Summary

EuroTrak NORWAY 2012

1. Introduction
2. Market overview
3. Analysis of hearing aid owners
4. Analysis of hearing impaired non-owners
Summary

1. Introduction

• EuroTrak Norway 2012 was designed and executed by Anovum (Zurich) on behalf of GN Resound, Oticon, Phonak, Siemens and Widex Norway.

• Sample sizes Norway 2012:
  - Representative sample (sample 1): n=14‘866 people
  - Hearing impaired (sample 2):
    - Hearing impaired non-owners: n=618 people with hearing loss (HL)
    - HA owners: n=691 people with hearing aid (HA)

• EuroTrak Norway 2012 is part of the EuroTrak studies:
Summary

2. Market overview

- Stated hearing loss prevalence
  - Total: 8.8% (18+: 10.8%).
  - Binaural hearing loss: HA owners: 82%, HA non-owners: 65%.
  - Tinnitus prevalence 26% (self stated, sometimes or permanently).
  - Hearing Tests: 78% had a hearing test in the last 5 years.

- Hearing aid adoption rate (HA penetration)
  - Total: 42.5%.
  - Total age group 18+: 43.3 %.
  - 74% of HA owners have binaural treatment. Trend rising.

- The route to the hearing aid
  - 76% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
  - 58% got hearing aids recommended from the ENT or family doctor (drop out rate = 23%).
  - 55% of the GP consultations referred to an ENT. 13% recommended no action.
  - 49% of ENT consultations referred to an audiologist, 39% recommended to get a hearing aid, 26% recommended no action.

- Potential social cost-savings due to the use of hearing aids
  - Hearing aids are believed to have a positive impact on the job.
  - People with hearing aids tend to have a slightly higher personal income.
  - Hearing aid owners have a lower risk of being depressed and a lower risk of being forgetful compared to impaired non-owners.
Summary

3. Analysis of hearing aid owners

- **Hearing aid ownership and usage**
  - 94% received some kind of 3rd party reimbursement.
  - 67% of the currently owned HAs were fitted in 2009 or later.
  - The average age of the currently owned HAs is 2.7 years.
  - The median age of hearing aids before replacement is 6 years.
  - On average, HAs are worn 7.9 hours a day.
  - 37% of hearing aid owners have never heard of wireless technology in connection with hearing aids. 32% rate wireless technology as very important.

- **Satisfaction with HAs**
  - 72% of the HA owners are satisfied with their HAs.
  - The more hours worn per day, the higher the satisfaction.
  - Satisfaction with HAs bought 2010 or after is higher than with HAs bought before.

- **Positive impact of HAs**
  - Significant positive impact of HAs on different aspects – especially communication, social life and sense of safety.
Summary
4. Analysis of hearing impaired non-owners

- Reasons not to own/use HAs
  - Information deficit non-owners: 63% don’t know whether any third party would pay, 10% assume no third party would pay (Insurance, Government,…).
  - The main reasons for not using hearing aids are that people say they do not work well in noisy situations, they hear well enough, their hearing loss was not severe enough and that hearing aids are uncomfortable.
  - In Norway, costs of hearing aids are not an issue.
  - 10% who own HAs don’t use them at all; 24% use them less than one hour/day. Main reasons for this are: “They do not work well in noisy situations”, “Hear well enough in most situations” “HAs do not restore hearing to normal” and “have tried and they do not work”.

- Negative impact of hearing loss and buying intentions
  - Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss-group), hearing aid owners feel less exhausted in the evenings.
  - 12% of non-owners intend to get a hearing aid within the next year.
  - The most important influencing factors are worsening hearing loss, ENT and significant others plus audiologist for the owners.
Results

EuroTrak NORWAY 2012

1. Introduction
2. Market overview
3. Analysis of hearing aid owners
4. Analysis of hearing impaired non-owners
Detailed Results: Roadmap

1. Introduction
   - Objectives and organisation
   - Field research specification

2. Market overview
   - Prevalence of hearing loss and hearing aid adoption rate
   - Hearing tests and prevalence of tinnitus
   - The route to the hearing aid: Drop-out rates and reasons for drop-outs
   - Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms

3. Analysis of hearing aid owners
   - Hearing aid ownership, lifetime and usage
   - Awareness and importance of wireless technology
   - Satisfaction with hearing aids and drivers
   - Positive impact of hearing aids

4. Analysis of hearing impaired non-owners
   - Reasons for not having a hearing aid
   - Negative impact of hearing loss
   - Buying intentions

5. Appendix
   - Demographics: Hearing instrument adoption rates and populations
1. Introduction
Objectives and organisation
EuroTrak objectives

- **Generate baseline survey data for Norway**
  - Measure stated hearing loss prevalence and adoption rates of hearing aids (HA).
  - Analyse drop-outs on the “route/journey to the HA”.
  - Identify potential social cost savings due to HA.
  - Analyse usage and satisfaction with HA.
  - Evaluate positive Impacts of HA.
  - Find reasons why impaired people don’t use HA.
  - Discover triggers that make people get HA.
- **Comparison with other countries**
Organisation of EuroTrak 2012

Organisation

- Principal of the project EuroTrak Norway are GN Resound, Oticon, Phonak, Siemens and Widex Norway.
- Anovum Zurich developed the concept of EuroTrak, designed the questionnaire and conducted the fieldwork in cooperation with a panel company. Furthermore Anovum analysed the data and prepared the presentation.
- The European Hearing Instrument Manufacturers Association [EHIMA] approved the questionnaire in cooperation with Sergei Kochkin, Ph.D., Executive Director, Better Hearing Institute.

Use of the data

- GN Resound, Oticon, Phonak, Siemens and Widex Norway may use the anonymous delivered tables, charts, reports and conclusions of the survey for further research projects, for archiving and publication in any form whatsoever.

