behavior research center's

Rocky Mountain Poll

Rated in the Top 15% of Political Polls in the U.S.

NEWS RELEASE [RMP 2015-II-02]

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ARIZONA CONSUMER CONFIDENCE: UNIMPROVED
71 PERCENT SAY JOBS ARE STILL FEW AND FAR BETWEEN

Phoenix, Arizona, May 28, 2015. Consumer confidence in the economy remains unchanged this quarter at exactly the same level as was seen in January. While both readings are the best we have seen since January 2008, they are nothing to crow about and doubtless reflect deep reluctance among consumers to trust that the successes of financial institutions or big business have much to do with them or their own financial security.

The overall Consumer Confidence Index for Arizona stands at 79.1, exactly the same level as in January and within the same general weak range as we have seen over the past several years. The Index is marginally improved in Maricopa and in the rural counties, but is quite low in Pima County.

Thirty-seven percent of consumers opine that jobs are hard to find and another 34 percent say that there are few jobs available to chase. Less than a fifth (19%) describe the job market as good.

This survey also registers a modest deterioration in consumer views about the health of the current business climate and then as they look forward to the next six months, optimism has also declined. In fact, the proportion who believe business conditions will improve over the next two quarters rests at only 25 percent, the second lowest reading since summer 2011. The same is true of the proportion who believe the job market may improve in the coming months.

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Earl de Berge, Research Director for the Rocky Mountain Poll, noted that “other recent studies report that consumer spending across the U.S. is very flat and that the level of people in the work force is at its lowest level in history. We suppose that a central historical message in these attitudes is that no one should expect consumers to quickly or happily rally in attitude or spending behavior as they watch major corporations and financial institutions profit handsomely while the income gap between middle class America and the wealthy continues to widen. In effect, they may see the recovery as benefitting only the rich while they pay the bills.”

The proportion of families anticipating improvement in their family income over the coming six months rests at only 19 percent which is the lowest such reading since April 2012.

Commenting on the recent findings, Dr. Dennis Hoffman of the L. William Seidman Research Center at W.P. Cary School of Business at Arizona State University noted that: “While there are signs of improvement in the Arizona economy, the latest Rocky Mountain Poll indicates no sign of acceleration in the pace of growth nor that growth is widespread throughout the state. Attitudes in Maricopa County, buoyed by a robust tourist season and a more diversified economy, are considerably more positive than those of consumers in Pima County. Signs of life in the real estate market have likely served to ward off the negativity of higher gasoline prices, up nearly a dollar a gallon since the last poll was taken in January, leaving the sentiment index unchanged overall. The Arizona consumer, like that of the nation, appears to be in the “wait and see” mode.”

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EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2015-II-02), is based on 701 interviews with adult heads of household statewide, conducted between April 29 and May 10, 2015. 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.

STATISTICAL DATA

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

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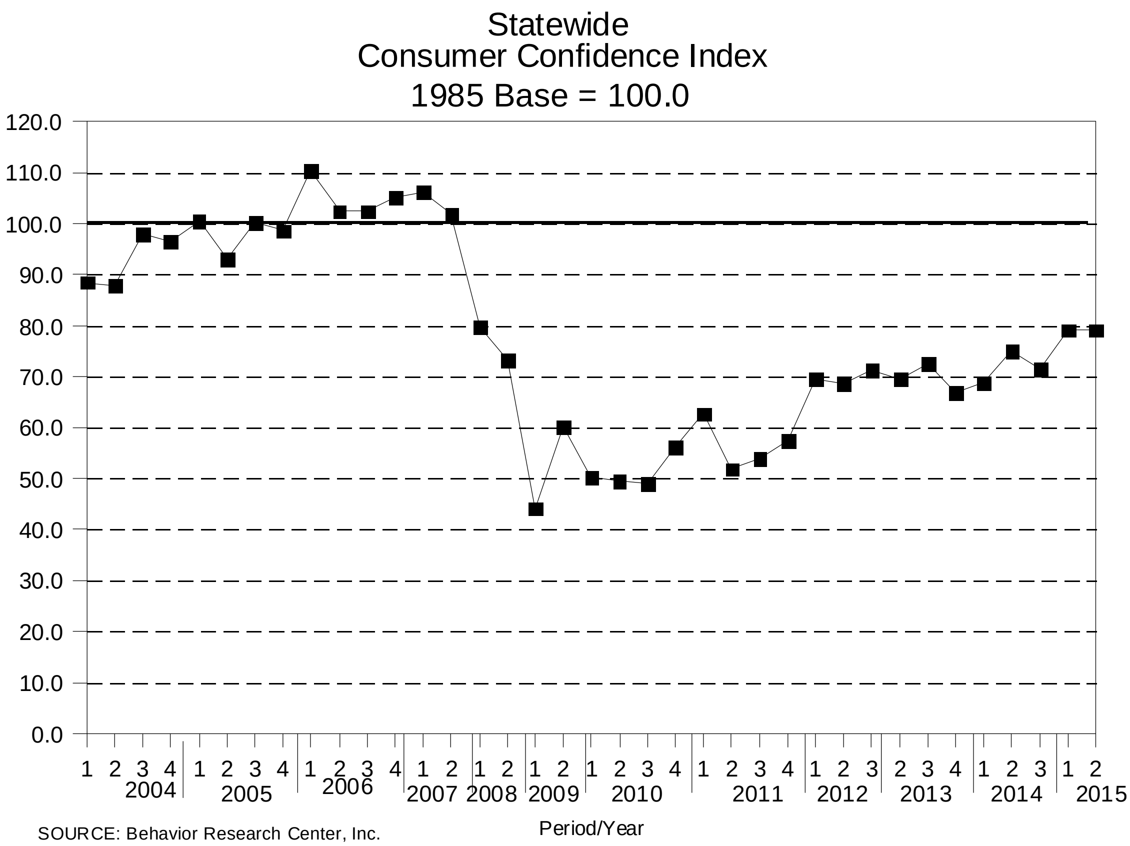
Further Note on Behavior Research Center

