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Rocky Mountain Poll

NEWS RELEASE [RMP 2003-IV-04]

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CONSUMER CONFIDENCE INDEX IN ARIZONA CLOSES YEAR ON POSITIVE NOTE

Phoenix, Arizona, October 24, 2003. Arizona consumer confidence has reversed course again, rising in both Tucson and Phoenix, resuming the upward trend that started in January and continued through the spring but then faltered in July. The Consumer Confidence Index rose in October to an impressive 91.8 compared to 84.1 in July, 86.5 in April and 83.3 at the outset of the year. The current reading is the best of 2003.

Equally encouraging is the finding that confidence in both Tucson and Phoenix has reached a high water mark for the year: 93.0 in Phoenix and 88.5 in Tucson.

The positive movement in the Index traces to improvements in consumer assessment of current economic conditions and in their expectations about the coming six months. Those who believe the job market has improved rose to 22 percent from 15 in July and those expecting it will increase in the coming six months rose to 37 percent. Confidence that the business environment is getting better also showed clear signs of improvement: 37 percent describe business conditions as good today – the highest such reading in 15 months. Similarly, those expecting business conditions to continue to improve in the coming six months now registers at 45 percent, compared to only 39 percent in July. Indeed, this indicator is at the highest level seen in more than two years.

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The findings outlined in this report are based on a survey of 565 adults in Maricopa and Pima Counties conducted between October 9th and October 16th, 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.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-IV-04) is based on 565 telephone interviews with adults, conducted from October 9th through October 16th, 2003 in Maricopa and Pima Counties. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.2 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.

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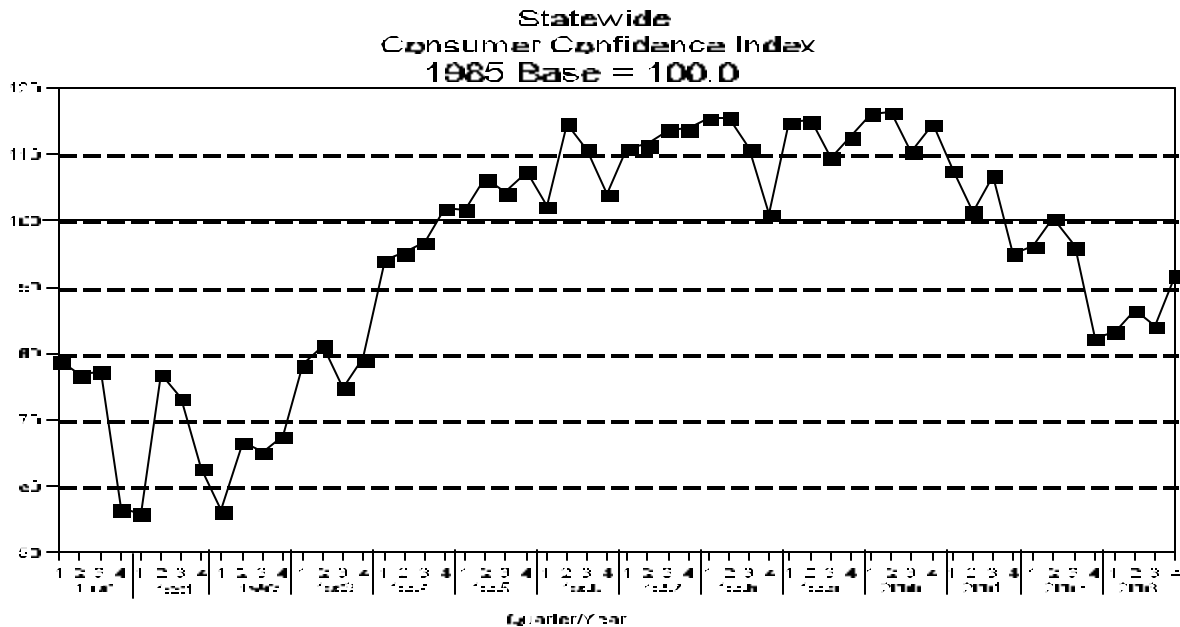
STATISTICAL DATA

