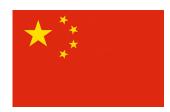




Results

ChinaTrak 2020

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





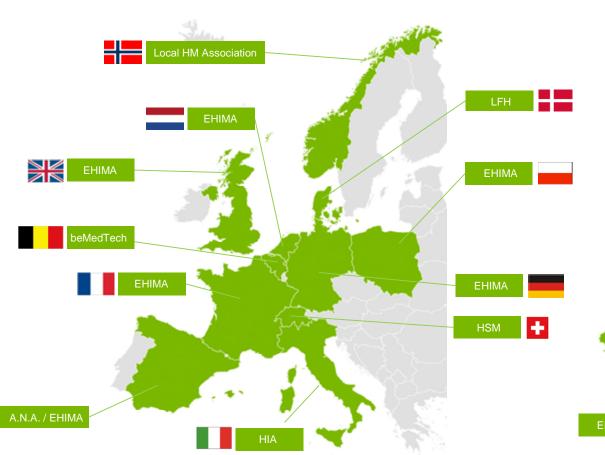






Summary Introduction

ChinaTrak 2020 is part of the EuroTrak studies:



ChinaTrak 2020 was designed and executed by Anovum (Zurich) on behalf of EHIMA.

Sample sizes China 2020:

Representative sample (sample 1): N=13'696 people

Hearing impaired (sample 2): N=880 people
HA owners*: N=471 people
Hearing impaired non-owners: N=409 people





Page 2







Summary 2. Market overview

- Stated hearing loss prevalence
 - Total: 5.8%, 18+: 7.2%
 - Binaural hearing loss: HA owners: 42%, HA non-owners: 49%
 - Hearing Tests: 18% had a hearing test in the last 5 years, most tests done in hospitals
- Hearing aid adoption rate (HA penetration)
 - Total: 10.3%
 - Total age group 18+: 10.2%
 - 35% of HA owners have binaural treatment
- The route to the hearing aid
 - 33% of the hearing impaired discussed hearing loss with an ENT doctor in hospital (drop out=67%).
 - 21% got hearing aids recommended from the ENT (drop out=36%).
 - 18% of ENT consultations referred to an audiologist, 54% recommended to get a hearing aid, 35% recommended no action.
- Potential social cost-savings due to the use of hearing aids
 - Hearing aids are believed to have a positive impact on the job.
 - Quality of sleep seems to improve if hearing impaired use hearing aids.







Summary

3. Analysis of hearing aid owners

- Hearing aid ownership, usage and accessories
 - 66% of the currently owned HAs were bought in 2018 or later.
 - The average age of the currently owned HAs is 3.0 years.
 - The median age of hearing aids before replacement is 3 years.
 - On average, HAs are worn 6.9 hours a day.
 - 54% of today's hearing aid owners are aware of their hearing aid brand.
 - 50% have been informed about hearing aid accessories by the audiologist, 28% use a HA accessory.
- Importance of listening situations and satisfaction with HAs
 - 95% of the hearing aid owners say their hearing aid works better than or as expected
 - 92% 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, talking to children and talking on a phone are the most important listening situations.
- Positive impact of HAs
 - Significant positive impact of HAs on different aspects: Especially communication effectiveness, mental/emotional health and feelings about oneself improve with hearing aids.
 - All hearing aid owners declare that their hearing aids improve their quality of life at least sometimes.

Seite 4





e p i m a

Summary

4. Analysis of hearing impaired non-owners

Reasons not to own/use HAs

- The main reasons for not using hearing aids are that they think that hearing aids do not restore hearing to normal, another hearing aid owner's opinion, hearing loss is not severe enough, they think that hearing aids are uncomfortable, social / family opinion such as child, spouse, friend and they have more serious priorities.
- 0% who own hearing aids don't use them at all (0 hours); 4% use them less than one hour/day (0-1 hour).

Social rejection and triggers to buy

- 47% of hearing aid owners feel that people never make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid (only 27% say they are never made fun of because of their hearing loss).
- The most important influencing factors for getting hearing aids are worsening hearing loss, children, the ENT, relatives/friends, safety concerns, spouse, price and the audiologist.









Detailed Results: Roadmap

1. Introduction

- Organisation of ChinaTrak 2020
- Recruitment process: In search of hearing impaired people

2. Market overview

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

3. Analysis of hearing aid owners

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

4. Analysis of hearing impaired non-owners

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

5. Appendix

Demographics: Hearing instrument adoption rates and populations









1. Introduction









Organisation of ChinaTrak 2020

Organisation

- Principal of the project ChinaTrak is EHIMA.
- Anovum Zurich developed the concept of ChinaTrak, designed the questionnaire and conducted the fieldwork in cooperation with a fieldwork company in China. 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 delivered tables, charts, reports and conclusions of the survey for further research projects, for archiving and publication in any form whatsoever.
- The raw dataset remains at Anovum. If the principal uses the anonymous data (delivered tables, charts, reports) and conclusions of the survey for publications the source of the data needs to be mentioned in the following way:
 - "Source: Anovum ChinaTrak/2020/N=[relevant sample size]"
- Member companies of the principal can ask Anovum to further analyse the raw data in specific ways at their own expense.
- Member companies of the principal can order a report with satisfaction scores for their brand (if feasible). The other brands will be shown as benchmarks without denomination (brand A, brand B etc.). The report will show all satisfaction values. It is not allowed to communicate any information from these reports outside the principal's company.









Recruitment process: In search of hearing impaired people

Step 1: Screening interviews

Objective: Prevalence of hearing loss and hearing aid ownership

Process:

- 1. Selection of 14 tier 1-3 cities, recruitment of survey participants on the street (F2F). The recruitment followed a strict sampling plan according to the age & gender distribution in each of the regions.
- 2. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
- 3. Result: Representative sample of **N=13'696** 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 guestionnaires: Owners and hearing impaired non-owners
- 2. Boost interviews of hearing aid owners: due to the low HA adoption in China, a targeted F2F recruitment approach, with recruiters looking for hearing aid owners was used (the boost interviews took place in the same 14 selected cities as the representative sample).
- 3. Balancing through weighting according to representative screening interviews
- 4. Resulting sample: **N=471** hearing aid owners and **N=409** hearing impaired non-owners





Selected Tier 1-3 cities

Tier	City		
Tier 1	Beijing		
	Shanghai		
	Guangzhou		
Tier 2	Hangzhou		
	Nanjing		
	Chengdu		
	Zhengzhou		
	Taiyuan		
	Nanning		
Tier 3	Mianyang		
	Guiyang		
	Jilin		
	Baoding		
	Lanzhou		







