



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2007-IV-02]

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CONSUMER CONFIDENCE DIPS IN ARIZONA

Phoenix, Arizona, August 19, 2007. After recording modest gains over the prior three periods, the Arizona Consumer Confidence Index has recorded a decline. Today the Index sits at 101.9, a 4.4 point decline from the 106.3 recorded in January of 2007. Consumer concerns about current and future business conditions and future employment appear to be the driving forces behind the decline.

Declines in the Index are recorded across the state with the Maricopa reading dropping 4.9 points to 106.6 and the Pima reading dropping 6.5 points to 96.2. In Arizona's rural counties, the decline is a more modest 0.3 points to 91.2. Maricopa county's reading is at its lowest point since late 2005 while Pima and the state's rural counties record their lowest readings since mid-2006.

Consumer evaluation of both the current and future economic climate have declined this period with the Present Situation Index dropping to 108.5 from 111.5 in January and the Expectation Index dropping to 97.4 from 102.6 in January. The drop in the Present Situation Index is due primarily to only 38 percent of consumers describing current business conditions as "good" – down from 50 percent in January and the lowest reading since the Fall of 2003.

Looking to the future, the drop in the Expectation Index has occurred due to a two-point decline in the number of consumers who believe business conditions will be "better" in the coming six months and a corresponding four point increase in the number who believe conditions will be "worse." Additionally, fewer consumers today are willing to project "more" jobs in the future than was the case in January.

This report is based on a survey of 800 adult heads-of-household throughout Arizona conducted in late July 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.

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2007-IV-02) is based on a survey of 800 adult heads-of-household across Arizona, conducted in late July 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.

