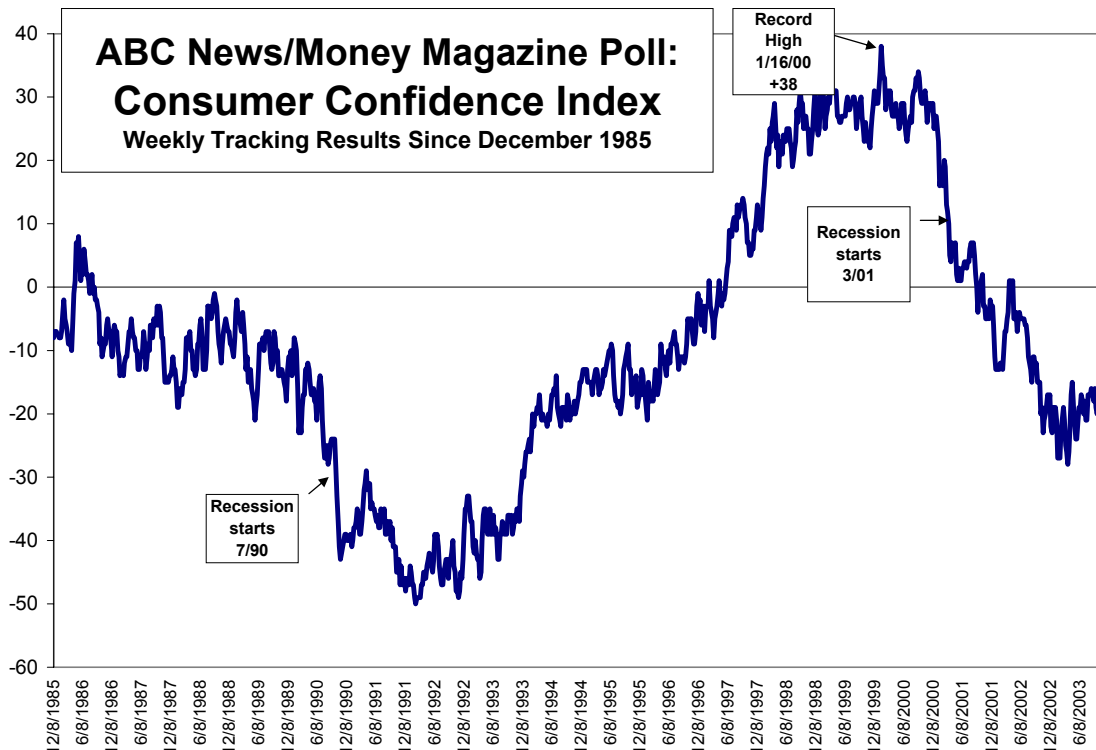


Slump in Consumer Confidence Nears Six-Month Mark

The government's estimate of a third-quarter jump in GDP made more news along Washington's Pennsylvania Avenue than on Main Street: Consumer confidence remains stagnant this week, continuing a slump that has extended for nearly six months.

The ABC News/Money magazine Consumer Comfort Index is unchanged from last week at -18, now in its 24th straight week between -16 and -21. Blame views of the national economy. They're 12 points more negative than their historical average, while ratings of personal finances and the buying climate are near their norms.

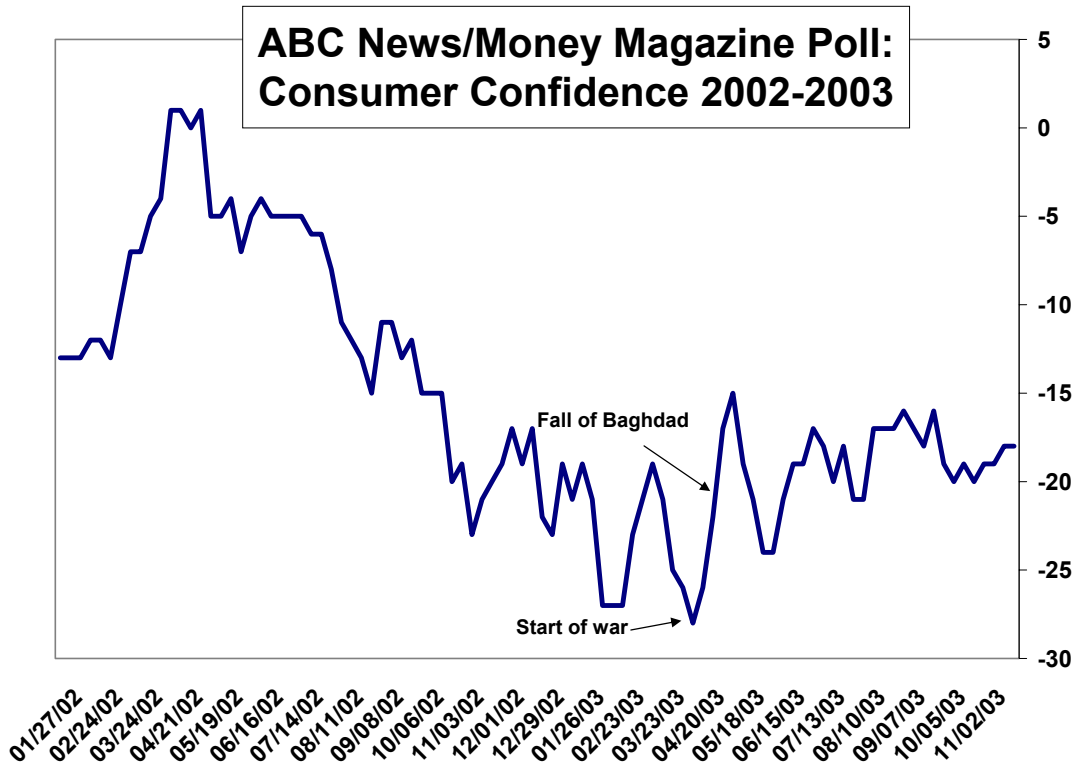
Seventy-one percent say the economy is in bad shape, underscoring the political reality that recoveries can take years to be broadly felt. Aftershocks of the 1990-91 recession lasted through 1994. And today, with the end of the last recession nearly two years past, many consumers – likely with an eye on the job market – still say “show me.”



