



**BUSINESS AND ECONOMICS
POLLING INITIATIVE**

College of Business
Florida Atlantic University

Hispanic Attitudes on Economy September 2015

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The September survey is the fourteenth in a series of survey's 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= 450 Hispanics over the age of 18, based on a series of screening questions. The margin of error for the sample is +/- 4.57% in 19 of 20 cases.

The survey was administered using an Automated Telephone Interviewing (ATI) system (n=186). 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=264). There was a 5.4% response rate for the ATI calls.

The survey was presented in both English (n=295) and Spanish (n=155) versions.

The survey was conducted September 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	Percentage
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

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	222	49.3	49.3	49.3
	Male	228	50.7	50.7	100.0
	Total	450	100.0	100.0	

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	190	42.2	42.2	42.2
	35-54	172	38.2	38.2	80.4
	55+	88	19.6	19.6	100.0
	Total	450	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mexian/Mex Amer/Chicano	313	69.6	69.6	69.6
	Puerto Rican	38	8.5	8.5	78.1
	Cuban	25	5.5	5.5	83.6
	Other Spanish Origin	74	16.4	16.4	100.0
	Total	450	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than HS	159	35.3	35.3	35.3
	HS or equivalent	122	27.1	27.1	62.4
	some college, no degree	80	17.7	17.7	80.1
	College degree	69	15.4	15.4	95.5
	Graduate degree or higher	20	4.5	4.5	100.0
	Total	450	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	78	17.4	17.4	17.4
	Democrat	205	45.6	45.6	63.0
	Another Party	67	15.0	15.0	78.0
	Not Registered	99	22.0	22.0	100.0
	Total	450	100.0	100.0	

Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under \$25,000	131	29.0	29.0	29.0
	\$25,001-\$75,000	211	47.0	47.0	76.0
	\$75,000+	108	24.0	24.0	100.0
	Total	450	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northeast	63	14.0	14.0	14.0
	Midwest	41	9.2	9.2	23.2
	South	164	36.5	36.5	59.7
	West	181	40.3	40.3	100.0
	Total	450	100.0	100.0	

English Version September 2015 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 Republican, Democrat, Independent, another party or are you not registered?
Press 1 for Republican
Press 2 for Democrat
Press 3 for Independent/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

