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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<br/>Households</i> | <i>Per Cent<br/>of Total</i> | <i>Per Cent<br/>of Total<br/>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<br/>Households</i> | <i>Per Cent<br/>of Total</i> | <i>Per Cent<br/>of Total<br/>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<br/>Households</i> | <i>Per Cent<br/>of Total</i> | <i>Per Cent<br/>of Total<br/>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                      | —                                  |
| <br>                              |                             |                          |                                    |
| 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<br/>Households</i> | <i>Per Cent<br/>of Total</i> | <i>Per Cent<br/>of Total<br/>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<br>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<br>(with its own amplifier and<br>speaker, but not combined<br>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<br/>Households</i> | <i>Per Cent<br/>of Total</i> | <i>Per Cent<br/>of Total<br/>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<br>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<br/>Households</i> | <i>Per Cent<br/>of Total</i> | <i>Per Cent<br/>of Total<br/>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<br/>Households</i> | <i>Per Cent<br/>of Total</i> | <i>Per Cent<br/>of Total<br/>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<br/>Households</i> | <i>Per Cent<br/>of Total</i> | <i>Per Cent<br/>of Total<br/>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<br/>Households<sup>a</sup></i> | <i>Per Cent<br/>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                        |

<sup>a</sup>The 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<br/>Households</i> | <i>Per Cent<br/>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                        |

<sup>a</sup>The 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<br>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<br/>Expected<br/>(D)</i>    | <i>Higher<br/>than<br/>Expected<br/>(D)</i> | <i>Lower<br/>than<br/>Expected<br/>(D)</i> | <i>Before<br/>October<br/>(E)</i> | <i>Between<br/>October<br/>and Year<br/>from Now<br/>(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<br/>Period<br/>Designation</i> | <i>Purchasing<br/>Period<br/>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-<br/>sumers<br/>Union<br/>Time<br/>Period</i> | <i>Dis-<br/>posable<br/>Personal<br/>Income</i> | <i>Savings</i>    | <i>Durables<br/>Purchases</i> | <i>Year</i> | <i>Dis-<br/>posable<br/>Personal<br/>Income</i> | <i>Savings</i>    | <i>Durables<br/>Purchases</i> |
|--|---|-------------------|-------------------------------|-------------|---|-------------------|-------------------------------|
| P- 3   | 190.5   | 11.2              | 19.1                          | 1949        | 188.2   | 7.6               | 20.4                          |
| P- 4   | 202.3 <sup>a</sup>                              | 10.5              | 24.8 <sup>b</sup>             | 1950        | 206.1 <sup>c</sup>                              | 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 <sup>d</sup>                              | 20.5 <sup>d</sup> | 30.6 <sup>d</sup>             | 1956        | 287.2   | 20.0              | 29.4                          |
|  |   |                   |                               | 1957        | 297.7 <sup>e</sup>                              | 20.0 <sup>e</sup> | 30.8 <sup>e</sup>             |

<sup>a</sup>197.1 excluding Korean war period.

<sup>b</sup>22.4 excluding Korean war period.

<sup>c</sup>198.8 for first 2 quarters.

<sup>d</sup>First 3 quarters.

<sup>e</sup>First 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 <sup>a</sup>                            | 121.6 <sup>a</sup> | 139.1 <sup>a</sup>    |
| 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 <sup>a</sup>                           | 116.8 <sup>a</sup> | 127.3 <sup>a</sup>    |
| P-10 | 90.9   | 105.8              | 97.7                  |
| P-11 | 105.4  | 101.4              | 103.4                 |

<sup>a</sup>P-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<br/>Period</i> | PLANNED PURCHASES<br>RELATIVE TO PREVIOUS YEAR |                    | ACTUAL PURCHASES<br>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 <sup>a</sup>                             | 127.7 <sup>a</sup> | 141.7 <sup>a</sup>                            | 120.9 <sup>a</sup> |
| P-10                   | 108.3  | 101.1              | 91.2  | 106.8              |
| P-11                   | 101.8  | 96.0               | 93.9  | 100.7              |

<sup>a</sup>P-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 <sup>a</sup> | 109.3                                       | 105                           | 108.5                               | 104.9                                  | 108.9                                      | 103 <sup>b</sup>              | 100.7                               | 99.3                                   | 104.8                          |

<sup>a</sup>For actual purchases, only the first 2 quarters.  
<sup>b</sup>8 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<br>\$2,000     | \$2,000-<br>2,999 | \$3,000-<br>3,999 | \$4,000-<br>4,999 | \$5,000-<br>7,499 | \$7,500-<br>9,999 | \$10,000-<br>14,999 | \$15,000-<br>24,999 | \$25,000<br>and Over |  |  |
|   | <i>Total Automobiles</i> |                   |                   |                   |                   |                   |                     |                     |                      |  |  |
| Aug. <sup>a</sup> '51-Aug. <sup>a</sup> '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) <sup>b</sup>      | —                        | 24.2              | —                 | —                 | 28.0              | 30.6              | 32.4                | 29.8                | 42.4                 |  |  |
| Oct. '57-Sept. '58 (P-12) <sup>c</sup>      | —                        | 7.8               | 6.8               | 8.9               | 10.8              | 12.7              | 13.3                | 17.4                | 18.2                 |  |  |
| Oct. '57-Sept. '58 (P-12) <sup>d</sup>      | —                        | 24.1              | 28.4              | 25.5              | 27.5              | 28.2              | 26.0                | 21.6                | 15.9                 |  |  |
| Oct. '57-Sept. '58 (P-12) <sup>e</sup>      | —                        | 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) <sup>b</sup> | —                       | 12.9 | —    | —    | 18.2 | 23.1 | 26.3 | 27.6 | 38.0 |  |
| Oct. '57 to Sept. '58 (P-12) <sup>c</sup> | —                       | 5.5  | 3.9  | 6.1  | 7.8  | 9.8  | 10.8 | 15.1 | 16.8 |  |
| Oct. '57 to Sept. '58 (P-12) <sup>d</sup> | —                       | 17.9 | 21.2 | 20.0 | 21.9 | 22.5 | 22.4 | 19.4 | 15.3 |  |
| Oct. '57 to Sept. '58 (P-12) <sup>e</sup> | —                       | 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) <sup>b</sup> | —                       | 11.3 | —    | —    | 9.8  | 7.5  | 6.1  | 2.2  | 4.4  |  |
| Oct. '57 to Sept. '58 (P-12) <sup>c</sup> | —                       | 2.3  | 2.9  | 2.8  | 3.0  | 3.0  | 2.5  | 2.4  | 1.4  |  |
| Oct. '57 to Sept. '58 (P-12) <sup>d</sup> | —                       | 6.2  | 7.1  | 5.5  | 5.6  | 5.7  | 3.6  | 2.2  | 0.6  |  |
| Oct. '57 to Sept. '58 (P-12) <sup>e</sup> | —                       | 8.5  | 10.0 | 8.3  | 8.6  | 8.7  | 6.2  | 4.6  | 2.0  |  |

<sup>a</sup>Mid-August of each year.

