

Florida Atlantic University  
Business Economic Polling Initiative  
Hispanic Attitudes

January 2015

The January survey is the sixth 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=280). 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=220). There was a 4.9% response rate for the ATI calls.

The survey was presented in both English (n=324) and Spanish (n=176) versions.

The survey was conducted between January 1-31, 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

English Version January 2015 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) Do you think the lift of the U.S. embargo on Cuba will lead to a regime change in Cuba? Yes, no, maybe

Press 1 for Yes  
Press 2 for No  
Press 3 for maybe

4) Do you favor or oppose continuing the U.S. embargo on Cuba?

Press 1 if you favor the embargo  
Press 2 if you oppose the embargo  
Press 3 if you are not sure

5) Do you favor or oppose the U.S. re-establishing diplomatic relations with Cuba?

Press 1 if you favor re-establishing diplomatic relations  
Press 2 if you oppose re-establishing diplomatic relations  
Press 3 if you are not sure

6) Should unrestricted travel by all Americans to Cuba be allowed or not?

Press 1 if unrestricted travel by all Americans to Cuba be allowed  
Press 2 if you oppose unrestricted travel by all Americans to Cuba  
Press 3 if you are not sure

7) Some U.S. companies have managed to establish limited business relations with Cuba to sell grain, other agricultural products, and medicine. Should this kind of trade be expanded, kept the same, or stopped?

Press 1 if you favor expanding trade  
Press 2 if trade should be kept the same  
Press 3 if trade should be stopped

8) If Cuba opens up will you visit Cuba?

Press 1 if you would visit Cuba  
Press 2 if you would not visit Cuba  
Press 3 if you are not sure

9) 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

10) 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

11) What is your income level

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

12) State

## Results

### Lifting US Embargo lead to regime change?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	184	36.8	36.8	36.8
	no	91	18.2	18.2	55.0
	Maybe	225	45.0	45.0	100.0
	Total	500	100.0	100.0	

### Favor or Oppose US Embargo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor the embargo	121	24.3	24.3	24.3
	Oppose the embargo	215	43.0	43.0	67.3
	not sure	164	32.7	32.7	100.0
	Total	500	100.0	100.0	

### Favor or Oppose re-establishing Diplomatic Relations with Cuba?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favor diplomatic relations	367	73.4	73.4	73.4
	Oppose diplomatic relations	59	11.8	11.8	85.2
	not sure	74	14.8	14.8	100.0
	Total	500	100.0	100.0	

### Allow unrestricted travel to Cuba?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	allow unrestricted travel	305	61.0	61.0	61.0
	oppose unrestricted travel	61	12.2	12.2	73.1
	not sure	134	26.9	26.9	100.0
	Total	500	100.0	100.0	

**Expand trade with Cuba?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favor expanding trade	340	68.1	68.1	68.1
	trade kept the same	133	26.5	26.5	94.6
	trade should be stopped	27	5.4	5.4	100.0
	Total	500	100.0	100.0	

**Would you visit Cuba?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	247	49.4	49.4	49.4
	no	138	27.7	27.7	77.1
	not sure	115	22.9	22.9	100.0
	Total	500	100.0	100.0	

- **Regime Change**
  - Overall Hispanics expect lifting the embargo will lead to regime change at 2:1 (37% said yes, 18% said no, 45% said maybe)
  - Cubans' were less likely to think lifting the US embargo with Cuba will lead to a regime change (17.1% to the overall 36.8%)
  - Those with a college degree were optimistic that lifting the embargo would lead to a regime change in Cuba (46.9% to 18.8%)
  - Highest income earners were most optimistic that lifting the embargo would lead to regime change (64.5% to 13.2% opposing)
  
- **Lifting the Embargo**
  - Overall Hispanics support lifting the embargo (43% in favor, 24% opposed and 33 % undecided)
  - Men favor maintaining the embargo over women (30.7% to 17.6%)
  - Puerto Rican's were split toward the embargo with 31.6% in favor and 34.1% opposed.
  - 50.1% of those without a high school diploma were unsure about the embargo while 13% of those with a post-graduate degree were unsure
  - 15.5% of those without a high school diploma favored the embargo while overall 24.3% favored it
  - Income correlated with opposition to the embargo as 24.1% of those earning under \$25,000 opposed the embargo and 41.9% of those earning between

\$25,000-\$75,000 opposed the embargo while 67.8% of those earning over \$75,000 opposed the embargo

- Those living in the Midwest were the only region that favors the embargo (39.9% to 28.3%)

- **Diplomatic Relations**

- Overall majority of Hispanics were more in favor of re-establishing diplomatic relations with Cuba (73% in favor, 12% opposed and 15% undecided)
- Younger respondents were more in favor of re-establishing diplomatic relations with Cuba (18-34 81.7%; 35-54 74.4%; 55+ 53.8%)
- Income disparity increased interest in re-establishing diplomatic relations with Cuba (under \$25,000 61.7%; \$25,001-\$75,000 73.1%; \$75,000+ 88.4%)
- Midwest had the least interest in re-establishing ties diplomatic relations with Cuba (58.3% compared to the national average of 73.4%)

- **Unrestricted Travel**

- Overall majority of Hispanics were more in favor of unrestricted travel to Cuba (61% in favor, 12% opposed, 27% undecided)
- Men (69.1%) were more supportive of unrestricted travel than women (52.6%)
- 78.9% of Cubans support unrestricted travel compared to the national average of 61%
- College educated Hispanics support unrestricted travel more than the overall population (76.5% to 61%)

- **Expand Trade**

- Overall majority of Hispanics were in favor of expanding trade with Cuba (68% in favor, 5% opposed and 27% remain the same)
- Men (75.3%) were more likely than women (60.6%) to expand trade
- Younger respondents were more likely to expand trade (18-34 70.6%; 35-54 69%; 55+ 60.8%)
- 86.4% of Puerto Ricans' wanted to expand trade
- 87.1% of highest income earners (\$75,000+) wanted to expand trade (68.1% national average)
- Northeast is more supportive of expanding trade (81.4% while the south is least supportive (59.8%))

- **Visiting Cuba**

- Overall majority of Hispanics are likely to visit Cuba (49% yes, 28% no, 23% undecided)
- Men (56.1%) are more likely to visit Cuba than women (42.5%)
- Younger people are more likely to visit Cuba (18-34 57.7%; 35-54 46.2%; 55+ 37.6%)
- Republicans are most likely to visit Cuba (56.8%), Democrats (38.5%) while 65% of those not registered to vote would visit Cuba
- Higher educated respondents were more likely to visit Cuba (70.2% with college degree and 66.4% with post graduate degree)



- Income disparity influenced willingness to travel to Cuba (under \$25,000 35.5%; \$25,001-\$75,000 46.9%; \$75,000+ 71.1%)
- Southern respondents were least likely to visit Cuba (36.9%) compared to national average of 49.4%.

**Caller ID**

This Florida Atlantic University Business and Economic Polling Initiative ([FAU BEPI](#)) survey was conducted Nationally from January 1-31, using an Interactive Voice Response (IVR) system and online data collection through USAMP. The survey sample consisted of 500 adults. The poll has a margin of error of +/-4.3% with a 95% confidence level. The full survey methodology and for more information about this survey and the initiative, visit [www.business.fau.edu/bepi](http://www.business.fau.edu/bepi), or contact Monica Escaleras at 561-297-1312 or [BEPI@fau.edu](mailto:BEPI@fau.edu).