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THE VICE PRESIDENT
WASHINGTON

October 22, 1975

MEMORANDUM FOR BILL BAROODY

Attached is this week's copy of
the Weekly Briefing Notes and a special
report entitled Crime and Criminal
Justice.

A handwritten signature in cursive script, appearing to read "Nelson".

WEEKLY CHARTBOOK
FOR CALENDER YEAR 1975

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October 20, 1975

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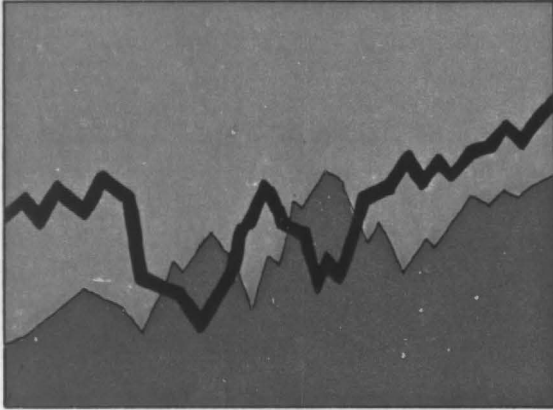
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***WEEKLY
BRIEFING NOTES
ON U.S. DOMESTIC
DEVELOPMENTS***

***Prepared for the President
and the Vice President***



OCTOBER 20, 1975

COMPILED BY THE FEDERAL STATISTICAL SYSTEM

**Coordinated by the Bureau of the Census
at the request of the Statistical Policy Division,
Office of Management and Budget**

**Vincent P. Barabba, Director
Bureau of the Census**

**Joseph W. Duncan,
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Office of Management and Budget**



SOURCES OF DATA

Industrial Production

Board of Governors of the Federal Reserve System, "Industrial Production and Related Data" G. 12.3

Capacity Utilization

Board of Governors of the Federal Reserve System, "Capacity Utilization in Manufacturing" E.5, "Industrial Production and Related Data" G.12.3

Retail Sales

U.S. Department of Commerce, Bureau of the Census, "Monthly Retail Trade Report

Manufacturing and Trade Inventories and Sales

U.S. Department of Commerce, Bureau of Economic Analysis, "Survey of Current Business"

Housing Construction

U.S. Department of Commerce, Bureau of the Census, "Construction Reports," Series C

Cigarette Smoking

Federal Trade Commission, "Statistical Supplement to the Federal Trade Commission Report to Congress", December 31, 1974

Consumer Attitudes

University of Michigan Survey Research Center

Expenditures for Upkeep and Improvement of Residential Properties

U.S. Department of Commerce, Bureau of the Census, "Construction Report," Series C-50

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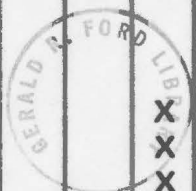


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	— Persons Retiring From Work			X	
	— Work-Life Expectancy				X
	— Retirement Benefits			X	

Part 6—Income, Consumption, and Wealth

B.6.1	Income Levels				
	— Median Family Income			X	
	— Composition of Family Income			X	
	— Per Capita Income			X	
B.6.2	Distribution of Income				
	— Age, Race, and Sex			X	
	— Regional Differences			X	
B.6.3	Poverty			X	
B.6.4	Consumption				
	— Personal Consumption Expenditures		X		
	— Consumption of Durable Goods			X	
B.6.5	Wealth				
	— Net Worth of Consumer Units				X
	— Composition of Wealth				X
B.6.6	Consumer Borrowing and Debt				
	— Amount of Debt Outstanding			X	
	— Debt/Income Ratio			X	

B.6.7	Consumer Attitudes		X		
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Part 7—Housing

B.7.1	Housing Conditions				
	— Average Size of Households			X	
	— Households Lacking Selected Facilities, by Size, Race, Tenure, and Location			X	
	— Average Persons Per Room			X	



TABLE OF CONTENTS—Continued

SERIES	WEEKLY	MONTHLY	QUARTERLY	ANNUAL	OTHER
SECTION B—Socioeconomic Series (Continued)					
B.7.2 Home Tenure					
— Single Family Dwellings				X	
— Mobile Homes				X	
— Condominiums and Other Multi-Unit Structures				X	
— Vacation Homes				X	
B.7.3 Cost and Expenditures					
— Average Mortgage Payments				X	
— Upkeep and Maintenance				X	
— Average Rental Payments				X	
B.7.4 Attitudes Towards Housing and the Community					X
Part 8—Leisure and Recreation					
B.8.1 Use of Leisure Time					X
B.8.2 Recreation					
— Outdoor (Social, Active Sports, etc)					X
— Indoor (Television, Visiting, Other)				X	X
Part 9—Public Safety					
B.9.1 Crimes Known to Police					
— Violent			X	X	
— Property			X	X	
B.9.2 Victims of Crime, Selected Characteristics					
— Violent				X	
— Property				X	
B.9.3 Fear of Crime, Selected Characteristics					X
B.9.4 Police Activity					
— Persons Arrested by Charge				X	
— Offenses Cleared				X	
B.9.5 Judicial Activity					
— Persons Sentenced for Federal Crimes				X	
B.9.6 Prisoners, Adults and Juveniles					
— Prisoners by Sentence				X	
— Average Length of Sentence				X	
— Persons Executed and Sentenced to Death				X	
— Average Prison Population				X	
B.9.7 Expenditures for Administration of Criminal Justice				X	

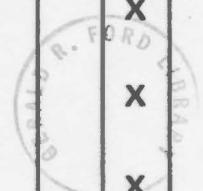


TABLE OF CONTENTS—Continued

SERIES	WEEKLY	MONTHLY	QUARTERLY	ANNUAL	OTHER
SECTION C—Government Activity					
Part 1—Social Welfare and Security					
C.1.1 Social Security (OASDHI)					
— Current Beneficiaries		X			
— New Beneficiaries		X			
— Average Payment		X			
C.1.2 Old Age Assistance					
— Benefits Paid		X			
— Recipients		X			
C.1.3 Aid to the Disabled					
— Blind		X			
— Deaf		X			
— Other		X			
C.1.4 Aid to Families With Dependent Children					
— Recipients		X			
— Benefits		X			
C.1.5 Unemployment Insurance Coverage					
— Benefits Paid		X			
— Recipients		X			
C.1.6 Housing Assistance					
— Recipients		X			
— Benefits		X			
C.1.7 Food Stamps					
— Recipients		X			
— Benefits		X			
C.1.8 Aid to Disaster Victims					
— Recipients				X	
— Benefits				X	
C.1.9 Veterans Benefits					
— Recipients		X			
— Benefits		X			
Part 2—Equal Opportunity					
C.2.1 Equal Employment Opportunity					
— Minority Employment				X	
— Earnings, Promotions, etc.				X	
C.2.2 School Desegregation					
— Students Attending Predominantly Minority Schools				X	
— Public/Private Enrollment, and Control				X	

TABLE OF CONTENTS—Continued

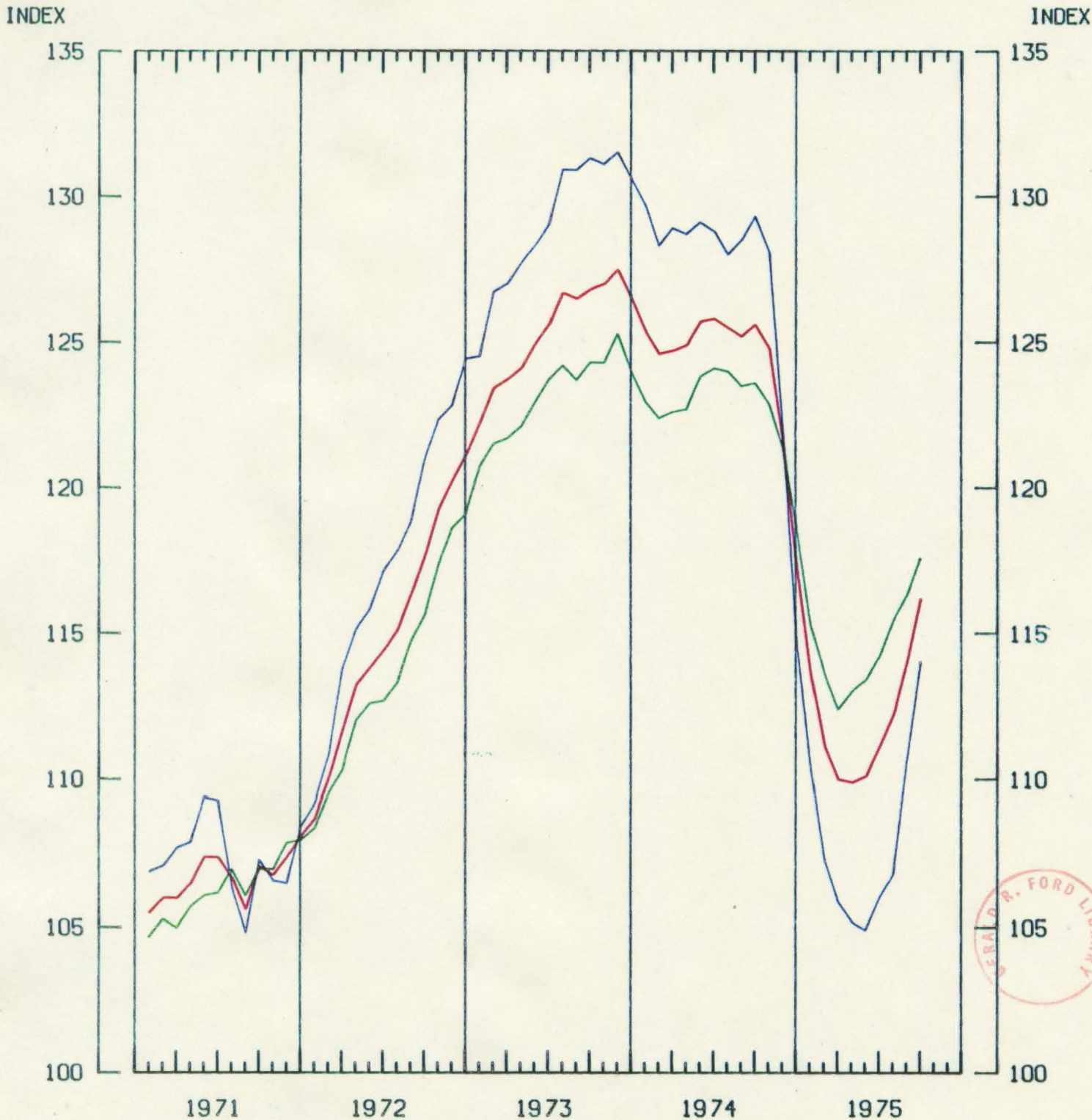
SERIES	WEEKLY	MONTHLY	QUARTERLY	ANNUAL	OTHER
SECTION C—Government Activity (Continued)					
Part 3—Government Operation					
C.3.1 Federal Employment					
— Employees		X			
— Payroll		X			
C.3.2 State and Local Employment and Finances					
— Employees		X			
— Payroll		X			
 SECTION D—Environment, Science, Culture					
Part 1—Environment					
D.1.1 Air Quality					
— Amount of Pollutants Released Into the Atmosphere				X	
— Ambient Air Quality-National, Major Cities				X	
— Perceived Quality					X
D.1.2 Water Quality					
— Miles of Streams Meeting EPA Standards				X	
— Oil Spills, Fish Kills				X	
D.1.3 Hazardous Substances					
— Estimated Amounts Produced				X	
— Concentration in Biosphere				X	
D.1.4 Ecological Balances					
— Endangered Species (Plant and Animal)				X	
— Critical Areas (Coastal Zones)					X
— Land/People Density				X	
 Part 2—Science					
D.2.1 Professionals in Scientific Fields					
— By Specialty				X	
— Person Years of Scientists, Engineers Engaged in R&D				X	
D.2.2 Expenditures for Research and Development					
— Private Industry				X	
— Government				X	
D.2.3 Science Achievement in Schools					
— Secondary Schools					X
— Higher Education					X

TABLE OF CONTENTS—Continued

SERIES	WEEKLY	MONTHLY	QUARTERLY	ANNUAL	OTHER
SECTION D—Environment, Science, Culture					
D.2.4 Public Attitudes Towards Science and Technology				X	
Part 3—Culture					
D.3.1 Persons Employed in Artistic Professions					
— By Type					X
D.3.2 Children's Skill and Appreciation of Literature Arts, Music					X
D.3.3 Participation in Cultural Activities					
— Voluntary Organizations					X
— Travel				X	
— Hobbies, Sports, Music, etc.				X	
D.3.4 Attendance at Cultural Events					
— Plays, Galleries, Motion Pictures				X	
— Concerts, Museums, etc.				X	
SECTION E—Selected Subjects					

A.4.1 - Industrial Production Index (1967=100)

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
MATERIALS	114.0	3.1%	-11.8%
TOTAL	116.2	1.9%	-7.5%
PRODUCTS	117.6	1.1%	-4.9%



Source: Board of Governors of the Federal Reserve System

20 October 1975



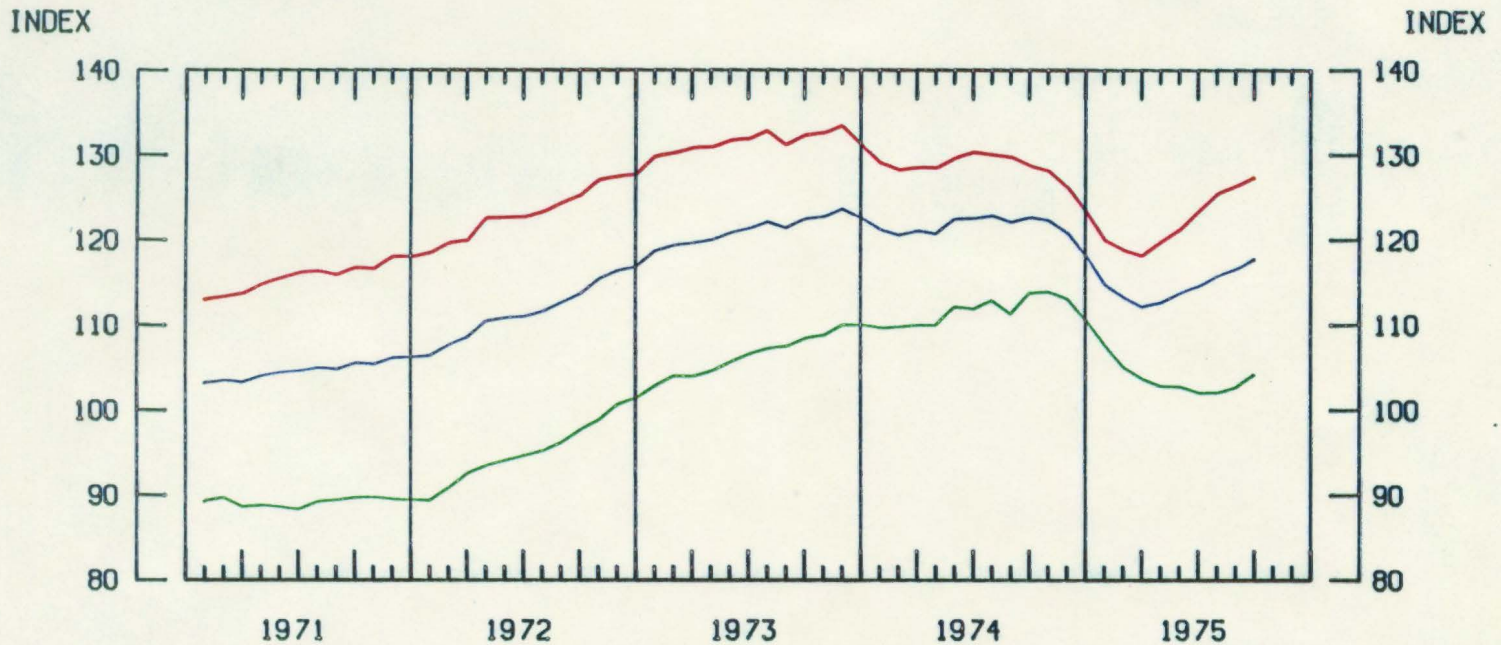
- The Index of Industrial Production gained 1.9 percent in September, the fifth consecutive monthly increase.
 - Largest monthly advance since November, 1964 when the index increased 2.8 percent following settlement of an automotive strike.
 - For the third quarter as a whole, Industrial Production was 3.4 percent above the second quarter -- an annual rate of increase of 13.6 percent.
- Although Output of Products continued to advance briskly, the major gain was recorded in Materials which rose 3.1 percent following August's 3.6 percent rise.
 - Since the May low, Output of Materials has increased 8.7 percent.



