

FLORIDA CONSUMER SENTIMENT INDEX
December 2, 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

Our report on consumer sentiment for Florida this month focuses on a retrospective review of methodological issues that may have affected our measurement of consumer sentiment since April 2025. In this release we will describe increasing challenges to survey research nationally, how the UF Survey Research Center has responded to those challenges, and how the changes made may have impacted the consumer sentiment index for Florida.

For the month of November, the overall index is 76.9. At the same time, the University of Michigan index for the U.S., which also includes Florida, came in at 51. As can be seen from Figure 1, our index for Florida has on average been higher than the national index as measured by the University of Michigan in most months for the past few years. Our initial assessment was that Florida's consumer sentiment reflected higher optimism than the U.S. as a whole due to the robustness of the Florida economy relative to the national economy, and characteristics of its residents that made such increased optimism plausible. However, given the experiences we have had with other recent surveys we have been involved with, we are now questioning some methodological changes we implemented since 2020. This issue does not affect telephone surveys conducted using listed samples provided by clients, such as health evaluation surveys we conduct for various organizations.

For context, the survey research environment both nationally and globally has become more challenging over the past twenty years. Our survey lab has been operating since 1985, and for most of that time we relied heavily on telephone surveys based on landline telephones to conduct our monthly consumer sentiment and other general population surveys. Landline phones attached to walls within households provided many advantages, including the ability to accurately predict household characteristics linked to a telephone number and to achieve a level of productivity that made telephone surveys the primary method of data collection for decades. Our monthly survey, like the University of Michigan's, was based on Random Digit Dialing (RDD), where telephone numbers were created at random with knowledge about which area codes, three-digit prefixes, and even parts of the four-digit suffix were being called. This approach made it possible to recruit 500 completed interviews each month that were representative of the state of Florida at a reasonable cost.

Beginning in 2005, individuals began adopting cell phones at a rapid pace. By 2010, more than 80 percent of households were cell-phone-only or cell-phone-and-landline. In 2015, the UF Survey Research Center abandoned all landline phones and moved to cell-phone-only surveys. Similarly, the University of Michigan made the change

to cell-phone-only in 2015. This approach worked well for about five years, but increasingly cell phone providers understandably provided more services to filter out unwanted calls. Even though our surveys were for research only and not for marketing, our calls were filtered out for many cell phones. This meant that the cost of getting a completed interview via a cell phone increased dramatically.

In 2020, the UF Survey Research Center made an additional adjustment. We reduced the number of cell phone completes to 250 per month and added a set of online panel completes offered by a commercial vendor. Meanwhile, in 2024, the University of Michigan abandoned its cell phone methodology in favor of an online panel recruited from address-based sampling (ABS). The differences between these panel strategies are crucial

Telephone surveys involve an interviewer contacting a potential respondent by phone. After the respondent consents to do the interview, the interviewer reads each question and records the answer on the interviewer's computer. There is little opportunity or incentive for a respondent to fabricate answers, as the interview would take about the same amount of time to complete. With online surveys, the respondent reads the questions and answers them on their own. Online panels that pay an incentive—the option we used—incentivize some respondents to get through the interview quickly to receive the incentive. The University of Michigan mails prospective respondents a letter inviting them to participate. Respondents to their survey are not paid; therefore, they have little reason to rush through the survey.

After a recent review, we have determined that some of the responses from our paid panel respondents result in significantly higher measures of consumer sentiment than our telephone respondents in Florida and the University of Michigan respondents nationally, as can be seen from Figure 2. For November, the overall Florida index is 76.9; considering the telephone survey only, the index is 72.5, and the online panel only is 81.8. This could result from online respondents in our paid panel rushing through the responses to the five questions, where the number 1 always signifies a positive response. As we cannot identify systematically which panel responses are fraudulent, we have decided not to use this approach in the future. We advise those using the University of Florida consumer sentiment series to rely on the telephone responses only. Future releases will be based on a larger telephone survey sample only.

