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Rocky Mountain Poll

NEWS RELEASE [RMP 2005-III-03]

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CONSUMER CONFIDENCE RISES IN ARIZONA

Phoenix, Arizona, July 25, 2005. Consumer confidence in the economy has resumed upward momentum in Arizona after setbacks in April. Major gains in optimism registered in the Phoenix area and more modest, but nonetheless improved readings, are seen in Pima County as well.

Every component of the Index (business conditions, employment environment and family income) registered gains in July relative to April in the proportion giving positive evaluations. Additionally, the proportion who have a gloomy view of the future shrank on such issues as current and expected business conditions and as regards their estimates of the job market six months from today. The only factor which may be holding the index from rising even more than it did is lingering pessimism about the current job market and family income.

Consumers in the Phoenix area are the most upbeat with the Confidence Index rising there to 106.5 compared to 99.9 in April. In Pima county, the Index rose to 88.1 from 87.8 in April. Statewide, the most important gains trace to belief that the current economic situation is improved (now 108.4 compared to 103.8 in April and the highest readings since just before the 9/11 tragedy).

Confidence in the Tucson area is more muted, but improved nonetheless, with the more upbeat mood there appearing to trace principally to belief that current business conditions are improved. This is coupled with stronger expectations than we have seen in the recent past that business conditions and especially job availability will improve between now and year end.

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Although Arizonans have evinced a bit of a see-saw pattern in their confidence in the economy, there has been a steady upward curve in their assessment of current business conditions and the job market. Readings on those dimensions are higher than at any time since the second quarter of 2001 (see page 6).

The findings outlined in this report are based on a survey of 565 adults across Arizona conducted between July 9th and July 16th, 2005, 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 (2005-III-03) is based on 565 telephone interviews with adults, conducted from July 9th through July 16th, 2005, in Maricopa and Pima Counties. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.2 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.

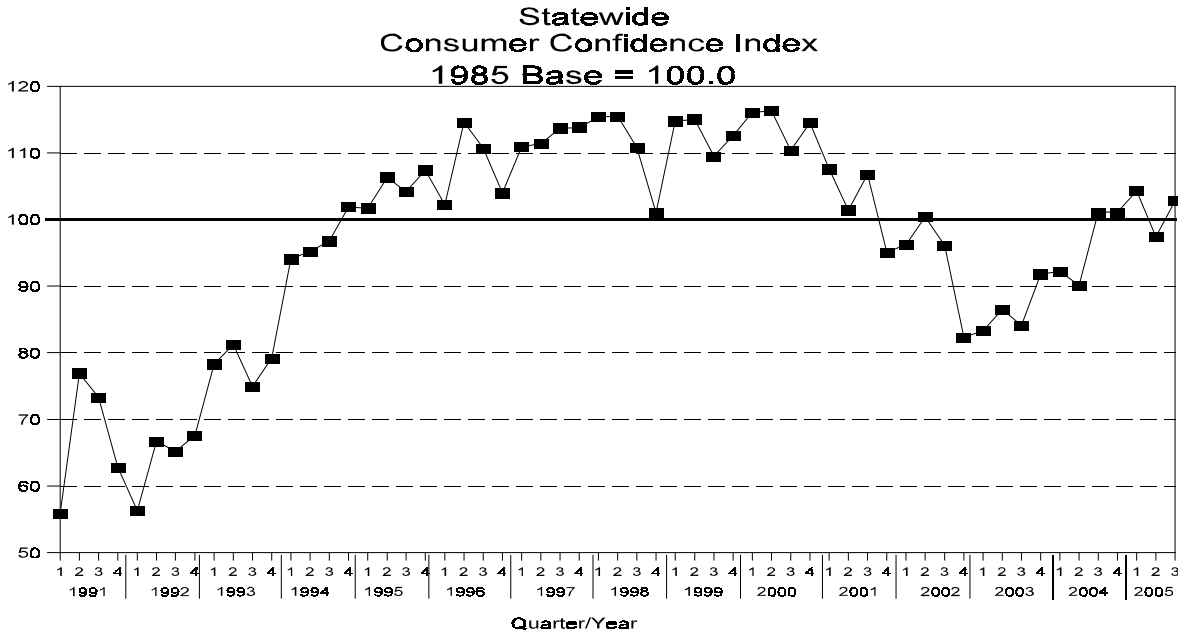
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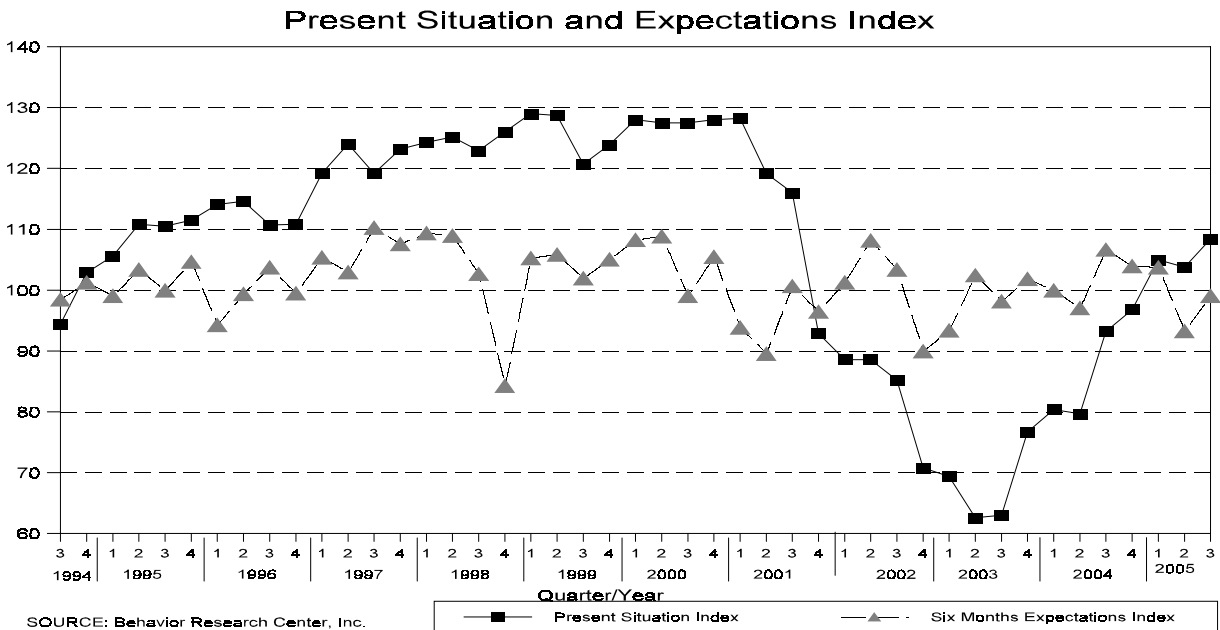
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SOURCE: Behavior Research Center, Inc.



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	2005			2004			2003			2002		
	Jul	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr	Jan	Oct
<u>Consumer Confidence Index</u>												
Statewide	102.8	97.4	104.3	101.1	101.3	90.1	92.2	91.8	84.1	86.5	83.3	82.3
Phoenix	106.5	99.9	107.9	103.2	102.5	89.3	94.3	93.0	87.9	86.6	84.6	85.5
Tucson	88.1	87.8	91.0	93.5	96.4	91.7	84.4	88.5	72.0	83.1	82.3	76.2
<u>Index Detail (Statewide):</u>												
Present Situation Index	108.4	103.8	105.0	96.8	93.2	79.7	80.4	76.7	63.0	62.6	69.4	70.8
Expectation Index (Next 6 Months)	99.1	93.3	103.8	104.0	106.7	97.1	100.0	101.9	98.2	102.5	93.4	90.0
<i>Appraisal of Present Situation: Percent Holding Attitude</i>												
<u>Business Conditions:</u>												
Good	50%	48%	49%	43%	44%	43%	39%	37%	32%	34%	32%	33%
Normal	39	38	39	38	39	39	39	45	42	41	47	45
Bad	9	12	8	12	14	14	14	15	20	19	16	19
Not sure	2	2	4	7	3	4	8	3	6	6	5	3
<u>Employment:</u>												
Jobs plentiful	36%	35%	32%	31%	31%	25%	24%	22%	15%	16%	18%	21%
Not so many	24	26	28	28	32	26	29	32	35	30	35	36
Jobs hard to get	27	26	21	28	26	35	32	32	37	40	32	32
Not sure	13	13	19	13	11	14	15	14	13	14	15	11
<i>Expectations For Six Month Hence: Percent Holding Attitude</i>												
<u>Business Conditions:</u>												
Better	34%	32%	36%	32%	38%	36%	40%	45%	39%	41%	36%	30%
Same	53	51	49	49	46	46	42	39	46	42	45	46
Worse	9	13	10	9	9	11	11	9	10	9	13	16
Not sure	4	4	5	10	7	7	7	7	5	8	6	8
<u>Employment:</u>												
More jobs	35%	30%	34%	31%	40%	31%	36%	37%	35%	37%	30%	32%
Same	44	45	41	41	35	39	35	37	39	39	40	35
Fewer jobs	17	21	15	17	15	19	19	18	18	15	21	24
Not sure	4	4	10	11	10	11	10	8	8	9	9	9
<u>Family Income:</u>												
Higher	31%	30%	27%	31%	35%	26%	26%	28%	26%	23%	26%	26%
Same	61	63	63	62	60	66	66	64	65	67	65	67
Lower	6	6	6	5	4	5	5	6	7	6	6	5
Not sure	2	1	4	2	1	3	3	2	2	4	3	2

