BUSINESS AND ECONOMICS POLLING INITIATIVE
College of Business
Florida Atlantic University

Hispanic Attitudes on Economy and Consumer Behavior
July 2015

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Methodology

The July survey is the twelfth 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=274). 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=226). There was a 4.7% response rate for the ATI calls.

The survey was presented in both English (n=336) and Spanish (n=164) versions.

The survey was conducted July 1-31, 2015.

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	Percentage
Age	http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table	
18 to 34 years	15303687	0.421998
35 to 54 years	13844037	0.381748
55 years and over	7117112	0.196254
Total:	36264836	
Gender	http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table	
Male:	27409243	0.507706
Female:	26577169	0.492294
Total	53986412	
Region	http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B01001I&prodType=table	
Northeast	7542347	0.139708
Midwest	4963976	0.091949
South	19728578	0.365436
West	21751511	0.402907
	53986412	
Income	http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_5YR_B19001I&prodType=table	
Under $25,000	3967276	0.289609
$25,001-$75,000	6438685	0.470021
Over $75,001	3292766	0.24037
	13698727	
Edu	http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_11_1YR_B15002I&prodType=table	
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

Are you now employed full-time, part time, are you retired, are you unemployed but looking for work?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full Time	238	47.6	47.6	47.6
	Part Time	65	13.0	13.0	60.5
	Retired	63	12.6	12.6	73.1
	Umployed, looking for work	49	9.7	9.7	82.8
	Unemployed, not looking for work	32	6.5	6.5	89.3
	Disabled	9	1.9	1.9	91.2
	Self Employed	9	1.8	1.8	93.0
	Other	35	7.0	7.0	100.0
	Total	500	100.0	100.0	

Do you currently own the home you live in, or do you rent?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Homeowner	250	50.0	50.0	50.0
	Renter	216	43.1	43.1	93.1
	Not Sure	35	6.9	6.9	100.0
	Total	500	100.0	100.0	

Generally speaking, do you think now is a good time or a bad time to buy a house?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good time to buy	237	47.4	47.4	47.4
	Bad time to buy	179	35.8	35.8	83.1
	Don't Know	84	16.9	16.9	100.0
	Total	500	100.0	100.0	

Would a rise in interest rates discourage you from buying a house?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	299	59.7	59.7	59.7
	No	114	22.9	22.9	82.6
	Don't Know	87	17.4	17.4	100.0
	Total	500	100.0	100.0	

Speaking now of the automobile market, are you planning to purchase a vehicle in the next six months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	150	29.9	29.9	29.9
	No	295	59.0	59.0	88.9
	Don't Know	55	11.1	11.1	100.0
	Total	500	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Republican	73	14.7	14.7	14.7
	Democrat	235	47.1	47.1	61.7
	Another Party	77	15.5	15.5	77.2
	Not Registered	114	22.8	22.8	100.0
	Total	500	100.0	100.0	

Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under $25,000	145	29.0	29.0	29.0
	$25,001-$75,000	235	47.0	47.0	76.0
	$75,000+	120	24.0	24.0	100.0
	Total	500	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northeast	70	14.0	14.0	14.0
	Midwest	46	9.2	9.2	23.2
	South	183	36.5	36.5	59.7
	West	201	40.3	40.3	100.0
	Total	500	100.0	100.0	

English Version July 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) 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) Are you now employed full-time, part time, are you retired, are you unemployed but looking for work?

                Press 1 for full time (35 hours or more per week)

                Press 2 for part time (less than 35 hours per week)

                Press 3 for retired

                Press 4 unemployed, looking for work

                Press 5 unemployed, not looking for work

                Press 6 disabled

                Press 7 self employed

                Press 8 for other

                Press 9 to repeat options

9) Thinking ahead into the next year or so, how worried, if at all, are you that you or someone in your household might lose their job and become unemployed? Are you worried, somewhat worried, not too worried, or not at all worried?

        Press 1 Currently unemployed

        Press 2 very worried

        Press 3 somewhat worried

        Press 4 Not worried

        Press 5 Not at all worried

        Press 6 Don't know

        Press 7 to repeat choices

10) Do you currently own the home you live in, or do you rent?
    Press 1 for homeowner
    Press 2 for Renter
    Press 3 for not sure

11) Generally speaking, do you think now is a good time or a bad time to buy a house?
    Press 1 for good time
    Press 2 for bad time
    Press 3 for don't know

12) Would a rise in interest rates discourage you from buying a house?
    Press 1 for yes
    Press 2 for no
    Press 3 for don't know

13) Speaking now of the automobile market, are you planning to purchase a vehicle in the next six months?
    Press 1 for yes
    Press 2 for no
    Press 3 for don't know

14) 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

15) 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

16) What is your income level
    Press 1 for under $25,000
    Press 2 for $25,001-$75,000
    Press 3 over $75,000

17) State (converted to region based on Michigan Index Geography)