- The raw dataset remains at Anovum. If GN Resound, Oticon, Phonak, Siemens and Widex Norway use the anonymous data (delivered tables, charts, reports) and conclusions of the survey for publications the source of the data needs to be mentioned in the following way:
  
  “Source: Anovum – EuroTrak – Norway/2012/n=[relevant sample size]”

- GN Resound, Oticon, Phonak, Siemens and Widex Norway can ask Anovum to further analyse the raw data in specific ways at their own expense.
Field research specification
Recruitment process: In search of hearing impaired people

**Step 1: Screening interviews**

Objective: Prevalence of hearing loss and hearing aid ownership

Process:
1. Representative sample with strict quotas that represent the overall population (Age/Gender interlocked; soft quota on region)
2. Contacts from panellist pools of more than 100’000 people
3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
4. Result: Representative sample of n=14’866 people based on census data.

**Step 2: Target population interviews**

Objective: Details about satisfaction with hearing aids and reasons for non-adoption

Process:
1. Main questionnaires: Owners and hearing impaired non-owners
2. Balancing through weighting according to representative screening interviews
3. Resulting sample: n=691 hearing aid owners and n=618 hearing impaired non-owners
2. Market overview
Hearing loss and hearing instrument ownership by gender/age

- Women: Unimpaired non-owner
- Women: Impaired non-user
- Women: HA owner
- Men: Unimpaired non-owner
- Men: Impaired non-user
- Men: HA owner
Hearing loss prevalence - Norway 2012

% hearing loss prevalence

- Total: 8.8%
- Total 18+: 10.8%
- 74+: 39.5%
- 65-74: 19.7%
- 55-64: 11.7%
- 45-54: 7.5%
- 35-44: 4.8%
- 25-34: 4.5%
- 15-24: 2.6%
- ≤14: 2.1%

EuroTrak 2012
Base: 14'866
Hearing aid adoption rate Norway 2012
42.5% of hearing impaired have hearing aid(s), 74% of them have binaural treatment
The more severe the hearing loss, the higher the adoption rate

Hearing loss 6-groups

* Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC – like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).

HA-non-owner, n=618
HA-owner, n=691
## Hearing loss

### Hearing loss characteristics: Owners compared to non-owners

<table>
<thead>
<tr>
<th>Ears impaired (stated)</th>
<th>HA-Non-owner n=618</th>
<th>HA Owner n= 691</th>
<th>Hearing Aid Adoption (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unilateral loss</td>
<td>35%</td>
<td>18%</td>
<td>29%</td>
</tr>
<tr>
<td>Bilateral loss</td>
<td>65%</td>
<td>82%</td>
<td>50%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Perceived loss</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mild</td>
<td>33%</td>
<td>17%</td>
<td>26%</td>
</tr>
<tr>
<td>Moderate</td>
<td>53%</td>
<td>52%</td>
<td>40%</td>
</tr>
<tr>
<td>Severe</td>
<td>11%</td>
<td>24%</td>
<td>60%*</td>
</tr>
<tr>
<td>Profound</td>
<td>3%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

n's are unweighted whereas the shown results are weighted
* combined "severe" and "profound" because n is too small
Overview hearing loss prevalence and hearing aid adoption

Euro Trak 2012

- Hearing impaired (stated)
- Adoption (% of population)
- Adoption (% of stated impaired)
Hearing tests and prevalence of tinnitus
Only 21% state their hearing has never been tested

- Yes, in the last 12 months: 21%
- Yes, in the last 1-5 years: 12%
- Yes, more than 5 years ago: 30%
- No, never: 36%

Base: 10'352
Prevalence of tinnitus

Do you have tinnitus (ringing or other noises in the ears or head) in one or both ears?

- No: 2%
- Yes, sometimes: 4%
- Yes permanently in both ears: 20%
- Yes permanently in one ear: 74%

Have you ever thought about a treatment of your tinnitus?

- I have / have had a treatment: 2%
- I considered, but did not have treatment: 8%
- I have never considered a treatment: 90%

Base: 4'065
The route to the hearing aid:
Drop-out rates and reasons for drop-outs
The route to the hearing aid: Overview

- Impaired: 100%
- Discussed hearing loss with ear doctor and/or family doctor: 76%
- Positive medical advice (Ear doctor or family doctor recommend further action): 58%
- Discussed hearing loss with HA dispenser/audiologist: 51%
- Positive advice HA dispenser/audiologist: 41%
- Bought hearing aid: 43%

Drop out:
- Impaired ENT/Doctor: 24%
- ENT/Doctor: 23%
- Recommend: 27%

Base: n=1'309

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Much higher drop-out-rates for the lower hearing loss segments

Top 50% hearing loss*

Low 50% hearing loss*

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* Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC – like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).

Base: n=1'309
Recommendations by profession

- **GP (N=873)**
  - Referred to an ear doctor (ENT): 55%
  - Referred to a hearing aid dispenser / audiologist: 39%
  - Recommended to get a hearing aid: 11%
  - Recommended no further action: 13%

- **ENT (N=834)**
  - Referred to an ear doctor (ENT): 49%
  - Referred to a hearing aid dispenser / audiologist: 39%
  - Recommended to get a hearing aid: 26%
  - Recommended no further action: 20%

- **Audiologist (N=695)**
  - Referred to an ear doctor (ENT): 80%
  - Referred to a hearing aid dispenser / audiologist: 20%
  - Recommended to get a hearing aid: 0%
  - Recommended no further action: 0%
The route to the hearing aid: GP/Family doctor

Have you discussed your hearing problem with your family doctor?

% Discussed with GP

<table>
<thead>
<tr>
<th>Category</th>
<th>Discussed with GP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total hearing impaired</td>
<td>63%</td>
</tr>
<tr>
<td>HA owner</td>
<td>84%</td>
</tr>
<tr>
<td>Hearing impaired non-owners</td>
<td>48%</td>
</tr>
</tbody>
</table>

What did he/she recommend?

