



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2002-IV-4]

Contact: Earl de Berge
Research Director

ARIZONA CONSUMER CONFIDENCE INDEX HITS LOWEST LEVEL SINCE 1993

Phoenix, Arizona, October 14, 2002. Arizona's Consumer Confidence Index has dropped sharply to 82.3 from 96.1 in July and now rests at the lowest level since October of 1993. Additionally, this change in the Index represents the largest quarterly drop in 12 years: down 13.8 points. The only greater drop was in October of 1990 when the Index fell 20.7 points and remained low for six months.

The decline in the Index is fueled principally by deepening pessimism among consumers about the quality of the job market. The proportion who believe jobs "are hard to get" rose to 32 percent from 26 percent in July and is literally double the level registered this time last year, and three times as high as two years ago October. Looked at from another perspective: today only 21 percent believe jobs are plentiful these days compared to 31 percent who felt this way one year ago, and a whopping 66 percent who held this view two years ago October. As consumers look forward, we also register an increase to 24 percent from 16 who believe jobs will be "harder to find" in the months to come.

As well, the study registers a drop-off in the proportion of consumers willing to describe current business conditions as "good" – today only 33 percent compared to 37 percent last quarter and 41 percent in April.

Contributing to the gloom are increasingly pessimistic views among consumers about the coming six months. Thus, this is the third consecutive quarter in which belief that business conditions will improve has dropped – now only 30 percent holding that view compared to 38 percent in July and 43 percent in April.

The Index fell in both the Tucson and Phoenix areas, but is lowest in Tucson: 76.2 compared to 92.7 last quarter. In the Phoenix area, the index is 85.5 compared to 96.6 last quarter.

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The findings outlined in this report are based on a survey of 570 adult consumers in Maricopa and Pima Counties 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-4) is based on 570 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 4.2 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.

ENCLOSED: Statistical data for reference.

