



For Immediate Release
Contact: Thomas Riehle
e-mail: Thomas.Riehle@ipsospa.com

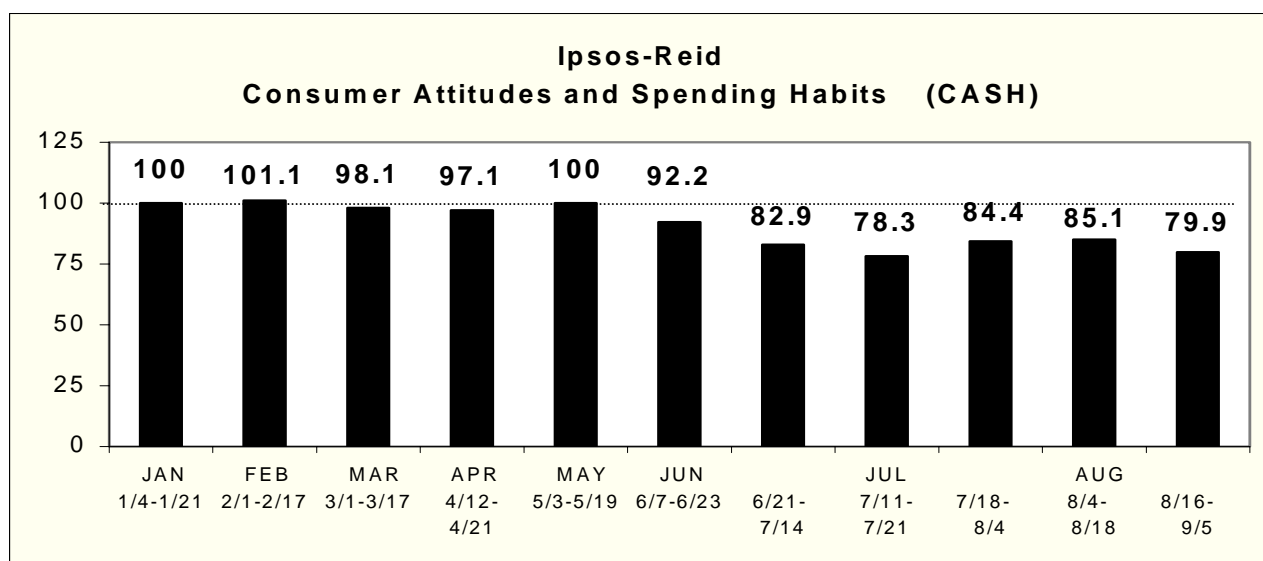
September 16, 2002
(202) 463-7300

Ipsos-Reid CASH Index

The Index of Consumer Attitudes and Spending by Household:

Key Economic Indicators Tied to Voting Behavior in November Elections

WASHINGTON, D.C (September 16, 2002) – The Ipsos-Reid CASH Index—an index of Consumer Attitudes and Spending by Household—stands at 79.9. in the most recent polling, marking a downward move of 20.1 points drop from the beginning of summer when the index was at 100.0. Moreover, the Ipsos-Reid/Cook Political Poll findings show that weakened consumer attitudes on specific economic indicators over the summer months is damaging for the Republicans



These surveys were 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 made up of Democratic and Republican campaign and political polling veterans. The Ipsos-Reid/Cook Political Report poll and the Ipsos-Reid Consumer Attitudes and Spending by Household (CASH) Index poll are conducted the first and third week of every month, as part of Ipsos-Reid US Public Affairs weekly omnibus polling service. The margin of error for the questions on each rolling average of two consecutive surveys totaling 2000 adults, eighteen and older, is $\pm 2.2\%$, nineteen times out of twenty.

The following provides the highlights of the current late August/early September Index:

- ❑ The Ipsos CASH Index (Consumer Attitudes and Spending by Household) fell from 100.0 in early May-mid May to 79.9 in late August-early September.
- ❑ During that same period, attitudes about the direction of the country overall fell from 54% right direction-40% wrong track at the beginning of the summer to 44% right direction and 50% wrong direction at the beginning of the fall.

