

Confidence Extends Slump into New Year

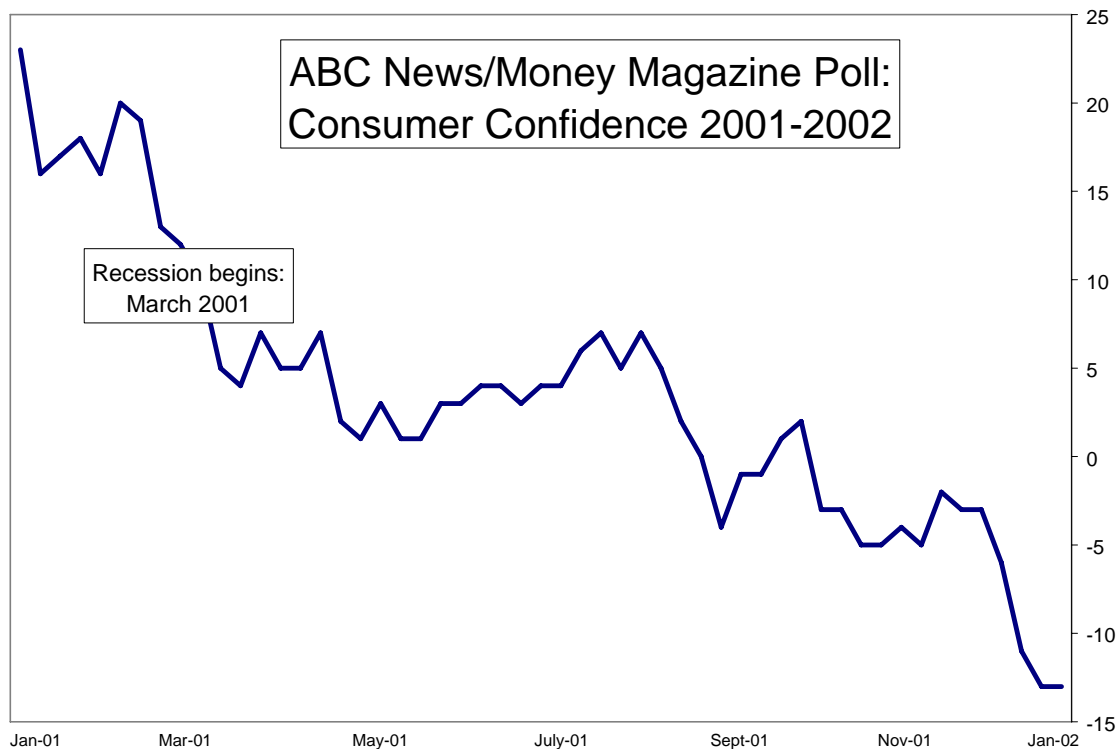
Consumer confidence extended its slump into 2002, starting the New Year right where it ended the old one: at its lowest level since August 1996.

Americans' assessments of current economic conditions are showing no signs of improvement. Only 31 percent say the national economy's in good shape, unchanged from last week and down 14 points since October; and 43 percent call it a good time to buy things, down five points since November.

More, 56 percent, rate their own finances positively, but that's down 10 points from last summer to its lowest since March 1997.

The ABC News/Money magazine Consumer Comfort Index, based on these three gauges, stands at -13 on its scale of +100 to -100, the same as last week and its lowest since Aug. 4, 1996.

