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# ***Rocky Mountain Poll***

NEWS RELEASE [RMP 2008-II-03]

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ARIZONA CONSUMER CONFIDENCE LOWEST SINCE 1992 –  
BUT HIGHER THAN NATIONAL READINGS.  
LOWER CONSUMER SPENDING MAY AFFECT STATE BUDGET

Phoenix, Arizona. June 3, 2008. The level of consumer confidence in the economy among Arizonans has dropped sharply to 73.4 from 79.8 in January and 101.9 last July. This is the lowest reading in 16 years when in 1992 the confidence index sank to 67.6. The Consumer Confidence Index, compared to January, is lower in every region of the state, driven principally by loss of confidence in the current economy, business confidence and employment.

Looking ahead, consumers show little improvement in their expectations, the current reading at 76.0, compared to 75.3 in January and the much more robust 97.4 reading registered last summer.

It should be noted that this may not represent the lowest levels to which Consumer Confidence can sink. In Arizona, the Index fell to 56.6 in 1990 and to 54.7 in 1982 – the record low.

Today, only 31 percent are willing to characterize business conditions as “good,” the lowest reading in at least four years. The proportion who believe jobs are plentiful in Arizona plummeted to 23 percent from 30 percent last quarter and from over 40 percent during last summer.

Arizona consumers are tracking closely to the slump in Consumer Confidence across the nation – also registering its lowest level in 16 years. Arizona figures, however, are considerably better than the national average: 73.4 in Arizona compared to only 57.2 in the Conference Board Survey conducted nationally. Even so, the continuing slide in confidence will probably make itself felt in lower levels of consumer spending in the coming six months, further exacerbating tax revenue problems for state and local government.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2008-II-03), is based on 801 interviews with adult heads of household across Arizona, conducted between May 12 and 20, 2008. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.5 percent of what they would have been had the entire voter 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 sponsored by the Center. This statement conforms to the principles of disclosure of the National Council on Public Polls.

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**ENCLOSED:** Statistical data for reference.

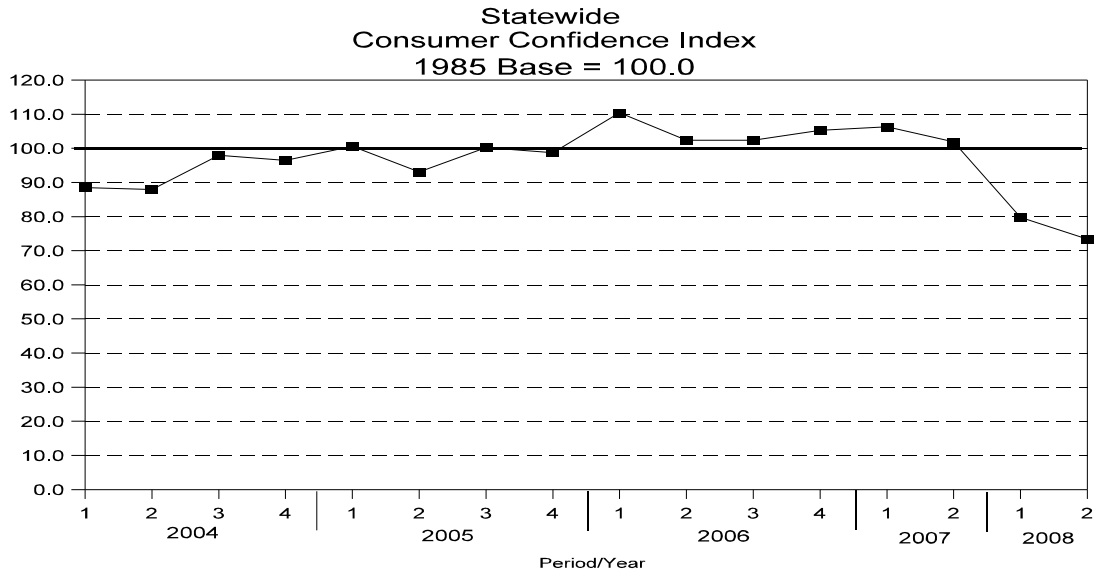
STATISTICAL DATA

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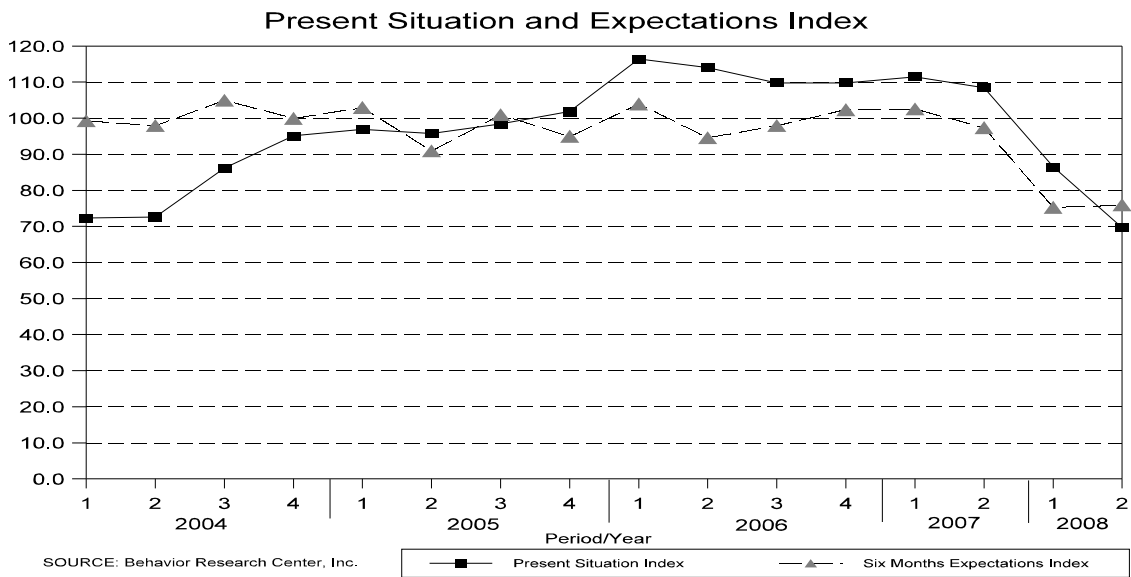
ARIZONA CONSUMER CONFIDENCE INDEX — May 2008

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

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SOURCE: Behavior Research Center, Inc.



