

Demand for Consumer Durable Goods and Types of Families Making Up This Demand

According to a survey undertaken in July of this year by the Federal Reserve Board, the demand for consumer durable goods was as strong then as it was at the beginning of the year. At both dates more than one-fourth of all consumer units in the country expected to buy automobiles or other consumer durable goods in the twelve succeeding months.

Plans to buy these consumer durable goods was expressed by people at all income levels and in all types of occupations. Consumer units containing veterans of World War II accounted for no more than about one-third of the total market for consumer durable goods.