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APPENDIX

TABLE A-1

PLANS TO BUY SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS
FOR A TWELVE-MONTH FORWARD PERIOD, JULY 1946

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Automobile	1,241	49.6	51.0
Radio	1,232	49.3	50.7
Television set	188	7.5	7.7
Refrigerator	630	25.2	25.9
Vacuum cleaner	621	24.8	25.5
Washing machine	786	31.4	32.2
Electric iron	431	17.2	17.7
Electric toaster	600	24.0	24.7
Electric food mixer	596	23.8	24.5
Electric waffle iron	227	9.1	9.3
Electric clock	500	20.0	20.6
Electric fan	329	13.2	13.5
Electric heating pad	179	7.3	7.4
Electric shaver	263	10.5	10.8
Electric dishwasher	254	10.2	10.4
Electric ironer	236	9.4	9.7
Electric range	300	12.0	12.3
Gas range	282	11.3	11.6
Sewing machine	442	17.7	18.2
Bicycle	226	9.0	9.3
Pressure cooker	556	22.2	22.9
Portable typewriter	335	13.4	13.8
Camera	569	22.8	23.4
Movie camera	301	12.0	12.4
Oil burner	256	10.2	10.5
Gas furnace	176	7.0	7.2
Coal stoker	37	1.5	1.5
Hot water heater	317	12.7	13.0
Deep freeze unit	370	14.8	15.2
Room air conditioner	220	8.8	9.0
Air conditioning system	110	4.4	4.5
Other equipment	201	8.0	8.3
No answer	69	2.8	—
Total answering	2,431	97.2	100.0
Total cases	2,500	100.0	

In this and the following tables, n.a. = not available.

In Tables A-1 to A-21 the product designations are taken verbatim from the questionnaires of those years.

TABLE A-2

PURCHASES OF SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS,
JULY 1946 TO JULY 1947

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Automobile	1,043	20.9	25.9
Radio	931	18.6	23.1
Radio with FM	44	0.9	1.1
Radio-phonograph combination	356	7.1	8.8
Radio-phonograph with FM	105	2.1	2.6
Television set	24	0.5	0.6
Camera	540	10.8	13.4
Movie camera	186	3.7	4.6
Lawn mower	473	9.5	11.7
Sewing machine	287	5.7	7.1
Washing machine	780	15.6	19.4
Vacuum cleaner	827	16.5	20.5
Pressure cooker	1,680	33.6	41.7
Oil burner	262	5.2	6.5
Deep freeze unit	113	2.3	2.8
Room air conditioner	65	1.3	1.6
Electric blanket	143	2.9	3.5
Electric clock	1,044	20.9	25.9
Electric fan	280	5.6	6.9
Electric food mixer	449	9.0	11.1
Electric dishwasher	49	1.0	1.2
Electric iron	1,009	20.2	25.0
Electric ironer	127	2.5	3.2
Electric range	255	5.1	6.3
Electric refrigerator	663	13.3	16.4
Electric shaver	492	9.8	12.2
Electric toaster	599	12.0	14.9
Electric waffle iron	202	4.0	5.0
Any other (listed)	n.a.	n.a.	n.a.
No answer	970	19.4	—
Total answering	4,030	80.6	100.0
Total cases	5,000	100.0	

TABLE A-3

PLANS TO BUY SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS
FOR A TWELVE-MONTH FORWARD PERIOD, JULY 1947

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Automobile	1,941	38.8	44.0
Radio	404	8.1	9.2
Radio with FM	277	5.5	6.3
Radio phonograph comb.	468	9.4	10.6
Radio phonograph with FM	750	15.0	17.0
Television set	240	4.8	5.4
Camera	748	15.9	17.0
Movie camera	430	8.6	9.8
Lawn mower	618	12.4	14.0
Sewing machine	788	15.8	17.9
Washing machine	1,081	21.6	24.5
Vacuum cleaner	853	17.1	19.4
Pressure cooker	691	13.8	15.7
Oil burner	363	7.3	8.2
Deep freeze unit	475	9.5	10.8
Room air conditioner	316	6.3	7.2
Electric blanket	304	6.1	6.9
Electric clock	551	11.0	12.5
Electric fan	447	8.9	10.1
Electric food mixer	983	19.7	22.3
Electric dishwasher	328	6.6	7.4
Electric iron	434	8.7	9.8
Electric ironer	402	8.0	9.1
Electric range	423	8.5	9.6
Electric refrigerator	856	17.1	19.4
Electric shaver	282	5.6	6.4
Electric toaster	822	16.4	18.7
Electric waffle iron	527	10.5	12.0
Any other (listed)	814	16.3	18.5
No answer	592	11.8	—
Total answering	4,408	88.2	100.0
Total cases	5,000	100.0	

TABLE A-4

PURCHASES OF SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS,
JULY 1947 TO JULY 1948

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Automobile	1,408	26.9	36.2
Deep freeze unit	185	3.5	4.8
Dishwasher, electric	125	2.4	3.2
Hot water heater	528	10.1	13.6
Ironer (mangle)	258	4.9	6.6
Oil burner	285	5.4	7.3
Radio, table model			
AM only	844	16.1	21.7
AM-FM	100	1.9	2.6
AM-FM-phonograph	146	2.8	3.8
FM tuner	131	2.5	3.4
Radio, console			
AM-FM	41	0.8	1.1
AM-FM-phonograph	346	6.6	8.9
Television set, table model	79	1.5	2.0
Television set, console	35	0.7	0.9
Electric range	320	6.1	8.2
Gas range	374	7.1	9.6
Refrigerator	892	17.0	22.9
Sewing machine	395	7.5	10.2
Vacuum cleaner	1,080	20.6	27.8
Washing machine, automatic	503	9.6	12.9
Washing machine, non-automatic	475	9.1	12.2
Wire or tape recorder	101	1.9	2.6
No answer	1,358	25.9	—
Total answering	3,887	74.1	100.0
Total cases	5,245	100.0	

TABLE A-5

PLANS TO BUY SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS
FOR A TWELVE-MONTH FORWARD PERIOD, JULY 1948

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Automobile	1,661	31.7	38.3
Deep freeze unit	414	7.9	9.5
Dishwasher, electric	289	5.5	6.7
Hot water heater	442	8.4	10.2
Ironer, mangle	446	8.5	10.3
Oil burner	191	3.6	4.4
Radio, table model			
AM only	115	2.2	2.7
AM-FM	278	5.3	6.4
AM-FM-phonograph	375	7.2	8.6
FM tuner	266	5.1	6.1
Radio, console			
AM-FM	100	1.9	2.3
AM-FM-phonograph	671	12.8	15.5
Television set, table model	364	6.9	8.4
Television set, console	225	4.3	5.2
Electric range	409	7.8	9.4
Gas range	334	6.4	7.7
Refrigerator	765	14.6	17.6
Sewing machine	759	14.5	17.5
Vacuum cleaner	723	13.8	16.7
Washing machine, automatic	666	12.7	15.4
Washing machine, non-automatic	257	4.9	5.9
Wire or tape recorder	375	7.2	8.6
Other	573	10.9	13.2
No answer	908	17.3	—
Total answering	4,337	82.7	100.0
Total cases	5,245	100.0	

TABLE A-6

PLANS TO BUY SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS
FOR A TWELVE-MONTH FORWARD PERIOD, NOVEMBER 1949

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Air conditioner	283	5.6	6.1
Automobile	1,779	35.6	38.4
Camera, still	571	11.4	12.3
movie	394	7.9	8.5
Clothes dryer, gas	88	1.8	1.9
electric	237	4.7	5.1
Electric blanket	344	6.9	7.4
Electric dishwasher	353	7.1	7.6
Electric ironer, mangle	361	7.2	7.8
Electric toaster	583	11.7	12.6
Food mixer	573	11.5	12.4
Furniture	1,819	36.4	39.3
Heating system, oil	331	6.6	7.1
gas	279	5.6	6.0
coal	67	1.3	1.4
Home freezer	567	11.3	12.2
House	863	17.3	18.6
Language records for home study	146	2.9	3.2
Mechanical refrigerator	559	11.2	12.1
Portable typewriter	373	7.5	8.1
Power tools	896	17.9	19.4
Radio-phonograph	965	19.3	20.8
Range, gas	303	6.1	6.5
electric	360	7.2	7.8
Sewing machine	649	13.0	14.0
Television set	1,374	27.5	29.7
Vacuum cleaner	609	12.2	13.2
Washing machine	826	16.5	17.8
Wire or tape recorder	365	7.3	7.9
Other major purchases	516	10.3	11.1
No answer	370	7.4	—
Total answering	4,630	92.6	100.0
Total cases	5,000	100.0	

TABLE A-7

PLANS TO BUY SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS
FOR A TWELVE-MONTH FORWARD PERIOD, OCTOBER 1950

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Automobile, new	1,462	29.1	29.9
Automobile, used	243	4.8	5.0
Camera, still	593	11.8	12.1
Camera, movie	297	5.9	6.1
Camera, movie projector	282	5.6	5.8
Electric or gas clothes drier	380	7.6	7.8
Electric dishwasher	340	6.8	6.9
Electric ironer, mangle	397	7.9	8.1
Electric or gas refrigerator	695	13.9	14.2
Electric toaster	457	9.1	9.3
Electric washing machine	959	19.1	19.6
Farm implements	187	3.7	3.8
Floor covering			
Carpets, rugs	1,401	27.9	28.6
Linoleum, other	852	17.0	17.4
Furniture	1,927	38.4	39.4
Garden tractor	115	2.3	2.3
Heating system, oil	326	6.5	6.7
gas	297	5.9	6.1
coal	51	1.0	1.0
Home freezer	678	13.5	13.8
Lawn mower, hand	385	7.7	7.9
power	309	6.2	6.3
Portable typewriter	313	6.2	6.4
Power tools	685	13.7	14.0
Radio-phonograph	876	17.5	17.9
Range, gas	304	6.1	6.2
electric	402	8.0	8.2
Room air conditioner	405	8.1	8.3
Sewing machine	574	11.4	11.7
Sink garbage disposal unit	415	8.3	8.5
Vacuum cleaner	727	14.5	14.8
None of these products	464	9.2	9.5
Other	329	6.6	6.7
No answer	121	2.4	—
Total answering	4,896	97.6	100.0
Total cases	5,017	100.0	

TABLE A-8

PURCHASES OF SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS,
AUGUST 1950 TO AUGUST 1951

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Air conditioner, room	185	3.7	4.0
Automobile	2,166	43.3	46.5
Bicycle	367	7.3	7.9
Carpet sweeper	355	7.1	7.6
Dryer (electric or gas)	267	5.3	5.7
Electric			
Bed coverings	225	4.5	4.8
Broiler	163	3.3	3.5
Coffee maker	525	10.5	11.3
Dishwasher	185	3.7	4.0
Fan	593	11.9	12.7
Food mixer	796	15.9	17.1
Freezer, home	350	7.0	7.5
Heating pad	370	7.4	8.0
Iron, regular	478	9.6	10.3
steam	638	12.8	13.7
Ironer	164	3.3	3.5
Range	547	10.9	11.8
Refrigerator	950	19.0	20.4
Shaver	544	10.9	11.7
Space heater	142	2.8	3.1
Toaster	685	13.7	14.7
Vacuum cleaner	835	16.7	17.9
Waffle iron	343	6.9	7.4
Washing machine			
full size	1,017	20.3	21.9
small	63	1.3	1.4
Garbage disposal unit	177	3.5	3.8
Outboard motor	138	2.8	3.0

TABLE A-8, CONCLUDED

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Photographic equipment			
Camera, still	676	13.5	14.5
movie	189	3.8	4.1
Enlarger	65	1.3	1.4
Flash unit	403	8.1	8.7
Projector, still	146	2.9	3.1
movie	139	2.8	3.0
AM-only radio	395	7.9	8.5
AM-FM radio	363	7.3	7.8
Components for custom-built radio	179	3.6	3.8
Radio-phonograph combination	316	6.3	6.8
Tape recorder	109	2.2	2.3
Television set	1,148	23.0	24.7
None of these products	165	3.3	3.5
No answer	346	6.9	—
Total answering	4,654	93.1	100.0
Total cases	5,000	100.0	

TABLE A-9

PLANS TO BUY SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS
FOR A TWELVE-MONTH FORWARD PERIOD, AUGUST 1951

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Air conditioner, room	323	6.5	8.9
Automobile	912	18.2	25.2
Bicycle	221	4.4	6.1
Carpet sweeper	164	3.3	4.5
Dryer, electric or gas	267	5.3	7.4
Electric			
Bed coverings	177	3.5	4.9
Broiler	82	1.6	2.3
Coffee maker	219	4.4	6.1
Dishwasher	236	4.7	6.5
Fan	305	6.1	8.4
Food mixer	293	5.9	8.1
Freezer, home	485	9.7	13.4
Heating pad	132	2.6	3.7
Iron, regular	110	2.2	3.0
steam	264	5.3	7.3
Ironer	194	3.9	5.4
Range	273	5.5	7.6
Refrigerator	429	8.6	11.9
Shaver	220	4.4	6.1
Space heater	90	1.8	2.5
Toaster	224	4.5	6.2
Vacuum cleaner	434	8.7	12.0
Waffle iron	148	3.0	4.1
Washing machine, full size	520	10.4	14.4
small	48	1.0	1.3
Garbage disposal unit	291	5.8	8.1
Outboard motor	173	3.5	4.8

TABLE A-9, CONCLUDED

Photographic equipment			
Camera, still	361	7.2	10.0
movie	205	4.1	5.7
Enlarger	126	2.5	3.5
Flash unit	192	3.8	5.3
Projector, still	188	3.8	5.2
movie	207	4.1	5.7
AM-only radio	87	1.7	2.4
AM-FM radio	279	5.6	7.7
Components for custom-built radio	216	4.3	6.0
Radio-phonograph combination	301	6.0	8.3
Tape recorder	205	4.1	5.7
Television set	598	12.0	16.5
None of these products	206	4.1	5.7
No answer	1,386	27.7	—
Number answering	3,614	72.3	100.0
Total cases	5,000	100.0	

TABLE A-10

PURCHASES OF SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS,
JULY 1951 TO JULY 1952

