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# **Rocky Mountain Poll**

NEWS RELEASE [RMP 2006-III-04]

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## CONSUMER CONFIDENCE JUMPS IN TUCSON, SLUMPS IN ARIZONA'S RURAL AREAS

Phoenix, Arizona. August 1, 2006. Driven by more positive views regarding family income and general business conditions, consumer confidence has rebounded in Tucson to its second highest level in two years. In contrast, consumer confidence has remained stable in the Maricopa county region but is slumping badly in the rural area of Arizona – now at its lowest level since the 2<sup>nd</sup> Quarter of 2005.

Concerns in the rural communities appear tied principally to deepening worries about the current job market, family income and concerns that the job market in the coming six months will deteriorate further.

On average, and including all regions of the state, the Consumer Confidence Index looks stable today (102.7) relative to May (102.4) but the average belies the regional variations noted above. The stability in the overall reading also makes it clear that optimism is not growing – particularly as regards consumer views on current business and employment conditions – both of which lost ground moderately during the summer.

In assessing current job conditions, 20 percent say jobs are now “hard to find,” the highest negative reading for the year. Similarly, 17 percent expect jobs will be “hard to find” for the rest of the year – also the highest reading for the year.

As was noted above, the study reveals significant differences in confidence in various geographical regions of the state. Fundamentally, although optimism is strongest in Maricopa County (CCI – 109.3) and stable compared to May (CCI = 108.0), Pima County confidence registers at 101.0 – a strong improvement over May when the Index there was only 92.0. In the rural counties, the Index fell to 86.5 after hovering at 94.4 since the beginning of the year.

The findings outlined in this report are based on a survey of 808 adults across Arizona and was conducted between July 8<sup>th</sup> and July 21<sup>st</sup>, 2006, 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 (2006-III-04) is based on 808 telephone interviews with adults, conducted from July 8<sup>th</sup> through July 21<sup>st</sup>, 2006, across Arizona.. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.5 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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ARIZONA CONSUMER CONFIDENCE INDEX — July 2006  
RMP 2006-III-04

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	2006			2005				2004		
	Jul	May	Jan	Oct	Jul	Apr	Jan	Oct	July	Apr
<u>Consumer Confidence Index</u>										
Statewide	102.7	102.4	110.4	98.1	100.3	93.1	100.6	96.5	98.0	87.9
Maricopa	109.3	108.0	117.8	101.5	106.5	99.9	107.9	103.2	102.5	89.3
Pima	101.0	92.0	102.5	94.2	88.1	87.8	91.0	93.5	96.4	91.7
Rural	86.5	94.1	94.8	91.3	94.1	80.8	89.4	79.7	90.7	76.7
<u>Index Detail (Statewide):</u>										
Present Situation Index	109.8	114.0	116.4	101.9	98.4	95.8	96.9	95.1	86.2	72.6
Expectation Index (Next 6 Months)	98.0	94.6	106.4	95.6	101.6	91.4	103.0	100.5	105.9	98.1

*Appraisal of Present Situation:  
Percent Holding Attitude*

	2006 Jul	2006 May	2006 Jan	2005 Oct	2005 Jul	2005 Apr	2005 Jan	2004 Oct	2004 July	2004 Apr
<u>Business Conditions:</u>										
Good	50%	51%	52%	48%	50%	48%	46%	43%	42%	39%
Normal	37	35	40	37	39	38	38	38	38	40
Bad	9	9	4	10	8	12	11	12	17	16
Not sure	4	5	4	5	3	2	5	7	3	5
<u>Employment:</u>										
Jobs plentiful	46%	49%	46%	40%	36%	35%	31%	31%	31%	23%
Not so many	21	21	22	22	24	26	28	29	30	26
Jobs hard to get	20	16	17	25	27	26	27	28	28	40
Not sure	13	14	15	13	13	13	14	12	11	11

