



**BUSINESS AND ECONOMICS
POLLING INITIATIVE**

College of Business
Florida Atlantic University

Hispanic Attitudes on Their Personal Finances and the Economy

August 2016

	August 2016	July 2015	August 2015
Index of Consumer Sentiment	106.2	100.8	88.5
Current Economic Conditions	108.7	107.5	93.4
Index of Consumer Expectations	104.5	96.5	85.4

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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=125). 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=375) Hispanics. There was a 4.6% response rate for the ATI calls.

The survey was presented in both English (n=282) and Spanish (n=218) versions.

The survey was conducted August 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
Valid Telephone	125	25.1	25.1	25.1
Online	375	74.9	74.9	100.0
Total	500	100.0	100.0	

Language

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid English	282	56.3	56.3	56.3
Spanish	218	43.7	43.7	100.0
Total	500	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	247	49.5	49.5	49.5
Male	252	50.5	50.5	100.0
Total	500	100.0	100.0	

Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-34	212	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
Valid Mexican/Mex Amer/Chicano	292	58.4	58.4	58.4
Puerto Rican	76	15.2	15.2	73.6
Cuban	33	6.6	6.6	80.2
Other Spanish Origin	99	19.8	19.8	100.0
Total	500	100.0	100.0	

Education Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than HS	179	35.9	35.9	35.9
HS or equivalent	134	26.8	26.8	62.7
some college, no degree	117	23.4	23.4	86.1
College degree	69	13.9	13.9	100.0
Total	500	100.0	100.0	

Party Affiliation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Republican	203	40.6	40.6	40.6
Democrat	158	31.6	31.6	72.2
Another Party	80	16.0	16.0	88.2
Not Registered	59	11.8	11.8	100.0
Total	500	100.0	100.0	

Income Level

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 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
Valid 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

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

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 income level?

Press 1 for under \$25,000

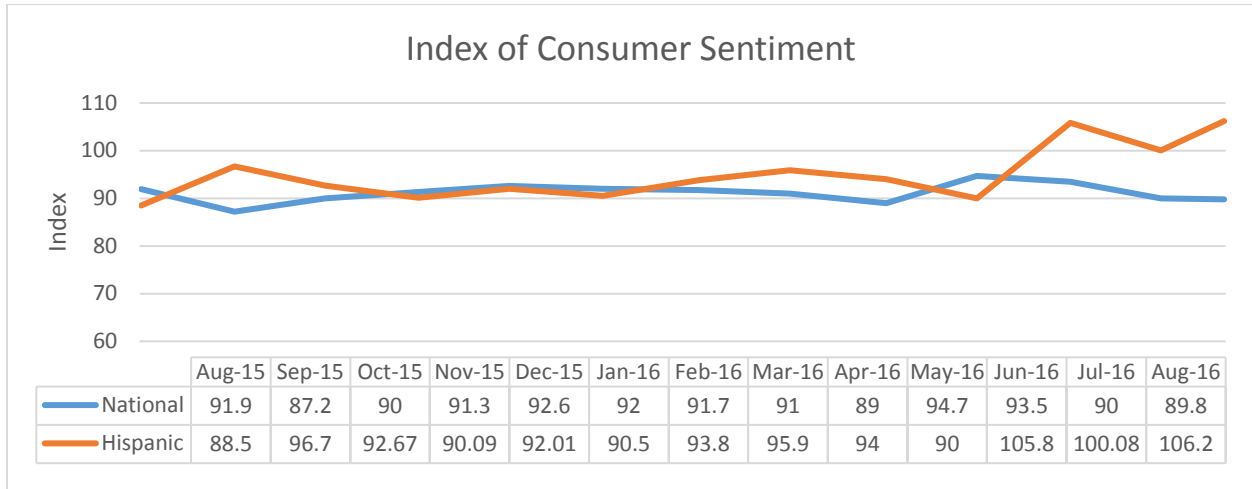
Press 2 for \$25,001-\$75,000

Press 3 over \$75,000

Executive Summary

Consumer Sentiment Index

The Hispanic Consumer Sentiment Index (CSI) gain 6 points from 100.8 in July to 100.6 which is still the highest month on record. The Michigan index dropped 0.2 of a point and the overall difference between the indexes is of 16.4 points.



Three of the five components of the index increased. Perceptions of one’s personal financial situation in a year from now increased by 9 points from 153 to 162. Opinions as to whether now is a good time to buy a big-ticket item such as a car increased by 11 points from 137 to 148. Reading on U.S. economic conditions in the next five years increased sharply by 31 points from 105 to 136.

