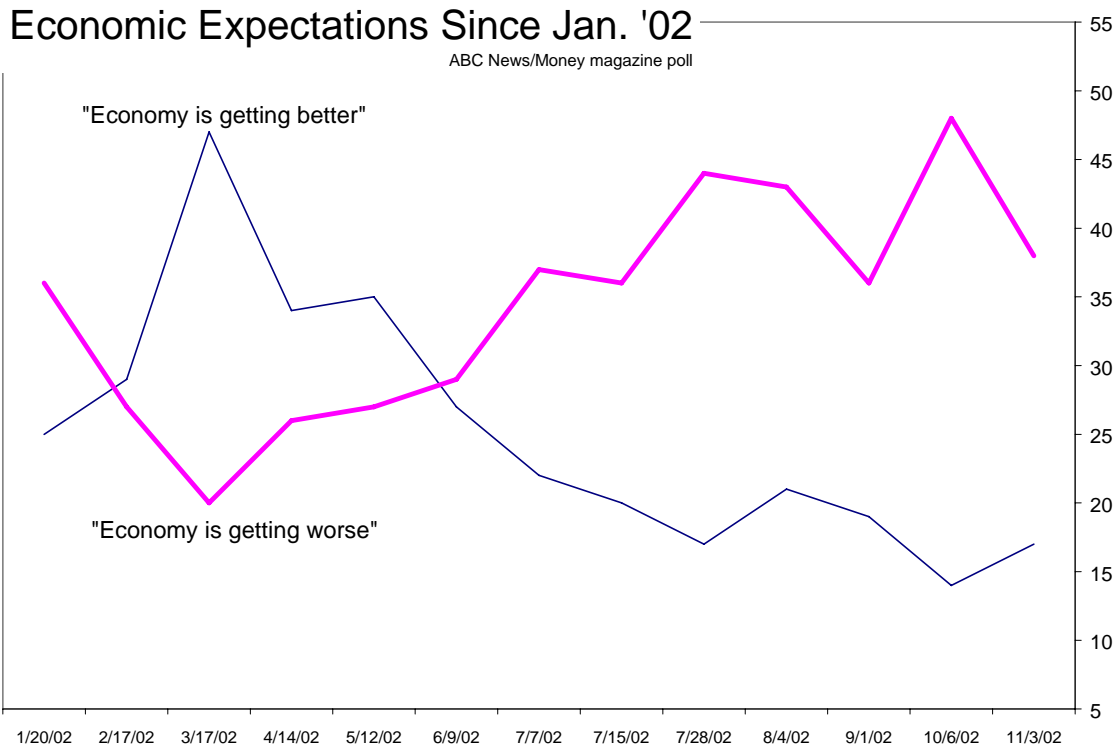


## Confidence Steady; Expectations Improving

After a rocky October, consumer confidence leveled off this week, and economic expectations even showed some sign of improvement.

Thirty-eight percent of Americans say the economy's getting worse, compared to 48 percent who said so last month. Still, just 17 percent think the economy's getting better, and that's about the same. Instead more, 44 percent, say it's staying the same.

	Economy is...		
	Getting better	Getting worse	Staying same
11/3/02	17%	38	44
10/6/02	14	48	37



**CURRENT CONDITIONS** – Views of current economic conditions are steady. The ABC News/Money magazine Consumer Comfort index stands at -20 on its scale of +100 to -100. The index had a rough October, falling five points the week of Oct. 6 and another four points the week of Oct. 20 to its lowest since January 1994.

The index is made up of ratings of the economy, personal finances and the buying climate. Just 27 percent of Americans say the economy's in good shape and 38 percent call it a good time to buy things. Positive ratings of personal finances are higher, at 55 percent.

**TREND** – The ABC/Money index started the year at -13 and improved steadily to +1 in March and mid-April. It slipped to -5 in late April and then held more or less steady until July, when it headed down in the face of corporate scandals, the declining stock market and disappointing economic reports. It reached a 2002 low of -15 in early August and mid-September; then fell lower, to -20, and finally bottomed out at -23 two weeks ago.

