

Florida Atlantic University
Business Economic Polling Initiative
Hispanic Attitudes

December 2014

The December survey is the fifth 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= 500 Hispanics over the age of 18, based on a series of screening questions. The margin of error for the sample is +/- 4.33% in 19 of 20 cases.

The survey was administered using an Automated Telephone Interviewing (ATI) system (n=245). 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=255). There was a 4.9% response rate for the ATI calls.

The survey was presented in both English (n=367) and Spanish (n=133) versions.

The survey was conducted between December 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>

Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than HS	160	32.0	32.0	32.0
HS or equivalent	155	31.0	31.0	63.0
some college, no degree	85	17.0	17.0	80.0
College degree	80	16.0	16.0	96.0
Graduate degree or higher	20	4.0	4.0	100.0
Total	500	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	250	50.0	50.0	50.0
Male	250	50.0	50.0	100.0
Total	500	100.0	100.0	

Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-34	210	42.0	42.0	42.0
35-54	190	38.0	38.0	80.0
55+	100	20.0	20.0	100.0
Total	500	100.0	100.0	

Region

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Northeast	70	14.0	14.0	14.0
Midwest	45	9.0	9.0	23.0
South	180	36.0	36.0	59.0
West	205	41.0	41.0	100.0
Total	500	100.0	100.0	

<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
Washington	790,000	0.015213958	West

English Version December 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 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) 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
- 4) 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
- 5) 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
- 6) 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
- 7) 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
- 8) Are you currently registered as a Democrat, Republican, Independent, another party or are you not registered?
Press 1 for Republican
Press 2 for Democrat
Press 3 for another party
Press 4 for Not registered
- 9) 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 a college degree
Press 5 for Graduate degree or higher
- 10) What is your income level

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

11) State

1. Alabama (AL)
2. Alaska (AK)
3. Arizona (AZ)
4. Arkansas (AR)
5. California (CA)
6. Colorado (CO)
7. Connecticut (CT)
8. Delaware (DE)
9. Florida (FL)
10. Georgia (GA)
11. Hawaii (HI)
12. Idaho (ID)
13. Illinois (IL)
14. Indiana (IN)
15. Iowa (IA)
16. Kansas (KS)
17. Kentucky (KY)
18. Louisiana (LA)
19. Maine (ME)
20. Maryland (MD)
21. Massachusetts (MA)
22. Michigan (MI)
23. Minnesota (MN)
24. Mississippi (MS)
25. Missouri (MO)
26. Montana (MT)
27. Nebraska (NE)
28. Nevada (NV)
29. New Hampshire (NH)
30. New Jersey (NJ)
31. New Mexico (NM)
32. New York (NY)
33. North Carolina (NC)
34. North Dakota (ND)
35. Ohio (OH)
36. Oklahoma (OK)
37. Oregon (OR)
38. Pennsylvania (PA)
39. Rhode Island (RI)
40. South Carolina (SC)
41. South Dakota (SD)
42. Tennessee (TN)
43. Texas (TX)

44. Utah (UT)
45. Vermont (VT)
46. Virginia (VA)
47. Washington (WA)
48. West Virginia (WV)
49. Wisconsin (WI)
50. 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
November 2014	94	124	106	98	114	81.3
December 2014	102	124	116	106	122	86.4

Getting Along Financially these Days

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	237	47.3	47.3	47.3
	Worse Off	263	52.7	52.7	100.0
	Total	500	100.0	100.0	

A year from Now...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	308	61.6	61.6	61.6
	Worse Off	192	38.4	38.4	100.0
	Total	500	100.0	100.0	

Business in the country...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good times financially	263	52.6	52.6	52.6
	Bad times financially	237	47.4	47.4	100.0
	Total	500	100.0	100.0	

Country as a whole...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times	244	48.8	48.8	48.8
	Bad Times	256	51.2	51.2	100.0
	Total	500	100.0	100.0	

Big items for home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	286	57.1	57.1	57.1
	Bad time to buy	214	42.9	42.9	100.0
	Total	500	100.0	100.0	

Cross Tabs

		Q1	Q2	Q3	Q4	Q5	ICS
Mode	Telephone	78.00	94.00	89.55	73.66	98.00	66.12
	Online	126.00	154.00	139.66	135.61	146.44	105.87
	Total	102.00	124.00	116.00	106.00	122.15	86.39

