



Results

EuroTrak 2017

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











Summary 1. Introduction

- EuroTrak 2017 was designed and executed by Anovum (Zurich) on behalf of beMedTech.
- Sample sizes Belgium 2017:

Representative sample (sample 1): n=14'245 people
 Hearing impaired (sample 2): n=1'307 people

Hearing impaired non-owners: n=805 people with hearing loss (HL)
 HA owners: n=502 people with hearing aid (HA)

EuroTrak 2017 is part of the EuroTrak studies:













Summary 2. Market overview

- Stated hearing loss prevalence
 - Total: 9.6%, 18+: 11.5%
 - Binaural hearing loss: HA owners: 85%, HA non-owners: 57%.
 - Hearing Tests: 34% had a hearing test in the last 5 years, most tests are done by the ENT and at work/school
- Hearing aid adoption rate (HA penetration)
 - Total: 30.7%
 - Total age group 18+: 30.6%
 - 80% of HA owners have binaural treatment
- The route to the hearing aid
 - 70% of the hearing impaired discussed hearing loss with an ENT doctor or family doctor.
 - 40% got hearing aids recommended from the ENT or family doctor (drop out rate=43%).
 - 71% of the GP consultations referred to an ENT. 19% recommended no action.
 - 28% of ENT consultations referred to an audicien, 38% recommended to get a hearing aid, 42% 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.
 - Quality of sleep seems to improve if hearing impaired use hearing aids.











Summary 3. Analysis of hearing aid owners

- Hearing aid ownership and usage, accessories and Telecoil
 - 89% of all HA owners asked got some kind of 3rd party reimbursement.
 - 58% of the currently owned HAs were acquired in 2014 or later.
 - The average age of the currently owned HAs is 3.2 years.
 - The median age of hearing aids before replacement is 5 years.
 - On average, HAs are worn 9.4 hours a day.
 - 58% of today's hearing aid owners are aware of their hearing aid brand, 50% would preferably choose the same brand if they would plan to obtain new hearing aids.
 - Only few HA owners use electronic accessories.
 - 21% of hearing aid owners know what Telecoil is but only 4% have used it mainly in theatres/auditoriums.
- Importance of listening situations and satisfaction with HAs
 - 73% of the hearing aid owners say their hearing aid works better than or as expected.
 - 80% of the HA owners are satisfied with their HAs.
 - If the HA is worn more than 8 hours per day, the satisfaction is significantly higher.
 - Satisfaction with newer hearing aids is higher than with older hearing aids.
 - Talking at home with family members and on the phone are the most important listening situations.
- Positive impact of HAs
 - Significant positive impact of HAs on different aspects: Especially communication effectiveness, social life and ability to participate in group activities improve with hearing aids.
 - 95% of hearing aid owners declare that their hearing aids improve their quality of life at least sometimes







e h i m a

Summary

4. Analysis of hearing impaired non-owners

- Reasons not to own/use HAs
 - While 62% of the hearing impaired without hearing aids don't know whether a third party would pay any part of hearing aids 89% of the hearing aid owners received some kind of 3rd party reimbursement.
 - The main reasons for not having hearing aids are that people say "they do not work well in noisy situations", "they hear well enough", "they do not restore hearing to normal" and "hearing loss is not severe enough".
 - 5% who own HAs don't use them at all; 13% use them one hour or less per day. Main reasons for this are: "they do not work well in noisy situations" and "hear enough in most situations".
- Social rejection, buying intentions and triggers to buy
 - 89% of hearing aid owners think people rarely or never make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid.
 - The most important influencing factors for getting hearing aids are worsening hearing loss, followed by the ENT. Price and insurance coverage is (more) important for the current non owners.
 - 8% of non-owners intend to get a hearing aid within the next year.









Detailed Results: Roadmap

1. Introduction

- Organisation of EuroTrak 2017
- Recruitment process: In search of hearing impaired people

2. Market overview

- Prevalence of hearing loss and hearing aid adoption rate
- Hearing tests and where hearing is tested
- The route to the hearing aid: Sources of information and drop-out rates
- Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms, sleep quality

3. Analysis of hearing aid owners

- Hearing aid ownership, awareness of hearing loss before getting hearing aids, lifetime of hearing aids and usage
- Awareness and usage of accessories and Telecoil
- Satisfaction with hearing aids and drivers
- Importance of listening situations
- Positive impact of hearing aids, quality of life

4. Analysis of hearing impaired non-owners

- Reasons for not having hearing aids and why some people can consider hearing aids as uncomfortable
- Social rejection because of hearing loss compared to the acceptance of hearing aids
- Buying intentions and most important triggers to buy

5. Appendix

Demographics: Hearing instrument adoption rates and populations







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1. Introduction









Organisation of EuroTrak 2017

Organisation

- Principal of the project EuroTrak is beMedTech.
- 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.

Use of the data

- beMedTech may use the anonymous data (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 beMedTech uses 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/[year]/n=[relevant sample size]"

- Any member of beMedTech can ask Anovum to further analyse the raw data in specific ways at their own expense.
- beMedTech companies can order a report with satisfaction scores for their brand. The other brands will be shown as benchmarks without denomination (brand A, brand B etc.). The report will show all satisfaction values. It is not allowed to communicate any information from these reports outside the beMedTech company.









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 large panelist pools
- 3. Screening questionnaire: Stated hearing loss and hearing aid usage + demographics
- 4. Result: Representative sample of **n=14'245** 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=502 hearing aid owners and n=805 hearing impaired non-owners







2. Market overview









Prevalence of hearing loss and adoption rate



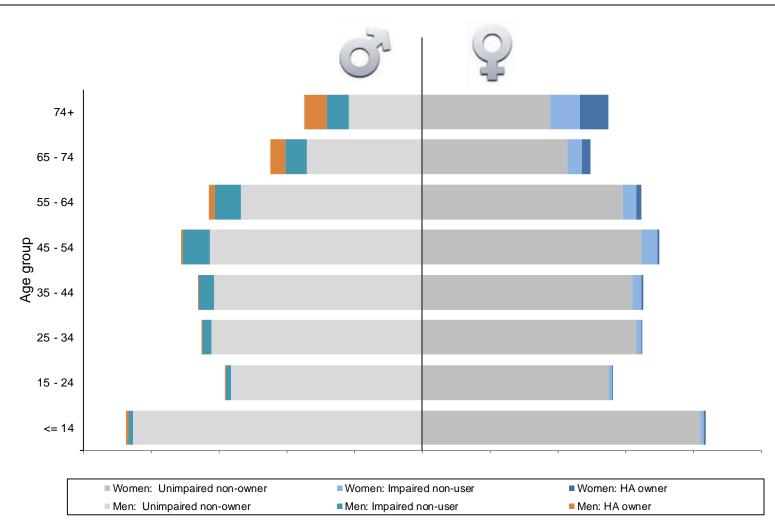








Hearing loss and hearing instrument ownership by gender/age



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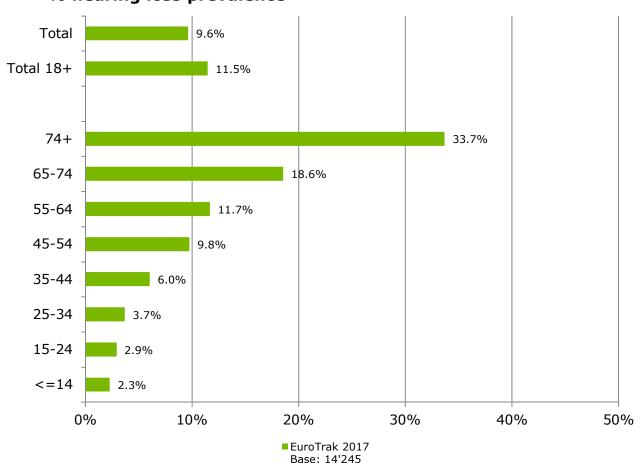






Hearing loss prevalence Belgium 2017

% hearing loss prevalence





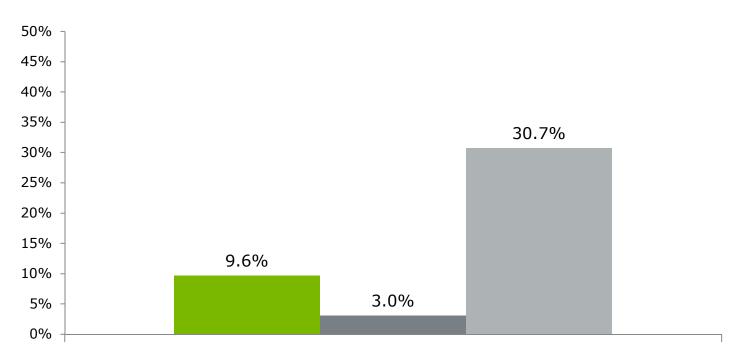








Overview hearing loss prevalence and hearing aid adoption



EuroTrak Belgium 2017

■ Hearing impaired (stated)
■ Adoption (% of population)
■ Adoption (% of stated impaired)

