

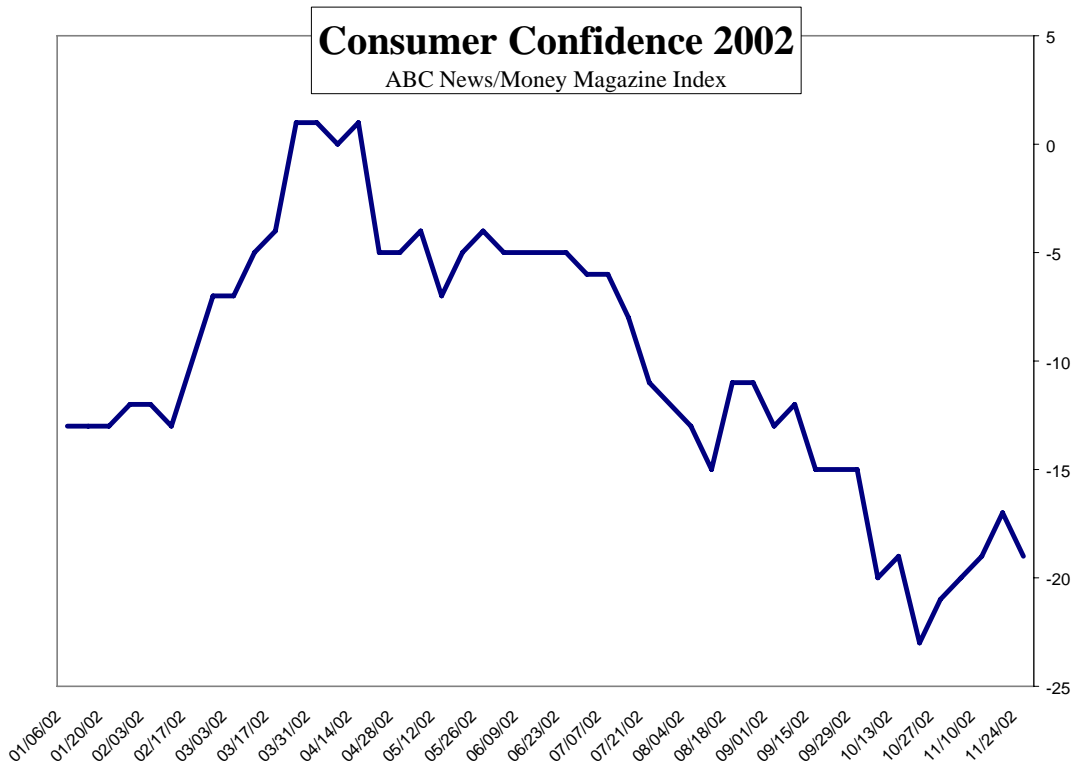
## Confidence Flattens After Modest Four-Week Advance

Consumer confidence flattened this week after inching up in the past month.

The reason: A small, three-point decline in the number of Americans who say the national economy's in good shape – at 25 percent the fewest since January 1994, and 16 points below the average in nearly 17 years of weekly polls.

By contrast 57 percent say their own finances are OK and 39 percent say it's a good time to buy things, each precisely matching its average since the weekly ABC News/Money magazine poll began in December 1985.

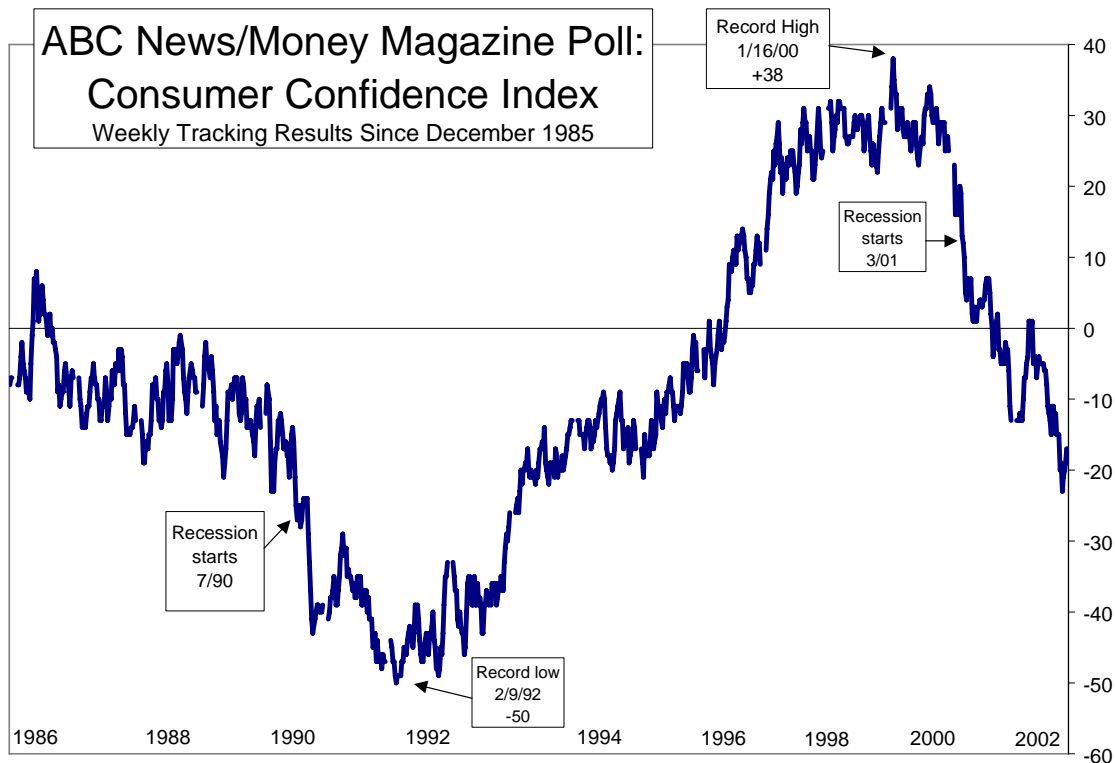
The ABC/Money Consumer Confidence Index, based on these gauges, stands at -19 on its scale of +100 to -100. The index fell to -23 on Oct. 20, a more-than eight-year low, but then inched ahead to -17 last week.



