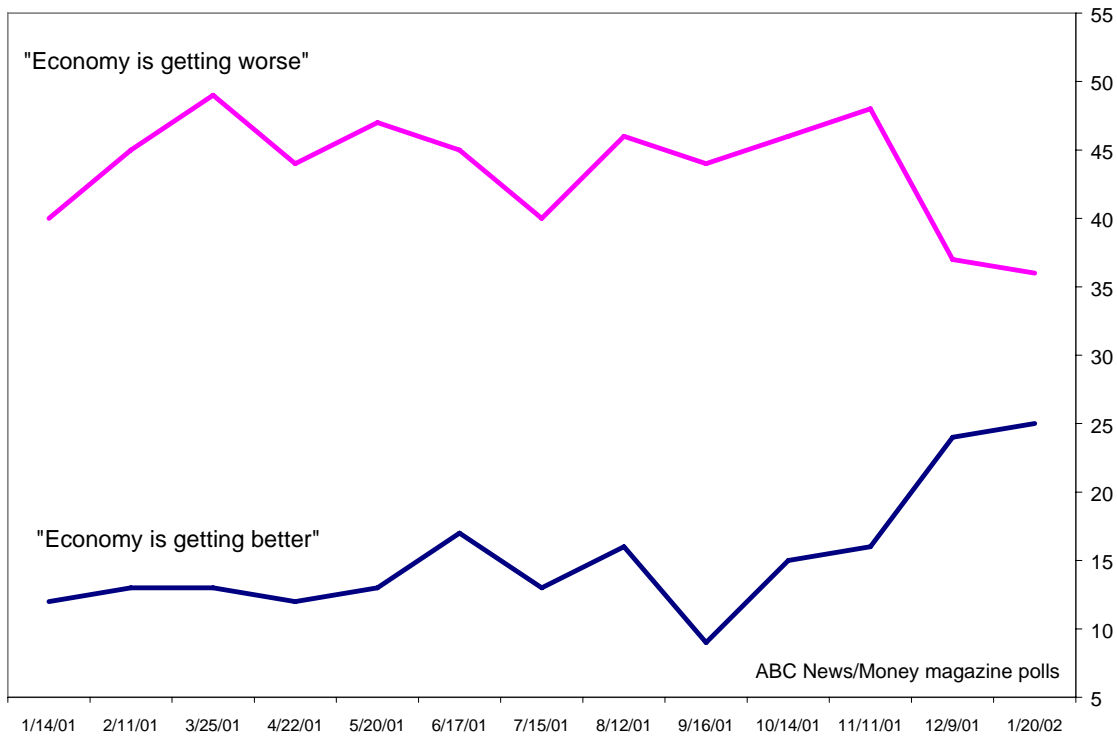


One in Four See Brighter Times Ahead

A quarter of Americans continue to express optimism for the future of the economy – not a rousing number, but more than it’s been over the last year.

Twenty-five percent say the economy’s getting better, about where it was last month, but up nine points since November, and nearly double what it was at the start of the recession last March. Still, pessimism lingers: Thirty-six percent think the economy is getting worse. (Another 39 percent say it’s staying the same.)

	Economic Outlook		
	Getting better	Getting worse	Staying same
1/20/02	25%	36	39
12/9/01	24	37	38
11/11/01	16	48	36
9/16/01	9	44	46
3/25/01	13	49	37



