

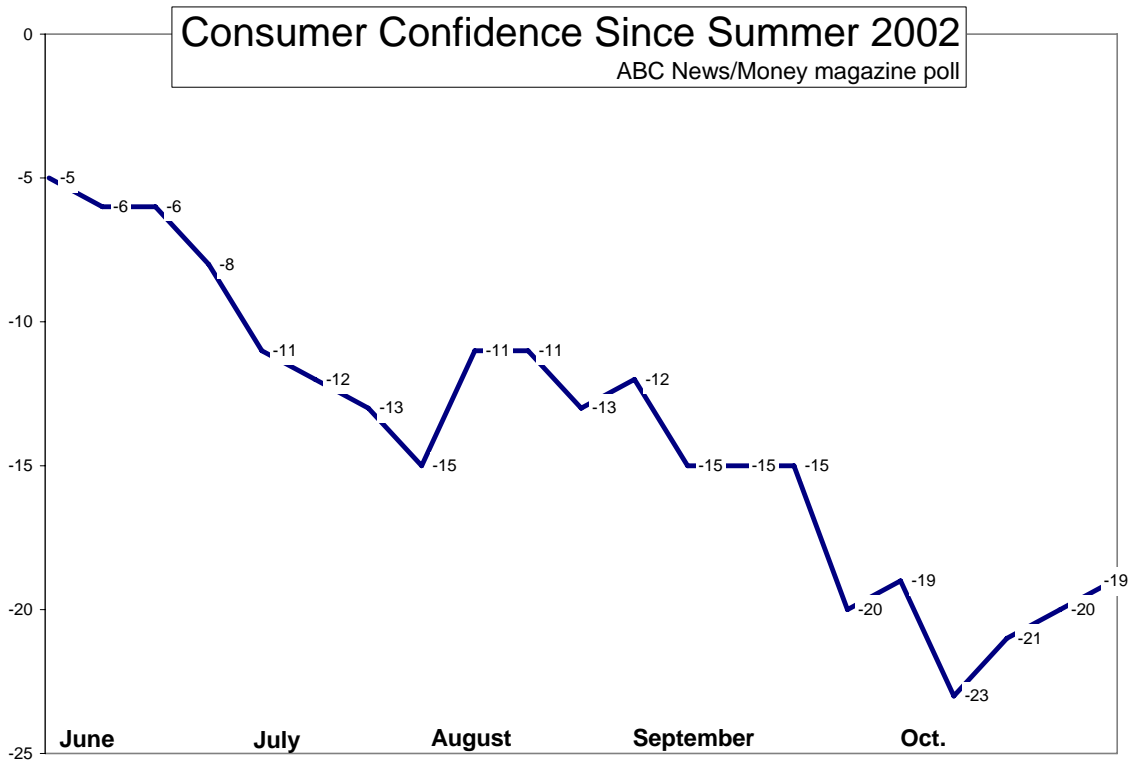
Confidence Shows a Faint Pulse

Consumer confidence, knocked for a loop in mid-October, is showing a faint pulse.

After dropping to a more-than eight-year low on Oct. 20, the ABC News/Money magazine Consumer Confidence Index has clawed back up by a few points, to -19 on its scale of +100 to -100. That's too little to be a trend, but at least it's not worse.

The index is based on public ratings of the national economy, personal finances and the buying climate. The main gain, however tepid, has been in positive ratings of the buying climate, up four points since their recent low Oct. 20.

Ratings of the national economy, though, are just 26 percent positive, matching their lowest in more than eight years. Fifty-five percent rate their own finances positively; it was 53 percent three weeks ago, the fewest since August 1995.



