



# State of the Economy Leon County

*TallahasseeVoices* is a pro bono internet survey panel sponsored by Kerr & Downs Research and the Tallahassee Democrat. Survey was conducted in March 2008. 623 of the 3,000 panel members responded. Results were weighted to reflect the demographics of the 90%+ local residents who have access to the internet at home, work, or school.

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# Executive Summary

Tallahasseeans blame consumers for the economic crisis – more blame consumers than blame Bush!

44% of local households have been directly affected by economic crisis through job loss, reduced hours, pay cuts, etc.

1 in 3 households expect less income in 2009

# Executive Summary

## Sacrifices

2 out of 3 households are eating out less

1 out of 2 households is buying fewer clothes

1 out of 2 households is eating cheaper foods

3 in 10 households skipped their vacations

1 in 4 households postponed a major purchase

1 in 6 households is going to Starbucks less

# Executive Summary

26% believe higher taxes are part of the solution

30% think stimulus package will help them

46% believe our children will be burdened by the stimulus package

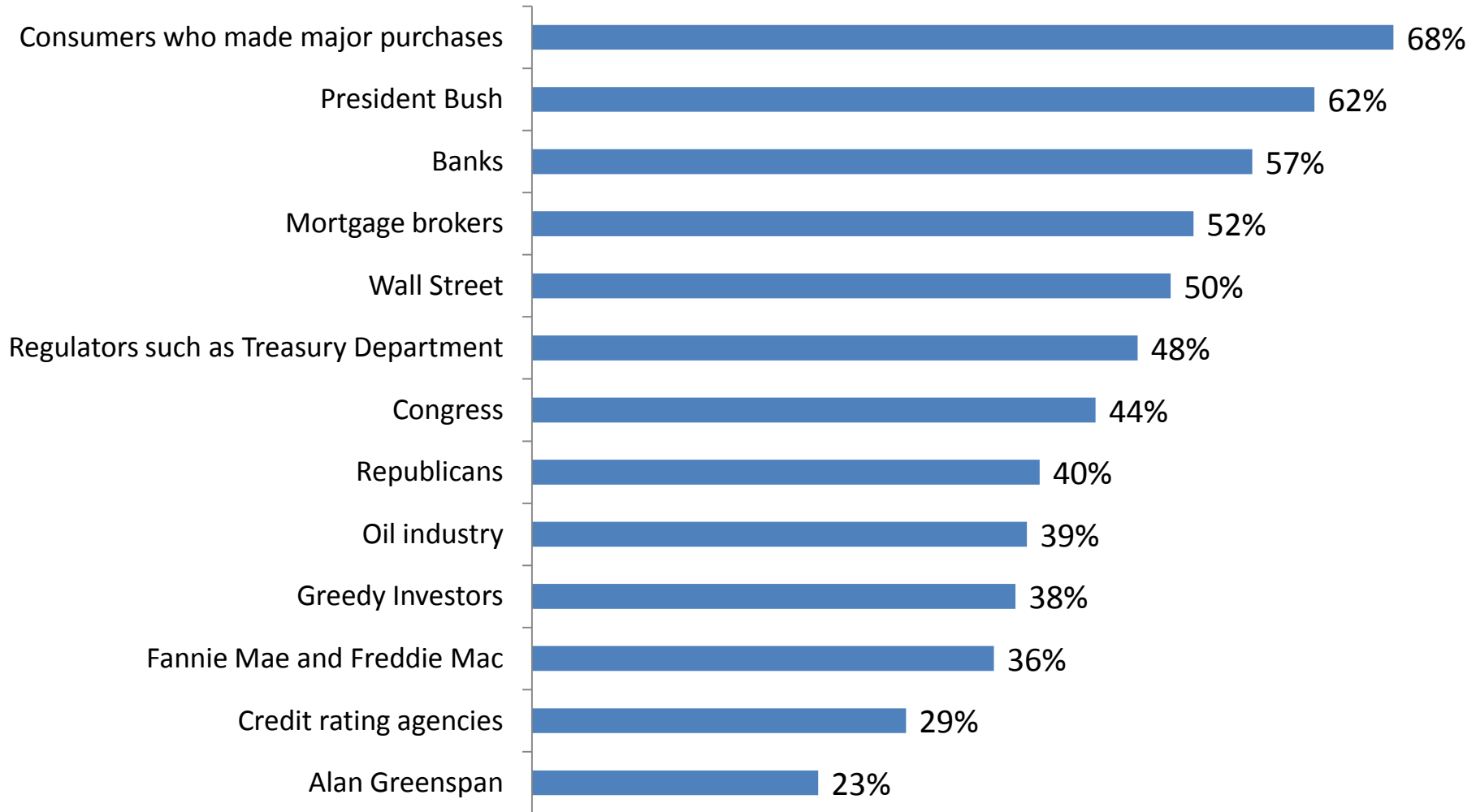
54% believe the stimulus package is the only way out of the crisis, while 46% believe the economy will self correct

# Executive Summary

Only 12% believe the local economy will return to normal before Spring 2010; 43% believe the local economy will require 2 years to rebound

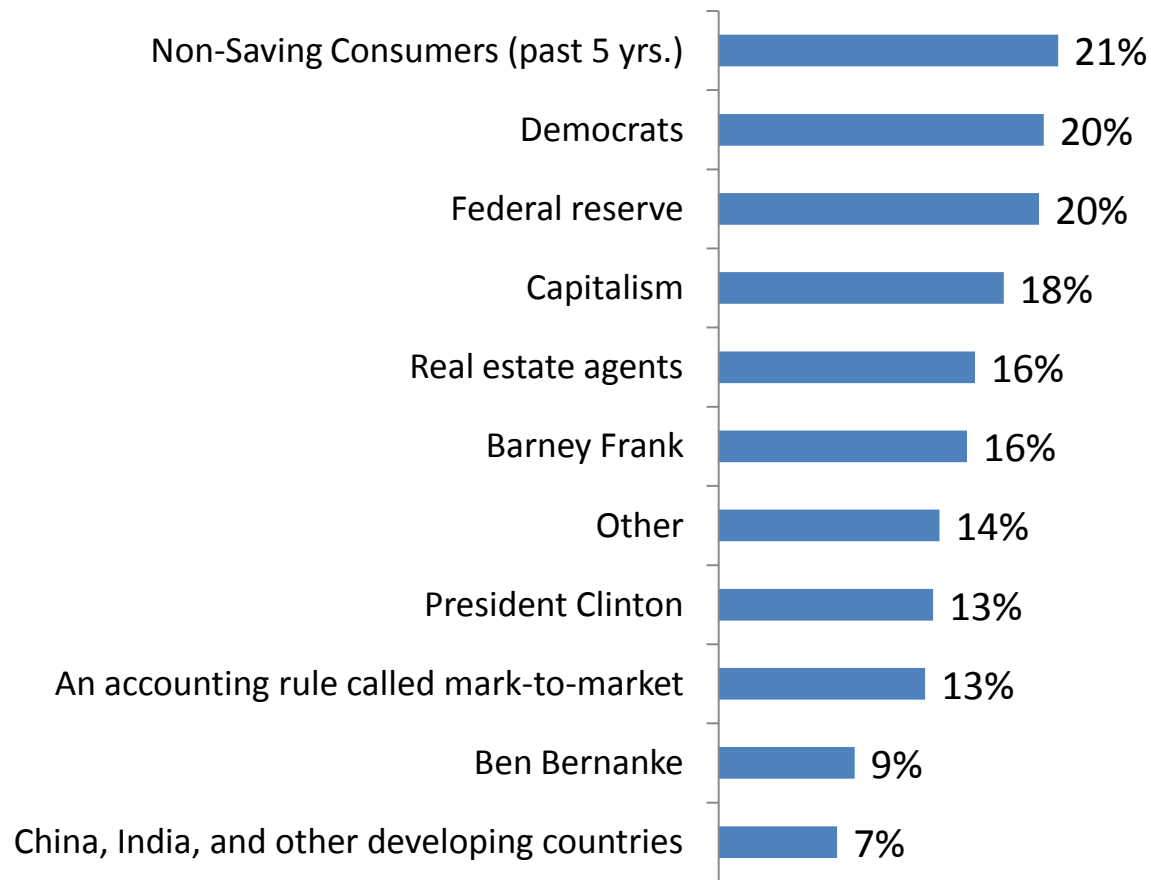
Only 4% believe the national economy will rebound by before Spring 2010; 59% believe the national economy will require 2 years to rebound

