



2018 State of the American Family Study

Insights from Hispanic Families – Executive Summary

In 2018, Massachusetts Mutual Life Insurance Company (MassMutual) commissioned the fourth wave of a nationally representative survey of American families to better understand how they view the American Dream and the financial aspects involved.

We reached into the nation's great cultural and economic diversity through individual market segments, different social groups and evolving family structures. In the process, we connected with various racial and ethnic groups, Veteran families and more.

This Executive Summary reviews the key findings about Hispanic families and their attitudes about financial decisions. In addition to the study insights, you'll find helpful ideas and specific actions that can help you turn *your* American Dream into reality.



The American Dream

The heart of the American Dream for Latino families is financial wellness and financial freedom.

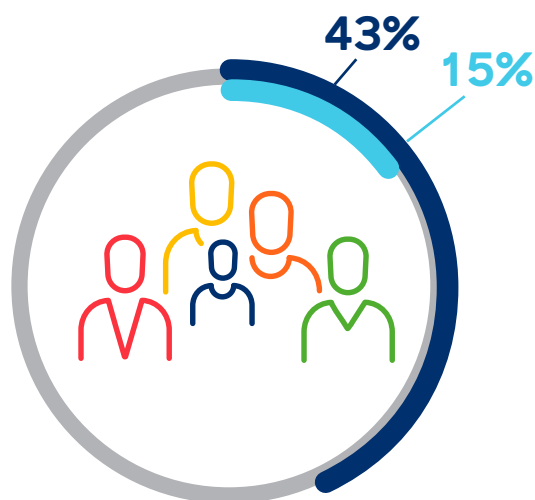
There are many ways to express the American Dream, including owning a home, helping their children get an education, starting a business, and enjoying a comfortable retirement.

Historically, Hispanic families have had fewer opportunities to build generational wealth through investments and inheritance. Today, Hispanic families have the lowest household income of the ethnic groups surveyed. Despite an improving overall economy, wage growth continues to be flat and more jobs are being eliminated by automation. These trends represent fundamental challenges to the financial health of Hispanic families.

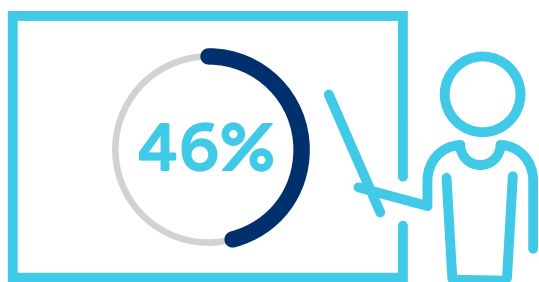
But even facing these obstacles and setbacks, 62% of Hispanic families believe the American dream is still alive. One reason for their optimism is that the economy has bounced back over the past several years. As a result, more Hispanic families are sending their children to college and taking steps to improve their financial security.¹

The optimism of Hispanic families is also rooted in whom they view as family. Compared to other ethnic groups surveyed, their definition of family is wider: 43% consider extended family and 15% consider friends as part of their core family units. This compares to 33% and 13% respectively for white non-Hispanics.

Hispanics are more likely to include
EXTENDED FAMILY
and **FRIENDS** in their
DEFINITION OF FAMILY



Traditionally, Latino families have focused more on managing day-to-day expenses, and their wider definition of family has meant more people to care for. As a result, long-term financial planning hasn't received as much emphasis. The survey reveals that Latino adults are more likely to wish their parents had taught them more about money, and 46% are now actively involved in educating their own children about finances.



Latino parents are
actively involved in
EDUCATING THEIR
CHILD(REN) ON FINANCES
likely because they wish their parents
taught them more about money

¹ U.S. Department of Education, "The Condition of Education 2017," 2018

Financial Wellness

Nearly half of Latino families are confident they can achieve financial wellness, the heart of the American Dream. The 2018 study reveals five common financial priorities:

- Having an emergency fund
- Feeling confident in both short-term and long-term financial decision making
- Not carrying a lot of debt
- Being financially prepared for the unexpected
- Not living paycheck to paycheck

Let's look at each of these priorities in Hispanic families.

Having an emergency fund

Life has a way of handing families little surprises. Your car breaks down. Your roof needs repair. Someone in your family has a medical crisis. Whatever the emergency, having a financial cushion can help you weather the storm without endangering your long-term financial health.

