



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2002-III-06

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VIEWS THAT ARIZONA IS "SERIOUSLY OFF TRACK" MAY BE SUBSIDING

Phoenix, Arizona, August 1, 2002. Belief that Arizona is headed in the "right direction" improved modestly in July and now stands at 50 percent, compared to 45 percent in April. At the same time, the proportion of Arizona consumers who believe their state is "seriously off track" subsided to 34 from 36 percent. Men are the most convinced things are going well, while women are more skeptical.

The improved overall reading was registered at the same time that consumer confidence took a turn for the worse, a set of findings that suggest Arizonans look more favorably on the economic situation in this area than on the national economic picture.

This most recent survey also registers unmistakably partisan overtones. Thus, where Republicans are increasingly likely to characterize the state as headed in the right direction (57% compared to 48% in April), only 41 percent of Democrats agree, a level two points below what was registered in the spring.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-III-06) is based on 703 interviews with adults across Arizona, of which 537 interviews conducted were with registered voters, from July 10th through July 15th, 2002. 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 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 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.

BELOW: Statistical data

For this and other polls. See www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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"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	SERIOUSLY OFF TRACK	A LITTLE OF BOTH	(NET TO RIGHT DIRECTION)
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 APRIL 2002

GENDER

Men	54	33	4	(+ 21)
Women	46	35	5	(+ 11)

PARTY ID

Republicans	57	30	5	(+ 27)
Democrat	41	44	6	(- 3)
Non-partisan	45	44	1	(+ 1)

COUNTY

Maricopa	51	33	4	(+ 18)
Pima	46	37	6	(+ 9)
Rural	51	34	4	(+ 17)

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