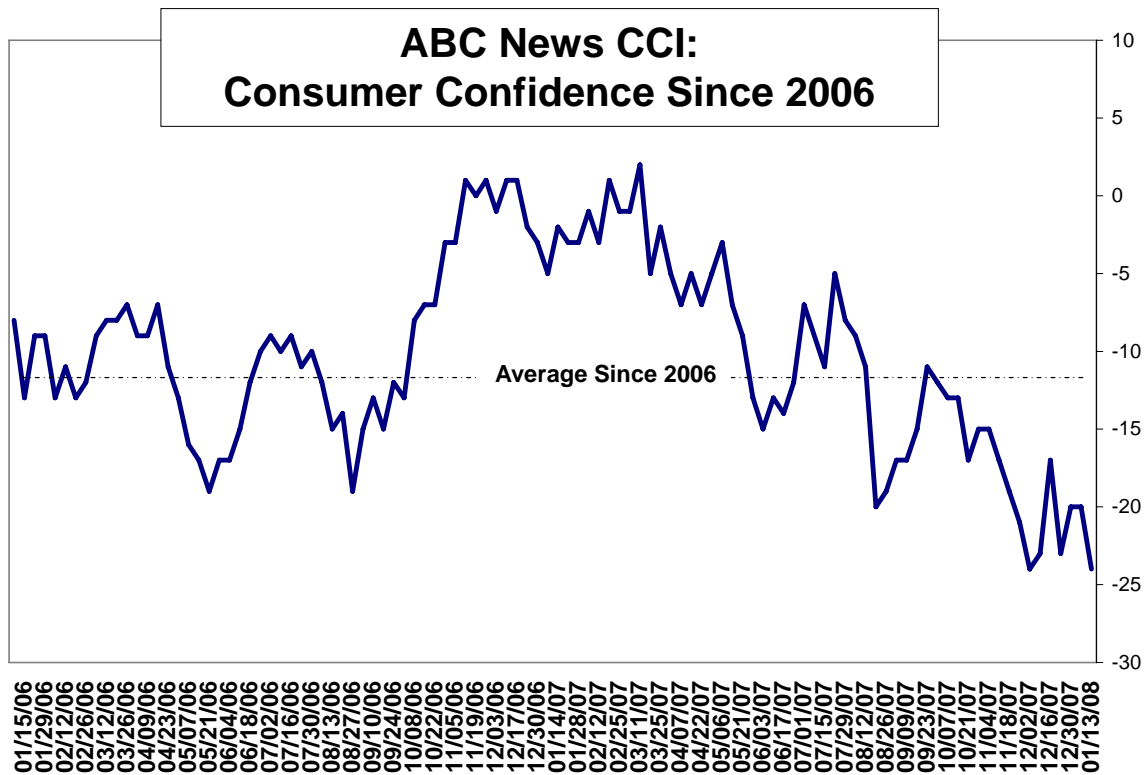


Consumer Confidence is Down; Expectations at a 16-Year-Low

Expectations for a better economy fell this week to a 16-year low, a level last reached during the recession of 1990-91. Consumer confidence in current economic conditions dropped as well, matching its 2007 low, not previously seen since May 2003.

The ABC News Consumer Comfort Index, based on views of current conditions, lost 4 points to -24 on its scale of +100 to -100; it'd been there six weeks ago. This marks the index's 23rd consecutive week in negative double digits, its longest slump in four years.

In a separate monthly measure of expectations, only 5 percent say the economy's getting better, the fewest since December 1991. Sixty-five percent say it's getting worse.



