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*July 30, 2020 / Chapter 6 Charts: Predicting Consumers*
Predicting Consumers

Figure 1.
PERSONAL CONSUMPTION EXPENDITURES
(as a percent of nominal GDP)

Source: Bureau of Economic Analysis.

Figure 2.
PERSONAL CONSUMPTION EXPENDITURES
(as a percent of nominal GDP)

PCE / GDP
- Total PCE
- PCE ex-Health Care

Source: Bureau of Economic Analysis.
Figure 3.

LIVE BIRTHS*
(millions)

Greatest Generation 1910-1927 91-108 yrs old 47 million
Silent Generation 1928-1945 73-90 yrs old 52 million
Baby Boomers 1946-1964 54-72 yrs old 76 million
Gen X 1965-1980 38-53 yrs old 55 million
Gen Y Millennials 1981-1996 22-37 yrs old 62 million
Gen Z 1997-2010 8-21 yrs old 57 million
Gen Alpha 2011-2024 0-7 yrs old 28 million (thru 2017)

* Ages shown for each group are as of 2018.

Figure 4.

BIRTHS & GENERAL FERTILITY RATES

* General Fertility rate measures live births per 1,000 women aged 15-44.
Figure 5.

HOUSEHOLD & FAMILY AVERAGE SIZE

Average Number Of Persons
- Family
- Household

Source: Current Population Reports.

Figure 6.

US CONSUMER PRICE INDEX: TOTAL vs. COLLEGE COSTS
(1982-84=100)

Figure 7.

THE AGE WAVE
(percent of labor force 16-34 years old)

Note: Oldest and youngest Baby Boomers turned 16 in 1962 and 1980, respectively.

Figure 8.

CIVILIAN LABOR FORCE PARTICIPATION RATE*
(percent, sa)

* Labor force as percent of working-age population.
Figure 9.

CIVILIAN LABOR FORCE: FEMALES
(as a percent of total labor force)


Figure 10.

MEDIAN AGE AT FIRST MARRIAGE
(years)

Source: Current Population Reports.
Figure 11.

US HOMEOWNERSHIP RATE
(percent, nsa)

Source: Census Bureau.

Figure 12.

30-YEAR FIXED MORTGAGE INTEREST RATE
(percent, weekly)

Source: Federal Home Loan Mortgage Corporation.
Figure 13.  
AVERAGE & MEDIAN DURATION OF UNEMPLOYMENT  
(weeks, sa)

Note: Shaded areas denote recessions according to the National Bureau of Economic Research. 

Figure 14.  
HIRES, SEPARATIONS, LAYOFFS, and QUILTS  
(12-month sum, millions)

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Figure 15.

HOUSEHOLD & PAYROLL EMPLOYMENT (millions, sa, ratio scale)

- Blue line: Household Employment
- Red line: Payroll Employment

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.

Figure 16.

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Figure 17.
PAYROLL EMPLOYMENT: BIRTH/DEATH ADJUSTMENT
(Thousands)


Figure 18.
PAYROLL EMPLOYMENT: REVISIONS
(monthly change, thousands)

Figure 19.
PAYROLL EMPLOYMENT: REVISIONS
(12-month sum, millions)

Most Recent Less First-Reported


Figure 20.
PAYROLL EMPLOYMENT MEASURES
(monthly change, thousands, sa)

PRIVATE PAYROLLS*
ADP
BLS

* Monthly change in nonfarm private payroll employment.
Source: Bureau of Labor Statistics and ADP.
Figure 21. PAYROLL EMPLOYMENT MEASURES (yearly change, millions)

Private Payrolls*
- **ADP**
- **BLS**

* Monthly change in nonfarm private payroll employment.
Source: Bureau of Labor Statistics and ADP.

Figure 22. ADP NONFARM PRIVATE PAYROLL EMPLOYMENT BY COMPANY SIZE (millions, sa)

Company Size (by employees)
- Small (1-49)
- Medium (50-499)
- Large (over 500)

Source: ADP.
Figure 23.

ADP NONFARM PRIVATE PAYROLL EMPLOYMENT BY COMPANY SIZE* (as a percent of total ADP payrolls)

Company Size (by employees)
- Small
- Medium
- Large

* Company size by employees: Small (1-49), Medium (50-499), and Large (over 500).
Source: ADP.

Figure 24.

MOST IMPORTANT PROBLEMS SMALL BUSINESSES FACE (percent, 6-ma)

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: National Federation of Independent Business.
Figure 25.

**NFIB "POOR SALES" & UNEMPLOYMENT RATE**

**Note:** Shaded areas denote recessions according to the National Bureau of Economic Research.


Figure 26.

**NFIB: SMALL BUSINESS EARNINGS & POOR SALES**

Source: National Federation of Independent Business.
Figure 27.

