

Florida Atlantic University  
Business Economic Polling Initiative  
Hispanic Attitudes

February 2015

The February survey is the seventh 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=264). 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=236). There was a 4.6% response rate for the ATI calls.

The survey was presented in both English (n=344) and Spanish (n=156) versions.

The survey was conducted between February 1-28, 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**

	United States	
	Total	%
<b>Age</b> <a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table</a>		
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> <a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table</a>		
Male:	27409243	0.507706
Female:	26577169	0.492294
Total	53986412	
<b>Region</b> <a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&amp;prodType=table</a>		
Northeast	7542347	0.139708
Midwest	4963976	0.091949
South	19728578	0.365436
West	21751511	0.402907
	53986412	
<b>Income</b> <a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_B19001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_B19001I&amp;prodType=table</a>		
Under \$25,000	3967276	0.289609
\$25,001-\$75,000	6438685	0.470021
Over \$75,001	3292766	0.24037
	13698727	
<b>Edu</b> <a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_1YR_B15002I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_1YR_B15002I&amp;prodType=table</a>		
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

### February Survey

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) Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer?  
 Press 1 for Mostly on cell phone  
 Press 2 for Mostly on something else  
 Press 3 for both equally  
 Press 4 for don't know
- 9) How often do you go online to get news about politics with your computer or mobile device?  
 Press 1 for More than once a day  
 Press 2 for Everyday  
 Press 3 for Three-to-five days per week  
 Press 4 for One-to-two days per week
- 10) Thinking specifically about government and politics, do you get most of your news about this topic?  
 Press 1 for On television  
 Press 2 for On the internet  
 Press 3 for On the radio  
 Press 4 for In print  
 Press 5 for No answer
- 11) How often do you read news stories about politics that have been posted on social media including facebook, youtube, twitter and linked-in?  
 Press 1 for A lot  
 Press 2 for Some

Press 3 for None at all  
Press 4 for No answer

12) Thinking about the opinions and articles you see people post about government and politics on the internet, how often are they in line with your own views?

Press 1 for Always or nearly all of the time  
Press 2 for Most of the time  
Press 3 for Some of the time  
Press 4 for Not too often  
Press 5 for I don't see any opinions

13) Do you think political news on the internet is trustworthy?

Press 1 for Very trustworthy  
Press 2 for Somewhat trustworthy  
Press 3 for Somewhat untrustworthy  
Press 4 for Very untrustworthy  
Press 5 for Don't know

14) How often do you ever seek out stories or articles posted on the internet that are more favorable to one political party or ideology?

Press 1 for More than once a day  
Press 2 for Everyday  
Press 3 for Three-to-five days per week  
Press 4 for One-to-two days per week  
Press 5 for Less often  
Press 6 for Never

15) How often do you read news stories about politics that have been posted on social media including facebook, youtube, twitter and linked-in?

Press 1 for More than once a day  
Press 2 for Everyday  
Press 3 for Three-to-five days per week  
Press 4 for One-to-two days per week  
Press 5 for Less often  
Press 6 for Never

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

**Results**

**Index of Consumer Sentiment**

**Overall**

	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>

**Getting Along Financially these Days**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	291	58.1	58.1	58.1
Worse Off	209	41.9	41.9	100.0
Total	500	100.0	100.0	

**A year from Now...**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Better Off	386	77.2	77.2	77.2
Worse Off	114	22.8	22.8	100.0
Total	500	100.0	100.0	

**Business in the country...**

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Good times financially	325	65.0	65.0	65.0
	Bad times financially	175	35.0	35.0	100.0
	Total	500	100.0	100.0	

**Country as a whole...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times	311	62.2	62.2	62.2
	Bad Times	189	37.8	37.8	100.0
	Total	500	100.0	100.0	

**Big items for home**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	310	62.1	62.1	62.1
	Bad time to buy	190	37.9	37.9	100.0
	Total	500	100.0	100.0	

