

MarkeTrak III: Higher Hearing Aid Sales Don't Signal Better Market Penetration

By SERGEI KOCHKIN

In 1989 and 1990 Knowles Electronics conducted four tracking surveys of the U.S. hearing-impaired population on a six-month basis and presented the results in *The Hearing Journal's* May 1990 and February 1991 issues.^{1,2} Financial support for the fourth survey was received from the Hearing Industries Association (HIA). Since the last survey, MarkeTrak has been significantly expanded and is intended to be administered biannually. MarkeTrak is completely funded by Knowles Electronics, Inc.

This is the first in a series of articles in the *Journal* that will cover significant trends and indices in the hearing instruments market. Future installments will take an in-depth look at: consumer satisfaction with hearing instruments, why people don't buy hearing aids, targeting the nonuser, estimating the viable market for hearing instruments and the repurchase cycle, and price elasticity of demand for hearing instruments.

In October 1991, a short screening survey was mailed to 80,000 members of the National Family Opinion (NFO) panel. The NFO panel consists of households that are balanced to the latest U.S. census information with respect to market size, age of household, size of household, and income within each of the nine census regions, as well as by family versus nonfamily households, state (with the exception of Hawaii and Alaska), and the nation's 25 largest metropolitan statistical areas.

The screening survey covered only three issues: (1) physician screening for hearing loss, (2) whether the household had a person "with a hearing difficulty in

one or both ears without the use of a hearing aid," and (3) whether the household included a person who owned a hearing instrument. This short survey helped identify more than 13,000 hear-

ing-impaired individuals and also provided detailed demographics on those individuals and their households.

In December 1991, extensive surveys were sent to 3000 hearing instrument owners and 3000 hearing-impaired non-owners as identified from the screening survey. The response rates for both the owner and nonowner populations were 80%.

The data presented in this series of articles, including those on the size of the hearing-impaired market, refer only to households as defined by the U.S. Bureau of The Census; that is, people living in a single-family home, duplex, apartment, condominium, mobile home, etc. People living in institutions have not been surveyed or counted in the sizing of the market in either the MarkeTrak survey

Sergei Kochkin, PhD is responsible for market research and market development at Knowles Electronics, Inc. and is an officer on the Board of Directors of the Better Hearing Institute. Correspondence to Dr. Kochkin at Knowles Electronics, Inc., 1151 Maplewood Drive, Itasca, IL 60143.

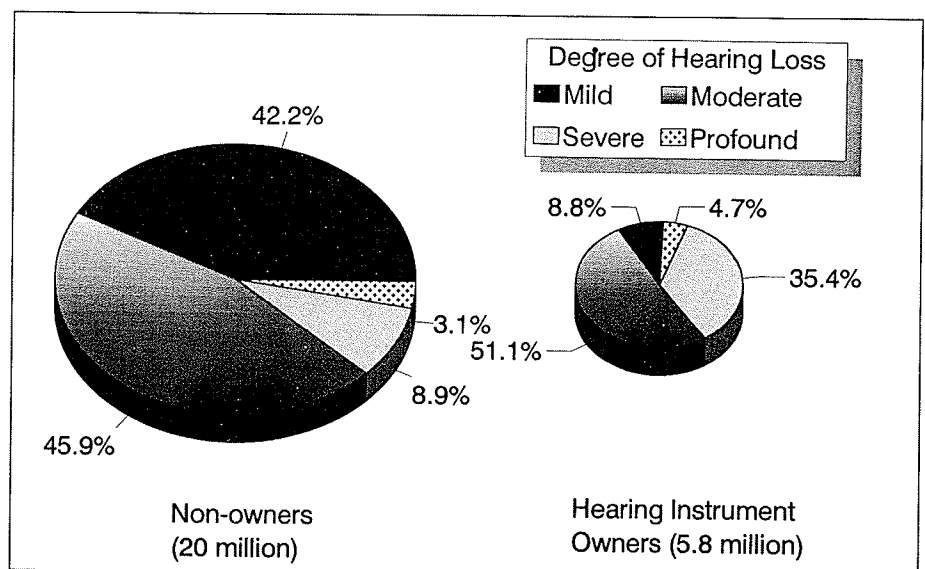


Figure 1. The hearing-impaired population by degree of hearing loss (1991).

or a survey commissioned by HIA in 1984.³ These would include residents of nursing homes, retirement homes, mental hospitals, prisons, college dormitories, and the military.

RESULTS AND DISCUSSION

This article compares the MarkeTrak survey results over the last three years with data from the 1984 HIA survey of the hearing-impaired market. Table 1 contains general trends and indices of the hearing-impaired and hearing-instrument-owner populations. The article will discuss each subsection of Table 1 in order of appearance. [Note: sample sizes are denoted in each table by: (n=).]