		Q1	Q2	Q3	Q4	Q5	
Language	English	100.00	112.00	100.00	84.00	116.00	77.79
	Spanish	112.00	156.00	154.00	161.88	142.00	109.45
	Total	102.00	124.00	116.00	106.00	122.15	86.39

		Q1	Q2	Q3	Q4	Q5	
Gender	Female	102.00	142.00	124.29	112.00	124.00	91.45
	Male	102.00	106.00	105.96	97.79	120.00	80.71
	Total	102.00	124.00	116.00	106.00	122.15	86.39

		Q1	Q2	Q3	Q4	Q5	
Age Group	Under 17	100.00	100.00	100.00	100.00	100.00	76.01
	18-34	102.00	128.00	108.00	100.00	112.00	83.41
	35-54	108.00	124.00	130.00	122.00	134.10	93.49
	55+	90.00	116.00	104.00	84.05	122.29	78.43
	refused	100.00	100.00	100.00	100.00	100.00	76.01
	Total	102.00	124.00	116.00	106.00	122.15	86.39

		Q1	Q2	Q3	Q4	Q5	
Ethnicity	Not Hispanic/Latino						
	Mexian/Mex Amer/Chicano	108.00	118.00	106.00	96.03	114.00	82.23
	Puerto Rican	126.00	142.00	176.00	154.00	170.00	115.68
	Cuban	110.00	150.00	135.77	128.00	158.25	102.95
	Other Spanish Origin	134.00	128.00	109.57	104.24	116.00	89.60
	Total	102.00	124.00	116.00	106.00	122.15	86.39

		Q1	Q2	Q3	Q4	Q5	
Party Affiliation	Democrat	90.00	118.00	128.00	116.18	148.06	90.85
	Republican	112.00	136.00	112.00	106.00	120.00	88.74
	Another Party	136.00	112.00	118.00	113.92	135.64	93.12
	Not Registered	68.00	122.34	106.00	82.00	84.00	70.44
	Total	102.00	124.00	116.00	106.00	122.15	86.39

		Q1	Q2	Q3	Q4	Q5	
Education Level	Less than HS	69.00	70.00	102.00	96.39	89.63	65.21
	HS or equivalant	113.00	148.00	120.00	111.99	128.00	93.92
	some college, no degree	114.00	147.83	111.97	108.34	138.05	93.80
	College degree	136.00	158.26	138.19	110.47	162.22	106.38
	Graduate degree or higher	103.00	140.00	111.62	90.00	116.00	84.98
	Total	102.00	124.00	116.00	106.00	122.15	86.39

		Q1	Q2	Q3	Q4	Q5	
Income Level	under \$25,000	81.27	113.85	104.27	98.17	99.63	75.60
	\$25,001-\$75,000	115.52	122.00	120.00	109.73	135.80	91.26
	\$75,000+	142.00	166.16	142.31	118.07	164.00	110.43
	Refused	100.00	100.00	100.00	100.00	100.00	76.01
	Total	102.00	124.00	116.00	106.00	122.15	86.39

		Q1	Q2	Q3	Q4	Q5	
Region	Northeast	106.00	129.94	125.85	118.00	136.19	93.18
	Midwest	70.00	128.26	112.00	105.67	101.76	78.63
	South	142.00	142.00	142.00	142.00	142.00	107.09
	West	111.00	112.00	107.64	98.27	114.00	82.36
	Total	102.00	124.00	116.00	106.00	122.15	86.39

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	74.6
November 2014	94	114	80.8
December 2014	102	122	86.8

		Q1	Q5	ICC
Mode	Telephone	78.00	98.00	68.61
	Online	126.00	146.44	105.10
	Total	102.00	122.15	86.83

		Q1	Q5	
Language	English	100.00	116.00	83.74
	Spanish	112.00	142.00	98.12
	Total	102.00	122.15	86.83

		Q1	Q5	
Gender	Female	102.00	124.00	87.53
	Male	102.00	120.00	86.01
	Total	102.00	122.15	86.83

		Q1	Q5	
Age Group	Under 17	100.00	100.00	77.69
	18-34	102.00	112.00	82.99
	35-54	108.00	134.10	93.62
	55+	90.00	122.29	82.34
	refused	100.00	100.00	77.69
	Total	102.00	122.15	86.83

