

TallahasseeVoices

Holiday Spending & Economic Health

TallahasseeVoices is a pro bono internet survey panel sponsored by Kerr & Downs Research and the Tallahassee Democrat. The present survey was conducted in December 2007. Six hundred and twenty (620) of the 3,000 panel members responded to this survey. The results have been weighted to reflect the demographics of the 80%+ local residents who have access to the internet at home, work, or school.

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Holiday Spending

The typical local household will spend \$730 for holiday gifts.

4 in 10 households will spend less this year than last year.

2% of households will spend over \$5,000 on holiday gifts.

The typical shopper will buy 65% of gifts at local retail stores; 10% from out of town stores; 25% from online sites.

Special Gift - Women

Women want their special gift to come from:

Narcissus

Dillards

Best Buy

Macy's

Target

Special Gift - Women

Women will buy a gift for that special person
from:

Best Buy

Dillards

Kohls

Target

Nic's

Special Gift - Men

Men will buy a gift for that special person
from:

Kohl's

Wal-Mart

Dillards

Best Buy

Narcissus

Special Gift - Men

Men want their special gift to come from:

Best Buy

Home Depot

Nic's

Edwin Watts Golf

Dillard's

Vacations

The typical household spent \$1,500 on vacations in 2007.

16% of households spent more than \$5,000 on vacations in 2007.

11% of households spent less than \$100 on vacations in 2007

Personal Economics

50% feel their personal/family economic conditions are getting better.

72% rate their personal /family economic conditions as excellent or good.

16% feel economic conditions in the country are getting better.

33% rate the country's economic conditions as excellent or good.

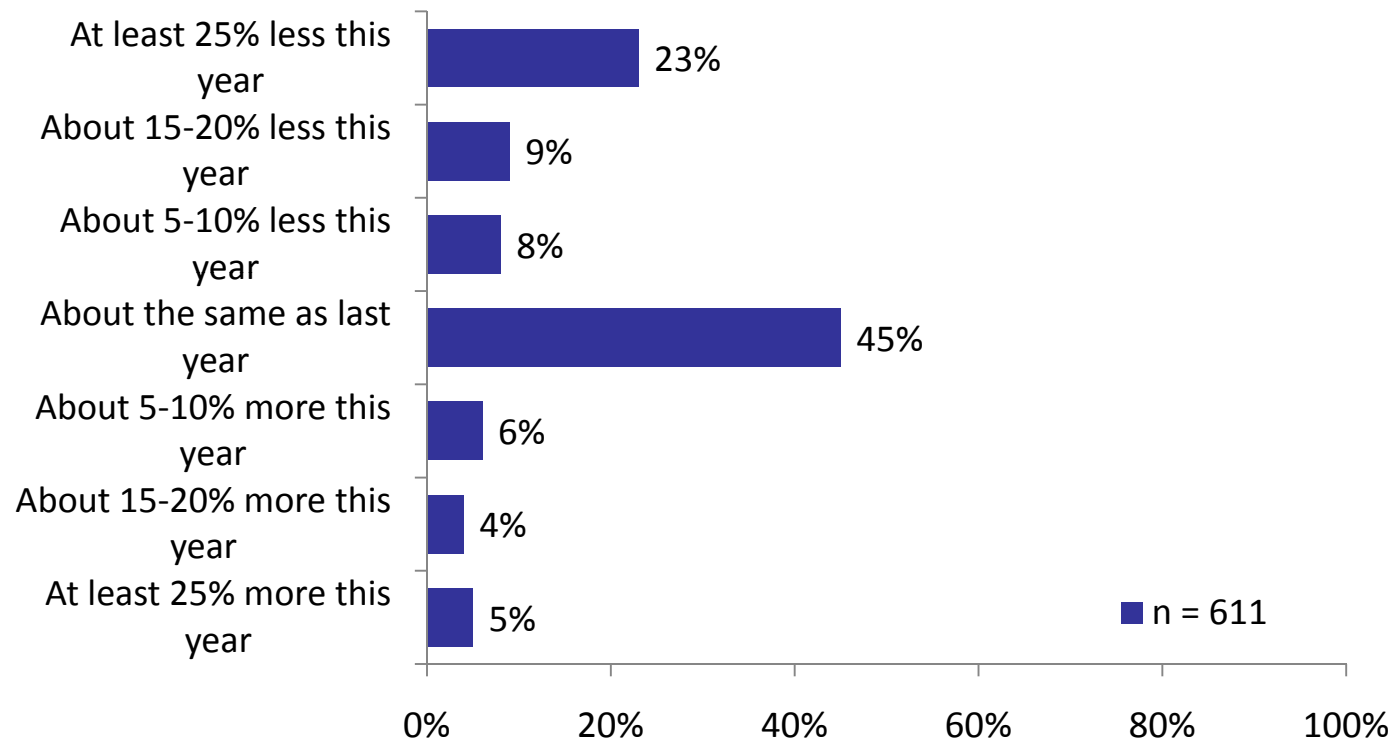
Economic Conditions

69% say it's a bad time in American to find a quality job.

