Full Breakdown

US MONTHLY UPDATE
COVID-19 AND MACRO TRACKERS
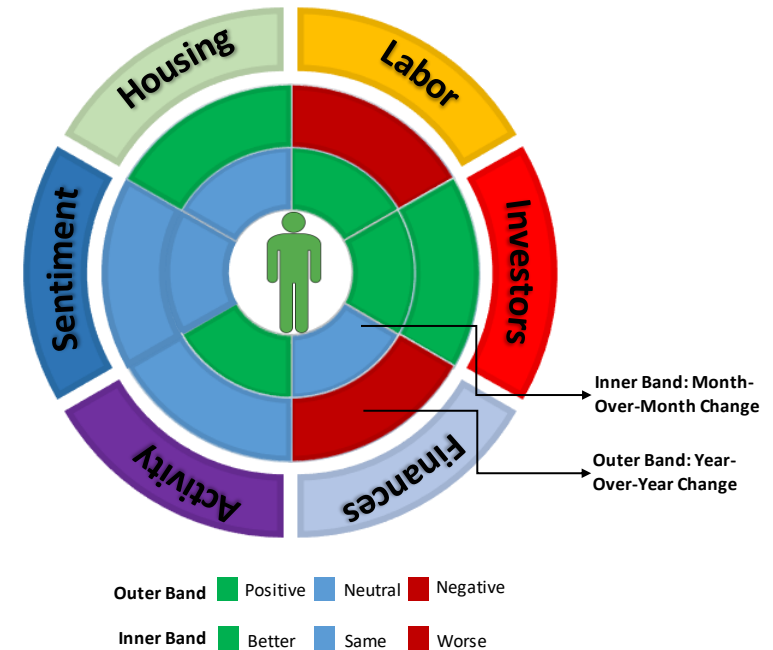
August, 2020

Summary

We survey 1,500 to 2,000 Americans each month, with geographic distributions in-line with the US Census. The survey always takes place during the week containing the 12th of the month.

While the backdrop for the economy is not terribly strong, the rebound from the shock of March and April is continuing, and only two categories were on net down versus last year; none deteriorated sequentially versus July.

Changes in Heat Map Versus Last Month

- **Covid:** Concerns persist but are gradually subsiding. With each passing month, consumers have slowly pulled back on measures they are taking to avoid catching Covid. Throughout the pandemic consumers have stretched their view of how long they expect Covid to be a concern. We would also note that we saw a jump in August in the percentage of those on unemployment saying their most recent check was lower than usual. Respondents who say their unemployment benefits are higher than what they were being paid at their last job have been increasingly likely to say they are saving the extra money.

- **Labor Market**: Unemployment and other indicators are still suffering versus a year ago but have continued to rebound from spring lows. Perception of job security continues to deteriorate and is at the worse level recorded by our survey.

- **Housing**: Still strong, but some of the momentum came out of the market; that's largely in-keeping with seasonality.

- **Consumer Sentiment**: Positive economic sentiment continues to climb out of the massive hole dug by Covid. On balance, little changed for the month, but some series continued a strong trend of improvement.

- **Consumer Activity**: Discretionary spending plans continue to recover but remain below the pre-Covid range.

- **Personal Finances**: Arguably a weak point given the fact that personal income growth was once again reported weaker than in July or last year.

- **Investor Sentiment**: Things are again starting to look a bit frothy with the strong equity market drawing a substantial increase in sentiment towards the market.
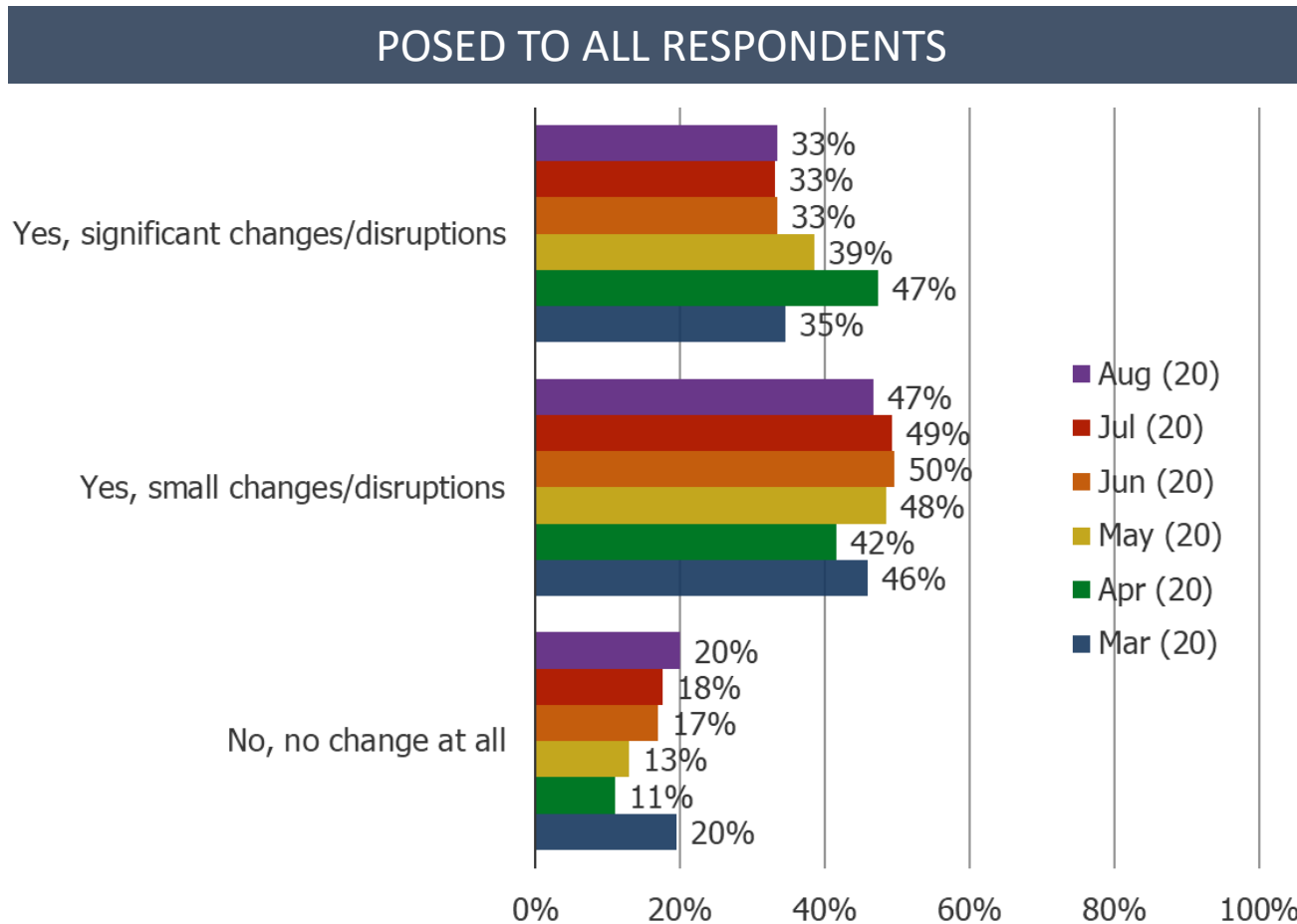
Bespoke Consumer Heat Map

Inner Band: Month-Over-Month Change

Outer Band: Year-Over-Year Change

| Outer Band | Positive | Neutral | Negative |
| Inner Band | Better | Same | Worse |

I

- ❑ Covid.

- ❑ Unemployment Benefits.

- ❑ Consumer Confidence, Consumer Finances, and Spending.

- ❑ Housing and Home Improvement

- ❑ Autos

- ❑ Healthcare (Cost Trend, Utilization, and Elective Procedures)

- ❑ Consumer Spending Activity and Retail Traffic

Please rate your level of concern with the Coronavirus (also being referred to as Covid-19 or the Novel Coronavirus).
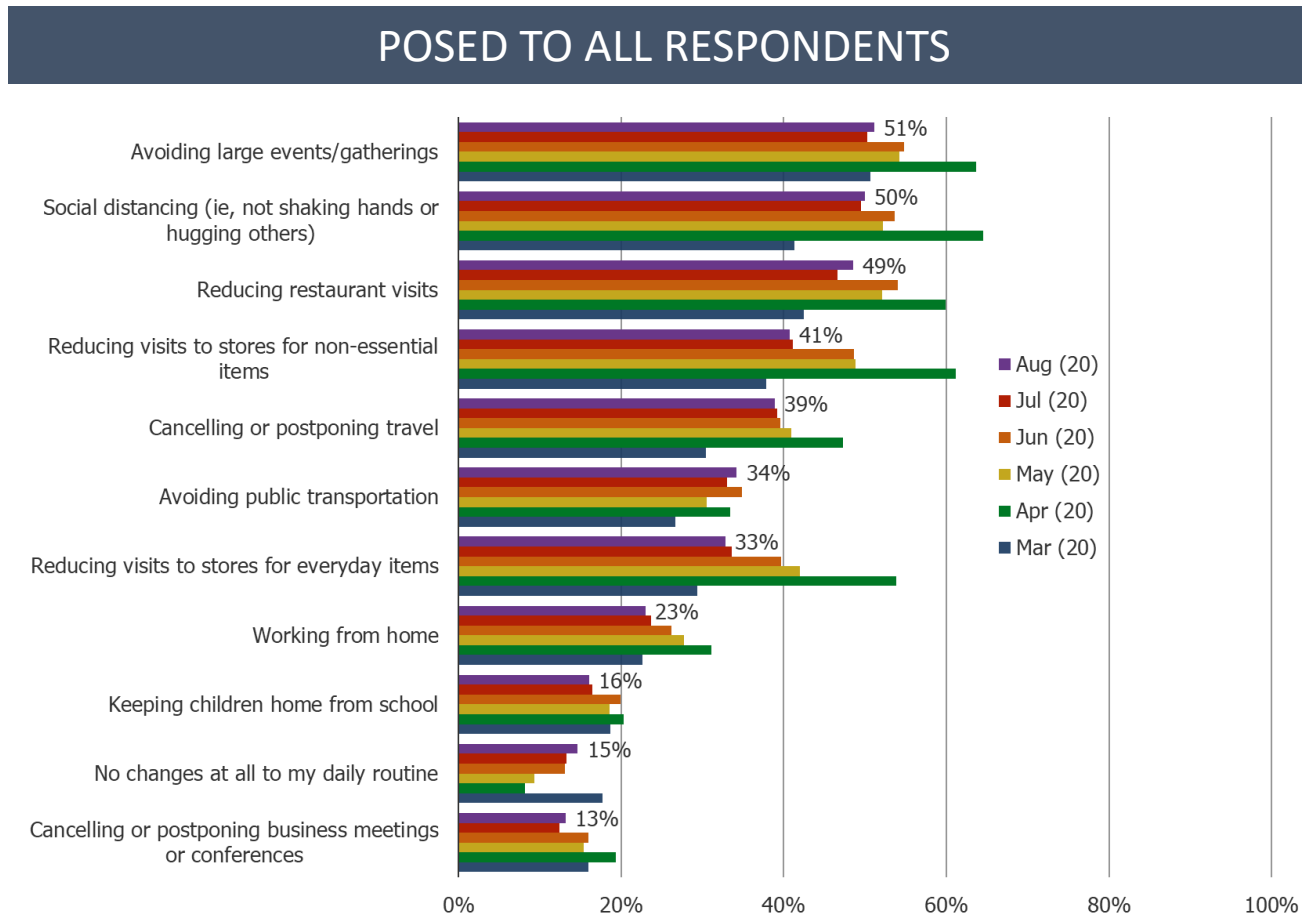
POSED TO ALL RESPONDENTS

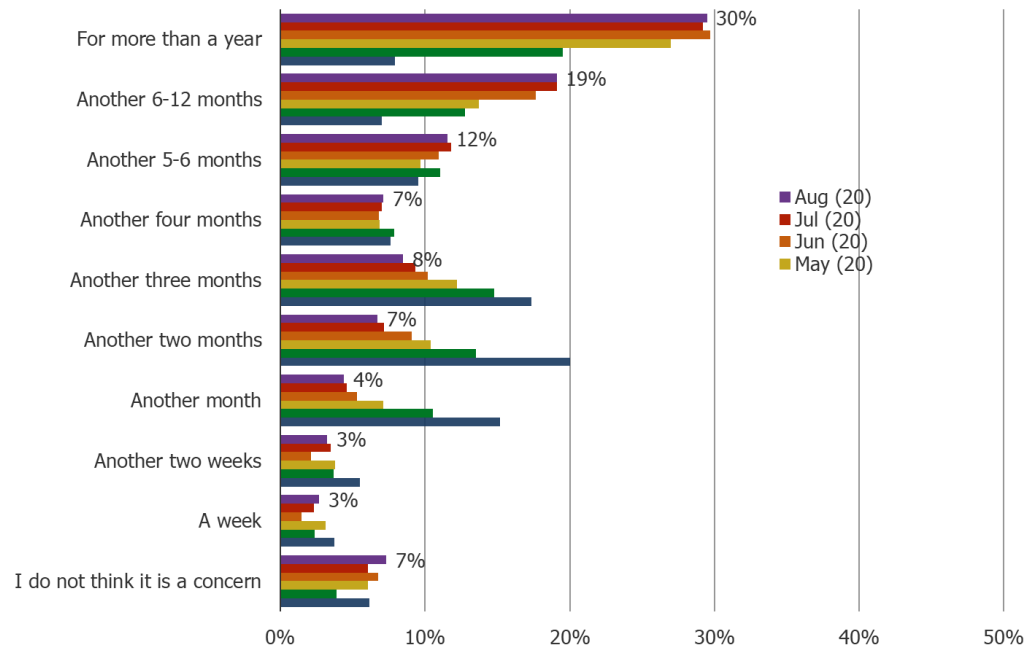## Has the Coronavirus / Covid-19 caused any change or disruption to your life?

POSED TO ALL RESPONDENTS

Yes, significant changes/disruptions
- 33% (Aug)
- 33% (Jul)
- 33% (Jun)
- 39% (May)
- 47% (Apr)
- 35% (Mar)

Yes, small changes/disruptions
- 47% (Aug)
- 49% (Jul)
- 50% (Jun)
- 48% (May)
- 42% (Apr)
- 46% (Mar)

No, no change at all
- 20% (Aug)
- 18% (Jul)
- 17% (Jun)
- 13% (May)
- 11% (Apr)
- 20% (Mar)

Legend:
- Aug (20)
- Jul (20)
- Jun (20)
- May (20)
- Apr (20)
- Mar (20)

Have you made any changes at all to avoid catching the Coronavirus? (Select ALL)

POSED TO ALL RESPONDENTS

Legend:
- Aug (20)
- Jul (20)
- Jun (20)
- May (20)
- Apr (20)
- Mar (20)

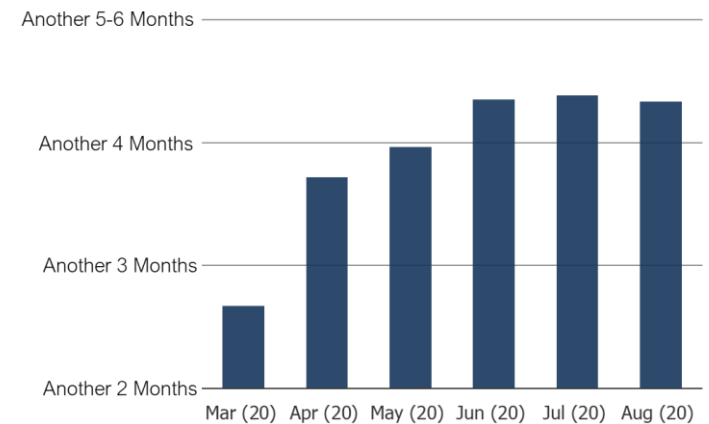| Category	Aug (20)
Avoiding large events/gatherings	51%
Social distancing (ie, not shaking hands or hugging others)	50%
Reducing restaurant visits	49%
Reducing visits to stores for non-essential items	41%
Cancelling or postponing travel	39%
Avoiding public transportation	34%
Reducing visits to stores for everyday items	33%
Working from home	23%
Keeping children home from school	16%
No changes at all to my daily routine	15%
Cancelling or postponing business meetings or conferences	13%

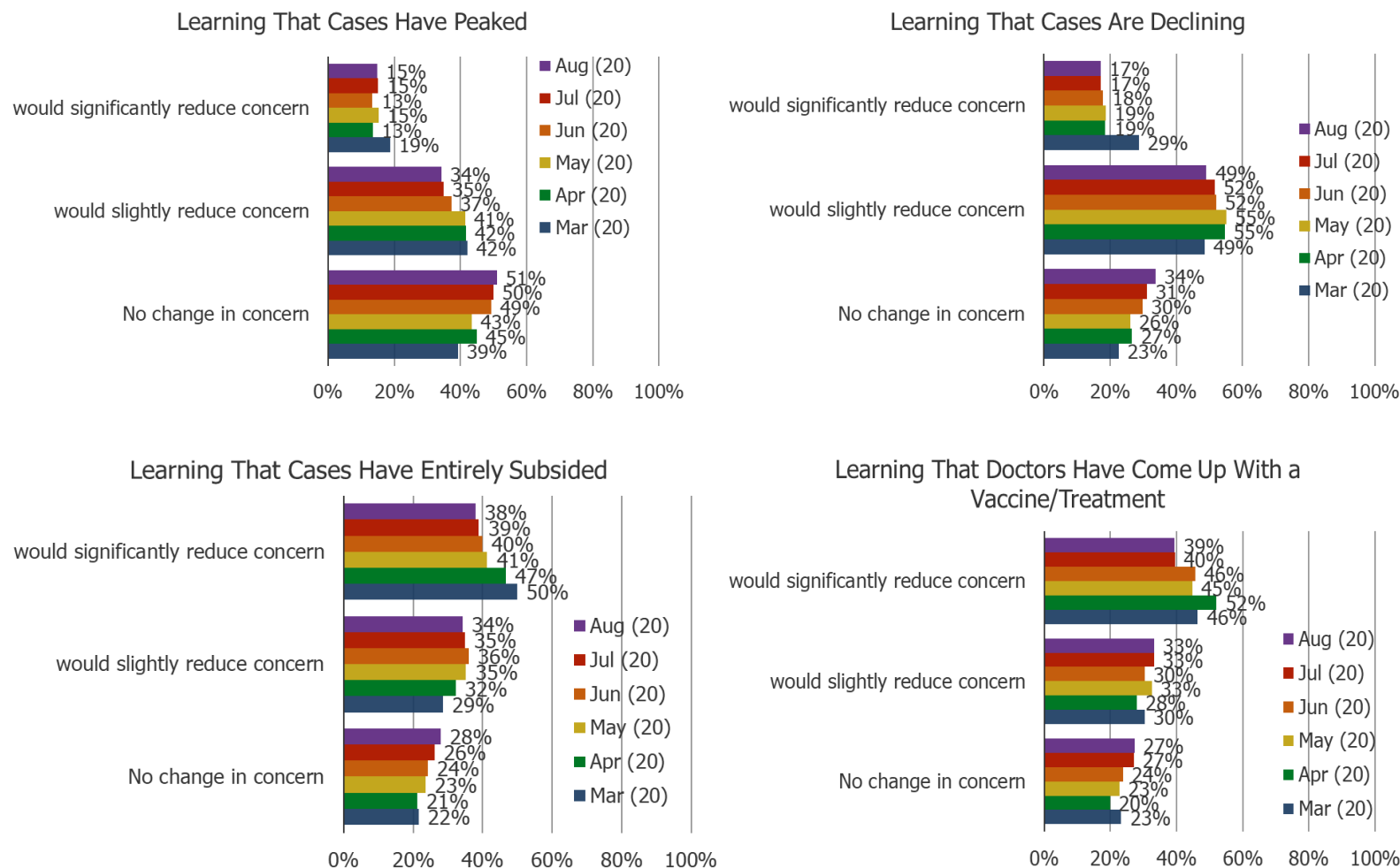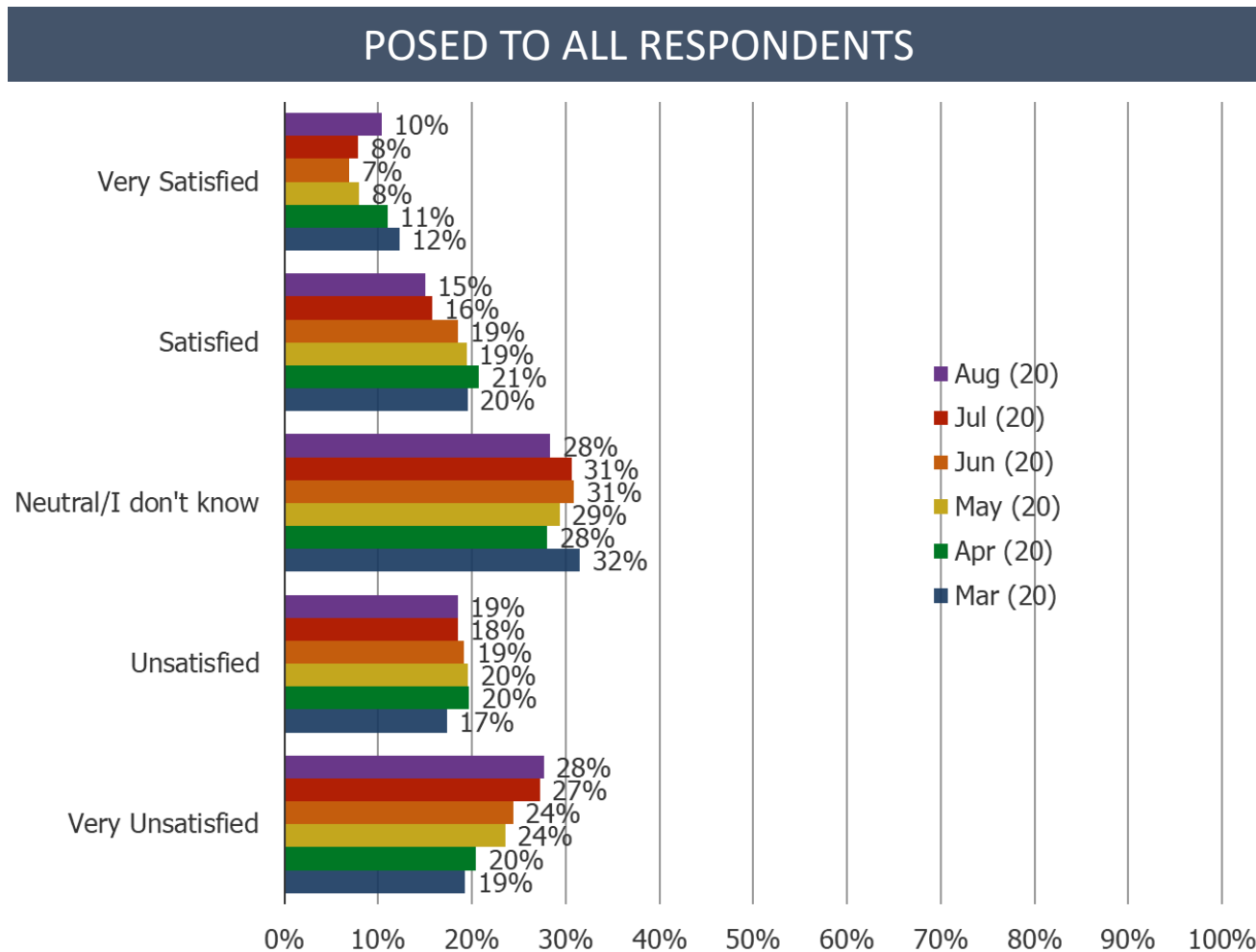# For how long do you anticipate Coronavirus will be a concern?

