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**BUSINESS AND ECONOMICS  
POLLING INITIATIVE**

College of Business  
Florida Atlantic University

**Hispanic Attitudes toward Holiday Shopping**

**October 2016**

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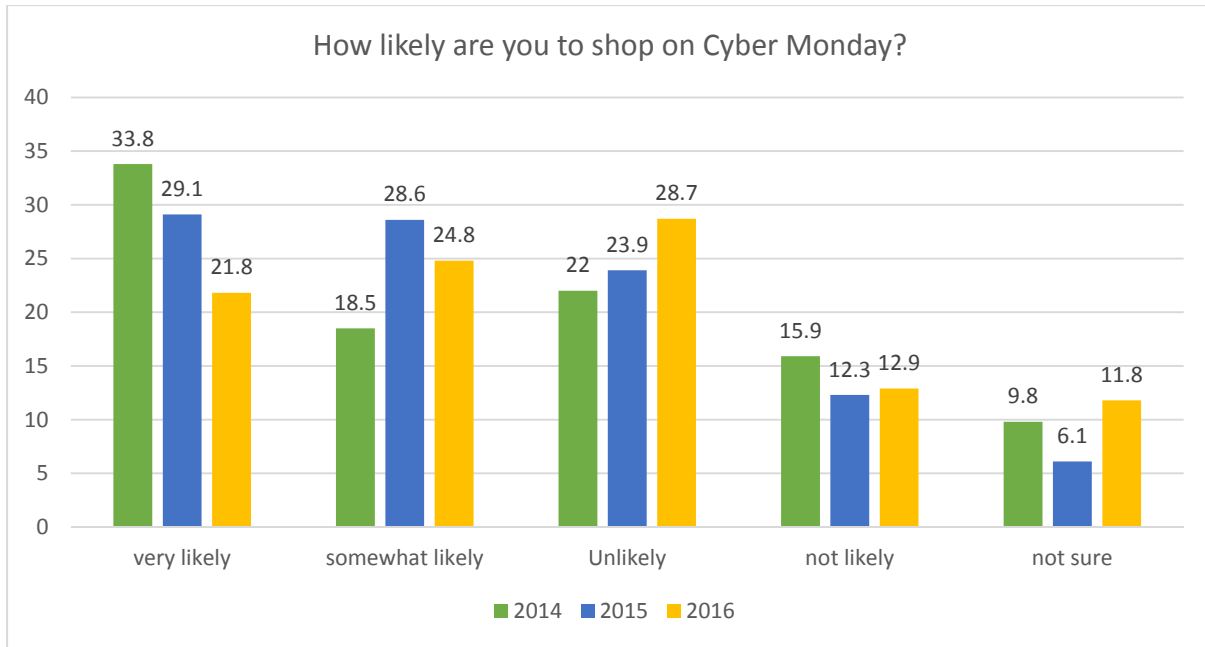
## Holiday Shopping



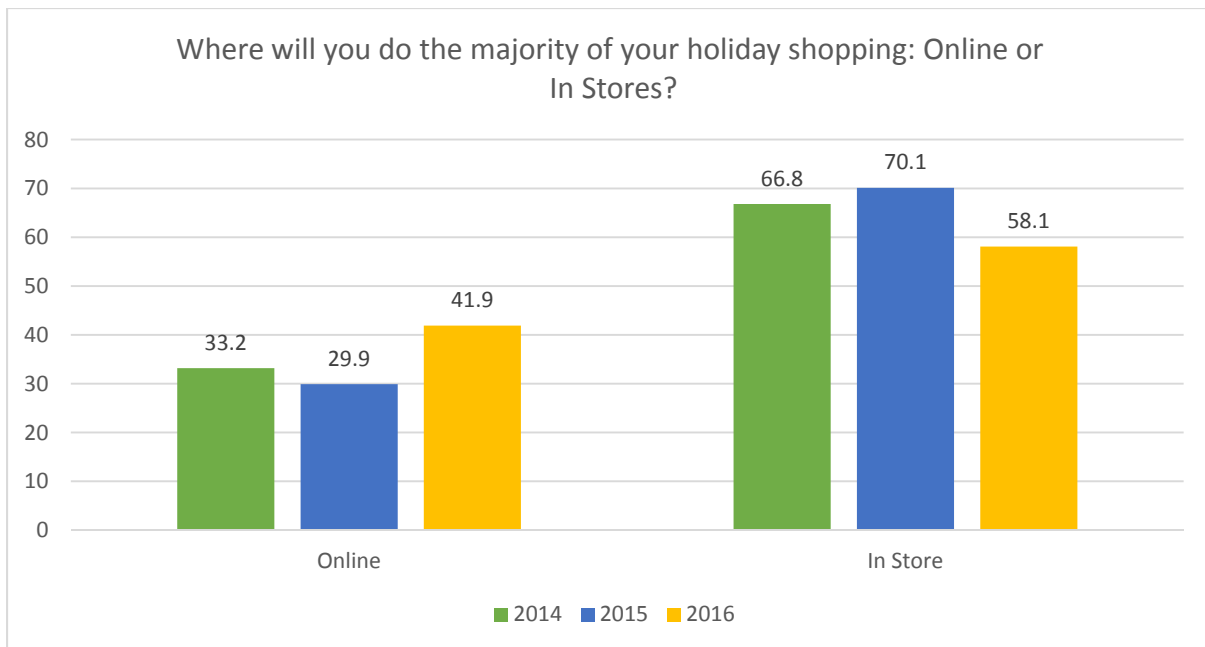
The number of people who said they would not be shopping in 2016 has increased by 10 points from 11.1% to 21% suggesting that Hispanics are a little bit more cautious of their holiday spending this year. Earlier shopping also has declined.

