

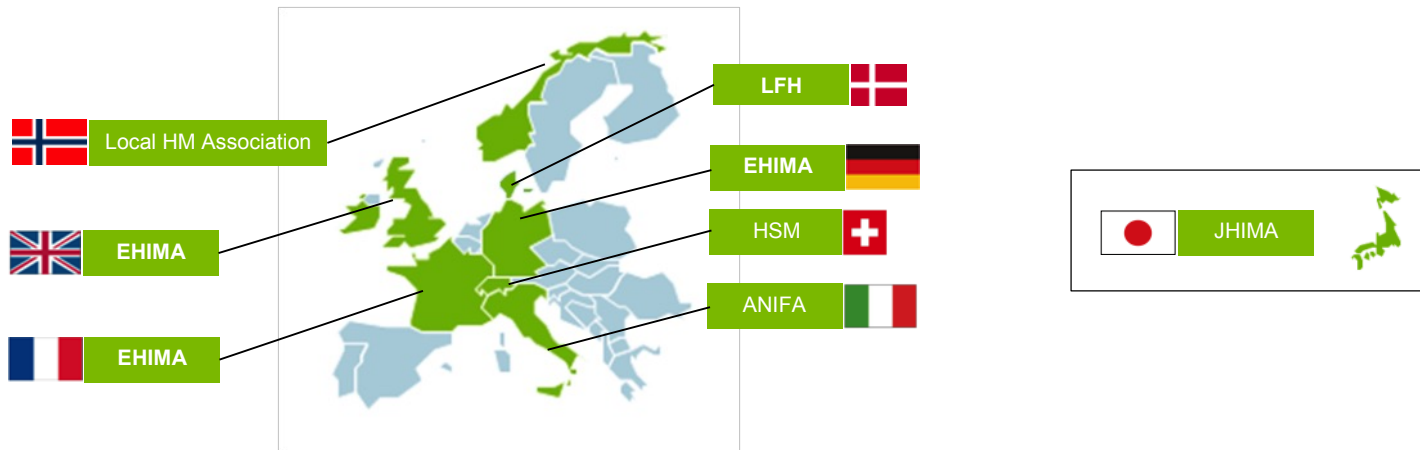
Summary

# EuroTrak Germany 2015

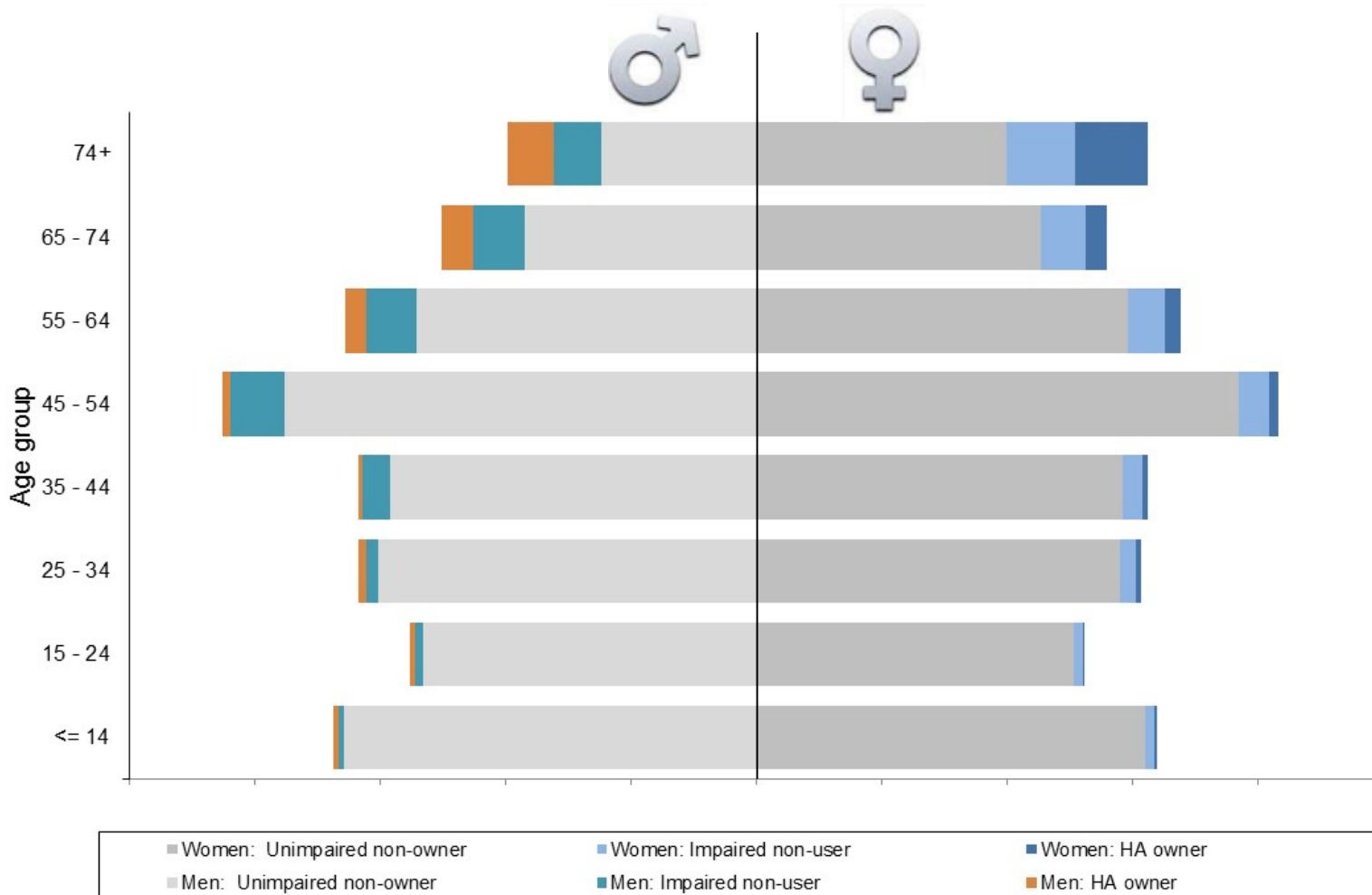
# Summary

## 1. Introduction

- EuroTrak Germany 2015 was designed and executed by Anovum (Zurich) on behalf of the European Hearing Instrument Manufacturers Association (EHIMA).
- Sample sizes Germany 2015:
  - Representative sample (sample 1): n=13'775 people
  - Hearing impaired (sample 2): n=1'304 people
    - Hearing impaired non-owners: n= 799 people with hearing loss (**HL**)
    - HA owners: n= 505 people with hearing aid (**HA**)
- EuroTrak Germany 2015 is part of the EuroTrak studies:

