



behavior research center's

# ***Rocky Mountain Poll***

Rated in the Top 15% of Political Polls in the U.S.

NEWS RELEASE [RMP 2016-II-05]

Contact: Earl de Berge  
Research Director  
Bruce Hernandez  
Vice-President

## **Consumer Confidence Dips Slightly in Arizona**

Phoenix, Arizona, April 27, 2016. After rising slightly in January, the Arizona Consumer Confidence Index has subsided modestly from 81.6 to 80.0 – the sixth quarter in a row with a reading between 79.1 and 84.3.

Reduced consumer optimism is being driven by several factors. First is a lower proportion of consumers who believe that current business conditions are good (34% down from 39% in January) or that “jobs are plentiful” (19% down from 24%). Second, fewer consumers are willing to project that future business conditions will be better than today (19% down from 27%). The impact of these shifts are drops in the Current Situation Index from 79.1 to 75.6 and the Expectations Index from 83.2 to 83.0.

Maricopa county continues to record the highest confidence reading in Arizona (85.1) but has also suffered the largest decline since January (-5.7). Consumer confidence in Pima county is relatively stable (75.8 vs. 77.0 in January), while in Arizona’s rural counties the Index actually rose from 61.0 in January to 69.3 today

While, it is difficult to precisely understand why consumer attitudes toward the economy and its future have turned negative, perhaps it traces in part to the critical rhetoric of Democrat and Republican presidential candidates who have been characterizing the economic policies of the current administration as catastrophic or have been hammering away at the theme that only the rich and Wall Street are benefitting in the economy, while the middle class is losing ground and quality of life. Whatever the reason, this drop in consumer confidence and the earlier reported loss of respect for the performance of major state office holders certainly suggest a public in a bad mood as the months keep creeping closer to election day.

The Consumer Confidence Index, which measures consumers’ attitudes toward business and economic conditions in Arizona, has a 1985 base of 100 points and is directly comparable to the National Index published by the Conference Board.

-more-

Commenting on the April 2016 findings, Dr. Dennis Hoffman of the L. William Seidman Research Institute at the W.P. Carey School of Business noted the following: “Modest erosion in the confidence numbers in the Rocky Mountain Poll comes at a time when the State is experiencing some of the fastest job growth since the onset of the great recession. This apparent puzzle is likely the result of campaign rhetoric that acts as a dash of cold water on any job market induced warming of consumer attitudes. Unfortunately for retailers this headwind will exist until after November, but when it dies out the positive momentum from an increasingly healthy job and housing market will brighten spirits and likely lead to more positive confidence numbers next winter.” (Dr. Hoffman may be contacted at 480-965-5362)

-30-

**EDITOR’S NOTE:** This Rocky Mountain Poll - Arizona (2016-II-05), is based on 700 interviews with adult heads of household statewide, conducted between April 4 and 11, 2016. Interviewing was conducted in English or Spanish by professional interviewers of the Behavior Research Center on both land lines and cell phones. 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 can say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.8 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 sponsored by the Center.

