

FLORIDA CONSUMER CONFIDENCE INDEX
January 22, 2010
FOR IMMEDIATE RELEASE



From:
UF Survey Research Center
Bureau of Economic and Business Research
Warrington College of Business Administration
University of Florida
P. O. Box 117145, Gainesville, Florida 32611-7145

Contact:
Chris McCarty, Survey Director
Office: (352) 392-2908 ext. 100

Consumer Confidence

Consumer confidence among Floridians rose sharply in January to 74, up five points from the December reading of 69. All five components that make up the index marked increases. Perceptions of personal finances now compared to a year ago rose five points to 50 while expectations of personal finances a year from now rose five points to 85. Perceptions of U.S. economic conditions over the next year rose six points to 73 while perceptions of U.S. business conditions over the next five years rose four points to 78. The biggest increase was in perceptions as to whether it is a good time to buy big-ticket consumer items, which rose eight points to 83. The overall index is eight points higher than it was at this time last year.

“The sharp rise was somewhat of a surprise,” said Chris McCarty, the Survey Director. “In the past we have seen similar jumps in the January index, perhaps in response to the financial stress associated with the holidays, and the past year, having passed. The increase this month was broad-based, across age and income levels. While we still expected fluctuation between the high 60s and low 70s, this seems like a large increase given where the Florida economy is right now.”

On the positive side, the stock market seems to have held onto the big increase from 2009 and housing prices, though down at the end of the year, seem at least temporarily stable. The extension of the tax rebate to existing homeowners should help support home prices. However, this stability could be threatened by an increase in unemployment, which just hit 11.8 percent in Florida, an increase of .3 percent from the previous month. Retail sales over the holidays were mixed, but overall weak by most measures. Holiday sales as defined by sales taking place between November 1st and December 24th rose 3.6% according to SpendingPulse, but that included an extra shopping day. Without the extra day growth appears to have been 1%, close to the projections for a flat holiday season. It remains to be seen how this affects big retailers who employ many Floridians. Also on the negative side are rising gas prices, which are now averaging \$2.78 in Florida.

“We believe that once we have collected an extra week’s worth of data consumer confidence will edge downward,” said McCarty. “These data do not reflect the negative employment report released on Friday. They also do not reflect the potential changes to health care reform given the recent win by the Republican Party in Massachusetts. It is unclear whether the prospect of reform modification is viewed positively or negatively here in Florida. Over the next month our best estimate is for consumer confidence to moderate again down closer to 70.”

FLORIDA ECONOMIC AND CONSUMER SURVEY†
January 22, 2010
Bureau of Economic and Business Research
University of Florida

	Jan-09	Feb-09	Mar-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10
Consumer Confidence Index													
FLORIDA	66	62	65	72	71	69	67	71	72	72	69	69	74
Men	67	61	63	73	73	69	67	74	74	76	70	69	77
Women	65	62	66	70	70	69	66	69	70	69	69	68	71
Under age 60	67	61	67	71	72	70	71	72	76	71	71	68	73
Aged 60 and over	65	62	62	72	70	69	63	70	68	73	67	70	75
Income under \$30,000	64	63	63	67	64	58	63	68	67	67	61	64	69
Income \$30,000 and over	68	61	65	74	75	74	71	73	76	74	74	71	78
Personal financial situation now compared to a year ago													
FLORIDA	43	41	42	44	41	46	43	44	42	44	49	45	50
Men	45	43	40	47	44	47	44	46	43	48	50	47	53
Women	40	39	43	42	38	45	43	41	42	41	49	43	47
Under age 60	47	40	40	44	41	45	45	44	43	39	48	45	48
Aged 60 and over	37	41	42	44	41	48	42	43	41	51	51	45	53
Income under \$30,000	29	35	34	36	31	29	34	39	35	30	34	32	35
Income \$30,000 and over	49	44	43	48	46	53	48	45	46	47	55	52	56
Personal financial situation expected one year from now													
FLORIDA	83	79	80	85	90	84	79	84	81	82	82	80	85
Men	87	77	79	86	88	84	75	84	90	82	80	80	90
Women	79	82	81	84	91	84	83	85	73	82	84	81	81
Under age 60	92	88	88	88	94	93	92	94	95	91	95	90	96
Aged 60 and over	73	70	73	82	84	74	66	72	66	71	70	72	73
Income under \$30,000	81	81	85	81	87	71	78	81	73	79	81	76	85
Income \$30,000 and over	85	81	80	88	93	90	82	88	88	83	85	84	90
Expected national economic conditions over the next year													
FLORIDA	55	49	60	69	72	66	63	72	74	71	65	67	73
Men	53	41	53	70	72	62	62	75	69	72	65	65	74
Women	58	56	66	68	72	69	64	70	78	69	64	70	72
Under age 60	55	48	61	65	72	66	69	72	75	68	67	66	70
Aged 60 and over	56	49	58	73	71	66	58	74	72	74	63	70	77
Income under \$30,000	70	60	66	68	74	53	62	70	78	72	61	72	73
Income \$30,000 and over	52	44	57	70	74	71	67	74	73	73	67	68	74
Expected national economic conditions over the next 5 years													
FLORIDA	75	67	79	82	80	81	72	81	84	80	72	74	78
Men	70	66	75	82	77	77	72	79	81	81	71	73	80
Women	80	68	82	83	81	84	73	82	86	80	72	76	77
Under age 60	73	64	82	78	79	81	72	79	86	78	71	69	75
Aged 60 and over	78	70	75	86	79	82	73	83	82	84	71	80	83
Income under \$30,000	79	77	79	85	73	73	70	89	84	81	63	72	79
Income \$30,000 and over	74	62	75	82	82	86	75	78	84	81	77	75	81
Is this a good time to buy major household items?													
FLORIDA	74	72	62	78	76	68	77	75	80	82	78	75	83
Men	80	79	69	82	84	75	84	86	89	94	83	81	89
Women	68	67	57	74	67	62	69	65	72	72	74	70	76
Under age 60	67	67	66	80	76	65	77	73	80	78	76	69	77
Aged 60 and over	83	78	59	75	73	74	77	79	82	87	76	83	91
Income under \$30,000	62	61	50	66	57	63	71	58	66	75	67	71	70
Income \$30,000 and over	79	76	67	84	80	72	81	82	89	87	84	78	90

*Revised. †Preliminary.

FLORIDA ECONOMIC AND CONSUMER SURVEY
January 22, 2010
Bureau of Economic and Business Research
University of Florida

CHARACTERISTICS OF SURVEY RESPONDENTS FOR CURRENT MONTH

Sample Size	424	Race		Gender	
		% Non-white	16	% Male	50
Average age	57	% White	84	% Female	50
Income Characteristics		Hispanic Origin		Region	
% less than \$20,000	19	% Yes	10	% North	24
% \$20,000 to \$29,999	12	% No	90	% Central	18
% \$30,000 to \$49,999	23			% Southeast	24
% over \$50,000	46			% Southwest	34