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Interview dates: October 4-6, 2004
Regular sample interviews: 1,000 adults, 821 registered voters
Regular sample margin of error: ± 3.1 for all adults, ± 3.4 registered voters

**THE ASSOCIATED PRESS POLL
CONDUCTED BY IPSOS-PUBLIC AFFAIRS**

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AP/Ipsos CASH Index (Consumer Attitudes and Spending By Household)

***Dip in Consumer Confidence Foreshadows Weak Job Numbers
Last AP/Ipsos CASH Index before Election Indicates Worsened Conditions***

The Associated Press Poll is conducted by Ipsos-Public Affairs. Between October 4-6, 2004, the AP-Ipsos poll interviewed a representative sample of 1,000 adults nationwide. The margin of error is +/- 3.1 for all adults. Margin of error for subgroups may be higher.

Washington, DC, October 13, 2004 - The Associated Press/Ipsos-Public Affairs CASH Index measuring consumer attitudes fell in October, declining to 97.4 from 103.4 in September and 104.8 in August.

The CASH Index is based on ten questions measuring consumer attitudes, asked monthly since January 2002, when the Index was originally established with an index score of 100. Even with the decline from September's more positive numbers, the CASH Index remains on the general upward trend observed one year ago, in October 2003, when it stood at 74.4.

Drop in Current Conditions

The CASH subindex on Current Conditions shows the largest drop, and stands at 97.4, from 102.6 in September. Much of this appears to be driven by concerns about the state of the wider economy rather than more immediate changes in people's own finances. Fewer Americans now (17%) than a month ago (21%) rate their local economy as being "very strong." Views on the state of their personal financial situation are more stable, remaining largely unchanged since last month, but still one in four describe their own situation as weak.

- Q. Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

	ALL ADULTS						
	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	1 Year Ago 10/7 - 9/03
7, very strong economy	6	8	7	6	6	7	4
6	11	13	13	14	11	10	9
5	33	32	32	33	32	29	29
4	22	19	20	20	23	23	23
3	15	16	15	15	15	15	19
2	5	5	5	5	7	6	8
1, very weak economy	8	7	7	6	6	9	8
Not sure	-	-	1	1	-	1	-
Total 6-7.....	17	21	19	20	17	16	13
Total 1-3.....	28	28	27	26	27	31	35
<i>Mean</i>	<i>4.2</i>	<i>4.3</i>	<i>4.3</i>	<i>4.4</i>	<i>4.3</i>	<i>4.1</i>	<i>4.0</i>

- Q. Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.

	ALL ADULTS						
	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	1 Year Ago 10/7 - 9/03
7, very strong.....	12	13	11	8	10	10	9
6	15	14	17	15	15	15	13
5	29	29	29	29	28	29	30
4	19	19	18	16	18	19	21
3	11	10	10	14	13	11	11
2	4	4	4	6	6	5	5
1, very weak	10	10	10	11	9	9	10
Not sure	-	1	1	1	1	2	1
Total 6-7.....	27	27	29	23	25	26	22
Total 1-3.....	25	24	23	30	28	25	26
<i>Mean</i>	<i>4.5</i>	<i>4.5</i>	<i>4.5</i>	<i>4.3</i>	<i>4.4</i>	<i>4.4</i>	<i>4.3</i>

More Worry about Saving for the Future, Spending Now

More consumers now (43%) than in September (38%) say they are less confident about their ability to invest for the future. There are now as many pessimists as optimists (42% more confident, from 51% last month), ending the predominance of confidence over the past few months.

- Q. Compared to 6 months ago, are you NOW more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?

	ALL ADULTS						
	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	1 Year Ago 10/7 - 9/03
More confident	42	51	50	47	45	45	36
Less confident.....	43	38	38	39	41	40	44
No change (VOL).....	13	10	11	12	12	13	18
Not sure	2	1	1	2	2	2	2

Consumers are not only more unsure about their ability to put money away for the future, but they are also more hesitant about making big purchases.

Q. Compared to 6 months ago, are you NOW more or less comfortable making a major purchase, like a home or car?

ALL ADULTS							1 Year Ago
	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	10/7 - 9/03
More comfortable.....	35	40	41	40	38	38	33
Less comfortable	48	44	42	44	46	43	44
No change (VOL).....	16	15	16	14	15	18	22
Not sure	1	1	1	2	1	1	1

Q. Compared to 6 months ago, are you NOW more or less comfortable making other household purchases?

ALL ADULTS							1 Year Ago
	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	10/7 - 9/03
More comfortable.....	41	46	49	47	43	43	36
Less comfortable	42	38	36	39	41	39	42
No change (VOL).....	17	15	14	13	16	17	21
Not sure	-	1	1	1	-	1	1

Insecurity about Jobs Rises

Confidence about job security is now at the lowest point seen since the election campaign started in earnest this spring. Over the past four weeks, confidence about job security has fallen by 8 percentage points. People who are less confident about job security (44%) now outnumber those who are more confident than they were six months ago (40%; 48% in September).

Q. Compared to 6 months ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

ALL ADULTS							1 Year Ago
	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	10/7 - 9/03
More confident	40	48	48	44	45	43	35
Less confident.....	44	40	41	42	42	42	45
No change (VOL).....	15	11	10	13	12	14	18
Not sure	1	1	1	1	1	1	2

Similarly, fewer now (52%) than in September (56%) say it is unlikely they or someone close to them will lose his or her job in the next six months.

Q. Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?

ALL ADULTS							
	10/4 - 6/04	9/7 - 9/04	8/2 - 4/04	7/5 - 7/04	6/7 - 9/04	5/3 - 5/04	1 Year Ago 10/7 - 9/03
Extremely likely	6	7	6	6	8	8	8
Very likely	10	9	12	11	10	13	13
Somewhat likely	30	28	30	28	29	31	33
Not very likely	37	33	33	34	31	29	28
Not at all likely	16	22	18	20	21	18	16
Not sure	1	1	1	1	1	1	2
Total Likely	16	15	18	17	18	20	21
Total Not Likely	52	56	51	53	52	47	44