

FLORIDA CONSUMER SENTIMENT INDEX
June 3, 2025
FOR IMMEDIATE RELEASE



From:
UF Survey Research Center
Bureau of Economic and Business Research
College of Liberal Arts and Sciences
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Consumer Sentiment

After three consecutive months of declines, consumer sentiment among Floridians grew in May, increasing 3.7 points to 81 from a revised figure of 77.3 in April. In contrast, national sentiment remained unchanged.

“Consumer confidence had declined sharply in recent months, largely driven by falling spending intentions and growing pessimism about the national economy. In May, however, the rebound in sentiment was supported by a marked improvement in both Floridians’ willingness to make big-ticket purchases and their long-term outlook on the U.S. economy. This shift is likely tied to the easing of trade tensions between the U.S. and China earlier in the month, which included a reduction in tariffs on Chinese imports. These changes have likely eased some of the pessimism fueled by earlier tariff hikes,” said Hector Sandoval, director of the Economic Analysis Program at UF’s Bureau of Economic and Business Research.

All five components of the index improved this month.

Floridians’ views on current economic conditions strengthened in May. Opinions of personal financial situations now compared with a year ago grew 3.5 points from 68.5 to 72. Similarly, opinions on whether now is a good time to buy a big-ticket item, such as furniture or appliances, increased 5.4 points from 68.5 to 73.9, marking the largest gain among all components this month. These more positive views were broadly shared across sociodemographic groups, except for people age 60 and older, who reported more negative views on their financial situation.

Expectations about future economic conditions also improved. Expectations of personal finances a year from now rose 1.5 points from 89.1 to 90.6. However, views were divided across sociodemographic groups, with women, people 60 and older, and people with an annual income under \$50,000 expressing more pessimistic expectations. Meanwhile, expectations about U.S. economic conditions over the next year rose 2.4 points from 78.4 to 80.8. Similarly, views on U.S. economic conditions over the next five years surged 5.3 points from 82.2 to 87.5. These optimistic outlooks about the national economy were shared across all demographic groups.

Economic activity in Florida remains generally positive. The labor market continues to expand, both nationally and in the state, with steady job gains. Moreover, the latest inflation data show signs of improvement, with annual inflation measures moving closer to the Fed's 2% target.

"However, trade tensions and uncertainty around trade policy persist. While there has been some easing, the outlook remains unclear. The possibility of new tariffs hikes still looms, and recent legal disputes have added further uncertainty," said Sandoval.

"Looking ahead, this continued uncertainty is likely to weigh on consumer confidence in the months to come," Sandoval added.

Conducted April 1 to May 29, the UF study reflects the responses of 304 individuals who were reached on cellphones and 296 individuals reached through an online panel, a total of 600 individuals, representing a demographic cross section of Florida.

Data are weighted based on Florida county of residence, age group, and sex to ensure representativeness of the Florida population. The population figures used for weighting (targets) are obtained from the Population Program of the Bureau of Economic and Business Research (BEBR), which produces the official population estimates for the state of Florida. Phone data quality is maintained by monitoring and reviewing interviews and prevention of duplicate records. Online data quality is maintained by enabling and reviewing Bot and Fraud detection, elimination of "short time" completes, and preventing the survey from appearing in web search results.