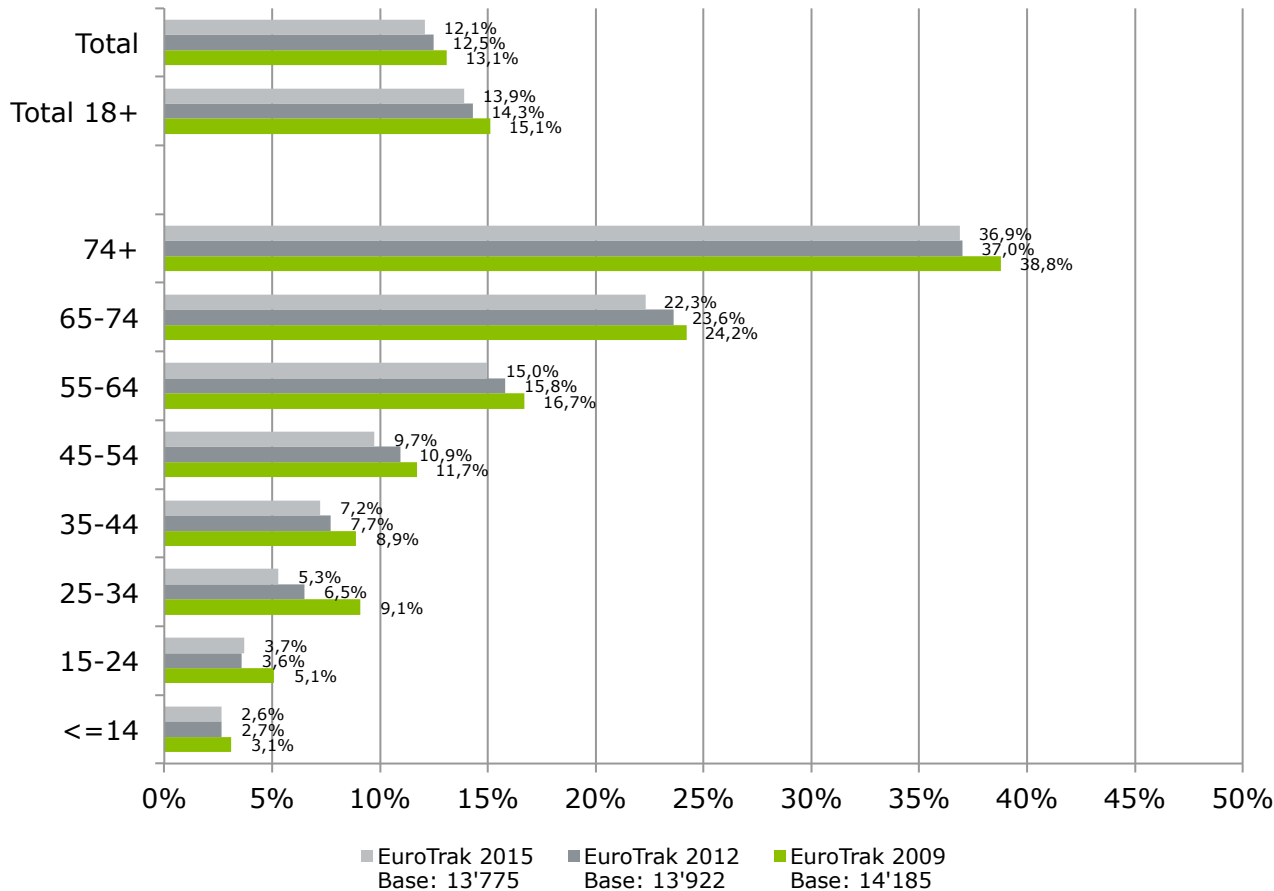


# Hearing loss and hearing instrument ownership by gender/age

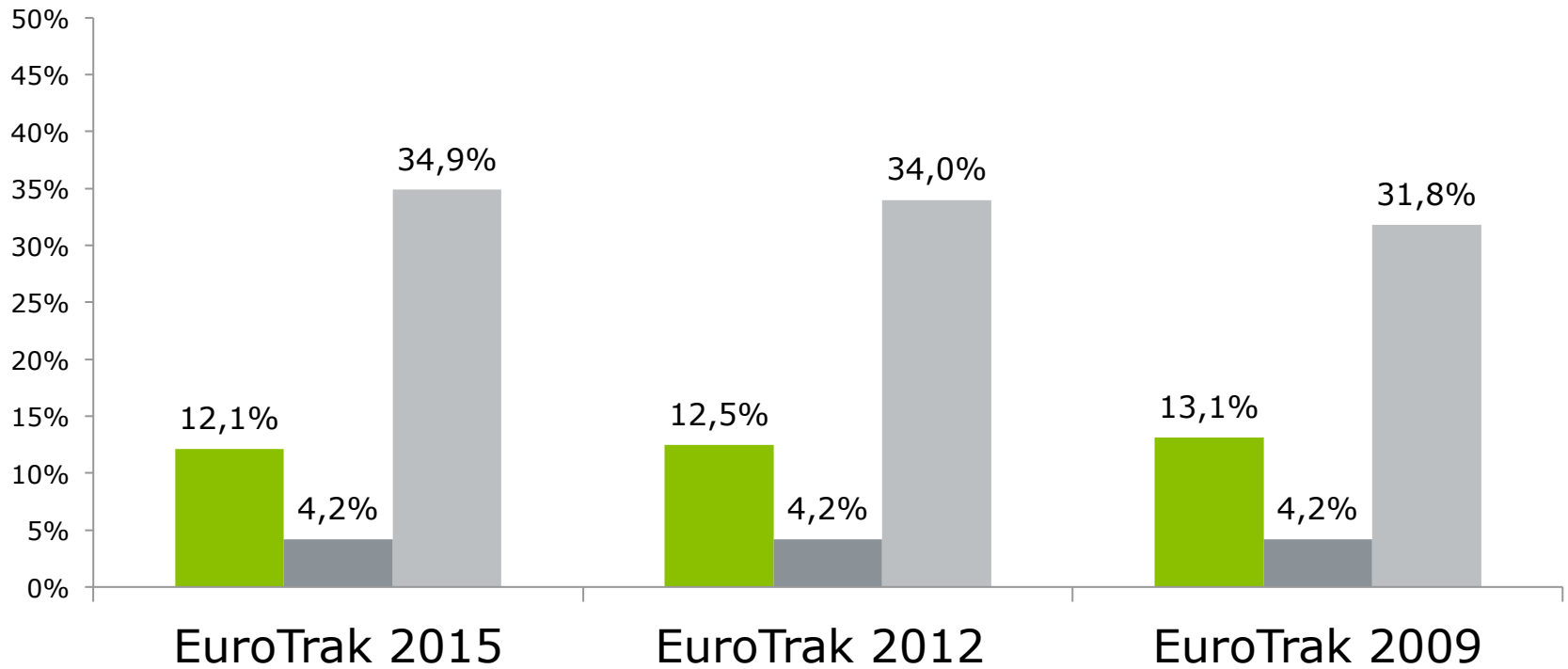


# Hearing loss prevalence Germany

**% hearing loss prevalence**



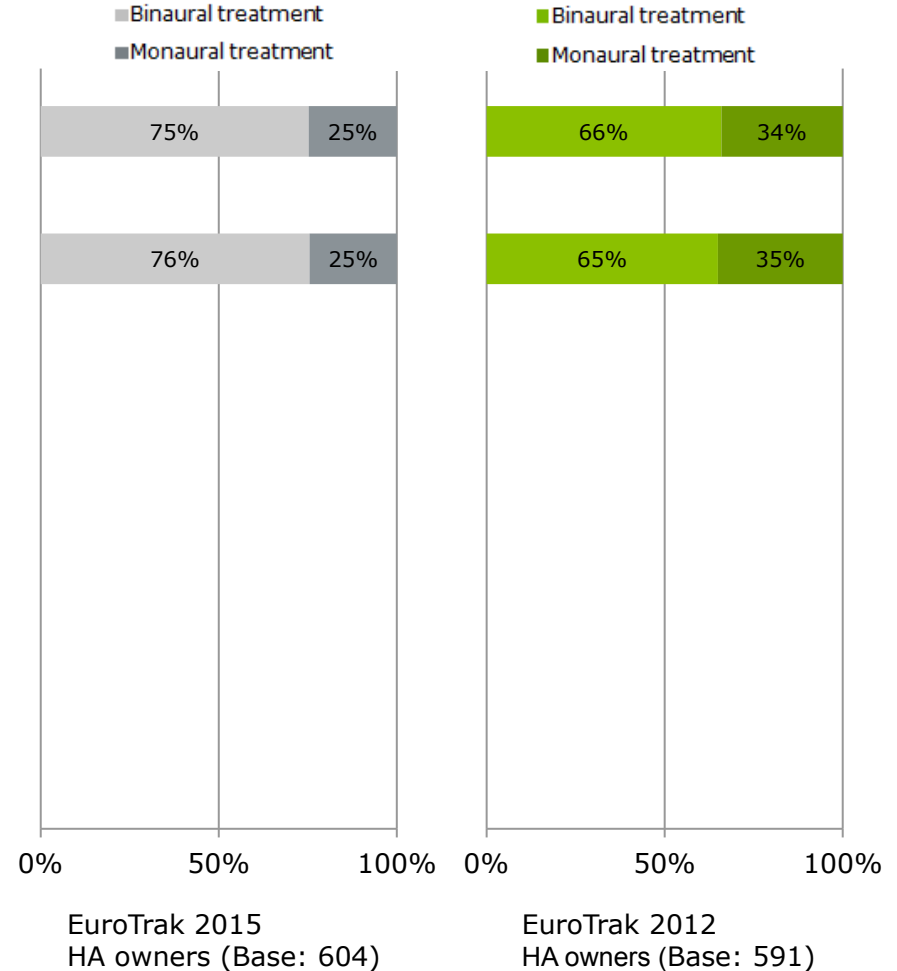
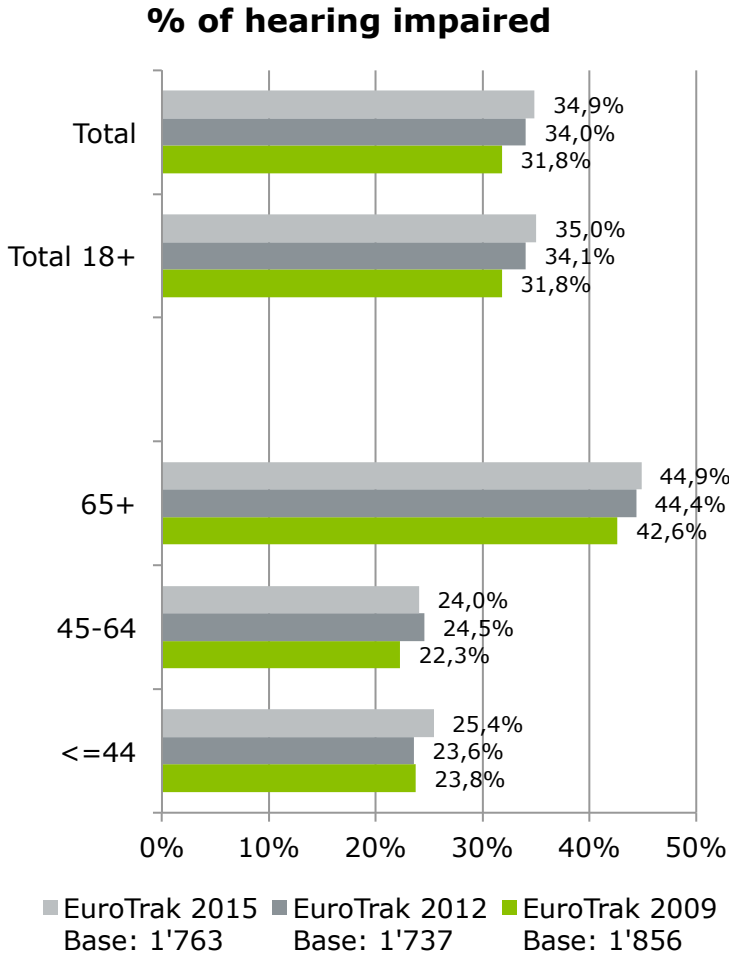
# Overview hearing loss prevalence and hearing aid adoption



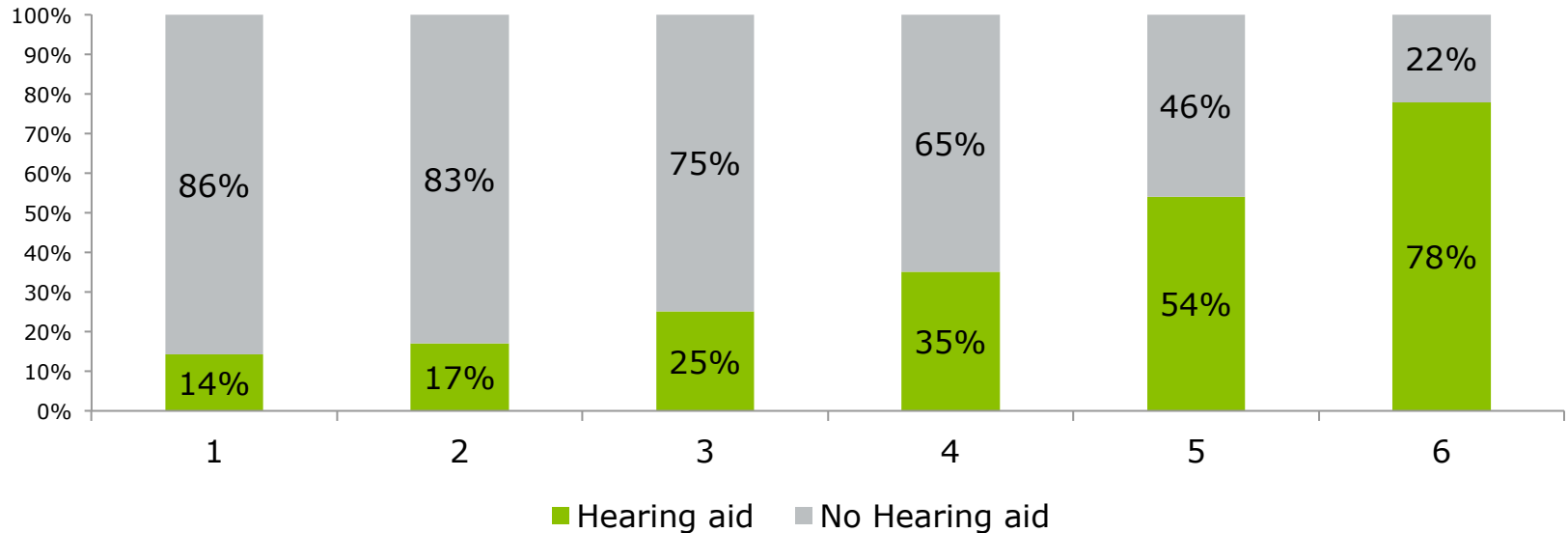
■ Hearing impaired (stated) ■ Adoption (% of population) ■ Adoption (% of stated impaired)