Executive Summary

The Consumer Sentiment Index (CSI) is currently at the same pace as the University of Michigan Consumer Index with a 93.8 score, seven-tenth of a point higher then Michigan. Both Indexes saw a drop
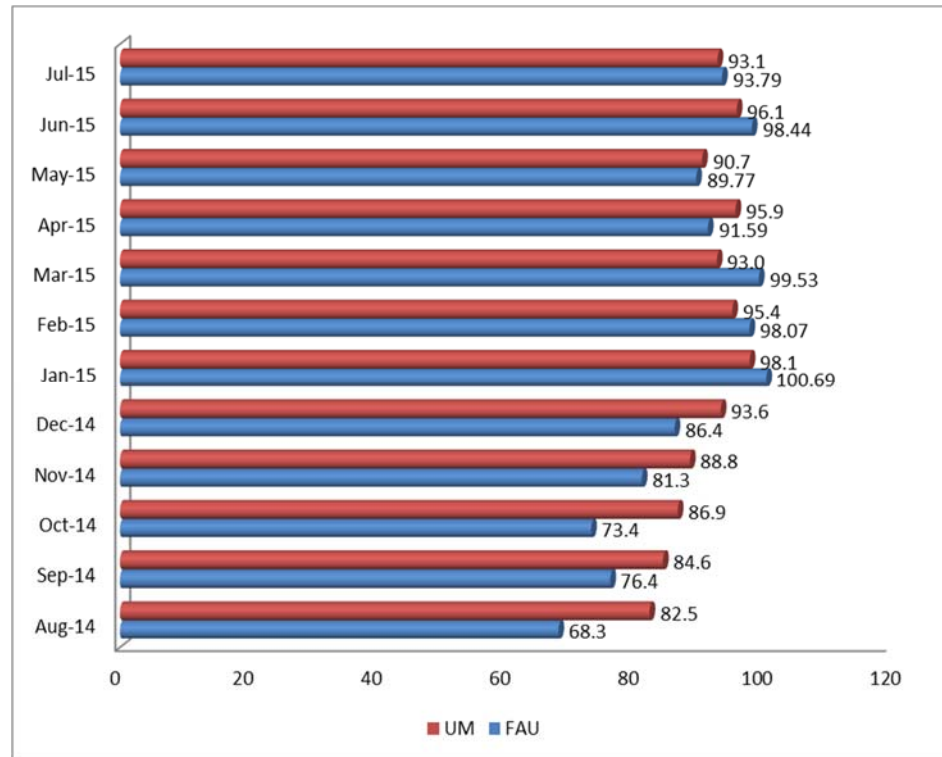
in July after posting quarterly highs in June with a 98.4 and 96.1 respective score.

Over the last year the FAU CSI increased from a 68.3 in August to a high of 100.7 in January of 2015. Since January of 2015 the National Hispanic Index has been within 4 points of one another except for in March where the difference was 6.5 points higher in the Hispanic Survey.

There was no significant difference between gender and age but educational attainment continued to skew in a positive direction towards those with more education.
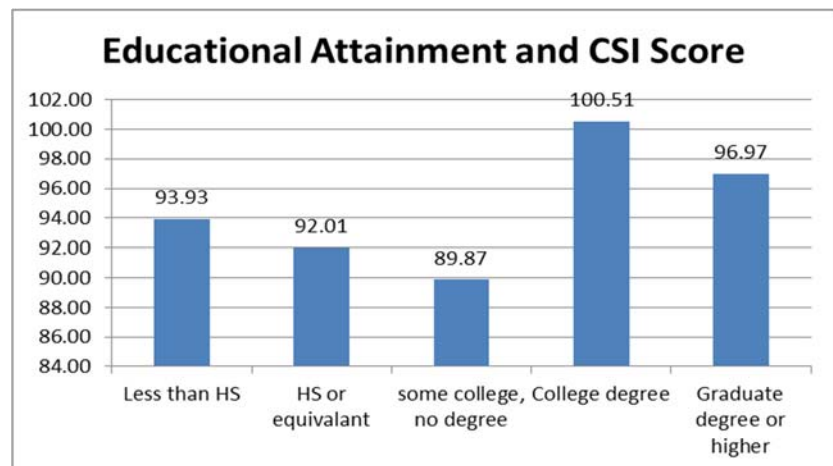
Those who were self-employed (118.9) and those working full time (105.3) socred signficantly higher than those who were working part-time (80.3) and those who were unemployed (80). Those having a disability scored the lowest at 48.8.
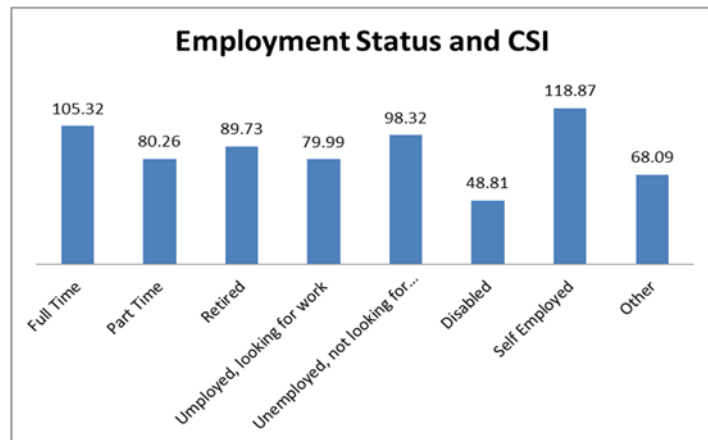
Homeowners scored significantly higher (103.6) then Renters (82.7) suggesting that homeownership brings with it a stronger consumer whose success has lead to a higher sentiment.
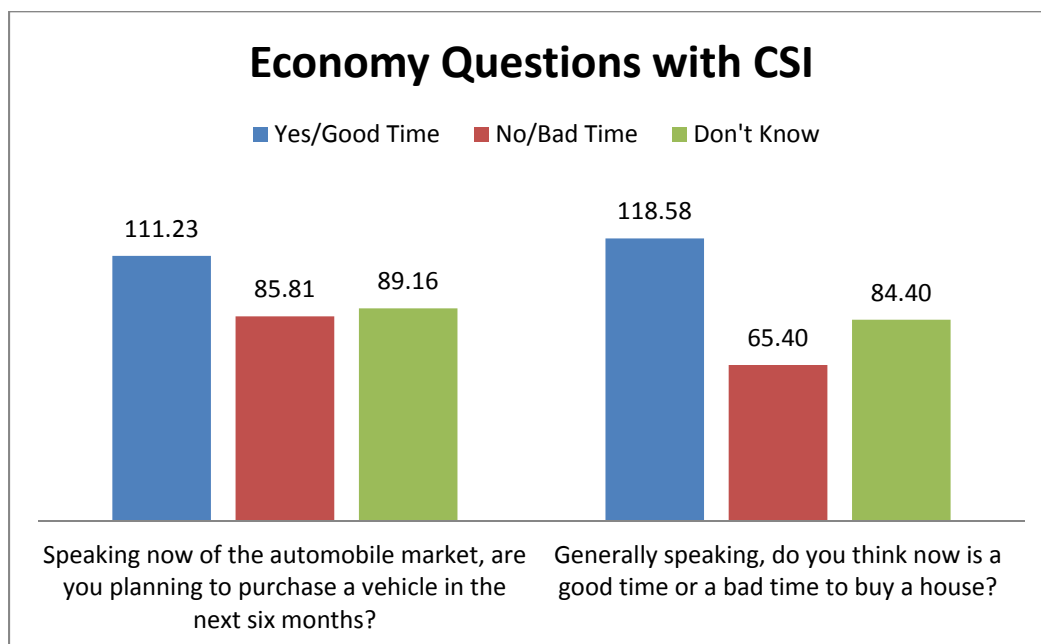
When ask about future purchasing of a house or automobile, there was a positive correlation between CSI with both variables as auto sale scored a +25 and purchasing a home scored a +54. This suggests that as people's sentiment increase, so does the likelihood of making a major purchase.

