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# **US MONTHLY UPDATE COVID-19 AND CONSUMER ACTIVITY**

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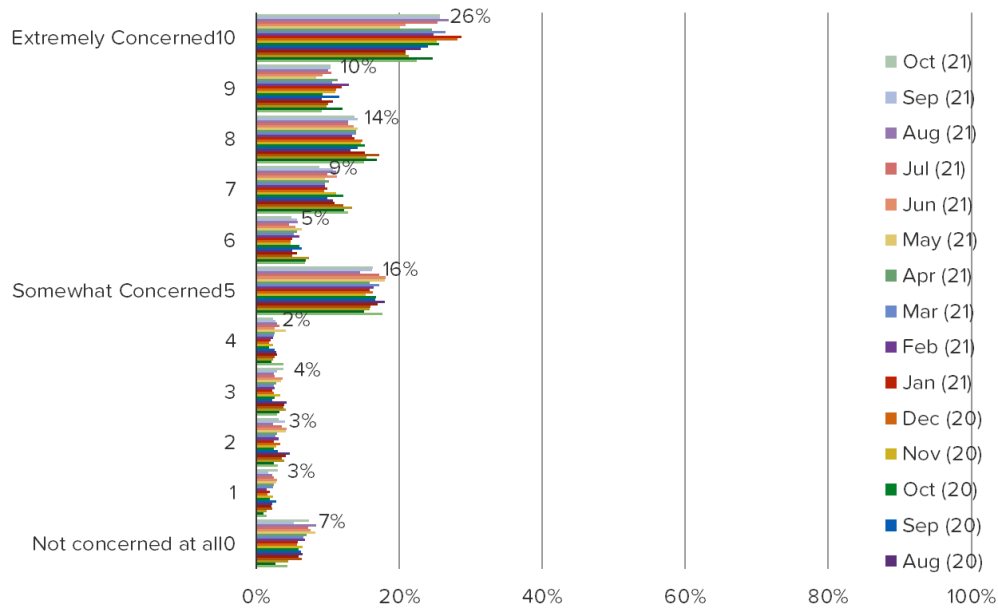
**October 2021**

**BESPOKE MARKET INTELLIGENCE**

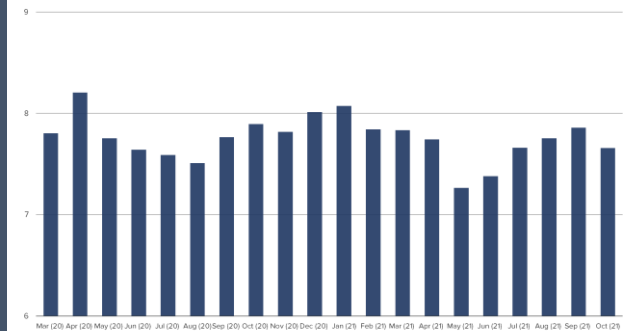
Please rate your level of concern with the Coronavirus (also being referred to as Covid-19 or the Novel Coronavirus).

POSED TO ALL RESPONDENTS

Full Breakdown

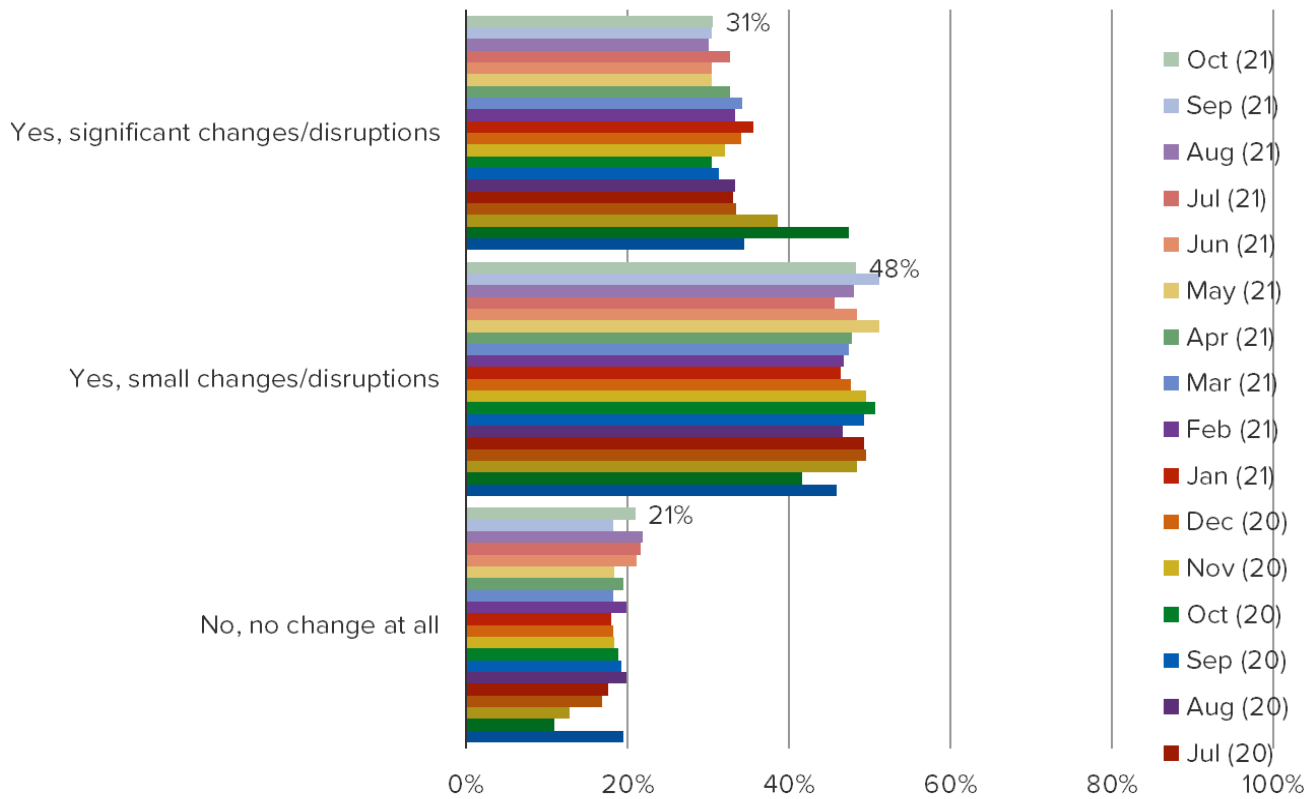


Weighted Average



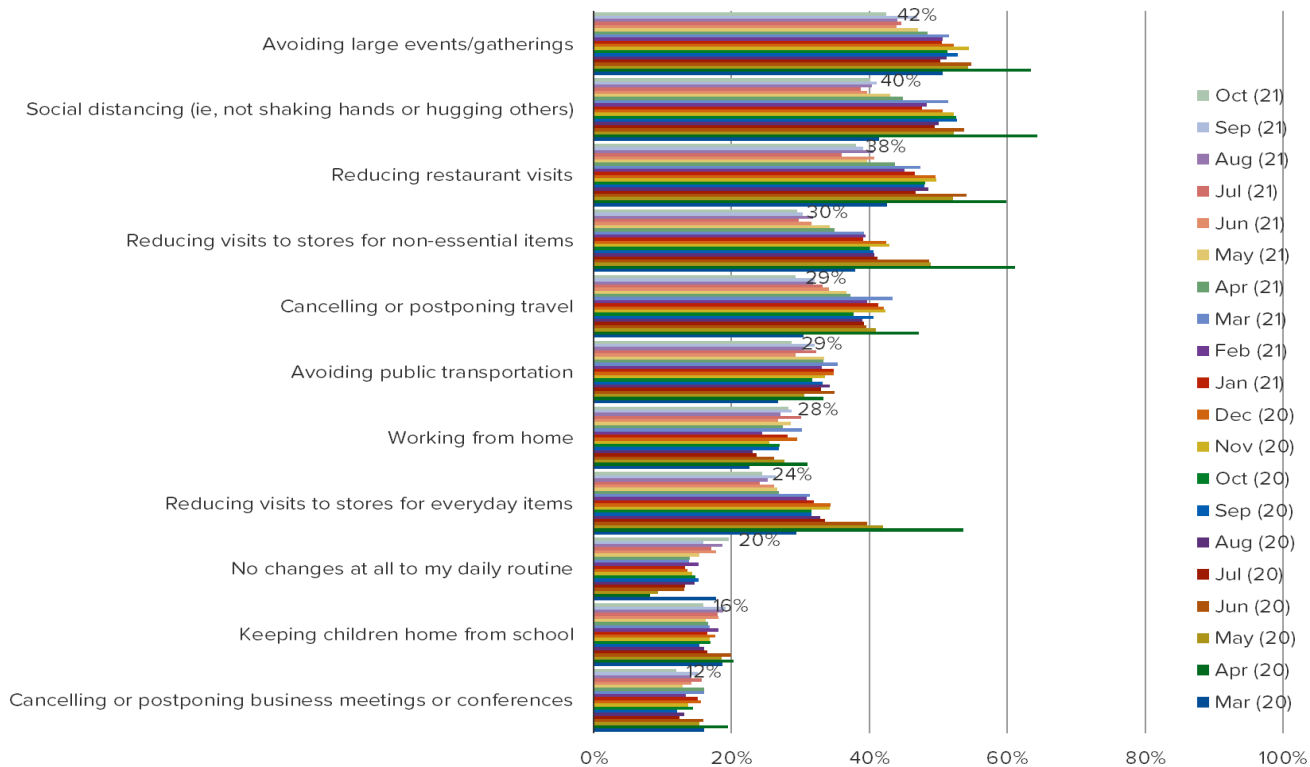
Has the Coronavirus / Covid-19 caused any change or disruption to your life?

