

Introduction

Welcome!

We are conducting research on the consumer preferences for headphone and hearable devices. This survey should take about 10 minutes and your answers are completely anonymous.

If you have any questions about the survey, please email us: p.v.klager@tilburguniversity.edu

We really appreciate your input! Thank you for your time!

Important terms:

Headphones are loudspeaker drivers worn on or around the head over a user's ears with the primary purpose of sound transmission.

Hearables (also called smart headphones) are technically advanced, electronic in-ear-devices designed for multiple purposes ranging from wireless transmission to communication objectives, medical monitoring, hearing enhancement and fitness tracking.

Needs & Wants

Please rate how much you disagree or agree with the following statement.

I am likely to buy new headphones in the next 1-3 years.

Completely disagree Disagree Somewhat disagree Neither agree nor disagree Somewhat agree Agree Completely agree

When buying new headphones, I take into account whether...

[illegible]

	Completely disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Completely agree
...the headphones are optimized to listen to music / audio content (e.g., noise cancelling).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...the headphones are optimized for hearing health (e.g., hearing protection).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...the headphones are optimized for direct translation (e.g., language translation during conversations).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In case I face hearing problems the future (e.g., slight hearing loss),

	Completely disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Completely agree
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Completely disagree Disagree Somewhat disagree Neither agree nor disagree Somewhat agree Agree Completely agree

○ ○ ○ ○ ○ ○ ○

○ ○ ○ ○ ○ ○ ○

I would see a benefit in having headphones with hearing enhancement functionality (i.e., amplify speech, personalized hearing profile).

Completely disagree

☐

Disagree

☐

Somewhat disagree

☐

Neither agree nor disagree

☐

Somewhat agree

☐

Agree

☐

Completely agree

☐

I would refuse to wear a hearing aid until the problem gets really severe (i.e., not being able to participate in conversations).

☐☐☐☐☐☐☐

I would use a headphone as a first start to enhance my hearing before trying other options (e.g., hearing aid).

☐☐☐☐☐☐☐

Type & Degree of Hearing Loss

What is your type and respective degree of hearing loss?

None

Mild

Moderate

Severe

Profound

	None	Mild	Moderate	Severe	Profound
My degree of hearing loss is ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High frequencies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loss of focus in conversations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tinnitus/noise disturbance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Identifying Hearing Loss

Please rate how much you disagree or agree with the following statements.

Completely disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Completely agree
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I often have difficulties to understand what somebody says when I am in noisy environments (e.g., restaurants, crowds).

Completely disagree

☐

Disagree

☐

Somewhat disagree

☐

Neither agree nor disagree

☐

Somewhat agree

☐

Agree

☐

Completely agree

☐

Not long ago, I went for a medical check of my hearing.

☐☐☐☐☐☐☐

I have the feeling that I do not hear as well today as I used to in the past.

☐☐☐☐☐☐☐

I often need to ask others to speak more slowly, clearly or loudly in conversations.

☐☐☐☐☐☐☐

I often watch television with the volume higher than what my friends or family need it to be.

☐☐☐☐☐☐☐

Personality Traits & Demographics

How old are you?

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Diverse

Which country are you from?

I would consider myself to be a person...

Completely disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Completely agree
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	Completely disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Completely agree
...that adopts innovative products early-on.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...that has difficulties to accepting that aging comes with certain weakness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...that behaves in a environmental friendly way.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...that always has the latest products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Lifestyle Characteristics

How much do you agree or disagree with the following statements describing your lifestyle?

Please state on a scale from 1 (strongly disagree) to 5 (strongly agree) what applies to you.

1-Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	5-Strongly agree
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	1-Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	5-Strongly agree
My life is perfect just as it is today - I would change nothing even if I could.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am continuously looking for new opportunities, challenges.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I love entertaining family/friends at home.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintaining a healthy lifestyle is a top priority for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, my work is the most important thing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find it almost impossible to balance everything I have going on in my life right now.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important for me to be seen as fashionable, on trend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have a preference for premium products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I set the bar really high for everything I do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1-Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree 5-Strongly agree

I spend money on whatever I want and don't really worry about saving money.

☐☐☐☐☐

Store & Media Usage

Where would you prefer to buy headphones?

- ☐ Online (i.e., online shop)
- ☐ Offline (i.e., physical store)

Where would you prefer to buy a hearing enhancement / hearing aid device?

- ☐ electronic market (e.g., Media Markt)
- ☐ medical specialist (e.g., specialist dealer)

I would consider...

