



NEWS RELEASE [2000-IV-12]

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HELLO ALAN GREENSPAN!
GYRATIONS IN 2000 STOCK MARKET
HASN'T UNNERVED INVESTORS

Phoenix, Arizona, December 5, 2000. Forty-three percent of Maricopa adults say they invested some of their money in the stock market over the past 12 months. Even though only half report having realized a gain in the value of their holdings, a still greater percent of consumers say they plan to invest in the market in the coming 12 months, including 89 percent of investors who said they lost money during 2000!

The proportion investing in the stock market during 2000 averages 43 percent county-wide but rises to 74 percent among college-educated adults and to 68 percent among upper income families. The most active age group dabbling in the stock market are those in the 35 to 55 age bracket. But investing is not restricted to the affluent; a quarter of middle and lower income families report having made stock market investments, as did a third of retirees and 28 percent of young adults.

The findings outlined in this report are based on a survey of 605 residents of Maricopa County conducted in November by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. For more information you may visit www.brcpolls.com.

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Perhaps most surprising in these numbers are the responses we registered when investors were asked whether their efforts in the stock market resulted in any gains. Only half answered in the affirmative while 21 percent frankly admitted losing money and another quarter said they ended up about where they started. Three percent of investors candidly admitted they have not paid enough attention to know whether they lost or made money.

Considering that some people may be reluctant to admit their investments have not paid off, we suspect it is possible the proportion who report having made money is somewhat inflated.

Looking to the future, 52 percent of adults in the County plan to invest in the coming year, led principally by upper income families (78%) , college graduates (65%) and working age people from 35 to 55 years of age (63%). Not including people who may invest by themselves on-line, it appears that brokers may lose roughly nine percent of past year investors. On the other hand, this could be more than made up for by the fact that one in every four adults who say they demurred from the market in 2000 indicate they plan to move some of their funds there this coming year.

- 30 -

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2000-IV-12), is based on 605 interviews with adult heads of household throughout the metropolitan Phoenix area between November 10 and 20, 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 4.1 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 sponsored by the Center.

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

ENCLOSED: Statistical tables.

STATISTICAL DATA

You may view this and other polls at www.brcpolls.com.

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2000-IV-12

"In the past 12 months, have you invested any of your money in the stock market?"

		<u>All Adults</u>
Yes		43%
<u>GENDER</u>		
Male		45
Female		40
<u>AGE</u>		
Under 35		28
35 to 54		56
55 +		41
Retirees		34
<u>INCOME</u>		
Under \$45K		23
\$45K to \$64.9K		49
\$65K +		68

"During that same period of time, has the value of the stock investments you made increased, decreased or remained basically unchanged?"

Increased	52%
No change	24
Decreased	21
Not sure	3

"Looking to the coming 12 months, will you definitely, probably, probably not or definitely not invest in the stock market?"

	All Adults	Investors In Past 12 Months	Did Not Invest In Past 12 Months
Definitely	27%	57%	3%
Probably	25	34	21
Total	52	91	24

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