



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2011-III-04]

Contact: Bruce Hernandez,
Vice-President or
Earl de Berge,
Research Director

COLLEGE TUITION PLANS PEAK AMONG HISPANICS **ALSO AIRLINE TRAVEL AND MEDICAL/DENTAL SPENDING**

Phoenix, Arizona. August 23, 2011, Seventeen percent of families in Arizona report that they will “definitely” be paying college or university tuition for one or more members of their family between July and the end of the year. Another eight percent may be making such expenditures, bringing the potential total to a quarter of all households. Small wonder then that public shock at the continuing rise in tuition at state institutions has been widespread or that community colleges with their lower tuition costs are doing so well.

As might be expected, it is within the ranks of younger families that planned education expenditures are greatest. Thus 32 percent of families under the age of 35 report they have definite plans to pay college tuition by year end and another 13 percent may do so, bring their potential total to 44 percent. But they are certainly not the only customers of higher education: in the 35 to 54 age bracket, 13 percent say they definitely will be making tuition expenditures and another 10 percent may do so. Among adults over 54 years of age, as many as ten percent may be investing in continuing education. How much of this traces to working age people seeking new job training is not clear from the questions asked, but it seems reasonable to surmise that many may be doing so.

It is also clear that the goal of higher education peaks, in fact almost doubles the average, within the ranks of Hispanic families and is more than double that of would be tuition payers who are Caucasian. Planned investment in college or university programs, however, is unrelated to family income.

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STATISTICAL DATA

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PLANNED TUITION SPENDING IN THE COMING SIX MONTHS

“Will you definitely, probably or not be paying college tuition for any member of your family in the coming six months?”

	Definitely	Probably	Total
STATEWIDE	17%	8%	25%
<u>ETHNICITY</u>			
Hispanic	31	18	49
Caucasian	13	8	21
Other	17	4	21
<u>INCOME</u>			
Under \$44.9K	18	8	26
\$45K to \$84.9k	15	12	27
\$85K or more	18	8	26
<u>AGE</u>			
Under 35	32	12	44
35 to 54	13	10	23
55+	6	4	10

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STATISTICAL DATA

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Statewide, roughly a third of consumers report they will or may be taking a commercial airline trip in the coming six months for non-business purposes. Fully 20 percent say they plans for such travel are firm. Non-business use of commercial airlines is strongly and directly correlated to family income but shows no correlation to age. On the other hand, Caucasians are the most likely to have firm airline travel plans while for Hispanics and other non-Hispanic minorities, air travel plans are more tentative. No differences in airline use was registered between men and women.

PLANNED NON-BUSINESS AIRLINE TRAVEL

“Will you definitely, probably or not be taking a commercial airline trip for non-commercial purposes in the coming six months?” (July to year end)

|                  | <u>Definitely</u> | <u>Probably</u> | <u>Total</u> |
|------------------|-------------------|-----------------|--------------|
| STATEWIDE        | 20%               | 12%             | 32%          |
| <u>ETHNICITY</u> |                   |                 |              |
| Hispanic         | 9                 | 18              | 27           |
| Caucasian        | 24                | 11              | 35           |
| Other            | 11                | 10              | 21           |
| <u>INCOME</u>    |                   |                 |              |
| Under \$44.9K    | 12                | 6               | 18           |
| \$45K to \$84.9K | 21                | 15              | 36           |
| \$85K or more    | 34                | 20              | 54           |
| <u>AGE</u>       |                   |                 |              |
| Under 35         | 19                | 10              | 29           |
| 35 to 54         | 20                | 14              | 34           |
| 55+              | 22                | 12              | 34           |

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STATISTICAL DATA

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Just under a fifth of consumers plan to spend more than \$1,000 for non-emergency medical procedures between July and the end of the year and such plans appear to be pretty evenly distributed across the population except that women and middle income families are somewhat above average in their spending plans and such spending falls off among older adults.

PLANNED NON-EMERGENCY MEDICAL EXPENSES OVER \$1,000

“Will you definitely, probably or not be paying got non-emergency MEDICAL expenses of \$1,000 or more in the coming six months?” (July to year end)

	<u>Definitely</u>	<u>Probably</u>	<u>Total</u>
STATEWIDE	8%	9%	17%
<u>ETHNICITY</u>			
Hispanic	6	9	15
Caucasian	11	5	16
Other	8	12	20
<u>INCOME</u>			
Under \$44.9K	6	10	16
\$45K to \$84.9K	14	10	24
\$85K or more	4	10	14
<u>AGE</u>			
Under 35	8	8	16
35 to 54	8	13	21
55+	7	6	13
<u>GENDER</u>			
Male	7	7	14
Female	9	11	20

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STATISTICAL DATA

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Notwithstanding the reticence people are said to have about visiting the dentist, 16 percent in Arizona adults have plans to do so for non-emergency procedures costing more than \$1,000 between now and the end of the year. Just under ten percent say their dental work plans are definite. Planned visits to dentists at this level of expense are fairly uniform in all population groups but fall off among families in the lowest income bracket.

PLANNED NON EMERGENCY DENTAL EXPENSES OVER \$1,000

“Will you definitely, probably or not be paying got non-emergency DENTAL expenses of \$1,000 or more in the coming six months?”(July to year end)

|                  | <u>Definitely</u> | <u>Probably</u> | <u>Total</u> |
|------------------|-------------------|-----------------|--------------|
| STATEWIDE        | 9%                | 7%              | 16%          |
| <u>ETHNICITY</u> |                   |                 |              |
| Hispanic         | 9                 | 1               | 10           |
| Caucasian        | 7                 | 9               | 16           |
| Other            | 11                | 3               | 14           |
| <u>INCOME</u>    |                   |                 |              |
| Under \$44.9K    | 7                 | 4               | 11           |
| \$45K to \$84.9K | 12                | 13              | 25           |
| \$85K or more    | 12                | 7               | 19           |
| <u>AGE</u>       |                   |                 |              |
| Under 35         | 7                 | 6               | 13           |
| 35 to 54         | 11                | 6               | 17           |
| 55+              | 8                 | 9               | 17           |
| <u>GENDER</u>    |                   |                 |              |
| Men              | 9                 | 7               | 16           |
| Women            | 8                 | 7               | 15           |

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EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2011-III-04), is based on 716 interviews with adult heads of household statewide, conducted between July 22 and 27, 2011. Interviewing was conducted in both English and Spanish by professional interviewers of the Behavior Research Center on both landlines and cell phones. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. 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 3.8 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 sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls