

Survey demographics: respondents represent a cross-section of the industry

LMT mailed State of the Industry surveys to 4,000 readers and received 629 surveys—representing a 16% response rate—from a demographic cross-section of the industry. The only survey demographic figures that are not consistent with our circulation data, which is an accurate representation of the industry, are the full service and C&B laboratory respondents. Our circulation data shows that full service laboratories represent 32.5% of the industry and C&B labs represent 50% of the industry. However, a lower percentage (16%) of full service laboratories and a higher percentage (71%) of C&B labs responded to our survey.

Geographic breakdown:	Survey respondents	LMT's circulation data
New England (ME, NH, VT, MA, RI, CT)	3%	6%
Middle Atlantic (NY, NJ, PA)	12%	15%
East North Central (OH, IN, IL, MI, WI)	19%	16%
West North Central (MN, IA, MO, ND, SD, NE, KS)	9%	6%
South Atlantic (DE, MD, DC, VA, WV, NC, SC, GA, FL)	8%	18%
East South Central (KY, TN, AL, MS)	6%	4%
West South Central (AR, LA, OK, TX)	8%	8%
Mountain (MT, ID, WY, CO, NM, AZ, UT, NV)	8%	7%
Pacific (AK, WA, OR, CA, HI)	17%	20%
Type of laboratory:		
C&B	71%	50%
Full service	16%	32.5%
Denture and partial	12%	15%
Orthodontic	1%	2.5%

Number of employees (Note: the size categories on our survey are slightly different than the categories on our circulation data):

One to four	74%	One to five	81.5%
Five to 20	21%	Six to 20	13%
21-50	4%	21-50	3.5%
Over 50	1%	Over 50	2%

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