

REPORT ON THE MILITANT'S CIRCULATION IN 1973

The most spectacular change in The Militant's circulation from 1972 to 1973 was in single copy sales. These sales went from an average of 2,830 per week in 1972 to 5,893 per week throughout 1973--an increase of 108% for branches. These figures do not include sales by regional YSA locals and others who also sold more copies in 1973.

The spring and fall, 1973, sales campaigns accounted for the higher sales average. However, even in the summer of 1973 average weekly sales were more than 5,000 (over a 10 week period.)

A much higher percentage of the actual bundle was sold in 1973 also--71%, up from 54% in 1972. The "break-even" point was 70% from Sept. to Dec. 1973. It was 50% in 1972 and until Aug. 1973.

Because of tighter organization of sales and a larger percentage of the bundles sold, 13 out of 22 branches made a profit in 1973. In addition, the debt declined significantly. Branches owed a total of \$11,351 at the end of 1972. This went down to \$2,950 at the end of 1973.

Average weekly participation increased in 1973 by 9% over the previous year--from an average of 551 participating each week in 1972 to 600 in 1973.

Even more significant is the increase in the average number of papers sold by comrades who participated in sales. The per capita doubled in one year--from 5 per comrade per week in 1972 to 10 per comrade in 1973. Although the highest per capita in 1973 was during the fall sales campaign (12.6 per capita), the summer and winter per capita average was 9.5.

While sales have increased, the long-term paid subscription circulation of The Militant remained at about the same level in 1972 and 1973 (excluding all introductory subscriptions). However, the renewal rate for subscribers (with other than introductory subscriptions) slightly increased. An average of 36% renewed their subscriptions in 1973--up from 29% in 1972, 27% in 1971, and 29½% in 1970. Also, in 1973 one-quarter of all renewing subscribers took advantage of the special offer of one year of The Militant and six months of the ISR for \$7.

The renewal rate for introductory subscriptions received from branches and individual readers not during subscription drives has also improved. An average of 13% of these new readers renewed their introductory subscriptions, compared with 8% in 1972 and 10% in 1971.

The introductory subscribers' renewal rate from subscriptions sold during subscription drives remained low. About 2½% renewed their subscriptions from the fall 1973 subscription drive of 16,000. This compares with 2% from the fall 1972 drive of 34,000; and 3½% from the fall 1971 drive of 31,000.

The fall 1973 introductory subscribers were offered a free book with a one year renewal, and two-thirds of them

renewed for one year. In 1972, when there was no free book offer, one-half of the subscription drive renewals were for one year.

Library and prisoner subscriptions increased slightly during the year. We had 250 library subscriptions at the end of 1973, compared with 240 at the end of 1972; and 325 prisoner subscriptions in 1973, compared with 276 the year before.

June 14, 1974

BREAKDOWN ON WEEKLY AVERAGE SALES IN 1973

<u>Branch</u>	<u>First 6 Weeks of 1973</u>	<u>15-Week Spring Sales Campaign</u>	<u>10-Week Summer of 1973</u>	<u>11-Week Fall Sales Campaign</u>	<u>Last 6 Weeks Of 1973</u>
Atlanta	141	301	250	451	?
Austin	107	163	120	116	90
Boston	222	420	273	526	297
Brooklyn	148	295	199	372	85
Chicago	201	419	486	605	370
Cleveland	149	290	237	269	74
Denver	130	203	327	310	?
Detroit	248	330	283	360	93
Houston	302	414	265	403	?
Los Angeles	192	339	275	440	162
Lower Manhattan	179	510	259	403	158
Oakland/Berkeley	135	488	438	683	494
Philadelphia	138	234	178	377	155
Pittsburgh	---	---	133	264	138
Portland	81	155	196	246	118
St. Louis	---	---	109	244	121
San Diego	104	282	282	349	126
San Francisco	188	335	233	433	206
Seattle	116	278	156	423	266
Twin Cities	134	263	207	252	163
Upper West Side	148	365	240	430	185
Washington DC	<u>94</u>	<u>224</u>	<u>234</u>	<u>324</u>	<u>105</u>
# BRANCHES REPORTING	20	20	22	22	19
TOTAL OF BRANCHES REPORTING	3157	6308	5380	8316	3406
WEEKLY AVERAGE PER BRANCH REPORTING	158	315	245	378	179