HA owner (Base: 573)

- Referred to a hearing aid dispenser / audiologist: 48%
- Referred to an ear doctor (ENT): 60%
- Recommended to get a hearing aid: 12%
- Recommended no further action: 2%

Impaired non-owner (Base: 300)

- Referred to a hearing aid dispenser / audiologist: 27%
- Referred to an ear doctor (ENT): 49%
- Recommended to get a hearing aid: 11%
- Recommended no further action: 26%
Non-owners: Reasons for not owning a HA
If GP recommended further action (open ended question, coded)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>don't need HA, don't want HA, used to HL</td>
<td>26%</td>
</tr>
<tr>
<td>HA don't help, other problem (glue ear, inverted ear drums, tinnitus, ...)</td>
<td>25%</td>
</tr>
<tr>
<td>HL not severe enough</td>
<td>16%</td>
</tr>
<tr>
<td>still in the process of getting HAs, no time yet, waiting for appointment</td>
<td>10%</td>
</tr>
<tr>
<td>tried HA, didn't help</td>
<td>10%</td>
</tr>
<tr>
<td>hospital, ENT said it's not necessary</td>
<td>8%</td>
</tr>
<tr>
<td>HL too severe, deafness</td>
<td>5%</td>
</tr>
<tr>
<td>costs</td>
<td>2%</td>
</tr>
<tr>
<td>other</td>
<td>2%</td>
</tr>
</tbody>
</table>

For example:
- Jeg synes jeg er for ung til å begynne å bruke høreapparat. Ønsker å se situasjonen litt an.
- Han har Menieres sykdom og hørseltapet kan i avhjelpes med høreapparat har vi fått høre
- Hørselen var ikke så dårlig at det var nødvendig.
- Jeg skal prøve høreapparat om kort tid. Måtte bare vente siden de ikke hadde noe på lager
- Høreapparatene jeg prøvde (3 forskjellige) forsterket støyen på en slik måte at det ble svært ubehagelig. Jeg fikk også vite at med normal/god hørsel på ene øret og sterkt nedsatt på det andre, var det vanskelig å finne riktig balanse med høreapparat.
The route to the hearing aid: ENT

Have you discussed your hearing problem with an ear doctor (ENT)?

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% Discussed with ENT

<table>
<thead>
<tr>
<th>Category</th>
<th>Total hearing impaired</th>
<th>HA owner</th>
<th>Hearing impaired non-owners</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>61%</td>
<td>86%</td>
<td>45%</td>
</tr>
</tbody>
</table>

What did he/she recommend?

**HA owner (Base: 554)**

- Did prescribe a hearing aid: 57%
- Referred to a hearing aid dispenser / audiologist: 57%
- Recommended no further action: 2%

**Impaired non-owner (Base: 302)**

- Did prescribe a hearing aid: 16%
- Referred to a hearing aid dispenser / audiologist: 38%
- Recommended no further action: 55%

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Non-owners: Reasons for not owning a HA
If ENT recommended further action (open ended question, coded)

**ENT recommended further action**

- don't need HA, don't want HA, used to HL: 25%
- HA don't help, other problem (glue ear, inverted ear drums, tinnitus, ...): 22%
- tried HA, didn't help: 18%
- still in the process of getting HAs, no time yet, waiting for appointment: 14%
- HL not severe enough: 10%
- hospital, ENT said it's not necessary: 5%
- HL too severe, deafness: 4%
- costs: 4%
- other: 1%
- no answer: 1%

Base: 108

For example:

- Jeg ønsker ikke å gå med høreapparat. Venter og ser an utviklingen av hørselen.
- Hjelper ikke mot tinnitus
- Har testa eit høyreapparat som ikkje hjelpte.
- Venter på utredning fra spesialist. Dette vi så gi svar på type og når høreaperat blir anskaffet.

Non-owners: Reasons for not owning a HA
If ENT recommended further action (open ended question, coded)
The route to the hearing aid: Audiologist

Have you discussed your hearing problem with a Hearing Aid Dispenser/Audiologist?

% Discussed with Audiologist

- Total hearing impaired: 51%
- HA owner: 85%
- Hearing impaired non-owners: 28%

What did he/she recommend?

- HA owner (Base: 539)
  - Recommended to get a hearing aid: 99%
  - Recommended not to get a hearing aid: 1%

- Impaired non-owner (Base: 156)
  - Recommended to get a hearing aid: 40%
  - Recommended not to get a hearing aid: 60%
Non-owners: Reasons for not owning a HA
If Audiologist recommended to get HA (open ended question, coded)

Audiologist recommended to get HA

- tried HA, didn’t help: 32%
- don’t need HA, don’t want HA, used to HL: 24%
- still in the process of getting HAs, no time yet, waiting for appointment: 23%
- hospital, ENT said it's not necessary: 6%
- HL too severe, deafness: 6%
- costs: 5%
- HL not severe enough: 4%
- HA don't help, other problem (glue ear, inverted ear drums, tinnitus, ...): 3%
- vanity, looks of HA: 1%
- no answer: 1%

Base: 49 (low sample size!)

For example:
- Fordi jeg prøvde uten nevneverdig forbedring av hørselen
- Føler at jeg ikke trenger det enda. Det fungerer rimelig bra.
- Har aldri fått svar fra audiograf.
Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms
**Work competitiveness:** 86% of the working hearing aid owners state their hearing aid(s) are useful on their job.

How useful are your hearing aids on your job?

- 59% Of significant use
- 27% Of some use
- 14% Of no use

Base: N=212
Work competitiveness: 19% of impaired people without hearing aid tend to think they receive a worse compensation for their jobs than their peers (14% of hearing aid owners)

Compared to your peers of equal age, education and skill how would you rate the compensation that you receive for the job you perform?

Base: Employed (full/part time)

Unweighted Sample Size = 510

- **Hearing aid**
  - Better than my peers: 9%
  - Equal to my peers: 77%
  - Worse than my peers: 14%

- **Hearing loss but no hearing aid**
  - Better than my peers: 17%
  - Equal to my peers: 64%
  - Worse than my peers: 19%
**Work competitiveness:** People with hearing aid(s) tend to have a little higher personal income compared to impaired non-owners.