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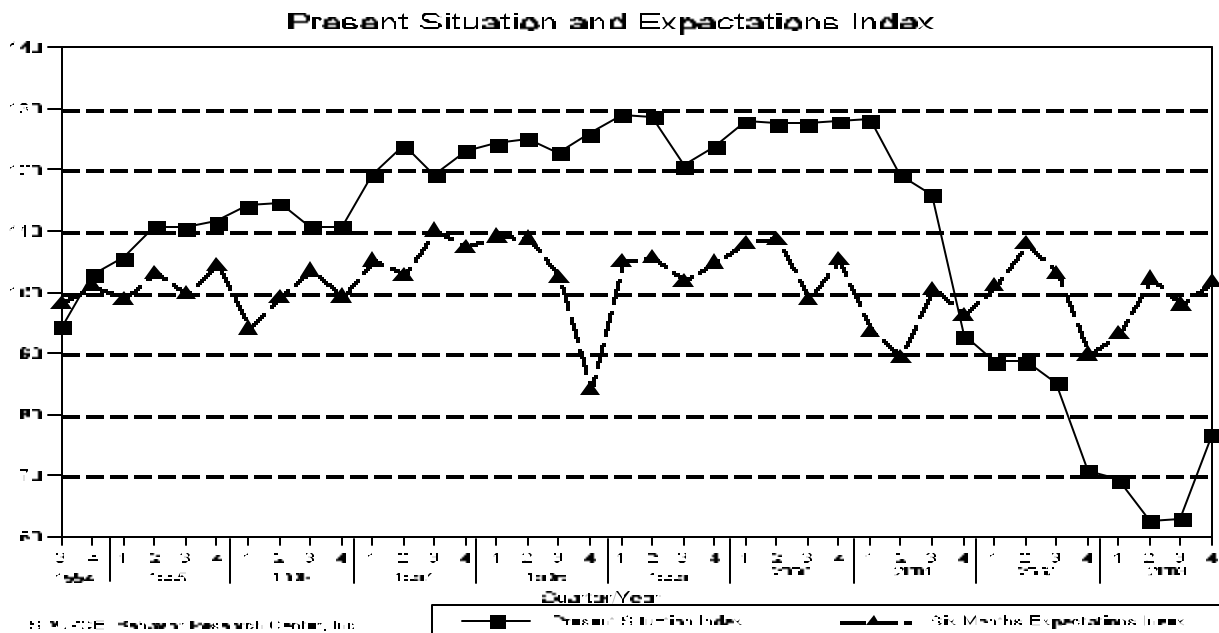
ARIZONA CONSUMER CONFIDENCE INDEX — October 2003

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

2003-III-04



SOURCE: Behavior Research Center, Inc.



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■	Present Situation Index	▲	Six-Month Expectations Index
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STATISTICAL DATA

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2003-IV-04

	2003				2002				2001			
	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan
<u>Consumer Confidence Index</u>												
Statewide	91.8	84.1	86.5	83.3	82.3	96.1	100.4	96.2	95.1	106.8	101.4	107.6
Phoenix	93.0	87.9	86.6	84.6	85.5	96.6	102.3	97.4	96.0	110.3	101.5	109.5
Tucson	88.5	72.0	83.1	82.3	76.2	92.7	93.8	91.5	91.2	93.6	100.9	99.5
<u>Index Detail (Statewide):</u>												
Present Situation Index	76.7	63.0	62.6	69.4	70.8	85.2	88.6	88.6	92.9	116.0	119.2	128.2
Expectation Index (Next 6 Months)	101.9	98.2	102.5	93.4	90.0	103.4	108.2	101.3	96.5	100.7	89.6	93.9

*Appraisal of Present Situation:
Percent Holding Attitude*

	2003				2002				2001			
<u>Business Conditions:</u>												
Good	37%	32%	34%	32%	33%	37%	41%	39%	39%	54%	51%	56%
Normal	45	42	41	47	45	42	41	43	41	34	37	36
Bad	15	20	19	16	19	16	13	13	14	8	9	5
Not sure	3	6	6	5	3	5	5	5	6	4	3	3
<u>Employment:</u>												
Jobs plentiful	22%	15%	16%	18%	21%	27%	27%	26%	31%	50%	52%	63%
Not so many	32	35	30	35	36	32	32	38	31	21	24	17
Jobs hard to get	32	37	40	32	32	26	25	24	22	16	12	10
Not sure	14	13	14	15	11	15	16	12	16	13	12	10

*Expectations For Six Month Hence:
Percent Holding Attitude*

	2003				2002				2001			
<u>Business Conditions:</u>												
Better	45%	39%	41%	36%	30%	38%	43%	44%	38%	30%	27%	27%
Same	39	46	42	45	46	46	41	41	42	51	54	55
Worse	9	10	9	13	16	8	9	10	11	12	16	13
Not sure	7	5	8	6	8	8	7	5	9	7	3	5
<u>Employment:</u>												
More jobs	37%	35%	37%	30%	32%	32%	42%	38%	36%	32%	29%	30%
Same	37	39	39	40	35	43	32	35	33	43	44	43
Fewer jobs	18	18	15	21	24	16	15	20	21	16	21	21
Not sure	8	8	9	9	9	9	11	7	10	9	6	6
<u>Family Income:</u>												
Higher	28%	26%	23%	26%	26%	30%	29%	31%	29%	37%	31%	34%
Same	64	65	67	65	67	64	65	62	61	58	62	59
Lower	6	7	6	6	5	4	4	5	7	4	6	4
Not sure	2	2	4	3	2	2	2	2	3	1	1	3

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2003-IV-04

	Rating Of <i>Current</i> General Business Conditions			Rating Of <i>Current</i> Job Availability	
	Maricopa County	Pima County		Maricopa County	Pima County
Good	38%	34%	Plenty	23%	18%
Normal	44	45	Not so many	33	28
Bad	15	15	Hard to get	31	35
Don't know	3	6	Don't know	13	19

