behavior research center's

Latino Poll

NEWS RELEASE
HTLP 2002-II-17

Contact: Luis Ortiz
Vice President, Hispanic Studies
Or: Earl de Berge
Research Director

CONSUMER CONFIDENCE INDEX POINTS TO SIGNIFICANT PESSIMISM AMONG ARIZONA HISPANICS ABOUT OUR CURRENT ECONOMIC CLIMATE

Phoenix, Arizona, June 12, 2002. The Arizona Consumer Confidence Index among Hispanics (93.1) is far below that of the general population (100.4), which has recently risen to its' highest level in three (3) quarters. The index is based on consumer views of the current economic climate and expectations about the near future. In this study, Hispanics are dramatically more pessimistic (74.7) than the general population (88.6) with regards to the current economic climate; however, Latinos show some optimism for a positive change in the next six months (105.3). This reading, nearly as high as that seen in the general market (108.2), shows evidence that Latinos expect significant positive changes in the next six months.

By comparison, the overall Consumer Confidence Index among Hispanic consumers has decreased since September 1997 from 98.4 to 93.1.

The findings outlined in this report are based on a survey of 502 Hispanic heads of household across Maricopa and Pima Counties, conducted between April 6 and April 26, 2002, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan HispanicTRACK™. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

Hispanics' views regarding the current economic climate appear to trace largely to their somewhat gloomy perceptions regarding the availability of jobs. In September of 1997, nearly four in ten Hispanics believed that jobs in the area were plentiful (36%). Now significantly fewer Hispanics believe jobs are plentiful (22%).

-more-

In fact, nearly four in ten of Hispanics (39%) have reported that jobs are hard to get. This is also significantly higher than the level seen among general market consumers in the same time frame (25%).

A segmentation by county reveals that Hispanic consumers in Tucson are more optimistic about the economy than those in Phoenix. This is the reverse of what is seen among general market consumers.

Segmentation by county also shows greater disparity between Phoenix and Tucson Hispanic consumers than was reported in September 1997.

-30-

EDITOR'S NOTE: This report is based on the twenty-fourth semi-annual wave of Behavior Research Center's HispanicTRACK™/Latino Poll survey, completed between April 6th and 26th in 2002, in which interviews were conducted with 502 Hispanic heads of household throughout Pima and Maricopa Counties. Respondents were interviewed in the language of their choice. 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 4.4 percent of what they would have been had the entire Hispanic population been surveyed. The Latino 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

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona

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

HTLP 2002-II-17

	April 2002 General Market	April 2002 Hispanic Consumers	September 1997 Hispanic Consumers
Consumer Confidence Index			
Statewide	100.4	93.1	98.4
Phoenix	102.3	90.9	95.6
Tucson	93.8	95.3	97.5
Index Detail (Statewide):			
Present Situation Index	88.6	74.7	94.3
Expectation Index (Next 6 Months)	108.2	105.3	97.5

Appraisal of Present Situation: Percent Holding Attitude

	April 2002 General Market	April 2002 Hispanic Consumers	September 1997 Hispanic Consumers
Business Conditions:			
Good	41%	39%	44%
Normal	41	45	45
Bad	13	13	9
Not sure	5	3	2
Employment:			
Jobs plentiful	27%	22%	36%
Not so many	32	30	29
Jobs hard to get	25	39	32
Not sure	16	9	3

Expectations For Six Month Hence: Percent Holding Attitude

	April 2002 General Market	April 2002 Hispanic Consumers	September 1997 Hispanic Consumers
Business Conditions:			
Better	43%	49%	28%
Same	41	33	55
Worse	9	11	12
Not sure	7	7	5
Employment:			
More jobs	42%	45%	32%
Same	32	28	44
Fewer jobs	15	17	17
Not sure	11	10	7
Family Income:			
Higher	29%	36%	39%
Same	65	53	51
Lower	4	7	6
Not sure	2	4	4

~~~~~~~~~~~~~~~~
~~~~~~~~~~~~~~~~

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
HTLP 2002-II-17

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