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**FAU Finds Consumer Confidence Among Hispanics
in the U.S. is Strong Going into 2018**
President Trump's Job Approval Stays Near 30 Percent Among Hispanics

BOCA RATON, Fla. (January 11, 2018) – Consumer confidence is up among Hispanics in the U.S., who are optimistic about their financial situation going into 2018 despite continued dissatisfaction with U.S. President Donald Trump, according to a new national consumer sentiment index conducted by the Florida Atlantic University Business and Economics Polling Initiative (FAU BEPI) in the College of Business.

The Hispanic Consumer Sentiment Index (HCSI), taken from October through December 2017, stands at 93.5, up 1.5 points from the third quarter of 2017, and up 3.6 points from the first quarter. The index is 2.4 points below the 95.9 score for the overall U.S. population for December, as published by the University of Michigan.

Throughout 2017, Hispanics consistently expressed (65-68 percent) they were financially better off than a year ago. A majority of Hispanics stated they are optimistic of their financial situation in the year ahead (from 60 in the first quarter, peaking at 78 in the second quarter, and finishing at 71 in the last quarter of 2017).

Hispanics began and ended 2017 with a similar view of business conditions, with 57 percent expecting business conditions to be good and 43 percent thinking things will worsen. Hispanics became increasingly optimistic throughout 2017 regarding the economic outlook of the country in the next five years from 45 percent in the first quarter expecting good times financially, slowly increasing to 52 percent in the last quarter.

“Pocketbook issues such as the price of gas at the pump might be fueling Hispanic confidence,” said Monica Escaleras, Ph.D., director of FAU BEPI. “Over the course of 2017, Hispanics’ expectations for rising gas prices continued to drop. In the first quarter, 63 percent expected higher prices at the pump, but by the fourth quarter only 52 percent has that expectation.”

President Trump’s approval rating among Hispanics rose slightly from 31 to 33 percent in the fourth quarter, after falling for three consecutive quarters, from a high of 39 percent in the first quarter. Of those surveyed, 19 percent identified themselves as

Republicans, 40 percent Democrats, 16 percent Independents and 25 percent were not registered.

The survey was conducted nationally from Oct. 1 to Dec. 31, 2017. The random polling sample consisted of 840 Hispanics, 18 years of age and older, with a margin of error of +/- 3.9 percent. The survey was administered using both landlines via IVR data collection (23 percent) and online data collection (77 percent) using [Survey Sampling International](#). Responses for the entire sample were weighted to reflect the national distribution of the Hispanic population by region, education, gender, income and age according to latest American Community Survey data.

For more information, polling results and full cross-tabulations, visit the [BEPI](#) website or contact [Monica Escaleras](#), Ph.D. 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 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.