**Consumer Sentiment**

Consumer sentiment among Floridians declined by one point in September to 76. Of the five components that make up the index three decreased, one increased and one stayed the same. Perceptions of personal finances now compared to a year ago was unchanged at 63. This component has been at this level for three months straight. Expectation of personal finances a year from now fell three points to 78. Expectations of U.S. economic conditions over the next year fell four points to 74 while expectations of U.S. economic conditions over the next five years fell six points to 72. Perceptions as to whether it is a good time to buy big ticket items rose three points to 90.

“The decline in our index is definitely a trend and one that is now being reflected in other economic data,” said Chris McCarty, the Survey Director. “This month’s decline is once again concentrated among lower income households who are particularly pessimistic about their current and future personal finances. The growing pessimism about long term U.S. economic conditions was fueled by lower income respondents and seniors. It is worth noting that our July reading was among the first economic indicators to show what now appears to be a slowdown in both Florida and U.S. economic indicators.” At first glance the most recent unemployment report for Florida looks better as the level of unemployment declined to 7.0 percent, .3 percentage points lower than U.S. unemployment and much lower than the peak of 11.4 percent at the end of the last recession. However the decline in unemployment in August was in large part due to a decline in the labor force, a familiar pattern we have experienced over the past few years. Indeed, Florida actually lost more than 4,000 jobs between July and August which would typically result in increased unemployment. Since a larger number stop looking for work, the overall unemployment rate went down. A closer look at the report shows another odd twist. Construction jobs which along with government jobs have been the main casualties of the past recession actually increased last month. Job declines were in leisure and hospitality, a category that had been strong, educational services, real estate and general service jobs. A recent Census Bureau report shows Florida metro areas rank lower than other states. The growing weakness in the labor market is reflected in national retail sales which were lower than expectations in August. Florida sales tax data show that revenue was still over estimated revenue for August, although by a much lower amount than in previous months. If the current trend continues, the Florida Legislature will not have as much of a surplus to allocate during the next legislative session in spring 2014. Housing has been a bright spot in Florida, but as anticipated this trend may slow at least temporarily. The median price of a single family home in Florida was down from July by $4,500 to $175,000. Although this is higher than the same time a year ago, it is the first decline in prices since January. In the short run housing is likely to be less of a driver of a recovery in Florida. While housing prices are not likely to rise dramatically they are also not likely to fall too far. Floridians can be confident that they will hold onto most of the recent gains in home prices. The stock market is still near record highs which helps those in and near retirement who are relying on those investments. Gas prices have returned to their traditional pattern showing a decline following the Labor Day weekend.
“Signs of an economic slowdown are likely to have played a role in the Federal Reserve’s decision to continue quantitative easing at its current levels,” said McCarty. “However there is no doubt the Federal Reserve will back off asset purchases which are helping to keep interest rates low, perhaps by the end of the year. The next hurdle for the economy is what is looking like another battle over the debt ceiling and a potential government shutdown in the next couple of weeks. Many economists have suggested we are due for another recession given historical patterns. While to many Americans it may seem as if we never recovered from the Great Recession of 2007-2009, we have actually been experiencing fairly steady, yet weak, growth for the past four years. A government shutdown of even a short duration would likely be enough to trigger another recession.”