58% say their household income stayed the same or decreased in 2007.

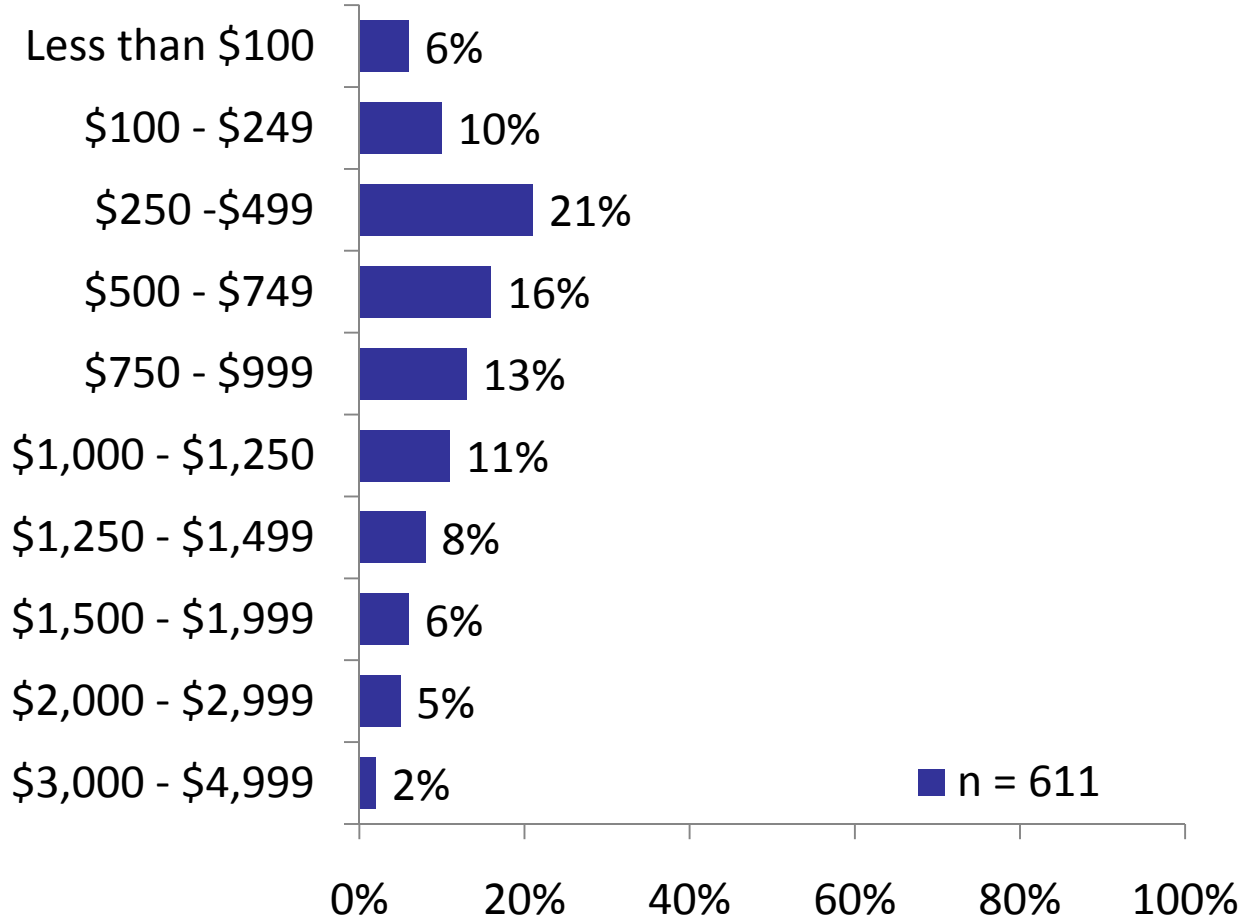
61% expect their household income to stay the same or decrease in 2008.

