

Bespoke Market Intelligence

Monthly Update
Macro, Covid, Behavioral Changes, etc

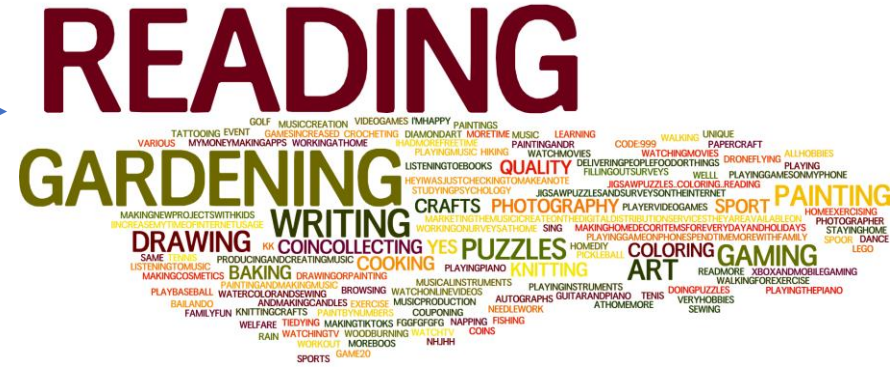
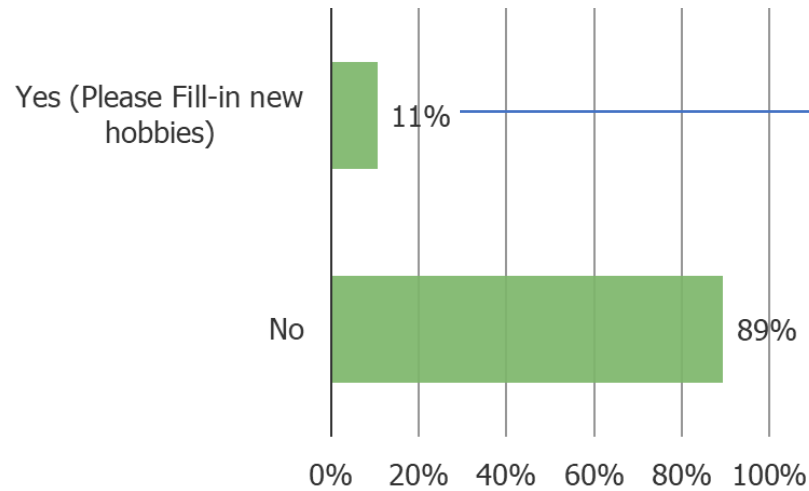
December 2021

BESPOKE MARKET INTELLIGENCE

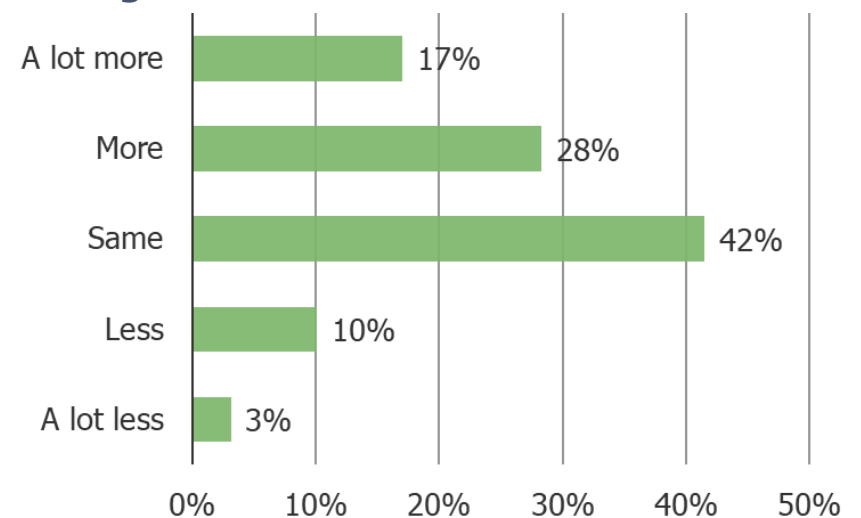
Behavioral Changes

Did you increase the amount of time you spent doing any hobbies that you had already been doing before the pandemic?

Posed to all respondents.



Going forward over the next 12 months, how often will you do this hobby compared to the amount you are doing it now?



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Thinking about these hobbies that you picked up or increased doing during the pandemic – what would make you start to do this hobby less?

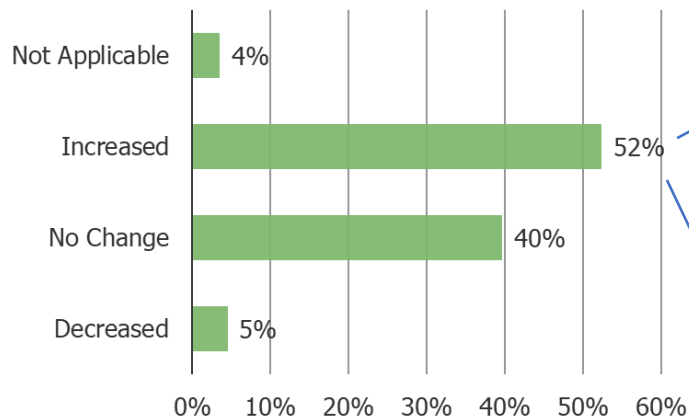
Posed to respondents who picked up a new hobby or increased engagement with an old hobby during the pandemic.



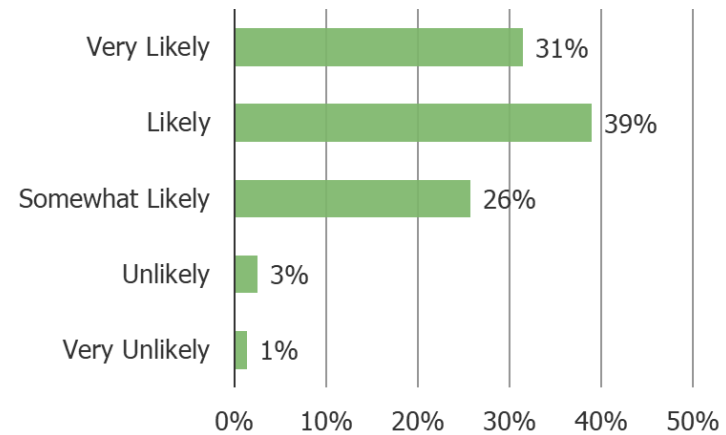
Cooking at Home

Did you change how much you do the following during the pandemic?

