



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

**Hispanic Attitudes on Economy  
November 2015**

**Final Results for November 2015**

|                                | <b>Nov</b>  | Oct  | Nov  | M-M    | Y-Y    |
|--------------------------------|-------------|------|------|--------|--------|
|                                | <b>2015</b> | 2015 | 2014 | Change | Change |
| Index of Consumer Sentiment    | <b>90.1</b> | 92.7 | 81.3 | -2.6%  | +8.8%  |
| Current Economic Conditions    | <b>90.2</b> | 94.8 | 80.8 | -4.6%  | +9.4%  |
| Index of Consumer Expectations | <b>86.7</b> | 91.3 | 81.6 | -4.6%  | +5.1%  |

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The November survey is the sixteenth 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=245). 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=255). There was a 5.2% response rate for the ATI calls.

The survey was presented in both English (n=325) and Spanish (n=175) versions.

The survey was conducted November 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 |
|--|----------|------------|
| <b>Age</b><br><small>http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;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 |            |
| <b>Gender</b><br><small>http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table</small> |          |            |
| Male:  | 27409243 | 0.507706   |
| Female:  | 26577169 | 0.492294   |
| Total  | 53986412 |            |
| <b>Region</b><br><small>http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table</small> |          |            |
| Northeast  | 7542347  | 0.139708   |
| Midwest  | 4963976  | 0.091949   |
| South  | 19728578 | 0.365436   |
| West   | 21751511 | 0.402907   |
|  | 53986412 |            |
| <b>Income</b><br><small>http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_B19001I&amp;prodType=table</small> |          |            |
| Under \$25,000   | 3967276  | 0.289609   |
| \$25,001-\$75,000  | 6438685  | 0.470021   |
| Over \$75,001  | 3292766  | 0.24037    |
|  | 13698727 |            |
| <b>Edu</b><br><small>http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_1YR_B15002I&amp;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 | 245       | 49.0    | 49.0          | 49.0               |
| Online          | 255       | 51.0    | 51.0          | 100.0              |
| Total           | 500       | 100.0   | 100.0         |                    |

**Language**

|               | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Valid English | 325       | 65.0    | 65.0          | 65.0               |
| Spanish       | 175       | 35.0    | 35.0          | 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         | 254       | 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 | Mexian/Mex Amer/Chicano | 376       | 75.2    | 75.2          | 75.2               |
|       | Puerto Rican            | 45        | 9.0     | 9.0           | 84.2               |
|       | Cuban                   | 15        | 3.0     | 3.0           | 87.2               |
|       | Other Spanish Origin    | 64        | 12.8    | 12.8          | 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 | 21        | 4.1     | 4.1           | 100.0              |
|       | Total                     | 500       | 100.0   | 100.0         |                    |

#### Party Affiliation

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Republican     | 110       | 21.9    | 21.9          | 21.9               |
|       | Democrat       | 197       | 39.3    | 39.3          | 61.2               |
|       | Another Party  | 83        | 16.6    | 16.6          | 77.9               |
|       | Not Registered | 111       | 22.1    | 22.1          | 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           | 183       | 36.5    | 36.5          | 59.7               |
| West            | 201       | 40.3    | 40.3          | 100.0              |
| Total           | 500       | 100.0   | 100.0         |                    |