HEARING-IMPAIRED POPULATION

The incidence of hearing loss per 1000 households ranged from 259 to 274 between 1989 and 1991 (Slight changes from MarkeTrak I and II were made to these indices based on a reanalysis of response rates). The number of people with a hearing difficulty has grown from 16.4 million in 1984 to 25.8 million in 1991, for a compound annual growth rate of 6.7%. When we consider the institutionalized population, it is estimated that the hearing-impaired population is considerably larger.

In Figure 1, owners and nonowners of hearing instruments are compared with respect to perceived degree of hearing loss. The owner and nonowner populations differ primarily in the number of mildly hearing-impaired individuals (42.2% for nonowners versus 8.8% of owners). Hearing instruments primarily appeal to moderately and severely hearing-impaired persons.

Considerable sales opportunity is believed to exist among nonowners, of whom 54.8% report their hearing to be either moderately or severely impaired. Sizing the real market for hearing instruments will be the subject of a future article in the MarkeTrak series.

Table 1. General indices.

	1984	1989	1990	1991
Hearing-Impaired Population (n=53,942)		(n=27,103)	(n=25,495)	(n=54,871)
Hearing difficulty per 1000 households		266	259	274
Number of hearing impaired (millions)	16.4	24.6	24.3	25.8
Hearing Instrument Population (n=10,000+)		(n=7,340)	(n=6,481)	(n=13,487)
Hearing instrument penetration	23.7%	22.9%	22.3%	22.6%
Hearing instrument owners (millions)	3.9	5.6	5.4	5.8
Hearing-impaired nonowners (millions)	12.5	19.0	18.9	20.0
Hearing instruments in use (millions)	4.8	7.7	7.6	8.8
Binaural Population				
Total population	21.8%	37.3%	41.1%	50.5%
Purchases this period	24.5%	47.1%	51.9%	60.6%
Purchases this period—first-time owners		46.2%	45.8%	53.1%
% Physicians Who Screen for Hearing Loss (n=11,643)		(n=11,641)	(n=23,915)	
Total population		16.3%	20.2%	18.0%
Screening by age group -----				
20-44 years		14.9%	17.6%	14.8%
44-64 years		14.3%	19.3%	15.9%
65-74 years		20.1%	23.4%	20.0%
75+ years		21.8%	27.2%	24.2%
Price of Hearing Aids (retail) (n=428)		(n=417)	(n=412)	(n=493)
Third-party payments (%)	22.2%	21.1%	21.6%	16.2%
Average price to consumer	\$501	\$609	\$617	\$667
By type of hearing aid -----				
BTE		\$543	\$536	\$557
ITC		\$742	\$708	\$795
ITE		\$605	\$620	\$669
Hearing Instrument Distribution (Purchases this period) (n=428)		(n=356)	(n=250)	(n=493)
By perceived profession -----				
Audiologist	22.0%	48.4%	43.8%	46.1%
Hearing instrument specialist	66.4%	46.6%	51.0%	49.8%
Medical doctor	4.8%	1.5%	1.7%	1.2%
Other	6.9%	3.6%	2.5%	2.9%
By source of distribution -----				
Hearing aid store/dispenser	48.7%	30.0%	33.5%	35.5%
Audiologist's office	21.3%	35.8%	29.0%	36.5%
Clinic		5.2%	3.3%	1.4%
Hospital		2.1%	2.4%	2.2%
Ear doctor's office	5.0%	14.5%	13.6%	5.5%
Family doctor's office	0.3%	1.3%	1.5%	0.2%
Veteran's administration		1.8%	4.6%	2.4%
Mail order	2.1%	3.0%	3.6%	0.8%
Department store	2.4%	3.2%	3.9%	4.7%
Home	6.3%	8.4%	8.8%	7.3%
Military installation		2.5%	2.0%	1.4%
Other	15.0%	1.7%	2.2%	2.0%

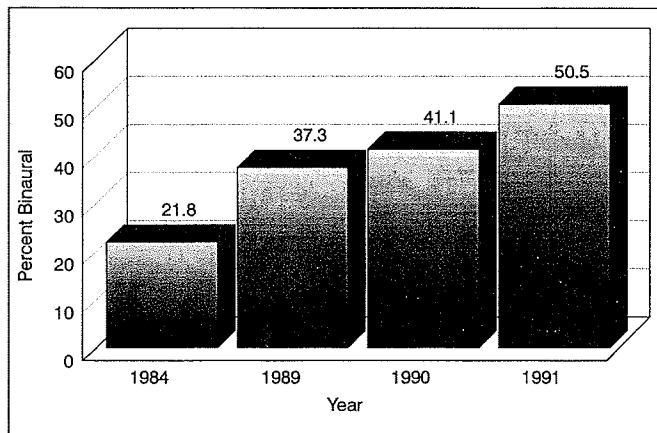


Figure 2. Binaural hearing instrument owner population trend.