*Expectations For Six Month Hence:  
Percent Holding Attitude*

	2006 Jul	2006 May	2006 Jan	2005 Oct	2005 Jul	2005 Apr	2005 Jan	2004 Oct	2004 July	2004 Apr
<u>Business Conditions:</u>										
Better	32%	29%	39%	34%	34%	32%	38%	32%	39%	37%
Same	48	49	48	49	53	51	49	49	45	46
Worse	13	14	8	12	9	13	9	9	9	10
Not sure	7	8	5	5	4	4	4	10	7	7
<u>Employment:</u>										
More jobs	32%	31%	39%	31%	35%	30%	36%	31%	41%	32%
Same	43	44	41	43	44	45	40	41	36	40
Fewer jobs	17	15	13	17	17	21	16	17	15	19
Not sure	8	10	7	9	4	4	8	11	8	9
<u>Family Income:</u>										
Higher	32%	26%	27%	28%	31%	29%	31%	31%	33%	26%
Same	61	66	65	63	61	63	61	62	60	65
Lower	5	6	6	7	6	6	5	5	6	6
Not sure	2	2	2	2	2	2	3	2	1	3

ND = No data

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STATISTICAL DATA

Behavior Research Center  
ARIZONA CONSUMER CONFIDENCE INDEX — July 2006  
RMP 2006-III-04

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|            | Rating Of<br>Current General<br>Business Conditions |      |       |
|------------|-----------------------------------------------------|------|-------|
|            | Maricopa                                            | Pima | Rural |
| Good       | 54%                                                 | 43%  | 45%   |
| Normal     | 37                                                  | 42   | 33    |
| Bad        | 6                                                   | 9    | 18    |
| Don't know | 3                                                   | 6    | 4     |

|             | Rating Of<br>Current Job<br>Availability |      |       |
|-------------|------------------------------------------|------|-------|
|             | Maricopa                                 | Pima | Rural |
| Plenty      | 52%                                      | 40%  | 37%   |
| Not so many | 19                                       | 19   | 26    |
| Hard to get | 14                                       | 25   | 31    |
| Don't know  | 15                                       | 16   | 6     |

|                | Rating Of<br>General Business<br>Conditions<br>Six Months Hence |      |       |
|----------------|-----------------------------------------------------------------|------|-------|
|                | Maricopa                                                        | Pima | Rural |
| Better         | 34%                                                             | 27%  | 30%   |
| About the same | 46                                                              | 53   | 47    |
| Worse          | 15                                                              | 7    | 16    |
| Don't know     | 5                                                               | 13   | 7     |

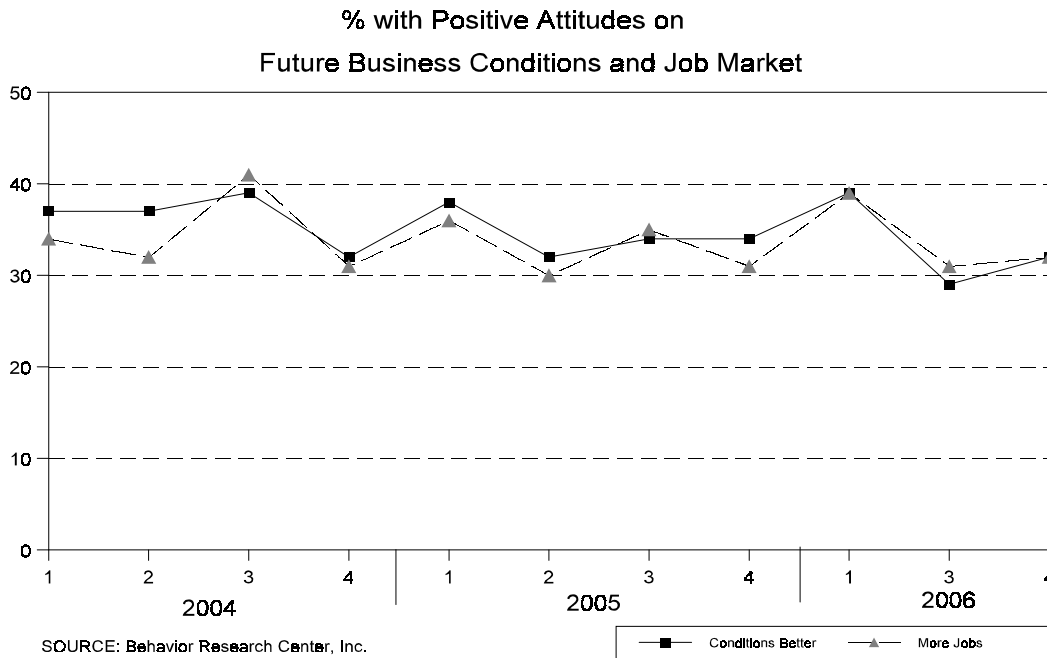
|                | Rating Of<br>Job Availability<br>Six Months Hence |      |       |
|----------------|---------------------------------------------------|------|-------|
|                | Maricopa                                          | Pima | Rural |
| More           | 36%                                               | 23%  | 30%   |
| About the same | 40                                                | 54   | 41    |
| Fewer          | 16                                                | 12   | 23    |
| Don't know     | 8                                                 | 11   | 6     |