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

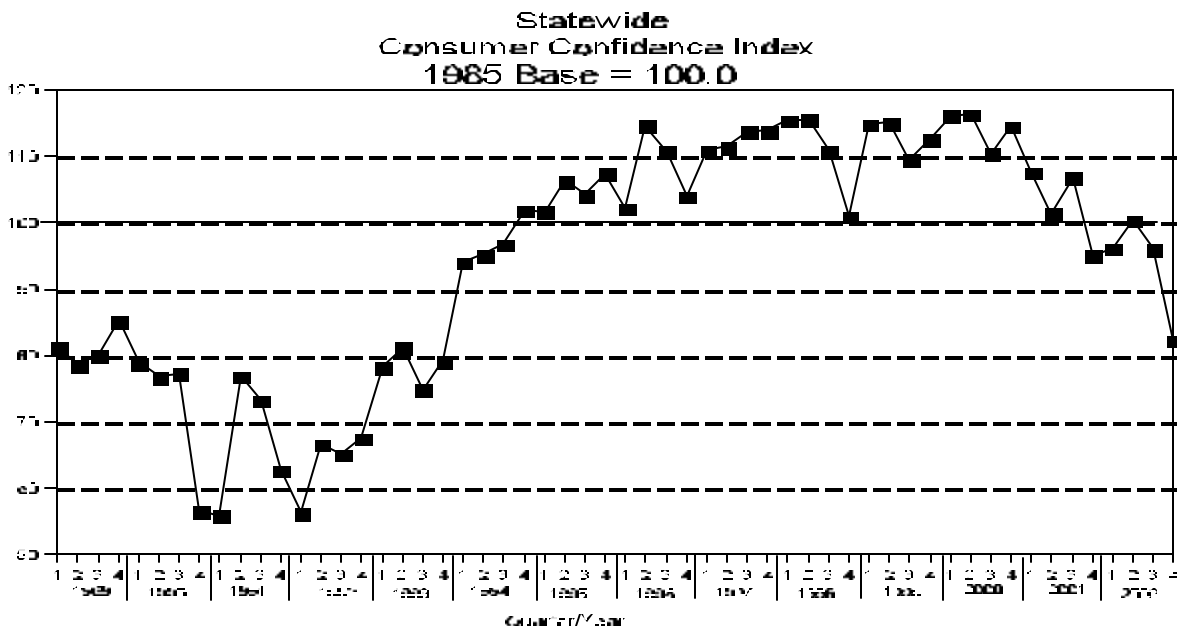
STATISTICAL DATA

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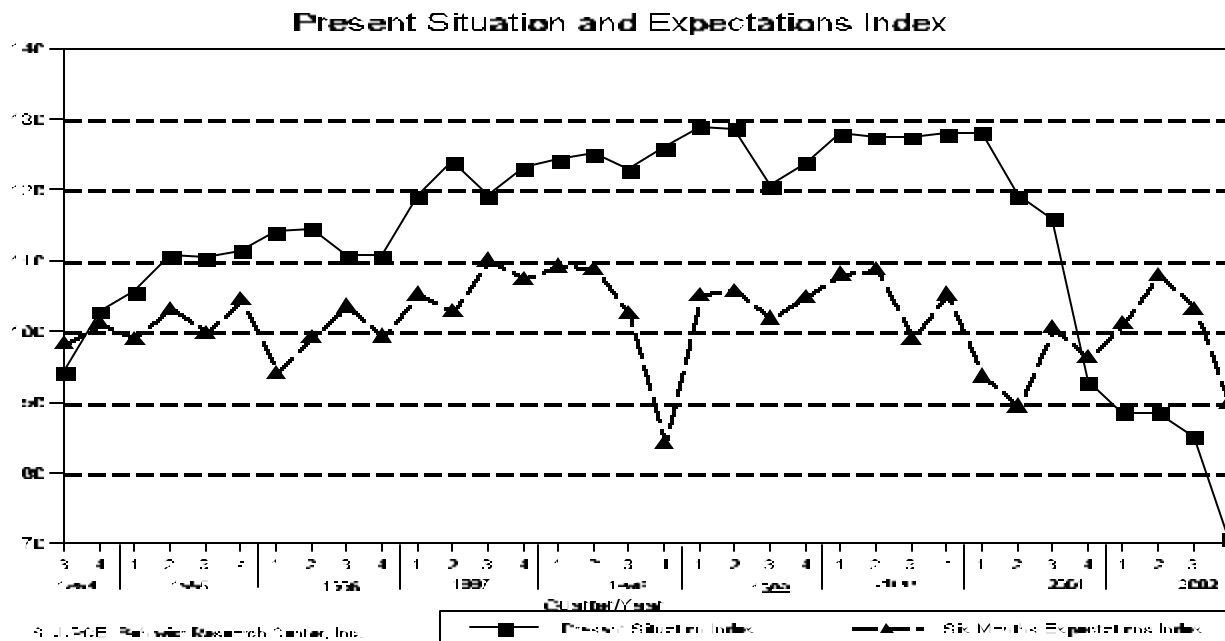
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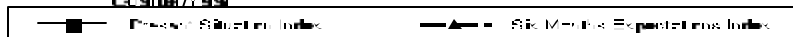
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SOURCE: Behavior Research Center, Inc.



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	2002				2001				2000				1999
	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct
<u>Consumer Confidence Index</u>													
Statewide	82.3	96.1	100.4	96.2	95.1	106.8	101.4	107.6	114.5	110.4	116.3	116.1	112.6
Phoenix	85.5	96.6	102.3	97.4	96.0	110.3	101.5	109.5	115.0	110.5	117.5	118.1	114.8
Tucson	76.2	92.7	93.8	91.5	91.2	93.6	100.9	99.5	112.7	109.2	111.2	108.5	106.3
<u>Index Detail (Statewide):</u>													
Present Situation Index	70.8	85.2	88.6	88.6	92.9	116.0	119.2	128.2	128.0	127.5	127.5	128.0	123.9
Expectation Index (Next 6 Months)	90.0	103.4	108.2	101.3	96.5	100.7	89.6	93.9	105.5	99.1	108.9	108.3	105.1

Appraisal of Present Situation:

Percent Holding Attitude

Business Conditions:

Good	33%	37%	41%	39%	39%	54%	51%	56%	57%	60%	61%	59%	60%
Normal	45	42	41	43	41	34	37	36	35	31	30	32	32
Bad	19	16	13	13	14	8	9	5	5	6	5	5	5
Not sure	3	5	5	5	6	4	3	3	3	3	4	4	3

Employment:

Jobs plentiful	21%	27%	27%	26%	31%	50%	52%	63%	66%	64%	61%	65%	58%
Not so many	36	32	32	38	31	21	24	17	16	17	14	16	17
Jobs hard to get	32	26	25	24	22	16	12	10	11	10	10	10	14
Not sure	11	15	16	12	16	13	12	10	7	9	15	9	11

Expectations For Six Month Hence:

Percent Holding Attitude

Business Conditions:

Better	30%	38%	43%	44%	38%	30%	27%	27%	24%	27%	28%	27%	27%
Same	46	46	41	41	42	51	54	55	59	57	57	61	60
Worse	16	8	9	10	11	12	16	13	8	10	8	6	8
Not sure	8	8	7	5	9	7	3	5	9	6	7	6	5

Employment:

More jobs	32%	32%	42%	38%	36%	32%	29%	30%	32%	31%	37%	33%	30%
Same	35	43	32	35	33	43	44	43	48	48	43	50	50
Fewer jobs	24	16	15	20	21	16	21	21	12	14	10	12	12
Not sure	9	9	11	7	10	9	6	6	8	7	10	5	8

