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Rocky Mountain Poll

NEWS RELEASE [RMP 2005-IV-03]

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ARIZONA CONSUMER CONFIDENCE BUCKS NATIONAL TREND

Phoenix, Arizona, November 4, 2005. Consumer confidence at the national level fell sharply in September and October – falling to 85.0 in the latest October report by the Conference Board. In Arizona, however, the Consumer Confidence Index remains at a robust 100.0, off only modestly from the 102.8 registered in July and very close to the 101.1 registered here one year ago today.

Consumers here continue to believe that current business conditions are “good” and we register a significant upward spike in the proportion who feel the current employment market is good – now nearly 43 percent describe job availability as “good” compared to 36 percent in July and only 31 percent one year ago.

The only factors keeping the Index in Arizona from rising over last quarter is consumer concern that the economy may soften in the coming six months. This October survey registered a two-point drop in the proportion expecting business conditions to improve and a five-point drop in belief the Arizona job market will continue to expand.

Outright negative opinions about the next six months in modest.

Consumers are more optimistic in Maricopa County than in Pima County – particularly as regards the job market. For example, 28 percent of Tucson consumers say jobs are hard to find, compared to only 19 percent saying the same in Maricopa County. Tucsonans are also more pessimistic about current business conditions – 35 percent describing them as “good,” compared to 56 percent saying the same in Maricopa County.

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The Conference Board attributed drops in the national Consumer Confidence Index to “hurricanes, pump shock and a weakening labor market.” “The reading in Arizona, taken over the two weeks following the Conference Board study may reflect some subsidence in the influence in these factors,” commented Earl de Berge, Research Director for Behavior Research Center, “or more likely, genuine belief that the economy in Arizona is more robust than at the national level and may continue that way. At the same time,” he continued, “the warning sign is that Arizonans share the widespread national concern that the job market is softening here as well as across the country.”

The findings outlined in this report are based on a survey of 541 adults in Maricopa and Pima Counties conducted between October 19th and October 28th, 2005, 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 (2005-III-03) is based on 541 telephone interviews with adults, conducted from October 19th through October 28th, 2005, 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 4.3 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.

