

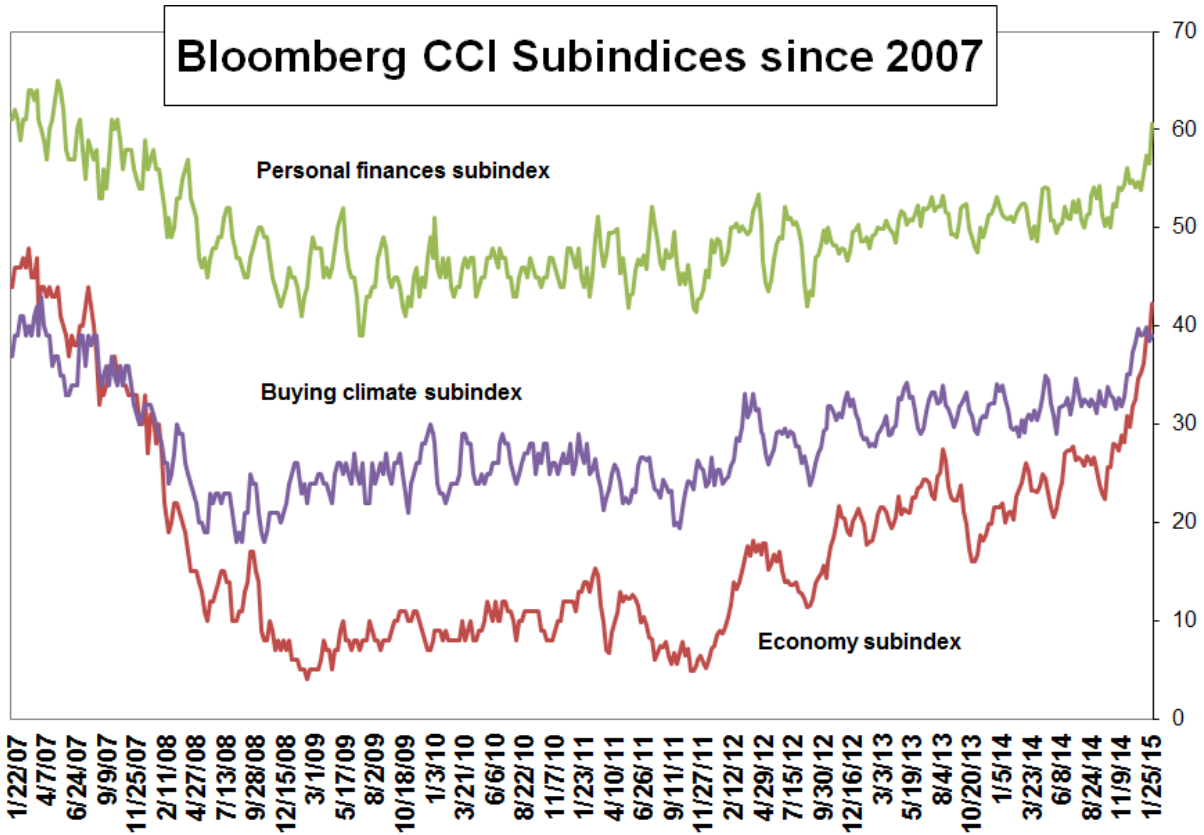
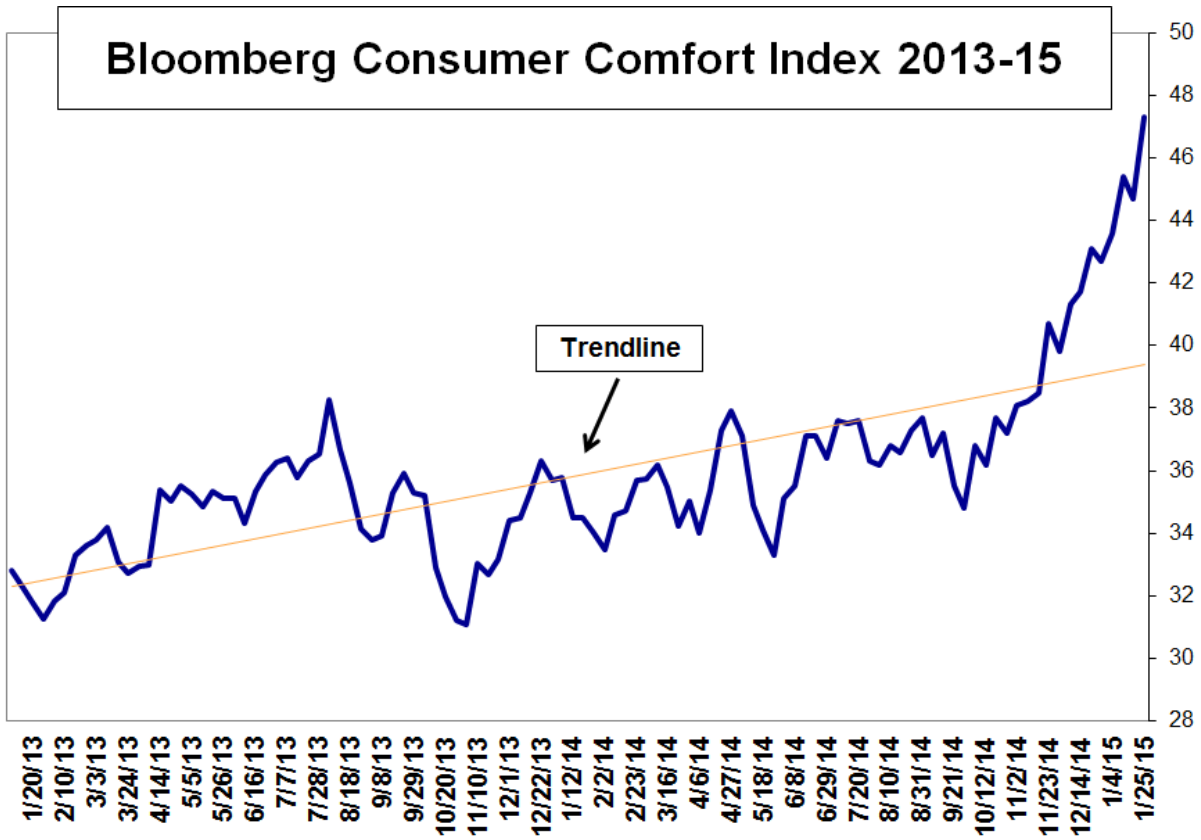
Group

