

FLORIDA CONSUMER SENTIMENT INDEX
September 30, 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 in Florida declined for the third consecutive month in September, falling 1.5 points to 78.7 from a revised figure of 80.2 in August. Similarly, national sentiment declined 3.1 points.

"This month's decline is driven primarily by reduced spending intentions and growing concerns about the national economy. While the steepest drop was in Floridians' willingness to purchase big-ticket items, long-term expectations for the U.S. economy also fell, reaching their lowest level in 18 months. At that time, concerns focused on unexpectedly high inflation. Today, similar worries may be resurfacing, but they are now accompanied by signs of labor market weakness. This shift has prompted the Fed to respond with its first rate cut since December," 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, four declined and one remained unchanged.

Floridians' views on current economic conditions turned more pessimistic in September. Opinions of personal financial situations now compared with a year ago fell slightly four-tenths of a point from 71.7 to 71.3. Opinions on whether now is a good time to buy a major household item, such as an appliance or furniture, dropped sharply 4.4 points from 74.9 to 70.5, the largest decline among all components this month. These downward shifts were broadly shared across sociodemographic groups, except for women, who reported more favorable views on their personal financial situation.

Likewise, expectations about future economic conditions declined, especially regarding the national outlook. Expectations of personal financial situations a year from now remained unchanged at 87, though men, people younger than 60, and people with an annual income over \$50,000 reported more negative views. Outlooks of U.S. economic conditions over the next year fell 1.2 points from 84.2 to 83, and expectations of U.S. economic conditions over the next five years declined 1.6 points from 83.3 to 81.7. However, views on the national economy were split across demographic groups, with women and people with an annual income under \$50,000 reporting more optimistic expectations.

In other economic developments, the administration expanded its tariff campaign, introducing new levies on Indian goods in early September and on pharmaceuticals, trucks, and kitchen cabinets later in the month, even as a federal appeals court questioned the legality of these trade measures, which remain in place pending Supreme Court review. Meanwhile, revised labor market data showed significantly fewer jobs over the past year. Although weekly jobless claims have seen sharp swings, both Florida's and the national unemployment rates ticked up only slightly.

"Consumer sentiment remains well above the lowest levels observed in 2022, when persistent inflation weighed heavily on Floridians. Still, the current outlook is shaped by a cooling labor market, inflation that remains above target, and ongoing policy uncertainty related to tariffs and the Fed's next moves. Looking ahead, these factors may continue to weigh on sentiment, and we could see further declines in the months to come," said Sandoval.

Conducted August 1 to September 25, the UF study reflects the responses of 546 individuals who were reached on cellphones and 263 individuals reached through an online panel, a total of 809 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.

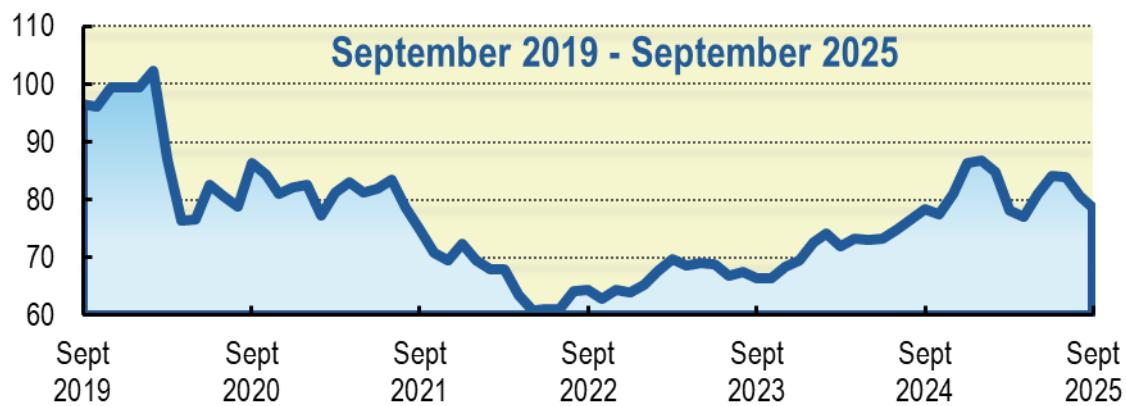
The index used by UF researchers is benchmarked to 1966, which means a value of 100 represents the same level of confidence for that year. The lowest index possible is 2, and the highest is 150.

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

Writer: Oriana Diaz, orianadiazmoffa@ufl.edu

Contact: Hector Sandoval, 352-392-2908, ext. 219, hsandoval@ufl.edu

Florida Consumer Sentiment Index



Courtesy of University of Florida Bureau of Economic and Business Research

FLORIDA ECONOMIC AND CONSUMER SURVEY†
September 30, 2025
Bureau of Economic and Business Research
University of Florida

	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25
Consumer Sentiment Index													
FLORIDA	78.3	77.4	81.4	86.7	86.9	84.7	78.8	78.2	81.0	83.8	83.7	80.2	78.7
Men	83.4	83.8	89.1	96.3	96.1	94.9	89.4	86.1	89.4	91.4	92.1	93.3	88.8
Women	73.5	71.6	74.6	78.0	77.9	74.7	69.1	71.0	73.2	76.7	75.7	67.8	69.2
Under age 60	79.5	77.8	81.9	88.2	89.8	88.8	83.0	83.2	86.8	87.8	86.3	81.8	79.6
Aged 60 and over	76.7	76.4	80.6	83.8	79.2	74.6	71.2	70.5	71.7	75.7	78.7	78.3	77.1
Income under \$50,000	73.6	73.6	76.6	80.9	77.8	76.0	71.5	72.3	75.0	71.0	72.3	72.0	72.9
Income \$50,000 and over	80.6	80.6	85.5	90.7	92.5	89.9	83.1	81.6	84.3	88.7	88.7	84.7	81.9
Personal financial situation now compared to a year ago													
FLORIDA	58.5	57.3	61.9	61.6	62.6	68.7	67.5	68.4	72.0	77.1	76.3	71.7	71.3
Men	65.0	67.1	69.8	67.5	70.1	78.8	78.0	78.6	83.1	85.5	88.0	88.6	86.7
Women	52.2	48.5	55.0	56.3	55.4	58.8	57.8	59.1	61.8	69.2	65.3	55.6	56.7
Under age 60	60.8	55.3	61.5	65.8	68.0	73.4	71.8	72.8	78.4	83.1	78.8	72.9	72.3
Aged 60 and over	54.9	59.3	62.3	53.6	49.6	56.6	58.0	60.9	61.5	64.9	71.8	71.2	70.1
Income under \$50,000	44.1	48.8	54.3	51.3	49.5	51.5	51.3	58.4	58.2	58.6	56.6	54.8	53.7
Income \$50,000 and over	65.3	64.0	68.7	69.4	71.2	77.3	74.5	72.3	77.9	84.6	85.5	81.9	81.0
Personal financial situation expected one year from now													
FLORIDA	93.7	90.8	95.9	102.6	102.2	98.4	92.7	90.0	90.7	92.6	91.3	87.0	87.0
Men	97.4	96.8	104.0	112.2	110.3	106.7	99.8	94.3	97.0	99.1	98.1	98.0	95.5
Women	90.3	85.3	88.7	94.0	94.4	90.3	86.2	86.0	84.8	86.3	85.0	76.5	79.0
Under age 60	100.9	97.7	100.6	105.9	105.2	102.7	99.5	97.6	98.8	99.7	98.2	94.8	92.7
Aged 60 and over	83.5	80.0	87.1	95.4	93.1	86.0	80.0	78.7	77.6	78.6	79.1	73.8	76.3
Income under \$50,000	88.4	88.6	91.6	94.6	92.6	93.1	88.9	86.6	83.8	74.9	81.4	79.4	84.2
Income \$50,000 and over	96.0	92.6	99.1	107.4	107.6	101.3	95.4	92.0	94.3	99.7	95.7	90.7	88.9
Expected national economic conditions over the next year													
FLORIDA	88.1	87.4	91.1	99.4	96.5	88.5	81.6	79.8	80.8	83.6	86.0	84.2	83.0
Men	90.3	92.1	101.2	112.4	107.2	99.3	93.0	88.9	89.2	89.3	92.1	97.8	92.4
Women	86.1	83.3	82.1	87.6	86.0	77.8	71.2	71.5	73.1	78.1	80.3	71.4	74.0
Under age 60	87.7	87.8	92.2	101.2	99.0	92.2	85.8	84.8	86.7	87.0	87.9	83.5	82.9
Aged 60 and over	89.3	86.5	88.7	95.4	88.5	78.3	74.1	71.8	71.8	77.0	83.1	86.1	82.9
Income under \$50,000	85.5	83.7	86.2	94.6	86.8	80.5	76.7	75.7	77.2	72.1	78.4	79.0	81.3
Income \$50,000 and over	89.7	90.2	94.4	102.4	102.6	93.4	84.7	82.7	84.0	87.7	88.4	86.4	83.3

