

From:
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Consumer Sentiment

Consumer sentiment in Florida declined for the fourth consecutive month in October, falling one point to 78.3 from a revised figure of 79.3 in September. Similarly, national sentiment declined 1.5 points.

“Consumer confidence among Floridians continues to decline, largely due to more pessimistic views about their personal finances and the national economic outlook,” said Hector H. Sandoval, director of the Economic Analysis Program at UF’s Bureau of Economic and Business Research.

“Expectations about the country’s economy have weakened notably, views of the national economy over the next year have fallen for three straight months, while long-term expectations have declined for four. In fact, these two components have seen the steepest declines since January, signaling that Floridians are increasingly cautious about the national economic outlook,” Sandoval added.

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

Floridians’ views on current economic conditions deteriorated in October. Opinions of personal financial situations now compared with a year ago fell slightly seven-tenths of a point from 71.6 to 70.9. Views on whether now is a good time to buy a major household item like an appliance declined 1.6 points from 71.3 to 69.7. These declines were broadly shared across sociodemographic groups, though women reported more favorable views of their current financial situation, and people under 60 expressed slightly more optimistic views about spending.

Expectations about future economic conditions were mixed. Expectations of personal financial situations a year from now rose 1 point from 87.8 to 88.8, though men reported more pessimistic views. In contrast, expectations about U.S. economic conditions over the next year declined 1.6 points from 83.6 to 82, with most demographic groups reporting more negative views, except for women and people younger than 60, who expressed greater optimism. Similarly, long-term expectations about the national economy over the next five years fell 2.1 points from 82.1 to 80, with declines across most groups, though women again reported more positive views.

“The economic outlook in October brought a mix of relief and renewed pressure for consumers. Inflation remained about one percentage point above the Fed’s 2% target, and one-year-ahead inflation expectations ticked up, keeping price concerns top of mind for many households. At the same time, lower interest rates following the Fed’s second consecutive rate cut, aimed at countering slow job growth and rising economic uncertainty, may offer some relief by easing borrowing costs. Still, elevated prices are likely to continue to strain household budgets, contributing to the decline in consumer sentiment,” said Sandoval.

“Looking ahead, several factors are likely to continue shaping consumer sentiment. While the Fed cut rates again in October, Chair Powell has signaled caution about further reductions in December. Trade tensions remain a source of uncertainty, although U.S.–China relations showed tentative improvement, ties with Canada worsened. Additionally, the ongoing government shutdown, which lasted through all of October, has added to the economic uncertainty. If the closure extends further into November, becoming the longest shutdown on record, it may deepen consumer pessimism. Overall, we expect sentiment to remain subdued through the end of the year,” Sandoval added.

Conducted September 1 to October 30, the UF study reflects the responses of 537 individuals who were reached on cellphones and 289 individuals reached through an online panel, a total of 826 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.

