

Florida Atlantic University  
Business Economic Polling Initiative  
Hispanic Attitudes

January 2015

The January survey is the sixth 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=280). 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=220). There was a 4.9% response rate for the ATI calls.

The survey was presented in both English (n=324) and Spanish (n=176) versions.

The survey was conducted between January 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**

		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

English Version January 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

## 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>

#### Getting Along Financially these Days

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	313	62.7	62.7	62.7
	Worse Off	187	37.3	37.3	100.0
	Total	500	100.0	100.0	

#### A year from Now...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	401	80.2	80.2	80.2
	Worse Off	99	19.8	19.8	100.0
	Total	500	100.0	100.0	

#### Business in the country...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good times financially	324	64.8	64.8	64.8
	Bad times financially	176	35.2	35.2	100.0
	Total	500	100.0	100.0	

**Country as a whole...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times	327	65.4	65.4	65.4
	Bad Times	173	34.6	34.6	100.0
	Total	500	100.0	100.0	

**Big items for home**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	302	60.3	60.3	60.3
	Bad time to buy	198	39.7	39.7	100.0
	Total	500	100.0	100.0	

**Cross Tabs**

		Q1	Q2	Q3	Q4	Q5	ICS
Mode	Telephone	120	147	120	123	114	94.23
	Online	132	178	142	141	129	108.94
	Total	125	160	130	131	121	100.69
		Q1	Q2	Q3	Q4	Q5	ICS
Language	English	121	151	123	108	120	94.23
	Spanish	134	178	142	172	121	112.56
	Total	125	160	130	131	121	100.69
		Q1	Q2	Q3	Q4	Q5	ICS
Gender	Female	125	178	145	133	122	106.12
	Male	125	143	114	129	119	95.42
	Total	125	160	130	131	121	100.69
		Q1	Q2	Q3	Q4	Q5	ICS
Age Group	Under 17						
	18-34	138	173	155	152	130	112.64
	35-54	116	159	104	124	119	94.04
	55+	115	137	125	99	104	87.95

	refused	100	100	100	100	100	76.01
	Total	125	160	130	131	121	100.69
		Q1	Q2	Q3	Q4	Q5	ICS
Ethnicity	Not Hispanic/Latino						
	Mexian/Mex Amer/Chicano	128	154	119	119	126	97.70
	Puerto Rican	107	171	118	154	129	102.61
	Cuban	73	155	154	123	147	98.47
	Other Spanish Origin	140	182	168	167	86	111.85
	Total	125	160	130	131	121	100.69
		Q1	Q2	Q3	Q4	Q5	ICS
Party Affiliation	Republican	129	163	114	124	113	97.24
	Democrat	129	162	133	117	130	101.39
	Another Party	126	157	142	115	103	97.23
	Not Registered	114	156	137	166	124	105.19
	Total	125	160	130	131	121	100.69
		Q1	Q2	Q3	Q4	Q5	ICS
Education Level	Less than HS	106	169	113	127	92	91.78
	HS or equivalent	127	152	134	137	132	102.82
	some college, no degree	136	155	138	122	133	103.33
	College degree	157	166	155	142	149	115.90
	Graduate degree or higher	134	145	122	124	146	101.36
	Total	125	160	130	131	121	100.69
		Q1	Q2	Q3	Q4	Q5	ICS
Income Level	under \$25,000	93	135	109	106	97	81.92
	\$25,001-\$75,000	123	169	123	132	111	99.45
	\$75,000+	169	173	168	158	168	125.81
	Total	125	160	130	131	121	100.69



		Q1	Q2	Q3	Q4	Q5	ICS
Region	Northeast	122	159	131	131	123	100.46
	Midwest	144	139	136	95	111	94.52
	South	121	175	140	130	113	102.34
	West	127	153	119	140	129	100.70
	Total	125	160	130	131	121	100.69

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>

		Q1	Q5	ICC
Mode	Telephone	120	114	90.49
	Online	132	129	100.93
	Total	125	121	95.08
		Q1	Q5	ICC
Language	English	121	120	93.11
	Spanish	134	121	98.68
	Total	125	121	95.08
		Q1	Q5	ICC
Gender	Female	125	122	95.60
	Male	125	119	94.57
	Total	125	121	95.08

