

Confidence Rises Sharply Amid Positive War News

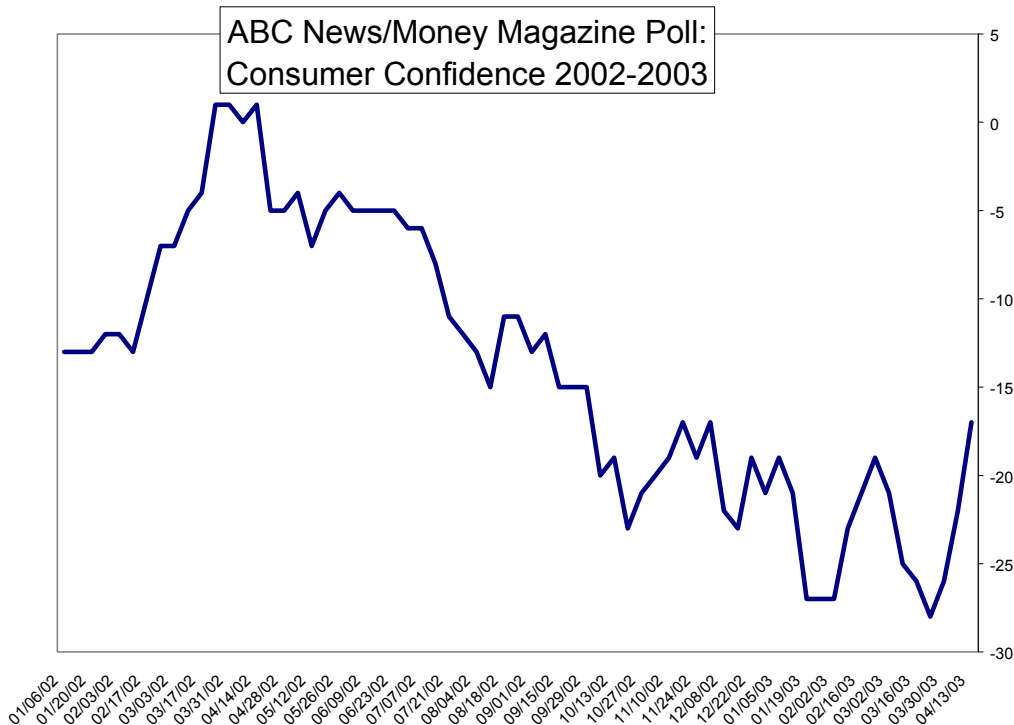
Consumer confidence shot up this week in apparent reaction to the events in Iraq, scoring one of its best one-week gains in 17 years.

Extending a three-week advance that's erased a buildup of pre-war uncertainty, ratings of current economic conditions jumped to their best level in more than four months, while pessimism about the economy's future direction eased.

The ABC News/Money magazine Consumer Comfort Index, based on ratings of current conditions, gained five points this week and is now up 11 points since the war began. In a separate measure of expectations, the number of Americans who say the economy is "getting worse" has fallen from 52 percent last month to 37 percent now.

INDEX – The ABC/Money Index stands at -17 on its scale of +100 to -100; it was -28 on March 23, its lowest since December 1993. This week's advance marks only the 14th time the index has gained five or more points in one week in more than 900 weekly polls.

Even with this gain, however, the index is still below its average, -9, since this poll began in December 1985, and far below the heights it reached from 1998-2000.

