



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2007-I-03]

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Research Director

UNCERTAINTY ABOUT THE JOB MARKET IN ARIZONA PUTS CONSUMER CONFIDENCE IN THE DOLDRUMS

Phoenix Arizona, January 31, 2007. Confidence that the job market will improve in Arizona during the coming six months is at the lowest level in ten quarters. Additionally, the proportion of consumers willing to describe today's job market as "plentiful" now rests at the lowest level since October of 2005. Similarly, belief that business conditions will be stronger by mid-year is at its lowest point in ten quarters.

As a consequence and despite some more optimistic views in the Phoenix area, the Consumer Confidence Index edged up only modestly in Phoenix and fell in both Tucson and the rural counties. The decline in confidence was sharp in the rural counties where fully 34 percent of consumers say the job market is tough and jobs are hard to find. This compares to only 12 percent in Maricopa county. A fifth of Pima residents also believe jobs are hard to find.

Statewide, the overall Consumer Confidence Index edged up by only one point from 105.3 in September to 106.3 in January. In Maricopa county, the rise was a little more pronounced: now 111.5 compared to 109.2 in September. In Pima county however, the Index fell to 102.7 for 104.0 in September. In Arizona's rural counties, the Index dropped sharply to 91.5 from 96.4.

The differences in optimism between Maricopa county and the rest of the state may also be seen in the proportion of consumers in each area willing to describe business conditions as "good" . . . 59 percent in Maricopa, only 40 percent in Pima and 35 percent in the rural areas. Similarly, only three percent of Maricopa consumers describe business conditions as "bad" a figure that rises to 14 percent elsewhere in the state.

This report is based on a survey of 800 adult heads of household throughout Arizona conducted between January 12 and January 22 of 2007 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 for this and other poll results.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2007-I-03) is based on a survey of 800 adult heads of household across Arizona, conducted from January 12 to 22, 2007. In the overall sample, one may say with 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 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.

STATISTICAL DATA

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ARIZONA CONSUMER CONFIDENCE INDEX — January 2007

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	2007	2006				2005			2004	
	Jan	Sept	Jul	May	Jan	Oct	Jul	Apr	Jan	Oct
<u>Consumer Confidence Index</u>										
Statewide	106.3	105.3	102.7	102.4	110.4	98.1	100.3	93.1	100.6	96.5
Maricopa	111.5	109.2	109.3	108.0	117.8	101.5	106.5	99.9	107.9	103.2
Pima	102.7	104.0	101.0	92.0	102.5	94.2	88.1	87.8	91.0	93.5
Rural	91.5	96.4	86.5	94.1	94.8	91.3	94.1	80.8	89.4	79.7
<u>Index Detail (Statewide):</u>										
Present Situation Index	111.5	109.7	109.8	114.0	116.4	101.9	98.4	95.8	96.9	95.1
Expectation Index (Next 6 Months)	102.6	102.4	98.0	94.6	106.4	95.6	101.6	91.4	103.0	100.5

Appraisal of Present Situation:

Percent Holding Attitude

	2007	2006	2006	2006	2006	2005	2005	2005	2004	2004
<u>Business Conditions:</u>										
Good	50%	49%	50%	51%	52%	48%	50%	48%	46%	43%
Normal	38	38	37	35	40	37	39	38	38	38
Bad	7	9	9	9	4	10	8	12	11	12
Not sure	5	4	4	5	4	5	3	2	5	7
<u>Employment:</u>										
Jobs plentiful	42%	44%	46%	49%	46%	40%	36%	35%	31%	31%
Not so many	25	22	21	21	22	22	24	26	28	29
Jobs hard to get	18	19	20	16	17	25	27	26	27	28
Not sure	15	15	13	14	15	13	13	13	14	12

Expectations For Six Month Hence:

