



**BUSINESS AND ECONOMICS
POLLING INITIATIVE**

College of Business
Florida Atlantic University

**Hispanic Attitudes on Economy and Presidential Preference
July 2016**

Final Results

	July 2016	June 2016	July 2015	M-M Change	Y-Y Change
Index of Consumer Sentiment	100.8	105.8	93.8	-5.0	+7.0
Current Economic Conditions	107.5	113.2	98.1	-5.8	+9.4
Index of Consumer Expectations	96.5	101.1	91.0	-4.6	+5.5

Table of Contents

Methodology 3
Survey Instrument..... 7
Executive Summary 9
RESULTS 15
 Index of Consumer Sentiment 16
 Index of Current Economic Conditions 17
 Index of Consumer Expectation 18
 Presidential Preference..... 19

Methodology

The July survey is the twenty-fourth 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=126). 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 Survey Sampling International (SSI) a Worldwide Leader in Survey Sampling and Data Collection Solutions, across every mode, for 36 Years. An online sample consisted of (n=374) Hispanics. There was a 4.6% response rate for the ATI calls.

The survey was presented in both English (n=365) and Spanish (n=135) versions.

The survey was conducted July 1-31, 2016.

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

Hispanic/Latino's, United States, 18+

	Total	Percentage
Age	http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&prodType=table	
18 to 34 years	15,080,185	0.424693
35 to 54 years	13,605,329	0.383158
55 years and over	6,822,923	0.192149
Gender	http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&prodType=table	
Male	17,917,947	0.504611
Female:	17,590,490	0.495389
Region	http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&prodType=table	
Northeast	5,181,117	0.145912
Midwest	3,073,012	0.086543
South	13,033,187	0.367045
West	14,221,121	0.4005
Income	http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B19001I&prodType=table	
Under \$25,000	4016453	0.285929
\$25,001-\$75,000	6580271	0.468446
Over \$75,001	3450303	0.245625
Edu	http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_C15002I&prodType=table	
Less than 12th grade	10436617	0.358917
GED or High School	7796598	0.268126
Some college, Associates	6806741	0.234085
Bachelor's degree/ Graduate	4038148	0.138872

Demographic Results (Frequency Tables)

Mode

	Frequency	Percent	Valid Percent	Cumulative Percent
Telephone	126	25.3	25.3	25.3
Online	374	74.7	74.7	100.0
Total	500	100.0	100.0	

Language

	Frequency	Percent	Valid Percent	Cumulative Percent
English	365	73.0	73.0	73.0
Spanish	135	27.0	27.0	100.0
Total	500	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	247	49.5	49.5	49.5
Male	253	50.5	50.5	100.0
Total	500	100.0	100.0	

Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
18-34	213	42.5	42.5	42.5
35-54	191	38.3	38.3	80.8
55+	96	19.2	19.2	100.0
Total	500	100.0	100.0	

Ethnicity

	Frequency	Percent	Valid Percent	Cumulative Percent
Mexican/MexAmer/Chicano	297	59.5	59.5	59.5
Puerto Rican	85	17.0	17.0	76.5
Cuban	34	6.8	6.8	83.3
Other Spanish Origin	83	16.7	16.7	100.0
Total	500	100.0	100.0	

Party Affiliation

	Frequency	Percent	Valid Percent	Cumulative Percent
Republican	90	17.9	17.9	17.9
Democrat	281	56.2	56.2	74.1
Another Party	92	18.3	18.3	92.4
Not Registered	38	7.6	7.6	100.0
Total	500	100.0	100.0	

Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than HS	180	35.9	35.9	35.9
HS or equivalent	134	26.8	26.8	62.7
Some college	117	23.4	23.4	86.1
College/Graduate degree	69	13.9	13.9	100.0
Total	500	100.0	100.0	

Income Level

	Frequency	Percent	Valid Percent	Cumulative Percent
under \$25,000	143	28.6	28.6	28.6
\$25,001-\$75,000	234	46.8	46.8	75.4
\$75,000+	123	24.6	24.6	100.0
Total	500	100.0	100.0	

Region

	Frequency	Percent	Valid Percent	Cumulative Percent
Northeast	73	14.6	14.6	14.6
Midwest	43	8.7	8.7	23.3
South	183	36.7	36.7	59.9
West	200	40.1	40.1	100.0
Total	500	100.0	100.0	

Survey Instrument

What is your gender?

- Press 1 for Female
- Press 2 for Male

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

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

Were you born in the United States?

- Press 1 for yes
- Press 2 for no

How long have you lived in the United States?