Posed to all respondents.



How likely are you to stick with doing this as much as you are now over the course of the next year?



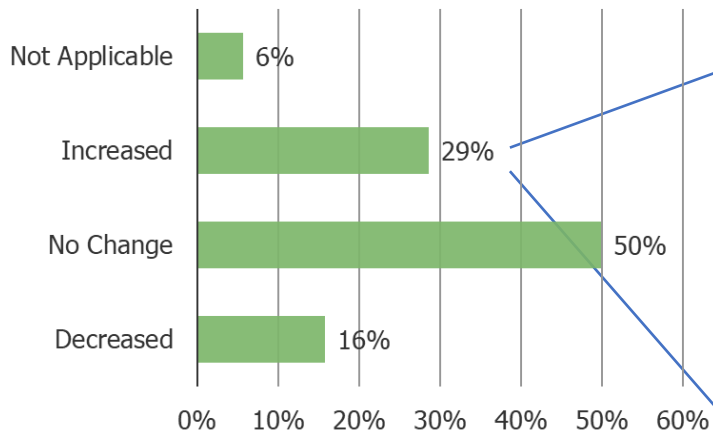
What would make you start doing it less? (optional)



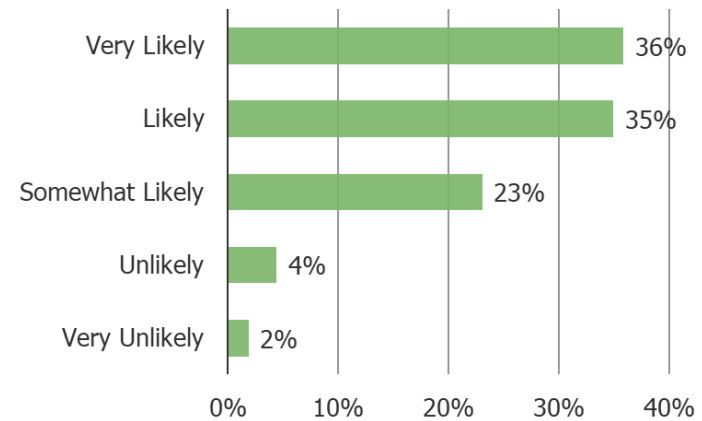
Being Active and Outdoors

Did you change how much you do the following during the pandemic?

Posed to all respondents.



How likely are you to stick with doing this as much as you are now over the course of the next year?



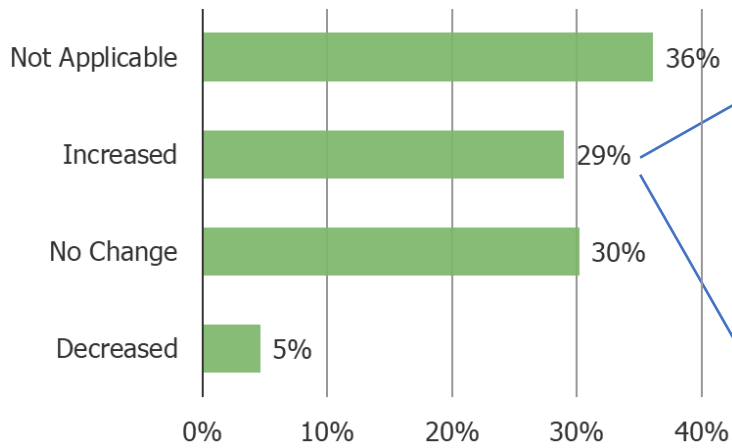
What would make you start doing it less? (optional)



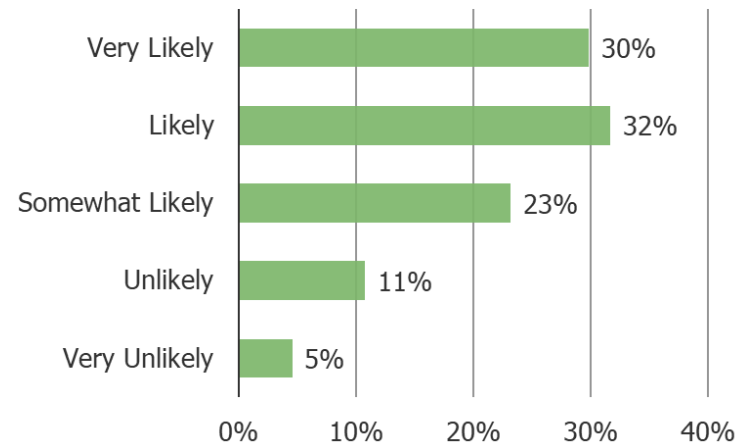
Working From Home

Did you change how much you do the following during the pandemic?

Posed to all respondents.



How likely are you to stick with doing this as much as you are now over the course of the next year?