POSED TO ALL RESPONDENTS



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

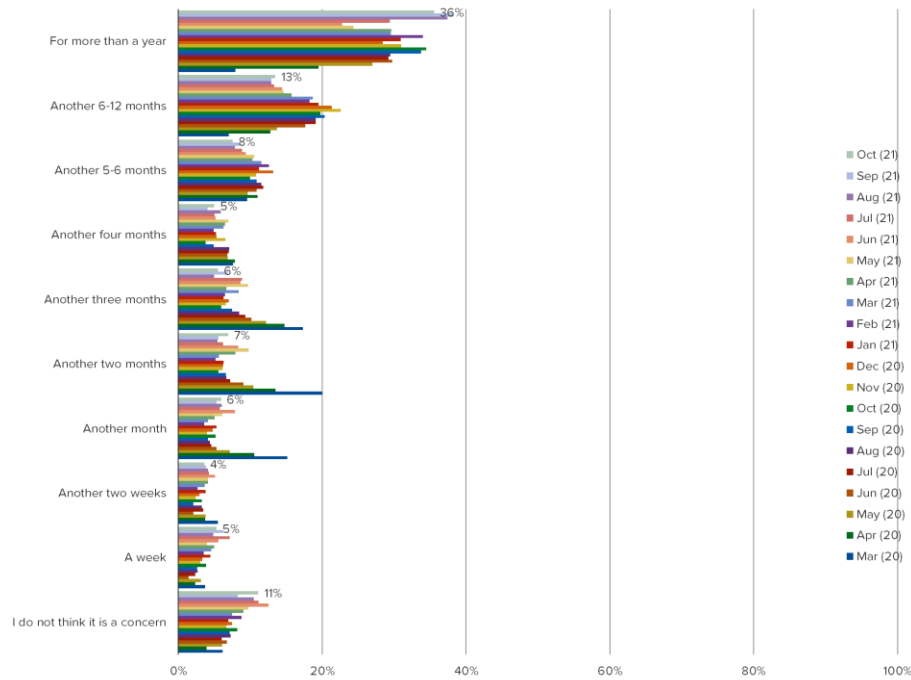
POSED TO ALL RESPONDENTS



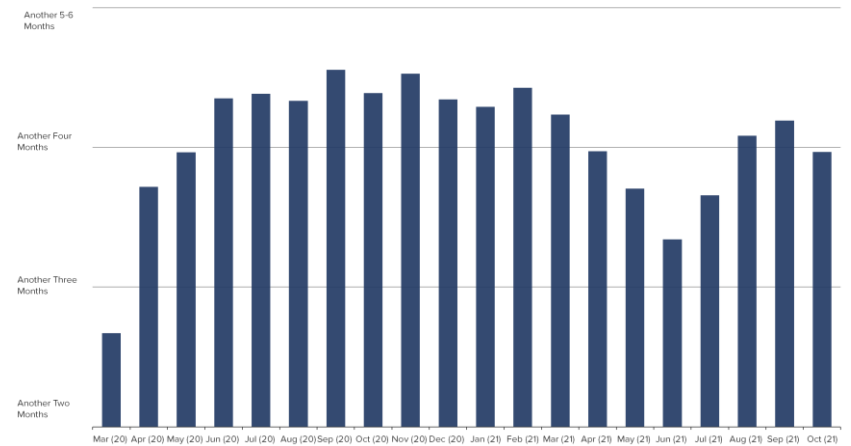
For how long do you anticipate Coronavirus will be a concern?