POSED TO ALL RESPONDENTS

How would the following impact your concern level toward Coronavirus?
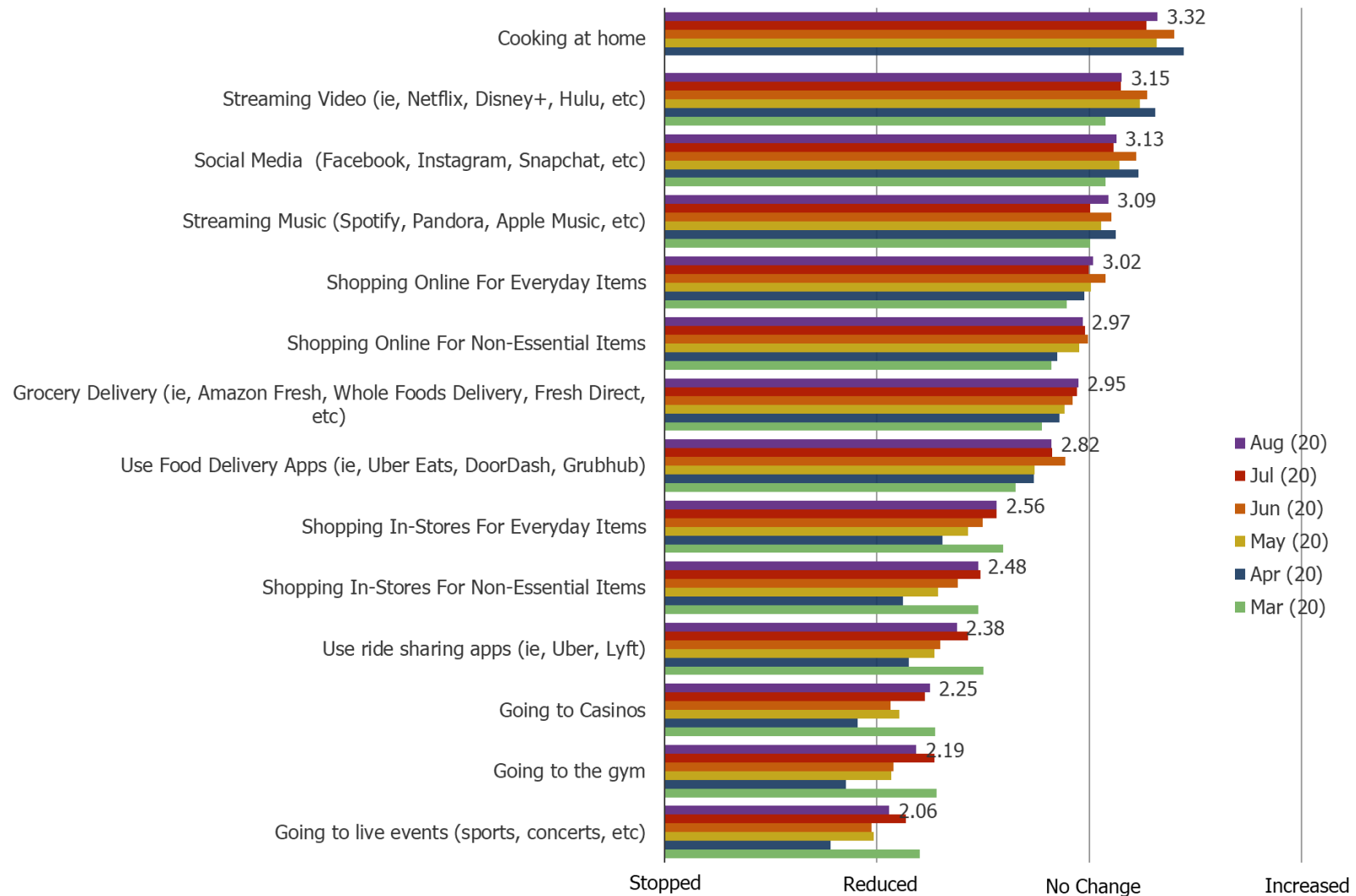
POSED TO RESPONDENTS WHO THINK CORONAVIRUS IS A CONCERN

Learning That Cases Have Peaked

would significantly reduce concern
- 15% Aug (20)
- 15% Jul (20)
- 13% Jun (20)
- 15% May (20)
- 13% Apr (20)
- 19% Mar (20)

would slightly reduce concern
- 34%
- 35%
- 37%
- 41%
- 42%
- 42%

No change in concern
- 51%
- 50%
- 49%
- 43%
- 45%
- 39%

Learning That Cases Are Declining

would significantly reduce concern
- 17% Aug (20)
- 17% Jul (20)
- 18% Jun (20)
- 19% May (20)
- 19% Apr (20)
- 29% Mar (20)

would slightly reduce concern
- 49%
- 52%
- 52%
- 55%
- 55%
- 49%

No change in concern
- 34%
- 31%
- 30%
- 26%
- 27%
- 23%

Learning That Cases Have Entirely Subsided

would significantly reduce concern
- 38%
- 39%
- 40%
- 41%
- 47%
- 50%

would slightly reduce concern
- 34% Aug (20)
- 35% Jul (20)
- 36% Jun (20)
- 35% May (20)
- 32% Apr (20)
- 29% Mar (20)

No change in concern
- 28%
- 26%
- 24%
- 23%
- 21%
- 22%

Learning That Doctors Have Come Up With a Vaccine/Treatment

would significantly reduce concern
- 39%
- 40%
- 46%
- 45%
- 52%
- 46%

would slightly reduce concern
- 33% Aug (20)
- 33% Jul (20)
- 30% Jun (20)
- 33% May (20)
- 28% Apr (20)
- 30% Mar (20)

No change in concern
- 27%
- 27%
- 24%
- 23%
- 20%
- 23%

How do you feel about the government's response to the Coronavirus so far?

POSED TO ALL RESPONDENTS

Very Satisfied
- 10%
- 8%
- 7%
- 8%
- 11%
- 12%

Satisfied
- 15%
- 16%
- 19%
- 19%
- 21%
- 20%

Neutral/I don't know
- 28%
- 31%
- 31%
- 29%
- 28%
- 32%

Unsatisfied
- 19%
- 18%
- 19%
- 20%
- 20%
- 17%

Very Unsatisfied
- 28%
- 27%
- 24%
- 24%
- 20%
- 19%

Legend:
- Aug (20)
- Jul (20)
- Jun (20)
- May (20)
- Apr (20)
- Mar (20)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Have you changed any of the following because of the Coronavirus and its impact to your life / the economy?

POSED TO ALL RESPONDENTS WHO USE THE FOLLOWING / DO THE FOLLOWING

Category	Value
Cooking at home	3.32
Streaming Video (ie, Netflix, Disney+, Hulu, etc)	3.15
Social Media (Facebook, Instagram, Snapchat, etc)	3.13
Streaming Music (Spotify, Pandora, Apple Music, etc)	3.09
Shopping Online For Everyday Items	3.02
Shopping Online For Non-Essential Items	2.97
Grocery Delivery (ie, Amazon Fresh, Whole Foods Delivery, Fresh Direct, etc)	2.95
Use Food Delivery Apps (ie, Uber Eats, DoorDash, Grubhub)	2.82
Shopping In-Stores For Everyday Items	2.56
Shopping In-Stores For Non-Essential Items	2.48
Use ride sharing apps (ie, Uber, Lyft)	2.38
Going to Casinos	2.25
Going to the gym	2.19
Going to live events (sports, concerts, etc)	2.06

Legend: Aug (20), Jul (20), Jun (20), May (20), Apr (20), Mar (20)

X-axis: Stopped — Reduced — No Change — Increased

Going forward, do you expect to do the following more or less often because of the Coronavirus and its impact to your life / the economy?

POSED TO ALL RESPONDENTS WHO USE THE FOLLOWING / DO THE FOLLOWING

Cooking at home — 2.26
Streaming Video (ie, Netflix, Disney+, Hulu, etc) — 2.23
Streaming Music (Spotify, Pandora, Apple Music, etc) — 2.16
Grocery Delivery (ie, Amazon Fresh, Whole Foods Delivery, Fresh Direct, etc) — 2.15
Social Media (Facebook, Instagram, Snapchat, etc) — 2.14
Shopping Online For Everyday Items — 2.13
Shopping Online For Non-Essential Items — 2.11
Use Food Delivery Apps (ie, Uber Eats, DoorDash, Grubhub) — 2.10
Shopping In-Stores For Everyday Items — 1.93
Use ride sharing apps (ie, Uber, Lyft) — 1.92
Shopping In-Stores For Non-Essential Items — 1.88
Going to Casinos — 1.87
Going to the gym — 1.85
Going to live events (sports, concerts, etc) — 1.81

Legend:
- Aug (20)
- Jul (20)
- Jun (20)
- May (20)
- Apr (20)
- Mar (20)

Less than normal — Same — More than normal

Imagine in three months we don't have to stay home but we don't yet have a vaccine. Covid is still here but daily case rates are not growing. How comfortable would you feel doing the following?

% Comfortable (Minus) % Uncomfortable

POSED TO ALL RESPONDENTS

Legend:
- Aug (20)
- Jul (20)
- Jun (20)
- May (20)

Data labels (Aug 20):
- Shopping In-Stores For Everyday Items: 23%
- Shopping In-Stores For Non-Essential Items: 16%
- Buying a car (used and/or new): 3%
- Going to a hotel: -11%
- Using a rental car: -20%
- Going to a movie theater: -37%
- Taking a flight: -38%
- Going to the gym: -40%
- Going to live events (sports, concerts, etc): -43%
- Using public transportation: -44%
- Use ride sharing apps (ie, Uber, Lyft): -45%
- Going on a cruise: -49%

Do you currently have any of the following?
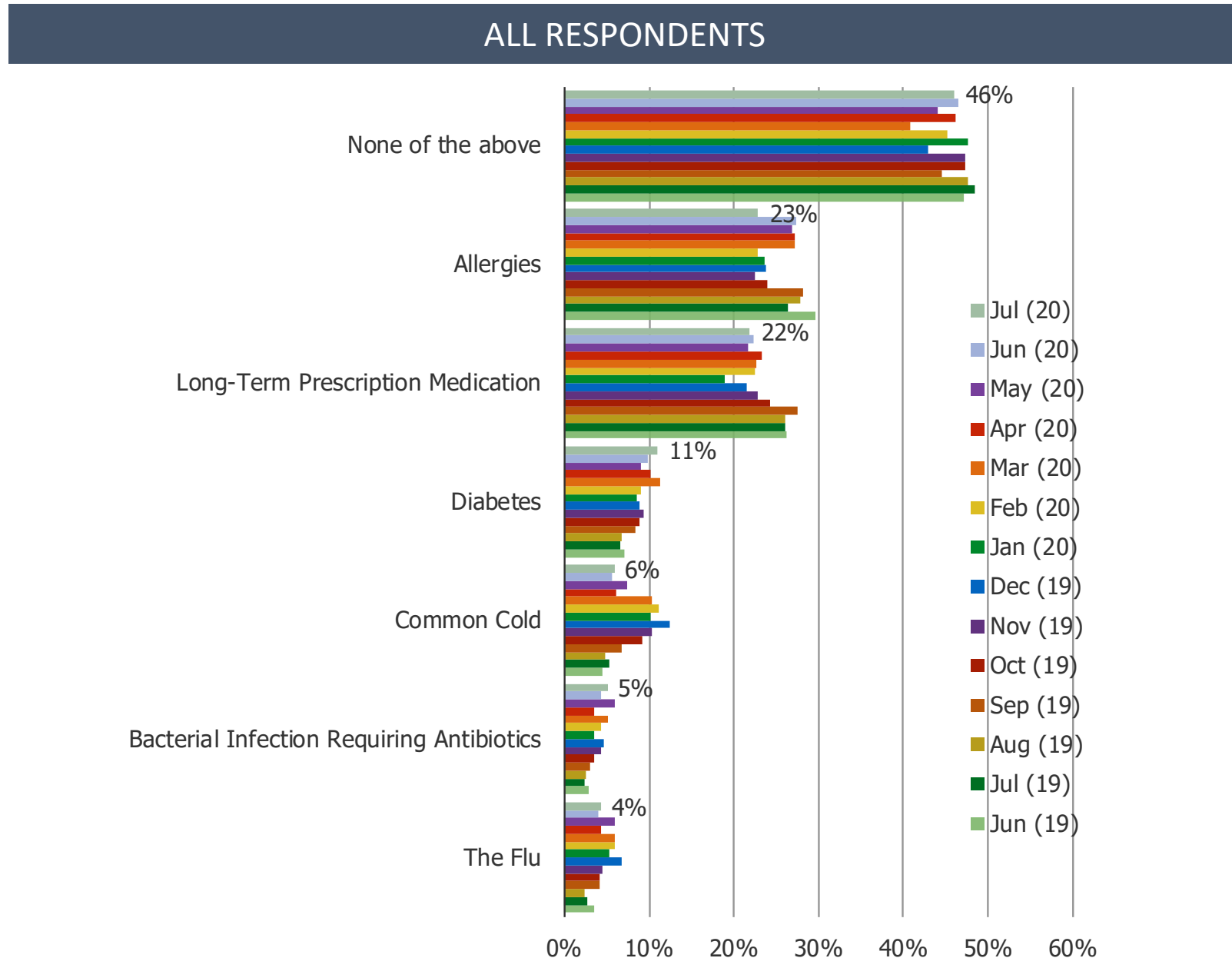
ALL RESPONDENTS

Legend:
- Jul (20)
- Jun (20)
- May (20)
- Apr (20)
- Mar (20)
- Feb (20)
- Jan (20)
- Dec (19)
- Nov (19)
- Oct (19)
- Sep (19)
- Aug (19)
- Jul (19)
- Jun (19)

Categories:
- None of the above — 46%
- Allergies — 23%
- Long-Term Prescription Medication — 22%
- Diabetes — 11%
- Common Cold — 6%
- Bacterial Infection Requiring Antibiotics — 5%
- The Flu — 4%

II

- ❑ Covid.

- ❑ **Unemployment Benefits.**

- ❑ Consumer Confidence, Consumer Finances, and Spending.

- ❑ Housing and Home Improvement

- ❑ Autos

- ❑ Healthcare (Cost Trend, Utilization, and Elective Procedures)

- ❑ Consumer Spending Activity and Retail Traffic

Are you currently receiving any of the following?

POSED TO ALL RESPONDENTS

None of the above	58% / 56% / 58% / 54%
Food Stamps (SNAPS)	16% / 20% / 19% / 18%
Payments from a Pension	13% / 13% / 11% / 17%
Unemployment benefits	13% / 12% / 10% / 13%
Stock Dividends	12% / 9% / 11% / 11%

Legend:
- Aug (20)
- Jul (20)
- Jun (20)
- May (20)

X-axis: 0% 20% 40% 60% 80% 100%
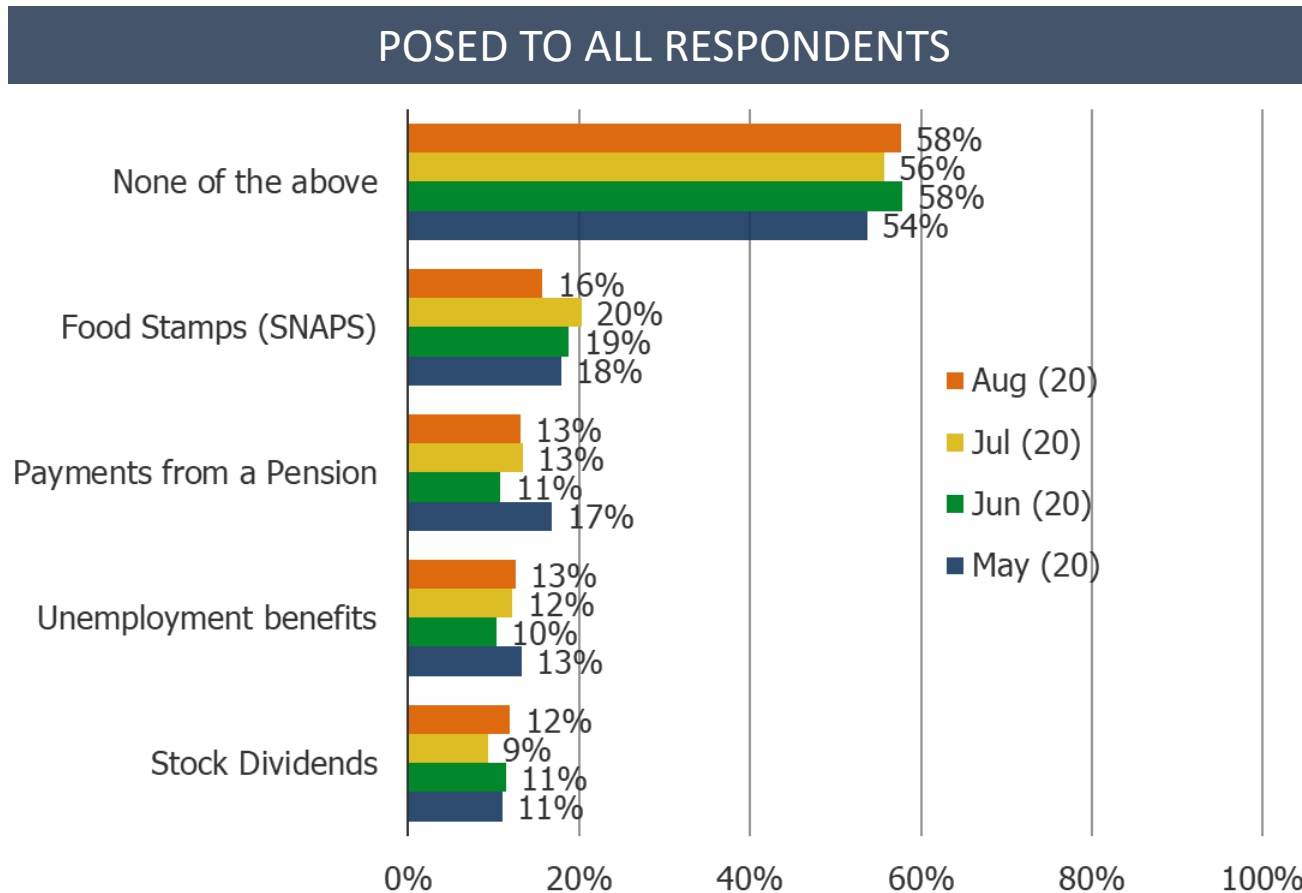
In the past month or two, did you notice a change in the amount of your unemployment check?

