

RANGE

Item	Comparison of low-income to legitimate market			Comparison of prices within low-income market		
	High	Low	Difference	High	Low	Difference
Emerson.....	\$239.00	\$129.00	\$110.00	\$239.00	\$138.00	\$101.00
Admiral.....	189.95	115.95	74.00	189.95	138.00	51.95
Olympic.....	210.00	110.00	100.00	210.00	159.50	50.50
RCA.....	189.95	159.95	30.00	189.95	179.00	10.95
Philco.....	210.00	149.95	60.05	210.00	179.95	30.05

PROJECT MONEYWISE—BOSTON—COMPARISON SHOPPING ANALYSIS

Item	Low-income market				Ethical market	
	Store A	Store B	Store C	Store D	Discount store	Department store
19-inch portable Olympic TV.....	\$169.50	\$159.95	\$179.95	\$198.89	\$89.95	\$98.95
	Comparison of low-income to legitimate market			Comparison of prices within low income market		
	High	Low	Difference	High	Low	Difference
Range.....	\$198.89	\$89.95	\$108.94	\$198.89	\$159.95	\$38.94

COMPARATIVE SHOPPING ANALYSIS, WASHINGTON, D.C.

Item	Low-income market					Ethical market	
	Area A	Area B	Area C	Area D	Area E	Downtown District of Columbia	Area F
19-inch portable Admiral TV.....	\$169.99	\$179.95	\$189.00	(1)	\$159.00	\$129.95	(1)
	179.99	189.00	2 126.95		179.00		
	139.95		149.95				
	269.00						
	135.00						
	159.00						
	149.00						
	3 (\$199-229.00)						
19-inch portable Emerson TV.....	(1)	185.00	4 110.00	(1)	289.00	139.95	119.88
		179.00			199.00	149.00	
		169.00			175.00		
					5 166.95		
19-inch portable Olympic.....	129.00	189.00	(1)	(1)	179.00	(6)	(6)
	151.90	149.95			5 166.95		
	189.00				145.00		
					199.00		

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Item	Comparison of low-income to ethical market			Comparison within low-income market		
	High	Low	Difference	High	Low	Difference
Admiral.....	\$269	4 \$129.95	\$139.05	\$269	\$135	\$134
Emerson.....	289	119.88	169.12	289	169	120
Olympic.....	199	6 110.00	89.00	199	129	70

1 Not available.

2 Cash discount store (not low-income marketplace).

3 Lower price stated if bought with furniture.

4 Used set.

5 Repossessed set.

6 19-inch portable Olympic TV not available in stores in the legitimate market used for this comparative shopping analysis. Average price from previous shopping trips used for comparative purposes.

Note: Shopping trip conducted as training demonstration. Prices should not be construed as official Government figures.