

MarkeTrak II: More MDs Give Hearing Tests, Yet Hearing Aid Sales Remain Flat

By SERGEI KOCHKIN

A feature in The Hearing Journal's May 1990 issue¹ introduced MarkeTrak, a consumer tracking survey of the hearing-instruments market, and compared some of its findings to the 1984 Hearing Industries Association survey. It also introduced the concept of consumer targeting using the PRIZM cluster method. This article presents the 1989 and 1990 survey data and relevant trends.

In spring 1989, we conducted our first tracking survey of the U.S. hearing-impaired population on a sample of the National Family Opinion (NFO) panel of American families. Since then, we have continued to survey the hearing-impaired population via the NFO household panel every six months: Four surveys have been conducted, for the periods spring 1989 through fall 1990. Our purpose is to provide ongoing audits of the impact of the hearing industry's collective education efforts, and also to provide the industry with up-to-date statistics on the hearing-instrument market.

The results of the four surveys are presented in this article, and trends are noted. The sections on hearing-instrument satisfaction have been expanded, as have those on the demography of the hearing-impaired and hearing-instrument-owner populations.

SURVEY METHOD

The MarkeTrak survey is mailed to 20,000 members of the NFO panel twice a year: on April 1 and October 1. 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, and the nation's top 25 metropolitan statistical areas. Response rates for the four surveys performed to date ranged from 62% to 66%.

Subsequent to the first MarkeTrak publication, an analysis was performed on response bias to each of the NFO Surveys, using 1988 and 1990 Bureau of Census data on head-of-house-

hold age and family-versus-nonfamily distributions. A pattern of response bias was found based on the age of the household head. Because age is a key issue in our industry, we have weighted all MarkeTrak responses based on expected representation within the U.S. household population. As a result, we have updated some of the 1989 data presented in the original MarkeTrak article. In addition, we are presenting all data, with the exception of hearing-instrument-purchase indices, on an annual basis. We did this to increase the sample sizes and thus stabilize the reported indices and statistics.

The data presented in this article, including those on the size of the hearing-impaired market, refer only to households—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. These would include residents of nursing homes, retirement homes, mental hospitals, prisons, and college dormitories, and members of the military.

RESULTS AND DISCUSSION

Tables 1 to 5 present the results of the four MarkeTrak surveys conducted to date. We will now discuss each section of the survey in order of appearance, starting with Table 1.

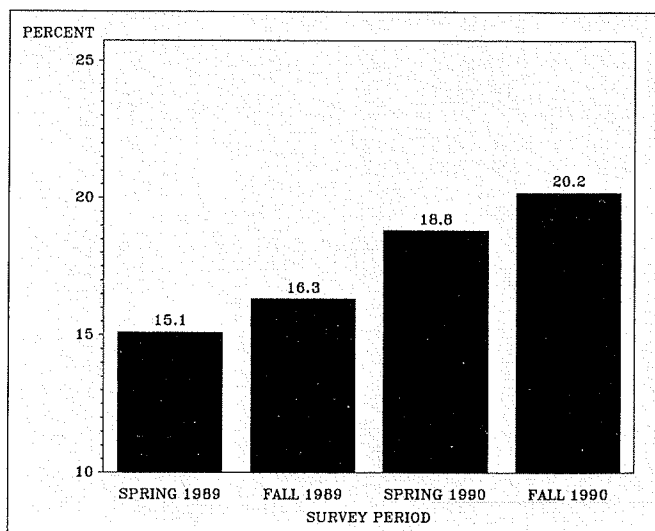


Figure 1. Percent of physicians screening for hearing loss.

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Hearing-Impaired Population

The number of hearing-impaired persons per 1000 households in the four surveys ranged from 246 to 255; and the hearing-impaired population size, between 23.4 and 23.7 million. When we consider the institutionalized population, it can be seen that the size of the hearing-impaired population is probably larger. The most recent Bureau of Health Statistics data placed the nursing home population alone at 1.55 million persons in 1986. It is estimated that approximately 30% of the population age 65 or above is hearing impaired.²

Image of Hearing-Instrument Wearer

The stigma index (spring 1989 baseline = 100), which is based on consumer ratings of hearing-instrument wearers, ranged from 99.9 to 100.3 during the last two years, indicating no change in society's perception of the hearing-instrument wearer. This is not surprising, since to our knowledge no comprehensive program was instituted during the last two years to alleviate the stigma associated with hearing loss and the wearing of hearing aids.