POSED TO ALL RESPONDENTS

Full Breakdown

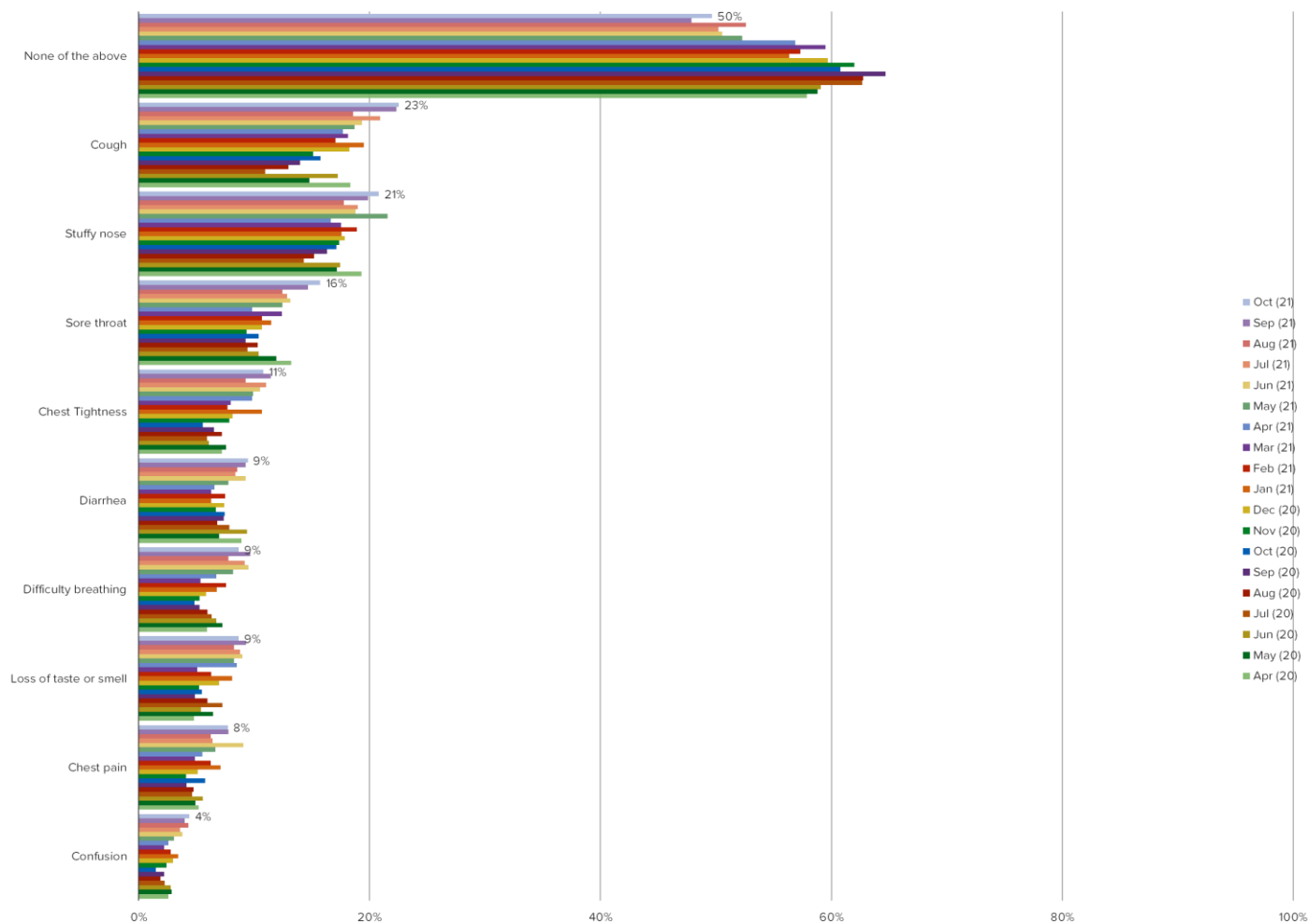


Weighted Average

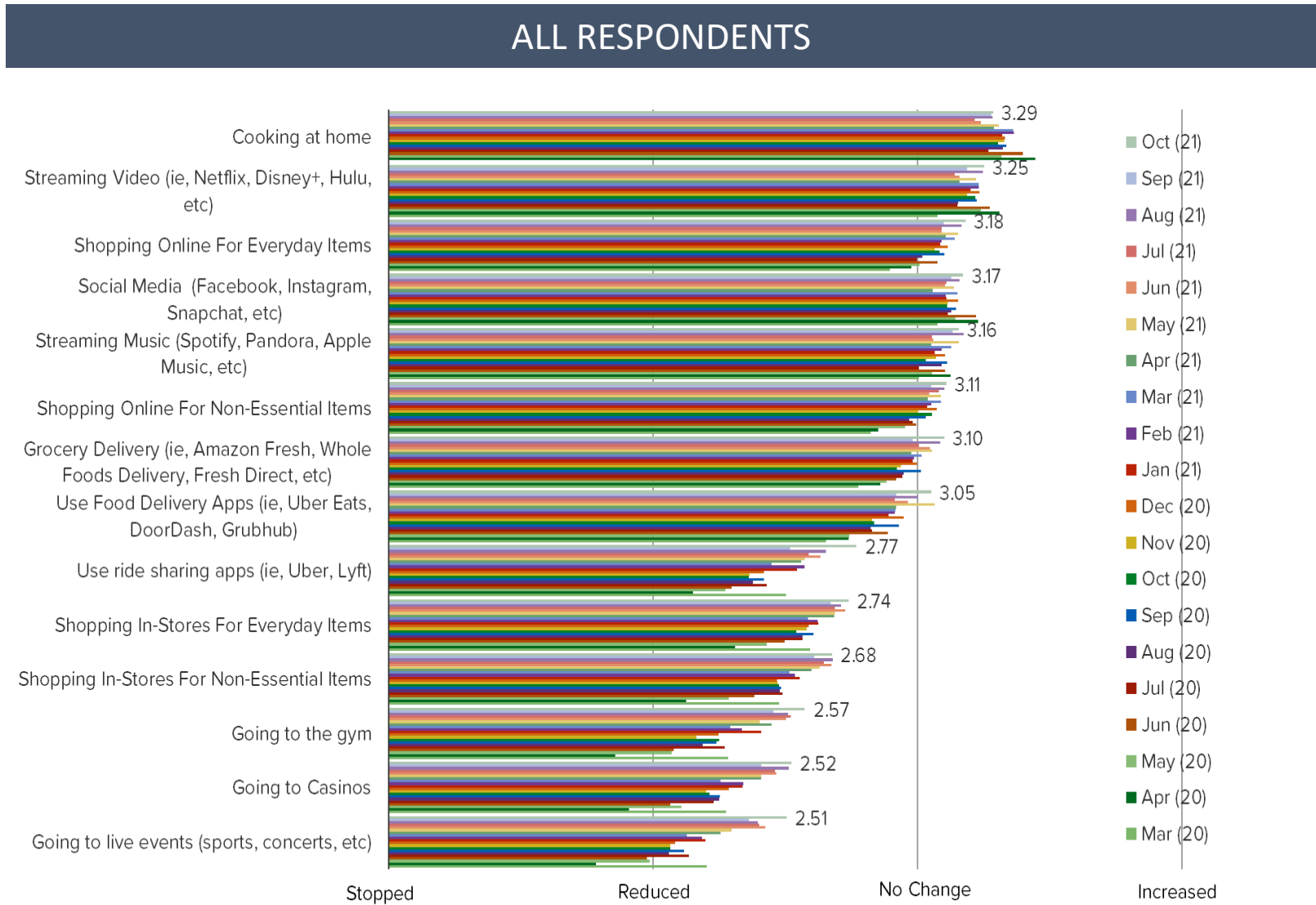


## Do you currently have any of the following?

### ALL RESPONDENTS

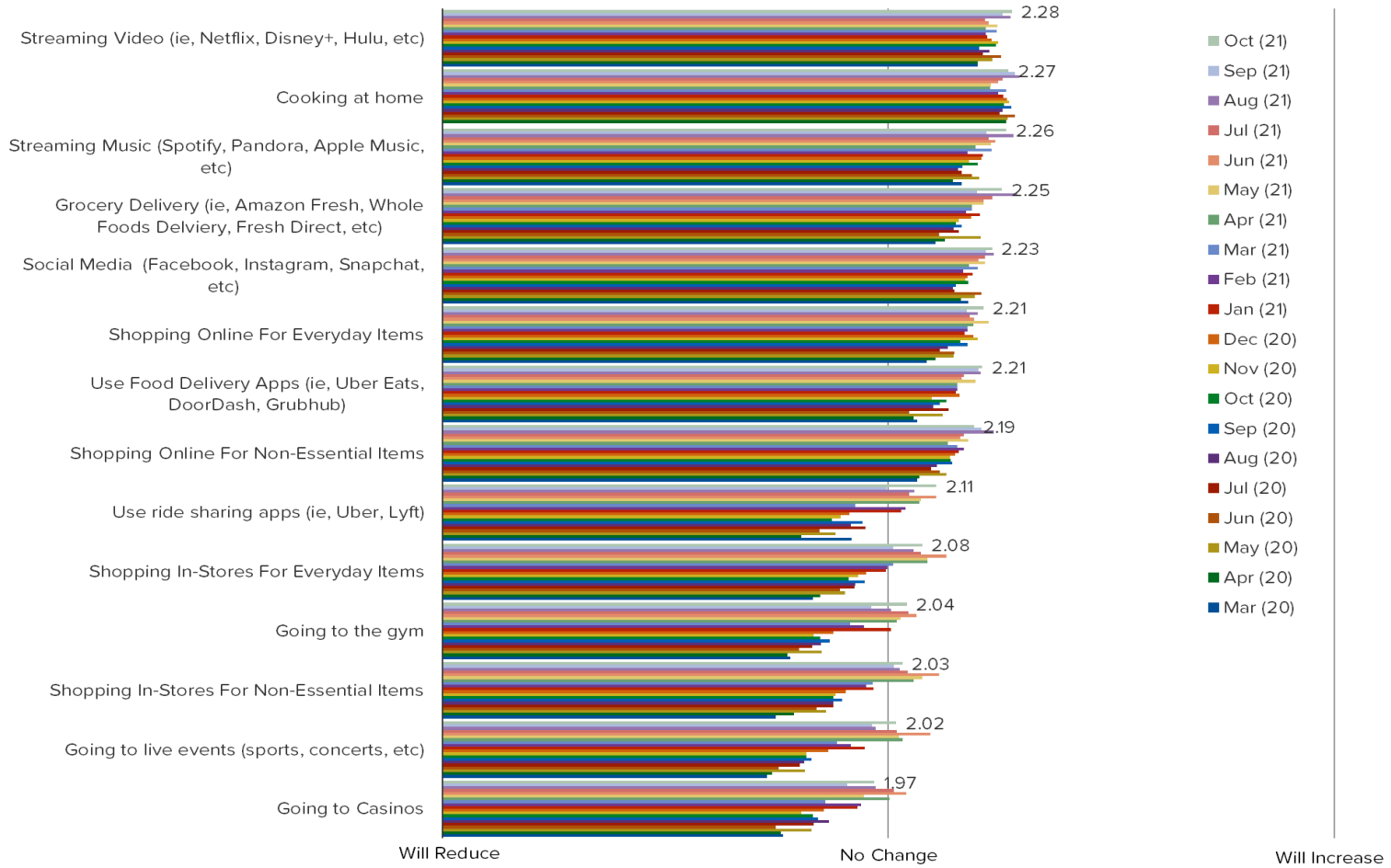


## Have you changed any of the following because of COVID? (Posed to All Respondents)



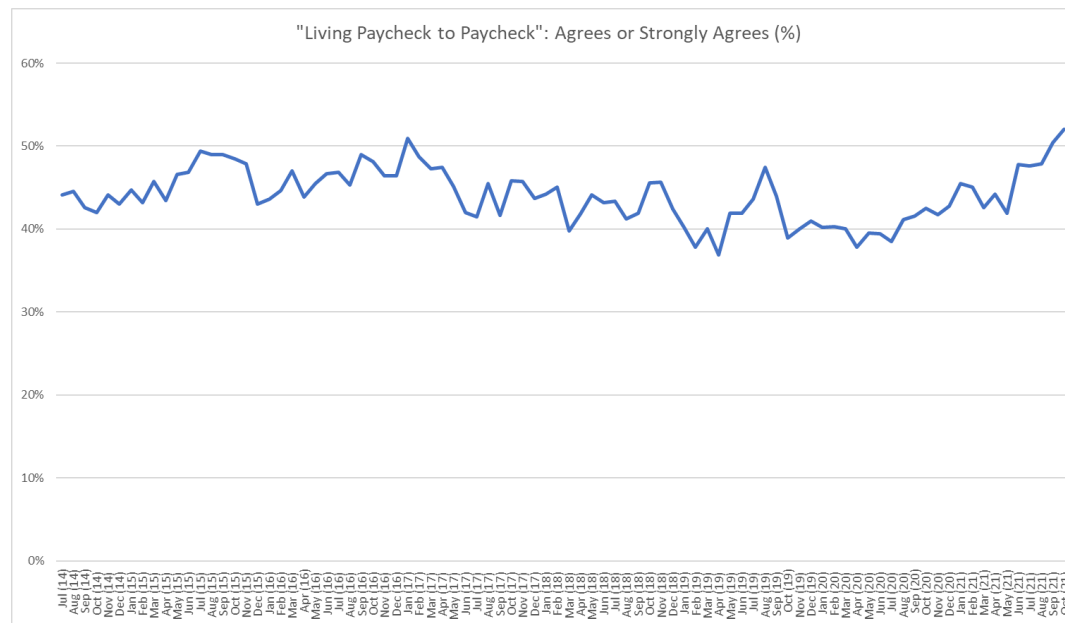