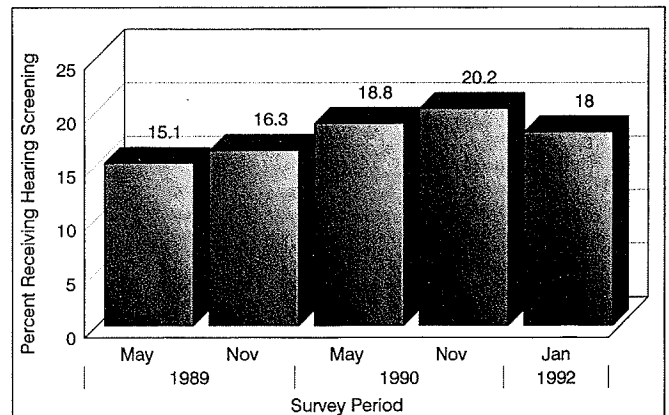


Figure 3. Percent of consumers screened for hearing loss during a physical examination.

Table 2. Satisfaction with hearing instruments.

	1989 (n=1,632)	1990 (n=1,399)	1991 (n=2,323)
Satisfaction with Hearing Instruments			
% Very satisfied	23.1%	21.4%	20.1%
% Satisfied	35.4%	33.3%	37.9%
% Neutral	22.6%	23.6%	21.7%
% Dissatisfied	13.3%	14.4%	13.3%
% Very dissatisfied	5.8%	7.4%	7.1%
Satisfaction Indices (Total) -----	99.8	96.8	97.8
By type of fitting -----			
Binaural	104.6	100.4	99.0
Monaural	96.7	94.1	96.5
By age -----			
Less than 45 years	103.5	95.5	97.9
45-64 years	103.0	95.9	96.5
65-74 years	101.2	97.6	98.2
75+ years	97.7	97.0	97.9
By sex -----			
Male	98.2	95.8	95.6
Female	105.1	100.0	100.7
By metro size -----			
Less than 50k	99.4	95.1	97.3
50k-499k	102.2	96.3	96.8
500k-1.9 mil.	99.1	100.8	97.6
2 mil. & above	100.3	97.0	98.7
By income -----			
< 10k-19k	100.7	97.3	98.7
20k-39k	98.9	96.8	96.2
40k +	101.5	96.3	98.4

HEARING INSTRUMENT POPULATION

Hearing instrument penetration of the hearing-impaired population has remained relatively flat between 1984 and 1991 (23.7% versus 22.6%, respectively). However, the number of hearing instrument owners has increased from 3.9 million in 1984 to 5.8 million in 1991, for a compound annual growth rate of 5.8%.

Hearing instruments in use have had a higher annual growth rate (9%), primarily due to a brisk increase in binaural sales (21.8% of owner population in 1984 versus 50.5% in 1991; see Figure 2). In 1991, binaural fittings were estimated at 60.5% for all purchasers and 53.1% for new owners. These figures may be an overestimate, because in MarkeTrak we assume that binaural owners purchase both hearing instruments in the year they make their most recent purchase. (MarkeTrak IV will include an additional question to determine if this is true.)

PHYSICIAN SCREENING FOR HEARING LOSS

A clear upward trend in physician screening for hearing loss was evident in 1989 and 1990, the years in which the industry engaged in educational and public relations programs targeted to primary-care physicians (See Figure 3). In spring 1989, when the HIA began its educational program, 15.1% of consumers who

had received a physical exam in the previous six months reported that their physician had screened them for hearing loss. The percent of respondents screened for hearing loss grew to 20.1% in fall 1990, but declined in 1991 to 18%. Reported physician screening declined among all age groups. Coincidentally, the HIA temporarily abandoned its physician education program at the end of 1990 in favor of other priorities.

PRICE OF HEARING INSTRUMENTS

The incidence of third-party payment (e.g., Medicare, union, insurance, HMOs) for hearing instruments was relatively flat between 1984 (21.1%) and 1990 (22.2%). In 1991, third-party support dropped to 16.2% of hearing instruments sold.

Third-party payments may drop in the future because of a recent ruling by the Financial Accounting Standards Board that corporations must accrue the cost of postretirement healthcare benefits. This ruling will create great pressures on corporations to reduce postretirement healthcare benefits. The implication for our industry is that a dollar previously spent on a hearing instrument will now be competing with other healthcare costs (e.g., prescriptions, physician care, hospitalization).

The average price of a hearing instrument to consumers rose from \$501 in

1984 to \$667 in 1991, a compound annual growth rate of 4.2%. That is roughly the rate of inflation in the United States during that time.

DISTRIBUTION

Hearing instrument fittings have changed dramatically between 1984 and 1991. In 1984, 22% of fittings were performed by audiologists, compared to 46.1% in 1991. (See Figure 4 for 1991 data.) Medical doctor and other (e.g., mail) fittings have declined during this period. It should be understood that the distribution data represent perceptions by the consumer, who may not always be able to differentiate an audiologist from a hearing instrument specialist.

