




























BUYSIDE INTEREST METRICS – ANONYMIZED AND AGGREGATED

Takeaway: We aggregated and analyzed anonymized metrics related to how often our reports were viewed and/or downloaded over the past three months. The table below shows the most viewed/reports with the option to click and view each report (these are reports that fell within the top 50th to 100th percentile of engagement).

Percentile	Report	Engagement Score	Report Access
75th to 100th Percentile	Online Retailers (AMZN, W, ETSY, OSTK, EBAY, WISH)		Open Report
	Video Gamers (GME, SNE, MSFT, NTDOY, AMZN, ATVI, EA, etc)		Open Report
	Fitness (PTON, PLNT, etc)		Open Report
	Bespoke - US Covid and Monthly Tracker		Open Report
	Furniture (RH, W, Ikea, etc)		Open Report
	Social Media (FB Privacy Notifications Survey)		Open Report
	Meal Kits, Grocery Delivery, Food Delivery		Open Report
	Online Pharmacy and Telehealth		Open Report
	Ride Hailing (UBER, LYFT)		Open Report
	FIGS Deep-Dive Report		Open Report
	Consumer Electronics Domestic (AAPL, AMZN, BBY, MSFT, SNE, NTDOY, etc)		Open Report
	ZG - iBuying and Financial Situation		Open Report
	Movie Theaters, Upcoming Releases, and Streaming (AMC, NFLX, DIS, T, etc)		Open Report
	Identical Item Pricing Analysis - AMZN vs. W		Open Report
	50th to 75th Percentile	Autos, EVs, and Self-Driving Cars	
Sports Gambling (DKNG)			Open Report
Online Autos (CVNA, CARG, KMX, etc)			Open Report
Online Shopping, Travel, and WFH			Open Report
Sporting Goods (DKS, ASO, FL, AMZN, etc)			Open Report
Identical Item Pricing Analysis - AMZN vs. CHWY			Open Report
Audio (SPOT, SIRI, AAPL, AMZN, etc)			Open Report
Online Real Estate (ZG, Opendoor, Offerpad, RDFN)			Open Report
Social Media Domestic (FB, SNAP, TWTR, PINS, TikTok, Instagram)			Open Report
Prop 22 Feedback By State			Open Report
Streaming Players (ROKU, AAPL, AMZN, GOOG, etc)			Open Report
Video Calls (ZM, WORK, MSFT, etc)			Open Report
Video Games - Battle Royale (SE, Epic, etc)			Open Report

SPECIAL SITS TOPICS

Takeaway: In addition to our recurring surveys, we frequently run surveys on special audiences to grab feedback on targeted issues. These special sits surveys are typically generated via client request or via our internal research processes.

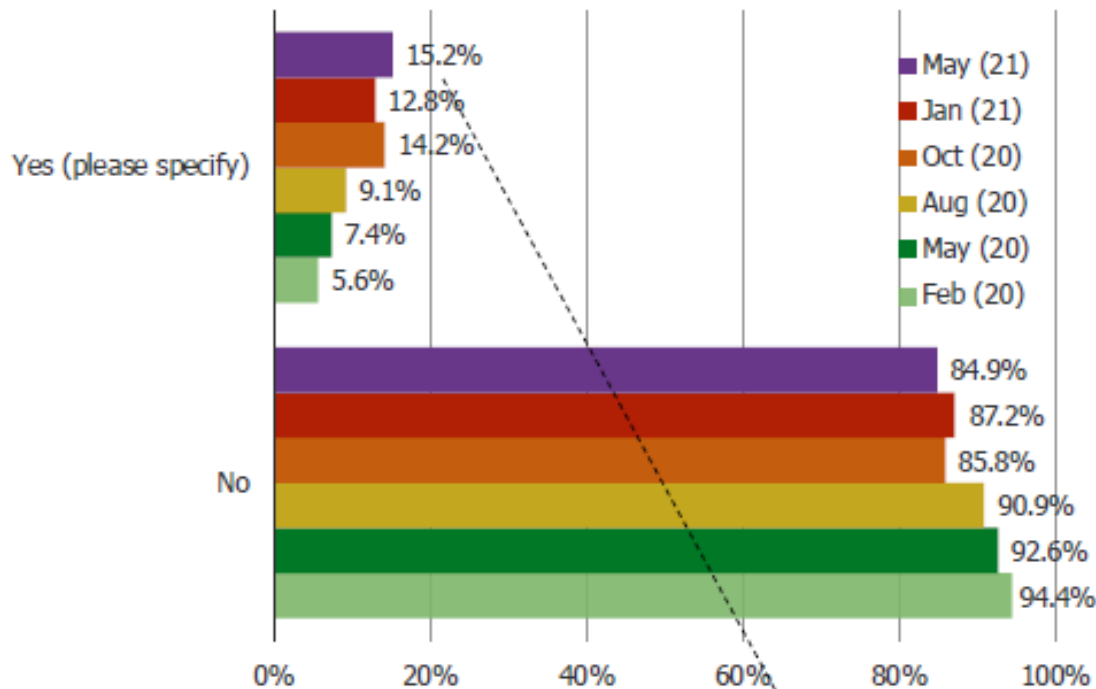
Date	Topic	Access Report
6.23.21	DKNG Follow-Up	Open Report
6.20.21	CVNA Deep Dive	Open Report
5.27.21	Battle Royale Video Games (SE, Fortnite)	Open Report
5.27.21	Movie Theaters, Upcoming Releases, and Streaming Platforms	Open Report
5.27.21	Sporting Goods (DKS, ASO, FL)	Open Report
5.27.21	ZG – iBuying and Financial Situation	Open Report
5.25.21	FIGS Deep Dive	Open Report
5.20.21	Meal Kits, Ride Sharing, and Food Delivery Deep Dive	Open Report
5.20.21	Online Pharmacy and Telehealth	Open Report
2.9.21	FB Privacy Notice Simulations	Open Report
2.2.21	Newspapers Deep Dive	Open Report
12.16.2020	MTN Check	Open Report
12.10.2020	ABNB Survey Results	Open Report

DATA FLAGS: FITNESS

Takeaway: at home workouts have been gaining more attention from consumers and demand for at home workout products has also increased over the last couple of years. Consumers continue to have the view that Peloton is a strong fitness brand and interest in getting a Peloton product specifically has increased among non-users.

ARE THERE ANY FITNESS PRODUCTS OR SERVICES THAT YOU WOULD LIKE TO BUY OR SIGN UP FOR THAT YOU DON'T ALREADY USE NOW?

