



*behavior research center's*

# *Latino Poll*

NEWS RELEASE  
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AIR POLLUTION IN ARIZONA TOP ENVIRONMENTAL CONCERN  
AMONG HISPANICS: WATER POLLUTION A STRONG SECOND

Phoenix, Arizona, June 6, 2002. Hispanics living in Arizona's urban areas are deeply concerned about the seriousness of air pollution in their communities, with nearly seven in ten now ratings air pollution as a "very serious" problem in the state and another 27 percent assessing air pollution as "somewhat serious" here.

Concern about air pollution rises sharply in the Metro Phoenix area (72% calling it "very serious"), compared to Metro Tucson where the figure, although still high, drops to 64 percent. The proportion rating air pollution as very serious also rises in families with two or more children living at home, a finding that may relate to respiratory difficulties some of their children may experience.

Hispanic consumers also offered their assessments of the seriousness of contamination of the soil with toxic wastes, pollution of ground water and of lakes and streams in the state and, as well, of visual pollution and of the destruction of the state's natural areas due to commercial and residential development. The results leave little doubt that concerns among Hispanic heads of household on pollution and environmental destruction are both widespread and fairly intense.

Toxic waste contamination of soil in Arizona is rated as a "very serious" problem by 64 percent and is somewhat higher in the Metro Phoenix area than in the Metro Tucson area. As well, the proportion choosing the "very serious" category climbs to a stunning 72 percent in low-income neighborhoods and may reflect the special problems people in these areas believe they have compared to more affluent areas of their communities.

Pollution of ground water is rated as "very serious" by 61 percent and reflects higher levels of concern in the Metro Tucson area (64%) than Metro Phoenix (60%).

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Fifty-five percent say that pollution of surface bodies of water such as lakes and streams is “very serious” in Arizona. Views on this issue vary enormously between the two metropolitan areas with only 45 percent of Tucson but 65 percent of Phoenix area Hispanics rating this type of pollution as “very serious.”

Destruction of natural areas of the state for the construction of commercial and residential projects also appears to be an issue of wide concern among Hispanics, with half rating it a “very serious” problem in the state and another 30 percent calling it “somewhat serious.” The readings on this are also relatively uniform in both urban areas.

Finally, visual pollution in the form of “litter around Arizona’s highways” is rated a very serious problem by half of Hispanic respondents and the readings are roughly equivalent in both major urban areas.

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](http://www.brcpolls.com) to read this and other recent polls.

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**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 6<sup>th</sup> and 26<sup>th</sup> 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](http://www.brcpolls.com/results)

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
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For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

*Next, I would like to read you a list of environmental issues. For each please tell me if you think each is very serious, somewhat serious or not a problem in the State of Arizona."*

	Very Serious	Somewhat Serious	Not A Problem	Unsure/ No Answer
Air pollution	68%	27%	4%	1%
Contamination of soil by toxic waste	64	22	6	8
Pollution of natural in-ground water	61	27	6	6
Pollution of rivers, lakes and reservoirs	55	28	11	6
Destruction of natural areas for construction	50	30	14	6
Litter around highways	50	34	14	2

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**% VERY SERIOUS**

|                                               | Maricopa | Pima |
|-----------------------------------------------|----------|------|
| Air pollution                                 | 72%      | 64%  |
| Contamination of soil by toxic waste          | 66       | 62   |
| Pollution of natural in-ground water          | 60       | 64   |
| Pollution of rivers, lakes and reservoirs     | 65       | 45   |
| Destruction of natural areas for construction | 49       | 52   |
| Litter around highway                         | 52       | 48   |

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