

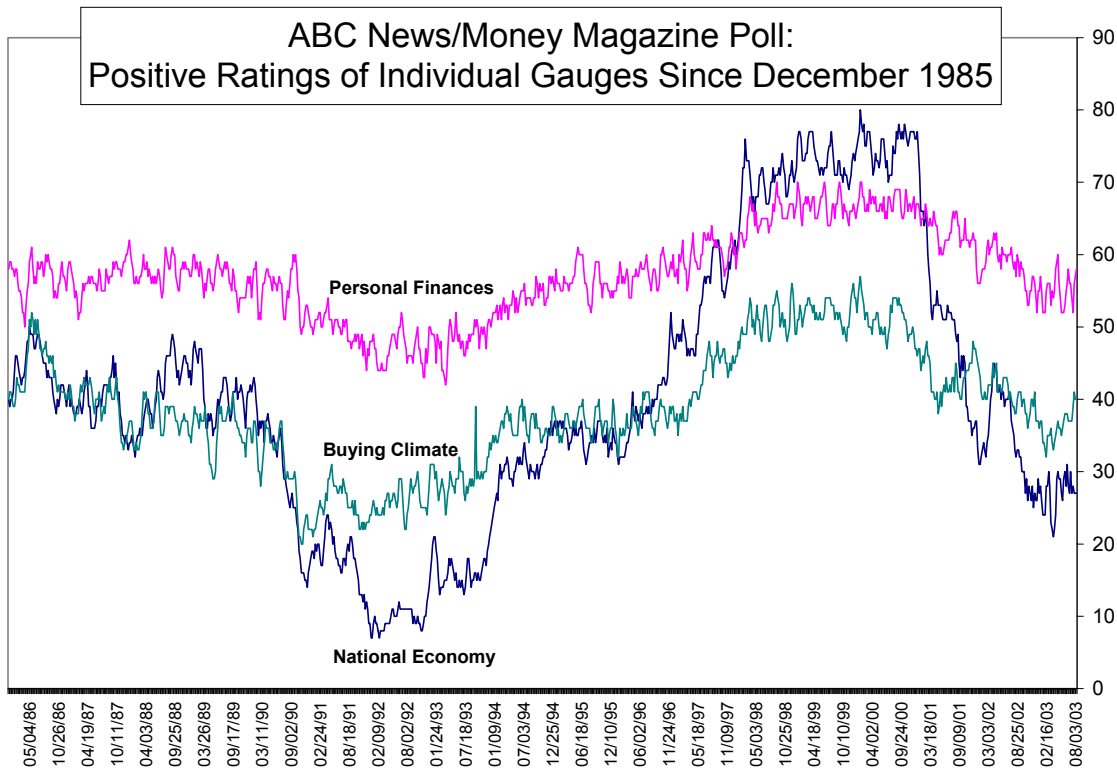
Consumer Confidence Stands Still

Consumer confidence stood still this week, with continued weak ratings of the national economy offsetting less gloomy public views of personal finances and the buying climate.

For the third week in a row, the ABC News/Money magazine Consumer Comfort Index is unchanged at -17 on its scale of +100 to -100. That's near a best-of-the-year -15 on April 20, but the index remains below its long-term average (-9 since late 1985).

