

Second, customers' families were larger than average when compared to all District of Columbia families. The average size of these families was 4.3 persons, as compared with a Census average of 3.5 persons per family. Only 19 percent of the sample was in the 2-person family category, as compared with 41 percent of the Census family population in this size group. The larger families were much more prevalent in the sample of customers. Almost half (43.6 percent) of customers' families were of five persons or more, while less than one-fourth (22.9 percent) of the Census family population was in this size group.

Types of Residence.—The types of residence of customers are shown in table IV-4. Most of the sample of customers (93 percent of the total) rented an apartment, house, or room. Only 6.4 percent of the customers in this sample either owned or were buying their own residence. For 1960 the Bureau of the Census indicates that 61 percent of all housing units were owner-occupied. Among non-whites in the population the figure was 38 percent.¹

TABLE IV-4.—TYPES OF RESIDENCE OF CUSTOMERS

Type residence	Number	Percent of total
Rental:		
Rent apartment ¹	318	65.4
Rent house.....	131	27.0
Rent room.....	3	.6
Total, rentals.....	452	93.0
Ownership:		
Buying house.....	27	5.6
Owns house.....	3	.6
Buying apartment.....	1	.2
Total, ownerships.....	31	6.4
Live with relatives.....	3	.6
Total, sample.....	486	100.0

¹ Includes 1 customer who was a custodian and received the use of an apartment as part of his income.

Source: Bureau of Economics, Federal Trade Commission.

Income of Customers.—The distribution of customers by monthly income and annual income categories is shown in table IV-5. The data used to prepare these tabulations included total family income earnings of husband and wife when both were employed and income from sources other than employment.

TABLE IV-5.—INCOME OF CUSTOMERS

MONTHLY FAMILY INCOME OF CUSTOMERS, 1966		
Monthly income	Number	Percent of total
Less than \$100.....	5	1.0
\$100 to \$199.....	52	10.7
\$200 to \$299.....	130	26.7
\$300 to \$399.....	117	24.1
\$400 to \$499.....	66	13.6
\$500 to \$599.....	65	13.4
\$600 to \$699.....	22	4.5
\$700 to \$799.....	17	3.5
\$800 and over.....	12	2.5
Total.....	486	100.0

Note: Median monthly income, \$348.

¹ *Statistical Abstract of the United States*, 1965, p. 763, Table No. 1107.