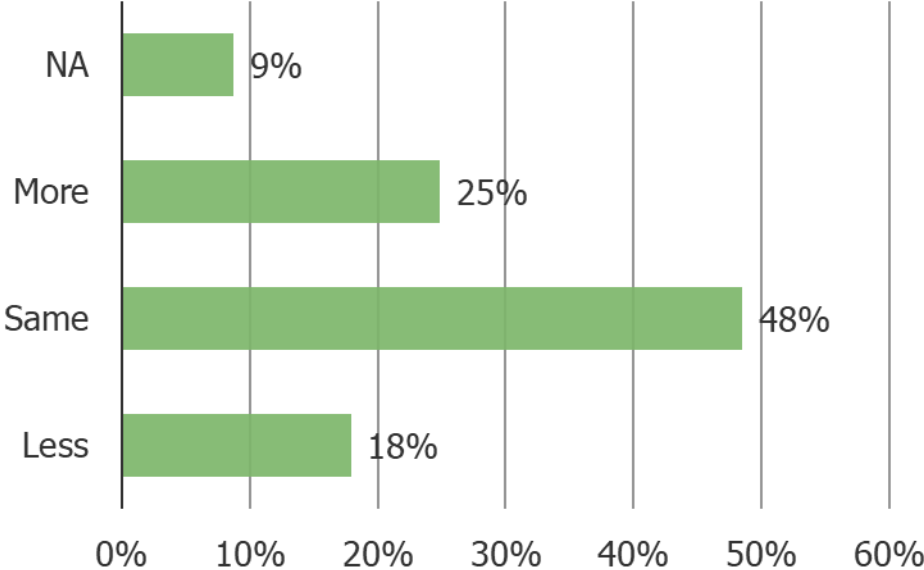
What would make you start doing it less? (optional)



Have you been doing any of the following more or less often compared to normal during the past month?

Posed to all respondents.

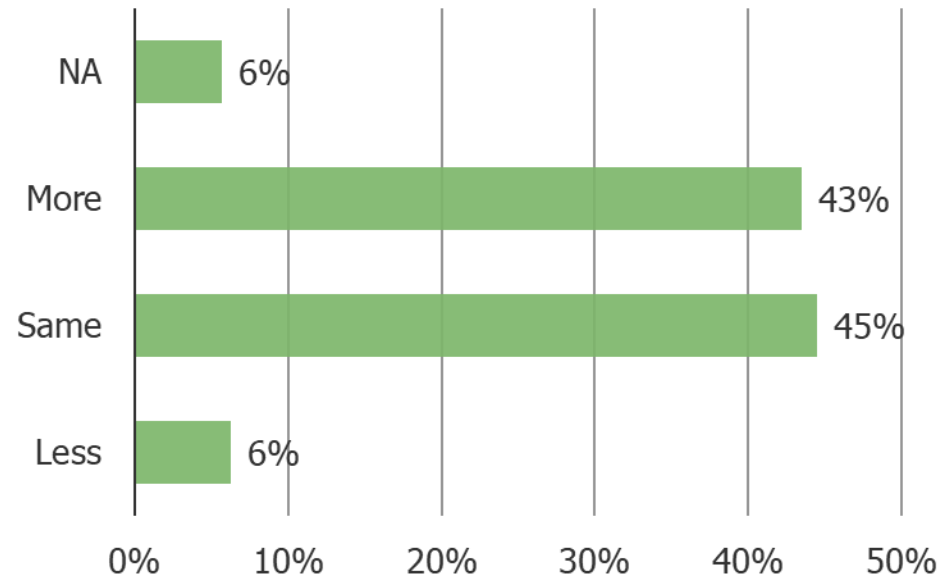
Being Active and Spending Time Outdoors



Have you been doing any of the following more or less often compared to normal during the past month?

Posed to all respondents.

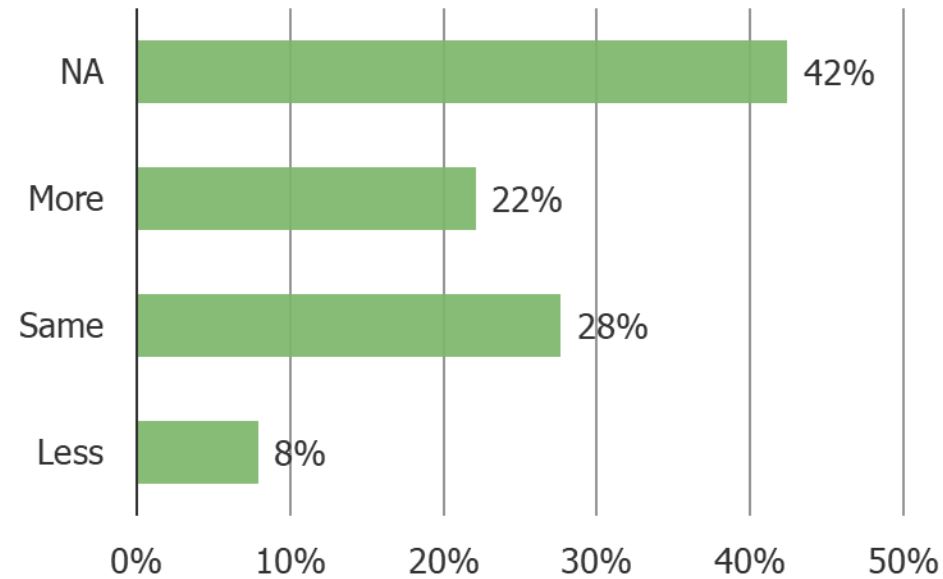
Cooking At Home



Have you been doing any of the following more or less often compared to normal during the past month?

Posed to all respondents.

Working From Home



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Have you been doing any of the following more or less often compared to normal during the past month?

Posed to all respondents.

