



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2003-II-04]

Contact: Earl de Berge
Research Director

MAJOR SURGE IN PUBLIC BELIEF ARIZONA IS HEADED IN THE "RIGHT DIRECTION"

Phoenix, Arizona, May 5, 2003. The proportion of Arizonans who believe the state is headed in the "*right direction*", has jumped to 47 percent. This compares to only 40 percent in January and 38 in October of 2002. At the same time, those characterizing Arizona as headed in the "*wrong direction*" fell to 32 percent, five points lower than January and 15 points lower than October, 2002. Further, the current "*wrong direction*" reading is at its lowest level in 12 months.

The improved readings are seen across the state and are also bipartisan, with particular strength shown among Republicans (+ 9 points) and Democrats (+8 points). Among registered Independents the reading this period is both the lowest and the least improved since January (+2 points). Geographically, the strongest readings are in Maricopa and Pima counties with "*right direction*" readings of 51 and 46 percent respectively. In the rural counties, only 37 percent believe the state is headed in the "*right direction*" and nearly as many remain of the opinion that it is headed in the "*wrong direction*".

These findings, coupled with the recently reported improved readings in the Consumer Confidence Index for both Arizona and the nation may herald more robust consumer spending and stock market investments, two long awaited events to help spur economic recovery.

The findings outlined in this report are based on a survey of 700 adult heads of household throughout Arizona between April 7th and 10th 2003, by the Behavior Research Center of Arizona as part of the centers independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit www.brcpolls.com to read this and other recent polls

Improved optimism about the state has risen dramatically among women consumers – now at 45 percent compared to barely 37 percent in January. It has also risen by 13 points among 35 to 54 year old consumers and by eight points among consumers over 55 years of age. The only Arizonans running counter to the trend are adults under the age of 35, where the "*right direction*" reading fell seven points between January and April.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-I-04) is based on 700 telephone interviews with adults, conducted from April 7th through April 10th, 2003 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.8 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.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2003-II-04

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

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

BELOW: Statistical data for reference.

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

“Do you think things in Arizona are going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?”

	RIGHT DIRECTION	WRONG TRACK	A LITTLE OF BOTH	(NET TO RIGHT DIRECTION)
April 2003	47%	32%	7%	(+ 15)
Jan. 2003	40	37	13	(+ 3)
Oct. 2002	38	47	8	(- 9)
July 2002	50	34	5	(+ 16)
April 2002	45	36	11	(+ 9)
July 1999	54	23	18	(+ 31)
April 1999	56	23	16	(+ 33)
Jan. 1999	66	18	12	(+ 48)
Oct. 1998	60	25	10	(+ 35)
July 1998	54	27	13	(+ 27)
April 1998	57	27	12	(+ 30)
Jan. 1998	56	31	9	(+ 25)
Jan. 1997	48	34	19	(+ 14)
Oct. 1996	42	39	19	(+ 3)
<u>DETAIL APRIL 2003</u>				
<u>GENDER</u>				
Men	48	30	8	(+ 18)
Women	45	34	6	(+ 11)
<u>PARTY ID</u>				
Republicans	53	30	6	(+ 23)
Democrat	48	33	3	(+ 15)
Non-partisan	40	37	9	(+ 3)
<u>AGE</u>				
Under 35	49	28	7	(+ 21)
35 to 54	45	36	9	(+ 9)
55 +	48	30	5	(+ 18)
Maricopa	51	30	9	(+ 21)
Pima	46	37	6	(+ 9)
Rural	37	34	6	(+ 3)