Hearing Trak

All questions shown in single-page view

Page 1: welcome

welcome_message

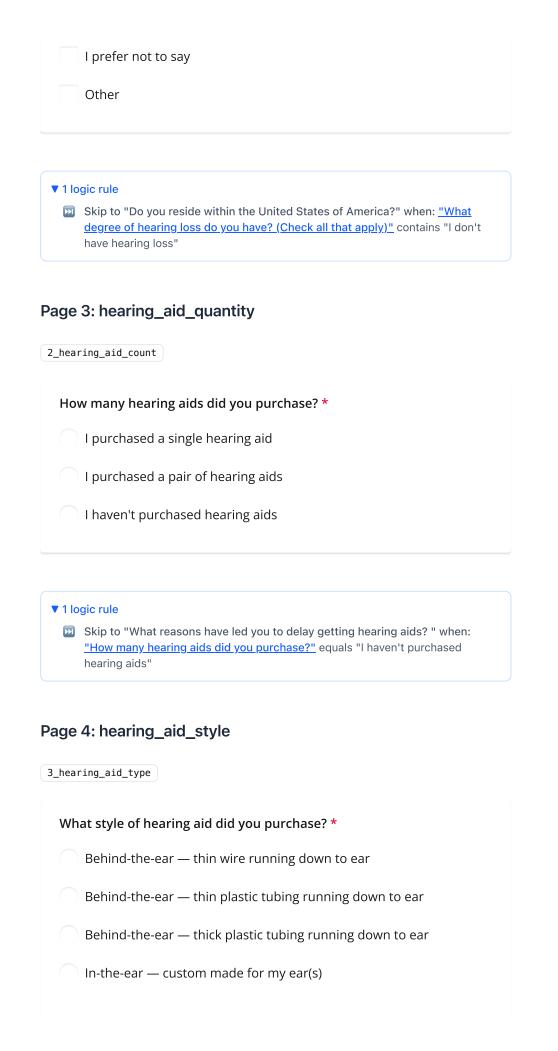
Your Voice Matters! Improving Hearing Aid Experiences

Thank you for participating in this important survey created by Hearing Tracker, Inc., in partnership with the University of Colorado Boulder audiology department. Our ultimate goal is to better understand your experience navigating hearing loss and hearing aid adoption in today's rapidly changing marketplace. By exploring your journey—including any obstacles you've faced, your satisfaction with available technologies and treatments, and your purchasing decisions—we aim to uncover what's working well and identify opportunities for improvement.

Your insights will inform multiple research initiatives designed to enhance consumer education, influence industry practices, and ultimately improve the quality of life for individuals experiencing hearing loss. We greatly appreciate your contribution to this valuable research.

Page 2: hearing_loss_degree

| _hearing_loss_type |
|---|
| What degree of hearing loss do you have? (Check all that apply) * |
| Mild |
| Moderate |
| Severe |
| Profound |
| I'm not sure |
| I don't have hearing loss |
| |



| In-the-ear — not made for my ear(s) (earbud style) |
|---|
| In-the-ear — not made for my ear(s) (hidden in ear canal style) |
| Hearing glasses |
| Other |
| |

Page 5: purchase_method

Did you purchase your hearing aids in person or over the internet? *

In person with professional fitting

In person without professional fitting (Best Buy, etc)

Over the internet with in-person professional fitting

Over the internet with home delivery of product (no professional fitting)

Page 6: purchase_location

Where did you purchase your hearing aid(s)? *

Local hearing clinic / private practice

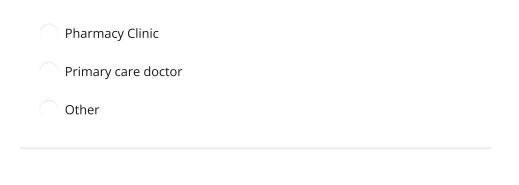
Ear, nose, and throat (ENT) doctor

Hospital or university clinic

National clinic chain (Miracle Ear, Audibel, Beltone, etc)

A hearing professional came to my residence

Discount Warehouse (Costco, Sams, etc)



Show when: "Did you purchase your hearing aids in person or over the internet?" equals "In person with professional fitting"