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Air conditioner, room	207	4.1	4.6
Automobile	1,570	31.4	34.7
Bicycle	375	7.5	8.3
Carpet sweeper	331	6.6	7.3
Dryer, electric or gas	280	5.6	6.2
Electric			
Bed coverings	289	5.8	6.4
Broiler	182	3.6	4.0
Coffee maker	549	11.0	12.1
Dishwasher	172	3.4	3.8
Fan	497	10.0	11.0
Food mixer	589	11.8	13.0
Freezer, home food	340	6.8	7.5
Hair dryer	165	3.3	3.6
Heating pad	343	6.9	7.6
Iron, regular	423	8.5	9.3
steam	577	11.5	12.7
Ironer, mangle	125	2.5	2.8
Roaster	106	2.1	2.3
Room heater	152	3.0	3.4
Shaver	642	12.8	14.2
Sewing machine	501	10.0	11.1
Toaster	600	12.0	13.2
Vacuum cleaner	773	15.5	17.1
Waffle iron	280	5.6	6.2
Washing machine, automatic	708	14.2	15.6
nonautomatic	198	4.0	4.4
small	29	0.6	0.4

TABLE A-10, CONCLUDED

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Garbage disposal unit	177	3.5	3.9
Garden tractor	61	1.2	1.3
Lawn mower, power	414	8.3	9.1
hand	431	8.6	9.5
Outboard motor	129	2.6	2.8
Photographic equipment			
Camera, still	733	14.7	16.2
movie	201	4.0	4.4
Enlarger	63	1.3	1.4
Flash unit	463	9.3	10.2
Projector, still	168	3.4	3.7
movie	128	2.6	2.8
Refrigerator, electric or gas	736	14.7	16.3
Range, electric	312	6.2	6.9
gas	288	5.8	6.4
AM-only radio	358	7.2	7.9
AM-FM radio	305	6.1	6.7
Components for custom-built radio	175	3.5	3.9
Radio-phonograph combination	263	5.3	5.8
Tape recorder	117	2.3	2.6
Television set	815	16.3	18.0
None of these products	167	3.3	3.7
No answer	472	9.4	—
Total answering	4,528	90.6	100.0
Total cases	5,000	100.0	

TABLE A-11

PLANS TO BUY SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS
FOR A TWELVE-MONTH FORWARD PERIOD, JULY 1952

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Air conditioner, room	382	7.6	9.9
Automobile	1,056	21.1	27.4
Bicycle	216	4.3	5.6
Carpet sweeper	159	3.2	4.1
Dryer, electric or gas	382	7.6	9.9
Electric			
Bed coverings	155	3.1	4.0
Broiler	75	1.5	1.9
Coffee maker	213	4.3	5.5
Dishwasher	233	4.7	6.0
Fan	356	7.1	9.2
Food mixer	253	5.1	6.5
Freezer, home food	488	9.8	12.7
Hair dryer	50	1.0	1.3
Heating pad	100	2.0	2.6
Iron, regular	98	2.0	2.5
steam	237	4.7	6.1
Ironer, mangle	207	4.1	5.4
Roaster	54	1.1	1.4
Room heater	67	1.3	1.7
Shaver	241	4.8	6.2
Sewing machine	427	8.5	11.1
Toaster	208	4.2	5.4
Vacuum cleaner	397	7.9	10.3
Waffle iron	158	3.2	4.1
Washing machine, automatic	488	9.8	12.7
nonautomatic	100	2.0	2.6
small	27	0.5	0.7
Garbage disposal unit	302	6.0	7.8
Garden tractor	103	2.1	2.7
Lawn mower, power	346	6.9	9.0
hand	247	4.9	6.4

TABLE A-11, CONCLUDED

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Outboard motor	185	3.7	4.8
Photographic equipment			
Camera, still	391	7.8	10.1
movie	181	3.6	4.7
Enlarger	120	2.4	3.1
Flash unit	238	4.8	6.2
Projector, still	191	3.8	5.0
movie	199	4.0	5.2
Refrigerator, electric or gas	420	8.4	10.9
Range, electric	281	5.6	7.3
gas	194	3.9	5.0
AM-only radio	107	2.1	2.8
AM-FM radio	302	6.0	7.8
Components for custom-built radio	257	5.1	6.7
Radio-phonograph combination	261	5.2	6.8
Tape recorder	232	4.6	6.0
Television set	666	13.3	17.3
None of these products	195	3.9	5.1
No answer	1,144	22.9	—
Total answering	3,856	77.1	100.0
Total cases	5,000	100.0	

TABLE A-12

PURCHASES OF SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS,
OCTOBER 1952 TO OCTOBER 1953

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Air conditioner, room	340	6.8	7.7
Automobile, new	1,247	24.9	28.3
Automobile, used	548	11.0	12.5
Bicycle	409	8.2	9.3
Blanket, electric	389	7.8	8.8
Camera—still	740	14.8	16.8
movie	203	4.1	4.6
Carpets, rugs	726	14.5	16.5
Dryer—electric	234	4.7	5.3
gas	101	2.0	2.3
Dishwasher, electric	180	3.6	4.1
Fan, electric	709	14.2	16.1
Food freezer	276	5.5	6.3
Food mixer	393	7.9	8.9
Garbage disposal unit	191	3.8	4.3
Heating system, home	327	6.5	7.4
Iron, regular	280	5.6	6.4
steam	621	12.4	14.1
Ironer, electric	109	2.2	2.5
Lawn mower, hand	321	6.4	7.3
power	477	9.5	10.8
Linoleum and similar floor coverings	762	15.2	17.3
Outboard motor	186	3.7	4.2
Projector, color slide	235	4.7	5.3
movie	124	2.5	2.8
Radio, AM	357	7.1	8.1
AM-FM	200	4.0	4.5
phonograph combination	167	3.3	3.8
separate AM-FM tuner	100	2.0	2.3
amplifier	128	2.6	2.9

TABLE A-12, CONCLUDED

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Range, electric	326	6.5	7.4
gas	234	4.7	5.3
Record player attachment	267	5.3	6.1
Record player, self-contained (with its own amplifier and speaker, but not combined with a radio), portable	154	3.1	3.5
table model or console	86	1.7	2.0
Refrigerator, electric	603	12.1	13.7
Rotisserie, electric	132	2.6	3.0
Shaver, electric	593	12.0	13.5
Television set	866	17.3	19.7
Toaster, electric	395	7.9	9.0
Washing machine—			
automatic	625	12.5	14.2
semiautomatic	69	1.4	1.6
nonautomatic	100	2.0	2.3
portable	20	0.4	0.5
No answer	600	12.0	—
Total answering	4,400	88.0	100.0
Total cases	5,000	100.0	

TABLE A-13

PURCHASES OF SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS,
OCTOBER 1953 TO OCTOBER 1954

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Air conditioner	573	11.5	12.7
Automobile, new	1,617	32.3	35.8
used	657	13.1	14.6
Broiler or rotisserie, electric	341	6.8	7.6
Camera, movie	244	4.9	5.4
still	812	16.2	18.0
Carpets, rugs	886	17.7	19.6
Clothes dryer, electric	303	6.1	6.7
gas	129	2.6	2.9
Dishwasher, electric	209	4.2	4.6
Fan, electric, room	803	16.1	17.8
Fan, electric, attic	187	3.7	4.1
Food freezer	349	7.0	7.7
Food mixer	500	10.0	11.1
Garbage disposal unit	237	4.7	5.2
Hard-surface floor coverings	503	10.1	11.1
Hi-fi radio-phonograph components	334	6.7	7.4
Home heating system	308	6.2	6.8
Iron, regular	248	5.0	5.5
steam	752	15.0	16.7
Ironer, electric, mangle	133	2.7	2.9
Lawn mower, hand	372	7.4	8.2
power	597	11.9	13.2
Mattress	888	17.8	19.7
Outboard motor	244	4.9	5.4
Radio, table model	544	10.9	12.0
console	31	0.6	0.7
Radio-phonograph	179	3.6	4.0
Range (stove), electric	350	7.0	7.8
gas	254	5.1	5.6
Refrigerator	723	14.5	16.0
Television set	1,151	23.0	25.5
Vacuum cleaner	690	13.8	15.3
Washing machine, automatic	795	15.9	17.6
nonautomatic	167	3.3	3.7
No answer	485	9.7	—
Total answering	4,515	90.3	100.0
Total cases	5,000	100.0	

TABLE A-14
PLANS TO BUY SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS
FOR A TWELVE-MONTH FORWARD PERIOD, OCTOBER 1954

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Air conditioner	720	14.4	19.1
Automobile, new	1,139	22.8	30.2
used	280	5.6	7.4
Broiler or rotisserie, electric	223	4.5	5.9
Camera, movie	297	5.9	7.9
still	352	7.0	9.3
Carpets, rugs	805	16.1	21.4
Clothes dryer, electric	412	8.2	10.9
gas	154	3.1	4.1
Dishwasher, electric	322	6.4	8.5
Fan, electric, room	265	5.3	7.0
attic	234	4.7	6.2
Food freezer	566	11.3	15.0
Food mixer	238	4.8	6.3
Garbage disposal unit	343	6.9	9.1
Hard-surface floor coverings	480	9.6	12.7
Hi-fi radio-phonograph			
components	593	11.9	15.7
Home heating system	330	6.6	8.8
Iron, regular	53	1.1	1.4
steam	286	5.7	7.6
Ironer, electric, mangle	121	2.4	3.2
Lawn mower, hand	168	3.4	4.5
power	404	8.1	10.7
Mattress	587	11.7	15.6
Outboard motor	250	5.0	6.6
Radio, table model	246	4.9	6.5
console	27	0.5	0.7
Radio-phonograph	207	4.1	5.5
Range (stove), electric	307	6.1	8.1
gas	164	3.3	4.4
Refrigerator	544	10.9	14.4
Television set	817	16.3	21.7
Vacuum cleaner	470	9.4	12.5
Washing machine			
automatic	581	11.6	15.4
nonautomatic	97	1.9	2.6
No answer	1,230	24.6	—
Total answering	3,770	75.4	100.0
Total cases	5,000	100.0	

TABLE A-15
 PLANS TO BUY SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS
 FOR A TWELVE-MONTH FORWARD PERIOD, OCTOBER 1955

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Air conditioner, room	751	15.0	19.7
Air conditioner, house system	311	6.2	8.1
Automobile, new	1,159	23.2	30.4
Automobile, used	330	6.6	8.6
Total automobiles	1,489	29.8	39.0
Broiler or rotisserie, electric	207	4.1	5.4
Camera, movie	314	6.3	8.2
still	301	6.0	7.9
Clothes dryer, electric or gas	629	12.6	16.5
Dishwasher, electric	361	7.2	9.5
Fan, electric, room	269	5.4	7.0
Fan, electric, attic	238	4.8	6.2
Floor covering, carpets or rugs	810	16.2	21.2
Linoleum, asphalt tile, etc.	592	11.8	15.5
Food freezer	472	9.4	12.4
Food mixer, electric	236	4.7	6.2
Garbage disposal unit	320	6.4	8.4
Hi-fi components	626	12.5	16.4
Home heating system	299	6.0	7.8
Iron, dry	52	1.0	1.4
Iron, steam	294	5.9	7.7
Ironer, electric (mangle)	110	2.2	2.9
Lawn mower, hand	146	2.9	3.8
Lawn mower, power	517	10.3	13.5
Mattress	640	12.8	16.8
Outboard motor	251	5.0	6.6
Phonograph	297	5.9	7.8
Radio, AM	112	2.2	2.9
Radio, FM or AM-FM	312	6.2	8.2
Radio-phonograph combination	170	3.4	4.4
Range (stove), electric	284	5.7	7.4
Range (stove), gas	150	3.0	3.9
Refrigerator, electric	513	10.2	13.4
Television set	842	16.8	22.1
Vacuum cleaner	431	8.6	11.3
Washing machine, automatic	572	11.4	15.0
Washing machine, nonautomatic	65	1.3	1.7
Total washing machine	637	12.7	16.7
No answer	1,183	23.7	—
Total answering	3,817	76.3	100.0
Total cases	5,000	100.0	

TABLE A-16
PURCHASES OF SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS,
OCTOBER 1954 TO OCTOBER 1955

<i>Product</i>	<i>Number of Households</i>	<i>Per Cent of Total</i>	<i>Per Cent of Total Answering</i>
Air conditioner, room	688	13.8	15.1
Air conditioner, house system	84	1.7	1.8
Automobile, new	1,789	35.8	39.3
Automobile, used	640	12.8	14.1
Total Automobile	2,429	48.6	53.4
Broiler or rotisserie, electric	340	6.8	7.5
Camera, movie	305	6.1	6.7
Camera, still	764	15.3	16.8
Clothes dryer, electric or gas	508	10.2	11.2
Dishwasher, electric	241	4.8	5.3
Fan, electric, room	903	18.1	19.8
Fan, electric, attic	200	4.0	4.4
Floor covering, carpets or rugs	877	17.5	19.3
Linoleum, asphalt tile, etc.	655	13.1	14.4
Food freezer	291	5.8	6.4
Food mixer, electric	517	10.3	11.4
Garbage disposal unit	251	5.0	5.5
Hi-fi components	413	8.3	9.1
Home heating system	297	5.9	6.5
Iron, dry	204	4.1	4.5
Iron, steam	864	17.3	19.0
Ironer, electric, mangle	106	2.1	2.3
Lawn mower, hand	299	6.0	6.6
Lawn mower, power	759	15.2	16.7
Mattress	929	18.6	20.4
Outboard motor	264	5.3	5.8
Phonograph	390	7.8	8.6
Radio, AM	356	7.1	7.8
Radio, FM or AM-FM	213	4.3	4.7
Radio-phonograph combination	120	2.4	2.6
Range, electric	347	6.9	7.6
Range, gas	202	4.0	4.4
Refrigerator, electric	674	13.5	14.8
Television set	1,108	22.2	24.4
Vacuum cleaner	685	13.7	15.1
Washing machine, automatic	849	17.0	18.7
Washing machine, nonautomatic	119	2.4	2.6
Total washing machine	968	19.4	21.3
No answer	451	9.0	—
Total answering	4,549	91.0	100.0
Total cases	5,000	100.0	

TABLE A-17
 PLANS TO BUY SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS
 FOR A TWELVE-MONTH FORWARD PERIOD, OCTOBER 1956

	<i>Number of Households^a</i>	<i>Per Cent of Total</i>
Air conditioner, room	580	11.6
Air conditioner, house system	340	6.8
Automobile, new	1,160	23.2
Automobile, used	350	7.0
Automobile, total	1,510	30.2
Broiler or rotisserie, electric	195	3.9
Camera, movie	360	7.2
Camera, still	345	6.9
Clothes dryer, electric or gas	665	13.3
Dishwasher, electric	415	8.3
Fan, electric, room	260	5.2
Fan, electric, attic	205	4.1
Floor covering, carpets or rugs	910	18.2
Floor covering, linoleum, asphalt tile, etc.	535	10.7
Food freezer, separate	410	8.2
Food mixer, electric	195	3.9
Garbage disposal unit	350	7.0
Hi-fi components	695	13.9
Home heating system	295	5.9
Iron, dry	40	0.8
Iron, steam	285	5.7
Ironer, electric, mangle	125	2.5
Lawn mower, hand	125	2.5
Lawn mower, power	515	10.3
Mattress	670	13.4
Outboard motor	255	5.1
Phonograph	365	7.3
Power tools	575	11.5
Radio, AM	110	2.2
Radio, FM or AM-FM	350	7.0
Radio-phonograph combination	160	3.2
Range, electric	330	6.6
Range, gas	170	3.4
Refrigerator, electric	525	10.5
Sewing machine	335	6.7
Television set	735	14.7
Typewriter, portable	285	5.7
Vacuum cleaner	445	8.9
Washing machine	535	10.7
Water heater	260	5.2
None of the above	105	2.1
Total	5,000	100.0

^aThe only data obtained for this period were the per cent of the sample planning to buy and the size of the sample. The plan frequencies were estimated from these data and rounded to the nearest five households.

