



**BUSINESS AND ECONOMICS
POLLING INITIATIVE**

College of Business
Florida Atlantic University

**Hispanic Attitudes on Economy and Global Warming
June 2016**

Final Results

	June 2016	May 2016	June 2015	M-M Change	Y-Y Change
Index of Consumer Sentiment	105.8	93.5	98.4	+12.3	+7.4
Current Economic Conditions	113.2	98.8	103.5	+14.4	+9.7
Index of Consumer Expectations	101.1	90.0	95.2	+11.1	+5.9

Table of Contents

Methodology.....	3
Survey Instrument.....	8
Executive Summary	10
Results.....	16
Index of Consumer Sentiment	17
Index of Current Economic Conditions	18
Index of Consumer Expectation	19
Global Warming.....	20

Methodology

The June survey is the twenty-third 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=206). 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=294). There was a 4.8% response rate for the ATI calls.

The survey was presented in both English (n=284) and Spanish (n=216) versions.

The survey was conducted June 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	206	41.1	41.1	41.1
Online	294	58.9	58.9	100.0
Total	500	100.0	100.0	

Language

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid English	284	56.7	56.7	56.7
Spanish	216	43.3	43.3	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	301	60.3	60.3	60.3
	Puerto Rican	67	13.3	13.3	73.6
	Cuban	29	5.8	5.8	79.4
	Other Spanish Origin	103	20.6	20.6	100.0
	Total	500	100.0	100.0	

Born in US

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	372	74.4	74.4	74.4
	No	128	25.6	25.6	100.0
	Total	500	100.0	100.0	

How long lived in US

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<5 years	77	15.4	15.4	15.4
	5-20	81	16.2	16.2	31.6
	20+	342	68.4	68.4	100.0
	Total	500	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	141	28.3	28.3	28.3
	Democrat	245	49.0	49.0	77.3
	Another Party	66	13.2	13.2	90.5
	Not Registered	47	9.5	9.5	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/Graduate degree	70	13.9	13.9	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	

English Version of Survey

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

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

In your view, is global warming a very serious problem, somewhat serious, not too serious, or not a problem?

Press 1 for Very serious

Press 2 for Somewhat serious

Press 3 for not too serious

Press 4 for not a problem

Do you think global warming should be a low, medium, high, or very high priority for the President and Congress?

Press 1 for low priority

Press 2 for medium priority

Press 3 for high priority

Press 4 for very high priority

Do you consider global warming an important issue in the 2016 presidential election?

Press 1 for yes

Press 2 for no

Press 3 for undecided

Do you think that the condition of the environment will be better, worse, or about the same for the next generation?

Press 1 for better

Press 2 for worse

Press 3 for about the same

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 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

What is your income level?

