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Consumer Optimism among Hispanics Rises to New High in National Poll from FAU

BOCA RATON, Fla. (February 11, 2015) – Consumer optimism among Hispanics rose to a new high in the latest survey conducted by the Florida Atlantic University Business and Economics Polling Initiative ([FAU BEPI](#)) in the College of Business.

Consumer optimism stands at 100.69, up from 86.4 in December 2014, the highest level since FAU started calculating the index in August 2014. The Hispanic Sentiment index for the first time is two points higher than January’s National Consumer Sentiment Index reported by University of Michigan. The rise in the index can be attributed to large gains among younger and higher income Hispanics, said Monica Escaleras, director of BEPI.

“The optimism of consumers is a result of the strengthening of the economy,” Escaleras said. “I think the economy is moving toward recovery. According to a report by the Labor Department, the economy has created more than one million jobs over the past three months and suggests that U.S. workers are getting higher wages.”

The poll also found that when Hispanics were asked about their current personal finances, 63 percent reported they are better off than a year ago, up from 47 percent in December 2014. In addition, 78 percent of Hispanics with a college degree reported they’re better off than a year ago. The Index of Consumer Expectations also rose nearly 18 points from 86.1 in December 2014 to 104.3 in January. When asked about their perceptions of personal finances a year from now, 80 percent of Hispanics surveyed expect their financial situation to be better in 2016, up from 62 percent in December 2014. Optimism toward business conditions in 2016 also increased from 53 to 65 percent in January. The percentage of Hispanics who are optimistic about the economic conditions of the country over the next five years rose to 65 percent from 48 percent in December 2014.

January 2015 Index of Consumer Sentiment	Michigan's National Sample*	FAU Hispanic National Sample	Difference points
Overall	98.1	100.69	2.59
Current Conditions	109.3	95.08	(-14.22)
Future Expectations	91.0	104.3	13.3

*Thomson Reuters University of Michigan [poll
releasehttp://press.sca.isr.umich.edu/press/press_release](http://poll.releasehttp://press.sca.isr.umich.edu/press/press_release)

The survey was conducted nationally Jan. 1 through Jan. 31. The polling sample consisted of 500 Hispanics with a margin of error of +/- 4.33 percent and a 95 percent confidence level.

For more information, visit www.business.fau.edu/bepi or contact Monica Escaleras at 561-297-1312 or BEPI@fau.edu.

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About FAU BEPI:

The Florida Atlantic University Business and Economic Polling Initiative Conducts surveys on business, economic, political and social issues with a focus on Hispanic attitudes and opinions at regional, state and national levels via planned monthly national surveys. The initiative subscribes to the American Association of Public Opinion Research and is a resource for public and private organizations, academic research and media outlets. In addition, the initiative is designed to contribute to the educational mission of the University by providing students with valuable opportunities to enhance their educational experience by designing and carry out public opinion research.

About Florida Atlantic University:

Florida Atlantic University, established in 1961, officially opened its doors in 1964 as the fifth public university in Florida. Today, the University, with an annual economic impact of \$6.3 billion, serves more than 30,000 undergraduate and graduate students at sites throughout its six-county service region in southeast Florida. FAU's world-class teaching and research faculty serves students through 10 colleges: the Dorothy F. Schmidt College of Arts and Letters, the College of Business, the College for Design and Social Inquiry, the College of Education, the College of Engineering and Computer Science, the Graduate College, the Harriet L. Wilkes Honors College, the Charles E. Schmidt College of Medicine, the Christine E. Lynn College of Nursing and the Charles E. Schmidt College of Science. FAU is ranked as a High Research Activity institution by the Carnegie Foundation for the Advancement of Teaching. The University is placing special focus on the rapid development of three signature themes – marine and coastal issues, biotechnology and contemporary societal challenges – which provide opportunities for faculty and students to build upon FAU's existing strengths in research and scholarship. For more information, visit www.fau.edu.