CHANGE IN CONSUMER ATTITUDES AND POLITICAL ATTITUDES, BEGINNING OF SUMMER VS. BEGINNING OF FALL						
Ipsos CASH Index Questions Beginning of summer vs. beginning of fall (Political questions, in bold, for comparison)	<u>May 19-June 9</u>		<u>Aug 16-Sept 5</u>		<u>Total Net Change</u> (Change in positive - to - negative gap)	
	Pos %	Neg %	Pos %	Neg %		
BIG NEGATIVE SHIFT IN ATTITUDES						
Confidence: Investments	46	38	36	50	-22	
US direction (right direction vs. wrong track)	54	40	44	50	-20	
Comfort level: Non-major household purchases	45	36	39	43	-13	
Expectations: Local economy	37	11	30	16	-12	
Expectations of job loss due to economy	55	16	48	21	-12	
Bush vote (definitely reelect vs. definitely not)	48	23	42	27	-10	
Comfort level: Major household purchases	38	42	34	47	-9	
Congressional preference (Republican vs. Democratic control)	44	40	41	46	-9	
Current job security	43	41	39	45	-8	
No SIGNIFICANT SHIFT IN ATTITUDES						
Current ratings of local economy	16	25	16	30	-5	
Recent experience with job losses	60	40	58	42	-4	
Personal financial expectations	41	6	39	7	-3	
Current personal financial situation	24	25	26	23	+4	
No FACTORS SHOW BIG POSITIVE SHIFT						

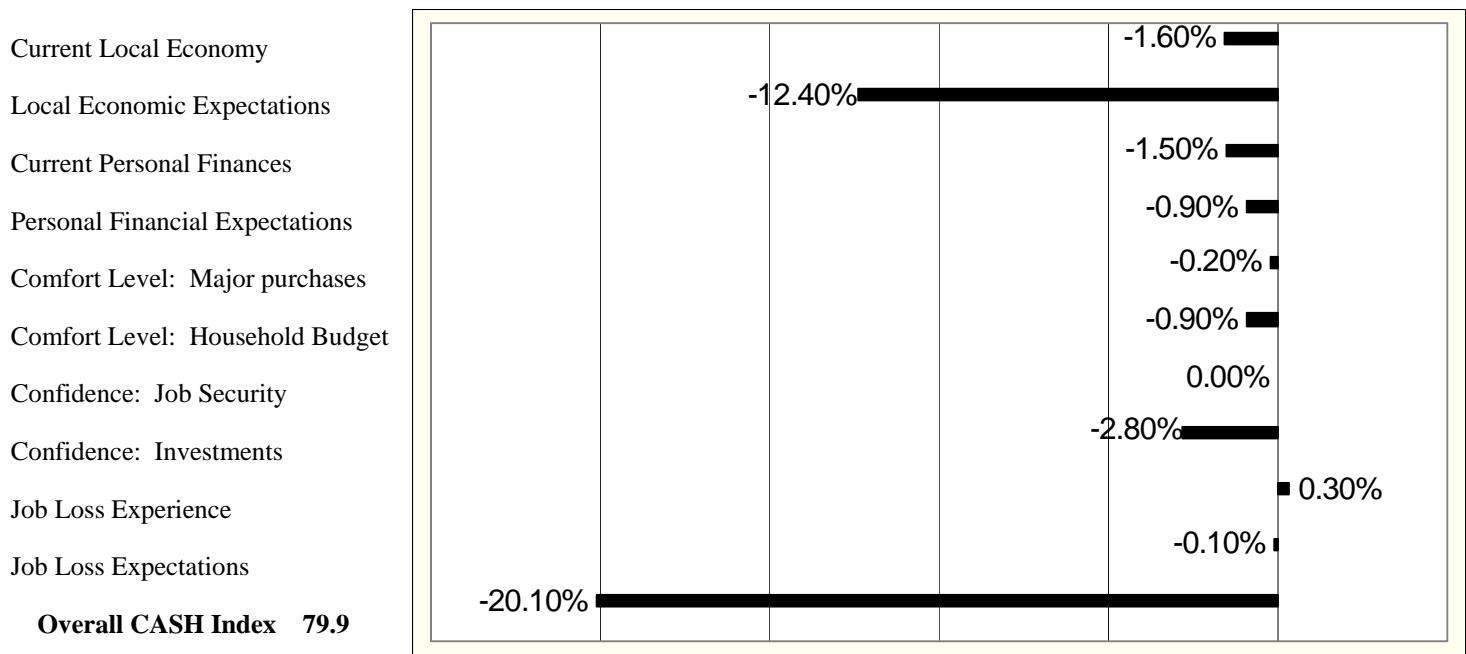
- ❑ That 20-percentage point decline in right direction-wrong track attitudes exceeds the decline seen on all but one of the ten components of the Ipsos CASH Index. Only consumer confidence in the ability to invest in the future fell more sharply over the summer, dropping 22 points, from 46%-38% at the beginning of the summer to 36%-50% at the beginning of the fall after a summer of bad news on Wall Street.

