Results

KoreaTrak 2021

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

1. Introduction

KoreaTrak 2021 is part of the EuroTrak studies:

KoreaTrak 2021 was designed and executed by Anovum (Zurich) on behalf of KHIMA and EHIMA.

Sample sizes Korea 2021:
- Representative sample (sample 1): N=15'785 people
- Hearing impaired (sample 2):
  - HA owners: N=400 people
  - Hearing impaired non-owners: N=602 people
Summary

2. Market overview

- **Stated hearing loss prevalence**
  - Total: 5.9%, 18+: 6.6%
  - Binaural hearing loss: HA owners: 54%, HA non-owners: 42%
  - Hearing Tests: 64% had a hearing test in the last 5 years, most tests done by ENTs and family doctors

- **Hearing aid adoption rate (HA penetration)**
  - 36.6% of hearing impaired
  - 2.2% of total population
  - 51% of HA owners have binaural treatment

- **The route to the hearing aid**
  - 66% of the hearing impaired discussed hearing loss with an ENT or family doctor (drop out=34%).
  - 53% got hearing aids recommended from the ENT/family doctor (drop out=20%).
  - 64% of the GP consultations referred to an ENT. 6% recommended no action.
  - 42% of ENT consultations referred to an audiologist, 49% recommended to get a hearing aid, 23% 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
  - 67% of the currently owned HAs were acquired in 2019 or later.
  - The average age of the currently owned HAs is 3.0 years.
  - The median age of hearing aids before replacement is 5 years.
  - On average, HAs are worn 5.7 hours a day.
  - 49% of today’s hearing aid owners are aware of their hearing aid brand.
  - 42% have been informed about hearing aid accessories/apps by the audiologist, 39% use a HA accessory/app.

- Importance of listening situations and satisfaction with HAs
  - 81% of the hearing aid owners say their hearing aid works better than or as expected
  - 57% of the HA owners are satisfied with their HAs, 19% are dissatisfied.
  - The more hours worn per day, the higher the satisfaction.
  - Satisfaction with newer hearing aids is higher than with older hearing aids.
  - Conversations with large groups, talking on the phone and talking at home with family members are the most important listening situations.

- Positive impact of HAs
  - Significant positive impact of HAs on different aspects: Especially communication effectiveness, confidence in yourself and sense of safety improve with hearing aids.
  - 97% of the hearing aid owners declare that their hearing aids improve their quality of life at least sometimes.
Summary

4. Analysis of hearing impaired non-owners

- **Reasons not to own/use HAs**
  - The main reasons for not using hearing aids are that they think that they are uncomfortable, don’t want to admit to having hearing loss in public, hearing loss is not severe enough, another hearing aid owner’s opinion, they do not work well in noisy situations, and they have hearing loss in one ear only.
  - 5% who own hearing aids don’t use them at all (0 hours).

- **Social rejection and triggers to buy**
  - 32% 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 of or rejects a hearing-impaired without a hearing aid (only 24% say they are never made fun of because of their hearing loss).
  - The most important influencing factors for getting hearing aids are ENT, audiologist, worsening hearing loss (+price, insurance coverage especially for the non owners).
Detailed Results: Roadmap

1. Introduction
   - Organisation of KoreaTrak 2021
   - 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 KoreaTrak 2021**

**Organisation**
- Principal of the project KoreaTrak are KHIMA and EHIMA.
- Anovum Zurich developed the concept of KoreaTrak, designed the questionnaire and conducted the fieldwork in cooperation with a fieldwork company in Korea. Furthermore, Anovum analysed the data and prepared the presentation.
- KHIMA and The European Hearing Instrument Manufacturers Association [EHIMA] approved the questionnaire.

**Use of the data**
- KHIMA / 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 – KoreaTrak/2021/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
Recruitment process: In search of hearing impaired people

**Step 1: Screening interviews**

Objective: Prevalence of hearing loss and hearing aid ownership

Process:
1. Representative sample with strict quotas that represent the overall population (Age/Gender interlocked; soft quota on region)
2. Contacts from panelist pools of more than 100’000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of $N=15'785$ 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: $N=400$ hearing aid owners and $N=602$ hearing impaired non-owners
2. Market overview
Prevalence of hearing loss and adoption rate
Hearing loss and hearing instrument ownership by gender/age