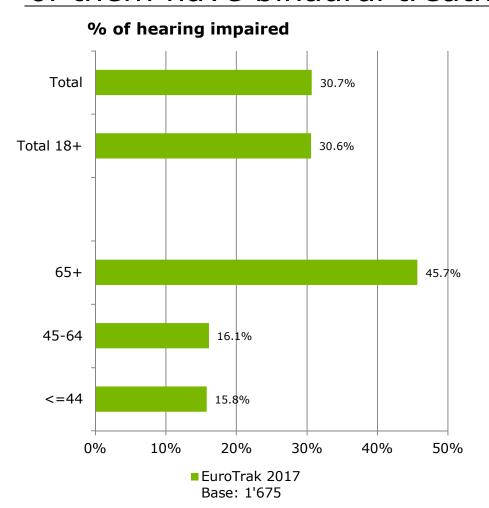


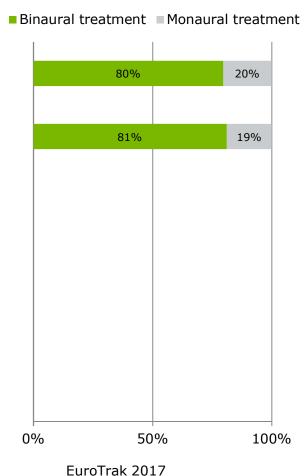






Hearing aid adoption rate Belgium 2017 30.7% of hearing impaired have hearing aid(s), 80% of them have binaural treatment





HA owners (Base: 421)

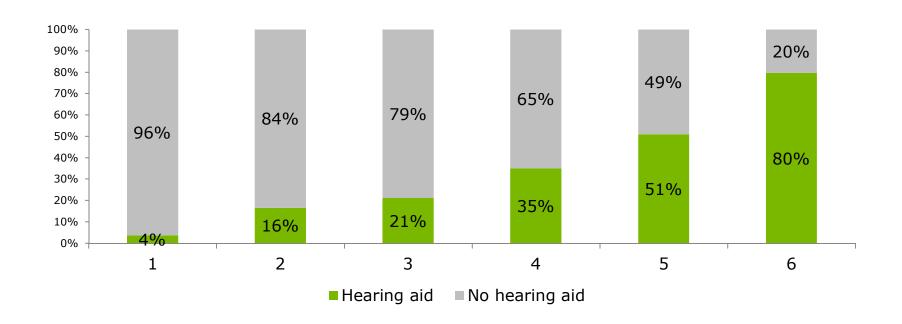








The more severe the hearing loss, the higher the adoption rate



Hearing loss 6-groups
HA-non-owner, n=805
HA-owner, n=502

* 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).









Hearing loss

Hearing loss characteristics: Owners compared to non-owners

	HA-Non-owner	HA Owner	Hearing Aid Adoption (%)
Ears impaired (stated)			
Unilateral loss	43%	15%	15%
Bilateral loss	57%	85%	43%
Perceived loss			
Mild	41%	7%	7%
Moderate	44%	39%	29%
Severe	13%	34%	61%*
Profound	3%	20%	

nos are unweighted whereas the shown results are weighted



^{*} combined % evere+ and % arofound+ because n is too small







Hearing tests and where hearing is tested

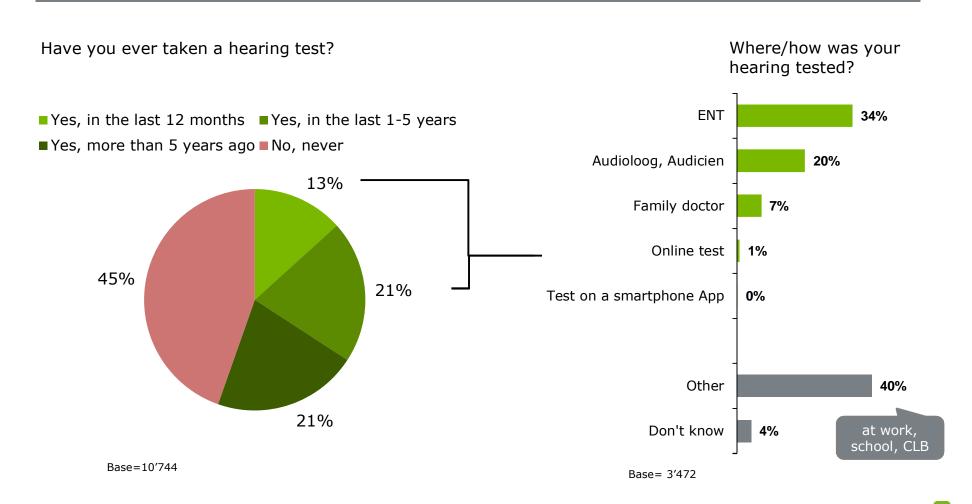








Hearing Tests: 34% had their hearing tested in the last 5 years - most tests are done by the ENT and at work or school



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The route to the hearing aid: Sources of information and drop-out rates





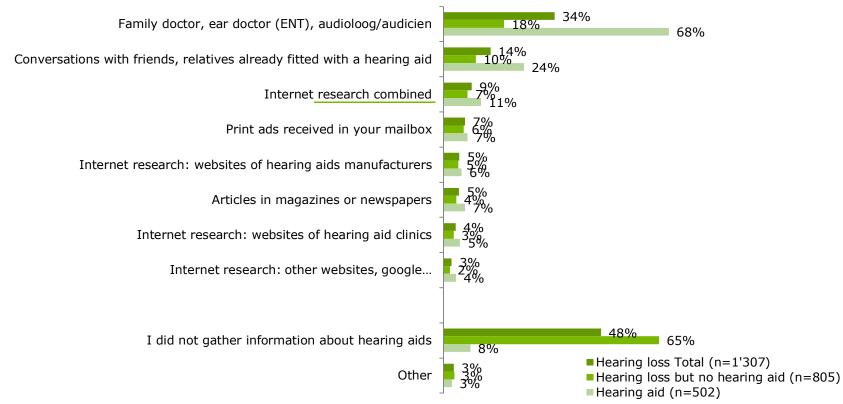






Doctors and hearing care professionals are the most important source of information and therefore the major gatekeepers.

Where did you gather information about hearing aids? Please check all that apply.





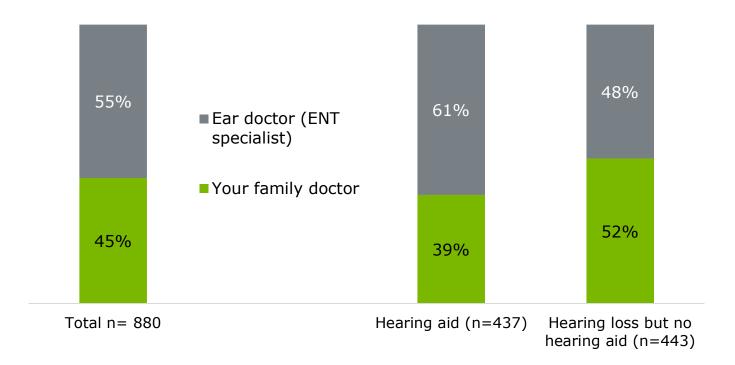






Of those who discussed the hearing loss with a doctor, 55% talked to an ENT first

Those who discussed hearing loss with family doctor and/or ENT: Who was the doctor you discussed your hearing loss with for the **first time** – your family doctor or the ENT specialist?



