



*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE [RMP 2003-IV-04]

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Research Director

## CONSUMER CONFIDENCE INDEX IN ARIZONA CLOSES YEAR ON POSITIVE NOTE

Phoenix, Arizona, October 24, 2003. Arizona consumer confidence has reversed course again, rising in both Tucson and Phoenix, resuming the upward trend that started in January and continued through the spring but then faltered in July. The Consumer Confidence Index rose in October to an impressive 91.8 compared to 84.1 in July, 86.5 in April and 83.3 at the outset of the year. The current reading is the best of 2003.

Equally encouraging is the finding that confidence in both Tucson and Phoenix has reached a high water mark for the year: 93.0 in Phoenix and 88.5 in Tucson.

The positive movement in the Index traces to improvements in consumer assessment of current economic conditions and in their expectations about the coming six months. Those who believe the job market has improved rose to 22 percent from 15 in July and those expecting it will increase in the coming six months rose to 37 percent. Confidence that the business environment is getting better also showed clear signs of improvement: 37 percent describe business conditions as good today – the highest such reading in 15 months. Similarly, those expecting business conditions to continue to improve in the coming six months now registers at 45 percent, compared to only 39 percent in July. Indeed, this indicator is at the highest level seen in more than two years.

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The findings outlined in this report are based on a survey of 565 adults in Maricopa and Pima Counties conducted between October 9<sup>th</sup> and October 16<sup>th</sup>, 2003, 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](http://www.brcpolls.com) to read this and other recent polls.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-IV-04) is based on 565 telephone interviews with adults, conducted from October 9<sup>th</sup> through October 16<sup>th</sup>, 2003 in Maricopa and Pima Counties. 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](http://www.brcpolls.com/results).

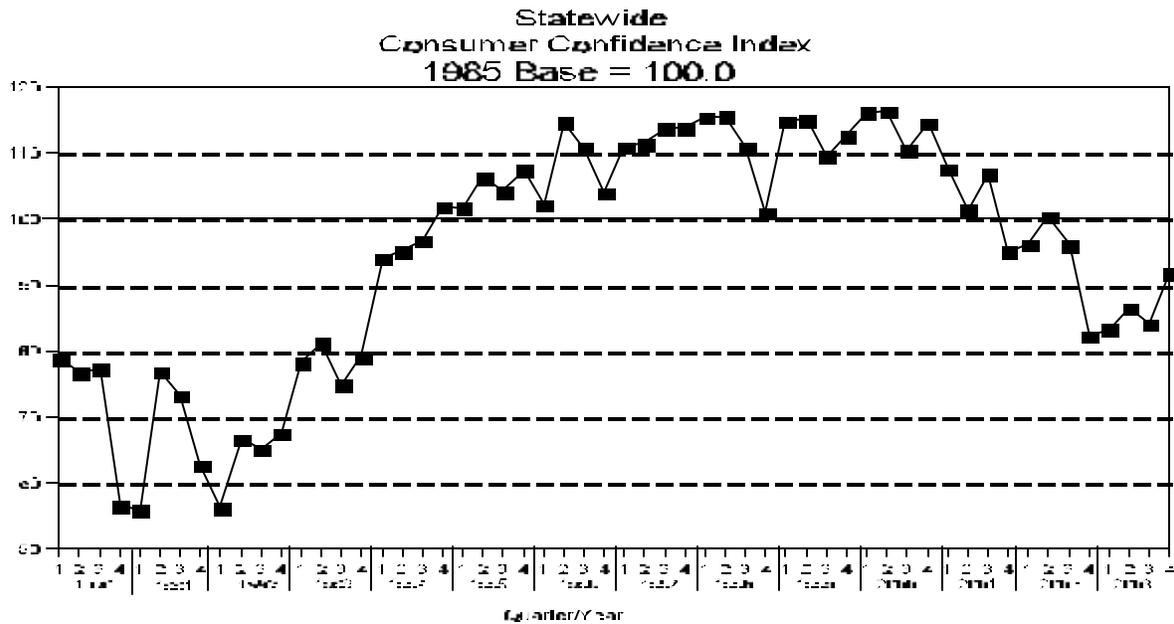
**STATISTICAL DATA**

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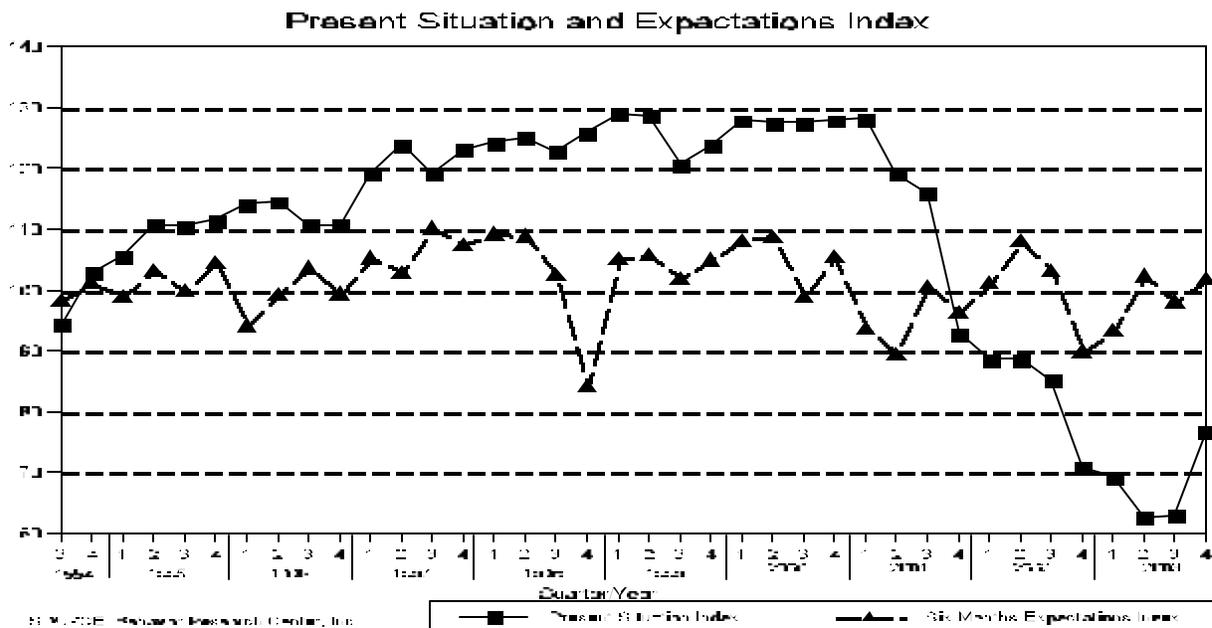
ARIZONA CONSUMER CONFIDENCE INDEX — October 2003

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SOURCE: Behavior Research Center, Inc.



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2003-IV-04

	2003				2002				2001			
	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan
<u>Consumer Confidence Index</u>												
Statewide	<b>91.8</b>	<b>84.1</b>	86.5	83.3	82.3	96.1	100.4	96.2	95.1	106.8	101.4	107.6
Phoenix	<b>93.0</b>	<b>87.9</b>	86.6	84.6	85.5	96.6	102.3	97.4	96.0	110.3	101.5	109.5
Tucson	<b>88.5</b>	<b>72.0</b>	83.1	82.3	76.2	92.7	93.8	91.5	91.2	93.6	100.9	99.5
<u>Index Detail (Statewide):</u>												
Present Situation Index	<b>76.7</b>	<b>63.0</b>	62.6	69.4	70.8	85.2	88.6	88.6	92.9	116.0	119.2	128.2
Expectation Index (Next 6 Months)	<b>101.9</b>	<b>98.2</b>	102.5	93.4	90.0	103.4	108.2	101.3	96.5	100.7	89.6	93.9