Holiday Spending



Source: Tallahassee Voices

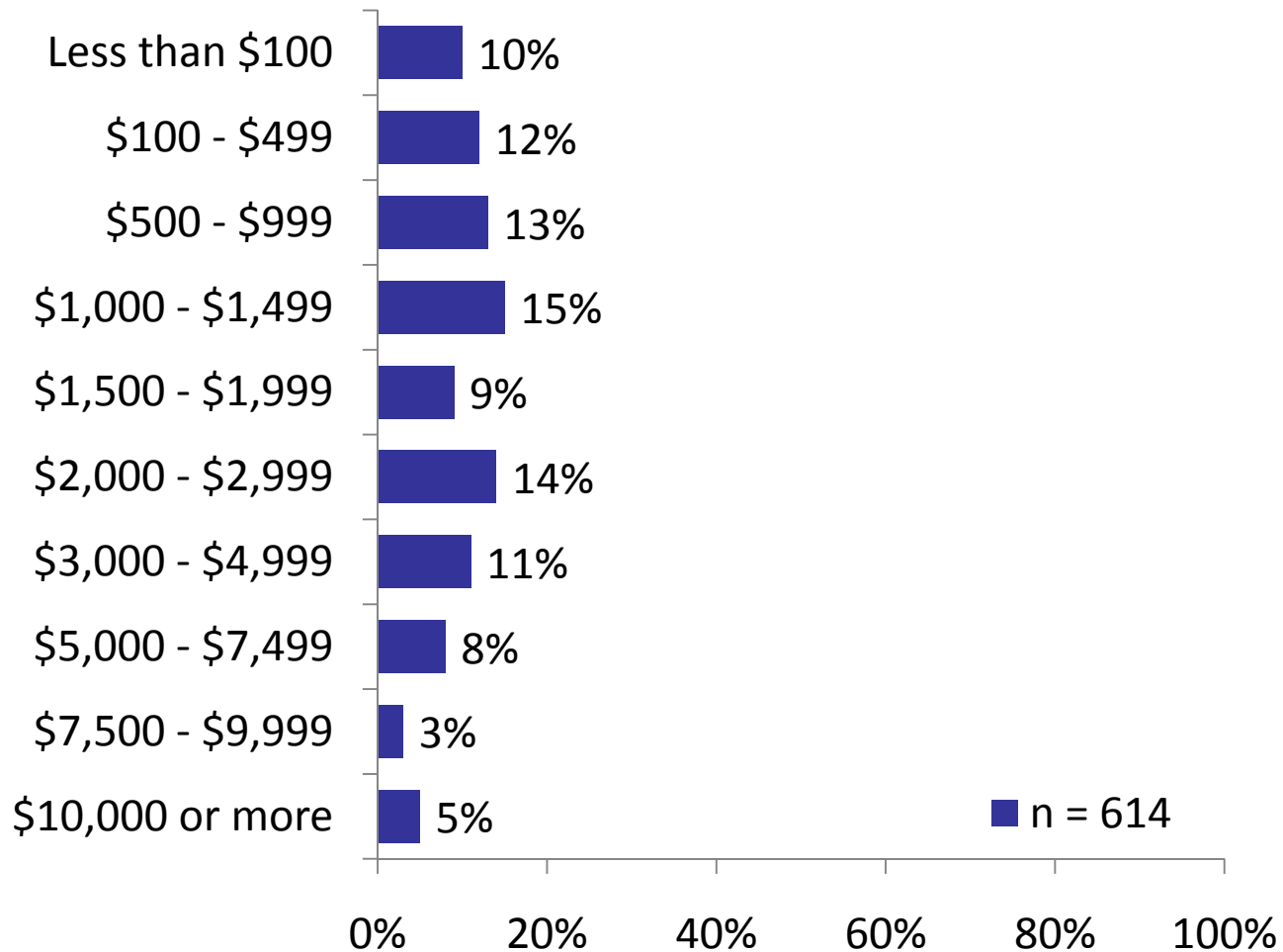
Holiday spending this year*



*Per household

Source: Tallahassee Voices

