

Impressions about hearing

Representative survey
Germany, France and US

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Prepared for: Phonak Hearing Systems

The survey

- Target group: representative sample of persons aged from 14, 15 and 18 years
- Countries: Germany, France and the US
- Sample size: 1.000 interviews per country
- Field time: September 2006
- Method for data collection: CATI (computer aided telephone interviews)

Knowledge on the topic of hearing

- 36% of all interviewees feel that they are not well informed
 - But: The level of knowledge increases with the age of the interviewees.
- Perception of advertisement / media coverage
 - France and the US: almost half of the interviewees
 - Germany: Only a quarter (25%) of the interviewees
 - In France and in the US, the age group 65+ are the best informed with 65% and 72%
 - Germany falls behind with 23%



Q: Do you consider yourself to be well informed on the subject of hearing and hearing impairments?
Q: Have you recently seen any advertisement or articles about hearing aids or hearing impairment?

- Triggers for hearing impairment are generally known
 - Loud music / noise (96 %)
 - Sickness or infections (92%)
- But: Protection measures are only taken by
 - 65% of all interviewees
 - 35% of the youngest target group (14-17 years)



What would you miss most?



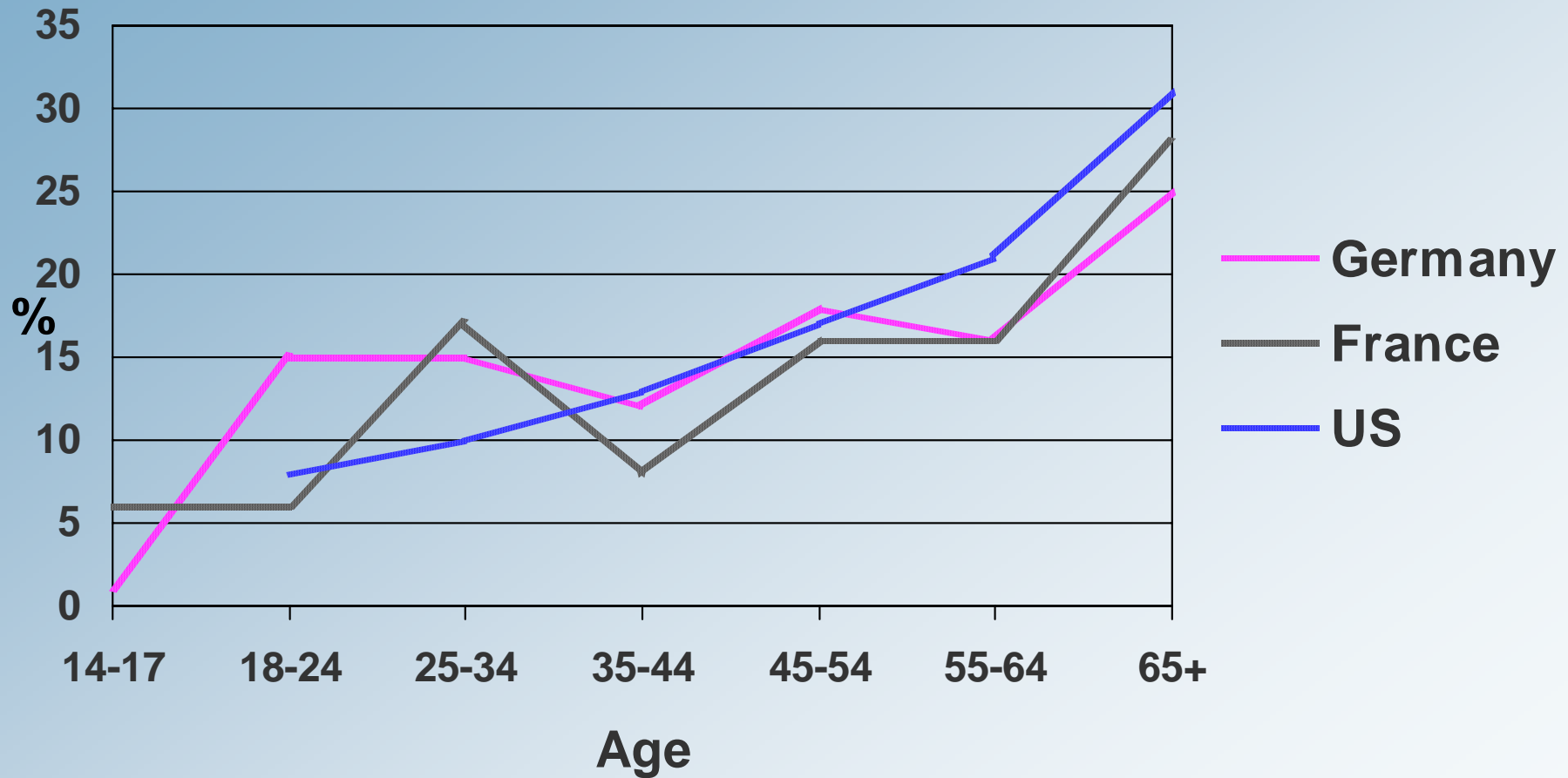
Hearing problems

- Almost 17% of all interviewees have already faced hearing problems before
- This corresponds to
 - 12 million people in Germany
 - 8 million people in France
 - 40 million people in the US



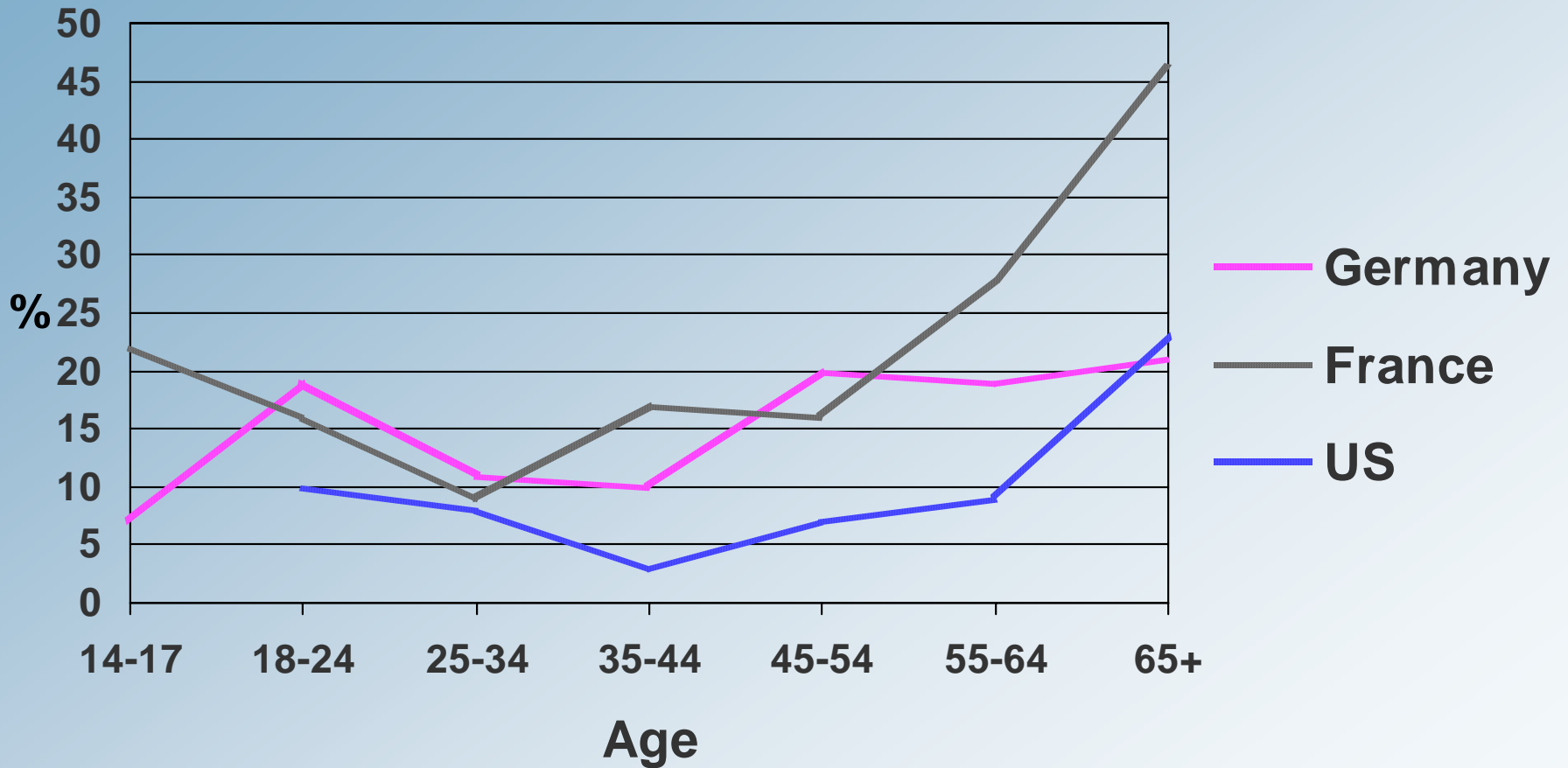
Q: Have you ever had problems hearing?