Confidence has been on a significant downward slope, with the current sentiment index falling from -11 in September to today's -24. This week's decline accompanies other economic difficulties: The Commerce Department reported slow retail spending in December; the subprime mortgage fallout continues to impact stock, credit and housing

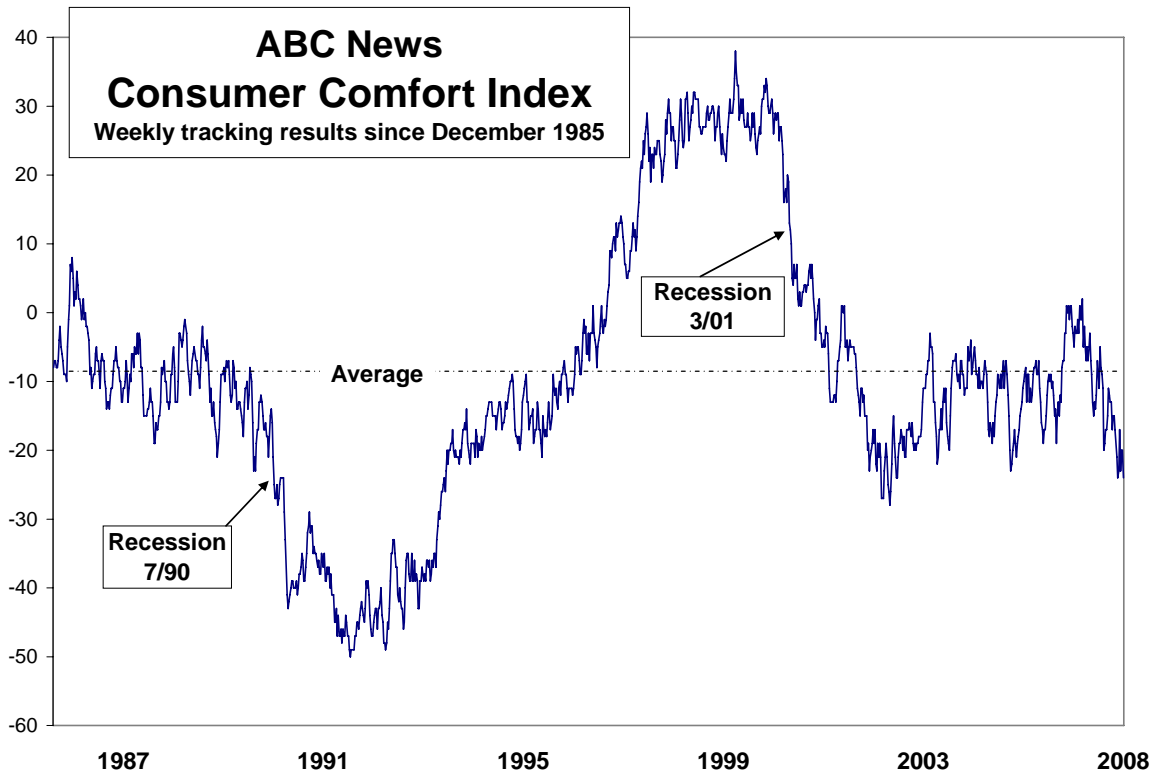
markets; gas prices remain over \$3 per gallon; and higher estimates were forecast for winter heating bills as a cold snap hit areas of the country.

Other economic views remain troubled. In an ABC News/Washington Post poll released yesterday, only one in five Americans said they were getting ahead financially and the economy overtook the war in Iraq as the single most important issue in the 2008 election. George W. Bush's approval rating for handling the economy fell to a career low 28 percent; his overall approval reached a new low as well.

