

## Consumer Confidence Index follows media ratings

January 2004 – April 2006

New York, 25 June, Agenda Setting effect allows to predict Consumer Confidence Index. Media Tenor's latest findings for January 2004 - April 2006 underline a direct correlation between consumer confidence and media coverage of the economy.

Consumer Confidence Index trends in the US trail behind media ratings of the economy by around one month, an on-going comparative study of the two economic indicators by Media Tenor Research Institute shows.

In its analysis, Media Tenor monitored media coverage of the economy on ABC, CBS, NBC and FOX evening news. Applying a scientific and verifiable methodology, Media Tenor's research took into account all statements, forecasts and prognoses of the US economy, including assessments of business sentiments, investment and employment prospects.

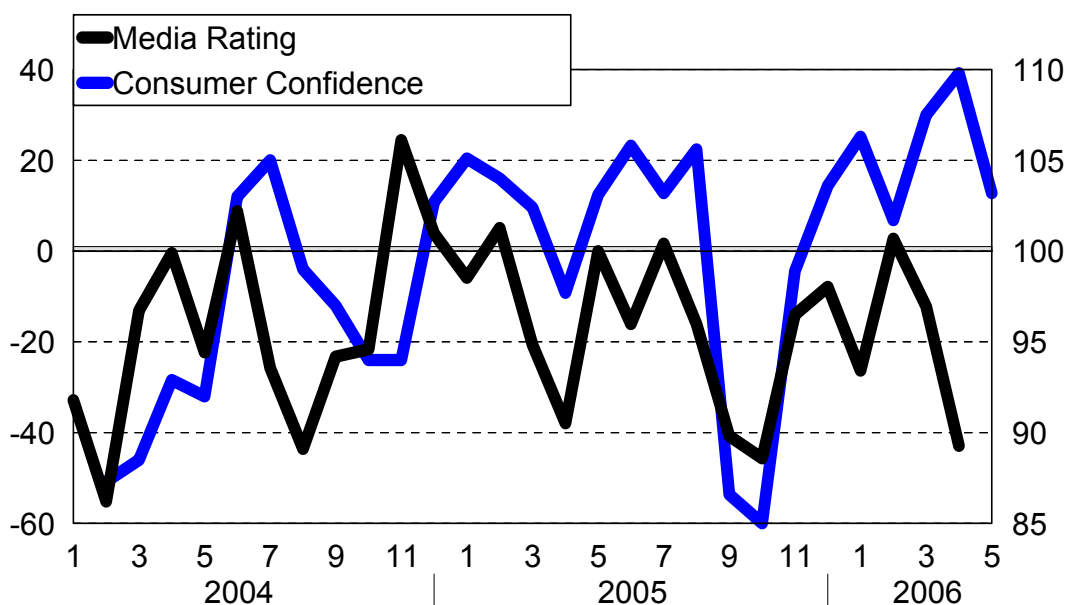
The research findings for the first three months of this year show a general improvement in media economic ratings. However, in April, media economic ratings nose-dived, anticipating an equally dramatic fall in the Consumer Confidence Index the following month.

The Consumer Confidence Index, involving a poll of around 5,000 managers, measures consumers' feelings about the economy. The index rose at the beginning of the year to reach a four-year, optimistic peak in April, at a time when Media Tenor's findings were looking their most dismal. A month later, the Consumer Confidence Index plummeted sharply.

Fuel prices, jobs and short-term economic prospects have weighed heavily on the minds of Americans, the Conference Board said as it announced its Consumer Confidence Index for May.

Media Tenor's on-going research on the co-relation between the way leading media frames the economic situation and consumer confidence was begun in Germany and consequently expanded to include the US, UK, South Africa and the Czech Republic economies.

The Research Institute's findings continue to bear out the fact that the way the media portrays the economy impacts directly public perceptions and consequently, consumer confidence.



Source: Media Tenor 2006; Conference Board

Media Set: ABC, CBS and NBC evening news; from 01/2005 also FOX news  
Time: 01/2004-04/2006, Basis: 01/2005 – 04/2006: 1.825 reports