# ARIZONA'S ECONOMY

MAY 1997 SPRING ISSUE

## REVISIONS SHOW STRONGER ECONOMY

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March 25, 1997

NEWS FLASH: *Growth in Arizona during the 1990's has been considerably faster than anyone thought! In recent weeks, economists have been revising upward their estimates for the numbers of jobs created and the numbers of new residents. Mid-decade Special Census results found more than 100,000 new residents, prompting the need for annual revisions back to at least 1990. Also, revisions to employment estimates for 1993-96 contain much stronger job creation. Not surprisingly, most of the newfound people and jobs are in the Phoenix-Mesa metro area. These revisions arrived too late to be incorporated into this forecast update. Therefore, our forecasts remain practically unchanged from last quarter.*

### EMPLOYMENT ESTIMATES REVISED UPWARD

In its annual revisiting of previously published estimates, the Arizona Department of Economic Security (DES) normally revises its estimates for the prior two years. This time, four years were revised: 1993-1996. In the process, DES significantly boosted estimates of job creation for 1995 and 1996. These revisions show that Arizona remains one of the fastest-growing states in the nation. Some 36,600 additional jobs were added statewide to the preliminary 1996 estimate. That boosts the number of jobs created last year to an even 100,000. Instead of the 4.3% increase originally reported, the revised gain is now 5.6% **(Exhibit 1)**.

Prior to the revision, Arizona ranked fourth among all states for job creation during 1996 with its preliminary 4.3% gain. Nevada led the nation at 7.3%. Utah was second with 5.5% and Idaho was third with a 4.5% gain. Once the revisions are incorporated into the rankings, Arizona should move up a notch or two.

The size of the revisions for Arizona's total nonag jobs is nearly identical to those released one year ago during the annual rebenchmarking of the 1994-95 estimates. We were anticipating a smaller upward revision for 1996 – an increase of a few tenths of a percent – or nearly 20,000 additional jobs. But our estimates were about 17,000 shy of the 36,600 added by DES.

These revisions arrived too late to be included in this quarter's forecasts, so the tables in this report reflect our earlier expectations.

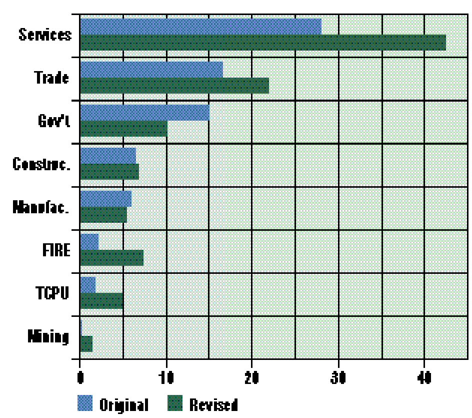
The final estimate for *1995* now rests nearly 35,000 higher than the preliminary numbers, as another 12,500 jobs were found. That puts the number of new jobs created during 1995 at 103,500, a percentage gain over the prior year of 6.1%. That is nearly as large as 1994, which saw the largest number of jobs ever created in a single year – 107,700. During this business expansion, which began six years ago, Arizona has created almost 413,000 jobs! Three-quarters of that number, or 311,000, have come in just the last three years!

Revisions to individual industries for 1996 brought some surprises. Not so surprising were nearly 14,300 additional jobs in services and 5,300 in trade. That's where most of the additional jobs are usually found. Surprises came in finance, insurance and real estate (FIRE) with 5,200 and in transportation, communications and public utilities (TCPU) with 3,100. Preliminary reports had

EXHIBIT 1
Employment Growth, 1996

| | % Increase | Increase |
|---|---|---|
| **Arizona** | | |
| Revised | 5.6 | 100,000 |
| Original | 4.3 | 75,900 |
| **Phoenix-Mesa MA** | | |
| Revised | 6.9 | 84,500 |
| Original | 5.2 | 62,600 |
| **Tucson Metro Area** | | |
| Revised | 1.8 | 5,400 |
| Original | 2.3 | 7,000 |
| **Balance of the State** | | |
| Revised | 3.8 | 10,100 |
| Original | 2.4 | 6,300 |

EXHIBIT 2
Employment Growth by Industry, AZ (1996 vs 1995)

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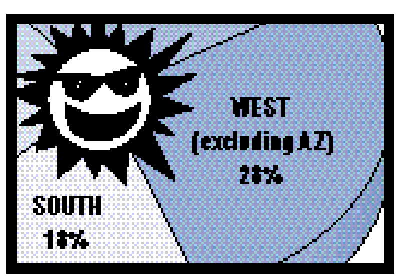
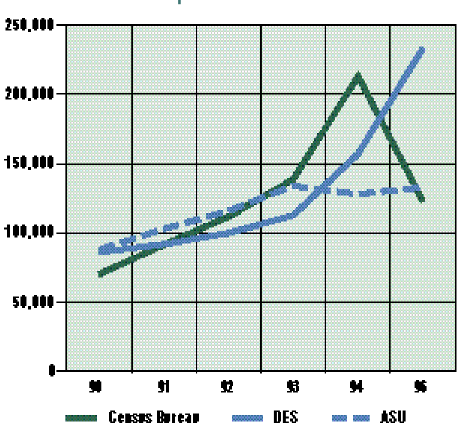


shown little growth in these two industries. Also surprising were the *reductions* in manufacturing and government. Manufacturing jobs, instead of increasing by 5,900 as originally reported, are now estimated to have increased by 5,400. Likewise for government, where the annual gain is now 10,100 rather than the 14,900 originally reported **(Exhibit 2)**.

Two changes in methodology affect the industry breakdowns. First, Native American enterprises were moved from Services (primarily Other Services) to Local Government in January 1995, causing a series break in both industry groups. Native American enterprises account for approximately 12,000 jobs, statewide. This will significantly affect some of the outlying counties such as Navajo and Apache where a large portion of county employment is in Native American enterprises. Second, treatment of Salt River Project (SRP) employment changed once again. In January 1993, SRP was moved from TCPU to Government causing a series break in both groups. The Salt River Valley Water Users' Association was returned to TCPU in January 1996, causing a second break. SRP employment is currently about 4,000 workers, statewide, with only a few hundred in the Water portion. We will continue to add SRP back into TCPU where it belongs, thus avoiding any further series breaks.

Estimates for Arizona's two largest metro areas also were revised – Phoenix-Mesa metro estimates were pushed higher, while Tucson's were lowered margi-nally. Job growth in the Phoenix-Mesa Metro Area was a robust 6.9% rather than 5.1%, while growth in Tucson was a modest 1.8%, slightly less than the originally-reported 2.3% gain.

### EXHIBIT 5
### Annual Changes in Arizona Population




### EXHIBIT 3
### Population Estimates Compared, 1990-1996

| | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 |
|---|---|---|---|---|---|---|---|
| **Arizona** | | | | | | | |
| Census Bureau | 3,679,370 | 3,749,569 | 3,841,125 | 3,952,954 | 4,091,615 | 4,305,016 | 4,428,068 |
| DES | 3,680,800 | 3,767,000 | 3,858,85 | 3,958,875 | 4,071,650 | 4,228,900 | 4,462,300 |
| ASU | 3,728,000 | 3,816,000 | 3,919,000 | 4,035,000 | 4,169,000 | 4,297,000 | 4,430,000 |
| **Pima** | | | | | | | |
| Census Bureau | 668,281 | 676,826 | 692,638 | 711,678 | 734,644 | 755,273 | 767,873 |
| DES | 666,880 | 682,880 | 700,250 | 712,603 | 728,425 | 766,172 | 780,750 |
| ASU | 670,000 | 682,000 | 698,000 | 715,000 | 736,000 | 758,000 | 777,000 |
| **Maricopa** | | | | | | | |
| Census Bureau | 2,129,555 | 2,169,163 | 2,216,175 | 2,274,394 | 2,358,014 | 2,526,113 | 2,611,327 |
| DES | 2,130,400 | 2,179,975 | 2,233,700 | 2,291,200 | 2,355,900 | 2,454,525 | 2,634,625 |
| ASU | 2,177,000 | 2,229,000 | 2,291,000 | 2,364,000 | 2,450,000 | 2,527,000 | 2,613,000 |
| **Pinal** | | | | | | | |
| Census Bureau | 116,468 | 118,136 | 120,732 | 123,708 | 127,121 | 131,343 | 135,376 |
| DES | 116,800 | 119,650 | 122,600 | 127,225 | 132,225 | 139,050 | 144,150 |
| **PHX-Mesa** | | | | | | | |
| Census Bureau | 2,246,023 | 2,287,299 | 2,336,907 | 2,398,102 | 2,485,135 | 2,657,456 | 2,746,703 |
| DES | 2,247,200 | 2,299,625 | 2,356,300 | 2,418,425 | 2,488,125 | 2,593,575 | 2,778,775 |
| ASU/DES | 2,293,800 | 2,348,650 | 2,413,600 | 2,491,225 | 2,582,225 | 2,666,050 | 2,757,150 |

In the balance of the state, i.e., the areas outside of the two large metro areas, some 10,100 jobs were created last year, a gain of 3.8%. That's about normal for Arizona's other 12 counties. (Of Arizona's 15 counties, Pima comprises the Metro Tucson area while Maricopa and Pinal make up the Phoenix-Mesa metro area). Over the past two decades, annual growth in the balance of the state averaged 3.5% per year, with little variation over the business cycle.

## POPULATION ESTIMATES RECEIVE LARGE BOOST

Just how fast is Arizona's population growing? 123,000 per year? 233,000? That's the range of estimates for 1996. For 1995, depending on the source, the gain lies between 128,000 and 213,000. So, what is a person to believe?

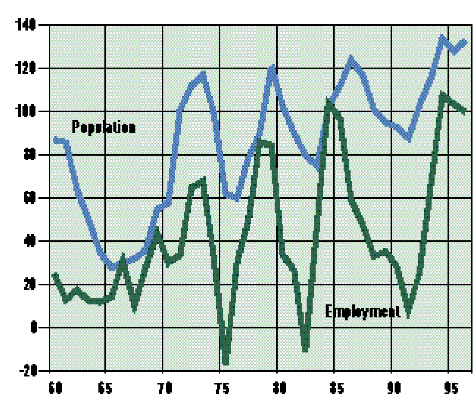
In Arizona, there are three sources for state and county population estimates: the US Census Bureau, the Arizona Department of Economic Security (DES) and Arizona State University (ASU). The wide range results primarily from contrasting efforts to incorporate the 1995 Special Census results into current estimates.

During the Special Census, an additional 100,000 people were found, primarily in the Phoenix area. That puts the mid-year 1995 estimate at roughly 4.3 million persons **(Exhibit 3)**. DES doesn't show this number because it does not revise previously published estimates. Its new estimate for 1996 does however contain the Special Census results, and that explains why they show an annual increase from 1995 to 1996 of 233,400! **(See Exhibit 4)** That's clearly an overstatement of reality.

The other two sources revised their estimates for earlier years, but the Census Bureau numbers look suspect. The Bureau boosted their previously published 1994 estimate by a measly 12,000 and as a result, they show a gain of 213,400 in 1995! Although 1994 and 1995 were boom years for Arizona's economy, the size of the implied gain is unreasonable. By contrast, estimates from ASU show population gains in the 128,000 to 134,000 range for the past three years. In our opinion, that is much more realistic. To incorporate the Special Census results, ASU's Tom Rex revised history *all the way back to 1981*. Doing so allowed Tom to incorporate known, but officially ignored, undercounts during the 1990 Census, when entire neighborhoods were missed. **Exhibit 5** compares annual changes over the 1991-96 period from the three sources.