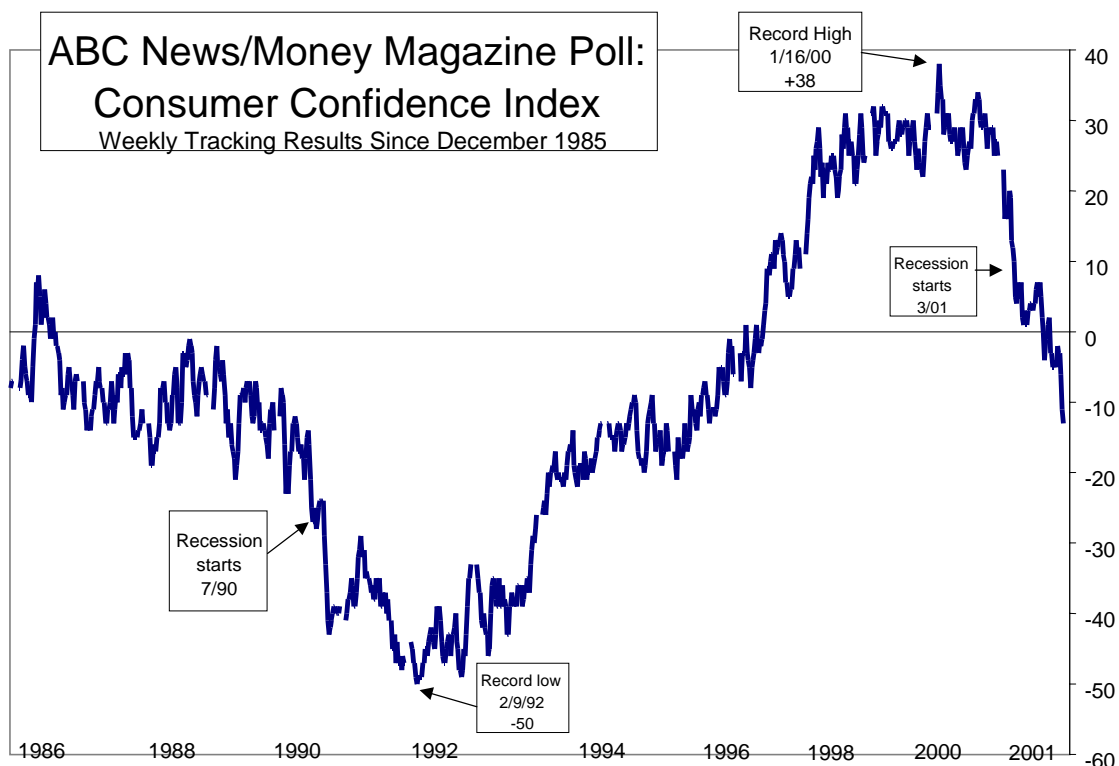
Positive ratings of:	ABC News/Money Magazine Poll				
	Recent trend 1/6/02	12/9/01	Record high 1/16/00	2001 average	16-year average
National economy	31%	37	80	50	42
Buying climate	43	47	57	43	39
Personal finances	56	62	70	63	57



CONSUMER CONFIDENCE 2001 – Consumer confidence had a bumpy 2001, with the index tumbling 36 points over the course of the year, including 10 points in December. It fell by five or more points six times in 2001, the most in any year since the poll began in December 1985.

The index fell seven points in one week in January (tying the one-week record), six points in a week in February, five points in a week in March (when the recession officially began) and another five points in one week in April. It reversed another slide to gain ground immediately after the Sept. 11 attacks, but then lost five points in mid-October and another five points in a week in December.

	ABC/Money Index	
Today	-13	
Last week	-13	
Jan. 7, 2001	+23	
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	-8	



GROUPS – As usual, confidence is higher among better-off Americans. The index is +10 in higher-income households compared to -48 in the lowest, 0 among college graduates while -49 among high-school dropouts, -7 among whites but -46 among blacks and -5 among men while -20 among women.

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

NATIONAL ECONOMY – Thirty-one percent of Americans rate the nation's economy as excellent or good, unchanged from last week. The best was 80 percent Jan. 16, 2000. The worst was seven percent in late 1991 and early 1992.

