

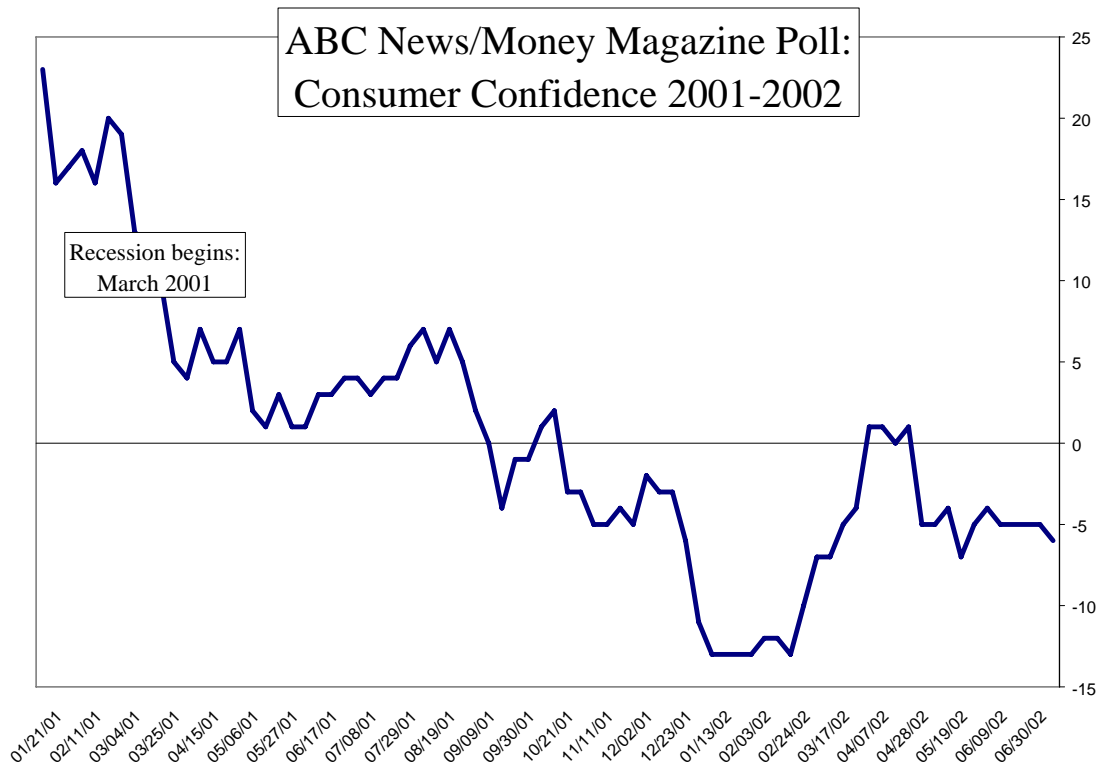
## **Confidence Holds Steady Amid Corporate Scandals**

Consumer confidence is hanging tough in the face of the recent corporate scandals, holding steady within the narrow band it's occupied since April.

The ABC News/Money magazine Consumer Comfort Index stands at -6 on its scale of +100 to -100, matching its average for the year. It's been stuck between -4 and -7 since April 21.

The index is based on ratings of personal finances, the economy and the buying climate. Today 60 percent of Americans say their own finances are in good shape, 41 percent rate the economy positively and 40 percent say now's a good time to spend money.

An ABC News/Washington Post poll released this week found that confidence in large corporations, while low, is not lower than usual. Only 23 percent of Americans express confidence in business corporations, but that's about what it was 10 and even 20 years ago.

