

FLORIDA CONSUMER SENTIMENT INDEX
April 28, 2026
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 among Floridians declined for the second consecutive month, falling 3.5 points in April to 74.6 from a revised figure of 78.1 in March. Similarly, national sentiment declined 3.5 points over the month.

“The decline in sentiment is not unexpected, as the ongoing conflict in the Middle East has triggered a global energy shock. This has led to a sharp rise in gasoline prices and renewed inflationary pressures, with monthly inflation posting its largest acceleration since 2022. These rising costs are straining household finances, even as the broader labor market remains relatively stable. However, Florida’s unemployment rate is now higher than the national average, a trend not seen since 2020. Against this backdrop, Floridians are feeling less confident about their financial situations, which helps explain the weakening in consumer sentiment,” said Hector H. Sandoval, director of the Economic Analysis Program at UF’s Bureau of Economic and Business Research.

All five components that make up the index declined in April.

Floridians’ opinions about current economic conditions weakened in April. Views of personal financial situations now compared with a year ago fell sharply 4.1 points from 74.6 to 70.5. Similarly, opinions on whether now is a good time to buy a big-ticket item, such as a refrigerator or furniture, decreased 2.1 points from 65.6 to 63.5. These views varied across sociodemographic groups, with men and people 60 and older reporting more favorable assessments of their current financial situation. For spending intentions, people 60 and older expressed more favorable views, while men reported no change.

Floridians’ expectations about future economic conditions also deteriorated. Expectations of personal financial situations a year from now declined 2.6 points from 90.8 to 88.2. Expectations regarding U.S. economic conditions over the next year experienced the steepest drop, falling 6.4 points from 79.8 to 73.4. Meanwhile, expectations of U.S. economic conditions over the next five years decreased 2.1 points from 79.6 to 77.5. These changes varied across demographic groups without a clear overall pattern. People 60 and older reported more favorable expectations regarding their personal finances, while men expressed relatively more positive views about the short-run national outlook. For the longer-term outlook, men, people 60 and older, and people with an annual income under \$50,000 reported more positive expectations.

“The sharp decline in short-term expectations for the national economy is notable and suggests that Floridians are bracing for potential economic turbulence. This shift in expectations may lead to more cautious financial behavior, which could risk slowing down economic activity in the near term,” said Sandoval.

“Looking ahead, economic conditions and consumer expectations will depend in part on developments in the Middle East and the extent to which energy markets stabilize. Prolonged volatility in energy markets could drive up transportation costs further and trigger new inflationary pressures, which could continue to strain household budgets and dampen consumer confidence in the coming months,” Sandoval added.

Conducted March 1 to April 23, the UF study reflects the responses of 312 individuals who were reached on cellphones 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.

