



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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Contact: Earl de Berge
Research Director
Or: Jim Haynes
President

CONSUMERS GLOOMY ABOUT LENGTH OF RECESSION; MOST TURN DEAF EAR TO PLEAS THEY SPEND MORE

Phoenix, Arizona, December 17, 2001. Consumers in the Phoenix area expect that the current economic recession in Arizona will last for at least three more quarters and that the national recession may continue until close to the end of next year.

This gloomy outlook may help explain the sluggish Christmas retail season and the apparent parallel tendency of low end and discount retailers to be doing better than retailers selling higher priced items ... consumers are hanging onto their cash for fear of facing job loss or stagnant earnings. In fact, only 28 percent of consumers here believe they have a responsibility to help the economy recover by spending more. In contrast, six in ten believe their first responsibility is to spend conservatively and wait for the recession to end.

As of the time of this survey, completed in mid-November, consumers here were projecting that it would be at least eleven months (September, 2002) before the U.S. economy begins to pull out of the current recession and that Arizona might see recovery a little sooner – in ten months (October 2002).

These gloomy views cut across all major segments of the population, with only Republicans being slightly more optimistic than the general population.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2001-IV-13) is based on 602 interviews with adults in Maricopa County conducted from November 9th through November 15st, 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 4.1 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.

ENCLOSED: Statistical data for reference.

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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2001-IV-13

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“During a recession such as this one, which of the following do you think is the greater responsibility for you and your family?”

To help the U.S. economy recover by spending more	28%
To spend conservatively, until the economy recovers	60
Neither of these	12

<u>Detail</u>	<u>Spend More</u>	<u>Spend Conservatively</u>	<u>Neither</u>
Total	28%	60%	12%
Men	30	58	12
Women	24	63	13
Income under \$35K	28	65	7
\$35K to \$54.9K	21	68	11
\$55K+	34	55	11
Republican	26	64	10
Democrat	24	60	16
Independent	31	59	10

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(Asked in November)

*“In your opinion, how many months do you think it will be before the U.S./Arizona begins to pull out of economic recession?”*

|                 | <u>U.S.</u>   | <u>Arizona</u> |
|-----------------|---------------|----------------|
|                 | <u>Months</u> |                |
| All Respondents | 11            | 10             |
| Men             | 10            | 9              |
| Women           | 11            | 10             |
| Republican      | 10            | 9              |
| Democrat        | 11            | 10             |
| Independent     | 11            | 9              |
| Employed        | 10            | 9              |
| Retired         | 11            | 10             |
| Not working     | 12            | 10             |

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