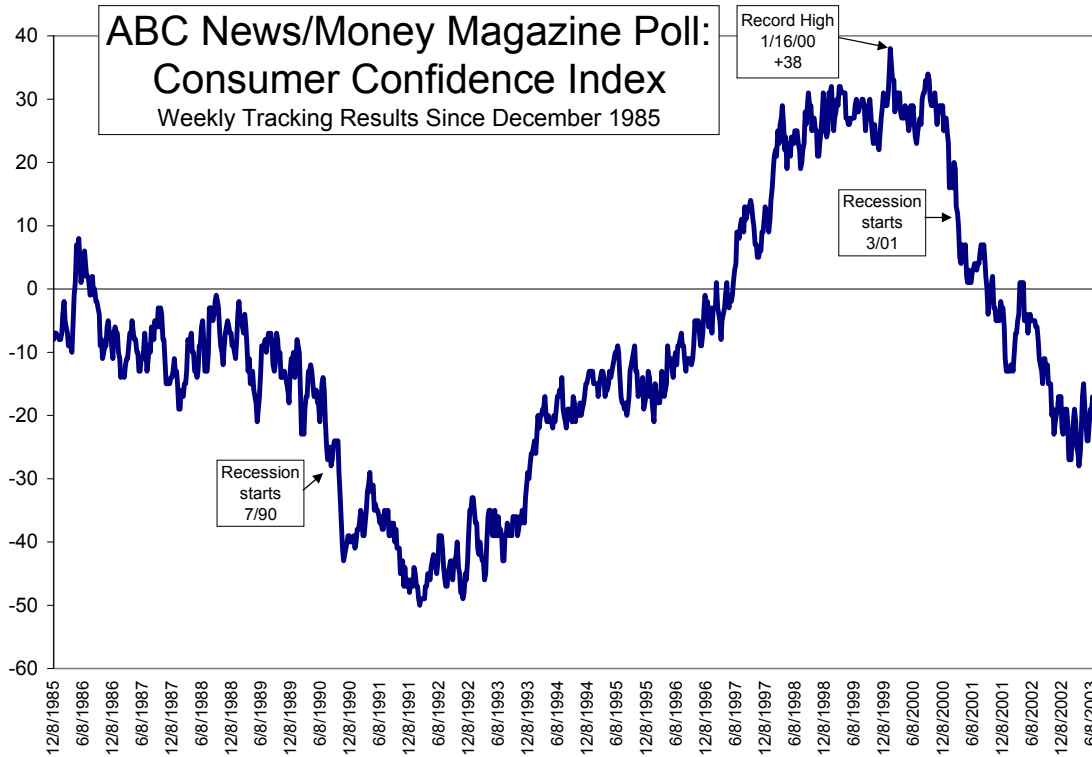
Fifty-eight percent of Americans rate their personal finances as good or excellent, up six points in three weeks to roughly match the 17-year average, 57 percent. Four in 10 say it's a good time to buy things, also about average (39 percent).

But only 27 percent of Americans say the economy's in good shape, compared with a long-term average of 41 percent. While economists reported signs of an awakening economy, including a 5.7 percent jump in second-quarter productivity, consumers apparently are waiting for more evidence.



ABC News/Money magazine poll					
Positive ratings of:	This week	Last week	2003 high	2003 low	17-yr. avg.
National economy	27%	27	31	21	41
Buying climate	40	40	41	32	39
Personal finances	58	57	60	52	57
Consumer Comfort Index	-17	-17	-15	-28	-9

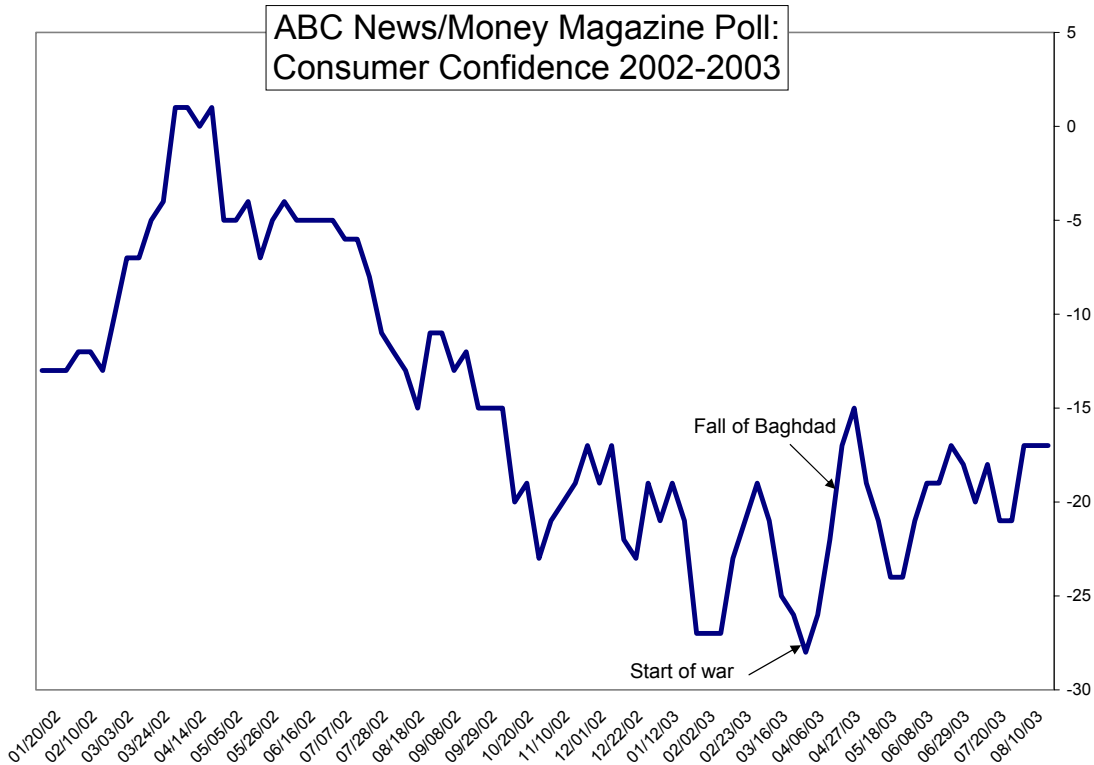
TREND – The index has averaged -21 this year. It's far from the best it's been, +38 in January 2000, but also from its worst, -50 in February 1992. The best year was 2000, when it averaged +29; the worst was 1992, when it averaged -44.



