

Although the middle-income groups constituted the great majority of subscribers at all 3 expenditure levels, the above Table 3 again reflects the slightly higher average expenditures of subscribers in the \$4,000-\$6,999 income level shown in the preceding Table 2.

Tables 2 and 3, which average the 92-week statistical period, do not indicate trends. However, the same 92-week analysis further established that, as the number of subscribers increased, by far the greatest penetration was at the \$4,000-\$6,999 income level. This trend is shown by the following table listing new subscribers added during appropriate time segments of the 92-week period:

TABLE 4

Income Levels	Percentage of Subscribers			
	First 26 Weeks	27th-52nd Weeks	53rd-78th Weeks	79th-92nd Weeks
0 - \$3,999	1.1%	1.0%	2.1%	2.1%
\$4,000 - \$6,999	27.5%	35.5%	45.0%	54.6%
\$7,000 - \$9,999	49.9%	46.8%	40.6%	38.8%
\$10,000 and Over	21.4%	16.7%	12.2%	4.5%
Totals (rounded)	100.0%	100.0%	100.0%	100.0%

The proportion of new subscribers in the \$4,000-\$7,000 income level steadily increased from 27.5% during the first 26 weeks to 54.6% during the last 14 weeks. On the other hand, the importance of the \$7,000-\$10,000 income group steadily declined from 49.9% during the first 26 weeks to 38.8% during the final 14 weeks of the period. The \$10,000 and over income group showed the greatest decline, from 21.4% of the total subscribers in the first 26 weeks to 4.5% in the last 14 weeks.

The small percentages of subscribers with incomes of less than \$4,000 a year in Tables 2, 3 and 4 are not surprising, since a \$3,000 annual family budget has been described by President Johnson as the boundary below which any family must be considered to live in poverty and to which the nation's anti-poverty program is being directed. This so-called poverty segment of our population unfortunately does not provide a market for any goods and services beyond minimal shelter, food, clothing, and medical care. *Economic Report of the President*, transmitted to the Congress January 1964, pp. 58-59. A considerable portion of those in this poverty classifica-