POSED TO RESPONDENTS RECEIVING UNEMPLOYMENT BENEFITS

This was my first check on unemployment
- 5%
- 8%
- 8%
- 11%

It was lower than usual
- 27%
- 9%
- 10%
- 7%

It was the same as usual
- 28%
- 47%
- 47%
- 34%

It was higher than usual
- 39%
- 36%
- 35%
- 49%

Legend:
- Aug (20)
- Jul (20)
- Jun (20)
- May (20)
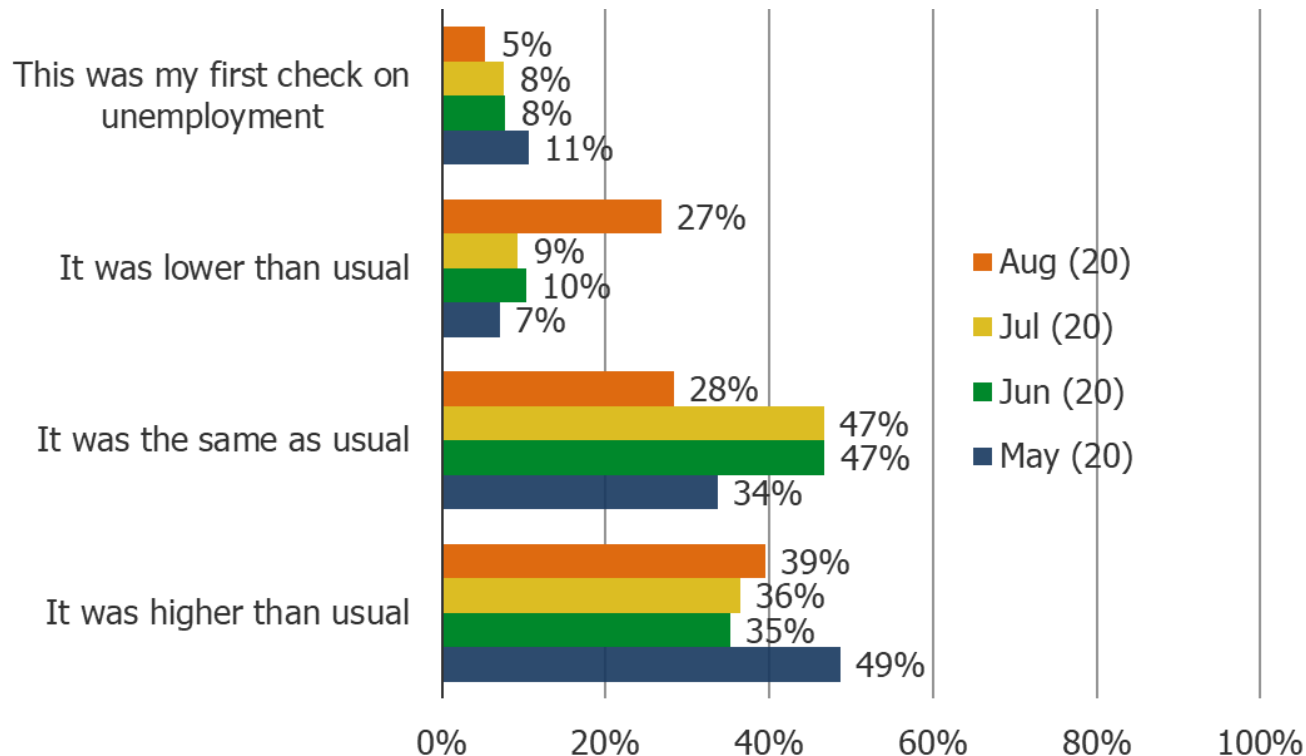
N=190

Was your most recent weekly unemployment check higher or lower than your weekly pay at your job when you were most recently employed?

POSED TO RESPONDENTS RECEIVING UNEMPLOYMENT BENEFITS

Most Recent Unemployment Check Was Lower
- 27%
- 17%
- 15%
- 14%

Same
- 22%
- 33%
- 35%
- 22%

Most Recent Unemployment Check Was Higher
- 51%
- 51%
- 51%
- 64%

Legend:
- Aug (20)
- Jul (20)
- Jun (20)
- May (20)

0% 20% 40% 60% 80% 100%
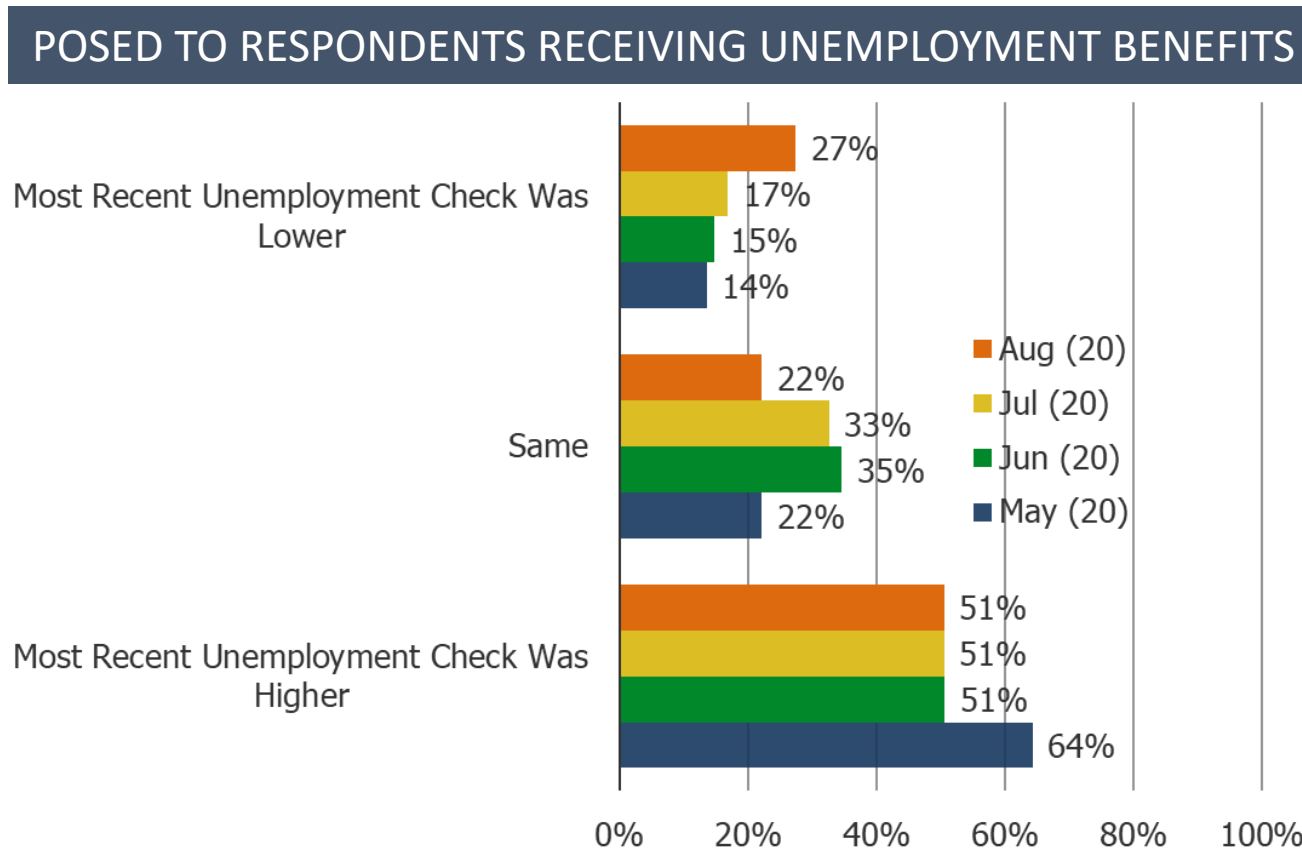
N=190

Does the increase in benefit / pay cause you to...

POSED TO RESPONDENTS RECEIVING UNEMPLOYMENT BENEFITS
HIGHER THAN THEIR WEEKLY PAYCHECK AT THEIR MOST RECENT JOB

Spend all the extra money
- 4%
- 4%
- 2%
- 2%

Spend most of the extra money
- 13%
- 27%
- 26%
- 19%

Save most of the extra money
- 34%
- 32%
- 40%
- 37%

Save all the extra money
- 50%
- 37%
- 32%
- 42%

Legend:
- Aug (20)
- Jul (20)
- Jun (20)
- May (20)
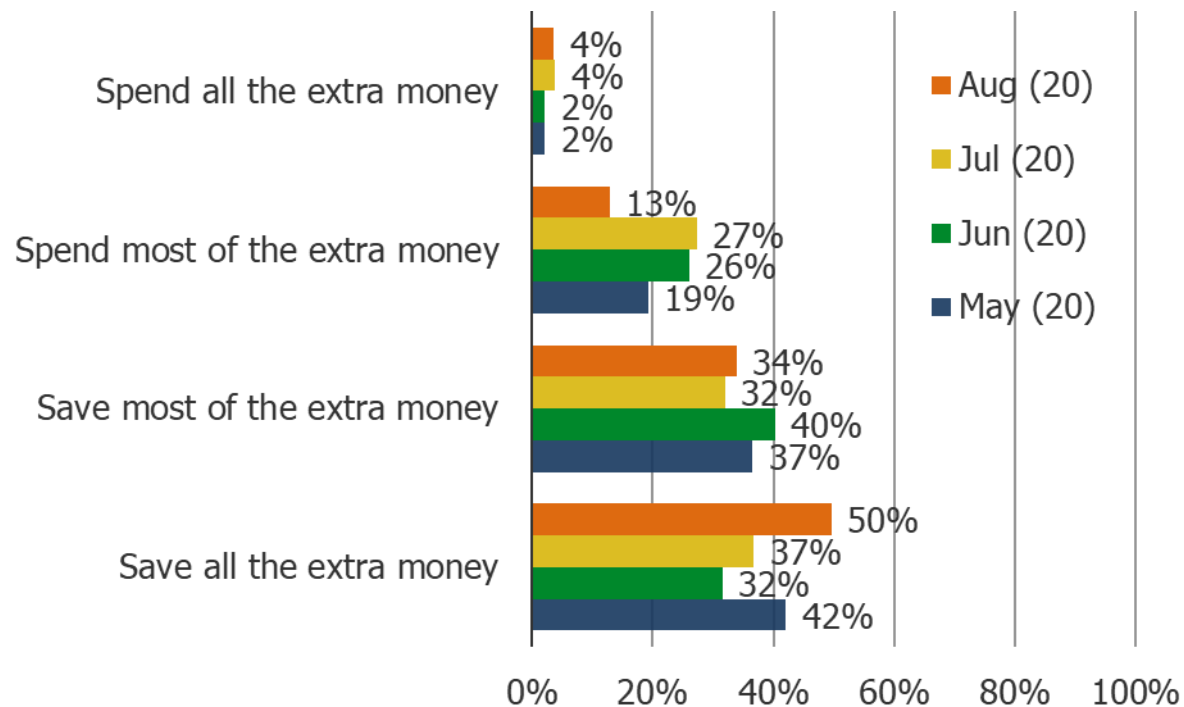
N=109

III

- ❑ Covid.

- ❑ Unemployment Benefits.

- ❑ Consumer Confidence, Consumer Finances, and Spending.

- ❑ Housing and Home Improvement

- ❑ Autos

- ❑ Healthcare (Cost Trend, Utilization, and Elective Procedures)

- ❑ Consumer Spending Activity and Retail Traffic

Consumer Confidence

Confidence In The Economy (%)

Legend:
- Jun-20
- Jul-20
- Aug-20

Categories: Very Negative (14.9), Negative (30.7), Neutral (27.9), Positive (13.5), Very Positive (9.1), N/A (3.9)
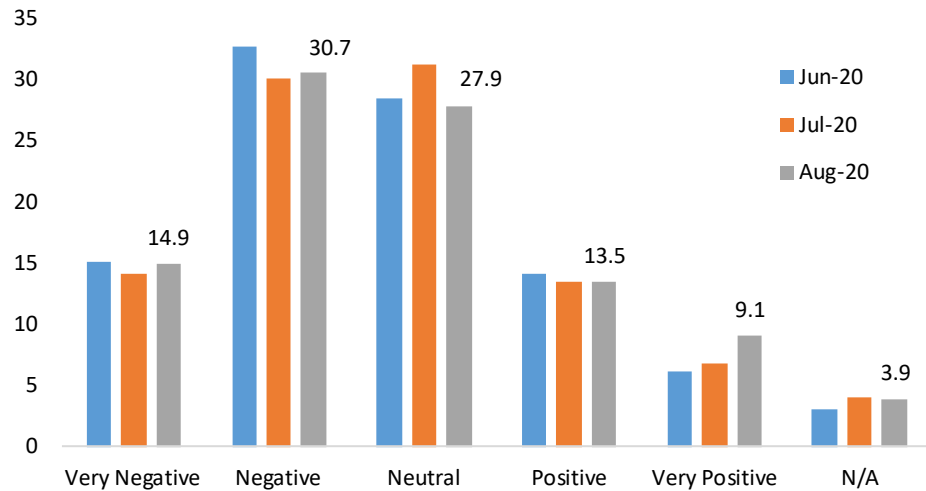
"I consider myself living paycheck to paycheck" (%)

- Strongly Disagree: 16.4
- Disagree: 14.1
- Neither Agree Nor Disagree: 23.1
- Agree: 23.2
- Strongly Agree: 17.9
- N/A: 5.3

Confidence in the Economy (%)

- Positive or Very Positive (Left Axis)
- Negative or Very Negative (Left Axis)
- Net (Right Axis)

Values shown: 45.6, -23.1, 22.5

X-axis: Jul-14, Feb-15, Sep-15, Apr-16, Nov-16, Jun-17, Jan-18, Aug-18, Mar-19, Oct-19, May-20
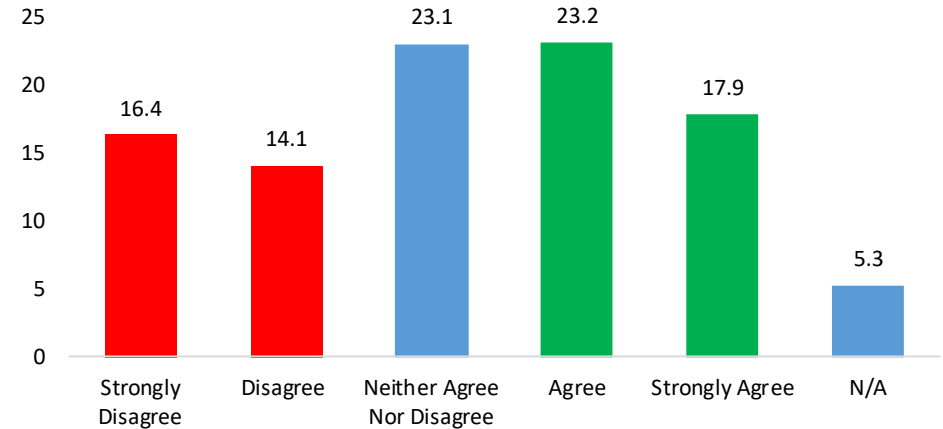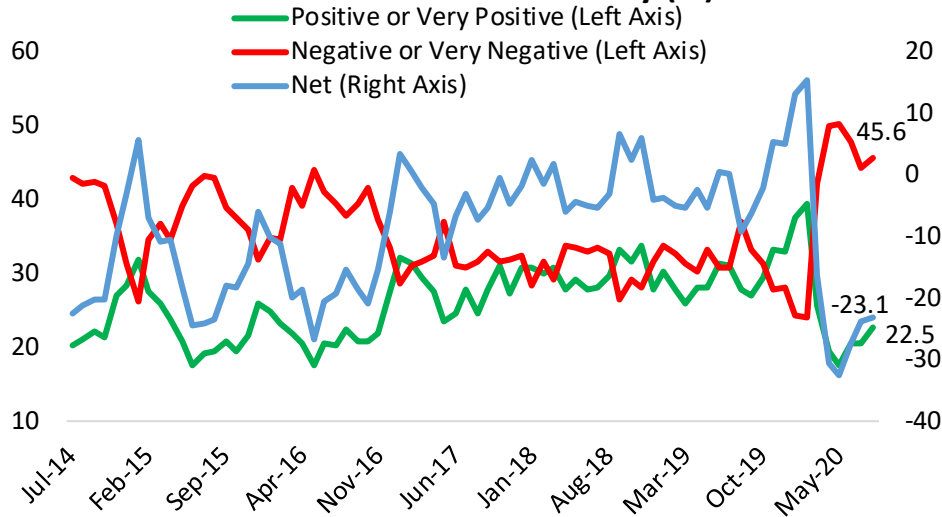
"Living Paycheck to Paycheck": Agrees or Strongly Agrees (%)

Value shown: 41.1

X-axis: Jul-14, Feb-15, Sep-15, Apr-16, Nov-16, Jun-17, Jan-18, Aug-18, Mar-19, Oct-19, May-20
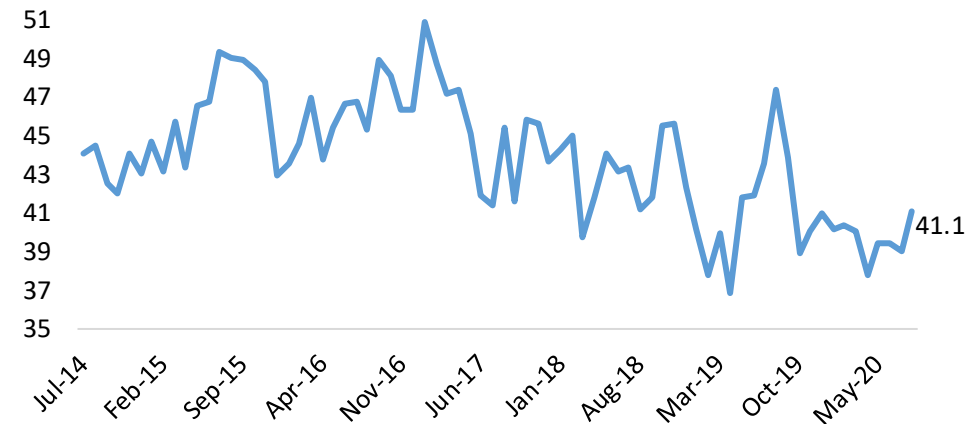
Employment

Employment Status (%)

- Disabled, not able to work — 6.4
- Retired — 13.5
- Not employed, NOT looking for work — 10.5
- Not employed, looking for work — 11.2
- Employed, working part-time — 13.1
- Employed, working full-time — 45.3

