



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2001-IV-10

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President

CONFIDENCE IN VALLEY ECONOMY
POSTS LARGEST GAIN IN SEVEN QUARTERS;
PUBLIC FORESEES RECOVERY IN SIX MONTHS;
MOST FEEL NEED TO SPEND CONSERVATIVELY

Phoenix, Arizona, December 1, 2001.

Maricopa County consumers are more bullish on the future of the Valley economy than at any time since February 2000, with 33 percent believing the local economy will “get better” in the next six months, compared to 23 percent who feel it will “get worse.” Forty-two percent expect it to remain the same.

Perhaps more important, the percentage who expect the Valley economy to improve in the near future is now at its highest point in 5½ years, when the same percentage was registered in February 1996. This is a particularly optimistic signal, given the pessimistic attitude regarding the current situation in the most recent Arizona Consumer Confidence Index conducted by Behavior Research Center.

Confidence in the future of the Valley economy has now registered gains in the past two quarters, after two quarters of neutral or negative readings. Confidence is highest among middle income families - those with household incomes between \$35,000 and \$55,000 per year - with 41 percent expecting the economy to get better compared to just 16 percent expecting it to get worse.

The findings outlined in this report are based on a survey of 602 adults in Maricopa County conducted between November 9 and November 15, 2001, 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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Consumers also feel the Arizona economy will recover slightly faster than the national economy. While they feel the national economy will take 6.0 months to pull out of the recession, Arizona's economy is expected to recover in 5.9 months.

When it comes to their own responsibility to themselves and their families, 60 percent of Valley consumers feel their greatest responsibility is to spend conservatively until the economy recovers, while 28 percent believe they should spend more to help the economy recover.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-IV-10) is based on 602 interviews with adults in Maricopa County conducted from November 9th through November 15st, 2001. Where necessary, figures for age, sex, and race were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one may 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 data for reference.

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

STATISTICAL DATA

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“During the coming six months, do you think the economy here in the Valley will get better, get worse or remain about the same?”

		GET BETTER	REMAIN SAME	WORSEN	NOT SURE	(NET TO “GET BETTER”)
Nov.	2001	33%	42%	23%	2%	(+10)
Aug.	2001	22	57	18	3	(+ 4)
May	2001	19	50	28	3	(- 9)
Feb.	2001	22	52	22	4	(0)
Nov.	2000	20	61	13	6	(+ 7)
Aug.	2000	20	64	11	15	(+ 9)
May	2000	21	59	14	6	(+ 7)
Feb.	2000	23	63	9	5	(+14)
Nov.	1999	26	57	13	4	(+13)
Aug.	1999	22	59	15	4	(+ 7)
May	1999	21	63	10	6	(+11)
Feb.	1999	26	62	7	5	(+19)
Nov.	1998	24	59	14	3	(+10)
Aug.	1998	21	62	14	3	(+ 7)
May	1998	32	57	9	2	(+23)
Feb.	1998	26	62	7	5	(+19)
Nov.	1997	30	57	9	4	(+21)
Aug.	1997	30	61	6	3	(+24)
May	1997	27	60	10	3	(+17)
Feb.	1997	29	59	9	3	(+20)
Nov.	1996	27	56	12	5	(+15)
Aug.	1996	23	59	14	4	(+ 9)
May	1996	30	52	14	4	(+16)
Feb.	1996	33	51	11	5	(+22)
Nov.	1995	32	50	13	5	(+19)
Aug.	1995	34	54	8	4	(+26)
May	1995	26	55	13	6	(+13)
Feb.	1995	31	53	11	5	(+20)
Nov.	1994	37	48	11	4	(+26)
Aug.	1994	38	53	7	2	(+31)
May	1994	38	48	11	3	(+27)
Feb.	1994	44	43	10	3	(+34)
Nov.	1993	37	48	12	4	(+25)
Aug.	1993	29	46	18	6	(+11)

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**STATISTICAL DATA**

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*“Some believe the U.S. economy is now in a recession and consumer confidence around the country has fallen to low levels. In your opinion, how many months do you think it will be before the U.S. economy begins to pull out of recession?”*

*“And how many months do you think it will be before the Arizona economy begins to pull out of recession?”*

|                    | <u>NATIONAL<br/>RECOVERY</u> | <u>ARIZONA<br/>RECOVERY</u> |
|--------------------|------------------------------|-----------------------------|
| 1 to 3 months      | 22%                          | 23%                         |
| 4 to 6 months      | 28                           | 30                          |
| 7 to 9 months      | 8                            | 11                          |
| 10 to 12 months    | 22                           | 19                          |
| More than one year | <u>20</u>                    | <u>17</u>                   |
|                    | 100%                         | 100%                        |
| <br>MEDIAN         | <br>6.0                      | <br>5.9                     |

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“During a recession such as this one, which of the following do you think is the greater responsibility for you and your family?”

	<u>%</u>
Spend conservatively until economy recovers	60%
Spend more to help economy recover	28
Don't know	12

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