# Hearing aid adoption rate Germany: 35% of hearing impaired have hearing aid(s), 75% of them have binaural treatment



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



## Hearing loss 6-groups

HA-non-owner, n=799  
HA-owner, n=505

\* 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:

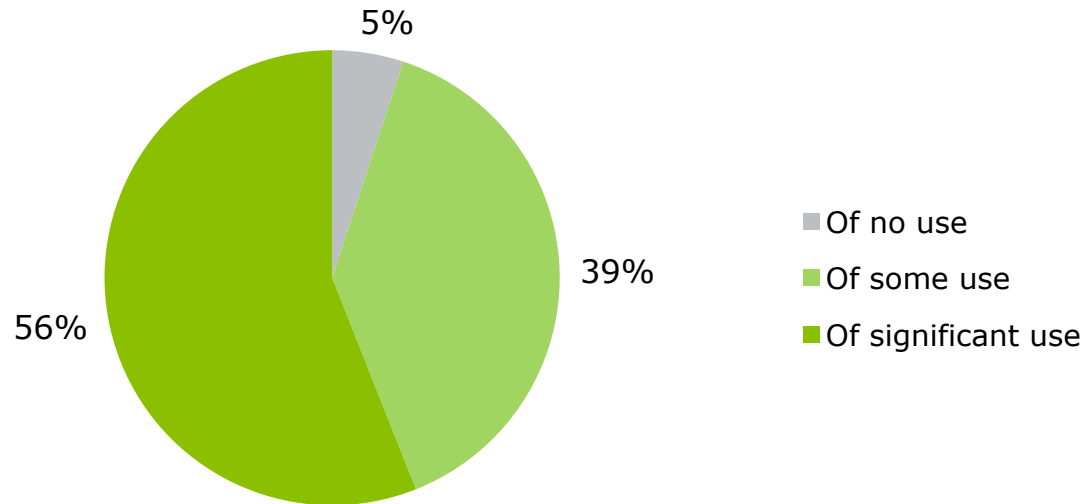
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC - like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

→ People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).