<sup>b</sup>Income 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.

<sup>c</sup>Plan to buy within 6 months.

<sup>d</sup>Plan to buy "later".

<sup>e</sup>Plan 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. <sup>a</sup> '51-Aug. <sup>a</sup> '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) <sup>b</sup>            | —  | 29.5          | —             | —             | 33.4          | 30.3          | 35.4            | 24.9            | 27.2              |  |
| Oct. '57-Sept. '58 (P-12) <sup>c</sup>            | —  | 11.5          | 10.1          | 11.9          | 11.1          | 13.5          | 12.4            | 14.3            | 12.3              |  |
| Oct. '57-Sept. '58 (P-12) <sup>d</sup>            | —  | 40.1          | 28.0          | 32.6          | 31.7          | 28.0          | 22.3            | 16.4            | 11.6              |  |
| Oct. '57-Sept. '58 (P-12) <sup>e</sup>            | —  | 51.5          | 38.0          | 44.5          | 42.8          | 41.4          | 34.7            | 30.7            | 23.9              |  |
|   | <i>Air Conditioners</i>                            |               |               |               |               |               |                 |                 |                   |  |
| Aug. <sup>a</sup> '51-Aug. <sup>a</sup> '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) <sup>b</sup>            | —  | 7.2           | —             | —             | 11.8          | 11.8          | 13.1            | 8.5             | 9.5               |  |
| Oct. '57-Sept. '58 (P-12) <sup>c</sup>            | —  | 2.2           | 0.5           | 1.8           | 2.2           | 2.4           | 3.1             | 4.4             | 5.1               |  |
| Oct. '57-Sept. '58 (P-12) <sup>d</sup>            | —  | 9.9           | 16.6          | 17.5          | 22.4          | 22.3          | 19.5            | 14.9            | 11.9              |  |
| Oct. '57-Sept. '58 (P-12) <sup>e</sup>            | —  | 12.0          | 17.1          | 19.3          | 24.6          | 24.7          | 22.7            | 19.2            | 17.0              |  |

<sup>a</sup>Mid-August of each year.

<sup>b</sup>Income 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.

<sup>c</sup>Plan to buy within 6 months.

<sup>d</sup>Plan to buy "later".

<sup>e</sup>Plan 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) <sup>b</sup> | —                      | 8.8           | —             | —             | 8.9           | 9.4           | 9.2             | 6.8             | 5.1               |  |
| Oct. '57-Sept. '58 (P-12) <sup>c</sup> | —                      | 1.6           | 4.4           | 5.1           | 4.6           | 4.3           | 4.4             | 3.9             | 2.6               |  |
| Oct. '57-Sept. '58 (P-12) <sup>d</sup> | —                      | 8.3           | 8.8           | 8.0           | 7.9           | 6.4           | 5.0             | 3.7             | 1.8               |  |
| Oct. '57-Sept. '58 (P-12) <sup>e</sup> | —                      | 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) <sup>b</sup> | —                      | 10.7          | —             | —             | 16.0          | 13.1          | 16.8            | 14.8            | 18.4              |  |
| Oct. '57-Sept. '58 (P-12) <sup>c</sup> | —                      | 6.2           | 5.8           | 5.6           | 5.9           | 6.2           | 7.1             | 7.8             | 6.4               |  |
| Oct. '57-Sept. '58 (P-12) <sup>d</sup> | —                      | 14.4          | 15.2          | 12.5          | 14.6          | 13.4          | 11.7            | 11.4            | 6.9               |  |
| Oct. '57-Sept. '58 (P-12) <sup>e</sup> | —                      | 20.6          | 21.0          | 18.1          | 20.1          | 19.6          | 18.8            | 19.2            | 13.3              |  |

<sup>a</sup>Mid-August of each year.

<sup>b</sup>Income 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.

<sup>c</sup>Plan to buy within 6 months.

<sup>d</sup>Plan to buy "later".

<sup>e</sup>Plan 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) <sup>a</sup> | 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) <sup>a</sup> | 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) <sup>a</sup> | 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) <sup>a</sup> | 19.7                     | 20.8          | 20.8          | 22.1          | 18.1          | 21.7          | 21.6            | 32.3            |                   |  |

<sup>a</sup>Income 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<br>\$2,000                      | \$2,000-<br>2,999 | \$3,000-<br>3,999 | \$4,000-<br>4,999 | \$5,000-<br>7,499 | \$7,500-<br>9,999 | \$10,000-<br>14,999 | \$15,000-<br>24,999 | \$25,000<br>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) <sup>a</sup> | —   | 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) <sup>a</sup> | —   | 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) <sup>a</sup> | —   | 11.3              | —                 | 15.6              | 15.3              | 14.5              | 15.6                | 14.8                | 17.1                 |

<sup>a</sup>Income 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-<br>Income<br>Group | TOTAL AUTO PLANS<br>When Household Income |      |                   | HOUSEHOLD EQUIPMENT<br>PLANS (6 ITEMS)<br>Compared with Income |      |                  | AUTO + HOUSEHOLD<br>EQUIPMENT PLANS<br>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 <sup>a</sup> | .49  | .37  | .00 <sup>a</sup> | 1.43   | 1.32 | 1.38 <sup>a</sup> |
| 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<br>of 14        | 0.53                                      | 0.43 | 0.49              | 0.30   | 0.27 | 0.28             | 0.83   | 0.70 | 0.77              |
| Average<br>of 9         | .50                                       | .44  | .48               | .31  | .28  | .29              | .81  | .72  | .77               |