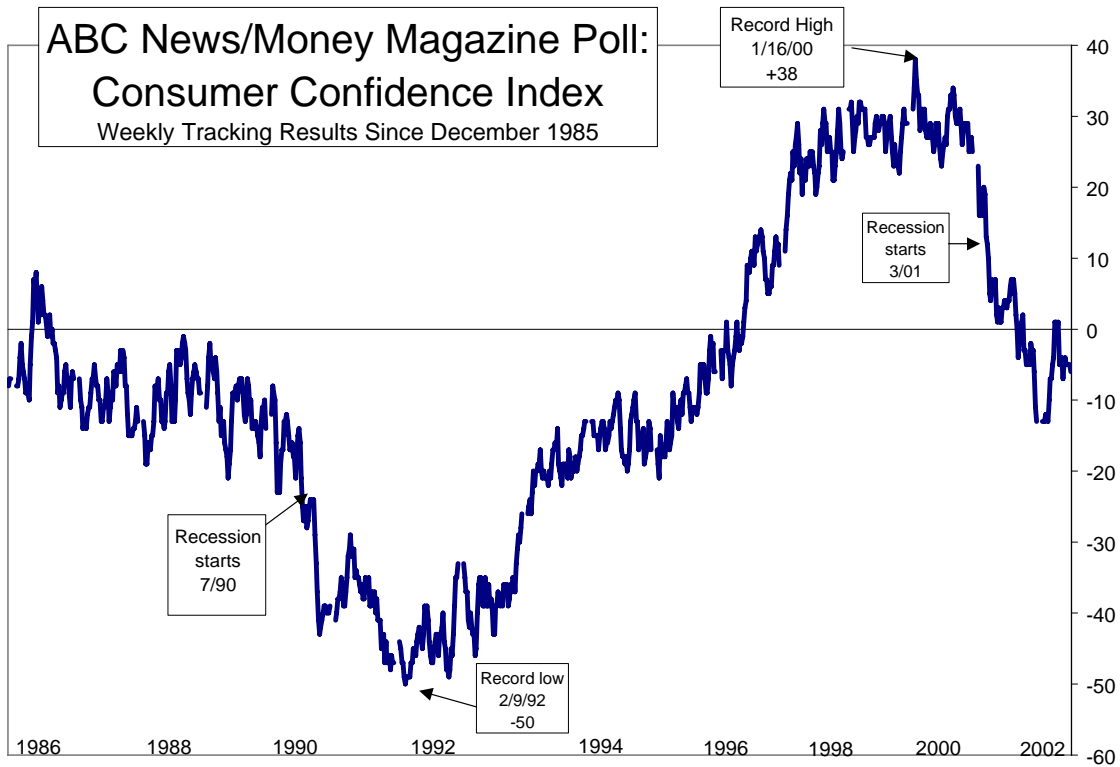


ABC News/Money magazine poll				
Positive ratings of:	6/30	4/14	2/10	16-yr. avg.
National economy	41%	44	32	42
Buying climate	40	45	40	39
Personal finances	60	63	59	57
Consumer Comfort Index	-6	+1	-13	-8

**TREND** – The index started out the year at -13, but never fell below that mark. It rose to +1 in late March before retreating to -5 in late April. It peaked at +38 in January 2000; bottomed out at -50 in February 1992; and has averaged -8 since this weekly survey began in December 1985.

The weekly ABC/Money index started 2001 at +23 and finished it at -13. It advanced five points the week of March 24 and dropped six points the week of April 21 – before settling into its current level.

ABC/Money Index		
Today	- 6	
Last week	- 5	
2002 high	+ 1	
2002 low	-13	
2002 average	- 6	
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	- 8	



**GROUPS** - As usual, confidence is higher among better-off Americans. The index is +22 in higher-income households compared to -36 in the lowest, +3 among college graduates while -35 among high-school dropouts, 0 among whites but -31 among blacks and -2 among men while -9 among women.

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

**NATIONAL ECONOMY** – Forty-one percent of Americans rate the nation's economy as excellent or good, up one point from last week. The best was 80 percent Jan. 16, 2000. The worst was seven percent in late 1991 and early 1992.