Buying Clothes

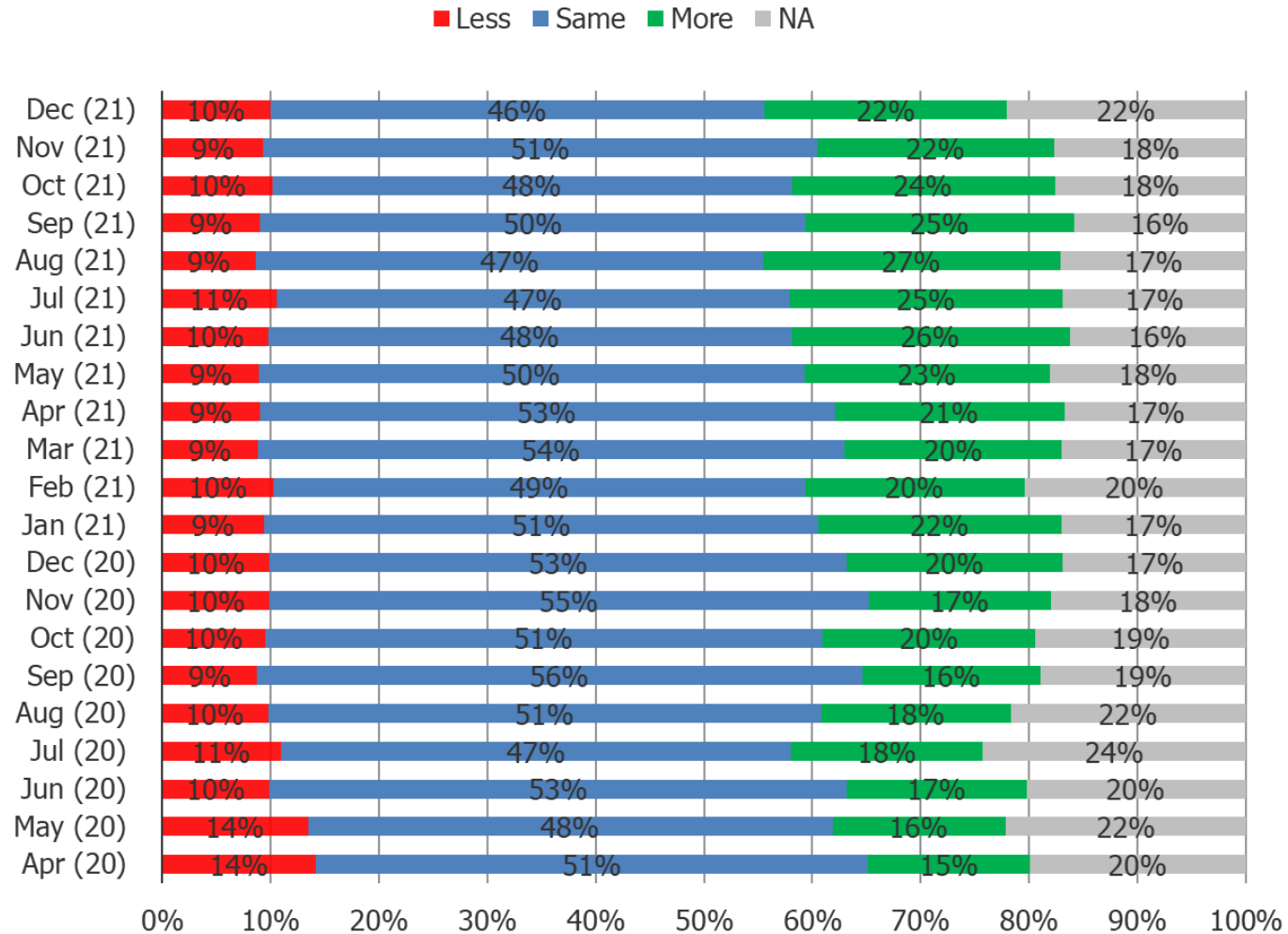


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Have you been doing any of the following more or less often compared to normal during the past month?

Posed to all respondents.

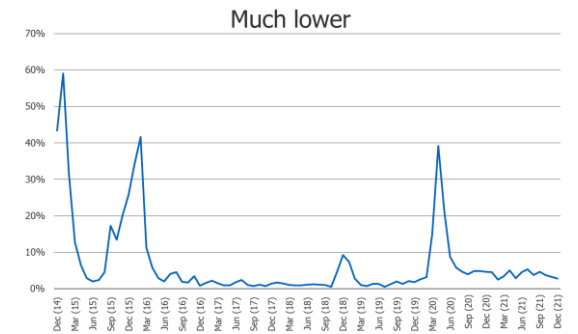
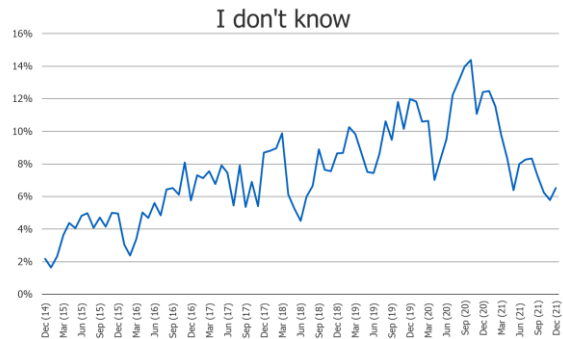
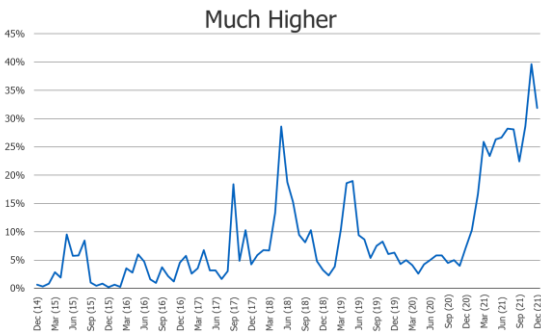
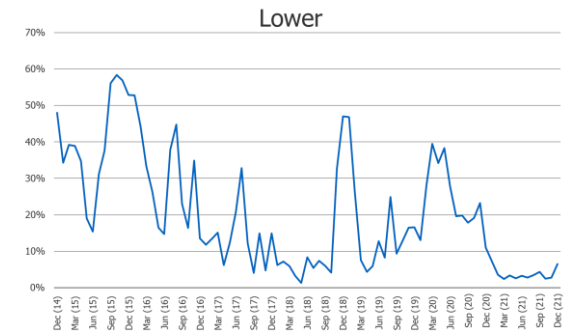
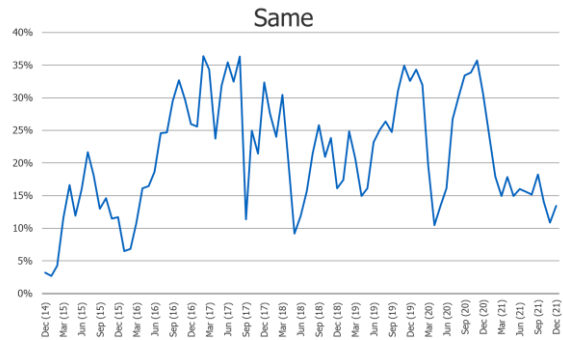
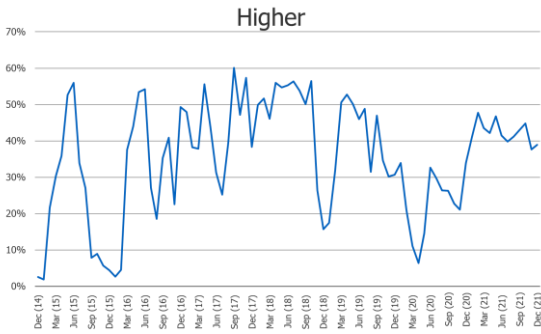
Using Skincare Products