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**Personal income**

*Base: Employed (full/part time)*

Unweighted Sample Size = 554
**Work competitiveness:** People with hearing aids recognize that hearing aids increase the chance of hearing impaired to get promoted, to get the right job and to get more salary.

Base: Step2: Hearing loss, no hearing aid = 400/ hearing aid n=498
Health problems: Hearing aid owners have a lower risk of being depressed (PHQ-2 Screening) and a lower risk of being forgetful compared to impaired non-owners with comparable hearing loss (Top50% hearing loss group*).

### Depression symptoms:
PHQ-2 Screening:
In the last 2 weeks:
- Little interest or pleasure
- Feeling down, depressed, hopeless

<table>
<thead>
<tr>
<th></th>
<th>Depression</th>
<th>No depression</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing aid</td>
<td>9%</td>
<td>91%</td>
</tr>
<tr>
<td>Top 50% hearing loss, no hearing aid</td>
<td>21%</td>
<td>79%</td>
</tr>
</tbody>
</table>

### Dementia symptom:
Getting more forgetful in the last year?

<table>
<thead>
<tr>
<th></th>
<th>Yes, much more</th>
<th>Yes, somewhat more</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hearing aid</td>
<td>3%</td>
<td>42%</td>
<td>55%</td>
</tr>
<tr>
<td>Top 50% hearing loss, no hearing aid</td>
<td>5%</td>
<td>52%</td>
<td>42%</td>
</tr>
</tbody>
</table>

*Construction of 6-groups: A factor analysis was performed to identify one factor “degree of hearing loss”. The following questions were included in the factor:
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC – like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).
3. Analysis of hearing aid owners
Hearing aid ownership and usage
Low adoption rates within mild and moderate hearing loss

<table>
<thead>
<tr>
<th>Stated hearing loss</th>
<th>(% of impaired population*)</th>
<th>Adoption rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profound</td>
<td>(5%)</td>
<td>2% 3% 60%*</td>
</tr>
<tr>
<td>Severe</td>
<td>(16%)</td>
<td>6% 10%</td>
</tr>
<tr>
<td>Moderate</td>
<td>(53%)</td>
<td>31% 21%</td>
</tr>
<tr>
<td>Mild</td>
<td>(26%)</td>
<td>20% 7% 26%</td>
</tr>
</tbody>
</table>

Base: n=1'309
Sums can differ from 100% due to rounding
* combined “severe” and “profound” because n is too small
67% of the currently owned HAs were bought in 2009 or later

**Age of currently owned HAs (Mean): 2012: 2.7 years**

HA-owner, n=691
56% are first time HA users – non first time users kept their HAs for 6 years on average

Current HAs = first HAs?

- Yes: 56%
- No: 44%

How many years did you own your previous HAs?

- 1-3 years: 24%
- 4-6 years: 50%
- 7-10 years: 18%
- 11 years or longer: 9%

Age of HA before it has been replaced:
2012: 6 years (median)

HA-owner, n=691

Base: n=316
Monaural-binaural treatment by purchase date

% ownership of binaural hearing aids /
Base=All owners

<table>
<thead>
<tr>
<th>Year of purchase</th>
<th>% ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012/2011 (n=196)</td>
<td>76%</td>
</tr>
<tr>
<td>2010 (n=140)</td>
<td>75%</td>
</tr>
<tr>
<td>2009 or earlier (n=330)</td>
<td>68%</td>
</tr>
</tbody>
</table>
94% received some kind of 3rd party reimbursement. Information deficit non-owners: only 27% know whether government/insurance would pay

**Owners:** Was any part or all of your hearing aid(s) paid for by a third party? (Insurance, Government, …)

- 60% Yes, completely
- 34% Yes, partly
- 2% No
- 4% don't know

**Non-owners:** Based on your current knowledge, would any part or all of your hearing aid(s) be paid for by a third party? (Insurance, Government, …)

- 63% Yes
- 27% No
- 10% don't know

HA-owner, n=691

HA-non-owners, n=618
On average, HAs are worn 7.9 hours a day

How many hours a day are HA worn? (cum. %)

HA-worn: Mean: 7.9 hours/day

HA-owner, n=691
On average, HAs are worn 7.9 hours a day

How many hours a day are HA worn?

HA-worn: Mean: 7.9 hours/day

HA-owner, n=691
79% of the currently owned HAs either had no repair need or only once

How often has your current hearing aid required a repair because it was not working properly?

- 56% never
- 23% once
- 14% 2-3 times
- 4% 4-5 times
- 3% more often

HA-owner, n=691
Awareness and importance of wireless technology
Only 1 out of 5 hearing aid owners uses wireless technology

**Wireless Technology**

Have you ever heard of wireless technology in connection with hearing aids?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Have heard of it but don't use it</th>
<th>Use wireless technology</th>
<th>Never heard of it</th>
</tr>
</thead>
<tbody>
<tr>
<td>All HA owners (n=694)</td>
<td>37%</td>
<td>22%</td>
<td>41%</td>
</tr>
<tr>
<td>up to 44 y.o. (n=41)</td>
<td>47%</td>
<td>16%</td>
<td>37%</td>
</tr>
<tr>
<td>45-64 y.o. (n=259)</td>
<td>30%</td>
<td>22%</td>
<td>49%</td>
</tr>
<tr>
<td>65+ y.o. (n=394)</td>
<td>38%</td>
<td>23%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Importance of wireless technology in connection with hearing aids?

