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Rocky Mountain Poll

NEWS RELEASE [RMP 2002-II-04]

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CONSUMER CONFIDENCE CONTINUES TO IMPROVE IN ARIZONA

Phoenix, Arizona. April 16, 2002. After a sharp decline in October to 95.1, the Arizona Consumer Confidence Index edged modestly upward to 96.2 in January and has now risen to 100.4, the strongest level in three quarters. The Index is based on consumer views of the current economic climate and expectations about the future. The study finds consumers remain pessimistic about the current economic climate but increasingly optimistic about the near term future. More specifically, the Expectations component of the index rose to 108.2 from 101.3 in January and only 89.6 at this time last year. This is the highest Expectations reading since April of 2000 and clear evidence of continuing consumer belief that the balance of 2002 will see economic growth.

At the same time, however, the assessment consumers make of current conditions remains in the doldrums. That component of the Index currently registers only 88.6, exactly the same as in January and well below the 119.2 reading this time last year.

The findings outlined in this report are based on a survey of 540 Maricopa and Pima County residents conducted between April 3rd and April 7th, 2002, 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 to read this and other recent polls.

Much of the pessimism of consumer views regarding the current economic climate continues to trace to their views about job availability. Today, 25 percent say jobs are "hard to find" compared to 24 percent in January and only 12 percent one year ago April. Today, only 27 percent say "jobs are plentiful" compared to 50 percent this time last year.

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The overall Consumer Confidence Index rose in both Tucson and Phoenix. In Tucson, the Index stands at 93.8, its highest level in four quarters. The Phoenix Index is at 102.3, compared to 97.4 in January. An important shift in this Consumer Confidence report is that the proportions giving negative projections on future business conditions, job availability and family income all shrank to their lowest levels in more than a year and a half.

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EDITOR'S NOTE: This Arizona Consumer Confidence Index is based on telephone interviews with 540 adult heads of household throughout Maricopa and Pima Counties from April 3rd through April 7th, 2002. 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 may say with a 95 percent certainty that the results have a statistical precision of plus or minus 4.3 percent of what they would have been had the entire adult population been surveyed. The Arizona Consumer Confidence Study is sponsored and 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.

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

STATISTICAL DATA

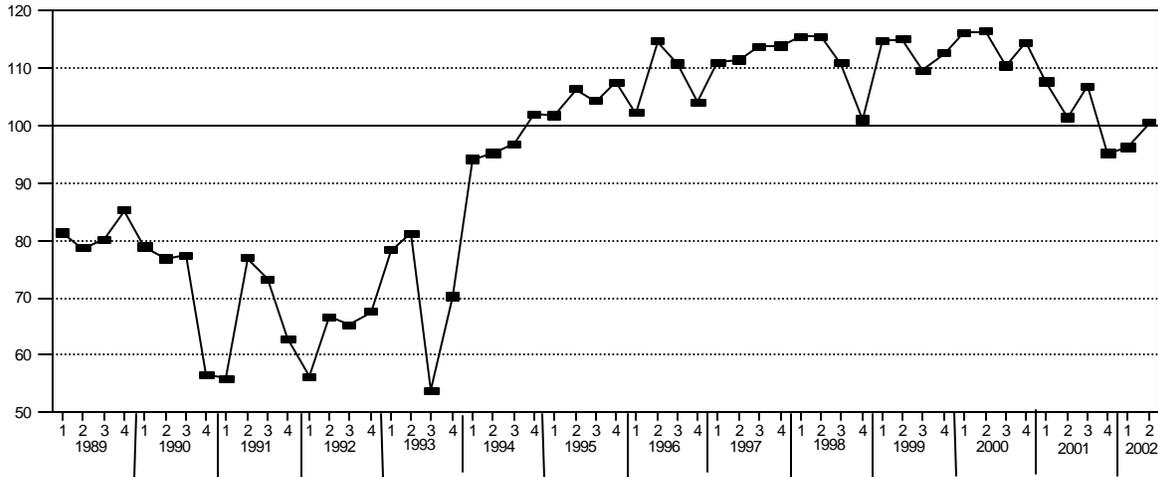
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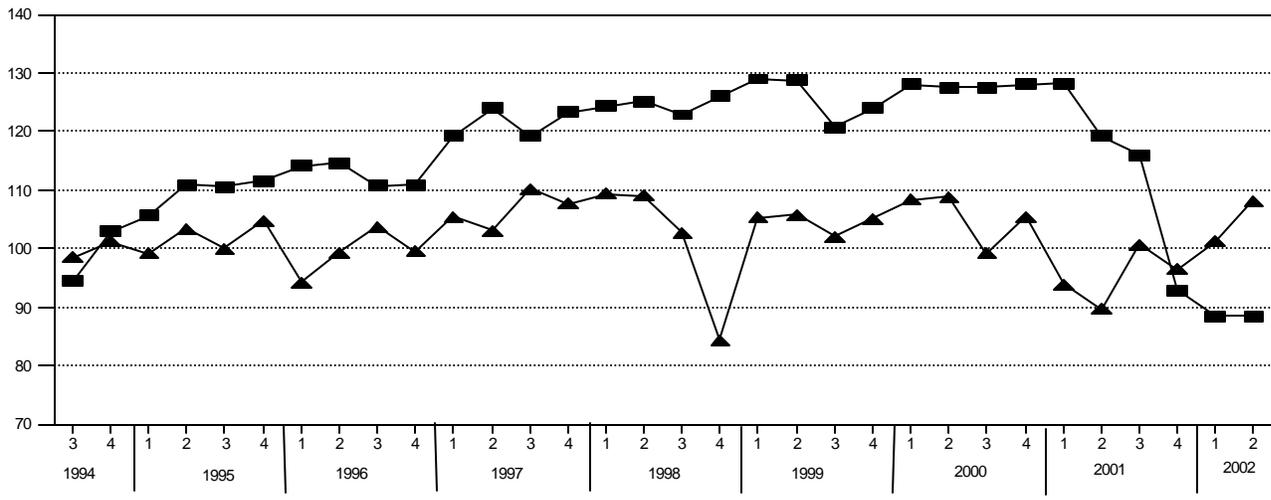
Statewide Consumer Confidence Index 1985 Base = 100.0