- Press 1 for less than 5 years
- Press 2 for 5-20 years
- Press 3 for 20+

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

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

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

Great, now I am going to read you a short list of individuals. For each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that.

First take Hillary Clinton. Is your opinion of Hillary Clinton generally favorable or generally unfavorable?

- Press 1 for favorable
- Press 2 for unfavorable

Press 3 if you are undecided
Press 4 if you've never heard of this public figure

Is your opinion of Donald Trump generally favorable or generally unfavorable?

Press 1 for favorable
Press 2 for unfavorable
Press 3 if you are undecided
Press 4 if you've never heard of this public figure

Now let's jump right to possible matchups in the general election in 2016. If the presidential election was tomorrow and the candidates were Republican Donald Trump and Democrat Hillary Clinton, who would you vote for?

Press 1 for Donald Trump
Press 2 for Hillary Clinton
Press 3 if you are Undecided

Which Candidate, Donald Trump or Hillary Clinton do you think will be better for the economy?

Press 1 for Donald Trump
Press 2 for Hillary Clinton
Press 3 if you are Undecided

Which Candidate, Hillary Clinton or Donald Trump do you think will be better at keeping America safe from terrorism?

Press 1 for Hillary Clinton
Press 2 for Donald Trump
Press 3 if you are Undecided

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

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

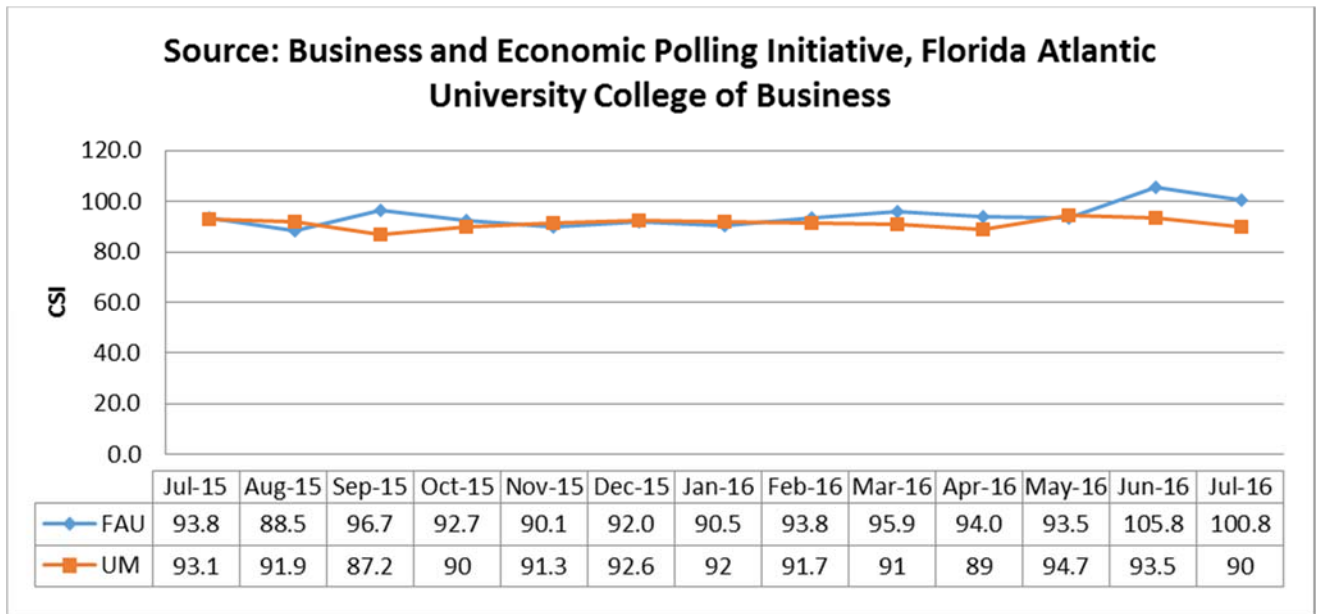
What is your income level?

