



**BUSINESS AND ECONOMICS
POLLING INITIATIVE**
College of Business
Florida Atlantic University

**Hispanic Attitudes on Economy
December 2015**

Final Results for December 2015

	Dec 2015	Nov 2015	Dec 2014	M-M Change	Y-Y Change
Index of Consumer Sentiment	92.0	90.1	86.4	+ 1.9%	+ 5.6%
Current Economic Conditions	96.6	90.2	86.8	+ 6.4%	+ 9.8%
Index of Consumer Expectations	89.1	86.7	86.1	+ 2.4%	+ 3.0%

Table of Contents

Methodology.....	3
Copy of Survey Instrument.....	8
Executive Summary	10
Index of Consumer Sentiment.....	16
Index of Current Economic Conditions.....	19
Index of Consumer Expectation.....	22

The December survey is the seventeenth 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=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=220). 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=280). There was a 5.2% response rate for the ATI calls.

The survey was presented in both English (n=315) and Spanish (n=185) versions.

The survey was conducted December 1-31, 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 <small>http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table</small>		
18 to 34 years	15303687	0.421998
35 to 54 years	13844037	0.381748
55 years and over	7117112	0.196254
Total:	36264836	
Gender <small>http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table</small>		
Male:	27409243	0.507706
Female:	26577169	0.492294
Total	53986412	
Region <small>http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table</small>		
Northeast	7542347	0.139708
Midwest	4963976	0.091949
South	19728578	0.365436
West	21751511	0.402907
	53986412	
Income <small>http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_B19001I&prodType=table</small>		
Under \$25,000	3967276	0.289609
\$25,001-\$75,000	6438685	0.470021
Over \$75,001	3292766	0.24037
	13698727	
Edu <small>http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_1YR_B15002I&prodType=table</small>		
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

Demographic Results

Mode

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Telephone	220	44.1	44.1	44.1
Online	280	55.9	55.9	100.0
Total	500	100.0	100.0	

Language

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid English	315	63.0	63.0	63.0
Spanish	185	37.0	37.0	100.0
Total	500	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	246	49.3	49.3	49.3
Male	253	50.7	50.7	100.0
Total	500	100.0	100.0	

Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-34	211	42.2	42.2	42.2
35-54	191	38.2	38.2	80.4
55+	98	19.6	19.6	100.0
Total	500	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mexican/Mex Amer/Chicano	357	71.3	71.3	71.3
	Puerto Rican	55	11.1	11.1	82.4
	Cuban	20	3.9	3.9	86.4
	Other Spanish Origin	68	13.6	13.6	100.0
	Total	500	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than HS	184	36.8	36.8	36.8
	HS or equivalent	135	27.1	27.1	63.9
	some college, no degree	87	17.4	17.4	81.3
	College degree	73	14.6	14.6	95.9
	Graduate degree or higher	20	4.1	4.1	100.0
	Total	500	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	71	14.1	14.1	14.1
	Democrat	236	47.1	47.1	61.3
	Another Party	91	18.2	18.2	79.4
	Not Registered	103	20.6	20.6	100.0
	Total	500	100.0	100.0	

Income Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid under \$25,000	145	29.0	29.0	29.0
\$25,001-\$75,000	235	47.0	47.0	76.0
\$75,000+	120	24.0	24.0	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	46	9.2	9.2	23.2
South	182	36.5	36.5	59.7
West	201	40.3	40.3	100.0
Total	500	100.0	100.0	