# Who is to blame for the current economic state of the Union?



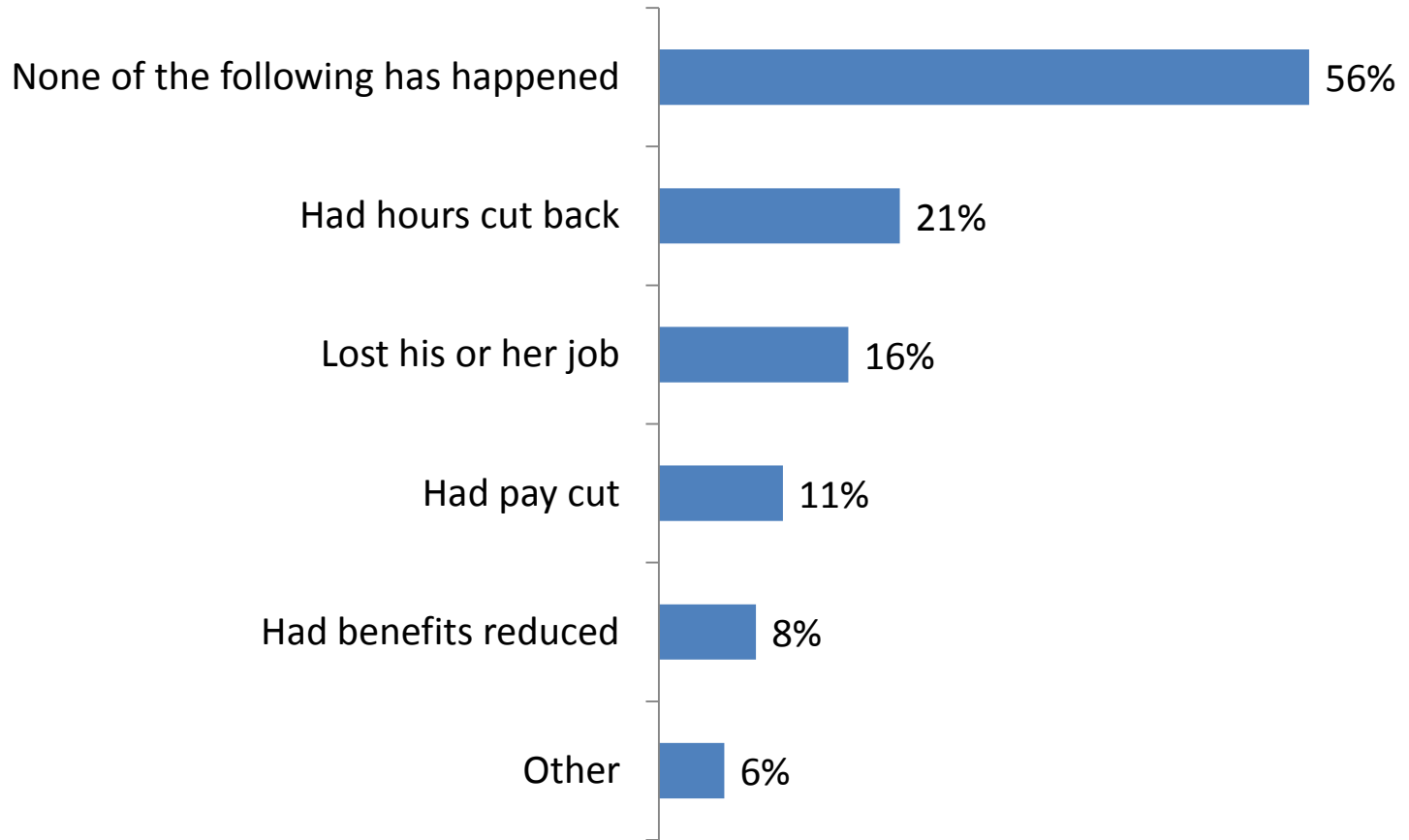
Source: TallahasseeVoices, sponsored by Kerr & Downs Research and The Tallahassee Democrat.

