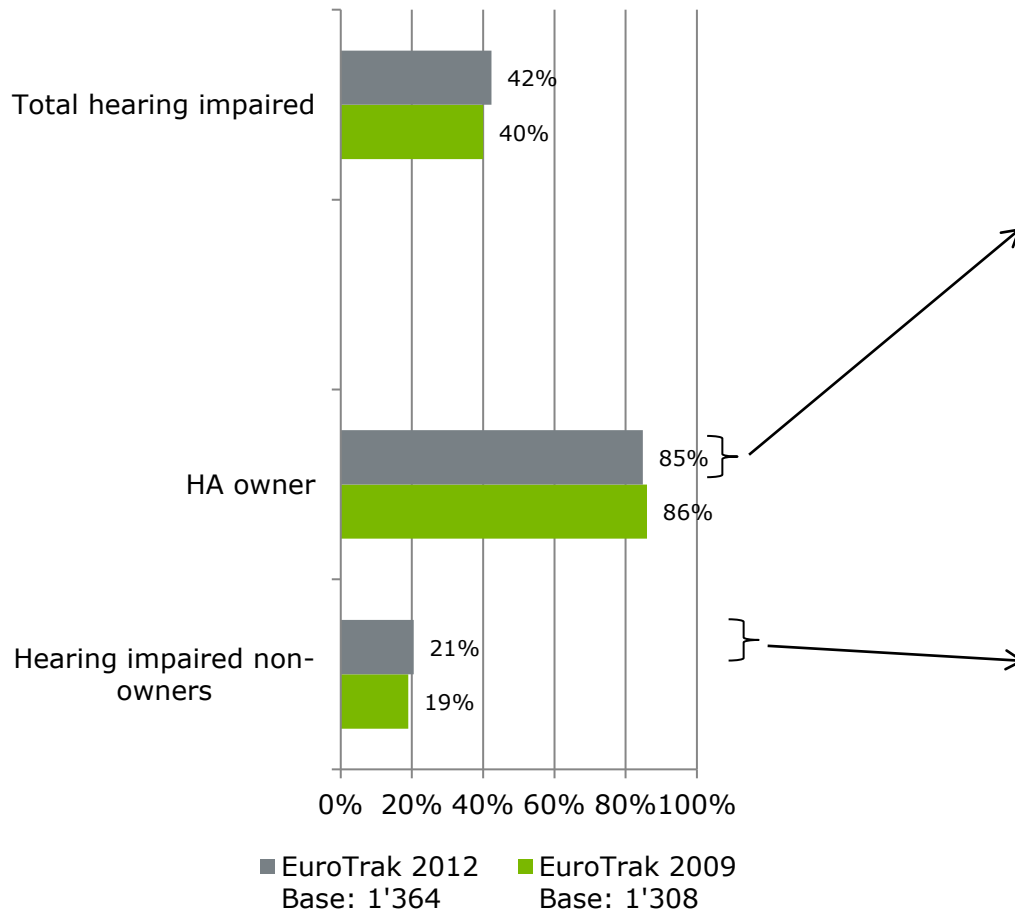
Aus Eitelkeit. Jedoch muss ich gestehen, dass ich mir nun unbedingt einen Termin machen muss.



The route to the hearing aid: Akustiker

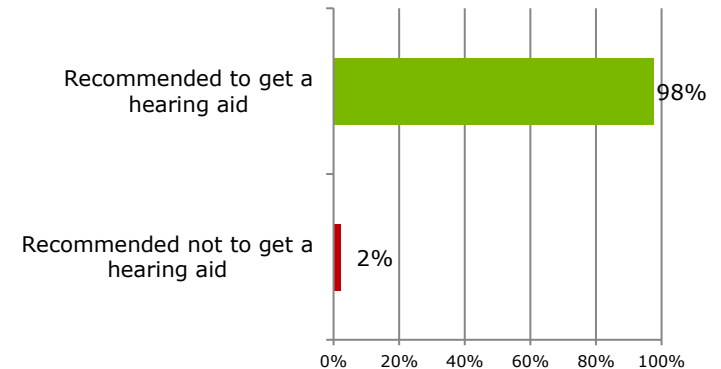
Have you discussed your hearing problem with a Hearing Aid Dispenser/Audiologist?

% Discussed with Audiologist

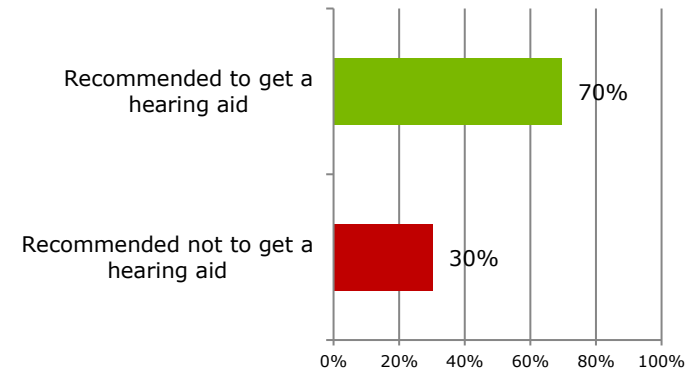


What did he/she recommend ?

HA owner (Base: 403)



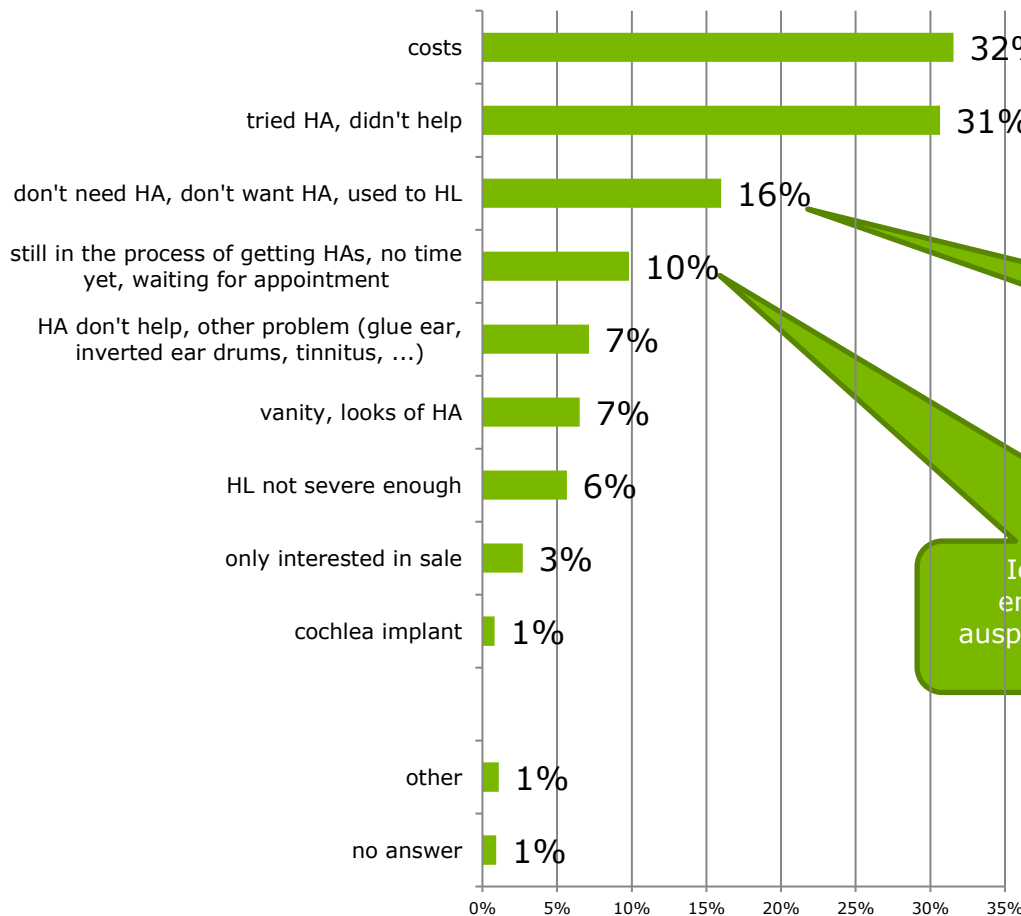
Impaired non-owner (Base: 155)



Non-owners: Reasons for not owning a HA

If Audiologist recommended to get HA (open ended question)

Audiologist recommended to get HA



For example:

Er überließ die Entscheidung mir. Die empfohlenen Geräte sind mir zu teuer.

Der Test mit mehreren Hörgeräten hat meine Hörprobleme nicht nennenswert behoben.

Es gibt Dinge die dringlicher sind in der Anschaffung. Habe mich an den Zustand gewöhnt und damit abgefunden.

Ich habe mich doch noch dazu entschlossen, es muss nur z. Z. ausprobiert werden, welches für mich geeignet ist.

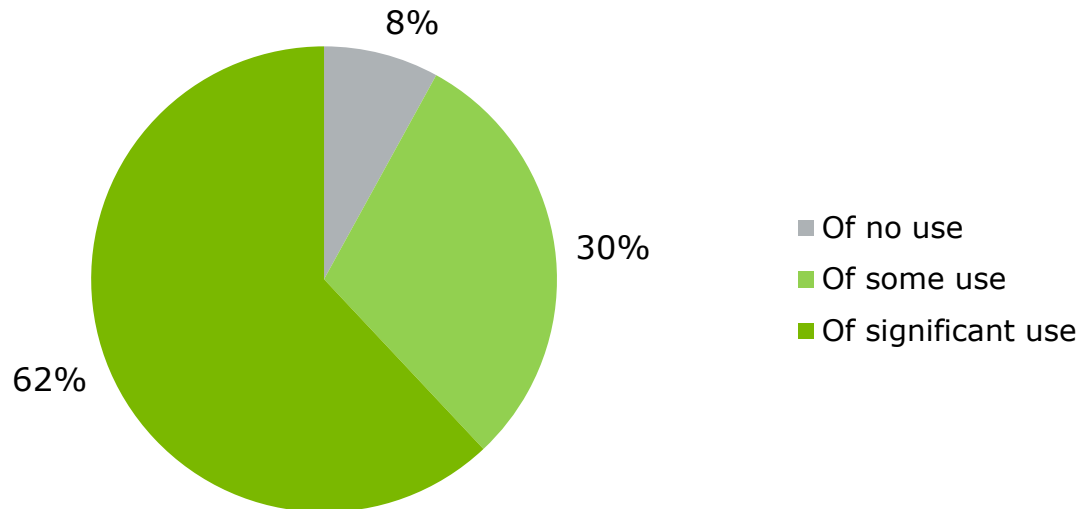
Base: 83 (low sample size!)



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

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?