SOURCE: Behavior Research Center, Inc.

Quarter/Year

Present Situation and Expectations Index



Quarter/Year

Present Situation Index
 Six Months Expectations Index

SOURCE: Behavior Research Center, Inc.

STATISTICAL DATA

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	2002		2001				2000				1999		
	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr
Consumer Confidence Index													
Statewide	100.4	96.2	95.1	106.8	101.4	107.6	114.5	110.4	116.3	116.1	112.6	109.5	115.0
Phoenix	102.3	97.4	96.0	110.3	101.5	109.5	115.0	110.5	117.5	118.1	114.8	111.8	116.8
Tucson	93.8	91.5	91.2	93.6	100.9	99.5	112.7	109.2	111.2	108.5	106.3	101.8	106.6
Index Detail (Statewide):													
Present Situation Index	88.6	88.6	92.9	116.0	119.2	128.2	128.0	127.5	127.5	128.0	123.9	120.7	128.7
Expectation Index (Next 6 Months)	108.2	101.3	96.5	100.7	89.6	93.9	105.5	99.1	108.9	108.3	105.1	102.0	105.9
<i>Appraisal of Present Situation: Percent Holding Attitude</i>													
Business Conditions:													
Good	41%	39%	39%	54%	51%	56%	57%	60%	61%	59%	60%	57%	60%
Normal	41	43	41	34	37	36	35	31	30	32	32	33	32
Bad	13	13	14	8	9	5	5	6	5	5	5	7	4
Not sure	5	5	6	4	3	3	3	3	4	4	3	3	4
Employment:													
Jobs plentiful	27%	26%	31%	50%	52%	63%	66%	64%	61%	65%	58%	59%	58%
Not so many	32	38	31	21	24	17	16	17	14	16	17	15	17
Jobs hard to get	25	24	22	16	12	10	11	10	10	10	14	15	9
Not sure	16	12	16	13	12	10	7	9	15	9	11	11	16
<i>Expectations For Six Month Hence: Percent Holding Attitude</i>													
Business Conditions:													
Better	43%	44%	38%	30%	27%	27%	24%	27%	28%	27%	27%	27%	26%
Same	41	41	42	51	54	55	59	57	57	61	60	59	60
Worse	9	10	11	12	16	13	8	10	8	6	8	9	6
Not sure	7	5	9	7	3	5	9	6	7	6	5	5	8
Employment:													
More jobs	42%	38%	36%	32%	29%	30%	32%	31%	37%	33%	30%	31%	29%
Same	32	35	33	43	44	43	48	48	43	50	50	48	50
Fewer jobs	15	20	21	16	21	21	12	14	10	12	12	14	13
Not sure	11	7	10	9	6	6	8	7	10	5	8	7	8
Family Income:													
Higher	29%	31%	29%	37%	31%	34%	36%	31%	34%	36%	34%	36%	30%
Same	65	62	61	58	62	59	58	62	58	58	60	58	63
Lower	4	5	7	4	6	4	3	5	4	4	3	4	4
Not sure	2	2	3	1	1	3	3	2	4	2	3	2	3

