

TABLE 38
SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR VEHICLES

	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													
Prices are low; good buys available	16%	16%	14%	13%	15%	12%	14%	15%	12%	12%	14%	15%	15%
Prices won't come down; are going higher	5	5	5	5	4	5	5	5	4	5	3	4	3
Interest rates are low	2	4	2	2	2	2	3	3	2	2	3	4	5
Borrow-in-advance of rising interest rates	1	1	1	1	1	1	1	1	*	1	1	1	*
Times are good; prosperity	4	2	3	3	2	3	4	2	2	2	2	2	5
New fuel efficient model	1	1	*	*	*	*	*	1	*	1	*	*	1
Supply Adequate	7	6	5	7	7	7	6	6	6	4	3	6	6
BAD TIME TO BUY													
Prices are high	46	43	49	44	48	45	45	45	49	47	47	46	42
Interest rates are high; credit is tight	24	23	26	25	26	24	22	26	27	28	34	30	24
Times are bad; can't afford to buy	8	7	10	6	11	9	9	6	7	6	7	7	6
Bad times ahead; uncertain future	3	6	5	5	4	3	3	3	3	3	4	3	3
Price of gas; shortages	2	1	1	1	2	2	2	1	1	2	1	1	*
Poor selection; quality	2	2	1	2	3	3	2	3	2	1	3	3	4
Supply Inadequate	12	13	11	9	11	10	10	8	9	10	8	6	4

SELECTED REASONS FOR OPINIONS ABOUT VEHICLE BUYING CONDITIONS
PRICES LOW - PRICES HIGH (THREE MONTH MOVING AVERAGES)

All	-36	-31	-31	-31	-33	-32	-32	-31	-33	-34	-35	-33	-30
Age 18 to 44	-32	-28	-28	-31	-33	-30	-28	-30	-33	-36	-35	-33	-29
Age 45 to 64	-37	-33	-31	-30	-34	-34	-34	-31	-32	-32	-36	-34	-33
Age 65+	-39	-33	-31	-30	-32	-35	-37	-33	-32	-33	-34	-31	-28
Income Bottom Third	-31	-27	-31	-32	-37	-34	-38	-37	-43	-40	-39	-37	-35
Income Middle Third	-40	-36	-35	-33	-32	-32	-31	-28	-27	-29	-33	-36	-36
Income Top Third	-35	-29	-26	-28	-31	-31	-28	-28	-28	-33	-33	-26	-19
Educ High School or Less	-37	-33	-32	-31	-34	-34	-35	-33	-38	-33	-36	-36	-39
Educ Some College	-35	-32	-36	-35	-38	-34	-34	-31	-35	-35	-38	-38	-37
Educ College Degree	-35	-30	-27	-29	-30	-32	-31	-31	-30	-34	-33	-29	-23
Democrat	-30	-27	-27	-27	-29	-26	-26	-25	-26	-29	-26	-26	-22
Independent	-38	-33	-31	-31	-33	-35	-37	-36	-36	-34	-35	-34	-31
Republican	-41	-35	-36	-36	-40	-38	-35	-33	-37	-41	-44	-37	-38

RATES LOW - RATES HIGH (THREE MONTH MOVING AVERAGES)

All	-24	-22	-22	-22	-24	-23	-22	-21	-22	-25	-27	-28	-25
Age 18 to 44	-22	-22	-21	-22	-22	-22	-19	-21	-23	-26	-27	-27	-26
Age 45 to 64	-29	-27	-24	-24	-27	-26	-25	-23	-26	-29	-34	-32	-30
Age 65+	-21	-19	-19	-19	-21	-20	-20	-17	-16	-17	-21	-22	-20
Income Bottom Third	-17	-18	-18	-18	-18	-16	-16	-15	-16	-17	-20	-21	-19
Income Middle Third	-24	-23	-23	-23	-25	-23	-24	-26	-28	-31	-32	-30	-27
Income Top Third	-31	-28	-26	-26	-29	-29	-25	-24	-24	-27	-31	-32	-30
Educ High School or Less	-20	-19	-17	-18	-19	-18	-17	-16	-15	-19	-20	-23	-17
Educ Some College	-22	-23	-23	-20	-21	-21	-24	-21	-23	-21	-25	-25	-26
Educ College Degree	-26	-25	-23	-26	-27	-26	-22	-23	-25	-29	-32	-31	-28
Democrat	-21	-23	-23	-21	-20	-17	-18	-20	-23	-24	-24	-24	-21
Independent	-25	-22	-20	-21	-23	-25	-21	-19	-19	-23	-25	-25	-24
Republican	-26	-25	-25	-27	-30	-27	-24	-22	-25	-29	-36	-34	-32

Response to the query: "Why do you say so?" following the question on Table 37.

May add to more than 100% due to multiple mentions.

*: Less than half of one percent.