

## Dollars & Consumer Sense Perspective

the  
futures  
company

the coming together of  
Henley Centre HeadlightVision  
and Yankelovich



### Study Overview

The inevitable ups and downs of the economy bring changes in the way consumers make purchasing decisions. With *Dollars & Consumer Sense*, your company can gauge your consumers' level of financial anxiety, predict their purchasing decisions and understand the trade-offs they may or may not be willing to make to save money. *Dollars & Consumer Sense* will help marketers make timely and effective adjustments to their marketing, products and customer service in 2008 and beyond.

Your customers' financial concerns affect your business. *Dollars & Consumer Sense* reveals the relationship between level of financial anxiety and marketplace behavior among consumers with different shopping styles and different demographic characteristics. Our report digs deep and predicts how the purchasing decision process changes as people become more nervous about money.

This is not just a research or trends report. This is a decision-making, scenario-planning tool that will keep you in lock-step with your customers. React appropriately to economic changes, both good and bad, with *Dollars & Consumer Sense*.

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### Business Applications

- **Conduct** strategic planning in the wake of a possible recession in 2008
- **Develop** ways to make your products and services less susceptible to the changes consumers will make in their purchasing decisions as their financial anxiety increases
- **Assess** the vulnerability of your current marketing strategies as consumers become more anxious about their finances
- **Identify** which consumer segments are the most likely to alter their purchasing habits and decision making significantly in response to worsening economic conditions
- **Determine** which aspects of your product or service to emphasize in your marketing in the context of current or emerging levels of consumer anxiety

### The Complete Package

- Complete report accessible via our Client Resource Gateway
- Data tables in E-Tabs format



### Fielding Details

**Sample:** Nationally representative sample of 1,002 U.S. adults, ages 18+

**Methodology:** Recruiting was done using a random-digit dial methodology.

The 27-minute survey was administered entirely over the telephone.

**Fielding Dates:** January 8-20, 2008