

Results

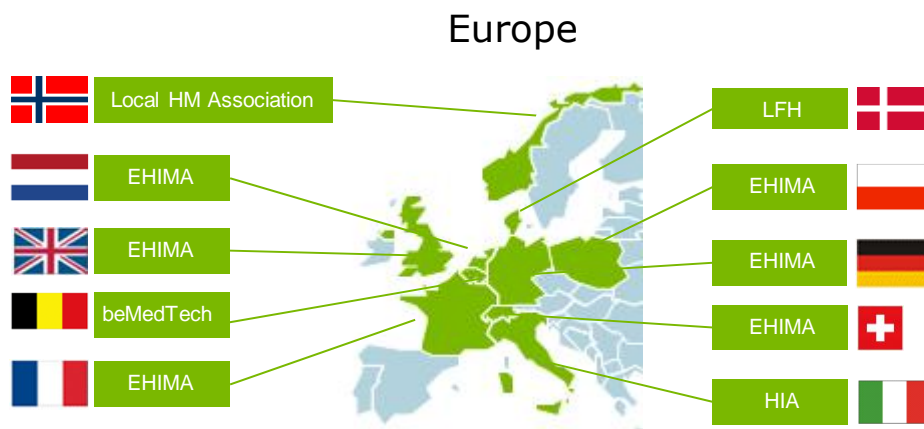
NewZealandTrak 2018

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

Summary

1. Introduction

- NewZealandTrak 2018 was designed and executed by Anovum (Zurich) on behalf of New Zealand Hearing Industry Association (HIA).
- Sample sizes New Zealand 2018:
 - Representative sample (sample 1): n=16'080 people
 - Hearing impaired (sample 2): n=1'316 people
 - Hearing impaired non-owners: n= 677 people with hearing loss (**HL**)
 - HA owners: n= 639 people with hearing aid (**HA**)
- NewZealandTrak 2018 is part of the EuroTrak studies:



Summary

2. Market overview

- Stated hearing loss prevalence
 - Total: 10.1%, 18+: 12.3%
 - Binaural hearing loss: HA owners: 86%, HA non-owners: 65%
 - Hearing Tests: 38% had a hearing test in the last 5 years, most tests done by audiologists/audiometrists
- Hearing aid adoption rate (HA penetration)
 - Total: 41.6%
 - Total age group 18+: 41.8%
 - 78% of HA owners have binaural treatment
- The route to the hearing aid
 - 56% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor (drop out=44%).
 - 68% of the hearing impaired discussed hearing loss with an audiologist/audiometrist.
 - 47% got hearing aids recommended from the ENT or family doctor (drop out=16%).
 - 63% of the GP consultations referred to an audiologist/audiometrist.
 - 27% of the GP consultations referred to an Ear, Nose and Throat specialist's (ENT), 9% recommended no action.
 - 57% of ENT consultations referred to an audiologist/audiometrist, 22% 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
 - 72% of the currently owned HAs were bought in 2015 or later.
 - The average age of the currently owned HAs is 2.8 years.
 - The median age of hearing aids before replacement is 6 years.
 - On average, HAs are worn 8.5 hours a day.
 - 44% of today's hearing aid owners are aware of their hearing aid brand.
 - 40% have been informed about hearing aid accessories by the audiologist, 17% use a HA accessory.
- Importance of listening situations and satisfaction with HAs
 - 83% of the hearing aid owners say their hearing aid works better than or as expected
 - 79% 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 on a phone, conversations and watching TV with others are the most important listening situations.
- Positive impact of HAs
 - Significant positive impact of HAs on different aspects – especially communication effectiveness and ability to participate in group activities improve with hearing aids.
 - 95% of hearing aid owners declare that their hearing aids improve their quality of life at least sometimes.

Summary

4. Analysis of hearing impaired non-owners

- Reasons not to own/use HAs
 - Only 12% of the hearing impaired without hearing aids think that a third party would pay any part of hearing aids.
 - The main reasons for not using hearing aids are that people say they can't afford it, they hear enough in most situations, they have more serious priorities, hearing loss is not severe enough and they think they are uncomfortable.
 - 7% who own HAs don't use them at all (0 hours); 15% use them less than one hour/day (0-1 hour).
- Social rejection, buying intentions and triggers to buy
 - 76% 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 26% say they are never made fun of because of their hearing loss).
 - The most important influencing factors for getting hearing aids are the audiologist/audiometrist, worsening hearing loss and the spouse. Insurance coverage/price of hearing aids is much more relevant for the non owners.

Detailed Results: Roadmap

1. Introduction

- Organisation of NewZealandTrak 2018
- 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 NewZealandTrak 2018

Organisation

- Principal of the project NewZealandTrak is HIA.
- Anovum Zurich developed the concept of NewZealandTrak, designed the questionnaire and conducted the fieldwork in cooperation with a panel company. Furthermore Anovum analysed the data and prepared the presentation.
- The European Hearing Instrument Manufacturers Association [EHIMA] approved the questionnaire.

Use of the data

- HIA 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 HIA 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 – NewZealandTrak/2018/n=[relevant sample size]"
- HIA member companies can ask Anovum to further analyse the raw data in specific ways at their own expense.
- HIA companies 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 HIA company.

Recruitment process: In search of hearing impaired people

Step 1: Screening interviews

Objective: Prevalence of hearing loss and hearing aid ownership

Process:

1. Representative sample with strict quotas that represent the overall population (Age/Gender interlocked; soft quota on region)
2. Contacts from panelist pools of more than 60'000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of **n=16'080** people based on census data.

Step 2: Target population interviews

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

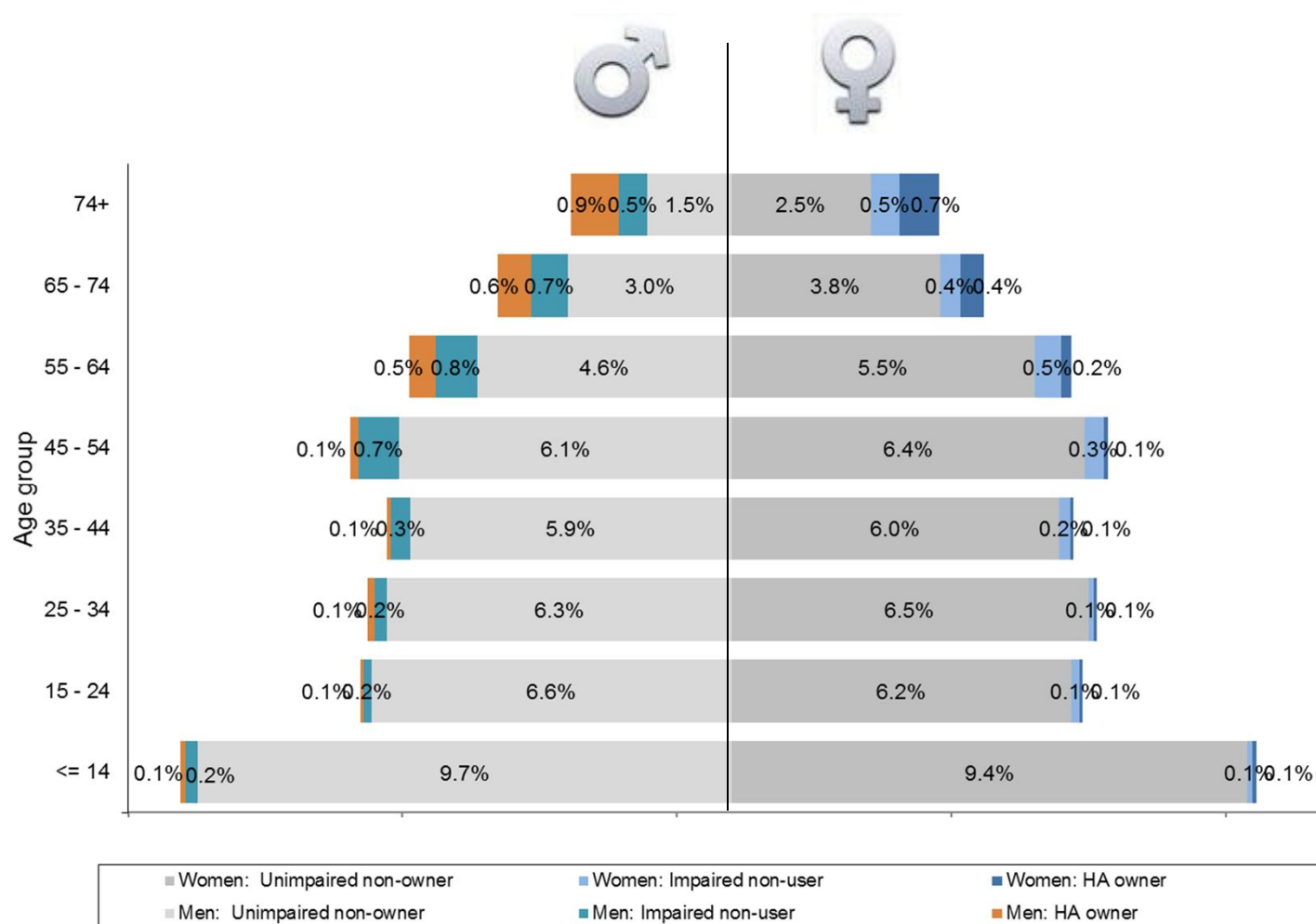
Process:

1. Main questionnaires: Owners and hearing impaired non-owners
2. Balancing through weighting according to representative screening interviews
3. Resulting sample: **n=639** hearing aid owners and **n=677** hearing impaired non-owners

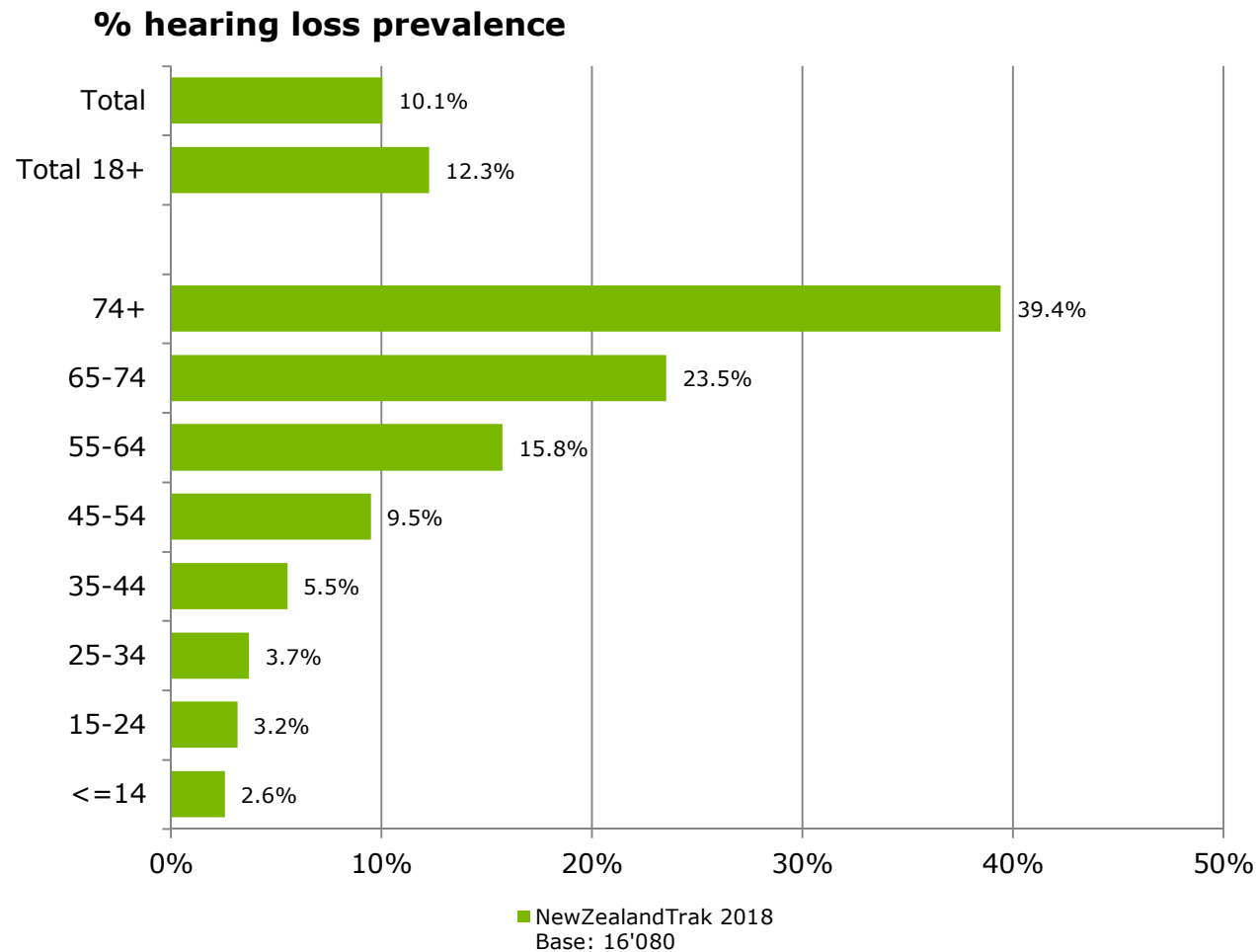
2. Market overview

Prevalence of hearing loss and adoption rate

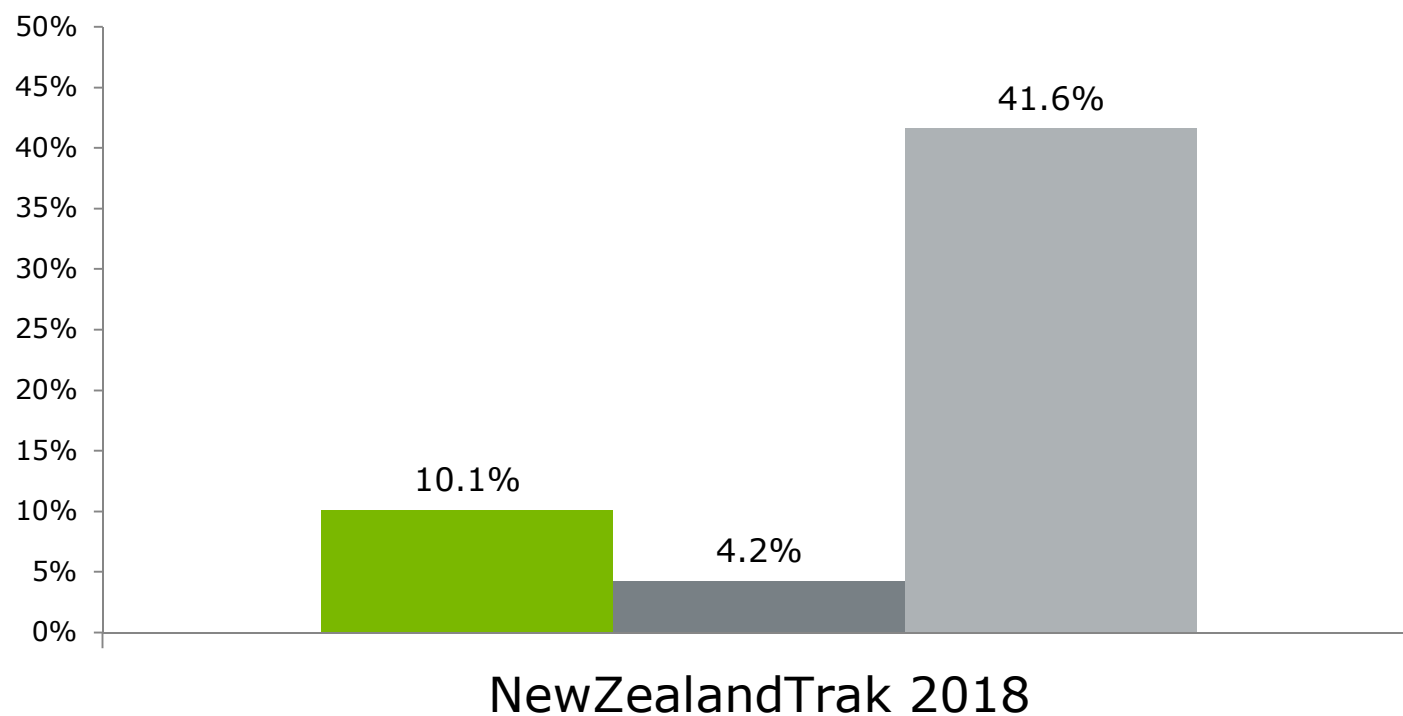
Hearing loss and hearing instrument ownership by gender/age



Hearing loss prevalence NewZealand 2018



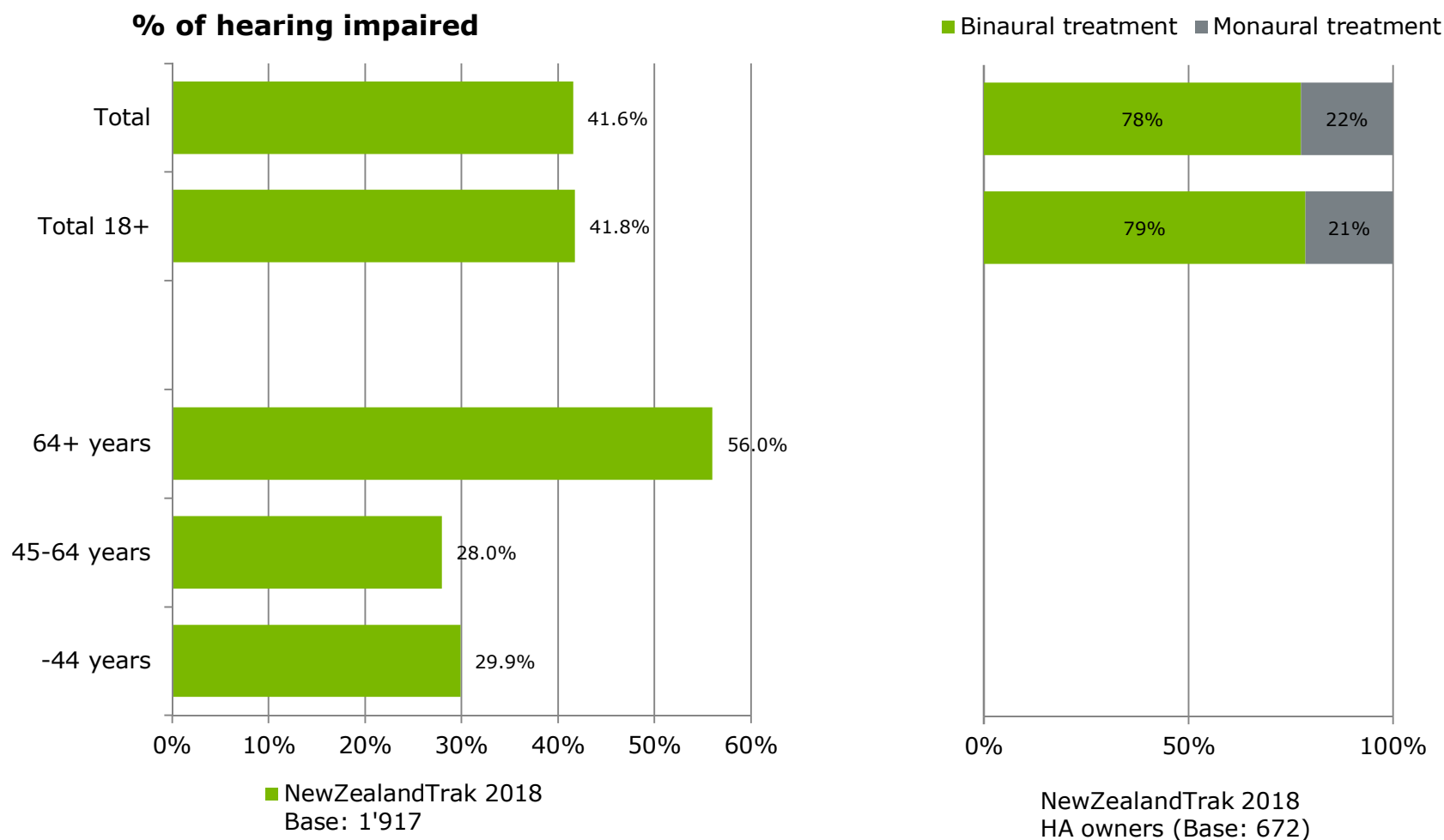
Overview hearing loss prevalence and hearing aid adoption



