



behavior research center's

Latino Poll

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HISPANICS MAJOR PLAYERS IN VIDEO MARKET

Phoenix, Arizona, November 27, 2002. With the accelerated availability of popular videos dubbed into the Spanish language, over half (53%) of Hispanics are now renting movies for home use compared to only 45 percent two years ago. Additionally, half plan to make purchases of videos in the next 12 months.

Even more impressive is the finding that suggests renting and purchasing of videos will enjoy fairly high levels of transaction frequency in the course of the following year; movie renters saying they will rent an average of 18 times in the year to come and make 8.5 video purchases during that same time frame.

As might be expected, younger Latinos are significantly more likely than their older counterparts to say they will rent or buy a video for home entertainment, especially those under 25 years of age where plans to rent top out at 72 percent and purchasing attains an impressive 69 percent. Among adult Hispanics in the next age tier, (25 to 34 years of age) demand is lower, but still very impressive – 56 percent renting and 59 percent purchasing.

Although the availability of a wide selection of films made in Spanish or dubbed in Spanish is increasing, their more limited availability than English language films can be seen in the planned use figures within various language skills groups. Thus, 78 percent of English dominant Hispanics will rent videos an average of twice a month in the coming year. The figure drops to 57 percent renting 18 times a year for bilingual Hispanic consumers and among Spanish dominant adults, 45 percent will rent a video about 16 times a year.

Overall, video renting and purchasing is directly correlated to income, that is, tends to rise as income rises. Thus, over six in ten earning \$24,000 or more report they will rent or purchase a movie in the next 12 months while among lower income Hispanic families the figures drop to over four in ten households. They are, nevertheless, significant market segments since middle and lower income segments of the Hispanic community comprise 75 percent of the total.

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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.

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EDITOR'S NOTE: This Latino Poll (2002-IV-15) is based on 505 telephone interviews with Hispanic heads of household across Maricopa and Pima Counties, conducted from October 16 through November 2, 2002. 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 Hispanic 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

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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?”

	<u>RENT A MOVIE</u>	<u>PURCHASE A MOVIE</u>
All Hispanic Households	53%	50%
Income		
Under \$15,000	45	43
\$15,000 to \$23,999	57	49
\$24,000 or more	63	63
Age		
Under 25	72	69
25 to 34	56	59
35 to 44	47	44
45 and older	49	40
Language Dominance		
Spanish-dominant	45	42
Bilingual	57	55
English-dominant	78	71
County		
Maricopa	51	48
Pima	55	51
Gender		
Male	55	51
Female	50	48

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?”

	RENT A MOVIE	PURCHASE A MOVIE
Number of rentals / purchases in the next 12 months.	17.9	8.5
Income		
Under \$15,000	14.0	7.0
\$15,000 to \$23,999	17.0	9.0
\$24,000 or more	22.1	9.3
Age		
Under 25	16.9	11.1
25 to 34	18.5	8.7
35 to 44	18.9	6.6
45 and older	16.8	8.6
Language Dominance		
Spanish-dominant	16.3	7.2
Bilingual	18.3	9.9
English-dominant	21.5	9.5
County		
Maricopa	17.7	8.9
Pima	18.0	8.2
Gender		
Male	17.6	8.9
Female	18.1	8.2

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