### FLORIDA ECONOMIC AND CONSUMER SURVEY†
**September 24, 2013**

Bureau of Economic and Business Research
University of Florida

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FLORIDA</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Men</td>
<td>80</td>
<td>80</td>
<td>74</td>
<td>76</td>
<td>75</td>
<td>73</td>
<td>76</td>
<td>79</td>
<td>81</td>
<td>81</td>
<td>77</td>
<td>77</td>
<td>76</td>
</tr>
<tr>
<td>Women</td>
<td>79</td>
<td>80</td>
<td>70</td>
<td>75</td>
<td>75</td>
<td>71</td>
<td>78</td>
<td>78</td>
<td>82</td>
<td>85</td>
<td>79</td>
<td>77</td>
<td>81</td>
</tr>
<tr>
<td>Under age 60</td>
<td>80</td>
<td>80</td>
<td>77</td>
<td>76</td>
<td>74</td>
<td>76</td>
<td>75</td>
<td>80</td>
<td>79</td>
<td>79</td>
<td>74</td>
<td>77</td>
<td>71</td>
</tr>
<tr>
<td>Aged 60 and over</td>
<td>81</td>
<td>84</td>
<td>79</td>
<td>83</td>
<td>80</td>
<td>77</td>
<td>77</td>
<td>86</td>
<td>85</td>
<td>90</td>
<td>80</td>
<td>82</td>
<td>81</td>
</tr>
<tr>
<td>Income under $30,000</td>
<td>76</td>
<td>77</td>
<td>71</td>
<td>72</td>
<td>74</td>
<td>72</td>
<td>67</td>
<td>62</td>
<td>73</td>
<td>74</td>
<td>69</td>
<td>70</td>
<td>68</td>
</tr>
<tr>
<td>Income $30,000 and over</td>
<td>83</td>
<td>82</td>
<td>74</td>
<td>80</td>
<td>74</td>
<td>75</td>
<td>81</td>
<td>84</td>
<td>88</td>
<td>86</td>
<td>82</td>
<td>81</td>
<td>81</td>
</tr>
<tr>
<td><strong>Personal financial situation now compared to a year ago</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FLORIDA</td>
<td>64</td>
<td>64</td>
<td>57</td>
<td>62</td>
<td>59</td>
<td>64</td>
<td>64</td>
<td>71</td>
<td>67</td>
<td>69</td>
<td>63</td>
<td>63</td>
<td>63</td>
</tr>
<tr>
<td>Men</td>
<td>65</td>
<td>66</td>
<td>59</td>
<td>65</td>
<td>60</td>
<td>63</td>
<td>72</td>
<td>70</td>
<td>72</td>
<td>76</td>
<td>67</td>
<td>67</td>
<td>68</td>
</tr>
<tr>
<td>Women</td>
<td>63</td>
<td>61</td>
<td>56</td>
<td>60</td>
<td>58</td>
<td>64</td>
<td>58</td>
<td>71</td>
<td>62</td>
<td>63</td>
<td>60</td>
<td>58</td>
<td>59</td>
</tr>
<tr>
<td>Under age 60</td>
<td>71</td>
<td>70</td>
<td>64</td>
<td>71</td>
<td>65</td>
<td>69</td>
<td>64</td>
<td>78</td>
<td>73</td>
<td>82</td>
<td>72</td>
<td>68</td>
<td>74</td>
</tr>
<tr>
<td>Aged 60 and over</td>
<td>57</td>
<td>57</td>
<td>53</td>
<td>55</td>
<td>56</td>
<td>60</td>
<td>65</td>
<td>63</td>
<td>63</td>
<td>58</td>
<td>57</td>
<td>57</td>
<td>57</td>
</tr>
<tr>
<td>Income under $30,000</td>
<td>50</td>
<td>52</td>
<td>43</td>
<td>43</td>
<td>51</td>
<td>55</td>
<td>51</td>
<td>47</td>
<td>56</td>
<td>54</td>
<td>50</td>
<td>52</td>
<td>47</td>
</tr>
<tr>
<td>Income $30,000 and over</td>
<td>72</td>
<td>69</td>
<td>61</td>
<td>74</td>
<td>60</td>
<td>65</td>
<td>71</td>
<td>77</td>