	Rating Of General Business Conditions <i>Six Months Hence</i>			Rating Of Job Availability <i>Six Months Hence</i>	
	Maricopa County	Pima County		Maricopa County	Pima County
Better	46%	41%	More	39%	30%
About the same	38	44	About the same	37	40
Worse	10	6	Fewer	17	20
Don't know	6	9	Don't know	7	10

	Rating Of Family Income <i>Six Months Hence</i>				
	Maricopa County	Pima County			
Higher	28%	26%			
About the same	63	66			
Lower	7	6			
Don't know	2	2			

STATISTICAL DATA

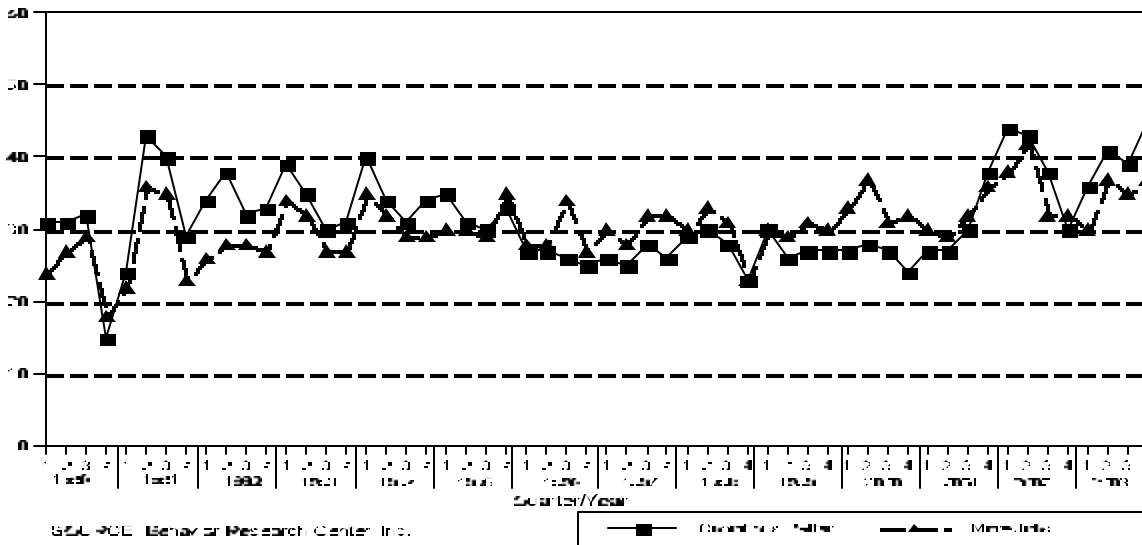
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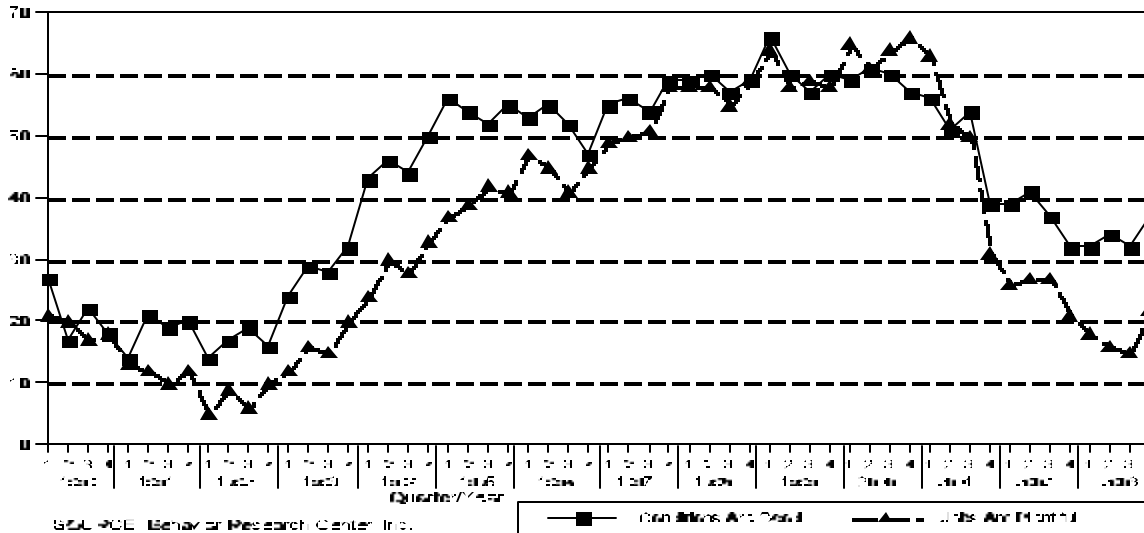
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**% with Positive Attitudes on
Future Business Conditions and Job Market**



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



BGL-POL Behavior Research Center, Inc.