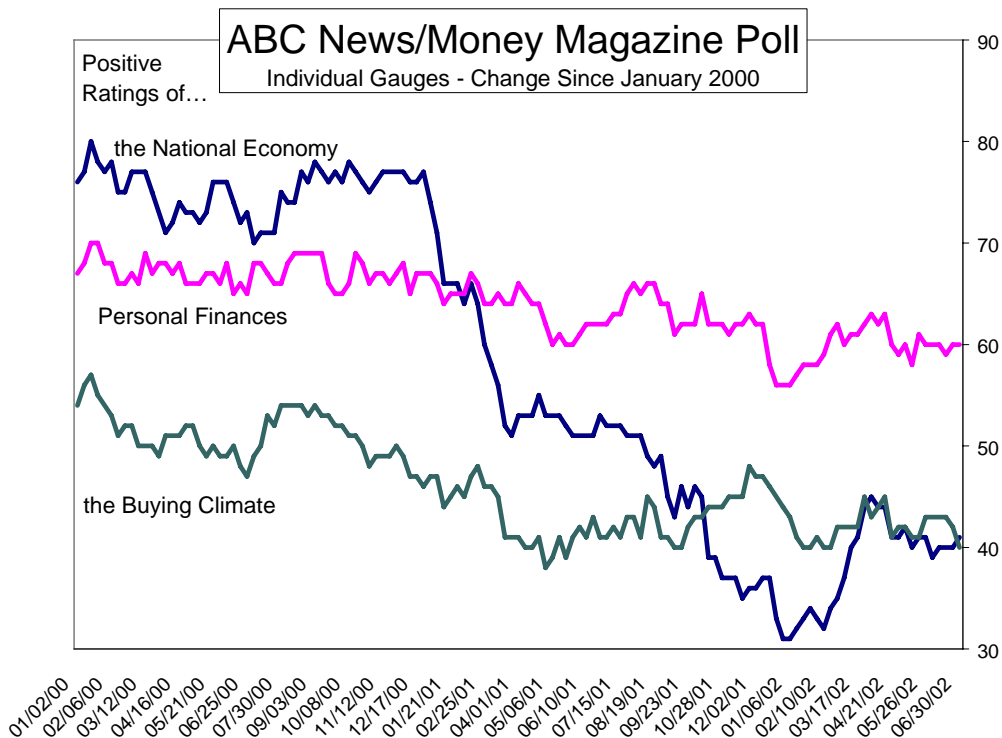
	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	41	1	40	59	44	15
Avg. since 12/85	42	4	38	58	39	19

**PERSONAL FINANCES** – Sixty percent rate their own finances as excellent or good, unchanged from last week. The best was 70 percent, set Aug. 30, 1998 and last matched in January 2000. The worst rating was 42 percent on March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	60	5	55	40	27	13
Avg. since 12/85	57	5	53	43	30	12

**BUYING CLIMATE** – Forty percent say it's an excellent or good time to buy things they want and need, down two points from 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	40	3	37	60	44	16
Avg. since 12/85	39	3	36	61	41	21



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 1,017 interviews in the month ending June 30, 2002 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>

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06/30/02	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	-6	-5	-5	1	3	7	-13	-3
State of Economy	-18	-20	-22	-10	4	4	-38	-18
Personal Finances	20	20	20	26	24	32	12	22
Buying Climate	-20	-16	-14	-14	-18	-4	-20	-15
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OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-2	1	7	7	9	11	-6	3
Women	-9	-11	-17	-4	-2	6	-21	-9
Age:								
18 - 34	1	-3	4	1	7	21	-8	3
35 - 44	-9	-4	-8	-1	1	9	-17	-4
45 - 54	-3	1	1	2	-5	6	-22	-6
55 - 64	-5	-6	-10	19	7	20	-30	-4
65 +	-15	-16	-22	-10	6	9	-23	-12
Income:								
Under \$15K	-36	-40	-46	-41	-38	-23	-54	-42
\$15K To \$24.9K	-28	-33	-44	-31	-28	-14	-44	-27
\$25K To \$39.9K	-20	-20	-13	-8	-6	11	-24	-9
\$40K To \$49.9K	6	4	-3	10	-10	15	-14	2
Over \$50K	22	25	27	33	35	37	3	22
Region:								
Northeast	-4	-5	-18	-2	5	9	-18	-5
Midwest	-15	-11	4	1	3	13	-15	-3
South	-1	-3	0	-1	7	8	-13	-2
West	-4	-3	-12	7	-4	8	-21	-5
Race:								
White	0	-1	-1	6	8	12	-8	1
Black	-31	-40	-41	-33	-22	-8	-51	-32

Politics:								
Republican	14	15	17	30	26	34	5	20
Democrat	-14	-18	-26	-15	-7	2	-29	-16
Independent	-11	-10	-5	-4	-6	4	-19	-7
Education:								
< High School	-35	-38	-35	-20	-34	-12	-49	-32
High Sch. Grad.	-4	-11	-14	-7	-9	6	-18	-8
College +	3	9	11	13	22	23	-5	8
Home:								
Own	-1	0	2	8	10	16	-10	2
Rent	-16	-19	-24	-20	-18	-6	-28	-18
Marital Status:								
Single	-6	-11	6	-12	9	15	-19	-2
Married	1	2	-2	11	7	12	-7	2
Sep/Wid/Div	-24	-21	-26	-25	-17	-10	-42	-24
Employ. Status:								
Full-Time	2	3	6	9	9	19	-4	6
Part-Time	0	-6	-2	9	9	14	-15	-4
Not Employed	-18	-19	-22	-14	-8	-5	-28	-17

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