Positive ratings of:	ABC News/Money magazine poll			
	This week	Oct. 20	2002 high	16-yr. avg.
National economy	25%	26	45	41
Buying climate	39	36	45	39
Personal finances	57	53	63	57
Consumer Comfort Index	-19	-23	+1	-8

**TREND** – The index peaked at +38 in January 2000 and then headed down, falling as low as -13 in late 2001 and early 2002. It recovered to +1 in March and mid-April this year, slipped to -5 in late April, then fell further last summer, to -15 in early August and mid-September, then -23 in October.

It's been much worse: The index's all-time low was -50 in February 1992. But it's currently below its average since December 1985, -8; and its 2002 average of -10.



	ABC/Money Index	
Today	-19	
Last week	-17	
Five 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 +3 among people in higher-income households compared to -48 in the lowest, -5 among college graduates while -51 among high-school dropouts, -16 among whites but -45 among blacks and -11 among men while -27 among women.

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

NATIONAL ECONOMY – Twenty-five 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	25	1	24	75	52	23
Avg. since 12/85	41	4	38	59	39	19

PERSONAL FINANCES – Fifty-seven percent rate their own finances as excellent or good, the 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	57	6	51	43	32	11
Avg. since 12/85	57	5	53	43	30	12

BUYING CLIMATE – Thirty-nine percent say it's an excellent or good time to buy things they want and need; it was 40 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	39	3	36	61	41	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 1,013 interviews in the month ending Nov. 24, 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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11/24/02	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	-17	-21	-11	-2	1	-23	-10
State of Economy	-50	-44	-44	-34	-28	-10	-50	-29

Personal Finances	14	14	6	18	26	26	6	18
Buying Climate	-22	-20	-26	-18	-4	-4	-28	-17

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OVERALL INDEX BY DEMOGRAPHIC GROUPS

Sex:								
Men	-11	-7	-13	-2	4	9	-16	-2
Women	-27	-25	-29	-21	-7	-4	-31	-16
Age:								
18 - 34	-8	-5	-16	-4	3	10	-16	-3
35 - 44	-20	-13	-11	-24	-3	3	-28	-10
45 - 54	-21	-23	-33	-2	-9	6	-37	-11
55 - 64	-26	-19	-22	-12	-5	20	-30	-10
65 +	-33	-31	-31	-21	0	0	-34	-18
Income:								
Under \$15K	-48	-45	-43	-27	-36	-26	-54	-44
\$15K To \$24.9K	-40	-34	-34	-28	-17	-17	-44	-29
\$25K To \$39.9K	-23	-16	-24	-22	-5	1	-34	-15
\$40K To \$49.9K	-20	-7	-9	-8	5	15	-25	-2
Over \$50K	3	-1	-15	7	18	33	-15	12
Region:								
Northeast	-32	-27	-29	-17	-5	2	-32	-13
Midwest	-14	-13	-27	-7	-1	4	-27	-10
South	-24	-25	-23	-17	-1	4	-26	-10
West	-6	4	-6	-4	-2	9	-21	-6
Race:								
White	-16	-13	-17	-9	-2	7	-18	-5
Black	-45	-39	-36	-29	-8	-8	-51	-36
Politics:								
Republican	6	6	8	9	16	34	2	14
Democrat	-34	-31	-35	-25	-12	-12	-37	-23
Independent	-22	-15	-29	-9	-4	-2	-29	-12
Education:								
< High School	-51	-39	-24	-31	-18	-12	-58	-33
High Sch. Grad.	-24	-23	-29	-19	-8	-3	-29	-13
College +	-5	-4	-15	-1	7	13	-18	1
Home:								
Own	-16	-16	-21	-11	1	9	-21	-5
Rent	-26	-18	-24	-12	-8	-8	-29	-20
Marital Status:								
Single	-14	-7	-19	-2	-5	10	-19	-7
Married	-17	-15	-19	-12	3	11	-20	-5
Sep/Wid/Div	-30	-30	-33	-23	-18	-14	-42	-28
Employ. Status:								
Full-Time	-13	-8	-13	-4	3	12	-20	-1
Part-Time	-9	-12	-23	-20	-5	14	-25	-7
Not Employed	-31	-27	-32	-21	-8	-8	-32	-21

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