**Cross Tabs**

		Q1	Q2	Q3	Q4	Q5	ICS
Mode	Telephone	80.41	128.01	110.84	102.50	97.99	78.93
	Online	156.36	184.00	151.48	148.78	153.38	119.53
	Total	116.22	154.41	130.00	124.32	124.10	98.07
		Q1	Q2	Q3	Q4	Q5	ICS
Language	English	103.82	143.89	121.24	100.44	118.82	89.07
	Spanish	143.48	177.53	149.27	176.84	135.73	117.88
	Total	116.22	154.41	130.00	124.32	124.10	98.07
		Q1	Q2	Q3	Q4	Q5	ICS
Gender	Female	122.44	158.25	125.18	130.42	112.61	98.05
	Male	110.17	150.66	134.69	118.38	135.28	98.09
	Total	116.22	154.41	130.00	124.32	124.10	98.07
		Q1	Q2	Q3	Q4	Q5	ICS
Age	18-34	145.74	181.81	149.63	150.77	139.35	115.58



	35-54	92.91	145.50	121.31	109.74	115.65	88.61
	55+	98.08	112.74	104.68	95.78	107.76	78.83
	refused	100.00	100.00	100.00	100.00	100.00	76.01
	Total	116.22	154.41	130.00	124.32	124.10	98.07

		Q1	Q2	Q3	Q4	Q5	ICS
Ethnicity	Not Hispanic/Latino	100.00	100.00	100.00	100.00	100.00	76.01
	Mexian/Mex Amer/Chicano	116.10	153.82	133.26	120.41	125.69	98.10
	Puerto Rican	94.57	144.51	121.24	124.23	103.74	89.08
	Cuban	134.00	145.78	132.90	109.18	160.29	102.97
	Other Spanish Origin	126.58	168.55	121.17	148.28	118.09	103.05
	Total	116.22	154.41	130.00	124.32	124.10	98.07
			Q1	Q2	Q3	Q4	Q5
Party Affiliation	Republican	116.53	124.61	112.56	110.68	139.57	91.40
	Democrat	109.12	165.76	147.61	126.92	121.08	101.25
	Another Party	134.95	155.12	124.41	117.53	142.31	101.81
	Not Registered	118.87	166.36	119.97	138.44	102.56	97.65
	Total	116.22	154.41	130.00	124.32	124.10	98.07
			Q1	Q2	Q3	Q4	Q5
Education Level	Less than HS	88.62	149.34	125.70	122.74	84.96	86.57
	HS or equivalent	127.16	161.00	144.78	125.75	150.58	106.99
	some college, no degree	137.33	158.94	109.11	122.70	149.66	102.32
	College degree	133.93	148.68	132.95	125.71	132.17	101.68
	Graduate degree or higher	138.97	157.41	149.08	130.93	163.25	111.48
	Refused	100.00	100.00	100.00	100.00	100.00	76.01
	Total	116.22	154.41	130.00	124.32	124.10	98.07
			Q1	Q2	Q3	Q4	Q5
Income Level	under \$25,000	78.31	130.87	99.35	117.73	87.31	78.02
	\$25,001-\$75,000	124.79	168.59	144.92	125.63	121.03	103.39
	\$75,000+	145.23	155.07	137.82	129.72	174.58	111.89
	Refused	100.00	100.00	100.00	100.00	100.00	76.01
	Total	116.22	154.41	130.00	124.32	124.10	98.07
		Q1	Q2	Q3	Q4	Q5	ICS
Region	Northeast	105.99	121.58	91.32	108.85	117.21	82.67
	Midwest	83.52	155.28	108.16	107.60	129.25	88.42
	South	121.72	147.60	123.10	125.33	136.77	98.88
	West	122.25	171.77	154.67	132.60	113.85	104.90
	Total	116.22	154.41	130.00	124.32	124.10	98.07

## Index of Current Economic Conditions (ICC)

	Q1	Q5	ICC
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>

		Q1	Q5	ICC
Mode	Telephone	80.41	97.99	69.51
	Online	156.36	153.38	119.22
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Language	English	103.82	118.82	86.25
	Spanish	143.48	135.73	107.67
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Gender	Female	122.44	112.61	90.96
	Male	110.17	135.28	94.89
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Age	18-34	145.74	139.35	109.89
	35-54	92.91	115.65	80.93
	55+	98.08	107.76	79.90
	refused	100.00	100.00	77.69
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Ethnicity	Not Hispanic/Latino	100.00	100.00	77.69
	Mexian/Mex Amer/Chicano	116.10	125.69	93.50
	Puerto Rican	94.57	103.74	77.05
	Cuban	134.00	160.29	113.37
	Other Spanish Origin	126.58	118.09	94.59
	Total	116.22	124.10	92.95