Press 1 for under \$25,000

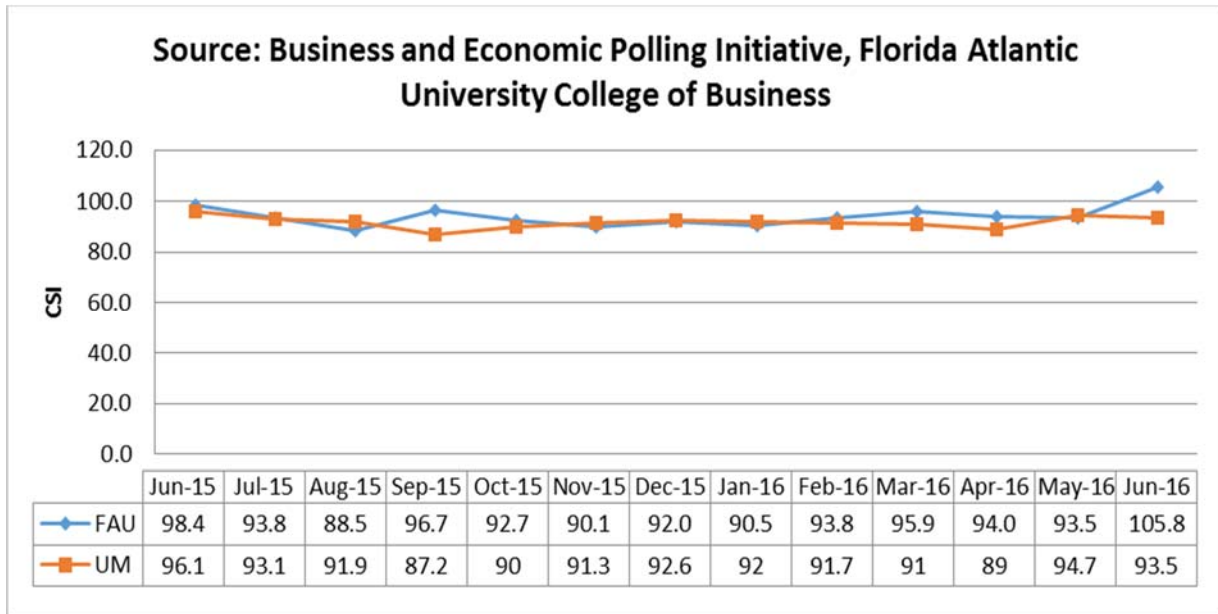
Press 2 for \$25,001-\$75,000

Press 3 over \$75,000

Executive Summary

Consumer Sentiment Index

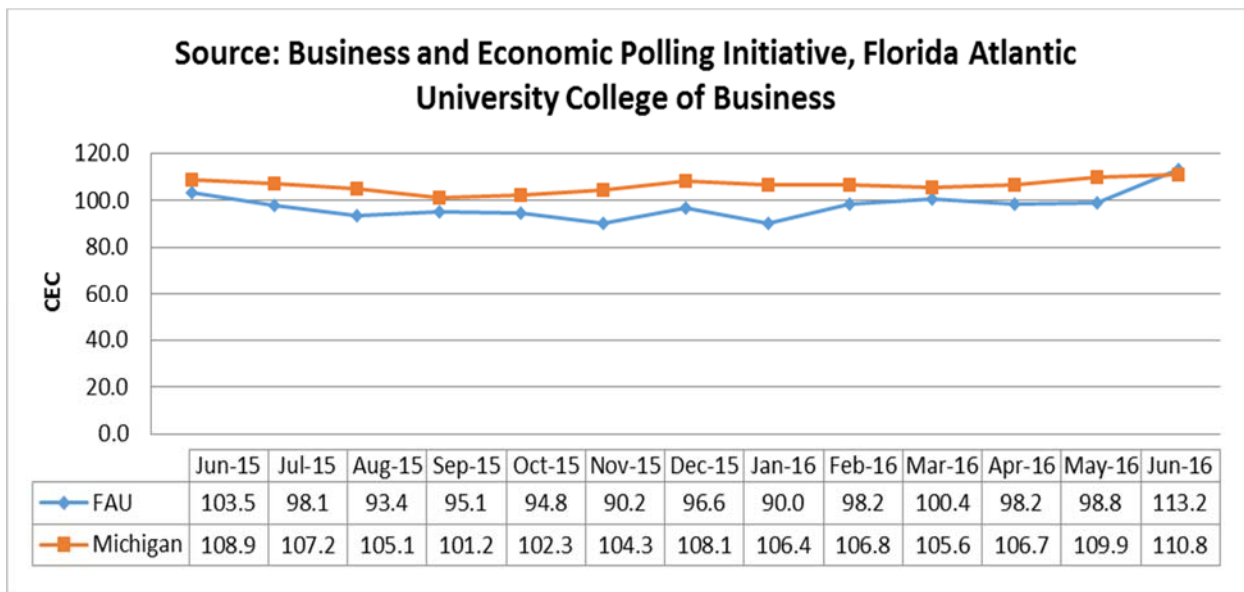
The Hispanic Consumer Sentiment Index (CSI) rose to its highest level since the inception of the index improving from a 93.5 in May to a 105.8 in June. This 12.3 point increase is the second largest increase since January 2015 when it jumped 14.3 points (86.4 in December to 100.7). The University of Michigan (UM) Consumer Index gave back 1.2 points from its May increase, and now the Michigan index lags the Hispanic Index by 12.3 points.