A.4.1 - Industrial Production Index

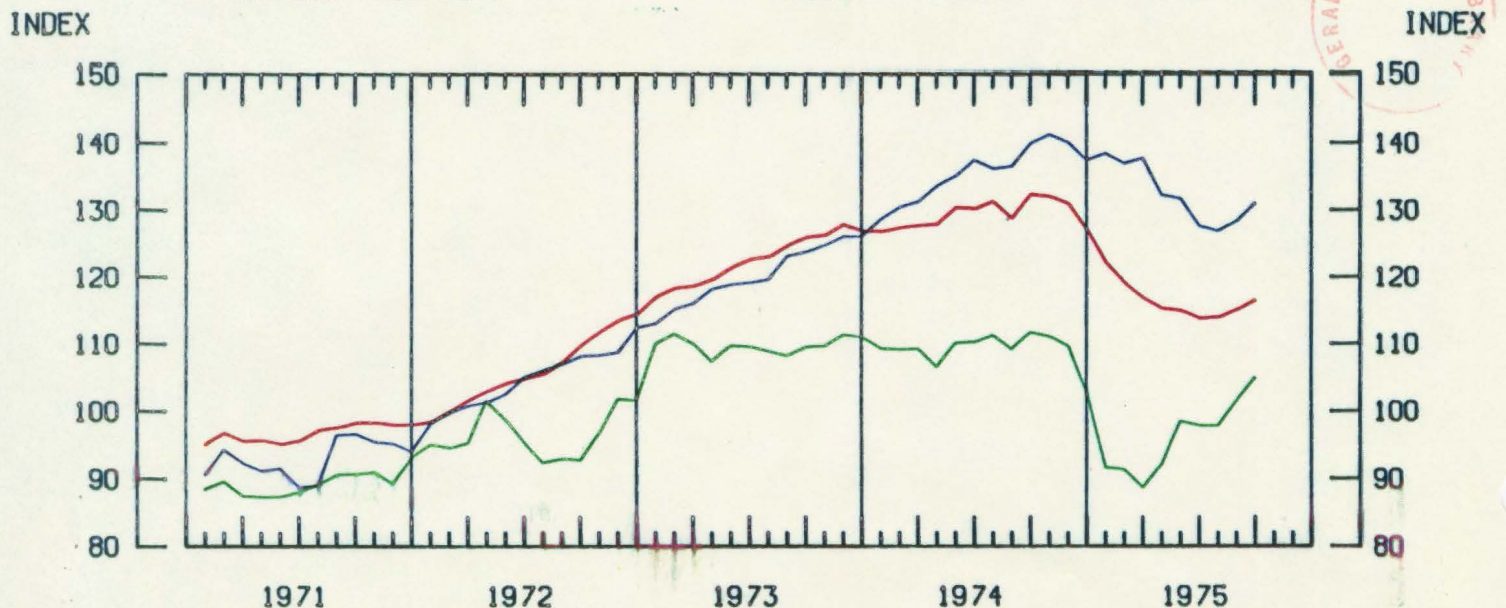
Components of Products

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
CONSUMER GOODS	127.4	0.9%	-6.8%
FINAL PRODUCTS	117.7	1.0%	-4.0%
EQUIPMENT	104.3	1.5%	-8.3%



Components of Equipment

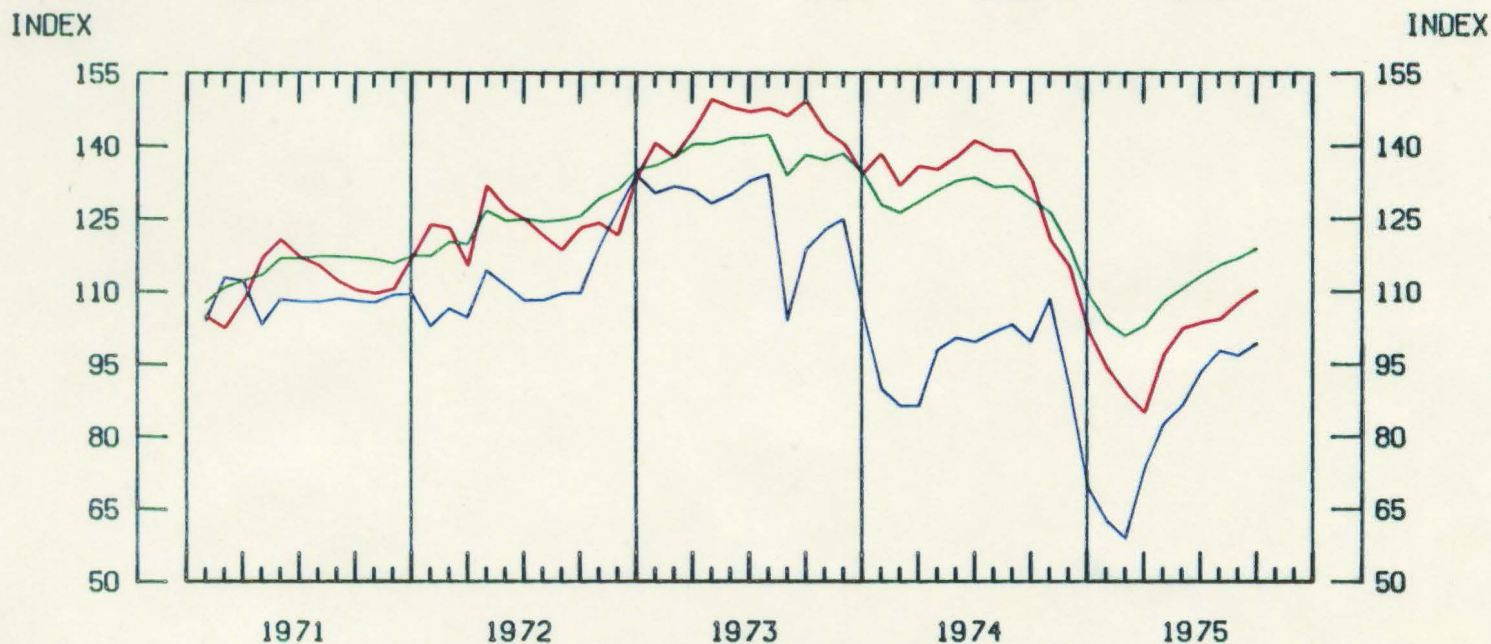
	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
BUSINESS EQUIPMENT	116.6	1.3%	-11.9%
BUILDING AND MINING EQUIPMENT	131.0	2.1%	-6.3%
TRANSIT EQUIPMENT	105.1	3.4%	-6.0%



A.4.1 - Industrial Production Index

Components of Consumer Goods

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
CONSUMER DURABLES	119.0	1.8%	-7.8%
APPLIANCES, TV AND HOME AUDIO	110.3	2.5%	-17.2%
AUTOS	99.2	2.5%	-0.4%



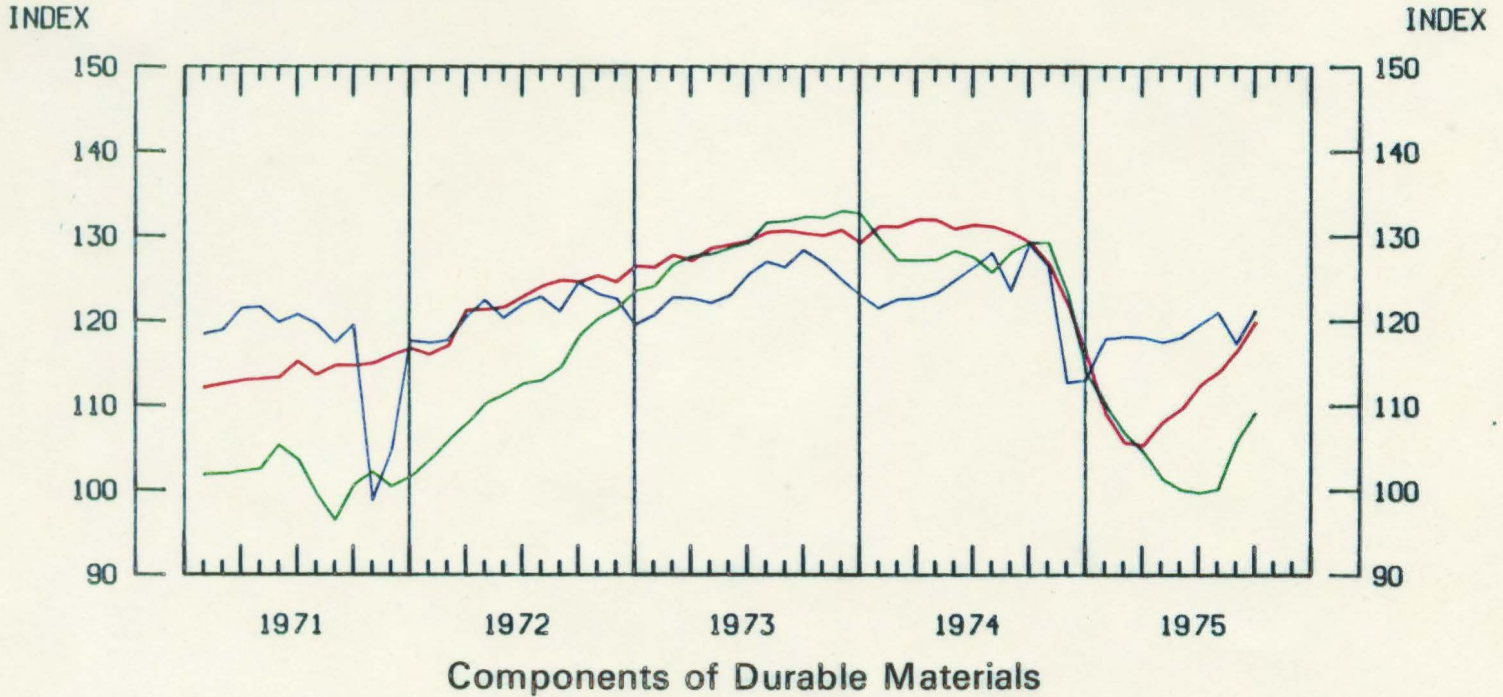
Source: Board of Governors of the Federal Reserve System
20 October 1975

- Output of Final Products continued a six month upswing, up 1.0 percent in September.
- Production of Equipment advanced at a faster pace than Consumer Goods for the first time since late 1974.
- Business Equipment rose for the second month in a row following 10 months of decline.
 - All major categories of Business Equipment increased led by Transit Equipment and Building and Mining Equipment.
- The Consumer Durables advance continued for the seventh consecutive month, up 1.8 percent in September.
 - Autos moved up 2.5 percent after a slight dip in August.
 - Appliances, TV, and Home Audio also moved up strongly.

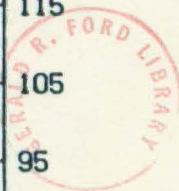
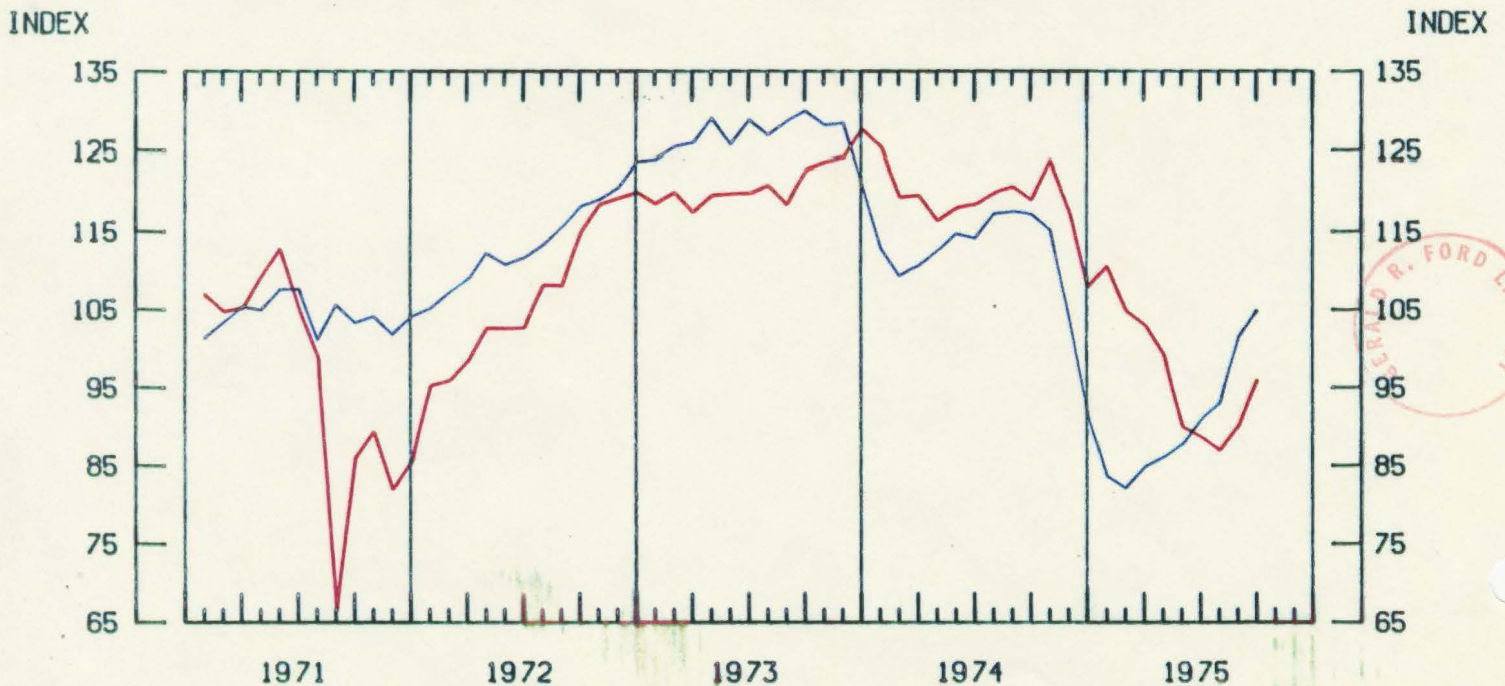


A.4.1 - Industrial Production Index Components of Materials

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
FUEL & POWER, INDUSTRIAL	121.1	3.2%	-6.1%
NONDURABLE MATERIALS	119.9	2.9%	-7.3%
DURABLE MATERIALS	109.2	3.3%	-15.5%

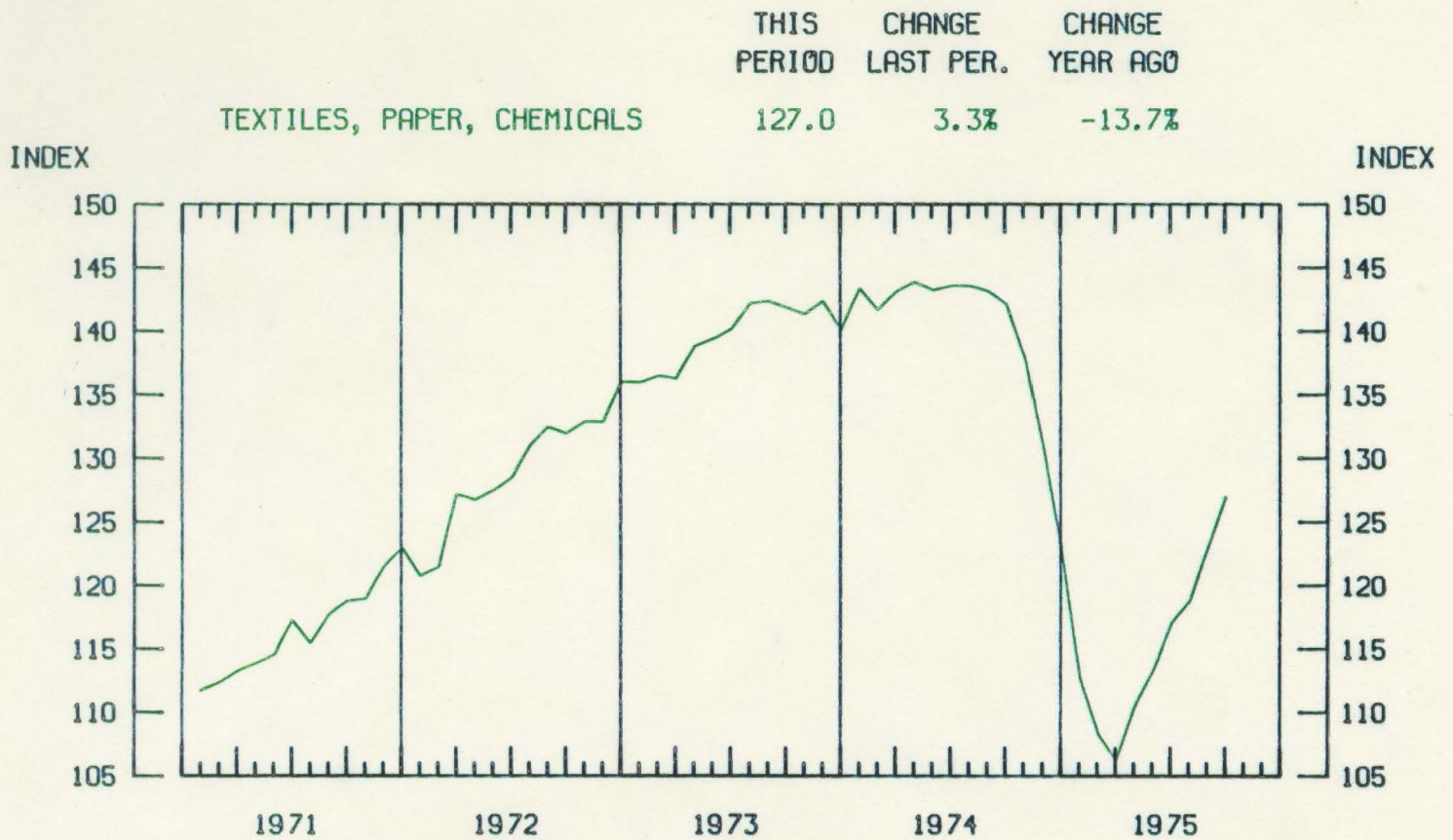


	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
IRON AND STEEL	96.0	6.5%	-19.4%
CONSUMER DURABLE PARTS	104.8	3.5%	-10.6%



A.4.1 - Industrial Production Index

Components of Nondurable Materials



- The overall 3.1 percent gain in Materials Production was shared by all major sectors.

- Durable Materials, up 3.3 percent, were strongly influenced by large gains in Iron and Steel and Consumer Durable Parts.

- Nondurable Materials moved up 2.9 percent on the strength of another strong increase in Textiles, Paper, and Chemicals.

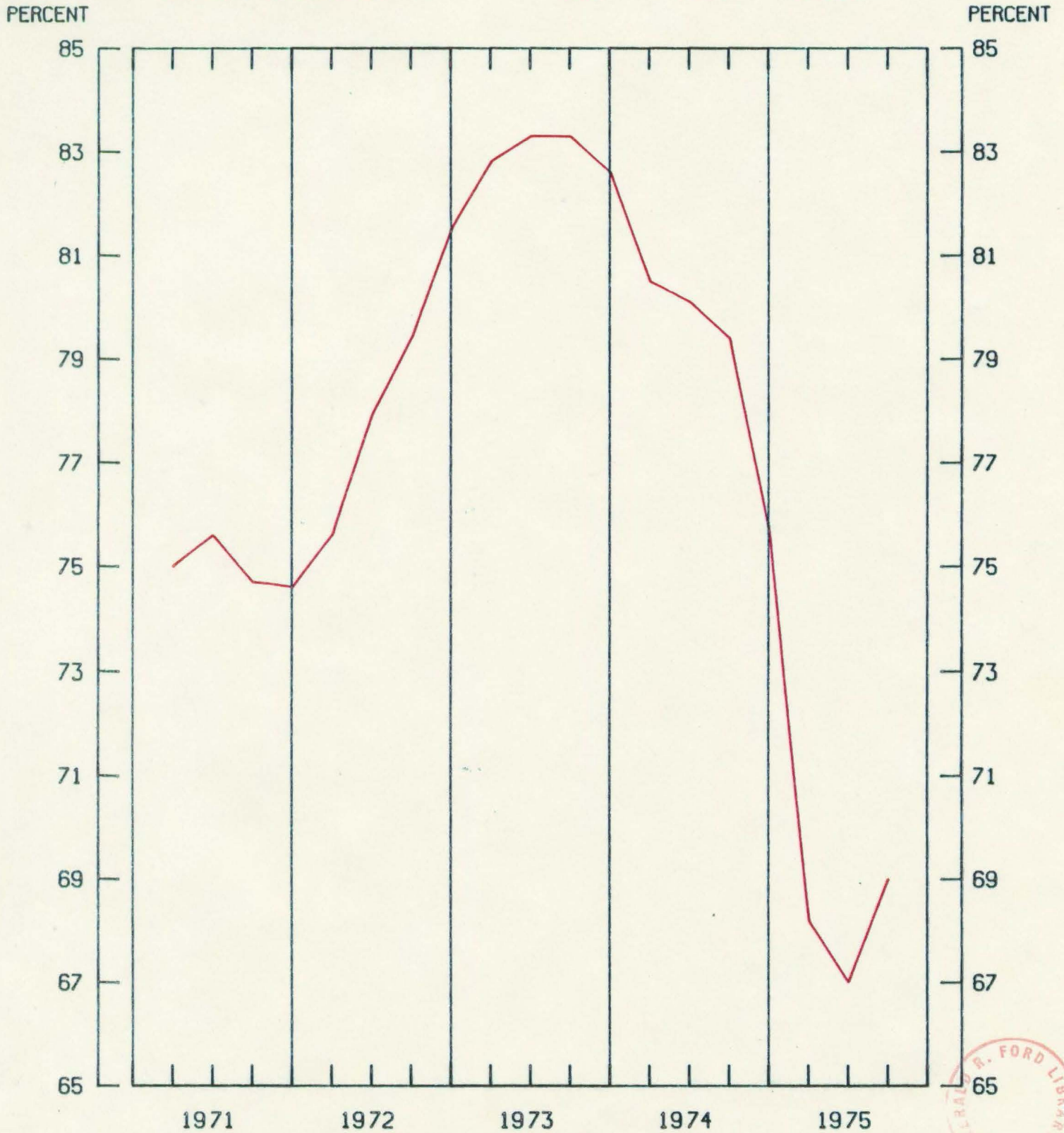
- Output of Industrial Fuel and Power increased sharply as coal production rose 12 percent from the strike-curtailed August level.



