

FLORIDA CONSUMER SENTIMENT INDEX
September 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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P. O. Box 117145, Gainesville, Florida 32611-7145

Consumer Sentiment

Consumer sentiment among Floridians dropped 3.1 points in August to 80.6, down from a revised figure of 83.7 in July. This decline was slightly smaller than the 3.5-point drop observed at the national level.

“This marks the second-largest monthly decline in sentiment this year, surpassed only by the 5.9-point drop recorded in March. Moreover, the July figure was revised slightly downward from 83.9 to 83.7, now resulting in a monthly decline in sentiment. August’s decline reflects growing pessimism about both current and future personal financial conditions, along with a pullback in spending intentions. Together, these trends suggest that Floridians may be bracing for tougher economic conditions and are likely to be more cautious with their discretionary spending,” said Hector H. Sandoval, director of the Economic Analysis Program at UF’s Bureau of Economic and Business Research.

Each of the five components that make up the index declined in August.

Floridians’ views on current economic conditions turned more negative. Opinions of personal financial situations now compared with a year ago posted the steepest drop this month, falling 4.6 points from 76.3 to 71.7. Similarly, opinions on whether now is a good time to buy a major household item, such as a car or appliance, declined 3.5 points from 78.5 to 75. These views were mixed across demographic groups, with men expressing more favorable opinions to the former component and people with an annual income under \$50,000 to the latter.

Likewise, expectations about future economic conditions worsened. Expectations of personal financial situations a year from now fell 3.3 points from 91.3 to 88. These expectations were shared across sociodemographic groups, except for men, who reported more positive views. Outlooks of U.S. economic conditions over the next year dropped 1.4 points from 86 to 84.6, while expectations of U.S. economic conditions over the next five years declined 2.4 points from 86.1 to 83.7. These views varied across demographics, with men, people age 60 and older, and people with an annual income under \$50,000 holding more optimistic expectations.

In August, the economy showed signs of strain as inflation pressures intensified. Wholesale prices rose sharply, and consumer prices also increased, with both the Consumer Price Index (CPI) and the Personal Consumption Expenditures (PCE) index remaining slightly further from the Fed's 2% target. Inflation expectations also edged higher. At the same time, national labor market conditions softened—job growth slowed, and previous months were revised downward. However, the unemployment rate held steady, and claims for unemployment benefits remained broadly unchanged. In Florida, the unemployment rate was also unchanged, and nine of the state's major industries reported year-over-year job gains in July.

At the Jackson Hole Symposium, the Fed reaffirmed its 2% inflation target while acknowledging the ongoing trade-off between lowering inflation and supporting employment. Nonetheless, Fed Chair Jerome Powell signaled the possibility of rate cuts in September, citing weaker job creation partially offset by slower labor force growth.

Meanwhile, the administration expanded its tariff campaign, introducing new levies such as a 50% tariff on goods from India and removing the de minimis exemption for low-value imports. A recent federal appeals court ruling also questioned the legality of many of these tariffs, adding more uncertainty to the trade policy outlook.

"Looking ahead, we expect consumer sentiment to remain weak in the coming months as long as current economic trends and policy uncertainty persist," said Sandoval.

Conducted July 1 to August 28, the UF study reflects the responses of 323 individuals who were reached on cellphones and 283 individuals reached through an online panel, a total of 606 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.