<sup>a</sup>Less 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<br/>Designation</i> | <i>Age of<br/>Household Head</i> | <i>Income<br/>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-<br>Income<br>Group | TOTAL AUTO PLANS  |      |       | HOUSEHOLD EQUIPMENT<br>PLANS (6 ITEMS) |      |       | AUTO + HOUSEHOLD<br>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<br>of 15        | 0.44  | 0.42 | 0.45  | 0.28                                   | 0.23 | 0.24  | 0.72                                | 0.64 | 0.68  |
| Average<br>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-<br/>Income<br/>Group</i> | TOTAL AUTOMOBILE BUYING<br>PLANS RELATED TO HOUSE |                                       | HOUSEHOLD EQUIPMENT (6 ITEMS)<br>PLANS RELATED TO HOUSE |                                       |
|----------------------------------|---|---------------------------------------|---|---------------------------------------|
|                                  | BUYING PLANS                                      |                                       | BUYING PLANS  |                                       |
|                                  | <i>Plan to buy<br/>or build</i>                   | <i>Don't plan to<br/>buy or build</i> | <i>Plan to buy<br/>or build</i>                         | <i>Don't plan to<br/>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<br>of 15                 | 0.56  | 0.51                                  | 0.52  | 0.26                                  |
| Average<br>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-<br>Income<br>Group | TOTAL AUTOMOBILE BUYING PLANS RELATED TO<br>HOUSE BUYING PLANS |   |   |   | TOTAL HOUSEHOLD (6 ITEMS) BUYING PLANS RELATED<br>TO HOUSE BUYING PLANS |   |   |   |                                     |
|-------------------------|--|---|---|---|---|---|---|---|-------------------------------------|
|                         | Plan<br>to buy<br>or build<br>within<br>12 months              | Plan<br>to buy<br>or build<br>within a<br>few years | Plan to<br>buy or<br>build in<br>future<br>but don't<br>know when | Have<br>bought<br>or built<br>within<br>the past<br>2 years | Plan<br>to buy<br>or build<br>within<br>12 months                       | Plan<br>to buy<br>or build<br>within a<br>few years | Plan to<br>buy or<br>build in<br>future<br>but don't<br>know when | Have<br>bought<br>or built<br>within<br>the past<br>2 years | Don't<br>plan to<br>buy or<br>build |
| 1                       | 0.71   | 0.37  | 0.18  | 0.16  | 0.37  | 0.51  | 0.31  | 0.24  | 0.24                                |
| 2                       | 0.00 <sup>a</sup>  | 0.67 <sup>a</sup>                                   | 0.30  | 0.54  | 0.20 <sup>a</sup>   | 0.11 <sup>a</sup>                                   | 0.05  | 0.13  | 0.18                                |
| 3                       | 0.39   | 0.45  | 0.11  | 0.17  | 0.31  | 0.00  | 0.32  | 0.00  | 0.14                                |
| 4                       | 0.34   | 0.29  | 0.24  | 0.37  | 0.62  | 0.33  | 0.24  | 0.26  | 0.18                                |
| 5                       | 0.17   | 0.43  | 0.24  | 0.31  | 0.22  | 0.17  | 0.30  | 0.18  | 0.17                                |
| 6                       | 0.00   | 1.13  | 0.27  | 0.26  | 0.40  | 0.33  | 0.27  | 0.26  | 0.19                                |
| 7                       | 0.19   | 0.32  | 0.29  | 0.24  | 0.61  | 0.51  | 0.23  | 0.27  | 0.16                                |
| 8                       | 0.85   | 0.50  | 0.60  | 0.25  | 0.74  | 0.32  | 0.24  | 0.26  | 0.21                                |
| 9                       | 0.33   | 0.47  | 0.66  | 0.91  | 0.82  | 0.06  | 0.42  | 0.16  | 0.14                                |
| 10                      | 0.47   | 0.46  | 0.93  | 0.33  | 1.00  | 0.20  | 0.26  | 0.51  | 0.31                                |
| 11                      | 0.73   | 0.66  | 0.89  | 0.60  | 0.52  | 0.13  | 0.29  | 0.18  | 0.22                                |
| 12                      | 0.63   | 1.36  | 0.55  | 0.22  | 0.63  | 0.56  | 0.13  | 0.27  | 0.17                                |
| 13                      | 1.44 <sup>a</sup>  | 0.00  | 0.31  | 0.95  | 0.78 <sup>a</sup>   | 0.33  | 0.19  | 0.33  | 0.33                                |
| 14                      | 0.45   | 1.12  | 0.60  | 0.54  | 1.18  | 0.12  | 0.20  | 0.23  | 0.24                                |
| 15                      | 0.67   | 1.14  | 0.63  | 0.20  | 0.60  | 0.07  | 0.16  | 0.40  | 0.16                                |
| Average<br>of 13        | 0.46   | 0.67  | 0.48  | 0.35  | 0.67  | 0.25  | 0.26  | 0.25  | 0.19                                |
| Average<br>of 9         | 0.41   | 0.62  | 0.52  | 0.39  | 0.62  | 0.29  | 0.26  | 0.26  | 0.19                                |