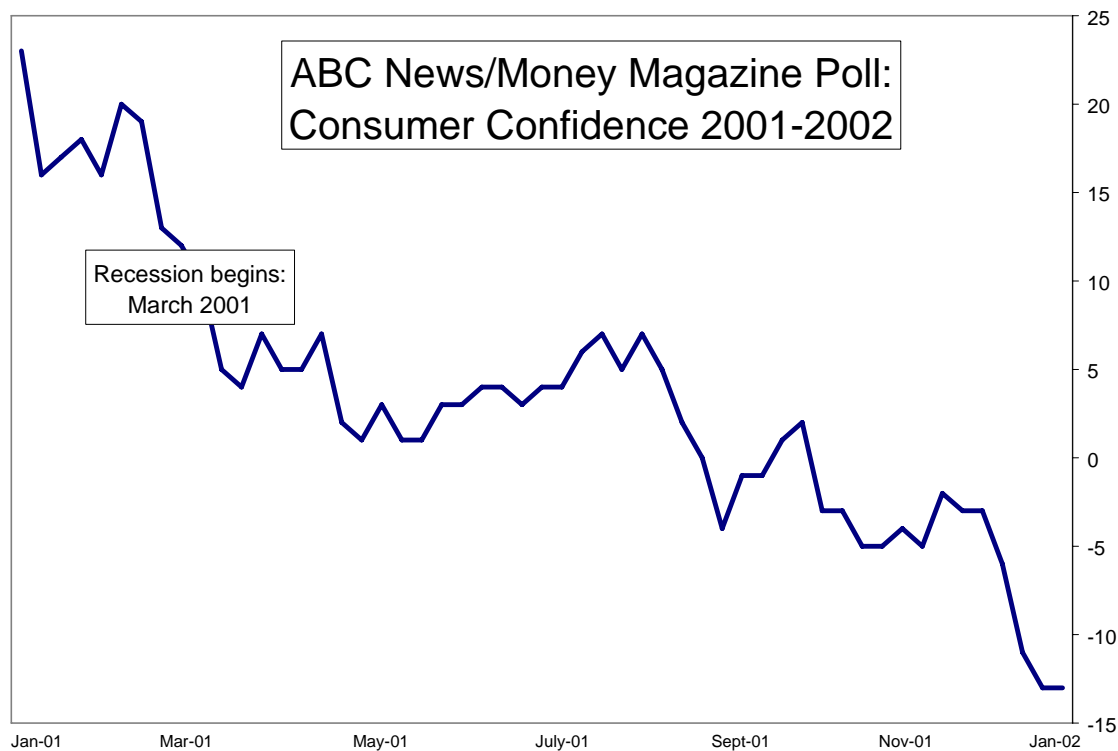
Recent polls that ask about expectations in a different way have gotten different results. While 25 percent in this poll say the economy “is getting better,” 53 percent in a recent Bloomberg poll said they expect it “to get better over the next 12 months.” That suggests that many more people expect improvement than have yet seen it.

CONFIDENCE – Sentiment of current economic conditions, meanwhile, continues to languish in a trough, unchanged over the last four weeks at its five-and-a-half year low.

Ratings of the national economy stand at a meager 33 percent positive, while just 40 percent rate the buying climate positively, the fewest since mid-September. Best are ratings of personal finances, now at 58 percent positive.

The ABC News/Money magazine Consumer Comfort Index, based on these three gauges, stands at -13 on its scale of +100 to -100 for the fourth consecutive week. It last saw this level in August 1996.

ABC News/Money Magazine Poll					
	Recent trend	Record high	2001	16-year	
Positive ratings of:	1/20/02	12/9/01	1/16/00	average	average
National economy	33%	37	80	50	42
Buying climate	40	47	57	43	39
Personal finances	58	62	70	63	57

