

SURVEY OF BUSINESSMEN'S EXPECTATIONS, CONDUCTED BY DUN & BRADSTREET, INC.

What businessmen expect for the 4th quarter of 1962 compared with the 4th quarter of 1961

[Interview period: July 16-27, 1962]

	All concerns	Total manufacturers	Manufacturers		Wholesalers	Retailers
			Durables	Nondurables		
Number reporting.....	1,531	811	433	378	507	213
Net sales, percent expecting—						
Increase.....	62	65	64	65	54	67
No change.....	33	30	30	31	39	27
Decrease.....	5	5	6	4	7	6
Number reporting.....	1,460	771	413	358	483	206
Net profits, percent expecting—						
Increase.....	49	53	55	51	44	49
No change.....	44	40	38	42	49	45
Decrease.....	7	7	7	7	7	6
Number reporting.....	1,507	796	426	370	502	209
Selling prices, percent expecting—						
Increase.....	10	9	10	9	10	12
No change.....	86	86	87	86	87	86
Decrease.....	4	5	3	5	3	2
Number reporting.....	1,515	803	430	373	501	211
Level of inventories, ¹ percent expecting—						
Increase.....	24	26	26	26	19	25
No change.....	67	64	63	66	70	68
Decrease.....	9	10	11	8	11	7
Number reporting.....	1,520	804	430	374	503	213
Number of employees, ¹ percent expecting—						
Increase.....	13	17	20	14	7	10
No change.....	83	79	76	82	89	88
Decrease.....	4	4	4	4	4	2
Number reporting.....		745	409	336		
New orders, percent expecting—						
Increase.....		53	53	53		
No change.....		43	43	43		
Decrease.....		4	4	4		

¹ End of quarter.