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# **Rocky Mountain Poll**

NEWS RELEASE [RMP 2006-I-01]

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## CONSUMER CONFIDENCE JUMPS TO NEAR HISTORIC HIGH LEVELS IN ARIZONA

Phoenix, Arizona, January 20, 2006. Overall consumer confidence in the economy has jumped sharply to 114.6 in January from the 100.0 level registered in October. This is the second highest reading in Arizona since 1986. What is more, consumer confidence is surging in both of the state's metropolitan centers - up 16.3 points in Maricopa County and up 8.3 points in Pima County. The Consumer Confidence Index currently rests at 117.8 in Maricopa County and 102.5 in Pima County.

The overall Consumer Confidence Index is comprised of measures that explore consumer attitudes about the current economic climate and their expectations for the coming six months. This study finds that consumer assessment of the current economic climate rose to 122.4 in January compared to 108.6 in October and as consumers look forward six months, the expected conditions index rose to 109.5 from only 94.3 in October.

The strongest force pushing the Index upward traces to increasingly strong positive views about the job market. Today, 50 percent believe that "jobs are plentiful" compared to only 43 percent in October and a paltry 32 percent one year ago January. Further, eight of ten believe the job market will either remain stable or improve further in the coming six months.

We also note a more modest but steady increase in consumer belief that business conditions are improving: 55 percent today compared to 51 percent in October believe current business conditions are "good". Looking ahead six months, 40 percent expect business conditions to improve in the coming six months. In October, only 32 percent held that view.

- more -

The findings outlined in this report are based on a survey of 541 adults in Maricopa and Pima Counties conducted between January 5th and January 13th, 2006, 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](http://www.brcpolls.com) to read this and other recent polls.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2006-I-1) is based on 541 telephone interviews with adults, conducted from January 5th through January 13th, 2006, 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 4.3 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.

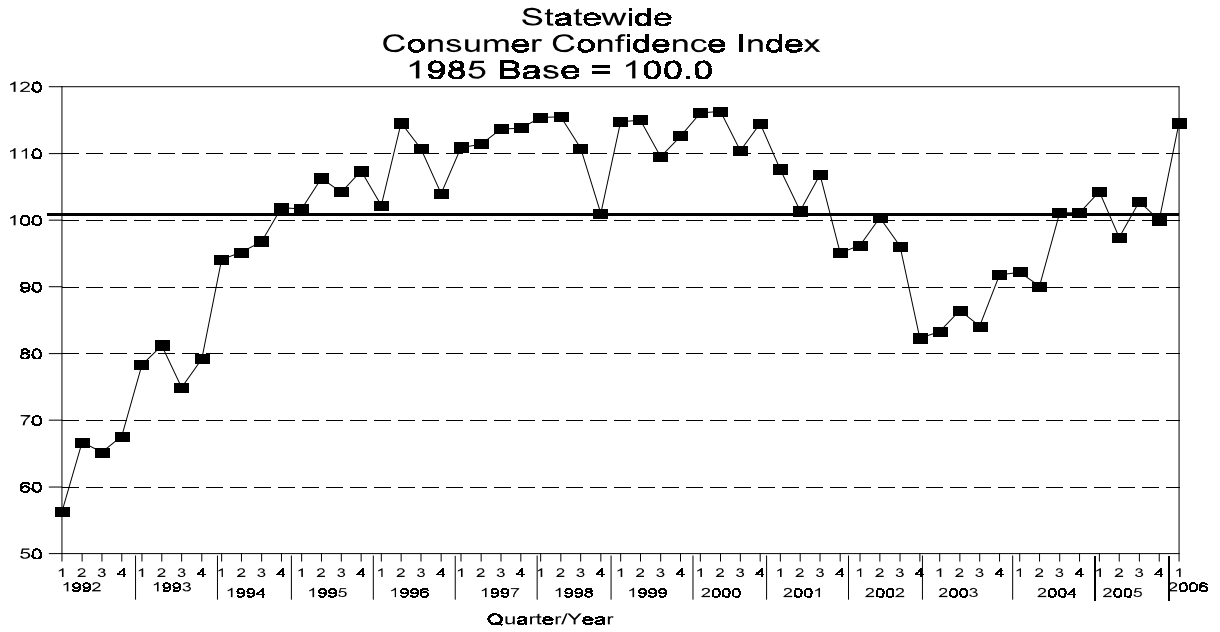
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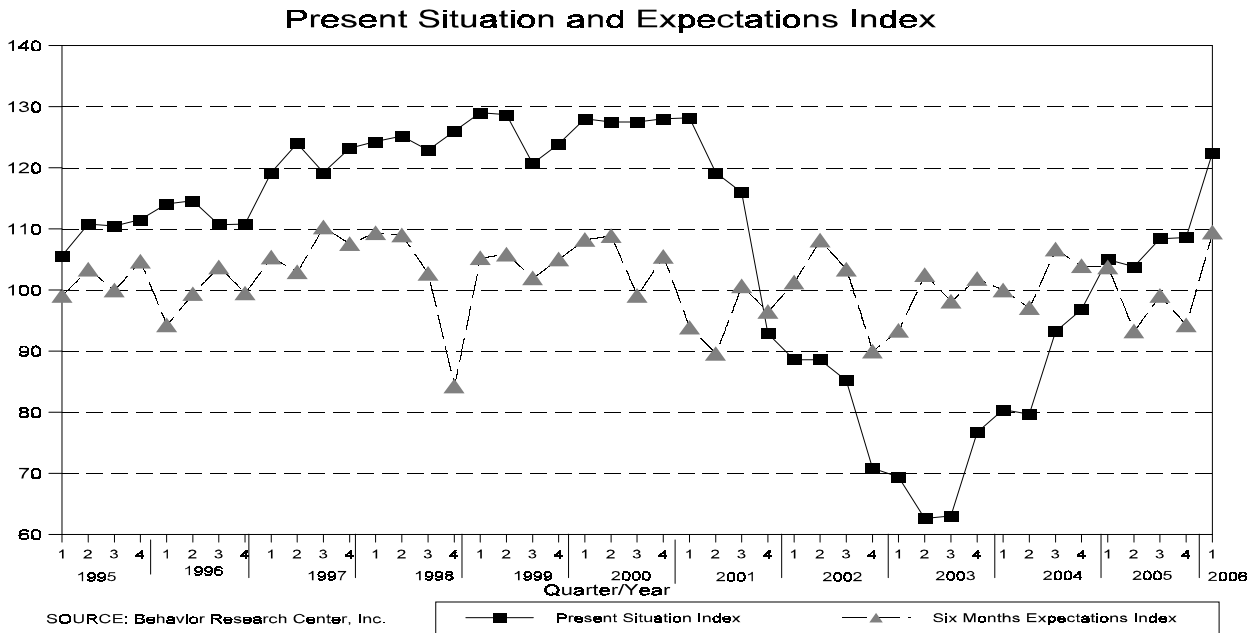
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SOURCE: Behavior Research Center, Inc.



