

Table 3a. Incremental likelihood of purchasing hearing aids in the next 2 years due to changes, grouped into various lifestyle or product factors (n=3,975); comparing mild hearing loss (Deciles 1-4) and moderate to severe hearing loss (Deciles 5-10).

Rank	Factor	Category	Mean Likelihood Score*		Percent Change**	
			Degree of hearing loss		Degree of hearing loss	
			Mild	Moderate-severe	Mild	Moderate-severe
1	100% insurance coverage	Financial	3.7	4.2	49.0	66.6
4	Price not more than \$500	Financial	3.3	3.8	33.1	47.4
5	\$1000 insurance coverage	Financial	3.3	3.8	32.8	47.3
6	Cost less to repair	Financial	3.3	3.9	30.7	47.1
21	\$500 insurance coverage	Financial	2.9	3.4	20.1	31.8
23	Pay for hearing aids over longer period	Financial	2.8	3.4	18.6	30.3
24	\$500 tax credit	Financial	2.9	3.3	19.3	29.1
30	Economy improves dramatically	Financial	2.5	2.9	13.6	22.5
31	Price not more than \$1,000	Financial	2.7	3.1	15.3	22.4
32	Price not more than \$1,500	Financial	2.5	2.8	14.2	21.1
43	Rent or lease hearing aids	Financial	2.2	2.5	7.4	11.0
45	Value of bonds/stocks improves	Financial	2.0	2.1	7.9	9.1
46	Interest rates on CDs improve	Financial	2.0	2.1	8.1	8.9
12	Able to hear soft sounds	Listening utility	3.2	3.8	24.3	39.3
19	Works perfectly on phone	Listening utility	3.0	3.6	21.0	34.2
22	Can hear well in public gatherings	Listening utility	2.9	3.5	15.9	30.8
25	Can hear well in noisy restaurant	Listening utility	2.9	3.5	15.3	28.8
27	Can hear well in place of worship	Listening utility	2.6	3.2	14.9	26.5
28	Can hear well in drive-up locations	Listening utility	2.8	3.4	13.4	25.4
34	Music sounds better through HA	Listening utility	2.7	3.2	12.6	20.3
2	Money back guarantee	Product	3.5	4.1	40.4	58.9
3	More reliable/seldom breaks down	Product	3.4	4.0	34.7	51.4
7	No feedback or whistling	Product	3.3	3.8	32.6	46.6
8	HA much more comfortable	Product	3.3	3.9	30.0	45.6
9	Ability to control volume on HA	Product	3.3	3.9	29.4	45.5
10	Much better sound quality	Product	3.0	3.8	28.5	42.8
11	Longer warranty	Product	3.1	3.8	27.1	42.2
13	Blocks background noise	Product	3.1	3.7	22.7	39.2
14	HA lasts longer	Product	3.1	3.7	23.5	38.0
16	90 day trial period	Product	3.0	3.7	23.6	37.1
17	HA not so loud or painful	Product	3.1	3.7	22.7	36.5
20	HA reduces tinnitus	Product	2.8	3.3	20.9	32.5
26	Rechargeable batteries	Product	2.9	3.4	16.9	28.0
35	Opportunity to buy software upgrade	Product	2.5	2.8	12.0	19.4
36	Cooler and more fashionable	Product	2.6	2.9	13.9	19.4
39	Wireless connection to cell phone	Product	2.1	2.5	7.0	12.9
40	Ability to adjust HA through PC or cellphone	Product	2.1	2.4	5.6	11.4
44	HA in fashionable eyeglasses	Product	2.1	2.4	6.0	10.6
47	Implanted hearing aid	Product	1.8	2.0	3.7	6.0
50	Wireless connection to MP3 player	Product	1.6	1.8	2.2	4.0
51	Foreign language translator in HA	Product	1.4	1.5	1.9	3.3
52	FM radio in hearing aid	Product	1.6	1.7	1.7	3.1
15	Stigma - HA is nearly invisible	Psycho-social	3.2	3.6	29.4	37.8
18	Hearing loss causes safety concern	Psycho-social	3.5	3.6	30.9	35.0
29	Hearing loss causes me to be isolated	Psycho-social	3.1	3.3	21.3	25.1
33	Recommendation from physician	Psycho-social	3.0	3.1	16.4	21.0
37	Job performance suffers	Psycho-social	2.7	2.6	16.1	15.5
38	Recommendation from spouse	Psycho-social	2.7	2.8	9.5	14.7
41	Friend has good HA experience	Psycho-social	2.5	2.8	6.9	11.3
42	Recommendation from children/grandchildren	Psycho-social	2.4	2.7	6.0	11.2
48	Recommendation from boss	Psycho-social	2.1	2.1	4.9	5.7
49	Recommendation from spiritual advisor	Psycho-social	1.8	1.9	2.3	4.2
53	Admired celebrity wears HA	Psycho-social	1.4	1.4	0.8	1.7

* Mean likelihood score = average on 5 point scale where "5" = much more likely to purchase, "3" = somewhat more likely to purchase, "1" = not likely to purchase

** Percent change = probability of increasing likelihood to purchase based on a rating of "5" = much more likely to purchase

Table 3b. Incremental likelihood of purchasing hearing aids in the next 2 years due to changes in various lifestyle or product factors (n=3,975) in rank order (rank based on people with moderate-severe hearing loss).

Rank	Factor	Category	Mean Likelihood Score *		Percent Change**	
			Degree of hearing loss		Degree of hearing loss	
			Mild	Moderate-severe	Mild	Moderate-severe
1	100% insurance coverage	Financial	3.7	4.2	49.0	66.6
2	Money back guarantee	Product	3.5	4.1	40.4	58.9
3	More reliable/seldom breaks down	Product	3.4	4.0	34.7	51.4
4	Price not more than \$500	Financial	3.3	3.8	33.1	47.4
5	\$1000 insurance coverage	Financial	3.3	3.8	32.8	47.3
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11	Longer warranty	Product	3.1	3.8	27.1	42.2
12	Able to hear soft sounds	Listening utility	3.2	3.8	24.3	39.3
13	Blocks background noise	Product	3.1	3.7	22.7	39.2
14	HA lasts longer	Product	3.1	3.7	23.5	38.0
15	Stigma - HA is nearly invisible	Psycho-social	3.2	3.6	29.4	37.8
16	90 day trial period	Product	3.0	3.7	23.6	37.1
17	HA not so loud or painful	Product	3.1	3.7	22.7	36.5
18	Hearing loss causes safety concern	Psycho-social	3.5	3.6	30.9	35.0
19	Works perfectly on phone	Listening utility	3.0	3.6	21.0	34.2
20	HA reduces tinnitus	Product	2.8	3.3	20.9	32.5
21	\$500 insurance coverage	Financial	2.9	3.4	20.1	31.8
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32	Price not more than \$1,500	Financial	2.5	2.8	14.2	21.1
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34	Music sounds better through HA	Listening utility	2.7	3.2	12.6	20.3
35	Opportunity to buy software upgrade	Product	2.5	2.8	12.0	19.4
36	Cooler and more fashionable	Product	2.6	2.9	13.9	19.4
37	Job performance suffers	Psycho-social	2.7	2.6	16.1	15.5
38	Recommendation from spouse	Psycho-social	2.7	2.8	9.5	14.7
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49	Recommendation from spiritual advisor	Psycho-social	1.8	1.9	2.3	4.2
50	Wireless connection to MP3 player	Product	1.6	1.8	2.2	4.0
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52	FM radio in hearing aid	Product	1.6	1.7	1.7	3.1
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