

Florida Atlantic University
Business Economic Polling Initiative
Hispanic Attitudes

October 2014

The October survey is the third in a new series that gauges attitudes of Hispanic and Latino's in the United States. The data is collected using a mixed mode sample of online and telephone participants. The question design and analysis for the Index of Consumer Sentiment is adopted from the University of Michigan's which began in 1946, measuring consumer attitudes and expectations, and are used to evaluate economic trends and prospects (<http://www.sca.isr.umich.edu/reports.php>)

All respondents interviewed in this study were part of a fully representative sample using mixed mode random stratified probabilistic sampling method of N= 796 Hispanics over the age of 18, based on a series of screening questions. The margin of error for the sample is +/- 4.2% in 19 of 20 cases.

The survey was administered using an Automated Telephone Interviewing (ATI) system (n=681). The ATI system allows data to be entered directly into a computerized database through the numbers on interviewee's phone, providing a highly reliable system of data collection. The survey was also administered through USAMP, an online sample of Hispanics (n=115). There was a 5.7% response rate for the ATI calls.

The survey was presented in both English (n=659) and Spanish (n=137) versions.

The survey was conducted between October 1-31, 2014.

The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population.

In the cases where cross tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown. A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

Survey Parameters

<https://www.census.gov/hhes/socdemo/education/data/cps/2013/tables.html>

Educational Attainment

Less than High school	0.32374933
High School	0.307863774
Some College	0.168533619
College Degree	0.163680483
Post Graduate Degree	0.036172794

Gender

Female	0.499675517
Male	0.500324483

Region

Midwest	0.091900012
Northeast	0.138369988
South	0.362419597
West	0.407310403

<http://www.sca.isr.umich.edu/fetchdoc.php?docid=29608>

	Hispanic population	% of Hispanic Population	Region
Connecticut	494,000	0.009513538	Northeast
Maine	15,000	0.000288873	Northeast
Massachusetts	650,000	0.012517814	Northeast
New Hampshire	37,000	0.000712552	Northeast
New Jersey	1,599,000	0.030793822	Northeast
New York	3,497,000	0.067345838	Northeast
Pennsylvania	750,000	0.014443631	Northeast
Rhode island	135,000	0.002599854	Northeast
Vermont	8,000	0.000154065	Northeast
Illinois	2,078,000	0.040018488	Midwest
Indiana	397,000	0.007645496	Midwest
Iowa	154,000	0.002965759	Midwest
Kansas	307,000	0.00591226	Midwest
Michigan	447,000	0.008608404	Midwest
Minnesota	257,000	0.004949351	Midwest

Missouri	214,000	0.004121249	Midwest
Nebraska	174,000	0.003350922	Midwest
North Dakota	15,000	0.000288873	Midwest
Ohio	362,000	0.006971459	Midwest
South Dakota	23,000	0.000442938	Midwest
Wisconsin	344,000	0.006624812	Midwest
Florida	4,354,000	0.083850094	South
Alabama	186,000	0.003582021	South
Arkansas	190,000	0.003659053	South
Delaware	76,000	0.001463621	South
District of Columbia	58,000	0.001116974	South
Georgia	880,000	0.016947194	South
Kentucky	132,000	0.002542079	South
Louisiana	197,000	0.00379386	South
Maryland	489,000	0.009417248	South
Mississippi	81,000	0.001559912	South
North Carolina	828,000	0.015945769	South
Oklahoma	347,000	0.006682587	South
South Carolina	241,000	0.00464122	South
Tennessee	296,000	0.00570042	South
Texas	9,794,000	0.188614567	South
Virginia	649,000	0.012498556	South
West Virginia	21,000	0.000404422	South
Alaska	42,000	0.000808843	West
Arizona	1,950,000	0.037553441	West
California	14,358,000	0.276508878	West
Colorado	1,071,000	0.020625506	West
Hawaii	126,000	0.00242653	West
Idaho	182,000	0.003504988	West
Montana	30,000	0.000577745	West
Nevada	738,000	0.014212533	West
New Mexico	972,000	0.018718946	West
Oregon	466,000	0.00897431	West
Utah	373,000	0.007183299	West

English Version October FAU BEPI Survey Instrument

- 0) What is your gender?
Press 1 for Female
Press 2 for Male
- 1) What is your age group?
Press 1 for 17 and under (end survey)
Press 2 for 18-34
Press 3 for 35-54
Press 4 for 55-74
Press 5 for 75 and above
- 2) Are you of Hispanic, Latino or Spanish origin?
Press 1 if you're not of Hispanic, Latino or Spanish origin (end survey)
Press 2 for yes, Mexican, Mexican American, Chicano
Press 3 for yes, Puerto Rican
Press 4 for yes, Cuban
Press 5 for yes another Hispanic, Latino or Spanish origin
Press 6 to repeat the answer choices
- 3) What is your educational level?
Press 1 for less than high school
Press 2 for high school degree or equivalent
Press 3 for some college but no degree
Press 4 for College degree
Press 5 for Graduate degree or higher
- 4) With which party do you identify? Democrat, Republican, or as an Independent or with another party?

