

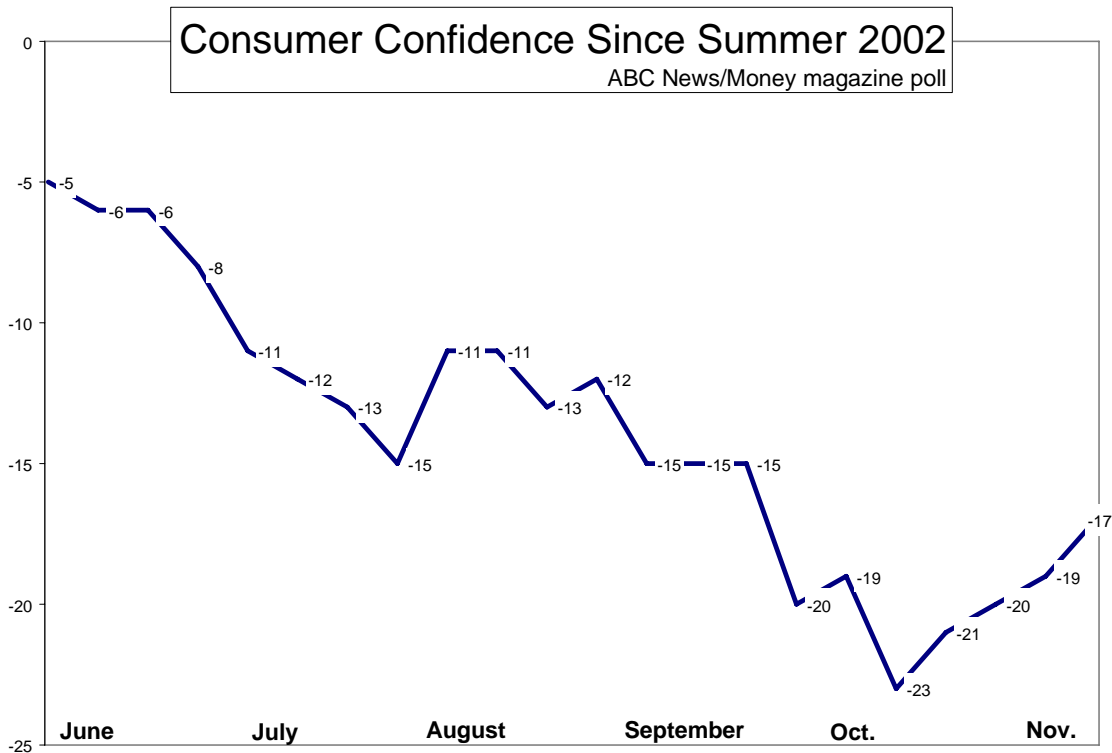
## Confidence Shows a Positive Trend

Reversing last month's steep decline, consumer confidence has advanced in the last month, rising six points since bottoming out at a more-than eight-year low Oct. 20.

The ABC News/Money magazine Consumer Confidence Index has gained a little ground in each of the last four weeks, reaching -17 on its scale of +100 to -100, up from -23 a month ago.

Today 57 percent of Americans say their finances are in good shape and 40 percent say it's a good time to buy things – each up four points in four weeks. Positive ratings of the national economy have been lower and flatter – just 28 percent this week, compared to 26 percent Oct. 20.

The ABC/Money index dropped from -5 in June to -15 in September, then down to -23 Oct. 20, before inching its way back up.

