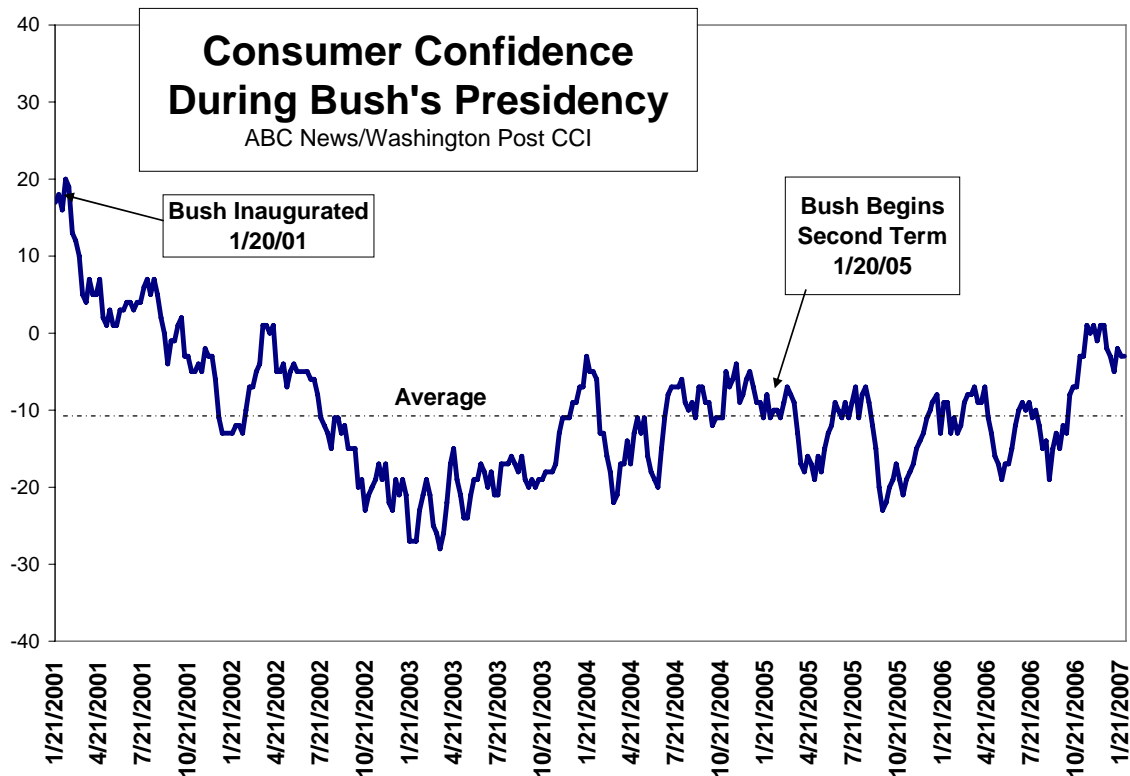


Consumer Confidence Holds Steady; Affluence and Partisanship are Factors

Consumer confidence – above average since October – held steady this week, with continued vast differences by affluence and partisanship alike.

The ABC News/Washington Post Consumer Comfort Index stands at -3 on its scale of +100 to -100, unchanged from last week. It's been a little better recently – a brief foray into positive territory in mid-December – but also much worse, as low as -19 last August.

George W. Bush touted the economy's condition in a visit to Illinois on Tuesday. But while the CCI has been much worse – a low in its 21-year history of -50 in 1992 – it's also been far better, including on his watch. The index peaked at +38 in early 2000, and hit +20 early in his presidency, in February 2001.



