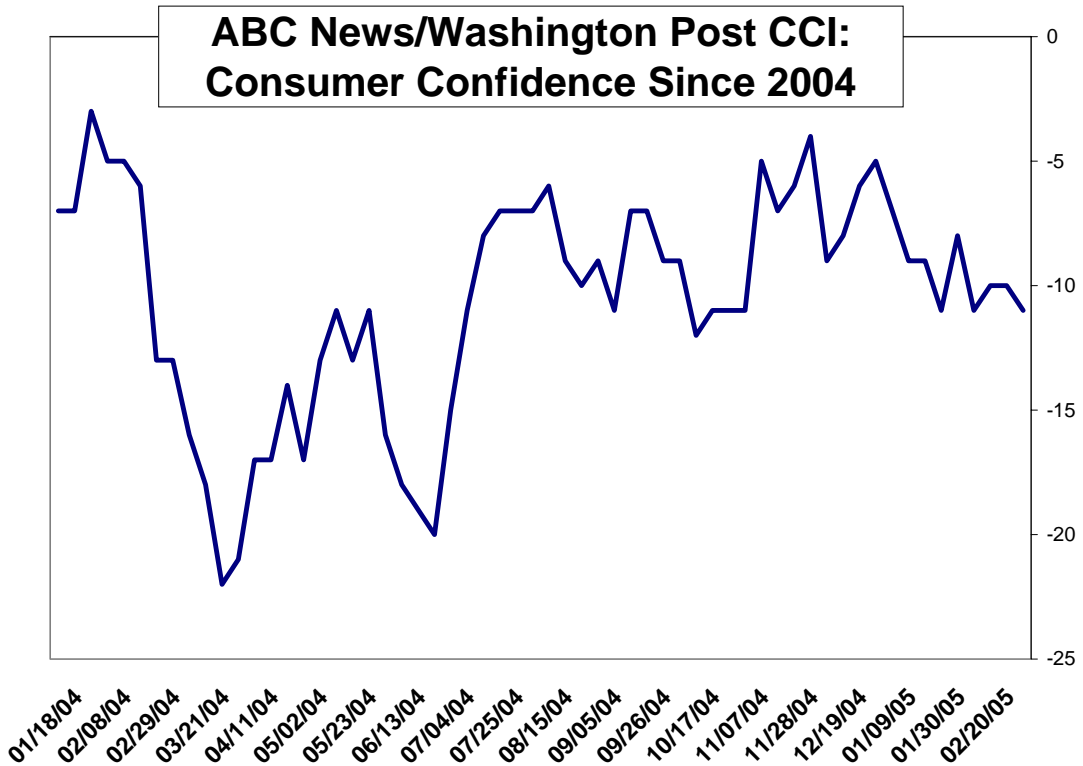


Confidence Holds Flat

Consumer confidence held steady near its average this week, stuck within a narrow band since the start of the year.

The ABC News/Washington Post Consumer Comfort Index stands at -11 on its scale of +100 to -100. The CCI has hovered between -8 and -11 since the start of the year, after falling from -5 in mid-December. At -11, the index matches its 2004 average and is within two points of its long-term average in weekly polls since late 1985.

The ABC/Post CCI is composed of Americans' ratings of the national economy, their personal finances and the buying climate. This week, 36 percent call it a good time to buy things, four in 10 rate the economy positively and more, 58 percent, say their own finances are in good shape. All are at or near their career averages.