- **Age group**
  - 74+:
    - Women: Unimpaired non-owner: 0.3%
    - Women: Impaired non-user: 0.4%
    - Women: HA owner: 1.8%
    - Men: Unimpaired non-owner: 3.1%
    - Men: Impaired non-user: 0.7%
    - Men: HA owner: 0.4%
  - 65 - 74:
    - Women: Unimpaired non-owner: 0.2%
    - Women: Impaired non-user: 0.3%
    - Women: HA owner: 3.6%
    - Men: Unimpaired non-owner: 4.1%
    - Men: Impaired non-user: 0.3%
    - Men: HA owner: 0.1%
  - 55 - 64:
    - Women: Unimpaired non-owner: 0.1%
    - Women: Impaired non-user: 0.4%
    - Women: HA owner: 7.0%
    - Men: Unimpaired non-owner: 7.5%
    - Men: Impaired non-user: 0.3%
    - Men: HA owner: 0.1%
  - 45 - 54:
    - Women: Unimpaired non-owner: 0.1%
    - Women: Impaired non-user: 0.4%
    - Women: HA owner: 7.6%
    - Men: Unimpaired non-owner: 7.7%
    - Men: Impaired non-user: 0.3%
    - Men: HA owner: 0.1%
  - 35 - 44:
    - Women: Unimpaired non-owner: 0.2%
    - Women: Impaired non-user: 0.2%
    - Women: HA owner: 7.6%
    - Men: Unimpaired non-owner: 7.0%
    - Men: Impaired non-user: 0.2%
    - Men: HA owner: 0.1%
  - 25 - 34:
    - Women: Unimpaired non-owner: 0.2%
    - Women: Impaired non-user: 0.1%
    - Women: HA owner: 6.9%
    - Men: Unimpaired non-owner: 6.0%
    - Men: Impaired non-user: 0.1%
    - Men: HA owner: 0.1%
  - 15 - 24:
    - Women: Unimpaired non-owner: 0.1%
    - Women: Impaired non-user: 0.1%
    - Women: HA owner: 6.0%
    - Men: Unimpaired non-owner: 5.5%
    - Men: Impaired non-user: 0.1%
    - Men: HA owner: 0.0%
  - <= 14:
    - Women: Unimpaired non-owner: 0.1%
    - Women: Impaired non-user: 0.0%
    - Women: HA owner: 6.5%
    - Men: Unimpaired non-owner: 6.1%
    - Men: Impaired non-user: 0.1%
    - Men: HA owner: 0.1%

Legend:
- Women: Unimpaired non-owner
- Women: Impaired non-user
- Women: HA owner
- Men: Unimpaired non-owner
- Men: Impaired non-user
- Men: HA owner
Hearing loss prevalence Korea 2021
Self stated hearing loss

% hearing loss prevalence

- Total: 5.9%
- Total 18+: 6.6%
- 74+: 25.9%
- 65-74: 10.2%
- 55-64: 6.1%
- 45-54: 5.3%
- 35-44: 3.8%
- 25-34: 3.5%
- 15-24: 1.7%
- <=14: 2.1%

KoreaTrak 2021
Base: 15,785
Hearing aid adoption rate: 37% of hearing impaired have hearing aid(s), 51% of them have binaural treatment.
Overview hearing loss prevalence and hearing aid adoption

KoreaTrak 2021

- 5.9% Hearing impaired (stated)
- 2.2% Adoption (% of population)
- 36.6% Adoption (% of stated impaired)
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

<table>
<thead>
<tr>
<th></th>
<th>HA-Non-owner</th>
<th>HA Owner</th>
<th>Hearing Aid Adoption (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ears impaired</strong> (stated)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unilateral loss</td>
<td>58%</td>
<td>46%</td>
<td>37%</td>
</tr>
<tr>
<td>Bilateral loss</td>
<td>42%</td>
<td>54%</td>
<td>48%</td>
</tr>
<tr>
<td><strong>Perceived loss</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mild</td>
<td>53%</td>
<td>23%</td>
<td>22%</td>
</tr>
<tr>
<td>Moderate</td>
<td>29%</td>
<td>40%</td>
<td>48%</td>
</tr>
<tr>
<td>Severe</td>
<td>15%</td>
<td>29%</td>
<td>58%*</td>
</tr>
<tr>
<td>Profound</td>
<td>3%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

* combined “severe” and “profound” because n is too small
Hearing tests and where hearing is tested
Hearing Tests: 64% had a hearing test in the last 5 years, most tests done by ENTs and family doctors

Have you ever taken a hearing test?

- Yes, in the last 12 months: 35%
- Yes, in the last 1-5 years: 27%
- Yes, more than 5 years ago: 9%
- No, never: 29%

Where/how was your hearing tested?

- Ear doctor (ENT): 42%
- Family doctor: 33%
- Hearing Care Professional: 11%
- Online test / smartphone app: 2%
- Other: 16%
- Don't know: 4%

Base=12'606

Base= 8'107
The route to the hearing aid:
Sources of information and drop-out rates
Internet research is the most important source of information about hearing aids.

Where did you gather information about hearing aids?

