# ABC NEWS/MONEY CONSUMER INDEX - 8/2/98 EMBARGOED FOR RELEASE AFTER 6:30 p.m. Wednesday, Aug. 5, 1998 

## Social Security is Public Priority in Spending a Federal Surplus

Most Americans now favor using any surplus in the federal budget to bail out the Social Security system, rather than to cut taxes or pay down the national debt, the latest ABC News/Money magazine poll has found.

Fifty-one percent favor using a surplus to strengthen Social Security, up slightly from 45 percent in January. Twenty-seven percent prefer using a surplus to pay down the debt, while just 20 percent call for a cut in federal income taxes.

|  | Use of federal budget surplus: |  |  |  |
| :--- | :---: | :---: | :---: | :---: |
|  | Cut taxes | Pay down debt | Strengthen Soc. Sec. |  |
| $8 / 2 / 98$ | $20 \%$ | 27 | 51 |  |
| $1 / 18 / 98$ | 20 | 32 | 45 |  |

There are some differences among groups: Wealthier Americans are more apt than poorer ones to favor a tax cut. And using a surplus to strengthen Social Security is favored by 64 percent of Democrats, compared to 48 percent of independents and 40 percent of Republicans. Cutting taxes comes in last for all three groups; its support ranges from 12 percent of Democrats to 26 percent of Republicans.

|  | Cut taxes | Pay down debt | Strengthen Soc. Sec. |
| :--- | :---: | :---: | :---: |
| Democrats | $12 \%$ | 23 | 64 |
| Independents | 22 | 27 | 48 |
| Republicans | 26 | 33 | 40 |

CONFIDENCE - Consumer confidence, which this survey tracks every week, advanced for the third week in a row, reaching its best level since June and still soaring far above its average over the last dozen years.

Interviews were completed before Tuesday’s 300-point drop in the Dow Jones industrial average. In the past, however, confidence has remained resolutely unimpressed by market gyrations or Asia's economic crisis. Growing personal income carries much more clout.

Seventy percent of Americans rate the economy positively, double the weekly average since late 1985. Sixty-five percent rate their own finances positively and 50 percent call this a good time to buy things, 10 and 14 points above average, respectively. It's the best year by far for consumer confidence since this survey began.

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Positive Ratings
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|  | Today | Record high | Record low | 12-year avg. |
| :--- | :---: | ---: | ---: | :---: | :---: |
| National Economy | $70 \%$ | 76 | 7 | 35 |
| Personal Finances | 65 | 68 | 42 | 55 |
| Buying Climate | 50 | 54 | 20 | 36 |

Positive views of the personal finances and the buying climate each gained one point this week. Ratings of the national economy were unchanged.

INDEX - The ABC/Money Consumer Comfort Index, based on these ratings, stands at +23 on its scale of +100 to -100 , up one point. The index reached a record +29 in March and has averaged +22 this year, compared to an average of +5 in its previous best year, 1997, and a lifetime average of -16 .

Call the Polling Unit, x2621, for a chart tracking consumer confidence over time.

|  | ABC/Money <br> Today <br>  <br> March 22 | +29 |
| :--- | ---: | :--- | Record high

GROUPS - Confidence still lags in economically vulnerable groups. The index is +34 among men compared to +12 among women, +26 among whites but +7 among blacks, +59 in higher-income households but -13 in the lowest and +38 among people who've attended college but +1 among high school dropouts.

Here's a closer look at the three components of the ABC/Money index:
NATIONAL ECONOMY- The poll asks: Would you describe the state of the nation's economy these days as excellent, good, not so good or poor? Seventy percent say excellent or good, unchanged this week. The best was 76 percent Feb. 22; the worst, seven percent in late 1991 and early 1992.

|  | Pos. NET | Excel. | Good | Neg. NET | Not good | Poor |  |
| :--- | :--- | :---: | :--- | :---: | :---: | :---: | :---: |
| This week | 70 | 70 | 10 | 60 | 30 | 20 | 10 |
| Avg. since $12 / 85$ | 35 | 2 | 33 | 65 | 43 | 22 |  |

PERSONAL FINANCES - The poll asks: Would you describe the state of your own personal finances these days as excellent, good, not so good or poor? Sixty-five percent say excellent or good, up one point this week. The best was 68 percent March 22; the worst, 42 percent March 14, 1993.

|  | Pos. NET | Excel. | Good | Neg. NET | Not good | Poor |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| This week | 65 | 6 | 59 | 35 | 25 | 10 |
| Avg. since $12 / 85$ | 55 | 4 | 51 | 45 | 32 | 13 |

BUYING CLIMATE - The poll asks: Considering the cost of things today and your own personal finances, would you say now is an excellent time, a good time, a not so good time or a poor time to buy the things you want and need? Fifty percent say excellent or good, up one point this week. The best was 54 percent March 22; the worst, 20 percent in fall 1990.

|  |  | Pos. NET | Excel. | Good | Neg. net | Not good | Poor |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| This week |  | 50 | 4 | 46 | 50 | 36 | 14 |
| Avg. since | 12/85 | 36 | 2 | 33 | 64 | 42 | 22 |