Macro Consumer

Have you noticed any changes to gas prices recently?

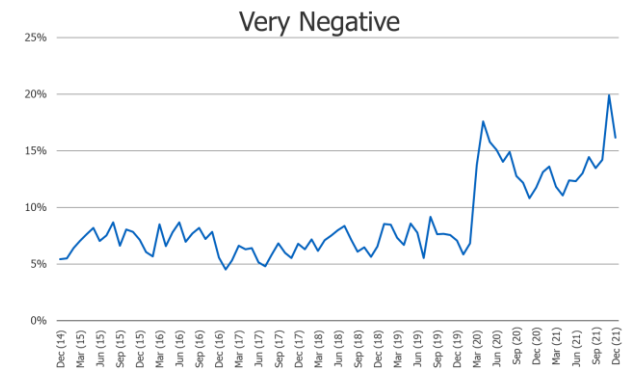
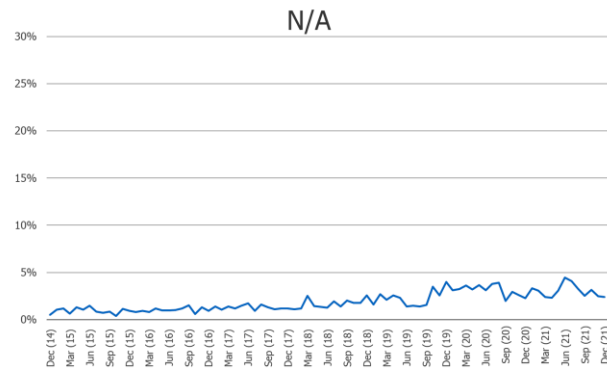
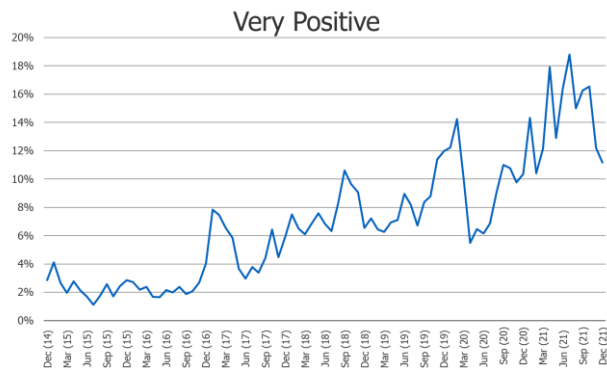
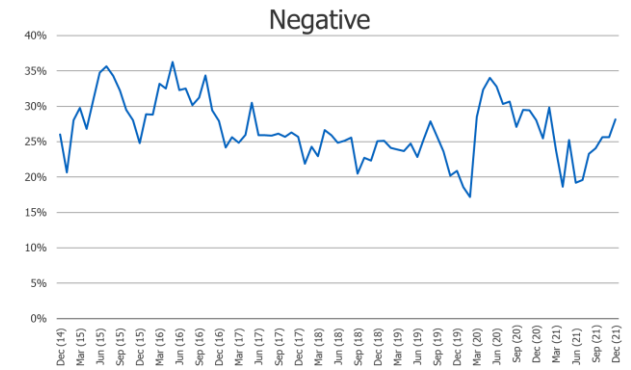
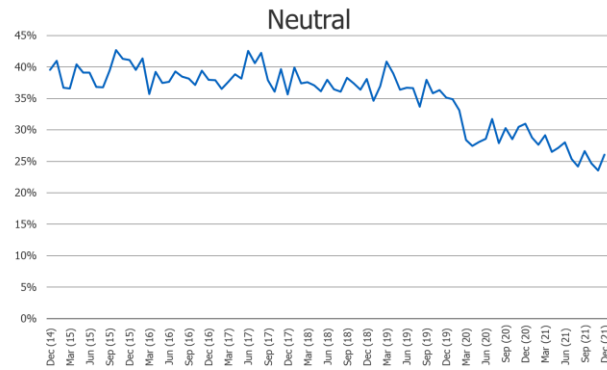
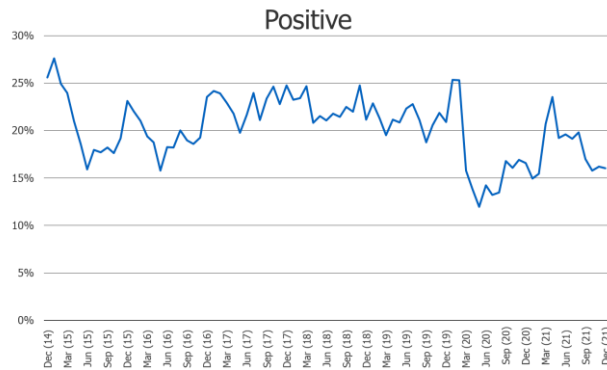
Posed to all respondents.



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Generally speaking, how do you currently feel about the economy?