**Work competitiveness:** 95% of the working hearing aid owners state their hearing aid(s) are useful on their job.

**How useful are your hearing aids on your job?**

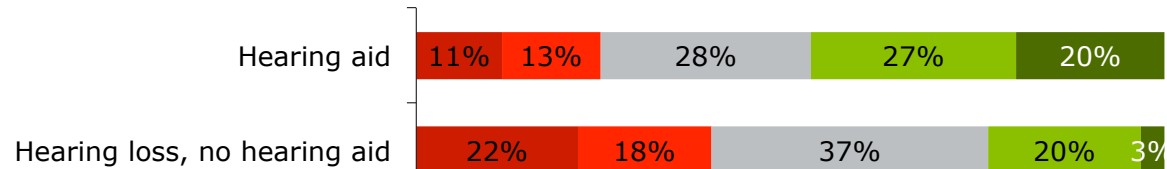




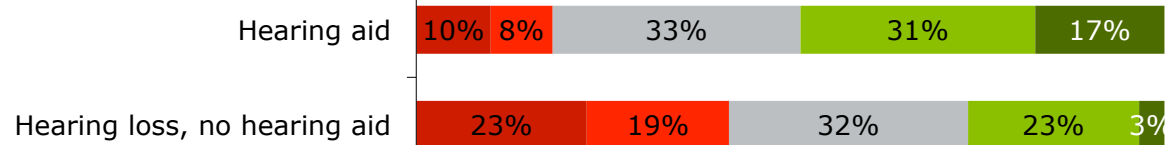
# Work competitiveness: People with hearing aids recognize that hearing aids increase the chance of hearing impaired to get promoted, to get the right job and to get more salary.

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

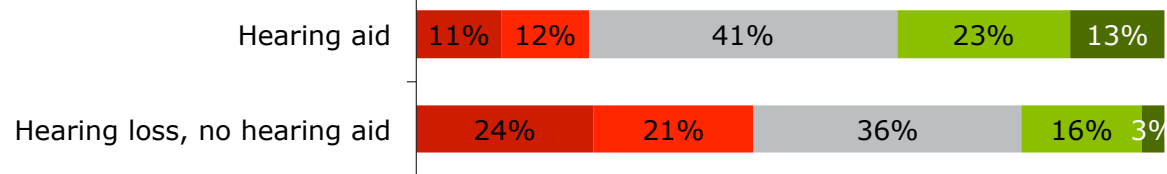
**I think that people with an untreated hearing loss tend to be less promoted in their job**



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



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



Base: hearing aid n=398 / Hearing loss, no hearing aid =612



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

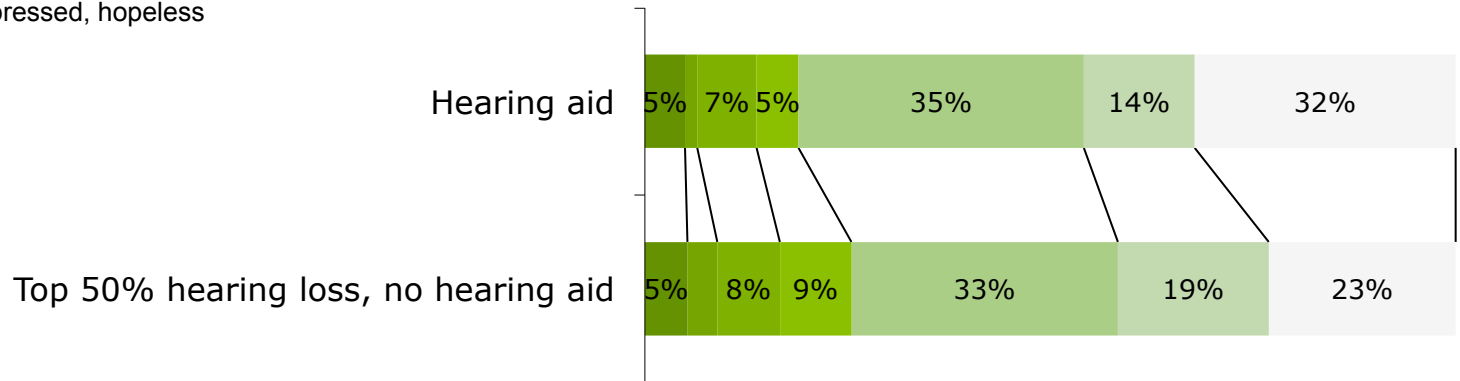
### Depression symptoms:

#### PHQ-2 Screening:

In the last 2 weeks:

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

■ Probability of major depressive disorder=78.6 ■ 56.4 ■ 45.5 ■ 38.4 ■ 21.1 ■ 15.4 ■ 0



Base: hearing aid n=367 / no hearing aid =134

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

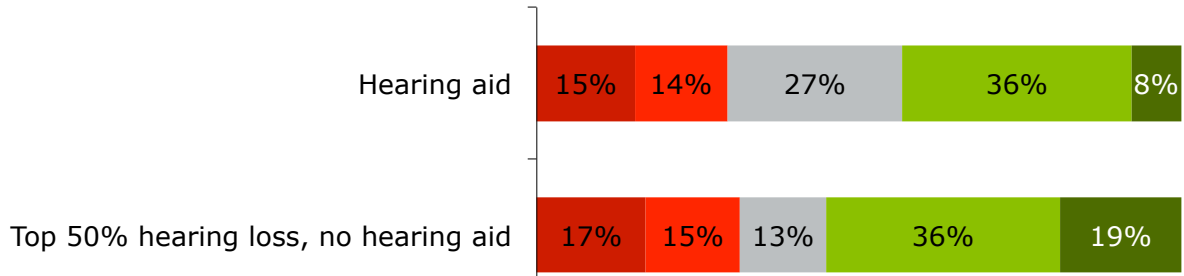
- Number of ears impaired (one or two)
  - Stated hearing loss (Mild to Profound)
  - Scores on 6 APHAB-EC – like questions (Scaled 1-5)
  - When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise
- People were segmented into 6 groups of same size (16.67%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



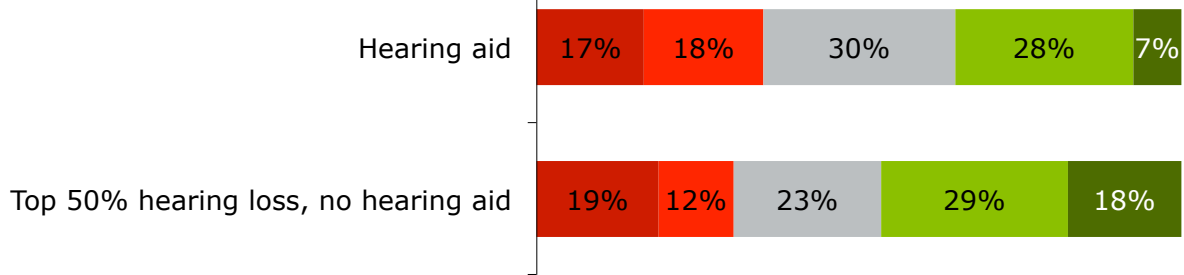
# General health problems: Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss\*), hearing aid owners feel less exhausted in the evenings