Younger Hispanics are more likely to shop this holiday season with only 10.8% saying they are not planning on shopping this holiday season. Among those between 34-55 years old, 33.7% are not planning on shopping this holiday season and 18% of those over 55 are not planning on shopping this holiday season. As expected the bottom income households of under \$25,000 are less likely to shop (42%).

Black Friday shopping looks to remain the same as 2015 with 59% of Hispanics saying they are somewhat to very likely to shop on Black Friday in 2016. Younger Hispanics are more likely to shop on black Friday (70%) while only 42% of those over 55 said they plan to shop on Black Friday.

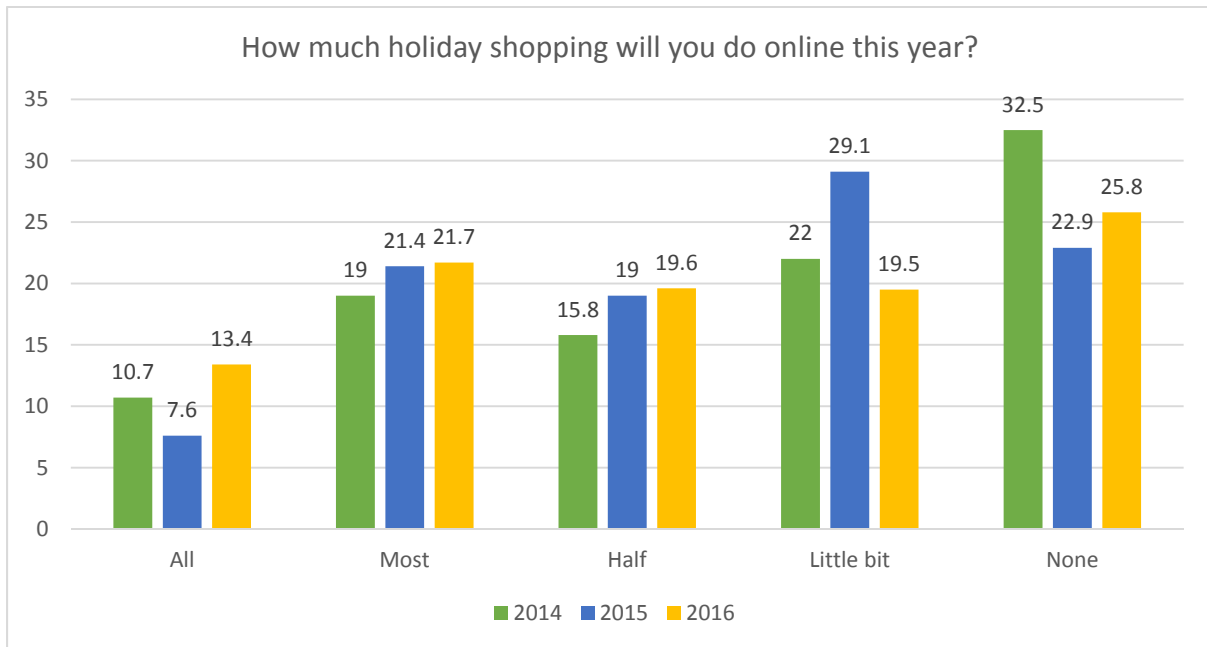


Overall, Hispanics are less likely to shop on Cyber Monday compared to 2015 (46% vs. 57.7%). Younger Hispanics are more likely to shop on Cyber Monday than older Hispanics (70% vs. 57.3% (34-54 year old) and 41.6% (55+)). Cyber Monday is most popular in the Midwest (59.25), followed by the Northeast (50.3%).