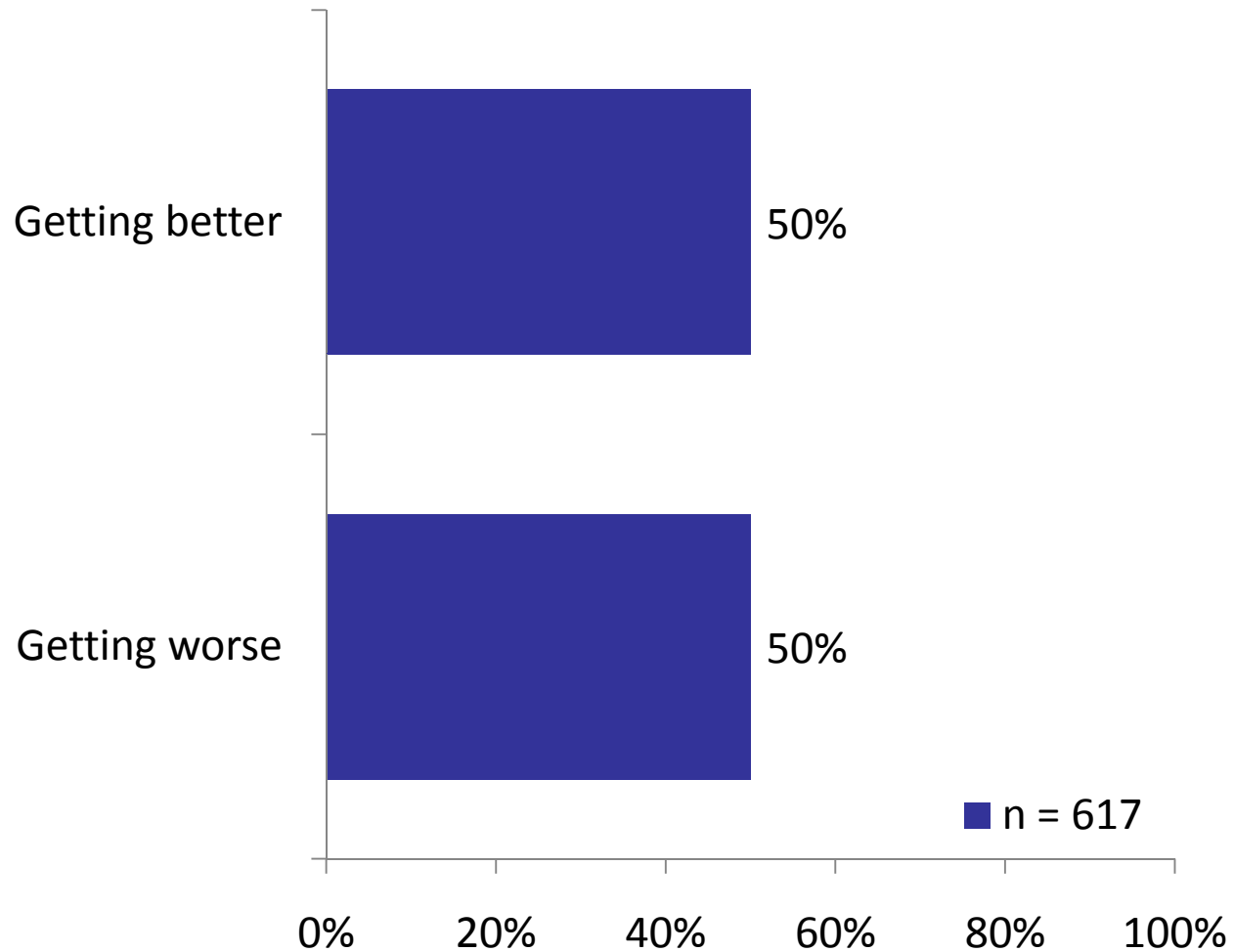
Vacation spending this year*



*Per household

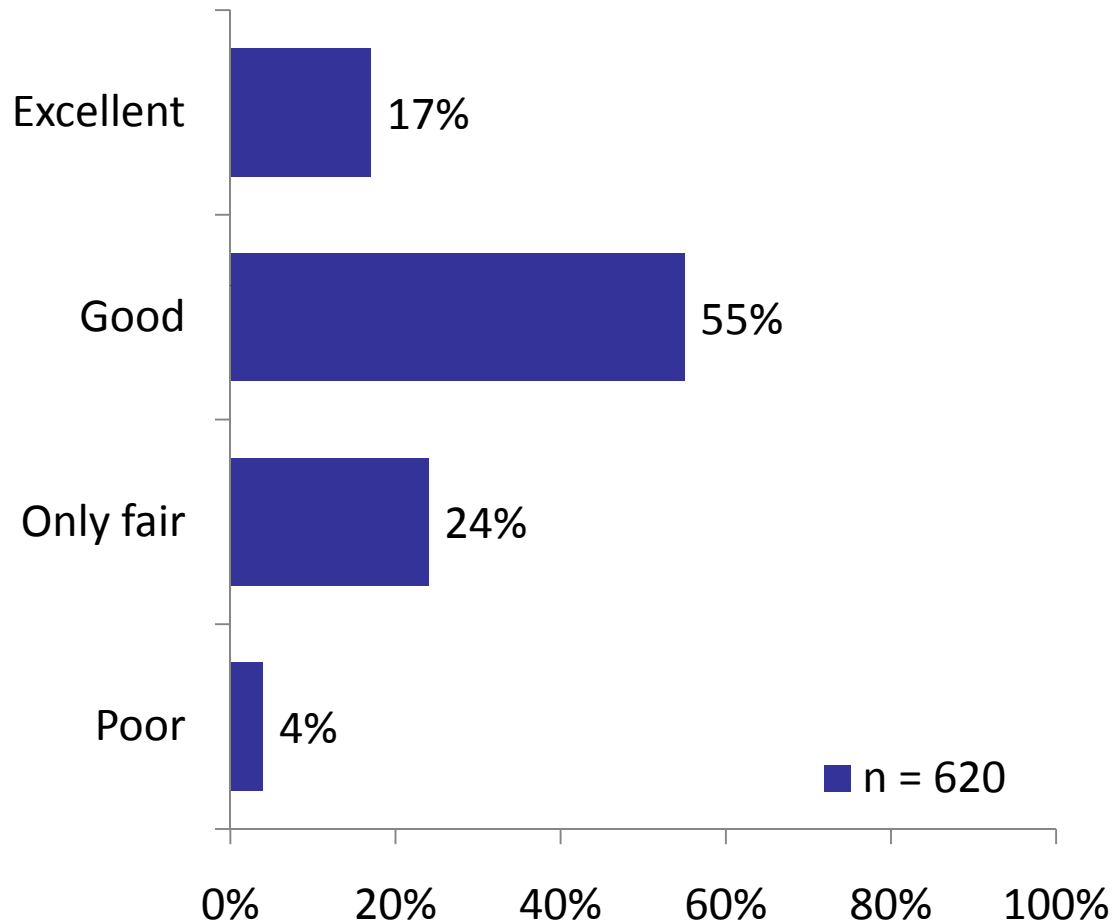
Source: Tallahassee Voices

