

ECONOMIC SENTIMENT



HISPANICS ARE MORE OPTIMISTIC ABOUT THEIR PERSONAL FINANCES.

61%

of Hispanics expect their personal financial situation to get better over the next 6 months, compared to 40% of Non-Hispanics. Individual confidence reflects more trust in personal advancement¹

HISPANIC SENTIMENT TOWARDS MAJOR PURCHASES IS GROWING

22%

of Hispanics consider it is a good time to make major purchases like a new car or home improvements given the current state of the US economy. This sentiment grew +5pp compared to March 2017¹

SENTIMENT TOWARDS JOB MARKET SHOWS UPWARD TREND

21%

of Hispanics think it will become easier to find a new job. This sentiment grew +2pp compared to March 2017¹



HISPANICS ARE AND WILL CONTINUE TO BE HARD WORKERS

To improve their financial situation, Hispanics focus on generating supplemental income (28% vs 23% for NH) or get a higher paying job (29% vs 23% for NH)²