



For Immediate Release
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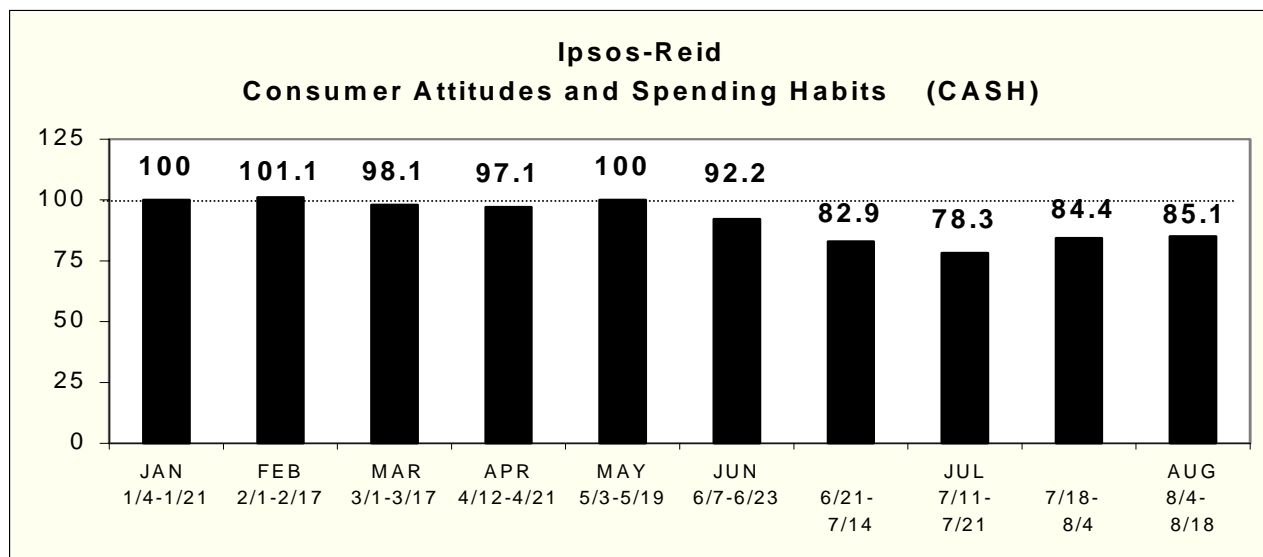
Ipsos-Reid CASH Index
The Index of Consumer Attitudes and Spending by Household:

Consumer Attitudes Stagnate at Low Level

Ipsos-Reid CASH Index Remains Mired in Negative Territory

WASHINGTON, D.C (August 21, 2002) – The Ipsos-Reid CASH Index—an index of Consumer Attitudes and Spending by Household—stands at 85.1 in two surveys conducted in August, down 14.9 points from January 2002, when the index was set at 100.

Between May and July, the Ipsos-Reid CASH Index measured a dramatic tumble in consumer attitudes, particularly on expectations about the local economy and the individual's ability to invest. Attitudes about current individual finances slipped from mildly positive to neutral over the first half of the year. So far, the CASH Index has not fully recovered.



Results and index scores for the Ipsos-Reid CASH Index are compiled using rolling averages of two consecutive polls, based on a representative sample totaling 2,000 adults nationwide.

In the current August Index, there are some interesting findings:

- ❑ **Local Economic Expectations.** Expectations about the future of the local economy are the largest source of doubts. Since January, the percentage of Americans who believe the economy in their local area will improve in the next six months has dropped from 41% in January to 31% today; that is a slight uptick from July.

Looking ahead 6 months from now, do you expect the local economy in your area to be much stronger, somewhat stronger, about the same, somewhat weaker or much weaker than it is now?

	1/6 & 1/21	1/21 & 2/3	2/3 & 2/17	2/17 & 3/3	3/3 & 3/17	3/17 & 4/14	4/14 & 4/21	4/21 & 5/6	5/6 & 5/19	5/19 & 6/9	6/9 & 6/23	6/23 & 7/14	7/14 & 7/21	7/21 & 8/4	8/4 & 8/18
Much stronger	9	8	8	7	7	7	7	7	6	6	5	5	6	6	5
Somewhat stronger	32	33	32	34	35	33	32	31	31	31	29	25	23	25	26
About the same	46	47	48	47	46	47	49	51	52	51	53	56	56	55	54
Somewhat weaker	9	8	8	8	8	9	8	7	7	8	9	9	10	10	10
Much weaker	3	3	3	3	3	4	3	3	3	3	4	4	4	3	4
Top Box (1,2)	41	41	40	41	42	40	39	38	37	37	34	30	29	31	31
Bottom Box (4,5)	12	11	11	11	11	13	11	10	10	11	13	13	14	13	14

- ❑ **Experience with Job Loss.** Nothing focuses consumer attention on the state of the economy like layoffs that hit close to home. In the mid-March to mid-April poll, 46% said a family member or acquaintance had lost a job due to economic conditions in the previous six months. That figure has now dropped to 40%.

Thinking of the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?

	1/6 & 1/21	1/21 & 2/3	2/3 & 2/17	2/17 & 3/3	3/3 & 3/17	3/17 & 4/14	4/14 & 4/21	4/21 & 5/6	5/6 & 5/19	5/19 & 6/9	6/9 & 6/23	6/23 & 7/14	7/14 & 7/21	7/21 & 8/4	8/4 & 8/18
No	57	58	56	56	56	53	55	57	59	60	59	56	55	59	60
Yes	43	42	43	43	44	46	45	42	41	40	41	44	44	40	40
Top Box (no)	57	58	56	56	56	53	55	57	59	60	59	56	55	59	60
Bottom Box (yes)	43	42	43	43	44	46	45	42	41	40	41	44	44	40	40

- ❑ **Current Personal Financial Situations.** Ratings of current personal finances are evenly divided between positive and negative scores. That has been the consistent pattern throughout the second and third quarters, down from the net positive scores of January and February.

