



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2003-II-01]

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CONSUMER CONFIDENCE EDGES HIGHER IN ARIZONA

Phoenix, Arizona, April 20, 2003. After a sharp decline last October to 82.3, the Arizona Consumer Confidence Index improved modestly to 83.3 in January and has now risen to 86.5, its strongest level in three quarters. The Index is based on consumer views of the current economic climate and expectations for the future. The study finds consumers increasingly pessimistic about the current economic climate but more optimistic than at any time in the past three quarters about the near term future. More specifically, the Expectations component of the Index rose to 102.5 from only 90.0 in October and 93.4 in January.

At the same time, however, the assessment consumers make of current conditions is very pessimistic. This component of the Index currently registers at only 62.6, down from 69.4 in January and the lowest reading since July 1993.

The findings outlined in this report are based on a survey of 540 Maricopa and Pima County residents conducted between April 7 and April 9, 2003, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

Much of the pessimism of consumer views regarding the current economic climate traces to their views about job availability. Today, 40 percent say jobs are "hard to find" compared to 32 percent in January and only 25 percent at this time last year. At the same time, the proportion saying "jobs are plentiful" fell to 16 percent in this survey from 27 percent this time last year.

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On a brighter note, the overall Consumer Confidence Index rose in both Tucson and Phoenix with the improved readings modestly stronger in the Phoenix area, driven principally by stronger readings regarding the availability of jobs in the future. Additionally, the proportion of consumers with positive expectations about business conditions and employment in the coming six months is the highest since last April.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-II-01) is based on 540 telephone interviews with adults, conducted from April 7th through April 9th, 2003, throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.3 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical data for reference.

For this and other polls, see www.brcpolls.com/results.

