



CHECK BREAKDOWN:

TREND CHECKS

Covid Related Feedback

- Covid concerns have pulled back significantly since the start of 2021. There is still concern among most consumers, but the severity of the concern has pulled back.
- Consumer projections of how much longer they think Covid will be a threat/concern has extended out – ie, over time a higher and higher percentage of consumers are coming to grips with Covid being an issue for a while.
- Since the start of the pandemic, the % of consumers reporting cold and flu symptoms has declined with each passing quarter.
- Consumers are pulling back on measures they have taken to avoid getting Covid – the behavioral changes are starting to revert back to the mean.
- Relative to earlier on in the pandemic, a much smaller percentage of respondents report employment disruptions due to the pandemic.

Macro Trends

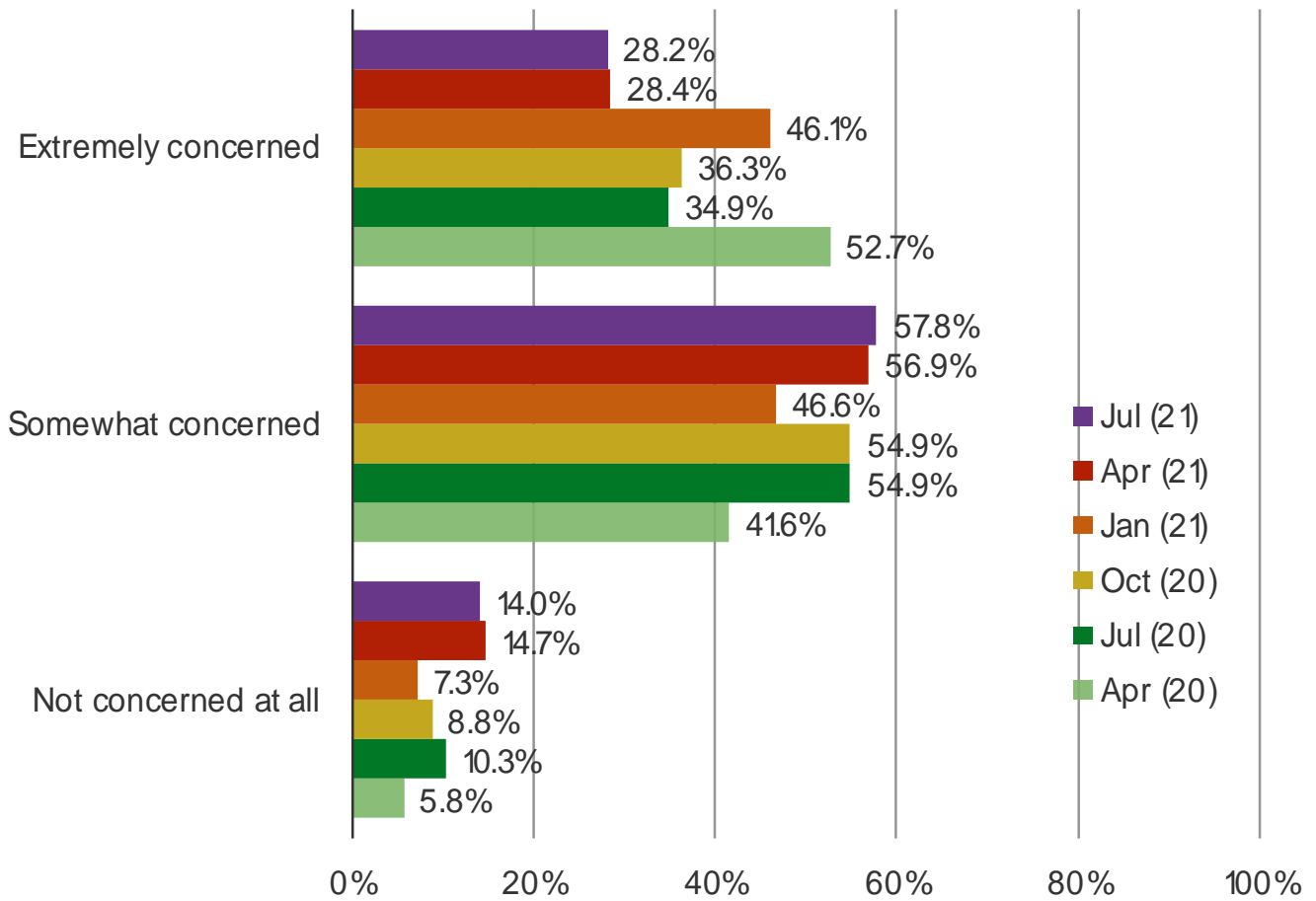
- Consumers still have a net negative view of the economy in general, but the % reporting positive sentiments has been growing in recent quarters.
- The percentage of respondents who think the economy will fare better in the next 12 months increased sharply in our April and July 2021 surveys.
- Consumer confidence in spending money has been climbing out of the initial hole/drop in the data at the start of the pandemic in our April 2020 survey.
- Self-reported household incomes are net lower vs one year ago.
- The percentage of consumers noticing gas price increases has sharply grown sequentially.

