behavior research center's

Latino Poll

Contact: Earl de Berge
Research Director
Or
Jim Haynes
President

ROLE MODELS TO ARIZONA LATINOS:
IT'S ALL IN THE FAMILY

Phoenix, Arizona, November 6, 2003.   Ask adults in the Latino community who they consider to be the role models for young Hispanic kids today, and 65 percent of the time, the answer is going to extol some one in the family – and not necessarily mom or dad, but an aunt, uncle, grandparent, brother, sister or nephew who leads an exemplary life.

What is more, the probability that political leaders or even entertainers or athletes will be nominated as role models is very low – generally five percent or less.

Latinos, regardless of age, reveal similar views when it comes to nominating role models for young adults.   "Dad" is the single role model most likely to be nominated (18%) followed by "mom" at 12 percent.   But other family members and, particularly brothers, sisters and aunts or uncles who have played strong leadership or role model roles in the family are as a group, the most likely to receive such nominations – by 35 percent of all Hispanic adults.

It is interesting that Hispanics are disinclined to nominate well-known leaders in science, business, entertainment, politics, religion, athletics or in the arts and sciences.   The nominations that are made are very scattered and individual and include people such as Maya Angelou, Oscar de la Hoya, Sammy Sosa, Jimmy Carter, Cesar Chavez, Gloria Estefan, Cheech Marin, Edward James Olmos and Jennifer Lopez – but even these well known persons are nominated by only small numbers of people.   The simple truth is that Hispanics in Arizona believe their role models for young people are at home, in the neighborhood and in the community - not on the screen, classroom or halls of government.

Mom and dad are favorites.

The findings outlined in this report are based on a survey of 400 heads of household across Arizona who self-identify as Hispanic or Latino, conducted between September 23 through September 25, 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 Latino Poll (2003-III-17) is based on 400 telephone interviews with heads of household across Arizona who self-identify as Hispanic or Latino, conducted from September 23 through September 25, 2003. In the overall sample, one may say with 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 adult population been surveyed. The Latino Poll is a part of the ongoing series of Rocky Mountain Polls 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.

BELOW: Statistical data. 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.   LTLP 2003-III-17

"Which one person alive today do you consider to be the best role model for young Hispanics today? I mean, someone you admire for what they have accomplished in their career and how they live their lives."

		AGE		
	All Respondents	Under 35	35 to 44	45 +
FAMILY MEMBERS				
Dad	18%	23%	17%	12%
Mom	12	13	10	13
Extended family	35	31	37	38
NON-FAMILY				
Entertainers[1]	6	8	4	4
Political leaders[2]	5	7	6	4
Teachers, artists, medical[3]	3	3	5	1
Athletes[4]	2	2	1	2
Religion/spiritual leaders	2	0	2	2
Business leaders	1	0	0	2
Can think of no one	16	13	18	22

1. Entertainers include Gloria Estefan, Vicente Fernandez, Don Francisco, Jennifer Lopez, Cheech Marin, Edward James Olmos, Santana.

2. Political leaders include Caesar Chavez, Jimmy Carter, Raul Castro, Dolores Huerta.

3. Includes Maya Angelo, Francis Amya, Armando Arias.

4. Athletes include Oscar De La Hoya, Ana Grabiera Guerava, Sammy Sosa.

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