



Hispanic Attitudes on Their Personal Finances and the Economy

November 2016

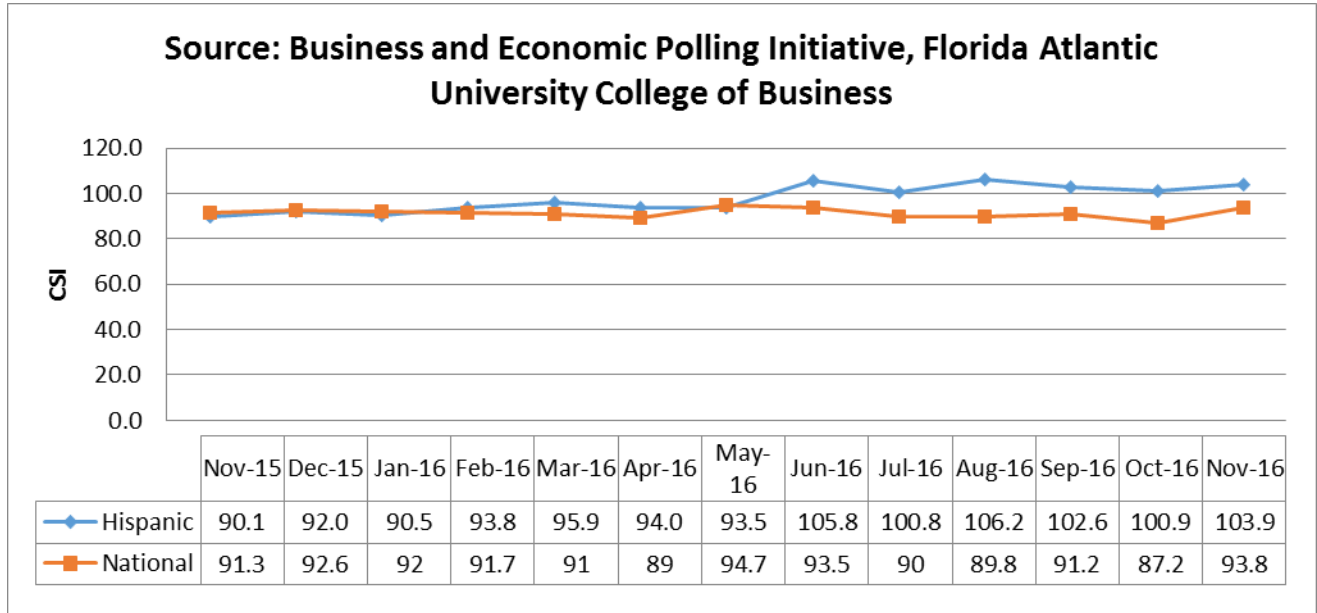
	November 2016	October 2016	November 2015
Index of Consumer Sentiment	103.9	100.9	90.1
Current Economic Conditions	116.7	98.9	90.2
Index of Consumer Expectations	95.8	102.2	86.7

Table of Contents

Executive Summary 3
Survey Instrument..... 8
Methodology 10
Demographic Results 12
COMPONENTS OF CONSUMER SENTIMENT INDEX..... 15

Executive Summary

The Hispanic Consumer Sentiment Index (CSI) gained 3 points from 100.9 in October to 103.9 in November. The Michigan index increased 5.6 points to 93.8 and the overall difference between the indexes is of 10.1 points.



