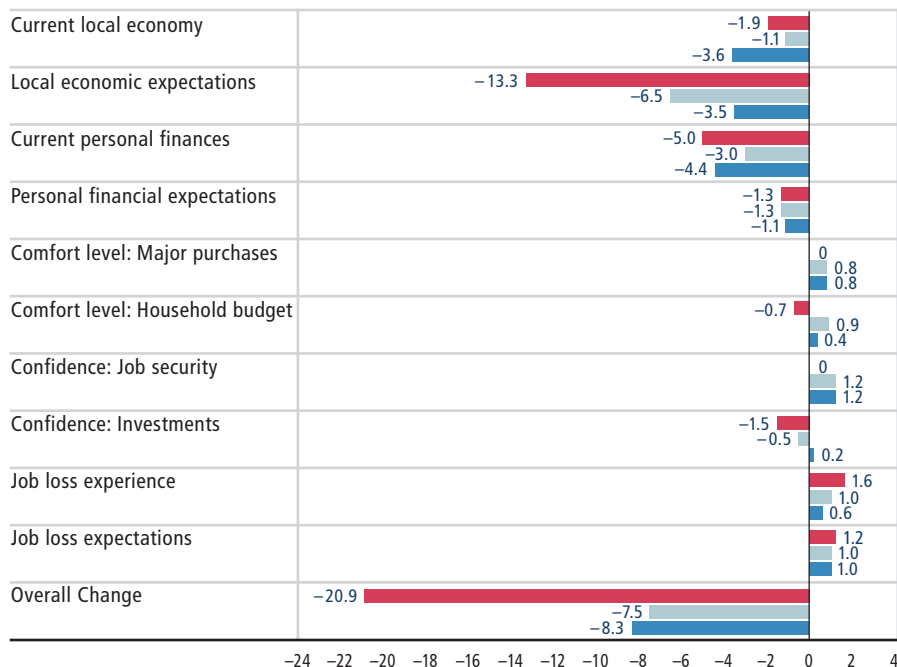


Components of the Ipsos CASH Index

■ Current Index (Feb. 2005) ■ One Month Ago (Jan. 2005) ■ One Year Ago (Feb. 2004)



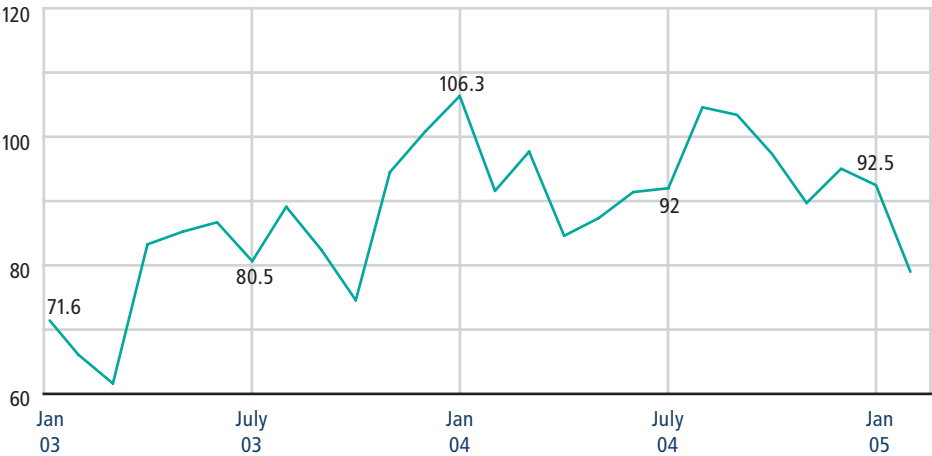
Index Calculation* – ■ Current Index: 79.1 ■ One Month Ago: 92.5 ■ One Year Ago: 91.7

*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

Methodology: Interview dates: February 7 – 9, 2005 (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



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	D
	106.3	91.7	97.7	84.8	87.4	91.3	92	104.8	103.4	97.4	89.8	100.7
2005	J	F										
	92.5	79.1										

Methodology: Interview dates: February 7 – 9, 2005 (1,000 U.S. adults) Margin of error: ± 3.1 for all adults

Consumer Attitudes and Spending by Household (CASH)

	Current Month	One Month Ago	One Year Ago
	February 05	January 05	February 04
Overall CASH Index	79.1	92.5	91.7

	Current Month	One Month Ago	One Year Ago
	February 05	January 05	February 04
Expectations CASH Index	58.6	79.6	89.2

	Current Month	One Month Ago	One Year Ago
	February 05	January 05	February 04
Jobs CASH Index	107.5	109.1	108.2

	Current Month	One Month Ago	One Year Ago
	January 05	December 04	January 04
Current Conditions CASH Index	82.7	96.3	89.2

	Current Month	One Month Ago	One Year Ago
	February 05	January 05	February 04
Investment CASH Index	80	92.3	90.3

Methodology: Interview dates: February 7 – 9, 2005 (1,000 U.S. adults) Margin of error: ± 3.1 for all adults
baseline of January 2002 = 100



Source: AP/Ipsos
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