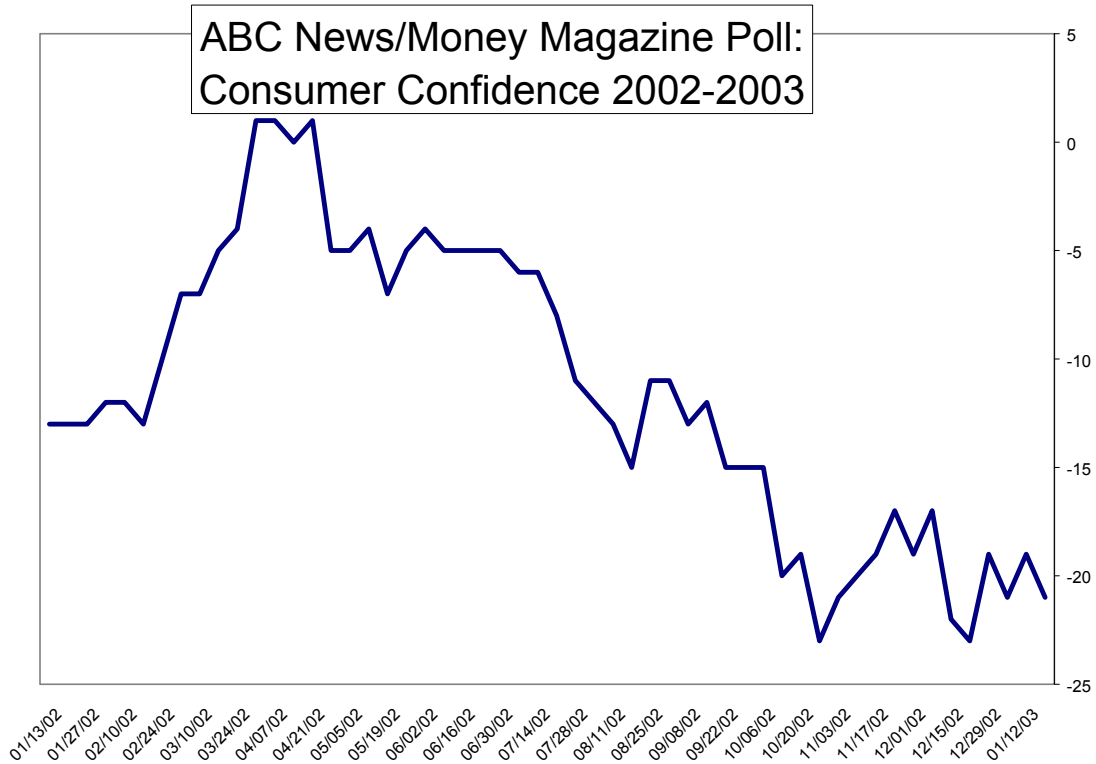


# Slump in Confidence Lasts Another Week

Consumer confidence extended its slump this week, holding within the same narrow band it's occupied since October.

Views of the national economy continue to be the biggest drag – just 26 percent rate it positively, 15 points below the average in this weekly poll's 17-year history. More, 37 percent, say it's a good time to buy things, and 55 percent say their own finances are in good shape, each two points below its long-term average.

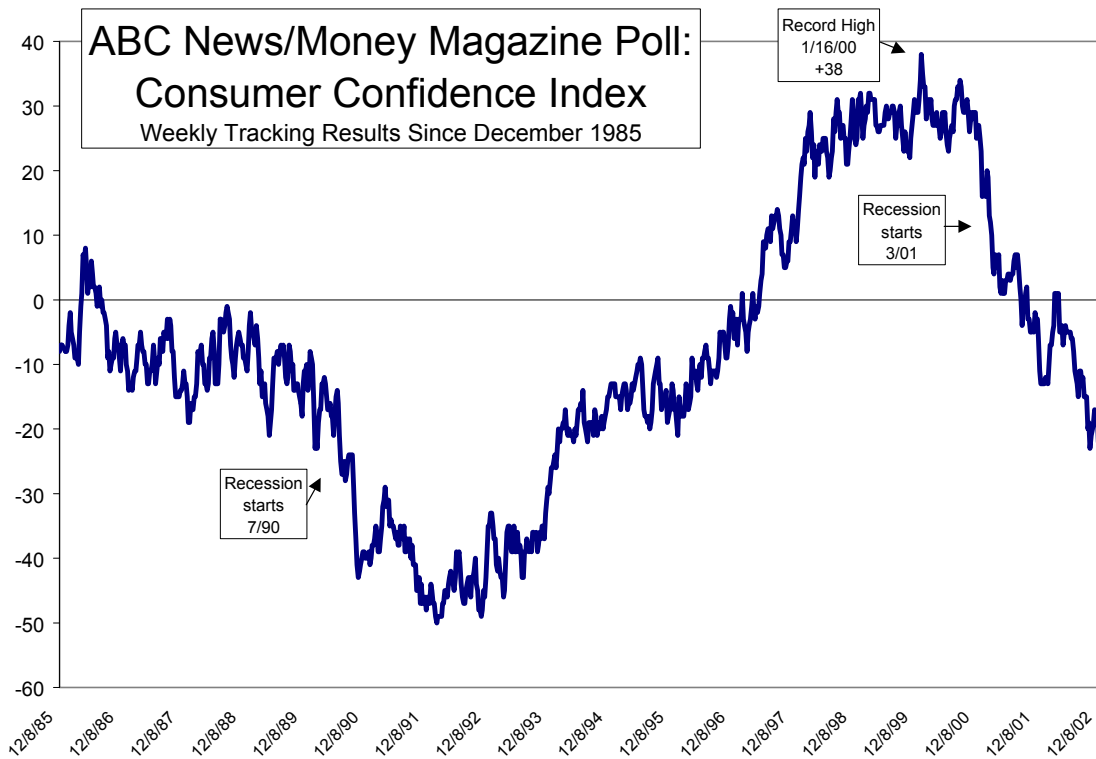
The ABC News/Money magazine Consumer Confidence Index, based on these ratings, stands at -21 on its scale of +100 to -100. It's been between -17 and -23 since Oct. 6, down from a recent peak of +1 last spring and an all-time high of +38 in January 2000.



