



**Hispanic Attitudes on Their Personal Finances and Opinions on
where they read their Political Stories**

August 2016

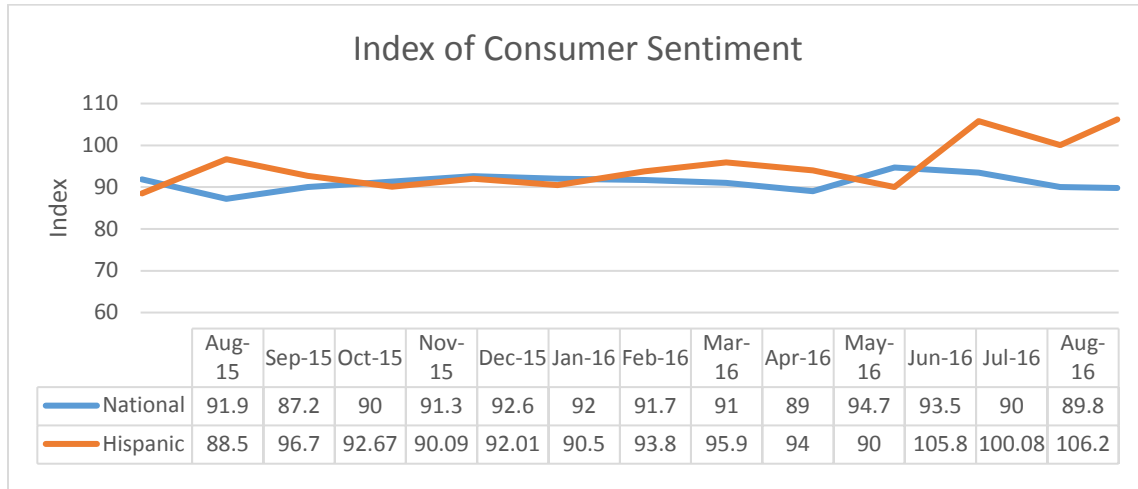
	August 2016	July 2015	August 2015
Index of Consumer Sentiment	106.2	100.8	88.5
Current Economic Conditions	108.7	107.5	93.4
Index of Consumer Expectations	104.5	96.5	85.4

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Executive Summary

The Hispanic Consumer Sentiment Index (CSI) gain 6 points from 100.8 in July to 106.2 which is the highest month on record. The Michigan index dropped 0.2 of a point and the overall difference between the indexes is of 16.4 points.



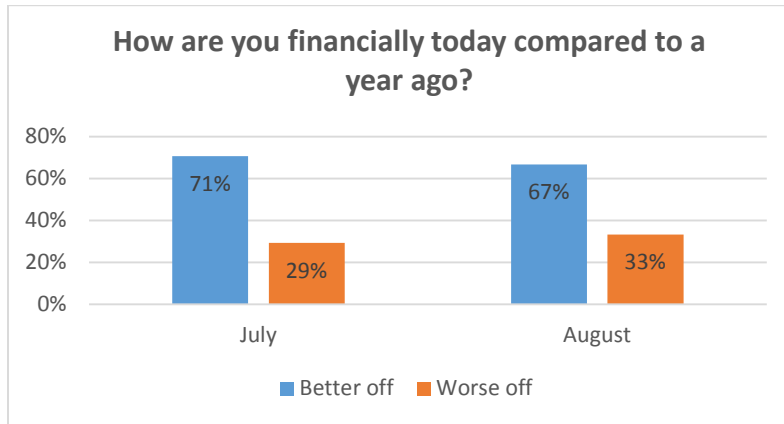
- The gain in the Index was fueled by the increase of three of the five components of the index.
 - (Q2) Perceptions of one’s personal financial situation in a year from now increased by 9 points from 153 to 162.
 - (Q4) Reading on U.S. economic conditions in the next five years increased sharply by 31 points from 105 to 136.
 - (Q5) Opinions as to whether now is a good time to buy a big-ticket items such as a car increased by 11 points from 137 to 148.
- “The upturn in these components suggest that Hispanics opinions about their future personal finances, buying plans of big ticket items and future economic conditions have improved considerably despite the uncertainty experienced due to the U.S. presidential elections”, said Monica Escaleras. Director of the Business and Economics Polling Initiative (BEPI) at FAU.
- Furthermore, the increase in the Consumer Sentiment Index can translate to higher purchasing intentions of Hispanics in the future, said Monica Escaleras
- Perceptions of one’s personal financial situation now compared with a year ago dropped by 7 points from 141 to 134. Expectations on business conditions in the next 12 months declined by 6 points from 130 to 124.