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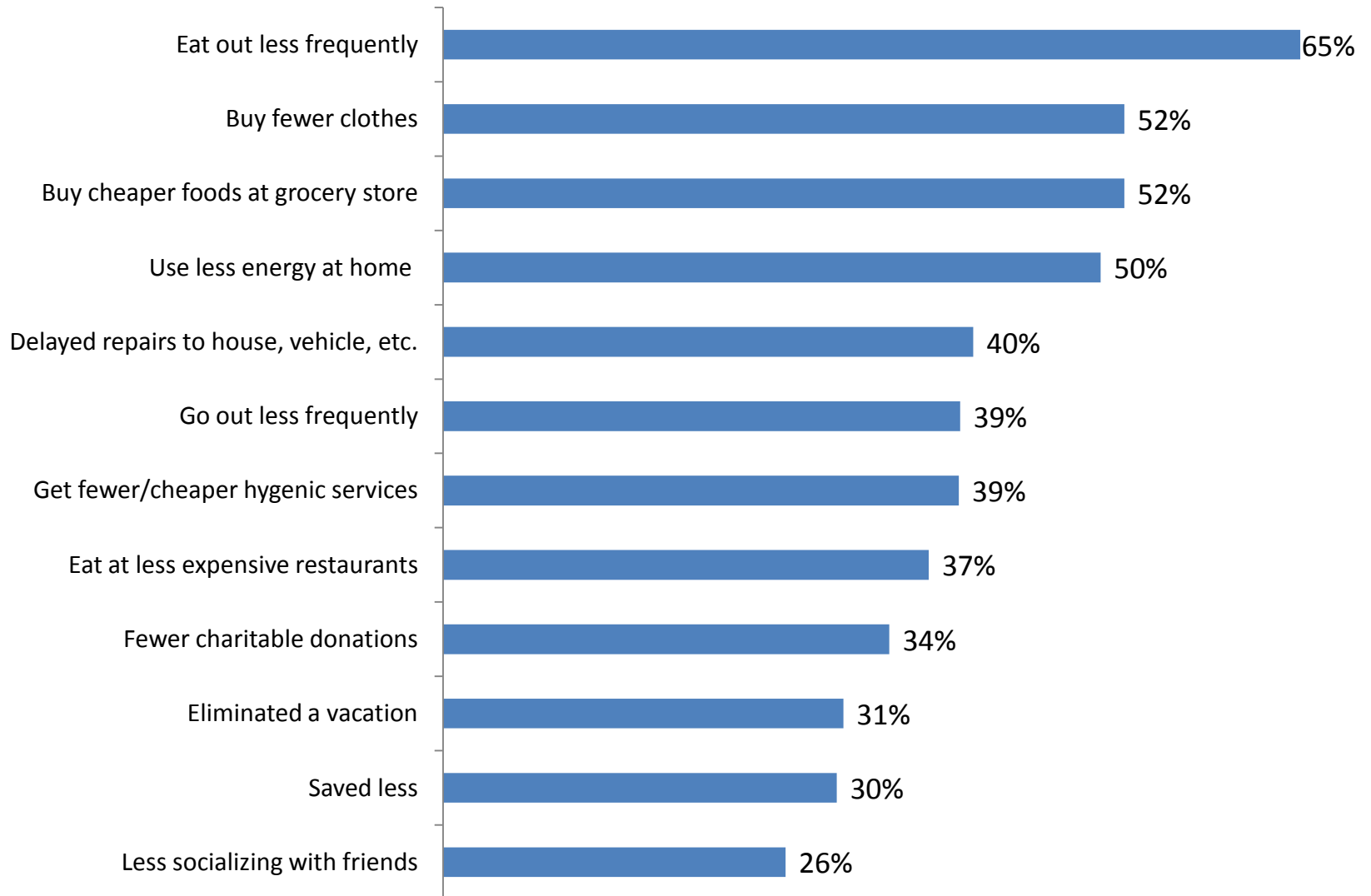
# Employment effects/changes in the current economic state:



Source: TallahasseeVoices, sponsored by Kerr & Downs Research and The Tallahassee Democrat.