Page 7: Page 57

| 6_online_location |
|---|
| Where did you purchase your hearing aid(s)? * |
| Apple.com |
| Amazon.com |
| Audicus.com |
| AudienHearing.com |
| BestBuy.com |
| CVS.com |
| DirectHearing.com |
| Eargo.com |
| eBay.com |
| Elehear.com |
| Hear.com |
| JabraEnhance.com / ListenLively.com |
| JLab.com |
| LexieHearing.com |
| LucidHearing.com |

| MDHearing.com |
|---------------------|
| NanoHearingAids.com |
| Sennheiser.com |
| Sony.com |
| Soundly.com |
| Target.com |
| TruHearing.com |
| Walgreens.com |
| Walmart.com |
| YesHearing.com |
| ZipHearing.com |
| Other |
| |
| |

Show when: "Did you purchase your hearing aids in person or over the internet?" equals "Over the internet with in-person professional fitting" or "Did you purchase your hearing aids in person or over the internet?" equals "Over the internet with home delivery of product (no professional fitting)"

Page 8: warehouse_details

Which discount warehouse did you use? *

BJs

Costco

Sams

Other

Show when: "Where did you purchase your hearing aid(s)?" equals "Discount Warehouse (Costco, Sams, etc)"

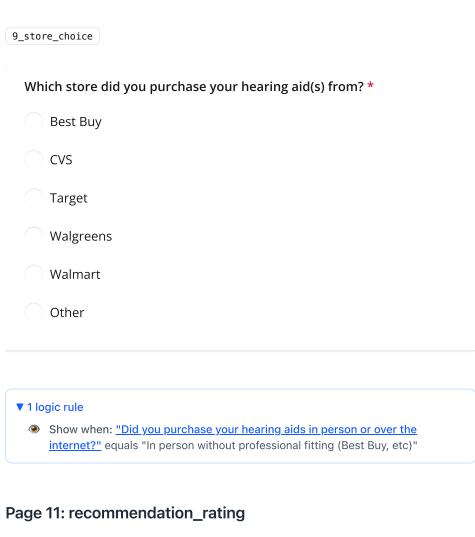
Page 9: clinic_details

8_clinic_choice

| Which clinic did you purchase your hearing aid(s) from? * |
|---|
| Accuquest |
| All American |
| Audibel |
| AudioNova |
| Avada |
| Beltone |
| Connect Hearing |
| Hearing Life |
| HearUSA |
| Miracle Ear |
| My Hearing Centers |
| Whisper |
| Zounds |
| Other |
| |

▼ 1 logic rule

Show when: "Where did you purchase your hearing aid(s)?" equals "National clinic chain (Miracle Ear, Audibel, Beltone, etc)"



How likely are you to recommend this clinic, store, or website to a friend or family member looking to purchase hearing aids? *