Index Components

	Q1	Q 2	Q3	Q4	Q5	ICS
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
July 2016	141	153	130	105	137	100.8
August 2016	134	162	124	136	148	106.2

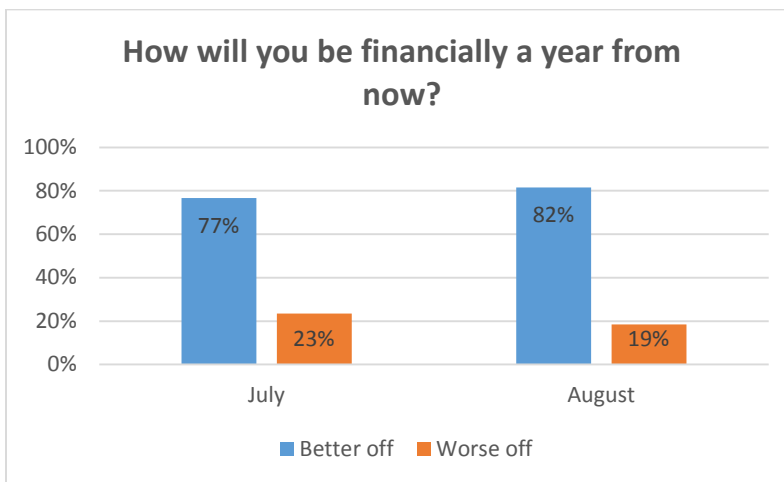
- See below details of questions for Q1, Q2, Q3, Q4, and Q5
- The lowest index possible is a 2, the highest is 150.

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?



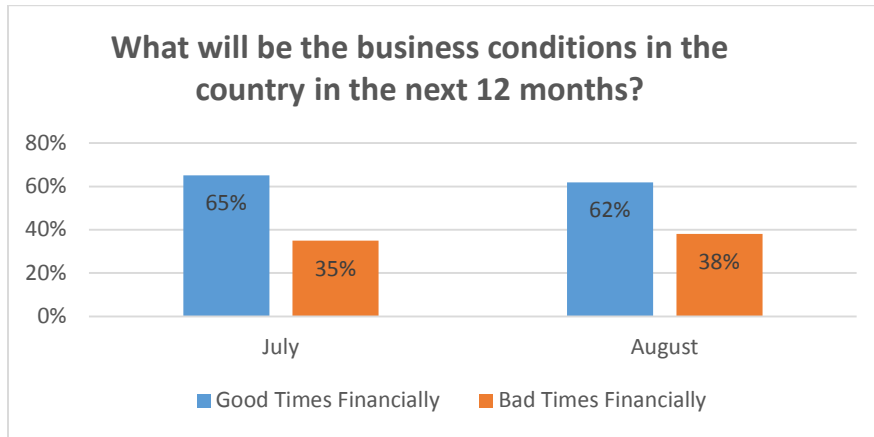
- Overall, 67% of Hispanics say they are better off today financially compared to a year ago, down by 4 points from July (67% vs. 71%)
- Females feel better financially today compared to males (71% vs. 63%)
- Older Hispanics (55+) are the most pessimistic regarding their personal finances today, with only 48% of them saying that their finances are better off compared to a year ago.
- Those with a college and graduate degree are better off financially today than those without a High School degree (75% vs. 60%).

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?



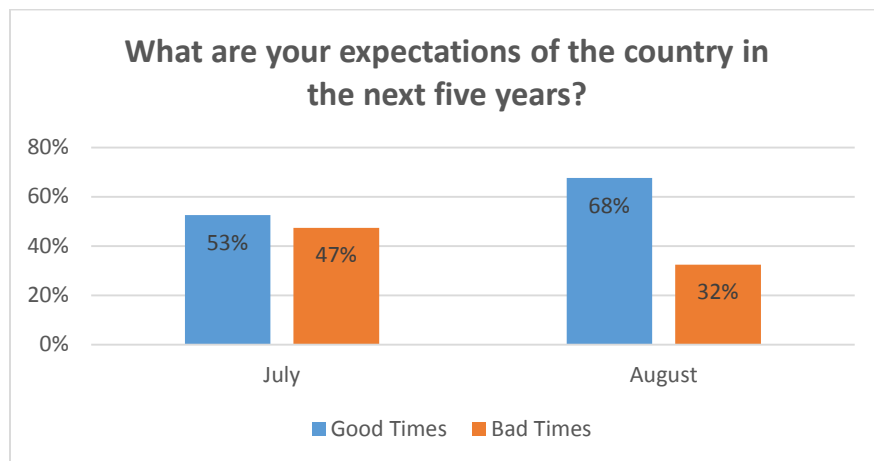
- Overall, 82 percent of Hispanics think that a year from now they will be better off financially, up by 5 points from July (82% vs. 76%)
- In August, Hispanics between 35 and 34 years old are more optimistic of their financial situation compared to July (84% vs. 71%)
- Those with income higher than \$75,000 are better off financially today than those with an income under \$25,000 (84% vs. 77%).