<td>75</td>
<td>77</td>
<td>69</td>
<td>66</td>
<td>72</td>
</tr>
<tr>
<td><strong>Expected national economic conditions over the next year</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FLORIDA</td>
<td>86</td>
<td>85</td>
<td>77</td>
<td>76</td>
<td>75</td>
<td>74</td>
<td>72</td>
<td>79</td>
<td>82</td>
<td>82</td>
<td>75</td>
<td>81</td>
<td>78</td>
</tr>
<tr>
<td>Men</td>
<td>81</td>
<td>84</td>
<td>70</td>
<td>76</td>
<td>78</td>
<td>70</td>
<td>74</td>
<td>77</td>
<td>82</td>
<td>82</td>
<td>77</td>
<td>80</td>
<td>81</td>
</tr>
<tr>
<td>Women</td>
<td>90</td>
<td>85</td>
<td>84</td>
<td>77</td>
<td>72</td>
<td>80</td>
<td>71</td>
<td>82</td>
<td>82</td>
<td>82</td>
<td>72</td>
<td>83</td>
<td>77</td>
</tr>
<tr>
<td>Under age 60</td>
<td>92</td>
<td>94</td>
<td>91</td>
<td>95</td>
<td>88</td>
<td>91</td>
<td>82</td>
<td>95</td>
<td>94</td>
<td>101</td>
<td>85</td>
<td>94</td>
<td>92</td>
</tr>
<tr>
<td>Aged 60 and over</td>
<td>80</td>
<td>76</td>
<td>66</td>
<td>61</td>
<td>66</td>
<td>66</td>
<td>64</td>
<td>66</td>
<td>72</td>
<td>66</td>
<td>68</td>
<td>69</td>
<td>67</td>
</tr>
<tr>
<td>Income under $30,000</td>
<td>85</td>
<td>89</td>
<td>78</td>
<td>85</td>
<td>76</td>
<td>76</td>
<td>66</td>
<td>64</td>
<td>71</td>
<td>82</td>
<td>68</td>
<td>76</td>
<td>68</td>
</tr>
<tr>
<td>Income $30,000 and over</td>
<td>87</td>
<td>86</td>
<td>75</td>
<td>78</td>
<td>74</td>
<td>74</td>
<td>78</td>
<td>84</td>
<td>90</td>
<td>86</td>
<td>79</td>
<td>86</td>
<td>85</td>
</tr>
<tr>
<td><strong>Expected national economic conditions over the next 5 years</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FLORIDA</td>
<td>84</td>
<td>86</td>
<td>77</td>
<td>78</td>
<td>76</td>
<td>69</td>
<td>76</td>
<td>77</td>
<td>82</td>
<td>82</td>
<td>75</td>
<td>78</td>
<td>72</td>
</tr>
<tr>
<td>Men</td>
<td>83</td>
<td>85</td>
<td>81</td>
<td>74</td>
<td>77</td>
<td>66</td>
<td>75</td>
<td>78</td>
<td>82</td>
<td>83</td>
<td>77</td>
<td>77</td>
<td>78</td>
</tr>
<tr>
<td>Women</td>
<td>85</td>
<td>88</td>
<td>82</td>
<td>81</td>
<td>75</td>
<td>72</td>
<td>78</td>
<td>76</td>
<td>82</td>
<td>81</td>
<td>73</td>
<td>79</td>
<td>67</td>
</tr>
<tr>
<td>Under age 60</td>
<td>77</td>
<td>87</td>
<td>80</td>
<td>80</td>
<td>72</td>
<td>75</td>
<td>82</td>
<td>82</td>
<td>89</td>
<td>77</td>
<td>81</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Aged 60 and over</td>
<td>93</td>
<td>86</td>
<td>75</td>
<td>76</td>
<td>74</td>
<td>68</td>
<td>78</td>
<td>73</td>
<td>77</td>
<td>75</td>
<td>76</td>
<td>68</td>
<td></td>
</tr>
<tr>
<td>Income under $30,000</td>
<td>84</td>
<td>85</td>
<td>81</td>
<td>77</td>
<td>76</td>
<td>72</td>
<td>74</td>
<td>65</td>
<td>83</td>
<td>69</td>
<td>77</td>
<td>73</td>