Press 1 for under \$25,000
Press 2 for \$25,001-\$75,000
Press 3 over \$75,000

Executive Summary

Consumer Sentiment Index

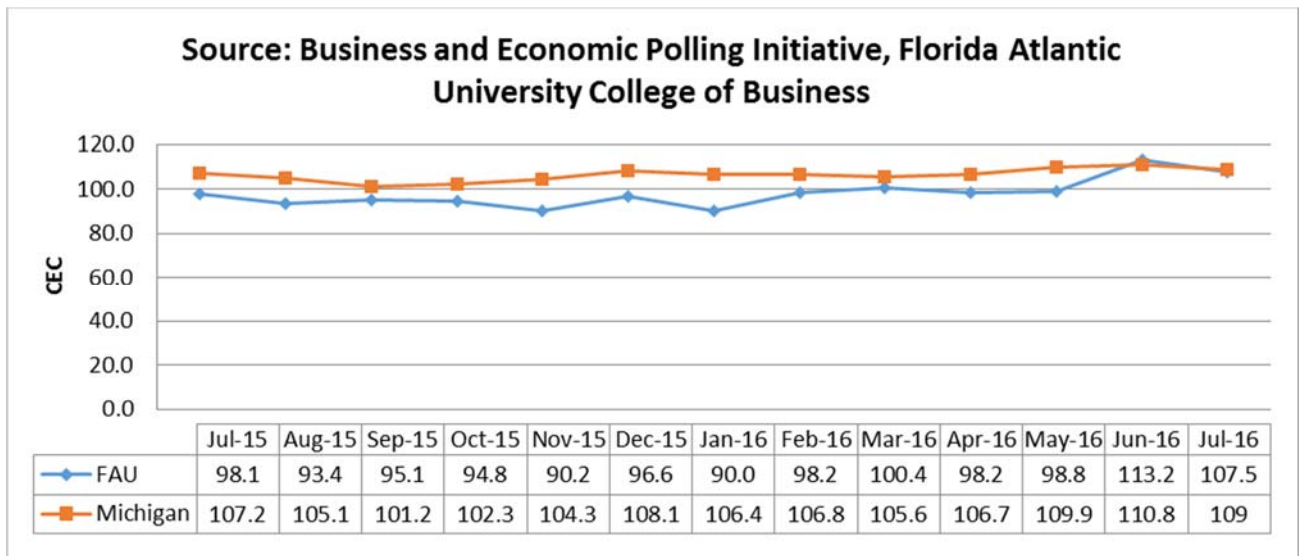
The Hispanic Consumer Sentiment Index (CSI) lost 5 points from an all-time index high of 105.8 in June to a 100.8 in July which is still the second highest month on record. The Michigan index dropped 3.5 points decreasing the overall difference between the two indexes by 1.5 points to a 10.8 point spread.



The age cohort results continues to fluctuate, for example the 18-34 group scored a 108 after posting a 98 in May and a 123 in June. The 55+ group saw a 30 point bump from a 65 in June to a 95 in July while those in the 35-54 group dropped for the third month in a row to a 95. Gender was not a significant factor with Female sentiment dropping 14 points from 113 to 99 but their male counterparts held steady for the third consecutive month at 102. Those earning under \$25,000 dropped 27 points to an 84 after posting a high of 111 last month, this month is more in line with previous results including in May when it posted an 83. Those earning \$25,001-\$75,000 held their gains from June scoring a 105 in July. Top income earners of over \$75,000 had the highest score for the first time at 113 after posting its lowest score since November 2015 with a 100 in June. The midwest dropped to a 64 while the northeast held steady at 99 and the west and south improved to a 103 and 107.

