



NEWS RELEASE [2000-IV-07]

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WESTERN WEAR STILL STYLISH WITH FOUR IN TEN ARIZONANS

PHOENIX, Ariz. (November 12, 2000) – As Arizona’s urban populations grow and tens of thousands of people move here each year from other areas of the country and world, the popularity of western garb still cuts a wide swath. Four in ten adults say they don western shirts, pants, boots or hats from time to time and, among men, the figure rises to nearly half.

The popularity of western clothing, however, appears to be generational and, given the lower readings among younger adults, it appears that the long-term future for western wear may not be as bright as it is today. Among adults under the age of 35, western clothing of any kind is worn by only a quarter, but rises to above 40 percent in all older age groups, including retirees. On the other hand, if anything can change in unpredictable ways, it is young adults’ taste in clothing or the ideas they have as to what is “fashionable.”

The popularity of western clothing also reveals variations by gender and in terms of what part of the state one lives. Thus, while 48 percent of men dress in western wear from time to time, the figure drops to 28 percent among women. And, as might be expected, western styles are more popular in the rural counties of Arizona and in Pima County compared to Arizona’s most urbanized area, Maricopa County.

Indian jewelry continues to enjoy popularity with three of ten adults, including nearly four in ten Arizona women. Like western clothing, Indian jewelry enjoys its greatest popularity in rural Arizona and among adults over the age of 35. One in five men in Arizona say they wear Indian jewelry.

The findings outlined in this report are based on a survey of 718 heads of household throughout Arizona conducted in October by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series begun in 1969. For more information you may visit www.brcpolls.com.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2000-IV-07), is based on 718 interviews with heads of household throughout Arizona between October 4 and 6, 2000. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.7 percent of what they would have been had the entire voter 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 sponsored by the Center.

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

ENCLOSED: Statistical tables

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2000-IV-07

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“These days, do you ever wear the following types of clothing?” “...Indian Jewelry?”

PERCENT ANSWERING “YES”

	Western Cut Pants	Western Cut Shirts	Western Boots	Cowboy Hat	Any Of These	Indian Jewelry
<u>TOTAL</u>	26%	23%	23%	18%	39%	29%
<u>GENDER</u>						
Men	34	32	31	24	46	20
Women	18	15	16	12	28	38
<u>AGE</u>						
Under 35	16	15	16	12	25	17
35 to 54	32	25	31	22	41	29
55+	27	27	21	19	39	37
<u>COUNTY</u>						
Maricopa	23	21	21	17	34	25
Pima	24	25	25	18	37	31
Rural	35	29	27	21	44	38

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