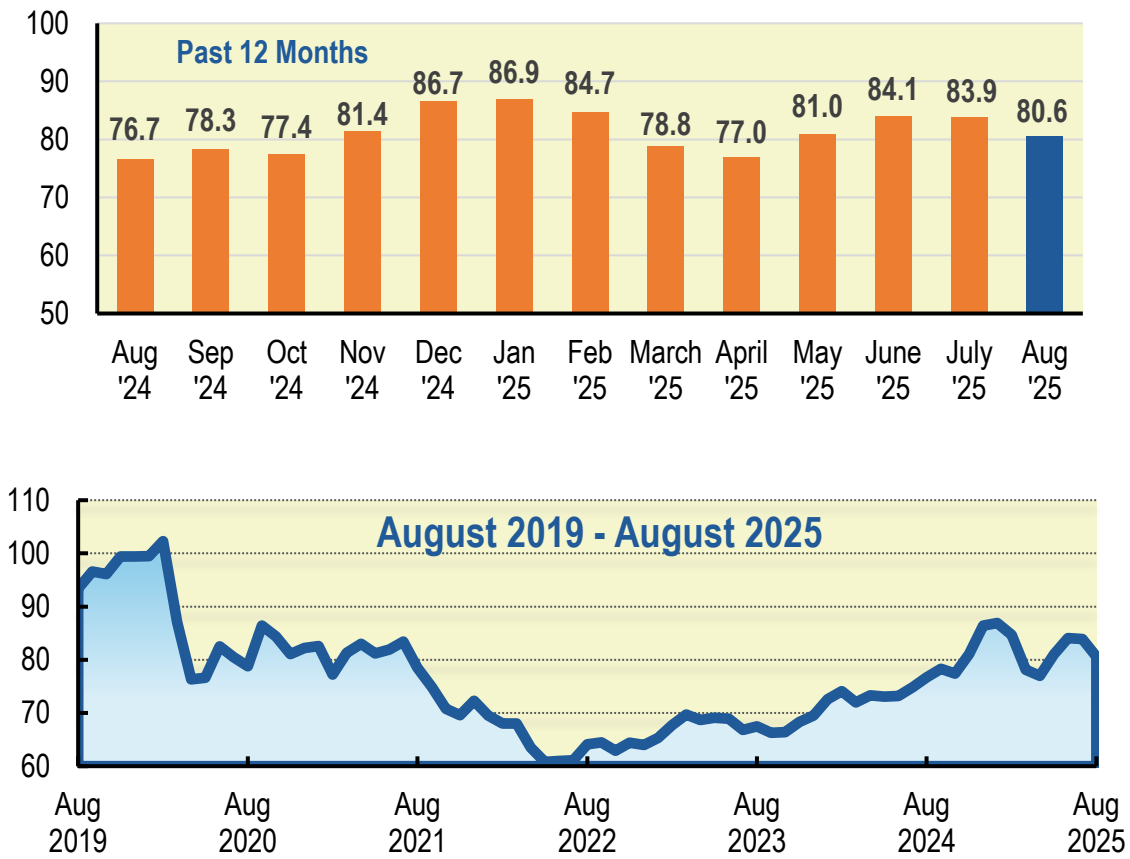
The index used by UF researchers is benchmarked to 1966, which means a value of 100 represents the same level of confidence for that year. The lowest index possible is 2, and the highest is 150.

Details of this month's survey can be found at <https://www.bibr.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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	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25
Consumer Sentiment Index													
FLORIDA	76.7	78.3	77.4	81.4	86.7	86.9	84.7	78.8	78.2	81.0	83.8	83.7	80.6
Men	83.5	83.4	83.8	89.1	96.3	96.1	94.9	89.4	86.1	89.4	91.4	92.1	93.8
Women	70.2	73.5	71.6	74.6	78.0	77.9	74.7	69.1	71.0	73.2	76.7	75.7	68.1
Under age 60	77.3	79.5	77.8	81.9	88.2	89.8	88.8	83.0	83.2	86.8	87.8	86.3	82.5
Aged 60 and over	76.7	76.7	76.4	80.6	83.8	79.2	74.6	71.2	70.5	71.7	75.7	78.7	77.9
Income under \$50,000	69.0	73.6	73.6	76.6	80.9	77.8	76.0	71.5	72.3	75.0	71.0	72.3	72.6
Income \$50,000 and over	80.4	80.6	80.6	85.5	90.7	92.5	89.9	83.1	81.6	84.3	88.7	88.7	85.2
Personal financial situation now compared to a year ago													
FLORIDA	59.5	58.5	57.3	61.9	61.6	62.6	68.7	67.5	68.4	72.0	77.1	76.3	71.7
Men	63.3	65.0	67.1	69.8	67.5	70.1	78.8	78.0	78.6	83.1	85.5	88.0	88.2
Women	55.8	52.2	48.5	55.0	56.3	55.4	58.8	57.8	59.1	61.8	69.2	65.3	55.9
Under age 60	62.5	60.8	55.3	61.5	65.8	68.0	73.4	71.8	72.8	78.4	83.1	78.8	73.3
Aged 60 and over	55.1	54.9	59.3	62.3	53.6	49.6	56.6	58.0	60.9	61.5	64.9	71.8	70.3
Income under \$50,000	43.1	44.1	48.8	54.3	51.3	49.5	51.5	51.3	58.4	58.2	58.6	56.6	55.2
Income \$50,000 and over	67.7	65.3	64.0	68.7	69.4	71.2	77.3	74.5	72.3	77.9	84.6	85.5	81.7
Personal financial situation expected one year from now													
FLORIDA	92.6	93.7	90.8	95.9	102.6	102.2	98.4	92.7	90.0	90.7	92.6	91.3	88.0
Men	97.8	97.4	96.8	104.0	112.2	110.3	106.7	99.8	94.3	97.0	99.1	98.1	99.5
Women	87.7	90.3	85.3	88.7	94.0	94.4	90.3	86.2	86.0	84.8	86.3	85.0	77.1
Under age 60	97.0	100.9	97.7	100.6	105.9	105.2	102.7	99.5	97.6	98.8	99.7	98.2	95.8
Aged 60 and over	86.8	83.5	80.0	87.1	95.4	93.1	86.0	80.0	78.7	77.6	78.6	79.1	74.0
Income under \$50,000	83.1	88.4	88.6	91.6	94.6	92.6	93.1	88.9	86.6	83.8	74.9	81.4	80.3
Income \$50,000 and over	97.2	96.0	92.6	99.1	107.4	107.6	101.3	95.4	92.0	94.3	99.7	95.7	92.0
Expected national economic conditions over the next year													
FLORIDA	83.7	88.1	87.4	91.1	99.4	96.5	88.5	81.6	79.8	80.8	83.6	86.0	84.6
Men	91.4	90.3	92.1	101.2	112.4	107.2	99.3	93.0	88.9	89.2	89.3	92.1	98.3
Women	76.3	86.1	83.3	82.1	87.6	86.0	77.8	71.2	71.5	73.1	78.1	80.3	71.6
Under age 60	83.4	87.7	87.8	92.2	101.2	99.0	92.2	85.8	84.8	86.7	87.0	87.9	84.3
Aged 60 and over	85.9	89.3	86.5	88.7	95.4	88.5	78.3	74.1	71.8	71.8	77.0	83.1	85.7
Income under \$50,000	79.3	85.5	83.7	86.2	94.6	86.8	80.5	76.7	75.7	77.2	72.1	78.4	79.1
Income \$50,000 and over	85.8	89.7	90.2	94.4	102.4	102.6	93.4	84.7	82.7	84.0	87.7	88.4	87.1