Covid

CORONAVIRUS

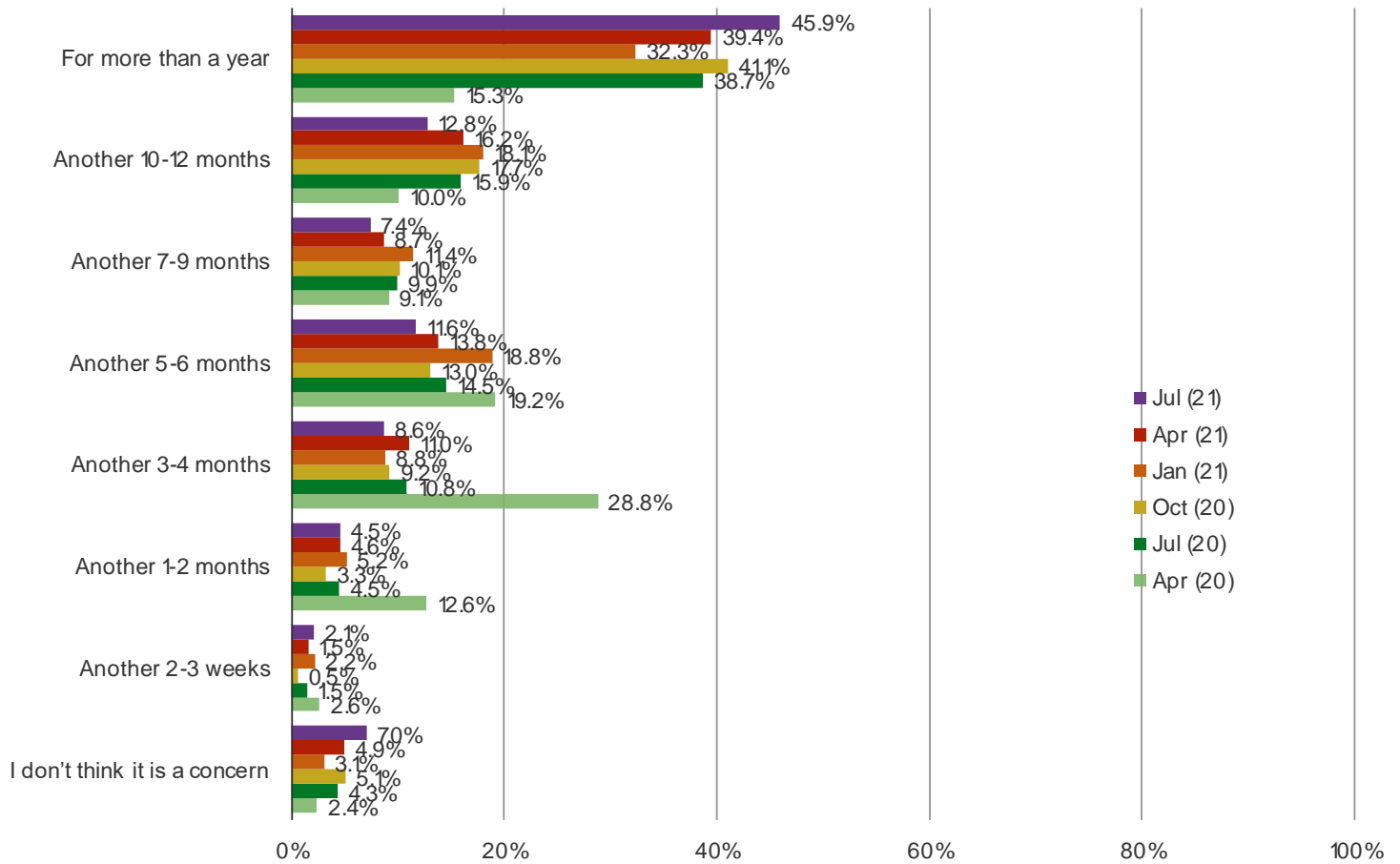
PLEASE RATE YOUR LEVEL OF CONCERN WITH THE CORONAVIRUS.

This question was posed to all respondents.



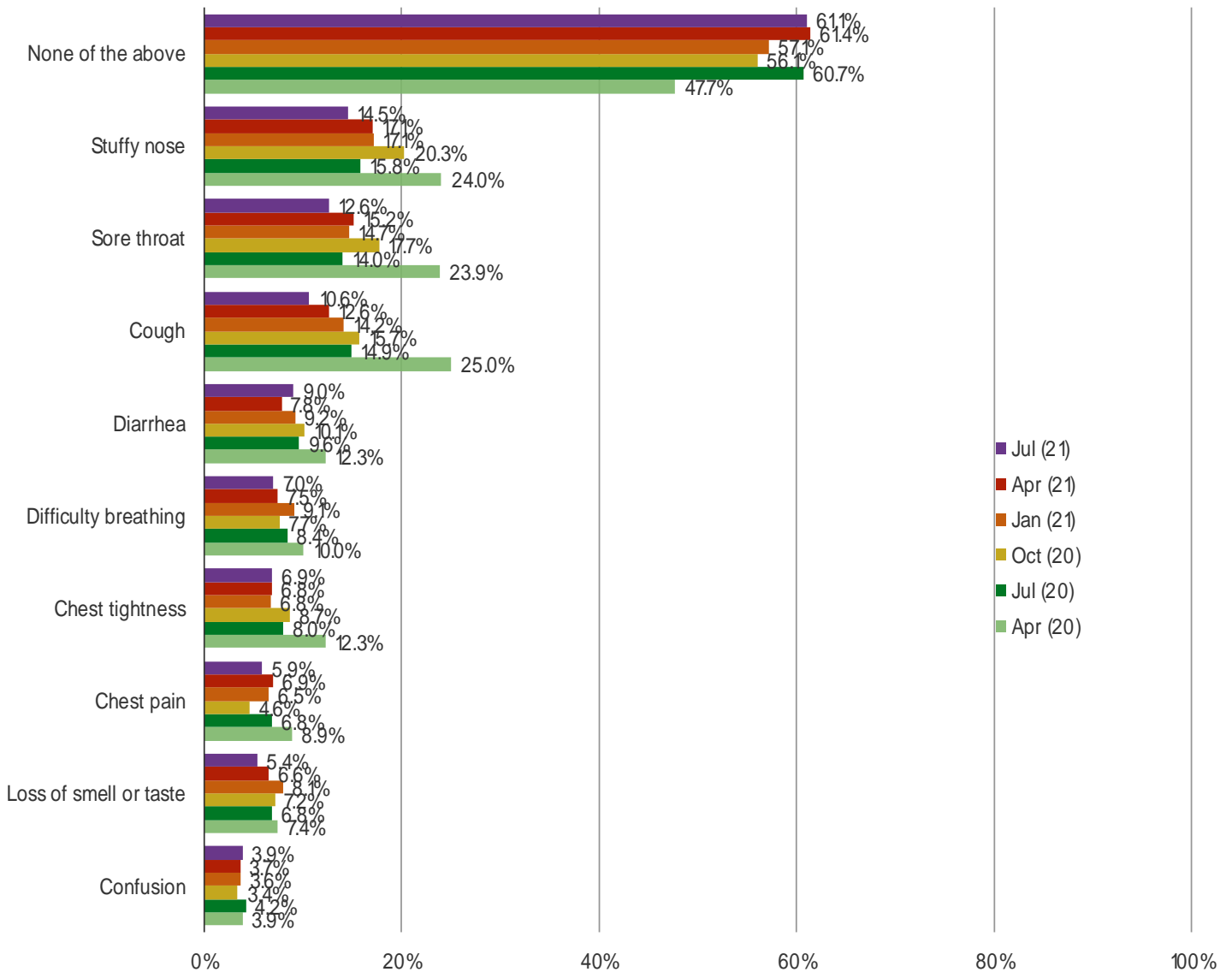
FOR HOW MUCH LONGER DO YOU THINK CORONAVIRUS WILL BE A THREAT/CONCERN?