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

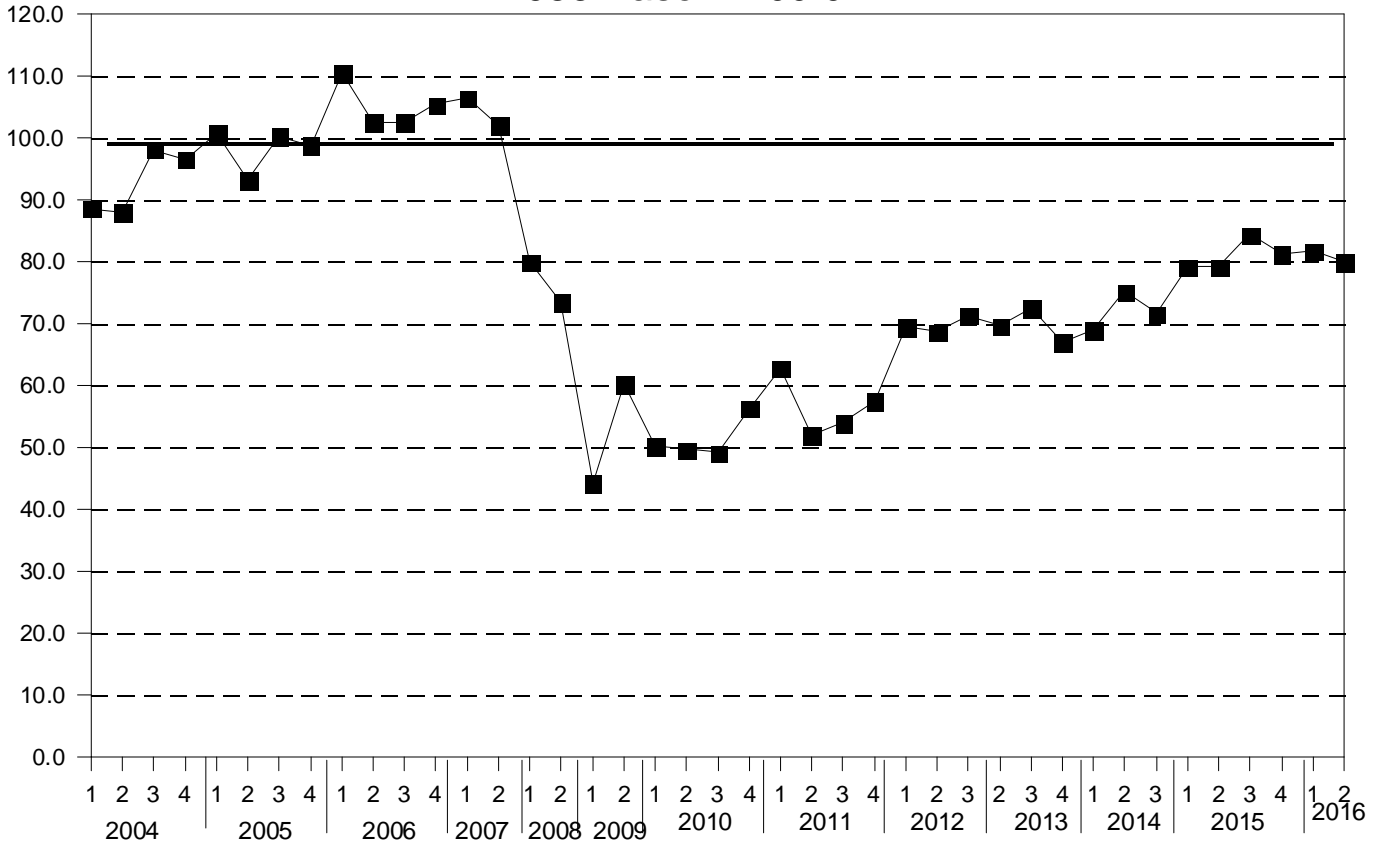
**Further Note on Behavior Research Center**

Nate Silver of the website [fivethirtyeight.com](http://fivethirtyeight.com) rated BRC as one of the top 15 percent of political polling firms in the nation for methodology and accuracy, giving BRC an “A-“ rating. Mr. Silver and his website have correctly predicted national and state election outcomes in recent election cycles by aggregating polling results from multiple research firms.

ENCLOSED: Statistical Tables

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

### Statewide Consumer Confidence Index 1985 Base = 100.0



SOURCE: Behavior Research Center, Inc.

Period/Year

## STATISTICAL DATA

Behavior Research Center  
Rocky Mountain Poll - ArizonaFor this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

RMP 2016-II-05

	2016			2015			2014			2013	
	Apr	Jan	Oct	Jul	Apr	Jan	Jul	Apr	Jan	Oct	Jul
<u>Consumer Confidence Index</u>											
Statewide	80.0	81.6	81.2	84.3	79.1	79.1	71.6	75.1	68.9	66.9	72.5
Maricopa	85.1	90.8	88.5	93.9	86.3	83.8	78.1	86.1	72.7	69.6	80.5
Pima	75.8	77.0	72.3	65.1	69.9	78.8	70.0	72.7	58.0	62.9	73.7
Rural	69.3	61.0	68.2	70.1	67.9	65.5	54.4	49.7	65.5	60.0	54.9
<u>Index Detail (Statewide):</u>											
Present Situation Index	75.6	79.1	74.3	69.7	68.0	67.1	53.9	56.5	50.3	51.3	50.0
Expectation Index (Next 6 Months)	83.0	83.2	85.8	94.1	86.5	87.1	83.5	87.6	80.9	77.2	87.5
<i>Appraisal of Present Situation: Percent Holding Attitude</i>											
<u>Business Conditions:</u>											
Good	34%	39%	34%	33%	32%	34%	30%	33%	29%	28%	33
Normal	48	43	47	45	48	45	43	45	46	44	39
Bad	14	12	15	16	17	16	21	19	21	22	23
Not sure	4	6	4	6	3	5	6	3	4	6	5
<u>Employment:</u>											
Jobs plentiful	19%	24%	23%	20%	19%	19%	13%	14%	12%	13%	10
Not so many	36	23	26	32	34	24	30	32	25	30	34
Jobs hard to get	28	36	36	37	37	41	46	45	51	47	47
Not sure	17	17	15	11	10	16	11	9	12	10	9
<i>Expectations For Six Months Hence: Percent Holding Attitude</i>											
<u>Business Conditions:</u>											
Better	19%	27%	21%	27%	25%	31%	20%	26%	29%	26%	29%
Same	59	53	61	57	54	49	58	54	46	46	52
Worse	13	12	12	7	14	13	15	13	19	19	13
Not sure	9	8	6	9	7	7	7	7	6	9	6
<u>Employment:</u>											
More jobs	20%	20%	26%	22%	26%	30%	28%	28%	23%	24%	28%
Same	52	45	45	51	43	38	36	44	47	43	41
Fewer	14	23	19	15	20	22	24	20	21	23	22
Not sure	14	12	10	12	11	10	12	8	9	10	9
<u>Family Income:</u>											
Higher	20%	22%	22%	26%	19%	22%	26%	26%	25%	25%	22%
Same	69	69	69	65	73	66	65	63	64	60	67
Lower	8	6	7	7	6	9	7	9	10	12	8
Not sure	3	3	2	2	2	3	2	2	1	3	3