Expected national economic conditions over the next 5 years

FLORIDA	90.4	90.3	93.1	96.5	95.1	90.1	83.1	83.4	87.5	88.7	86.1	83.3	81.7
Men	93.8	94.0	101.0	109.6	106.7	100.8	95.5	92.4	96.7	98.1	93.7	97.6	92.4
Women	87.1	87.0	86.0	84.6	83.8	79.5	71.7	75.3	78.9	79.8	79.0	69.8	71.6
Under age 60	90.9	90.5	92.9	96.6	96.9	93.8	87.0	87.1	92.5	92.6	88.0	83.9	82.1
Aged 60 and over	89.9	90.3	93.7	95.8	90.0	80.0	76.3	78.1	79.2	80.6	82.6	83.7	81.2
Income under \$50,000	90.5	89.9	89.9	91.2	88.2	85.5	79.7	79.9	85.5	80.0	76.4	77.8	81.5
Income \$50,000 and over	91.0	91.6	95.7	99.2	98.7	93.3	86.2	86.4	89.2	91.0	89.3	85.9	81.8

Is this a good time to buy major household items?

FLORIDA	60.9	60.9	65.2	73.3	77.9	77.9	69.2	69.5	73.9	77.3	78.5	74.9	70.5
Men	70.5	68.8	69.5	79.7	86.2	88.7	80.8	76.2	81.2	84.7	88.5	84.8	76.9
Women	51.7	53.8	61.4	67.6	69.9	67.2	58.6	63.4	67.2	70.2	69.0	65.4	64.5
Under age 60	57.2	57.7	62.3	71.4	79.8	81.8	70.8	73.7	77.5	76.6	78.7	73.7	68.2
Aged 60 and over	65.8	65.8	71.0	78.6	75.0	71.9	67.6	63.0	68.4	77.4	77.1	76.6	74.8
Income under \$50,000	59.4	57.1	60.6	72.6	71.6	69.2	60.8	61.2	70.2	69.5	68.8	69.0	63.7
Income \$50,000 and over	61.1	64.6	69.9	75.2	82.5	84.0	74.7	74.7	76.2	80.4	84.4	78.8	74.8

*Revised. †Preliminary.

FLORIDA ECONOMIC AND CONSUMER SURVEY†
September 30, 2025
Bureau of Economic and Business Research
University of Florida

Sample Size	809	Race		Gender	
		% Non-white	24	% Male	54
Average age	49	% White	76	% Female	46
Income Characteristics		Hispanic Origin		Region	
less than \$20,000:	11.3	% Yes	20	% North	24.5
\$20,000 to \$29,999:	7.8	% No	80	% Central	19.5
\$30,000 to \$49,999:	13.8			% Southeast	28.1
over \$50,000:	67.1			% Southwest	27.9

Data Collection Dates: August 1, 2025 to September 25, 2025