



VO!CE of the Region Survey Holiday Planning and Spending 2009

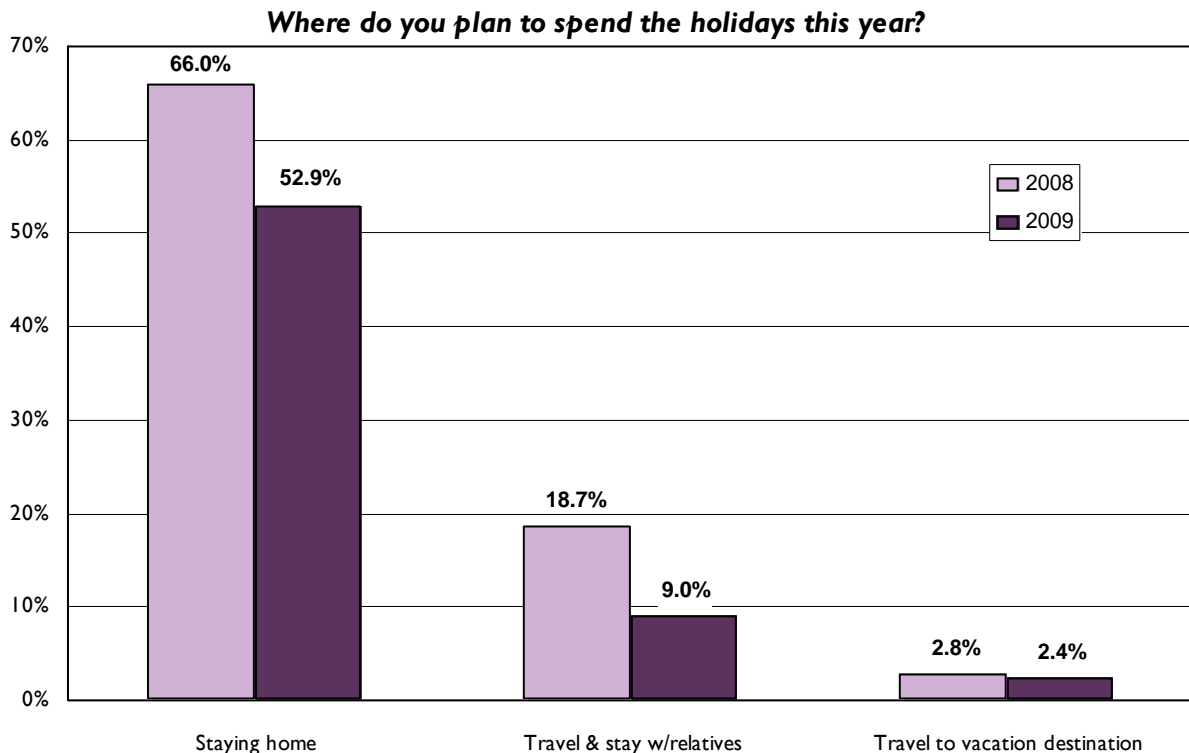
Many Americans have been facing economic challenges and hardship over the last year and in turn, spending habits may have drastically changed.

Campos Inc examined the effects of the prolonged economic downturn on regional consumers' holiday planning and spending this year, and compared the results to a similar study we conducted last December as the recession was beginning to take its hold.

We conducted a survey of 200 members of the Campos Inc VO!CE of the Region online community of Southwestern Pennsylvanians using a web-based questionnaire which asked questions about their holiday plans and spending habits. The study took place between November 16 and December 1, 2009. We asked ten questions that specifically targeted information about respondents' travel and entertaining plans for this holiday season. Questions to measure their projected holiday expenses and spending budgets were included when appropriate. We compared data on key questions to our 2008 Holiday Spending survey results. Throughout the report, percentages may not add to 100% due to rounding and/or multiple responses.

