



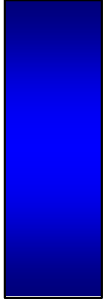
intelligence.insight.impact.
National Survey among n=1,000 Young Adults ages 22-25 with ± 3% @ 95% confidence (Oct/08)

i WHAT'S NEW

Among Young Adults Ages 22-25

Marketing to the 'New Wave' of Consumers

48%



What three companies/brands do you think do an excellent job in marketing to your generation?

14%



Microsoft

14%



13%



SONY

12%

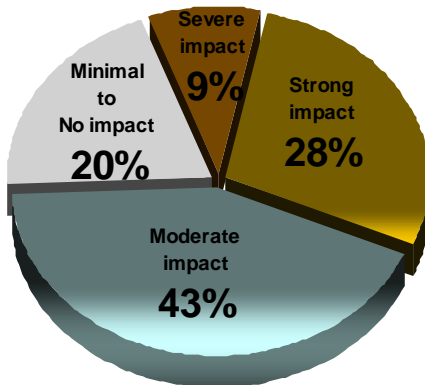


11%



Outlook on Spending...

Is the current economic state of the U.S. impacting your spending habits?



- **37%** say their spending habits are **strongly to severely affected**
- **43%** say they are **moderately affected**

What motivates them...

Design/Appearance is the key purchase motivator among Young Adults ages 22-25!