- Internet research combined: 54% (Hearing loss Total) 61% (Hearing aid)
  - Internet research: other websites, google...: 30% (Hearing loss) 50% (Hearing aid)
  - Internet research: websites of hearing aids manufacturers: 28% (Hearing loss) 32% (Hearing aid)
  - Family doctor, ear doctor (ENT), Hearing Aid Dispenser, Audiologist: 26% (Hearing loss) 27% (Hearing aid)
  - Conversations with friends, relatives already fitted with a hearing aid: 19% (Hearing loss) 22% (Hearing aid)
  - Internet research: websites of hearing aid clinics: 15% (Hearing loss) 26% (Hearing aid)
  - Articles in magazines or newspapers: 11% (Hearing loss) 11% (Hearing aid)
  - Print ads received in your mailbox: 6% (Hearing loss) 8% (Hearing aid)
  - Other: 2% (Hearing loss) 1% (Hearing aid)
  - I did not gather information about hearing aids: 5% (Hearing loss) 20% (Hearing aid)
The route to the hearing aid

Base: N=1'002
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=1'002
The route to the hearing aid: GP/Family doctor
Have you discussed your hearing problem with your family doctor?

% Discussed with GP

<table>
<thead>
<tr>
<th></th>
<th>Total hearing impaired</th>
<th>HA owner</th>
<th>Hearing impaired non-owners</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>48%</td>
<td>69%</td>
<td>35%</td>
</tr>
</tbody>
</table>

What did he/she recommend?

**HA owner (Base: 258)**
- Referred to an ear doctor (ENT): 70%
- Referred to an audiologist: 38%
- Recommended to get a hearing aid: 49%
- Recommended no further action: 0%

**Impaired non-owner (Base: 182)**
- Referred to an ear doctor (ENT): 57%
- Referred to an audiologist: 17%
- Recommended to get a hearing aid: 29%
- Recommended no further action: 14%
The route to the hearing aid: ENT
Have you ever discussed your hearing problem in a hospital with an ear doctor (ENT)?

% Discussed with ENT

- Total hearing impaired: 58%
- HA owner: 77%
- Hearing impaired non-owners: 47%

What did he/she recommend?

HA owner (Base: 296)
- Did prescribe a hearing aid: 74%
- Referred to an audiologist: 51%
- Recommended no further action: 1%

Impaired non-owner (Base: 267)
- Did prescribe a hearing aid: 25%
- Referred to an audiologist: 34%
- Recommended no further action: 44%
The route to the hearing aid: audiologist
Have you ever discussed your hearing problem with an audiologist?

% Discussed with audiologist

- Total hearing impaired: 44%
- HA owner: 83%
- Hearing impaired non-owners: 21%

What did he/she recommend?

HA owner (Base: 311)
- Recommended to get a hearing aid: 97%
- Recommended not to get a hearing aid: 3%

Impaired non-owner (Base: 112)
- Recommended to get a hearing aid: 67%
- Recommended not to get a hearing aid: 33%
Recommendations by profession

- **GP (N=440)**
  - Referred to an ear doctor (ENT): 64%
  - Referred to an audiologist: 29%
  - Recommended to get a hearing aid: 6%
  - Recommended no further action: 10%

- **ENT (N=563)**
  - Referred to an ear doctor (ENT): 42%
  - Referred to an audiologist: 49%
  - Recommended to get a hearing aid: 23%
  - Recommended no further action: 6%

- **Audiologist (N=423)**
  - Referred to an ear doctor (ENT): 88%
  - Referred to an audiologist: 12%
  - Recommended to get a hearing aid: 0%
  - Recommended no further action: 0%
Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive symptoms, sleep quality, co-morbidities
Work competitiveness: 96% of the working hearing aid owners state their hearing aid(s) are useful on their job.

How useful are your hearing aids on your job?

- Of no use
- Of some use
- Of significant use

Base: N=219
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.

- 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 = 527 / hearing aid N=377
General health problems: Risk of being depressed (PHQ-2 Screening) for HA owners is slightly lower 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

Probability of major depressive disorder

<table>
<thead>
<tr>
<th>Hearing aid</th>
<th>very high</th>
<th>medium</th>
<th>very low</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5%</td>
<td>81%</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top 50% hearing loss, no hearing aid</th>
<th>very high</th>
<th>medium</th>
<th>very low</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>6%</td>
<td>88%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Base: hearing aid N=206 / top 50% HL, no hearing aid =69 (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 non-owners with significant hearing loss (Top50% hearing loss group*), hearing aid owners feel less exhausted in the evenings.

*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?

<table>
<thead>
<tr>
<th>Condition</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 50% hearing loss, no hearing aid (n=69)</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>Hearing aid (n=206)</td>
<td>50%</td>
<td>50%</td>
</tr>
</tbody>
</table>
48% of all hearing impaired think that hearing loss could be linked to depression, 41% to sleeping disorder.