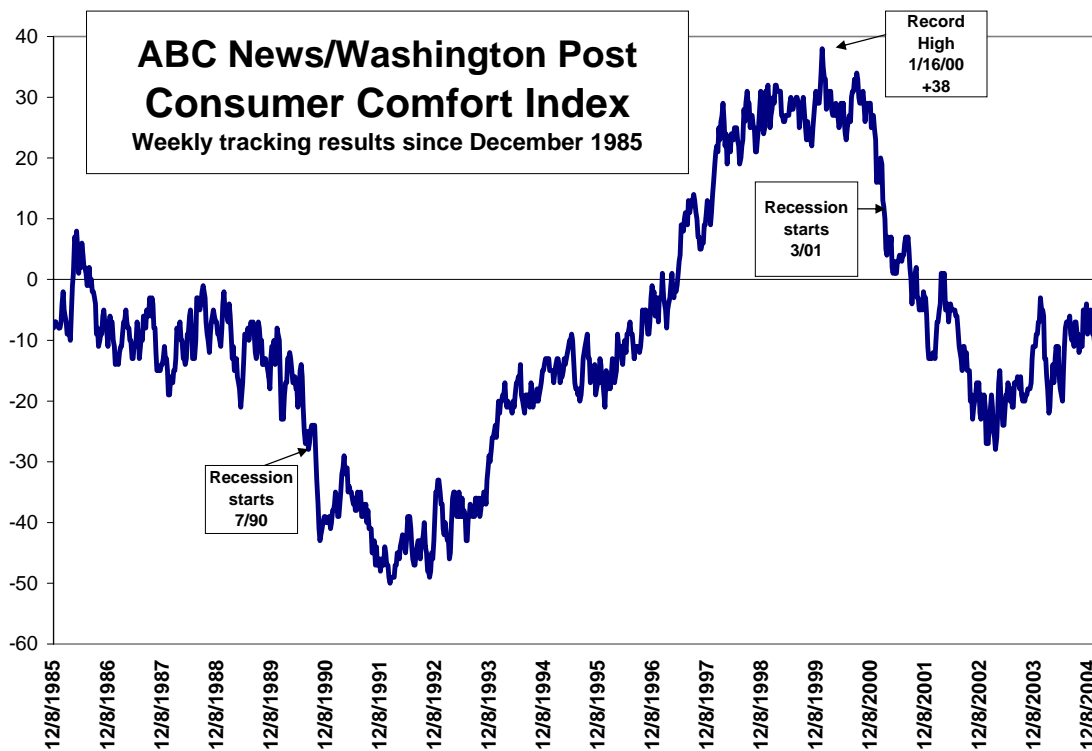


Positive ratings of:	ABC News/Washington Post CCI			
	This week	Last week	2004 avg.	19-yr. avg.
National economy	40%	39	38	40
Buying climate	36	37	39	39
Personal finances	58	59	57	57
Consumer Comfort Index	-11	-10	-11	-9

TREND – The CCI hit a recent high of -4 Nov. 21, fell to -9 in late November, and rebounded in mid-December to -5. But it fell again to -9 at the start of the year, and has held fairly steady since.

The index peaked at +38 in January 2000, and bottomed out at -50 in February 1992. As noted, the index averaged -11 last year and has averaged -9 in weekly polls since its inception in 1985.

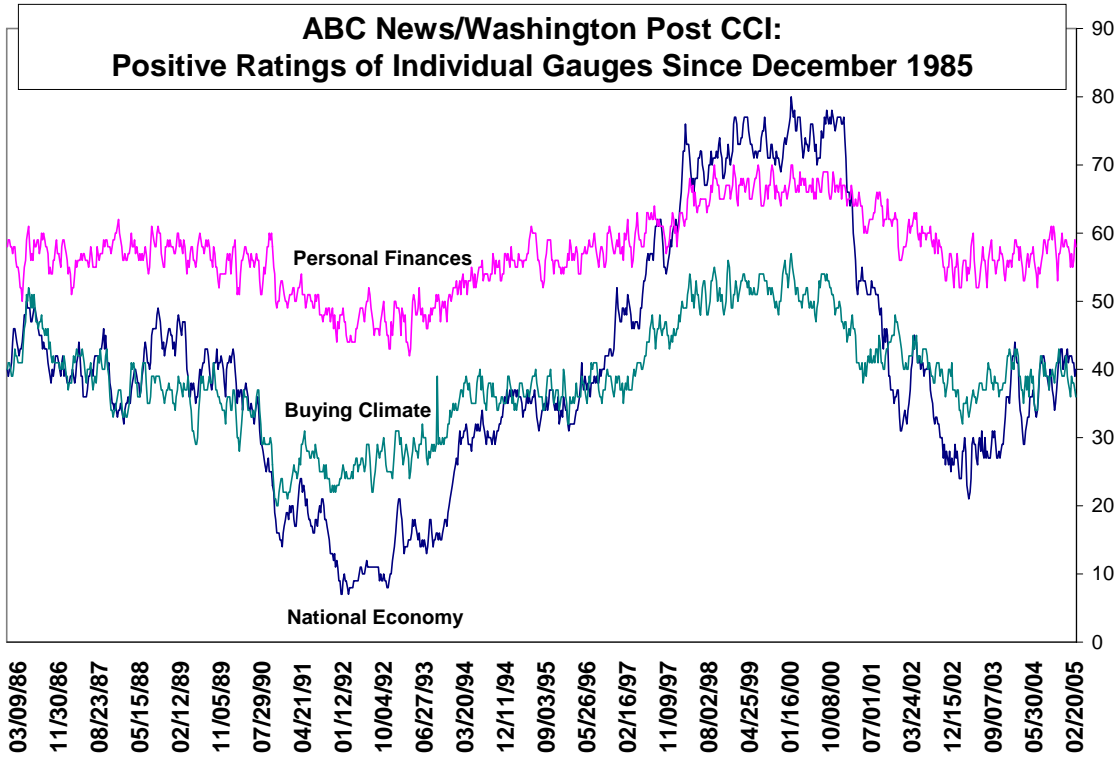
	ABC/Post CCI	
Today	-11	
Last week	-10	
Four weeks ago	-8	
Three months ago	-4	
2004 high	-3	Jan. 18
2004 low	-22	March 14
2004 average	-11	
2003 average	-19	
2002 average	-11	
2000 average	+29	Best full year
1992 average	-44	Worst full year
Jan. 16, 2000	+38	Record high
Feb. 9, 1992	-50	Record low
Average since 12/85	-9	