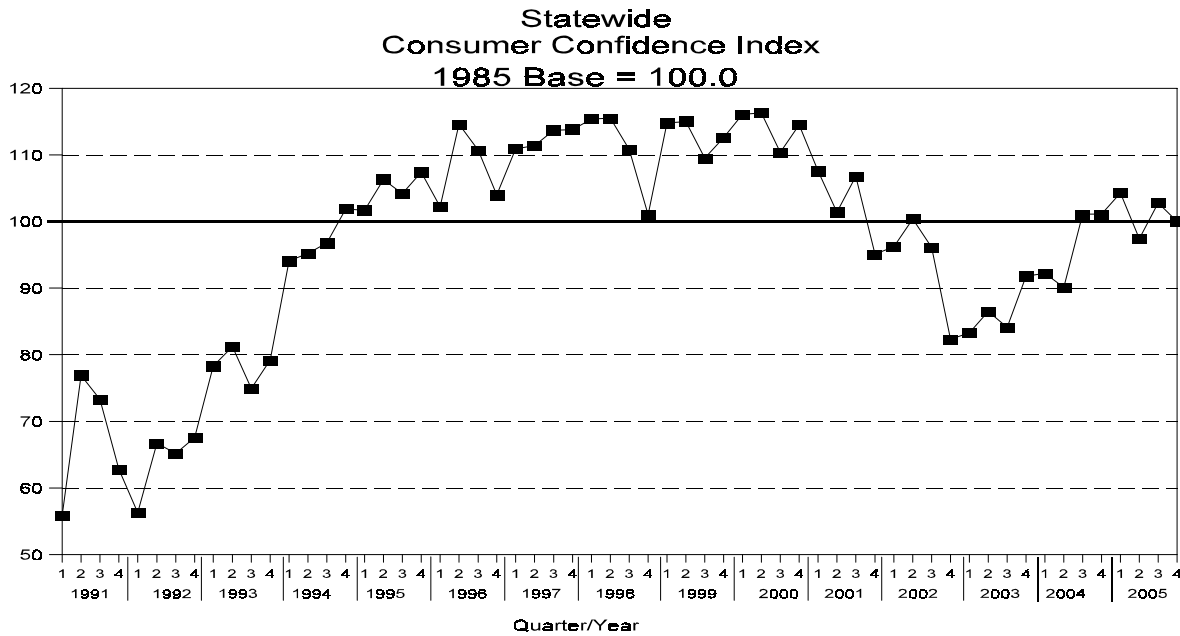
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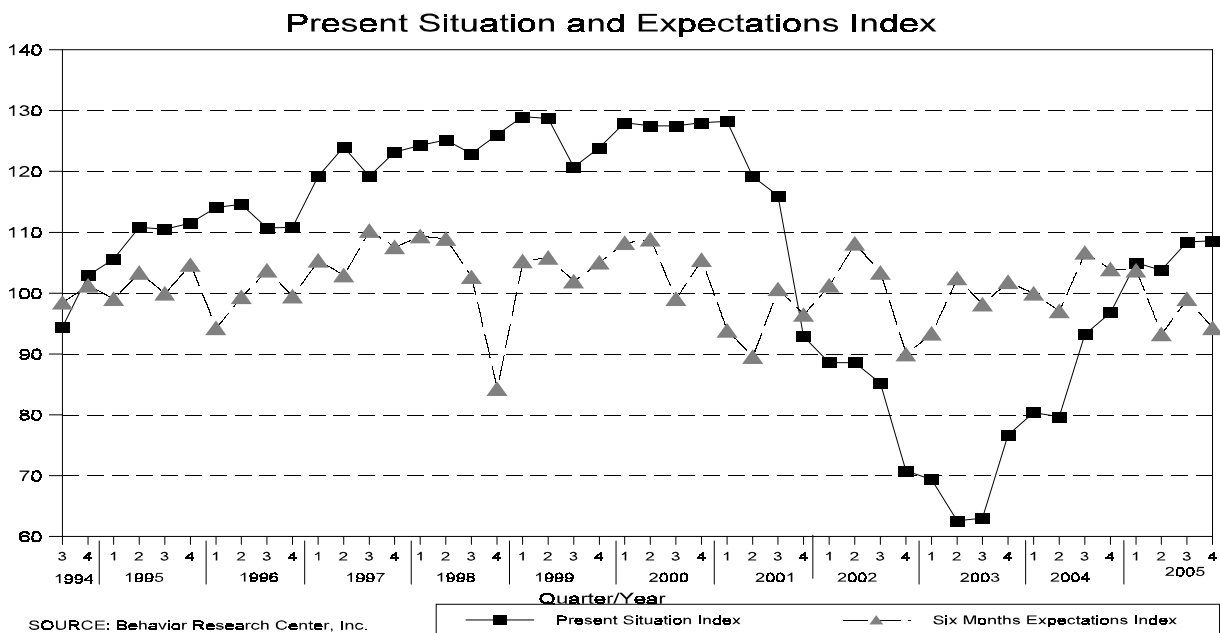
ARIZONA CONSUMER CONFIDENCE INDEX — October 2005

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SOURCE: Behavior Research Center, Inc.



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Present Situation Index
 Six Months Expectations Index

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	2005				2004				2003			
	Oct	Jul	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan
<u>Consumer Confidence Index</u>												
Statewide	100.0	102.8	97.4	104.3	101.1	101.3	90.1	92.2	91.8	84.1	86.5	83.3
Phoenix	101.5	106.5	99.9	107.9	103.2	102.5	89.3	94.3	93.0	87.9	86.6	84.6
Tucson	94.2	88.1	87.8	91.0	93.5	96.4	91.7	84.4	88.5	72.0	83.1	82.3
<u>Index Detail (Statewide):</u>												
Present Situation Index	108.6	108.4	103.8	105.0	96.8	93.2	79.7	80.4	76.7	63.0	62.6	69.4
Expectation Index (Next 6 Months)	94.3	99.1	93.3	103.8	104.0	106.7	97.1	100.0	101.9	98.2	102.5	93.4

*Appraisal of Present Situation:
Percent Holding Attitude*

	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994
<u>Business Conditions:</u>												
Good	51%	50%	48%	49%	43%	44%	43%	39%	37%	32%	34%	32%
Normal	38	39	38	39	38	39	39	39	45	42	41	47
Bad	8	9	12	8	12	14	14	14	15	20	19	16
Not sure	3	2	2	4	7	3	4	8	3	6	6	5
<u>Employment:</u>												
Jobs plentiful	43%	36%	35%	32%	31%	31%	25%	24%	22%	15%	16%	18%
Not so many	22	24	26	28	28	32	26	29	32	35	30	35
Jobs hard to get	22	27	26	21	28	26	35	32	32	37	40	32
Not sure	13	13	13	19	13	11	14	15	14	13	14	15