Posed to respondents who exercise

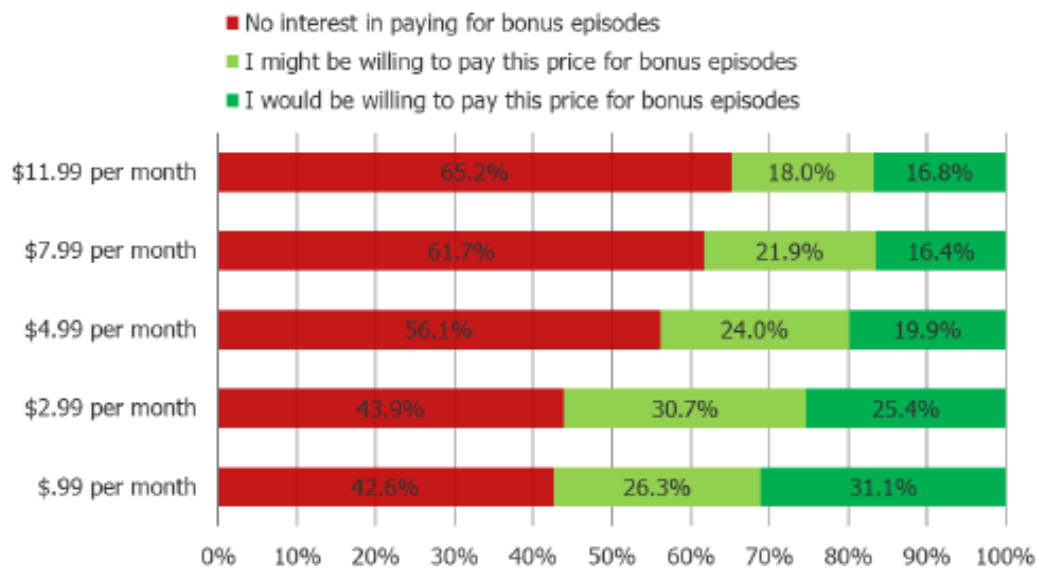


DATA FLAGS: AUDIO

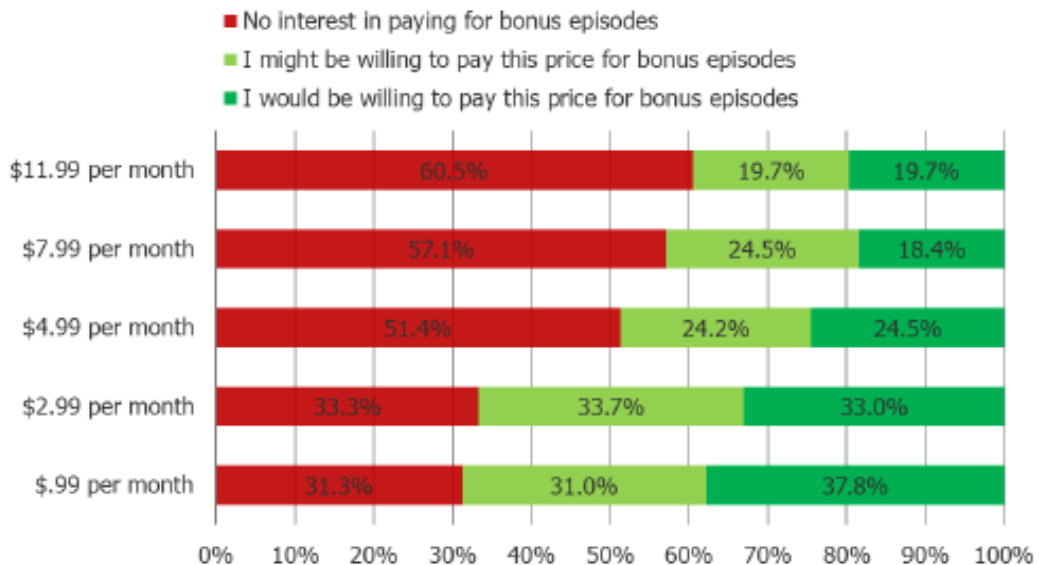
Takeaway: This most recent quarter we asked respondents how willing they would be to pay for subscriber only bonus episodes on podcasts and commentary indicated that there is appetite among consumers.

HOW INTERESTED WOULD YOU BE IN PAYING FOR SUBSCRIBER ONLY BONUS EPISODES TO ANY OF THE PODCASTS YOU LISTEN TO OR MIGHT DISCOVER IN THE FUTURE?

Posed to podcast listeners.



Cross Tab | Respondents Who Listen to Podcasts on Spotify

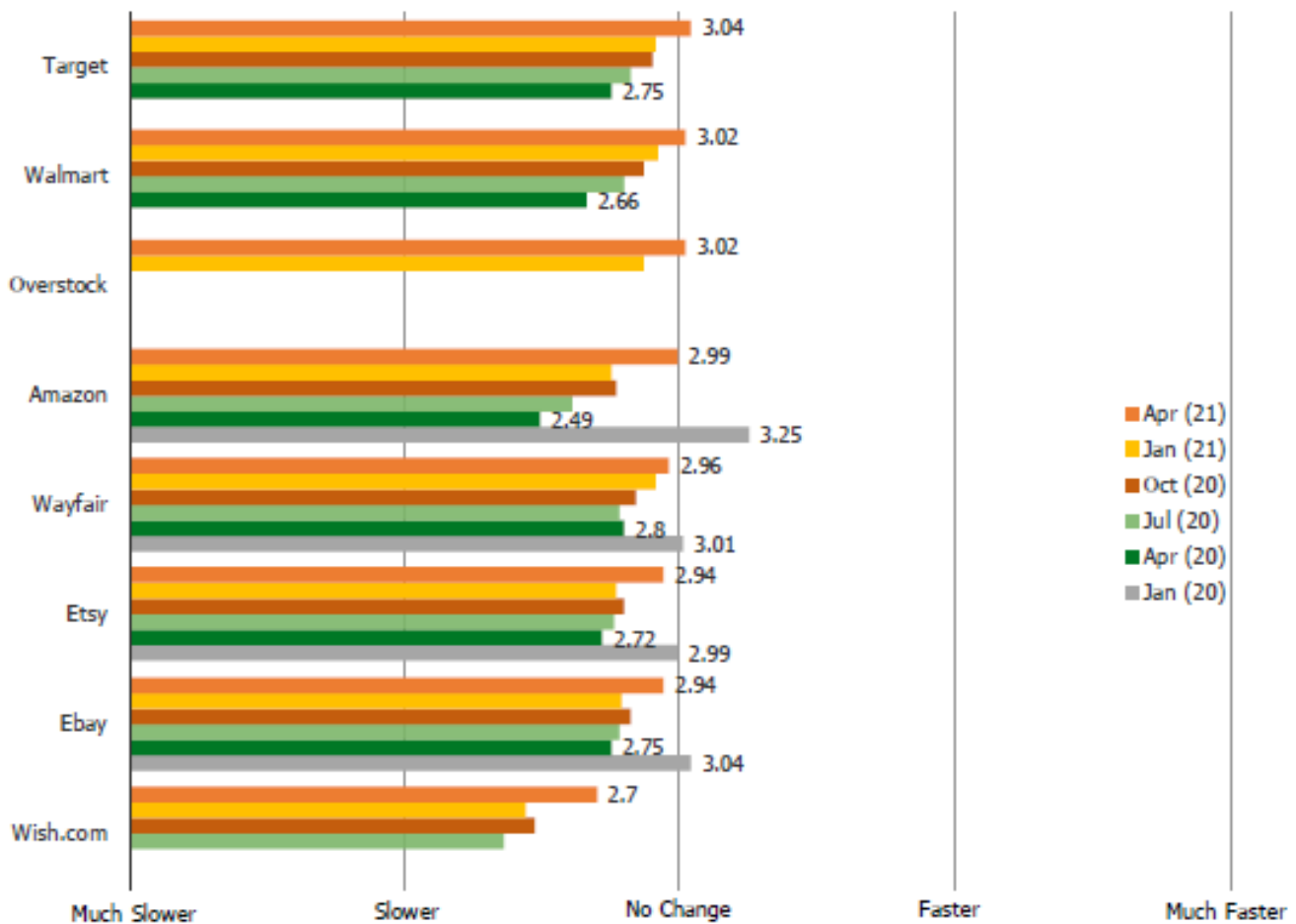


DATA FLAGS: DOMESTIC ONLINE RETAILERS

Takeaway: Commentary on Amazon was very positive once again and we will be watching closely as Prime Day plays out. In our trackers, Prime memberships increased to series high while customers are not seeing significant shipping delays as they had before. Similar to Amazon, Etsy trends were also positive. Masks continued to provide boost at the start of the year and importantly feedback suggests that new demand from masks and the pandemic should carry over into future quarters for Etsy. We will be monitoring to see if this is playing out.

HAVE YOU NOTICED ANY CHANGES IN AVAILABLE SHIPPING TIMES WHEN USING THIS PLATFORM RECENTLY?

Posed to users of each site/app.