2. Market overview









Prevalence of hearing loss and adoption rate

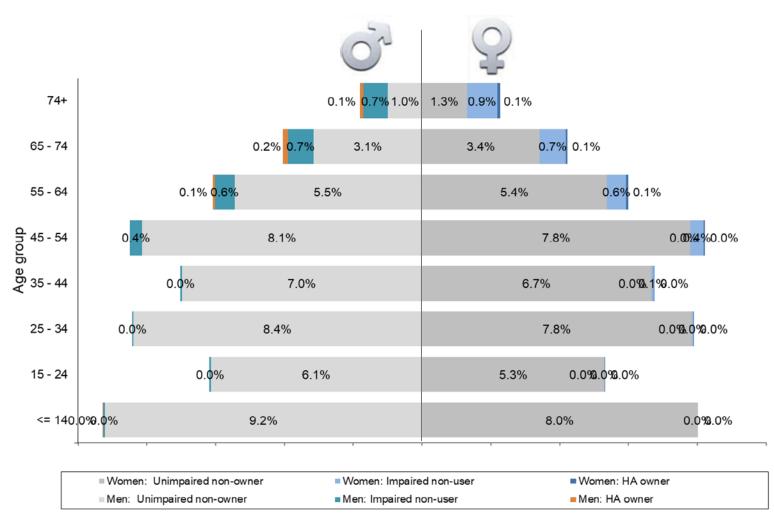








Hearing loss and hearing instrument ownership by gender/age



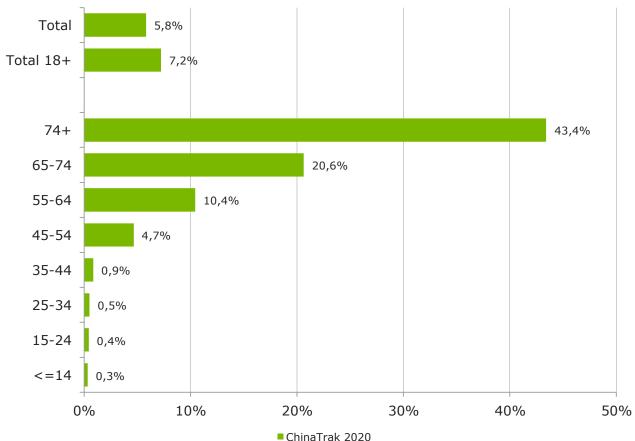






Hearing loss prevalence China 2020 Self stated hearing loss

% hearing loss prevalence



China Frak 2020 Base: 13'696

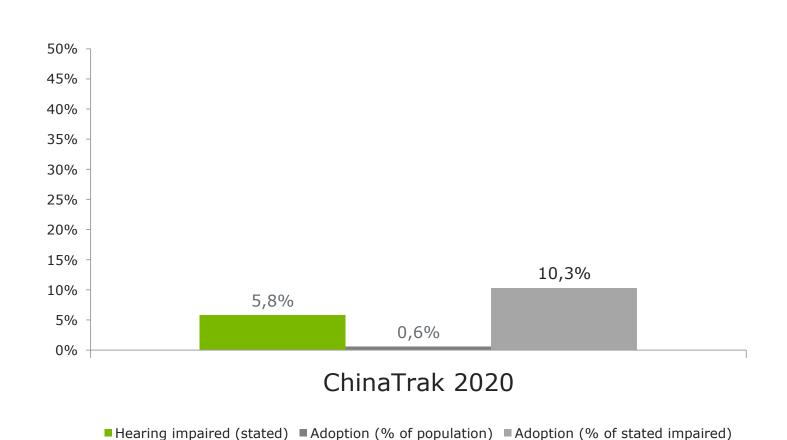
Page 14







Overview hearing loss prevalence and hearing aid adoption

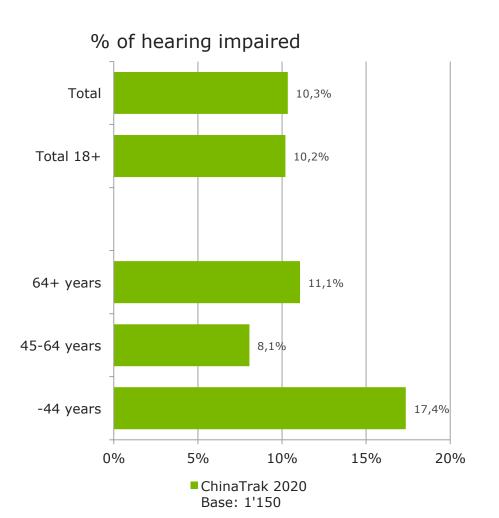


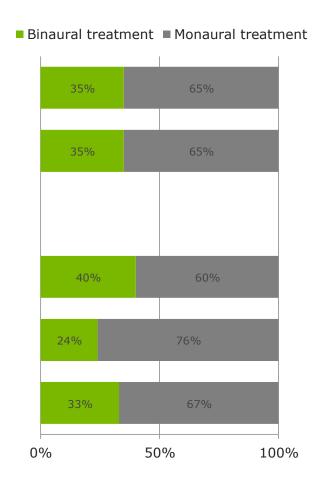






Hearing aid adoption rate: 10% of hearing impaired have hearing aid(s), 35% of them have binaural treatment



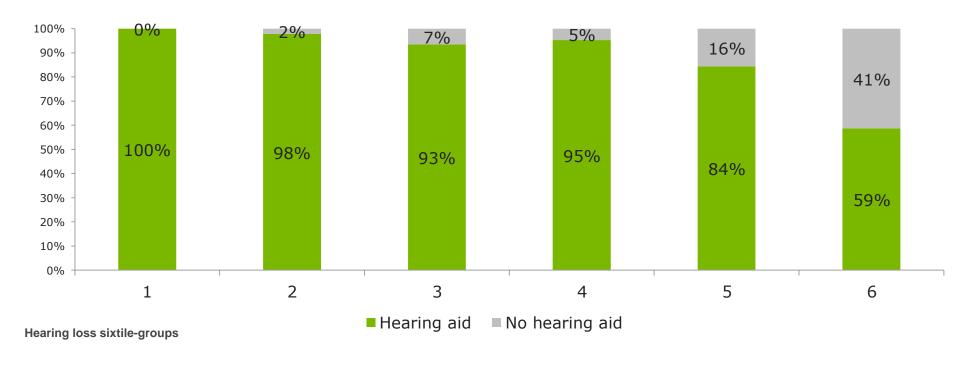








The more severe the hearing loss, the higher the adoption rate



- * 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 characteristics: Owners compared to non-owners

	HA-Non-owner	HA Owner	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	51%	58%	12%
Bilateral loss	49%	42%	10%
Perceived loss			
Mild	72%	15%	3%
Moderate	25%	50%	20%
Severe	3%	30%	58%*
Profound	1%	4%	

^{*} combined "severe" and "profound" because n is too small







Hearing tests and where hearing is tested







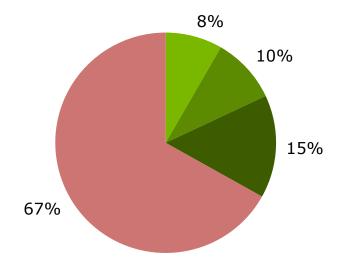


Hearing Tests: 18% had a hearing test in the last 5 years, most tests done in the hospital, followed by hearings screening during community social activities

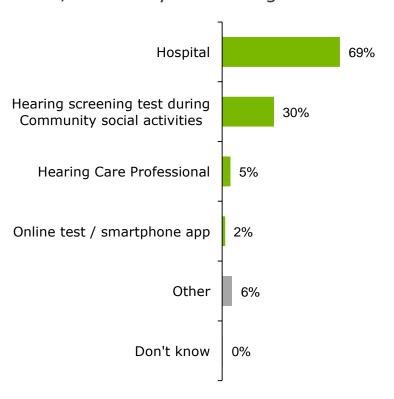
Have you ever taken a hearing test?

■ Yes, in the last 12 months ■ Yes, in the last 1-5 years

■ Yes, more than 5 years ago ■ No, never



Where/how was your hearing tested?



Base= 2'089

Base=10'957









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



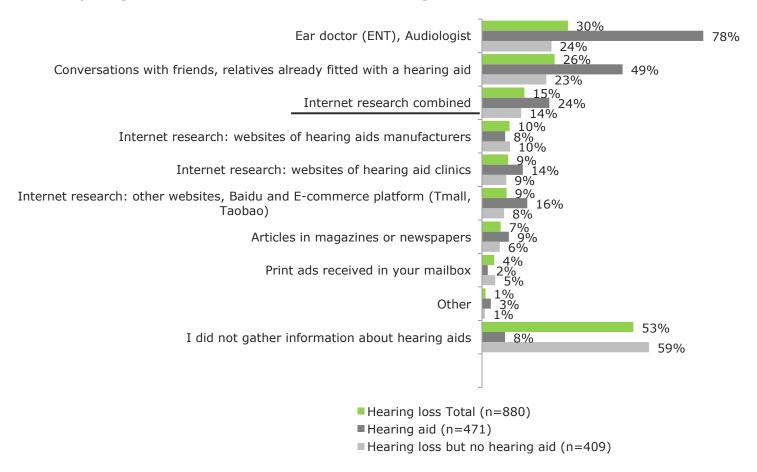






ENTs/HCPs are the most important sources of information and therefore the major gatekeepers.

Where did you gather information about hearing aids?

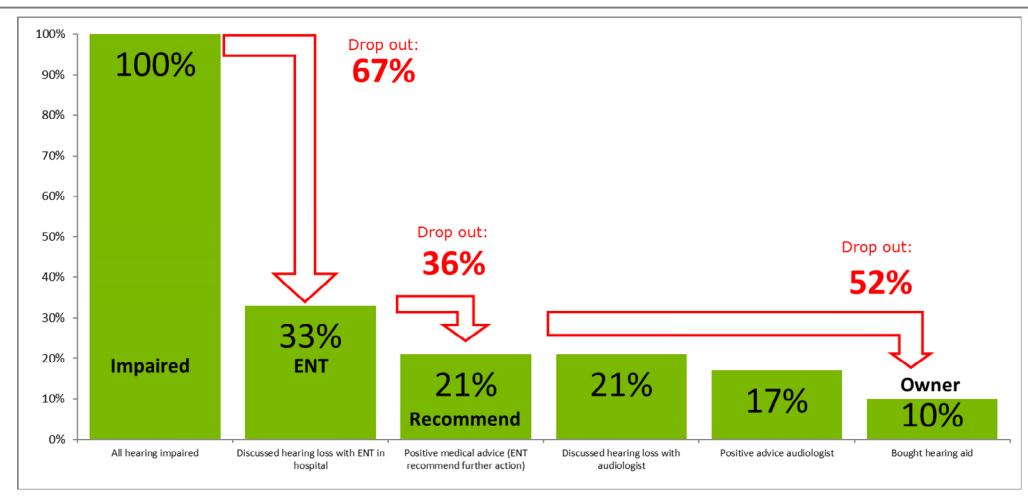








The route to the hearing aid



Base: N=880

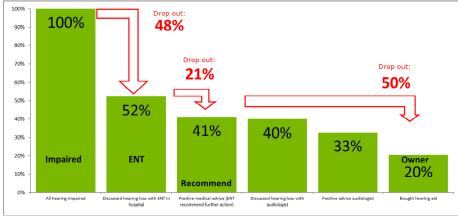


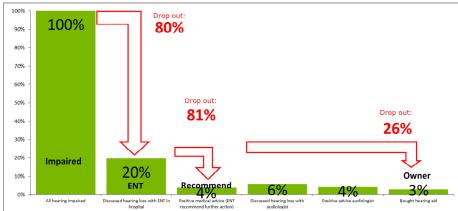




Much higher drop-out-rates for the lower hearing loss segments

Top 50% hearing loss*





Low 50% hearing loss*

* 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).

