

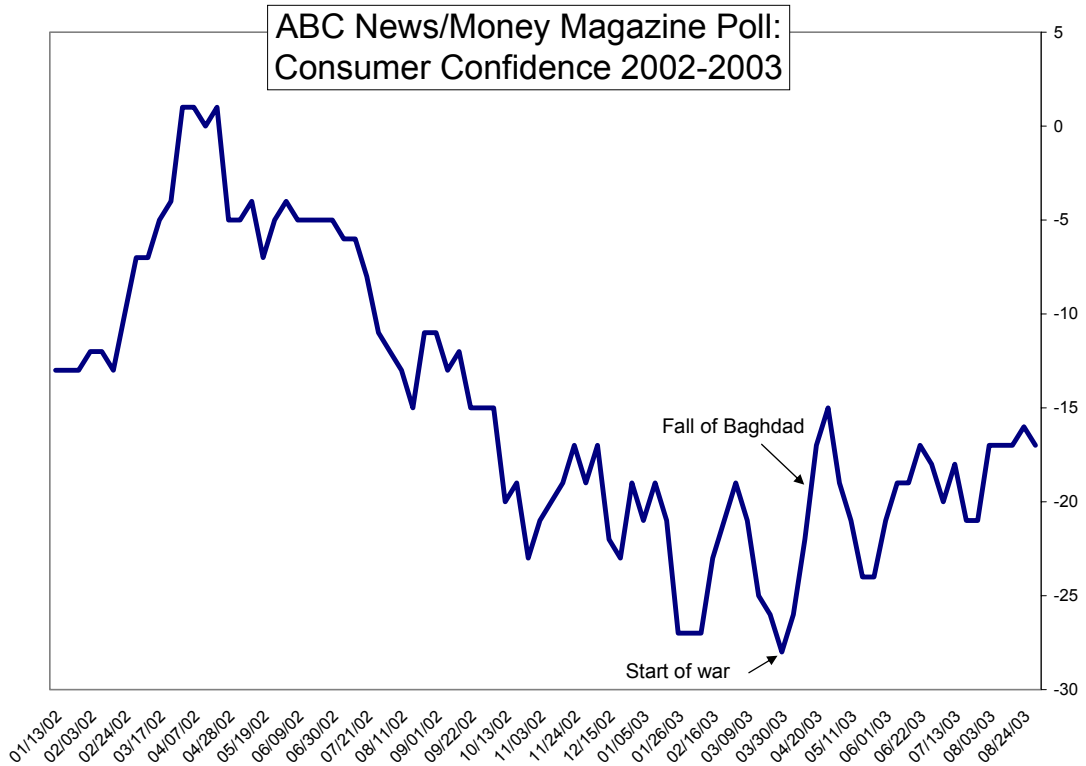
Consumer Confidence in Summer Standstill

Mired in a summer rut, consumer confidence continues to drag.

The ABC News/Money magazine Consumer Comfort Index, made up of ratings of current economic conditions, stands at -17 on its scale of +100 to -100. It's been stuck between -21 and -16 since May 25, and has been at -17 in four of the last five weeks.

The ABC/Money index is made up of public ratings of the national economy, personal finances and the buying climate. While positive economic ratings remain weak, they match the 2003 high, 31 percent, this week. Many more, 56 percent, say their own finances are in good shape.

Thirty-eight percent call it a good time to buy things. While unchanged from last week, this gauge bears watching in the coming weeks amid rising gasoline prices. In the past it has worsened when fuel costs have increased.

