



# *Final Report*

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# *Direct-to-Consumer Prescription Drug Advertisement Poll*

**For Public  
Release**

**February 25, 2008**

**NRC #2008.15**



# Methodology

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- Telephone surveys were conducted among 1,013 random adults comprising 506 men and 507 women 18 years of age and older. Interviewing took place over February 14-17, 2008.
- The questionnaire was fielded via Opinion Research Corporation's Caravan twice-weekly national telephone omnibus survey. ORC used random digit dialing to achieve a nationally representative probability sample and weighted completed interviews by age, sex, geographic region and race.
- The behavioral questions in the survey spanned experiences with prescription medications, reporting of serious side effects, and attitudes toward disclosures in drug advertisements.
- **Banner legend**
  - ✓ *Rx AE*: Has ever experienced a serious side effect from a prescription medication. A serious side effect is one that led the consumer to visit a hospital or doctor, was life-threatening, or caused a significant disability, incapacity or other serious problem.
- The results of this study are intended for external communications. Methodology statement for public release:

The Consumer Reports National Research Center conducted a telephone survey using a nationally representative probability sample of telephone households. 1,013 interviews were completed among adults aged 18+. Interviewing took place over February 14-17, 2008. The sampling error is +/- 3.1% at a 95% confidence level.



# Implications

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- Prescription drug advertising is an industry unto itself. In 2007, pharmaceutical companies devoted nearly 5 billion dollars across all media channels promoting their wares. From the advertiser's point of view, this is money very well spent.
- Indeed, our telephone survey of U.S. adults shows that 81% of Americans aged 18 years or more recall having seen or heard an advertisement for a prescription medication over the past 30 days. This translates to 180 million adults who have been exposed to a print or broadcast advertisement just in the past month. Exposure levels were strong across all demographic segments, and consumers with the highest earnings (household income \$75,000 or more) reported the most exposure (89%).
- Our latest research indicates that the most successful advertising channel is television. Virtually all (98%) of consumers recently exposed to an Rx ad viewed an ad on television. Print media (59%) also were productive, and even the lowest-scoring channels reached at least 3 in 10 adults (radio 37%, online 30%).
- The high level of penetration is especially significant given the size of the market: In the survey, 91%, or 202 million adults, said they have ever taken a prescription medication. Thus, 89% of the current or historical market recently has been exposed to a drug ad. Rx history was almost universal among consumers aged 55 years or more (96%), and it skewed slightly toward women (93% vs. 88% for men).
- These figures amount to enormous opportunity for pharmaceutical companies and other parties with a stake in the manufacture, sale or promotion of prescription medications. Large-scale advertising also is a source of information about potential remedies to consumers. And yet, there is a measure of risk, both to the consumer's health and finances, in peddling regulated products to the general population, when the lay consumer lacks the expertise to assess the information and cannot obtain those products independently.



## Implications (cont.)

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- One measure of this risk is the incidence of serious side effects from prescription medications. In the survey, respondents operated with a definition of serious side effects derived from the Food and Drug Administration's MedWatch safety information and adverse event reporting program (see [www.fda.gov/medwatch](http://www.fda.gov/medwatch)):  
*A serious side effect is one that led you to visit a hospital or your doctor, was life-threatening, or caused a significant disability, incapacity or other serious problem.*
- Among the 91% of adults who have taken an Rx drug, around 1 in 6 (16%) have ever experienced a serious side effect. In other words, 33 million Americans have a credible reason to report a serious problem—current or past—with their medication to an authority. Experience with a serious side effect scaled heavily with age: Consumers aged 55+ years were nearly twice as likely to have experienced one than the youngest cohort (22% vs. 12% of those under age 35).
- Clearly, consumer knowledge of the ability to report serious side effects is important to ensuring that those involved in the prescription, sale and regulation of prescription medications have the latest and most complete experiential data available. While 72% of consumers surveyed said they would know where to report a serious side effect, this means that 63 million U.S. adults don't know whom they could tell in the event they experienced a serious problem with a medication.
- Overwhelmingly, consumers with general reporting knowledge would communicate a serious side effect to their physician (79%). There is, however, no assurance that the doctor will use the information productively, e.g., by considering the patient input when writing a scrip, or transmitting the information to drug regulators or other authorities. Consequently, use of official reporting channels by the general population is important. But only 7% of consumers said they would file a report with the FDA, and just 3% mentioned the Centers for Disease Control and Prevention.