Percent Holding Attitude

	2007	2006	2006	2006	2006	2005	2005	2005	2004	2004
<u>Business Conditions:</u>										
Better	27%	33%	32%	29%	39%	34%	34%	32%	38%	32%
Same	59	52	48	49	48	49	53	51	49	49
Worse	7	9	13	14	8	12	9	13	9	9
Not sure	7	6	7	8	5	5	4	4	4	10
<u>Employment:</u>										
More jobs	28%	33%	32%	31%	39%	31%	35%	30%	36%	31%
Same	49	43	43	44	41	43	44	45	40	41
Fewer jobs	13	15	17	15	13	17	17	21	16	17
Not sure	10	9	8	10	7	9	4	4	8	11
<u>Family Income:</u>										
Higher	29%	27%	32%	26%	27%	28%	31%	29%	31%	31%
Same	61	65	61	66	65	63	61	63	61	62
Lower	5	5	5	6	6	7	6	6	5	5
Not sure	5	3	2	2	2	2	2	2	3	2

ND = No data

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STATISTICAL DATA

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Rating Of  
*Current General*  
Business Conditions

|            | Maricopa | Pima | Rural |
|------------|----------|------|-------|
| Good       | 59%      | 40%  | 35%   |
| Normal     | 35       | 45   | 40    |
| Bad        | 3        | 14   | 14    |
| Don't know | 3        | 1    | 11    |

Rating Of  
*Current Job*  
Availability

|             | Maricopa | Pima | Rural |
|-------------|----------|------|-------|
| Plenty      | 47%      | 37%  | 31%   |
| Not so many | 24       | 26   | 26    |
| Hard to get | 12       | 19   | 34    |
| Don't know  | 17       | 18   | 9     |

Rating Of  
General Business  
Conditions  
*Six Months Hence*

|                | Maricopa | Pima | Rural |
|----------------|----------|------|-------|
| Better         | 29%      | 30%  | 21%   |
| About the same | 61       | 55   | 59    |
| Worse          | 6        | 8    | 7     |
| Don't know     | 4        | 7    | 13    |

Rating Of  
Job Availability  
*Six Months Hence*

|                | Maricopa | Pima | Rural |
|----------------|----------|------|-------|
| More           | 23%      | 34%  | 34%   |
| About the same | 54       | 45   | 38    |
| Fewer          | 13       | 13   | 15    |
| Don't know     | 10       | 8    | 13    |

Rating Of  
Family Income  
*Six Months Hence*

|                | Maricopa | Pima | Rural |
|----------------|----------|------|-------|
| Higher         | 31%      | 35%  | 21%   |
| About the same | 62       | 53   | 65    |
| Lower          | 4        | 4    | 7     |
| Don't know     | 3        | 8    | 7     |

STATISTICAL DATA

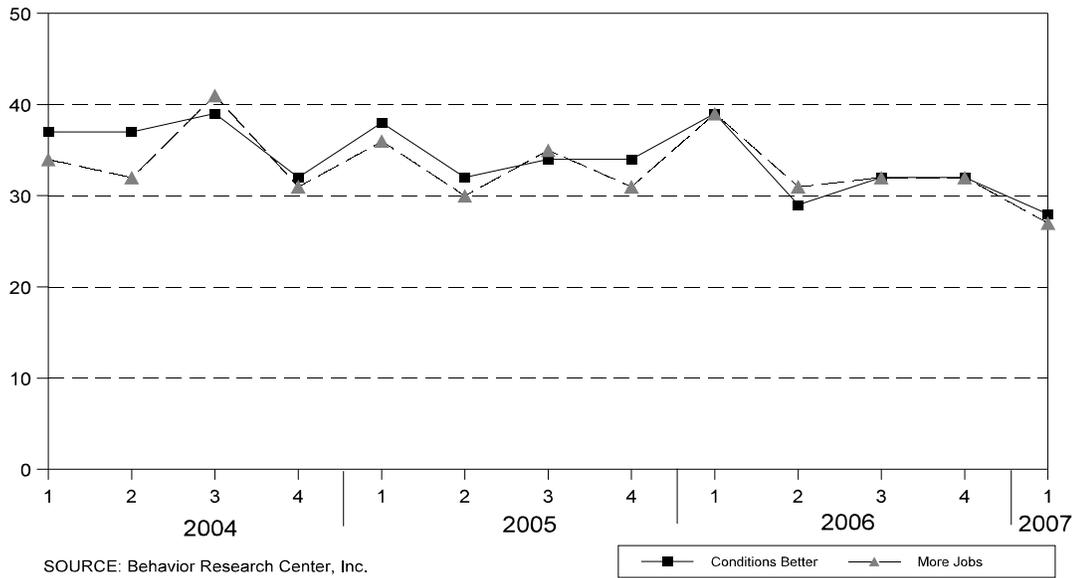
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For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

