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Survey: Hispanic shoppers to spend less on holidays

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Nearly 40 percent of Hispanics said they will spend less on holiday shopping compared to last year, according to a Florida Atlantic University survey.

That compares with 29 percent who said they will spend more money and 31 percent who said they will spend the same as last year, according to FAU's Business and Economic Polling Initiative.

Only 13 percent of Hispanics with annual income of more than \$75,000 said they will spend less than last year while more than half of Hispanics who have annual incomes of \$25,000 said they'll spend less. Of those surveyed, 67 percent also said they preferred brick-and-mortar shopping to online, the Sun Sentinel reports.

Thirty percent of Hispanics said they will do most or all their shopping online, and 16 percent said they will do half of their shopping online. However, 33 percent said they will not shop online at all.

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Shaun Bevan is the digital producer for the South Florida Business Journal. Stay on top of the latest business news with our free daily newsletter. [Click here to subscribe.](#)