

Confidence 2002: New Week, Same Story

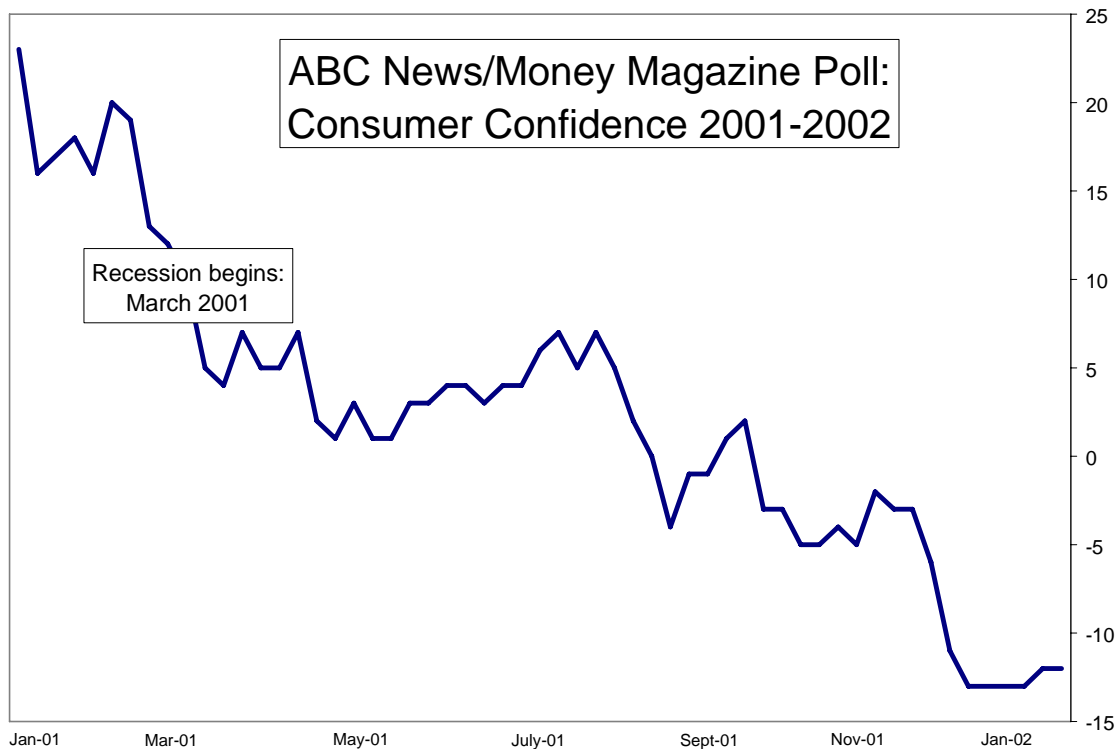
Consumer confidence entered its sixth straight week stuck in the same narrow band it has occupied all year.

The good news is that ratings of current economic conditions aren't declining. But they're not improving either, staying virtually unchanged since the end of December 2001.

Thirty-three percent of Americans rate the economy positively, close to where it's been all year, but down 13 points since the fall. Somewhat more, 41 percent say now's a good time to buy things, and 58 percent say their own finances are in good shape. Both of these are also about where they've been all year.