	Completely disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Completely agree
...to buy a hearing aid in a consumer electronic market (e.g., Media Markt).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How often do you...

	Everyday	Once a week	Biweekly	Once a month	Less often
...visit a store / online shop to browse consumer electronics products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...read blogs, magazines, and/or product tests on consumer electronics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...seek advice from friends on new consumer electronic products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Everyday	Once a week	Biweekly	Once a month	Less often
...hear about consumer electronic products via social media (e.g., Instagram).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
...usage social media in general.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ownership

Do you currently own headphones?

- ☐ Yes
- ☐ No

Do you currently own Sennheiser headphones?

- ☐ Yes
- ☐ No

Which headphone brand do you currently own?

- ☐ AKG

- ☐ Apple
- ☐ Audio-Technica
- ☐ Beats
- ☐ Bose
- ☐ BreyerDynamic
- ☐ Jabra
- ☐ Jaybird
- ☐ JBL
- ☐ Panasonic
- ☐ Philips
- ☐ Samsung
- ☐ Sennheiser
- ☐ Shure
- ☐ Sony
- ☐ Sullcandy
- ☐ Other
- ☐ Do not own headphones at the moment

Which headphone type do you own?

- ☐ in-ear
- ☐ on-ear / over ear
- ☐ Do not own headphones at the moment

Which headphone type do you own?

- ☐ wireless
- ☐ non-wireless
- ☐ Do not own headphones at the moment

Do you currently own a hearing aid, assistive listening device or other technology for hearing enhancement?

- ☐ Yes
- ☐ No

Do you expect to need a hearing aid, assistive listening device or other technology for hearing enhancement in the next 5 years?

- ☐ Yes
- ☐ No

Purchase

Which **headphone** brand would be your first choice?

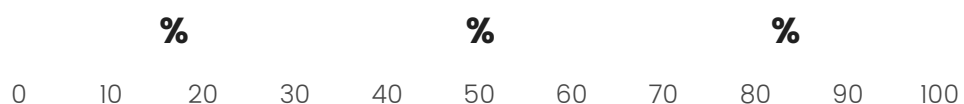
- ☐ AKG
- ☐ Apple

- ☐ Audio-Technica
- ☐ Beats
- ☐ Bose
- ☐ BreyerDynamic
- ☐ Jabra
- ☐ Jaybird
- ☐ JBL
- ☐ Panasonic
- ☐ Philips
- ☐ Samsung
- ☐ Sennheiser
- ☐ Shure
- ☐ Sony
- ☐ Skullcandy
- ☐ Other

How much would you spend on new headphones? (in €)

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Please use the slider to indicate the following in %?