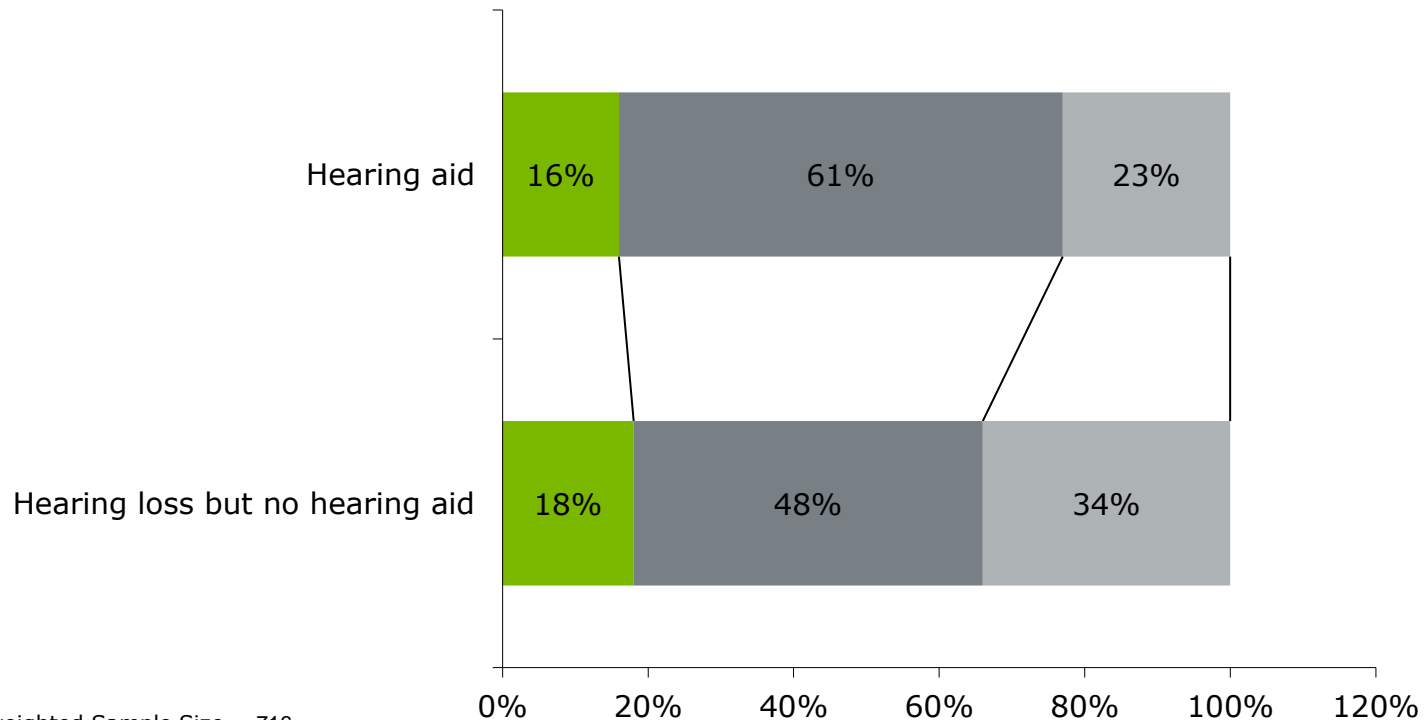


Work competitiveness : 34% of impaired people without hearing aid tend to think they receive a worse compensation for their jobs than their peers (23% of hearing aid owners)

Compared to your peers of equal age, education and skill how would you rate the compensation that you receive for the job you perform ?

Base: Employed (full/part time)

■ Better than my peers ■ Equal to my peers ■ Worse than my peers



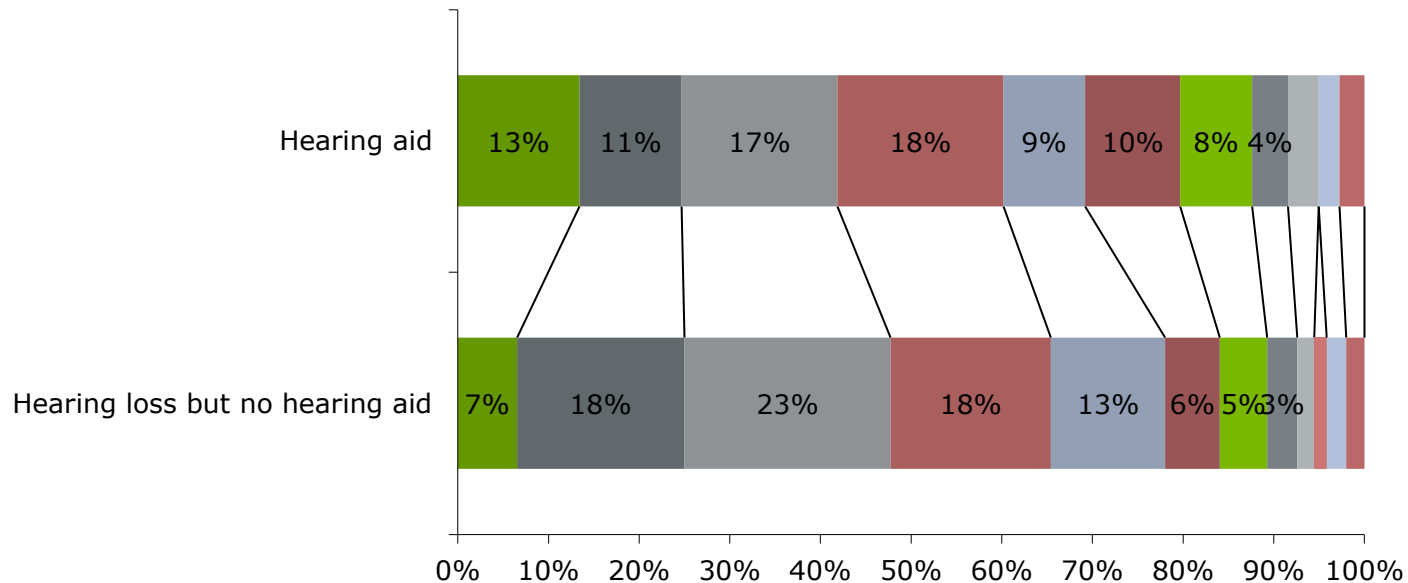
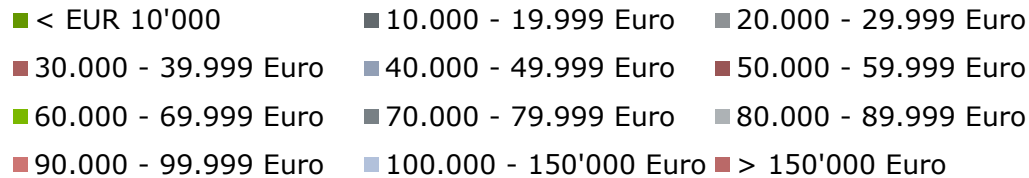
Unweighted Sample Size = 716



Work competitiveness: People with hearing aid(s) tend to have a little higher personal income compared to impaired non-owners. Exception: There are a bit more in the lowest income category

Personal income

Base: Employed (full/part time)



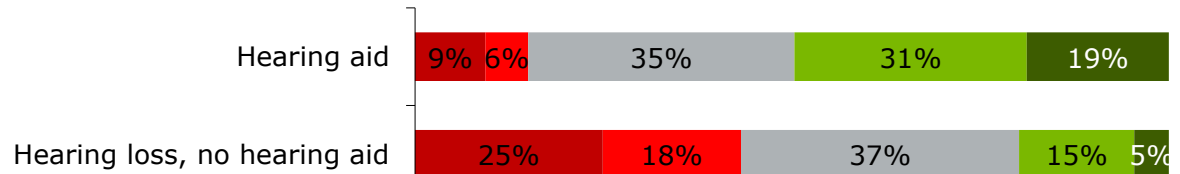
Unweighted Sample Size = 658



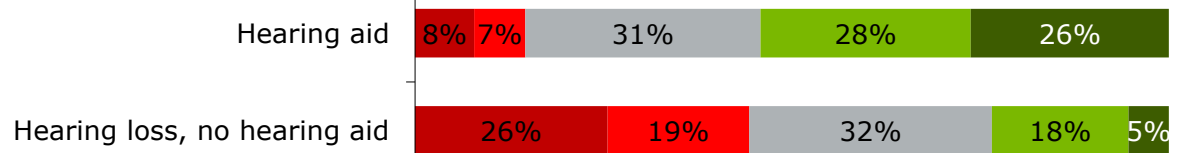
Work competitiveness: People with hearing aids recognize that hearing aids increase the chance of hearing impaired to get promoted, to get the right job and to get more salary

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

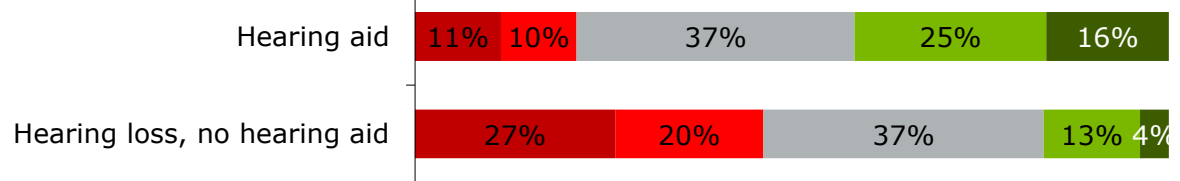
I think that people with an untreated hearing loss tend to be less promoted in their job



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 =648/ hearing aid n=415



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

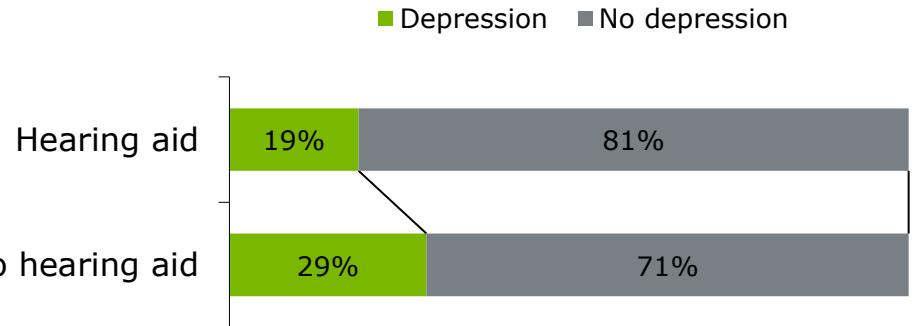
Depression symptoms:

PHQ-2 Screening:

In the last 2 weeks:

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

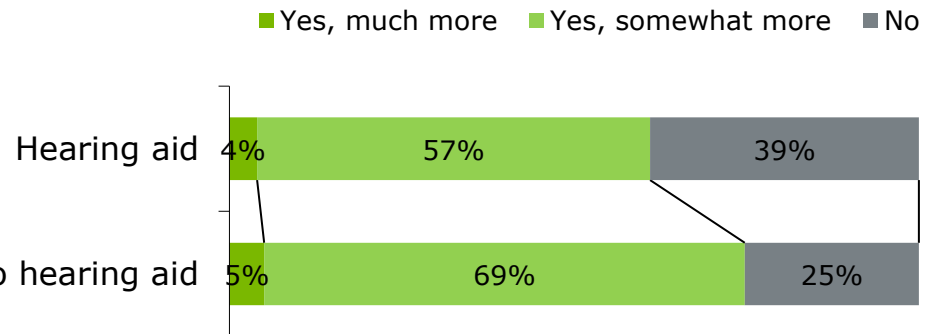
Top 50% hearing loss, no hearing aid



Dementia symptom:

Getting more forgetful in the last year?

Top 50% hearing loss, no hearing aid



Base: hearing aid n=341 / no hearing aid =151

*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).