Figure 1. Florida Consumer Sentiment Index and University of Michigan Index of Consumer Sentiment

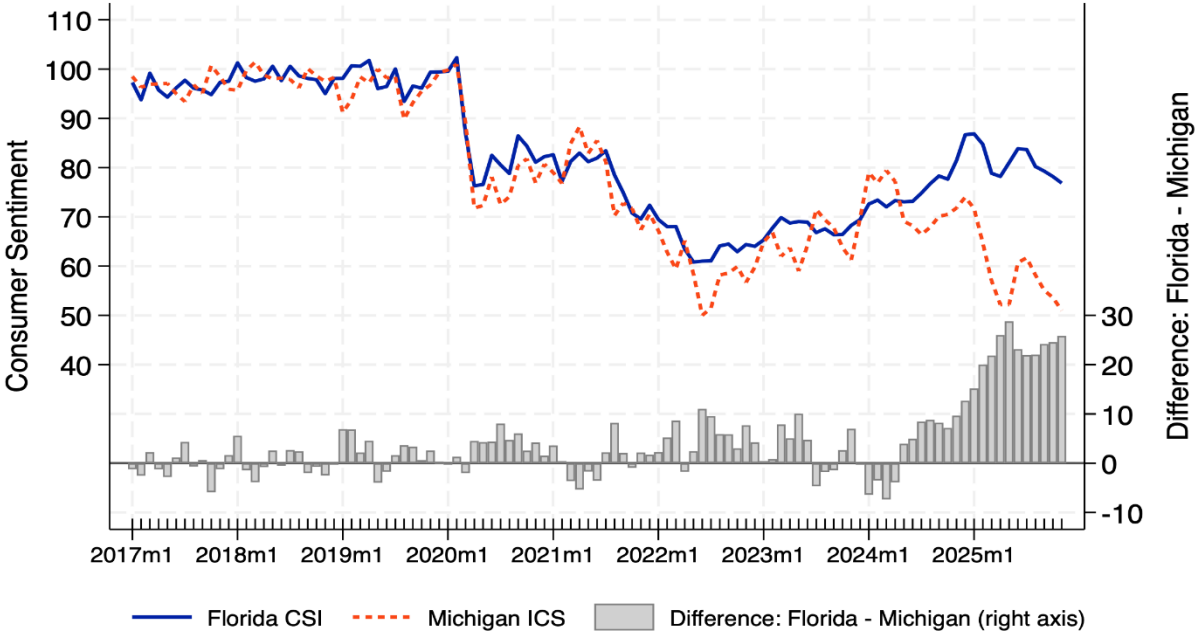
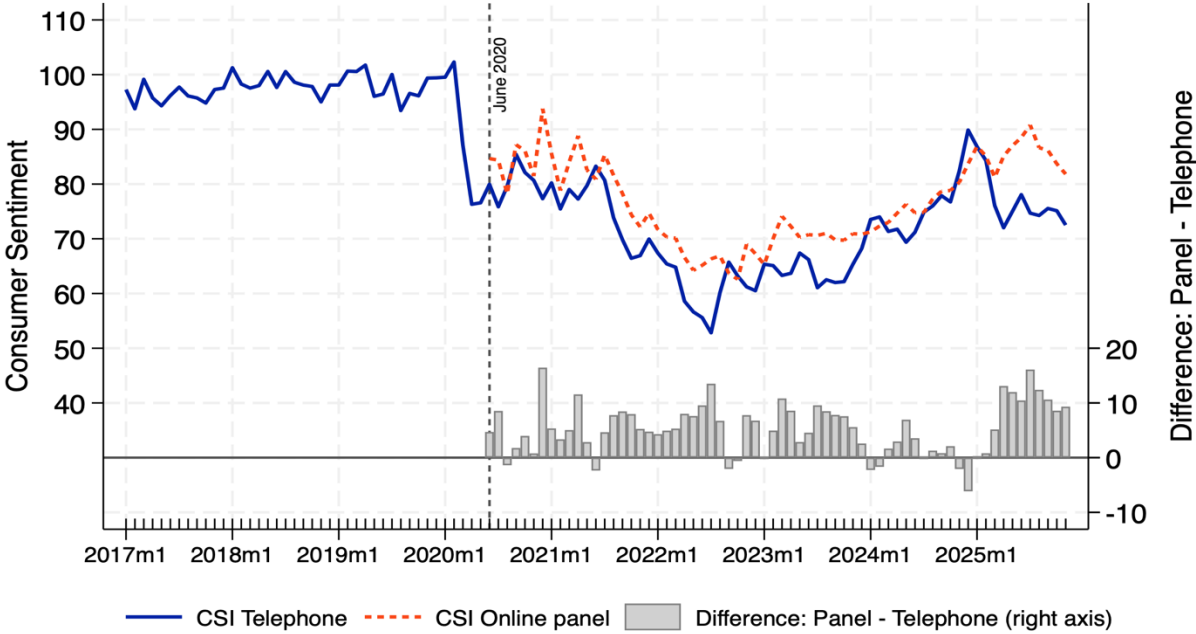