The age cohorts had varying degrees of change with the 18-34 group increasing 25 points from a 98 to 123 and the 55+ group rose to 65 while those in the 35-54 group stayed at 102 for the second month in a row. Female sentiment bounced back 19 points to 113 after dropping for the first time in the previous three months while males improved for the second straight month to 99. Those earning under \$25,000 increased for the second straight month to 110.5 after posting 82.8 in May. Those earning \$25,001-\$75,000 had a 11.4 point gain from last month and is at a high of 105.9. Top income earners of over \$75,000 continue to have its lowest score since November 2015 with a 100.3. The midwest, west and northeast regions saw their score increase from last month by 25, 18.7 and 15.7 points respectively, while those the south had a slight increase of 1.3 points relative to May.

Current Economic Conditions

The index of Current Economic Conditions (CEC) increased 14.4 points to a high of 113.2 after posting consistent scores around 99 since February. This marks the first time that the FAU index surpassed the Michigan CEC since its inception; the current difference is 2.4 points. The CEC have females in better economic condition than their male counterparts by 17 points, 122 to 105 which is a bounce back from only 6 points (102 to 96) in May.

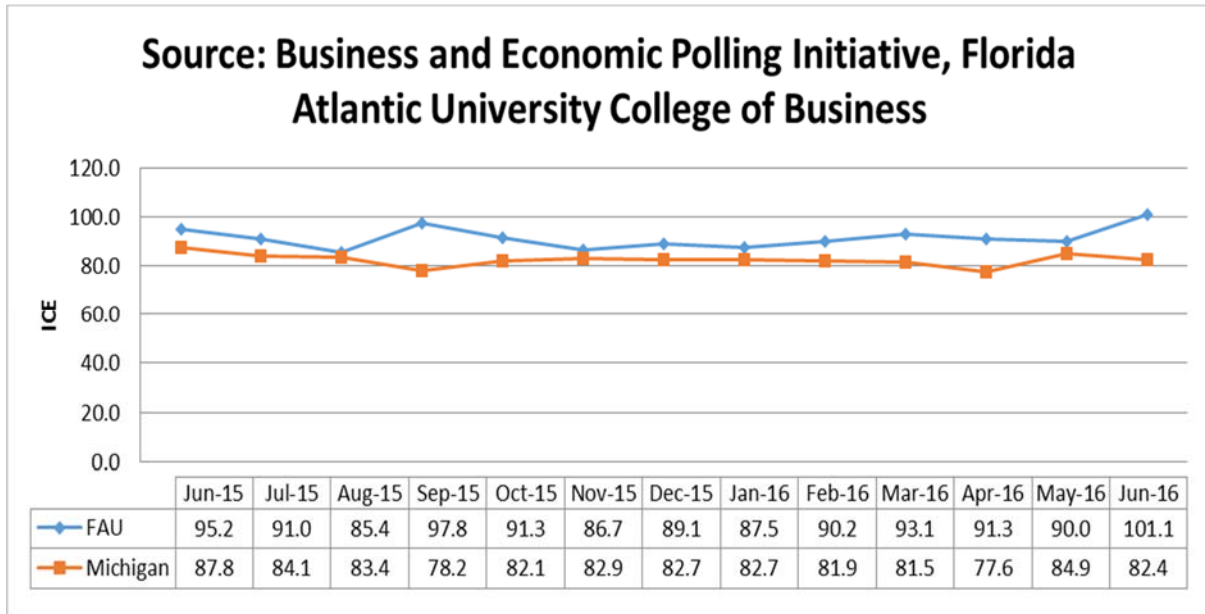


The older age demographic continue to struggle with a score of 73 after posting a 71 in May both scores are down from April's 86. The other two age groups saw improvements of 24 for those 18-34, and those 35-54 had a 10 point jump. Those with less than a High School degree scored 115.2, up 24.5 points since Mays' 90.7. Other educational attainments cohorts saw large gains including those with a HS degree scoring 119.1, up 18.7 points from Mays' 100.4, while those with some college saw negligible loss from 107.2 to 106.5 and those with college degree or more saw a small gain from 102.5 to 107.9.