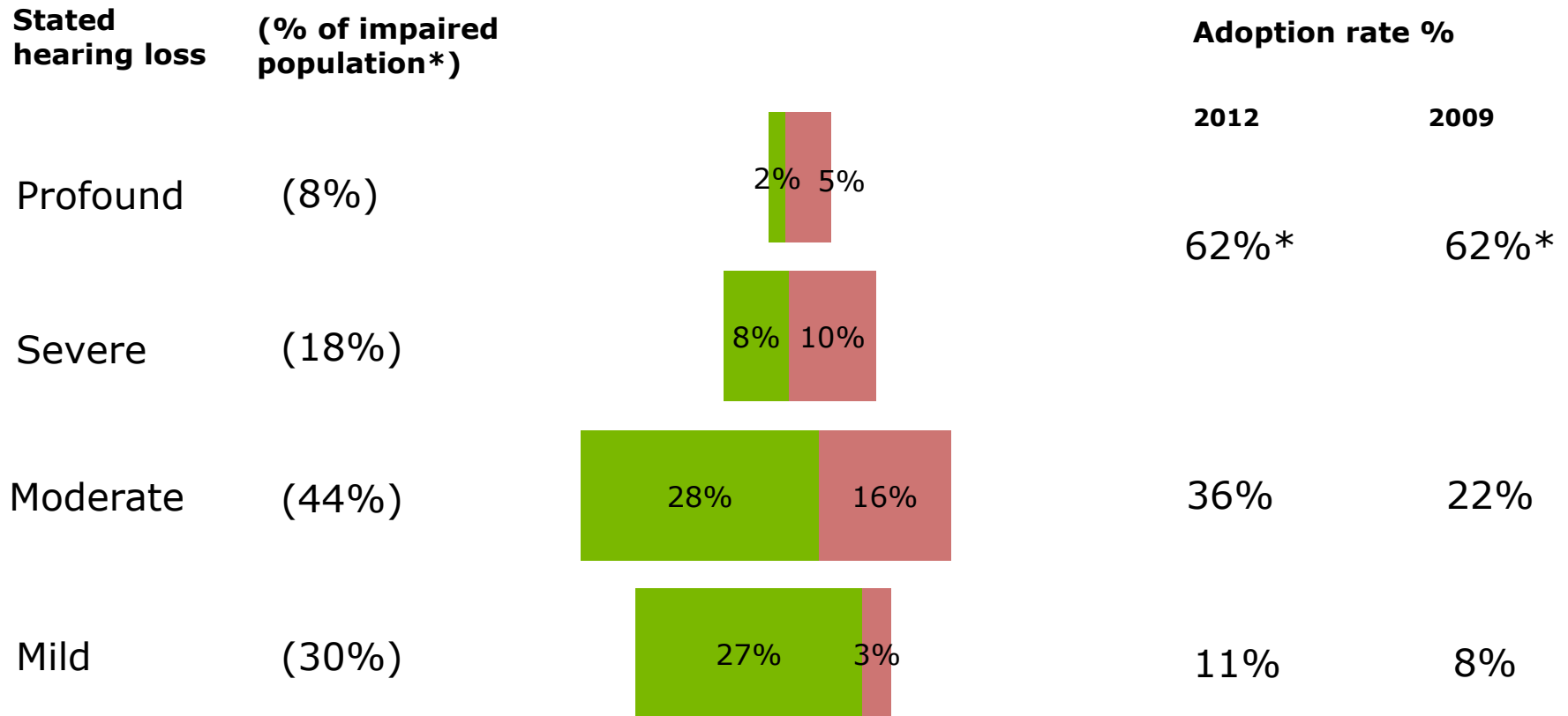
3. Analysis of hearing aid owners



Hearing aid ownership and usage



Low adoption rates within mild and moderate hearing loss



Base: n=1'364

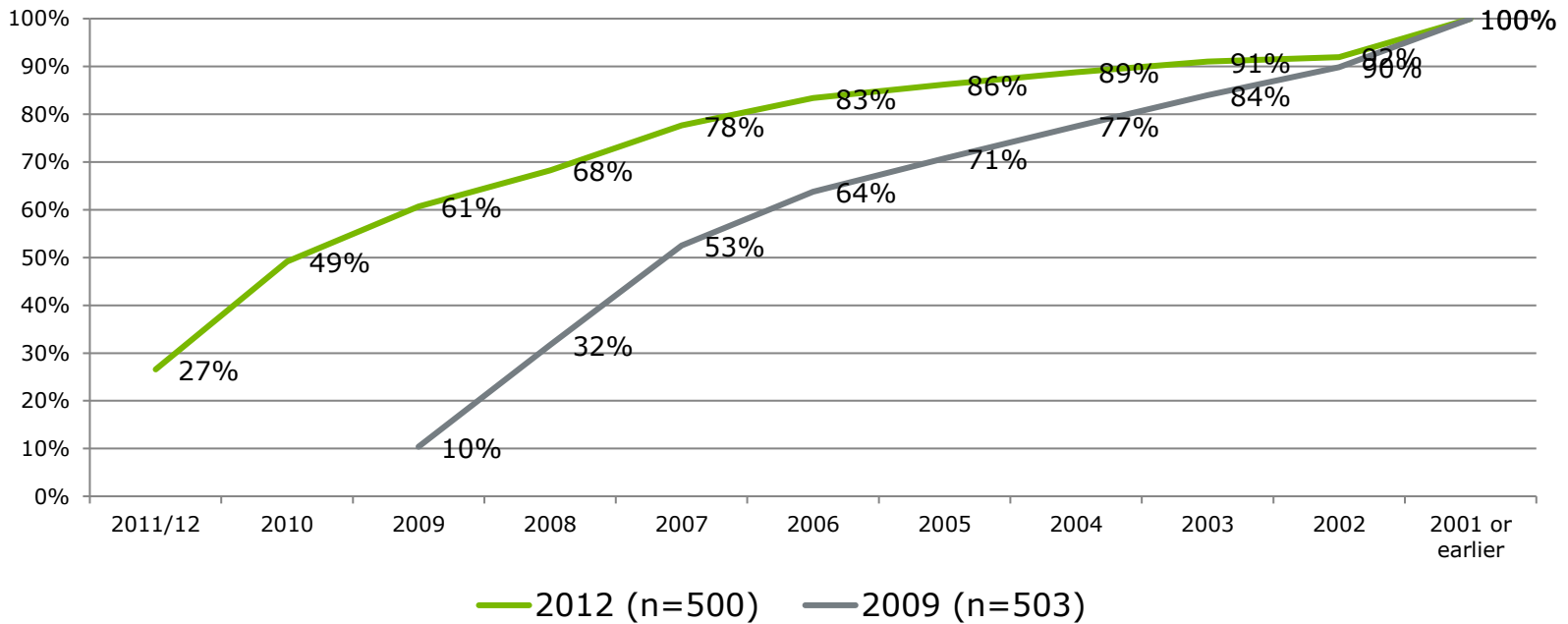
Sums can differ from 100% due to rounding

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



61% of the currently owned HAs were fitted in 2009 or later

Year of purchase

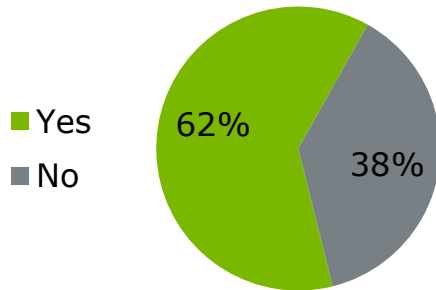


Age of currently owned HAs (Mean):
2012: 3.0 years
2009: 3.4 years



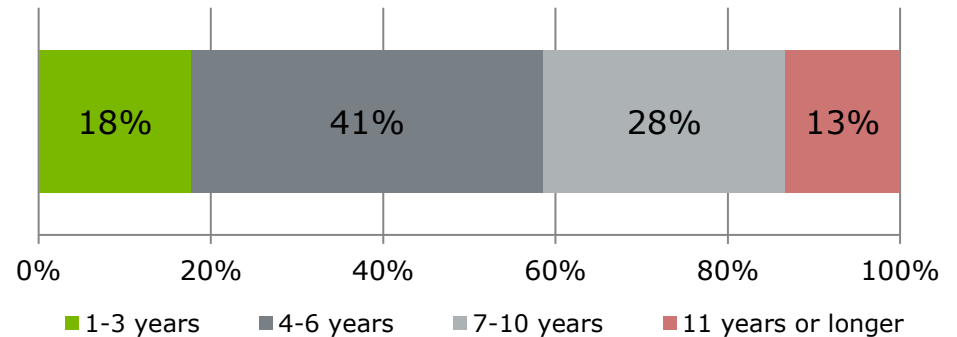
54% are first time HA users – non first time users kept their HAs for 6 years on average

Current HAs = first HAs?



Base: n=500

How many years did you own your previous HAs?

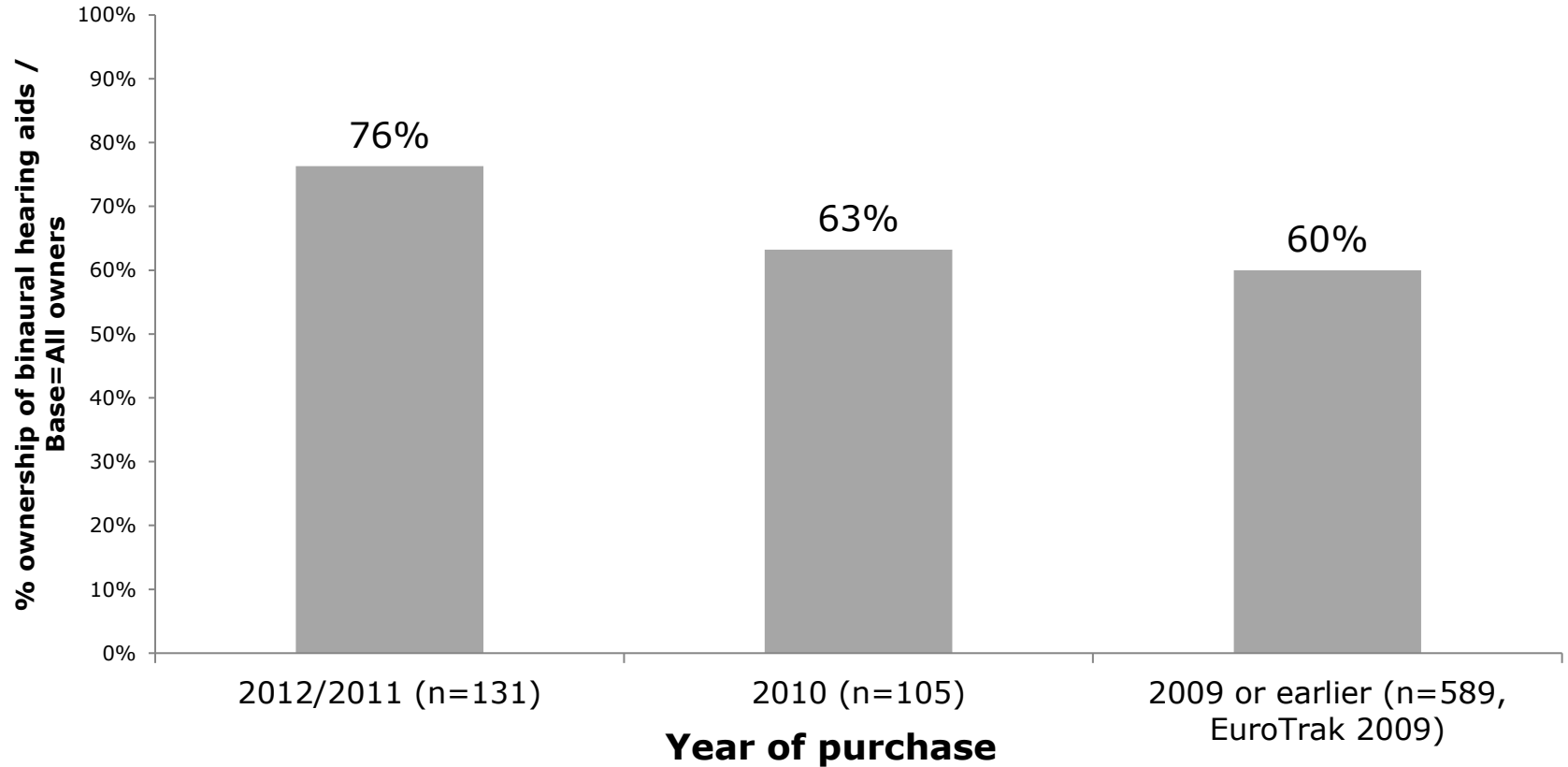


Base: n=167

**Age of HA before it has been replaced:
2012: 6 years (median)**



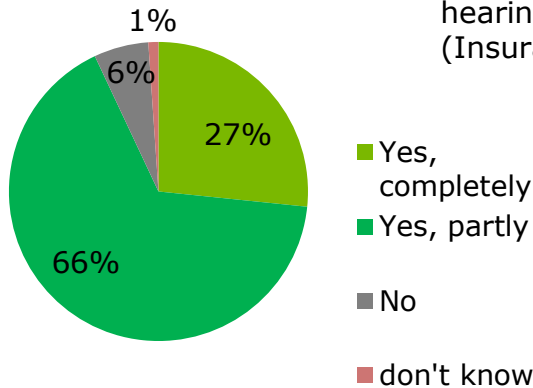
Monaural-binaural treatment by purchase date