**English Version November 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?

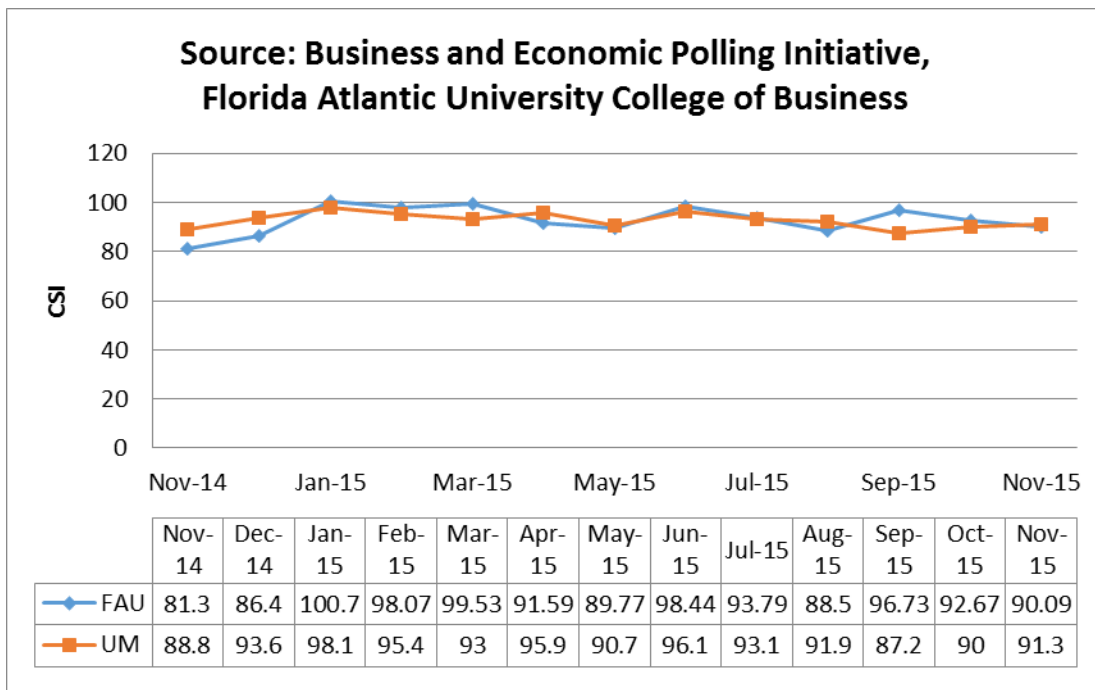


Press 1 for Better Off  
Press 2 for Worse Off

- 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) fell behind the University of Michigan Consumer Index for the first time since August dropping 2.58 points from 92.67 in October to 90.09 in November. The UM index increased 1.3 points from 90.0 to 91.3 a difference of 1.21 from the FAU index. This is the second consecutive month the FAU index has seen a drop in the CSI which is part of a 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.

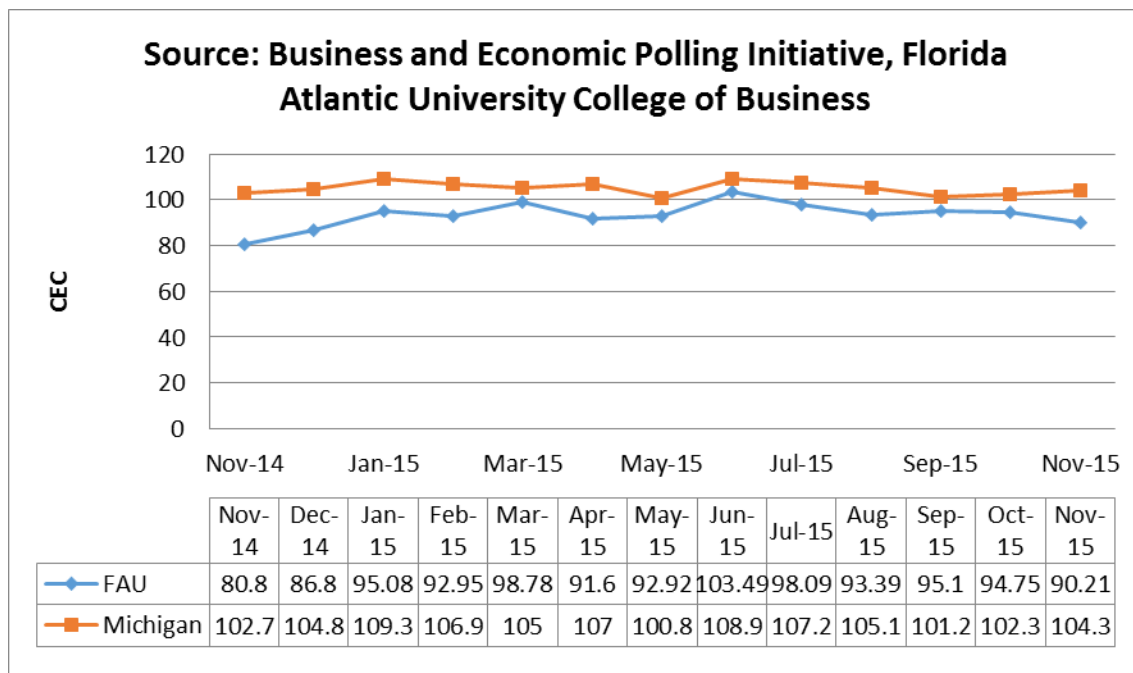


There continues to be a significant difference in age with those 18-34 having a 103.61 score and then dropping to 80.76 for those 35-54, and those 55+ having a score of 79.17.