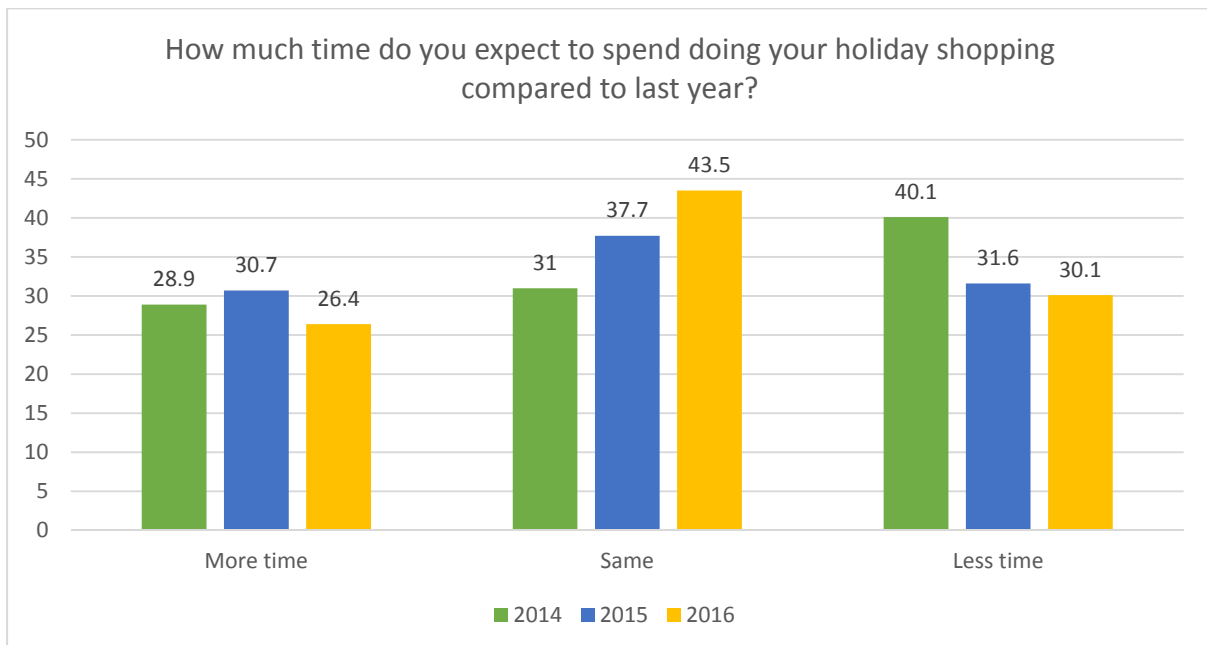


Online shopping has increased since last year with 41.9% of Hispanics saying they plan to shop online compared with 29.9% in 2015. Females are more likely to shop online than males (46.8% vs. 37.1%).

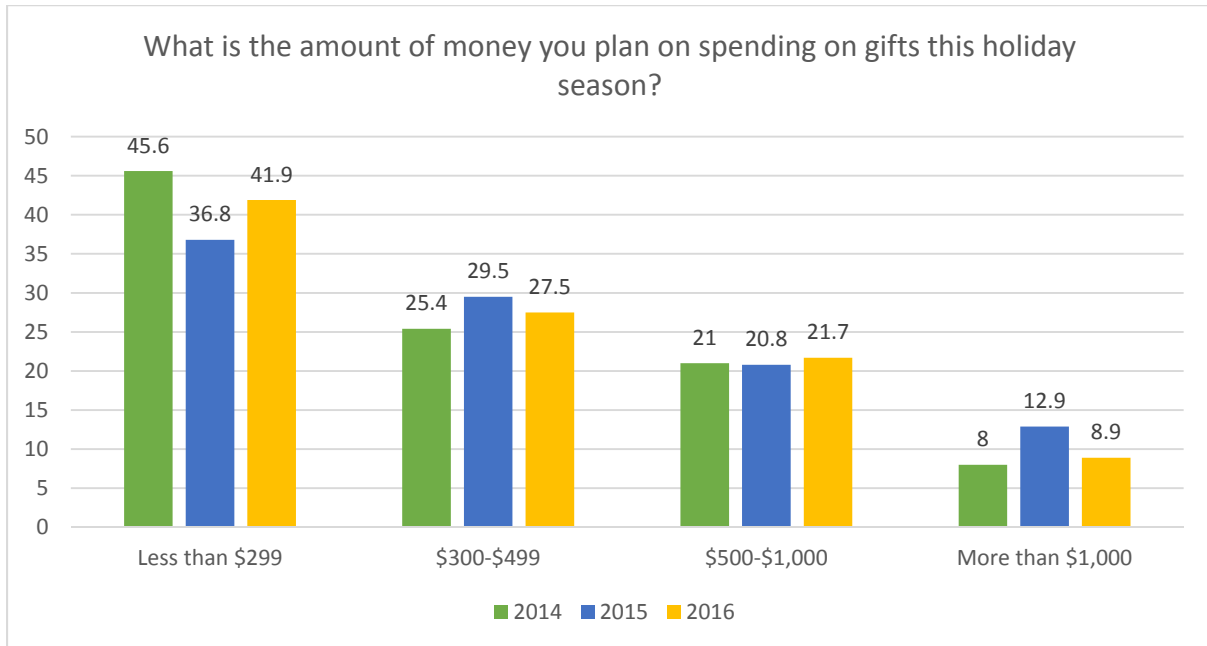
Online shopping is popular among young Hispanics with 59% of those under 34 years old saying they will shop online.