Expected national economic conditions over the next 5 years													
FLORIDA	88.3	90.4	90.3	93.1	96.5	95.1	90.1	83.1	83.4	87.5	88.7	86.1	83.7
Men	97.2	93.8	94.0	101.0	109.6	106.7	100.8	95.5	92.4	96.7	98.1	93.7	97.6
Women	79.6	87.1	87.0	86.0	84.6	83.8	79.5	71.7	75.3	78.9	79.8	79.0	70.5
Under age 60	88.0	90.9	90.5	92.9	96.6	96.9	93.8	87.0	87.1	92.5	92.6	88.0	84.3
Aged 60 and over	89.9	89.9	90.3	93.7	95.8	90.0	80.0	76.3	78.1	79.2	80.6	82.6	84.0
Income under \$50,000	85.4	90.5	89.9	89.9	91.2	88.2	85.5	79.7	79.9	85.5	80.0	76.4	78.7
Income \$50,000 and over	89.7	91.0	91.6	95.7	99.2	98.7	93.3	86.2	86.4	89.2	91.0	89.3	86.4

Is this a good time to buy major household items?													
FLORIDA	59.6	60.9	60.9	65.2	73.3	77.9	77.9	69.2	69.5	73.9	77.3	78.5	75.0
Men	67.8	70.5	68.8	69.5	79.7	86.2	88.7	80.8	76.2	81.2	84.7	88.5	85.2
Women	51.6	51.7	53.8	61.4	67.6	69.9	67.2	58.6	63.4	67.2	70.2	69.0	65.3
Under age 60	55.6	57.2	57.7	62.3	71.4	79.8	81.8	70.8	73.7	77.5	76.6	78.7	74.6
Aged 60 and over	65.9	65.8	65.8	71.0	78.6	75.0	71.9	67.6	63.0	68.4	77.4	77.1	75.3
Income under \$50,000	54.1	59.4	57.1	60.6	72.6	71.6	69.2	60.8	61.2	70.2	69.5	68.8	69.5
Income \$50,000 and over	61.5	61.1	64.6	69.9	75.2	82.5	84.0	74.7	74.7	76.2	80.4	84.4	78.8

*Revised. †Preliminary.

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Sample Size	606	Race		Gender	
		% Non-white	25	% Male	53
Average age	48	% White	75	% Female	47
Income Characteristics		Hispanic Origin		Region	
less than \$20,000:	11.9	% Yes	18	% North	21.2
\$20,000 to \$29,999:	8.1	% No	82	% Central	21.9
\$30,000 to \$49,999:	14.1			% Southeast	28.0
over \$50,000:	65.9			% Southwest	28.9

Data Collection Dates: July 1, 2025 to August 28, 2025