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Present Situation Index	Six Months Expectations Index
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	2008		2007		2006			2005		
	May	Jan	July	Jan	Sept	Jul	May	Jan	Oct	Jul
<u>Consumer Confidence Index</u>										
Statewide	<b>73.4</b>	79.8	101.9	106.3	105.3	102.7	102.4	110.4	98.1	100.3
Maricopa	<b>82.6</b>	88.7	106.6	111.5	109.2	109.3	108.0	117.8	101.5	106.5
Pima	<b>61.1</b>	65.0	96.2	102.7	104.0	101.0	92.0	102.5	94.2	88.1
Rural	<b>58.2</b>	68.8	91.2	91.5	96.4	86.5	94.1	94.8	91.3	94.1
<u>Index Detail (Statewide):</u>										
Present Situation Index	<b>69.7</b>	86.5	108.5	111.5	109.7	109.8	114.0	116.4	101.9	98.4
Expectation Index (Next 6 Months)	<b>76.0</b>	75.3	97.4	102.6	102.4	98.0	94.6	106.4	95.6	101.6

*Appraisal of Present Situation:  
Percent Holding Attitude*

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
<u>Business Conditions:</u>										
Good	<b>31%</b>	34%	38%	50%	49%	50%	51%	52%	48%	50%
Normal	<b>41</b>	45	46	38	38	37	35	40	37	39
Bad	<b>25</b>	17	11	7	9	9	9	4	10	8
Not sure	<b>3</b>	4	5	5	4	4	5	4	5	3
<u>Employment:</u>										
Jobs plentiful	<b>23%</b>	30%	41%	42%	44%	46%	49%	46%	40%	36%
Not so many	<b>36</b>	32	34	25	22	21	21	22	22	24
Jobs hard to get	<b>30</b>	24	14	18	19	20	16	17	25	27
Not sure	<b>11</b>	14	11	15	15	13	14	15	13	13

*Expectations For Six Month Hence:  
Percent Holding Attitude*

	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999
<u>Business Conditions:</u>										
Better	<b>28%</b>	23%	25%	27%	33%	32%	29%	39%	34%	34%
Same	<b>44</b>	45	59	59	52	48	49	48	49	53
Worse	<b>24</b>	24	11	7	9	13	14	8	12	9
Not sure	<b>4</b>	8	5	7	6	7	8	5	5	4
<u>Employment:</u>										
More jobs	<b>25%</b>	25%	25%	28%	33%	32%	31%	39%	31%	35%
Same	<b>38</b>	39	55	49	43	43	44	41	43	44
Fewer jobs	<b>30</b>	27	13	13	15	17	15	13	17	17
Not sure	<b>7</b>	9	7	10	9	8	10	7	9	4
<u>Family Income:</u>										
Higher	<b>24%</b>	22%	25%	29%	27%	32%	26%	27%	28%	31%
Same	<b>66</b>	68	67	61	65	61	66	65	63	61
Lower	<b>8</b>	7	4	5	5	5	6	6	7	6
Not sure	<b>2</b>	3	4	5	3	2	2	2	2	2

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|            | Rating Of<br>Current General<br>Business Conditions |      |       |
|------------|-----------------------------------------------------|------|-------|
|            | Maricopa                                            | Pima | Rural |
| Good       | 32%                                                 | 31%  | 26%   |
| Normal     | 41                                                  | 48   | 34    |
| Bad        | 23                                                  | 19   | 35    |
| Don't know | 4                                                   | 2    | 5     |

|             | Rating Of<br>Current Job<br>Availability |      |       |
|-------------|------------------------------------------|------|-------|
|             | Maricopa                                 | Pima | Rural |
| Plenty      | 29%                                      | 16%  | 12%   |
| Not so many | 35                                       | 37   | 39    |
| Hard to get | 25                                       | 36   | 37    |
| Don't know  | 11                                       | 11   | 12    |

|                | Rating Of<br>General Business<br>Conditions<br>Six Months Hence |      |       |
|----------------|-----------------------------------------------------------------|------|-------|
|                | Maricopa                                                        | Pima | Rural |
| Better         | 33%                                                             | 20%  | 22%   |
| About the same | 41                                                              | 47   | 50    |
| Worse          | 22                                                              | 30   | 23    |
| Don't know     | 4                                                               | 3    | 5     |

|                | Rating Of<br>Job Availability<br>Six Months Hence |      |       |
|----------------|---------------------------------------------------|------|-------|
|                | Maricopa                                          | Pima | Rural |
| More           | 27%                                               | 22%  | 25%   |
| About the same | 39                                                | 34   | 37    |
| Fewer          | 27                                                | 38   | 31    |
| Don't know     | 7                                                 | 6    | 7     |

|                | Rating Of<br>Family Income<br>Six Months Hence |      |       |
|----------------|------------------------------------------------|------|-------|
|                | Maricopa                                       | Pima | Rural |
| Higher         | 30%                                            | 15%  | 17%   |
| About the same | 62                                             | 77   | 65    |
| Lower          | 7                                              | 8    | 13    |
| Don't know     | 1                                              | 0    | 5     |

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