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|                | Rating Of<br><i>Current</i> General<br>Business Conditions             |                |                | Rating Of<br><i>Current</i> Job<br>Availability          |                |
|----------------|------------------------------------------------------------------------|----------------|----------------|----------------------------------------------------------|----------------|
|                | Maricopa<br>County                                                     | Pima<br>County |                | Maricopa<br>County                                       | Pima<br>County |
| Good           | 43%                                                                    | 35%            | Plenty         | 28%                                                      | 22%            |
| Normal         | 39                                                                     | 45             | Not so many    | 32                                                       | 31             |
| Bad            | 12                                                                     | 15             | Hard to get    | 24                                                       | 30             |
| Don't know     | 6                                                                      | 5              | Don't know     | 16                                                       | 17             |
| ~~~~~          |                                                                        |                |                |                                                          |                |
|                | Rating Of<br>General Business<br>Conditions<br><i>Six Months Hence</i> |                |                | Rating Of<br>Job Availability<br><i>Six Months Hence</i> |                |
|                | Maricopa<br>County                                                     | Pima<br>County |                | Maricopa<br>County                                       | Pima<br>County |
| Better         | 46%                                                                    | 31%            | More           | 45%                                                      | 34%            |
| About the same | 40                                                                     | 48             | About the same | 31                                                       | 37             |
| Worse          | 9                                                                      | 10             | Fewer          | 14                                                       | 16             |
| Don't know     | 5                                                                      | 11             | Don't know     | 10                                                       | 13             |
| ~~~~~          |                                                                        |                |                |                                                          |                |
|                | Rating Of<br>Family Income<br><i>Six Months Hence</i>                  |                |                |                                                          |                |
|                | Maricopa<br>County                                                     | Pima<br>County |                |                                                          |                |
| Higher         | 30%                                                                    | 24%            |                |                                                          |                |
| About the same | 64                                                                     | 71             |                |                                                          |                |
| Lower          | 4                                                                      | 2              |                |                                                          |                |
| Don't know     | 2                                                                      | 3              |                |                                                          |                |
| ~~~~~          |                                                                        |                |                |                                                          |                |

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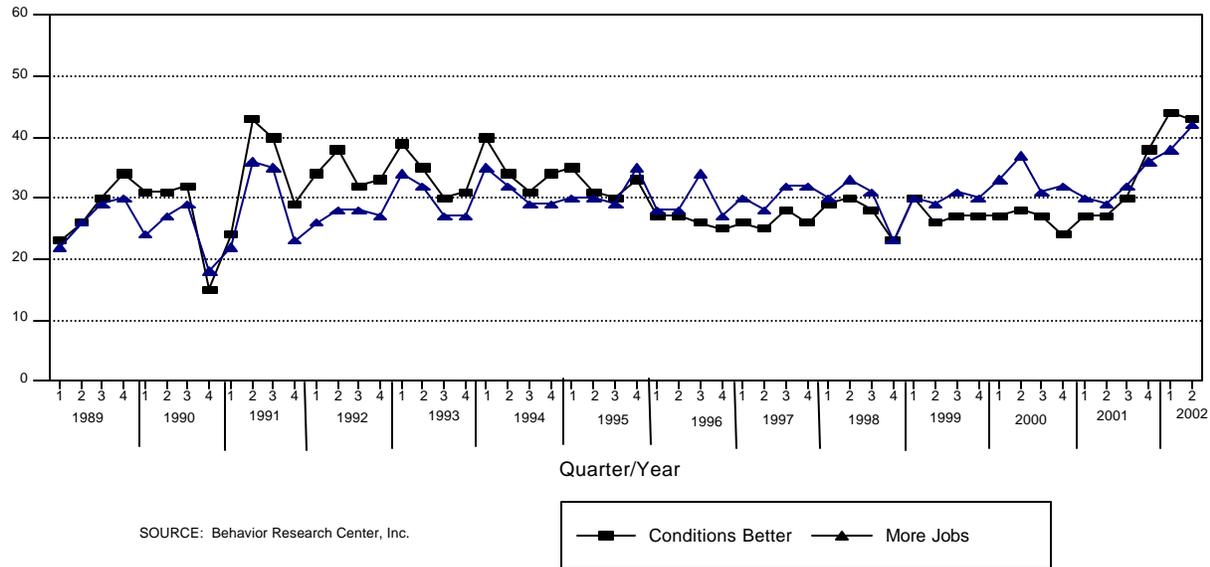
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% with Positive Attitudes on Future Business Conditions and Job Market



% with Positive Attitudes on Current Business Conditions and Job Market

