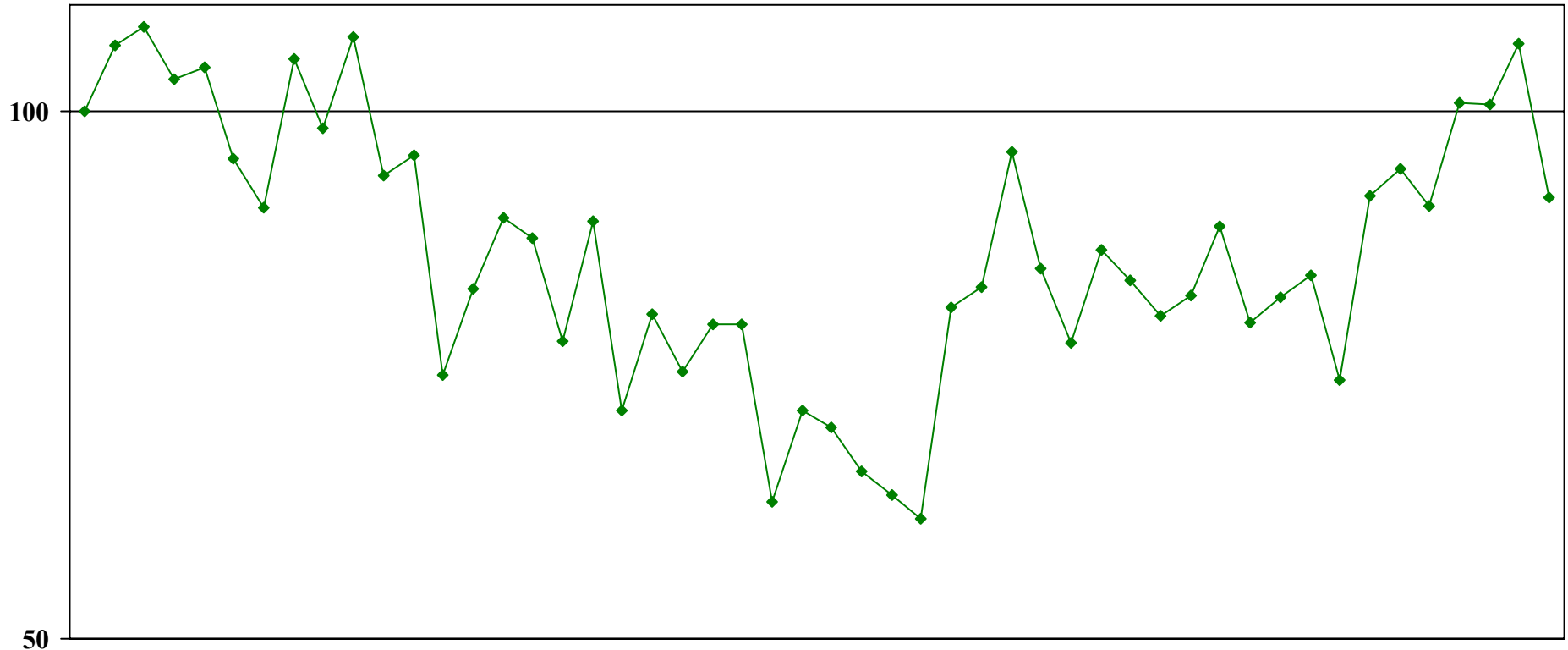


NATIONAL Monthly

Ipsos CASH Index