Employment Status (%)
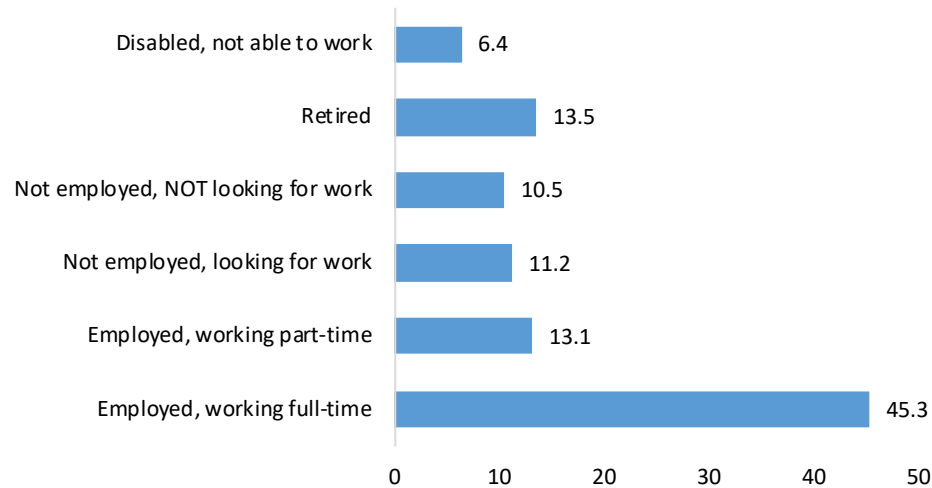
- Employed, working full-time (Left Axis)
- Employed, working part-time (Right Axis)
- Not employed, looking for work (Right Axis)

Not Employed: Filed For Unemployment Assistance In Past Month (%)
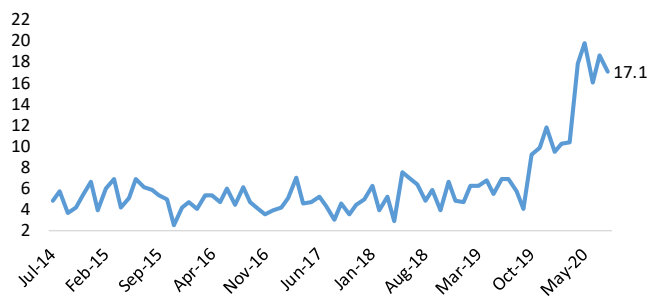
17.1

Expectations For US Unemployment Level One Year From Now (%)

- Much worse — 9.3
- Worse — 19.3
- Same — 27.5
- Better — 26.5
- Much better — 12.1
- N/A — 5.4
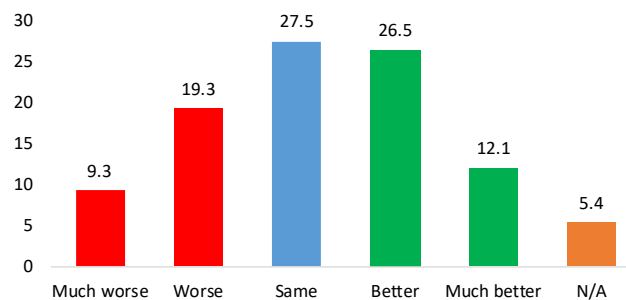
Expectations For US Unemployment Level One Year From Now (Tracker)

Weighted Avg of: 3 - Same
5 - Much Better   2 - Worse
4 - Better   1 - Much Worse

3.13
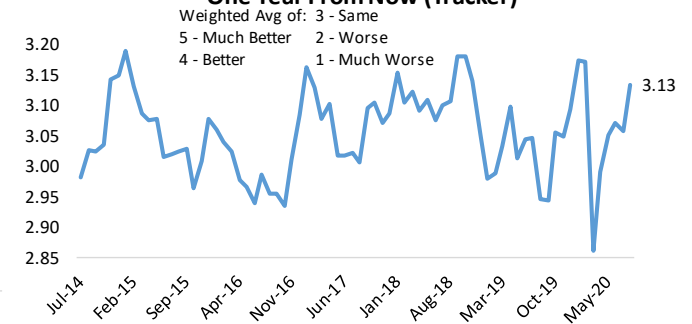
How many hours have you worked in the past week?
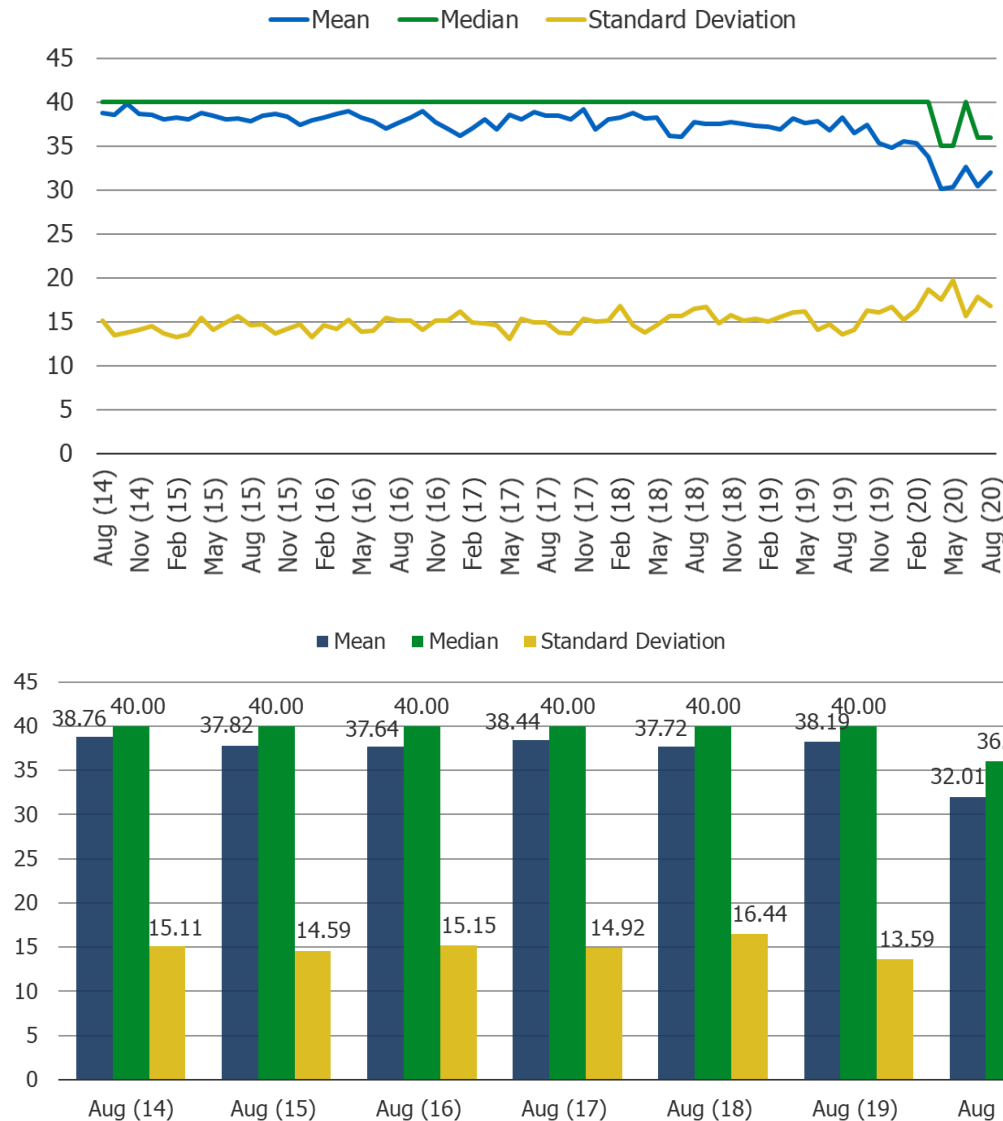
Personal Finances

Current Feelings Towards Personal Finances (%)
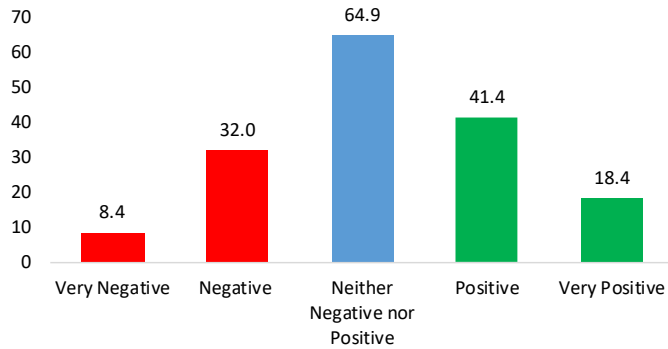
Very Negative: 8.4
Negative: 32.0
Neither Negative nor Positive: 64.9
Positive: 41.4
Very Positive: 18.4

Feelings Towards Personal Finances vs 1 Year Ago (%)

Much worse: 9.5
Worse: 20.0
Same: 49.7
Better: 13.1
Much better: 7.7

Financial Condition Compared to the Average Person (%)

Very Negative: 7.9
Negative: 18.3
Neither Negative nor Positive: 40.5
Positive: 26.3
Very Positive: 7.1
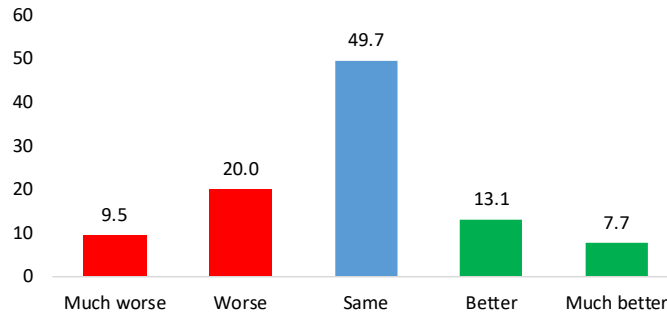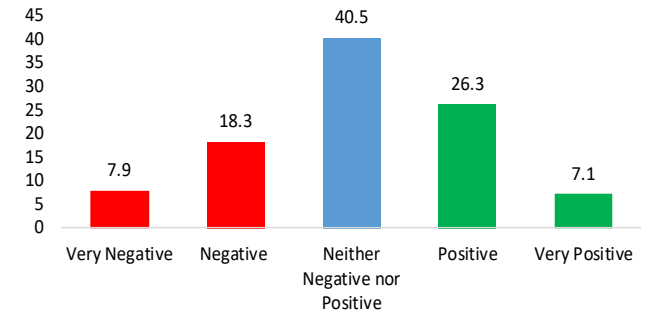
Current Feelings Towards Personal Finances (Tracker)

Weighted Avg of:
5 - Very Positive
4 - Positive
3 - Neutral
2 - Negative
1 - Very Neg.

3.10
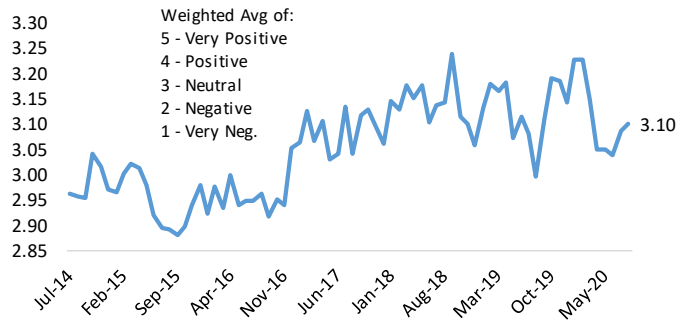
Feelings Towards Personal Finances vs 1 Year Ago (Tracker)

Weighted Avg of:
5 - Very Positive
4 - Positive
3 - Neutral
2 - Negative
1 - Very Neg.

2.89
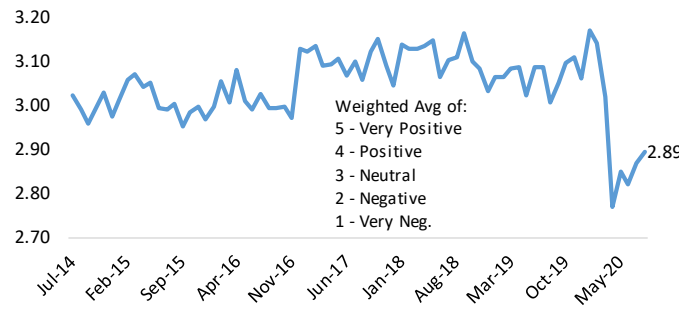
Financial Condition Compared to the Average Person (Tracker)

Weighted Avg of:
5 - Much Better
4 - Better
3 - Same
2 - Worse
1 - Much Worse

3.06
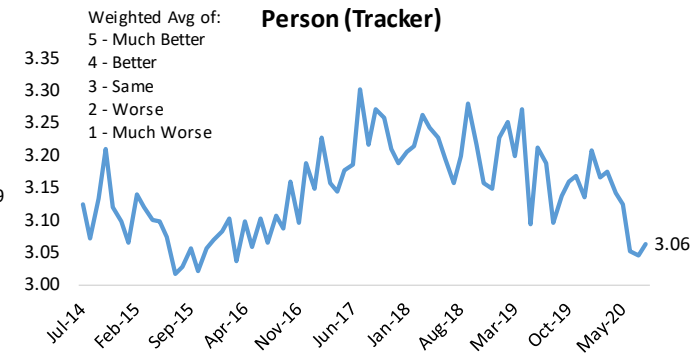
Credit Card Payments

Credit Card Debt vs. One Year Ago (%)

- Much less: 7.5
- Less: 12.2
- Same: 44.9
- More: 15.5
- Much more: 9.6
- N/A: 10.3

Date of Last Credit Card Payment (%)

- I don't have any credit cards: 20.2
- More than a year ago: 3.2
- 10-12 months ago: 3.3
- 7-9 months ago: 7.4
- 4-6 months ago: 6.8
- 1-3 months ago: 6.9
- Within the past month: 52.2

Credit Card Debt vs. One Year Ago (Tracker)

Weighted Avg of: 3 - Same
5 - Much More   2 - Less
4 - More   1 - Much Less

3.08
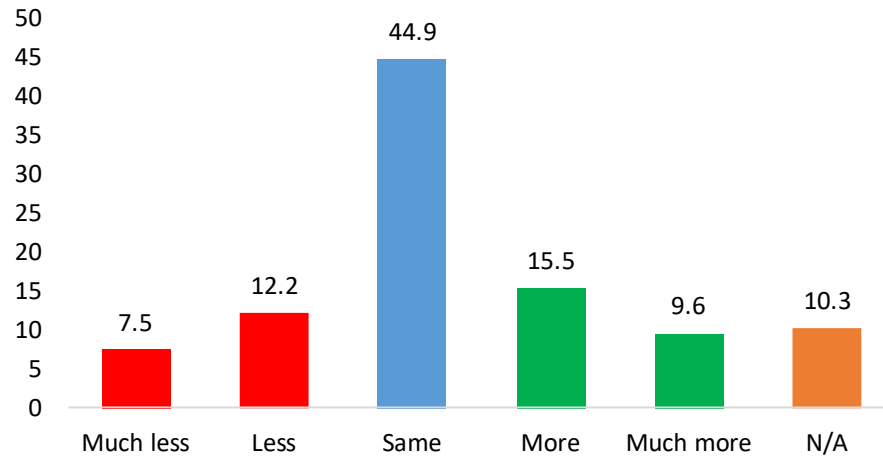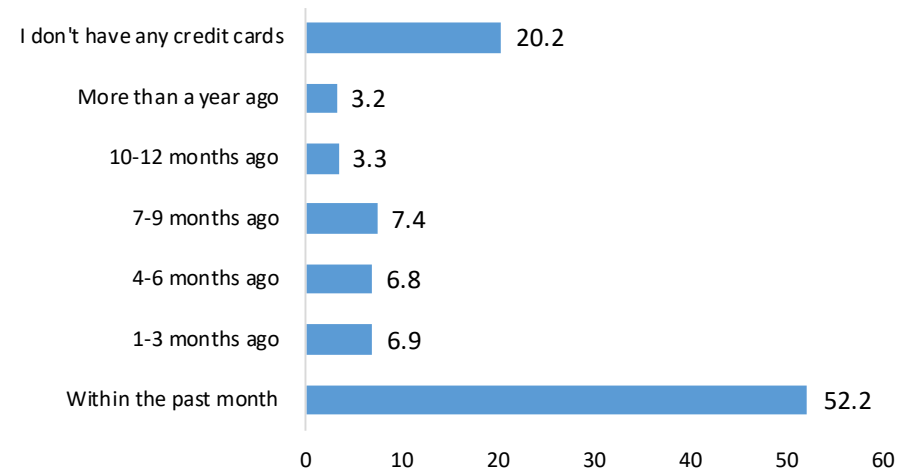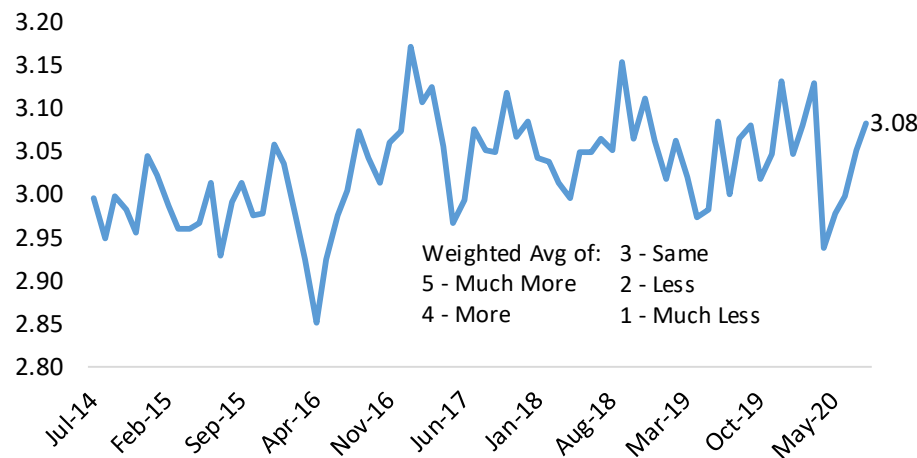
Date of Last Credit Card Payment: Consumers With Credit Cards (%)

- 1-3 months ago
- 4-6 months ago
- Within the past month (Right Axis)

25.9
8.6
65.4
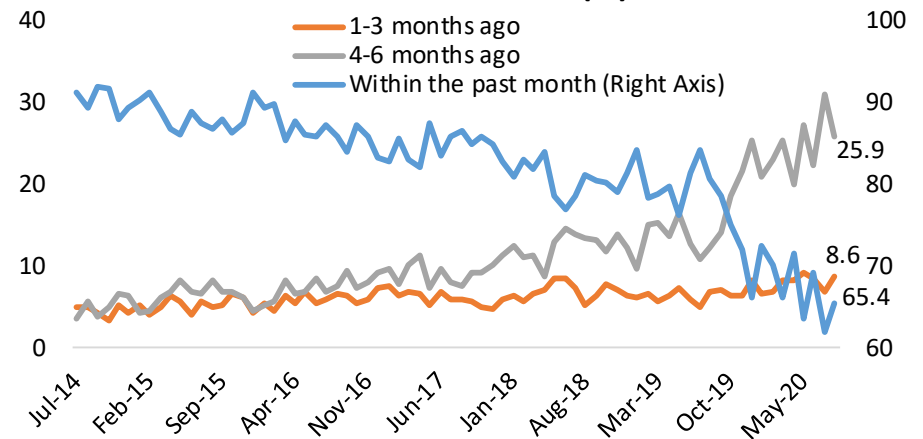
Income and Job Security

Current Income vs. One Year Ago (%)
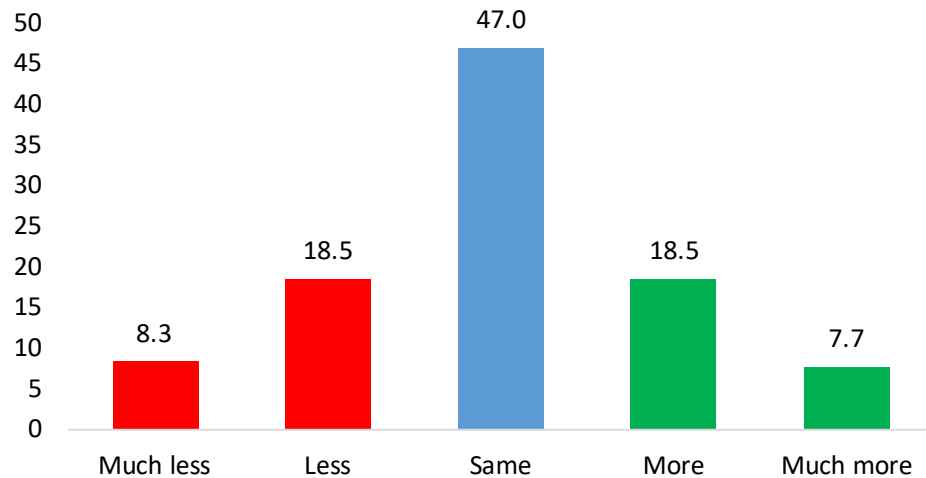
- Much less: 8.3
- Less: 18.5
- Same: 47.0
- More: 18.5
- Much more: 7.7

