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

Published Nov 14, 2016 3:00 am ET

The number of respondents who said they would cut their holiday spending has increased to 24 percent in 2016.

"Hispanics became less optimistic about prospects for the economy compared to September," said Monica Acevedo, Ph.D., director of the 600th. "This may simply be a temporary reaction due to the uncertainty created by the presidential election or part of a consumer downward trend in consumer confidence among Hispanics."

More than 52 percent of those 30 to 44 years old and 16 percent of those over 55 are not planning to shop this holiday season. "Younger Hispanics appear to be less cautious," Acevedo added. As a group, 18- to 24-year-olds said they are more likely to shop this holiday season, with only 15.8 percent saying they are not planning to shop.

Black Friday shopping tactics remain the same as 2015 with 93 percent of Hispanic shoppers saying they will work as many or more hours than they did last year. Hispanic consumer confidence in October was down slightly from October. When respondents were asked if they think the dollar is a good value, 59 percent agreed. The dollar index is a measure of the currency's strength and is the primary component of the index.

The survey was conducted nationally from Oct. 1 through Oct. 31. The polling sample consisted of 400 Hispanic with a margin of error of 4.83 percent and a 99 percent confidence level.

Source: Florida Atlantic University's Business and Economics Polling Initiative

To view the original version on MarketWatch, visit https://www.marketwatch.com/story/fau-national-poll-shows-hispanics-are-more-cautious-about-holiday-spending-and-the-economy-2016-11-14