## Implications (cont.)

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- In the survey, responses to the question of where consumers would report a serious side effect were unaided. That is, respondents were not read a list of possible choices. The complete results were:
  - ✓ Doctor (79%)
  - ✓ Pharmacist (16%)
  - ✓ Poison control office (9%)
  - ✓ U.S. Food and Drug Administration (7%)
  - ✓ U.S. Centers for Disease Control and Prevention (3%)
  - ✓ Other public agency (3%)
  - ✓ Police (2%)
  - ✓ Attorney (2%)
  - ✓ Local health department (2%)
  - ✓ State health department (1%)
  - ✓ Online (blog/message board/Website) (1%)
  - ✓ Media (newspaper/radio/TV) (less than 1%)
  
- In a follow-up question, among those that did not mention the FDA, only 45% responded that they can report this information to the FDA. Thus, more than half do not know that the nation's drug regulatory body is available to receive their specific input about serious drug problems.



## Implications (cont.)

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- Overall, only 35% of U.S. adults were aware that serious side effects can be reported to the FDA. Among those with this specific reporting knowledge, 61% would report to the FDA by calling a toll-free telephone number, by far the most popular reporting channel. Note that responses to this question were unaided—no list was read to consumers. Other possible avenues for reporting were less popular:
  - ✓ Visit a Web site (22%)
  - ✓ Send e-mail (17%)
  - ✓ Write a letter (10%)
- Finally, consumers assessed their agreement with two statements regarding mandatory disclosure in drug advertisements of the FDA's Web site and toll-free telephone number for reporting serious side effects with prescription medications. Across all demographic segments, a strong majority of consumers favored required disclosure in drug advertisements. Specifically—
  - ✓ Magazines or newspapers: 90% *agreed* that print ads should be required to list the information, including 70% who *strongly agreed*.
  - ✓ Television: 87% *agreed* that drug ads in TV broadcasts should be required to list the information, including 67% who *strongly agreed*.



# Exposure to Rx Advertisements

- Over the past 30 days, roughly 8 in 10 (81%) of consumers have been exposed to a print or broadcast advertisement for a prescription drug.
  - ✓ Exposure scaled with income—respondents earning at least \$75,000 were far more likely to see or hear a drug ad than those with household income under \$40,000 (89% vs. 76%).
  - ✓ Consumers who have ever experienced a serious side effect with a prescription medication also were more likely to acknowledge exposure to a drug ad (87%).

QC1 - In the PAST 30 DAYS, have you seen or heard an advertisement for a prescription medication?

	Gender		Age			Household Income			Region				Rx	
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	NCntrl	South	West	AE
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	81	80	82	79	80	84	76	82	89	84	79	81	80	87
No	18	20	17	20	19	15	23	18	10	15	21	18	19	11
Don't know	1	0	1	0	0	1	0		1	0	0	1	1	1



# Source of Rx Advertisement

Base: Exposed to Rx Ad

- Virtually all consumers (98%) who recently were exposed to a prescription medication advertisement viewed an ad on television. Other media channels scored lower:
  - ✓ Magazines or newspapers (59%)
  - ✓ Radio (37%)
  - ✓ Online (30%)
  
- Exposure levels differed in several demographic segments.
  - ✓ Men were more likely than women to be exposed via radio or online.
  - ✓ More older consumers than others were exposed to print ads (65% of those aged 55+ years vs. 50% of those under age 35).
  - ✓ Around 4 in 10 consumers under age 55 were exposed to radio ads, compared to less than 3 in 10 of those aged 55 or more.