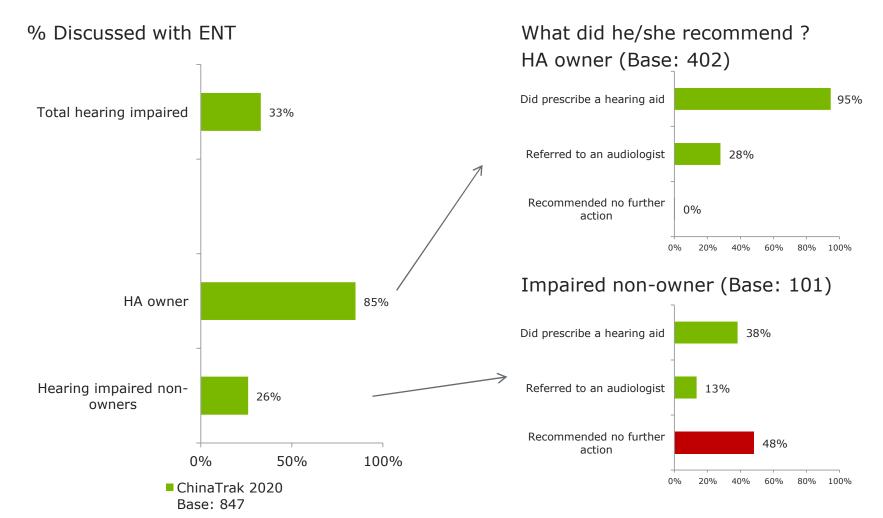
Base: N=880







The route to the hearing aid: ENT Have you ever discussed your hearing problem in a hospital with an ear doctor (ENT)?

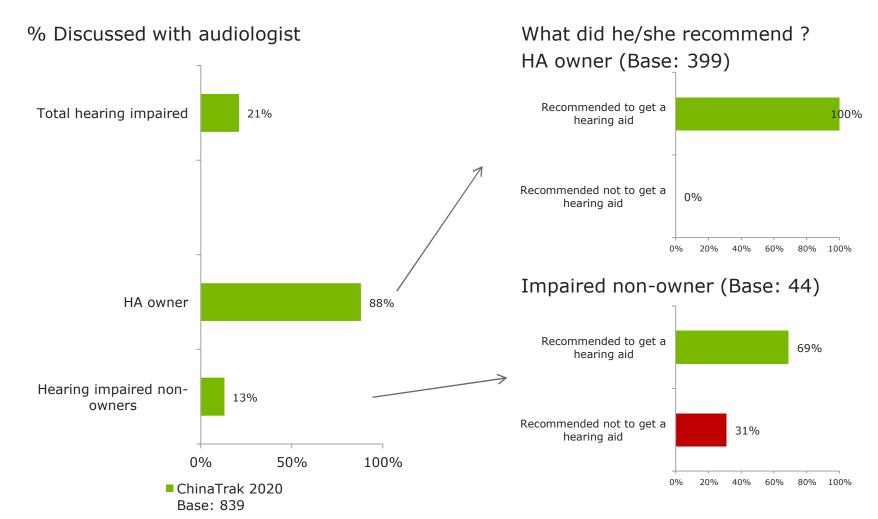








The route to the hearing aid: audiologist Have you ever discussed your hearing problem with an audiologist?

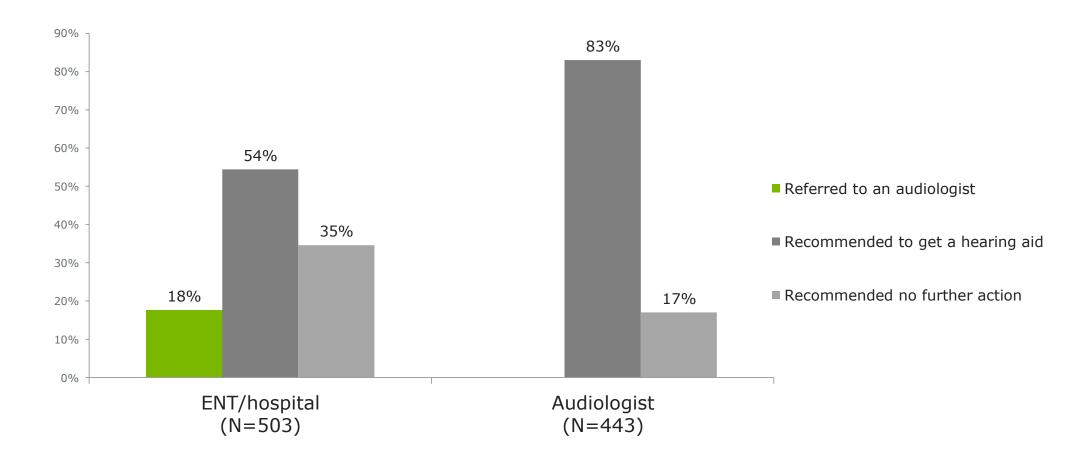








Recommendations by profession





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



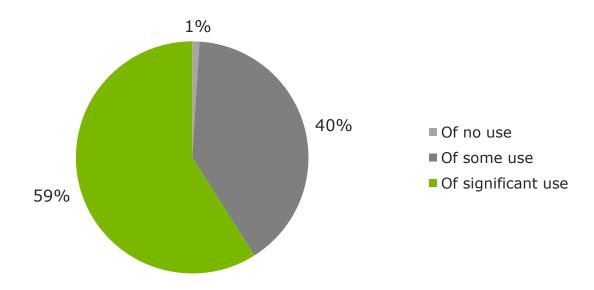






Work competitiveness: 99% of the working hearing aid owners state their hearing aid(s) are useful on their job.

How useful are your hearing aids on your job?



Base: N=110

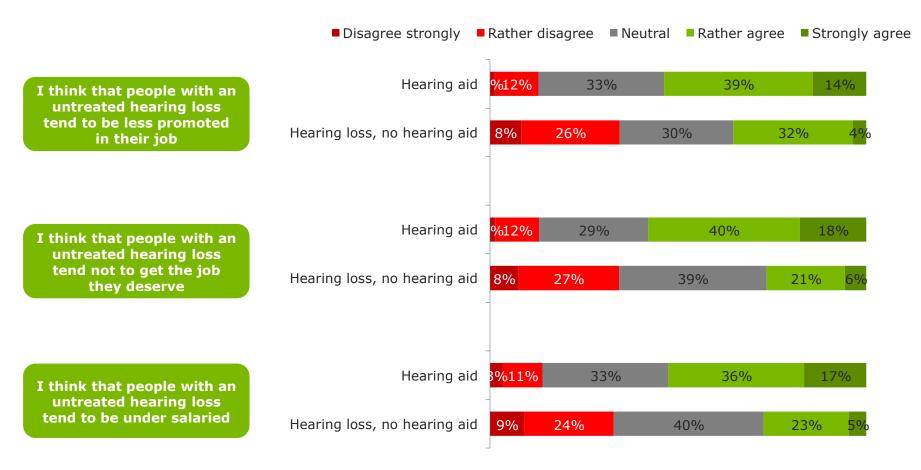








Work competitiveness: People with hearing aids recognize that hearing aids increase the chance of hearing impaired to get promoted, to get the right job and to get more salary.



Base: Hearing loss, no hearing aid =371/ hearing aid N=437





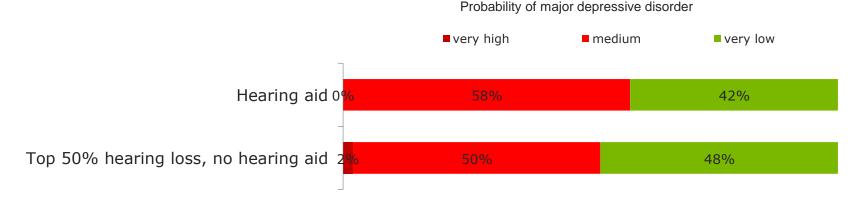


General health problems: Risk of being depressed (PHQ-2 Screening) for HA owners is similar compared to impaired non-owners (Top50% hearing loss group*).

Depression symptoms: PHQ-2 Screening:

In the last 2 weeks:

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



Base: hearing aid N=422 / top 50% HL, no hearing aid =53 (low sample size!)