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

- Depression: 48%
- Sleeping disorder: 41%
- Dementia: 30%
- Poor eyesight: 26%
- High blood pressure: 17%
- Back problems: 12%
- Diabetes: 12%
- Hearing loss is not linked to any of those health issues: 21%

Hearing impaired, N=1’002
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

<table>
<thead>
<tr>
<th>Stated hearing loss</th>
<th>(% of impaired population*)</th>
<th>Adoption rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profound</td>
<td>(5%)</td>
<td>58%*</td>
</tr>
<tr>
<td>Severe</td>
<td>(20%)</td>
<td>48%</td>
</tr>
<tr>
<td>Moderate</td>
<td>(33%)</td>
<td>48%</td>
</tr>
<tr>
<td>Mild</td>
<td>(42%)</td>
<td>22%</td>
</tr>
</tbody>
</table>

- Sums can differ from 100% due to rounding
- * combined “severe” and “profound” because n is too small

Base: N=897

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67% of the currently owned HAs were acquired in 2019 or later.

ITE is the most often purchased type of HA.

Age of currently owned HAs (Mean): 3.0 years
74% of current users are first time users. 2-3 years pass between becoming aware of the hearing loss and the purchase of hearing aids. Hearing aids are used for 5 years before they are being replaced.

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?

- 32% of users have been aware of their hearing loss for 1 year
- 23% of users have been aware of their hearing loss for 2 years
- 28% of users have been aware of their hearing loss for 3 years
- 11% of users have been aware of their hearing loss for 4-6 years
- 7% of users have been aware of their hearing loss for more than 6 years

Age of HA before it has been replaced: 5 years (median)
85% of all HA owners think they should have gotten their HAs sooner! Main reason is missing out on social life and better mental/emotional health.

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

- Better social life: 61%
- Better mental/emotional health: 58%
- Better performance at work: 32%
- Less fatigue in the evening: 30%
- Other opportunity: 3%

Base: N=332
Only 1 out of 10 HA owners got the HAs fully funded, 48% received partial support. Most non owners think that no funding is available or they don’t know.

**Owners:** Did you purchase your hearing aids through a third party purchase channel, such as a state grant or sponsorship?

- Yes, fully funded: 5%
- Yes, partially supported: 11%
- No: 36%
- I don’t know: 48%

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

- Yes: 18%
- No: 47%
- I don’t know: 36%
Specialized hearing aid store is where most current hearing aids have been obtained (and non owners would most likely go to).

**OWNERS:**
Where was your most current hearing aid obtained?

- Hearing aid shop: 56%
- Private otolaryngology hospital: 17%
- University hospital: 12%
- Pharmacy: 6%
- Optician: 4%
- Online retailer: 3%
- Large marts (E-Mart, Homeplus, Lotte Mart, etc.): 1%
- Other: 1%

HA-owner, N=400

**NON OWNERS:**
If you were to get hearing aids, where would you go?

- Hearing aid shop: 67%
- Private otolaryngology hospital: 12%
- University hospital: 12%
- Pharmacy: 2%
- Optician: 2%
- Online retailer: 4%
- Large marts (E-Mart, Homeplus, Lotte Mart, etc.): 1%
- Other: 1%

HA-non-owner, N=602
Recommendation intention of the place where the hearing aid(s) have been obtained is relatively low with a negative NPS score of -33.

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 = -33

HA-owner, N=400
On average, HAs are worn 5.7 hours a day

How many hours a day are HA worn?

HA-worn: Mean: 5.7 hours/day

In the drawer (0 hours): 5%

HA-owner, N=400
49% of today’s hearing aid owners are aware of their hearing aid brand.

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

- Yes, I know it by heart: 49%
- No, but I could find out: 20%
- No, and can’t find out: 31%

HA-owner, N=400
39% of the HA owners use an accessory for their hearing aids. 52% 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=400)

- Yes: 42%
- No: 43%
- don't know / no answer: 16%

Do you personally use accessories for your hearing aids (TV-Streamer/ Apps / Remote Control / etc.)? (HA owners, N= 400)

- Yes: 39%
- No: 61%

**IF ACCESSORIES USED (N=162):**
Overall, how satisfied with the performance of your accessory(s)?

- very dissatisfied: 3%
- dissatisfied: 7%
- somewhat dissatisfied: 17%
- neutral: 21%
- somewhat satisfied: 31%
- satisfied: 18%
- very satisfied: 3%
Satisfaction with hearing aids and drivers
81% 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?