For the first time in the last ten months, those earning under \$25,000 reported the highest CEC with a 114.8, up for the third month in a row, 89.6 in May, 82.6 April and 80.5 in February, and up 47 points from November's score of 67.8. Hispanic respondents' economic conditions increased in the northeast, Midwest and west while in the south it slightly dropped.

Index of Consumer Expectations

The Index of Consumer Expectations (ICE) continues to outpace the national average set by UM and in June experienced its largest margin of 18.7 points, 101.1 to 82.4. The Michigan Index gave back some of its gains since November.



Females bounced back from the 12 point drop in April to May from a 100.6 to 88.6 to an 18.4 point gain (107) and now outscore males by 12 points (95.3). Age continues to be a significant variable with those over 55 scoring a 74.1 up from 59.9 in May. Those between 18 and 34 years old scored 119.5 up 24.5 points from May, while those between 35 and 54 years old saw a decrease for the second straight month.

Global Warming

In your view, is global warming a very serious problem, somewhat serious, not too serious, or not a problem?

Global warming is a very serious problem for 50% of respondents while 7% said it was not a problem at all. Thirty-percent (30%) of respondents said it was a somewhat serious problem. As expected democrats at 85% said it was a somewhat to very serious problem while 76% of Republicans agreed, Independents were in general agreement at 69%. This suggests that Global warming is a non-partisan issue for Hispanic voters.

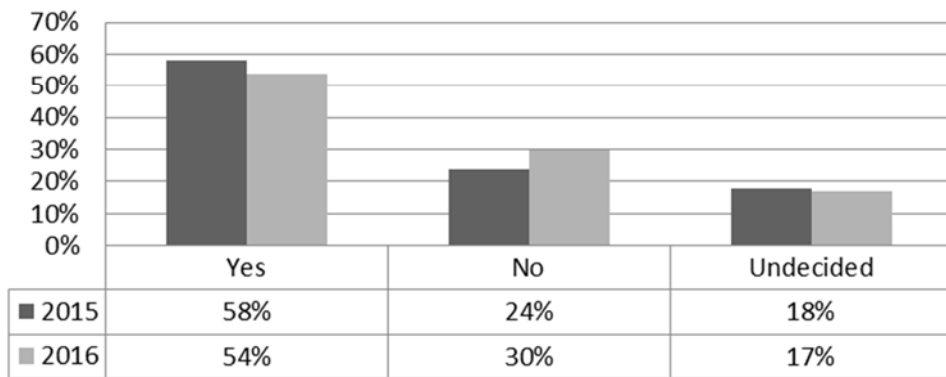
Do you think global warming should be a low, medium, high, or very high priority for the President and Congress?

While 39% of Hispanics said global warming should be a high/very high priority for the President and Congress, 29% saying it should be a low priority and 32% said a medium priority. Forty six percent (46%) of Democrats said global warming should be a high/very high priority for the President and Congress while twenty seven (27%) of Republicans said global warming should be a high/very high priority for the president and Congress.

Do you consider global warming an important issue in the 2016 presidential election?