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

In the evenings I often feel physically exhausted



In the evenings I often feel mentally exhausted



Base : Top 50% n=134 / hearing aid n=367

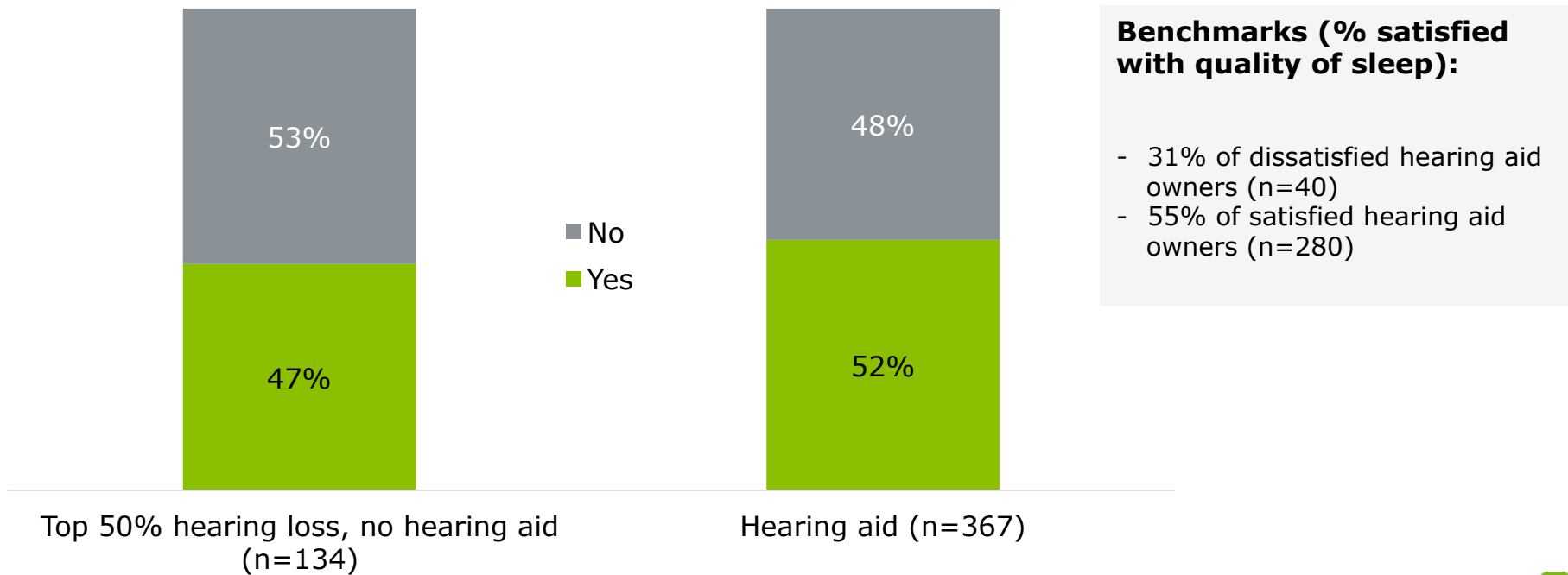
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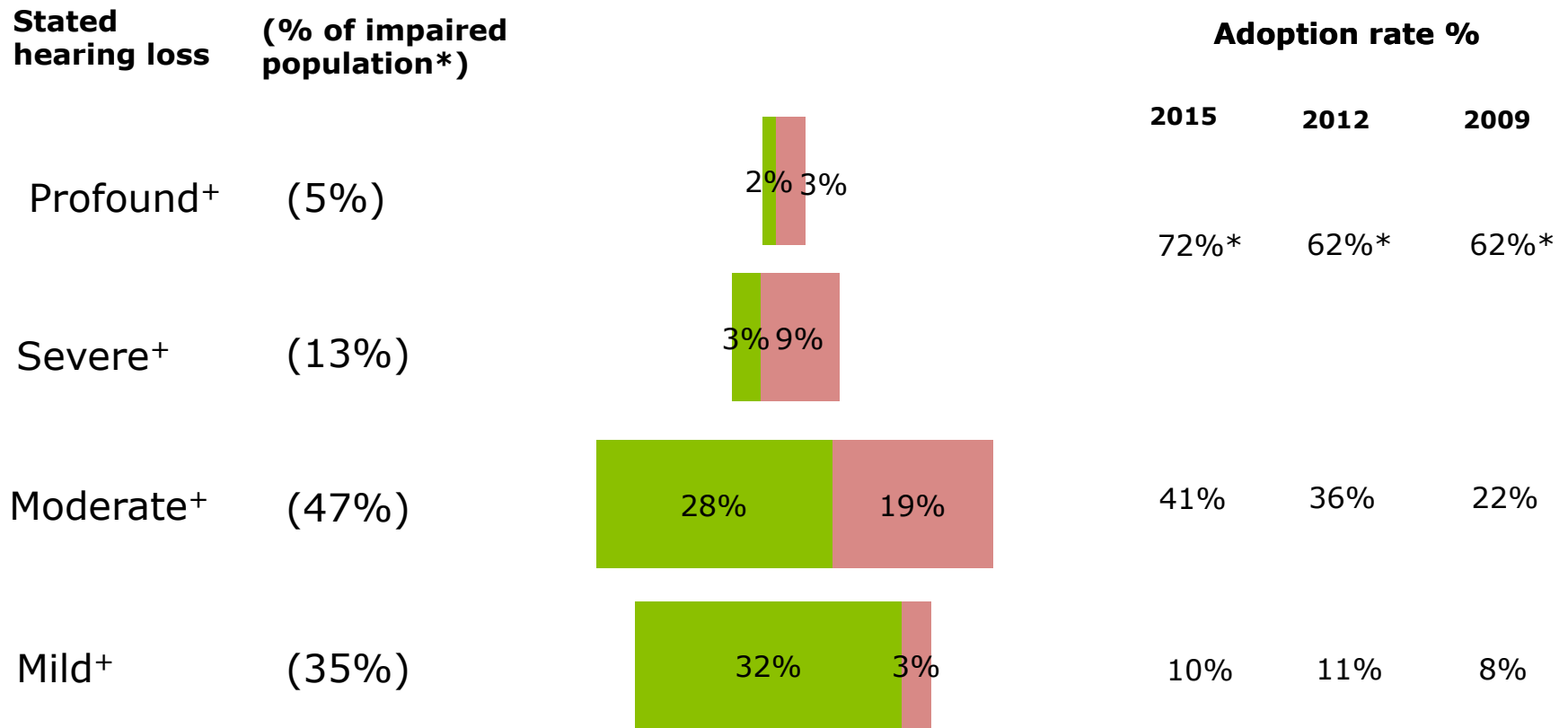


# General health problems: Quality of sleep seems to improve if hearing impaired use hearing aids

Are you generally satisfied with the quality of your sleep?