In 1984, 48.7% of sales took place in hearing instrument stores, compared to 21.3% in audiologists' offices. In 1991 (see Figure 5), sales through hearing instrument stores and audiologists' offices were nearly equal. Notable during this time frame was the threefold increase in sales through physicians' offices (Table 1). However, in 1991, sales through physicians' offices declined to 1984 levels. One hypothesis for this shift is that 1991 represented a large repurchase year for past owners (the percentage of new owners was the lowest ever measured in MarkeTrak, 40.5% of sales in 1991; see Table 3), and that repeat purchasers see little or no need for the services of a physician.

SATISFACTION WITH HEARING INSTRUMENTS

Table 2 presents satisfaction indices by selected demography. Nearly all satisfaction indices increased in 1991 over 1990. (Note: all satisfaction indices are based on the overall rating in the spring 1989 MarkeTrak=100. The data are presented in this fashion to facilitate comparisons across time and across demography.) Overall satisfaction has improved to 58% of hearing instrument owners (see Figure 6) in 1991. However, a satisfaction rating of less than six out of ten should continue to be an area of concern.

It has been suggested that changing the scaling (e.g., adding the response "slightly satisfied") could result in improved ratings. However, an unpublished study by this author found no significant improvement in ratings as a result of adopting a "slightly satisfied" scale point.

Figures 7 and 8 present the satisfaction and dissatisfaction rates (in percentages) by type of hearing instrument, degree of hearing loss, and source of purchase. Figure 7 shows binaural owners to be more satisfied than monaural owners (60.2% satisfaction rate versus 55.8%); behind-the-ear (60.2%) and in-the-ear (57.6%) owners are more satisfied than canal aid owners (54.5%); and moderately im-

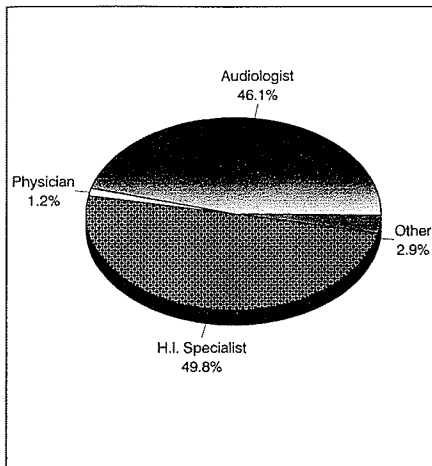


Figure 4. Hearing instrument fittings by perceived profession (1991).

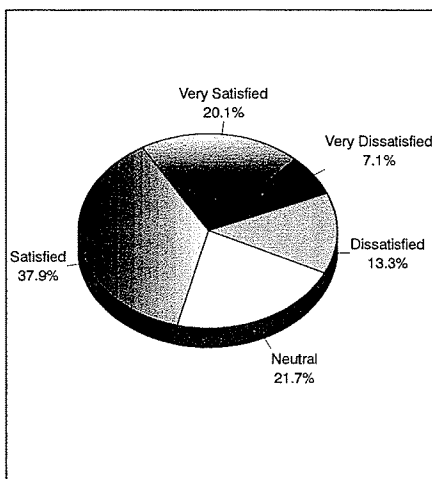


Figure 6. Satisfaction with hearing instruments (1991).

paired (58%) and severely impaired (58.5%) subjects are more satisfied than mildly impaired (55.6%) and profoundly impaired (49%) subjects. However, there are no statistically significant differences in overall satisfaction mean ratings in comparisons of binaural and monaural wearers, type of hearing aid worn (with the exception of body aids, which receive very high ratings—not shown), and perceived degree of hearing loss.

As shown in Figure 8, audiologists receive statistically higher satisfaction ratings (62.8%), followed by hearing instrument specialists (56%). Medical doctors receive significantly lower ratings (46.3%). Satisfaction ratings by source of distribution are statistically equal with two exceptions. Significantly lower ratings are given to sales in the consumer's home (45.8%) and by mail (40.7%). These low ratings may be due to the lower level of service (perceived or actual) offered in the consumer's home or by mail.