Press 1 for Democrat
Press 2 for Republican
Press 3 for independent
Press 4 for identifying with another party.
- 6) We are interested in how people are getting along financially these days. Would you say that you (and your family living there) are better off or worse financially than you were a year ago?
Press 1 for Better Off
Press 2 for Worse Off

- 7) Now, looking ahead -- do you think that a year from now you (and your family living there) will be better off financially, or worse off, or just about the same as now?
Press 1 for Better Off
Press 2 for Worse Off
- 8) Now turning to business conditions in the country as a whole -- do you think that during the next 12 months we'll have good times financially, or bad times, **or what?**
Press 1 for Good times financially
Press 2 for Bad times Financially
- 9) Looking ahead, which would you say is more likely -- that in the country as a whole we'll have continuous good times during the next five years or so, or that we will have periods of widespread unemployment or depression, **or what?**
Press 1 for Good times
Press 2 for Bad times
- 10) About the big things people buy for their homes--such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or bad time for people to buy major household items?
Press 1 for Good times to Buy
Press 2 for Bad time to buy
- 11) Do you approve or disapprove of the way Barack Obama is handling his job as President?
Press 1 for strongly approve
Press 2 for approve
Press 3 for Undecided/Neutral
Press 4 for disapprove
Press 5 for strongly disapprove
- 12) If the elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate OR the Democratic Party's candidate for Congress in your district?
Press 1 for Democratic
Press 2 for Republican
Press 3 for Undecided
- 13) Thinking ahead to November, do you yourself plan to vote in the Congressional election this November, or not?
Press 1 for Yes
Press 2 for No
Press 3 for Undecided
- 14) Do you think that what happens generally to other Latinos/Hispanics in this country affects what happens in your life?
Press 1 for Yes

Press 2 for No
Press 3 for Undecided

15) How often do you use social networking websites such as Facebook or Twitter?

Press 1 for Several times daily
Press 2 for Once a day
Press 3 for 1-2 times/week
Press 4 for 1-2 times/month
Press 5 for Less than once a month -
Press 6 for Never

16) In the past twelve months, has a political party or candidate contacted you about a campaign?

Press 1 for Yes
Press 2 for No
Press 3 for Don't Know

17) As you think about the elections for Congress this November, which of the following issues is most important to you? Immigration, the Economy, Health Care, Terrorism, Foreign Policy or Income Inequality?

Press 1 for Immigration
Press 2 for the Economy
Press 3 for Health Care
Press 4 for Terrorism
Press 5 for Foreign Policy
Press 6 for Income Inequality
Press 7 for other
Press 8 to repeat your answer choices

18) Were you born in the United States or some other country? (United States, Some other country, don't know)

Press 1 for the United States
Press 2 for Some Other Country
Press 3 for Don't Know

19) What is your income level

Press 1 for under \$25,000
Press 2 for \$25,001-\$75,000
Press 3 over \$75,000

20) In what state do you live?

- Alabama (AL)
- Alaska (AK)
- Arizona (AZ)
- Arkansas (AR)
- California (CA)
- Colorado (CO)
- Connecticut (CT)
- Delaware (DE)
- Dist. of Columbia (DC)
- Florida (FL)
- Georgia (GA)
- Hawaii (HI)
- Idaho (ID)
- Illinois (IL)
- Indiana (IN)
- Iowa (IA)
- Kansas (KS)
- Kentucky (KY)
- Louisiana (LA)
- Maine (ME)
- Maryland (MD)
- Massachusetts (MA)
- Michigan (MI)
- Minnesota (MN)
- Mississippi (MS)
- Missouri (MO)
- Montana (MT)
- Nebraska (NE)
- Nevada (NV)
- New Hampshire (NH)
- New Jersey (NJ)
- New Mexico (NM)
- New York (NY)
- North Carolina (NC)
- North Dakota (ND)
- Ohio (OH)
- Oklahoma (OK)
- Oregon (OR)
- Pennsylvania (PA)
- Rhode Island (RI)
- South Carolina (SC)
- South Dakota (SD)
- Tennessee (TN)

- Texas (TX)
- Utah (UT)
- Vermont (VT)
- Virginia (VA)
- Washington (WA)
- West Virginia (WV)
- Wisconsin (WI)
- Wyoming (WY)

Results

Index of Consumer Sentiment

Overall

	Q1	Q 2	Q3	Q4	Q5	ICS
August 2014	90	102	80	72	104	68.3
September 2014	98	124	92	82	106	76.4
October 2014	92	114	87	90	100	73.4

Getting Along Financially these Days

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	368	46.3	46.3	46.3
Worse Off	428	53.7	53.7	100.0
Total	796	100.0	100.0	

A year from Now...