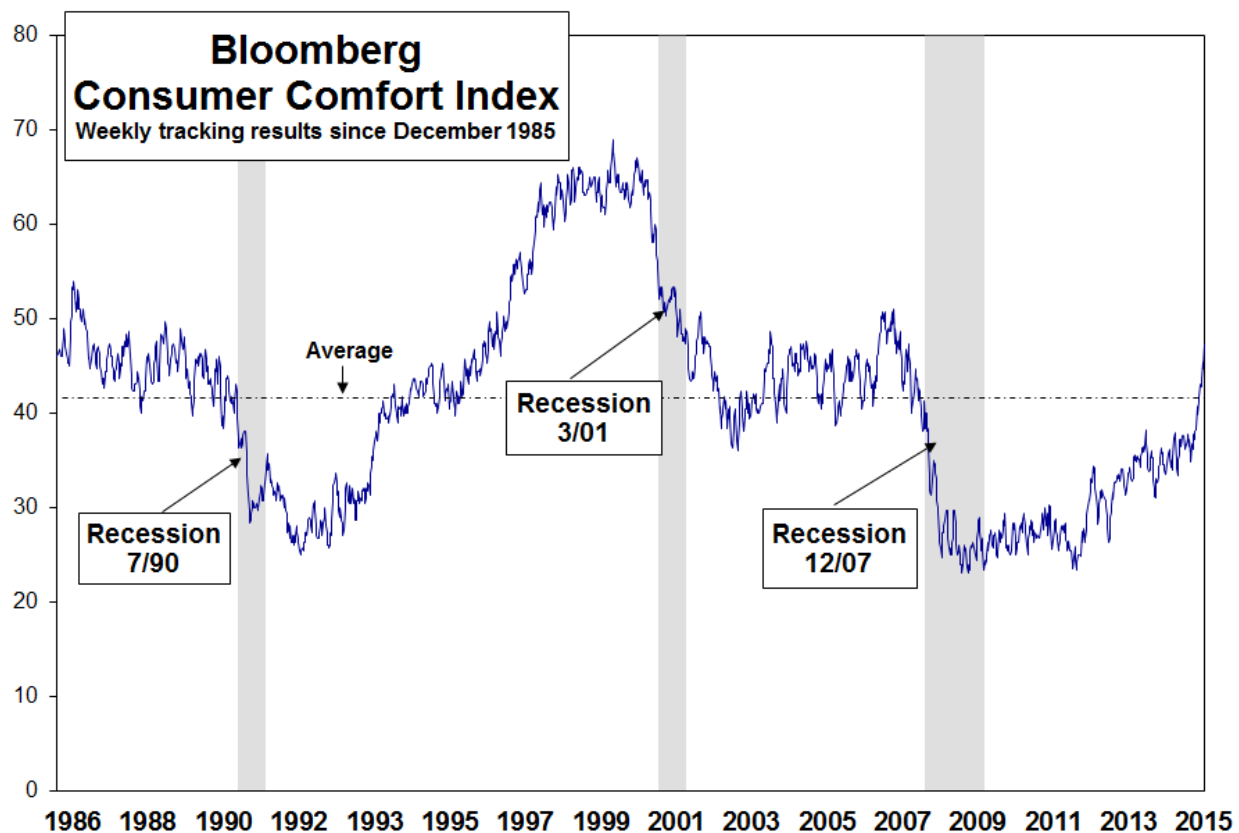
GENERAL POPULATION:

Overall Index	47.3	44.7	42.7	37.2	34.0	47.3	33.3	37.5
State of Economy	42.3	38.9	35.2	27.9	21.2	42.3	20.3	26.8
Personal Finances	60.7	56.6	53.8	52.2	51.2	60.7	48.6	52.5
Buying Climate	39.0	38.5	39.0	31.6	29.7	39.9	28.7	33.0

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	52.4	49.1	45.6	38.9	35.6	52.4	34.2	40.6
Women	42.5	40.5	39.9	35.7	32.6	42.5	30.8	34.5
Age:								
18 - 34	47.9	49.1	46.0	38.6	35.5	50.1	32.9	39.3
35 - 44	48.0	41.0	40.8	40.9	32.8	48.0	28.7	38.1
45 - 54	45.8	41.2	42.5	30.0	34.4	45.8	30.0	34.7
55 - 64	49.4	44.5	40.6	35.0	30.0	49.4	29.6	35.4
65+	44.1	43.0	40.0	41.4	36.8	44.4	33.9	38.6
Income:								
Under \$15K	25.9	26.6	28.5	19.7	11.4	28.5	11.4	21.1
\$15K To \$24.9K	33.8	27.0	24.6	28.6	26.6	33.8	12.1	23.4
\$25K To \$39.9K	35.8	35.5	34.1	32.8	28.1	37.6	23.5	31.2
\$40K To \$49.9K	46.0	43.0	39.0	38.0	27.6	46.0	27.6	36.7
Under \$50K	34.4	32.7	30.9	29.2	23.3	34.4	22.5	27.5
Over \$50K	62.3	59.6	59.7	48.7	48.4	62.3	45.1	50.6
\$50K To \$74.9K	54.4	52.4	49.8	39.4	43.5	54.4	34.2	42.6
\$75K To \$99.9K	59.0	59.3	58.9	48.1	42.6	64.9	40.4	48.7
Over \$100K	72.1	67.4	68.3	56.9	56.6	72.1	51.5	59.7
Region:								
Northeast	43.5	40.6	43.7	41.2	33.0	46.3	28.1	37.1
Midwest	49.9	47.4	45.5	40.1	35.7	49.9	31.3	38.0
South	44.6	41.5	39.5	35.4	34.7	44.6	33.2	37.1
West	52.2	50.3	44.4	34.5	32.5	52.2	32.1	38.0
Race:								
White	47.4	45.5	42.9	38.3	34.7	47.4	33.4	38.0
Black	48.6	46.8	37.2	33.4	27.5	48.6	25.9	33.6
Politics:								
Republican	45.8	44.0	38.9	36.4	33.4	45.8	28.7	37.0
Democrat	49.9	46.5	48.2	43.8	37.1	50.3	37.0	42.4
Independent	47.3	45.4	40.9	33.1	33.2	47.3	29.8	35.0
Education:								
< High School	35.2	30.8	18.3	18.0	24.4	36.4	13.3	22.2
High Sch. Grad.	41.1	38.0	37.9	32.7	26.4	41.1	26.3	32.3
College +	52.9	50.7	50.5	44.1	40.3	52.9	38.8	43.5
Home:								
Own	53.2	49.8	47.9	40.4	38.3	53.2	36.5	41.2
Rent	38.1	36.3	34.1	32.3	28.0	38.1	24.7	31.2
Marital Status:								
Single	43.7	45.0	44.0	38.2	33.6	45.5	30.2	36.8
Married	53.6	48.9	46.3	39.6	37.2	53.6	36.8	40.8
Sep/Wid/Div	35.5	32.4	29.4	27.7	28.4	35.5	24.2	28.8
Employ. Status:								
Full-Time	55.5	51.6	49.6	41.9	40.5	55.5	36.5	43.1
Part-Time	43.3	43.8	45.6	37.0	29.4	48.7	28.9	36.2
Not Employed	39.0	36.6	33.9	31.6	29.9	39.0	27.9	31.6





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