Figure 2. Florida Consumer Sentiment Index by data collection mode: Telephone vs. Online panel



Conducted October 1 to November 25, the UF study reflects the responses of 303 individuals who were reached on cellphones and 265 individuals reached through an online panel, a total of 568 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.

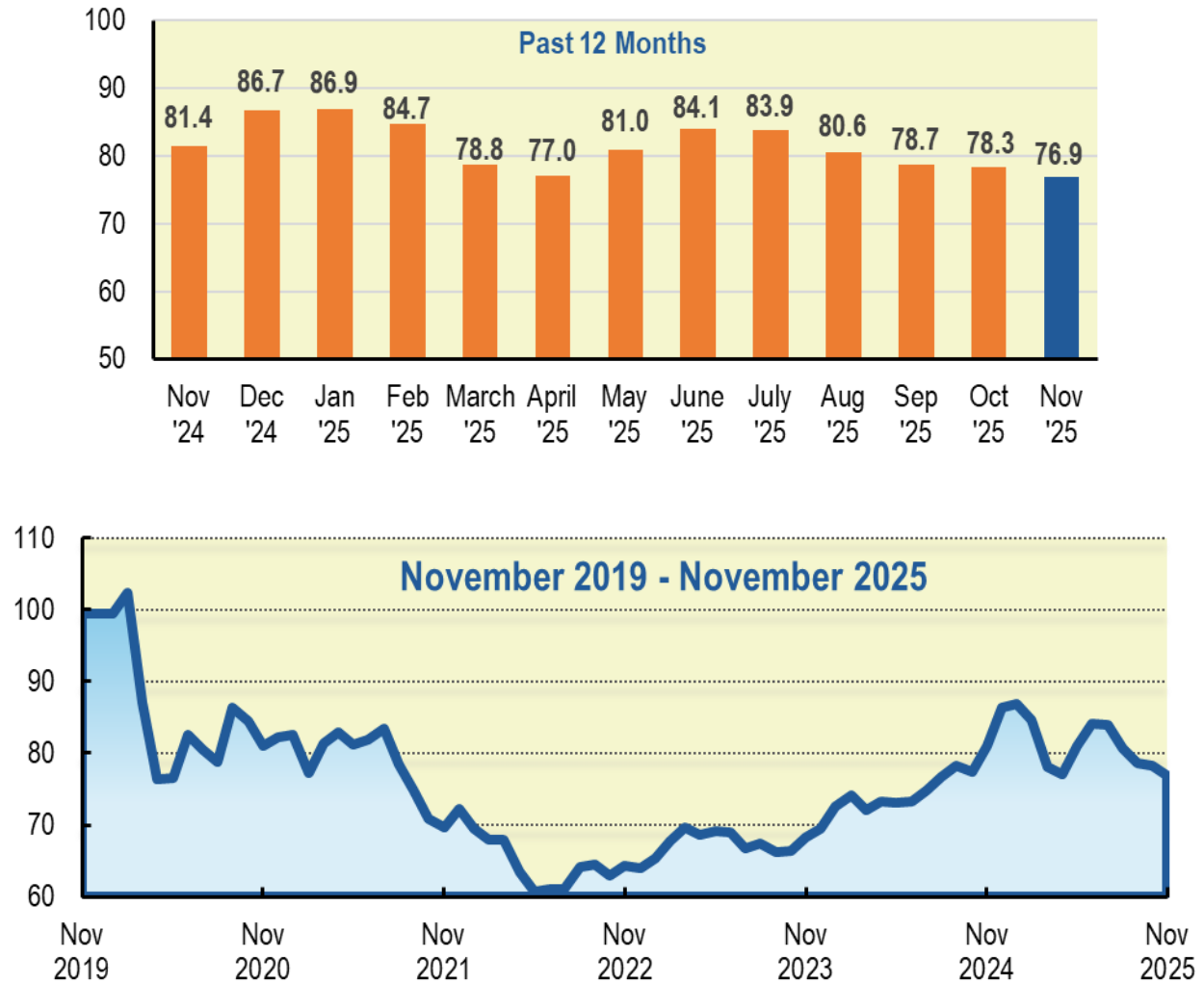
The index used by UF researchers is benchmarked to 1966, which means a value of 100 represents the same level of confidence for that year. The lowest index possible is 2, and the highest is 150.

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

Writer: Oriana Diaz, orianadiazmoffa@ufl.edu

Contact: Dr. Christopher McCarty, ufchris@ufl.edu and Hector Sandoval, hsandoval@ufl.edu

Florida Consumer Sentiment Index



Courtesy of University of Florida Bureau of Economic and Business Research

FLORIDA ECONOMIC AND CONSUMER SURVEY†
December 2, 2025
Bureau of Economic and Business Research
University of Florida

	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25
Consumer Sentiment Index													
FLORIDA	81.4	86.7	86.9	84.7	78.8	78.2	81.0	83.8	83.7	80.2	79.3	78.2	76.9
Men	89.1	96.3	96.1	94.9	89.4	86.1	89.4	91.4	92.1	93.3	89.4	85.3	83.5
Women	74.6	78.0	77.9	74.7	69.1	71.0	73.2	76.7	75.7	67.8	69.7	71.4	70.4
Under age 60	81.9	88.2	89.8	88.8	83.0	83.2	86.8	87.8	86.3	81.8	80.7	81.0	81.9
Aged 60 and over	80.6	83.8	79.2	74.6	71.2	70.5	71.7	75.7	78.7	78.3	77.1	73.4	68.0
Income under \$50,000	76.6	80.9	77.8	76.0	71.5	72.3	75.0	71.0	72.3	72.0	72.9	71.3	66.5
Income \$50,000 and over	85.5	90.7	92.5	89.9	83.1	81.6	84.3	88.7	88.7	84.7	82.8	81.5	82.9
Personal financial situation now compared to a year ago													
FLORIDA	61.9	61.6	62.6	68.7	67.5	68.4	72.0	77.1	76.3	71.7	71.6	70.8	67.2
Men	69.8	67.5	70.1	78.8	78.0	78.6	83.1	85.5	88.0	88.6	86.6	81.5	75.2
Women	55.0	56.3	55.4	58.8	57.8	59.1	61.8	69.2	65.3	55.6	57.6	60.7	59.5
Under age 60	61.5	65.8	68.0	73.4	71.8	72.8	78.4	83.1	78.8	72.9	73.2	73.1	71.5
Aged 60 and over	62.3	53.6	49.6	56.6	58.0	60.9	61.5	64.9	71.8	71.2	69.6	67.3	60.9
Income under \$50,000	54.3	51.3	49.5	51.5	51.3	58.4	58.2	58.6	56.6	54.8	53.9	51.6	49.7
Income \$50,000 and over	68.7	69.4	71.2	77.3	74.5	72.3	77.9	84.6	85.5	81.9	80.9	79.9	78.9
Personal financial situation expected one year from now													
FLORIDA	95.9	102.6	102.2	98.4	92.7	90.0	90.7	92.6	91.3	87.0	87.8	88.7	88.8
Men	104.0	112.2	110.3	106.7	99.8	94.3	97.0	99.1	98.1	98.0	96.5	94.9	96.3
Women	88.7	94.0	94.4	90.3	86.2	86.0	84.8	86.3	85.0	76.5	79.6	82.7	81.6
Under age 60	100.6	105.9	105.2	102.7	99.5	97.6	98.8	99.7	98.2	94.8	93.6	94.7	98.8
Aged 60 and over	87.1	95.4	93.1	86.0	80.0	78.7	77.6	78.6	79.1	73.8	77.0	77.5	71.8
Income under \$50,000	91.6	94.6	92.6	93.1	88.9	86.6	83.8	74.9	81.4	79.4	84.5	86.1	79.2
Income \$50,000 and over	99.1	107.4	107.6	101.3	95.4	92.0	94.3	99.7	95.7	90.7	89.9	90.7	95.6
Expected national economic conditions over the next year													
FLORIDA	91.1	99.4	96.5	88.5	81.6	79.8	80.8	83.6	86.0	84.2	83.6	81.9	79.4
Men	101.2	112.4	107.2	99.3	93.0	88.9	89.2	89.3	92.1	97.8	93.4	87.9	85.1
Women	82.1	87.6	86.0	77.8	71.2	71.5	73.1	78.1	80.3	71.4	74.3	76.2	74.0
Under age 60	92.2	101.2	99.0	92.2	85.8	84.8	86.7	87.0	87.9	83.5	84.1	85.1	82.7
Aged 60 and over	88.7	95.4	88.5	78.3	74.1	71.8	71.8	77.0	83.1	86.1	82.8	75.7	72.2
Income under \$50,000	86.2	94.6	86.8	80.5	76.7	75.7	77.2	72.1	78.4	79.0	80.8	78.5	71.0
Income \$50,000 and over	94.4	102.4	102.6	93.4	84.7	82.7	84.0	87.7	88.4	86.4	84.9	83.4	83.7