Current Economic Conditions

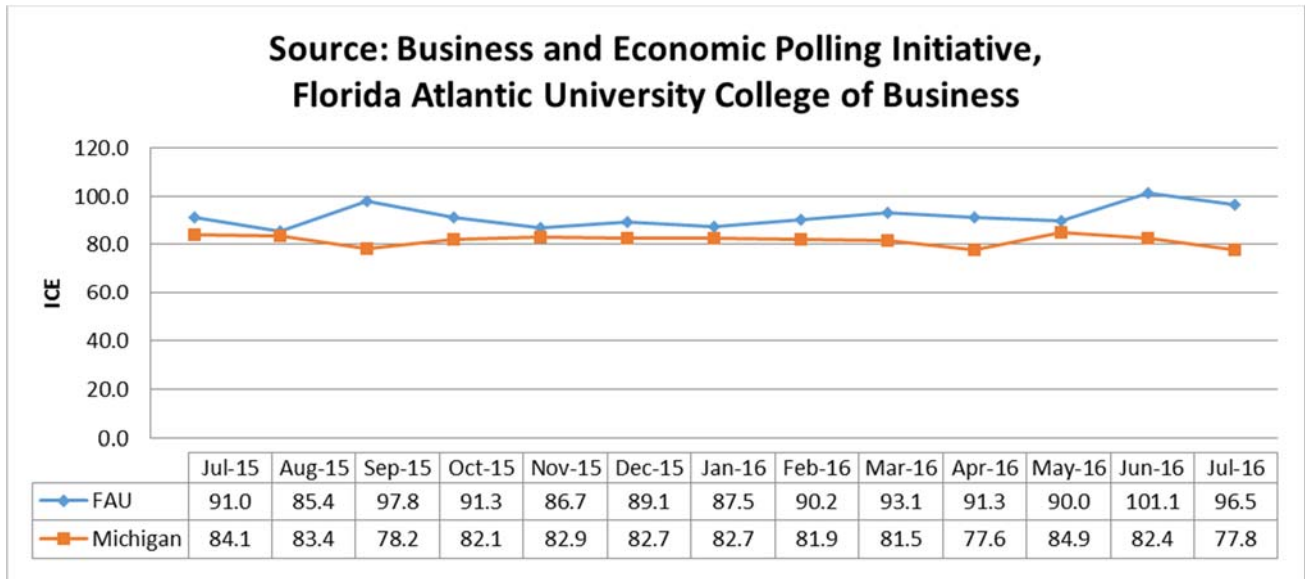
The index of Current Economic Conditions (CEC) gave back 5.7 points from a high of 113.2 in June to a 107.5 in July. After surpassing the Michigan CEC in June for the first time since its inception, the Hispanic fell back behind by 1.5 points for a total difference of -3.9 points in the last two months. Those who took the survey in Spanish scored 17 points higher (120-103) than those who took the survey in English. There is no gender difference in the results with males scoring slightly higher 108 to 107 but this is in sharp contrast to last month that had females ahead of their male counterparts by 17 points, 122 to 105 which was a bounce back from only 6 points (102 to 96) in May.



The older age demographic continue to struggle with a score of 78 after posting a 73 and a 71 in June and May, both scores are down from April's 86. The 18-34 group scored a 120, and those 35-54 had a 103. Those with less than a High School degree scored a 96 which is down 19 points (115) from June but up 5 points since Mays' 91. Those with the highest educational attainment of a College degree or more scored a 124, nearly 13 and 12 points higher than those with a HS degree who scored a 111 and those with some college scored a 112. Those earning under \$25,000 saw their CEC drop 31 points from 115 in June to 84 in July which is down 6 points from a 90 in May. Hispanic respondents' economic conditions decreased in the northeast and, Midwest.

Index of Consumer Expectations

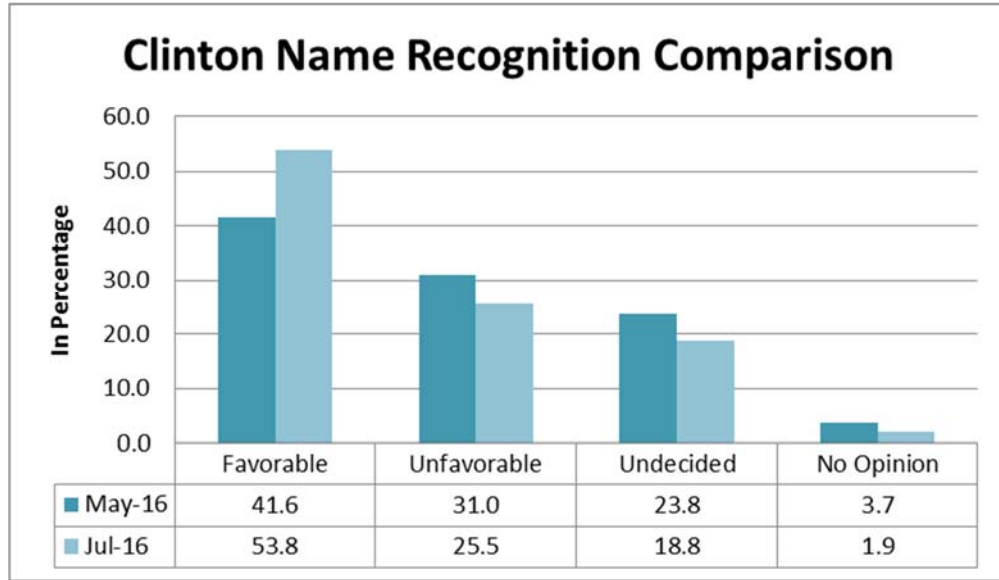
The Index of Consumer Expectations (ICE) continues to outpace the national average set by Michigan and in July matched its largest difference of +18.7 points, 96.5 to 77.8 for the second month in a row. The Michigan Index has given back 7.1 points from its gains in May dropping for the second consecutive month by 4.6 points.



