

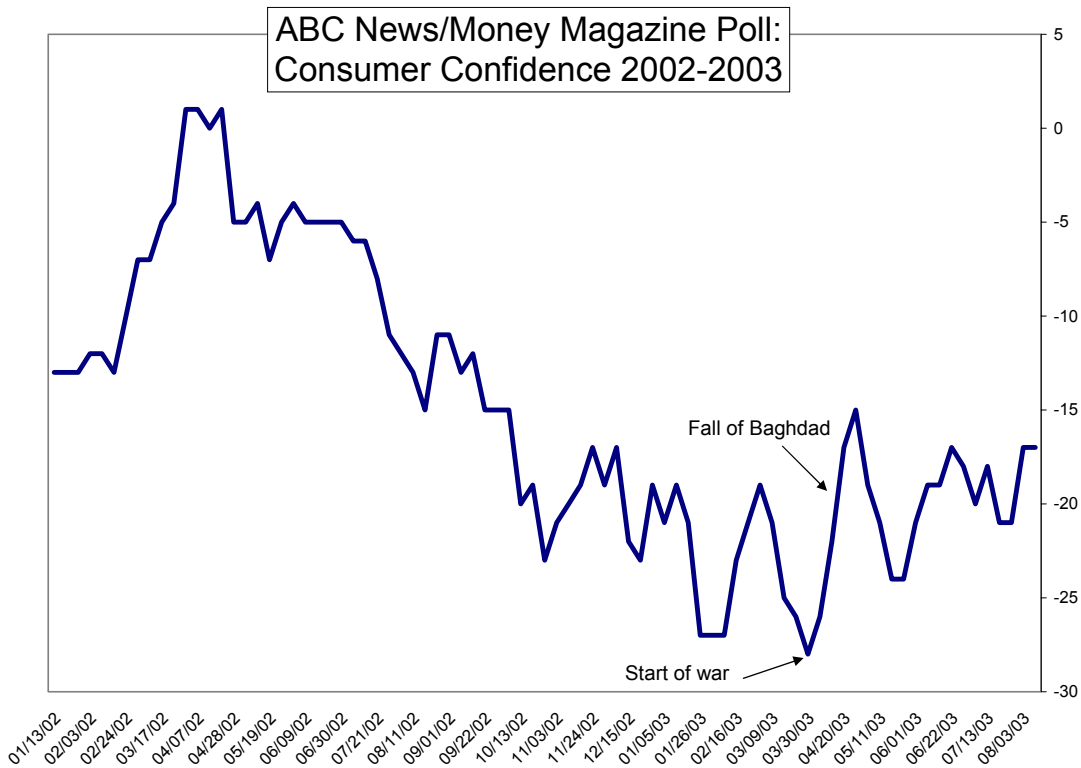
Consumer Confidence Holds Flat, Failing to Extend Last Week's Advance

After flashing signs of improvement last week, consumer confidence held flat this week, with weak ratings of the national economy keeping it well below average.

Following last week's four-point gain, this week's ABC News/Money magazine Consumer Comfort Index is unchanged at -17 on its scale of +100 to -100. That's near its best of the year, -15 on April 20, and well over its 2003 low, -28 on March 23.

But the index remains below its long-term average (-9 since late 1985) – almost entirely because ratings of the economy are 14 points lower than average. In contrast, ratings of personal finances and the buying climate are at or near their 17-year averages.

