ATTACHMENT 1
UNWEIGHTED RESULTS OF INDEX QUESTIONS

			STATE OF NATIONAL ECONOMY							STATE OF PERSONAL FINANCES							TIME TO BUY						
WEEK OF:	RAW FREQ	OVER -ALL INDEX	NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P
11/05/17	250	55.3	56.0	56.0	4.9	51.0	44.0	28.4	15.6	59.1	59.1	7.3	51.8	40.9	23.5	17.4	50.8	50.8	4.4	46.4	49.2	29.0	20.2

ATTACHMENT 2

FINAL WEIGHTED RESULTS AND RESULTANT INDICIES

(Final Monthly and Four Week Cumes)

			STATE OF NATIONAL ECONOMY							STATE OF PERSONAL FINANCES							TIME TO BUY						
	RAW FREQ	OVER -ALL INDEX	NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P
ROLLING 4 WK AVG ENDING:																							
Nov																							
11/05/17	1000	51.5	51.9	51.9	5.4	46.5	48.1	33.1	15.0	59.3	59.3	6.3	53.1	40.7	23.4	17.3	43.3	43.3	3.6	39.7	56.7	35.9	20.9

ATTACHMENT 3
FINAL WEIGHTED RESULTS AND RESULTANT INDICIES

				STATE OF NATIONAL ECONOMY							STATE OF PERSONAL FINANCES							TIME TO BUY						
	RAW %	WGTF %	OVER -ALL INDEX	NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P
FOUR WEEKS ENDING: 11/05/17																								
TOTAL	100.0	100.0	51.5	51.9	51.9	5.4	46.5	48.1	33.1	15.0	59.3	59.3	6.3	53.1	40.7	23.4	17.3	43.3	43.3	3.6	39.7	56.7	35.9	20.9
STATE OF NATION'S ECONOMY																								
EXCELLENT	5.5	5.3	87.8	100.0	100.0	100.0	-	0.0	-	-	87.5	87.5	36.7	50.8	12.5	5.3	7.2	76.1	76.1	18.6	57.5	23.9	16.8	7.1
GOOD	46.3	45.5	78.5	100.0	100.0	-	100.0	0.0	-	-	76.5	76.5	8.1	68.4	23.5	16.4	7.1	58.9	58.9	5.2	53.7	41.1	29.8	11.3
NOT SO GOOD	31.7	32.4	27.1	0.0	0.0	-	-	100.0	100.0	-	49.1	49.1	1.4	47.7	50.9	35.6	15.3	32.3	32.3	0.3	32.0	67.7	44.6	23.2
POOR	14.5	14.7	10.2	0.0	0.0	-	-	100.0	-	100.0	20.0	20.0	0.3	19.7	80.0	23.8	56.2	10.5	10.5	1.0	9.5	89.5	43.0	46.5
STATE OF PERSONAL FINANCES																								
EXCELLENT	7.5	6.2	93.5	91.9	91.9	31.8	60.1	8.1	7.5	0.6	100.0	100.0	100.0	-	0.0	-	-	88.6	88.6	33.6	55.0	11.4	5.2	6.2
GOOD	53.1	52.2	75.5	64.9	64.9	5.2	59.7	35.1	29.5	5.6	100.0	100.0	-	100.0	0.0	-	-	61.7	61.7	2.6	59.1	38.3	31.5	6.8
NOT SO GOOD	22.3	23.0	17.0	34.1	34.1	1.3	32.8	65.9	50.5	15.4	0.0	0.0	-	-	100.0	100.0	-	16.8	16.8	0.2	16.7	83.2	57.4	25.8
POOR	15.8	17.0	9.3	21.4	21.4	2.3	19.2	78.6	29.3	49.2	0.0	0.0	-	-	100.0	-	100.0	6.4	6.4	-	6.4	93.6	32.4	61.2
TIME TO BUY																								
EXCELLENT	4.3	3.5	97.5	93.7	93.7	27.7	66.0	6.3	2.4	4.0	98.9	98.9	59.8	39.1	1.1	1.1	-	100.0	100.0	100.0	-	0.0	-	-
GOOD	42.8	39.3	85.9	70.2	70.2	7.8	62.4	29.8	26.3	3.5	87.4	87.4	8.7	78.8	12.6	9.8	2.8	100.0	100.0	-	100.0	0.0	-	-
NOT SO GOOD	33.1	35.5	29.5	41.2	41.2	2.5	38.6	58.8	41.0	17.8	47.3	47.3	0.9	46.3	52.7	37.2	15.6	0.0	0.0	-	-	100.0	100.0	-