		Q1	Q5	ICC
Party Affiliation	Republican	116.53	139.57	98.92
	Democrat	109.12	121.08	89.12
	Another Party	134.95	142.31	106.93
	Not Registered	118.87	102.56	85.80
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Education Level	Less than HS	88.62	84.96	67.69
	HS or equivalent	127.16	150.58	107.11
	some college, no degree	137.33	149.66	110.61
	College degree	133.93	132.17	102.70
	Graduate degree or higher	138.97	163.25	116.37
	Refused	100.00	100.00	77.69
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Income Level	under \$25,000	78.31	87.31	64.68
	\$25,001-\$75,000	124.79	121.03	95.03
	\$75,000+	145.23	174.58	123.03
	Refused	100.00	100.00	77.69
	Total	116.22	124.10	92.95
		Q1	Q5	ICC
Region	Northeast	105.99	117.21	86.47
	Midwest	83.52	129.25	82.52
	South	121.72	136.77	99.82
	West	122.25	113.85	91.35
	Total	116.22	124.10	92.95

## 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

		Q2	Q3	Q4	ICE
Mode	Telephone	128.01	110.84	102.50	84.98
	Online	184.00	151.48	148.78	119.73
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Language	English	143.89	121.24	100.44	90.87
	Spanish	177.53	149.27	176.84	124.44
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Gender	Female	158.25	125.18	130.42	102.61
	Male	150.66	134.69	118.38	100.15
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Age	18-34	181.81	149.63	150.77	119.23
	35-54	145.50	121.31	109.74	93.54
	55+	112.74	104.68	95.78	78.14
	refused	100.00	100.00	100.00	74.93
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Ethnicity	Not Hispanic/Latino	100.00	100.00	100.00	74.93
	Mexian/Mex Amer/Chicano	153.82	133.26	120.41	101.06
	Puerto Rican	144.51	121.24	124.23	96.81
	Cuban	145.78	132.90	109.18	96.29
	Other Spanish Origin	168.55	121.17	148.28	108.48
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Party Affiliation	Republican	124.61	112.56	110.68	86.57
	Democrat	165.76	147.61	126.92	109.04

	Another Party	155.12	124.41	117.53	98.53
	Not Registered	166.36	119.97	138.44	105.26
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Education Level	Less than HS	149.34	125.70	122.74	98.70
	HS or equivalent	161.00	144.78	125.75	106.91
	some college, no degree	158.94	109.11	122.70	96.99
	College degree	148.68	132.95	125.71	101.03
	Graduate degree or higher	157.41	149.08	130.93	108.34
	Refused	100.00	100.00	100.00	74.93
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Income Level	under \$25,000	130.87	99.35	117.73	86.59
	\$25,001-\$75,000	168.59	144.92	125.63	108.76
	\$75,000+	155.07	137.82	129.72	104.74
	Refused	100.00	100.00	100.00	74.93
	Total	154.41	130.00	124.32	101.36
		Q2	Q3	Q4	ICE
Region	Northeast	121.58	91.32	108.85	80.22
	Midwest	155.28	108.16	107.60	92.21
	South	147.60	123.10	125.33	98.28
	West	171.77	154.67	132.60	113.60
	Total	154.41	130.00	124.32	101.36

## News and Opinions

**Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mostly on cell phone	157	31.5	31.5	31.5
	Mostly on something else	194	38.7	38.7	70.2
	Both equally	101	20.1	20.1	90.4
	Don't know	48	9.6	9.6	100.0
	Total	500	100.0	100.0	

**How often do you go online to get news about politics with your computer or mobile device?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a day	153	30.6	30.6	30.6
	Once a day	122	24.3	24.3	54.9
	3-5 times per week	77	15.5	15.5	70.4
	1-2 times per week	148	29.6	29.6	100.0
	Total	500	100.0	100.0	

**Thinking specifically about government and politics, do you get most of your news about this topic?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV	264	52.7	52.7	52.7
	Internet	165	32.9	32.9	85.7
	Radio	38	7.5	7.5	93.2
	Print	14	2.7	2.7	95.9
	No answer	20	4.1	4.1	100.0
	Total	500	100.0	100.0	