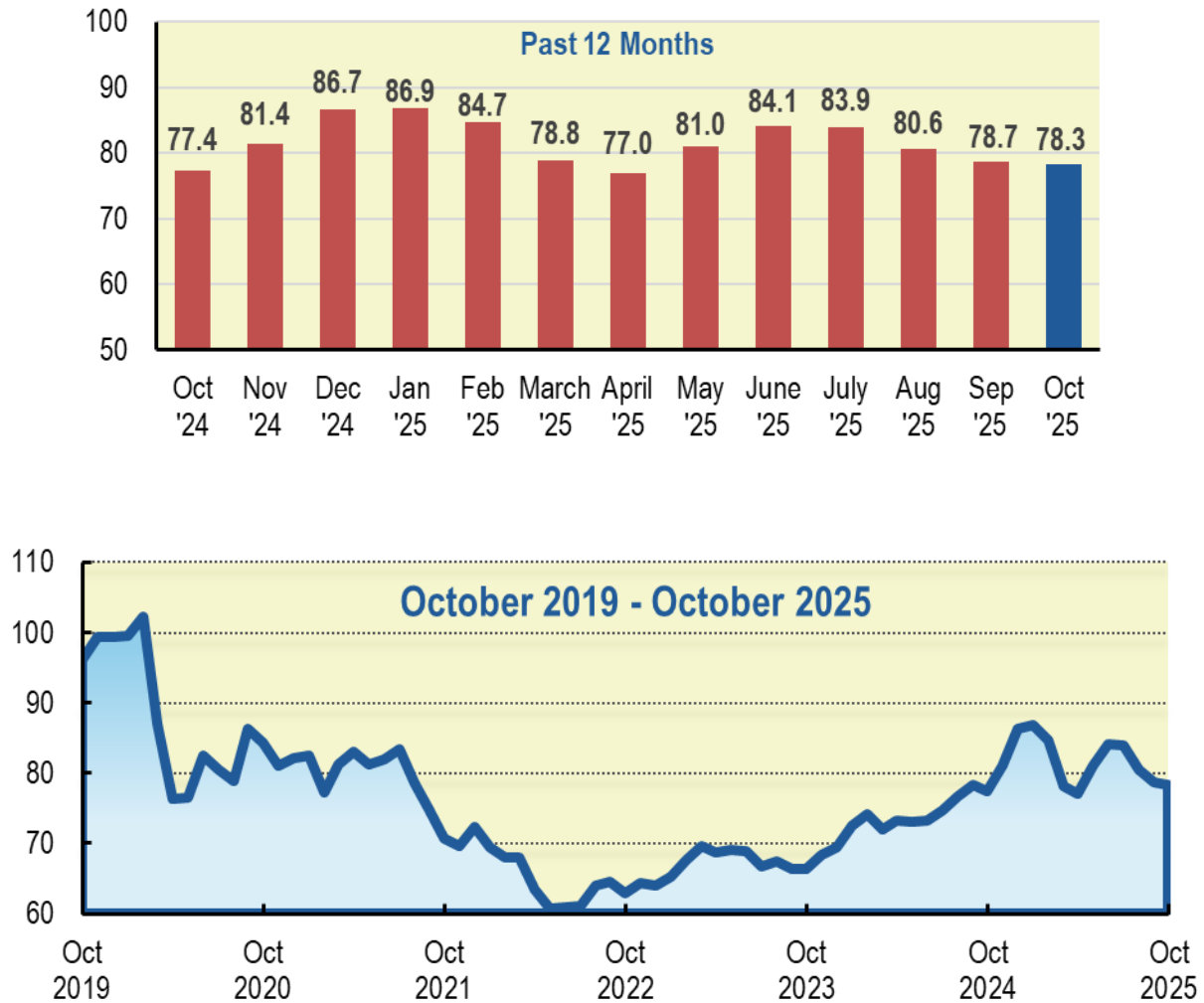
The index used by UF researchers is benchmarked to 1966, which means a value of 100 represents the same level of confidence for that year. The lowest index possible is 2, and the highest is 150.

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

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Florida Consumer Sentiment Index



Courtesy of University of Florida Bureau of Economic and Business Research

FLORIDA ECONOMIC AND CONSUMER SURVEY†
November 4, 2025
Bureau of Economic and Business Research
University of Florida

	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25
Consumer Sentiment Index													
FLORIDA	77.4	81.4	86.7	86.9	84.7	78.8	78.2	81.0	83.8	83.7	80.2	79.3	78.3
Men	83.8	89.1	96.3	96.1	94.9	89.4	86.1	89.4	91.4	92.1	93.3	89.4	85.5
Women	71.6	74.6	78.0	77.9	74.7	69.1	71.0	73.2	76.7	75.7	67.8	69.7	71.4
Under age 60	77.8	81.9	88.2	89.8	88.8	83.0	83.2	86.8	87.8	86.3	81.8	80.7	81.0
Aged 60 and over	76.4	80.6	83.8	79.2	74.6	71.2	70.5	71.7	75.7	78.7	78.3	77.1	73.6
Income under \$50,000	73.6	76.6	80.9	77.8	76.0	71.5	72.3	75.0	71.0	72.3	72.0	72.9	71.5
Income \$50,000 and over	80.6	85.5	90.7	92.5	89.9	83.1	81.6	84.3	88.7	88.7	84.7	82.8	81.6
Personal financial situation now compared to a year ago													
FLORIDA	57.3	61.9	61.6	62.6	68.7	67.5	68.4	72.0	77.1	76.3	71.7	71.6	70.9
Men	67.1	69.8	67.5	70.1	78.8	78.0	78.6	83.1	85.5	88.0	88.6	86.6	81.7
Women	48.5	55.0	56.3	55.4	58.8	57.8	59.1	61.8	69.2	65.3	55.6	57.6	60.7
Under age 60	55.3	61.5	65.8	68.0	73.4	71.8	72.8	78.4	83.1	78.8	72.9	73.2	73.1
Aged 60 and over	59.3	62.3	53.6	49.6	56.6	58.0	60.9	61.5	64.9	71.8	71.2	69.6	67.6
Income under \$50,000	48.8	54.3	51.3	49.5	51.5	51.3	58.4	58.2	58.6	56.6	54.8	53.9	51.8
Income \$50,000 and over	64.0	68.7	69.4	71.2	77.3	74.5	72.3	77.9	84.6	85.5	81.9	80.9	80.0
Personal financial situation expected one year from now													
FLORIDA	90.8	95.9	102.6	102.2	98.4	92.7	90.0	90.7	92.6	91.3	87.0	87.8	88.8
Men	96.8	104.0	112.2	110.3	106.7	99.8	94.3	97.0	99.1	98.1	98.0	96.5	95.2
Women	85.3	88.7	94.0	94.4	90.3	86.2	86.0	84.8	86.3	85.0	76.5	79.6	82.7
Under age 60	97.7	100.6	105.9	105.2	102.7	99.5	97.6	98.8	99.7	98.2	94.8	93.6	94.8
Aged 60 and over	80.0	87.1	95.4	93.1	86.0	80.0	78.7	77.6	78.6	79.1	73.8	77.0	77.8
Income under \$50,000	88.6	91.6	94.6	92.6	93.1	88.9	86.6	83.8	74.9	81.4	79.4	84.5	86.4
Income \$50,000 and over	92.6	99.1	107.4	107.6	101.3	95.4	92.0	94.3	99.7	95.7	90.7	89.9	90.8
Expected national economic conditions over the next year													
FLORIDA	87.4	91.1	99.4	96.5	88.5	81.6	79.8	80.8	83.6	86.0	84.2	83.6	82.0
Men	92.1	101.2	112.4	107.2	99.3	93.0	88.9	89.2	89.3	92.1	97.8	93.4	88.1
Women	83.3	82.1	87.6	86.0	77.8	71.2	71.5	73.1	78.1	80.3	71.4	74.3	76.2
Under age 60	87.8	92.2	101.2	99.0	92.2	85.8	84.8	86.7	87.0	87.9	83.5	84.1	85.2
Aged 60 and over	86.5	88.7	95.4	88.5	78.3	74.1	71.8	71.8	77.0	83.1	86.1	82.8	75.9
Income under \$50,000	83.7	86.2	94.6	86.8	80.5	76.7	75.7	77.2	72.1	78.4	79.0	80.8	78.8
Income \$50,000 and over	90.2	94.4	102.4	102.6	93.4	84.7	82.7	84.0	87.7	88.4	86.4	84.9	83.4