Overall, 3 out of 10 people said they would purchase an automobile in the next six months which was the same response as in May . The increase of 4 points in the number of people who said no, 55% in May to 59% in July can be attributed to people shifting from Don't Know to No.
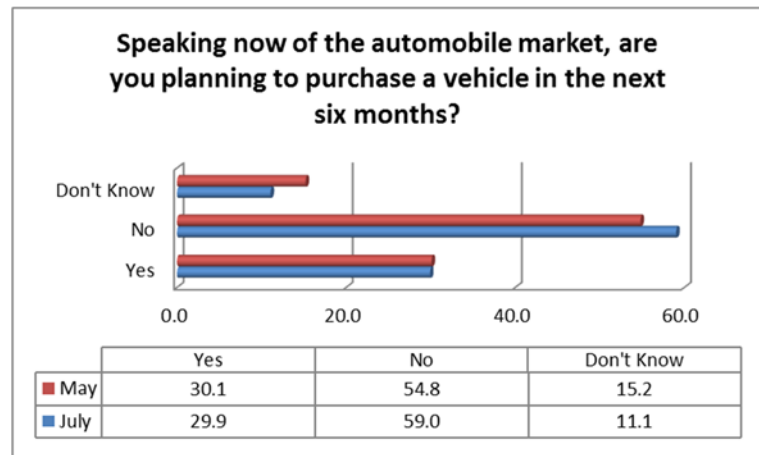
There was a slight decrease in the percentage of people who said it was a good time to buy a house from 52% to 47% which was within the polls margin of error. In this case it appears the people moved from a good time to buy to a bad time to buy as that response increased 6 points from 30% to 36%.
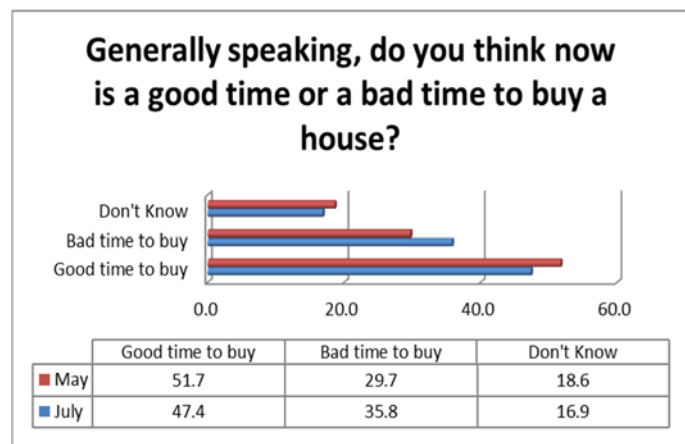
The Current Economic Conditions (CEC) dropped nearly 5 points from an all-time high of 103.49 to 98.08 which is still the third highest total since the inception of the study last August. This index lagged the Michigan CEC every month of the

Speaking now of the automobile market, are you planning to purchase a vehicle in the next six months?

	Yes	No	Don't Know
May	30.1	54.8	15.2
July	29.9	59.0	11.1

Generally speaking, do you think now is a good time or a bad time to buy a house?

	Good time to buy	Bad time to buy	Don't Know
May	51.7	29.7	18.6
July	47.4	35.8	16.9

Month	Michigan	FAU
Jul-15	107.2	98.08
Jun-15	108.9	103.49
May-15	100.8	92.92
Apr-15	107	91.6
Mar-15	105	98.78
Feb-15	106.9	92.95
Jan-15	109.3	95.08
Dec-14	104.8	86.8
Nov-14	102.7	80.8
Oct-14	98.3	74.6
Sep-14	98.9	79.3
Aug-14	99.8	75.4

study with a range of 5 to 27 point difference. The current different is 9 points 98 to Michigas'107.

The CEC for males stayed the same as June from a 101.79 to a 101.27 which is a good hold from their 25 point gains made

Gender	Female	Male
CEC	94.80	101.27
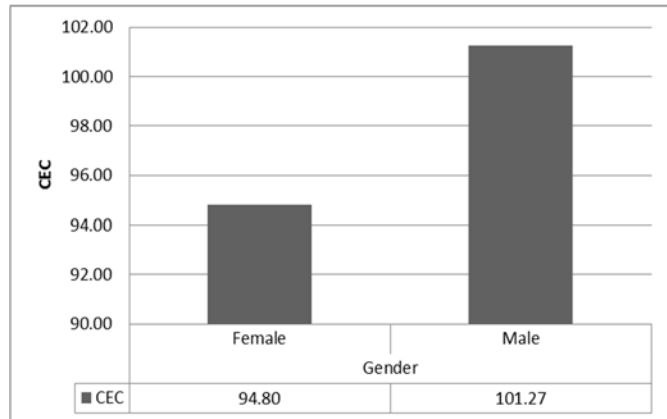
between May and June where they had an 85.9. Females who were in a significantly better economic condition in May over males at a +14 (99.5) saw a near 10 point drop from 105.24 to 94.8.

Younger age demographics reported stronger CEC as they did in June.

