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Rocky Mountain Poll

NEWS RELEASE [RMP 2002-I-04]

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CONSUMER CONFIDENCE EDGES HIGHER IN ARIZONA

Phoenix, Arizona. January 28, 2002. After a sharp decline in October, the Arizona Consumer Confidence Index has edged modestly upward to 96.2 from 95.1. The Index is based on consumer views of the current economic climate and expectations about the future. The study finds consumers very pessimistic about the current economic climate but more optimistic than at any time in the past four quarters about the near term future. More specifically, the Expectations component of the index rose to 101.3 from 96.5 in October and only 93.9 at this time last year. Further, it is the highest favorable reading in four quarters .

At the same time, however, the assessment consumers make of current conditions is very pessimistic. That component of the Index currently registers only 88.6 compared to 92.9 in October and a robust 128.0 in January of both 2001 and 2000.

The findings outlined in this report are based on a survey of 540 Maricopa and Pima County residents conducted between January 9 and January 17, 2002, 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 to read this and other recent polls.

Much of the pessimism of consumer views regarding the current economic climate traces to their views about job availability. Today, 24 percent say jobs are "hard to find" compared to 22 percent in October, 16 percent in mid-summer and only ten percent at this time last year. At the same time, the proportion saying "jobs are plentiful" fell to 26 percent in this survey from a whopping 63 percent this time last year.

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On a brighter note, the overall Consumer Confidence Index rose in both Tucson and Phoenix although the improved readings were modestly stronger in the Phoenix area, driven principally by stronger readings as regards the availability of jobs in the future. Additionally, the proportion with positive expectations about business condition in the coming six months and the likelihood of greater job opportunities is the highest since 1983.

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EDITOR'S NOTE: This Arizona Consumer Confidence Index is based on telephone interviews with 540 adult heads of household throughout Maricopa and Pima Counties from January 9th through January 17th, 2002. 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 4.3 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.

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

STATISTICAL DATA

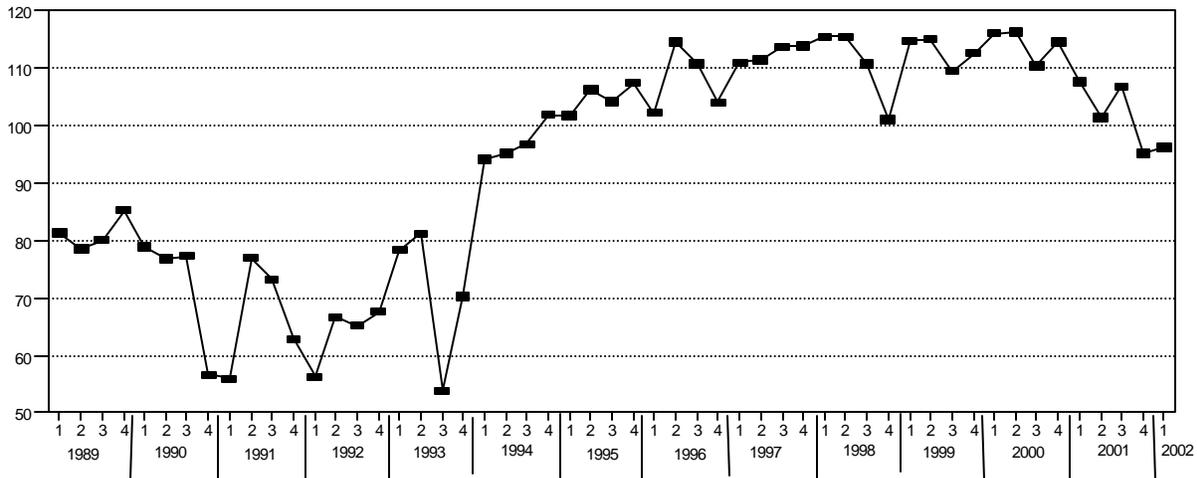
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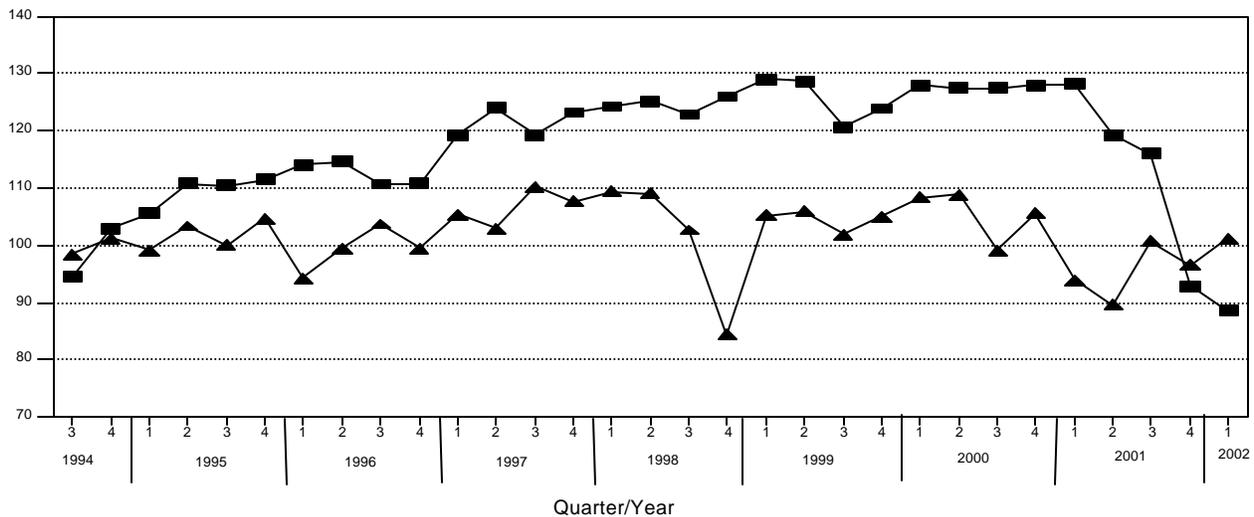
Statewide Consumer Confidence Index 1985 Base = 100.0