Overall, the number of Hispanics planning to buy online has slightly decreased compared to 2015 (74% vs. 77%). Older Hispanics are less likely to shop online (62.8%) while 30% of those 35-54 are not planning to shop online and only 5.4% of those under 34 are not planning to shop online.



Overall, Hispanics are planning to spend slightly less time shopping this year compared to 2015 (30% vs. 31.6%). Males plan to spend less time doing holiday shopping than females (31.5% vs. 28.6%).



Overall, 91.1% of Hispanics are planning to spend less than \$1,000 on gifts this holiday season, down 4 points compared to 2015 (87.1%). Those with income higher than \$75,000 are more likely to spend more than \$1,000 on gifts (23.2%), compared to those with incomes less than \$25,000 (4.9%).



Overall, the number of Hispanics using credit cards to pay their purchases has increased by 4.1 points compared to 2015. Females are more likely to use credit cards compared to males (34.1 vs. 24.7). Younger Hispanics are more likely to use credit cards to pair their purchases compared to the older age groups (35.6% (18-34) vs. 22.7% (35-54) and 28.8% (55+)).

## Survey Instrument

What is your gender?

- Press 1 for Female
- Press 2 for Male

What is your age group?

- Press 1 for 17 and under (end survey)
- Press 2 for 18-34
- Press 3 for 35-54
- Press 4 for 55 and above

Are you of Hispanic, Latino or Spanish origin?

- Press 1 if you're not of Hispanic, Latino or Spanish origin (end survey)
- Press 2 for yes, Mexican, Mexican American, Chicano
- Press 3 for yes, Puerto Rican
- Press 4 for yes, Cuban
- Press 5 for yes another Hispanic, Latino or Spanish origin
- Press 6 to repeat the answer choices

When do you expect to do most of your holiday shopping this year?

- Press 1 for I've already started
- Press 2 for I will start before Thanksgiving but have not started yet
- Press 3 for From Thanksgiving/Black Friday to the end of November
- Press 4 for December 1 to December 14 (first two weeks of December)
- Press 5 for December 15 to Christmas Day (Within 10 days of Christmas)
- Press 6 for Not shopping this holiday season

How likely are you to shop on the day after Thanksgiving ("Black Friday")?

- Press 1 for Very Likely
- Press 2 for Somewhat Likely
- Press 3 for Unlikely
- Press 4 for Not at all likely
- Press 5 for Not sure

How likely are you to shop on Cyber Monday?

- Press 1 for Very Likely
- Press 2 for Somewhat Likely
- Press 3 for Unlikely
- Press 4 for Not at all likely
- Press 5 for Not sure

Where Will You Do the majority of Your Holiday Shopping: Online or In Stores?

- Press 1 for Online
- Press 2 for In store

How much of your holiday shopping will you do online this year?

- Press 1 for all of it
- Press 2 for most of it
- Press 3 for about half of it
- Press 4 for just a little of it
- Press 5 for none of it

Do you expect to spend more, the same, or less on your holiday shopping this year compared to last year?

- Press 1 for more than last year
- Press 2 for the same as last year
- Press 3 for less than last year

What is the total amount of money you plan on spending on gifts this holiday season?