In 2014, Nate Silver of the website fivethirtyeight.com rated BRC as one of the top 15 percent of political polling firms in the country for methodology and accuracy, giving BRC an "A-"rating. Mr. Silver and his website have correctly predicted national and state election outcomes in recent election outcomes in recent election cycles by aggregating polling results from multiple research firms.

ENCLOSED: Statistical Tables



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	2015		2014			2013			2012		
	Apr	Jan	Jul	Apr	Jan	Oct	Jul	Apr	Oct	Apr	Jan
Consumer Confidence Index											
Statewide	79.1	79.1	71.6	75.1	68.9	66.9	72.5	69.6	71.3	68.6	69.5
Maricopa	86.3	83.8	78.1	86.1	72.7	69.6	80.5	72.5	78.5	75.0	73.5
Pima	69.9	78.8	70.0	72.7	58.0	62.9	73.7	65.7	58.0	66.7	70.8
Rural	67.9	65.5	54.4	49.7	65.5	60.0	54.9	47.6	63.0	55.3	58.1
Index Detail (Statewide):											
Present Situation Index	68.0	67.1	53.9	56.5	50.3	51.3	50.0	52.0	40.6	39.0	32.0
Expectation Index (Next 6 Months)	86.5	87.1	83.5	87.6	80.9	77.2	87.5	81.3	91.8	88.4	94.5

Appraisal of Present Situation: Percent Holding Attitude

	Apr	Jan	Jul	Apr	Jan	Oct	Jul	Apr	Oct	Apr	Jan
Business Conditions:											
Good	32%	34%	30%	33%	29%	28%	33%	29%	20%	26%	22%
Normal	48	45	43	45	46	44	39	43	44	40	42
Bad	17	16	21	19	21	22	23	24	31	29	33
Not sure	3	5	6	3	4	6	5	4	5	5	3
Employment:											
Jobs plentiful	19%	19%	13%	14%	12%	13%	10%	13%	12%	8%	6%
Not so many	34	24	30	32	25	30	34	35	30	33	33
Jobs hard to get	37	41	46	45	51	47	47	43	48	53	56
Not sure	10	16	11	9	12	10	9	9	10	6	5

Expectations For Six Month Hence: Percent Holding Attitude

	Apr	Jan	Jul	Apr	Jan	Oct	Jul	Apr	Oct	Apr	Jan
Business Conditions:											
Better	25%	31%	20%	26%	29%	26%	29%	29%	28%	32%	36%
Same	54	49	58	54	46	46	52	45	42	47	48
Worse	14	13	15	13	19	19	13	19	12	14	11
Not sure	7	7	7	7	6	9	6	7	18	7	5
Employment:											
More jobs	26%	30%	28%	28%	23%	24%	28%	27%	29%	30%	27%
Same	43	38	36	44	47	43	41	40	37	42	51
Fewer jobs	20	22	24	20	21	23	22	25	15	19	16
Not sure	11	10	12	8	9	10	9	8	19	9	6
Family Income:											
Higher	19%	22%	26%	26%	25%	25%	22%	22%	22%	19%	23%
Same	73	66	65	63	64	60	67	67	65	69	68
Lower	6	9	7	9	10	12	8	8	9	9	8
Not sure	2	3	2	2	1	3	3	3	4	3	1

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Rating Of *Current* General Business Conditions

	Maricopa	Pima	Rural
Good	37%	32%	21%
Normal	48	33	56
Bad	22	30	21
Don't know	3	5	2
	100%	100%	100%

Rating Of *Current* Job Availability

	Maricopa	Pima	Rural
Plenty	23%	16%	13%
Not so many	33	39	33
Hard to get	31	38	49
Don't know	13	7	5
	100%	100%	100%

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Rating Of General Business Conditions *Six Months Hence*

	Maricopa	Pima	Rural
Better	28%	13%	25%
About the same	53	56	54
Worse	14	12	14
Don't know	5	19	7
	100%	100%	100%

Rating Of Job Availability *Six Months Hence*

	Maricopa	Pima	Rural
More	29%	20%	23%
About the same	42	46	44
Fewer	19	16	26
Don't know	10	18	7
	100%	100%	100%

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Rating Of Family Income *Six Months Hence*

	Maricopa	Pima	Rural
Higher	17%	25%	19%
About the same	76	64	74
Lower	5	10	6
Don't know	2	1	1
	100%	100%	100%

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