ATTACHMENT 3
FINAL WEIGHTED RESULTS AND RESULTANT INDICIES

	RAW %	WGTF %	OVER-ALL INDEX	STATE OF NATIONAL ECONOMY NET	POS NET	E	G	NEG NET	NG	P	STATE OF PERSONAL FINANCES NET	POS NET	E	G	NEG NET	NG	P	TIME TO BUY NET	POS NET	E	G	NEG NET	NG	P
POOR	18.6	20.6	15.8	28.0	28.0	1.9	26.1	72.0	37.8	34.2	19.4	19.4	1.9	17.6	80.6	29.1	51.4	0.0	0.0	-	-	100.0	-	100.0
SEX																								
MALE	50.9	48.5	57.9	60.0	60.0	8.3	51.7	40.0	27.7	12.3	63.8	63.8	8.7	55.1	36.2	19.8	16.4	50.0	50.0	5.2	44.8	50.0	32.3	17.7
FEMALE	49.1	51.5	45.4	44.2	44.2	2.6	41.6	55.8	38.2	17.6	55.1	55.1	4.0	51.2	44.9	26.8	18.1	37.0	37.0	2.0	34.9	63.0	39.2	23.8
AGE																								
18 - 34	17.8	27.4	51.2	49.4	49.4	7.8	41.5	50.6	38.6	12.0	61.4	61.4	6.2	55.2	38.6	23.6	15.0	43.0	43.0	2.8	40.1	57.0	34.8	22.2
35 - 44	10.7	16.2	54.7	59.3	59.3	4.5	54.8	40.7	24.3	16.5	62.1	62.1	5.5	56.6	37.9	17.0	20.9	42.7	42.7	4.7	38.0	57.3	38.7	18.6
45 - 54	16.8	16.9	50.0	56.5	56.5	4.9	51.6	43.5	28.7	14.8	54.5	54.5	4.1	50.4	45.5	26.2	19.3	39.1	39.1	1.9	37.2	60.9	44.5	16.4
55 - 64	19.3	16.9	46.4	46.7	46.7	3.6	43.0	53.3	38.9	14.4	54.8	54.8	7.4	47.5	45.2	27.8	17.4	37.8	37.8	3.7	34.0	62.2	41.5	20.7
65+	32.1	19.5	51.3	46.0	46.0	3.0	43.0	54.0	33.9	20.1	57.3	57.3	6.8	50.5	42.7	25.1	17.7	50.6	50.6	4.8	45.9	49.4	25.0	24.4
H. H. INCOME																								
UNDER $15K	13.3	14.8	29.1	40.0	40.0	2.7	37.3	60.0	30.1	29.9	25.0	25.0	0.9	24.1	75.0	34.2	40.7	22.2	22.2	0.3	21.8	77.8	32.2	45.6
$15K - $24.9K	11.9	12.4	27.8	29.7	29.7	2.2	27.5	70.3	48.8	21.5	30.1	30.1	1.5	28.6	69.9	36.2	33.7	23.6	23.6	2.1	21.5	76.4	46.4	30.0
$25K - $39.9K	15.0	14.7	41.9	45.3	45.3	5.7	39.6	54.7	39.0	15.7	46.7	46.7	4.4	42.3	53.3	34.2	19.1	33.7	33.7	1.0	32.7	66.3	43.2	23.1
$40K - $49.9K	7.1	7.0	53.3	48.6	48.6	6.5	42.1	51.4	36.2	15.2	64.4	64.4	6.3	58.1	35.6	23.6	12.0	47.0	47.0	1.0	46.0	53.0	42.5	10.5
UNDER $50K	48.5	50.1	36.4	40.7	40.7	4.3	36.4	59.3	38.1	21.2	38.7	38.7	2.8	35.9	61.3	33.2	28.1	29.7	29.7	1.0	28.7	70.3	40.6	29.8
$50K+	41.7	40.7	69.3	65.4	65.4	7.6	57.9	34.6	27.7	6.8	83.2	83.2	11.6	71.6	16.8	12.5	4.3	59.4	59.4	7.2	52.2	40.6	30.6	10.0
$50K - $74.9K	12.0	10.8	64.4	64.9	64.9	11.0	53.8	35.1	27.4	7.8	74.7	74.7	10.5	64.2	25.3	17.6	7.7	53.5	53.5	4.4	49.1	46.5	35.1	11.4