A.4.5 - Percent of Manufacturing Capacity Utilization

THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
69.0	3.0%	-13.1%

CAPACITY UTILIZATION

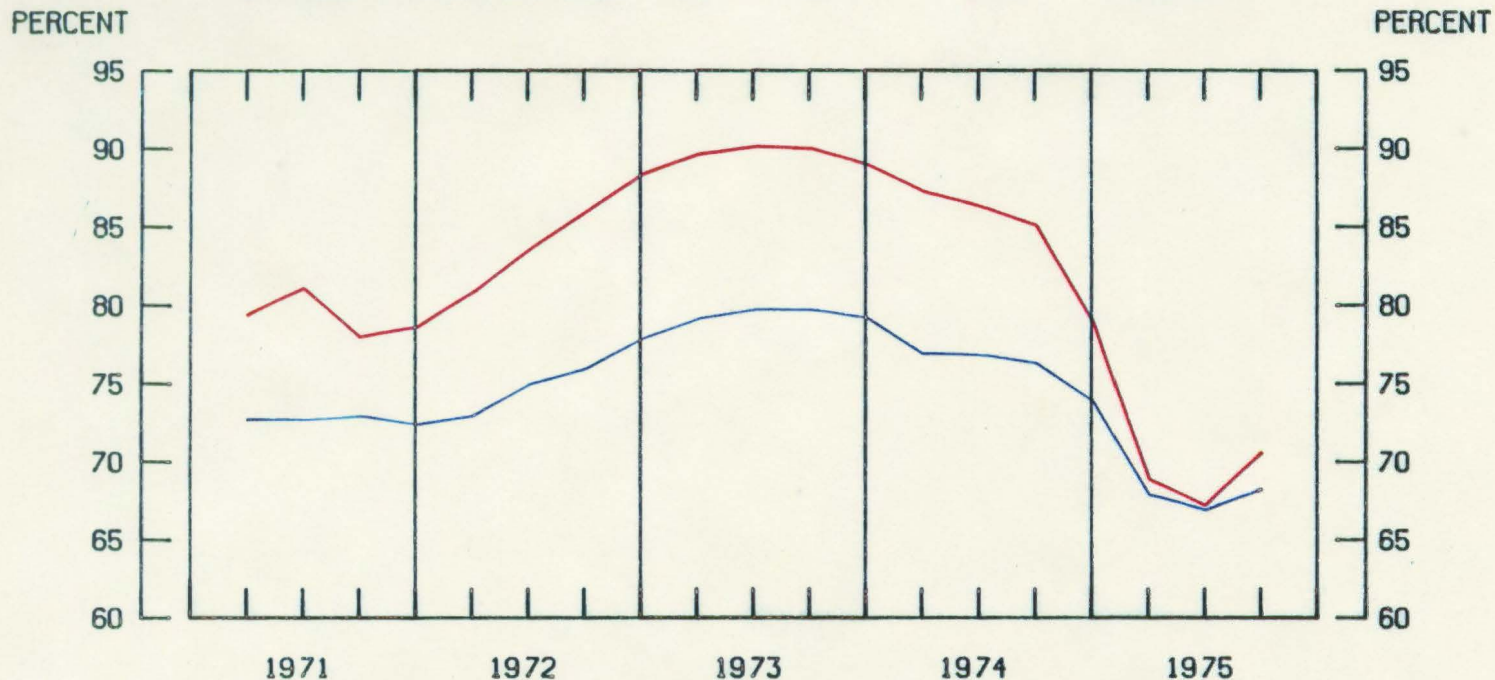


SOURCE: BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM
20 OCTOBER 1975



A.4.5 - Percent of Capacity Utilization Selected Components

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
PRIMARY PROCESSING INDUSTRIES	70.6	5.1%	-17.0%
ADVANCED PROCESSING INDUSTRIES	68.2	1.9%	-10.6%



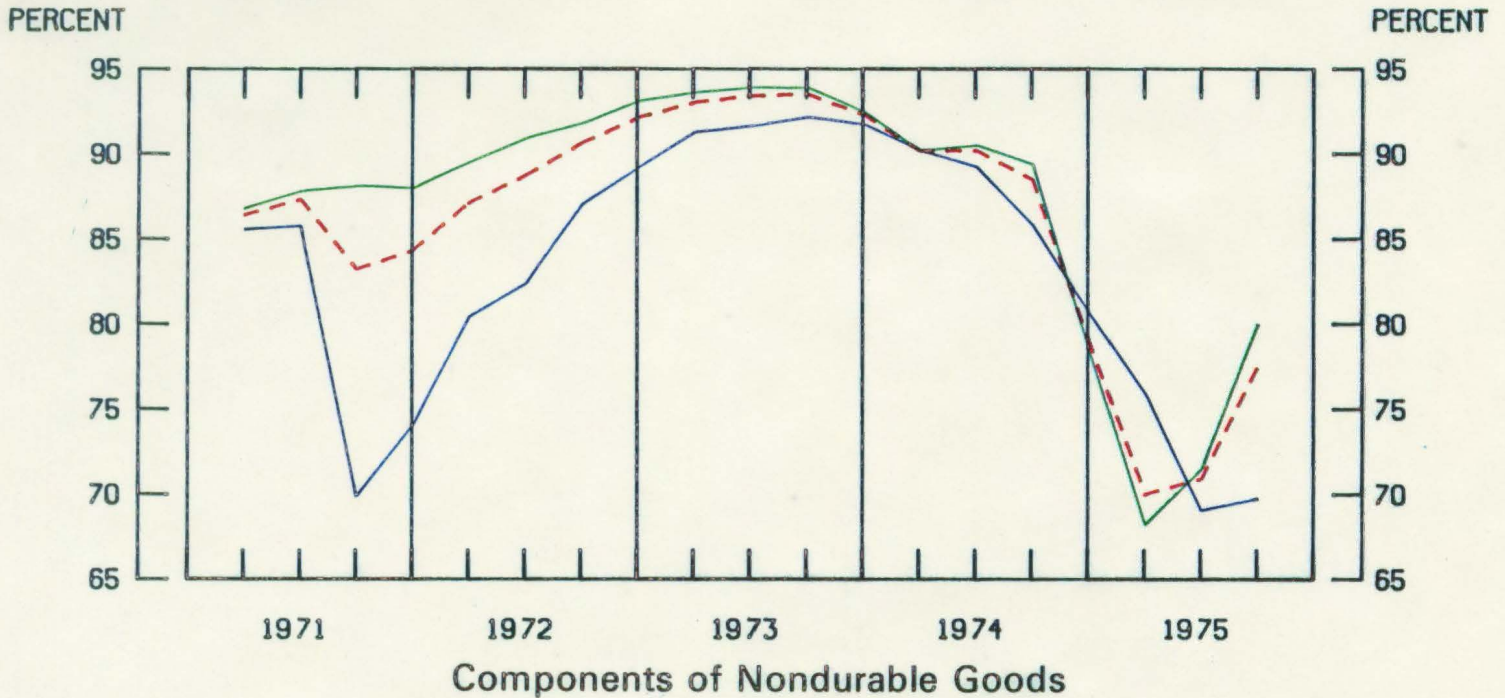
SOURCE: BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM
20 OCTOBER 1975

- As a result of the recent increases in Industrial Production, Capacity Utilization in Manufacturing rose 3.0 percent in the third quarter to a level of 69 percent.
- First increase since the second quarter of 1973.
- Still 17.2 percent below the high registered in the second and third quarters of 1973.
- The increase in Total Manufacturing Capacity Utilization was concentrated in Primary Processing Industries which rose 5.1 percent.

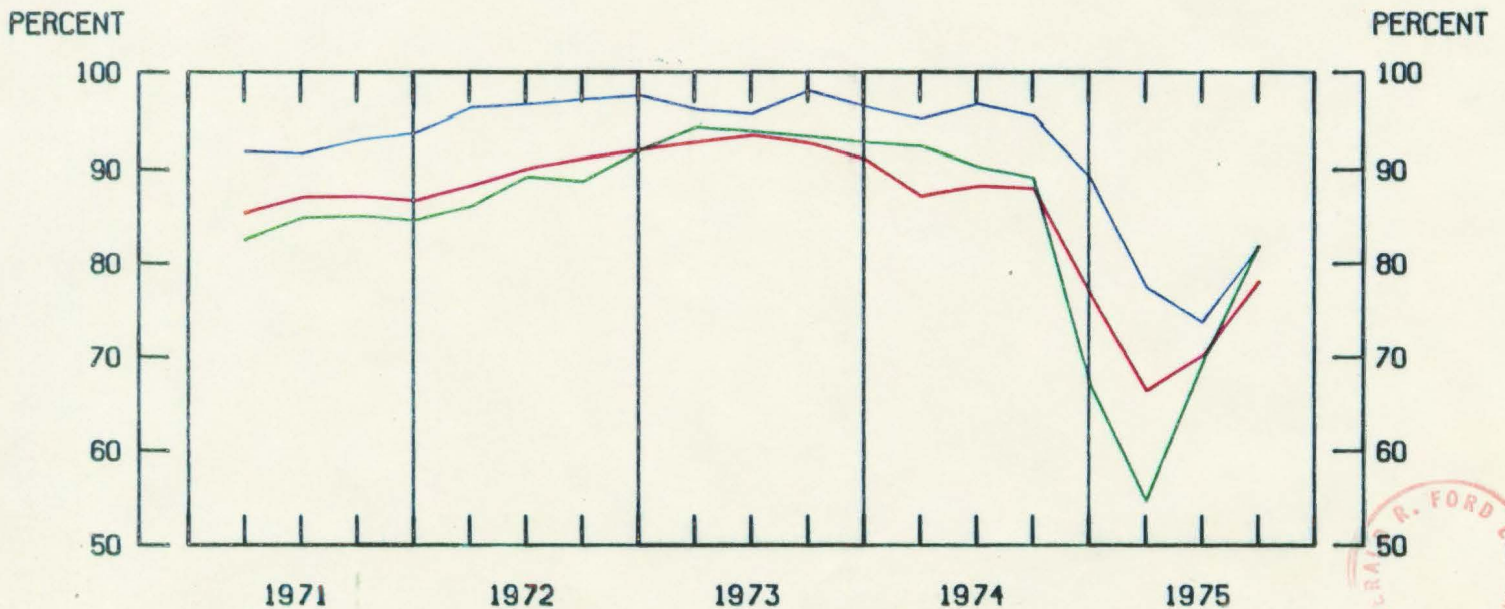


A.4.5 - Percent of Capacity Utilization Selected Industry Groups of Major Materials

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
NONDURABLE	80.0	11.9%	-10.5%
MAJOR MATERIALS	77.5	9.3%	-12.4%
DURABLE	69.7	1.0%	-18.8%



	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
PAPER & PULP	81.8	11.0%	-14.3%
CHEMICALS & PETROLEUM	78.1	11.3%	-11.3%
TEXTILES	81.9	18.2%	-8.2%



SOURCE: BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM
20 OCTOBER 1975



A.4.5 - Percent of Capacity Utilization Components of Durable Goods

THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
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METALS

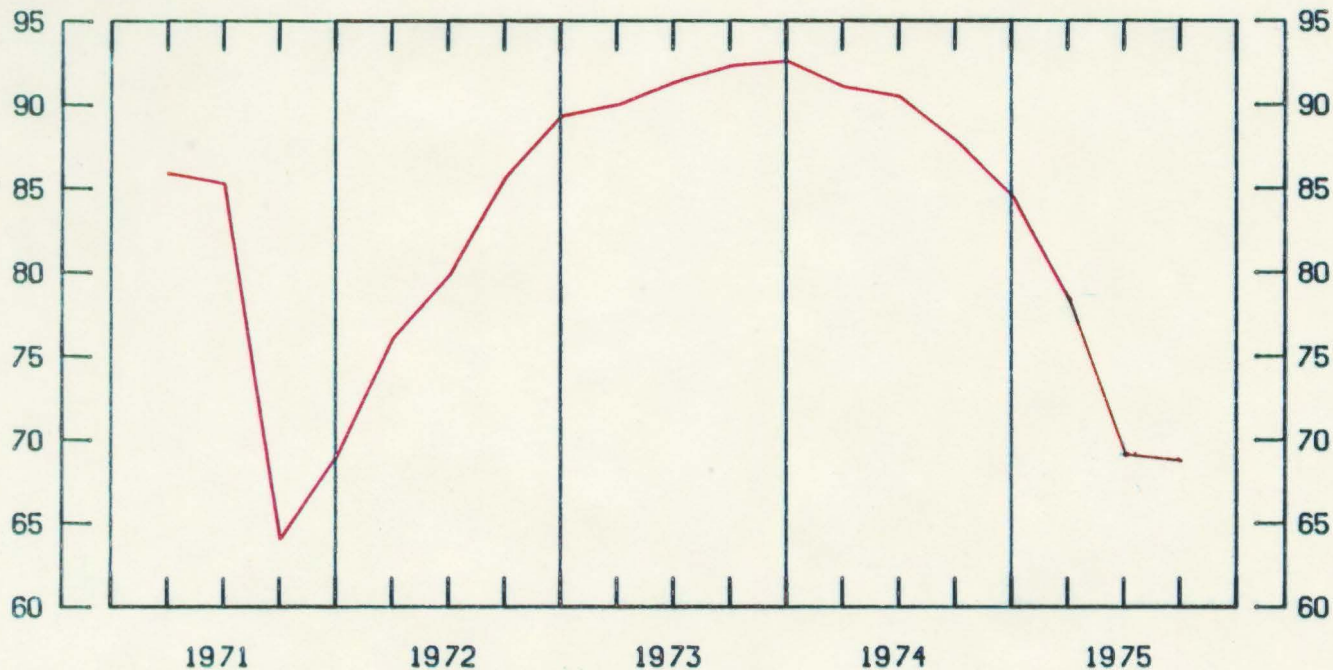
67.7

-1.5%

-23.0%

PERCENT

PERCENT



SOURCE: BOAR

20 OCTOBER 1975

- The operating rate in 13 Major Materials Industries rose to a level of 77.5 percent, up 9.3 percent from the second quarter.
- The major portion of the increase was recorded in Nondurable Goods industries which rose for the second straight quarter.
 - Textiles led the recovery gaining 18.2 percent for a total increase of 50 percent since the first quarter.
- Durable Goods increased for the first time in two years.
- The decline in Metals slowed considerably.



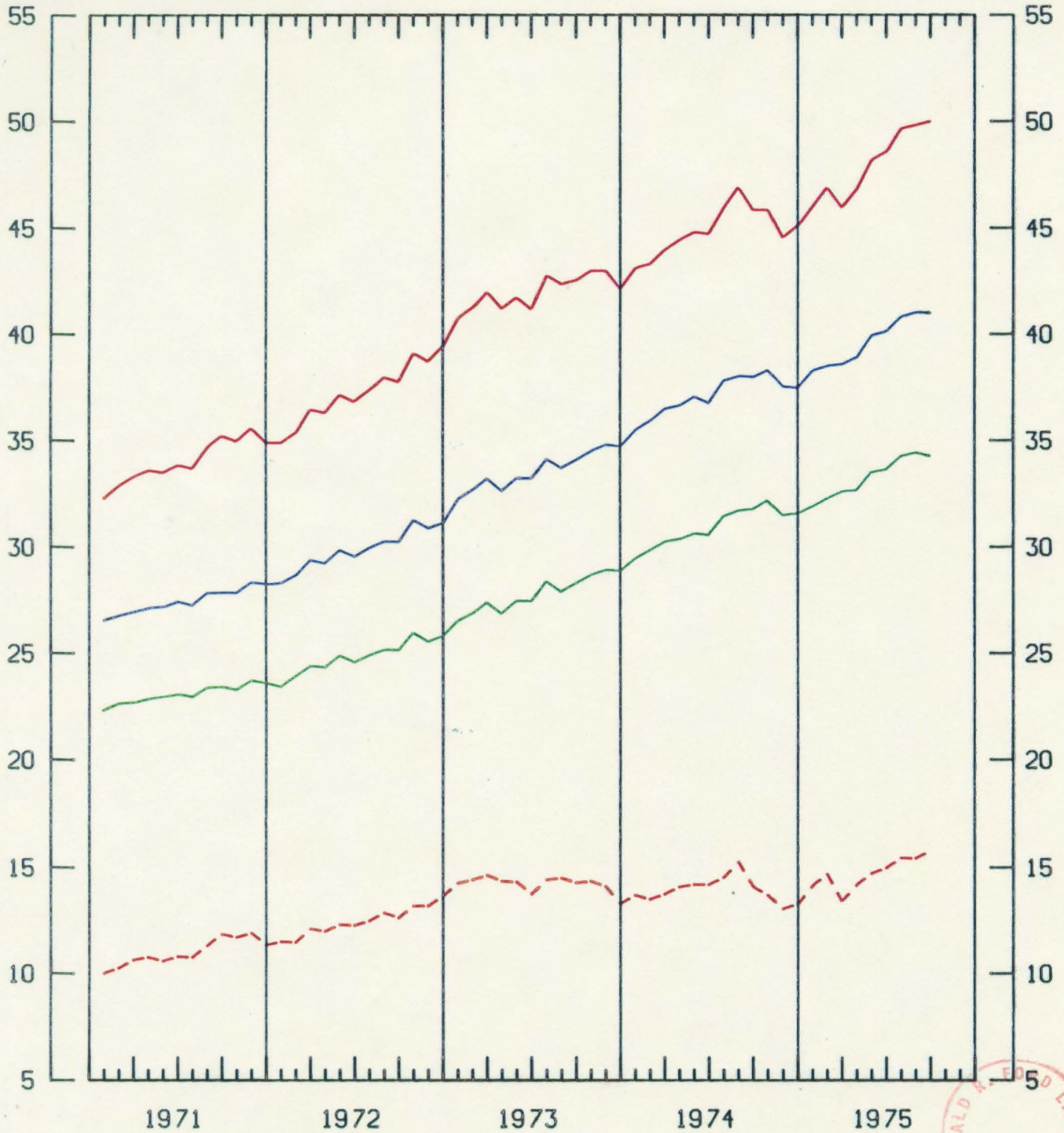
A.4.6 - Monthly Retail Sales

September Advance

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
TOTAL RETAIL SALES	\$50.01	0.4%	9.1%
TOTAL, EXCLUDING AUTOMOTIVE	\$41.00	0.0%	8.0%
NONDURABLE GOODS	\$34.25	-0.5%	7.8%
DURABLE GOODS- - -	\$15.77	2.2%	11.8%

BILLIONS OF DOLLARS

BILLIONS OF DOLLARS



SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975



- Total Retail Sales rose for the sixth consecutive month, up 0.4 percent in September.

• Since March, Sales have increased at an annual rate of 17.6 percent.

- Nondurable Goods declined for the first time in eleven months, dropping 0.5 percent.

- Durable Goods continued a six month upswing, expanding 2.2 percent.

• Spurred by the Automotive Sector, Sales of Durable Goods have rebounded at a vigorous annual rate of 35.8 percent since March.