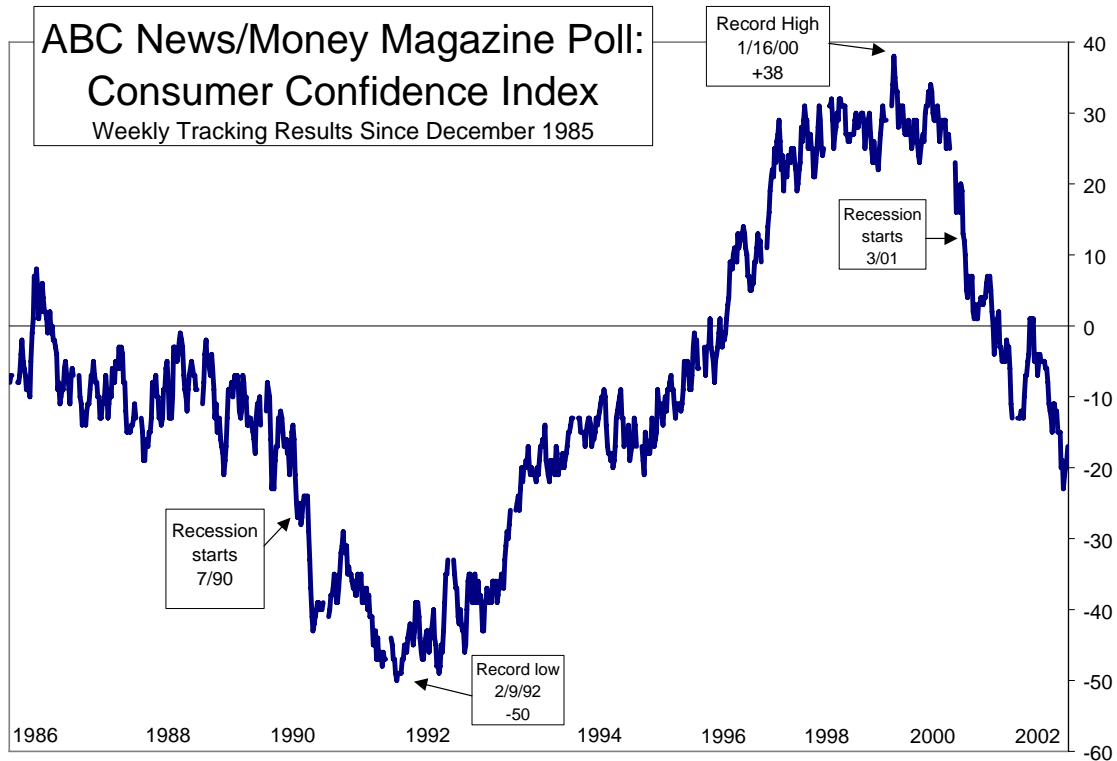


	ABC News/Money magazine poll			
Positive ratings of:	This week	Oct. 20	2002 high	16-yr. avg.
National economy	28%	26	45	41
Buying climate	40	36	45	39
Personal finances	57	53	63	57
Consumer Comfort Index	-17	-23	+1	-8

**TREND** – The ABC/Money index peaked this year at +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 and bottomed out at -23 in October.

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	-17	
Last week	-19	
Four 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 -1 among people in higher-income households compared to -45 in the lowest, -4 among college graduates while -39 among high-school dropouts, -13 among whites but -39 among blacks and -7 among men while -25 among women.

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

NATIONAL ECONOMY – Twenty-eight percent of Americans rate the nation's economy as excellent or good; it was 26 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	28	1	27	72	50	22
Avg. since 12/85	41	4	38	59	39	19

PERSONAL FINANCES – Fifty-seven percent rate their own finances as excellent or good; it was 55 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	57	5	52	43	32	11
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, the same as 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	2	38	60	40	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 1,011 interviews in the month ending Nov. 17, 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 Dalia Sussman.

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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11/17/02	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	-17	-19	-23	-11	-5	1	-23	-9
State of Economy	-44	-48	-48	-34	-30	-10	-48	-29
Personal Finances	14	10	6	20	24	26	6	18
Buying Climate	-20	-20	-28	-20	-10	-4	-28	-17

OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	-7	-7	-16	-2	-1	9	-16	-2
Women	-25	-30	-30	-21	-9	-4	-31	-16
Age:								
18 - 34	-5	-13	-12	-9	1	10	-16	-3
35 - 44	-13	-14	-19	-18	-1	3	-28	-10
45 - 54	-23	-25	-37	0	-12	6	-37	-11
55 - 64	-19	-19	-26	-14	-15	20	-30	-9
65 +	-31	-31	-34	-17	-6	0	-34	-17
Income:								
Under \$15K	-45	-44	-49	-26	-40	-26	-54	-43
\$15K To \$24.9K	-34	-27	-33	-24	-23	-17	-44	-29
\$25K To \$39.9K	-16	-22	-34	-21	-13	1	-34	-15
\$40K To \$49.9K	-7	-10	-14	-15	0	15	-25	-1
Over \$50K	-1	-9	-12	3	17	33	-15	13
Region:								
Northeast	-27	-29	-29	-19	-11	2	-29	-12
Midwest	-13	-21	-23	-6	-1	4	-27	-9
South	-25	-26	-25	-19	-3	4	-26	-9
West	4	4	-15	-1	-8	9	-21	-6
Race:								
White	-13	-15	-18	-9	-5	7	-18	-5
Black	-39	-40	-43	-24	-8	-8	-51	-35
Politics:								
Republican	6	6	2	5	18	34	2	14
Democrat	-31	-34	-37	-24	-16	-12	-37	-22
Independent	-15	-19	-28	-11	-11	-2	-29	-12
Education:								
< High School	-39	-36	-33	-21	-29	-12	-58	-32
High Sch. Grad.	-23	-24	-26	-19	-11	-3	-29	-13
College +	-4	-10	-18	-4	6	13	-18	1
Home:								
Own	-16	-19	-21	-12	-2	9	-21	-5
Rent	-18	-21	-27	-9	-15	-8	-29	-20
Marital Status:								
Single	-7	-14	-17	-3	-5	10	-19	-7
Married	-15	-18	-20	-9	-2	11	-20	-4
Sep/Wid/Div	-30	-29	-41	-24	-22	-14	-42	-27
Employ. Status:								
Full-Time	-8	-9	-20	-5	1	12	-20	-1
Part-Time	-12	-17	-16	-17	-4	14	-25	-7
Not Employed	-27	-32	-30	-20	-16	-8	-32	-21

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