



behavior research center's

Latino Poll

NEWS RELEASE
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HISPANICS WIDELY INVOLVED IN SUPPORT OF COMMUNITY CHARITIES

Phoenix, Arizona, December 27, 2002. Nearly half of Hispanics say they plan to donate to charitable organizations in the coming year. Further, it appears that donating to charitable organizations is fairly high among all Latinos, including those earning lower household incomes where over four in ten report they will be making donations in the next 12 months. Further, it appears as some Hispanics get ahead, they do not forget their roots – as family income rises, so does the likelihood to donate to charities: rising to nearly six in ten among families earning \$24,000 or more. Similarly, in white-collar households, planned giving approaches 57 percent, but even in lower income blue-collar families, the figure rests at an impressive 45 percent.

Hispanics in Pima County may be more generous than their counterparts in Maricopa County. Thus, 54 percent of Pima Latinos, compared to only 44 percent in Maricopa County, will be making contributions.

Age also plays a role in planned giving. Thus, among Hispanics 45 years of age and older, 56 percent will be making contributions to charitable organizations in the months to come, while the figure drops steadily in younger age groups.

Length of residence in the community appears to be correlated to Hispanics' willingness to support charitable organizations. In general, it appears that until a person has lived in Arizona for at least three years, chances are only about one in five that they will be making contributions, but after three years, the chances rise to better than 50 percent.

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 16 and November 2, 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.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-IV-19) 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 Rocky Mountain Poll is 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>DONATE TO A CHARITABLE ORGANIZATION</u>
OVERALL PERCENT OF HISPANIC HOUSEHOLDS	49%
<u>INCOME</u>	
Under \$15,000	42
\$15,000 to \$23,999	54
\$24,000 or more	57
<u>AGE</u>	
Under 25	35
25 to 35	43
35 to 44	52
45 and older	56
<u>GENDER</u>	
Male	50
Female	47
<u>YEARS IN COMMUNITY</u>	
1 to 2 years	28
3 to 5 years	51
6 to 10 years	50
11 + years	52
<u>OCCUPATION</u>	
Blue collar	45
White collar	57
<u>COUNTY</u>	
Maricopa	44
Pima	54

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