English Version December 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

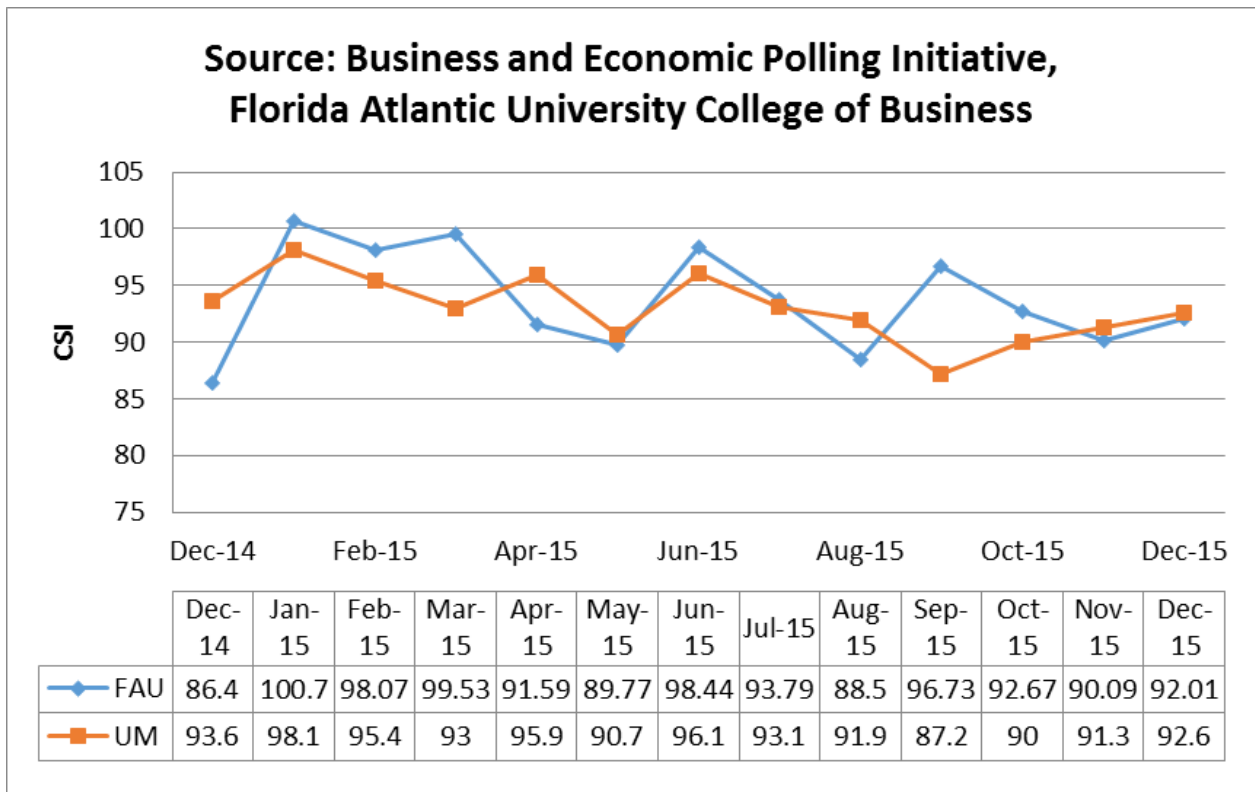
- 2) Are you of Hispanic, Latino or Spanish origin?
 Press 1 if you're not of Hispanic, Latino or Spanish origin (end survey)
 Press 2 for yes, Mexican, Mexican American, Chicano
 Press 3 for yes, Puerto Rican
 Press 4 for yes, Cuban
 Press 5 for yes another Hispanic, Latino or Spanish origin
 Press 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) 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
- 9) Party Affiliation
Press 1 for Republican
Press 2 for Democrat
Press 3 for independent
Press 4 for if not registered
- 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) Region

Executive Summary

The Hispanic Consumer Sentiment Index (CSI) gained 1.92 points from 90.09 in November to 92.01 in December but continues to lag behind the University of Michigan (UM) Consumer Index for the second straight month. The UM index increased 1.3 points for the second straight month from 91.3 to 92.6, a current difference of .59 from the FAU index. This is the first month the FAU Hispanic index has seen growth after two consecutive drops in the CSI which is part of a larger pattern for almost all of 2015 where after going up for one month it goes down for two months and then back up. For example in March the index went up from February, then down in April and May; back up in June then down in July and August; back up in September then back down in October and November. The Index is back up in December which if the pattern holds suggests the index will go down in January 2016.