Home for the holidays; travel dips

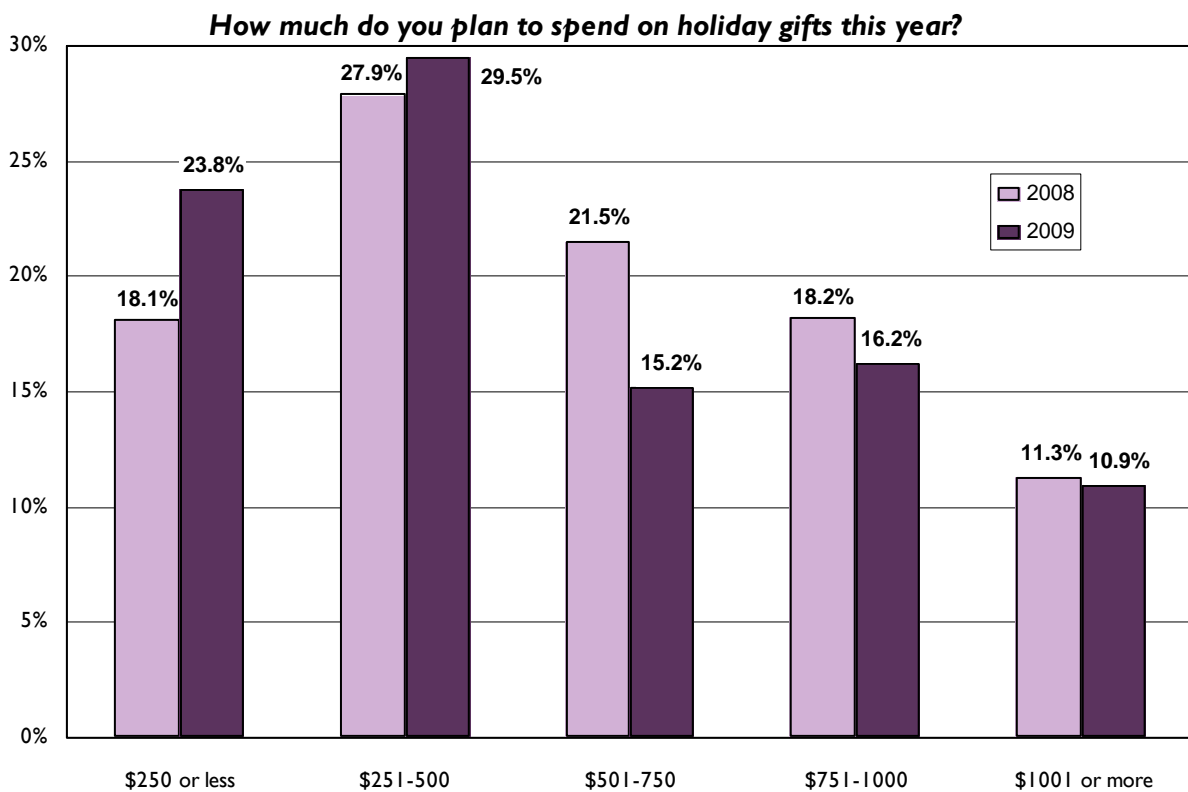
Surprisingly, fewer respondents (52.9%) reported plans to *stay in town/at home* in 2009, compared to 66.0% in 2008. This year, nine percent (9.0%) will *travel and stay with relatives* (vs. 18.7% in 2008) and 2.4% will *travel to a vacation destination* (vs. 2.8% in 2008).