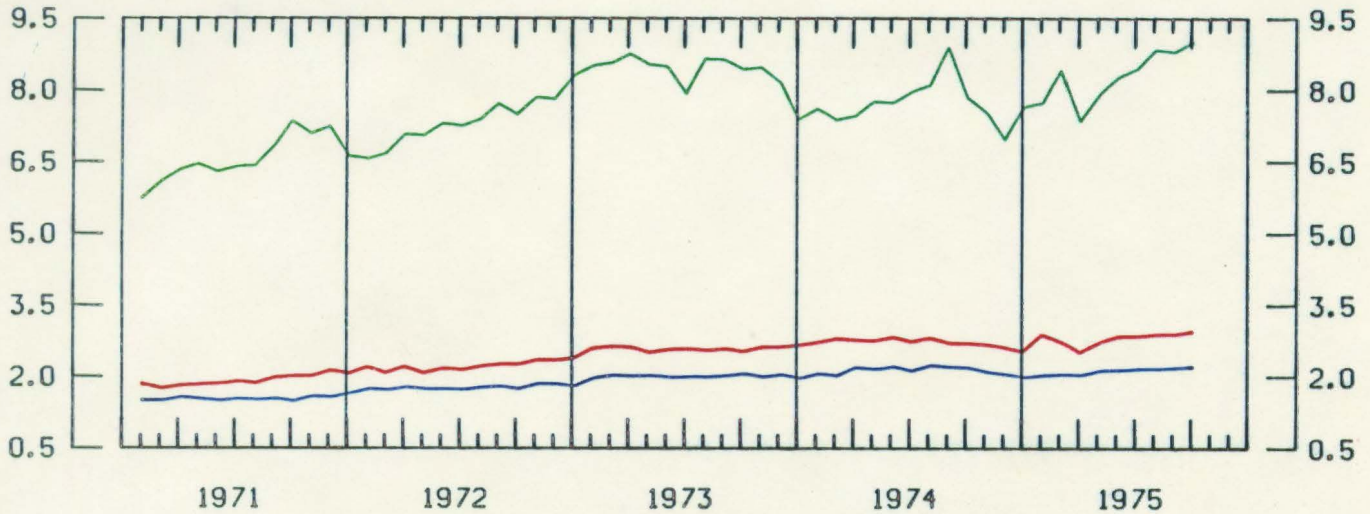


A.4.6 - Monthly Retail Sales Durable Goods

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
AUTOMOTIVE DEALERS	\$9.01	2.2%	14.4%
BUILDING MATERIALS, HARDWARE, FARM EQUIPMENT DEALERS	\$2.96	2.4%	9.6%
FURNITURE, HOME FURNISHINGS AND EQUIPMENT STORES	\$2.22	1.0%	0.8%

BILLIONS OF DOLLARS

BILLIONS OF DOLLARS

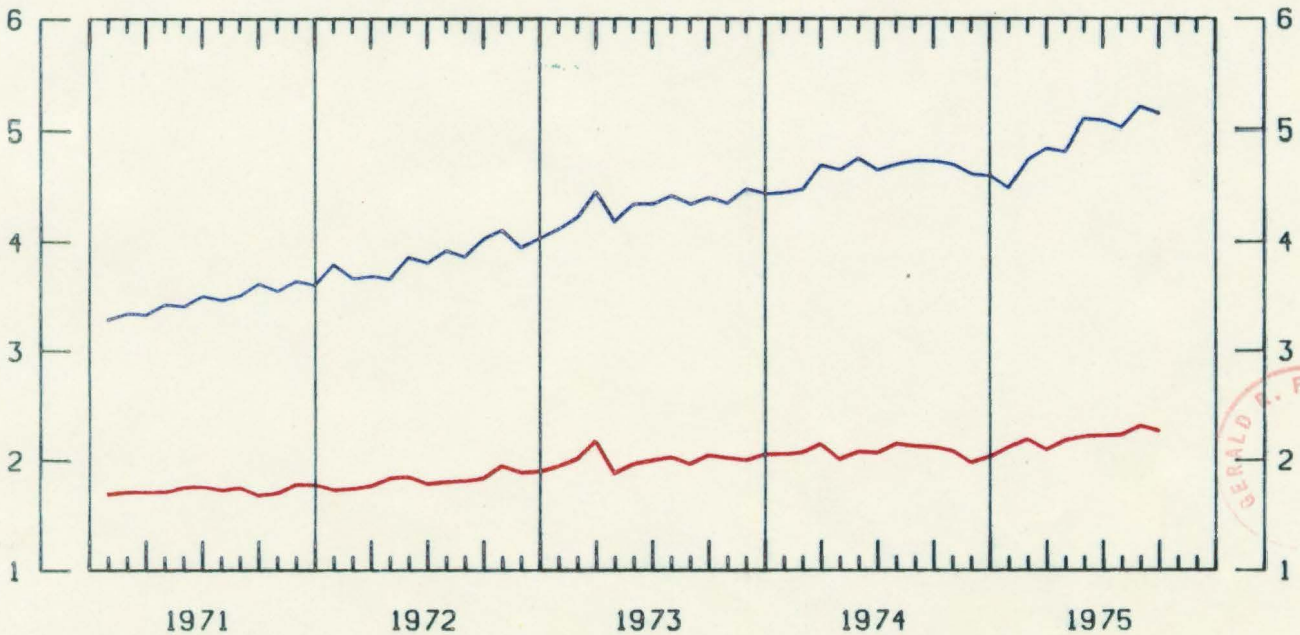


Nondurable Goods

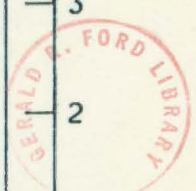
	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
DEPARTMENT STORES	\$5.15	-1.2%	8.6%
APPAREL AND ACCESSORY STORES	\$2.27	-1.9%	6.9%

BILLIONS OF DOLLARS

BILLIONS OF DOLLARS



SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975





- The increase in Durable Goods was led by Sales of Automotive Dealers which reached a new high of \$9.01 billion, eclipsing the previous mark set in August 1974.
- Other important increases were reported in Building Materials, Hardware, and Farm Equipment and Furniture, Home Furnishings and Equipment.
- Downward movements in Department Store Sales and in Apparel and Accessories were responsible for the dip in Sales of Nondurables.
- Department Store Sales declined 1.2 percent after a 3.8 percent increase in August.
- Apparel and Accessory Stores fell 1.9 percent after increasing 10.2 percent since March.

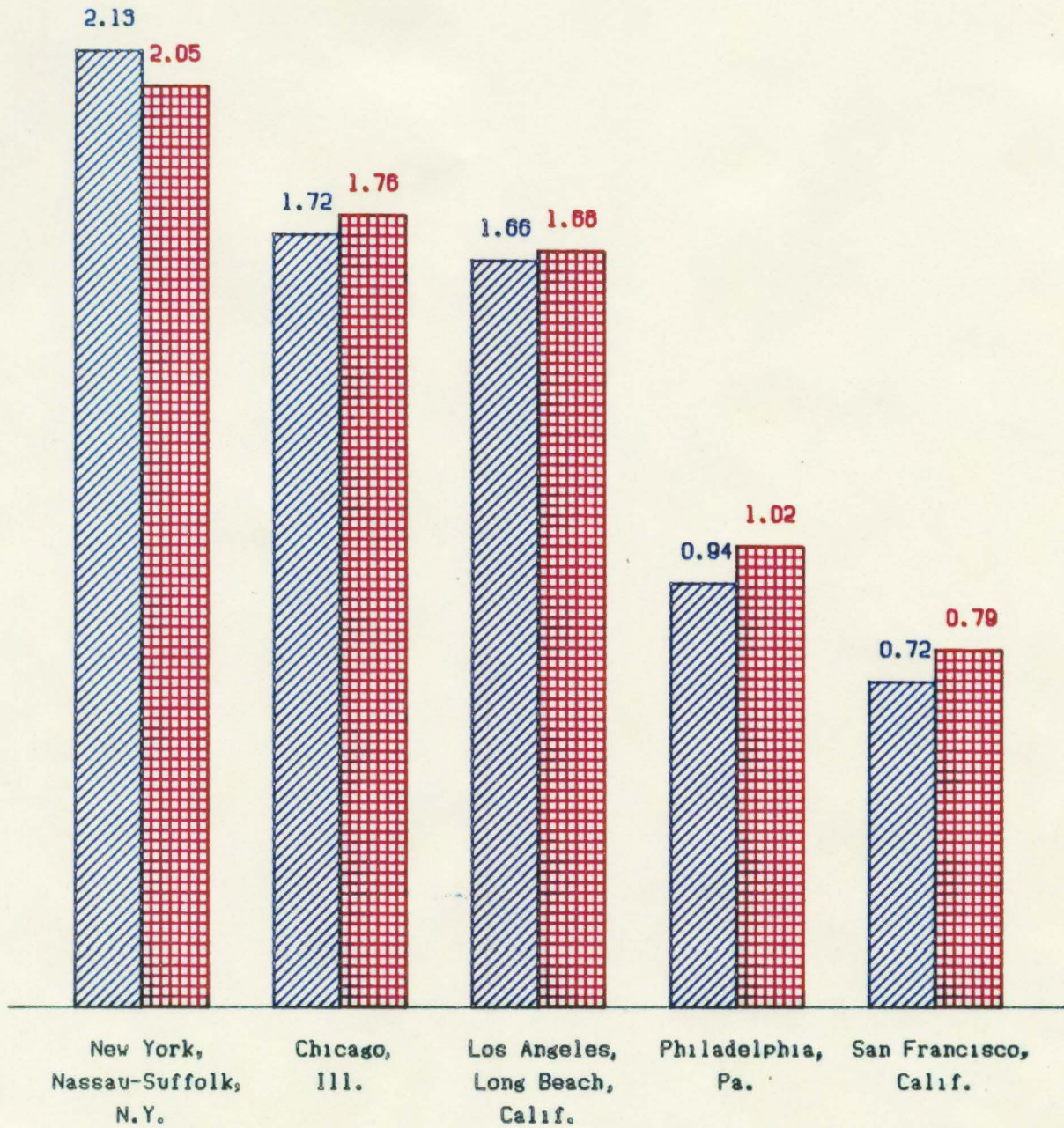


A.4.6 - Retail Sales for Selected Metropolitan Areas

Billions of Dollars
August Preliminary

 August 1974

 August 1975



SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975

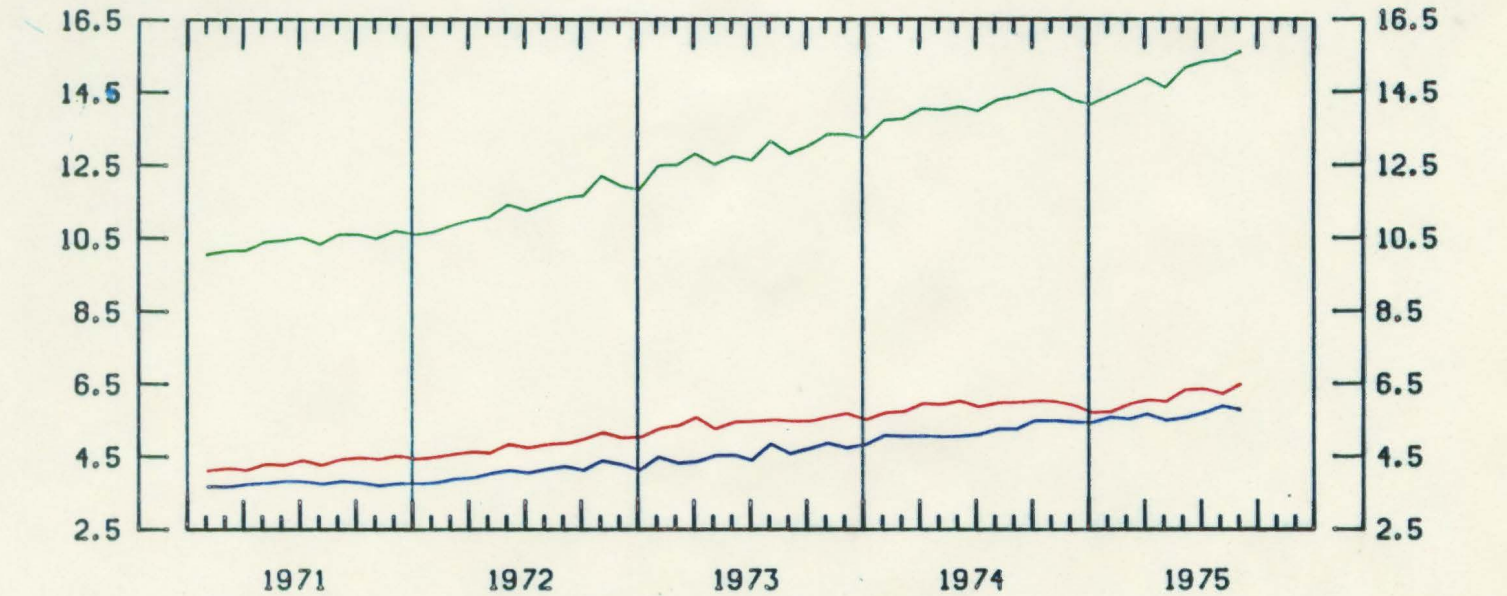


A.4.6 - Retail Sales of Chain Stores

Eleven or More Stores

August Preliminary

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
CHAIN STORES, TOTAL	\$15.61	1.5%	8.6%
GENERAL MERCHANDISE, TOTAL	\$6.49	4.3%	8.7%
GROCERY STORES	\$5.79	-1.7%	10.2%

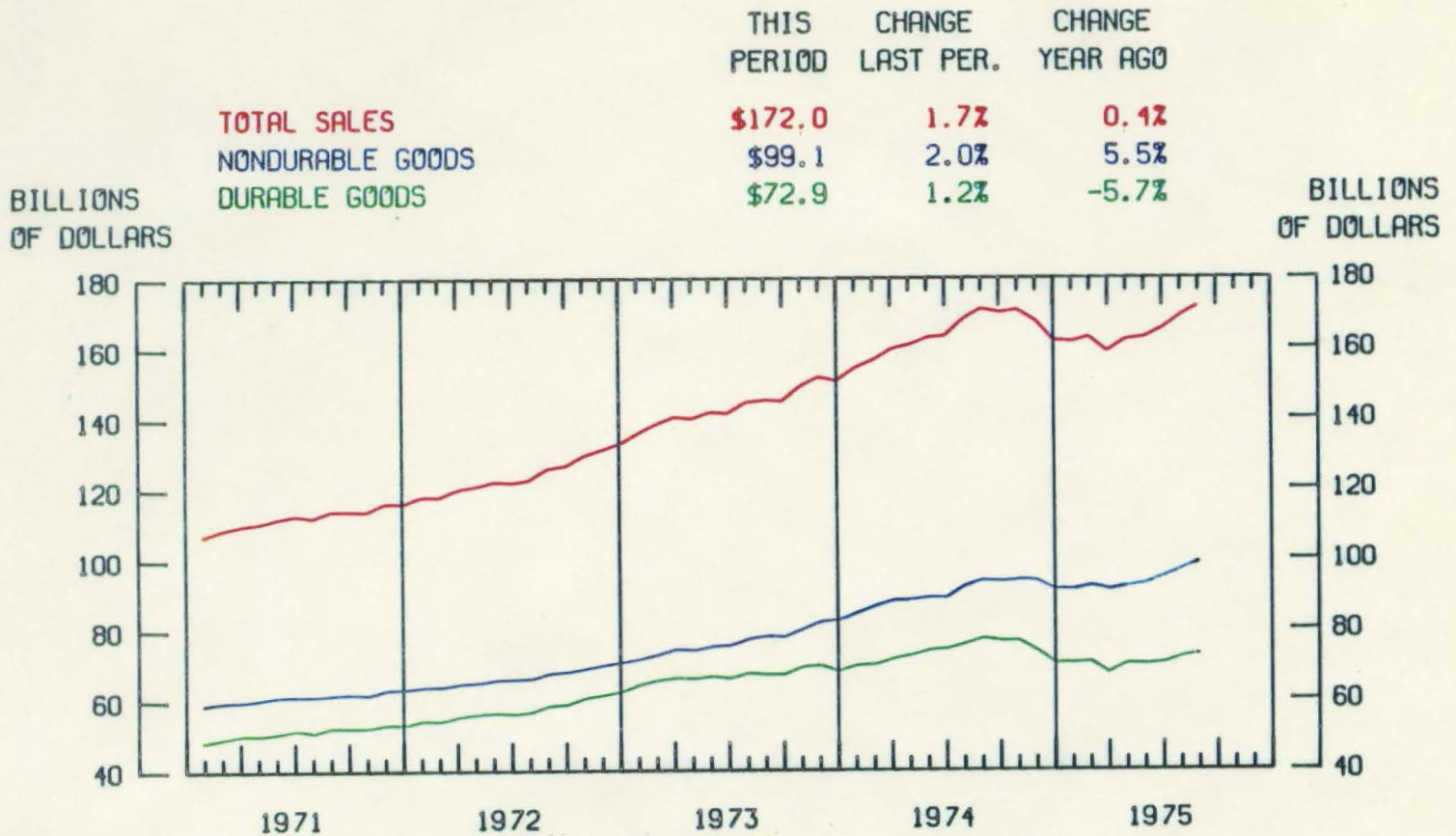


SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975

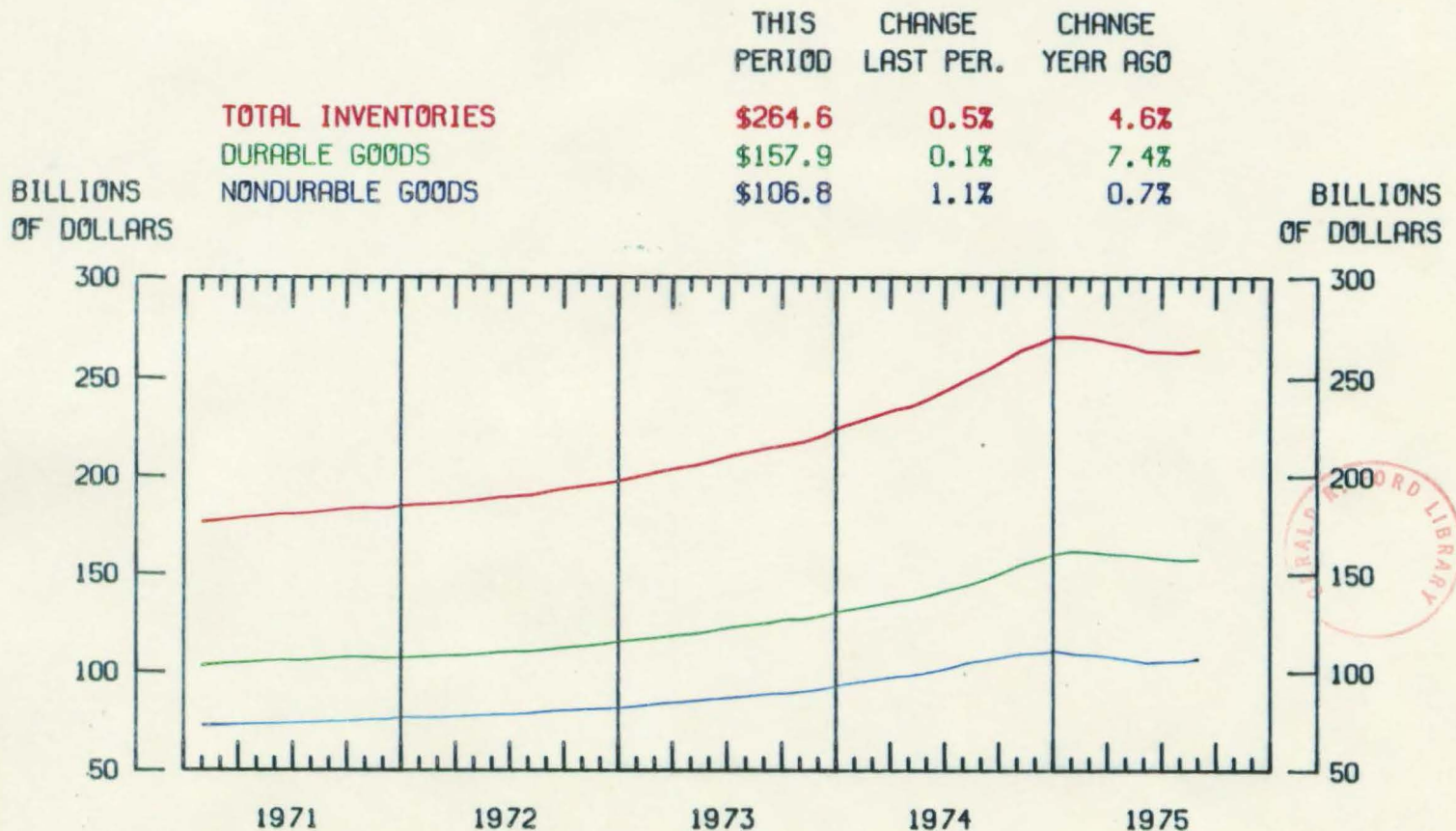
- Among the selected metropolitan areas, New York was the only area to decrease from August 1974, down 3.5 percent.
- San Francisco had the largest increase, up 10.3 percent.
- Philadelphia was close behind, up 8.3 percent.
- Chicago and Los Angeles had smaller increases of 2.0 and 1.3 percent, respectively.
- Retail Sales of Chain Stores rose for the fourth consecutive month, up 1.5 percent in August.
- General Merchandise Group rose 4.3 percent, after dropping 2.0 percent in July.
- Grocery Chains dropped 1.7 percent after increasing 3.7 percent in July.



