Notes from the Challenge of Affluence

P1 “Affluence breeds impatience, and impatience undermines well-being.” Avener Offer’s premise.

P16 “1960s anAs the two deades of the post war age (c.1950-1970) came to an end, attention began to shift towards the costs of affluence, ecological, social and psychic.”

P108 Advertising ‘puffs’ (e.g. wash whiter than white’ or hands that do dishes can feel as softa as your face’) are knowto be untrue but they do rinforce a comittment to quaiy, eg. It will wash it white.

Time saving durables (e.g. washing machines, hoovers) vs time using durables (TVs radios)

Clothes washed more frequently, floors hovered. Task assigned to servants husbands or children fell to the housewife. In the mid 1970s jusbands performed less htan 10% of routein domestic work --🡪> see

Gershuny ‘Time Budgets as a social indicator” journal of public policy, 9, 419-24 (1989)

Gershuny “*Changing Times” Work and Leisure in Postindustrial Society*

Gershuny “Are we running out of Time” Futures, 24, 3-22 (1992)

AH Halsey *British Social Trends in the 20th Century*

Miller Poverty and self indulgence in Ferman and Kornbluh and Haber *Poverty in America: A book of readings*

Lysgaard social stratification

Lawrance Poverty and the rat of time preference  *Journal of Political economy* 1991, v 99 p54-77

Is there any information on consumables? This is all focused on durables. There must be sales info and studies on consumables somewhere.