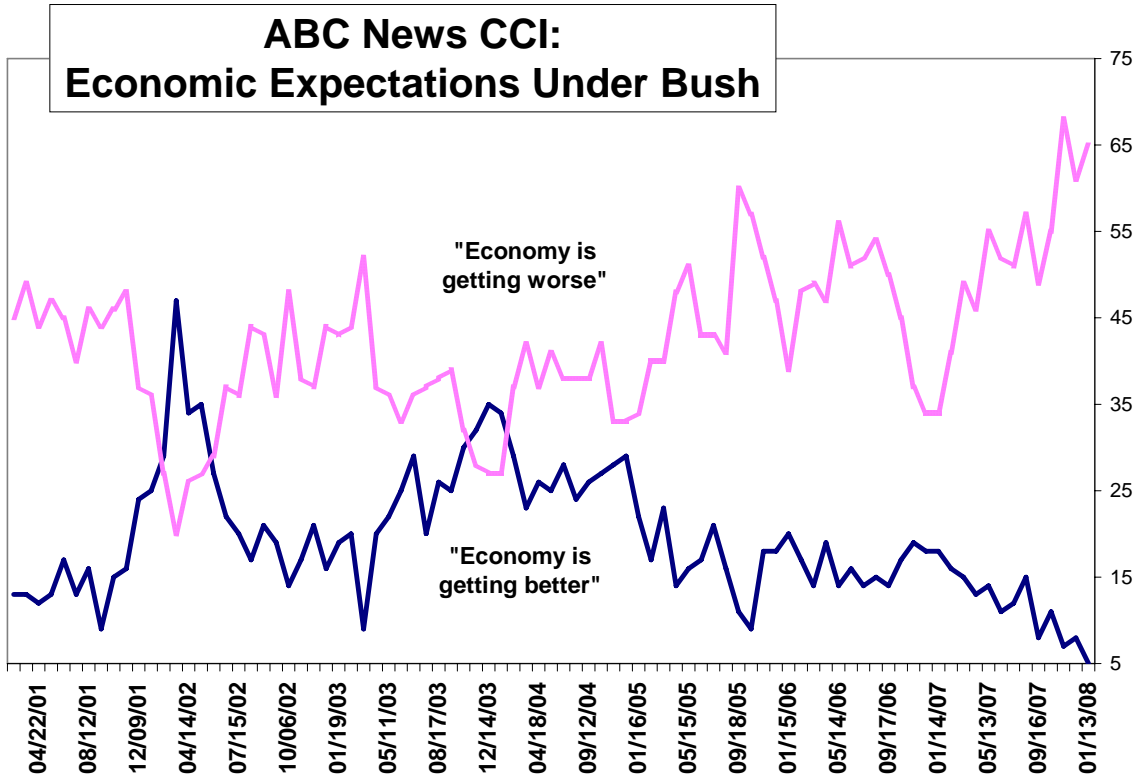
INDEX – The ABC News CCI is based on Americans' ratings of their current finances, the national economy and the buying climate. Ratings of personal finances, typically strongest, are 56 percent positive this week, essentially matching the long-term average in weekly polls since late 1985.

But just 28 percent rate the national economy positively, 12 points off its long-term average; and 30 percent call it a good time to buy things, matching its 2007 low in early December and 8 points from its long-term average.

Positive ratings of:	ABC News CCI			
	This week	Last week	2007	Averages '85-'08
National economy	28%	31	39	40
Buying climate	30	31	36	38
Personal finances	56	58	59	57
Consumer Comfort Index	-24	-20	-11	-9