*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:

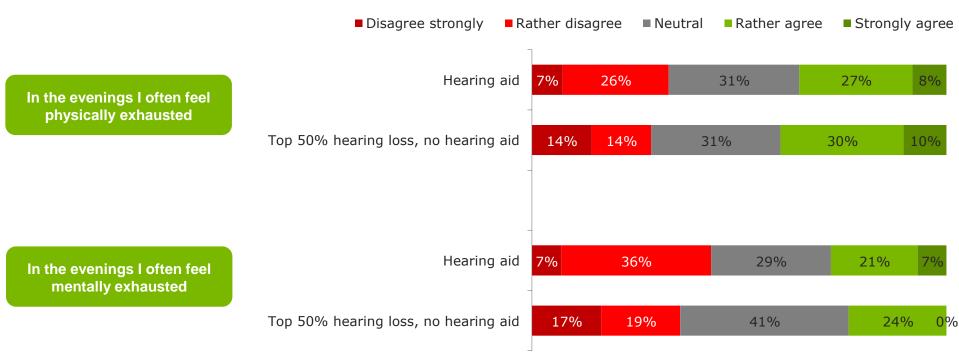
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise
- → People were segmented into 6 groups of same size (16.67%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







General health problems: Compared to impaired hearing aid nonowners with significant hearing loss (Top50% hearing loss group*), hearing aid owners feel slightly less exhausted in the evenings



Base: hearing aid N=421 / top 50% HL, no hearing aid =43 (low sample size!)

*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).

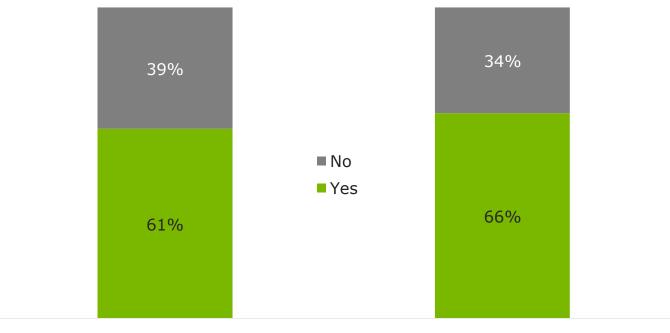






General health problems: Quality of sleep seems to improve if hearing impaired use hearing aids

Are you generally satisfied with the quality of your sleep?



Top 50% hearing loss, no hearing aid (n=53)

Hearing aid (n=422)



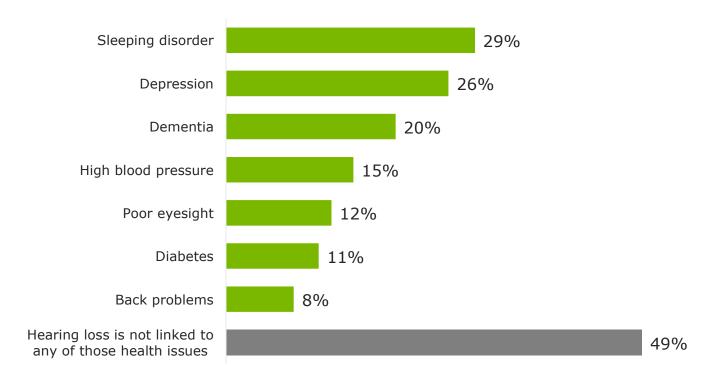






29% of all hearing impaired think that hearing loss could be linked to sleeping disorder, 26% to depression

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



Hearing impaired, N=880









3. Analysis of hearing aid owners









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

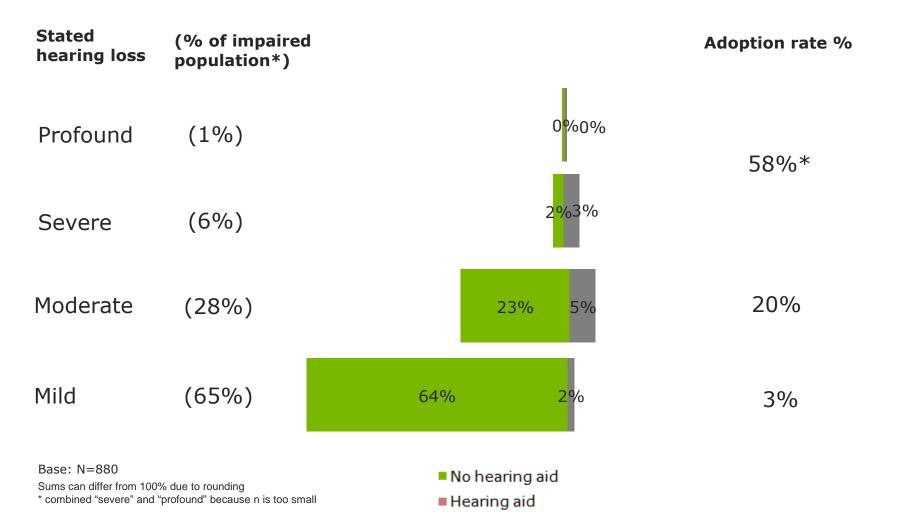








Low adoption rates within mild hearing loss



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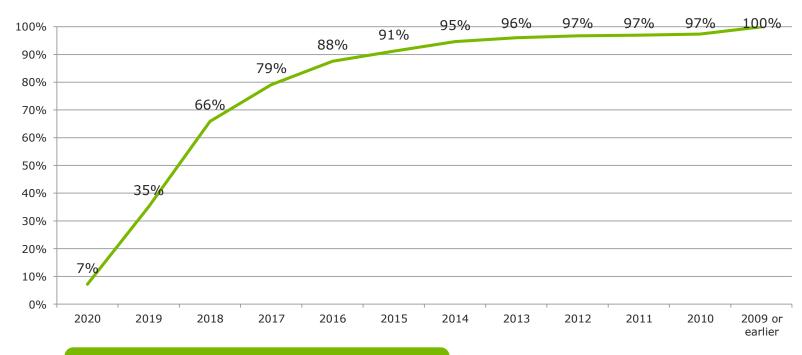






66% of the currently owned HAs were acquired in 2018 or later

Year of purchase



Age of currently owned HAs (Mean): 3.0 years

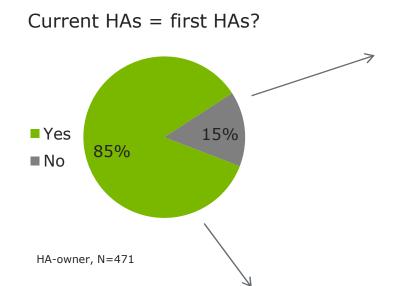
HA-owner, N=469



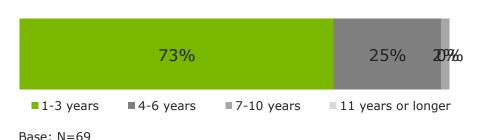




85% of current users are first time users. More than 50% claim that they purchased hearing aids within 1 year of becoming aware of the hearing loss.

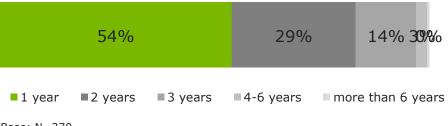


How many years did you own your previous HAs?



Age of HA before it has been replaced: 3 years (median)

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



Base: N=370

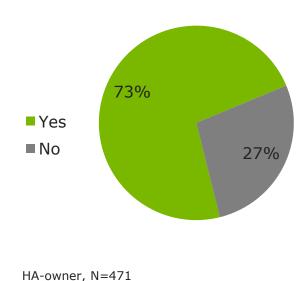






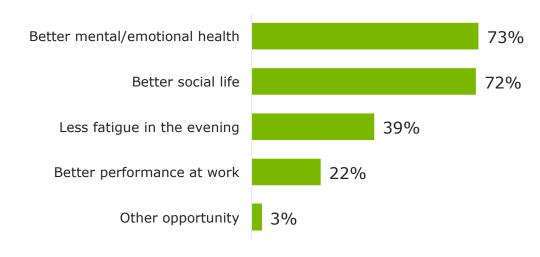
71% of all HA owners think they should have gotten their HAs sooner! Main reason is missing out on better mental/emotional health and social life.

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



IF YES:

What are the reasons why you think you should have gotten your hearing aid(s) sooner? What are the opportunities you think you have missed because of this? Please tick all that apply



Base: N=346

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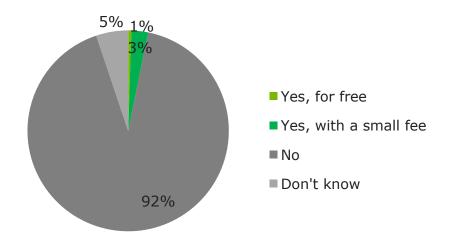






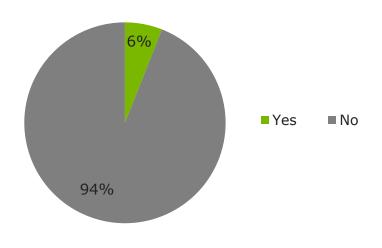
Almost no hearing aid owners received hearing aids as a government give away, also awareness among non owners for those give aways is very low.

Owners: Did you receive your current hearing aids as a government give away?



HA-owner, n=471

Non-owners: Do you know that Chinese Government gives away hearing aids from time to time for free?