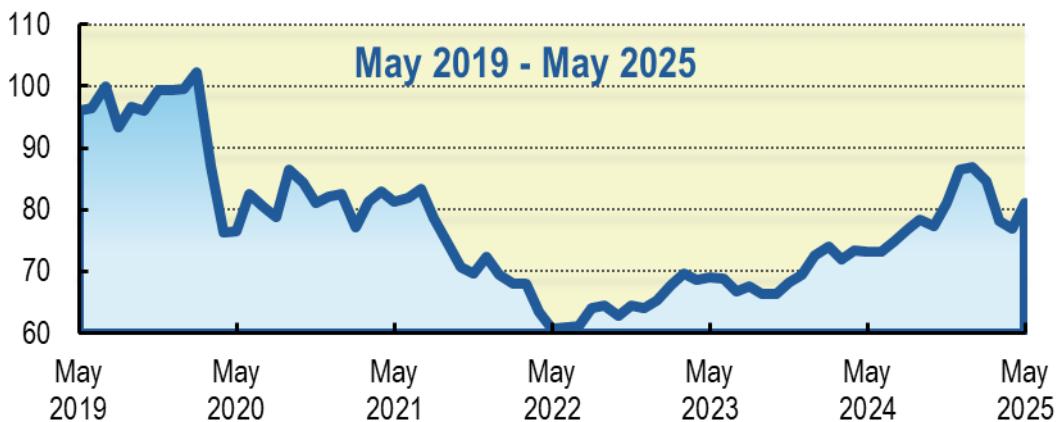
The index used by UF researchers is benchmarked to 1966, which means a value of 100 represents the same level of confidence for that year. The lowest index possible is a 2, the highest is 150.

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

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	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25
Consumer Sentiment Index													
FLORIDA	73.0	73.2	74.8	76.7	78.3	77.4	81.4	86.7	86.9	84.7	78.8	77.3	81.0
Men	79.4	77.7	81.1	83.5	83.4	83.8	89.1	96.3	96.1	94.9	89.4	85.0	89.6
Women	67.5	68.6	68.7	70.2	73.5	71.6	74.6	78.0	77.9	74.7	69.1	70.4	73.0
Under age 60	71.5	71.2	74.1	77.3	79.5	77.8	81.9	88.2	89.8	88.8	83.0	81.9	86.9
Aged 60 and over	74.3	75.9	76.5	76.7	76.7	76.4	80.6	83.8	79.2	74.6	71.2	70.9	71.3
Income under \$50,000	68.4	66.9	67.9	69.0	73.6	73.6	76.6	80.9	77.8	76.0	71.5	71.8	75.0
Income \$50,000 and over	76.4	78.2	79.2	80.4	80.6	80.6	85.5	90.7	92.5	89.9	83.1	80.8	84.3
Personal financial situation now compared to a year ago													
FLORIDA	59.8	58.6	60.1	59.5	58.5	57.3	61.9	61.6	62.6	68.7	67.5	68.5	72.0
Men	63.8	64.5	64.8	63.3	65.0	67.1	69.8	67.5	70.1	78.8	78.0	77.7	83.3
Women	56.2	52.7	55.5	55.8	52.2	48.5	55.0	56.3	55.4	58.8	57.8	60.1	61.5
Under age 60	55.8	58.6	63.3	62.5	60.8	55.3	61.5	65.8	68.0	73.4	71.8	72.3	78.6
Aged 60 and over	63.9	58.5	55.7	55.1	54.9	59.3	62.3	53.6	49.6	56.6	58.0	62.6	61.0
Income under \$50,000	49.4	46.0	45.2	43.1	44.1	48.8	54.3	51.3	49.5	51.5	51.3	58.2	58.2
Income \$50,000 and over	66.5	67.4	68.3	67.7	65.3	64.0	68.7	69.4	71.2	77.3	74.5	72.8	77.8
Personal financial situation expected one year from now													
FLORIDA	85.3	87.4	88.7	92.6	93.7	90.8	95.9	102.6	102.2	98.4	92.7	89.1	90.6
Men	92.0	88.7	91.1	97.8	97.4	96.8	104.0	112.2	110.3	106.7	99.8	93.5	97.0
Women	79.4	86.1	86.4	87.7	90.3	85.3	88.7	94.0	94.4	90.3	86.2	85.1	84.6
Under age 60	89.7	91.4	93.0	97.0	100.9	97.7	100.6	105.9	105.2	102.7	99.5	96.1	98.8
Aged 60 and over	78.1	80.1	82.2	86.8	83.5	80.0	87.1	95.4	93.1	86.0	80.0	79.8	77.2
Income under \$50,000	87.7	83.2	78.1	83.1	88.4	88.6	91.6	94.6	92.6	93.1	88.9	85.9	83.8
Income \$50,000 and over	83.4	89.2	93.9	97.2	96.0	92.6	99.1	107.4	107.6	101.3	95.4	91.2	94.2
Expected national economic conditions over the next year													
FLORIDA	76.1	75.2	78.4	83.7	88.1	87.4	91.1	99.4	96.5	88.5	81.6	78.4	80.8
Men	81.6	80.1	86.9	91.4	90.3	92.1	101.2	112.4	107.2	99.3	93.0	87.7	89.5
Women	71.3	70.3	70.1	76.3	86.1	83.3	82.1	87.6	86.0	77.8	71.2	70.0	72.8
Under age 60	72.9	69.8	74.8	83.4	87.7	87.8	92.2	101.2	99.0	92.2	85.8	83.3	86.9
Aged 60 and over	79.7	82.4	84.6	85.9	89.3	86.5	88.7	95.4	88.5	78.3	74.1	71.4	71.4
Income under \$50,000	74.1	70.3	75.0	79.3	85.5	83.7	86.2	94.6	86.8	80.5	76.7	74.6	77.2
Income \$50,000 and over	79.2	80.3	81.1	85.8	89.7	90.2	94.4	102.4	102.6	93.4	84.7	81.5	84.0