Gender with CEC

Age Group	18-34	35-54	55+
July	104.63	92.35	95.15
June	109.25	104.38	89.37
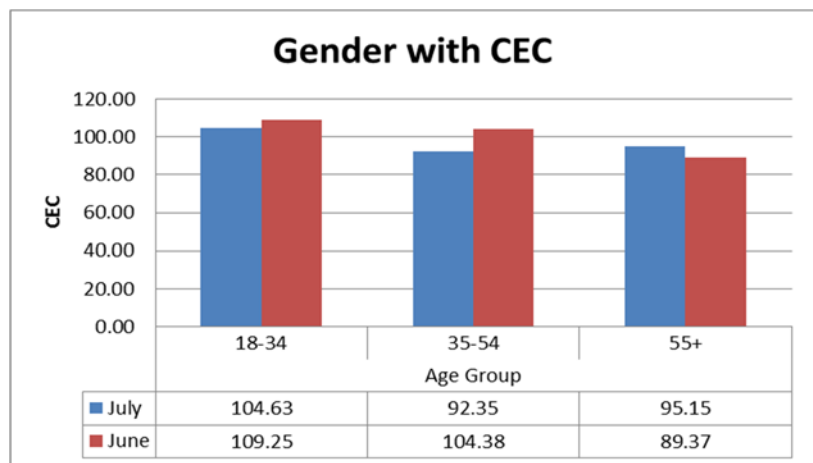
Those with only a high school degree bounced back from a previous 12 point loss between May to June from 104.6 to 92.6 back to 95.2. Those with a graduate degree gave back nearly 21 points going from 88.9 to 118.62 in May to June back to 96.9 in July. Those with a college degree reported say their 45 point increase between May and June from 85.6 to 131.17 cut in half to 105, and those with less than a high

Education and CEC

Less than HS	HS or equivalant	some college, no degree	College degree	Graduate degree or higher
99.92	95.17	93.17	105.03	96.94
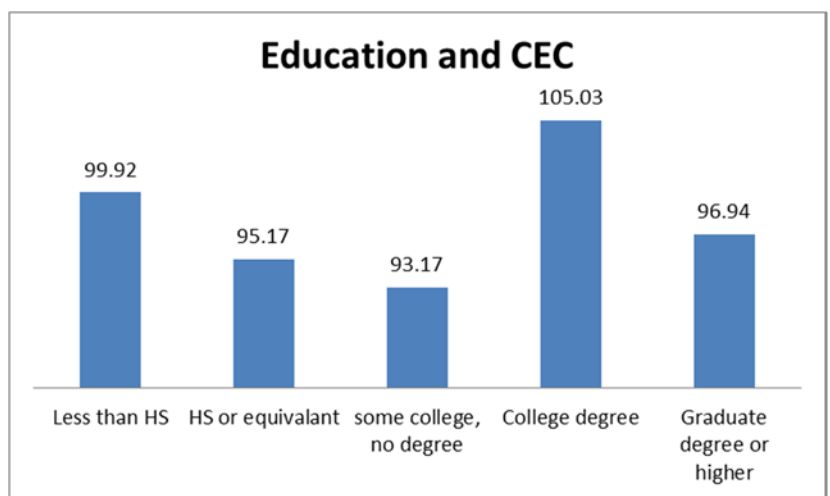
school degree held their last month increase of 14 points from 83.3 to 97.92 and increase 2 additional points in July to 99.9.

Similar to May and June those earning under $25,000 report the lowest CEC. Hispanic respondents dropped in the Midwest from 115.13 to 100.54. The West lost 10 points on their June increase of 14 points from May dropping 103.48 to 93.59 in July. The South maintained its 8 point June gains coming in at 102.11 from 103.07 and the Northeast saw a modest gain for the second straight month of 2 points from 96.99 to 98.87.

The Index of Consumer Expectations (ICE) continues to outpace the national average set by Michigan by 7 points (91.03 to 84.1) a decrease of 1 point since June. The ICE has performed higher with Hispanics then the Michigan National index since January.

Month	Michigan	FAU
Jul-15	84.1	91.03
Jun-15	87.8	95.19
May-15	84.2	87.74
Apr-15	88.8	91.58
Mar-15	85.3	100
Feb-15	88	101.4
Jan-15	91	104.3
Dec-14	86.4	86.1
Nov-14	79.9	81.6
Oct-14	79.6	72.9
Sep-14	75.4	74.5
Aug-14	71.3	63.7
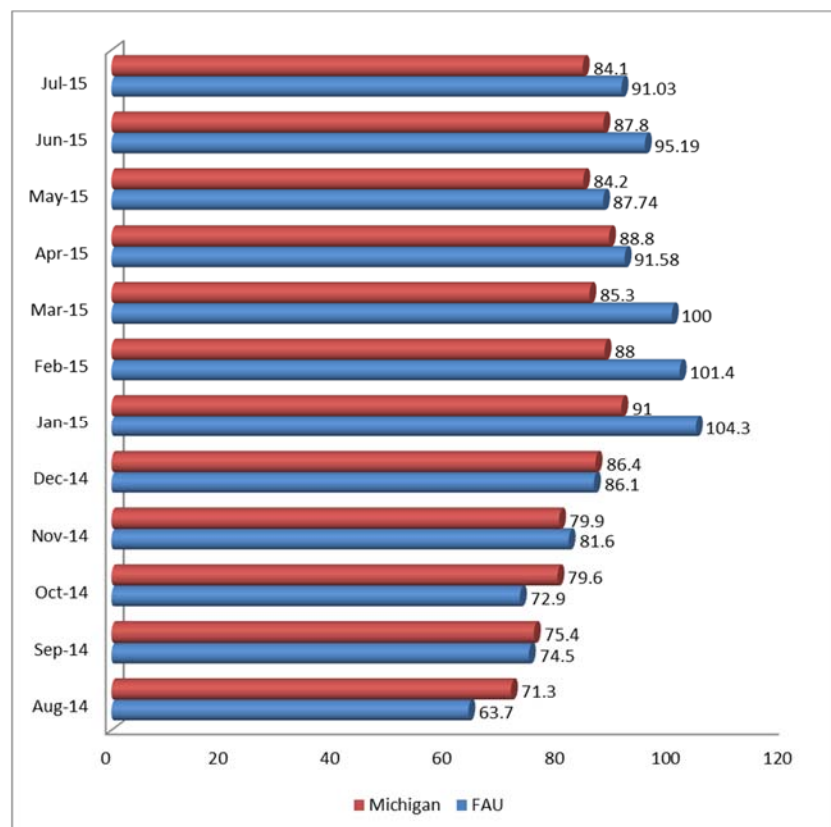
There were no significant differences between the other variables this month.