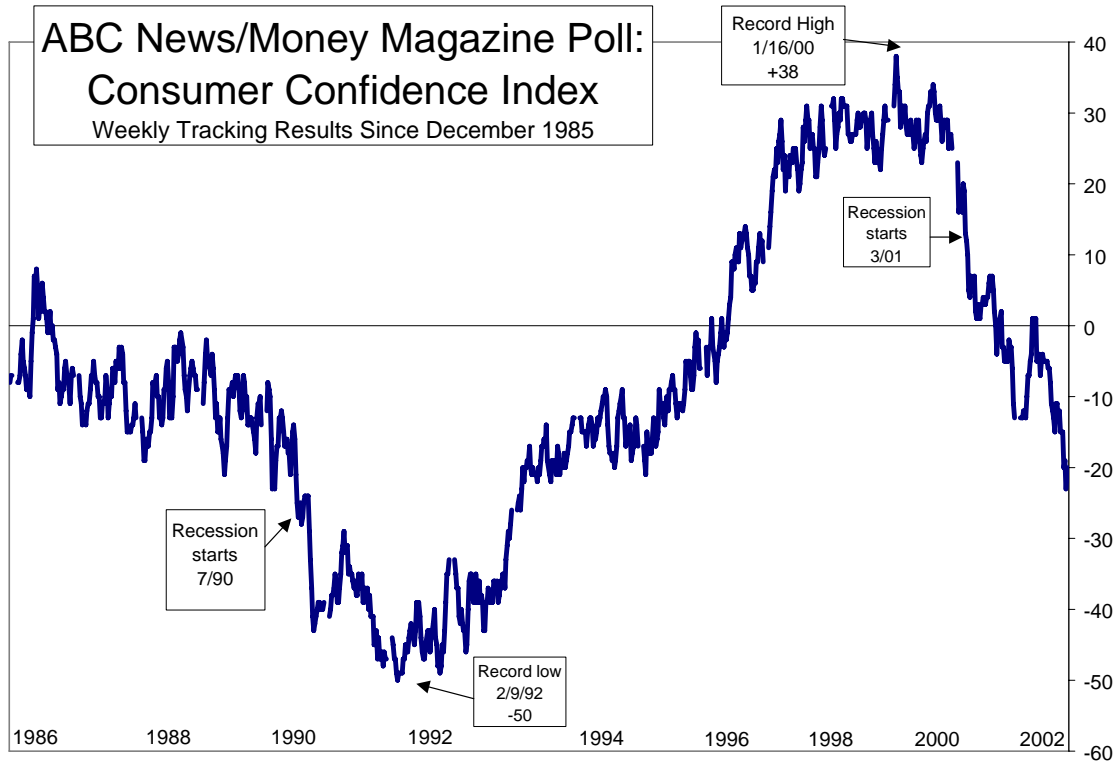
The index reached its high of +38 in January 2000, and its low of -50 in February 1992. Its average since December 1985 is -8; its 2002 average is -10.



Positive ratings of:	ABC News/Money magazine poll			
	This week	2002 High	2002 Low	16-yr. avg.
National economy	27%	45	26	41
Buying climate	38	45	36	39
Personal finances	55	63	53	57
Consumer Comfort Index	-20	+1	-23	-8

ABC/Money Index	
Today	-20
Last week	-21
Five weeks ago	-15
2002 high	+1
2002 low	-23

2002 average	-10	
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 -37 in the lowest, -13 among college graduates while -29 among high-school dropouts, -15 among whites but -40 among blacks and -7 among men while -31 among women.

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

**NATIONAL ECONOMY** – Twenty-seven percent of Americans rate the nation's economy as excellent or good; it was 28 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	27	1	26	73	49	24
Avg. since 12/85	41	4	38	59	39	19

**PERSONAL FINANCES** – Fifty-five percent rate their own finances as excellent or good; it was 53 percent 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	55	4	51	45	33	12
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE – Thirty-eight percent say it's an excellent or good time to buy things they want and need; it was 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	43	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 1,009 interviews in the month ending Nov. 3, 2002 and have an error margin of plus or minus three percentage points. The result on expectations is based on 505 interviews Oct. 23 – Nov. 3 and has a 4.5-point error margin. 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.

11/03/02	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	-20	-21	-20	-13	-5	1	-23	-9
State of Economy	-46	-44	-46	-34	-26	-10	-48	-28
Personal Finances	10	6	10	18	22	26	6	18
Buying Climate	-24	-26	-24	-24	-10	-4	-28	-17
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OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-7	-13	-16	-5	-5	9	-16	-2
Women	-31	-29	-22	-20	-4	-3	-31	-15
Age:								
18 - 34	-16	-16	-9	-12	4	10	-16	-2
35 - 44	-10	-11	-10	-9	-6	3	-28	-10
45 - 54	-29	-33	-34	-11	-10	6	-37	-11
55 - 64	-20	-22	-25	-11	-6	20	-30	-9
65 +	-28	-31	-27	-16	-14	0	-34	-17
Income:								
Under \$15K	-37	-43	-45	-45	-23	-23	-54	-43

\$15K To \$24.9K	-30	-34	-34	-23	-22	-17	-44	-29
\$25K To \$39.9K	-22	-24	-34	-11	-21	1	-34	-15
\$40K To \$49.9K	-13	-9	-25	0	-3	15	-25	-1
Over \$50K	-15	-15	3	1	19	33	-15	13
Region:								
Northeast	-28	-29	-17	-21	-4	2	-29	-11
Midwest	-24	-27	-17	-11	3	4	-27	-9
South	-23	-23	-26	-22	1	4	-26	-8
West	-2	-6	-13	9	-20	9	-21	-7
Race:								
White	-15	-17	-18	-8	0	7	-18	-5
Black	-40	-36	-28	-37	-22	-8	-51	-34
Politics:								
Republican	5	8	5	5	21	34	2	15
Democrat	-35	-35	-34	-27	-20	-12	-37	-22
Independent	-18	-29	-23	-16	-6	-2	-29	-12
Education:								
< High School	-29	-24	-41	-18	-33	-12	-58	-33
High Sch. Grad.	-25	-29	-20	-22	-6	-3	-29	-12
College +	-13	-15	-12	-4	5	13	-18	1
Home:								
Own	-19	-21	-16	-10	1	9	-21	-4
Rent	-23	-24	-27	-15	-19	-8	-29	-20
Marital Status:								
Single	-18	-19	-11	-7	-2	10	-19	-7
Married	-17	-19	-17	-8	-2	11	-20	-4
Sep/Wid/Div	-28	-33	-38	-26	-17	-14	-42	-27
Employ. Status:								
Full-Time	-9	-13	-16	-8	4	12	-20	0
Part-Time	-25	-23	-15	-9	-9	14	-25	-7
Not Employed	-32	-32	-26	-20	-14	-8	-32	-2

1. Do you think the nation's economy is getting better, getting worse or staying the same?

	Getting Better	Getting Worse	Staying the Same	No Opinion
11/3/02	17	38	44	0
10/6/02	14	48	37	1
9/1/02	19	36	44	1
8/4/02	21	43	34	0
7/28/02*	17	44	39	1
7/15/02*	20	36	43	2
7/7/02	22	37	41	0
6/9/02	27	29	43	1
5/12/02	35	27	38	0
4/14/02	34	26	40	0
3/17/02	47	20	32	1
2/17/02	29	27	42	2
1/20/02	25	36	39	1
12/9/01	24	37	38	1
11/11/01	16	48	36	1
10/14/01	15	46	39	0
9/16/01	9	44	46	1
8/12/01	16	46	38	0
7/15/01	13	40	46	0
6/17/01	17	45	38	1
5/20/01	13	47	39	0
4/22/01	12	44	44	0

3/25/01	13	49	37	1
2/11/01	13	45	41	1
1/14/01	12	40	47	1

Call for full trend.  
\*ABC/Post

\*\*\*END\*\*\*