The index is better now than it was in most of 2006; one prime factor is the price of gasoline, well down from its recent highs. But Bush, his approval ratings at career lows because of the war, gets little credit; in the latest ABC/Post political poll, 57 percent

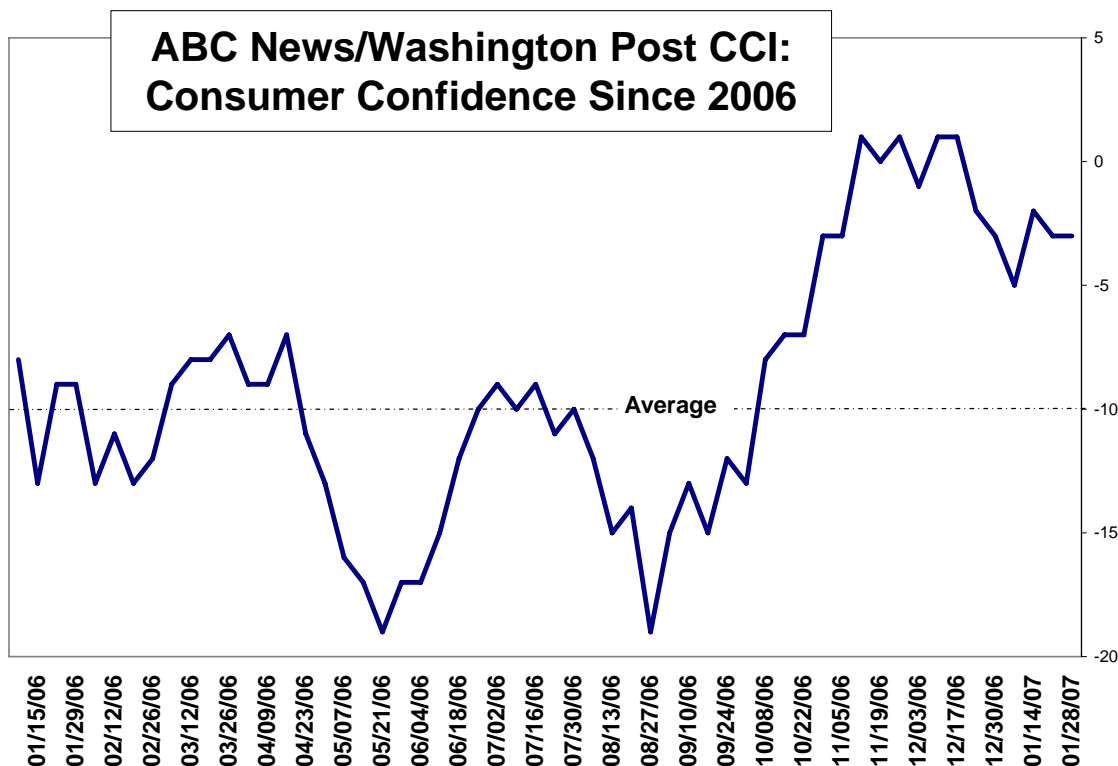
disapproved of his handling of the economy and 60 percent trusted the Democrats over Bush to handle it.

INDEX – The ABC/Post CCI is based on Americans' ratings of the national economy, the buying climate and their personal finances. This week 46 percent rate the national economy positively – close to its recent five-year high of 48 percent, reached Dec. 17, and six points above the long-term average in weekly polls since late 1985.

Fifty-nine percent rate their personal finances positively, near the long-term average of 57 percent. (It hit 65 percent in mid-November, the most since August 2001.) And 41 percent call it a good time to buy things, three points over the long-term average.

