



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2010-I-02]

Contact: Earl de Berge
Research Director

ARIZONA CONSUMER CONFIDENCE DROPS IN ARIZONA - OBAMA APPROVAL SLIPS AS WELL

Phoenix, Arizona. January 28, 2010. After rising at the third quarter of 2009, consumer confidence in Arizona has fallen off, principally fueled by deepening concerns about the job market. Thus, whereas the Index rose to 60.2 in September, it has now settled back to 50.2. The current index remains higher however than at this time last year when the index registered a dismal 44.2. At the same time, the National Consumer Confidence Index rose to 55.9 in January compared to 53.6 in December.

There is general consumer belief that the business climate may be improving with half calling things normal or improved, but 46 percent are still inclined to see the business climate as “bad”. Only two percent, however, are willing to characterize the job market containing “plentiful” job opportunities, by far the lowest rating in recent history. In non-economic recessionary environments, the “jobs are plentiful” readings is often in the 40 to 50 percent range.

Looking to the future, pessimism is deep: thus, barely a quarter foresee appreciable improvement in the job market and only a fifth expect their family income will approve.

The current pessimistic mood is pretty uniform across the state but the sharpest declines in optimism have occurred in Pima County and in the so called rural counties.

Readings like these suggest that consumer spending will remain tight fisted for the coming six months and maybe longer unless the economic efforts to recharge the economy by business and government begin to shows signs of success.

At the same time, job approval ratings for President Barack Obama continue to decline in Arizona, now at 40 percent approval to 35 percent disapproval. This compares to September approval readings at 44 percent and disapproval at only 30 percent.

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2010-I-02), is based on 800 interviews with adult heads of household statewide between January 7 and 22, 2010. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.5 percent of what they would have been had the entire 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 sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical data for reference.

