

Florida Atlantic University
Business Economic Polling Initiative
Hispanic Attitudes

April 2015

The April survey is the ninth 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=314). 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=186). There was a 4.8% response rate for the ATI calls.

The survey was presented in both English (n=420) and Spanish (n=80) versions.

The survey was conducted between April 1-30, 2015.

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

		United States	
		Total	%
Age http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table			
18 to 34 years		15303687	0.421998
35 to 54 years		13844037	0.381748
55 years and over		7117112	0.196254
Total:		36264836	
Gender http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table			
Male:		27409243	0.507706
Female:		26577169	0.492294
Total		53986412	
Region http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table			
Northeast		7542347	0.139708
Midwest		4963976	0.091949
South		19728578	0.365436
West		21751511	0.402907
		53986412	
Income http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_B19001I&prodType=table			
Under \$25,000		3967276	0.289609
\$25,001-\$75,000		6438685	0.470021
Over \$75,001		3292766	0.24037
		13698727	
Edu http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_1YR_B15002I&prodType=table			
Less than 12th grade		10364277	0.36808
GED or High School		7625031	0.270797
Some college, no degree		4893579	0.173792
Associates/ Bachelor's degree		4110969	0.145998
Graduate or professional degree		1163844	0.041333
		28157700	

<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

April Survey

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

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
January 2015	125	160	130	131	121	100.69
February 2015	116	154	130	124	124	98.07
March 2015	131	153	126	124	125	99.53
April 2015	125	144	120	105	112	91.59

Getting Along Financially these Days

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	312	62.4	62.4	62.4
	Worse Off	188	37.6	37.6	100.0
	Total	500	100.0	100.0	

A year from Now...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	361	72.2	72.2	72.2
	Worse Off	139	27.8	27.8	100.0
	Total	500	100.0	100.0	

Business in the country...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good times financially	299	59.8	59.8	59.8
	Bad times financially	201	40.2	40.2	100.0
	Total	500	100.0	100.0	

Country as a whole...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times	262	52.3	52.3	52.3
	Bad Times	238	47.7	47.7	100.0
	Total	500	100.0	100.0	

Big items for home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	280	55.9	55.9	55.9
	Bad time to buy	220	44.1	44.1	100.0
	Total	500	100.0	100.0	

Cross Tabs

		Q1	Q2	Q3	Q4	Q5	ICS
Mode	Telephone	100	117	97	82	83	72.89
	Online	166	191	157	143	161	123.20
	Total	125	144	120	105	112	91.59
		Q1	Q2	Q3	Q4	Q5	ICS
Language	English	119	138	110	94	107	86.07
	Spanish	158	175	167	162	138	120.41
	Total	125	144	120	105	112	91.59
		Q1	Q2	Q3	Q4	Q5	ICS
Gender	Female	127	152	123	116	120	96.49
	Male	123	137	116	94	104	86.82
	Total	125	144	120	105	112	91.59
		Q1	Q2	Q3	Q4	Q5	ICS
Age Group	Under 17						
	18-34	146	153	132	104	118	98.79
	35-54	102	140	118	107	108	87.03
	55+	122	135	97	101	105	84.95
	refused	100	100	100	100	100	76.01
	Total	125	144	120	105	112	91.59

		Q1	Q2	Q3	Q4	Q5	ICS
Ethnicity	Not Hispanic/Latino	100	100	100	100	100	76.01
	Mexian/Mex Amer/Chicano	115	138	106	88	95	82.15
	Puerto Rican	142	156	133	104	136	101.43
	Cuban	147	164	149	162	157	117.27
	Other Spanish Origin	151	159	158	151	152	116.00
	Total	125	144	120	105	112	91.59
		Q1	Q2	Q3	Q4	Q5	ICS
Party Affiliation	Republican	108	130	75	87	83	73.58
	Democrat	132	150	129	97	114	94.05
	Another Party	101	115	97	92	92	75.51
	Not Registered	77	98	103	75	81	66.03
		Q1	Q2	Q3	Q4	Q5	ICS
Education Level	Less than HS	110	119	112	95	77	78.00
	HS or equivalent	118	148	113	104	115	90.33
	some college, no degree	126	156	112	97	126	93.36
	College degree	163	178	150	127	161	117.41
	Graduate degree or higher	162	182	156	146	168	122.39
	Refused	100	100	100	100	100	76.01
	Total	125	144	120	105	112	91.59
		Q1	Q2	Q3	Q4	Q5	ICS
Income Level	under \$25,000	85	110	107	82	82	71.03
	\$25,001-\$75,000	128	149	117	105	112	92.41
	\$75,000+	166	176	141	131	148	114.83
	Refused	100	100	100	100	100	76.01
	Total	125	144	120	105	112	91.59
		Q1	Q2	Q3	Q4	Q5	ICS
Region	Northeast	117	110	115	87	102	80.54
	Midwest	129	181	125	85	125	97.40
	South	126	142	96	108	106	87.68
	West	125	150	141	112	117	97.64
	Total	125	144	120	105	112	91.59

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
January 2015	125	121	95.08
February 2015	116	124	92.95
March 2015	131	125	98.78
April 2015	125	112	91.60

