U.S. Latinos more cautious about their holiday spending this year, poll finds

A new poll of holiday shopping habits shows that Latinos are approaching the holidays more conservatively than they have in previous years.

According to an annual survey of telephone and online panels conducted by The Associated Press-NORC Center for Public Affairs Research, nearly one in five Hispanics report they will not go to any Christmas and Hanukkah shopping at all this year, up from 13% last year.

And while some report strong feelings about spending less or avoiding gift-giving altogether, the trend is not universal. About one in four Hispanics report they will spend more on gifts this year, compared to one in five last year.

"In recent years, we have seen a decline in spending among Hispanics, particularly during the holiday season," said Frank S. (Frank) Schubert, principal at Schubert Leffler Group, a market research firm. "This trend likely reflects the economic challenges facing many families, especially those with lower incomes."