

# Australians know hearing aids help. So why are we still afraid of them?

The Audiology Place Consumer Perception Survey 2026 - 425 Australians surveyed nationwide.

**88.7%**  
trust audiologists completely or somewhat

**62.8**

hearing aid perception score

**56.4%**

say cost would stop them

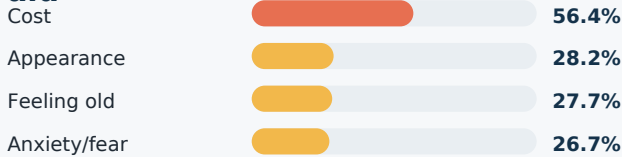
**47.7%**

used no hearing services in the past year

**14.1%**

would seek help immediately after a hearing change

## Top barriers to getting a hearing aid

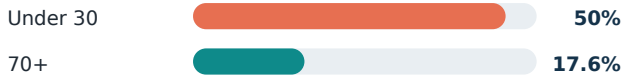


## Who Australians trust for hearing advice



## Younger Australians fear the stigma most

Barrier selected: "not wanting to feel old"



Only 13.2% of under-30s said "nothing would stop me" - compared with 32.4% of those 70+.

## What Australians do not know

**61.5%** were unaware that some hearing clinics are owned by hearing aid manufacturers.



|| *Expensive for something that is vital to quality of life.*

Survey respondent

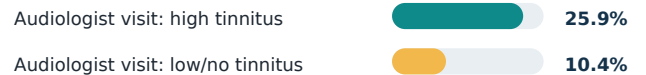
## Free hearing tests divide opinion

Positive themes: accessible, convenient, affordable, a good first step.

Negative themes: sales pressure, profit-driven, not specialists, lack of clinical trust.

|| *Not sure if they are audiologists or salespeople.*

## Tinnitus prompts action



People with significant tinnitus were much less likely to have used no hearing services in the past year: 25.9% versus 62.2%.

## The big insight

Australians do not doubt hearing aids. They doubt what hearing aids mean: looking old, paying too much, being sold to, and admitting they need help.