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Hearing loss

YouGov®

Prepared for :



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▶ Methodology

Methodology

- This study was conducted online between 17th – 22nd July 2024.
- The sample comprised of a nationally representative sample of 1,039 Australians aged 50 years and older.
- YouGov designed the questionnaire, in collaboration with Same Wave.
- Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates of Australians aged 50+.

▶ **Key Findings**

Key Findings

Satisfaction with quantity and quality of sleep (Q1)

“It’s quantity (i.e. how much sleep you get)”

- Nearly three in five (58%) Australians aged 50+ say they are satisfied with the quantity of sleep they tend to get every night, including nearly one in five (17%) who are *very* satisfied with it. However, over two in five (42%) say they are dissatisfied, including one in seven (15%) who say they are *very* dissatisfied with how much sleep they get.
- Men are more likely than women to say they are satisfied with how much sleep they tend to get every night (62% compared to 55%).
- Australians aged 65+ are more likely than those aged 50-64 to say they are satisfied with how much sleep they tend to get every night (63% compared to 54%).
- Those with treated hearing loss are more likely than those with untreated hearing loss to say they are satisfied with how much sleep they tend to get every night (62% compared to 50%).
 - Interestingly, satisfaction with their quantity of sleep is relatively on par for those with treated hearing loss and those without hearing loss (62% and 60% respectively).

Key Findings

Satisfaction with quantity and quality of sleep (Q1)

“Its quality (i.e. how well-rested you are in the morning)”

- Nearly three in five (56%) Australians aged 50+ say they are satisfied with the quality of sleep they tend to get every night, including one in seven (15%) who are *very* satisfied with it. However, over two in five (44%) say they are dissatisfied, including one in seven (15%) who say they are *very* dissatisfied with their quality of sleep.
- Men are more likely than women to say they are satisfied with the quality of sleep they tend to get every night (60% compared to 53%).
- Australians aged 65+ are more likely than those aged 50-64 to say they are satisfied with the quality of sleep they tend to get every night (64% compared to 49%).
- Those with treated hearing loss are more likely than those with untreated hearing loss to say they are satisfied with the quality of sleep they tend to get every night (66% compared to 49%).

Key Findings (continued...)

Statements about alertness and exhaustion (Q2)

“I always feel alert throughout the day”

- Three in five (59%) Australians aged 50+ agree they always feel alert throughout the day, including one in eight (13%) who *strongly* agree. However, two in five (41%) disagree that they always feel alert throughout the day, including one in ten (9%) who *strongly* disagree.
- Australians aged 65+ are more likely than those aged 50-64 to agree with this statement (64% compared to 54%).
- Those with treated hearing loss and those without hearing loss are more likely than those with untreated hearing loss to agree with this statement (59% and 63% respectively, compared to 47%).
 - Interestingly, those with treated hearing loss are just as likely as those without hearing loss to agree with this statement (59% and 63% respectively).

“I often feel physically exhausted in the evenings”

- Three in five (60%) Australians aged 50+ agree that they often feel physically exhausted in the evenings, including one in seven (15%) who *strongly* agree. However, two in five (39%) disagree with this sentiment, including one in eight (12%) who *strongly* disagree.
- Australians aged 50-64 are more likely than those aged 65+ to agree with this sentiment (65% compared to 55%).
- Two in three (68%) Australians with hearing loss agree that they often feel physically exhausted in the evenings, more likely compared to those without hearing loss (56%).

Key Findings (continued...)

Statements about alertness and exhaustion (Q2) (cont.)

“I often feel mentally exhausted in the evenings”

- Over half (53%) of Australians aged 50+ agree that they often feel mentally exhausted in the evenings, including one in eight (13%) who *strongly* agree. However, nearly half (47%) disagree with this sentiment, including one in six (16%) who *strongly* disagree.
- Women are more likely than men to agree with this sentiment (59% compared to 46%).
- Australians aged 50-64 are more likely than those aged 65+ to agree with this sentiment (61% compared to 44%).
- Over half (55%) of Australians aged 50+ with hearing loss agree that they often feel mentally exhausted in the evenings (48% for those with treated hearing loss, 58% for those with untreated hearing loss), compared to 52% of those without hearing loss.