But Hispanic families are among the least prepared for a financial emergency, with 27% having less than 1 month of expenses saved. And only 21% of Latino families have set aside enough money to cover more than 6 months of expenses.

Hispanic families are among the
LEAST PREPARED
for a financial emergency



Feeling confident in both short-term and long-term financial decision making

Eighty percent of Hispanic families are involved with making long-term financial decisions, and 63% feel confident doing so. In terms of getting educated about finances, 40% rely on family members for information, but only 30% ranked family as a top trusted source.

In addition to advice from family, the study shows that Latinos look to financial advisors for guidance and information.

If you need help with long-term financial planning, get in touch with a financial professional today about setting goals, making a plan and tracking your progress.

Hispanic families are taking steps to
IMPROVE THEIR FINANCIAL SECURITY:



Not carrying a lot of debt

While it's preferable to pay for purchases without borrowing, that's not always realistic. For example, few families can buy a home or car or pay for college without taking out loans. Most families consider a mortgage and student loans as "good debt" because these loans help them achieve elements of the American Dream.

Credit card debt is often considered "bad debt" because interest cost is generally high. It's smart to pay down credit card debt first because these loans can cost you the most money.

Latino families are more likely than other groups to carry high debt balances. Nearly 64% have credit card debt, and 27% are paying student loans. But 73% say paying down debt is a high priority.

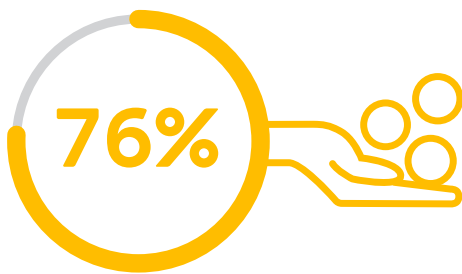


73%

of Latino families
are prioritizing

PAYING DOWN DEBT

Being financially prepared for the unexpected



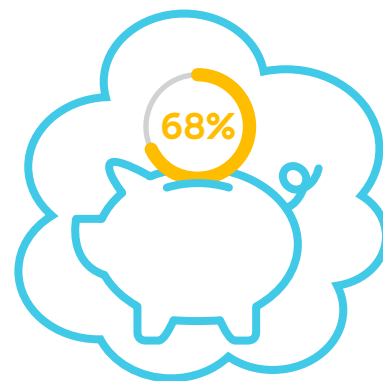
of Latino families prioritize
having a **STABLE SOURCE OF INCOME**
for family in event of the unexpected

You can't control the unexpected, but you can be prepared if it happens. Among Latino families, 76% prioritize having a stable source of income for their family in case the unexpected happens.

Don't forget to consider what would happen if you got sick or injured and were unable to work. Where would you get the money to pay for expenses like food, clothing, utilities and the mortgage? For most people, their single most valuable asset is their ability to earn an income.

Not living paycheck to paycheck

Family life often creates stress and living paycheck to paycheck adds more — it makes you feel anxious about your financial situation. It also makes it hard to save, which can leave you vulnerable in case of a financial emergency. Compounding the challenge, Latino families have the lowest household income among all market segments surveyed. Average credit card debt is \$9,650 and average student loan debt is \$32,650.



68% of Hispanic families say that
NOT LIVING PAYCHECK TO PAYCHECK
is part of the American dream

Financial Freedom

Latino families continue working to make ends meet, pay down debt and save for the future, but they also aspire to live their American Dream in other important ways. Their goals include the opportunity to send their children to college, owning a business and enjoying a comfortable retirement.

Helping their children get an education

For 54% of Latino families, paying for their children's education is an important financial priority. A college degree can open doors and opportunities for a brighter and more prosperous future through high-paying jobs. Latino college attendance today is at a record high with undergraduate enrollment nearly doubling between 2000 and 2016.²

54%
of Hispanic families consider
paying for their children's
college education
**A PART OF THEIR
AMERICAN DREAM**



29%
of Hispanics consider
OWNING A BUSINESS
a part of their
AMERICAN DREAM

29% of Hispanic families define the American Dream as owning or starting a business, striving to provide a better life for their family while building something tangible to pass along to the next generation.

Enjoying a comfortable retirement

Being financially prepared for retirement is a key priority for Latino families. The study reveals that two thirds are not confident they are financially prepared for their retirement, and only about 31% have an actual plan in place. Nearly 42% worry they will outlive their retirement savings and 6% already plan to work part time during retirement.

