



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2003-I-01]

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CONSUMER CONFIDENCE STOPS ITS FALL – OPTIMISM FOR 2003 RISES MODESTLY IN ARIZONA

Phoenix, Arizona, January 13, 2003. On the eve of Fridays' report to the UN by Hans Blix, chief U.N. weapons inspector, that inspectors have found no "smoking gun evidence" that Iraq has resumed its secret weapons programs, news which may dampen public and international concerns about the threat of war, Arizona consumers were already beginning to look to the future with renewed confidence.

What is more, their confidence in the future is strong enough to overcome continuing gloomy assessments about current business and job market conditions. Confidence about the coming six months has reversed its three-quarter drop that began in April of 2002 and now stands at 93.4 which, although not stellar, is higher than last quarter's 90.0.

What has kept the overall Consumer Confidence Index from rising more dramatically (83.3 today vs. 82.3 in October) is continued erosion in consumer views regarding business and employment conditions. The proportion who believe "jobs are plentiful" now registers only 18 percent, its lowest reading since July 1993. Similarly, those willing to define business conditions as "good" rests at only 32 percent, also the lowest reading since July 1993.

In contrast, looking to the future, the proportion projecting improved business conditions by June rose to 36 percent from 30 percent in October, while expectations about the job market and personal family income remained very stable – neither improving nor deteriorating.

It is in Tucson that consumer expectations are showing the greatest improvement – the index there currently is at 82.3 compared to only 76.2 in October. In the Phoenix area, the index is basically unchanged – 84.6 today compared to 85.5 in October.

- more -

The findings outlined in this report are based on a survey of 550 adult consumers in Maricopa and Pima Counties conducted between January 3rd and January 7th, 2003, 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.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-I-01) is based on 550 telephone interviews with adults, conducted from January 3rd through January 7th, 2003 throughout Arizona. In the overall sample, one may say with 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 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.