Would a rise in interest rates discourage you from buying a house?
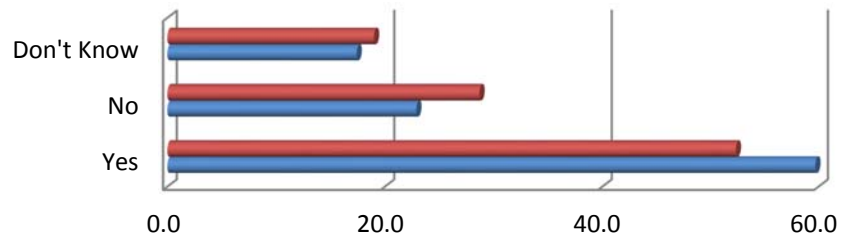
	Yes	No	Don't Know
■ May	52.3	28.7	19
■ July	59.7	22.9	17.4

When asked if rising interest rates would discourage buying a home, 60% say it would, an increase of 8 points since May. Twenty-three percent (23%) said it would not discourage them from buying a home which is minus 6 points from May (29%).

Index of Consumer Sentiment

Source: Business and Economic Polling Initiative,
Florida Atlantic University College of Business.

	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15
FAU	68.3	76.4	73.4	81.3	86.4	100.7	98.07	99.53	91.59	89.77	98.44	93.79
UM	82.5	84.6	86.9	88.8	93.6	98.1	95.4	93.0	95.9	90.7	96.1	93.1
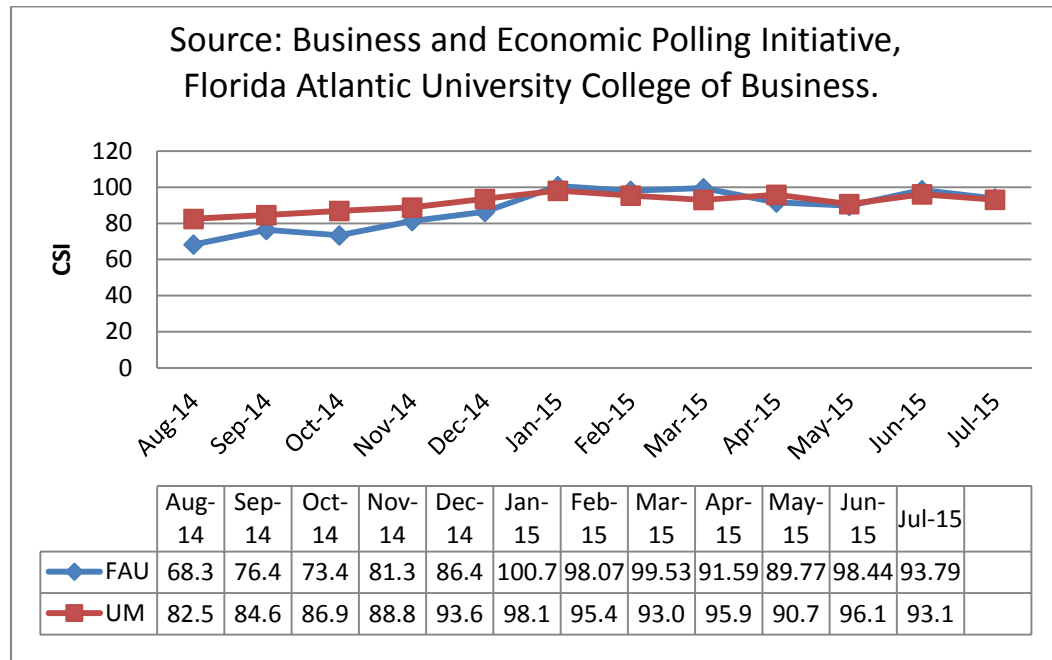
Overall

	Q1	Q 2	Q3	Q4	Q5	ICS
August 2014	90	102	80	72	104	**68.3**
September 2014	98	124	92	82	106	**76.4**
October 2014	92	114	87	90	100	**73.4**
November 2014	94	124	106	98	114	**81.3**
December 2014	102	124	116	106	122	**86.4**
January 2015	125	160	130	131	121	**100.69**
February 2015	116	154	130	124	124	**98.07**
March 2015	131	153	126	124	125	**99.53**
April 2015	125	144	120	105	112	**91.59**
May 2015	116	142	118	93	125	**89.77**
June 2015	129	140	128	116	139	**98.44**
July 2015	124	144	109	113	130	**93.79**

The Consumer Sentiment Index (CSI) dropped about 5 points from June to 93.79 which is about four points higher than this year's low mark of 89.77 in May. The July average is about the same as the Michigan Consumer index which ended the month at 93.1.

Getting Along Financially these Days

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	310	62.0	62.0	62.0
	Worse Off	190	38.0	38.0	100.0
	Total	500	100.0	100.0	

A year from Now...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Off	360	72.1	72.1	72.1
	Worse Off	140	27.9	27.9	100.0
	Total	500	100.0	100.0	

Business in the country...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good times financially	272	54.4	54.4	54.4
	Bad times financially	228	45.6	45.6	100.0
	Total	500	100.0	100.0	

Country as a whole...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times	283	56.7	56.7	56.7
	Bad Times	217	43.3	43.3	100.0
	Total	500	100.0	100.0	

Big items for home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Times to buy	325	65.0	65.0	65.0
	Bad time to buy	175	35.0	35.0	100.0
	Total	500	100.0	100.0	

Cross Tabs

		Q1	Q2	Q3	Q4	Q5	
Mode	Telephone	102	112	100	105	112	80.71
	Online	150	183	119	123	151	109.63
	Total	124	144	109	113	130	93.79
		Q1	Q2	Q3	Q4	Q5	
Language	English	112	130	95	92	126	84.03
	Spanish	148	174	138	158	137	113.76
	Total	124	144	109	113	130	93.79
		Q1	Q2	Q3	Q4	Q5	
Gender	Female	117	147	112	111	128	92.99
	Male	130	141	106	116	132	94.56
	Total	124	144	109	113	130	93.79
		Q1	Q2	Q3	Q4	Q5	
Age Group	18-34	142	147	105	110	129	95.80
	35-54	108	146	113	119	130	93.36
	55+	116	133	107	110	130	90.29
	Total	124	144	109	113	130	93.79