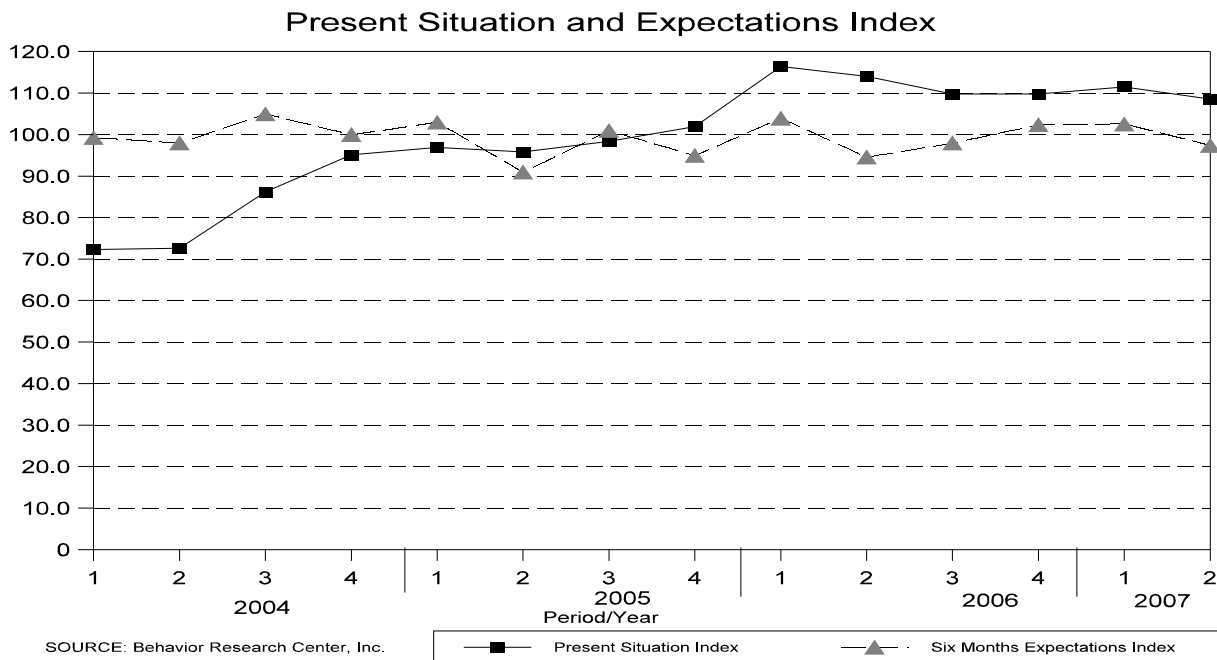
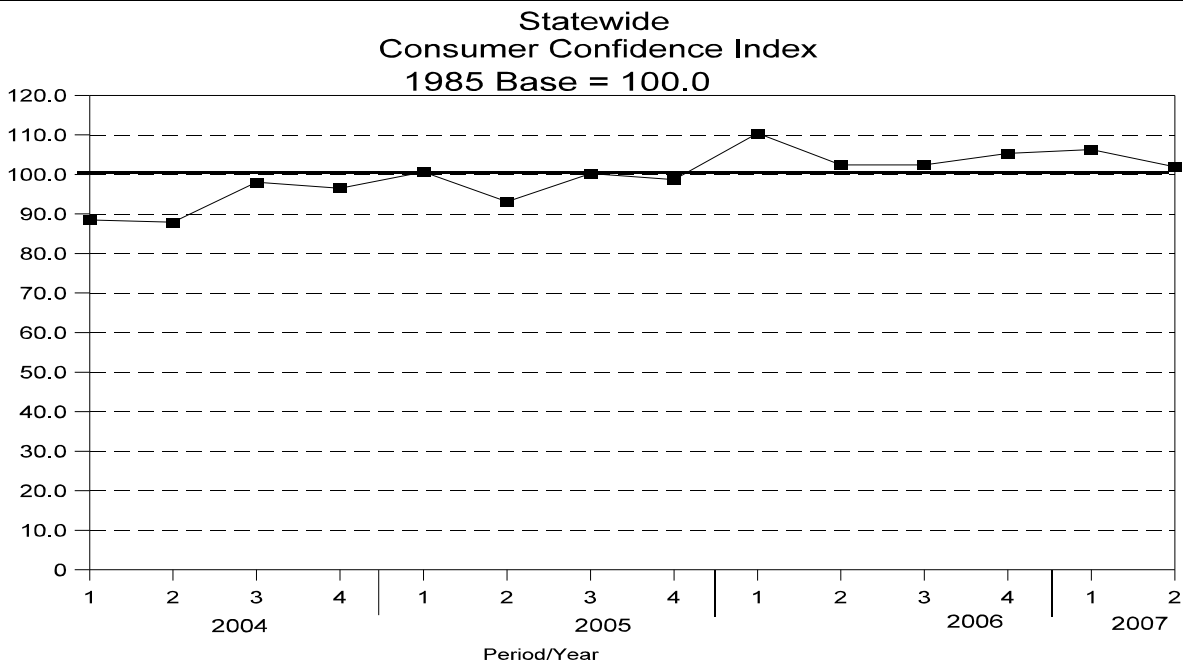
This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical data for reference.

STATISTICAL DATA

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	2007		2006				2005			
	July	Jan	Sept	Jul	May	Jan	Oct	Jul	Apr	Jan
<u>Consumer Confidence Index</u>										
Statewide	101.9	106.3	105.3	102.7	102.4	110.4	98.1	100.3	93.1	100.6
Maricopa	106.6	111.5	109.2	109.3	108.0	117.8	101.5	106.5	99.9	107.9
Pima	96.2	102.7	104.0	101.0	92.0	102.5	94.2	88.1	87.8	91.0
Rural	91.2	91.5	96.4	86.5	94.1	94.8	91.3	94.1	80.8	89.4
<u>Index Detail (Statewide):</u>										
Present Situation Index	108.5	111.5	109.7	109.8	114.0	116.4	101.9	98.4	95.8	96.9
Expectation Index (Next 6 Months)	97.4	102.6	102.4	98.0	94.6	106.4	95.6	101.6	91.4	103.0

