



behavior research center's

Latino Poll

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

TWENTY-SEVEN PERCENT OF ARIZONA HISPANICS SAY STATE IS "SERIOUSLY OFF TRACK"

Phoenix, Arizona, June 13, 2002. More than half of Hispanic consumers report that things in Arizona are headed in the right direction (52%) and slightly over one-quarter (27%) believe the state is heading seriously off track.

By comparison, Hispanics seem to be more optimistic than general market consumers as demonstrated by a comparable study conducted with adult heads of households across the state. Of these, less than half (45%) believe that Arizona is on the right track and nearly four in ten (36%) agree the state is seriously off track.

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.

Compared to the general population, Hispanics generally give higher favorability ratings of Governor Jane Hull's job performance (37% versus 43%, respectively). This pattern may reflect a connection between Hispanics' views of the state's condition and their satisfaction with the governor's performance. Those Hispanics who are likely to agree that the state is on the right direction are also likely to agree that the governor is doing an "excellent" or "good" job.

Likewise, Hispanics who believe that Arizona is seriously off track give Governor Jane Hull poor marks for her job performance, a pattern similarly seen among general market survey participants.

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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 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
HTLP 2002-II-18

For this and other polls, see 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 DIRECTION	WRONG TRACK	A LITTLE OF BOTH	(NET TO RIGHT DIRECTION)
<i>Hispanics:</i>	April	2002	52%	27%	13%	(+ 25)
<i>General Market:</i>	April	2002	45	36	11	(+ 9)

HISPANICS: DETAIL APRIL 2002

GENDER

Men	56	25	12	(+ 31)
Women	48	28	15	(+ 20)

COUNTY

Maricopa	55	24	13	(+ 31)
Pima	49	30	14	(+ 19)

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**STATISTICAL DATA**

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*“Would you say the job Jane Hull is doing as Governor of Arizona is excellent, good, fair, poor or very poor?”*

|                | APRIL 2002     |           |
|----------------|----------------|-----------|
|                | GENERAL MARKET | HISPANICS |
| Excellent/Good | 37%            | 43%       |
| Fair           | 28             | 22        |
| Poor/Very Poof | 29             | 14        |
| Unsure         | 6              | 21        |

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State-Of-The-State	RATING OF JANE HULL					
	Excellent/ Good		Fair		Poor/ Very Poor	
	General Market	Hispanics	General Market	Hispanics	General Market	Hispanics
Right Direction	57%	67%	49%	52%	25%	26%
Off Track	25	13	32	31	59	59
Mixed	12	13	11	13	10	11
Unsure	6	7	8	4	6	4

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