		Q1	Q2	Q3	Q4	Q5	
Ethnicity	Not Hispanic/Latino						
	Mexian/Mex Amer/Chicano	117	133	107	108	132	90.39
	Puerto Rican	114	161	80	106	131	89.67
	Cuban	154	158	72	74	144	91.13
	Other Spanish Origin	149	177	145	154	115	111.57
	Total	124	144	109	113	130	93.79
		Q1	Q2	Q3	Q4	Q5	
Education Level	Less than HS	123	134	108	120	135	93.93
	HS or equivalant	126	153	105	105	120	92.01
	some college, no degree	117	151	98	104	124	89.87
	College degree	131	147	126	120	141	100.51
	Graduate degree or higher	117	136	123	131	133	96.97
	Total	124	144	109	113	130	93.79
		Q1	Q2	Q3	Q4	Q5	
Employment Status	Full Time	141	149	132	134	142	105.32
	Part Time	105	130	95	93	107	80.26
	Retired	117	140	100	115	121	89.73
	Umployed, looking for work	93	147	85	96	106	79.99
	Unemployed, not looking for work	133	178	82	69	188	98.32
	Disabled	54	80	24	91	66	48.81
	Self Employed	165	200	123	140	162	118.87
	Other	99	108	67	75	98	68.09
	Total	124	144	109	113	130	93.79

		Q1	Q2	Q3	Q4	Q5	
Employment in the year ahead	Currently Unemployed	71	77	92	108	119	71.12
	very worried	72	90	58	69	82	57.00
	somewhat worried	134	166	93	99	144	96.33
	not worried	171	175	150	140	158	119.49
	not at all worried	158	196	164	176	147	126.57
	don't know	107	151	107	81	136	88.23
	Refused	71	54	54	54	0	36.62
	Total	124	144	109	113	130	93.79
		Q1	Q2	Q3	Q4	Q5	
Living Situation	Homeowner	137	156	122	126	146	103.57
	Renter	110	132	96	100	108	82.70
	Not Sure	121	139	93	105	151	92.22
	Total	124	144	109	113	130	93.79
		Q1	Q2	Q3	Q4	Q5	
Buy a house	Good time to buy	151	162	149	154	171	118.58
	Bad time to buy	98	123	58	65	84	65.40
	Don't Know	103	139	102	102	111	84.40
	Total	124	144	109	113	130	93.79

		Q1	Q2	Q3	Q4	Q5	
Interest Rates	Yes	133	157	110	110	143	98.87
	No	121	123	101	115	95	84.21
	Don't Know	95	126	114	121	131	88.96
	Total	124	144	109	113	130	93.79
		Q1	Q2	Q3	Q4	Q5	
Buying Car	Yes	155	173	113	130	167	111.23
	No	112	126	109	107	113	85.81
	Don't Know	104	163	99	104	119	89.16
	Total	124	144	109	113	130	93.79
		Q1	Q2	Q3	Q4	Q5	
Party Affiliation	Republican	114	145	119	134	134	97.58
	Democrat	131	146	117	115	125	95.81
	Another Party	131	143	81	77	130	85.20
	Not Registered	111	140	104	123	137	93.00
	Total	124	144	109	113	130	93.79
		Q1	Q2	Q3	Q4	Q5	
Income Level	under $25,000	95	141	106	125	128	89.97
	$25,001-$75,000	135	149	115	110	126	95.93
	$75,000+	138	138	100	107	139	94.20
	Refused	100	100	100	100	100	76.01
	Total	124	144	109	113	130	93.79

		Q1	Q2	Q3	Q4	Q5	
Region	Northeast	121	145	103	114	135	93.47
	Midwest	124	162	98	125	137	97.48
	South	130	148	115	111	135	96.48
	West	120	136	107	113	122	90.61
	Total	124	144	109	113	130	93.79

Index of Current Economic Conditions (CEC)

Source: Business and Economic Polling Initiative, Florida Atlantic University College of Business.

	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15
CEC	75.4	79.3	74.6	80.8	86.8	95.08	92.95	98.78	91.6	92.92	103.5	98.08
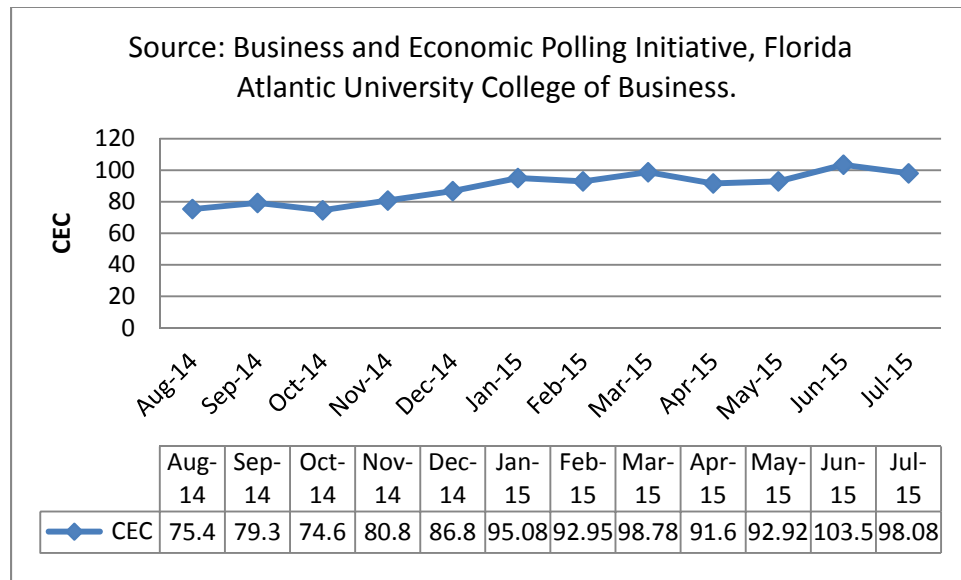
	Q1	Q5	CEC
August 2014	90	104	**75.4**
September 2014	98	106	**79.3**
October 2014	92	100	**74.6**
November 2014	94	114	**80.8**
December 2014	102	122	**86.8**
January 2015	125	121	**95.08**
February 2015	116	124	**92.95**
March 2015	131	125	**98.78**
April 2015	125	112	**91.60**
May 2015	116	125	**92.92**
June 2015	129	139	**103.49**
July 2015	124	130	**98.08**

The Current Economic Conditions (CEC) dropped nearly 5 points since June from its all-time high of 103.49. This index continues to trail the Michigan CEC of 107.2 in July.