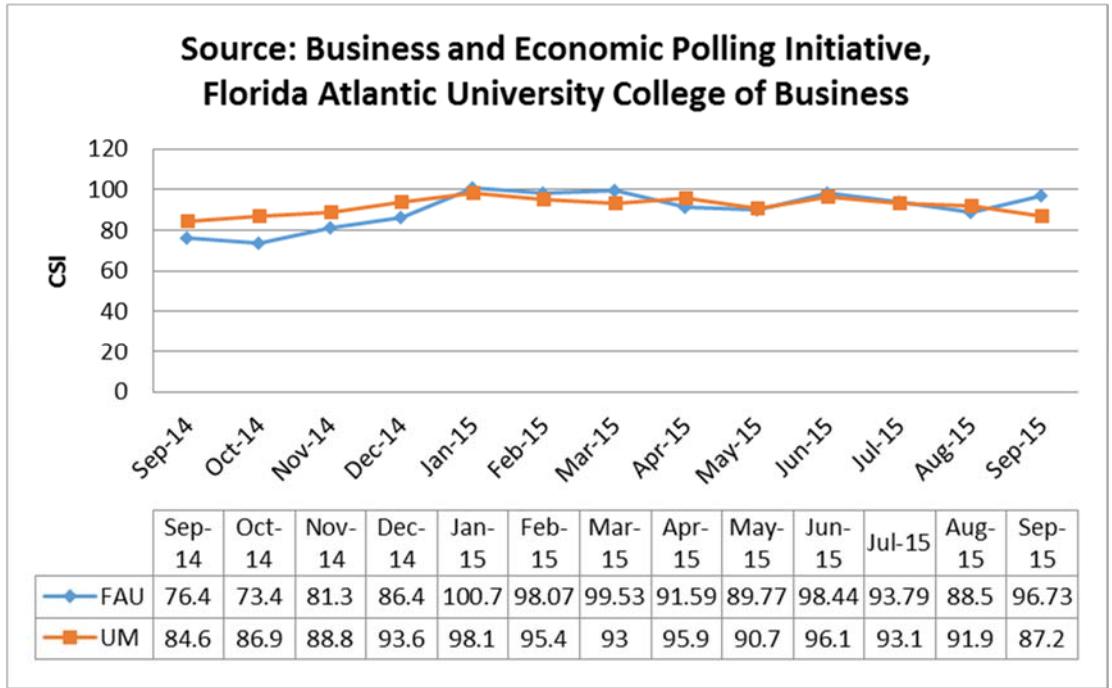
Press 2 for \$25,001-\$75,000

Press 3 over \$75,000

11) State (converted to region based on Michigan Index Geography)

Executive Summary

The Hispanic Consumer Sentiment Index (CSI) jumped ahead of the University of Michigan Consumer Index by 9.5 points with a score of 96.73 to 87.2. This is the largest difference in favor of the Hispanic CSI since data began being collected in August of 2014. While the Michigan index dropped for the third consecutive month the FAU index saw its largest gains since June.

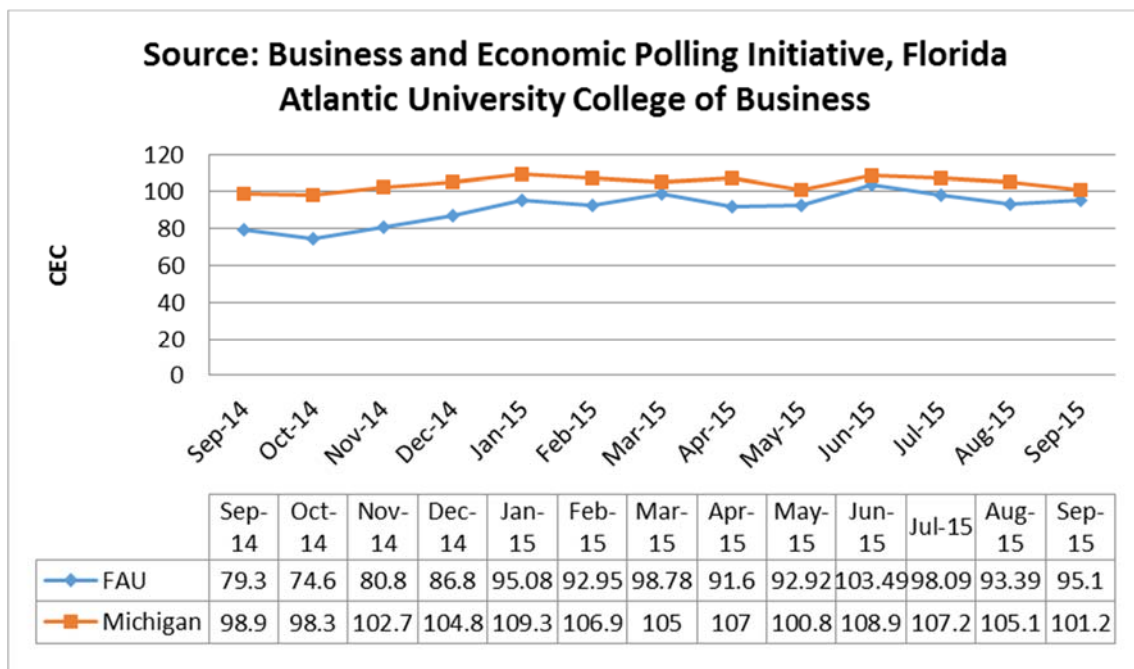


There continues to be a significant difference in age with those 18-34 having a 111.83 score and then dropping to 98.51 for those 35-54, and then another significant drop occurred with those 55+ having a score of 61.21.

Males and females scored about the same (96.73 to 97.03) and those earning over \$75,000 scored higher (106.8) than the average.

	CSI (August)	CSI (Sept)
under \$25,000	77.40	85.19
\$25,001-\$75,000	88.60	99.10
\$75,000+	101.74	106.80

The midwest region saw nearly a 20 point increase scoring a 81.34 from a 62 while those in the south scored 24 points higher at 110.9 from 86.2, followed by the west dropped 2 points to 91.1 and the northeast dropped 11 points from a high of 98 to 87.