*Expectations For Six Month Hence:
Percent Holding Attitude*

	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994
<u>Business Conditions:</u>												
Better	32%	34%	32%	36%	32%	38%	36%	40%	45%	39%	41%	36%
Same	51	53	51	49	49	46	46	42	39	46	42	45
Worse	13	9	13	10	9	9	11	11	9	10	9	13
Not sure	4	4	4	5	10	7	7	7	7	5	8	6
<u>Employment:</u>												
More jobs	30%	35%	30%	34%	31%	40%	31%	36%	37%	35%	37%	30%
Same	45	44	45	41	41	35	39	35	37	39	39	40
Fewer jobs	17	17	21	15	17	15	19	19	18	18	15	21
Not sure	8	4	4	10	11	10	11	10	8	8	9	9
<u>Family Income:</u>												
Higher	30%	31%	30%	27%	31%	35%	26%	26%	28%	26%	23%	26%
Same	61	61	63	63	62	60	66	66	64	65	67	65
Lower	7	6	6	6	5	4	5	5	6	7	6	6
Not sure	2	2	1	4	2	1	3	3	2	2	4	3

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	Rating Of <i>Current General Business Conditions</i>			Rating Of <i>Current Job Availability</i>	
	Maricopa County	Pima County		Maricopa County	Pima County
Good	56%	35%	Plenty	47%	31%
Normal	34	53	Not so many	21	26
Bad	8	6	Hard to get	19	28
Don't know	2	6	Don't know	13	15
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	Rating Of <i>General Business Conditions Six Months Hence</i>			Rating Of <i>Job Availability Six Months Hence</i>	
	Maricopa County	Pima County		Maricopa County	Pima County
Better	33%	28%	More	32%	23%
About the same	49	54	About the same	44	48
Worse	14	11	Fewer	16	21
Don't know	4	7	Don't know	8	8
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	Rating Of <i>Family Income Six Months Hence</i>				
	Maricopa County	Pima County			
Higher	29%	32%			
About the same	60	64			
Lower	9	2			
Don't know	2	2			
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STATISTICAL DATA

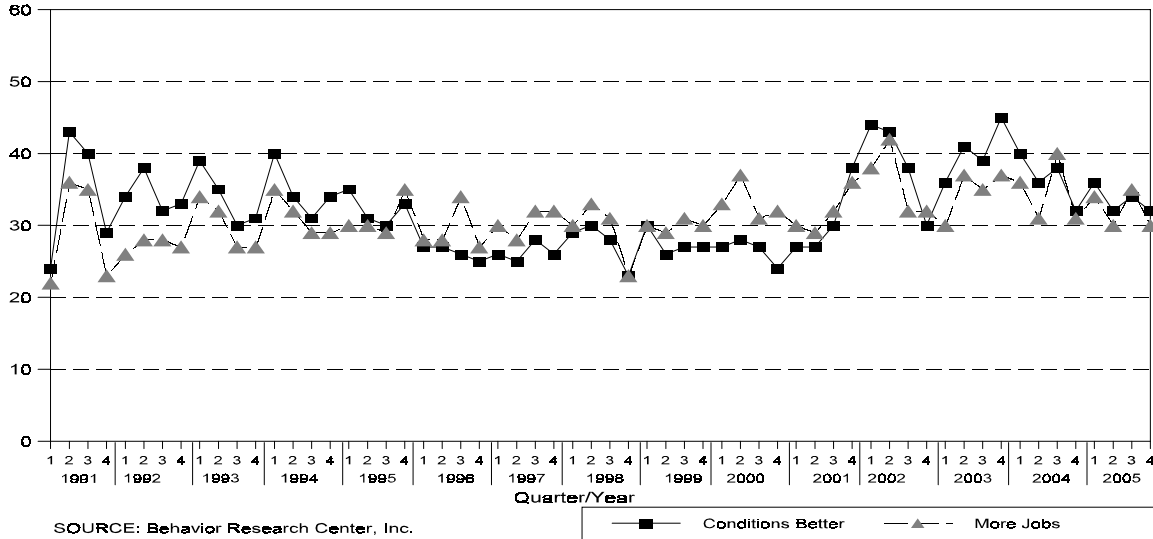
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% with Positive Attitudes on Future Business Conditions and Job Market



% with Positive Attitudes on Current Business Conditions and Job Market