The relationship between historical job growth and population growth provides some insight into what's reasonable. **Exhibit 6**

### EXHIBIT 6
### Annual changes in Population and Nonag Employment, AZ



## EXHIBIT 4
### Changes in Population, 1991-1996

| | 1991 | 1992 | 1993 | 1994 | 1995 | 1996 |
|---|---|---|---|---|---|---|
| **Arizona** | | | | | | |
| Census Bureau | 70,199 | 91,556 | 111,829 | 138,661 | 213,401 | 123,052 |
| DES | 86,200 | 91,850 | 100,025 | 112,775 | 157,250 | 233,400 |
| ASU | 88,00 | 103,000 | 116,000 | 134,000 | 128,000 | 133,000 |
| **Pima** | | | | | | |
| Census Bureau | 8,545 | 15,812 | 19,040 | 22,966 | 20,629 | 12,600 |
| DES | 16,000 | 17,370 | 12,353 | 15,822 | 37,747 | 14,578 |
| ASU | 12,000 | 16,000 | 17,000 | 21,000 | 22,000 | 19,000 |
| **Maricopa** | | | | | | |
| Census Bureau | 39,608 | 47,012 | 58,219 | 83,620 | 168,099 | 85,214 |
| DES | 49,575 | 53,725 | 57,500 | 64,700 | 98,62 | 180,100 |
| ASU | 52,000 | 62,000 | 73,000 | 86,000 | 77,000 | 86,000 |
| **Pinal** | | | | | | |
| Census Bureau | 1,668 | 2,596 | 2,976 | 3,413 | 4,222 | 4,033 |
| DES | 2,850 | 2,950 | 4,625 | 5,000 | 6,825 | 5,100 |
| **PHX-Mesa** | | | | | | |
| Census Bureau | 41,276 | 49,608 | 61,195 | 87,033 | 172,321 | 89,247 |
| DES | 52,425 | 56,675 | 62,125 | 69,700 | 105,450 | 185,200 |
| ASU/DES | 54,850 | 64,950 | 77,625 | 91,000 | 83,825 | 91,100 |

shows annual changes in jobs and population back to 1960. ASU's estimates are used for population, and the employment gains reflect the recently revised numbers. Both measures surge during expansions, and during 1978 and again in 1984, new jobs and population growth were nearly identical. In each case, population growth tends to move higher for an additional year or two, even as employment slows. In this demographic version of the chicken versus egg question, employment clearly leads population. That's probably because in the early stages of the business cycle as new jobs are created, the resident population is put to work and unemployment falls. Then, as the rest of the country learns of growing labor shortages and unfilled job opportunities, people migrate to those jobs. As the business cycle ages, population growth diminishes as job growth slows (or declines during recessions, such as occurred in 1974-75, 1981-82 and 1990-91).

During recessionary periods, population growth can be an order of magnitude higher than job growth. In 1991 for example, jobs grew by only 10,000 but population growth remained near 90,000. It's not likely, however, that recent population increases could have been as high as 200,000-plus, given strong job increases of 100,000-plus. That, along with the retreat back to a 123,000 annual change for 1996 provides reason for us to reject the Census Bureau estimates.

We believe that the ASU estimates make the most sense and we will be incorporating these numbers into our databases and models in the coming weeks. We conclude, therefore, that Arizona's population as of mid-1996 stood at 4.43 million people and that population growth recently has been running at roughly 130,000-135,000 persons per year.

Analysis of estimates for the two large metro areas leads to a similar conclusion: The ASU estimates make the most sense. Since ASU estimates Maricopa County and not Pinal, we add the DES numbers for Pinal to get the Phoenix-Mesa metro area. As of mid-1996, the Phoenix-Mesa metro population slightly exceeded 2-3/4 million people and is growing by roughly 90,000 persons per year. Comparable numbers for Metro Tucson (Pima County) are 777,000 and 19,000 per year.

## EXHIBIT 7
### Which Year Brought Peak Growth Rates?

| | 1993 | 1994 | 1995 | 1996 |
|---|---|---|---|---|
| Nonag Jobs | 4.4% | 6.8% | 6.1% | 5.6% |
| Population | 3.0% | 3.3% | 3.1% | 3.1% |
| Retail Sales | 9.0% | 12.4% | 9.1% | 6.0% |
| R&B Sales | 6.4% | 10.4% | 7.0% | 8.2% |
| Personal Income | 7.3% | 8.4% | 9.4% | 8.8% |

## WHICH YEAR MARKED THE PEAK GROWTH RATES?

Although recent revisions significantly boosted the numbers for 1995 and 1996, the year for peak Growth rates remains 1994. As shown in **Exhibit 7,** job growth peaked at 6.8% in 1994. Likewise for population (3.3%), retail sales (12.4%) and restaurant & bar sales (10.4%). Personal income is the only aggregate measure to rise at its fastest rate, 9.4%, the following year.

Peak rates of growth are normally achieved during the *recovery* stages of an economic upturn, when the economy is regaining lost ground given up in the prior recession. Growth rates then diminish as the economy transitions from recovery into the *expansion* phase. Eventually, growth rates reach zero as the cycle peak is reached and the expansion gives way to recession.

## METRO PHOENIX CONTINUES TO PERK

As the numbers for population and employment show, the Phoenix metro area continues to be Arizona's engine of growth. Metro Phoenix continued to put up impressive numbers last year, even though it was the sixth year of this business expansion. Retail sales grew by 8.3%. Restaurant & bar sales increased 9.7%. The number of single family building permits reached almost 30,000, a gain of 3.5% over a very strong 1995. Commercial markets were strong with additional construction of new offices, hotels, industrial and retail space. As mentioned above, employment grew by 6.9%, and population increased by 3.4%. The unemployment rate at year-end was only 3.3%.

Will the Phoenix area ever slow down, or will the economy continue to perk at a high rate through 1997? The answer is *both*. The Phoenix economy is slowing, but it's a statistician's slowdown that's not noticeable to the average person. And although the pace is slowing, growth remains at a high level. We expect further cooling as 1997 unfolds, as unsustainably high growth gives way to a more average-paced advance. In the meantime, the Phoenix marketplace will continue its stunning growth. $

| Forecasts for Arizona | 1995 | 1996 | 1997 | 1998 | 1999 |
|---|---|---|---|---|---|
| Personal Income ($ mill) | 86,419.5 | 94,059.1 | 100,453.5 | 106,915.6 | 113,351.3 |
| percent change | 9.4 | 8.8 | 6.8 | 6.4 | 6.0 |
| Per Capita Personal Income | 20,111.6 | 21,232.3 | 22,062.4 | 22,917.9 | 23,736.1 |
| percent change | 6.1 | 5.6 | 3.9 | 3.9 | 3.6 |
| Aggregate Retail Sales ($ mill)* | 37,787.5 | 40,449.1 | 42,701.8 | 44,594.5 | 46,899.5 |
| percent change | 7.8 | 7.0 | 5.6 | 4.4 | 5.2 |
| Population (000s, mid-year) | 4,297.0 | 4,430.0 | 4,553.2 | 4,665.2 | 4,775.5 |
| percent change | 3.1 | 3.1 | 2.8 | 2.5 | 2.4 |
| Net Migration (000s) | 93.7 | 91.8 | 77.8 | 71.9 | 71.5 |
| Wage & Salary Employment (000s) | 1,793.4 | 1,875.8 | 1,933.8 | 1,986.4 | 2,039.3 |
| percent change | 6.0 | 4.6 | 3.1 | 2.7 | 2.7 |
| Goods-Producing | 326.2 | 339.8 | 343.5 | 344.3 | 345.3 |
| percent change | 5.0 | 4.2 | 1.1 | 0.2 | 0.3 |
| Construction | 119.7 | 126.3 | 124.4 | 121.9 | 121.0 |
| percent change | 10.4 | 5.5 | -1.5 | -2.0 | -0.8 |
| Manufacturing | 193.9 | 200.3 | 205.7 | 209.0 | 211.1 |
| percent change | 2.0 | 3.3 | 2.7 | 1.6 | 1.0 |
| Service-Providing | 1,467.2 | 1,536.0 | 1,590.3 | 1,642.1 | 1,694.0 |
| percent change | 6.2 | 4.7 | 3.5 | 3.3 | 3.2 |
| Trade (Wholesale & Retail) | 447.0 | 461.6 | 472.2 | 486.1 | 500.9 |
| percent change | 7.4 | 3.3 | 2.3 | 2.9 | 3.0 |
| Services | 526.0 | 560.0 | 588.5 | 614.3 | 640.2 |
| percent change | 8.5 | 6.5 | 5.1 | 4.4 | 4.2 |

| Forecasts for Phoenix-Mesa Metro Area | 1995 | 1996 | 1997 | 1998 | 1999 |
|---|---|---|---|---|---|
| Personal Income ($ mill) | 57,630.6 | 62,728.7 | 67,532.3 | 71,439.2 | 75,386.6 |
| percent change | 11.0 | 8.8 | 7.7 | 5.8 | 5.5 |
| Per Capita Personal Income | 22,480.5 | 23,643.7 | 24,683.4 | 25,445.9 | 26,256.6 |
| percent change | 7.1 | 5.2 | 4.4 | 3.1 | 3.2 |
| Aggregate Retail Sales ($ mill)* | 24,961.2 | 27,328.3 | 28,976.0 | 30,330.6 | 31,678.3 |
| percent change | 9.0 | 9.5 | 6.0 | 4.7 | 4.4 |
| Population (000s, mid-year) | 2,563.6 | 2,653.1 | 2,735.9 | 2,807.5 | 2,871.2 |
| percent change | 3.6 | 3.5 | 3.1 | 2.6 | 2.3 |
| Net Migration (000s) | 64.1 | 63.5 | 56.1 | 44.7 | 37.1 |
| Wage & Salary Employment (000s) | 1,219.6 | 1,283.9 | 1,332.8 | 1,364.2 | 1,391.2 |
| percent change | 6.7 | 5.3 | 3.8 | 2.4 | 2.0 |
| Goods-Producing | 237.7 | 247.7 | 256.4 | 257.3 | 255.8 |
| percent change | 5.1 | 4.2 | 3.5 | 0.4 | -0.6 |
| Construction | 81.3 | 88.5 | 91.0 | 89.4 | 86.6 |
| percent change | 8.9 | 8.8 | 2.9 | -1.8 | -3.1 |
| Manufacturing | 151.4 | 154.2 | 160.3 | 162.9 | 164.2 |
| percent change | 3.2 | 1.9 | 4.0 | 1.6 | 0.8 |
| Service-Providing | 981.9 | 1,036.3 | 1,076.4 | 1,106.9 | 1,135.4 |
| percent change | 7.2 | 5.5 | 3.9 | 2.8 | 2.6 |
| Trade (Wholesale & Retail) | 297.9 | 311.6 | 320.5 | 326.1 | 331.4 |
| percent change | 6.2 | 4.6 | 2.8 | 1.8 | 1.6 |
| Services | 362.3 | 388.4 | 409.7 | 427.7 | 444.3 |
| percent change | 7.8 | 7.2 | 5.5 | 4.4 | 3.9 |

