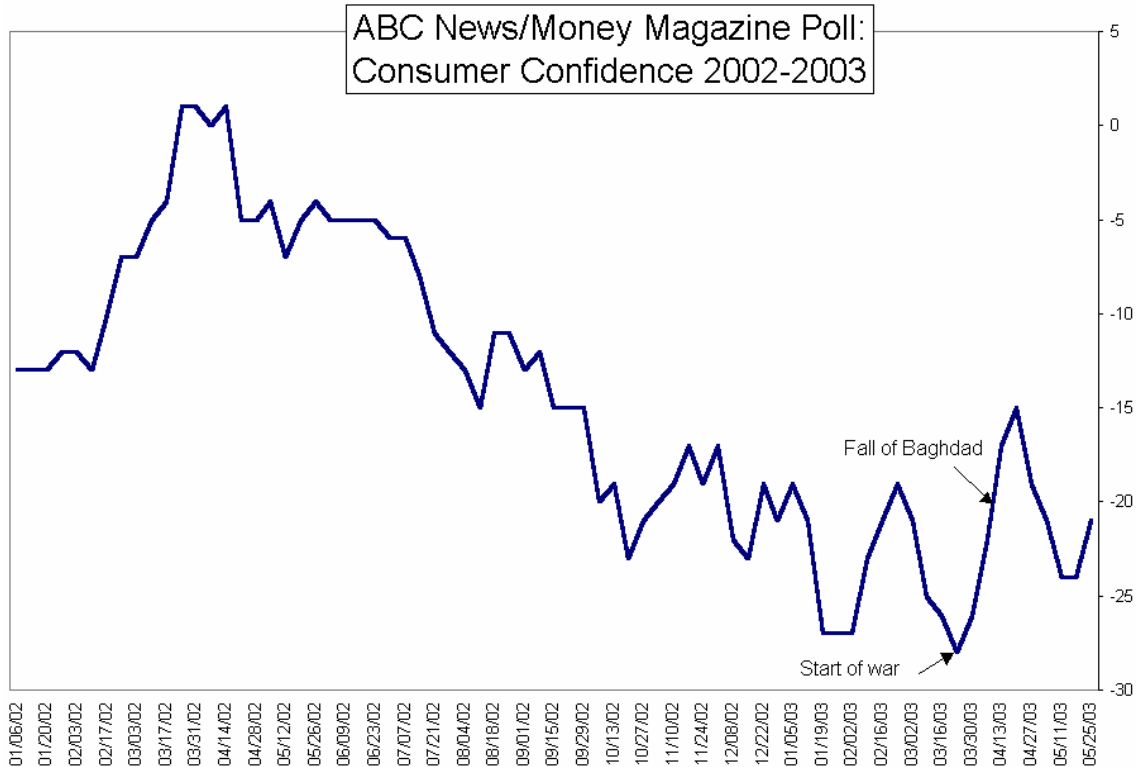


Uptick in Confidence Ends a Postwar Slump

Emerging from its postwar slump, consumer confidence advanced this week for the first time in more than a month.

The ABC News/Money magazine Consumer Comfort Index, based on ratings of current economic conditions, inched up three points to -21 on its scale of +100 to -100, its first gain since April 20. The index had jumped by 13 points in a short-lived boost during the war in Iraq, but then lost nine points in the next three weeks.

	ABC/Money Index	Change	
5/25/03	-21	+3	
5/18/03	-24	=	
5/11/03	-24	-3	Postwar slump: down 9
5/4/03	-21	-2	
4/27/03	-19	-4	
4/20/03	-15	+2	War boost: up 13
4/13/03	-17	+5	
4/6/03	-22	+4	
3/30/03	-26	+2	
3/23/03	-28		



This survey is based on about 1,000 random telephone interviews conducted at a pace of 250 per week and combined in a four-week rolling average. The most recent interviews were completed two days ago.

