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KEY TAKEAWAYS: Elements of Success National Survey Provides Insight into Hispanic American Attitudes

The EOSS is a research study of consumers with diverse backgrounds sanctioned to better understand how Americans define happiness and success in their own lives. The results reveal important findings about Hispanic Americans.

Hispanics believe that they will determine their own financial success and that success must be earned. Coupled with hard work, the majority of Hispanics feel there is equal opportunity for everyone to achieve their dream of financial success, compared to less than half of the general population.

- Personal success for many Hispanics is driven by having a loving partner, personal happiness and good health.
- Working hard is the key to financial success as 6 in 10 Hispanics believe that those who work hard will be the most financially successful, a significantly higher percentage than the general population.
- The leading drivers to achieving financial success are seen as being well-rounded, having a strong personal network and completing an undergraduate degree.
- Six in ten say they are looking for a career in the future which is significantly higher than the general population.
- Hispanics are more likely than the general population to feel that career success is very important to financial success.
- Younger, largely Millennial Hispanics (age 18-39) are more likely to see an undergraduate degree as one of the top 3 outside influences for financial success, while those over 40 are more likely to say it is the advice of elders.
- Living debt-free and reaching savings and investment goals describe financial success for Hispanics.

Long term financial success

- By their own admission, Hispanics struggle with managing their money and lack self-confidence when doing so.
- A majority of Hispanics give themselves a grade of C or lower when evaluating on how well they are managing their money.

- Seventy percent of Hispanics have not created a long-term financial plan.
- One in five Hispanics feel they are at the starting line in their race to financial success -- higher than the general population.

Methodology

Harris Poll conducted over 4,300 interviews in June 2015. The interviews were completed among U.S. adults age 18+ and included members of the general population.

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