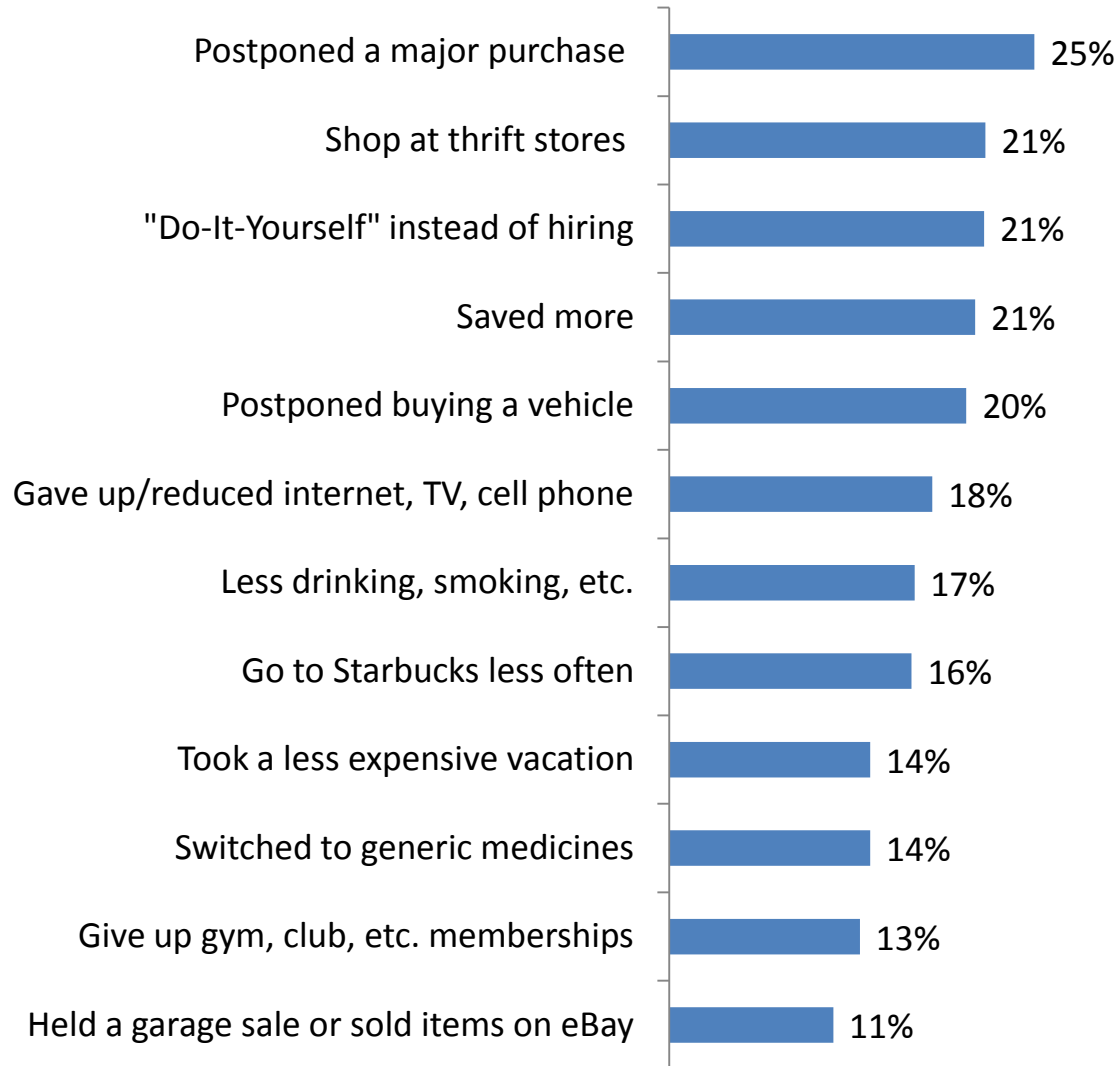


# What changes have you made to your lifestyle due to the recent economic downturn?



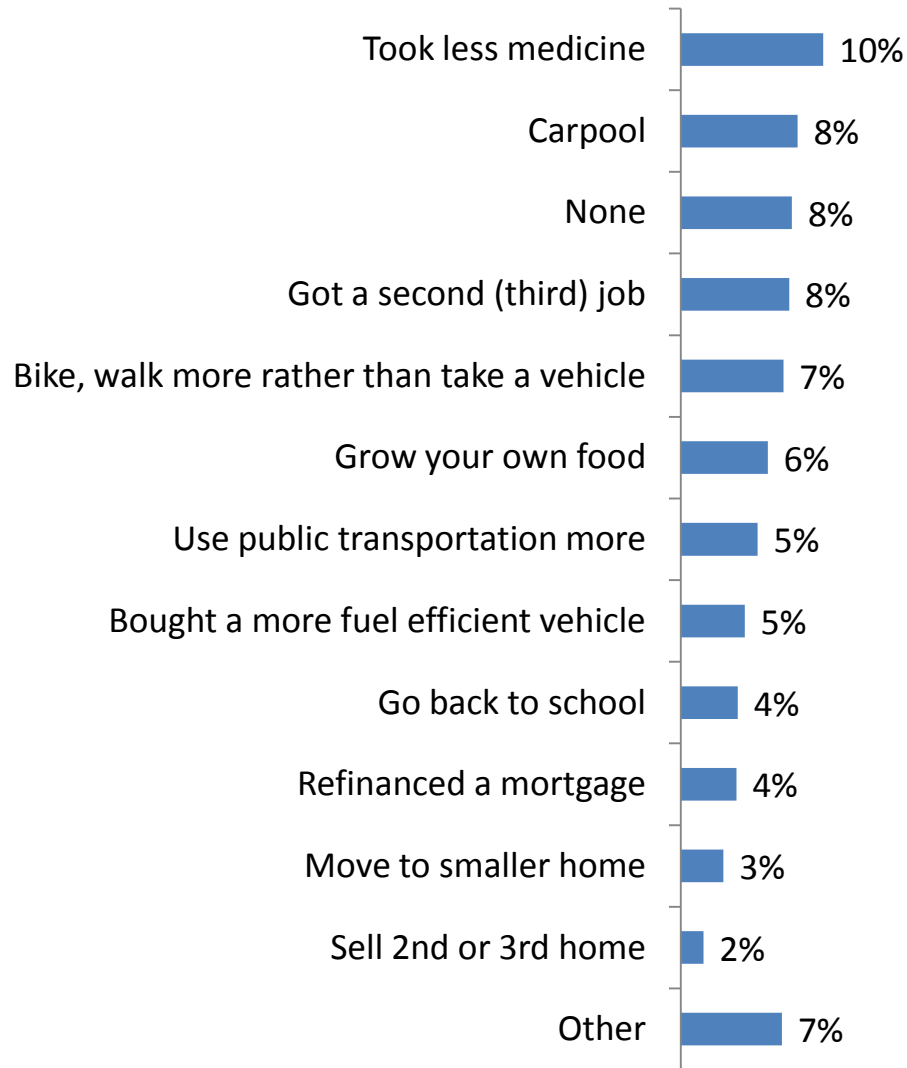
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# What changes have you made to your lifestyle do to the recent economic downturn?



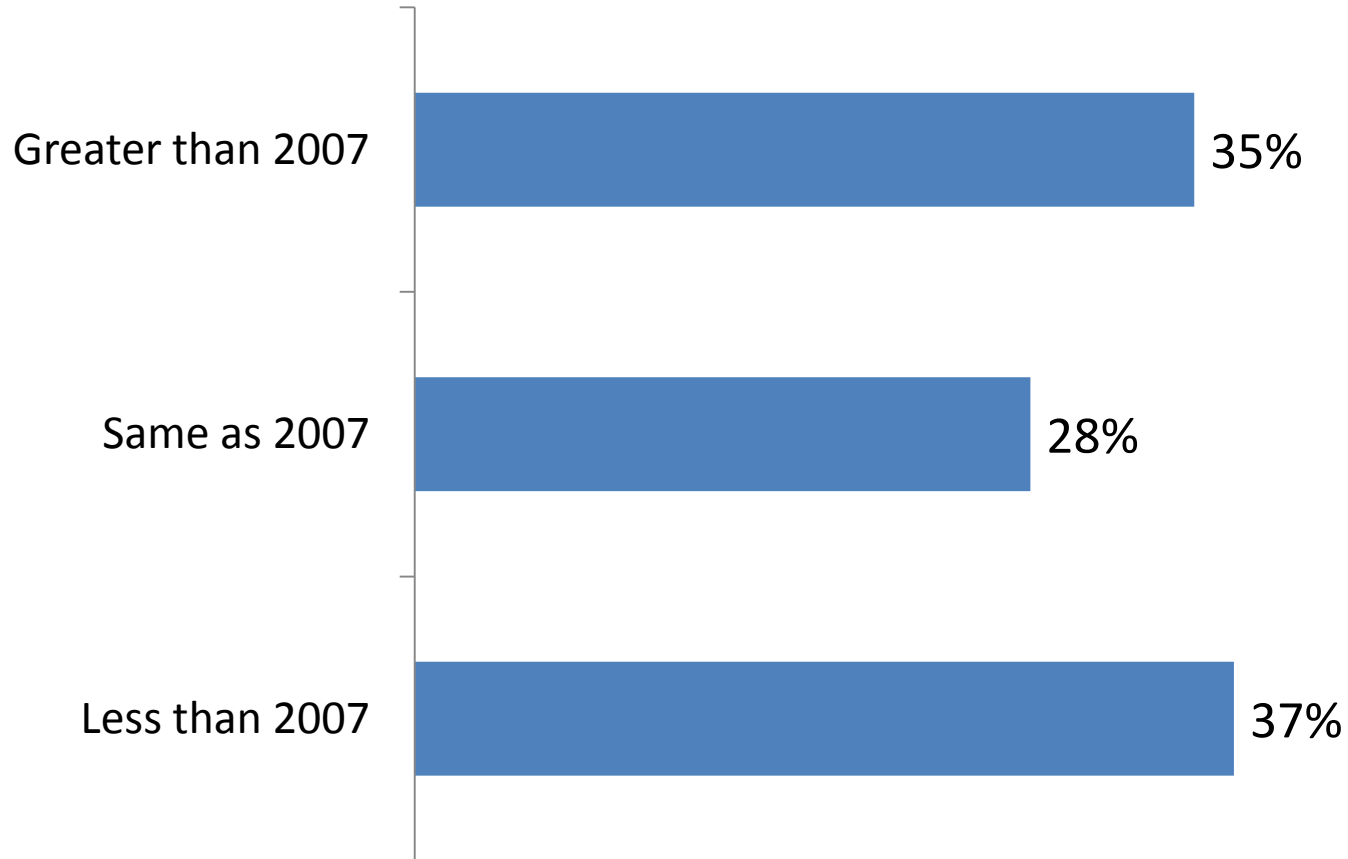
Source: TallahasseeVoices, sponsored by Kerr & Downs Research and The Tallahassee Democrat.