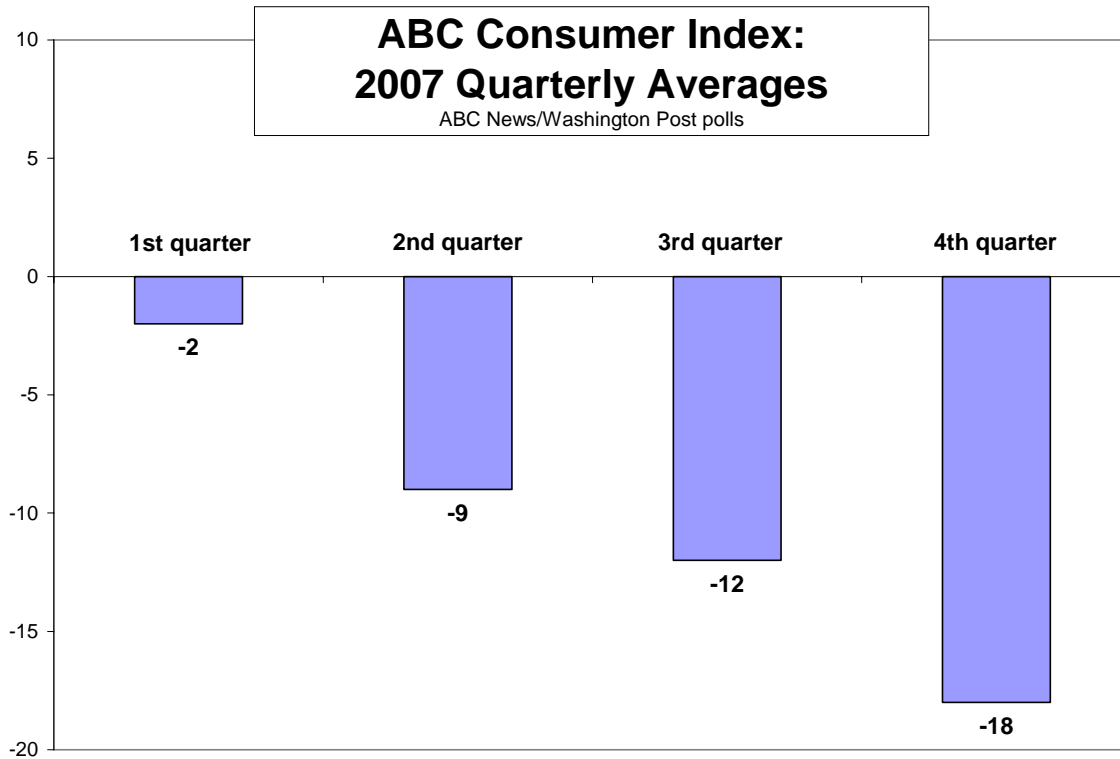


EXPECTATIONS – As noted, economic expectations are grim: only 5 percent see the economy as improving, a figure that hasn't seen double digits since October. The 65 percent who say the economy is getting worse compares with an average of 39 percent in ABC News polls since 1981.



	Economy's direction		
	Better	Worse	Same
1/13/08	5%	65	29
12/16/07	8	61	28
11/18/07	7	68	25
10/14/07	11	55	30
9/16/07	8	49	41
8/12/07	15	57	26
7/15/07	12	51	36
6/17/07	11	52	35
5/13/07	14	55	29
4/15/07	13	46	40
3/18/07	15	49	35
2/19/07	16	41	41

TREND – The CCI declined in each quarter of 2007, dropping from an average -2 in Q1 to -9 in Q2, -12 in Q3 and -18 in Q4. Now it's lower still.



The index hasn't seen positive territory since its 2007 high, +2, back on March 11, and remains far below its record high, +38 in January 2000. Still, it's much better than its record low, -50 in February 1992.

	ABC News CCI	
This week	-24	
Last week	-20	
2007 low	-24	Dec. 2
2007 high	+2	March 11
2007 average	-11	
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	

GROUPS – As usual the CCI is higher in better-off groups. It's +15 among higher-income people while -61 among those with the lowest incomes, -13 among those who've been to college while -57 among high-school dropouts, -21 among whites but -39 among blacks and -12 among men while -34 among women.

And partisan differences remain: The index is +11 among Republicans, but -40 among independents (their lowest since March 2004) and -35 among Democrats.

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

NATIONAL ECONOMY – Twenty-eight percent of Americans rate the economy as excellent or good; it was 31 percent last week. The highest was 80 percent on Jan. 16, 2000. The lowest was 7 percent in late 1991 and early 1992.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	28	3	25	72	42	30
Avg. since 12/85	40	4	37	60	40	20

PERSONAL FINANCES – Fifty-six percent say their own finances are excellent or good; it was 58 percent last week. The best was 70 percent, last reached in January 2000. The worst was 42 percent on March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	56	10	46	44	27	17
Avg. since 12/85	57	5	52	43	30	13

BUYING CLIMATE – Thirty percent say it's an excellent or good time to buy things; it was 31 percent last week. The best was 57 percent on Jan. 16, 2000; the worst, 20 percent in fall 1990.