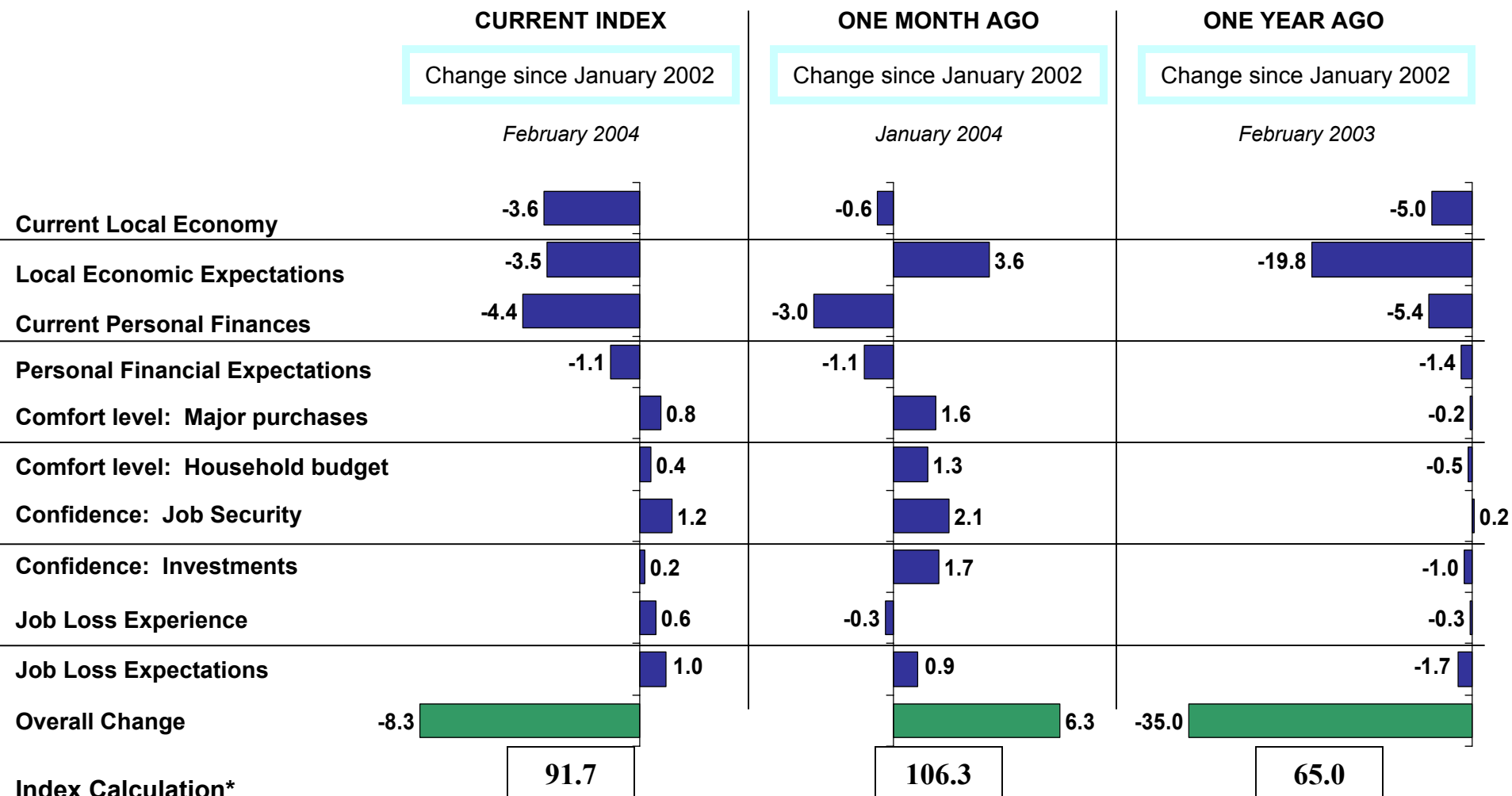
Consumer Attitudes and Spending by Household January 2002 – February 2004

