



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2001-II-10]

Contact: Earl de Berge
Research Director

For this and other polls, see www.brcpolls.com/results.

MOST FORESEE STOCK MARKET RISE

Phoenix, Arizona, May 31, 2001. Consistent, perhaps, with the recent Conference Board report of rising consumer confidence at the national level, seven out of ten Arizona consumers say they believe the stock market will not, during the coming 12 months, resume the downward trend that had been experienced earlier in the year and throughout much of last year. Indeed, fully 51 percent expect the stock market to rise and another fifth believe it will perform at or near current levels.

Only a quarter forecast the stock market will resume a downward trend, including only four percent who expect it to decline sharply.

Optimism about the future of the stock market is very strong within the ranks of upper income families, men and older consumers, as well as among middle income families, all of which are important investor segments for the stock market. Within these groups, 70 to 80 percent expect the market will rise or at least remain stable.

It is only in the lowest income segments of Arizona society that optimism about the future of the market declines noticeably, but even within their ranks, six in ten forecast stability or a rising market.

- more -

The findings outlined in this report are based on a survey of 604 adults across Maricopa County conducted in May 2001, 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 poll results.

In another battery of questions, consumers were asked whether the declines in the stock market of the past several years had affected their purchase decisions in the stock market and in several other areas. Thirty-six percent admit that their buying of stocks, bonds or mutual funds was impacted by the market's poor performance, including 16 percent who said it had a "major" impact on their participation. Less affected were purchase of homes or other real estate (22%), automotive purchasing (18%), and buying of household appliances (12%). Considering that most consumers now feel the stock market is headed for recovery, it may be reasonable to anticipate some resurgence in consumer buying of major ticket items and perhaps a resumption in their stock market investments as well.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-II-10), is based on 604 interviews with adult heads of household throughout Maricopa County during May 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 +/-4.06 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.

For this and other polls, see www.brcpolls.com/results.

ENCLOSED: Statistical tables.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2001-II-10

For this and other polls, see www.brcpolls.com/results.

“Looking ahead to the next year or so, do you think the stock market will go up a lot, go up some, stay about where it is now, go down some or go down a lot?”

	Total	Upper Income	Middle Income	Lower Income
GO UP (NET)	<u>(51%)</u>	<u>(61%)</u>	<u>(56%)</u>	<u>(41%)</u>
A lot	6	8	5	5
Some	45	53	51	36
STAY WHERE IT IS (NET)	<u>(19%)</u>	<u>(20%)</u>	<u>(15%)</u>	<u>(20%)</u>
GO DOWN (NET)	<u>(23%)</u>	<u>(14%)</u>	<u>(26%)</u>	<u>(29%)</u>
A lot	4	31	4	5
Some	19	11	22	24
No opinion (net)	7	5	3	10
Total	100%	100%	100%	100%

~~~~~

“Has the stock market decline of the past couple of years had a major, a minor or no effect on your decision to purchase any of the following?”

|                                                        | No Effect | Minor Effect | Major Effect |
|--------------------------------------------------------|-----------|--------------|--------------|
| Major household appliances,<br>such as washer or dryer | 88%       | 7%           | 5%           |
| New automobile of any kind                             | 82        | 11           | 7            |
| Home or other real estate                              | 78        | 10           | 12           |
| Stocks, bonds or mutual<br>funds                       | 64        | 20           | 16           |

~~~~~