93% received some kind of 3rd party reimbursement

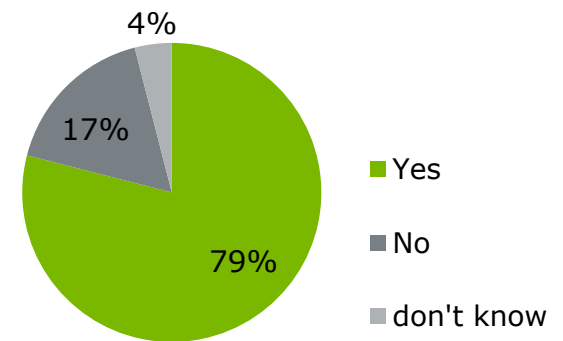
Information deficit non-owners: only 33% know whether insurance would pay

2012



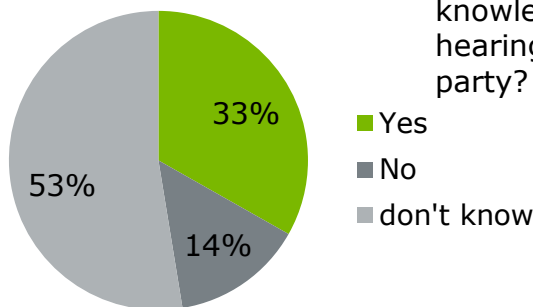
HA-owner, n=500

2009

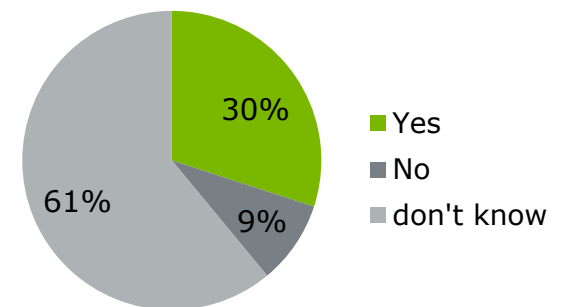


HA-owner, n=503

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=864

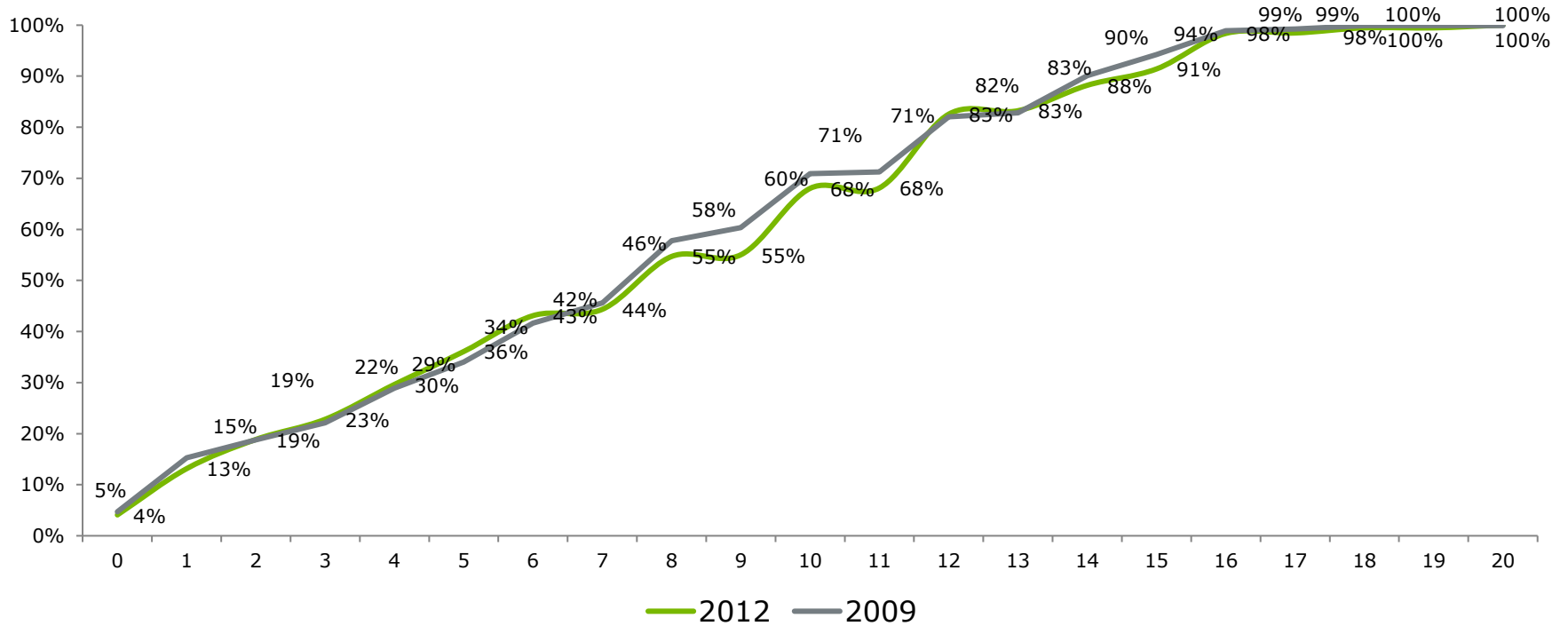


HA-non-owners, n=805



On average, HAs are worn 8.0 hours a day

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



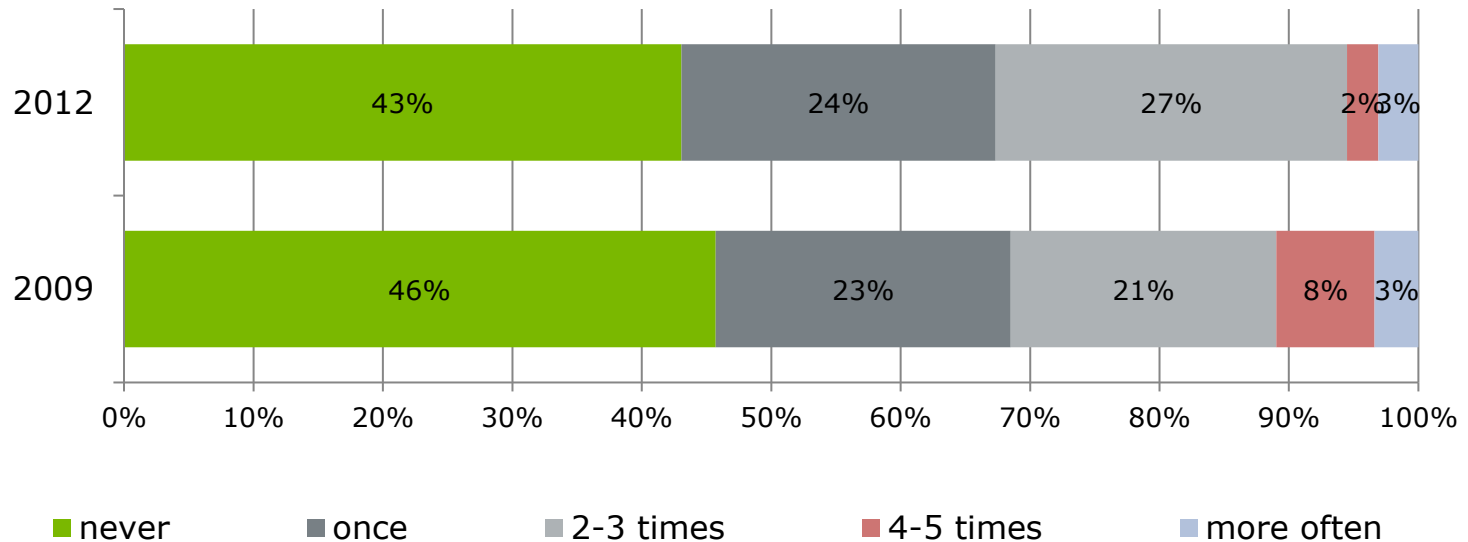
HA worn:
 2012: Mean: 8.0 hours/day
 2009: Mean: 7.7 hours/day

HA-owner:
 2012: n=500
 2009: n=503



67% 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?



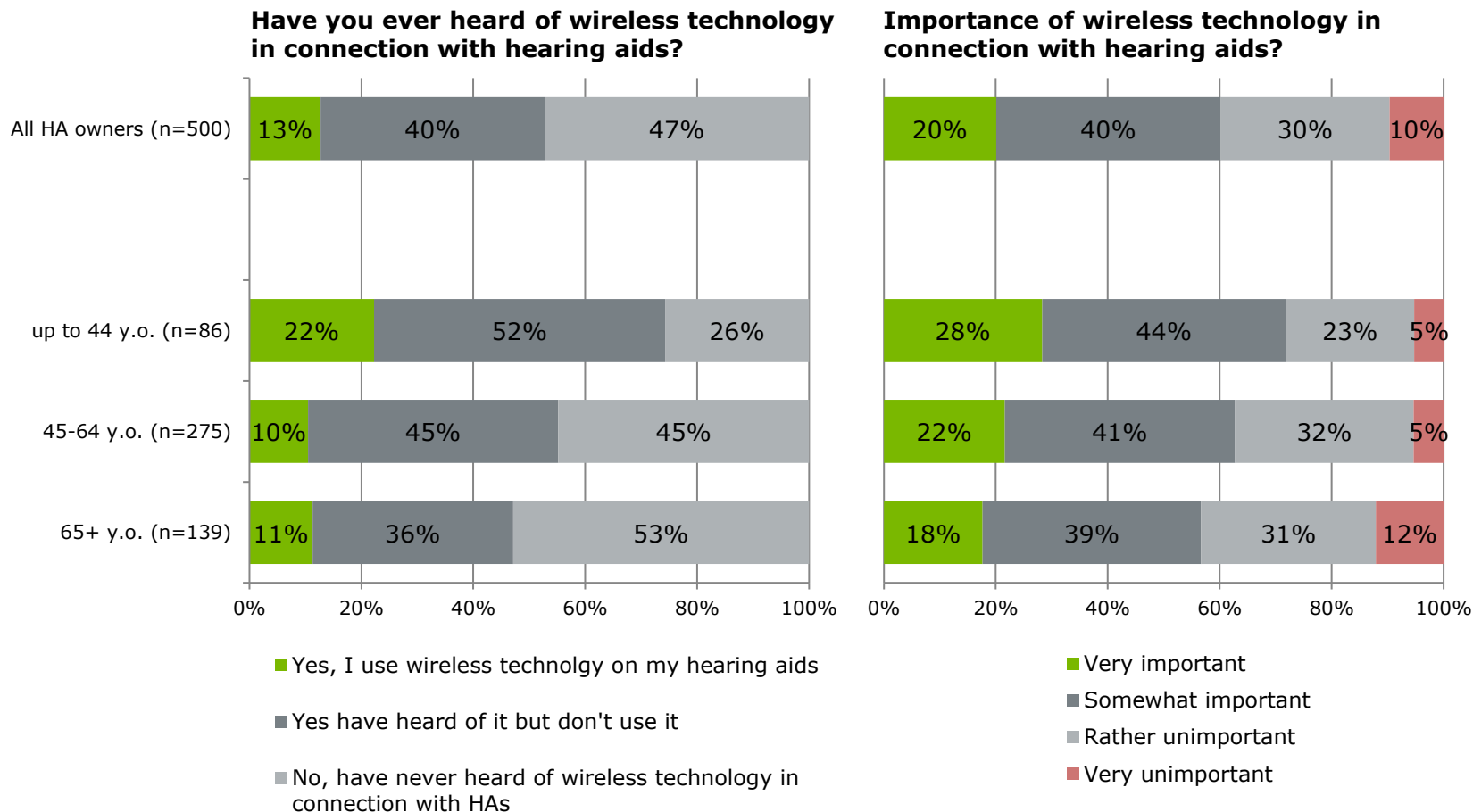
HA-owner:
2012: n=500
2009: n=503



Awareness and importance of wireless technology

Younger HA owners use wireless technology with their HAs more often and it's more important to them