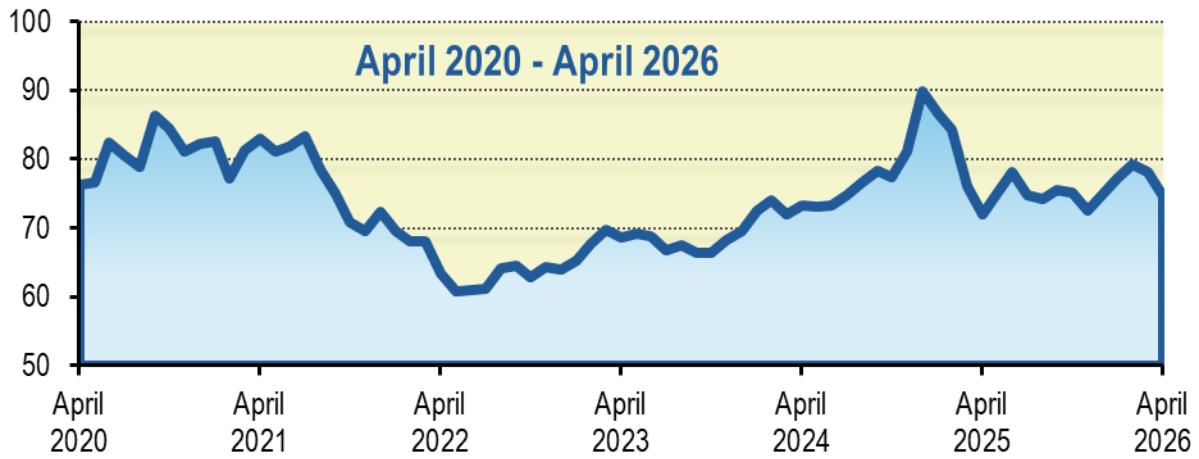
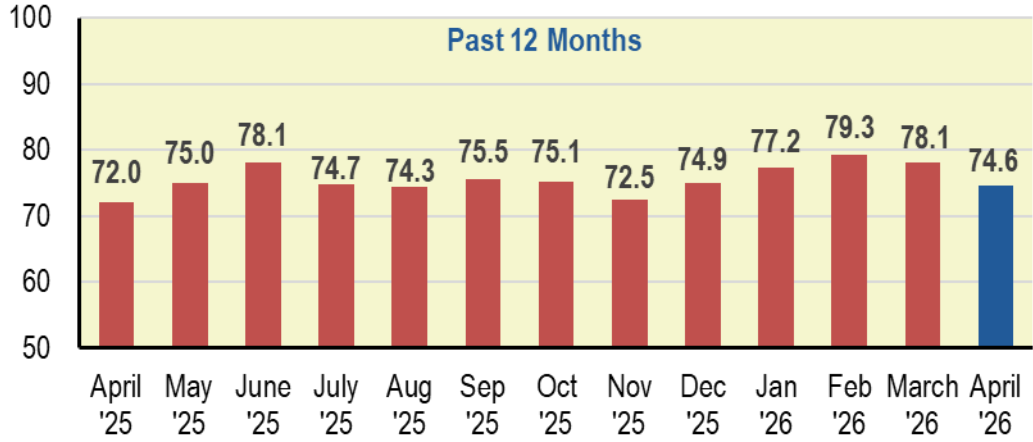
The index used by UF researchers is benchmarked to 1966, which means a value of 100 represents the same level of confidence for that year. The lowest index possible is 2, and the highest is 150.

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†
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	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26
Consumer Sentiment Index													
FLORIDA	72.0	75.0	78.1	74.7	74.3	75.5	75.1	72.5	74.9	76.9	79.1	78.1	74.6
Men	77.4	80.9	82.3	80.8	84.6	84.2	81.1	75.2	80.4	86.8	87.5	85.6	86.1
Women	66.1	68.4	73.3	67.2	61.4	66.1	68.5	69.5	68.4	67.9	71.5	70.9	63.3
Under age 60	73.3	73.4	74.8	73.7	72.1	74.8	75.4	73.5	75.8	77.3	79.2	77.2	68.7
Aged 60 and over	71.7	78.1	80.7	74.4	78.0	77.0	75.3	70.9	72.8	76.9	79.7	79.7	81.9
Income under \$50,000	72.3	74.6	67.1	66.0	69.1	71.4	69.8	61.5	60.8	61.8	60.8	60.8	58.5
Income \$50,000 and over	72.5	76.6	81.0	75.7	76.2	77.2	76.5	77.0	83.4	82.8	84.6	82.7	80.2
Personal financial situation now compared to a year ago													
FLORIDA	67.7	72.8	76.8	73.7	71.5	71.4	70.4	64.8	68.7	73.0	74.4	74.6	70.5
Men	73.8	78.9	80.5	83.1	82.2	84.0	80.3	70.1	78.5	84.5	85.1	83.6	85.2
Women	61.0	66.0	72.7	62.2	58.4	57.7	59.3	58.8	57.3	62.5	64.7	66.1	56.0
Under age 60	70.3	73.7	76.7	75.7	72.9	72.9	70.4	65.4	74.2	77.6	78.8	75.1	67.4
Aged 60 and over	65.2	72.9	74.8	70.5	72.4	70.2	71.4	66.4	63.2	69.0	70.2	75.2	77.3
Income under \$50,000	63.9	66.4	65.8	65.0	60.0	53.9	51.7	45.5	41.6	51.2	47.5	44.0	41.2
Income \$50,000 and over	68.2	75.8	80.0	75.1	78.8	79.9	77.9	76.4	85.8	82.3	83.7	84.3	80.9
Personal financial situation expected one year from now													
FLORIDA	80.9	85.2	89.2	83.0	82.1	84.9	85.9	85.9	89.1	88.6	90.0	90.8	88.2
Men	85.4	92.9	97.3	92.3	94.9	94.2	93.3	91.4	96.0	99.7	100.4	100.0	98.3
Women	76.0	76.6	80.2	71.7	66.3	74.7	77.6	79.7	81.0	78.5	80.6	82.0	78.4
Under age 60	85.3	88.6	93.9	91.2	91.8	91.7	91.7	94.7	99.4	99.1	100.0	102.1	95.0
Aged 60 and over	77.9	82.9	81.3	71.4	69.9	74.3	77.2	74.6	76.9	76.7	79.5	79.8	81.4
Income under \$50,000	82.9	84.6	72.7	72.3	76.1	85.0	86.4	77.4	82.2	74.6	70.1	75.7	75.2
Income \$50,000 and over	79.7	86.5	95.9	86.0	83.9	85.1	86.4	91.1	95.7	95.2	97.1	95.4	92.8
Expected national economic conditions over the next year													
FLORIDA	70.2	69.7	74.0	73.5	76.1	79.3	79.3	75.5	76.6	78.4	82.3	79.8	73.4
Men	76.8	75.6	76.0	74.9	87.3	86.9	81.8	74.6	79.5	88.2	89.9	84.8	85.2
Women	63.0	63.1	71.9	71.7	62.3	70.9	76.7	76.5	73.1	69.5	75.6	75.0	61.9
Under age 60	70.3	66.4	68.1	69.8	69.7	77.0	80.0	74.0	72.4	74.5	77.0	72.9	62.6
Aged 60 and over	70.9	75.1	81.3	77.3	84.9	82.7	78.1	74.6	79.5	82.4	88.5	86.7	84.6
Income under \$50,000	71.6	70.1	62.1	66.9	74.0	79.5	76.8	64.5	62.0	60.4	64.7	66.5	60.4
Income \$50,000 and over	70.6	72.3	77.3	72.1	75.3	78.0	79.4	79.7	83.2	84.1	86.9	82.3	77.1