Physician Screening

A clear upward trend is evident in this area, as shown in Figure 1. In spring 1989, when the HIA began its physician-education programs, 15.1% of respondents who had received a medical exam in the previous six months indicated that their physician had screened them for hearing loss. In the most recent survey period, 20.2% reported that their physician screened them for hearing loss. From this data we estimate that nearly 11,000 primary-care physicians have introduced some sort of hearing screening in their practices during the last two years. Although we cannot conclusively establish a causal relationship between HIA programs and physician screening, it appears that the HIA's efforts are paying dividends.

Satisfaction with Hearing Instruments

This section has been expanded from the previous MarkeTrak article to show hearing-instrument satisfaction by selected demography. In the spring 1989 survey, 57.7% of respondents expressed satisfaction with their hearing instruments. In the most recent survey, hearing-instrument satisfaction has declined to 54.7%. The overall satisfaction index (spring 1989 baseline=100) has dropped from 100 to 95.5. The greatest declines in satisfaction have occurred among binaural owners, the under-age-65 population, women, residents of small towns, and higher-income owners. We need to understand why fewer than six out of ten hearing-instrument owners express satis-

faction with their hearing instruments and why the satisfaction rate has declined over the last two years.

Binaural Ownership

Binaural owners have grown from 38.7% to 41.1% of the hearing-instrument-owner population. During the last two years, binaural purchases have ranged from 47.4% to 51.9% of purchases. The binaural purchase rate among new owners has declined to 45.8% from a high of

48.8% in spring 1989.

Hearing-Instrument-Sales Growth

For measuring growth in sales of hearing instruments, we provided two indices: (1) purchases during the last six months and (2) intent to purchase in the next six months. For comparison purposes, we have included HIA domestic sales and consumer confidence (age 55+) from the Conference Board's consumer confidence survey.³ All data are indexed to spring

Table 1. General Indices.

	Spring 1989	Fall 1989	Spring 1990	Fall 1990
Hearing-Impaired Population				
Hearing difficulty per 1000 households	255	255	254	252
Number of hearing impaired (millions)	23.4	23.5	23.7	23.6
Hearing-Instrument Stigma Index				
	100.0	99.9	99.9	100.3
% Physicians Who Screen for Hearing Loss				
	15.1%	16.3%	18.8%	20.2%
Satisfaction with Hearing Instruments				
% Very satisfied	23.7%	23.1%	22.0%	21.4%
% Satisfied	34.0%	35.4%	34.5%	33.3%
% Neutral	23.1%	22.6%	22.4%	23.6%
% Dissatisfied	13.7%	13.3%	13.9%	14.4%
% Very dissatisfied	5.5%	5.8%	7.3%	7.3%
Satisfaction Indices (Total)				
Binaural	100.0	99.8	97.6	96.8
Monaural	105.7	104.6	101.4	100.4
	96.2	96.7	94.9	94.1
• By age				
Less than 45 years	103.7	103.5	97.7	95.5
45-64 years	105.4	103.0	97.6	95.9
65-74 years	100.4	101.2	100.0	97.6
75+ years	98.4	97.7	96.2	97.0
• By sex				
Male	98.7	98.2	96.6	95.8
Female	105.1	105.1	101.1	100.0
• By Metro Size				
less than 50k	101.2	99.4	94.7	95.1
50k-499k	102.6	102.2	100.0	96.3
500k-1.9 mil.	100.4	99.1	98.7	100.8
2 mil. & above	98.7	100.3	99.1	97.0
• By Income				
< 10k-19k	99.8	100.7	98.9	97.3
20k-39k	99.6	98.9	95.8	96.8
40k +	103.2	101.5	98.7	96.3
Binaural Ownership - Total Population				
Purchases this period	38.7%	37.3%	40.0%	41.1%
Purchases this period - first-time owners	47.4%	47.1%	51.8%	51.9%
	48.8%	46.2%	47.5%	45.8%
Hearing-Instrument Purchase Indices*				
Past:				
Purchase within last 6 months	100.0	89.3	99.3	87.7
HIA domestic sales index	100.0	94.4	85.8	95.8
Future:				
Purchase intent next 6 months	100.0	83.1	90.3	70.7
Consumer confidence index (age 55+)	100.0	98.6	90.6	77.8
Third-party Payments				
	19.2%	21.0%	22.2%	21.6%
Hearing-instrument Distribution				
Hearing aid store/dispenser	28.8%	30.0%	32.1%	33.5%
Clinic	5.2%	5.2%	5.4%	3.3%
Hospital	1.3%	2.1%	3.9%	2.4%
Audiologist's office	42.0%	35.8%	26.5%	29.0%
Ear doctor's office	14.7%	14.5%	11.9%	13.6%
Family doctor's office	0.0%	1.3%	2.8%	1.5%
Veterans Administration	2.3%	1.8%	2.8%	4.6%
Mail order	0.7%	3.0%	4.1%	3.6%
Other (e.g., home)	5.0%	6.6%	10.5%	9.8%

* Data is on a six-month basis

Table 2. New Hearing-Instrument Owners.