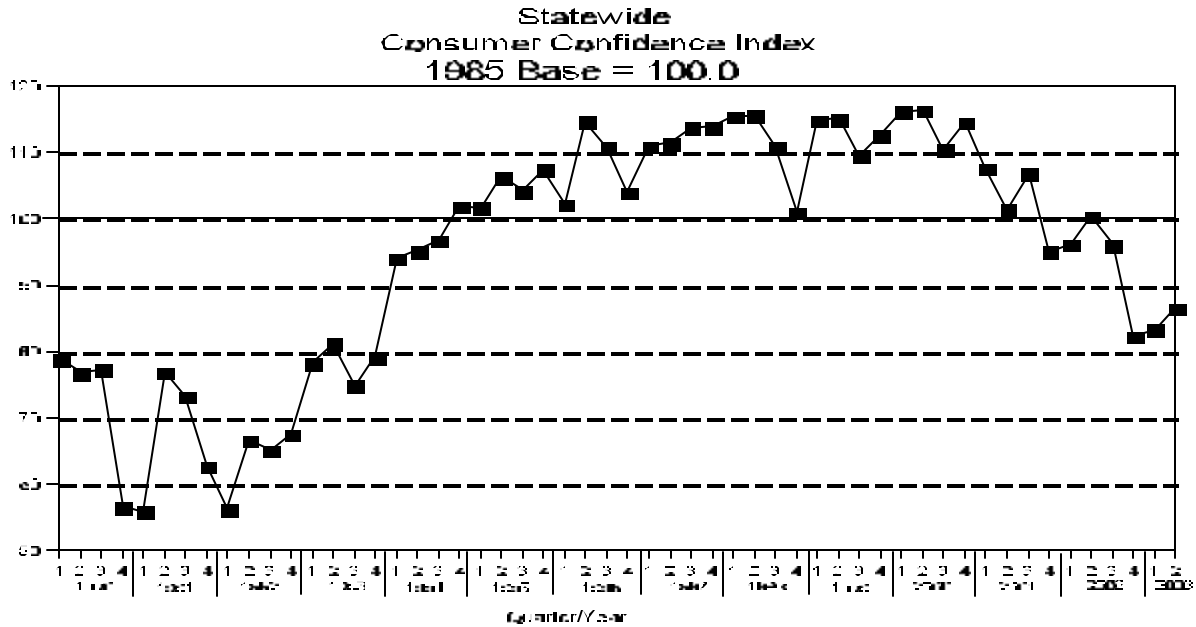
STATISTICAL DATA

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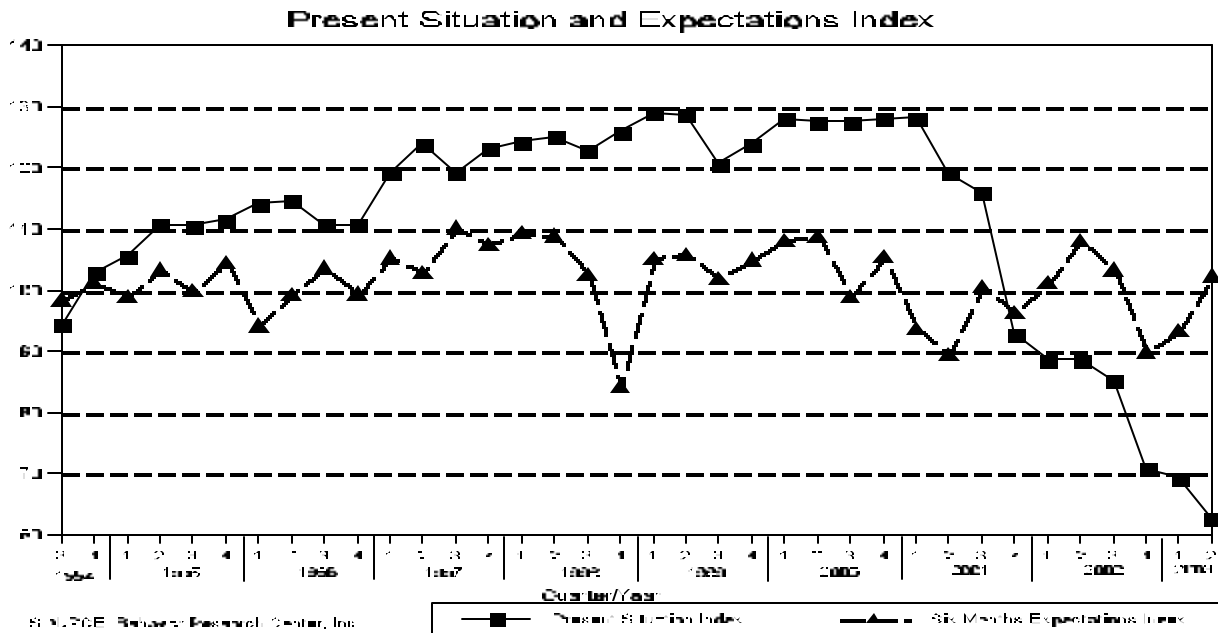
ARIZONA CONSUMER CONFIDENCE INDEX — April 2003

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SOURCE: Behavior Research Center, Inc.



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| | 2003 | | 2002 | | | | 2001 | | | | 2000 | | |
|--------------------------------------|--------------|------|------|-------|-------|-------|------|-------|-------|-------|-------|-------|-------|
| | Apr | Jan | Oct | July | Apr | Jan | Oct | July | Apr | Jan | Oct | July | Apr |
| <u>Consumer Confidence Index</u> | | | | | | | | | | | | | |
| Statewide | 86.5 | 83.3 | 82.3 | 96.1 | 100.4 | 96.2 | 95.1 | 106.8 | 101.4 | 107.6 | 114.5 | 110.4 | 116.3 |
| Phoenix | 86.6 | 84.6 | 85.5 | 96.6 | 102.3 | 97.4 | 96.0 | 110.3 | 101.5 | 109.5 | 115.0 | 110.5 | 117.5 |
| Tucson | 83.1 | 82.3 | 76.2 | 92.7 | 93.8 | 91.5 | 91.2 | 93.6 | 100.9 | 99.5 | 112.7 | 109.2 | 111.2 |
| <u>Index Detail (Statewide):</u> | | | | | | | | | | | | | |
| Present Situation Index | 62.6 | 69.4 | 70.8 | 85.2 | 88.6 | 88.6 | 92.9 | 116.0 | 119.2 | 128.2 | 128.0 | 127.5 | 127.5 |
| Expectation Index (Next 6 Months) | 102.5 | 93.4 | 90.0 | 103.4 | 108.2 | 101.3 | 96.5 | 100.7 | 89.6 | 93.9 | 105.5 | 99.1 | 108.9 |

*Appraisal of Present Situation:
Percent Holding Attitude*

Business Conditions:

| | | | | | | | | | | | | | |
|----------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Good | 34% | 32% | 33% | 37% | 41% | 39% | 39% | 54% | 51% | 56% | 57% | 60% | 61% |
| Normal | 41 | 47 | 45 | 42 | 41 | 43 | 41 | 34 | 37 | 36 | 35 | 31 | 30 |
| Bad | 19 | 16 | 19 | 16 | 13 | 13 | 14 | 8 | 9 | 5 | 5 | 6 | 5 |
| Not sure | 6 | 5 | 3 | 5 | 5 | 5 | 6 | 4 | 3 | 3 | 3 | 3 | 4 |