- 55% hearing aids work better than I expected
- 26% hearing aids work as I expected
- 19% hearing aids work worse than I expected

Base: N=400
Overall satisfaction with HA: 57% of hearing aid owners are satisfied with their hearing aid(s), 19% are dissatisfied.
## Satisfaction with current hearing aids

### Audiologist
- Professionalism of audiologist
- Quality of audiologist's counseling
- Quality of service during hearing aid fitting period
- Quality of service after purchase

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Dissatisfied</th>
<th>Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professionalism of audiologist</td>
<td>13%</td>
<td>67%</td>
</tr>
<tr>
<td>Quality of audiologist's counseling</td>
<td>12%</td>
<td>63%</td>
</tr>
<tr>
<td>Quality of service during hearing aid fitting period</td>
<td>16%</td>
<td>63%</td>
</tr>
<tr>
<td>Quality of service after purchase</td>
<td>16%</td>
<td>59%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Sound Quality Feature</th>
<th>Dissatisfied</th>
<th>Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clearness of tone and sound</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Natural sounding</td>
<td>15%</td>
<td>62%</td>
</tr>
<tr>
<td>Comfort with loud sounds</td>
<td>18%</td>
<td>61%</td>
</tr>
<tr>
<td>Richness or fidelity of sound</td>
<td>16%</td>
<td>58%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Product Feature</th>
<th>Dissatisfied</th>
<th>Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability</td>
<td>13%</td>
<td>65%</td>
</tr>
<tr>
<td>Overall fit/ Comfort</td>
<td>16%</td>
<td>64%</td>
</tr>
<tr>
<td>Visibility to others</td>
<td>14%</td>
<td>61%</td>
</tr>
<tr>
<td>Battery life</td>
<td>17%</td>
<td>59%</td>
</tr>
<tr>
<td>Ease of changing battery</td>
<td>18%</td>
<td>59%</td>
</tr>
<tr>
<td>Managing whistling/feedback/buzzing</td>
<td>15%</td>
<td>59%</td>
</tr>
<tr>
<td>Value (performance versus money spent)</td>
<td>20%</td>
<td>56%</td>
</tr>
</tbody>
</table>

---

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

HA-owner, N=400
Satisfaction with current hearing aids

<table>
<thead>
<tr>
<th>Listening situation</th>
<th>%dissatisfied</th>
<th>%satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the telephone</td>
<td>16%</td>
<td>67%</td>
</tr>
<tr>
<td>Conversation with one Person</td>
<td>15%</td>
<td>67%</td>
</tr>
<tr>
<td>Conversation in small groups</td>
<td>16%</td>
<td>65%</td>
</tr>
<tr>
<td>At home with family members</td>
<td>16%</td>
<td>65%</td>
</tr>
<tr>
<td>In the workplace</td>
<td>13%</td>
<td>65%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>15%</td>
<td>65%</td>
</tr>
<tr>
<td>Watching TV</td>
<td>14%</td>
<td>64%</td>
</tr>
<tr>
<td>In school or a classroom (as an observer or student)</td>
<td>12%</td>
<td>64%</td>
</tr>
<tr>
<td>When riding in a car</td>
<td>12%</td>
<td>63%</td>
</tr>
<tr>
<td>At a movie theater</td>
<td>14%</td>
<td>63%</td>
</tr>
<tr>
<td>Listening to Music</td>
<td>14%</td>
<td>62%</td>
</tr>
<tr>
<td>Leisure activities</td>
<td>14%</td>
<td>62%</td>
</tr>
<tr>
<td>When talking to children</td>
<td>17%</td>
<td>60%</td>
</tr>
<tr>
<td>In a store, when shopping</td>
<td>15%</td>
<td>60%</td>
</tr>
<tr>
<td>Conversation in large groups</td>
<td>20%</td>
<td>59%</td>
</tr>
<tr>
<td>In a larger lecture hall (e.g., theater, concert hall,...</td>
<td>19%</td>
<td>56%</td>
</tr>
<tr>
<td>Use in noisy situations</td>
<td>21%</td>
<td>55%</td>
</tr>
</tbody>
</table>

%dissatisfied = % very dissatisfied + % dissatisfied + % somewhat dissatisfied
%satisfied = % somewhat satisfied + % satisfied + % very satisfied
Quality of service during hearing aid fitting period, reliability and comfort with loud sounds are the most important factors influencing satisfaction with current HA

### Audiologist
- Quality of service during hearing aid fitting period: 0.76
- Quality of service after purchase: 0.69
- Professionalism of audiologist: 0.65
- Quality of audiologist counseling: 0.63

### Sound quality signal process.
- Comfort with loud sounds: 0.70
- Clearness of tone and sound: 0.67
- Natural sounding: 0.67
- Richness or fidelity of sound: 0.65

### Product features
- Reliability: 0.73
- Managing whistling/feedback/buzzing: 0.66
- Value (performance versus money spent): 0.64
- Visibility to others: 0.60
- Overall fit/ Comfort: 0.58
- Battery life: 0.58
- Ease of changing battery: 0.54

*The Influence has been calculated with a correlation: 0 means no relation between a criterion and overall satisfaction, 1 means a maximal relationship. Read: Quality of service during hearing aid fitting period is the most important criteria for satisfaction.*
Important listening situations

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

- In conversations with large groups
- When talking on a phone
- At home with family members
- In conversations with 1 person
- When watching TV with others
- When talking to children
- In noisy situations
- In conversations with small groups
- In the workplace
- Outdoors
- In a store, when shopping
- When listening to music
- In a larger lecture hall (e.g., theater, concert hall, place...)
- During leisure activities (e.g., exercising, taking a walk, ...)
- When riding in a car
- In school or a classroom (as an observer or student)
- At a movie theater

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Positive impact of hearing aids, quality of life
### Significant positive impact of HAs on different aspects: Especially communication effectiveness, confidence, sense of safety and relationships at home 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).

