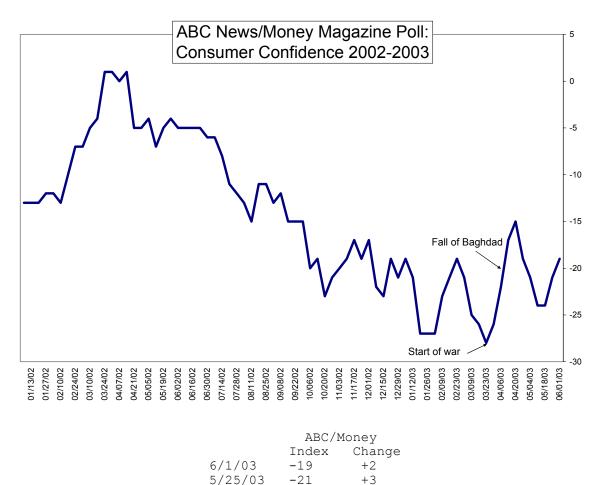
## <u>ABC NEWS/MONEY MAGAZINE CONSUMER INDEX – 6/1/03</u> EMBARGOED FOR RELEASE AFTER 6:30 p.m. Tuesday, June 3, 2003

## **Confidence Rebounding From Recent Slide**

Rebounding from its recent slide, consumer confidence has put together a mini-rally: It's up five points in the last two weeks.

Events in Iraq had helped move confidence, sending it up 13 points during the war, but then down nine points after it. It's now back on the mend, though, rolling back some of its recent losses. The ABC News/Money magazine Consumer Comfort Index, based on ratings of current economic conditions, is -19 on its scale of +100 to -100, up from -24 two weeks ago.

At the same time, it's still below average. The index has averaged -9 since its start in December 1985.



-24

-24

=

-3 Postwar slump: down 9

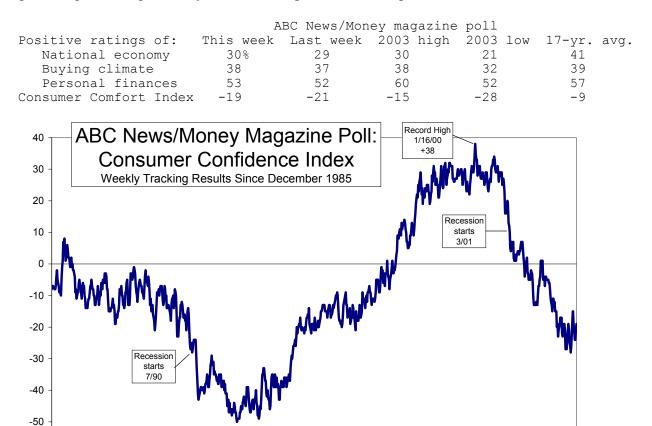
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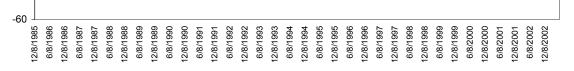
5/11/03

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	

INDEX – The ABC/Money index is made up of ratings of the economy, personal finances and the buying climate. Thirty-eight percent now call it a good time to buy things, its best rating of the year and just one point off its 17-year average.

Thirty percent rate the economy positively, matching its best rating of the year. But it's still weak at 11 points below average. Most, 53 percent, say their own finances are in good shape, seven points shy of its 2003 high, reached in April.





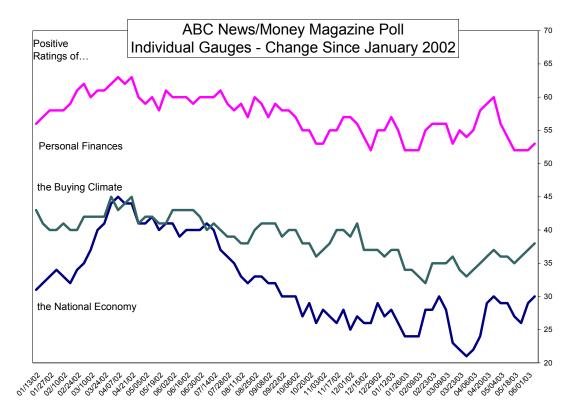
TREND – The ABC/Money index is well off its high, +38, reached in January 2000. But it's also been much worse, bottoming out at -50 in February 1992. It's averaged -22 so far this year, compared to -11 last year and -9 since December 1985.

	ABC/Money	Index
Today	-19	
Two weeks ago	-24	
Six weeks ago	-15	
Recent low	-28	March 2003
Recent high	+1	March, April 2002
2003 average	-22	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 +8 among people in higher-income households compared to -61 in the lowest, -11 among college graduates while -50 among high-school dropouts, -16 among whites but -50 among blacks and -9 among men while -29 among women.

The index is a good deal lower in the Northeast (-32) and West (-28) than in the South (-12) and Midwest (-13). And it peaks among Republicans at +7, compared to -21 among independents and -46 among Democrats.

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



NATIONAL ECONOMY – Thirty percent of Americans rate the nation's economy as excellent or good; it was 29 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	30	1	29	70	45	25
Avg.	since 12/85	5 41	4	37	59	40	19

PERSONAL FINANCES – Fifty-three percent rate their own finances as excellent or good; it was 52 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	53	3	5	48	47	32	15
Avg.	since 12	2/85 57	7	5	53	43	30	12

BUYING CLIMATE - Thirty-eight percent say it's an excellent or good time to buy things they want and need; it was 37 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	38	4	34	62	44	18
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 1,005 interviews in the month ending June 1, 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: <<u>http://abcnews.go.com/sections/us/PollVault/PollVault.html></u>

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

06/01/03	-		-	-		-	12 Mo Low	-
Group		 -		-	 	 		

GENERAL POPULATION: Overall Index State of Economy Personal Finances Buying Climate	-19 -40 6 -24	-21 -42 4 -26	-21 -42 8 -28	-21 -44 12 -30	-5 -22 20 -14	-5 -18 22 -14	-28 -58 4 -36	-18 -41 12 -25
		OVERAI	LL INDE	EX BY	DEMOGRA	APHIC	GROUPS	
Sex:								
Men	-9	-12	-15	-11	7	7	-19	-10
Women	-29	-28	-25	-30	-17	-9	-38	-25
Age:	4 5							
18 - 34	-15	-18	-14	-17	4	4	-25	-11
35 - 44	-17	-17	-16	-12	-8	-1	-31	-16
45 - 54	-33	-33	-32	-24	1	6	-41	-22
55 - 64	-9	-8	-21	-36	-10	-2	-39	-20
65 + Tracerso	-25	-25	-24	-27	-22	-14	-36	-25
Income:	-61	-57	-52	-48	-46	-26	-61	-47
Under \$15K \$15K To \$24.9K	-34	-37	-52 -51	-40 -39	-40 -44	-20 -19	-55	-38
\$25K TO \$39.9K	-34 -48	-41 -43	-20	-27	-13	-19	-49	-38 -27
\$40K To \$49.9K	-29	-32	-27	-19	-13	12	-32	-13
Over \$50K	-29	-52	3	-19	27	28	-15	-13
Region:	0	5	5	T	21	20	1J	5
Northeast	-32	-34	-32	-15	-18	-4	-38	-23
Midwest	-13	-14	-20	-26	4	4	-34	-17
South	-12	-14	-13	-24	0	4	-29	-18
West	-28	-26	-21	-15	-12	9	-34	-12
Race:		_ •				-	• -	
White	-16	-16	-14	-20	-1	0	-23	-14
Black	-50	-52	-51	-29	-41	-21	-60	-40
Politics:								
Republican	7	9	10	9	17	17	-3	8
Democrat	-46	-43	-38	-40	-26	-14	-46	-33
Independent	-21	-24	-29	-24	-5	-5	-38	-21
Education:								
< High School	-50	-51	-37	-32	-35	-18	-59	-39
High Sch. Grad.	-18	-22	-29	-29	-14	-4	-40	-23
College +	-11	-9	-7	-11	11	11	-18	-6
Home:					_	-		
Own	-16	-16	-14	-14	2	3	-24	-14
Rent	-31	-36	-35	-35	-24	-9	-40	-27
Marital Status:	0.5	0.0	0.0	0.1	6	6	2.0	1.0
Single	-25	-28	-22	-21	6	6	-32	-13
Married	-11	-10	-16	-16	-2	2	-27	-14
Sep/Wid/Div	-50	-50	-30	-39	-26	-21	-52	-33
Employ. Status:	_1 ⊑	_1 ⊑	_1 ⊑	_10	C	7	_20	_10
Full-Time Part-Time	-15 -16	-15 -25	-15 -26	-10 -19	6 -2	7 3	-20 -40	-10 -18
Not Employed	-26	-25 -25	-26 -24	-19	-22	-16	-40 -40	-10 -27
NOC EMPLOYED	-20	-2J	-24	-55	-22	- T 0	-40	-21

\*\*\*END\*\*\*