

# Economic State of Tallahassee Households

*TallahasseeVoices* is a pro bono internet survey panel sponsored by  
**Kerr & Downs Research.**

This survey was conducted in December 2013.

457 panelists responded to the survey.

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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# Economic State of Tallahassee Households

The economic present is much brighter than the past several years for most Tallahassee households, yet there is guarded optimism about the economic future.

In 2013, fewer Tallahassee residents lost jobs or had pay or benefits cut compared to the 4 preceding years.

Fewer households in 2013 suffered negative lifestyle changes such as eating out less often, postponing vacations and vehicle purchases, buying fewer clothes, and delaying home repairs.

While half of local residents expect their income to increase in 2014, only 13% believe the local economy has returned to normal.

2010 was the worst year for local residents as over half of our households lost jobs or had pay, hours or benefits cut; only 15% suffered this fate in 2013.

Despite improvement in the economic state of Tallahassee households since 2010, 4 in 10 local residents report their net worth has declined in the past few years.

Leon County's unemployment rate was at or above 8% for half of 2010, peaking at 8.8% in July with over 13,500 unemployed.

At the end of 2013 unemployment was 5.3%.

# Household Economic Suffering

Someone in household:	2009	2010	2011	2013
Lost a job	16%	37%	29%	9%
Had hours cut	21%	24%	19%	13%
Had pay cut	11%	19%	15%	5%
Had benefits reduced	8%	18%	15%	7%

# Household Income

Compared to the previous year, what is your household income this year?

	2009	2010	2011	2013
Less than last year	37%	41%	35%	27%
Same as last year	28%	34%	38%	33%
Greater than last year	35%	25%	27%	40%

- 4 in 10 households in Tallahassee earned more money in 2013 than in 2012. This represents the best year-to-year increase in the past 4 years.

# Household Income

Compared to the this year, what do you expect your household income to be next year?

	2009	2010	2011	2013
Less than this year	38%	29%	25%	15%
Same as this year	28%	46%	38%	36%
Greater than this year	24%	26%	37%	49%

- The mood in Tallahassee is optimistic for 2014 as half of households expect to earn more money next year than they did in 2013.
- There has been a steady increase in optimism regarding household earning power as the percentage of households that expect to earn more money in the coming year has increased steadily from only 24% in 2009 to 49% in 2013.

# Lifestyle changes

Did the great recession usher in a “new normal?”

- 1 in 2 Tallahasseeans still eat out less often based on the economic reality following the recession
- 1 in 3 buy fewer clothes
- 1 in 3 buy cheaper food
- 2 in 10 have eliminated 1 or more vacations
- 1 in 7 postponed a vehicle purchase

# Lifestyle changes

What changes to your lifestyle have you made because of the economy?

Lifestyle changes based on economy:	2009	2010	2011	2013
Eat out less often	65%	59%	56%	<b>47%</b>
Use less energy at home	50%	55%	51%	<b>37%</b>
Bought fewer clothes	52%	60%	52%	<b>34%</b>
Bought cheaper foods at the grocers	52%	46%	48%	<b>34%</b>
Delayed repairs to house, car, etc.	40%	39%	38%	<b>33%</b>
Attend fewer entertainment events	39%	43%	39%	<b>31%</b>
Eat at less expensive restaurants	37%	44%	39%	<b>30%</b>
Shop at thrift stores & garage sales	21%	30%	31%	<b>29%</b>
Save less	30%	31%	30%	<b>28%</b>
Make fewer charitable contributions	34%	46%	42%	<b>28%</b>