TABLE A-18
PURCHASES OF SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS,
OCTOBER 1955 TO OCTOBER 1956

	<i>Number of Households</i>	<i>Per Cent of Total</i>
Air conditioner, room	695	13.9
Air conditioner, house system	140	2.8
Automobile, new	1,675	33.5
Automobile, used	660	13.2
Automobile, total	2,335	46.7
Broiler or rotisserie, electric	330	6.6
Camera, movie	320	6.4
Camera, still	740	14.8
Clothes dryer, electric or gas	640	12.8
Dishwasher, electric	255	5.1
Fan, electric, room	960	19.2
Fan, electric, attic	190	3.8
Floor covering, carpets or rugs	980	19.6
Floor covering, linoleum, asphalt tile, etc.	635	12.7
Food freezer, separate	295	5.9
Food mixer, electric	560	11.2
Garbage disposal unit	285	5.7
Hi-fi components	555	11.1
Home heating system	295	5.9
Iron, dry	165	3.3
Iron, steam	985	19.7
Ironer, electric, mangle	80	1.6
Lawn mower, hand	300	6.0
Lawn mower, power	810	16.2
Mattress	900	18.0
Outboard motor	240	4.8
Phonograph	440	8.8
Power tools	650	13.0
Radio, AM	880	17.6
Radio, FM or AM-FM	275	5.5
Radio-phonograph combination	125	2.5
Range (stove), electric	415	8.3
Range (stove), gas	280	5.6
Refrigerator, electric	755	15.1
Sewing machine	440	8.8
Television set	1,060	21.2
Typewriter, portable	315	6.3
Vacuum cleaner	750	15.0
Washing machine	940	18.8
Water heater	470	9.4
None of the above	105	2.1
Total	5,000	100.0

^aThe only data obtained for this period were the per cent of the sample having made purchases and the size of the sample. The purchase frequencies were estimated from these data and rounded to the nearest five households.

TABLE A-19
 CONSUMERS UNION QUESTIONNAIRE DATA FOR OCTOBER, 1957
 (PER CENT OF TOTAL)

	PLAN TO BUY WITHIN SIX MONTHS			PLAN TO BUY LATER		
	Total	Group I	Group II	Total	Group I	Group II
Air conditioner	2.6	2.6	2.7	19.6	23.2	18.4
Automobile, new, less than \$2,500	3.3	3.6	3.2	8.5	10.2	7.9
\$2,500-\$3,500	4.3	3.6	4.6	9.6	10.7	9.3
Over \$3,500	1.9	1.5	2.1	3.1	2.7	3.3
Automobile, used	2.7	3.2	2.6	4.7	6.3	4.2
Darkroom equipment	1.6	1.8	1.5	3.9	5.4	3.4
Food freezer, separate	2.2	2.4	2.1	12.5	16.7	11.0
Hi-fi separate components	5.1	5.8	4.8	9.9	11.8	9.3
Hi-fi package	2.5	2.6	2.5	5.5	7.2	5.0
Motor scooter	0.3	0.4	0.3	1.1	1.4	0.9
Mower, power	3.4	3.8	3.3	8.7	11.0	7.9
Outboard motor	1.3	1.4	1.3	7.0	8.2	6.6
Range, electric	2.3	2.2	2.3	6.3	8.2	5.6
Range, gas	1.4	1.6	1.3	3.5	4.7	3.2
Refrigerator	4.0	4.1	3.9	9.0	11.5	8.2
Saw, power	1.4	1.6	1.3	4.9	6.6	4.4
Tractor, garden	0.5	0.5	0.5	1.9	2.4	1.8
Television set, under \$100	0.6	0.7	0.5	0.9	1.3	0.8
\$100-\$199	2.5	2.9	2.4	4.3	5.5	3.9
\$200-\$299	2.2	2.1	2.3	4.5	4.8	4.3
Over \$300	1.0	1.0	1.1	3.2	3.3	3.2
Vacuum cleaner	4.3	4.6	4.2	6.3	7.7	5.8
Washing machine	4.6	5.1	4.5	7.7	9.7	7.0
Water softening equipment	1.5	1.5	1.5	4.5	5.4	4.1
Total	100.0	100.0	100.0	100.0	100.0	100.0

Group I is a random sample of 10,000 "volunteers" for future surveys, and Group II is a random sample of 10,000 "nonvolunteers."

The totals are averages of the percentages for the subgroups. The percentages are weighted by the size of the population from which each was taken.

TABLE A-20

PLANS TO BUY SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS, APRIL 1958
(PER CENT OF TOTAL PLANNING TO BUY)

	<i>Within</i>		<i>Over</i>	OVER NEXT	
	<i>6</i>	<i>Later</i>	<i>Next</i>	12 MONTHS	
	<i>Months</i>	<i>(A)</i>	<i>12</i>	<i>Defi-</i>	<i>Probably-</i>
	<i>(A)</i>	<i>(A)</i>	<i>Months</i>	<i>nately</i>	<i>Possibly</i>
			<i>(B)</i>	<i>(C)</i>	<i>(C)</i>
Air conditioner, room	4.4	10.8	7.5	2.0	9.7
Air conditioner, home	1.0	6.0	1.9	0.7	2.4
Automobile, new	6.4	29.3	16.8	5.7	16.1
less than \$2,500	2.5	12.7	7.0	2.2	7.2
\$2,500-\$3,500	3.0	12.9	7.3	2.6	7.3
over \$3,500	0.9	3.7	2.5	0.9	1.6
Automobile, used	3.8	9.4	8.2	2.5	8.2
Automobile, total	10.3	38.7	25.0	8.2	24.3
Camera, movie	2.1	6.4	3.6	1.2	5.3
Carpets and rugs (over \$100)	7.7	17.2	13.3	6.1	10.7
Clothes dryer, electric or gas	3.7	13.0	8.1	3.0	8.9
Dishwasher	2.0	9.4	4.8	2.0	5.2
Food freezer	1.8	11.4	5.4	1.5	6.8
Furniture (over \$100)	15.5	23.3	25.8	13.7	17.4
Garbage disposal unit	2.0	6.1	3.4	1.3	3.3
Hi-fi, separate components or package	7.2	17.7	14.9	4.6	12.3
Home heating system	2.8	4.0	3.1	1.6	2.5
Range, electric or gas	3.6	9.0	7.1	2.8	5.3
Refrigerator	3.9	10.8	7.3	3.1	7.1
under \$200	0.5	0.7	0.9	0.4	0.8
\$200-\$299	2.5	7.4	2.8	1.1	3.0
over \$300	1.0	2.7	3.6	1.6	3.3
Television set	4.8	19.9	11.3	3.2	13.1
black and white	4.3	9.3	8.9	2.8	9.1
color	0.5	10.6	2.4	0.5	4.0
Washing machine	4.8	9.4	9.5	3.8	7.7

Capital letters above the figure columns denote the type of questionnaire the respondents received.

TABLE A-20, CONCLUDED

OVER NEXT 12 MONTHS IF INCOME IS:				
<i>As Expected (D)</i>	<i>Higher than Expected (D)</i>	<i>Lower than Expected (D)</i>	<i>Before October (E)</i>	<i>Between October and Year from Now (E)</i>
6.1	15.7	1.3	5.7	2.7
1.2	5.4	0.4	0.8	1.7
14.3	32.9	4.6	7.4	14.9
5.6	13.5	2.7	2.9	5.9
6.6	15.5	1.3	3.2	7.1
2.1	3.9	0.7	1.3	1.9
7.9	10.4	3.6	3.9	4.3
22.2	43.3	8.2	11.3	19.1
3.3	10.1	0.5	2.3	2.7
12.8	24.9	3.7	8.5	9.3
6.9	15.5	2.3	3.6	6.9
3.5	10.2	0.8	1.6	2.8
3.5	11.9	0.7	1.9	4.3
26.2	41.9	9.4	15.9	16.5
2.1	6.1	0.5	1.7	2.5
10.9	23.3	1.9	6.3	9.8
2.4	3.9	0.5	2.5	1.8
6.0	10.1	2.6	4.4	4.5
8.2	13.0	3.7	4.1	4.5
1.1	1.5	1.1	0.8	0.4
3.1	4.9	1.2	1.3	1.3
4.1	6.7	1.5	2.0	2.7
9.7	22.7	2.1	5.1	10.4
8.3	13.8	1.8	4.5	6.4
1.3	8.9	0.3	0.5	4.0
8.5	12.5	3.8	4.9	6.7

TABLE A-21

PURCHASES OF SELECTED PRODUCTS BY CONSUMERS UNION MEMBERS,
APRIL 1957 TO APRIL 1958

	<i>Per Cent</i>
Air conditioner, room	7.0
Air conditioner, house	1.5
Automobile, new	24.4
less than \$2,500	6.4
\$2,500-\$3,500	11.4
over \$3,500	6.6
Automobile, used	12.9
Automobile, total	37.3
Camera, movie	5.6
Carpets, rugs (over \$100)	13.2
Clothes dryer, electric or gas	10.3
Dishwasher	4.4
Food freezer	4.6
Furniture (over \$100)	28.9
Garbage disposal unit	4.1
Hi-fi, separate components or package	15.5
Home heating system	4.8
Range, electric or gas	9.4
Refrigerator, total	11.0
under \$200	2.1
\$200-\$299	3.9
over \$300	4.9
TV set, black and white	14.6
TV set, color	0.5
TV total	15.1
Washing machine	14.3
None of the above	11.7
No answer	10.9
None and no answer	22.6

Based on sample of 9,658 questionnaires.

TABLE A-22

TIME PERIOD EQUIVALENTS FOR CONSUMERS UNION DATA

<i>Calendar Time Span</i>	<i>Planning Period Designation</i>	<i>Purchasing Period Designation</i>
July 1, 1946-June 30, 1947	P- 1	A- 1
July 1, 1947-June 30, 1948	P- 2	A- 2
July 1, 1948-June 30, 1949	P- 3	
Nov. 15, 1948-Nov. 14, 1949		A- 3
Nov. 15, 1949-Nov. 14, 1950	P- 4	
Oct. 1, 1949-Sept. 30, 1950		A- 4
Oct. 1, 1950-Sept. 30, 1951	P- 5	
Aug. 15, 1950-Aug. 14, 1951		A- 5
Aug. 15, 1951-Aug. 14, 1952	P- 6	
July 1, 1951-June 30, 1952		A- 6
July 1, 1952-June 30, 1953	P- 7	
Oct. 1, 1952-Sept. 30, 1953		A- 7
Oct. 1, 1953-Sept. 30, 1954	P- 8	A- 8
Oct. 1, 1954-Sept. 30, 1955	P- 9	A- 9
Oct. 1, 1955-Sept. 30, 1956	P-10	A-10
Oct. 1, 1956-Sept. 30, 1957	P-11	A-11
Oct. 1, 1957-Sept. 30, 1958	P-12	A-12

Planning periods refer to the time span covered by data showing the quantity of consumer durables that CU subscribers plan to buy.

Purchasing periods refer to the time span covered by data showing the quantity of consumer durables that CU subscribers actually purchased.

TABLE A-23

BASIC DATA FOR REGRESSION EQUATIONS, 1949-1957

<i>Con- sumers Union Time Period</i>	<i>Dis- posable Personal Income</i>	<i>Savings</i>	<i>Durables Purchases</i>	<i>Year</i>	<i>Dis- posable Personal Income</i>	<i>Savings</i>	<i>Durables Purchases</i>
P- 3	190.5	11.2	19.1	1949	188.2	7.6	20.4
P- 4	202.3 ^a	10.5	24.8 ^b	1950	206.1 ^c	12.1	25.3
P- 5	221.9	16.7	23.7	1951	226.1	17.7	23.6
P- 6	232.6	19.4	21.1	1952	237.4	19.0	22.9
P- 7	245.3	19.4	23.8	1953	250.2	19.7	26.0
P- 9	264.9	15.2	30.3	1954	254.5	17.9	25.5
P-10	283.2	19.2	29.6	1955	270.2	15.8	31.4
P-11	296.4 ^d	20.5 ^d	30.6 ^d	1956	287.2	20.0	29.4
				1957	297.7 ^e	20.0 ^e	30.8 ^e

^a197.1 excluding Korean war period.

^b22.4 excluding Korean war period.

^c198.8 for first 2 quarters.

^dFirst 3 quarters.

^eFirst 2 quarters.

Source: *Survey of Current Business*.

TABLE A-24

INDEXES OF YEAR-TO-YEAR CHANGE IN THE CURRENT VALUE OF PLANNED PURCHASES FOR THE CONSUMERS UNION SAMPLE AND ACTUAL PURCHASES FOR THE U. S. POPULATION AS A WHOLE

<i>Time Period</i>	PLANNED PURCHASES RELATIVE TO PREVIOUS PERIOD		
	<i>Auto</i>	<i>Household</i>	<i>Total Durables</i>
P- 2	—	—	—
P- 3	98.4	112.6	103.5
P- 4	119.6	155.4	133.7
P- 5	96.5	88.4	92.8
P- 6	60.2	72.5	65.7
P- 7	129.1	106.1	118.1
P- 8	—	—	—
P- 9	152.9 ^a	121.6 ^a	139.1 ^a
P-10	111.1	97.8	106.0
P-11	104.3	96.0	101.4

	ACTUAL PURCHASES RELATIVE TO PREVIOUS PERIOD		
	<i>Auto</i>	<i>Household</i>	<i>Total Durables</i>
P- 2	—	—	—
P- 3	120.0	93.0	103.8
P- 4	141.7	121.7	129.8
P- 5	96.6	96.1	95.6
P- 6	86.1	90.3	89.0
P- 7	120.2	106.3	112.8
P- 8	—	—	—
P- 9	137.8 ^a	116.8 ^a	127.3 ^a
P-10	90.9	105.8	97.7
P-11	105.4	101.4	103.4

^aP-7 = 100.