# What changes have you made to your lifestyle do to the recent economic downturn?



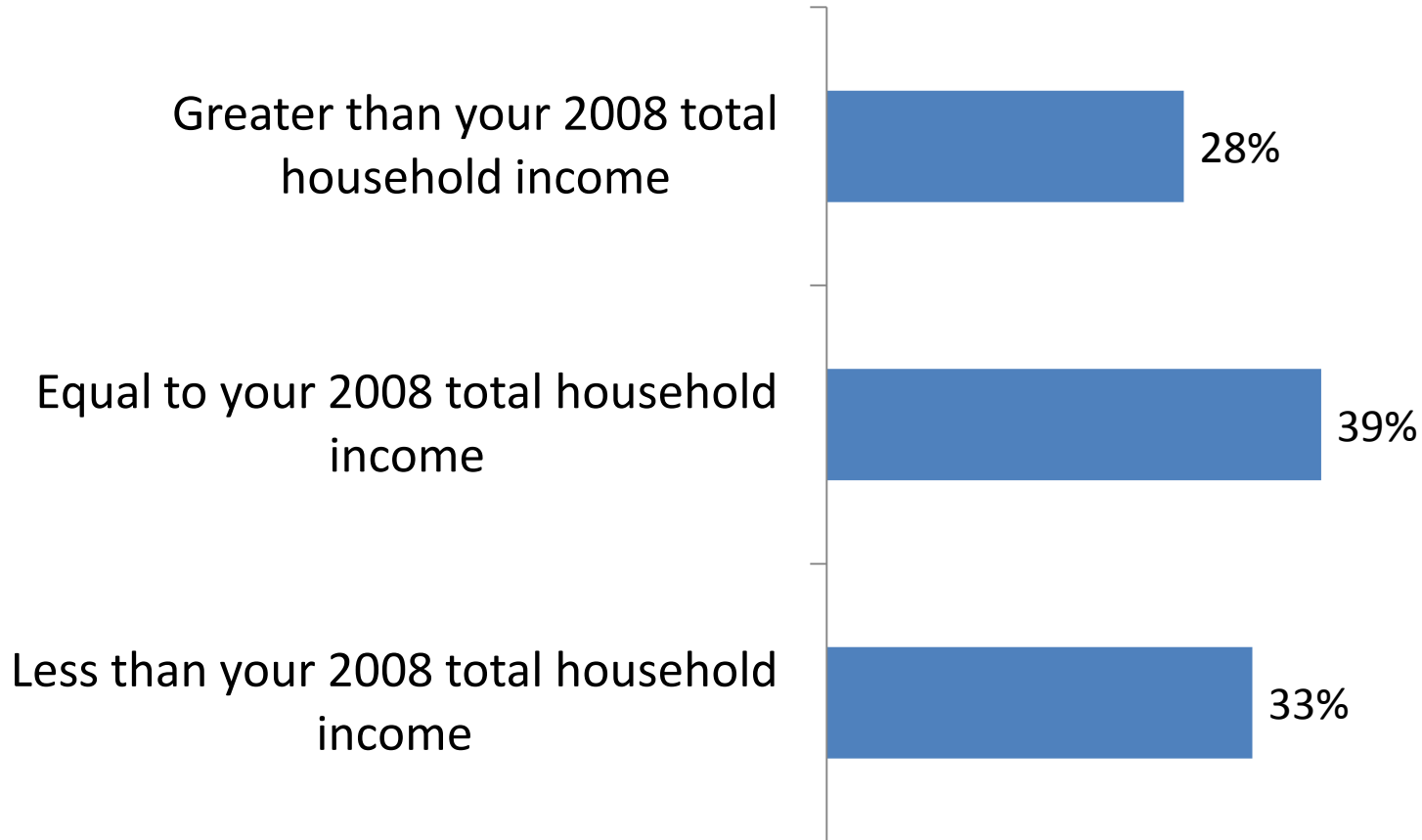
Source: TallahasseeVoices, sponsored by Kerr & Downs Research and The Tallahassee Democrat.

# Compared to 2007, was your total household income for 2008:



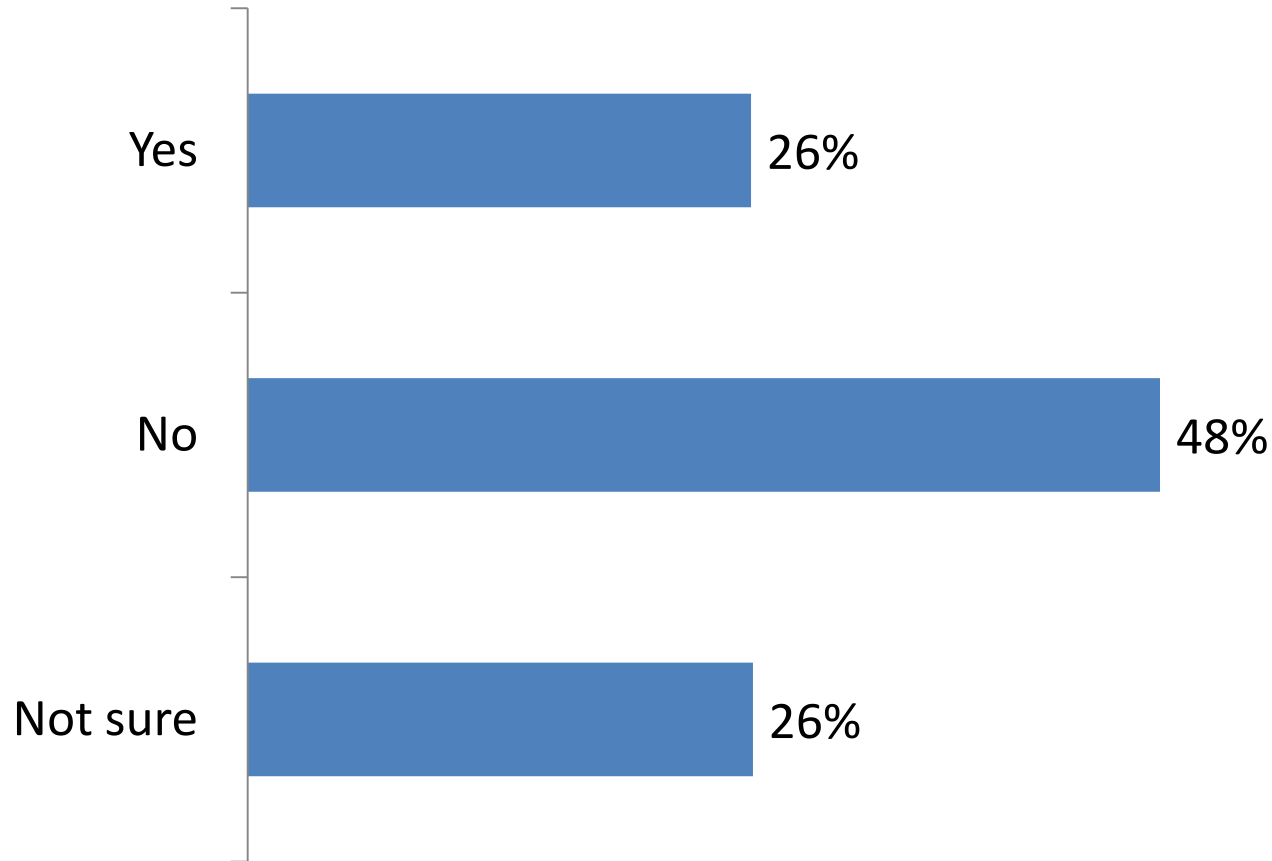
Source: TallahasseeVoices, sponsored by Kerr & Downs Research and The Tallahassee Democrat.