<sup>a</sup>Less 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-<br>Income<br>Group | Sub-<br>stantially<br>higher | Sub-<br>stantially<br>or some-<br>what<br>higher | Some-<br>what<br>higher | About<br>the<br>same | Some-<br>what<br>lower | Sub-<br>stantially<br>or some-<br>what<br>lower | Sub-<br>stantially<br>lower |
|-------------------------|------------------------------|--|-------------------------|----------------------|------------------------|---|-----------------------------|
|                         |                              |  |                         |                      |                        |   |                             |
| 1                       | 1.29                         | 1.05   | 0.98                    | 0.94                 | 1.18                   | 1.03  | 0.86                        |
| 2                       | 1.00 <sup>a</sup>            | 0.76   | 0.71                    | 0.76                 | 0.62                   | 0.70  | 0.86 <sup>a</sup>           |
| 3                       | 0.40 <sup>a</sup>            | 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 <sup>a</sup>            | 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 <sup>a</sup>            | 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 <sup>a</sup>           |
| 12                      | 1.57                         | 1.20   | 1.15                    | 1.15                 | 0.91                   | 0.78  | 0.47                        |
| 13                      | 2.56 <sup>a</sup>            | 2.02   | 1.90                    | 1.72                 | 0.77 <sup>a</sup>      | 0.80  | 1.00 <sup>a</sup>           |
| 14                      | 1.50 <sup>a</sup>            | 1.47   | 1.47                    | 1.51                 | 1.82                   | 1.95  | 2.33 <sup>a</sup>           |
| 15                      | 3.25 <sup>a</sup>            | 1.34   | 1.20                    | 1.13                 | 1.65                   | 1.74  | 2.14 <sup>a</sup>           |
| Average<br>of 15        |                              | 1.20   |                         | 1.04                 |                        | 1.03  |                             |
| Average<br>of 9         |                              | 1.19   |                         | 1.00                 |                        | 0.95  |                             |

<sup>a</sup>Less than 10 observations in group.

TABLE A-36, CONCLUDED

HOUSEHOLD INCOME COMPARED WITH INCOME A YEAR AGO

| Age-<br>Income<br>Group | Sub-<br>stantially<br>higher | Sub-<br>stantially<br>or some-<br>what<br>higher | Some-<br>what<br>higher | About<br>the<br>same | Some-<br>what<br>lower | Sub-<br>stantially<br>or some-<br>what<br>lower | Sub-<br>stantially<br>lower |
|-------------------------|------------------------------|--|-------------------------|----------------------|------------------------|---|-----------------------------|
|                         |                              |  |                         |                      |                        |   |                             |
| 1                       | 2.34                         | 2.26   | 2.22                    | 1.70                 | 2.91                   | 2.10  | 1.15                        |
| 2                       | 2.17 <sup>a</sup>            | 1.72   | 1.61                    | 1.79                 | 1.94                   | 2.27  | 3.00 <sup>a</sup>           |
| 3                       | 1.33 <sup>a</sup>            | 1.39   | 1.39                    | 1.32                 | 1.47                   | 1.23  | 0.78 <sup>a</sup>           |
| 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 <sup>a</sup>            | 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 <sup>a</sup>            | 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 <sup>a</sup>           |
| 12                      | 4.13                         | 2.71   | 2.53                    | 2.12                 | 1.89                   | 1.91  | 1.92                        |
| 13                      | 5.43 <sup>a</sup>            | 4.15   | 3.80                    | 3.38                 | 4.89 <sup>a</sup>      | 4.33  | 2.67 <sup>a</sup>           |
| 14                      | 5.12 <sup>a</sup>            | 3.67   | 3.42                    | 2.65                 | 2.68                   | 3.12  | 4.50 <sup>a</sup>           |
| 15                      | 3.58                         | 3.00   | 2.91                    | 2.93                 | 2.63                   | 2.39  | 1.42 <sup>a</sup>           |
| Average<br>of 15        |                              | 2.46   |                         | 2.22                 |                        | 2.06  |                             |
| Average<br>of 9         |                              | 2.30   |                         | 2.17                 |                        | 1.71  |                             |

<sup>a</sup>Less 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-<br>Income<br>Group | WHEN HOUSEHOLD INCOME COMPARED WITH INCOME A YEAR AGO WAS: |                            |                           |                           |                                |
|-------------------------|--|----------------------------|---------------------------|---------------------------|--------------------------------|
|                         | <i>Substantially<br/>higher</i>                            | <i>Somewhat<br/>higher</i> | <i>About the<br/>same</i> | <i>Somewhat<br/>lower</i> | <i>Substantially<br/>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 <sup>a</sup>  | 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 <sup>a</sup>              |
| 14                      | 4.94   | 3.73                       | 4.82                      | 4.29                      | 4.42                           |
| 15                      | 6.25   | 4.36                       | 4.11                      | 3.93                      | 4.21                           |
| Average<br>of 14        | 3.53   | 2.90                       | 2.95                      | 3.20                      | 2.90                           |
| Average<br>of 9         | 3.23   | 2.87                       | 2.97                      | 3.30                      | 2.92                           |

<sup>a</sup>Less 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-<br/>Income<br/>Group</i> | <i>Sub-<br/>stantial<br/>increase</i> | <i>In-<br/>crease</i> | <i>Moderate<br/>increase</i> | <i>No<br/>change</i> | <i>Moderate<br/>decrease</i> | <i>De-<br/>crease</i> | <i>Sub-<br/>stantial<br/>decrease</i> |
|----------------------------------|---------------------------------------|-----------------------|------------------------------|----------------------|------------------------------|-----------------------|---------------------------------------|
| 1                                | 2.09                                  | 1.32                  | 1.07                         | 0.57                 | 1.10                         | 1.12                  | 1.13                                  |
| 2                                | 1.84 <sup>a</sup>                     | 1.03                  | 0.88                         | 0.66                 | 0.60                         | 0.48                  | 0.36                                  |
| 3                                | 2.38 <sup>a</sup>                     | 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 <sup>a</sup>                     | 0.84                  | 0.79                         | 0.79                 | 0.96                         | 0.80                  | 0.64                                  |
| 7                                | 1.65                                  | 1.12                  | 1.08                         | 0.98                 | 1.39 <sup>a</sup>            | 1.34                  | 1.33                                  |
| 8                                | 2.09                                  | 1.21                  | 1.15                         | 1.01                 | 0.86                         | 0.70                  | 0.47                                  |
| 9                                | 2.00 <sup>a</sup>                     | 1.49                  | 0.99                         | 0.83                 | 0.78                         | 0.93                  | 1.14                                  |
| 10                               | 2.50 <sup>a</sup>                     | 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 <sup>a</sup>                     | 1.54                  | 1.48                         | 0.94                 | 0.90                         | 0.76                  | 0.53                                  |
| 13                               | 2.80 <sup>a</sup>                     | 1.68                  | 1.40                         | 1.93                 | 0.00 <sup>a</sup>            | 1.14                  | 1.78 <sup>a</sup>                     |
| 14                               | 1.86 <sup>a</sup>                     | 1.51                  | 1.46                         | 1.66                 | 1.05                         | 1.29                  | 1.75                                  |
| 15                               | 4.00 <sup>a</sup>                     | 1.45                  | 1.23                         | 1.24                 | 1.21                         | 1.24                  | 1.29                                  |
| Average<br>of 15                 |                                       | 1.26                  |                              | 1.03                 |                              | 0.95                  |                                       |
| Average<br>of 9                  |                                       | 1.24                  |                              | 0.98                 |                              | 0.95                  |                                       |

