



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2003-I-14

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GLOOMY MOOD ABOUT VALLEY ECONOMY UNCHANGED

Phoenix, Arizona, February 28, 2003. Valley consumers remain unchanged in their views of the near term future of the local economy with 27 percent forecasting it will improve by summer, and 21 percent expecting further erosion in the economic climate. The percentage who are unsure about the future edged up to five percent.

Men are noticeably more optimistic (32%) than women (22%) about the future of the local economy and optimism seems to rise among more affluent families. The most noticeable difference in views traces to politics: thus 36 percent of Republicans but only 19 percent of Democrats forecast an improving Valley economy.

The findings outlined in this report are based on a survey of 603 heads of household throughout Maricopa County conducted between February 6 and February 9, 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-14) is based on 603 telephone interviews conducted from February 6 through February 9, 2003, 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 4.07 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 this and other polls, see www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2003-I-14

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"During the coming six months, do you think [the economy here in the Valley/the national economy] will get better, get worse or remain about the same?"

		GET	REMAIN	NOT	(NET TO	
		BETTER	SAME	WORSEN	"GET	
				SURE	BETTER")	
VALLEY ECONOMY WILL...						
Feb.	2003	27%	47%	21%	5%	(+6)
Nov.	2002	28	47	21	4	(+7)
Nov.	2001	33	42	23	2	(+10)
Aug.	2001	22	57	18	3	(+ 4)
May	2001	19	50	28	3	(- 9)
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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