FAU Survey: Hispanic Consumer Confidence in the United States in Sharp Decline

DOCA RAYTON, Ph.D., July 18, 2022, FAU Beach | The Miami Herald

Hispanic consumer confidence among Hispanics in the United States has seen a sharp decline in the second quarter of 2022 amid fears of rising inflation and an impending recession.

The Hispanic Consumer Sentiment Index decreased to 70.13 compared to 92.41 in the first quarter, 88.76% in the fourth quarter of 2021, and 93.0% in the same quarter last year, according to the Florida Atlantic University Business and Economics Survey Initiative (FAU-BEIS) of the FAU School of Business.

“Hispanic consumers have remained relatively optimistic about their situation despite constant inflation, but patience is starting to wear off,” said Misty Escalante, Ph.D., Director of FAU-BEIS. “It is clear that inflation over the last four decades plus predictions of an imminent recession are affecting the opinion of Hispanics regarding their economic situation in particular, and the economy of the United States in general.”

FAU-BEIS presented a five-question survey and the 692 interviewees showed less optimism in their five answers.

Regarding the opinion of Hispanics about their economic situation in particular, only 56% stated that they are better off financially than the previous year, which means a lower comparison percentage to the 65% registered in the first quarter, 59% registered in the fourth quarter of 2021, and 65% registered in this same quarter but last year.

In addition, 71% expect to be more optimistic about their economic situation in a year’s time, compared to 75% in the first quarter, 79% in the fourth quarter of 2021, and 74% in the second quarter of 2022. Only 31% believe it is a good time to buy expensive household items, compared to 56% in the first quarter, and 53% in both the fourth and second quarters of 2021.

Regarding the economic forecast of Hispanics on the economy of the United States, only 47% stated that they expect the economy to offer good business conditions in the coming year, compared to 55% in the first quarter and 51% in both the fourth and fourth quarters of 2022.

Regarding the long-term economic forecast, 53% expect the business situation to be favorable in five years, compared to 65% registered in the first quarter, 53% registered in the fourth quarter of 2021, and the 58% registered in this same quarter but last year.

The survey was based on a sample of Hispanic adults taken from April 1 through June 30. The survey results and cross tabulations can be viewed here.