ABC/Money Index	
Today	-17
Last week	-17
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 – Confidence, as usual, is higher among better-off Americans. The index is +5 among people in higher-income households compared to -42 in the lowest, -6 among college graduates while -41 among high-school dropouts, -11 among whites but -64 among blacks, -7 among men while -25 among women and +18 among Republicans, while -23 among independents and -39 among Democrats.

The index in the South is -8, well above the region’s 12-month average of -20. It’s -17 in the West, -20 in the Midwest and -27 in the Northeast, nearly matching their 12-month averages.



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 the last two weeks. The highest was 80 percent on 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	1	26	73	45	28
Avg. since 12/85	41	4	37	59	40	20

PERSONAL FINANCES – Fifty-eight percent rate their own finances as excellent or good; it was 57 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
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This week	58	5	53	42	29	13
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, the same as 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. 10, 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 David Morris.

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.

08/10/03	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	-21	-24	-15	-11	-28	-20
State of Economy	-46	-46	-46	-46	-36	-34	-58	-45
Personal Finances	16	14	8	4	14	20	4	11
Buying Climate	-20	-20	-26	-30	-24	-18	-36	-26

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-7	-6	-14	-19	-5	-2	-19	-11
Women	-25	-27	-28	-29	-23	-14	-38	-27
Age:								
18 - 34	-14	-14	-17	-17	-12	2	-25	-13
35 - 44	-16	-18	-26	-22	-22	-9	-31	-19
45 - 54	-11	-16	-24	-33	-7	0	-41	-24

55 - 64	-16	-16	-18	-23	-8	-8	-39	-22
65 +	-29	-24	-23	-32	-19	-15	-36	-26
Income:								
Under \$15K	-42	-45	-55	-58	-42	-26	-67	-49
\$15K To \$24.9K	-49	-57	-34	-47	-26	-24	-57	-41
\$25K To \$39.9K	-32	-33	-43	-33	-20	-16	-49	-31
\$40K To \$49.9K	-7	-6	-9	-32	-11	-5	-32	-17
Over \$50K	5	9	6	2	0	15	-15	4
Region:								
Northeast	-27	-27	-28	-38	-21	-11	-38	-25
Midwest	-20	-15	-20	-18	-8	-6	-34	-19
South	-8	-11	-19	-18	-24	-7	-29	-20
West	-17	-18	-22	-27	0	4	-34	-15
Race:								
White	-11	-11	-15	-18	-12	-8	-23	-16
Black	-64	-68	-54	-54	-28	-21	-68	-42
Politics:								
Republican	18	18	7	7	5	18	-3	8
Democrat	-39	-40	-37	-43	-32	-23	-46	-36
Independent	-23	-23	-24	-29	-13	-9	-38	-24
Education:								
< High School	-41	-42	-56	-43	-31	-21	-59	-42
High Sch. Grad.	-22	-20	-19	-33	-20	-11	-40	-24
College +	-6	-7	-12	-10	-5	-1	-18	-9
Home:								
Own	-11	-9	-15	-18	-14	-9	-24	-15
Rent	-33	-38	-43	-39	-13	-9	-43	-30
Marital Status:								
Single	-24	-26	-33	-32	-4	1	-33	-17
Married	-9	-8	-15	-16	-13	-8	-27	-16
Sep/Wid/Div	-37	-42	-36	-39	-27	-21	-52	-36
Employ. Status:								
Full-Time	-5	-6	-12	-20	-7	-4	-20	-12
Part-Time	-21	-22	-36	-29	-20	3	-40	-23
Not Employed	-31	-31	-31	-27	-23	-20	-40	-29

Call for full trend.

END