	Spring 1989	Fall 1989	Spring 1990	Fall 1990
Demographics				
First-time owner % (last 6-month purchases)	48.8%	53.4%	55.4%	52.4%
Average age (in years)	66.6	66.0	63.6	62.6
Average household income (\$000)	25.5	30.5	34.7	32.4
Factors Influencing New First-Time Owners				
Hearing loss got worse	74.7%	72.2%	71.4%	69.3%
Hearing loss literature	17.0%	10.5%	9.3%	9.1%
Better Hearing Institute	3.9%	2.0%	1.0%	1.6%
Advertisement - magazine	5.2%	4.0%	2.3%	1.4%
Advertisement - newspaper	2.5%	2.5%	6.2%	5.6%
Advertisement - television	5.0%	6.5%	6.9%	3.6%
Article in paper/magazine	3.7%	2.3%	3.7%	5.5%
Ear doctor	31.5%	28.6%	26.1%	33.7%
Family doctor	23.3%	17.2%	11.1%	18.7%
Audiologist	27.8%	25.6%	27.9%	34.9%
Hearing aid dispenser	18.5%	15.9%	15.6%	14.3%
Retirement	3.1%	2.8%	5.0%	5.0%
Spouse	29.5%	27.6%	30.4%	27.6%
Relative/children	31.4%	30.9%	32.6%	26.8%
Friends	13.7%	10.4%	10.1%	11.8%
Boss or coworker	2.7%	3.2%	3.5%	1.6%
Current industry celebrities (aided)	1.5%	3.3%	4.5%	3.8%

Table 3. Hearing-Instrument Penetration.

	Spring 1989	Fall 1989	Spring 1990	Fall 1990
Hearing-Instrument Population				
Hearing-instrument owners (mil.)	5.7	5.4	5.0	5.3
Hearing-impaired nonowners (mil.)	17.7	18.2	18.6	18.4
Hearing instruments in use (mil.)	7.9	7.4	7.0	7.4
Hearing-Instrument penetration	24.3%	22.9%	21.2%	22.3%
• By sex				
Male	21.1%	19.5%	19.0%	20.6%
Female	23.9%	22.0%	19.7%	21.1%
• By Age Group				
18-34 yrs	10.3%	9.6%	8.4%	8.7%
35-44 yrs	7.2%	6.3%	6.9%	8.5%
45-54 yrs	11.7%	9.9%	8.8%	10.0%
55-64 yrs	19.0%	16.3%	15.7%	20.1%
65-74 yrs	33.1%	32.6%	31.6%	31.9%
75-84 yrs	47.1%	45.0%	43.9%	45.7%
85 + yrs	51.4%	51.9%	51.1%	57.8%
• By Household Income				
less than 10k	28.6%	27.7%	27.2%	28.6%
\$10-19k	26.5%	25.5%	24.9%	26.8%
\$20-29k	27.0%	25.4%	21.4%	19.5%
\$30-39k	20.8%	19.6%	19.4%	20.6%
\$40-49k	21.2%	19.5%	17.5%	19.6%
\$50-59k	18.2%	17.9%	17.2%	18.4%
\$60k +	20.8%	19.3%	16.9%	19.8%
• By Education Level				
Elementary degree	32.7%	31.9%	32.6%	34.1%
High school (some)	28.1%	25.9%	22.4%	23.7%
High school (degree)	22.3%	20.4%	18.7%	19.5%
College (some)	18.9%	17.4%	17.8%	20.0%
College degree	20.9%	19.9%	16.5%	18.6%
College (postgraduate)	22.1%	19.4%	18.7%	20.9%
• By Employment Category				
Full-time employment	12.2%	10.6%	9.0%	10.8%
Part-time employment	18.7%	16.8%	16.4%	17.0%
Unemployed	18.4%	17.0%	17.7%	19.8%
Retired	39.3%	36.2%	34.3%	36.0%
• By Metro Size				
Less than 50k	23.7%	22.9%	21.7%	20.9%
50k-499k	23.4%	21.6%	19.0%	20.6%
500k-1.99 mil.	26.0%	24.0%	22.0%	24.9%
2 mil. and above	24.7%	24.8%	23.1%	23.4%
• By Lifestage				
Roommates	19.7%	16.6%	18.3%	21.1%
Singles - young	15.9%	16.4%	16.0%	18.6%
- middle	17.6%	19.2%	19.0%	21.9%
- older	47.1%	45.8%	42.5%	45.0%
Couples - young	24.0%	19.0%	14.1%	14.3%
- working older	25.9%	23.7%	22.6%	25.5%
- retired	39.8%	36.6%	34.0%	35.5%
Parents - young	7.3%	9.8%	11.2%	10.8%
- middle	14.9%	13.1%	12.2%	12.8%
- older	20.5%	19.6%	17.1%	16.3%

