

Category	Description	Percent			Total
		Definitely No	Somewhat	Definitely Yes	
Minimize	Have more serious priorities	81	10	9	19
	Loss not disruptive to life	51	15	34	49
	Hear well enough in most situations	42	15	43	58
	Total minimizations	16	12	72	84
Recommendation	A professional	52	10	38	48
	Family doctor/pediatrician	43	13	44	57
	ENT	31	14	55	69
	Audiologist	40	11	49	60
	Hearing instrument specialist	71	10	19	29
	Total professional recommendations	20	11	69	80
Hearing loss	Unilateral	58	14	28	42
	Had surgery - hearing aids not needed	68	8	24	32
	Tinnitus	97	3	0	3
	Loss too severe	86	4	10	14
	Need surgery	73	9	18	27
	Loss not severe enough (mild)	32	12	56	68
	High frequency loss	79	10	11	21
	Low frequency loss	78	10	12	22
	Total hearing loss mentions	24	16	60	76
Social/family	Child opinion	75	10	15	25
	Parent opinion	65	12	23	35
	Friend opinion	88	9	3	12
	Other hearing aid owner opinion	92	5	3	8
	Total social network or family member opinions	59	11	30	41
Stigma	Make you look disabled	83	8	9	17
	Noticeable	82	8	10	18
	Make you look mentally slow	86	8	6	14
	Too embarrassed to wear	78	11	11	22
	Do not admit hearing loss in public	83	9	8	17
	Do not want to wear in front of friends	80	10	10	20
	People make fun of you	81	6	13	19
	People treat you differently	81	5	14	19
	Total stigma mentions	68	12	20	32
Financial	Not worth expense	85	8	7	15
	Expensive to maintain	84	8	8	16
	Can't afford	78	7	15	22
	Use less expensive device	92	5	3	8
	Total financial	72	9	19	28
Physical	Vision or dexterity problems	90	6	4	10
	Has health problems	86	5	9	14
	Total physical problems	84	6	10	16
HA attitude	Uncomfortable	87	7	6	13
	They don't work well	87	8	5	13
	Pick up background noise	82	9	9	18
	Hassle	82	7	11	18
	They breakdown	89	8	3	11
	Unnatural sound	88	7	5	12
	Limited situational use	88	7	5	12
	Difficult to handle	87	9	4	13
	Don't work in crowds	86	6	8	14
	Require too many adjustments	88	9	3	12
	Cannot be used on phone	88	8	4	12
	Do not fit well	88	6	6	12
	Do not perform as promised	89	6	5	11
	Require frequent battery change	86	6	8	14
	Whistling and feedback	85	9	6	15
	Do not restore hearing to normal	79	9	12	21
	Do not work in noise	84	7	9	16
	Do not work in humid climates	89	5	6	11
	Can't use on playground or in sports	82	9	9	18
	Too easily lost	83	7	10	17
Need to be replaced too often	86	8	6	14	
Trust in hearing aid fitters	95	4	1	5	
	Total attitude toward hearing aids	86	7	7	14
Knowledge	Hearing not test yet	94	5	1	6
	Do not know where to get tested	95	4	1	5
	Do not know where to get hearing aids	95	3	2	5
	Total knowledge	90	7	3	10
Experience	Tried and do not work	93	4	3	7
	Tried and do not like	93	3	4	7
	Total experience	91	4	5	9