SOURCE: Behavior Research Center, Inc.

Quarter/Year

Present Situation and Expectatons Index



Present Situation Index
 Six Months Expectatons Index

SOURCE: Behavior Research Center, Inc.

STATISTICAL DATA

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	2002	2001				2000				1999			
	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan
<u>Consumer Confidence Index</u>													
Statewide	96.2	95.1	106.8	101.4	107.6	114.5	110.4	116.3	116.1	112.6	109.5	115.0	114.8
Phoenix	97.4	96.0	110.3	101.5	109.5	115.0	110.5	117.5	118.1	114.8	111.8	116.8	117.7
Tucson	91.5	91.2	93.6	100.9	99.5	112.7	109.2	111.2	108.5	106.3	101.8	106.6	106.1
<u>Index Detail (Statewide):</u>													
Present Situation Index	88.6	92.9	116.0	119.2	128.2	128.0	127.5	127.5	128.0	123.9	120.7	128.7	129.0
Expectation Index (Next 6 Months)	101.3	96.5	100.7	89.6	93.9	105.5	99.1	108.9	108.3	105.1	102.0	105.9	105.3

Appraisal of Present Situation:
Percent Holding Attitude

Business Conditions:

Good	39%	39%	54%	51%	56%	57%	60%	61%	59%	60%	57%	60%	66%
Normal	43	41	34	37	36	35	31	30	32	32	33	32	27
Bad	13	14	8	9	5	5	6	5	5	5	7	4	4
Not sure	5	6	4	3	3	3	3	4	4	3	3	4	3

Employment:

Jobs plentiful	26%	31%	50%	52%	63%	66%	64%	61%	65%	58%	59%	58%	64%
Not so many	38	31	21	24	17	16	17	14	16	17	15	17	14
Jobs hard to get	24	22	16	12	10	11	10	10	10	14	15	9	10
Not sure	12	16	13	12	10	7	9	15	9	11	11	16	12

Expectations For Six Month Hence:
Percent Holding Attitude

Business Conditions:

Better	44%	38%	30%	27%	27%	24%	27%	28%	27%	27%	27%	26%	30%
Same	41	42	51	54	55	59	57	57	61	60	59	60	57
Worse	10	11	12	16	13	8	10	8	6	8	9	6	8
Not sure	5	9	7	3	5	9	6	7	6	5	5	8	5

Employment:

More jobs	38%	36%	32%	29%	30%	32%	31%	37%	33%	30%	31%	29%	30%
Same	35	33	43	44	43	48	48	43	50	50	48	50	50
Fewer jobs	20	21	16	21	21	12	14	10	12	12	14	13	13
Not sure	7	10	9	6	6	8	7	10	5	8	7	8	7

Family Income:

Higher	31%	29%	37%	31%	34%	36%	31%	34%	36%	34%	36%	30%	35%
Same	62	61	58	62	59	58	62	58	58	60	58	63	59
Lower	5	7	4	6	4	3	5	4	4	3	4	4	3
Not sure	2	3	1	1	3	3	2	4	2	3	2	3	3