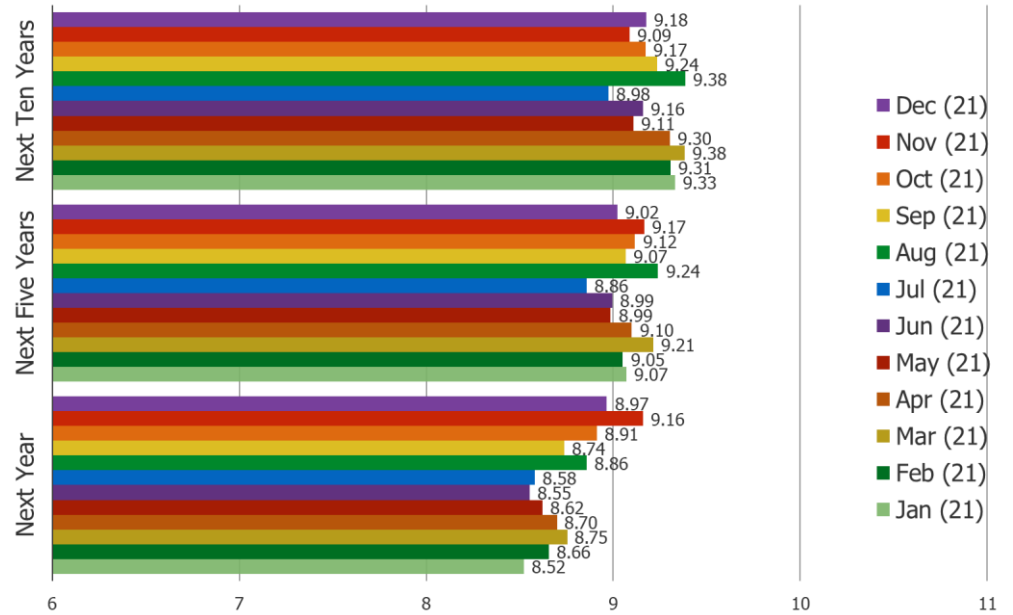
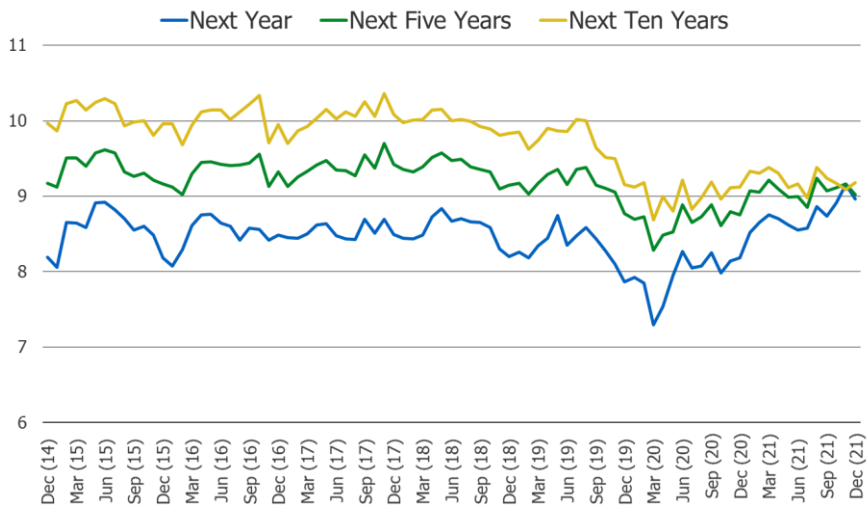
Posed to all respondents.



Bespoke Intel | Monthly Survey of 1,500 US Consumers Balanced to Census

How do you think prices for most goods and services will change in the future?

Posed to all respondents.