*Appraisal of Present Situation:  
Percent Holding Attitude*

	2003				2002				2001			
<u>Business Conditions:</u>												
Good	<b>37%</b>	<b>32%</b>	34%	32%	33%	37%	41%	39%	39%	54%	51%	56%
Normal	<b>45</b>	<b>42</b>	41	47	45	42	41	43	41	34	37	36
Bad	<b>15</b>	<b>20</b>	19	16	19	16	13	13	14	8	9	5
Not sure	<b>3</b>	<b>6</b>	6	5	3	5	5	5	6	4	3	3
<u>Employment:</u>												
Jobs plentiful	<b>22%</b>	<b>15%</b>	16%	18%	21%	27%	27%	26%	31%	50%	52%	63%
Not so many	<b>32</b>	<b>35</b>	30	35	36	32	32	38	31	21	24	17
Jobs hard to get	<b>32</b>	<b>37</b>	40	32	32	26	25	24	22	16	12	10
Not sure	<b>14</b>	<b>13</b>	14	15	11	15	16	12	16	13	12	10

*Expectations For Six Month Hence:  
Percent Holding Attitude*

	2003				2002				2001			
<u>Business Conditions:</u>												
Better	<b>45%</b>	<b>39%</b>	41%	36%	30%	38%	43%	44%	38%	30%	27%	27%
Same	<b>39</b>	<b>46</b>	42	45	46	46	41	41	42	51	54	55
Worse	<b>9</b>	<b>10</b>	9	13	16	8	9	10	11	12	16	13
Not sure	<b>7</b>	<b>5</b>	8	6	8	8	7	5	9	7	3	5
<u>Employment:</u>												
More jobs	<b>37%</b>	<b>35%</b>	37%	30%	32%	32%	42%	38%	36%	32%	29%	30%
Same	<b>37</b>	<b>39</b>	39	40	35	43	32	35	33	43	44	43
Fewer jobs	<b>18</b>	<b>18</b>	15	21	24	16	15	20	21	16	21	21
Not sure	<b>8</b>	<b>8</b>	9	9	9	9	11	7	10	9	6	6
<u>Family Income:</u>												
Higher	<b>28%</b>	<b>26%</b>	23%	26%	26%	30%	29%	31%	29%	37%	31%	34%
Same	<b>64</b>	<b>65</b>	67	65	67	64	65	62	61	58	62	59
Lower	<b>6</b>	<b>7</b>	6	6	5	4	4	5	7	4	6	4
Not sure	<b>2</b>	<b>2</b>	4	3	2	2	2	2	3	1	1	3

**STATISTICAL DATA**

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ARIZONA CONSUMER CONFIDENCE INDEX — October 2003

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	Rating Of <i>Current</i> General Business Conditions			Rating Of <i>Current</i> Job Availability	
	Maricopa County	Pima County		Maricopa County	Pima County
Good	38%	34%	Plenty	23%	18%
Normal	44	45	Not so many	33	28
Bad	15	15	Hard to get	31	35
Don't know	3	6	Don't know	13	19
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	Rating Of General Business Conditions <i>Six Months Hence</i>			Rating Of Job Availability <i>Six Months Hence</i>	
	Maricopa County	Pima County		Maricopa County	Pima County
Better	46%	41%	More	39%	30%
About the same	38	44	About the same	37	40
Worse	10	6	Fewer	17	20
Don't know	6	9	Don't know	7	10
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	Rating Of Family Income <i>Six Months Hence</i>				
	Maricopa County	Pima County			
Higher	28%	26%			
About the same	63	66			
Lower	7	6			
Don't know	2	2			
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**STATISTICAL DATA**