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

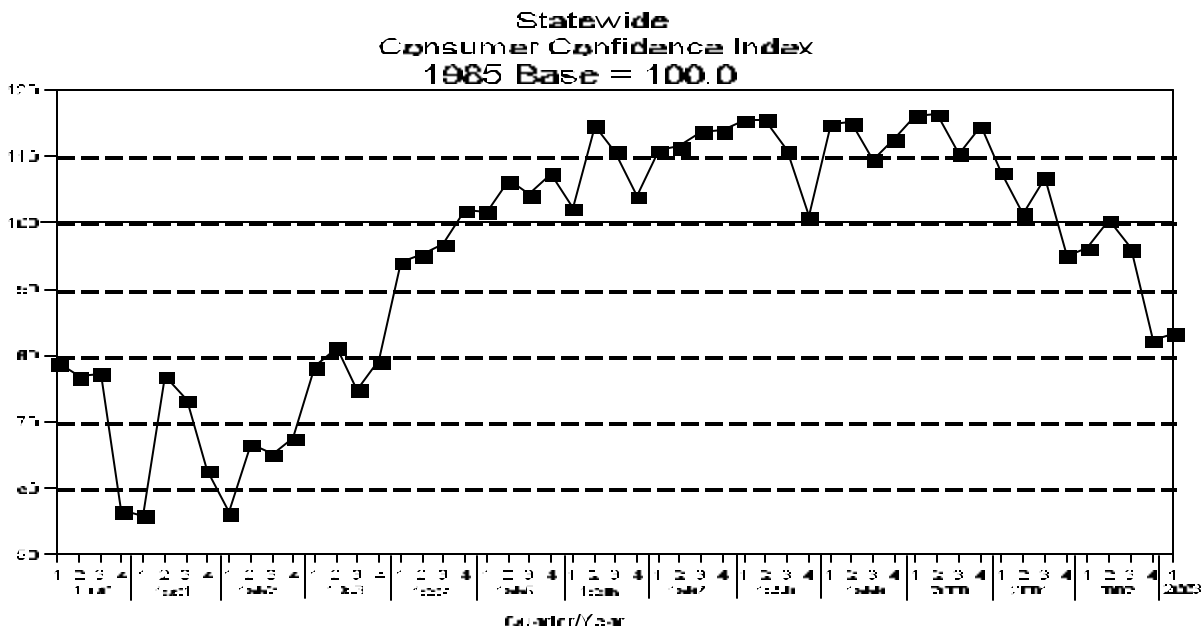
STATISTICAL DATA

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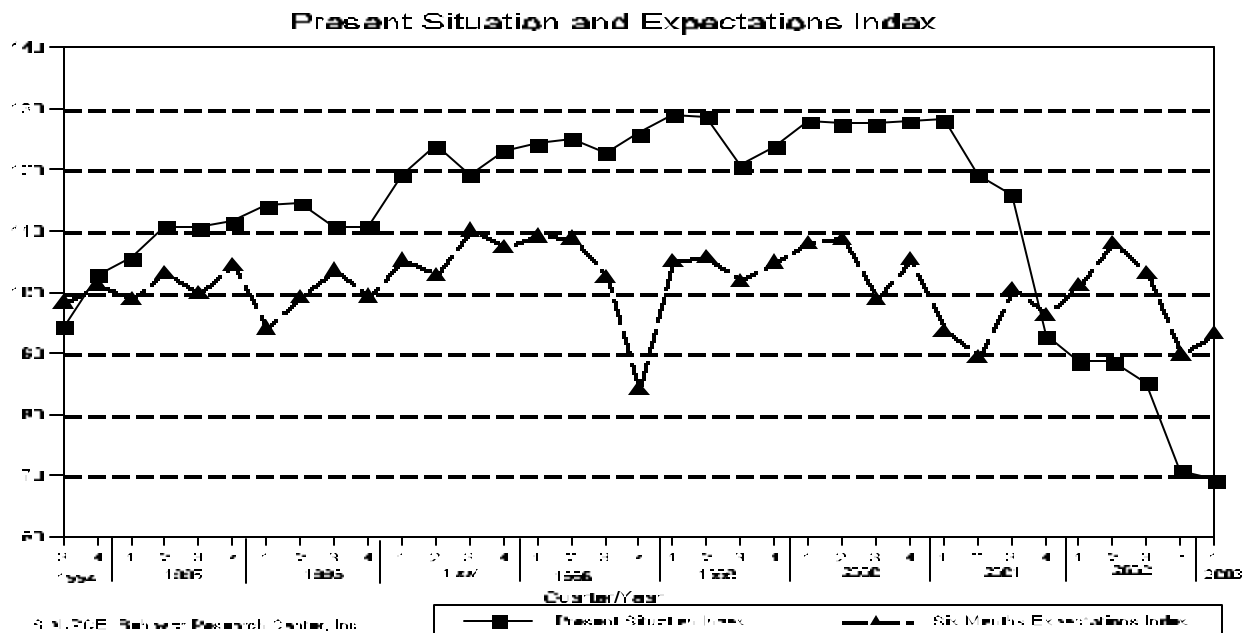
ARIZONA CONSUMER CONFIDENCE INDEX — January 2003

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2003-I-01



SOURCE: Behavior Research Center, Inc.



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—■— Present Situation Index	---▲--- Six Months Expectations Index
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	2003	2002				2001				2000			
	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan
<u>Consumer Confidence Index</u>													
Statewide	83.3	82.3	96.1	100.4	96.2	95.1	106.8	101.4	107.6	114.5	110.4	116.3	116.1
Phoenix	84.6	85.5	96.6	102.3	97.4	96.0	110.3	101.5	109.5	115.0	110.5	117.5	118.1
Tucson	82.3	76.2	92.7	93.8	91.5	91.2	93.6	100.9	99.5	112.7	109.2	111.2	108.5
<u>Index Detail (Statewide):</u>													
Present Situation Index	69.4	70.8	85.2	88.6	88.6	92.9	116.0	119.2	128.2	128.0	127.5	127.5	128.0
Expectation Index (Next 6 Months)	93.4	90.0	103.4	108.2	101.3	96.5	100.7	89.6	93.9	105.5	99.1	108.9	108.3

Appraisal of Present Situation:

Percent Holding Attitude

Business Conditions:

Good	32%	33%	37%	41%	39%	39%	54%	51%	56%	57%	60%	61%	59%
Normal	47	45	42	41	43	41	34	37	36	35	31	30	32
Bad	16	19	16	13	13	14	8	9	5	5	6	5	5
Not sure	5	3	5	5	5	6	4	3	3	3	3	4	4

Employment:

Jobs plentiful	18%	21%	27%	27%	26%	31%	50%	52%	63%	66%	64%	61%	65%
Not so many	35	36	32	32	38	31	21	24	17	16	17	14	16
Jobs hard to get	32	32	26	25	24	22	16	12	10	11	10	10	10
Not sure	15	11	15	16	12	16	13	12	10	7	9	15	9

Expectations For Six Month Hence:

Percent Holding Attitude

Business Conditions:

Better	36%	30%	38%	43%	44%	38%	30%	27%	27%	24%	27%	28%	27%
Same	45	46	46	41	41	42	51	54	55	59	57	57	61
Worse	13	16	8	9	10	11	12	16	13	8	10	8	6
Not sure	6	8	8	7	5	9	7	3	5	9	6	7	6

Employment:

More jobs	30%	32%	32%	42%	38%	36%	32%	29%	30%	32%	31%	37%	33%
Same	40	35	43	32	35	33	43	44	43	48	48	43	50
Fewer jobs	21	24	16	15	20	21	16	21	21	12	14	10	12
Not sure	9	9	9	11	7	10	9	6	6	8	7	10	5

Family Income:

Higher	26%	26%	30%	29%	31%	29%	37%	31%	34%	36%	31%	34%	36%
Same	65	67	64	65	62	61	58	62	59	58	62	58	58
Lower	6	5	4	4	5	7	4	6	4	3	5	4	4
Not sure	3	2	2	2	2	3	1	1	3	3	2	4	2

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|            | Rating Of<br><i>Current General<br/>Business Conditions</i> |        |
|------------|-------------------------------------------------------------|--------|
|            | Maricopa                                                    | Pima   |
|            | County                                                      | County |
| Good       | 34%                                                         | 24%    |
| Normal     | 44                                                          | 54     |
| Bad        | 16                                                          | 18     |
| Don't know | 6                                                           | 4      |

|             | Rating Of<br><i>Current Job<br/>Availability</i> |        |
|-------------|--------------------------------------------------|--------|
|             | Maricopa                                         | Pima   |
|             | County                                           | County |
| Plenty      | 19%                                              | 14%    |
| Not so many | 35                                               | 34     |
| Hard to get | 31                                               | 36     |
| Don't know  | 15                                               | 16     |

|                | Rating Of<br><i>General Business<br/>Conditions<br/>Six Months Hence</i> |        |
|----------------|--------------------------------------------------------------------------|--------|
|                | Maricopa                                                                 | Pima   |
|                | County                                                                   | County |
| Better         | 37%                                                                      | 32%    |
| About the same | 44                                                                       | 51     |
| Worse          | 13                                                                       | 11     |
| Don't know     | 6                                                                        | 6      |

|                | Rating Of<br><i>Job Availability<br/>Six Months Hence</i> |        |
|----------------|-----------------------------------------------------------|--------|
|                | Maricopa                                                  | Pima   |
|                | County                                                    | County |
| More           | 29%                                                       | 32%    |
| About the same | 39                                                        | 42     |
| Fewer          | 22                                                        | 19     |
| Don't know     | 10                                                        | 7      |

|                | Rating Of<br><i>Family Income<br/>Six Months Hence</i> |        |
|----------------|--------------------------------------------------------|--------|
|                | Maricopa                                               | Pima   |
|                | County                                                 | County |
| Higher         | 27%                                                    | 24%    |
| About the same | 64                                                     | 67     |
| Lower          | 6                                                      | 5      |
| Don't know     | 3                                                      | 4      |