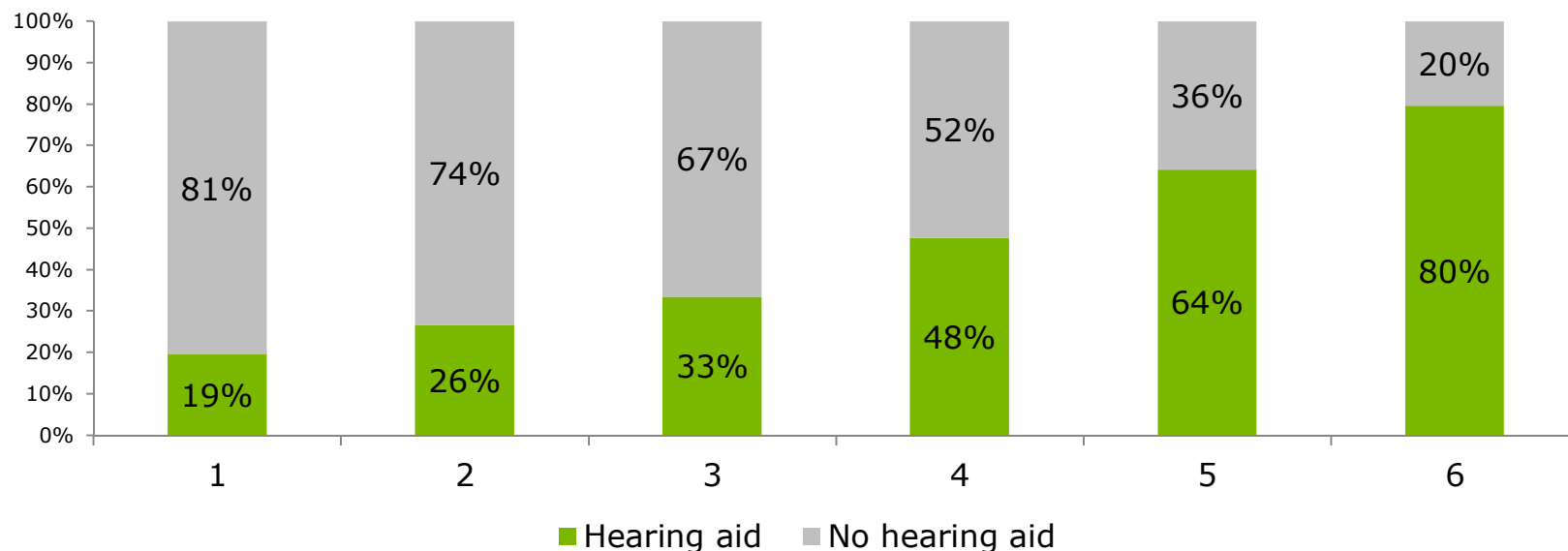
■ Hearing impaired (stated) ■ Adoption (% of population) ■ Adoption (% of stated impaired)

Hearing aid adoption rate NewZealand 2018

42% of hearing impaired have hearing aid(s), 78% of them have binaural treatment



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



Hearing loss 6-groups

HA-non-owner, n=677
HA-owner, n=639

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

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

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

Hearing loss

Hearing loss characteristics: Owners compared to non-owners

	HA-Non-owner n=677	HA Owner n=639	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	35%	14%	25%
Bilateral loss	65%	86%	53%
Perceived loss			
Mild	47%	10%	13%
Moderate	44%	62%	50%
Severe	8%	24%	68%*
Profound	1%	4%	

n's are unweighted whereas the shown results are weighted

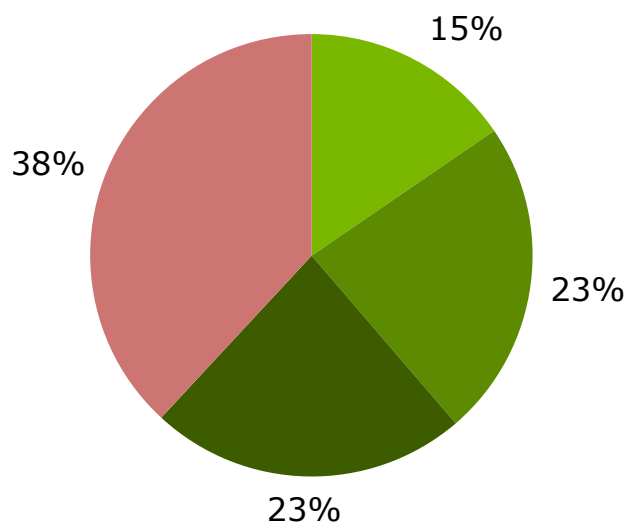
* combined %severe+ and %profound+ because n is too small

Hearing tests and where hearing is tested

Hearing Tests: 38% had a hearing test in the last 5 years, most tests done by audiologists and audiometrists

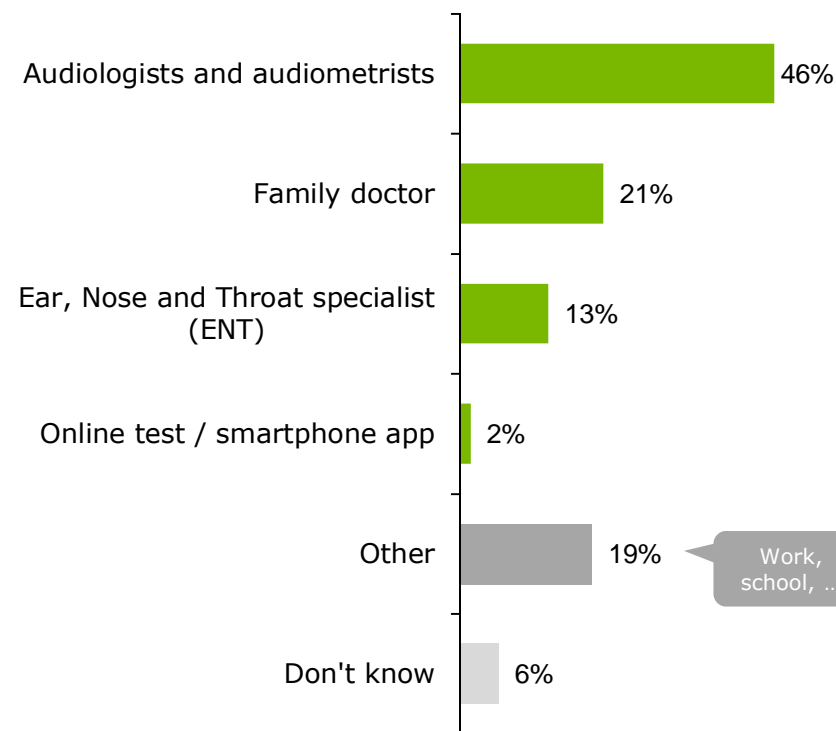
Have you ever taken a hearing test?

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



Base=11'410

Where/how was your hearing tested?



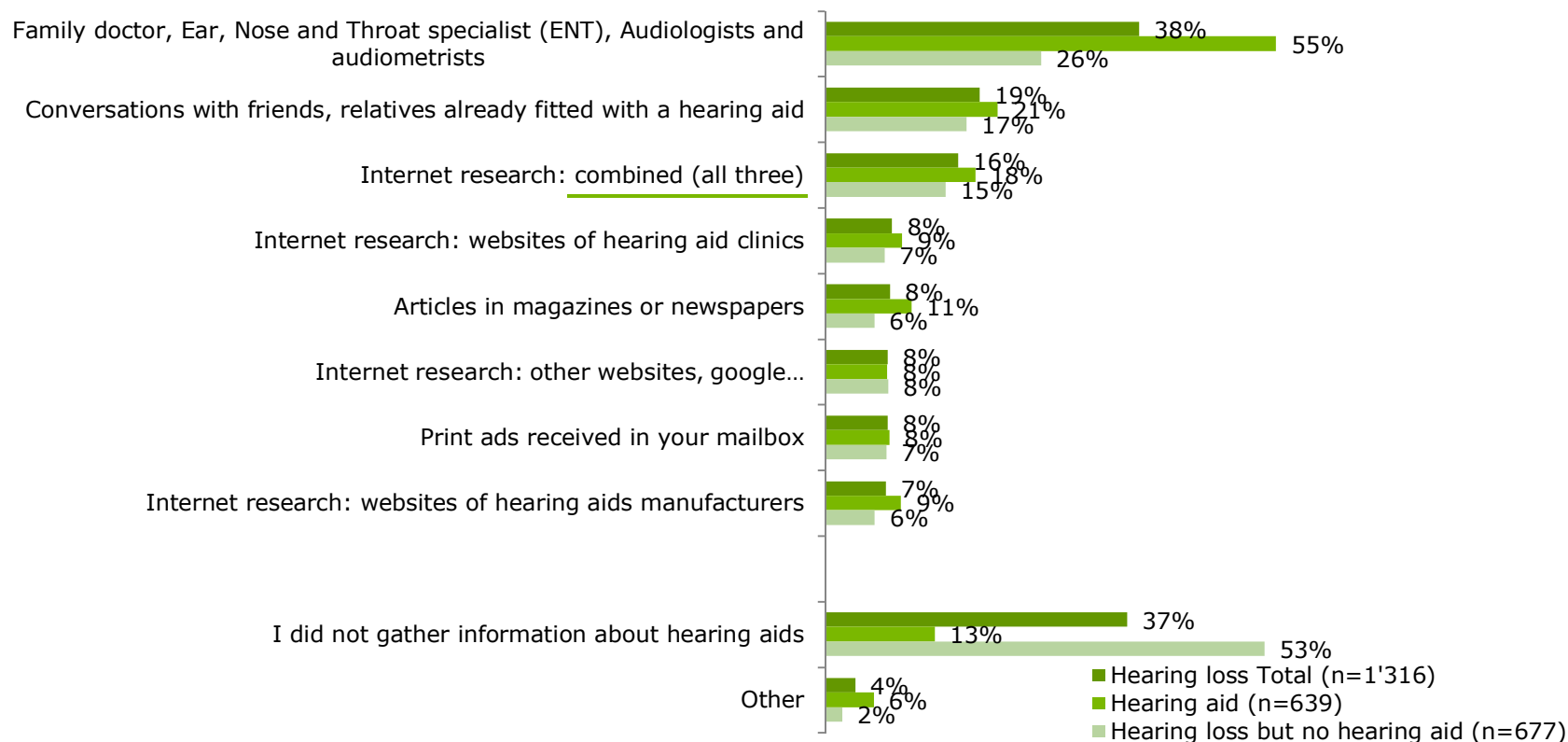
Work, school, ...

Base= 4'418

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

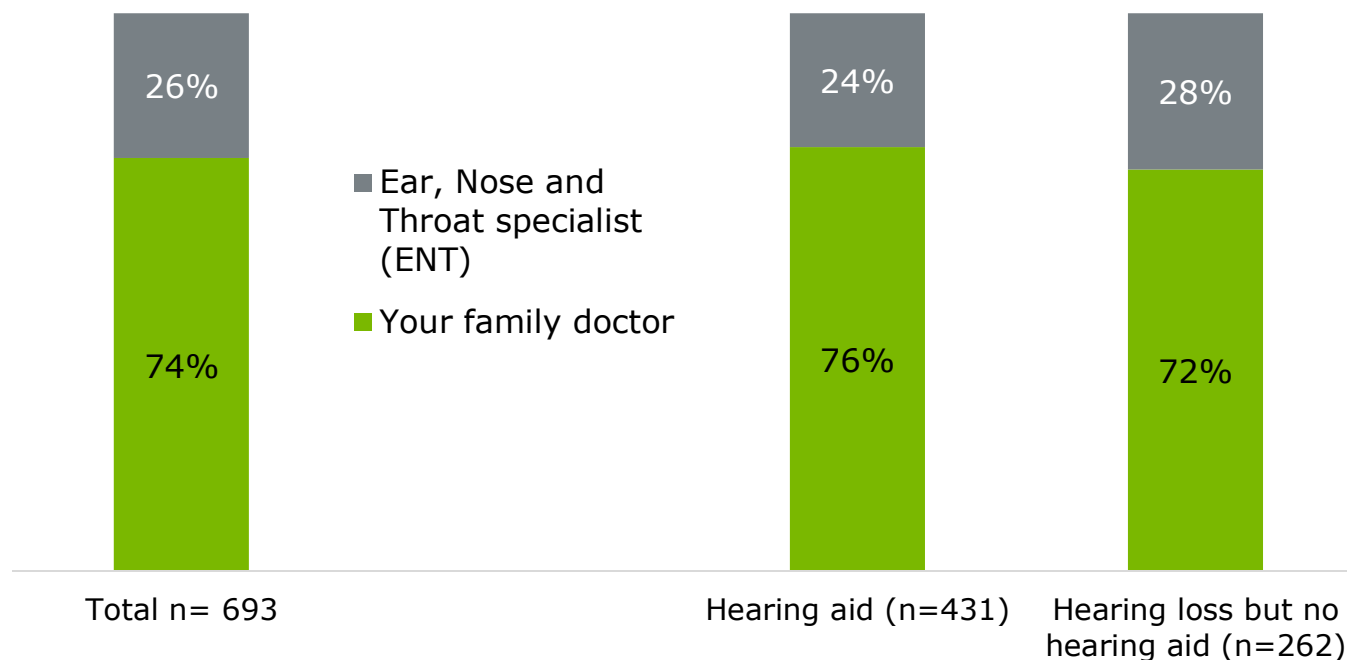
Doctors/HCPs are the most important sources of information and therefore the major gatekeepers – followed by other people with hearing aids.

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

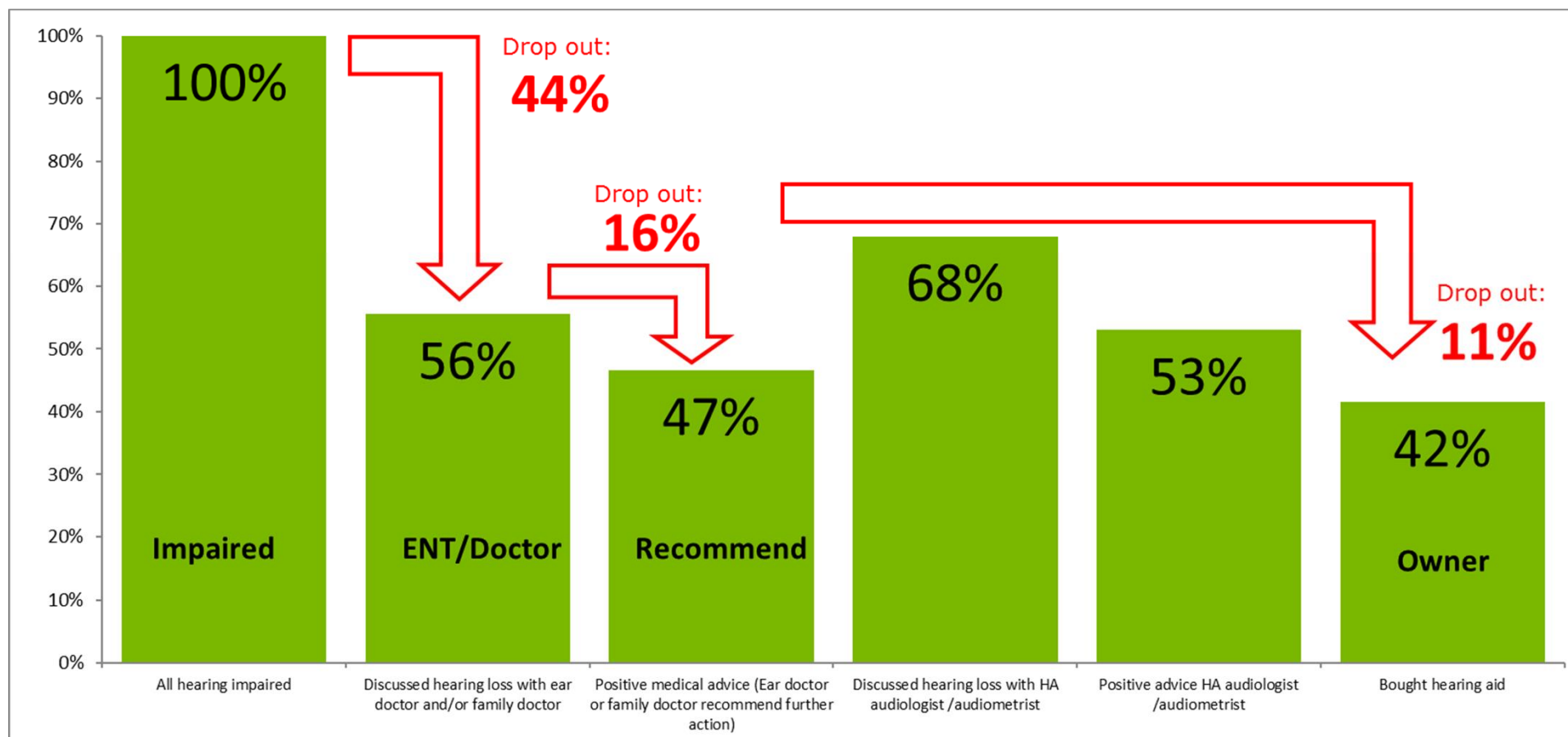


Of those who discussed the hearing loss with a doctor, 74% talked to a family doctor first

Those who discussed hearing loss with family doctor and/or ENT:
Who was the doctor you discussed your hearing loss with for the **first time** – your family doctor or the Ear, Nose and Throat specialist (ENT)?



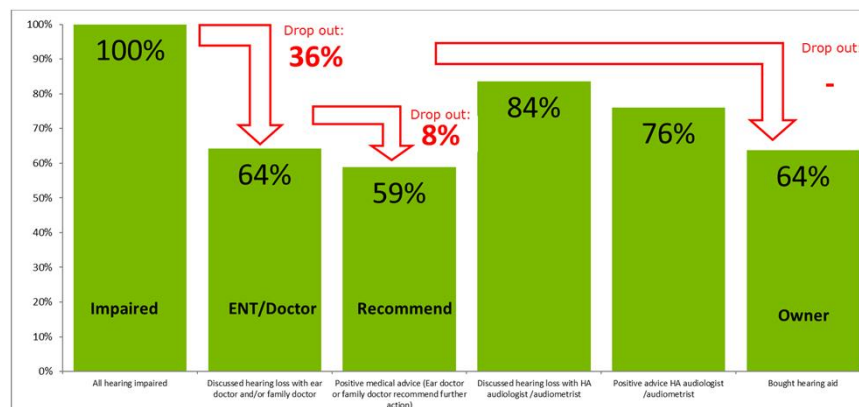
The route to the hearing aid



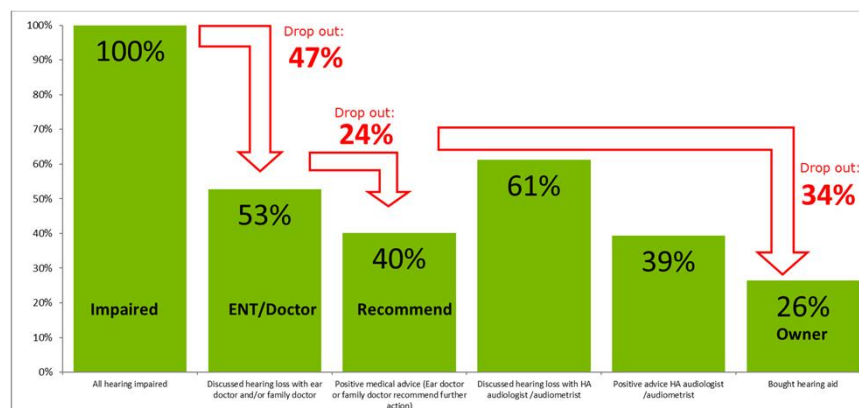
Base: n=1'316

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

Top 50% hearing loss*



Low 50% hearing loss*



Base: n=1'316

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

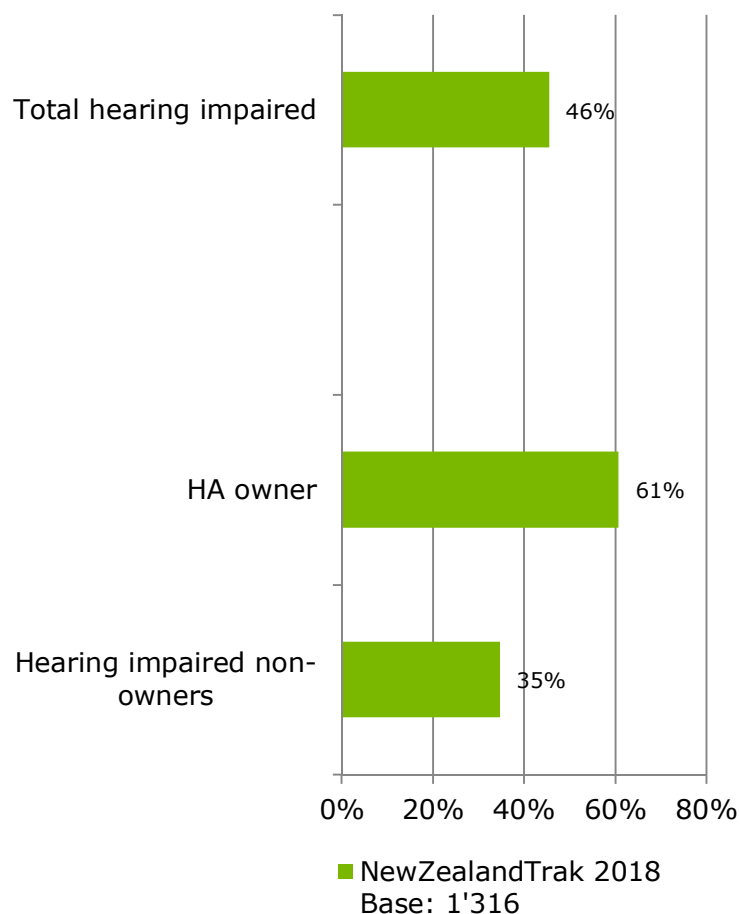
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC – like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

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

The route to the hearing aid: GP/Family doctor

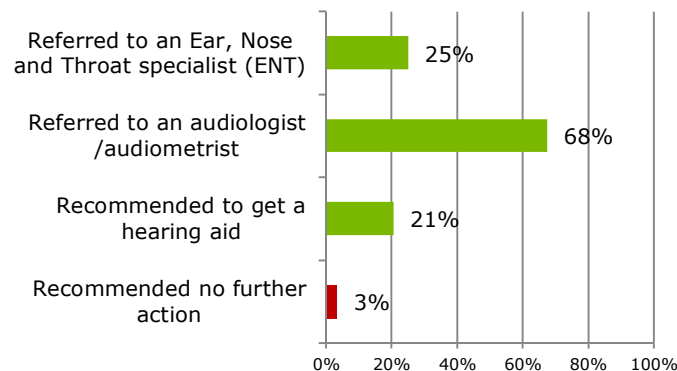
Have you discussed your hearing problem with your family doctor?