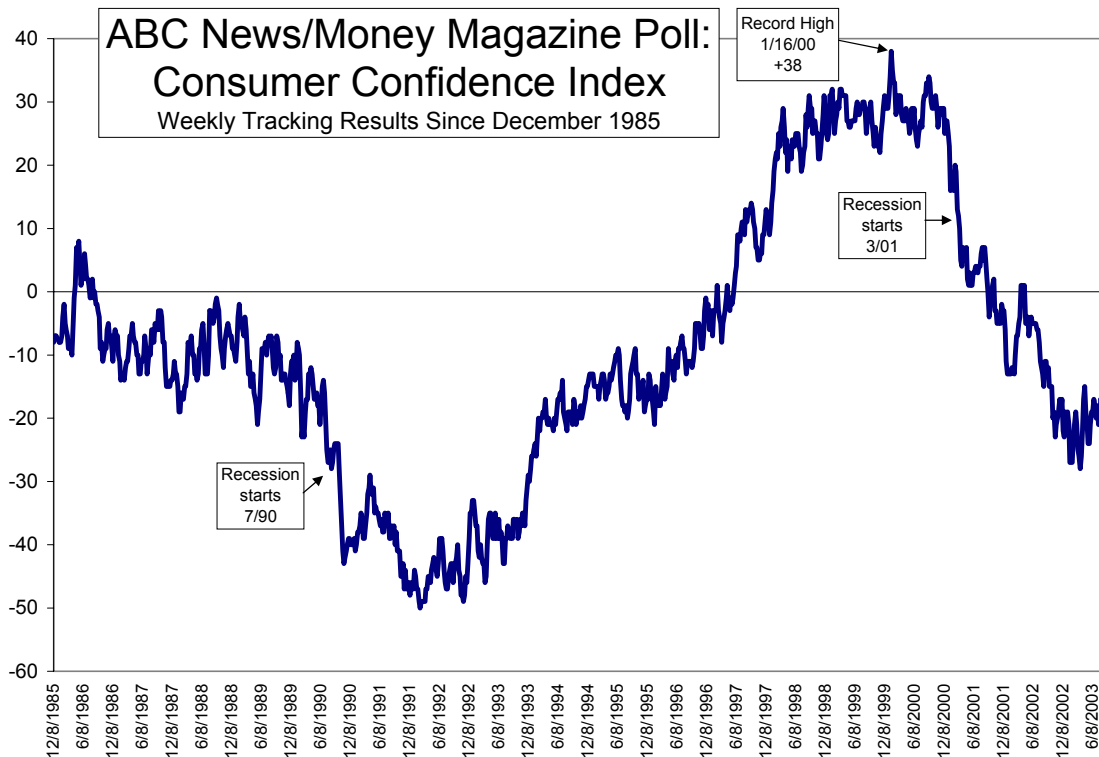
Positive ratings of:	ABC News/Money magazine poll				
	This week	Last week	2003 high	2003 low	17-yr. avg.
National economy	27%	27	31	21	41
Buying climate	40	41	41	32	39
Personal finances	57	56	60	52	57
Consumer Comfort Index	-17	-17	-15	-28	-9



INDEX – Twenty-seven percent of Americans say the economy's in good shape, compared with a long-term average of 41 percent; 73 percent rate it negatively, including 30 percent who call it "poor." Four in 10 say it's a good time to buy things (the average is 39 percent), while most, 57 percent, rate their own finances positively (matching its average).

TREND – At -17, the index is far from the best it's been, +38 in January 2000, but also from its worst, -50 in February 1992. The index has averaged -21 this year. Its worst year ever was 1992, when it averaged -44. Its best was 2000, when it averaged +29.

ABC/Money Index		
Today	-17	
Last week	-21	
Recent low	-28	March 2003
Recent high	+1	March, April 2002
2003 average	-21	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	