"I am concerned that I will lose my job" (%)

- Strongly Disagree: 16.8
- Disagree: 18.5
- Neither Agree Nor Disagree: 28.5
- Agree: 18.5
- Strongly Agree: 15.9
- N/A: 1.8

Current Income vs. One Year Ago (Tracker)

Weighted Avg of: 3 - Same
5 - Much More   2 - Less
4 - More   1 - Much Less

2.99
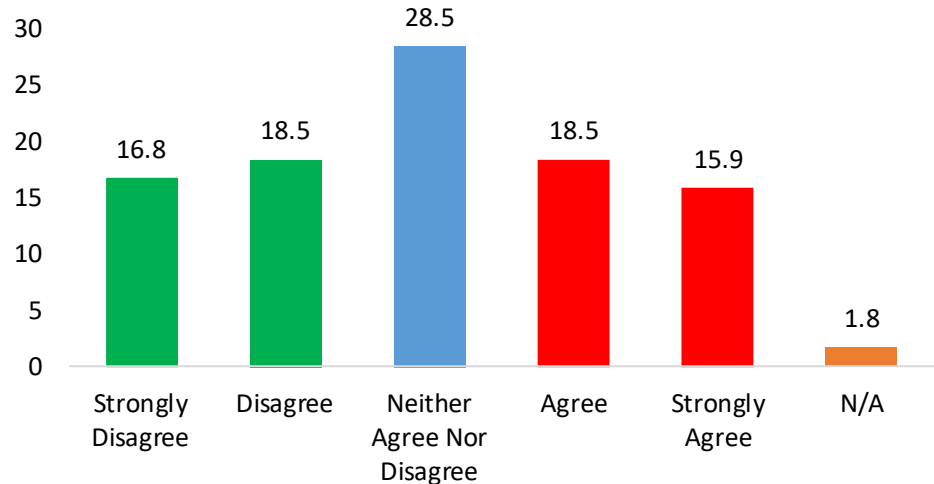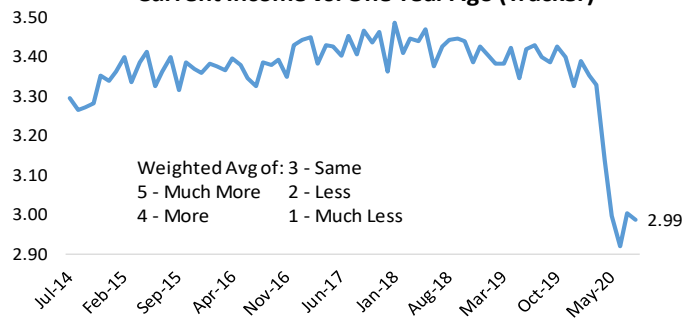
Hours Worked: Average

31.8
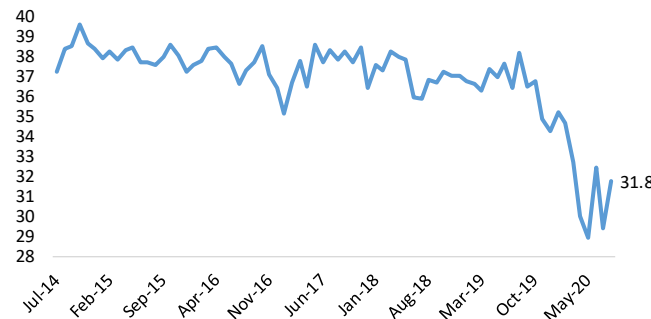
"I am concerned that I will lose my job" (Tracker)

Weighted Avg of: 3 - Neither
5 - Strongly Agree   2 - Disagree
4 - Agree   1 - Strongly Disagree

2.98
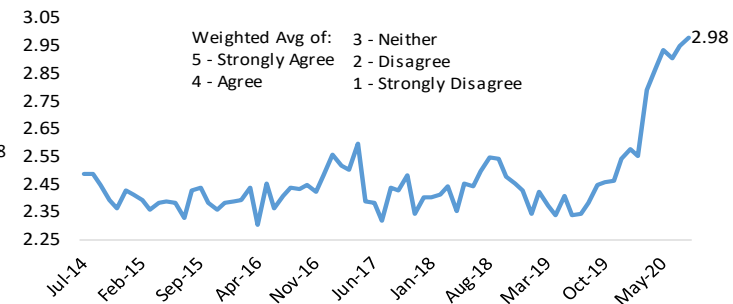
Discretionary Spending

Expected Spending On Discretionary Items, Next Few Months (%)

Much Less: 11.2
Less: 18.5
Same: 54.6
More: 11.5
Much More: 4.2
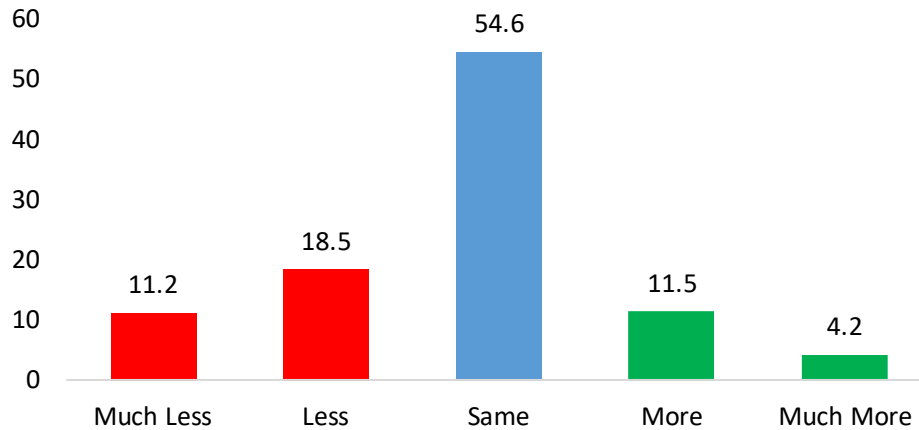
Expected Spending On Discretionary Items, Next Few Months (Tracker)

Weighted Avg of: 3 - Same
5 - Much More   2 - Less
4 - More   1 - Much Less

2.79
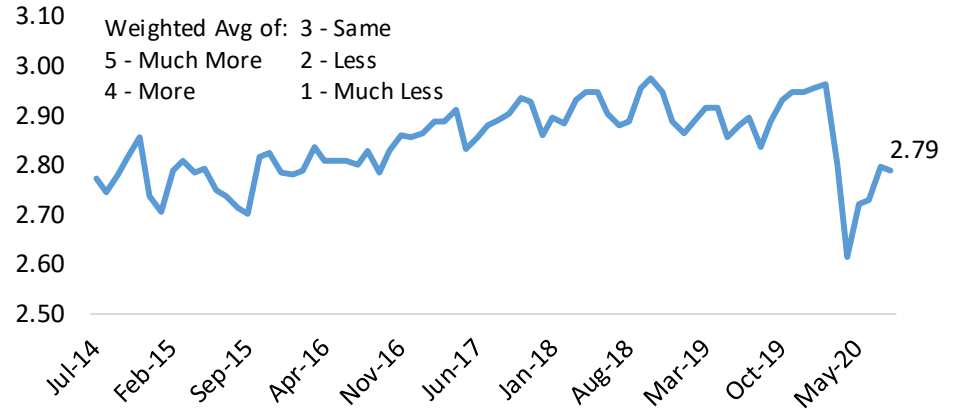
Gas and Broad Prices

Noticed Change In Gas Prices (%)

Category	Value
Much lower	4.6
Lower	19.8
Same	30.3
Higher	26.4
Much Higher	5.8
I don't know	13.1
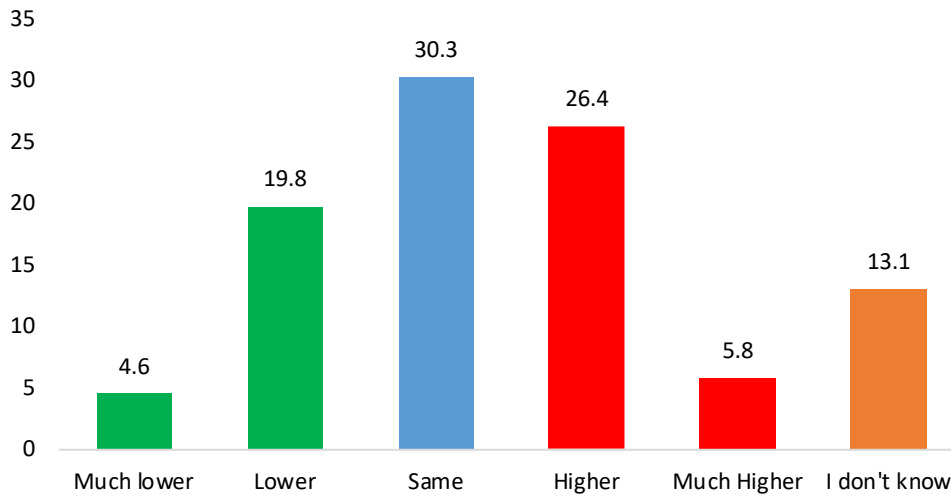
Noticed Change In Gas Prices (Tracker)

3.10
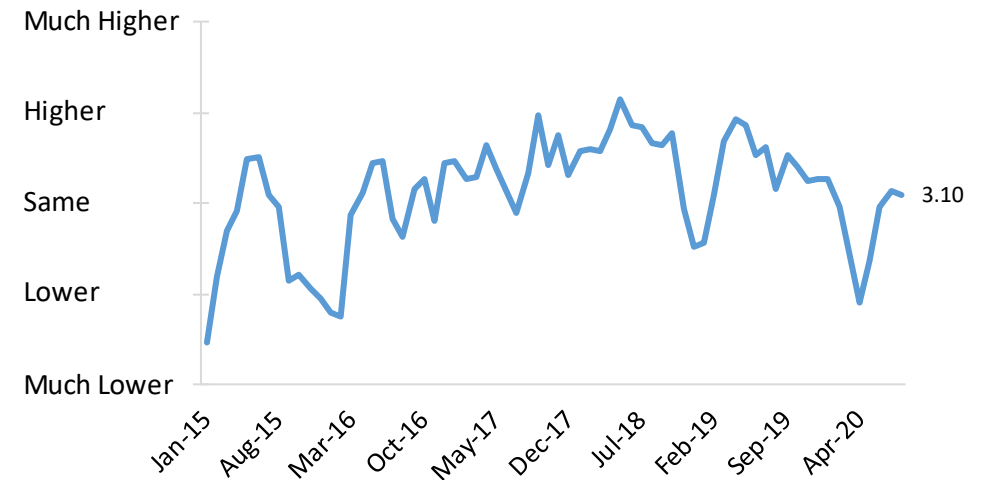
Average Expected Price Increase (Tracker)

- Prices In The Next Year
- Prices In The Next Five Years
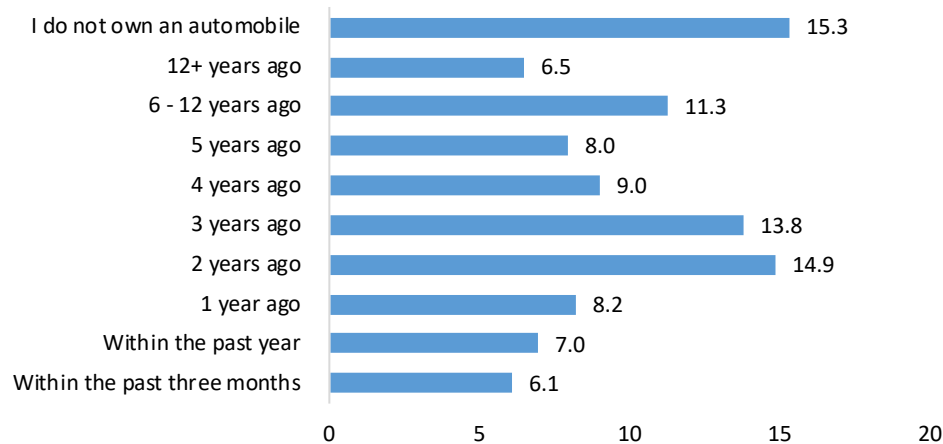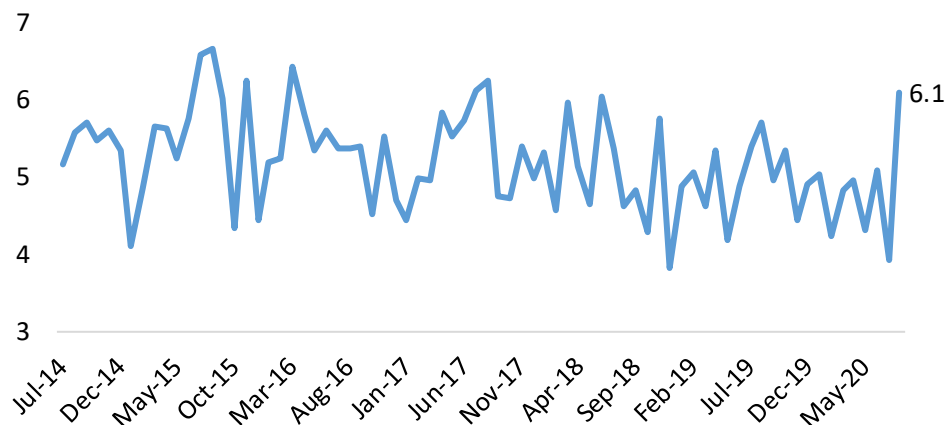- Prices In The Next Ten Years

8.98
8.73
8.07
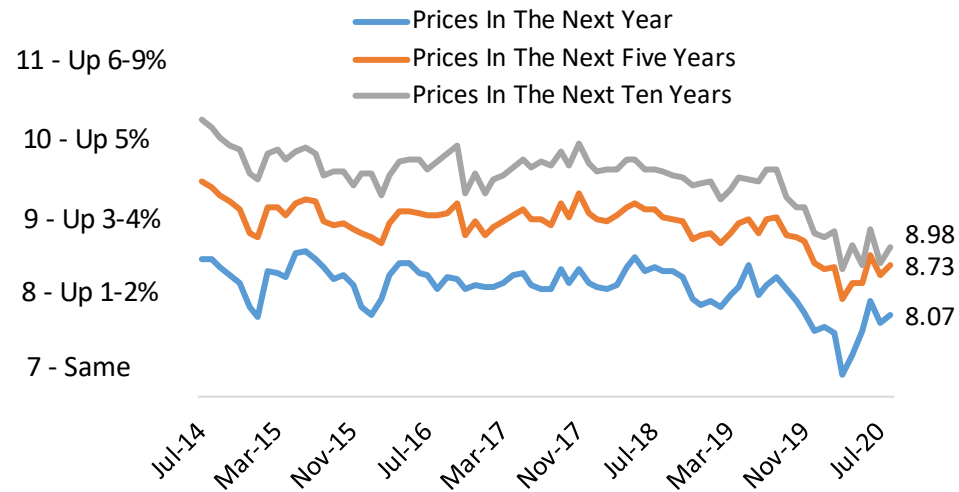
IV

- ❑ Covid.

- ❑ Unemployment Benefits.

- ❑ Consumer Confidence, Consumer Finances, and Spending.

- ❑ Housing and Home Improvement

- ❑ Autos

- ❑ Healthcare (Cost Trend, Utilization, and Elective Procedures)

- ❑ Consumer Spending Activity and Retail Traffic

Mortgage Delinquencies

Last Time Refinanced Mortgage (%)

Category	Value
Not Applicable	12.8
12 or more	4.9
6 - 12 years ago	8.1
5 years ago	5.1
4 years ago	6.8
3 years ago	10.0
2 years ago	8.7
1 year ago	6.8
Past Year	8.3
Never	28.5
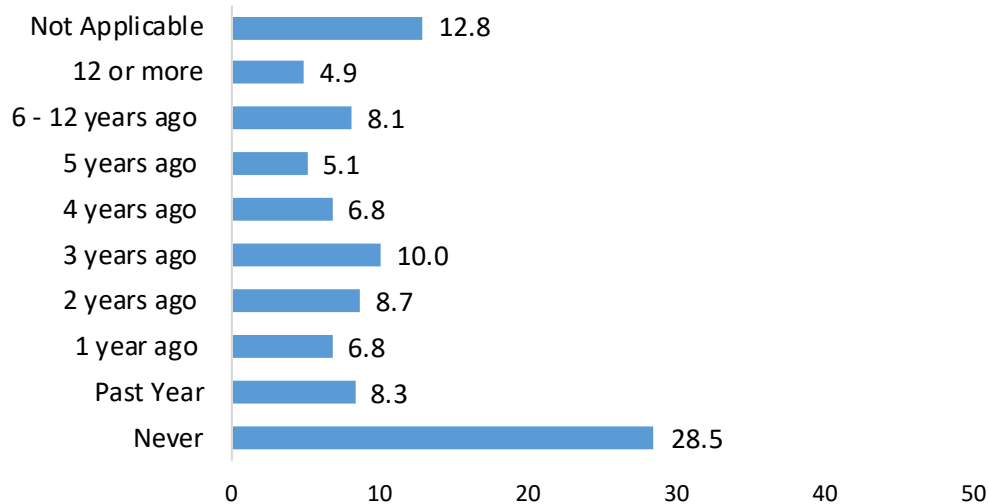
Last Time Made A Mortgage Payment(%)

Category	Value
>6 months ago	5.5
6 months ago	2.5
5 months ago	1.7
4 months ago	5.7
3 months ago	9.6
2 months ago	8.9
1 month ago	9.8
Within the past month	56.4
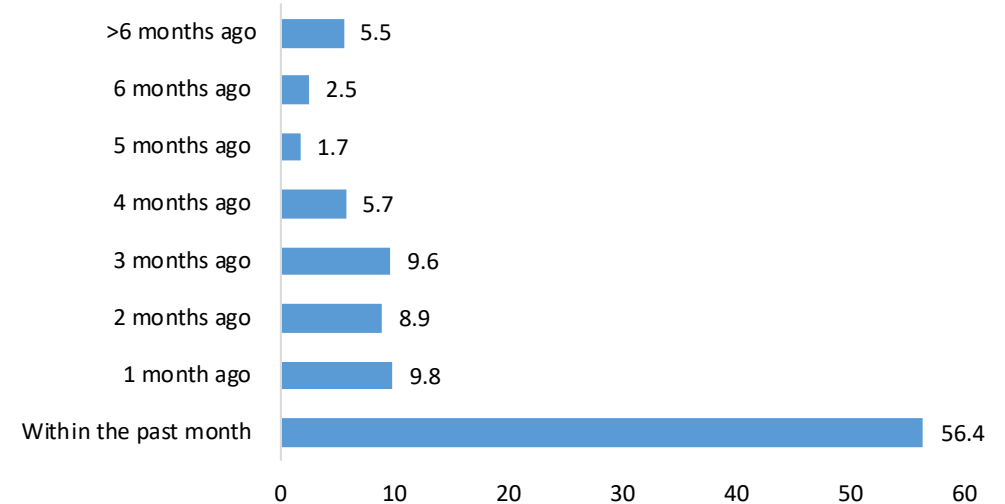
Refinanced Mortgage Within the Past Year (%)
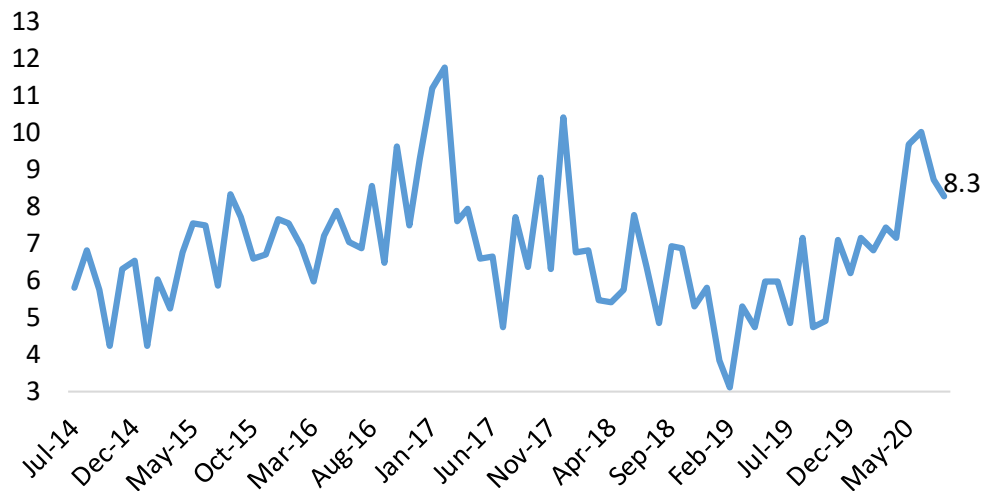
Last Mortgage Payment Tracker (%)