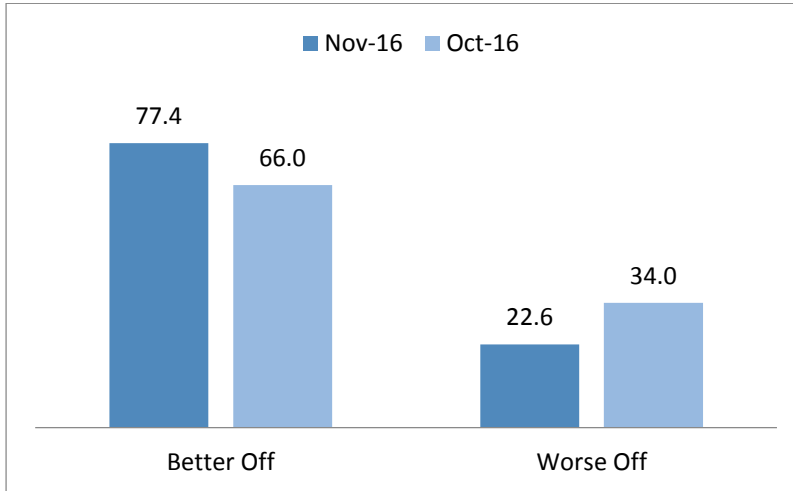
- The increase in the Index was due by the increases of three of the five components of the index.
 - (Q1) Perceptions of one’s personal financial situation now compared with a year ago increased by 23 points from 132 to 155.
 - (Q2) Perceptions of one’s personal financial situation in a year from increased by 8 points from 154 to 162.
 - (Q5) Opinions as to whether now is a good time to buy a big-ticket items such as a car increased by 24 points from 124 to 148.
- (Q3) Expectations on business conditions in the next 12 months decreased by 17 points from 128 down to 111.
- (Q4) Reading on U.S. economic conditions in the next five years decreased by 17 points from 130 to 117

Index Components

	Q1	Q 2	Q3	Q4	Q5	ICS
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
September 2016	130	154	128	132	136	102.65
October 2016	132	154	128	130	124	100.88
November 2016	155	162	111	113	148	103.94

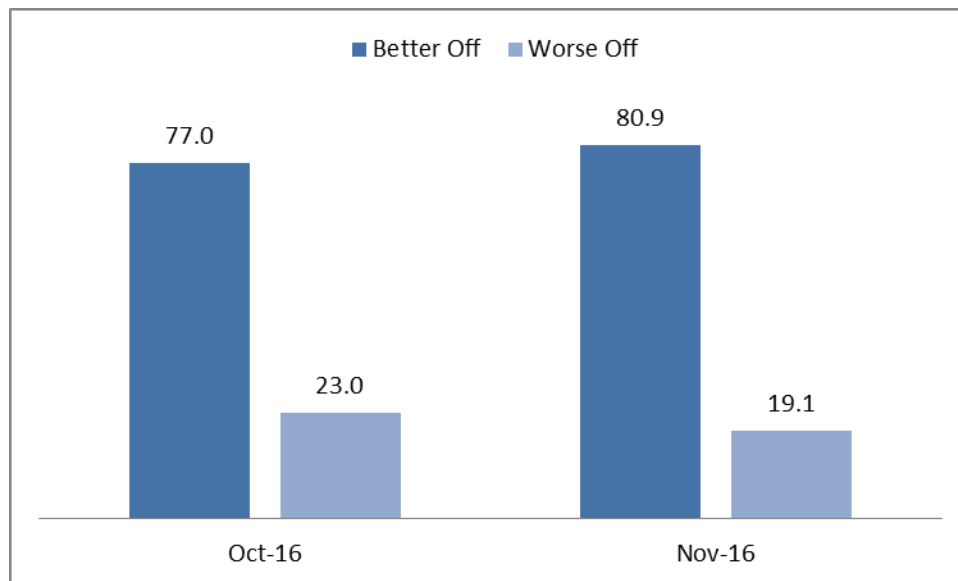
- See below details of questions for Q1, Q2, Q3, Q4, and Q5
- The lowest index possible is a 2, the highest is 150.

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?