STATISTICAL DATA

Behavior Research Center  
Rocky Mountain Poll - Arizona

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

RMP 2016-II-05

	Rating of <i>Current General Business Conditions</i>		
	Maricopa	Pima	Rural
Good	39%	28%	25%
Normal	48	50	49
Bad	10	16	22
Don't know	<u>3</u>	<u>6</u>	<u>4</u>
	100%	100%	100%

	Rating of <i>Current Job Availability</i>		
	Maricopa	Pima	Rural
Good	20%	21%	15%
Normal	37	30	38
Bad	26	30	34
Don't know	<u>17</u>	<u>19</u>	<u>13</u>
	100%	100%	100%

~~~~~

~~~~~

	Rating of <i>General Business Conditions Six Months Hence</i>		
	Maricopa	Pima	Rural
Better	19%	13%	21%
About the same	59	67	54
Worse	14	12	14
Don't know	<u>8</u>	<u>8</u>	<u>11</u>
	100%	100%	100%

	Rating of <i>Job Availability Six Months Hence</i>		
	Maricopa	Pima	Rural
Better	23%	14%	19%
About the same	50	62	50
Worse	13	15	15
Don't know	<u>14</u>	<u>9</u>	<u>16</u>
	100%	100%	100%

~~~~~

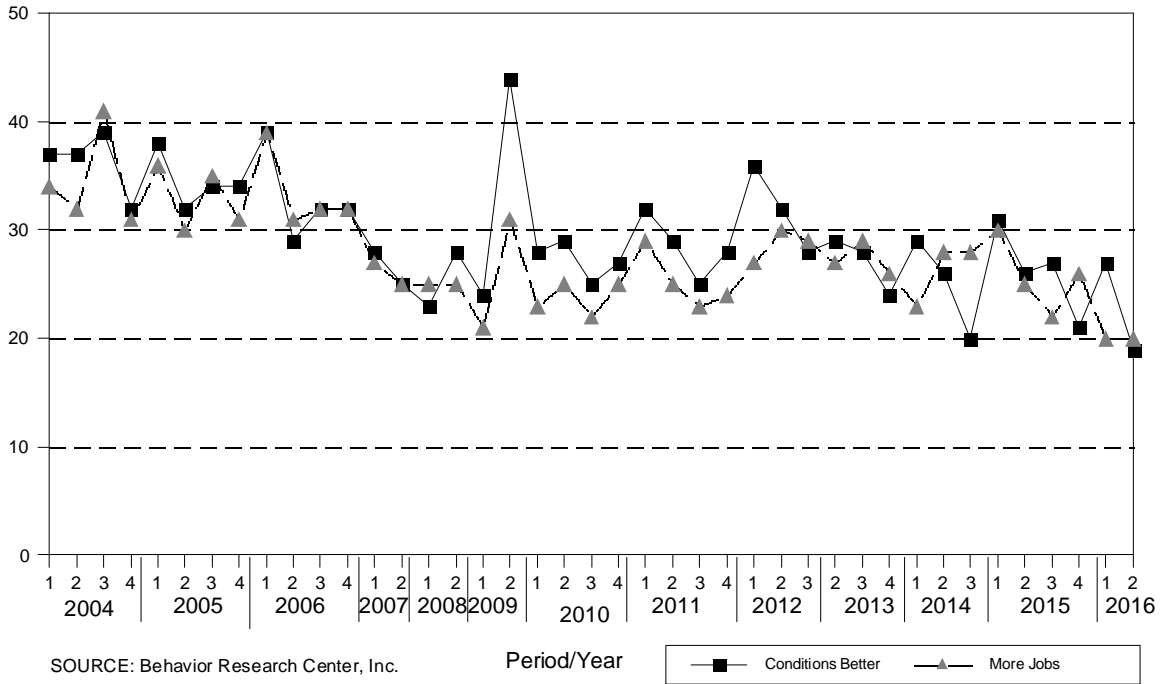
~~~~~

	Rating of <i>Family Income Six Months Hence</i>		
	Maricopa	Pima	Rural
Higher	20%	23%	17%
About the same	69	70	65
Lower	8	5	12
Don't know	<u>3</u>	<u>2</u>	<u>6</u>
	100%	100%	100%

~~~~~

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

% with Positive Attitudes on  
Future Business Conditions and Job Market



% with Positive Attitudes on  
Current Business Conditions and Job Market