% Discussed with GP

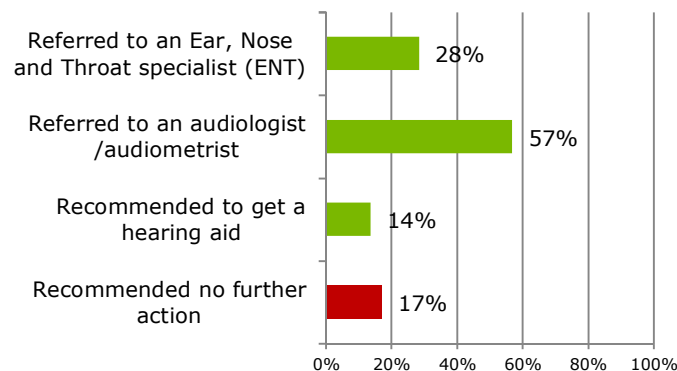


What did he/she recommend ?

HA owner (Base: 322)



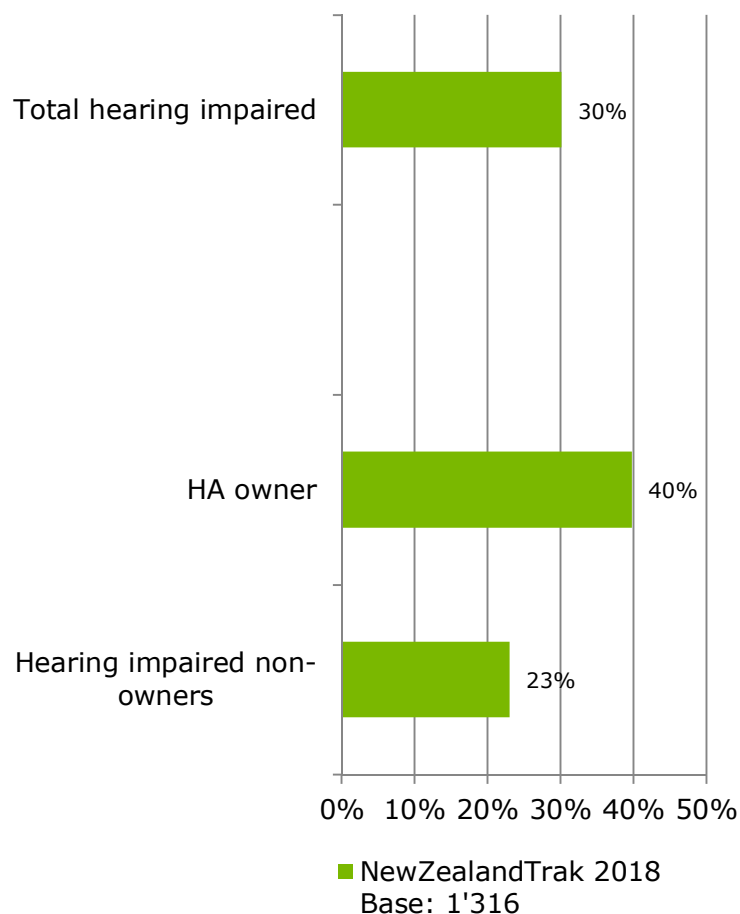
Impaired non-owner (Base: 259)



The route to the hearing aid: ENT

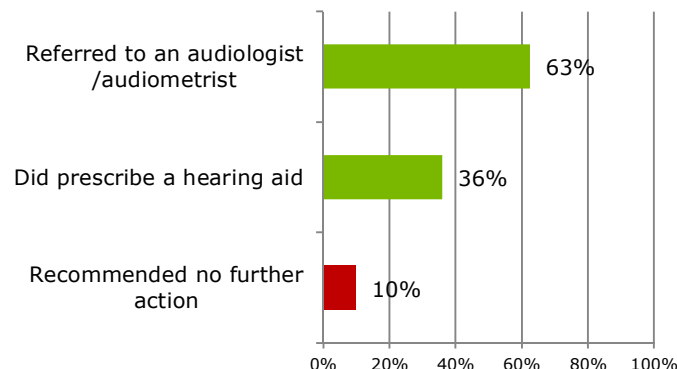
Have you ever discussed your hearing problem with an Ear, Nose and Throat specialist (ENT)?

% Discussed with ENT

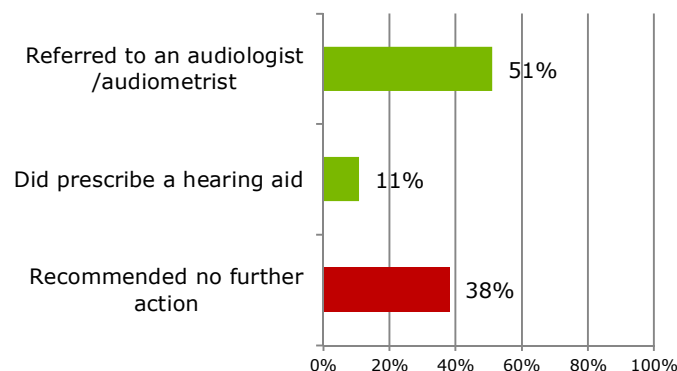


What did he/she recommend ?

HA owner (Base: 212)



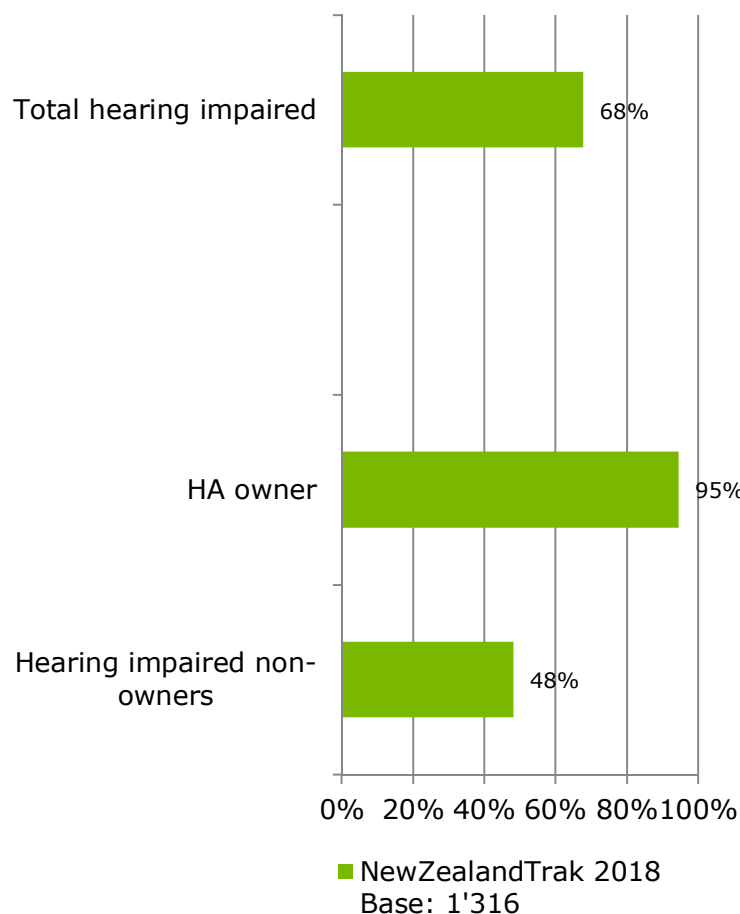
Impaired non-owner (Base: 168)



The route to the hearing aid: audiologist/audiometrist

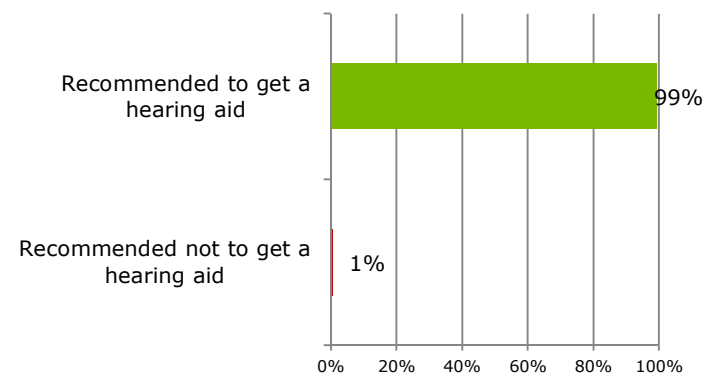
Have you ever discussed your hearing problem with an audiologist/audiometrist?

% Discussed with Hearing Aid Clinician

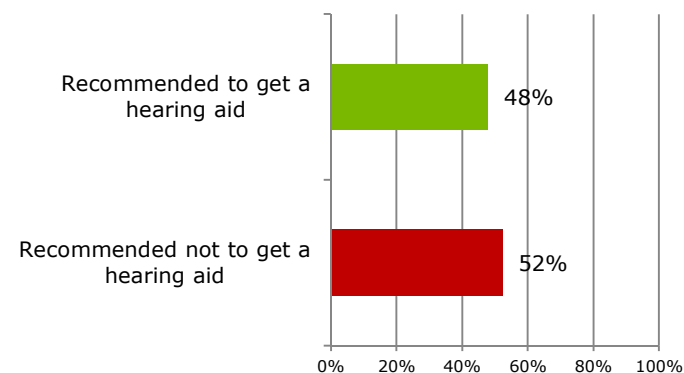


What did he/she recommend ?

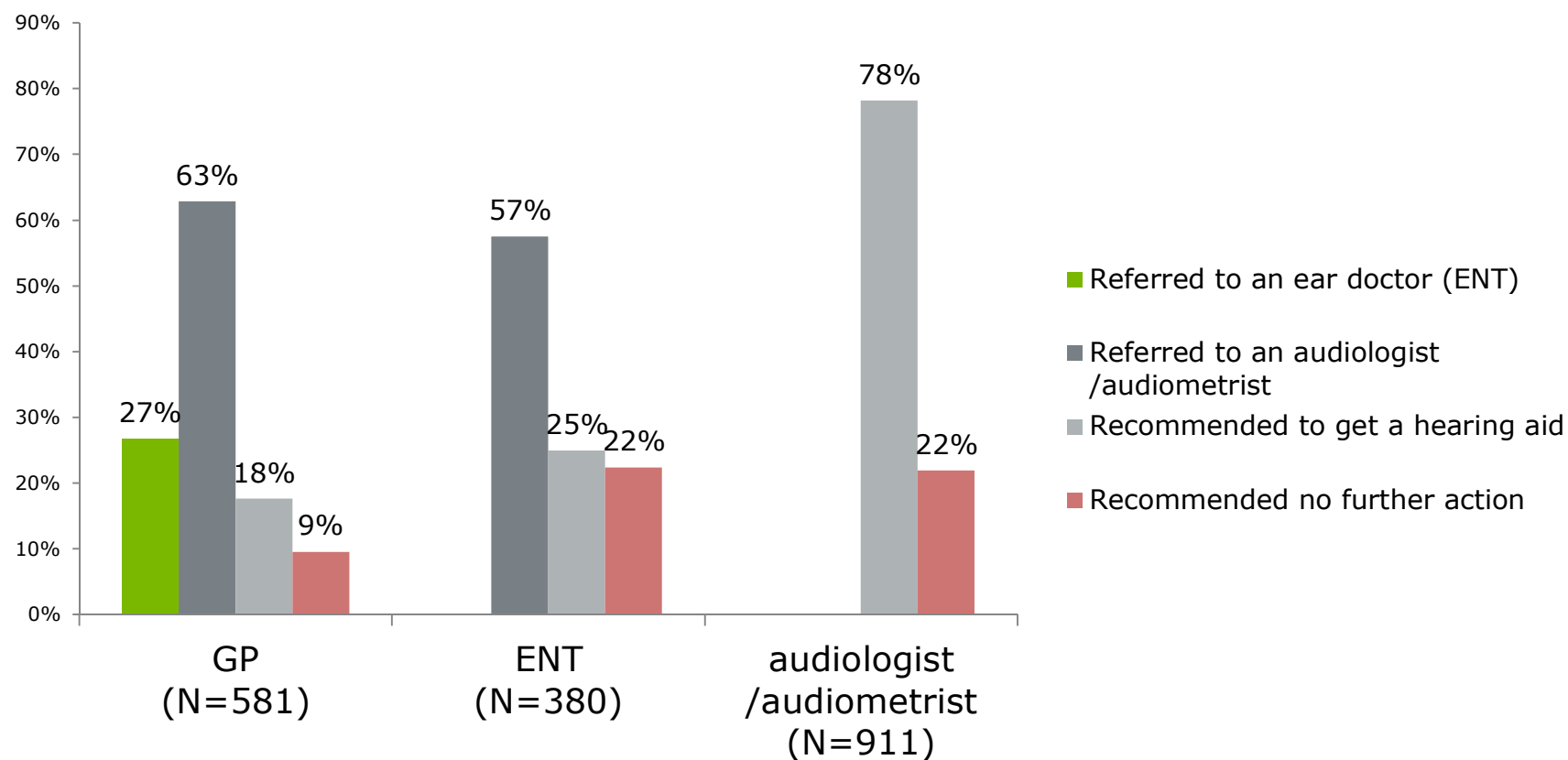
HA owner (Base: 598)



Impaired non-owner (Base: 313)



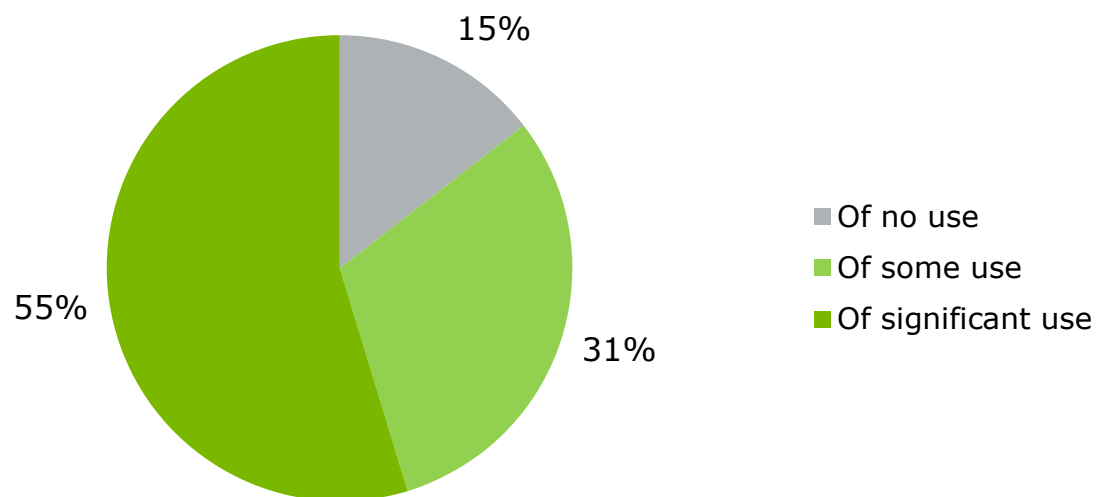
Recommendations by profession



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

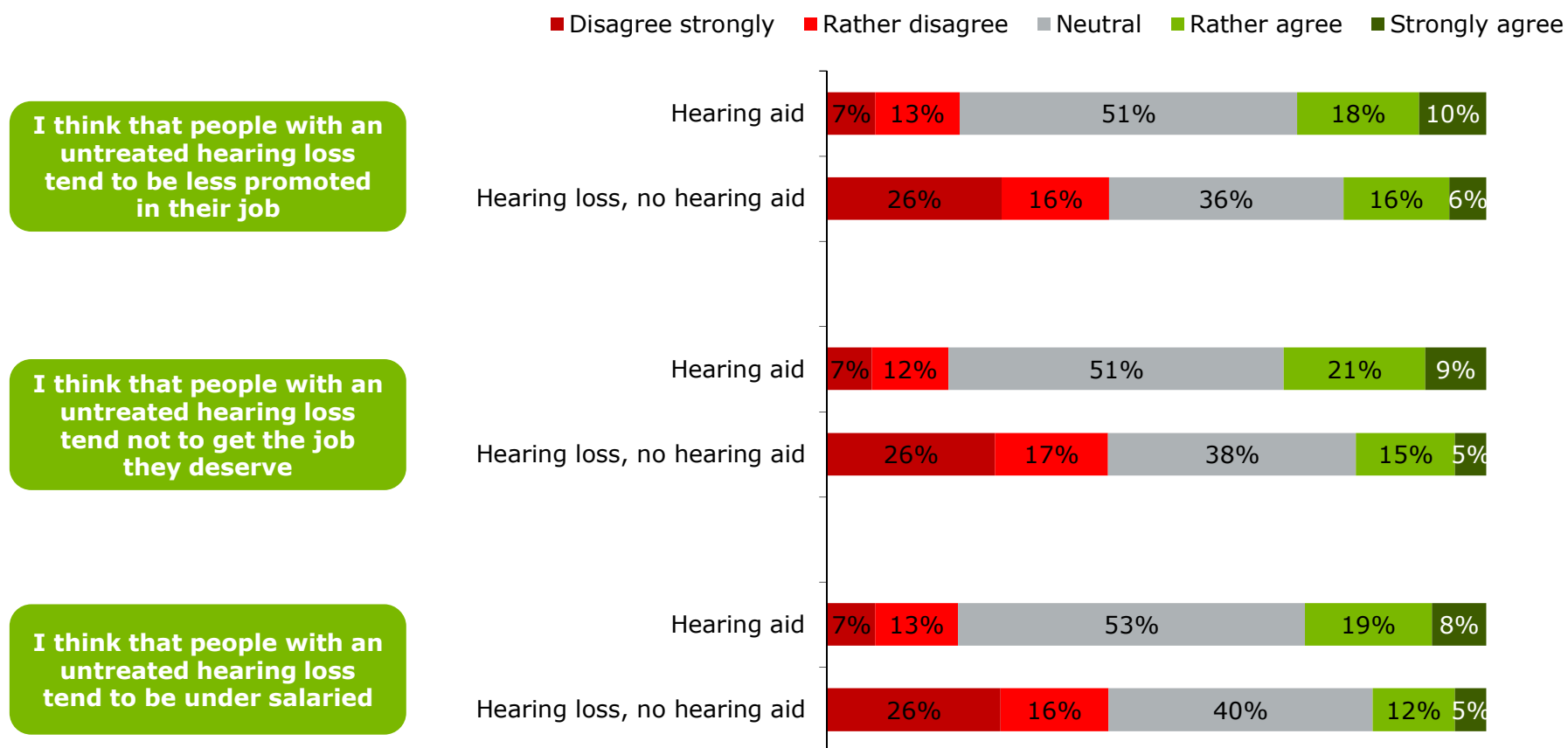
Work competitiveness: 85% of the working hearing aid owners state their hearing aid(s) are useful on their job.

