

WHAT IS THE ABI-CS™?

- The Arizona Business Index of Consumer Sentiment™ is a barometer of the health of the Arizona economy from the perspective of the Arizona consumer.
- **Methodology:** To track consumer sentiment in the state of Arizona, OHPI asks Arizonans how they feel about their personal current situation, their personal future expectation, their expectation for future business conditions and their current buying confidence.
- The questions are the same every month providing for accurate tracking through the months, quarters and years.

Current Situation Questions

■ Personal Current Situation

We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse off financially than you were a year ago?

■ Current Buying Situation

About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or bad time for people to buy major household items?

Future Expectation Questions

■ Personal Future Expectation

Now looking ahead--do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?

■ Future Business Expectation – 1 Year

Now turning to business conditions in the state of Arizona as a whole--do you think that during the next twelve months we'll have good times financially, or bad times, or what?

■ Future Business Expectation – 5 Years

Looking ahead, which would you say is more likely--that in the state of Arizona as a whole, we'll have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression, or what?

SPONSORSHIP

The ABI-CS™ provides information that is not currently available in the marketplace. For example, it is easy to collect survey responses, but it is difficult to separate relevant public opinion data from other noise that is available.

The ABI-CS™ provides the most comprehensive consumer sentiment polling in Arizona, help to distinguish fact from fiction. The methodology is modeled after the University of Michigan's Consumer Sentiment Index, which has proven to be a leading indicator of upward and downward economic trends.

The ABI™ project is able to adapt quickly to business cycle and political climate changes, which is a unique aspect of this particular product: it adapts to your needs. For example, due to recent events, a section regarding the impacts of COVID-19 has been added to the survey to measure and track the effects.

The ABI™ and the ABI-CS™ are managed by experts in public opinion polling, data science, and public policy to provide the most accurate report.

Investors in the ABI-CS™ Project will have exclusive access to valuable insights, as well as personalized opportunities to have the information presented to their companies on an individual basis. Sponsoring companies will also receive recognition on the report and at any Forums presenting the findings.

Interested? Contact Mike Noble, Chief of Research, m.noble@ohpredictive.com or 602-362-5694