Family Income:

Higher	26%	30%	29%	31%	29%	37%	31%	34%	36%	31%	34%	36%	34%
Same	67	64	65	62	61	58	62	59	58	62	58	58	60
Lower	5	4	4	5	7	4	6	4	3	5	4	4	3
Not sure	2	2	2	2	3	1	1	3	3	2	4	2	3

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|            | Rating Of<br><i>Current</i> General<br>Business Conditions |        |
|------------|------------------------------------------------------------|--------|
|            | Maricopa                                                   | Pima   |
|            | County                                                     | County |
| Good       | 35%                                                        | 25%    |
| Normal     | 43                                                         | 51     |
| Bad        | 19                                                         | 20     |
| Don't know | 3                                                          | 4      |

|             | Rating Of<br><i>Current</i> Job<br>Availability |        |
|-------------|-------------------------------------------------|--------|
|             | Maricopa                                        | Pima   |
|             | County                                          | County |
| Plenty      | 22%                                             | 17%    |
| Not so many | 36                                              | 33     |
| Hard to get | 31                                              | 38     |
| Don't know  | 11                                              | 12     |

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|                | Rating Of<br>General Business<br>Conditions<br><i>Six Months Hence</i> |        |
|----------------|------------------------------------------------------------------------|--------|
|                | Maricopa                                                               | Pima   |
|                | County                                                                 | County |
| Better         | 31%                                                                    | 29%    |
| About the same | 45                                                                     | 50     |
| Worse          | 16                                                                     | 14     |
| Don't know     | 8                                                                      | 7      |

|                | Rating Of<br>Job Availability<br><i>Six Months Hence</i> |        |
|----------------|----------------------------------------------------------|--------|
|                | Maricopa                                                 | Pima   |
|                | County                                                   | County |
| More           | 34%                                                      | 25%    |
| About the same | 34                                                       | 39     |
| Fewer          | 23                                                       | 26     |
| Don't know     | 9                                                        | 10     |

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|                | Rating Of<br>Family Income<br><i>Six Months Hence</i> |        |
|----------------|-------------------------------------------------------|--------|
|                | Maricopa                                              | Pima   |
|                | County                                                | County |
| Higher         | 27%                                                   | 24%    |
| About the same | 67                                                    | 69     |
| Lower          | 5                                                     | 5      |
| Don't know     | 1                                                     | 2      |

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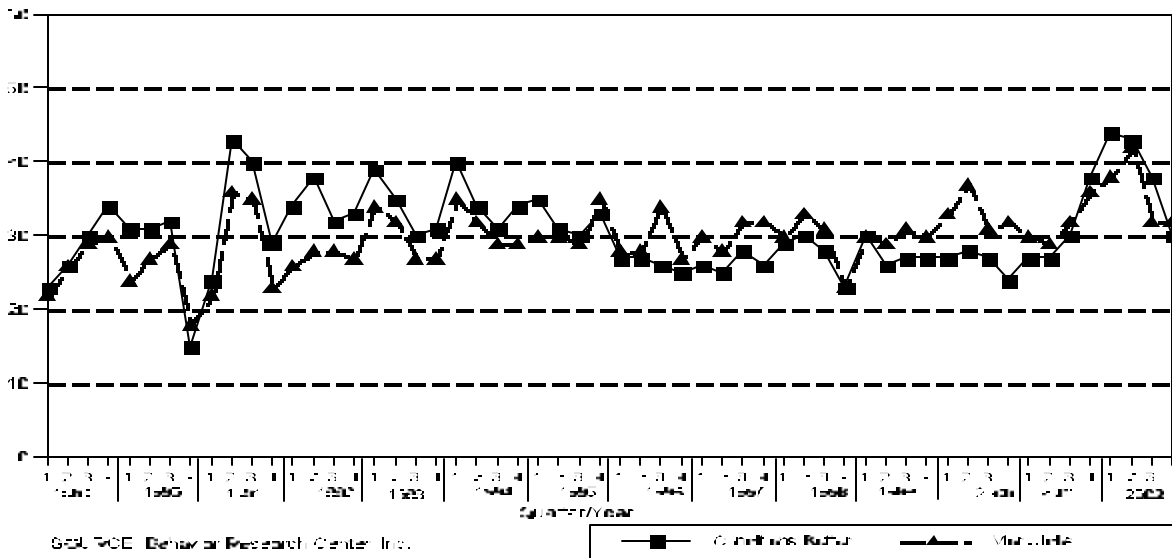
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ARIZONA CONSUMER CONFIDENCE INDEX — July 2002

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**% with Positive Attitudes on
Future Business Conditions and Job Market**



**% with Positive Attitudes on
Current Business Conditions and Job Market**

