

RANGE

Item	Comparison of prices in low-income market			Overall comparison of prices between the low-income and the legitimate markets		
	High	Low	Difference	High	Low	Difference
Emerson.....	\$199.95	\$147.00	\$52.17	\$199.95	\$129.95	\$70.00
Olympic.....	194.95	-----	-----	194.95	110.00	84.95
Admiral.....	249.00	135.77	113.23	249.00	118.00	131.00

Note: This shopping trip was conducted as a training demonstration only and prices obtained should not be construed as official Government figures.

COMPARISON SHOPPING ANALYSIS, MIAMI

Item	Low-income market				Legitimate market
	Area 1	Area 2	Area 3	Area 4	
19-inch portable Emerson TV.....	\$219.00	-----	\$199.50	\$199	-----
	229.00	-----	-----	1150	\$145
	171.88	-----	-----	210	-----
Admiral.....	169.88	\$169.99	199.50	-----	125
	-----	165.00	159.00	-----	145
Olympic.....	-----	-----	189.50	-----	110
GE.....	169.88	159.00	-----	-----	149

RANGE

Item	Comparison of low-income to legitimate market			Comparison of prices within low-income market		
	High	Low	Difference	High	Low	Difference
Emerson.....	\$229.00	\$145	\$84.00	\$229.00	\$150.00	\$79.00
Admiral.....	199.50	125	74.50	199.50	159.00	40.50
Olympic.....	189.50	110	79.50	-----	-----	-----
GE.....	169.88	149	20.88	169.88	159.00	10.88

¹ Cash.

COMPARISON SHOPPING ANALYSIS, BOSTON (1967)

Item	Low-income market				Legitimate market
	Upper Wash	Uphams	Stuart	Broadway	
19-inch portable Emerson TV.....	\$239.00	\$149.00	-----	-----	\$129.00
	-----	138.00	-----	-----	-----
Admiral.....	169.95	148.00	-----	-----	-----
	189.95	¹ 116.95	² \$179.00	\$169.00	-----
	¹ 115.95	138.00	¹ 129.00	169.95	-----
Olympic.....	200.00	-----	¹ 129.50	-----	-----
	210.00	-----	159.50	-----	-----
	⁴ 179.00	-----	-----	-----	110.00
RCA.....	189.95	-----	-----	-----	-----
	189.95	-----	-----	-----	-----
Philco.....	189.00	-----	179.00	-----	159.95
	210.00	-----	-----	-----	-----
	179.95	-----	-----	-----	149.95

¹ Ethical store in low-income area.

² 1966 model.

³ Wholesale.

⁴ 1967 model.