There were no general differences between gender, age, and country of origin with gender breaking slightly in the favor of males 99 to 94, similarly those born in the US scored a 96 and those born outside the US scored a 98. The age cohorts varied with those 18-34 scoring a 101 and those over 55 scoring a 99 but those 35-54 scored a 91. Democrats saw the highest score with a 102 and those not registered came in second at 98, Republicans scored a 95 and Independents scored a 79. Those with less than a high school degree scored an 87 while those with a high school degree or more scored on average over 100. There was a positive relationship with income and positive expectation with those earning under \$25,000 scoring an 83 and those earning over \$25,000 scoring over 100. The Midwest has the lowest outlook with a 64 while the rest of the country scores about 100.

Presidential Preference

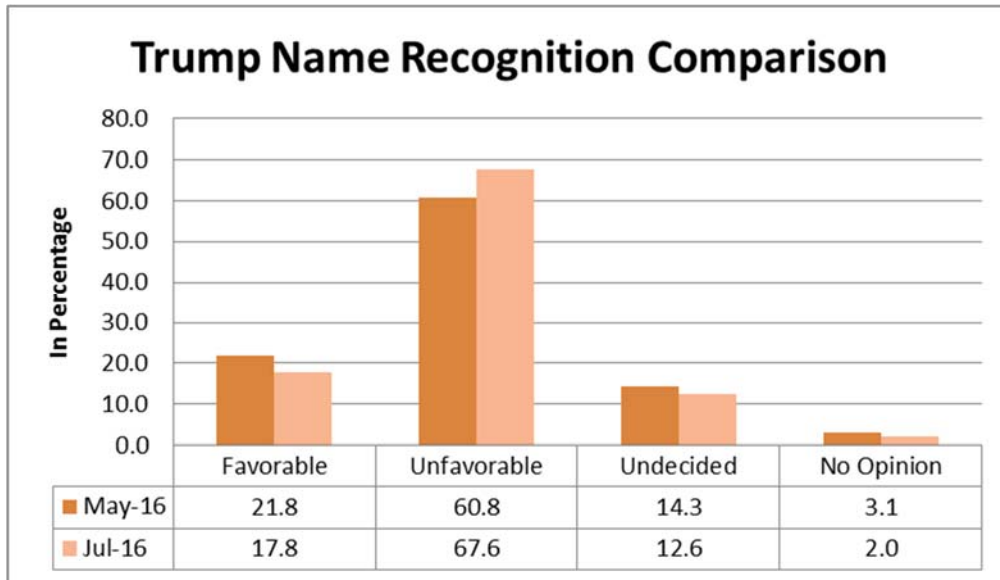
Is your opinion of Hillary Clinton generally favorable or generally unfavorable?



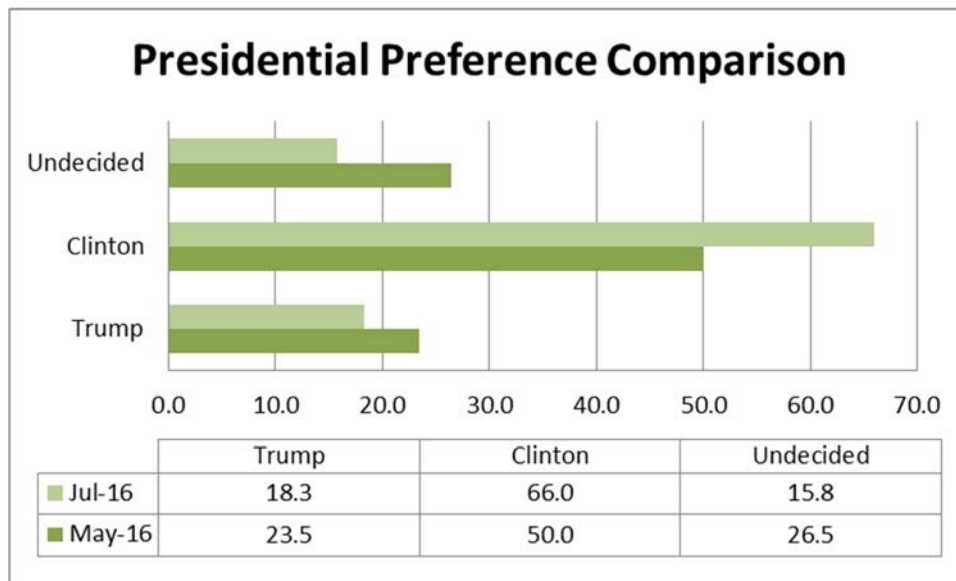
- Clinton has increased her favorability from a +11 to a +28 (54% to 26%)
- Clintons' favorable opinion is higher among males than females (58% to 49%)
- Clinton struggles with those under 35 posting a 44% to 27% (+17) favorable opinion
 - Those 35-54 had her up +31 (55% to 24%)
 - Those 55+ had her up +49 (73% to 24%)
- Clinton has a positive image among all groups except Cubans (tied at 44%)
- GOP voters have a negative opinion 33% to 60% (-27)
 - Independents are 32%-33% (-1)
 - Democrats are +61 (72% to 11%)
- College graduates have the most favorable opinion (+37)
- Clinton has strong favorable across the US except for the Midwest at -1 (48% to 49%) which might be helpful to Trump's rustbelt strategy.
- Clinton has a 92% loyalty rating based on the percentage of people who like her and will vote for her