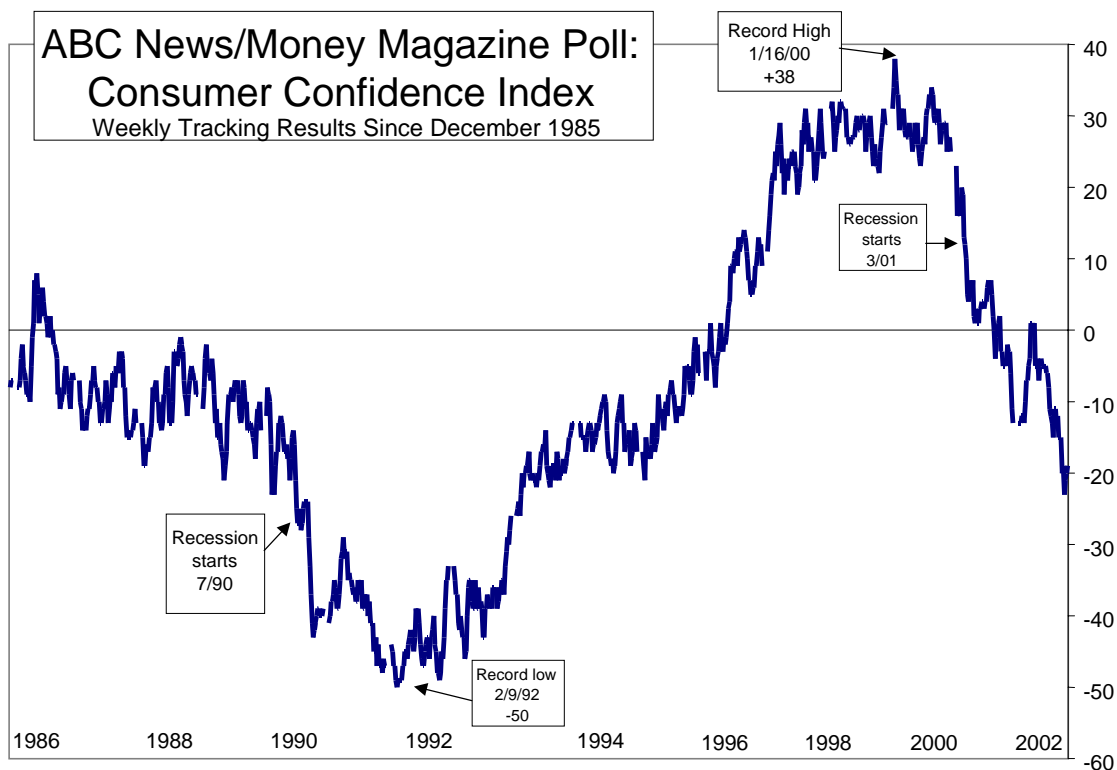
The ABC/Money index tumbled from -12 in early September to -23 Oct. 20. It hit a high this year of +1 in March before starting its slide.

The faint improvement in current sentiment follows a gain in expectations; last week 38 percent of Americans said the economy was getting worse, down from 48 percent in early October.

ABC News/Money magazine poll				
Positive ratings of:	This week	2002 High	2002 Low	16-yr. avg.
National economy	26%	45	26	41
Buying climate	40	45	36	39
Personal finances	55	63	53	57
Consumer Comfort Index	-19	+1	-23	-8

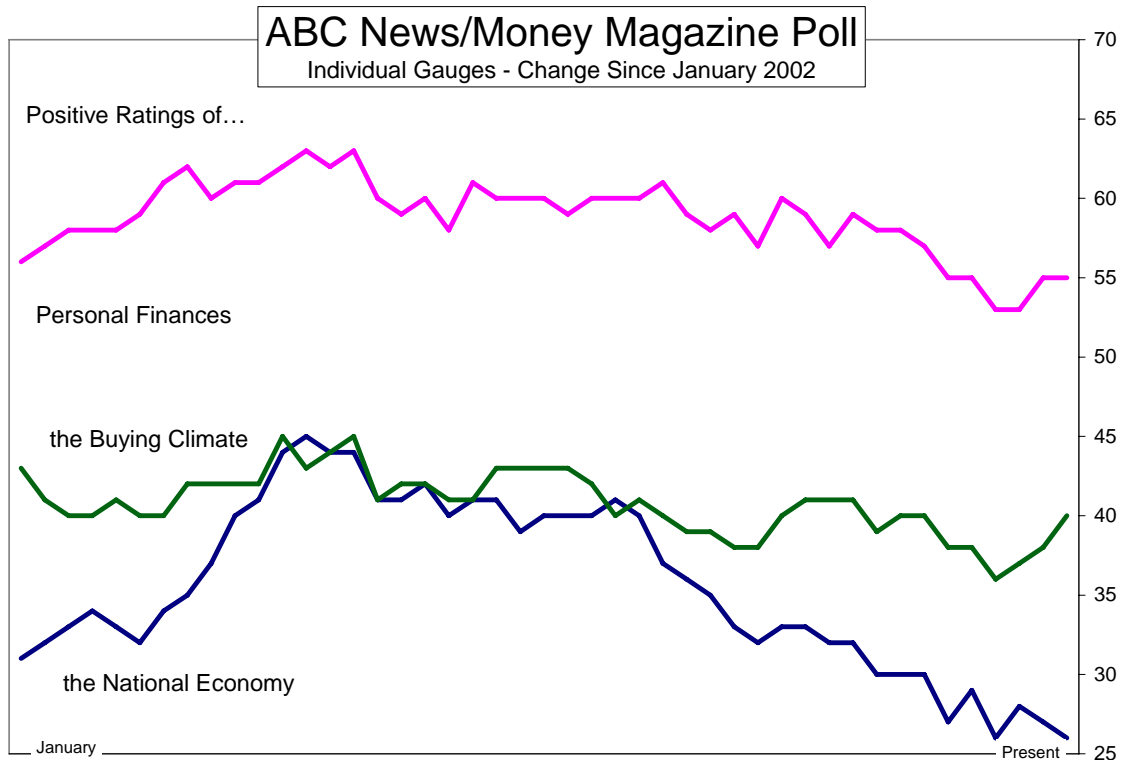
TREND – The ABC/Money index started the year at -13 and improved steadily to +1 in March and mid-April. It slipped to -5 in late April and then held more or less steady until July, when it headed down in the face of corporate scandals, the declining stock market and disappointing economic reports. It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