Very likely

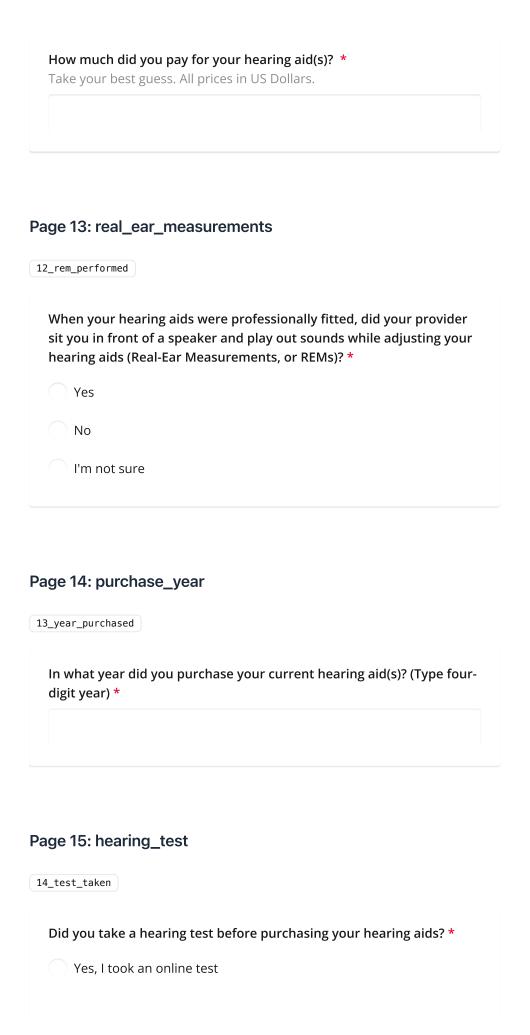
Likely

Neither likely nor unlikely

Unlikely

Very unlikely

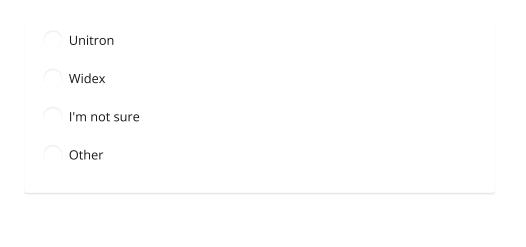
Page 12: purchase_cost



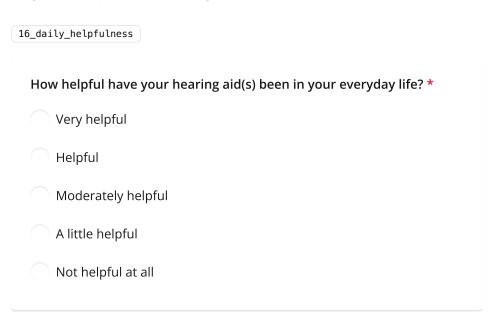
| Yes, I had a professional hearing test |
|---|
| Yes, both online and through a professional |
| No, I didn't |
| I'm not sure |
| |

Page 16: hearing_aid_brand

15_brand_purchased What brand of hearing aid(s) did you purchase? * AGX Beltone Bernafon EarLens Kirkland Signature (Costco) Lyric Miracle Ear Oticon Phonak ReSound Rexton Sennheiser Siemens Signia Sonic Starkey



Page 17: helpfulness_rating



Page 18: satisfaction_rating

Overall, how satisfied are you with your current hearing aid(s)? *

Very satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

Page 19: decision_factors

18_decision_considerations

| When deciding which hearing aid(s) to purchase, I considered: (select all that apply) * | | | | | | |
|---|--|--|--|--|--|--|
| Expert reviews from sites like HearingTracker and HearAdvisor | | | | | | |
| Reviews from existing users on forums or social media | | | | | | |
| ConsumerReports.org / Consumer Reports Magazine | | | | | | |
| Reviews from websites like Wired, Wirecutter, CNET, Forbes, etc | | | | | | |
| Recommendations from friends and/or family | | | | | | |
| The recommendation of my audiologist or other hearing care provider | | | | | | |
| The recommendation of my primary care provider, or other healthcare professional | | | | | | |
| Other | | | | | | |

Page 20: recommendation_likelihood

19_recommend_hearing_aids

| _ | IS_LECOMMENT_NEWTING_UIUS |
|---|---|
| | How likely is it that you would recommend your hearing aid(s) to a friend or family member? * |
| | Very likely |
| | Likely |
| | Neither likely nor unlikely |
| | Unlikely |
| | Very unlikely |
| | |

Page 21: hearing_aid_features

20_available_features What features are available for your hearing aid(s)? * I'm not sure Artificial Intelligence (AI) **Android Streaming** Auracast Compatible or Auracast "Ready" Disposable Batteries Hands-free calling IP Rating (Rated for water and dust resistance) iPhone Streaming Rechargeable Batteries Telecoil **Tap Controls** Tinnitus Relief / Masking Other

Page 22: feature_ratings

21_feature_quality_ratings

Please rate your current hearing aid(s) on the following features based on your everyday use. *

| | Very poor | Poor | Fair | Good | Excellent |
|-----------------------------|-----------|------|------|------|-----------|
| Overall sound quality | | | | | |
| Fit and comfort | | | | | |
| Battery life | | | | | |
| Value (cost vs. benefit) | | | | | |
| | | | | | |

