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Rocky Mountain Poll

NEWS RELEASE [RMP 2004-III-03]

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ARIZONA CONSUMER CONFIDENCE INDEX JUMPS ELEVEN POINTS – HIGHEST IN 2½ YEARS

Phoenix, Arizona, July 20, 2004. The Consumer Confidence Index in Arizona has jumped eleven points to 101.1 and for the first time since April 2002, crossed the 100 mark. The Index surged in both Tucson and Phoenix, driven principally by impressive growth in consumer belief that the current economic situation is good and that it can be expected to continue improving between now and year end.

As consumers assess the current economic situation, we register a fifth consecutive quarter in which belief that “jobs are plentiful” has improved – now standing at 31 percent compared to 25 percent in April and only 15 percent in July of last year. The current reading is the best since October of 2001. Simultaneously, only 26 percent today characterize “jobs are hard to get,” compared to 35 percent in April and 37 percent last July.

A second major element of the Consumer Confidence Index explores consumer expectations about the economy in the coming six months. All elements of that measure are improved – business conditions, employment and family income.

Pima County Index readings jumped to its highest level (96.4) since April of 2001. Of particular interest in the Tucson area is that, as Tucsonans look forward, the deep pessimism about the job market, family income and business conditions, is evaporating.

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The findings outlined in this report are based on a survey of 670 adult consumers across Arizona conducted between June 30th and July 7th, 2004, 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 (2004-III-03) is based on 670 telephone interviews with adults, conducted from June 30th through July 7th, 2004 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire adult population been surveyed. The Maricopa and Pima County segments include 512 interviews and have a margin of error of plus or minus 4.4 percent. 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.

