

FLORIDA CONSUMER SENTIMENT INDEX
April 29, 2025
FOR IMMEDIATE RELEASE



From:
UF Survey Research Center
Bureau of Economic and Business Research
College of Liberal Arts and Sciences
University of Florida
P. O. Box 117145, Gainesville, Florida 32611-7145

Consumer Sentiment

Consumer sentiment among Floridians declined for the third consecutive month, dropping 1.8 points in April to 77 from a revised figure of 78.8 in March. This decline was smaller than the 4.8-point drop observed in national sentiment

“Consumer sentiment in Florida has been on a downward trend over the past three months, largely driven by declines in Floridians’ expectations about future economic conditions. These expectations have been steadily decreasing since the beginning of the year, reflecting growing uncertainty about the economy. Among the contributing factors are ongoing concerns about the potential impact of tariffs and the uncertainty surrounding future policy decisions,” said Hector H. Sandoval, director of the Economic Analysis Program at UF’s Bureau of Economic and Business Research.

Among the five components that make up the index, one increased and four decreased.

Floridians’ opinions about current economic conditions were mixed. Opinions of personal financial situations compared with a year ago increased slightly seven-tenths of a point, from 67.5 to 68.2. These views were shared by most Floridians, except for men and people with an annual income over \$50,000, who reported more negative views. In contrast, opinions on whether now is a good time to buy a big-ticket item, such as cars or furniture, decreased slightly eight-tenths of a point, from 69.2 to 68.4. These views were split across demographics, with women and people younger than 60 expressing more favorable opinions, while people with an annual income under \$50,000 reported no change.

Floridians’ views of future economic conditions worsened in April, signaling a pessimistic outlook ahead as all three components declined. Expectations of personal financial situations a year from now saw the steepest decline, dropping 4 points from 92.7 to 88.7. Outlooks of U.S. economic conditions over the next year decreased 3.5 points from 81.6 to 78.1. Additionally, expectations of U.S. economic conditions over the next five years fell 1.4 points from 83.1 to 81.7. Notably, these downward trends were observed across all sociodemographic groups, except for the latter component, where women and people aged 60 and older reported more positive economic expectations for the national economy over the next five years.

In April, new tariffs on imported goods from U.S. trading partners were announced but later postponed. However, tariffs on goods from China remained in place, triggering retaliation. “The imposition of these tariffs, along with the reversal of some decisions, has increased economic uncertainty, particularly regarding trade policy. This uncertainty surrounding has made Floridians uneasy, as reflected in this month’s consumer sentiment reading, particularly in their expectations about future economic conditions,” said Sandoval.

“Despite the substantial increase in economic uncertainty in April, the decline in sentiment was notably smaller than those observed in February and March. A similar trend was observed at the national level, suggesting that there may be no more substantial declines in sentiment in the near future. Looking ahead, future measures of consumer sentiment will help assess whether the declines have slowed, indicating a potential stabilization in sentiment,” Sandoval added.

