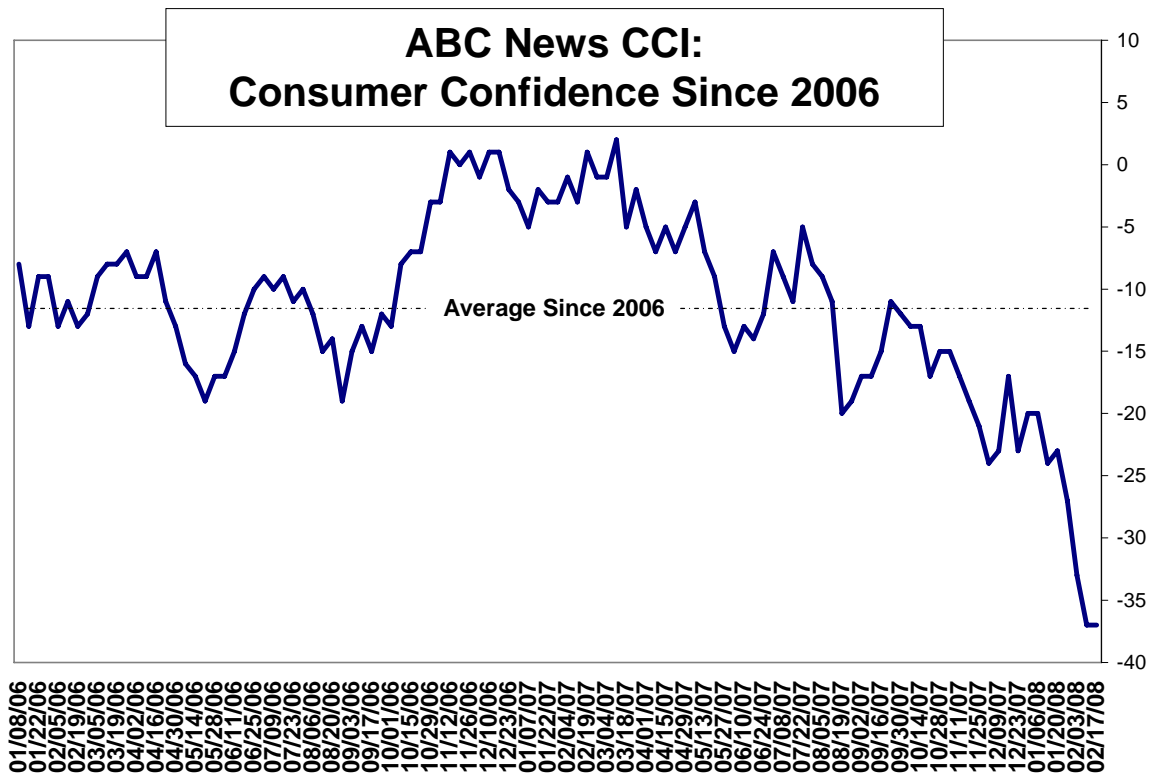


CCI Mired at 14-Year-Low; Expectations No Better

Consumer confidence flattened this week after a three-week dive, matching its lowest in 14 years. And the outlook for the future's no better.

The ABC News Consumer Comfort Index stands at -37 on its scale of +100 to -100, same as last week at its lowest since November 1993. The CCI lost 14 points in the previous month, a decline on the level of those that preceded the 1990-91 and 2001 recessions.

In a separate monthly measure of expectations, 62 percent say the economy's getting worse, while just 8 percent say it's improving. That 8-1 negative expectation ratio is about what it's been the past four months.



Federal Chairman Ben Bernanke sounded equally glum in remarks to Congress last week, saying the economy's prospects had worsened, risks to growth were significant and a turnaround would take time. For their part, Congress passed and George W. Bush signed a \$168 billion economic stimulus plan; rebates, payable in May, will deliver \$600 to

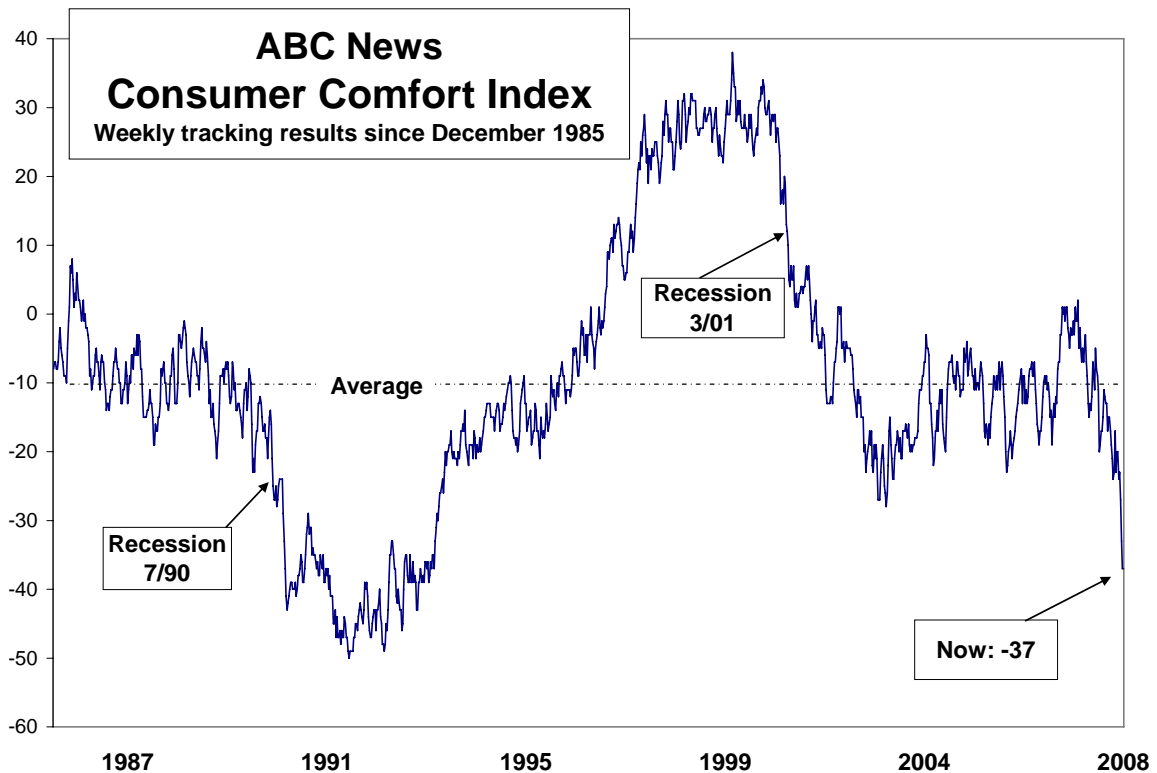
people who made up to \$75,000 last year, \$1,200 for couples with incomes up to \$150,000 and an additional \$300 per child.

However, in a separate ABC/Washington Post poll earlier this month, two-thirds doubted that a stimulus plan will avert or soften a recession. And just 22 percent said they'd spend their rebate; more instead said they'd use it to pay existing bills, or save it.

INDEX – The ABC News CCI is based on Americans' ratings of their current finances, the national economy and the buying climate. This week a bare majority rates their own finances positively, 6 points below the long-term average in weekly polls since late 1985. Last week it was fewer than half for the first time since November 1993.