Data for planned purchases were built up in the following manner. The percentage of people in the Consumers Union sample who planned to buy a particular item was obtained from the CU questionnaires. These data were weighted by relative prices, and then adjusted for (1) the prices that people planned to pay each year (obtained from the Survey of Consumer Finances, *Federal Reserve Bulletin*) and (2) the annual change in the number of spending units in the U. S. population. The procedure is explained in detail in F. T. Juster, "Expectational Data and Short-Term Forecasting," unpublished Ph.D. dissertation, Columbia University, 1956, Appendix B.

Source: Data for actual purchases derived from the *Survey of Current Business*, U. S. Department of Commerce.

TABLE A-25

INDEXES OF YEAR-TO-YEAR CHANGE IN AMOUNT OF PLANNED PURCHASES
FOR THE CONSUMERS UNION SAMPLE AND ACTUAL PURCHASES BY THE
U. S. POPULATION AS A WHOLE

<i>Time Period</i>	PLANNED PURCHASES RELATIVE TO PREVIOUS YEAR		ACTUAL PURCHASES RELATIVE TO PREVIOUS YEAR	
	<i>Auto</i>	<i>Household</i>	<i>Auto</i>	<i>Household</i>
P- 3	85.4	102.3	120.6	92.1
P- 4	117.7	134.4	155.0	122.9
P- 5	95.0	84.9	91.1	88.4
P- 6	53.1	71.3	75.1	89.5
P- 7	118.4	101.5	116.0	107.8
P- 8	—	—	—	—
P- 9	135.0 ^a	127.7 ^a	141.7 ^a	120.9 ^a
P-10	108.3	101.1	91.2	106.8
P-11	101.8	96.0	93.9	100.7

^aP-7 = 100.

Planned Purchases are based on data from CU questionnaires showing the percentage of people with buying plans for particular items. These data were weighted by relative prices and adjusted for the changes in the number of spending units in the U. S. population. One procedure is explained in detail in F. T. Juster, "Expectational Data and Short-Term Forecasting," unpublished Ph.D. dissertation, Columbia University, 1956, Appendix B.

Source: Actual Purchases are derived from current dollar figures in the *Survey of Current Business*, deflated by price indexes for household equipment and automobiles taken from the *Federal Reserve Bulletin*.

TABLE A-26

INDEXES OF YEAR-TO-YEAR CHANGE IN PLANNED PURCHASES FOR THE SURVEY OF CONSUMER FINANCES SAMPLE AND ACTUAL PURCHASES FOR THE U. S. POPULATION AS A WHOLE
(PREVIOUS YEAR = 100)

Year	PLANNED PURCHASES RELATIVE TO PREVIOUS YEAR				ACTUAL PURCHASES RELATIVE TO PREVIOUS YEAR				
	Total autos (current value)	Total autos (number of units)	Household equipment (current value)	Household equipment (constant dollars)	Total autos (current value)	Total autos (number of units)	Household equipment (current value)	Household equipment (constant dollars)	Total durables (current value)
1948	113.5	95	123.3	107.0	115.9	110	104.5	99.0	108.7
1949	130.7	126	108.1	111.0	130.1	139	94.8	96.0	108.5
1950	105.8	116	125.0	109.0	130.5	131	118.3	127.0	124.0
1951	60.7	57	82.0	89.0	87.9	80	98.4	88.3	93.3
1952	123.3	121	92.7	91.0	95.4	82	98.4	100.9	97.0
1953	141.0	121	153.8	139.8	126.9	138	102.4	103.5	113.5
1954	88.6	94	84.5	84.5	95.5	96	100.8	102.5	98.1
1955	116.3	110	93.6	106.5	136.5	130	110.1	111.5	123.1
1956	103.3	103	99.5	99.5	84.9	83	104.2	105.9	93.6
1957 ^a	109.3	105	108.5	104.9	108.9	103 ^b	100.7	99.3	104.8

^aFor actual purchases, only the first 2 quarters.
^b8 month average.

Source: Data on actual purchases are derived from the *Survey of Current Business*; price deflators from the *Federal Reserve Bulletin*.

Data on planned purchases are derived from the Survey of Consumer Finances, *Federal Reserve Bulletin*. The percentage of the sample with buying plans is adjusted for expected prices (or average planned expenditure) and for the change in the number of spending units in the U. S. population. For details of calculation see F. T. Juster, "Expectational Data and Short-Term Forecasting," *op. cit.*

TABLE A-27

PERCENTAGE OF CONSUMERS UNION SUBSCRIBERS PLANNING TO BUY AUTOMOBILES,
WITHIN INCOME CLASSES, SELECTED YEARS

Period of Plans	INCOME CLASS										
	Less than \$2,000	\$2,000- 2,999	\$3,000- 3,999	\$4,000- 4,999	\$5,000- 7,499	\$7,500- 9,999	\$10,000- 14,999	\$15,000- 24,999	\$25,000 and Over		
	<i>Total Automobiles</i>										
Aug. ^a '51-Aug. ^a '52	15.2	12.0	17.9	19.2	17.5	19.5	17.7	23.2	25.0		
July '52-June '53 (P-7)	—	16.8	20.4	21.6	20.0	23.6	23.3	26.3	26.8		
Oct. '55-Sept. '56 (P-10)	28.6	16.5	30.8	28.4	30.4	28.9	31.8	31.6	34.7		
Oct. '56-Sept. '57 (P-11) ^b	—	24.2	—	—	28.0	30.6	32.4	29.8	42.4		
Oct. '57-Sept. '58 (P-12) ^c	—	7.8	6.8	8.9	10.8	12.7	13.3	17.4	18.2		
Oct. '57-Sept. '58 (P-12) ^d	—	24.1	28.4	25.5	27.5	28.2	26.0	21.6	15.9		
Oct. '57-Sept. '58 (P-12) ^e	—	31.9	35.1	34.4	38.3	40.9	39.3	39.0	34.1		

TABLE A-27, CONCLUDED

	<i>New Automobiles</i>									
Oct. '55 to Sept. '56 (P-10)	14.3	11.8	19.1	17.7	22.6	23.4	27.1	28.9	34.1	
Oct. '56 to Sept. '57 (P-11) ^b	—	12.9	—	—	18.2	23.1	26.3	27.6	38.0	
Oct. '57 to Sept. '58 (P-12) ^c	—	5.5	3.9	6.1	7.8	9.8	10.8	15.1	16.8	
Oct. '57 to Sept. '58 (P-12) ^d	—	17.9	21.2	20.0	21.9	22.5	22.4	19.4	15.3	
Oct. '57 to Sept. '58 (P-12) ^e	—	23.4	25.1	26.1	29.7	32.3	33.2	34.4	32.1	
	<i>Used Automobiles</i>									
Oct. '55 to Sept. '56 (P-10)	14.3	4.7	11.7	10.7	7.8	5.5	4.7	2.7	0.6	
Oct. '56 to Sept. '57 (P-11) ^b	—	11.3	—	—	9.8	7.5	6.1	2.2	4.4	
Oct. '57 to Sept. '58 (P-12) ^c	—	2.3	2.9	2.8	3.0	3.0	2.5	2.4	1.4	
Oct. '57 to Sept. '58 (P-12) ^d	—	6.2	7.1	5.5	5.6	5.7	3.6	2.2	0.6	
Oct. '57 to Sept. '58 (P-12) ^e	—	8.5	10.0	8.3	8.6	8.7	6.2	4.6	2.0	

^aMid-August of each year.

^bIncome classes were slightly different for this year. The classifications were less than \$2,000, \$2,000-3,999, \$4,000-5,999, \$6,000-7,999, \$8,000-9,999, and above that the same as other years.

^cPlan to buy within 6 months.

^dPlan to buy "later".

^ePlan to buy within 6 months or "later".

TABLE A-28

PERCENTAGE OF CONSUMERS UNION SUBSCRIBERS PLANNING TO BUY SELECTED COMMODITIES,
WITHIN INCOME CLASSES, SELECTED YEARS

Period of Plans	INCOME CLASS									
	Less than \$2,000	\$2,000-2,999	\$3,000-3,999	\$4,000-4,999	\$5,000-7,499	\$7,500-9,999	\$10,000-14,999	\$15,000-24,999	\$25,000 and Over	
	<i>Ranges, Refrigerators, and Washing Machines</i>									
Aug. ^a '51-Aug. ^a '52 (P-6)	18.1	25.8	27.6	23.2	28.2	22.6	21.1	13.9	19.9	
July '52-June '53 (P-7)	—	21.3	28.0	31.8	29.9	25.8	28.8	21.6	11.3	
Oct. '55-Sept. '56 (P-10)	28.6	28.2	34.2	31.4	30.6	35.5	28.2	25.4	21.0	
Oct. '56-Sept. '57 (P-11) ^b	—	29.5	—	—	33.4	30.3	35.4	24.9	27.2	
Oct. '57-Sept. '58 (P-12) ^c	—	11.5	10.1	11.9	11.1	13.5	12.4	14.3	12.3	
Oct. '57-Sept. '58 (P-12) ^d	—	40.1	28.0	32.6	31.7	28.0	22.3	16.4	11.6	
Oct. '57-Sept. '58 (P-12) ^e	—	51.5	38.0	44.5	42.8	41.4	34.7	30.7	23.9	
	<i>Air Conditioners</i>									
Aug. ^a '51-Aug. ^a '52 (P-6)	6.1	0.6	4.2	5.7	6.5	7.4	10.7	9.8	7.3	
July '52-June '53 (P-7)	—	5.6	4.7	6.9	7.3	8.3	13.1	14.4	7.2	
Oct. '55-Sept. '56 (P-10)	7.1	4.7	13.2	12.0	16.6	15.6	15.5	16.5	16.5	
Oct. '56-Sept. '57 (P-11) ^b	—	7.2	—	—	11.8	11.8	13.1	8.5	9.5	
Oct. '57-Sept. '58 (P-12) ^c	—	2.2	0.5	1.8	2.2	2.4	3.1	4.4	5.1	
Oct. '57-Sept. '58 (P-12) ^d	—	9.9	16.6	17.5	22.4	22.3	19.5	14.9	11.9	
Oct. '57-Sept. '58 (P-12) ^e	—	12.0	17.1	19.3	24.6	24.7	22.7	19.2	17.0	

^aMid-August of each year.

^bIncome classes were slightly different for this year. The classifications were less than \$2,000, \$2,000-3,999, \$4,000-5,999, \$6,000-7,999, \$8,000-9,999, and then the same as other years.

^cPlan to buy within 6 months.

^dPlan to buy "later".

^ePlan to buy within 6 months or "later".

TABLE A-29
 PERCENTAGE OF CONSUMERS UNION SUBSCRIBERS PLANNING TO BUY SELECTED COMMODITIES,
 WITHIN INCOME CLASSES, SELECTED YEARS

Period of Plans	INCOME CLASS										
	Less than \$2,000	\$2,000- 2,999	\$3,000- 3,999	\$4,000- 4,999	\$5,000- 7,499	\$7,500- 9,999	\$10,000- 14,999	\$15,000- 24,999	\$25,000 and Over		
	<i>Vacuum Cleaners</i>										
Aug. '51-Aug. '52	10.6	10.8	9.1	11.5	8.7	8.6	5.3	4.1	5.2		
July '52-June '53 (P-7)	—	5.1	10.1	8.5	9.1	6.0	6.3	3.1	7.2		
Oct. '55-Sept. '56 (P-10)	3.6	10.6	11.3	10.2	9.9	8.7	7.6	2.7	6.3		
Oct. '56-Sept. '57 (P-11) ^b	—	8.8	—	—	8.9	9.4	9.2	6.8	5.1		
Oct. '57-Sept. '58 (P-12) ^c	—	1.6	4.4	5.1	4.6	4.3	4.4	3.9	2.6		
Oct. '57-Sept. '58 (P-12) ^d	—	8.3	8.8	8.0	7.9	6.4	5.0	3.7	1.8		
Oct. '57-Sept. '58 (P-12) ^e	—	9.9	13.2	13.1	12.5	10.7	9.4	7.6	4.4		
	<i>Television Sets</i>										
Aug. '51-Aug. '52	10.6	11.4	11.8	13.3	11.8	11.4	9.5	13.4	14.6		
July '52-June '53 (P-7)	—	13.2	12.8	16.3	13.9	13.8	12.4	11.9	3.1		
Oct. '55-Sept. '56 (P-10)	7.1	15.3	21.4	16.3	15.8	18.0	16.9	14.8	22.7		
Oct. '56-Sept. '57 (P-11) ^b	—	10.7	—	—	16.0	13.1	16.8	14.8	18.4		
Oct. '57-Sept. '58 (P-12) ^c	—	6.2	5.8	5.6	5.9	6.2	7.1	7.8	6.4		
Oct. '57-Sept. '58 (P-12) ^d	—	14.4	15.2	12.5	14.6	13.4	11.7	11.4	6.9		
Oct. '57-Sept. '58 (P-12) ^e	—	20.6	21.0	18.1	20.1	19.6	18.8	19.2	13.3		

^aMid-August of each year.

^bIncome classes were slightly different for this year. The classifications were less than \$2,000, \$2,000-3,999, \$4,000-5,999, \$6,000-7,999, \$8,000-9,999, and then the same as other years.

^cPlan to buy within 6 months.

^dPlan to buy "later".

^ePlan to buy within 6 months or "later".

TABLE A-30

PERCENTAGE OF CONSUMERS UNION SUBSCRIBERS HAVING BOUGHT SELECTED COMMODITIES,
WITHIN INCOME CLASSES, SELECTED YEARS

Period of Purchases	INCOME CLASS									
	Less than \$2,000	\$2,000-2,999	\$3,000-3,999	\$4,000-4,999	\$5,000-7,499	\$7,500-9,999	\$10,000-14,999	\$15,000-24,999	\$25,000 and Over	
	<i>New Automobiles</i>									
Oct. '52-Sept. '53 (A-7)	9.7	17.4	21.5	22.9	25.4	29.1	39.8	49.3		
Oct. '55-Sept. '56 (A-10) ^a	16.3	23.2	30.7	34.9	42.0	52.5	60.1			
	<i>Used Automobiles</i>									
Oct. '52-Sept. '53 (A-7)	10.9	14.0	14.7	11.6	8.7	9.3	9.2	7.7		
Oct. '55-Sept. '56 (A-10) ^a	15.4	15.4	15.4	13.6	11.8	13.0	10.4	9.5		
	<i>Total Automobiles</i>									
July '51-June '52 (A-6)	22.3	25.1	28.1	31.6	31.5	40.3	44.8	50.5		
Oct. '52-Sept. '53 (A-7)	20.6	31.4	36.2	34.5	34.1	38.4	49.0	57.0		
Oct. '55-Sept. '56 (A-10) ^a	31.7	38.6	38.6	44.3	46.7	55.0	62.9	69.6		
	<i>Television Sets</i>									
July '51-June '52 (A-6)	10.2	14.8	17.0	16.7	19.2	19.0	17.5	25.8		
Oct. '52-Sept. '53 (A-7)	11.0	17.1	15.7	18.0	15.9	17.0	20.9	25.4		
Oct. '55-Sept. '56 (A-10) ^a	19.7	20.8	20.8	22.1	18.1	21.7	21.6	32.3		

^aIncome classes were slightly different for this year. The classifications were less than \$2,000, \$2,000-3,999, \$4,000-5,999, \$6,000-7,999, \$8,000-9,999, and then the same as other years.

