

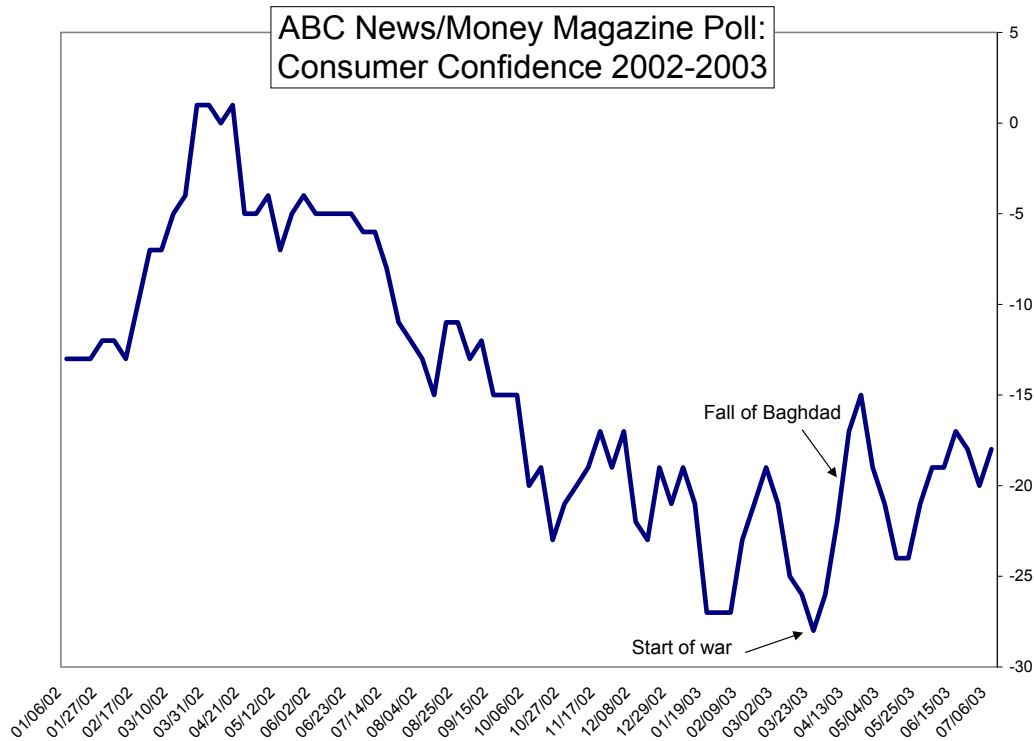
Confidence Stuck in a Rut

Consumer confidence has shown little improvement since leveling off after a turbulent wartime cycle: It's been stuck within the same narrow band for seven weeks.

The ABC News/Money magazine Consumer Comfort Index, based on public views of current economic conditions, stands at -18 on its scale of +100 to -100. The index has hovered between -17 and -21 since May 25.

This seven-week, four-point swing is the narrowest range for the index since July through September 2002, when it was between -11 and -15.

ABC/Money Index	
7/6/03	-18
6/29/03	-20
6/22/03	-18
6/15/03	-17
6/8/03	-19
6/1/03	-19
5/25/03	-21



