



AP/Ipsos CASH Index

The Index of Consumer Attitudes and Spending by Household

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The AP/Ipsos CASH Index At 100.1 With Strong Positive Feelings About Job Security And Ability To Save For The Future

(WASHINGTON, DC, January 12, 2003) – U.S. consumers continue to feel good about the direction of their local economy, their job security and ability to save and invest in the future.

The Associated Press/Ipsos CASH Index was set at 100 as a starting point in January 2002. The index number itself measures movement up or down from the baseline of January 2002.



Ipsos-Public Affairs

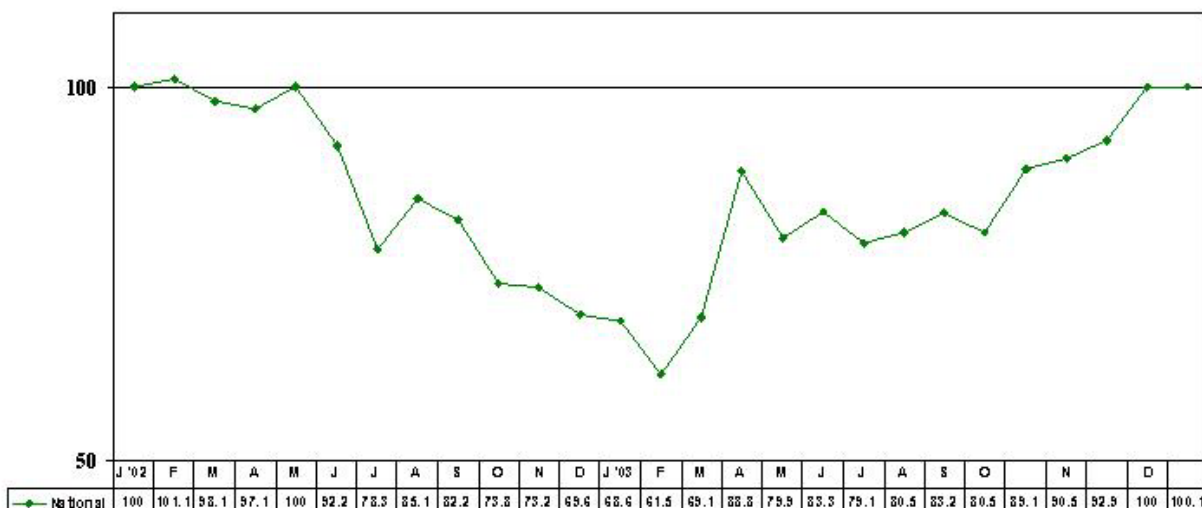
NATIONAL Monthly

Ipsos CASH Index

Consumer Attitudes and Spending by Household

Early January 2004

— National



METHODOLOGY: Interview dates: January 5-7, 2004 & December 15-17, 2003 (2,002 U.S. adults) Margin of error: ± 2.2 for all adults

Today, the December 2003 CASH Index stands at 100.1 on the nose. The fact that it has improved in six consecutive twice-monthly measures suggests an historic, persistent positive movement in the attitudes of consumers in the U.S.

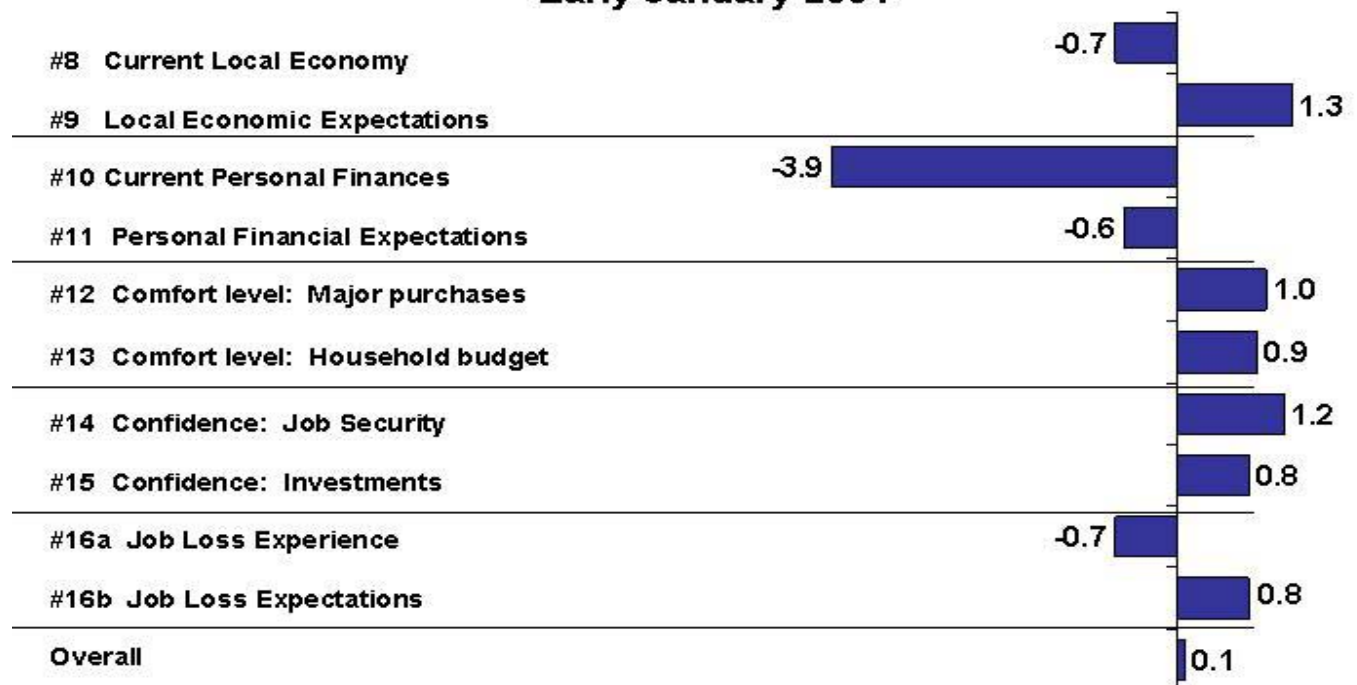
By a margin of 47%-38% Americans feel more confident rather than less confident about their job security than they did six months ago. Asked the same question Americans have been generally more negative than positive throughout 2002 and 2003, but turned positive on this measure since December. Similarly, when it comes to their ability to invest in the future, Americans feel more confident than they did six months ago (48%), rather than less confident (34%), a mostly positive pattern that has persisted since October, after having been generally split or negative on the question throughout 2002 and 2003.



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Overall CASH Index 100.1

Components of the Ipsos CASH Index* Early January 2004



* Each bar indicates how much the index score on that question has moved up or down since the baseline of January 2002

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The AP/Ipsos CASH Index is designed to provide a single, handy number that summarizes movement across an array of consumer attitudes, including current assessments and near-term expectations about the economy and personal finances, job security, confidence in the ability to save and invest for the future, and comfort level with making major purchases and other household purchases.

For more information on this release or to purchase regional CASH Index reports, please contact:

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Ipsos CASH Index

Surveys of consumers are conducted by Ipsos-Public Affairs, the Washington, D.C.-based division of Ipsos, which is the world's second largest polling and market research organization. The Ipsos Consumer Attitudes and Spending by Household (CASH) Index polls are conducted the first and third week of every month, as part of Ipsos-Public Affairs weekly omnibus polling service. The Ipsos 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.

For more information about the Ipsos CASH Index or to receive this report on the first and third week of every month, please e-mail CASH@ipsos-na.com, or contact Brian Scanlon at 202-463-2146.