TABLE A-31

PERCENTAGE OF CONSUMERS UNION SUBSCRIBERS HAVING BOUGHT SELECTED COMMODITIES,
WITHIN INCOME CLASSES, SELECTED YEARS

Period of Purchases	INCOME CLASS										
	Less than \$2,000	\$2,000- 2,999	\$3,000- 3,999	\$4,000- 4,999	\$5,000- 7,499	\$7,500- 9,999	\$10,000- 14,999	\$15,000- 24,999	\$25,000 and Over		
	<i>Air Conditioners</i>										
July '51-June '52 (A-6)	1.5	—	1.9	3.4	3.1	4.8	6.1	12.9	17.5		
Oct. '52-Sept. '53 (A-7)	0.6	—	3.3	1.6	5.2	7.0	11.6	15.3	24.6		
Oct. '55-Sept. '56 (A-10) ^a	—	5.6	—	8.4	11.9	13.7	19.2	21.8	29.1		
	<i>Ranges, Refrigerators, and Washers</i>										
July '51-June '52 (A-6)	38.6	—	42.2	45.7	44.5	47.4	45.9	58.8	70.1		
Oct. '52-Sept. '53 (A-7)	38.1	—	36.9	42.9	38.4	42.2	37.7	39.8	43.7		
Oct. '55-Sept. '56 (A-10) ^a	—	43.9	—	49.0	49.3	47.9	44.5	58.2	38.6		
	<i>Vacuum Cleaners</i>										
July '51-June '52 (A-6)	12.2	—	14.4	16.1	16.1	15.5	13.9	15.5	18.6		
Oct. '55-Sept. '56 (A-10) ^a	—	11.3	—	15.6	15.3	14.5	15.6	14.8	17.1		

^aIncome classes were slightly different for this year. The classifications were less than \$2,000, \$2,000-3,999, \$4,000-5,999, \$6,000-7,999, \$8,000-9,999, and after that the same as other years.

TABLE A-32

AVERAGE LEVEL OF BUYING PLANS FOR A SIX-MONTH FORWARD PERIOD
 WITHIN AGE-INCOME GROUPS HAVING THE SAME INCOME EXPERIENCE,
 OCTOBER 1957

(UNITY = \$300)

Age- Income Group	TOTAL AUTO PLANS When Household Income Compared with Income a Year Ago Was:			HOUSEHOLD EQUIPMENT PLANS (6 ITEMS) When Household Income Compared with Income a Year Ago Was:			AUTO + HOUSEHOLD EQUIPMENT PLANS When Household Income Compared with Income a Year Ago Was:		
	Higher	Same	Lower	Higher	Same	Lower	Higher	Same	Lower
1	0.38	0.16	0.28	0.41	0.21	0.34	0.79	0.37	0.62
2	.16	.22	.16	.20	.24	.33	.36	.46	.49
3	.45	.08	.11	.14	.14	.09	.59	.22	.20
4	.46	.33	.38	.34	.31	.25	.80	.64	.63
5	.41	.37	.69	.22	.24	.27	.63	.61	.96
6	.35	.37	.67	.18	.18	.21	.53	.55	.88
7	.52	.42	.11	.43	.37	.32	.95	.79	.43
8	.46	.48	.55	.31	.33	.40	.77	.81	.95
9	.55	.42	.46	.22	.19	.39	.77	.61	.85
10	.57	.63	.50	.47	.30	.44	1.04	.93	.94
11	.71	.41	.58	.37	.33	.10	1.08	.74	.68
12	.45	.53	.41	.25	.24	.23	.70	.77	.64
13	.94	.95	1.38 ^a	.49	.37	.00 ^a	1.43	1.32	1.38 ^a
14	.95	.92	1.05	.31	.48	.19	1.26	1.40	1.24
15	.94	.65	.95	.38	.23	.29	1.32	.88	1.24
Average of 14	0.53	0.43	0.49	0.30	0.27	0.28	0.83	0.70	0.77
Average of 9	.50	.44	.48	.31	.28	.29	.81	.72	.77

^aLess than 10 observations; the entire row excluded from the averages.*Notes to Tables A-32 through A-57*

This group of tables are all drawn up in the same way. All data are taken from Consumers Union questionnaires. Each table shows the average level of buying plans (purchases) for a number of household groups that are homogeneous with respect to both age and income. The weighting used to aggregate both automobile plans (purchases) and household equipment plans (purchases) is the same throughout. Automobiles are weighted 2 for used car, 4 for new car under \$2,500, 5 for new car between \$2,500 and \$3,499, and 6 for new car over \$3,500. We assumed that the net cost of each expenditure was \$600, \$1,200, \$1,500, and \$1,800, respectively. All household equipment items were weighted equally at an assumed cost of \$300 per item.

(Continued on next page)

Notes to Tables A-32 through A-57, concluded

The following list of items were included in the category household equipment.

1. Room air conditioner
2. House air conditioning system
3. Movie camera
4. Carpets and rugs (over \$100 cost)
5. Electric or gas clothes dryer
6. Dishwasher
7. Food freezer
8. Furniture (over \$100 cost)
9. Garbage disposal unit
10. Hi-fidelity components or packaged set
11. Home heating system
12. Electric or gas range
13. Refrigerator
14. Black and white TV set
15. Color TV set
16. Washing machine

For the most part all these items are included in the averages. For the tables where the notation, 6 items, is shown under household durables, only items 7, 10, 12, 13, 14, and 16 are aggregated. These six are shown separately in some tables, because they were the only household equipment items included on both the October 1957 and April 1958 surveys.

The age-income groups, designated 1 through 15, have the following meaning.

<i>Age-Income Group Designation</i>	<i>Age of Household Head</i>	<i>Income of Household</i>
1	under 35	under \$5,000
2	35-44	under \$5,000
3	45 and over	under \$5,000
4	under 35	\$5,000-\$7,499
5	35-44	\$5,000-\$7,499
6	45 and over	\$5,000-\$7,499
7	under 35	\$7,500-\$9,999
8	35-44	\$7,500-\$9,999
9	45 and over	\$7,500-\$9,999
10	under 35	\$10,000-\$14,999
11	35-44	\$10,000-\$14,999
12	45 and over	\$10,000-\$14,999
13	under 35	\$15,000 and over
14	35-44	\$15,000 and over
15	45 and over	\$15,000 and over

Two sets of group averages are shown on all tables. Averages for the entire fifteen groups occasionally exclude observations for the row where very small sample sizes (less than 10) were found. Averages for the nine groups from 4 to 12 are likely to be more reliable, because small sample sizes are less frequent, and hence sampling errors are generally smaller.

Data are shown for buying plans over both 6- and 12-month forward periods, and for purchases over a 12-month period. The latter is ordinarily shown for two different samples: the A sample was asked about six-months buying plans and purchases over a twelve-month period; the B sample about twelve-months buying plans and purchases over a twelve-month period.

TABLE A-33

AVERAGE LEVEL OF BUYING PLANS FOR A SIX-MONTH FORWARD PERIOD
WITHIN AGE-INCOME GROUPS HAVING THE SAME INCOME EXPERIENCE,
APRIL 1958

(UNITY = \$300)

Age- Income Group	TOTAL AUTO PLANS			HOUSEHOLD EQUIPMENT PLANS (6 ITEMS)			AUTO + HOUSEHOLD EQUIPMENT PLANS		
	<i>When Household Income Compared with Income a Year Ago Was:</i>								
	Higher	Same	Lower	Higher	Same	Lower	Higher	Same	Lower
1	0.28	0.42	0.05	0.40	0.24	0.50	0.68	0.66	0.55
2	.32	.37	.20	.17	.08	.30	.49	.45	.50
3	.35	.20	.14	.09	.12	.27	.44	.32	.41
4	.32	.22	.29	.30	.24	.22	.62	.46	.51
5	.31	.21	.38	.19	.17	.32	.50	.38	.70
6	.51	.19	.43	.26	.23	.13	.77	.42	.56
7	.26	.25	.24	.34	.29	.24	.60	.54	.48
8	.27	.46	.55	.29	.26	.27	.56	.72	.82
9	.65	.43	.52	.28	.20	.11	.93	.63	.63
10	.54	.37	.45	.42	.28	.30	.96	.65	.75
11	.52	.72	.59	.26	.24	.12	.78	.96	.71
12	.60	.55	.24	.19	.23	.30	.79	.78	.54
13	.63	.86	.40	.47	.28	.20	1.10	1.14	.60
14	.55	.47	1.18	.24	.33	.18	.79	.80	1.36
15	.54	.55	1.05	.27	.20	.10	.81	.75	1.15
Average of 15	0.44	0.42	0.45	0.28	0.23	0.24	0.72	0.64	0.68
Average of 9	.44	.38	.41	.28	.24	.22	.72	.62	.63

TABLE A-34

AVERAGE LEVEL OF BUYING PLANS FOR A SIX-MONTH FORWARD PERIOD
 WITHIN AGE-INCOME GROUPS, RELATED TO HOUSE BUYING PLANS,
 OCTOBER 1957

(UNITY = \$300)

<i>Age- Income Group</i>	TOTAL AUTOMOBILE BUYING PLANS RELATED TO HOUSE		HOUSEHOLD EQUIPMENT (6 ITEMS) PLANS RELATED TO HOUSE	
	BUYING PLANS		BUYING PLANS	
	<i>Plan to buy or build</i>	<i>Don't plan to buy or build</i>	<i>Plan to buy or build</i>	<i>Don't plan to buy or build</i>
1	0.31	0.30	0.52	0.30
2	.38	.17	.26	.22
3	.25	.17	.38	.10
4	.47	.40	.52	.28
5	.40	.42	.38	.21
6	.84	.35	.38	.15
7	.40	.49	.62	.36
8	.49	.47	.55	.28
9	.71	.43	.36	.20
10	.51	.61	.70	.35
11	.57	.62	.53	.30
12	.23	.51	.41	.22
13	1.29	.91	.79	.34
14	.81	1.00	.81	.26
15	.74	.83	.56	.27
Average of 15	0.56	0.51	0.52	0.26
Average of 9	.51	.48	.49	.26

TABLE A-35
AVERAGE LEVEL OF BUYING PLANS FOR A SIX-MONTH FORWARD PERIOD WITHIN AGE-INCOME GROUPS,
RELATED TO HOUSE BUYING PLANS, APRIL 1958
(UNITY = \$300)

Age- Income Group	TOTAL AUTOMOBILE BUYING PLANS RELATED TO HOUSE BUYING PLANS			TOTAL HOUSEHOLD (6 ITEMS) BUYING PLANS RELATED TO HOUSE BUYING PLANS			Don't plan to buy or build
	Plan to buy or build within 12 months	Plan to buy or build within a few years	Plan to buy or build future but don't know when 2 years	Plan to buy or build within 12 months	Plan to buy or build within a few years	Plan to buy or build future but don't know when 2 years	
1	0.71	0.37	0.18	0.16	0.37	0.37	0.24
2	0.00 ^a	0.67 ^a	0.30	0.54	0.23	0.11 ^a	0.18
3	0.39	0.45	0.11	0.17	0.18	0.00	0.14
4	0.34	0.29	0.24	0.37	0.25	0.32	0.18
5	0.17	0.43	0.24	0.31	0.22	0.24	0.17
6	0.00	1.13	0.27	0.26	0.27	0.30	0.19
7	0.19	0.32	0.29	0.24	0.26	0.27	0.16
8	0.85	0.50	0.60	0.25	0.29	0.24	0.21
9	0.33	0.47	0.66	0.91	0.42	0.42	0.14
10	0.47	0.46	0.93	0.33	0.28	0.26	0.31
11	0.73	0.66	0.89	0.60	0.48	0.29	0.22
12	0.63	1.36	0.55	0.22	0.47	0.13	0.17
13	1.44 ^a	0.00	0.31	0.95	0.71	0.19	0.33
14	0.45	1.12	0.60	0.54	0.49	0.20	0.24
15	0.67	1.14	0.63	0.20	0.61	0.16	0.16
Average of 13	0.46	0.67	0.48	0.35	0.35	0.26	0.19
Average of 9	0.41	0.62	0.52	0.39	0.33	0.26	0.19

^aLess than 10 observations; these rows have been excluded from the averages.

TABLE A-36

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD
EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO INCOME
EXPERIENCE, APRIL 1958

(UNITY = \$300)

HOUSEHOLD INCOME COMPARED WITH INCOME A YEAR AGO

Age- Income Group	Sub- stantially higher	Sub- stantially or some- what higher	Some- what higher	About the same	Some- what lower	Sub- stantially or some- what lower	Sub- stantially lower
1	1.29	1.05	0.98	0.94	1.18	1.03	0.86
2	1.00 ^a	0.76	0.71	0.76	0.62	0.70	0.86 ^a
3	0.40 ^a	0.59	0.62	0.51	1.03	0.68	0.06
4	1.28	1.13	1.10	0.82	0.82	0.76	0.65
5	0.70	0.83	0.83	0.60	1.08	1.04	0.92
6	1.13 ^a	1.01	1.01	0.68	0.94	0.79	0.46
7	1.59	1.17	1.12	1.06	1.08	0.79	0.43
8	0.71	0.95	0.98	1.12	1.36	1.08	0.32
9	2.14 ^a	1.38	1.33	0.89	0.59	0.82	1.50
10	1.74	1.71	1.71	1.26	1.70	1.40	0.99
11	1.17	1.36	1.37	1.41	1.00	1.12	1.44 ^a
12	1.57	1.20	1.15	1.15	0.91	0.78	0.47
13	2.56 ^a	2.02	1.90	1.72	0.77 ^a	0.80	1.00 ^a
14	1.50 ^a	1.47	1.47	1.51	1.82	1.95	2.33 ^a
15	3.25 ^a	1.34	1.20	1.13	1.65	1.74	2.14 ^a
Average of 15		1.20		1.04		1.03	
Average of 9		1.19		1.00		0.95	

^aLess than 10 observations in group.

