



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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ARIZONA ON "RIGHT TRACK" – MORE OR LESS

Phoenix, Arizona, May 3, 2005. Although less positive than they were in January, Arizonans think the state is headed in the "right," not the "wrong" direction these days. This view holds across the state, notwithstanding growing concerns that the health of the national economy may be souring and despite declining confidence in the presidency of George W. Bush.

The "right way-wrong way" question senses more than consumers' views on national economics, including their views about political and business leadership in the state, life-style in their community, public safety and their personal economic situation.

Overall 55 percent of Arizonans say the state is headed in the right direction compared to 32 percent who see Arizona as seriously off track. This compares to 58 percent who answered "right track" in January and 28 percent who answered "wrong track."

The findings outlined in this report are based on a survey of 682 adults across Arizona conducted between April 12th and April 17th, 2005, 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.

While Arizonans hold a generally positive view, it is not held with unanimity. Those most likely to believe the state is headed in the right direction include men (58%), young people (63%), upper income families (61%), folks with a job (59%) and Republicans (63%).

Noticeably less enthusiastic are women (51%), retirees (48%), Hispanics (44%) and the growing number of political independents in Arizona (41%)

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2005-II-04) is based on 682 telephone interviews with adults, conducted from April 12th through April 17th, 2005, 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 voter segment of the sample includes 524 voters and has an estimated margin of error +/-4.4 percent. 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
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For this and other polls, see www.brcpolls.com/results.

Next page: Summary Tables on Arizona Consumer Confidence and Bush ratings.

"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 DIREC- TION	WRONG TRACK	A LITTLE OF BOTH	(NET TO RIGHT DIREC- TION)
April 2005	55%	32%	6%	(+ 23)
Jan. 2005	58	28	8	(+ 30)
Oct. 2004	50	28	13	(+ 22)
July 2004	53	27	12	(+ 26)
May 2004	45	32	13	(+ 13)
Jan. 2004	48	30	14	(+ 18)
Oct. 2003	45	33	11	(+ 12)
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)

DETAIL: APRIL 2005

Men	58	7	29	(+ 29)
Women	51	5	34	(+ 17)
<u>AGE</u>				
Under 35	63	4	27	(+ 36)
35 to 54	53	5	35	(+ 18)
55+	51	9	32	(+ 19)
Retirees	48	7	36	(+ 12)
Republican	63	8	23	(+ 40)
Independent	41	6	40	(+ 1)
Democrat	53	4	36	(+ 17)

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**2005-II-02**

**ARIZONA CONSUMER CONFIDENCE INDEX – April 2005**

|                                      | 2005  |              | 2004  |       |      |       | 2003  |      |       |      | 2002 |       |
|--------------------------------------|-------|--------------|-------|-------|------|-------|-------|------|-------|------|------|-------|
|                                      | Apr   | Jan          | Oct   | July  | Apr  | Jan   | Oct   | July | Apr   | Jan  | Oct  | July  |
| <u>Consumer Confidence Index</u>     |       |              |       |       |      |       |       |      |       |      |      |       |
| Statewide                            | 97.4  | <b>104.3</b> | 101.1 | 101.3 | 90.1 | 92.2  | 91.8  | 84.1 | 86.5  | 83.3 | 82.3 | 96.1  |
| Phoenix                              | 99.9  | <b>107.9</b> | 103.2 | 102.5 | 89.3 | 94.3  | 93.0  | 87.9 | 86.6  | 84.6 | 85.5 | 96.6  |
| Tucson                               | 87.8  | <b>91.0</b>  | 93.5  | 96.4  | 91.7 | 84.4  | 88.5  | 72.0 | 83.1  | 82.3 | 76.2 | 92.7  |
| <u>Index Detail (Statewide):</u>     |       |              |       |       |      |       |       |      |       |      |      |       |
| Present Situation Index              | 103.8 | <b>105.0</b> | 96.8  | 93.2  | 79.7 | 80.4  | 76.7  | 63.0 | 62.6  | 69.4 | 70.8 | 85.2  |
| Expectation Index<br>(Next 6 Months) | 93.3  | <b>103.8</b> | 104.0 | 106.7 | 97.1 | 100.0 | 101.9 | 98.2 | 102.5 | 93.4 | 90.0 | 103.4 |

