



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2003-III-06]

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UPBEAT MOOD ON DIRECTION OF STATE HOLDING STEADY

Phoenix, Arizona, July 30, 2003. In April, a major upward surge in consumer belief that the state is headed in the “right direction” was registered – and in July it appears to be holding despite a sag in consumer confidence in the economy. Today, 46 percent believe Arizona is headed in the right direction, 32 percent believe the state is seriously off track. The balance either are unsure or have mixed opinions.

While the current reading is a far cry from the 66 percent “right direction” readings registered in January of 1999, it is well above last October when only 38 percent thought we were on the right track, and January of this year when the figure was at 40 percent.

Men are noticeably more optimistic about the direction of the state and young adults generally are more positive than their older counterparts. Republicans and Maricopa County residents also evince above-average belief that Arizona is headed in the right direction.

The findings outlined in this report are based on a survey of 701 adults across Arizona conducted between July 14th and July 18th, 2003, 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 to read this and other recent polls.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-III-06) is based on 701 telephone interviews with adults, conducted from July 14th through July 18th, 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.

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
Rocky Mountain Poll - Arizona
RMP 2003-III-06

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)
July 2003	46%	32%	9%	(+ 14)
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)

DETAIL JULY 2003GENDER

Men	50	30	8	(+ 20)
Women	43	35	9	(+ 8)

PARTY ID

Republicans	50	34	9	(+ 16)
Democrat	48	32	9	(+ 16)
Non-partisan	44	34	13	(+ 10)
Not registered	42	29	7	(+ 13)

AGE

Under 35	50	27	9	(+ 23)
35 to 54	49	33	8	(+ 16)
55 +	42	33	10	(+ 9)
Maricopa	49	31	7	(+ 18)
Pima	44	42	4	(+ 2)
Rural	40	28	16	(+ 12)