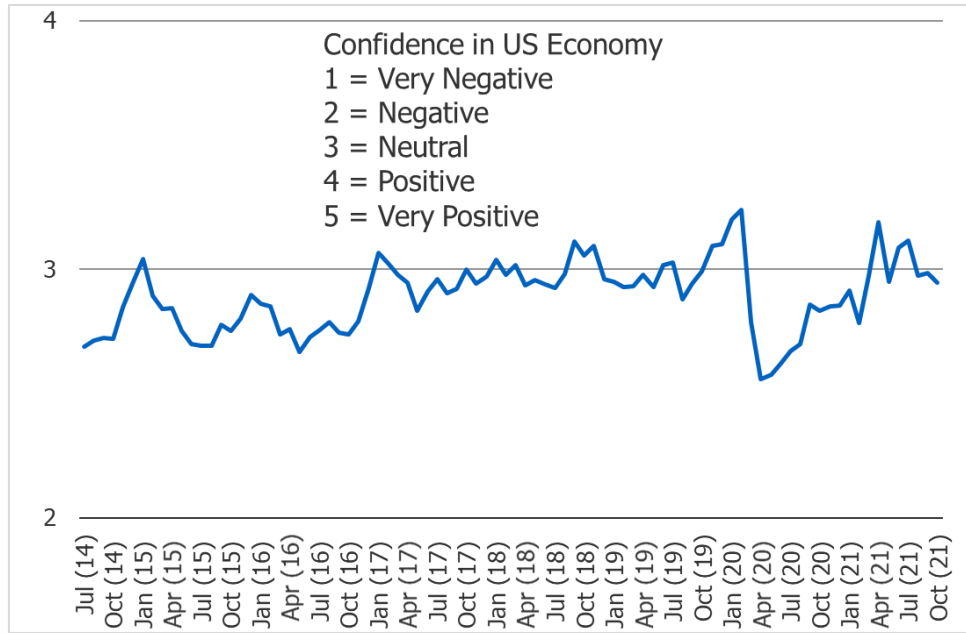
Going forward, do you expect to do the following more or less often than normal because of COVID and its impact to your life / the economy?

ALL RESPONDENTS

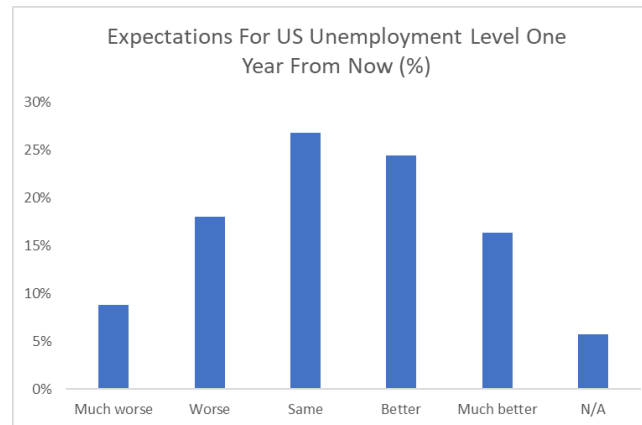
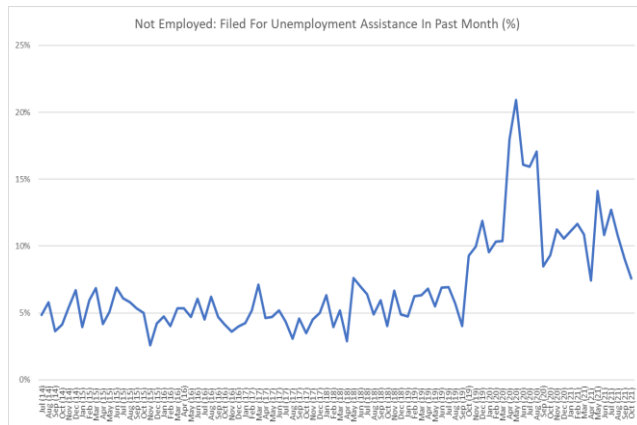
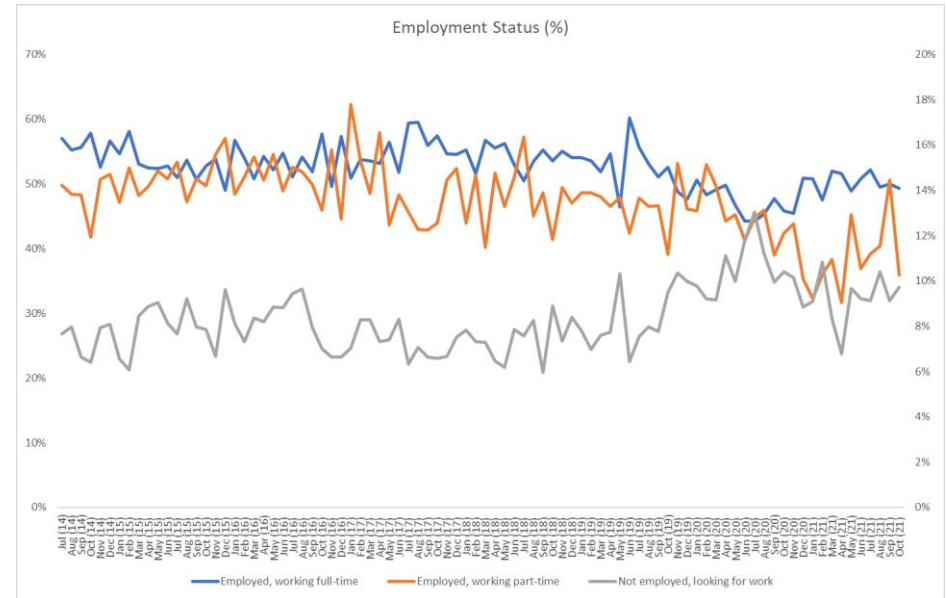
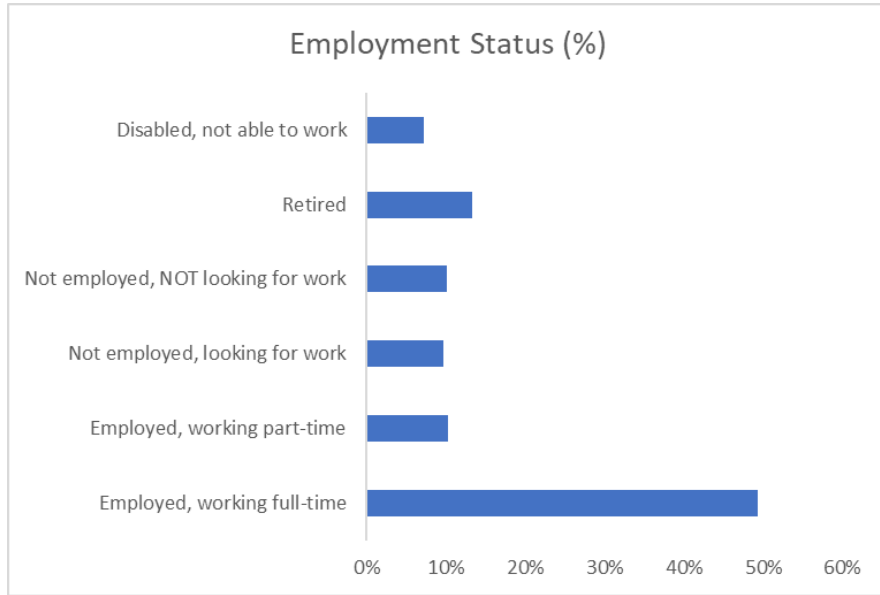