A.4.8 - Manufacturing and Trade Sales



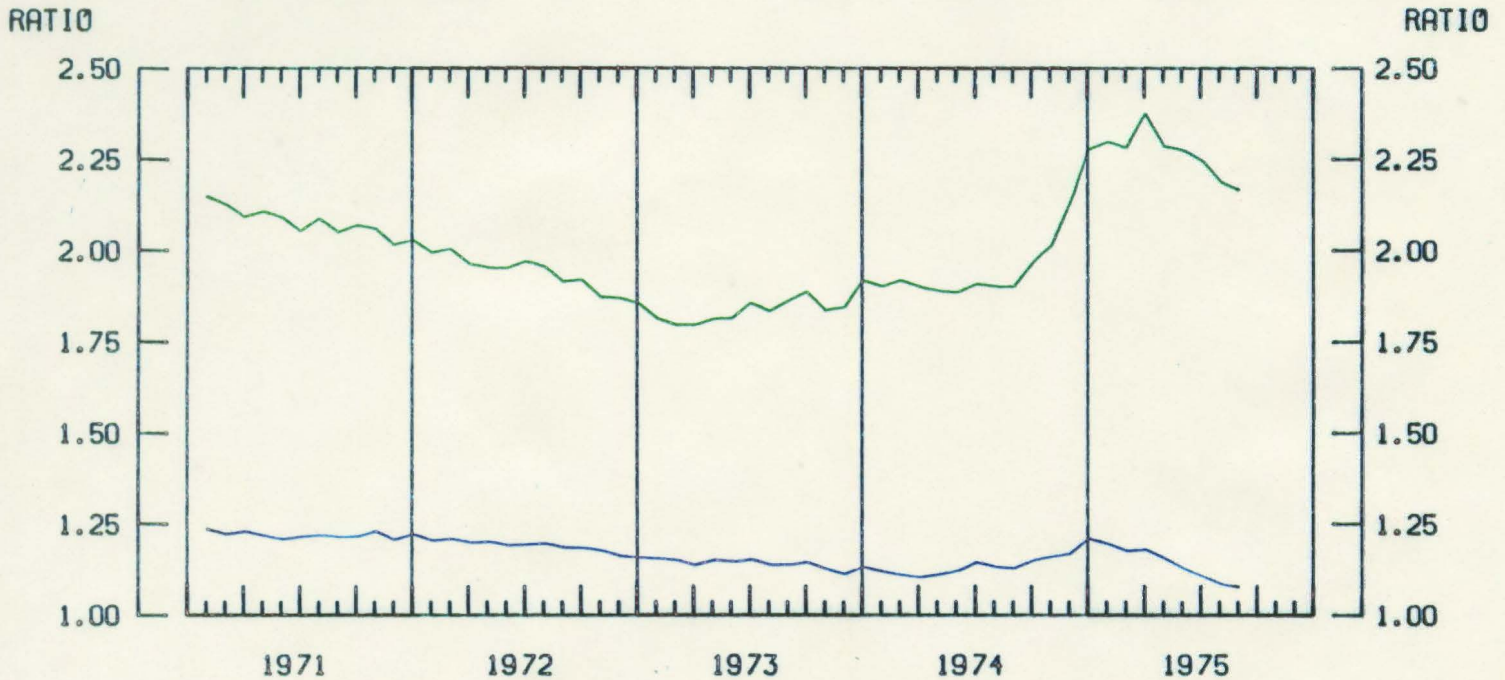
Manufacturing and Trade Inventories



SOURCE: BUREAU OF ECONOMIC ANALYSIS
20 OCTOBER 1975

A.4.8 - Inventory-to-Sales Ratio

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
DURABLE GOODS	2.17	-0.9%	14.2%
NONDURABLE GOODS	1.08	-0.9%	-4.4%



SOURCE: BUREAU OF ECONOMIC ANALYSIS
20 OCTOBER 1975

- Sales of Manufacturers, Wholesalers, and Retailers expanded 1.7 percent in August following July's 2.2 percent rise.
 - Fifth consecutive monthly increase for a total gain of 8.1 percent since March.
 - Nondurable Goods rose 2.0 percent or \$2.98 billion after a 2.2 percent rise in July.
 - The rate of increase for Durable Goods slowed somewhat from July's 2.2 percent pace.
- Total Inventories rose 0.5 percent, the first overall increase since January.
 - Durable Inventories increased 0.1 percent, the first increase in seven months.
 - Nondurable Inventories expanded at a faster pace in August, rising 1.1 percent.
- Sales continued to increase relatively faster than inventories resulting in a further decline in the Inventory-to-Sales ratio.



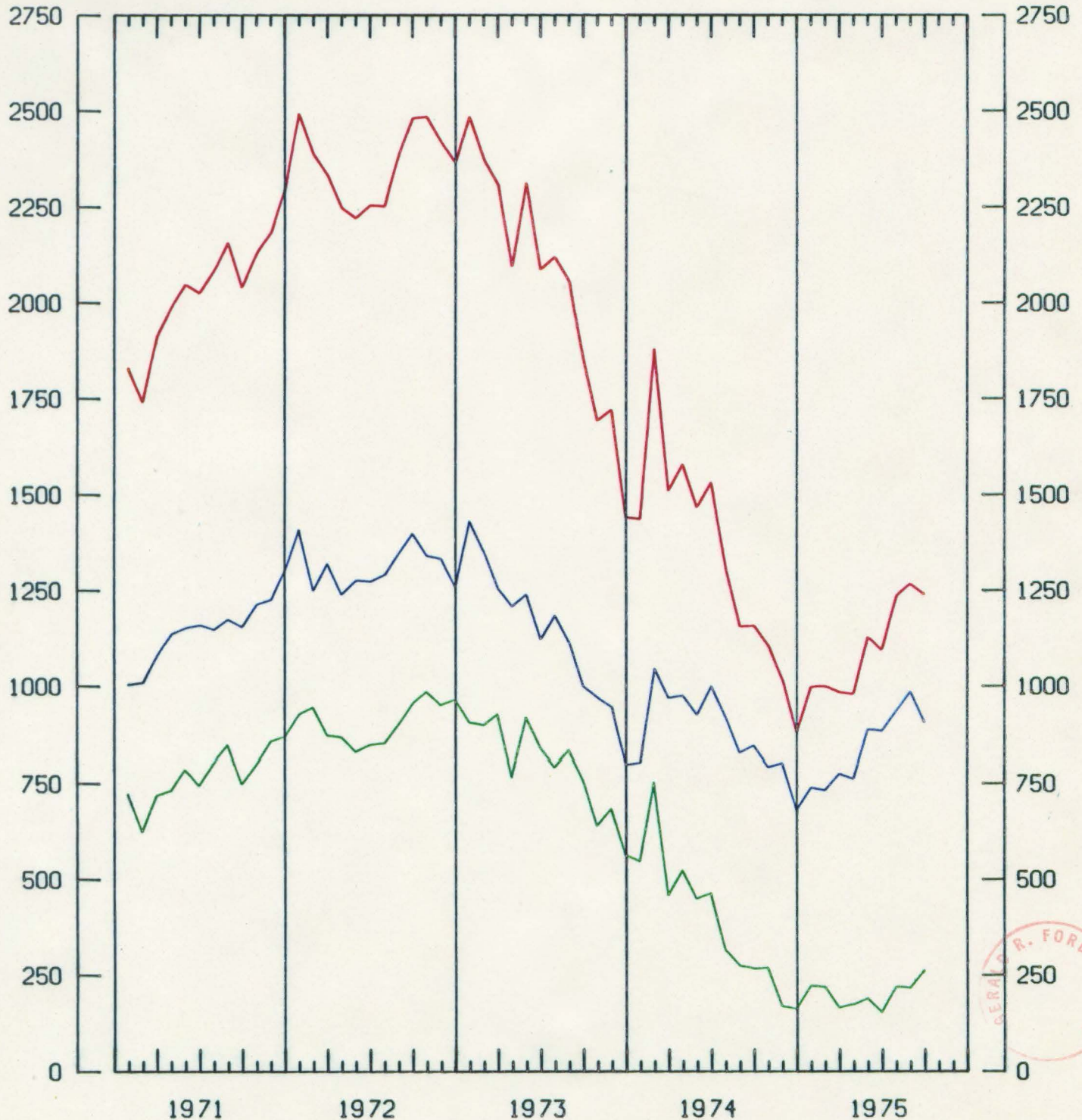
A.7.1 - Privately-Owned Housing Units Started

Annual Rates

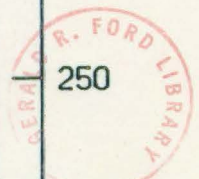
	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
TOTAL UNITS STARTED	1,240	-2.2%	7.2%
1 UNIT STRUCTURES	906	-8.1%	7.2%
5 OR MORE UNITS	261	20.8%	-2.2%

THOUSANDS OF UNITS

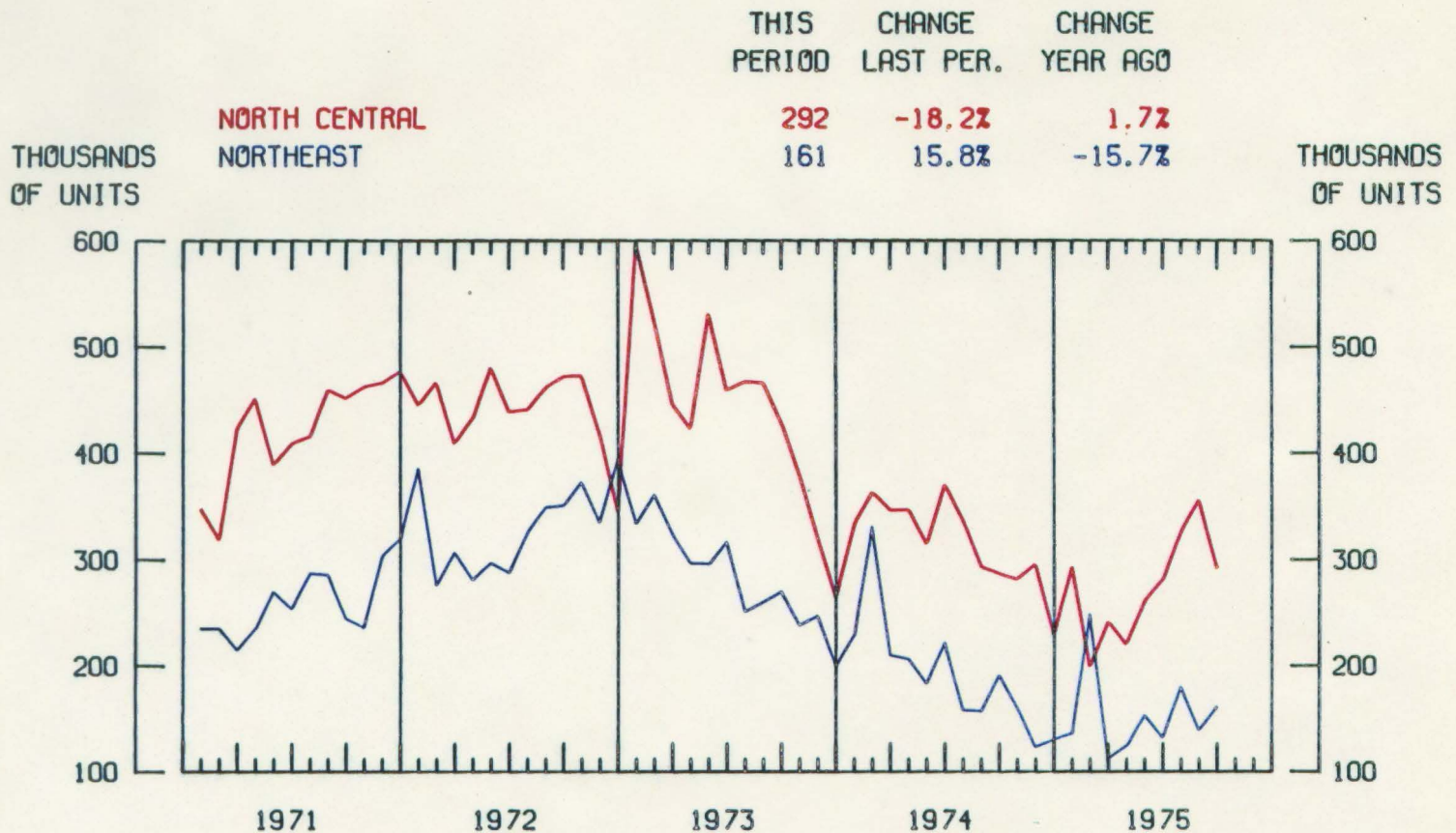
THOUSANDS OF UNITS



SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975



A.7.1 - Privately-Owned Housing Units Started By Region



SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975

- Total Housing Units Started in September declined 2.2 percent, the first decline in three months.
- Reversing the recent trend, One-Unit Structures dropped 8.1 percent and accounted for all of the decline.
- Units in Apartment Buildings increased 20.8 percent to 261 thousand.
- Highest level since October 1974.
- By region, the decline was totally concentrated in the North Central area, which more than offset increases in other regions, particularly the Northeast.
- First decline since April.



A.7.1 - Building Permits Issued for Privately-Owned Housing Units In 14,000 Permit-Issuing Places

Annual Rates

THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
-------------	------------------	-----------------

