

behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2014-I-03]

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CONSUMER CONFIDENCE IN ARIZONA STABLE OPTIMISM FOR NEXT SIX MONTHS SLIGHTLY IMPROVED

Phoenix, Arizona, February 11, 2014. Consumers in Arizona remain about as optimistic toward the economy as at any time in the recent past, which is to say, their views are guarded. Throughout 2013 and now in the first quarter of 2014, the Consumer Confidence Index hovers around 70 with the most optimism being generated in Maricopa county (72.7) and in the rural counties (65.5). In Pima county, the Index drops modestly to 58.0. The lower levels in Pima county trace to lower expectation about business and job development in the coming six months.

The Index of Confidence is being bolstered primarily by consumer belief that the economy will grow during the first half of 2014. For example, 75 percent project that business conditions will remain stable or improve and 70 percent think the same as regards the job market. An impressive 89 percent forecast improvement in their family income.

At the same time, the Index is being weighted down by consumer perceptions that the current employment situation is still struggling – 51 percent say jobs are still hard to get and another 25 percent say jobs can be gotten, but they are not plentiful.

Commenting on the latest results, Earl de Berge, Research Director for the Behavior Research Center, which conducts this quarterly survey noted: “Consumers are giving us all a lesson about how long it takes them to regain confidence in the economy when they have such low regard for the job being done by political and business leaders to get the economy going again.”

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More to the point, when consumers see their personal options and growth potential being reduced by a weak job market, they do not quickly overcome the concerns that are associated with these views. Until consumers regain confidence in the job market, the overall confidence consumers have in the economy is likely to continue to languish.

Dr. Dennis Hoffman of the L. William Seidman Research Institute at the W. P. Carey School of Business at ASU commented on the results of the study: “It is interesting to see that Arizona consumer attitudes remain at the low levels first seen at the onset of the recession. So, just as the housing market has yet to fully regain its footing, consumer confidence continues to lag. Interestingly this comes at a time when consumer expenditure growth overall has been quite robust, fueled by consumer durables like autos. This may be more evidence that a modest number of well-to-do consumers are responsible for much of the spending while the average consumer, with the average consumer sentiment, remains on the sidelines. The economy has the potential for a rebound over the next several years but progress will be impeded if consumer confidence remains dampened.”

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

RMP (2014-I-03)

EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2014-I-03), is based on 701 interviews with adult heads of household statewide, conducted between January 16 and 26, 2014. Interviewing was conducted in English or Spanish by professional interviewers of the Behavior Research Center on both land lines and cell phones. Where necessary, figures for age, sex, and race 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 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 sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.
ENCLOSED: Statistical tables.