STATISTICAL DATA

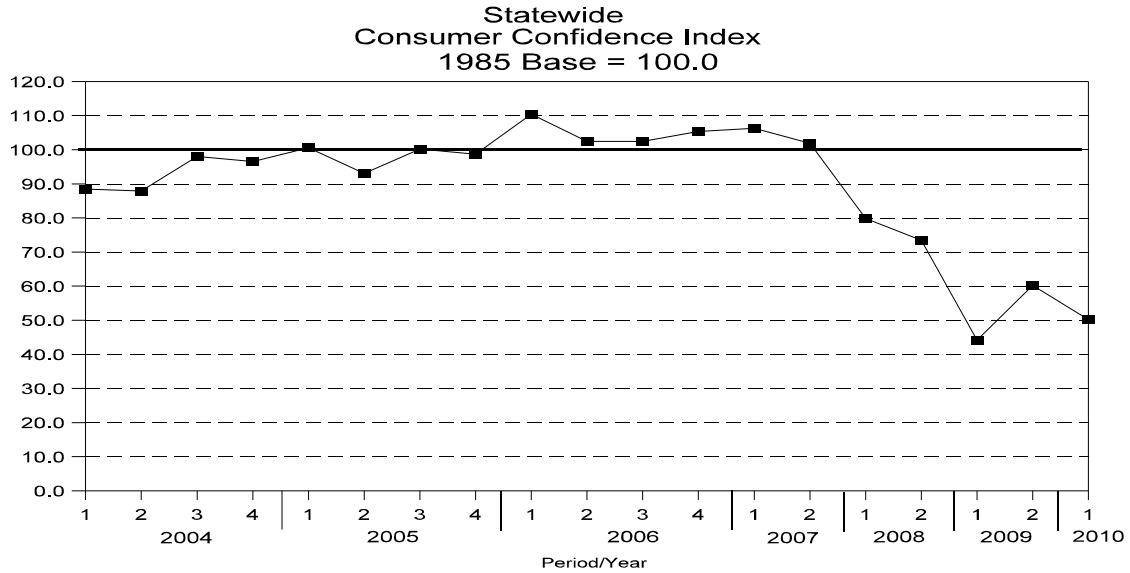
Behavior Research Center

ARIZONA CONSUMER CONFIDENCE INDEX

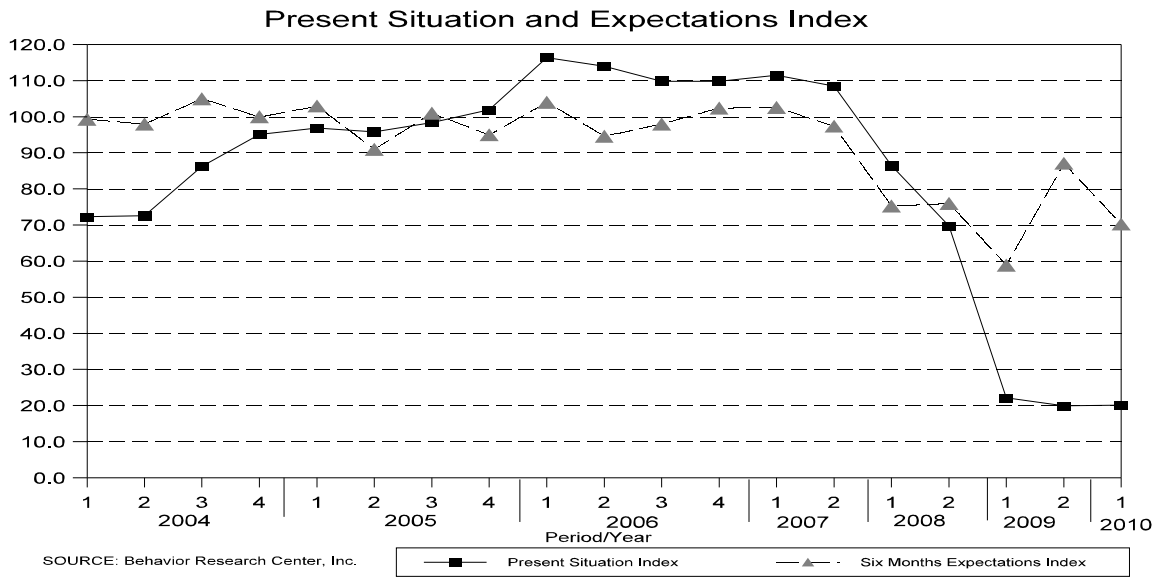
January 2010

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

RMP 2010-I-02



SOURCE: Behavior Research Center, Inc.



SOURCE: Behavior Research Center, Inc.

STATISTICAL DATA

Behavior Research Center

ARIZONA CONSUMER CONFIDENCE INDEX

January 2010

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

RMP 2010-I-02

	2010	2009	2009	2008	2007		2006			
	Jan	Sept	Jan	May	Jan	July	Jan	Sept	Jul	May
<u>Consumer Confidence Index</u>										
Statewide	50.2	60.2	44.2	73.4	79.8	101.9	106.3	105.3	102.7	102.4
Maricopa	52.2	58.0	44.1	82.6	88.7	106.6	111.5	109.2	109.3	108.0
Pima	48.6	66.9	48.7	61.1	65.0	96.2	102.7	104.0	101.0	92.0
Rural	46.7	60.7	39.9	58.2	68.8	91.2	91.5	96.4	86.5	94.1
<u>Index Detail (Statewide):</u>										
Present Situation Index	20.0	19.9	22.1	69.7	86.5	108.5	111.5	109.7	109.8	114.0
Expectation Index (Next 6 Months)	70.3	87.1	58.9	76.0	75.3	97.4	102.6	102.4	98.0	94.6

*Appraisal of Present Situation:
Percent Holding Attitude*

	2010	2009	2009	2008	2007		2006			
<u>Business Conditions:</u>										
Good	20%	14%	16%	31%	34%	38%	50%	49%	50%	51%
Normal	30	35	31	41	45	46	38	38	37	35
Bad	46	48	47	25	17	11	7	9	9	9
Not sure	4	3	6	3	4	5	5	4	4	5
<u>Employment:</u>										
Jobs plentiful	2%	5%	6%	23%	30%	41%	42%	44%	46%	49%
Not so many	24	32	26	36	32	34	25	22	21	21
Jobs hard to get	68	57	60	30	24	14	18	19	20	16
Not sure	6	6	8	11	14	11	15	15	13	14

