ABC NEWS/MONEY CONSUMER INDEX - 10/29/00 EMBARGOED FOR RELEASE AFTER 6:30 p.m. Wednesday, November 1, 2000

Confidence Cools To Three-Month Low

Consumer confidence has cooled with the arrival of November, dipping to its lowest level since July. Nonetheless, it remains very high by historical standards.

A decline in ratings of the buying climate is largely at fault for the dip: Forty-eight percent of Americans now say it's a good time to buy things, the fewest since June and nine points below the high last January.

Still, that's 10 points above average. And other ratings are especially strong: Threequarters of Americans say the economy's good, five points from the record high; and two-thirds rate their own finances positively, four points off the record.

		Since 12/85						
Positive ratings:	Today	Highest	Lowest	Average				
National Economy	75%	80	7	41				
Personal Finances	66	70	42	57				
Buying Climate	48	57	20	38				

INDEX - The ABC News/Money magazine Consumer Comfort Index, based on these ratings, stands at +26 on its scale of +100 to -100, down three points from last week. The index has averaged +29 this year, a point above its record 1999 average. Its lifetime average is -10, depressed by recession in the early 1990s.

	ABC/Money	Index
Today	+26	
Sept. 3, 2000	+34	
Jan. 16, 2000	+38	Record high
2000 average	+29	
1999 average	+28	Best full year
1992 average	-44	Worst full year
Feb. 9, 1992	-50	Record low
Average since 12/85	-10	

Call the ABC News Polling Unit, ext. 2621, for a chart tracking the index over time.

GROUPS - As usual, confidence is higher among better-off Americans: The index is +57 in higher-income households compared to -13 in the lowest, +51 among college graduates but -19 among high-school dropouts, +32 among whites but -9 among blacks and +36 among men but +17 among women.

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

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

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	75	10	65	25	19	6
Avg. since 12/8	5 41	4	37	59	39	20

PERSONAL FINANCES - Sixty-six percent rate their own finances as excellent or good, down two points from last week. The best was 70 percent, set Aug. 30, 1998 and last matched in January. The worst rating was 42 percent on March 14, 1993.

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	66	6	60	34	25	9
Avg. since 12/	85 57	5	52	43	31	13

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

	Po	s. NET	Excel.	Good	Neg. net	Not good	Poor
This week		48	3	45	52	38	14
Avg. since	e 12/85	38	3	36	62	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 1,027 interviews in the week ending Oct. 29 and have an error margin of plus or minus three percentage points. Fieldwork 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 Aaron Frechette.

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

10/29/00	This	Last	4	Wks	3	Mo.	1	Yr.	12	Мо	12	Мо	12	Мо
	Week	Week		Ago		Ago		Ago	H:	igh	1	Low		Avg
			· -						· _ ·					

Group

GENERAL POPULATION:								
Overall Index	26	29	29	30	23	38	22	29
State of Economy	20 50	52	29 52	50	40	50 60	38	49
Personal Finances	32	36	30	32	30	40	28	34
Buying Climate	-4	0	30 4	8	0	40 14	∠8 -6	4
		0	4	0	0	14	-0	4
		OVERALL	. TND	 FX BV			GRUIDG	
Sex:		OVERALL		UA DI	DEMOGIN	AF II L C	GROOPS	
Men	36	35	32	33	30	45	30	36
Women	17	23	25	27	15	30	11	21
Age:	Τ/	23	20	27	тJ	50	± ±	21
18 - 34	24	25	29	26	18	37	16	26
35 - 44	24	31	26	32	19	37	15	27
45 - 54	35	31	33	36	30	45	11	32
55 - 64	31	30	23	25	22	51	13	30
65 +	21	30	30	28	26	45	12	29
Income:	21	50	30	20	20	чJ	12	29
Under \$15K	-13	-13	-23	-19	-30	-12	-36	-23
\$15K To \$24.9K	-6	6	-25	9	-30	26	-20	-23
\$25K TO \$39.9K	18	20	14	26	17	33	12	23
\$40K To \$49.9K	10 45	20 46	46	20 19	27	53 60	12	23 39
Over \$50K	43 57	40 54	40 60	62	27 54	68	19 54	61
	57	54	00	02	54	00	54	01
Region: Northeast	25	36	28	37	21	4.0	17	32
	25 30	30 31	⊿o 37	35	21 27	48 46	17	3∠ 32
Midwest								
South	23	20	21	22	24	31	17	23
West	28	32	32	31	15	43	14	30
Race:	2.2	2.2	20	2.2	27	10	25	^ ^ ^
White	32	32	30	33	27	43	25	33
Black	-9	7	17	3	2	25	-15	1
Politics:	10	10		4.0	20		21	4.0
Republican	43	46	44	42	39	55	31	42
Democrat	24	30	33	25	21	38	7	28
Independent	20	21	16	28	19	39	13	23
Education:	10	-12	21	0	1 7	13	-23	-8
< High School	-19	-12	-21 24	8 16	-17 12	13 32	-23	-0 19
High Sch. Grad.	10							
College +	51	50	48	46	41	53	38	47
Home:	34	34	32	37	34	44	31	36
Own	54 7							
Rent Marital Status:	/	14	17	9	-1	19	-1	9
Single	21	32	29	26	13	42	9	26
Married	31 31	32 32	29 32	20 38	30	42 44	9 27	20 34
Sep/Wid/Div	1	32 9	52 12	2	30 0	44 27	-3	8
	T	9	ΤZ	2	U	27	- 3	8
Employ. Status:	⊃ /I	22	26	27	2.2	лл	20	25
Full-Time Part-Time	34	33	36	37	32	44	28	35
	19 17	16 25	23	31	20	40	11	26
Not Employed	17	25	20	19	11	29	8	19

END