



What Is the Impact of the Current Economic Crisis on Consumers?

The 2008–09 MacroMonitor Recontact study leverages our unique advantage to deliver a timely perspective on consumers' reactions to the ongoing global financial crisis.

Results available 17 March 2009

The **2008–09 MacroMonitor** was complete in mid-August 2008—just before dramatic market-changing conditions occurred. With the results of our February 2009 recontact survey, the **MacroMonitor** will provide your enterprise with a valuable opportunity to gain important insight about and understanding of how the ongoing financial crisis is affecting consumers.

Consumers are very much engaged in what is happening to them and are anxious to talk about it.

Planned	Actual
1,350 8-minute telephone interviews based on recontact of 4,100 2008–09 MacroMonitor survey participants	1,556 14-minute interviews based on recontact of 2,870 2008–09 MacroMonitor survey participants

The implications of the overwhelmingly positive response to this study and our success in maximizing both the questionnaire length and the number of respondents are significant:

- The high response rate (58%) means that the recontact survey population is highly representative of that in the **2008–09 MacroMonitor**.
- The longer survey enables us to cover a broader range of issues.
- The larger sample size allows more robust analysis of a greater number of potential subsegments.

Available to All Institutions

Cost: \$10,000



An SRI International Business Partner

The goal of this study was to shed light on the question:

How have people changed as a result of recent events?

The advantages of the study: We have pre- and postcrisis measures of the same people, including both their behaviors and their attitudes. The fact that the **2008–09 MacroMonitor** survey was complete by mid-August 2008 means that we have a base of 4,100 households from which we have already gathered comprehensive precrisis financial information available for recontact. Traditional omnibus surveys charge by the question—\$2,000 to \$3,000 each—to deliver responses from 1,000 households or individuals along with basic demographics. Because we have already collected comprehensive information (91 pages) about our survey participants, we focus on asking the questions that provide the most relevant information at the lowest cost.

Deliverables:

- **Crosstabs of all questions by age cohorts and life stages**
- **Key demos and financials (already captured)**
- **PowerPoint slides of responses to all questions**
- **On-site presentation of findings**
 - **Comparison with 2008–09 MacroMonitor**
 - **Insights into impact of events**

Subscribers will receive an analysis of the findings and insights of the recontact study in the form of a PowerPoint presentation and crosstabs of the responses to all recontact survey questions, including demographic variables from the **2008–09 MacroMonitor**. Where applicable, responses to items from the **2008–09 MacroMonitor** that are repeated in the recontact study will show how consumer sentiment has (or has not) changed. An on-site presentation of findings is also included.

For more information, please call Chris Taylor at +1 609 720 4808.

We agree to subscribe to the **2008–09 MacroMonitor** recontact survey for a total fee of \$10,000.

Signature _____ Date _____

Name _____

Company _____

Telephone _____ Fax _____ E-mail _____

Please fax completed form to SRIC-BI: +1 650 859 4544.