*Expectations For Six Month Hence:
Percent Holding Attitude*

	2010	2009	2009	2008	2007		2006			
<u>Business Conditions:</u>										
Better	28%	44%	24%	28%	23%	25%	27%	33%	32%	29%
Same	48	34	37	44	45	59	59	52	48	49
Worse	20	17	29	24	24	11	7	9	13	14
Not sure	4	5	10	4	8	5	7	6	7	8
<u>Employment:</u>										
More jobs	23%	33%	21%	25%	25%	25%	28%	33%	32%	31%
Same	41	38	30	38	39	55	49	43	43	44
Fewer jobs	28	24	40	30	27	13	13	15	17	15
Not sure	8	5	9	7	9	7	10	9	8	10
<u>Family Income:</u>										
Higher	20%	24%	18%	24%	22%	25%	29%	27%	32%	26%
Same	65	62	67	66	68	67	61	65	61	66
Lower	14	12	14	8	7	4	5	5	5	6
Not sure	1	2	1	2	3	4	5	3	2	2

STATISTICAL DATA

Behavior Research Center

ARIZONA CONSUMER CONFIDENCE INDEX

January 2010

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

RMP 2010-I-02

Rating Of
Current General
Business Conditions

	Maricopa	Pima	Rural
Good	18%	20%	25%
Normal	28	33	31
Bad	50	39	42
Don't know	<u>4</u>	<u>8</u>	<u>2</u>
	100%	100%	100%

Rating Of
Current Job
Availability

	Maricopa	Pima	Rural
Plenty	2%	1%	4%
Not so many	23	30	21
Hard to get	69	60	71
Don't know	<u>6</u>	<u>9</u>	<u>4</u>
	100%	100%	100%

Rating Of
General Business
Conditions
Six Months Hence

	Maricopa	Pima	Rural
Better	30%	22%	27%
About the same	49	46	47
Worse	18	28	22
Don't know	<u>3</u>	<u>4</u>	<u>4</u>
	100%	100%	100%

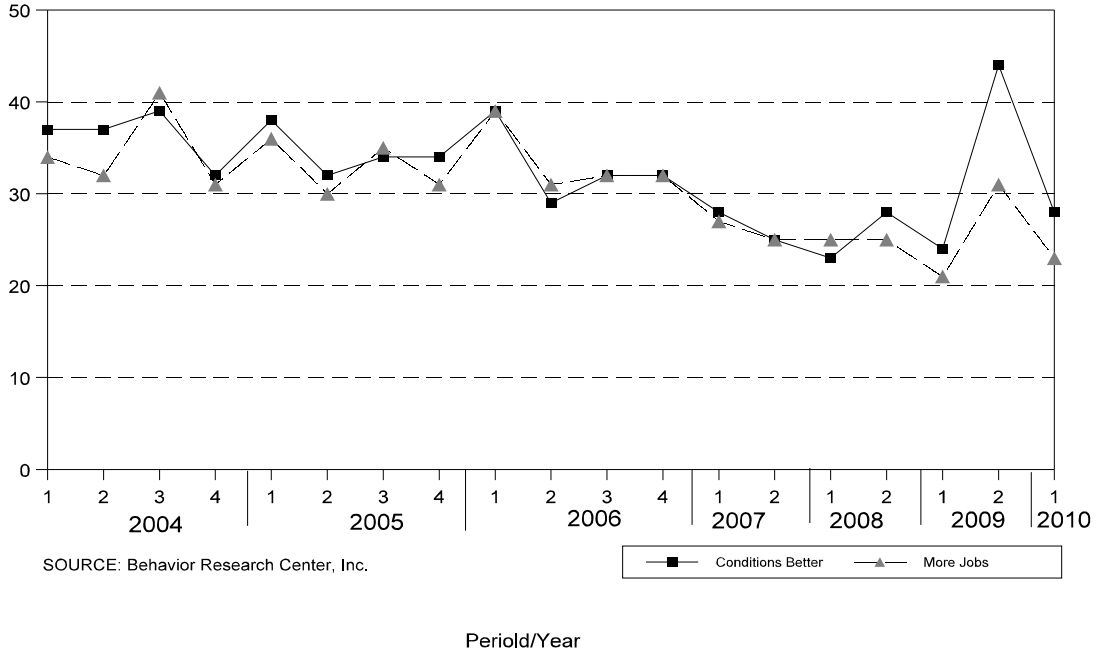
Rating Of
Job Availability
Six Months Hence