<table>
<thead>
<tr>
<th>Area</th>
<th>a lot worse</th>
<th>worse</th>
<th>the same</th>
<th>better</th>
<th>a lot better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall ability to communicate more effectively</td>
<td>7%</td>
<td>25%</td>
<td>46%</td>
<td>21%</td>
<td>7%</td>
</tr>
<tr>
<td>in most situations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confidence in yourself</td>
<td>4%</td>
<td>29%</td>
<td>45%</td>
<td>21%</td>
<td>4%</td>
</tr>
<tr>
<td>Sense of safety</td>
<td>5%</td>
<td>30%</td>
<td>47%</td>
<td>16%</td>
<td>5%</td>
</tr>
<tr>
<td>Relationships at home</td>
<td>2%</td>
<td>33%</td>
<td>41%</td>
<td>21%</td>
<td>2%</td>
</tr>
<tr>
<td>Mental/emotional health</td>
<td>4%</td>
<td>31%</td>
<td>42%</td>
<td>20%</td>
<td>4%</td>
</tr>
<tr>
<td>Mental ability</td>
<td>3%</td>
<td>34%</td>
<td>43%</td>
<td>18%</td>
<td>3%</td>
</tr>
<tr>
<td>Social life</td>
<td>3%</td>
<td>36%</td>
<td>40%</td>
<td>19%</td>
<td>3%</td>
</tr>
<tr>
<td>Feelings about yourself</td>
<td>5%</td>
<td>34%</td>
<td>41%</td>
<td>18%</td>
<td>5%</td>
</tr>
<tr>
<td>Sense of independence</td>
<td>4%</td>
<td>35%</td>
<td>42%</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>Ability to participate in group activities</td>
<td>4%</td>
<td>36%</td>
<td>40%</td>
<td>16%</td>
<td>4%</td>
</tr>
<tr>
<td>Relationships at work</td>
<td>7%</td>
<td>38%</td>
<td>36%</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>Physical health</td>
<td>5%</td>
<td>43%</td>
<td>37%</td>
<td>14%</td>
<td>5%</td>
</tr>
</tbody>
</table>

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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?

- Yes: 81%
- No: 19%

Base: N=400
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?

- **Communication with Person**: 2% a lot worse, 13% worse, 27% the same, 40% better, 18% a lot better
- **Social activities together with Person**: 4% a lot worse, 12% worse, 36% the same, 36% better, 12% a lot better
- **Personal relationship with Person**: 2% a lot worse, 11% worse, 42% the same, 34% better, 11% a lot better
- **Quarrels/disputes with Person**: 3% a lot worse, 10% worse, 44% the same, 32% better, 11% a lot better
97% of the 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?

- Never: 3%
- Rarely: 10%
- Occasionally: 27%
- Regularly: 60%

Base: N=400
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

<table>
<thead>
<tr>
<th>Perceived loss</th>
<th>HA Owner</th>
<th>HA-Non-owner Low 50% HL</th>
<th>Non-owner Top 50% HL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mild</td>
<td>23%</td>
<td>66%</td>
<td>17%</td>
</tr>
<tr>
<td>Moderate</td>
<td>40%</td>
<td>24%</td>
<td>45%</td>
</tr>
<tr>
<td>Severe</td>
<td>29%</td>
<td>8%</td>
<td>31%</td>
</tr>
<tr>
<td>Profound</td>
<td>7%</td>
<td>1%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Top 10 reasons for not having a hearing aid (I/II)

- **Uncomfortable**: 57% Reason, 16% Somewhat a reason, 27% Not a reason
- **Do not admit I have a hearing loss in public**: 50% Reason, 18% Somewhat a reason, 32% Not a reason
- **Hearing loss not severe enough**: 43% Reason, 23% Somewhat a reason, 33% Not a reason
- **Another hearing aid owners opinion**: 40% Reason, 26% Somewhat a reason, 34% Not a reason
- **They do not work well in noisy situations**: 40% Reason, 23% Somewhat a reason, 37% Not a reason
- **Have hearing loss in only one ear**: 40% Reason, 20% Somewhat a reason, 39% Not a reason
- **Would be embarrassed to wear a hearing aid**: 40% Reason, 20% Somewhat a reason, 40% Not a reason
- **They do not restore your hearing to normal**: 35% Reason, 23% Somewhat a reason, 42% Not a reason
- **Have hearing loss only with low frequency sounds**: 34% Reason, 23% Somewhat a reason, 42% Not a reason
- **Have more serious priorities**: 34% Reason, 23% Somewhat a reason, 43% Not a reason

