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## Appendix B: QSI Experimental Survey, Section III

(Form CP-21BX, June 23, 1964, U.S. Department of Commerce, Bureau of the Census)

## **EDITING OF RESPONSES**

Aside from the normal editing for errors by the Census Bureau, I decided to edit two types of probability-scale responses. A few households (less than twenty) reported that their probability of buying within twelve months (or twenty-four) was less than their probability of buying within six months (or twelve). This pattern of response is logically inconsistent, although it is easy to see why respondents would not have realized the inconsistency. Clearly, if the chances of buying within six months are five in ten, there must be at least five in ten within a more extended period of time; the extended period evidently includes the original period. Inconsistent responses of this sort were recoded to make the probability for the longer period the same as that for the shorter.

A few households reported that while their six-month probability was zero, they "didn't know" about their twelve- or twenty-four-month probabilities. Since these respondents had already said that their six-month probability was zero, their (unknown) twelve- and twenty-four-month probabilities must be higher or they would have reported zero for these periods also instead of reporting "don't know." I arbitrarily assigned these households probabilities of 0.5 for both the twelve- and twenty-four-month periods.<sup>2</sup>

Perhaps the most interesting aspect of this problem is that so little editing was required. No more than a handful of respondents reported that they did not know about their purchase prospects, and fewer than a score gave responses that were logically inconsistent. In contrast, about forty respondents reported "don't know" about their buying intentions (meaning, I think, that they did not know how to interpret the question), and all of these households reported a numerical value on the probability scale.

Finally, a number of cases had to be eliminated completely from the original sample. These included households with whom an interview was not obtained on either the regular intentions survey, the experimental probability survey, or the survey used to determine actual purchases, and a few households that purchased one of the specified durables within the few days' period between the survey of intentions and the survey of probabilities.

<sup>1</sup>Households reporting that their six-month probability is 0.5 and their twelve-month probability 0.2 are presumably saying that, although there is a fair chance of their buying within six months, if they do not buy within that time it is unlikely that they will buy at all.

<sup>2</sup>One or two households reported that they did not know about purchase probabilities for any of the periods. These cases were assigned values of zero for all periods, since it is impossible to tell anything at all about the appropriate levels. The difference between these cases and the ones discussed above is that it is known that the latter understood the question because they reported a definite number for their six-month probabilities—zero. No informamation at all, however, is available for the former cases.

