THE PERFECTLY5.5 CENSUS · Q4 2026

The State of Independent Hearing Clinics Online

The Perfectly5.5 Census is an ongoing survey of how U.S. hearing clinics show up to patients on Google. The Q4 2026 report compares independent clinics (1–5 locations) with chain and group locations, from Google profiles and reviews to websites and whether a ready patient can call or book.

11,635
hearing clinic listings on Google Maps

15
states searched, every ZIP code (12,271 ZIPs)

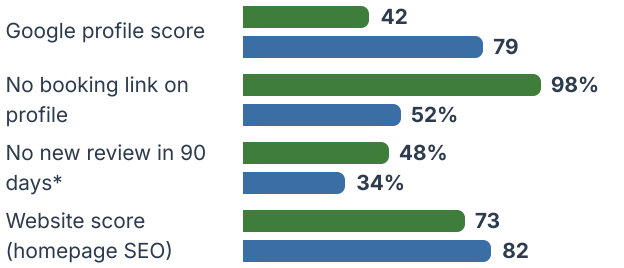
510,563
Google reviews read and dated

2,490
clinic websites scored

Five findings

1. **Google profiles are the biggest gap.** The average independent profile scores 42 out of 100, against 79 for chain locations; 55% of independents get an F. Independents with their own website do better (68), but still trail.
2. **Almost no independent profile offers a way to book.** 98% of independent profiles show no booking or appointment link, against 52% of chain locations.
3. **Reviews have stalled for many.** Among independents with their own website, the typical clinic has 24 Google reviews (chains: 54), 48% got no new review in the last 90 days, and 31% have never replied to one.
4. **Half of independents have no website of their own.** 53% have none, or only a Facebook or directory page. Those with a site score 73 out of 100 (chains: 82); 84% leave their city out of the main headline.
5. **Many sites can't take a call, a booking, or a measurement.** Only 54% of independent websites have a tap-to-call link, a booking link or form, and analytics. 38% have no analytics at all.

Independents vs. chains at a glance



■ Independents ■ Chains and groups *Independents with their own website

How the Census was built

We searched Google Maps every standard ZIP code in 15 states: Alabama, Alaska, Arizona, Arkansas, California, Florida, Georgia, Kentucky, Michigan, New York, North Carolina, South Carolina, Tennessee, Texas and Virginia. We kept hearing clinics, scored each Google profile, read the most recent reviews (up to 200 per clinic) and scored each clinic's homepage.

Independents have 1–5 locations; chains and groups have 6 or more. 69% of listings are independent. Findings exclude Perfectly5.5's own clients. Data as of October 29, 2026. Every number is listed with its group and sample size in the full report's appendix.

Full report: perfectly55.com/census-report/

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