

## ABC News Consumer Comfort Index - data summary for 8/01/10

	ABC News CCI	
This week	-50	
Last week	-48	
2010 high	-41	June 27 (also Jan. 3)
2010 low	-50	Aug. 1, April 19, Feb. 21
2010 average	-46	
2009 average	-48	Worst full year
2000 average	+29	Best full year
Jan. 25, 2009	-54	Record low (also Dec. 1, 2008)
Jan. 16, 2000	+38	Record high
Average since 12/85	-13	

### Individual measures:

Positive ratings of:	This week	Last week	Average 2010	Average '85-'10
National economy	8%	10	9	37
Buying climate	24	25	26	37
Personal finances	43	43	46	56

Full ratings of:	Excel -lent	Good	Not so Good	Poor
National economy	1%	7	46	46
Buying climate	1	23	47	29
Personal finances	5	38	36	21

	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Buying climate	57% Jan. 16, 2000	18% latest Oct. 19, 2008
Finances	70% latest Jan. 23, 2000	39% June 21 and 28, 2009

**Methodology:** Interviews for the ABC News Consumer Comfort Index are reported in a four-week rolling average. This week's results are based on telephone interviews among a random national sample of 1,000 adults in the four weeks ending Aug. 1, 2010. The results have a 3-point error margin.

The index is derived by subtracting the negative response to each index question from the positive response to that question. The three resulting numbers are 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.

ABC News polls can be found online at <http://abcnews.com/pollingunit>.