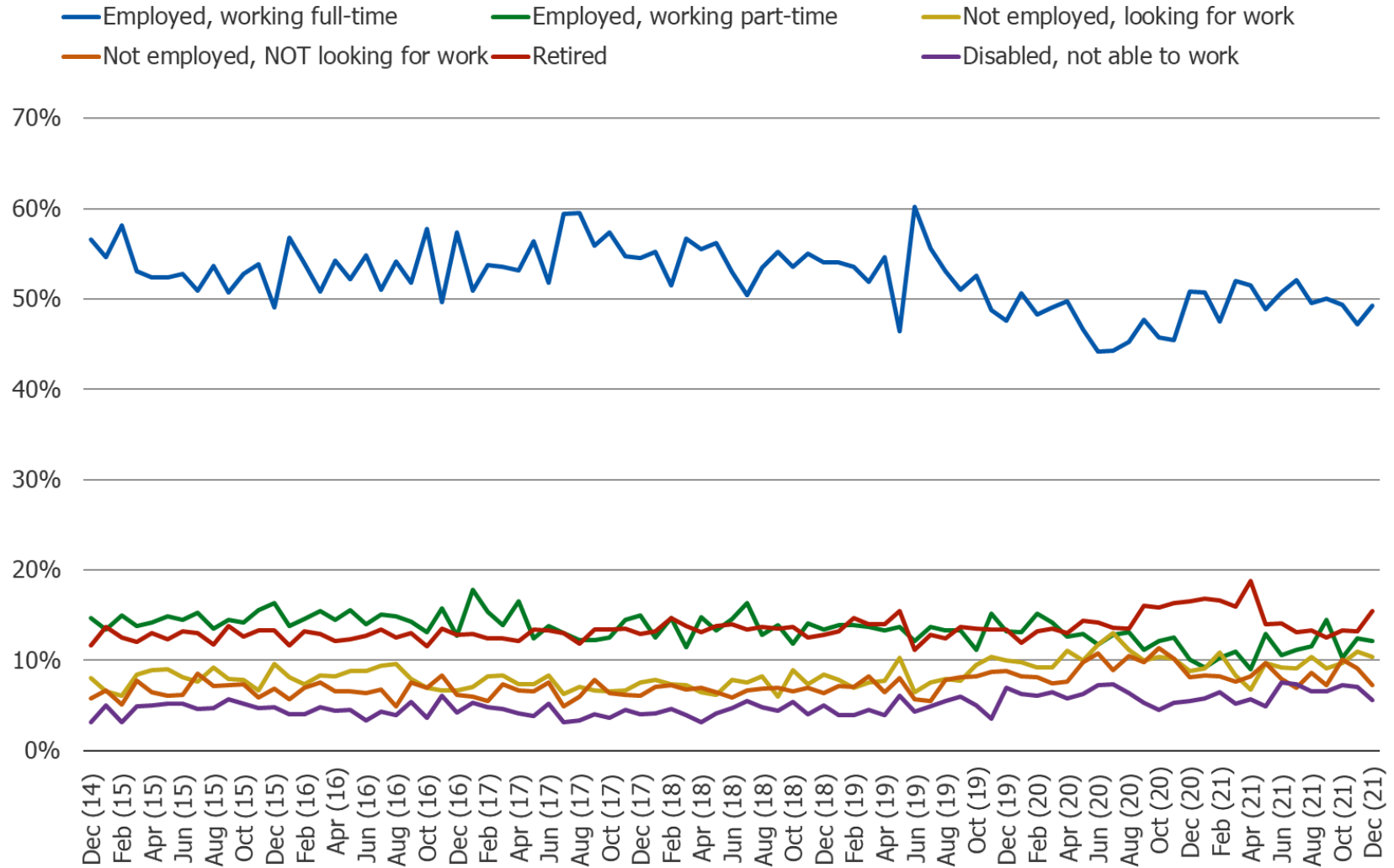


Weighted Average Guide:

- 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

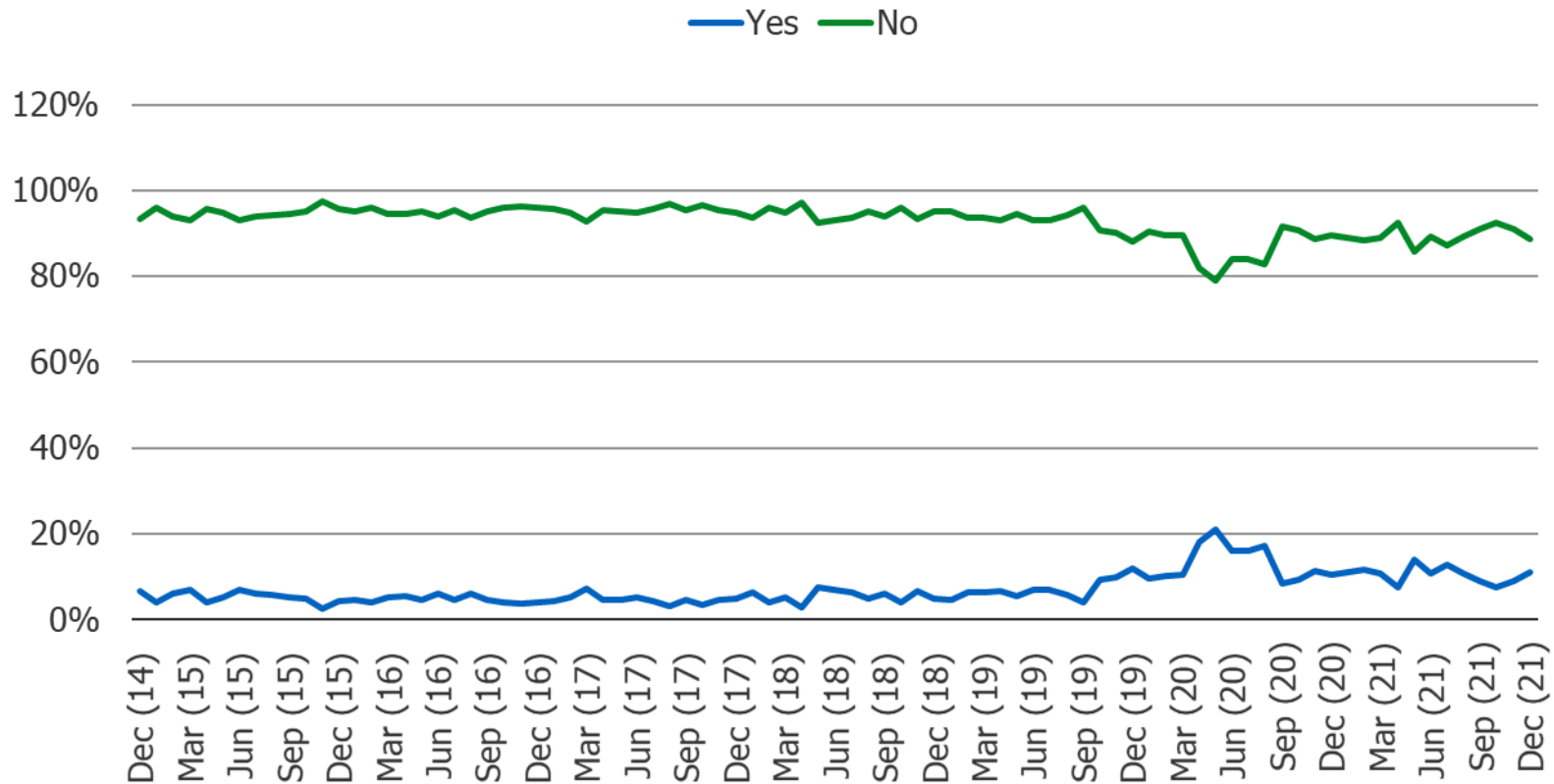
Which of the following best describes your employment status?

Posed to all respondents.



Have you filed for unemployment assistance in the past month?