*Appraisal of Present Situation:
Percent Holding Attitude*

<u>Business Conditions:</u>										
Good	38%	50%	49%	50%	51%	52%	48%	50%	48%	46%
Normal	46	38	38	37	35	40	37	39	38	38
Bad	11	7	9	9	9	4	10	8	12	11
Not sure	5	5	4	4	5	4	5	3	2	5
<u>Employment:</u>										
Jobs plentiful	41%	42%	44%	46%	49%	46%	40%	36%	35%	31%
Not so many	34	25	22	21	21	22	22	24	26	28
Jobs hard to get	14	18	19	20	16	17	25	27	26	27
Not sure	11	15	15	13	14	15	13	13	13	14

*Expectations For Six Month Hence:
Percent Holding Attitude*

<u>Business Conditions:</u>										
Better	25%	27%	33%	32%	29%	39%	34%	34%	32%	38%
Same	59	59	52	48	49	48	49	53	51	49
Worse	11	7	9	13	14	8	12	9	13	9
Not sure	5	7	6	7	8	5	5	4	4	4
<u>Employment:</u>										
More jobs	25%	28%	33%	32%	31%	39%	31%	35%	30%	36%
Same	55	49	43	43	44	41	43	44	45	40
Fewer jobs	13	13	15	17	15	13	17	17	21	16
Not sure	7	10	9	8	10	7	9	4	4	8
<u>Family Income:</u>										
Higher	25%	29%	27%	32%	26%	27%	28%	31%	29%	31%
Same	67	61	65	61	66	65	63	61	63	61
Lower	4	5	5	5	6	6	7	6	6	5
Not sure	4	5	3	2	2	2	2	2	2	3

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|                | Rating Of<br><i>Current General<br/>Business Conditions</i>              |      |       |                | Rating Of<br><i>Current Job<br/>Availability</i>          |      |       |
|----------------|--------------------------------------------------------------------------|------|-------|----------------|-----------------------------------------------------------|------|-------|
|                | Maricopa                                                                 | Pima | Rural |                | Maricopa                                                  | Pima | Rural |
| Good           | 42%                                                                      | 36%  | 29%   | Plenty         | 50%                                                       | 35%  | 22%   |
| Normal         | 44                                                                       | 46   | 51    | Not so many    | 27                                                        | 38   | 49    |
| Bad            | 9                                                                        | 14   | 17    | Hard to get    | 10                                                        | 16   | 24    |
| Don't know     | 5                                                                        | 4    | 3     | Don't know     | 13                                                        | 11   | 5     |
| ~~~~~          |                                                                          |      |       |                |                                                           |      |       |
|                | Rating Of<br><i>General Business<br/>Conditions<br/>Six Months Hence</i> |      |       |                | Rating Of<br><i>Job Availability<br/>Six Months Hence</i> |      |       |
|                | Maricopa                                                                 | Pima | Rural |                | Maricopa                                                  | Pima | Rural |
| Better         | 26%                                                                      | 18%  | 30%   | More           | 27%                                                       | 17%  | 26%   |
| About the same | 56                                                                       | 67   | 59    | 61out the same | 52                                                        | 61   | 57    |
| Worse          | 12                                                                       | 9    | 9     | Fewer          | 12                                                        | 13   | 14    |
| Don't know     | 6                                                                        | 6    | 23    | Don't know     | 9                                                         | 9    | 3     |
| ~~~~~          |                                                                          |      |       |                |                                                           |      |       |
|                | Rating Of<br><i>Family Income<br/>Six Months Hence</i>                   |      |       |                |                                                           |      |       |
|                | Maricopa                                                                 | Pima | Rural |                |                                                           |      |       |
| Higher         | 27%                                                                      | 31%  | 14%   |                |                                                           |      |       |
| About the same | 65                                                                       | 60   | 78    |                |                                                           |      |       |
| Lower          | 4                                                                        | 3    | 5     |                |                                                           |      |       |
| Don't know     | 4                                                                        | 6    | 3     |                |                                                           |      |       |
| ~~~~~          |                                                                          |      |       |                |                                                           |      |       |