TOTAL UNITS AUTHORIZED

1,072

7.7%

25.7%

1 UNIT STRUCTURES

749

2.3%

27.4%

5 OR MORE UNITS

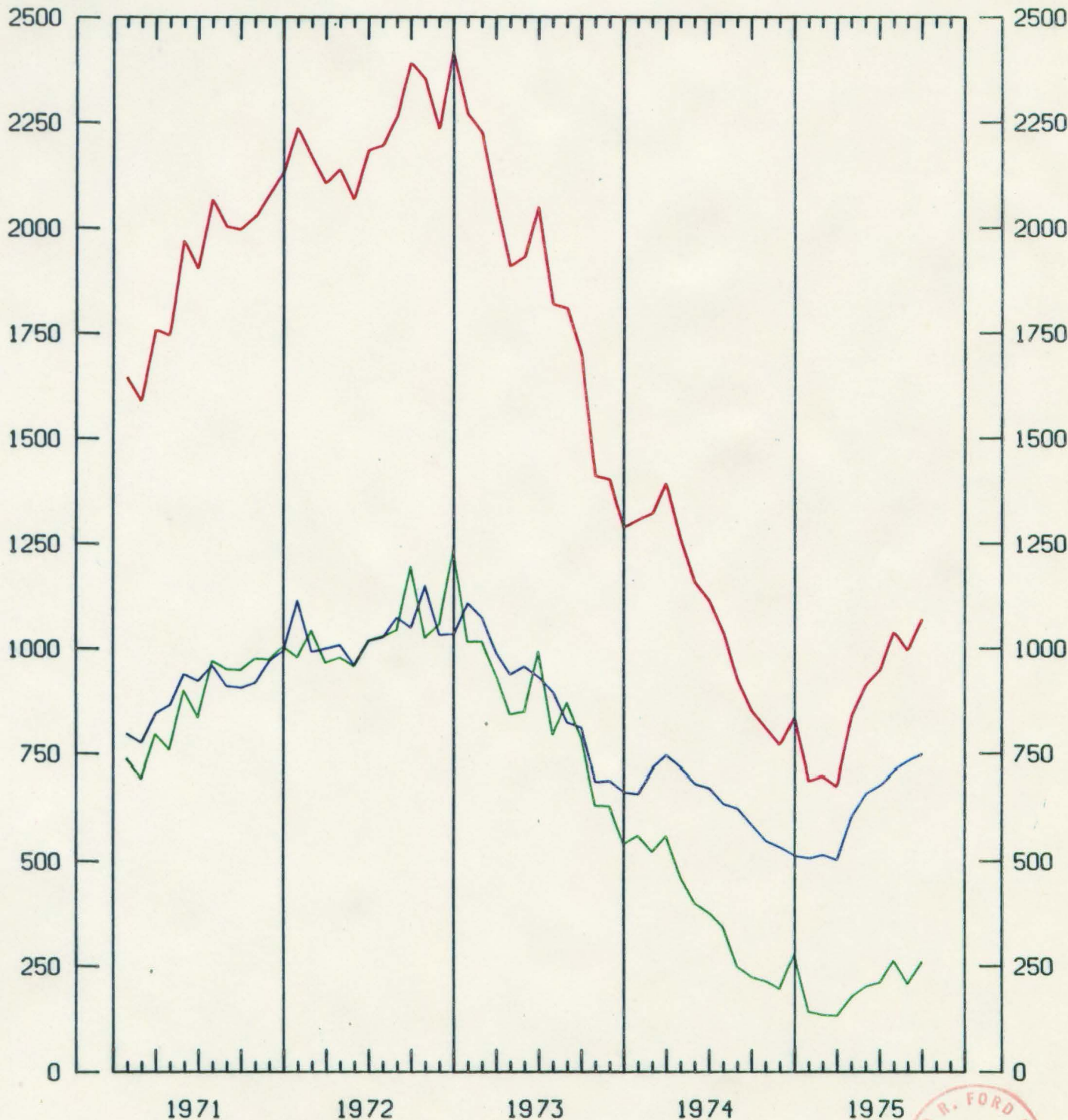
258

24.6%

15.2%

THOUSANDS OF UNITS

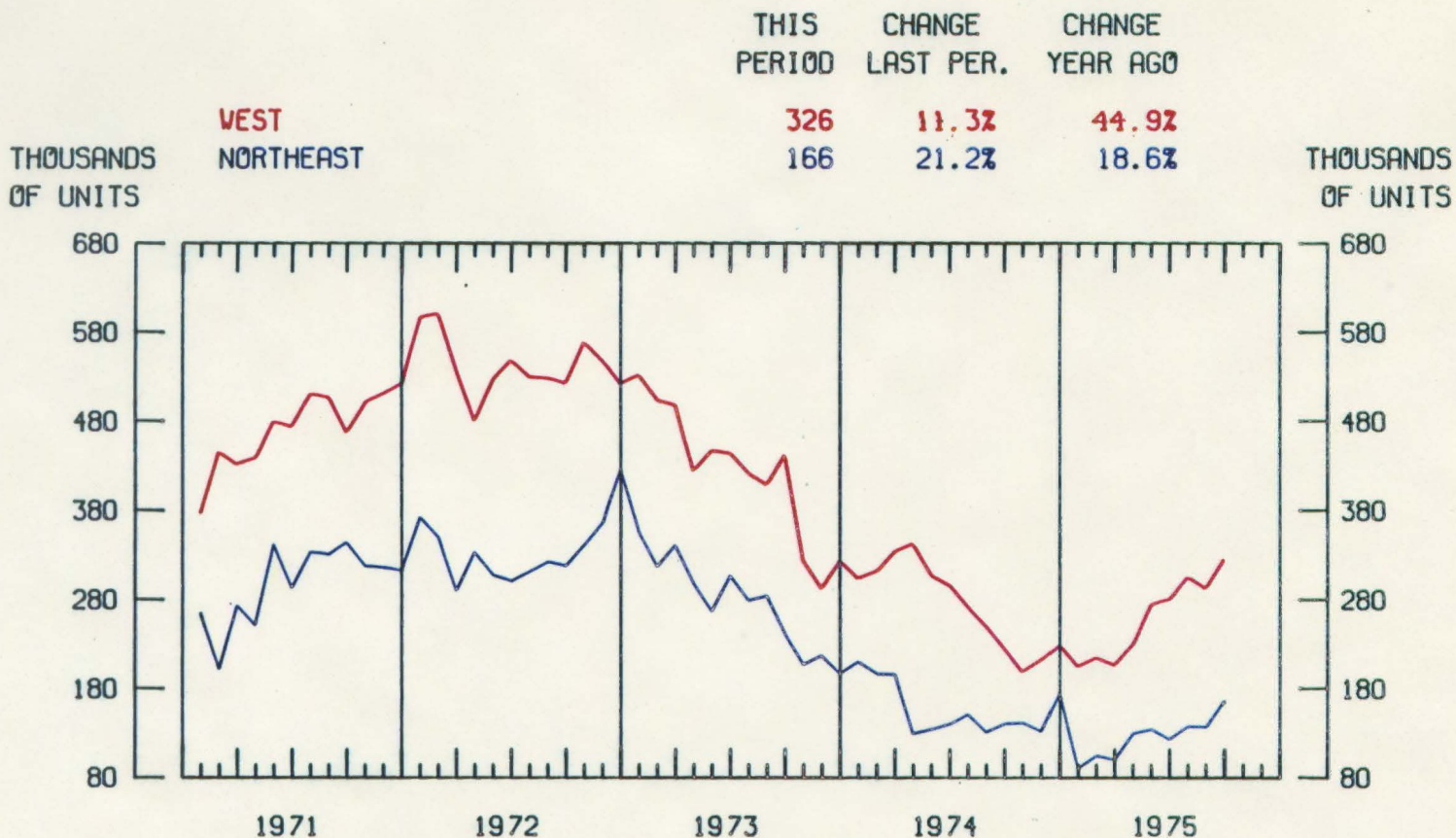
THOUSANDS OF UNITS



SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975

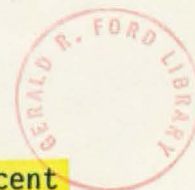


A.7.1 - Building Permits Issued By Region



SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975

- Authorizations for New Housing Units registered a gain of 7.7 percent in September after a 4.5 percent decline in August.
- Up 25.7 percent from a year ago.
- Highest level since June 1974.
- One-Unit Structures increased slightly.
- Units in Structures with 5 Units or More jumped 24.6 percent to 258 thousand after declining 21.0 percent in August.
- In the last four months authorizations have been fluctuating between 207 thousand and 262 thousand.



Regionally, the West and the Northeast registered the strongest advances in authorizations.

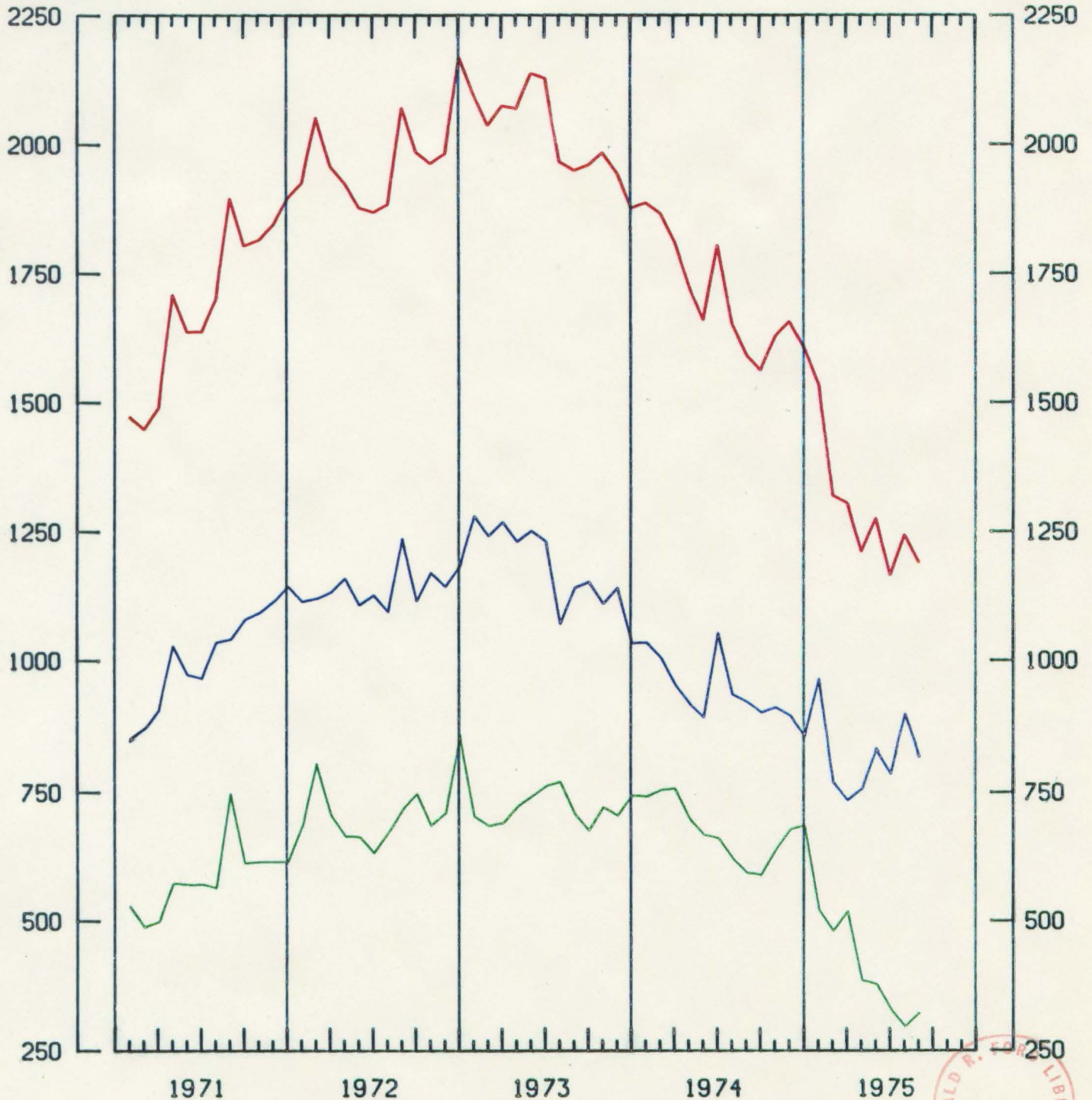
A.7.1 - New Housing Units Completed

Seasonally Adjusted at Annual Rates

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
TOTAL	1,190	-4.3%	-25.3%
ONE UNIT STRUCTURES	818	-8.7%	-11.0%
STRUCTURES WITH 5 UNITS OR MORE	321	8.8%	-46.0%

THOUSANDS OF UNITS

THOUSANDS OF UNITS



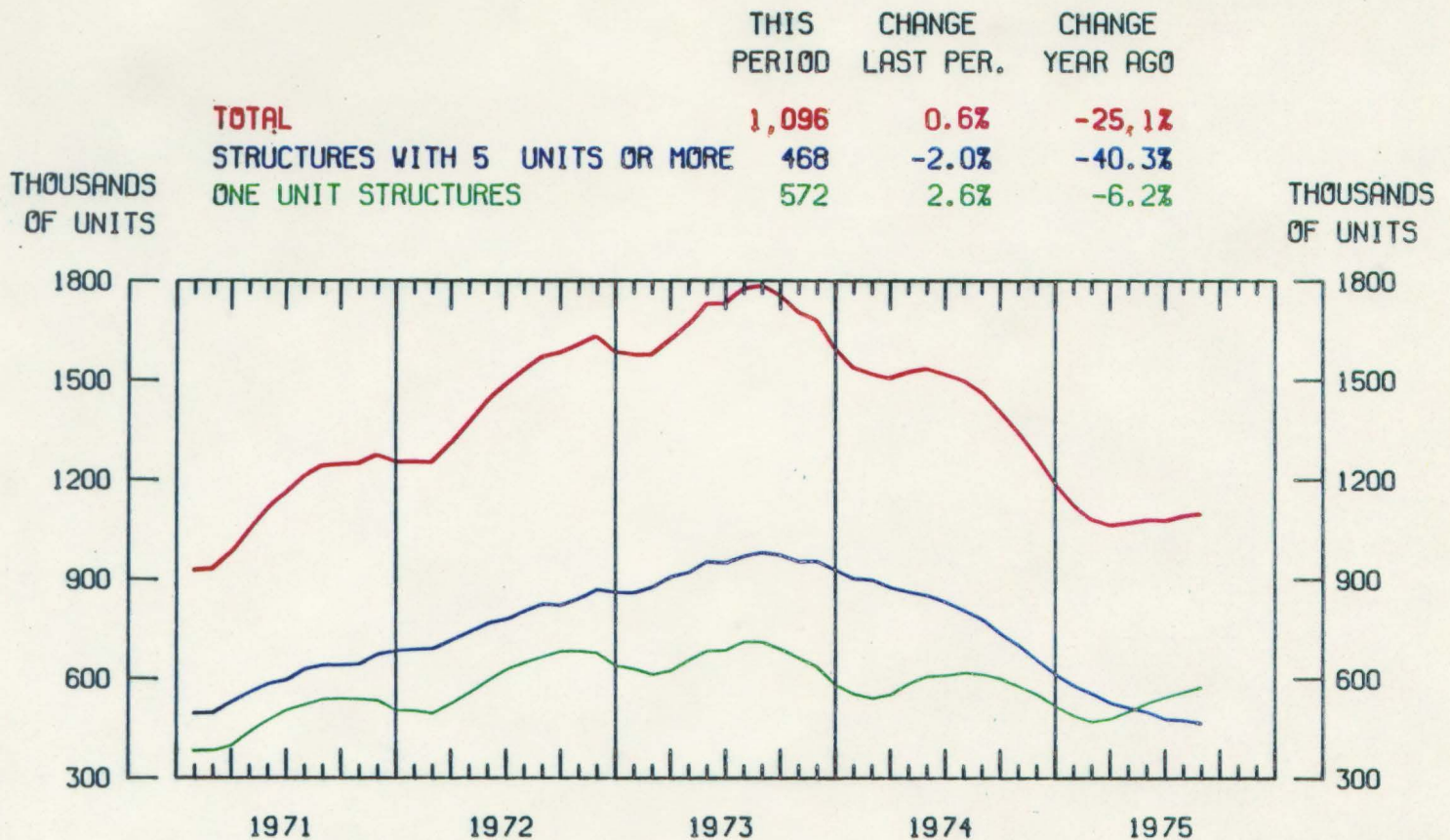
SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975



A.7.1 - New Housing Units Under Construction

Not Seasonally Adjusted

End of Month



- Total Housing Units Completed in August declined 4.3 percent after advancing 6.8 percent in July.

- An 8.7 percent decrease in One-Unit Structures accounted for almost all of the decline.

- Units in structures with Five Units or More increased 8.8 percent, reversing a four-month trend during which a 43.1 percent loss was recorded.

- The number of Housing Units under Construction at the end of the month registered a marginal gain.

- One-Unit Structures advanced 2.6 percent offsetting Multi-Unit Structures, which continued to slide.



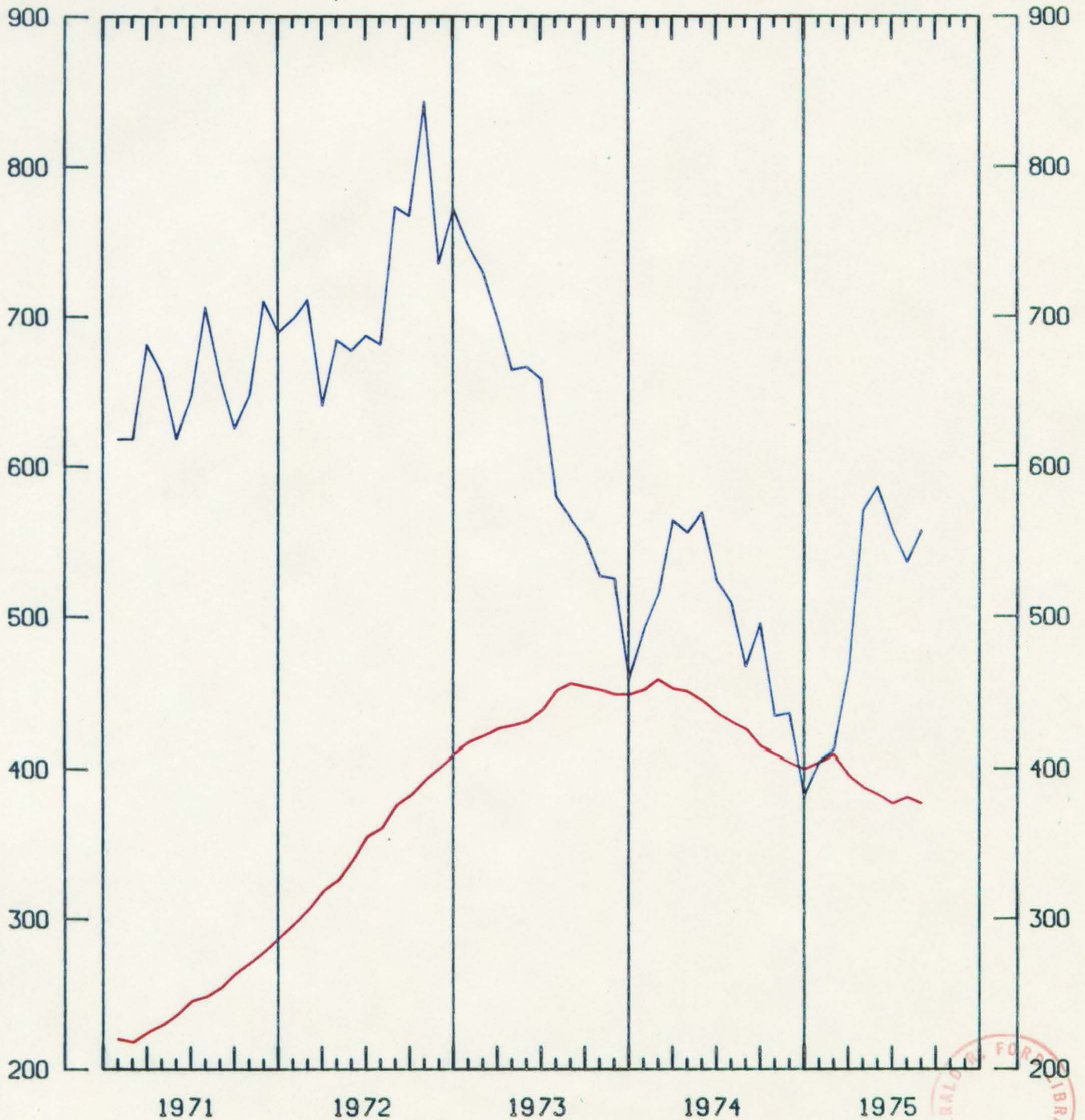
A.7.1 - Sales of New One-Family Homes

Seasonally Adjusted

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
HOMES SOLD (ANNUAL RATES)	557	4.0%	19.5%
HOMES FOR SALE (END OF MONTH)	377	-1.0%	-11.3%

THOUSANDS OF UNITS

THOUSANDS OF UNITS



SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975*



A.7.1 - Prices of New One-Family Homes Not Seasonally Adjusted

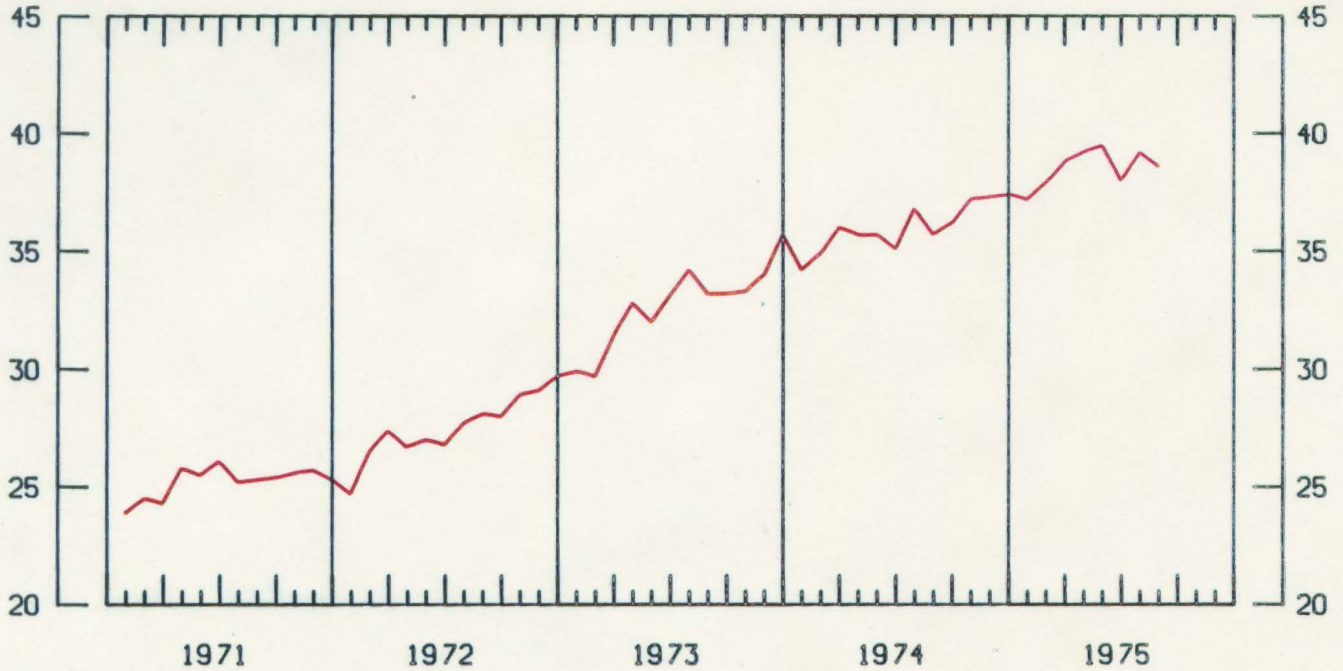
THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
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\$38.6	-1.5%	8.1%
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THOUSANDS
OF DOLLARS

MEDIAN SALES PRICE

THOUSANDS
OF DOLLARS



SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975

- The number of Homes Sold in August advanced 4.0 percent, the first gain in three months.