QC2S\_ALL - Thinking about advertisements for prescription medications you may have seen or heard in the past 30 days, where did you see or hear them?

Base: Exposed to Rx Ad (81%)

	Gender		Age			Household Income			Region				Rx
TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	NCntrl	South	West	AE
%	%	%	%	%	%	%	%	%	%	%	%	%	%
Television	98	97	98	99	97	97	99	99	99	96	98	98	96
Magazines or newspapers	59	54	63	50	65	50	61	69	62	64	57	55	65
Radio	37	46	30	40	42	28	40	41	37	46	32	37	39
Online	30	35	27	42	31	18	31	40	32	35	24	34	36
Other	1	2	1	2	1	1	2	1	1	3	1	5	5





# Prescription Medication Use: Overall

- Overall, 91% of consumers said they have taken a prescription medication at some time.
- Women and older consumers were more likely to have used Rx drugs than others.

QC3 - Have you EVER taken a prescription medication?

	Gender		Age			Household Income			Region				Rx	
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	NCntrl	South	West	AE
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	91	88	93	84	93	96	92	88	94	91	93	89	91	100
No	9	12	7	16	7	4	8	12	6	9	7	11	9	
Refused/No answer	0	0				0						0	0	



# Prescription Medication Use: Current

*Base: Have Taken Rx*

- Among consumers who have ever taken a prescription medication, 6 in 10 consumers currently are taking one, and disproportionately they are women (66% vs. 54% of men).
  - ✓ Current Rx use is highest among consumers aged 55 years or more (85%). In contrast, only 36% of those under age 35 uses a prescription drug at present. Thus, older consumers are 2.4 times as likely to be using Rx drugs than young consumers.
  - ✓ In terms of earnings, current use of prescription medications is highest among the lowest-income segment (67% vs. 51% to 57% for \$40,000+).

## QC4 - Are you CURRENTLY taking a prescription medication?

*Base: Have Taken Rx (91%)*

	Gender		Age			Household Income			Region				Rx	
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	NCntrl	South	West	AE
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	60	54	66	36	57	85	67	51	57	57	60	69	51	69
No	39	45	34	64	42	15	33	49	43	42	40	31	49	30
Refused/No answer	0	0	0		1	0			1	1	1	0	0	0



# Serious Side Effect from Rx

*Base: Have Taken Rx*

- Among the 91% who have ever taken an Rx drug, nearly 1 in 6 (16%) have experienced a serious side effect. A serious side effect is one that led consumers to visit a hospital or their doctor, was life-threatening, or caused a significant disability, incapacity or other serious problem.
- Incidence of serious side effects scaled heavily with age: Consumers aged 55+ years were nearly twice as likely to have experienced one than the youngest cohort (22% vs. 12% of those under age 35).

## QC5 - Have you ever experienced a serious side effect from a prescription medication?

*Base: Have Taken Rx (91%)*

	Gender		Age			Household Income			Region				Rx	
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	NCntrl	South	West	AE
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	16	14	18	12	15	22	19	16	16	16	17	17	15	100
No	83	86	81	88	84	77	80	84	84	84	83	82	84	
Refused/No answer	0		0		0	0	0					0	0	



# Reporting Serious Side Effects: General

- Around 7 in 10 consumers (72%) said they would know where to report a serious side effect from an Rx drug.
- Those claiming to have reporting knowledge were disproportionately:
  - ✓ North Central residents (82%)
  - ✓ Age 55 years or more (78%)
  - ✓ Household income under \$40,000 (76%)

QC6 - If you were to experience a serious side effect from a prescription medication, would you know where to report it?

	TOTAL	Gender		Age			Household Income			Region				Rx
		Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	NCntrl	South	West	AE
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	72	72	71	67	71	78	76	68	70	74	82	70	63	77
No	27	27	28	33	28	20	23	31	30	26	18	29	37	23
Refused/No answer	1	0	1	0	1	1	1	1	1	0	1	1	1	1



# Reporting Serious Side Effects: Specifics

## *Base: Know Where to Report*

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- Those consumers who said they would know where to report a serious side effect (72%) were asked exactly where they would report the information. Responses were unaided—consumers were not read a list of possible choices.
  