Expected national economic conditions over the next 5 years

FLORIDA	76.8	80.1	81.5	73.5	75.5	77.6	75.8	74.0	77.9	78.4	79.9	79.6	77.5
Men	84.2	88.3	87.2	77.1	87.6	87.3	81.8	76.5	82.0	87.5	88.0	89.2	91.5
Women	68.5	70.7	75.2	69.1	60.6	66.8	69.3	71.3	73.1	70.0	72.7	70.5	63.7
Under age 60	74.3	75.8	78.0	71.6	70.8	74.1	74.1	72.2	74.6	72.3	74.1	75.5	69.2
Aged 60 and over	81.2	85.5	84.4	74.2	83.5	83.2	78.4	75.9	81.3	86.0	87.8	85.2	87.6
Income under \$50,000	84.0	84.8	72.0	66.0	75.2	79.8	75.2	68.0	71.1	71.2	67.5	64.4	64.8
Income \$50,000 and over	75.1	79.2	82.7	71.9	74.5	76.2	73.8	73.2	83.0	81.3	83.1	81.7	81.3

Is this a good time to buy major household items?

FLORIDA	64.5	67.3	68.7	69.7	66.0	64.5	64.2	62.4	62.0	66.2	68.6	65.6	63.5
Men	66.7	69.0	70.4	76.6	71.3	68.5	68.1	63.3	66.0	74.0	73.8	70.4	70.4
Women	62.0	65.4	66.9	61.4	59.5	60.2	59.9	61.4	57.3	59.0	63.9	61.1	56.6
Under age 60	66.1	62.4	57.5	60.3	55.2	57.9	60.8	61.1	58.3	63.0	66.0	60.3	49.4
Aged 60 and over	63.4	74.0	81.5	78.4	79.5	74.6	71.2	63.1	62.9	70.4	72.8	71.6	78.7
Income under \$50,000	59.3	67.0	62.9	59.7	60.5	58.9	58.8	52.1	47.2	51.7	54.1	53.3	50.8
Income \$50,000 and over	69.2	68.9	69.2	73.1	68.3	66.7	65.2	64.5	69.3	70.9	72.3	69.8	69.0

*Revised. †Preliminary.

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Sample Size	312	Race		Gender	
		% Non-white	21	% Male	58
Average age	55	% White	79	% Female	42
Income Characteristics		Hispanic Origin		Region	
less than \$20,000:	6.1	% Yes	19	% North	25.8
\$20,000 to \$29,999:	4.7	% No	81	% Central	16.4
\$30,000 to \$49,999:	15.5			% Southeast	23.7
over \$50,000:	73.7			% Southwest	34.1

Data Collection Dates: March 1 to April 23, 2026