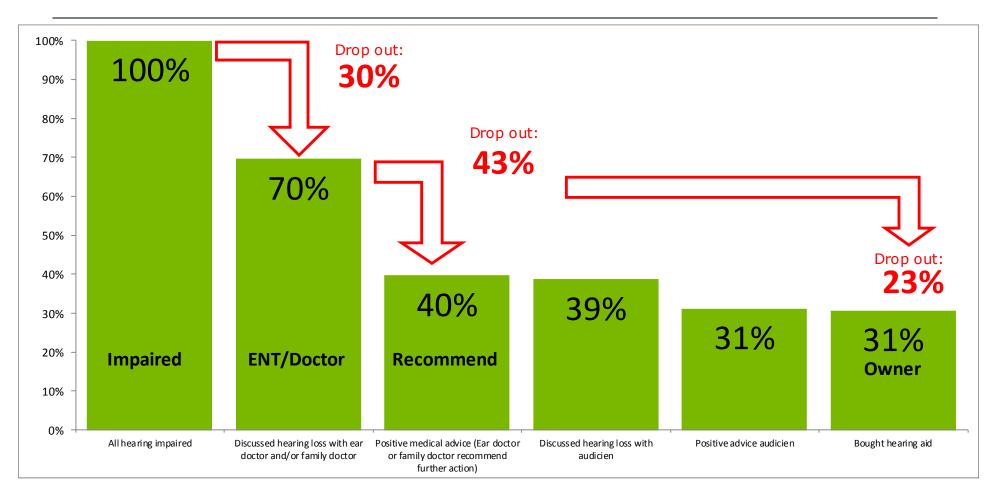
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The route to the hearing aid



Base: n=1'307



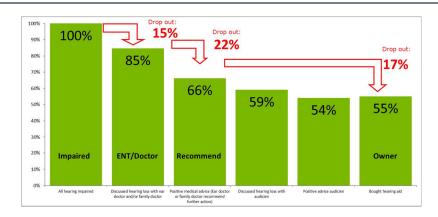




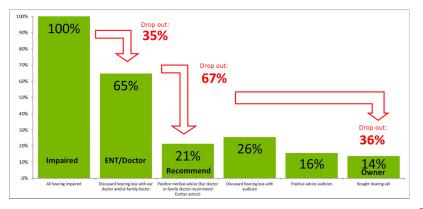


Much higher drop-out-rates for the lower hearing loss segments

Top 50% hearing loss*



Low 50% hearing loss*



Base: n=1'307

- * 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).





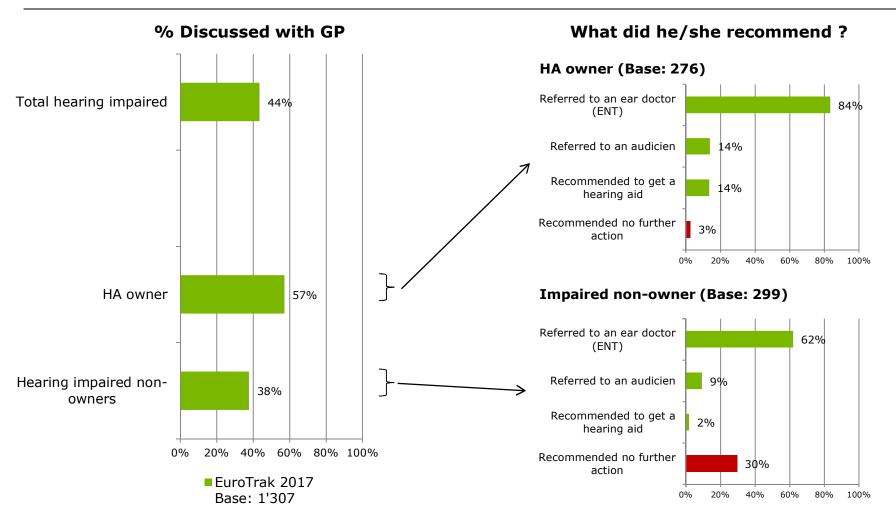






The route to the hearing aid: GP/Family doctor

Have you discussed your hearing problem with your family doctor?





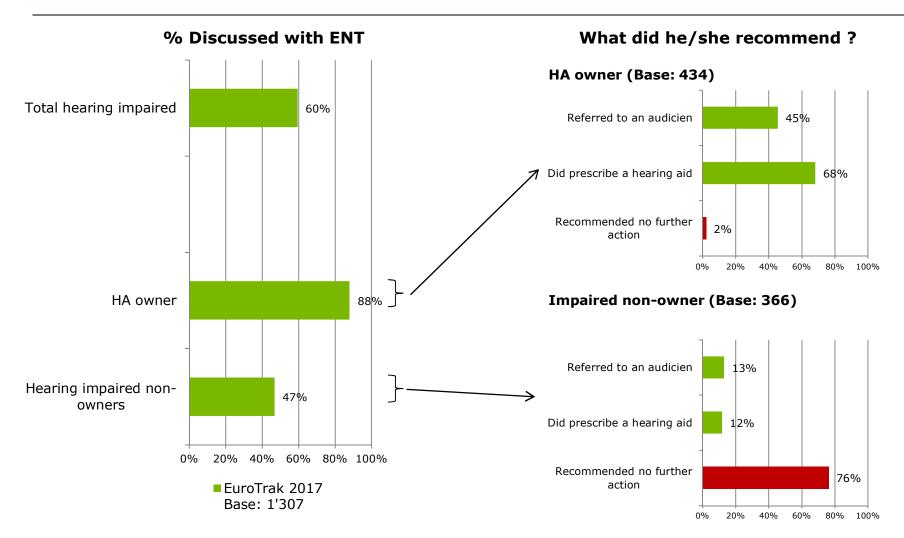






The route to the hearing aid: ENT

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





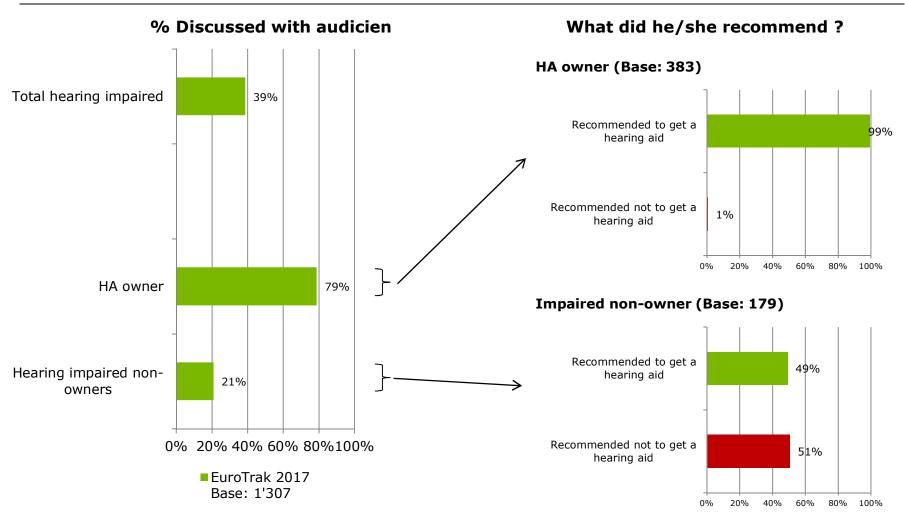






The route to the hearing aid: Audicien

Have you discussed your hearing problem with an audicien?



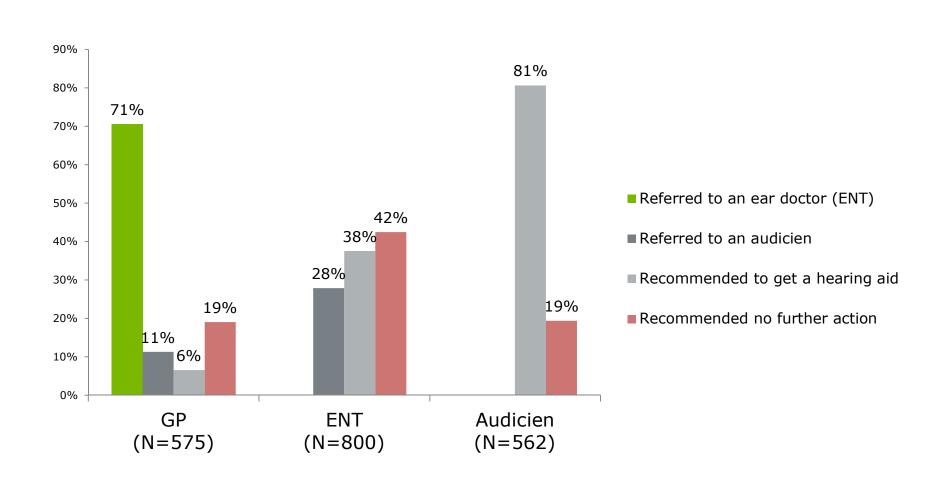








Recommendations by profession









Potential social cost-savings due to the use of hearing aids: Work competitiveness, depressive and dementia symptoms, sleep quality





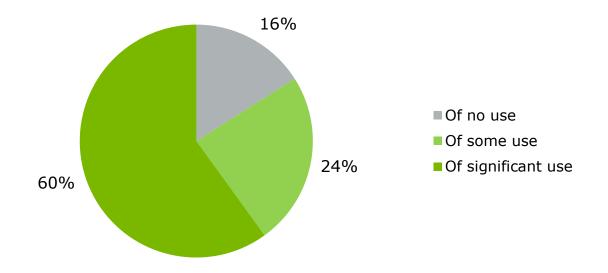






Work competitiveness: 84% of the working hearing aid owners state their hearing aid(s) are useful on their job.

