



behavior research center's

Rocky Mountain Poll

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

NEWS RELEASE [RMP 2015-III-01]

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ARIZONA CONSUMER CONFIDENCE REACHES HIGHEST LEVEL IN EIGHT YEARS

MARICOPA AND RURAL COUNTIES MOST BOUYANT

Phoenix, Arizona, August 17, 2015. Arizona consumers appear to be shedding some of their recent pessimism about the economy. This is evinced in their attitudes toward business and employment conditions in the state. The overall result is that the Consumer Confidence Index (CCI) for Arizona rose to 84.3 in July, compared to 79.1 in both April and January of this year. While the current CCI reading is the highest registered in eight years, it trails the Conference Board's National Index reading of 90.8 in July.

The improved CCI is fueled by two modest but important shifts in consumer sentiment. On the one hand, outright consumer pessimism about the economy (e.g. that business conditions are bad or worsening, that jobs are hard to find or that family income is declining) has shrunk. For example, only 16 percent assess current business conditions as "bad" compared to 21 percent this time last year. Similarly, the proportion who remain of the opinion that "jobs are hard to get" dropped to 37 percent from 46 percent a year ago July. The impact of these changes is that both the Present Situation and Expectation components of the CCI have improved since April.

While consumers reveal more optimism about the economy, it is clear that there is a more vigorous growth in confidence in Maricopa and the rural counties. For instance, the CCI in Maricopa rose to 93.9 this period compared to 86.3 in April – now the highest reading since July 2007. In rural Arizona, the CCI rose to 70.1 compared to 67.9 in April. Only in Pima County did the CCI run against the trend, falling to 65.1 compared to 69.9 in April.

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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.

“The CCI statewide would have risen even more except for more pessimistic views in populous Pima County”, said Earl de Berge, Research Director at the Behavior Research Center. “Consumers in Pima County are noticeably less optimistic than consumers in Maricopa county on four of five measures: current business and job market conditions, and looking forward, on projected business conditions and job availability”. This may be seen in the comparative table shown below:

	<u>Maricopa</u>	<u>Pima</u>
<u>Current conditions are:</u>		
Business good	38%	26%
Jobs plentiful	25	7
 <u>Conditions 6 months ahead will be:</u>		
Business good	28%	16%
Jobs plentiful	28	15
Family income higher	27	33

“Sometimes,” de Berge continued, “modest fluctuations in the measures from quarter to quarter mask important trends from year to year. For example, the overall CCI for Arizona rose to 84.3 this July from only 68.6 in April of 2012. During this same period, the CCI in Maricopa rose to 93.9 from 75.0 and rose in rural Arizona to 70.1 from 55.3. Only in Pima County do we see little change: 65.1 today compared to 66.7 in April 2012.”

Commenting on the recent findings, Dr. Dennis Hoffman of the L. William Seidman Research Center at W.P. Cary School of Business at Arizona State University noted that: “The latest Rocky Mountain poll results align with data we are seeing from tax revenues in recent months. Clearly the economy is improving and if the pace of improvement continues in the housing sector we should expect improved job growth numbers that will help the economy realize the optimistic expectations maintained by participants in the poll. And both optimism and the pace of economic activity appears to be more robust outside of Pima county where defense and university cuts continue to weigh on the economy.”

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2015-III-01), is based on 700 interviews with adult heads of household statewide, conducted between July 22 and 26, 2015. 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.

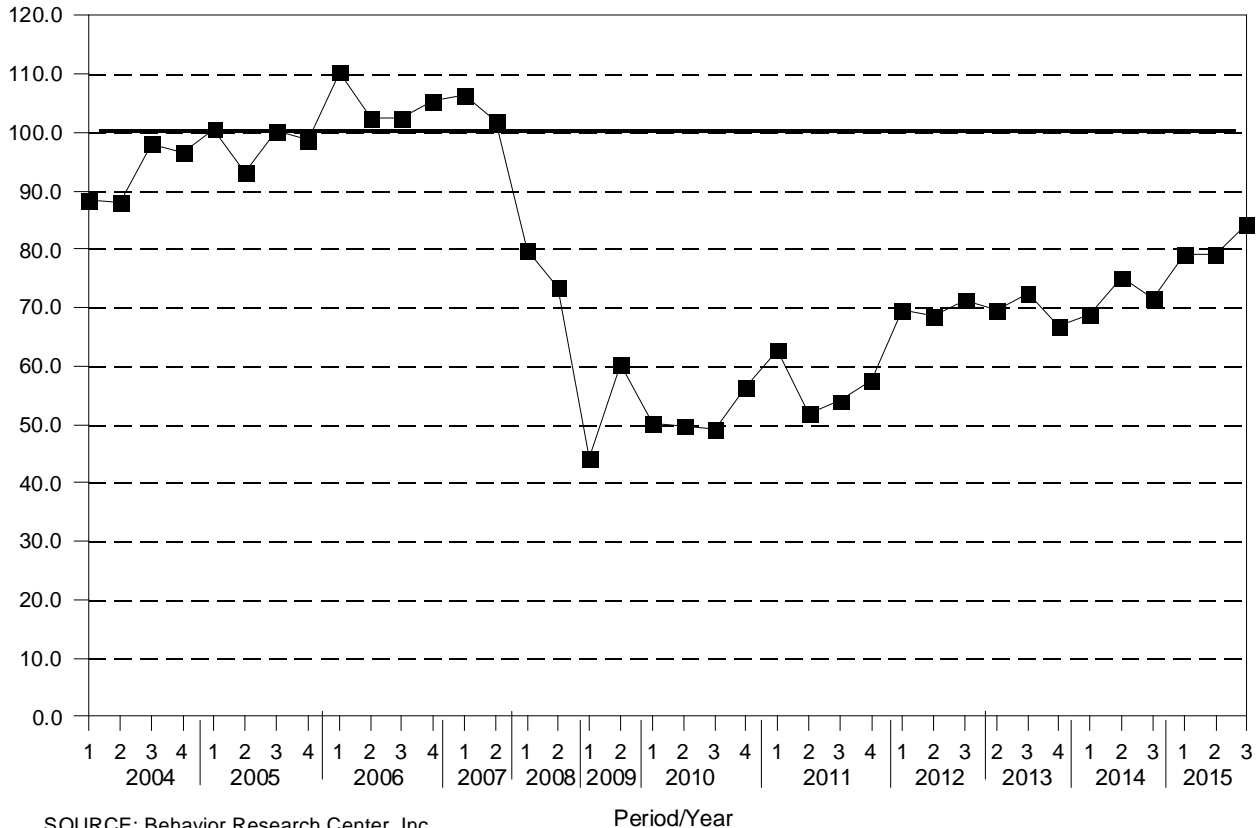
This statement conforms to the principles of disclosure of the National Council on Public Polls.

Further Note on Behavior Research Center

In 2014, Nate Silver of the website 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 outcomes in recent election cycles by aggregating polling results from multiple research firms.

ENCLOSED: Statistical Tables

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.

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	2015			2014			2013	2012			
	Jul	Apr	Jan	Jul	Apr	Jan	Oct	Jul	Apr	Oct	Apr
Consumer Confidence Index											
Statewide	84.3	79.1	79.1	71.6	75.1	68.9	66.9	72.5	69.6	71.3	68.6
Maricopa	93.9	86.3	83.8	78.1	86.1	72.7	69.6	80.5	72.5	78.5	75.0
Pima	65.1	69.9	78.8	70.0	72.7	58.0	62.9	73.7	65.7	58.0	66.7
Rural	70.1	67.9	65.5	54.4	49.7	65.5	60.0	54.9	47.6	63.0	55.3
Index Detail (Statewide):											
Present Situation Index	69.7	68.0	67.1	53.9	56.5	50.3	51.3	50.0	52.0	40.6	39.0
Expectation Index (Next 6 Months)	94.1	86.5	87.1	83.5	87.6	80.9	77.2	87.5	81.3	91.8	88.4
<i>Appraisal of Present Situation: Percent Holding Attitude</i>											
Business Conditions:											
Good	33%	32%	34%	30%	33%	29%	28%	33%	29%	20%	26%
Normal	45	48	45	43	45	46	44	39	43	44	40
Bad	16	17	16	21	19	21	22	23	24	31	29
Not sure	6	3	5	6	3	4	6	5	4	5	5
Employment:											
Jobs plentiful	20%	19%	19%	13%	14%	12%	13%	10%	13%	12%	8%
Not so many	32	34	24	30	32	25	30	34	35	30	33
Jobs hard to get	37	37	41	46	45	51	47	47	43	48	53
Not sure	11	10	16	11	9	12	10	9	9	10	6
<i>Expectations For Six Months Hence: Percent Holding Attitude</i>											
Business Conditions:											
Better	27%	25%	31%	20%	26%	29%	26%	29%	29%	28%	32%
Same	57	54	49	58	54	46	46	52	45	42	47
Worse	7	14	13	15	13	19	19	13	19	12	14
Not sure	9	7	7	7	7	6	9	6	7	18	7
Employment:											
More jobs	22%	26%	30%	28%	28%	23%	24%	28%	27%	29%	30%
Same	51	43	38	36	44	47	43	41	40	37	42
Lower	15	20	22	24	20	21	23	22	25	15	19
Not sure	12	11	10	12	8	9	10	9	8	19	9
Family Income:											
Higher	26%	19%	22%	26%	26%	25%	25%	22%	22%	22%	19%
Same	65	73	66	65	63	64	60	67	67	65	69
Lower	7	6	9	7	9	10	12	8	8	9	9
Not sure	2	2	3	2	2	1	3	3	3	4	3