		Q1	Q5	ICC
Age Group	Under 17			
	18-34	138	130	103.42
	35-54	116	119	91.17
	55+	115	104	84.73
	refused	100	100	77.69
	Total	125	121	95.08
		Q1	Q5	ICC
Ethnicity	Not Hispanic/Latino			
	Mexian/Mex Amer/Chicano	128	126	98.37
	Puerto Rican	107	129	91.54
	Cuban	73	147	85.16
	Other Spanish Origin	140	86	87.49
	Total	125	121	95.08
		Q1	Q5	ICC
Party Affiliation	Republican	129	113	93.64
	Democrat	129	130	100.21
	Another Party	126	103	88.68
	Not Registered	114	124	92.15
	Total	125	121	95.08
		Q1	Q5	ICC
Education Level	Less than HS	106	92	76.84
	HS or equivalent	127	132	99.94
	some college, no degree	136	133	103.83
	College degree	157	149	117.94
	Graduate degree or higher	134	146	108.03
	Total	125	121	95.08

		Q1	Q5	ICC
Income Level	under \$25,000	93	97	73.71
	\$25,001-\$75,000	123	111	90.64
	\$75,000+	169	168	129.59
	Total	125	121	95.08
		Q1	Q5	ICC
Region	Northeast	122	123	94.52
	Midwest	144	111	98.48
	South	121	113	90.39
	West	127	129	98.74
	Total	125	121	95.08

### 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

		Q2	Q3	Q4	ICE
Mode	Telephone	147	120	123	96.63
	Online	178	142	141	114.09
	Total	160	130	131	104.30
		Q2	Q3	Q4	ICE
Language	English	151	123	108	94.95
	Spanish	178	142	172	121.48
	Total	160	130	131	104.30
		Q2	Q3	Q4	ICE
Gender	Female	178	145	133	112.88
	Male	143	114	129	95.96
	Total	160	130	131	104.30

		Q2	Q3	Q4	ICE
Age Group	Under 17				
	18-34	173	155	152	118.57
	35-54	159	104	124	95.88
	55+	137	125	99	90.01
	refused	100	100	100	74.93
	Total	160	130	131	104.30
		Q2	Q3	Q4	ICE
Ethnicity	Not Hispanic/Latino				
	Mexian/Mex Amer/Chicano	154	119	119	97.27
	Puerto Rican	171	118	154	109.73
	Cuban	155	154	123	107.02
	Other Spanish Origin	182	168	167	127.50
	Total	160	130	131	104.30
		Q2	Q3	Q4	ICE
Party Affiliation	Republican	163	114	124	99.55
	Democrat	162	133	117	102.15
	Another Party	157	142	115	102.73
	Not Registered	156	137	166	113.56
	Total	160	130	131	104.30
		Q2	Q3	Q4	ICE
Education Level	Less than HS	169	113	127	101.37
	HS or equivalent	152	134	137	104.67
	some college, no degree	155	138	122	103.01
	College degree	166	155	142	114.59
	Graduate degree or higher	145	122	124	97.08
	Total	160	130	131	104.30

		Q2	Q3	Q4	ICE
Income Level	under \$25,000	135	109	106	87.19
	\$25,001-\$75,000	169	123	132	105.12
	\$75,000+	173	168	158	123.39
	Total	160	130	131	104.30
		Q2	Q3	Q4	ICE
Region	Northeast	159	131	131	104.28
	Midwest	139	136	95	91.98
	South	175	140	130	110.01
	West	153	119	140	101.96
	Total	160	130	131	104.30

- **Consumer Confidence Index**

- Hispanic consumer confidence has continued to increase to 100.7.
- The Current Conditions Index was up to 95.1
- Consumer Expectations Index also rose to 104.3.
- All three indexes reached its highest level since August when the Florida Atlantic University Business and Economic Polling Initiative started calculating the index.

**Caller ID**

This Florida Atlantic University Business and Economic Polling Initiative ([FAU BEPI](http://www.business.fau.edu/bepi)) survey was conducted Nationally from January 1-31, using an Interactive Voice Response (IVR) system and online data collection through USAMP. The survey sample consisted of 500 adults. The poll has a margin of error of +/-4.3% with a 95% confidence level. The full survey methodology and for more information about this survey and the initiative, visit [www.business.fau.edu/bepi](http://www.business.fau.edu/bepi), or contact Monica Escaleras at 561-297-1312 or [BEPI@fau.edu](mailto:BEPI@fau.edu).