At -18, the overall index stands far below its peaks in the late 1990s and into 2000, and well off its average since this weekly poll began in 1985, -9.

The index, on a scale of +100 to -100, is based on public ratings of the economy, buying climate and personal finances. While just 29 percent say the economy is in good shape (compared to an average of 41 percent), 38 percent call it a good time to buy things (the average is 39 percent). Many more, 56 percent, say their household finances are OK, a tick off the 57 percent average.

ABC News/Money magazine poll					
Positive ratings of:	This week	Last week	2003 high	2003 low	17-yr. avg.
National economy	29%	29	31	21	41
Buying climate	38	37	41	32	39
Personal finances	56	57	60	52	57
Consumer Comfort Index	-18	-18	-15	-28	-9



TREND – The ABC/Money index has averaged -20 so far this year. That's well off its all-time average of -9, and on a pace to record the worst annual average in a decade. The index has been as high as +38 in January 2000 and as low as -50 in February 1992. The best one-year average was +29 in 2000; the worst, -44 in 1992.

ABC/Money Index	
Today	-18
Last week	-18
Recent low	-28 March 2003
Recent high	+1 March, April 2002
2003 average	-20
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	

OTHER MEASURES – Results from an ABC News/Washington Post poll released Sunday showed other measures of economic discomfort. Fifty-three percent said they disapprove of the way George W. Bush is handling the economy. Just nine percent said most Americans have gotten better off financially under Bush’s presidency, and just 22 percent said they personally have gotten better off.

Views of the economy are a strong political force. Matched against a generic Democratic opponent, Bush wins the support of about eight in 10 of the people who hold positive economic views – but loses six in 10 or more of those who hold negative ones.

GROUPS – Confidence varies widely among groups and regions, and as usual it’s higher among better-off Americans. The index is +8 among higher-income Americans while -53 among those with the lowest incomes, -8 among college graduates while -34 among high-school dropouts, -13 among whites but -50 among blacks, and -7 among men while -26 among women. There’s a partisan divide, too. The index is +13 among Republicans, -23 among independents and -36 among Democrats.

The index is running well above regional 12-month averages in the Midwest (-9 now, -20 average) and the Northeast (-14 compared with -25). In the South, it’s -23, and in the West it’s -19. The 12-month average is -18 in both regions.

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

NATIONAL ECONOMY – Twenty-nine percent of Americans rate the nation's economy as excellent or good, the same as last week. The highest was 80 percent Jan. 16, 2000. The lowest was seven percent in late 1991 and early 1992.