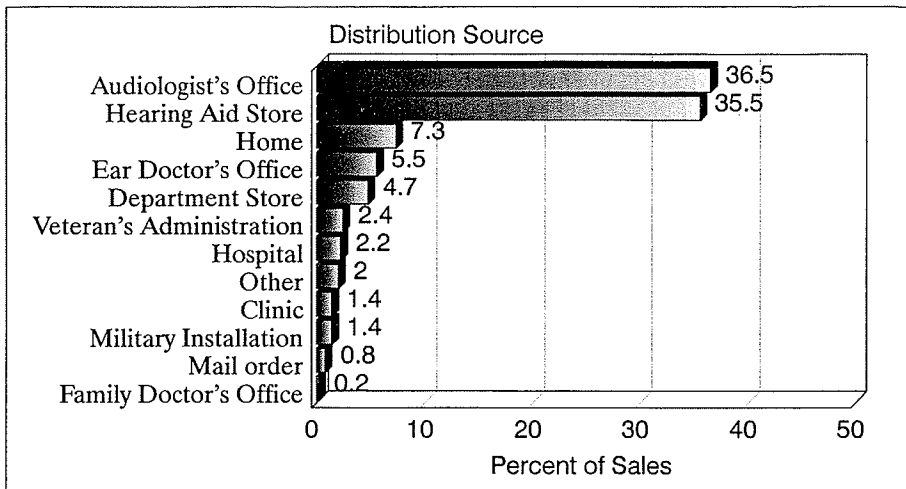


Figure 5. Hearing instrument sales by source of distribution (1991).

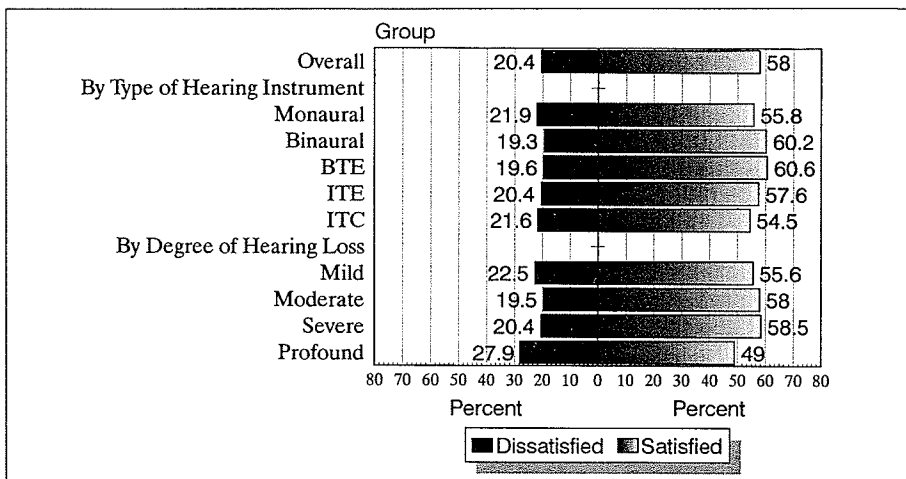


Figure 7. Hearing instrument satisfaction by degree of hearing loss and type of hearing instrument worn (1991).

In MarkeTrak III, 50 measures of satisfaction (e.g., product, price, service) were collected from current owners. Because

of the scope of this data, a separate article in this series will be devoted to consumer satisfaction.

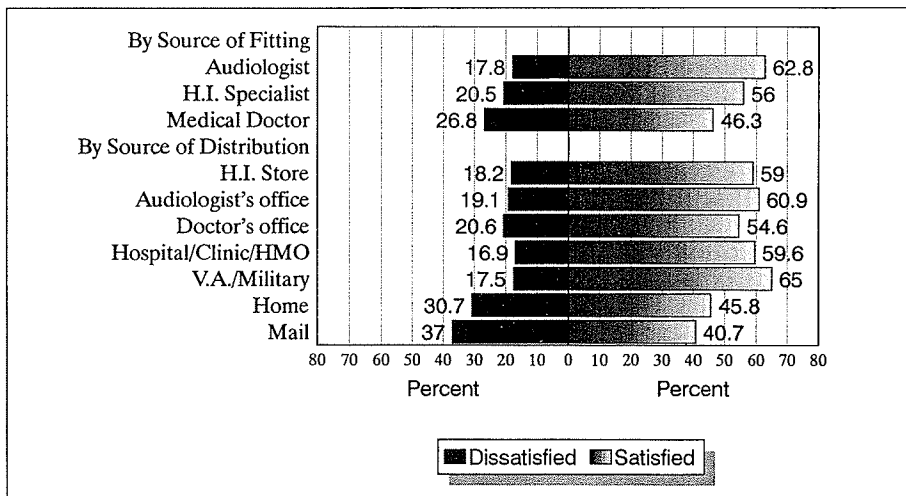


Figure 8. Hearing instrument satisfaction by source of distribution (1991).

Table 3. New hearing instrument owners.