How useful are your hearing aids on your job?



Base: N=208

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 =448/ hearing aid n=390

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

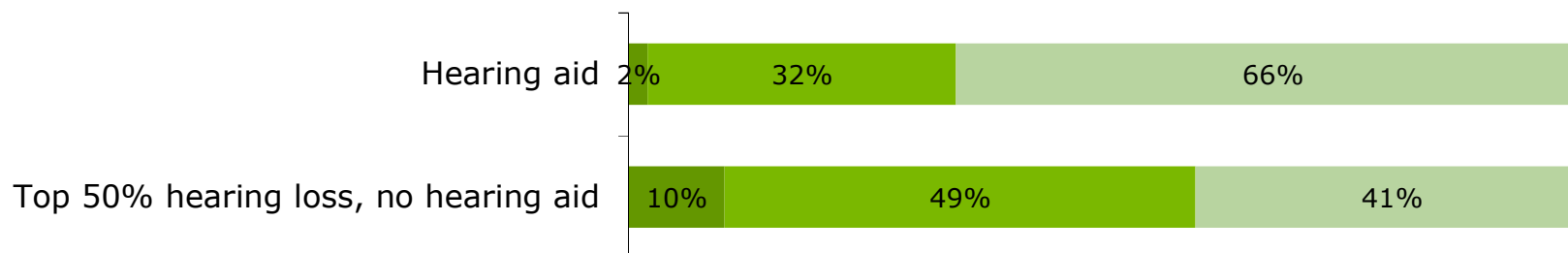
“ Feeling down, depressed, hopeless

Probability of major depressive disorder

■ very high

■ medium

■ very low

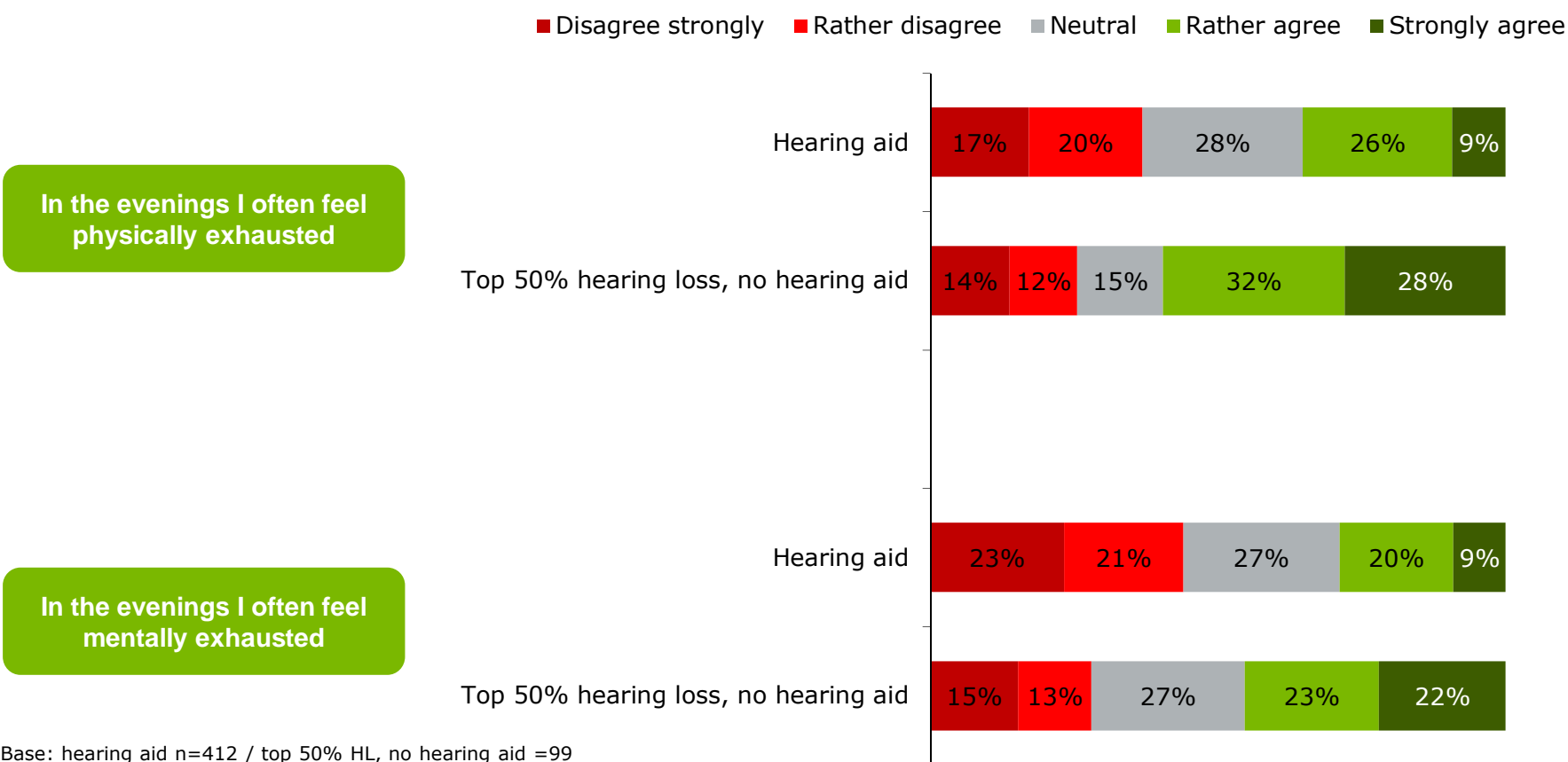


Base: hearing aid n=417 / top 50% HL, no hearing aid =100

*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:

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 - 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

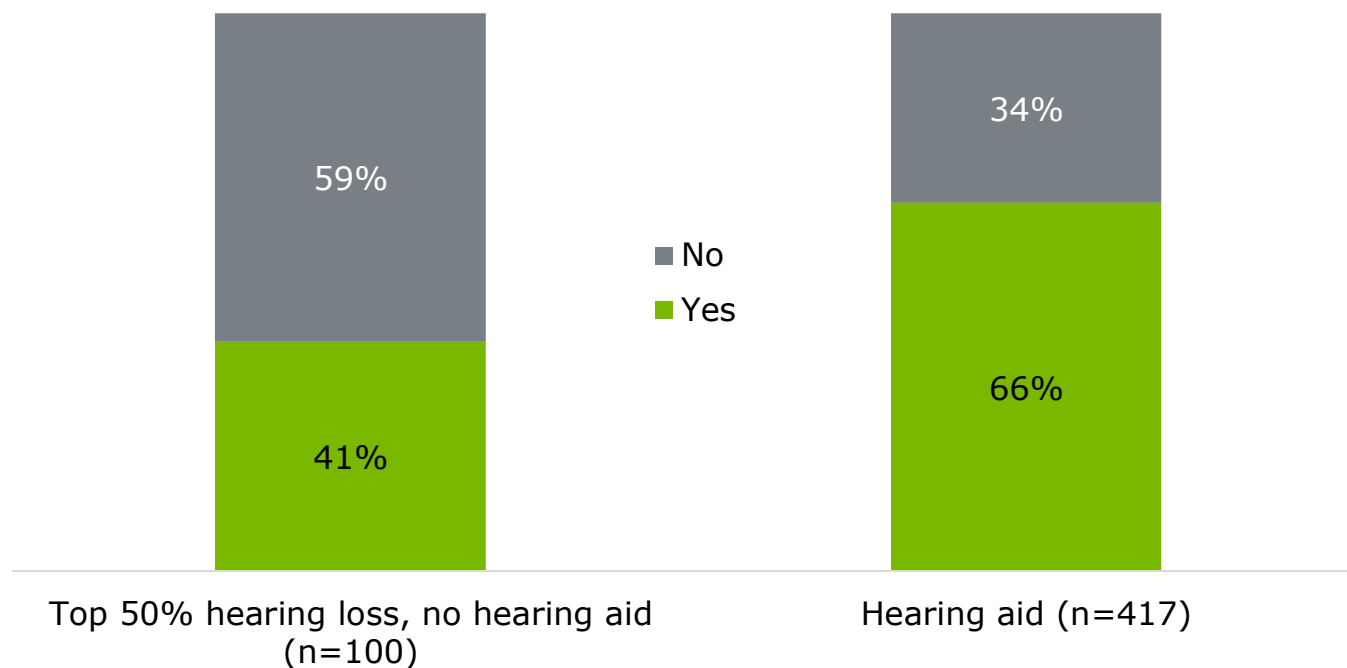


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- People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).

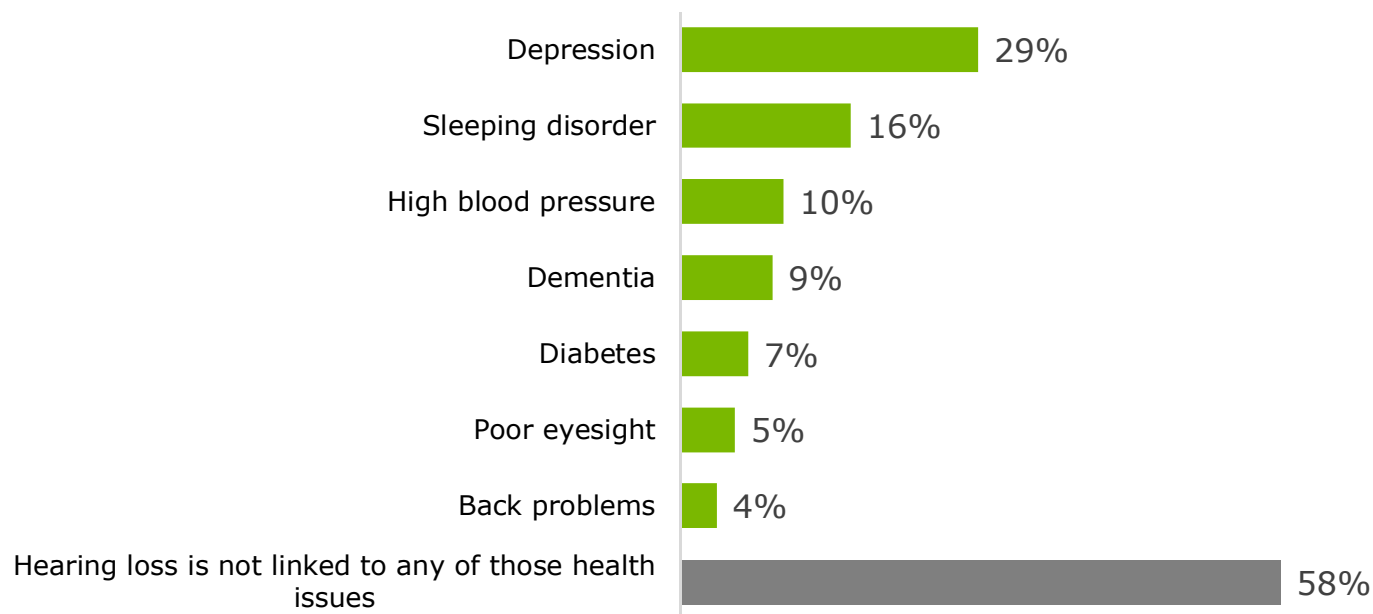
General health problems: Quality of sleep seems to improve if hearing impaired use hearing aids

Are you generally satisfied with the quality of your sleep?



29% of all hearing impaired think that hearing loss could be linked to depression.

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

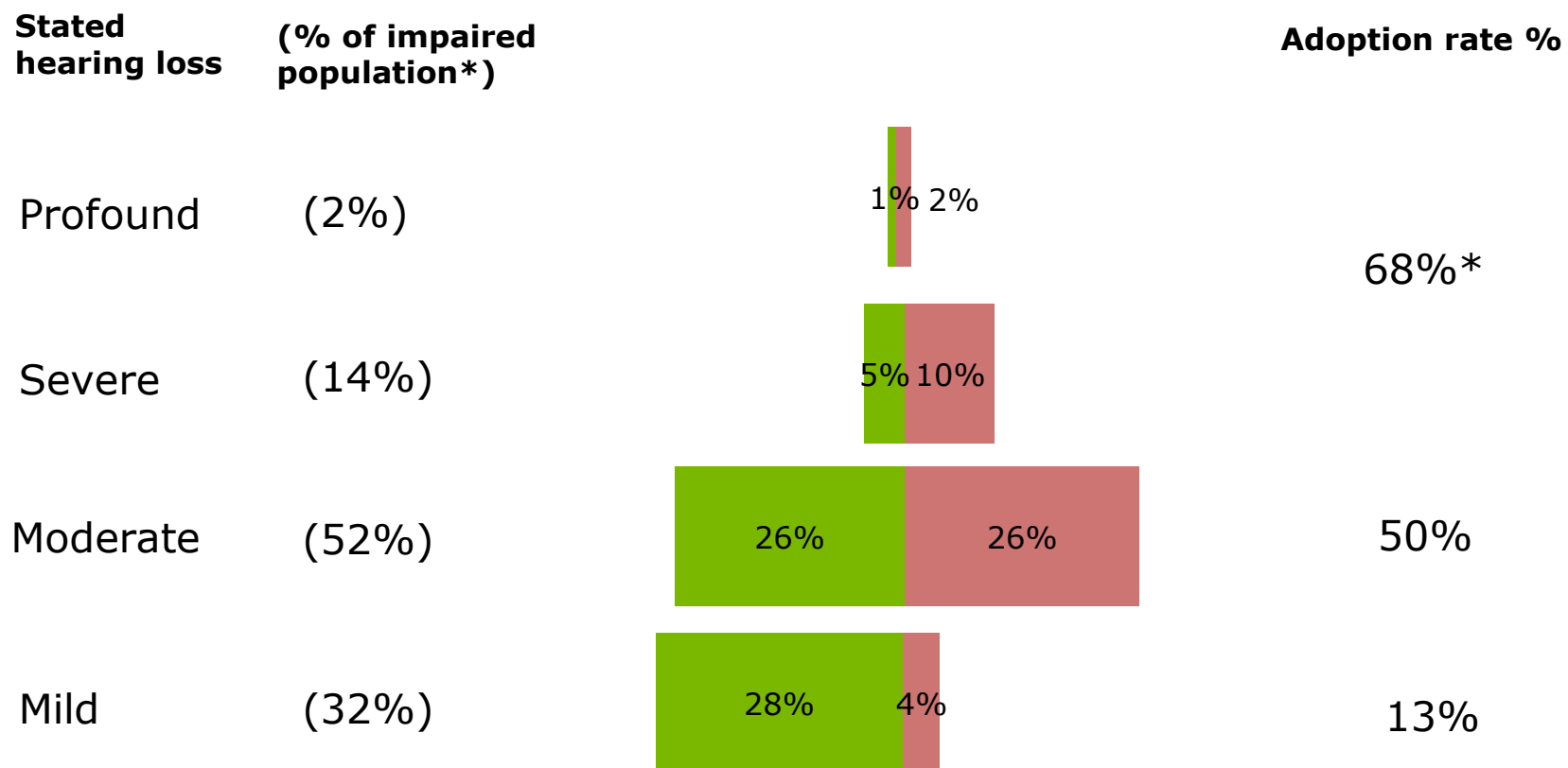


Hearing impaired, N=1'316

3. Analysis of hearing aid owners

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

Very low adoption rates within mild hearing loss



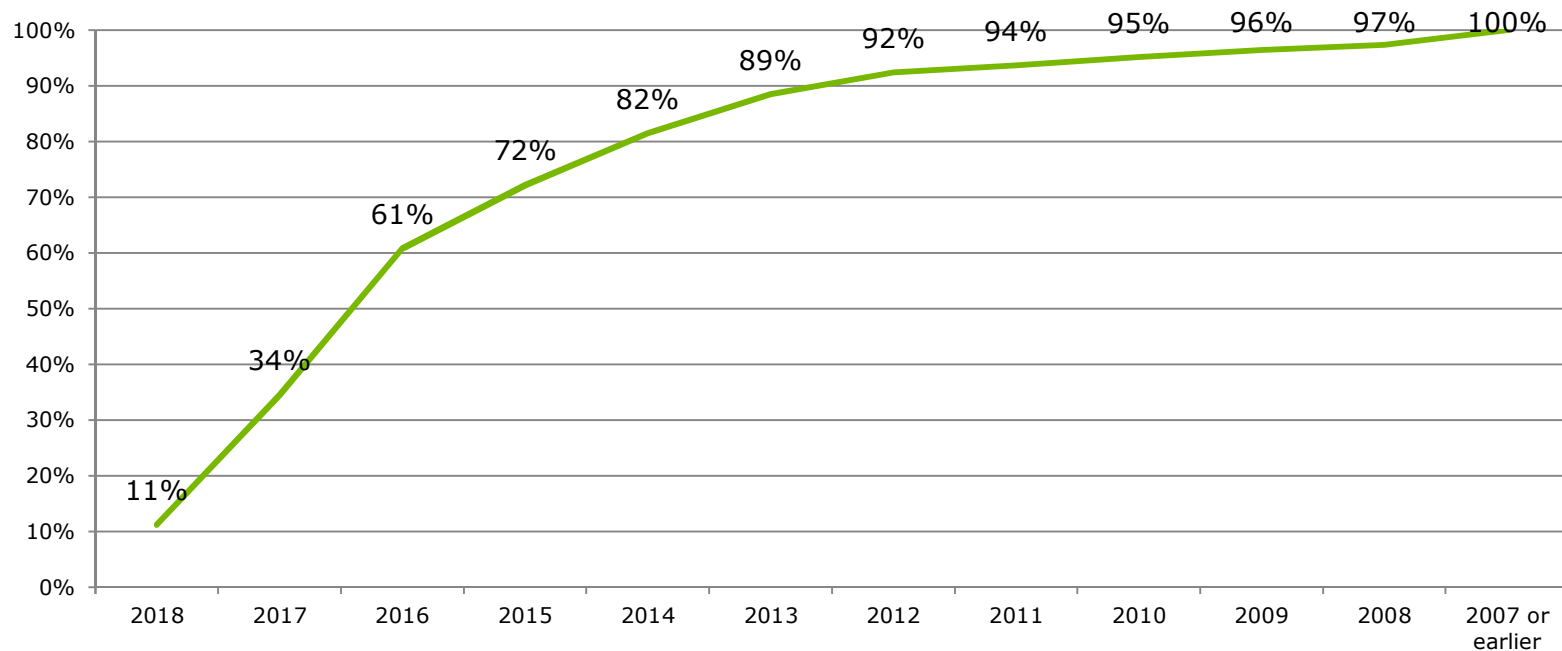
Base: n=1'316

Sums can differ from 100% due to rounding

* combined %severe+ and %profound+ because n is too small

72% of the currently owned HAs were acquired in 2015 or later

Year of purchase

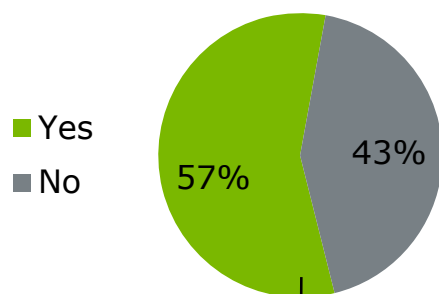


Age of currently owned HAs (Mean): 2.8 years

HA-owner, n=622

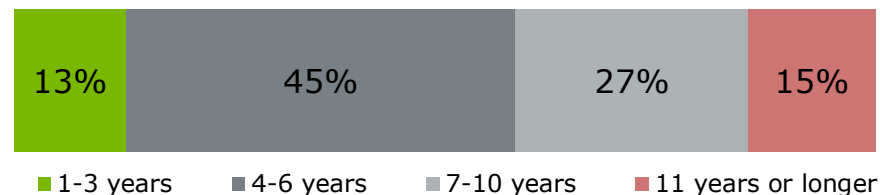
On average 3-4 years pass between becoming aware of the hearing loss and the purchase of hearing aids. Hearing aids are used for 6 years before they are being replaced.

Current HAs = first HAs?



HA-owner, n=639

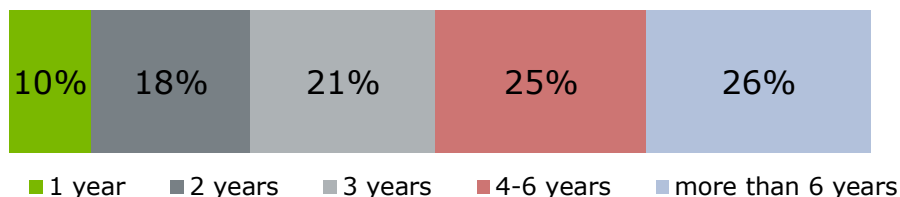
How many years did you own your previous HAs?