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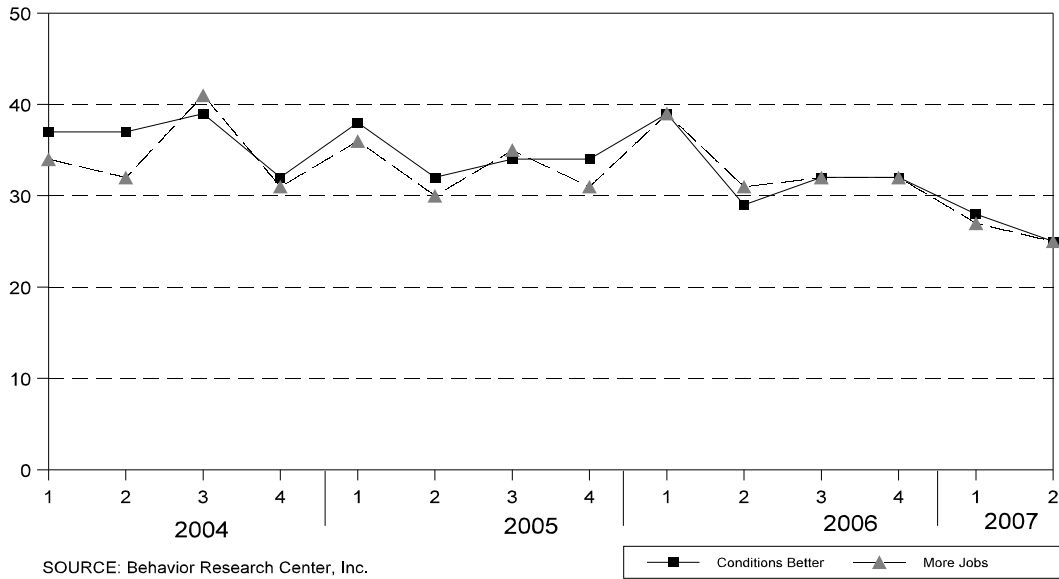
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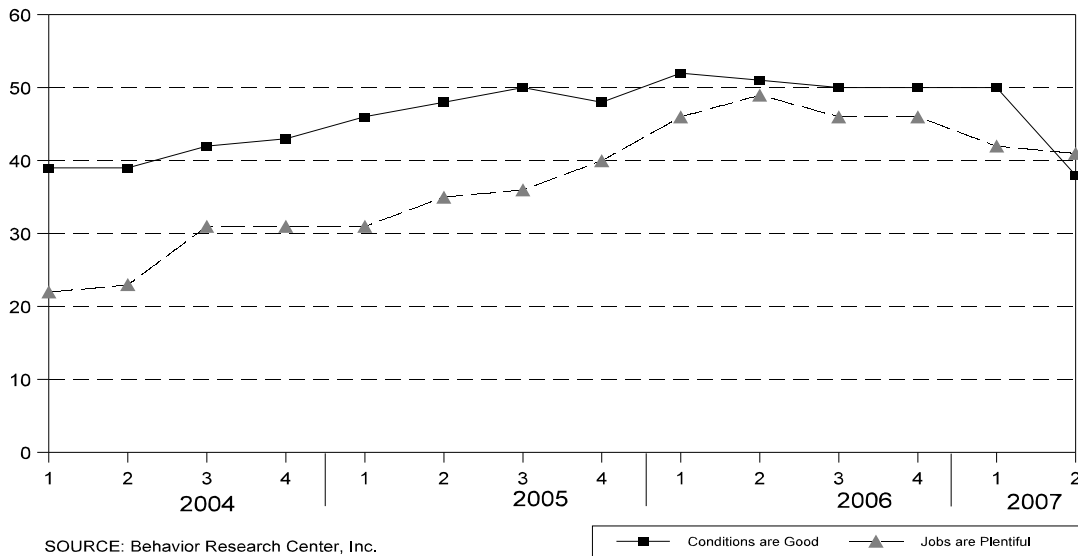
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% with Positive Attitudes on  
Future Business Conditions and Job Market



Period/Year

% with Positive Attitudes on  
Current Business Conditions and Job Market



Period/Year