Page 23: satisfaction_matrix

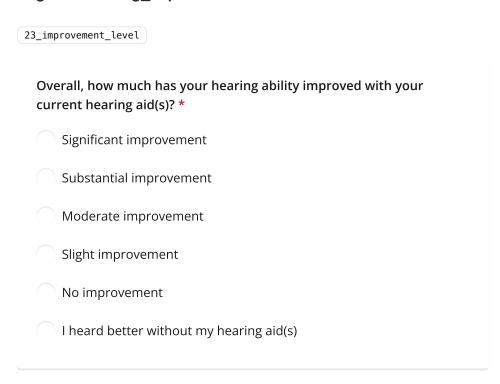
22_detailed_satisfaction

How satisfied are you with your hearing aid(s)? *

| | Very dissatisfied | Dissatisfied | Neither satisfied nor dissatisfied | Satisfied | Very satisfied |
|---|----------------------|--------------|--|-----------|----------------|
| Overall | | | | | |
| In noisy environments (e.g. restaurants) | | | | | |
| The sound of your own voice while wearing your hearing aids | | | | | |



Page 24: hearing_improvement



Page 25: purchase_criteria_importance_part1

24_criteria_importance_part1

When purchasing hearing aid(s), how important are the following criteria? (Part 1 of 2) *

| | Not important at all | A little important | Moderately important | Important | Very important |
|---|-------------------------|-----------------------|-------------------------|-----------|----------------|
| Accessories (apps, wireless devices, etc) | | | | | |
| Long battery life | | | | | |
| Brand of the hearing aids | | | | | |
| Cosmetics (invisibility or style) | | | | | |
| Ease of use | | | | | |
| Mobile phone connectivity | | | | | |

Page 26: purchase_criteria_importance_part2

24_criteria_importance_part2

When purchasing hearing aid(s), how important are the following criteria? (Part 2 of 2) *

| | Not important at all | A little important | Moderately important | Important | Very important |
|---|-------------------------|-----------------------|-------------------------|-----------|----------------|
| Customer support from the manufacturer | | | | | |

| | Not important at all | A little important | Moderately important | Important | Very important |
|--------------------|-------------------------|-----------------------|-------------------------|-----------|----------------|
| Rechargeability | | | | | |
| Reliability | | | | | |
| Value for money | | | | | |

Page 27: additional_features

Are there any other features you would consider important when purchasing?

Page 28: technology_level

What level of technology did you purchase? *

Top end (most expensive)

Mid-range

Low-end (least expensive)

I'm not sure

Page 29: discount_networks

27_discount_network_used

Did you use any of the following discount networks to purchase your hearing aids? *

American Hearing Benefits

AudioNet

Amplifon

Epic Hearing Healthcare

Hear.com

Hearing Care Solutions (HCS)

HearingPlanet.com

HearUSA

TruHearing

ZipHearing.com

I'm not sure

No, I did not use a discount network

Other

Page 30: network_recommendation

28_recommend_network

How likely are you to recommend this network to a friend or family member? *

Very likely

Likely

Neither likely nor unlikely



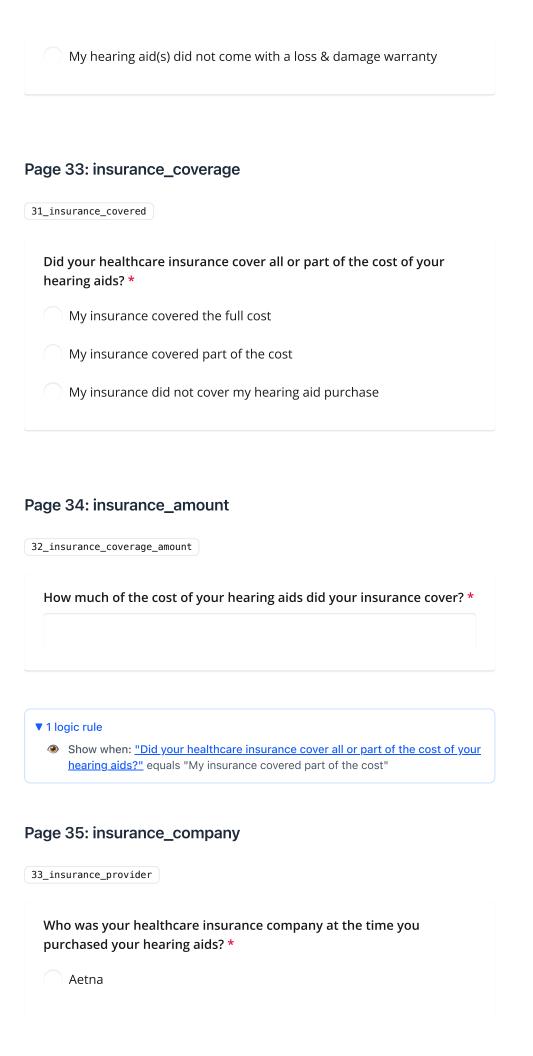
Page 31: manufacturer_warranty

29_warranty_length What was the length of your manufacturer warranty? * I'm not sure 1 year 2 years 3 years 4 years 5 years My hearing aid(s) did not come with a manufacturer warranty