	1989	1990	1991
Demographics	(n=200)	(n=172)	(n=199)
First-time owner % (current period)	53.4%	52.4%	40.5%
Average age	66.0	62.6	68.4
Average household income (\$000)	\$30.5	\$32.4	\$35.3
Factors Influencing New First-Time Owners -----			
Hearing loss got worse	72.2%	69.3%	55.8%
Hearing loss literature	10.5%	9.1%	2.0%
Better Hearing Institute	2.0%	1.7%	0.0%
Advertisement—magazine	4.0%	1.4%	2.0%
Advertisement—newspaper	2.5%	5.6%	4.0%
Advertisement—television	6.5%	3.6%	4.5%
Ear doctor	28.6%	33.7%	19.1%
Family doctor	17.2%	18.7%	7.0%
Audiologist	25.7%	34.9%	26.6%
Hearing aid specialist	15.9%	14.3%	14.1%
Family members	52.2%	54.6%	56.8%
Boss or coworker	3.2%	1.6%	4.5%
Industry celebrity	3.3%	3.8%	0.5%
Direct mail	2.9%	3.2%	2.5%
Telemarketing phone call	0.7%	0.9%	0.0%

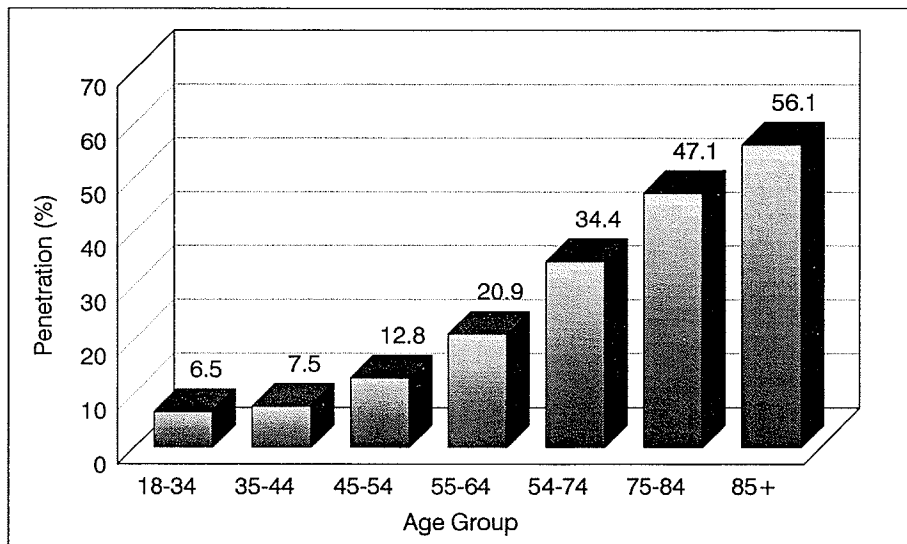


Figure 9. Hearing instrument penetration as a function of age (1991).

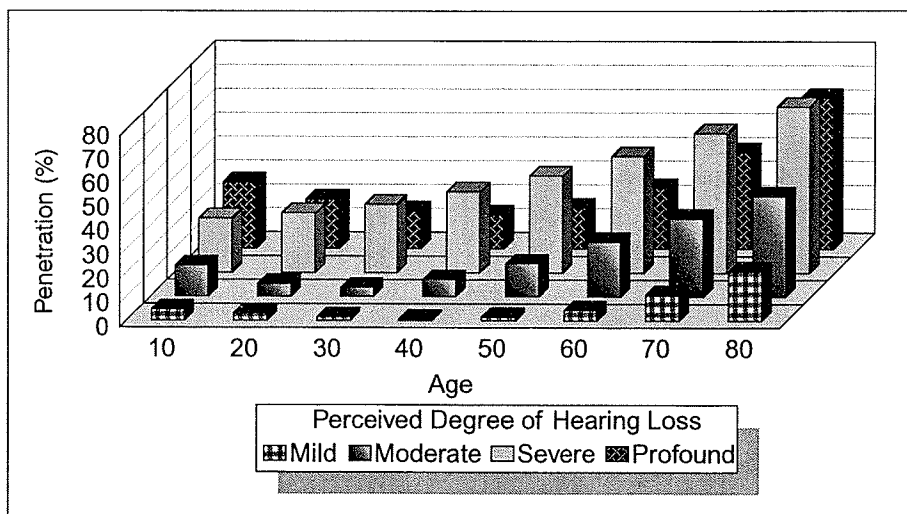


Figure 10. Hearing instrument penetration as a function of hearing loss and age.

NEW HEARING INSTRUMENT OWNERS

As shown in Table 3, the percentage of first-time owners dropped dramatically in 1991 to 40.5% of all sales. In 1989 and 1990 they represented more than 52% of sales. New owners continue to have an average age exceeding retirement (68.4 years) and an average household income of \$35,000. Factors influencing first-time purchasers were: family members (56.8%), hearing loss got worse (55.8%), audiologists (26.6%), and ear doctors (19.1%). Marketing and public relations factors received surprisingly few mentions, given the increased advertising in the industry in 1991.

The reader will also notice the significant declines across all three MarkeTraks for a number of the influencing factors. This may result from the small sample sizes or from our failure to include other relevant influencing factors (e.g., financial situation improved). MarkeTrak IV will expand the list of influencing factors.

