

ABC NEWS/MONEY CONSUMER INDEX – 9/10/00

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Economy Not Cooling

Forget the approach of autumn: Consumer confidence is still sizzling.

After jumping in August, ratings of economic conditions remain near their all-time highs: Seventy-seven percent of Americans say the economy's in good shape, 69 percent still say their personal finances are good and 53 percent call it a good time to buy things.

		----- Since 12/85 ----		
Positive ratings:	Today	Highest	Lowest	Average
National Economy	77%	80	7	40
Personal Finances	69	70	42	57
Buying Climate	53	57	20	38

INDEX – The ABC News/Money magazine Consumer Comfort Index, based on these ratings, stands at +33 on its scale of +100 to -100, down one point from last week. The index peaked at +38 on Jan. 16, slipped in the spring and early summer, then rebounded.

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	+33	
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 +68 in higher-income households compared to -17 in the lowest, +51 among college graduates but -15 among high-school dropouts, +35 among whites but +13 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-seven percent of Americans rate the nation's economy as 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	77	14	63	23	17	6
Avg. since 12/85	40	4	37	60	39	20

PERSONAL FINANCES - Seventy percent rate their own finances as excellent or good. 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	9	60	31	23	8
Avg. since 12/85	57	5	52	43	31	13

BUYING CLIMATE - Fifty-three 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	53	4	49	47	33	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 1,035 interviews in the week ending Sept. 10 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 Aaron Frechette.

ABC News polls can be found at ABCNEWS.com on the Internet, at:

<http://abcnews.go.com/sections/politics/PollVault/PollVault.html>

09/10/00	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	33	34	31	26	30	38	22	28
State of Economy	54	56	48	48	46	60	38	48
Personal Finances	38	38	38	30	40	40	28	34
Buying Climate	6	8	8	0	4	14	-6	3

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	37	45	39	30	34	45	30	36
Women	27	23	23	21	25	30	11	20
Age:								
18 - 34	36	34	29	28	29	37	16	26
35 - 44	25	23	31	21	32	37	13	26
45 - 54	29	34	32	38	32	45	11	31
55 - 64	34	51	21	18	23	51	13	30
65 +	32	32	40	19	30	45	12	28
Income:								
Under \$15K	-17	-14	-19	-27	-19	-12	-36	-24
\$15K To \$24.9K	-15	-9	2	-2	-1	26	-15	1
\$25K To \$39.9K	24	24	28	26	29	33	8	23
\$40K To \$49.9K	43	36	29	33	35	60	19	38
Over \$50K	68	66	62	58	64	68	53	60
Region:								
Northeast	32	34	37	34	40	48	17	33
Midwest	46	42	35	18	25	46	17	31
South	23	26	22	22	22	31	14	22
West	32	36	35	32	38	43	13	29
Race:								
White	35	37	35	31	33	43	25	33
Black	13	7	2	9	12	25	-15	1
Politics:								
Republican	38	33	40	40	40	55	31	41
Democrat	32	32	21	24	35	38	7	27
Independent	30	39	35	22	19	39	13	23
Education:								
< High School	-15	-9	5	-19	-9	13	-24	-8
High Sch. Grad.	25	23	21	18	24	32	8	19
College +	51	53	46	45	48	53	38	46
Home:								
Own	40	42	39	37	32	44	28	36
Rent	12	14	8	2	22	22	-3	8
Marital Status:								
Single	33	35	32	24	24	42	8	24
Married	33	37	38	33	37	44	27	34
Sep/Wid/Div	27	19	0	2	7	27	-9	7
Employ. Status:								
Full-Time	39	39	33	36	35	44	28	35
Part-Time	30	39	33	20	38	40	11	26
Not Employed	22	22	27	14	20	28	8	18

END