HA-non-owners, n=409



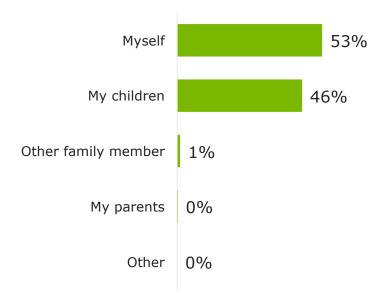






Almost half of the hearing aid owners got them paid by their children.

Who paid for your hearing aids?



What's the price of your current hearing aids? I case you wear 2 hearing aids, please consider the price of ONE.



China specific questions

HA-owner, N=471



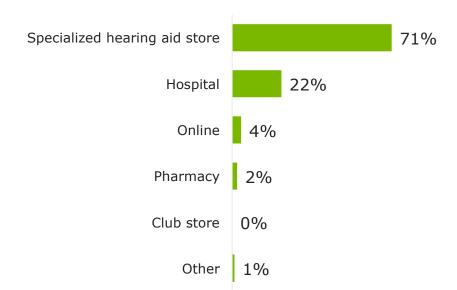




Specialized hearing aid store is where most current hearing aids have been obtained (but: non owners would rather go to a hospital for HAs).

OWNERS:

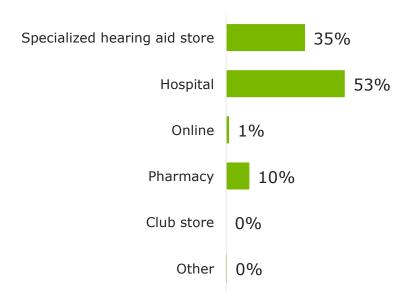
Where was your most current hearing aid obtained?



HA-owner, N=471

NON OWNERS:

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



HA-non-owner, N=409



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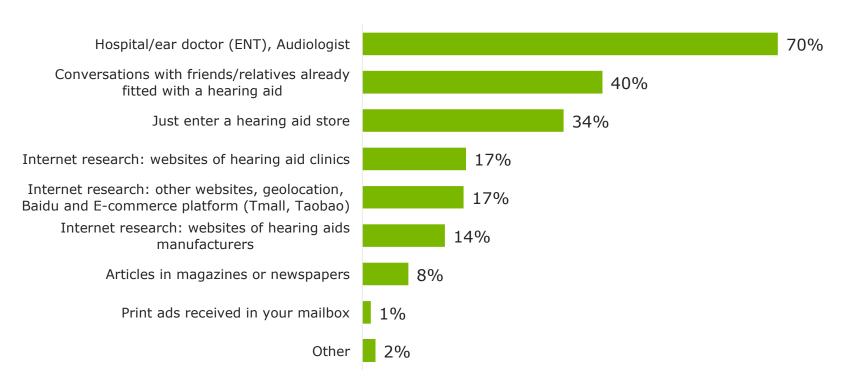






ENT/audiologist are by far the most important source of information for the HA purchase channel.

Where did you gather information when you selected the place to get your hearing aids?



China specific question

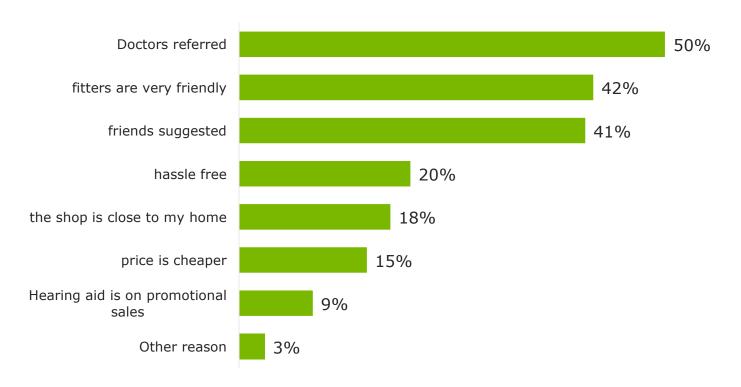






Doctor referrals are most important when deciding on the purchase channel for hearing aids (also important: friendly fitters and friends suggestions)

Why did you purchase your hearing aids through this channel?



China specific question

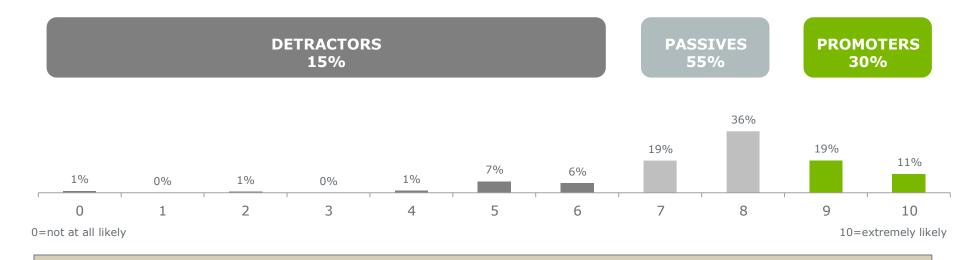






Recommendation intention of the place where the hearing aid(s) have been obtained is okay, with a positive NPS score of 15.

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



NPS = PROMOTERS - DETRACTORS = 15

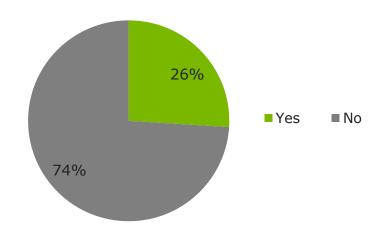






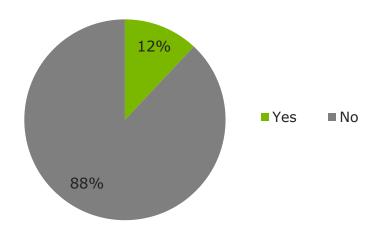
Online purchase of hearing aids have been taken into consideration by 1 out of 4 current HA owners (and only 12% of the non owners).

Owners: Have you ever considered purchasing hearing aids online?



HA-owner, n=461

Non-owners: Have you ever considered purchasing hearing aids online?



HA-non-owners, n=404

China specific question

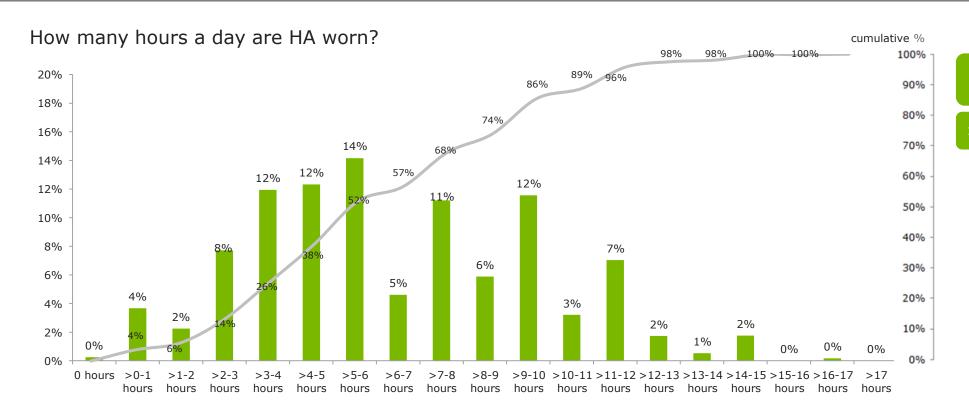








On average, HAs are worn 6.9 hours a day



HA worn: Mean: 6.9 hours/day

In the drawer (0 hours): 0%

HA-owner, N=502

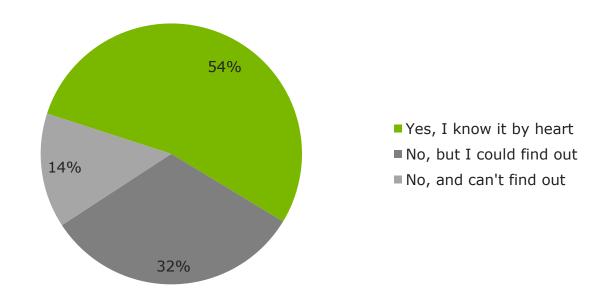






54% of today's hearing aid owners are aware of their hearing aid brand.

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



HA-owner, N=471



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28% of the HA owners use an accessory for their hearing aids. 88% of those who use an accessory, are satisfied with it.