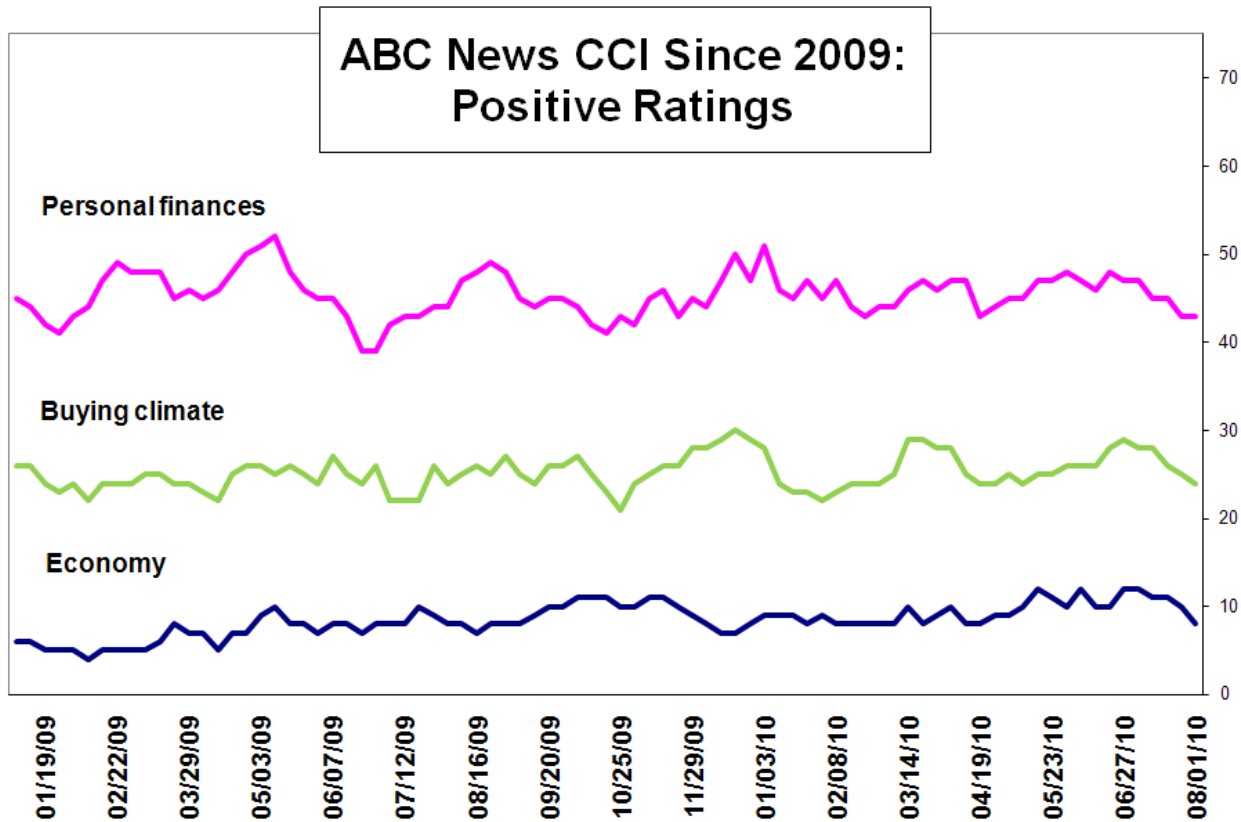
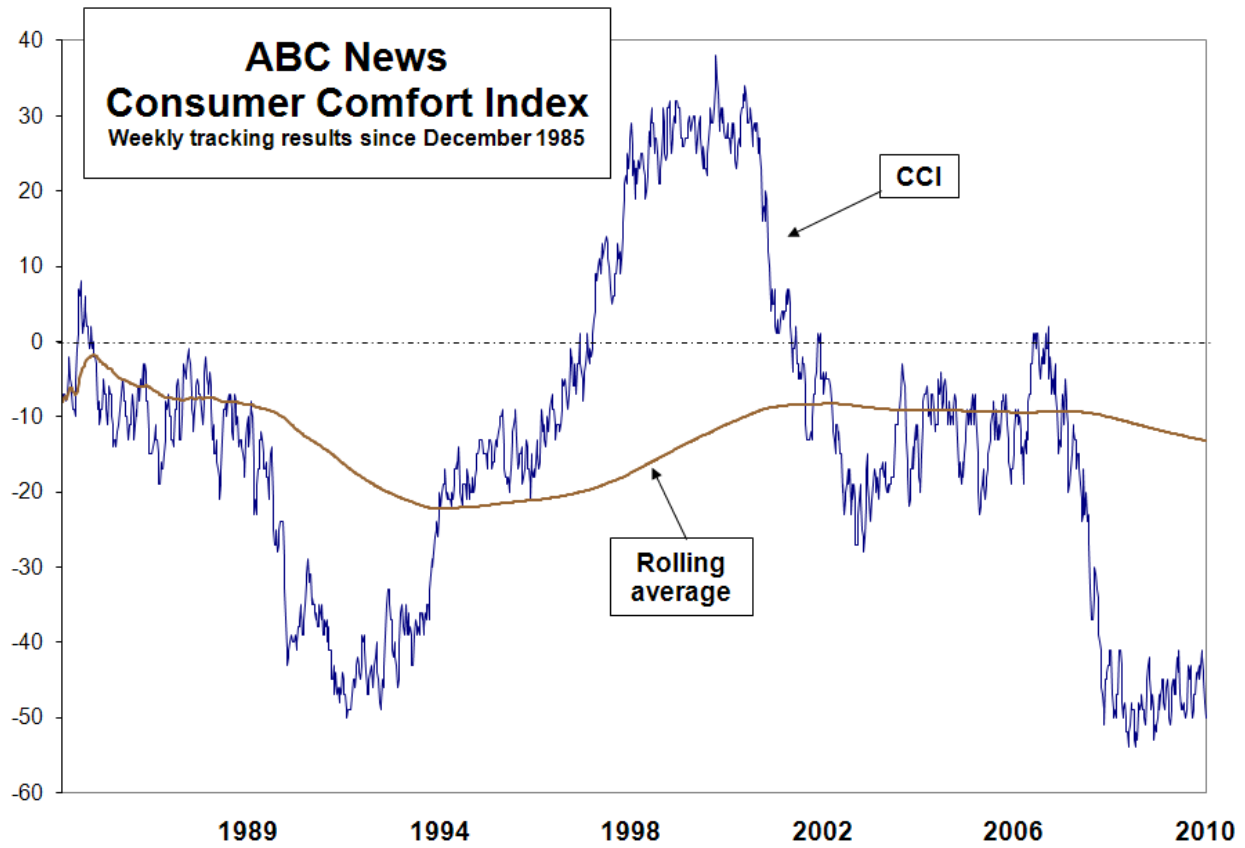
Media contact: Cathie Levine, (212) 456-4934. Demographic table and charts follow.