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?



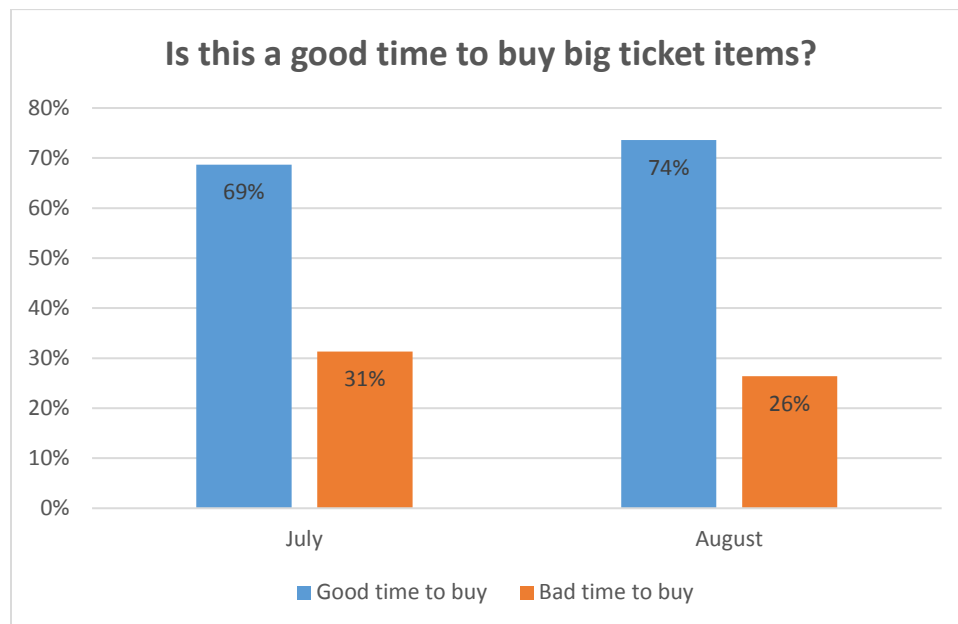
- Overall, expectations of U.S. economic conditions over the next year among Hispanics decreased by 3 points compared to July (62% vs. 65%)
- Older Hispanics (55+) are the most pessimistic about the economy in the near future, with 46% indicating that the economy will face bad times financially, compared to only 35% and 38% of those between 18-34 and 35-54, respectively.

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 increased by 15 points compared to July (68% vs. 53%)
- The biggest increase in optimism about the long term U.S. economic conditions from July is among those with incomes under 25K (70% in August vs. 49% in July). Those with incomes between 25K-75K, also saw an increase in optimism compared to July (63% vs. 51%), and those with incomes 75K+ experienced an increase in optimism of 15 points compared to July (75% vs. 60%).

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, Hispanics have more favorable buying plans for big ticket items such as furniture, refrigerators, ovens or televisions, up by 5 points from July (74% vs. 69%).
- Those between 35-54 years old, have the most favorable buying plans compared to the other age groups with 82% (18-34 (71%) and 55+ (62%)).
- Those with incomes 75+, have the most favorable buying plans compared to the other income levels with 87% (under 25K (63%) and 25K-75K (74%)).
- Males have more favorable buying plans compared to females (78 vs. 69%)

Social Media and Politics

Cell phone for Internet access: 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	206	41.1	41.1	41.1
	Mostly on something else	148	29.6	29.6	70.7
	Both equally	107	21.5	21.5	92.2
	Don't know	39	7.8	7.8	100.0
	Total	500	100.0	100.0	

- Overall, 41% of Hispanics use cell phones for accessing the internet.
- 45% of females use cell phones for accessing the internet while vs. 37% of males.
- 57.2 % of 18-34 use cell phone for accessing internet with 28.9% of 35-54 year olds and 29.8% of those 55+.
- 52% of Hispanic Republicans access the internet using cell phones vs. 31% of Hispanic Democrats.

Internet for Political news: 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	138	27.6	27.6	27.6
	Once a day	175	35.1	35.1	62.7
	3-5 times per week	70	13.9	13.9	76.6
	1-2 times per week	117	23.4	23.4	100.0
	Total	500	100.0	100.0	

- Overall, 46% of Hispanics check only for political news once or more times per day.
- 73% of males and 52% of females check online for political news once or more times per day.
- 69% of 18-34 years old are checking online for political news at least once per day, 64% of those between 34-54 years old and 49% of those 55+.
- 76% of those earning over \$75,000 are checking online for political news at least once per day.