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|                | Rating Of<br><i>Current</i> General<br>Business Conditions             |                |                | Rating Of<br><i>Current</i> Job<br>Availability          |                |
|----------------|------------------------------------------------------------------------|----------------|----------------|----------------------------------------------------------|----------------|
|                | Maricopa<br>County                                                     | Pima<br>County |                | Maricopa<br>County                                       | Pima<br>County |
| Good           | 42%                                                                    | 30%            | Plenty         | 26%                                                      | 27%            |
| Normal         | 40                                                                     | 49             | Not so many    | 38                                                       | 40             |
| Bad            | 14                                                                     | 12             | Hard to get    | 24                                                       | 22             |
| Don't know     | 4                                                                      | 9              | Don't know     | 12                                                       | 11             |
| -----          |                                                                        |                |                |                                                          |                |
|                | Rating Of<br>General Business<br>Conditions<br><i>Six Months Hence</i> |                |                | Rating Of<br>Job Availability<br><i>Six Months Hence</i> |                |
|                | Maricopa<br>County                                                     | Pima<br>County |                | Maricopa<br>County                                       | Pima<br>County |
| Better         | 47%                                                                    | 33%            | More           | 41%                                                      | 28%            |
| About the same | 39                                                                     | 49             | About the same | 32                                                       | 43             |
| Worse          | 10                                                                     | 12             | Fewer          | 20                                                       | 21             |
| Don't know     | 4                                                                      | 6              | Don't know     | 7                                                        | 8              |
| -----          |                                                                        |                |                |                                                          |                |
|                | Rating Of<br>Family Income<br><i>Six Months Hence</i>                  |                |                |                                                          |                |
|                | Maricopa<br>County                                                     | Pima<br>County |                |                                                          |                |
| Higher         | 32%                                                                    | 28%            |                |                                                          |                |
| About the same | 61                                                                     | 66             |                |                                                          |                |
| Lower          | 5                                                                      | 6              |                |                                                          |                |
| Don't know     | 2                                                                      | *              |                |                                                          |                |

\*Indicates % less than .5

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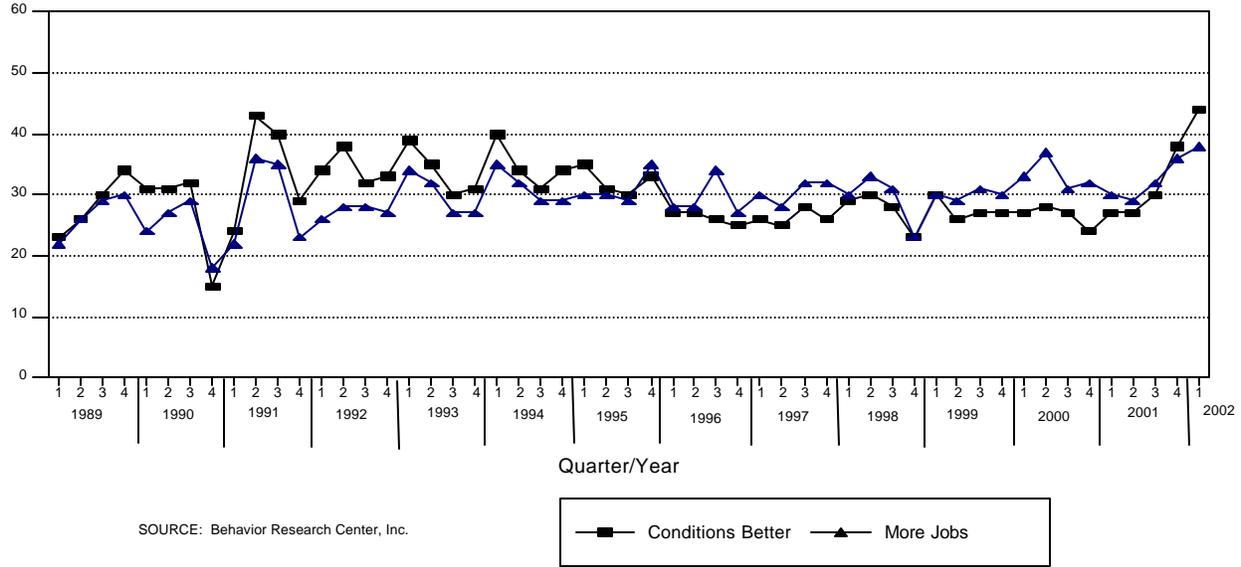
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% with Positive Attitudes on Future Business Conditions and Job Market



% with Positive Attitudes on Current Business Conditions and Job Market

