

SURVEY#: 507 DATE: 2/06/96 TO 9/09/99 #INT: 1 GEN USA
ABC NEWS/MONEY CONSUMER INDEX - 11/2/97
EMBARGOED FOR RELEASE AFTER 6:30 p.m. Wednesday, Nov. 5, 1997

Confidence Up a Tad;
On Pace for a Record Year

Unfazed by the stock market's swings, consumer confidence rose a tad this week, remaining on pace for a record year in the nearly 12-year-old ABC News/Money magazine poll.

The ABC/Money Consumer Comfort Index inched up a point to +6 on its scale of +100 to -100. It fell in October after reaching a record high, +14, in mid-September. But it's still far above its lifetime average of -19.

For the year to date, the index has averaged +4. Its previous best one-year average was -3 in 1986; it's done as badly as -44 in 1992.

ABC/Money Index			
1997*	+4	1991	-37
1996	-11	1990	-24
1995	-15	1989	-11
1994	-19	1988	-10
1993	-37	1987	-9
1992	-44	1986	-3

*to date

INDEX - The index is based on views of the economy, personal finances and the buying climate. This week 56 percent of Americans say the economy is in good shape (up a point), 58 percent rate their own finances positively and 45 percent call it a good time to shop (both unchanged).

Ratings of the economy have led the index all year; they're now 23 points better than their average since late 1985. Views of the buying climate are 10 points better than average; ratings of personal finances, three points better.

	Positive Ratings	
	Today	11-yr avg.
National Economy	56%	33%
Buying Climate	45	35
Personal Finances	58	55

Ratings of the economy and buying climate are each slightly better than their average for the year. But ratings of personal finances are slightly worse.

GROUPS - Confidence lags in economically vulnerable groups, including women, blacks, the poor and the less-educated. The index is +14 among men but -1 among women; +12 among whites but -32 among blacks; +40 in higher-income households but -46 in the lowest; and +24 among people who've attended college but -29 among high school dropouts.

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

NATIONAL ECONOMY- Fifty-six percent rate the economy positively, up a point this week. It's averaged 53 percent this year and 33 percent for the life of the index. The best was 62 percent positive in August and September; the worst, 93 percent negative in late 1991 and early 1992.

PERSONAL FINANCES - Fifty-eight percent rate their finances positively, unchanged. It's averaged 60 percent this year and 55 percent for the life of the index. The best was 64 percent positive Aug. 3; the worst, 58 percent negative March 14, 1993.

BUYING CLIMATE - Fifty-five percent call this a bad time to buy things, unchanged. It's averaged 58 percent negative this year and 65 percent for the life of the index. The worst was 80 percent negative Nov. 2 and Oct. 28, 1990; the best, 52 percent positive May 11, 1986.

	National Economy	Personal Finances	Buying Climate
This week	56% pos	58% pos	55% neg
1997 Average	53% pos	60% pos	58% neg
Full Average	67% neg	55% pos	65% neg
Worst	93% neg	58% neg	80% neg
Best	62% pos	64% pos	52% pos

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 1,046 interviews in the month ending Nov. 2 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 Gary Langer.

For details contact the ABC News Polling Unit, (212) 456-2621. ABC polls are available in the ABC News area of America Online (keyword "ABC Polls") and on ABC News' internet site, ABCNEWS.COM.

11/02/97	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	6	5	7	13	-9	14	-9	2
State of Economy	12	10	10	18	-14	24	-14	5
Personal Finances	16	16	20	28	14	28	10	19
Buying Climate	-10	-10	-8	-8	-28	-4	-30	-17

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	14	16	19	23	-2	28	-2	13
Women	-1	-6	-4	4	-16	6	-19	-7
Age:								
18 - 34	3	-2	2	6	-9	17	-10	0
35 - 44	5	5	10	9	-21	15	-21	1
45 - 54	6	12	11	14	-11	19	-12	3
55 - 64	11	4	-5	21	12	26	-17	5
65 +	11	11	20	23	-6	35	-10	8
Income:								
Under \$15K	-46	-41	-30	-24	-39	-24	-56	-40
\$15K To \$24.9K	-23	-27	-18	-17	-34	7	-34	-18
\$25K To \$39.9K	3	0	3	7	-8	20	-8	2
\$40K To \$49.9K	15	7	15	21	14	33	-4	11
Over \$50K	40	45	44	41	12	51	12	37
Region:								
Northeast	-2	-1	6	8	-11	14	-16	-1
Midwest	8	10	20	14	7	20	-8	7
South	8	2	-6	18	-14	20	-14	1
West	8	10	15	7	-17	21	-17	4
Race:								
White	12	10	13	18	-9	19	-9	7
Black	-32	-32	-34	0	-13	0	-42	-23
Politics:								
Republican	21	18	19	26	-12	31	-12	14
Democrat	-2	-1	7	8	0	12	-10	2
Independent	7	4	3	8	-12	16	-16	-3
Education:								
< High School	-29	-34	-32	-7	-42	-5	-44	-25
High Sch. Grad.	-1	-4	-2	-2	-8	5	-19	-7
College +	24	24	27	29	2	30	2	19
Home:								
Own	17	14	14	16	-3	21	-4	9
Rent	-17	-18	-10	2	-24	2	-27	-15
Marital Status:								
Single	-7	-7	-5	11	-8	12	-16	-2
Married	16	14	15	17	-7	23	-7	9
Sep/Wid/Div	-19	-20	-12	0	-18	0	-29	-17
Employ. Status:								
Full-Time	15	14	11	16	-5	25	-5	10
Part-Time	-2	3	8	10	-24	15	-25	-4
Not Employed	-3	-8	0	9	-10	9	-21	-6