- The number of people with hearing problems increases with the age.



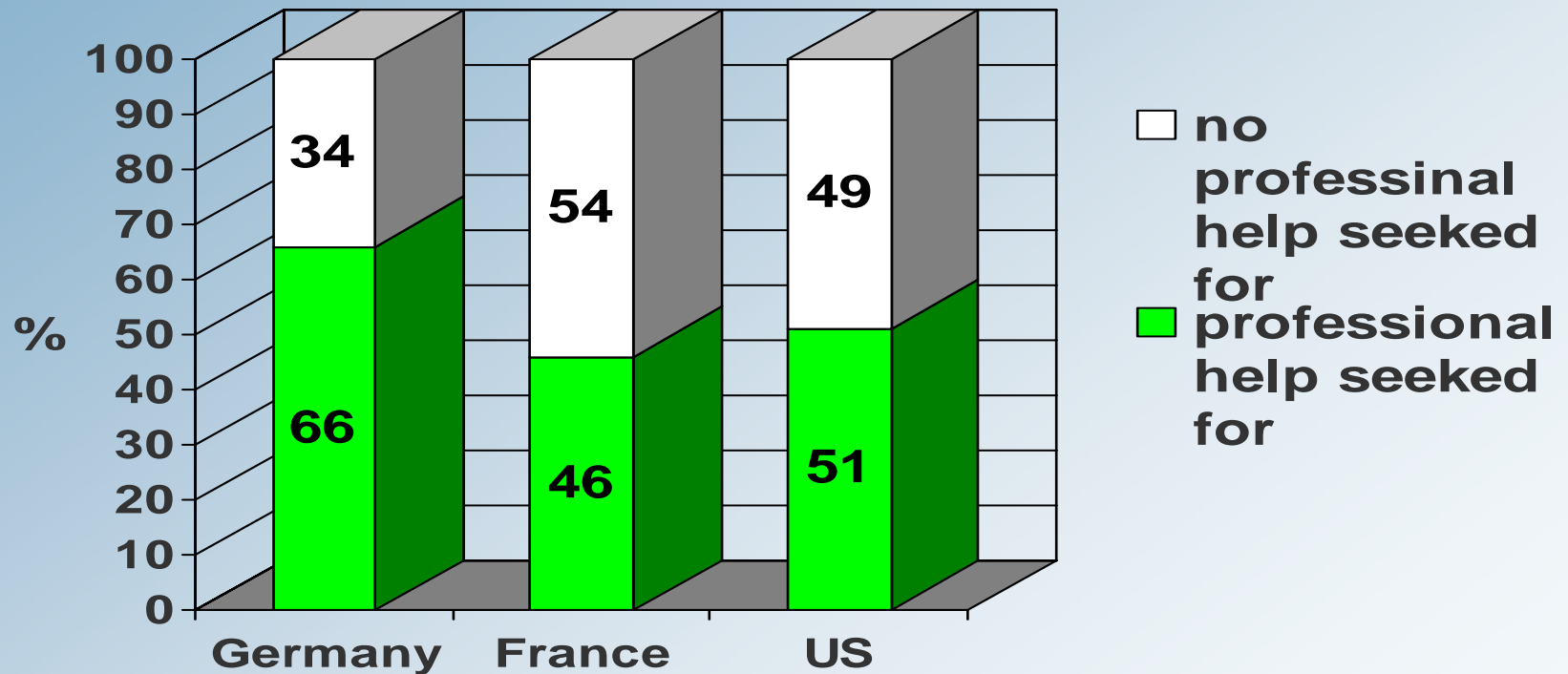
Q: Have you ever had problems hearing?