Is your opinion of Donald Trump generally favorable or generally unfavorable?

- Trumps unfavorable opinion has increased from a -39 to a -50 (18% to 68%)
- Trump favorable opinion is higher among males than females (23% to 13%)
- Trump has a 14% favorable opinion among those 18-34
- Trump does best among Cuban's with a -6 opinion (41% to 47%)
- Trump name recognition is underwater even with Republicans
 - GOP 42% favorable/ 47% unfavorable
 - Democrats 11% / 79%
 - Independents 13%/ 61%
- Trumps image is significantly stronger in the Midwest at 33% favorable to 52% unfavorable
- Trump has a 67% loyalty rating

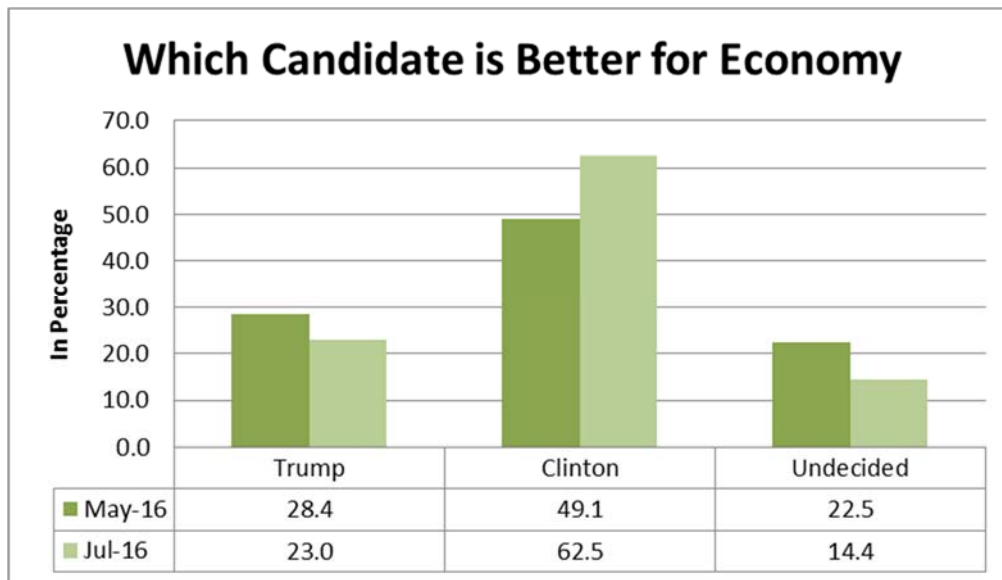


If the presidential election was tomorrow and the candidates were Republican Donald Trump and Democrat Hillary Clinton, who would you vote for?



