



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2011-IV-02]

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REDUCED SPENDING REPORTED BY THREE-QUARTERS OF ARIZONA FAMILIES

Phoenix, Arizona, October 27, 2011. Three-quarters of Arizona families have cut back on their spending since the recession began. Fully 50 percent report they have had to “cut back a lot.” Additionally, three in ten now say they have reached the point where deferred purchases of major consumer durable goods, such as a car, kitchen appliances or home repair simply cannot be put off any longer. This may in part account for stable or improved consumer spending that seems to defy parallel consumer gloom about the economy.

Not everyone, however, has suffered during the recession. This may be seen in the fact that just over a quarter say they have had to make few or no cuts in their spending... a figure that rises to 36 percent among the most affluent families. The survey results also show that among those least likely to have powered down their spending are consumers under 35 years of age. Within their ranks, 34 percent report no spending cuts.

As might be expected, middle and lower income families in Arizona are the most likely to have had to cut back on expenses, although four in ten upper income families have as well. Younger adults and families with incomes under \$45,000 per annum feel the most pressed to make purchases of major consumer durable goods that they deferred up until now.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2011-IV-02), is based on 700 interviews with adult heads of household statewide, conducted between October 13 and 24, 2011. Interviewing was conducted in English or Spanish by professional interviewers of the Behavior Research Center on both landlines and cell phones. 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 3.8 percent of what they would have been had the entire voter 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.

ENCLOSED: Statistical tables.

STATISTICAL DATA

Behavior Research Center
 Rocky Mountain Poll - Arizona
 RMP (2011-IV-02)

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

“Have you cut back a lot, some, only a little or not at all in your spending since the recession started?”

| | A Lot | Some | Little or None |
|----------------------|-------|------|----------------|
| STATEWIDE | 52% | 21% | 27% |
| <u>COUNTY</u> | | | |
| Maricopa | 52 | 18 | 30 |
| Pima | 43 | 30 | 27 |
| Rural | 57 | 23 | 20 |
| <u>INCOME</u> | | | |
| Under \$25,000 | 66 | 11 | 23 |
| \$25,000 to \$44,999 | 65 | 17 | 18 |
| \$45,000 to \$99,999 | 48 | 25 | 27 |
| \$100,000 or more | 39 | 23 | 38 |

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“Have you reached the point yet where some major purchases simply cannot be put off any longer – I mean for such things as a car, home appliances or home repair?”

|                      | % Answering “Yes” |
|----------------------|-------------------|
| STATEWIDE            | 33%               |
| <u>INCOME</u>        |                   |
| Under \$25,000       | 41                |
| \$25,000 to \$44,999 | 48                |
| \$45,000 to \$99,999 | 29                |
| \$100,000 or more    | 22                |
| <u>AGE</u>           |                   |
| Under 35             | 45                |
| 35 to 54             | 34                |
| 55 +                 | 22                |