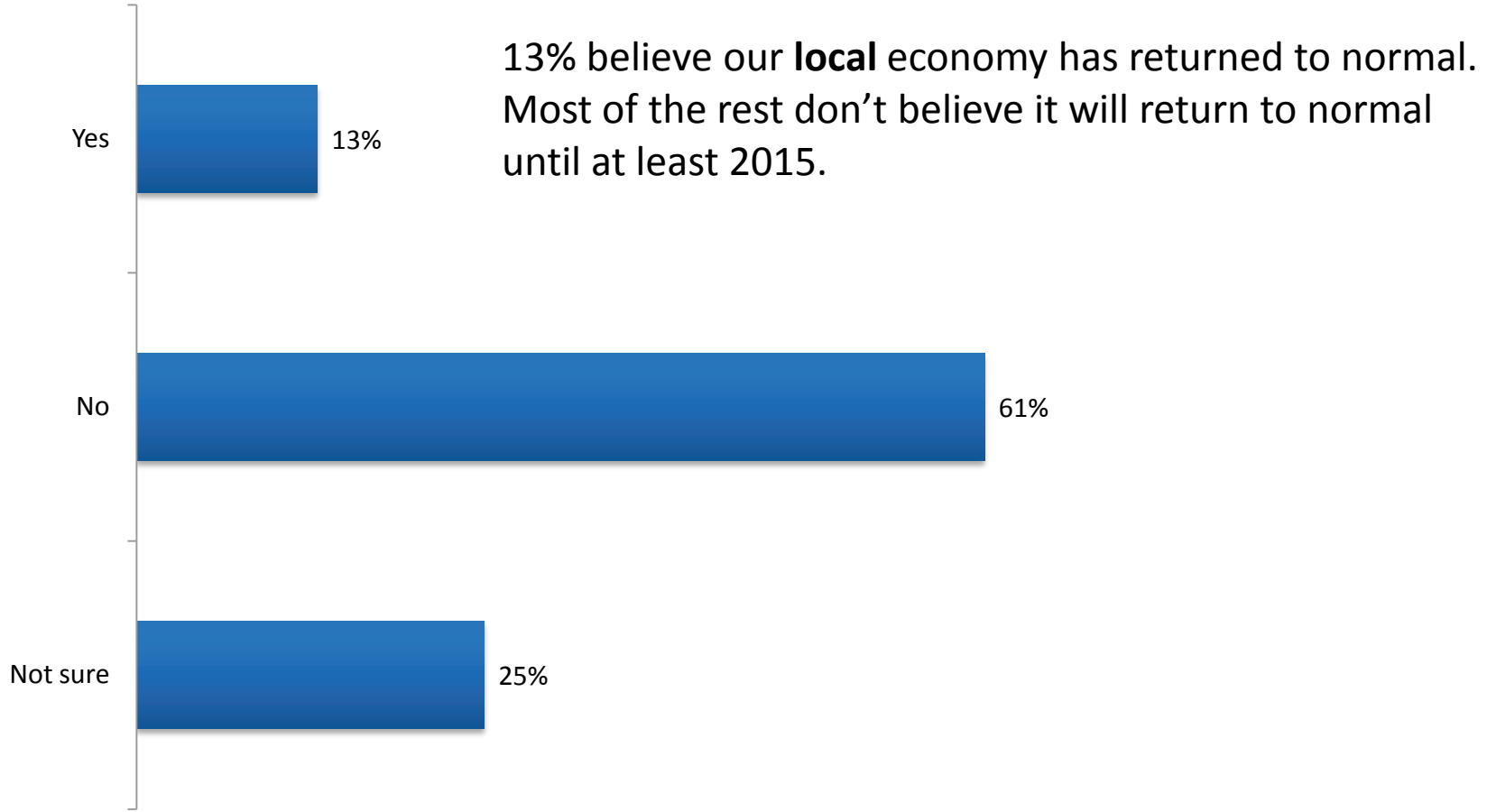
# Lifestyle changes

What changes to your lifestyle have you made because of the economy?