The Current Economic Conditions (CEC) gained nearly 2 points from August with a 95.1. This index continues to lag behind the Michigan CEC as it has since its inception, the current different is 6.1 points which is the closest margin since June (4.5 points). The CEC for males dropped to its lowest levels in the last 3 months from a 100.46 in August, a 101.27 in July and a 101.79 in June to an 86.77 in September. Females bounced back to have a significantly better economic condition over males from August score of 86.13 to a 104.18 in September.

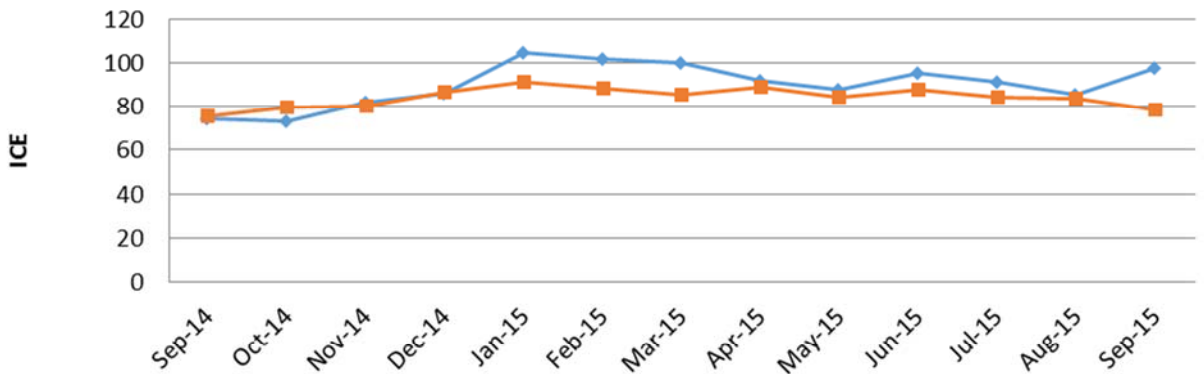
Younger age demographics continues to report stronger CEC for the last four months scoring a 112.51 for those 18-34, then dropping to 92.31 for those 35-54 and a significant drop of 27 points for those over 55 (64.82).

Those with only a high school degree held they July and August gains (95.2 and 95.78) with a score of 94.34 in September. Those with a graduate degree have gained for the third straight month going from 96.9 in July to 102.61 in August and 113.78 in September. Those with a college degree continued to hold its score of 115.53 in September from a low of 85.6 in May.. Those with less than a high school degree gained 2 points from 81.99 to 83.74.

Similar to the last five months those earning under \$25,000 report the lowest CEC. Hispanic respondents in the Midwest saw an increase of 18 points from 68.89 to 86.77. The West dropped from 97.57 to 84.50 and the south dropped from a 93.35 in August to 84.50 in September. The Northeast saw its lowest score in three months to 88.29 (96.99 in June, 98.87 in July, 97.58 in August).

There was a positive relationship continues between income level and CEC with those earning under \$25,000 scoring a 82.23, the middle income group scored a 96.61 and those earning over \$75,000 scored a 107.96.

**Source: Business and Economic Polling Initiative, Florida
Atlantic University College of Business**



	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15
FAU	74.5	72.9	81.6	86.1	104.3	101.4	100	91.58	87.74	95.19	91.03	85.37	97.78
Michigan	75.4	79.6	79.9	86.4	91	88	85.3	88.8	84.2	87.8	84.1	83.4	78.2

The Index of Consumer Expectations (ICE) continues to outpace the national average set by Michigan by its largest margin since the index began in August of 2014 at 19.5 points (97.78 to 78.20). The ICE has performed higher with Hispanics then the Michigan National index since January.

Males continued to outscore females, this month by about 11 points as it did in August (103.13 to 92.44 from 90.88 to 79.69 in August). Age continues to be a significant variable with those over 55 scoring a 58.89 up from 51.12 and those 18-34 scored a 111.40 up from 89.62 and those 35-54 scoring a 103.13.

Index of Consumer Sentiment

	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
May 2015	116	142	118	93	125	89.77
June 2015	129	140	128	116	139	98.44
July 2015	124	144	109	113	130	93.79
August 2015	122	132	102	109	119	88.50
September 2015	128	162	112	120	118	96.73

The Consumer Sentiment Index (CSI) bounced back from a yearly low of 88.5 to a three month high of 96.73 points. The September average is 8.5 points higher than the Michigan Consumer index which ended the month at 87.2.