## Consumer Confidence

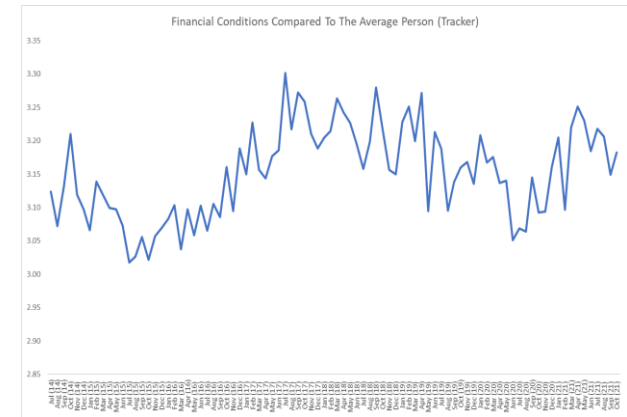
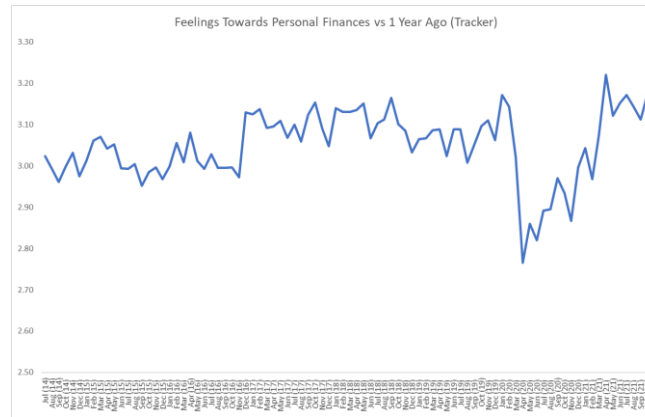
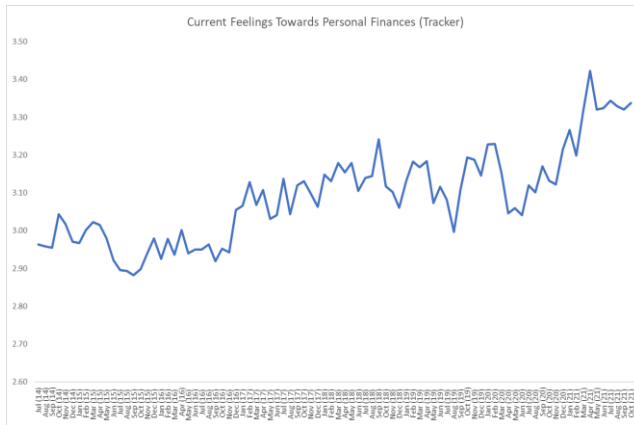
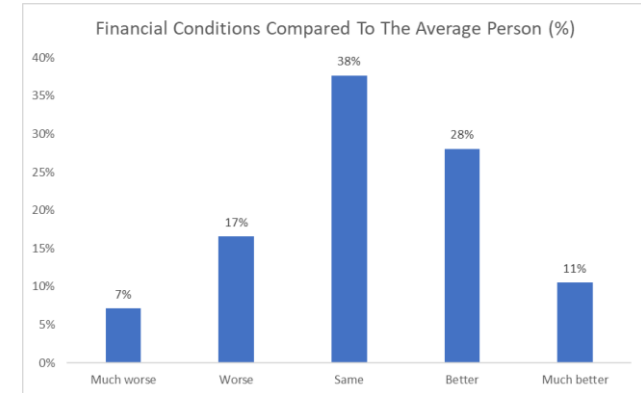
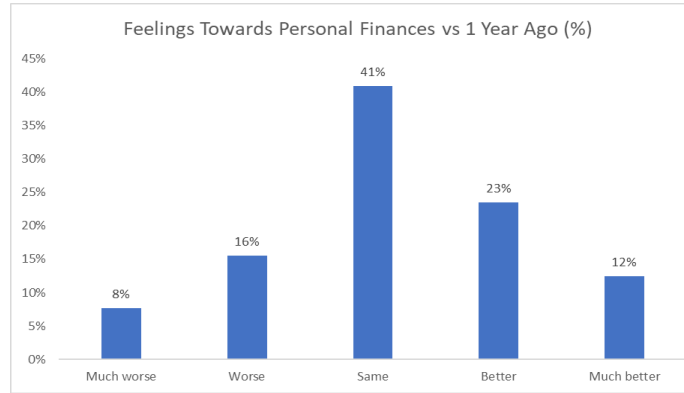
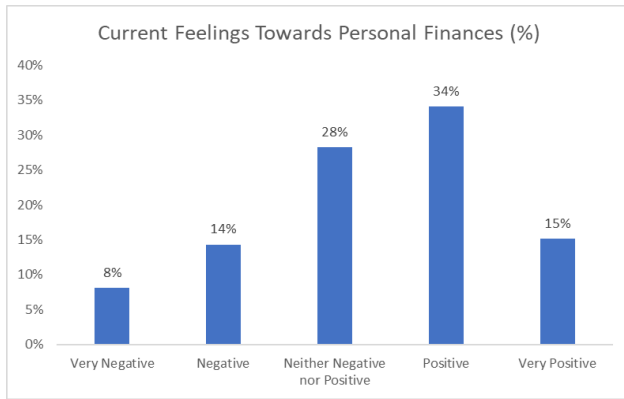


## Employment



- 1 = Much Worse
- 2 = Worse
- 3 = Same
- 4 = Better
- 5 = Much Better

## Personal Finances



Answer Key For Weighted Avg.

- 1 = Very Negative
- 2 = Negative
- 3 = Neither negative nor positive
- 4 = Positive
- 5 = Very Positive

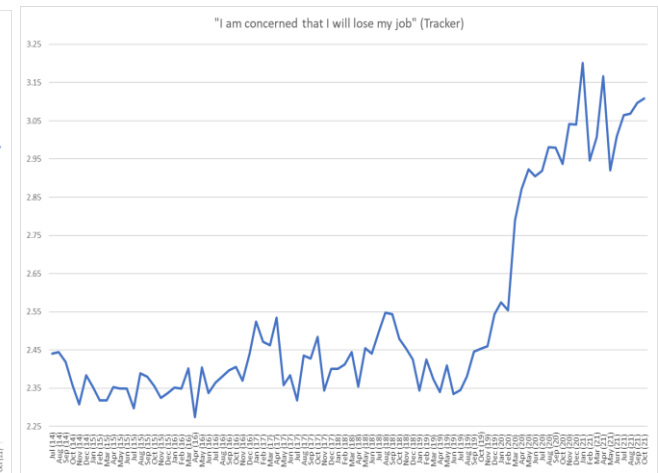
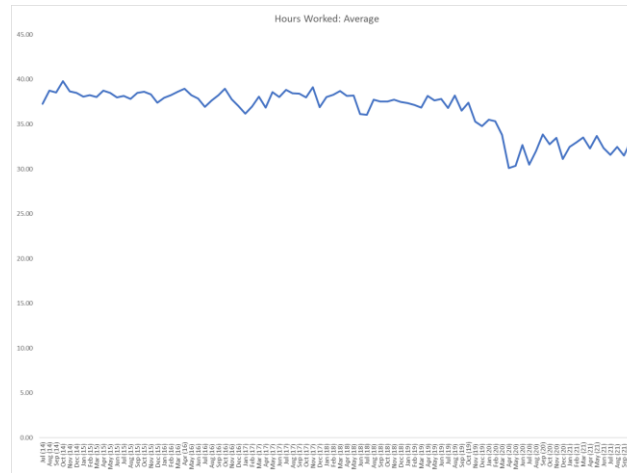
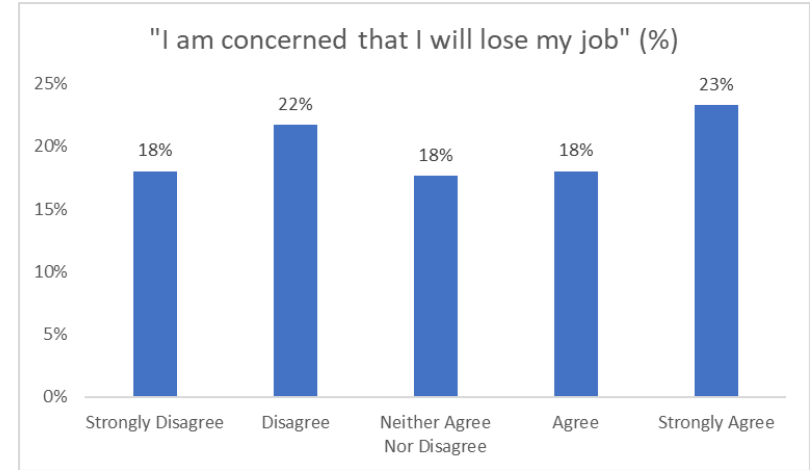
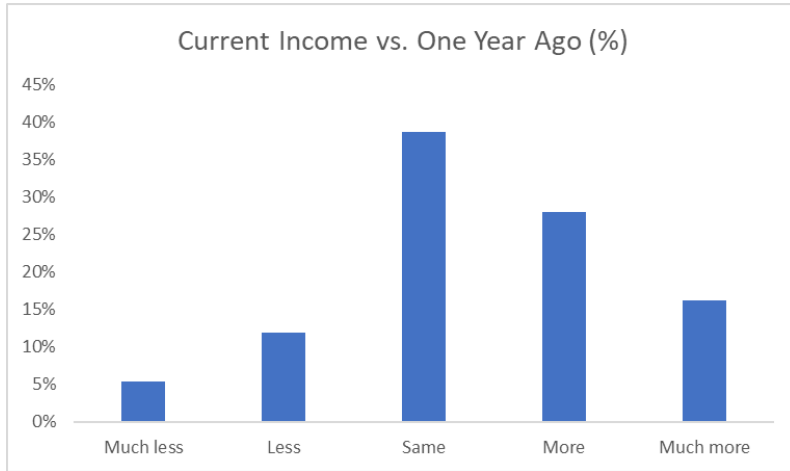
Answer Key For Weighted Avg.