Key Findings (continued...)

Situations most important to hear well (Q3)

- The top 3 situations in which Australians aged 50+ believe it is most important for them to be able to hear well are when talking on the phone (51%), in conversation with one person (51%) and in conversation with a small group of people (48%).
- These are followed by when watching TV (31%), in the workplace (27%), when driving (19%), at home (19%), in cafes, restaurants, pubs or clubs (18%), when listening to music (11%), on video calls (9%), outdoors engaging in activities such as exercising or walking (7%), and when shopping or in similar settings (5%).
- Women are more likely than men to believe one of the most important situations for them to be able to hear well is when talking on the phone (57% compared to 45%).
- While men are more likely than women to believe when they are at home (23% compared to 14%) and when listening to music (15% compared to 7%) are some of the most important situations for them to be able to hear well.
- Australians aged 50-64 are more likely than those aged 65+ to cite in the workplace (36% compared to 18%), when driving (22% compared to 15%), when listening to music (13% compared to 8%) and on video calls (12% compared to 6%) as situations they believe are most important for them to be able to hear well.
- While those aged 65+ are more likely than those aged 50-64 to cite in conversation with a small group of people (55% compared to 41%), when watching TV (37% compared to 25%) and in cafes, restaurants, pubs or clubs (22% compared to 14%) as situations they believe are most important for them to be able to hear well.

Key Findings (continued...)

Situations most important to hear well (Q3) (cont.)

- Those with hearing loss are more likely than those without to believe that it is most important for them to be able to hear well when in conversation with a small group of people (55% compared to 44%) and when in cafes, restaurants, pubs or clubs (22% compared to 16%).
- Furthermore, those with untreated hearing loss are more likely than those with treated hearing loss and those without hearing loss to believe that it is most important for them to be able to hear well when in conversation with one person (58% compared to 44% and 49% respectively).

Key Findings (continued...)

Whether have or know someone with hearing loss (Q4)

- Overall, one in three (34%) Australians aged 50+ say they have hearing loss, including one in eight (12%) who have been treated for it via devices such as hearing aids, and over one in five (22%) who have not been treated.
- A similar proportion (32%) of Australians aged 50+ say they have one or more family members or friends who have hearing loss.
- Nearly one in five (18%) Australians aged 50+ who have hearing loss also have one or more family members or friends who have hearing loss, while this is the case for two in five (39%) Australians aged 50+ without hearing loss.
- Men are more likely than women to have hearing loss (41% compared to 28%), including more likely to say they have untreated hearing loss (27% compared to 18%).
- Those aged 65+ are more likely than those aged 50-64 to say they have hearing loss (40% compared to 28%), including more likely to say it has been treated via devices such as hearing aids (17% compared to 7%).

Key Findings (continued...)

Statements about the impact of hearing loss (Q5)

Among Australians aged 50+ with hearing loss (N=357)...

“My hearing loss is negatively impacting my quality of life”

- Over two in five (43%) Australians aged 50+ with hearing loss agree that it is negatively impacting their quality of life, including 6% who *strongly* agree.

“My hearing loss is negatively impacting my overall health and wellbeing”

- Over one in three (35%) Australians aged 50+ with hearing loss agree that it is negatively impacting their overall health and wellbeing, including 5% who *strongly* agree.
- Those aged 50-64 are more likely to agree with this sentiment compared to those aged 65+ (43% compared to 29%).

“I often lose confidence in social interactions because of my hearing loss”

- Over two in five (43%) Australians aged 50+ with hearing loss agree that they often lose confidence in social interactions due to their hearing loss, including one in eight (13%) who *strongly* agree.
- Those aged 50-64 are more likely to *strongly* agree with this sentiment compared to those aged 65+ (19% compared to 9%).

Key Findings (continued...)

Statements about the impact of hearing loss (Q5) (cont.)

Among Australians aged 50+ with hearing loss (N=357)...

