



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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PESSIMISM ON LOCAL ECONOMY DEEPENS: NATIONAL OUTLOOK EVEN GLOOMIER

Phoenix, Arizona, November 18, 2002. Arizonans are still having a hard time shaking off gloomy feelings about the health of both the local and the national economy. One year ago, only 33 percent believed the economy was poised for recovery; today, that percent has slipped to 27 percent, while the proportion expecting a worsening in the local economy is at 21 percent – a level only modestly improved over this time last year.

Views of the national economy are more pessimistic. Thus, 28 percent expect it will worsen in the coming six months, while only 22 percent foresee improvement.

Low confidence with both the local and national economy tends to be most pronounced among younger adults, middle- and lower-income families and ethnic minorities – particularly African Americans and Native Americans.

The findings outlined in this report are based on a survey of 603 adult heads of household throughout Maricopa County conducted between November 7th and November 12th, 2002, 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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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-IV-13) is based on 603 telephone interviews conducted from November 7th through November 12th, 2002, with adult heads of household throughout Maricopa County. In a sample of this size, one may say with 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 Arizona Consumer Confidence Study 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.

BELOW: Statistical data

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

STATISTICAL DATA

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 Rocky Mountain Poll - Arizona
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“During the coming six months, do you think [the economy here in the Valley/the national economy] will get better, get worse or remain about the same?”

		GET	REMAIN		NOT	(NET TO
		BETTER	SAME	WORSEN	SURE	“GET
						BETTER”)
VALLEY ECONOMY WILL...						
Nov.	2002	28%	47%	21%	4%	(+7)
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)
NATIONAL ECONOMY WILL...						
Nov.	2002	22%	48%	27%	3%	(- 5)

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