Rate your current financial situation, using a 1-to-7 scale, where 7 means it is very strong and 1 means it is very weak.

	1/6 & 1/21	1/21 & 2/3	2/3 & 2/17	2/17 & 3/3	3/3 & 3/17	3/17 & 4/14	4/14 & 4/21	4/21 & 5/6	5/6 & 5/19	5/19 & 6/9	6/9 & 6/23	6/23 & 7/14	7/14 & 7/21	7/21 & 8/4	8/4 & 8/18
7, very strong	12	13	11	10	10	9	9	9	10	10	9	8	9	10	11
6	16	17	16	15	14	13	14	14	14	14	14	15	16	15	14
5	29	28	30	32	32	30	31	32	31	31	31	31	30	31	31
4	18	19	20	20	20	21	20	19	19	19	20	20	19	19	19
3	10	9	9	10	11	11	10	9	11	12	12	12	11	11	10
2	4	4	4	4	4	5	5	5	5	4	5	5	5	4	5
1, very weak	9	8	8	8	9	9	9	10	9	9	8	8	9	9	8
Top Box (7,6)	28	30	27	25	24	22	23	23	24	24	23	23	25	25	25
Bottom Box (1,2,3)	23	21	21	22	24	25	24	24	25	25	25	25	25	24	23

Ipsos-Reid CASH Index (Ipsos-Reid Index of Consumer Attitudes and Spending by Household) August 2002

Changes Since January 2002

Current Local Economy

Local Economic Expectations

Current Personal Finances

Personal Financial Expectations

Comfort Level: Major purchases

Comfort Level: Household Budget

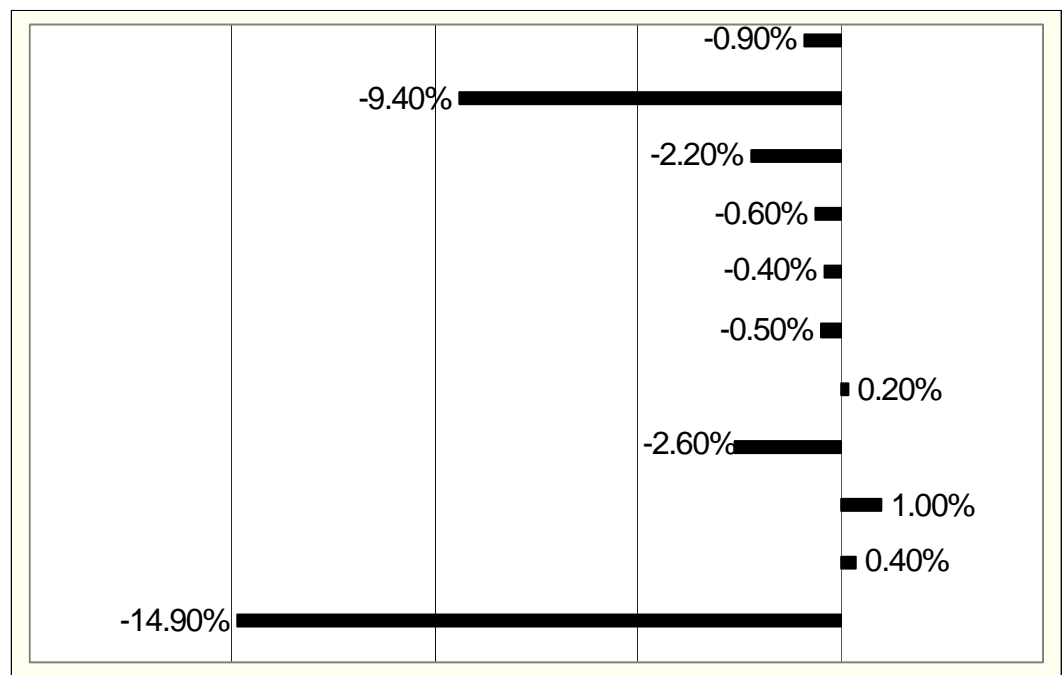
Confidence: Job Security

Confidence: Investments

Job Loss Experience

Job Loss Expectations

Overall CASH Index 85.1



The margin of error for the questions on each rolling average of two consecutive surveys totaling 2000 adults is $\pm 2.2\%$. The Ipsos-Reid CASH Index comprises 10 questions, covering attitudes about the local economy now and in the future, personal finances now and in the future, comfort with making major purchases and other household purchases, confidence in job security and in the ability to save and invest for retirement or education, and job loss experience for self, friends and family in the recent past as well as job loss expectations for self, friends and family in the near future.

For more information on this release, please contact:

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About Ipsos-Reid US Public Affairs

The survey was conducted by Ipsos-Reid US Public Affairs, the Washington, D.C.-based division of Ipsos, which is the world's fourth largest polling and market research organization, based in Paris. Ipsos-Reid US Public Affairs is a non-partisan, objective public affairs research organization. It was established in Washington in August 2001, and it is led by Thomas Riehle, who has more than 15 years of experience as a political pollster in Washington.

The Ipsos-Reid Consumer Attitudes and Spending by Household (CASH) Index, started in January 2002, is a bimonthly national survey of consumer attitudes on the current and future state of the local economy, personal financial situation and spending, saving and confidence to invest. The Ipsos-Reid Index of Consumer Attitudes and Spending by Household (The Ipsos-Reid CASH Index Poll) and the Ipsos-Reid/Cook Political Report Poll are conducted the first and third week of every month, as part of Ipsos-Reid US Public Affairs weekly omnibus polling services.