



February 2026 Virginia Consumer Sentiment Report

Institute for Policy and Opinion Research

FREQUENCIES

We are interested in how people are getting along financially these days. Would you say that you and your family living there are better off or worse off financially than you were a year ago?

	%	Cumulative
Better off	24.1	24.1
Same	38.6	62.7
Worse off	37.3	100.0

Now looking ahead: do you think that a year from now you and your family living there will be better off financially, worse off, or just about the same as now?

	%	Cumulative
Better off	31.0	31.0
Same	40.5	71.5
Worse off	28.5	100.0

Now, turning to business conditions in the country as a whole, would you say at the present time that business conditions are better off, worse off, or just about the same as they were a year ago?

	%	Cumulative
Better off	21.0	21.0
Same	30.0	51.1
Worse off	48.9	100.0

Questions and comments should be directed to Dr. Alice Louise Kassens, Professor of Economics, Roanoke College and Senior Analyst, IPOR kassens@roanoke.edu. All frequencies are weighted. Weighted values are used in the associated release.

February 2026 Consumer Sentiment and Inflation Expectations Survey
Frequencies

Looking ahead, which would you say is more likely--that the country as a whole will have continuous good times during the next five years or that we will have periods of widespread unemployment or depression or what?

	%	Cumulative
Good times	40.8	40.8
Same	3.5	44.3
Bad times	55.7	100.0

About big things people buy for their homes - such as furniture, a refrigerator, stove, television, and things like that. Generally speaking, do you think now is a good or a bad time for people to buy major household items?

	%	Cumulative
Good time to buy	37.8	37.8
Uncertain; depends	3.2	41.0
Bad time to buy	59.0	100.0

Region of residence

	%	Cumulative
Southwest	11.2	11.2
Southside	9.0	20.2
Shenandoah Valley	6.9	27.1
Central Virginia	17.7	44.8
Northern Virginia	32.7	77.5
Tidewater	22.5	100.0

Marital status

	%	Cumulative
Married	46.9	46.9
Living with partner	10.0	56.9
Divorced	8.8	65.6
Separated	2.7	68.3
Widowed	4.7	73.0
Never married	27.1	100.0

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Frequencies

Educational status

	%	Cumulative
Less than HS	1.8	1.8
High school	20.4	22.2
Some college/tech school	21.4	43.6
Associate's degree	9.9	53.5
Bachelor's degree	27.1	80.6
Advanced degree	19.4	100.0

Gender

	%	Cumulative
Female	51.7	51.7
Male	48.3	100.0

Race/ethnicity

	%	Cumulative
Non-Hispanic white	58.1	58.1
Non-Hispanic black	18.4	76.5
Latino	3.1	79.6
Other/mixed race	20.4	100.0

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