| Forecasts for Tucson Metro Area | 1995 | 1996 | 1997 | 1998 | 1999 |
|---|---|---|---|---|---|
| Personal Income ($ mill) | 14,480.3 | 15,374.3 | 16,227.4 | 17,139.7 | 18,102.4 |
| percent change | 6.6 | 6.2 | 5.5 | 5.6 | 5.6 |
| Per Capita Personal Income | 19,053.0 | 19,793.6 | 20,475.1 | 21,209.9 | 21,970.2 |
| percent change | 3.6 | 3.9 | 3.4 | 3.6 | 3.6 |
| Aggregate Retail Sales ($ mill)* | 6,300.6 | 6,579.6 | 6,908.5 | 7,252.8 | 7,641.1 |
| percent change | 3.8 | 4.4 | 5.0 | 5.0 | 5.4 |
| Population (000s, mid-year) | 760.0 | 776.7 | 792.5 | 808.1 | 824.0 |
| percent change | 2.9 | 2.2 | 2.0 | 2.0 | 2.0 |
| Net Migration (000s) | 16.8 | 12.1 | 11.2 | 10.9 | 11.1 |
| Wage & Salary Employment (000s) | 302.4 | 311.0 | 317.6 | 325.4 | 332.5 |
| percent change | 2.7 | 2.9 | 2.1 | 2.4 | 2.2 |
| Goods-Producing | 50.0 | 50.5 | 49.4 | 50.3 | 50.3 |
| percent change | 5.5 | 0.9 | -2.2 | 2.0 | -0.0 |
| Construction | 19.9 | 19.9 | 19.4 | 19.3 | 19.7 |
| percent change | 4.9 | 0.1 | -2.2 | -1.0 | 2.2 |
| Manufacturing | 27.9 | 28.3 | 27.6 | 28.8 | 28.3 |
| percent change | 5.7 | 1.3 | -2.4 | 4.2 | -1.5 |
| Service-Providing | 252.4 | 260.6 | 268.3 | 275.1 | 282.2 |
| percent change | 2.1 | 3.3 | 3.0 | 2.5 | 2.6 |
| Trade (Wholesale & Retail) | 68.5 | 69.0 | 69.8 | 71.0 | 72.6 |
| percent change | 1.1 | 0.7 | 1.1 | 1.7 | 2.3 |
| Services | 93.0 | 97.2 | 101.8 | 106.0 | 110.0 |
| percent change | 5.2 | 4.5 | 4.7 | 4.1 | 3.8 |

** Aggregate Retail Sales includes retail, food, restaurant & bars and gasoline sales.*

*Source: Economic and Business Research Program, College of Business and Public Administration, The University of Arizona*

# TUCSON TOURISM, 1995-96

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*Although tourism is known to be an important sector in the economy of the Greater Tucson area, very few studies of it's contribution to the Tucson economy have been conducted. This article summarizes the results of a recent study and provides estimates of total overnight visitors to the Tucson Metropolitan area, overnight visitor expenditures, and the economic and revenue impact associated with those expenditures. It also presents characteristics of Tucson's overnight visitors.*[1]

In this study, the word tourism includes all visitors who spend the night in the Tucson urbanized area, regardless of the purpose of the trip. Thus, "tourists" include business travelers as well as sight-seers and vacationers. Since tourists are identified and surveyed where they stay, only those who stay the night are measured in this study. Thus the expenditures and activities of day-trippers from Mexico and other parts of Arizona who come to Tucson for shopping, sight-seeing or visiting friends and relatives are excluded, as are the expenditures of visitors who stop or spend part of a day as they pass through on the interstate highway system. In addition, the study purposefully excludes travel and tourism expenditures of local residents since we are interested in measuring only the export-base tourism activity, that is, the activity that brings outside dollars into the community. For the same reason, the study excludes travel and tourism expenditures made by overnight visitors prior to their arrival in Pima County (for example, airfare).

## TOTAL OVERNIGHT VISITOR EXPENDITURES AND ECONOMIC IMPACT

Estimates of overnight visitor numbers and visitor expenditures were obtained by surveying Tucson guests over a one-year period, from August 1995 through July 1996. Hotel guests were surveyed through a random sample of hotels and visitors to private homes were surveyed via random telephone and mail surveys. Winter visitors staying in condominiums, townhomes, apartments or single-family homes were also identified through a telephone survey. Estimates for winter visitors staying in RVs were obtained from the Winter Visitor Survey, a study done by the Center for Business Research, College of Business, Arizona State University.

Estimated expenditures for visitors who spend the night in Tucson are $909 million in fiscal year 1995-96 **(Table 1).** Lodging represents 26% of total expenditures and another 21% is spent at eating and drinking establishments **(Figure 1).** Two-thirds of Tucson's overnight visitor expenditures come from people staying in resorts and hotels. The rest is spent by visitors in private homes; winter visitors staying in condominiums,

**TABLE 1**
**Economic Impacts of Tourism, 1995-96**

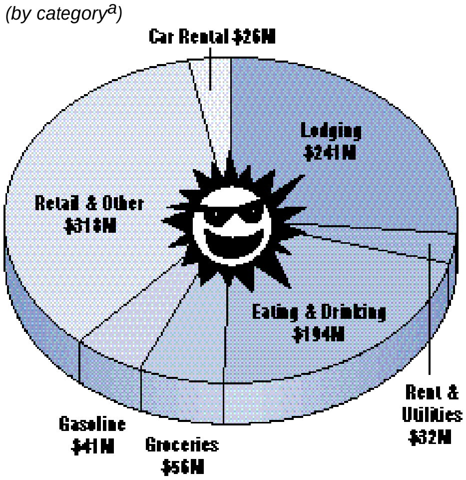
| | Sales ($ million) | Jobs |
|---|---|---|
| Direct | 908.8 | 25,700 |
| Indirect and Induced | 630.9 | 10,800 |
| Total | 1,539.7 | 36,500 |

**TABLE 2**
**Expenditures Summary for Tourism, 1995-96, by Accommodations**

| Expenditure | $million | Percent |
|---|---|---|
| Non-resort hotels | 409.8 | 45.0 |
| Resort hotels | 194.3 | 21.4 |
| Private homes | 187.3 | 20.6 |
| Winter visitors - non-RV | 61.4 | 6.2 |
| Winter visitors - RV and trailer[a] | 56.0 | 6.8 |
| **Total** | **908.8** | **100.0** |

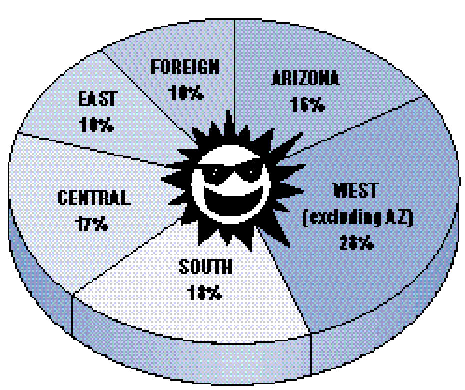
[a] *Winter visitors RV and trailer data were obtained from Arizona Business, Center for Business Research, College of Business, Arizona State University, Volume 43, No. 8, August 1996, pp. 1-4.*

**FIGURE 1**
**Expenditure Summary for Tourism, 1995-96**
*(by category[a])*




[a] *Category breakdown for winter visitors who stayed in RVs or trailers was based on a 1994 survey of Phoenix winter visitors, conducted by the Center of Business Research, College of Business, Arizona State University.*

**FIGURE 2**
**Hotel Visitor Expenditures by Origin of Visitor, 1995-96**




*Note, the following are definitions of the regions used in this table.*
*West:* AZ, CA, AK, HI, WA, OR, NV, UT, NM, CO, WY, ID, MT
*Central:* OH, IN, IL, MI, WI, MN, IA, MO, ND, SD, NB, KS
*South:* DE, MD, DC, VA, WV, NC, SC, GA, FL, KY, TN, AL, MS, AR, LA, OK, TX
*East:* ME, NH, VT, MA, RI, CT, NY, NJ, PA

apartments and houses; and winter visitors staying in RVs and trailers **(Table 2).**

Overnight visitor expenditures generate a total of 36,500 wage and salary jobs, either directly or indirectly, in the Tucson economy. This represents more than 12% of the wage and salary jobs in Pima County. Wage and salary job impacts are disaggregated into nine major economic sectors in **Table 3.** Other than small numbers of jobs in transportation, communications and utilities, direct job impacts occur in the trade (wholesale and retail) sector and the service sector. Most tourism purchases, such as souvenirs, apparel, books, etc., as well as groceries and restaurant purchases, are included in the trade sector. Of the 18,200 direct trade jobs, 6,200 are restaurant jobs. Hotel jobs represent almost all (94%) of the direct job impact on services. When multiplier effects are added to the direct job impacts, additional jobs are added to both services and trade. When total jobs are considered, 57% are in the trade sector and 33% are in services. The multiplier creates wage and salary jobs in other major economic sectors as well, including construction; manufacturing; finance, insurance and real estate; and transportation, communications and utilities.

When all multiplier effects are included, overnight visitors generate a total of $1.5 billion in sales impacts in Pima County **(Table 1).** Overnight visitor spending contributes approximately $63 million dollars in tax revenues to the State of Arizona, $17 million to Pima County and $28 million to the City of Tucson.

## HOTEL VISITORS AND THEIR CHARACTERISTICS

More than 1.1 million visitors spend the night in Tucson hotels. Each one stays an average of five nights and spends an average of $547 in Tucson while on their trip **(Table 4).** More than half travel as couples and almost one-quarter are visitors traveling alone. Only 15% are traveling with children and even fewer are traveling with business associates, friends or relatives. Tucson visitors are extremely well educated, with 64% holding at least a bachelor's degree, and have high incomes, with 57% earning more than $60,000 per year.

Forty-four percent of hotel visitors are from Arizona or other western states **(Figure 2).** Californians comprise a large share of those visitors and represent 15.8% of the total. The southern and central regions of the country each contribute approximately 18% of our visitors. Ten percent are from eastern states and 10% are from foreign countries, including Mexico.

Business is cited as the primary reason for coming to Tucson by 43% of hotel visitors, although many are mixing business and leisure **(Figure 3).** Leisure is the

TABLE 3
Employment Impact of Tourism, by Sector, 1995-96[A]

| Category | Direct Job Impact | Percent | Induced and Indirect Impact | Total Job Impact | Percent |
|---|---|---|---|---|---|
| Agriculture | 0 | 0 | 200 | 200 | 1 |
| Mining | 0 | 0 | 0 | 0 | 0 |
| Construction | 0 | 0 | 300 | 300 | 1 |
| Manufacturing | 0 | 0 | 1,000 | 1,000 | 3 |
| Transport.,comm., and utilities | 100 | 0 | 600 | 700 | 2 |
| Trade | 18,300 | 71 | 2,600 | 20,900 | 57 |
| Finance, insurance and real estate | 0 | 0 | 1,200 | 1,200 | 3 |
| Services | 7,300 | 29 | 4,900 | 12,200 | 33 |
| **Total** | **25,700** | **100** | **10,800** | **36,500** | **100** |

[A] *Figures may not add due to rounding.*

TABLE 4
Summary Statistics on Hotel Visitors, 1995-96

| | |
|---|---|
| People per party | **2.07** |
| Average nights in Tucson | **4.84** |
| Average nights on complete trip | **12.48** |
| Average room nights per party | **5.19** |
| Average local expenditures per visitor | **$ 547.** |
| Average local expenditures per party | **$ 1,133.** |
| Average local expenditures per room night per party | **$ 222.** |

FIGURE 3
Hotel Visitors' Primary Reason for Visiting Tucson, 1995-96

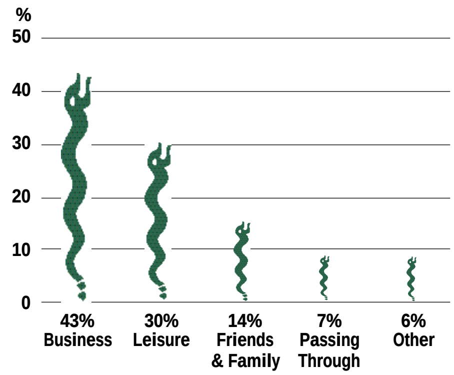



TABLE 5
Summary Statistics for Hotel Visitors, by Major Market Segment, 1995-96

| | International | Resort | Golf | Over 60 | Business | Leisure | Gem and Mineral | Total |
|---|---|---|---|---|---|---|---|---|
| Trip nights per party | 18.1 | 7.1 | [illegible] | [illegible] | [illegible] | 11.8 | 21.0 | 12.5 |
| Room nights per party | 5.5 | 4.6 | [illegible] | [illegible] | [illegible] | 5.5 | 8.3 | 5.2 |
| Visitors per party | 2.1 | 2.2 | [illegible] | [illegible] | [illegible] | [illegible] | 1.9 | [illegible] |
| Expenditures per room night | $215 | $323 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| Expenditures per person | $553 | $689 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| Expenditures per party | $1,183 | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |
| Average number of trips | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] | [illegible] |

[a] [illegible]

**TABLE 6**
**Summary Statistics on Private Home Visitors, 1995-96**

| | |
|---|---|
| People per party | 2.6 |
| Average length of stay | 7.5 |
| Average number of previous trips | 4.8 |
| Average local expenditures per visitor | $ 128 |
| Average local expenditures per party | $ 330 |
| Average local expenditures per visitor night | $ 17 |
| Average local expenditures per party night | $ 45 |

primary objective of 30% of hotel guests, and another 14% are in Tucson to visit family and friends.

