

## **Trends in prevalence of hearing loss and benefits of hearing aid use as expressed in EurTrak surveys from 2009 to 2018**

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The first Eurotrak surveys were committed in 2009. Using a web based questionnaire format a 15.000 people sample were interviewed about hearing issues in each of Germany, France and United Kingdom. Since then, the surveys have been repeated in these countries in 2012, 2015 and 2018. Multiple other countries across the world have had similar surveys conducted albeit not at the same regular intervals. New questions have been added to the set, bringing new learnings on differences between countries and hearing aid provision systems. Analyzing the data across the 9-year period reveals interesting developments in hearing aid use patterns as well as factors important for use or non-use. Prevalence seems quite stable whereas uptake has developed positively. By pooling data across countries and time, analysis that is more refined can be performed showing statistically significant benefits of hearing aid usage in several domains compared to non-users. Adoption rates as well as use patterns vary across degree of hearing loss. Data seems to indicate that people with minor hearing loss not surprisingly show lower adoption rates than people with more severe losses and they use their hearing aids less. People with bi-lateral fittings are more satisfied and have higher use time per day. Hearing loss is self-assessed, the accuracy of the self-assessment of hearing loss is enhanced by combining several other elements in the survey with the direct assessment. For non-users the obstacles in the pathway towards acquiring hearing aids have shown little development over the 6-year period, whereas the reasons for non-use have changed considerably.

The results reported are based on data collected by the European Hearing Instrument Manufacturers Association (EHIMA). The data is publicly available on the website [www.ehima.com](http://www.ehima.com).

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