The Key Economic Indicators and People's Votes

- ❑ The Ipsos-Reid CASH Index has fallen because of specific key economic indicators related to the individual's ability to invest (-22), concerns about the future of the economy (-12), doubts about large (-9) and small (-13) household expenditures, expected job loss (-12) and current job security (-9).
- ❑ The political impact of declining consumer attitudes hurts the Republicans. The declining CASH index explains why the Democrats have been able to take the lead on the congressional vote numbers. In fact, as economic concern increases on the factors listed above, support for a Democrat controlled congress also steadily increases.
- ❑ Ipsos CASH Index components that have NOT had a significant impact on predicting voting behavior over the summer include the broad measures of how the local economy is doing now and how that impacts personal finances, none of which have dropped as much as the key economic indicators listed above. There has been less decline on current local economic conditions (-5), personal financial status (current, not at -9 and expectations for the future, now at -3), and experience with recent job loss (-4).
- ❑ Likelihood of supporting the Bush government also declined in concert with the key economic indicators (listed above) over the summer. However, President Bush's numbers are more likely to be positively influenced in upcoming polling as Americans rally around the President in the face of a war with Iraq.

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

Changes Since January 2002



For more information on this release, please contact:

Thomas Riehle
President
Ipsos-Reid US Public Affairs
202.463.7300
thomas.riehle@ipsospa.com

-- 30 --

About Ipsos-Reid US Public Affairs

These surveys were 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.

Ipsos-Reid CASH Index and the Ipsos-Reid Cook Political Report Poll

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.

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.

The Ipsos-Reid/Cook Political Report Poll is designed in conjunction with Charlie Cook of the Cook Political Report. Founded in 1984, The Cook Political Report is an independent, non-partisan newsletter that analyzes elections for the U.S. House, Senate, governor and President as well as domestic American political trends. The New York Times has called the publication, "a newsletter that both parties consider authoritative," while the dean of the Washington political press corps, the Washington Post's David Broder has called Charlie Cook, its editor and publisher, "perhaps the best political handicapper in the nation." Cook also writes two weekly columns that appear in National Journal magazine and CongressDaily/AM and on nationaljournal.com, and serves as a political analyst for Cable News Network's show "Inside Politics." Researched and written by a staff of five based in Washington, D.C., the Cook Political Report's subscribers are primarily the lobbyists and managers for the political action committees of the nation's major corporations, trade associations and labor unions as well as by news organizations, foreign governments and others with an interest in detailed, impartial information and analysis of Congressional, gubernatorial and presidential elections.