How useful are your hearing aids on your job?



Base: N=39

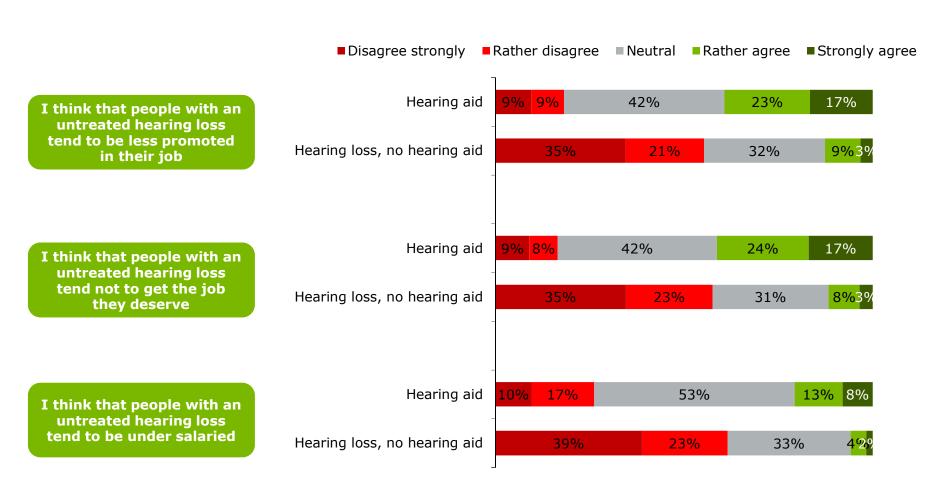








Work competitiveness: People with hearing aids recognize that hearing aids increase the chance of hearing impaired to get promoted, to get the right job and to get more salary.



Base: Hearing loss, no hearing aid =488/ hearing aid n=306



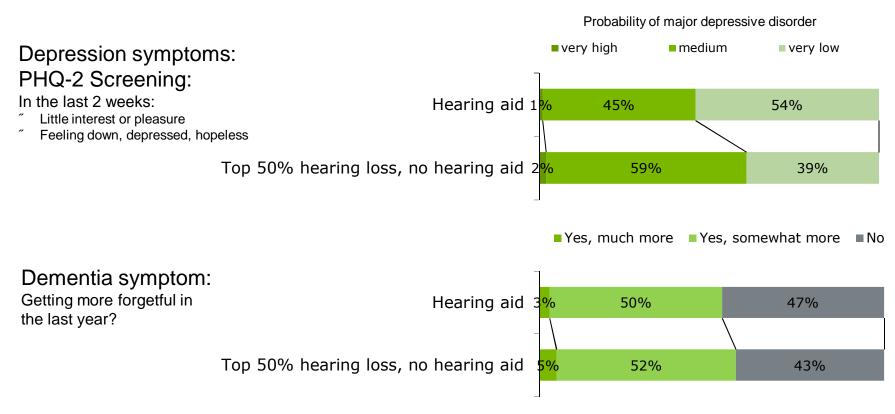








General health problems: Hearing aid owners have a lower risk of becoming depressive compared to impaired non-owners with comparable hearing loss (Top50% hearing loss group*).



Base: hearing aid n=398 / top 50% no hearing aid =191

*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).



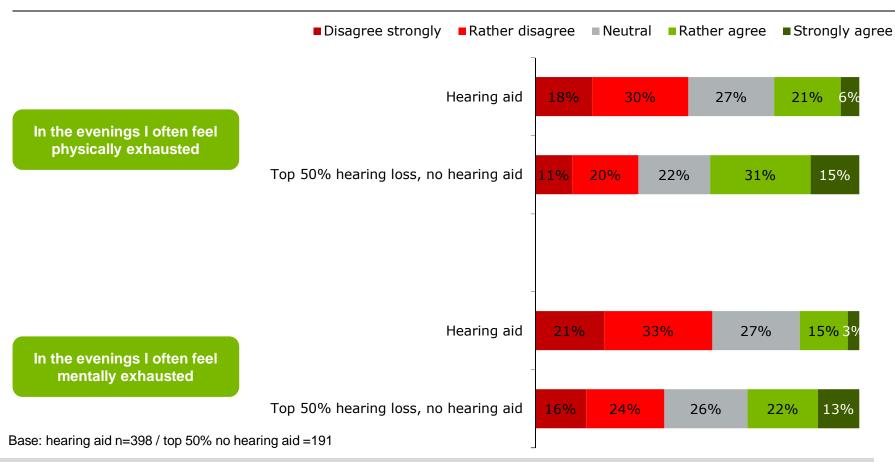








General health problems: Compared to impaired hearing aid non-owners with significant hearing loss (Top 50% hearing loss*), hearing aid owners feel less exhausted in the evenings



*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).





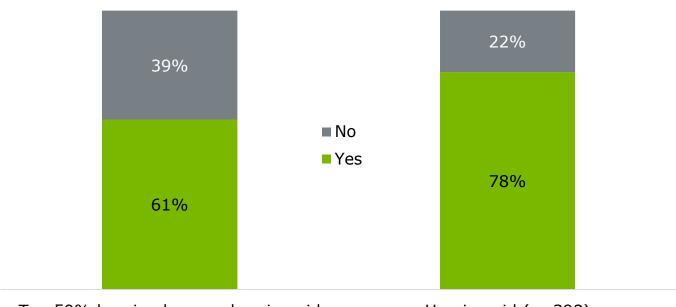






General health problems: Quality of sleep seems to improve if hearing impaired use hearing aids

Are you generally satisfied with the quality of your sleep?



Top 50% hearing loss, no hearing aid (n=191)

Hearing aid (n=398)







3. Analysis of hearing aid owners









Hearing aid ownership, awareness of hearing loss before getting hearing aids, lifetime of hearing aids and usage



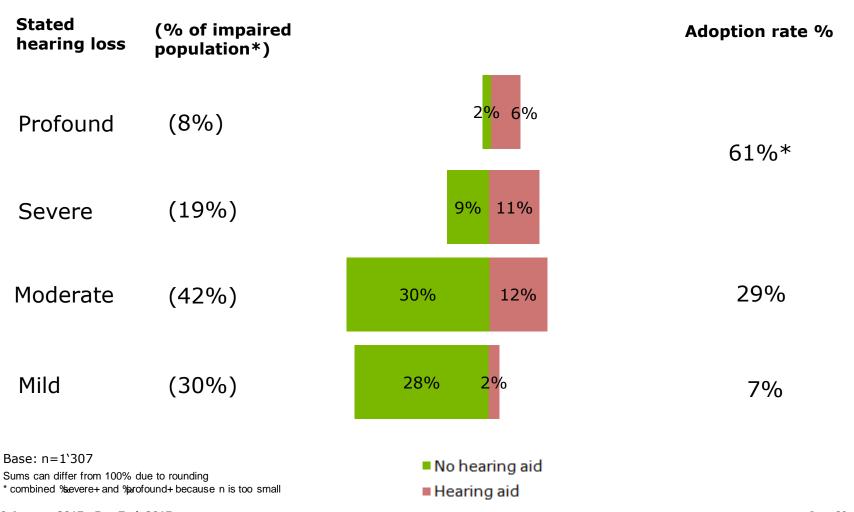








Very low adoption rates within mild hearing loss



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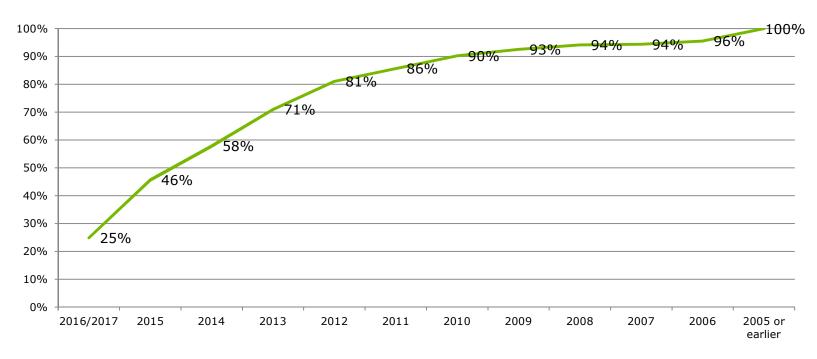






58% of the currently owned HAs were acquired in 2014 or later

Year of purchase



Age of currently owned HAs (Mean): 3.2 years

HA-owner, n=561

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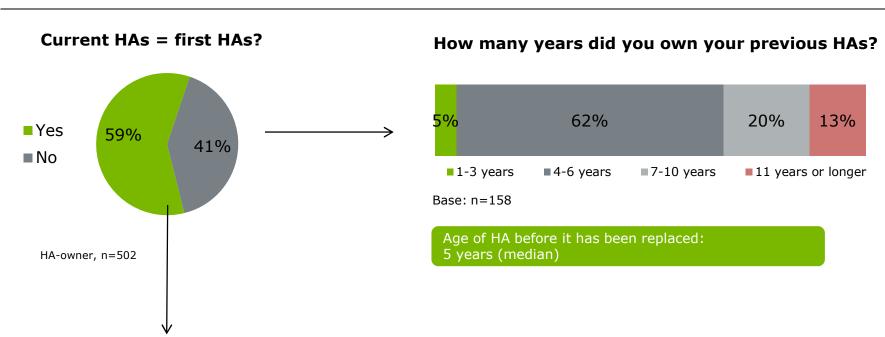




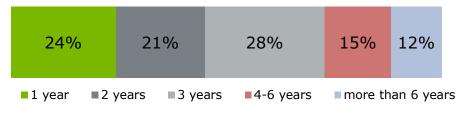




On average 3 years pass between becoming aware of the hearing loss and the purchase of hearing aids. Hearing aids are used for 5 years before they are being replaced.