# Low adoption rates within mild and moderate hearing loss



Base: n=1'304

Sums can differ from 100% due to rounding

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

■ No hearing aid  
■ Hearing aid

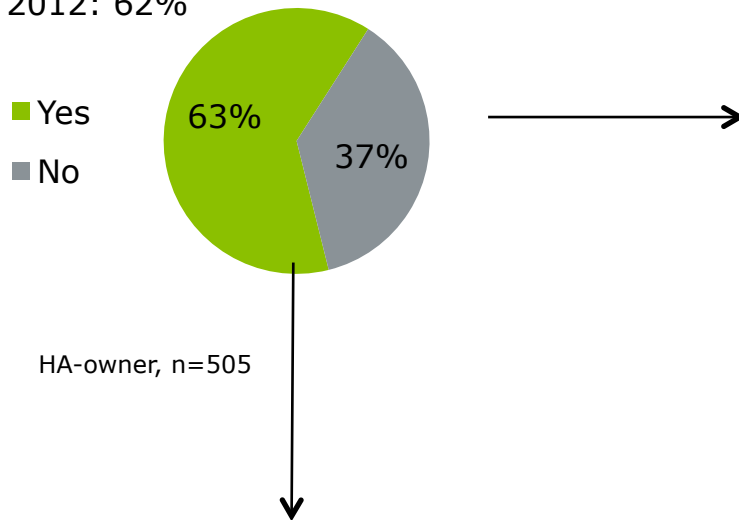
<sup>+</sup>  
2009: Schwach- Mässig-Stark-Sehr stark  
2012/15: Leicht-Mittel-Schwer-Hochgradig



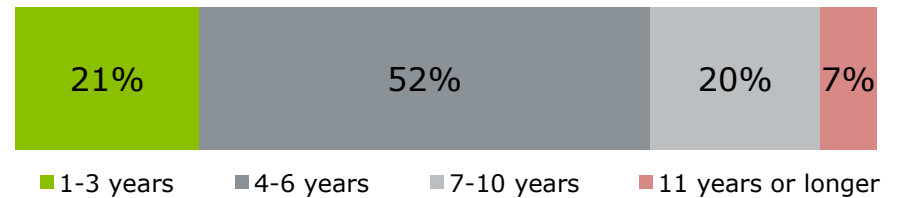
On average 2-3 years pass between becoming aware of the hearing loss and the purchase of hearing aids. Hearing aids are used for 5 years before they are being replaced.

### Current HAs = first HAs?

2012: 62%



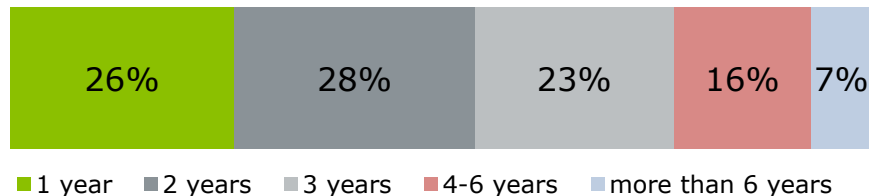
### How many years did you own your previous HAs?



Base: n=166

Age of HA before it has been replaced:  
 2015: 5 years (median)  
 2012: 6 years (median)

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

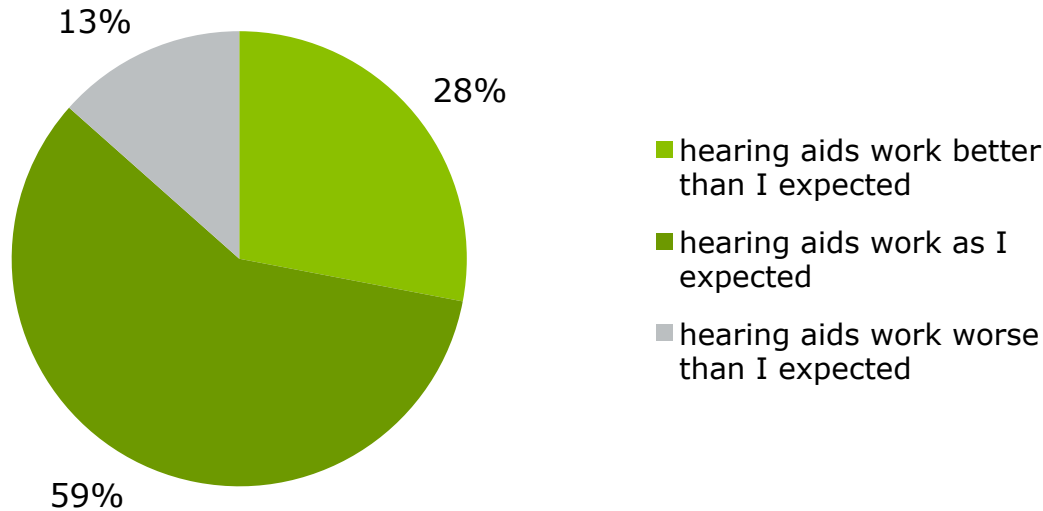


Base: n=330



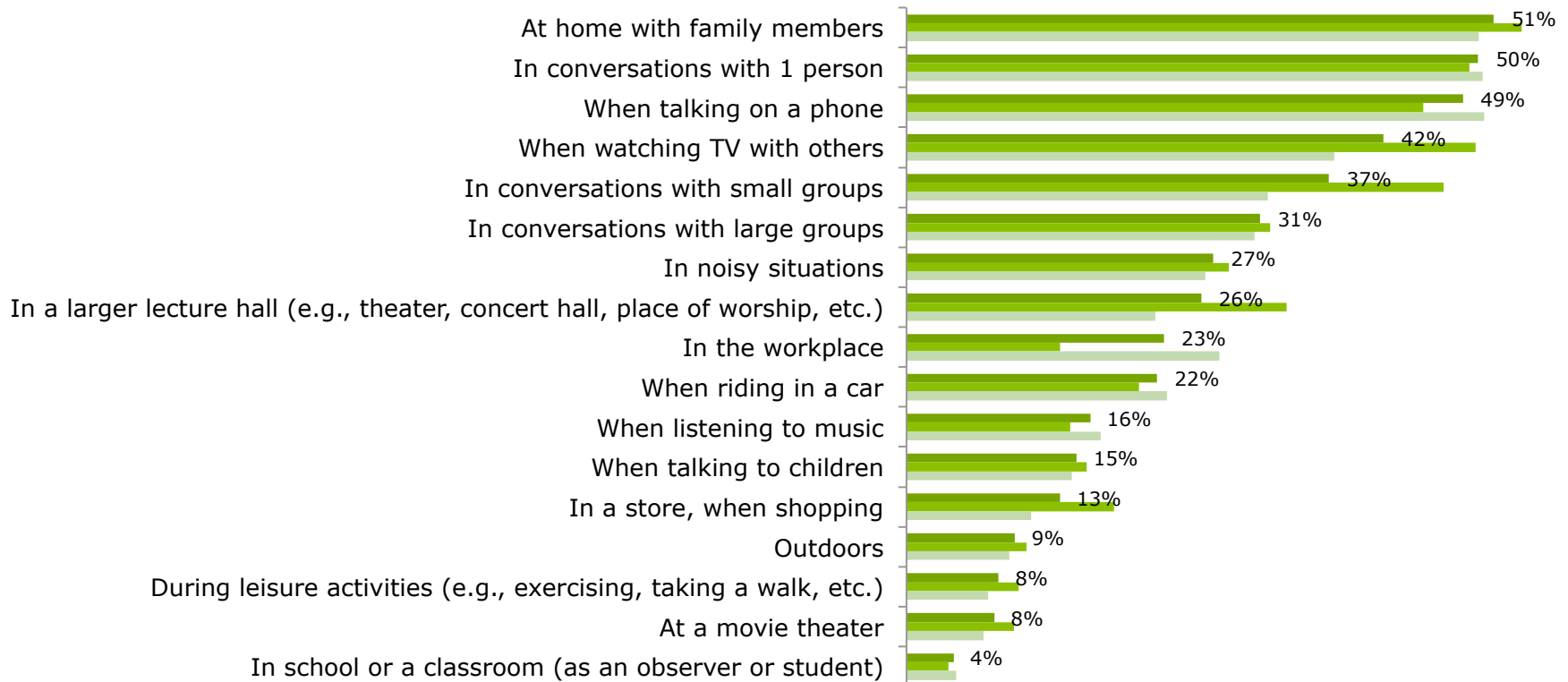
# 87% of the hearing aid owners say their hearing aid works better than or as expected