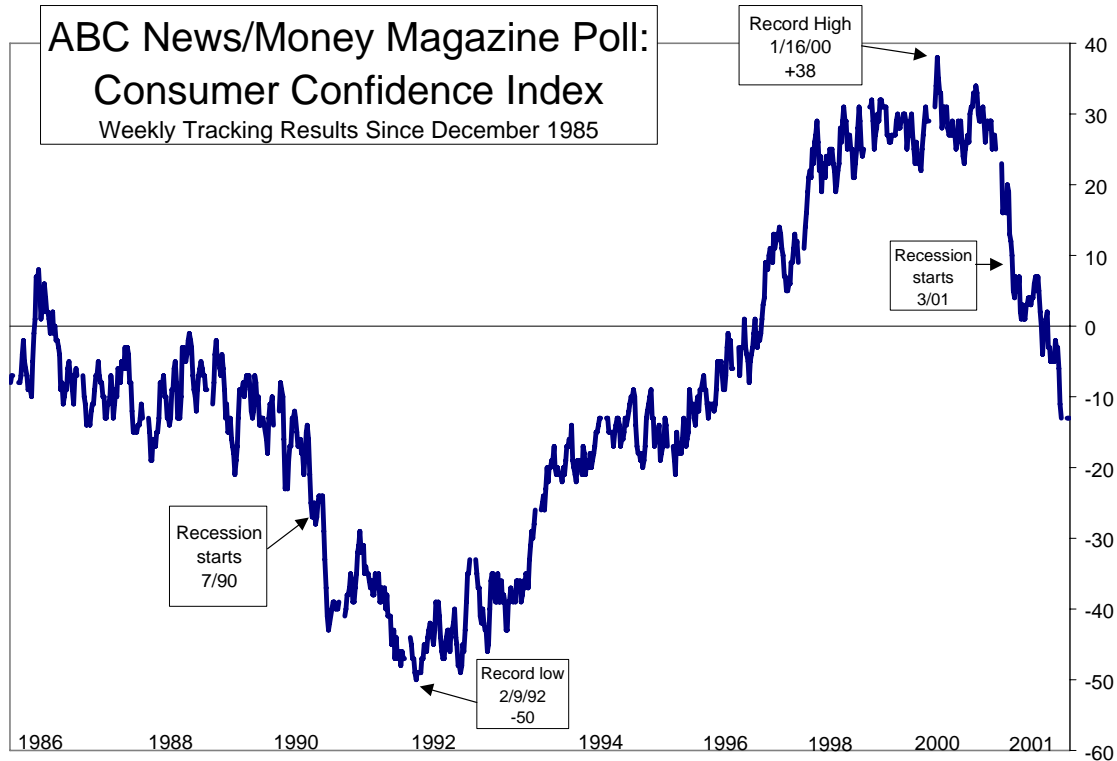


2001 TREND – It was a grim year for consumer confidence in 2001. The index started the year at +23, and finished it at -13. Overall, it averaged +4 in 2001, down from a record setting +29 in 2000 – the largest year-to-year drop since this weekly poll began in late 1985. But it’s been far worse, averaging just -44 in 1992.

The index fell seven points in one week last January (tying the one-week record), six points in a week in February, five points in a week in March (when the recession officially began) and another five points in one week in April. It reversed another slide to gain ground immediately after the Sept. 11 attacks, but then lost five points in mid-October and another five points in a week in December.

	ABC/Money Index
Today	-13
Last week	-13

Jan. 7, 2001	+23	
2001 average	+4	
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	-8	



GROUPS – As usual, confidence is higher among better-off Americans. The index is +16 in higher-income households compared to -47 in the lowest, +2 among college graduates while -48 among high-school dropouts, -7 among whites but -36 among blacks and -6 among men while -17 among women.

Expectations show similar differences. Men are 12 points more apt than women to say the economy's getting better; optimism also peaks among higher-income and better educated people. Optimism is highest, by a considerable margin, among Republicans, and lowest in the South.

Here's a closer look at the three components of the ABC/Money index:

NATIONAL ECONOMY – Thirty-three percent of Americans rate the nation's economy as excellent or good, up one point from last week. The best was 80 percent Jan. 16, 2000. The worst was seven percent in late 1991 and early 1992.

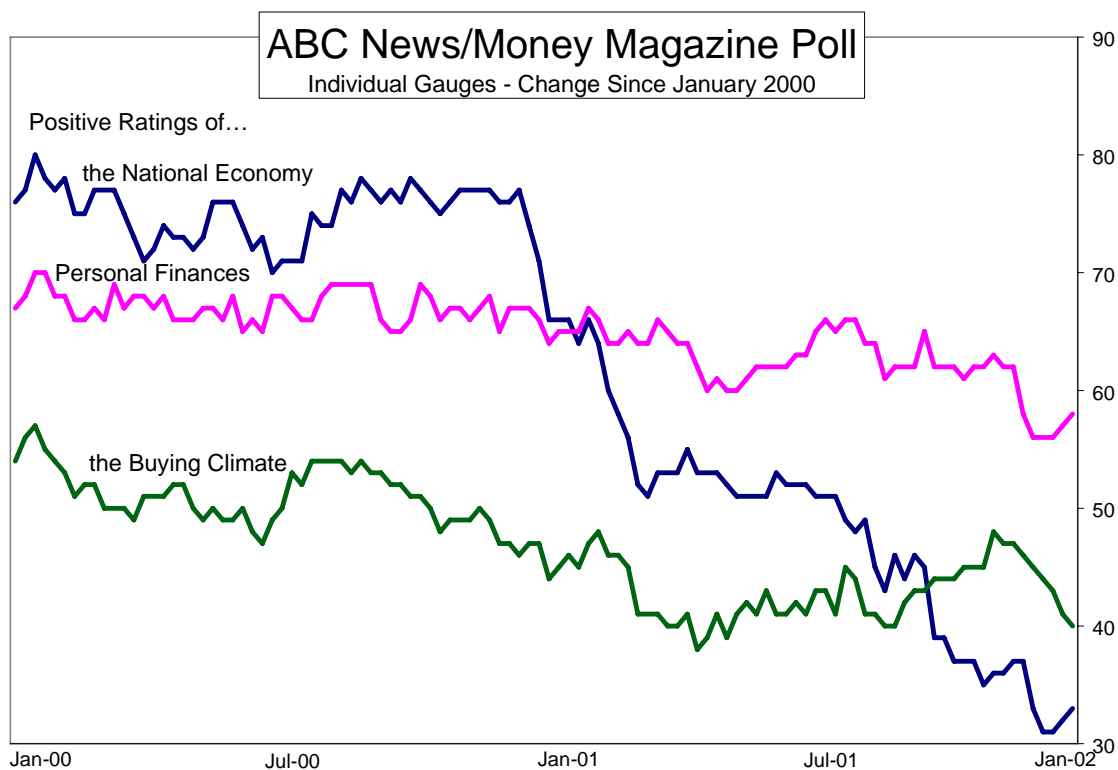
	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	33	1	32	67	49	18
Avg. since 12/85	42	4	38	58	39	19

PERSONAL FINANCES – Fifty-eight percent rate their own finances as excellent or good, up a point from last week. The best was 70 percent, set Aug. 30, 1998 and last matched in January 2000. The worst rating was 42 percent on March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	58	5	53	42	30	12
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE – Forty percent say it's an excellent or good time to buy things they want and need, down a point from last week. The best was 57 percent Jan. 16, 2000. The worst was 20 percent in fall 1990.