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



ABC/Money Index		
Today	-19	
Three weeks ago	-23	
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 -9 among people in higher-income households compared to -44 in the lowest, -10 among college graduates while -36 among high-school dropouts, -15 among whites but -40 among blacks and -7 among men while -30 among women.



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

NATIONAL ECONOMY – Twenty-six percent of Americans rate the nation's economy as excellent or good; it was 27 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	26	1	25	74	51	23
Avg. since 12/85	41	4	38	59	39	19

PERSONAL FINANCES – Fifty-five percent rate their own finances as excellent or good, same as 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	32	13
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE – Forty percent say it's an excellent or good time to buy things they want and need; it was 38 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	40	3	37	60	41	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 1,010 interviews in the month ending Nov. 10, 2002 and have an error margin of plus or minus three percentage points.

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.

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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11/10/02	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	-19	-20	-19	-15	-4	1	-23	-9
State of Economy	-48	-46	-42	-36	-26	-10	-48	-29
Personal Finances	10	10	10	14	24	26	6	18
Buying Climate	-20	-24	-24	-24	-10	-4	-28	-17

OVERALL INDEX BY DEMOGRAPHIC GROUPS								
Sex:								
Men	-7	-7	-13	-5	-4	9	-16	-2
Women	-30	-31	-23	-23	-3	-3	-31	-15
Age:								
18 - 34	-13	-16	-7	-12	2	10	-16	-3
35 - 44	-14	-10	-9	-22	-5	3	-28	-10
45 - 54	-25	-29	-32	-7	-8	6	-37	-11
55 - 64	-19	-20	-30	-8	-15	20	-30	-10
65 +	-31	-28	-28	-19	-4	0	-34	-17
Income:								
Under \$15K	-44	-37	-46	-42	-27	-26	-54	-43
\$15K To \$24.9K	-27	-30	-36	-26	-18	-17	-44	-29
\$25K To \$39.9K	-22	-22	-25	-20	-24	1	-34	-15
\$40K To \$49.9K	-10	-13	-15	-11	3	15	-25	-1
Over \$50K	-9	-15	-5	0	20	33	-15	13
Region:								
Northeast	-29	-28	-18	-21	-4	2	-29	-12
Midwest	-21	-24	-19	-8	-2	4	-27	-9
South	-26	-23	-25	-24	1	4	-26	-9
West	4	-2	-9	0	-13	9	-21	-6
Race:								
White	-15	-15	-17	-12	-1	7	-18	-5
Black	-40	-40	-27	-28	-12	-8	-51	-35
Politics:								
Republican	6	5	6	5	21	34	2	14
Democrat	-34	-35	-33	-32	-16	-12	-37	-22
Independent	-19	-18	-24	-13	-8	-2	-29	-12

Education:								
< High School	-36	-29	-30	-31	-33	-12	-58	-33
High Sch. Grad.	-24	-25	-22	-20	-10	-3	-29	-13
College +	-10	-13	-12	-5	9	13	-18	1
Home:								
Own	-19	-19	-17	-14	1	9	-21	-5
Rent	-21	-23	-22	-13	-18	-8	-29	-20
Marital Status:								
Single	-14	-18	-10	-4	1	10	-19	-7
Married	-18	-17	-16	-13	-1	11	-20	-4
Sep/Wid/Div	-29	-28	-37	-27	-20	-14	-42	-27
Employ. Status:								
Full-Time	-9	-9	-16	-7	3	12	-20	-1
Part-Time	-17	-25	-7	-20	-4	14	-25	-7
Not Employed	-32	-32	-25	-23	-14	-8	-32	-21

END