

*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE [RMP 2004-II-02]

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## ARIZONA CONSUMER CONFIDENCE A MIXED BAG DUE TO DOUBTS ABOUT JOBS

Phoenix, Arizona, May 12, 2004. Consumer confidence in Arizona edged downward at the end of April and today rests at 90.1, compared to 92.2 in January and 91.8 in October. Nonetheless, the modest dip in the Index leaves the Consumer Confidence Index well above the 85.5 reading of one year ago today.

The principal factor underpinning the decline in the Index is a three-point drop in confidence that the economy will continue to expand in the coming six months which in turn seems to be driven primarily by concerns that the job market will not expand during that period. Clearly the presidential campaign and news stories about American industry moving more and more jobs off shore is having an impact on consumer confidence.

Confidence in the Phoenix area fell to 89.3 from 94.3 in January, but in Tucson, the confidence index rose to 91.7 from its 84.4 figure in January.

Consumer assessments of current business and employment conditions are modestly improved when compared to January. It is in their views of the future where we find consumer hesitation to be optimistic. More specifically, the belief that business conditions will improve in the coming six months shrank to 36 percent from 40 percent: belief that more jobs will be available shrank from 36 to 31 percent and there was no improvement in the proportion (26%) who expect to see family income level rise. The proportion who foresee an expansion in the job market (31%) is at its second lowest level in 12 quarters.

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The findings outlined in this report are based on a survey of 713 adult consumers across Arizona conducted between April 29<sup>th</sup> and May 4<sup>th</sup>, 2004, 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.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-II-02) is based on 713 telephone interviews with adults, conducted from April 29<sup>th</sup> through May 4<sup>th</sup>, 2004 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.