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	452	56.8	56.8	56.8
Worse Off	344	43.2	43.2	100.0
Total	796	100.0	100.0	

Business in the country...

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Good times financially	348	43.7	43.7	43.7
Bad times financially	448	56.3	56.3	100.0
Total	796	100.0	100.0	

Country as a whole...

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Good Times	357	44.9	44.9	44.9
Bad Times	439	55.1	55.1	100.0
Total	796	100.0	100.0	

Big items for home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	397	49.9	49.9	49.9
	Bad time to buy	399	50.1	50.1	100.0
	Total	796	100.0	100.0	

Mode		Q1	Q2	Q3	Q4	Q5	ICS
	Telephone	86	106	82	88	96	69.82
	Online	128	158	117	102	118	94.24
	Total	92	114	87	90	100	73.43

Language		Q1	Q2	Q3	Q4	Q5	ICS
	English	90	108	85	80	102	70.87
	Spanish	100	142	98	132	86	84.70
	Total	92	114	87	90	100	73.43

Gender		Q1	Q2	Q3	Q4	Q5	ICS
	Female	94	114	82	88	94	71.84
	Male	92	112	92	90	104	74.51
	Total	92	114	88	90	100	73.53

Age Group		Q1	Q2	Q3	Q4	Q5	ICS
	Under 17			0			
	18-34	68	130	72	78	80	65.33
	35-54	92	118	92	94	100	75.45
	55+	98	106	88	90	104	73.94
	Total	92	114	88	90	100	73.53

Ethnicity		Q1	Q2	Q3	Q4	Q5	ICS
	Not Hispanic/Latino						

Mexian/Mex Amer/Chicano	92	114	88	88	106	74.28
Puerto Rican	78	112	84	82	90	68.01
Other Spanish Origin	98	114	90	102	78	73.33
Total	92	114	88	90	100	73.53

Education Level		Q1	Q2	Q3	Q4	Q5	ICS
	Less than HS	72	100	78	94	88	65.90
	HS or equivalent	96	112	86	90	86	71.66
	some college, no degree	104	132	88	76	114	78.07
	College degree	120	138	114	100	126	90.59
	Graduate degree or higher	66	66	66	66	134	60.91
	Total	92	114	88	90	100	73.53

Party Affiliation		Q1	Q2	Q3	Q4	Q5	ICS
	Republican	70	92	62	58	86	56.46
	Democrat	110	126	102	108	110	84.31
	Another Party	80	94	74	74	88	62.67
	Not Registered	78	120	84	84	100	71.02
	Total	92	114	88	90	100	73.53

Country of Origin		Q1	Q2	Q3	Q4	Q5	ICS
	US	94	114	84	78	110	72.98
	Other Country	88	114	100	116	90	77.13
	Don't Know	94	128	48	74	54	60.96
	Total	92	114	88	90	100	73.57

		Q1	Q2	Q3	Q4	Q5	ICS
Income Level	under \$25,000	68	102	84	90	90	66.15
	\$25,001-\$75,000	108	126	88	90	110	79.21
	\$75,000+	110	114	104	94	116	81.78
	Refused	102	124	62	66	78	65.90
	Total	92	114	88	90	100	73.57
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		Q1	Q2	Q3	Q4	Q5	ICS
Region	Northeast	90	112	80	104	82	71.34
	Mid-West	116	130	100	110	100	84.35
	South	98	114	88	88	104	74.81
	West	84	110	86	80	102	70.39
	Total	92	114	88	90	100	73.53

Index of Current Economic Conditions (ICC)

	Q1	Q5	ICC
August 2014	90	104	75.4
September 2014	98	106	79.3
October 2014	92	100	74.58

		Q1	Q5	ICC
Mode	Telephone	86	96	70.87678
	Online	128	117.8512	95.04087
	Total	92	99.79253	74.5827

		Q1	Q5	ICC
Language	English	90	102.4718	74.83976
	Spanish	99.97863	86	72.38247
	Total	92	99.79253	74.5827

		Q1	Q5	ICC
Gender	Female	94	94	73.14744
	Male	91.86853	104	76.12524
	Total	92	99.79253	74.5827

	Q1	Q5	ICC
Age Group			
Under 17			
18-34	68.04101	80	58.02521
35-54	92	100.4903	74.84677
55+	98.28342	103.6726	78.42901
Total	92	99.79253	74.5827