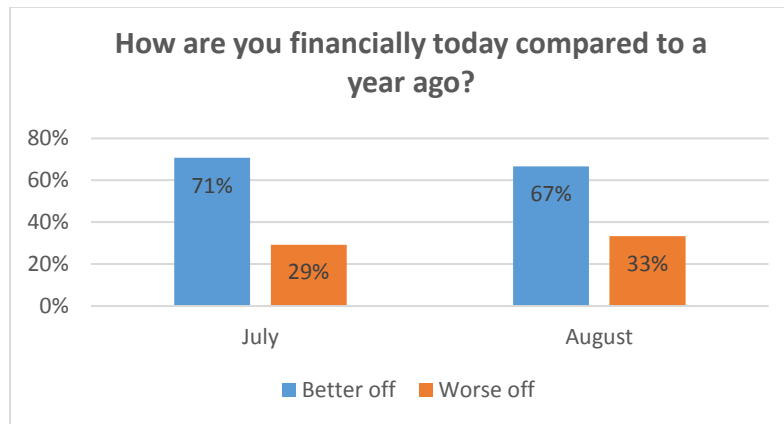
These numbers are telling us that Hispanics are optimistic about their future financial situation and expect that the economy will be strong the in the next five years. An increase in consumer sentiment can translate to an increase in demand of goods and services by Hispanics, said Monica Escaleras

Perceptions of one’s personal financial situation now compared with a year ago dropped by 7 points from 141 to 134. Expectations on business conditions in the next 12 months declined by 6 points from 130 to 124.

Index components

	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
August 2016	134	162	124	136	148	106.2

Q1. 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?



- Overall, 67% of Hispanics say they are better off today financially compared to a year ago, down by 4 points from July (67% vs. 71%)
- Females feel better financially today compared to males (71% vs. 63%)
- Older Hispanics (55+) are the most pessimistic regarding their personal finances today, with only 48% of them saying that their finances are better off compared to a year ago.
- Those with a college or graduate degree are better off financially today than those without a High School degree (75% vs. 60%).

Q2. 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?

- Overall, 82% of Hispanics say they are better off today financially compared to a year ago, up by 5 points from July (82% vs. 76%)
- Hispanics between 35 and 34 years old feel better financially today compared to a year ago, up 13 points from July (84% vs. 71%)
- Those with income higher than \$75,000 are better off financially today than those with an income under \$25,000 (84% vs. 77%).

An increasing number of Hispanics are finding it harder to afford healthcare and the percentage of those without any health insurance is up slightly over a year ago. Overall, more than 43% of respondents said it is harder for them to afford healthcare, up 6% from a similar survey in March 2015. Males find it harder to afford healthcare compared to females (48% vs. 40%). In addition, females were more likely to have government insurance versus private insurance (52% vs 37%) than males (23% vs. 62%). Finally, as Hispanics get older they are having a harder time affording health insurance with 52% of those over 55 reporting it is harder to afford, then dropping to 44% among 35-54 and those 18-34 were at 40%.

Overall, 51% of Hispanics gave Obamacare a favorable rating, compared with 35% unfavorable. Older Hispanics are also much less favorable toward ACA with only 44% having a favorable opinion of the law compared with those 35-54, where 61% had a favorable opinion. Among Republicans 42% found it favorable and 46% unfavorable; Democrats 54% favorable, 30% unfavorable; Independents 60% favorable and 37% unfavorable.

When asked if they would support or oppose a candidate who supported the ACA the sample was split at 37% to 37% with 26% saying it had minimal effect. Females are more likely to support a candidate who supports healthcare than males (41% vs. 33%), while males are more likely to oppose a candidate who supports healthcare (43% vs. 32%). In addition, Republicans were most intense with 71% saying they would oppose a candidate would supported the ACA

while 47% of Democrats said they would support a candidate who supported the ACA. Independents were slightly more opposed 39% to 34%. Finally, regional difference might play a role in the 2016 elections with those in the Northeast very supportive of candidates who support ACA at 58% versus 18% who would oppose such a candidate. The West also has a positive reaction with 43% supporting versus 34% opposing a candidate in favor of ACA. However in the Midwest and South it appears candidates who support ACA might have a problem with 63% in the Midwest and 47% in the South opposing such candidacies and 22% and 25% respectively supporting such candidates.

		Q1	Q2	Q3	Q4	Q5	ICS
Language	English	134	160	118	118	140	101.2
	Spanish	132	166	130	156	156	111.5
Gender	Female	140	170	124	132	138	106.2
	Male	126	156	124	140	156	105.9
Age Group	18-34	162	176	130	138	142	112.7
	35-54	120	168	124	136	164	107.4
	55+	96	124	108	130	124	88.1
Education Level	Less than HS	120	164	112	156	144	105.0
	HS or equivalent	138	154	116	116	144	100.9
	some college, no degree	138	174	144	128	152	110.9
	College degree	150	158	136	126	154	109.2
	Graduate degree or higher	100	100	100	100	100	76.0
Party Affiliation	Republican	120	162	128	152	158	108.6
	Democrat	146	164	128	146	158	111.8

	Another Party	130	158	94	102	130	92.9
	Not Registered	152	166	138	96	106	99.4
Income Level	under \$25,000	130	154	128	140	126	102.4
	\$25,001-\$75,000	142	166	128	124	148	106.8
	\$75,000+	120	168	112	148	174	108.9
	Refused	100	100	100	100	100	76.0
Region	Northeast	136	142	126	106	136	97.6
	Midwest	154	156	142	136	172	114.5
	South	106	156	106	148	146	100.0
	West	154	178	136	134	148	113.0
	Total	134	162	124	136	148	106.2