	Pos. NET	Excel.	Good	Neg. net	Not good	Poor
This week	30	3	27	70	45	25
Avg. since 12/85	38	3	36	62	41	21

METHODOLOGY – Interviews for the ABC News 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. 13, 2008. The results have a three-point error margin. The expectations question was asked of 500 respondents Dec. 30, 2007 – Jan. 13, 2008; that result has a 4.5-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/pollingunit>.

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

01/13/08	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
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Group								

GENERAL POPULATION:								
Overall Index	-24	-20	-17	-13	-2	2	-24	-11
State of Economy	-44	-38	-34	-28	-8	-4	-46	-23
Personal Finances	12	16	18	18	24	30	6	18
Buying Climate	-40	-38	-36	-28	-22	-14	-40	-28

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-12	-10	-7	-1	2	12	-18	-3
Women	-34	-29	-26	-23	-7	-3	-34	-18
Age:								
18 - 34	-11	-2	-2	-12	-2	6	-32	-7
35 - 44	-29	-28	-24	0	9	11	-31	-11
45 - 54	-27	-22	-17	-23	-12	2	-28	-14
55 - 64	-32	-31	-21	-8	-6	22	-32	-11
65+	-34	-34	-33	-22	-3	8	-37	-15
Income:								
Under \$15K	-61	-59	-34	-50	-44	-21	-70	-49
\$15K To \$24.9K	-47	-39	-43	-37	-37	-16	-58	-39
\$25K To \$39.9K	-40	-30	-24	-24	-22	-14	-46	-27
\$40K To \$49.9K	-21	-21	0	-13	-8	11	-47	-14
Over \$50K	-7	-6	-4	7	29	32	-9	15
\$50K To \$74.9K	-22	-14	-8	-20	15	29	-22	1
\$75K To \$99.9K	-16	-13	-19	1	35	36	-19	11
Over \$100K	15	7	7	38	44	49	1	32
Region:								
Northeast	-31	-20	-17	-26	-7	11	-35	-17
Midwest	-27	-22	-15	-21	-2	2	-29	-16
South	-27	-28	-17	-10	0	16	-30	-9
West	-8	-3	-18	4	-3	10	-21	-3
Race:								
White	-21	-18	-17	-11	0	7	-22	-7
Black	-39	-43	-20	-37	-30	-11	-54	-35
Politics:								
Republican	11	16	23	14	36	44	4	24
Democrat	-35	-36	-44	-28	-27	-13	-47	-29
Independent	-40	-38	-21	-18	-12	1	-40	-18
Education:								
< High School	-57	-47	-40	-48	-32	-13	-57	-37
High Sch. Grad.	-22	-16	-22	-18	-18	0	-33	-19
College +	-13	-13	-6	3	18	18	-13	4
Home:								
Own	-21	-19	-10	-5	7	10	-21	-4
Rent	-31	-25	-36	-34	-25	-12	-44	-29
Marital Status:								
Single	-21	-13	-13	-13	-11	-6	-39	-15
Married	-14	-11	-6	-4	11	17	-14	0
Sep/Wid/Div	-54	-52	-49	-32	-33	-20	-56	-33
Employ. Status:								
Full-Time	-15	-13	-10	-7	7	13	-17	-2
Part-Time	-19	-14	-19	-6	0	6	-39	-12
Not Employed	-36	-31	-27	-22	-16	-7	-43	-23

1. Do you think the nation's economy is getting better, getting worse or staying the same?

	Getting Better	Getting Worse	Staying the Same	No opinion
1/13/08	5	65	29	1
12/16/07	8	61	28	3
11/18/07	7	68	25	1
10/14/07	11	55	30	4
9/16/07	8	49	41	1
8/12/07	15	57	26	2
7/15/07	12	51	36	0
6/17/07	11	52	35	2
5/13/07	14	55	29	2
4/15/07	13	46	40	2
3/18/07	15	49	35	2
2/19/07	16	41	41	1
1/14/07	18	34	45	2

Call for full trend.

END