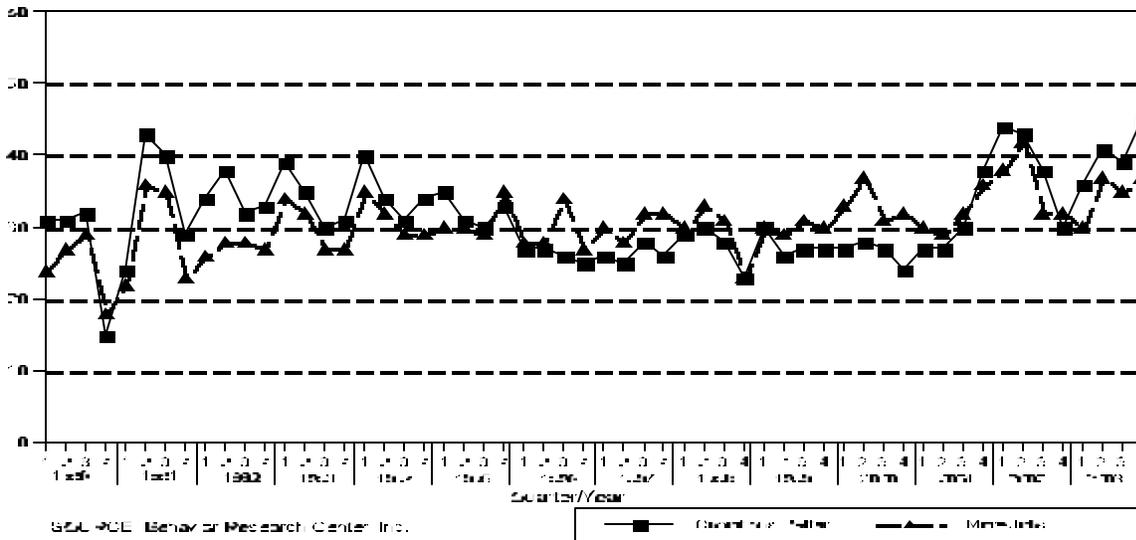
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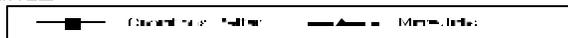
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2003-IV-04

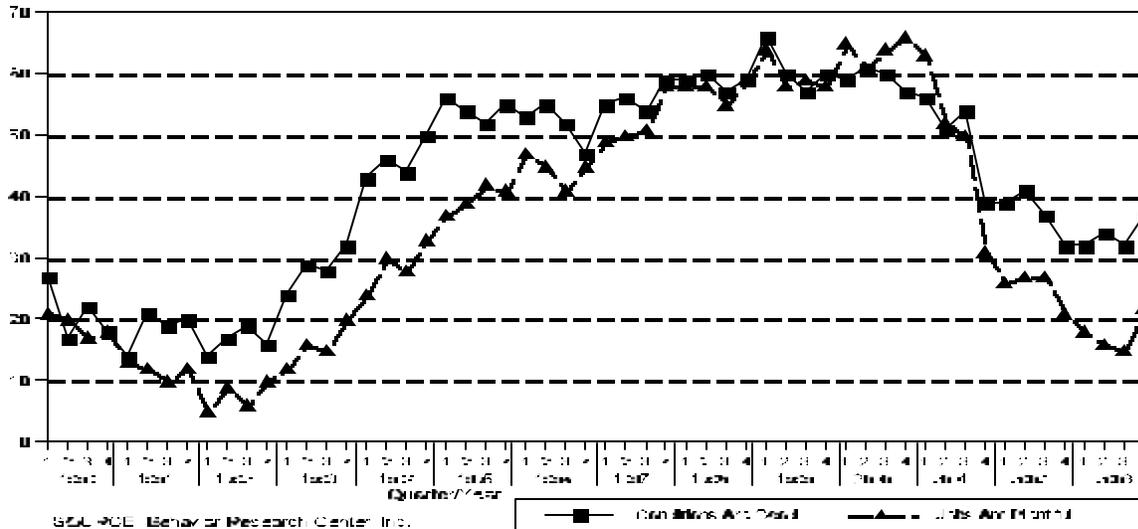
**% with Positive Attitudes on  
Future Business Conditions and Job Market**



BGL-POL Behavior Research Center, Inc.



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



BGL-POL Behavior Research Center, Inc.