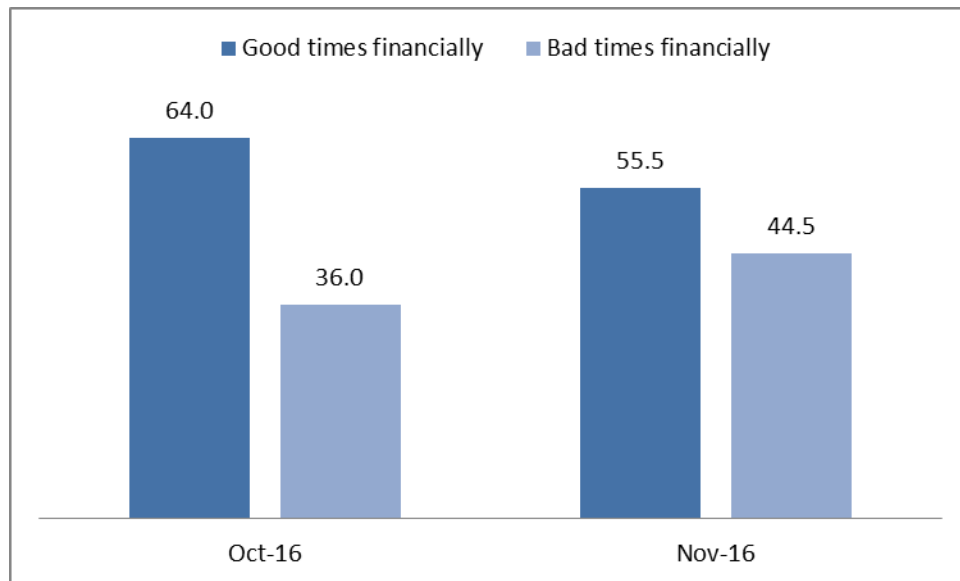
- Overall, 77% of Hispanics say they are better off today financially compared to a year ago, up by 11 points from October (77% vs. 66%)
- Males continue to feel better financially today compared to females (83% vs. 71%)
- Older Hispanics (55+) are the most pessimistic regarding their personal finances today, with only 72% of them saying that their finances are better off compared to a year ago.

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?



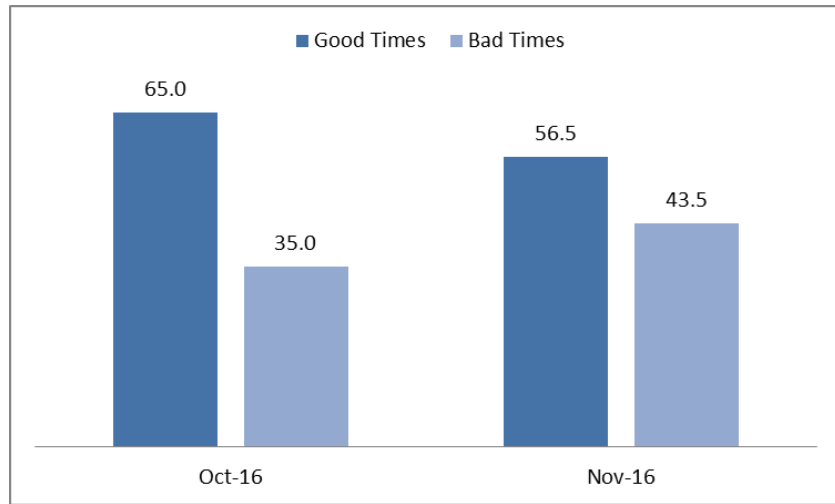
- Overall, 81 percent of Hispanics think that a year from now they will be better off financially, increasing 4 percentage points from October.
- In October, Hispanics in the Northeast continue to be the least optimistic of their future financial situation with 69% saying they are better off.
- Republican expect to be better off than Democrats 93% to 80%.
- Hispanics over 55 years old are most pessimistic with 34% saying they will be worse off in a year.

Q3. 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?



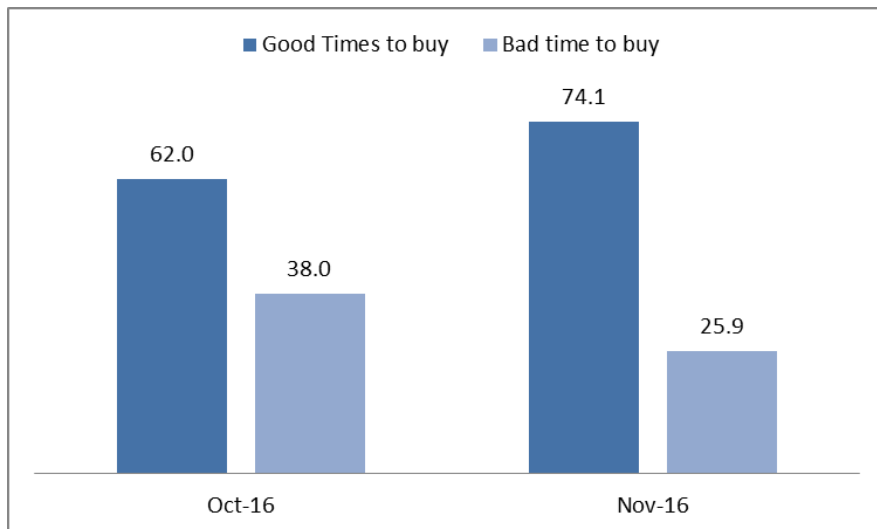
- Overall, expectations of U.S. economic conditions over the next year among Hispanics dropped 8 percentage points from October's 64% to 56% in November.
- Males have better expectations of the U.S. economy in the near future today compared to females (66% vs. 45%)
- Older Hispanics has the worse expectations with 71% saying things bad times financially are ahead.