<table>
<thead>
<tr>
<th>Importance Level</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Rather unimportant</th>
<th>Very unimportant</th>
</tr>
</thead>
<tbody>
<tr>
<td>All HA owners (n=694)</td>
<td>19%</td>
<td>41%</td>
<td>32%</td>
<td>3%</td>
</tr>
<tr>
<td>up to 44 y.o. (n=41)</td>
<td>8%</td>
<td>44%</td>
<td>31%</td>
<td>17%</td>
</tr>
<tr>
<td>45-64 y.o. (n=259)</td>
<td>5%</td>
<td>46%</td>
<td>32%</td>
<td>16%</td>
</tr>
<tr>
<td>65+ y.o. (n=394)</td>
<td>8%</td>
<td>39%</td>
<td>33%</td>
<td>21%</td>
</tr>
</tbody>
</table>
Satisfaction with HA and drivers
Overall satisfaction with HA: Highest satisfaction for the following groups: BTEs, purchased 2010 or after, worn more than 8 hrs/day

<table>
<thead>
<tr>
<th>Group</th>
<th>Very Dissatisfied</th>
<th>Dissatisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Neutral</th>
<th>Somewhat Satisfied</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total HA-user (n=691)</td>
<td>3</td>
<td>4</td>
<td>11</td>
<td>11</td>
<td>14</td>
<td>43</td>
<td>14</td>
</tr>
<tr>
<td>BTE (n=380)</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>8</td>
<td>15</td>
<td>48</td>
<td>15</td>
</tr>
<tr>
<td>ITE (n=142)</td>
<td>3</td>
<td>3</td>
<td>15</td>
<td>16</td>
<td>19</td>
<td>33</td>
<td>12</td>
</tr>
<tr>
<td>ITC (n=133)</td>
<td>1</td>
<td>7</td>
<td>15</td>
<td>9</td>
<td>9</td>
<td>46</td>
<td>14</td>
</tr>
<tr>
<td>2010 or after (n=334)</td>
<td>2</td>
<td>3</td>
<td>11</td>
<td>6</td>
<td>12</td>
<td>49</td>
<td>18</td>
</tr>
<tr>
<td>2009 or earlier (n=329)</td>
<td>4</td>
<td>5</td>
<td>11</td>
<td>12</td>
<td>16</td>
<td>40</td>
<td>11</td>
</tr>
<tr>
<td>HA worn up to 4 hrs/day (n=225)</td>
<td>5</td>
<td>9</td>
<td>13</td>
<td>21</td>
<td>16</td>
<td>30</td>
<td>5</td>
</tr>
<tr>
<td>HA worn 4-8 hrs/day (n=146)</td>
<td>12</td>
<td>16</td>
<td>6</td>
<td>17</td>
<td>51</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>HA worn more than 8 hrs/day (n=320)</td>
<td>22</td>
<td>7</td>
<td>5</td>
<td>11</td>
<td>49</td>
<td>24</td>
<td>24</td>
</tr>
</tbody>
</table>

% Satisfied

- Total HA-user: 72%
- BTE: 78%
- ITE: 63%
- ITC: 69%
- 2010 or after: 79%
- 2009 or earlier: 68%
- HA worn up to 4 hrs/day: 51%
- HA worn 4-8 hrs/day: 77%
- HA worn more than 8 hrs/day: 84%
Factors influencing satisfaction with current HA: Sound quality/signal processing is most important for overall satisfaction with HA

<table>
<thead>
<tr>
<th>Influence on overall satisfaction with HA*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dispenser</strong></td>
</tr>
<tr>
<td>Quality of service after purchase</td>
</tr>
<tr>
<td>Quality of service during hearing aid fitting period</td>
</tr>
<tr>
<td>Quality of dispenser’s counselling</td>
</tr>
<tr>
<td>Professionalism of dispenser</td>
</tr>
<tr>
<td>Conversation in small groups</td>
</tr>
<tr>
<td>Conversation in large groups</td>
</tr>
<tr>
<td>Conversation with one person</td>
</tr>
<tr>
<td>Watching TV</td>
</tr>
<tr>
<td>Listening to Music</td>
</tr>
<tr>
<td>Use in noisy situations</td>
</tr>
<tr>
<td>Leisure activities</td>
</tr>
<tr>
<td>Understanding a lecture in a large public place</td>
</tr>
<tr>
<td>On the telephone</td>
</tr>
<tr>
<td><strong>Listening situation</strong></td>
</tr>
<tr>
<td>Clearness of tone and sound</td>
</tr>
<tr>
<td>Natural sounding</td>
</tr>
<tr>
<td>Richness or fidelity of sound</td>
</tr>
<tr>
<td>Comfort with loud sounds</td>
</tr>
<tr>
<td><strong>Sound quality/ signal process.</strong></td>
</tr>
<tr>
<td>Reliability</td>
</tr>
<tr>
<td>Value (performance versus money spent)</td>
</tr>
<tr>
<td>Overall fit/ Comfort</td>
</tr>
<tr>
<td>Managing whistling/feedback/buzzing</td>
</tr>
<tr>
<td>Ease of changing battery</td>
</tr>
<tr>
<td>Visibility to others</td>
</tr>
<tr>
<td>Battery life</td>
</tr>
</tbody>
</table>

*The Influence has been calculated with a correlation: 0 means no relation between a criterion and overall satisfaction; 1 means a maximal relationship. Read: clearness of tone and sound is the most important criterion for satisfaction.
Satisfaction with current HA

- Dispenser:
  - Professionalism of dispenser
  - Quality of dispenser’s counseling
  - Quality of service during hearing aid fitting period
  - Quality of service after purchase

- Listening situation:
  - Conversation with one person
  - Watching TV
  - Listening to Music
  - Conversation in small groups
  - Conversation in large groups
  - Understanding a lecture in a large public place
  - On the telephone
  - Leisure activities
  - Use in noisy situations

- Sound quality signal process:
  - Clearness of tone and sound
  - Natural sounding
  - Richness or fidelity of sound
  - Comfort with loud sounds

- Product features:
  - Ease of changing battery
  - Overall fit/ Comfort
  - Reliability
  - Visibility to others
  - Value (performance versus money spent)
  - Managing whistling/feedback/buzzing
  - Battery life

