



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2003-II-07

Contact: Earl de Berge
Research Director

CONSUMER CONFIDENCE CONTINUES EDGING UPWARD IN PHOENIX AREA

Phoenix, Arizona, May 22, 2003. Consumer confidence in the Phoenix area edged upward again in May to 91.9, compared to 86.6 in April, 84.6 in January and 85.5 in October of 2002. The current reading is the highest registered in three quarters and is driven principally by renewed belief that current economic conditions are getting better.

More specifically, by 37 percent to 15 percent, consumers rate business conditions as good rather than bad and by 41 percent to only ten percent, consumers expect business conditions to improve in the coming six months.

At the same time, while consumers are negative in their assessment of the job market (20% saying there are "plenty" of jobs available compared to 31 percent who characterize jobs as "hard to get"); when looking ahead six months, 43 percent think jobs will be "more plentiful," while only 19 percent think the job market will dry up even more so than it is today.

And finally, by a ratio of 32 percent to seven percent, area residents expect their family income in the coming six months will be higher than it is today.

The findings outlined in this report are based on a survey of 599 heads of household throughout Maricopa County conducted between May 7 and May 14, 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.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-II-07) is based on 599 telephone interviews conducted from May 7 through May 14, 2003, 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 4.08 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.

BELOW: Statistical data

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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2003-II-07

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

CONSUMER CONFIDENCE INDEX –
PHOENIX METROPOLITAN AREA

May	2003	91.9
April	2003	86.6
January	2003	84.6
October	2002	85.5
July	2002	96.6
April	2002	102.3
January	2002	97.4
October	2001	96.0
July	2001	110.3
April	2001	101.5
January	2001	109.5
October	2000	115.0
July	2000	110.5
April	2000	117.5

~~~~~