	Pos. NET	Excel.	Good	Neg. net	Not good	Poor
This week	40	4	36	60	42	18
Avg. since 12/85	39	3	36	61	41	21



METHODOLOGY - The ABC News/Money magazine Consumer Comfort Index represents a rolling average based on telephone interviews with about 1,000 adults nationwide each month. This week's results are based on 1,030 interviews in the month ending Jan. 20, 2002 and have an error margin of plus or minus three percentage points. The question on expectations was conducted among 518 respondents Jan. 9-20, 2002; that result has a 4.5-point error margin. Field work by ICR-International Communications Research of Media, Pa.

The ABC/Money index is derived as follows: The negative response to each index question is subtracted from the positive response to that question. The three resulting numbers are then 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 Dalia Sussman.

ABC News polls can be found at ABCNEWS.com on the Internet, at:
<http://abcnews.go.com/sections/politics/PollVault/PollVault.html>

Media contact: Todd Polkes, (212) 456-4586

01/20/02	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	-13	-13	-11	-3	17	20	-13	2
State of Economy	-34	-36	-34	-22	32	32	-38	-4
Personal Finances	16	14	12	24	30	34	12	25
Buying Climate	-20	-18	-10	-12	-10	-4	-24	-14

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-6	-5	0	1	23	27	-6	8
Women	-17	-21	-20	-7	11	13	-21	-3
Age:								
18 - 34	-5	-8	-2	-1	19	23	-8	8
35 - 44	-8	-10	-15	-4	16	33	-15	3
45 - 54	-10	-7	-19	-5	12	19	-19	-1
55 - 64	-29	-30	-5	4	20	20	-30	-2
65 +	-20	-20	-16	-13	15	25	-21	-3
Income:								
Under \$15K	-47	-50	-43	-26	-36	-18	-52	-36
\$15K To \$24.9K	-37	-28	-26	-15	-4	-4	-40	-23
\$25K To \$39.9K	-18	-16	-9	-8	7	11	-24	-6
\$40K To \$49.9K	-3	-8	5	-8	26	30	-10	8
Over \$50K	16	13	5	16	47	47	3	28
Region:								
Northeast	-10	-17	-8	-9	15	27	-17	1
Midwest	-14	-9	-8	0	21	21	-14	5
South	-12	-9	-13	5	20	20	-13	2
West	-13	-20	-11	-16	9	20	-21	2
Race:								
White	-7	-7	-6	4	18	22	-8	7
Black	-36	-42	-44	-37	14	20	-46	-24
Politics:								
Republican	17	23	12	19	27	34	12	23
Democrat	-25	-29	-21	-22	18	18	-29	-8
Independent	-15	-18	-16	-2	6	14	-19	-3
Education:								
< High School	-48	-49	-31	-19	-14	-7	-49	-30
High Sch. Grad.	-15	-17	-16	-11	14	17	-18	-4
College +	2	2	0	5	29	32	-1	16
Home:								
Own	-9	-8	-5	3	23	26	-9	8
Rent	-21	-27	-24	-20	-1	5	-27	-12
Marital Status:								
Single	-6	-14	-14	0	24	27	-19	2
Married	-6	-6	-5	2	22	27	-7	8
Sep/Wid/Div	-41	-40	-25	-25	-12	-3	-41	-21
Employ. Status:								
Full-Time	-2	-2	0	6	24	26	-4	11
Part-Time	-8	-15	-10	-13	24	28	-15	1
Not Employed	-28	-27	-23	-13	2	7	-28	-10

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
1/20/02	25	36	39	1
12/9/01	24	37	38	1
11/11/01	16	48	36	1
10/14/01	15	46	39	0
9/16/01	9	44	46	1
8/12/01	16	46	38	0
7/15/01	13	40	46	0
6/17/01	17	45	38	1
5/20/01	13	47	39	0
4/22/01	12	44	44	0
3/25/01	13	49	37	1
2/11/01	13	45	41	1
1/14/01	12	40	47	1
7/09/00	21	28	50	0
9/12/99	21	23	56	1
5/23/99	24	26	49	1
1/31/99	28	21	50	0
1/03/99	29	21	47	2

Call for full trend.

END