



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2002-IV-3

Contact: Earl de Berge
Research Director
Or: Luis Ortiz, Vice
President

CHRISTMAS SHOPPING LIKELY TO BE OFF

Phoenix, Arizona, October 14, 2002. Today only one in ten (11%) Arizona consumers say they plan to “spend more” for Christmas gifts than they did last year. At the same time, the proportion who plan to spend less than last year is more than three times as high (36%).

The proportion who plan on lower levels of spending rises in several important consumer segments: women and consumers in the 35 to 54 age bracket (40%). It also rises to just over 40 percent within lower income segments.

Although lower planned spending is found in every major population segment, it appears that the outlook is not as gloomy among younger consumers (those under the age of 35) where 23 percent plan on greater spending levels and only 31 percent plan on lower levels. Older Arizonans, on the other hand, are among the least likely to give retailers more money this year than last - only three percent plan greater expenditures, 33 percent say they will spend less and 64 percent foresee no change. The weak figures for more buying among consumers over 54 years of age may in part reflect loss of net worth and income due to stock market losses over the past year.

For retailers who may be looking to this year’s Christmas season to add some revenue to the bottom line, the sad fact is that 89 percent of consumers plan to spend no more than last year, or less. What is even more discouraging is that within families in the upper half of income groups, 92 percent will be spending at the same levels or less than last year. Only eight percent of the state’s more affluent families plan to spend more money on Christmas gifts or activities. More specifically, among families earning in excess of \$45,000 per annum (who constitute roughly half of families in Arizona), eight percent will be spending more, 34 percent will cut back and 58 percent will spend no more than last year.

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The findings outlined in this report are based on a survey of 713 adult consumers across Arizona conducted between October 1st and October 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.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-IV-3) is based on 713 telephone interviews with adults, conducted from October 1st through October 7th, 2002 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.7 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.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

BELOW: Statistical data

For this and other polls. See www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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“As far as you know, do you think you and your family will spend more, less or about the same amount of money on Christmas gifts and activities this year than you did one year ago?”

		MORE	LESS	NO CHANGE
STATEWIDE	2002	11%	36%	53%
	1997	25	39	36
Detail 2002				
	Women	9	40	51
	Men	12	31	57
	Age under 35	23	31	46
	35 to 45	10	40	50
	55+	3	33	64
	Retirees	7	31	62
<u>INCOME</u>				
	Under \$25,000	13	41	46
	\$25,000 to \$45,999	13	34	53
	\$46,000 +	8	34	58

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