1989 (=100%).

Past sales indices (HIA sales and MarkeTrak purchase index) confirm that the last two years have been recessionary for the hearing-instrument industry. The correlation between sales reported by HIA and consumers' reports of hearing-instrument purchases in the last six months is low. However, there may be a six-month lag between these two measures of hearing-instrument sales. The two future indices, which are highly correlated, show declining consumer confidence in our target markets. The MarkeTrak future-hearing-instrument-purchase index is at a historic low (70.7%), as is the consumer confidence index (77.8%). Hearing-instrument sales through the first quarter of 1991 could possibly decline even further.

Third-Party Payments

The most recent survey indicates that third-party payments were involved in 21.6% of hearing-instrument sales. Third-party payments (e.g., Medicare, unions, insurance, HMOs, etc.) ranged from a low of 19.2% in spring 1989 to 22.2% in spring 1990.

Hearing-Instrument Distribution

Hearing-instrument purchases from retailers (e.g., hearing aid stores/department stores) appear to have grown from 28.8% to 33.5% of sales, while purchases made in audiologists' offices have declined from 42% to 29%. Dispensing by physicians' offices has held steady (14.5% to 15.1%). Mail-order sales reached a high of 4.1% in spring 1990, but declined to 3.6% in the fall 1990 survey. Mail-order sales in the last year were double the rate found in the 1984 HIA survey. Hearing-instrument sales in the "other" category have doubled during the last two years from 5% to a high of 10.5% in spring 1990. We assume "other" refers to instruments dispensed in the consumer's home.

New Hearing-Instrument Owners

Referring to Table 2, first-time owners accounted for between 48.8% and 55.4% of hearing-instrument sales over the last two years. Their average age has declined from 66.6 to 62.4 years, while their income has increased from \$25,500 to \$32,400.

The most important factors that lead a consumer to try a hearing aid for the first time are, in order: (1) a perception that hearing loss is worsening, (2) an ear doctor, (3) an audiologist, (4) a spouse, and (5) relatives/children. The survey showed that the influence of all of the following is in decline: the family doctor, hearing-loss literature, the Better Hearing Institute, and magazine advertisements. Exercising increasing influence on first-

time purchasers are audiologists, newspaper articles, and newspaper advertisements. The influence of television ads peaked last spring and declined in the most recent survey. The mention of celebrity advocates of hearing aids also peaked last spring. In the previous two years' surveys, the only celebrities mentioned were President Reagan (52% of mentions), Eddie Albert (36%), and Arnold Palmer (12%).

Hearing-Instrument Penetration

Table 3 shows hearing-instrument penetration in the total population and by selected demography. The hearing-instrument population (not counting institutionalized persons) is estimated in the most recent survey at 5.3 million, while an estimated 18.4 million hearing-impaired persons don't use hearing aids. Both the hearing-instrument-owner population and the penetration rate appear to be flat or declining. This may be because flat-to-declining sales growth in our industry during the last few years has not kept pace with the mortality rate of the consumer base or because more of our clients are entering nursing or retirement homes and thus not being counted. In our most recent survey, hearing-instrument penetration is estimated at 22.3%. The HIA survey in 1984 estimated penetration at 23.7%, which indicates that, as an industry, we have been ineffective in influencing new consumers to become hearing-instrument owners.

In terms of penetration trends, there appear to be few demographic changes in the last two years. Possible growth trends are visible in the 85+ age group, subjects with an elementary school education, young/middle age singles, and young parents with young children. There is an apparent decline in penetration among the 18- to 34-year-old age group, women, the \$20,000 to \$29,000 annual-income sector, degreed individuals, small-town residents, young couples (without children), and older parents.

