

PRESS RELEASE

FAU National Poll Shows Hispanics are More Cautious about Holiday Spending and the Economy

Published: Nov 17, 2016 7:00 a.m. ET

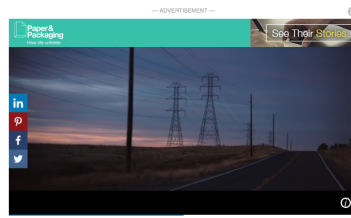


BOCA RATON, Fla., Nov. 17, 2016 /PRNewswire-USNewswire/ -- Hispanics are more cautious about their holiday spending this year with 1 in 5 saying they will not be shopping at all, according to a national survey by the Florida Atlantic University Business and Economics Polling Initiative (FAU BEPI).

The number of respondents who said they would not shop in 2016 has increased

and 24 percent in 2014.

"Hispanics became less optimistic about prospects for the economy compared to September," said Monica Escaleras, 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 18 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.

Black Friday shopping looks to remain the same as 2015 with 59 percent of Hispanics saying they are somewhat to very likely to shop the Friday after Thanksgiving this year. Hispanics are less likely to shop on Cyber Monday, the day after the Thanksgiving holiday weekend known for online sales (46 percent this year compared to 57 percent in 2015).

The Hispanic Consumer Sentiment Index dropped in October to 100.8, down slightly from 102.6 in September. When respondents were asked if they think it is a good time to buy big ticket items such as refrigerators, automobiles, etc., 62 percent said yes, marking the third straight month this component of the index has seen a drop (74 percent in August and 68 percent in September).

The survey was conducted nationally from Oct. 1 through Oct. 31. The polling sample consisted of 500 Hispanics with a margin of error of +/- 4.33 percent and a 95 percent confidence level.

Logo - <http://photos.prnewswire.com/prnh/20150508/214770/LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/fau-national-poll-shows-hispanics-are-more-cautious-about-holiday-spending-and-the-economy-300364521.html>

SOURCE Florida Atlantic University Business and Economics Polling Initiative

Copyright (C) 2016 PR Newswire. All rights reserved

The MarketWatch News Department was not involved in the creation of the content.

SPONSORED RESULTS

- | | |
|---|--|
| 1. Best Rated Medicare Plans | 5. Best Retirement Investments |
| 2. Top Stocks to Buy Now | 6. High-Dividend ETFs |
| 3. Best Retirement Plans | 7. Invest in Gold ETF |
| 4. 10 Best Financial Advisors | 8. How to Consolidate Student |

You find yourself checking the Dow before your newsfeed. Now what? **Learn more**

MERRILL EDGE
It's Investing. Streamlined.
[Learn more](#)

NASDAQ 5,432.14 ↑ +0.27%

Deloitte & Touche
At Deloitte, the problems with audit quality and professionalism start at the top

MW
Fed to hike interest rates next week while ignoring the elephant in the room

MW
These dogs make up to \$10K per social media post

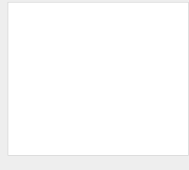
MARKETWATCH PARTNER CENTER

Ametrade [Access all your devices](#)

Scottrade \$7 Online Trades, \$9 Set-Up Fees

50 PER CONTRACT [OPEN A HOUSE \(START TRADING\)](#)

E*TRADE



SPONSORED FINANCIAL CONTENT

Homeowners Must Claim Their \$472 Before End of 2016.
Innovative Metrics

A massive stock market rally is

SPONSORED FINANCIAL CONTENT

Homeowners Must Claim Their \$472 Before End of 2016.
Innovative Metrics

A massive stock market rally is our do-or-die, according to the Sovereign Society

While many react to short-term trends, it's good to think long-term.

Richard Branson's race to outpace

MFS Investment Management
Ron Paul: "Buying Gold Will Not Be Enough -- Here's Next Step To 'Take' Stansberry Research

<p>LUXURY REAL ESTATE</p> <p>Gatsby-esque mansion on Long Island gets \$15M chopped off its \$100M asking price</p> <p>View More</p>	<p>DONALD TRUMP</p> <p>Insight and analysis on a Donald Trump presidency</p> <p>View More</p>	<p>REAL ESTATE</p> <p>Ho, ho, huh? The 7 most bizarre real estate stories of 2016</p> <p>View More</p>	<p>SECTORWATCH</p> <p>Richard Branson's race to outpace</p> <p>View More</p>
--	---	--	--

SPONSORED HEADLINES

<p>The Rare Advice Jim Cramer is Giving To Individual Investors</p> <p>Real Money</p>	<p>Social Security Could End As Soon As 2017</p> <p>The Sovereign Society</p>	<p>How To Invest Your First \$500 in 2017</p> <p>NextWater</p>	<p>Ron Paul: "Buying Gold Will Not Be Enough -- Here's Next Step To 'Take' Stansberry Research</p> <p>Investing Daily</p>	<p>My #1 Rule: Don't Buy Options</p> <p>Investing Daily</p>
--	--	---	--	--