NFIB SMALL BUSINESS SURVEY: JOB OPENINGS & UNEMPLOYMENT RATE

NFIB: Small Business with Job Openings* (percent, 3-month average)

Unemployment Rate (percent)

* First month of every quarter from 1974 to 1986, then monthly.
Note: Shaded areas denote recessions according to the National Bureau of Economic Research.

Figure 28.

LABOR FORCE & NOT IN LABOR FORCE (millions, sa, ratio scale)

Labor Force
Not In Labor Force

Figure 29.

**NOT IN LABOR FORCE***
(millions, nsa)

Not In Labor Force
- Total
- 16-24 Year Olds
- 25-54 Years Old
- 65 Years & Older

* Working-age population data are not seasonally adjusted.

Figure 30.

**YRI EARNED INCOME PROXY vs. PRIVATE WAGES & SALARIES IN PERSONAL INCOME***
(yearly percent change)

* Aggregate weekly hours times average hourly earnings of total private industries times 52.
Predicting Consumers

Figure 31.

AVERAGE WORKWEEK (hours, sa)

Private Industry Workweek
- Manufacturing Workers
- Production & Nonsupervisory Employees
- All Workers

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.

Figure 32.

PRODUCTION & NONSUPERVISING EMPLOYEES

Percent of:
- Total Private Payroll Employment
- Total Payroll Employment

Figure 33.

REAL AVERAGE HOURLY EARNINGS
PRODUCTION & NONSUPERVISORY EMPLOYEES*
(2012 dollars per hour, ratio scale)

* Average hourly earnings deflated by personal consumption expenditures deflator.

Figure 34.

PERSONAL INCOME COMPONENTS*
(as percent of Personal Income)

* Pre-tax.
Source: Bureau of Economic Analysis.
Figure 35.
SUPPLEMENTS TO WAGES & SALARIES IN PERSONAL INCOME
(trillion dollars, saar)

Source: Bureau of Economic Analysis.

Figure 36.
SUPPLEMENTS TO WAGES & SALARIES IN PERSONAL INCOME
(as a percent of Wages & Salaries plus Supplements)

Source: Bureau of Economic Analysis.
Figure 37.

PRE-TAX PROFITS & PROPRIETORS' INCOME
(billion dollars, saar, ratio scale)

- Corporate Profits*
- Proprietors' Income*

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: Bureau of Economic Analysis.

* Pre-tax corporate profits from current production and proprietors' income both include Inventory Valuation Adjustment and Capital Consumption Adjustment, which are used to restate the historical cost basis used in profits tax accounting for inventory withdrawals and depreciation to the current cost measures used in GDP.

Figure 38.

RATIO PROPRIETORS’ INCOME TO PRE-TAX CORPORATE PROFITS*

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: Bureau of Economic Analysis.

* Pre-tax corporate profits from current production and proprietors' income both include Inventory Valuation Adjustment and Capital Consumption Adjustment, which are used to restate the historical cost basis used in profits tax accounting for inventory withdrawals and depreciation to the current cost measures used in GDP.
RENTAL INCOME OF PERSONS IN PERSONAL INCOME* (billion dollars, saar, ratio scale)

* For tenant-occupied property, rental income of persons is the income of the landlord from current production less the related expenses, such as depreciation, maintenance and repairs, property taxes, and mortgage interest. For owner-occupied property, rental income of persons is the imputed net income of the owner.

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: Bureau of Economic Analysis.

TENANT & OWNER-OCCUPIED RENT IN PERSONAL CONSUMPTION EXPENDITURES (billion dollars, saar, ratio scale)

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: Bureau of Economic Analysis.
Figure 41.

US GOVERNMENT SOCIAL BENEFITS TO PERSONS IN PERSONAL INCOME
(percent of personal income)

Source: Bureau of Economic Analysis.

Figure 42.

PERSONAL CURRENT TAXES* IN PERSONAL INCOME
(as a percent of Personal Income)

* Consists mostly of individual income taxes. Does not include payroll taxes.
Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: Bureau of Economic Analysis.
Figure 43.

REAL DISPOSABLE PERSONAL INCOME vs. REAL PERSONAL CONSUMPTION EXPENDITURES (trillion 2012 dollars, saar ratio scale)

- Red line: Real Personal Consumption Expenditures
- Blue line: Real Disposable Personal Income

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: Bureau of Economic Analysis.

Figure 44.

REAL DISPOSABLE PERSONAL INCOME vs. REAL PERSONAL CONSUMPTION EXPENDITURES (yearly percent change)

- Red line: Real Personal Consumption Expenditures
- Blue line: Real Disposable Personal Income

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: Bureau of Economic Analysis.
Figure 45.