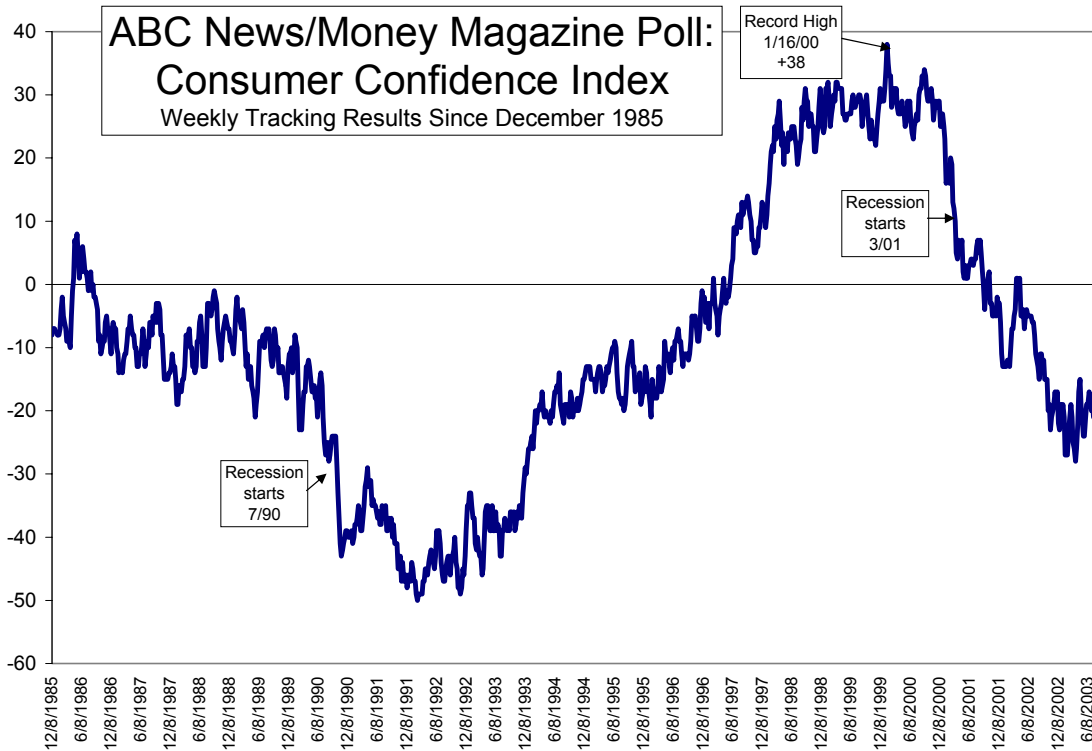


	ABC News/Money magazine poll				
Positive ratings of:	This week	Last week	2003 high	2003 low	17-yr. avg.
National economy	31%	29	31	21	41

Buying climate	38	38	41	32	39
Personal finances	56	59	60	52	57
Consumer Comfort Index	-17	-16	-15	-28	-9

TREND – The index, which began in December 1985, has a lifetime average of -9. It peaked at +38 in January 2000 and bottomed out at -50 in February 1992. It's averaged -21 so far this year.

ABC/Money Index		
Today	-17	
Last week	-16	
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	