PRIZM SEGMENTATION

Previous MarkeTrak publications gave sales opportunity data by the 40 PRIZM clusters (socioeconomic categories) developed by Claritas Corporation.^{1,2} Because MarkeTrak now includes more than 60 measures of reasons for not purchasing hearing instruments, population data by PRIZM cluster will be included in a separate article in this series on targeting the nonuser of hearing instruments.

HEARING-IMPAIRED POPULATION DEMOGRAPHICS

Table 4 presents hearing instrument penetration for the years 1984-1991 by selected demography. The most remarkable thing about this industry, judging from the results presented in this table, is that there has been very little change in penetration rates for this time period. This finding indicates that our industry has been ineffective in influencing new customers to purchase hearing instruments. Our 1991 customers basically resemble our 1984 customers (and probably our 1964 customers): they are retired, tend to have less than the median household income, and tend to be less educated.

Table 5 presents 1991 statistics comparing owners of hearing instruments with hearing-impaired nonowners. In the first two columns are percents within ownership categories (e.g., males comprise 61.0% of nonowners and 60.7% of owners). The next two columns are the estimated populations within ownership category in thousands (e.g., in the population of hearing-impaired persons, there are 3.5 million male hearing instrument owners and 12.2 million male nonowners).

In Table 5, differences between the owner and nonowner hearing-impaired populations can be noted simply by comparing the two percentages. This is provided for readers interested in a more in-depth look at the hearing instrument market.

Figure 9 shows that hearing instrument ownership is significantly related to the age of the individual. Among persons younger than 45, penetration is only in the 6% to 7% range, compared to a 56.1% penetration rate for persons 85 and above. This suggests that hearing instruments are positioned in the marketplace as devices for "old people."

One might argue that the correlation of hearing loss with age explains the remarkable profile in Figure 9. However, when we segment penetration by degree of hearing loss, we find that the same age-related profile is present for populations with each of the four hearing loss levels. This suggests that age may be more strongly associated with hearing instrument ownership than is degree of hearing loss.

Figure 10 offers evidence of the stigma associated with owning hearing instruments. Incidentally, when we used more refined measures of hearing loss (e.g., the Gallaudet scale in the 1984 HIA survey), we found the same age-independent-of-loss relationship.

Until our industry becomes more imaginative and proactive, we will continue to lose out on the potential sales available from the 20 million nonowners. The viability of admitted hearing-impaired people as hearing instrument adopters will be addressed in a future article, as will the impact of stigma on nonpurchasers.

SUMMARY

- The past seven years have been a period of modest growth in hearing aid sales. However, we have not penetrated any new markets. In this respect, our industry is stagnant.

- The age-related stigma issue appears to be as strong as it was in 1984. To some extent, we appear to be riding the coattails of a naturally aging customer base.

- Apparent improvements in physician screening noted in MarkeTraks I and II appear to have eroded during the temporary pause in HIA's physician-education program, which has recently resumed.

- Most of the growth in the industry is derived from an increase in binaural sales.

- Satisfaction rates of less than 6 out of 10 have been noted through every segment of this industry. Clearly, if we want to protect and grow our markets, a concerted industry effort to improve satisfaction is in order. □

Table 4. Hearing instrument penetration of the hearing-impaired population by selected demography.

	1984 (n=1,206)	1989 (n=7,340)	1990 (n=6,481)	1991 (n=13,487)
By Sex -----				
Male	24.5%	19.5%	20.6%	22.4%
Female	22.7%	22.0%	21.1%	22.7%
By Age Group -----				
18-34 years	10.7%	9.6%	8.7%	6.5%
35-44 years	6.1%	6.3%	8.5%	7.5%
45-54 years	12.4%	9.9%	10.0%	12.8%
55-64 years	22.4%	16.3%	20.1%	20.9%
65-74 years	34.0%	32.7%	31.9%	34.4%
75-84 years	45.6%	45.0%	45.7%	47.1%
85+ years	58.6%	51.9%	57.8%	56.1%
By Household Income -----				
Less than \$10k	32.6%	27.7%	28.6%	28.2%
\$10-19k	26.3%	25.5%	26.8%	27.6%
\$20-29k	19.5%	25.4%	19.5%	24.1%
\$30-39k	16.1%	19.6%	20.6%	19.5%
\$40-49k	20.4%	19.5%	19.6%	17.4%
\$50-50k	20.2%	17.9%	18.4%	19.5%
\$60k+	19.5%	19.3%	19.8%	19.0%
By Educational Level -----				
Elementary degree	36.8%	31.9%	34.1%	35.1%
High school (some)	32.0%	25.9%	23.7%	26.8%
High school (degree)	21.0%	20.4%	19.5%	22.6%
College (some)	20.9%	17.4%	20.0%	19.3%
College (degree)	22.5%	19.9%	18.6%	19.6%
College (post graduate)	21.4%	19.4%	20.9%	23.5%
By Employment Category -----				
Full-time employment	13.4%	10.6%	10.8%	11.3%
Part-time employment	21.2%	16.8%	17.0%	18.8%
Unemployed	20.2%	17.0%	19.8%	15.2%
Retired	36.3%	36.2%	36.0%	37.2%
By Metro Size -----				
Less than 50k	24.2%	22.9%	20.9%	21.4%
50k-499k	22.3%	21.6%	20.6%	22.2%
500k-1.99 mil.	25.2%	24.0%	24.9%	22.3%
2 mil. and above	23.2%	24.8%	23.4%	24.0%
By Life Stage -----				
Roommates	18.5%	16.6%	21.1%	18.9%
Singles -young	12.4%	16.4%	18.6%	14.3%
-middle	13.5%	19.2%	21.9%	20.9%
-older	41.2%	45.8%	45.0%	45.7%
Couples -young	7.0%	19.0%	14.3%	13.0%
-working older	23.6%	23.7%	25.5%	25.7%
-retired	35.7%	36.6%	35.5%	37.0%
Parents -young	10.3%	9.8%	10.8%	7.5%
-middle	7.7%	13.1%	12.8%	8.9%
-older	19.6%	19.6%	16.3%	17.8%