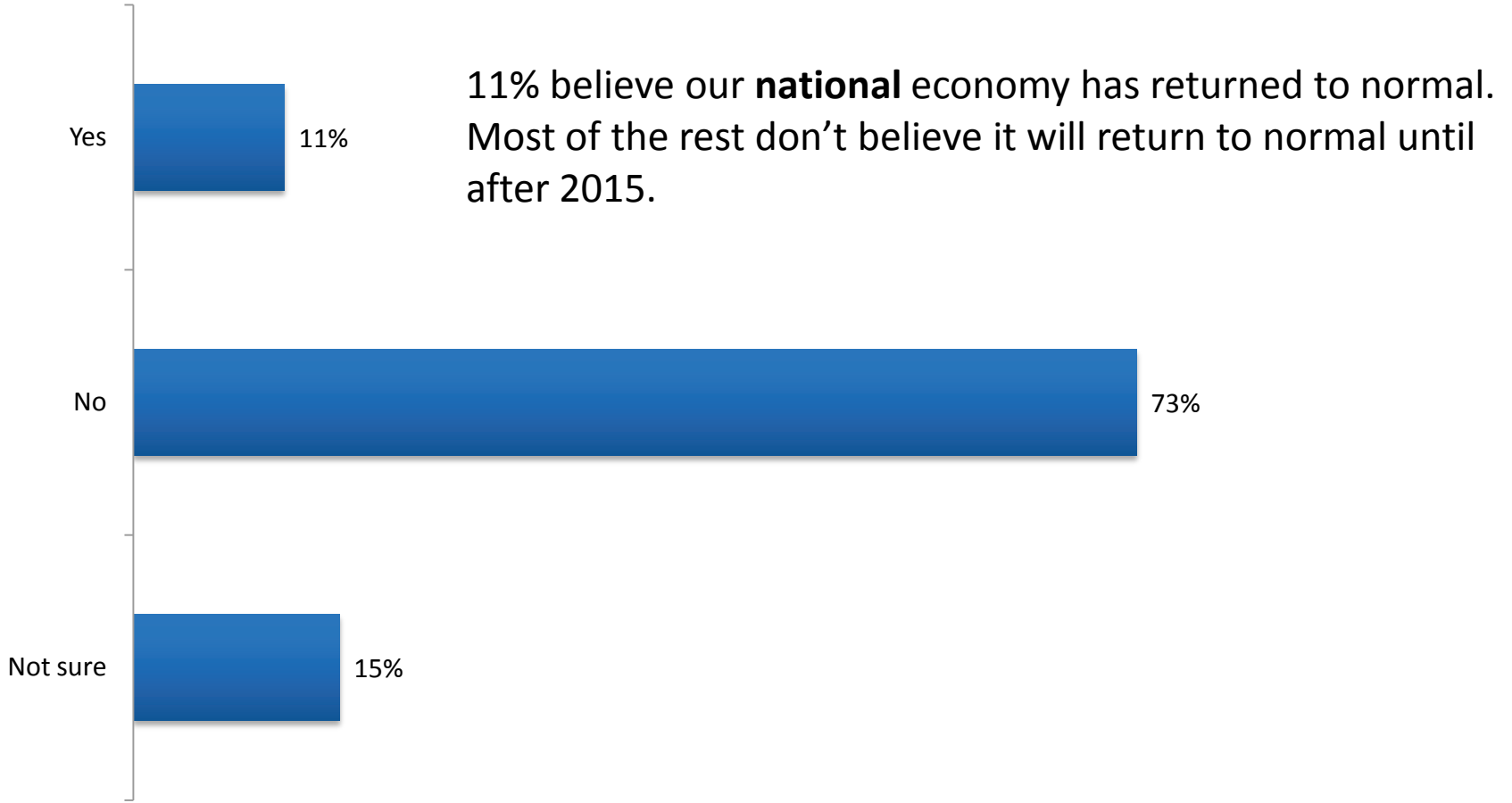
Lifestyle changes based on economy:	2009	2010	2011	2013
Eliminated a vacation	31%	39%	34%	22%
Get fewer haircuts, manicures, pedicures	39%	36%	33%	22%
Do less socializing with friends	26%	32%	29%	20%
Postpone buying refrigerator, stove, etc.	25%	35%	28%	17%
Took a cheaper vacation	14%	19%	17%	15%
Do home repair rather than hiring someone to do it	21%	27%	23%	15%
Postpone buying a vehicle	20%	22%	20%	14%
Gave up/reduced internet, cell phone use	18%	24%	21%	14%
Go to Starbucks less often	16%	13%	14%	11%
Sell items on eBay, Craig's List, garage sale	11%	17%	15%	11%