Getting Along Financially these Days

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	290	64.4	64.4	64.4
Worse Off	160	35.6	35.6	100.0
Total	450	100.0	100.0	

A year from Now...

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	366	81.4	81.4	81.4
Worse Off	84	18.6	18.6	100.0
Total	450	100.0	100.0	

Business in the country...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good times financially	253	56.3	56.3	56.3
	Bad times financially	197	43.7	43.7	100.0
	Total	450	100.0	100.0	

Country as a whole...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times	268	59.6	59.6	59.6
	Bad Times	182	40.4	40.4	100.0
	Total	450	100.0	100.0	

Big items for home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	264	58.7	58.7	58.7
	Bad time to buy	186	41.3	41.3	100.0
	Total	450	100.0	100.0	

Cross Tabs

		Q1	Q2	Q3	Q4	Q5	ICS
Mode	Telephone	88	126	84	96	84	72.75
	Online	158	188	134	136	142	114.20
	Total	128	162	112	120	118	96.73
		Q1	Q2	Q3	Q4	Q5	ICS
Language	English	118	154	86	100	96	84.00
	Spanish	150	180	162	154	160	121.30
	Total	128	162	112	120	118	96.73

		Q1	Q2	Q3	Q4	Q5	ICS
Gender	Female	136	162	114	96	134	97.03
	Male	122	164	110	142	102	96.73
	Total	128	162	112	120	118	96.73
		Q1	Q2	Q3	Q4	Q5	ICS
Age Group	18-34	142	186	136	128	150	111.83
	35-54	134	176	104	136	102	98.51
	55+	88	90	78	66	78	61.21
	Total	128	162	112	120	118	96.73
		Q1	Q2	Q3	Q4	Q5	ICS
Ethnicity	Not Hispanic/Latino	100	100	100	100	100	76.01
	Mexian/Mex Amer/Chicano	128	158	102	114	104	91.70
	Puerto Rican	166	182	120	100	172	111.54
	Cuban	56	160	150	142	122	95.25
	Other Spanish Origin	136	176	138	142	148	111.54
	Total	128	162	112	120	118	96.73
		Q1	Q2	Q3	Q4	Q5	ICS
Education Level	Less than HS	120	162	94	114	96	88.74
	HS or equivalent	122	164	116	118	122	97.03
	some college, no degree	124	160	120	114	128	97.62
	College degree	166	176	132	132	134	111.54
	Graduate degree or higher	142	142	136	140	156	107.98
	Refused	100	100	100	100	100	76.01
	Total	128	162	112	120	118	96.73
		Q1	Q2	Q3	Q4	Q5	ICS
Party Affiliation	Republican	120	142	98	102	114	87.26
	Democrat	128	166	120	116	122	98.51
	Another Party	140	152	116	110	118	96.14
	Not Registered	132	178	108	144	112	101.77
	Total	128	162	112	120	118	96.73
		Q1	Q2	Q3	Q4	Q5	ICS
Income Level	under \$25,000	96	144	108	98	116	85.19
	\$25,001-\$75,000	130	172	116	118	120	99.10
	\$75,000+	164	168	112	148	116	106.80
	Refused	100	100	100	100	100	76.01
	Total	128	162	112	120	118	96.73

		Q1	Q2	Q3	Q4	Q5	ICS
Region	Northeast	126	142	116	88	102	86.96
	Midwest	122	116	102	94	102	81.34
	South	138	172	136	138	152	110.94
	West	124	172	94	118	94	91.11
	Total	128	162	112	120	118	96.73

Index of Current Economic Conditions (CEC)

	Q1	Q5	CEC
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
May 2015	116	125	92.92
June 2015	129	139	103.49
July 2015	124	130	98.08
August 2015	122	119	93.37
September 2015	128	118	95.10

The Current Economic Conditions (ICC) gained nearly 2 points this month to 95.10. This index continues to trail the Michigan ICC by 6.1 points (101.2).