Thinking back before you purchased your first hearing aid: How many years have passed since you became aware of your hearing loss until you purchased a hearing aid?



Base: n=296

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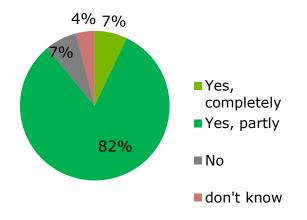






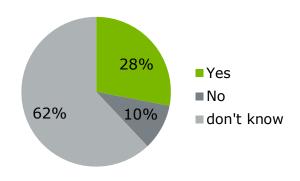
89% received some kind of 3rd party reimbursement. Information deficit non-owners: Only 28% know whether government/insurance would pay

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



HA-owner, n=502

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, ...)



HA-non-owners, n=805



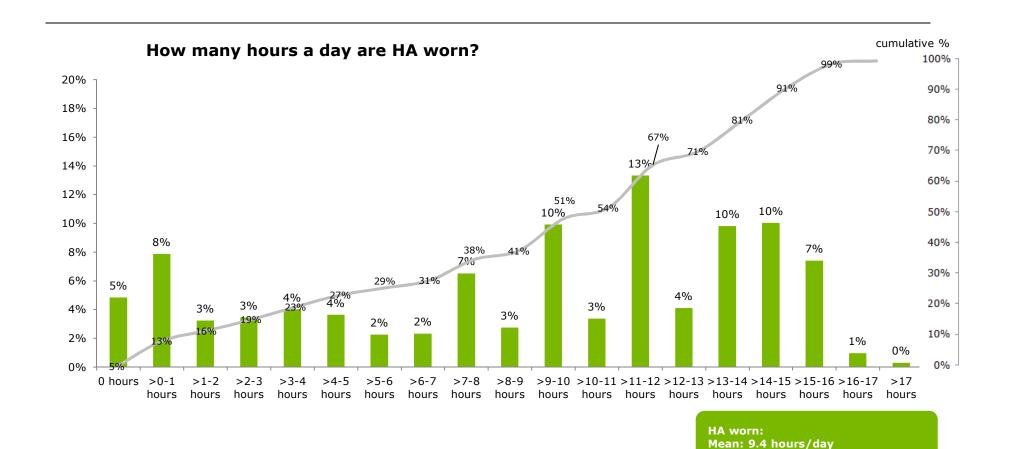








On average, HAs are worn 9.4 hours a day



HA-owner, n=502

In the drawer (0 hours): 5%

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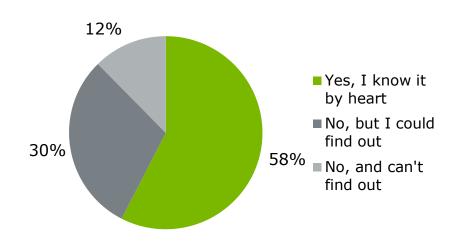


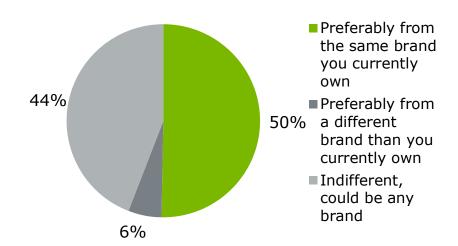


58% of today's hearing aid owners are aware of their hearing aid brand

Are you aware of the brand of your hearing aid(s)?

In case you plan to obtain new hearing aid(s), what brand would you choose?





Base: N=500/442





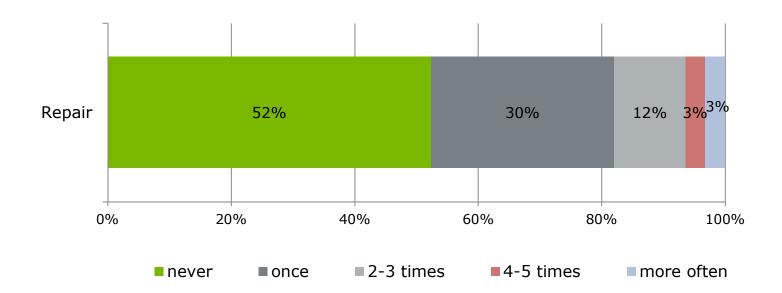






82% of the currently owned HAs either had no repair need or only once

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



HA-owner, n=487







Awareness and usage of accessories and Telecoil





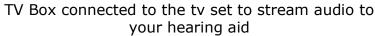






Ownership of accessories is generally very low

Which of the following accessories have you heard of and which ones do you own?

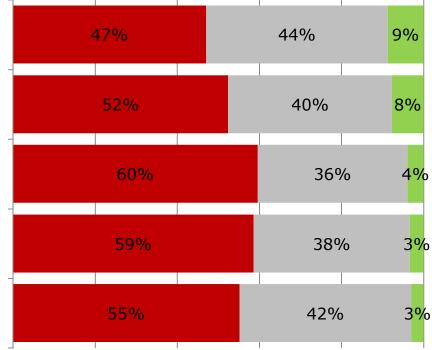


Audio streamer to connect my hearing aids to other devices like cell phones, mp3 players, tv sets, etc

Phone clip, plugged into the mobile phone to stream calls to the hearing aid

Combined device - audio streamer and remote control in one device

Additional microphone for conversations with one person, conversations in a group etc.



■ Never heard of this before

■ Heard of this before but don't own one

■I own one

Base: N=502







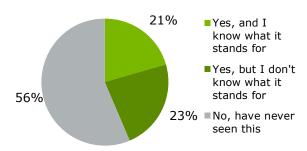




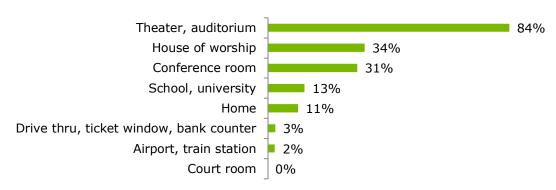
21% of hearing aid owners know what Telecoil is and only 4% have used it – mainly at theatres/auditoriums. 59% of those who use it are satisfied.

Have you seen this logo before?

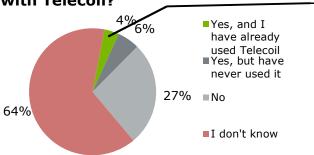




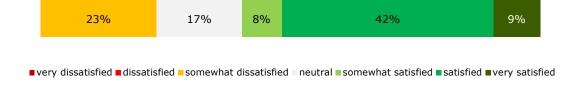
On what type of venues have you used hearing aids in a hearing loop (Telecoil)?



Are your hearing aids equipped with Telecoil?



How satisfied are you with the use of Telecoil overall?



HA-owner, who have used Telecoil, n=14 (very low!)

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HA-owner, n=502









Satisfaction with hearing aids and drivers





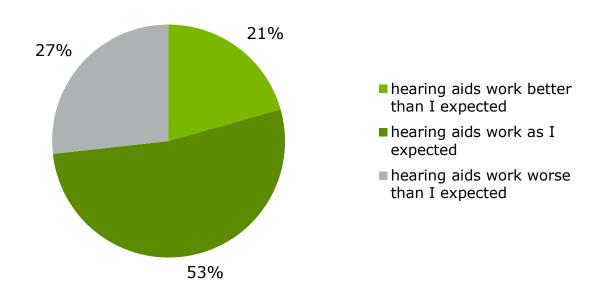






74% of the hearing aid owners say their hearing aid works better than or as expected

How have the expectations you had towards hearing aids before trying them on for the first time been met?



