

Florida Atlantic University  
Business Economic Polling Initiative  
Hispanic Attitudes

February 2015

The February survey is the seventh 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=264). 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=236). There was a 4.6% response rate for the ATI calls.

The survey was presented in both English (n=344) and Spanish (n=156) versions.

The survey was conducted between February 1-28, 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**

		United States	
		Total	%
<b>Age</b> <a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table</a>			
18 to 34 years		15303687	0.421998
35 to 54 years		13844037	0.381748
55 years and over		7117112	0.196254
Total:		36264836	
<b>Gender</b> <a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table</a>			
Male:		27409243	0.507706
Female:		26577169	0.492294
Total		53986412	
<b>Region</b> <a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table</a>			
Northeast		7542347	0.139708
Midwest		4963976	0.091949
South		19728578	0.365436
West		21751511	0.402907
		53986412	
<b>Income</b> <a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_B19001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_B19001I&amp;prodType=table</a>			
Under \$25,000		3967276	0.289609
\$25,001-\$75,000		6438685	0.470021
Over \$75,001		3292766	0.24037
		13698727	
<b>Edu</b> <a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_1YR_B15002I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_1YR_B15002I&amp;prodType=table</a>			
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

## Results

### Index of Consumer Sentiment

#### Overall

	Q1	Q 2	Q3	Q4	Q5	ICS
August 2014	90	102	80	72	104	<b>68.3</b>
September 2014	98	124	92	82	106	<b>76.4</b>
October 2014	92	114	87	90	100	<b>73.4</b>
November 2014	94	124	106	98	114	<b>81.3</b>
December 2014	102	124	116	106	122	<b>86.4</b>
January 2015	125	160	130	131	121	<b>100.69</b>
February 2015	116	154	130	124	124	<b>98.07</b>

#### Getting Along Financially these Days

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	291	58.1	58.1	58.1
Worse Off	209	41.9	41.9	100.0
Total	500	100.0	100.0	

#### A year from Now...

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	386	77.2	77.2	77.2

Worse Off	114	22.8	22.8	100.0
Total	500	100.0	100.0	

**Business in the country...**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Good times financially	325	65.0	65.0	65.0
Bad times financially	175	35.0	35.0	100.0
Total	500	100.0	100.0	

**Country as a whole...**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Good Times	311	62.2	62.2	62.2
Bad Times	189	37.8	37.8	100.0
Total	500	100.0	100.0	

**Big items for home**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Good Times to buy	310	62.1	62.1	62.1
Bad time to buy	190	37.9	37.9	100.0
Total	500	100.0	100.0	

**Cross Tabs**

		Q1	Q2	Q3	Q4	Q5	ICS
Mode	Telephone	80.41	128.01	110.84	102.50	97.99	78.93
	Online	156.36	184.00	151.48	148.78	153.38	119.53
	Total	116.22	154.41	130.00	124.32	124.10	98.07
		Q1	Q2	Q3	Q4	Q5	ICS
Language	English	103.82	143.89	121.24	100.44	118.82	89.07
	Spanish	143.48	177.53	149.27	176.84	135.73	117.88
	Total	116.22	154.41	130.00	124.32	124.10	98.07

		Q1	Q2	Q3	Q4	Q5	ICS
Gender	Female	122.44	158.25	125.18	130.42	112.61	98.05
	Male	110.17	150.66	134.69	118.38	135.28	98.09
	Total	116.22	154.41	130.00	124.32	124.10	98.07
		Q1	Q2	Q3	Q4	Q5	ICS
Age	18-34	145.74	181.81	149.63	150.77	139.35	115.58
	35-54	92.91	145.50	121.31	109.74	115.65	88.61
	55+	98.08	112.74	104.68	95.78	107.76	78.83
	refused	100.00	100.00	100.00	100.00	100.00	76.01
	Total	116.22	154.41	130.00	124.32	124.10	98.07
		Q1	Q2	Q3	Q4	Q5	ICS
Ethnicity	Not Hispanic/Latino	100.00	100.00	100.00	100.00	100.00	76.01
	Mexian/Mex Amer/Chicano	116.10	153.82	133.26	120.41	125.69	98.10
	Puerto Rican	94.57	144.51	121.24	124.23	103.74	89.08
	Cuban	134.00	145.78	132.90	109.18	160.29	102.97
	Other Spanish Origin	126.58	168.55	121.17	148.28	118.09	103.05
	Total	116.22	154.41	130.00	124.32	124.10	98.07
		Q1	Q2	Q3	Q4	Q5	ICS
Party Affiliation	Republican	116.53	124.61	112.56	110.68	139.57	91.40
	Democrat	109.12	165.76	147.61	126.92	121.08	101.25
	Another Party	134.95	155.12	124.41	117.53	142.31	101.81
	Not Registered	118.87	166.36	119.97	138.44	102.56	97.65
	Total	116.22	154.41	130.00	124.32	124.10	98.07
		Q1	Q2	Q3	Q4	Q5	ICS
Education Level	Less than HS	88.62	149.34	125.70	122.74	84.96	86.57
	HS or equivalent	127.16	161.00	144.78	125.75	150.58	106.99
	some college, no degree	137.33	158.94	109.11	122.70	149.66	102.32
	College degree	133.93	148.68	132.95	125.71	132.17	101.68
	Graduate degree or higher	138.97	157.41	149.08	130.93	163.25	111.48
	Refused	100.00	100.00	100.00	100.00	100.00	76.01
	Total	116.22	154.41	130.00	124.32	124.10	98.07
		Q1	Q2	Q3	Q4	Q5	ICS
Income Level	under \$25,000	78.31	130.87	99.35	117.73	87.31	78.02
	\$25,001-\$75,000	124.79	168.59	144.92	125.63	121.03	103.39
	\$75,000+	145.23	155.07	137.82	129.72	174.58	111.89
	Refused	100.00	100.00	100.00	100.00	100.00	76.01
	Total	116.22	154.41	130.00	124.32	124.10	98.07
		Q1	Q2	Q3	Q4	Q5	ICS
Region	Northeast	105.99	121.58	91.32	108.85	117.21	82.67
	Midwest	83.52	155.28	108.16	107.60	129.25	88.42

