



Hearing about tinnitites

TORONTO, November 30, 2022—The results of a [Maru Public Opinion](#) undertaken for Widex Canada find that while Tinnitus awareness is high among primary care physicians (PCPs) and nurse practitioners (NPs) from across Canada who are active in their field, a majority (58%) diagnose patients with tinnitus on a weekly basis but only one in five (21%) report referring them to an audiologist, otolaryngologist or hearing care professional regularly.

A condition described by some as a ringing in the ear, tinnitus is experienced by nearly forty percent of Canadians. The underlying causes of tinnitus can range from injury and ear infections to earwax, sensory nerve disorders, and natural aging. It can also be caused by medication, high blood pressure, or alcohol - but most often, it is caused by repeated exposure to excessively loud noise. There's no cure for it, but treatment options include sound therapy with the help of specialized hearing aid technology, cognitive behavioral therapy.

Key findings

While a high number of Canadian PCPs and NPs are familiar with tinnitus, reporting being either very familiar (40%) or somewhat familiar (57%) with the condition, half (50%) of NPs were significantly more likely than PCPs (30%) to be very familiar with tinnitus. Similarly, these healthcare professionals are generally aware of some of the available options for tinnitus management, such as tinnitus retraining programs (62%), sound therapy (52%), and cognitive behavioral therapy (46%).

Primary healthcare providers report tinnitus as the most commonly experienced by patients between the ages of 40 and 79. The top concerns among patients experiencing tinnitus include hearing loss (46%), interruptions in concentration (38%), major anxiety (35%), interruptions in their sleep (28%), and dizziness (20%).

A majority (58%) of primary healthcare providers across Canada see patients with tinnitus on a weekly basis, but only one in five (21%) of them report referring them to an audiologist, otolaryngologist, or hearing care professional regularly.

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Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) undertaken by its sample and data collection experts at [Maru/Blue](#) on October 18 to 29, 2022 among 50 primary care physicians (PCPs) and 52 nurse practitioners (NPs) who live in Canada and are currently working in their field, and who are Maru Voice Canada panelists. Respondents could respond in either English or French. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion is a professional services firm dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

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