Base: N=502



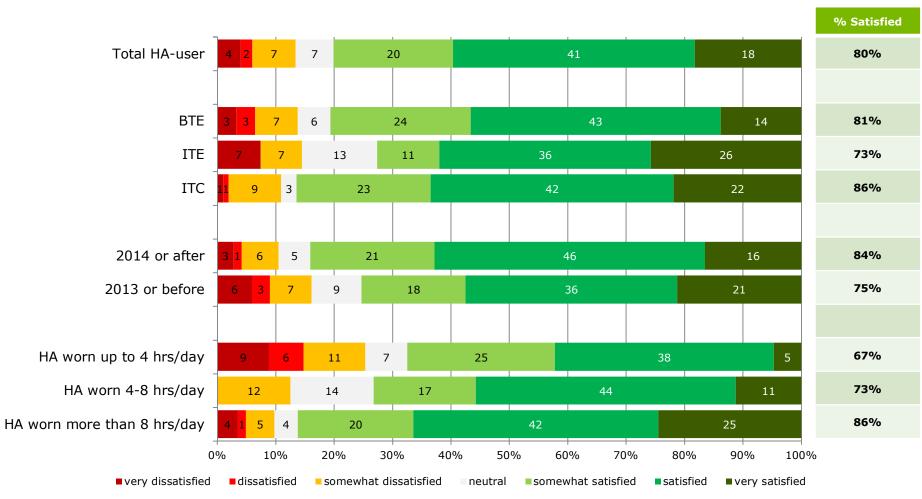








Overall satisfaction with HA: Highest satisfaction for the following groups: ITC's, purchased 2014 or after, worn more than 8 hrs/day



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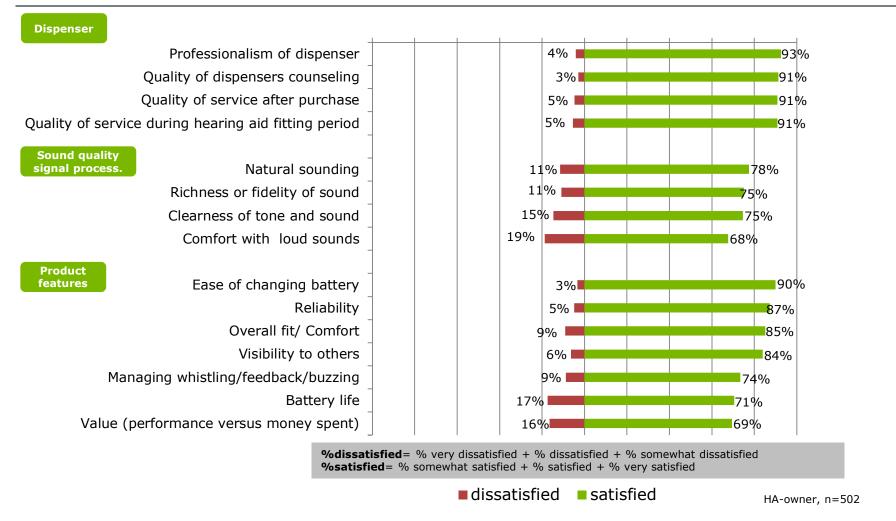








Satisfaction with current hearing aids



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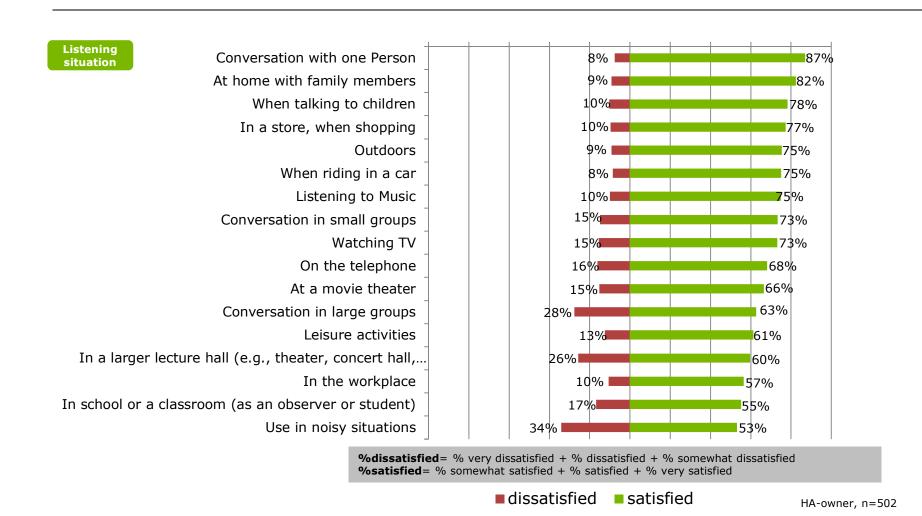












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Factors influencing satisfaction with current HA: Sound quality/signal processing is most important for overall satisfaction with HA

Dispenser

Professionalism of dispenser Quality of service during hearing aid fitting period Quality of service after purchase Quality of dispensers counseling

Sound quality signal process.

Natural sounding Clearness of tone and sound Richness or fidelity of sound Comfort with loud sounds

Product features

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

Influence on overall satisfaction with HA*

0.64 0.62 0.62

0.830.80

0.59





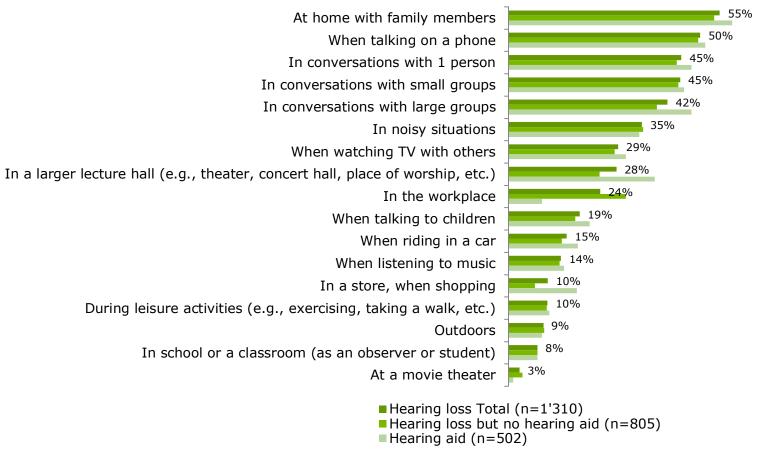






Frequency of important listening situations

In which of these situations is it most important for you to hear well? (choose up to 5)



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Positive impact of hearing aids, quality of life



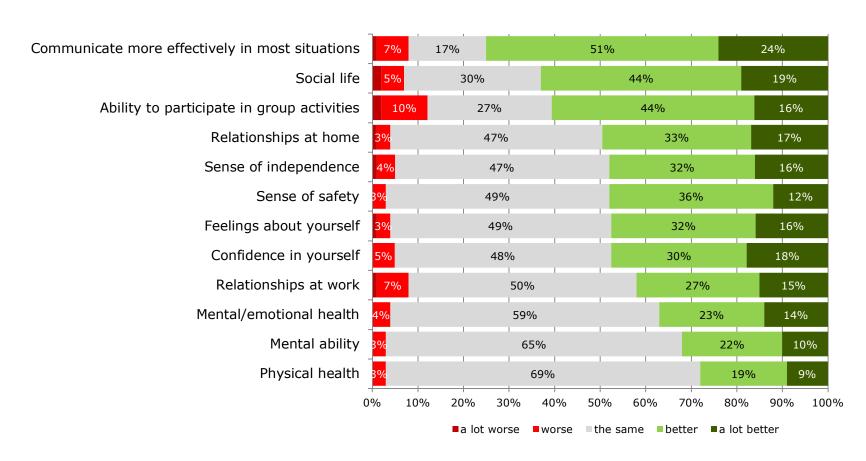








Significant positive impact of HAs on different aspects: Especially communication effectiveness, social life and ability to participate in group activities improve with hearing aids.