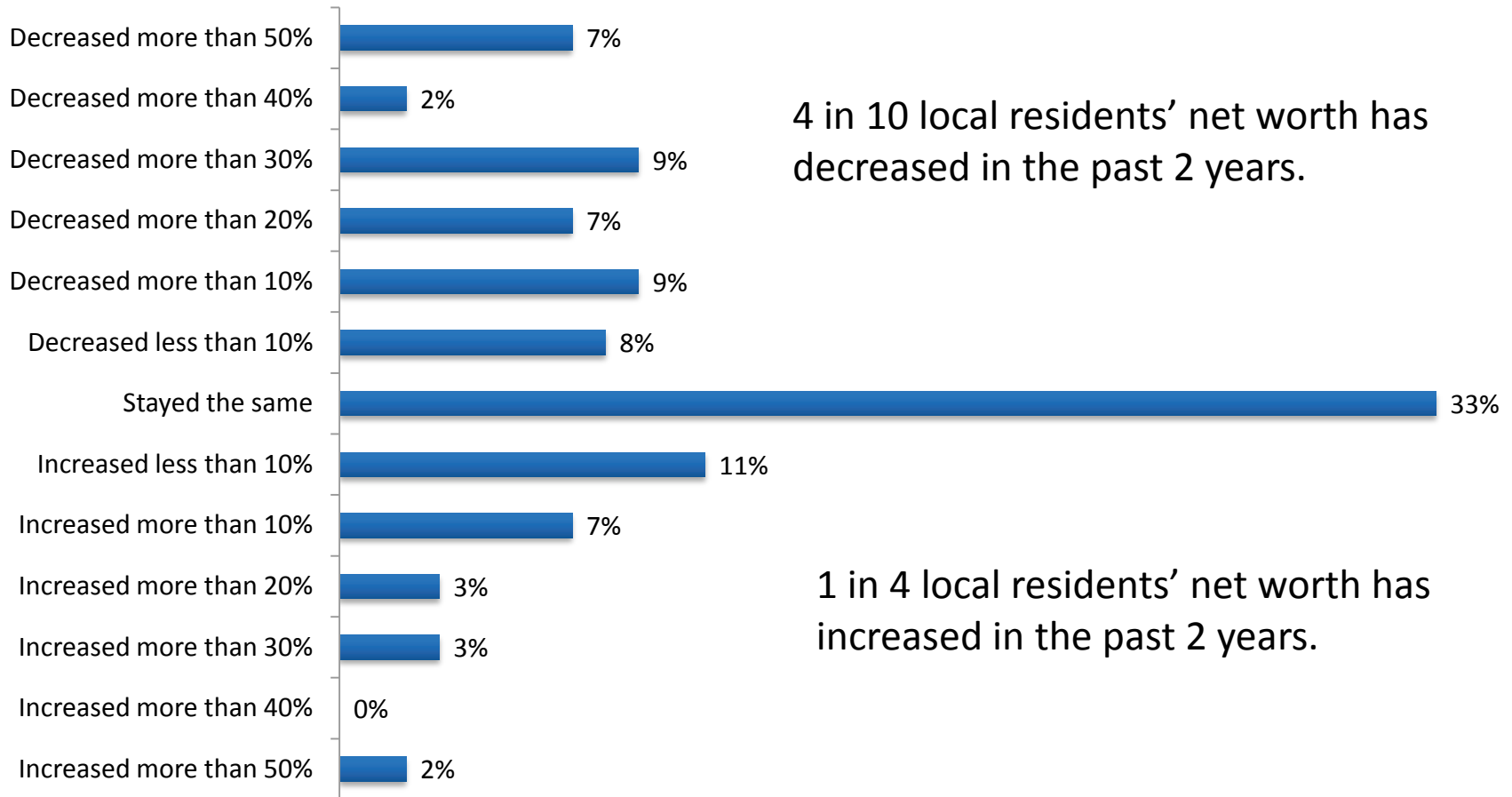
# Do you believe our local economy has returned to normal?



# Do you believe our national economy has returned to normal?



# In the past two years, what has happened to your net worth?



4 in 10 local residents' net worth has decreased in the past 2 years.

1 in 4 local residents' net worth has increased in the past 2 years.