

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

1_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

☐ I prefer not to say

☐ Other

▼ 1 logic rule

▶ Skip to "Do you reside within the United States of America?" when: "[What degree of hearing loss do you have? \(Check all that apply\)](#)" contains "I don't have hearing loss"

Page 3: hearing_aid_quantity

2_hearing_aid_count

How many hearing aids did you purchase? *

- ☐ I purchased a single hearing aid
- ☐ I purchased a pair of hearing aids
- ☐ I haven't purchased hearing aids

▼ 1 logic rule

▶ Skip to "What reasons have led you to delay getting hearing aids? " when: "[How many hearing aids did you purchase?](#)" equals "I haven't purchased hearing aids"

Page 4: hearing_aid_style

3_hearing_aid_type

What style of hearing aid did you purchase? *

- ☐ Behind-the-ear — thin wire running down to ear
- ☐ Behind-the-ear — thin plastic tubing running down to ear
- ☐ Behind-the-ear — thick plastic tubing running down to ear
- ☐ In-the-ear — custom made for my ear(s)

- ☐ 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

4_purchase_type

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


5_in_person_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)

- ☐ Pharmacy Clinic
- ☐ Primary care doctor
- ☐ Other

▼ 1 logic rule

-  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

▼ 1 logic rule

-  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

7_warehouse_choice

Which discount warehouse did you use? *

- ☐ BJs
- ☐ Costco
- ☐ Sams
- ☐ Other

▼ 1 logic rule

-  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)"

Page 10: store_details

9_store_choice

Which store did you purchase your hearing aid(s) from? *

- ☐ Best Buy
- ☐ CVS
- ☐ Target
- ☐ Walgreens
- ☐ Walmart
- ☐ Other

▼ 1 logic rule

👁 Show when: "[Did you purchase your hearing aids in person or over the internet?](#)" equals "In person without professional fitting (Best Buy, etc)"

Page 11: recommendation_rating

10_recommend_provider

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

11_cost_paid

How much did you pay for your hearing aid(s)? *

Take your best guess. All prices in US Dollars.

Page 13: real_ear_measurements

12_rem_performed

When your hearing aids were professionally fitted, did your provider sit you in front of a speaker and play out sounds while adjusting your hearing aids (Real-Ear Measurements, or REMs)? *

- ☐ Yes
- ☐ No
- ☐ I'm not sure

Page 14: purchase_year

13_year_purchased

In what year did you purchase your current hearing aid(s)? (Type four-digit year) *

Page 15: hearing_test

14_test_taken

Did you take a hearing test before purchasing your hearing aids? *

- ☐ Yes, I took an online test

- ☐ 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

- ☐ Unitron
- ☐ Widex
- ☐ I'm not sure
- ☐ Other

Page 17: helpfulness_rating

16_daily_helpfulness

How helpful have your hearing aid(s) been in your everyday life? *

- ☐ Very helpful
- ☐ Helpful
- ☐ Moderately helpful
- ☐ A little helpful
- ☐ Not helpful at all

Page 18: satisfaction_rating

17_overall_satisfaction

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

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fit and comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Battery life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value (cost vs. benefit)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In noisy environments (e.g. restaurants)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The sound of your own voice while wearing your hearing aids	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Very
dissatisfied

Dissatisfied

Neither
satisfied nor
dissatisfied

Satisfied

Very satisfied

Android
compatibility
(features and
performance)



Page 24: hearing_improvement

23_improvement_level

Overall, how much has your hearing ability improved with your current hearing aid(s)? *



Significant improvement



Substantial improvement



Moderate improvement



Slight improvement



No improvement



I heard better without my hearing aid(s)

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)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long battery life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand of the hearing aids	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cosmetics (invisibility or style)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile phone connectivity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not important at all	A little important	Moderately important	Important	Very important
Rechargeability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value for money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page 27: additional_features

25_other_important_features

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

Page 28: technology_level

26_tech_level_purchased

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
- ☐ Amplifon
- ☐ AudioNet
- ☐ 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

- ☐ Unlikely
- ☐ Very 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

What was the length of your loss & damage warranty? *

- ☐ I'm not sure
- ☐ 1 year
- ☐ 2 years
- ☐ 3 years
- ☐ 4 years
- ☐ 5 years

- ☐ My hearing aid(s) did not come with a loss & damage warranty

Page 33: insurance_coverage

31_insurance_covered

Did your healthcare insurance cover all or part of the cost of your hearing aids? *

- ☐ My insurance covered the full cost
- ☐ My insurance covered part of the cost
- ☐ My insurance did not cover my hearing aid purchase

Page 34: insurance_amount

32_insurance_coverage_amount

How much of the cost of your hearing aids did your insurance cover? *

▼ 1 logic rule

- 👁 Show when: "[Did your healthcare insurance cover all or part of the cost of your hearing aids?](#)" equals "My insurance covered part of the cost"

Page 35: insurance_company

33_insurance_provider

Who was your healthcare insurance company at the time you purchased your hearing aids? *

- ☐ Aetna

- ☐ Blue Cross Blue Shield
- ☐ Cigna
- ☐ Humana
- ☐ UnitedHealthcare
- ☐ Other

Page 36: page55

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.

Page 37: hearing_professional

35_who_fitted

Who fitted your hearing aids? *

- ☐ An audiologist
- ☐ A hearing instrument specialist
- ☐ I'm not sure which type of professional fitted my hearing aids
- ☐ A professional was not involved

Page 38: professional_recommendation

36_recommend_professional

How likely are you to recommend your hearing professional to a friend or family member? *

- ☐ Very likely
- ☐ Likely
- ☐ Neither likely nor unlikely
- ☐ Unlikely
- ☐ Very unlikely

Page 39: followup_service

37_followup_years

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

- ☐ 1 year
- ☐ 2 years
- ☐ 3 years
- ☐ 4 years
- ☐ 5 years
- ☐ No free follow up service was included
- ☐ I'm not sure
- ☐ Other

Page 40: accessories

38_accessories_purchased

Did 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

Page 41: purchase_history_page

39_purchase_history

How many times have you purchased hearing aid(s) in the past? *

- ☐ 0 (This is my first purchase of a hearing aid)
- ☐ 1 time
- ☐ 2 times
- ☐ 3 times
- ☐ 4 times

☐ 5+ times

Page 42: brand_consistency

40_same_brand

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

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

43_hearing_difficulty_level

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

44_gender_identity

Please indicate your gender *

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Other

Page 47: birth_year

45_birth_year_value

What is your year of birth? *

Page 48: health_status

46_general_health

In general, would you say your health is: *

- ☐ Excellent
- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Poor

Page 49: page56

47_hearing_health

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

- ☐ Excellent
- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Poor

Page 50: income

48_household_income

What is your pretax household income, approximately? *

- ☐ Under \$25,000
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$99,999
- ☐ \$100,000 to \$149,000
- ☐ \$150,000 or more
- ☐ I prefer not to say
- ☐ Other

Page 51: employment

49_employment_status

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

50_years_wearing_aids

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

☐ 10 or more years

Page 54: hearing_aid_experience_page

52_hearing_aid_experience

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

53_newsletter_subscription

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).

▼ 1 logic rule

- 👁 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?

▼ 1 logic rule

- 👁 Show when: "[How many hearing aids did you purchase?](#)" does not equal "I haven't purchased hearing aids"