



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2001-III-04]

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CONSUMER CONFIDENCE IN ARIZONA REBOUNDS FOR FIRST TIME THIS YEAR PESSIMISM IN TUCSON DAMPENS OVERALL FIGURES

Phoenix, Arizona, July 18, 2001. The Consumer Confidence Index for Arizona resumed its upward trend after slumping in January and again in April. Rising to 106.8 in July from 101.4 in January, the current reading is roughly equivalent to July of 2000 (110.4) and July of 1999 (109.5) and is the best since the turn of the year. The resurgence in consumer confidence traces principally to greater optimism in Maricopa County, where all the elements which comprise the Index are stronger than in Tucson. In Maricopa, the proportion evaluating current business conditions as "good" rose to 57 percent from 53 percent. More important, the expectation side of the Index, which explores consumers' views about the direction jobs, family income and housing conditions will take by year end, ratcheted upward in Maricopa County: belief that business conditions will improve rose to 31 percent from 28 percent, expectations of improved family income rose to 41 percent from 31 percent and belief that job availability would improve rose to 35 percent from 30 percent.

Consumer confidence in Tucson is more pessimistic, dropping 7.3 points since April, and is currently at its lowest point this year. The drop in Tucson kept the statewide Consumer Confidence Index from rising even more than it did. A modest five point improvement was registered in Tucson's views of the business climate by year end, but expectations regarding family income and job availability both lost ground. Comparatively, while consumer confidence in Phoenix rose to 110.3 in July from 101.5 in April, the Tucson figure fell to 93.6 from 100.9 during the same period.

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EDITOR'S NOTE: This Arizona Consumer Confidence Index is based on 535 telephone interviews with adult heads of household throughout Maricopa and Pima Counties from July 5th through July 11th, 2001. 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 may say with a 95 percent certainty that the results have a statistical precision of plus or minus 4.32 percent of what they would have been had the entire adult population been surveyed. The Arizona Consumer Confidence Study is sponsored and 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.

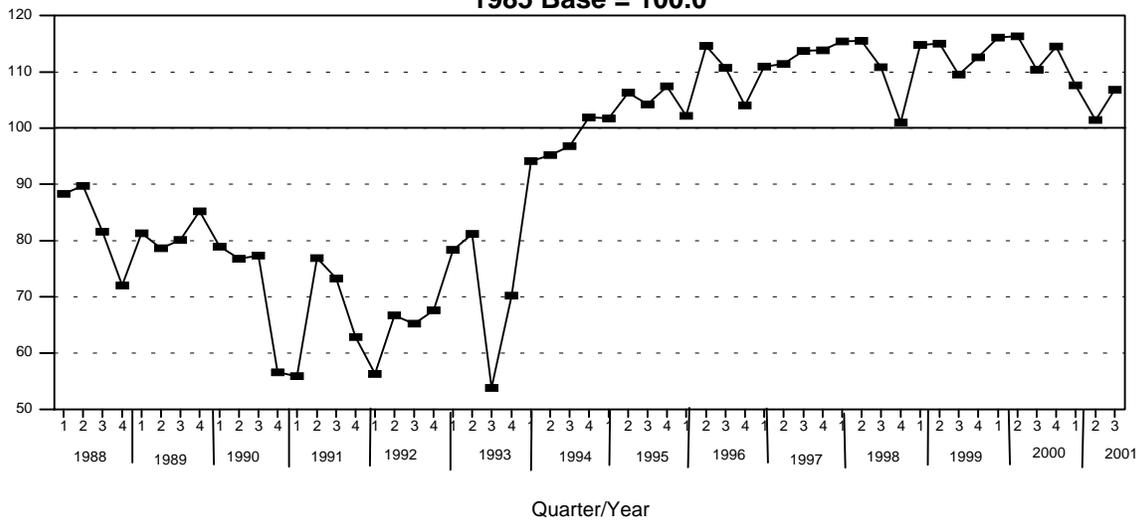
ENCLOSED: Statistical data for reference.