- 1 = Much Worse
- 2 = Worse
- 3 = Same
- 4 = Better
- 5 = Much Better

Answer Key For Weighted Avg.

- 1 = Much Worse
- 2 = Worse
- 3 = Same
- 4 = Better
- 5 = Much Better

## Income and Job Security



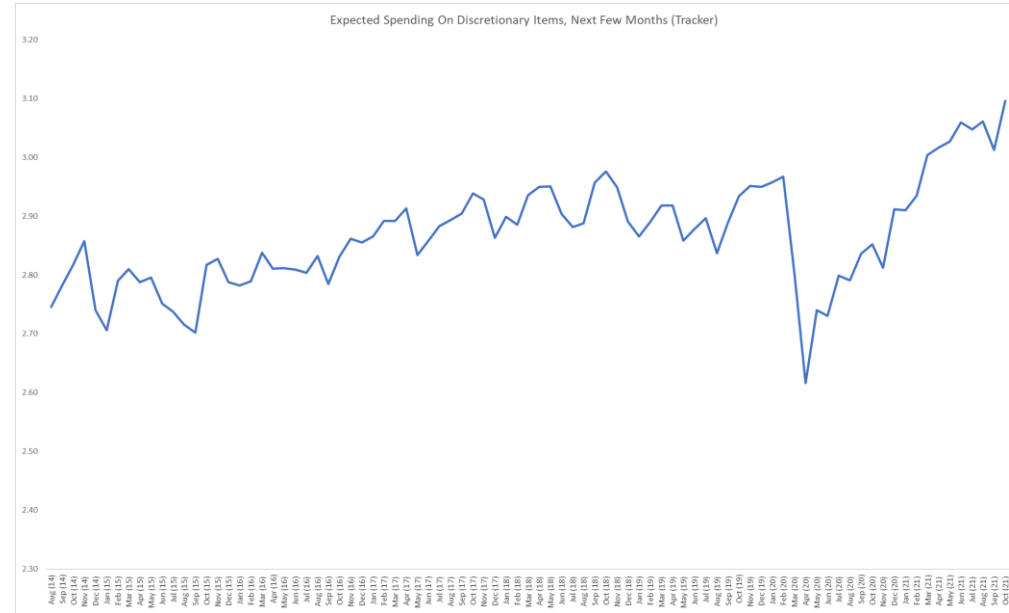
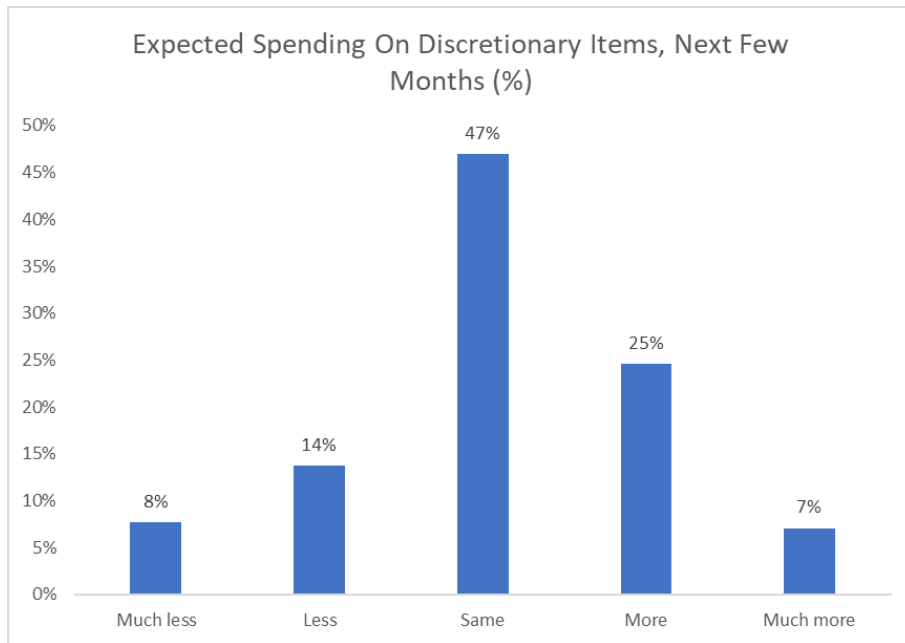
Answer Key For Weighted Avg.

- 1 = Much Less
- 2 = Less
- 3 = Same
- 4 = More
- 5 = Much More

Answer Key For Weighted Avg.

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neither Agree nor Disagree
- 4 = Agree
- 5 = Strongly Agree

## Discretionary Spending Plans

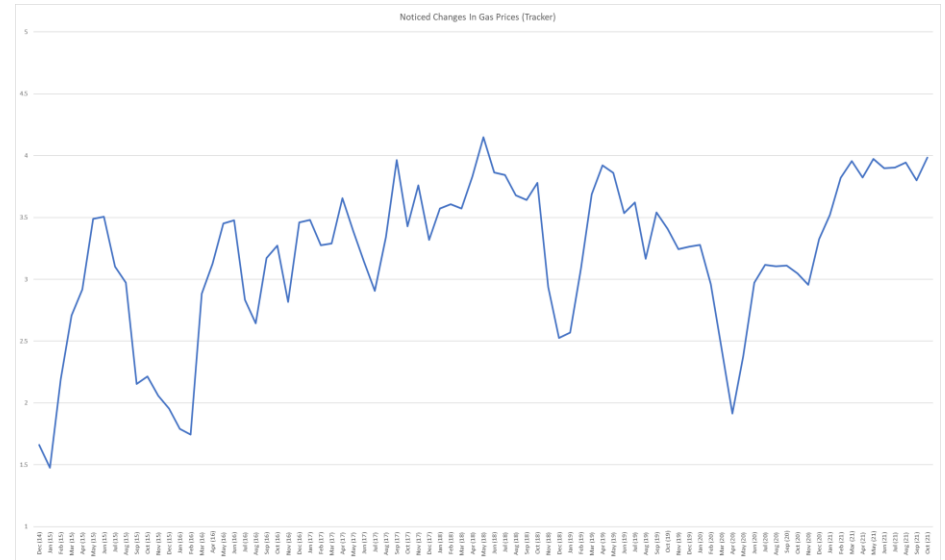
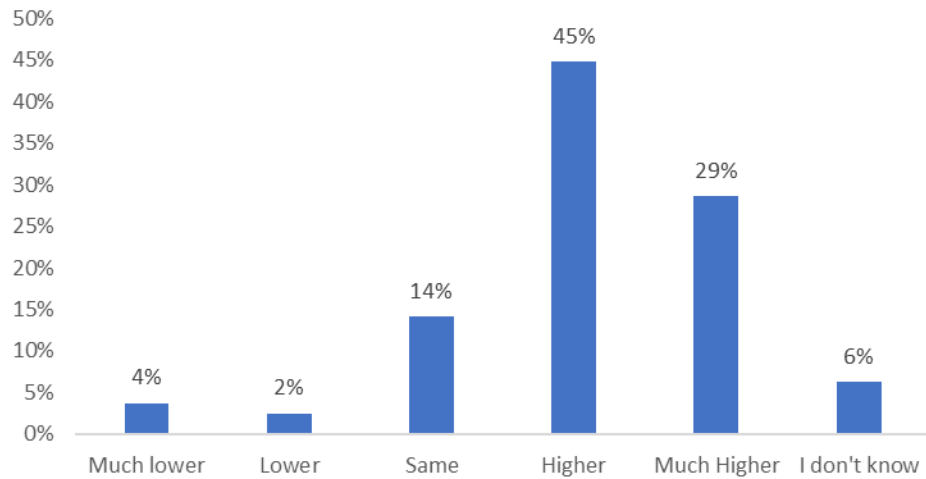


Answer Key For Weighted Avg.

