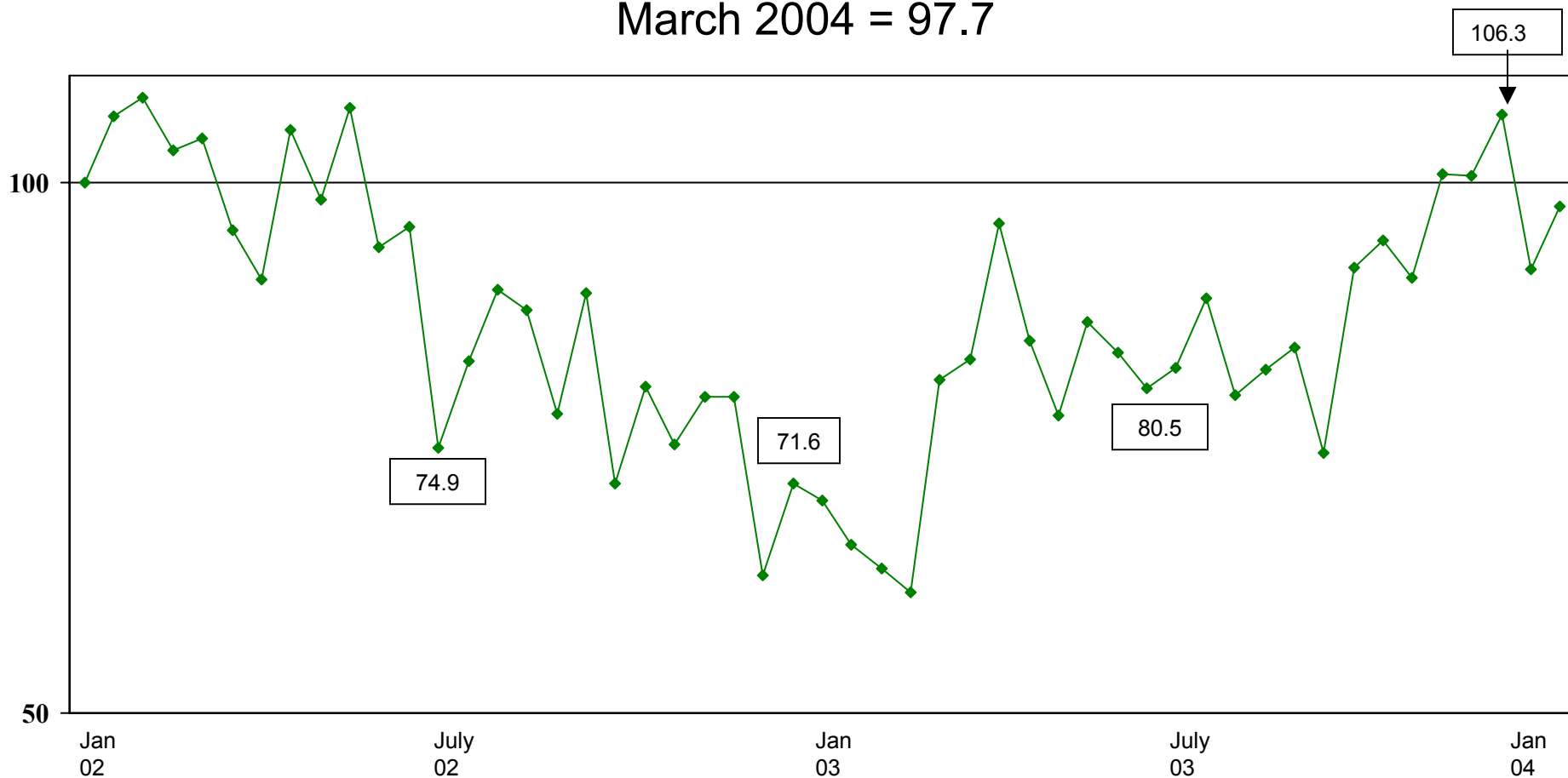


NATIONAL Monthly AP/Ipsos CASH Index

Consumer Attitudes and Spending by Household

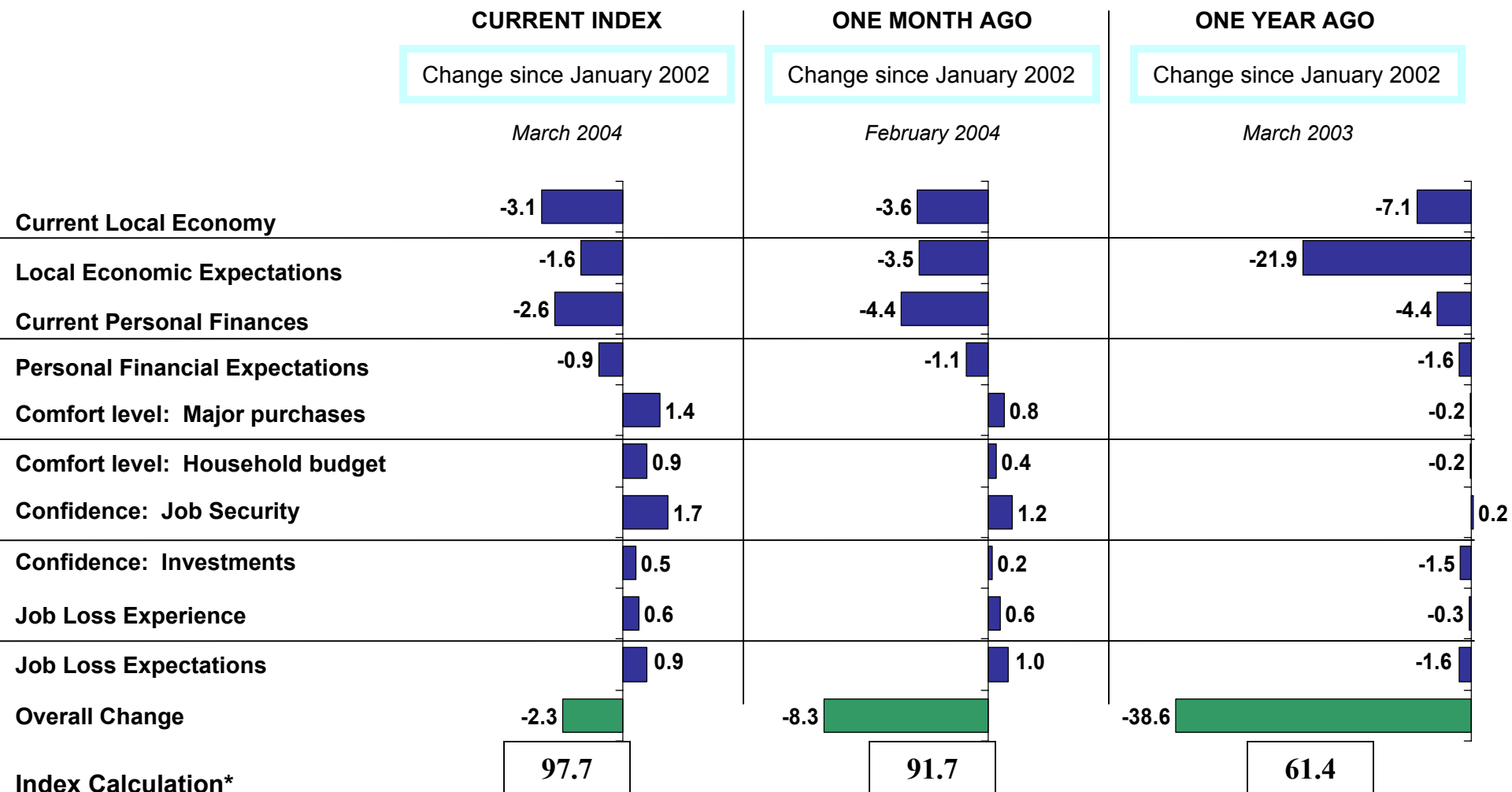
January 2002 - March 2004

March 2004 = 97.7



Components of the Ipsos CASH Index

March 2004 = 97.7



* 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.

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

Overall CASH Index in March = 97.7

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	March '04	Feb '04	March '03
OVERALL CASH Index	97.7	91.7	61.4

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	March '04	Feb '04	March '03
CURRENT CONDITIONS CASH Index	96.8	89.2	74.4

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	March '04	Feb '04	March '03
EXPECTATIONS CASH Index	95.2	89.2	21.7

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	March '04	Feb '04	March '03
INVESTMENT CASH Index	97.7	90.3	89.0

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	March '04	Feb '04	March '03
JOBS CASH Index	109.3	108.2	95.7

METHODOLOGY: Interview dates: March 1-3, 2004 (1,000 U.S. adults) *Margin of error: ± 3.1 for all adults, baseline of January 2002 = 100*