		Q1	Q5	ICC
Mode	Telephone	100	83	71.31
	Online	166	161	125.90
	Total	125	112	91.60
		Q1	Q5	ICC
Language	English	119	107	87.34
	Spanish	158	138	113.83
	Total	125	112	91.60
		Q1	Q5	ICC
Gender	Female	127	120	95.60
	Male	123	104	87.71
	Total	125	112	91.60
		Q1	Q5	ICC
Age Group	Under 17			
	18-34	146	118	102.20
	35-54	102	108	81.63
	55+	122	105	88.19
	refused	100	100	77.69
	Total	125	112	91.60

		Q1	Q5	ICC
Ethnicity	Not Hispanic/Latino	100	100	77.69
	Mexian/Mex Amer/Chicano	115	95	81.51
	Puerto Rican	142	136	107.28
	Cuban	147	157	117.25
	Other Spanish Origin	151	152	116.36
	Total	125	112	91.60
		Q1	Q5	ICC
Party Affiliation	Republican	108	83	74.25
	Democrat	132	114	95.04
	Another Party	101	92	74.88
	Not Registered	77	81	61.52
		Q1	Q5	ICC
Education Level	Less than HS	110	77	72.92
	HS or equivalent	118	115	90.03
	some college, no degree	126	126	97.34
	College degree	163	161	124.84
	Graduate degree or higher	162	168	126.85
	Refused	100	100	77.69
	Total	125	112	91.60
		Q1	Q5	ICC
Income Level	under \$25,000	85	82	65.23
	\$25,001-\$75,000	128	112	92.82
	\$75,000+	166	148	121.07
	Refused	100	100	77.69
	Total	125	112	91.60
		Q1	Q5	ICC
Region	Northeast	117	102	84.92
	Midwest	129	125	98.23
	South	126	106	89.97
	West	125	117	93.87
	Total	125	112	91.60

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
January 2015	160	130	131	104.3
February 2015	154	130	124	101.4
March 2015	153	126	124	100.0
April 2015	144	120	105	91.58

		Q2	Q3	Q4	ICE
Mode	Telephone	117	97	82	73.90
	Online	191	157	143	121.47
	Total	144	120	105	91.58
		Q2	Q3	Q4	ICE
Language	English	138	110	94	85.25
	Spanish	175	167	162	124.64
	Total	144	120	105	91.58
		Q2	Q3	Q4	ICE
Gender	Female	152	123	116	97.06
	Male	137	116	94	86.26
	Total	144	120	105	91.58
		Q2	Q3	Q4	ICE
Age Group	Under 17				
	18-34	153	132	104	96.61
	35-54	140	118	107	90.50
	55+	135	97	101	82.86
	refused	100	100	100	74.93
	Total	144	120	105	91.58

		Q2	Q3	Q4	ICE
Ethnicity	Not Hispanic/Latino	100	100	100	74.93
	Mexian/Mex Amer/Chicano	138	106	88	82.56
	Puerto Rican	156	133	104	97.67
	Cuban	164	149	162	117.29
	Other Spanish Origin	159	158	151	115.77
	Total	144	120	105	91.58
		Q2	Q3	Q4	ICE
Party Affiliation	Republican	130	75	87	73.15
	Democrat	150	129	97	93.42
	Another Party	115	97	92	75.91
	Not Registered	98	103	75	68.93
		Q2	Q3	Q4	ICE
Education Level	Less than HS	119	112	95	81.26
	HS or equivalent	148	113	104	90.53
	some college, no degree	156	112	97	90.80
	College degree	178	150	127	112.64
	Graduate degree or higher	182	156	146	119.53
	Refused	100	100	100	74.93
	Total	144	120	105	91.58
		Q2	Q3	Q4	ICE
Income Level	under \$25,000	110	107	82	74.75
	\$25,001-\$75,000	149	117	105	92.14
	\$75,000+	176	141	131	110.81
	Refused	100	100	100	74.93
	Total	144	120	105	91.58
		Q2	Q3	Q4	ICE
Region	Northeast	110	115	87	77.72
	Midwest	181	125	85	96.86
	South	142	96	108	86.21
	West	150	141	112	100.06
	Total	144	120	105	91.58

The Consumer Sentiment Index (CSI) dropped to its lowest level of 2015 at 91.59 which is down 8 points from March and up 5 points since December. This is down 4.3 points from the Michigan March CSI of 95.9.

The Current Economic Conditions dropped to its lowest score since December 2014 at 91.6 but is only about 1 point down since February and 7 points down from its all-time high in March of 98.78. This index continues to lag behind the national trend of 107 as calculated through the Michigan survey for April of 2015 as it has done since its inception in August of 2014.

The Index of Consumer Expectations continues to outpace the national average set by Michigan by only 3.5 points (91.58 to 88.8). The ICE also hit its low for the year this month after three months of steady numbers of over 100.

There continues to be a significant attitude difference between online respondents who scored a 123 on the CSI compared to landline respondents at 73. Hispanics who answered the survey in Spanish were significantly different than English respondents (120 CSI v. 86 CSI). Education continues to be a significant factor in attitude with those holding a high school degree or less scoring under 90 while those with a college degree or more scoring over 117. Income is also a significant variable with those earning under \$25,000 scoring a 71 compared with those earning over \$75,000 scoring a 114. Region had a significant influence in the Northeast with Hispanics - 11 off the national average scoring an 82.