While here, hotel visitors enjoy a wide range of activities but shopping, sightseeing and hiking are the most popular. Eleven percent of our visitors play golf. The most popular attractions for hotel visitors are the Arizona-Sonora Desert Museum, Saguaro National Park, Sabino Canyon, San Xavier Mission, Pima Air and Space Museum and Biosphere 2.

More than half of our hotel guests are return visitors and 13% have returned at least five times. Once here, 81% say they plan to return. Most visitors generally like the area, the climate and the friendly people. Few visitors indicate they dislike something about Tucson, but among those who do, traffic congestion and other transportation-related issues (such as street lighting, rude drivers, and inadequate public transportation) are most frequently mentioned. A few visitors also dislike the urban sprawl and appearance of parts of Tucson.

Visitors learn about Tucson primarily from family and friends and through business or conventions. Nine percent learn about Tucson from guidebooks, and 13% learn of Tucson from brochures, magazines, newspaper articles or TV and radio shows and advertisements. Once they are here, visitors strongly prefer to receive travel information through written materials and conversations with knowledgeable locals.

## HOTEL MARKET SEGMENTS

The following seven groups of hotel visitors are analyzed separately: 1) international, 2) resort, 3) golf, 4) over 60 years of age, 5) business, 6) leisure and 7) Gem and Mineral Show visitors. The same visitor may be included in more than one of these groups. The highest expenditure per room night is for resort visitor parties ($323) and golfers ($299) **(Table 5).** Golfers spend twice as much during their stay as resort visitors because they stay more than twice as long. The seven groups enjoy the same attractions as other visitors, but there are some interesting differences. Resort visitors are more likely to visit the Downtown Arts District, and golfers and international visitors are more likely to visit Biosphere 2.

## PRIVATE HOME VISITORS

Tucson residents are hosts to approximately 1.4 million visitors in their homes. Private home guests are here an average of 7.5 nights and spend $45 per party night. In all, private home visitors spend $187 million in Tucson **(Table 6).** Private home visitors come predominantly from Arizona and other western states **(Table 7).** Private home visitors are very well educated (49% hold bachelor's degrees or above compared to 22% for the U.S. as a whole).

**TABLE 7**
**Origin of Visitor Parties to Private Homes, 1995-96**

| | Percent |
|---|---|
| Arizona | 15 |
| Western states, excluding Arizona | 34 |
| Central states | 18 |
| Southern states | 16 |
| Eastern states | 9 |
| International | 10 |

## SUMMARY

The results of this study demonstrate the importance of tourism to the Tucson economy. A staggering 25,700 wage and salary jobs at hotels, eating and drinking establishments, and retail shops are directly attributable to the overnight tourism industry. Through local purchases of supplies and the spending of tourism-related income, the industry generates another 10,800 jobs in the local area for a total of 36,500 wage and salary jobs.

In total, 2.5 million visitors come to Tucson each year and they stay a total of 8.9 million room/party nights **(Table 8).** Although the numbers of winter visitors are not large, the non-RV and RV winter visitors account for 2.2 million party nights because they stay an average of four or five months.

The results of the study highlight the importance of interpreted natural areas to tourism in Tucson. The three most frequently visited attractions, the Arizona-sonora Desert Museum, Saguaro National Park and Sabino Canyon, all provide visitors with opportunities to experience and learn about the sonoran desert.

In addition to the economic impact measured in this study, tourism provides other advantages to the community as well. Local residents enjoy the wide variety of restaurants and recreational facilities that are available in Tucson. Tucson gets exposure through tourism that can result in firm relocations or new business creation. In addition, firm recruitment and retention is facilitated by the quality of life that tourism helps to provide. $

**TABLE 8**
**Summary of Tucson's Overnight Visitors, 1995-96**

| Accommodation | Visitors | Visitor Parties | Room or Party Nights[a] | Total Visitor Expenditures | Percentage of Total Expenditures |
|---|---|---|---|---|---|
| Hotels | 1,105,000 | 533,000 | 2,772,000 | $604,100,000 | 66 |
| Private homes | 1,361,000 | 523,000 | 3,936,000 | $187,300,000 | 21 |
| Non-RV winter visitors | 11,000 | 5,000 | 861,000 | $ 61,400,000 | 6 |
| RV winter visitorsa | 22,000 | 11,000 | 1,344,000 | $ 56,000,000 | 7 |
| Total | 2,499,000 | 1,072,000 | 8,913,000 | $908,800,000 | 100 |

[a] Figures are room nights for hotel visitors and party nights for other overnight visitors

*[1]The authors want to thank the Metropolitan Tucson Convention & Visitors Bureau (MTCVB) for funding this research. Copies of the complete study are available from the MTCVB.*

| | OCT 96 | NOV 96 | DEC 96 | JAN 97 | FEB 97 | % change versus year ago for: most recent month | most recent 12-months |
|---|---|---|---|---|---|---|---|
| **YUMA METROPOLITAN REGION** | | | | | | | |
| **Civilian Labor Force, ADES** | 72,400 | 70,600 | 66,700 | 63,400 | 61,850 | -1.4 | 0.9 |
| Employment | 47,900 | 49,425 | 47,925 | 49,900 | 49,575 | -3.7 | -2.8 |
| Unemployment | 24,500 | 21,175 | 18,775 | 13,500 | 12,275 | 9.6 | 9.9 |
| Unemployment Rate (%) | 33.8 | 30.0 | 28.1 | 21.3 | 19.8 | 11.1 | 8.7 |
| **Employees on Nonagricultural Payrolls, ADES** | | | | | | | |
| Total | 36,100 | 37,600 | 37,900 | 37,500 | 37,800 | 1.3 | N/A |
| Mining | 0 | 0 | 0 | 0 | 0 | ... | ... |
| Construction | 1,900 | 2,000 | 2,100 | 2,100 | 2,100 | 16.7 | N/A |
| Manufacturing | 1,600 | 1,700 | 1,600 | 1,600 | 1,600 | 0.0 | N/A |
| Trans., Comm. & Publ. Util. | 1,800 | 1,900 | 1,900 | 2,000 | 1,900 | -5.0 | N/A |
| Trade | 11,300 | 11,900 | 12,300 | 11,800 | 11,900 | -4.0 | N/A |
| Finance, Ins. & Real Estate | 1,200 | 1,200 | 1,200 | 1,100 | 1,100 | -15.4 | N/A |
| Services | 8,600 | 8,800 | 8,900 | 9,000 | 9,100 | 9.6 | N/A |
| Government | 9,700 | 10,100 | 9,900 | 8,600 | 9,400 | -5.1 | N/A |
| **Sales ($000s) ADOR** | | | | | | | |
| Gross Retail | 70,072 | 76,689 | 92,880 | 81,733 | 81,877 | 8.0 | 1.0 |
| Retail | 56,699 | 63,197 | 77,686 | 63,807 | 62,531 | 7.0 | -0.5 |
| Restaurants & Bar | 6,805 | 7,559 | 7,662 | 9,883 | 10,748 | 11.5 | 4.2 |
| Gasoline, EBR | 6,568 | 5,933 | 7,532 | 8,043 | 8,598 | 11.3 | 10.5 |
| Gallons (000s) ADOT | 5,240 | 4,983 | 6,495 | 6,358 | 6,504 | -3.9 | -1.3 |
| Contracting | 9,897 | 7,524 | 10,972 | 10,758 | 8,928 | -6.0 | 9.6 |
| **Value of Construction Contract Awards ($000s) F.W. Dodge** | | | | | | | |
| Total | 19,136 | 14,734 | 7,588 | 5,890 | 27,897 | 161.7 | -2.4 |
| Residential Building | 15,275 | 5,154 | 4,138 | 4,530 | 5,258 | 14.6 | 35.6 |
| Non-Residential Building | 951 | 8,635 | 2,147 | 1,160 | 21,693 | 911.8 | -12.3 |
| Non-Building | 2,910 | 945 | 1,303 | 200 | 946 | -75.9 | -42.9 |
| **Number of Dwelling Units Awarded, F.W. Dodge** | | | | | | | |
| Total | 239 | 67 | 53 | 59 | 71 | 4.4 | 36.7 |
| One Family Houses | 99 | 67 | 53 | 59 | 71 | 7.6 | 17.2 |
| **MOHAVE-LA PAZ REGION** | | | | | | | |
| **Civilian Labor Force, ADES** | 71,925 | 69,375 | 70,250 | 72,000 | 70,325 | 2.5 | 3.9 |
| Employment | 64,625 | 65,075 | 65,000 | 66,150 | 65,250 | 3.4 | 3.3 |
| Unemployment | 7,300 | 4,300 | 5,250 | 5,850 | 5,075 | -7.7 | 11.6 |
| Unemployment Rate (%) | 10.1 | 6.2 | 7.5 | 8.1 | 7.2 | -10.0 | 7.3 |
| **Employees on Nonagricultural Payrolls, ADES** | | | | | | | |
| Total | 39,100 | 39,000 | 39,100 | 39,200 | 39,800 | 2.6 | N/A |
| Mining | 200 | 200 | 200 | 200 | 200 | 0.0 | N/A |
| Construction | 3,000 | 2,900 | 2,900 | 3,000 | 3,100 | 3.3 | N/A |
| Manufacturing | 3,200 | 3,100 | 3,000 | 3,000 | 3,100 | -0.0 | N/A |
| Trans., Comm. & Publ. Util. | 1,900 | 1,900 | 1,900 | 2,100 | 2,100 | 10.5 | N/A |
| Trade | 11,200 | 11,200 | 11,300 | 11,100 | 11,300 | -2.6 | N/A |
| Finance, Ins. & Real Estate | 1,900 | 1,900 | 1,900 | 1,900 | 1,900 | 0.0 | N/A |
| Services | 10,000 | 10,100 | 10,200 | 10,200 | 10,200 | 9.7 | N/A |
| Government | 7,700 | 7,700 | 7,700 | 7,700 | 7,900 | 1.3 | N/A |
| **Sales ($000s) ADOR** | | | | | | | |
| Gross Retail | 81,227 | 80,699 | 88,805 | 77,010 | 84,412 | 4.2 | 6.7 |
| Retail | 58,972 | 60,727 | 68,538 | 54,633 | 60,961 | 4.5 | 5.8 |
| Restaurants & Bar | 10,570 | 9,421 | 9,517 | 10,375 | 10,997 | -6.0 | 2.2 |
| Gasoline, EBR | 11,685 | 10,551 | 10,750 | 12,002 | 12,454 | 13.2 | 15.3 |
| Gallons (000s) ADOT | 9,321 | 8,861 | 9,270 | 9,488 | 9,420 | -2.2 | 2.4 |
| Contracting | 15,733 | 13,673 | 17,020 | 14,288 | 13,372 | -14.4 | -0.6 |
| **Value of Construction Contract Awards ($000s) F.W. Dodge** | | | | | | | |
| Total | 17,690 | 15,361 | 17,375 | 19,582 | 22,078 | -14.4 | 5.1 |
| Residential Building | 11,979 | 9,594 | 10,805 | 12,203 | 11,093 | 20.6 | 19.8 |
| Non-Residential Building | 4,333 | 4,052 | 4,904 | 4,657 | 10,397 | 1,800.7 | 25.2 |
| Non-Building | 1,378 | 1,715 | 1,666 | 2,722 | 588 | -96.3 | -40.4 |
| **Number of Dwelling Units Awarded, F.W. Dodge** | | | | | | | |
| Total | 141 | 114 | 121 | 137 | 119 | 7.2 | 13.5 |
| One Family Houses | 141 | 108 | 121 | 135 | 115 | 3.6 | 11.4 |

