



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2003-I-05]

Contact: Earl de Berge
Research Director

ANOTHER DIMENSION OF PUBLIC CONFIDENCE EMERGES:
"RIGHT TRACK" READINGS ADVANCE

Phoenix, Arizona, January 20, 2003. In another measure of public confidence in the new year, the proportion of Arizonans who believe the state is headed down the "wrong track" has shrunk dramatically – falling from 47 to 37 percent over the past three months. Simultaneously, those who see the state as on the right track rose to 40 percent from 38 percent in October.

Between October 2002 and today, the most pronounced positive shift in views is registered among men (improved 21 points) and consumers under the age of 35 (improved 13 points). Additionally, we register a fairly sharp favorable opinion shift among Democrats, a change that may trace to the election of Democrat Janet Napolitano to the governor's office. Interesting as well is the fact that Republicans remain the most favorable of all political subgroups regarding whether Arizona is headed in the right direction: 45 percent judge Arizona to be on the right track.

The findings outlined in this report are based on a survey of 675 adults across Arizona conducted between January 3rd and January 7th, 2003, 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.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-I-05) is based on 675 telephone interviews with adults, conducted from January 3rd through January 7th, 2003 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.8 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.

ENCLOSED: Statistical data for reference.

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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2003-I-05

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

"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	WRONG TRACK	A LITTLE OF BOTH	(NET TO RIGHT DIRECTION)
Jan. 2003	40%	37%	13%	(+ 3)
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)
<u>DETAIL JAN 2003</u>				
<u>GENDER</u>				
Men	43	39	12	(+ 4)
Women	37	36	14	(+ 1)
<u>PARTY ID</u>				
Republicans	45	32	13	(+ 13)
Democrat	40	41	13	(- 1)
Non-partisan	38	41	11	(- 3)
<u>AGE</u>				
Under 35	56	28	6	(+ 28)
35 to 54	32	43	17	(- 11)
55 +	40	37	13	(+ 3)