# Do you expect your 2009 total household to be:



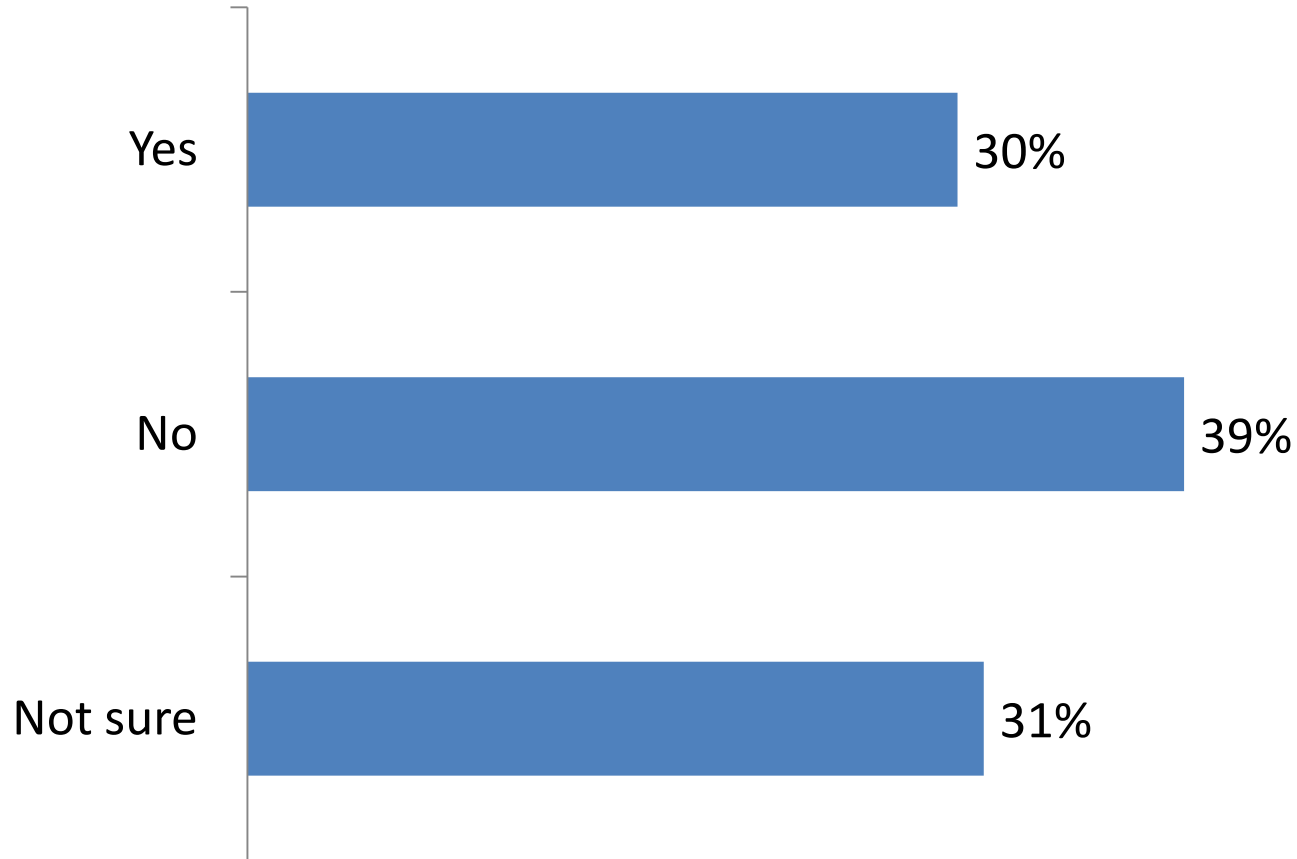
Source: TallahasseeVoices, sponsored by Kerr & Downs Research and The Tallahassee Democrat.