Personal/family economic conditions



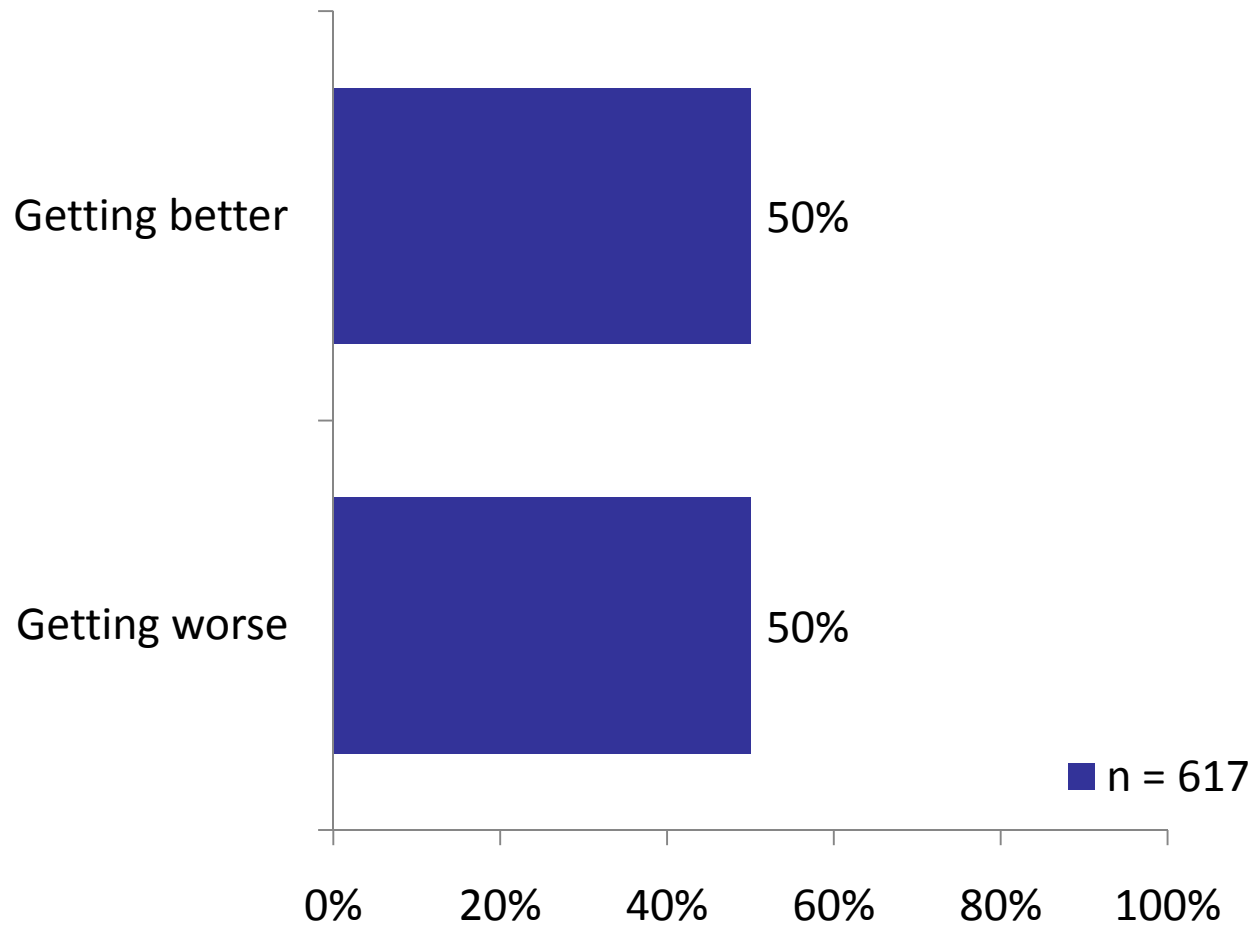
Source: Tallahassee Voices

Personal/family economic conditions



