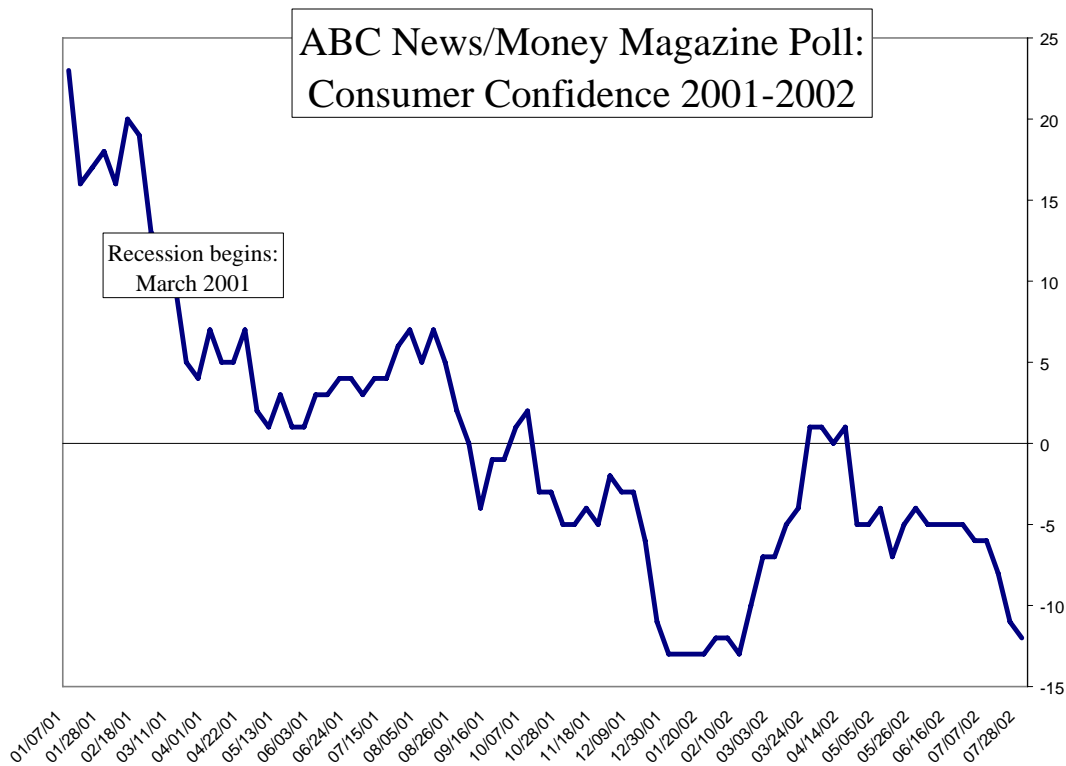


Confidence Holds Lower

Consumer confidence, after falling to its lowest since February earlier this month, stayed there this week. And expectations for the economy's future direction worsened further.

The ABC News/Money magazine Consumer Comfort Index, measuring public views of current economic sentiment, stands at -12 on its scale of +100 to -100, down a sizable six points in the last three weeks.

Separately, an ABC News/Washington Post poll released Monday found gloomier expectations, with the number of Americans who say the economy's improving falling from 47 percent in March to just 17 percent now, the fewest in eight months.