STATISTICAL DATA

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ARIZONA CONSUMER CONFIDENCE INDEX — July 2001
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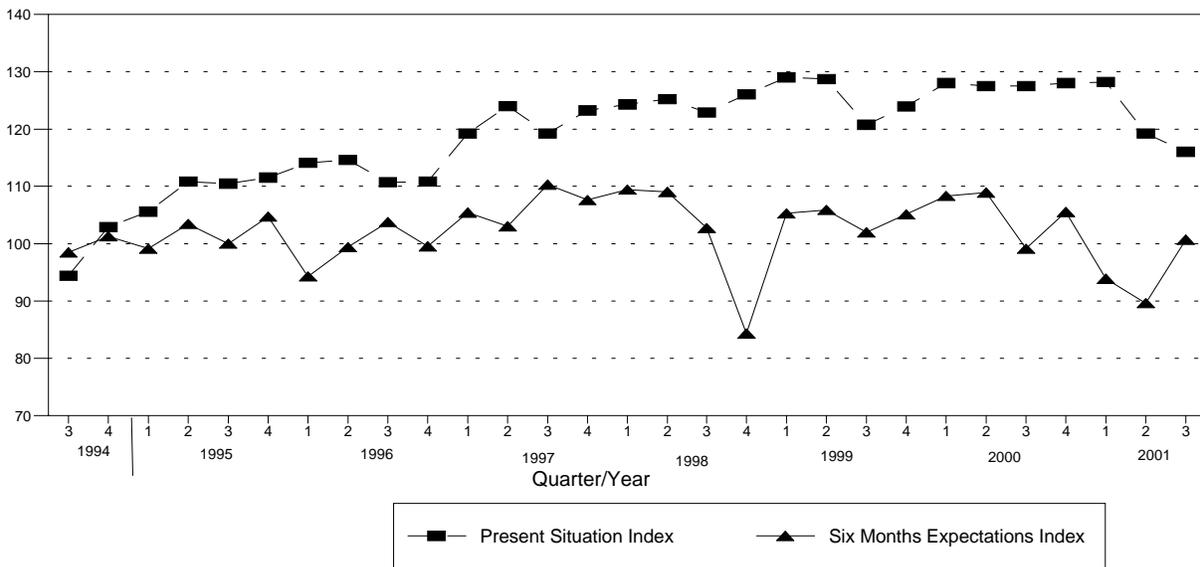
Statewide
Consumer Confidence Index

1985 Base = 100.0



SOURCE: Behavior Research Center, Inc.

Present Situation and Expectatons Index



SOURCE: Behavior Research Center, Inc.

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	2001			2000				1999				1998	
	July	Apr	Jan	Oct	July	Apr	Jan	Oct.	July	Apr	Jan	Oct	July
<u>Consumer Confidence Index</u>													
Statewide	106.8	101.4	107.6	114.5	110.4	116.3	116.1	112.6	109.5	115.0	114.8	101.0	110.8
Phoenix	110.3	101.5	109.5	115.0	110.5	117.5	118.1	114.8	111.8	116.8	117.7	101.7	112.4
Tucson	93.6	100.9	99.5	112.7	109.2	111.2	108.5	106.3	101.8	106.6	106.1	99.5	104.6
<u>Index Detail (Statewide):</u>													
Present Situation Index	116.0	119.2	128.2	128.0	127.5	127.5	128.0	123.9	120.7	128.7	129.0	126.0	122.9
Expectation Index (Next 6 Months)	100.7	89.6	93.9	105.5	99.1	108.9	108.3	105.1	102.0	105.9	105.3	84.3	102.7

*Appraisal of Present Situation:
Percent Holding Attitude*

Business Conditions:

Good	54%	51%	56%	57%	60%	61%	59%	60%	57%	60%	66%	59%	57%
Normal	34	37	36	35	31	30	32	32	33	32	27	34	35
Bad	8	9	5	5	6	5	5	5	7	4	4	6	5
Not sure	4	3	3	3	3	4	4	3	3	4	3	1	3

Employment:

Jobs plentiful	50%	52%	63%	66%	64%	61%	65%	58%	59%	58%	64%	59%	55%
Not so many	21	24	17	16	17	14	16	17	15	17	14	19	21
Jobs hard to get	16	12	10	11	10	10	10	14	15	9	10	10	13
Not sure	13	12	10	7	9	15	9	11	11	16	12	12	11

*Expectations For Six Month Hence:
Percent Holding Attitude*

Business Conditions:

Better	30%	27%	27%	24%	27%	28%	27%	27%	27%	26%	30%	23%	28%
Same	51	54	55	59	57	57	61	60	59	60	57	55	58
Worse	12	16	13	8	10	8	6	8	9	6	8	16	10
Not sure	7	3	5	9	6	7	6	5	5	8	5	6	4

Employment:

More jobs	32%	29%	30%	32%	31%	37%	33%	30%	31%	29%	30%	23%	31%
Same	43	44	43	48	48	43	50	50	48	50	50	49	46
Fewer jobs	16	21	21	12	14	10	12	12	14	13	13	20	15
Not sure	9	6	6	8	7	10	5	8	7	8	7	8	8

Family Income:

Higher	37%	31%	34%	36%	31%	34%	36%	34%	36%	30%	35%	26%	34%
Same	58	62	59	58	62	58	58	60	58	63	59	64	61
Lower	4	6	4	3	5	4	4	3	4	4	3	7	3
Not sure	1	1	3	3	2	4	2	3	2	3	3	3	2

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STATISTICAL DATA

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|            | Rating Of<br><i>Current General<br/>Business Conditions</i> |                |
|------------|-------------------------------------------------------------|----------------|
|            | Maricopa<br>County                                          | Pima<br>County |
| Good       | 57%                                                         | 42%            |
| Normal     | 32                                                          | 43             |
| Bad        | 7                                                           | 12             |
| Don't know | 4                                                           | 3              |

|             | Rating Of<br><i>Current Job<br/>Availability</i> |                |
|-------------|--------------------------------------------------|----------------|
|             | Maricopa<br>County                               | Pima<br>County |
| Plenty      | 52%                                              | 40%            |
| Not so many | 22                                               | 22             |
| Hard to get | 13                                               | 26             |
| Don't know  | 13                                               | 12             |

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|                | Rating Of<br><i>General Business<br/>Conditions<br/>Six Months Hence</i> |                |
|----------------|--------------------------------------------------------------------------|----------------|
|                | Maricopa<br>County                                                       | Pima<br>County |
| Better         | 31%                                                                      | 27%            |
| About the same | 51                                                                       | 54             |
| Worse          | 11                                                                       | 13             |
| Don't know     | 7                                                                        | 6              |

|                | Rating Of<br><i>Job Availability<br/>Six Months Hence</i> |                |
|----------------|-----------------------------------------------------------|----------------|
|                | Maricopa<br>County                                        | Pima<br>County |
| More           | 35%                                                       | 24%            |
| About the same | 41                                                        | 49             |
| Fewer          | 15                                                        | 20             |
| Don't know     | 9                                                         | 7              |

