

FLORIDA CONSUMER CONFIDENCE INDEX
November 20, 2009
FOR IMMEDIATE RELEASE



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Consumer Confidence

Consumer confidence among Floridians fell three points in November to 69. Of the five components that make up the index two increased while three decreased. Perceptions of personal finances now compared to a year ago rose five points to 49 while perceptions of personal finances a year from now rose two points to 84. Perceptions of U.S. economic conditions over the next year fell seven points to 64 while perceptions of economic conditions over the next five years plummeted eleven points to 69. Perceptions as to whether it is a good time to buy big-ticket consumer items fell four points to 78.

“We had expected consumer confidence to fluctuate in the upper 60s to low 70s for the next several months, so a decline was not a surprise,” said Chris McCarty, the Survey Director. “There are reasons for growing pessimism, particularly lingering employment issues that are expected to get worse over the next several months. This months report is similar to last month in that perceptions of personal finances improved while expectations about the economy declined. The biggest surprise in this report was the very sharp decline in perceptions of the economy in the long run. Florida consumers may be wondering whether the effects of this downturn will last longer than usual, or perhaps some aspects of this downturn are permanent.”

Florida’s level of unemployment increased to 11.2 percent in October, the highest in 34 years. Perhaps more disturbing is the rising percentage of the long term unemployed (those unemployed for six months or more) which was 1.79 percent of the U.S. population in September. The previous record was 1.2 percent following the recession in 1982. The long term unemployed are dependent on extension of unemployment benefits, and may have continued difficulty finding work.

“The bright side of this report is the rise in perceptions of personal finances,” said McCarty. Housing prices appear to have stabilized in many Florida markets and the extension of the tax rebate for first time buyers and the expansion of the program to include a \$6,500 rebate for buyers who have owned a home for at least five years will help support those prices. The main threat to housing prices is a further deterioration of employment. The stock market has managed to sustain a rally and contributes to consumers perceptions of wealth. The Federal Reserve has so far held off on increasing interest rates to recall much of the stimulus money. These are all positive for consumers. Looking forward we expect consumer confidence to maintain this level. Retail sales for the holidays will be flat compared to a year ago. We don’t expect a clear improvement in consumer confidence before the second quarter of 2010 if not later.”

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	Nov-08	Dec-08	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09
Consumer Confidence Index													
FLORIDA	62	67	66	62	65	72	71	69	67	71	72	72	69
Men	64	69	67	61	63	73	73	69	67	74	74	76	70
Women	60	65	65	62	66	70	70	69	66	69	70	69	68
Under age 60	64	67	67	61	67	71	72	70	71	72	76	71	73
Aged 60 and over	61	67	65	62	62	72	70	69	63	70	68	73	65
Income under \$30,000	61	62	64	63	63	67	64	58	63	68	67	67	63
Income \$30,000 and over	63	70	68	61	65	74	75	74	71	73	76	74	73
Personal financial situation now compared to a year ago													
FLORIDA	40	39	43	41	42	44	41	46	43	44	42	44	49
Men	46	42	45	43	40	47	44	47	44	46	43	48	49
Women	34	36	40	39	43	42	38	45	43	41	42	41	49
Under age 60	43	40	47	40	40	44	41	45	45	44	43	39	49
Aged 60 and over	37	38	37	41	42	44	41	48	42	43	41	51	50
Income under \$30,000	37	24	29	35	34	36	31	29	34	39	35	30	34
Income \$30,000 and over	41	43	49	44	43	48	46	53	48	45	46	47	56
Personal financial situation expected one year from now													
FLORIDA	81	87	83	79	80	85	90	84	79	84	81	82	84
Men	83	88	87	77	79	86	88	84	75	84	90	82	81
Women	78	86	79	82	81	84	91	84	83	85	73	82	87
Under age 60	89	93	92	88	88	88	94	93	92	94	95	91	100
Aged 60 and over	72	78	73	70	73	82	84	74	66	72	66	71	67
Income under \$30,000	76	90	81	81	85	81	87	71	78	81	73	79	86
Income \$30,000 and over	84	90	85	81	80	88	93	90	82	88	88	83	86
Expected national economic conditions over the next year													
FLORIDA	55	62	55	49	60	69	72	66	63	72	74	71	64
Men	47	62	53	41	53	70	72	62	62	75	69	72	66
Women	63	62	58	56	66	68	72	69	64	70	78	69	62
Under age 60	58	58	55	48	61	65	72	66	69	72	75	68	68
Aged 60 and over	52	65	56	49	58	73	71	66	58	74	72	74	61
Income under \$30,000	64	62	70	60	66	68	74	53	62	70	78	72	65
Income \$30,000 and over	52	62	52	44	57	70	74	71	67	74	73	73	65
Expected national economic conditions over the next 5 years													
FLORIDA	73	78	75	67	79	82	80	81	72	81	84	80	69
Men	73	80	70	66	75	82	77	77	72	79	81	81	68
Women	73	77	80	68	82	83	81	84	73	82	86	80	70
Under age 60	75	77	73	64	82	78	79	81	72	79	86	78	71
Aged 60 and over	71	80	78	70	75	86	79	82	73	83	82	84	67
Income under \$30,000	76	85	79	77	79	85	73	73	70	89	84	81	61
Income \$30,000 and over	72	76	74	62	75	82	82	86	75	78	84	81	75
Is this a good time to buy major household items?													
FLORIDA	62	71	74	72	62	78	76	68	77	75	80	82	78
Men	70	74	80	79	69	82	84	75	84	86	89	94	85
Women	54	67	68	67	57	74	67	62	69	65	72	72	71
Under age 60	53	69	67	67	66	80	76	65	77	73	80	78	76
Aged 60 and over	73	73	83	78	59	75	73	74	77	79	82	87	80
Income under \$30,000	53	49	62	61	50	66	57	63	71	58	66	75	68
Income \$30,000 and over	66	78	79	76	67	84	80	72	81	82	89	87	83

*Revised. †Preliminary.

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CHARACTERISTICS OF SURVEY RESPONDENTS FOR CURRENT MONTH

Sample Size	431	Race		Gender	
		% Non-white	16	% Male	46
Average age	58	% White	84	% Female	54
Income Characteristics		Hispanic Origin		Region	
% less than \$20,000	17	% Yes	9	% North	27
% \$20,000 to \$29,999	13	% No	91	% Central	16
% \$30,000 to \$49,999	21			% Southeast	23
% over \$50,000	49			% Southwest	34