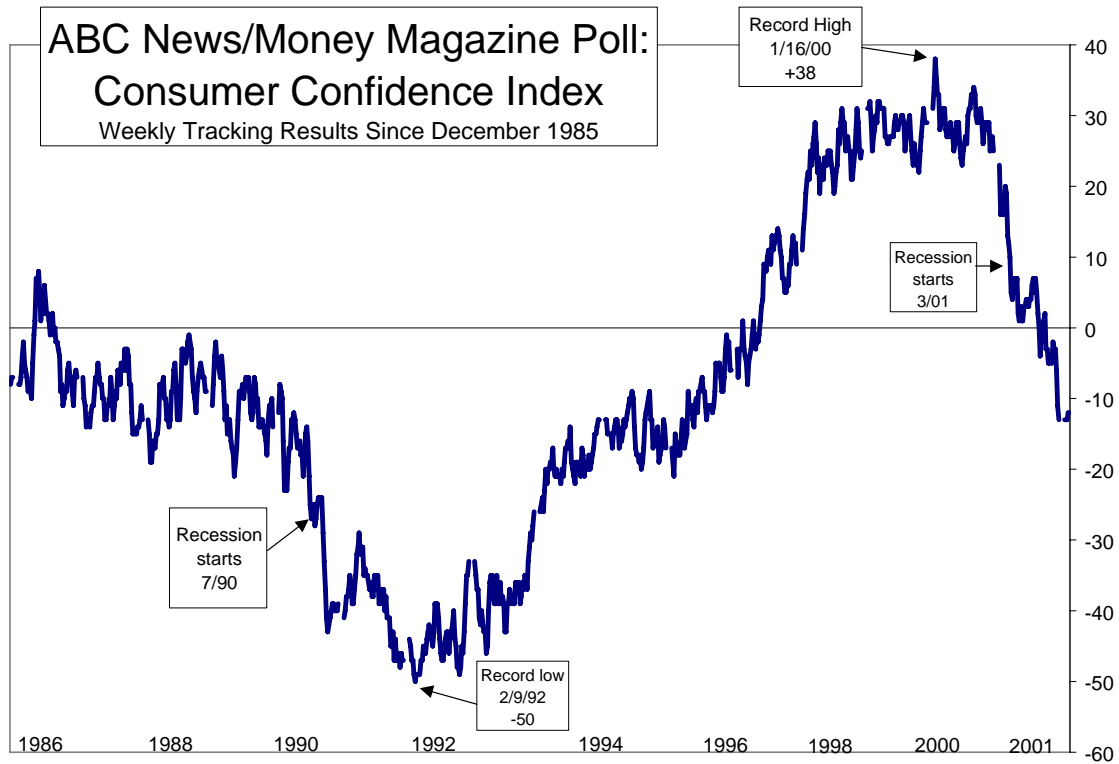
The ABC News/Money magazine Consumer Comfort Index, based on these three gauges, stands at -12 on its scale of +100 to -100, unchanged from last week. The index has stood at -12 or -13 for the last six weeks.

Positive ratings of:	ABC News/Money Magazine Poll			
	2/3/02	Record high 1/16/00	2001 average	16-year average
National economy	33%	80	50	42
Buying climate	41	57	43	39
Personal finances	58	70	63	57



TREND – The index has averaged -8 over its 16-year history. It bottomed out at -50 in 1992, and peaked at +38 in January 2000. Its overall average in 2001 was +4, down from a record setting +29 in 2000 – the largest year-to-year drop this poll has seen. But it's been far worse, averaging just -44 in 1992.

		ABC/Money Index	
Today		-12	
Last week		-12	
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 +12 in higher-income households compared to -44 in the lowest, -3 among college graduates while -39 among high-school dropouts, -7 among whites but -33 among blacks and -3 among men while -21 among women.

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, down one point from last week. The best was 80 percent Jan. 16, 2000. The worst was seven percent in late 1991 and early 1992.

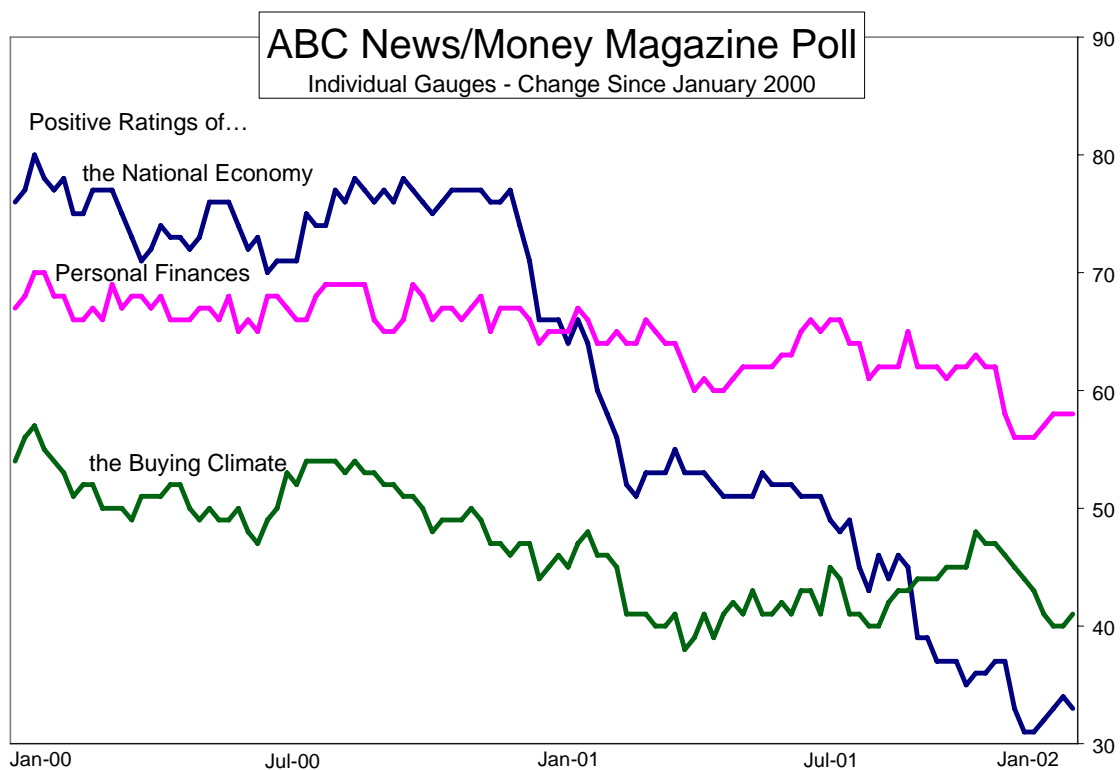
	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	33	1	32	67	49	18
Avg. since 12/85	42	4	38	58	39	19

