

TABLE 35

BUYING CONDITIONS FOR LARGE HOUSEHOLD DURABLES

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024
GOOD TIME TO BUY	40%	42%	38%	43%	38%	44%	46%	47%	44%	47%	42%	46%	53%
UNCERTAIN, DEPENDS	7	6	6	5	6	4	9	8	9	8	8	8	5
BAD TIME TO BUY	53	52	56	52	56	52	45	45	47	45	50	46	42
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	600	602	603	601	605	600	601	604	603	605	600	600	601
INDEX SCORE	87	90	82	91	82	92	101	102	97	102	92	100	111

BUYING CONDITIONS FOR LARGE HOUSEHOLD DURABLES - INDEX SCORE
THREE MONTH MOVING AVERAGES

All	79	85	86	88	85	88	92	98	100	100	97	98	101
Age 18 to 44	81	86	86	91	85	93	96	100	97	97	98	99	106
Age 45 to 64	73	78	79	79	81	84	89	93	95	93	87	90	89
Age 65+	83	93	98	95	91	89	91	103	108	113	106	105	108
Income Bottom Third	87	93	92	93	89	93	89	90	89	98	97	98	96
Income Middle Third	79	84	81	89	87	94	94	101	103	99	95	92	99
Income Top Third	72	79	86	83	81	80	93	103	107	103	100	105	110
Educ High School or Less	76	79	81	86	82	89	87	89	89	92	92	88	94
Educ Some College	81	86	86	92	94	94	91	94	95	100	94	96	92
Educ College Degree	78	87	90	87	81	84	93	104	107	104	101	103	108
Democrat	89	89	87	88	92	98	102	108	110	111	114	117	123
Independent	75	83	86	89	84	89	95	100	101	103	98	99	97
Republican	70	80	87	86	80	76	75	83	85	86	81	82	83

The question was: "About the big things people buy for their homes -- such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good time or a bad time for people to buy major household items?"

*: Less than half of one percent. Index Score is the percent favorable minus the percent unfavorable plus 100