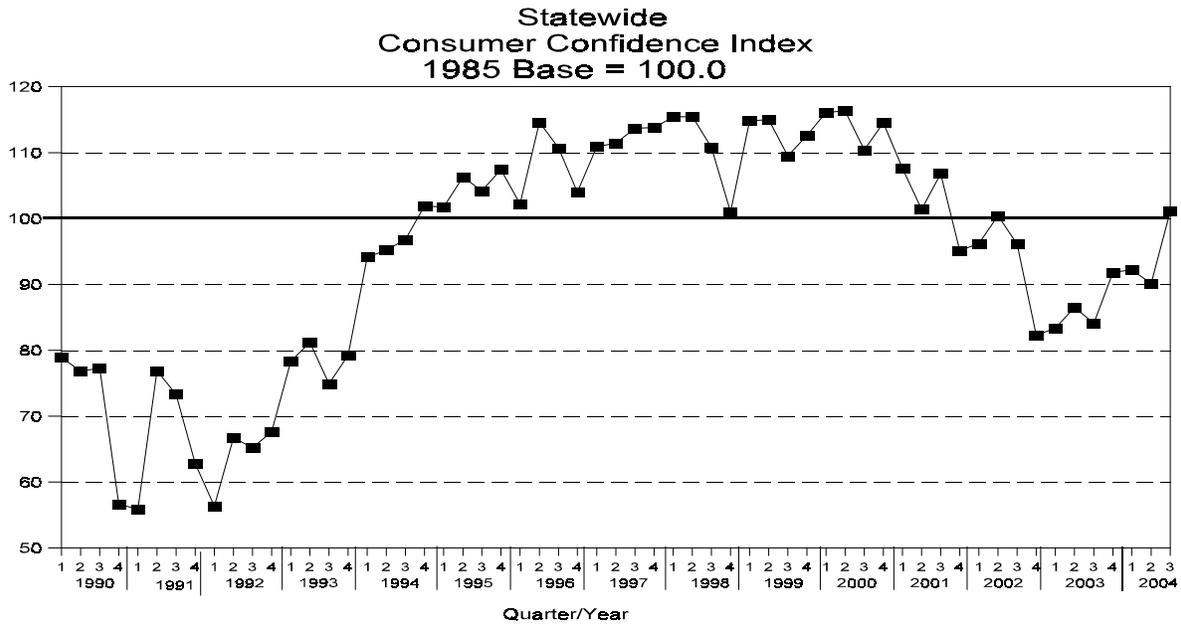
STATISTICAL DATA

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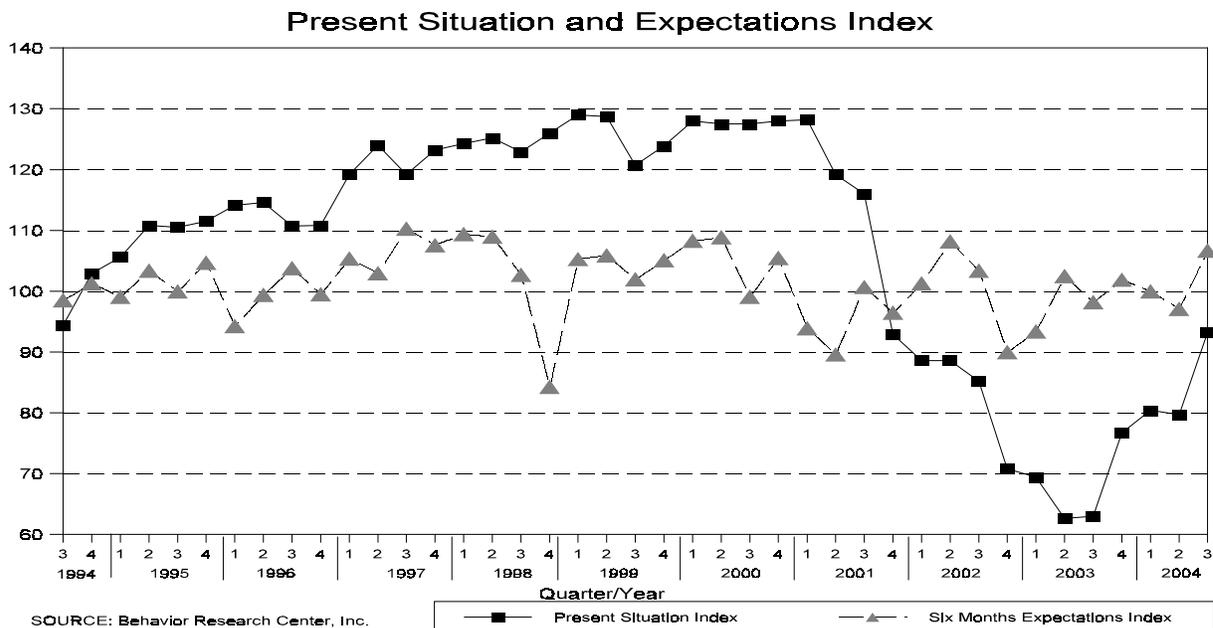
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SOURCE: Behavior Research Center, Inc.



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	2004			2003			2002			2001		
	July	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct
<u>Consumer Confidence Index</u>												
Statewide	101.1	90.1	92.2	91.8	84.1	86.5	83.3	82.3	96.1	100.4	96.2	95.1
Phoenix	102.5	89.3	94.3	93.0	87.9	86.6	84.6	85.5	96.6	102.3	97.4	96.0
Tucson	96.4	91.7	84.4	88.5	72.0	83.1	82.3	76.2	92.7	93.8	91.5	91.2
<u>Index Detail (Statewide):</u>												
Present Situation Index	93.2	79.7	80.4	76.7	63.0	62.6	69.4	70.8	85.2	88.6	88.6	92.9
Expectation Index (Next 6 Months)	106.7	97.1	100.0	101.9	98.2	102.5	93.4	90.0	103.4	108.2	101.3	96.5

*Appraisal of Present Situation:
Percent Holding Attitude*

	2004	2003	2002	2001
<u>Business Conditions:</u>				
Good	44%	43%	39%	39%
Normal	39	39	39	41
Bad	14	14	14	13
Not sure	3	4	8	5
<u>Employment:</u>				
Jobs plentiful	31%	25%	24%	26%
Not so many	32	26	29	38
Jobs hard to get	26	35	32	24
Not sure	11	14	15	12

*Expectations For Six Month Hence:
Percent Holding Attitude*

	2004	2003	2002	2001
<u>Business Conditions:</u>				
Better	38%	36%	40%	44%
Same	46	46	42	41
Worse	9	11	11	10
Not sure	7	7	7	5
<u>Employment:</u>				
More jobs	40%	31%	36%	38%
Same	35	39	35	35
Fewer jobs	15	19	19	20
Not sure	10	11	10	7
<u>Family Income:</u>				
Higher	35%	26%	26%	31%
Same	60	66	66	62
Lower	4	5	5	5
Not sure	1	3	3	2