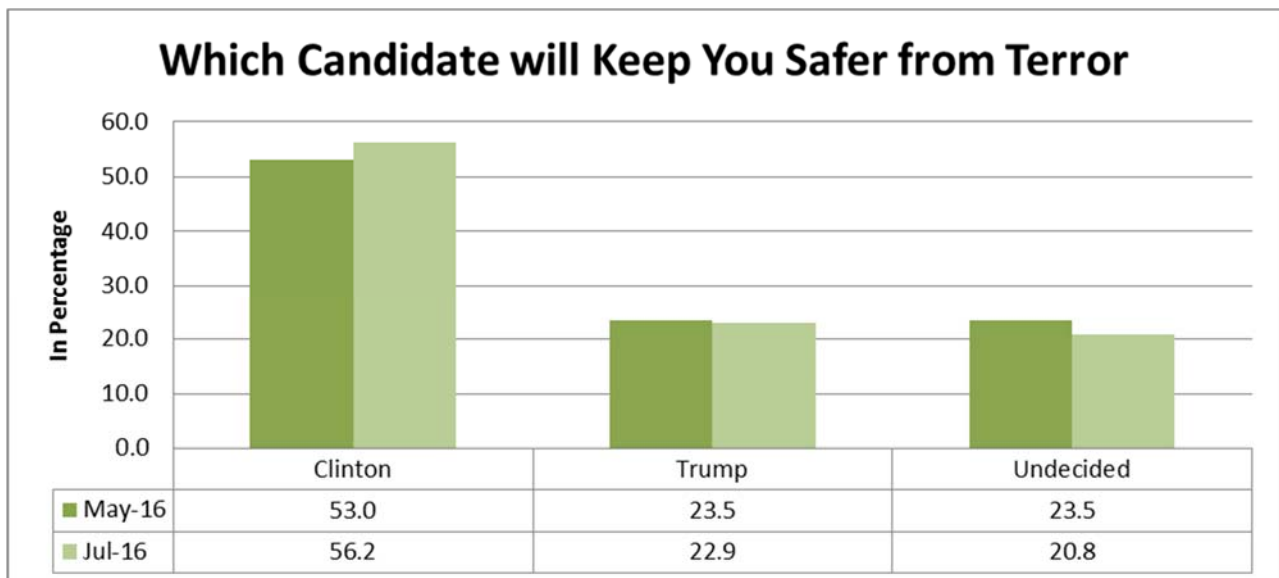
- Clinton has extended her lead from 26 points to 48 points among Hispanics and leads Trump 66% to 18%
 - Females were more likely to vote for Clinton +54 (14% to 68%)
 - Males were +41 (23% to 64%)
- Trump leads among GOP voters 56% to 31%
 - Clinton leads among Democrats 85% to 6%
 - Clinton leads about Independents/others 55% to 17%
- Clinton does best with those without a High School degree, winning 77% to 12%
- Trump does not break 18% in any region outside the Midwest where he loses 33% to 59%

Which Candidate, Donald Trump or Hillary Clinton do you think will be better for the economy?



- Clinton has nearly doubled her standing among Hispanics in who they think will be better for the Economy with an overall +19 since May, from a +21 (49% to 28%) to +40 (63% to 23%)

Which Candidate, Hillary Clinton or Donald Trump do you think will be better at keeping America safe from terrorism?



- Clinton increased her image (+4) as the candidate who will keep America safer from terrorism with a +33 (56% to 23%) after posting a +29 (53% to 24%) in May

RESULTS

Getting Along Financially these Days

	Frequency	Percent	Valid Percent	Cumulative Percent
Better Off	354	70.7	70.7	70.7
Worse Off	146	29.3	29.3	100.0
Total	500	100.0	100.0	

A year from Now...

	Frequency	Percent	Valid Percent	Cumulative Percent
Better Off	383	76.6	76.6	76.6
Worse Off	117	23.4	23.4	100.0
Total	500	100.0	100.0	

Business in the country...

	Frequency	Percent	Valid Percent	Cumulative Percent
Good times financially	326	65.1	65.1	65.1
Bad times financially	174	34.9	34.9	100.0
Total	500	100.0	100.0	

Country as a whole...

	Frequency	Percent	Valid Percent	Cumulative Percent
Good Times	263	52.6	52.6	52.6
Bad Times	237	47.4	47.4	100.0
Total	500	100.0	100.0	

Big items for home

	Frequency	Percent	Valid Percent	Cumulative Percent
Good Times to buy	343	68.7	68.7	68.7
Bad time to buy	157	31.3	31.3	100.0
Total	500	100.0	100.0	

Index of Consumer Sentiment

	Q1	Q 2	Q3	Q4	Q5	ICS
April 2016	131	151	105	111	123	94.02
May 2016	127	137	115	110	129	93.46
June 2016	148	148	125	134	146	105.81
July 2016	141	153	130	105	137	100.8

Cross Tabulations

		Q1	Q2	Q3	Q4	Q5	ICS
Language	English	134	153	119	93	133	95.49
	Spanish	163	155	160	138	149	115.12

Gender	Female	144	157	132	90	132	99.09
	Male	139	149	129	120	143	102.46

Age Group	18-34	160	168	139	98	152	108.15
	35-54	138	141	123	102	127	95.46
	55+	107	144	127	127	125	95.16