*See notes at bottom of Arizona - Quarterly table.*

| | OCT 96 | NOV 96 | DEC 96 | JAN 97 | FEB 97 | % change versus year ago for: most recent month | most recent 12-months |
|---|---|---|---|---|---|---|---|
| **COCHISE-SANTA CRUZ REGION** | | | | | | | |
| **Civilian Labor Force, ADES** | 58,950 | 57,550 | 56,100 | 55,775 | 54,925 | -5.5 | -2.5 |
| Employment | 49,075 | 48,875 | 48,375 | 48,775 | 48,250 | -5.2 | -4.5 |
| Unemployment | 9,875 | 8,675 | 7,725 | 7,000 | 6,675 | -8.2 | 11.3 |
| Unemployment Rate (%) | 16.8 | 15.1 | 13.8 | 12.6 | 12.2 | -2.9 | 14.1 |
| **Employees on Nonagricultural Payrolls, ADES** | | | | | | | |
| Total | 40,000 | 40,200 | 40,200 | 39,400 | 39,900 | -2.0 | N/A |
| Mining | 100 | 100 | 100 | 100 | 100 | 0.0 | N/A |
| Construction | 1,600 | 1,700 | 1,600 | 1,600 | 1,600 | -5.9 | N/A |
| Manufacturing | 2,500 | 2,300 | 2,300 | 2,300 | 2,400 | 4.3 | N/A |
| Trans., Comm. & Publ. Util. | 2,300 | 2,300 | 2,300 | 2,300 | 2,300 | 0.0 | N/A |
| Trade | 11,000 | 11,200 | 11,600 | 11,000 | 11,100 | -2.6 | N/A |
| Finance, Ins. & Real Estate | 1,200 | 1,100 | 1,100 | 1,200 | 1,200 | 20.0 | N/A |
| Services | 8,300 | 8,400 | 8,300 | 8,200 | 8,300 | -1.2 | N/A |
| Government | 13,000 | 13,100 | 12,900 | 12,700 | 12,900 | -4.4 | N/A |
| **Sales ($000s) ADOR** | | | | | | | |
| Gross Retail | 59,656 | 60,976 | 78,079 | 58,820 | 59,960 | 3.0 | 3.7 |
| Retail | 45,647 | 48,617 | 63,897 | 44,206 | 45,415 | 2.1 | 5.0 |
| Restaurants & Bar | 7,845 | 7,572 | 8,057 | 7,907 | 8,052 | 2.6 | -0.2 |
| Gasoline, EBR | 6,164 | 4,787 | 6,125 | 6,707 | 6,493 | 10.1 | -0.2 |
| Gallons (000s) ADOT | 4,917 | 4,020 | 5,281 | 5,302 | 4,912 | -4.9 | -11.0 |
| Contracting | 10,178 | 8,959 | 12,544 | 10,782 | 10,305 | 2.8 | -11.3 |
| **Value of Construction Contract Awards ($000s) F.W. Dodge** | | | | | | | |
| Total | 28,514 | 15,887 | 5,896 | 6,436 | 7,089 | -66.8 | 32.3 |
| Residential Building | 12,381 | 9,753 | 4,294 | 5,821 | 5,084 | -75.6 | 7.9 |
| Non-Residential Building | 13,734 | 890 | 1,602 | 615 | 738 | 235.5 | 172.0 |
| Non-Building | 2,399 | 5,244 | 0 | 0 | 1,267 | 263.0 | 30.7 |
| Number of Dwelling Units Awarded, F.W. Dodge | | | | | | | |
| Total | 280 | 56 | 54 | 70 | 56 | -9.7 | 16.3 |
| One Family Houses | 84 | 53 | 54 | 70 | 54 | -12.9 | 1.2 |
| **GILA-GRAHAM-GREENLEE REGION** | | | | | | | |
| **Civilian Labor Force, ADES** | 35,425 | 34,850 | 34,575 | 35,000 | 34,675 | -1.9 | -0.5 |
| Employment | 32,025 | 31,875 | 31,600 | 31,525 | 31,450 | -2.3 | -1.4 |
| Unemployment | 3,400 | 2,975 | 2,975 | 3,475 | 3,225 | 1.6 | 10.2 |
| Unemployment Rate (%) | 9.6 | 8.5 | 8.6 | 9.9 | 9.3 | 3.6 | 10.6 |
| **Employees on Nonagricultural Payrolls, ADES** | | | | | | | |
| Total | 25,300 | 25,200 | 25,300 | 24,600 | 24,800 | 1.2 | N/A |
| Mining | 3,100 | 3,000 | 3,000 | 3,000 | 3,000 | 3.4 | N/A |
| Construction | 2,100 | 2,100 | 2,100 | 2,000 | 2,000 | 17.6 | N/A |
| Manufacturing | 1,900 | 1,900 | 1,900 | 1,900 | 1,900 | 5.6 | N/A |
| Trans., Comm. & Publ. Util. | 800 | 800 | 800 | 800 | 800 | 0.0 | N/A |
| Trade | 5,800 | 5,800 | 5,900 | 5,500 | 5,400 | -3.6 | N/A |
| Finance, Ins. & Real Estate | 500 | 500 | 500 | 500 | 400 | -20.0 | N/A |
| Services | 4,100 | 4,000 | 4,000 | 3,900 | 4,000 | 5.3 | N/A |
| Government | 7,000 | 7,100 | 7,100 | 7,000 | 7,200 | -2.7 | N/A |
| **Sales ($000s) ADOR** | | | | | | | |
| Gross Retail | 40,493 | 37,859 | 43,892 | 38,024 | 48,033 | 45.9 | 7.4 |
| Retail | 31,015 | 29,950 | 36,165 | 29,142 | 39,723 | 60.9 | 8.8 |
| Restaurants & Bar | 5,280 | 4,512 | 4,191 | 4,373 | 4,569 | -0.8 | 2.2 |
| Gasoline, EBR | 4,198 | 3,397 | 3,536 | 4,509 | 3,741 | 3.1 | 3.3 |
| Gallons (000s) ADOT | 3,349 | 2,853 | 3,049 | 3,564 | 2,829 | -10.9 | -7.9 |
| Contracting | 18,287 | 10,226 | 12,441 | 9,722 | 9,045 | 3.9 | 23.6 |
| **Value of Construction Contract Awards ($000s) F.W. Dodge** | | | | | | | |
| Total | 14,111 | 3,736 | 4,964 | 2,780 | 4,608 | -33.1 | -28.1 |
| Residential Building | 3,792 | 3,415 | 4,682 | 1,714 | 3,246 | -28.5 | 10.5 |
| Non-Residential Building | 8,499 | 0 | 0 | 927 | 181 | 26.6 | -41.7 |
| Non-Building | 1,820 | 321 | 282 | 139 | 1,181 | -46.4 | -55.1 |
| **Number of Dwelling Units Awarded, F.W. Dodge** | | | | | | | |
| Total | 37 | 33 | 39 | 21 | 34 | -19.0 | 2.5 |
| One Family Houses | 37 | 33 | 39 | 21 | 34 | -19.0 | 16.9 |