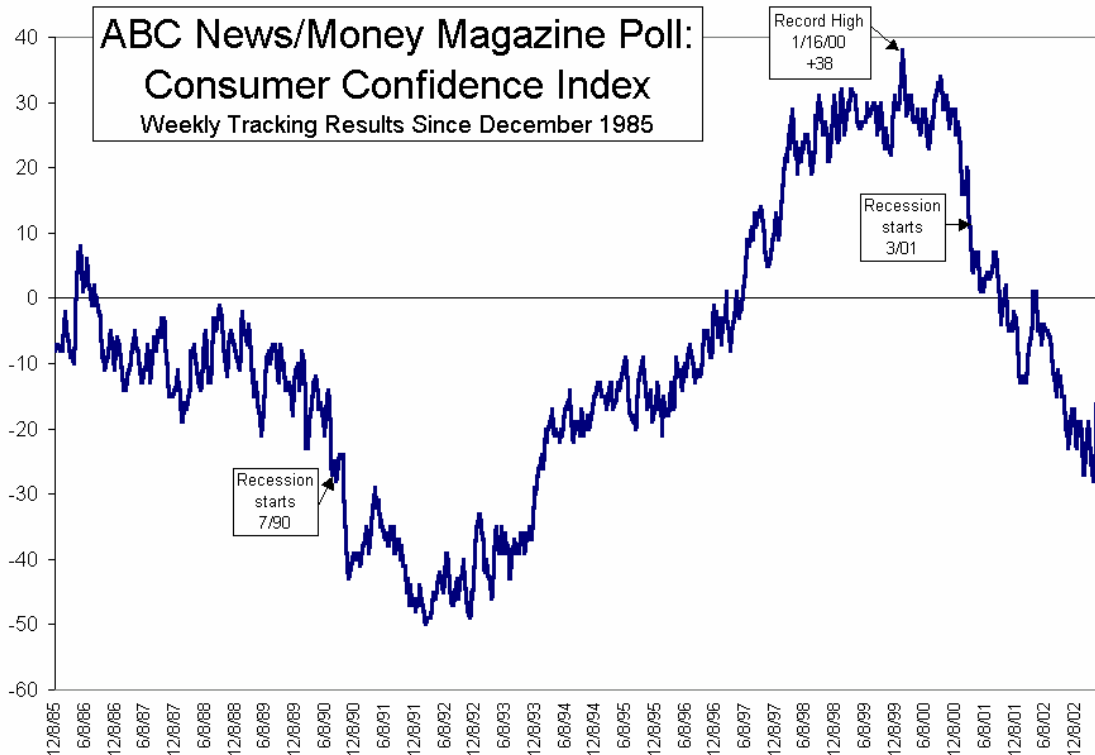
INDEX – The ABC/Money index is made up of public ratings of the economy, personal finances and the buying climate. Most improved this week – but still the weakest – are positive ratings of the economy, up three points to 29 percent.

That’s 12 points worse than its average since this poll began in December 1985, and 51 points off its record high in January 2000. But it’s been much worse – just seven percent of Americans rated the economy positively in late 1991 and early 1992.

Slightly better are ratings of the buying climate – 37 percent positive this week, matching its best this year and just two points off its 17-year average. In the index’s third gauge, 52 percent rate their own finances positively, unchanged for the last three weeks, but down eight points since April 20 and five points below its long-term average.

ABC News/Money magazine poll					
Positive ratings of:	This week	April 20	2003 high	2003 low	17-yr. avg.
National economy	29%	30	30	21	41
Buying climate	37	37	37	32	39
Personal finances	52	60	60	52	57
Consumer Comfort Index	-21	-15	-15	-28	-9

TREND – The ABC/Money index has averaged -23 so far this year, compared to -11 over the course of 2002 and -9 since December 1985. It has not had an annual average this low since 1993. The index peaked at +38 in January 2000, and bottomed out at -50 in February 1992.



Given sampling tolerances, a three-point change in the index represents real change nine times out of 10.

		ABC/Money Index	
Today		-21	
Five weeks ago		-15	
Two months ago		-28	2003 low
Recent high		+1	March, April 2002
2003 average		-23	To date
2002 average		-11	
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		-9	

GROUPS –As usual, confidence is higher among better-off Americans. The index is +5 among people in higher-income households compared to -57 in the lowest, -9 among college graduates while -51 among high-school dropouts, -16 among whites but -52 among blacks and -12 among men while -28 among women.

The index remains a good deal lower in the Northeast (-34) than in other regions. And it peaks among Republicans at +9, compared to -24 among independents and -43 among Democrats.

