

*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE [RMP 2004-IV-01]

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## CONSUMER CONFIDENCE STABLE IN ARIZONA

Phoenix, Arizona, October 28, 2004. Consumer Confidence in Arizona, driven principally by belief that current business conditions are good and employment opportunities stable, remained at 101.1 in October, compare to nearly an identical 101.3 reading in July.

It is likely that the Consumer Confidence Index would have risen fairly robustly this period if consumers were not hesitant about the coming six months. For example, belief that business conditions improve better declined by six points, belief that job opportunities will expand fell by nine points and family income readings softened as well by four points.

In effect, while belief that current economic conditions are improved, concern about the future is holding back growth in the overall Consumer Confidence Index.

It also appears that Consumers in Maricopa County are more positive in their views compared to consumers in Pima County. Thus, the CCI rose in Maricopa to 103.2 from 102.5 in July, while in Tucson, the CCI subsided to 93.5 from 96.4 in July.

The findings outlined in this report are based on a survey of 705 adult consumers across Arizona conducted between October 5<sup>th</sup> and October 14<sup>th</sup>, 2004, 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](http://www.brcpolls.com) to read this and other recent polls.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-IV-01) is based on 705 telephone interviews with adults, conducted from June 30<sup>th</sup> through July 7<sup>th</sup>, 2004 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.7 percent of what they would have been had the entire adult population been surveyed. The Maricopa and Pima County segments include 570 interviews and have a margin of error of plus or minus 4.2 percent. 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.

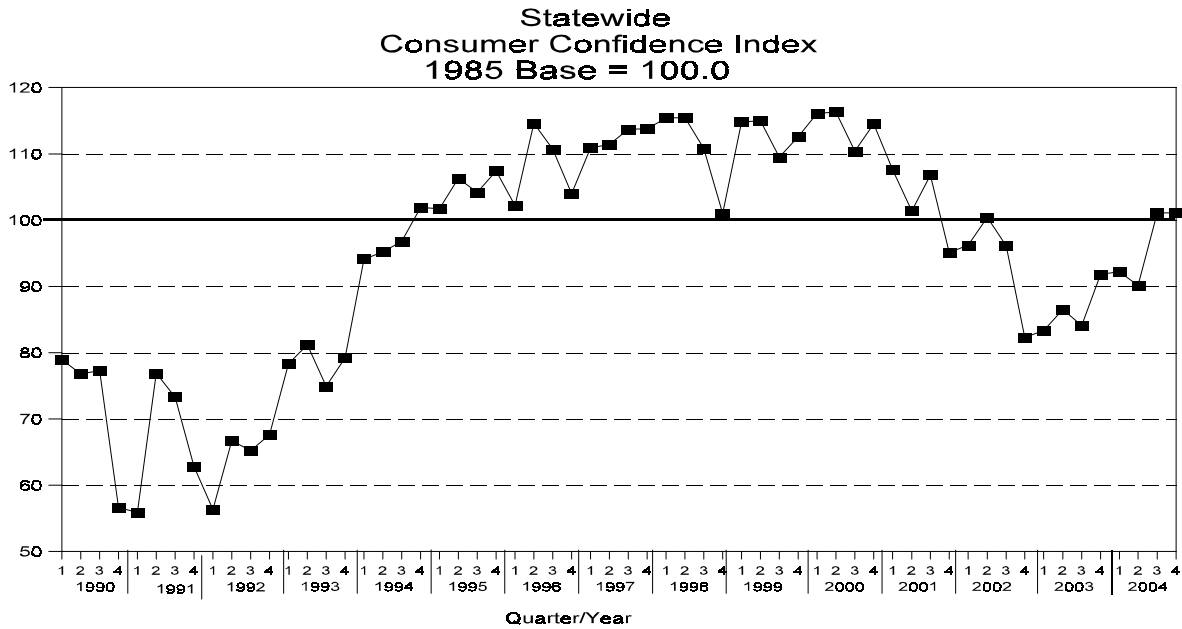
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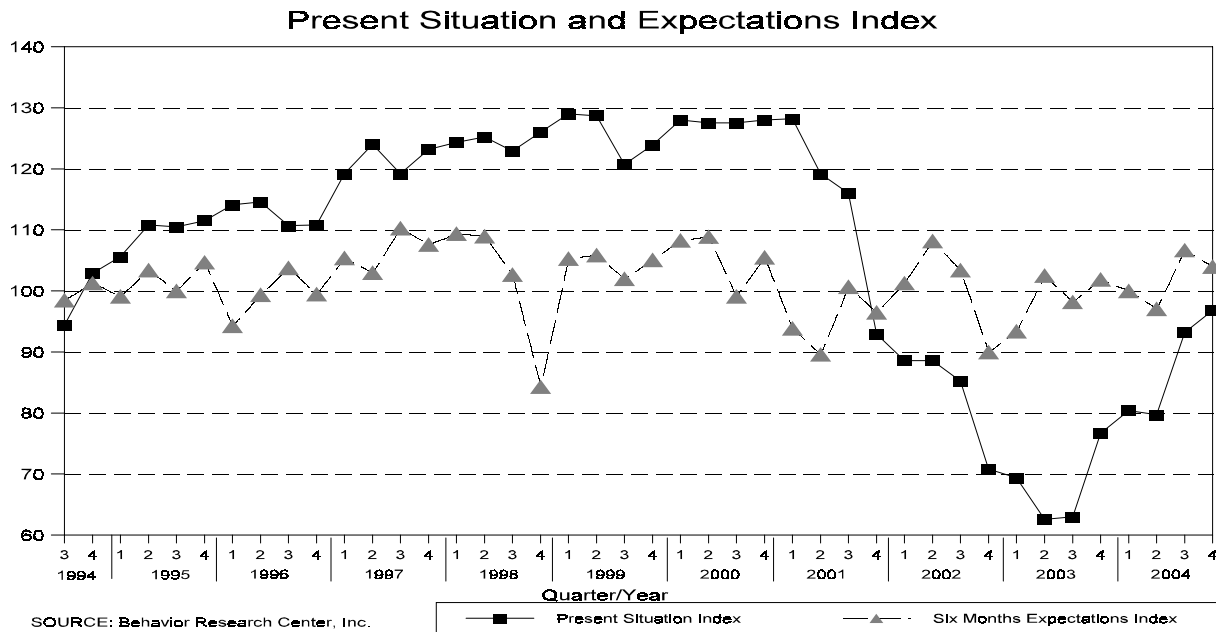
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SOURCE: Behavior Research Center, Inc.