% dissatisfied = % very dissatisfied + % dissatisfied + % somewhat dissatisfied
%satisfied = % somewhat satisfied + % satisfied + % very satisfied

HA-owner, n=691
Positive impact of HAs
**Significant positive impact of HAs on different aspects – especially communication effectiveness, social life and participating in group activities have improved**

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Less than</th>
<th>The same</th>
<th>Better</th>
<th>A lot better</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicate more effectively</td>
<td>3</td>
<td>6</td>
<td>22</td>
<td>48</td>
</tr>
<tr>
<td>Social life</td>
<td>3</td>
<td>7</td>
<td>30</td>
<td>41</td>
</tr>
<tr>
<td>Participate in group activities</td>
<td>4</td>
<td>9</td>
<td>28</td>
<td>43</td>
</tr>
<tr>
<td>Relationships at home</td>
<td>3</td>
<td>1</td>
<td>42</td>
<td>36</td>
</tr>
<tr>
<td>Sense of safety</td>
<td>3</td>
<td>2</td>
<td>42</td>
<td>38</td>
</tr>
<tr>
<td>Relationships at work</td>
<td>5</td>
<td>2</td>
<td>41</td>
<td>33</td>
</tr>
<tr>
<td>Mental/emotional health</td>
<td>3</td>
<td>3</td>
<td>44</td>
<td>37</td>
</tr>
<tr>
<td>Feelings about yourself</td>
<td>3</td>
<td>3</td>
<td>44</td>
<td>36</td>
</tr>
<tr>
<td>Confidence in yourself</td>
<td>3</td>
<td>3</td>
<td>45</td>
<td>34</td>
</tr>
<tr>
<td>Sense of independence</td>
<td>3</td>
<td>3</td>
<td>46</td>
<td>31</td>
</tr>
<tr>
<td>Mental ability</td>
<td>3</td>
<td>1</td>
<td>58</td>
<td>27</td>
</tr>
<tr>
<td>Physical health</td>
<td>3</td>
<td>2</td>
<td>62</td>
<td>23</td>
</tr>
</tbody>
</table>

HA-owner, n=691
Impact of HAs is perceived more positive by patients with a Top 50% hearing loss in all aspects

% of HA owners feeling better/a lot better

- Low 50% hearing loss (n=197)
- Top 50% hearing loss (n=411)
For the significant others, the situation has improved, since person in household/parent is wearing hearing aids.

How did the following aspects change since person X is wearing hearing aids?

- Communication with Person X:
  - A lot worse: 3
  - Worse: 10
  - The same: 45
  - Better: 25
  - A lot better: 17

- Social activities together with Person X:
  - A lot worse: 2
  - Worse: 6
  - The same: 66
  - Better: 15
  - A lot better: 11

- Personal relationship with Person X:
  - A lot worse: 1
  - Worse: 3
  - The same: 75
  - Better: 13
  - A lot better: 8

- Quarrels/disputes with Person X:
  - A lot worse: 2
  - Worse: 6
  - The same: 77
  - Better: 11
  - A lot better: 6

Someone in HH / parent have HA, n=548
4. Analysis of hearing impaired non-owners
Reasons for not having a hearing aid
To analyse reasons of non-adoption we look at the Top 50% HL group, as the structure of hearing loss is more similar to that of HA owners

Hearing loss characteristics: Owners compared to non-owners

<table>
<thead>
<tr>
<th></th>
<th>% HA Owner (n=691)</th>
<th>%HA-Non-owner Low 50% HL</th>
<th>%HA-Non-owner Top 50% HL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ears impaired</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unilateral loss</td>
<td>18%</td>
<td>37%</td>
<td>29%</td>
</tr>
<tr>
<td>Bilateral loss</td>
<td>82%</td>
<td>63%</td>
<td>71%</td>
</tr>
</tbody>
</table>

| **Perceived loss**   |                    |                           |                          |
| Mild                 | 17%                | 43%                       | 7%                       |
| Moderate             | 52%                | 52%                       | 62%                      |
| Severe               | 24%                | 3%                        | 24%                      |
| Profound             | 7%                 | 2%                        | 7%                       |

More similar hearing loss structure
Top 10 reasons for not having a hearing aid (I/II)

- They do not work well in noisy situations: 50% reason, 18% somewhat a reason, 31% not a reason
- Hear well enough in most situations: 32% reason, 35% somewhat a reason, 32% not a reason
- Hearing loss not severe enough: 38% reason, 23% somewhat a reason, 39% not a reason
- Uncomfortable: 46% reason, 14% somewhat a reason, 41% not a reason
- They do not restore your hearing to normal: 37% reason, 18% somewhat a reason, 45% not a reason
- Have more serious priorities: 26% reason, 18% somewhat a reason, 56% not a reason
- Ear doctors opinion (ENT): 29% reason, 13% somewhat a reason, 58% not a reason
- Have tinnitus (ringing in ears): 33% reason, 8% somewhat a reason, 59% not a reason
- Would be embarrassed to wear a hearing aid: 25% reason, 14% somewhat a reason, 61% not a reason
- Have hearing loss only with high pitch sounds: 26% reason, 12% somewhat a reason, 62% not a reason