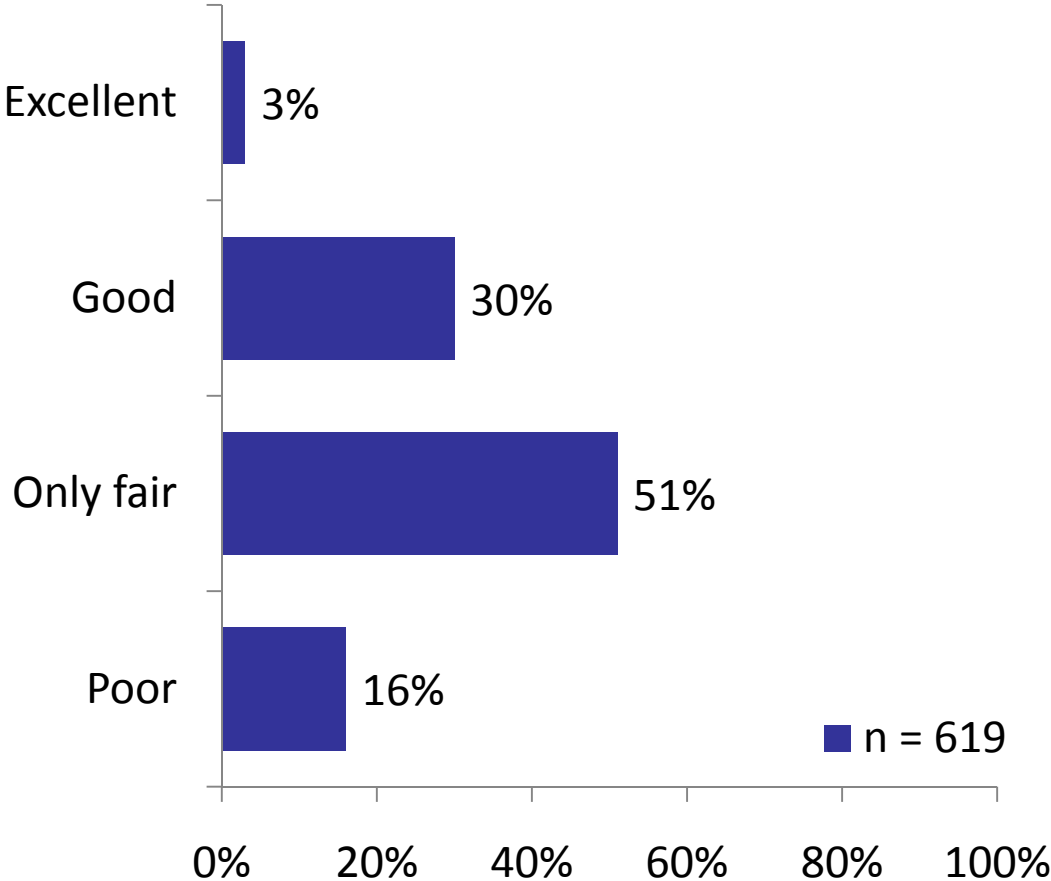
Source: Tallahassee Voices

U.S. Economic Conditions



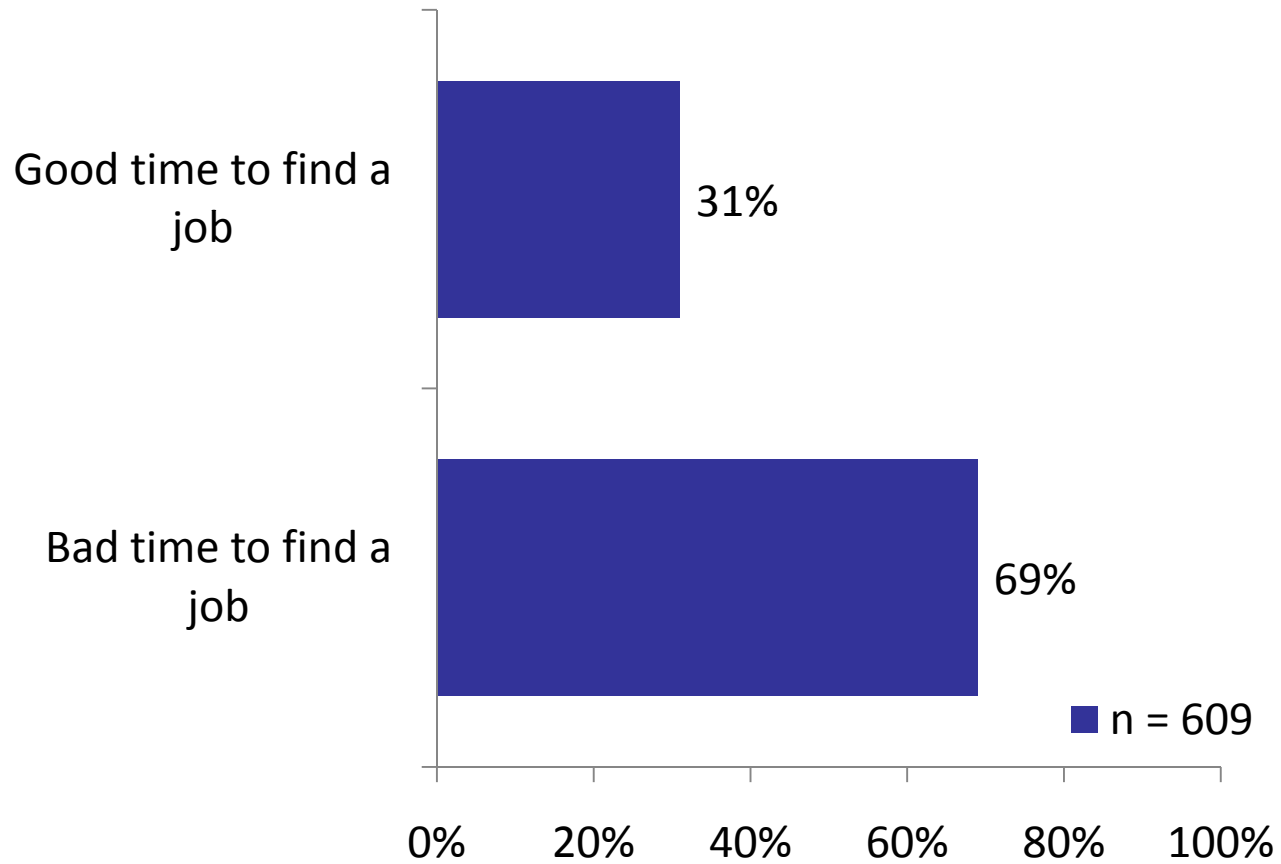
Source: Tallahassee Voices