		Q1	Q5	
Ethnicity	Not Hispanic/Latino			
	Mexian/Mex Amer/Chicano	108.00	114.00	86.01
	Puerto Rican	126.00	170.00	114.02
	Cuban	110.00	158.25	103.52
	Other Spanish Origin	134.00	116.00	96.61
	Total	102.00	102.00	86.83

		Q1	Q5	
Party Affiliation	Democrat	90.00	148.06	92.09
	Republican	112.00	120.00	89.80
	Another Party	136.00	135.64	104.80
	Not Registered	68.00	84.00	59.52
	Total	102.00	122.15	86.83

		Q1	Q5	
Education Level	Less than HS	69.00	89.63	62.03
	HS or equivalent	113.00	128.00	93.20
	some college, no degree	114.00	138.05	97.39
	College degree	136.00	162.22	114.86
	Graduate degree or higher	103.00	116.00	84.88
	Total	102.00	122.15	86.83

		Q1	Q5	
Income Level	under \$25,000	81.27	99.63	70.46
	\$25,001-\$75,000	115.52	135.80	97.11
	\$75,000+	142.00	164.00	117.80
	Refused	100.00	100.00	77.69
	Total	102.00	122.15	86.83

		Q1	Q5	
Region	Northeast	106.00	136.19	93.65
	Midwest	70.00	101.76	67.00
	South	142.00	142.00	109.48
	West	111.00	114.00	87.15
	Total	102.00	122.15	86.83

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
November 2014	124	106	98	81.6
December 2014	124	116	106	86.1

		Q2	Q3	Q4	ICE
Mode	Telephone	94.00	89.55	73.66	64.53
	Online	154.00	139.66	135.61	106.36
	Total	124.00	116.00	106.00	86.12

		Q2	Q3	Q4	
Language	English	112.00	100.00	84.00	73.96
	Spanish	156.00	154.00	161.88	116.72
	Total	124.00	116.00	106.00	86.12

		Q2	Q3	Q4	
Gender	Female	142.00	124.29	112.00	93.97
	Male	106.00	105.96	97.79	77.30
	Total	124.00	116.00	106.00	86.12

		Q2	Q3	Q4	
Age Group	Under 17	100.00	100.00	100.00	74.93
	18-34	128.00	108.00	100.00	83.68
	35-54	124.00	130.00	122.00	93.41
	55+	116.00	104.00	84.05	75.92
	refused	100.00	100.00	100.00	74.93
	Total	124.00	116.00	106.00	86.12

		Q2	Q3	Q4	
Ethnicity	Not Hispanic/Latino				
	Mexian/Mex Amer/Chicano	118.00	106.00	96.03	79.80
	Puerto Rican	142.00	176.00	154.00	116.75
	Cuban	150.00	135.77	128.00	102.59
	Other Spanish Origin	128.00	109.57	104.24	85.10
	Total	124.00	116.00	106.00	86.12

		Q2	Q3	Q4	
Party Affiliation	Democrat	118.00	128.00	116.18	90.05
	Republican	136.00	112.00	106.00	88.06
	Another Party	112.00	118.00	113.92	85.61
	Not Registered	122.34	106.00	82.00	77.45
	Total	124.00	116.00	106.00	86.12

		Q2	Q3	Q4	
Education Level	Less than HS	70.00	102.00	96.39	67.25
	HS or equivalent	148.00	120.00	111.99	94.38
	some college, no degree	147.83	111.97	108.34	91.50
	College degree	158.26	138.19	110.47	100.93
	Graduate degree or higher	140.00	111.62	90.00	85.05
	Total	124.00	116.00	106.00	86.12

		Q2	Q3	Q4	
Income Level	under \$25,000	113.85	104.27	98.17	78.89
	\$25,001-\$75,000	122.00	120.00	109.73	87.51
	\$75,000+	166.16	142.31	118.07	105.69
	Refused	100.00	100.00	100.00	74.93
	Total	124.00	116.00	106.00	86.12

		Q2	Q3	Q4	
Region	Northeast	129.94	125.85	118.00	92.87
	Midwest	128.26	112.00	105.67	86.10
	South	142.00	142.00	142.00	105.56
	West	112.00	107.64	98.27	79.29
	Total	124.00	116.00	106.00	86.12