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. This week's results are based on 1,029 interviews in the month ending Aug. 2 and have an error margin of plus or minus three percentage points. Field work by ICR Survey 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 are available on America Online (keyword "ABC Polls") and at ABCNEWS.com on the Internet.

| 08/02/98 | This Week | Last 4 Week | Wks 3 Ago | Mo. Ago | $\begin{aligned} & \text { Yr. } \\ & \text { Ago } \end{aligned}$ | Mo igh | $\begin{aligned} & \text { Mo } \\ & \text { Low } \end{aligned}$ | Mo <br> Avg |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Group |  |  |  |  |  |  |  |  |
| GENERAL POPULATION: |  |  |  |  |  |  |  |  |
| Overall Index | 23 | 22 | 22 | 23 | 13 | 29 | 5 | 17 |
| State of Economy | 40 | 40 | 34 | 36 | 18 | 52 | 8 | 30 |
| Personal Finances | - 30 | 28 | 30 | 28 | 28 | 36 | 14 | 25 |
| Buying Climate | 0 | -2 | 2 | 6 | -8 | 8 | -14 | -4 |
|  | OVERALL INDEX BY DEMOGRAPHIC GROUPS |  |  |  |  |  |  |  |
| Sex: |  |  |  |  |  |  |  |  |
| Men | 34 | 36 | 33 | 36 | 23 | 39 | 13 | 27 |
| Women | 12 | 8 | 11 | 11 | 4 | 20 | -6 | 8 |
| Age: |  |  |  |  |  |  |  |  |
| 18-34 | 22 | 17 | 19 | 18 | 6 | 29 | -2 | 12 |
| 35-44 | 11 | 9 | 23 | 24 | 9 | 37 | -4 | 17 |
| 45-54 | 21 | 24 | 26 | 22 | 14 | 31 | 2 | 18 |
| 55-64 | 44 | 45 | 28 | 26 | 21 | 47 | -5 | 22 |
| $65+$ | 24 | 23 | 14 | 31 | 23 | 33 | -2 | 20 |
| Income: |  |  |  |  |  |  |  |  |
| Under \$15K | -13 | -22 | -38 | -27 | -24 | -13 | -47 | -32 |
| \$15K To \$24.9K | -3 | -9 | -19 | 3 | -17 | 16 | -34 | -7 |
| \$25K To \$39.9K | 16 | 24 | 23 | 21 | 7 | 25 | 0 | 15 |
| \$40K To \$49.9K | 36 | 35 | 45 | 42 | 21 | 54 | 6 | 33 |
| Over \$50K | 59 | 61 | 66 | 58 | 41 | 66 | 33 | 52 |
| Region: |  |  |  |  |  |  |  |  |
| Northeast | 35 | 31 | 25 | 23 | 8 | 35 | -4 | 15 |
| Midwest | 26 | 21 | 33 | 24 | 14 | 38 | 6 | 23 |


| South | 12 | 12 | 16 | 27 | 18 | 29 | -6 | 15 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| West | 26 | 27 | 15 | 16 | 7 | 40 | 1 | 15 |
| Race: |  |  |  |  |  |  |  |  |
| White | 26 | 25 | 25 | 27 | 18 | 33 | 10 | 22 |
| Black | 7 | 7 | -4 | -3 | 0 | 7 | -34 | -13 |
| Politics: | 34 | 34 | 42 | 42 | 26 | 46 | 16 | 31 |
| Republican | 32 | 28 | 21 | 21 | 8 | 32 | -2 | 14 |
| Democrat | 11 | 12 | 14 | 15 | 8 | 30 | 0 | 13 |
| Independent |  |  |  |  |  |  |  | -38 |
| Education: | 1 | -7 | -13 | 0 | -7 | 1 | -16 |  |
| $\quad$ High School | 11 | 8 | 9 | 13 | -2 | 22 | -4 | 9 |
| High Sch. Grad. | 38 | 40 | 42 | 38 | 29 | 48 | 22 | 34 |
| $\quad$ College + |  |  |  |  |  |  |  |  |
| Home: | 10 | 9 | 5 | 32 | 16 | 36 | 12 | 24 |
| $\quad$ Own |  |  | 0 | 2 | 11 | -18 | -2 |  |
| Rent | 14 | 17 | 31 | 17 | 11 | 34 | -7 | 12 |
| Marital Status: | 33 | 32 | 24 | 30 | 17 | 36 | 13 | 24 |
| $\quad$ Single | -4 | -7 | 1 | 2 | 0 | 18 | -22 | -4 |
| Married |  |  |  |  |  |  |  |  |
| Sep/Wid/Div | 27 | 29 | 35 | 28 | 16 | 36 | 10 | 25 |
| Employ. Status: | 15 | 16 | 6 | 27 | 10 | 27 | -5 | 10 |
| $\quad$ Full-Time | 18 | 12 | 8 | 14 | 9 | 25 | -8 | 8 |