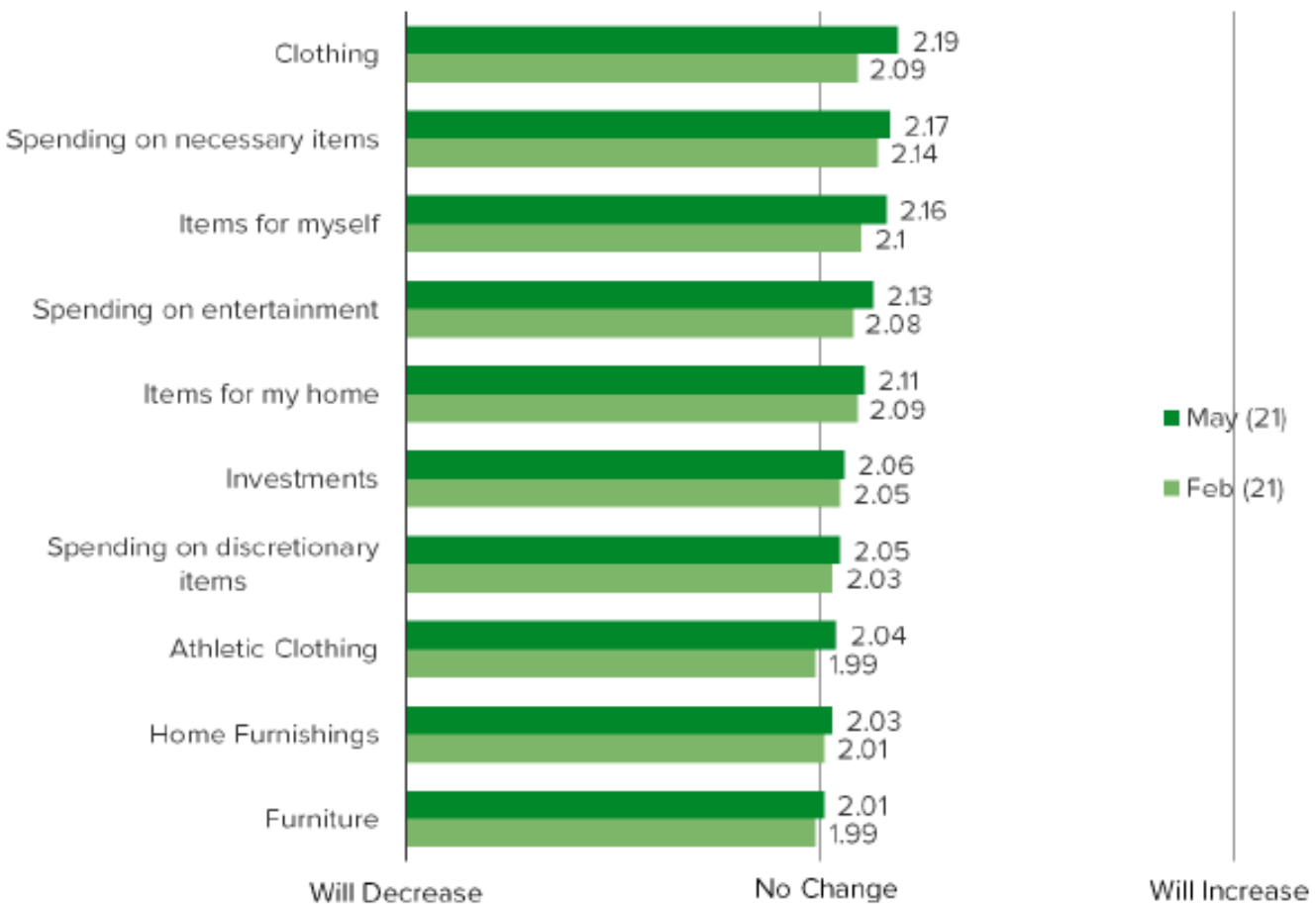


DATA FLAGS: CLOTHING

Takeaway: Consumers note that they expect to increase spend on “items for myself” including clothing in 2021 vs. 2020. On the off price retail side, consumers continue to offer positive feedback on the treasure hunt shopping experience and retailers like Burlington, Ross, and TJ Maxx look poised to benefit. That said, Amazon continues to gain in popularity for buying clothing online which looks like a headwind to department stores like Macy’s over the medium to long term.

HOW WILL YOUR SPENDING ON THE FOLLOWING IN 2021 COMPARE TO THE AMOUNT YOUR SPENT ON THE FOLLOWING IN 2020?

This question was posed to all respondents.



DATA FLAGS: ONLINE REALTORS

Takeaway: Consumers have become more familiar with iBuyers and Zillow is top of mind for most when we ask about the different players in the space. Engagement with real estate apps as a whole remains elevated as does the macro backdrop for the real estate sector overall.

WHEN YOU THINK OF ONLINE REAL ESTATE WEBSITES OR MOBILE APPS, WHICH DO YOU THINK OF FIRST?

Posed to respondents who browse real estate website / mobile apps.

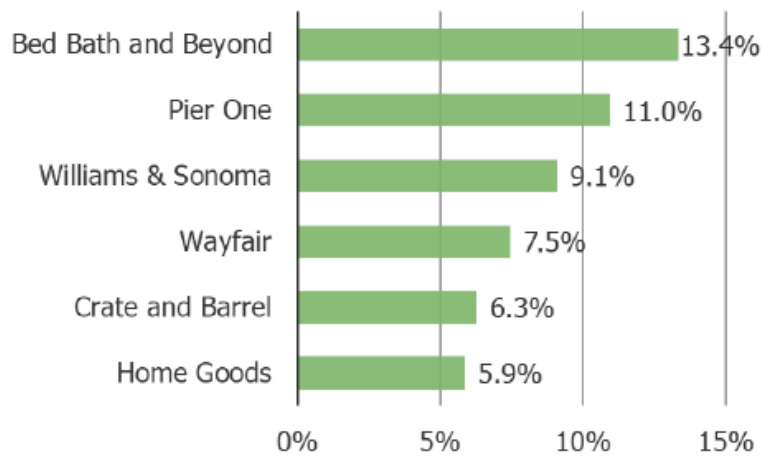


DATA FLAGS: HOME FURNISHINGS AND COUPONS

Takeaway: Feedback indicates that coupons are a driver of shopping at Bed, Bath, and Beyond and important for consumers relative to other comparable retailers. Purchases have gradually shifted online for home furnishings purchases in our trackers. This trend has been consistent across the retailers we test.

% difference between likelihood to shop retailer WITH coupon vs. likelihood to shop retailer WITH NO coupon.

Posed to all respondents who have purchased from the below retailers.

