

TABLE 36

SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR LARGE HOUSEHOLD DURABLES

	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017	Oct 2017	Nov 2017	Dec 2017	Jan 2018	Feb 2018	Mar 2018	Apr 2018	May 2018
GOOD TIME TO BUY													
Prices are low; good buys available	38%	34%	37%	38%	33%	36%	45%	47%	36%	34%	28%	31%	32%
Prices won't come down; are going higher	11	10	10	8	12	11	9	9	8	12	21	18	15
Interest rates are low	9	10	11	10	11	13	10	8	9	8	8	11	6
Borrow-in-advance of rising interest rates	1	1	2	1	2	2	*	1	1	2	1	1	1
Times are good; prosperity	16	15	13	17	16	18	16	15	17	20	17	18	16
BAD TIME TO BUY													
Prices are high	5	7	6	9	7	5	6	6	6	6	6	5	10
Interest rates are high; credit is tight	2	3	2	2	2	*	2	3	3	1	2	2	3
Times are bad; can't afford to buy	5	5	3	5	4	4	2	3	4	3	1	4	4
Bad times ahead; uncertain future	5	5	4	5	6	4	3	4	5	5	3	4	3

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

All	28	29	30	29	29	29	32	37	37	33	27	25	23
Age 18 to 44	27	27	30	26	26	24	29	35	35	28	19	20	20
Age 45 to 64	25	25	30	31	32	31	32	36	37	35	30	26	23
Age 65+	34	35	31	30	29	32	36	39	38	35	31	30	27
Income Bottom Third	27	28	27	22	21	22	28	32	33	25	20	20	22
Income Middle Third	28	31	36	38	35	32	35	42	42	39	31	28	24
Income Top Third	29	29	30	30	32	33	34	37	37	36	30	28	25

RATES LOW - RATES HIGH (THREE MONTH MOVING AVERAGES)

All	9	8	8	8	9	10	10	9	6	6	6	7	6
Age 18 to 44	9	9	9	8	8	9	10	9	5	4	4	5	5
Age 45 to 64	10	8	7	8	9	10	10	10	8	8	7	8	6
Age 65+	8	8	7	8	9	9	10	9	7	7	8	10	9
Income Bottom Third	3	3	2	3	4	6	5	4	2	2	3	3	3
Income Middle Third	11	11	10	10	9	9	9	9	6	6	7	9	8
Income Top Third	14	13	12	12	14	15	16	14	12	11	10	10	8

Response to the query: "Why do you say so?" following the question on Table 35.

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

*: Less than half of one percent.