Legend: 2+ Months Ago, 1 Month Ago. Values: 37.3, 10.4

Recent Home Purchases

Home Purchase Tracker (%)

Legend:
— Within the past three months
— Within the past year

Values at right: 6.1, 5.4

X-axis: Jul-14, Feb-15, Sep-15, Apr-16, Nov-16, Jun-17, Jan-18, Aug-18, Mar-19, Oct-19, May-20

Home Listed for Sale? (%)

Value at right: 11.8

X-axis: Jul-14, Feb-15, Sep-15, Apr-16, Nov-16, Jun-17, Jan-18, Aug-18, Mar-19, Oct-19, May-20

Date of Home Purchase (%)

Category	Value
NA	5.2
16+ years ago	30.7
11-15 years ago	11.4
6-10 years ago	19.6
1-5 years ago	21.6
Within the past year	6.1
Within the past three months	5.4

Future Home Purchases

Likelihood of Purchasing a House in the Next Year (%)

Category	Value
Very Unlikely	47.2
Unlikely	19.2
Somewhat Likely	19.5
Likely	7.4
Very Likely	6.7
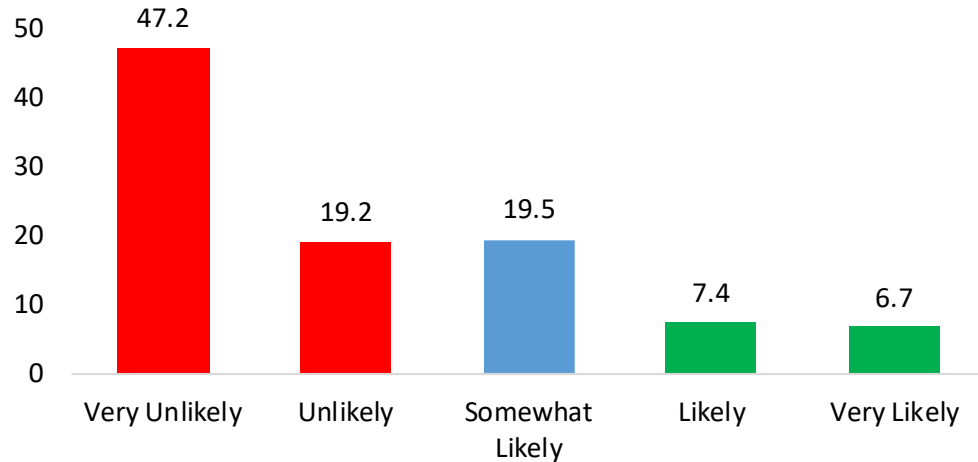
All Respondents: Have You Applied For A Building Permit in the Past Month? (%)
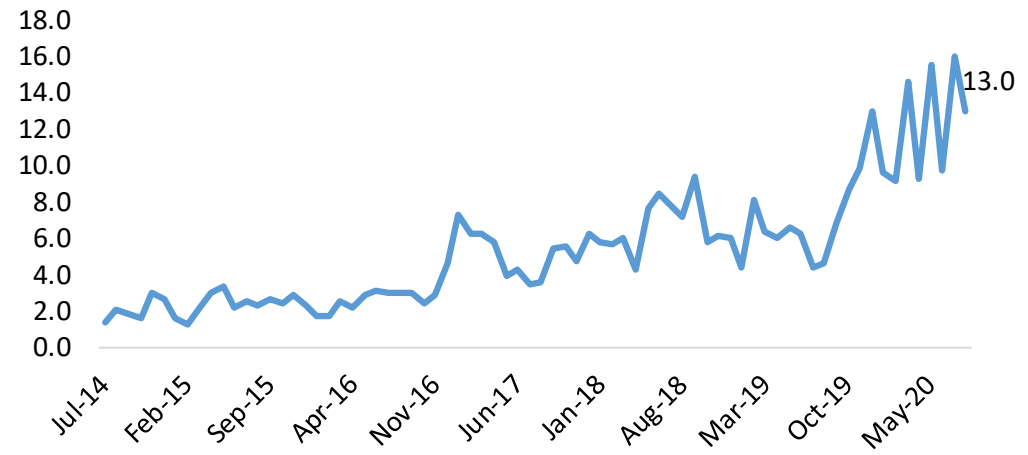
Likely or Very Likely to Purchase a Home in the Next Year (%)
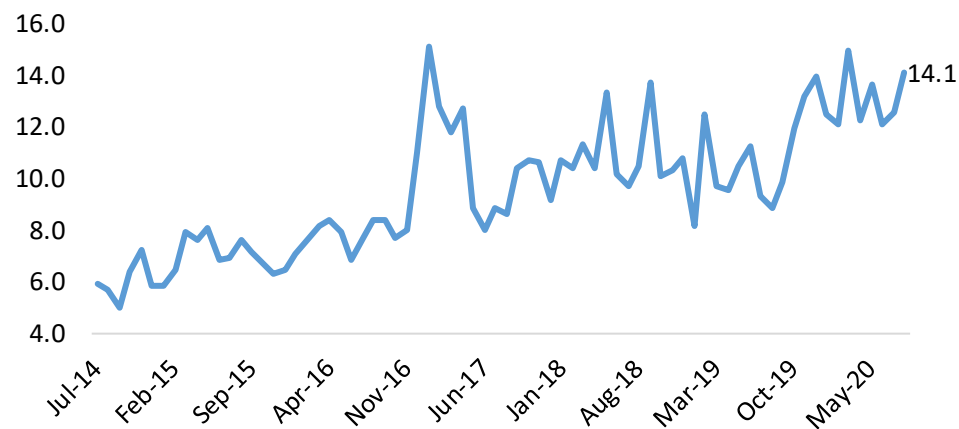
Home Improvement

Last Time Starting Home Improvement Project (%)

Never started project	28.1
More than a year ago	19.9
In the past year	10.0
In the past six months	14.2
In the past three months	13.9
In the past month	13.9
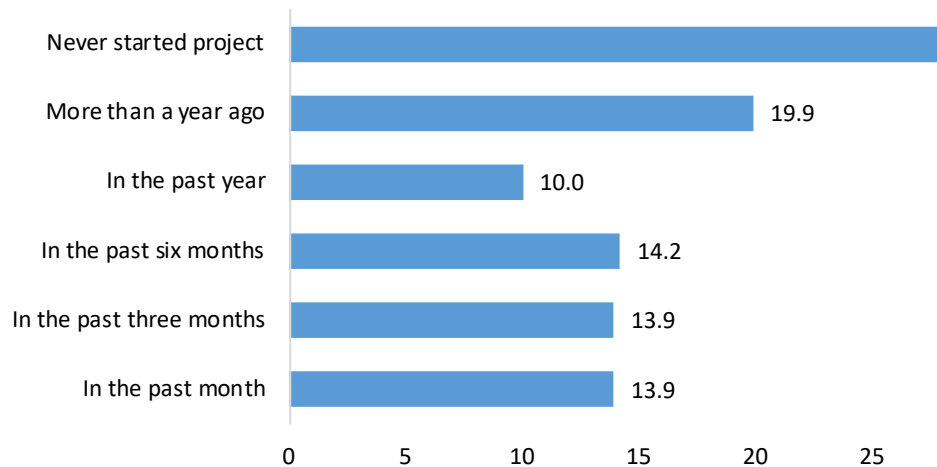
Plans to Start a Home Improvement Project in the Next Six Months (%)

Home Owners — 44.5
All Respondents — 36.5
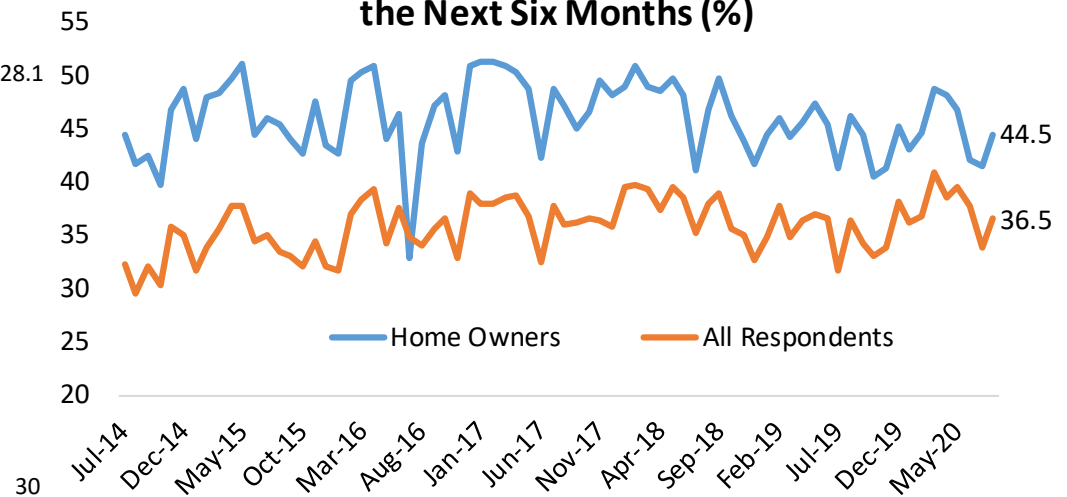
Last Time Starting A Home Improvement Project (%)

In the past month
In the past three months

13.9
13.9
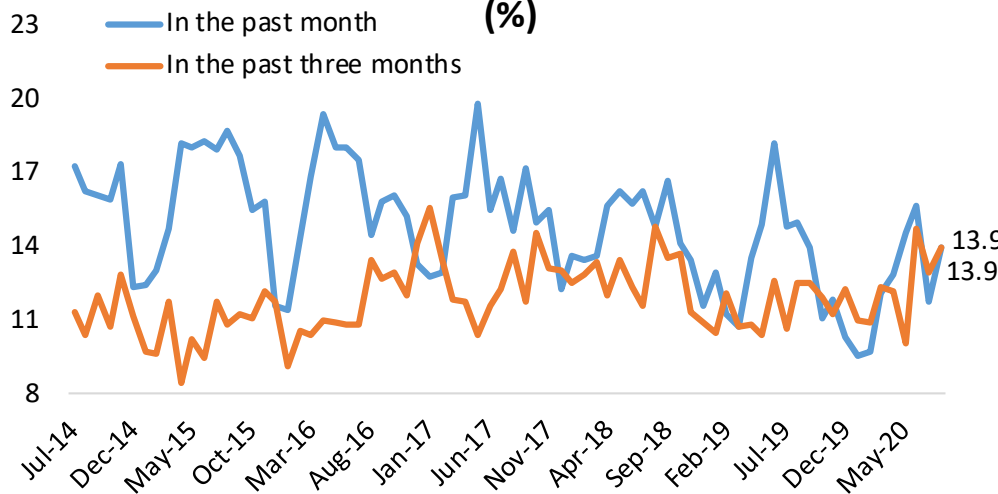
Do-It-Yourself vs. Hiring Someone (%)
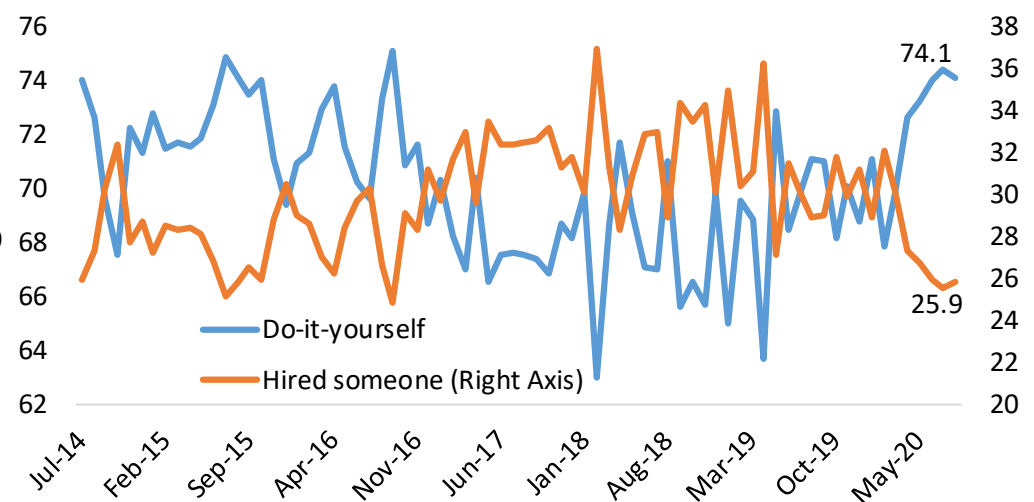
Do-it-yourself — 74.1
Hired someone (Right Axis) — 25.9

V

- ❑ Covid.

- ❑ Unemployment Benefits.

- ❑ Consumer Confidence, Consumer Finances, and Spending.

- ❑ Housing and Home Improvement

- ❑ Autos

- ❑ Healthcare (Cost Trend, Utilization, and Elective Procedures)

- ❑ Consumer Spending Activity and Retail Traffic

Auto Purchases

When Did You Purchase Your Primary Automobile (%)

Category	Value
I do not own an automobile	15.3
12+ years ago	6.5
6 - 12 years ago	11.3
5 years ago	8.0
4 years ago	9.0
3 years ago	13.8
2 years ago	14.9
1 year ago	8.2
Within the past year	7.0
Within the past three months	6.1

Purchased or Leased Primary Automobile in Past Three Months (%)

Purchased Car During Past Three Months: Used vs New (%)
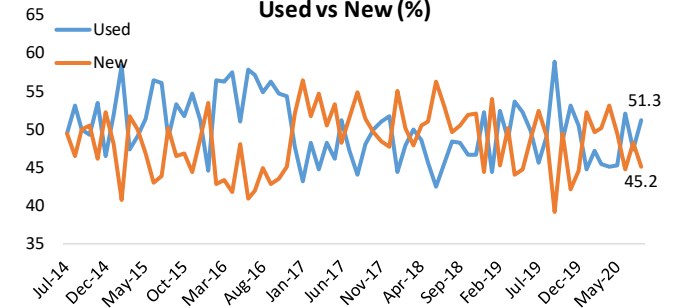
Used 51.3
New 45.2

Plans to Purchase/Lease Vehicle in the Next Six Months (%)

Yes (Left Axis) 19.6
Maybe (Left Axis) 14.7
No (Right Axis) 65.8

Plans to Purchase/Lease Vehicle in the Next Six Months (%)

Used 46.3
New 33.9
I don't know 19.8
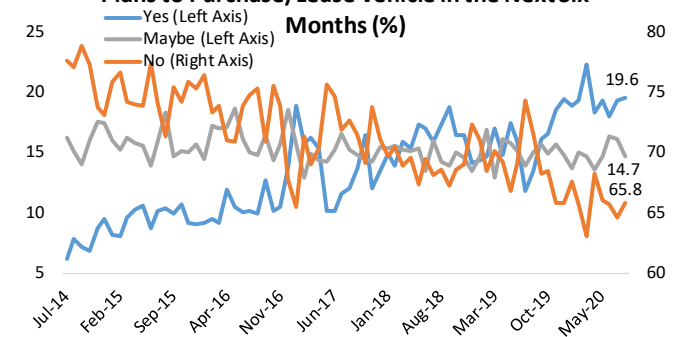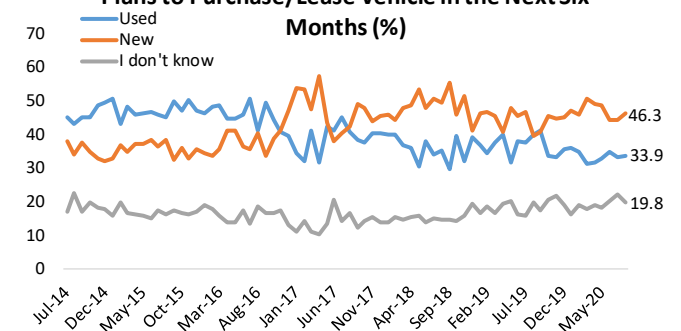
Expected Auto Purchases (Those who said yes or maybe in next 6 months)

Toyota/Lexus · Honda · Chrysler/Jeep/Dodge · BMW · Ford/Lincoln · GM (Chevrolet, Buick, Cadillac) · Audi · I don't know · Nissan/Infiniti · Hyundai · Subaru · Tesla · Volkswagen · Mercedes · Volvo · Other
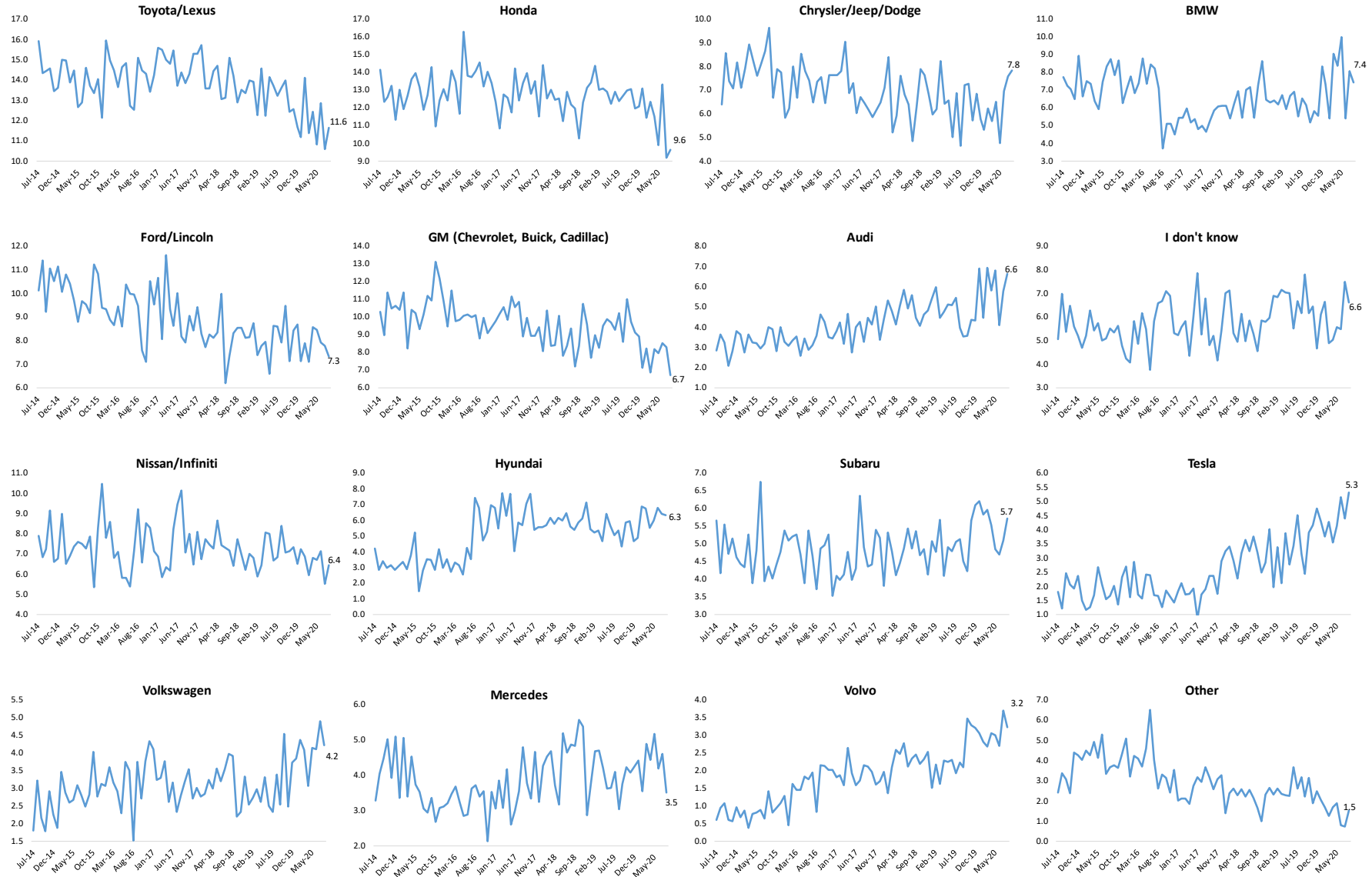
VI

- Covid.