Base: non owners Top 50% HL: N=146
Less important reasons for not having a hearing aid (II/II)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Not a reason</th>
<th>Somewhat a reason</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hear well enough in most situations</td>
<td>43%</td>
<td>24%</td>
<td>34%</td>
</tr>
<tr>
<td>Have tinnitus (ringing in ears)</td>
<td>43%</td>
<td>20%</td>
<td>37%</td>
</tr>
<tr>
<td>Cannot afford a hearing aid</td>
<td>44%</td>
<td>25%</td>
<td>31%</td>
</tr>
<tr>
<td>Ear doctors opinion (ENT)</td>
<td>45%</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>Social / Family opinion such as child, spouse, friend</td>
<td>48%</td>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>Bad design</td>
<td>49%</td>
<td>22%</td>
<td>29%</td>
</tr>
<tr>
<td>Have hearing loss only with high pitch sounds</td>
<td>50%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Hearing Aid Dispenser/Audiologists opinion</td>
<td>52%</td>
<td>28%</td>
<td>20%</td>
</tr>
<tr>
<td>Family doctors opinion (GP)</td>
<td>52%</td>
<td>21%</td>
<td>27%</td>
</tr>
<tr>
<td>Have Sensor-neural hearing loss (nerve deafness)</td>
<td>54%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Do not trust audiologist</td>
<td>54%</td>
<td>19%</td>
<td>27%</td>
</tr>
<tr>
<td>Have tried hearing aid and they do not work</td>
<td>57%</td>
<td>18%</td>
<td>26%</td>
</tr>
<tr>
<td>Do not know where to get hearing aids</td>
<td>57%</td>
<td>18%</td>
<td>25%</td>
</tr>
<tr>
<td>I have vision or dexterity problems</td>
<td>60%</td>
<td>14%</td>
<td>26%</td>
</tr>
<tr>
<td>Have not had hearing tested yet</td>
<td>61%</td>
<td>15%</td>
<td>23%</td>
</tr>
<tr>
<td>Hearing problem requires surgery</td>
<td>63%</td>
<td>16%</td>
<td>21%</td>
</tr>
<tr>
<td>Had surgery - hearing aids wont help</td>
<td>68%</td>
<td>14%</td>
<td>18%</td>
</tr>
</tbody>
</table>
Social rejection because of hearing loss compared to the acceptance of hearing aids
32% 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?

- 40% Never
- 32% Rarely
- 26% Occasionally
- 3% Regularly

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

- 41% Never
- 34% Rarely
- 1% Occasionally
- 24% Regularly

Base: N=400

Base: Top 50% hearing loss, no hearing aid N=146
Most important triggers to buy
The most important influencing factors are ENT, audiologist, worsening hearing loss (+price, insurance coverage especially for the non owners)

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

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

<table>
<thead>
<tr>
<th>Factor</th>
<th>Hearing Aid (n=400)</th>
<th>Hearing Loss but no Hearing Aid (n=602)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENT/Ear Doctor</td>
<td>21%</td>
<td>51%</td>
</tr>
<tr>
<td>Price of hearing aid</td>
<td>21%</td>
<td>46%</td>
</tr>
<tr>
<td>Free due to coverage by Insurance / Received hearing aid free of...</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Audiologist</td>
<td>16%</td>
<td>24%</td>
</tr>
<tr>
<td>Another hearing aid owner (word of mouth)</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Hearing loss got worse</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>Spouse</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Child</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Relative, friend</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>TV advertisement</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>GP/Family doctor</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>Safety concerns</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Internet: Websites of hearing aid clinics</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Hearing loss article or literature</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Internet: Websites of hearing aids manufacturers</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Internet: Other websites, google...</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Financial Situation improved</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>Newspaper advertisement</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Co-worker or boss</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Information/advice about hearing loss from consumer</td>
<td>2%</td>
<td>7%</td>
</tr>
<tr>
<td>Radio advertisement</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Magazine advertisement</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Direct mail piece</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Telemarketing phone call</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Celebrity or public Personality</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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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)?

