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Hispanics' Consumer Confidence is Strong Going into 2019 as Optimism Continues to Grow about Their Financial Situation *President Trump's Job Approval Improves to 40 Percent*

BOCA RATON, Fla. (Jan. 14, 2019) – Consumer confidence among Hispanics in the U.S. improved in the fourth quarter of 2018 as optimism continued to grow about their financial situation as well as the economic outlook for the U.S., according to a new national consumer sentiment index conducted by the Florida Atlantic University Business and Economics Polling Initiative (FAU BEPI) in FAU's College of Business.

The Hispanic Consumer Sentiment Index, taken from October through December 2018, stands at 98.5, up nearly five points from the third quarter of 2018 when the Index stood at 93.7. The index is now just above the fourth quarter score of 98.2 for the overall U.S. population as published in December by the University of Michigan.

Overall, 71 percent of Hispanics said they are financially better off today than a year ago, up nine points from the third quarter of 2018 (62 percent). Looking at the year ahead, 74 percent of Hispanics indicated they will be better off over the next year, up slightly from 72 percent in the third quarter. Their short-run economic outlook dipped slightly, with 59 percent of Hispanics saying they expect the country as a whole to experience good business conditions in the upcoming year, down a point from the third quarter.

Hispanics' long-run outlook continued to improve, with 59 percent of Hispanics expecting good times for the country as a whole over the next five years, up slightly from the third quarter (58 percent). Overall, 62 percent of Hispanics think it is good time to buy big-ticket items for the home, up from 58 percent in the third quarter.

“Even though for the last few weeks there has been volatility in stock prices, it seems that has not affected consumers' optimism regarding their personal finances and economic outlook of the country,” said Monica Escaleras, Ph.D., director of FAU BEPI. “Hispanics' consumer sentiment is high going into 2019.”

Positive economic conditions have also helped President Trump's approval rating among Hispanics, which continued to improve from 37 to 40 percent in the fourth quarter

of 2018. Of those surveyed, 30.9 percent identified themselves as Republicans, 40.8 percent Democrats, 15.3 percent Independents and 13 percent were not registered.

The survey was conducted nationally from Oct. 1 to Dec. 31, 2018. The random polling sample consisted of 700 Hispanics, 18 years of age and older, with a margin of error of +/- 3.7 percent. The survey was administered using both landlines via IVR data collection and online data collection using [Survey Sampling International](#). Responses for the entire sample were weighted to reflect the national distribution of the Hispanic population by region, education, gender and age according to latest American Community Survey data.

For more information, polling results and full cross-tabulations, visit business.fau.edu/bepi or contact [Monica Escaleras](#), Ph.D. at mescaler@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.