Crosstab

		Q1	Q5	ICC
Mode	Telephone	88	84	67.09
	Online	158	142	115.53
	Total	128	118	95.10
		Q1	Q5	ICC
Language	English	118	96	82.99
	Spanish	150	160	119.32
	Total	128	118	95.10

		Q1	Q5	ICC
Gender	Female	136	134	104.18
	Male	122	102	86.77
	Total	128	118	95.10
		Q1	Q5	ICC
Age Group	18-34	142	150	112.51
	35-54	134	102	91.31
	55+	88	78	64.82
	Total	128	118	95.10
		Q1	Q5	ICC
Ethnicity	Not Hispanic/Latino	100	100	77.69
	Mexian/Mex Amer/Chicano	128	104	89.80
	Puerto Rican	166	172	129.91
	Cuban	56	122	69.36
	Other Spanish Origin	136	148	109.48
	Total	128	118	95.10
		Q1	Q5	ICC
Education Level	Less than HS	120	96	83.74
	HS or equivalant	122	122	94.34
	some college, no degree	124	128	97.37
	College degree	166	134	115.53
	Graduate degree or higher	142	156	114.78
	Refused	100	100	77.69
	Total	128	118	95.10
		Q1	Q5	ICC
Party Affiliation	Republican	120	114	90.56
	Democrat	128	122	96.61
	Another Party	140	118	99.64
	Not Registered	132	112	94.34
	Total	128	118	95.10
		Q1	Q5	ICC
Income Level	under \$25,000	96	116	82.23
	\$25,001-\$75,000	130	120	96.61
	\$75,000+	164	116	107.96
	Refused	100	100	77.69
	Total	128	118	95.10

		Q1	Q5	ICC
Region	Northeast	126	102	88.29
	Midwest	122	102	86.77
	South	138	152	111.75
	West	124	94	84.50
	Total	128	118	95.10

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
May 2015	142	118	93	87.74
June 2015	140	128	116	95.19
July 2015	144	109	113	91.03
August 2015	132	102	109	85.37
September 2015	162	112	120	97.78

The Index of Consumer Expectations (ICE) continues to outpace the national average set by Michigan by 19.5 points (97.78 to 78.20) a difference of 12.5 points this month. The ICE had its first positive month since June and reached its highest point since March.

Crosstabs

		Q2	Q3	Q4	ICE
Mode	Telephone	126	84	96	76.39
	Online	188	134	136	113.34
	Total	162	112	120	97.78

		Q2	Q3	Q4	ICE
Language	English	154	86	100	84.66
	Spanish	180	162	154	122.58
	Total	162	112	120	97.78
		Q2	Q3	Q4	ICE
Gender	Female	162	114	96	92.44
	Male	164	110	142	103.13
	Total	162	112	120	97.78
		Q2	Q3	Q4	ICE
Age Group	18-34	186	136	128	111.40
	35-54	176	104	136	103.13
	55+	90	78	66	58.89
	Total	162	112	120	97.78
		Q2	Q3	Q4	ICE
Ethnicity	Not Hispanic/Latino	100	100	100	74.93
	Mexian/Mex Amer/Chicano	158	102	114	92.92
	Puerto Rican	182	120	100	99.73
	Cuban	160	150	142	111.88
	Other Spanish Origin	176	138	142	112.86
	Total	162	112	120	97.78
			Q2	Q3	Q4
Education Level	Less than HS	162	94	114	91.95
	HS or equivalent	164	116	118	98.76
	some college, no degree	160	120	114	97.78
	College degree	176	132	132	108.97
	Graduate degree or higher	142	136	140	103.62
	Refused	100	100	100	74.93
	Total	162	112	120	97.78
		Q2	Q3	Q4	ICE
Party Affiliation	Republican	142	98	102	85.14
	Democrat	166	120	116	99.73
	Another Party	152	116	110	93.89
	Not Registered	178	108	144	106.54
	Total	162	112	120	97.78
		Q2	Q3	Q4	ICE
Income Level	under \$25,000	144	108	98	87.09
	\$25,001-\$75,000	172	116	118	100.70
	\$75,000+	168	112	148	106.05

	Refused	100	100	100	74.93
	Total	162	112	120	97.78
		Q2	Q3	Q4	ICE
Region	Northeast	142	116	88	86.12
	Midwest	116	102	94	77.85
	South	172	136	138	110.43
	West	172	94	118	95.35
	Total	162	112	120	97.78

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