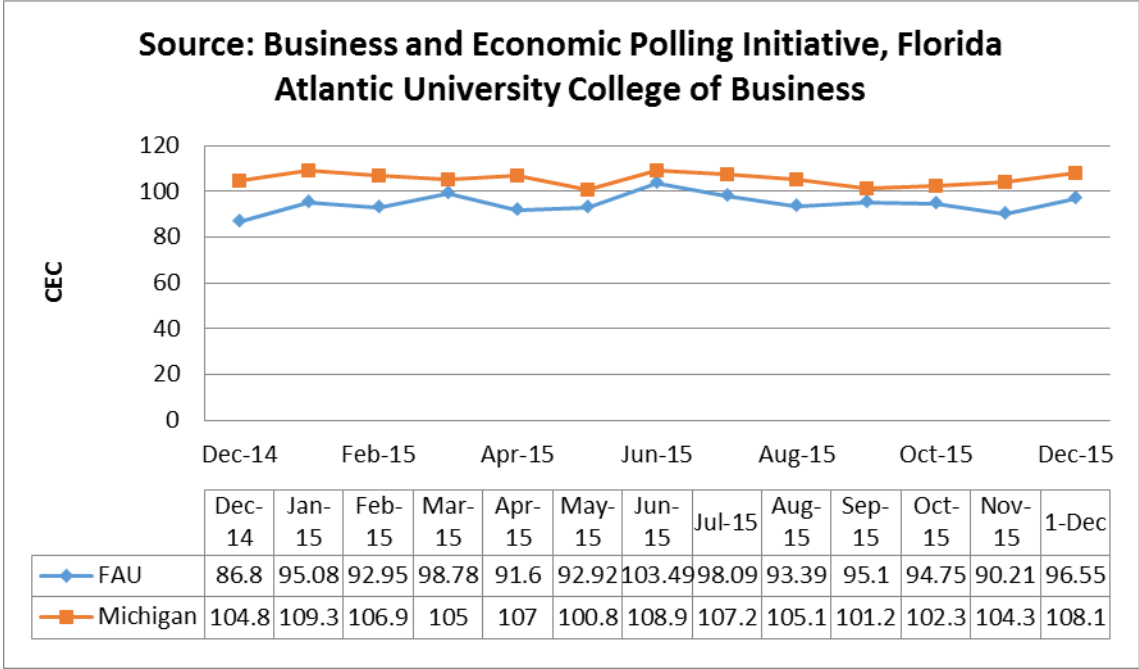


There continues to be a significant difference in age cohorts with those 18-34 having a 106.57 score and then dropping to 81.30 for those 35-54, and those 55+ having a score of 81.55.

Female sentiment continued to drop from a 95.10 in October to 92.33 in November and now stands at a 91.08 in December while the males gained nearly 5 points from 87.91 in November to 92.92 in December after posting a 90.30 in October. Top income earners of over \$75,000 continue to score highest jumping from 96.02 in November to 100.90 in December.

	CSI (August)	CSI (Sept)	CSI (Oct)	CSI (Nov)	CSI (Dec)
under \$25,000	77.40	85.19	77.39	81.20	80.86
\$25,001-\$75,000	88.60	99.10	96.40	92.55	94.35
\$75,000+	101.74	106.80	103.83	96.02	100.90

The midwest region dropped nearly 20 points from a high CSI of 104.98 in November to 84.75 in December which is more reflective of their typical scores of 83.99 and 81.34 in October and September after posting a low of 62 in August. Those in the south saw a slight drop in its CSI with a 85.71 in December from 88.18 in November after posting a 90.39 in October. The west gained nearly 7 points from an 89.88 in November to a 96.49 in December, and the northeast bounced back up from 85.88 in November to 100.35 in December after posting a high of 102.47 in October.



The Current Economic Conditions (CEC) bounced back from a 4.54 point drop in November (90.21) to a 6.3 point gain in December with a 96.55. This is the largest gain in six months for the CEC which gained 10.5 points between May and June. This index continues to lag behind the Michigan CEC as it has since its inception; the current difference of 11.6 points is almost 7 points closer than last Decembers difference of 18 points.

The CEC for males gained nearly 6 points from an 88.89 in November to 94.85 in December while females bounced back from a 91.57 in November to a 98.3 in December after posting a 99.88 in October and a 104.18 in September.