1973 AND 1972 COMPARISON OF MILITANT SALES AND PERCENT OF BUNDLE SOLD

<u>Branch</u>	<u>Average Weekly Number Sold</u>		<u>Average Percent of Bundle Sold</u>	
	<u>1973</u>	<u>1972</u>	<u>1973</u>	<u>1972</u>
Atlanta	305	120	80%	52%
Austin	131	80	80%	57%
Boston	374	185	68%	50%
Brooklyn	248	125	61%	56%
Chicago	414	230	81%	67%
Cleveland	229%	60	73%	29%
Denver	235	130	81%	44%
Detroit	287	280	72%	65%
Houston	364	100	68%	47%
Los Angeles	323	190	58%	64%
Lower Manhattan	387	90	73%	48%
Oakland/Berkeley	479	180	73%	55%
Philadelphia	233	130	67%	51%
Pittsburgh	83*	---	73%	--
Portland	170	105	65%	65%
St. Louis	93*	---	81%	--
San Diego	256	90	78%	50%
San Francisco	302	205	61%	56%
Seattle	264	95	78%	60%
Twin Cities	220	145	61%	55%
Upper West Side	310	120	74%	53%
Washington DC	<u>217</u>	<u>170</u>	66%	56%
TOTAL	5,893	2,830		
AVERAGE PER BRANCH	281**	142	71%	54%

*The Pittsburgh and St. Louis sales figures are calculated for the actual effect they had on the yearly average. In the 19 weeks Pittsburgh reported sales in 1973, their actual average weekly sales were 210. In the 27 weeks St. Louis reported sales, their actual average weekly sales were 166.

**The sales average for 1973 is based on 21 branches to compensate for the fact that Pittsburgh and St. Louis only sold part of the year.

(Note: The "break-even" point for bundle sales was 50% from Jan. 1972 to Aug., 1973; and 70% from Sept. to Dec. 1973.)

BRANCH DEBT RETIREMENT TO THE MILITANT FOR 1971, 1972, 1973

<u>Branch</u>	<u>Debt At End Of 1973</u>	<u>Debt At End Of 1972</u>	<u>Debt At End Of 1971</u>
Atlanta	-0-	\$785	\$281
Austin	-0-	\$340	-0-
Boston	-0-	\$483	-0-
Brooklyn	\$83	\$705	\$570
Chicago	-0-	\$2699	\$3505
Cleveland	\$54	\$509	\$1037
Denver	\$922	\$1033	\$385
Detroit	\$822	\$1309	\$1211
Houston	\$318	\$1314	\$359
Los Angeles	-0-	-0-	-0-
Lower Manhattan	-0-	-0-	\$247
Oakland/Berkeley	\$37	\$617	\$434
Philadelphia	-0-	\$120	\$269
Pittsburgh	-0-	---	---
Portland	\$714	\$679	\$38
St. Louis	-0-	---	---
San Diego	-0-	-0-	---
San Francisco	-0-	-0-	\$1137
Seattle	-0-	\$762	\$749
Twin Cities	-0-	-0-	-0-
Upper West Side	-0-	-0-	\$284
Washington DC	<u>-0-</u>	<u>-0-</u>	<u>\$284</u>
TOTAL	\$2,950	\$11,351	\$10,506

