



behavior research center's

Latino Poll

NEWS RELEASE
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ONE-THIRD PLAN NEW INVESTMENTS IN COMPUTERS NEXT YEAR

Phoenix, Arizona, December 13, 2002. Ownership of personal computers within the Hispanic consumer market has trailed the general consumer market, but even as early as 2000, 28 percent of Hispanic households reported they owned a home computer. Although current ownership was not tracked in this most recent study, it appears very likely that ownership is rising, as evidenced by the finding that fully one-third of Hispanic households in Arizona plan to purchase new computers or upgrade their existing ones in the coming year. Such a strong level of investing makes them active players in the home computer market.

In three segments of the Hispanic consumer market, computer investing may rise to levels well above the average: Hispanics under 35 years of age, and particularly those under 25 years of age; those within upper income families; and those in the English-dominant sector.

It also appears that families with children and men will be the most active consumers in this category.

In a similar study conducted by the Center in the Fall of 2000, it was discovered that computer ownership correlated strongly to Latinos' household income and, as might be expected, those of lesser affluence were among the least likely to own personal computers. Today, however, PC ownership in the Hispanic consumer market is leveling out as regards to income, assuming investment in new computers or upgrades is a measure. In this most recent study, while more affluent Hispanics are again the most involved in purchasing and upgrades (38%), the gap is greatly closed as only six percentage points separates the least affluent from the most as regards to consumer purchasing of computers and upgrades for computers.

The findings outlined in this report are based on a survey of 505 Hispanic heads of household across Maricopa and Pima Counties, conducted between October 16th and November 2nd, 2002, 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.

EDITOR'S NOTE: This Latino Poll (2002-IV-17) is based on 505 telephone interviews with Hispanic heads of household across Maricopa and Pima Counties, conducted from October 16 through November 2, 2002 throughout Arizona. 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 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
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"Which of the following things do you think you or someone in your household will be doing in the next 12 months?"

	<u>PURCHASE OR UPGRADE A HOME COMPUTER</u>
All Hispanic Households	33%
Income	
Under \$24,000	32
\$24,000 or more	38
Age	
Under 25	43
25 to 35	36
35 to 44	35
45 and older	25
Language Dominance	
Spanish-dominant	35
Bilingual	28
English-dominant	38
County	
Maricopa	31
Pima	34
Gender	
Male	37
Female	29
Families with:	
Children	37
No children	24

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