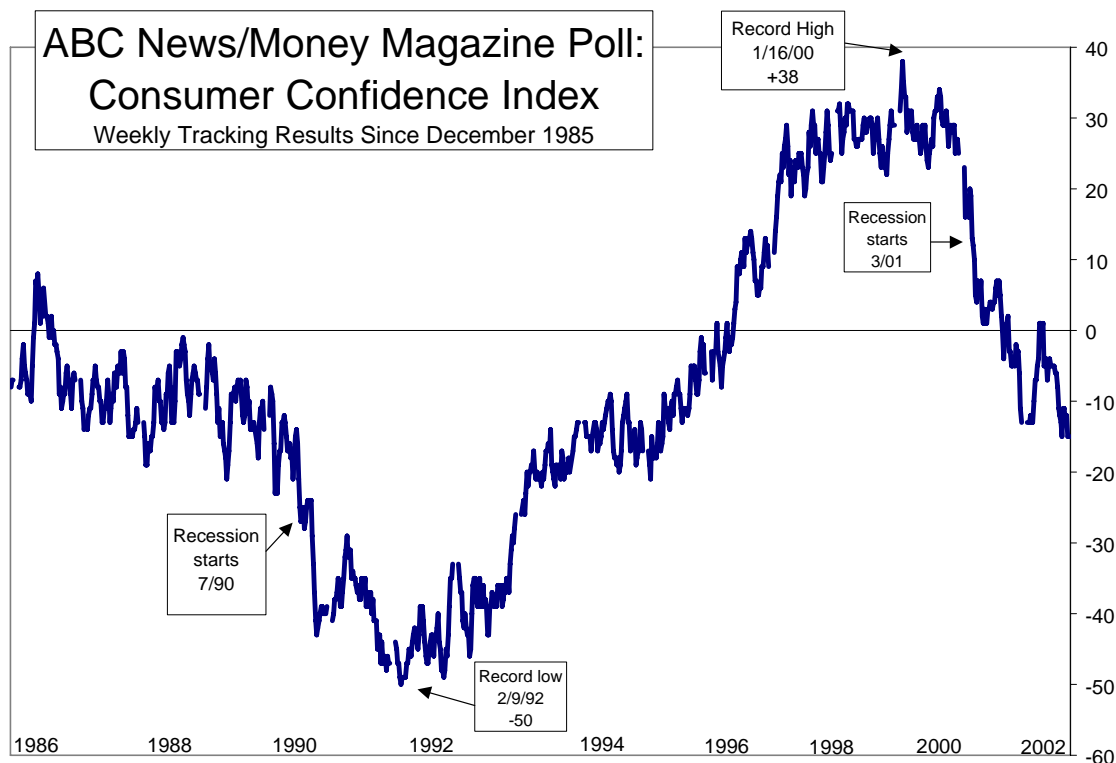


Steady Lows for Consumer Confidence

Consumer confidence held steady this week at its lowest of the year and worst since April 1996. And one component of confidence – ratings of the national economy – held level at their worst since October 1994.

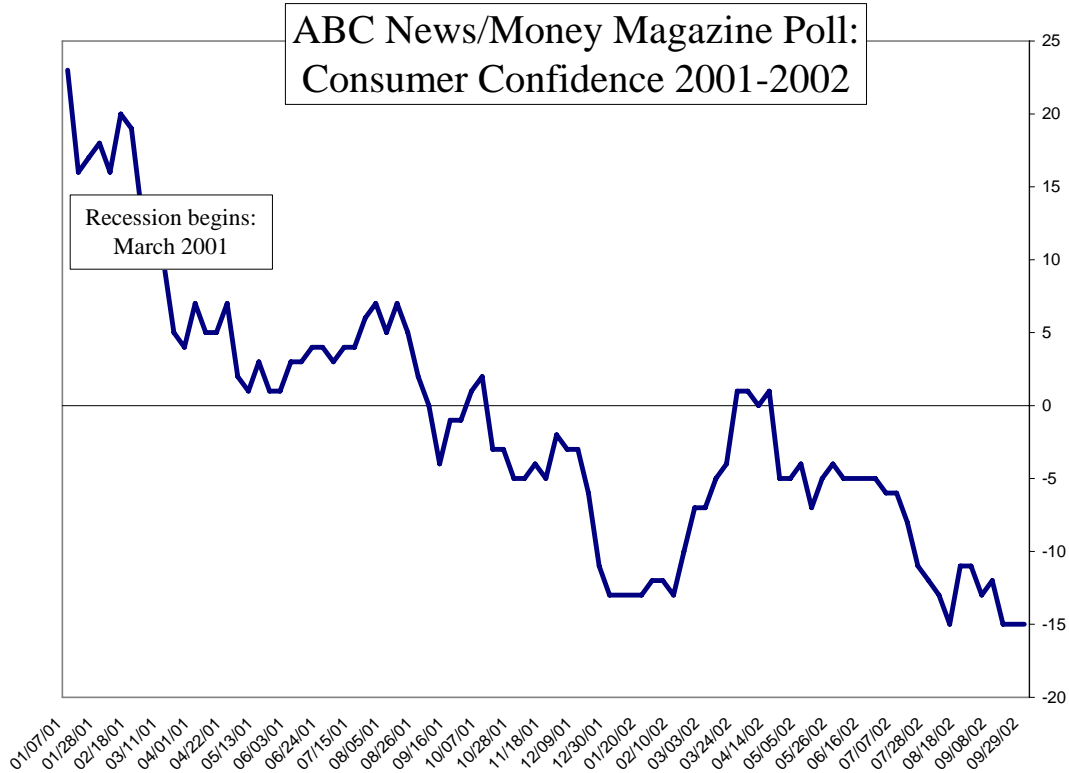
Thirty percent of Americans rate the economy positively, down 16 points from a year ago and 50 points below its peak in January 2000. But it has been worse: Ratings of the economy are 23 points better than their nadir in February 1992.