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Present Situation Index
  Six Months Expectations Index

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	2006		2005			2004				2003		
	Jan	Oct	Jul	Apr	Jan	Oct	July	Apr	Jan	Oct	July	Apr
<u>Consumer Confidence Index</u>												
Statewide	<b>114.6</b>	100.0	102.8	97.4	104.3	101.1	101.3	90.1	92.2	91.8	84.1	86.5
Phoenix	<b>117.8</b>	101.5	106.5	99.9	107.9	103.2	102.5	89.3	94.3	93.0	87.9	86.6
Tucson	<b>102.5</b>	94.2	88.1	87.8	91.0	93.5	96.4	91.7	84.4	88.5	72.0	83.1
<u>Index Detail (Statewide):</u>												
Present Situation Index	<b>122.4</b>	108.6	108.4	103.8	105.0	96.8	93.2	79.7	80.4	76.7	63.0	62.6
Expectation Index (Next 6 Months)	<b>109.5</b>	94.3	99.1	93.3	103.8	104.0	106.7	97.1	100.0	101.9	98.2	102.5

*Appraisal of Present Situation:  
Percent Holding Attitude*

	2006	2005	2005	2005	2005	2004	2004	2004	2004	2003	2003	2003
<u>Business Conditions:</u>												
Good	<b>55%</b>	51%	50%	48%	49%	43%	44%	43%	39%	37%	32%	34%
Normal	<b>37</b>	38	39	38	39	38	39	39	39	45	42	41
Bad	<b>4</b>	8	9	12	8	12	14	14	14	15	20	19
Not sure	<b>4</b>	3	2	2	4	7	3	4	8	3	6	6
<u>Employment:</u>												
Jobs plentiful	<b>50%</b>	43%	36%	35%	32%	31%	31%	25%	24%	22%	15%	16%
Not so many	<b>22</b>	22	24	26	28	28	32	26	29	32	35	30
Jobs hard to get	<b>13</b>	22	27	26	21	28	26	35	32	32	37	40
Not sure	<b>15</b>	13	13	13	19	13	11	14	15	14	13	14