	Q1	Q5	ICC
Ethnicity			
Not Hispanic/Latino			
Mexian/Mex Amer/Chicano	92.03946	106.3936	77.09577
Puerto Rican	78.44087	90.15325	65.80341
Cuban			2
Other Spanish Origin	98	78	68.60612
Total	92	99.79253	74.5827

	Q1	Q5	ICC
Education Level			
Less than HS	71.82332	88.06621	62.50921
HS or equivalent	96	86.20303	70.95361
some college, no degree	104	114	84.50076
College degree	120	126	95.09718
Graduate degree or higher	66	134	77.68877
Total	92	99.79253	74.5827

	Q1	Q5	ICC
Party Affiliation			
Republican	70.3138	85.54438	60.98357
Democrat	110	110	85.25764
Another Party	80.21066	87.62204	65.51525
Not Registered	78	100	69.363
Total	92	99.79253	74.5827

	Q1	Q5	ICC
Country of Origin			
US	94	110	79.20254
Other Country	88	90	69.363
Don't Know	94	53.95512	57.9927
Total	92	100.0187	74.66829

	Q1	Q5	ICC
Income Level			
under \$25,000	68	90	61.79413
\$25,001-\$75,000	107.937	110	84.47691
\$75,000+	110	116	87.52831
Refused	102.1608	78	70.18074
Total	92	100.0187	74.66829

	Q1	Q5	ICC
Region			
Northeast	90.33871	82.24155	67.31194
Mid-West	116.1455	100	83.79892
South	97.90121	104	78.40827
West	84	102	72.39055
Total	92	99.79253	74.5827

Index of Consumer Expectation

	Q 2	Q3	Q4	ICE
August 2014	102	80	72	63.7
September 2014	124	92	82	74.5
October 2014	114	87	90	72.9

	Q2	Q3	Q4	ICE
Mode				
Telephone	106.2205	82.32575	87.65898	69.14766
Online	157.9541	117.2845	102.0915	93.73193
Total	113.6902	88	89.74285	72.84966

	Q2	Q3	Q4	ICE
Language				
English	107.7166	85.08805	80	68.32097
Spanish	142	98.40727	132.3135	92.61137
Total	113.6902	88	89.74285	72.84966

	Q2	Q3	Q4	ICE
Gender				
Female	114	81.79166	88	70.99199
Male	112	92	90	73.47372
Total	113.6902	88	89.74285	72.84966

	Q2	Q3	Q4	ICE
Age Group				
Under 17		0		
18-34	129.8903	72	77.88319	70.01514
35-54	118.0415	92.01584	93.63931	75.83106
55+	106.4592	87.5686	90	71.04941
Total	113.6902	88	89.74285	72.84966

	Q2	Q3	Q4	ICE
Ethnicity				
Not Hispanic/Latino				
Mexian/Mex Amer/Chicano	113.8541	88	88	72.46581
Puerto Rican	111.8531	83.89506	81.58421	69.42169
Other Spanish Origin	113.7028	89.86556	102.292	76.35706
Total	113.6902	88	89.74285	72.84966

	Q2	Q3	Q4	ICE
Education Level				
Less than HS	99.6819	78	94.15321	68.08526
HS or equivalent	112	86.20692	90.1862	72.11064
some college, no degree	132	88	75.93868	73.94503
College degree	138	114	100.4991	87.69532
Graduate degree or higher	66	66	66	50.13536
Total	113.6902	88	89.74285	72.84966

	Q2	Q3	Q4	ICE
Party Affiliation				
Republican	92	62	58.06078	53.55365
Democrat	125.8799	102.1574	108	83.69333
Another Party	94	74.05371	74	60.84517
Not Registered	120.3078	84	84	72.08989
Total	113.6902	88	89.74285	72.84966

	Q2	Q3	Q4	ICE
Country of Origin				
US	113.5311	84	78	68.98378
Other Country	114	100	115.5579	82.11812
Don't Know	128	48.41721	73.9444	62.86488
Total	114.1804	87.58748	89.74285	72.86856

	Q2	Q3	Q4	ICE
Income Level				
under \$25,000	102.2057	83.60504	89.56351	68.94566
\$25,001-\$75,000	125.6541	88	90	75.82071
\$75,000+	114.1384	104.4297	94.3871	78.08189
Refused	123.5363	62	66	63.15046
Total	114.1804	87.58748	89.74285	72.86856

	Q2	Q3	Q4	ICE
Region				
Northeast	112	79.83397	104.0573	73.93351
Mid-West	130.2162	100	110	84.70924
South	114.0048	88	88	72.50246
West	110.0405	85.98761	80	69.10461
Total	113.6902	88	89.74285	72.86856