



November 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	22.9	22.9
Same	37.8	60.7
Worse off	39.3	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	31.5	31.5
Same	38.0	69.5
Worse off	30.5	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	20.5	20.5
Same	28.2	48.6
Worse off	51.4	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.

November 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	38.2	38.2
Same	1.4	39.6
Bad times	60.4	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	39.0	39.0
Uncertain; depends	3.0	42.0
Bad time to buy	58.0	100.0

Region of residence

	%	Cumulative
Southwest	11.5	11.5
Southside	7.9	19.4
Shenandoah Valley	5.1	24.5
Central Virginia	20.7	45.2
Northern Virginia	30.4	75.6
Tidewater	24.4	100.0

Marital status

	%	Cumulative
Married	47.5	47.5
Living with partner	8.1	55.6
Divorced	9.0	64.7
Separated	3.9	68.5
Widowed	4.7	73.3
Never married	26.7	100.0

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Frequencies

Educational status

	%	Cumulative
Less than HS	2.5	2.5
High school	27.8	30.2
Some college/tech school	19.4	49.6
Associate's degree	9.5	59.1
Bachelor's degree	21.9	81.0
Advanced degree	19.0	100.0

Gender

Gender	%	Cumulative
Female	52.1	52.1
Male	48.0	100.0

Race/ethnicity

	%	Cumulative
Non-Hispanic white	58.9	58.9
Non-Hispanic black	18.7	77.6
Latino	2.8	80.4
Other/mixed race	19.6	100.0

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