Expected national economic conditions over the next 5 years

FLORIDA	82.0	82.6	85.0	88.3	90.4	90.3	93.1	96.5	95.1	90.1	83.1	82.2	87.5
Men	88.2	86.4	93.2	97.2	93.8	94.0	101.0	109.6	106.7	100.8	95.5	91.8	97.0
Women	76.6	78.9	76.9	79.6	87.1	87.0	86.0	84.6	83.8	79.5	71.7	73.4	78.7
Under age 60	80.0	78.3	81.3	88.0	90.9	90.5	92.9	96.6	96.9	93.8	87.0	85.4	92.7
Aged 60 and over	84.3	89.0	91.4	89.9	89.9	90.3	93.7	95.8	90.0	80.0	76.3	78.2	78.8
Income under \$50,000	75.1	77.3	84.3	85.4	90.5	89.9	89.9	91.2	88.2	85.5	79.7	79.7	85.5
Income \$50,000 and over	86.9	87.0	85.7	89.7	91.0	91.6	95.7	99.2	98.7	93.3	86.2	84.9	89.2

Is this a good time to buy major household items?

FLORIDA	62.0	62.1	62.0	59.6	60.9	60.9	65.2	73.3	77.9	77.9	69.2	68.5	73.9
Men	71.2	68.9	69.5	67.8	70.5	68.8	69.5	79.7	86.2	88.7	80.8	74.1	81.3
Women	53.9	55.3	54.6	51.6	51.7	53.8	61.4	67.6	69.9	67.2	58.6	63.5	67.2
Under age 60	58.8	57.6	58.2	55.6	57.2	57.7	62.3	71.4	79.8	81.8	70.8	72.7	77.5
Aged 60 and over	65.7	69.5	68.7	65.9	65.8	65.8	71.0	78.6	75.0	71.9	67.6	62.4	68.3
Income under \$50,000	55.9	57.9	57.0	54.1	59.4	57.1	60.6	72.6	71.6	69.2	60.8	60.8	70.2
Income \$50,000 and over	66.0	67.2	66.9	61.5	61.1	64.6	69.9	75.2	82.5	84.0	74.7	73.9	76.2

*Revised. †Preliminary.

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Sample Size	600	Race		Gender	
		% Non-white	25	% Male	54
Average age	51	% White	75	% Female	46
Income Characteristics		Hispanic Origin		Region	
less than \$20,000:	10.7	% Yes	17	% North	25.6
\$20,000 to \$29,999:	5.9	% No	83	% Central	20.8
\$30,000 to \$49,999:	11.7			% Southeast	28.6
over \$50,000:	71.7			% Southwest	25.0

Data Collection Dates: April 1, 2025 to May 29, 2025