

Spanish Dominant* Hispanics Financial Optimism Soars in 2018

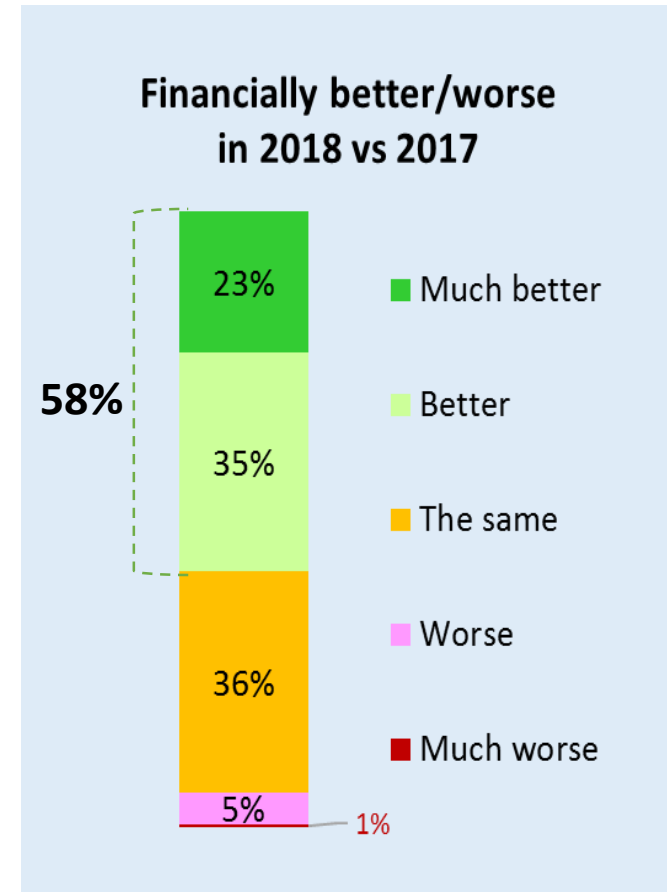


Spanish Dominant Hispanics* financial optimism has jumped substantially since 2017. Currently, nearly 6 in 10 have an optimistic view about how much better their finances will be over the next 12 months.

When looking at Spanish Dominants* compared to other national surveys like GfK MRI 2017, it appears that there has been a significant shift (+ 10 points) from those thinking that their households will be financially “About the Same” in the coming 12 months to those thinking that they will be “Much Better + Better”.

As Hispanic unemployment reach new lows and college graduation rates reach new highs, career and household income prospects have materially improved despite socio-political uncertainties in the U.S. and abroad.

In our next SSG Brief, we will review what generational segments and categories will benefit the most from the their expected rise in income.



***Spanish Dominant (SD) Hispanics are those who speak Spanish Only, Spanish Mostly and Equally English and Spanish at home.**

Sources: SSG-TúCuentas Consumer Confidence Survey (Jan-Mar, 2018), n = 496 Hispanic Spanish Dominants, projectable and representative nationally.

Q. Do you think you will be financially better or worse in 2018 compared to 2017?; Comparison benchmark: GfK MRI Survey of the American Consumer 2017 same base.