This question was posed to all respondents.



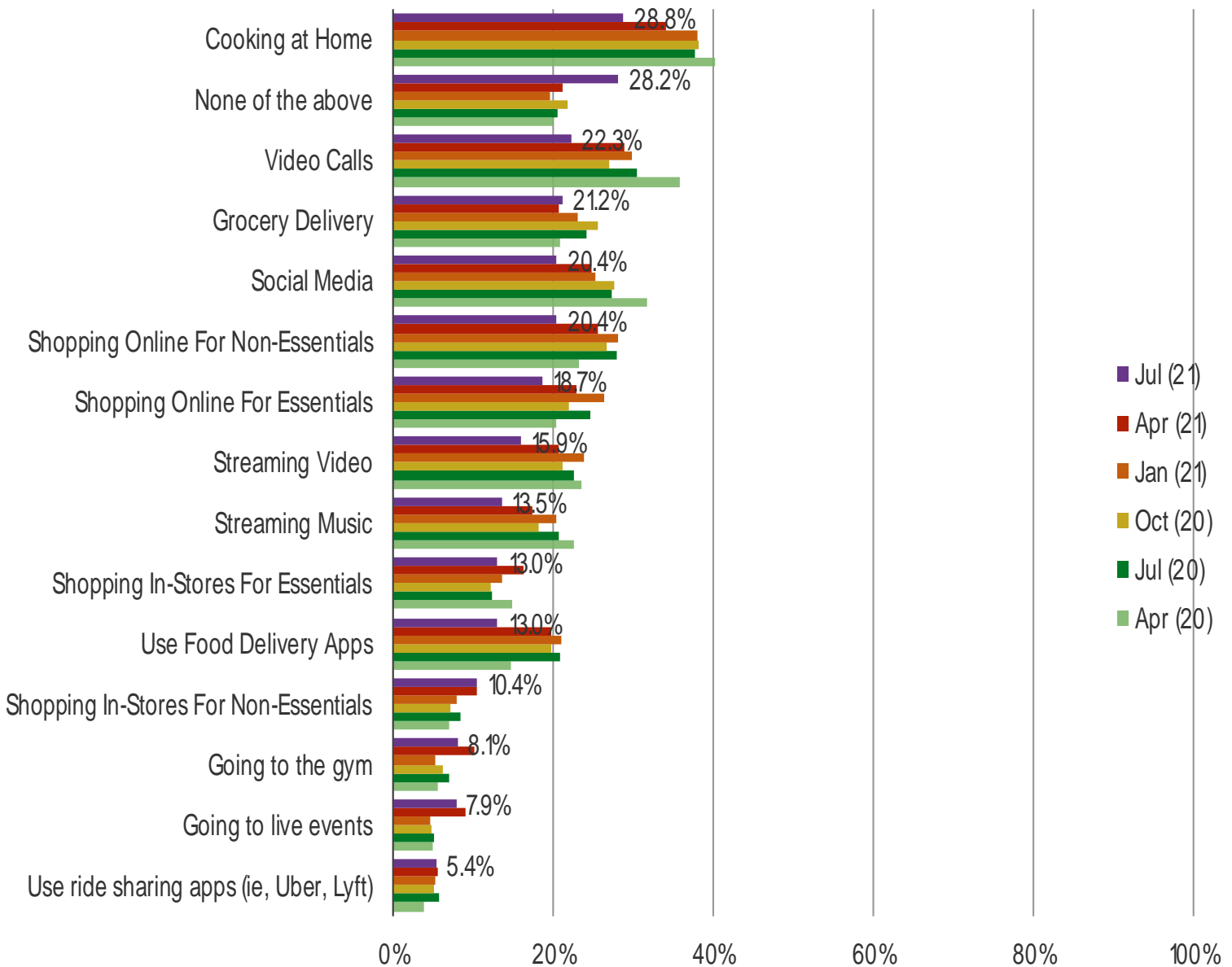
HAVE YOU EXPERIENCED ANY OF THE FOLLOWING CONDITIONS IN THE PAST 3 MONTHS?

This question was posed to all respondents.



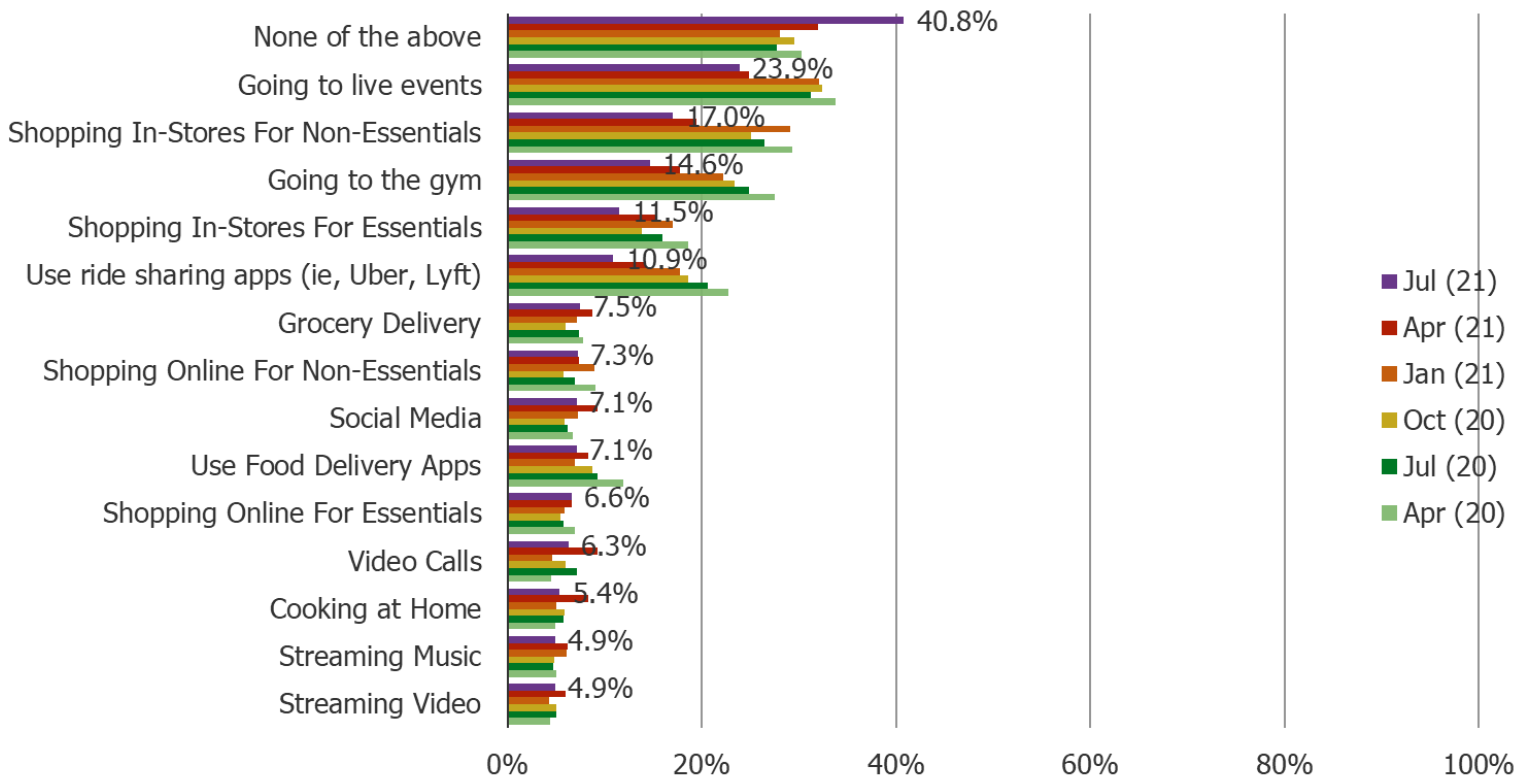
GOING FORWARD, WILL YOU DO ANY OF THE FOLLOWING MORE BECAUSE OF THE CORONAVIRUS AND SOCIAL DISTANCING? (SELECT ALL THAT APPLY)

This question was posed to all respondents.



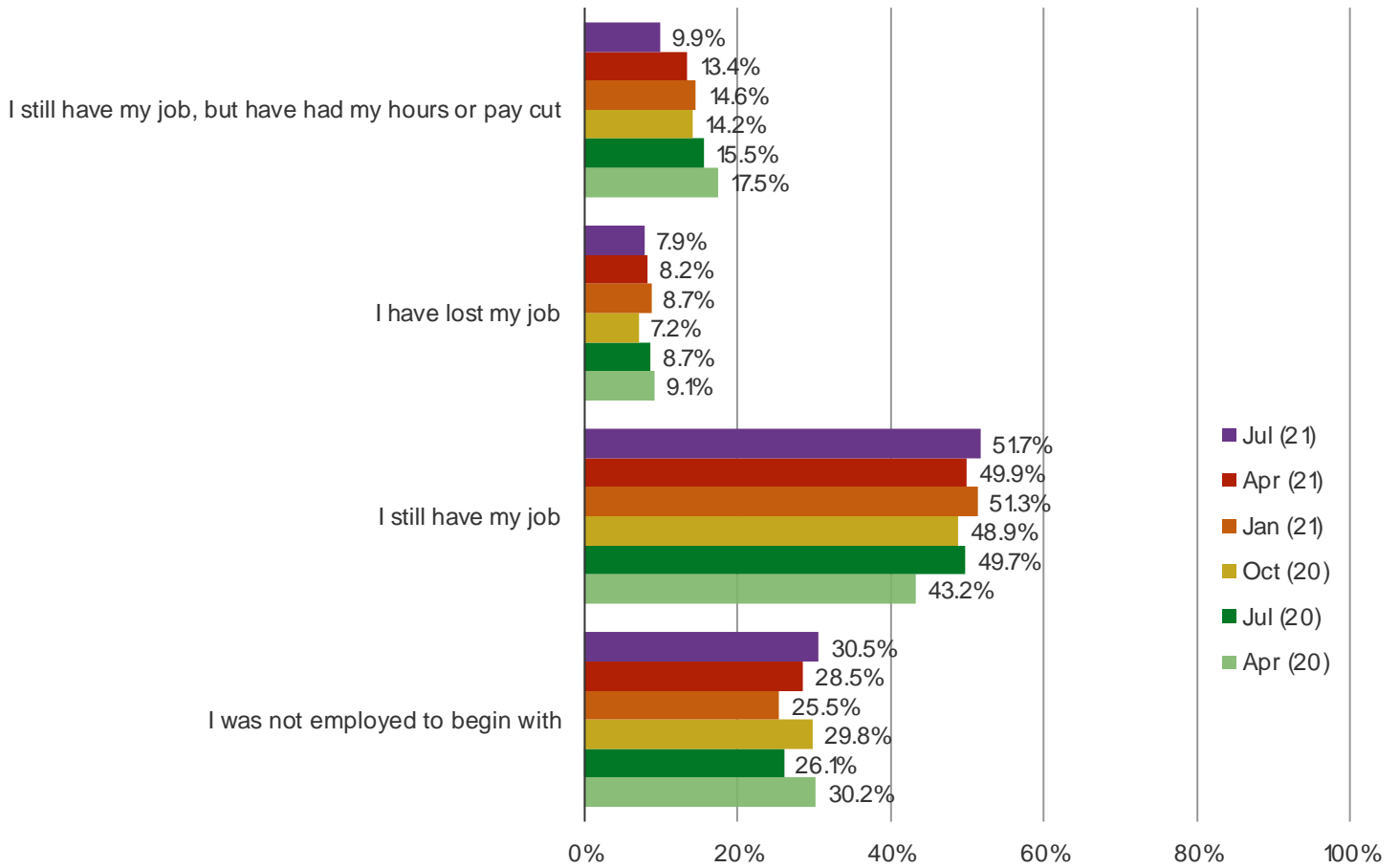
GOING FORWARD, WILL YOU DO ANY OF THE FOLLOWING LESS BECAUSE OF THE CORONAVIRUS AND SOCIAL DISTANCING? (SELECT ALL THAT APPLY)

This question was posed to all respondents.



IN THE PAST THREE MONTHS, HAVE YOU LOST YOUR JOB OR HAD YOUR HOURS OR PAY REDUCED BECAUSE OF THE CORONAVIRUS AND STAY AT HOME ORDERS?

This question was posed to all respondents.

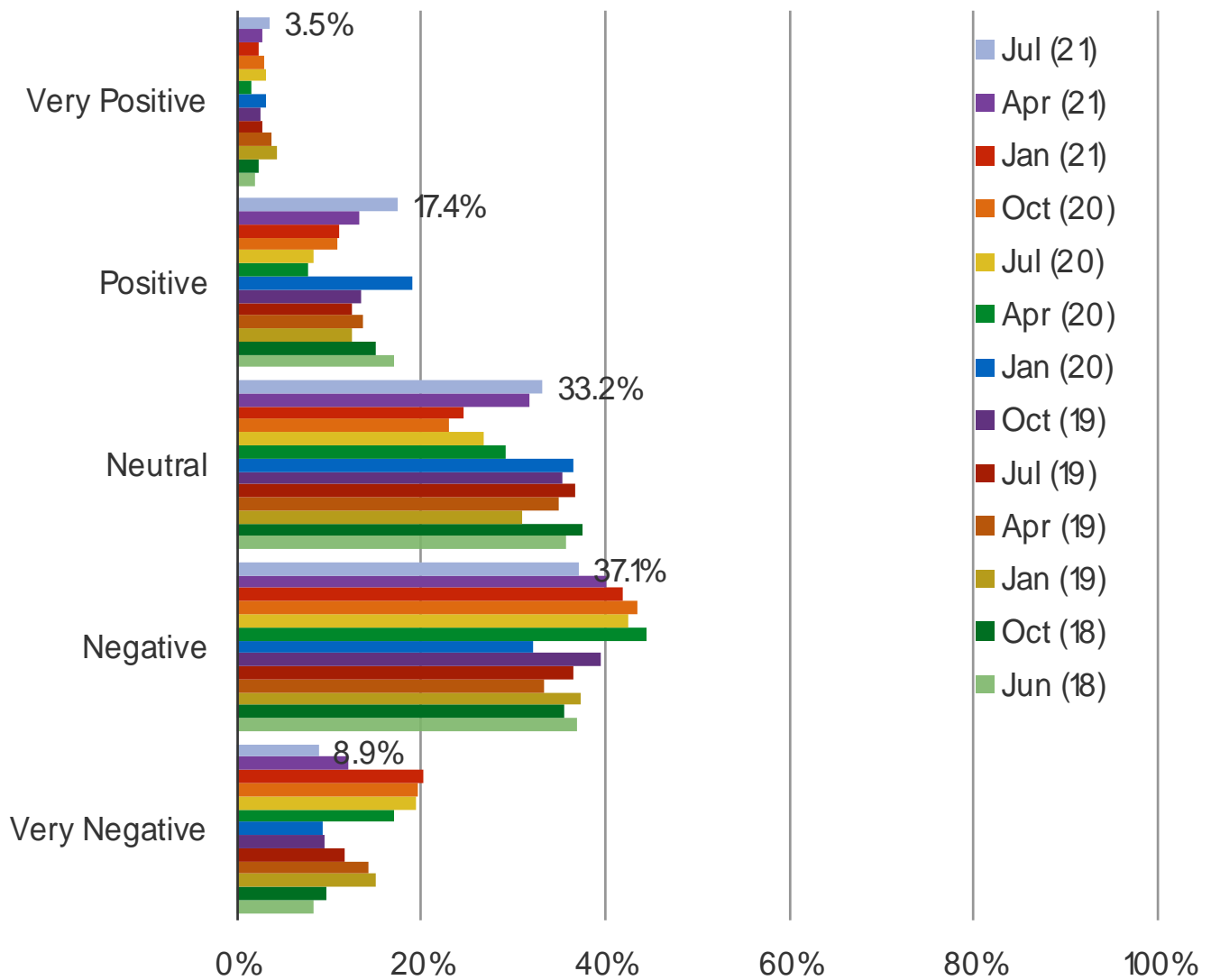


Macro

MACRO

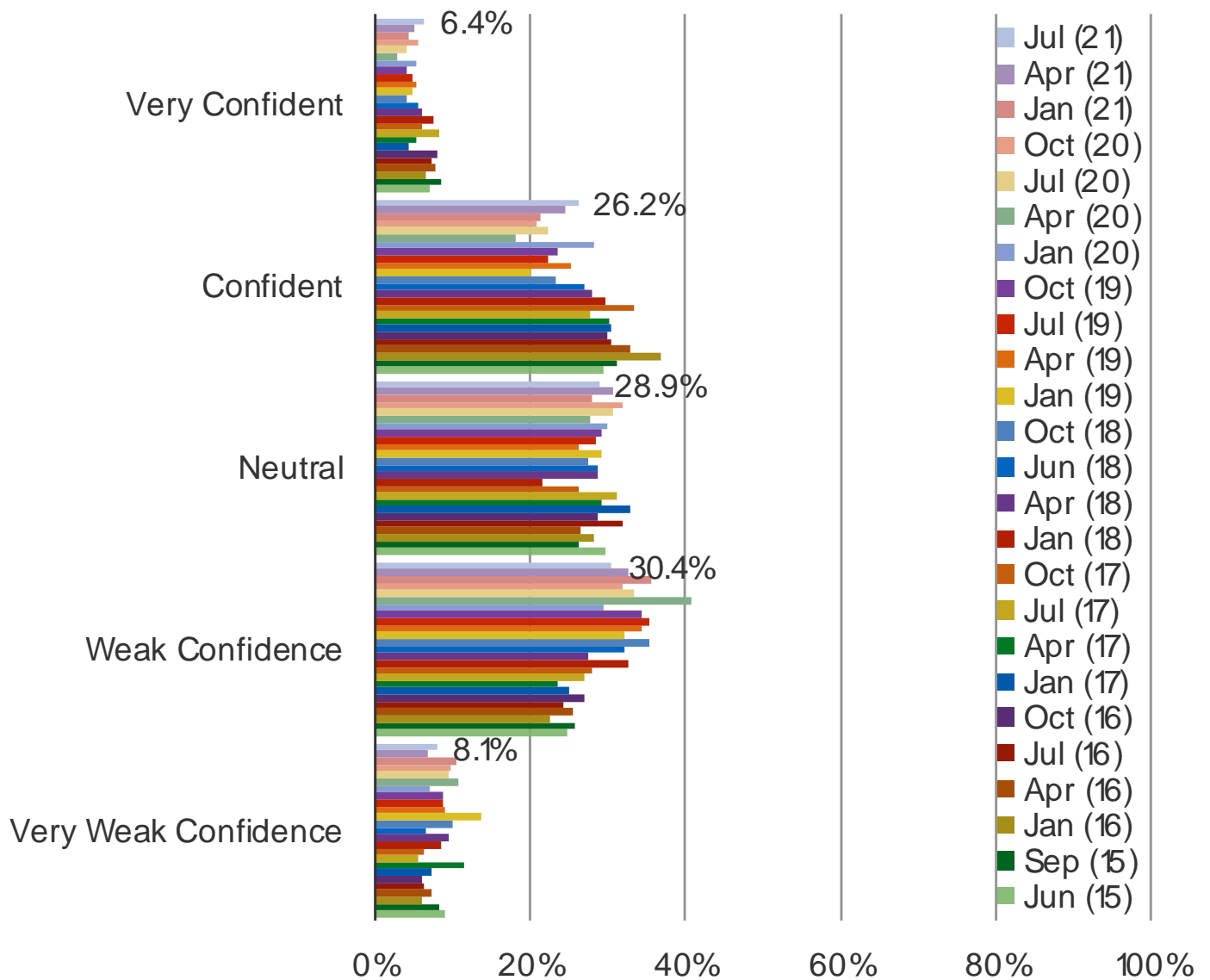
HOW DO YOU CURRENTLY FEEL ABOUT THE ECONOMY IN GENERAL?

This question was posed to all respondents.



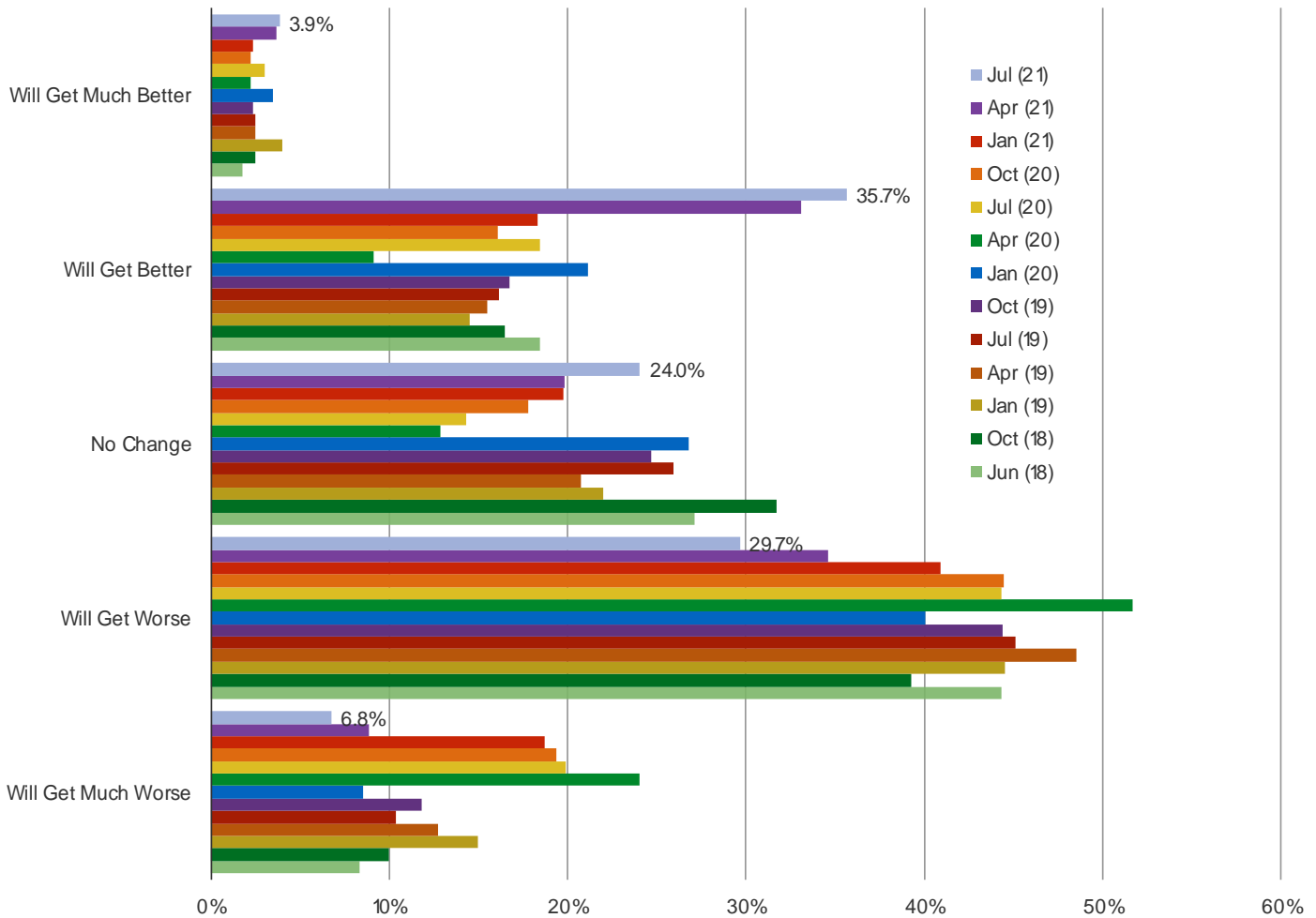
HOW CONFIDENT DO YOU CURRENTLY FEEL ABOUT SPENDING MONEY?

This question was posed to all respondents.



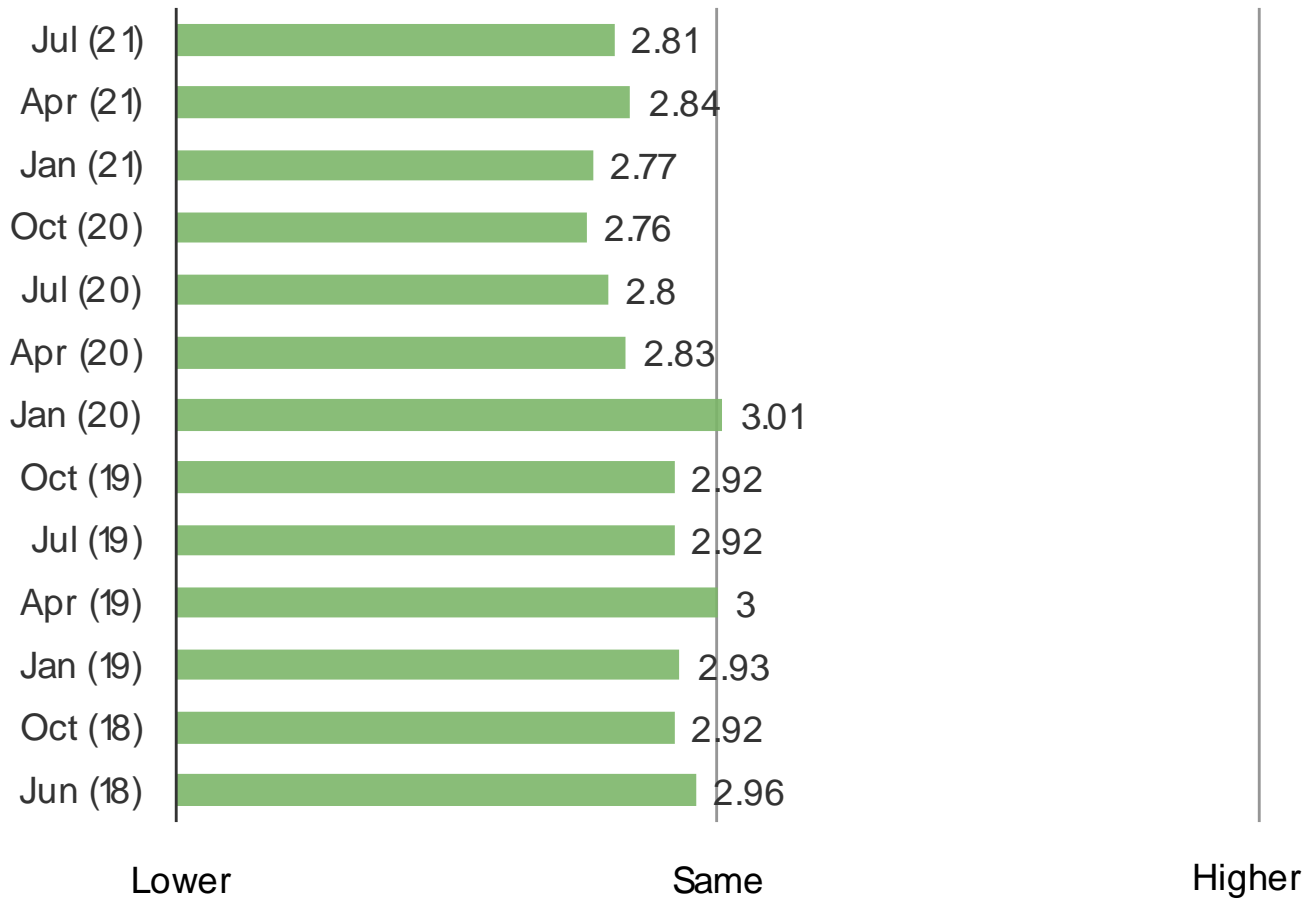
HOW DO YOU THINK THE ECONOMY WILL FARE OVER THE NEXT 12 MONTHS?

This question was posed to all respondents.



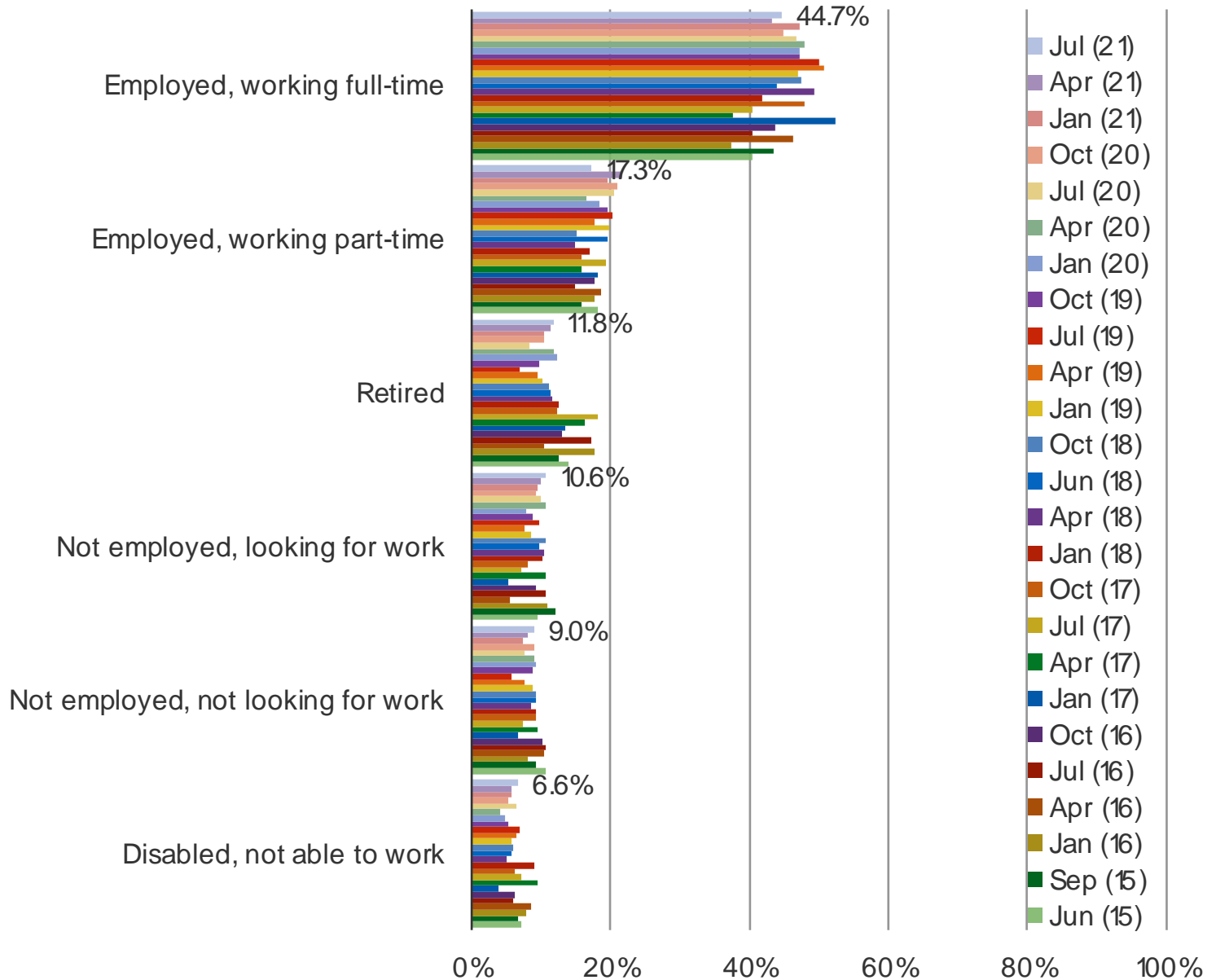
IS YOUR HOUSEHOLD INCOME HIGHER OR LOWER COMPARED TO A YEAR AGO?

This question was posed to all respondents.



WHAT IS YOUR CURRENT EMPLOYMENT STATUS?

This question was posed to all respondents.



HAVE YOU NOTICED ANY CHANGES IN GAS PRICES RECENTLY?

This question was posed to all respondents.