<sup>a</sup>Less 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-<br>Income<br>Group | Sub-<br>stantial<br>increase | In-<br>crease | Moderate<br>increase | No<br>change | Moderate<br>decrease | De-<br>crease | Sub-<br>stantial<br>decrease |
|-------------------------|------------------------------|---------------|----------------------|--------------|----------------------|---------------|------------------------------|
| 1                       | 2.81                         | 2.26          | 2.06                 | 1.87         | 1.50                 | 1.20          | 0.93                         |
| 2                       | 2.15 <sup>a</sup>            | 1.61          | 1.46                 | 1.94         | 1.82                 | 2.24          | 2.70                         |
| 3                       | 0.20 <sup>a</sup>            | 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 <sup>a</sup>            | 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 <sup>a</sup>            | 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 <sup>a</sup>            | 3.55          | 3.15                 | 4.46         | 3.40                 | 3.14          | 2.50 <sup>a</sup>            |
| 14                      | 4.00 <sup>a</sup>            | 3.39          | 3.30                 | 2.73         | 3.61                 | 3.44          | 3.11 <sup>a</sup>            |
| 15                      | 2.40 <sup>a</sup>            | 3.29          | 3.37                 | 2.55         | 3.03                 | 3.33          | 4.33                         |
| Average<br>of 15        |                              | 2.52          |                      | 2.19         |                      | 2.06          |                              |
| Average<br>of 9         |                              | 2.46          |                      | 2.02         |                      | 1.81          |                              |

<sup>a</sup>Less 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-<br/>Income<br/>Group</i> | <i>Substantial<br/>increase</i> | <i>Moderate<br/>increase</i> | <i>No<br/>change</i> | <i>Moderate<br/>decrease</i> | <i>Substantial<br/>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 <sup>a</sup>               | 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 <sup>a</sup>               | 4.30                         | 4.15                 | 4.62                         | 3.62                            |
| Average<br>of 15                 | 3.32                            | 3.25                         | 2.99                 | 3.30                         | 2.88                            |
| Average<br>of 9                  | 3.20                            | 3.01                         | 2.88                 | 3.31                         | 2.84                            |

<sup>a</sup>Less 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-<br>Income<br>Group | 6-MONTHS BUYING PLANS WITH<br>BUSINESS CONDITIONS EXPECTED TO: |                                |   |  | 12-MONTHS BUYING PLANS WITH<br>BUSINESS CONDITIONS EXPECTED TO: |                                |   |  |
|-------------------------|--|--------------------------------|---|--|---|--------------------------------|---|--|
|                         | <i>Im-<br/>prove</i>   | <i>Remain<br/>the<br/>same</i> | <i>Deteri-<br/>orate<br/>some-<br/>what</i> | <i>Deteri-<br/>orate<br/>sub-<br/>stantially</i> | <i>Im-<br/>prove</i>  | <i>Remain<br/>the<br/>same</i> | <i>Deteri-<br/>orate<br/>some-<br/>what</i> | <i>Deteri-<br/>orate<br/>sub-<br/>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 <sup>a</sup>                                |
| 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<br>of 14        | 1.30   | 0.99                           | 1.05  | 0.88   | 2.26  | 2.34                           | 2.08  | 1.97   |
| Average<br>of 9         | 1.26   | 1.03                           | 0.98  | 0.85   | 2.26  | 2.20                           | 2.08  | 2.05   |

<sup>a</sup>Less 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-<br>Income<br>Group | (A SAMPLE)  |                                |   |  | (B SAMPLE)  |                                |   |  |
|-------------------------|---|--------------------------------|---|--|---|--------------------------------|---|--|
|                         | PURCHASES OVER PAST 12 MONTHS<br>WITH BUSINESS CONDITIONS<br>EXPECTED TO: |                                |   |  | PURCHASES OVER PAST 12 MONTHS<br>WITH BUSINESS CONDITIONS<br>EXPECTED TO: |                                |   |  |
|                         | <i>Im-<br/>prove</i>  | <i>Remain<br/>the<br/>same</i> | <i>Deteri-<br/>orate<br/>some-<br/>what</i> | <i>Deteri-<br/>orate<br/>sub-<br/>stantially</i> | <i>Im-<br/>prove</i>  | <i>Remain<br/>the<br/>same</i> | <i>Deteri-<br/>orate<br/>some-<br/>what</i> | <i>Deteri-<br/>orate<br/>sub-<br/>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 <sup>a</sup>                                |
| 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<br>of 14        | 3.11  | 3.05                           | 2.89  | 2.67   | 3.24  | 2.98                           | 3.03  | 2.92   |
| Average<br>of 9         | 3.06  | 2.94                           | 2.92  | 2.49   | 3.12  | 3.02                           | 3.00  | 2.62   |

<sup>a</sup>Less 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-<br/>Income<br/>Group</i> | 6-MONTHS BUYING PLANS WITH<br>PRICES EXPECTED TO BE: |             |                   |                        | 12-MONTHS BUYING PLANS WITH<br>PRICES EXPECTED TO BE: |             |              |                        |
|----------------------------------|--|-------------|-------------------|------------------------|---|-------------|--------------|------------------------|
|                                  | <i>Higher</i>  | <i>Same</i> | <i>Lower</i>      | <i>Un-<br/>certain</i> | <i>Higher</i>   | <i>Same</i> | <i>Lower</i> | <i>Un-<br/>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 <sup>a</sup>      | 1.85  | 2.23        | 1.60         | 0.85 <sup>a</sup>      |
| 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 <sup>a</sup> | 0.00 <sup>a</sup>      | 3.62  | 3.77        | 4.92         | 1.83 <sup>a</sup>      |
| 14                               | 1.54   | 1.60        | 1.60              | 1.17                   | 3.02  | 3.63        | 1.84         | 3.34 <sup>a</sup>      |
| 15                               | 0.77   | 1.47        | 1.77              | 1.27                   | 2.67  | 2.99        | 3.19         | 3.23                   |
| Average<br>of 12                 | 1.05   | 1.08        | 1.32              | 0.79                   | 2.19  | 2.04        | 2.29         | 2.14                   |
| Average<br>of 9                  | 1.13   | 1.01        | 1.22              | 0.81                   | 2.27  | 2.03        | 2.28         | 2.15                   |