Wireless Technology

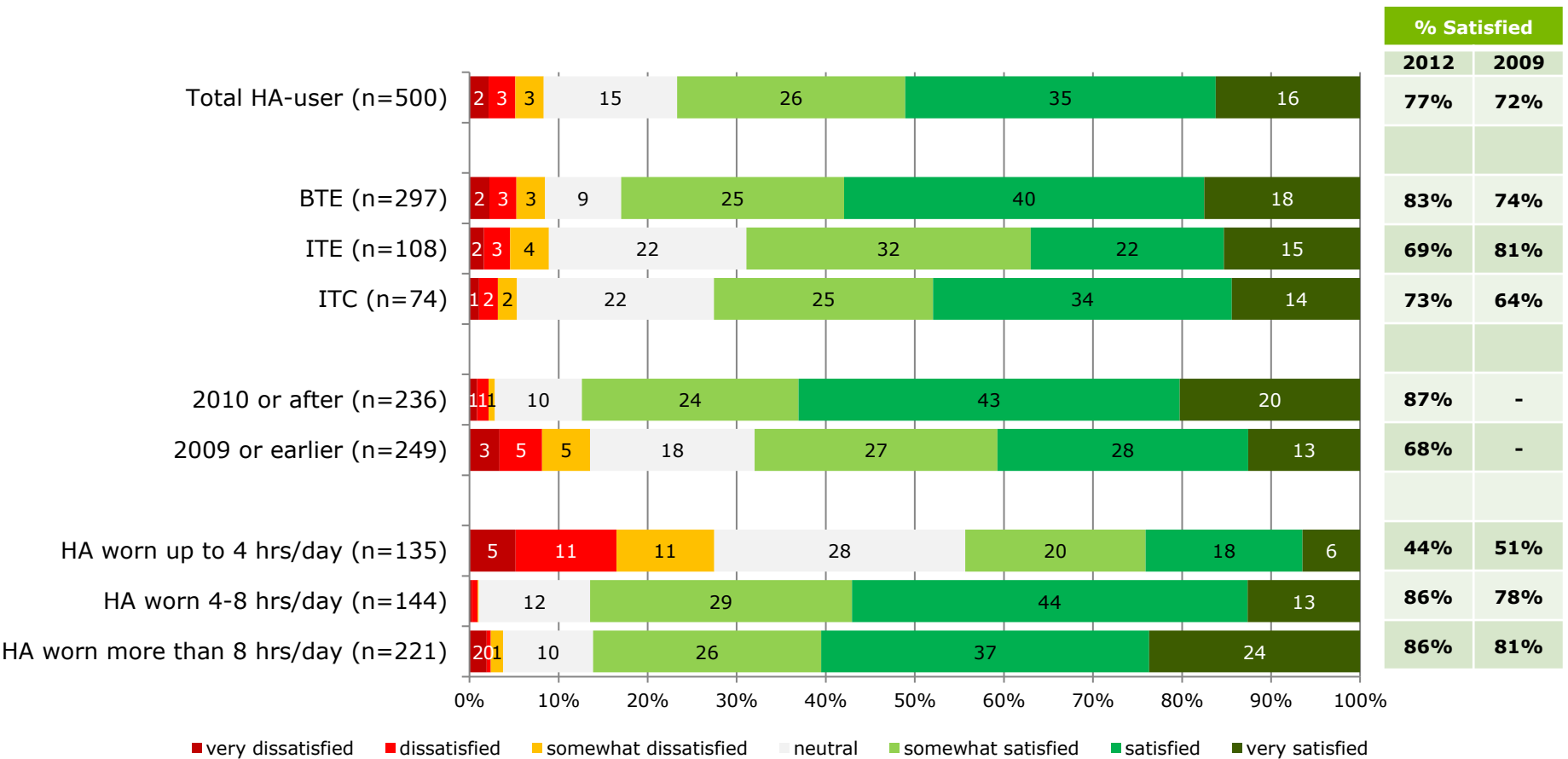




Satisfaction with HA and drivers



Overall satisfaction with HA is highest among users who wear them more than 8 hrs/day, bought them in 2010 or after and have BTEs



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

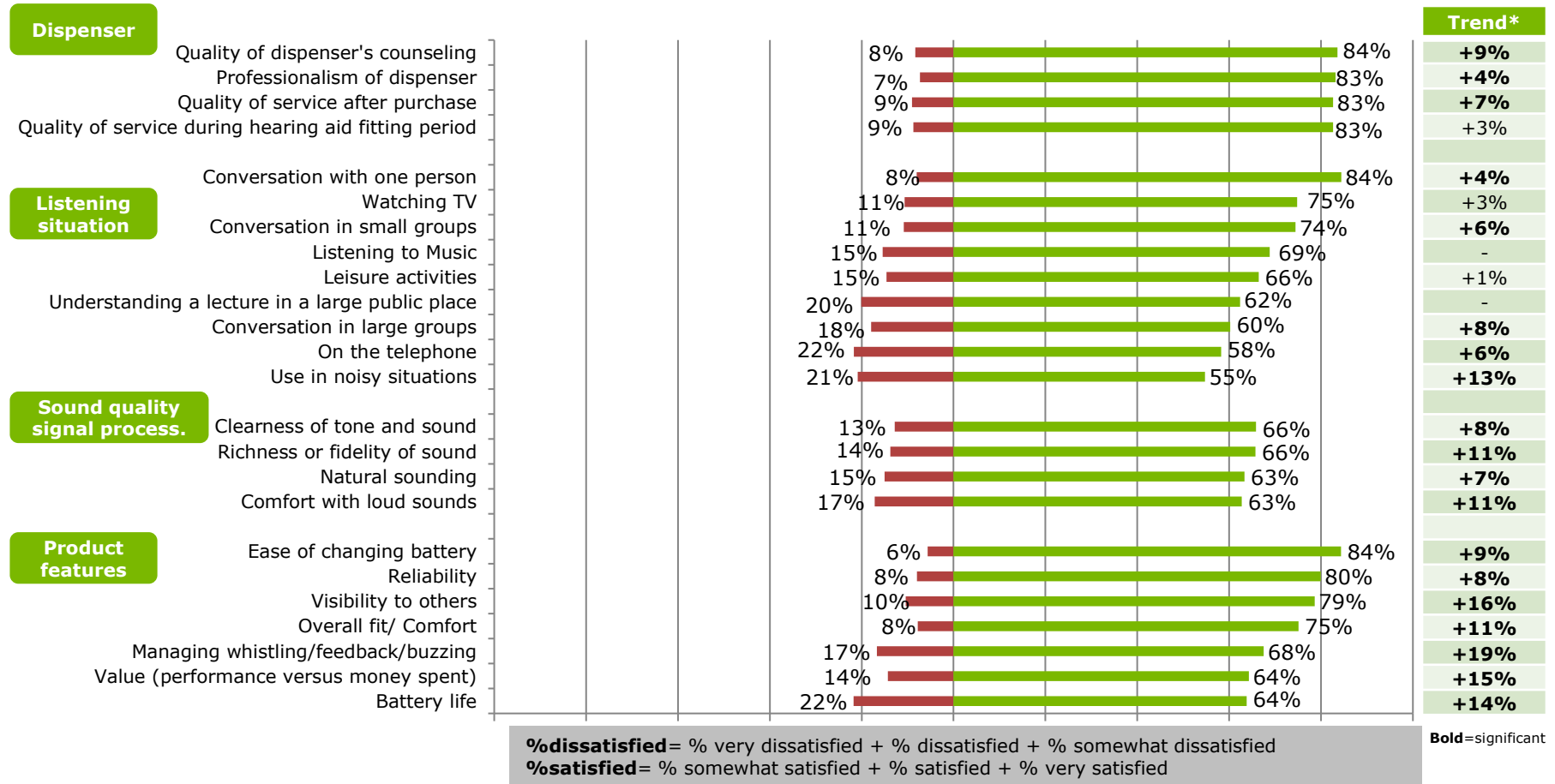
		Influence on overall satisfaction with HA*	Comparison with 2009
Dispenser	Quality of service during hearing aid fitting period	0.64	→
	Professionalism of dispenser	0.61	→
	Quality of service after purchase	0.60	→
	Quality of dispenser's counselling	0.60	→
Listening situation	Conversation with one person	0.67	↗
	Conversation in small groups	0.66	→
	Conversation in large groups	0.65	→
	Use in noisy situations	0.65	→
	Understanding a lecture in a large public place	0.63	→
	Leisure activities	0.62	→
	Watching TV	0.61	→
	On the telephone	0.57	→
	Listening to Music	0.56	→
Sound quality signal process.	Clearness of tone and sound	0.75	→
	Richness or fidelity of sound	0.75	→
	Comfort with loud sounds	0.73	→
	Natural sounding	0.73	→
Product features	Reliability	0.71	↗
	Overall fit/ Comfort	0.67	→
	Managing whistling/feedback/buzzing	0.67	→
	Ease of changing battery	0.61	↗
	Visibility to others	0.59	→
	Value (performance versus money spent)	0.57	↘
	Battery life	0.46	↘

↗ = became more important
 → = stayed the same
 ↘ = became less important

*The influence has been calculated with a correlation: 0 means no relation between a criterion and overall satisfaction ;