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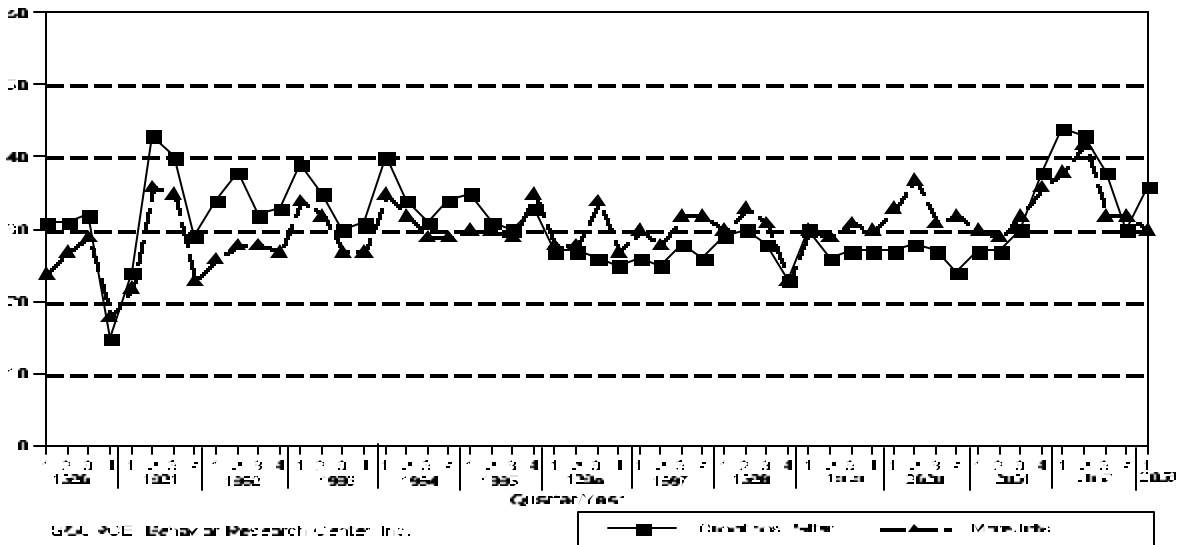
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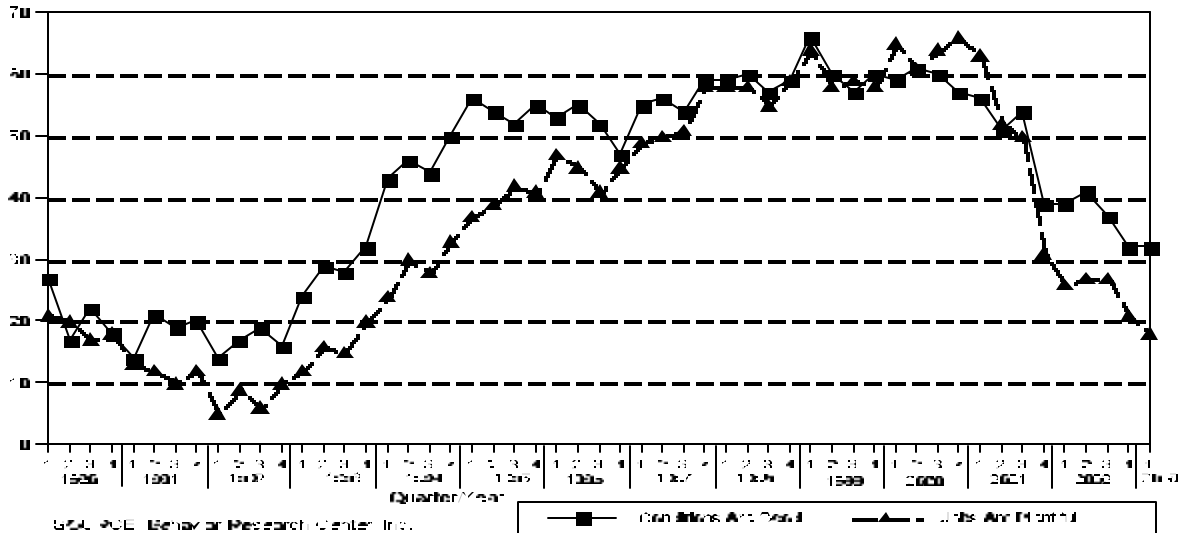
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**% with Positive Attitudes on  
Future Business Conditions and Job Market**



BCL, P.O.E. Behavior Research Center, Inc.

**% with Positive Attitudes on  
Current Business Conditions and Job Market**



BCL, P.O.E. Behavior Research Center, Inc.