TABLE A-36, CONCLUDED

HOUSEHOLD INCOME COMPARED WITH INCOME A YEAR AGO

Age- Income Group	Sub- stantially higher	Sub- stantially or some- what higher	Some- what higher	About the same	Some- what lower	Sub- stantially or some- what lower	Sub- stantially lower
1	2.34	2.26	2.22	1.70	2.91	2.10	1.15
2	2.17 ^a	1.72	1.61	1.79	1.94	2.27	3.00 ^a
3	1.33 ^a	1.39	1.39	1.32	1.47	1.23	0.78 ^a
4	2.31	2.12	2.07	2.02	1.82	1.68	1.42
5	1.94	2.01	2.02	1.94	1.69	1.45	0.99
6	1.28 ^a	1.79	1.86	1.74	0.85	0.93	1.06
7	3.00	2.51	2.43	2.21	1.99	2.23	2.75
8	2.92	2.37	2.28	2.16	2.39	2.06	1.34
9	3.00 ^a	2.01	1.95	2.14	1.04	1.38	1.94
10	3.30	2.86	2.76	2.75	1.84	1.77	1.65
11	3.92	2.32	2.21	2.45	2.27	2.02	1.00 ^a
12	4.13	2.71	2.53	2.12	1.89	1.91	1.92
13	5.43 ^a	4.15	3.80	3.38	4.89 ^a	4.33	2.67 ^a
14	5.12 ^a	3.67	3.42	2.65	2.68	3.12	4.50 ^a
15	3.58	3.00	2.91	2.93	2.63	2.39	1.42 ^a
Average of 15		2.46		2.22		2.06	
Average of 9		2.30		2.17		1.71	

^aLess than 10 observations.

TABLE A-37

AVERAGE LEVEL OF PURCHASES OF AUTOMOBILES AND HOUSEHOLD
EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO INCOME
EXPERIENCE, APRIL 1958

(UNITY = \$300)

BOUGHT IN PAST YEAR (A AND B SAMPLES COMBINED)

Age- Income Group	WHEN HOUSEHOLD INCOME COMPARED WITH INCOME A YEAR AGO WAS:				
	<i>Substantially higher</i>	<i>Somewhat higher</i>	<i>About the same</i>	<i>Somewhat lower</i>	<i>Substantially lower</i>
1	2.91	2.25	2.28	2.75	2.12
2	3.25	2.54	1.88	2.23	1.53
3	3.00 ^a	1.90	1.57	1.92	1.96
4	3.45	2.75	2.82	2.89	2.96
5	2.58	2.40	2.23	2.18	2.67
6	1.93	2.34	2.32	2.78	1.91
7	4.00	3.22	3.33	3.64	2.80
8	2.51	2.75	2.82	2.99	2.87
9	2.50	2.62	2.63	3.36	3.61
10	3.88	3.71	3.90	4.07	3.59
11	4.54	3.17	3.47	4.74	3.29
12	3.66	2.90	3.16	3.03	2.59
13	3.36	5.42	4.91	4.28	6.50 ^a
14	4.94	3.73	4.82	4.29	4.42
15	6.25	4.36	4.11	3.93	4.21
Average of 14	3.53	2.90	2.95	3.20	2.90
Average of 9	3.23	2.87	2.97	3.30	2.92

^aLess than 10 observations. Line 3 was retained since small sample size is 8. Line 13 was excluded.

TABLE A-38

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD EQUIPMENT OVER A SIX-MONTH FORWARD PERIOD WITHIN AGE-INCOME GROUPS, RELATED TO INCOME EXPECTATIONS, APRIL 1958

(UNITY = \$300)

SIX-MONTHS BUYING PLANS RELATED TO INCOME EXPECTATIONS OF:

<i>Age- Income Group</i>	<i>Sub- stantial increase</i>	<i>In- crease</i>	<i>Moderate increase</i>	<i>No change</i>	<i>Moderate decrease</i>	<i>De- crease</i>	<i>Sub- stantial decrease</i>
1	2.09	1.32	1.07	0.57	1.10	1.12	1.13
2	1.84 ^a	1.03	0.88	0.66	0.60	0.48	0.36
3	2.38 ^a	0.72	0.20	0.57	0.48	0.34	0.09
4	1.00	1.10	1.14	0.90	0.85	0.69	0.56
5	1.10	0.82	0.79	0.70	0.64	0.67	0.70
6	1.80 ^a	0.84	0.79	0.79	0.96	0.80	0.64
7	1.65	1.12	1.08	0.98	1.39 ^a	1.34	1.33
8	2.09	1.21	1.15	1.01	0.86	0.70	0.47
9	2.00 ^a	1.49	0.99	0.83	0.78	0.93	1.14
10	2.50 ^a	1.83	1.81	1.18	1.58	1.40	1.24
11	0.66	1.24	1.29	1.46	1.85	1.28	0.41
12	2.22 ^a	1.54	1.48	0.94	0.90	0.76	0.53
13	2.80 ^a	1.68	1.40	1.93	0.00 ^a	1.14	1.78 ^a
14	1.86 ^a	1.51	1.46	1.66	1.05	1.29	1.75
15	4.00 ^a	1.45	1.23	1.24	1.21	1.24	1.29
Average of 15		1.26		1.03		0.95	
Average of 9		1.24		0.98		0.95	

^aLess than 10 observations.The *Increase* and *Decrease* columns are weighted averages of the two adjacent (*Substantial* and *Moderate increase and decrease*) columns.

TABLE A-39

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD EQUIPMENT OVER A TWELVE-MONTH FORWARD PERIOD WITHIN AGE-INCOME GROUPS, RELATED TO INCOME EXPECTATIONS, APRIL 1958

(UNITY = \$300)

12-MONTHS BUYING PLANS RELATED TO INCOME EXPECTATIONS OF:

Age- Income Group	Sub- stantial increase	In- crease	Moderate increase	No change	Moderate decrease	De- crease	Sub- stantial decrease
1	2.81	2.26	2.06	1.87	1.50	1.20	0.93
2	2.15 ^a	1.61	1.46	1.94	1.82	2.24	2.70
3	0.20 ^a	1.55	1.80	1.06	1.65	1.19	0.64
4	3.40	2.32	2.20	1.70	2.07	1.74	1.52
5	2.56	2.24	2.21	1.83	1.44	1.50	1.55
6	1.77	1.76	1.76	1.69	1.15	1.12	1.70
7	3.55	2.59	2.52	2.12	3.00	2.46	2.00
8	2.34	2.52	2.53	2.11	1.46	1.80	2.20
9	4.40 ^a	2.29	2.18	1.88	1.10	1.75	2.67
10	4.06	2.95	2.83	2.47	2.73	2.12	1.65
11	0.71 ^a	2.65	2.74	2.24	1.85	1.94	2.21
12	3.67	2.80	2.71	2.15	1.97	1.89	1.62
13	5.15 ^a	3.55	3.15	4.46	3.40	3.14	2.50 ^a
14	4.00 ^a	3.39	3.30	2.73	3.61	3.44	3.11 ^a
15	2.40 ^a	3.29	3.37	2.55	3.03	3.33	4.33
Average of 15		2.52		2.19		2.06	
Average of 9		2.46		2.02		1.81	

^aLess than 10 observations.

The *Increase* and *Decrease* columns are weighted averages of the two adjacent (*Substantial* and *Moderate increase and decrease*) columns.

TABLE A-40

AVERAGE LEVEL OF PURCHASES OF AUTOMOBILES AND HOUSEHOLD
EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO
INCOME EXPECTATIONS, APRIL 1958

(UNITY = \$300)

(A AND B SAMPLES COMBINED)

12-MONTHS PAST PURCHASES WITH INCOME EXPECTATIONS OF:

<i>Age- Income Group</i>	<i>Substantial increase</i>	<i>Moderate increase</i>	<i>No change</i>	<i>Moderate decrease</i>	<i>Substantial decrease</i>
1	1.86	2.52	2.47	2.46	1.77
2	1.62	2.66	1.97	2.14	1.60
3	2.85	1.83	1.52	1.76	2.24
4	3.34	2.93	2.76	2.97	2.39
5	3.74	2.62	2.05	2.24	2.15
6	2.72	2.32	2.31	2.55	2.21
7	4.79	3.20	3.41	3.16	3.33
8	3.87	2.82	2.65	3.11	3.26
9	1.83 ^a	2.75	2.58	3.79	2.88
10	3.31	4.11	3.52	4.62	3.16
11	3.05	3.28	3.55	4.20	2.81
12	2.19	3.08	3.05	3.15	3.37
13	5.42	5.77	4.44	3.93	5.08
14	5.33	4.54	4.40	4.83	3.38
15	3.88 ^a	4.30	4.15	4.62	3.62
Average of 15	3.32	3.25	2.99	3.30	2.88
Average of 9	3.20	3.01	2.88	3.31	2.84

^aLess than 10 observations, but are included in the averages.

TABLE A-41

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO EXPECTATIONS ABOUT BUSINESS CONDITIONS, APRIL 1958

(UNITY = \$300)

Age- Income Group	6-MONTHS BUYING PLANS WITH BUSINESS CONDITIONS EXPECTED TO:				12-MONTHS BUYING PLANS WITH BUSINESS CONDITIONS EXPECTED TO:			
	<i>Im- prove</i>	<i>Remain the same</i>	<i>Deteri- orate some- what</i>	<i>Deteri- orate sub- stantially</i>	<i>Im- prove</i>	<i>Remain the same</i>	<i>Deteri- orate some- what</i>	<i>Deteri- orate sub- stantially</i>
1	1.15	0.88	0.82	1.01	2.41	1.87	1.71	1.48
2	0.91	0.42	1.00	0.54	1.59	2.43	1.92	1.55
3	0.73	0.52	0.47	0.46	1.04	2.00	1.23	1.07
4	1.09	1.10	0.92	0.66	2.17	1.98	1.98	1.97
5	0.87	0.64	0.72	0.66	1.82	2.35	1.43	2.26
6	0.86	0.87	0.78	0.70	1.97	1.32	1.98	1.11
7	1.20	0.90	1.08	1.00	2.47	2.30	2.45	2.21
8	1.21	1.04	1.00	0.65	2.33	2.01	2.39	2.27
9	1.16	0.93	0.99	1.05	1.81	2.20	1.89	1.98
10	1.94	1.61	1.00	1.16	2.77	2.76	2.29	2.68
11	1.63	1.08	1.35	1.13	2.52	2.34	2.26	2.00
12	1.40	1.11	0.95	0.66	2.47	2.52	2.08	1.98
13	2.08	1.28	1.80	1.30	4.43	3.72	3.17	3.84 ^a
14	1.73	1.50	1.69	0.63	3.37	3.54	2.54	2.85
15	1.51	0.98	1.18	1.56	2.86	3.08	2.96	2.12
Average of 14	1.30	0.99	1.05	0.88	2.26	2.34	2.08	1.97
Average of 9	1.26	1.03	0.98	0.85	2.26	2.20	2.08	2.05

^aLess than 10 observations; the entire row is excluded from the averages.

TABLE A-42

AVERAGE LEVEL OF PURCHASES OF AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO EXPECTATIONS ABOUT GENERAL BUSINESS CONDITIONS, APRIL 1958

(UNITY = \$300)

Age- Income Group	(A SAMPLE) PURCHASES OVER PAST 12 MONTHS WITH BUSINESS CONDITIONS EXPECTED TO:				(B SAMPLE) PURCHASES OVER PAST 12 MONTHS WITH BUSINESS CONDITIONS EXPECTED TO:			
	<i>Im- prove</i>	<i>Remain the same</i>	<i>Deteri- orate some- what</i>	<i>Deteri- orate sub- stantially</i>	<i>Im- prove</i>	<i>Remain the same</i>	<i>Deteri- orate some- what</i>	<i>Deteri- orate sub- stantially</i>
1	2.55	2.03	2.76	2.28	2.40	2.59	2.24	1.56
2	1.74	2.42	2.11	1.50	2.74	1.24	2.25	2.21
3	1.39	1.54	1.79	2.07	1.83	1.82	1.68	1.61
4	2.96	2.81	3.07	2.85	2.81	2.81	2.84	2.66
5	2.48	2.21	2.26	2.42	2.48	2.49	2.20	1.88
6	2.54	2.59	2.16	1.98	2.41	2.34	2.01	2.44
7	3.53	3.21	3.42	2.74	3.71	3.12	3.14	2.56
8	2.65	2.89	2.71	2.31	3.10	2.88	2.76	2.65
9	3.24	2.71	2.53	2.02	2.59	2.72	2.87	2.67
10	3.84	3.94	3.74	2.92	3.98	4.03	3.79	3.40
11	3.17	3.20	3.54	3.42	3.61	3.69	3.77	2.71
12	3.12	2.88	2.88	1.73	3.35	3.14	3.58	2.59
13	5.46	5.11	2.95	5.10	5.57	4.44	5.98	4.17 ^a
14	4.14	4.26	4.12	4.37	5.47	4.02	4.37	5.67
15	3.83	4.00	3.30	2.30	4.85	4.87	4.93	6.29
Average of 14	3.11	3.05	2.89	2.67	3.24	2.98	3.03	2.92
Average of 9	3.06	2.94	2.92	2.49	3.12	3.02	3.00	2.62

^aLess than 10 observations; the entire row has been excluded from the averages.

TABLE A-43

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD
EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO PRICE
EXPECTATIONS, APRIL 1958

(UNITY = \$300)

<i>Age- Income Group</i>	6-MONTHS BUYING PLANS WITH PRICES EXPECTED TO BE:				12-MONTHS BUYING PLANS WITH PRICES EXPECTED TO BE:			
	<i>Higher</i>	<i>Same</i>	<i>Lower</i>	<i>Un- certain</i>	<i>Higher</i>	<i>Same</i>	<i>Lower</i>	<i>Un- certain</i>
1	0.88	1.22	1.09	0.54	2.17	1.96	1.55	1.79
2	0.96	0.39	1.39	0.13 ^a	1.85	2.23	1.60	0.85 ^a
3	0.30	0.62	1.67	0.00	0.96	1.30	2.21	1.35
4	1.07	0.93	1.00	0.71	2.00	1.85	2.24	1.73
5	0.66	0.78	1.04	0.30	1.66	1.71	1.37	2.32
6	0.85	0.68	1.02	0.75	1.60	1.91	1.52	1.20
7	0.99	1.11	1.41	0.96	2.27	2.47	2.46	2.52
8	1.00	1.22	0.90	0.70	2.29	2.05	2.84	2.00
9	1.01	0.96	1.23	1.14	2.80	1.76	2.73	2.31
10	1.72	1.15	1.65	1.26	2.84	2.37	2.36	3.28
11	1.33	1.40	1.71	1.08	2.62	1.99	2.50	2.33
12	1.56	0.88	1.01	0.41	2.35	2.13	2.50	1.67
13	1.71	1.59	2.66 ^a	0.00 ^a	3.62	3.77	4.92	1.83 ^a
14	1.54	1.60	1.60	1.17	3.02	3.63	1.84	3.34 ^a
15	0.77	1.47	1.77	1.27	2.67	2.99	3.19	3.23
Average of 12	1.05	1.08	1.32	0.79	2.19	2.04	2.29	2.14
Average of 9	1.13	1.01	1.22	0.81	2.27	2.03	2.28	2.15

^aLess than 10 observations; the entire row has been excluded from the averages.

