

**ABC NEWS/MONEY CONSUMER INDEX - 9/3/00**

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## Confidence Continues Hot Streak

Near-record ratings of the national economy and personal finances pushed consumer confidence this week to its highest level since January, when it set a 14-year high.

The advance continues an end-of-summer hot streak for confidence, which had ebbed in the spring and early summer after peaking on Jan. 16. Today 78 percent of Americans say the economy's in good shape, two points from its record high and the best since February. Sixty-nine percent rate their own finances positively, one point from its high. And 54 percent call it a good time to buy things, three points from that high.

Positive ratings:	Today	----- Since 12/85 ----		
		Highest	Lowest	Average
National Economy	78%	80	7	40
Personal Finances	69	70	42	57
Buying Climate	54	57	20	38

INDEX – The ABC News/Money magazine Consumer Comfort Index, based on these ratings, stands at +34 on its scale of +100 to -100, up two points from last week and up eight points since July. It peaked at +38 on Jan. 16..

As the presidential campaign heats up, an apparent political dimension to consumer confidence has emerged. In the last month, as Democrat Al Gore improved his competitiveness in the race, the ABC/Money index has fallen by eight points among Republicans, and risen by seven points among Democrats and 10 among independents.

The index has averaged +29 this year, a point above its record 1999 average. Its lifetime average, depressed by recession in the early 1990s, is only -10.

	ABC/Money	Index
Today	+34	
Jan. 16, 2000	+38	Record high
2000 average	+29	
1999 average	+28	Best full year
1992 average	-44	Worst full year
Feb. 9, 1992	-50	Record low
Average since 12/85	-10	

Call the ABC News Polling Unit, ext. 2621, for a chart tracking the index over time.

GROUPS – As usual, confidence is higher among better-off Americans: The index is +66 in higher-income households compared to -14 in the lowest, +53 among college

graduates but -9 among high-school dropouts, +37 among whites but +7 among blacks and +45 among men but +23 among women.

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

**NATIONAL ECONOMY**- Seventy-eight percent rate the nation's economy excellent or good, up two points from last week. The best was 80 percent Jan. 16. The worst was seven percent in late 1991 and early 1992.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	78%	16	62	22	17	5
Avg. since 12/85	40	4	37	60	39	20

**PERSONAL FINANCES** - Sixty-nine percent rate their own finances excellent or good, same as last week. The best was 70 percent, set Aug. 30, 1998 and last matched in January. The worst was 42 percent on March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	69%	8	61	31	23	8
Avg. since 12/85	57	5	52	43	31	13

**BUYING CLIMATE** - Fifty-four percent say it's an excellent or good time to buy things they want and need, up one point from last week. The best was 57 percent Jan. 16. The worst was 20 percent in fall 1990.

	Pos. NET	Excel.	Good	Neg. net	Not good	Poor
This week	54%	5	49	46	32	14
Avg. since 12/85	38	3	35	62	41	21

**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 1,048 interviews in the week ending Sept. 3 and have an error margin of plus or minus three percentage points. Fieldwork 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/politics/PollVault/PollVault.html>

09/03/00

	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
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Group

## GENERAL POPULATION:

Overall Index	34	32	31	29	29	38	22	28
State of Economy	56	52	48	52	46	60	38	47
Personal Finances	38	38	36	36	38	40	28	34
Buying Climate	8	6	8	-2	2	14	-6	3

## OVERALL INDEX BY DEMOGRAPHIC GROUPS

## Sex:

Men	45	43	37	32	33	45	30	36
Women	23	22	25	25	24	30	11	20

## Age:

18 - 34	34	36	28	30	25	37	16	26
35 - 44	23	17	34	26	30	37	13	26
45 - 54	34	33	31	34	35	45	11	31
55 - 64	51	39	24	24	23	51	13	30
65 +	32	39	33	25	28	45	12	28

## Income:

Under \$15K	-14	-18	-14	-22	-18	-12	-36	-24
\$15K To \$24.9K	-9	-9	8	8	-6	26	-11	2
\$25K To \$39.9K	24	26	26	30	25	33	8	23
\$40K To \$49.9K	36	33	26	34	38	60	19	38
Over \$50K	66	63	61	58	64	68	53	60

## Region:

Northeast	34	32	42	37	28	48	17	33
Midwest	42	37	31	24	28	42	17	30
South	26	28	24	25	26	31	14	22
West	36	35	32	31	33	43	13	29

## Race:

White	37	37	34	35	32	43	25	33
Black	7	3	6	7	13	25	-15	1

## Politics:

Republican	33	38	41	41	42	55	31	42
Democrat	32	30	25	30	30	38	7	27
Independent	39	31	29	23	20	39	13	22

## Education:

< High School	-9	1	13	-15	-6	13	-24	-8
High Sch. Grad.	23	24	18	21	16	32	8	19
College +	53	47	44	48	49	53	38	46

## Home:

Own	42	39	37	38	31	44	28	36
Rent	14	14	11	4	19	22	-3	8

## Marital Status:

Single	35	42	33	26	25	42	8	24
Married	37	33	36	37	37	44	27	34
Sep/Wid/Div	19	16	3	3	2	19	-9	6

## Employ. Status:

Full-Time	39	34	32	36	33	44	28	35
Part-Time	39	40	35	29	30	40	11	26
Not Employed	22	27	27	19	21	28	8	18

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