



behavior research center's

Latino Poll

NEWS RELEASE
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HISPANIC BUYING POWER OF \$17.5 BILLION IN ARIZONA WILL BE FELT BY ENTERTAINMENT INDUSTRY

Phoenix, Arizona, December 4, 2002. Recent U.S. Census reports say that Arizona Hispanic's buying power has realized a 40-percent increase and now stands at \$17.5 billion. Even in a cautious market environment, such increases will be felt in many sectors, but one for sure is the entertainment industry, including sports, cultural events and casinos. In our most recent survey of Hispanic consumers throughout the state, a number of impressive findings emerge:

- Forty-three percent of Hispanics report that they plan to take their families for museum visits in the coming year and plan to do so nearly four times in the next year.
- The growing popularity of music concerts catering to Hispanic tastes will draw 37 percent of the Hispanic population to their music and do so an average of three times a year. Attendance is skewed heavily toward bilingual and English-dominant Latinos and those in upper income groups. As such, their appeal will probably permit concert organizers to pursue ticket pricing strategies at higher levels than may have been the case in the past.
- Purchasing tickets to sports events registers at 36 percent and commands, as does casino attendance, a high repetition factor, 5.3 times per year.
- Just over a third say they will be making visits to Indian casinos (a factor that may help explain why Hispanics heavily voted "yes" for proposition 202 last month). Further, Hispanics, who plan on going to casinos in the next year, say they plan to do so at an average of 6.5 times in the next 12 months, the highest frequency seen for any activity we tested.

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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.

This survey also finds that Hispanics in Pima County show a somewhat greater likelihood to do these types of activities in the coming year than do their counterparts in Maricopa County, a fact that may trace to the older and more acculturated character of the Hispanic population in Pima county. Throughout the survey area, it appears that men have greater interest in all the activities tested. The most active Latino consumers for entertainment and cultural events are those who are English-dominant and in the most affluent income segments of the Latino population. Moreover, English-dominant Hispanics plan significantly more purchases of sporting event tickets (8.6) and casino visits (10.0) than any other demographic Hispanic sub-group.

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EDITOR'S NOTE: This Latino Poll (2002-IV-16) 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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For this and other polls, see www.brcpolls.com/results.

“How many times do you or someone else in your household plan on doing the following in the next 12 months?”

	VISIT A MUSEUM/ ART GALLERY	ATTEND A MUSIC CONCERT	PURCHASE A TICKET TO A SPORTS EVENT	VISIT A CASINO ON AN INDIAN RESERVATION
<u>HISPANIC HOUSEHOLDS</u>				
Percent Planning To Do Each	43%	37%	36%	35%
<u>INCOME</u>				
Under \$24,000	40	33	33	34
\$24,000 or more	56	50	43	41
<u>AGE</u>				
Under 35	43	40	38	35
35 and older	43	35	34	36
<u>LANGUAGE DOMINANCE</u>				
Spanish-dominant	39	30	30	28
Bilingual	42	39	38	42
English-dominant	60	66	59	53
<u>COUNTY</u>				
Maricopa	36	33	34	30
Pima	49	41	38	40
<u>GENDER</u>				
Male	46	41	41	38
Female	39	33	30	32

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**STATISTICAL DATA**

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*"How many times do you or someone else in your household plan on doing the following in the next 12 months?"*

|                                                                    | VISIT A<br>MUSEUM/<br>ART GALLERY | ATTEND A<br>MUSIC<br>CONCERT | PURCHASE A<br>TICKET TO A<br>SPORTS EVENT | VISIT A CASINO<br>ON AN INDIAN<br>RESERVATION |
|--------------------------------------------------------------------|-----------------------------------|------------------------------|-------------------------------------------|-----------------------------------------------|
| Average Number of<br>Times Expected in the<br>Next 12 Months to... | 3.8                               | 3.1                          | 5.3                                       | 6.5                                           |
| <u>INCOME</u>                                                      |                                   |                              |                                           |                                               |
| Under \$24,000                                                     | 3.8                               | 2.8                          | 4.2                                       | 6.5                                           |
| \$24,000 or more                                                   | 3.5                               | 3.5                          | 7.1                                       | 6.0                                           |
| <u>AGE</u>                                                         |                                   |                              |                                           |                                               |
| Under 35                                                           | 4.2                               | 2.8                          | 4.8                                       | 8.8                                           |
| 35 and older                                                       | 3.6                               | 3.3                          | 5.7                                       | 4.9                                           |
| <u>LANGUAGE DOMINANCE</u>                                          |                                   |                              |                                           |                                               |
| Spanish-dominant                                                   | 3.2                               | 2.6                          | 4.1                                       | 4.8                                           |
| Bilingual                                                          | 4.3                               | 3.0                          | 5.2                                       | 6.8                                           |
| English-dominant                                                   | 4.7                               | 4.4                          | 8.6                                       | 10.0                                          |
| <u>COUNTY</u>                                                      |                                   |                              |                                           |                                               |
| Maricopa                                                           | 3.4                               | 2.9                          | 5.7                                       | 6.8                                           |
| Pima                                                               | 4.1                               | 3.3                          | 4.9                                       | 6.2                                           |
| <u>GENDER</u>                                                      |                                   |                              |                                           |                                               |
| Male                                                               | 4.0                               | 3.2                          | 5.3                                       | 6.7                                           |
| Female                                                             | 3.6                               | 2.9                          | 5.3                                       | 6.2                                           |

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