Satisfaction with current HA



* % of satisfied HA owners compared to EuroTrak 2009

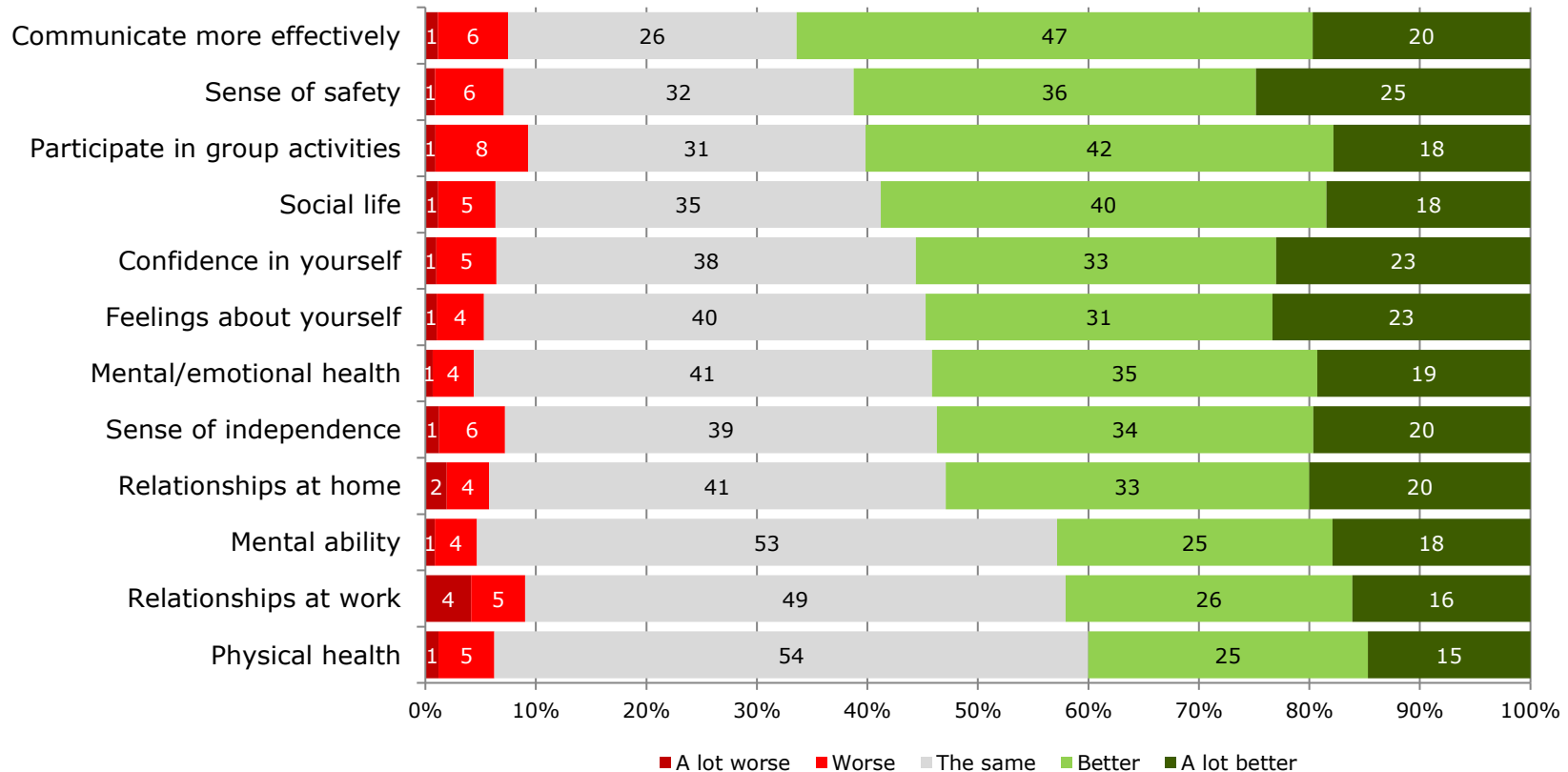
■ dissatisfied ■ satisfied

HA-owner, n=500



Positive impact of HAs

Significant positive impact of HAs on different aspects – especially communication effectiveness and sense of safety have improved

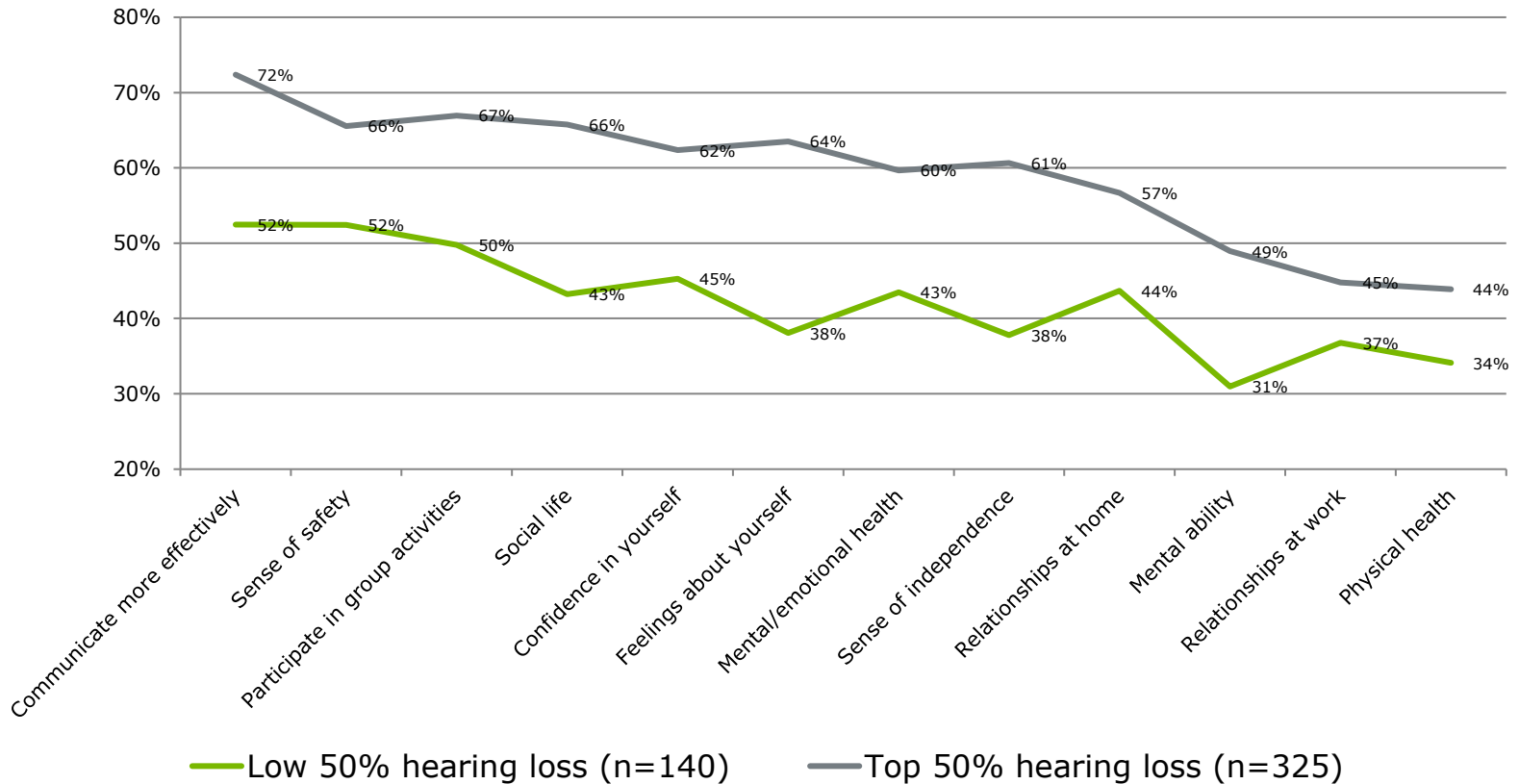


HA-owner, n=500



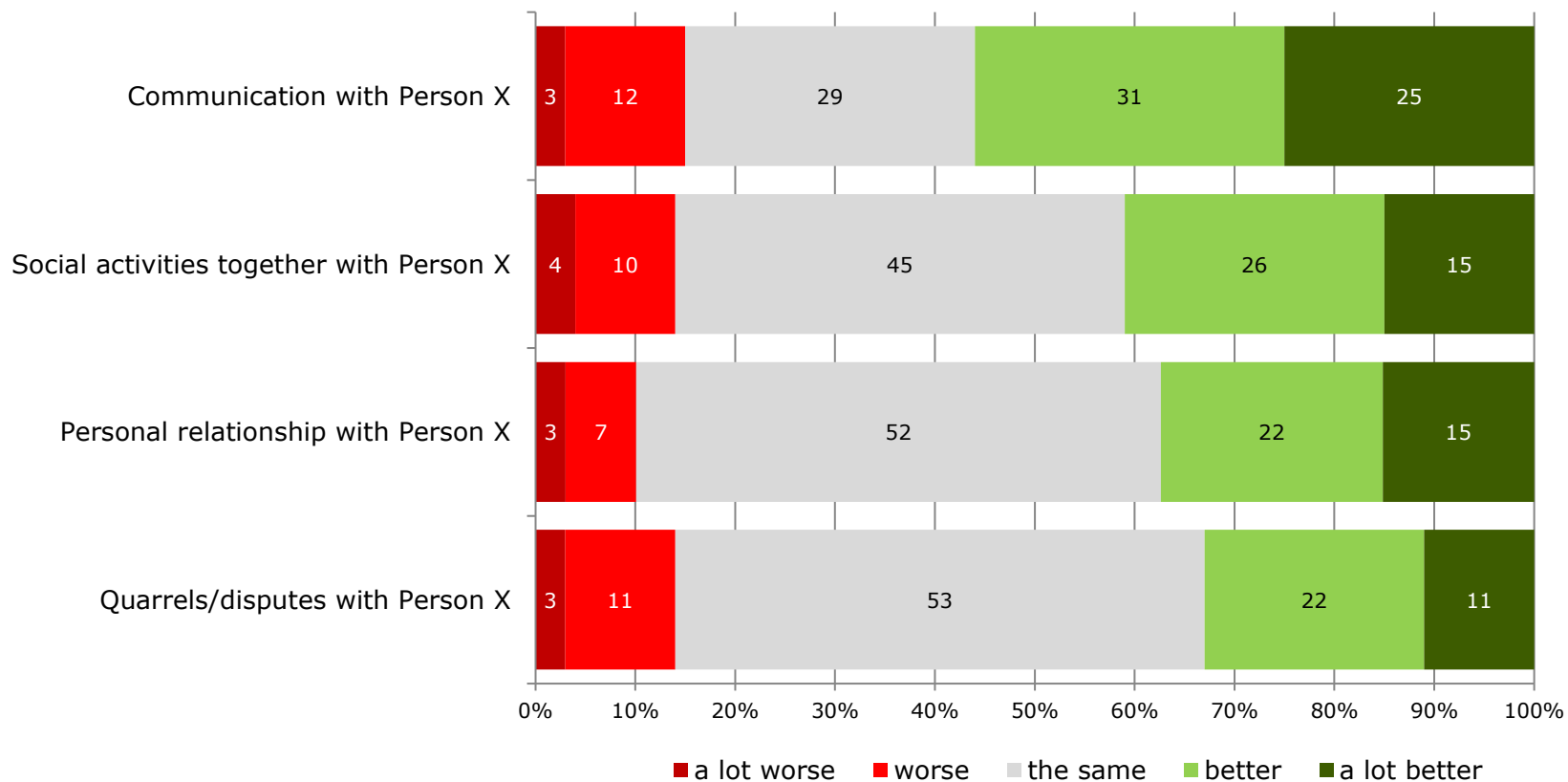
Impact of HAs is perceived more positive by patients with top 50% hearing loss in all aspects

% of HA owners feeling better/a lot better



For the significant others, the situation has improved, since person in household/parent is wearing hearing aids

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



Someone in HH / parent have HA, n=579



4. Analysis of hearing impaired non-owners

Reasons for not having a hearing aid

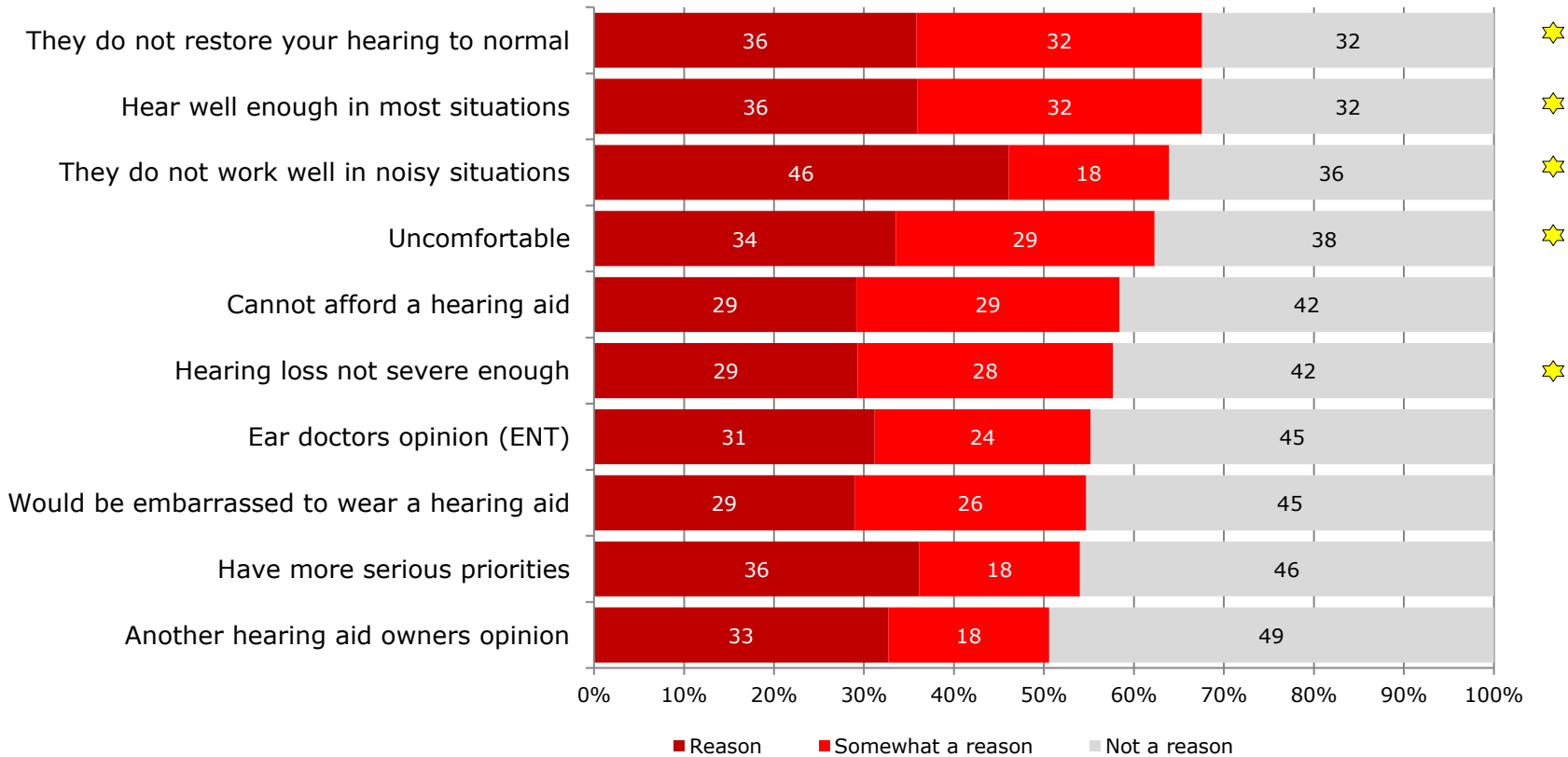
To analyse reasons of non-adoption we look at the Top 50% HL group, as the structure of hearing loss is more similar to that of HA owners

Hearing loss characteristics: Owners compared to non-owners

	% HA Owner (n=500)	%HA-Non-owner Low 50% HL	%HA-Non-owner Top 50% HL
Ears impaired			
Unilateral loss	22%	47%	31%
Bilateral loss	78%	53%	69%
Perceived loss		More similar hearing loss-structure	
Mild	10%	53%	12%
Moderate	45%	38%	60%
Severe	29%	6%	23%
Profound	16%	2%	4%



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

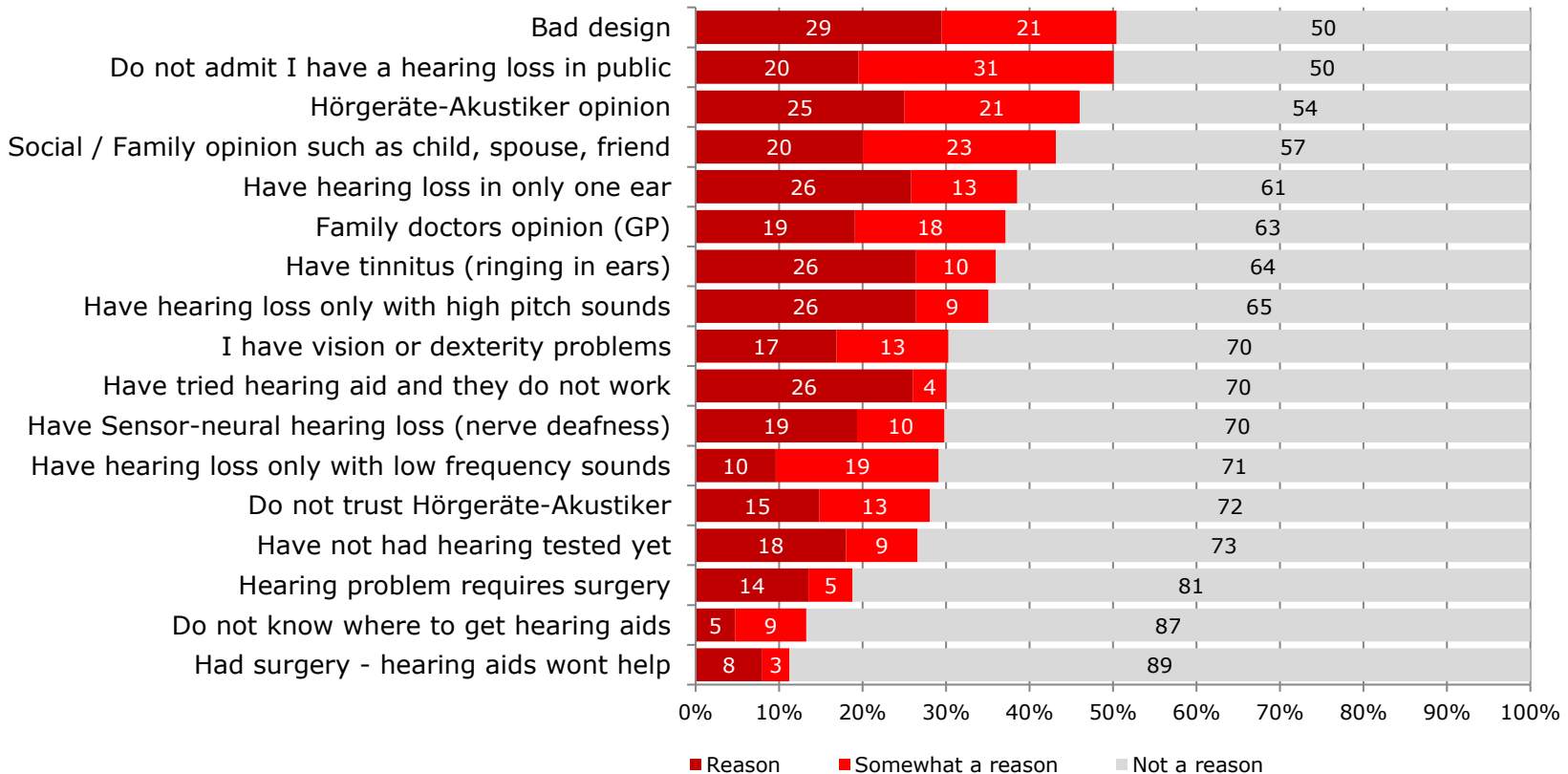


★ =Top 5 reasons EuroTrak 2009

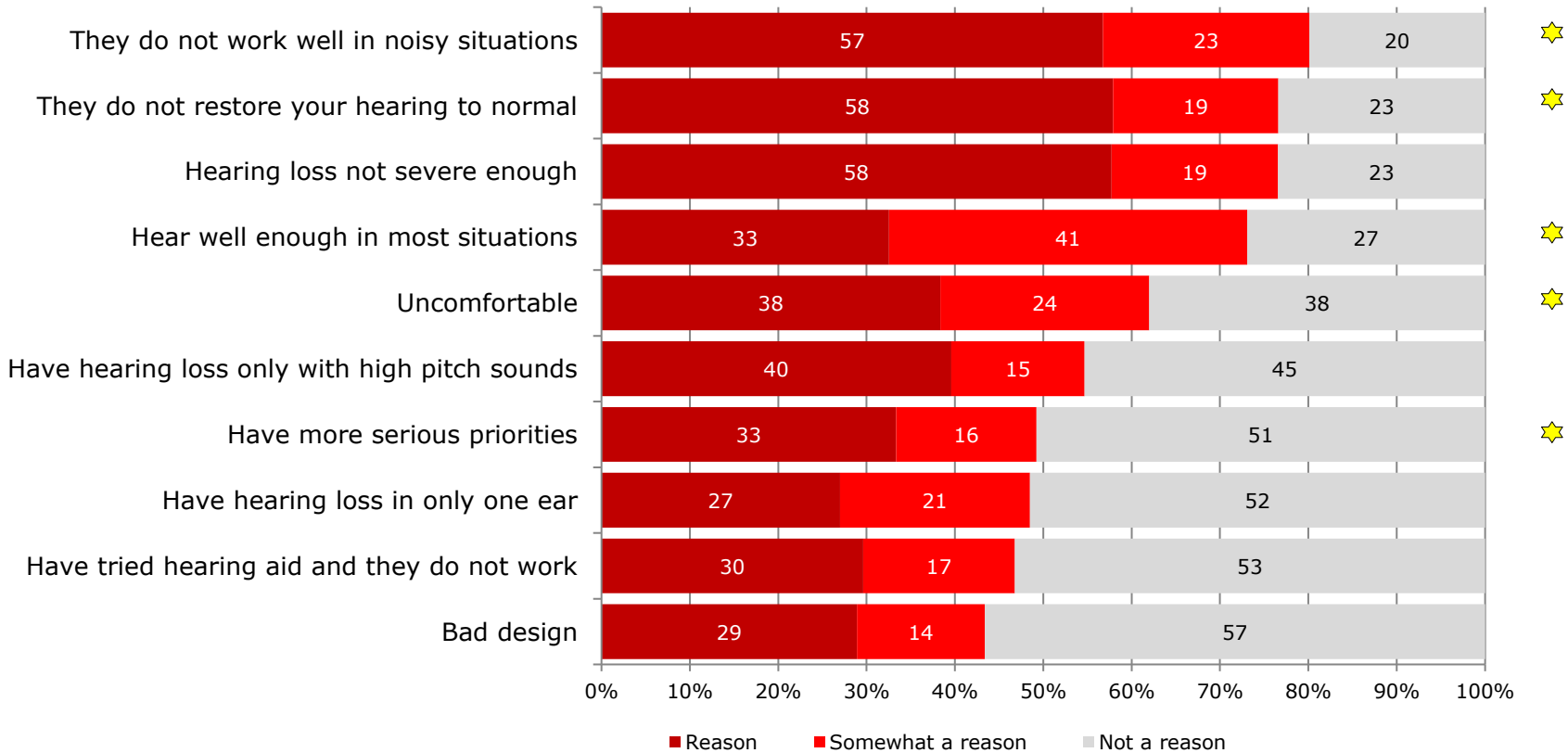
Base: non owners Top 50% HL: n=234



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



Top 10 reasons for HA owners NOT using them



★ = Top 5 reasons EuroTrak 2009

Owners who don't use, n=33





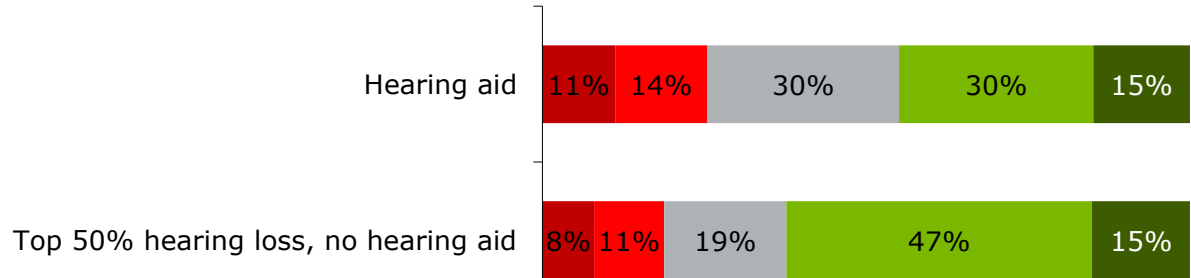
Negative impact of hearing loss



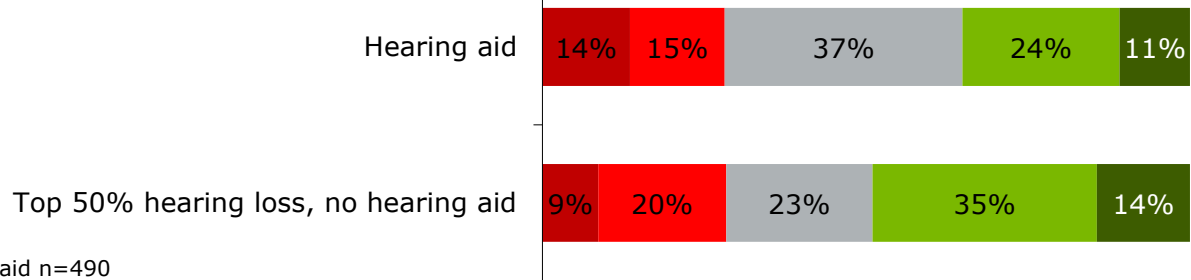
Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss*), hearing aid owners feel less exhausted in the evenings

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

In the evenings I often feel physically exhausted



In the evenings I often feel mentally exhausted



Base : Top 50% n=244/ hearing aid n=490

*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).