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

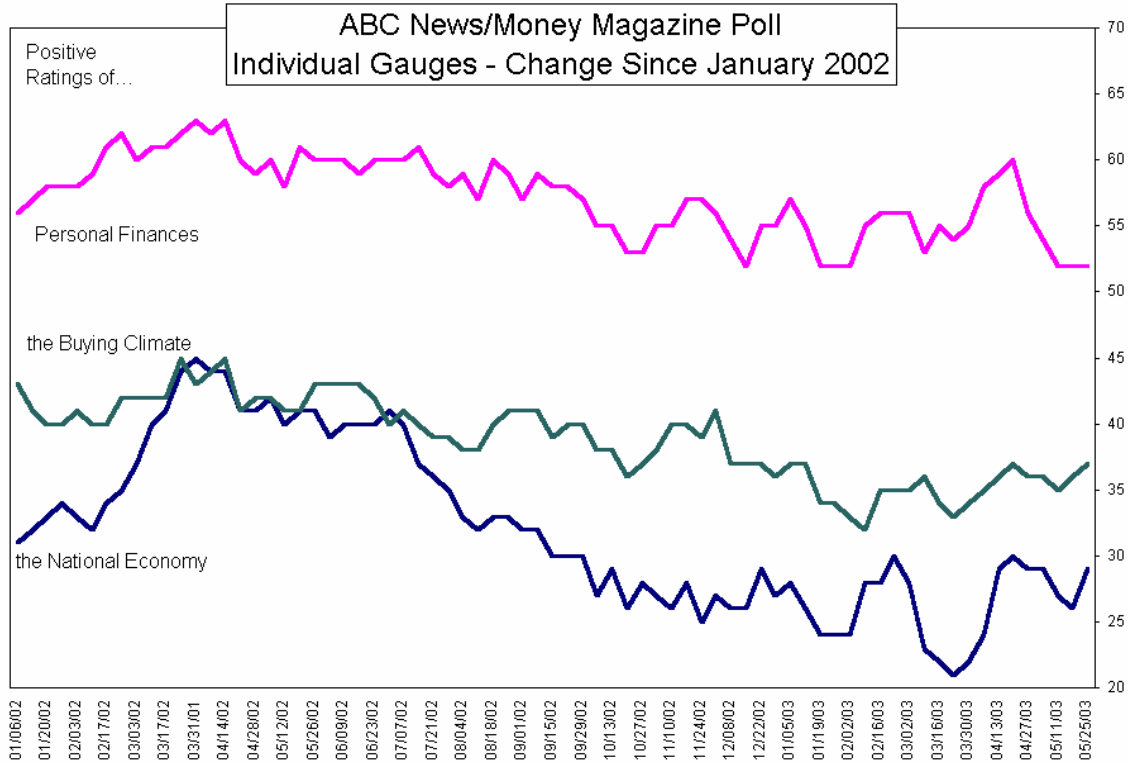
	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	29	1	28	71	47	24
Avg. since 12/85	41	4	37	59	40	19

PERSONAL FINANCES – Fifty-two 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 was 42 percent March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	52	5	47	48	33	15
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE - Thirty-seven percent say it's an excellent or good time to buy things they want and need; it was 36 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	37	4	34	63	42	19
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 1,004 interviews in the month ending May 25, 2003, 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/us/PollVault/PollVault.html>

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

05/25/03

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:

Overall Index	-21	-24	-19	-19	-4	-4	-28	-17
State of Economy	-42	-48	-42	-40	-18	-18	-58	-41
Personal Finances	4	4	12	12	20	22	4	13
Buying Climate	-26	-28	-28	-30	-14	-14	-36	-24

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	-12	-15	-12	-8	3	7	-19	-10
Women	-28	-32	-25	-30	-9	-9	-38	-24
Age:								
18 - 34	-18	-20	-10	-11	8	8	-25	-10
35 - 44	-17	-17	-21	-13	-5	-1	-31	-16
45 - 54	-33	-40	-28	-28	-7	6	-41	-21
55 - 64	-8	-14	-22	-38	-1	-1	-39	-20
65 +	-25	-31	-21	-27	-21	-14	-36	-25
Income:								
Under \$15K	-57	-59	-52	-47	-38	-26	-61	-46
\$15K To \$24.9K	-41	-41	-47	-41	-42	-19	-55	-38
\$25K To \$39.9K	-43	-37	-20	-28	-10	-9	-49	-27
\$40K To \$49.9K	-32	-28	-21	-19	-2	12	-32	-13
Over \$50K	5	0	6	1	25	28	-15	5
Region:								
Northeast	-34	-34	-28	-16	-16	-4	-38	-22
Midwest	-14	-14	-16	-24	3	4	-34	-16
South	-14	-19	-14	-26	2	4	-29	-18
West	-26	-34	-20	-9	-9	9	-34	-12
Race:								
White	-16	-19	-13	-20	2	2	-23	-14
Black	-52	-56	-48	-23	-34	-21	-60	-40
Politics:								
Republican	9	8	9	7	22	22	-3	8
Democrat	-43	-45	-37	-38	-19	-14	-46	-33
Independent	-24	-26	-26	-20	-10	-5	-38	-21
Education:								
< High School	-51	-48	-40	-23	-36	-18	-59	-39
High Sch. Grad.	-22	-30	-24	-32	-5	-4	-40	-23
College +	-9	-12	-6	-11	8	11	-18	-6
Home:								
Own	-16	-19	-14	-17	3	3	-24	-13
Rent	-36	-36	-30	-25	-20	-9	-40	-27
Marital Status:								
Single	-28	-31	-18	-15	10	10	-32	-13
Married	-10	-13	-16	-16	0	2	-27	-14
Sep/Wid/Div	-50	-46	-26	-37	-26	-21	-52	-33
Employ. Status:								
Full-Time	-15	-20	-13	-10	4	7	-20	-10
Part-Time	-25	-26	-19	-20	14	14	-40	-18
Not Employed	-25	-27	-24	-32	-20	-16	-40	-27

END