Positive ratings of:	ABC News/Money magazine poll			
	This week	2002 high	2002 low	17-yr. avg.
National economy	26%	45	25	41
Buying climate	37	45	36	39
Personal finances	55	63	52	57
Consumer Comfort Index	-21	+1	-23	-9

TREND – While confidence is weak, and well down from its peak, it’s been far worse: The ABC/Money index hit an all-time low of -50 in February 1992, and averaged -44 across 1992, its worst year ever. Its best annual average was +29 in 2000; last year the index averaged -11, its worst since 1996. Its lifetime average since December 1985 is -9.

ABC/Money Index		
Today	-21	
Last week	-19	
2002 high	+1	March, April
2002 low	-23	Oct. 20, Dec. 15
2002 average	-11	
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	-9	



GROUPS - As usual, confidence is higher among better-off Americans. The index stands at +6 among people in higher-income households compared to -61 in the lowest, -10 among college graduates while -37 among high-school dropouts, -16 among whites while -49 among blacks and -13 among men while -29 among women.

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

NATIONAL ECONOMY - Twenty-six percent of Americans rate the nation's economy as excellent or good; it was 28 percent 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	26	0	26	74	50	24
Avg. since 12/85	41	4	37	59	40	19

PERSONAL FINANCES - Fifty-five percent rate their own finances as excellent or good; it was 57 percent last week. The best was 70 percent, set Aug. 30, 1998 and last matched in January 2000. The worst was 42 percent March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	55	4	51	45	35	10
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE - Thirty-seven percent say it's an excellent or good time to buy things they want and need, the same as 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	37	2	35	63	45	18
Avg. since 12/85	39	3	36	61	41	20

METHODOLOGY - The ABC News/Money magazine Consumer Comfort Index represents a rolling average based on telephone interviews with a random sample of about 1,000 adults nationwide each month. This week's results are based on 1,006 interviews in the month ending Jan. 12, 2003 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/us/PollVault/PollVault.html>

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01/12/03	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

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GENERAL POPULATION:

Overall Index	-21	-19	-23	-19	-13	1	-23	-11
State of Economy	-48	-44	-48	-42	-36	-10	-50	-32
Personal Finances	10	14	4	10	14	26	4	17
Buying Climate	-26	-26	-26	-24	-18	-10	-28	-19

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OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	-13	-11	-16	-13	-5	9	-17	-4
Women	-29	-25	-29	-23	-21	-4	-31	-18
Age:								
18 - 34	-16	-4	-16	-7	-8	10	-16	-4
35 - 44	-18	-24	-31	-9	-10	3	-31	-13
45 - 54	-27	-31	-22	-32	-7	6	-37	-13
55 - 64	-22	-18	-26	-30	-30	20	-30	-12
65 +	-31	-31	-30	-28	-20	-5	-36	-20
Income:								
Under \$15K	-61	-49	-48	-46	-50	-26	-61	-45
\$15K To \$24.9K	-38	-44	-55	-36	-28	-19	-55	-32
\$25K To \$39.9K	-39	-43	-32	-25	-16	1	-43	-18
\$40K To \$49.9K	-7	-11	-28	-15	-8	12	-30	-5
Over \$50K	6	12	5	-5	13	33	-15	12
Region:								
Northeast	-25	-17	-22	-18	-17	2	-32	-15
Midwest	-22	-18	-17	-19	-9	4	-27	-11
South	-22	-25	-26	-25	-9	4	-26	-12
West	-16	-10	-24	-9	-20	9	-24	-7
Race:								
White	-16	-16	-20	-17	-7	7	-20	-7
Black	-49	-37	-49	-27	-42	-18	-51	-37
Politics:								
Republican	10	14	12	6	23	34	2	13
Democrat	-40	-32	-35	-33	-29	-14	-40	-25
Independent	-34	-38	-33	-24	-18	-2	-38	-15
Education:								
< High School	-37	-46	-58	-30	-49	-12	-59	-36
High Sch. Grad.	-30	-26	-28	-22	-17	-3	-30	-15
College +	-10	-3	-6	-12	2	13	-18	0
Home:								
Own	-16	-13	-15	-17	-8	9	-21	-7
Rent	-34	-33	-39	-22	-27	-9	-39	-23
Marital Status:								
Single	-19	-15	-20	-10	-14	10	-20	-8
Married	-18	-14	-18	-16	-6	11	-20	-7
Sep/Wid/Div	-36	-38	-40	-37	-40	-14	-42	-29
Employ. Status:								
Full-Time	-16	-10	-11	-16	-2	12	-20	-3
Part-Time	-14	-21	-28	-7	-15	14	-28	-9
Not Employed	-33	-32	-38	-25	-27	-13	-38	-24

\*\*\*END\*\*\*