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ABC NEWS/MONEY CONSUMER INDEX - 6/8/97
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Economy Rating Highest Ever
In 11 Years of Consumer Polls

Confidence in the nation's economy has scored a record high in more than 11 years of weekly consumer polls by ABC News and Money magazine.

Fifty-four percent of Americans this week rate the economy as good or excellent, the highest since the survey began in December 1985.

That positive movement was enough by itself to push the overall ABC/Money Consumer Comfort Index up a point to +4 on its scale of +100 to -100, its best since June 1986 and just four points from its all-time high of +8 in May of that year.

The index, made up of three gauges on the economy, personal finance and the buying climate, has been in positive territory for three straight weeks riding on rising ratings from the first two gauges and a stable, though relatively high rating from the third. At 60 percent positive for the second week in a row, views of personal finances remain within three points of their record. At 42 percent positive, ratings of the buying climate, though negative, are at their best since October 1987

	ABC/Money Index
Today	+4
1997 average	-2
1996 average	-11
1990-95	-30
1986-90	-9
Full average	-20

RATINGS - Fifty-four percent of Americans call the economy "excellent" or "good," up a point from last week. For comparison, on average over the life of the index only 32 percent have rated the economy positively.

Sixty percent rate their personal finances positively, same as last week and now just three points shy of the record, set last April 13.

In the one gauge that remains mostly negative, 58 percent still call this a bad time to spend money on things they want and need - 10 points worse than this gauge's best reading, set on May 11, 1986.

	Positive Ratings	
	Today	11-yr avg.
National Economy	54%	32%
Personal Finances	60	54
Buying Climate	42	35

GROUPS - Confidence customarily lags in economically vulnerable groups, including women, blacks, the poor and the less-educated. The index is +16 among men, but -6 among women; +9 among whites, but -36 among blacks; +44 in

higher-income households. but -44 in the lowest; and +22 among people who have attended college, but -21 among high school dropouts.

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

NATIONAL ECONOMY- Fifty-four percent rate the economy positively, a record. It's averaged 49 percent this year; the average for the life of the index is 32 percent. The worst, 93 percent negative, was in late 1991 and early 1992.

PERSONAL FINANCES - Sixty percent rate their finances positively, the same as last week. It's averaged 59 percent this year; the average for the life of the index is 54 percent. The best, 63 percent positive, was April 13, 1997. The worst was 58 percent negative March 14, 1993.

BUYING CLIMATE - Fifty-eight percent call this a bad time to buy things, the same as last week and the least since Oct. 4, 1987. It's averaged 61 percent this year; the average for the life of the index is 65 percent. The worst was 80 percent negative Nov. 2 and Oct. 28, 1990; the best, 52 percent positive May 11, 1986.

	National Economy	Personal Finances	Buying Climate
This week	54% pos	60% pos	58% neg
1997 Average	51% neg	59% pos	61% neg
Recession Average (mid-1990 to 1993)	85% neg	51% neg	74% neg
Pre-Recession Avg. (1986 to mid-1990)	59% neg	57% pos	61% neg
Full Average (1986-now)	68% neg	54% pos	65% neg
Worst	93% neg	58% neg	80% neg
Best	53% pos	63% pos	52% pos

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. Interviewing by ICR-International Communications Research of Media, Pa. This week's results are based on 1,022 interviews in the month ending June 8 and have an error margin of plus or minus three percentage points.

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 Jeff Alderman

For details contact the ABC News Polling Unit, (212) 456-2621. ABC polls are available in the ABC News area of America Online (keyword "ABC Polls") and on

ABC News' internet site, ABCNEWS.COM.

06/08/97	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	4	3	-2	-8	-9	4	-13	-5
State of Economy	8	6	-2	-8	-24	8	-24	-10
Personal Finances	20	20	16	10	16	26	10	17
Buying Climate	-16	-16	-20	-26	-18	-16	-30	-23

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