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



# Important listening situations

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



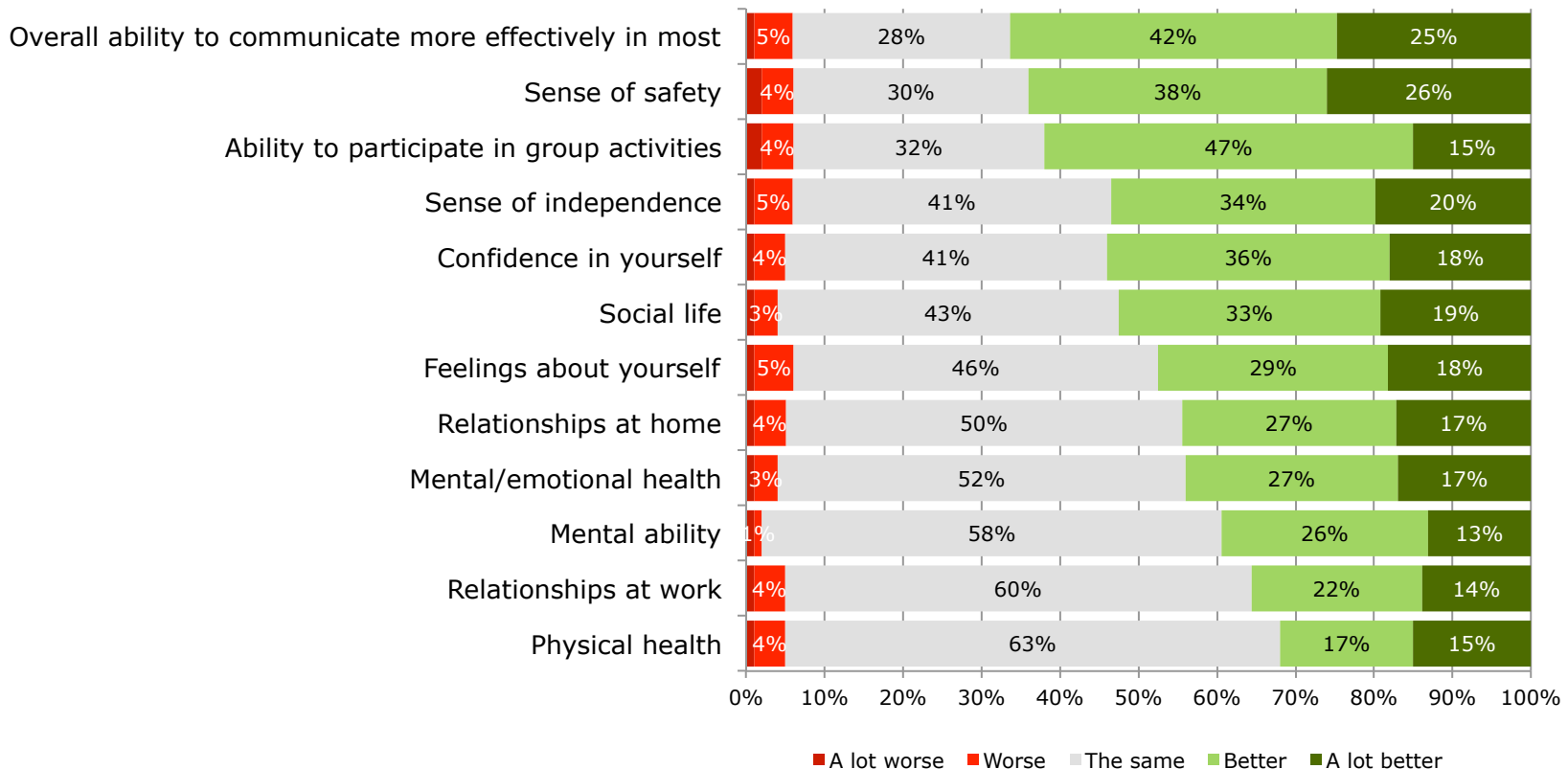
■ Hearing loss Total (n=1304)  
 ■ Hearing aid (n=505)  
 ■ Hearing loss but no hearing aid (n=799)





# Significant positive impact of HAs on different aspects: Especially communication effectiveness, sense of safety and participation in group activities 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).**