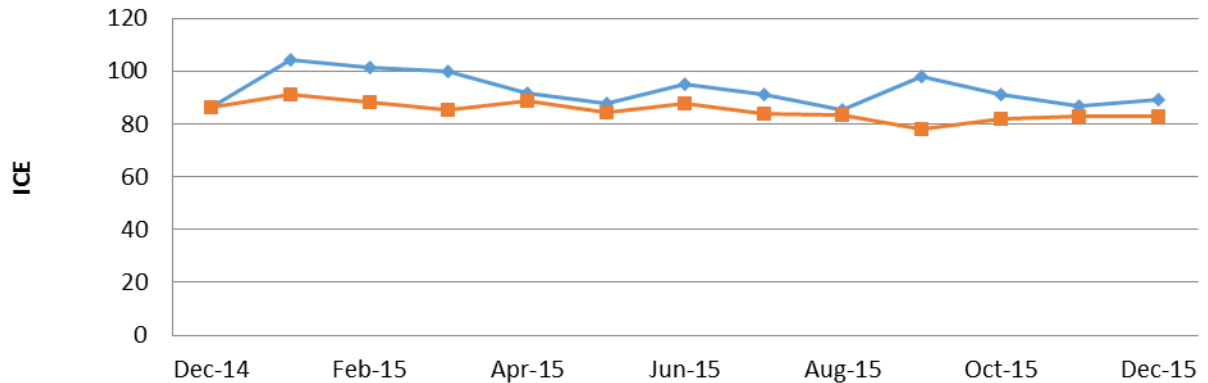
Younger age demographics continues to report stronger CEC for the last seven months with 112.05 for those 18-34, then dropping to 84.20 for those 35-54 and those over 55 scored a 87.24 which is up from a 76.64 in November and a 76.94 in Octobers.

Those with only a high school degree dropped to 95.78 after posting back to back months in October and November of 100.24 and 102.00. Those with a graduate degree dropped slightly for a third consecutive month with a 102.77 after posting a 105.99 in November, a 107.16 in October, and a 113.78 in September. Those with a college degree continued to hold a strong score of 117.78 which is almost identical to last month's 117.76 in November after posting a 115.53 in October and a 114.75 in September. Those with less than a high school degree saw a bump back to 86.4 after dropping for three months from a 62.33 in November, a 78.26 in October, and an 83.74 in September.

Similar to the last seven months those earning under \$25,000 report the lowest CEC with a 77.98 which is up nearly ten points from November's score of 67.75. There maintains a positive relationship between income level and CEC with those earning under \$25,000 scoring a 77.98, the middle income group scored a 103.09 and those earning over \$75,000 scored a 106.19.

Hispanic respondents economic conditions dropped for the first time in four months in the Midwest to 80.16 after posting a high of 110.12 in November (October 89.63, September 86.77, August 68.89). The West bounced back from 88.57 in November to 101.75 in December and the South continued to hold its gains from their 84.50 score in September with an 89.68 in December after posting an 89.29 in November and a 90.53 in October. The Northeast saw its highest score of the year with a 110.25 bouncing back from an 84.26 in November after posting a previous high of 109.91 in October.

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



	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15
—◆— FAU	86.1	104.3	101.4	100	91.58	87.74	95.19	91.03	85.37	97.78	91.33	86.73	89.1
—■— Michigan	86.4	91	88	85.3	88.8	84.2	87.8	84.1	83.4	78.2	82.1	82.9	82.7

The Index of Consumer Expectations (ICE) continues to outpace the national average set by UM by extending from a 3.8 point margin in November to a 6.4 point margin in December. The FAU ICE did see positive gains from November to December with an 86.7 to 89.1, its first gains since September. The ICE continues to perform higher with Hispanics then the Michigan National index since January 2015.

Males outsourced females for the first time in three months (91.67 to 86.45 in December) after females lead by about 5.5 points in November (89.54 to 84.00) . Age continues to be a significant variable with those over 55 scoring a 77.89 in December which is on part with the score of 77.50 in November and 76.94 October while those 18-34 scored a 103.05, up 4.15 from Novembers score of 98.90, up 11.02 points since October (92.03) but down 8.35 points from a high of 111.40 in September. Those 35-54 held steady at 79.44 after posting a 78.02 in

November after dropping from a score of 105.48 in October which is slightly up from the September score of 103.13.