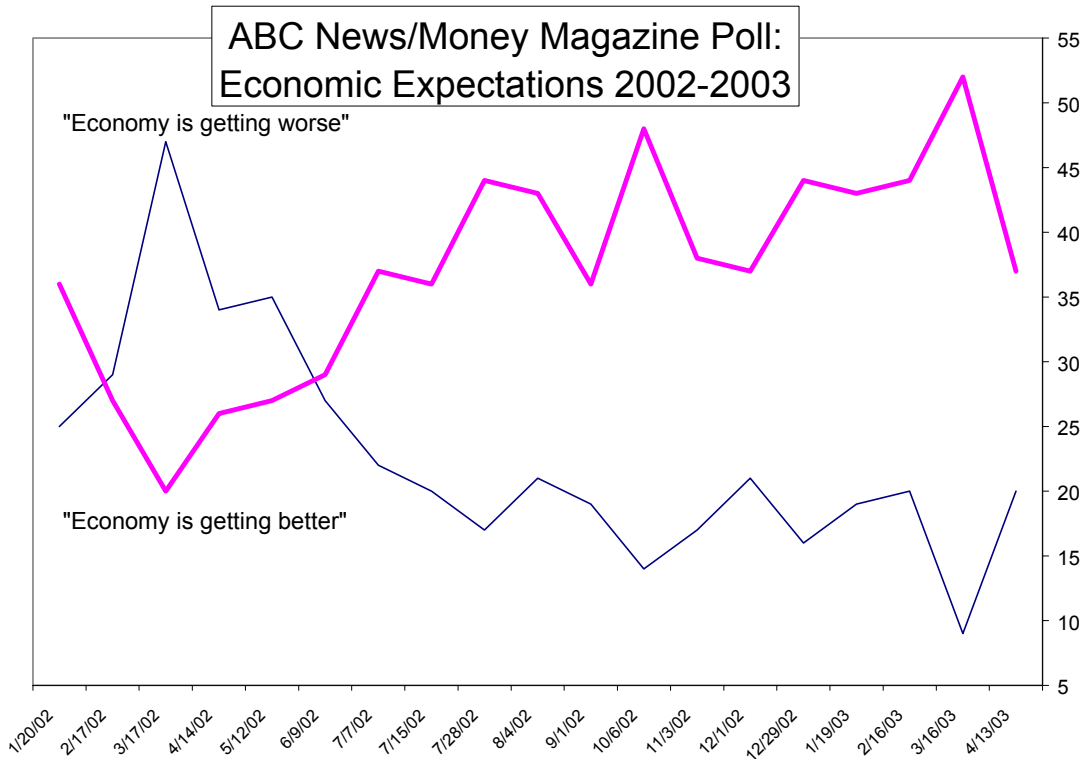


ABC/Money Index	
4/13/03	-17
4/6/03	-22
3/30/03	-26
3/23/03	-28

PERSIAN GULF WAR – The ABC/Money index gained nine points from the start of the Persian Gulf War in January 1991 through March 1991, mostly in the weeks immediately following the war’s end. Other consumer confidence surveys found large gains in confidence after that war, mainly due to significant advances in expectations. It didn’t last, though – confidence peaked after the war, then lost ground later in 1991.

Last month’s reading on expectations – 52 percent negative – was its worst since 1992. Today pessimists still significantly outnumber optimists, but much less overwhelmingly. The number of pessimists has fallen by 15 points, while optimists gained 11.

	Economy is...		
	Getting better	Getting worse	Staying the same
4/13/03	20%	37	43
3/16/03	9	52	39



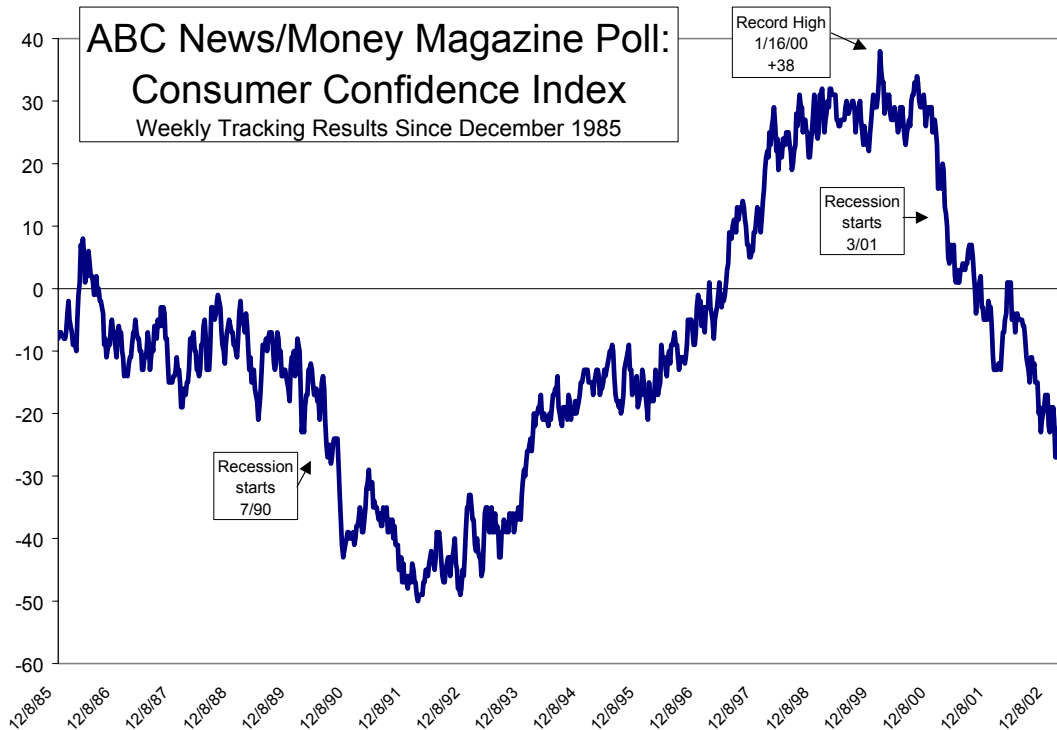
CURRENT SENTIMENT – The ABC/Money index measures views of the economy, personal finances and the buying climate. This week 29 percent of Americans rate the economy positively – still well below average (41 percent), but up eight points in the last three weeks.

Many more, 59 percent say their own finances are in good shape, up five points in three weeks. Ratings of the buying climate have been flatter – at 36 percent positive, they’re up just three points since the war’s start.

ABC News/Money magazine poll					
Positive ratings of:	This week	Last week	2003 high	2003 low	17-yr. avg.
National economy	29%	24	30	21	41
Buying climate	36	35	37	32	39
Personal finances	59	58	59	52	57
Consumer Comfort Index	-17	-22	-17	-28	-9

TREND – The ABC/Money index has averaged -23 so far this year, compared to an average of -11 last year (its worst since 1996) and a 17-year average of -9. Its record high is +38, reached in January 2000, the year it averaged a career-best +29. Its worst is -50, reached in February 1992; that year it averaged -44.