- Unemployment Benefits.

- Consumer Confidence, Consumer Finances, and Spending.

- Housing and Home Improvement

- Autos

- Healthcare (Cost Trend, Utilization, and Elective Procedures)
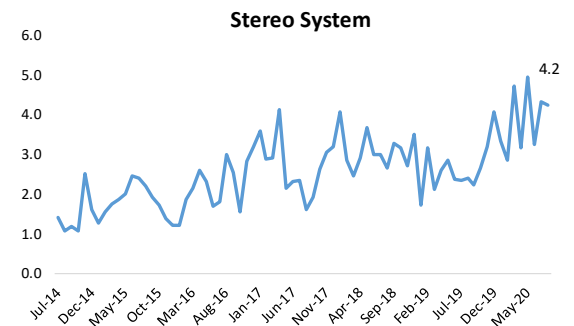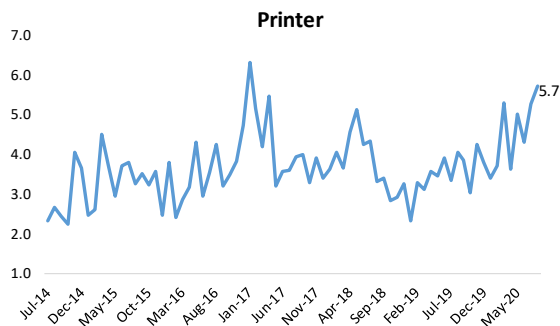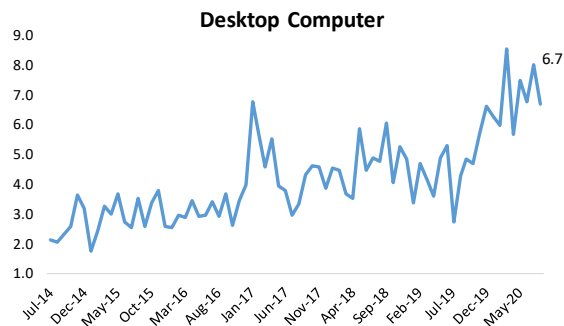
- Consumer Spending Activity and Retail Traffic

Healthcare Utilization

Last Hospital Visit (%)

Category	Value
I have never visited a hospital...	18.2
More than a year ago	36.1
10-12 months ago	6.7
7-9 months ago	9.7
4-6 months ago	12.8
1-3 months ago	9.4
Within the past month	7.2

Last Doctor's Visit (%)

Category	Value
Not Applicable	11.2
More than a year ago	17.7
10-12 months ago	8.7
7-9 months ago	13.2
4-6 months ago	17.4
1-3 months ago	16.4
Within the past month	15.4

Last Hospital Visit (%)

Within the past month — 7.2
1-3 months ago — 9.4
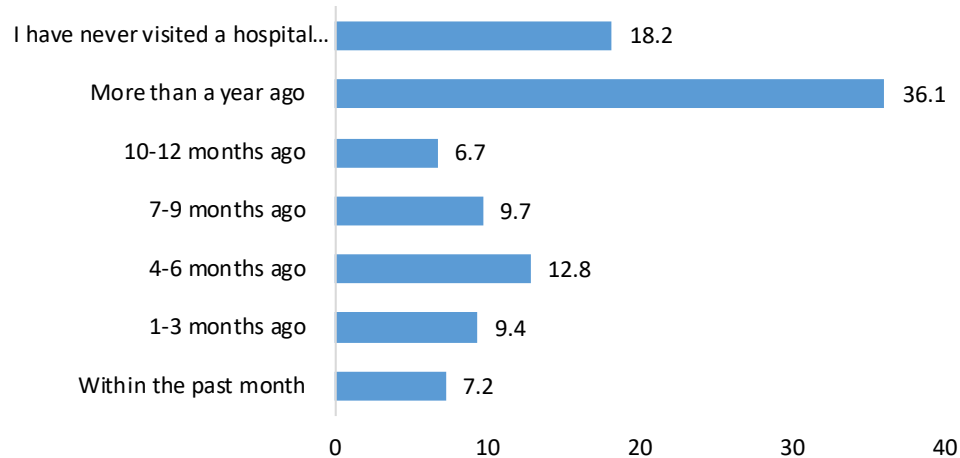
Last Doctor's Visit (%)
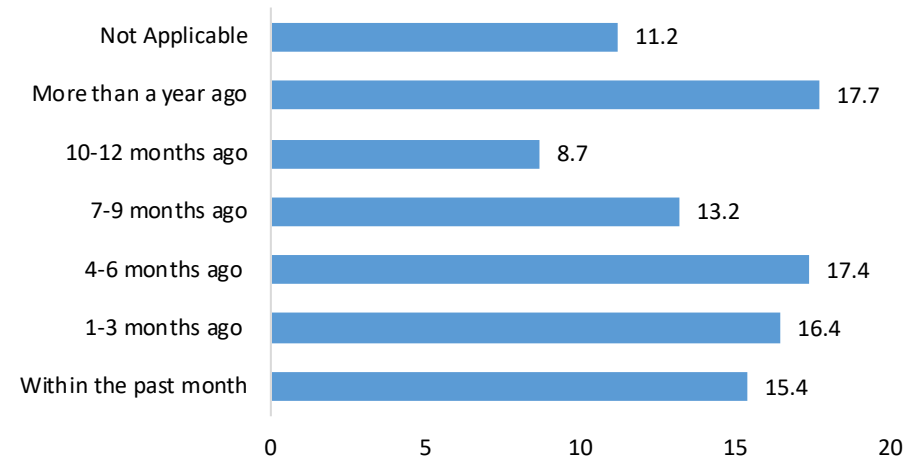
Within the past month — 15.4
1-3 months ago — 16.4
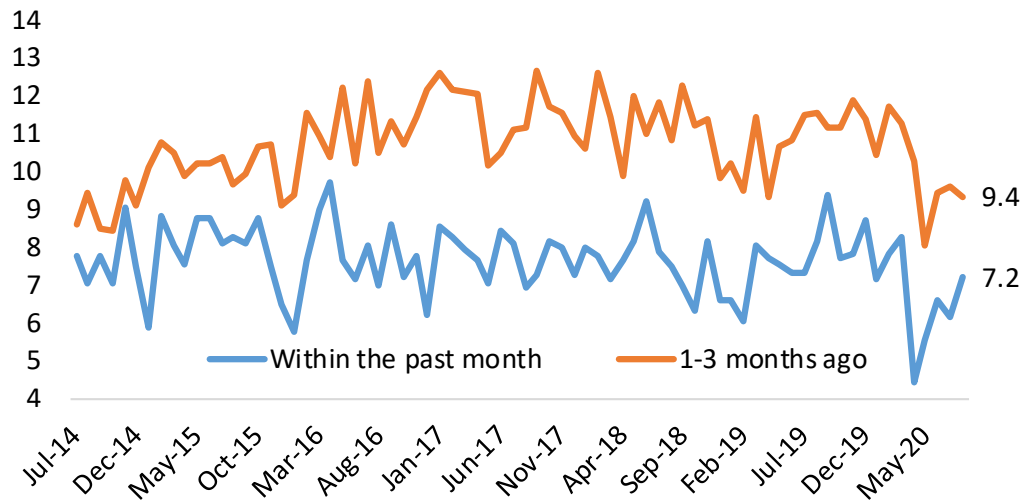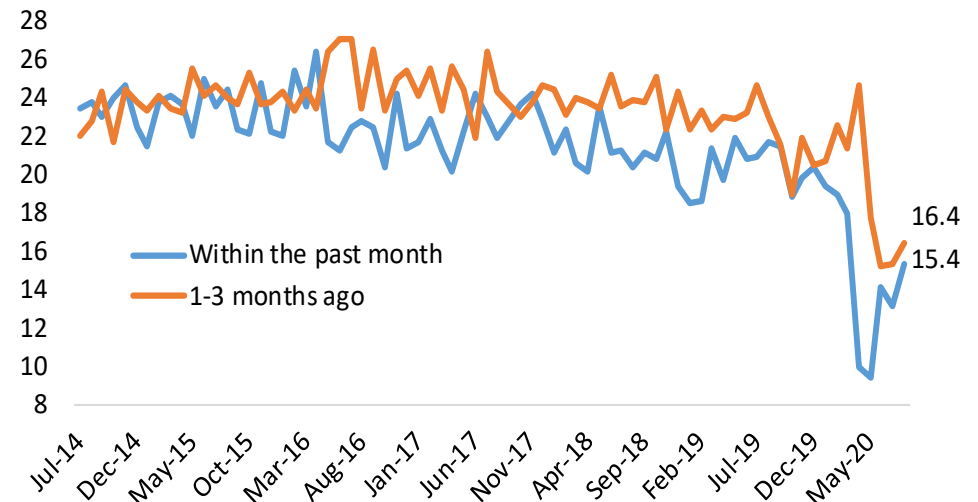
Healthcare Procedures

In the past month...

Dental Visits (%)

21.4

Elective Surgery (%)

Cosmetic or Plastic Surgery — Orthopedic Visit or Surgery
Lasik Surgery

7.2
6.9

2.2

None of the Above (%)

62.3
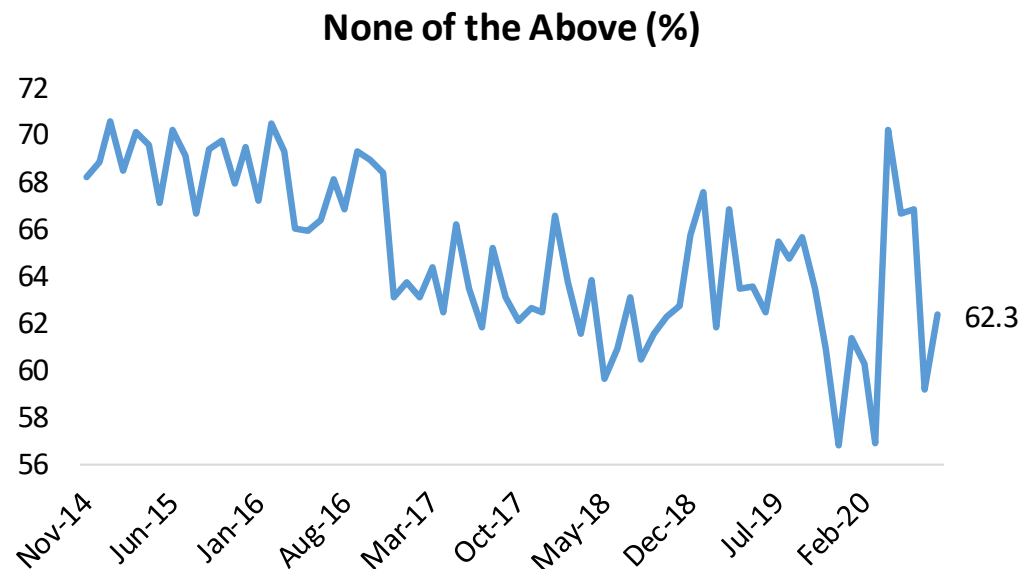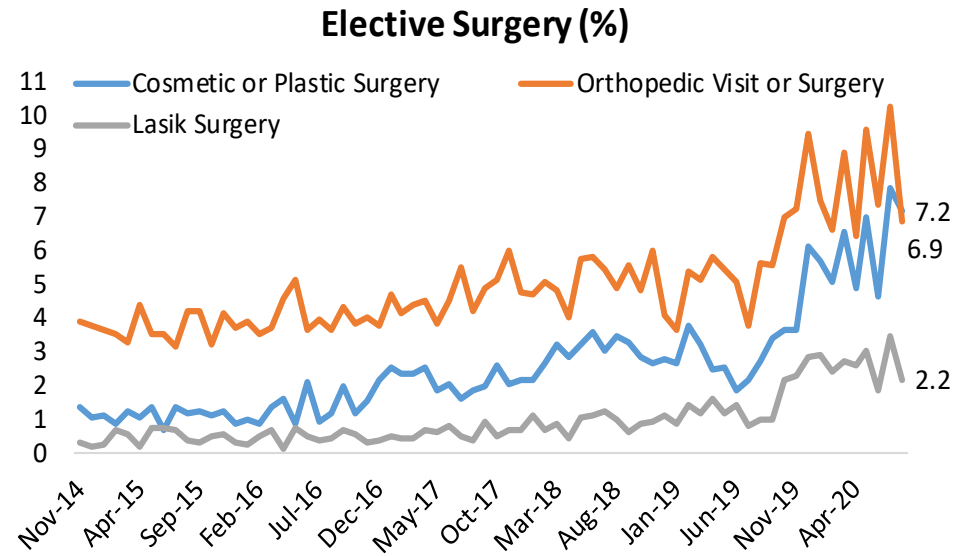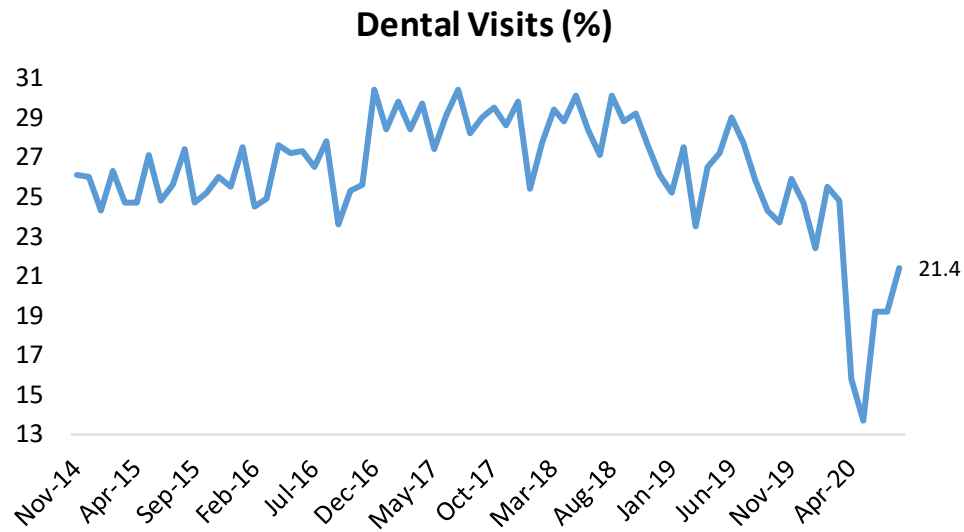
VII

- ❑ Covid.

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- ❑ Consumer Confidence, Consumer Finances, and Spending.

- ❑ Housing and Home Improvement

- ❑ Autos

- ❑ Healthcare (Cost Trend, Utilization, and Elective Procedures)

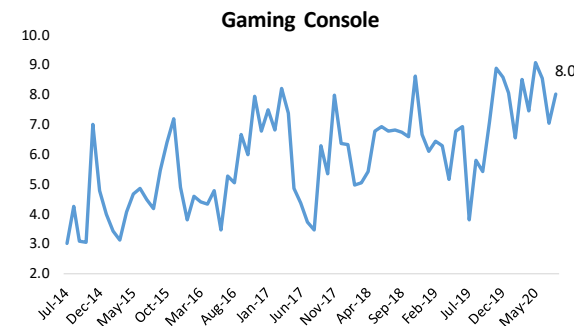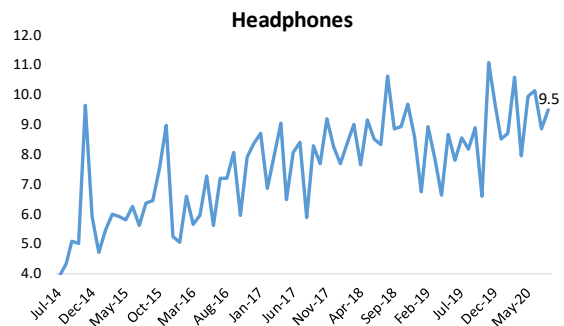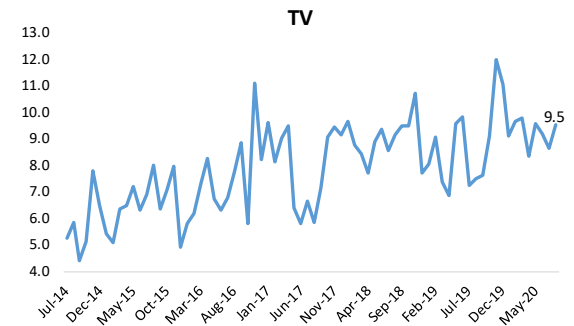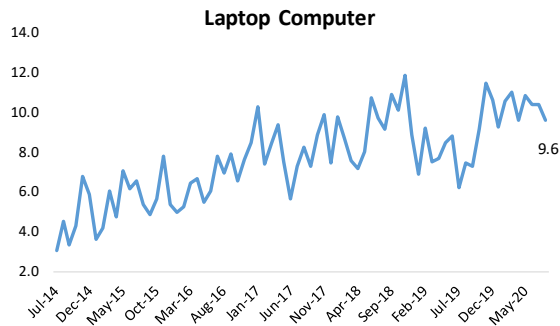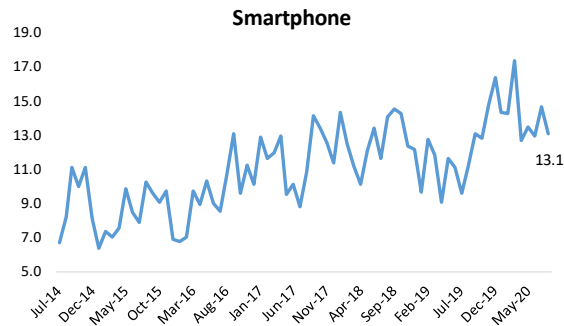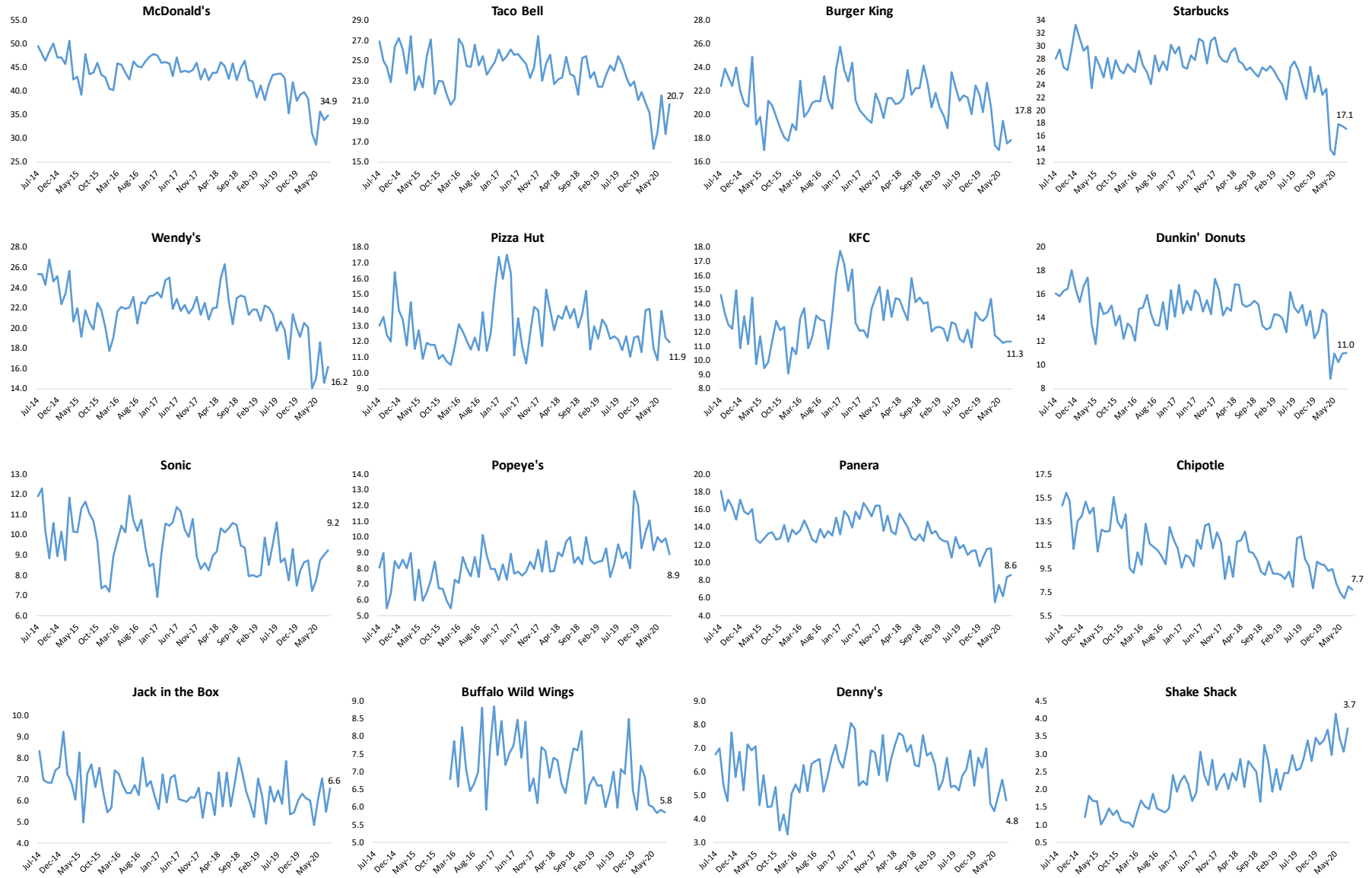- ❑ Consumer Spending Activity and Retail Traffic