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|                   | Rating Of<br><i>Current General<br/>Business Conditions</i>              |                |                   | Rating Of<br><i>Current Job<br/>Availability</i>          |                |
|-------------------|--------------------------------------------------------------------------|----------------|-------------------|-----------------------------------------------------------|----------------|
|                   | Maricopa<br>County                                                       | Pima<br>County |                   | Maricopa<br>County                                        | Pima<br>County |
| Good              | 47%                                                                      | 35%            | Plenty            | 32%                                                       | 27%            |
| Normal            | 36                                                                       | 48             | Not so many       | 31                                                        | 34             |
| Bad               | 14                                                                       | 14             | Hard to get       | 26                                                        | 26             |
| Don't know        | 3                                                                        | 3              | Don't know        | 11                                                        | 13             |
| ~~~~~             |                                                                          |                |                   |                                                           |                |
|                   | Rating Of<br><i>General Business<br/>Conditions<br/>Six Months Hence</i> |                |                   | Rating Of<br><i>Job Availability<br/>Six Months Hence</i> |                |
|                   | Maricopa<br>County                                                       | Pima<br>County |                   | Maricopa<br>County                                        | Pima<br>County |
| Better            | 40%                                                                      | 32%            | More              | 43%                                                       | 28%            |
| About the<br>same | 42                                                                       | 56             | About the<br>same | 33                                                        | 43             |
| Worse             | 10                                                                       | 6              | Fewer             | 16                                                        | 14             |
| Don't know        | 8                                                                        | 6              | Don't know        | 8                                                         | 15             |
| ~~~~~             |                                                                          |                |                   |                                                           |                |
|                   | Rating Of<br><i>Family Income<br/>Six Months Hence</i>                   |                |                   |                                                           |                |
|                   | Maricopa<br>County                                                       | Pima<br>County |                   |                                                           |                |
| Higher            | 36%                                                                      | 30%            |                   |                                                           |                |
| About the<br>same | 59                                                                       | 63             |                   |                                                           |                |
| Lower             | 4                                                                        | 5              |                   |                                                           |                |
| Don't know        | 1                                                                        | 2              |                   |                                                           |                |
| ~~~~~             |                                                                          |                |                   |                                                           |                |

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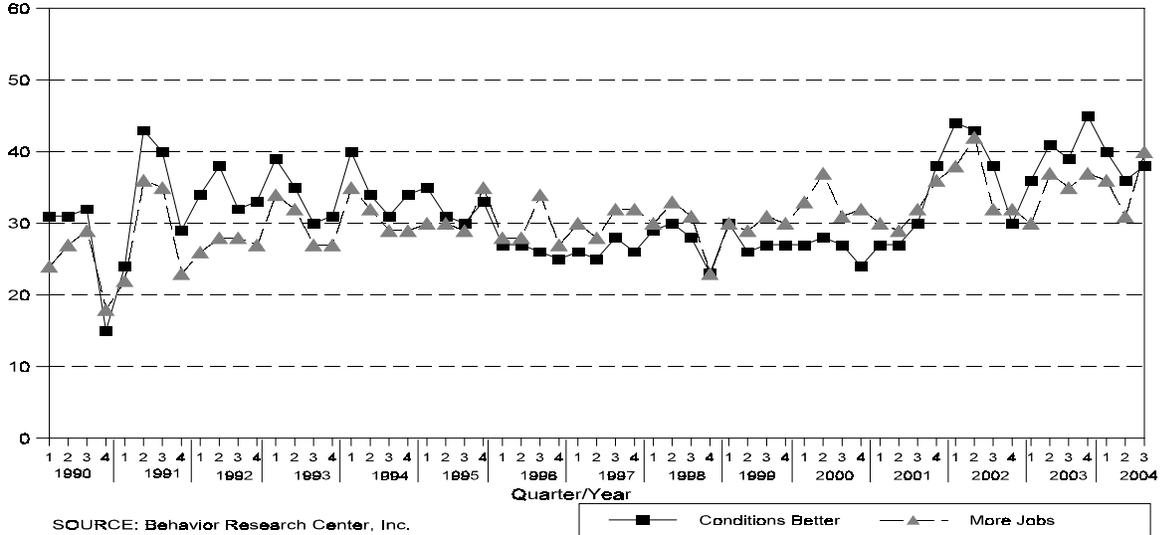
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% with Positive Attitudes on Future Business Conditions and Job Market



% with Positive Attitudes on Current Business Conditions and Job Market