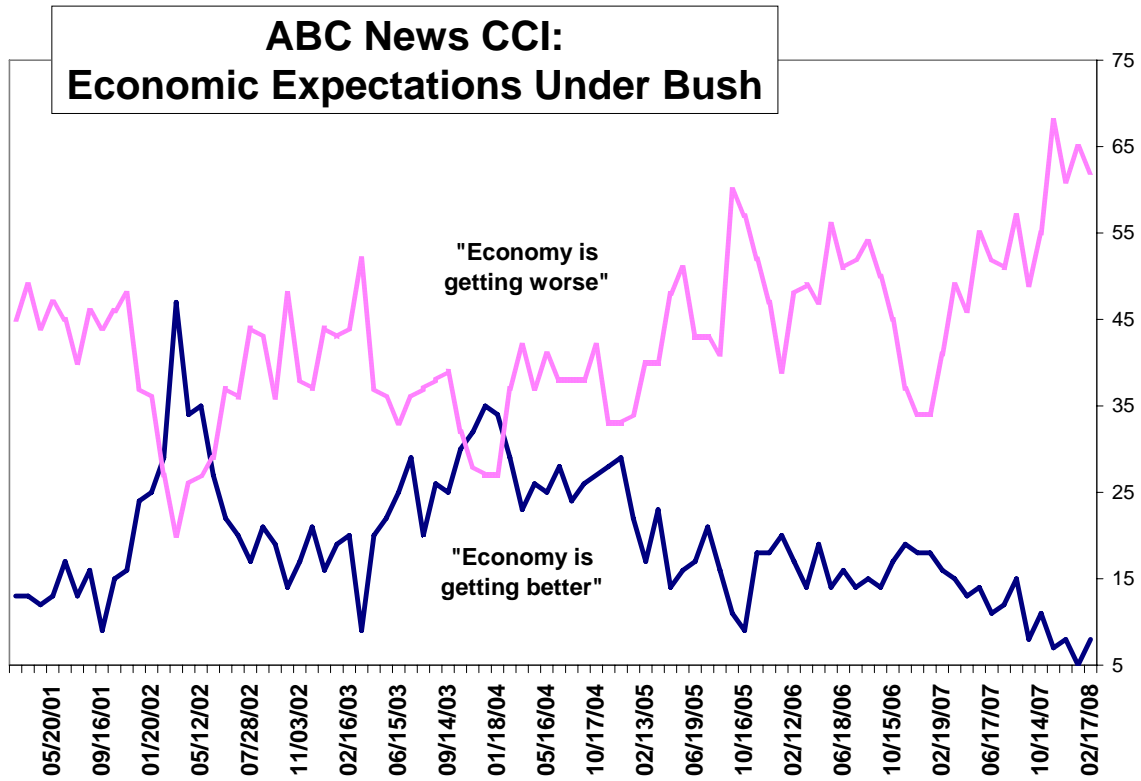
Only 19 percent rate the national economy positively, down 12 points since the beginning of the year and its worst since November 1993. And 24 percent call it a good time to buy things, down 7 points this year to the fewest since March 1993.

Positive ratings of:	ABC News CCI			
	This week	Last week	2007	'85-'08
National economy	19%	20	39	40
Buying climate	24	26	36	38
Personal finances	51	49	59	57
Consumer Comfort Index	-37	-37	-11	-10



EXPECTATIONS – As noted, economic expectations continue to flounder. Eight percent think the economy’s getting better, similar to last month’s 5 percent, the fewest since 1991. Positive expectations haven’t seen double digits in four months, a first since late 1991 to mid-1992.

Sixty-two percent say the economy’s getting worse; this peaked at 68 percent in November.



	Economy's direction		
	Better	Worse	Same
2/17/08	8%	62	29
1/13/08	5	65	29
12/16/07	8	61	28
11/18/07	7	68	25
10/14/07	11	55	30
9/16/07	8	49	41
8/12/07	15	57	26
7/15/07	12	51	36
6/17/07	11	52	35
5/13/07	14	55	29
4/15/07	13	46	40
3/18/07	15	49	35
2/19/07	16	41	41

TREND – The first two months of 2008 have been brutal for consumer confidence. As noted, the CCI has fallen by 14 points in the last four weeks and 17 points since the start of the year, with significant declines in four of the last six weeks. That’s only happened once before, in September to October 1991.

Consumer views are dramatically different from a year ago, when the index was flirting with positive territory, reaching +2 in March 2007. It’s been downhill since; indeed the index today is much closer to its record low, -50 in February 1992, than to its all-time high, +38 in January 2000.

	ABC News	CCI
This week	-37	
Last week	-37	
2007 low	-24	Dec. 2
2007 high	+2	March 11
2007 average	-11	
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	-10	

GROUPS – The CCI as usual is higher in better-off groups, but all are down; it isn’t positive in any demographic group. It’s 0 among higher-income people while -68 among those with the lowest incomes, -21 among those who’ve been to college while -53 among high-school dropouts, -35 among whites but -59 among blacks (its lowest since July 2004) and -27 among men while -45 among women.

Sharp partisan differences remain: The index is -6 among Republicans, but -44 among independents and -52 among Democrats.

Here’s a closer look at the three components of the ABC News CCI:

NATIONAL ECONOMY – Nineteen percent of Americans rate the economy as excellent or good; it was 20 percent last week. The highest was 80 percent on Jan. 16, 2000. The lowest was 7 percent in late 1991 and early 1992.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	19	1	18	81	46	35
Avg. since 12/85	40	4	36	60	40	20

PERSONAL FINANCES – Fifty-one percent say their own finances are excellent or good; it was 49 percent last week. The best was 70 percent, last reached in January 2000. The worst was 42 percent on March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	51	5	46	49	34	15
Avg. since 12/85	57	5	52	43	30	13

BUYING CLIMATE – Twenty-four percent say it’s an excellent or good time to buy things; it was 26 percent last week. The best was 57 percent on Jan. 16, 2000; the worst, 20 percent in fall 1990.