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TV	247	49.4	49.4	49.4
Internet	191	38.2	38.2	87.6
Radio	26	5.2	5.2	92.8
Print	4	.9	.9	93.7
No answer	32	6.3	6.3	100.0
Total	500	100.0	100.0	

- Overall, 49% of Hispanics get their political news from TV, 38.2% from the internet, 5% from the radio and 1% from print including newspapers and magazines.
- Those between 18-34 get most of their political news from the internet (60% internet vs. 34% tv)
- Those between 35-54 get most of their political news from TV (56% TV vs. 29% internet)
- Those 55+ get most of their political news from TV(67% TV vs. 8% internet)

Use of Social Media for news: 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	167	33.5	33.5	33.5
Some	218	43.6	43.6	77.0
Not at all	88	17.6	17.6	94.6
No Answer	27	5.4	5.4	100.0
Total	500	100.0	100.0	

- Overall, 77% of Hispanics use social media to read news stories about politics.
- 87% of those 18-34 use social media to read news stories about politics
- 74% of those 35-54 use social media to read news stories about politics
- 62% of those 55+ use social media to read news stories about politics
- 86% of those earning 75K+ use social media to read news stories about politics

Selective exposure: 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	69	13.8	13.8	13.8
	Most of the time	123	24.5	24.5	38.3
	Some of the time	197	39.4	39.4	77.7
	Not too often	60	11.9	11.9	89.6
	I don't see any opinions	52	10.4	10.4	100.0
	Total	500	100.0	100.0	

- Overall, 38.3 of Hispanics seek out opinions that conform to their ideology.
- Males are more likely to seek out opinions that conform to their ideology (44% vs. 33%)
- Older people (55+) are more likely to seek out contrary opinions (32%) compared with 25% of 35-54 and 16% of 18-34.

Political news online as Trustworthy: Do you think political news on the internet is trustworthy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Trustworthy	93	18.6	18.6	18.6
	Somewhat trustworthy	154	30.9	30.9	49.4
	Somewhat Untrustworthy	114	22.7	22.7	72.1
	Very Untrustworthy	57	11.4	11.4	83.5
	Don't Know	82	16.5	16.5	100.0
	Total	500	100.0	100.0	

- Overall, 50% of Hispanics found online political news to be very/somewhat trustworthy.
- Only 37% of those with income 75K found online political news to be very/somewhat trustworthy in contrast to those with income under 25K (49%).

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

Where were you born?

- Press 1 for United States
- Press 2 for other country

How long have you lived in the United States

- Press 1 for five years or less
- Press 2 for six to 20 years
- Press 3 for more than 20 years

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

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

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

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

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

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

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

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

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

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

State

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=125). 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=375) Hispanics. There was a 4.6% response rate for the ATI calls.

The survey was presented in both English (n=282) and Spanish (n=218) versions.

The survey was conducted August 1-31, 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	125	25.1	25.1	25.1
Online	375	74.9	74.9	100.0
Total	500	100.0	100.0	

Language

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid English	282	56.3	56.3	56.3
Spanish	218	43.7	43.7	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	292	58.4	58.4	58.4
Puerto Rican	76	15.2	15.2	73.6
Cuban	33	6.6	6.6	80.2
Other Spanish Origin	99	19.8	19.8	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 degree	69	13.9	13.9	100.0
Total	500	100.0	100.0	

Party Affiliation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Republican	203	40.6	40.6	40.6
Democrat	158	31.6	31.6	72.2
Another Party	80	16.0	16.0	88.2
Not Registered	59	11.8	11.8	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	134	160	118	118	140	101.2
	Spanish	132	166	130	156	156	111.5
Gender	Female	140	170	124	132	138	106.2
	Male	126	156	124	140	156	105.9
Age Group	18-34	162	176	130	138	142	112.7
	35-54	120	168	124	136	164	107.4
	55+	96	124	108	130	124	88.1
Education Level	Less than HS	120	164	112	156	144	105.0
	HS or equivalent	138	154	116	116	144	100.9
	some college, no degree	138	174	144	128	152	110.9
	College degree/Graduate	150	158	136	126	154	109.2
Party Affiliation	Republican	120	162	128	152	158	108.6
	Democrat	146	164	128	146	158	111.8
	Another Party	130	158	94	102	130	92.9
	Not Registered	152	166	138	96	106	99.4
Income Level	under \$25,000	130	154	128	140	126	102.4
	\$25,001-\$75,000	142	166	128	124	148	106.8
	\$75,000+	120	168	112	148	174	108.9
Region	Northeast	136	142	126	106	136	97.6
	Midwest	154	156	142	136	172	114.5
	South	106	156	106	148	146	100.0
	West	154	178	136	134	148	113.0
	Total	134	162	124	136	148	106.2