	Section III - INTENTIONS													
OL.	Part A - MOVING TO AN	OTHER RES	IDENC	E										
	We would like to know what the prospects are that some member of your family will be moving to another residence sometime during the next 6 months.													
	Hand respondent answer sheet. Under na circumstances should you suggest an answer to the respondent. If respondent replies with a word description such as ''good possibility,'' ask: What number is that?													
	The answers you may give are on this sheet, arranged on a scale like a thermometer. If you are certain or practically certain that some member of your family will move to another residence during the next 6 months choose the answer "10." If you think there is no chance or almost no chance of moving, the best answer would be "0." If you are uncertain about the prospects, choose another answer as close to "0" or "10" a you think it should be.													
	What answer would y next 6 months; between					it some	membe	or of yo	our fami	ly will	move \	vithin th	e V	
(42)	6 MONTHS	0	1	2	3	4	5	6	7	8	9	10	NA	
	ļ <b>-</b>	(If 10, c	ircle 10	) in gues	tions 2	and 3	elow ar	nd go to	part B)				L	
	2. What about the next													
				•										
(43)	12 MONTHS	0	1	2	3	4	5	6	7_	8	9	10	NA	
		(If 10, c	ircle 10	0 in ques	stion 3	below a	nd go to	part B	)					
•	3. What answer would y	ou choose	for the	next 2	years?	,						×	· v	
(44)	24 MONTHS	0	1	2	3	4		6	7	8	9	10	NA.	
	1			_			-	-	•	-	-		1	
				_										
	Post B. DIIDCHASE OF	AUTOMORI	ı FS	_		·								
	Part B - PURCHASE OF			P broche	ects of	wour b		ither n	ew or u	sed an	tomohii	les		
	Port B - PURCHASE OF  Now I will ask a few que  Please use the scale to	estions ab	out the	e prospe	ects of	your b	uying e	ither n	ew or u	sed au	tomobi	les.		
	Now I will ask a few que Please use the scale to	select ans	out the swers.	are the	prospe	ects the	ıt some	memb	er of yo	ur fami			her	
	Now I will ask a few qu Please use the scale to	select ans	out the swers.	are the	prospe	ects the	ıt some	memb	er of yo	ur fami			her V	
(45)	Now I will ask a few que Please use the scale to	select ans	out the swers.	are the	prospe	ects the	ıt some	memb	er of yo	ur fami		buy eit		
(45)	Now I will ask a few que Please use the scale to 1. Taking everything in a new or used car so	to account,	out the swers. what hin the	are the next 6	prospe month	ects the s; betw	ot some	memb w and	er of yo next Ja 7	ur fami nuary?	ly will	buy eitl		
(45)	Now I will ask a few quelease use the scale to  1. Taking everything in a new or used car so  6 MONTHS	to account, metime with	out the swers. what hin the	are the next 6	prospe month 3	ects the s; betw	or some veen no	6 memb	er of yo next Ja 7	ur fami nuary?	ly will	buy eitl		
(45)	Now I will ask a few quellease use the scale to 1. Taking everything in a new or used car so 6 MONTHS	to account, metime with 0 (If 10, c	out the swers. what hin the l ircle 10	are the enext 6	prosper month 3 stions 2	4 and 3 and n	st some veen no 5 below as	membew and  6  and go to	er of yo next Ja 7	ur fami nuary? 8	ly will	X 10	NA V	
(45)	Now I will ask a few quelease use the scale to  1. Taking everything in a new or used car so  6 MONTHS	to account, metime with	out the swers. what hin the	are the next 6	prospe month 3	ects the s; betw	or some veen no	6 memb	er of yo next Ja 7	ur fami nuary?	ly will	buy eitl	V NA	
· .	Now I will ask a few quellease use the scale to 1. Taking everything in a new or used car so 6 MONTHS	to account, metime with 0 (If 10, c	out the swers.  what hin the lircle 10 that is	are the e next 6	prospe month 3 stions 2	4 and 3 w and n	st some een no 5 below a ext Jul	6 member and 80 to	er of younger of young	ur fami nuary? 8	ly will	X 10	NA V	
· .	Now I will ask a few quellease use the scale to 1. Taking everything in a new or used car so 6 MONTHS	to account, metime with 0 (If 10, c. 12 months;	out the swers. what hin the lircle 10 that is	are the enext 6  2 0 in ques 5, betwee	prosper month  3 stions 2 een nov  3	4 and 3 and a and a below a	st some een no 5 below a ext Jul	6 member and 80 to	er of younger of young	ur fami nuary? 8	ly will	X 10  X 10	V NA	
(46)	Now I will ask a few quelease use the scale to  1. Taking everything in a new or used car so  6 MONTHS  2. What about the next  12 MONTHS	o select ansito account, metime with the country of	out the swers.  what hin the lircle 10 that is 1 for the	are the enext 6  2 0 in ques 5, betwee	prospe month  3 stions 2 een nov  3 stion 3 years?	4 and 3 i	5 below as	6 nd go to	7 7 7 7 7	ur fami nuary? 8 on 4)	ly will	X 10  X	V NA	
(46)	Now I will ask a few quelease use the scale to  1. Taking everything in a new or used car so  6 MONTHS  2. What about the next	to account, metime with 0 (If 10, c. 12 months; 0 (If 10, c. ou choose 10	out the swers.  what hin the lircle 10 that is lircle 10 for the	are the enext 6  2  0 in ques  2  0 in ques  2  0 in ques  2  2 next 2	prosper month  3 stions 2 een nov  3 stion 3 years?	4 and 3 av and n	5 below as ext Jul	member and  6  nd go to	7 7 7 14)	ur fami nuary? 8 on 4)	ly will	X 10  X 10	V NA	
· .	Now I will ask a few quelease use the scale to 1. Taking everything in a new or used car so 6 MONTHS  2. What about the next 12 MONTHS  3. What answer would y	to account, metime with 0 (If 10, c. 12 months; 0 (If 10, c. 10 c.	out the swers.  what hin the lircle 10 that is lircle 10 to part	are the enext 6  2  0 in ques  2  0 in ques  2  1 next 2  2  2 C on pa	prosper month  3  stions 2  een nov  years?  3	4 and 3 and 3 and a below a  4 Otherwi	5 below as ext Jul 5 nd ask o	member and 6 nd go to y? 6 question	7 7 7 7 7 7 7 14 below	ur fami nuary? 8 8 9n 4) 8	9 9	X 10  X 10	V NA	
(46)	Now I will ask a few quelease use the scale to  1. Taking everything in a new or used car so  6 MONTHS  2. What about the next  12 MONTHS	to account, metime with 0 (If 10, c. 12 months; 0 (If 10, c. 10 c.	out the swers.  what hin the lircle 10 that is lircle 10 to part	are the enext 6  2  0 in ques  2  0 in ques  2  1 next 2  2  2 C on pa	prosper month  3  stions 2  een nov  years?  3	4 and 3 and 3 and a below a  4 Otherwi	5 below as ext Jul 5 nd ask o	member and 6 nd go to y? 6 question	7 7 7 7 7 7 7 14 below	ur fami nuary? 8 8 9n 4) 8	9 9	X 10  X 10	V NA	