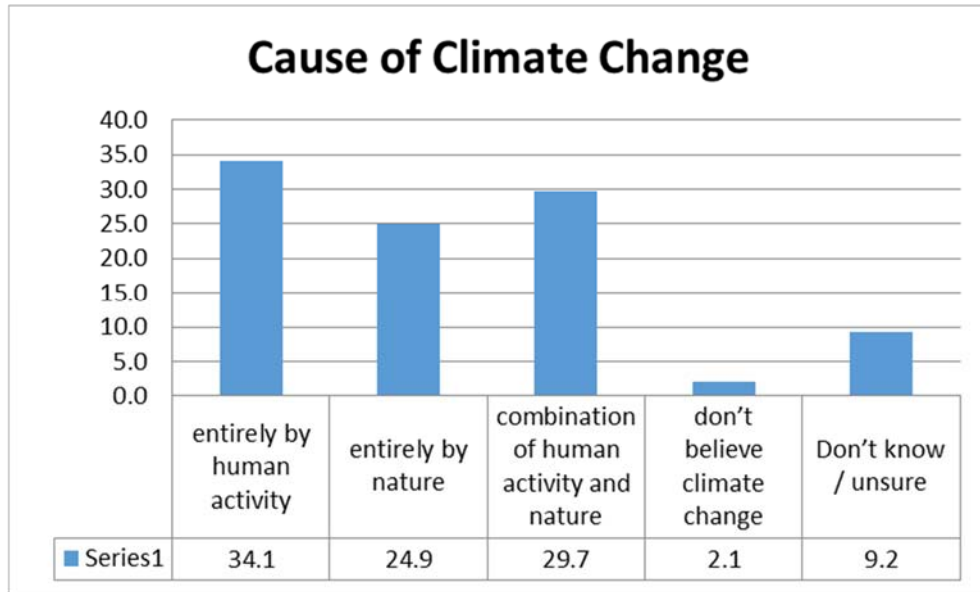
A majority of Hispanics (54%) said Global Warming is an important issue in who they consider to be President. Those under 55 years old rank this as more important of an issue than those over 55, who were a +9 (40% (yes) to 31% (no)) while those 18-34 were +20 (56% (yes) to 36% (no)) and those 35-54 were +36 (58% (yes) to 22% (no)). Global warming was also most important for democrats, +40 (60% (yes) to 20% (no)), then independents +12 (43% (yes) to 31% (no)) and Republicans are -7 (45% (yes) to 52% (no)). Which varied slightly from 2015 where Global Warming was an important issue in their choice for President with 61% of democrats, 56% of independents and 53% of Republicans.

Do you consider global warming an important issue in the 2016 presidential election?



Some people believe global climate change is currently occurring due to human activities, while others believe global climate change is part of a natural cycle. Which of the following best reflects what you believe?"

When asked whether the cause of climate change was due to humans or nature, 34% said entirely by humans, 25% said entirely by nature, 30% said a combination of the above factors and 2% said they did not believe in climate change. Men are more likely than women to think that climate change is entirely caused by nature, 32% to 18%.



Do you think that the condition of the environment will be better, worse, or about the same for the next generation?

Hispanics are not optimistic about the future of the environment with 35% saying the condition of the environment will be better while 43% said it would be worse. Twenty-three percent (23%) said about the same. Males and females are opposites on this issue with 43% of females saying the environment will be better compared with 27% of males but 48% of males said it would be worse compared with 37% of females. While 53% of Democrats said the environment will be worse for the future generations, only 21% of Republicans said it will be worse. Sixty three percent (63%) of Republicans said that the environment will be better for the next generation while 25 percent (25%) of Democrats said that the environment will better for the next generation.

RESULTS

Getting Along Financially these Days

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	370	73.9	73.9	73.9
	Worse Off	130	26.1	26.1	100.0
	Total	500	100.0	100.0	

A year from Now...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	370	74.0	74.0	74.0
	Worse Off	130	26.0	26.0	100.0
	Total	500	100.0	100.0	

Business in the country...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good times financially	314	62.7	62.7	62.7
	Bad times financially	186	37.3	37.3	100.0
	Total	500	100.0	100.0	

Country as a whole...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times	335	67.0	67.0	67.0
	Bad Times	165	33.0	33.0	100.0
	Total	500	100.0	100.0	

Big items for home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	365	73.0	73.0	73.0
	Bad time to buy	135	27.0	27.0	100.0
	Total	500	100.0	100.0	

Index of Consumer Sentiment

	Q1	Q 2	Q3	Q4	Q5	ICS
January 2016	118	143	119	98	120	90.47
February 2016	133	145	117	104	121	93.76
March 2016	124	145	122	107	136	95.93
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

Cross Tabulations

		Q1	Q2	Q3	Q4	Q5	ICS
Language	English	145	142	120	117	143	100.61
	Spanish	152	156	133	157	150	112.64
Gender	Female	153	158	132	142	164	112.82
	Male	143	138	119	126	128	98.94
Age Group	18-34	165	166	152	165	169	122.95
	35-54	158	148	112	118	145	102.98
	55+	90	107	93	96	96	73.53
Party Affiliation	Republican	168	178	133	168	165	122.15
	Democrat	141	131	132	127	142	101.51
	Another Party	142	170	125	102	144	103.13
	Not Registered	132	116	73	111	115	82.97
Education Level	Less than HS	147	150	131	154	152	110.67
	HS or equivalent	162	153	122	134	147	108.26
	some college	138	140	123	114	138	98.83
	College/Graduate degree	137	146	123	115	142	100.29
Income Level	under \$25,000	146	153	148	134	152	110.51
	\$25,001-\$75,000	149	152	115	142	143	105.85
	\$75,000+	147	136	119	117	145	100.28
Region	Northeast	152	154	160	130	165	114.54
	Midwest	149	139	113	116	152	101.02
	South	133	145	106	128	127	96.48
	West	160	151	133	145	155	112.21