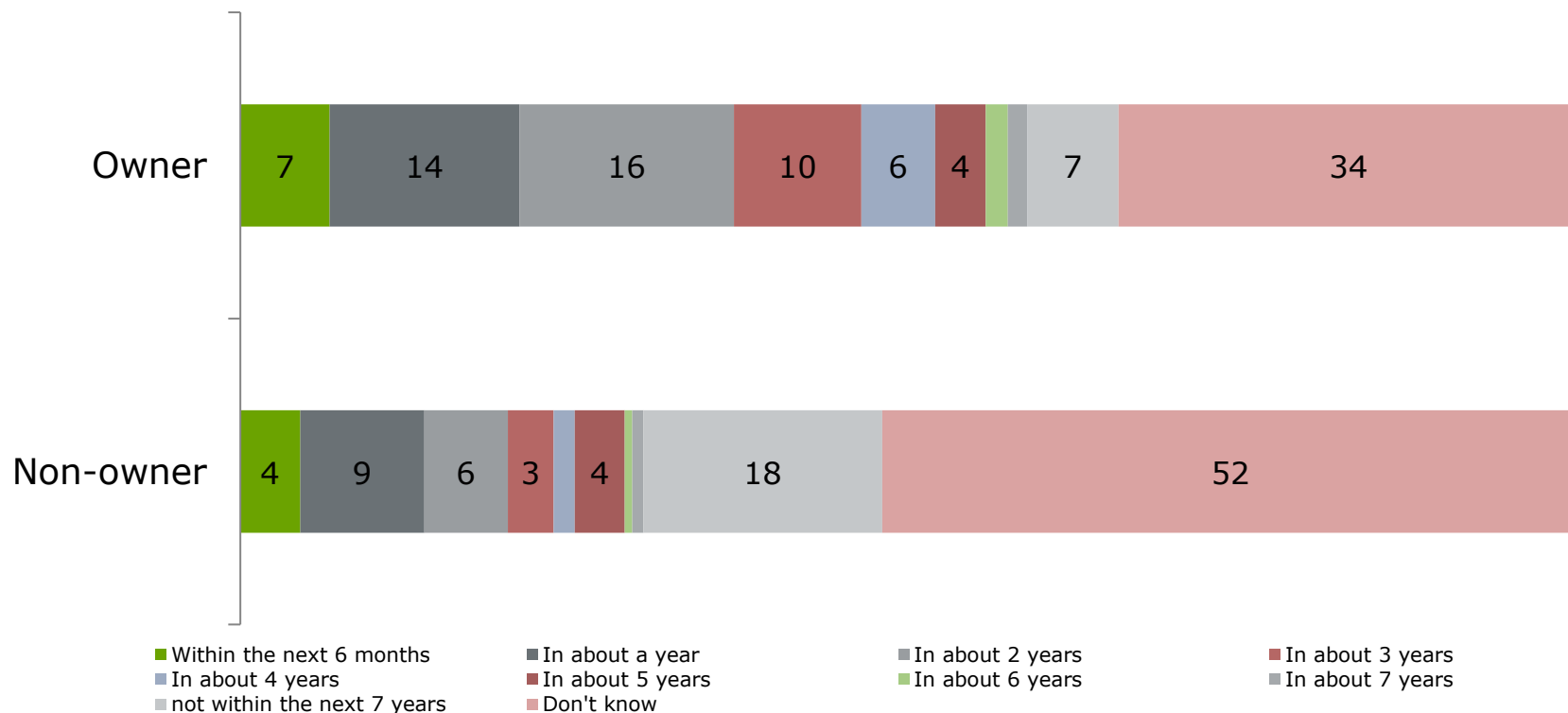


Buying intentions



13% 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 %



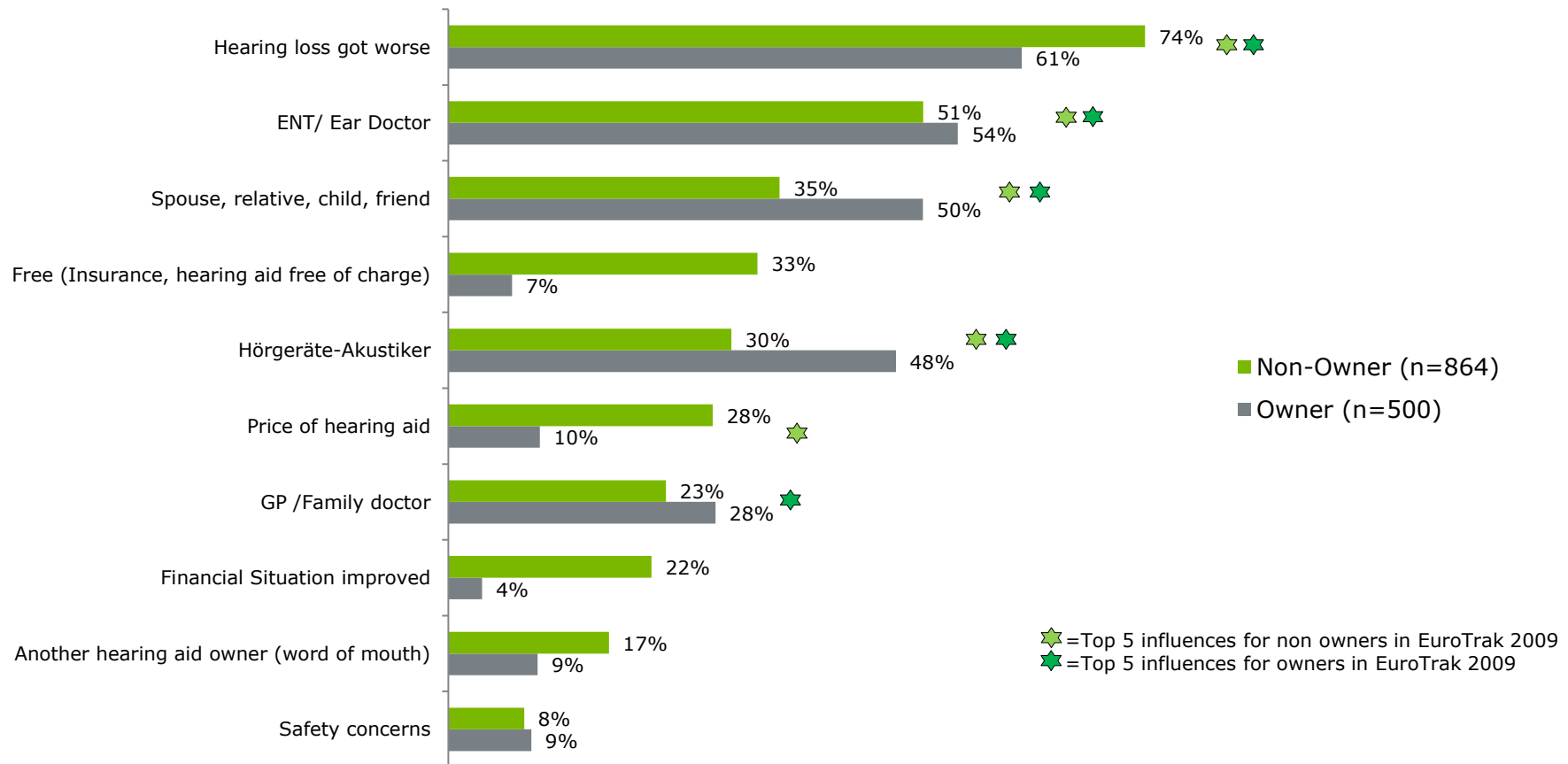
HA-non-owner, n=864
HA-owner, n=500



The most important influencing factors are worse hearing loss, ENT, spouse/relatives and Hörgeräte-Akustiker

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

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





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APPENDIX



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	6831	85.4%	35.0%	48.6%	51.8%	54.1%
Female	7090	87.3%	32.9%	51.4%	48.2%	45.9%
Age recoded						
1 - 14	1863	95.9%	27.8%	14.9%	3.1%	2.3%
15 - 24	1556	95.2%	34.4%	12.3%	3.2%	3.3%
25 - 34	1668	92.3%	27.0%	12.8%	6.9%	4.9%
35 - 44	1974	91.6%	15.8%	15.0%	11.2%	4.1%
45 - 54	2270	88.2%	18.5%	16.6%	17.7%	7.8%
55 - 64	1722	83.3%	30.0%	11.9%	16.6%	13.8%
65 - 74	1583	74.9%	40.6%	9.9%	19.4%	25.6%
74+	1284	61.0%	47.4%	6.6%	21.8%	38.1%
Type of household						
single household	1898	78.7%	38.0%	12.5%	20.6%	24.4%
Couple, no kids	4269	82.3%	35.6%	29.3%	39.5%	42.2%
Couple with kid(s)	5573	91.5%	24.1%	42.3%	27.8%	17.1%
Single mom/dad with kid(s)	794	92.3%	33.8%	6.1%	2.8%	2.8%
Retirement home, hospital etc.	166	53.2%	52.7%	0.8%	3.0%	6.6%
Other	1222	89.6%	36.4%	9.1%	6.3%	7.0%



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)	6490	82.2%	34.6%	44.8%	64.2%	68.2%
The spouse of the head of the household	3381	86.4%	30.9%	24.6%	25.4%	22.8%
Daughter/son of head of household	2915	96.3%	28.8%	23.4%	5.6%	4.6%
Other Person	942	89.8%	31.7%	7.2%	4.8%	4.5%
Employment						
Full time employed	4626	89.5%	21.1%	40.7%	32.1%	16.5%
Part time employed	1595	89.6%	20.4%	14.1%	10.8%	5.3%
Unemployed / not working	893	90.3%	23.2%	8.0%	4.9%	2.9%
Retired under a disability pension scheme (fully or partly)	235	80.0%	41.1%	1.9%	1.9%	2.6%
Early retired under an early retirement benefit scheme	1391	72.8%	40.1%	10.1%	19.3%	24.9%
Retired (at the official retirement age)	2013	69.2%	45.5%	13.9%	28.8%	46.3%
Student / pupil / in training	1192	96.9%	26.6%	11.3%	2.2%	1.5%
Education						
Hauptschule	2084	79.4%	37.0%	16.3%	23.2%	26.3%
Mittlere Reife (Realschule)	2558	87.0%	34.6%	21.9%	18.5%	18.9%
Abitur/Fachabitur	1697	91.0%	28.0%	15.3%	8.5%	6.3%
Lehrabschluss/Anlehre	2271	84.1%	31.3%	18.8%	20.9%	18.3%
Höhere Berufsausbildung (Techniker, Meister o.Ä.)	766	79.0%	32.4%	6.0%	9.1%	8.4%
Fachhochschulabschluss	871	83.6%	34.5%	7.2%	7.9%	8.0%
Universitätabschluss	1202	86.2%	37.6%	10.3%	8.4%	9.7%
Anderes	497	85.1%	37.9%	4.3%	3.5%	4.1%