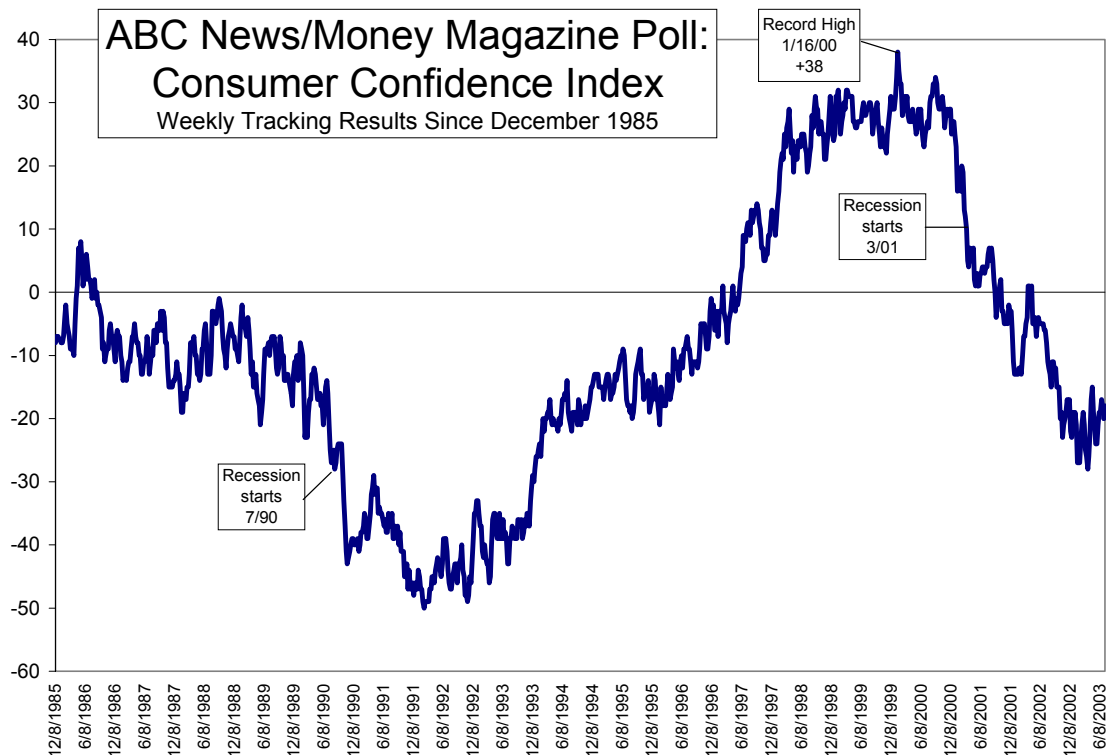
The confidence index is much improved since hitting a nine-year low of -28 in March. But it's still quite weak, holding nine points below its 17-year lifetime average.

INDEX – The ABC/Money index is made up of ratings of the economy, personal finances and the buying climate. Just 30 percent say the economy's in good shape, 11 points off the average, and 37 percent call it a good time to buy things, two points off the average.

Positive ratings of personal finances continue to hold the strongest – they're at 56 percent this week, just one point off the average.

	ABC News/Money magazine poll				
Positive ratings of:	This week	Last week	2003 high	2003 low	17-yr. avg.
National economy	30%	27	31	21	41
Buying climate	37	37	38	32	39
Personal finances	56	56	60	52	57
Consumer Comfort Index	-18	-20	-15	-28	-9

TREND – The index has averaged -22 so far this year, so far its worst year since 1993. But it's been far worse, averaging only -50 in 1992. Its best year was 2000, when it averaged +29.



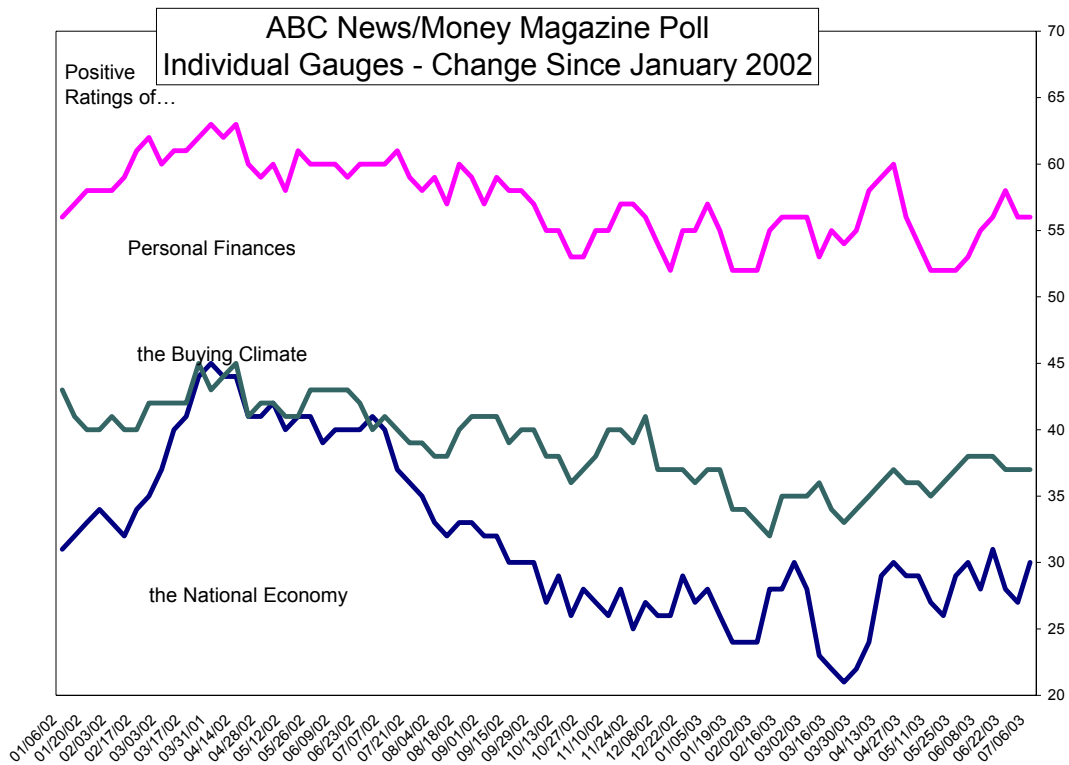
ABC/Money Index	
Today	-18
Two weeks ago	-18
Six weeks ago	-21
Recent low	-28 March 2003
Recent high	+1 March, April 2002
2003 average	-22 To date
2002 average	-11
2001 average	+4
2000 average	+29 Best full year