Base: n=251

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

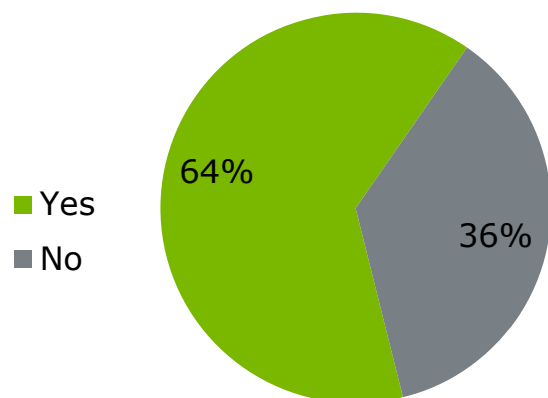
Thinking back before you acquired your first hearing aid: How many years have passed since you became aware of your hearing loss until you acquired a hearing aid?



Base: n=331

64% of all HA owners think they should have gotten their HAs sooner! Main reason is missing out on social life.

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

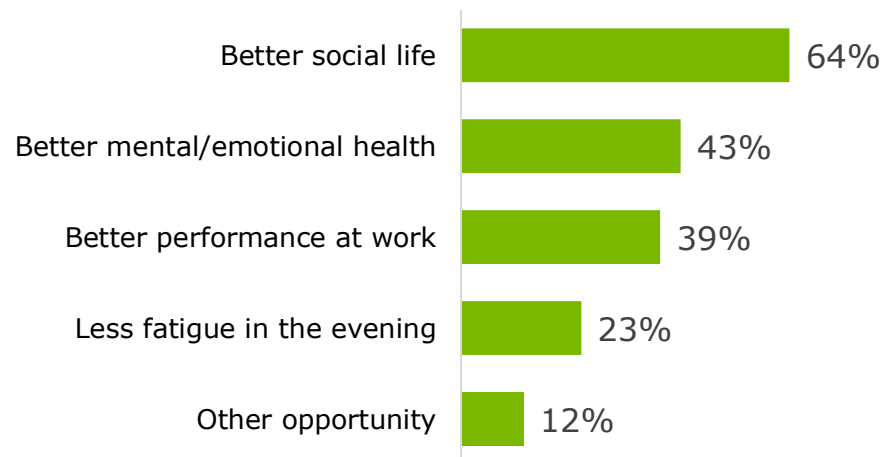


HA-owner, n=639

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?

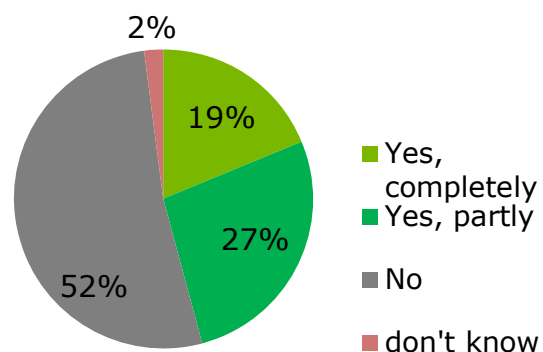
Please tick all that apply



Base: n=426

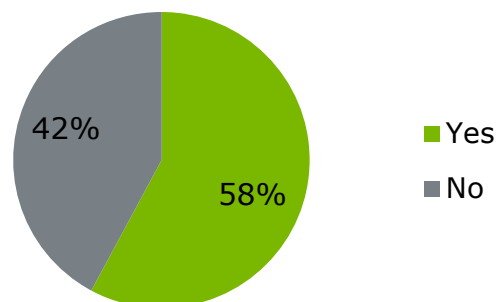
46% received some kind of 3rd party reimbursement – 58% among those received funding from ACC. Only 12% of the non owners think that government/insurance would pay

Owners: Have your current hearing aids at least partially been paid by a health insurance, disability insurance or accident insurance?*



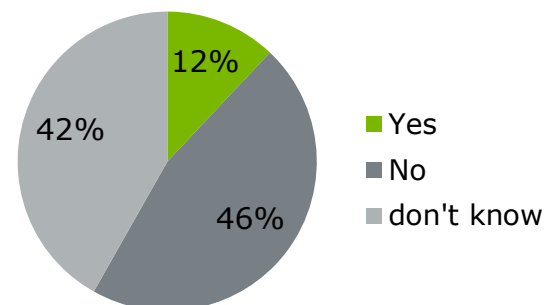
HA-owners, n=639

[if YES]: Did you receive funding from ACC for your current hearing aids?



HA-owner, n=251

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



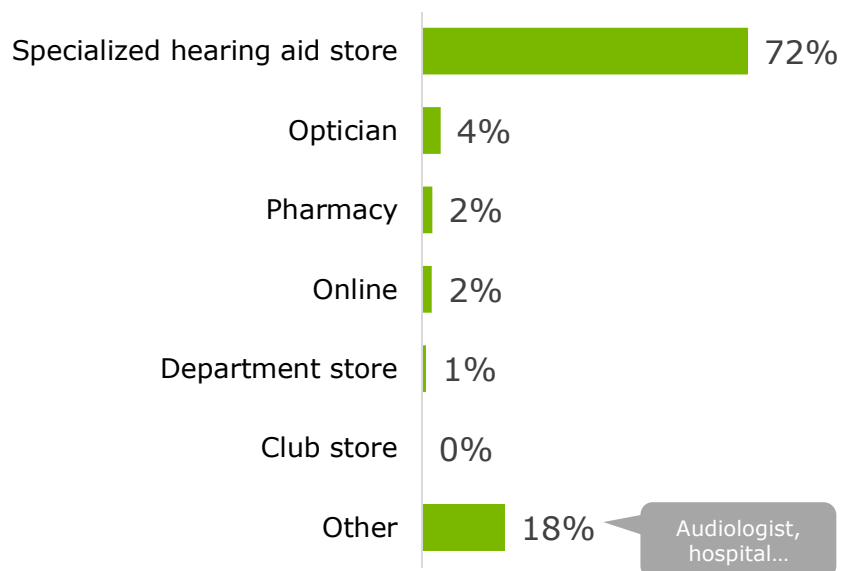
HA-non-owners, n=677

**Note: the State Ministry of Health funding is not seen as an insurance scheme, hence this question doesn't fully capture the understanding of public funding available for hearing devices and the «Yes» figures are probably underestimated.*

Specialized hearing aid store is by far the preferred place for obtaining hearing aids (both for owners and non owners).

OWNERS:

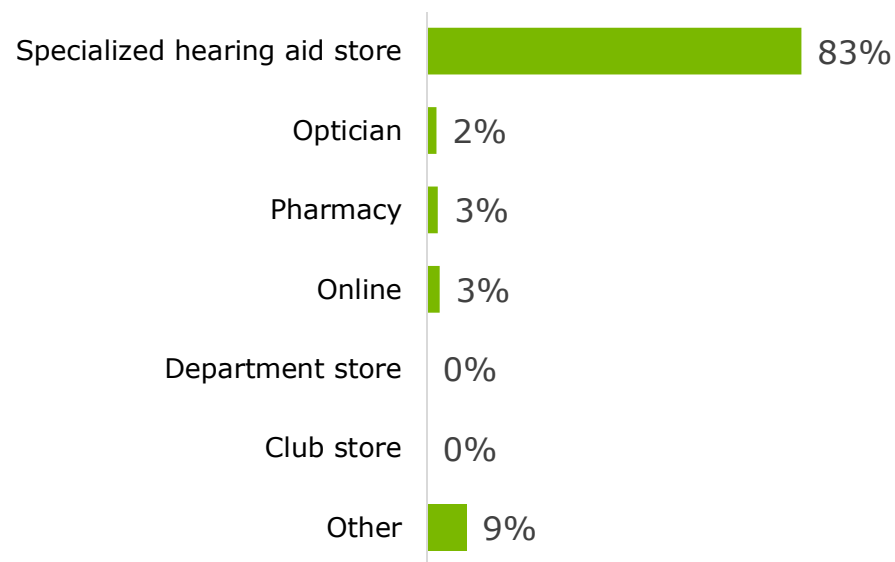
Where was your most current hearing aid obtained?



HA-owner, n=639

NON OWNERS:

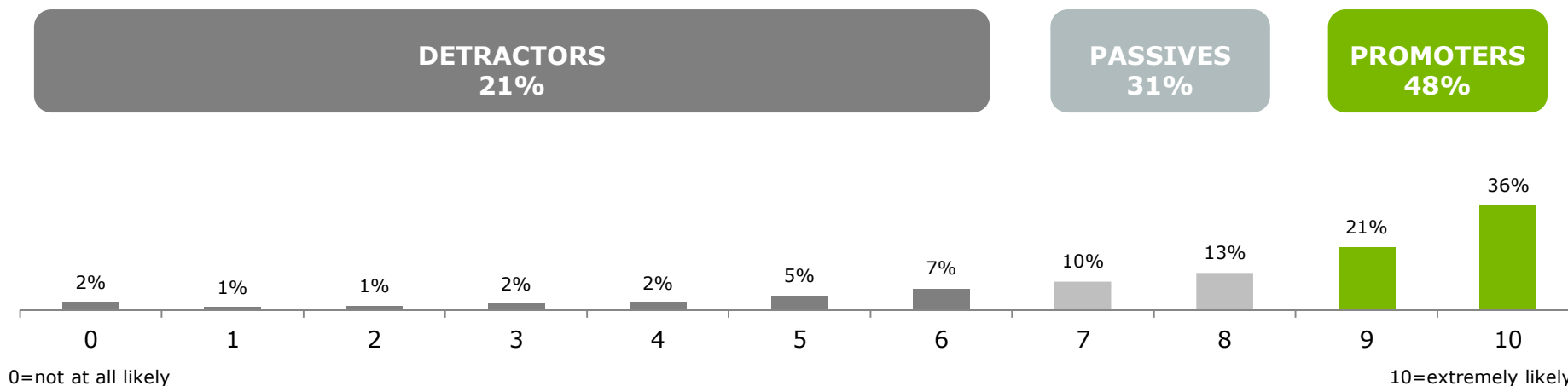
If you were to get hearing aids, where would you go?



HA-non-owner, n=677

Recommendation intention of the place where the hearing aid(s) have been obtained is good, with a positive NPS score of 27.

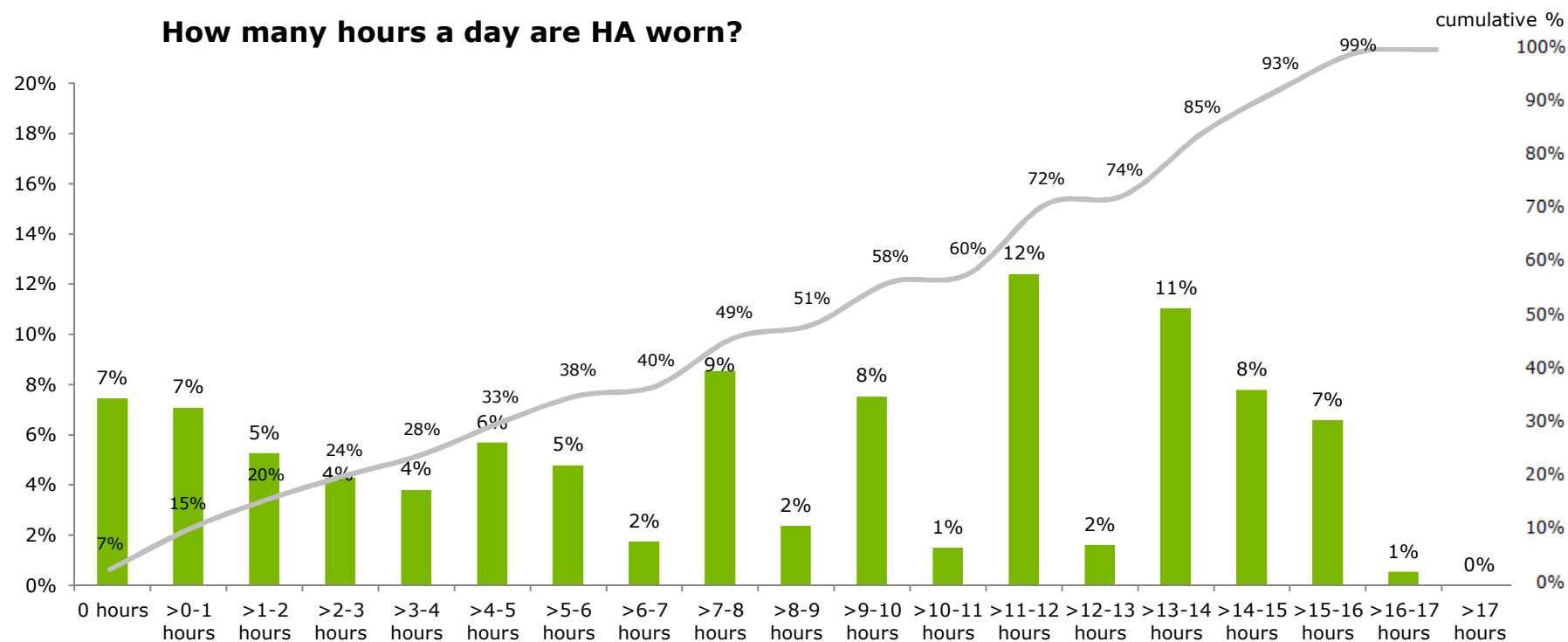
Considering your complete experience, how likely would you be to recommend the place where you obtained your hearing aids to a friend or colleague?



NPS = PROMOTERS – DETRACTORS = 27

HA-owner, n=639

On average, HAs are worn 8.5 hours a day



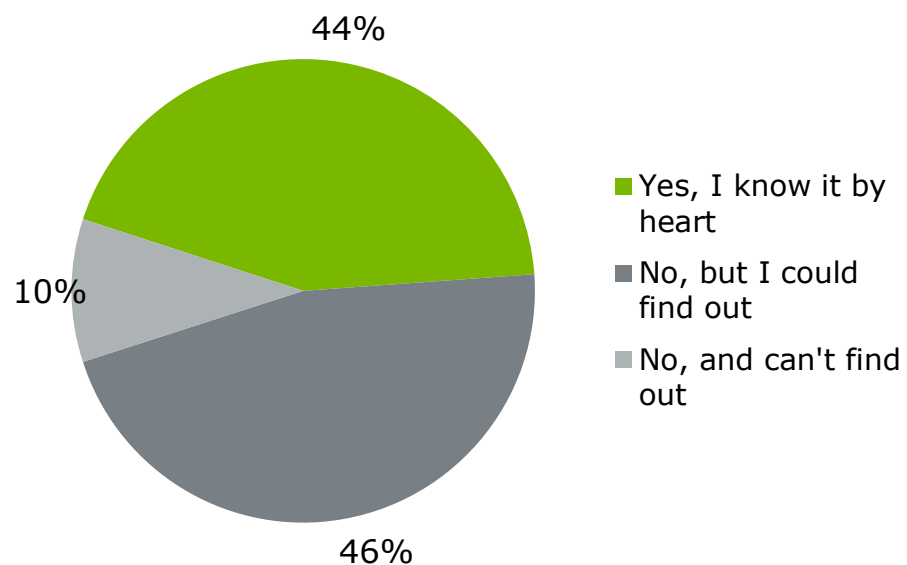
HA worn:
Mean: 8.5 hours/day

In the drawer (0 hours): 7%

HA-owner, n=639

44% of today's hearing aid owners are aware of their hearing aid brand.

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



Base: N=639

17% of the HA owners use an accessory for their hearing aids.
62% 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=639)

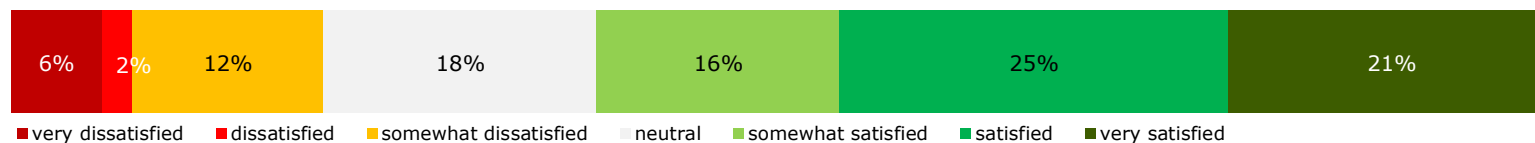


Do you personally use accessories for your hearing aids (TV-Streamer/ Apps / Remote Control / etc.) ? (HA owners, n= 639)



IF ACCESSORIES USED (n=104):

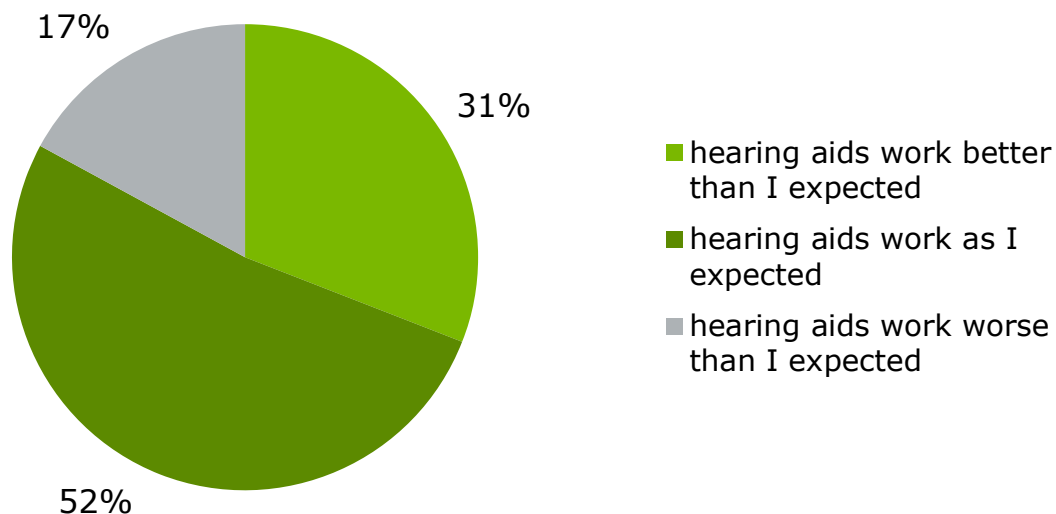
Overall, how satisfied with the performance of your accessorie(s)?