Q.4 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?



- Overall, expectations of U.S. economic conditions over the next five years among Hispanics dropped 8 percentage points from 65% in October to 57% in November.
- Middle aged Hispanics (35-54 years old) are the most optimistic about the economy in the next five years, with 68% indicating that the economy will have good times but those over 55 are most pessimistic with 67% say they will face bad times financially.

Q5. 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?



- Overall, 74% of Hispanics have buying plans for big ticket items such as furniture, refrigerators, ovens or televisions, up by 12 point from October (74% vs. 62%).
- Those living in the West, have the most favorable buying plans compared to the other regions at 85% (47% in Northeast, 72% in South and 79% in Midwest).
- Those with incomes between 25K-75K, have the most favorable buying plans compared to the other income levels with 87% (under 25K (27%) and over75K (76%)).

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

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?

- 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?

- Press 1 for Good times financially
- Press 2 for Bad times Financially

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?

- Press 1 for Good times
- Press 2 for Bad times

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

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

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=127). 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=373) Hispanics. There was a 4.6% response rate for the ATI calls.

The survey was presented in both English (n=233) and Spanish (n=267) versions.

The survey was conducted November 1-30, 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	127	25.4	25.4	25.4
	Online	373	74.6	74.6	100.0
	Total	500	100.0	100.0	

Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	233	46.6	46.6	46.6
	Spanish	267	53.4	53.4	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	Mexian/Mex Amer/Chicano	283	56.5	56.5	56.5
	Puerto Rican	90	18.0	18.0	74.5
	Cuban	23	4.5	4.5	79.1
	Other Spanish Origin	105	20.9	20.9	100.0
	Total	500	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	129	25.8	25.8	25.8
	Democrat	245	49.0	49.0	74.8
	Another Party	36	7.3	7.3	82.1
	Not Registered	90	17.9	17.9	100.0
	Total	500	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than HS	180	36.0	36.0	36.0
	HS or equivalent	135	27.0	27.0	63.0
	some college, no degree	115	23.0	23.0	86.0
	College degree	70	14.0	14.0	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	

COMPONENTS OF CONSUMER SENTIMENT INDEX

		Q1	Q2	Q3	Q4	Q5	ICS
Language	English	136	145	97	98	129	91.64
	Spanish	171	177	123	126	165	114.71
Gender	Female	143	156	89	91	152	95.49
	Male	166	167	132	135	144	112.24
Age Group	18-34	166	172	125	113	154	110.02
	35-54	148	166	123	136	146	108.53
	55+	143	132	57	65	139	81.39
Party Affiliation	Republican	143	186	117	113	159	108.30
	Democrat	162	159	114	115	148	105.15
	Another Party	143	155	117	94	148	99.24
	Not Registered	157	138	93	117	133	96.31
Education Level	Less than HS	171	160	97	112	145	103.35
	HS or equivalent	153	161	120	117	152	106.01
	some college, no degree	140	166	113	107	149	101.87
	College degree	141	160	128	118	148	104.95
Income Level	under \$25,000	146	148	88	114	104	90.80
	\$25,001-\$75,000	161	177	108	102	173	108.79
	\$75,000+	152	148	145	133	152	110.02
Region	Northeast	128	139	98	122	93	87.78
	Midwest	145	179	137	123	158	111.68
	South	142	167	116	118	144	103.71
	West	178	162	106	103	170	108.38