*See notes at bottom of Arizona - Quarterly table.*

| | OCT 96 | NOV 96 | DEC 96 | JAN 97 | FEB 97 | % change versus year ago for: most recent month | most recent 12-months |
|---|---|---|---|---|---|---|---|
| **APACHE-NAVAJO REGION** | | | | | | | |
| **Civilian Labor Force, ADES** | 53,050 | 51,725 | 51,850 | 52,650 | 51,950 | -2.3 | -1.3 |
| Employment | 43,925 | 43,800 | 43,725 | 42,475 | 42,450 | -4.7 | -3.8 |
| Unemployment | 9,125 | 7,925 | 8,125 | 10,175 | 9,500 | 10.1 | 12.4 |
| Unemployment Rate (%) | 17.2 | 15.3 | 15.7 | 19.3 | 18.3 | 12.7 | 14.1 |
| **Employees on Nonagricultural Payrolls, ADES** | | | | | | | |
| Total | 41,100 | 41,300 | 41,300 | 39,200 | 39,900 | -2.0 | N/A |
| Mining | 900 | 900 | 900 | 900 | 900 | -10.0 | N/A |
| Construction | 2,100 | 2,000 | 2,000 | 1,900 | 1,900 | 35.7 | N/A |
| Manufacturing | 1,700 | 1,700 | 1,700 | 1,700 | 1,600 | -15.8 | N/A |
| Trans., Comm. & Publ. Util. | 2,600 | 2,600 | 2,600 | 2,600 | 2,600 | 0.0 | N/A |
| Trade | 7,400 | 7,600 | 7,500 | 7,100 | 7,100 | 7.6 | N/A |
| Finance, Ins. & Real Estate | 1,200 | 1,200 | 1,200 | 1,200 | 1,200 | 0.0 | N/A |
| Services | 8,200 | 8,000 | 8,100 | 7,800 | 8,100 | 8.0 | N/A |
| Government | 17,000 | 17,300 | 17,300 | 16,000 | 16,500 | -10.8 | N/A |
| **Sales ($000s) ADOR** | | | | | | | |
| Gross Retail | 52,421 | 46,760 | 56,886 | 42,841 | 42,545 | -8.3 | -2.8 |
| Retail | 39,011 | 36,163 | 45,409 | 31,847 | 32,818 | -8.3 | -4.3 |
| Restaurants & Bar | 5,227 | 3,754 | 4,397 | 3,939 | 3,249 | -18.2 | 3.1 |
| Gasoline, EBR | 8,183 | 6,843 | 7,080 | 7,055 | 6,478 | -2.1 | 1.3 |
| Gallons (000s) ADOT | 6,527 | 5,747 | 6,105 | 5,577 | 4,900 | -15.5 | -9.8 |
| Contracting | 8,920 | 7,227 | 9,733 | 6,644 | 5,201 | -15.2 | 23.3 |
| **Value of Construction Contract Awards ($000s) F.W. Dodge** | | | | | | | |
| Total | 11,185 | 10,001 | 7,447 | 12,114 | 5,814 | -63.1 | -14.0 |
| Residential Building | 4,115 | 3,774 | 2,041 | 2,188 | 3,114 | -1.0 | 26.2 |
| Non-Residential Building | 5,286 | 4,063 | 5,034 | 608 | 2,700 | -70.6 | -35.3 |
| Non-Building | 1,784 | 2,164 | 372 | 9,318 | 0 | -100.0 | -31.8 |
| **Number of Dwelling Units Awarded, F.W. Dodge** | | | | | | | |
| Total | 43 | 38 | 25 | 26 | 35 | 6.1 | 35.0 |
| One Family Houses | 43 | 38 | 25 | 26 | 35 | 6.1 | 36.6 |
| **COCONINO-YAVAPAI REGION** | | | | | | | |
| **Civilian Labor Force, ADES** | 125,525 | 123,725 | 121,425 | 122,950 | 122,125 | 1.7 | -0.0 |
| Employment | 117,550 | 116,925 | 114,450 | 113,600 | 113,625 | 1.8 | -0.5 |
| Unemployment | 7,975 | 6,800 | 6,975 | 9,350 | 8,500 | 0.6 | 6.8 |
| Unemployment Rate (%) | 6.4 | 5.5 | 5.7 | 7.6 | 7.0 | -1.1 | 6.6 |
| **Employees on Nonagricultural Payrolls, ADES** | | | | | | | |
| Total | 94,000 | 94,600 | 92,900 | 90,300 | 92,100 | 8.2 | 3.4 |
| Mining | 900 | 900 | 900 | 900 | 900 | 0.0 | 0.0 |
| Construction | 6,300 | 6,300 | 6,100 | 6,500 | 6,500 | 14.0 | 8.1 |
| Manufacturing | 6,500 | 6,600 | 6,500 | 6,600 | 6,600 | 8.2 | 10.1 |
| Trans., Comm. & Publ. Util. | 3,000 | 3,000 | 2,900 | 17,200 | 2,900 | 3.6 | 43.5 |
| Trade | 25,500 | 25,700 | 25,500 | 23,600 | 23,800 | 2.6 | 3.1 |
| Finance, Ins. & Real Estate | 2,700 | 2,700 | 2,700 | 2,800 | 2,800 | 16.7 | 8.1 |
| Services | 25,100 | 24,800 | 24,800 | 24,300 | 24,700 | 11.3 | 7.2 |
| Government | 24,000 | 24,600 | 23,600 | 22,800 | 23,900 | -2.4 | -4.3 |
| **Sales ($000s) ADOR** | | | | | | | |
| Gross Retail | 164,556 | 148,429 | 172,497 | 135,190 | 133,924 | 4.5 | 6.3 |
| Retail | 116,703 | 110,348 | 135,757 | 99,848 | 96,045 | 3.9 | 6.5 |
| Restaurants & Bar | 29,823 | 24,311 | 23,330 | 21,725 | 23,181 | 1.0 | 4.8 |
| Gasoline, EBR | 18,030 | 13,770 | 13,410 | 13,617 | 14,698 | 14.5 | 7.0 |
| Gallons (000s) ADOT | 14,383 | 11,565 | 11,564 | 10,764 | 11,118 | -1.1 | -4.8 |
| Contracting | 45,563 | 44,693 | 39,194 | 35,894 | 34,278 | 0.1 | 36.0 |
| **Value of Construction Contract Awards ($000s) F.W. Dodge** | | | | | | | |
| Total | 37,814 | 27,430 | 32,651 | 26,485 | 32,732 | -51.5 | -11.8 |
| Residential Building | 24,690 | 20,113 | 19,784 | 16,472 | 21,816 | 5.3 | -7.4 |
| Non-Residential Building | 9,247 | 5,054 | 5,544 | 1,318 | 2,508 | -63.6 | -31.6 |
| Non-Building | 3,877 | 2,263 | 7,323 | 8,695 | 8,408 | -78.9 | 0.4 |
| **Number of Dwelling Units Awarded, F.W. Dodge** | | | | | | | |
| Total | 249 | 244 | 177 | 186 | 208 | -11.1 | 1.6 |
| One Family Houses | 226 | 165 | 160 | 140 | 189 | 26.0 | 8.6 |

*See notes at bottom of Arizona - Quarterly table.*

| | OCT 96 | NOV 96 | DEC 96 | JAN 97 | FEB 97 | % change versus year ago for: most recent month | most recent 12-months |
|---|---|---|---|---|---|---|---|
| **PHOENIX-MESA METROPOLITAN REGION (MARICOPA AND PINAL)** | | | | | | | |
| **Civilian Labor Force (000s) ADES** | 1,475.6 | 1,479.4 | 1,474.9 | 1,482.7 | 1,481.4 | 2.9 | 2.6 |
| Employment | 1,415.4 | 1,427.6 | 1,425.4 | 1,431.3 | 1,433.1 | 3.0 | 2.3 |
| Unemployment | 60.2 | 51.8 | 49.5 | 51.4 | 48.3 | -0.6 | 11.7 |
| Unemployment Rate, Seas. Adj. (%) | 3.8 | 3.7 | 3.6 | 3.3 | 3.3 | -5.7 | 8.0 |
| **Employees on Nonagricultural Payrolls (000s) ADES** | | | | | | | |
| Total | 1,338.8 | 1,360.5 | 1,361.6 | 1,338.8 | 1,365.7 | 6.2 | 6.6 |
| Mining | 6.8 | 6.8 | 6.8 | 7.2 | 7.5 | 13.6 | 15.0 |
| Construction | 93.2 | 93.9 | 93.7 | 90.0 | 90.5 | 2.3 | 5.5 |
| Manufacturing | 154.3 | 154.1 | 153.6 | 153.9 | 154.6 | 1.0 | 2.9 |
| Durable | 116.3 | 116.0 | 115.8 | 116.4 | 117.2 | 1.6 | 3.4 |
| Nondurable | 38.0 | 38.1 | 37.8 | 37.5 | 37.4 | -0.8 | 1.2 |
| Trans., Comm. & Publ. Util. | 71.0 | 71.0 | 71.9 | 71.2 | 71.5 | 7.4 | 6.5 |
| Trade | 325.4 | 332.6 | 340.4 | 332.7 | 335.5 | 5.1 | 5.7 |
| Wholesale | 82.1 | 82.7 | 83.9 | 82.8 | 84.5 | 7.2 | 9.8 |
| Retail | 243.3 | 249.9 | 256.5 | 249.9 | 251.0 | 4.5 | 4.3 |
| Finance, Ins. & Real Estate | 97.2 | 97.9 | 99.0 | 99.2 | 100.1 | 8.6 | 8.8 |
| Services | 411.7 | 418.1 | 416.4 | 415.1 | 423.0 | 8.7 | 9.8 |
| Government | 179.2 | 186.1 | 179.8 | 169.5 | 183.0 | 7.0 | 4.5 |
| **Sales ($000s) ADOR** | | | | | | | |
| Aggregate Retail Sales | 2,257,090 | 2,273,377 | 2,749,878 | 2,318,353 | 2,266,408 | 5.3 | 7.8 |
| Retail | 1,545,841 | 1,591,821 | 2,045,655 | 1,596,473 | 1,535,515 | 4.5 | 7.5 |
| Food, EBR | 298,242 | 303,030 | 304,682 | 308,012 | 309,661 | 6.6 | 5.6 |
| Restaurants & Bars | 265,874 | 265,387 | 278,889 | 281,519 | 289,525 | 3.9 | 8.0 |
| Gasoline, EBR | 147,133 | 113,138 | 120,652 | 132,349 | 131,707 | 15.5 | 17.2 |
| Contracting | 465,588 | 442,838 | 520,528 | 374,613 | 416,893 | 0.3 | 18.3 |
| **Value of Construction Contract Awards ($000s) F.W. Dodge** | | | | | | | |
| Total Awards | 517,278 | 562,324 | 555,843 | 410,021 | 450,015 | -29.1 | 2.9 |
| Residential Building | 329,290 | 278,562 | 312,419 | 239,095 | 330,930 | -7.8 | 8.0 |
| Non-Residential Building | 142,317 | 116,027 | 183,022 | 97,717 | 74,925 | -50.2 | -5.2 |
| Non-Building | 45,671 | 167,735 | 60,402 | 73,209 | 44,160 | -64.7 | -4.8 |
| **New Housing Units Authorized, Census C-40** | | | | | | | |
| Total Units | 3,202 | 1,893 | 3,005 | 4,166 | 2,869 | -33.9 | -3.8 |
| Single Family Units | 2,133 | 1,722 | 2,127 | 2,459 | 2,218 | -6.6 | -1.2 |
| 2-4 Unit Structures | 33 | 71 | 25 | 119 | 2 | -93.8 | -45.6 |
| 5-plus Unit Structures | 1,036 | 100 | 859 | 1,588 | 649 | -66.5 | -8.6 |
| **Housing Sales and Prices, ARMLS** | | | | | | | |
| Total Sales ($000s) | 455,569 | 402,255 | 411,674 | 377,757 | 342,271 | 10.1 | 18.2 |
| Total Units | 3,585 | 3,170 | 3,108 | 2,666 | 2,657 | 5.7 | 12.8 |
| Average Price ($) | 127,076 | 126,894 | 132,456 | 141,694 | 128,819 | 4.2 | 4.9 |
| **Phoenix Skyharbor International Airport, PSIA** | | | | | | | |
| Total Passengers | 2,647,839 | 2,376,390 | 2,738,590 | ... | ... | 13.3 | 9.2 |
| Total Aircraft Movements | 35,112 | 33,016 | 34,870 | ... | ... | -0.3 | -8.9 |

| PHOENIX-MESA METROPOLITAN REGION (MARICOPA AND PINAL) - QUARTERLY DATA | IV 95 | I 96 | II 96 | III 96 | IV 96 | % change versus year ago for: most recent quarter | most recent 4-quarters |
|---|---|---|---|---|---|---|---|
| **Demographics & Vital Statistics (000s, seas adj) ADHS & EBR** | | | | | | | |
| Population | 2,598.0 | 2,620.4 | 2,642.2 | 2,663.3 | 2,684.1 | 3.3 | 3.5 |
| Natural Increase | 6.3 | 6.4 | 6.5 | 6.5 | 6.6 | 4.4 | 5.3 |
| Births | 11.4 | 11.5 | 11.6 | 11.7 | 11.8 | 3.5 | 4.0 |
| Deaths | 5.1 | 5.1 | 5.2 | 5.2 | 5.2 | 2.5 | 2.4 |
| Net Migration | 16.8 | 16.0 | 15.3 | 14.6 | 14.2 | -15.5 | -7.9 |
| **Personal Income by Source ($mil, SAAR) EBR** | | | | | | | |
| Total Personal Income | 59,547 | 60,945 | 62,133 | 63,319 | 64,518 | 8.3 | 8.8 |
| Earnings by Place of Work | 43,317 | 44,336 | 45,226 | 46,107 | 46,981 | 8.5 | 9.0 |
| Less: Contributions for Social Insurance | 2,635 | 2,675 | 2,724 | 2,773 | 2,818 | 7.0 | 7.0 |
| Plus: Adjustment for Residence | -32 | -32 | -32 | -32 | -32 | 0.5 | 0.8 |
| Plus: Dividends, Interest & Rents | 9,776 | 9,999 | 10,181 | 10,374 | 10,585 | 8.3 | 8.6 |
| Plus: Transfer Payments | 9,121 | 9,318 | 9,481 | 9,642 | 9,802 | 7.5 | 8.0 |
| **Per Capita Personal Income ($, SAAR) EBR** | 22,920 | 23,258 | 23,516 | 23,774 | 24,037 | 4.9 | 5.2 |

