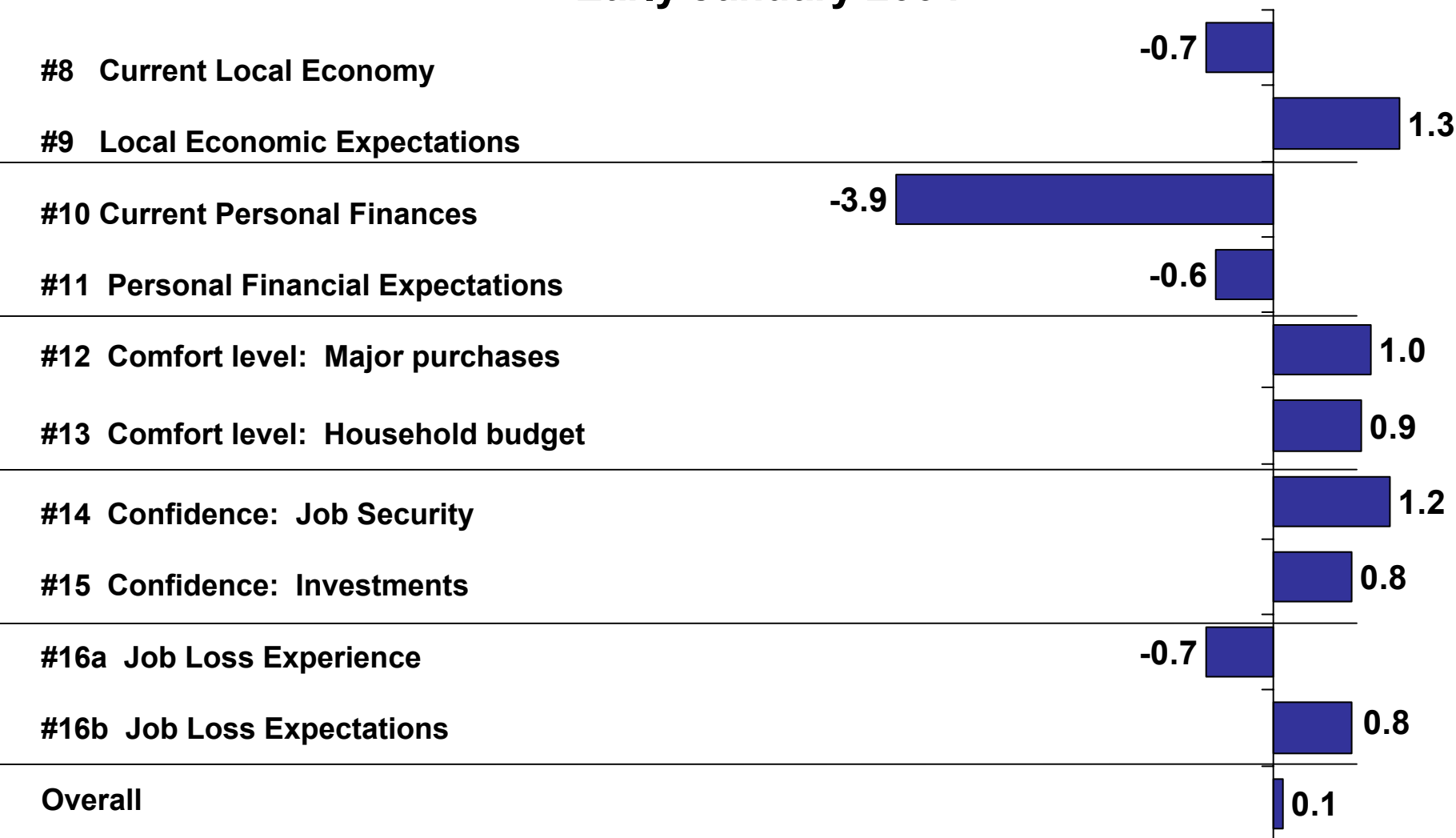


Overall CASH Index 100.1

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

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

NATIONAL Monthly

Ipsos CASH Index

Consumer Attitudes and Spending by Household Early January 2004

—◆— National

