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FAU National Poll Shows Hispanics Are More Cautious About Holiday Spending And The Economy

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BOCA RATON, Fla., Nov. 17, 2016 /PRNewswire-USNewswire/ -- Hispanics are more cautious about their holiday spending this year with 1 in 5 saying they will not be shopping at all, according to a national survey by the Florida Atlantic University Business and Economics Polling Initiative (FAU BEPI).

FAU BUSINESS AND ECONOMICS POLLING INITIATIVE College of Business Florida Atlantic University

The number of respondents who said they would not shop in 2016 has increased by 10 points since the 2015 survey, from 11 percent to 21 percent. Others plan to delay holiday shopping. Earlier shopping has declined, with 18 percent of Hispanics saying they already started to shop, compared with 25 percent in 2015 and 24 percent in 2014.

"Hispanics became less optimistic about prospects for the economy compared to September," said Monica Escalante, Ph.D., director of the BEPI. "This may simply be a temporary reaction due to the uncertainty caused by the presidential election or part of a continued downward trend in consumer confidence among Hispanics."

More than 33 percent of those 35 to 54 years old and 16 percent of those over 55 are not planning to shop this holiday season. Younger Hispanics appear to be less cautious, however. As a group, 18 to 34 year olds said they are more likely to shop this holiday season, with only 10.8 percent saying they are not planning on shopping.

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