*See notes at bottom of Arizona - Quarterly table*

| | OCT 96 | NOV 96 | DEC 96 | JAN 97 | FEB 97 | % change versus year ago for: most recent month | most recent 12-months |
|---|---|---|---|---|---|---|---|
| **TUCSON METROPOLITAN REGION (PIMA)** | | | | | | | |
| **Civilian Labor Force (000s) ADES** | 382.6 | 380.9 | 382.5 | 379.8 | 378.0 | -0.7 | -1.4 |
| Employment | 366.6 | 367.1 | 369.1 | 366.2 | 365.4 | -0.6 | -1.8 |
| Unemployment | 16.0 | 13.8 | 13.4 | 13.6 | 12.6 | -3.8 | 11.2 |
| Unemployment Rate, Seas. Adj. (%) | 3.8 | 3.7 | 3.7 | 3.4 | 3.4 | -5.6 | 11.3 |
| **Employees on Nonagricultural Payrolls (000s) ADES** | | | | | | | |
| Total | 311.6 | 314.7 | 316.6 | 309.0 | 314.2 | 2.6 | 2.1 |
| Mining | 2.3 | 2.3 | 2.4 | 2.4 | 2.4 | 4.3 | 3.3 |
| Construction | 19.3 | 19.2 | 19.2 | 17.9 | 18.2 | -2.7 | -1.1 |
| Manufacturing | 29.3 | 29.3 | 29.2 | 29.0 | 29.1 | 5.1 | 2.6 |
| Durable | 23.4 | 23.4 | 23.4 | 23.3 | 23.3 | 7.4 | 2.4 |
| Nondurable | 5.9 | 5.9 | 5.8 | 5.7 | 5.8 | -3.3 | 3.4 |
| Trans., Comm. & Publ. Util. | 13.2 | 13.3 | 13.3 | 12.4 | 12.4 | -9.5 | -2.9 |
| Trade | 66.6 | 68.4 | 68.5 | 67.4 | 67.6 | 0.4 | -0.8 |
| Wholesale | 10.3 | 10.3 | 10.3 | 10.1 | 10.1 | 1.0 | 2.5 |
| Retail | 56.3 | 58.1 | 58.2 | 57.3 | 57.5 | 0.3 | -1.3 |
| Finance, Ins. & Real Estate | 12.1 | 12.2 | 12.4 | 12.3 | 12.5 | 2.5 | 1.3 |
| Services | 98.7 | 100.6 | 100.1 | 99.0 | 99.9 | 8.0 | 7.3 |
| Government | 70.1 | 69.4 | 71.5 | 68.6 | 72.1 | 0.6 | -0.3 |
| **Sales ($000s) ADOR** | | | | | | | |
| Aggregate Retail Sales | 537,020 | 535,989 | 672,310 | 560,182 | 536,035 | 1.7 | 3.7 |
| Retail | 357,631 | 360,745 | 488,694 | 371,073 | 344,807 | -0.6 | 2.9 |
| Food, EBR | 79,937 | 81,220 | 81,663 | 80,938 | 81,372 | 4.5 | 3.4 |
| Restaurants & Bars | 60,784 | 60,734 | 66,938 | 68,821 | 70,737 | 2.0 | 4.7 |
| Gasoline, EBR | 38,668 | 33,289 | 35,015 | 39,350 | 39,119 | 19.0 | 11.4 |
| Contracting | 90,754 | 94,433 | 91,367 | 80,399 | 83,312 | 2.4 | 2.1 |
| **Value of Construction Contract Awards ($000s) F.W. Dodge** | | | | | | | |
| Total Awards | 124,890 | 68,477 | 46,208 | 77,278 | 63,642 | -38.4 | -9.4 |
| Residential Building | 48,266 | 40,430 | 32,414 | 37,014 | 33,613 | -48.7 | -17.3 |
| Non-Residential Building | 66,589 | 21,892 | 9,529 | 28,660 | 24,094 | 1.5 | 17.5 |
| Non-Building | 10,035 | 6,155 | 4,265 | 11,604 | 5,935 | -57.9 | -21.5 |
| **New Housing Units Authorized, Census C-40** | | | | | | | |
| Total Units | 390 | 341 | 365 | 349 | 370 | -6.8 | -18.1 |
| Single Family Units | 383 | 337 | 365 | 337 | 360 | -8.9 | 4.8 |
| 2-4 Unit Structures | 7 | 4 | 0 | 12 | 2 | 0.0 | -4.0 |
| 5-plus Unit Structures | 0 | 0 | 0 | 0 | 8 | ... | -79.0 |
| **Housing Sales and Prices, TAR** | | | | | | | |
| Total Sales ($000s) | 79,116 | 72,660 | 78,737 | 68,748 | ... | -6.8 | 7.3 |
| Total Units | 631 | 561 | 600 | 511 | ... | -18.5 | -0.9 |
| Average Price ($) | 125,382 | 129,518 | 131,228 | 134,536 | ... | 14.4 | 8.5 |
| **Tucson International Airport, TAA** | | | | | | | |
| Total Passengers | 287,290 | 270,615 | 302,025 | 289,361 | ... | 2.2 | 2.4 |
| Total Aircraft Movements | 20,114 | 19,671 | 18,468 | 20,103 | ... | -10.2 | -3.0 |

| **TUCSON METROPOLITAN REGION (PIMA) - QUARTERLY DATA** | IV 95 | I 96 | II 96 | III 96 | IV 96 | % change versus year ago for: most recent quarter | most recent 4-quarters |
|---|---|---|---|---|---|---|---|
| **Demographics & Vital Statistics (000s, seas adj) ADHS & EBR** | | | | | | | |
| Population | 766.5 | 770.6 | 774.6 | 778.6 | 782.6 | 2.1 | 2.2 |
| Natural Increase | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 0.7 | 0.9 |
| Births | 2.8 | 2.8 | 2.8 | 2.9 | 2.9 | 1.8 | 2.0 |
| Deaths | 1.7 | 1.7 | 1.7 | 1.7 | 1.7 | 2.5 | 2.7 |
| Net Migration | 3.4 | 3.0 | 2.8 | 2.8 | 2.9 | -16.2 | -20.7 |
| **Personal Income by Source ($mil, SAAR) EBR** | | | | | | | |
| Total Personal Income | 14,816 | 15,042 | 15,268 | 15,488 | 15,699 | 6.0 | 6.2 |
| Earnings by Place of Work | 9,346 | 9,481 | 9,630 | 9,771 | 9,898 | 5.9 | 6.1 |
| Less: Contributions for Social Insurance | 582 | 588 | 597 | 606 | 613 | 5.4 | 5.2 |
| Plus: Adjustment for Residence | 121 | 124 | 126 | 129 | 131 | 8.9 | 9.5 |
| Plus: Dividends, Interest & Rents | 2,958 | 2,991 | 3,025 | 3,062 | 3,105 | 5.0 | 4.8 |
| Plus: Transfer Payments | 2,974 | 3,034 | 3,085 | 3,132 | 3,177 | 6.8 | 7.4 |
| **Per Capita Personal Income ($, SAAR) EBR** | 19,330 | 19,519 | 19,711 | 19,893 | 20,060 | 3.8 | 3.9 |

*See notes at bottom of Arizona - Quarterly table*

| | OCT 96 | NOV 96 | DEC 96 | JAN 97 | FEB 97 | % change versus year ago for: most recent month | most recent 12-months |
|---|---|---|---|---|---|---|---|
| **ARIZONA MONTHLY DATA** | | | | | | | |
| **Civilian Labor Force (000s) ADES** | 2,275.3 | 2,268.1 | 2,258.3 | 2,264.4 | 2,255.2 | 1.6 | 1.4 |
| Employment | 2,137.0 | 2,150.7 | 2,145.6 | 2,150.0 | 2,149.1 | 1.7 | 0.9 |
| Unemployment | 138.3 | 117.4 | 112.7 | 114.4 | 106.1 | 0.2 | 10.9 |
| Unemployment Rate, Seas. Adj. (%) | 5.7 | 5.6 | 5.4 | 5.2 | 5.2 | 0.0 | 9.6 |
| **Employees on Nonagricultural Payrolls (000s) ADES** | | | | | | | |
| Total | 1,938.1 | 1,961.4 | 1,966.9 | 1,922.9 | 1,956.8 | 4.8 | 5.4 |
| Mining | 14.5 | 14.6 | 14.6 | 14.6 | 14.6 | 4.3 | 9.1 |
| Construction | 129.9 | 130.4 | 129.9 | 124.8 | 125.6 | 2.5 | 4.7 |
| Manufacturing | 201.3 | 201.0 | 200.3 | 200.8 | 201.8 | 2.2 | 2.6 |
| Durable | 152.0 | 151.7 | 151.3 | 152.0 | 153.0 | 2.8 | 2.7 |
| Nondurable | 49.3 | 49.3 | 49.0 | 48.8 | 48.8 | 0.2 | 2.5 |
| Trans., Comm. & Publ. Util. | 98.3 | 98.7 | 99.8 | 98.4 | 98.8 | 5.4 | 5.1 |
| Transportation | 60.6 | 60.9 | 61.9 | 60.8 | 61.3 | 6.8 | 6.7 |
| Trade | 471.0 | 482.7 | 488.1 | 474.5 | 475.0 | 3.5 | 4.7 |
| Wholesale | 101.9 | 102.9 | 104.1 | 103.4 | 105.5 | 5.6 | 7.4 |
| Retail | 369.1 | 379.8 | 384.0 | 371.1 | 369.5 | 2.9 | 4.0 |
| Finance, Ins. & Real Estate | 117.0 | 117.4 | 118.2 | 118.8 | 120.0 | 6.4 | 6.8 |
| Services | 575.5 | 579.5 | 583.6 | 575.2 | 587.4 | 8.1 | 8.3 |
| Government | 330.6 | 337.1 | 332.4 | 316.2 | 333.6 | 2.9 | 3.2 |
| Federal | 43.0 | 42.6 | 43.0 | 42.5 | 42.6 | -4.9 | -1.6 |
| State & Local | 287.6 | 294.5 | 289.4 | 273.7 | 291.0 | 4.2 | 3.9 |
| Schools | 169.3 | 170.5 | 172.4 | 157.2 | 173.8 | 7.5 | 5.9 |
| Hours Worked Per Week, Manufacturing, ADES | 42.2 | 42.3 | 42.9 | 40.8 | 40.9 | -4.4 | -0.3 |
| **Average Hourly Earnings ($) ADES** | | | | | | | |
| Copper Mining | 17.51 | 17.64 | 17.10 | 17.10 | 17.10 | 3.1 | 2.9 |
| Construction | 13.07 | 12.87 | 12.57 | 13.59 | 14.14 | 14.6 | 2.5 |
| Manufacturing | 11.61 | 11.75 | 11.69 | 11.62 | 11.56 | 2.7 | 3.6 |
| Utilities | 18.19 | 17.94 | 18.06 | 18.36 | 18.38 | 12.3 | 8.7 |
| Retail Trade | 10.60 | 10.59 | 10.65 | 10.99 | 11.71 | 12.4 | 6.2 |
| Wholesale Trade | 12.52 | 12.83 | 13.25 | 13.49 | 13.26 | -3.3 | 6.7 |
| **Sales ($000s) ADOR** | | | | | | | |
| Aggregate Retail Sales | 3,365,965 | 3,365,868 | 4,060,891 | 3,420,412 | 3,362,019 | 5.0 | 6.9 |
| Retail | 2,251,519 | 2,301,568 | 2,961,801 | 2,291,029 | 2,217,815 | 4.1 | 6.3 |
| Food, EBR | 481,608 | 489,341 | 492,008 | 497,209 | 499,871 | 6.6 | 7.3 |
| Restaurants & Bars | 392,208 | 383,250 | 402,981 | 408,542 | 421,058 | 3.0 | 6.6 |
| Gasoline, EBR | 240,629 | 191,709 | 204,101 | 223,632 | 223,274 | 14.7 | 13.6 |
| Gallons (000s) ADOT | 191,951 | 161,005 | 175,994 | 176,784 | 168,891 | -0.9 | 1.3 |
| Utilities | 401,321 | 325,724 | 342,403 | 365,779 | 345,321 | 6.6 | 5.8 |
| Communications | 135,559 | 147,297 | 141,650 | 143,095 | 130,531 | 2.2 | 13.3 |
| Amusements | 46,657 | 47,605 | 45,995 | 51,099 | ... | 16.3 | 23.6 |
| Rentals - Real Property | 272,679 | 355,360 | 689,728 | 315,603 | ... | 14.6 | 14.4 |
| Rentals - Personal Property | 216,536 | 215,359 | 220,137 | 213,023 | ... | 13.6 | 7.7 |
| Contracting | 664,920 | 629,573 | 713,799 | 543,100 | 581,334 | 0.1 | 14.5 |
| Mining - Metal, Oil & Gas | 104,374 | 119,175 | 103,905 | 138,891 | 115,526 | -0.9 | -15.8 |
| Hotel/Motel | 132,014 | 118,518 | 100,051 | 138,711 | ... | 3.3 | 9.3 |
| **Value of Construction Contract Awards ($000s** | | | | | | | |
| Total Awards | 770,618 | 717,950 | 677,972 | 560,586 | 613,875 | -30.7 | 0.2 |
| Residential Building | 449,788 | 370,795 | 390,577 | 319,037 | 414,154 | -15.1 | 4.6 |
| Non-Residential Building | 250,956 | 160,613 | 211,782 | 135,662 | 137,236 | -29.0 | -3.7 |
| Non-Building | 69,874 | 186,542 | 75,613 | 105,887 | 62,485 | -69.5 | -11.3 |
| **New Housing Units Authorized, Census C-40** | | | | | | | |
| Total Units | 4,250 | 2,675 | 3,836 | 3,376 | 3,872 | -27.0 | -9.7 |
| Single Family Units | 3,058 | 2,437 | 2,883 | 3,192 | 2,980 | -5.9 | -1.8 |
| 2-4 Unit Structures | 93 | 101 | 36 | 54 | 38 | -33.3 | -38.4 |
| 5-plus Unit Structures | 1,099 | 137 | 917 | 130 | 854 | -58.9 | -32.3 |
| **Bankruptcy Filings, U.S. Bankruptcy Court** | | | | | | | |
| Total | 1,931 | 1,706 | 1,678 | 1,701 | 1,743 | 29.1 | 25.8 |
| Chapter 7 | 1,452 | 1,270 | 1,276 | 1,193 | 1,255 | 23.8 | 25.9 |
| Chapter 11 | 25 | 20 | 10 | 29 | 23 | -4.2 | 0.7 |
| Chapter 13 | 453 | 416 | 392 | 478 | 465 | 49.0 | 27.5 |

*See notes at bottom of Arizona - Quarterly table.*

| | IV 95 | I 96 | II 96 | III 96 | IV 96 | % change versus year ago for: most recent quarter | most recent 4-quarters |
|---|---|---|---|---|---|---|---|
| **ARIZONA - QUARTERLY DATA** | | | | | | | |
| **Demographics & Vital Statistics (000s, seas adj) ADHS & EBR** | | | | | | | |
| Population | 4,346.9 | 4,380.1 | 4,413.4 | 4,446.1 | 4,477.9 | 3.0 | 3.1 |
| Natural Increase | 9.4 | 9.3 | 9.6 | 9.7 | 9.6 | 2.3 | 3.8 |
| Births | 18.4 | 18.4 | 18.4 | 18.5 | 18.5 | 0.5 | 2.1 |
| Deaths | 9.0 | 9.1 | 8.8 | 8.8 | 8.9 | -1.4 | 0.3 |
| Net Migration | 23.9 | 24.0 | 23.6 | 22.6 | 21.7 | -9.2 | -2.0 |
| **Personal Income Derivation ($mil, SAAR) EBR** | | | | | | | |
| Total Personal Income | 88,830 | 92,142 | 92,984 | 94,724 | 96,386 | 8.5 | 8.8 |
| Earnings by Place of Work | 61,333 | 63,747 | 64,295 | 65,503 | 66,621 | 8.6 | 9.2 |
| Less: Contributions for Social Insurance | 4,249 | 4,404 | 4,438 | 4,512 | 4,580 | 7.8 | 8.2 |
| Plus: Adjustment for Residence | 283 | 292 | 294 | 298 | 303 | 6.9 | 6.2 |
| Plus: Dividends, Interest & Rents | 15,745 | 16,325 | 16,284 | 16,569 | 16,827 | 6.9 | 8.2 |
| Plus: Transfer Payments | 15,719 | 16,182 | 16,549 | 16,866 | 17,216 | 9.5 | 7.9 |
| **Components of Earnings ($mil, SAAR) BEA** | | | | | | | |
| Wages and Salaries | 49,711 | 51,556 | 52,311 | 53,341 | 54,270 | 9.2 | 9.6 |
| Other Labor Income | 5,878 | 6,032 | 6,039 | 6,134 | 6,201 | 5.5 | 6.2 |
| Proprietor's Income | 5,744 | 5,701 | 5,858 | 6,009 | 6,020 | 4.8 | 5.8 |
| Farm | 432 | 313 | 379 | 465 | 364 | -15.7 | -5.5 |
| Nonfarm | 5,312 | 5,388 | 5,479 | 5,544 | 5,656 | 6.5 | 6.7 |
| **Per Capita Personal Income ($, SAAR) EBR** | 20,435 | 21,036 | 21,069 | 21,305 | 21,525 | 5.3 | 5.6 |
| **Average Wage Per Employee, Annual Rate ($) E** | 26,622 | 27,189 | 27,321 | 27,366 | 27,546 | 3.5 | 3.9 |
| **Measures of Financial Institutions** | | | | | | | |
| **Banks and S&Ls Combined ($mil) ASBD** | | | | | | | |
| Assets | 38,527 | 39,505 | 39,810 | 31,064 | 32,145 | -16.6 | -2.9 |
| Loans | 23,303 | 23,735 | 24,161 | 21,266 | 22,699 | -2.6 | 2.1 |
| Liabilities | 35,558 | 36,640 | 36,140 | 28,558 | 29,791 | -16.2 | -3.0 |
| Deposits | 32,546 | 32,593 | 32,512 | 25,909 | 27,252 | -16.3 | -5.9 |
| Equity Capital | 2,969 | 2,865 | 3,670 | 2,506 | 2,354 | -20.7 | -2.1 |
| Capital:Asset Ratio (%) | 8.6 | 8.1 | 10.1 | 8.9 | 8.1 | NA | NA |

## MEASURES OF INFLATION AND PRICES

| | IV 95 | I 96 | II 96 | III 96 | IV 96 | % change versus year ago for: most recent quarter | most recent 4-quarters |
|---|---|---|---|---|---|---|---|
| **Consumer Price Index (1982-84=100) ASU & BLS** | | | | | | | |
| Metropolitan Phoenix | 161.3 | 162.9 | 168.4 | 167.6 | 168.6 | 4.5 | 5.1 |
| Western Region (U.S.) | 154.3 | 156.4 | 157.5 | 158.6 | 158.7 | 2.9 | 2.7 |
| U.S. - All Urban Consumers | 153.6 | 155.0 | 156.5 | 157.4 | 158.5 | 3.2 | 2.9 |
| U.S. - Urban Wage Earners | 150.9 | 152.3 | 153.9 | 154.6 | 155.8 | 3.2 | 2.9 |
| **Price Indexes (1992=100) BEA** | | | | | | | |
| Gross Domestic Product | 108.4 | 109.0 | 109.6 | 110.2 | 110.7 | 2.1 | 2.1 |
| Personal Consumption Expenditures | 108.3 | 108.9 | 109.8 | 110.2 | 111.0 | 2.5 | 2.2 |

## MEASURES OF INFLATION AND PRICES - MONTHLY DATA

| | OCT 96 | NOV 96 | DEC 96 | JAN 97 | FEB 97 | % change versus year ago for: most recent month | most recent 12-months |
|---|---|---|---|---|---|---|---|
| **Consumer Price Index (1982-1984=100) BLS** | | | | | | | |
| U.S. - All Urban | 158.3 | 158.6 | 158.6 | 159.1 | 159.6 | 3.0 | 3.0 |
| U.S. - Wage Earners | 155.5 | 155.9 | 155.9 | 156.3 | 156.8 | 3.0 | 3.0 |

**Sources and abbreviations:**

ADES: Arizona Department of Economic Security
ADHS: Arizona Department of Health Services
ADOR: Arizona Department of Revenue
ADOT: Arizona Department of Transportation
ARMLS: Arizona Regional Multiple Listing Service
ASBD: Arizona State Banking Department
ASPB: Arizona State Parks Board
ASU: Arizona State University, College of Business, Research Centers
BEA: Bureau of Economic Analysis, U.S. Department of Commerce
BLS: Bureau of Labor Statistics, U.S. Department of Labor
Census C-40, Bureau of the Census, U.S. Department of Commerce
EBR: Economic & Business Research Program, The University of Arizona
F.W. Dodge, Division of McGraw Hill Information Systems Co. (proprietary data provided by special permission)
NPS: National Park Service, U.S. Department of the Interior
NSCCC: Nogales-Santa Cruz Chamber of Commerce
PSIA: Phoenix Skyharbor International Airport
SAAR: Seasonally adjusted at annual rates
TAA: Tucson Airport Authority
TAR: Tucson Association of Realtors
USINS: U.S. Immigration & Naturalization Service, U.S. Department of Justice
U.S. Bankruptcy Court, District of Arizona
USCS: U.S. Customs Service, U.S. Department of the Treasury

| | OCT 96 | NOV 96 | DEC 96 | JAN 97 | FEB 97 | % change versus year ago for: most recent month | most recent 12-months |
|---|---|---|---|---|---|---|---|
| **TRAVEL AND TOURISM** | | | | | | | |
| **Visits to Parks & Other Recreational Areas, ADOT, NPS & ASPB** | | | | | | | |
| Northern Arizona | 1,756,978 | 1,079,010 | 989,348 | 963,301 | 962,805 | -6.0 | -5.4 |
| Historical | 178,249 | 104,975 | 95,074 | 87,444 | 114,706 | -12.3 | 2.1 |
| Scenic | 543,390 | 287,789 | 220,602 | 199,349 | 246,255 | -0.2 | -7.4 |
| Water Based Recreation | 1,035,339 | 686,246 | 673,672 | 676,508 | 601,844 | -7.0 | -5.6 |
| Southern Arizona | 226,341 | 229,557 | 236,285 | 278,813 | ... | ... | ... |
| Historical | 47,097 | 43,293 | 52,229 | 59,343 | 83,772 | -9.8 | 1.6 |
| Scenic | 151,082 | 166,932 | 171,159 | 198,886 | ... | ... | ... |
| Water Based Recreation | 28,162 | 19,332 | 12,897 | 20,584 | 34,162 | -2.6 | -8.0 |
| **International Border Crossings, USINS & USCS** | | | | | | | |
| U.S. Citizens | 706,664 | 836,221 | 732,435 | 740,695 | ... | 5.5 | 4.3 |
| Aliens | 1,788,255 | 1,589,184 | 1,874,219 | 1,855,077 | ... | -6.0 | -2.9 |
| Vehicles | 753,376 | ... | ... | 755,181 | ... | -1.1 | ... |

*See notes at bottom of Arizona - Quarterly table.*

NOTE: The publication date of *Arizona's Economy* is in transition from the middle month of each quarter to the first month of each quarter. To accomplish this change, we will publish our next issue in September followed by an issue in January, 1998, and every three months thereafter – April, July and October, 1998.

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