Have you been informed by your hearing care professional about hearing aid accessories, such as TV-Streamer/ Apps / Remote Control / etc. ? (HA owners, N=471)



Do you personally use accessories for your hearing aids (TV-Streamer/ Apps / Remote Control / etc.) ? (HA owners, N=471)



IF ACCESSORIES USED (N=128):

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



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Satisfaction with hearing aids and drivers



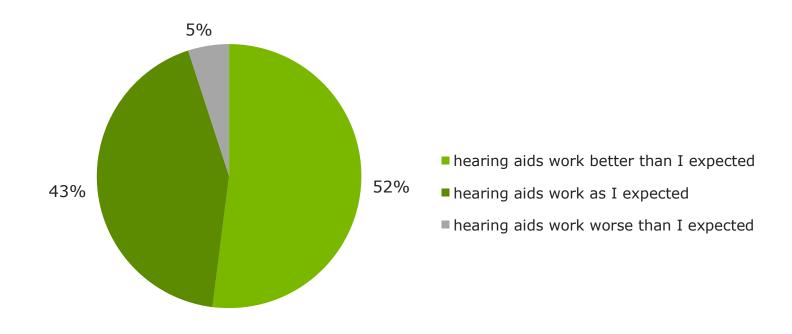






95% of the hearing aid owners say their hearing aid works better than or as expected

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



Base: N=471



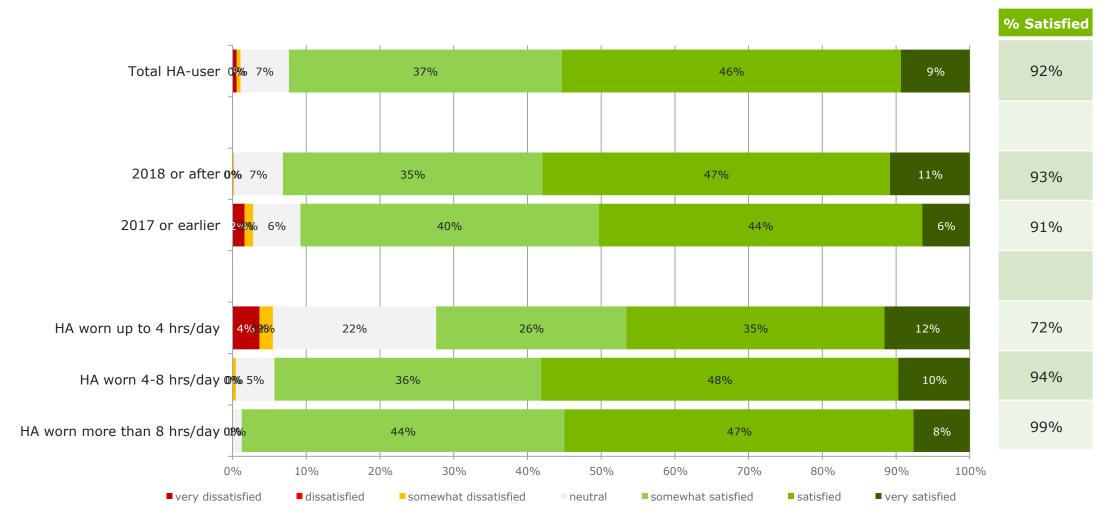
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Overall satisfaction with HA: 92% of hearing aid owners are satisfied with their hearing aid(s)





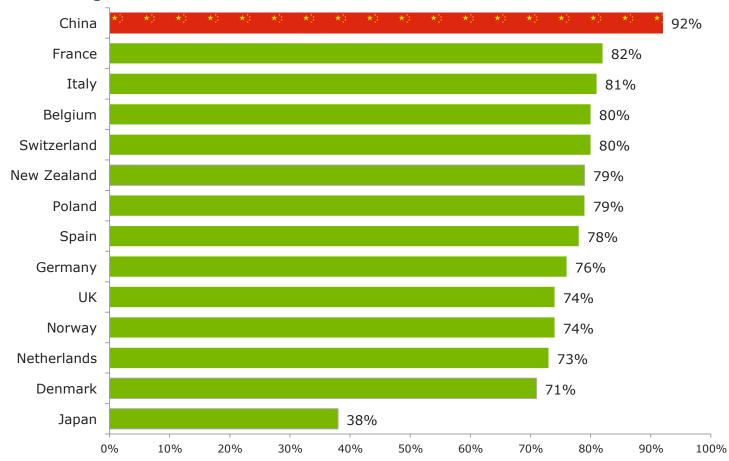






Overall Satisfaction with HA: Country comparison

% of hearing aid owners satisfied



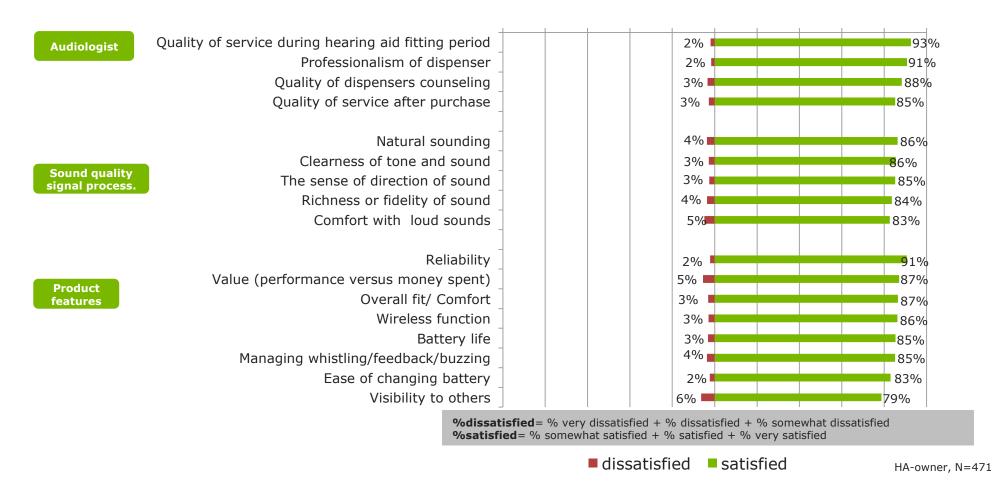








Satisfaction with current hearing aids

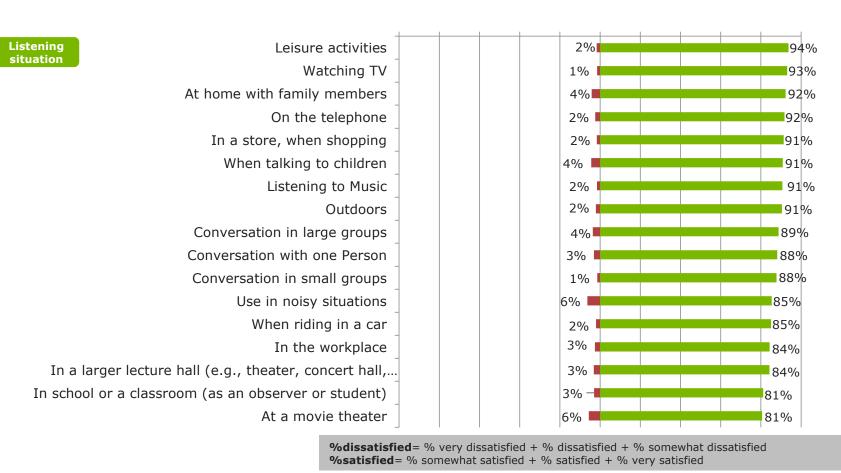








Satisfaction with current hearing aids



dissatisfied satisfied







Overall fit / Comfort and Reliability are the most important factors influencing satisfaction with current HA

Audiologist

Sound quality signal process.

Product features

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

Natural sounding
Richness or fidelity of sound
The sense of direction of sound
Comfort with loud sounds
Clearness of tone and sound

Battery life

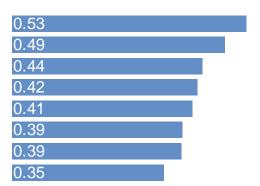
Professionalism of dispenser

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

Influence on overall satisfaction with HA*









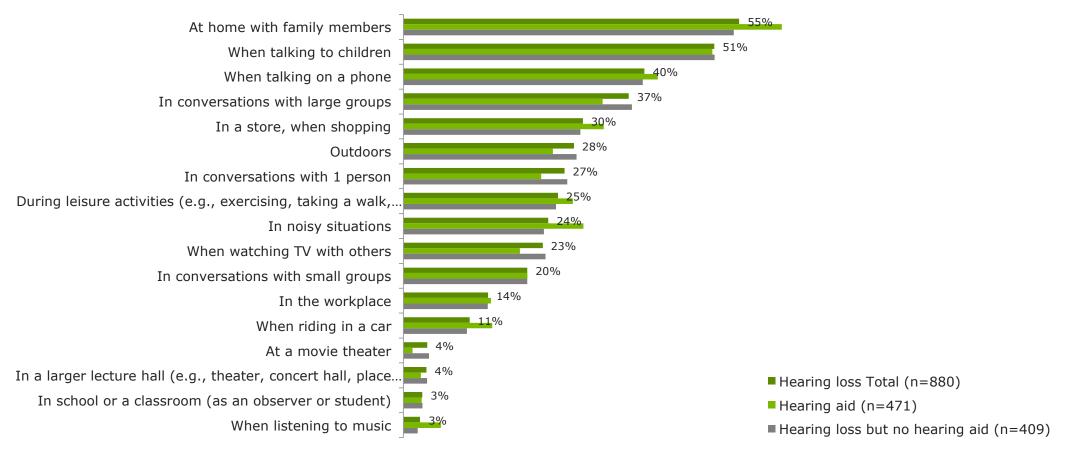






Important listening situations

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



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Positive impact of hearing aids, quality of life