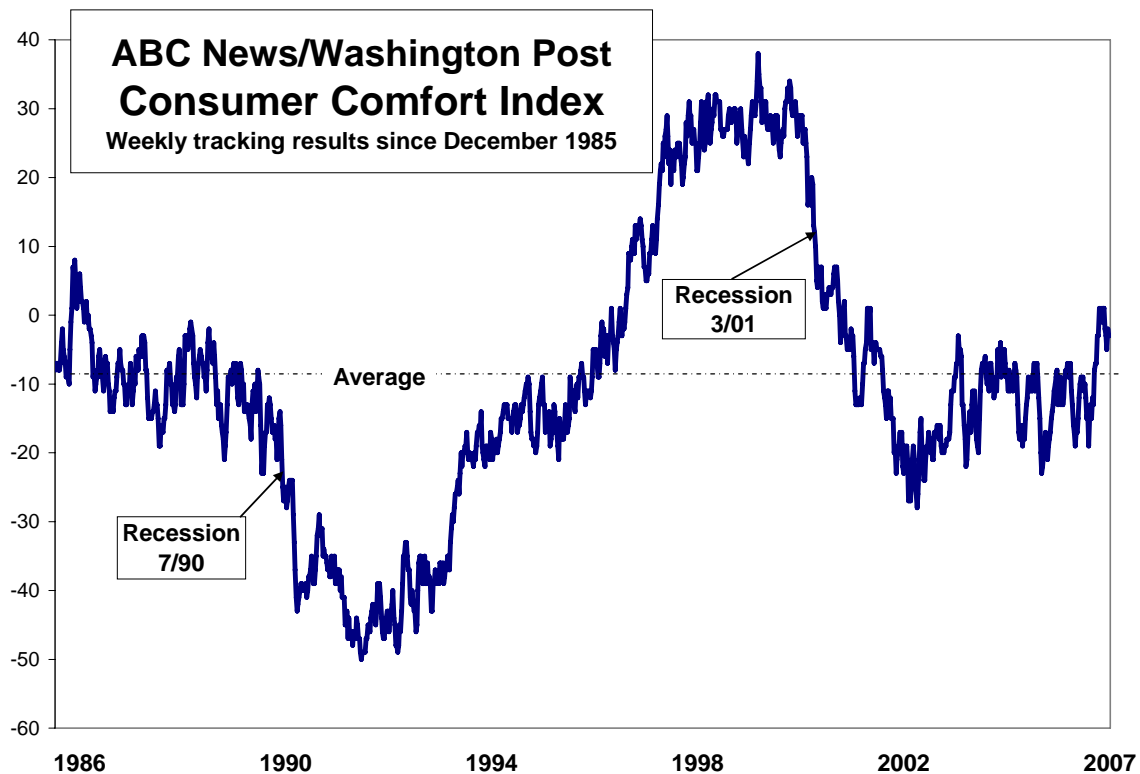
	ABC News/Washington Post CCI			
Positive ratings of:	This week	Dec. 17	2006 avg.	22-yr. avg.
National economy	46%	48	40	40
Buying climate	41	41	37	38
Personal finances	59	63	59	57
Consumer Comfort Index	-3	1	-10	-9

TREND – A rally in the last quarter of 2006 lifted the index into the positive range, from its 2006 low of -19 on Aug. 27 to +1 in November and December. That trend flattened, then turned south before a slight gain two weeks ago.



GROUPS – As noted, the index is higher in better-off groups – far better among higher-income Americans, college graduates and whites. And big partisan differences remain: +34 among Republicans, but -1 among independents and -26 among Democrats.

	ABC/Post CCI	
This week	-3	
2006 high	+1	Dec. 17, Dec. 10, Nov. 26, Nov. 12
2006 low	-19	Aug. 27, May 21
2006 average	-10	
2000 average	+29	Best full year
1992 average	-44	Worst full year
Jan. 16, 2000	+38	Record high
Feb. 9, 1992	-50	Record low
Average since 12/85	-9	



Here's a closer look at the three components of the ABC/Post CCI:

NATIONAL ECONOMY – Forty-six percent of Americans rate the economy as excellent or good, same as last week. The highest was 80 percent on Jan. 16, 2000. The lowest was seven percent in late 1991 and early 1992.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	46	5	41	54	37	17
Avg. since 12/85	40	4	37	60	40	20

PERSONAL FINANCES – Fifty-nine percent say their own finances are excellent or good; it was 61 percent last week. The best was 70 percent on Aug. 30, 1998, matched in January 2000. The worst was 42 percent on March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	59	7	52	41	32	9
Avg. since 12/85	57	5	52	43	30	13

BUYING CLIMATE – Forty-one percent say it's an excellent or good time to buy things; it was 39 percent last week. The best was 57 percent on Jan. 16, 2000. The worst was 20 percent in fall 1990.

