

Figure 1: Comparison Between Income Groups in the United States and Occupational Groups in Cincinnati

In the first group were included those occupations which call for a higher order of intelligence, education and personality, and which presumably pay a larger compensation. This group includes:

Occupation	Percentage of Earners
Business executives	2.6
Professional men	5.9
Retailers and tradesmen other than department store and jobbing house executives..	4.5
Salesmen (traveling or city), excluding retail clerks	1.1
Total Group I.....	14.1

In Group II were included those earners who logically fall below Group I, but above the lower order of earners:

Occupation	Percentage of Earners
Clerical Workers	20.1
Skilled Workers	22.6
Total Group II.....	42.7

While it is true that skilled workmen frequently receive better pay than clerical workers, it did not appear that either skilled workmen or clerical employees should displace any of the four classes in Group I.

In Group III were included all unskilled and semi-skilled laborers, and all miscellaneous employees, totaling 43.2 per cent of the total earners.

Comparing Occupational and Income Groups

Figure 1 shows the comparison of these three occupational groups with the three income groups. You will notice that the agreement is quite close. Whenever this survey has been presented to businessmen, questions have been raised as to the agreement between the income groups and the occupational groups. On the whole, there is probably a considerable degree of harmony between the two groups. There are, of course, young doctors, young lawyers and retailers whose incomes are less than \$2,000 a year and who belong in the second income group, although placed in the first occupational group. Likewise, there are clerical employees and skilled workmen earning more than \$2,000 a year. Bear in mind, however, that the annual earnings of a skilled workman may be exaggerated by the publicity given to his daily rate; in the building trades, for example, there are many skilled workmen who are employed for only one hundred and fifty to two hundred days a year, and this lack of steady employment, a problem confronting thousands of skilled workmen, means a material reduction in

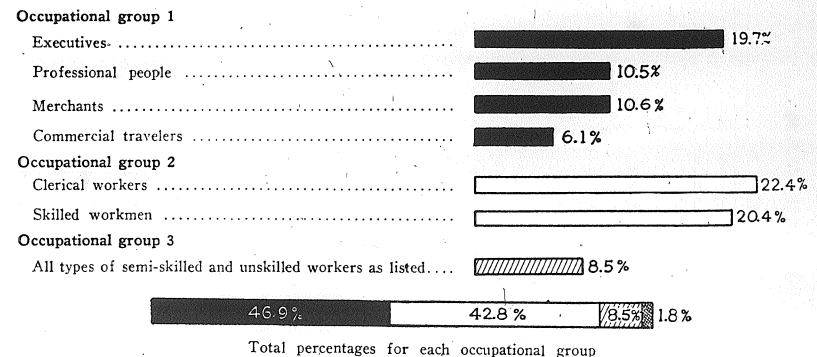


Figure 2: Subscription Circulation of 44 National Magazines in Metropolitan Cincinnati by Occupational Groups
Based on actual checking of 79,000 names and addresses

annual income. Bear in mind as well that while some skilled workmen, such as those engaged in the building trades in a city like Chicago, may earn \$20 to \$30 a day, these conditions are not typical of the country as a whole and particularly do not apply to the smaller cities and towns. All things considered, the crossovers from Group II into Group I and the crossovers from Group I into Group II must approximately offset each other, for the income groups as worked out by the National Bureau of Economic Research are very accurate.

The important point, however, is this: that since the occupational groups are used as a yard stick to measure both the consumer market for a given product and the characteristics of advertising circulation, the lack of perfect agreement does not lessen the value of this survey.

Analysis of Magazine Circulation

Having established this yard stick and having obtained from the publishers of these forty-four magazines the names and addresses of their subscribers, the investigators proceeded to identify these subscribers by obtaining from the city directory and other sources the nature of the occupation of each. The summary of these findings is as follows:

Total population, metropolitan Cincinnati	537,000
Total number families, metropolitan Cincinnati	141,000
Total circulation of 44 magazines	155,000
Subscription circulation	79,000
Newsstand circulation	76,000

Average magazines per family	1.1
Circulation addressed to men	30%
Circulation addressed to women	69%
Circulation addressed to married women	50%
Circulation addressed to single women	19%
Circulation addressed to institutions	1%

The total of 155,000 circulation was constituted as follows:

6 women's magazines (first division)	52,000 (34%)
4 women's magazines (second division)	12,000 (8%)
3 leading weeklies	31,000 (20%)
5 leading monthlies (fiction and general)	33,000 (21%)
15 class publications	9,000 (6%)
11 other magazines	18,000 (12%)

Figure 2 gives the distribution of the subscription circulation of these forty-four magazines according to occupational groups. You will notice that Group I, 14 per cent of the earners, constitutes 47 per cent of the circulation; Group II, with 43 per cent of the earners, about 43 per cent of the circulation; Group III, also about 43 per cent of the earners, only 8.5 per cent of the circulation.

The piling up of magazine circulation in Group I is particularly interesting. The total circulation in Group I, 72,000, is almost three times the total number of income earners in Group I, 26,235, and nearly five times the number of families, 14,980.

In Group II, we have 66,000 circulation compared with 79,106 earners and 45,364 families.

In Group III there was 13,000 circulation compared with 79,967 earners and 45,895 families. In these