ATTACHMENT 3
FINAL WEIGHTED RESULTS AND RESULTANT INDICIES

				STATE OF NATIONAL ECONOMY							STATE OF PERSONAL FINANCES							TIME TO BUY						
	RAW %	WGTF %	OVER -ALL INDEX	NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P
$75K - $99.9K	11.1	10.7	60.6	54.8	54.8	4.6	50.2	45.2	38.6	6.7	77.1	77.1	4.3	72.7	22.9	17.3	5.6	50.1	50.1	5.5	44.6	49.9	38.2	11.7
$100K+	17.9	18.6	77.4	72.5	72.5	7.6	65.0	27.5	20.8	6.6	91.4	91.4	16.9	74.5	8.6	6.8	1.8	68.2	68.2	9.9	58.3	31.8	23.2	8.6
CENSUS REGION																								
NORTHEAST	17.5	17.8	49.6	48.3	48.3	5.9	42.4	51.7	35.8	15.9	58.2	58.2	6.7	51.5	41.8	26.6	15.1	42.1	42.1	6.9	35.2	57.9	40.8	17.1
NORTH CENTRAL	26.6	20.9	53.3	54.7	54.7	6.7	48.0	45.3	26.9	18.4	61.6	61.6	8.2	53.3	38.4	21.7	16.8	43.6	43.6	1.4	42.1	56.4	34.5	21.9
SOUTH	35.3	37.7	49.9	50.7	50.7	3.2	47.5	49.3	39.3	10.0	56.1	56.1	5.0	51.0	43.9	27.3	16.7	42.9	42.9	3.3	39.6	57.1	37.3	19.8
WEST	20.6	23.5	53.9	53.9	53.9	7.3	46.6	46.1	26.4	19.7	63.5	63.5	6.2	57.3	36.5	16.1	20.4	44.4	44.4	3.4	41.0	55.6	31.0	24.5
HOME																								
OWN	67.2	61.5	58.8	56.4	56.4	6.6	49.8	43.6	30.2	13.4	69.5	69.5	9.0	60.6	30.5	17.2	13.3	50.5	50.5	4.8	45.7	49.5	34.3	15.2
RENT	31.2	36.8	40.0	44.3	44.3	3.6	40.7	55.7	38.3	17.3	43.8	43.8	1.9	41.9	56.2	33.3	22.9	31.7	31.7	1.7	30.0	68.3	39.2	29.1
MARITAL STATUS																								
SINGLE	23.6	26.5	47.2	47.5	47.5	4.8	42.7	52.5	38.1	14.4	55.0	55.0	3.0	51.9	45.0	29.6	15.5	39.2	39.2	1.8	37.4	60.8	38.1	22.7
MARRIED	47.0	52.2	58.4	58.0	58.0	6.8	51.1	42.0	30.0	12.0	67.7	67.7	9.4	58.3	32.3	18.6	13.7	49.6	49.6	4.8	44.8	50.4	33.1	17.3
SEPERATED/ WIDOWED/ DIVORCED	28.3	19.8	38.4	40.9	40.9	2.6	38.3	59.1	36.3	22.7	42.7	42.7	2.7	40.0	57.3	28.6	28.7	31.7	31.7	2.2	29.4	68.3	40.0	28.3
EMPLOYMENT STATUS																								
FULL-TIME	39.9	44.4	61.7	61.8	61.8	7.9	53.9	38.2	28.2	10.0	71.7	71.7	9.5	62.2	28.3	21.1	7.2	51.8	51.8	4.7	47.0	48.2	35.0	13.3
PART-TIME	12.6	15.2	47.2	50.5	50.5	1.9	48.6	49.5	34.7	14.8	55.2	55.2	1.6	53.6	44.8	25.3	19.4	36.0	36.0	0.2	35.8	64.0	43.5	20.4