**How often do you read news stories about politics that have been posted on social media including Facebook, YouTube, Twitter and Linked-in?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A lot	150	30.1	30.1	30.1
	Some	208	41.5	41.5	71.6
	Not at all	127	25.4	25.4	97.0
	No Answer	15	3.0	3.0	100.0
	Total	500	100.0	100.0	

**Thinking about the opinions and articles you see people post about government and politics on the internet, how often are they in line with your own views?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always or nearly all of the time	80	16.0	16.0	16.0
	Most of the time	125	25.0	25.0	41.0
	Some of the time	180	36.0	36.0	77.1
	Not too often	60	12.0	12.0	89.1
	I don't see any opinions	55	10.9	10.9	100.0
	Total	500	100.0	100.0	



**Do you think political news on the internet is trustworthy?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Trustworthy	107	21.4	21.4	21.4
	Somewhat trustworthy	195	39.0	39.0	60.4
	Somewhat Untrustworthy	84	16.8	16.8	77.2
	Very Untrustworthy	54	10.7	10.7	87.9
	Don't Know	60	12.1	12.1	100.0
	Total	500	100.0	100.0	

**How often do you ever seek out stories or articles posted on the internet that are more favorable to one political party or ideology?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a day	91	18.2	18.2	18.2
	Everyday	99	19.8	19.8	38.0
	Three-to-five days per week	85	17.0	17.0	55.1
	One-to-two days per week	63	12.6	12.6	67.7
	Less often	83	16.6	16.6	84.3
	Never	78	15.7	15.7	100.0
	Total	500	100.0	100.0	

**How often do you read news stories about politics that have been posted on social media including facebook, youtube, twitter and linked-in?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a day	85	16.9	16.9	16.9
	Everyday	113	22.6	22.6	39.5
	Three-to-five days per week	82	16.4	16.4	55.9
	One-to-two days per week	48	9.6	9.6	65.5
	Less often	82	16.3	16.3	81.8
	Never	91	18.2	18.2	100.0
	Total	500	100.0	100.0	

- **Cell Phone for Internet Access**
  - 43.5% of 18-34 use cell phone for accessing internet with 26.7% of 35-54 year olds and 14.9% of those of 55.
  - 36.9% of those with less than a High School degree uses cell phone for accessing internet compared with 15.9% of those with a post graduate degree
  - Those earning \$75,000 or more are more likely to use cell phone for internet access (43.7%) than those earning under \$25,000 (22.9%)
  - Those living in the West are most likely to use cell phone for internet access (40.3%)
- **Internet for Political News**
  - 53% of males and 57% of females check online for political news once or more times per day
  - Those 18-34 check online for news multiple times per day (45.3%)
  - 68.3% of those earning over \$75,000 are checking online for political news at least once per day
- **Where do you get your news**
  - Majority of respondents get their political news from TV (52.7%)
  - The internet is the second most used source for news (32.9%)
  - Print including newspapers and magazines are only used by 2.7%
  - A majority of those with a college degree use the internet (52.8%) for their news source
- **Use of Social Media for news**
  - 84.2% of those 18-34 use facebook, twitter, YouTube or linked in for their news.
  - 48.8% of those 55+ do not use any social media for their news
  - 39.7% of those earning under \$25,000 do not use Social Media for news
  - 17% of those living in the West do not use social media for news

- **Selective Exposure**
  - Males are more likely to seek out opinions that conform to their ideology (34.9% to 14.8%)
  - Older people (55+) are more likely to seek out contrary opinions (26.2%) compared with 5.5% of 18-34 and 11.9 of 35-54
- **Political news online as Trustworthy**
  - 60.4% of respondents found online news to be very/somewhat trustworthy
  - Males find online news more trustworthy than females (65.2% to 55.4%)
  - The more educational attainment the less trust for the online news (50.1% graduate degree compared with 63.1% of those with less than High School diploma)
  - The South (66.2%) and West (64.6) find online news more trustworthy than the Northeast (42.4%) and Midwest (45.8%)
- **Index**
  - Hispanic consumer confidence has continued to stay strong at 98.1 compared to 100.7 in January.
  - The Current Conditions Index was down a few points to 93 from 95.1 and the Consumer Expectations Index also dipped to to 101.4 from 104.3.
  - All three indexes remained steady from January when they each reached their highest numbers since August when the Florida Atlantic University Business and Economic Polling Initiative (FAU BEPI) started calculating the index.