# Do you believe that higher taxes are part of the solution to the current state of the economy?



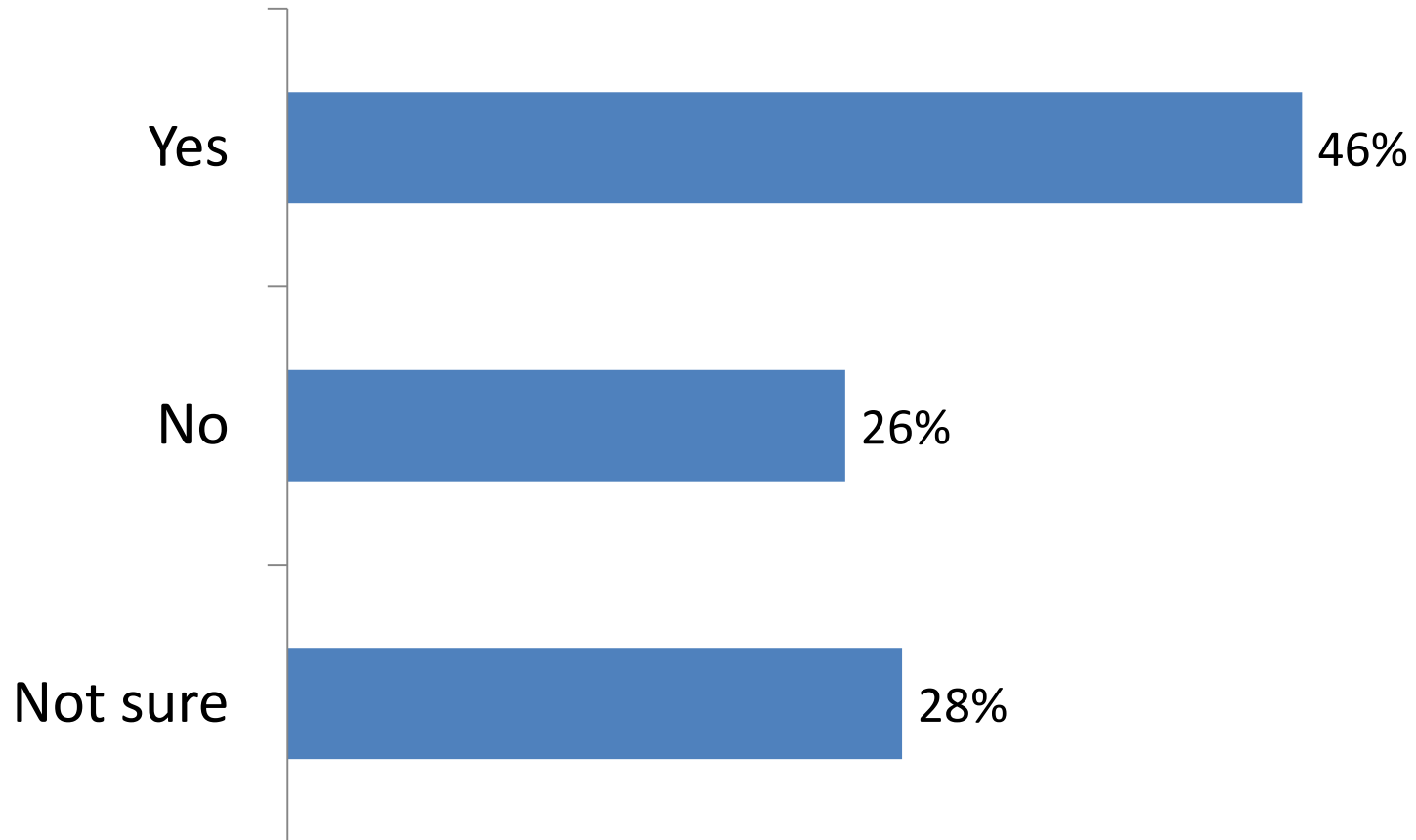
Source: TallahasseeVoices, sponsored by Kerr & Downs Research and The Tallahassee Democrat.

# Do you believe President Obama's stimulus package will help you personally?



Source: TallahasseeVoices, sponsored by Kerr & Downs Research and The Tallahassee Democrat.

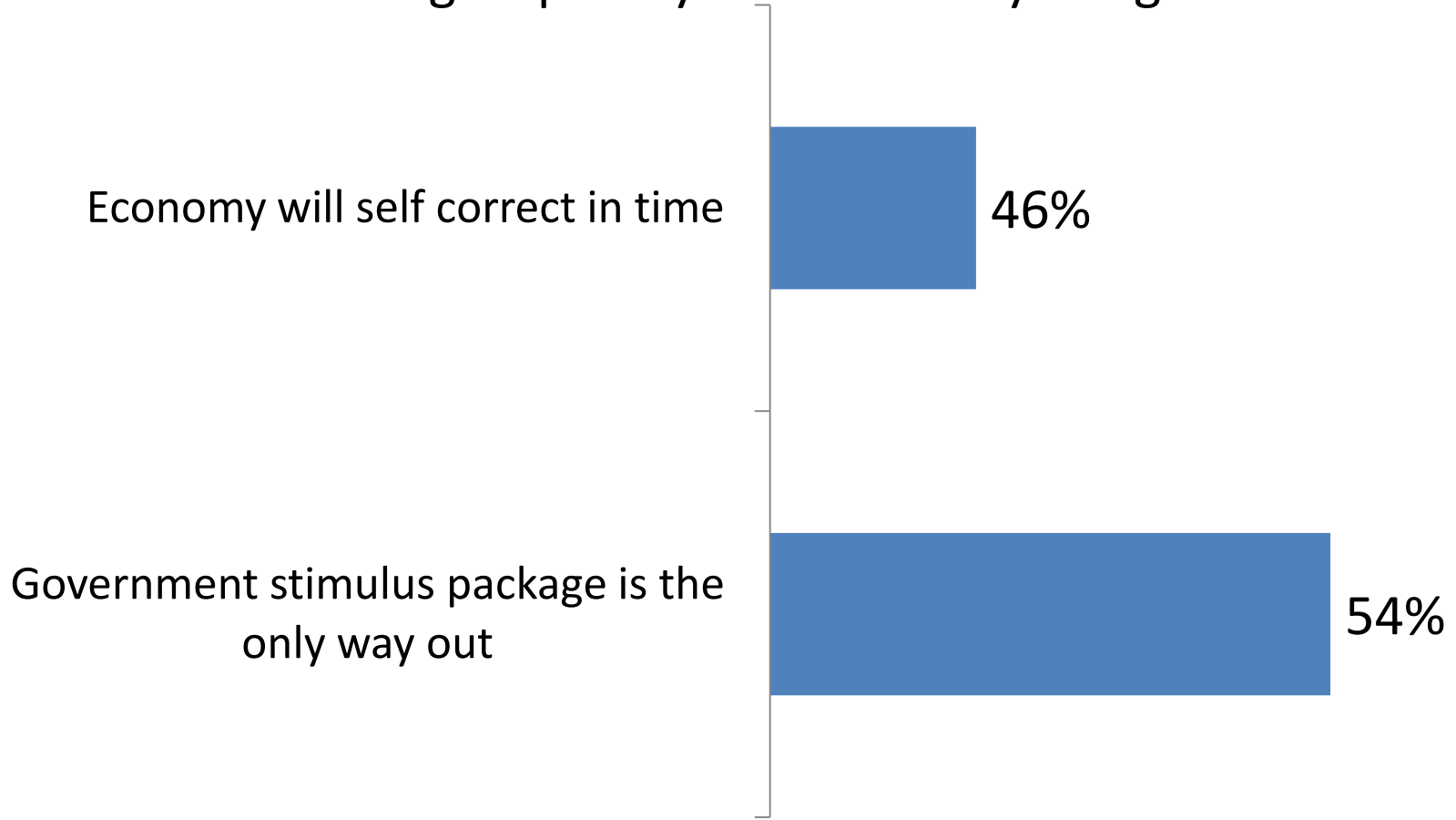
# Do you believe President Obama's stimulus package will increase financial burdens on future generations?