Expected national economic conditions over the next 5 years													
FLORIDA	93.1	96.5	95.1	90.1	83.1	83.4	87.5	88.7	86.1	83.3	82.1	79.9	80.5
Men	101.0	109.6	106.7	100.8	95.5	92.4	96.7	98.1	93.7	97.6	93.2	87.0	88.3
Women	86.0	84.6	83.8	79.5	71.7	75.3	78.9	79.8	79.0	69.8	71.6	73.1	73.0
Under age 60	92.9	96.6	96.9	93.8	87.0	87.1	92.5	92.6	88.0	83.9	83.0	82.0	82.9
Aged 60 and over	93.7	95.8	90.0	80.0	76.3	78.1	79.2	80.6	82.6	83.7	80.9	76.1	76.4
Income under \$50,000	89.9	91.2	88.2	85.5	79.7	79.9	85.5	80.0	76.4	77.8	80.9	78.5	73.5
Income \$50,000 and over	95.7	99.2	98.7	93.3	86.2	86.4	89.2	91.0	89.3	85.9	83.0	79.9	83.5

Is this a good time to buy major household items?													
FLORIDA	65.2	73.3	77.9	77.9	69.2	69.5	73.9	77.3	78.5	74.9	71.3	69.6	68.3
Men	69.5	79.7	86.2	88.7	80.8	76.2	81.2	84.7	88.5	84.8	77.4	75.2	72.8
Women	61.4	67.6	69.9	67.2	58.6	63.4	67.2	70.2	69.0	65.4	65.6	64.3	64.1
Under age 60	62.3	71.4	79.8	81.8	70.8	73.7	77.5	76.6	78.7	73.7	69.5	70.1	73.5
Aged 60 and over	71.0	78.6	75.0	71.9	67.6	63.0	68.4	77.4	77.1	76.6	75.0	70.3	58.9
Income under \$50,000	60.6	72.6	71.6	69.2	60.8	61.2	70.2	69.5	68.8	69.0	64.6	61.5	59.3
Income \$50,000 and over	69.9	75.2	82.5	84.0	74.7	74.7	76.2	80.4	84.4	78.8	75.4	73.8	73.0

*Revised. †Preliminary.

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Sample Size	568	Race		Gender	
		% Non-white	29	% Male	48
Average age	50	% White	71	% Female	52
Income Characteristics		Hispanic Origin		Region	
less than \$20,000:	12.1	% Yes	20	% North	25.1
\$20,000 to \$29,999:	10.8	% No	80	% Central	16.5
\$30,000 to \$49,999:	16.6			% Southeast	27.3
over \$50,000:	60.5			% Southwest	31.1

Data Collection Dates: October 1, 2025 to November 25, 2025