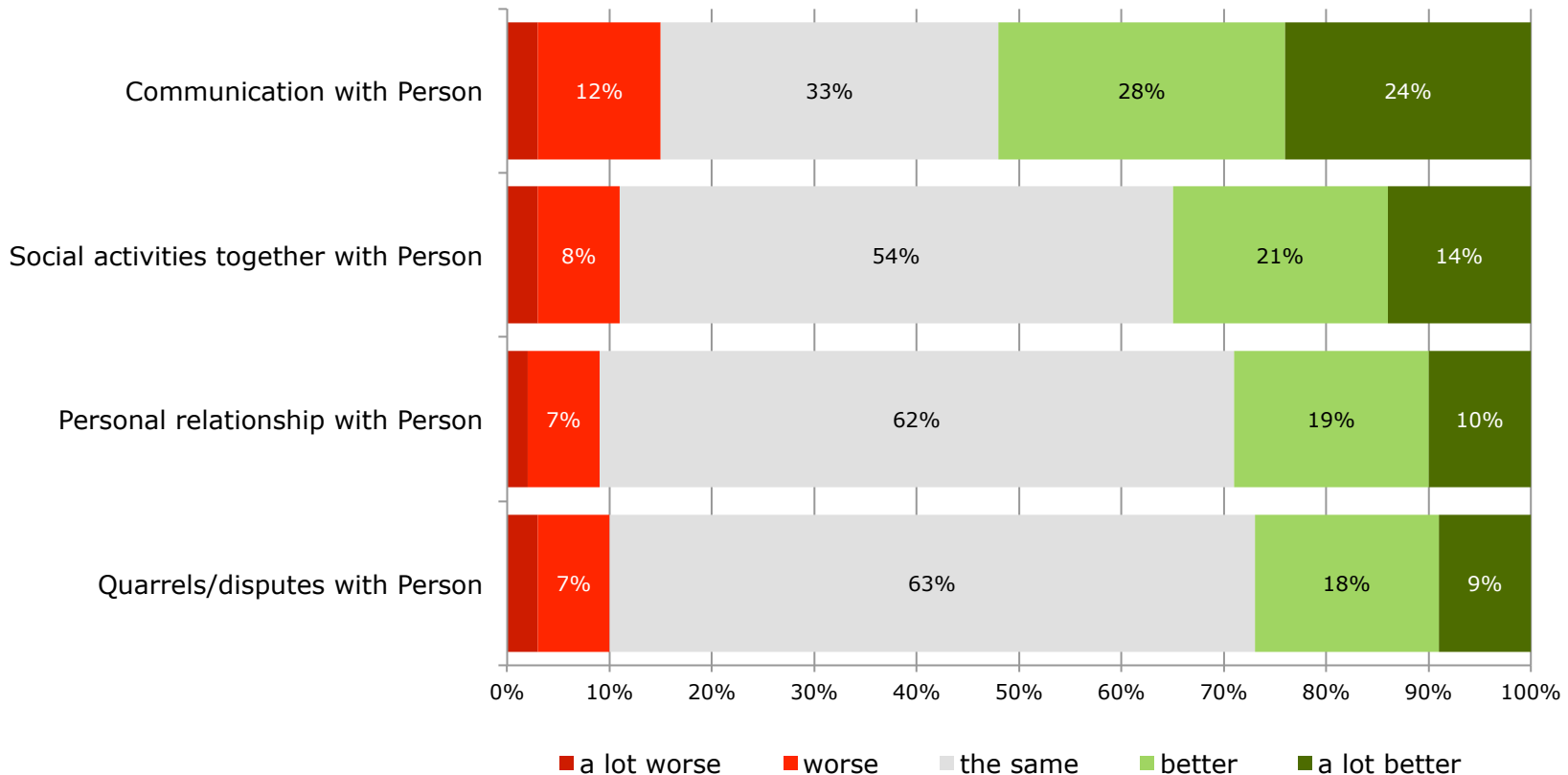


HA-owner, n=505



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

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

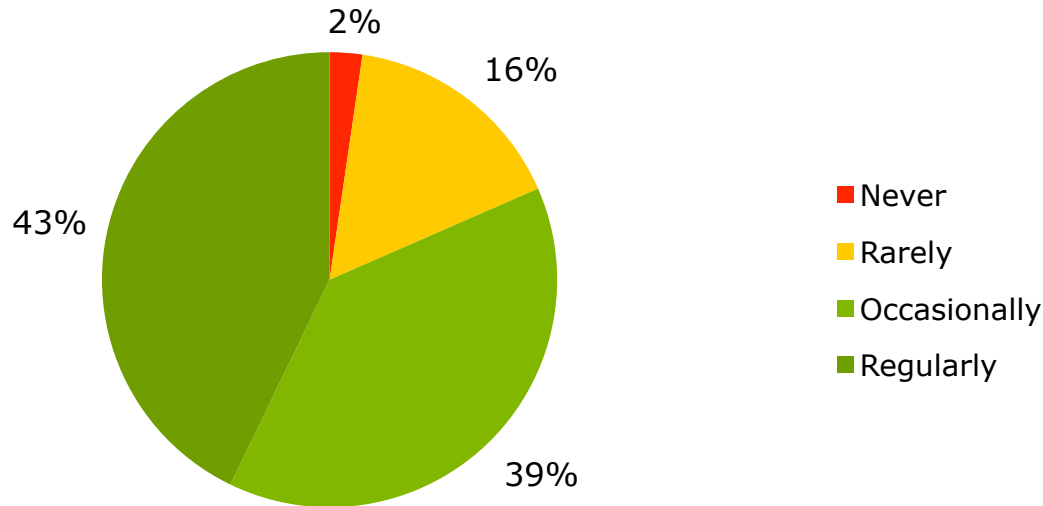


Someone in HH / parent has HA, n=435-465



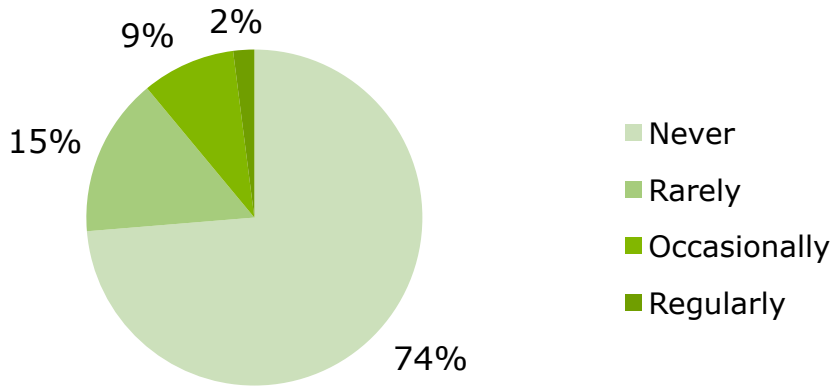
# 98% of hearing aid owners declare that their hearing aids improve their quality of life at least sometimes

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

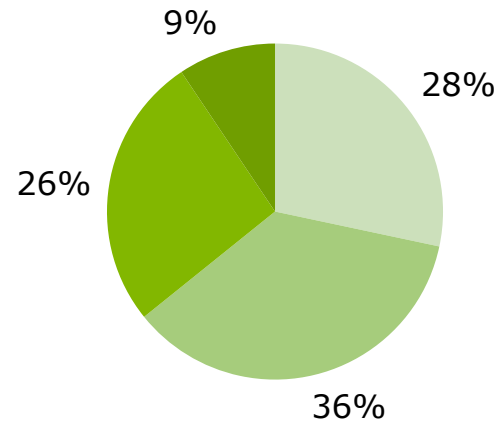


89% of hearing aid owners think people don't make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid.

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

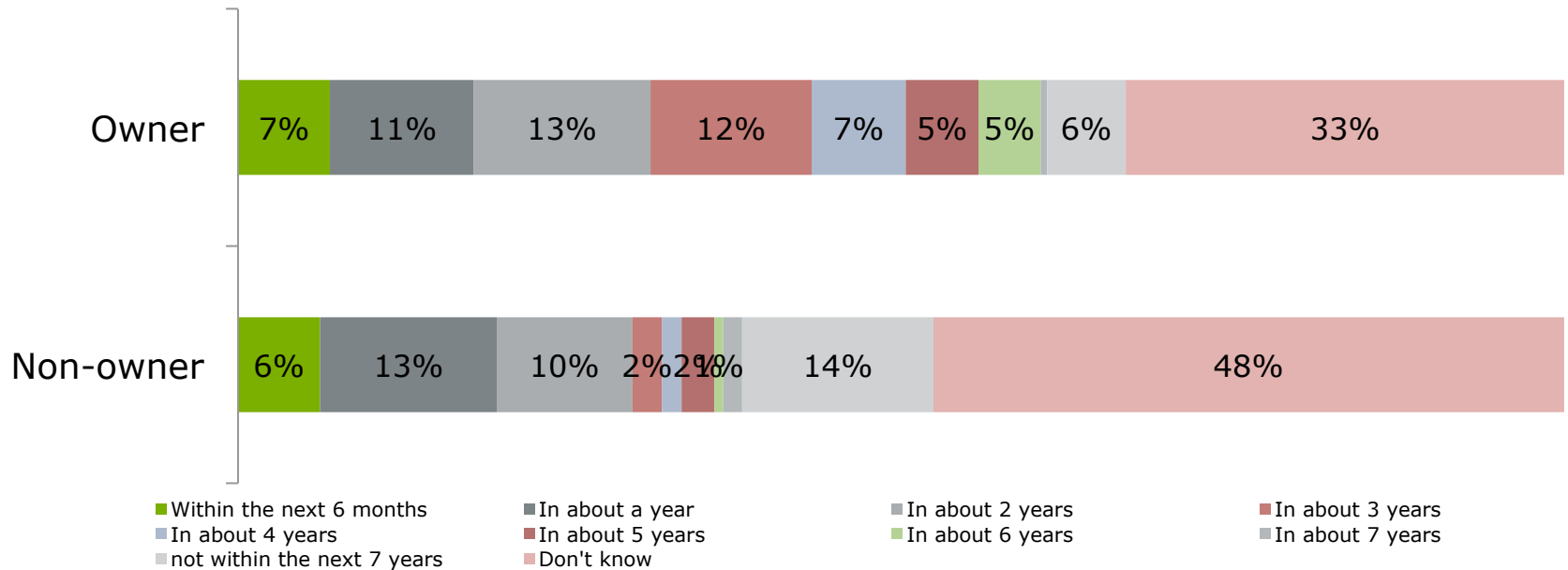


**Hearing impaired non-owners:  
How often do you feel you are made fun of or rejected because your hearing loss?**



19% (2012:13%) of non-owners intend to get a hearing aid within the next year.

**Buying intention hearing impaired in %**



HA-non-owner, n=799  
HA-owner, n=505