Retirement is a concern for Latino Families

2/3 
are **NOT CONFIDENT** that they
are **FINANCIALLY PREPARED**
for their retirement

Nearly **1/3** 
have an **ACTUAL PLAN**
for retirement saving

Latinos intend to rely more heavily on Social Security for retirement income than other groups, but uncertainty about the future of Social Security adds to the risk of not having enough income after retirement. Latino families are also especially concerned about the cost of healthcare. They worry about caring for their aging parents and extended family, as well as the cost of long-term care.

² U.S. Department of Education, "The Condition of Education 2017," 2018

Next Steps

Hispanic families are taking steps to secure their financial future and dreams, but more can be done to keep the American Dream alive. The top financial regrets across all groups surveyed are “not starting early enough” and “not saving enough.” What can you do?

MAKE FINANCIAL PLANNING A FAMILY PRIORITY. Teach the next generation about finances. Involving your children in discussions of family budgeting and monthly bills can help them understand what is involved in managing money.

PREPARE FOR THE UNEXPECTED. Protect your family with appropriate amounts of life insurance and disability income insurance. These precautions can provide a measure of security for your family should the unthinkable happen.

PAY DOWN DEBT. It's a good idea to pay off the loans and credit cards with the highest interest rates first, then the smallest balances or the highest minimums. If you can make extra payments or pay more than the minimum, do so. This will reduce the total cost of the loan.

ESTABLISH SAVINGS. Open a separate savings account designated for your emergency fund and add to it every paycheck. Use automatic deposit so you don't forget. As a rule of thumb, target 3 to 6 months of salary for your financial cushion.

PLAN FOR YOUR CHILDREN'S EDUCATION. Create a plan for how you will pay for college. In addition to your income, there are opportunities to pay for college like 529 plans, Coverdell Education Savings Accounts, student loans, permanent life insurance loans,³ financial aid, grants and work-study programs.

SAVE FOR RETIREMENT. The amount of income needed to maintain a standard of living in retirement varies from person to person and family to family. Think about your current and future expenses to see if you are saving enough right now. If you're not, or if you're not sure, talk with a financial professional.

MassMutual is a strong and stable resource that can help you secure your financial future. To connect with a MassMutual representative near you, visit [massmutual.com](https://www.massmutual.com) today.

³ Access to cash values through borrowing or partial surrenders will reduce the policy's cash value and death benefit, increase the chance the policy will lapse, and may result in a tax liability if the policy terminates before the death of the insured.



Live Mutual

It's in our nature to take care of the people who make life worth living, so we instinctively protect them physically and emotionally. Making plans to secure their futures should feel no different. While the world would have us strive for independence, the truth is when we depend on one another — *when we live mutual* — we aren't just more secure. Life is happier and more fulfilling.

Living mutual has always been at the core of human existence, and it's the principle that's guided MassMutual since our founding in 1851. It's not a concept we invented, but one we champion for the simple reason that people today take it for granted.

To connect with a MassMutual financial professional near you, visit massmutual.com today. Together, you can take the right steps in creating a personal financial strategy that supports the American Dream for *your* family.

Methodology

The State of the American Family survey was conducted for MassMutual by Isobar between January 19th and February 7th, 2018 via a 20-minute online questionnaire. The survey comprised 3,235 total interviews with Americans. The vast majority of these interviews (2,730) were conducted with men and women aged 25-64, with household incomes equal to or greater than \$50,000 and with dependents under age 26 for whom they are financially responsible. Respondents had to contribute at least 40% to decisions regarding financial matters in their household to qualify. Results were weighted to the March 2017 Annual Social and Economic Supplement (ASEC) of the Current Population Survey for age, income, gender, ethnicity, region, and weighted to the 2016 American Community Survey Public Use Microdata Sample for same sex married/partnered couples, to be representative of American families in this age and income bracket. Additional quotas were set for the targeted ethnic groups including: African American, Asian Indian, Chinese, Korean and Hispanic, which were then weighted to be representative of American families. This study includes trending data for the previous survey wave conducted in 2013. The sampling margin of error for the 2018 study is +/- 1.88 percentage points at the 95% confidence level when looking at the results for the 2,730 interviews at a total level.



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