

TABLE 37

BUYING CONDITIONS FOR VEHICLES

	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024
GOOD TIME TO BUY	28%	29%	31%	31%	27%	27%	27%	29%	35%	35%	40%	32%	29%
UNCERTAIN, DEPENDS	3	3	4	3	3	3	2	4	5	6	5	6	5
BAD TIME TO BUY	69	68	65	66	70	70	71	67	60	59	55	62	66
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	605	600	601	604	602	605	600	600	601	602	602	801	991
INDEX SCORE	59	61	66	65	57	57	56	62	75	76	85	70	63

**BUYING CONDITIONS FOR VEHICLES - INDEX SCORE
THREE MONTH MOVING AVERAGES**

All	61	61	62	64	63	60	57	58	64	71	79	77	73
Age 18 to 44	61	62	65	64	61	58	55	56	62	71	76	71	63
Age 45 to 64	56	56	56	61	60	58	53	56	60	69	75	76	73
Age 65+	66	64	64	68	69	65	63	63	71	73	85	84	85
Income Bottom Third	58	60	57	58	54	56	56	58	61	63	70	68	65
Income Middle Third	61	61	63	64	64	59	54	53	59	64	73	73	72
Income Top Third	60	60	68	71	70	64	60	65	73	86	94	90	83
Educ High School or Less	57	54	55	63	60	62	58	58	60	64	72	70	67
Educ Some College	60	64	59	62	56	58	50	51	52	60	69	67	63
Educ College Degree	62	61	67	66	68	60	59	62	72	80	87	84	79
Democrat	68	70	73	73	71	66	70	73	81	87	98	98	93
Independent	61	60	61	62	62	61	57	57	60	67	73	70	67
Republican	48	50	51	58	54	51	43	48	51	57	63	65	59

The question was: "Speaking now of the automobile market -- do you think the next 12 months or so will be a good time or a bad time to buy a new vehicle, such as a car, pickup, van, or sport utility vehicle?"

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