



May 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	21.1	21.1
Same	38.7	59.7
Worse off	40.3	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	30.4	30.4
Same	37.1	67.5
Worse off	32.5	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	17.3	17.3
Same	27.3	44.5
Worse off	55.5	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.

May 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	39.4	39.4
Same	1.7	41.1
Bad times	59.0	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	36.6	36.6
Uncertain; depends	1.2	37.8
Bad time to buy	62.2	100.0

Region of residence

	%	Cumulative
Southwest	15.7	15.7
Southside	8.1	23.7
Shenandoah Valley	5.5	29.3
Central Virginia	18.9	48.1
Northern Virginia	29.6	77.7
Tidewater	22.3	100.0

Marital status

	%	Cumulative
Married	45.4	45.4
Living with partner	8.1	53.5
Divorced	8.9	62.4
Separated	1.7	64.1
Widowed	5.9	70.0
Never married	30.0	100.0

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May 2025 Consumer Sentiment and Inflation Expectations Survey
Frequencies

Educational status

	%	Cumulative
Less than HS	0.8	0.8
High school	19.2	20.0
Some college/tech school	31.1	51.1
Associate's degree	1.5	52.6
Bachelor's degree	25.8	78.4
Advanced degree	21.6	100.0

Gender

	%	Cumulative
Female	51.5	51.5
Male	48.5	100.0

Race/ethnicity

	%	Cumulative
Non-Hispanic white	60.7	60.7
Non-Hispanic black	18.5	79.2
Latino	2.2	81.4
Other/mixed race	18.6	100.0

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