TABLE A-44

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO THE OPINION ABOUT WHETHER THE PRESENT IS A GOOD OR BAD TIME TO BUY, APRIL 1958

(UNITY = \$300)

<i>Age- Income Group</i>	6-MONTHS BUYING PLANS WITH OPINION THAT PRESENT IS:			12-MONTHS BUYING PLANS WITH OPINION THAT PRESENT IS:		
	<i>Good time to buy</i>	<i>Bad time to buy</i>	<i>Don't know and other</i>	<i>Good time to buy</i>	<i>Bad time to buy</i>	<i>Don't know and other</i>
1	1.86	0.77	1.52	2.30	1.78	2.53
2	1.22	0.61	0.85	1.71	1.82	2.15
3	0.87	0.50	0.47	1.60	1.05	1.48
4	1.57	0.83	0.84	2.48	1.70	2.44
5	1.34	0.53	0.68	2.45	1.75	1.85
6	1.04	0.63	0.88	2.25	1.45	1.46
7	1.41	0.78	1.28	2.97	2.06	2.27
8	1.62	0.74	1.13	2.85	1.93	2.06
9	1.11	0.91	1.14	2.32	1.65	2.10
10	2.24	1.14	1.52	2.69	2.59	2.70
11	1.89	0.97	1.44	2.38	2.21	2.61
12	1.51	0.67	1.28	2.69	2.08	1.92
13	1.96	1.80	0.87	4.00	3.65	3.09
14	1.63	1.33	1.72	3.38	1.92	2.96
15	1.73	0.83	1.39	3.30	2.37	2.68
Average of 15	1.53	0.87	1.13	2.62	2.00	2.29
Average of 9	1.53	0.80	1.13	2.56	1.94	2.16

TABLE A-45

AVERAGE LEVEL OF PURCHASES OF AUTOMOBILES AND HOUSEHOLD
EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO THE
OPINION ABOUT WHETHER THE PRESENT IS A GOOD
OR BAD TIME TO BUY, APRIL 1958

(UNITY = \$300)

<i>Age- Income Group</i>	<i>(A SAMPLE)</i>			<i>(B SAMPLE)</i>		
	PURCHASES OVER PAST 12 MONTHS WITH OPINION THAT PRESENT IS:			PURCHASES OVER PAST 12 MONTHS WITH OPINION THAT PRESENT IS:		
	<i>Good time to buy</i>	<i>Bad time to buy</i>	<i>Don't know and other</i>	<i>Good time to buy</i>	<i>Bad time to buy</i>	<i>Don't know and other</i>
1	2.74	2.49	1.85	2.82	2.27	1.78
2	1.22	2.05	2.20	2.48	1.94	3.05
3	2.03	1.44	1.87	1.73	1.93	1.38
4	3.25	2.74	3.18	3.07	2.66	2.85
5	3.14	2.10	2.24	2.63	2.21	2.29
6	2.97	2.10	2.10	2.54	2.22	2.21
7	3.35	3.20	3.74	3.44	3.45	2.77
8	2.55	2.71	2.96	3.11	2.72	3.07
9	2.69	2.60	3.20	3.22	2.48	2.28
10	3.96	3.59	3.79	4.20	3.86	3.39
11	3.64	3.03	3.38	3.81	3.35	3.92
12	3.34	2.51	2.56	3.29	3.11	3.80
13	5.17	4.36	4.13	5.32	5.31	5.58
14	4.33	4.13	3.90	5.10	4.24	5.25
15	4.54	3.02	2.91	4.90	5.16	4.85
Average of 15	3.26	2.80	2.93	3.44	3.13	3.23
Average of 9	3.21	2.73	3.02	3.25	2.90	2.95

TABLE A-46

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS,
RELATED TO PERSONAL FINANCIAL PROSPECTS OVER THE NEXT FIVE YEARS, APRIL 1958

(UNITY = \$300)

Age- Income Group	6-MONTHS BUYING PLANS WITH FINANCIAL PROSPECTS EXPECTED TO:			12-MONTHS BUYING PLANS WITH FINANCIAL PROSPECTS EXPECTED TO:			
	Improve consider- ably	Improve some- what	Remain about the same	Improve consider- ably	Improve some- what	Remain about the same	Deteriorate
1-2	1.21	0.86	0.65	1.95	2.00	1.33	2.00
3	0.45	0.58	0.24	1.25 ^a	2.07	1.50	1.06
4	1.14	1.03	0.69	2.17	2.15	1.93	1.58
5	1.43	0.75	0.67	2.53	2.05	1.92	1.36
6	1.33 ^a	0.89	0.55	1.19	1.65	1.82	1.39
7	1.30	1.11	0.76	2.65	2.24	2.51	2.86
8	1.13	1.18	0.87	2.13	2.37	2.15	2.09
9	1.96	1.14	0.96	3.74	2.30	1.85	1.69
10	1.98	1.42	1.00	3.20	2.35	2.50	2.35
11	1.41	1.44	1.00	2.67	2.25	2.42	1.93
12	1.64	1.20	1.07	3.35	2.36	2.31	2.16
13-14	1.44	1.85	1.03	3.74	3.37	3.56	2.67
15	0.46	1.46	1.42	3.09	3.19	3.00	2.44
Average of 13	1.30	1.17	0.85	2.62	2.38	2.38	2.02
Average of 9	1.48	1.13	0.85	2.63	2.19	2.16	1.93

^aLess than 10 observations, but is included in the averages. Cells 1-2 and 13-14 each have a weight of 2 in computing the averages.

TABLE A-48

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO AMOUNT OF OUTSTANDING INDEBTEDNESS, APRIL 1958

(UNITY = \$300)

<i>Age- Income Group</i>	6-MONTHS BUYING PLANS WITH INDEBTEDNESS OF:				12-MONTHS BUYING PLANS WITH INDEBTEDNESS OF:			
	<i>No debt</i>	<i>Under \$500</i>	<i>\$500- \$1,000</i>	<i>Over \$1,000</i>	<i>No debt</i>	<i>Under \$500</i>	<i>\$500- \$1,000</i>	<i>Over \$1,000</i>
1	0.96	1.04	0.95	0.95	1.98	2.01	2.14	1.82
2	0.88	0.73	0.80	0.38	1.83	1.53	2.00	2.36
3	0.67	0.51	0.15	0.14	1.28	1.73	0.92	0.63
4	1.03	1.12	0.90	0.82	2.25	1.81	2.10	1.81
5	0.95	0.63	0.54	0.62	1.89	2.08	2.08	1.49
6	0.80	1.05	0.63	0.67	1.55	2.26	1.90	0.82
7	1.23	0.90	1.05	0.91	2.46	2.46	2.51	1.95
8	1.13	0.86	1.07	1.10	2.43	2.23	2.12	1.81
9	1.04	1.34	0.90	0.78	1.92	2.33	1.66	2.02
10	1.64	1.50	1.50	1.26	2.65	2.50	2.75	2.59
11	1.50	1.35	0.94	1.26	2.62	2.19	2.00	2.11
12	1.16	1.16	1.21	0.85	2.09	2.70	3.03	2.21
13	1.49	1.85	0.63 ^a	2.50	4.00	4.55	2.40 ^a	2.94
14	1.77	1.78	0.93	1.18	3.18	2.90	3.16	3.00
15	1.34	1.25	1.25	1.11	2.86	3.11	3.16	2.60
Average of 15	1.17	1.14	0.90	0.97	2.33	2.43	2.26	2.01
Average of 9	1.16	1.10	0.97	0.92	2.21	2.28	2.24	1.87

^aLess than 10 observations, but is included in the averages.

TABLE A-47

AVERAGE LEVEL OF PURCHASES OF AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS,
RELATED TO PERSONAL FINANCIAL PROSPECTS OVER THE NEXT FIVE YEARS, APRIL 1958

(UNITY = \$300)

Age- Income Group	(A SAMPLE) PURCHASES OVER PAST 12 MONTHS WITH FINANCIAL PROSPECTS EXPECTED TO:				(B SAMPLE) PURCHASES OVER PAST 12 MONTHS WITH FINANCIAL PROSPECTS EXPECTED TO:					
	Improve consider- ably	Improve some- what	Improve slightly	Remain about the same	Deteriorate	Improve consider- ably	Improve some- what	Improve slightly	Remain about the same	Deteriorate
1-2	2.10	2.45	2.44	2.67	1.94	2.42	2.44	1.73	2.34	3.27
3	2.82	2.34	1.20	1.53	1.53	3.75	1.21	1.61	1.72	1.74
4	3.33	2.73	2.98	1.98	3.38	2.94	2.89	2.88	2.40	1.97
5	2.86	2.53	2.20	2.10	1.68	2.47	2.48	2.20	2.17	2.16
6	1.89 ^a	2.72	2.14	1.99	2.86	2.05	2.23	2.25	2.38	2.58
7	4.06	3.06	3.23	3.21	3.05	3.82	3.27	2.77	3.34	3.00
8	3.16	2.36	3.28	2.54	2.46	2.92	3.14	2.73	2.44	1.96
9	3.64	2.92	2.42	2.56	2.79	1.95	2.75	2.85	2.29	3.18
10	4.15	3.67	3.40	3.39	2.80	4.62	3.65	3.28	3.61	3.82
11	3.21	2.99	3.81	3.28	3.74	3.90	3.65	3.62	3.69	3.19
12	3.89	2.92	3.22	2.22	2.20	3.26	3.19	3.31	3.30	2.95
13-14	4.89	4.06	4.24	3.47	3.19	5.64	4.92	4.56	4.05	2.67
15	4.46	3.88	3.32	3.62	2.89	5.68	4.56	4.92	4.87	5.14
Average of 13	3.43	3.01	2.97	2.71	2.64	3.56	3.18	3.00	3.00	2.90
Average of 9	3.35	2.88	2.96	2.58	2.77	3.10	3.03	2.88	2.85	2.76

^aLess than 10 observations, but is included in the averages. Cells 1-2 and 13-14 each have a weight of 2 in computing the averages.

TABLE A-49

AVERAGE LEVEL OF PURCHASES OF AUTOMOBILES AND HOUSEHOLD
EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO AMOUNT OF
OUTSTANDING INDEBTEDNESS, APRIL 1958

(UNITY = \$300)

<i>Age- Income Group</i>	PURCHASES OVER PAST 12 MONTHS WITH INDEBTEDNESS OF:				PURCHASES OVER PAST 12 MONTHS WITH INDEBTEDNESS OF:			
	(A SAMPLE)				(B SAMPLE)			
	<i>No debt</i>	<i>Under \$500</i>	<i>\$500- \$1,000</i>	<i>Over \$1,000</i>	<i>No debt</i>	<i>Under \$500</i>	<i>\$500- \$1,000</i>	<i>Over \$1,000</i>
1	2.10	2.21	2.63	3.45	1.84	1.77	2.78	4.70
2	1.48	1.32	3.40	3.08	2.11	1.56	2.22	4.00
3	1.17	1.57	3.00	3.79	1.67	1.52	1.58	3.09
4	2.35	2.55	3.20	4.20	2.36	2.25	2.89	4.69
5	1.81	2.12	2.13	4.41	2.13	2.19	1.91	3.51
6	1.92	2.68	2.39	3.97	2.18	1.52	2.40	4.15
7	2.54	3.23	4.01	4.65	2.85	3.03	4.15	4.51
8	2.05	2.66	2.94	4.18	2.54	2.55	2.93	4.25
9	2.31	2.47	3.53	3.90	2.46	2.73	3.13	3.46
10	3.17	2.64	4.42	5.04	3.50	3.81	3.92	5.12
11	2.83	2.56	4.16	4.41	2.91	3.62	4.16	4.76
12	2.33	2.88	3.33	3.89	3.16	2.79	3.42	4.12
13	4.28	4.77	4.25	5.19	4.49	4.18	7.20 ^a	7.54
14	3.58	3.17	5.21	5.48	4.99	4.00	4.75	4.86
15	3.48	3.71	4.23	3.17	4.72	3.69	5.00	6.38
Average of 15	2.50	2.77	3.52	4.19	2.93	2.75	3.50	4.61
Average of 9	2.37	2.75	3.35	4.29	2.68	2.72	3.21	4.29

^aLess than 10 observations, but is included in the averages.

TABLE A-50

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO THE MATURITY OF OUTSTANDING DEBT, APRIL 1958

(UNITY = \$300)

Age- Income Group	6-MONTHS BUYING PLANS WITH DEBT MATURITY OF:				12-MONTHS BUYING PLANS WITH DEBT MATURITY OF:			
	No debt	Less than 1 year	1-2 years	More than 2 years	No debt	Less than 1 year	1-2 years	More than 2 years
1	0.94	1.31	0.79	0.71	1.99	2.31	1.58	1.40
2	0.83	0.86	0.39	0.55 ^a	1.96	1.83	2.04	1.20 ^a
3	0.65	0.58	0.23	0.00 ^a	1.34	1.54	0.36	0.43 ^a
4	1.03	1.18	0.70	0.80	2.26	2.11	1.70	1.03
5	0.91	0.86	0.39	0.17	1.93	2.45	1.63	0.70
6	0.78	1.20	0.43	0.79	1.53	2.58	1.51	0.53
7	1.17	1.31	0.66	0.77	2.41	2.81	1.73	1.60
8	1.12	1.13	0.77	0.65	2.39	2.26	2.06	1.53
9	1.06	1.25	0.87	0.58	2.03	1.85	2.09	1.54
10	1.59	1.75	0.56	1.46	2.69	2.80	2.10	2.17
11	1.59	1.23	1.23	0.43	2.55	2.28	2.24	1.19
12	1.10	1.39	0.79	0.83	2.17	2.74	2.50	1.95
13	1.72	1.57	0.11 ^a	3.00 ^a	3.81	3.84	3.66 ^a	4.00 ^a
14	1.74	0.97	1.64	0.63	3.15	2.88	3.73	1.60 ^a
15	1.25	1.66	0.60	1.13	2.91	3.16	2.16	2.10
Average of 13	1.16	1.24	0.76	0.73	2.26	2.49	1.94	1.43
Average of 9	1.15	1.26	0.71	0.72	2.22	2.43	1.95	1.36

^aLess than 10 observations. All of lines 3 and 13 have been excluded from the averages. Line 2 has been retained since there are 9 observations in the cell marked ^a.