HA-owner, n=502

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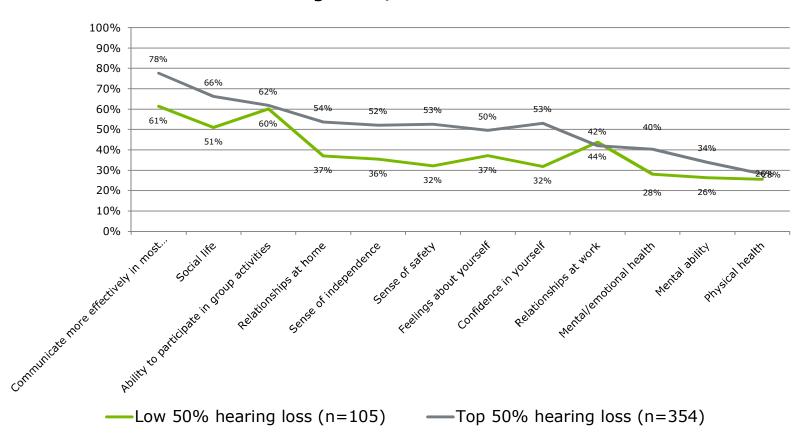






Impact of HAs is perceived more positive by patients with a Top 50% hearing loss in all aspects

% of HA owners feeling better/a lot better



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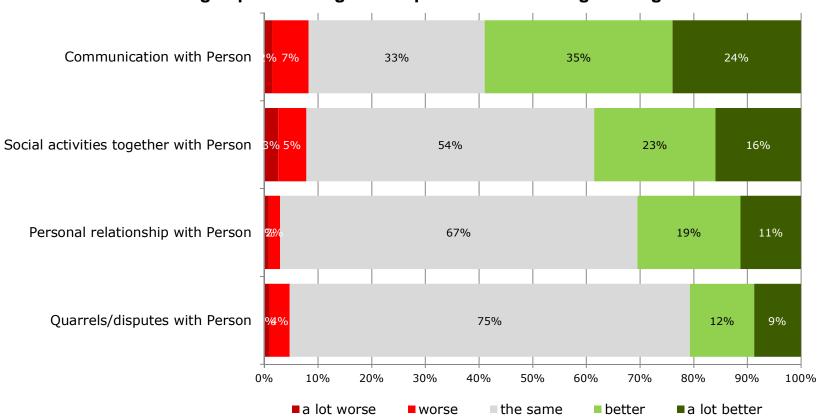






Even for other people in the household/relatives, the situation improves when the person with hearing loss starts wearing hearing aids

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



Someone in HH / parent has HA, n=410





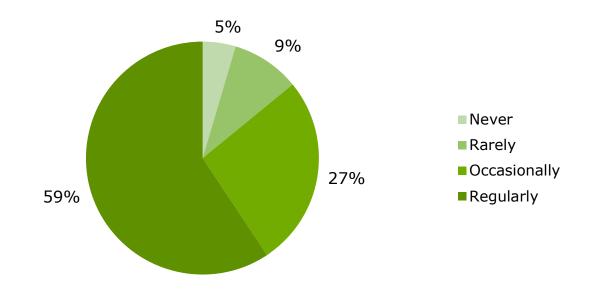






95% of hearing aid owners declare that their hearing aids improve their quality of life at least sometimes

How often do your hearing aids improve your quality of life?



Base: N=502









4. Analysis of hearing impaired non-owners









Reasons for not having hearing aids and why some people can consider hearing aids as uncomfortable









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

	% HA Owner (n=502)		er	%HA-Non- owner Low 50% HL (n=394)	%HA-Non- owner Top 50% HL (n=232)			
Ears impaired								
Unilateral loss	15%			47%	35%			
Bilateral loss	85%			53%	65%			
				More similar				
Perceived loss				hearing loss- structure				
Mild		7%		49%		9%		
Moderate		39%		43%		51%		
Severe		34%		6%		33%		
Profound		20%		1%		7%		
Tiolouna		20%		1%		/%		

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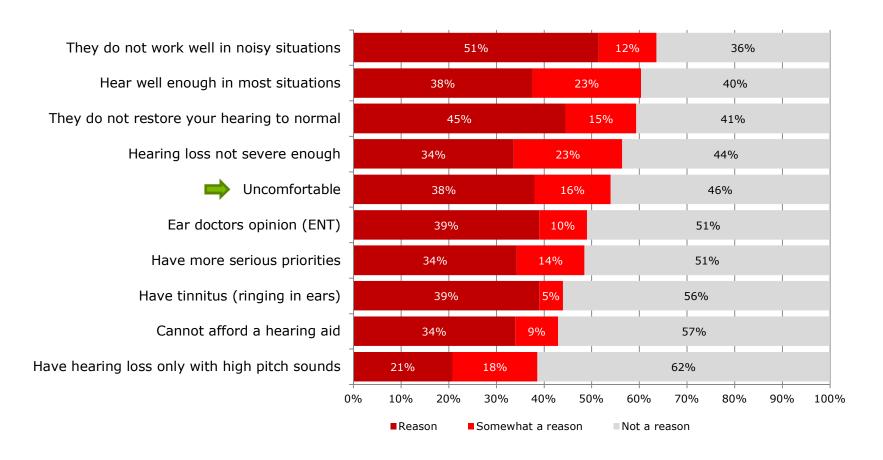








Top 10 reasons for not having a hearing aid (I/II)



Base: non owners Top 50% HL: n=232

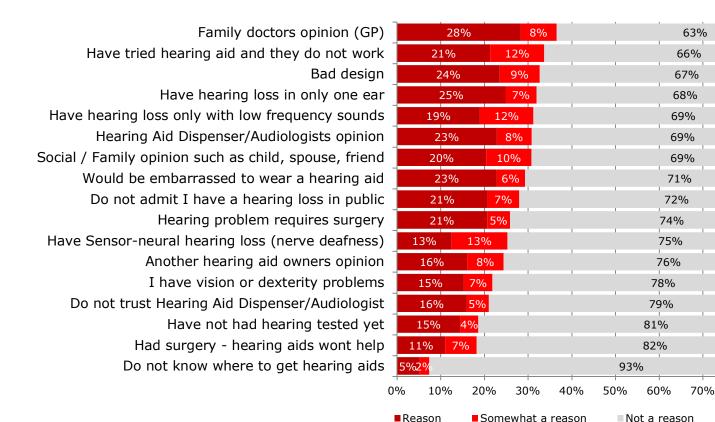








Less important reasons for not having a hearing aid (II/II)



80%

90%

100%

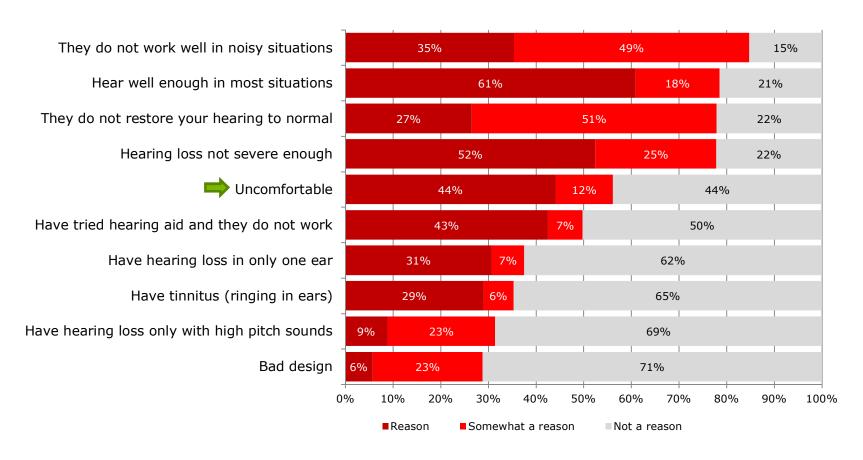








Top 10 reasons for HA owners NOT using them



Owners who don't use, n=19 (very low sample!)



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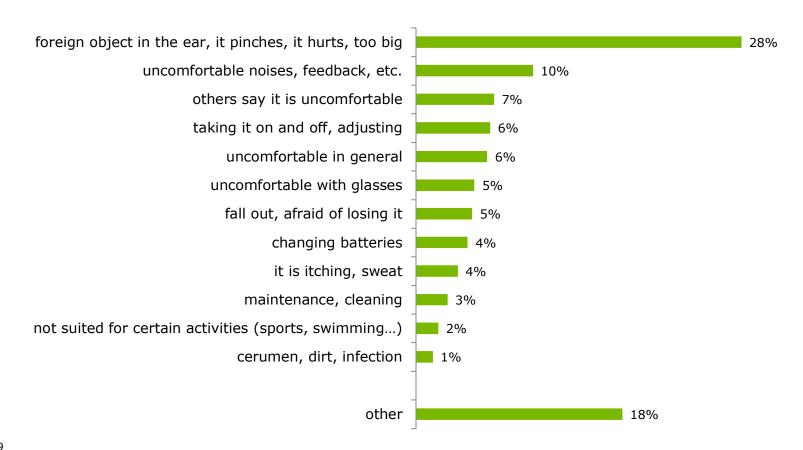






Meaning of «uncomfortable» (open question)

You mentioned "uncomfortable" as a reason why you don't use your hearing aid(s). Please describe in detail why you consider your hearing aids uncomfortable.



