



NEWS RELEASE [2000-III-16]

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FOUR IN TEN COMPANIES REPORT IMPACTS
FROM GROWTH IN HISPANIC MARKET

PHOENIX, Ariz. (October 3, 2000) – Four in ten businesses (44%) in Maricopa County now report that they are experiencing an increase in the proportion of their customers who are Hispanic, and 40 percent say the increase has been great enough that they have hired more employees who can speak Spanish.

Just under a fifth say they have responded to the growth in other ways such as increased use of Spanish-language advertising, signage and other promotional materials.

Interestingly, it is among the smallest companies that the growth in Hispanic customers is most often reported (50%). This may reflect Hispanic customers' preference for smaller and independently-owned stores or perhaps that Latinos may feel they are treated as more valued customers in such environments.

Companies most likely to report growth in their Hispanic customer base include retailers (57%), accommodations and food services (59%), health and social assistance (50%) and the financial, insurance and real estate sectors (50%). Similarly, growth in Hispanic customer traffic is most pronounced in Glendale and the West Valley (48%), Phoenix (43%) and in the Mesa and East Valley areas (39%).

The findings outlined in this report are drawn from **BusinessTRACK™**, a survey of 400 business owners and managers in Maricopa County conducted in July by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. For more information you may visit www.brcpolls.com.

- 30 -

EDITOR’S NOTE: This **BusinessTRACK™** Poll - Arizona [2000-III-16] is a part of the Rocky Mountain Poll series sponsored by the Behavior Research Center of Arizona and is based on 400 telephone interviews conducted in July 2000 with owners or managers of businesses in the metropolitan Phoenix area which have from two to 99 employees and which are not subsidiaries of larger corporations. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 5.0 percent of what they would have been had the entire population of owners and managers of such small businesses been surveyed. **BusinessTRACK™ Arizona** is co-sponsored by the Maricopa Community College District, Arizona Republic and Behavior Research Center.

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

BELOW: Statistical data.

STATISTICAL DATA

Behavior Research Center
 Rocky Mountain Poll - Arizona
 RMP 2000-III-16

You may view this and other polls at www.brcpolls.com.

“Has the growth in the Hispanic population in Arizona resulted in any of the following for your company?”

	<u>% YES</u>
An increase in the number of your customers who are Hispanic	44%
An increase in your need to hire employees who can speak the Spanish language	40
An increase in your use of Spanish-language advertising, signs and other promotional materials	17
<u>ANNUAL SALES</u>	
Under \$250,000	50
\$250K to \$499K	48
\$500K to \$999K	36
\$1M+	37
<u>SECTOR</u>	
Accommodation/food service	59
Retailers	57
Finance, insurance, real estate	50
Health/social service	50
Transportation	43
Wholesale	36
Professional, technical	30
Manufacturing	21
Construction	18