

ABC NEWS/MONEY CONSUMER INDEX – 11/5/00
NOTE: UNFILED DUE TO ELECTION CRUNCH

Confidence Up a Notch

Heading into Election Day, consumer confidence moved up a notch, after dipping to a three-month low last week.

Positive ratings of the national economy and personal finances are each within four points of their record highs. And while the rating of the buying climate lags a bit further behind its record, it still stands 11 points above the ABC News/Money magazine average dating back to 1985.

Seventy-six percent say the economy's good, four points from the record high and sixty-seven percent rate their own finances positively, three points off the record. Just under half of those surveyed say it's a good time to buy things.

	Today	Highest	Lowest	Average
Positive ratings:				
National Economy	76%	80	7	41
Personal Finances	67	70	42	57
Buying Climate	49	57	20	38

INDEX - The ABC News/Money magazine Consumer Comfort Index, based on these ratings, stands at +28 on its scale of +100 to -100, up two 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	+28	
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 -8 in the lowest, +50 among college graduates but -21 among high-school dropouts, +32 among whites but +1 among blacks and +33 among men but +22 among women.

GENERAL POPULATION:

Overall Index	28	26	30	31	22	38	22	29
State of Economy	52	50	56	48	38	60	38	49
Personal Finances	34	32	32	36	28	40	28	34
Buying Climate	-2	-4	2	8	0	14	-6	4

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	33	36	38	37	33	45	30	36
Women	22	17	21	25	11	30	11	21
Age:								
18 - 34	26	24	24	28	16	37	16	26
35 - 44	26	24	30	34	23	37	15	27
45 - 54	36	35	34	31	26	45	11	32
55 - 64	32	31	32	24	22	51	13	31
65 +	20	21	29	33	20	45	12	29
Income:								
Under \$15K	-8	-13	-24	-14	-28	-8	-36	-22
\$15K To \$24.9K	-1	-6	3	8	2	26	-20	1
\$25K To \$39.9K	22	18	15	26	21	33	12	23
\$40K To \$49.9K	41	45	44	26	28	60	19	39
Over \$50K	57	57	59	61	55	68	54	61
Region:								
Northeast	24	25	27	42	24	48	17	32
Midwest	34	30	28	31	22	46	17	32
South	24	23	23	24	24	31	17	23
West	29	28	42	32	14	43	14	31
Race:								
White	32	32	34	34	26	43	25	33
Black	1	-9	-6	6	-3	25	-15	1
Politics:								
Republican	44	43	45	41	40	55	31	42
Democrat	21	24	33	25	20	38	7	28
Independent	25	20	17	29	14	39	13	23
Education:								
< High School	-21	-19	-12	13	-21	13	-23	-8
High Sch. Grad.	17	10	15	18	16	32	8	19
College +	50	51	51	44	38	53	38	47
Home:								
Own	34	34	35	37	32	44	31	36
Rent	12	7	13	11	0	19	0	9
Marital Status:								
Single	31	31	32	33	20	42	9	27
Married	32	31	35	36	27	44	27	34
Sep/Wid/Div	6	1	3	3	-3	27	-3	8
Employ. Status:								
Full-Time	35	34	34	32	32	44	28	35
Part-Time	28	19	20	35	17	40	11	26
Not Employed	16	17	24	27	8	29	8	19

END