behavior research center's

Rocky Mountain Poll

NEWS
RELEASE [RMP 2012-III-02]

Contact: Jim Haynes
President/CEO
Earl de Berge
Research Director

ARIZONA CONSUMER CONFIDENCE IN THE ECONOMY EDGES UPWARD

Phoenix, Arizona, October 19, 2012 Confidence in the Arizona economy continues to edge upward notwithstanding the political rhetoric of the election season. The Consumer Confidence Index (CCI) currently stands at 71.3 which is up from 68.6 in April of this year and is much higher than the year ago today reading of 57.5. Additionally, this is the highest CCI reading since May of 2008 when the CCI stood at 73.4.

The consumer assessment of the current economic situation in Arizona (known as the Present Situation Component of the CCI) rose to 40.6 from 39.0 and although still anemic is the strongest positive reading since May of 2008 (69.7) and is far stronger than the year ago reading when it was only 32.8.

Another encouraging sign is that as consumers look forward six months, the Expectations Index rose to 91.8 compared to 88.4 in April. This reading is also the second highest positive outlook since July of 2007 when it hit 97.4. The highest reading was in January of 2012 when it reached 94.5

The Consumer Confidence Index is being pushed upward principally by several factors:

First, improved confidence in Maricopa County and in the rural counties. The Maricopa CCI now stands at 78.5, the highest favorable reading since May of 2008. Similarly, in the rural areas the CCI is now at 63.0, the highest favorable Index reading since January of 2008.

Second, consumer attitudes toward the job market, although still pessimistic, show modest improvement. For example, the proportion who describe jobs as being "plentiful" rose to 12 percent compared to only eight percent in April. Simultaneously, those saying jobs are "hard to get" declined from 53 per cent to 48 per cent. While the shifts are modest, they are in a positive direction and are the best readings since April of 2010.

-more-

Attitudes toward improvement in the economy may be clouded by the intense political rhetoric in the presidential election with President Obama arguing that slow but steady progress is being made and challenger Mitt Romney arguing that the job market has worsened compared to when the President took office nearly four years ago. It also appears that the political rhetoric has made more consumers less sure about what they are seeing in the economy. Note for example, that the proportion who are "unsure" about how to assess the job market in the coming six months more than doubled to 19 percent from its usual level.

Overall, while the readings are hardly to be called stellar, both the Current Situations and Expectations components of the CCI are moving toward more positive ground and in doing so, indicate some fresh air in the consumer's confidence in the economy. If one wants to take a positive view of the readings, one can note that 70 percent believe the coming six months will see a stable or improving business climate; 66 percent see a stable or improving job market and 87 percent believe their family income will remain stable or improve in the coming six months.

Commenting on the October findings, Dr, Dennis Hoffman of the L. William Seidman Research Institute at the W. P. Carey School of Business commented that: "The latest numbers from the Behavior Research Center on consumer confidence are consistent with the recent pace of retail transactions and the employment gains realized in recent months. The Arizona economy is steadily improving and the survey suggests a solid holiday shopping season ahead. Admittedly the pace of employment growth lags other Arizona post WW II recoveries because the real estate collapse in this cycle was far worse. But the direction is clear and these trends will likely continue as long as the beleaguered Arizona real estate sector continues to exhibit signs of recovery. (Dr Hoffman may be contacted at 480-965-5362)

-30-

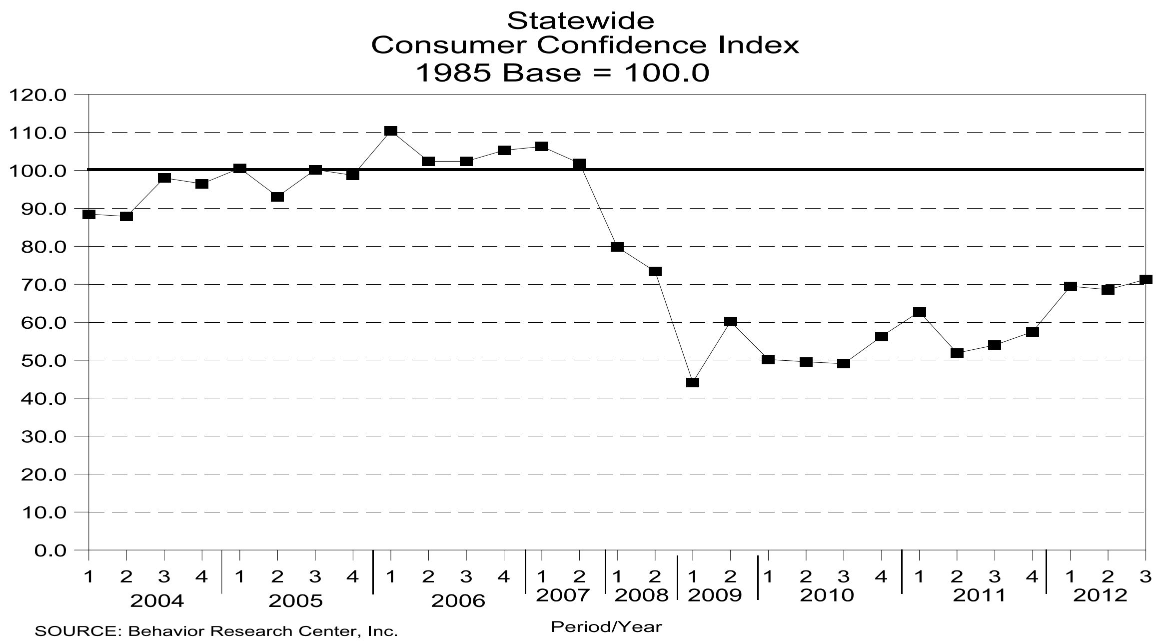
EDITOR'S NOTE: **This Rocky Mountain Poll - Arizona (2012-III-02), is based on 709 interviews with adult heads of household statewide, conducted between October 4 and October 11, 2012. Interviewing was conducted in English or Spanish by professional interviewers of the Behavior Research Center on both land lines and cell phones. 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 3.8 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 sponsored by the Center.**

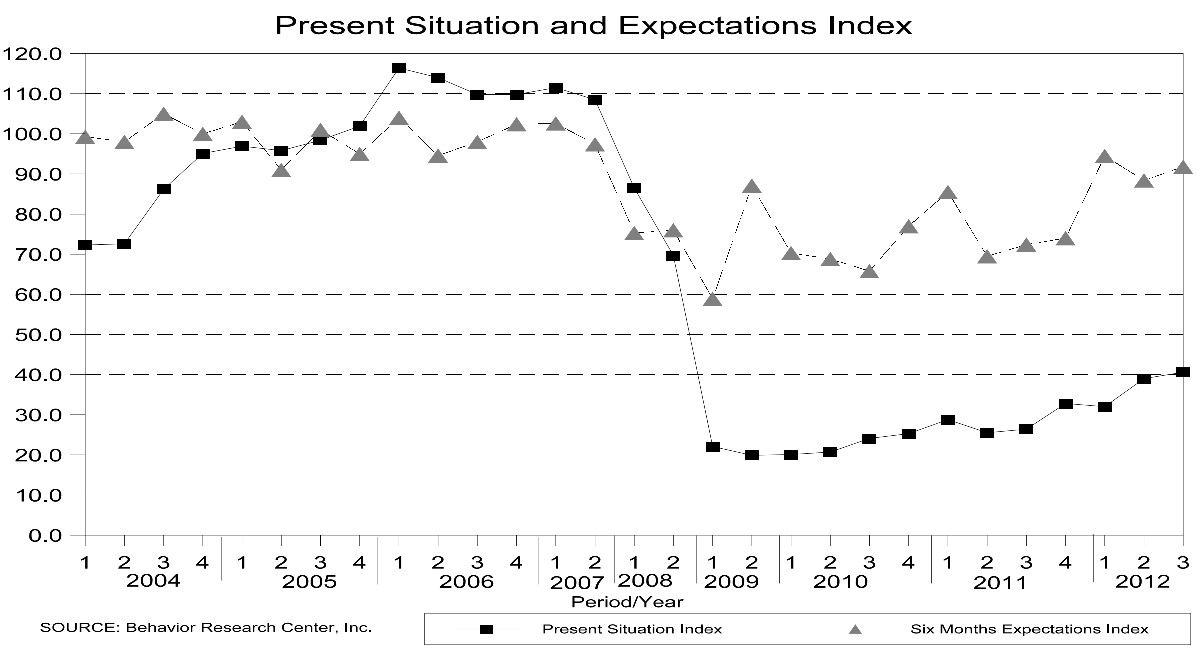
This statement conforms to the principles of disclosure of the National Council on Public Polls
ENCLOSED: Statistical tables

