

the  
futures  
company

the coming together of  
Henley Centre HeadlightVision  
and Yankelovich

***Abstract of remarks***

*Presented to:*  
Market Research Council

*Presented by:*  
Ann Clurman, EVP

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- Consumers’ willingness to own and confront their problems is for real. First discussed in MONITOR 2008/2009 as Rolling Out Responsibility, consumers’ willingness to tackle difficulties head-on continues to gather momentum, with people now **embedding responsibility** in their day-to-day lives.
- Responsibility underpins the “new deal” consumers are striking with themselves—with the world around them and with the marketplace—that’s both powerful and far-reaching. Conscious, thoughtful decisions are at work, requiring consumers to make many changes—some self-imposed, some imposed by others.
- While the movement towards responsibility predated the recession, the economic downturn has reinforced the responsibility mindset. Risk has re-emerged as a central concern for consumers; indeed, **risk will be a defining dynamic of the recovery**. The impact of this should not be underestimated. Risk seems very up-close and personal, so consumers are becoming more thoughtful about the consequences of consumption. A new era has dawned:

World War II - Mid 80s Era of Readiness	Mid 80s -2007 Era of Indulgence	Today and Tomorrow Era of Consequences
Economic risk ever-present despite efforts to manage it	Risk thought to be manageable with high-tech macro-economic tools	Risk abruptly returns unexpectedly, creating uncertainty
Standing on guard	Indulging risk	Reassessing externalities
Value found in... <b>NEW FRONTEIRS</b>	Value found in... <b>TRADING UP</b>	Value found in... <b>RESPONSIBILITY</b>

- Preparing to move on as the recovery takes shape means: **Rebuilding, not rebounding**—being vigilant about not reverting to the goals and habits that led to trouble; **Course-correcting**—more reluctance to shortchange any part of life; **Considering the consequences**—scrutinizing all the angles associated with choices, looking at the entire brand footprint; **Living within (not below) my means**—frugality is a coping mechanism, not an aspiration; **Bringing discipline on board**—self-control as a response to uncertainty and a hallmark of responsibility; **Putting connections to the test**—imposing more control on personal relationships