



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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MARICOPA CONSUMERS STILL RELUCTANT TO FORECAST THAT LOCAL ECONOMY IS "GETTING BETTER"

Phoenix, Arizona, March 17, 2006. One year ago the proportion of consumers in Arizona's most populated county who thought the economy would get better in the next six months reached 33 percent while only ten percent thought things might worsen. Today, only 23 percent see improvement in the economy on the horizon and 16 percent think conditions may get worse.

Fifty-six percent forecast a stagnant economy for the coming six months.

Attitudes about the local economy have see-sawed for the past year, but the general trend has been toward a lower level of optimism. Recently, optimism among men has taken a hit with those forecasting improvement shrinking from 31 percent in November of last year to 25 percent today and those who think conditions will worsen rising from 14 to 19 percent.

It is also apparent that optimism is found principally among consumers over the age of 44. Within their ranks, a quarter to a third see things as on the upswing but among younger adults, a fifth or less share their opinion. Optimism is also low among Hispanics (17%), lower income families (16%), and heads of household with only a high school education (14%).

Views on the local economy also appear to have political overtones in that political conservatives are the most optimistic (27%) while moderates and liberals take a more guarded outlook (21 and 19 percent respectively).

It remains curious that while most major indicators suggest that the economy is improving, consumers remain largely unconvinced.

The findings outlined in this report are based on a survey of 800 heads of household throughout Maricopa County conducted between February 3 and February 21, 2006, 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 (2006-I-09) is based on 800 telephone interviews conducted from February 3 through February 21, 2006, 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 4.08 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
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"During the coming six months, do you think the economy here in the Valley will get better, get worse or remain about the same as it is now?"

	Get Better	Get Worse	No Change/ Same	(Point Net to "Get Better")
<u>COUNTYWIDE</u>				
February 2006	23%	16%	56%	(+ 7)
November 2005	24	15	52	(+ 9)
August 2005	18	28	50	(- 10)
May 2005	26	17	51	(+ 9)
February 2005	33	10	51	(+23)
Men	25	19	53	(+ 6)
Women	20	13	60	(+ 7)
<u>INCOME</u>				
Under \$25,000	16	19	55	(- 3)
\$25,000 to \$44,999	22	18	52	(+ 4)
\$45,000 to \$64,999	32	12	51	(+20)
\$65,000 +	25	14	59	(+11)
Liberals	19	17	60	(+ 2)
Moderates	21	12	61	(+ 9)
Conservatives	27	17	52	(+10)

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