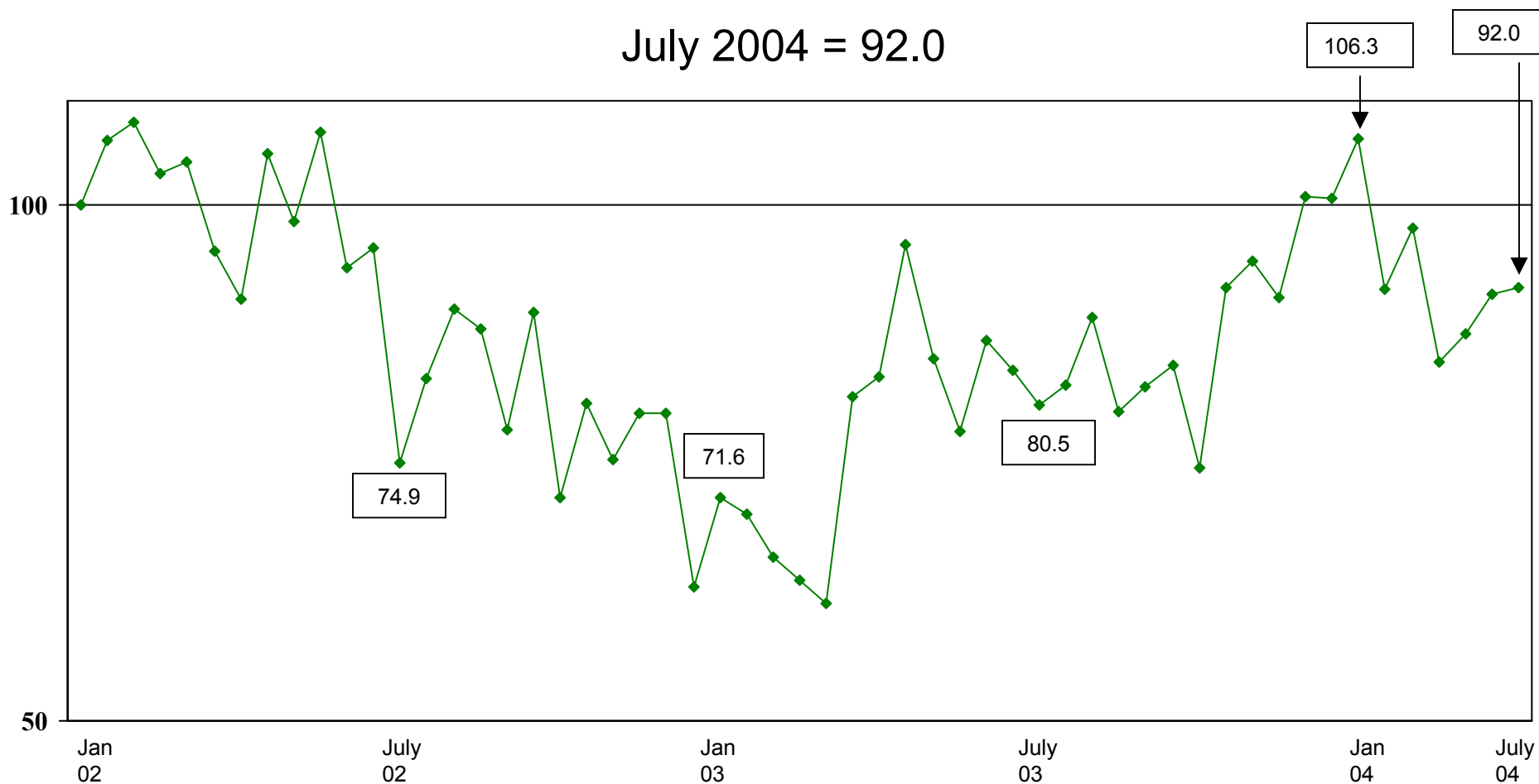


NATIONAL Monthly AP/Ipsos CASH Index

Consumer Attitudes and Spending by Household

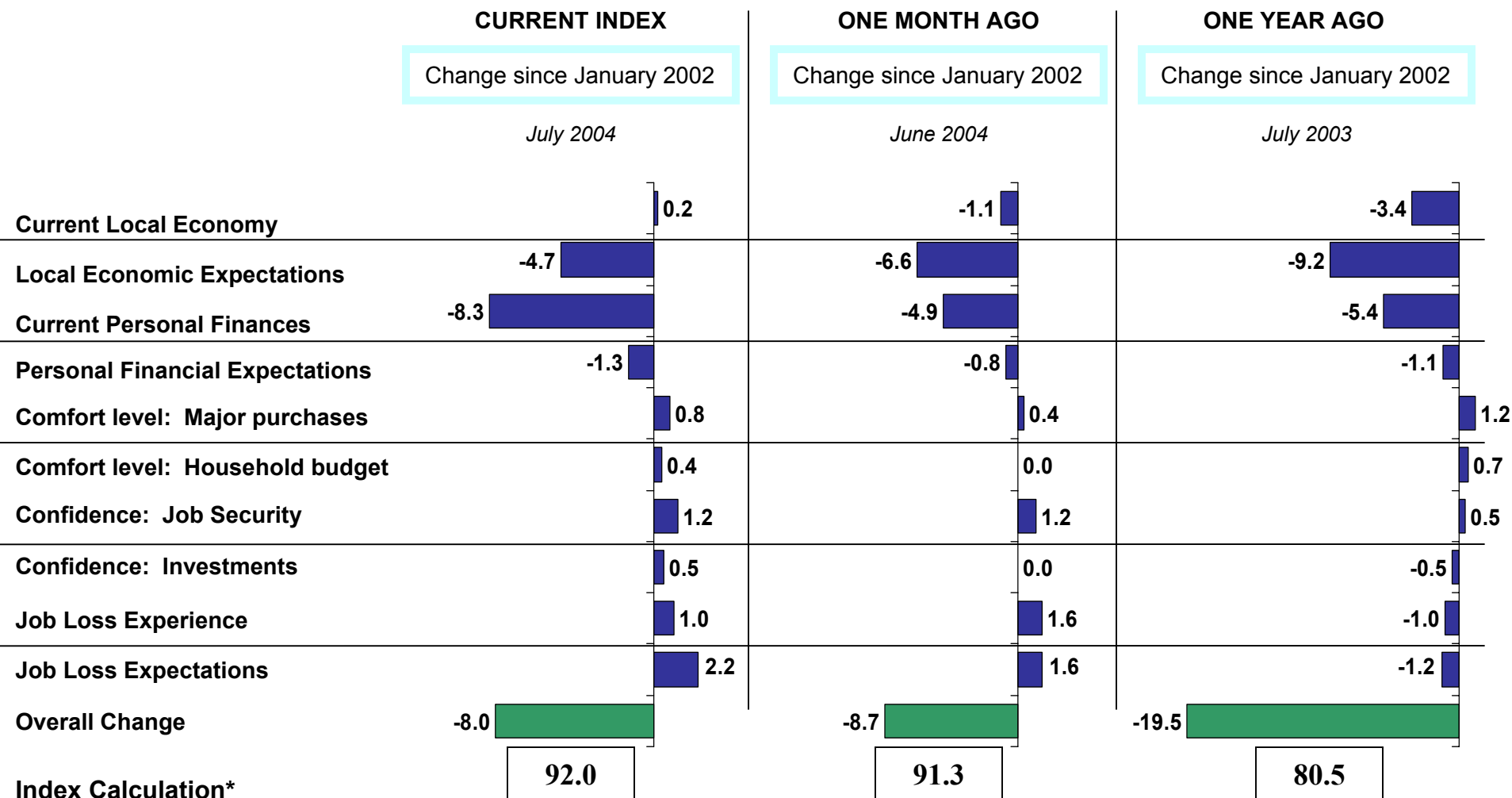
January 2002 - July 2004

July 2004 = 92.0



Components of the Ipsos CASH Index

July 2004 = 92.0



* 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 THE AP/IPSOS CONSUMER ATTITUDES AND SPENDING BY HOUSEHOLD (CASH)

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	July '04	June '04	July '03
OVERALL CASH Index	92.0	91.3	80.5

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	July '04	June '04	July '03
CURRENT CONDITIONS CASH Index	94.8	95.6	86.1

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	July '04	June '04	July '03
EXPECTATIONS CASH Index	96.3	94.1	64.0

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	July '04	June '04	July '03
INVESTMENT CASH Index	92.2	94.7	87.6

	<i>Current Month</i>	<i>One Month Ago</i>	<i>One Year Ago</i>
	July '04	June '04	July '03
JOBS CASH Index	104.4	104.4	95.7

METHODOLOGY: Interview dates: July 5-7, 2004 (1,000 U.S. adults) Margin of error: +/- 3.1 for all adults, baseline of January 2002 = 100