



behavior research center's

Latino Poll

NEWS RELEASE [LTLP 2003-III-18]

Contact: Earl de Berge
Research Director
or
Jim Haynes
President

LATINOS – NOT SO TRADITIONAL:
WOMEN AND YOUTH LEAD THE WAY

Phoenix, Arizona, November 11, 2003. When it comes to food and child rearing, Latinos in Arizona appear very loyal to their traditions – 87 percent say they prefer to stay with the traditions of their parents rather than try new or different ways of doing things. But when it comes to fashion, music trends and something as personal as hair styling, preferences for the newest fashions is what's happening, especially among trend-setters in the younger set.

Old notions that all Hispanic consumers are tradition-bound simply hold no water, even when one looks at the preferences of the older set, 35 years of age and older. Within their ranks, from 30 to 48 percent prefer the “latest and newest” in clothing fashions, music and hairdo's over the traditional.

Among young Latino adults, the disposition in favor of buying what is in fashion and trendy soars, especially as regards clothing. Among those under the age of 25, three-quarters prefer the latest fashions as do six of ten of 25 to 35 year olds and five of ten Latino adults in the 35 to 44 year old bracket.

A similar pattern is found as regards music, which helps explain the growing popularity and proliferation of non-traditional cross-over radio station audiences and the popularity among younger Hispanics for rock, rap and Caribbean music. Seventy-two percent of Latinos under 25 years of age prefer new music as to 54 percent for 25 to 34 year olds and a third of 35 to 44 year olds.

Hair styling also finds fully a third of all Hispanics saying they prefer the latest styles over traditional – a figure that rises to well over 40 percent among Latinos under the age of 35, dips a little among 35 to 44 year olds and then surges again among 45 age plus Latinos – who perhaps are looking for hairdos to make them look and feel younger.

Latin women are noticeably more adventuresome than Latin men when it comes to breaking away from traditional preferences for clothing, music and hairdos. And among younger women, pursuit of new fashions that depart from the traditional is runaway - 60 percent.

-more-

The findings outlined in this report are based on a survey of 400 heads of household across Arizona who self-identify as Hispanic or Latino, conducted between September 23 through September 25, 2003, 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.

Most Latinos evince little interest in abandoning the established and traditional as regards food or child rearing, yet it is apparent that traditional child rearing among Hispanics may change among younger parents. Thus, the proportion interested in the latest and newest as regards child rearing registers at 27 percent among the youngest Latinos, declines to 17 percent in the 25 to 34 age group and then drops to ten percent or less among older Hispanics.

-30-

EDITOR'S NOTE: This Latino Poll (2003-III-18) is based on 400 telephone interviews with heads of household across Arizona who self-identify as Hispanic or Latino, conducted from September 23 through September 25, 2003. 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

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2003-IV-18

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

“When it comes to each of the following, do you prefer things that are established and traditional or do you like to try the latest and newest?”

(90 % Responding)
% PREFERRING “LATEST AND NEWEST”

Gender

	All Adults	Men	Women
Clothing fashion	51%	45%	60%
Music	39	35	43
Hair styling	34	18	54
Food	13	15	13
Child rearing	12	12	13

Age

	Under 25	25 to 34	35 to 44	45 +
Clothing fashion	76%	62%	48%	32%
Music	72	54	30	13
Hair styling	40	46	18	32
Food	17	16	13	10
Child rearing	27	17	6	10

~~~~~