Base: non owners Top 50% HL: n=190
Less important reasons for not having a hearing aid (II/II)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Not a reason</th>
<th>Somewhat a reason</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have hearing loss only with low frequency sounds</td>
<td>62</td>
<td>15</td>
<td>22</td>
</tr>
<tr>
<td>Have hearing loss in only one ear</td>
<td>63</td>
<td>8</td>
<td>29</td>
</tr>
<tr>
<td>Do not admit I have a hearing loss in public</td>
<td>64</td>
<td>8</td>
<td>18</td>
</tr>
<tr>
<td>Hearing Aid Dispenser/Audiologists opinion</td>
<td>66</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td>Bad design</td>
<td>68</td>
<td>13</td>
<td>20</td>
</tr>
<tr>
<td>Family doctors opinion (GP)</td>
<td>68</td>
<td>12</td>
<td>20</td>
</tr>
<tr>
<td>Have not had hearing tested yet</td>
<td>70</td>
<td>10</td>
<td>19</td>
</tr>
<tr>
<td>Social / Family opinion such as child, spouse, friend</td>
<td>72</td>
<td>11</td>
<td>17</td>
</tr>
<tr>
<td>Another hearing aid owners opinion</td>
<td>77</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Have tried hearing aid and they do not work</td>
<td>78</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>Hearing problem requires surgery</td>
<td>78</td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>Cannot afford a hearing aid</td>
<td>80</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Have Sensor-neural hearing loss (nerve deafness)</td>
<td>83</td>
<td>1</td>
<td>16</td>
</tr>
<tr>
<td>Had surgery - hearing aids wont help</td>
<td>84</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>Do not know where to get hearing aids</td>
<td>86</td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>I have vision or dexterity problems</td>
<td>86</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Do not trust Hearing Aid Dispenser/Audiologist</td>
<td>88</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Have vision or dexterity problems</td>
<td>88</td>
<td></td>
<td>8</td>
</tr>
</tbody>
</table>

Base: non owners Top 50% HL: n=190
Top 10 reasons for HA owners NOT using them

- They do not work well in noisy situations
- Hear well enough in most situations
- They do not restore your hearing to normal
- Have tried hearing aid and they do not work
- Hearing loss not severe enough
- Uncomfortable
- Have hearing loss in only one ear
- Have hearing loss only with high pitch sounds
- Have more serious priorities
- Have tinnitus (ringing in ears)

Owners who don't use, n=71
Negative impact of hearing loss
Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss group*), hearing aid owners feel less exhausted in the evenings.

Base: Top 50% n=186 / hearing aid n=669

*Construction of 6-groups: A factor analysis was performed to identify one factor "degree of hearing loss". The following questions were included in the factor:
- Number of ears impaired (one or two)
- Stated hearing loss (Mild to Profound)
- Scores on 6 APHAB-EC – like questions (Scaled 1-5)
- When NOT using a hearing aid, how difficult is it for you to follow conversations in the presence of noise

People were segmented into 6 groups of same size (16.67% of all hearing impaired in the sample).
Intentions to get a HA
12% of non-owners intend to get a hearing aid within the next year. Re-buying intention is higher than first-buying intention.
Willingness to pay additionally is relatively low – only 29% of the owners (27% of the non-owners) would contribute 3’000 or more kroner towards a HA.

Today, the Norwegian Government pays for hearing aids up to a certain limit, p.t. 6190 NKR. How much are you willing to pay additionally yourself for ONE hearing aid?

- Owner: 35: Nothing, 10: 500 kroner, 26: 1000 kroner, 17: 3000 kroner, 12: 5000 kroner eller mer

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The most important influencing factors are worsening hearing loss, ENT and significant others plus audiologist for the owners

**Owner:** Thinking back to when you obtained your first hearing aid(s), what influenced you to obtain / purchase the hearing aid(s)?

**Non-owner:** Think about the option to obtain / purchase a hearing aid. What do you think would influence you to obtain / purchase a hearing aid?

- **Hearing loss got worse**
  - Non-Owner: 33% (618) / Owner: 42% (691)
  - Non-Owner: 54% / Owner: 51%

- **ENT/ Ear Doctor**
  - Non-Owner: 30% / Owner: 33%
  - Non-Owner: 40% / Owner: 49%

- **Spouse, relative, child, friend**
  - Non-Owner: 28% / Owner: 30%
  - Non-Owner: 32% / Owner: 49%

- **GP /Family doctor**
  - Non-Owner: 27% / Owner: 28%
  - Non-Owner: 33% / Owner: 40%

- **Hearing aid dispenser / Audiologist**
  - Non-Owner: 3% / Owner: 14%
  - Non-Owner: 17% / Owner: 27%

- **Another hearing aid owner (word of mouth)**
  - Non-Owner: 13% / Owner: 18%
  - Non-Owner: 17% / Owner: 27%

- **Free due to coverage by Insurance / Received hearing aid free of charge**
  - Non-Owner: 3% / Owner: 13%
  - Non-Owner: 14% / Owner: 27%

- **Price of hearing aid**
  - Non-Owner: 6% / Owner: 10%
  - Non-Owner: 9% / Owner: 17%

- **Safety concerns**
  - Non-Owner: 3% / Owner: 10%
  - Non-Owner: 6% / Owner: 13%

- **Information/advice about hearing loss from consumer organisation or charity**
  - Non-Owner: 3% / Owner: 10%
  - Non-Owner: 6% / Owner: 13%