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**2004-IV-01**

	2004				2003				2002			
	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan
<u>Consumer Confidence Index</u>												
Statewide	<b>101.1</b>	101.3	90.1	92.2	91.8	84.1	86.5	83.3	82.3	96.1	100.4	96.2
Phoenix	<b>103.2</b>	102.5	89.3	94.3	93.0	87.9	86.6	84.6	85.5	96.6	102.3	97.4
Tucson	<b>93.5</b>	96.4	91.7	84.4	88.5	72.0	83.1	82.3	76.2	92.7	93.8	91.5
<u>Index Detail (Statewide):</u>												
Present Situation Index	<b>96.8</b>	93.2	79.7	80.4	76.7	63.0	62.6	69.4	70.8	85.2	88.6	88.6
Expectation Index (Next 6 Months)	<b>104.0</b>	106.7	97.1	100.0	101.9	98.2	102.5	93.4	90.0	103.4	108.2	101.3

*Appraisal of Present Situation:  
Percent Holding Attitude*

	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993
<u>Business Conditions:</u>												
Good	<b>43%</b>	44%	43%	39%	37%	32%	34%	32%	33%	37%	41%	39%
Normal	<b>38</b>	39	39	39	45	42	41	47	45	42	41	43
Bad	<b>12</b>	14	14	14	15	20	19	16	19	16	13	13
Not sure	<b>7</b>	3	4	8	3	6	6	5	3	5	5	5
<u>Employment:</u>												
Jobs plentiful	<b>31%</b>	31%	25%	24%	22%	15%	16%	18%	21%	27%	27%	26%
Not so many	<b>28</b>	32	26	29	32	35	30	35	36	32	32	38
Jobs hard to get	<b>28</b>	26	35	32	32	37	40	32	32	26	25	24
Not sure	<b>13</b>	11	14	15	14	13	14	15	11	15	16	12

*Expectations For Six Month Hence:  
Percent Holding Attitude*

	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993
<u>Business Conditions:</u>												
Better	<b>32%</b>	38%	36%	40%	45%	39%	41%	36%	30%	38%	43%	44%
Same	<b>49</b>	46	46	42	39	46	42	45	46	46	41	41
Worse	<b>9</b>	9	11	11	9	10	9	13	16	8	9	10
Not sure	<b>10</b>	7	7	7	7	5	8	6	8	8	7	5
<u>Employment:</u>												
More jobs	<b>31%</b>	40%	31%	36%	37%	35%	37%	30%	32%	32%	42%	38%
Same	<b>41</b>	35	39	35	37	39	39	40	35	43	32	35
Fewer jobs	<b>17</b>	15	19	19	18	18	15	21	24	16	15	20
Not sure	<b>11</b>	10	11	10	8	8	9	9	9	9	11	7
<u>Family Income:</u>												
Higher	<b>31%</b>	35%	26%	26%	28%	26%	23%	26%	26%	30%	29%	31%
Same	<b>62</b>	60	66	66	64	65	67	65	67	64	65	62
Lower	<b>5</b>	4	5	5	6	7	6	6	5	4	4	5
Not sure	<b>2</b>	1	3	3	2	2	4	3	2	2	2	2