%

%

%

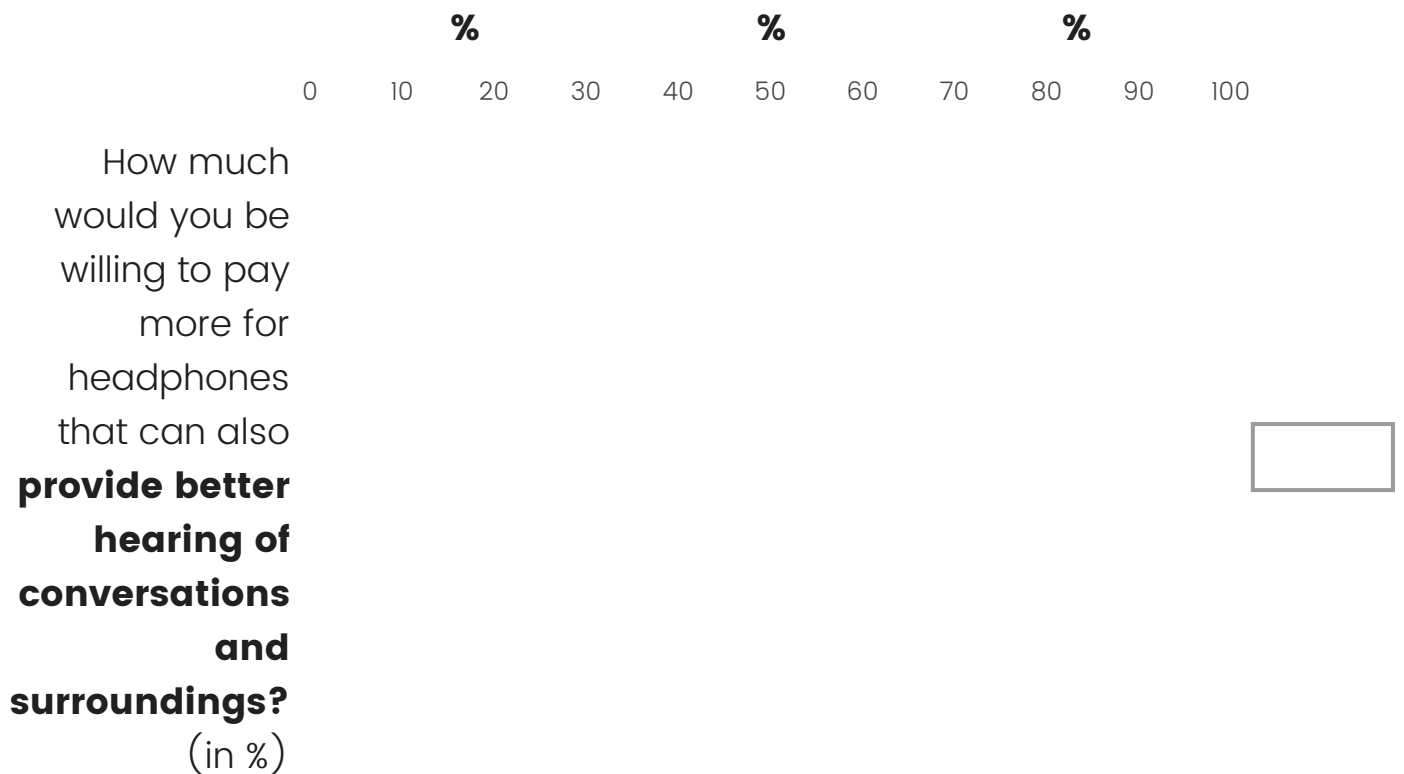
0 10 20 30 40 50 60 70 80 90 100

How much
would you be
willing to pay
more for
headphones
that can also

**monitor fitness
parameters
(e.g. heart
rate)?** (in %)

How much
would you be
willing to pay
more for
headphones
that can also

**translate
speech during
conversations?**
(in %)



Hearables Awareness & Purchase

(1) Which of these **hearables** brands have you heard of before?

(2) In case of a hearing loss, which of these hearables brands would you consider to purchase?

A hearable is a smart, wireless, in-ear audio device that include features for use cases beyond music consumption, for example hearing enhancement, medical monitoring, and/or fitness tracking.

Awareness

Purchase

	Answers	Answers
	Answer 1	Answer 2
AKG	<input type="checkbox"/>	<input type="checkbox"/>
Apple	<input type="checkbox"/>	<input type="checkbox"/>
Audio-Technica	<input type="checkbox"/>	<input type="checkbox"/>
Beats	<input type="checkbox"/>	<input type="checkbox"/>
Bose	<input type="checkbox"/>	<input type="checkbox"/>
BeyerDynamic	<input type="checkbox"/>	<input type="checkbox"/>
Jabra	<input type="checkbox"/>	<input type="checkbox"/>
Jaybird	<input type="checkbox"/>	<input type="checkbox"/>
JBL	<input type="checkbox"/>	<input type="checkbox"/>
Lucid	<input type="checkbox"/>	<input type="checkbox"/>
NUHEARA	<input type="checkbox"/>	<input type="checkbox"/>
Olive	<input type="checkbox"/>	<input type="checkbox"/>
Panasonic	<input type="checkbox"/>	<input type="checkbox"/>
Phonak	<input type="checkbox"/>	<input type="checkbox"/>
Samsung	<input type="checkbox"/>	<input type="checkbox"/>
Sennheiser	<input type="checkbox"/>	<input type="checkbox"/>
Shure	<input type="checkbox"/>	<input type="checkbox"/>
Signia	<input type="checkbox"/>	<input type="checkbox"/>
Sony	<input type="checkbox"/>	<input type="checkbox"/>
Skullcandy	<input type="checkbox"/>	<input type="checkbox"/>

What are your associations with Sennheiser? You can choose multiple items from the list. If you don't know Sennheiser, you can leave this question empty.

- ☐ Affordable
- ☐ Customizable settings
- ☐ Durable
- ☐ Excellent sound quality
- ☐ Good price-quality ratio
- ☐ Health & fitness monitoring
- ☐ Hearing enhancement
- ☐ Long battery life
- ☐ Premium products
- ☐ Stylish