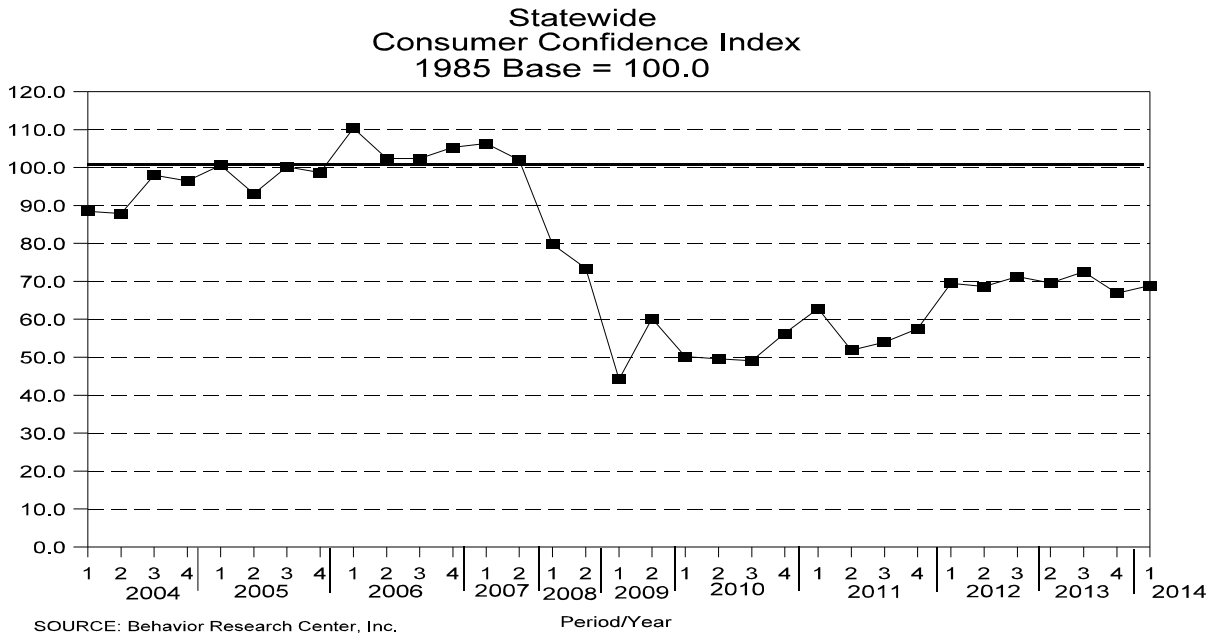
STATISTICAL DATA

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	2014		2013		2012		2011				
	Jan	Oct	Jul	Apr	Oct	Apr	Jan	Oct	Jul	Apr	Jan
<u>Consumer Confidence Index</u>											
Statewide	68.9	66.9	72.5	69.6	71.3	68.6	69.5	57.5	54.0	51.9	62.8
Maricopa	72.7	69.6	80.5	72.5	78.5	75.0	73.5	63.5	60.9	56.4	63.5
Pima	58.0	62.9	73.7	65.7	58.0	66.7	70.8	48.7	40.3	50.3	74.0
Rural	65.5	60.0	54.9	47.6	63.0	55.3	58.1	45.9	44.7	41.8	54.6
<u>Index Detail (Statewide):</u>											
Present Situation Index	50.3	51.3	50.0	52.0	40.6	39.0	32.0	32.8	26.4	25.5	28.8
Expectation Index											
(Next 6 Months)	80.9	77.2	87.5	81.3	91.8	88.4	94.5	74.0	72.4	69.5	85.5

Appraisal of Present Situation:

Percent Holding Attitude

Business Conditions:

Good	29%	28%	33%	29%	20%	26%	22%	21%	21%	24%	22%
Normal	46	44	39	43	44	40	42	39	32	37	35
Bad	21	22	23	24	31	29	33	37	43	35	38
Not sure	4	6	5	4	5	5	3	3	4	4	5

Employment:

Jobs plentiful	12%	13%	10%	13%	12%	8%	6%	9%	6%	2%	5%
Not so many	25	30	34	35	30	33	33	28	25	31	31
Jobs hard to get	51	47	47	43	48	53	56	56	63	59	55
Not sure	12	10	9	9	10	6	5	7	6	8	9

Expectations For Six Month Hence:

Percent Holding Attitude

Business Conditions:

Better	29%	26%	29%	29%	28%	32%	36%	28%	25%	29%	32%
Same	46	46	52	45	42	47	48	47	47	49	48
Worse	19	19	13	19	12	14	11	20	20	18	16
Not sure	6	9	6	7	18	7	5	5	8	4	4

Employment:

More jobs	23%	24%	28%	27%	29%	30%	27%	24%	23%	25%	29%
Same	47	43	41	40	37	42	51	40	39	39	47
Fewer jobs	21	23	22	25	15	19	16	29	31	29	18
Not sure	9	10	9	8	19	9	6	7	7	7	6

Family Income:

Higher	25%	25%	22%	22%	22%	19%	23%	22%	21%	12%	19%
Same	64	60	67	67	65	69	68	63	67	73	67
Lower	10	12	8	8	9	9	8	11	10	13	11
Not sure	1	3	3	3	4	3	1	4	2	2	3

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Rating Of
Current General
Business Conditions

	Maricopa	Pima	Rural
Good	33%	30%	18%
Normal	47	33	53
Bad	16	31	25
Don't know	<u>4</u>	<u>6</u>	<u>4</u>
	100%	100%	100%

Rating Of
Current Job
Availability

	Maricopa	Pima	Rural
Plenty	15%	7%	8%
Not so many	25	35	22
Hard to get	47	49	63
Don't know	<u>13</u>	<u>9</u>	<u>7</u>
	100%	100%	100%

Rating Of
General Business
Conditions
Six Months Hence

	Maricopa	Pima	Rural
Better	32%	20%	30%
About the same	41	57	51
Worse	20	16	16
Don't know	<u>7</u>	<u>7</u>	<u>3</u>
	100%	100%	100%

Rating Of
Job Availability
Six Months Hence

	Maricopa	Pima	Rural
More	24%	14%	27%
About the same	46	51	44
Fewer	22	24	19
Don't know	<u>8</u>	<u>11</u>	<u>10</u>
	100%	100%	100%

Rating Of
Family Income
Six Months Hence

	Maricopa	Pima	Rural
Higher	27%	14%	26%
About the same	62	77	62
Lower	11	6	11
Don't know	<u>*</u>	<u>3</u>	<u>1</u>
	100%	100%	100%

*Indicates % less than .5

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