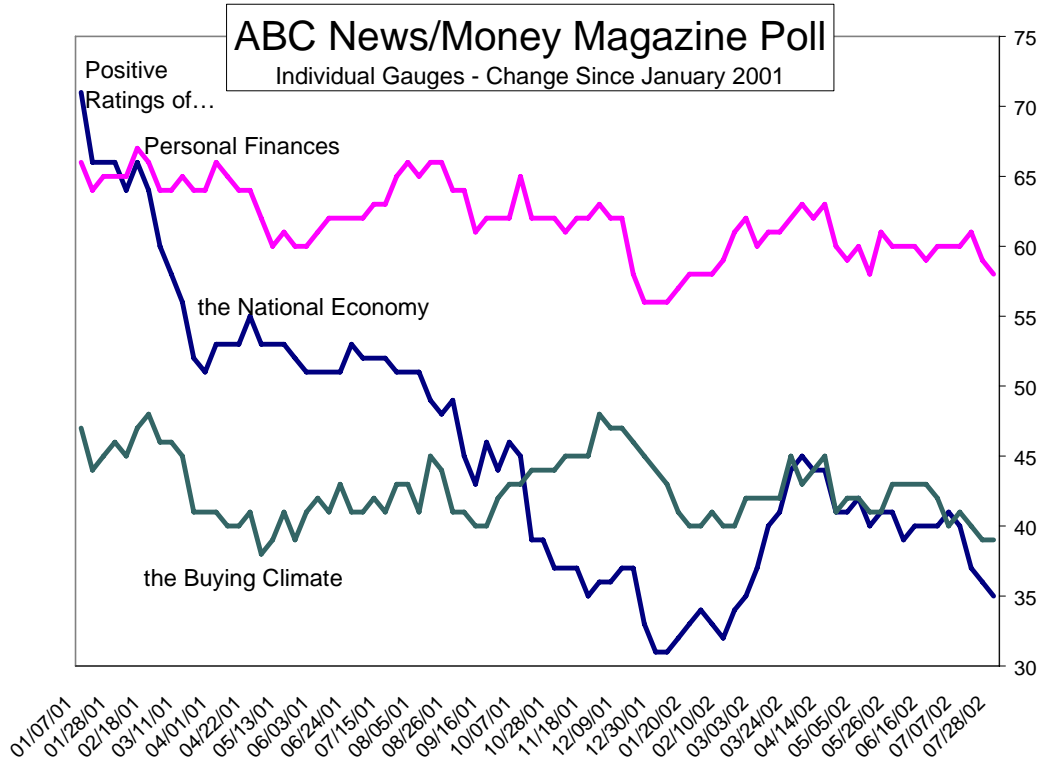


INDEX – The ABC/Money index, based on views of the economy, buying climate and personal finances, had improved through early spring, advancing into positive territory in March and April, then stumbled in late April. It stabilized until this month, then began to drop in the face of corporate scandals and the declining stock market.

Today 35 percent of Americans rate the economy positively, down 10 points from its best this year and the fewest since February; 39 percent call it a good time to buy things, down six points from this year's high and the fewest since May 2001; and 58 percent say their own finances are in good shape, five points off its peak this year.

Ratings of the economy are six points below their 16-year average, while the other gauges are within a point of their long-term averages.

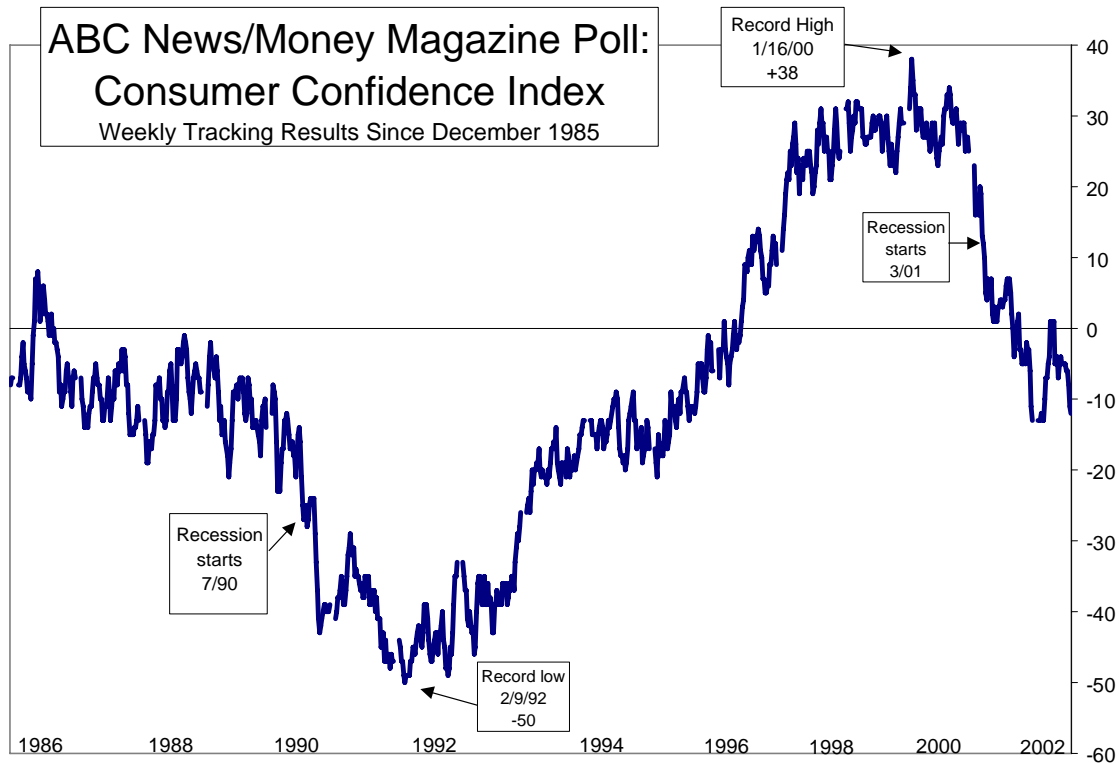
ABC News/Money magazine poll				
Positive ratings of:	This week	2002 High	2002 Low	16-yr. avg.
National economy	35%	45	31	41
Buying climate	39	45	39	39
Personal finances	58	63	56	57
Consumer Comfort Index	-12	+1	-13	-8