Final Results for FAU Hispanic December 2015

	Dec	Nov	Dec	M-M	Y-Y
	2015	2015	2014	Change	Change
Index of Consumer Sentiment	92.0	90.1	86.4	+ 1.9%	+ 5.6%
Current Economic Conditions	96.6	90.2	86.8	+ 6.4%	+ 9.8%
Index of Consumer Expectations	89.1	86.7	86.1	+ 2.4%	+ 3.0%

Final Results for UM Index December 2015

	Dec	Nov	Dec	M-M	Y-Y
	2015	2015	2014	Change	Change
Index of Consumer Sentiment	92.6	91.3	93.6	+1.4%	-1.1%
Current Economic Conditions	108.1	104.3	104.8	+3.6%	+3.1%
Index of Consumer Expectations	82.7	82.9	86.4	- 0.2%	-4.3%

<http://www.sca.isr.umich.edu/>

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
October 2015	116	141	115	112	129	92.67
November 2015	117	146	100	110	121	90.09
December 2015	118	147	103	108	132	92.01

The Consumer Sentiment Index (CSI) bounced back about 2 points from its November score of 90.09 to a 92.01 which is up nearly 5.6 points from December 2014 (86.4).

Getting Along Financially these Days

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	294	58.9	58.9	58.9
Worse Off	206	41.1	41.1	100.0
Total	500	100.0	100.0	

A year from Now...

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	367	73.4	73.4	73.4
Worse Off	133	26.6	26.6	100.0
Total	500	100.0	100.0	

Business in the country...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good times financially	257	51.5	51.5	51.5
	Bad times financially	243	48.5	48.5	100.0
	Total	500	100.0	100.0	

Country as a whole...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times	271	54.2	54.2	54.2
	Bad Times	229	45.8	45.8	100.0
	Total	500	100.0	100.0	

Big items for home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	330	66.0	66.0	66.0
	Bad time to buy	170	34.0	34.0	100.0
	Total	500	100.0	100.0	

Cross Tabs

		Q1	Q2	Q3	Q4	Q5	CSI
Mode	Telephone	84	107	84	82	96	69.04
	Online	144	178	118	130	160	110.13
	Total	118	147	103	108	132	92.01
		Q1	Q2	Q3	Q4	Q5	CSI
Language	English	117	133	99	92	127	86.02
	Spanish	119	171	110	137	141	102.22
	Total	118	147	103	108	132	92.01

		Q1	Q2	Q3	Q4	Q5	CSI
Gender	Female	124	146	102	99	130	91.08
	Male	111	147	104	118	134	92.92
	Total	118	147	103	108	132	92.01
		Q1	Q2	Q3	Q4	Q5	CSI
Age Group	18-34	135	173	114	129	155	106.57
	35-54	107	134	91	94	110	81.30
	55+	100	115	104	93	125	81.55
	Total	118	147	103	108	132	92.01
		Q1	Q2	Q3	Q4	Q5	CSI
Ethnicity	Mexican/Mex Amer/Chicano	114	138	98	96	122	85.96
	Puerto Rican	102	152	58	106	126	82.53
	Cuban	167	193	187	182	187	137.59
	Other Spanish Origin	139	176	143	156	171	118.21
	Total	118	147	103	108	132	92.01
		Q1	Q2	Q3	Q4	Q5	CSI
Education Level	Less than HS	107	135	81	85	116	79.47
	HS or equivalent	114	151	109	120	134	94.82
	some college, no degree	111	155	110	110	148	95.81
	College degree	157	167	140	150	149	115.08
	Graduate degree or higher	131	120	103	91	135	87.79
	Total	118	147	103	108	132	92.01
		Q1	Q2	Q3	Q4	Q5	CSI
Party Affiliation	Republican	109	138	92	102	109	83.29
	Democrat	133	157	112	121	145	100.94
	Another Party	114	114	85	75	115	76.42
	Not Registered	92	159	107	112	133	91.33
	Total	118	147	103	108	132	92.01

		Q1	Q2	Q3	Q4	Q5	CSI
Income Level	under \$25,000	80	134	104	94	121	80.86
	\$25,001-\$75,000	133	155	94	108	135	94.35
	\$75,000+	135	147	119	127	140	100.90
	Total	118	147	103	108	132	92.01
		Q1	Q2	Q3	Q4	Q5	CSI
Region	Northeast	135	157	99	123	151	100.35
	Midwest	88	142	97	113	118	84.75
	South	111	136	101	97	121	85.71
	West	125	154	108	113	138	96.49
	Total	118	147	103	108	132	92.01

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
October 2015	116	129	94.75
November 2015	117	121	90.21
December 2015	118	132	96.55

The Current Economic Conditions (CEC) bounced back from its lowest score of 2015 in November of 90.21 with a 6.34 point increase to 96.55 which is its highest score since July 2015's score of 98.08.

