		Gender		Age			Income		
	Total	Male	Female	Under 35	35 - 54	55+	Low	Mid	High
Base: All respondents	24364	12708	11656	10342	10475	3547	7546	10197	6621
Weighted	21969	12076	9893	11613	7940	2416	7239	9017	5713
Money is more important to me nowadays than previously									
Agree strongly	4580	2588	1992	2889	1391	300	1517	1864	1199
	21%	21%	20%	25%	18%	12%	21%	21%	21%
Agree somewhat	9704	5320	4385	5319	3418	968	3144	3977	2583
	44%	44%	44%	46%	43%	40%	43%	44%	45%
Disagree somewhat	5616	3069	2546	2521	2270	825	1813	2369	1435
	26%	25%	26%	22%	29%	34%	25%	26%	25%
Disagree strongly	2068	1098	970	884	861	323	765	807	496
	9%	9%	10%	8%	11%	13%	11%	9%	9%
Summary									
Top2Box (Agree)	14285	7908	6377	8207	4809	1268	4661	5841	3782
	65%	65%	64%	71%	61%	52%	64%	65%	66%
Low2Box (Disagree)	7684	4168	3516	3405	3131	1148	2578	3175	1931
	35%	35%	36%	29%	39%	48%	36%	35%	34%

		Gender		Age			Income		
	Total	Male	Female	Under 35	35 - 54	55+	Low	Mid	High
Base: All respondents	24364	12708	11656	10342	10475	3547	7546	10197	6621
Weighted	21969	12076	9893	11613	7940	2416	7239	9017	5713
Money is the best sign of a person's success									
Agree strongly	2252	1439	813	1451	659	142	728	901	623
	10%	12%	8%	12%	8%	6%	10%	10%	11%
Agree somewhat	7368	4196	3172	4168	2507	692	2373	3033	1961
	34%	35%	32%	36%	32%	29%	33%	34%	34%
Disagree somewhat	7533	3968	3566	3841	2801	891	2466	3130	1937
	34%	33%	36%	33%	35%	37%	34%	35%	34%
Disagree strongly	4816	2473	2342	2152	1973	690	1672	1952	1192
	22%	20%	24%	19%	25%	29%	23%	22%	21%
Summary									
Top2Box (Agree)	9620	5635	3985	5619	3166	834	3101	3935	2584
	44%	47%	40%	48%	40%	35%	43%	44%	45%
Low2Box (Disagree)	12349	6441	5908	5993	4774	1582	4138	5082	3129
	56%	53%	60%	52%	60%	65%	57%	56%	55%