



*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE  
RMP 2004-I-12

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## RECENT HIRING HIGHEST SINCE THIRD QUARTER OF 2001; PLANNED HIRING ROBUST

Phoenix, Arizona, March 22, 2004. Twenty-five percent of local firms say they have expanded their full-time staff over the past six months, while 11 percent have reduced their full-time staff. This is a noticeable improvement over all of 2002 and 2003, but somewhat lower than was seen in 2000.

Planned hiring for the coming six months reveals high expectations for growth, with 39 percent saying they now expect to expand their full-time staffs and barely four percent expect to reduce their full-time employment. These are the rosiest readings since the third quarter of 2000 when 41 percent planned on expanding their staffs. The planned hiring readings are buoyed principally by strong readings in the construction industry and in the professional and scientific community where from 46 to 56 percent of firms anticipate they will need to expand their full-time staffs by the Fall.

On the other hand, planned hiring is below average in manufacturing, wholesale, retail and in the accommodations and food service industries.

This findings outlined in this report are based on a survey of 400 owners and managers of private businesses in Maricopa county. The **BusinessTRACK™** studies were initiated in January of 1990 and are completed twice a year in the public interest and are co-sponsored by the ASU College of Business Center for the Advancement of Small Business and by Behavior Research Center. The estimated margin of error for this study is plus or minus five percent at a .95 confidence interval. To qualify for this study a respondent must be an owner or manager of the company, employ between three and 100 employees and not be a subsidiary of a larger company that employs more than 100 employees. The survey was completed during February-March of 2004, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. For more information you may visit [www.brcpolls.com](http://www.brcpolls.com).

**EDITOR'S NOTE:** This Rocky Mountain Poll Arizona (2004-I-12) is based on 400 telephone interviews conducted from February 23, 2004 to March 2, 2004 with owners or managers of businesses in the metropolitan Phoenix area which have from three to 100 employees and which are not subsidiaries of larger corporations. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 5.0 percent of what they would have been had the entire population of owners and managers of such small businesses been surveyed. **BusinessTRACK™** Arizona is co-sponsored by the ASU College of Business Center for the Advancement of Small Business and Behavior Research Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

**STATISTICAL DATA**

Behavior Research Center  
 Rocky Mountain Poll - Arizona  
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<u>QUARTER</u>		<u>FULL-TIME STAFF PAST SIX MONTHS</u>		
		<u>EXPANDED</u>	<u>REDUCED</u>	<u>(NET)</u>
<b>First</b>	<b>2004</b>	<b>25%</b>	<b>11%</b>	<b>(+ 14)</b>
Third	2003	22	13	(+ 9)
First	2003	22	15	(+ 7)
Third	2002	22	13	(+ 9)
First	2002	20	18	(+ 2)
Third	2001	26	14	(+ 12)
First	2001	29	11	(+ 18)
Third	2000	28	13	(+ 15)
First	2000	20	12	(+ 8)
Third	1999	22	13	(+ 9)
First	1999	19	14	(+ 5)
Third	1998	23	14	(+ 9)
First	1998	24	12	(+ 12)
Third	1997	25	13	(+ 12)
First	1997	21	12	(+ 9)
Third	1996	14	8	(+ 6)
First	1996	18	11	(+ 7)

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PLANNED HIRING  
NEXT SIX MONTHS

| QUARTER      |             | EXPAND<br>STAFF | REDUCE<br>STAFF | NET           |
|--------------|-------------|-----------------|-----------------|---------------|
| <b>First</b> | <b>2004</b> | <b>39%</b>      | <b>4%</b>       | <b>(+ 35)</b> |
| Third        | 2003        | 37              | 5               | (+ 32)        |
| First        | 2003        | 36              | 8               | (+ 28)        |
| Third        | 2002        | 33              | 8               | (+ 25)        |
| First        | 2002        | 33              | 8               | (+ 25)        |
| Third        | 2001        | 39              | 5               | (+ 34)        |
| First        | 2001        | 37              | 9               | (+ 28)        |
| Third        | 2000        | 41              | 6               | (+ 35)        |
| First        | 2000        | 37              | 3               | (+ 34)        |
| Third        | 1999        | 36              | 5               | (+ 31)        |
| First        | 1999        | 45              | 3               | (+ 42)        |
| Third        | 1998        | 40              | 5               | (+ 35)        |
| First        | 1998        | 44              | 2               | (+ 42)        |
| Third        | 1997        | 45              | 3               | (+ 42)        |
| First        | 1997        | 38              | 6               | (+ 32)        |
| Third        | 1996        | 30              | 3               | (+ 27)        |
| First        | 1996        | 31              | 4               | (+ 27)        |

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