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1977

on 2/2/77

American Agricultural Economics Association
San Diego, California
August 2, 1977

UNIVERSITY OF CALIFORNIA
DAVIS
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CHARTS
for
E. Scott Maynes' Paper on
"INFORMATIONAL IMPERFECTIONS OF LOCAL CONSUMER MARKETS:
ASSESSMENT AND POLICY IMPLICATIONS"

Cornell Univ. Dept of Cons Econ & Housing

Chart 1-A

Term Life Insurance: Prices and Access
in Minneapolis, January, 1977^a

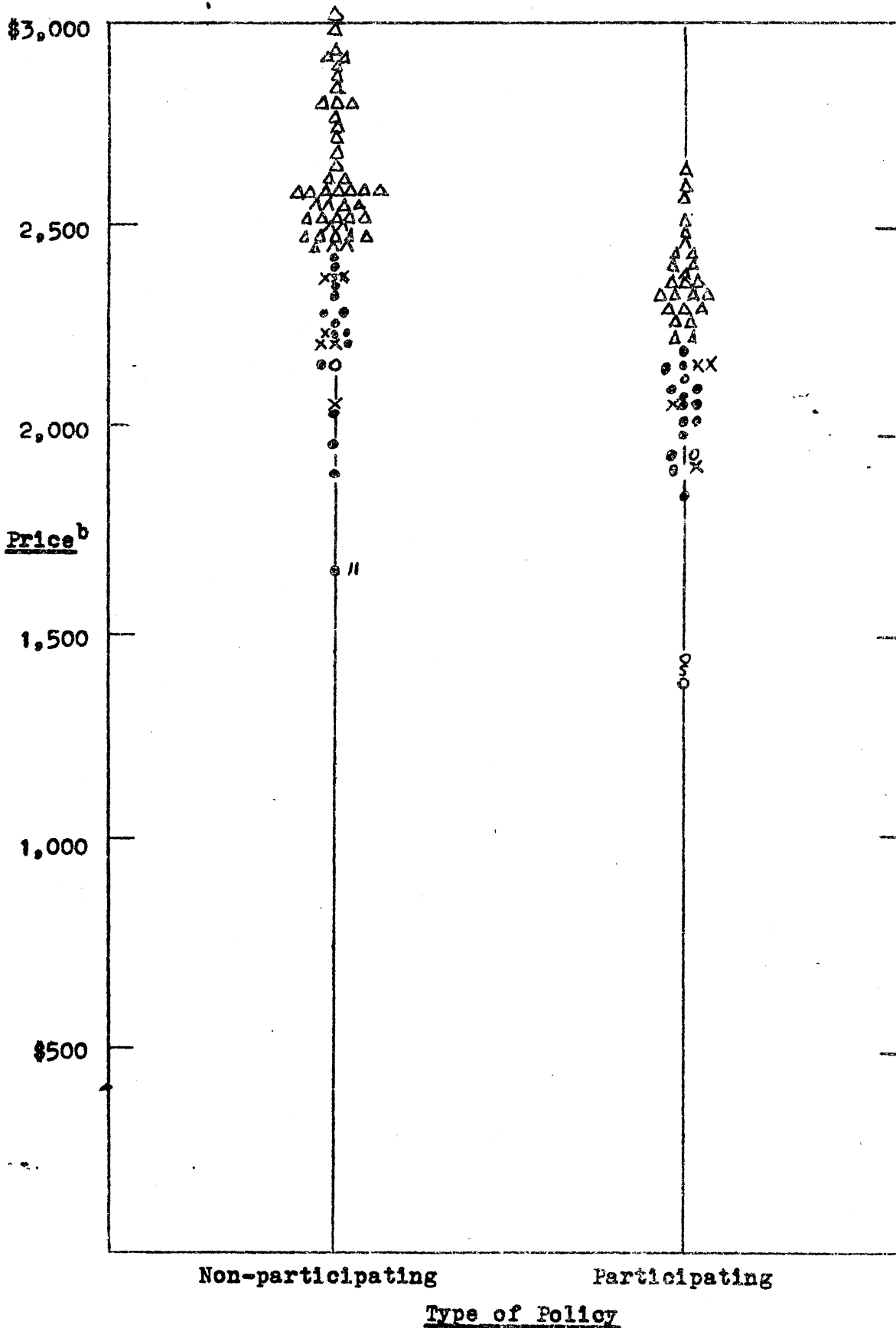


CHART 1-B

Term Life Insurance: Prices and Access
in Ann Arbor, January, 1977^a

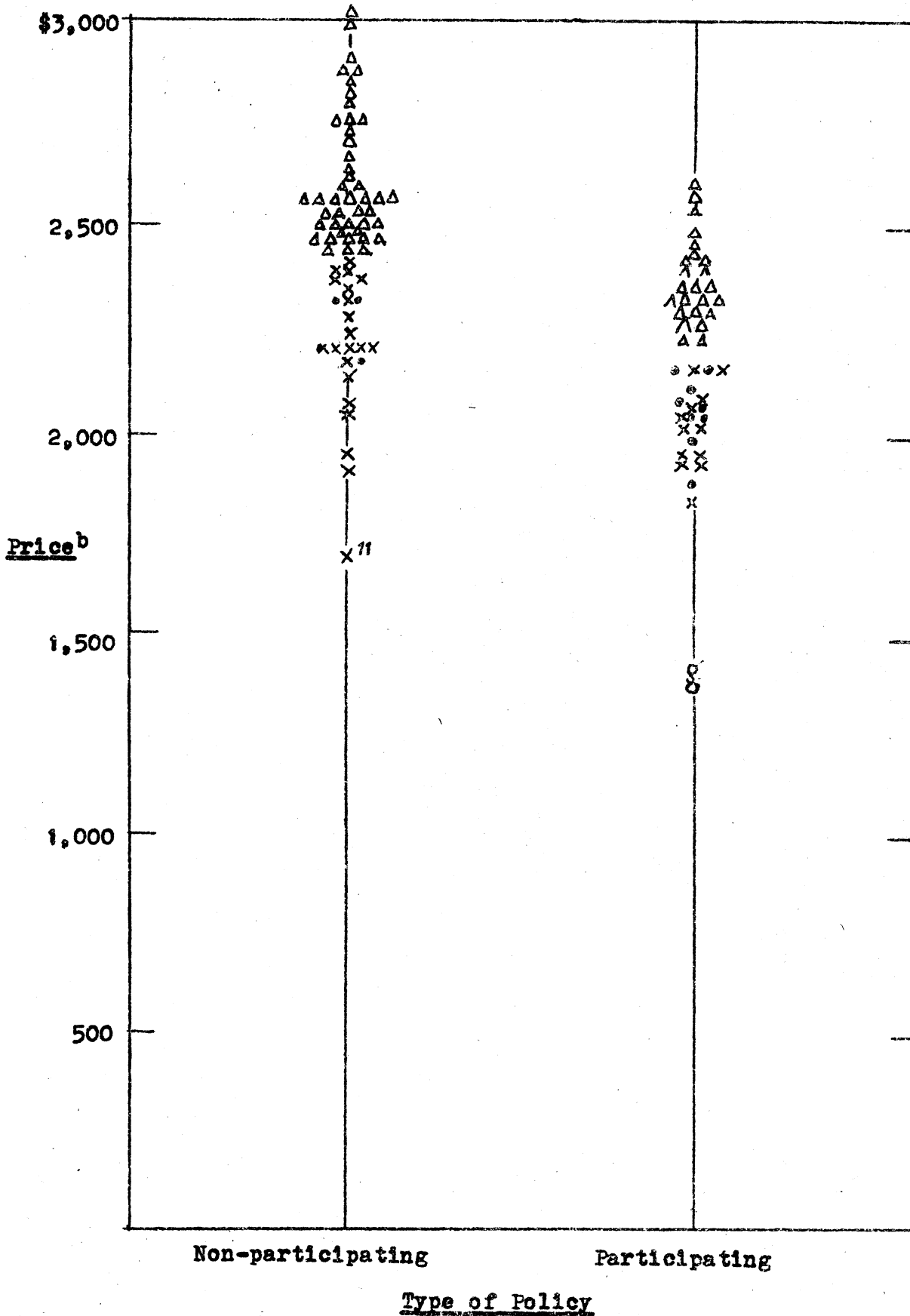
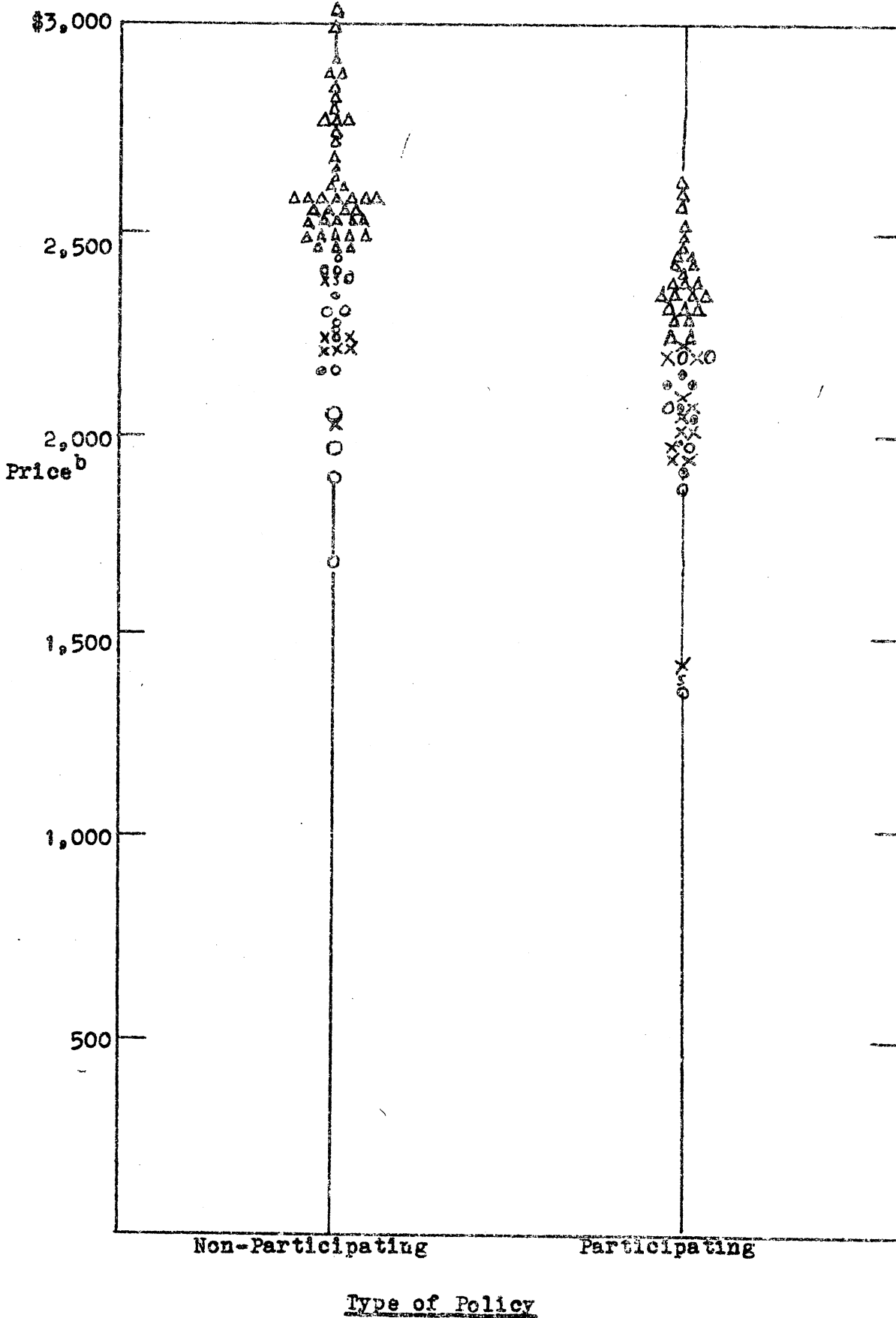