- 1 = Much Less
- 2 = Less
- 3 = Same
- 4 = More
- 5 = Much More

## Gas and Broad Prices

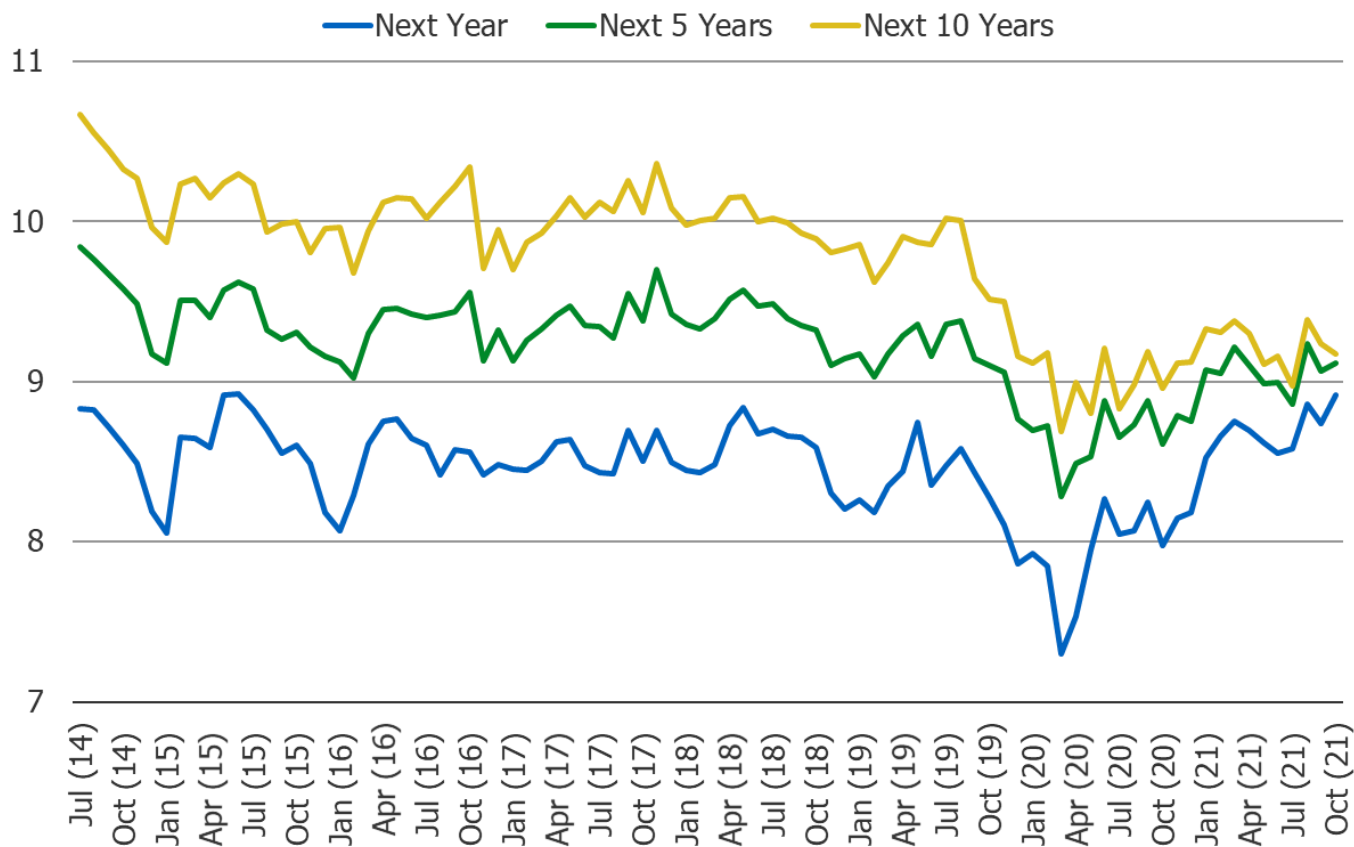
Noticed Changes In Gas Prices (21)



Answer Key For Weighted Avg.

- 1 = Much Lower
- 2 = Lower
- 3 = Same
- 4 = Higher
- 5 = Much Higher

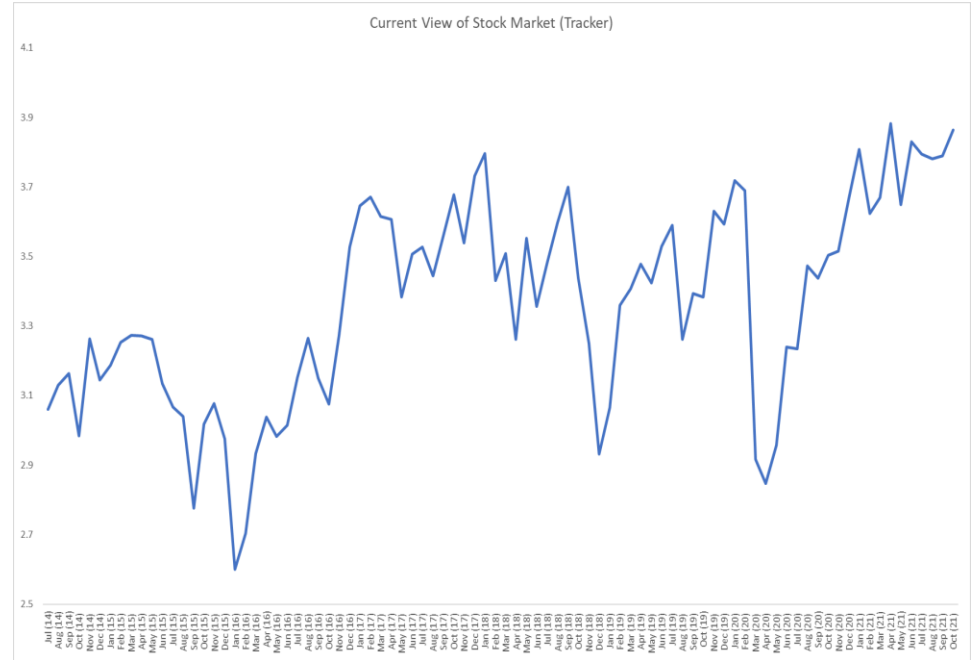
How do you think prices for most goods and services will change in the future? (In Next Year)



Answer Key For Weighted Avg.

- 1 = Down 15% or More
- 2 = Down 10-14%
- 3 = Down 6-9%
- 4 = Down 5%
- 5 = Down 3-4%
- 6 = Down 1-2%
- 7 = Same
- 8 = Up 1-2%
- 9 = Up 3-4%
- 10 = Up 5%
- 11 = Up 6-9%
- 12 = Up 10-14%
- 13 = Up 15% or more

