There is more than 1 way to search for information on consumers.

#1. Find general information on how a group of consumers behaves.

Here is the search shown below: Box1: millennial* OR “gen y” box2: “consumer behavior” OR psychographics

(to find out what the *, OR “quotation marks” are doing, see the Search Tips tab in your guide)
#2: Look for information on how consumers of your *product* behave. Here is the search shown below: Box1: lipstick OR cosmetics  Box2: “consumer behavior” OR psychographics  Box3: “united states”

Notice in this search that I included a geography. I only do that if I’m getting too much geographical variance in my results (and I’m trying to focus on a particular country).

Also, notice that in order to get more results, I included the *broader* product category: cosmetics
#3: Look for how a specific consumer group behaves in relation to your product

This type of search usually produces the least results (notice I only got 16)