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Rocky Mountain Poll

NEWS RELEASE [RMP 2009-III-02]

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CONSUMER CONFIDENCE IMPROVES IN ARIZONA: OPTIMISM RISES THAT ECONOMY WILL IMPROVE OVER ITS CURRENT DISMAL STATE

Phoenix, Arizona, Sept 24, 2009. Driven principally by belief that the economy and especially general business conditions and employment opportunities will improve in the last quarter of 2009 and the first quarter of 2010, Arizona consumer confidence in the economy jumped from 44.2, its lowest level ever in January of this year, to 60.2 today.

However, consumer views about the current economic climate remain dismal - with the "Present Situation Index" registering only 19.9 compared to 22.1 in January 2009 and a far more robust level of 69.7 in May of 2008.

While there is a definite increase in the proportion of consumers who believe that business conditions, job availability and family income will rebound in the coming six months, one must view their optimism with caution because it is still true that a majority forecast no improvement in these categories. However, if these more buoyant views continue into the holiday season and if economic news continues to brighten, retailers could benefit from more robust consumer spending.

Growth in the Consumer Confidence Index is seen in all geographic areas of the state. And as was noted above, the new optimism traces principally to the proportion who now believe business, jobs and family income will improve. For example, the proportion who project business conditions will improve rose to 44 percent from 24 percent in January. Belief that job availability will grow rose to 33 percent from 21 percent and belief that personal family income will grow rise to 24 from 18 percent in the same period. Overall, the "Expectations Index" rose to 87.1 compared to 58.9 in January and 76.0 in May of 2008. This is the first significant upward movement in the Expectations Index since January of 2007.

(Continue)

On the other side of the coin, and the reason that the Index has not improved more, is the fact that consumers evaluate current economic conditions in extremely negative terms. By way of comparison, today's Present Situation Index is stunningly low ... 19.9 compared to 22.1 in January 2009, 86.5 in January 2008 and 111.5 in January of 2007. While there is opportunity for more consumer spending if Arizonans continue to feel better about the economic news they hear day in and day out, there is also the risk that if new economic news puts them in another tailspin about the future they could clamp down even tighter on their spending.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2009-III-02), is based on 800 interviews with adult heads of household across Arizona, conducted between September 8 and 18, 2009. 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 3.5 percent of what they would have been had the entire 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.

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ENCLOSED: Statistical data for reference.

STATISTICAL DATA

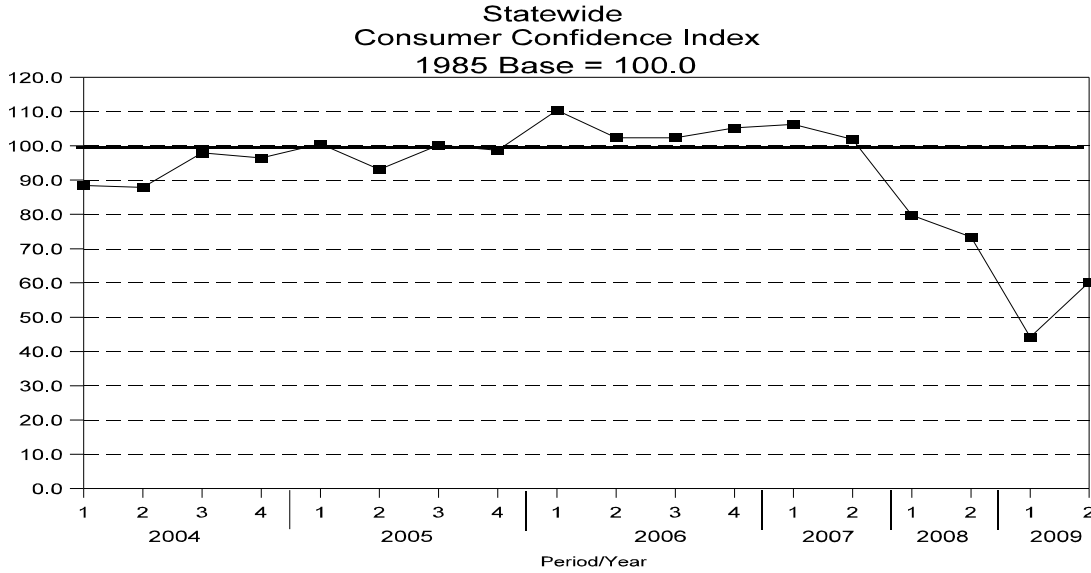
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ARIZONA CONSUMER CONFIDENCE INDEX

