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Rocky Mountain Poll

NEWS RELEASE
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CONSUMER CONFIDENCE IN PHOENIX FOLLOWS NATIONAL TREND FALLS IN FEBRUARY

Phoenix, Arizona, March 1, 2002. In a special survey of consumers in Maricopa County during February, the Index of Consumer Confidence has declined to 91.4 from the 97.4 reading in January. The downward trend locally was driven by declines in consumers' assessment of the current economic situation (down from 88.5 in January to 79.8 in February) and their assessment of likely conditions six months from now (that reading stands at 99.1 today compared to 103.3 in January).

The above patterns conform very closely to this week's report from the New York based Conference Board whose Consumer Confidence Index declined to 94.1 from 97.8 in the same period. Both the indices are based on exactly the same questions and methods of calculation.

Of interest in the recent findings is that the Index on current economic conditions has declined steadily since April of 2001 and is now at its lowest level. In contrast, the expectations component of the Index has varied more radically, rising and falling between a low of 88.9 and a high of 103.3. The current reading falls in between those ranges and although lower than January may indicate a softening in the cyclical gloom we have seen in recent years.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-I-12) is based on 604 telephone interviews conducted from February 15th through February 24th, 2002, with adult heads of household throughout Maricopa County. In a sample of this size, one may say with 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 Arizona Consumer Confidence Study 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.

BELOW: Statistical data

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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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CONSUMER CONFIDENCE INDEX

<u>Maricopa County</u>	<u>Total Index</u>	<u>Current Situation Index</u>	<u>Expectation Index</u>
2/02	91.4	79.8	99.1
1/02	97.4	88.5	103.3
10/01	96.0	96.4	95.7
7/01	110.3	120.9	103.2
4/01	101.5	120.4	88.9

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