COMPARISON OF PARTICIPATION AND PER CAPITA SALES IN 1973 AND 1972

<u>Branch</u>	<u>Weekly Average Participation</u>		<u>Weekly Average Per Capita</u>	
	<u>1973</u>	<u>1972</u>	<u>1973</u>	<u>1972</u>
Atlanta	32	25	9.4	4.8
Austin	18	16	7.9	5.0
Boston	49	48	7.2	3.9
Brooklyn	31	33	7.7	3.8
Chicago	43	38	10.2	6.1
Cleveland	24	17	11.5	3.5
Denver	30	27	7.2	4.8
Detroit	26	35	11.3	8.0
Houston	33	27	10.8	3.7
Los Angeles	31	33	10.0	5.8
Lower Manhattan	41	19	10.2	4.7
Oakland/Berkeley	44	43	10.6	4.2
Philadelphia	23	23	9.9	5.7
Pittsburgh	7(17)*	--	11.6	----
Portland	20	21	8.8	5.0
St. Louis	6(13)*	--	11.5	----
San Diego	20	20	12.7	4.5
San Francisco	27	25	11.2	8.2
Seattle	21	23	12.1	4.1
Twin Cities	22	29	10.0	5.0
Upper West Side	33	27	10.1	4.4
Washington DC	<u>19</u>	<u>23</u>	10.8	7.4
TOTAL	600	551		
AVERAGE PER BRANCH	29	28	10.05*	5.1

*The Pittsburgh and St. Louis participation averages are calculated for the actual effect they had on the yearly total average. The figure in parentheses indicates the actual weekly average participation for the weeks that these branches reported sales.

**The average per capita for 1973 is based on St. Louis and Pittsburgh only participating part of the year.

(Note: "Per capita" is based on number sold by comrades selling, not on total members.)

COMPARISON OF GEOGRAPHIC DISTRIBUTION OF MILITANT LONG TERM SUBSCRIPTIONS

LAST ISSUE OF DECEMBER 1973 AND 1972

<u>Area</u>	<u>1973</u>	<u>1972</u>
Los Angeles	75	69
San Diego	19	28
So. Calif. Region	153	141
San Francisco	58	53
Oakland/Berkeley	60	69
No. Calif. Region	110	104
Denver	33	35
Denver Region	56	66
Seattle	34	25
Seattle Region	33	31
Portland	18	17
Oregon	19	17
Houston	21	36
Austin	19	23
Texas Region	43	80
St. Louis	19	*
Missouri-Kansas	37	*
Chicago	93	92
Chicago Region	118	117
Twin Cities	80	83
Twin Cities Region	37	72
Detroit	60	73
Michigan and Indiana	125	119
Cleveland	58	60
Ohio-Kentucky	100	75
Atlanta	44	35
Atlanta Region	72	89
Washington DC	58	49
Washington DC Region	95	102
Philadelphia	68	62
Pittsburgh	30	*
Pennsylvania	57	66
Boston	107	109
New England Region	110	128
Lower Manhattan	82	70
Upper West Side	75	59
Brooklyn	54	42
New York Region	<u>276</u>	<u>246</u>
SUBTOTAL	2,606	2,542
Libraries	250	240
GIs	<u>13</u>	<u>30</u>
GRAND TOTAL	2,869	2,812

*No record kept in 1972.

COMPARISON OF SUBSCRIPTION RENEWAL RATES FOR THE MILITANT

<u>Long Term Subscribers:</u>	<u>1973</u>	<u>1972</u>	<u>1971</u>	<u>1970</u>
%Renewing	36.4%	29.4%	27.4%	29.6%
# Renewing	947	790	841	456*
# Sent Renewal Letter	2599	2690	3065	1538*

Introductory Subscriptions (non subscription drive):

% Renewing	12.9%	8.2%	10.2%
# Renewing	301	235	220
# Sent Renewal Letter	2327	2861	2149

Introductory Subscription Drive Renewals:

	<u>Fall 73</u>	<u>Fall 72</u>	<u>Fall 71</u>	<u>Sp. 71</u>	<u>Fall 70</u>
% Renewing	2.8%	2.0%	3.6%	5.9%	7.8%
# Renewing	453	633	1132	506	1164
# Sent Renewal Letter	15935	34,471	31240	8592	14981
% of 1-yr. Renewals Taking ISR Combo.	20.8%	32.1%			

Income from renewals in 1973: \$10,914

Income from renewals in 1972: \$12,962

Percent of Long Term Subscribers Renewing with ISR Combination

Feb. to Dec. 1973: 24.2% of all renewals

Jan. to Apr. 1974: 18.8% of all renewals; 29.0% of one year renewals

*Based on five months only.