



behavior research center's

Latino Poll

NEWS RELEASE
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HISPANICS CONCERNED ABOUT HEALTH OF GLOBAL ENVIRONMENT;
DEPLETION OF OZONE CALLED "VERY SERIOUS" BY 65 PERCENT

Phoenix, Arizona, June 14, 2002. Two-thirds (65%) of consumers in the Hispanic community here say they consider damage to the Earth's ozone layer to be a "very serious" problem today and another 18 percent rate it as "somewhat serious."

At the same time, approximately half consider global warming (55%), loss of tropical rainforests (55%) and the reported extinction of some species of animals and plants (49%) to be very serious problems. Such strong readings from this consumer segment testify the degree to which such issues have found their way into Spanish-language print and electronic media and, as well, the extent to which Hispanic consumers may place these issues at parity with issues such as achieving educational opportunity for their children and equal employment opportunity for themselves.

It appears that the strongest concerns about damage to the ozone layer and global warming come from the more acculturated and well-educated segments of the Hispanic population. On the other hand, it is among the least acculturated segments of the Hispanic population that concerns about the loss of rainforests and extinction of species rise. In fact, concerns regarding loss of species and rainforests are nearly twice as high among Hispanic newcomers and Spanish-dependent adults than their counterparts. This possibly traces to their greater personal familiarity with parts of South and Central America that include tropical or sub-tropical climates.

The findings outlined in this report are based on a survey of 502 Hispanic heads of household across Maricopa and Pima Counties, conducted between April 6 and April 26, 2002, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan HispanicTRACK™. The public is welcome to visit www.brcpolls.com to read this and other recent polls.

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EDITOR'S NOTE: This report is based on the twenty-fourth semi-annual wave of Behavior Research Center's HispanicTRACK™/Latino Poll survey, completed between April 6th and 26th in 2002, in which interviews were conducted with 502 Hispanic heads of household throughout Pima and Maricopa Counties. Respondents were interviewed in the language of their 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 4.4 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.

For this and other polls. See www.brcpolls.com/results

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
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Next, I would like to read you a list of environmental issues. For each please tell me if you think each is very serious, somewhat serious or not a problem in the State of Arizona."

	Very Serious	Somewhat Serious	Not A Problem	Unsure/ No Answer
Damage to the Earth's ozone layer	65%	18%	7%	10%
Global warming	55	28	6	11
Loss of tropical rainforests	55	23	10	12
Extinction of some species of animals and plants	49	31	13	7

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