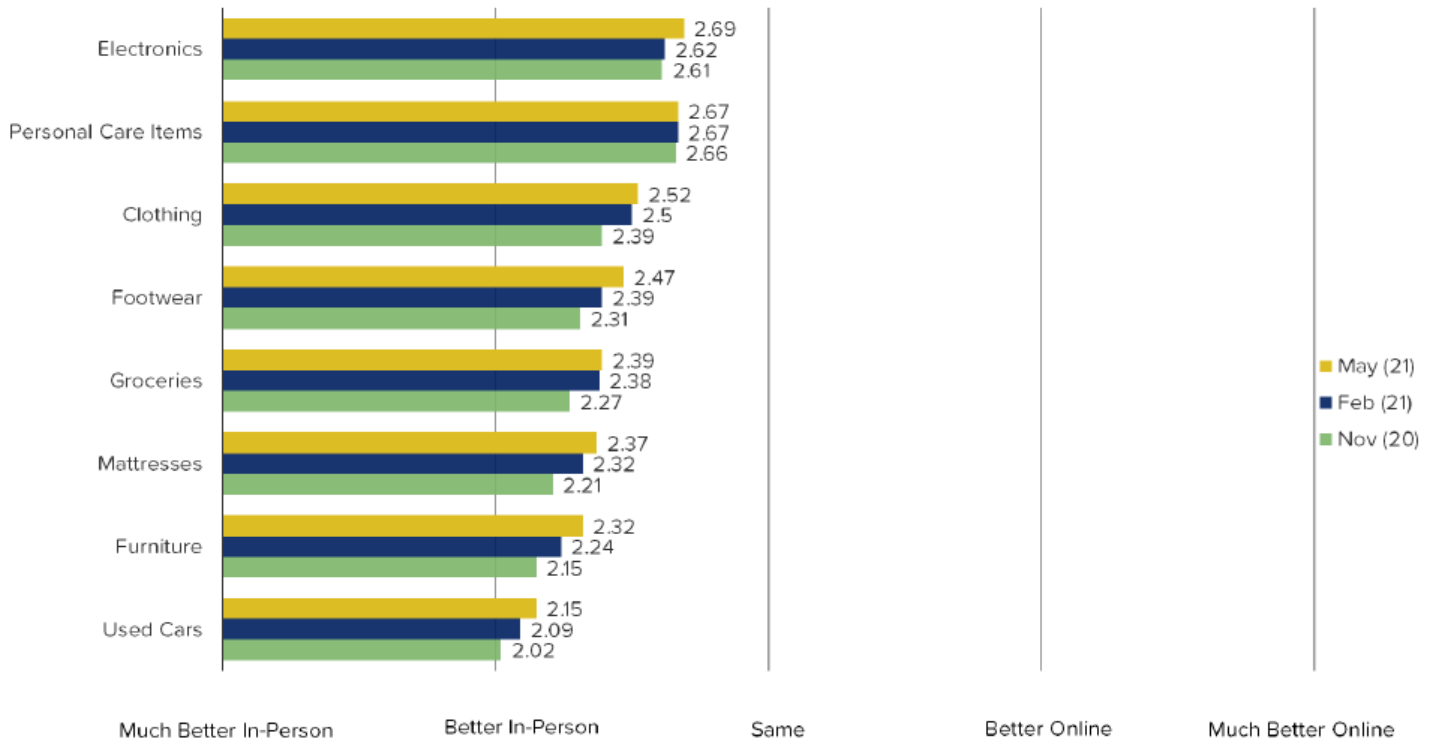


DATA FLAGS: CARVANA

Takeaway: Online used car sales is a newer area that clients have been asking about a lot. In sum, Carvana is very recognized by consumers in our trackers and consumers are definitely warming to the thought of buying a used car online. This is especially true of younger respondents in the 25-44 age cohort. To be clear, used cars continue to lag behind other consumer product categories that people buy online but we have seen some improvement in the last three quarters on this front.

In your opinion, is it better to purchase the following online (website or app) or in-person at a store/physical location?

Posed to all respondents.

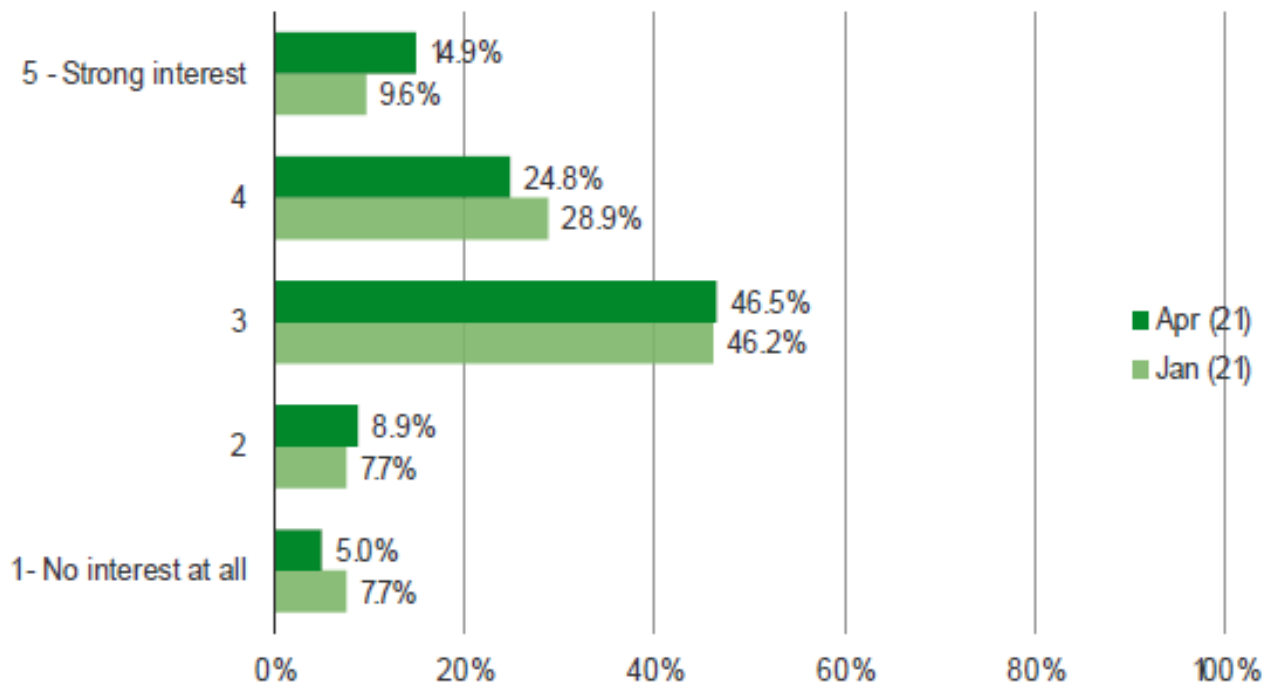


DATA FLAGS: SOCIAL MEDIA AD EXECS

Takeaway: Ad execs indicate that there is a good deal of interest among their clients in being able to advertise products on social media and have users purchase without having to leave the app. They see Facebook, Instagram and Pinterest best positioned for this type of client interest. Ad execs showed a modest degree of concern in April about iOS privacy changes – a dynamic we will get an update on in July. Lastly, ad execs called out spending improvements from clients in the travel and leisure and restaurant end markets.

FROM YOUR EXPERIENCE WITH CLIENTS, HOW MUCH INTEREST IS THERE IN “SOCIAL COMMERCE” – IE, BEING ABLE TO ADVERTISE PRODUCTS ON SOCIAL MEDIA AND HAVE USERS PURCHASE WITHOUT HAVING TO LEAVE THE APP?

This question was posed to the target audience.

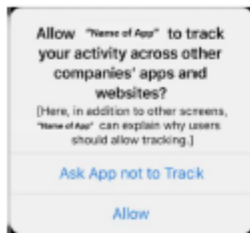


DATA FLAGS: SOCIAL MEDIA CONSUMERS, DOMESTIC

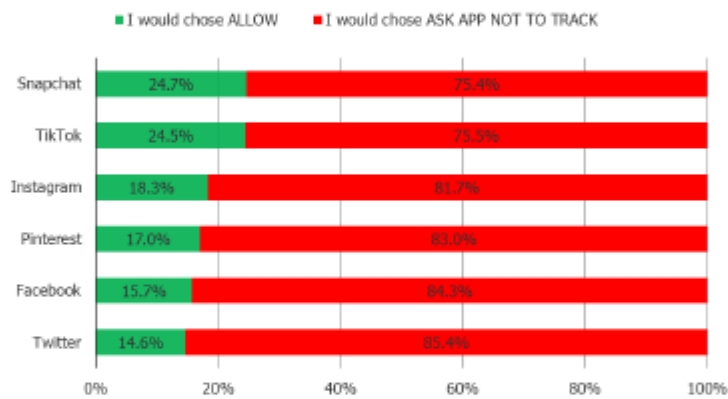
Takeaway: A couple key takeaways from our latest wave of social media surveys. 1) most iPhone users indicate they would choose not to track (though Snapchat and TikTok are likely to fare better with opt-outs). In simulation analysis Facebook’s opt-in notification fared better than Apple’s (shown below), but the majority still indicated they’d opt out. On the social commerce front, platform users show an increasing proclivity to buy products while on social platforms.

IF YOU GOT THE ABOVE PICTURED NOTIFICATION FOR THE FOLLOWING TODAY, WHAT WOULD YOU CHOOSE?