PERSONAL SAVING RATE (percent)

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: Bureau of Economic Analysis.

Figure 46.

REAL PERSONAL SAVING PER HOUSEHOLD* (thousand 2012 dollars, saar)

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: Bureau of Economic Analysis and Census Bureau.

* 12-month sum in personal saving.
Figure 47.

REAL PERSONAL CONSUMPTION EXPENDITURES PER HOUSEHOLD
(thousand 2012 dollars, saar, ratio scale)

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.

Figure 48.

REAL PERSONAL CONSUMPTION EXPENDITURES PER HOUSEHOLD
(thousand dollars, saar)

Source: Bureau of Economic Analysis.
Figure 49.

PERSONAL CONSUMPTION EXPENDITURES
(as percent of Disposable Personal Income)

Source: Bureau of Economic Analysis.

Figure 50.

PERSONAL CONSUMPTION EXPENDITURES: HEALTH CARE SERVICES
(as percent of nominal Disposable Personal Income)

Source: Bureau of Economic Analysis.
Figure 51.

PERSONAL CONSUMPTION EXPENDITURES: NONDURABLE GOODS
(as percent of Disposable Personal Income)

Source: Bureau of Economic Analysis.

Figure 52.

PERSONAL CONSUMPTION EXPENDITURES: FOOD & CLOTHING
(as percent of nominal Disposable Personal Income)

Source: Bureau of Economic Analysis.
PERSONAL CONSUMPTION EXPENDITURES: DURABLE GOODS
(as percent of Disposable Personal Income)

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: Bureau of Economic Analysis.

PERSONAL CONSUMPTION EXPENDITURES: MOTOR VEHICLE & PARTS
(as a percent of Disposable Personal Income)

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: Bureau of Economic Analysis.
CONSUMER SURVEYS: OVERALL INDEXES

* Consumer Confidence Index*  
  (1985=100, sa)

** Consumer Sentiment Index**  
  (Q1-1966=100, nsa)

** Quarterly from 1953 through 1977, then monthly data begins in January 1978. Not seasonally adjusted.

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: The Conference Board and the University of Michigan Survey Research Center.

CONSUMER SURVEYS: CURRENT CONDITIONS INDEXES

* Consumer Confidence Index*  
  (1985=100, sa)

** Consumer Sentiment Index**  
  (Q1-1966=100, nsa)

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: The Conference Board and the University of Michigan Survey Research Center.
Figure 57.

**CONSUMER SURVEYS: EXPECTATIONS INDEXES**

- Consumer Confidence Index (1985=100, sa)
- Consumer Sentiment Index (Q1-1966=100, nsa)

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: The Conference Board and the University of Michigan Survey Research Center.

Figure 58.

**CONSUMER OPTIMISM INDEX**

- Total
- Present
- Expectations

* Average of Consumer Sentiment Index and Consumer Confidence Index.
Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: The Conference Board and the University of Michigan Survey Research Center.
CONSUMER CONFIDENCE SURVEY: AVAILABILITY OF JOBS*
(percent saying so, sa)

Jobs Plentiful
Jobs Hard To Get

Figure 59.

JOBS AVAILABLE*
(percent saying so)

* Every other month from 1967 through mid-1977, then monthly since July 1977. Seasonally adjusted.
Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Source: The Conference Board.

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
CONSUMER CONFIDENCE SURVEY: CURRENT CONDITIONS & JOBS AVAILABILITY

Jobs Plentiful Minus
Jobs Hard To Get*
(percentage saying so)

Current Conditions Index

* Every other month from 1967 through mid-1977, then monthly since July 1977. Seasonally adjusted.
Source: The Conference Board.

NFIB SMALL BUSINESS SURVEY: JOB OPENINGS & JOBS AVAILABILITY

* First month of every quarter from 1974 to 1986, then monthly.
** Every other month from 1967 through mid-1977, then monthly since July 1977. Seasonally adjusted.
Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
CONSUMER CONFIDENCE SURVEY: JOBS AVAILABILITY & UNEMPLOYMENT RATE
(sa)

* Every other month from 1967 through mid-1977, then monthly since July 1977. Seasonally adjusted.

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.

Initial Unemployment Claims
(thousands, sa, 4-week ma)

* Every other month from 1967 through mid-1977, then monthly since July 1977. Seasonally adjusted.

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.
Predicting Consumers

Figure 65.

Average Hourly Earnings* (yearly percent change)

Consumer Confidence Survey: Jobs Plentiful**

Note: Shaded areas denote recessions according to the National Bureau of Economic Research.

Figure 66.

ECI Wages & Salaries vs Jobs Plentiful (sa)

ECI: Wages & Salaries
Private Industry (yearly percent change)

Jobs Plentiful* (percent saying so)
