



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2001-I-13]

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CONSUMER BLUES GROWING IN VALLEY

Phoenix, Arizona, March 3, 2001. The national bandwagon of economic gloom is finding riders from Arizona. The proportion of consumers here who expect the Valley's economy to worsen in the coming six months has spiked to the highest level in eight years - now registering at 22 percent compared to 13 percent in November 2000 and only nine percent one year ago February.

An equal percentage think the economy will improve in the coming six months, a level that has remained relatively unchanged for the past 12 months.

Consumers most likely to foresee a worsening in the Valley's economy include women (24%) lower income families (30%), and Democrats (29%). In no subgroup of consumers, however, did we find more than 27 percent willing to predict that the economy will improve between now and June.

The findings outlined in this report are based on a survey of 608 residents of Maricopa County conducted in February 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.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-I-13), is based on 608 interviews with adult heads of household throughout the metropolitan Phoenix area during February of 2001. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 4.05 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 sponsored by the Center.

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

ENCLOSED: Statistical tables.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2001-I-13

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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?"

		GET BETTER	REMAIN SAME	WORSEN	NOT SURE	(NET TO "GET BETTER")
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)

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