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ABC NEWS/MONEY CONSUMER INDEX - 11/23/97  
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Confidence: Talking Turkey

Americans are thankful for more than turkey and trimmings in this holiday season. Add the economy to the menu. Consumer confidence in the ABC News/Money magazine poll is at its best level since September, the month it hit a record high.

Consumers are giving every sign they will be talking economic turkey at least through the post-Thanksgiving-to-Christmas shopping season and end the year with the highest annual confidence level average in the 12-year history of the ABC/Money Consumer Confidence Index.

Fifty-eight percent now rate the economy positively, the most since end of September and a huge 25 points above the poll's lifetime average. Sixty-one percent also rate their finances positively, just three points short of the record.

Fewer, 45 percent, call it a good time to buy things. But that's still 10 points better than average.

	Positive Ratings	
	Today	11-yr avg.
National Economy	58%	33%
Buying Climate	45	35
Personal Finances	61	55

INDEX - The ABC/Money Consumer Comfort Index, based on ratings of the economy, finances and the buying climate, remains at +9 this week on its scale of +100 to -100. That just five points from its record high of +14 reached in mid-September.

The index is far above its lifetime average of -18, and on pace for a record year. It's averaged +4 in the year to date; its previous best one-year average was -3 in 1986, and 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

GROUPS - Confidence lags in economically vulnerable groups, including women, blacks, the poor and the less-educated. The index is +14 among men but +5 among women; +15 among whites but -22 among blacks; +36 in higher-income households but -35 in the lowest; and +27 among people who've attended college but -27 among high school dropouts.

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

NATIONAL ECONOMY- Fifty-eight percent rate the economy positively, down 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 - Sixty-one percent rate their finances positively, same as last week. 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, down a point. 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	61% 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 1,047 interviews in the month ending Nov. 23 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 Jeff Alderman.

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.

11/23/97	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	9	9	5	13	-1	14	-8	3
State of Economy	16	18	10	24	4	24	-8	6
Personal Finances	22	22	16	22	18	28	10	20

Buying Climate	-10	-12	-10	-8	-24	-4	-30	-16
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OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	14	17	16	24	8	28	4	14
Women	5	3	-6	3	-9	6	-19	-6
Age:								
18 - 34	5	3	-2	15	-1	17	-10	1
35 - 44	5	10	5	-2	0	15	-13	2
45 - 54	9	11	12	19	1	19	-12	4
55 - 64	20	18	4	11	5	26	-17	5
65 +	16	14	11	26	-4	35	-10	9
Income:								
Under \$15K	-35	-33	-41	-39	-32	-24	-56	-40
\$15K To \$24.9K	-10	-6	-27	-18	-21	7	-34	-17
\$25K To \$39.9K	10	7	0	17	1	20	-8	3
\$40K To \$49.9K	20	27	7	31	15	33	-4	11
Over \$50K	36	33	45	47	27	51	25	38
Region:								
Northeast	8	6	-1	11	-8	14	-16	0
Midwest	12	11	10	17	7	20	-8	7
South	8	12	2	15	1	20	-13	2
West	10	7	10	7	-5	21	-10	5
Race:								
White	15	15	10	19	4	19	-3	8
Black	-22	-27	-32	-13	-23	0	-42	-24
Politics:								
Republican	27	27	18	31	1	31	0	16
Democrat	7	4	-1	6	10	12	-10	2
Independent	0	7	4	8	-9	16	-16	-2
Education:								
< High School	-27	-21	-34	-16	-20	-5	-41	-24
High Sch. Grad.	3	4	-4	2	-4	5	-19	-6
College +	27	25	24	30	9	30	9	20
Home:								
Own	17	20	14	21	5	21	-4	11
Rent	-8	-13	-18	-11	-13	2	-27	-15
Marital Status:								
Single	-4	-5	-7	8	-2	12	-16	-2
Married	22	21	14	21	3	23	-3	10
Sep/Wid/Div	-22	-17	-20	-11	-12	0	-29	-17
Employ. Status:								
Full-Time	14	15	14	21	10	25	-1	11
Part-Time	6	5	3	8	-13	15	-22	-2
Not Employed	3	3	-8	4	-11	9	-21	-6