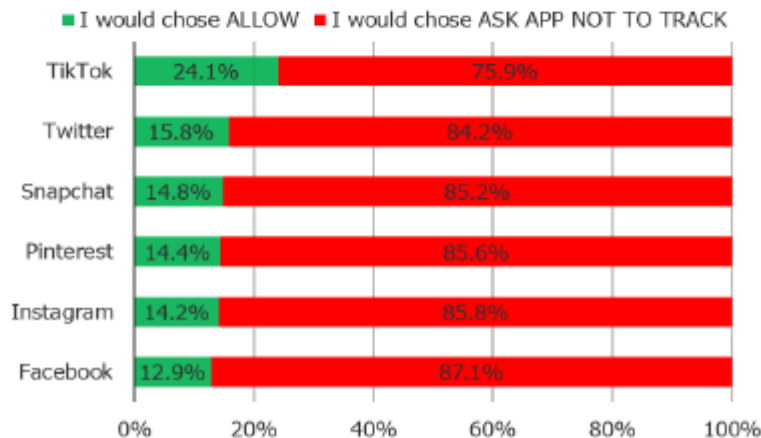
Posed to iPhone users who have an account with the following apps.



April 2021



January 2021

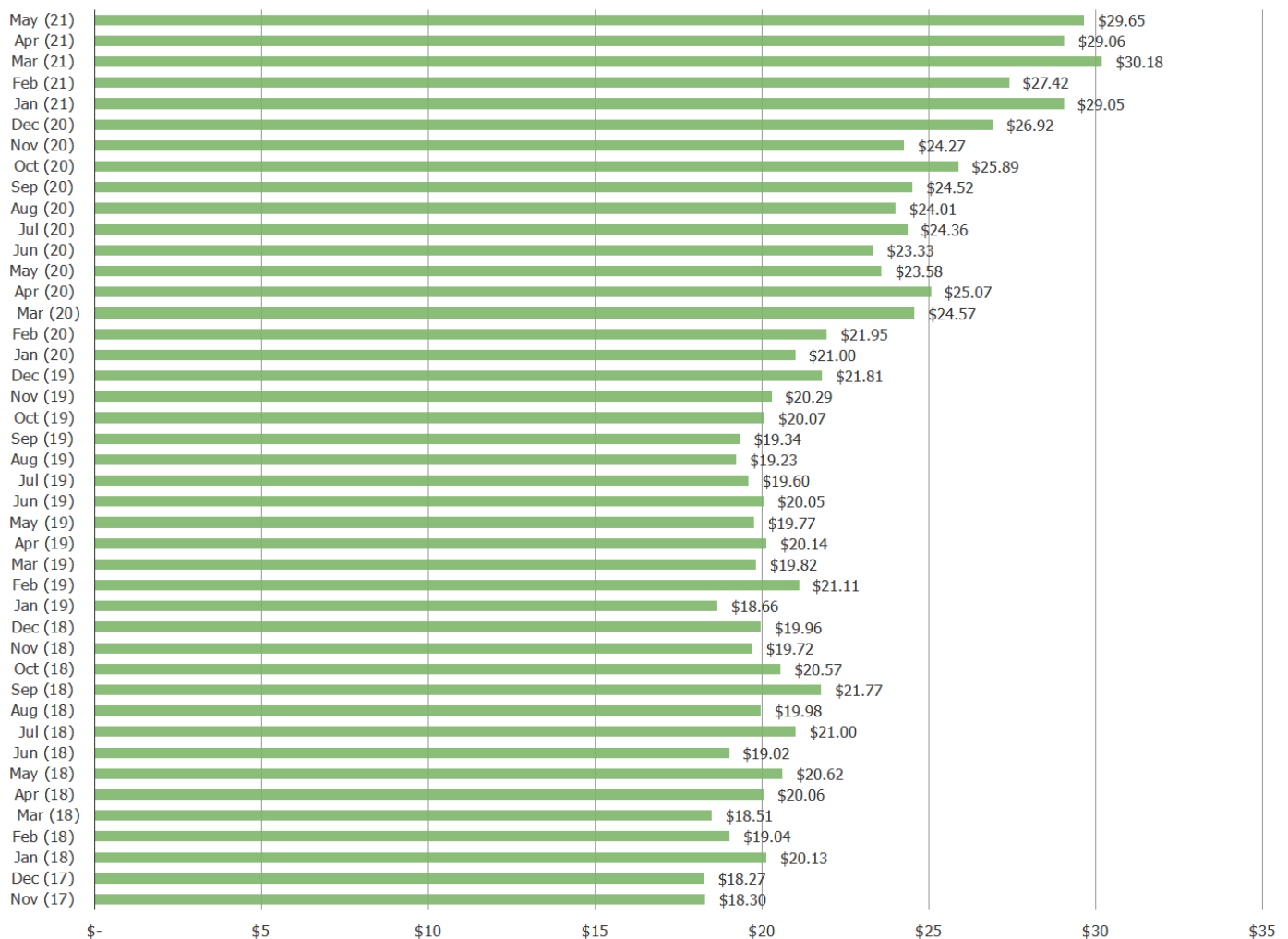


DATA FLAGS: STREAMING VIDEO DOMESTIC

Takeaway: The average number of streaming video services that respondents think is the right number to pay for at any given time has plateaued at ~2 in recent quarters. Competitors like Disney+ have grown subscribers, who are satisfied with the service. Netflix engagement metrics remain very strong, if just a touch behind series highs recorded before the influx of competition. Importantly, amidst increasing competition most subscribers view new services as additive, not replacement, and the price that would trigger cancellation of Netflix continues to climb.

AT WHAT MONTHLY PRICE POINT WOULD YOU DECIDE TO CANCEL YOUR NETFLIX SUBSCRIPTION? (IF NETFLIX CONTINUES TO INCREASE, WHAT PRICE PER MONTH WOULD TRIGGER YOU CANCELLATION?)

Posed to Netflix subscribers.

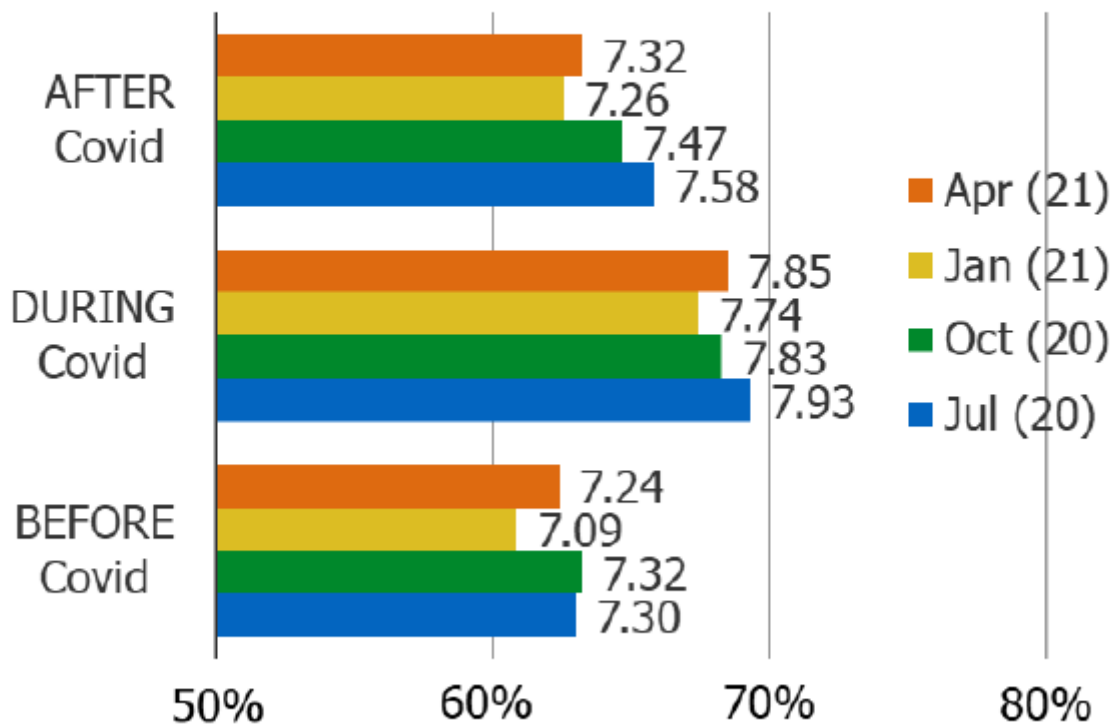


DATA FLAGS: COFFEE

Takeaway: Consumers greatly increased the % of coffee consumption that they made/prepared at home. Coffee drinkers indicated an expectation to change their in-home / out-of-home purchase mix back much closer to pre-Covid levels. Cold brew / iced coffee gains are projected to continue gaining ground. The percentage of consumers who always prefer iced / cold brew, regardless of weather, continues to climb.

% OF COFFEE CONSUMPTION MADE/PREPARED AT HOME (WEIGHTED AVERAGES FROM PRIOR THREE PAGES)

Posed to respondents who drink coffee at least infrequently.

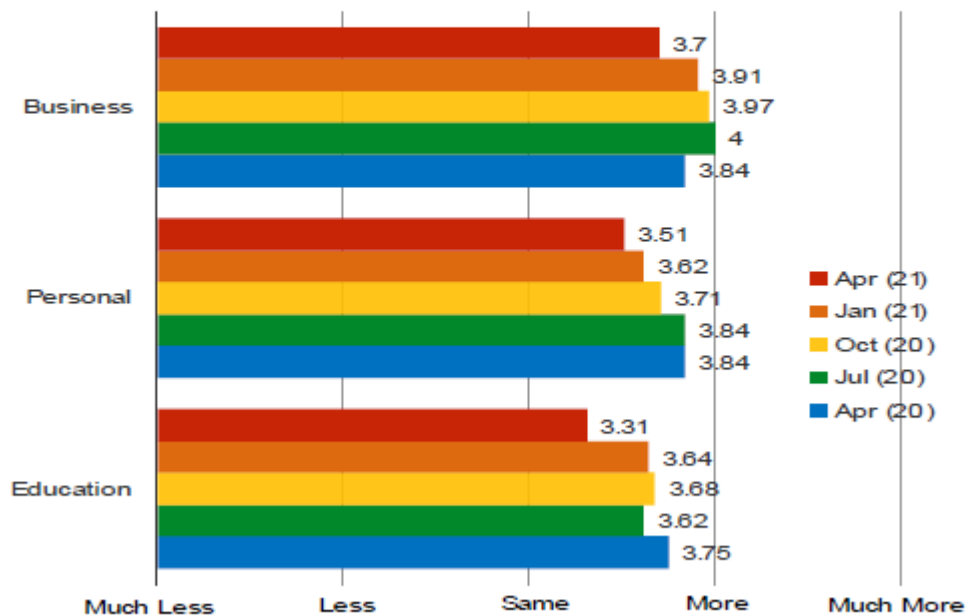


DATA FLAGS: VIDEO CALLS

Takeaway: Consumers who participated in video calls in the past month still indicate they were doing it 'more' than normal, but that trend in our survey has been gradually pulling back. A cohort expects to continue using Zoom for video calls after COVID concerns and social distancing measured relax, but consumers have been expecting a regression relative to the volumes they have been logging on video call platforms.

ARE YOU CURRENTLY USING VIDEO CALLS MORE OR LESS OFTEN THAN NORMAL?

Posed to respondents who have participated in video calls in the past month.

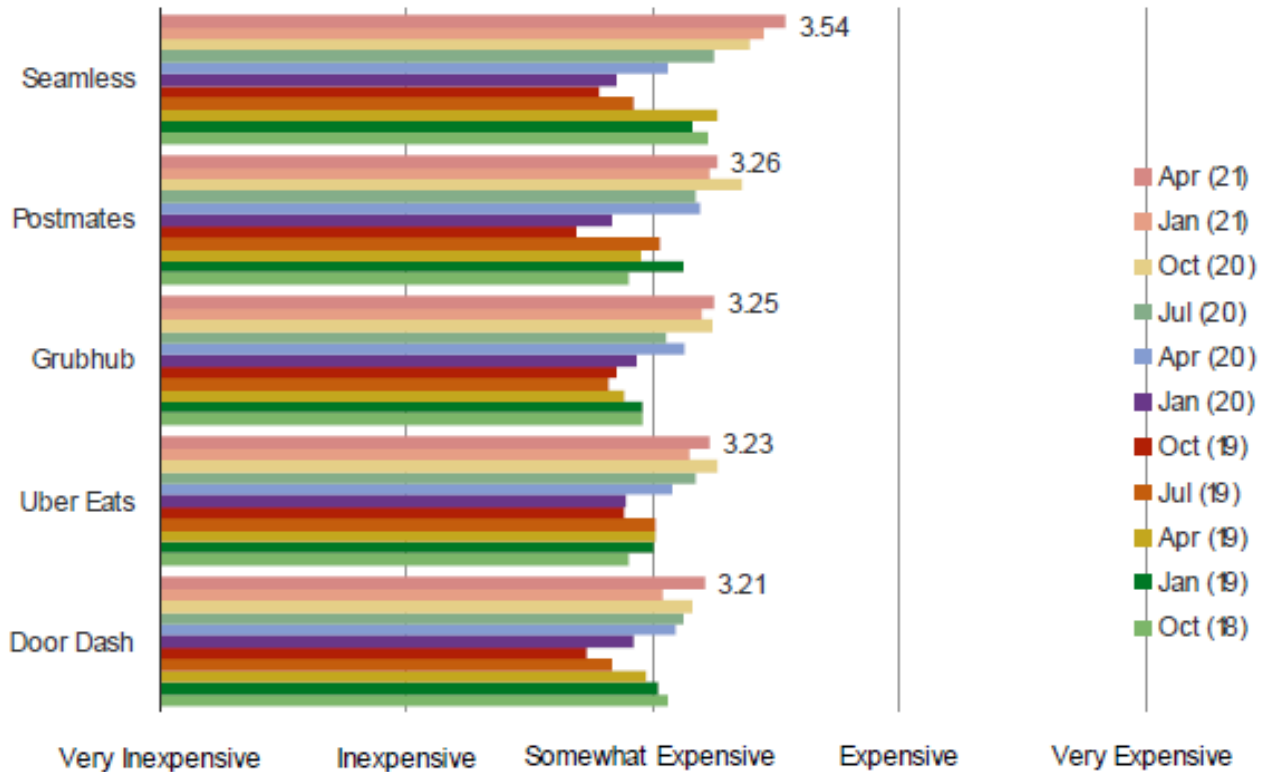


DATA FLAGS: FOOD DELIVERY APPS

Takeaway: Food delivery app usage has been trending higher for some time in our surveys. Usage frequency and sentiment toward food delivery has improved sequentially. While most color we’ve been collecting has been constructive, one interesting note we’d flag below is that opinions toward how expensive it is to use these platforms inflected negatively in the beginning of the pandemic through present.

PLEASE RATE THE FOLLOWING WHEN IT COMES TO THE PRICE IT COSTS FOR DELIVERY (DELIVERY CHARGES PLUS ANY TIPS YOU DECIDE TO ADD)

Posed to respondents who regularly or occasionally use each of the following apps.

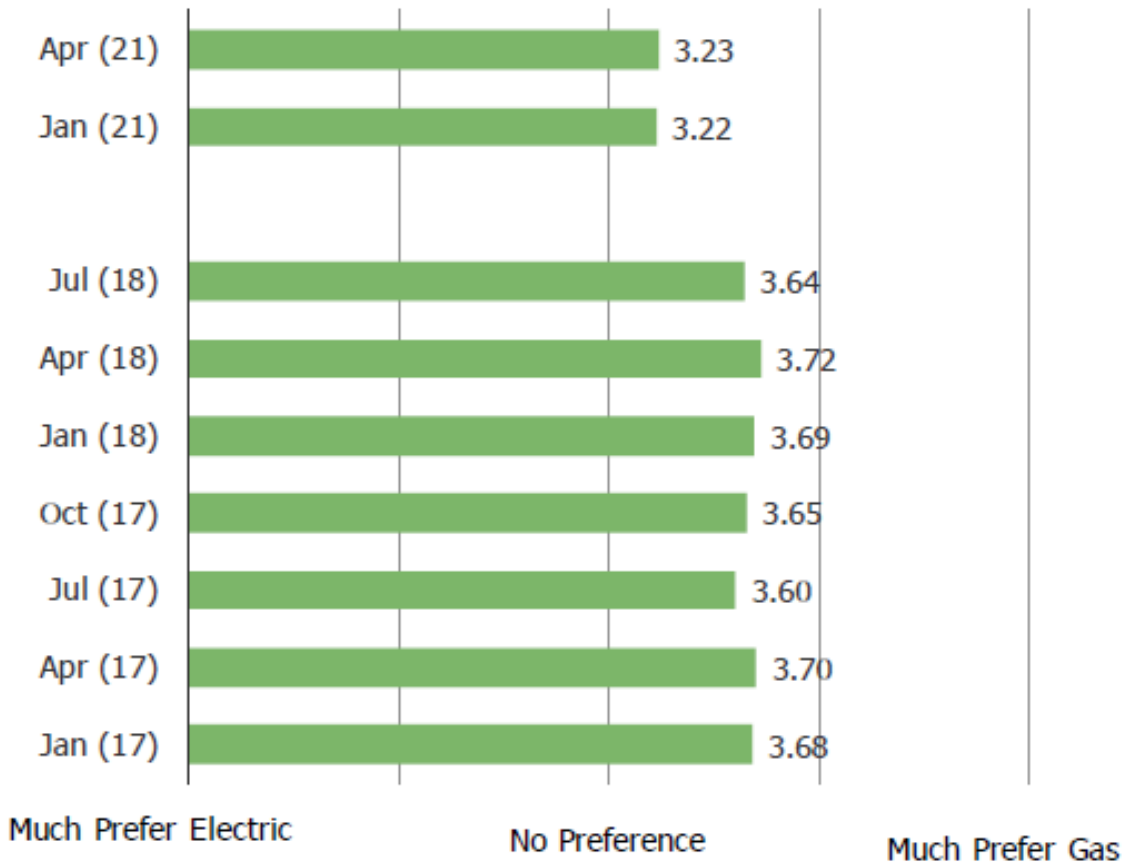


DATA FLAGS: ELECTRIC VEHICLES

Takeaway: Consumer interest in Evs is growing over time, as is demand for more autonomous features in autos. Consumers still prefer human drivers for perceived safety reasons.

IF YOU WERE LOOKING TO GET A NEW CAR/AUTOMOBILE, WHICH WOULD YOU PREFER TO GET?

Posed to respondents who own/lease a car.

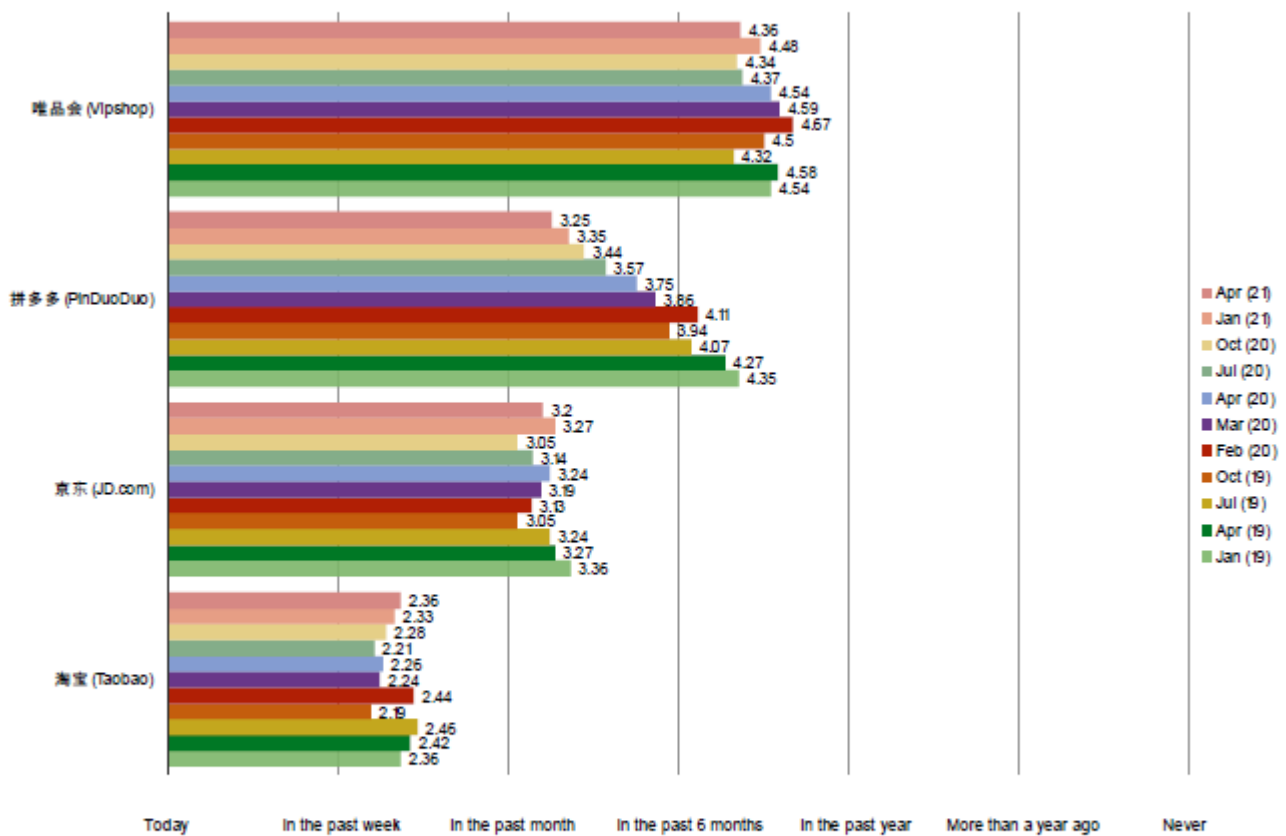


DATA FLAGS: CHINA ECOMMERCE

Takeaway: Over the history of our survey, consumer feedback around PDD has improved considerably.

WHEN DID YOU LAST MAKE A PURCHASE THROUGH EACH OF THE FOLLOWING?

Posed to all respondents.

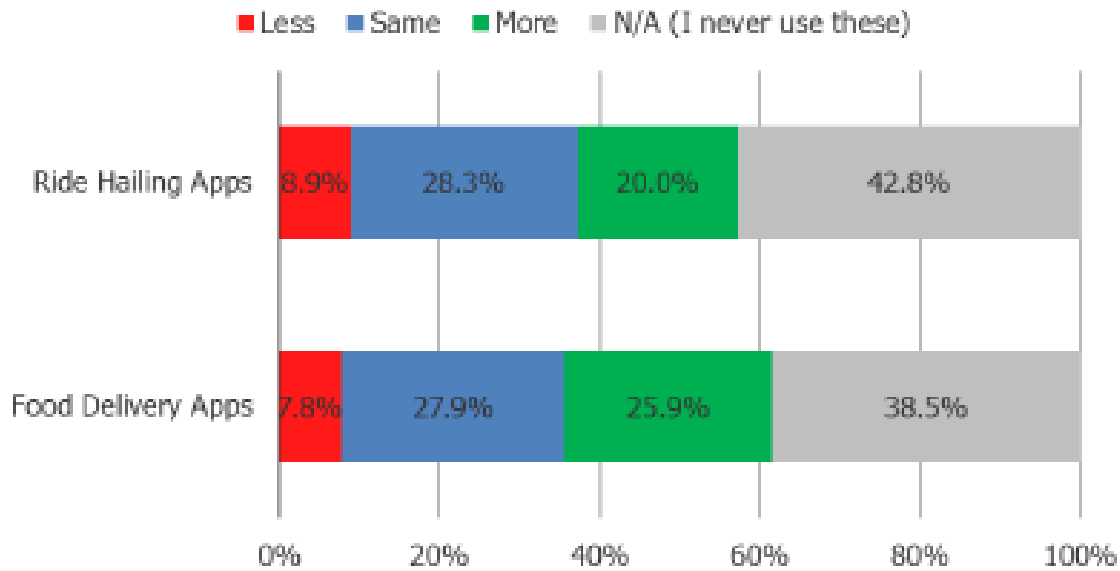


DATA FLAGS: RIDE HAILING

Takeaway: Through much of COVID, many consumers indicated that they either stopped or reduced usage of ride hailing. In contrast, they were more likely to say they didn't change or increased their usage of food delivery. Looking forward, consumers indicate intentions to increase their usage of ride hailing in the coming months as COVID impacts recede.

