



August 2025 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	21.7	21.7
Same	42.3	64.0
Worse off	36.0	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	30.5	30.5
Same	42.5	73.0
Worse off	27.0	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	19.7	19.7
Same	25.9	45.6
Worse off	54.4	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.

August 2025 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	34.6	34.6
Same	2.0	36.6
Bad times	63.5	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	40.7	40.7
Uncertain; depends	1.3	42.0
Bad time to buy	58.0	100.0

During the next year, do you think that prices in general will go down, stay where they are now, or go up?

	%	Cumulative
Go up	65.3	65.3
Stay where they are now	20.6	85.9
Go down	14.1	100.0

Region of residence

	%	Cumulative
Southwest	12.2	12.2
Southside	9.1	21.3
Shenandoah Valley	5.9	27.1
Central Virginia	19.4	46.5
Northern Virginia	30.4	76.9
Tidewater	23.1	100.0

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Frequencies

Marital status

	%	Cumulative
Married	43.5	43.5
Living with partner	8.1	51.6
Divorced	12.1	63.7
Separated	3.5	67.3
Widowed	4.2	71.4
Never married	28.6	100.0

Educational status

	%	Cumulative
Less than HS	0.7	0.7
High school	18.5	19.2
Some college/tech school	19.3	38.5
Associate's degree	11.3	49.7
Bachelor's degree	27.2	76.9
Advanced degree	23.1	100.0

Gender

	%	Cumulative
Female	51.8	51.8
Male	48.2	100.0

Race/ethnicity

	%	Cumulative
Non-Hispanic white	62.5	62.5
Non-Hispanic black	17.9	80.4
Latino	1.1	81.5
Other/mixed race	18.5	100.0

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