

**ABC NEWS/MONEY CONSUMER INDEX - 4/30/00**

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## Confidence in a Lull

Consumer confidence was unchanged this week, extending a lull that began in mid-March. While lower than the all-time high it reached in January, confidence has been remarkably stable during the recent stock market upheavals.

Today 73 percent of Americans say the economy is in good shape, seven points below January's record but nearly double the 14-year average. Sixty-six percent say their own finances are good and 52 percent say it's a good time to buy things, both also strong.

	Today	Highest	Lowest	Average
Positive ratings:				
National Economy	73%	80	7	39
Personal Finances	66	70	42	56
Buying Climate	52	57	20	38

INDEX - The ABC News/Money magazine Consumer Comfort Index, based on these ratings, stands at +27 on its scale of +100 to -100. It's averaged +30 this year, two points above its record 1999 average. Its lifetime average, depressed in the early 1990s, is -11.

	ABC/Money Index	
Today	+27	
Last week	+27	
Jan. 16, 2000	+38	Record High
2000 average	+30	
1999 average	+28	Best full year
1992 average	-44	Worst full year
Feb. 9, 1992	-50	Record low
Average since 12/85	-11	

Call the ABC News Polling Unit, ext. 2621, for a chart tracking the index over time.

GROUPS - As usual, confidence is higher among better-off Americans: The index is +59 in higher-income households compared to -23 in the lowest; +45 among college graduates but -8 among high-school dropouts; +32 among whites but -3 among blacks; and +34 among men compared to +21 among women.

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

NATIONAL ECONOMY- The poll asks: Would you describe the state of the nation's economy these days as excellent, good, not so good or poor? Seventy-three percent say excellent or good, the same as last week. The record, 80 percent, was set on Jan. 16, 2000. The worst rating was seven percent in late 1991 and early 1992.

Pos. NET    Excel.    Good    Neg. NET    Not good    Poor

This week	73%	13	60	27	17	10
Avg. since 12/85	39	3	36	61	40	21

**PERSONAL FINANCES** - The poll asks: Would you describe the state of your own personal finances these days as excellent, good, not so good or poor? Sixty-six percent say excellent or good, unchanged from last week. The record, 70 percent, was set Aug. 30, 1998 and last matched in January. The worst was 42 percent on March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	66%	7	59	34	22	12
Avg. since 12/85	56	5	52	44	31	13

**BUYING CLIMATE** - The poll asks: Considering the cost of things today and your own personal finances, would you say now is an excellent time, a good time, a not-so-good time or a poor time to buy the things you want and need? Fifty-two percent say excellent or good, the same as last week. The record, 57 percent, was set Jan. 16, 2000. The worst rating, 20 percent, was set in fall 1990.

	Pos. NET	Excel.	Good	Neg. net	Not good	Poor
This week	52%	3	49	48	33	15
Avg. since 12/85	38	3	35	62	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 1,048 interviews in the week ending April 30 and have an error margin of plus or minus three percentage points. Fieldwork 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>

04/30/00	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								
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GENERAL POPULATION:								
Overall Index	27	27	27	33	26	38	22	28
State of Economy	46	46	42	54	46	60	38	47
Personal Finances	32	32	36	36	30	40	28	34
Buying Climate	4	4	2	8	2	14	-4	4

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OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	34	36	32	42	32	45	30	36
Women	21	18	21	24	19	30	11	20
Age:								
18 - 34	21	26	19	26	21	37	16	25
35 - 44	27	27	28	34	31	37	13	28
45 - 54	42	34	22	31	26	45	11	28
55 - 64	25	23	44	47	31	48	16	31
65 +	28	24	31	32	23	45	17	29
Income:								
Under \$15K	-23	-26	-22	-22	-25	-12	-42	-25
\$15K To \$24.9K	3	-5	-9	16	-5	26	-11	2
\$25K To \$39.9K	24	24	18	16	22	33	8	23
\$40K To \$49.9K	29	35	60	53	37	60	27	42
Over \$50K	59	63	63	63	60	68	53	60
Region:								
Northeast	35	32	28	40	31	48	20	31
Midwest	36	38	30	32	29	41	20	31
South	20	21	23	22	21	31	14	24
West	21	17	27	43	23	43	13	28
Race:								
White	32	31	32	37	31	43	26	32
Black	-3	-1	-6	4	-5	25	-11	1
Politics:								
Republican	38	37	37	45	33	55	32	42
Democrat	30	31	32	35	25	38	15	27
Independent	20	18	20	21	24	29	13	21
Education:								
< High School	-8	-9	-13	-1	-5	9	-27	-10
High Sch. Grad.	18	14	13	17	19	32	8	19
College +	45	47	50	53	41	53	38	46
Home:								
Own	35	33	33	42	32	44	28	35
Rent	6	11	8	9	11	22	-3	10
Marital Status:								
Single	28	23	23	19	13	36	8	24
Married	32	31	32	40	35	44	27	34
Sep/Wid/Div	10	11	6	17	5	17	-9	8
Employ. Status:								
Full-Time	34	37	34	43	34	44	29	36
Part-Time	28	29	18	24	25	38	7	22
Not Employed	18	11	17	22	12	28	8	18

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