- Nevertheless, the percentage of people that have never taken a hearing test is the highest among persons aged 65+.

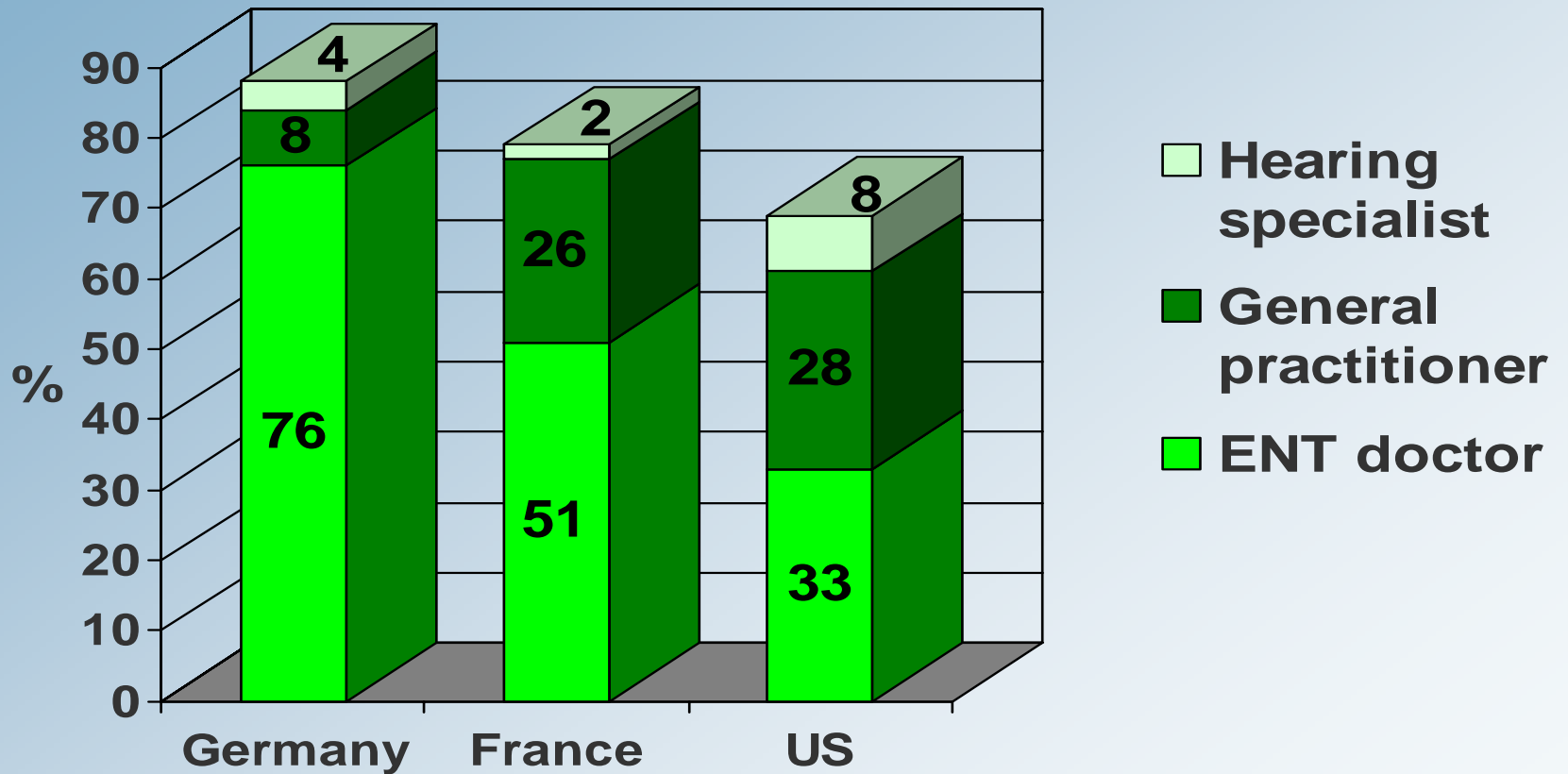


Professional help

- Only every second person facing hearing problems contacts a medical doctor or another hearing specialist.