Base: n=309

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Social rejection because of hearing loss compared to the acceptance of hearing aids











89% of hearing aid owners think people rarely or never make fun of or reject them because of their hearing aids. It is more likely somebody makes fun or rejects a hearing impaired without hearing aid.

Hearing aid owners: How often do you feel you are made fun of or rejected because you are wearing a hearing aid?

Hearing impaired non-owners: How often do you feel you are made fun of or rejected because your hearing loss?



Base: N=502







Buying intentions and most important triggers to buy



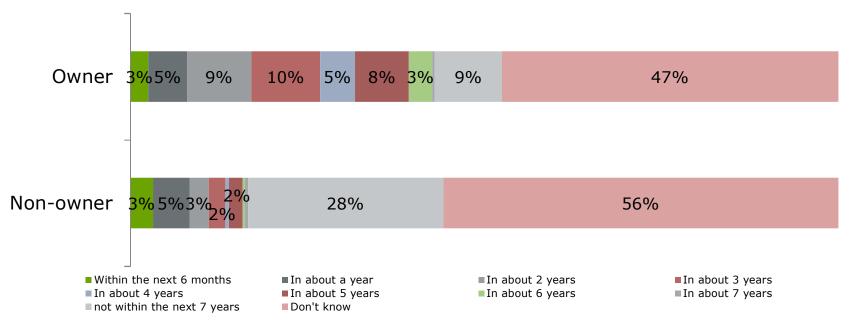


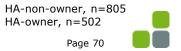




8% of non-owners intend to get a hearing aid within the next year. Re-buying intention is higher than first-buying intention

Buying intention hearing impaired in %









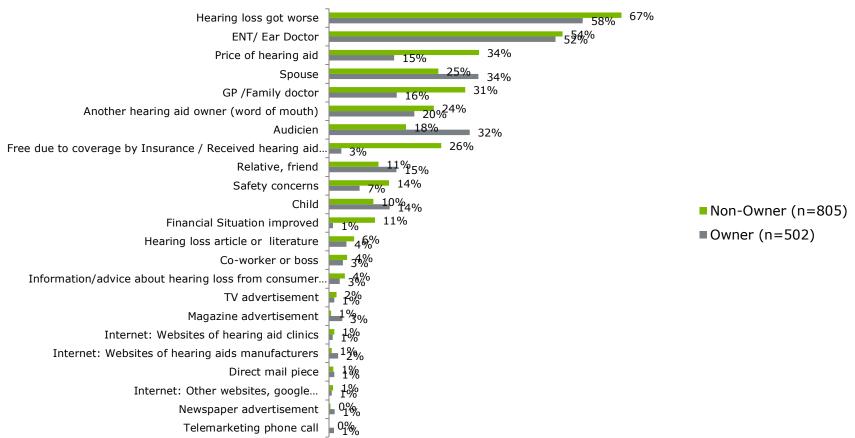




The most important influencing factors are worsening hearing loss, doctors and significant others (+price, insurance coverage for the non owners)

What do you think would influence you to obtain / purchase a hearing aid?

Non-owner: Think about the option to obtain / purchase a hearing aid. Owner: Thinking back to when you obtained your first hearing aid(s), what influenced you to obtain /purchase the hearing aid(s)?



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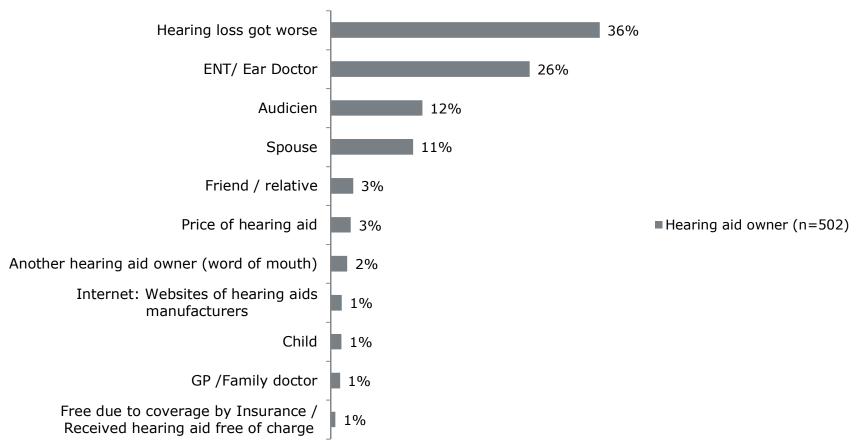






The most important trigger to buy a hearing aid is the hearing loss getting worse, followed by the ENT, audicien and spouse

What made you finally decide to get your actual hearing aid(s)?



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Sample size and random sample error: Rules of thumb

READ: At a sample size of n=500 and a value of 15% we would expect the real value in an interval +-3.1 around 15% - which means between 11.9% and 18.1% (Conservative assumption: 95% confidence level)

Sample size	Random sample error					
	Real value is within interval:					
	Level of proportion: 50%/50%	Level of proportion: 15%/85%				
50	+- 13.9	+- 9.9				
100	+- 9.8	+- 7.0				
250	+- 6.2	+- 4.4				
500	+- 4.4	+- 3.1				
1000	+- 3.1	+- 2.2				
5′000	+- 1.4	+- 1.0				
10′000	+- 1.0	+- 0.7				

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Demographics (1) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

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	Count	Hearing difficulty	Hearing aid adoption rate % (Base=hearing impaired)	No hearing loss	Hearing loss but no hearing aid	Hearing aid
Gender						
Male	48.5%	57.7%	51.2%	49%	58%	51%
Female	51.5%	42.3%	48.8%	51%	42%	49%
Age recoded						
1 - 14	18.5%	3.8%	4.6%	19%	4%	5%
15 - 24	12.3%	4.1%	2.0%	12%	4%	2%
25 - 34	13.9%	6.5%	1.4%	14%	7%	1%
35 - 44	13.7%	10.7%	2.6%	14%	11%	3%
45 - 54	14.1%	18.7%	4.3%	14%	19%	4%
55 - 64	12.5%	17.3%	11.3%	12%	17%	11%
65 - 74	8.5%	15.8%	23.6%	9%	16%	24%
74+	6.6%	23.0%	50.2%	7%	23%	50%
Type of household						
single household	8.2%	13.6%	20.7%	8%	14%	21%
Couple, no kids	24.2%	30.4%	42.9%	24%	30%	43%
Couple with kid(s)	E4 E0/	40.7%	20.8%	54%	41%	21%
Single mom/dad with kid(s)	6.2%	4.3%	3.0%	6%	4%	3%
Retirement home, hospital etc.	0.5%	3.6%	5.3%	1%	4%	5%
Other	6.3%	7.4%	7.4%	6%	7%	7%
Other		1				









Demographics (2) Hearing instrument adoption rates and populations

Profiles: Categories add to 100%*

	Profiles: Categories add to 100%					100%"	
	Count	Hearing difficulty	Hearing aid adoption rate % (Base=hearing impaired)		No hearing loss	Hearing loss but no hearing aid	Hearing aid
Status							
The head of the household (alone or together with someone)	42.1%	63.4%	64.5%		42%	63%	64%
The spouse of the head of the household	22.0%	24.5%	25.6%		22%	24%	26%
Daughter/son of head of household	33.1%	9.5%	6.0%		33%	9%	6%
Other Person	2.9%	2.7%	3.9%		3%	3%	4%
Employment							
Full time employed	44.9%	34.8%	7.1%		45%	35%	7%
Part time employed	10.8%	8.1%	4.1%		11%	8%	4%
Unemployed / not working	7.3%	5.5%	5.6%		7%	5%	6%
Retired under a disability pension scheme (fully or partly)	2.9%	3.9%	2.8%		3%	4%	3%
Early retired under an early retirement benefit scheme	2.9%	4.2%	4.5%		3%	4%	4%
Retired (at the official retirement age)	19.6%	40.1%	74.1%		20%	40%	74%
Student / pupil / in training	11.6%	3.5%	1.7%		12%	3%	2%
Education							
Lager onderwijs	6.5%	11.6%	20.5%		6%	12%	20%
Secundair onderwijs Algemeen	14.3%	14.5%	15.9%		14%	15%	16%
Secundair onderwijs Technisch	14.5%	16.1%	14.8%		15%	16%	15%
Secundair onderwijs Beroeps	10.2%	10.2%	11.7%		10%	10%	12%
Hoger onderwijs bachelor	31.3%	27.6%	20.7%		31%	28%	21%
Hoger onderwijs master	19.8%	16.7%	12.9%		20%	17%	13%
andere	3.3%	3.2%	3.6%		3%	3%	4%