PRIZM Segmentation

The first MarkeTrak report (May 1989 *Hearing Journal*), introduced Claritas Inc.'s PRIZM target marketing system. It defined and profiled the 40 PRIZM segments and presented 1989 PRIZM cluster results. Readers interested in more information on targeting the PRIZM clusters are referred elsewhere.^{1,4}

The 1990 PRIZM data, weighted by the 1990 Bureau of Census results, which appear in Table 4 present five indices (from left to right): (1) hearing-impairment index (percent of the impaired population divided by the expected representation in the population); (2) hearing-instrument-ownership index (percent of hearing-instrument owners divided by expected

percent in the population); (3) hearing-instrument penetration (percent of impaired persons owning a hearing instrument); (4) size of impaired nonownership market (in thousands); and (5) hearing-instrument-opportunity index (percent of nonowners divided by their expected representation in the U.S. population). The final two columns in Table 4 are median household income in thousands of dollars and median age of impaired nonowners of hearing instruments.

The PRIZM clusters in Table 4 are listed by name, and ranked top-to-bottom by opportunity-index number (column 5).

The opportunity index is particularly useful to the marketer in targeting high-opportunity population groups

Hearing-Impaired-Population Demography

Finally, Table 5 presents 1990 statistics comparing hearing-instrument owners to nonowners. In the first two columns are percents within ownership categories (e.g., males comprise 61.5% of nonowners and 60.8% of owners). The next two columns are the estimated populations within ownership category in thousands (e.g., there are 3.2 million male hearing-

Table 4. The hearing-impaired population by PRIZM cluster.

PRIZM Cluster (#)	Hearing-Impairment Index	Hearing Instrument			Nonowners		
		Ownership Index	Percent Own	Non-owners (000)	Opportunity Index	Median Income (000)	Median Age
Golden Ponds (33)	148	163	26.0	1190	143	21	61
Back Country Folk (10)	126	108	20.4	832	131	19	56
Smalltown Downtown (18)	125	104	19.7	500	131	24	59
Gray Power (39)	155	239	36.5	551	129	31	67
Share Croppers (38)	122	105	20.4	942	127	19	54
Hard Scrabble (6)	114	89	18.4	356	122	16	54
Shotguns & Pickups (19)	112	89	18.8	433	119	24	58
Agri-Business (34)	119	123	24.4	474	118	24	54
Grain Belt (35)	109	90	19.5	287	115	16	53
New Homesteaders (17)	110	98	21.0	938	114	31	48
Heavy Industry (4)	112	114	24.1	514	112	24	55
Middle America (16)	108	108	23.5	647	109	26	57
Young Influentials (20)	116	140	28.6	475	108	42	57
Gods Country (1)	103	102	23.4	549	104	36	53
Coalburg & Corntown (29)	97	74	18.2	371	103	24	56
Rank & File (2)	108	130	28.4	246	101	30	56
New Beginnings (23)	106	122	27.3	672	101	33	54
Two More Rungs (25)	118	172	34.5	114	101	47	62
Tobacco Road (15)	89	51	13.6	251	100	19	51
Blue Collar Nursery (40)	97	86	21.1	450	100	34	49
Single City Blues (26)	97	100	24.4	509	96	29	59
Young Suburbia (24)	92	82	21.1	1076	95	42	52
Bohemian Mix (37)	100	117	27.6	128	95	31	66
Levitown USA (27)	98	111	26.7	490	94	34	61
Blue Chip Blues (30)	88	71	19.1	1173	93	38	52
Pools & Patios (7)	93	96	24.5	573	92	42	63
Mines & Mills (22)	91	86	22.5	502	92	21	55
Blue Blood Estates (28)	92	98	25.3	204	90	80	61
Furs & Station Wagons (5)	90	105	27.4	601	86	55	56
Old Yankee Rows (36)	84	79	22.4	223	85	33	63
Norma-Rae Ville (13)	81	86	25.0	383	80	21	52
Urban Gold Coast (21)	99	160	38.3	41	80	68	60
Downtown Dixie Style (11)	69	42	14.6	500	77	21	50
Money & Brains (8)	92	144	37.1	121	75	68	58
New Melting Pot (3)	70	72	24.4	95	69	42	69
Towns & Gowns (12)	64	55	20.2	213	67	21	55
Public Assistance (32)	63	73	27.0	344	61	14	60
Hispanic Mix (9)	68	108	37.6	213	56	21	54
Black Enterprise (31)	51	57	26.2	76	50	36	61
Emergent Minorities (14)	41	36	20.4	144	43	23	65

instrument owners and 11 million male nonowners).