|                | Rating Of<br>Family Income<br>Six Months Hence |      |       |
|----------------|------------------------------------------------|------|-------|
|                | Maricopa                                       | Pima | Rural |
| Higher         | 37%                                            | 22%  | 29%   |
| About the same | 59                                             | 71   | 58    |
| Lower          | 2                                              | 5    | 12    |
| Don't know     | 2                                              | 2    | 1     |

STATISTICAL DATA

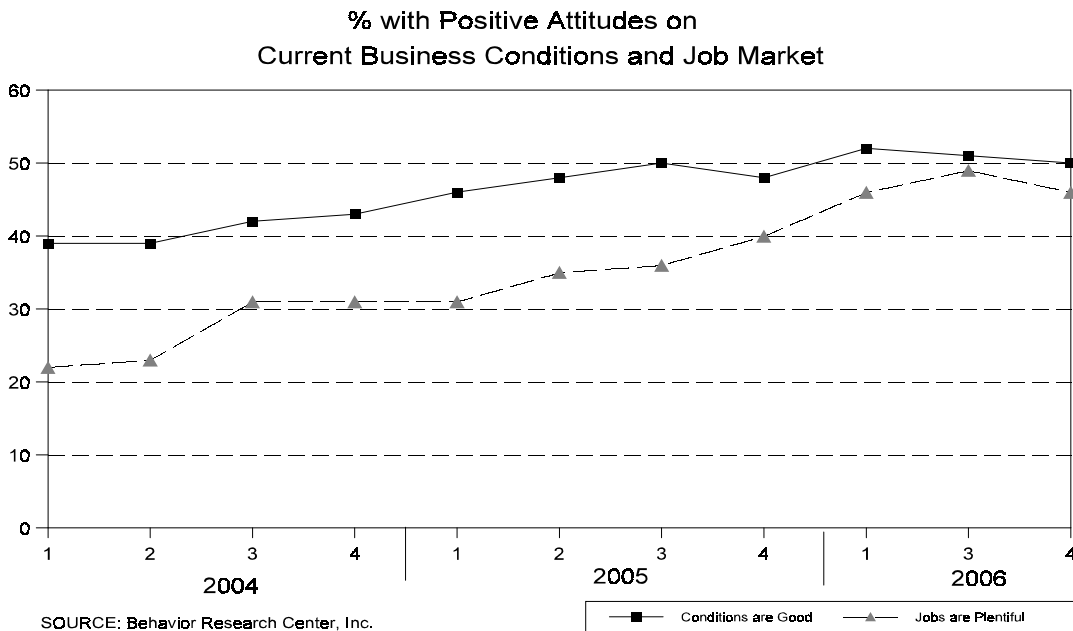
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ARIZONA CONSUMER CONFIDENCE INDEX — July 2006  
RMP 2006-III-04