	South	121.72	147.60	123.10	125.33	136.77	98.88
	West	122.25	171.77	154.67	132.60	113.85	104.90
	Total	116.22	154.41	130.00	124.32	124.10	98.07

Index of Current Economic Conditions (ICC)

	Q1	Q5	ICC
August 2014	90	104	<b>75.4</b>
September 2014	98	106	<b>79.3</b>
October 2014	92	100	<b>74.6</b>
November 2014	94	114	<b>80.8</b>
December 2014	102	122	<b>86.8</b>
January 2015	125	121	<b>95.08</b>
February 2015	116	124	<b>92.95</b>

		Q1	Q5	ICC
Mode	Telephone	80.41	97.99	69.51
	Online	156.36	153.38	119.22
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Language	English	103.82	118.82	86.25
	Spanish	143.48	135.73	107.67
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Gender	Female	122.44	112.61	90.96
	Male	110.17	135.28	94.89
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Age	18-34	145.74	139.35	109.89
	35-54	92.91	115.65	80.93
	55+	98.08	107.76	79.90
	refused	100.00	100.00	77.69
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Ethnicity	Not Hispanic/Latino	100.00	100.00	77.69
	Mexian/Mex Amer/Chicano	116.10	125.69	93.50
	Puerto Rican	94.57	103.74	77.05
	Cuban	134.00	160.29	113.37
	Other Spanish Origin	126.58	118.09	94.59
	Total	116.22	124.10	92.95

		Q1	Q5	ICC
Party Affiliation	Republican	116.53	139.57	98.92
	Democrat	109.12	121.08	89.12
	Another Party	134.95	142.31	106.93
	Not Registered	118.87	102.56	85.80
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Education Level	Less than HS	88.62	84.96	67.69
	HS or equivalent	127.16	150.58	107.11
	some college, no degree	137.33	149.66	110.61
	College degree	133.93	132.17	102.70
	Graduate degree or higher	138.97	163.25	116.37
	Refused	100.00	100.00	77.69
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Income Level	under \$25,000	78.31	87.31	64.68
	\$25,001-\$75,000	124.79	121.03	95.03
	\$75,000+	145.23	174.58	123.03
	Refused	100.00	100.00	77.69
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Region	Northeast	105.99	117.21	86.47
	Midwest	83.52	129.25	82.52
	South	121.72	136.77	99.82
	West	122.25	113.85	91.35
	Total	116.22	124.10	92.95



## 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

		Q2	Q3	Q4	ICE
Mode	Telephone	128.01	110.84	102.50	84.98
	Online	184.00	151.48	148.78	119.73
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Language	English	143.89	121.24	100.44	90.87
	Spanish	177.53	149.27	176.84	124.44
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Gender	Female	158.25	125.18	130.42	102.61
	Male	150.66	134.69	118.38	100.15
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Age	18-34	181.81	149.63	150.77	119.23
	35-54	145.50	121.31	109.74	93.54
	55+	112.74	104.68	95.78	78.14
	refused	100.00	100.00	100.00	74.93
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Ethnicity	Not Hispanic/Latino	100.00	100.00	100.00	74.93
	Mexian/Mex Amer/Chicano	153.82	133.26	120.41	101.06
	Puerto Rican	144.51	121.24	124.23	96.81
	Cuban	145.78	132.90	109.18	96.29
	Other Spanish Origin	168.55	121.17	148.28	108.48
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Party Affiliation	Republican	124.61	112.56	110.68	86.57
	Democrat	165.76	147.61	126.92	109.04

	Another Party	155.12	124.41	117.53	98.53
	Not Registered	166.36	119.97	138.44	105.26
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Education Level	Less than HS	149.34	125.70	122.74	98.70
	HS or equivalent	161.00	144.78	125.75	106.91
	some college, no degree	158.94	109.11	122.70	96.99
	College degree	148.68	132.95	125.71	101.03
	Graduate degree or higher	157.41	149.08	130.93	108.34
	Refused	100.00	100.00	100.00	74.93
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Income Level	under \$25,000	130.87	99.35	117.73	86.59
	\$25,001-\$75,000	168.59	144.92	125.63	108.76
	\$75,000+	155.07	137.82	129.72	104.74
	Refused	100.00	100.00	100.00	74.93
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Region	Northeast	121.58	91.32	108.85	80.22
	Midwest	155.28	108.16	107.60	92.21
	South	147.60	123.10	125.33	98.28
	West	171.77	154.67	132.60	113.60
	Total	154.41	130.00	124.32	101.36

- Hispanic consumer confidence has continued to stay strong at 98.1 compared to 100.7 in January.
- The Current Conditions Index was down a few points to 93 from 95.1 and the Consumer Expectations Index also dipped to 101.4 from 104.3.
- All three indexes remained steady from January when they each reached their highest numbers since August when the Florida Atlantic University Business and Economic Polling Initiative (FAU BEPI) started calculating the index.