1992 average	-44	Worst full year
Jan. 16, 2000	+38	Record high
Feb. 9, 1992	-50	Record low
Average since 12/85	-9	

GROUPS – Confidence, as expected, is higher among better-off Americans. The index is +10 in higher-income households compared with -58 in the lowest, -10 among college graduates while -49 among high-school dropouts, -13 among whites while -43 among blacks, and -9 among men while -26 among women.

The index is better in the West (-15) and South (-16) than in the Midwest (-20) and Northeast (-23). Among Republicans, it's +7, compared with -21 among independents and -28 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 27 percent last week. The best was 80 percent on 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	44	26
Avg. since 12/85	41	4	37	59	40	20

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

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	56	4	52	44	33	11
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, the same as last week. The high was 57 percent on Jan. 16, 2000. The worst was 20 percent in fall 1990.

	Pos. NET	Excel.	Good	Neg. net	Not good	Poor
This week	37	3	34	63	44	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 July 6, 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 Telis Demos.

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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07/06/03	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	-18	-20	-19	-22	-6	-6	-28	-19
State of Economy	-40	-46	-44	-52	-20	-20	-58	-43
Personal Finances	12	12	10	16	20	22	4	12
Buying Climate	-26	-26	-24	-30	-18	-18	-36	-26

	OVERALL INDEX BY DEMOGRAPHIC GROUPS							
Sex:	-----							
Men	-9	-10	-11	-10	-1	-1	-19	-11
Women	-26	-27	-27	-32	-10	-10	-38	-26
Age:	-----							

18 - 34	-12	-15	-19	-13	3	3	-25	-12
35 - 44	-24	-24	-16	-20	-9	-1	-31	-18
45 - 54	-16	-15	-21	-32	-7	0	-41	-24
55 - 64	-19	-25	-19	-18	-2	-2	-39	-21
65 +	-22	-15	-22	-30	-17	-14	-36	-25
Income:								
Under \$15K	-58	-64	-64	-48	-33	-26	-67	-49
\$15K To \$24.9K	-29	-41	-48	-49	-25	-19	-55	-39
\$25K To \$39.9K	-37	-29	-30	-34	-17	-9	-49	-28
\$40K To \$49.9K	-15	-11	-19	-5	5	12	-32	-15
Over \$50K	10	10	10	5	15	15	-15	3
Region:								
Northeast	-23	-23	-31	-28	-10	-8	-38	-24
Midwest	-20	-23	-22	-19	-16	-6	-34	-18
South	-16	-12	-8	-20	4	4	-29	-19
West	-15	-22	-25	-22	-7	9	-34	-13
Race:								
White	-13	-16	-17	-18	-1	-1	-23	-15
Black	-43	-30	-42	-44	-33	-21	-60	-40
Politics:								
Republican	7	9	12	2	14	15	-3	7
Democrat	-28	-25	-39	-39	-17	-17	-46	-34
Independent	-21	-26	-25	-19	-9	-9	-38	-23
Education:								
< High School	-49	-43	-50	-38	-32	-18	-59	-40
High Sch. Grad.	-15	-19	-23	-27	-7	-7	-40	-24
College +	-10	-11	-7	-12	4	4	-18	-8
Home:								
Own	-14	-16	-15	-18	-3	-3	-24	-15
Rent	-30	-28	-35	-32	-12	-9	-40	-28
Marital Status:								
Single	-33	-25	-18	-17	-5	1	-33	-15
Married	-13	-14	-13	-16	0	0	-27	-15
Sep/Wid/Div	-22	-30	-46	-45	-24	-21	-52	-34
Employ. Status:								
Full-Time	-9	-9	-11	-12	1	1	-20	-11
Part-Time	-35	-34	-29	-40	-4	3	-40	-21
Not Employed	-26	-27	-26	-28	-16	-16	-40	-28

END