	Pos. NET	Excel.	Good	Neg. net	Not good	Poor
This week	41	3	38	59	40	19
Avg. since 12/85	38	3	36	62	41	21

METHODOLOGY – Interviews for the ABC News/Washington Post Consumer Comfort Index are reported in a four-week rolling average. This week's results are based on telephone interviews among a random national sample of 1,000 adults in the four weeks ending Jan. 28, 2007. The results have a three-point error margin. Field work by ICR-International Communications Research of Media, Pa.

The index is derived by subtracting the negative response to each index question from the positive response to that question. The three resulting numbers are added and divided by three. The index can range from +100 (everyone positive on all three measures) to -100 (all negative on all three measures). The survey began in December 1985.

Analysis by Patrick Moynihan.

ABC News polls can be found online at <http://abcnews.com/pollvault.html>.

Media contact: Cathie Levine, (212) 456-4934.

01/28/07	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Group	-----	-----	-----	-----	-----	-----	-----	-----
GENERAL POPULATION:								
Overall Index	-3	-3	-3	-3	-9	1	-19	-9
State of Economy	-8	-8	-10	-12	-18	-4	-34	-20
Personal Finances	18	22	26	26	14	30	10	19
Buying Climate	-18	-22	-24	-24	-24	-12	-36	-27

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	2	2	15	12	-4	17	-12	2
Women	-6	-6	-19	-18	-15	-5	-32	-19
Age:								

18 - 34	0	-1	-8	2	-15	6	-24	-5
35 - 44	9	11	3	-10	5	11	-23	-8
45 - 54	-18	-12	0	-9	-19	2	-30	-15
55 - 64	0	-4	-9	4	-2	4	-25	-9
65+	-5	-10	2	4	-11	3	-31	-12
Income:								
Under \$15K	-46	-43	-43	-51	-56	-26	-72	-51
\$15K To \$24.9K	-32	-36	-36	-18	-51	-15	-62	-41
\$25K To \$39.9K	-21	-26	-17	0	-28	0	-37	-17
\$40K To \$49.9K	4	-5	-24	7	-4	15	-41	-13
Over \$50K	32	32	29	21	25	35	6	19
\$50K To \$74.9K	29	25	5	2	17	29	-20	3
\$75K To \$99.9K	32	36	41	22	25	44	7	22
Over \$100K	37	41	47	43	36	56	25	37
Region:								
Northeast	-1	-7	-21	-15	-16	7	-30	-15
Midwest	0	-4	-2	-9	-16	0	-33	-15
South	-3	-2	6	6	-10	6	-19	-8
West	-5	2	-1	-3	3	23	-13	1
Race:								
White	1	-1	0	2	-3	10	-12	-4
Black	-23	-25	-34	-32	-51	-23	-57	-41
Politics:								
Republican	34	36	39	40	32	45	12	31
Democrat	-26	-28	-26	-20	-34	-17	-46	-30
Independent	-1	-5	-14	-16	-11	-1	-25	-17
Education:								
< High School	-42	-32	-19	-27	-44	-18	-60	-38
High Sch. Grad.	-10	-16	-22	-11	-23	-6	-30	-18
College +	15	16	16	10	9	18	-9	6
Home:								
Own	7	5	7	2	0	10	-12	-2
Rent	-25	-22	-33	-16	-39	-16	-44	-29
Marital Status:								
Single	-13	-9	-13	-5	-24	1	-32	-15
Married	11	11	11	4	6	16	-9	2
Sep/Wid/Div	-27	-33	-32	-22	-37	-19	-45	-32
Employ. Status:								
Full-Time	12	8	10	8	-1	15	-12	1
Part-Time	0	2	-10	-13	-8	13	-29	-10
Not Employed	-20	-18	-17	-18	-22	-11	-43	-23

END