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Part C - PURCHASE OF APPLIANCES													
Under no circumstances should you suggest an answer to the respondent  1. As I read the list of appliances again, please choose an answer from the scale for each item covering the next 12 months. I am only interested in possible purchase of brand-new appliances. If some member of your family expects to buy a newly-built house containing some of these items, please count these as possible purchases. What are the prospects that someone will buy a brand-new — — during the next 12 months?													mber
	<u> </u>				_							×	<u> </u>
Kitchen range	12 MONTHS	0	. 1	2	3	4	5	6	7	8	9	10	NA
												χ.	٧
Refrigerator or freezer	12 MONTHS	0	1	2	3	4	5	6	7	8	.9	10	NA
									_			x	
Washing machine	12 MONTHS	0	1	2	3	4	5	6	7	8	9	. 10	NA
	<u> </u>										-		
Clothes dryer	12 MONTHS	0	1	2	3	4	5	6	7	8	9	10	NA
				·	· ·	· · ·						x	
Room air conditioner	12 MONTHS	0	1	2	3	4	5	6	7	8	9	10	NA
												x	
Television set	12 MONTHS			2	3	4	5	6	. 7	8	9	10	NA
					_			<u> </u>				x_	v
Dishwasher	12 MONTHS	0	1	2	3	4	5	6	7	8	9	10	NA
	1. As I read the the next 12 m of your port 12 more 12 months?  Kitchen range  Refrigerator or freezer  Washing machine  Clothes dryer  Room air conditioner	1. As I read the list of app the next 12 months. I are of your family expects to possible purchases. When 12 months?  Kitchen range 12 MONTHS  Refrigerator or freezer 12 MONTHS  Washing 12 MONTHS  Clothes dryer 12 MONTHS  Television set 12 MONTHS	Television set 12 months 0  Under no cit  I. As I read the list of appliance the next 12 months. I am only of your family expects to buy possible purchases. What are 12 months?  Kitchen range 12 months 0  Refrigerator or freezer 2 months 0  Clothes dryer 12 months 0  Clothes dryer 2 months 0  Television set 12 months 0  Television set 12 months 0	1. As I read the list of appliances again the next 12 months. I am only interest of your family expects to buy a newly possible purchases. What are the pro 12 months?  Kitchen range	Under no circumstances shat 1. As I read the list of appliances again, pleas the next 12 months. I am only interested in of your family expects to buy a newly-built possible purchases. What are the prospects 12 months?  Kitchen range	Under no circumstonces should you in the next 12 months. I am only interested in possible of your family expects to buy a newly-built house opossible purchases. What are the prospects that starting in the prospects of the prospect of the prospect of the prospects of the prospect of the prospect of the prospect of the prospects of the prospect of the prospec	Under no circumstances should you suggest the next 12 months. I am only interested in possible purc of your family expects to buy a newly-built house contain possible purchases. What are the prospects that someone 12 months?  Kitchen range	Television  1. As I read the list of appliances again, please choose an answer the next 12 months. I am only interested in possible purchase of your family expects to buy a newly-built house containing som possible purchases. What are the prospects that someone will be 12 months?  Kitchen range    12 months	Under no circumstances should you suggest an answer to a politic process. I read the list of appliances again, please choose an answer from the next 12 months. I am only interested in possible purchase of brandof your family expects to buy a newly-built house containing some of the possible purchases. What are the prospects that someone will buy a brand to be prospected by the prospect of the prospects of the prospects of the prospects of the prospects of the prospect of th	Under no circumstances should you suggest an enswer to the resp.   1. As I read the list of appliances again, please choose an answer from the scale the next 12 months. I am only interested in possible purchase of brand-new apoly our family expects to buy a newly-built house containing some of these ite possible purchases. What are the prospects that someone will buy a brand-new 12 months?    Refrigerator or freezer	Under no circumstances should you suggest an answer to the respondent	Under no circumstances should you suggest an answer to the respondent	Under no circumstances should you suggest an onswer to the respondent

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: :	Part C - PURCHASE OF APPLIANCES - Continued													
	2. Now, as I read the list again, please choose an answer from the scale for each item covering the next 2 years. What are the chances that someone will buy a brand-new — — during the next two years?													
(56)	Kitchen range	2 YEARS	0	1	2	3	4	5	6	7	8	9	X 10	V NA
(57)	Refrigerator or freezer	2 YEARS	0	1	2	3	4	5	6	7	8	9	X 10	V NA
(58)	Washing machine	2 YEARS	0	1	2	3	4	5	6	7	8	9	X 10	V NA
(59)	Clothes dryer	2 YEARS	0	1	2	3	4	.5	6	7	8	9	X 10	V NA
(60)	Room air conditioner	2 YEARS	0	1	2	3	4	5	6	7	. 8	9	X 10	V NA
(61)	Television set	2 YEARS	0	2	2	3	4	5	6	7	8	9	X 10	V NA
(62)	Dishwasher	2 YEARS	0	1	2	3	4	5	6	7	8	9	X 10	V NA

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## ANSWER SHEET