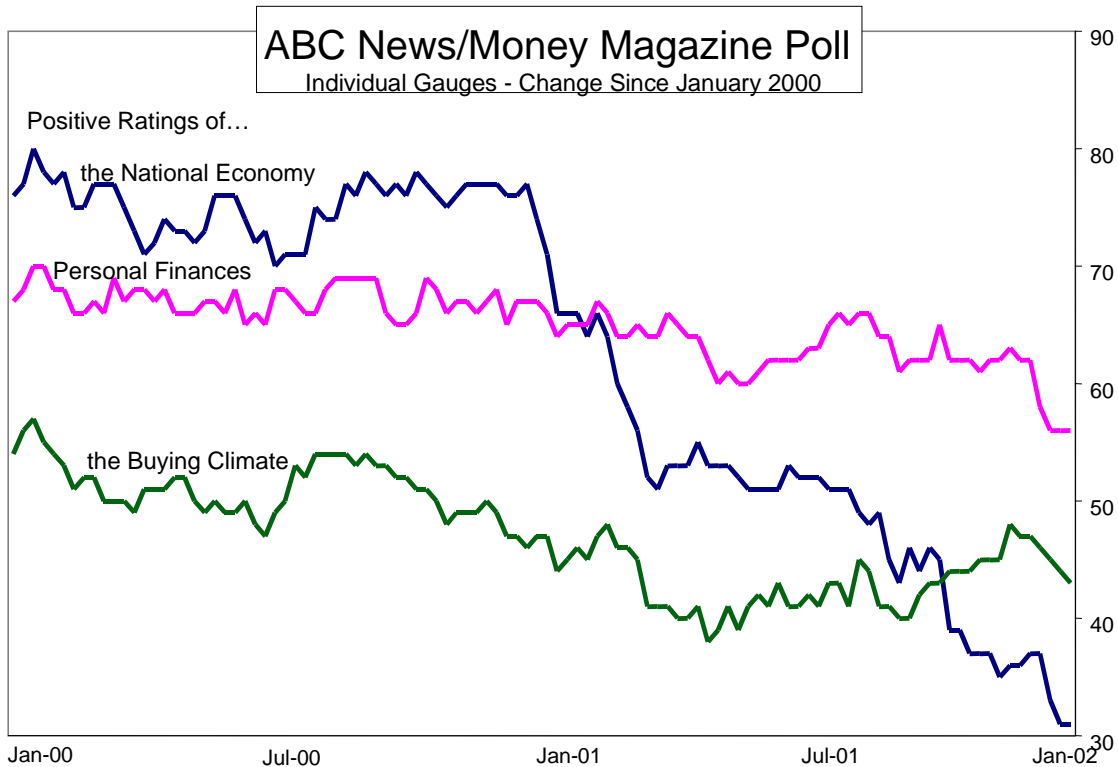
	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	31	1	30	69	51	18
Avg. since 12/85	42	4	38	58	39	19

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

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	56	6	50	44	31	13
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE – Forty-three percent say it's an excellent or good time to buy things they want and need, down one point from last week. The best was 57 percent Jan. 16, 2000. The worst was 20 percent in fall 1990.

	Pos. NET	Excel.	Good	Neg. net	Not good	Poor
This week	43	5	38	57	39	18
Avg. since 12/85	39	3	36	61	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 1,017 interviews in the month

ending Jan. 6, 2002 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 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>

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01/06/02	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	-13	-13	-3	2	23	23	-13	3
State of Economy	-38	-38	-26	-10	42	42	-38	-1
Personal Finances	12	12	24	30	32	34	12	26
Buying Climate	-14	-12	-6	-14	-6	-4	-24	-14

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-5	-6	6	10	29	29	-6	9
Women	-20	-19	-11	-6	17	17	-20	-2
Age:								
18 - 34	-6	-6	4	10	20	23	-6	9
35 - 44	-10	-13	-8	5	23	33	-15	4
45 - 54	-17	-15	-6	2	22	22	-19	0
55 - 64	-17	-15	5	2	28	28	-22	0
65 +	-21	-21	-13	-15	24	25	-21	-2
Income:								
Under \$15K	-48	-44	-45	-26	-32	-18	-52	-36
\$15K To \$24.9K	-24	-31	-23	-14	3	3	-40	-22
\$25K To \$39.9K	-19	-16	-1	6	19	19	-24	-5
\$40K To \$49.9K	-3	3	7	7	26	30	-10	9
Over \$50K	10	3	16	15	53	53	3	29
Region:								
Northeast	-11	-9	-5	-6	21	27	-11	2
Midwest	-9	-8	-2	-3	24	24	-9	6
South	-11	-12	-5	7	25	25	-13	3
West	-20	-21	2	3	17	20	-21	3
Race:								
White	-7	-8	0	8	25	25	-8	8
Black	-46	-45	-29	-40	0	20	-46	-23
Politics:								
Republican	19	16	16	21	33	34	12	23
Democrat	-29	-26	-12	-12	20	20	-29	-6
Independent	-17	-19	-10	-2	16	16	-19	-2
Education:								
< High School	-49	-41	-16	-15	2	2	-49	-28
High Sch. Grad.	-15	-18	-10	-6	15	17	-18	-3
College +	0	-1	5	12	33	33	-1	17
Home:								
Own	-7	-9	2	6	33	33	-9	9

Rent	-27	-23	-16	-10	-2	5	-27	-12
Marital Status:								
Single	-19	-16	0	8	24	27	-19	3
Married	-6	-7	2	7	29	29	-7	10
Sep/Wid/Div	-33	-31	-24	-22	-7	-3	-33	-20
Employ. Status:								
Full-Time	-4	-1	6	12	27	27	-4	12
Part-Time	-10	-12	-4	0	25	28	-13	2
Not Employed	-27	-27	-15	-12	15	15	-27	-9

END