

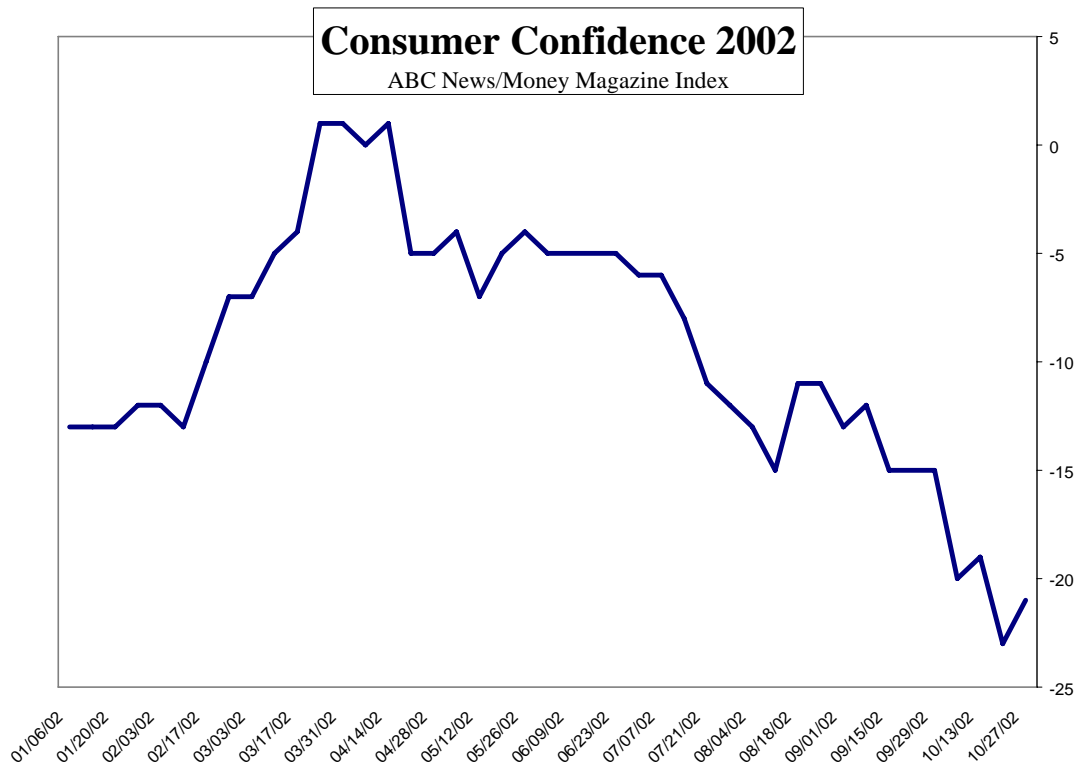
Confidence Holds; Still Low

Consumer confidence steadied this week after sustaining unusually steep drops in two of the previous three weeks, but remained near its worst in eight years.

The ABC News/Money magazine Consumer Comfort index, based on public views of the economy, personal finances, and the buying climate, stands at -21 on its scale of +100 to -100. It was -23 last week, the worst since January 1994.

Just 28 percent of Americans now rate the economy positively; last week it was 26 percent, again the fewest since January 1994. While down 17 points this year, this gauge is still well above its all-time low, seven percent in early 1992.

Thirty-seven percent call it a good time to buy things; it was 36 percent last week, the fewest since January 1997. Positive ratings of personal finances are steady at 53 percent, matching their lowest since August 1995.