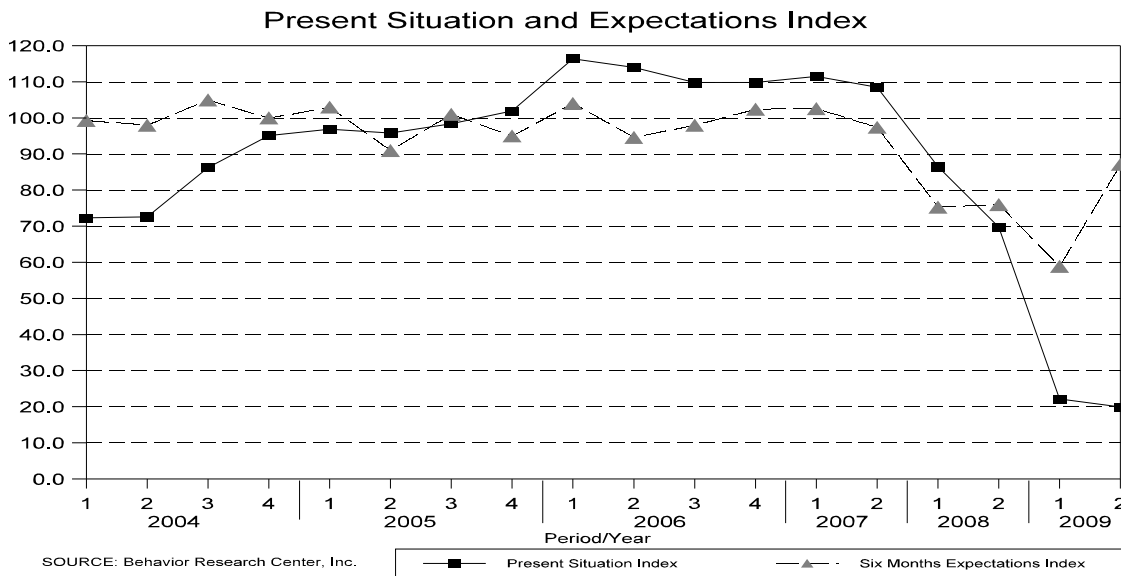
September 2009

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

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SOURCE: Behavior Research Center, Inc.



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■	Present Situation Index	▲	Six Months Expectations Index
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STATISTICAL DATA

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	2009	2009	2008	2007		2006				
	Sept	Jan	May	Jan	July	Jan	Sept	Jul	May	Jan
<u>Consumer Confidence Index</u>										
Statewide	60.2	44.2	73.4	79.8	101.9	106.3	105.3	102.7	102.4	110.4
Maricopa	58.0	44.1	82.6	88.7	106.6	111.5	109.2	109.3	108.0	117.8
Pima	66.9	48.7	61.1	65.0	96.2	102.7	104.0	101.0	92.0	102.5
Rural	60.7	39.9	58.2	68.8	91.2	91.5	96.4	86.5	94.1	94.8
<u>Index Detail (Statewide):</u>										
Present Situation Index	19.9	22.1	69.7	86.5	108.5	111.5	109.7	109.8	114.0	116.4
Expectation Index (Next 6 Months)	87.1	58.9	76.0	75.3	97.4	102.6	102.4	98.0	94.6	106.4

*Appraisal of Present Situation:
Percent Holding Attitude*

	2009	2009	2008	2007	2007	2006	2006	2006	2006	
<u>Business Conditions:</u>										
Good	14%	16%	31%	34%	38%	50%	49%	50%	51%	52%
Normal	35	31	41	45	46	38	38	37	35	40
Bad	48	47	25	17	11	7	9	9	9	4
Not sure	3	6	3	4	5	5	4	4	5	4
<u>Employment:</u>										
Jobs plentiful	5%	6%	23%	30%	41%	42%	44%	46%	49%	46%
Not so many	32	26	36	32	34	25	22	21	21	22
Jobs hard to get	57	60	30	24	14	18	19	20	16	17
Not sure	6	8	11	14	11	15	15	13	14	15

*Expectations For Six Month Hence:
Percent Holding Attitude*

	2009	2009	2008	2007	2007	2006	2006	2006	2006	
<u>Business Conditions:</u>										
Better	44%	24%	28%	23%	25%	27%	33%	32%	29%	39%
Same	34	37	44	45	59	59	52	48	49	48
Worse	17	29	24	24	11	7	9	13	14	8
Not sure	5	10	4	8	5	7	6	7	8	5
<u>Employment:</u>										
More jobs	33%	21%	25%	25%	25%	28%	33%	32%	31%	39%
Same	38	30	38	39	55	49	43	43	44	41
Fewer jobs	24	40	30	27	13	13	15	17	15	13
Not sure	5	9	7	9	7	10	9	8	10	7
<u>Family Income:</u>										
Higher	24%	18%	24%	22%	25%	29%	27%	32%	26%	27%
Same	62	67	66	68	67	61	65	61	66	65
Lower	12	14	8	7	4	5	5	5	6	6
Not sure	2	1	2	3	4	5	3	2	2	2

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Rating Of
Current General
Business Conditions

	Maricopa	Pima	Rural
Good	15%	12%	10%
Normal	32	45	35
Bad	49	40	53
Don't know	<u>4</u>	<u>3</u>	<u>2</u>
	100%	100%	100%

Rating Of
Current Job
Availability

	Maricopa	Pima	Rural
Plenty	4%	8%	7%
Not so many	30	36	32
Hard to get	59	52	56
Don't know	<u>7</u>	<u>4</u>	<u>5</u>
	100%	100%	100%