<td>75</td>
</tr>
<tr>
<td>Income $30,000 and over</td>
<td>84</td>
<td>86</td>
<td>76</td>
<td>80</td>
<td>74</td>
<td>71</td>
<td>78</td>
<td>81</td>
<td>86</td>
<td>80</td>
<td>81</td>
<td>73</td>
<td></td>
</tr>
<tr>
<td><strong>Is this a good time to buy major household items?</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FLORIDA</td>
<td>85</td>
<td>79</td>
<td>78</td>
<td>86</td>
<td>87</td>
<td>88</td>
<td>90</td>
<td>90</td>
<td>91</td>
<td>92</td>
<td>92</td>
<td>87</td>
<td>90</td>
</tr>
<tr>
<td>Men</td>
<td>92</td>
<td>78</td>
<td>81</td>
<td>87</td>
<td>86</td>
<td>90</td>
<td>93</td>
<td>89</td>
<td>94</td>
<td>100</td>
<td>96</td>
<td>91</td>
<td>100</td>
</tr>
<tr>
<td>Women</td>
<td>79</td>
<td>81</td>
<td>75</td>
<td>84</td>
<td>88</td>
<td>85</td>
<td>87</td>
<td>91</td>
<td>88</td>
<td>85</td>
<td>88</td>
<td>83</td>
<td>83</td>
</tr>
<tr>
<td>Under age 60</td>
<td>83</td>
<td>80</td>
<td>81</td>
<td>86</td>
<td>89</td>
<td>87</td>
<td>87</td>
<td>87</td>
<td>90</td>
<td>92</td>
<td>87</td>
<td>82</td>
<td>83</td>
</tr>
<tr>
<td>Aged 60 and over</td>
<td>87</td>
<td>79</td>
<td>75</td>
<td>86</td>
<td>87</td>
<td>89</td>
<td>92</td>
<td>93</td>
<td>93</td>
<td>92</td>
<td>96</td>
<td>92</td>
<td>97</td>
</tr>
<tr>
<td>Income under $30,000</td>
<td>76</td>
<td>77</td>
<td>73</td>
<td>79</td>
<td>82</td>
<td>82</td>
<td>76</td>
<td>72</td>
<td>81</td>
<td>88</td>
<td>76</td>
<td>76</td>
<td>74</td>
</tr>
<tr>
<td>Income $30,000 and over</td>
<td>88</td>
<td>82</td>
<td>80</td>
<td>89</td>
<td>90</td>
<td>92</td>
<td>96</td>
<td>94</td>
<td>100</td>
<td>95</td>
<td>100</td>
<td>91</td>
<td>97</td>
</tr>
</tbody>
</table>

*Revised. †Preliminary."
CHARACTERISTICS OF SURVEY RESPONDENTS FOR CURRENT MONTH

<table>
<thead>
<tr>
<th>Sample Size</th>
<th>399</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race</td>
<td></td>
</tr>
<tr>
<td>% Non-white</td>
<td>14</td>
</tr>
<tr>
<td>% White</td>
<td>86</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>% Male</td>
<td>45</td>
</tr>
<tr>
<td>% Female</td>
<td>55</td>
</tr>
<tr>
<td>Average age</td>
<td>60</td>
</tr>
<tr>
<td>Income Characteristics</td>
<td></td>
</tr>
<tr>
<td>% less than $20,000</td>
<td>16</td>
</tr>
<tr>
<td>% $20,000 to $29,999</td>
<td>13</td>
</tr>
<tr>
<td>% $30,000 to $49,999</td>
<td>20</td>
</tr>
<tr>
<td>% over $50,000</td>
<td>51</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td></td>
</tr>
<tr>
<td>% Yes</td>
<td>7</td>
</tr>
<tr>
<td>% No</td>
<td>93</td>
</tr>
<tr>
<td>Region</td>
<td></td>
</tr>
<tr>
<td>% North</td>
<td>28</td>
</tr>
<tr>
<td>% Central</td>
<td>17</td>
</tr>
<tr>
<td>% Southeast</td>
<td>23</td>
</tr>
<tr>
<td>% Southwest</td>
<td>32</td>
</tr>
</tbody>
</table>