DO YOU EXPECT TO USE RIDE HAILING AND FOOD DELIVERY APPS MORE OR LESS THIS YEAR COMPARED TO LAST YEAR?

Posed to all respondents.



DATA FLAGS: TRAVEL

Takeaway: The number one thing that respondents said they spent less on last year that they expect to spend more on this year is travel. Restaurants, clothes, and gas were also mentioned often.

IS THERE ANYTHING YOU SPENT LESS ON THAN USUAL LAST YEAR THAT YOU EXPECT TO SPEND MORE ON THIS YEAR?

This question was posed to all respondents.

15% of respondents said yes:

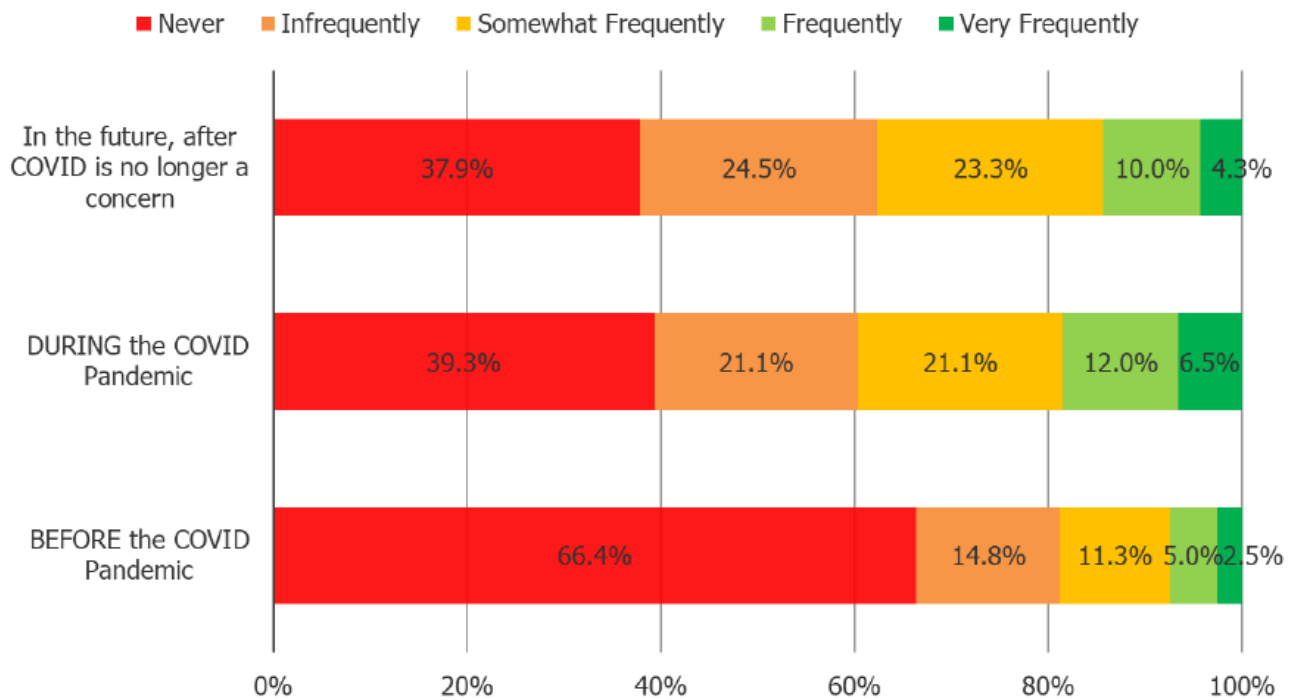


DATA FLAGS: TELEHEALTH

Takeaway: Consumers increased their usage of telehealth services during the pandemic and, for the most part, expect to continue using these platforms at the same frequency after COVID is no longer a concern.

Please estimate your usage of telehealth services during the following periods?

Posed to all respondents.

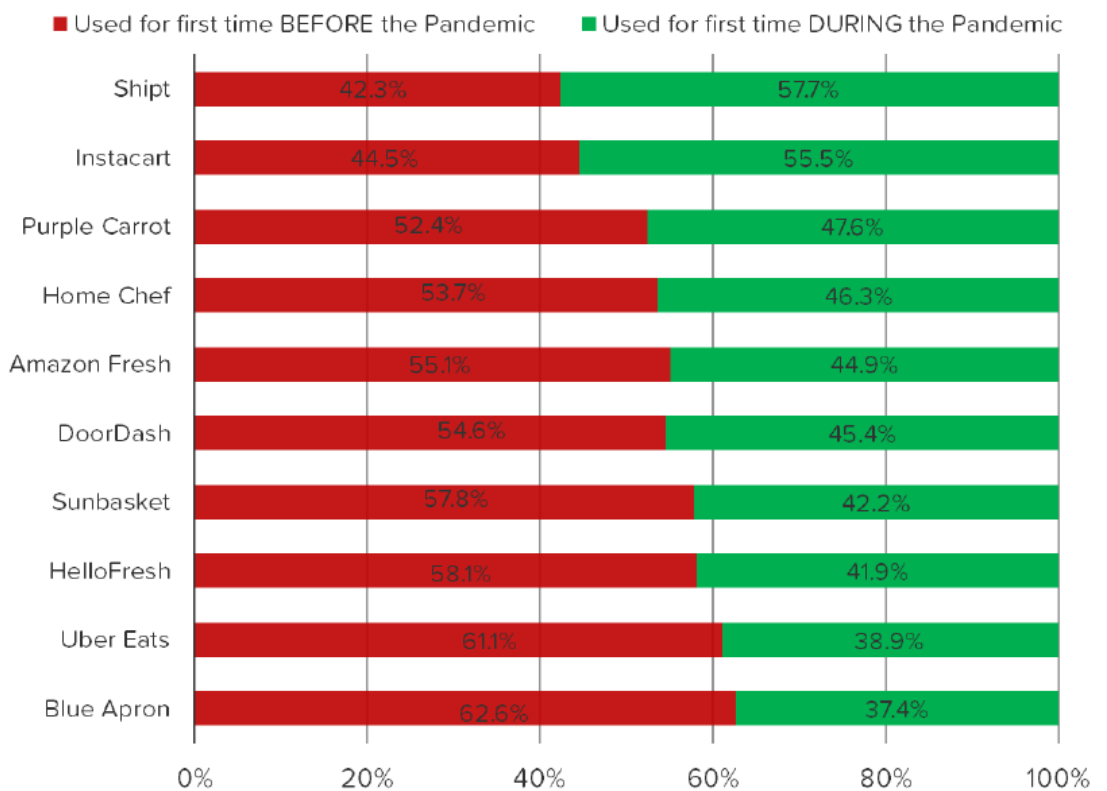


DATA FLAGS: FOOD DELIVERY, GROCERY DELIVERY, MEAL KITS

Takeaway: Shipt and Instacart have the highest % of consumers who first starting using them DURING the pandemic.

When did you start using the following for the first time?

Posed to respondents who said they regularly or occasionally use each of the following.



	N =
DoorDash	2496
Uber Eats	1932
Instacart	1209
Amazon Fresh	1117
HelloFresh	601
Blue Apron	428
Home Chef	321
Shipt	281
Purple Carrot	194
Sunbasket	181