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Trading Stamp 'Craze' Has Hit 33,000,000 Households

Many People, However, Feel That Giving Trading Stamps Is Bad Business Practice

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PRINCETON, N. J., Aug. 31—**The trading stamp "craze" has hit some 33 million U. S. households — or two out of every three in the country.**

The latest Institute survey shows that in a majority of those households where stamps are saved, one or more premiums have already been earned, but that the public, generally, is not sold on how much of a good thing the stamps are.

Seven out of 10 people, incidentally, say that the stores where they regularly shop give trading stamps with purchases.

As might be expected, a person's views on whether the stamps are a good thing or a bad thing depend on whether or not he is a stamp-saver.

Those who do not make a practice of saving the multi-colored stamps given out by retail merchants across the country believe it would be a good thing if stores got together and agreed not to give stamps.

In their opinion, giving trading stamps is a bad business practice because stores just raise their prices to cover the value of the stamps anyway.

The "stamp-savers," however, disagree on both counts.

The first question asked of a representative cross-section of adults from coast to coast:

"Do you, or does any member of your immediate family, happen to save or collect trading stamps?"

The results for all adults:

Yes	66%
No	34

Seven out of 10 persons who said they saved the stamps reported that they had already received some kind of a premium for their efforts.

The Institute next asked two questions which sought to determine the views of the general public on whether they regard the stamps as a good business practice or not.

"Some people say that giving trading stamps is a bad business practice—that stores raise their prices to cover the value of the stamps. Do you agree or disagree with this?"

The public votes as follows on the question:

Agree	44%
Disagree	39
Don't know	17

Those who save stamps feel differently about the issue than those who do not save stamps:

	Savers	Non-Savers
Agree	43%	47%
Disagree	47	23
Don't know	10	30

Interestingly enough, the business and professional people — a group which would include the store proprietors who give the stamps — feel even more strongly than the general public that giving trading stamps is a bad business practice.

The next question:

"Do you think it would be a good thing if stores got together and agreed not to give stamps?"

The results for all adults:

Yes, good thing	43%
No, not good	38
Don't know	19

Again, the stamp-savers differ from non-savers on the question:

	Savers	Non-Savers
Yes, good thing	42%	45%
No, not good	45	23
Don't know	13	32