



*behavior research center's*

# *Latino Poll*

NEW RESEARCH ON HISPANIC CONSUMERS  
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## BY MID-SEPTEMBER, SIX OF TEN HISPANICS HAD NOT RECEIVED TAX REBATES

Phoenix, Arizona. November 29, 2001. The Federal Government is reported to have distributed tax rebate checks to all eligible households by September 30, yet six of ten Hispanic consumer households report they have not, as of mid-September, received their rebate checks.

Even allowing for lower income in the Hispanic consumer market and the possibility that some may be highly mobile and difficult to find, it seems very unusual that 61 percent had not received their rebates, including nearly half of those earning over \$24,000 per year. The proportion who have not received rebates increases dramatically among lower income families (74%) and among those least likely to speak English.

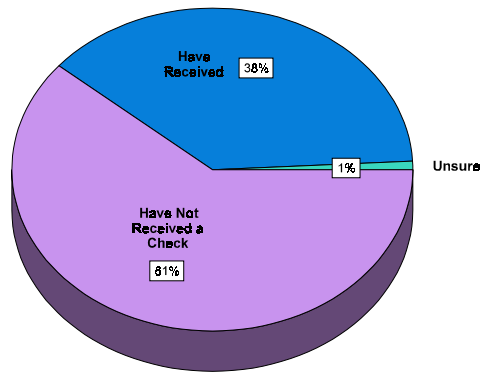
Additionally, among people who have received or may receive tax rebates, most will use it to pay existing bills (31%) or purchase necessities such as food and clothing (21%). One in four say they will try to save the money and only eleven percent will use the money to purchase new consumer goods or invest it in some way.

The findings outlined in this Latino Poll are based on a survey of 500 Hispanic adults in Phoenix and Tucson conducted between September 13th and 20<sup>th</sup> of 2001 by Behavior Research Center as part of the Center's independent and non-partisan surveys. The public is welcome to visit [www.brcpolls.com](http://www.brcpolls.com) to read this and other recent poll results.

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For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

*“Have you or anyone in your household received their federal tax rebate check yet?”*



	<u>% NOT RECEIVING REBATES</u>
TOTAL	61%
<u>INCOME</u>	
Under \$15,000	74
\$15,000 to \$23,999	63
\$24,000 +	49
<u>LANGUAGE</u>	
Spanish-dominant	72
Bilingual	50
English-dominant	44

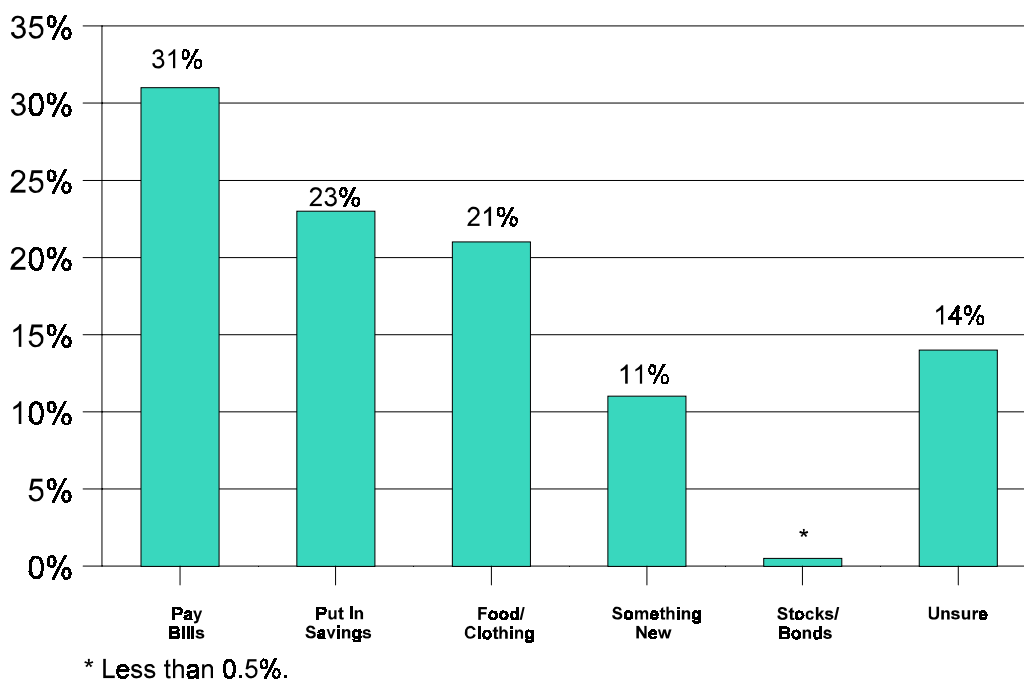
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*"If and when you receive your tax rebate, which of the following will you most likely do with it?"*

### WAYS IN WHICH FEDERAL TAX REBATE WILL BE SPENT



**EDITOR'S NOTE:** This report is based on the twenty-third semi-annual wave of Behavior Research Center's HispanicTRACK™/Latino Poll survey, completed between September 13<sup>th</sup> and 20<sup>th</sup> in 2001, in which interviews were conducted with 500 adult heads of household in Tucson and Phoenix. Respondents were interviewed in their language of 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 4.47 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.

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