*Expectations For Six Month Hence:  
Percent Holding Attitude*

	2006	2005	2005	2005	2005	2004	2004	2004	2004	2003	2003	2003
<u>Business Conditions:</u>												
Better	<b>40%</b>	32%	34%	32%	36%	32%	38%	36%	40%	45%	39%	41%
Same	<b>48</b>	51	53	51	49	49	46	46	42	39	46	42
Worse	<b>8</b>	13	9	13	10	9	9	11	11	9	10	9
Not sure	<b>4</b>	4	4	4	5	10	7	7	7	7	5	8
<u>Employment:</u>												
More jobs	<b>40%</b>	30%	35%	30%	34%	31%	40%	31%	36%	37%	35%	37%
Same	<b>41</b>	45	44	45	41	41	35	39	35	37	39	39
Fewer jobs	<b>12</b>	17	17	21	15	17	15	19	19	18	18	15
Not sure	<b>7</b>	8	4	4	10	11	10	11	10	8	8	9
<u>Family Income:</u>												
Higher	<b>30%</b>	30%	31%	30%	27%	31%	35%	26%	26%	28%	26%	23%
Same	<b>64</b>	61	61	63	63	62	60	66	66	64	65	67
Lower	<b>5</b>	7	6	6	6	5	4	5	5	6	7	6
Not sure	<b>1</b>	2	2	1	4	2	1	3	3	2	2	4

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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              | 59%                                                                    | 41%            | Plenty            | 52%                                                      | 40%            |
| Normal            | 35                                                                     | 44             | Not so many       | 21                                                       | 26             |
| Bad               | 3                                                                      | 9              | Hard to get       | 12                                                       | 17             |
| Don't know        | 3                                                                      | 6              | Don't know        | 15                                                       | 17             |
| ~~~~~             |                                                                        |                |                   |                                                          |                |
|                   | 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            | 44%                                                                    | 28%            | More              | 42%                                                      | 34%            |
| About the<br>same | 46                                                                     | 54             | About the<br>same | 41                                                       | 41             |
| Worse             | 7                                                                      | 10             | Fewer             | 11                                                       | 14             |
| Don't know        | 3                                                                      | 8              | Don't know        | 6                                                        | 11             |
| ~~~~~             |                                                                        |                |                   |                                                          |                |
|                   | Rating Of<br>Family Income<br><i>Six Months Hence</i>                  |                |                   |                                                          |                |
|                   | Maricopa<br>County                                                     | Pima<br>County |                   |                                                          |                |
| Higher            | 32%                                                                    | 26%            |                   |                                                          |                |
| About the<br>same | 63                                                                     | 66             |                   |                                                          |                |
| Lower             | 4                                                                      | 6              |                   |                                                          |                |
| Don't know        | 1                                                                      | 2              |                   |                                                          |                |
| ~~~~~             |                                                                        |                |                   |                                                          |                |

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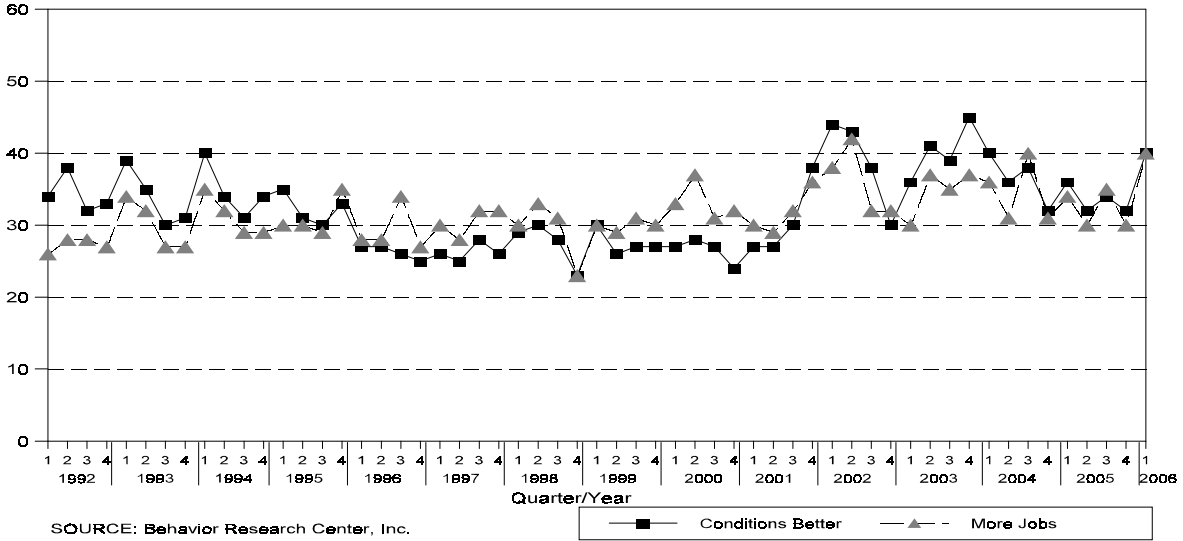
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**% with Positive Attitudes on  
Future Business Conditions and Job Market**



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