Satisfaction with hearing aids and drivers

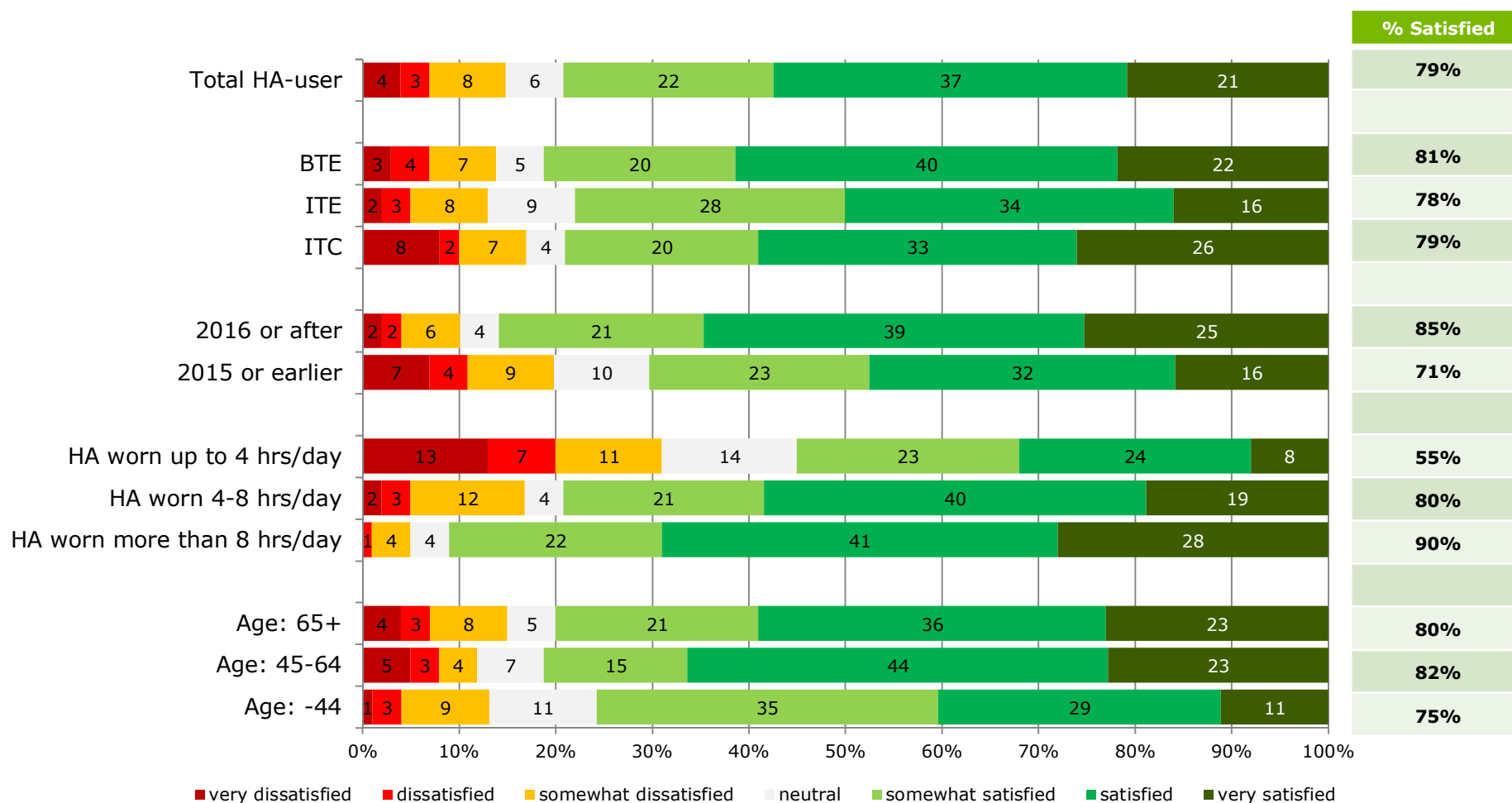
83% of the hearing aid owners say their hearing aid works better than or as expected

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



Base: N=639

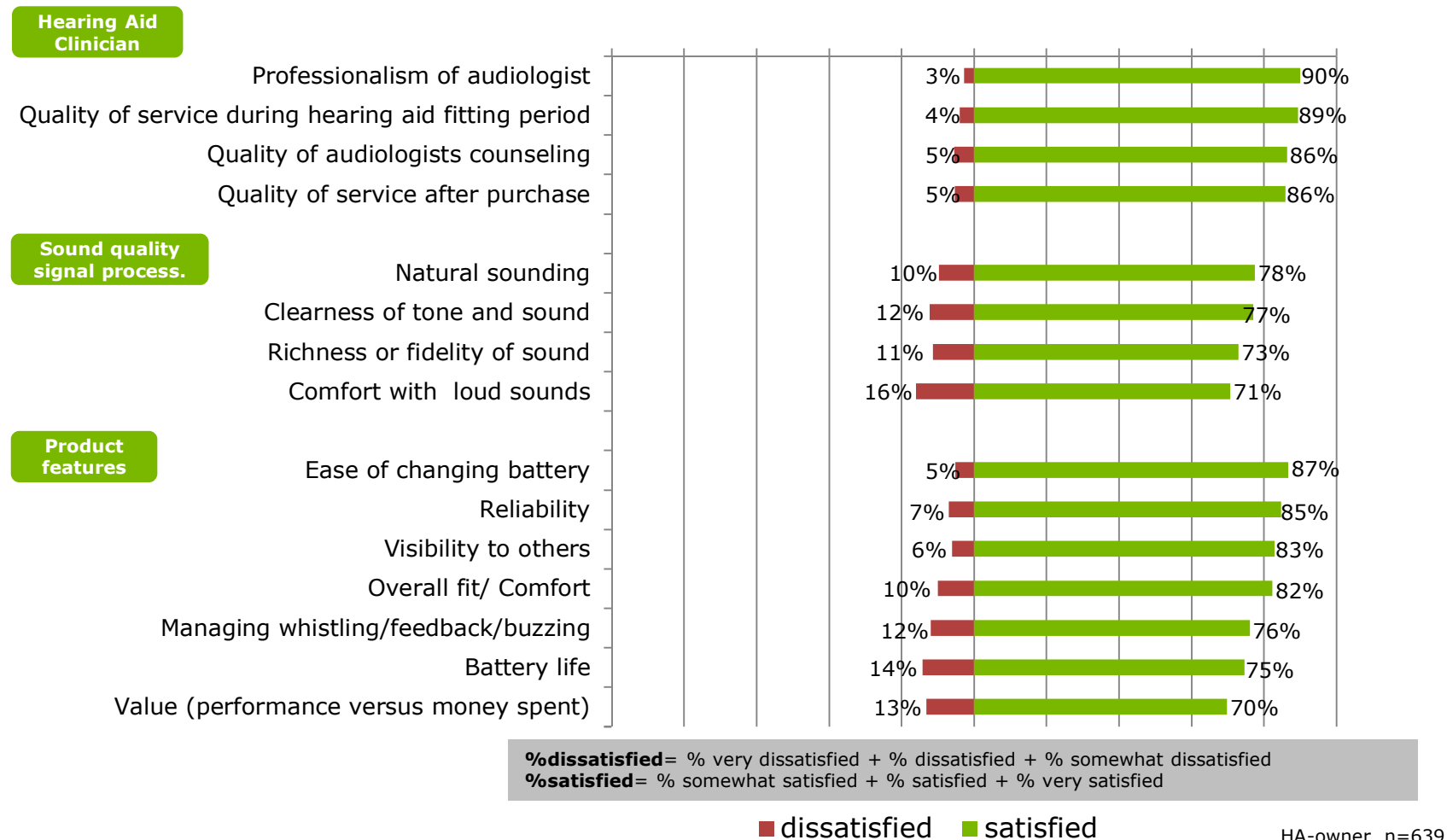
Overall satisfaction with HA: Highest satisfaction for the following groups: purchased 2016 or after, worn more than 4 hrs/day



Overall Satisfaction with HA: Country comparison

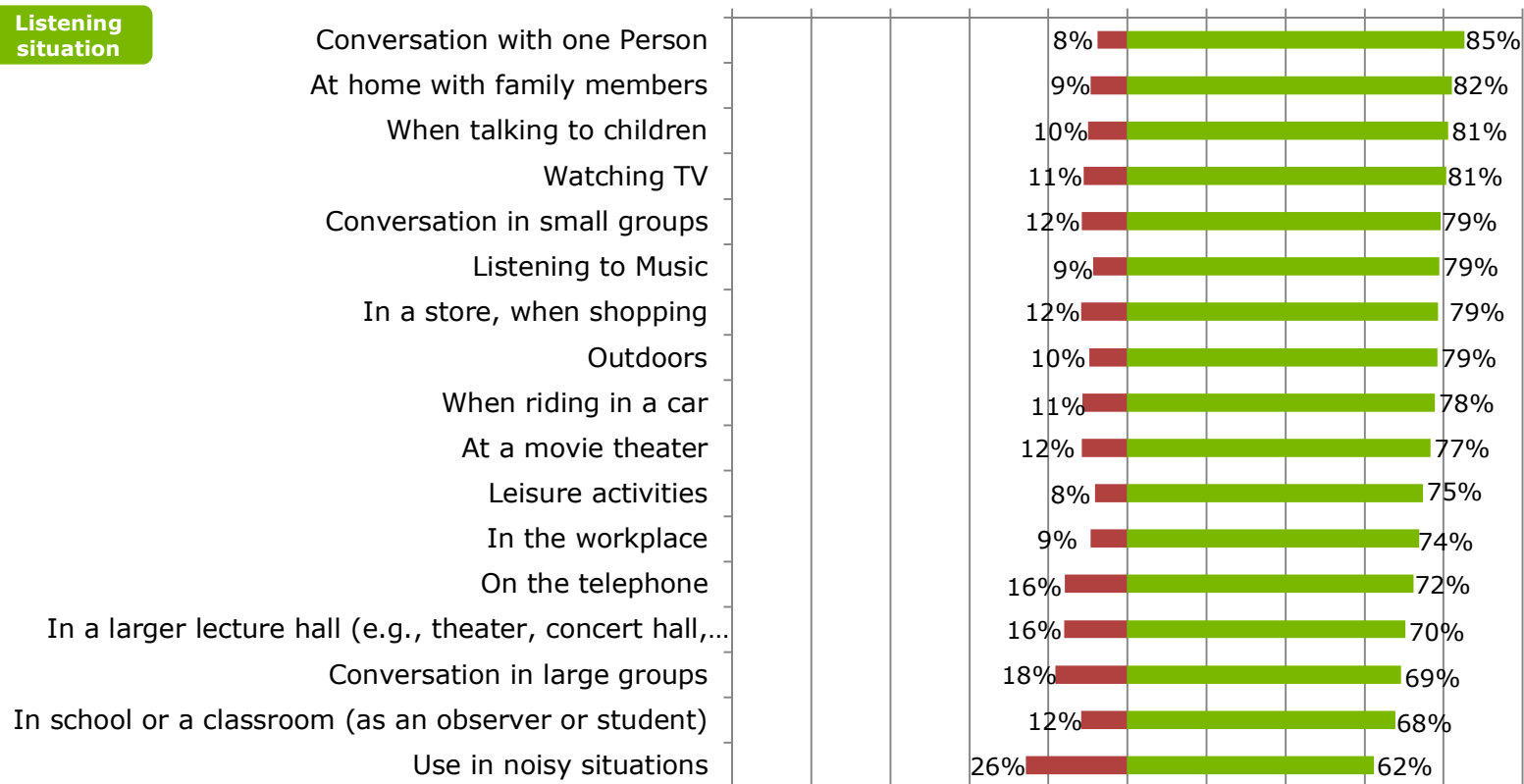
	NZ	UK	Bel-gium	Nether-lands	Poland	France	Switzer-land	Den-mark	Norway	Italy	Japan
Overall satisfaction 2012	-	72%	-	-	-	80%	84%	70%	72%	70%	36%
Overall satisfaction 2015/16/17	-	70%	80%	73%	80%	84%	81%	71%	-	79%	39%
Overall satisfaction 2018	79%	74%				82%				81%	

Satisfaction with current hearing aids



Satisfaction with current hearing aids

Listening situation



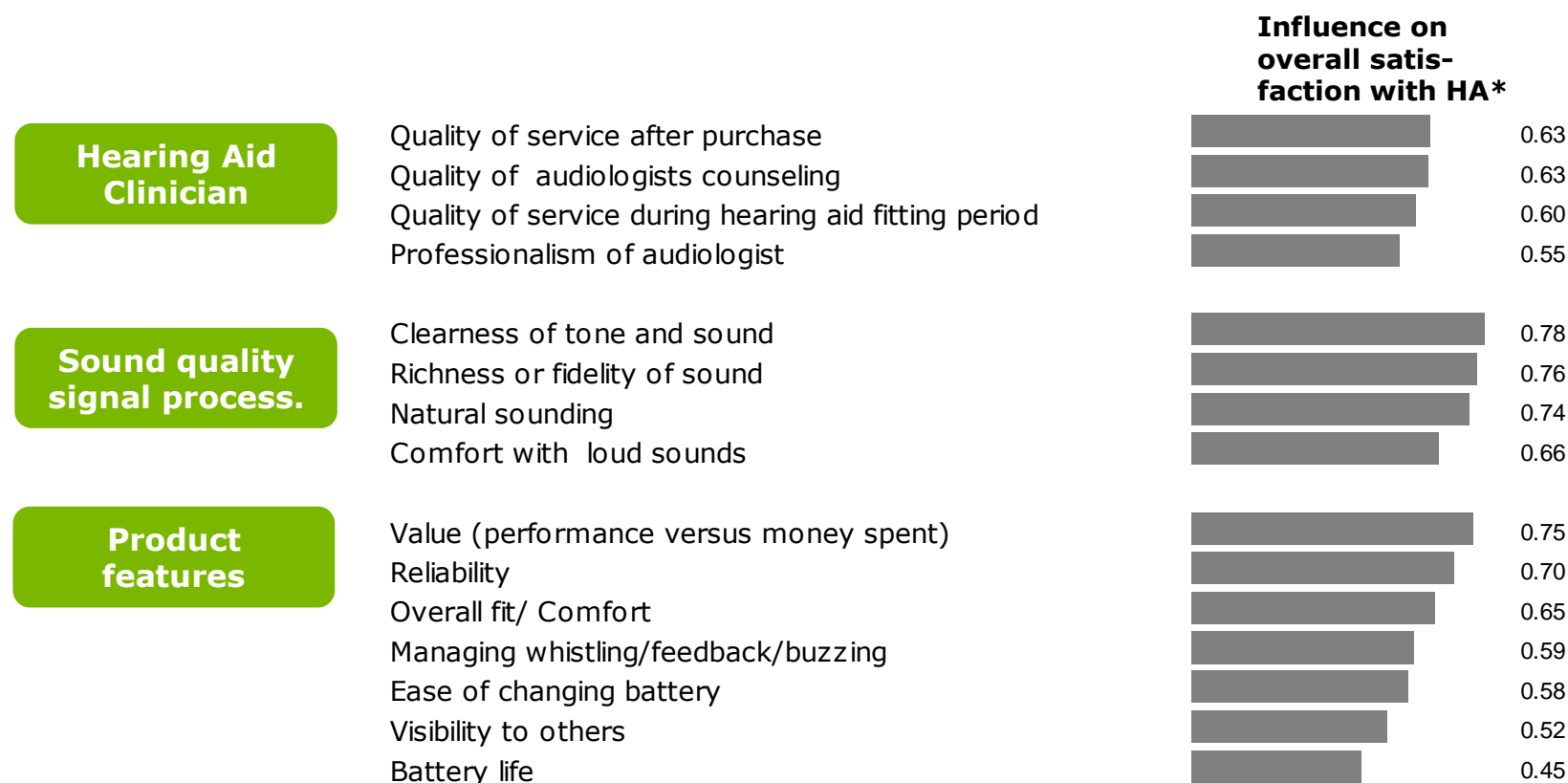
%dissatisfied= % very dissatisfied + % dissatisfied + % somewhat dissatisfied

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

■ dissatisfied ■ satisfied

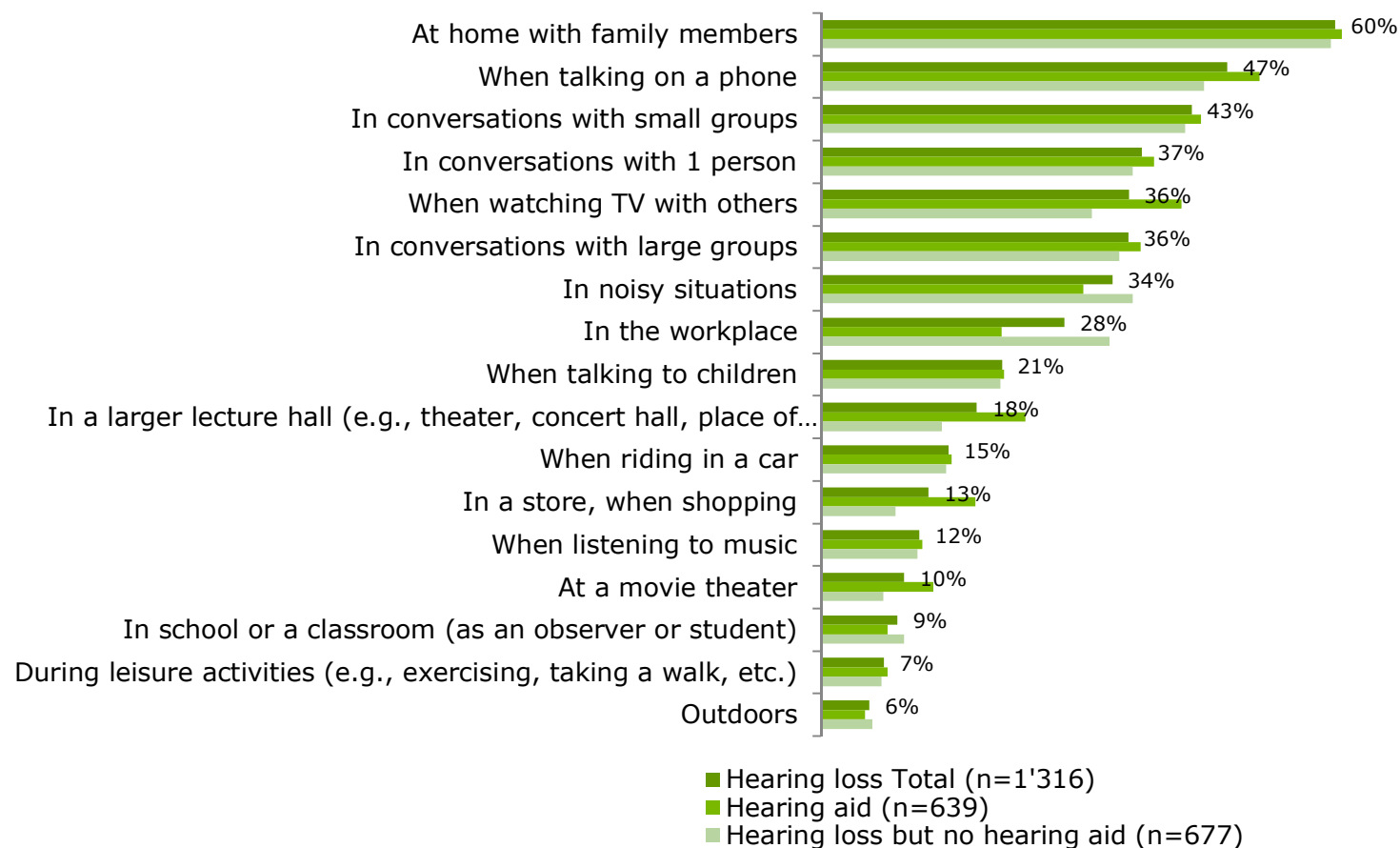
HA-owner, n=639

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



Important listening situations

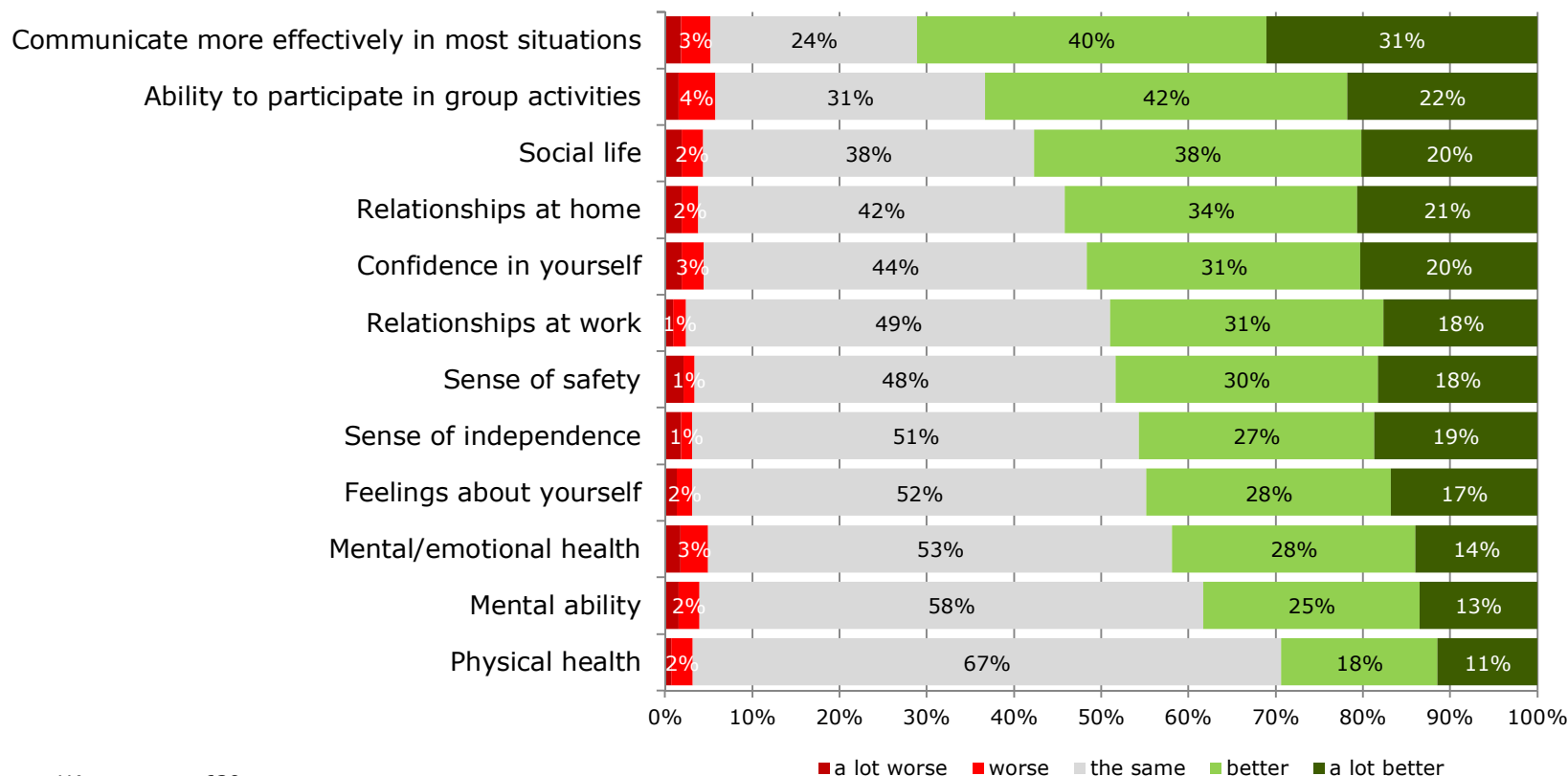
**In which of these situations is it most important for you to hear well?
(choose up to 5)**