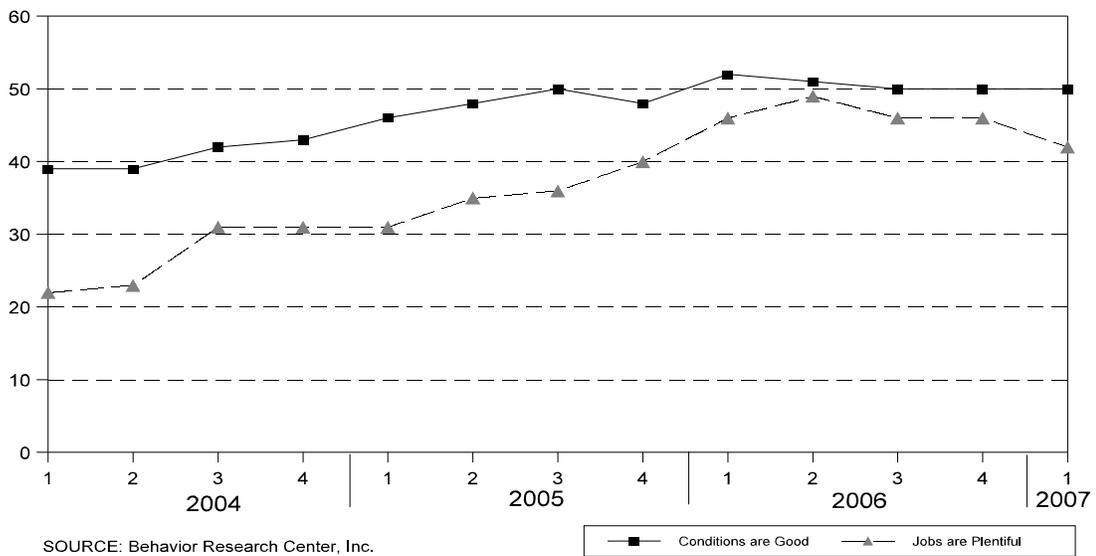
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% with Positive Attitudes on Future Business Conditions and Job Market