Rating Of
General Business
Conditions
Six Months Hence

	Maricopa	Pima	Rural
Better	41%	49%	47%
About the same	35	38	30
Worse	17	11	22
Don't know	<u>7</u>	<u>2</u>	<u>1</u>
	100%	100%	100%

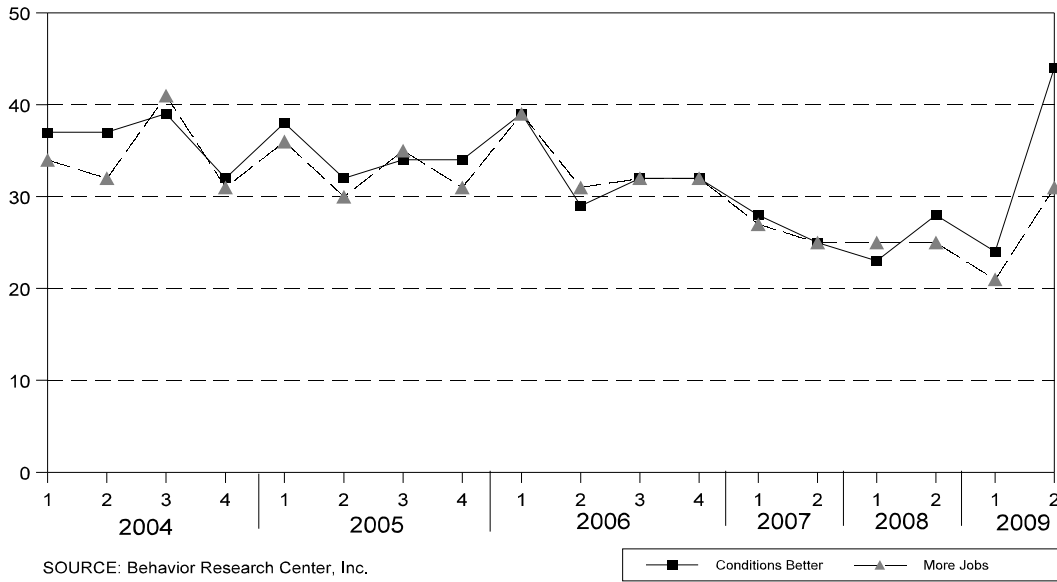
Rating Of
Job Availability
Six Months Hence

	Maricopa	Pima	Rural
More	31%	39%	35%
About the same	37	43	34
Fewer	25	14	27
Don't know	<u>7</u>	<u>4</u>	<u>4</u>
	100%	100%	100%

Rating Of
Family Income
Six Months Hence

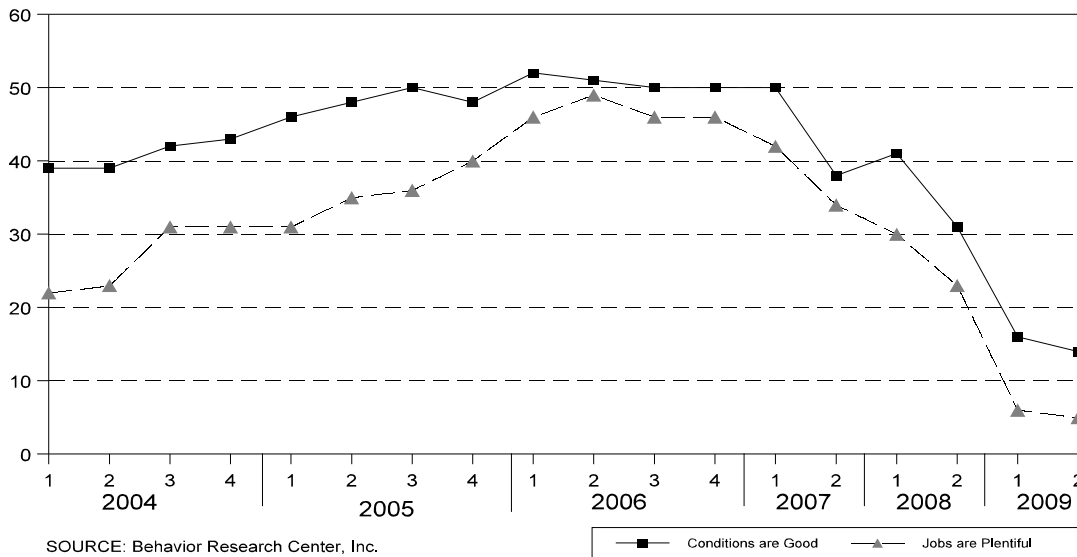
	Maricopa	Pima	Rural
Higher	24%	27%	24%
About the same	62	57	67
Lower	13	15	8
Don't know	<u>1</u>	<u>1</u>	<u>1</u>
	100%	100%	100%

% with Positive Attitudes on Future Business Conditions and Job Market



Period/Year

% with Positive Attitudes on Current Business Conditions and Job Market



Period/Year