Positive impact of hearing aids, quality of life

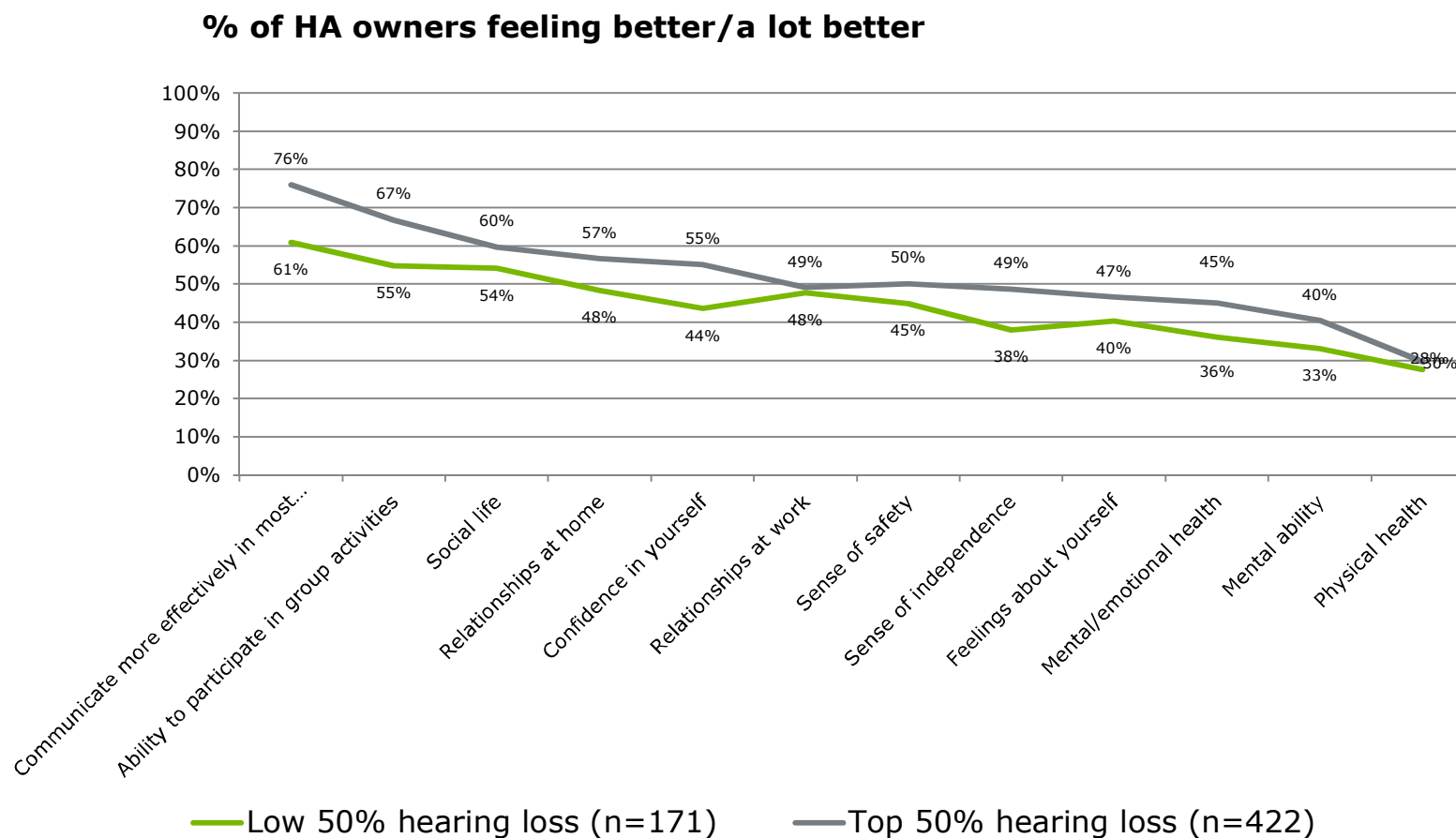
Significant positive impact of HAs on different aspects: Especially communication effectiveness and ability to participate in group activities improve with hearing aids.

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).



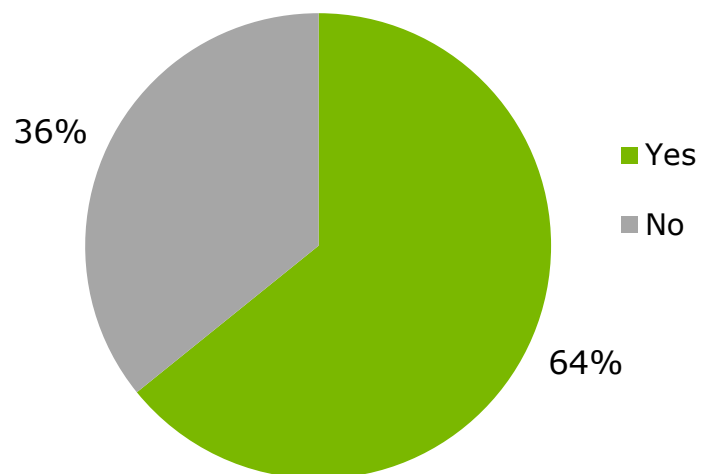
HA-owner, n=639

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



2 out of 3 hearing aid owners feel more confident moving in a city since wearing hearing aids!

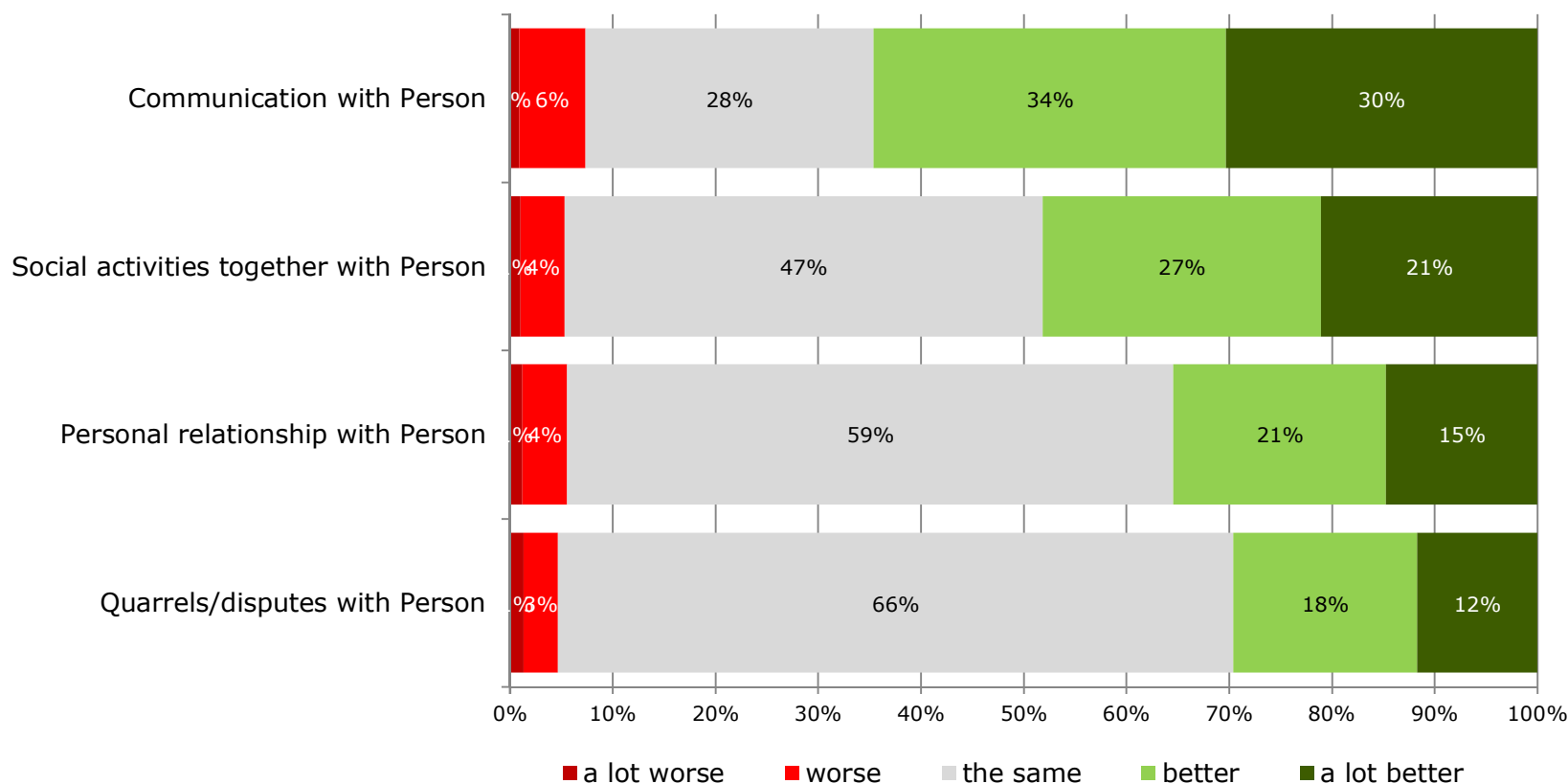
Since wearing a hearing aid, do you feel more confident moving in a city, e.g. because you hear traffic signals/vehicles approaching?



Base: N=639

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

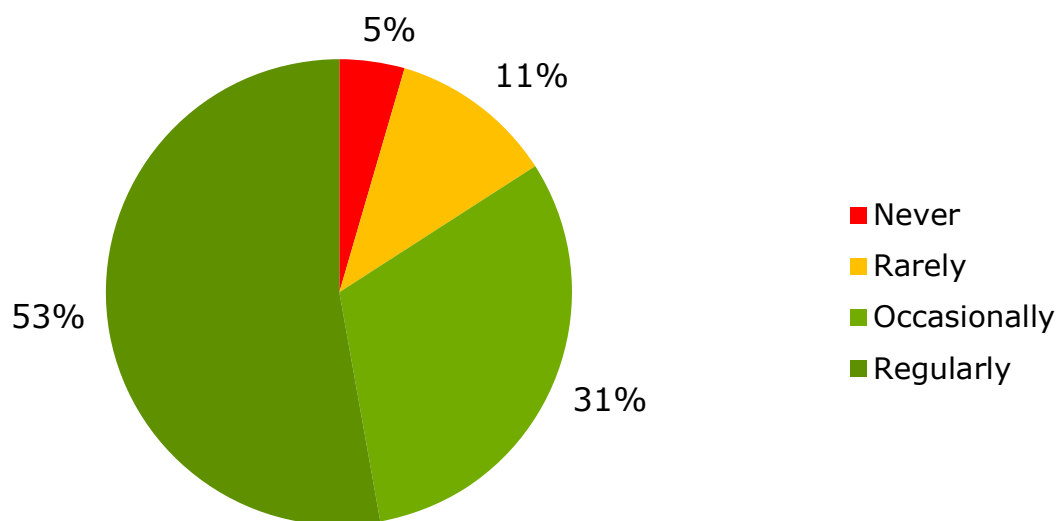
How did the following aspects change since person X is wearing hearing aids?



Someone in HH / parent has HA, n=636

95% 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?



Base: N=639

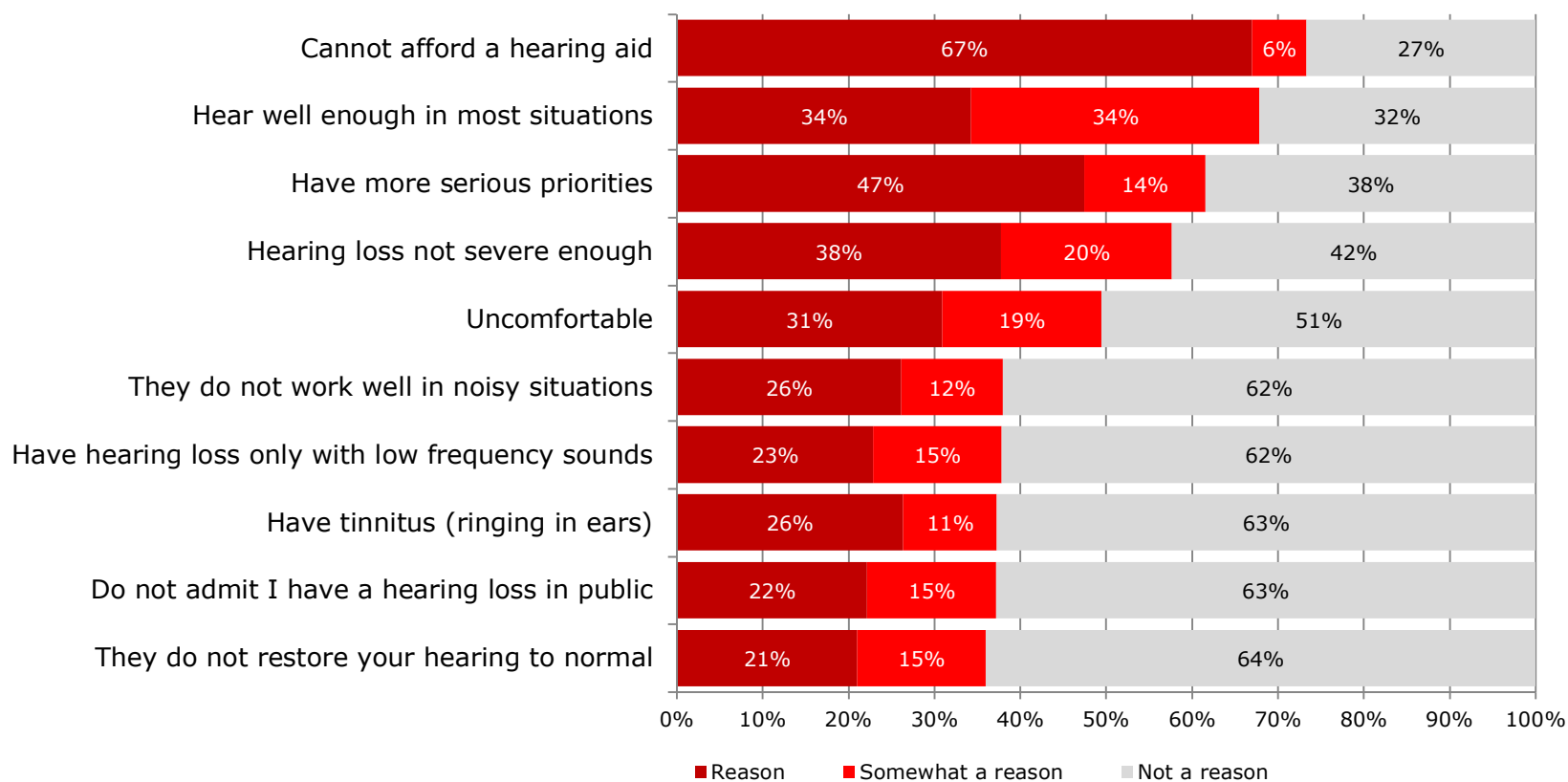
4. Analysis of hearing impaired non-owners

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

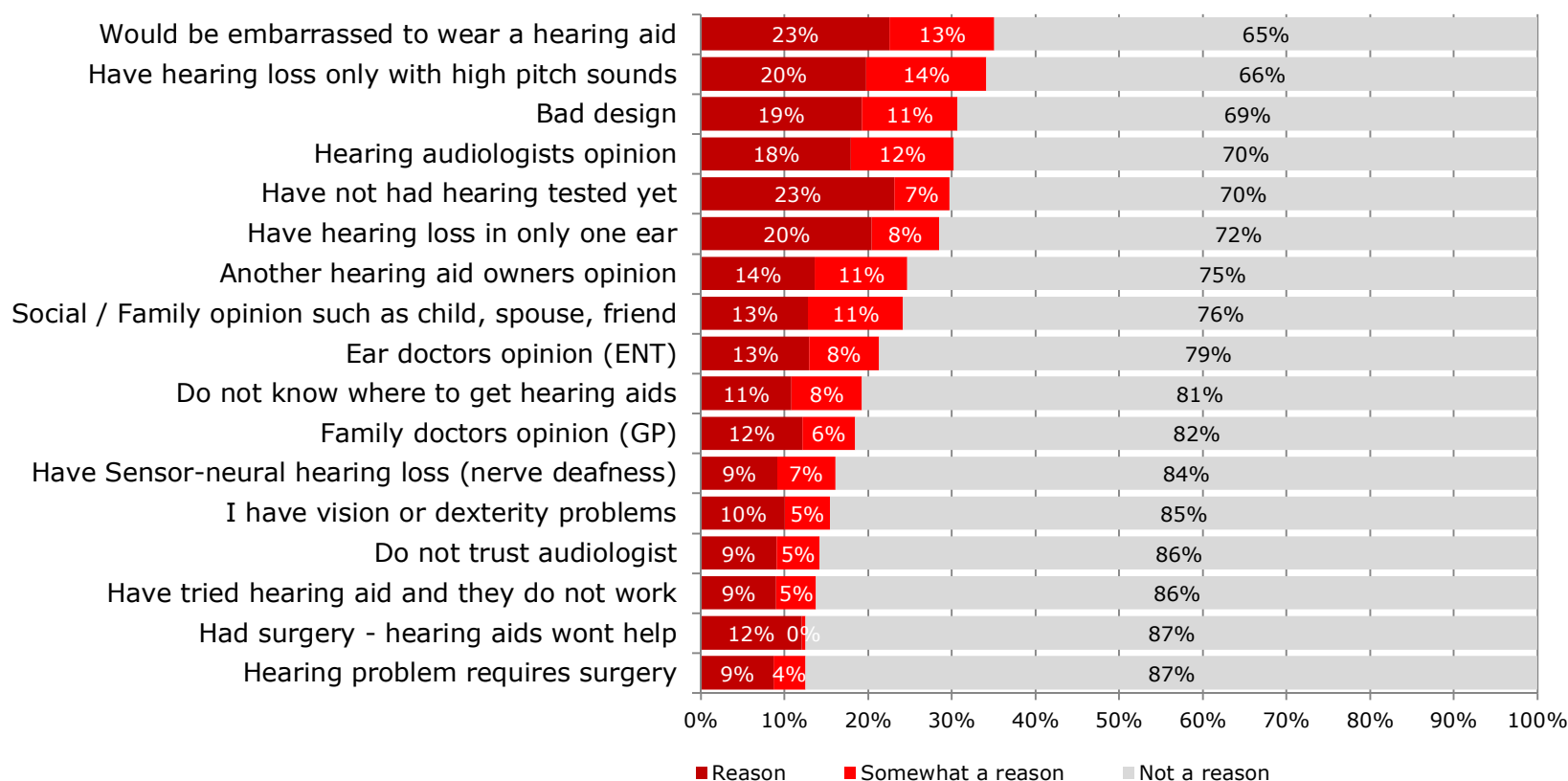
	HA Owner n=639	HA-Non-owner Low 50% HL n=370	Non-owner Top 50% HL n=171
Ears impaired			
Unilateral loss	14%	41%	25%
Bilateral loss	86%	59%	75%
Perceived loss		More similar hearing loss- structure	
Mild	10%	61%	6%
Moderate	62%	34%	72%
Severe	24%	3%	20%
Profound	4%	2%	2%

