



behavior research center's

Latino Poll

NEW RESEARCH ON HISPANIC CONSUMERS
NEWS RELEASE [HTLP 2001-IV-07]

Contact: Luis Ortiz, V.P.
Hispanic Studies
Or: Jim Haynes

ARIZONA DIAMONDBACKS ATTRACT 37 PERCENT OF HISPANIC HOUSEHOLDS AS TICKET BUYERS

Phoenix, Arizona. November 26, 2001. Hispanic consumers are highly involved in spectator sports. Six in ten households report they attend sports events, including 42 percent who have decorated a ticket counter with cash to purchase tickets to professional team events. Fifteen percent did the same for collegiate level events.

The survey, taken prior to the recent World Series, also found that Arizona Diamondbacks' games are by far the most popular sports events for Hispanic consumers, attracting individuals from 37 percent of households. The focused marketing by the Arizona Diamondbacks and their pricing strategy for individual games are strong testimony to the responsiveness of Hispanic consumers to high quality marketing campaigns directed to them in their own language.

In contrast, the Arizona Cardinals team has attracted only nine percent of Hispanic consumers and the Phoenix Suns, only eleven percent.

The study also finds that 16 percent have attended soccer events, while slightly more (18%) attend amateur softball or baseball games. Amateur basketball draws ten percent. At the bottom of the list is auto racing. These events enjoyed the company of only six percent of the growing Hispanic market.

In general, attendance rises with income but, even so, surprisingly large percentages of even the lowest income families find ways to attend professional and amateur games of choice.

-30-

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 13th and 20th 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.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
HTLP 2001-IV-07

For this and other polls, see www.brcpolls.com/results.

"Which of the following kinds of events have you or someone in your household attended in the past twelve months?..."

	TOTAL	MALE	FEMALE
Any professional event	42%	42%	41%
Any amateur softball/baseball game	18	20	6
Any soccer event	16	17	14
Any high school sports event	16	18	13
Any collegiate sports event	15	18	13
Any amateur basketball	10	10	10
Any auto racing	6	5	6
Have attended none of the events above	40	37	42

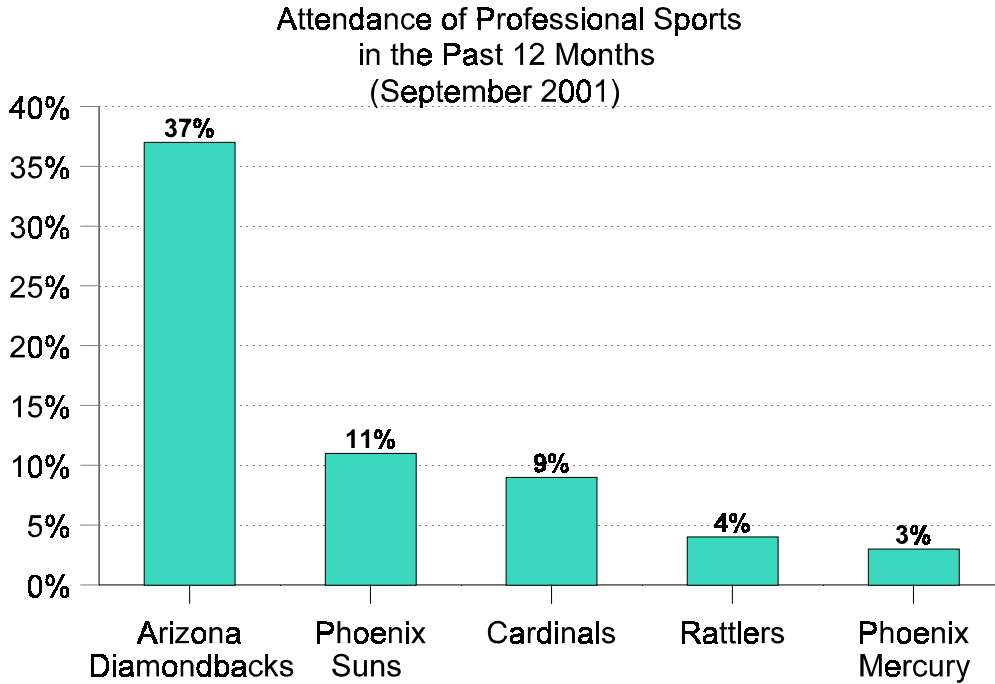
~~~~~

20010170

**STATISTICAL DATA**

Behavior Research Center  
 Rocky Mountain Poll - Arizona  
 HTLP 2001-IV-07

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



|                                                 | <u>Total</u> | <u>INCOME</u>      |                     |              |
|-------------------------------------------------|--------------|--------------------|---------------------|--------------|
|                                                 |              | <u>Under \$15K</u> | <u>\$15K-\$23.9</u> | <u>\$24K</u> |
| Amateur softball/baseball game                  | 18%          | 17%                | 19%                 | 25%          |
| High school sports event                        | 16           | 13                 | 15                  | 24           |
| Soccer game of any kind                         | 16           | 12                 | 20                  | 19           |
| College sports event                            | 15           | 11                 | 12                  | 26           |
| Amateur basketball game                         | 10           | 11                 | 9                   | 13           |
| Auto racing event                               | 6            | 3                  | 6                   | 9            |
| <u>ATTENDANCE AT ANY PROFESSIONAL TEAM GAME</u> | 42%          | 43%                | 36%                 | 50%          |
| Arizona Diamondbacks                            | 37           | 38                 | 34                  | 44           |
| Phoenix Suns                                    | 11           | 13                 | 7                   | 17           |
| Cardinals                                       | 9            | 9                  | 5                   | 10           |
| Rattlers                                        | 4            | 4                  | 6                   | 4            |
| Phoenix Mercury                                 | 3            | 6                  | 2                   | 2            |

~~~~~

20010170