**2005-II-03**

**Rocky Mountain Poll – Arizona**

*"Next, I'd like to read you the names of some public officials. As I read each one, please just tell me if you think the job they are doing in office is excellent, good, fair, poor or very poor." (READ EACH; ROTATE LIST)*

| <b>President George W. Bush</b> |             | EXCELLENT/<br>GOOD | FAIR       | POOR/VERY<br>POOR | (NET POS<br>TO NEG) |
|---------------------------------|-------------|--------------------|------------|-------------------|---------------------|
| <b>April</b>                    | <b>2005</b> | <b>41%</b>         | <b>19%</b> | <b>38%</b>        | <b>(+ 3)</b>        |
| Jan.                            | 2005        | 53                 | 16         | 28                | (+ 25)              |
| Oct.                            | 2004        | 50                 | 15         | 31                | (+ 19)              |
| July                            | 2004        | 52                 | 15         | 30                | (+ 22)              |
| April                           | 2004        | 45                 | 16         | 36                | (+ 9)               |
| January                         | 2004        | 50                 | 16         | 29                | (+ 21)              |
| October                         | 2003        | 51                 | 19         | 27                | (+ 24)              |
| July                            | 2003        | 56                 | 20         | 21                | (+ 35)              |
| April                           | 2003        | 69                 | 13         | 14                | (+ 55)              |
| January                         | 2003        | 57                 | 21         | 18                | (+ 39)              |
| October                         | 2002        | 58                 | 19         | 20                | (+ 38)              |
| July                            | 2002        | 63                 | 21         | 15                | (+ 48)              |
| April                           | 2002        | 73                 | 15         | 10                | (+ 63)              |
| January                         | 2002        | 77                 | 15         | 7                 | (+ 70)              |
| October                         | 2001        | 79                 | 14         | 5                 | (+ 74)              |
| July                            | 2001        | 44                 | 27         | 21                | (+ 23)              |
| April                           | 2001        | 49                 | 24         | 19                | (+ 30)              |

**April 2005: President Bush**

*"More specifically, would you say President George W. Bush is doing an excellent, good, only fair, poor or a very poor job in each of the following areas?"*

|                                                                  | Excellent/<br>Good | Only<br>Fair | Poor/Very<br>Poor | NET TO POSITIVE |         |
|------------------------------------------------------------------|--------------------|--------------|-------------------|-----------------|---------|
|                                                                  |                    |              |                   | Jan. 05         | Apr. 05 |
| Managing the situation in Iraq                                   | 41%                | 19%          | 38%               | (+ 7)           | (+ 3)   |
| Reducing your taxes                                              | 31                 | 27           | 36                | (+ 13)          | (- 5)   |
| Protecting the environment                                       | 32                 | 25           | 37                | (+ 2)           | (- 5)   |
| Improving the nation's economy                                   | 30                 | 26           | 41                | (+ 6)           | (- 11)  |
| Understanding the needs of people<br>like you                    | 34                 | 19           | 45                | NA              | (- 11)  |
| Developing a good exit strategy for<br>Iraq                      | 32                 | 18           | 44                | (- 7)           | (- 12)  |
| Improving world opinion of the U.S.                              | 30                 | 22           | 43                | (+ 2)           | (- 13)  |
| Improving the U.S. balance of trade                              | 25                 | 24           | 41                | (- 1)           | (- 16)  |
| Assuring the financial security of the<br>social security system | 27                 | 20           | 47                | (- 8)           | (- 20)  |
| Reducing health care costs for<br>Americans                      | 21                 | 20           | 52                | (- 19)          | (- 31)  |
| Reducing deficit spending by the<br>Federal government           | 16                 | 23           | 54                | (- 28)          | (- 38)  |