CHART 1-C

Term Life Insurance: Prices and Access
in Ithaca, New York, January, 1977^a



^aSource: Price data are taken from Consumer Reports, January, 1974, pp. 43-45; accessibility data were collected by Anthony Schiano, in June, 1977.

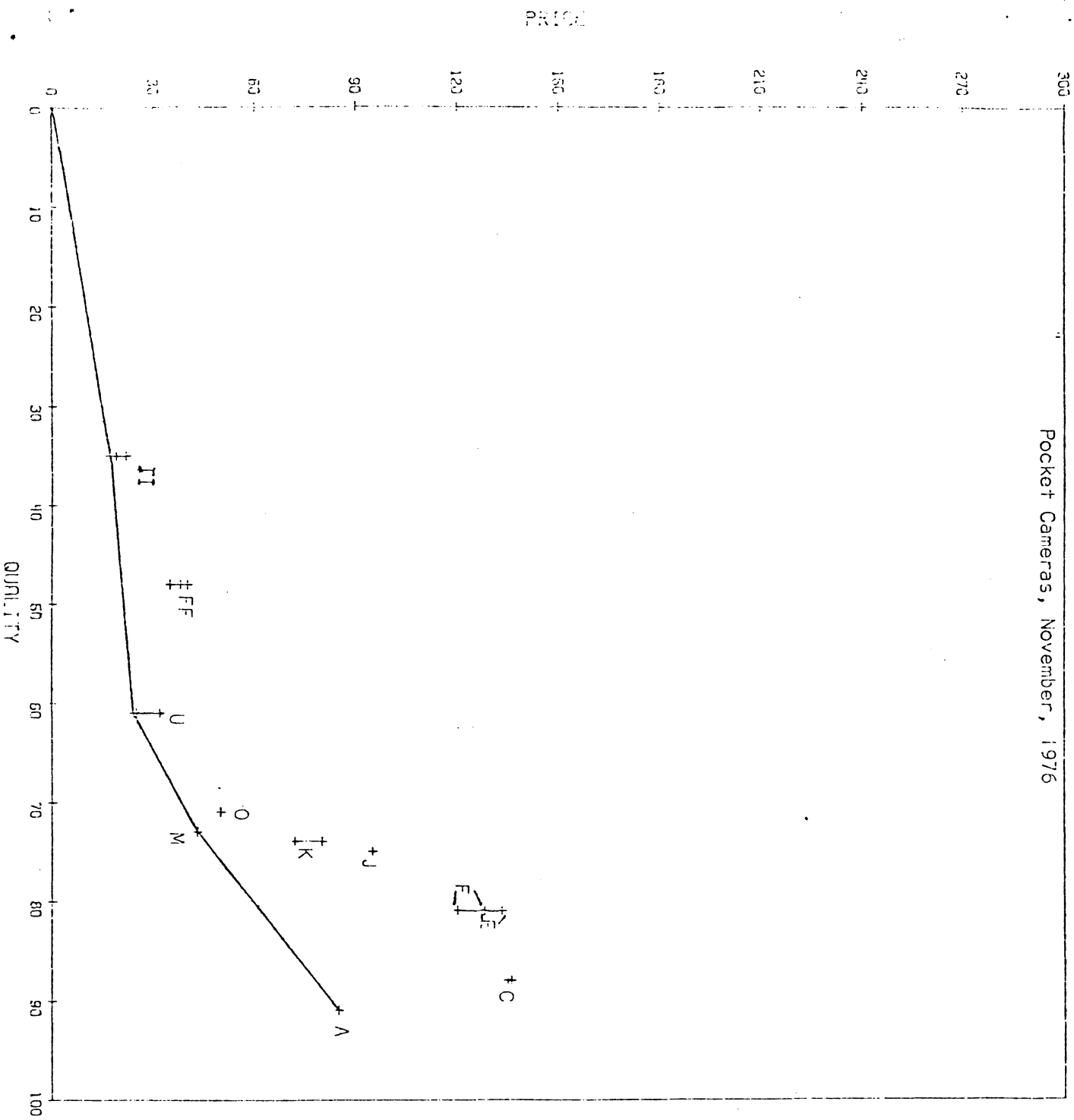
The symbols used in the charts:

- e Readily accessible (Company listed in the Yellow Pages)
- x Accessible with difficulty: sales by mail, or company has agent in the state who is not listed under the Company Name in the Yellow Pages
- s Special clientele: available only to special class of purchasers, e. g., TIAA for present or former staff of educational institutions
- o No access: not licensed in state, no agents in state
- Δ Accessibility not investigated: high-priced policies

^bPrices pertain to Five-Year Guaranteed Renewable and Convertible Term Policies. The price charged represents cumulative 20-year costs for a policy of \$25,000 (face value), estimated under the 20-year interest-adjusted method. (For explanation, cf. Consumer Reports, op. cit.) Policies were priced for a 25-year-old male in good health.