- ENT/ Ear Doctor: 23%
- Hearing loss got/gets worse: 13%
- Child: 11%
- Free due to coverage by Insurance /...: 8%
- Spouse: 7%
- TV advertisement: 6%
- Price of hearing aid: 5%
- Audiologist: 5%
- Another hearing aid owner (word of mouth): 4%
- GP /Family doctor: 4%
- Friend / relative: 3%
- Newspaper advertisement: 2%
- Financial Situation improved: 2%
- Direct mail piece: 2%
- Internet: Websites of hearing aid clinics: 2%
- Internet: Websites of hearing aids...: 1%
- Co-worker or boss: 1%
- Hearing loss article or literature: 1%
- Telemarketing phone call: 1%
- Radio advertisement: 1%
## Demographics (1) Hearing instrument adoption rates and populations

### Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>7909</td>
<td>6.0%</td>
<td>39.8%</td>
</tr>
<tr>
<td>Female</td>
<td>7876</td>
<td>5.8%</td>
<td>33.2%</td>
</tr>
</tbody>
</table>

### Age recoded

<table>
<thead>
<tr>
<th>Age group</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 14</td>
<td>2032</td>
<td>2.1%</td>
<td>70.3%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>1848</td>
<td>1.7%</td>
<td>45.5%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>2'104</td>
<td>3.5%</td>
<td>56.4%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>2'433</td>
<td>3.8%</td>
<td>41.7%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>2'546</td>
<td>5.3%</td>
<td>19.1%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>2'431</td>
<td>6.1%</td>
<td>25.0%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>1'340</td>
<td>10.2%</td>
<td>38.3%</td>
</tr>
<tr>
<td>74+</td>
<td>1'051</td>
<td>25.9%</td>
<td>37.1%</td>
</tr>
</tbody>
</table>

### Type of household

<table>
<thead>
<tr>
<th>Household</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single household</td>
<td>1'230</td>
<td>11.3%</td>
<td>41.2%</td>
</tr>
<tr>
<td>Couple, no kids</td>
<td>1'622</td>
<td>9.2%</td>
<td>39.3%</td>
</tr>
<tr>
<td>Couple with kid(s)</td>
<td>11'036</td>
<td>4.8%</td>
<td>36.5%</td>
</tr>
<tr>
<td>Single mom/dad w/ kid(s)</td>
<td>698</td>
<td>4.6%</td>
<td>28.5%</td>
</tr>
<tr>
<td>Retirement home, hospital etc.</td>
<td>104</td>
<td>23.6%</td>
<td>38.3%</td>
</tr>
<tr>
<td>Other</td>
<td>1'095</td>
<td>5.6%</td>
<td>23.8%</td>
</tr>
</tbody>
</table>

### Status

<table>
<thead>
<tr>
<th>Status</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The head of the household (alone or together with someone)</td>
<td>5'647</td>
<td>9.3%</td>
<td>37.5%</td>
</tr>
<tr>
<td>The spouse of the head of the household</td>
<td>3'988</td>
<td>6.4%</td>
<td>32.3%</td>
</tr>
<tr>
<td>Daughter/son of head of household</td>
<td>5'361</td>
<td>1.5%</td>
<td>50.5%</td>
</tr>
<tr>
<td>Other person</td>
<td>789</td>
<td>9.1%</td>
<td>29.2%</td>
</tr>
</tbody>
</table>

Profiles: Categories add to 100%*

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

<table>
<thead>
<tr>
<th>Employment</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
<th>No hearing loss</th>
<th>Hearing loss but no hearing aid</th>
<th>Hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full time employed</td>
<td>6316</td>
<td>4.8%</td>
<td>30.0%</td>
<td>47.4%</td>
<td>36.7%</td>
<td>29.4%</td>
</tr>
<tr>
<td>Part time employed</td>
<td>1262</td>
<td>5.9%</td>
<td>42.1%</td>
<td>9.3%</td>
<td>7.5%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Unemployed / retired</td>
<td>4351</td>
<td>11.2%</td>
<td>36.9%</td>
<td>30.4%</td>
<td>53.2%</td>
<td>58.3%</td>
</tr>
<tr>
<td>Student / pupil / in training</td>
<td>1857</td>
<td>1.3%</td>
<td>30.3%</td>
<td>12.9%</td>
<td>2.6%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elementary School</td>
<td>590</td>
<td>19.2%</td>
<td>34.3%</td>
<td>3.8%</td>
<td>12.9%</td>
<td>12.6%</td>
</tr>
<tr>
<td>Middle School</td>
<td>742</td>
<td>12.0%</td>
<td>38.5%</td>
<td>5.1%</td>
<td>9.5%</td>
<td>11.1%</td>
</tr>
<tr>
<td>High school</td>
<td>3632</td>
<td>6.5%</td>
<td>34.5%</td>
<td>26.8%</td>
<td>26.6%</td>
<td>26.2%</td>
</tr>
<tr>
<td>Polytechnic University</td>
<td>270</td>
<td>10.3%</td>
<td>53.4%</td>
<td>1.9%</td>
<td>2.2%</td>
<td>4.8%</td>
</tr>
<tr>
<td>University</td>
<td>8032</td>
<td>4.8%</td>
<td>33.7%</td>
<td>60.2%</td>
<td>44.4%</td>
<td>42.3%</td>
</tr>
<tr>
<td>Other</td>
<td>319</td>
<td>10.8%</td>
<td>27.1%</td>
<td>2.2%</td>
<td>4.3%</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

Profiles: Categories add to 100%*