

lar comparison of all U.S. families with these 4633 Hartford subscribers:

TABLE 2

4633 HARTFORD SUBSCRIBERS

Income Levels	Proportion of Total U.S. Families*	Proportion of Total Subscribers	Average Weekly Program Expenditure
0 - \$3,999	29.1%	1.5%	\$0.99
\$4,000 - \$6,999	32.5%	40.8%	1.25
\$7,000 - \$9,999	21.0%	43.3%	1.23
\$10,000 and Over	17.7%	14.4%	1.18
Totals (rounded)	100.0%	100.0%	(avg.) \$1.22

* Statistical Abstract of the United States, 1964, Table No. 457, p. 338.

As shown by the above table, 85.6% of the Hartford subscribers had incomes of less than \$10,000 per year and 42.3% had annual incomes of less than \$7,000. On the other hand, only 14.4% of the Hartford subscribers had incomes of \$10,000 or more. Certainly, this Hartford concentration among middle-income groups in itself refutes the argument that subscription television is a "Cadillac" television service which only the wealthy can afford. This refutation is reinforced by the fact that the average program expenditures for all income levels above \$4,000 are approximately the same.

2163 of these 4633 subscribers can be characterized as lower-than-average viewers, in that their weekly program expenditures all averaged less than the overall \$1.22 per week. It is particularly significant that the remaining 2470 above-average viewers were even more concentrated in the middle-income levels. This is particularly noticeable in the \$4,000-\$6,999 level as shown by the following table:

TABLE 3

Average Program Expenditures Per Week

Annual Income Level	Under \$1.21	\$1.21 to \$2.50	Over \$2.50
0 - \$3,999	1.9%	1.3%	0.5%
\$4,000 - \$6,999	37.2%	42.3%	52.1%
\$7,000 - \$9,999	43.8%	43.5%	39.5%
\$10,000 and Over	17.0%	12.9%	8.0%
Totals (rounded)	100.0%	100.0%	100.0%
Total Subscribers	2163	2042	428