Employment:

| | | | | | | | | | | | | | |
|------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Jobs plentiful | 16% | 18% | 21% | 27% | 27% | 26% | 31% | 50% | 52% | 63% | 66% | 64% | 61% |
| Not so many | 30 | 35 | 36 | 32 | 32 | 38 | 31 | 21 | 24 | 17 | 16 | 17 | 14 |
| Jobs hard to get | 40 | 32 | 32 | 26 | 25 | 24 | 22 | 16 | 12 | 10 | 11 | 10 | 10 |
| Not sure | 14 | 15 | 11 | 15 | 16 | 12 | 16 | 13 | 12 | 10 | 7 | 9 | 15 |

*Expectations For Six Month Hence:
Percent Holding Attitude*

Business Conditions:

| | | | | | | | | | | | | | |
|----------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Better | 41% | 36% | 30% | 38% | 43% | 44% | 38% | 30% | 27% | 27% | 24% | 27% | 28% |
| Same | 42 | 45 | 46 | 46 | 41 | 41 | 42 | 51 | 54 | 55 | 59 | 57 | 57 |
| Worse | 9 | 13 | 16 | 8 | 9 | 10 | 11 | 12 | 16 | 13 | 8 | 10 | 8 |
| Not sure | 8 | 6 | 8 | 8 | 7 | 5 | 9 | 7 | 3 | 5 | 9 | 6 | 7 |

Employment:

| | | | | | | | | | | | | | |
|------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| More jobs | 37% | 30% | 32% | 32% | 42% | 38% | 36% | 32% | 29% | 30% | 32% | 31% | 37% |
| Same | 39 | 40 | 35 | 43 | 32 | 35 | 33 | 43 | 44 | 43 | 48 | 48 | 43 |
| Fewer jobs | 15 | 21 | 24 | 16 | 15 | 20 | 21 | 16 | 21 | 21 | 12 | 14 | 10 |
| Not sure | 9 | 9 | 9 | 9 | 11 | 7 | 10 | 9 | 6 | 6 | 8 | 7 | 10 |

Family Income:

| | | | | | | | | | | | | | |
|----------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Higher | 23% | 26% | 26% | 30% | 29% | 31% | 29% | 37% | 31% | 34% | 36% | 31% | 34% |
| Same | 67 | 65 | 67 | 64 | 65 | 62 | 61 | 58 | 62 | 59 | 58 | 62 | 58 |
| Lower | 6 | 6 | 5 | 4 | 4 | 5 | 7 | 4 | 6 | 4 | 3 | 5 | 4 |
| Not sure | 4 | 3 | 2 | 2 | 2 | 2 | 3 | 1 | 1 | 3 | 3 | 2 | 4 |

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|                | Rating Of<br><i>Current</i> General<br>Business Conditions             |                |                | Rating Of<br><i>Current</i> Job<br>Availability          |                |
|----------------|------------------------------------------------------------------------|----------------|----------------|----------------------------------------------------------|----------------|
|                | Maricopa<br>County                                                     | Pima<br>County |                | Maricopa<br>County                                       | Pima<br>County |
| Good           | 37%                                                                    | 25%            | Plenty         | 16%                                                      | 19%            |
| Normal         | 39                                                                     | 49             | Not so many    | 29                                                       | 34             |
| Bad            | 19                                                                     | 20             | Hard to get    | 40                                                       | 37             |
| Don't know     | 5                                                                      | 6              | Don't know     | 15                                                       | 10             |
| -----          |                                                                        |                |                |                                                          |                |
|                | Rating Of<br>General Business<br>Conditions<br><i>Six Months Hence</i> |                |                | Rating Of<br>Job Availability<br><i>Six Months Hence</i> |                |
|                | Maricopa<br>County                                                     | Pima<br>County |                | Maricopa<br>County                                       | Pima<br>County |
| Better         | 42%                                                                    | 38%            | More           | 39%                                                      | 28%            |
| About the same | 41                                                                     | 45             | About the same | 36                                                       | 48             |
| Worse          | 9                                                                      | 11             | Fewer          | 16                                                       | 15             |
| Don't know     | 8                                                                      | 6              | Don't know     | 9                                                        | 9              |
| -----          |                                                                        |                |                |                                                          |                |
|                | Rating Of<br>Family Income<br><i>Six Months Hence</i>                  |                |                |                                                          |                |
|                | Maricopa<br>County                                                     | Pima<br>County |                |                                                          |                |
| Higher         | 27%                                                                    | 24%            |                |                                                          |                |
| About the same | 64                                                                     | 67             |                |                                                          |                |
| Lower          | 6                                                                      | 5              |                |                                                          |                |
| Don't know     | 3                                                                      | 4              |                |                                                          |                |
| -----          |                                                                        |                |                |                                                          |                |