Other gauges are even more in the middle ground – much worse than their peak, but also still well above their lows in this 16-year-old weekly poll. Forty percent call it a good time to spend money, between a high of 57 percent in January 2000 and a low of 20 percent in fall 1990. Fifty-seven percent say their own finances are O.K.; the high was 70 percent in January 2000, the low, 42 percent in March 1993.



The ABC News/Money magazine Consumer Comfort index, based on these views, stands at -15 on its scale of +100 to -100, unchanged the past three weeks. The index peaked this year at +1 in April; its all-time high was +38 in January 2000, its record low, -50 in February 1992. Its weekly average since December 1985 is - 8.

ABC News/Money magazine poll				
Positive ratings of:	This week	2002 High	2002 Low	16-yr. avg.
National economy	30	45	30	41
Buying climate	40	45	38	39
Personal finances	57	63	56	57
Consumer Comfort Index	-15	+1	-15	-8



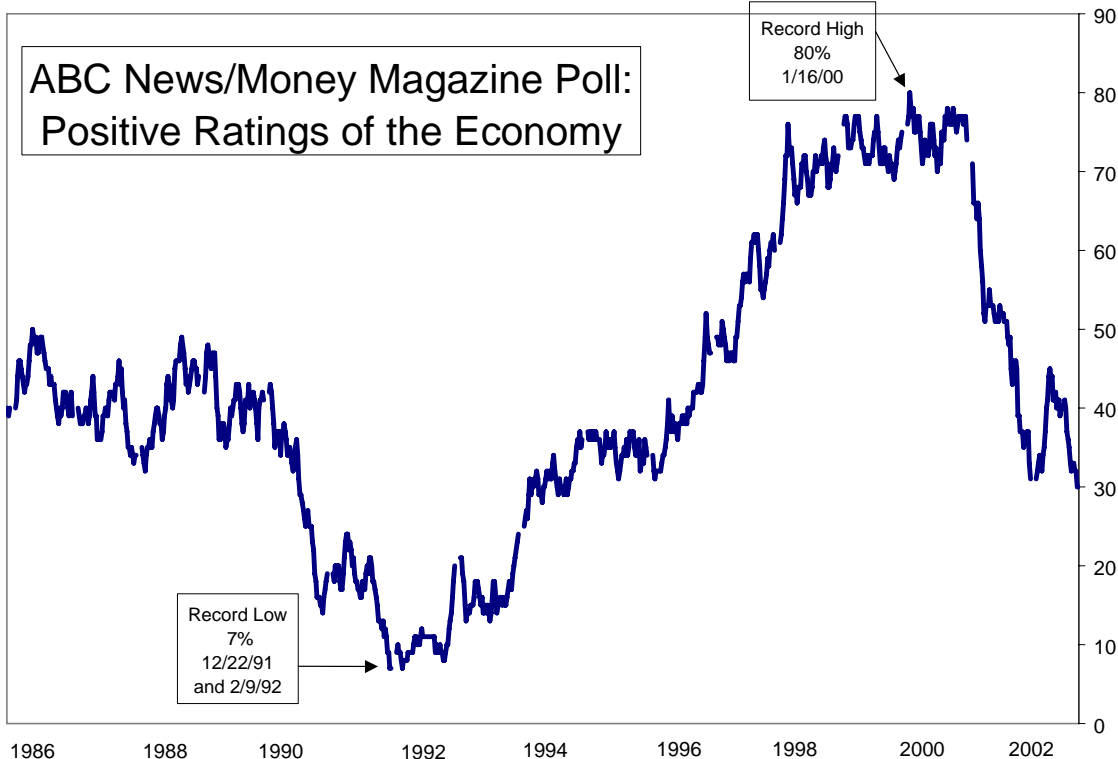
TREND – The ABC/Money index started the year at -13 and improved to +1 in March and mid-April. It slipped to -5 in late April and then held steady between -4 and -7 until July, when it headed down in the face of corporate scandals, the declining stock market and disappointing economic reports.