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



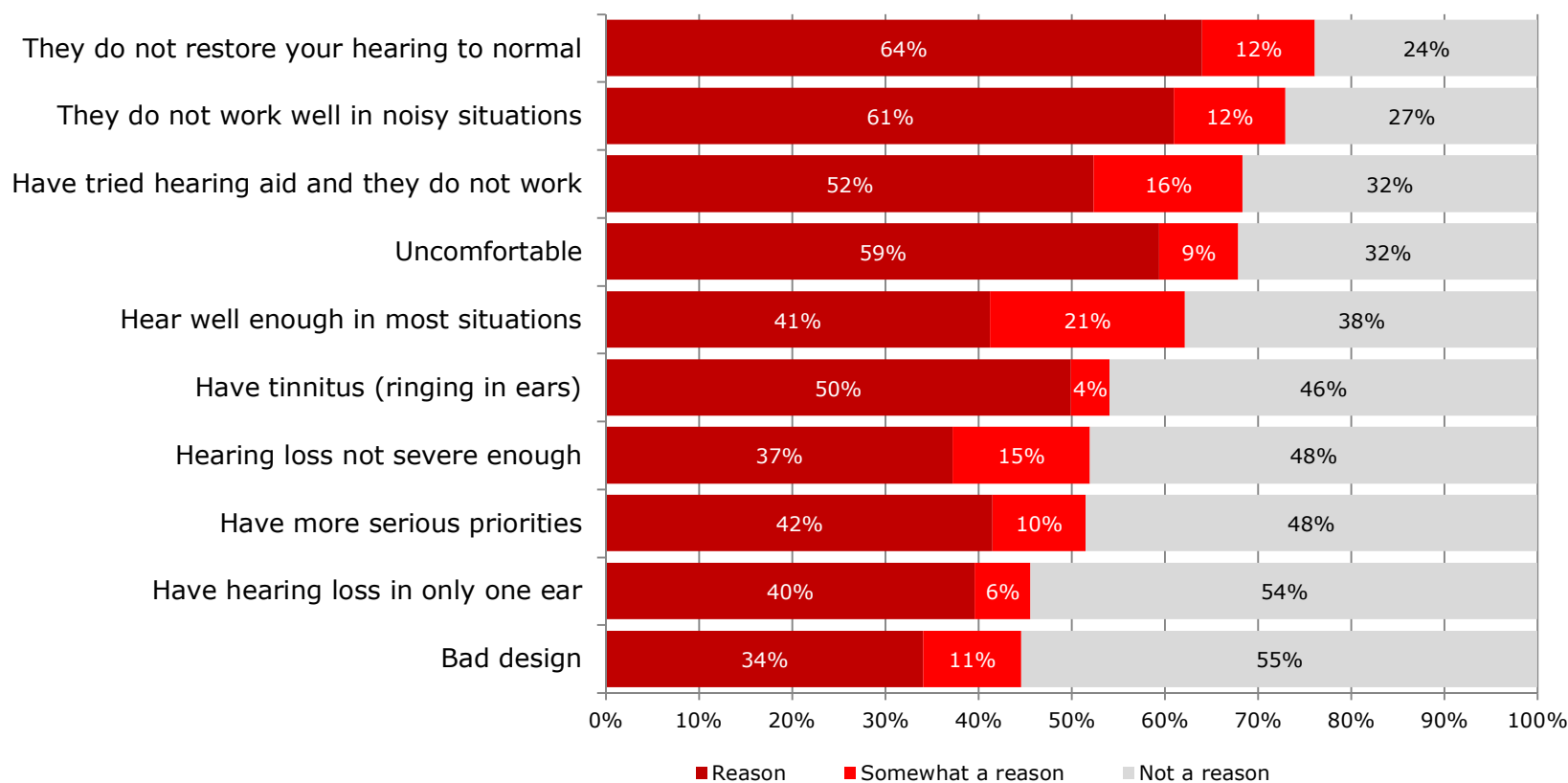
Base: non owners Top 50% HL: n=171

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



Base: non owners Top 50% HL: n=171

Top 10 reasons for HA owners NOT using them

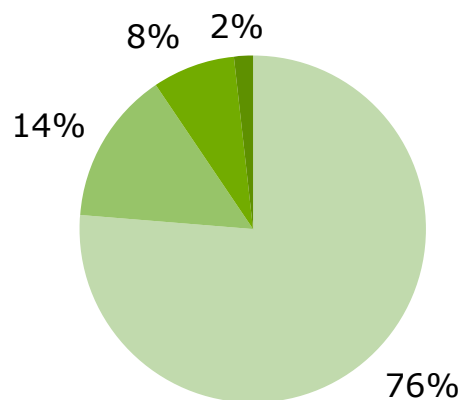


Owners who don't use, n=53

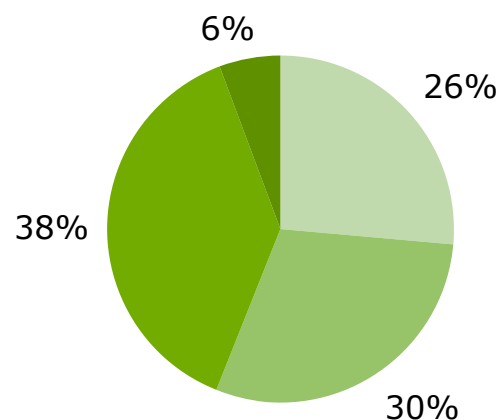
Social rejection because of hearing loss
compared to the acceptance of hearing aids

76% 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?



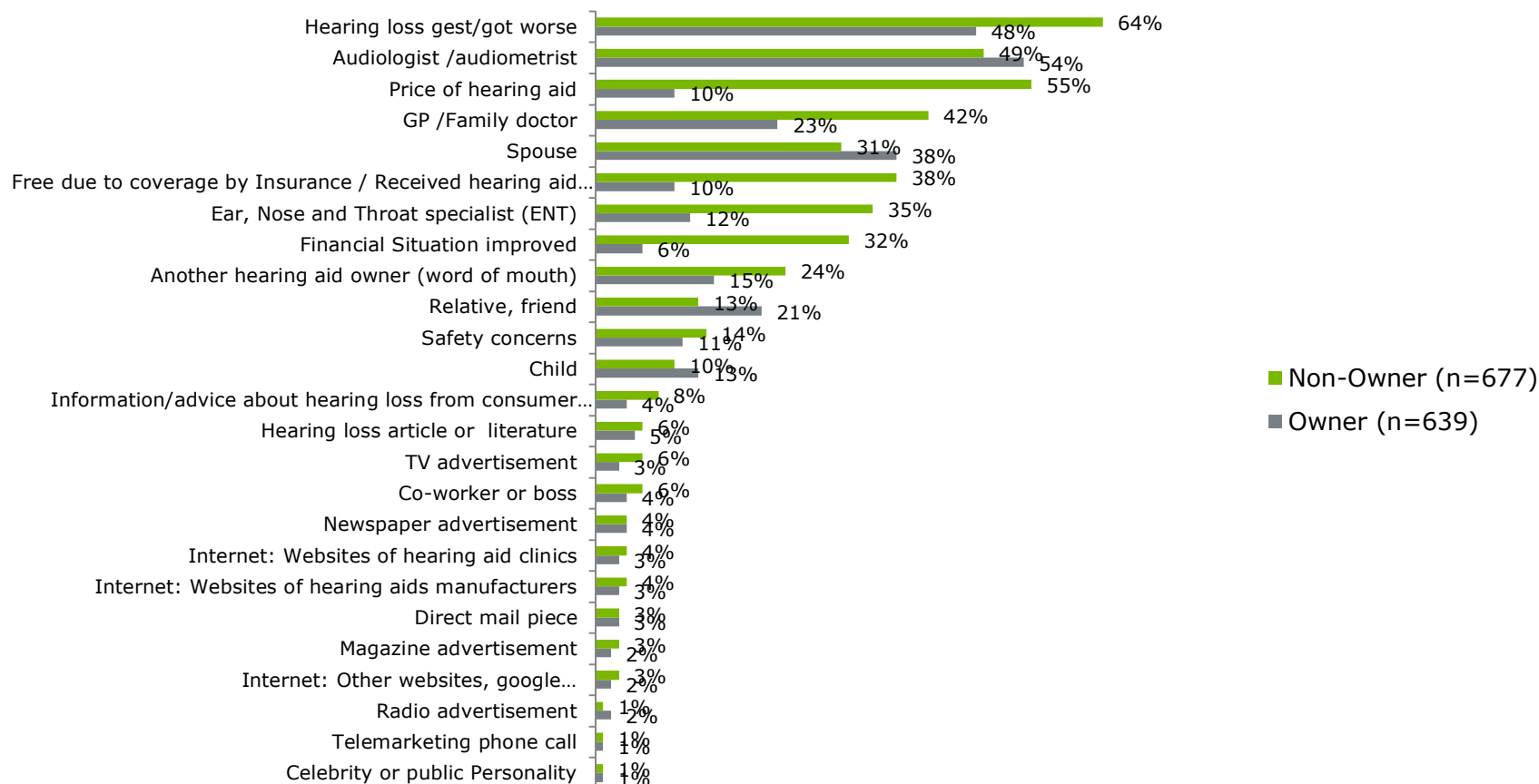
Base: N=639

Base: Top 50% hearing loss, no hearing aid N=171

Most important triggers to buy

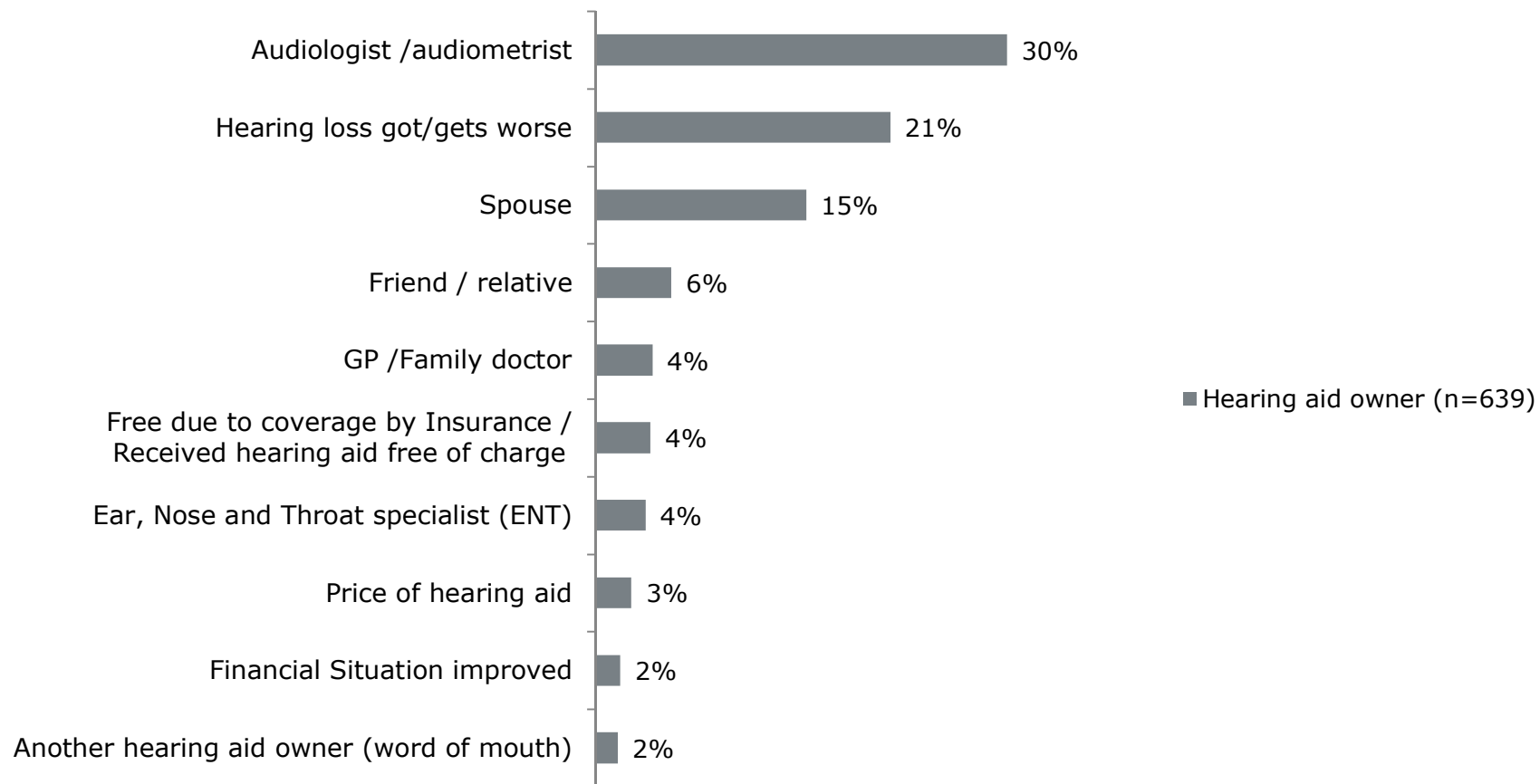
The most important influencing factors are worsening hearing loss, audiologist/audiometrist, GP and spouse (+price, insurance coverage for the non owners)

Non-owner: Think about the option to obtain / purchase a hearing aid. What do you think would influence you to obtain / purchase a hearing aid ?
Owner: Thinking back to when you obtained your first hearing aid(s), what influenced you to obtain /purchase the hearing aid(s)?



The most important trigger to buy a hearing aid is the audiologist/audiometrist, followed by worsening hearing loss and the spouse.

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





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APPENDIX

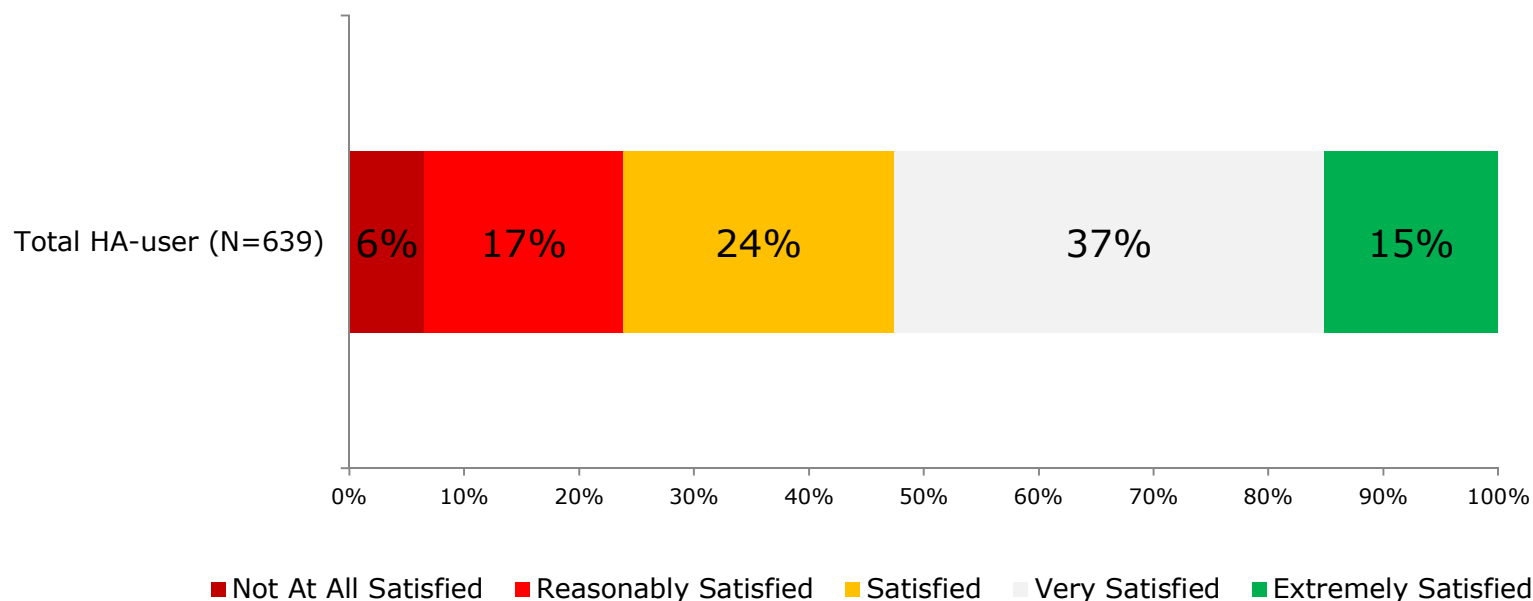
Sample description: Region, ethnic group

State / Territory	%
Auckland	35%
Bay of Plenty	5%
Canterbury	14%
Gisborne	1%
Hawke's Bay	3%
Manawatu-Wanganui	6%
Marlborough	1%
Nelson	1%
Northland	3%
Otago	5%
Southland	1%
Taranaki	2%
Tasman	1%
Waikato	8%
Wellington	13%
West Coast	1%

What ethnic group do you most identify with?	%
New Zealand European	74.8%
Māori	5.7%
Pacific Islander	2.3%
Asian	15.5%
Middle East	0.5%
Latin America	0.5%
African	0.7%

Overall satisfaction with HA: Alternative question

Overall how satisfied are you with your hearing device?
[NZ Ministry of Health survey question]



Demographics (1) Hearing instrument adoption rates and populations

					Profiles: Categories add to 100%*		
		Count	Hearing difficulty	Hearing aid adoption rate % (Base=hearing impaired)	No hearing loss	Hearing loss but no hearing aid	Hearing aid
Gender							
	Male	8'000	12.3%	40.5%	48.5%	62.0%	59.2%
	Female	8'080	7.8%	43.3%	51.5%	38.0%	40.8%
Age recoded							
	1 - 14	3'155	2.6%	36.5%	21.3%	5.5%	4.4%
	15 - 24	2'117	3.2%	30.7%	14.2%	4.9%	3.1%
	25 - 34	2'134	3.7%	35.2%	14.2%	5.5%	4.2%
	35 - 44	2'012	5.5%	20.9%	13.1%	9.3%	3.5%
	45 - 54	2'219	9.5%	17.3%	13.9%	18.5%	5.4%
	55 - 64	1'940	15.8%	35.4%	11.3%	20.9%	16.1%
	65 - 74	1'424	23.5%	49.8%	7.5%	17.8%	24.8%
	74+	1'079	39.4%	60.9%	4.5%	17.6%	38.6%
Type of household							
	single household	1'163	19.5%	47.7%	6.5%	12.5%	16.1%
	Couple, no kids	3'777	16.7%	49.7%	21.8%	33.5%	46.5%
	Couple with kid(s)	7'560	5.5%	28.1%	49.4%	31.9%	17.5%
	Single mom/dad with kid(s)	1'114	7.4%	33.9%	7.1%	5.8%	4.2%
	Retirement home, hospital etc.	177	41.5%	66.3%	0.7%	2.6%	7.3%
	Other	2'289	8.1%	30.8%	14.5%	13.6%	8.5%
Status							
The head of the household (alone or together with someone)		8'041	14.9%	43.4%	47.3%	71.6%	77.1%
The spouse of the head of the household		1'953	10.2%	43.1%	12.1%	12.0%	12.8%
Daughter/son of head of household		4'437	2.4%	27.8%	29.9%	8.2%	4.4%
Other person		1'649	7.0%	33.0%	10.6%	8.2%	5.7%

Demographics (2) Hearing instrument adoption rates and populations

				Profiles: Categories add to 100%*		
				No hearing loss	Hearing loss but no hearing aid	Hearing aid
Employment						
Full time employed	6'210	8.3%	29.9%	50.6%	40.4%	24.0%
Part time employed	1'747	9.5%	31.8%	14.0%	12.7%	8.2%
Unemployed / not working	1'383	8.8%	26.4%	11.2%	10.1%	5.0%
Retired under a disability pension scheme (fully or partly)	271	23.4%	41.6%	1.8%	4.1%	4.1%
Early retired under an early retirement benefit scheme	212	24.3%	52.0%	1.4%	2.8%	4.2%
Retired (at the official retirement age)	1'902	30.7%	58.6%	11.7%	27.1%	53.6%
Student / pupil / in training	1'062	2.9%	17.4%	9.2%	2.9%	0.8%
Education						
Primary school	317	24.1%	38.9%	2.1%	5.2%	4.7%
High school	4'508	14.3%	43.7%	34.3%	40.6%	44.0%
Polytechnic, Institute of Technology	2'642	14.2%	42.2%	20.2%	24.2%	24.6%
University, college	4'751	7.9%	40.0%	38.9%	25.3%	23.5%
Other	568	10.9%	33.2%	4.5%	4.6%	3.2%
What ethnic group do you most identify with?						
New Zealand European	12'031	11.1%	43.5%	73.9%	79.9%	86.4%
M ori	923	11.2%	31.5%	5.7%	7.5%	4.8%
Pacific Islander	367	8.1%	16.6%	2.3%	2.6%	0.7%
Asian	2'492	5.4%	36.4%	16.3%	9.0%	7.3%
Middle East	77	4.4%	75.3%	0.5%	0.1%	0.4%
Latin America	75	3.7%	55.8%	0.5%	0.1%	0.2%
African	115	6.6%	10.9%	0.7%	0.7%	0.1%