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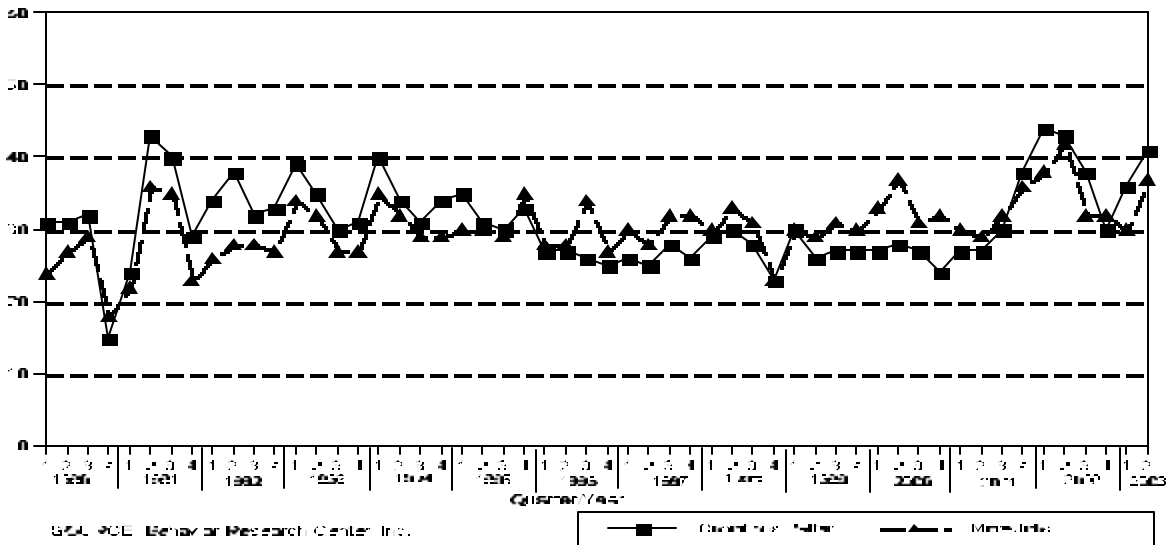
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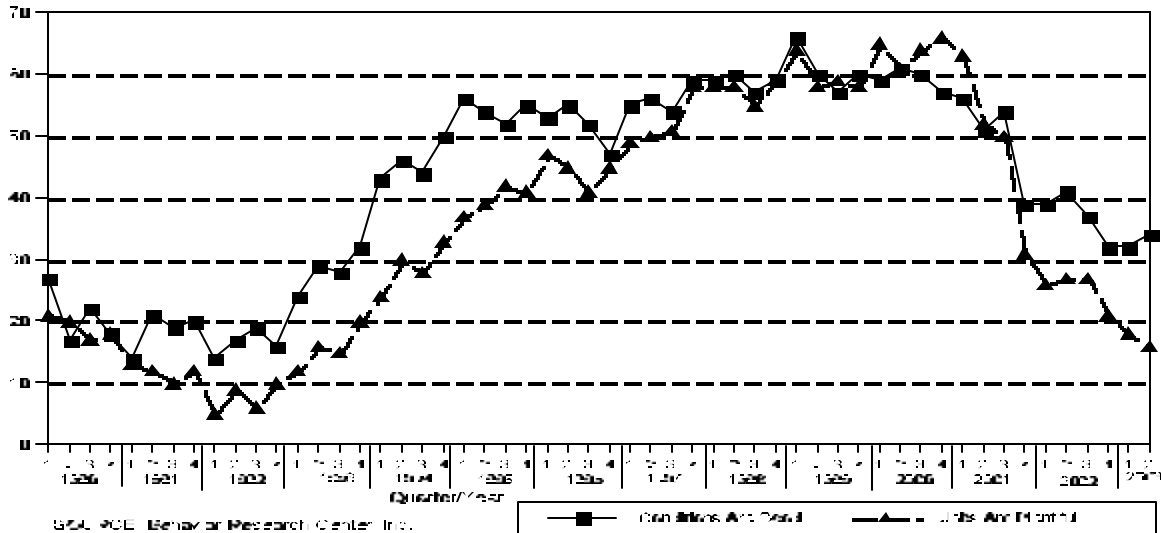
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**% with Positive Attitudes on  
Future Business Conditions and Job Market**



BGL POE Behavior Research Center, Inc.

**% with Positive Attitudes on  
Current Business Conditions and Job Market**



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