February 2004 = 91.7



Components of the Ipsos CASH Index

February 2004 = 91.7



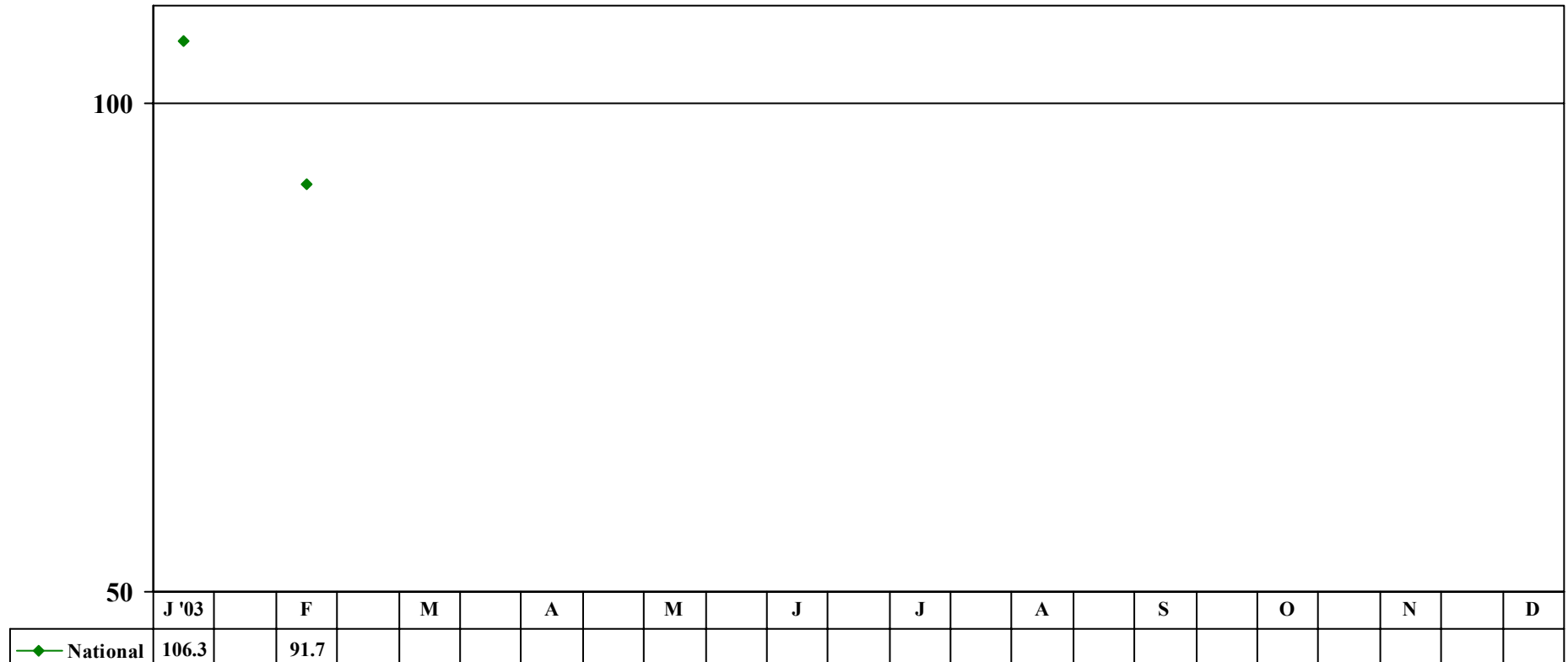
* Index is calculated by adding (or subtracting) overall change from 100 (January 2002=100). Each bar indicates how much the index score on that question has moved up or down since the baseline of January 2002.

Interview dates: February 2-4, 2004 (1,000 U.S. adults) Margin of error: ± 3.1 for all adults

NATIONAL Monthly

Ipsos CASH Index 2004

Consumer Attitudes and Spending by Household



ALL INDICES OF CONSUMER ATTITUDES AND SPENDING BY HOUSEHOLD (CASH)

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	Feb '04	Jan '04	Feb '03
OVERALL <i>CASH Index</i>	91.7	106.3	65.9

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	Feb '04	Jan '04	Feb '03
CURRENT CONDITIONS <i>CASH Index</i>	89.2	105.5	68.8

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	Feb '04	Jan '04	Feb '03
EXPECTATIONS <i>CASH Index</i>	89.2	111.2	22.1

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	Feb '04	Jan '04	Feb '03
INVESTMENT <i>CASH Index</i>	90.3	101	72.4

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	Feb '04	Jan '04	Feb '03
JOBS <i>CASH Index</i>	108.2	108.1	99.4

METHODOLOGY: Interview dates: February 2-4, 2004 (1,000 U.S. adults) Margin of error: +/- 3.1 for all adults, baseline of January 2002 = 100