Page 32: loss_damage_warranty

30 loss damage warranty length

| 50_toss_ualiage_warranty_tength | |
|---|--|
| What was the length of your loss & damage warranty? * | |
| I'm not sure | |
| 1 year | |
| 2 years | |
| 3 years | |
| 4 years | |
| 5 years | |





Page 36: page 55

34_other_financial_help

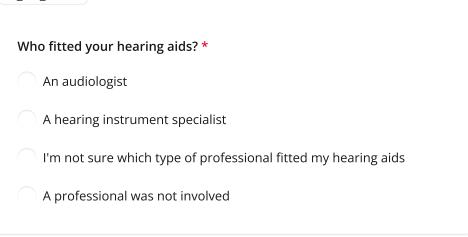
Did you receive any other forms of financial help in paying for your hearing aids?

Please provide details of who helped you and approximately how much they paid. Skip if you did not receive any other financial help.

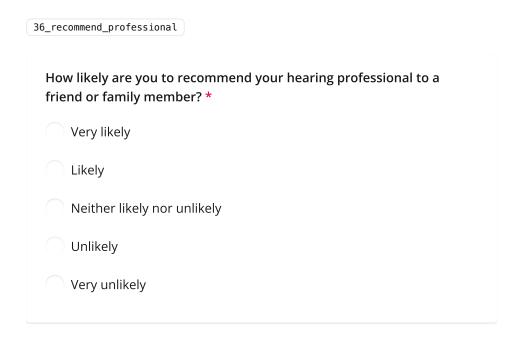
11

Page 37: hearing_professional

35_who_fitted



Page 38: professional_recommendation



Page 39: followup_service

How many years of free follow up service were included with your purchase? *

1 year

2 years

3 years

4 years

No free follow up service was included

I'm not sure

Other

Page 40: accessories

| | you purchase any additional accessories? * |
|---|---|
| | I did not purchase any accessories |
| | Battery Charger |
| | Bluetooth Audio Streamer |
| | CROS System |
| | FM System |
| | Landline Phone Audio Streamer |
| | Remote Control |
| | Remote Mic Neckloop |
| | Remote Microphone |
| | TV Streamer |
| | I'm not sure |
| | Other |
| | |
| u | 41: purchase_history_page chase_history w many times have you purchased hearing aid(s) in the past? |
| u | rchase_history |
| u | w many times have you purchased hearing aid(s) in the past? * |
| u | w many times have you purchased hearing aid(s) in the past? * O (This is my first purchase of a hearing aid) |
| u | w many times have you purchased hearing aid(s) in the past? * O (This is my first purchase of a hearing aid) 1 time |



Page 42: brand_consistency

Is your latest hearing aid(s) from the same brand or manufacturer? *

Yes

No

▼ 1 logic rule

Show when: "How many times have you purchased hearing aid(s) in the past?" does not equal "0 (This is my first purchase of a hearing aid)"

Page 43: delay_reasons

41_delay_ranking

What reasons have led you to delay getting hearing aids?

Drag each option to the top area and rank them there. On mobile phones, you'll need to tap and hold on an option for a moment before it becomes draggable.

