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Press Release

Survey:

Using hearing aids easy decision for most hearing impaired individuals

An online survey among hearing aid users found that six in 10 considered their decision to use hearing aids easy once they realized they suffered from hearing loss. Four in 10 reported that they had a difficult time making the same decision.

The survey conducted by hear-it AISBL in 2009 indicated that hearing impaired individuals themselves (37 percent) or their doctors or audiologists (37 percent) are most likely to identify the need for hearing aids.

- The survey may indicate that we are making headway against the ridiculous stigma traditionally associated with hearing aids, that only old and unintelligent people need hearing aids. This is great news, not least because the survey confirms many previous findings that hearing aid users greatly benefit from their hearing aids. As many as 88 percent of the respondents reported that their hearing aids have made a positive difference in their lives, stated Kim Ruberg, Secretary General, hear-it AISBL.

Five hundred hearing aid users from around the world took part in the survey and answered questions about their hearing aid usage and experiences. They responded to a questionnaire posted on the English, Spanish, German and French versions of www.hear-it.org.

About Hear-it AISBL

Hear-it AISBL is an international non-profit and non-commercial organisation. The objective of Hear-it AISBL is collecting, processing and circulating relevant information pertaining to hearing impairments and their human and socio-economic consequences. Hear-it AISBL is the publisher of www.hear-it.org, the world's leading website on hearing loss.

Further information

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