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Demographics (1) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
<th>No hearing loss</th>
<th>Hearing loss but no hearing aid</th>
<th>Hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>7425</td>
<td>10.3%</td>
<td>36.5%</td>
<td>49.4%</td>
<td>61.2%</td>
<td>47.6%</td>
</tr>
<tr>
<td>Female</td>
<td>7431</td>
<td>8.2%</td>
<td>49.9%</td>
<td>50.6%</td>
<td>38.8%</td>
<td>52.4%</td>
</tr>
<tr>
<td><strong>Age recoded</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 - 14</td>
<td>2779</td>
<td>2.2%</td>
<td>21.9%</td>
<td>20.1%</td>
<td>6.0%</td>
<td>2.3%</td>
</tr>
<tr>
<td>15 - 24</td>
<td>1942</td>
<td>2.6%</td>
<td>24.7%</td>
<td>14.0%</td>
<td>5.1%</td>
<td>2.3%</td>
</tr>
<tr>
<td>25 - 34</td>
<td>1914</td>
<td>4.9%</td>
<td>9.4%</td>
<td>13.5%</td>
<td>10.4%</td>
<td>15.5%</td>
</tr>
<tr>
<td>35 - 44</td>
<td>2191</td>
<td>4.9%</td>
<td>20.0%</td>
<td>15.4%</td>
<td>11.1%</td>
<td>8.8%</td>
</tr>
<tr>
<td>45 - 54</td>
<td>2003</td>
<td>7.6%</td>
<td>29.4%</td>
<td>13.7%</td>
<td>14.1%</td>
<td>8.0%</td>
</tr>
<tr>
<td>55 - 64</td>
<td>1786</td>
<td>12.1%</td>
<td>37.6%</td>
<td>11.6%</td>
<td>17.3%</td>
<td>14.1%</td>
</tr>
<tr>
<td>65 - 74</td>
<td>1179</td>
<td>20.6%</td>
<td>52.2%</td>
<td>7.0%</td>
<td>14.7%</td>
<td>21.7%</td>
</tr>
<tr>
<td>74+</td>
<td>1063</td>
<td>41.8%</td>
<td>61.6%</td>
<td>4.7%</td>
<td>21.3%</td>
<td>46.4%</td>
</tr>
<tr>
<td><strong>Type of household</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>single household</td>
<td>1854</td>
<td>19.6%</td>
<td>52.9%</td>
<td>11.1%</td>
<td>21.8%</td>
<td>33.1%</td>
</tr>
<tr>
<td>Couple, no kids</td>
<td>3083</td>
<td>14.7%</td>
<td>47.1%</td>
<td>19.5%</td>
<td>30.8%</td>
<td>37.1%</td>
</tr>
<tr>
<td>Couple with kid(s)</td>
<td>7587</td>
<td>4.7%</td>
<td>28.3%</td>
<td>53.5%</td>
<td>32.3%</td>
<td>17.3%</td>
</tr>
<tr>
<td>Single mom/dad with kid(s)</td>
<td>1029</td>
<td>4.7%</td>
<td>28.8%</td>
<td>7.2%</td>
<td>4.6%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Retirement home, hospital etc.</td>
<td>131</td>
<td>42.2%</td>
<td>60.6%</td>
<td>0.6%</td>
<td>2.7%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Other</td>
<td>1164</td>
<td>8.2%</td>
<td>29.2%</td>
<td>8.0%</td>
<td>7.8%</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

* Small sample sizes in some categories
Demographics (2) Hearing instrument adoption rates and populations

<table>
<thead>
<tr>
<th>Status</th>
<th>Count</th>
<th>Hearing difficulty</th>
<th>Hearing aid adoption rate % (Base=hearing impaired)</th>
<th>No hearing loss</th>
<th>Hearing loss but no hearing aid</th>
<th>Hearing aid</th>
</tr>
</thead>
<tbody>
<tr>
<td>The head of the household (alone or together with someone)</td>
<td>7190</td>
<td>13.0%</td>
<td>44.3%</td>
<td>46.9%</td>
<td>68.9%</td>
<td>76.0%</td>
</tr>
<tr>
<td>The spouse of the head of the household</td>
<td>2572</td>
<td>9.2%</td>
<td>41.3%</td>
<td>17.5%</td>
<td>18.3%</td>
<td>17.9%</td>
</tr>
<tr>
<td>Daughter/son of head of household</td>
<td>4158</td>
<td>2.1%</td>
<td>26.0%</td>
<td>30.4%</td>
<td>8.7%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Other Person</td>
<td>738</td>
<td>6.3%</td>
<td>25.4%</td>
<td>5.2%</td>
<td>4.1%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Employment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full time employed</td>
<td>5612</td>
<td>6.4%</td>
<td>22.7%</td>
<td>49.4%</td>
<td>38.4%</td>
<td>14.8%</td>
</tr>
<tr>
<td>Part time employed</td>
<td>1169</td>
<td>6.3%</td>
<td>31.6%</td>
<td>10.3%</td>
<td>6.7%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Unemployed / not working</td>
<td>701</td>
<td>7.1%</td>
<td>22.7%</td>
<td>6.1%</td>
<td>5.3%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Retired under a disability pension scheme (fully or partly)</td>
<td>948</td>
<td>17.0%</td>
<td>49.7%</td>
<td>7.4%</td>
<td>11.1%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Early retired under an early retirement benefit scheme</td>
<td>310</td>
<td>22.7%</td>
<td>53.3%</td>
<td>2.3%</td>
<td>4.5%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Retired (at the official retirement age)</td>
<td>1624</td>
<td>33.5%</td>
<td>59.1%</td>
<td>10.4%</td>
<td>29.7%</td>
<td>56.1%</td>
</tr>
<tr>
<td>Student / pupil / in training</td>
<td>1523</td>
<td>2.8%</td>
<td>27.2%</td>
<td>13.9%</td>
<td>4.4%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grunnskole</td>
<td>709</td>
<td>31.9%</td>
<td>58.3%</td>
<td>4.6%</td>
<td>12.8%</td>
<td>23.4%</td>
</tr>
<tr>
<td>Ungdomsskole</td>
<td>1297</td>
<td>13.7%</td>
<td>42.8%</td>
<td>10.6%</td>
<td>14.1%</td>
<td>13.8%</td>
</tr>
<tr>
<td>Videregående</td>
<td>4840</td>
<td>8.5%</td>
<td>40.1%</td>
<td>41.8%</td>
<td>33.4%</td>
<td>29.2%</td>
</tr>
<tr>
<td>Universitet eller høyskole, 1-3 år</td>
<td>2435</td>
<td>9.1%</td>
<td>38.5%</td>
<td>20.9%</td>
<td>18.1%</td>
<td>14.8%</td>
</tr>
<tr>
<td>Universitet eller høyskole, over 3 år</td>
<td>2010</td>
<td>8.4%</td>
<td>35.6%</td>
<td>17.4%</td>
<td>14.9%</td>
<td>10.7%</td>
</tr>
<tr>
<td>Annet</td>
<td>595</td>
<td>16.4%</td>
<td>48.0%</td>
<td>4.7%</td>
<td>6.7%</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

Profiles: Categories add to 100%*

* Small sample sizes in some categories