REFERENCES

1. Kochkin S: Introducing MarkeTrak: A consumer tracking survey of the hearing-instrument market. *Hear Jour* May 1990; 43(5): 17-27.
2. Kochkin S: MarkeTrak II: More MDs give hearing tests, yet hearing aid sales remain flat. *Hear Jour* February 1991; 44(2): 24-35.
3. Hearing Industries Association: Market Survey: A Summary of Findings and Business Implications for the U.S. Hearing Aid Industry. Washington, DC, HIA, 1984.

Table 5. Hearing instrument owner versus nonowner (hearing-impaired) demography.

	Percent		Population (000)	
	Nonowner	Owner	Nonowner	Owner
By Sex -----				
Male	61.0%	60.7%	12,182	3,536
Female	39.0%	39.3%	7,788	2,291
By Age Group -----				
1-17 years	1.4%	0.9%	276	50
18-34 years	14.2%	3.3%	2,838	194
35-44 years	19.6%	5.4%	3,908	315
45-54 years	17.4%	8.7%	3,481	508
55-64 years	18.4%	16.5%	3,680	963
65-74 years	19.4%	34.5%	3,874	2,013
75-84 years	8.3%	24.9%	1,648	1,453
85+ years	1.3%	5.7%	264	335
By Household Income -----				
Less than \$10k	11.4%	15.3%	2,279	892
\$10-19k	18.4%	24.0%	3,676	1,397
\$20-29k	17.3%	18.7%	3,451	1,090
\$30-39k	15.5%	12.8%	3,097	747
\$40-49k	11.6%	8.4%	2,323	489
\$50-59k	8.4%	7.0%	1,677	406
\$60k+	17.4%	13.9%	3,467	809
By Educational Level -----				
Less than elementary degree	2.8%	5.0%	551	293
Elementary degree	2.9%	5.3%	573	308
High school (some)	9.1%	11.3%	1,811	661
High school (degree)	33.3%	33.1%	6,656	1,931
College (some)	28.9%	23.6%	5,769	1,374
College (degree)	11.4%	9.5%	2,283	553
College (post graduate)	11.7%	12.2%	2,327	710
By Employment Category -----				
Full-time employment	50.9%	23.7%	10,165	1,382
Part-time employment	9.5%	8.1%	1,899	472
Unemployed	11.8%	7.7%	2,356	449
Retired	27.8%	60.5%	5,552	3,527
By Metro Size -----				
Less than 50k	27.8%	25.8%	5,552	1,506
50k-499k	16.4%	16.0%	3,279	931
500k-1.99 mil.	20.5%	20.1%	4,096	1,169
2 mil. and above	35.3%	38.1%	7,043	2,224
By Life Stage -----				
Roommates	1.2%	1.0%	248	58
Singles -young	2.6%	1.5%	517	86
-middle	6.0%	5.4%	1,192	313
-older	5.8%	16.5%	1,148	962
Couples -young	8.7%	4.4%	1,731	258
-working older	15.1%	17.8%	3,011	1,037
-retired	15.8%	31.6%	3,147	1,840
Parents -young	12.0%	3.3%	2,404	194
-middle	14.2%	4.8%	2,834	277
-older	18.7%	13.8%	3,736	806
By Geographic Area -----				
New England	5.6%	4.7%	1,108	273
Middle Atlantic	13.9%	15.3%	2,772	894
East North Central	16.5%	18.0%	3,289	1,051
West North Central	7.7%	7.4%	1,530	433
South Atlantic	16.9%	17.5%	3,369	1,019
East South Central	7.4%	5.4%	1,478	312
West South Central	10.7%	8.8%	2,143	510
Mountain	6.2%	7.2%	1,238	418
Pacific	15.2%	15.8%	3,043	922