Females sentiment dropped from 95.10 in October to 92.33 and males dropped from 90.30 to 87.91. Top income earners of over \$75,000 scored continue to score highest (96.02).

|                   | CSI (August)  | CSI (Sept)    | CSI (Oct)     | CSI (Nov)    |
|-------------------|---------------|---------------|---------------|--------------|
| under \$25,000    | <b>77.40</b>  | <b>85.19</b>  | <b>77.39</b>  | <b>81.20</b> |
| \$25,001-\$75,000 | <b>88.60</b>  | <b>99.10</b>  | <b>96.40</b>  | <b>92.55</b> |
| \$75,000+         | <b>101.74</b> | <b>106.80</b> | <b>103.83</b> | <b>96.02</b> |

The midwest region had the highest CSI at 104.98 after posting back to back scores of 83.99 and 81.34 in October and September after a low of 62 in August. Those in the south maintained its CSI with a 88.18 after posting a 90.39 in October. The west maintained their October score of 93.31 with a 89.88 and the northeast dropped back from a high of 102.47 in October to 85.88 in November.



The Current Economic Conditions (CEC) dropped 4.54 points in November to a 90.21 which is the largest drop in four months when the CEC dropped 4.7 points between July and August. This

index continues to lag behind the Michigan CEC as it has since its inception; the current difference is 14.09 which is almost twice the difference of October (7.45 points) and its largest difference since April (15.4 points).

The CEC for males dropped back slightly from an 89.76 in October to an 88.89 in November, which is still up 2.12 points since a score of 86.77 in September. Females saw a second consecutive drop with a 91.57 in November after posting a 99.88 in October and a 104.18 in September.

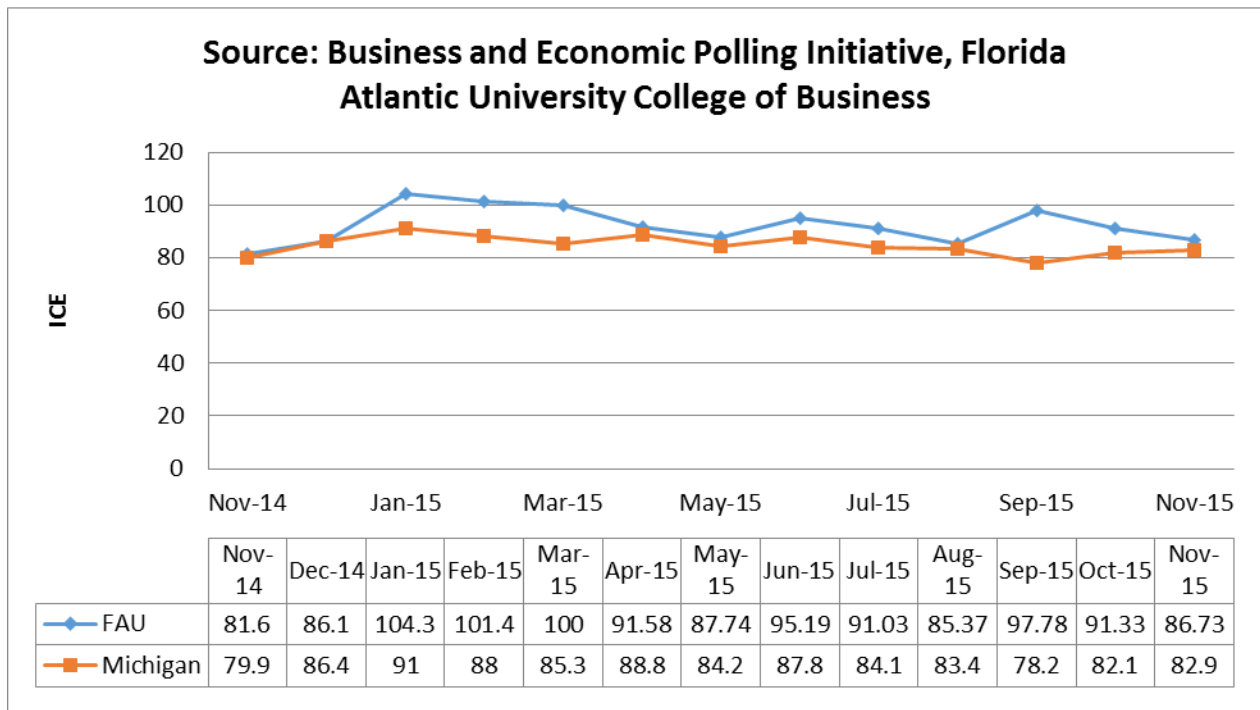
Younger age demographics continues to report stronger CEC for the last six months with an almost identical score from their 105.48 in October to a 105.84 for those 18-34, then dropping to 79.91 (a 12.12 point drop from 92.03 in October) for those 35-54 and those over 55 scored a 76.64 which was slightly down from Octobers score of 76.94.

Those with only a high school degree held their July through October gains (95.2, 95.78, 94.34, 100.24) with a 102 in November. Those with a graduate degree dropped slightly from second consecutive month with a 105.99 after posting a 113.78 in September and a 107.16 in October. Those with a college degree continued to hold its score with a 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 continue to struggle dropping an addition 15.97 points to 62.33 in November after dropping 6 points from 83.74 in September to a 78.26 in October.

Similar to the last six months those earning under \$25,000 report the lowest CEC with a 67.75. Hispanic respondents economic conditions continue to improve in the Midwest with a 110.12 score which is the third straight month of growth (August 68.89, September 86.77, October 89.93). The West fell between their last two month scores of 94.4 and 84.50 to 94.4 to a 88.57

and the South maintained its bounce back from an 84.50 in September to 90.53 in October with a 89.29 in November. The Northeast saw its highest score of the year with a 109.91 evaporate back to an 84.26.

There maintains a positive relationship between income level and CEC with those earning under \$25,000 scoring a 67.75, the middle income group scored a 95.60 and those earning over \$75,000 scored a 106.80.



The Index of Consumer Expectations (ICE) continues to outpace the national average set by Michigan but tightened to 3.8 points after having its largest margin since the index began in August of 2014 at 19.5 points (97.78 to 78.20) in September. The ICE has performed higher with Hispanics then the Michigan National index since January 2015.

Females outscored males for the second straight month by about 5.5 points (89.54 to 84.00) after males held an 11 point advantage in September (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 77.50 up slight from 76.94 October and up from the 58.89 in September while those 18-34 scored a 98.90, up 6.87 point since October (92.03) but down from 111.40 in September. Those 35-54 dropped to 78.02 after scoring a 105.48 in October which is slightly up from the September score of 103.13.

### **Final Results for FAU Hispanic November 2015**

|                                | <b>Nov</b>  | Oct  | Nov  | M-M    | Y-Y    |
|--------------------------------|-------------|------|------|--------|--------|
|                                | <b>2015</b> | 2015 | 2014 | Change | Change |
| Index of Consumer Sentiment    | <b>90.1</b> | 92.7 | 81.3 | -2.6%  | +8.8%  |
| Current Economic Conditions    | <b>90.2</b> | 94.8 | 80.8 | -4.6%  | +9.4%  |
| Index of Consumer Expectations | <b>86.7</b> | 91.3 | 81.6 | -4.6%  | +5.1%  |

### **Final Results for UM Index November 2015**

|                                | <b>Nov</b>   | Oct   | Nov   | M-M    | Y-Y    |
|--------------------------------|--------------|-------|-------|--------|--------|
|                                | <b>2015</b>  | 2015  | 2014  | Change | Change |
| Index of Consumer Sentiment    | <b>91.3</b>  | 90.0  | 88.8  | +1.4%  | +2.8%  |
| Current Economic Conditions    | <b>104.3</b> | 102.3 | 102.7 | +2.0%  | +1.6%  |
| Index of Consumer Expectations | <b>82.9</b>  | 82.1  | 79.9  | +1.0%  | +3.8%  |

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

## Index of Consumer Sentiment

|                | 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>  |
| March 2015     | 131 | 153 | 126 | 124 | 125 | <b>99.53</b>  |
| April 2015     | 125 | 144 | 120 | 105 | 112 | <b>91.59</b>  |
| May 2015       | 116 | 142 | 118 | 93  | 125 | <b>89.77</b>  |
| June 2015      | 129 | 140 | 128 | 116 | 139 | <b>98.44</b>  |
| July 2015      | 124 | 144 | 109 | 113 | 130 | <b>93.79</b>  |
| August 2015    | 122 | 132 | 102 | 109 | 119 | <b>88.50</b>  |
| September 2015 | 128 | 162 | 112 | 120 | 118 | <b>96.73</b>  |
| October 2015   | 116 | 141 | 115 | 112 | 129 | <b>92.67</b>  |
| November 2015  | 117 | 146 | 100 | 110 | 121 | <b>90.09</b>  |

The Consumer Sentiment Index (CSI) gave back about 4 points from its 96.73 in September to a 92.67 in October, which is still up from a yearly low of 88.5 in August.

### Getting Along Financially these Days

|                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Better Off | 293       | 58.6    | 58.6          | 58.6               |
| Worse Off        | 207       | 41.4    | 41.4          | 100.0              |
| Total            | 500       | 100.0   | 100.0         |                    |

### A year from Now...

|                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------|-----------|---------|---------------|--------------------|
| Valid Better Off | 366       | 73.2    | 73.2          | 73.2               |
| Worse Off        | 134       | 26.8    | 26.8          | 100.0              |
| Total            | 500       | 100.0   | 100.0         |                    |

**Business in the country...**

|       |                        | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------|-----------|---------|---------------|--------------------|
| Valid | Good times financially | 251       | 50.2    | 50.2          | 50.2               |
|       | Bad times financially  | 249       | 49.8    | 49.8          | 100.0              |
|       | Total                  | 500       | 100.0   | 100.0         |                    |

**Country as a whole...**

|       |            | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Good Times | 275       | 55.0    | 55.0          | 55.0               |
|       | Bad Times  | 225       | 45.0    | 45.0          | 100.0              |
|       | Total      | 500       | 100.0   | 100.0         |                    |

**Big items for home**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Good Times to buy | 303       | 60.6    | 60.6          | 60.6               |
|       | Bad time to buy   | 197       | 39.4    | 39.4          | 100.0              |
|       | Total             | 500       | 100.0   | 100.0         |                    |

*Cross Tabs*

|          |           | Q1  | Q2  | Q3  | Q4  | Q5  | CSI    |
|----------|-----------|-----|-----|-----|-----|-----|--------|
| Mode     | Telephone | 90  | 116 | 72  | 99  | 103 | 72.96  |
|          | Online    | 144 | 175 | 128 | 121 | 139 | 106.58 |
|          | Total     | 117 | 146 | 100 | 110 | 121 | 90.09  |
|          |           |     |     |     |     |     |        |
|          |           |     |     |     |     |     |        |
|          |           | Q1  | Q2  | Q3  | Q4  | Q5  | CSI    |
| Language | English   | 120 | 141 | 92  | 90  | 121 | 85.56  |
|          | Spanish   | 112 | 156 | 116 | 148 | 121 | 98.50  |
|          | Total     | 117 | 146 | 100 | 110 | 121 | 90.09  |
|          |           |     |     |     |     |     |        |
|          |           |     |     |     |     |     |        |



|                   |                           | Q1  | Q2  | Q3  | Q4  | Q5  | CSI    |
|-------------------|---------------------------|-----|-----|-----|-----|-----|--------|
| Gender            | Female                    | 119 | 153 | 108 | 107 | 123 | 92.33  |
|                   | Male                      | 115 | 140 | 93  | 113 | 120 | 87.91  |
|                   | Total                     | 117 | 146 | 100 | 110 | 121 | 90.09  |
|                   |                           |     |     |     |     |     |        |
|                   |                           |     |     |     |     |     |        |
|                   |                           | Q1  | Q2  | Q3  | Q4  | Q5  | CSI    |
| Age Group         | 18-34                     | 143 | 170 | 119 | 117 | 137 | 103.61 |
|                   | 35-54                     | 98  | 131 | 89  | 100 | 113 | 80.76  |
|                   | 55+                       | 99  | 124 | 81  | 114 | 104 | 79.17  |
|                   | Total                     | 117 | 146 | 100 | 110 | 121 | 90.09  |
|                   |                           |     |     |     |     |     |        |
|                   |                           |     |     |     |     |     |        |
|                   |                           | Q1  | Q2  | Q3  | Q4  | Q5  | CSI    |
| Ethnicity         | Mexian/Mex Amer/Chicano   | 115 | 141 | 93  | 104 | 115 | 86.06  |
|                   | Puerto Rican              | 140 | 166 | 111 | 117 | 109 | 97.28  |
|                   | Cuban                     | 109 | 128 | 133 | 129 | 115 | 92.80  |
|                   | Other Spanish Origin      | 119 | 166 | 130 | 134 | 168 | 108.10 |
|                   | Total                     | 117 | 146 | 100 | 110 | 121 | 90.09  |
|                   |                           |     |     |     |     |     |        |
|                   |                           |     |     |     |     |     |        |
|                   |                           | Q1  | Q2  | Q3  | Q4  | Q5  | CSI    |
| Education Level   | Less than HS              | 85  | 139 | 81  | 109 | 80  | 75.07  |
|                   | HS or equivalent          | 128 | 151 | 102 | 101 | 142 | 94.26  |
|                   | some college, no degree   | 131 | 143 | 109 | 109 | 144 | 96.10  |
|                   | College degree            | 157 | 163 | 133 | 130 | 154 | 111.01 |
|                   | Graduate degree or higher | 136 | 141 | 106 | 117 | 144 | 97.38  |
|                   | Total                     | 117 | 146 | 100 | 110 | 121 | 90.09  |
|                   |                           |     |     |     |     |     |        |
|                   |                           |     |     |     |     |     |        |
|                   |                           | Q1  | Q2  | Q3  | Q4  | Q5  | CSI    |
| Party Affiliation | Republican                | 95  | 111 | 43  | 74  | 100 | 64.47  |
|                   | Democrat                  | 133 | 154 | 118 | 137 | 138 | 102.59 |
|                   | Another Party             | 115 | 147 | 77  | 83  | 123 | 82.56  |
|                   | Not Registered            | 112 | 167 | 144 | 119 | 112 | 98.91  |
|                   | Total                     | 117 | 146 | 100 | 110 | 121 | 90.09  |
|                   |                           |     |     |     |     |     |        |

|              |                   | Q1  | Q2  | Q3  | Q4  | Q5  | CSI    |
|--------------|-------------------|-----|-----|-----|-----|-----|--------|
| Income Level | under \$25,000    | 89  | 146 | 103 | 108 | 90  | 81.20  |
|              | \$25,001-\$75,000 | 124 | 143 | 100 | 117 | 129 | 92.55  |
|              | \$75,000+         | 139 | 154 | 99  | 100 | 144 | 96.02  |
|              | Refused           | 100 | 100 | 100 | 100 | 100 | 76.01  |
|              | Total             | 117 | 146 | 100 | 110 | 121 | 90.09  |
|              |                   |     |     |     |     |     |        |
|              |                   |     |     |     |     |     |        |
|              |                   |     |     |     |     |     | CSI    |
| Region       | Northeast         | 106 | 126 | 105 | 113 | 117 | 85.88  |
|              | Midwest           | 150 | 158 | 111 | 136 | 141 | 104.98 |
|              | South             | 114 | 141 | 98  | 107 | 122 | 88.18  |
|              | West              | 117 | 155 | 99  | 106 | 117 | 89.88  |
|              | Total             | 117 | 146 | 100 | 110 | 121 | 90.09  |

#### Index of Current Economic Conditions (CEC)

|                | Q1  | Q5  | CEC           |
|----------------|-----|-----|---------------|
| 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>  |
| March 2015     | 131 | 125 | <b>98.78</b>  |
| April 2015     | 125 | 112 | <b>91.60</b>  |
| May 2015       | 116 | 125 | <b>92.92</b>  |
| June 2015      | 129 | 139 | <b>103.49</b> |
| July 2015      | 124 | 130 | <b>98.08</b>  |
| August 2015    | 122 | 119 | <b>93.37</b>  |
| September 2015 | 128 | 118 | <b>95.10</b>  |
| October 2015   | 116 | 129 | <b>94.75</b>  |
| November 2015  | 117 | 121 | <b>90.21</b>  |

The Current Economic Conditions (CEC) dropped to its lowest since April with a 90.21 which is a 4.5 point decrease since Octobers score of 94.75.