Period/Year

% with Positive Attitudes on Current Business Conditions and Job Market



Period/Year

STATISTICAL DATA

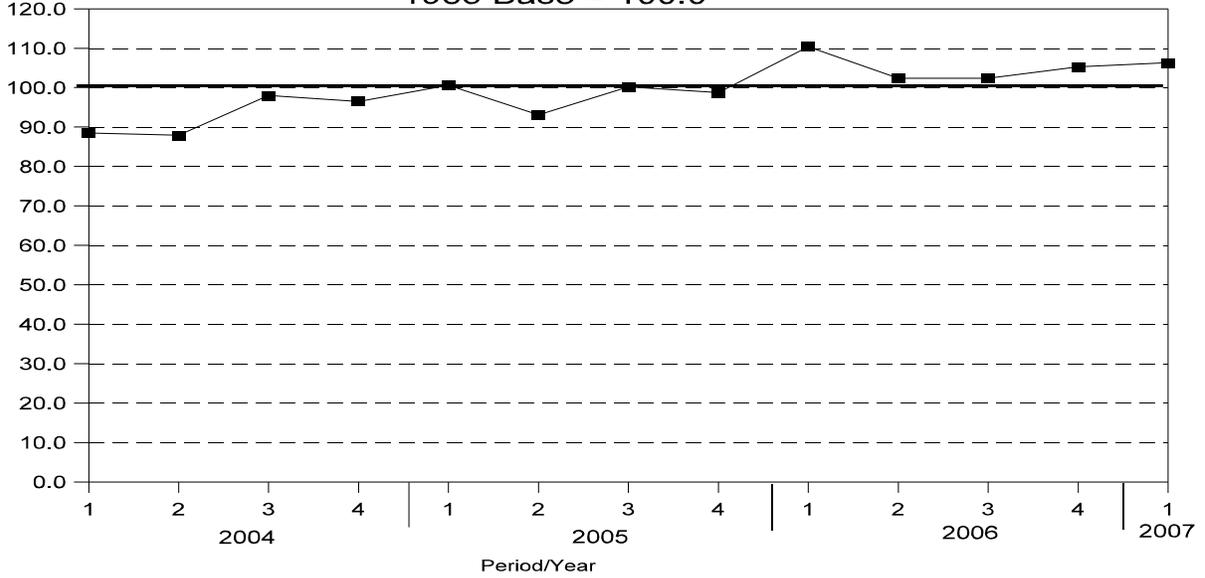
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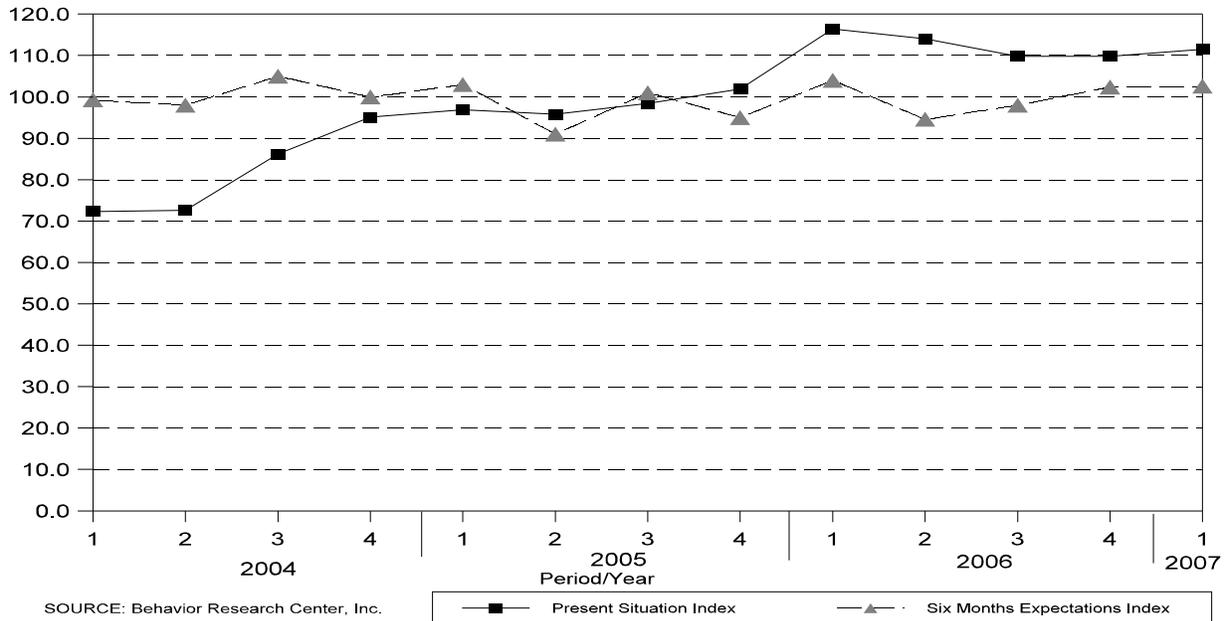
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Statewide Consumer Confidence Index 1985 Base = 100.0



Present Situation and Expectations Index



SOURCE: Behavior Research Center, Inc.

|                           |                                 |
|---------------------------|---------------------------------|
| ■ Present Situation Index | ▲ Six Months Expectations Index |
|---------------------------|---------------------------------|

Note: (1) Beginning in January 2006, study converted to bi-monthly cycle from quarterly cycle  
 (2) No data collected March 2006