U.S. Economic Conditions



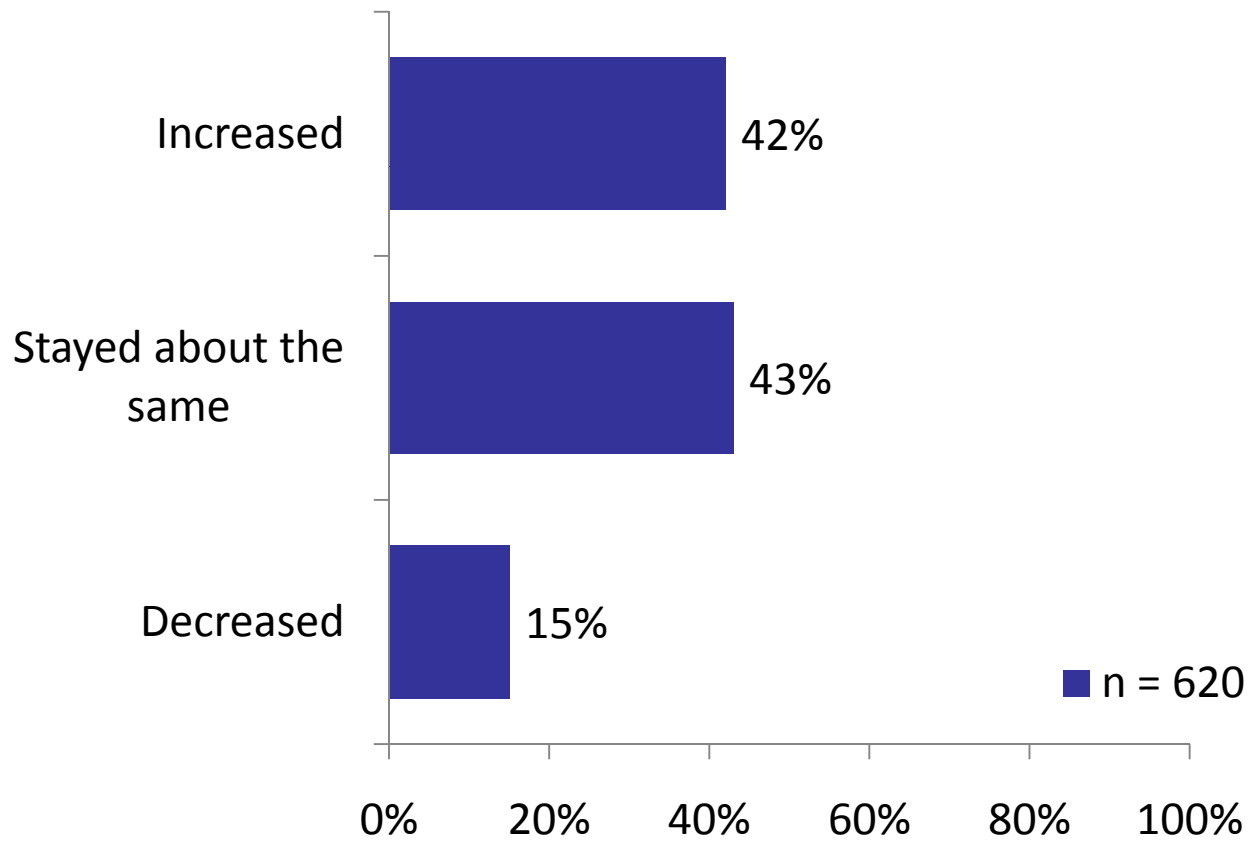
Source: Tallahassee Voices

U.S. Job Situation



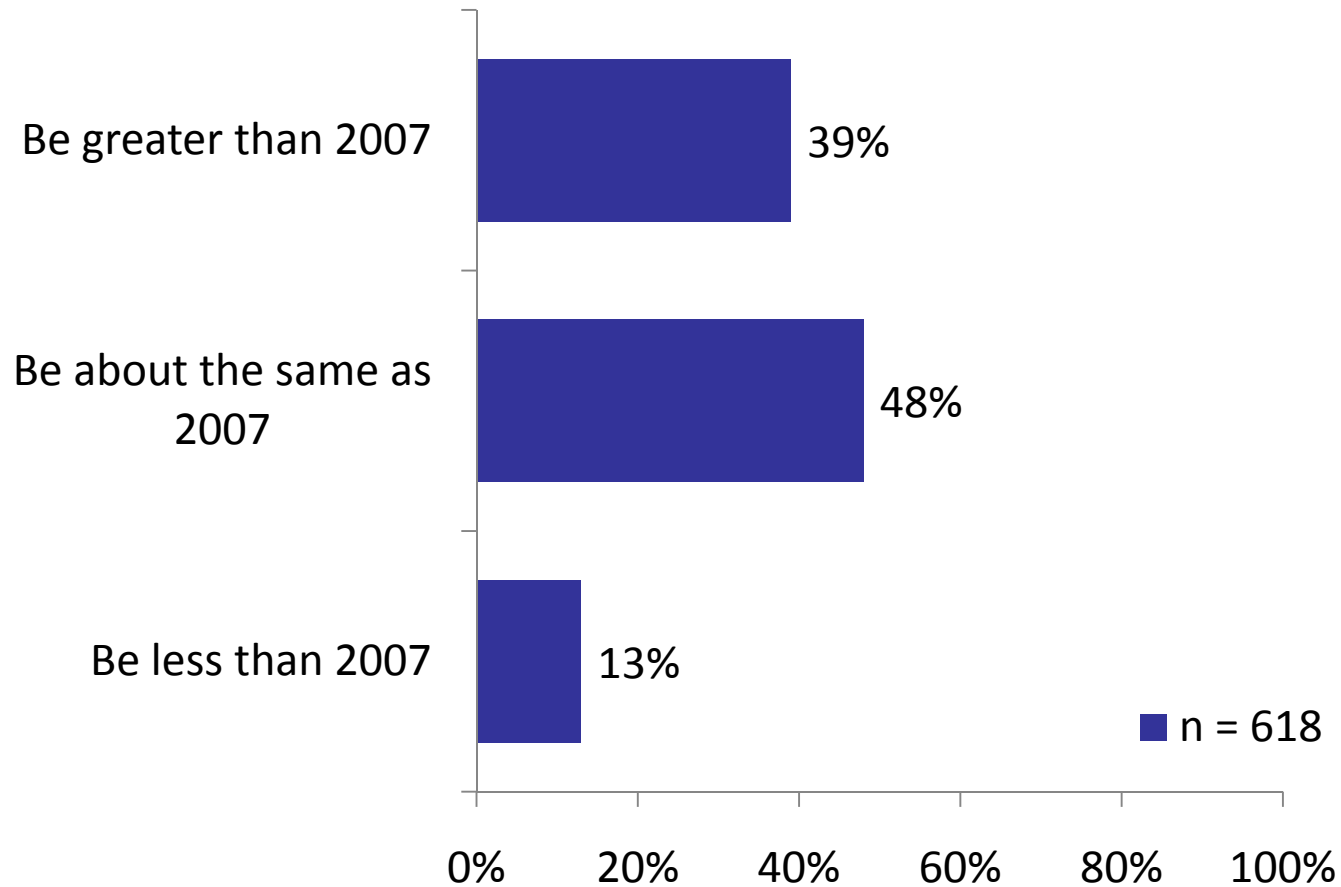
Source: Tallahassee Voices

Household income (compared to 2006)



Source: Tallahassee Voices

Household Income (expected in 2008)



Source: Tallahassee Voices