Crosstab

		Q1	Q5	CEC
Mode	Telephone	84	96	70.15
	Online	144	160	117.38
	Total	118	132	96.55
		Q1	Q5	CEC
Language	English	117	127	94.39
	Spanish	119	141	100.24
	Total	118	132	96.55
		Q1	Q5	CEC
Gender	Female	124	130	98.30
	Male	111	134	94.85
	Total	118	132	96.55
		Q1	Q5	CEC
Age Group	18-34	135	155	112.05
	35-54	107	110	84.20
	55+	100	125	87.24
	Total	118	132	96.55
		Q1	Q5	CEC
Ethnicity	Mexican/Mex Amer/Chicano	114	122	91.34
	Puerto Rican	102	126	88.13
	Cuban	167	187	135.83
	Other Spanish Origin	139	171	119.29
	Total	118	132	96.55

		Q1	Q5	CEC
Education Level	Less than HS	107	116	86.40
	HS or equivalent	114	134	95.78
	some college, no degree	111	148	99.92
	College degree	157	149	117.78
	Graduate degree or higher	131	135	102.77
	Total	118	132	96.55
		Q1	Q5	CEC
Party Affiliation	Republican	109	109	84.42
	Democrat	133	145	107.38
	Another Party	114	115	88.49
	Not Registered	92	133	87.24
	Total	118	132	96.55
		Q1	Q5	CEC
Income Level	under \$25,000	80	121	77.98
	\$25,001-\$75,000	133	135	103.09
	\$75,000+	135	140	106.19
	Total	118	132	96.55
		Q1	Q5	CEC
Region	Northeast	135	151	110.25
	Midwest	88	118	80.16
	South	111	121	89.68
	West	125	138	101.75
	Total	118	132	96.55

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
October 2015	141	115	112	91.33
November 2015	146	100	110	86.73
December 2015	147	103	108	89.10

The Index of Consumer Expectations (ICE) continues to outpace the national average set by Michigan by 6.4 points (89.10 to 82.7) which is up 2.6 points from Novembers margin of 3.8 points (86.73 to 82.9) but is still down from the 9 point spread in October (91.33 to 82.10). The ICE gained from the first time in three months.

Crosstabs

		Q2	Q3	Q4	ICE
Mode	Telephone	107	84	82	68.33
	Online	178	118	130	105.48
	Total	147	103	108	89.10
		Q2	Q3	Q4	ICE
Language	English	133	99	92	80.64
	Spanish	171	110	137	103.49
	Total	147	103	108	89.10

		Q2	Q3	Q4	ICE
Gender	Female	146	102	99	86.45
	Male	147	104	118	91.67
	Total	147	103	108	89.10
		Q2	Q3	Q4	ICE
Age Group	18-34	173	114	129	103.05
	35-54	134	91	94	79.44
	55+	115	104	93	77.89
	Total	147	103	108	89.10
Ethnicity		Q2	Q3	Q4	ICE
	Mexican/Mex Amer/Chicano	138	98	96	82.50
	Puerto Rican	152	58	106	78.94
	Cuban	193	187	182	138.72
	Other Spanish Origin	176	143	156	117.51
	Total	147	103	108	89.10
		Q2	Q3	Q4	ICE
Education Level	Less than HS	135	81	85	75.01
	HS or equivalent	151	109	120	94.20
	some college, no degree	155	110	110	93.17
	College degree	167	140	150	113.34
	Graduate degree or higher	120	103	91	78.17
	Total	147	103	108	89.10
		Q2	Q3	Q4	ICE
Party Affiliation	Republican	138	92	102	82.57
	Democrat	157	112	121	96.81
	Another Party	114	85	75	68.67
	Not Registered	159	107	112	93.96
	Total	147	103	108	89.10

		Q2	Q3	Q4	ICE
Income Level	under \$25,000	134	104	94	82.71
	\$25,001-\$75,000	155	94	108	88.74
	\$75,000+	147	119	127	97.50
	Total	147	103	108	89.10
		Q2	Q3	Q4	ICE
Region	Northeast	157	99	123	93.99
	Midwest	142	97	113	87.70
	South	136	101	97	83.15
	West	154	108	113	93.10
	Total	147	103	108	89.10

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