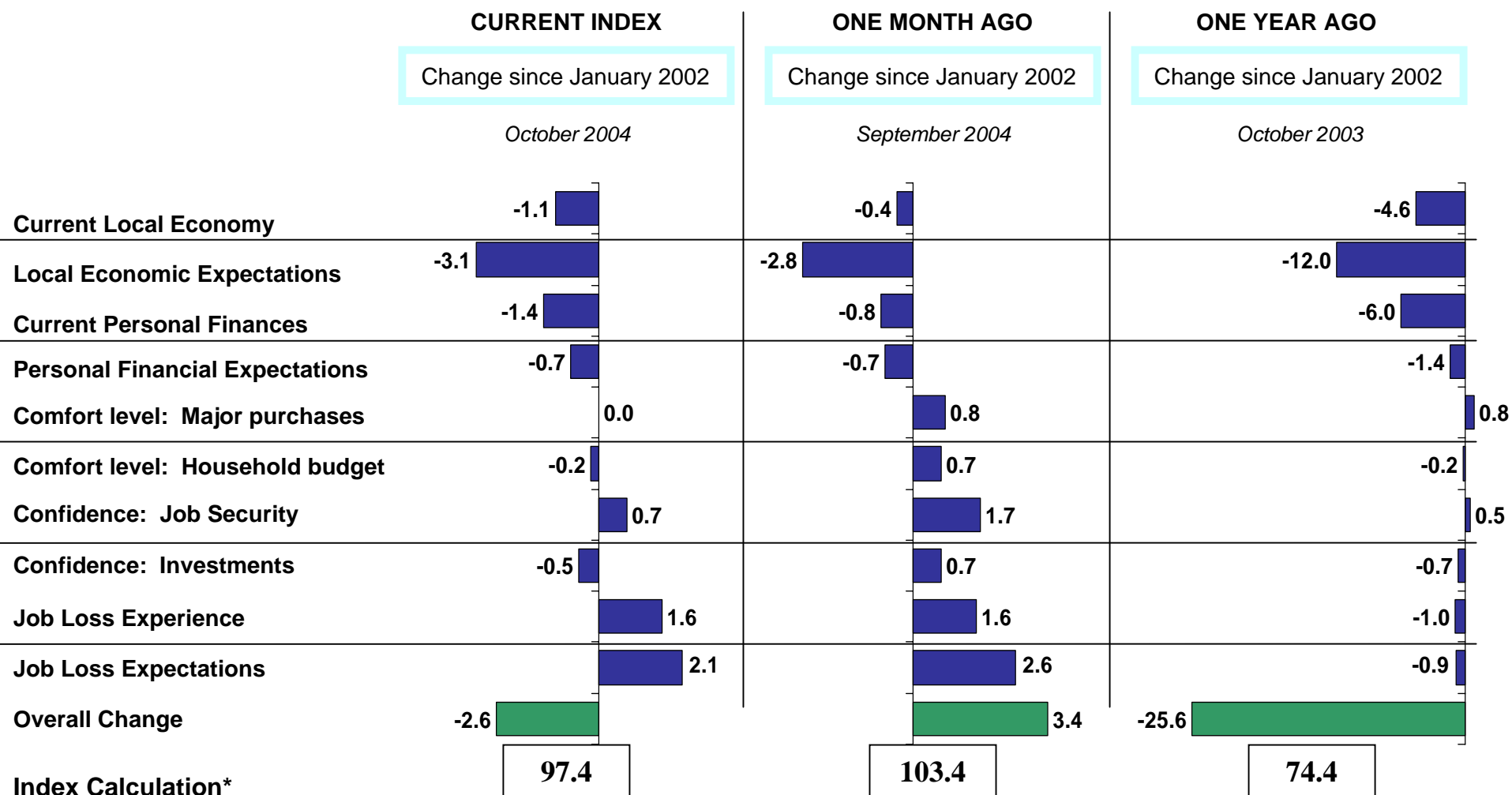


Components of the Ipsos CASH Index

October 2004 = 97.4



* 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.