<sup>a</sup>Less 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-<br/>Income<br/>Group</i> | 6-MONTHS BUYING PLANS<br>WITH OPINION THAT PRESENT IS: |                                |                                     | 12-MONTHS BUYING PLANS<br>WITH OPINION THAT PRESENT IS: |                                |                                     |
|----------------------------------|--|--------------------------------|-------------------------------------|---|--------------------------------|-------------------------------------|
|                                  | <i>Good<br/>time to<br/>buy</i>                        | <i>Bad<br/>time to<br/>buy</i> | <i>Don't<br/>know and<br/>other</i> | <i>Good<br/>time to<br/>buy</i>                         | <i>Bad<br/>time to<br/>buy</i> | <i>Don't<br/>know and<br/>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<br>of 15                 | 1.53   | 0.87                           | 1.13                                | 2.62  | 2.00                           | 2.29                                |
| Average<br>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-<br/>Income<br/>Group</i> | <i>(A SAMPLE)</i>  |                                |                                     | <i>(B SAMPLE)</i>  |                                |                                     |
|----------------------------------|--|--------------------------------|-------------------------------------|--|--------------------------------|-------------------------------------|
|                                  | PURCHASES OVER PAST 12 MONTHS<br>WITH OPINION THAT PRESENT IS: |                                |                                     | PURCHASES OVER PAST 12 MONTHS<br>WITH OPINION THAT PRESENT IS: |                                |                                     |
|                                  | <i>Good<br/>time to<br/>buy</i>                                | <i>Bad<br/>time to<br/>buy</i> | <i>Don't<br/>know and<br/>other</i> | <i>Good<br/>time to<br/>buy</i>                                | <i>Bad<br/>time to<br/>buy</i> | <i>Don't<br/>know and<br/>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<br>of 15                 | 3.26   | 2.80                           | 2.93                                | 3.44   | 3.13                           | 3.23                                |
| Average<br>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-<br>Income<br>Group | 6-MONTHS BUYING PLANS WITH FINANCIAL PROSPECTS<br>EXPECTED TO: |                          |                             | 12-MONTHS BUYING PLANS WITH FINANCIAL PROSPECTS<br>EXPECTED TO: |                          |                             |             |
|-------------------------|--|--------------------------|-----------------------------|---|--------------------------|-----------------------------|-------------|
|                         | Improve<br>consider-<br>ably                                   | Improve<br>some-<br>what | Remain<br>about the<br>same | Improve<br>consider-<br>ably                                    | Improve<br>some-<br>what | Remain<br>about the<br>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 <sup>a</sup>   | 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 <sup>a</sup>  | 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<br>of 13        | 1.30   | 1.17                     | 0.85                        | 2.62  | 2.38                     | 2.38                        | 2.02        |
| Average<br>of 9         | 1.48   | 1.13                     | 0.85                        | 2.63  | 2.19                     | 2.16                        | 1.93        |

<sup>a</sup>Less 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-<br/>Income<br/>Group</i> | 6-MONTHS BUYING PLANS WITH<br>INDEBTEDNESS OF: |                        |                           |                         | 12-MONTHS BUYING PLANS WITH<br>INDEBTEDNESS OF: |                        |                           |                         |
|----------------------------------|--|------------------------|---------------------------|-------------------------|---|------------------------|---------------------------|-------------------------|
|                                  | <i>No<br/>debt</i>                             | <i>Under<br/>\$500</i> | <i>\$500-<br/>\$1,000</i> | <i>Over<br/>\$1,000</i> | <i>No<br/>debt</i>                              | <i>Under<br/>\$500</i> | <i>\$500-<br/>\$1,000</i> | <i>Over<br/>\$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 <sup>a</sup>         | 2.50                    | 4.00  | 4.55                   | 2.40 <sup>a</sup>         | 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<br>of 15                 | 1.17   | 1.14                   | 0.90                      | 0.97                    | 2.33  | 2.43                   | 2.26                      | 2.01                    |
| Average<br>of 9                  | 1.16   | 1.10                   | 0.97                      | 0.92                    | 2.21  | 2.28                   | 2.24                      | 1.87                    |

<sup>a</sup>Less 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-<br>Income<br>Group | (A SAMPLE)<br>PURCHASES OVER PAST 12 MONTHS<br>WITH FINANCIAL PROSPECTS EXPECTED TO: |                          |                     |                             | (B SAMPLE)<br>PURCHASES OVER PAST 12 MONTHS<br>WITH FINANCIAL PROSPECTS EXPECTED TO: |                              |                          |                     |                             |             |
|-------------------------|--|--------------------------|---------------------|-----------------------------|--|------------------------------|--------------------------|---------------------|-----------------------------|-------------|
|                         | Improve<br>consider-<br>ably   | Improve<br>some-<br>what | Improve<br>slightly | Remain<br>about the<br>same | Deteriorate  | Improve<br>consider-<br>ably | Improve<br>some-<br>what | Improve<br>slightly | Remain<br>about the<br>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 <sup>a</sup>  | 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<br>of 13        | 3.43   | 3.01                     | 2.97                | 2.71                        | 2.64   | 3.56                         | 3.18                     | 3.00                | 3.00                        | 2.90        |
| Average<br>of 9         | 3.35   | 2.88                     | 2.96                | 2.58                        | 2.77   | 3.10                         | 3.03                     | 2.88                | 2.85                        | 2.76        |