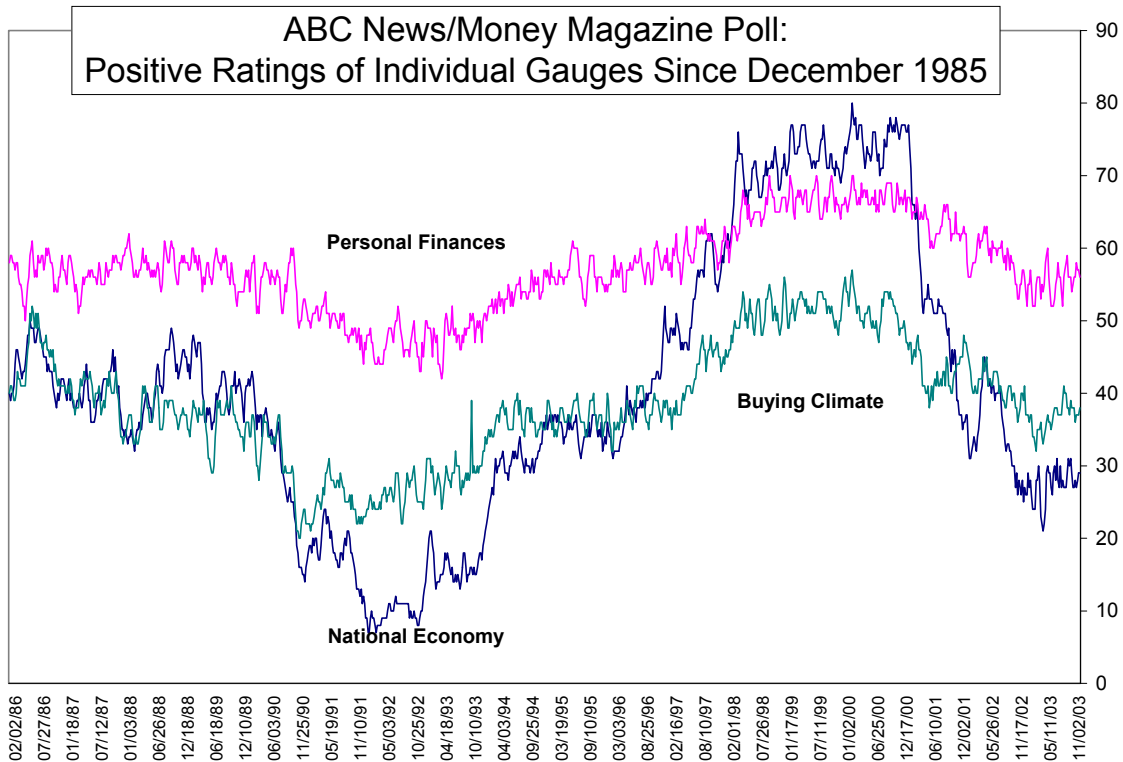
	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	29	1	28	71	46	25
Avg. since 12/85	41	4	37	59	40	20

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

	Pos. NET	Excel.	Good	Neg. NET	Not good	Poor
This week	56	4	52	44	30	14
Avg. since 12/85	57	5	52	43	30	12

BUYING CLIMATE – Thirty-eight percent say it's an excellent or good time to buy things, compared with 37 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	38	2	36	62	42	20
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 1,002 interviews in the month ending Nov. 2, 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 by subtracting the negative response to each index question 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 David Morris.

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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11/02/03

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	-18	-18	-20	-17	-20	-15	-28	-20
State of Economy	-42	-42	-44	-46	-46	-38	-58	-45
Personal Finances	12	14	12	14	10	20	4	11
Buying Climate	-24	-26	-28	-20	-24	-18	-36	-26

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:

Men	-7	-8	-12	-6	-7	-3	-19	-11
Women	-26	-28	-26	-27	-31	-20	-38	-28

Age:

18 - 34	-21	-18	-19	-14	-16	-4	-25	-15
35 - 44	-8	-10	-16	-18	-10	-8	-31	-19
45 - 54	-19	-20	-16	-16	-29	-8	-41	-23
55 - 64	-15	-27	-36	-16	-20	-8	-39	-23
65+	-23	-18	-16	-24	-28	-15	-36	-25

Income:

Under \$15K	-53	-52	-56	-45	-37	-37	-67	-52
\$15K To \$24.9K	-45	-43	-42	-57	-30	-27	-57	-43
\$25K To \$39.9K	-19	-28	-42	-33	-22	-16	-49	-32
\$40K To \$49.9K	-11	-2	-1	-6	-13	20	-32	-13
Over \$50K	8	5	6	9	-15	15	-15	5

Region:

Northeast	-14	-19	-24	-27	-28	-12	-38	-25
Midwest	-9	-9	-22	-15	-24	-8	-34	-20
South	-23	-19	-13	-11	-23	-6	-29	-18
West	-19	-24	-22	-18	-2	4	-34	-18

Race:

White	-13	-17	-18	-11	-15	-9	-23	-16
Black	-50	-37	-34	-68	-40	-23	-68	-45

Politics:

Republican	13	13	9	18	5	19	-3	9
Democrat	-36	-37	-37	-40	-35	-25	-46	-38
Independent	-23	-24	-22	-23	-18	-13	-38	-25

Education:

< High School	-34	-43	-45	-42	-29	-23	-59	-43
High Sch. Grad.	-22	-13	-15	-20	-25	-13	-40	-25
College +	-8	-14	-14	-7	-13	1	-17	-9

Home:

Own	-6	-6	-11	-9	-19	-6	-24	-14
Rent	-39	-43	-42	-38	-23	-18	-43	-34

Marital Status:

Single	-32	-35	-31	-26	-18	-7	-37	-22
Married	-3	-3	-5	-8	-17	-2	-27	-14
Sep/Wid/Div	-35	-34	-41	-42	-28	-21	-52	-37

Employ. Status:

Full-Time	-6	-8	-12	-6	-9	-5	-20	-11
Part-Time	-23	-20	-20	-22	-25	-7	-40	-24
Not Employed	-29	-31	-28	-31	-32	-21	-40	-30

END