TABLE A-51

AVERAGE LEVEL OF PURCHASES OF AUTOMOBILES AND HOUSEHOLD
EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO THE
MATURITY OF OUTSTANDING DEBT, APRIL 1958

(UNITY = \$300)

Age- Income Group	(A SAMPLE) PURCHASES OVER PAST 12 MONTHS WITH DEBT MATURITY OF:				(B SAMPLE) PURCHASES OVER PAST 12 MONTHS WITH DEBT MATURITY OF:			
	No debt	Less than 1 year	1-2 years	More than 2 years	No debt	Less than 1 year	1-2 years	More than 2 years
1	2.16	2.14	3.16	3.00	1.96	2.27	2.84	4.40
2	1.66	1.84	2.14	4.22 ^a	1.96	2.04	2.58	4.40 ^a
3	1.20	1.97	2.92	4.00 ^a	1.72	1.27	3.55	1.57 ^a
4	2.46	2.90	3.62	3.53	2.36	2.84	3.38	3.80
5	1.85	2.54	2.67	3.90	2.08	2.10	2.88	2.85
6	2.03	2.83	3.06	2.50	2.09	2.00	2.91	3.59
7	2.55	3.80	4.34	4.18	2.84	3.49	4.54	3.75
8	2.22	3.08	3.28	3.73	2.47	3.04	3.76	2.96
9	2.34	2.85	3.66	3.59	2.40	3.13	3.50	3.00
10	3.09	3.96	6.30	4.15	2.46	4.47	4.30	4.75
11	2.75	3.65	4.42	3.37	2.95	4.22	4.77	3.90
12	2.45	3.05	3.77	3.82	3.06	3.15	4.48	3.65
13	4.04	5.00	6.43 ^a	4.20 ^a	4.71	6.48	4.00 ^a	10.00 ^a
14	3.63	4.24	6.00	5.09	4.90	4.34	5.09	5.80 ^a
15	3.54	3.17	5.00	3.19	4.63	5.80	6.69	4.00
Average of 13	2.52	3.08	3.96	3.71	2.76	3.32	4.00	3.70
Average of 9	2.42	3.18	3.90	3.64	2.64	3.16	3.84	3.58

^aLess than 10 observations. All of lines 3 and 13 have been excluded from the averages. Line 2 has been retained since there are 9 observations in the cell referred to here.

TABLE A-52

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO FINANCIAL ASSET HOLDINGS, APRIL 1958

(UNITY = \$300)

Age- Income Group	6-MONTHS PLANS WITH ASSET HOLDINGS OF:				12-MONTHS PLANS WITH ASSET HOLDINGS OF:			
	Less than \$2,000	\$2,000- \$10,000	More than \$10,000	More than \$2,000	Less than \$2,000	\$2,000- \$10,000	More than \$10,000	More than \$2,000
1	0.92	1.12	1.62 ^a	1.17	1.96	1.77	3.75	2.02
2	0.60	1.35	0.20	1.09	1.82	2.21	1.67 ^a	2.12
3	0.73	0.46	0.46	0.46	1.08	1.23	1.77	1.41
4	0.96	1.07	0.94	1.05	2.02	1.95	2.59	2.04
5	0.64	0.89	0.87	0.89	1.82	2.16	1.97	2.12
6	0.73	0.96	0.67	0.85	1.59	1.72	1.61	1.68
7	0.88	1.29	1.35	1.30	2.32	2.53	2.00	2.47
8	1.02	1.12	0.78	1.06	2.19	2.26	2.38	2.28
9	0.81	1.14	1.05	1.11	1.94	2.02	1.95	2.00
10	1.38	1.48	1.91	1.61	2.60	2.65	2.59	2.63
11	1.02	1.51	1.54	1.52	2.10	2.46	2.50	2.48
12	0.92	1.31	0.96	1.15	2.73	2.21	2.26	2.23
13	1.27	1.54	2.10	1.78	3.08	3.09	4.40	3.95
14	1.57	1.47	1.59	1.54	3.50	2.77	3.25	3.08
15	1.09	1.47	1.22	1.28	3.06	2.67	2.95	2.88
Average of 15	0.97	1.21	1.15	1.19	2.26	2.25	2.51	2.36
Average of 9	0.93	1.20	1.12	1.17	2.15	2.22	2.21	2.22

^aLess than 10 observations, but is included in the averages.

Figures in the "More than \$2,000" column are derived from the two preceding columns.

TABLE A-53

AVERAGE LEVEL OF PURCHASES OF AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO FINANCIAL ASSET HOLDINGS, APRIL 1958

(UNITY = \$300)

Age- Income Group	(A SAMPLE)				(B SAMPLE)			
	12-MONTHS PAST PURCHASES WITH ASSET HOLDINGS OF:				12-MONTHS PAST PURCHASES WITH ASSET HOLDINGS OF:			
	Less than \$2,000	\$2,000- \$10,000	More than \$10,000	More than \$2,000	Less than \$2,000	\$2,000- \$10,000	More than \$10,000	More than \$2,000
1	2.40	2.65	2.38 ^a	2.62	2.14	2.57	3.08	2.64
2	2.03	2.15	1.80	2.07	2.18	1.97	3.67 ^a	2.22
3	1.46	1.74	1.89	1.80	1.94	1.73	1.68	1.72
4	2.91	2.74	3.73	2.90	2.74	2.81	3.41	2.90
5	2.18	2.49	2.70	2.52	2.08	2.61	2.29	2.54
6	2.27	2.30	2.55	2.39	2.37	1.91	2.76	2.25
7	3.46	2.11	4.06	3.24	3.30	3.33	3.61	3.36
8	2.64	2.81	2.62	2.78	2.86	3.17	2.08	2.96
9	2.95	2.46	2.98	2.65	2.67	2.66	2.87	2.74
10	3.67	3.88	3.44	3.75	4.22	3.53	4.17	3.70
11	3.25	3.37	3.25	3.33	3.54	3.85	3.30	3.68
12	3.11	2.80	2.69	2.75	3.09	3.40	3.27	3.34
13	4.17	4.46	4.72	4.57	5.50	5.91	4.93	5.27
14	3.81	4.29	4.15	4.21	3.56	5.54	4.67	4.99
15	3.17	3.02	3.71	3.56	3.88	4.28	5.33	5.04
Average of 15	2.90	2.95	3.11	3.01	3.07	3.28	3.41	3.29
Average of 9	2.94	2.89	3.11	2.92	2.99	3.03	3.08	3.05

^aLess than 10 observations, but is included in the averages.

Figures in the "More than \$2,000" column are derived from the two preceding columns.

TABLE A-54

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO CHANGES IN FINANCIAL ASSET HOLDINGS, APRIL 1958

(UNITY = \$300)

<i>Age- Income Group</i>	6-MONTHS BUYING PLANS WITH ASSET CHANGES OF:			12-MONTHS BUYING PLANS WITH ASSET CHANGES OF:		
	<i>Increased</i>	<i>Stayed about the same</i>	<i>Decreased</i>	<i>Increased</i>	<i>Stayed about the same</i>	<i>Decreased</i>
1	1.05	0.97	0.87	1.55	1.78	1.81
2	0.84	0.78	0.63	2.13	1.82	1.83
3	0.66	0.65	0.21	1.40	1.40	0.88
4	1.04	0.97	0.92	2.07	1.60	2.10
5	0.99	0.61	0.64	2.27	1.79	1.63
6	0.98	0.74	0.52	2.18	1.55	1.23
7	1.27	0.85	0.97	2.43	2.66	1.57
8	1.15	1.07	0.62	2.53	2.11	1.83
9	1.15	0.92	0.98	2.51	1.58	1.58
10	1.88	1.34	0.64	2.74	2.52	2.50
11	1.40	1.47	0.90	2.32	2.43	2.23
12	1.33	0.88	0.89	2.35	2.45	1.60
13	1.91	1.54	1.00 ^a	4.21	2.89	3.44 ^a
14	1.64	1.51	1.06	3.31	2.83	2.80
15	1.45	0.99	1.16	2.95	3.06	2.39
Average of 14	1.20	0.98	0.79	2.46	2.16	1.96
Average of 9	1.24	0.98	0.79	2.38	2.08	1.81

^aLess than 10 observations; the entire row has been excluded from the averages.

TABLE A-55

AVERAGE LEVEL OF PURCHASES OF AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO CHANGES IN FINANCIAL ASSET HOLDINGS, APRIL 1958

(UNITY = \$300)

<i>Age- Income Group</i>	<i>(A SAMPLE)</i> PURCHASES OVER PAST 12 MONTHS WITH ASSET CHANGES OF:			<i>(B SAMPLE)</i> PURCHASES OVER PAST 12 MONTHS WITH ASSET CHANGES OF:		
	<i>Increased</i>	<i>Stayed about the same</i>	<i>Decreased</i>	<i>Increased</i>	<i>Stayed about the same</i>	<i>Decreased</i>
1	2.64	2.17	2.81	2.16	2.39	2.30
2	1.97	1.69	2.32	2.70	2.10	1.90
3	1.26	1.78	1.88	2.11	1.26	2.27
4	3.04	2.56	3.42	2.78	2.61	3.35
5	2.43	2.29	2.21	2.41	2.08	2.77
6	2.50	2.25	2.33	2.12	2.20	2.78
7	2.94	3.77	3.95	3.30	3.21	3.82
8	2.48	2.94	2.78	3.11	2.69	3.14
9	2.56	2.65	3.68	2.59	2.84	2.67
10	3.65	3.55	4.43	3.83	3.93	4.00
11	3.32	3.18	3.60	3.65	3.48	3.99
12	2.61	3.02	3.13	3.10	3.34	4.05
13	4.85	3.93	4.58 ^a	5.22	6.39	3.33 ^a
14	4.45	3.90	3.65	5.13	4.55	4.00
15	3.50	3.92	3.22	5.59	3.89	4.45
Average of 14	2.81	2.82	3.10	3.32	3.13	3.26
Average of 9	2.84	2.91	3.28	2.99	2.93	3.40

^aLess than 10 observations; the entire row has been excluded from the averages.

TABLE A-56

AVERAGE LEVEL OF BUYING PLANS FOR AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO PERCENTAGE OF INCOME SAVED, APRIL 1958

(UNITY = \$300)

Age- Income Group	6-MONTHS PLANS RELATED TO PERCENTAGE OF INCOME SAVED				12-MONTHS PLANS RELATED TO PERCENTAGE OF INCOME SAVED			
	More than 10	5-9	Less than 5	Spent more than income	More than 10	5-9	Less than 5	Spent more than income
1	1.19	0.66	1.01	1.14	2.02	1.32	2.22	2.15
2	1.38	0.78	0.60	0.52	1.36	1.80	1.62	2.46
3	0.51	0.34	0.63	0.77	1.76	1.70	1.21	0.84
4	1.09	1.01	0.91	0.93	2.17	2.02	1.99	1.85
5	1.15	0.58	0.68	0.74	2.29	1.88	1.85	1.81
6	1.15	0.90	0.70	0.43	2.06	1.62	1.67	0.76
7	1.28	1.07	0.92	0.95	2.54	2.42	2.30	2.11
8	1.11	1.12	1.04	0.77	2.57	2.26	2.08	1.95
9	1.03	0.96	1.20	0.93	1.88	1.95	2.06	2.00
10	1.58	1.46	1.64	0.74	2.85	2.03	2.66	2.07
11	1.56	1.30	1.23	1.02	2.70	2.14	2.21	2.09
12	1.14	1.18	1.03	0.83	2.03	2.60	2.55	2.21
13	1.67	2.05	1.54	1.00 ^a	4.13	3.08	4.21	3.20 ^a
14	1.73	1.60	1.11	1.80 ^a	3.24	2.57	2.65	3.60
15	1.33	1.11	1.88	0.50	2.93	3.02	2.48	1.88 ^a
Average of 13	1.19	0.96	1.04	0.79	2.27	2.02	2.08	1.99
Average of 9	1.23	1.06	1.04	0.82	2.34	2.10	2.15	1.87

^aLess than 10 observations; both rows are excluded from the averages.

TABLE A-57

AVERAGE LEVEL OF PURCHASES OF AUTOMOBILES AND HOUSEHOLD EQUIPMENT WITHIN AGE-INCOME GROUPS, RELATED TO PERCENTAGE OF INCOME SAVED, APRIL 1958

(UNITY = \$300)

Age- Income Group	(A SAMPLE)				(B SAMPLE)			
	PURCHASES OVER PAST 12 MONTHS RELATED TO PERCENTAGE OF INCOME SAVED		PURCHASES OVER PAST 12 MONTHS RELATED TO PERCENTAGE OF INCOME SAVED		PURCHASES OVER PAST 12 MONTHS RELATED TO PERCENTAGE OF INCOME SAVED		PURCHASES OVER PAST 12 MONTHS RELATED TO PERCENTAGE OF INCOME SAVED	
	<i>More than 10</i>	<i>5-9</i>	<i>Less than 5</i>	<i>Spent more than income</i>	<i>More than 10</i>	<i>5-9</i>	<i>Less than 5</i>	<i>Spent more than income</i>
1	2.81	2.38	2.37	2.18	1.77	2.67	1.82	3.08
2	2.71	1.94	1.79	1.72	1.42	2.78	2.32	2.50
3	1.76	1.03	1.87	1.78	1.76	2.00	1.28	2.41
4	2.66	2.98	2.71	3.83	2.75	2.41	2.85	3.28
5	2.10	1.91	2.48	2.63	1.93	2.61	2.20	2.70
6	2.11	2.74	2.21	2.49	2.24	2.17	2.29	2.24
7	3.23	2.92	3.32	4.47	3.22	3.22	3.34	4.26
8	2.85	2.56	2.53	3.20	3.06	2.88	2.84	2.50
9	2.63	2.58	2.58	3.43	2.55	3.21	2.48	2.33
10	3.12	4.86	3.68	4.11	3.49	4.39	3.84	4.43
11	3.15	3.31	3.50	3.28	3.76	3.29	3.64	3.82
12	2.67	2.78	2.60	3.93	3.10	3.49	3.34	3.52
13-14	4.14	5.18	3.31	5.00 ^a	5.10	4.60	4.68	5.07
15	3.56	4.02	3.46	2.00	4.89	5.16	4.89	4.25 ^a
Average of 14	2.72	2.77	2.70	3.00	2.95	3.17	2.97	3.37
Average of 9	2.72	2.96	2.84	3.48	2.90	3.08	2.98	3.23

^aLess than 10 observations; entire row has been excluded from the averages.