*Crosstab*

|           |                            | Q1  | Q5  | CEC    |
|-----------|----------------------------|-----|-----|--------|
| Mode      | Telephone                  | 90  | 103 | 72.93  |
|           | Online                     | 144 | 139 | 106.84 |
|           | Total                      | 117 | 121 | 90.21  |
|           |                            |     |     |        |
|           |                            | Q1  | Q5  | CEC    |
| Language  | English                    | 120 | 121 | 91.37  |
|           | Spanish                    | 112 | 121 | 88.06  |
|           | Total                      | 117 | 121 | 90.21  |
|           |                            |     |     |        |
|           |                            | Q1  | Q5  | CEC    |
| Gender    | Female                     | 119 | 123 | 91.57  |
|           | Male                       | 115 | 120 | 88.89  |
|           | Total                      | 117 | 121 | 90.21  |
|           |                            |     |     |        |
|           |                            | Q1  | Q5  | CEC    |
| Age Group | 18-34                      | 143 | 137 | 105.84 |
|           | 35-54                      | 98  | 113 | 79.91  |
|           | 55+                        | 99  | 104 | 76.64  |
|           | Total                      | 117 | 121 | 90.21  |
|           |                            |     |     |        |
|           |                            | Q1  | Q5  | CEC    |
| Ethnicity | Mexian/Mex<br>Amer/Chicano | 115 | 115 | 86.84  |
|           | Puerto Rican               | 140 | 109 | 94.24  |
|           | Cuban                      | 109 | 115 | 84.66  |
|           | Other Spanish Origin       | 119 | 168 | 108.43 |
|           | Total                      | 117 | 121 | 90.21  |
|           |                            |     |     |        |
|           |                            |     |     |        |

|                   |                           | Q1  | Q5  |        |
|-------------------|---------------------------|-----|-----|--------|
| Education Level   | Less than HS              | 85  | 80  | 62.33  |
|                   | HS or equivalent          | 128 | 142 | 102.00 |
|                   | some college, no degree   | 131 | 144 | 103.98 |
|                   | College degree            | 157 | 154 | 117.76 |
|                   | Graduate degree or higher | 136 | 144 | 105.99 |
|                   | Total                     | 117 | 121 | 90.21  |
|                   |                           |     |     |        |
|                   |                           | Q1  | Q5  | CEC    |
| Party Affiliation | Republican                | 95  | 100 | 73.63  |
|                   | Democrat                  | 133 | 138 | 102.47 |
|                   | Another Party             | 115 | 123 | 90.11  |
|                   | Not Registered            | 112 | 112 | 84.91  |
|                   | Total                     | 117 | 121 | 90.21  |
|                   |                           |     |     |        |
|                   |                           | Q1  | Q5  | CEC    |
| Income Level      | under \$25,000            | 89  | 90  | 67.75  |
|                   | \$25,001-\$75,000         | 124 | 129 | 95.60  |
|                   | \$75,000+                 | 139 | 144 | 106.80 |
|                   | Refused                   | 100 | 100 | 75.69  |
|                   | Total                     | 117 | 121 | 90.21  |
|                   |                           |     |     |        |
|                   |                           | Q1  | Q5  | CEC    |
| Region            | Northeast                 | 106 | 117 | 84.26  |
|                   | Midwest                   | 150 | 141 | 110.12 |
|                   | South                     | 114 | 122 | 89.29  |
|                   | West                      | 117 | 117 | 88.57  |
|                   | Total                     | 117 | 121 | 90.21  |

**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 |

The Index of Consumer Expectations (ICE) continues to outpace the national average set by Michigan by about 3.8 points (86.73 to 82.9) which is a tightening from the 9 point spread in October (91.33 to 82.10). The ICE dropped for the second straight month after having its first positive month since June in September.

