

MEDIA CONTACT: Jim Hellegaard
561-319-2233, jhellegaard@fau.edu

National FAU Poll Shows Hispanics Divided Along Party Lines in their Opinions on Economic Outlook and Personal Finances *--Trump's election appears to greatly influence Hispanic consumers--*

BOCA RATON, Fla. (January 11, 2017) – As the nation approaches the inauguration of Donald J. Trump as the 45th President of the United States this month, Hispanic Republicans are optimistic about their personal finances and the country's economic outlook, while Hispanic Democrats are feeling the opposite, according to a national survey by the Florida Atlantic University Business and Economics Polling Initiative ([FAU BEPI](#)).

The national Hispanic Consumer Sentiment Index dropped in December to 99.6, down slightly from 100.9 in October. Among Hispanic Republicans, however, the index experienced a post-election boost, rising more than 20 points from 90.5 in October to 111.85 in December. Conversely, the index plunged among Democrats from 105.61 in the month before the election to 88.94 in December.

“The data shows that Hispanic Republicans are optimistic about their personal finances in the future and economic outlook of the U.S. with the win of Mr. Trump while Hispanic Democrats are pessimistic,” said Monica Escaleras, Ph.D., director of the BEPI. “This gain in consumer confidence among Republican Hispanics from October to December is likely based on their optimism for the policy changes that will take place with the new president. He can expect to enjoy a honeymoon period among Hispanic Republican consumers.”

When asked to look ahead a year into the future and consider how they and their family would fare financially, after the election only 59 percent of Hispanic Democrats thought they would be better off, compared to 80 percent in October. Once again, Hispanic Republicans saw things differently post-election, with 89 percent saying they would be better off financially a year from now, compared with only 65 percent in October.

Turning to business conditions as a whole, 70 percent of Hispanic Republicans

think the next 12 months will bring the country financially good times, up 12 points since October. Only 58 percent of Hispanic Democrats expect economic good times in the coming year, down 10 points from before the presidential election.

Long-term expectations for the economy were likewise split along party lines with 71 percent of Hispanic Republicans saying the country will experience continuous good times in the next five years, compared to only 53 percent of Hispanic Democrats.

The survey was conducted nationally from Dec. 1 through Dec. 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, contact Monica Escaleras, Ph.D., director of the BEPI, at 561-297-1312 or mescaler@fau.edu, or visit www.business.fau.edu/bepi.

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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 carrying 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 critical areas that form the basis of its strategic plan: Healthy aging, biotech, coastal and marine issues, neuroscience, regenerative medicine, informatics, lifespan and the environment. These areas provide opportunities for faculty and students to build upon FAU's existing strengths in research and scholarship. For more information, visit www.fau.edu.