<sup>a</sup>Less 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-<br/>Income<br/>Group</i> | PURCHASES OVER PAST 12 MONTHS<br>WITH INDEBTEDNESS OF: |                        |                           |                         | PURCHASES OVER PAST 12 MONTHS<br>WITH INDEBTEDNESS OF: |                        |                           |                         |
|----------------------------------|--|------------------------|---------------------------|-------------------------|--|------------------------|---------------------------|-------------------------|
|                                  | (A SAMPLE)   |                        |                           |                         | (B SAMPLE)   |                        |                           |                         |
|                                  | <i>No<br/>debt</i>                                     | <i>Under<br/>\$500</i> | <i>\$500-<br/>\$1,000</i> | <i>Over<br/>\$1,000</i> | <i>No<br/>debt</i>                                     | <i>Under<br/>\$500</i> | <i>\$500-<br/>\$1,000</i> | <i>Over<br/>\$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 <sup>a</sup>         | 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<br>of 15                 | 2.50   | 2.77                   | 3.52                      | 4.19                    | 2.93   | 2.75                   | 3.50                      | 4.61                    |
| Average<br>of 9                  | 2.37   | 2.75                   | 3.35                      | 4.29                    | 2.68   | 2.72                   | 3.21                      | 4.29                    |

<sup>a</sup>Less 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-<br>Income<br>Group | 6-MONTHS BUYING PLANS WITH<br>DEBT MATURITY OF: |                        |                   |                         | 12-MONTHS BUYING PLANS WITH<br>DEBT MATURITY OF: |                        |                   |                         |
|-------------------------|---|------------------------|-------------------|-------------------------|--|------------------------|-------------------|-------------------------|
|                         | No<br>debt                                      | Less<br>than<br>1 year | 1-2<br>years      | More<br>than<br>2 years | No<br>debt                                       | Less<br>than<br>1 year | 1-2<br>years      | More<br>than<br>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 <sup>a</sup>       | 1.96   | 1.83                   | 2.04              | 1.20 <sup>a</sup>       |
| 3                       | 0.65  | 0.58                   | 0.23              | 0.00 <sup>a</sup>       | 1.34   | 1.54                   | 0.36              | 0.43 <sup>a</sup>       |
| 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 <sup>a</sup> | 3.00 <sup>a</sup>       | 3.81   | 3.84                   | 3.66 <sup>a</sup> | 4.00 <sup>a</sup>       |
| 14                      | 1.74  | 0.97                   | 1.64              | 0.63                    | 3.15   | 2.88                   | 3.73              | 1.60 <sup>a</sup>       |
| 15                      | 1.25  | 1.66                   | 0.60              | 1.13                    | 2.91   | 3.16                   | 2.16              | 2.10                    |
| Average<br>of 13        | 1.16  | 1.24                   | 0.76              | 0.73                    | 2.26   | 2.49                   | 1.94              | 1.43                    |
| Average<br>of 9         | 1.15  | 1.26                   | 0.71              | 0.72                    | 2.22   | 2.43                   | 1.95              | 1.36                    |

<sup>a</sup>Less 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 <sup>a</sup>.

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-<br>Income<br>Group | (A SAMPLE)<br>PURCHASES OVER PAST 12 MONTHS<br>WITH DEBT MATURITY OF: |                        |                   |                         | (B SAMPLE)<br>PURCHASES OVER PAST 12 MONTHS<br>WITH DEBT MATURITY OF: |                        |                   |                         |
|-------------------------|---|------------------------|-------------------|-------------------------|---|------------------------|-------------------|-------------------------|
|                         | No<br>debt  | Less<br>than<br>1 year | 1-2<br>years      | More<br>than<br>2 years | No<br>debt  | Less<br>than<br>1 year | 1-2<br>years      | More<br>than<br>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 <sup>a</sup>       | 1.96  | 2.04                   | 2.58              | 4.40 <sup>a</sup>       |
| 3                       | 1.20  | 1.97                   | 2.92              | 4.00 <sup>a</sup>       | 1.72  | 1.27                   | 3.55              | 1.57 <sup>a</sup>       |
| 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 <sup>a</sup> | 4.20 <sup>a</sup>       | 4.71  | 6.48                   | 4.00 <sup>a</sup> | 10.00 <sup>a</sup>      |
| 14                      | 3.63  | 4.24                   | 6.00              | 5.09                    | 4.90  | 4.34                   | 5.09              | 5.80 <sup>a</sup>       |
| 15                      | 3.54  | 3.17                   | 5.00              | 3.19                    | 4.63  | 5.80                   | 6.69              | 4.00                    |
| Average<br>of 13        | 2.52  | 3.08                   | 3.96              | 3.71                    | 2.76  | 3.32                   | 4.00              | 3.70                    |
| Average<br>of 9         | 2.42  | 3.18                   | 3.90              | 3.64                    | 2.64  | 3.16                   | 3.84              | 3.58                    |

<sup>a</sup>Less 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-<br>Income<br>Group | 6-MONTHS PLANS WITH<br>ASSET HOLDINGS OF: |                      |                          |                         | 12-MONTHS PLANS WITH<br>ASSET HOLDINGS OF: |                      |                          |                         |
|-------------------------|---|----------------------|--------------------------|-------------------------|--|----------------------|--------------------------|-------------------------|
|                         | Less<br>than<br>\$2,000                   | \$2,000-<br>\$10,000 | More<br>than<br>\$10,000 | More<br>than<br>\$2,000 | Less<br>than<br>\$2,000                    | \$2,000-<br>\$10,000 | More<br>than<br>\$10,000 | More<br>than<br>\$2,000 |
| 1                       | 0.92                                      | 1.12                 | 1.62 <sup>a</sup>        | 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 <sup>a</sup>        | 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<br>of 15        | 0.97                                      | 1.21                 | 1.15                     | 1.19                    | 2.26                                       | 2.25                 | 2.51                     | 2.36                    |
| Average<br>of 9         | 0.93                                      | 1.20                 | 1.12                     | 1.17                    | 2.15                                       | 2.22                 | 2.21                     | 2.22                    |