TREND – The ABC/Money index started the year at -13, rose to +1 in March and mid-April, then fell to -5 in late April and held steady between -4 and -7 until this month, moving to -8 July 14, -11 July 21 and -12 now.

The index's all-time high was +38 in January 2000; its record low, -50 in February 1992. Its lifetime average in weekly polls since December 1985 is -8.

ABC/Money Index		
Today	-12	
Last week	-11	
Three weeks ago	- 6	
2002 high	+ 1	
2002 low	-13	
2002 average	- 7	
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 +1 among people in higher-income households compared to -45 in the lowest, 0 among college graduates while -24 among high-school dropouts, -7 among whites but -41 among blacks and -6 among men while -16 among women.

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

NATIONAL ECONOMY – Thirty-five percent of Americans rate the nation's economy as excellent or good, down 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	35	1	34	65	47	18
Avg. since 12/85	41	4	38	59	39	19

PERSONAL FINANCES – Fifty-eight percent rate their own finances as excellent or good, down one point 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	58	5	53	42	30	12
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE – Thirty-nine percent say it's an excellent or good time to buy things they want and need, unchanged 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	39	2	37	61	43	18
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 July 28, 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 Gary Langer.

ABC News polls can be found at ABCNEWS.com on the Internet, at:

<http://abcnews.go.com/sections/us/PollVault/PollVault.html>

Media contact: Todd Polkes, (212) 456-4586

07/28/02	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	-12	-11	-6	-5	7	7	-13	-5
State of Economy	-30	-28	-18	-18	2	2	-38	-21
Personal Finances	16	18	20	18	32	32	12	22
Buying Climate	-22	-22	-20	-16	-14	-4	-22	-15

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-6	-5	-2	2	7	11	-6	2
Women	-16	-16	-9	-12	6	6	-21	-10
Age:								
18 - 34	-12	-7	1	4	17	17	-12	2
35 - 44	-6	-7	-9	-13	5	9	-17	-5
45 - 54	-9	-13	-3	-7	1	6	-22	-6
55 - 64	-13	-8	-5	-5	0	20	-30	-6
65 +	-14	-19	-15	-10	2	9	-23	-13
Income:								
Under \$15K	-45	-44	-36	-54	-38	-23	-54	-42
\$15K To \$24.9K	-22	-25	-28	-28	-23	-14	-44	-26
\$25K To \$39.9K	-9	-12	-20	-9	-4	11	-24	-9
\$40K To \$49.9K	0	7	6	10	7	15	-14	3
Over \$50K	1	2	22	21	37	37	1	19
Region:								
Northeast	-20	-16	-4	-1	9	9	-20	-6
Midwest	-12	-18	-15	-4	11	13	-18	-4
South	-13	-7	-1	-6	3	7	-13	-3
West	0	-4	-4	-9	5	8	-21	-5
Race:								

White	-7	-6	0	1	12	12	-8	0
Black	-41	-44	-31	-38	-19	-8	-51	-33
Politics:								
Republican	11	11	14	26	28	34	5	19
Democrat	-26	-25	-14	-19	0	0	-29	-17
Independent	-15	-13	-11	-8	4	4	-19	-8
Education:								
< High School	-24	-24	-35	-32	-24	-12	-49	-31
High Sch. Grad.	-20	-20	-4	-7	-4	6	-20	-8
College +	0	0	3	6	23	23	-5	7
Home:								
Own	-9	-7	-1	5	16	16	-10	1
Rent	-17	-19	-16	-28	-15	-6	-28	-18
Marital Status:								
Single	-14	-12	-6	-2	12	12	-19	-3
Married	-6	-6	1	-3	9	12	-7	1
Sep/Wid/Div	-24	-24	-24	-14	-12	-11	-42	-25
Employ. Status:								
Full-Time	-5	-5	2	8	18	19	-5	5
Part-Time	-15	-14	0	-15	-5	14	-15	-5
Not Employed	-19	-19	-18	-19	-6	-5	-28	-17

END