Crosstabs

Mode		Q1	Q5	
	Telephone	102	112	83.23
	Online	150	151	116.07
	Total	124	130	98.08

Language		Q1	Q5	
	English	112	126	92.21
	Spanish	148	137	110.11
	Total	124	130	98.08

Gender		Q1	Q5	
	Female	117	128	94.80
	Male	130	132	101.27
	Total	124	130	98.08

Age Group		Q1	Q5	
	18-34	142	129	104.63
	35-54	108	130	92.35
	55+	116	130	95.15
	Total	124	130	98.08

Ethnicity		Q1	Q5	
	Not Hispanic/Latino			
	Mexian/Mex Amer/Chicano	117	132	96.04
	Puerto Rican	114	131	94.77
	Cuban	154	144	114.84
	Other Spanish Origin	149	115	101.90
	Total	124	130	98.08

		Q1	Q5	
Education Level	Less than HS	123	135	99.92
	HS or equivalant	126	120	95.17
	some college, no degree	117	124	93.17
	College degree	131	141	105.03
	Graduate degree or higher	117	133	96.94
	Total	124	130	98.08
		Q1	Q5	
Employment Status	Full Time	141	142	108.99
	Part Time	105	107	81.94
	Retired	117	121	91.81
	Umployed, looking for work	93	106	77.32
	Unemployed, not looking for work	133	188	123.66
	Disabled	54	66	47.74
	Self Employed	165	162	125.61
	Other	99	98	76.45
	Total	124	130	98.08
		Q1	Q5	
Upcoming Year Job Status	Currently Unemployed	71	119	73.82
	very worried	72	82	60.42
	somewhat worried	134	144	107.42
	not worried	171	158	126.36
	not at all worried	158	147	117.48
	don't know	107	136	94.10
	Refused	71	0	28.96
	Total	124	130	98.08

		Q1	Q5	
Living Situation	Homeowner	137	146	109.12
	Renter	110	108	84.18
	Not Sure	121	151	105.05
	Total	124	130	98.08
		Q1	Q5	
Buy a home?	Good time to buy	151	171	123.85
	Bad time to buy	98	84	71.05
	Don't Know	103	111	83.05
	Total	124	130	98.08
		Q1	Q5	
Interest Rates	Yes	133	143	106.63
	No	121	95	83.77
	Don't Know	95	131	87.59
	Total	124	130	98.08
		Q1	Q5	
Buy a Car	Yes	155	167	124.14
	No	112	113	87.06
	Don't Know	104	119	86.36
	Total	124	130	98.08
		Q1	Q5	
Party Affiliation	Republican	114	134	95.99
	Democrat	131	125	98.99
	Another Party	131	130	100.82
	Not Registered	111	137	95.68
	Total	124	130	98.08

		Q1	Q5	
Income Level	under $25,000	95	128	86.26
	$25,001-$75,000	135	126	100.90
	$75,000+	138	139	106.84
	Refused	100	100	77.69
	Total	124	130	98.08
		Q1	Q5	
Region	Northeast	121	135	98.87
	Midwest	124	137	100.54
	South	130	135	102.11
	West	120	122	93.59
	Total	124	130	98.08

Index of Consumer Expectation

Source: Business and Economic Polling Initiative, Florida Atlantic University College of Business.

	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15
ICE	63.7	74.5	72.9	81.6	86.1	104.3	101.4	100	91.58	87.74	95.19	91.03
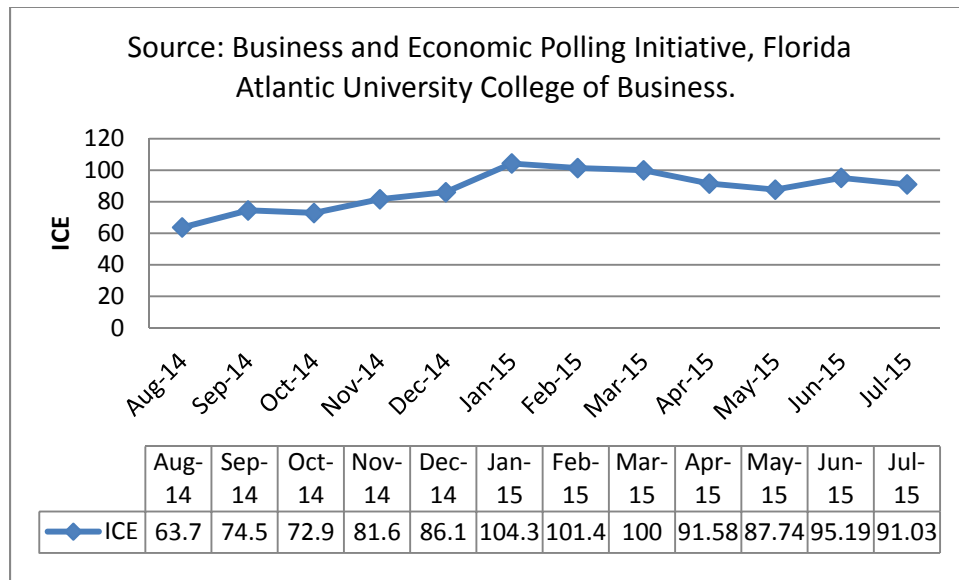
	Q 2	Q3	Q4	ICE
August 2014	102	80	72	63.7
September 2014	124	92	82	74.5
October 2014	114	87	90	72.9
November 2014	124	106	98	81.6
December 2014	124	116	106	86.1
January 2015	160	130	131	104.3
February 2015	154	130	124	101.4
March 2015	153	126	124	100.0
April 2015	144	120	105	91.58
May 2015	142	118	93	87.74
June 2015	140	128	116	95.19
July 2015	144	109	113	91.03

The Index of Consumer Expectations (ICE) continues to outpace the national average set by Michigan by 7 points (91.19 to 84.1) a difference of 1 point since May. The ICE dropped back down from a 95.19 in June to 91.03 in July a similar size drop that occurred in April to May.

