

**FOR IMMEDIATE RELEASE**

## Despite the Perceived Hardships of the Economy, Hispanics Are More Hopeful About the Future than Non-Hispanics

(Miami, FL, January 20, 2010) – A non-partisan study conducted pro bono by Encuesta, Inc. in November 2009 compared the economic perceptions of Hispanics and non-Hispanics. The findings show that even though Hispanics and non-Hispanics agree that the U.S. economy is going in the wrong direction (52% vs. 51%, respectively), Hispanics look at the future through a more positive lens compared to non-Hispanics: a total of 56% of non-Hispanics expect to be better off economically or financially a year from now vs. 46% of non-Hispanics. The same is true for expectations about employment situation in the next six months: while 35% of Hispanics think that there will be more jobs in the next six months than there are now, only 28% of non-Hispanics think so.

“These findings document the amazing resiliency and hopeful nature of U.S. Hispanics and the important role they will play in the economic turnaround” said Martin G. Cerda, President of Encuesta, Inc.

The study also finds that:

- Hispanics and non-Hispanics are divided on whether things in the United States in general are going in the right or wrong direction. While a total of 47% of Hispanics and 41% of non-Hispanics believe that things are going in the right direction, a similar proportion believes that things are going in the wrong direction (40% of Hispanics and 44% of non-Hispanics).
- A majority of Hispanics and non-Hispanics agree on the employment situation. A total of 73% of Hispanics and 74% of non-Hispanics think that jobs are hard to get.
- Hispanic and non-Hispanics rate their current personal economic or financial situation similarly. On a 10-point scale, where 1 means “poor” and 10 means “excellent”, on average, Hispanics rate their situation as 5.2 and non-Hispanics as 5.4.
- Both Hispanics and non-Hispanics are optimistic about business conditions in the next six months. A total of 42% of Hispanics and 42% of non-Hispanics think that business conditions will improve in the next six months.

*On the following tables, letters next to percent denote a statistically significantly different measure at a 90% Confidence Level.*

Table 1 - Direction of Things in General in the U.S.

Q. Generally speaking, would you say that things in the United States are going in the right direction or the wrong direction?

	<u>Hispanic</u>	<u>Non-Hispanic</u>
Base: Among all respondents	358	302
	(A)%	(B)%
Right direction	47	41
Wrong direction	40	44
Not sure/no opinion	13	14

Table 2 - Direction of the U.S. Economy

Q. Now thinking about the economy in general, do you think the U.S. economy is going in the right direction or the wrong direction?

	<u>Hispanic</u>	<u>Non-Hispanic</u>
Base: Among all respondents	358	302
	(A)%	(B)%
Right direction	39	38
Wrong direction	52	51
Not sure/no opinion	9	12

Table 3 - Employment Situation

Q. And what about the employment situation? Do you think jobs are plentiful, not so plentiful, or hard to get?

	<u>Hispanic</u>	<u>Non-Hispanic</u>
Base: Among all respondents	358	302
	(A)%	(B)%
Plentiful	3	4
Not so plentiful	23	20
Hard to get	73	74
Not sure/no opinion	<1	2A

Table 4 - Current Personal Economic or Financial Situation

Q. How would you rate your current personal economic or financial situation? Using a scale from 1 to 10, where 1 means "poor" and 10 means "excellent", please tell me how you would rate your current personal economic or financial situation.

	<u>Hispanic</u>	<u>Non-Hispanic</u>
Base: Among all respondents	358	302
	(A)	(B)
Mean	5.2	5.4
Top-Two-Box	4%	4%
Bottom-Two-Box	13%	10%

Table 5 - Business Conditions in the Next Six Months

Q. What about business conditions in the next six months? Do you think business conditions in the U.S. in the next six months will improve, stay the same, or get worse?

	<u>Hispanic</u>	<u>Non-Hispanic</u>
Base: Among all respondents	358	302
	(A)%	(B)%
Improve	42	42
Stay the same	36	31
Get worse	18	21
Not sure/no opinion	4	7A

Table 6 - Employment Situation in the Next Six Months

Q. What about the employment situation in the next six months? Do you think that in the next six months there will be more jobs than there are now, the same number of jobs, or fewer jobs than there are now?

	<u>Hispanic</u>	<u>Non-Hispanic</u>
Base: Among all respondents	358	302
	(A)%	(B)%
More jobs	35B	28
The same number of jobs	34	40A
Fewer jobs	26	27
Not sure/no opinion	6	5

Table 7 – Economic or Financial Situation A Year from Now

Q. Do you expect to be better off, the same, or worse off economically or financially a year from now?

	<u>Hispanic</u>	<u>Non-Hispanic</u>
Base: Among all respondents	358	302
	(A)%	(B)%
Better off	56B	46
The same	31	39A
Worse off	6	9
Not sure/no opinion	6	6

### Survey Methodology

The November 2009 study is based on a telephone poll conducted by Encuesta, Inc. between November 6-27, 2009, among a nationally representative sample of 302 non-Hispanic and 358 Hispanic adults (ages 18 and over), in their choice of English or Spanish. The random probability sample mirrors the population's known distribution of demographic, language usage, and acculturation variables.

### About Encuesta, Inc.

Encuesta, Inc. is a leading U.S. Hispanic market research and public opinion polling firm that delivers creative and reliable solutions. Serving the Hispanic community since 1989, Encuesta, Inc. helps decision-makers understand Latinos and the best ways to reach them through customized ethnographic and quantitative research, objective analysis, and culturally relevant insights. Backed by exceptional technical ability and highly experienced in-house resources, Encuesta, Inc. maximizes results by implementing the best of both traditional and emerging research techniques. Additionally, the company is responsible for the Americanos Poll<sup>®</sup>, a pro bono public opinion poll created in 2005 to help bridge the knowledge gap that exists regarding the U.S. Hispanic community.