*Crosstabs*

|          |           | Q2  | Q3  | Q4  | ICE    |
|----------|-----------|-----|-----|-----|--------|
| Mode     | Telephone | 116 | 72  | 99  | 69.70  |
|          | Online    | 175 | 128 | 121 | 103.12 |
|          | Total     | 146 | 100 | 110 | 86.73  |
|          |           |     |     |     |        |
|          |           |     |     |     |        |
|          |           | Q2  | Q3  | Q4  | ICE    |
| Language | English   | 141 | 92  | 90  | 78.55  |
|          | Spanish   | 156 | 116 | 148 | 101.92 |
|          | Total     | 146 | 100 | 110 | 86.73  |
|          |           |     |     |     |        |

|                   |                           | Q2  | Q3  | Q4  | ICE    |
|-------------------|---------------------------|-----|-----|-----|--------|
| Gender            | Female                    | 153 | 108 | 107 | 89.54  |
|                   | Male                      | 140 | 93  | 113 | 84.00  |
|                   | Total                     | 146 | 100 | 110 | 86.73  |
|                   |                           |     |     |     |        |
|                   |                           |     |     |     |        |
|                   |                           | Q2  | Q3  | Q4  | ICE    |
| Age Group         | 18-34                     | 170 | 119 | 117 | 98.90  |
|                   | 35-54                     | 131 | 89  | 100 | 78.02  |
|                   | 55+                       | 124 | 81  | 114 | 77.50  |
|                   | Total                     | 146 | 100 | 110 | 86.73  |
|                   |                           |     |     |     |        |
|                   |                           |     |     |     |        |
|                   |                           | Q2  | Q3  | Q4  | ICE    |
| Ethnicity         | Mexian/Mex Amer/Chicano   | 141 | 93  | 104 | 82.27  |
|                   | Puerto Rican              | 166 | 111 | 117 | 95.94  |
|                   | Cuban                     | 128 | 133 | 129 | 94.74  |
|                   | Other Spanish Origin      | 166 | 130 | 134 | 104.60 |
|                   | Total                     | 146 | 100 | 110 | 86.73  |
|                   |                           |     |     |     |        |
|                   |                           |     |     |     |        |
|                   |                           | Q2  | Q3  | Q4  | ICE    |
| Education Level   | Less than HS              | 139 | 81  | 109 | 79.96  |
|                   | HS or equivalent          | 151 | 102 | 101 | 86.01  |
|                   | some college, no degree   | 143 | 109 | 109 | 87.75  |
|                   | College degree            | 163 | 133 | 130 | 103.39 |
|                   | Graduate degree or higher | 141 | 106 | 117 | 88.57  |
|                   | Total                     | 146 | 100 | 110 | 86.73  |
|                   |                           |     |     |     |        |
|                   |                           |     |     |     |        |
|                   |                           | Q2  | Q3  | Q4  | ICE    |
| Party Affiliation | Republican                | 111 | 43  | 74  | 55.29  |
|                   | Democrat                  | 154 | 118 | 137 | 99.38  |
|                   | Another Party             | 147 | 77  | 83  | 74.43  |
|                   | Not Registered            | 167 | 144 | 119 | 104.62 |
|                   | Total                     | 146 | 100 | 110 | 86.73  |

|              |                   | Q2  | Q3  | Q4  | ICE   |
|--------------|-------------------|-----|-----|-----|-------|
| Income Level | under \$25,000    | 146 | 103 | 108 | 86.55 |
|              | \$25,001-\$75,000 | 143 | 100 | 117 | 87.31 |
|              | \$75,000+         | 154 | 99  | 100 | 85.81 |
|              | Refused           | 100 | 100 | 100 | 72.93 |
|              | Total             | 146 | 100 | 110 | 86.73 |
|              |                   |     |     |     |       |
|              |                   |     |     |     |       |
|              |                   | Q2  | Q3  | Q4  | ICE   |
| Region       | Northeast         | 126 | 105 | 113 | 83.64 |
|              | Midwest           | 158 | 111 | 136 | 98.40 |
|              | South             | 141 | 98  | 107 | 84.19 |
|              | West              | 155 | 99  | 106 | 87.44 |
|              | Total             | 146 | 100 | 110 | 86.73 |

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