	Maricopa	Pima	Rural
More	23%	22%	22%
About the same	43	40	36
Fewer	26	25	37
Don't know	<u>8</u>	<u>13</u>	<u>5</u>
	100%	100%	100%

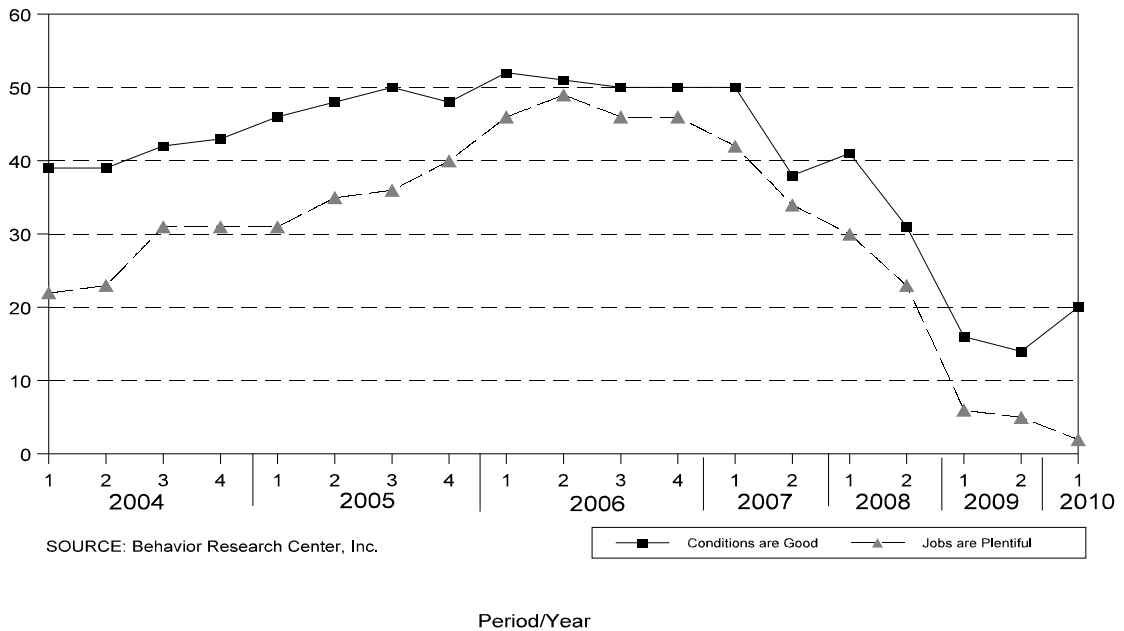
Rating Of
Family Income
Six Months Hence

	Maricopa	Pima	Rural
Higher	22%	31%	14%
About the same	64	65	67
Lower	13	14	18
Don't know	<u>1</u>	<u>0</u>	<u>1</u>
	100%	100%	100%

% with Positive Attitudes on Future Business Conditions and Job Market



% with Positive Attitudes on Current Business Conditions and Job Market



STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP (2010-I-02)

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

“Would you say that President Barack Obama is doing an excellent, good, fair, poor or very poor job in office?”

	<u>ARIZONA</u>				NET POSITIVE TO NEGATIVE
	EXCELLENT/ GOOD	FAIR	POOR/ VERY POOR	NOT SURE	
January 2010	40%	18%	35%	7	+ 5
September 2009	44	20	30	6	14
April 2009	51	24	20	5	31

~~~~~