“I tend to avoid attending social events and occasions because of my hearing loss”

- Over one in four (27%) Australians aged 50+ with hearing loss agree that they tend to avoid attending social events and occasions because of their hearing loss, including nearly one in ten (8%) who *strongly* agree.
- Those aged 50-64 are more likely than those aged 65+ to agree with this sentiment (33% compared to 23%).

“I often need to change physical locations (e.g. moving seats) to engage in conversation”

- Nearly three in five (57%) Australians aged 50+ with hearing loss agree that they often need to change physical locations (e.g. moving seats) to engage in conversation, including one in eight (13%) who *strongly* agree.
- Those aged 50-64 are more likely than those aged 65+ to agree with this sentiment (63% compared to 52%), including twice as likely to *strongly* agree (19% compared to 9%).

“I feel disconnected/isolated from family and friends because of my hearing loss”

- One in four (24%) Australians aged 50+ with hearing loss agree that they feel disconnected/isolated from family and friends because of their hearing loss, including 5% who *strongly* agree.
- Those aged 50-64 are more likely than those aged 65+ to agree with this sentiment (31% compared to 19%).

Key Findings (continued...)

Statements about the impact of hearing loss (Q5) (cont.)

Among Australians aged 50+ with hearing loss (N=357)...

“My hearing loss is putting a strain on my relationships”

- One in four (26%) Australians aged 50+ with hearing loss agree that their hearing loss is putting a strain on their relationships, including 5% who *strongly* agree.
- Those aged 50-64 are more likely than those aged 65+ to agree with this sentiment (33% compared to 22%).

“My hearing loss has often created awkward or uncomfortable situations with others”

- Nearly half (48%) of Australians aged 50+ with hearing loss agree that their hearing loss has often created awkward or uncomfortable situations with others, including nearly one in ten (8%) who *strongly* agree.
- Those aged 50-64 are more likely than those aged 65+ to agree with this statement (55% compared to 42%).

“My hearing loss has changed how family and friends interact with me”

- Three in ten (30%) Australians aged 50+ with hearing loss agree that they're hearing loss has changed how family and friends interact with them, including 7% who *strongly* agree.

Key Findings (continued...)

How long until sought treatment (Q6)

Among Australians aged 50+ with treated hearing loss (N=125)...

- Three in five (61%) of those with treated hearing loss waited 2 years or more to seek treatment for it after first suspecting it, including more than one in four (27%) who waited 2-3 years, one in ten (9%) who waited 4-5 years, one in seven (15%) who waited 6-10 years and one in ten (10%) who waited more than 10 years before seeking treatment.
- While just under three in ten (28%) waited less than 2 years until they sought treatment for their hearing loss.

Key Findings (continued...)

Reasons for seeking treatment (Q7)

Among Australians aged 50+ with treated hearing loss (N=125)...

- The most common reasons cited for seeking treatment for their hearing loss were wanting to feel more connected with family and friends (40%), wanting to avoid awkward and uncomfortable situations with others (39%) and being encouraged by family or friends (34%).
- These are followed by wanting to feel more engaged in social events and occasions (32%), wanting to improve their overall health and wellbeing (27%) and wanting to improve their quality of life (26%).
- Others include being encouraged by their GP or another healthcare professional (23%), wanting to attend more/not wanting to miss out on social events and occasions (19%), and wanting to improve the quality of their relationships (17%).

Key Findings (continued...)

Whether they are currently wearing hearing aids (Q8)

Among Australians aged 50+ with treated hearing loss (N=125)...

- Nearly nine in ten (88%) of those with treated hearing loss are currently wearing hearing aids.
- This includes one in five (20%) who started wearing them in the past year, nearly one in four (23%) who started wearing them 2-3 years ago, one in six (16% respectively) who started wearing them 4-5 years or 6-10 years ago and one in eight (13%) who started wearing them more than 10 years ago.

Key Findings (continued...)

Statements about hearing aids (Q8B)

Among Australians aged 50+ with hearing aids (N=110)...

“My hearing aids have allowed me to get my life back”

- Over seven in ten (72%) agree that their hearing aids have allowed them to get their life back, including one in five (21%) who *strongly* agree.

