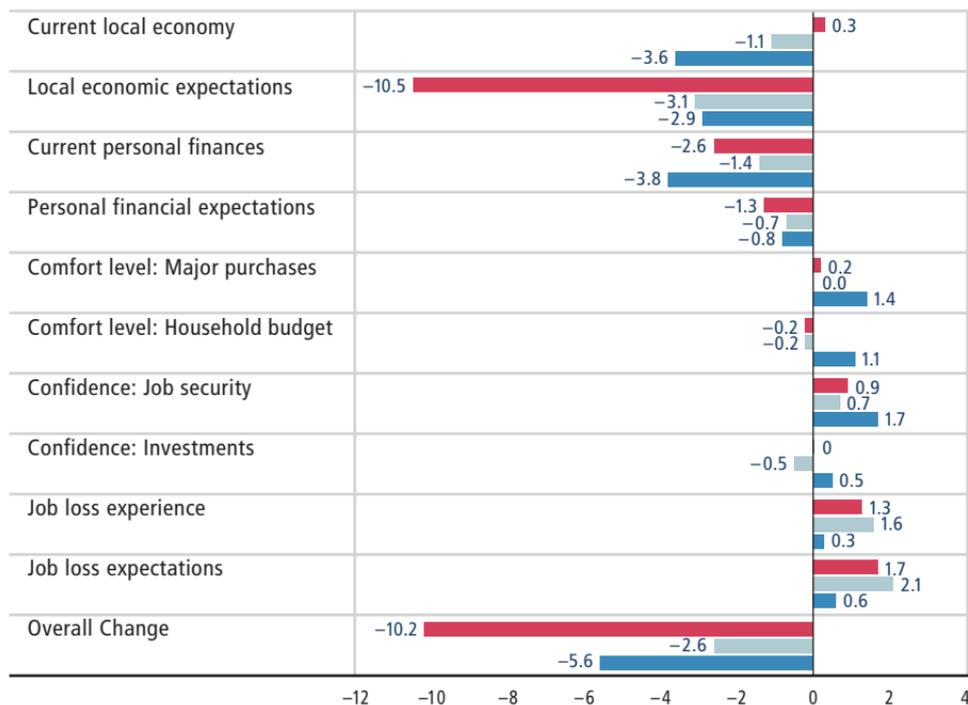


Components of the Ipsos CASH Index

■ Current Index (Nov. 2004) ■ One Month Ago (Oct. 2004) ■ One Year Ago (Nov. 2003)



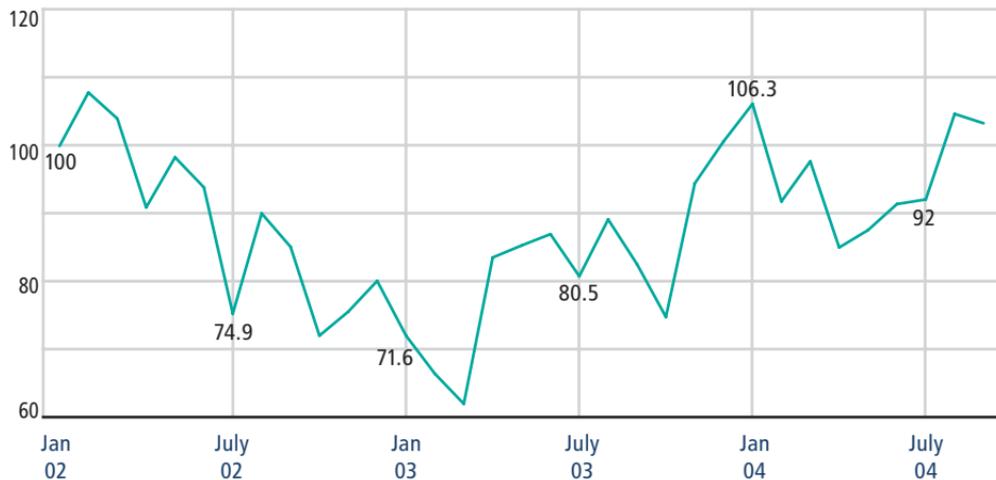
Index Calculation* – ■ Current Index: 89.8 ■ One Month Ago: 97.4 ■ One Year Ago: 94.4

*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

Methodology: Interview dates: November 3–5, 2004 (1,000 U.S. adults) Margin of error: ±3.1 for all adults

National Monthly AP/Ipsos CASH Index

Consumer Attitudes and Spending by Household



2002	J	F	M	A	M	J	J	A	S	O	N	D
	100	108	104.1	90.8	98.3	93.8	74.9	89.9	84.9	71.6	75.2	79.8

2003	J	F	M	A	M	J	J	A	S	O	N	D
	71.6	65.9	61.4	83.3	85.1	86.8	80.5	89	82.3	74.4	94.4	100.7

2004	J	F	M	A	M	J	J	A	S	O	N
	106.3	91.7	97.7	84.8	87.4	91.3	92	104.8	103.4	97.4	89.8

Methodology: Interview dates: November 3 – 5, 2004 (1,000 U.S. adults) Margin of error: ±3.1 for vall adults



Consumer Attitudes and Spending by Household (CASH)

	Current Month	One Month Ago	One Year Ago
	November 04	October 04	November 03
Overall CASH Index	89.8	97.4	94.4

	Current Month	One Month Ago	One Year Ago
	November 04	October 04	November 03
Expectations CASH Index	89.9	98.3	90.5

	Current Month	One Month Ago	One Year Ago
	November 04	October 04	November 03
Jobs CASH Index	103.0	104.4	107.7

	Current Month	One Month Ago	One Year Ago
	November 04	October 04	November 03
Current Conditions CASH Index	98.6	97.4	93.9

	Current Month	One Month Ago	One Year Ago
	November 04	October 04	November 03
Investment CASH Index	96.0	97.2	95.9

Methodology: Interview dates: November 3–5, 2004 (1,000 U.S. adults) Margin of error: ± 3.1 for all adults