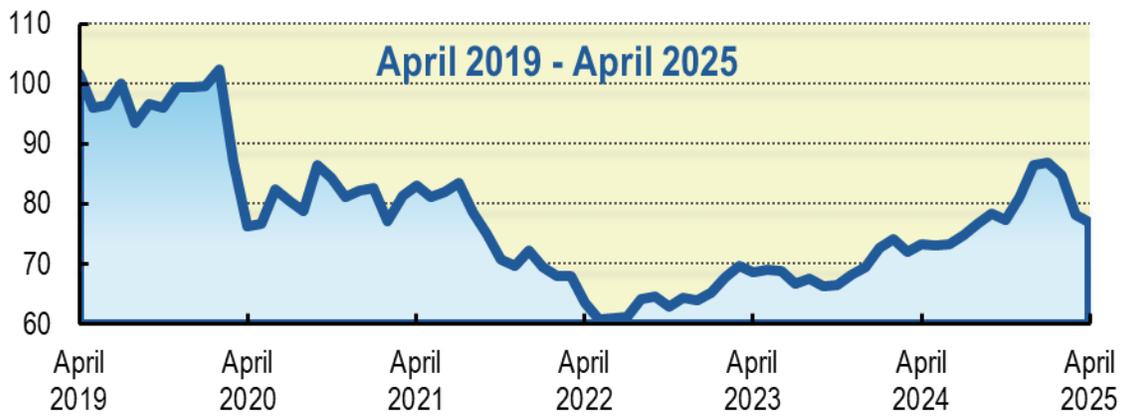
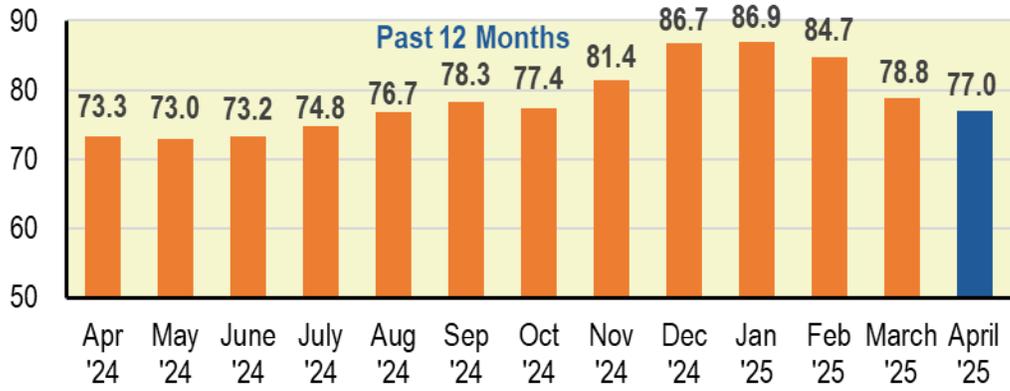
Conducted March 1 to April 24, the UF study reflects the responses of 324 individuals who were reached on cellphones and 267 individuals reached through an online panel, a total of 591 individuals, representing a demographic cross section of Florida. The index used by UF researchers is benchmarked to 1966, which means a value of 100 represents the same level of confidence for that year. The lowest index possible is a 2, the highest is 150.

Details of this month’s survey can be found at <https://www.bebr.ufl.edu/florida-consumer-sentiment/>

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Florida Consumer Sentiment Index



Courtesy of University of Florida Bureau of Economic and Business Research

FLORIDA ECONOMIC AND CONSUMER SURVEY†
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	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25
Consumer Sentiment Index													
FLORIDA	73.3	73.0	73.2	74.8	76.7	78.3	77.4	81.4	86.7	86.9	84.7	78.8	77.0
Men	79.6	79.4	77.7	81.1	83.5	83.4	83.8	89.1	96.3	96.1	94.9	89.4	84.4
Women	67.9	67.5	68.6	68.7	70.2	73.5	71.6	74.6	78.0	77.9	74.7	69.1	70.4
Under age 60	75.3	71.5	71.2	74.1	77.3	79.5	77.8	81.9	88.2	89.8	88.8	83.0	81.9
Aged 60 and over	69.3	74.3	75.9	76.5	76.7	76.7	76.4	80.6	83.8	79.2	74.6	71.2	70.3
Income under \$50,000	67.7	68.4	66.9	67.9	69.0	73.6	73.6	76.6	80.9	77.8	76.0	71.5	71.8
Income \$50,000 and over	76.5	76.4	78.2	79.2	80.4	80.6	80.6	85.5	90.7	92.5	89.9	83.1	80.4
Personal financial situation now compared to a year ago													
FLORIDA	61.2	59.8	58.6	60.1	59.5	58.5	57.3	61.9	61.6	62.6	68.7	67.5	68.2
Men	65.0	63.8	64.5	64.8	63.3	65.0	67.1	69.8	67.5	70.1	78.8	78.0	77.2
Women	58.0	56.2	52.7	55.5	55.8	52.2	48.5	55.0	56.3	55.4	58.8	57.8	60.1
Under age 60	63.4	55.8	58.6	63.3	62.5	60.8	55.3	61.5	65.8	68.0	73.4	71.8	72.2
Aged 60 and over	57.0	63.9	58.5	55.7	55.1	54.9	59.3	62.3	53.6	49.6	56.6	58.0	62.2
Income under \$50,000	48.3	49.4	46.0	45.2	43.1	44.1	48.8	54.3	51.3	49.5	51.5	51.3	58.2
Income \$50,000 and over	67.9	66.5	67.4	68.3	67.7	65.3	64.0	68.7	69.4	71.2	77.3	74.5	72.4
Personal financial situation expected one year from now													
FLORIDA	82.6	85.3	87.4	88.7	92.6	93.7	90.8	95.9	102.6	102.2	98.4	92.7	88.7
Men	88.6	92.0	88.7	91.1	97.8	97.4	96.8	104.0	112.2	110.3	106.7	99.8	92.6
Women	77.4	79.4	86.1	86.4	87.7	90.3	85.3	88.7	94.0	94.4	90.3	86.2	85.1
Under age 60	90.6	89.7	91.4	93.0	97.0	100.9	97.7	100.6	105.9	105.2	102.7	99.5	96.1
Aged 60 and over	70.6	78.1	80.1	82.2	86.8	83.5	80.0	87.1	95.4	93.1	86.0	80.0	78.8
Income under \$50,000	76.6	87.7	83.2	78.1	83.1	88.4	88.6	91.6	94.6	92.6	93.1	88.9	85.9
Income \$50,000 and over	86.5	83.4	89.2	93.9	97.2	96.0	92.6	99.1	107.4	107.6	101.3	95.4	90.6
Expected national economic conditions over the next year													
FLORIDA	76.2	76.1	75.2	78.4	83.7	88.1	87.4	91.1	99.4	96.5	88.5	81.6	78.1
Men	80.6	81.6	80.1	86.9	91.4	90.3	92.1	101.2	112.4	107.2	99.3	93.0	87.1
Women	72.4	71.3	70.3	70.1	76.3	86.1	83.3	82.1	87.6	86.0	77.8	71.2	70.0
Under age 60	76.5	72.9	69.8	74.8	83.4	87.7	87.8	92.2	101.2	99.0	92.2	85.8	83.2
Aged 60 and over	74.7	79.7	82.4	84.6	85.9	89.3	86.5	88.7	95.4	88.5	78.3	74.1	70.8
Income under \$50,000	72.9	74.1	70.3	75.0	79.3	85.5	83.7	86.2	94.6	86.8	80.5	76.7	74.5
Income \$50,000 and over	78.6	79.2	80.3	81.1	85.8	89.7	90.2	94.4	102.4	102.6	93.4	84.7	81.1