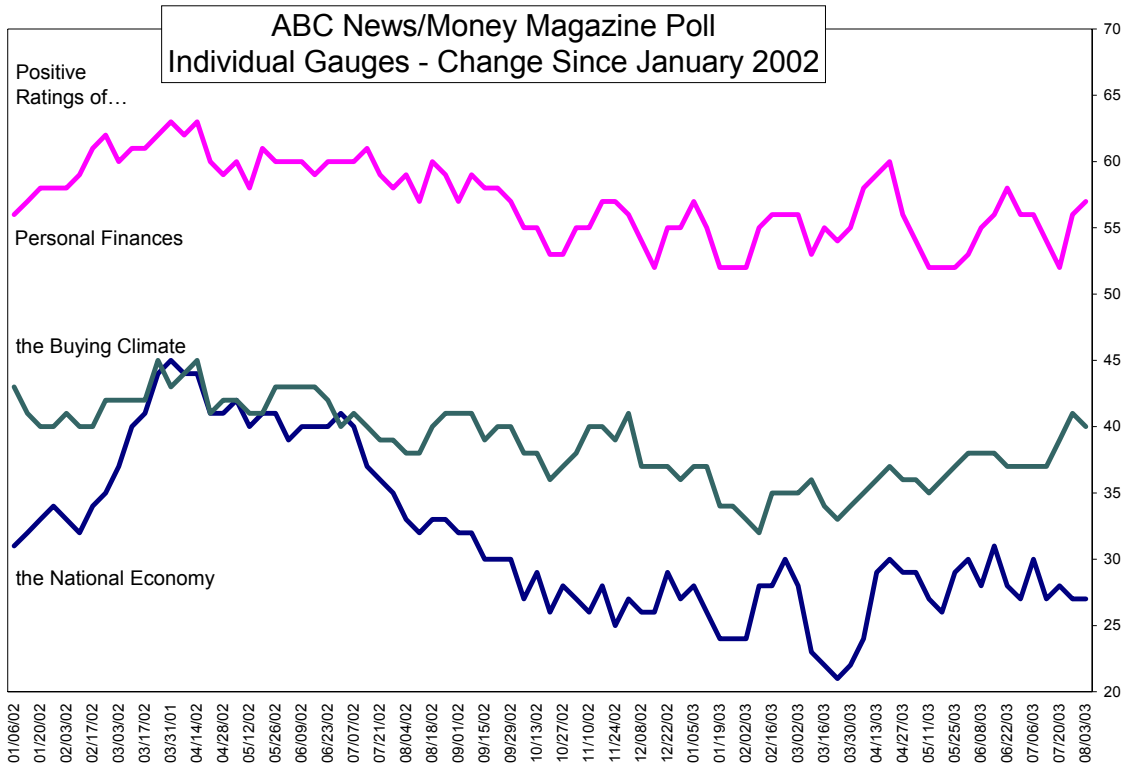


GROUPS - As usual, confidence is higher among better-off Americans. The index stands at +9 among people in higher-income households compared to -45 in the lowest, -7 among college graduates while -42 among high-school dropouts, -11 among whites but -

68 among blacks, -6 among men while -27 among women and +18 among Republicans, while -23 among independents and -40 among Democrats.

The index remains worse in the Northeast (-27) than in the West (-18), Midwest (-15) and South (-11).

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



NATIONAL ECONOMY – Twenty-seven percent of Americans rate the nation's economy as excellent or good, the same as last week. The highest was 80 percent Jan. 16, 2000. The lowest was seven percent in late 1991 and early 1992.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	27	2	25	73	43	30
Avg. since 12/85	41	4	37	59	40	20

PERSONAL FINANCES – Fifty-seven percent rate their own finances as excellent or good; it was 56 percent last week. The best was 70 percent, on 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	57	6	51	43	29	14
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; it was 41 percent last week. The best 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	40	2	38	60	40	20
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 1,003 interviews in the month ending Aug. 3, 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 Dalia Sussman.

ABC News polls can be found at ABCNEWS.com on the Internet, at:
<http://abcnews.go.com/sections/us/PollVault/PollVault.html>

Media contact: Cathie Levine, (212) 456-4934 or Lisa Finkel, (212) 456-6190.

08/03/03	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	-17	-17	-18	-21	-13	-11	-28	-20
State of Economy	-46	-46	-40	-42	-34	-34	-58	-45
Personal Finances	14	12	12	8	18	20	4	11
Buying Climate	-20	-18	-26	-28	-24	-18	-36	-26

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-6	-9	-9	-15	-5	-2	-19	-11
Women	-27	-24	-26	-25	-20	-14	-38	-27
Age:								
18 - 34	-14	-14	-12	-14	-12	2	-25	-13
35 - 44	-18	-17	-24	-16	-9	-9	-31	-19
45 - 54	-16	-16	-16	-32	-11	0	-41	-24
55 - 64	-16	-16	-19	-21	-11	-8	-39	-22
65 +	-24	-24	-22	-24	-16	-15	-36	-26
Income:								
Under \$15K	-45	-46	-58	-52	-45	-26	-67	-49
\$15K To \$24.9K	-57	-50	-29	-51	-23	-23	-57	-41

\$25K To \$39.9K	-33	-34	-37	-20	-11	-11	-49	-30
\$40K To \$49.9K	-6	-13	-15	-27	0	0	-32	-16
Over \$50K	9	12	10	3	1	15	-15	3
Region:								
Northeast	-27	-23	-23	-32	-21	-11	-38	-25
Midwest	-15	-18	-20	-20	-11	-6	-34	-19
South	-11	-17	-16	-13	-22	-7	-29	-20
West	-18	-8	-15	-21	9	9	-34	-14
Race:								
White	-11	-11	-13	-14	-8	-8	-23	-16
Black	-68	-66	-43	-51	-37	-21	-68	-42
Politics:								
Republican	18	14	7	10	5	18	-3	7
Democrat	-40	-39	-28	-38	-27	-23	-46	-36
Independent	-23	-20	-21	-29	-16	-9	-38	-24
Education:								
< High School	-42	-43	-49	-37	-18	-18	-59	-41
High Sch. Grad.	-20	-19	-15	-29	-22	-11	-40	-24
College +	-7	-6	-10	-7	-4	-1	-18	-9
Home:								
Own	-9	-9	-14	-14	-10	-9	-24	-15
Rent	-38	-40	-30	-35	-15	-9	-43	-30
Marital Status:								
Single	-26	-25	-33	-22	-7	1	-33	-17
Married	-8	-10	-13	-16	-8	-8	-27	-16
Sep/Wid/Div	-42	-38	-22	-30	-26	-21	-52	-35
Employ. Status:								
Full-Time	-6	-6	-9	-15	-8	-4	-20	-12
Part-Time	-22	-25	-35	-26	-9	3	-40	-22
Not Employed	-31	-30	-26	-24	-20	-20	-40	-29

END