- Among those with general reporting knowledge, nearly 8 in 10 (79%) said they would report a significant problem with a prescription medication to their doctor. The physician was the No. 1 choice across gender, age, income, geography and actual experience with a serious side effect.
  
- Hospitals were a distant No. 2 with a 33% share, and under 1 in 6 consumers would file a report with their pharmacist. All public agencies and officials scored below 10%:
  - ✓ Pharmacist (16%)
  - ✓ Poison control office (9%)
  - ✓ U.S. Food and Drug Administration (7%)
  - ✓ U.S. Centers for Disease Control and Prevention (3%)
  - ✓ Other public agency (3%)
  - ✓ Police (2%)
  - ✓ Attorney (2%)
  - ✓ Local health department (2%)
  - ✓ State health department (1%)
  - ✓ Online (blog/message board/Website) (1%)
  - ✓ Media (newspaper/radio/TV) (0%)

**QC7S\_ALL - Where would you report the serious side effect?**

*Base: Know Where to Report Serious Side Effect (72%)*

	TOTAL	Gender		Age			Household Income			Region				Rx
		Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	NCntrl	South	West	AE
<u>[Unaided Responses]</u>	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Doctor	79	74	85	76	81	81	76	82	81	80	80	80	77	82
Hospital	33	34	32	38	32	30	38	35	30	38	31	26	42	27
Pharmacist	16	14	19	17	17	15	19	17	17	18	17	18	13	20
Poison control office	9	11	6	16	6	5	11	9	9	7	8	10	9	8
U.S. Food and Drug Administration	7	10	4	4	10	7	2	12	10	9	5	7	7	12
U.S. Centers for Disease Control and Prevention	3	4	2	1	4	4	1	3	5	2	3	4	3	5
Other public agency	3	4	2	2	3	2	2	1	7	6	1	2	3	4
Police	2	4	1	3	1	4	1	3	4	3	4	2	1	6
Attorney	2	4	1	5	2	1	2	3	4	2	1	3	3	2
Local health department	2	3	1	2	2	2	2	1	3	2	2	1	3	2
State health department	1	1	1		2	1	1	2	1	1	1	1	1	2
Online (blog/message board/Website)	1	1	1	1	1	0	0	1	2	1	1	1	1	1
Media (newspaper/radio/TV)	0	0	0		1	0	0		1			1		1
Other	15	18	13	15	18	13	14	16	18	19	16	12	17	24
Refused/No answer	1	2	1	1	1	2	2	0	1		2	2	1	



# Reporting Serious Side Effects to FDA

*Base: Know Where AND Would Not Report to FDA*

- Two-thirds (67%) of consumers said they know where to report serious side effects but did not mention the FDA as a possible recipient. Among them, under half (45%) were aware that they can report this information to the FDA.
  - ✓ Consumers earning at least \$75,000 or aged 55+ years were more likely than others to know that the FDA is a possibility.
  - ✓ Significantly, consumers who have actually experienced a serious side effect were least likely to know (38%).

## QC8 - Did you know that you can report serious side effects to the FDA?

*Base: Know Where to Report Serious Side Effect AND Would Not Report to FDA (67%)*

	Gender		Age			Household Income			Region				Rx	
	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	NCntrl	South	West	AE	
<b>TOTAL</b>														
%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Yes	45	48	43	44	41	51	42	45	53	49	40	44	51	38
No	54	52	57	56	59	48	58	55	47	50	60	56	48	62
Refused/No answer	0	0	0		1	0			0		1	0	0	0



# Reporting Serious Side Effects to FDA: How

## Base: Specific Reporting Knowledge

- Responses to this question were unaided—no list was read to consumers. Slightly more than one-third (35%) of consumers said they know where to report serious side effects, and either would report to the FDA or know that they can report to the FDA. Among those with this specific reporting knowledge, 61% would report to the FDA by calling a toll-free telephone number, by far the most popular reporting channel.
- Less popular avenues for reporting:
  - ✓ Visit a Web site (22%)
  - ✓ Send e-mail (17%)
  - ✓ Write a letter (10%)