Demographic table and charts continue on next pages.

ABC News Consumer Comfort Index - data summary for 8/1/10, cont.

08/01/10	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	-50	-48	-42	-47	-49	-41	-51	-46
State of Economy	-84	-80	-76	-82	-84	-76	-86	-81
Personal Finances	-14	-14	-6	-10	-12	2	-18	-9
Buying Climate	-52	-50	-44	-50	-52	-40	-58	-49
-----								
OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-49	-47	-36	-41	-41	-31	-49	-41
Women	-47	-48	-46	-52	-56	-45	-57	-50
Age:								
18 - 34	-49	-49	-41	-50	-48	-30	-55	-43
35 - 44	-48	-46	-34	-43	-52	-32	-58	-46
45 - 54	-50	-52	-48	-44	-48	-36	-65	-47
55 - 64	-44	-45	-47	-50	-48	-39	-59	-49
65+	-49	-43	-36	-43	-48	-36	-55	-46
Income:								
Under \$15K	-82	-70	-60	-81	-66	-53	-82	-71
\$15K To \$24.9K	-79	-76	-63	-80	-75	-40	-83	-68
\$25K To \$39.9K	-47	-50	-41	-52	-62	-38	-74	-53
\$40K To \$49.9K	-44	-36	-32	-34	-55	-12	-58	-42
Over \$50K	-22	-22	-22	-19	-26	-18	-34	-26
\$50K To \$74.9K	-36	-38	-35	-30	-36	-24	-57	-39
\$75K To \$99.9K	-24	-19	-11	-25	-24	-11	-43	-25
Over \$100K	-1	-6	-12	-4	-17	-1	-31	-11
Region:								
Northeast	-55	-52	-47	-51	-57	-36	-57	-46
Midwest	-53	-52	-39	-33	-43	-33	-55	-45
South	-47	-45	-40	-47	-47	-40	-56	-47
West	-41	-44	-41	-54	-50	-29	-56	-42
Race:								
White	-49	-47	-39	-43	-50	-38	-51	-45
Black	-50	-52	-49	-52	-41	-41	-65	-53
Politics:								
Republican	-41	-40	-38	-43	-39	-30	-54	-40
Democrat	-52	-53	-42	-49	-54	-37	-62	-48
Independent	-46	-44	-44	-45	-49	-37	-59	-46
Education:								
< High School	-64	-53	-59	-61	-69	-45	-82	-65
High Sch. Grad.	-64	-61	-42	-57	-56	-40	-64	-52
College +	-36	-39	-36	-36	-39	-32	-41	-37
Home:								
Own	-45	-44	-36	-39	-45	-35	-47	-41
Rent	-60	-58	-52	-63	-56	-44	-71	-57
Marital Status:								
Single	-50	-49	-44	-58	-53	-35	-63	-49
Married	-44	-44	-35	-34	-45	-33	-47	-39
Sep/Wid/Div	-56	-55	-49	-63	-53	-49	-68	-59
Employ. Status:								
Full-Time	-43	-41	-25	-34	-41	-23	-43	-34
Part-Time	-58	-55	-50	-55	-58	-36	-67	-53
Not Employed	-50	-50	-53	-55	-53	-47	-62	-54

ABC News Consumer Comfort Index - data summary for 8/1/10, cont.



ABC News Consumer Comfort Index - data summary for 8/1/10, cont.

