



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2002-IV-8

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ARIZONA "OFF TRACK" – HIGHEST READING SINCE 1996

Phoenix, Arizona, October 23, 2002. Nearly half of Arizonans (47%) believe Arizona is "seriously off track," while only 38 percent believe the state is headed in the "right direction." These are the lowest "right direction" readings registered since 1996 when the question was first asked in Arizona. Furthermore, the current readings represent a radical drop between mid summer and the fall. In July, 50 percent assessed Arizona to be headed in the right direction.

As a general rule, such a negative voter mood in an election year may portend a public preparing to sweep incumbents from office. The Democratic party, however, may have missed a golden opportunity to cash in on such a mood by not mounting an "its time for a change" campaign. They may not see an opportunity like this again for years, perhaps for decades to come: an unpopular governor and legislature, consumer confidence at very low levels and belief that the state is headed in the wrong direction.

Negative responses on this question are particularly intense among men (51%), likely voters (53%) and Democrats (56%).

The findings outlined in this report are based on a survey of 713 adult consumers, including 544 registered voters, across Arizona conducted between October 1st and October 7th, 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-8) is based on 713 telephone interviews with adults, conducted from October 1st through October 7th, 2002 throughout Arizona. In the overall sample, 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 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.

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
RMP 2002-IV-8

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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	WRONG	A LITTLE	(NET TO
		DIRECTION	TRACK	OF BOTH	RIGHT
		DIRECTION)			
Oct	2002	38%	47%	8%	(- 9)
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 OCT 2002

GENDER

Men	34	51	10	(- 17)
Women	42	43	7	(- 1)

PARTY ID

Republicans	43	46	6	(- 3)
Democrat	28	56	12	(- 28)
Non-partisan	36	47	9	(- 11)
Likely voters	33	53	8	(- 20)

AGE

Under 35	50	35	11	(+ 15)
35 to 54	33	53	8	(- 20)
55 +	37	48	7	(- 11)
Retirees	37	48	8	(- 11)

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