



The new economy. Social media. Tomorrow's youth. Consumer Outlooks get your team smart about the trends moving your business in 2009. Choose from **more than 60 categories, demographics and consumer segments.**

What are they? Consumer Outlooks examine a category, demographic or segment and its key takeaways for 2009. A Consumer Outlook covers three top trends brought to life with observations, market facts, macro trends, consumer values, and thought starters on how to leverage the major concepts presented.

Wanna get involved? You have some options...

Contact your account manager to purchase an on-site or online CO presentation, which includes:

- 60-minute PowerPoint presentation (includes Q&A), either in person or via WebEx
- Thought Starters/Applications for your specific business issues
- Additional perspective with Demographic Hotspots, best practices, and a Future Forward look at the next 3+ years

Contact your client services manager to schedule an advisory call, which includes:

- 60-minute call, with CO pdf document as backdrop

Search Tip: To get directly to a specific Consumer Outlook, simply type the title below, followed by the year, all in quotation marks (for example, "Social Media 2009").

| CATEGORIES | | | |
|--|--|---|--|
| FINANCIAL SERVICES Consumer Finance Consumer Credit Middle-Income Consumers Ultra-Wealthy Consumers | | MEDIA/ENTERTAINMENT/TECHNOLOGY Consumer Technology Gaming Mobile Technology Movies and Television Media Publishing Social Media Music | |
| FOOD/BEVERAGE Food QSR Snacking On-Premise Beverages Dessert Beverages Restaurant Adult Beverages | | SHOPPER EXPERIENCE/FASHION/HOME/GARDEN Retail Grocery Entertaining E-Retail Home and Lifestyle Gifting Multichannel Shopping Outdoor Living and Garden Fashion CPG Kitchen and Bath | |
| HEALTH/BEAUTY Health and Wellness Healthcare Beauty and Personal Grooming Men's Grooming | | TRANSPORTATION/TRAVEL/LEISURE Leisure Travel Automotive Sports/Fitness Business Travel Pets | |

| DEMOGRAPHICS | | | | |
|--|--|--|--|--|
| GENERATIONS/CONSUMER SEGMENTS Gen We SM Men 21-49 Younger Boomers Green Consumers Millennials Women 21-49 Matures Cause Consumers 20somethings Gen Xers Moms Blue-Collar Consumers College-Agers Boomers LGBT Consumers YoCos SM | | | | MULTICULTURAL Latinos Latina Moms Latino Teens Latina Young Adults African Americans |