



*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE [RMP 2003-IV-07]

Contact: Earl de Berge  
Research Director  
Or  
Jim Haynes  
President

## BELIEF STATE HEADED IN RIGHT DIRECTION IS HOLDING STEADY

Phoenix, Arizona, October 30, 2003. Arizonans continue to believe the state is headed "in the right direction" which, for the first time this year, is running in parallel with a resurgence in confidence in the state and national economy. Today, 45 percent believe Arizona is headed in the right direction, 33 percent believe the state is seriously off track. The balance either are unsure or have mixed opinions. These readings are very similar to July.

Compared to July, belief that Arizona is headed in the right direction has surged most in Pima County, where 47 percent today, compared to 44 percent in July, say Arizona is on the right track. In July, 42 percent felt Arizona was "seriously off track," a figure that today registers only 28 percent.

The findings outlined in this report are based on a survey of 701 adults across Arizona conducted between October 9<sup>th</sup> and October 16<sup>th</sup>, 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](http://www.brcpolls.com) to read this and other recent polls.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2003-IV-07) is based on 701 telephone interviews with adults, conducted from October 9<sup>th</sup> through October 16<sup>th</sup>, 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. The voter subset of this poll included 540 respondents and the margin of error for that sample is estimated to be plus or minus 4.3 percent at a .95 confidence interval.

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

**ENCLOSED:** Statistical data for reference.

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP 2003-III-07

For this and other polls, see [www.brcpolls.com/results](http://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<br>DIRECTION | WRONG<br>TRACK | A LITTLE<br>OF BOTH | (NET TO<br>RIGHT<br>DIRECTION) |
|------------|--------------------|----------------|---------------------|--------------------------------|
| Oct. 2003  | 45%                | 33%            | 11%                 | (+ 12)                         |
| July 2003  | 46                 | 32             | 9                   | (+ 14)                         |
| April 2003 | 47                 | 32             | 7                   | (+ 15)                         |
| 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)                          |

DETAIL OCTOBER 2003

GENDER

|       |    |    |    |        |
|-------|----|----|----|--------|
| Men   | 46 | 30 | 13 | (+ 16) |
| Women | 44 | 35 | 10 | (+ 9)  |

PARTY ID

|                |    |    |    |        |
|----------------|----|----|----|--------|
| Republicans    | 48 | 36 | 6  | (+ 12) |
| Democrat       | 45 | 30 | 16 | (+ 15) |
| Non-partisan   | 43 | 34 | 14 | (+ 12) |
| Not registered | 41 | 30 | 18 | (+ 11) |

AGE

|          |    |    |    |        |
|----------|----|----|----|--------|
| Under 35 | 51 | 27 | 12 | (+ 24) |
| 35 to 54 | 46 | 34 | 10 | (+ 12) |
| 55 +     | 41 | 34 | 13 | (+ 7)  |

|          |    |    |    |        |
|----------|----|----|----|--------|
| Maricopa | 45 | 35 | 10 | (+ 10) |
| Pima     | 47 | 28 | 14 | (+ 19) |
| Rural    | 43 | 28 | 13 | (+ 15) |