

TABLE 38

## SELECTED REASONS FOR OPINIONS ABOUT BUYING CONDITIONS FOR VEHICLES

	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
<b>GOOD TIME TO BUY</b>													
Prices are low; good buys available	29%	28%	27%	26%	25%	27%	28%	28%	26%	24%	21%	25%	22%
Prices won't come down; are going higher	5	6	5	5	6	5	5	6	5	6	12	10	7
Interest rates are low	17	21	20	23	18	21	20	20	18	18	18	18	16
Borrow-in-advance of rising interest rates	3	2	2	2	2	4	1	4	3	5	3	6	3
Times are good; prosperity	11	12	11	13	16	13	14	16	14	16	15	15	15
New fuel efficient model	3	3	3	3	2	3	3	2	2	1	1	2	1
<b>BAD TIME TO BUY</b>													
Prices are high	16	16	16	15	15	12	14	12	14	18	16	14	19
Interest rates are high; credit is tight	4	5	4	4	5	3	4	5	4	6	4	5	7
Times are bad; can't afford to buy	5	4	4	6	5	5	3	3	5	3	3	3	4
Bad times ahead; uncertain future	6	4	4	4	4	3	4	4	5	3	3	3	5
Price of gas; shortages	*	1	*	*	2	1	*	1	1	*	1	*	2
Poor selection; quality	2	3	5	4	2	3	4	2	4	3	3	2	5

## SELECTED REASONS FOR OPINIONS ABOUT VEHICLE BUYING CONDITIONS

## PRICES LOW - PRICES HIGH (THREE MONTH MOVING AVERAGES)

All	12	12	12	11	11	12	13	15	14	11	8	7	6
Age 18 to 44	6	5	8	7	6	4	6	10	10	8	3	4	2
Age 45 to 64	13	14	14	15	15	14	12	12	14	15	12	9	5
Age 65+	18	19	15	12	11	19	24	26	21	13	9	8	11
Income Bottom Third	4	5	3	7	5	7	9	17	15	12	4	6	3
Income Middle Third	9	10	13	12	12	10	13	12	10	7	4	7	7
Income Top Third	22	22	20	15	14	16	17	17	19	17	16	11	8

## RATES LOW - RATES HIGH (THREE MONTH MOVING AVERAGES)

All	15	16	15	17	16	17	16	16	15	14	13	13	12
Age 18 to 44	13	15	13	13	9	11	13	14	13	9	9	8	10
Age 45 to 64	18	18	18	21	20	19	16	17	16	17	16	15	14
Age 65+	13	12	13	18	19	21	20	20	15	15	14	16	12
Income Bottom Third	5	9	9	11	8	8	6	7	6	5	6	7	7
Income Middle Third	15	13	12	14	14	16	16	16	14	14	14	13	11
Income Top Third	25	24	24	25	25	26	26	26	25	22	22	21	21

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.