<sup>a</sup>Less 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-<br>Income<br>Group | (A SAMPLE)  |                      |                          |                         | (B SAMPLE)  |                      |                          |                         |
|-------------------------|---|----------------------|--------------------------|-------------------------|---|----------------------|--------------------------|-------------------------|
|                         | 12-MONTHS PAST PURCHASES<br>WITH ASSET HOLDINGS OF: |                      |                          |                         | 12-MONTHS PAST PURCHASES<br>WITH ASSET HOLDINGS OF: |                      |                          |                         |
|                         | Less<br>than<br>\$2,000                             | \$2,000-<br>\$10,000 | More<br>than<br>\$10,000 | More<br>than<br>\$2,000 | Less<br>than<br>\$2,000                             | \$2,000-<br>\$10,000 | More<br>than<br>\$10,000 | More<br>than<br>\$2,000 |
| 1                       | 2.40  | 2.65                 | 2.38 <sup>a</sup>        | 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 <sup>a</sup>        | 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<br>of 15        | 2.90  | 2.95                 | 3.11                     | 3.01                    | 3.07  | 3.28                 | 3.41                     | 3.29                    |
| Average<br>of 9         | 2.94  | 2.89                 | 3.11                     | 2.92                    | 2.99  | 3.03                 | 3.08                     | 3.05                    |

<sup>a</sup>Less 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-<br/>Income<br/>Group</i> | 6-MONTHS BUYING PLANS WITH<br>ASSET CHANGES OF: |                                      |                   | 12-MONTHS BUYING PLANS WITH<br>ASSET CHANGES OF: |                                      |                   |
|----------------------------------|---|--------------------------------------|-------------------|--|--------------------------------------|-------------------|
|                                  | <i>Increased</i>                                | <i>Stayed<br/>about the<br/>same</i> | <i>Decreased</i>  | <i>Increased</i>                                 | <i>Stayed<br/>about the<br/>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 <sup>a</sup> | 4.21   | 2.89                                 | 3.44 <sup>a</sup> |
| 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<br>of 14                 | 1.20  | 0.98                                 | 0.79              | 2.46   | 2.16                                 | 1.96              |
| Average<br>of 9                  | 1.24  | 0.98                                 | 0.79              | 2.38   | 2.08                                 | 1.81              |

<sup>a</sup>Less 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-<br/>Income<br/>Group</i> | <i>(A SAMPLE)</i><br>PURCHASES OVER PAST 12 MONTHS<br>WITH ASSET CHANGES OF: |                                      |                   | <i>(B SAMPLE)</i><br>PURCHASES OVER PAST 12 MONTHS<br>WITH ASSET CHANGES OF: |                                      |                   |
|----------------------------------|--|--------------------------------------|-------------------|--|--------------------------------------|-------------------|
|                                  | <i>Increased</i>   | <i>Stayed<br/>about the<br/>same</i> | <i>Decreased</i>  | <i>Increased</i>   | <i>Stayed<br/>about the<br/>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 <sup>a</sup> | 5.22   | 6.39                                 | 3.33 <sup>a</sup> |
| 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<br>of 14                 | 2.81   | 2.82                                 | 3.10              | 3.32   | 3.13                                 | 3.26              |
| Average<br>of 9                  | 2.84   | 2.91                                 | 3.28              | 2.99   | 2.93                                 | 3.40              |

<sup>a</sup>Less 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-<br>Income<br>Group | 6-MONTHS PLANS RELATED TO<br>PERCENTAGE OF INCOME SAVED |            |                            |   | 12-MONTHS PLANS RELATED TO<br>PERCENTAGE OF INCOME SAVED |            |                            |   |
|-------------------------|---|------------|----------------------------|---|--|------------|----------------------------|---|
|                         | <i>More<br/>than<br/>10</i>                             | <i>5-9</i> | <i>Less<br/>than<br/>5</i> | <i>Spent<br/>more<br/>than<br/>income</i> | <i>More<br/>than<br/>10</i>                              | <i>5-9</i> | <i>Less<br/>than<br/>5</i> | <i>Spent<br/>more<br/>than<br/>income</i> |
| 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 <sup>a</sup>                         | 4.13   | 3.08       | 4.21                       | 3.20 <sup>a</sup>                         |
| 14                      | 1.73  | 1.60       | 1.11                       | 1.80 <sup>a</sup>                         | 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 <sup>a</sup>                         |
| Average<br>of 13        | 1.19  | 0.96       | 1.04                       | 0.79                                      | 2.27   | 2.02       | 2.08                       | 1.99                                      |
| Average<br>of 9         | 1.23  | 1.06       | 1.04                       | 0.82                                      | 2.34   | 2.10       | 2.15                       | 1.87                                      |

<sup>a</sup>Less 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-<br>Income<br>Group | (A SAMPLE)  |            |   |   | (B SAMPLE)  |            |   |   |
|-------------------------|---|------------|---|---|---|------------|---|---|
|                         | PURCHASES OVER PAST 12 MONTHS<br>RELATED TO PERCENTAGE<br>OF INCOME SAVED |            | PURCHASES OVER PAST 12 MONTHS<br>RELATED TO PERCENTAGE<br>OF INCOME SAVED |   | PURCHASES OVER PAST 12 MONTHS<br>RELATED TO PERCENTAGE<br>OF INCOME SAVED |            | PURCHASES OVER PAST 12 MONTHS<br>RELATED TO PERCENTAGE<br>OF INCOME SAVED |   |
|                         | <i>More<br/>than<br/>10</i>   | <i>5-9</i> | <i>Less<br/>than<br/>5</i>  | <i>Spent<br/>more<br/>than<br/>income</i> | <i>More<br/>than<br/>10</i>   | <i>5-9</i> | <i>Less<br/>than<br/>5</i>  | <i>Spent<br/>more<br/>than<br/>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 <sup>a</sup>                         | 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 <sup>a</sup>                         |
| Average<br>of 14        | 2.72  | 2.77       | 2.70  | 3.00                                      | 2.95  | 3.17       | 2.97  | 3.37                                      |
| Average<br>of 9         | 2.72  | 2.96       | 2.84  | 3.48                                      | 2.90  | 3.08       | 2.98  | 3.23                                      |

<sup>a</sup>Less than 10 observations; entire row has been excluded from the averages.