- Press 1 for less than \$299
- Press 2 for \$300-\$499
- Press 3 for \$500-\$1,000
- Press 4 for more than \$1,000
- Press 5 to repeat your answer choices

How do you expect to pay for your purchases during this holiday shopping?

- Press 1 for Cash
- Press 2 for Credit financing
- Press 3 for Other

What is your educational level?

- Press 1 for less than high school
- Press 2 for high school degree or equivalent
- Press 3 for some college but no degree
- Press 4 for a college degree/Graduate degree

What is your income level

- Press 1 for under \$25,000
- Press 2 for \$25,001-\$75,000
- Press 3 over \$75,000



## **Methodology**

The July survey is the twenty-fourth in a series of survey's that gauges attitudes of Hispanic and Latino's in the United States. The data is collected using a mixed mode sample of online and telephone participants. The question design and analysis for the Index of Consumer Sentiment is adopted from the University of Michigan's which began in 1946, measuring consumer attitudes and expectations, and are used to evaluate economic trends and prospects (<http://www.sca.isr.umich.edu/reports.php>)

All respondents interviewed in this study were part of a fully representative sample using mixed mode random stratified probabilistic sampling method of N=500 Hispanics over the age of 18, based on a series of screening questions. The margin of error for the sample is +/- 4.33% in 19 of 20 cases.

The survey was administered using an Automated Telephone Interviewing (ATI) system (n=160). The ATI system allows data to be entered directly into a computerized database through the numbers on interviewee's phone, providing a highly reliable system of data collection. The survey was also administered through Survey Sampling International (SSI) a Worldwide Leader in Survey Sampling and Data Collection Solutions, across every mode, for 36 Years. An online sample consisted of (n=340) Hispanics. There was a 4.6% response rate for the ATI calls.

The survey was presented in both English (n=303) and Spanish (n=197) versions.

The survey was conducted October 1-31, 2016.

The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population.

In the cases where cross tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown. A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

## Survey Parameters

Hispanic/Latino's, United States, 18+

	Total	Percentage
<b>Age</b>	<a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table</a>	
18 to 34 years	15,080,185	0.424693
35 to 54 years	13,605,329	0.383158
55 years and over	6,822,923	0.192149
<b>Gender</b>	<a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table</a>	
Male	17,917,947	0.504611
Female:	17,590,490	0.495389
<b>Region</b>	<a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B01001I&amp;prodType=table</a>	
Northeast	5,181,117	0.145912
Midwest	3,073,012	0.086543
South	13,033,187	0.367045
West	14,221,121	0.4005
<b>Income</b>	<a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B19001I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B19001I&amp;prodType=table</a>	
Under \$25,000	4016453	0.285929
\$25,001-\$75,000	6580271	0.468446
Over \$75,001	3450303	0.245625
<b>Edu</b>	<a href="http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_C15002I&amp;prodType=table">http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_C15002I&amp;prodType=table</a>	
Less than 12th grade	10436617	0.358917
GED or High School	7796598	0.268126
Some college, Associates	6806741	0.234085
Bachelor's degree/ Graduate	4038148	0.138872

## Demographic Results (Frequency Tables)

### Mode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Telephone	160	31.9	31.9	31.9
	Online	340	68.1	68.1	100.0
	Total	500	100.0	100.0	

### Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	English	303	60.6	60.6	60.6
	Spanish	197	39.4	39.4	100.0
	Total	500	100.0	100.0	

### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	247	49.5	49.5	49.5
	Male	252	50.5	50.5	100.0
	Total	500	100.0	100.0	

### Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	212	42.5	42.5	42.5
	35-54	191	38.3	38.3	80.8
	55+	96	19.2	19.2	100.0
	Total	500	100.0	100.0	

**Education Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than HS	179	35.9	35.9	35.9
	HS or equivalent	134	26.8	26.8	62.7
	some college, no degree	117	23.4	23.4	86.1
	College degree	69	13.9	13.9	100.0
	Total	500	100.0	100.0	

**Party Affiliation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	136	27.3	27.3	27.3
	Republican	218	43.6	43.6	70.9
	Another Party	94	18.8	18.8	89.6
	Not Registered	52	10.4	10.4	100.0
	Total	500	100.0	100.0	

**Income Level**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under \$25,000	143	28.6	28.6	28.6
	\$25,001-\$75,000	234	46.8	46.8	75.4
	\$75,000+	123	24.6	24.6	100.0
	Total	500	100.0	100.0	

**Region**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northeast	73	14.6	14.6	14.6
	Midwest	43	8.7	8.7	23.3
	South	183	36.7	36.7	59.9
	West	200	40.1	40.1	100.0
	Total	500	100.0	100.0	