surveys of consumers UNIVERSITY OF MICHIGAN

Monitoring trends for over 75 years

November 2025 survey results November 21, 2025

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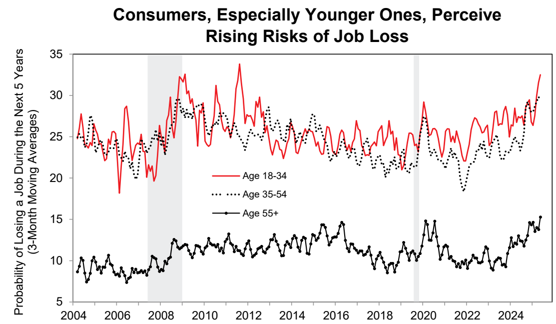

Consumer sentiment was little changed this month with a 2.6 index point decrease from October that is within the margin of error. Following the end of the federal shutdown, sentiment lifted slightly from its mid-month reading. However, consumers remain frustrated about the persistence of high prices and weakening incomes. This month, current personal finances and buying conditions for durables both plunged more than 10%, whereas expectations for the future improved modestly. By the end of the month, sentiment for consumers with the largest stock holdings lost the gains seen at the preliminary reading. This group's sentiment dropped about 2 index points from October, likely a consequence of the stock market declines seen in the final two weeks of the interview period.

Year-ahead inflation expectations inched down from 4.6% last month to 4.5% this month. This marks three consecutive months of declines, but short-run inflation expectations still remain above the 3.3% seen in January. Long-run inflation expectations softened from 3.9% last month to 3.4% in November. These expectations are now modestly above the 3.2% January 2025 reading. Despite these improvements in the future trajectory of inflation, consumers continue to report that their personal finances now are weighed down by the present state of high prices.

Interviews continue to reveal considerable differences in economic views across the wealth distribution. This month, a majority of consumers without stock holdings as well as consumers in the bottom two terciles of portfolio values spontaneously mentioned high prices as a drag on their personal finances. In contrast, only about one-third of consumers with the largest tercile of stock holdings did so. This gap reflects differences in the degree of pain that inflation and high prices exert for various types of households.

Meanwhile, income expectations improved this month for the top tercile of stockholders, while it fell for non-stockholders. Taken together, the wealthiest consumers appear equipped to continue spending, while the financial positions of non-stockholders are deteriorating. Given that wealthy consumers generate the lion's share of consumer spending, these trends indicate that aggregate economic statistics can obscure vulnerabilities within certain parts of the population**.**

Patterns by age tell a slightly different story. Income expectations have deteriorated over the past year for younger and older consumers alike. Looking specifically at November, income expectations declined from last month for younger consumers, while middle age and older consumers held steady or inched up to relatively low levels. Meanwhile, the overall probability of personal job loss increased this month to the highest reading since July 2020. As seen in the chart, generally speaking, younger consumers report higher probabilities of job loss than older consumers, consistent with national unemployment trends by age. Since last November, all three age groups have exhibited large increases in the risk of personal job loss—jumps of more than one standard deviation each. This suggests that while younger consumers see themselves facing particularly acute challenges, consumers across the age distribution agree that downside risks to their incomes have increased this year.

	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025
Index of Consumer Sentiment	71.8	74.0	71.7	64.7	57.0	52.2	52.2	60.7	61.7	58.2	55.1	53.6	51.0
Current Economic Conditions	63.9	75.1	75.1	65.7	63.8	59.8	58.9	64.8	68.0	61.7	60.4	58.6	51.1
Index of Consumer Expectations	76.9	73.3	69.5	64.0	52.6	47.3	47.9	58.1	57.7	55.9	51.7	50.3	51.0
Index Components													
Personal Finances - Current	82	85	87	82	74	71	67	78	83	77	76	78	66
Personal Finances - Expected	116	111	109	99	86	78	79	94	91	91	86	82	85
Economic Outlook - 12 Months	97	88	81	73	56	48	50	63	66	61	57	57	56
Economic Outlook - 5 Years	96	94	88	83	66	60	60	74	72	70	62	59	61
Buying Conditions - Durables	82	108	106	86	89	82	83	88	91	80	78	72	64