Expected national economic conditions over the next 5 years													
FLORIDA	90.3	93.1	96.5	95.1	90.1	83.1	83.4	87.5	88.7	86.1	83.3	82.1	80.0
Men	94.0	101.0	109.6	106.7	100.8	95.5	92.4	96.7	98.1	93.7	97.6	93.2	87.3
Women	87.0	86.0	84.6	83.8	79.5	71.7	75.3	78.9	79.8	79.0	69.8	71.6	73.1
Under age 60	90.5	92.9	96.6	96.9	93.8	87.0	87.1	92.5	92.6	88.0	83.9	83.0	82.0
Aged 60 and over	90.3	93.7	95.8	90.0	80.0	76.3	78.1	79.2	80.6	82.6	83.7	80.9	76.3
Income under \$50,000	89.9	89.9	91.2	88.2	85.5	79.7	79.9	85.5	80.0	76.4	77.8	80.9	78.8
Income \$50,000 and over	91.6	95.7	99.2	98.7	93.3	86.2	86.4	89.2	91.0	89.3	85.9	83.0	80.0

Is this a good time to buy major household items?													
FLORIDA	60.9	65.2	73.3	77.9	77.9	69.2	69.5	73.9	77.3	78.5	74.9	71.3	69.7
Men	68.8	69.5	79.7	86.2	88.7	80.8	76.2	81.2	84.7	88.5	84.8	77.4	75.3
Women	53.8	61.4	67.6	69.9	67.2	58.6	63.4	67.2	70.2	69.0	65.4	65.6	64.3
Under age 60	57.7	62.3	71.4	79.8	81.8	70.8	73.7	77.5	76.6	78.7	73.7	69.5	70.1
Aged 60 and over	65.8	71.0	78.6	75.0	71.9	67.6	63.0	68.4	77.4	77.1	76.6	75.0	70.5
Income under \$50,000	57.1	60.6	72.6	71.6	69.2	60.8	61.2	70.2	69.5	68.8	69.0	64.6	61.7
Income \$50,000 and over	64.6	69.9	75.2	82.5	84.0	74.7	74.7	76.2	80.4	84.4	78.8	75.4	73.8

*Revised. †Preliminary.

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Sample Size	826	Race		Gender	
		% Non-white	24	% Male	53
Average age	49	% White	76	% Female	47
Income Characteristics		Hispanic Origin		Region	
less than \$20,000:	11.5	% Yes	20	% North	26.6
\$20,000 to \$29,999:	7.8	% No	80	% Central	17.6
\$30,000 to \$49,999:	12.4			% Southeast	26.5
over \$50,000:	68.3			% Southwest	29.3

Data Collection Dates: September 1, 2025 to October 30, 2025