ABC/Money Index	
Today	-17
Last week	-22
Three weeks ago	-28
Recent high	+1
2003 average	-23
2002 average	-11
2001 average	+4
2000 average	+29
1992 average	-44
Jan. 16, 2000	+38
Feb. 9, 1992	-50
Average since 12/85	-9



GROUPS - As usual, confidence is higher among better-off Americans. The index is +7 among people in higher-income households compared to -48 in the lowest, -7 among college graduates while -36 among high-school dropouts, -11 among whites but -47 among blacks and -7 among men while -25 among women.

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

NATIONAL ECONOMY – Twenty-nine percent of Americans rate the nation's economy as excellent or good; it was 24 percent 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	29	1	28	71	50	21
Avg. since 12/85	41	4	37	59	40	19

PERSONAL FINANCES - Fifty-nine percent rate their own finances as excellent or good; it was 58 percent last week. The best was 70 percent, set Aug. 30, 1998 and last matched in January 2000. The worst was 42 percent March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	59	5	54	41	31	10
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE - Thirty-six percent say it's an excellent or good time to buy things they want and need; it was 35 percent 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	36	3	33	64	44	20
Avg. since 12/85	39	3	36	61	41	20

METHODOLOGY - The ABC News/Money magazine Consumer Comfort Index represents a rolling average based on telephone interviews with a random sample of about 1,000 adults nationwide each month. This week's results are based on 1,006 interviews in the month ending April 13, 2003, and have an error margin of plus or minus three percentage points. The expectations question was conducted among 503 respondents April 2-13; 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/us/PollVault/PollVault.html>

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

04/13/03	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	-17	-22	-26	-21	1	1	-28	-15
State of Economy	-42	-52	-56	-48	-12	-12	-58	-38
Personal Finances	18	16	10	10	26	26	4	14
Buying Climate	-28	-30	-32	-26	-10	-10	-36	-23

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-7	-10	-14	-13	9	9	-18	-8
Women	-25	-32	-37	-29	-6	-6	-38	-22
Age:								
18 - 34	-12	-13	-24	-16	10	10	-25	-8
35 - 44	-10	-20	-18	-18	-8	-1	-31	-15
45 - 54	-30	-32	-37	-27	-3	6	-41	-19
55 - 64	-11	-18	-30	-22	8	8	-39	-18
65 +	-23	-30	-24	-31	-5	-5	-36	-24
Income:								
Under \$15K	-48	-48	-47	-61	-47	-26	-61	-46
\$15K To \$24.9K	-45	-49	-47	-38	-26	-19	-55	-37
\$25K To \$39.9K	-26	-34	-49	-39	1	1	-49	-24
\$40K To \$49.9K	-6	-5	-20	-7	4	12	-30	-9
Over \$50K	7	5	0	6	29	29	-15	7
Region:								
Northeast	-19	-28	-34	-25	2	2	-36	-19
Midwest	-14	-19	-30	-22	-5	4	-34	-15
South	-16	-20	-24	-22	1	4	-29	-17
West	-17	-22	-17	-16	7	9	-25	-10
Race:								
White	-11	-18	-23	-16	5	5	-23	-12
Black	-47	-44	-44	-49	-18	-18	-60	-38
Politics:								
Republican	12	2	-3	10	34	34	-3	10
Democrat	-41	-39	-39	-40	-14	-14	-46	-30
Independent	-13	-19	-33	-34	-5	-5	-38	-19
Education:								
< High School	-36	-38	-41	-37	-12	-12	-59	-37
High Sch. Grad.	-20	-27	-30	-30	-4	-4	-40	-21
College +	-7	-12	-17	-10	9	11	-18	-4
Home:								
Own	-12	-18	-21	-16	9	9	-24	-11
Rent	-29	-32	-35	-34	-20	-9	-40	-26
Marital Status:								
Single	-13	-17	-25	-19	-2	10	-25	-10
Married	-13	-16	-20	-18	7	7	-27	-12
Sep/Wid/Div	-31	-45	-47	-36	-16	-14	-52	-31
Employ. Status:								
Full-Time	-6	-12	-20	-16	10	10	-20	-7
Part-Time	-29	-40	-25	-14	7	14	-40	-16
Not Employed	-25	-28	-34	-33	-13	-13	-40	-27

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
4/13/03	20	37	43	0
3/16/03	9	52	39	0
2/16/03	20	44	36	0
1/19/03	19	43	37	0
12/29/02	16	44	39	1
12/1/02	21	37	42	1
11/3/02	17	38	44	0
10/6/02	14	48	37	1
9/1/02	19	36	44	1
8/4/02	21	43	34	0
7/28/02*	17	44	39	1
7/15/02*	20	36	43	2
7/7/02	22	37	41	0
6/9/02	27	29	43	1
5/12/02	35	27	38	0
4/14/02	34	26	40	0
3/17/02	47	20	32	1
2/17/02	29	27	42	2
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

Call for full trend.

*ABC/Post

END