Party Affiliation	Republican	118	148	123	113	156	99.36
	Democrat	149	158	139	115	137	105.36
	Another Party	143	140	101	77	120	87.76
	Not Registered	142	164	151	80	137	101.87

Education Level	Less than HS	128	143	126	80	120	90.47
	HS or equivalent	149	161	126	121	139	104.98
	some college, no degree	142	153	129	112	148	103.26
	College/Graduate degree	163	164	151	127	161	115.22

Income Level	under \$25,000	109	127	110	98	108	83.78
	\$25,001-\$75,000	149	168	133	102	142	104.81
	\$75,000+	165	155	149	120	161	112.94

Region	Northeast	129	147	142	118	120	99.11
	Midwest	70	94	79	80	97	64.19
	South	143	155	134	115	138	103.21
	West	160	167	134	97	152	107.14

Index of Current Economic Conditions

	Q1	Q5	CEC
April 2016	131	123	98.20
May 2016	127	129	98.81
June 2016	148	146	113.18
July 2016	141	137	107.5

Cross Tabulations

		Q1	Q5	CEC
Language	English	134	133	102.96
	Spanish	163	149	119.84

Gender	Female	144	132	106.62
	Male	139	143	108.40

Age Group	18-34	160	152	120.02
	35-54	138	127	102.54
	55+	107	125	89.77

Party Affiliation	Republican	118	156	105.49
	Democrat	149	137	110.17
	Another Party	143	120	101.31
	Not Registered	142	137	107.70

Education Level	Less than HS	128	120	95.79
	HS or equivalent	149	139	110.76
	some college, no degree	142	148	111.76
	College/Graduate degree	163	161	124.42

Income Level	under \$25,000	109	108	84.32
	\$25,001-\$75,000	149	142	112.21
	\$75,000+	165	161	125.56

Region	Northeast	129	120	96.36
	Midwest	70	97	65.26
	South	143	138	108.28
	West	160	152	120.05

Index of Consumer Expectation

	Q 2	Q3	Q4	ICE
April 2016	151	105	111	91.34
May 2016	137	115	110	90.02
June 2016	148	125	134	101.1
July 2016	153	130	105	96.5

Cross Tabulations

		Q2	Q3	Q4	ICE
Language	English	153	119	93	90.69
	Spanish	155	160	138	112.09

Gender	Female	157	132	90	94.26
	Male	149	129	120	98.65

Age Group	18-34	168	139	98	100.52
	35-54	141	123	102	90.91
	55+	144	127	127	98.61

Party Affiliation	Republican	148	123	113	95.43
	Democrat	158	139	115	102.27
	Another Party	140	101	77	79.06
	Not Registered	164	151	80	98.12

Education Level	Less than HS	143	126	80	87.05
	HS or equivalent	161	126	121	101.27
	some college, no degree	153	129	112	97.81
	College/Graduate degree	164	151	127	109.31

Income Level	under \$25,000	127	110	98	83.44
	\$25,001-\$75,000	168	133	102	100.05
	\$75,000+	155	149	120	104.82

Region	Northeast	147	142	118	100.88
	Midwest	94	79	80	63.51
	South	155	134	115	99.95
	West	167	134	97	98.84

Presidential Preference

Clinton Name Recognition

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	269	53.8	53.8	53.8
Unfavorable	127	25.5	25.5	79.2
Undecided	94	18.8	18.8	98.1
No Opinion	10	1.9	1.9	100.0
Total	500	100.0	100.0	

Trump Name Recognition

	Frequency	Percent	Valid Percent	Cumulative Percent
Favorable	89	17.8	17.8	17.8
Unfavorable	338	67.6	67.6	85.4
Undecided	63	12.6	12.6	98.0
No Opinion	10	2.0	2.0	100.0
Total	500	100.0	100.0	

POTUS Ballot

	Frequency	Percent	Valid Percent	Cumulative Percent
Trump	91	18.3	18.3	18.3
Clinton	330	66.0	66.0	84.2
Undecided	79	15.8	15.8	100.0
Total	500	100.0	100.0	

Better on Economy

	Frequency	Percent	Valid Percent	Cumulative Percent
Trump	115	23.0	23.0	23.0
Clinton	313	62.5	62.5	85.6
Undecided	72	14.4	14.4	100.0
Total	500	100.0	100.0	

Better on Terror

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Clinton	281	56.2	56.2	56.2
Trump	115	22.9	22.9	79.2
Undecided	104	20.8	20.8	100.0
Total	500	100.0	100.0	