### QC9S\_ALL - How would you report the serious side effect to the U.S. Food and Drug Administration?

Base: Know Where to Report Serious Side Effect AND Would Report/Know Can Report to FDA (35%)

	TOTAL	Gender		Age			Household Income			Region				Rx
		Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	NCntrl	South	West	AE
[Unaided Responses]	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Call toll-free telephone number	61	62	59	64	60	59	66	62	56	51	65	62	63	58
Visit a Web site	22	23	21	30	23	15	14	28	27	30	8	26	23	26
Send e-mail	17	21	13	28	18	9	6	23	29	17	19	12	23	15
Write a letter	10	9	11	12	7	12	14	13	5	15	4	8	15	18
Fax a letter	1	0	1		1	1	1		1	1	1	0	1	
Other	11	12	11	4	15	14	13	11	11	11	10	10	16	14
Refused/No answer	8	8	9	8	5	11	9	5	5	4	10	10	8	6





# Attitudes toward Rx Ad Disclosures

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- Consumers rated their agreement with two statements regarding mandatory disclosure in drug advertisements of the FDA's Web site and toll-free telephone number for reporting serious side effects with prescription medications.
- Across all demographic segments, a strong majority of consumers favored required disclosure in drug advertisements. Specifically—
  - ✓ Magazines or newspapers: 90% *agreed* that print ads should be required to list the information, including 70% who *strongly agreed*.
  - ✓ Television: 87% *agreed* that drug ads in TV broadcasts should be required to list the information, including 67% who *strongly agreed*.

**QC10A - Drug advertisements appearing in MAGAZINES OR NEWSPAPERS should be required to list the Web site and toll-free telephone number that consumers can use to report a serious side effect with a prescription medication.**

	Gender		Age			Household Income			Region				Rx	
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	NCntrl	South	West	AE
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b><i>Strongly/Somewhat Agree (Net)</i></b>	<b>90</b>	<b>89</b>	<b>91</b>	<b>89</b>	<b>92</b>	<b>90</b>	<b>94</b>	<b>92</b>	<b>87</b>	<b>89</b>	<b>91</b>	<b>88</b>	<b>93</b>	<b>92</b>
Strongly agree	70	66	75	66	74	71	76	75	64	73	68	70	70	77
Somewhat agree	20	24	16	23	18	20	18	17	23	15	23	18	23	15
Somewhat disagree	4	4	4	5	3	4	3	4	5	3	5	5	3	2
Strongly disagree	4	6	3	6	3	4	2	3	7	6	3	5	3	5
Don't know	1	0	2	2	2	2	1	0	2	2	1	1	1	1

**QC10B - Drug advertisements appearing on TELEVISION should be required to list the Web site and toll-free telephone number that consumers can use to report a serious side effect with a prescription medication.**

	Gender		Age			Household Income			Region				Rx	
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+	NEast	NCntrl	South	West	AE
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b><i>Strongly/Somewhat Agree (Net)</i></b>	<b>87</b>	<b>85</b>	<b>88</b>	<b>86</b>	<b>88</b>	<b>86</b>	<b>92</b>	<b>88</b>	<b>81</b>	<b>86</b>	<b>89</b>	<b>86</b>	<b>87</b>	<b>89</b>
Strongly agree	67	62	71	61	70	69	75	71	58	65	68	68	65	77
Somewhat agree	20	23	17	25	18	17	17	17	23	21	21	17	22	12
Somewhat disagree	6	7	4	5	5	7	4	5	8	3	5	6	7	5
Strongly disagree	6	7	5	9	5	5	3	7	8	9	4	6	5	5
Don't know	2	0	3	1	2	3	1	0	2	2	2	2	1	1