Crosstabs

Mode		Q2	Q3	Q4	
	Telephone	112	100	105	79.08
	Online	183	119	123	105.50
	Total	144	109	113	91.03

Language		Q2	Q3	Q4	
	English	130	95	92	78.78
	Spanish	174	138	158	116.11
	Total	144	109	113	91.03

Gender		Q2	Q3	Q4	
	Female	147	112	111	91.83
	Male	141	106	116	90.25
	Total	144	109	113	91.03

Age Group		Q2	Q3	Q4	
	18-34	147	105	110	90.12
	35-54	146	113	119	94.00
	55+	133	107	110	87.18
	Total	144	109	113	91.03

Ethnicity		Q2	Q3	Q4	
	Not Hispanic/Latino				
	Mexian/Mex Amer/Chicano	133	107	108	86.77
	Puerto Rican	161	80	106	86.40
	Cuban	158	72	74	75.89
	Other Spanish Origin	177	145	154	117.79
	Total	144	109	113	91.03

		Q2	Q3	Q4	
Education Level	Less than HS	134	108	120	90.07
	HS or equivalant	153	105	105	89.98
	some college, no degree	151	98	104	87.76
	College degree	147	126	120	97.61
	Graduate degree or higher	136	123	131	96.99
	Total	144	109	113	91.03
		Q2	Q3	Q4	
Employment Status	Full Time	149	132	134	102.96
	Part Time	130	95	93	79.18
	Retired	140	100	115	88.39
	Umployed, looking for work	147	85	96	81.70
	Unemployed, not looking for work	178	82	69	82.05
	Disabled	80	24	91	49.49
	Self Employed	200	123	140	114.54
	Other	108	67	75	62.72
	Total	144	109	113	91.03
		Q2	Q3	Q4	
Year ahead employment	Currently Unemployed	77	92	108	69.39
	very worried	90	58	69	54.81
	somewhat worried	166	93	99	89.21
	not worried	175	150	140	115.08
	not at all worried	196	164	176	132.41
	don't know	151	107	81	84.46
	Refused	54	54	54	41.54
	Total	144	109	113	91.03

		Q2	Q3	Q4	
Living Situation	Homeowner	156	122	126	100.01
	Renter	132	96	100	81.75
	Not Sure	139	93	105	83.98
	Total	144	109	113	91.03
		Q2	Q3	Q4	
Buy a house?	Good time to buy	162	149	154	115.19
	Bad time to buy	123	58	65	61.77
	Don't Know	139	102	102	85.27
	Total	144	109	113	91.03
		Q2	Q3	Q4	
Interest Rates?	Yes	157	110	110	93.88
	No	123	101	115	84.50
	Don't Know	126	114	121	89.83
	Total	144	109	113	91.03
		Q2	Q3	Q4	
Buy a car?	Yes	173	113	130	102.94
	No	126	109	107	85.00
	Don't Know	163	99	104	90.96
	Total	144	109	113	91.03
		Q2	Q3	Q4	
Party Affiliation	Republican	145	119	134	98.61
	Democrat	146	117	115	93.77
	Another Party	143	81	77	75.16
	Not Registered	140	104	123	91.28
	Total	144	109	113	91.03

Income Level		Q2	Q3	Q4	
	under $25,000	141	106	125	92.34
	$25,001-$75,000	149	115	110	92.75
	$75,000+	138	100	107	86.07
	Refused	100	100	100	74.93
	Total	144	109	113	91.03

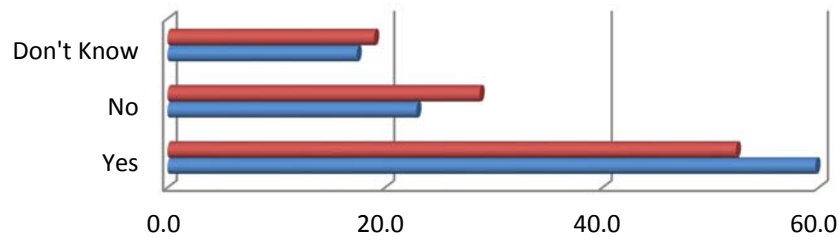| Region		Q2	Q3	Q4	
	Northeast	145	103	114	90.00
	Midwest	162	98	125	95.52
	South	148	115	111	92.86
	West	136	107	113	88.70
	Total	144	109	113	91.03

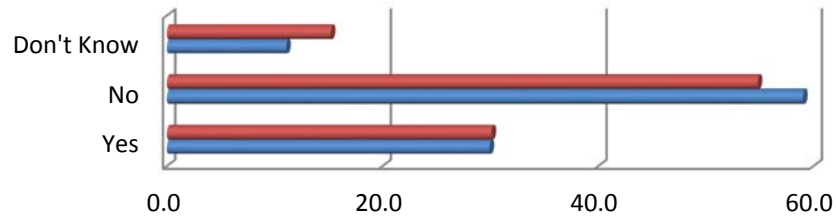## Generally speaking, do you think now is a good time or a bad time to buy a house?
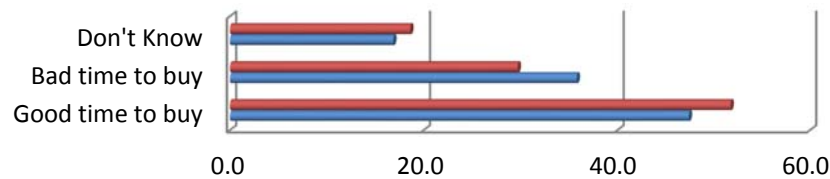
	Good time to buy	Bad time to buy	Don't Know
■ May	51.7	29.7	18.6
■ July	47.4	35.8	16.9

Would a rise in interest rates discourage you from buying a house?

	Yes	No	Don't Know
■ May	52.3	28.7	19
■ July	59.7	22.9	17.4

Speaking now of the automobile market, are you planning to purchase a vehicle in the next six months?

	Yes	No	Don't Know
■ May	30.1	54.8	15.2
■ July	29.9	59.0	11.1

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