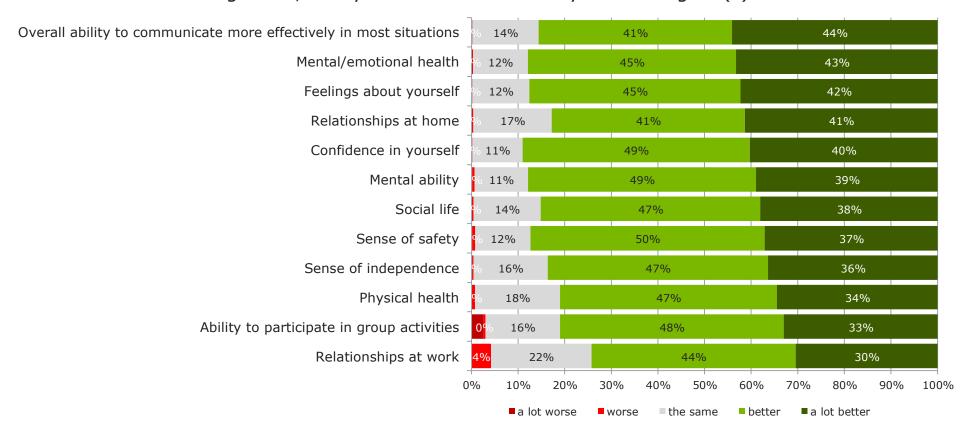






Significant positive impact of HAs on different aspects: Especially communication effectiveness, mental/emotional health and feelings about oneself improve with hearing aids.

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



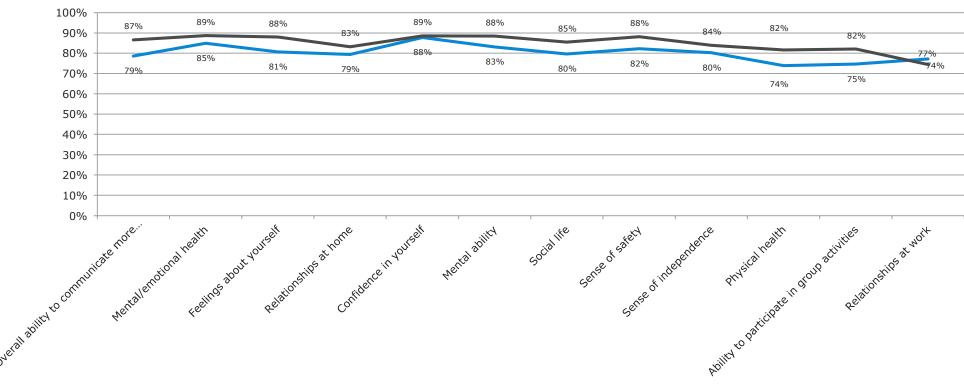






Impact of HAs is perceived more positive by patients with a Top 50% hearing loss

% of HA owners feeling better/a lot better



—Low 50% hearing loss (n=48)

—Top 50% hearing loss (n=391)

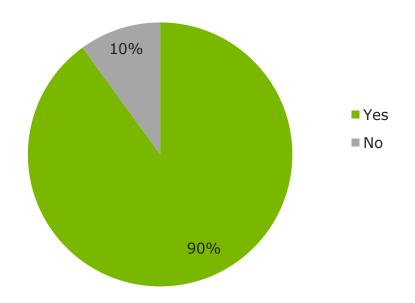






Most hearing aid owners feel more confident moving in a city since wearing hearing aids!

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



Base: N=471



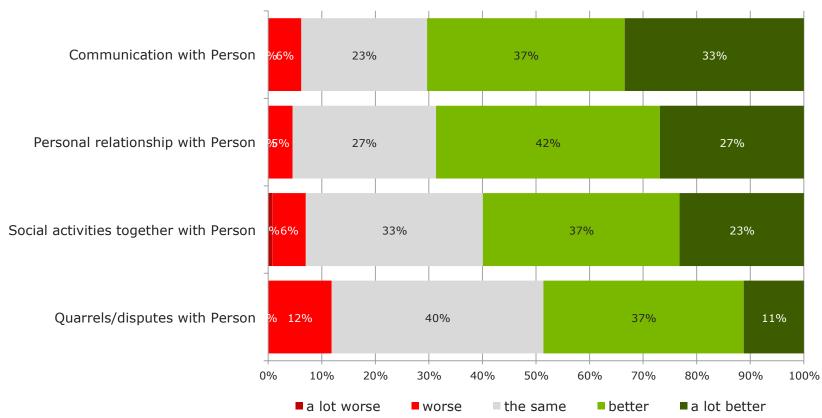






Also for other people in the household/relatives, the situation improves when the person with hearing loss starts wearing hearing aids

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



Someone in HH / parent has HA, N=98



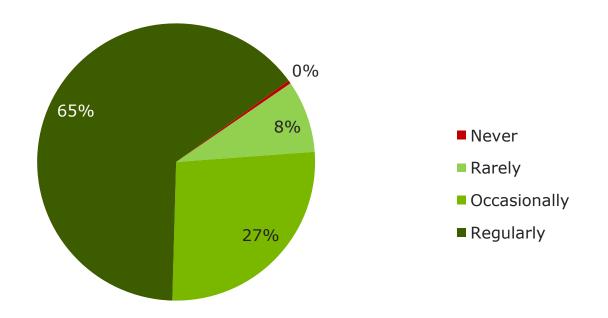






All hearing aid owners declare that their hearing aids improve their quality of life at least sometimes

How often do your hearing aids improve your quality of life?



Base: N=471









4. Analysis of hearing impaired non-owners









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

Hearing loss characteristics: Owners compared to non-owners

	HA Owner N=471			HA-Non-owner Low 50% HL N=199	Non-owner Top 50% HL N=156		
Perceived loss			Mor	e similar hearing loss-sti	ructure		
Mild		15%		98%		42%	
Moderate		50%		2%		52%	
Severe		30%		0%		4%	
Profound		4%		0%		1%	

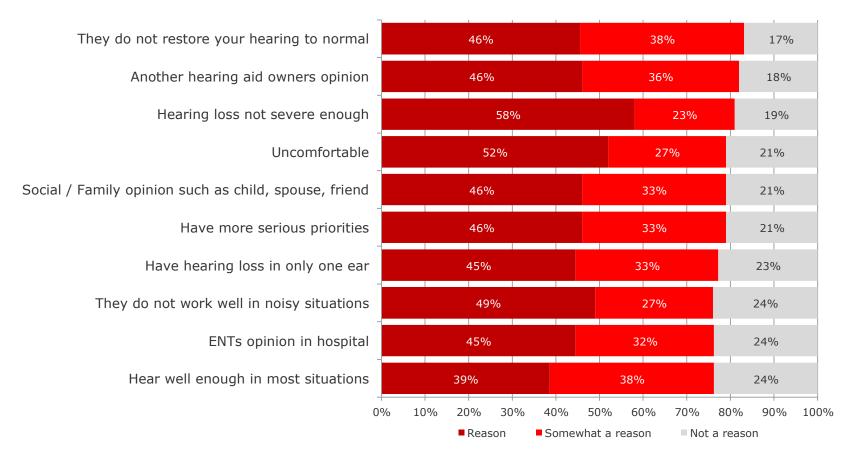








Top 10 reasons for not having a hearing aid (I/II)



Base: non owners Top 50% HL: N=156

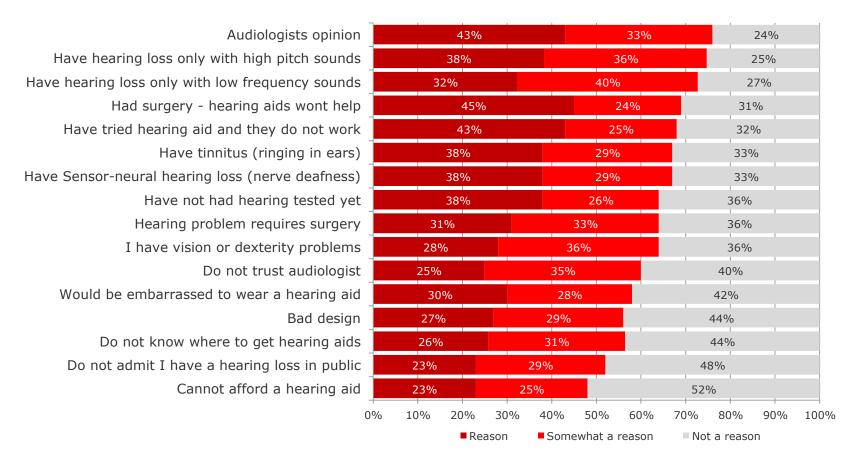








Less important reasons for not having a hearing aid (II/II)



Base: non owners Top 50% HL: N=156







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









47% of hearing aid owners feel that people never make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid.