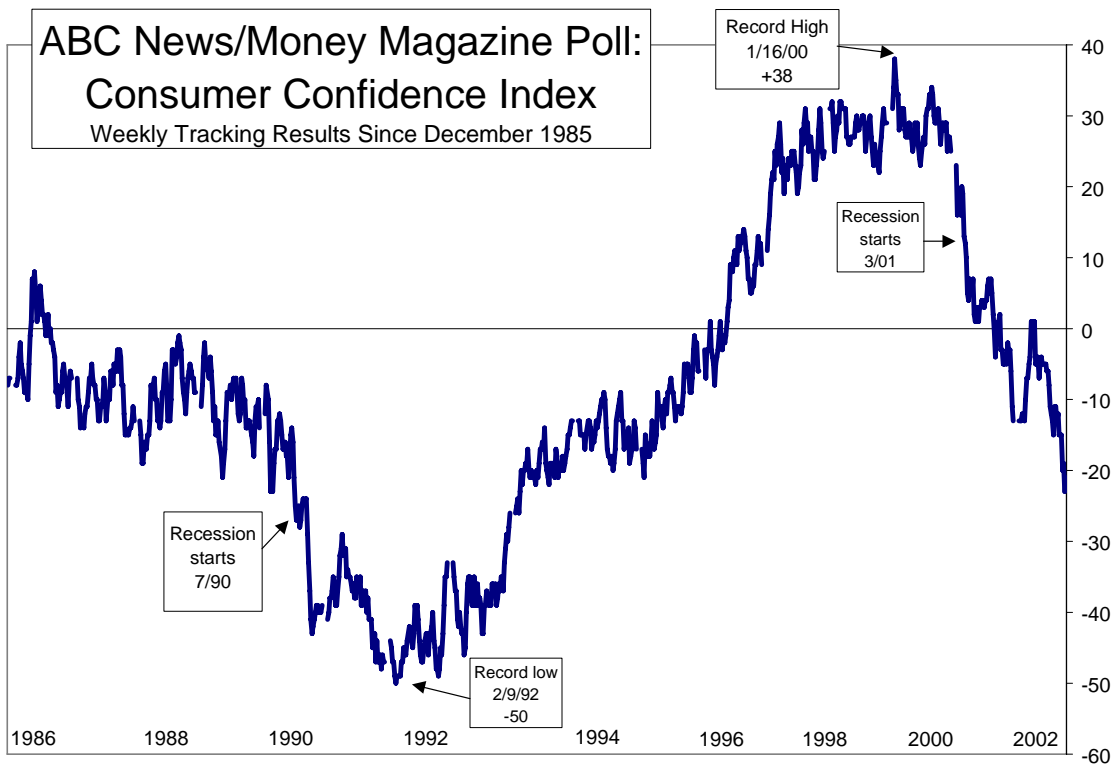


In a separate ABC News poll released today, 32 percent of Americans say they're worse off today than they were two years ago, while fewer, 24 percent, say they're better off. While consumer confidence is its worst since 1994, that poll found the economy sharing center stage with concerns about terrorism and Iraq. It also found that 60 percent of likely voters don't blame George W. Bush for the country's economic problems.

TREND – The ABC/Money index was looking better last spring, reaching +1 in March and mid-April. But it lost ground in the face of corporate scandals, the declining stock market and disappointing economic reports, with the decline accelerating in late summer and fall. The index reached -15 in early August and again in September, fell to -20 the week of Oct. 6, and fell again, to -23, last week.

The index peaked at +38 in January 2000, and bottomed out at -50 in February 1992. Its average since December 1985 is -8; its 2002 average is -9.

Positive ratings of:	ABC News/Money magazine poll			
	This week	2002 High	2002 Low	16-yr. avg.
National economy	28	45	26	41
Buying climate	37	45	36	39
Personal finances	53	63	53	57
Consumer Comfort Index	-21	+1	-23	-8



ABC/Money Index		
Today	-21	
Last week	-23	
Four weeks ago	-15	
2002 high	+1	
2002 low	-23	
2002 average	-9	
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 -15 among people in higher-income households compared to -43 in the lowest, -15 among college graduates while -24 among high-school dropouts, -17 among whites but -36 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-eight percent of Americans rate the nation's economy as excellent or good; it was 26 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	28	1	27	72	47	25
Avg. since 12/85	41	4	38	59	39	19

PERSONAL FINANCES – Fifty-three 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 was 42 percent March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	53	4	49	47	33	14
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, it was 36 percent 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	44	19
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 1,013 interviews in the month ending Oct. 27, 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.

10/27/02

This Last 4 Wks 3 Mo. 1 Yr. 12 Mo 12 Mo 12 Mo
 Week Week Ago Ago Ago High Low Avg

Group

GENERAL POPULATION:

Group	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Overall Index	-21	-23	-15	-12	-5	1	-23	-9
State of Economy	-44	-48	-40	-30	-26	-10	-48	-28
Personal Finances	6	6	14	16	24	26	6	19
Buying Climate	-26	-28	-20	-22	-12	-4	-28	-17

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Group	This Week	Last Week	4 Wks Ago	3 Mo. Ago	1 Yr. Ago	12 Mo High	12 Mo Low	12 Mo Avg
Sex:								
Men	-13	-16	-12	-6	-2	9	-16	-2
Women	-29	-30	-18	-16	-7	-3	-30	-15
Age:								
18 - 34	-16	-12	-9	-12	1	10	-16	-2
35 - 44	-11	-19	-9	-6	-2	3	-28	-10
45 - 54	-33	-37	-21	-9	-9	6	-37	-10
55 - 64	-22	-26	-23	-13	-2	20	-30	-9
65 +	-31	-34	-23	-14	-16	0	-34	-16
Income:								
Under \$15K	-43	-49	-43	-45	-30	-23	-54	-43
\$15K To \$24.9K	-34	-33	-27	-22	-14	-14	-44	-28
\$25K To \$39.9K	-24	-34	-24	-9	-21	1	-34	-15
\$40K To \$49.9K	-9	-14	-16	0	-7	15	-25	-1
Over \$50K	-15	-12	5	1	21	33	-15	14
Region:								
Northeast	-29	-29	-11	-20	-8	2	-29	-11
Midwest	-27	-23	-11	-12	1	4	-27	-8
South	-23	-25	-22	-13	2	4	-26	-8
West	-6	-15	-12	0	-18	9	-21	-7
Race:								
White	-17	-18	-13	-7	1	7	-18	-4
Black	-36	-43	-29	-41	-33	-8	-51	-34
Politics:								
Republican	8	2	7	11	23	34	2	15
Democrat	-35	-37	-30	-26	-23	-12	-37	-22
Independent	-29	-28	-17	-15	-7	-2	-29	-11
Education:								
< High School	-24	-33	-44	-24	-34	-12	-58	-33
High Sch. Grad.	-29	-26	-14	-20	-9	-3	-29	-12
College +	-15	-18	-7	0	6	13	-18	2
Home:								
Own	-21	-21	-12	-9	1	9	-21	-4
Rent	-24	-27	-24	-17	-20	-8	-29	-20
Marital Status:								
Single	-19	-17	-10	-14	2	10	-19	-6
Married	-19	-20	-12	-6	0	11	-20	-4
Sep/Wid/Div	-33	-41	-32	-24	-24	-14	-42	-27
Employ. Status:								
Full-Time	-13	-20	-11	-5	6	12	-20	0
Part-Time	-23	-16	-11	-15	-12	14	-23	-7
Not Employed	-32	-30	-22	-19	-15	-8	-32	-20