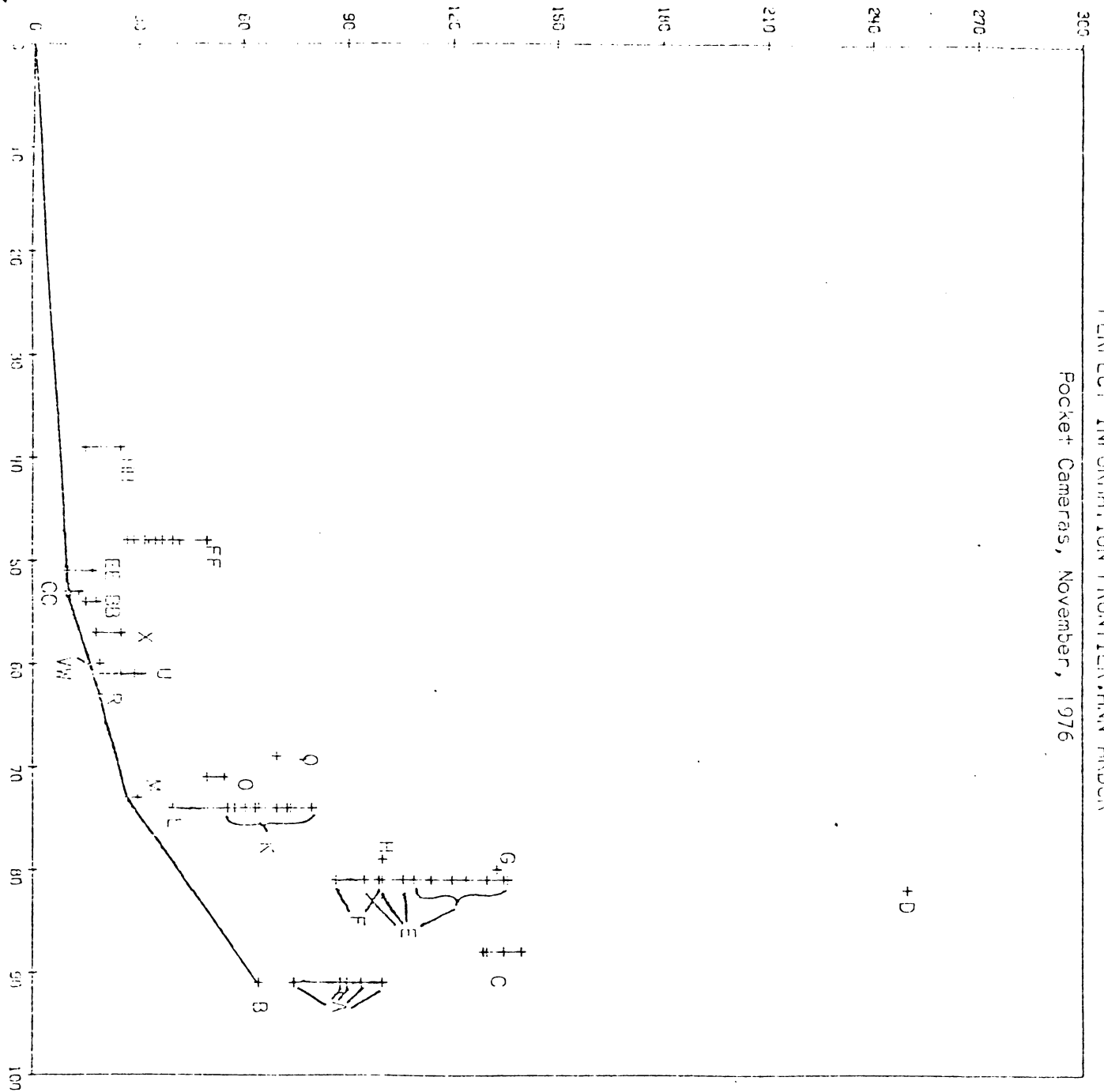
PERFECT INFORMATION FRONTIER, ITHACA

Pocket Cameras, November, 1976



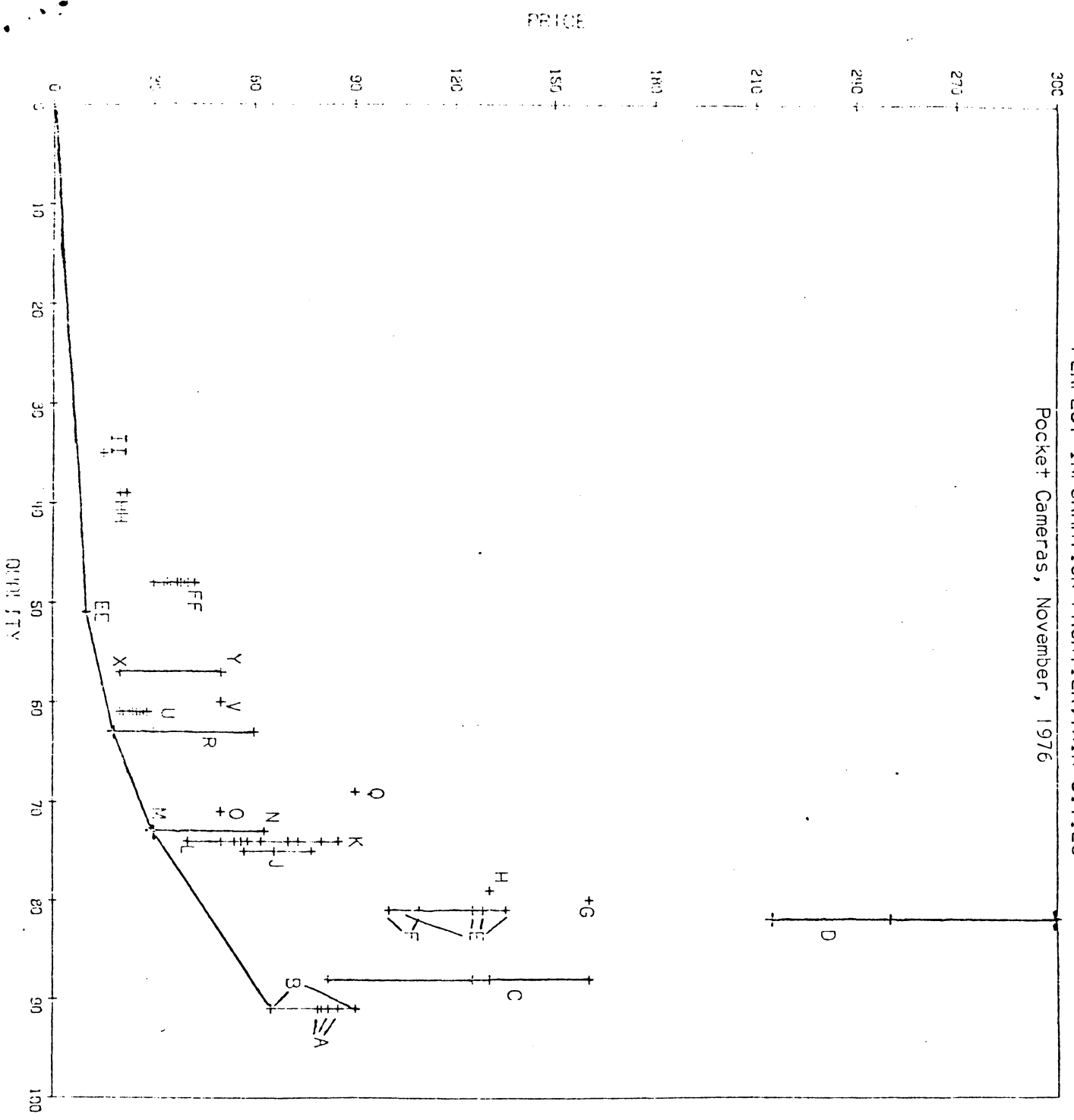
Source: Quality scores--Consumer Reports, June, 1976.
 Prices--Collected by Anthony Schiano in July 29, 1976.
 Letters denote varieties of pocket cameras. Each + represents
 an actual price quotation.

Chart 2-B
 PERFECT INFORMATION FRONTIER, ANN ARBOR
 Pocket Cameras, November, 1976



Source: Quality scores--Consumer Reports, June, 1976.
 Prices--Collected by Patience Nelson from July 22 - August 2, 1976.
 Letters denote varieties of pocket cameras. Each + represents an actual price quotation.

Chart 2-C
 PERFECT INFORMATION FRONTIER, TWIN CITIES
 Pocket Cameras, November, 1976



Source: Quality scores--Consumer Reports, June, 1976.
 Prices--Collected by Karen A. Vogl from September 23-24, 1976.
 Letters denote varieties of pocket cameras. Each + represents an actual price quotation.