	Pos. NET	Excel.	Good	Neg. net	Not good	Poor
This week	24	1	23	76	51	25
Avg. since 12/85	38	3	35	62	41	21

METHODOLOGY – Interviews for the ABC News Consumer Comfort Index are reported in a four-week rolling average. This week’s results are based on telephone interviews among a random national sample of 1,000 adults in the four weeks ending Feb. 17, 2008. The results have a three-point error margin. The expectations question was asked of 500 respondents Feb. 3 – 17, 2008; that result has a 4.5-point error margin. Field work by ICR-International Communications Research of Media, Pa.

The index is derived by subtracting the negative response to each index question from the positive response to that question. The three resulting numbers are 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 Peyton M. Craighill.

ABC News polls can be found online at <http://abcnews.com/pollingunit>.

Media contact: Cathie Levine, (212) 456-4934.

02/17/08	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	-37	-37	-23	-19	1	2	-27	-12
State of Economy	-62	-60	-40	-34	-4	-4	-46	-25
Personal Finances	2	-2	12	12	28	30	6	17
Buying Climate	-52	-48	-42	-36	-20	-14	-44	-29

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-27	-30	-11	-15	7	12	-19	-4
Women	-45	-43	-34	-22	-3	-3	-35	-19
Age:								
18 - 34	-31	-34	-12	-14	3	6	-32	-8
35 - 44	-36	-32	-26	-16	-2	3	-31	-13
45 - 54	-36	-39	-21	-23	-10	2	-29	-14
55 - 64	-43	-39	-36	-23	10	22	-36	-13
65+	-45	-43	-35	-22	8	8	-37	-17
Income:								

Under \$15K	-68	-59	-54	-69	-45	-21	-70	-50
\$15K To \$24.9K	-48	-47	-46	-52	-28	-16	-58	-40
\$25K To \$39.9K	-65	-62	-32	-29	-14	-14	-49	-28
\$40K To \$49.9K	-25	-35	-39	-29	11	11	-47	-17
Over \$50K	-19	-18	-4	7	26	30	-9	12
\$50K To \$74.9K	-40	-36	-17	-11	14	29	-28	-2
\$75K To \$99.9K	-14	-9	-1	25	22	25	-19	8
Over \$100K	0	-5	11	11	47	49	1	30
Region:								
Northeast	-41	-39	-27	-20	-3	11	-38	-19
Midwest	-29	-36	-27	-15	-9	2	-30	-18
South	-39	-36	-31	-30	16	16	-31	-11
West	-36	-36	-3	-3	-7	10	-21	-3
Race:								
White	-35	-35	-23	-16	7	7	-25	-9
Black	-59	-46	-33	-51	-27	-11	-54	-36
Politics:								
Republican	-6	-8	11	4	30	44	4	23
Democrat	-52	-50	-39	-29	-13	-13	-47	-30
Independent	-44	-41	-33	-28	-4	0	-40	-20
Education:								
< High School	-53	-46	-41	-24	-28	-13	-57	-37
High Sch. Grad.	-48	-47	-28	-31	0	0	-38	-21
College +	-21	-25	-14	-9	11	17	-14	2
Home:								
Own	-33	-32	-20	-11	8	9	-23	-6
Rent	-49	-49	-32	-39	-20	-12	-44	-29
Marital Status:								
Single	-40	-36	-20	-20	-11	-6	-39	-16
Married	-26	-26	-13	-8	17	17	-18	-2
Sep/Wid/Div	-58	-61	-53	-48	-22	-20	-56	-35
Employ. Status:								
Full-Time	-27	-34	-18	-13	12	13	-24	-4
Part-Time	-36	-29	-8	-20	4	6	-39	-14
Not Employed	-48	-42	-35	-28	-14	-7	-43	-23

1. Do you think the nation's economy is getting better, getting worse or staying the same?

	Getting Better	Getting Worse	Staying the Same	No opinion
2/17/08	8	62	29	1
1/13/08	5	65	29	1
12/16/07	8	61	28	3
11/18/07	7	68	25	1
10/14/07	11	55	30	4
9/16/07	8	49	41	1
8/12/07	15	57	26	2
7/15/07	12	51	36	0
6/17/07	11	52	35	2
5/13/07	14	55	29	2
4/15/07	13	46	40	2
3/18/07	15	49	35	2
2/19/07	16	41	41	1
1/14/07	18	34	45	2

Call for full trend.

END