PERSONAL FINANCES – Fifty-eight percent rate their own finances as excellent or good, the same as 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	4	54	42	29	13
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE – Forty-one percent say it's an excellent or good time to buy things they want and need, up one 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	41	4	37	59	40	19
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 1,029 interviews in the month ending Feb. 3, 2002 and have an error margin of plus or minus three percentage points. 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>

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02/03/02

This Last 4 Wks 3 Mo. 1 Yr. 12 Mo 12 Mo 12 Mo
 Week Week Ago Ago Ago High Low Avg

Group

GENERAL POPULATION:

Group	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Overall Index	-12	-12	-13	-5	16	20	-13	1
State of Economy	-34	-32	-38	-26	28	32	-38	-7
Personal Finances	16	16	12	22	30	34	12	24
Buying Climate	-18	-20	-14	-10	-10	-4	-24	-15

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Group	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Sex:								
Men	-3	-2	-5	-5	24	27	-6	7
Women	-21	-21	-20	-4	8	13	-21	-4
Age:								
18 - 34	-6	-4	-6	4	20	23	-8	7
35 - 44	-11	-10	-10	-6	23	33	-15	2
45 - 54	-19	-17	-17	-10	6	19	-19	-2
55 - 64	-12	-18	-17	-6	6	14	-30	-3
65 +	-17	-14	-21	-14	14	25	-21	-5
Income:								
Under \$15K	-44	-49	-48	-23	-28	-18	-52	-37
\$15K To \$24.9K	-31	-31	-24	-22	-13	-13	-40	-24
\$25K To \$39.9K	-15	-12	-19	-21	-2	11	-24	-7
\$40K To \$49.9K	-14	-9	-3	-3	30	30	-14	7
Over \$50K	12	15	10	19	43	47	3	26
Region:								
Northeast	-14	-12	-11	-4	16	27	-17	-1
Midwest	-14	-13	-9	3	18	20	-14	3
South	-9	-10	-11	1	16	20	-13	1
West	-14	-13	-20	-20	14	20	-21	1
Race:								
White	-7	-7	-7	0	17	22	-8	6
Black	-33	-31	-46	-22	12	14	-46	-26
Politics:								
Republican	11	13	19	21	24	34	11	22
Democrat	-23	-23	-29	-20	15	17	-29	-9
Independent	-13	-12	-17	-6	9	14	-19	-4
Education:								
< High School	-39	-43	-49	-33	-20	-7	-49	-30
High Sch. Grad.	-12	-12	-15	-6	14	14	-18	-5
College +	-3	-1	0	5	29	32	-3	15
Home:								
Own	-10	-8	-7	1	20	26	-10	7
Rent	-17	-21	-27	-19	3	4	-27	-13
Marital Status:								
Single	-5	-7	-19	-2	20	20	-19	1
Married	-4	-5	-6	-2	22	27	-7	7
Sep/Wid/Div	-42	-39	-33	-17	-10	-3	-42	-22
Employ. Status:								
Full-Time	0	1	-4	4	24	26	-4	10
Part-Time	-13	-11	-10	-9	24	28	-15	-1
Not Employed	-25	-27	-27	-14	1	7	-28	-11

END