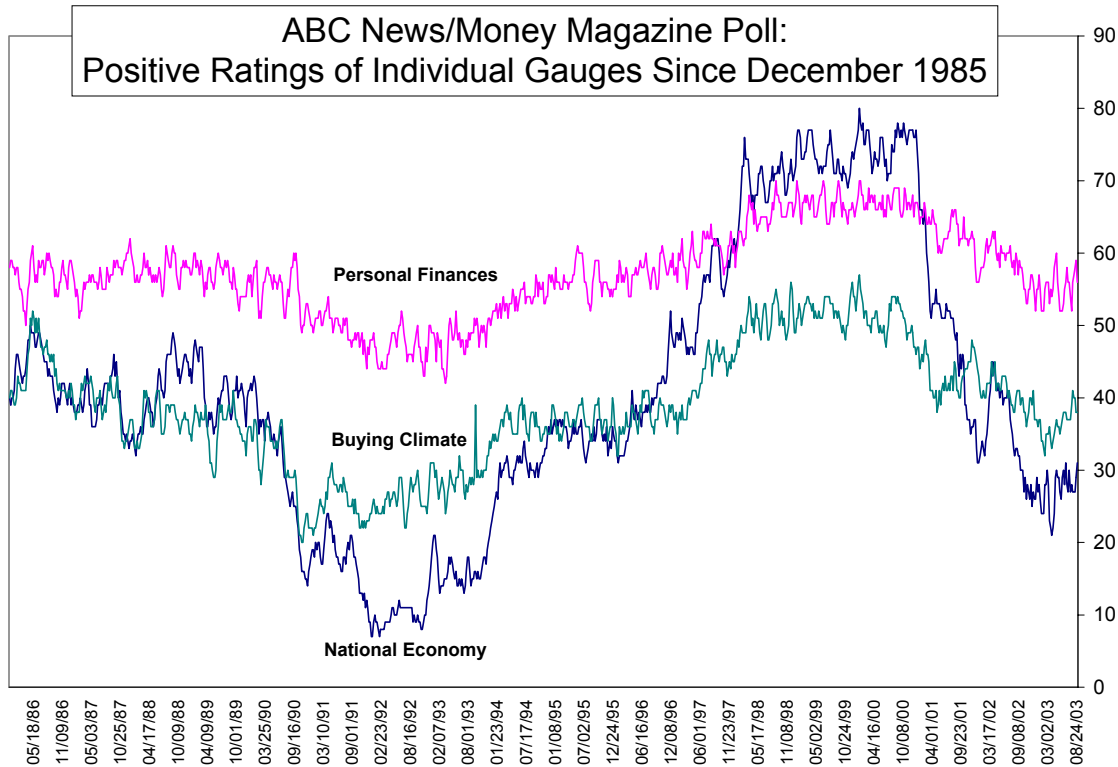


GROUPS – Confidence, as usual, is higher among better-off Americans. The index is +2 among people in higher-income households, compared with -47 in the lowest; -1 among college graduates while -53 among high-school dropouts; -12 among whites but -54

among blacks; -5 among men while -26 among women, and +17 among Republicans, while -24 among independents and -39 among Democrats.

The index continues to be highest in the South, -6, a 12-month high for that region and ahead of its 12-month average of -19. The index is -15 in the Midwest, -20 in the West and -31 in the Northeast – all within a few points of their 12-month averages.

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



NATIONAL ECONOMY – As noted, 31 percent of Americans rate the nation's economy as excellent or good; it was 29 percent last week. 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	31	2	29	69	43	26
Avg. since 12/85	41	4	37	59	40	20

PERSONAL FINANCES – Fifty-six percent rate their own finances as excellent or good; it was 59 percent last week. The best was 70 percent on Aug. 30, 1998, and matched in January 2000. The worst was 42 percent on March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	56	5	51	44	28	16
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE – Thirty-eight 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	38	3	35	62	41	21
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 1,006 interviews in the month ending Aug. 24, 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 by subtracting the negative response to each index question 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>

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08/24/03	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	-16	-17	-21	-11	-11	-28	-20
State of Economy	-38	-42	-46	-42	-34	-34	-58	-45
Personal Finances	12	18	12	4	18	20	4	11
Buying Climate	-24	-24	-18	-26	-18	-18	-36	-26

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-5	-7	-9	-12	-2	-2	-19	-12
Women	-26	-23	-24	-28	-21	-14	-38	-27
Age:								
18 - 34	-14	-12	-14	-18	-4	2	-25	-13
35 - 44	-18	-15	-17	-17	-24	-9	-31	-19
45 - 54	-9	-8	-16	-33	-2	-2	-41	-24
55 - 64	-20	-18	-16	-8	-12	-8	-39	-22
65 +	-24	-27	-24	-25	-21	-15	-36	-26
Income:								
Under \$15K	-47	-45	-46	-57	-27	-27	-67	-50

\$15K To \$24.9K	-41	-46	-50	-41	-28	-27	-57	-42
\$25K To \$39.9K	-33	-31	-34	-43	-22	-16	-49	-31
\$40K To \$49.9K	20	6	-13	-32	-8	20	-32	-16
Over \$50K	2	9	12	5	7	15	-15	4
Region:								
Northeast	-31	-22	-23	-34	-17	-11	-38	-26
Midwest	-15	-16	-18	-14	-7	-7	-34	-19
South	-6	-9	-17	-14	-17	-6	-29	-19
West	-20	-20	-8	-26	-4	4	-34	-16
Race:								
White	-12	-11	-11	-16	-9	-8	-23	-16
Black	-54	-55	-66	-52	-29	-21	-68	-43
Politics:								
Republican	17	19	14	9	9	19	-3	8
Democrat	-39	-40	-39	-43	-25	-23	-46	-36
Independent	-24	-23	-20	-24	-9	-9	-38	-24
Education:								
< High School	-53	-50	-43	-51	-31	-23	-59	-43
High Sch. Grad.	-23	-23	-19	-22	-19	-11	-40	-24
College +	-1	1	-6	-9	-1	1	-18	-8
Home:								
Own	-8	-8	-9	-16	-11	-8	-24	-15
Rent	-38	-35	-40	-36	-12	-12	-43	-31
Marital Status:								
Single	-22	-23	-25	-28	-2	1	-33	-18
Married	-8	-6	-10	-10	-12	-6	-27	-15
Sep/Wid/Div	-38	-42	-38	-50	-23	-21	-52	-36
Employ. Status:								
Full-Time	-6	-5	-6	-15	-4	-4	-20	-12
Part-Time	-14	-17	-25	-25	-20	3	-40	-23
Not Employed	-29	-29	-30	-25	-21	-21	-40	-29

END