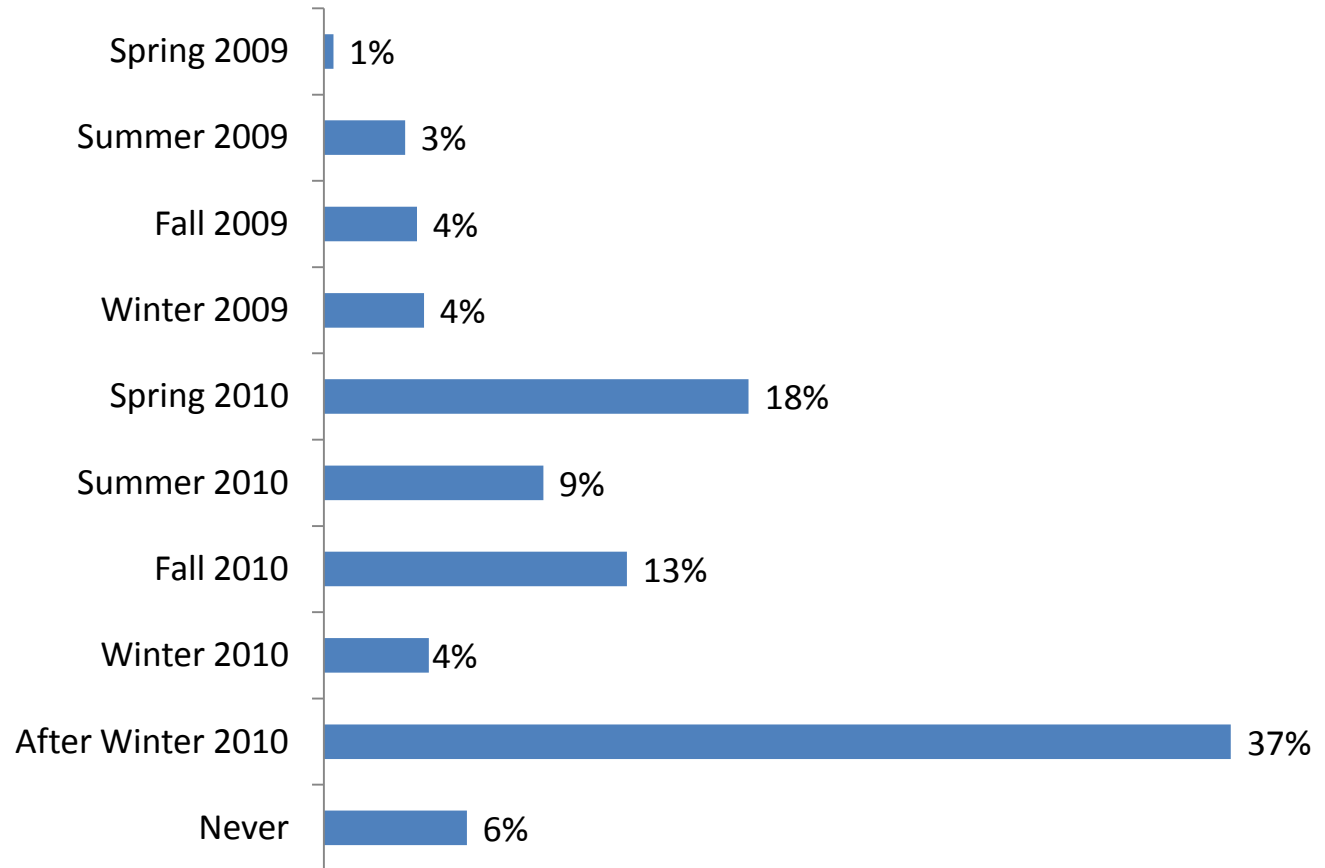
Source: TallahasseeVoices, sponsored by Kerr & Downs Research and The Tallahassee Democrat.



Some people believe the US economy will self correct over time without a major government stimulus package. Others believe a major government stimulus package is the only solution. With which group are you more likely to agree?

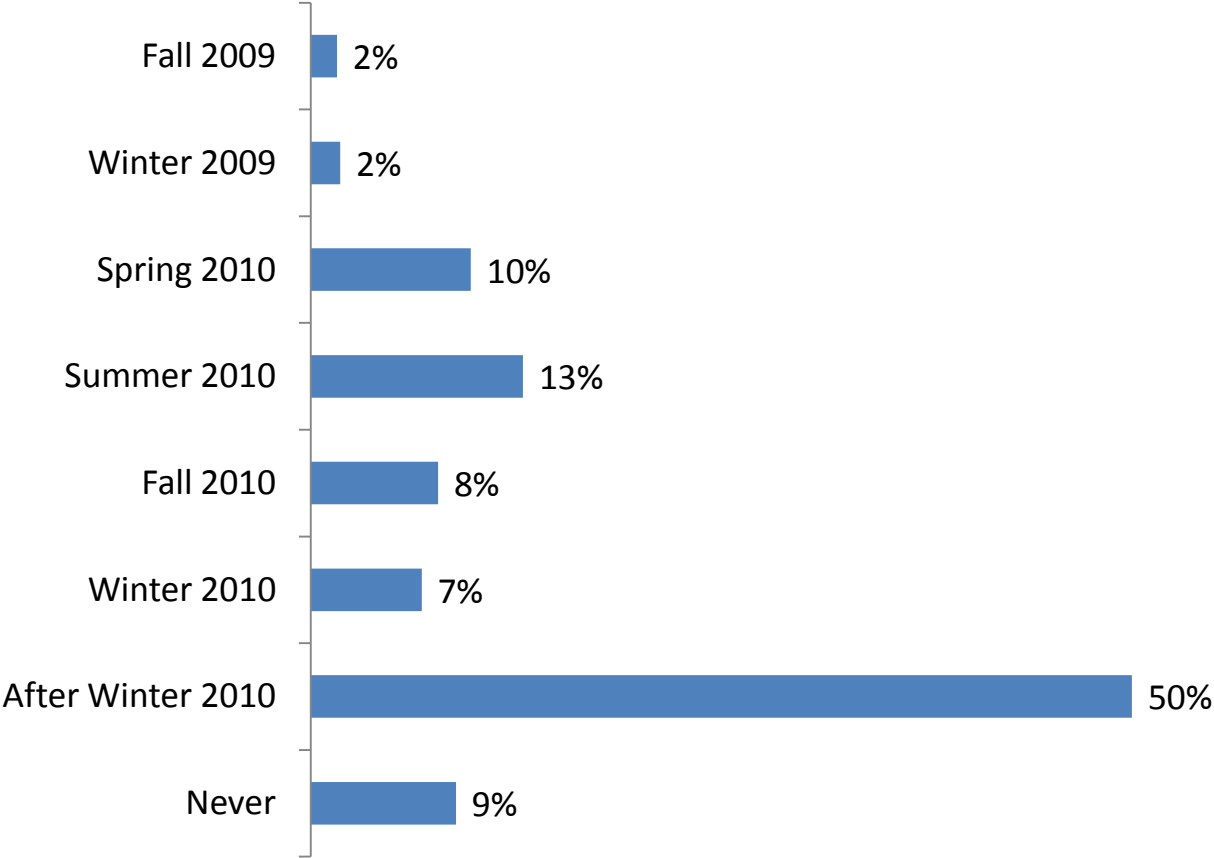


# When do you believe our local economy will return to normal?



Source: TallahasseeVoices, sponsored by Kerr & Downs Research and The Tallahassee Democrat.

# When do you believe our national economy will return to normal?



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# Are you, in part, to blame for the current state of the US economy?

