

EMBARGOED UNTIL 4/20/11 5:00 PM EST (EXCLUSIVE NEWS STORY FOR HISPANICAD.COM)

U.S. Hispanics Remain Hopeful About the Future, but Seeds of Discontent Are Prevalent

(Miami, FL, April 13, 2011) – A non-partisan study conducted *pro bono* by Encuesta, Inc. as part of the Americanos Poll® in March 2011 compared the economic perceptions of Hispanics and non-Hispanics trended to measures gathered in November 2009. The findings show that both Hispanics and non-Hispanics agree that the U.S. economy is going in the wrong direction (59% vs. 63%, respectively), and this perception appears to be more prevalent among both population groups than seen in November 2009.

It is generally accepted that Hispanics tend to look at the future through a more positive lens compared to non-Hispanics, and these findings indicate that to be the case today as 53% of Latinos surveyed expect to be better off economically or financially a year from now compared to 35% of non-Hispanics. The continued optimism expressed by Hispanics is in sharp contrast to the decline noted among non-Hispanics over the same time period (from 46% in 2009 to 35% today).

However, the study indicates that Hispanics like non-Hispanics are now less optimistic about the direction the United States is headed as well as perceptions related to the future course of the U.S. economy. Some softening on how Latinos view the employment situation is also indicated.

“While Hispanics remain hopeful of their future, it is evident that there is growing disenchantment with the direction that things are headed in similar fashion and magnitude to non-Hispanics” said Martin Cerda, Research Director of Encuesta, Inc. He added “This has important implications as Latinos grow in numbers and influence in communities everywhere.”

Survey Methodology

The March 2011 study is based on a telephone poll (using both household and cell phone level sample frames) conducted by Encuesta, Inc. between March 4-28, 2011, among a nationally representative sample of 613 non-Hispanic and 1,006 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, country of birth, and acculturation variables. Fieldwork for the November 2009 study was conducted November 6-27, 2009. For more details including raw data tabulations and sub-group analysis by key variables of interest, contact Martin Cerda at 305-661-1492.

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®, a *pro bono* public opinion poll created in 2005 to help bridge the knowledge gap that exists regarding the U.S. Hispanic community.

On the following tables, letters next to percent denote a statistically significantly different measure at a 90% Confidence Level (column pairs tested A-B, A-C, C-D, and B-D with the letter on the higher measure to indicate direction).

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?

	Hispanic		Non-Hispanic	
	Nov '09	Mar '11	Nov '09	Mar '11
Base: Among all respondents	358	1,006	302	613
	(A)%	(B)%	(C)%	(D)%
Right direction	47B	38D	41D	31
Wrong direction	40	46A	44	56BC
Not sure/no opinion	13	16D	14	13

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>	
	<u>Nov '09</u>	<u>Mar '11</u>	<u>Nov '09</u>	<u>Mar '11</u>
Base: Among all respondents	358	1,006	302	613
	(A)%	(B)%	(C)%	(D)%
Right direction	39B	28	38D	29
Wrong direction	52	59A	51	63C
Not sure/no opinion	9	13AD	12D	8

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>	
	<u>Nov '09</u>	<u>Mar '11</u>	<u>Nov '09</u>	<u>Mar '11</u>
Base: Among all respondents	358	1,006	302	613
	(A)%	(B)%	(C)%	(D)%
Plentiful	3	3	4	6B
Not so plentiful	23	26D	20	21
Hard to get	73	69	74	71
Not sure/no opinion	<1	2A	2A	2

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>	
	<u>Nov '09</u>	<u>Mar '11</u>	<u>Nov '09</u>	<u>Mar '11</u>
Base: Among all respondents	358	1,006	302	613
	(A)	(B)	(C)	(D)
Mean	5.2	5.6A	5.4	6.0BC
	%	%	%	%
Top-Two-Box	4	7A	4	9C
Bottom-Two-Box	13	12D	10	7

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>	
	<u>Nov '09</u>	<u>Mar '11</u>	<u>Nov '09</u>	<u>Mar '11</u>
Base: Among all respondents	358	1,006	302	613
	(A)%	(B)%	(C)%	(D)%
Improve	42B	33	42D	32
Stay the same	36	37	31	38C
Get worse	18	23A	21	26C
Not sure/no opinion	4	7AD	7AC	4

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>	
	<u>Nov '09</u>	<u>Mar '11</u>	<u>Nov '09</u>	<u>Mar '11</u>
Base: Among all respondents	358	1,006	302	613
	(A)%	(B)%	(C)%	(D)%
More jobs	35BC	29	28	28
The same number of jobs	34	41A	40	37
Fewer jobs	26	24	27	30B
Not sure/no opinion	6	6	5	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>	
	<u>Nov '09</u>	<u>Mar '11</u>	<u>Nov '09</u>	<u>Mar '11</u>
Base: Among all respondents	358	1,006	302	613
	(A)%	(B)%	(C)%	(D)%
Better off	56C	53D	46D	35
The same	31	31	39A	46BC
Worse off	6	10A	9	13BC
Not sure/no opinion	6	6	6	6