In Table 5, differences between the owner and nonowner populations can be noted simply by comparing the two percentages. Among the notable differences between owners and nonowners are: 62.5% of owners are older than 64 years of age compared to only 27.7% of nonowners; owners are more than twice as likely to be retired as nonowners; nonowners are slightly more educated and have higher household incomes; nonowners are more likely to live away from large metropolitan areas.

SUMMARY

1. The HIA's efforts to educate the family physician appear to be working, judging from the increasing number of physicians who screen their patients for hearing loss. The greater physician involvement, however, does not yet appear to have resulted in more recommendations for hearing instruments by family physicians.

2. Satisfaction with hearing instruments has declined over the last two years, especially among the binaural-owners population. This suggests that the industry may be over-selling the benefits of binaural fittings.

3. For the immediate future (through the first quarter of 1991), based on consumer-purchase and confidence indices, it appears that hearing-instrument sales will remain in a flat-to-declining mode.

4. The nonowner opportunity is estimated at 18.4 million people, not including residents of institutions. Because the untapped portion of the marketplace is significantly younger and has different lifestyles from hearing-instrument owners, we will need to use different market strategies to reach the nonowners. □

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Table 5. Hearing-instrument owner vs. nonowner demography.

	Percent		Population (000)	
	Nonowner	Owner	Nonowner	Owner
By sex				
Male	61.5%	60.8%	11010	3220
Female	38.5%	39.2%	6890	2080
By Age				
1-17 yrs	1.2%	0.3%	215	17
18-34 yrs	15.1%	5.3%	2699	281
35-44 yrs	18.7%	6.5%	3353	346
45-54 yrs	18.0%	7.4%	3218	394
55-64 yrs	19.3%	17.9%	3458	949
65-74 yrs	18.9%	32.7%	3378	1733
75-84 yrs	7.6%	23.7%	1359	1257
85 + yrs	1.2%	6.1%	220	322
By Household Income				
less than \$10k	12.6%	17.7%	2261	939
\$10-19k	18.2%	23.2%	3251	1227
\$20-29k	19.1%	16.3%	3421	863
\$30-39k	16.0%	14.5%	2866	770
\$40-49k	11.9%	10.1%	2139	536
\$50-59k	8.6%	6.8%	1543	360
\$60k +	13.5%	11.4%	2420	604
By Education Level				
Elementary degree	3.1%	6.1%	558	325
High school (some)	9.0%	10.6%	1606	560
High school degree	35.6%	32.7%	6376	1731
College (some)	26.4%	25.1%	4726	1330
College degree	12.0%	10.1%	2141	536
College (postgraduate)	11.5%	11.5%	2053	609
By Employment Category				
Full-time employment	51.6%	23.4%	9229	1239
Part-time employment	10.0%	7.8%	1795	416
Unemployed	10.0%	9.4%	1792	496
Retired	25.6%	54.7%	4590	2901
By Metro Size				
Less than 50k	32.8%	30.4%	5871	1613
50k-499k	20.4%	18.5%	3646	979
500k-1.99 mil.	14.9%	17.2%	2672	911
2 mil. and above	31.9%	33.9%	5710	1797
By Lifestage				
Roommates	1.2%	1.1%	217	60
Singles - young	2.9%	2.3%	517	122
- middle	5.8%	5.7%	1045	304
- older	5.1%	14.5%	911	767
Couples - young	8.3%	4.9%	1486	258
- working older	13.9%	16.6%	2481	879
- retired	14.6%	28.0%	2606	1486
Parents - young	14.1%	5.9%	2524	315
- middle	13.8%	7.1%	2477	379
- older	20.3%	13.8%	3637	730
By Geographic Area				
New England	4.5%	4.5%	806	237
Middle Atlantic	13.1%	14.3%	2354	757
East North Central	17.4%	16.5%	3118	875
West North Central	8.6%	8.2%	1536	436
South Atlantic	17.1%	15.7%	3068	832
East South Central	5.8%	4.8%	1044	255
West South Central	11.4%	10.9%	2044	577
Mountain	5.7%	7.3%	1017	389
Pacific	16.2%	17.8%	2896	943