Electronics - Purchased

Purchased in the past month…
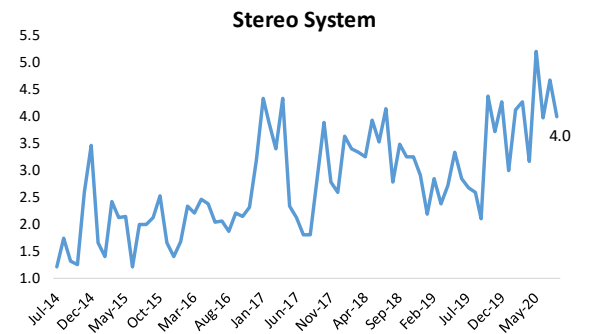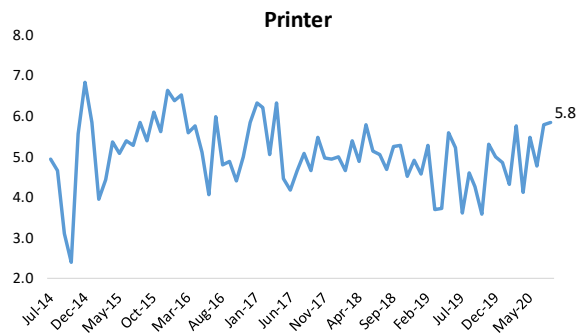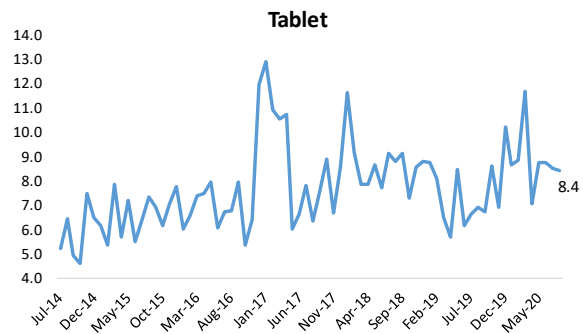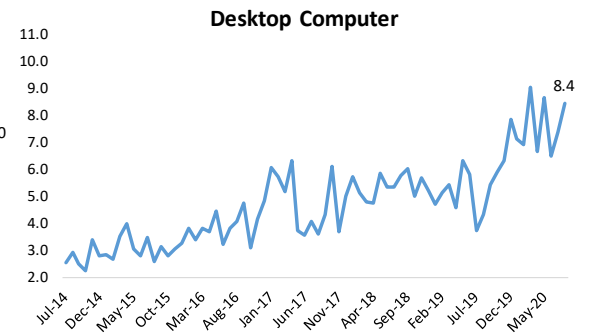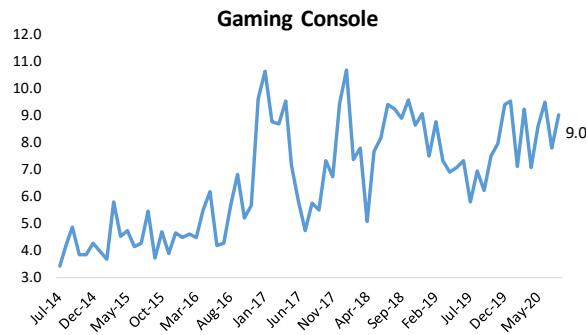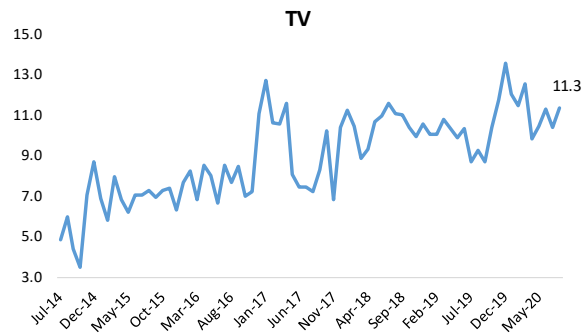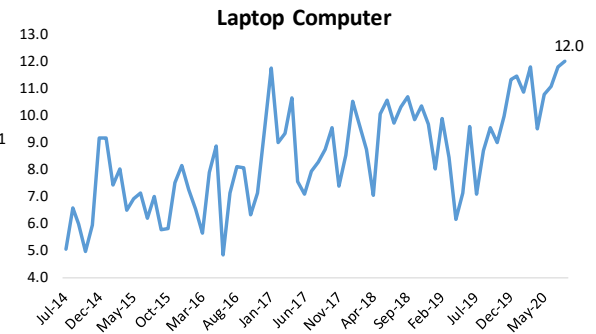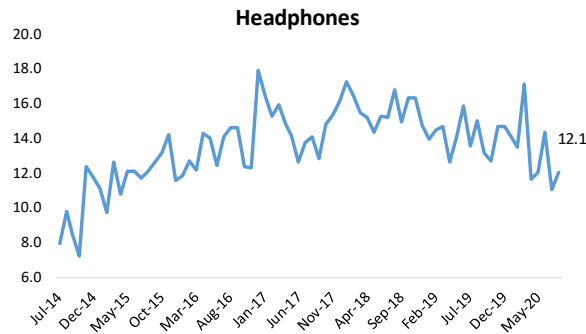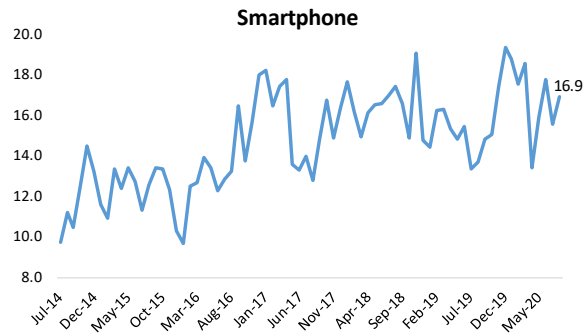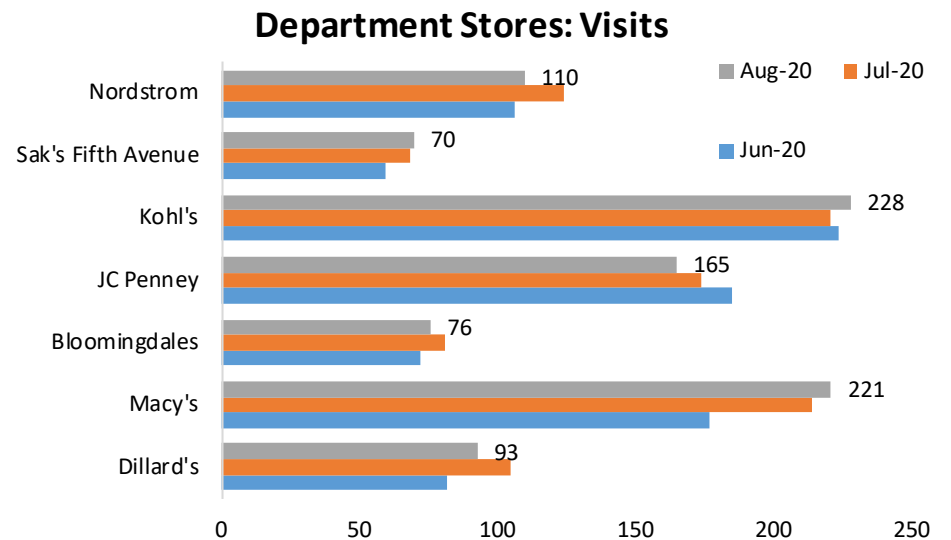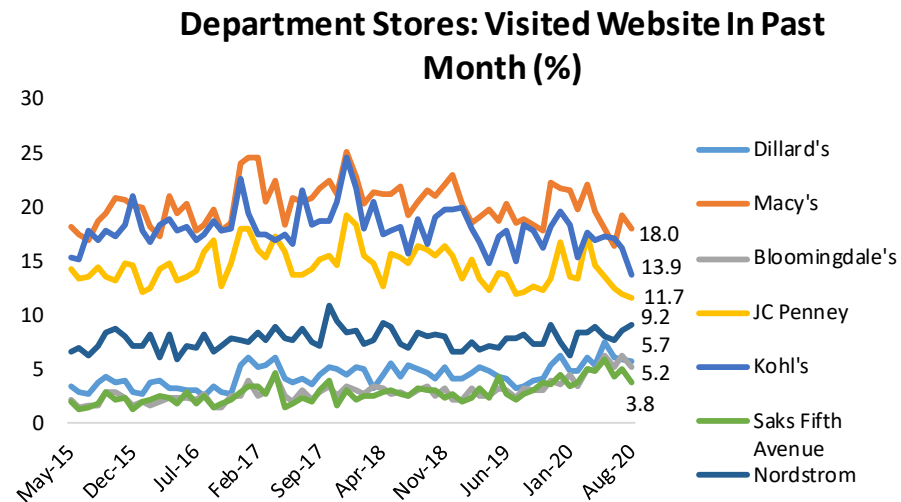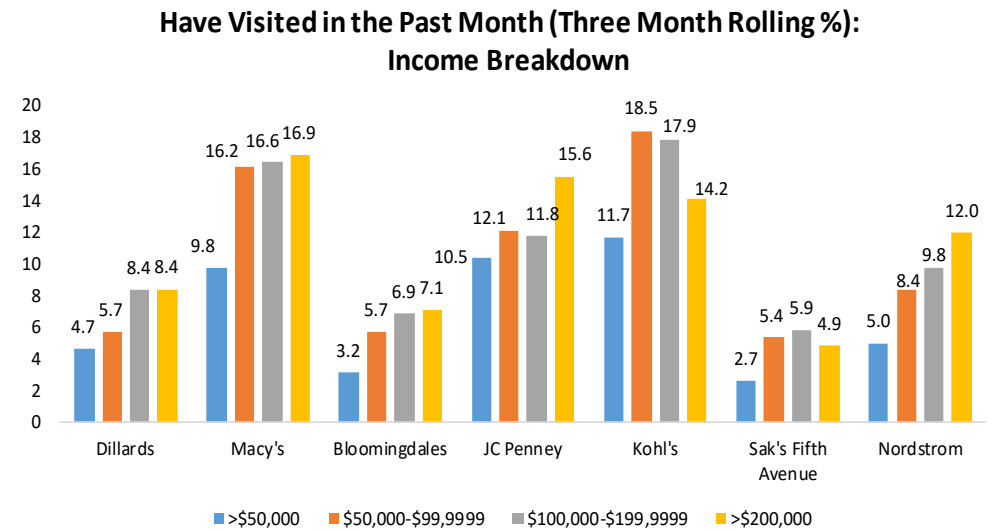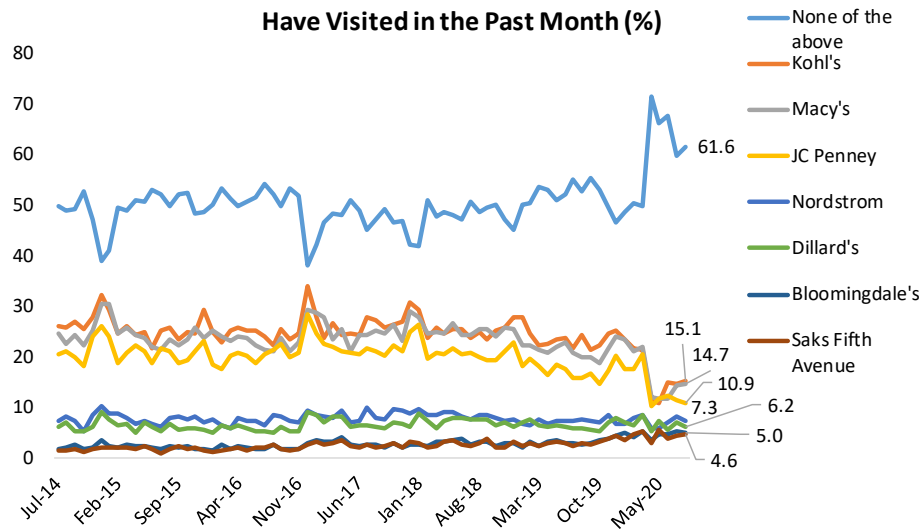
Electronics – Plans To Purchase

Plans to purchase in the next month...
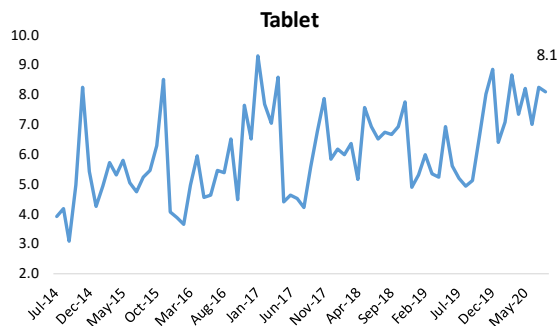
Restaurants – Visits In Past Month

Department Stores

Have Visited in the Past Month (%)

Legend: None of the above, Kohl's, Macy's, JC Penney, Nordstrom, Dillard's, Bloomingdale's, Saks Fifth Avenue

Values: 61.6, 15.1, 14.7, 10.9, 7.3, 6.2, 5.0, 4.6

Have Visited in the Past Month (Three Month Rolling %): Income Breakdown

	>$50,000	$50,000-$99,9999	$100,000-$199,9999	>$200,000
Dillards	4.7	5.7	8.4	8.4
Macy's	9.8	16.2	16.6	16.9
Bloomingdales	3.2	5.7	6.9	7.1
JC Penney	10.5	12.1	11.8	15.6
Kohl's	11.7	18.5	17.9	14.2
Sak's Fifth Avenue	2.7	5.4	5.9	4.9
Nordstrom	5.0	8.4	9.8	12.0

Department Stores: Visited Website In Past Month (%)

Legend: Dillard's, Macy's, Bloomingdale's, JC Penney, Kohl's, Saks Fifth Avenue, Nordstrom

Values: 18.0, 13.9, 11.7, 9.2, 5.7, 5.2, 3.8

Department Stores: Visits

	Aug-20	Jul-20	Jun-20
Nordstrom		110	
Sak's Fifth Avenue		70	
Kohl's		228	
JC Penney		165	
Bloomingdales		76	
Macy's		221	
Dillard's		93	

Big Box / Dollar Stores

Have Visited in the Past Month (%)

Walmart — 49.0
Target — 30.3
Dollar Tree — 26.0
None — 24.3
Dollar General — 23.0
Family Dollar — 14.2
Five Below — 7.6

Visits During the Past Month (Rolling Three Month Percentages): HHI < $50,000

Target, Dollar General, Walmart, Family Dollar, Dollar Tree, Five Below

Walmart — 57.1
Target — 30.9
Dollar General — 29.2
Dollar Tree — 26.0
Family Dollar — 20.6
Five Below — 18.5

Visits During the Past Month (Rolling Three Month Percentages): HHI $50,000-$99,999

Target, Dollar General, Walmart, Family Dollar, Dollar Tree, Five Below

Walmart — 50.6
Target — 35.1
Dollar Tree — 25.2
Five Below — 25.2
Dollar General — 20.8
Family Dollar — 12.3

Big Box: Visits

Store	Aug-20	Jul-20	Jun-20
Five Below	367		
Dollar Tree	392		
Family Dollar	214		
Walmart	739		
Dollar General	347		
Target	457		

Visits During the Past Month (Rolling Three Month Percentages): HHI $200,000+
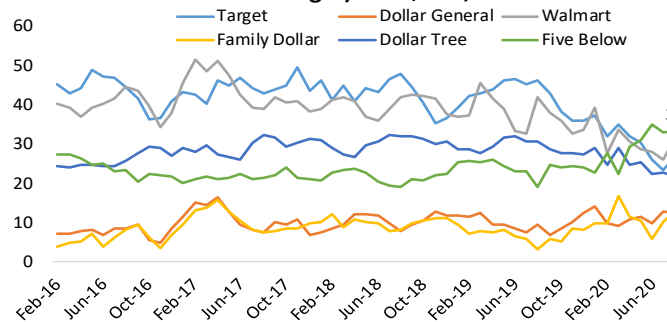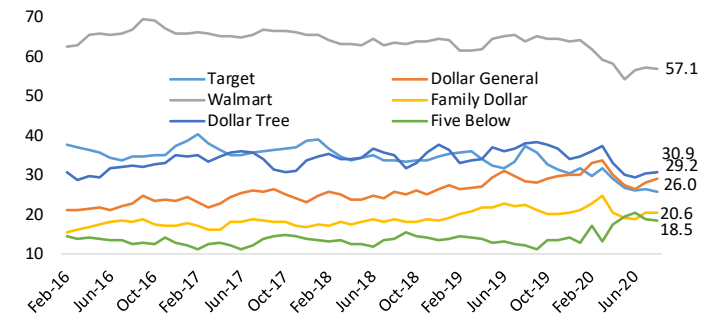
Target, Dollar General, Walmart, Family Dollar, Dollar Tree, Five Below

Five Below — 33.4
Walmart — 32.0
Dollar Tree — 27.1
Target — 21.9
Dollar General — 13.3
Family Dollar — 12.4
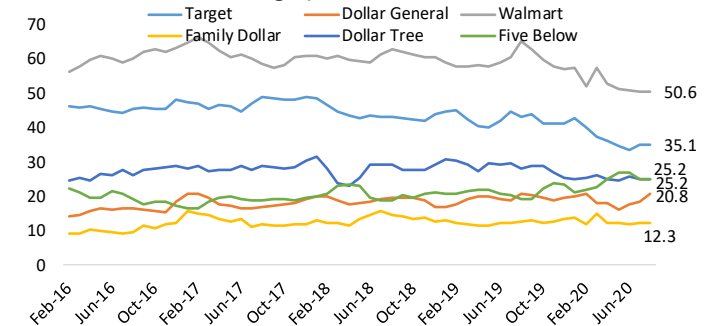
Visits During the Past Month (Rolling Three Month Percentages): HHI $100,000-$199,999

Target, Dollar General, Walmart, Family Dollar

Walmart — 45.3
Target — 36.6
Dollar Tree — 29.4
Five Below — 22.2
Dollar General — 12.5
Family Dollar — 8.5

Big Box / Dollar Stores

Plans To Visit Theme Parks: Next Six Months (%)

Disney World / Disneyland — Six Flags — Universal Studios — SeaWorld — Busch Gardens