Budgets more conservative this year

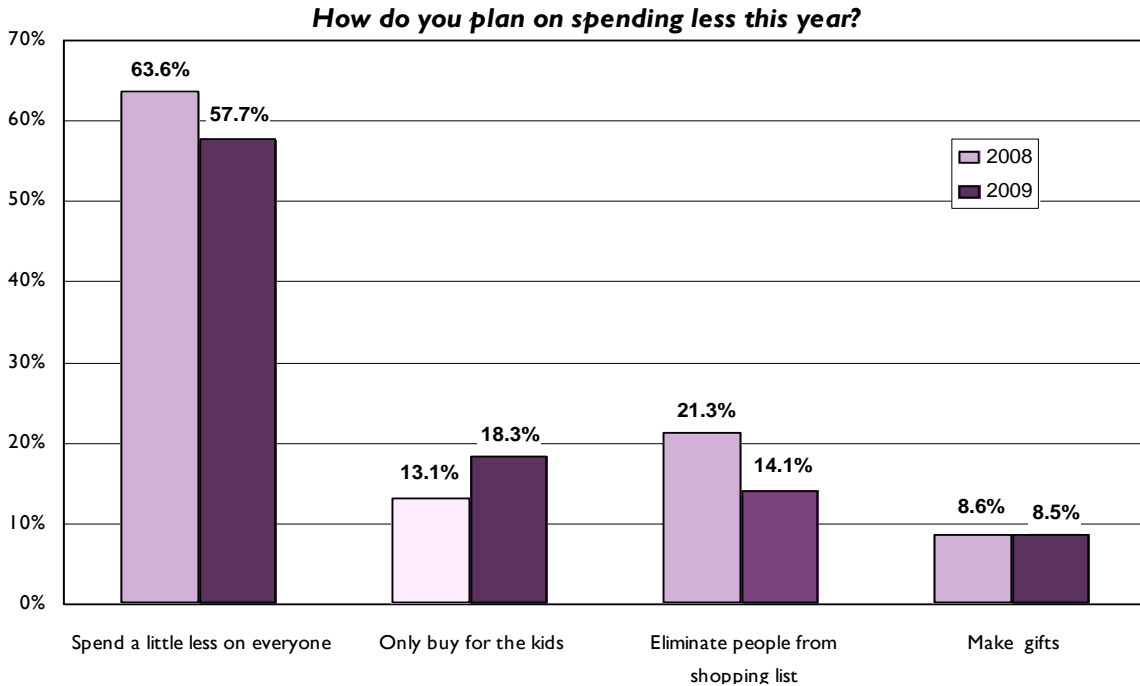
Panelists were asked to identify from a list their biggest expense at the holidays. *Gifts* predictably topped the spending category at 85.2%, as they did at 86.1% in 2008, while *food* is the biggest expense for 9.0% of the panel and *charitable giving* is for 2.9%.

Not surprisingly, budgets for gift spending indicate a shift from mid-level (\$501-\$750) and higher spending categories to more conservative spending categories (\$500 or less) for the 2009 holiday season.



About one-third of the 2009 panel (33.8%) indicated that they plan to *spend less this year* than they spent last year. Three in five respondents (59.5%) peg their spending plans at *about the same* as last year. A mere 6.7% plan to *spend more*.

Of those planning to spend less this year, planning to *only buy for the kids* stepped up in popularity to 18.3% from 13.1% last year. As in 2008, a healthy percentage (57.7% in 2009, vs. 63.6% in 2008) will *spend a little less on everyone*, while 14.1% will be *eliminating people from their shopping lists* (21.3% did so in 2008), and 8.5% intend to *make their gifts*, nearly the same percentage (8.6%) as in 2008.

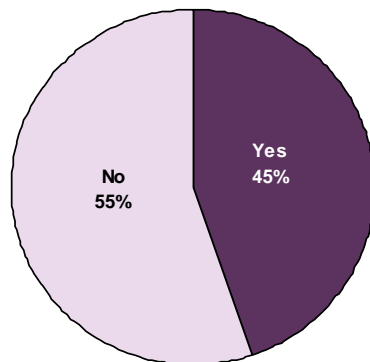


Charitable organizations will sustain a *similar-to-2008 level of giving* from the majority of respondents (53.8%), while 19.0% will *give less than they did last year*, and 9.5% will be *giving more*. Of those respondents who make charitable donations, the largest percentage (35.3%) earns \$50,001-\$75,000, with those earning less than \$50,000 making up the second most generous group at 24.8%.

More than half sustain holiday spirit despite recession

For the majority of participants (55.2%), the current state of the economy has not put a damper on their holiday spirit. Not far behind at 44.8% are those who find it does.