- Up 19.5 percent from last year.

- Homes for Sale at the end of the month declined 1.0 percent.

- Lowest level in three years.

- The Median Sales Price declined 1.5 percent, the second decline in three months following four consecutive increases during the first part of the year.

- Up 8.1 percent from a year ago.



B.3.4 - Domestic Cigarette Sales

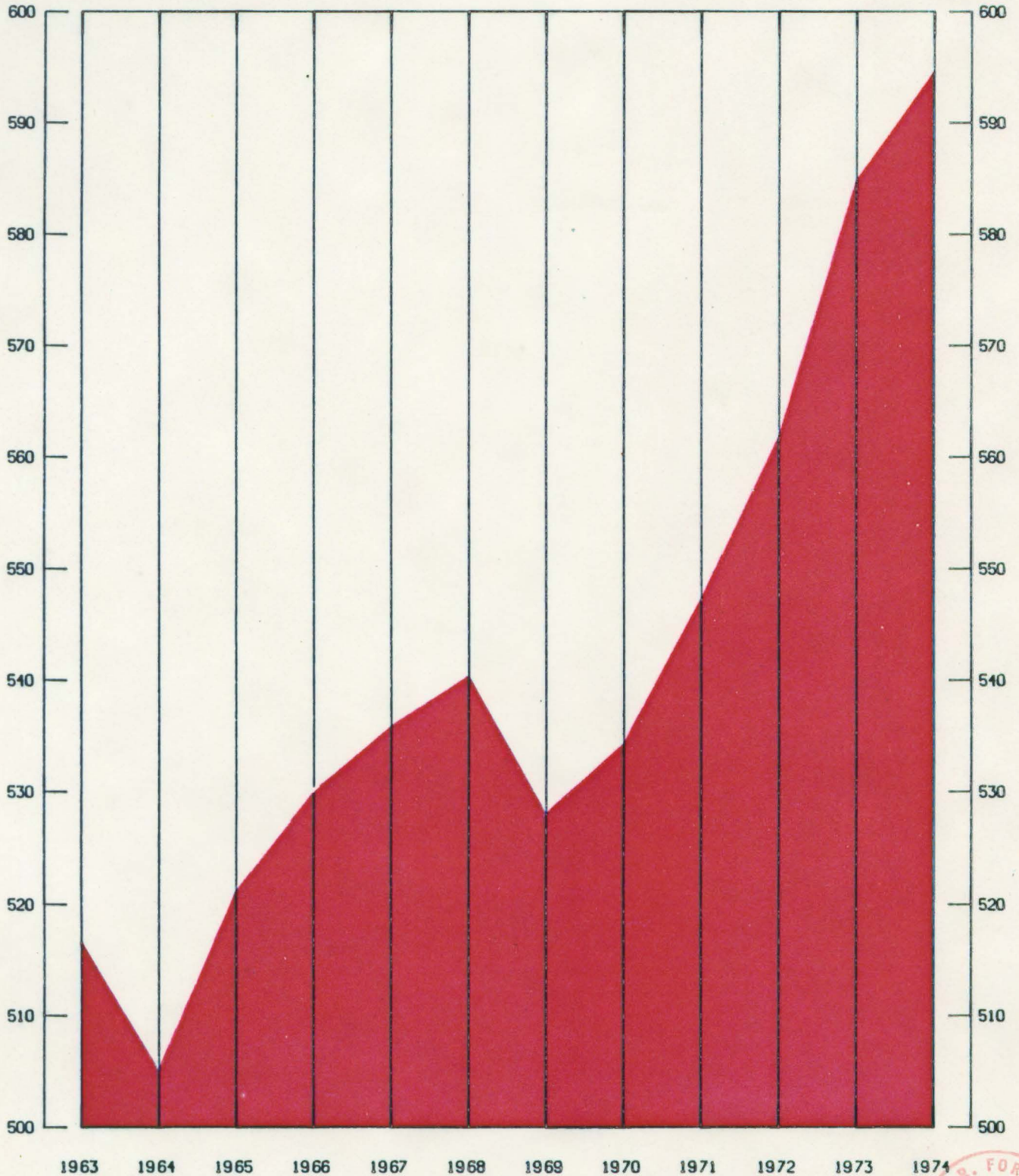
Number of Cigarettes Sold

THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
594.5	N/A	1.7%

BILLIONS OF CIGARETTES

TOTAL DOMESTIC SALES

BILLIONS OF CIGARETTES

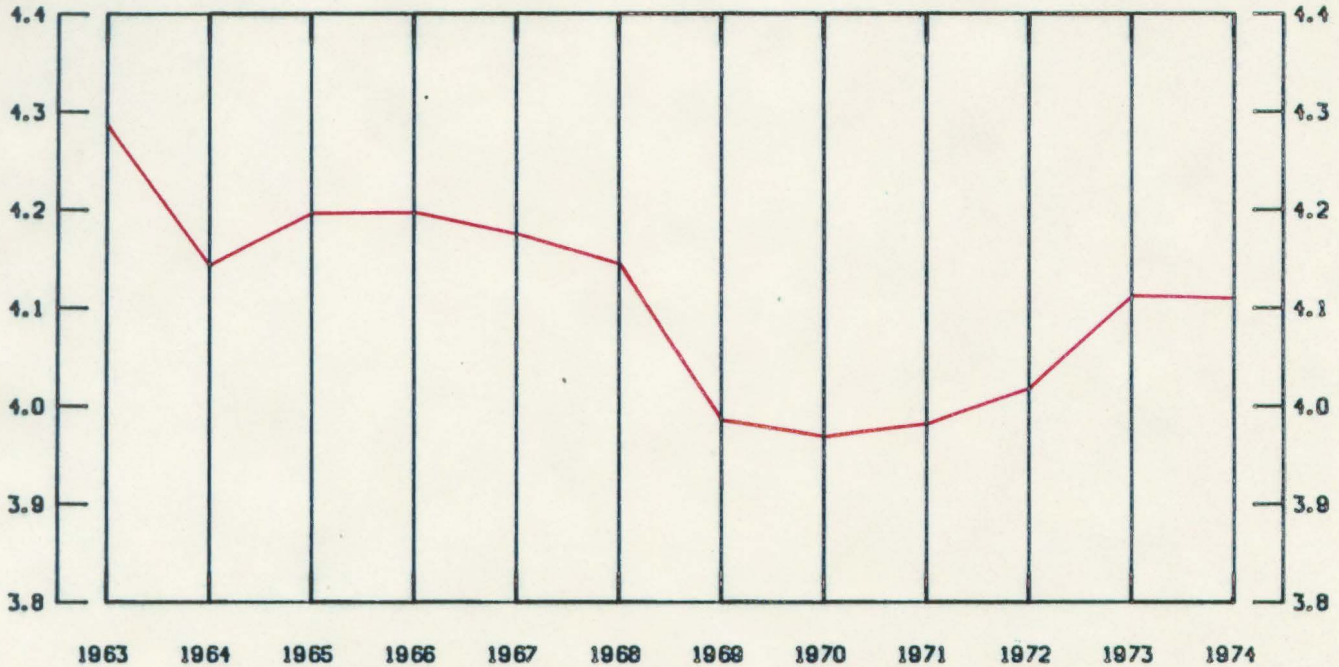


SOURCE: FEDERAL TRADE COMMISSION
20 OCTOBER 1975



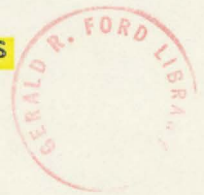
B.3.4 - Per Capita Cigarette Consumption U.S. Residents and Overseas Military Personnel 18 Years of Age and Older

THOUSANDS OF CIGARETTES	PER CAPITA CONSUMPTION	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO	THOUSANDS OF CIGARETTES
		4.110	N/A	-0.1%	



SOURCE: FEDERAL TRADE COMMISSION
20 OCTOBER 1975

- Domestic Sales continued to increase in 1974, to a new high of 594.5 billion cigarettes, up 1.7 percent.
- An increase of 12.6 percent since the last decline in 1969.
- U.S. per capita consumption was virtually unchanged at 4,110 cigarettes per year, an average of 11.3 cigarettes per day for every American 18 years of age and older.
- First time since 1970 that per capita consumption has not increased.



B.3.4 - Distribution of Corporate Sales of Domestic Cigarette Manufacturers

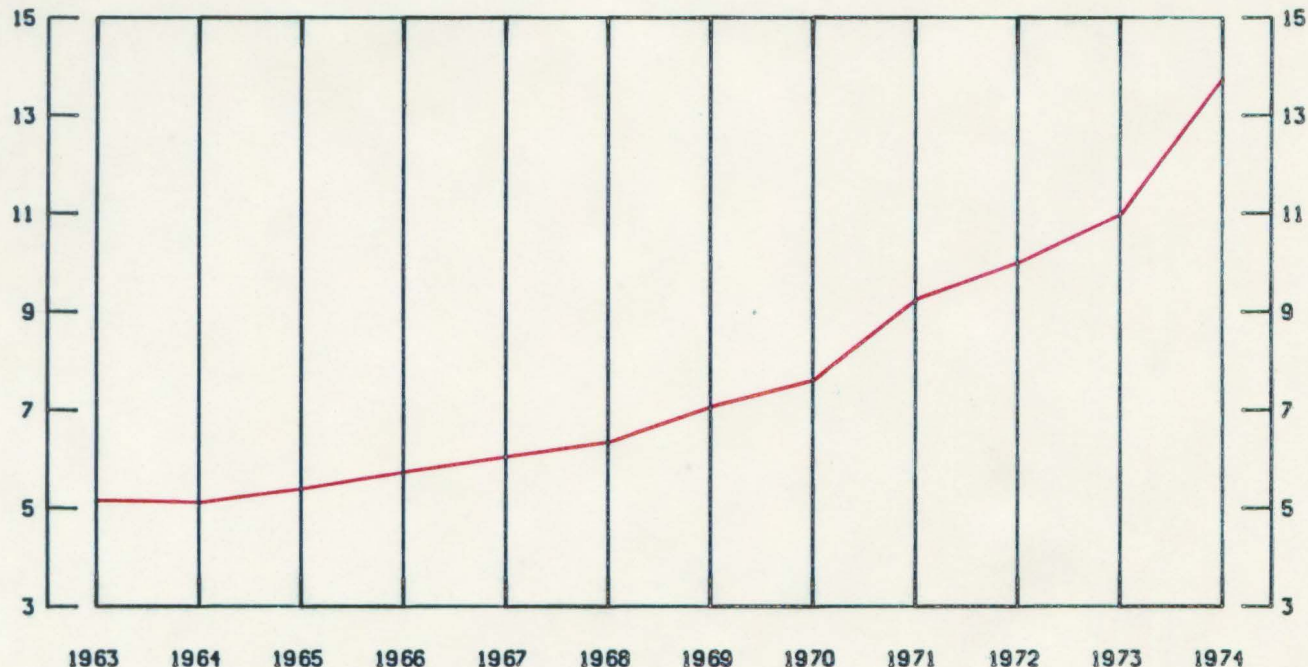


Source: Federal Trade Commission
20 October 1975



B.3.4 - Total Corporate Sales of Domestic Cigarette Manufacturers

BILLIONS OF DOLLARS	TOTAL SALES	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO	BILLIONS OF DOLLARS
		\$13.77	N/A	25.4%	

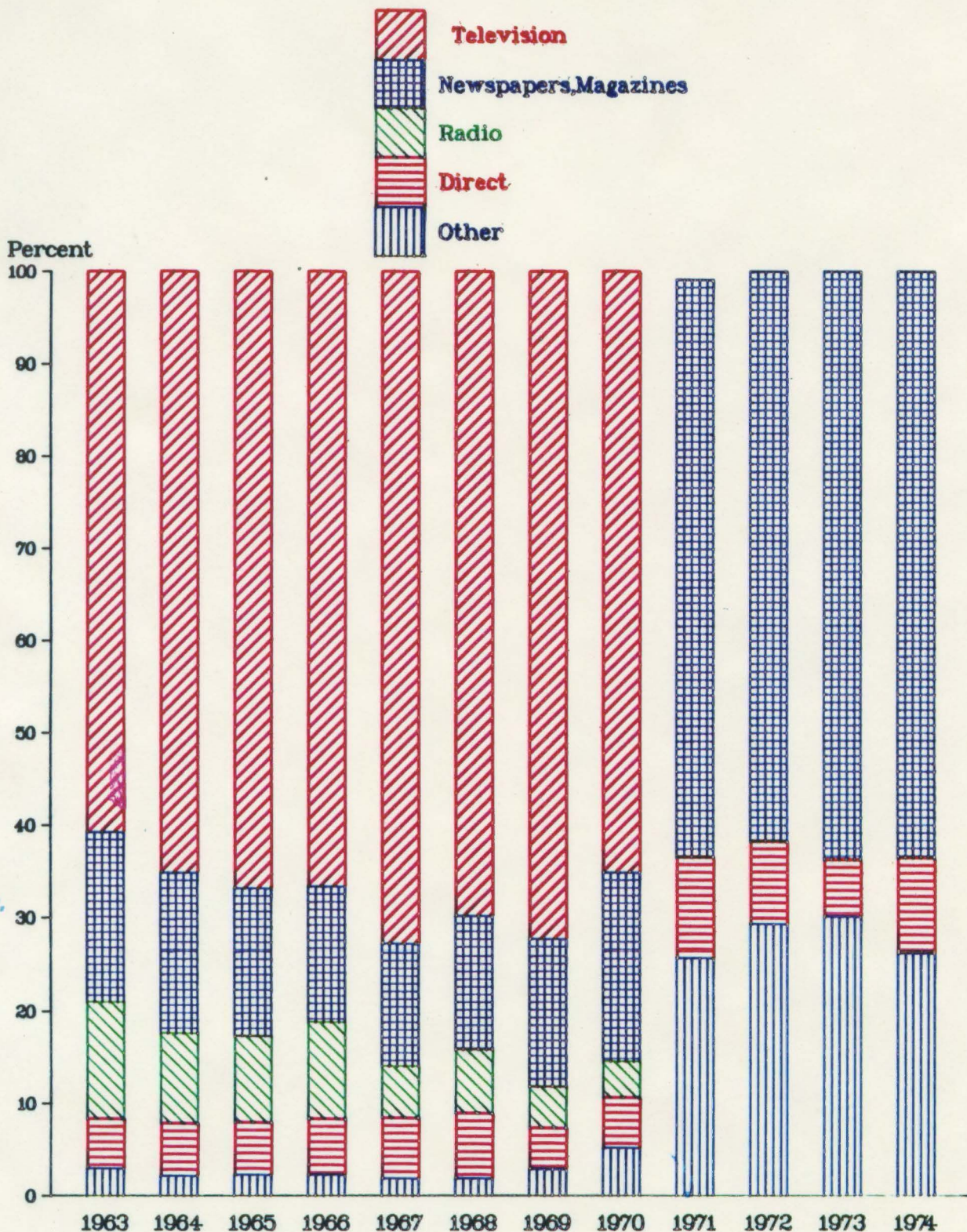


SOURCE: FEDERAL TRADE COMMISSION
20 OCTOBER 1975

- Total Sales of Cigarette Manufacturers rose \$3.8 billion (25.4 percent) to a level of \$13.77 billion in 1974.
- Since the 1971 Congressional Ban on radio and television advertising, total sales have increased almost 50 percent.
- Approximately three-fourths of the increase in total sales since 1971 is due to the continuing diversification of Cigarette Manufacturers into other industries (Services and Other Products).
 - This includes liquor, food, pet foods, razor blades, toiletries, chemicals, hardware, petroleum products, real estate, transportation, and office supplies.
 - Sales of cigarettes dropped to less than 50 percent of total sales for the first time.



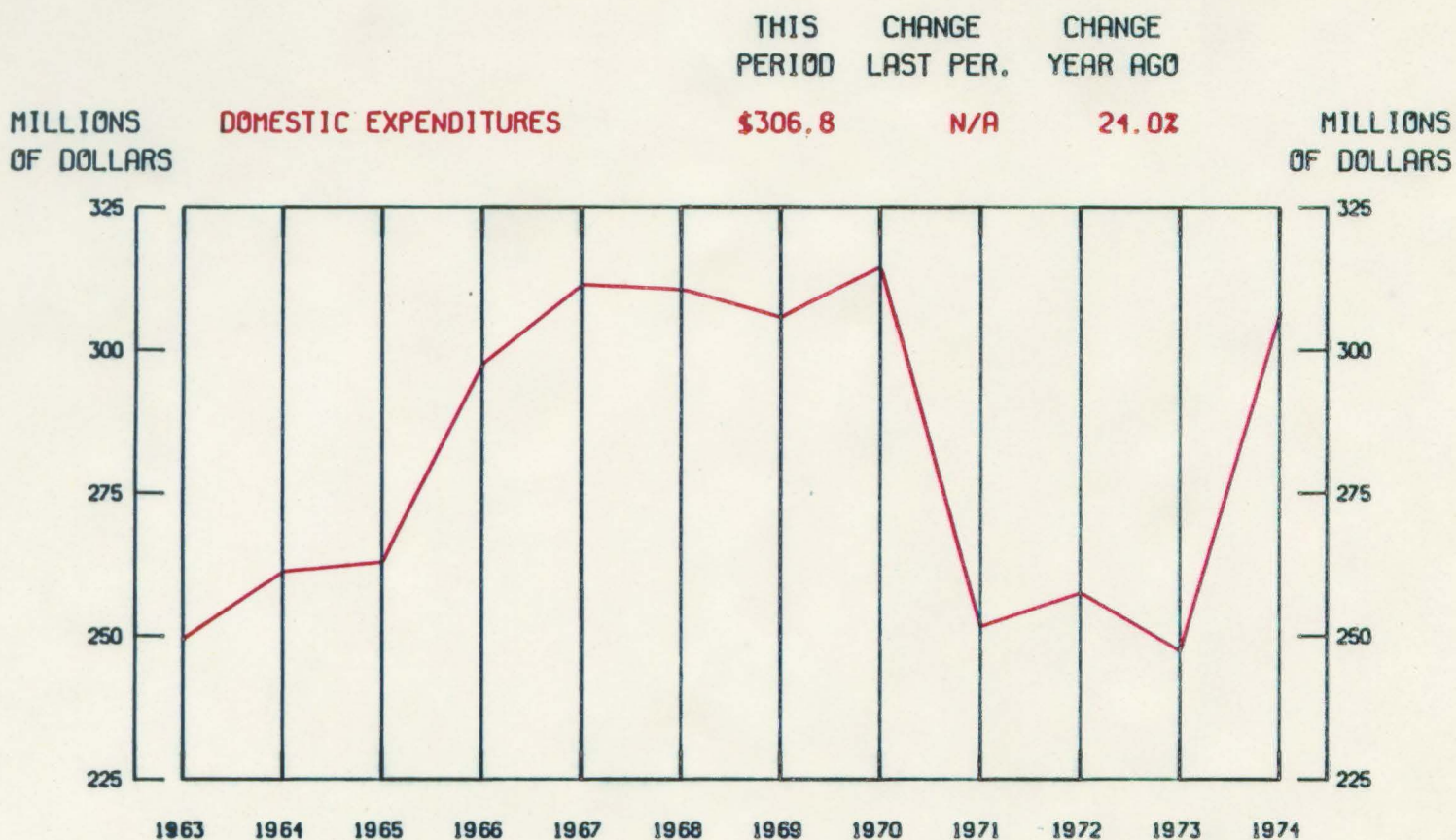
B.3.4 - Distribution of Domestic Cigarette Advertising Expenditures By Type of Media



SOURCE: FEDERAL TRADE COMMISSION
20 OCTOBER 1975



B.3.4 - Domestic Cigarette Advertising Expenditures



SOURCE: FEDERAL TRADE COMMISSION
20 OCTOBER 1975

- Cigarette Manufacturers spent \$306.8 million on advertising in 1974, a substantial 24 percent increase and the highest since the \$314.7 million level in 1970.

- Due to the Congressional Ban on cigarette commercials on radio and television which was instituted in January 1971, Newspapers/Magazines and Other Expenditures rose sharply from their respective 1970 levels.

- Newspapers and Magazines accounted for 64 percent of Total Expenditures in 1974, compared with 20 percent in 1970.

- Other Expenditures which include various promotional items (not included in Direct Advertising Promotions) and billboards/posters rose from 5 percent in 1970 to 26 percent in 1974.



B.6.7 - Index of Consumer Sentiment

(First Quarter 1966=100)

THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
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CONSUMER SENTIMENT

75.8

4.0%

22.0%

INDEX

INDEX



SOURCE: INSTITUTE FOR SOCIAL RESEARCH, UNIV. OF MICH.
20 OCTOBER 1975



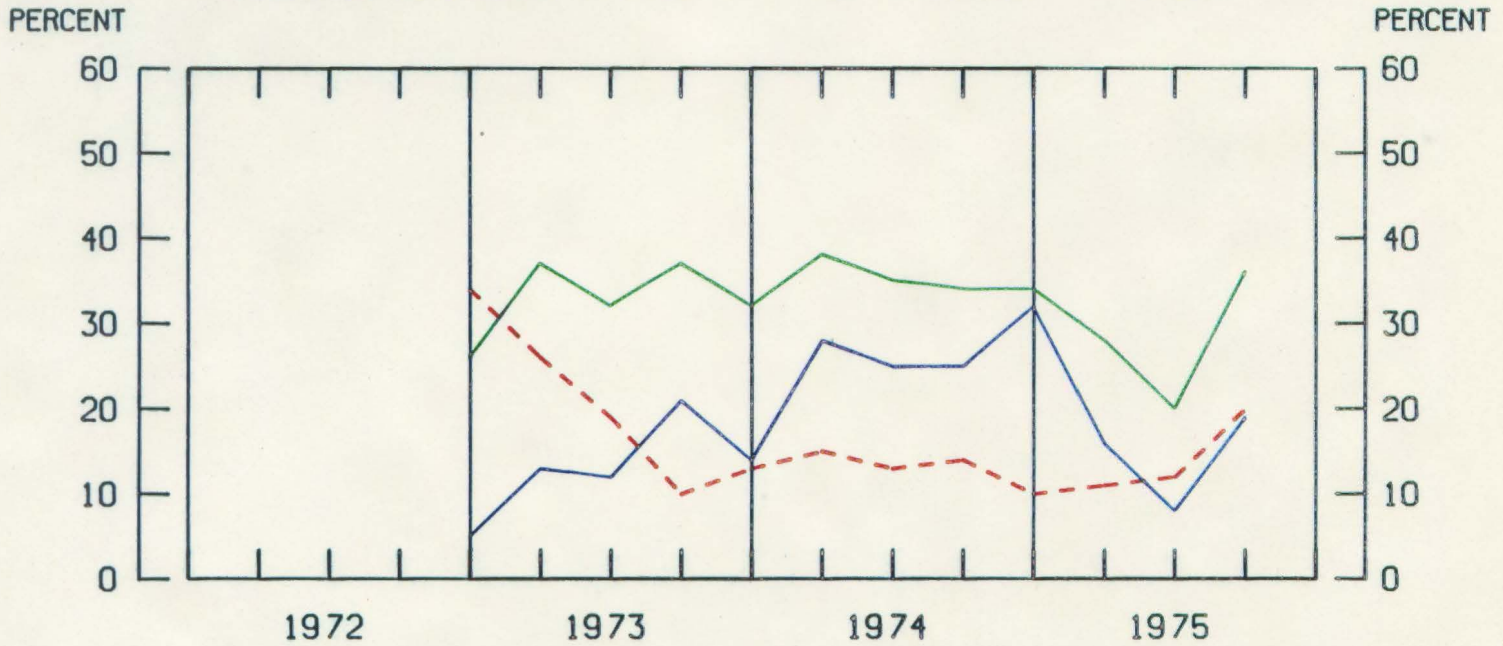
- The recovery in consumer confidence as measured by the University of Michigan Survey Research Center, continued in the third quarter but at a slower pace.
- The index increased 4.0 percent to a level of 75.8, the highest level in nearly two years.
 - Those interviewed reported for the first time since late 1972 that they heard more good news than bad about the economy.
 - A majority believed the economy either has begun to recover or will do so this Fall.



B.6.7 - Survey of Consumer Attitudes

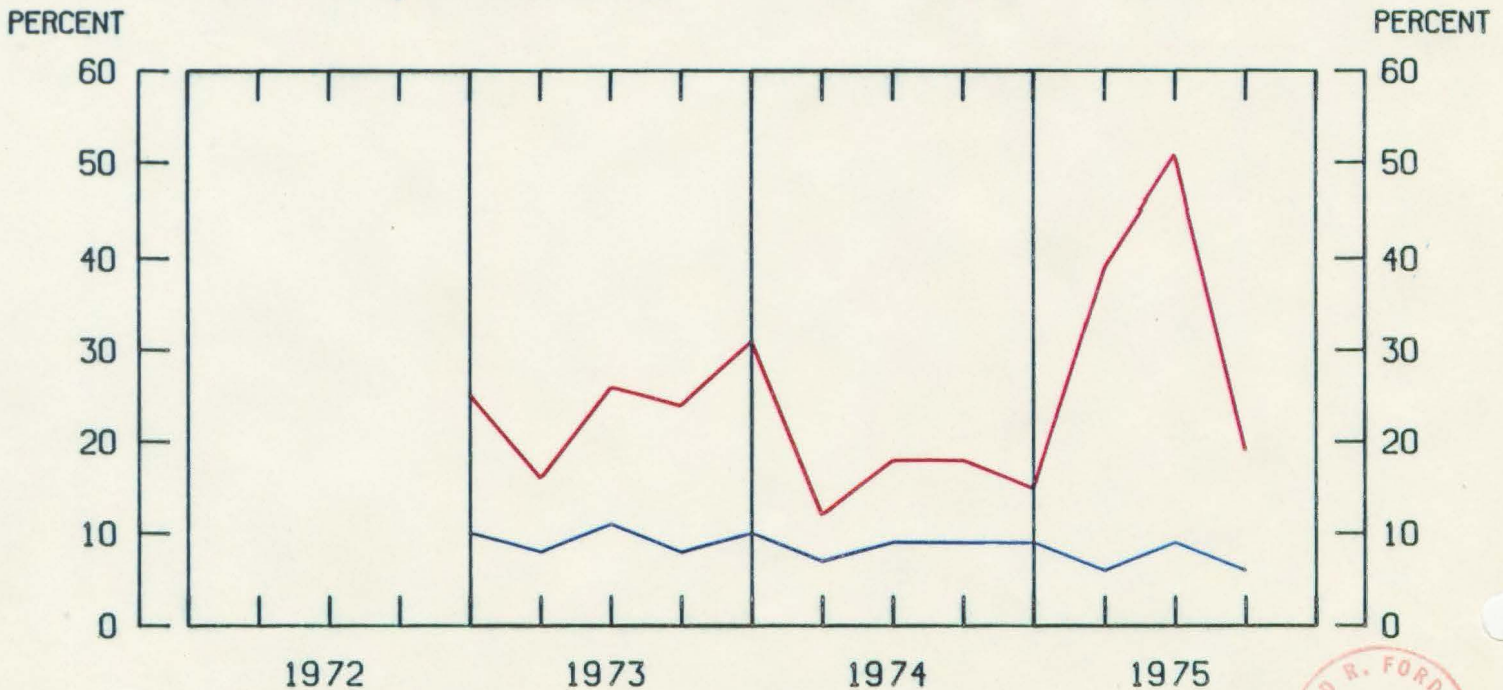
Extent of Price Increases Expected During the Next 12 Months

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
PRICES UP 1 TO 4 PERCENT - - - -	20%	66.7%	42.9%
PRICES UP 5 TO 9 PERCENT	36%	80.0%	5.9%
PRICES UP 10 PERCENT OR MORE	19%	137.5%	-24.0%



Extent of Price Increases Expected During the Next 12 Months

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
PRICES UNCHANGED OR DOWN	19%	-62.7%	5.6%
DON'T KNOW; NOT ASCERTAINED	6%	-33.3%	-33.3%



SOURCE: INSTITUTE OF SOCIAL RESEARCH
20 OCTOBER 1975



• However, Consumers indicate a renewed concern about inflation.

• Three of every four respondents expect price increases over the next 12 months compared to 40 percent in the May survey.

• Fifty-five percent expect increases of at least 5 percent.

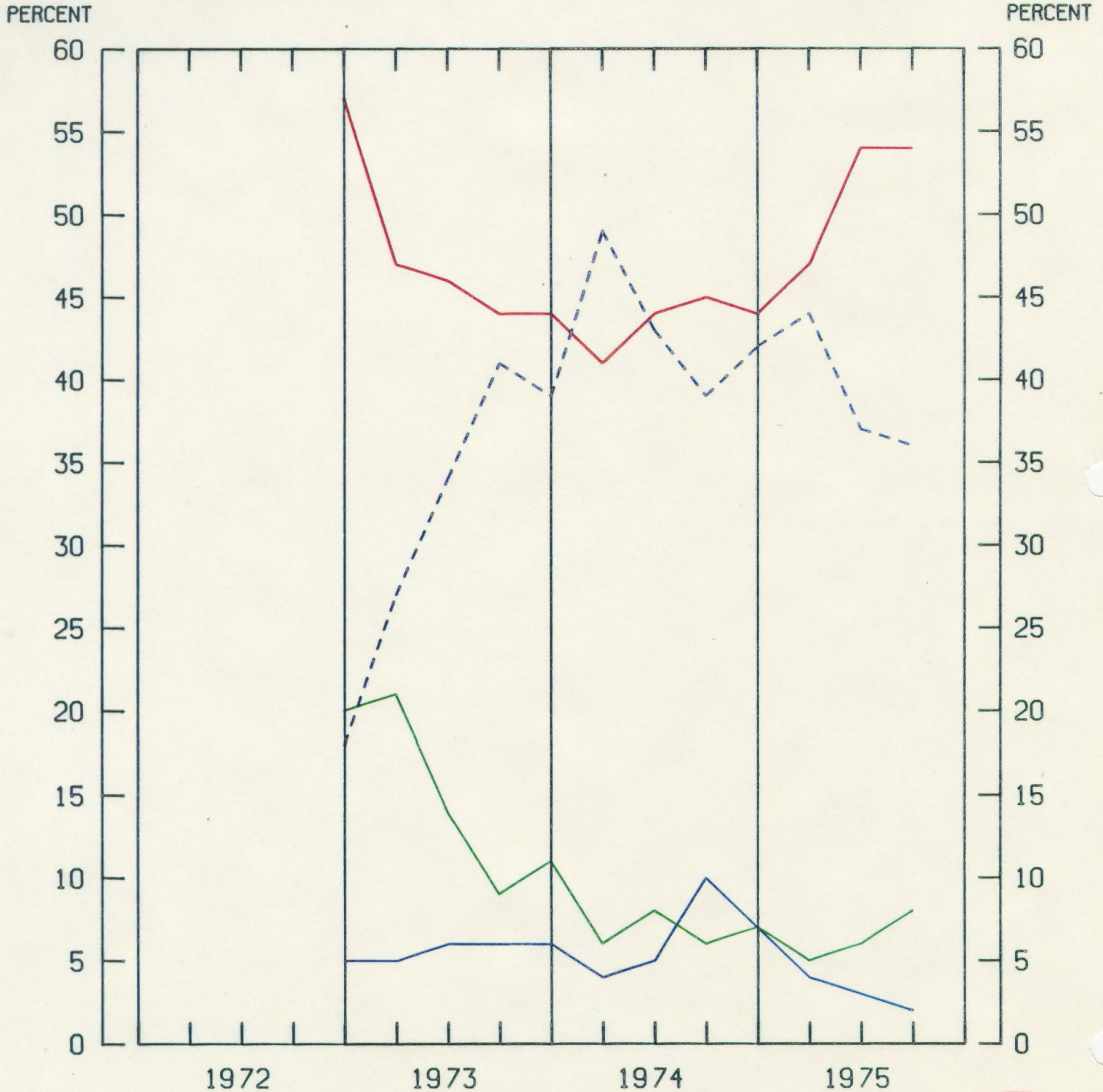
• The proportion of consumers believing prices would either stay the same or go down dropped from 51 to 19 percent.



B.6.7 - Survey of Consumer Attitudes

Government's Economic Policy in Regard to Inflation and Unemployment

	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
ONLY FAIR	54%	0.0%	20.0%
A POOR JOB - - -	36%	-2.7%	-7.7%
A GOOD JOB	8%	33.3%	33.3%
DON'T KNOW; NOT ASCERTAINED	2%	-33.3%	-80.0%



SOURCE: INSTITUTE FOR SOCIAL RESEARCH
20 OCTOBER 1975



•Despite growing consumer confidence, there were only marginal improvements in attitudes towards the effectiveness of government economic policy regarding inflation and unemployment.

•Sixty-two percent thought the government was doing a fair or better job compared to sixty percent in May.

•Only 8 percent gave a "good" rating.

•Thirty-six percent still believe the government is doing a poor job.

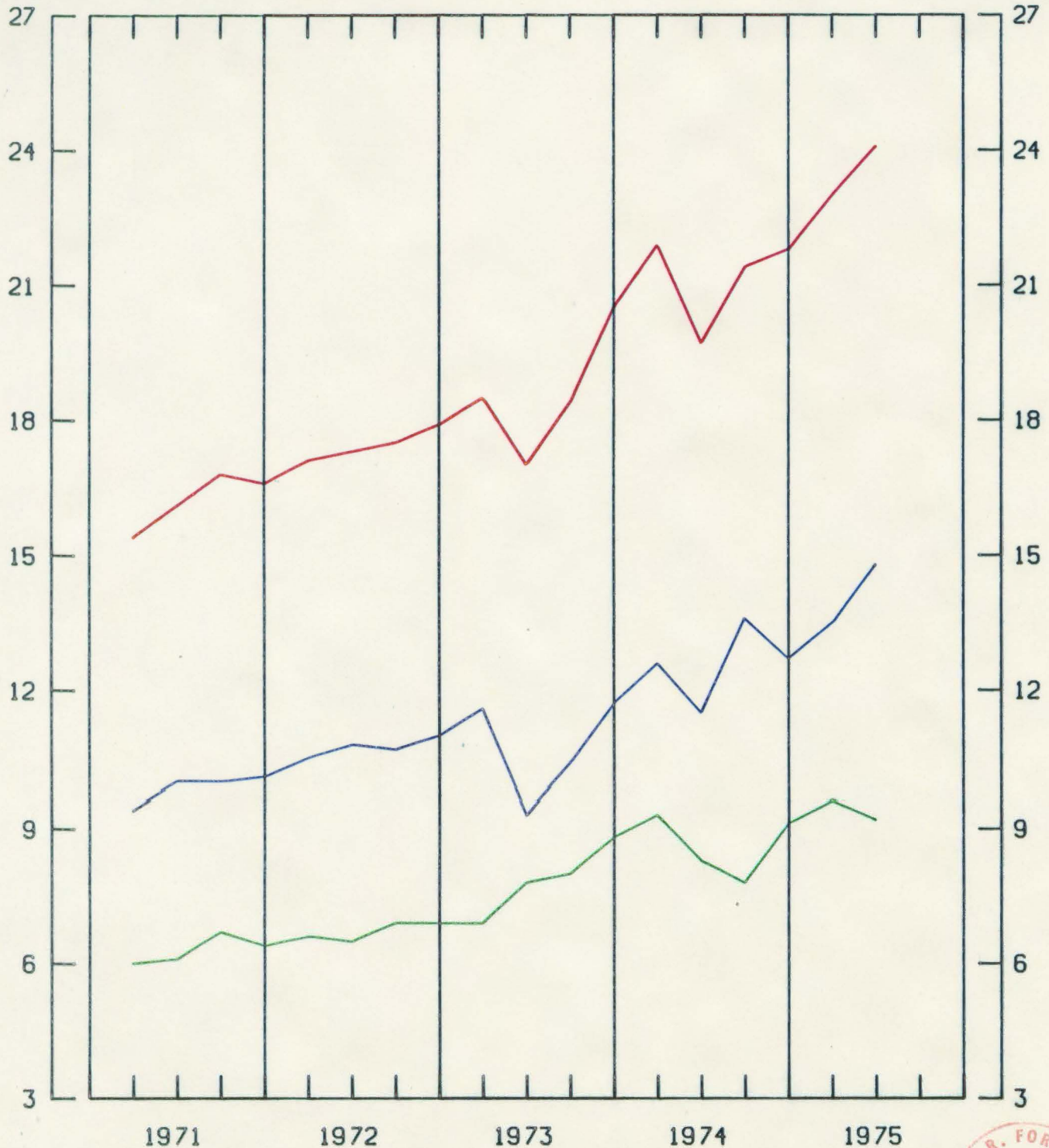


B.7.3 - Expenditures for maintenance and improvement Of Residential properties (Annual Rates)

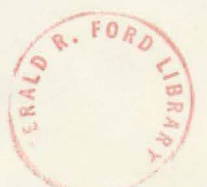
	THIS PERIOD	CHANGE LAST PER.	CHANGE YEAR AGO
TOTAL EXPENDITURES	\$24.1	4.8%	22.3%
CONSTRUCTION IMPROVEMENTS	\$14.8	9.6%	28.7%
MAINTENANCE & REPAIRS	\$9.2	-4.2%	10.8%

BILLIONS OF DOLLARS

BILLIONS OF DOLLARS



SOURCE: BUREAU OF THE CENSUS
20 OCTOBER 1975



- Total Expenditures for Maintenance and Improvement rose at a seasonally adjusted annual rate of \$1.1 billion in the second quarter or 4.8 percent.
- This compares to a 5.5 percent rise in the first quarter and a 10.0 percent decline in the second quarter of 1974.
- Construction Improvements rose 9.6 percent, an increase of \$1.3 billion, compared to a 6.3 percent rise in the first quarter.
- Maintenance and Repair expenditures declined 4.2 percent or \$0.4 billion, first decline since the third quarter of 1974.