Expected national economic conditions over the next 5 years

FLORIDA	82.6	82.0	82.6	85.0	88.3	90.4	90.3	93.1	96.5	95.1	90.1	83.1	81.7
Men	89.4	88.2	86.4	93.2	97.2	93.8	94.0	101.0	109.6	106.7	100.8	95.5	91.0
Women	76.8	76.6	78.9	76.9	79.6	87.1	87.0	86.0	84.6	83.8	79.5	71.7	73.4
Under age 60	81.8	80.0	78.3	81.3	88.0	90.9	90.5	92.9	96.6	96.9	93.8	87.0	85.3
Aged 60 and over	83.0	84.3	89.0	91.4	89.9	89.9	90.3	93.7	95.8	90.0	80.0	76.3	77.2
Income under \$50,000	79.0	75.1	77.3	84.3	85.4	90.5	89.9	89.9	91.2	88.2	85.5	79.7	79.6
Income \$50,000 and over	84.6	86.9	87.0	85.7	89.7	91.0	91.6	95.7	99.2	98.7	93.3	86.2	84.2

Is this a good time to buy major household items?

FLORIDA	63.9	62.0	62.1	62.0	59.6	60.9	60.9	65.2	73.3	77.9	77.9	69.2	68.4
Men	74.4	71.2	68.9	69.5	67.8	70.5	68.8	69.5	79.7	86.2	88.7	80.8	73.8
Women	54.9	53.9	55.3	54.6	51.6	51.7	53.8	61.4	67.6	69.9	67.2	58.6	63.5
Under age 60	64.1	58.8	57.6	58.2	55.6	57.2	57.7	62.3	71.4	79.8	81.8	70.8	72.7
Aged 60 and over	61.2	65.7	69.5	68.7	65.9	65.8	65.8	71.0	78.6	75.0	71.9	67.6	62.2
Income under \$50,000	62.0	55.9	57.9	57.0	54.1	59.4	57.1	60.6	72.6	71.6	69.2	60.8	60.8
Income \$50,000 and over	64.8	66.0	67.2	66.9	61.5	61.1	64.6	69.9	75.2	82.5	84.0	74.7	73.7

*Revised. †Preliminary.

FLORIDA ECONOMIC AND CONSUMER SURVEY†**April 29, 2025****Bureau of Economic and Business Research****University of Florida**

Sample Size	591	Race		Gender	
		% Non-white	23	% Male	53
Average age	52	% White	77	% Female	47
Income Characteristics		Hispanic Origin		Region	
less than \$20,000:	9.9	% Yes	17	% North	24.0
\$20,000 to \$29,999:	6.0	% No	83	% Central	21.5
\$30,000 to \$49,999:	16.1			% Southeast	30.0
over \$50,000:	68.0			% Southwest	24.5

Data Collection Dates: March 1, 2025 to April 24, 2025