# Profile

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- **Women and men were nearly equally represented in the poll, and the median age of respondents was 44 years.**
- **Nearly 4 in 10 consumers (37%) reported a four-year college degree or more, but 31% had no education beyond high school.**
- **Median household income of the sample was about \$50,000, and 44% said they are employed full time.**
- **Most respondents (52%) are married, and three in four (76%) said they are Caucasian.**

## Profile

	Gender		Age			Household Income			
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+
	%	%	%	%	%	%	%	%	%
<b>UNWEIGHTED BASE</b>	1,013	506	507	136	369	502	344	254	242
<b><u>GENDER</u></b>									
Male	48	100		57	45	42	47	51	51
Female	52		100	43	55	58	53	49	49
<b><u>AGE</u></b>									
18-34	31	36	26	100			36	35	28
35-44	19	19	19		50		13	18	29
45-54	19	17	21		50		16	20	22
55-64	14	11	18			47	14	16	13
65+	16	16	17			53	22	10	9
Refused/Nr	1	1	0					1	
<b>MEDIAN (Years)</b>	<b>43.9</b>	41.3	47.2	26.0	43.9	66.4	45.7	42.0	42.0
<b><u>EDUCATION</u></b>									
Some HS or less	11	9	12	17	7	9	14	8	3
HS graduate	27	28	26	32	23	28	41	22	17
Some college	24	24	23	22	22	27	24	26	23
<i>College grad+ [Net]</i>	<b>37</b>	37	37	27	46	35	20	43	58
College grad	24	25	23	22	30	19	16	28	34
Postgrad degree	13	12	13	5	16	16	4	15	24
Refused/Nr	1	1	2	2	1	1	1		
<b><u>HOUSEHOLD INCOME</u></b>									
Under \$25,000	20	16	23	23	15	24	53		
\$25,000 but less than \$50,000	27	30	25	27	24	32	47	34	
\$50,000 but less than \$75,000	19	19	18	22	19	16		66	
\$75,000 but less than \$100,000	11	12	10	8	16	10			40
\$100,000 or more	17	17	17	16	22	12			60
Refused	5	5	6	4	5	7			
<b>MEDIAN (000s)</b>	<b>\$50.2</b>	\$52.0	\$48.8	\$48.1	\$61.9	\$42.9	\$24.2	\$56.1	\$116.8

## Profile (cont.)

	Gender		Age			Household Income			
	TOTAL	Men	Women	18-34	35-54	55+	<\$40K	\$40-74K	\$75K+
	%	%	%	%	%	%	%	%	%
<b>UNWEIGHTED BASE</b>	1,013	506	507	136	369	502	344	254	242
<b><u>EMPLOYMENT</u></b>									
Employed full time	44	54	35	48	62	20	28	56	65
Employed part time	13	10	15	22	9	8	15	13	10
Retired	21	20	23	1	6	61	28	18	10
Not employed	21	15	27	29	23	10	29	12	15
Refused/Nr	1	0	1		0	1		0	
<b><u>MARITAL STATUS</u></b>									
Married	52	52	52	39	62	51	34	58	71
Living as married	3	3	2	4	3	1	3	4	2
Single and never been married	23	31	16	52	12	8	32	20	18
Divorced	11	8	15	4	16	14	16	11	7
Separated	1	1	2		2	1	2	1	
Widowed	8	5	11		2	24	13	5	1
Refused/Nr	2	1	3	1	3	1	0		1
<b><u>RACE*</u></b>									
White/Caucasian	76	74	77	69	75	82	69	82	79
Black/African-American	11	10	13	13	10	11	18	7	12
Asian/Asian-American	2	3	1	3	2	2	2	3	3
Some other race	10	12	8	14	11	4	11	11	7
Refused/Nr	3	3	3	3	3	3	2	0	0
*Multiple responses allowed									
<b><u>REGION</u></b>									
Northeast	19	19	19	20	20	17	21	14	24
North Central	22	25	20	21	25	21	28	22	19
South	36	34	38	32	35	40	32	36	33
West	23	21	24	27	20	22	19	29	24