GROUPS – The index continues to vary widely across socioeconomic groups. It's +39 among higher-income people while -53 among those with the lowest incomes, +3 among

college graduates while -40 among those who haven't finished high school, -5 among whites but -40 among blacks and -7 among men while -14 among women.

A large partisan gap also remains: It's +40 among Republicans, while -19 among independents and -38 among Democrats.



Here's a closer look at the three components of the ABC/Post CCI:

NATIONAL ECONOMY – Forty percent of Americans rate the economy as excellent or good; it was 39 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	40	3	37	60	44	16
Avg. since 12/85	40	3	37	60	40	20

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

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	58	7	51	42	29	13
Avg. since 12/85	57	5	52	43	30	13

BUYING CLIMATE – Thirty-six percent say it's an excellent or good time to buy things; it was 37 percent 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	36	4	32	64	45	19
Avg. since 12/85	39	3	36	61	41	20

METHODOLOGY – Interviews for the ABC News/Washington Post 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. 20, 2005. The results have a three-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.

The Washington Post replaced Money magazine as cosponsor of this index at the start of this year. The survey methodology remains the same.

Analysis by Dalia Sussman.

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

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

02/20/05

	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	-11	-10	-8	-4	-13	-4	-22	-11
State of Economy	-20	-22	-16	-14	-32	-14	-42	-24
Personal Finances	16	18	14	20	16	22	4	14
Buying Climate	-28	-26	-22	-22	-22	-14	-32	-23

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:

Men	-7	0	-1	6	-3	6	-15	-3
Women	-14	-18	-16	-16	-22	-10	-28	-19

Age:

18 - 34	-8	-7	2	3	-11	3	-23	-9
35 - 44	-15	-6	-14	-10	-9	11	-29	-10
45 - 54	-15	-18	-8	-6	-12	10	-23	-10
55 - 64	-8	-7	-11	-5	-17	-1	-34	-14
65+	-7	-12	-21	-16	-17	2	-33	-15

Income:

Under \$15K	-53	-50	-45	-49	-53	-35	-68	-52
\$15K To \$24.9K	-26	-39	-52	-25	-30	-21	-61	-38
\$25K To \$39.9K	-14	-10	-12	-18	-24	-2	-44	-22
\$40K To \$49.9K	-28	-36	-15	-6	-5	27	-37	-10
Over \$50K	18	23	17	25	20	35	7	19
\$50K To \$74.9K	8	11	-6	10	N/A	N/A	N/A	N/A
\$75K To \$99.9K	13	17	34	29	N/A	N/A	N/A	N/A
Over \$100K	39	47	35	42	N/A	N/A	N/A	N/A

Region:

Northeast	-16	-14	-20	-15	-13	-4	-27	-17
Midwest	-7	-10	-6	-9	-23	7	-29	-12
South	-14	-12	-8	4	-4	4	-21	-9
West	-3	-1	-2	-7	-15	5	-21	-8

Race:

White	-5	-5	-4	-2	-8	3	-19	-6
Black	-40	-34	-40	-20	-37	-20	-59	-39

Politics:

Republican	40	42	32	27	38	47	17	34
Democrat	-38	-41	-33	-29	-41	-29	-47	-38
Independent	-19	-9	-13	-16	-20	-3	-40	-19

Education:

< High School	-40	-37	-28	-33	-47	-21	-60	-40
High Sch. Grad.	-16	-17	-23	-11	-14	-2	-32	-17
College +	3	4	7	8	0	14	-10	3

Home:

Own	-1	2	1	1	-3	7	-16	-3
Rent	-31	-33	-35	-25	-34	-19	-46	-31

Marital Status:

Single	-25	-22	-15	-24	-20	-11	-29	-19
Married	4	6	5	12	1	15	-15	1
Sep/Wid/Div	-33	-35	-34	-31	-35	-21	-43	-33

Employ. Status:

Full-Time	0	1	1	6	-1	12	-16	0
Part-Time	-10	-14	-14	-3	-16	-3	-34	-15
Not Employed	-24	-22	-20	-23	-25	-17	-36	-24