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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              | 56%                                                                    | 36%            | Plenty            | 44%                                                      | 24%            |
| Normal            | 36                                                                     | 49             | Not so many       | 24                                                       | 31             |
| Bad               | 6                                                                      | 12             | Hard to get       | 18                                                       | 26             |
| Don't know        | 2                                                                      | 3              | Don't know        | 14                                                       | 19             |
| ~~~~~             |                                                                        |                |                   |                                                          |                |
|                   | 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            | 34%                                                                    | 28%            | More              | 34%                                                      | 33%            |
| About the<br>same | 53                                                                     | 55             | About the<br>same | 47                                                       | 40             |
| Worse             | 10                                                                     | 12             | Fewer             | 16                                                       | 20             |
| Don't know        | 3                                                                      | 5              | Don't know        | 3                                                        | 7              |
| ~~~~~             |                                                                        |                |                   |                                                          |                |
|                   | Rating Of<br>Family Income<br><i>Six Months Hence</i>                  |                |                   |                                                          |                |
|                   | Maricopa<br>County                                                     | Pima<br>County |                   |                                                          |                |
| Higher            | 34%                                                                    | 25%            |                   |                                                          |                |
| About the<br>same | 59                                                                     | 64             |                   |                                                          |                |
| Lower             | 5                                                                      | 10             |                   |                                                          |                |
| Don't know        | 2                                                                      | 1              |                   |                                                          |                |
| ~~~~~             |                                                                        |                |                   |                                                          |                |

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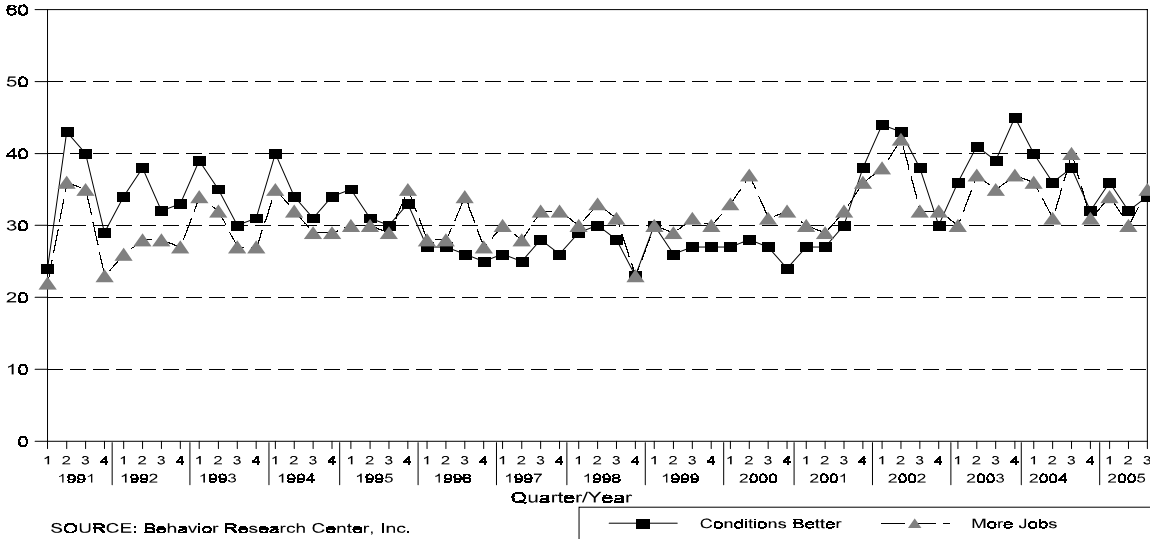
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% with Positive Attitudes on Future Business Conditions and Job Market



% with Positive Attitudes on Current Business Conditions and Job Market