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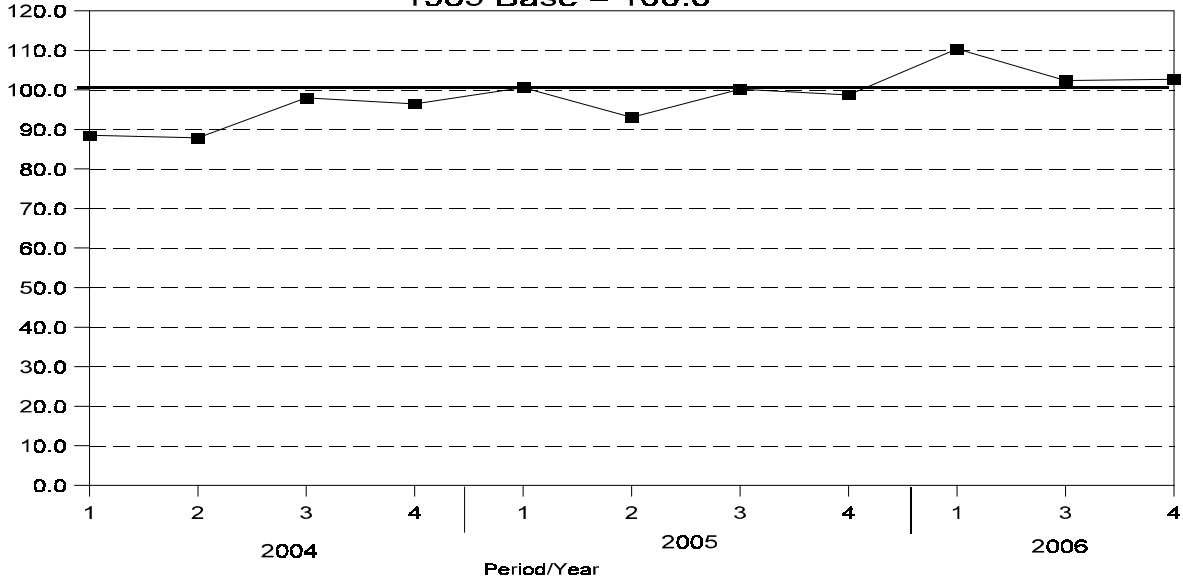
Period/Year

Note: No data collected March 2006

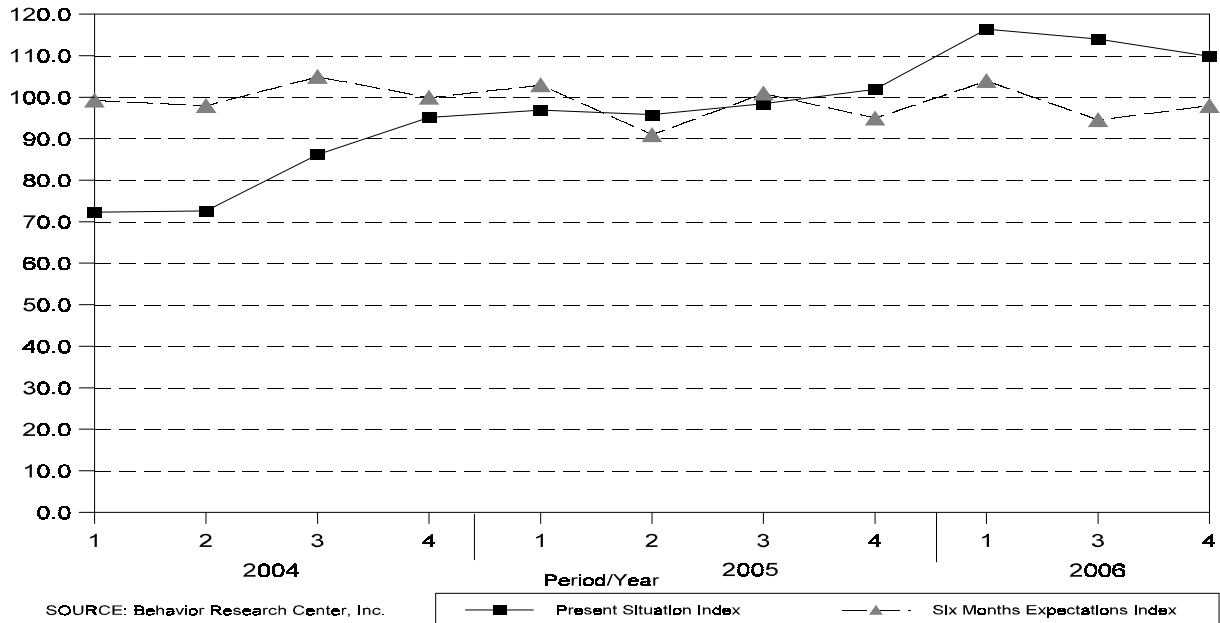


Period/Year

### Statewide Consumer Confidence Index 1985 Base = 100.0



### Present Situation and Expectations Index



SOURCE: Behavior Research Center, Inc.

|                           |                                 |
|---------------------------|---------------------------------|
| ■ Present Situation Index | ▲ Six Months Expectations Index |
|---------------------------|---------------------------------|

Note: (1) Beginning in January 2006, study converted to bi-monthly cycle from quarterly cycle  
 (2) No data collected March 2006