The index has lost nine points since July, reaching its 2002 low of -15 in early August and again in September.

Government data Monday said consumer spending slowed in August, and further reports today said construction spending dropped in August and U.S. manufacturing shrank in September for the first time in eight months.

	ABC/Money Index	
Today	-15	
Last week	-15	
Two weeks ago	-15	
Two months ago	-12	
2002 high	+1	
2002 low	-15	
2002 average	-8	
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 +5 among people in higher-income households compared to -43 in the lowest, -7 among college graduates while -44 among high-school dropouts, -13 among whites but -29 among blacks and -12 among men while -18 among women.

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

NATIONAL ECONOMY – Thirty percent of Americans rate the nation's economy as excellent or good, unchanged this 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	30	1	29	70	51	19
Avg. since 12/85	41	4	38	59	39	19

PERSONAL FINANCES – Fifty-seven percent rate their own finances as excellent or good, down one point this 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	57	3	54	43	32	11
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE – Forty percent say it's an excellent or good time to buy things they want and need, unchanged this 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	40	2	38	60	41	19
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 a random sample of about 1,000 adults nationwide each month. This week's results are based on 1,021 interviews in the month ending Sept. 29, 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 Julie Crandall.

ABC News polls can be found at ABCNEWS.com on the Internet, at:
<http://abcnews.go.com/sections/us/PollVault/PollVault.html>

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

09/29/02	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	-15	-15	-13	-6	1	2	-15	-7
State of Economy	-40	-40	-36	-18	-8	-8	-40	-26
Personal Finances	14	16	14	20	24	30	12	20
Buying Climate	-20	-20	-18	-20	-14	-4	-24	-16

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-12	-13	-6	-2	5	10	-14	0
Women	-18	-15	-20	-9	-3	-3	-23	-13
Age:								
18 - 34	-9	-7	-1	1	9	10	-12	-1
35 - 44	-9	-11	-28	-9	3	5	-28	-9
45 - 54	-21	-22	-13	-3	1	6	-24	-8
55 - 64	-23	-21	-17	-5	9	20	-30	-7
65 +	-23	-17	-19	-15	-19	0	-23	-15
Income:								
Under \$15K	-43	-41	-38	-36	-28	-23	-54	-42
\$15K To \$24.9K	-27	-29	-32	-28	-26	-14	-44	-27
\$25K To \$39.9K	-24	-24	-31	-20	-2	6	-31	-13
\$40K To \$49.9K	-16	-23	-14	6	11	15	-23	0
Over \$50K	5	6	9	22	18	33	0	16
Region:								
Northeast	-11	-13	-22	-4	0	2	-24	-10
Midwest	-11	-14	-10	-15	-2	4	-18	-7
South	-22	-17	-13	-1	4	7	-24	-6
West	-12	-11	-9	-4	0	9	-21	-7
Race:								
White	-13	-13	-11	0	6	8	-13	-3
Black	-29	-21	-26	-31	-28	-8	-51	-34
Politics:								
Republican	7	7	9	14	20	34	5	16

Democrat	-30	-26	-28	-14	-12	-12	-32	-21
Independent	-17	-18	-12	-11	1	1	-19	-10
Education:								
< High School	-44	-46	-42	-35	-29	-12	-58	-32
High Sch. Grad.	-14	-11	-18	-4	-3	-3	-22	-11
College +	-7	-7	-1	3	13	13	-7	3
Home:								
Own	-12	-10	-11	-1	7	9	-14	-2
Rent	-24	-24	-21	-16	-15	-8	-29	-19
Marital Status:								
Single	-10	-6	-2	-6	10	10	-19	-5
Married	-12	-14	-14	1	4	11	-15	-2
Sep/Wid/Div	-32	-24	-24	-24	-21	-14	-42	-26
Employ. Status:								
Full-Time	-11	-8	-4	2	12	12	-11	2
Part-Time	-11	-14	-21	0	-5	14	-21	-6
Not Employed	-22	-22	-25	-18	-13	-8	-28	-19