ATTACHMENT 3
FINAL WEIGHTED RESULTS AND RESULTANT INDICIES

	RAW %	WGTF %	OVER-ALL INDEX	STATE OF NATIONAL ECONOMY							STATE OF PERSONAL FINANCES							TIME TO BUY						
				NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P
NOT EMPLOYED	47.1	39.9	42.0	41.5	41.5	4.0	37.5	58.5	37.5	21.0	47.9	47.9	4.6	43.3	52.1	24.1	28.0	36.8	36.8	3.6	33.2	63.2	33.9	29.3
HOUSEHOLD SIZE																								
1	23.2	14.7	49.5	54.1	54.1	6.8	47.3	45.9	30.9	15.0	54.7	54.7	3.8	51.0	45.3	21.8	23.5	39.6	39.6	3.8	35.8	60.4	34.2	26.2
2	34.5	33.4	51.3	46.6	46.6	3.4	43.1	53.4	37.3	16.1	61.7	61.7	6.0	55.7	38.3	25.1	13.2	45.5	45.5	3.3	42.2	54.5	36.3	18.2
3+	40.7	49.8	52.3	54.6	54.6	6.3	48.3	45.4	31.3	14.1	59.5	59.5	7.1	52.4	40.5	22.0	18.5	42.6	42.6	3.6	39.0	57.4	37.0	20.4
HOUSEHOLD WITH CHILDREN																								
YES	25.1	32.2	51.9	51.4	51.4	5.2	46.2	48.6	35.3	13.3	62.1	62.1	7.3	54.8	37.9	20.5	17.4	42.2	42.2	2.9	39.4	57.8	39.5	18.2
NO	73.3	65.7	51.3	52.0	52.0	5.5	46.5	48.0	32.3	15.8	58.3	58.3	5.7	52.6	41.7	24.2	17.5	43.6	43.6	3.9	39.7	56.4	34.8	21.7
EDUCATION																								
LESS THAN HIGH SCHOOL	7.7	10.9	28.0	37.9	37.9	4.0	33.9	62.1	27.9	34.2	31.0	31.0	-	31.0	69.0	24.4	44.6	15.2	15.2	-	15.2	84.8	47.4	37.4
HIGH SCHOOL GRADUATE	26.6	28.7	50.2	52.2	52.2	4.8	47.4	47.8	34.1	13.8	56.0	56.0	5.7	50.3	44.0	29.7	14.3	42.5	42.5	3.5	39.0	57.5	34.0	23.5
SOME COLLEGE+	64.6	59.3	56.4	54.6	54.6	6.0	48.5	45.4	33.5	11.9	66.0	66.0	7.8	58.2	34.0	20.2	13.9	48.6	48.6	4.1	44.4	51.4	34.7	16.7
RACE																								
WHITE	74.7	71.6	55.1	54.4	54.4	5.8	48.6	45.6	31.0	14.6	63.3	63.3	7.3	56.1	36.7	20.9	15.8	47.5	47.5	4.0	43.5	52.5	32.8	19.7
BLACK	11.1	12.7	32.5	31.0	31.0	1.6	29.4	69.0	56.3	12.7	39.4	39.4	2.1	37.3	60.6	42.3	18.4	27.2	27.2	2.6	24.6	72.8	51.9	20.9
OTHER	11.6	12.5	48.8	58.9	58.9	7.6	51.3	41.1	20.8	20.3	53.7	53.7	5.9	47.8	46.3	19.5	26.8	33.8	33.8	3.0	30.7	66.2	35.9	30.3

ATTACHMENT 3
FINAL WEIGHTED RESULTS AND RESULTANT INDICIES

	RAW %	WGTF %	OVER-ALL INDEX	STATE OF NATIONAL ECONOMY							STATE OF PERSONAL FINANCES							TIME TO BUY						
				NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P	NET	POS NET	E	G	NEG NET	NG	P
SPANISH HERITAGE																								
YES	11.9	15.7	48.0	51.1	51.1	4.2	47.0	48.9	36.1	12.7	55.3	55.3	4.2	51.1	44.7	25.6	19.1	37.7	37.7	2.2	35.5	62.3	41.6	20.7
NO	86.6	82.8	52.3	52.0	52.0	5.7	46.3	48.0	32.4	15.6	60.5	60.5	6.8	53.7	39.5	22.6	16.9	44.4	44.4	3.9	40.4	55.6	35.0	20.6
POLITICAL AFFILIATION																								
REPUBLICAN	25.9	25.4	64.0	66.3	66.3	10.9	55.3	33.7	24.4	9.3	71.9	71.9	12.1	59.8	28.1	20.6	7.6	53.8	53.8	7.7	46.1	46.2	32.4	13.8
DEMOCRAT	31.1	29.4	44.2	44.3	44.3	2.5	41.8	55.7	35.9	19.8	50.4	50.4	2.1	48.3	49.6	26.6	23.0	37.9	37.9	1.3	36.6	62.1	40.5	21.5
INDEPENDENT	38.5	39.9	48.1	46.8	46.8	4.2	42.6	53.2	37.4	15.8	57.4	57.4	5.3	52.1	42.6	22.7	19.9	40.2	40.2	1.9	38.3	59.8	35.5	24.3
OTHER	0.5	0.5	83.6	91.4	91.4	-	91.4	8.6	8.6	-	91.4	91.4	19.9	71.5	8.6	-	8.6	68.1	68.1	48.2	19.9	31.9	23.3	8.6
PHONE STATUS																								
CPO	37.2	51.9	51.0	50.6	50.6	4.7	45.9	49.4	35.0	14.4	59.6	59.6	5.5	54.2	40.4	23.4	16.9	42.8	42.8	3.3	39.5	57.2	35.8	21.4
LLO	5.6	5.6	41.6	53.6	53.6	11.3	42.3	46.4	30.6	15.8	41.2	41.2	7.7	33.5	58.8	29.6	29.2	30.0	30.0	4.0	26.0	70.0	30.1	39.9
Dual	56.9	42.1	53.7	53.4	53.4	5.5	47.9	46.6	30.9	15.6	61.9	61.9	7.1	54.8	38.1	21.8	16.3	45.7	45.7	3.9	41.8	54.3	37.1	17.2