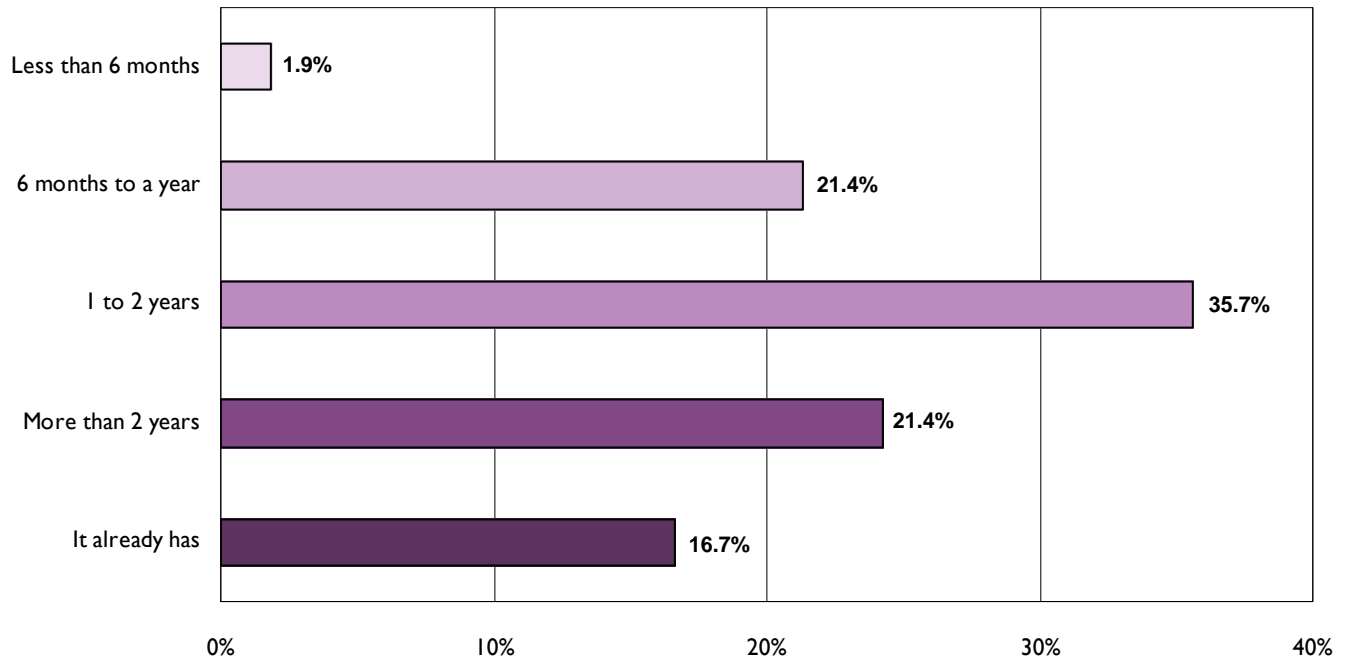
Does the current state of the economy put a damper on your holiday spirit?





A conservative outlook on economic recovery for the U.S. is prevalent amongst panelists, with 60.0% predicting it is one or more years away. Two in ten (21.4%) anticipates recovery starting in six months to a year, and 16.7% believe the economy has already started its recovery.

How long do you think it will be before the U.S. economy starts to recover?



Summary of findings

We find respondents in a financially conservative yet somewhat festive mood this holiday season, planning to partake in the traditional holiday activities with an eye on minimizing their budgets. Accordingly, they'll celebrate at home and cut down spending on their biggest expense: gifts. The panel has a cautiously realistic expectation for the U.S. economic recovery, which, for the most part, is not putting a damper on their holiday spirit.

Share Your Views – Join the Voice of the Region Panel

Our VO!CE of the Region panel is an opt-in community made up of consumers and professionals from Southwestern Pennsylvania who share their opinions and insights on local, regional and national topics of interest and on subjects ranging from the arts and culture, health and education to economic development, politics and current affairs.

Join our VO!CE of the Region panel by visiting camposvor.civicscience.com.

About Campos Inc

Campos Inc is a full-service market research strategy firm specializing in providing deep insight into the Real Experience of the Customer through our business and marketing consultation, market research, and regional opinion panel services. We offer full service quantitative and qualitative research incorporating design, recruitment, project management, moderating, analysis, and recommendations. We specialize in conducting consumer, B2B and employee research. Our downtown facility features two focus group suites with full amenities. We are certified as a minority business enterprise by the WPMSDC, as a minority and woman business enterprise in the Commonwealth of Pennsylvania, and as a woman-owned business enterprise by WBENC.