- But: Trend towards specialists



- Awareness of the location of the closest hearing specialist store varies among the countries.

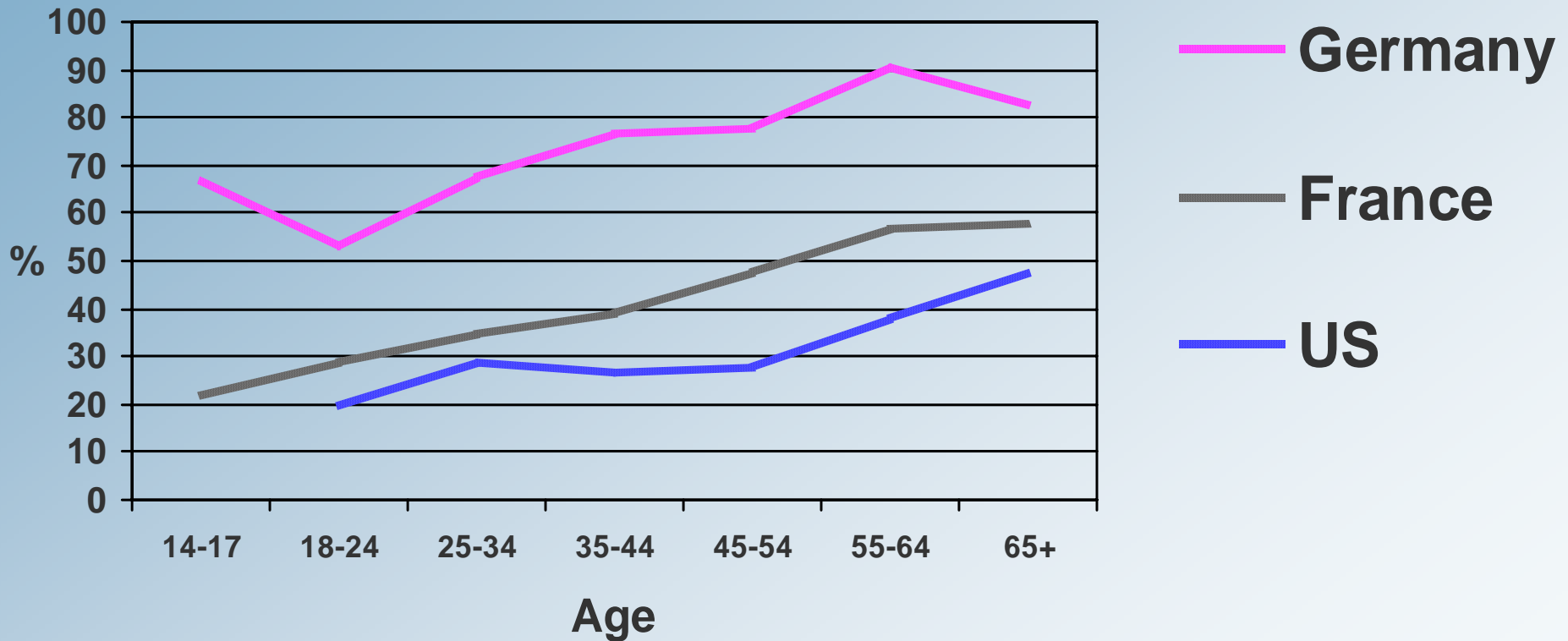


Image of hearing systems

- Even though millions of people face hearing problems, hearing systems are still not socially accepted.
- Reasons:
 - Design aspects / aesthetic reasons
 - Stigma (embarrassing/looks like being disabled/old-fashioned)
 - Cost factors
 - Lack of acceptance of the own hearing problems



Summary

- Almost 17% of all interviewees have already had hearing problems.
- In the age group of 65+, the percentage of people facing hearing problems increases tremendously.
- Hearing test resistance: 16% of the German interviewees, 10% of the US-Americans and 23% of the French.
- Professional support – trend towards specialists.
- Hearing systems are considered as old-fashioned & too expensive and are associated with old age, illness and disability.
- The risk for hearing impairment are know, but people do not take sufficient protection measures, yet.



Hear the world

an initiative by **PHONAK**