

Florida Atlantic University
Business Economic Polling Initiative
Hispanic Attitudes

November 2014

The October survey is the fourth in a new series 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=298). 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=202). There was a 6.5% response rate for the ATI calls.

The survey was presented in both English (n=366) and Spanish (n=134) versions.

The survey was conducted between November 1-15, 2014.

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

<https://www.census.gov/hhes/socdemo/education/data/cps/2013/tables.html>

Educational Attainment

Less than High school	0.32374933
High School	0.307863774
Some College	0.168533619
College Degree	0.163680483
Post Graduate Degree	0.036172794

Gender

Female	0.499675517
Male	0.500324483

Age

18-34	0.420642758
35-54	0.383284896
55+	0.19604413

Region

Midwest	0.091900012
Northeast	0.138369988
South	0.362419597
West	0.407310403

<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

English Version November 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) When do you expect to do most of your holiday shopping this year?
Press 1 for I've already started
Press 2 for I will start before Thanksgiving but have not started yet
Press 3 for From Thanksgiving/Black Friday to the end of November
Press 4 for December 1 to December 14 (first two weeks of December)
Press 5 for December 15 to Christmas Day (Within 10 days of Christmas)
Press 6 for Not shopping this holiday season
- 9) How likely are you to shop on the day after Thanksgiving ("Black Friday")?
Press 1 for Very Likely
Press 2 for Somewhat Likely
Press 3 for Unlikely
Press 4 for Not at all likely
Press 5 for Not sure
- 10) How likely are you to shop on Cyber Monday?
Press 1 for Very Likely
Press 2 for Somewhat Likely
Press 3 for Unlikely
Press 4 for Not at all likely
Press 5 for Not sure
- 11) Where Will You Do the majority of Your Holiday Shopping: Online or In Stores?
Press 1 for Online
Press 2 for In store
- 12) How much of your holiday shopping will you do online this year?
Press 1 for all of it
Press 2 for most of it
Press 3 for about half of it
Press 4 for just a little of it
Press 5 for none of it

13) Do you expect to spend more, the same, or less on your holiday shopping this year compared to last year?

- Press 1 for more than last year
- Press 2 for the same as last year
- Press 3 for less than last year

14) What is the total amount of money you plan on spending on gifts this holiday season?

- Press 1 for less than \$299
- Press 2 for \$300-\$499
- Press 3 for \$500-\$,1000
- Press 4 for more than \$1,000
- Press 5 to repeat your answer choices

15) How do you expect to pay for your purchases during this holiday shopping?

- Press 1 for Cash
- Press 2 for Credit financing
- Press 3 for Other

16) Are you currently registered as a Democrat, Republican, Independent, another party or are you not registered?

- Press 1 for Republican
- Press 2 for Democrat
- Press 3 for another party
- Press 4 for Not registered

17) 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

18) What is your income level

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

19) State

- Alabama (AL)
- Alaska (AK)
- Arizona (AZ)
- Arkansas (AR)
- California (CA)
- Colorado (CO)
- Connecticut (CT)
- Delaware (DE)

- Dist. of Columbia (DC)
- Florida (FL)
- Georgia (GA)
- Hawaii (HI)
- Idaho (ID)
- Illinois (IL)
- Indiana (IN)
- Iowa (IA)
- Kansas (KS)
- Kentucky (KY)
- Louisiana (LA)
- Maine (ME)
- Maryland (MD)
- Massachusetts (MA)
- Michigan (MI)
- Minnesota (MN)
- Mississippi (MS)
- Missouri (MO)
- Montana (MT)
- Nebraska (NE)
- Nevada (NV)
- New Hampshire (NH)
- New Jersey (NJ)
- New Mexico (NM)
- New York (NY)
- North Carolina (NC)
- North Dakota (ND)
- Ohio (OH)
- Oklahoma (OK)
- Oregon (OR)
- Pennsylvania (PA)
- Rhode Island (RI)
- South Carolina (SC)
- South Dakota (SD)
- Tennessee (TN)
- Texas (TX)
- Utah (UT)
- Vermont (VT)
- Virginia (VA)
- Washington (WA)
- West Virginia (WV)
- Wisconsin (WI)
- Wyoming (WY)

Topline results are below. Full results, including crosstabs, can be found [here](#).

Holiday Shopping

Holiday Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Already Started	123	24.6	24.6	24.6
	Before Thanksgiving	108	21.5	21.5	46.2
	After Thanksgiving	94	18.8	18.8	65.0
	Dec. 1-14	45	9.0	9.0	74.0
	Dec. 15-Christmas	30	5.9	5.9	79.9
	Not Shopping	100	20.1	20.1	100.0
	Total	500	100.0	100.0	

Shop on Black Friday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	162	32.4	32.4	32.4
	Somewhat Likely	117	23.4	23.4	55.8
	Unlikely	102	20.4	20.4	76.2
	Not Likely	87	17.4	17.4	93.6
	Not Sure	32	6.4	6.4	100.0
	Total	500	100.0	100.0	

Shop on Cyber Monday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	169	33.8	33.8	33.8
	Somewhat Likely	92	18.4	18.4	52.2
	Unlikely	110	22.0	22.0	74.2
	Not Likely	80	15.9	15.9	90.2
	Not Sure	49	9.8	9.8	100.0
	Total	500	100.0	100.0	

Majority of shopping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online	166	33.2	33.2	33.2
	In Store	334	66.8	66.8	100.0
	Total	500	100.0	100.0	

How much online shopping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All	53	10.7	10.7	10.7
	Most	95	19.0	19.0	29.7
	Half	79	15.8	15.8	45.4
	Little bit	110	22.0	22.0	67.5
	None	163	32.5	32.5	100.0
	Total	500	100.0	100.0	

Amount spent on holiday shopping compared to last year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	145	28.9	28.9	28.9
	Same	155	31.0	31.0	59.9
	Less	200	40.1	40.1	100.0
	Total	500	100.0	100.0	

Total amount spending on gifts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under \$299	228	45.6	45.6	45.6
	\$300-\$499	127	25.4	25.4	71.1
	\$500-\$1,000	105	21.0	21.0	92.1
	\$1,000+	39	7.8	7.8	99.9
	refused		.1	.1	100.0
	Total	500	100.0	100.0	

Pay for purchases?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash	293	58.7	58.7	58.7
	Credit	117	23.5	23.5	82.1
	Other	89	17.9	17.9	100.0
	Total	500	100.0	100.0	

- 24% of males said they are not shopping this holiday season compared to 16% of females
- 33% of respondents in the northeast said they are not shopping this holiday season
- 53% of respondents with a college degree are very likely to shop on black Friday
- Younger respondents are more likely to shop on Cyber Monday (39%, 18-34; 37%, 35-54; 16%, 55+)
- 57% of respondents with a college degree a very likely to shop on cyber Monday
- 51% of respondents with a college degree are planning on shopping online for their holiday gifts
- 49% of respondents earning over \$75,000 said they plan to do the majority of shopping online
- 45% of respondents over 55 said they will do no online shopping
- 53% of respondents earning over \$75,000 are planning on spending more this holiday season than last year.
- 67% of respondents in the northeast plan on spending less than last year.
- 59% of respondents in the northeast plan to spend under \$299