Hearing aid owners:

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

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



Base: N=471 Base: Top 50% hearing loss, no hearing aid N=156







Most important triggers to buy







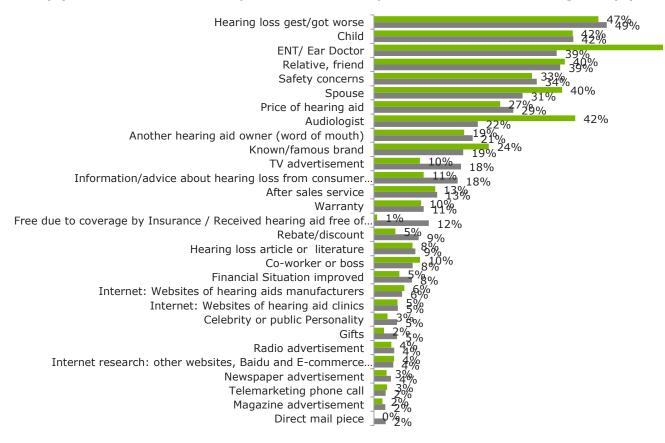
61%



The most important influencing factors are worsening hearing loss, child, ENT, relatives/friends, safety concerns and spouse

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

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



■ Hearing aid (n=471)

■ Hearing loss but no hearing aid (n=409)



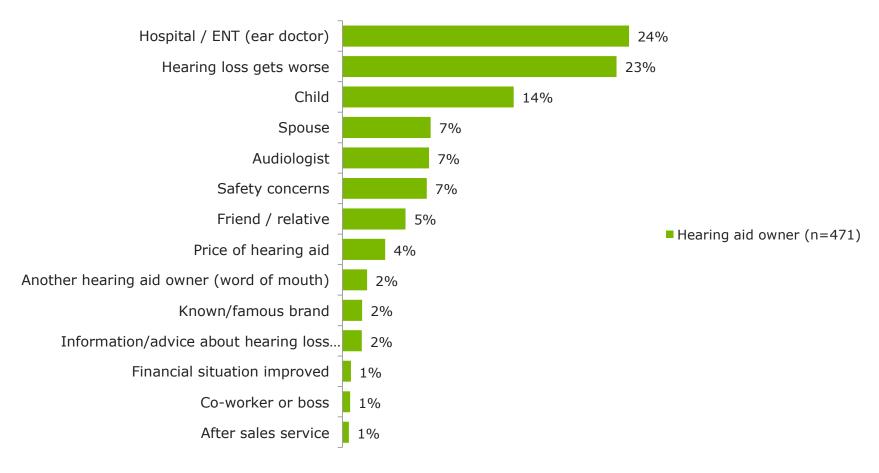






The most important triggers to buy a hearing aid are the ENT, worsening hearing loss and child

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







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Demographics (1) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*					0%*
Count	Hearing difficulty	Hearing aid adoption rate % (Base=hearing impaired)	No hearing loss	Hearing loss but no hearing aid	Hearing aid
7'031	5.6%	11.4%	51.4%	49.1%	54.8%
6'665	6.0%	9.3%	48.6%	50.9%	45.2%
2'369	0.3%	25.0%	18.3%	0.8%	2.4%
1'573	0.4%	21.0%	12.1%	0.8%	1.7%
2'235	0.5%	18.2%	17.2%	1.3%	2.5%
1'886	0.9%	11.5%	14.5%	2.0%	2.3%
2'289	4.7%	5.3%	16.9%	14.1%	6.9%
1'654	10.4%	9.7%	11.5%	21.8%	20.4%
1'134	20.6%	12.8%	7.0%	28.6%	36.4%
557	43.4%	9.4%	2.4%	30.7%	27.5%
798	16.6%	4.8%	5.2%	17.6%	7.7%
1'535	9.0%	6.7%	10.8%	18.0%	11.1%
9'995	4.2%	13.0%	74.3%	50.8%	65.5%
255	4.9%	13.9%	1.9%	1.5%	2.1%
87	24.0%	3.5%	0.5%	2.8%	0.9%
1'026	7.4%	13.6%	7.4%	9.2%	12.6%
4'360	7.8%	7.5%	31.2%	44.0%	30.9%
3'363	4.4%	10.1%	24.9%	18.5%	18.0%
4'637	0.7%	17.3%	35.7%	3.7%	6.7%
679	35.2%	13.6%	3.4%	29.0%	39.5%
658	5.8%	10.5%	4.8%	4.8%	4.9%
	7'031 6'665 2'369 1'573 2'235 1'886 2'289 1'654 1'134 557 798 1'535 9'995 255 87 1'026 4'360 3'363 4'637 679	7'031 5.6% 6'665 6.0% 2'369 0.3% 1'573 0.4% 2'235 0.5% 1'886 0.9% 2'289 4.7% 1'654 10.4% 1'134 20.6% 557 43.4% 798 16.6% 1'535 9.0% 9'995 4.2% 255 4.9% 87 24.0% 1'026 7.4% 4'360 7.8% 3'363 4.4% 4'637 0.7% 679 35.2%	Count Hearing difficulty rate % (Base=hearing impaired) 7'031 5.6% 11.4% 6'665 6.0% 9.3% 2'369 0.3% 25.0% 1'573 0.4% 21.0% 2'235 0.5% 18.2% 1'886 0.9% 11.5% 2'289 4.7% 5.3% 1'654 10.4% 9.7% 1'134 20.6% 12.8% 557 43.4% 9.4% 798 16.6% 4.8% 1'535 9.0% 6.7% 9'995 4.2% 13.0% 255 4.9% 13.9% 87 24.0% 3.5% 1'026 7.4% 13.6% 4'360 7.8% 7.5% 3'363 4.4% 10.1% 4'637 0.7% 17.3% 679 35.2% 13.6%	Count Hearing difficulty Hearing aid adoption rate % (Base=hearing impaired) No hearing loss 7'031 5.6% 11.4% 51.4% 6'665 6.0% 9.3% 48.6% 2'369 0.3% 25.0% 18.3% 1'573 0.4% 21.0% 12.1% 2'235 0.5% 18.2% 17.2% 1'886 0.9% 11.5% 14.5% 2'289 4.7% 5.3% 16.9% 1'654 10.4% 9.7% 11.5% 1'134 20.6% 12.8% 7.0% 557 43.4% 9.4% 2.4% 798 16.6% 4.8% 5.2% 1'535 9.0% 6.7% 10.8% 9'995 4.2% 13.0% 74.3% 255 4.9% 13.9% 1.9% 87 24.0% 3.5% 0.5% 1'026 7.4% 13.6% 7.4% 4'360 7.8% 7.5% 31.2%	Count Hearing difficulty Hearing aid adoption rate % (Base=hearing impaired) No hearing loss Hearing loss but no hearing aid 7'031 5.6% 11.4% 51.4% 49.1% 6'665 6.0% 9.3% 48.6% 50.9% 2'369 0.3% 25.0% 18.3% 0.8% 1'573 0.4% 21.0% 12.1% 0.8% 2'235 0.5% 18.2% 17.2% 1.3% 1'886 0.9% 11.5% 14.5% 2.0% 2'289 4.7% 5.3% 16.9% 14.1% 1'654 10.4% 9.7% 11.5% 21.8% 1'134 20.6% 12.8% 7.0% 28.6% 557 43.4% 9.4% 2.4% 30.7% 798 16.6% 4.8% 5.2% 17.6% 1'535 9.0% 6.7% 10.8% 18.0% 9'995 4.2% 13.0% 74.3% 50.8% 255 4.9% 13.9% 1.9%



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Demographics (2) Hearing instrument adoption rates and populations

Prof	iles:	Categories	add	to	100%*

				Profiles: Categories and to 100%"			
	Count	Hearing difficulty	Hearing aid adoption rate % (Base=hearing impaired)	No hearing loss	Hearing loss but no hearing aid	Hearing aid	
Employment							
Full time employed	6'535	2.1%	3.8%	61.6%	18.4%	6.4%	
Part time employed	568	4.5%	26.9%	5.2%	2.7%	8.6%	
Unemployed / not working	665	14.2%	14.0%	5.5%	11.5%	16.5%	
Retired under a disability pension scheme (fully or partly)	33	14.5%	47.2%	0.3%	0.4%	2.8%	
Early retired under an early retirement benefit scheme	72	7.8%	13.6%	0.6%	0.7%	1.0%	
Retired (at the official retirement age)	2'412	21.6%	10.0%	18.2%	66.4%	64.8%	
Student / pupil / in training	896	0.0%	-	8.6%	0.0%	0.0%	
Education							
Non- education group	279	31.1%	4.2%	1.9%	11.8%	4.5%	
Primary School	812	26.7%	8.8%	5.7%	28.0%	23.6%	
Middle School	1'822	12.2%	10.8%	15.4%	27.9%	29.7%	
High School	3'688	6.0%	12.0%	33.4%	27.5%	33.0%	
Bachelor degree or above	4'581	0.9%	17.4%	43.7%	4.9%	9.1%	