“My hearing aids have meant that I no longer believe I have hearing loss”

- Two in five (41%) agree that their hearing aids have meant that they no longer believe they have hearing loss, including one in ten (9%) who *strongly* agree.

Key Findings (continued...)

Satisfaction with the performance of hearing aids (Q9)

Among Australians aged 50+ with hearing aids (N=110)...

- Three in four (75%) of those with hearing aids say they are satisfied with the performance of their hearing aids, including one in three (34%) who are very satisfied. Only one in four (25%) are dissatisfied, including 8% who are very dissatisfied.

Key Findings (continued...)

Reasons for being dissatisfied with hearing aids (Q10)*

Among Australians aged 50+ not satisfied with their hearing aids (N=27)...*

- Most commonly over half (55%* respectively) of those not satisfied with their hearing aids say it is because there is too much background noise and there is poor sound clarity/quality.
- These are followed by it being difficult to manage the controls and settings (32%*), not fitting well in their ears (26%*), poor connectivity to other devices (e.g. smartphones, televisions) (22%*), poor battery life (22%*), and not liking the look of them (5%*).

Key Findings (continued...)

Reasons for not seeking treatment for hearing loss (Q11)

Among Australians aged 50+ with untreated hearing loss (N=232)...

- The top reasons cited for not seeking treatment (e.g. hearing aids) for their hearing loss are financial considerations (i.e. I'm worried about the costs) (49%), believing they can make do without getting treatment (46%) and believing it's a normal part of ageing (40%).
- These are followed by one in four (26%) reasoning that they're not sure how effective treatment will be, and around one in five citing that they haven't gotten around to it (i.e. lack of time) (22%) and not believing that they need to get treatment (20%).
- Less common reasons include not knowing what their options are (13%), believing nothing can be done about it (11%), being too embarrassed (i.e. there's a stigma associated with getting treatment) (6%), and waiting for it to resolve on its own (4%).

Key Findings (continued...)

Likelihood to seek treatment in N12M (Q12)

Among Australians aged 50+ with untreated hearing loss (N=232)...

- Only one in three (35%) Australians aged 50+ with untreated hearing loss say they are likely to seek treatment (e.g. hearing aids) for their hearing loss in the next 12 months, including less than one in ten (8%) who say they are *very likely* to do so.
- More than three in five (63%) are unlikely to seek treatment, including nearly three in ten (28%) who are *very unlikely* to do so.

Key Findings (continued...)

Statements about family or friend with hearing loss (Q13)

Among Australians aged 50+ who have family or friend with hearing loss (N=328)...

“I have encouraged/am likely to encourage them to seek treatment for their hearing loss”

- Four in five (79%) agree they have encouraged/are likely to encourage their family or friend with hearing loss to seek treatment for it, including nearly two in five (38%) who *strongly* agree with this statement.
- Women are more likely than men to *strongly* agree with this statement (46% compared to 25%).

“I ensure that social occasions and gatherings are in locations that are comfortable for them”

- Two in three (67%) agree that they ensure that social occasions and gatherings are in locations that are comfortable for their family or friend with hearing loss, including nearly one in five (18%) who *strongly* agree with this statement.
- Those aged 50-64 are twice as likely as those aged 65+ to *strongly* agree with this statement (24% compared to 12%).

Key Findings (continued...)

Statements about family or friend with hearing loss (Q13)

Among Australians aged 50+ who have family or friend with hearing loss (N=328)...

“They have asked me if I think they are experiencing hearing loss”

- Over one in three (35%) agree their family or friend with hearing loss has asked them if they think they are experiencing hearing loss, including one in eight (12%) who *strongly* agree with this statement.
- Women are twice as likely as men to *strongly* agree with this statement (15% compared to 7%).

“I often feel bad about the impact that hearing loss is having on them”

- Three in four (76%) agree they often feel bad about the impact that hearing loss is having on the family or friend they know with hearing loss, including three in ten (29%) who *strongly* agree with this sentiment.
- Women are more likely than men to agree with this sentiment (80% compared to 70%), including *strongly* agree (34% compared to 22%).
- Those without hearing loss personally are more likely than those with hearing loss personally to agree with this sentiment (79% compared to 62%).

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