**ENCLOSED:** Statistical data for reference.

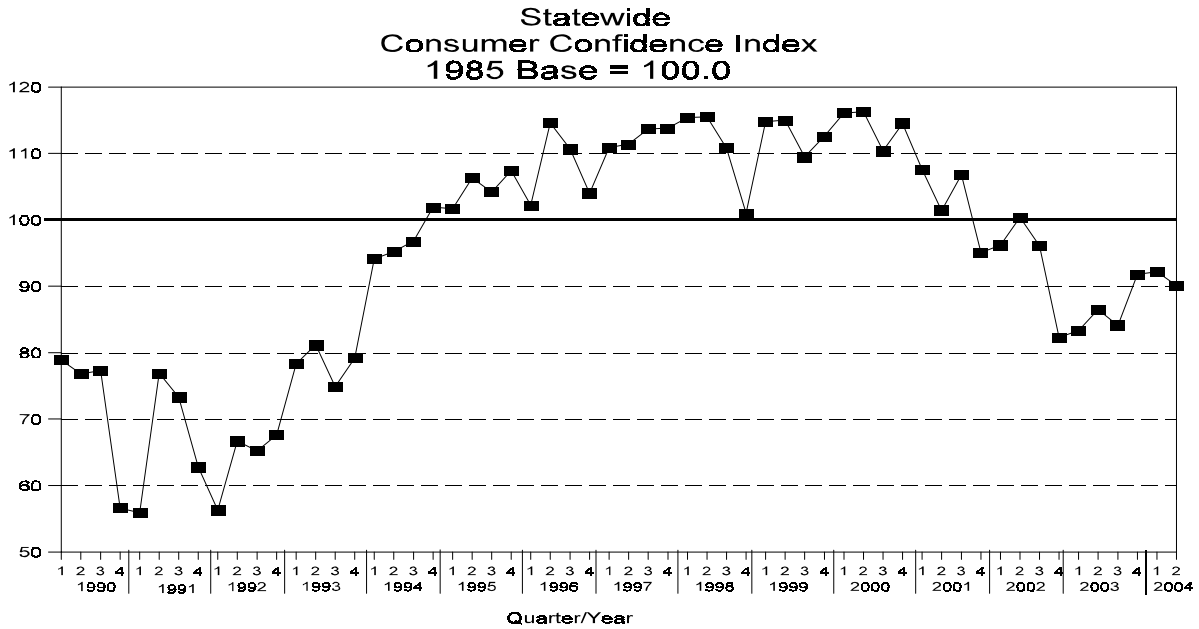
STATISTICAL DATA

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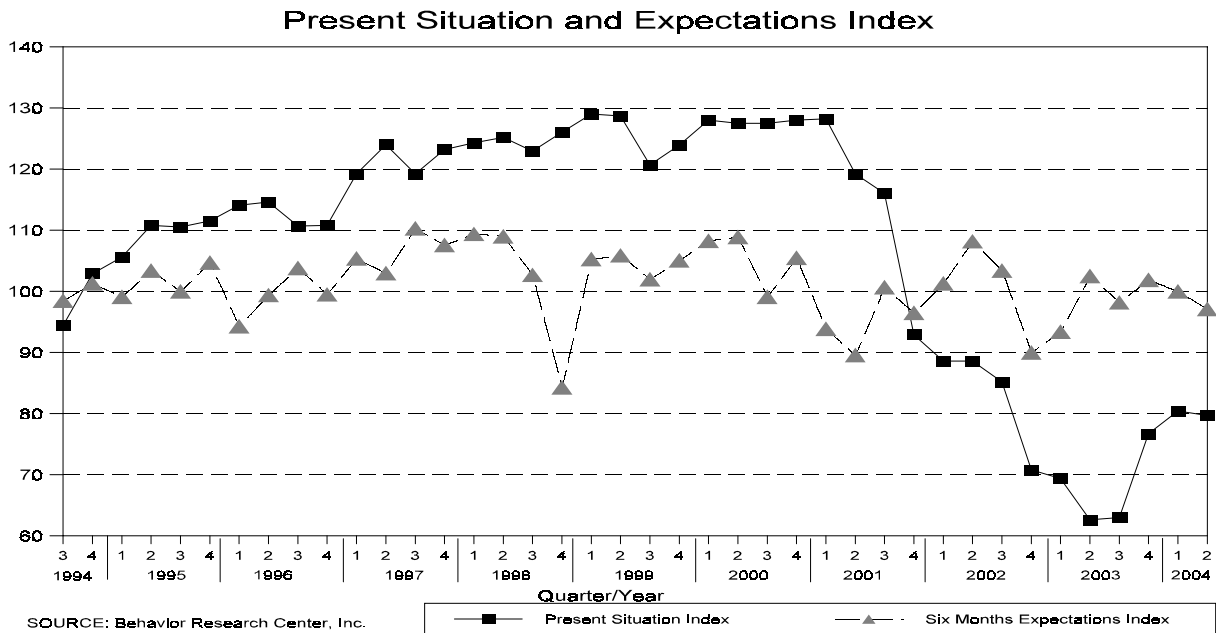
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2004-II-02



SOURCE: Behavior Research Center, Inc.



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**ARIZONA CONSUMER CONFIDENCE INDEX — April 2004**

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2004-II-02

	2004		2003				2002				2001	
	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct	July
<u>Consumer Confidence Index</u>												
Statewide	<b>90.1</b>	92.2	91.8	84.1	86.5	83.3	82.3	96.1	100.4	96.2	95.1	106.8
Phoenix	<b>89.3</b>	94.3	93.0	87.9	86.6	84.6	85.5	96.6	102.3	97.4	96.0	110.3
Tucson	<b>91.7</b>	84.4	88.5	72.0	83.1	82.3	76.2	92.7	93.8	91.5	91.2	93.6
<u>Index Detail (Statewide):</u>												
Present Situation Index	<b>79.7</b>	80.4	76.7	63.0	62.6	69.4	70.8	85.2	88.6	88.6	92.9	116.0
Expectation Index (Next 6 Months)	<b>97.1</b>	100.0	101.9	98.2	102.5	93.4	90.0	103.4	108.2	101.3	96.5	100.7

*Appraisal of Present Situation:  
Percent Holding Attitude*

Business Conditions:

Good	<b>43%</b>	39%	37%	32%	34%	32%	33%	37%	41%	39%	39%	54%
Normal	<b>39</b>	39	45	42	41	47	45	42	41	43	41	34
Bad	<b>14</b>	14	15	20	19	16	19	16	13	13	14	8
Not sure	<b>4</b>	8	3	6	6	5	3	5	5	5	6	4

Employment:

Jobs plentiful	<b>25%</b>	24%	22%	15%	16%	18%	21%	27%	27%	26%	31%	50%
Not so many	<b>26</b>	29	32	35	30	35	36	32	32	38	31	21
Jobs hard to get	<b>35</b>	32	32	37	40	32	32	26	25	24	22	16
Not sure	<b>14</b>	15	14	13	14	15	11	15	16	12	16	13

*Expectations For Six Month Hence:  
Percent Holding Attitude*

Business Conditions:

Better	<b>36%</b>	40%	45%	39%	41%	36%	30%	38%	43%	44%	38%	30%
Same	<b>46</b>	42	39	46	42	45	46	46	41	41	42	51
Worse	<b>11</b>	11	9	10	9	13	16	8	9	10	11	12
Not sure	<b>7</b>	7	7	5	8	6	8	8	7	5	9	7

Employment:

More jobs	<b>31%</b>	36%	37%	35%	37%	30%	32%	32%	42%	38%	36%	32%
Same	<b>39</b>	35	37	39	39	40	35	43	32	35	33	43
Fewer jobs	<b>19</b>	19	18	18	15	21	24	16	15	20	21	16
Not sure	<b>11</b>	10	8	8	9	9	9	9	11	7	10	9

Family Income:

Higher	<b>26%</b>	26%	28%	26%	23%	26%	26%	30%	29%	31%	29%	37%
Same	<b>66</b>	66	64	65	67	65	67	64	65	62	61	58
Lower	<b>5</b>	5	6	7	6	6	5	4	4	5	7	4
Not sure	<b>3</b>	3	2	2	4	3	2	2	2	2	3	1

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ARIZONA CONSUMER CONFIDENCE INDEX — April 2004

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2004-II-02

|                   | Rating Of<br><i>Current General<br/>Business Conditions</i>              |                |                   | Rating Of<br><i>Current Job<br/>Availability</i>          |                |
|-------------------|--------------------------------------------------------------------------|----------------|-------------------|-----------------------------------------------------------|----------------|
|                   | Maricopa<br>County                                                       | Pima<br>County |                   | Maricopa<br>County                                        | Pima<br>County |
| Good              | 46%                                                                      | 35%            | Plenty            | 26%                                                       | 22%            |
| Normal            | 36                                                                       | 48             | Not so many       | 23                                                        | 34             |
| Bad               | 15                                                                       | 12             | Hard to get       | 36                                                        | 33             |
| Don't know        | 3                                                                        | 5              | Don't know        | 15                                                        | 11             |
| ~~~~~             |                                                                          |                |                   |                                                           |                |
|                   | Rating Of<br><i>General Business<br/>Conditions<br/>Six Months Hence</i> |                |                   | Rating Of<br><i>Job Availability<br/>Six Months Hence</i> |                |
|                   | Maricopa<br>County                                                       | Pima<br>County |                   | Maricopa<br>County                                        | Pima<br>County |
| Better            | 36%                                                                      | 35%            | More              | 31%                                                       | 32%            |
| About the<br>same | 46                                                                       | 47             | About the<br>same | 37                                                        | 45             |
| Worse             | 11                                                                       | 10             | Fewer             | 20                                                        | 15             |
| Don't know        | 7                                                                        | 8              | Don't know        | 12                                                        | 8              |
| ~~~~~             |                                                                          |                |                   |                                                           |                |
|                   | Rating Of<br><i>Family Income<br/>Six Months Hence</i>                   |                |                   |                                                           |                |
|                   | Maricopa<br>County                                                       | Pima<br>County |                   |                                                           |                |
| Higher            | 25%                                                                      | 29%            |                   |                                                           |                |
| About the<br>same | 67                                                                       | 63             |                   |                                                           |                |
| Lower             | 5                                                                        | 6              |                   |                                                           |                |
| Don't know        | 3                                                                        | 2              |                   |                                                           |                |
| ~~~~~             |                                                                          |                |                   |                                                           |                |

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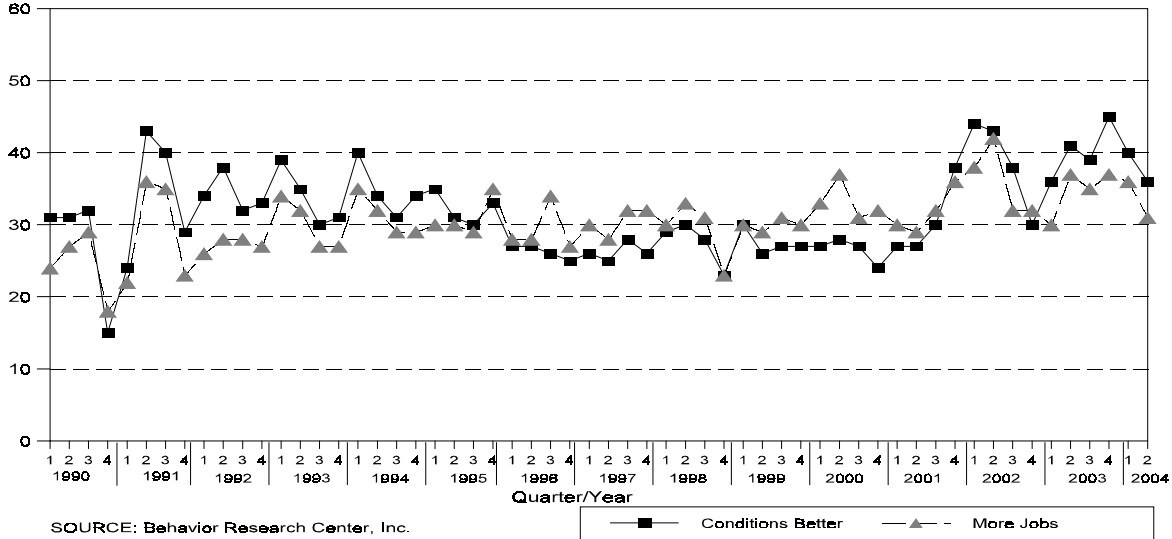
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2004-II-02

% with Positive Attitudes on Future Business Conditions and Job Market



% with Positive Attitudes on Current Business Conditions and Job Market