Drag choices here to rank them

- High cost
- Fear of being judged or viewed differently
- Belief that hearing loss isn't serious
- Bad memories of old hearing aids
- Worry about discomfort
- Feeling overwhelmed by choices

Pressure from others to "wait and see" Not wanting to rely on help Doubts about how much they will help Focus on other health problems ▼ 1 logic rule Skip to this question when: "How many hearing aids did you purchase?" equals "I haven't purchased hearing aids" Page 44: location us_resident 42_zip_code $\verb|country_residence||$ Do you reside within the United States of America? * Yes No ▼ 1 logic rule Skip to this question when: "What degree of hearing loss do you have? (Check all that apply)" contains "I don't have hearing loss" What is your zip code? * ▼ 1 logic rule Show when: "Do you reside within the United States of America?" equals "Yes"

What country do you live in? *

| ▼1 logic rule |
|---|
| Show when: "Do you reside within the United States of America?" equals "No" |

Page 45: hearing_difficulty

Do you have any difficulty with your hearing (without hearing aids)? *

No, I always hear everything

Yes, sometimes I do not hear what is being said

Yes, I regularly do not hear what is being said

Yes, I almost never hear what is being said

Page 46: gender

Please indicate your gender *

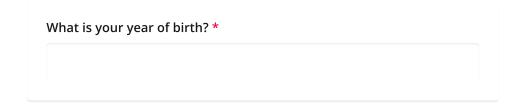
Male

Female

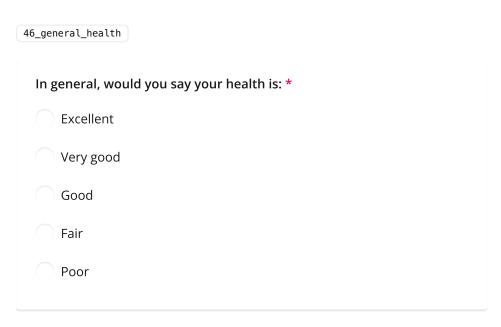
Prefer not to say

Other

Page 47: birth_year



Page 48: health_status



Page 49: page 56

In general, would you say your mental health is: *

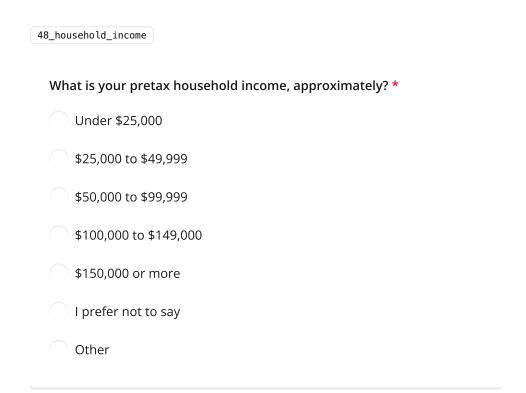
Excellent

Very good

Good

Fair

Poor



Page 51: employment

What is your current employment status? *

Employed or homemaker

Self-employed

Out of work or looking for work

Student

Unable to work

Retired

I prefer not to say

Page 52: hearing_aid_duration

| How many years have you worn hearing aids, in total? * |
|--|
| Less than one year |
| 1–2 years |
| 2–4 years |
| 4–6 years |
| 6–10 years |
| 10–15 years |
| 15+ years |
| I'm not sure |
| |

Page 53: delay_duration

| 51_delay_years |
|---|
| From the time you first learned you had a hearing problem, how many years did you wait before purchasing your first hearing aids? * |
| Less than 1 year |
| 1 year |
| 2 years |
| 3 years |
| 4 years |
| 5 years |
| 6 years |
| 7 years |
| 8 years |
| 9 years |

Page 54: hearing_aid_experience_page

How has your experience been with using hearing aids, and in what ways have they impacted your daily life, communication, or overall hearing experience?

▼1 logic rule

Show when: "How many hearing aids did you purchase?" does not equal "I haven't purchased hearing aids"

Page 55: newsletter_signup

Would you like to receive updates about the results of this survey?

Yes, please subscribe me to the HearingTracker.com Newsletter

Yes, please subscribe me to the HLAA's Hearing Life e-News

Page 56: email_collection

54_email_address

Please enter your email to complete your free subscription(s).

Show when: "Would you like to receive updates about the results of this survey?" contains "Yes, please subscribe me to the HearingTracker.com Newsletter" or "Would you like to receive updates about the results of this survey?" contains "Yes, please subscribe me to the HLAA's Hearing Life e-News"

Page 57: life_improvements_page

55_life_improvements

What improvements in your daily life, made possible by your hearing aids, would help you feel that using them is truly meaningful and beneficial?

11

▼ 1 logic rule

Show when: "How many hearing aids did you purchase?" does not equal "I haven't purchased hearing aids"

Survey Preview Mode - All 59 questions shown