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona

For this and other polls, see www.brcpolls.com/results.

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	Rating Of Current General Business Conditions		
	Maricopa	Pima	Rural
Good	38%	26%	27%
Normal	46	38	46
Bad	11	28	21
Don't know	<u>5</u>	<u>8</u>	<u>6</u>
	100%	100%	100%

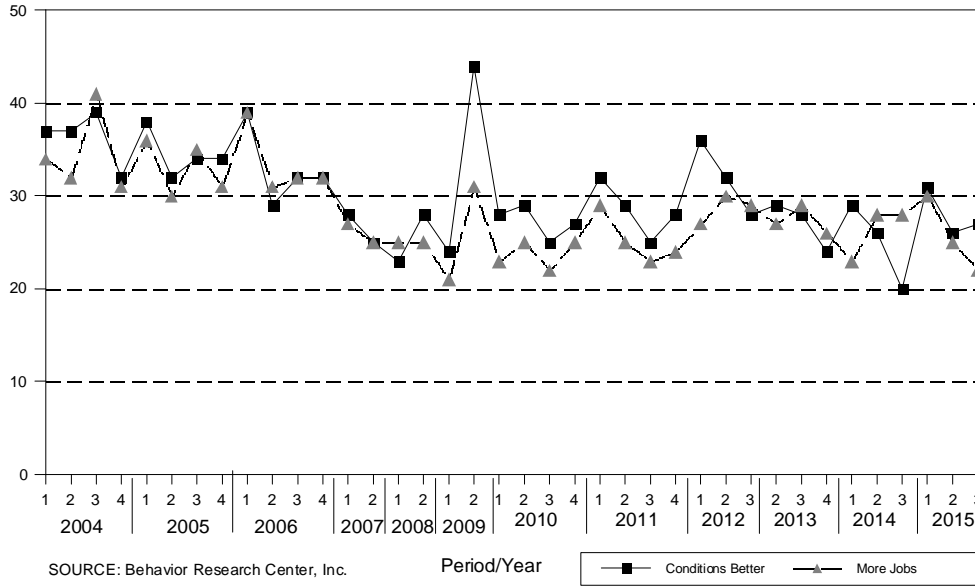
	Rating Of Current Job Availability		
	Maricopa	Pima	Rural
Plenty	25%	7%	16%
Not so many	32	34	31
Hard to get	30	44	48
Don't know	<u>13</u>	<u>15</u>	<u>5</u>
	100%	100%	100%

	Rating Of General Business Conditions Six Months Hence		
	Maricopa	Pima	Rural
Better	28%	16%	28%
About the same	55	64	56
Worse	6	11	8
Don't know	<u>10</u>	<u>9</u>	<u>8</u>
	100%	100%	100%

	Rating Of Job Availability Six Months Hence		
	Maricopa	Pima	Rural
More	28%	15%	13%
About the same	46	50	62
Fewer	14	18	15
Don't know	<u>12</u>	<u>17</u>	<u>10</u>
	100%	100%	100%

	Rating Of Family Income Six Months Hence		
	Maricopa	Pima	Rural
Higher	27%	33%	18%
About the same	63	61	70
Lower	7	5	11
Don't know	<u>3</u>	<u>1</u>	<u>1</u>
	100%	100%	100%

% with Positive Attitudes on
Future Business Conditions and Job Market



% with Positive Attitudes on
Current Business Conditions and Job Market