Index of Current Economic Conditions (CEC)

	Q1	Q5	CEC
January 2016	118	120	90.05
February 2016	133	121	98.19
March 2016	124	136	100.42
April 2016	131	123	98.20
May 2016	127	129	98.81
June 2016	148	146	113.18

Cross Tabulations

		Q1	Q5	CEC
Language	English	145	143	110.90
	Spanish	152	150	116.18
Gender	Female	153	164	121.94
	Male	143	128	104.60
Age Group	18-34	165	169	128.28
	35-54	158	145	116.78
	55+	90	96	72.58
Party Affiliation	Republican	168	165	128.05
	Democrat	141	142	108.88
	Another Party	142	144	110.12
	Not Registered	132	115	95.28
Education Level	Less than HS	147	152	115.20
	HS or equivalent	162	147	119.08
	some college, no degree	138	138	106.48
	College/Graduate degree	137	142	107.88
Income Level	under \$25,000	146	152	114.76
	\$25,001-\$75,000	149	143	112.62
	\$75,000+	147	145	112.41
Region	Northeast	152	165	121.72
	Midwest	149	152	115.89
	South	133	127	100.31
	West	160	155	121.27

Index of Consumer Expectation (ICE)

	Q 2	Q3	Q4	ICE
January 2016	143	119	98	87.45
February 2016	145	117	104	90.24
March 2016	145	122	107	93.05
April 2016	151	105	111	91.34
May 2016	137	115	110	90.02

Cross Tabulations

		Q2	Q3	Q4	ICE
Language	English	142	120	117	94.00
	Spanish	156	133	157	110.36
Gender	Female	158	132	142	106.96
	Male	138	119	126	95.31
Age Group	18-34	166	152	165	119.52
	35-54	148	112	118	94.12
	55+	107	93	96	74.13
Party Affiliation	Republican	178	133	168	118.35
	Democrat	131	132	127	96.78
	Another Party	170	125	102	98.64
	Not Registered	116	73	111	75.06
Education Level	Less than HS	150	131	154	107.76
	HS or equivalent	153	122	134	101.31
	some college, no degree	140	123	114	93.92
	College/Graduate degree	146	123	115	95.41
Income Level	under \$25,000	153	148	134	107.78
	\$25,001-\$75,000	152	115	142	101.49
	\$75,000+	136	119	117	92.49
Region	Northeast	154	160	130	109.92
	Midwest	139	113	116	91.48
	South	145	106	128	94.03
	West	151	133	145	106.39

GLOBAL WARMING

Climate change due to human activity or nature?

	Frequency	Valid Percent
Global climate change is caused entirely by human activity	170	34.1
Global climate change is caused entirely by nature	125	24.9
Global climate change is caused by a combination of human activity and nature	148	29.7
I don't believe global climate change is occurring	11	2.1
Don't know / unsure	46	9.2
Total	500	100.0

In your view, is global warming a very serious problem, somewhat serious, not too serious, or not a problem?

Very serious	251	50.2
Somewhat serious	148	29.7
Not too serious	41	8.3
Not a problem	34	6.8
Don't know	25	5.0
Total	500	100.0

Do you think global warming should be a low, medium, high, or very high priority for the President and Congress?

Low	144	28.8
Medium	160	32.0
High	103	20.5
Very high	94	18.7
Total	500	100.0

Do you consider global warming an important issue in the 2016 presidential election?

Yes	269	53.7
No	148	29.6
Undecided	83	16.7
Total	500	100.0

Do you think that the condition of the environment will be better, worse, or about the same for the next generation?

Better	173	34.7
Worse	213	42.5
About the same	114	22.8
Total	500	100.0