for a family with an income of $10,000 are $32·56, $51·73 and a net subsidy *paid* in the amount of $19·17. This represents 59% more than the benefits received from television viewing. When the subsidy is broken down into

TABLE III

Net Subsidies to Hypothetical Families with Disposable Incomes of $3,000 and $10,000 Respectively—1963

	(1) Benefits received, $.	(2) Payments made, $.	(3) Net Subsidy, $.	(4) Subsidy–benefit ratio, %.	(5) Income elasticity.
	A Family with Disposable Personal Income of $3,000				
Food	8·91	5·68	3·13	35	0·70
Automobile	2·06	0·99	1·07	52	1·36
Tobacco	2·74	1·87	0·87	32	0·65
House furnishings and equipment	1·36	0·73	0·63	46	1·04
Alcoholic beverages	1·71	0·95	0·76	44	0·77
Clothing and related materials	0·68	0·36	0·32	47	0·86
Household operations	4·10	2·33	1·77	43	0·68
Medical care	4·10	2·68	1·42	35	0·61
Personal care	5·48	3·64	1·84	34	0·43
Recreation and transport	0·68	0·35	0·33	49	1·03
Others	2·39	1·52	0·87	36	0·55
Total	34·21	21·20	13·01	38	
	A Family with Disposable Personal Income of $10,000				
Food	8·48	13·46	−4·98	−59	0·64
Automobile	1·95	3·63	−1·68	−86	0·80
Tobacco	2·61	3·92	−1·31	−50	0·49
House furnishings and equipment	1·31	2·27	−0·96	−73	0·83
Alcoholic beverages	1·64	2·66	−1·02	−62	0·92
Clothing and related materials	0·64	1·07	−0·43	−67	0·95
Household operations	3·90	6·55	−2·65	−68	1·04
Medical care	3·90	6·19	−2·29	−59	0·73
Personal care	5·23	7·31	−2·08	−40	0·72
Recreation and transport	0·64	1·19	−0·55	−86	1·01
Others	2·26	3·48	−1·22	−54	0·80
Total	32·56	51·73	−19·17	59	

Note: The values in each column were computed as follows:
(1) $C\{\alpha_i g(Y)\}$; (2) $a_i f_i(Y)$; (3) column 1 minus column 2; (4) column 3 divided by column 1; (5) $\eta = \frac{dE}{dY}\frac{Y}{E}$.

Source: See Table I.

product groups considerable divergency emerges. Thus, a family with an income of $3,000 received a net subsidy as high as $3·13 from programmes sponsored by food advertisers and as low as $0·32 from clothing. The abso-