STATISTICAL DATA **Behavior Research Center**

ARIZONA CONSUMER CONFIDENCE INDEX **April 2012**

For this and other polls, see www.brcpolls.com/results. **RMP 2012-III-02**





STATISTICAL DATA | **Behavior Research Center**

ARIZONA CONSUMER CONFIDENCE INDEX | **April 2012**

For this and other polls, see www.brcpolls.com/results. | **RMP 2012-III-02**

	2012			2011				2010		
	Oct	Apr	Jan	Oct	Jul	Apr	Jan	Oct	Jul	Apr
Consumer Confidence Index										
Statewide	71.3	68.6	69.5	57.5	54.0	51.9	62.8	56.3	49.1	49.6
Maricopa	78.5	75.0	73.5	63.5	60.9	56.4	63.5	55.7	52.8	56.0
Pima	58.0	66.7	70.8	48.7	40.3	50.3	74.0	54.1	41.6	42.6
Rural	63.0	55.3	58.1	45.9	44.7	41.8	54.6	59.1	43.5	38.3
Index Detail (Statewide):										
Present Situation Index	40.6	39.0	32.0	32.8	26.4	25.5	28.8	25.3	24.1	20.7
Expectation Index (Next 6 Months)	91.8	88.4	94.5	74.0	72.4	69.5	85.5	77.0	65.8	68.8

Appraisal of Present Situation:
Percent Holding Attitude

Business Conditions:										
Good	20%	26%	22%	21%	21%	24%	22%	21%	19%	17%
Normal	44	40	42	39	32	37	35	31	34	38
Bad	31	29	33	37	43	35	38	43	43	41
Not sure	5	5	3	3	4	4	5	5	4	4
Employment:										
Jobs plentiful	12%	8%	6%	9%	6%	2%	5%	5%	5%	3%
Not so many	30	33	33	28	25	31	31	26	26	30
Jobs hard to get	48	53	56	56	63	59	55	62	63	60
Not sure	10	6	5	7	6	8	9	7	6	7

Expectations For Six Month Hence:
Percent Holding Attitude

Business Conditions:										
Better	28%	32%	36%	28%	25%	29%	32%	27%	25%	29%
Same	42	47	48	47	47	49	48	44	48	43
Worse	12	14	11	20	20	18	16	17	22	21
Not sure	18	7	5	5	8	4	4	12	5	7
Employment:										
More jobs	29%	30%	27%	24%	23%	25%	29%	25%	22%	25%
Same	37	42	51	40	39	39	47	42	43	38
Fewer jobs	15	19	16	29	31	29	18	22	29	30
Not sure	19	9	6	7	7	7	6	11	6	7
Family Income:										
Higher	22%	19%	23%	22%	21%	12%	19%	16%	15%	17%
Same	65	69	68	63	67	73	67	69	70	65
Lower	9	9	8	11	10	13	11	11	13	15
Not sure	4	3	1	4	2	2	3	4	2	3

~~~~~~~~~~~~~~~~
~~~~~~~~~~~~~~~~

STATISTICAL DATA **Behavior Research Center**

ARIZONA CONSUMER CONFIDENCE INDEX **April 2012**

For this and other polls, see www.brcpolls.com/results. **RMP 2012-III-02**

Rating Of *Current* General Business Conditions

	Maricopa	Pima	Rural
Good	21%	17%	19%
Normal	51	28	38
Bad	25	41	41
Don't know	3	14	2
	100%	100%	100%

~~~~~~~~~~~~~~~~

Rating Of *Current* Job Availability

	Maricopa	Pima	Rural
Plenty	13%	9%	13
Not so many	31	25	31
Hard to get	44	51	54
Don't know	12	15	2
	100%	100%	100%

~~~~~~~~~~~~~~~~

Rating Of General Business Conditions *Six Months Hence*

	Maricopa	Pima	Rural
Better	31%	19%	28%
About the same	41	38	44
Worse	10	18	14
Don't know	18	25	14
	100%	100%	100%

~~~~~~~~~~~~~~~~

Rating Of Job Availability *Six Months Hence*

	Maricopa	Pima	Rural
More	32%	31%	23%
About the same	37	23	45
Fewer	14	16	18
Don't know	17	30	14
	100%	100%	100%

~~~~~~~~~~~~~~~~

Rating Of Family Income *Six Months Hence*

	Maricopa	Pima	Rural
Higher	26%	14%	20%
About the same	64	70	63
Lower	6	12	13
Don't know	4	4	4
	100%	100%	100%

~~~~~~~~~~~~~~~~
~~~~~~~~~~~~~~~~

STATISTICAL DATA **Behavior Research Center**

ARIZONA CONSUMER CONFIDENCE INDEX **April 2012**

For this and other polls, see www.brcpolls.com/results. **RMP 2012-III-02**