Investor Stock Market View

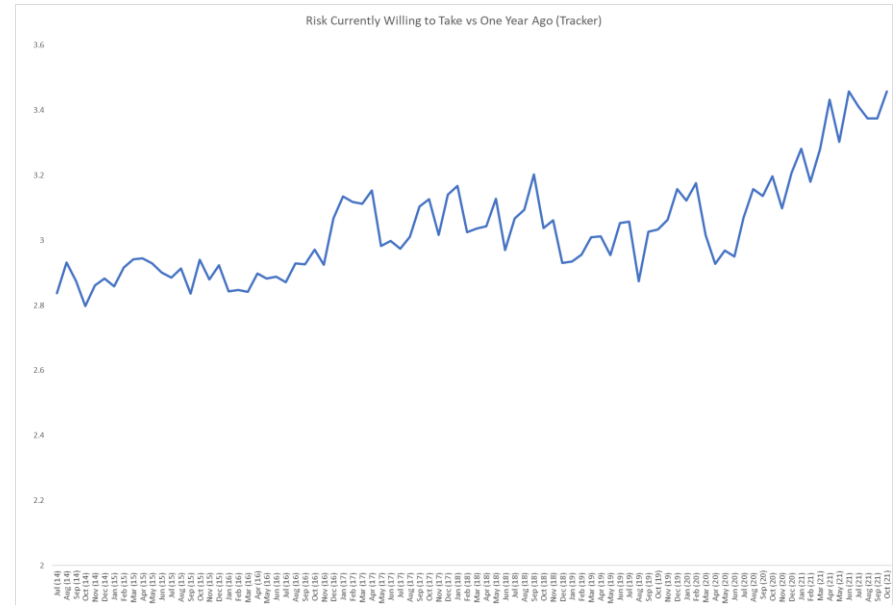
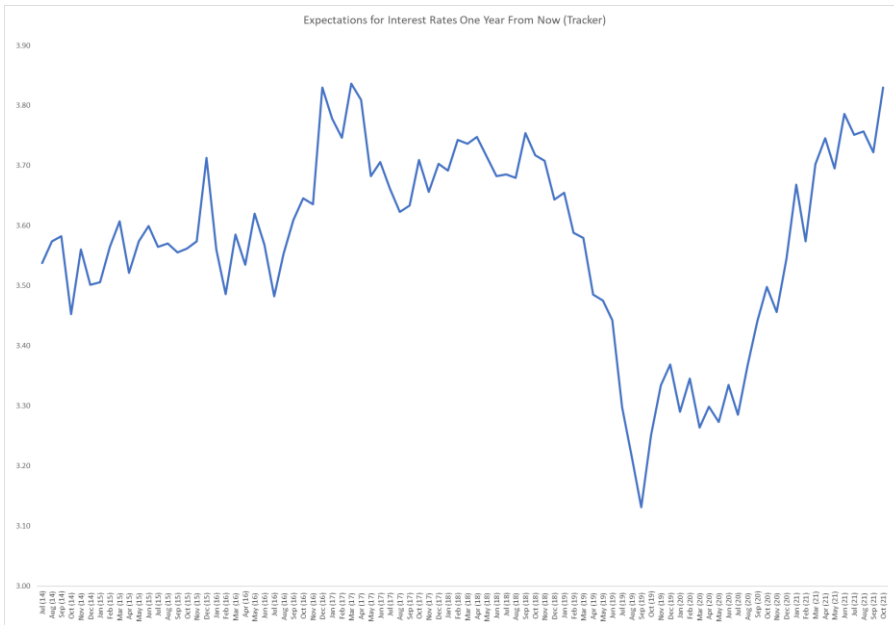
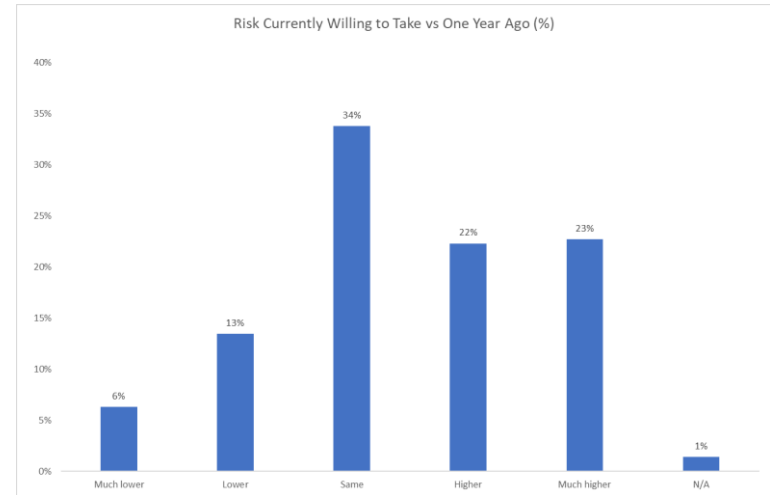
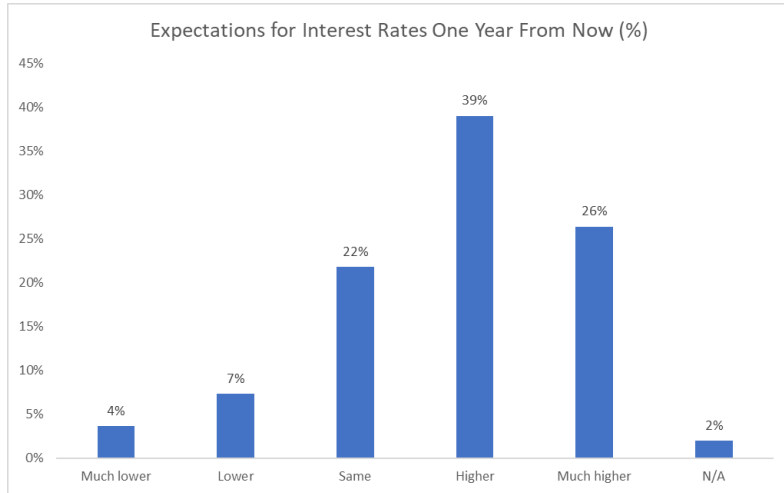


Answer Key For Weighted Avg.

- 1 = Very Negative
- 2 = Negative
- 3 = Neutral
- 4 = Positive
- 5 = Very Positive



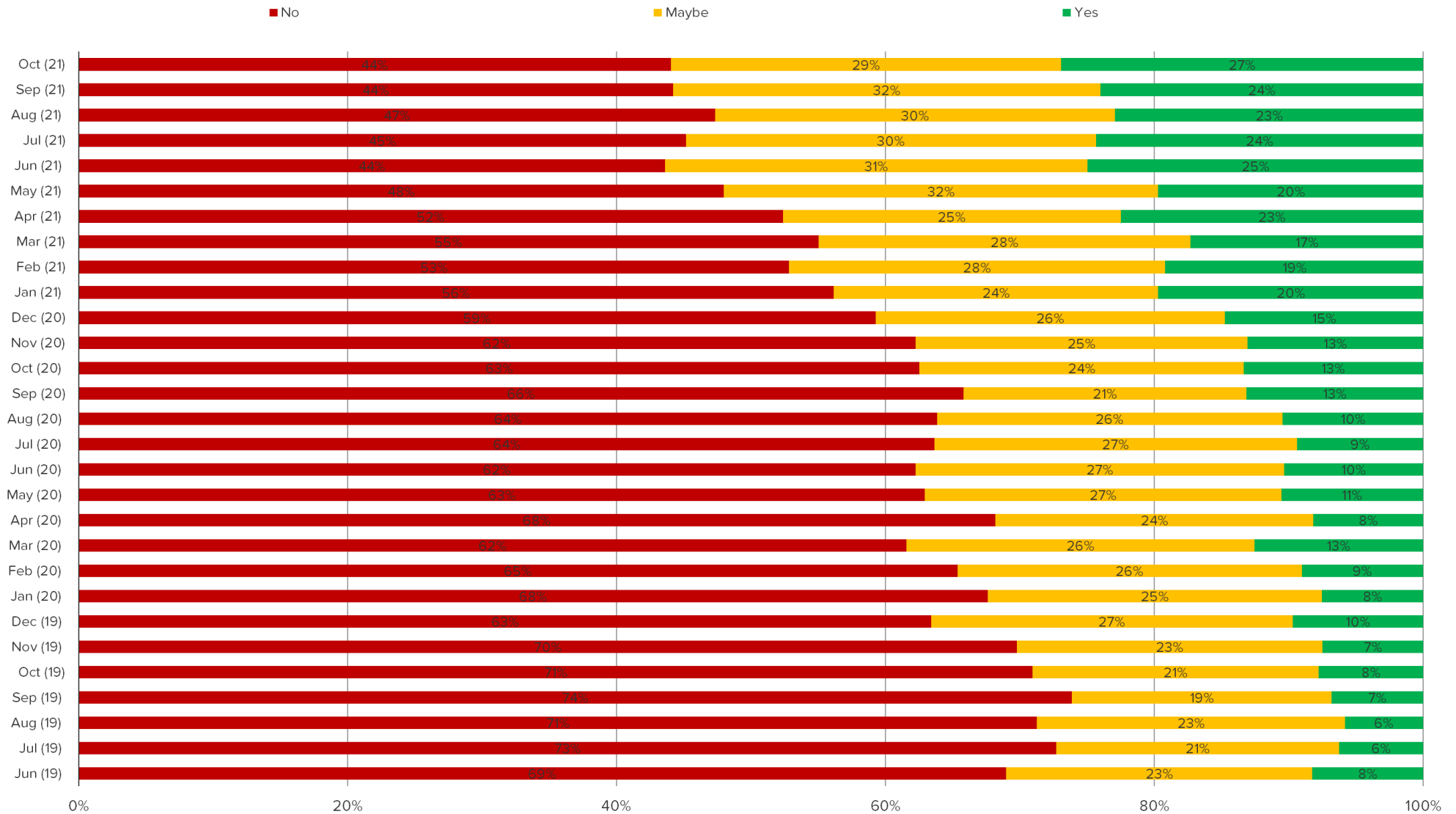
Investors: Interest Rates and Risk Tolerance



% of Consumers Aware of Bitcoin



## Among those aware of Bitcoin: Are you interested in buying Bitcoin?



## Among those aware of Bitcoin: Do you think Bitcoin would be a good or bad investment right now?