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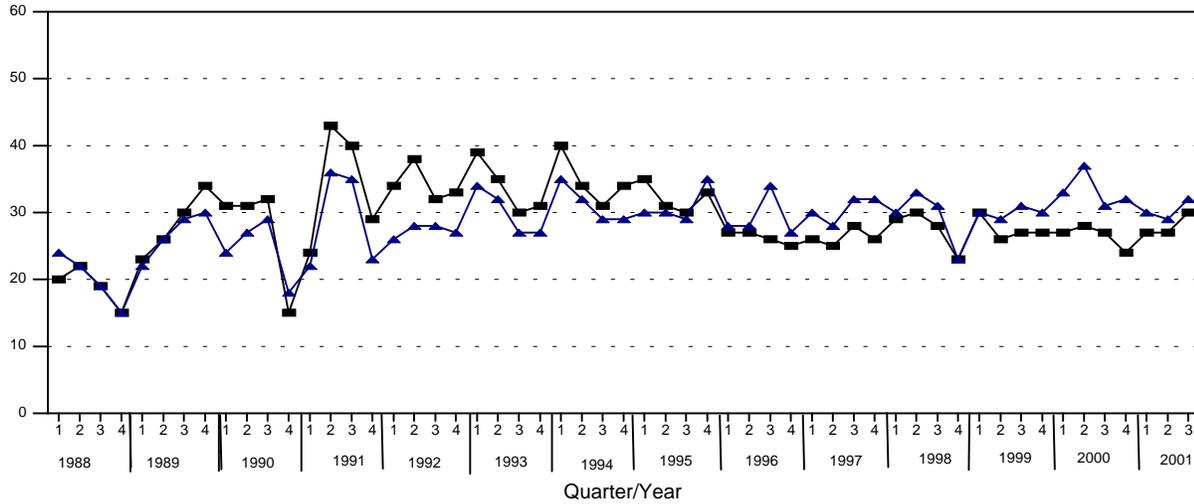
|                | Rating Of<br><i>Family Income<br/>Six Months Hence</i> |                |
|----------------|--------------------------------------------------------|----------------|
|                | Maricopa<br>County                                     | Pima<br>County |
| Higher         | 41%                                                    | 24%            |
| About the same | 54                                                     | 70             |
| Lower          | 4                                                      | 4              |
| Don't know     | 1                                                      | 2              |

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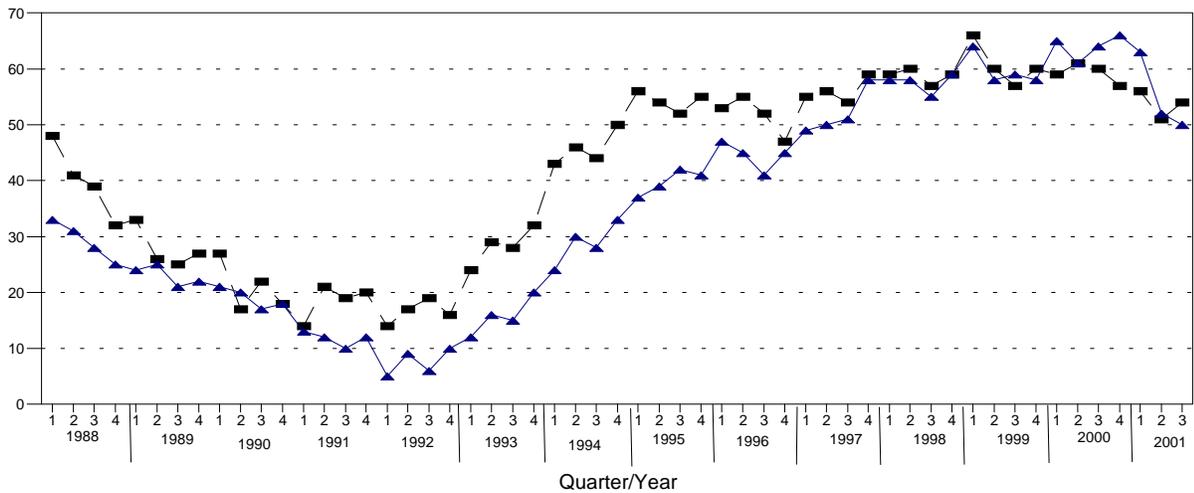
**% with Positive Attitudes on
Future Business Conditions and Job Market**



SOURCE: Behavior Research Center, Inc.



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



SOURCE: Behavior Research Center, Inc.