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|                   | Rating Of<br>Current General<br>Business Conditions             |                |                   | Rating Of<br>Current Job<br>Availability          |                |
|-------------------|-----------------------------------------------------------------|----------------|-------------------|---------------------------------------------------|----------------|
|                   | Maricopa<br>County                                              | Pima<br>County |                   | Maricopa<br>County                                | Pima<br>County |
| Good              | 48%                                                             | 39%            | Plenty            | 35%                                               | 24%            |
| Normal            | 36                                                              | 40             | Not so many       | 27                                                | 31             |
| Bad               | 9                                                               | 17             | Hard to get       | 24                                                | 27             |
| Don't know        | 7                                                               | 4              | Don't know        | 14                                                | 18             |
| ~~~~~             |                                                                 |                |                   |                                                   |                |
|                   | Rating Of<br>General Business<br>Conditions<br>Six Months Hence |                |                   | Rating Of<br>Job Availability<br>Six Months Hence |                |
|                   | Maricopa<br>County                                              | Pima<br>County |                   | Maricopa<br>County                                | Pima<br>County |
| Better            | 37%                                                             | 25%            | More              | 33%                                               | 27%            |
| About the<br>same | 46                                                              | 58             | About the<br>same | 40                                                | 47             |
| Worse             | 8                                                               | 5              | Fewer             | 17                                                | 13             |
| Don't know        | 9                                                               | 12             | Don't know        | 10                                                | 13             |
| ~~~~~             |                                                                 |                |                   |                                                   |                |
|                   | Rating Of<br>Family Income<br>Six Months Hence                  |                |                   |                                                   |                |
|                   | Maricopa<br>County                                              | Pima<br>County |                   |                                                   |                |
| Higher            | 36%                                                             | 29%            |                   |                                                   |                |
| About the<br>same | 60                                                              | 64             |                   |                                                   |                |
| Lower             | 3                                                               | 7              |                   |                                                   |                |
| Don't know        | 1                                                               | *              |                   |                                                   |                |

\* Indicates % less than .5

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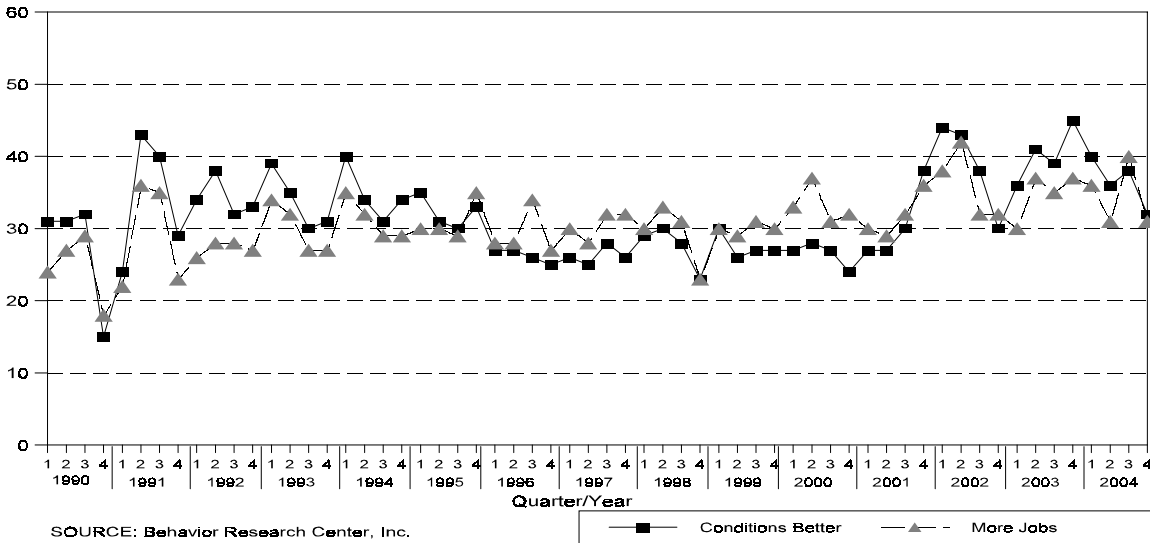
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% with Positive Attitudes on Future Business Conditions and Job Market



% with Positive Attitudes on Current Business Conditions and Job Market