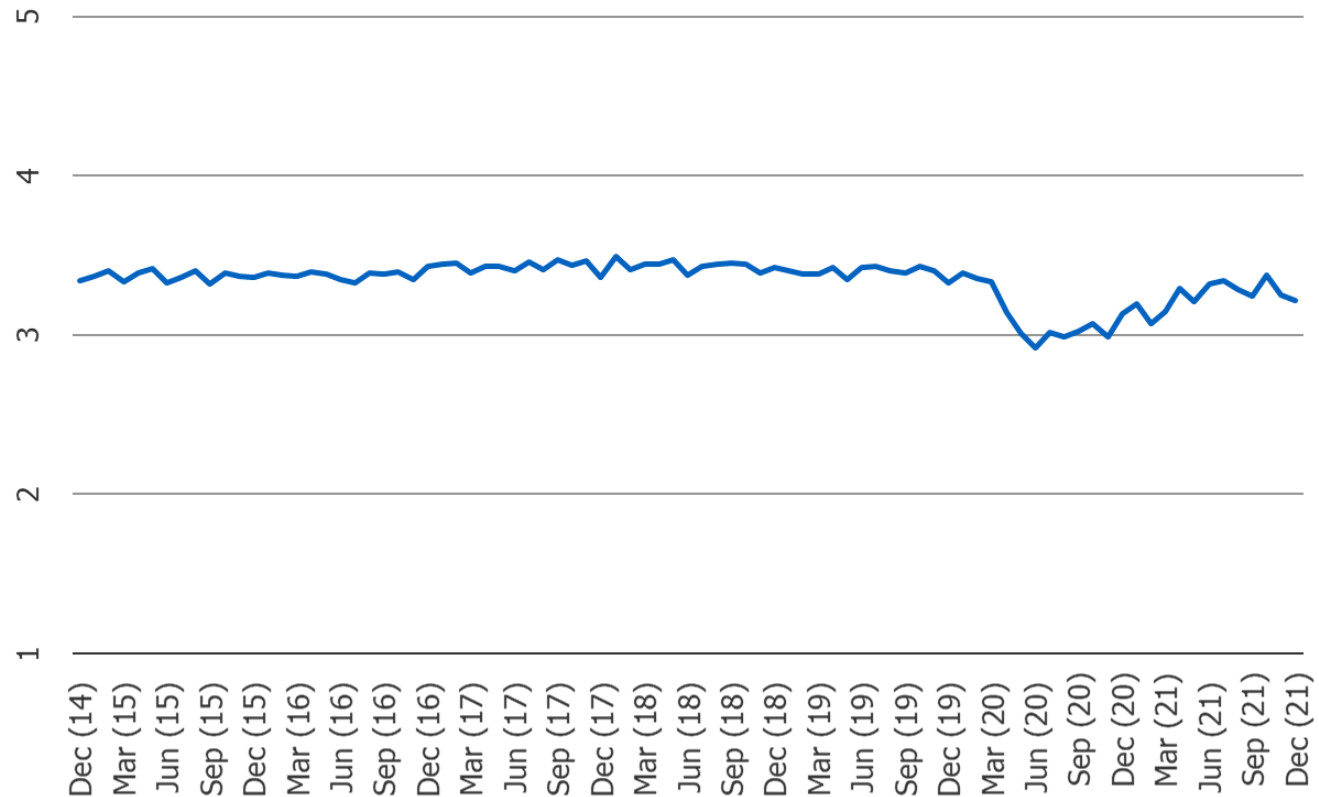
Posed to respondents who said they are not currently employed.



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Please compare your current income with your income one year ago.

Posed to all respondents.



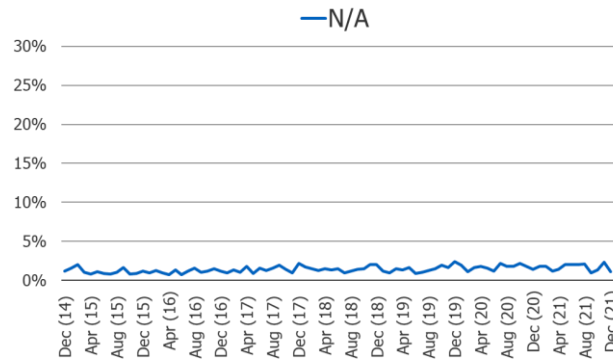
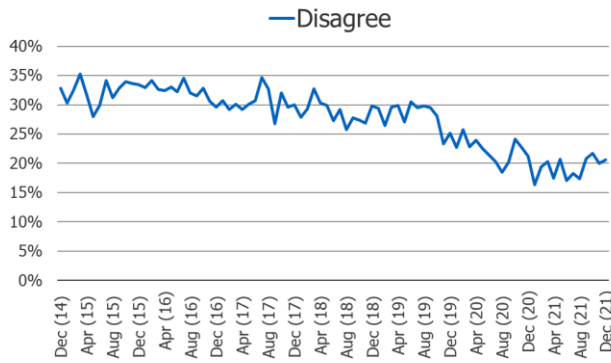
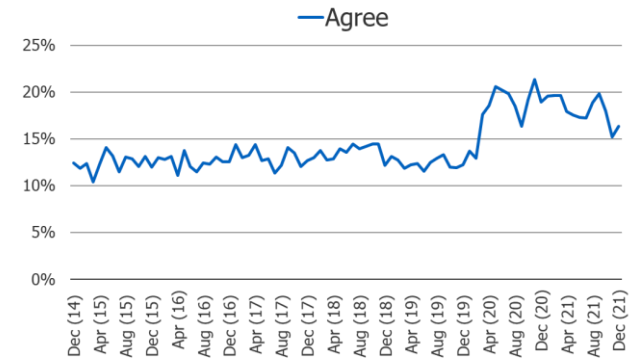
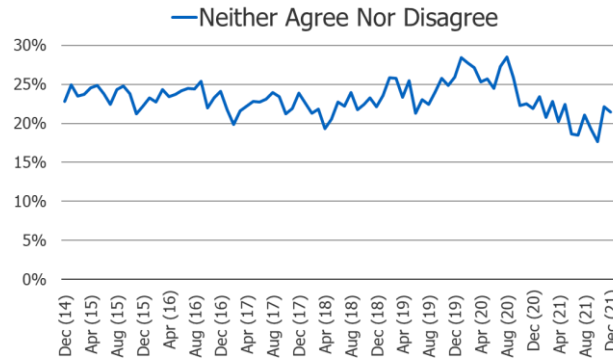
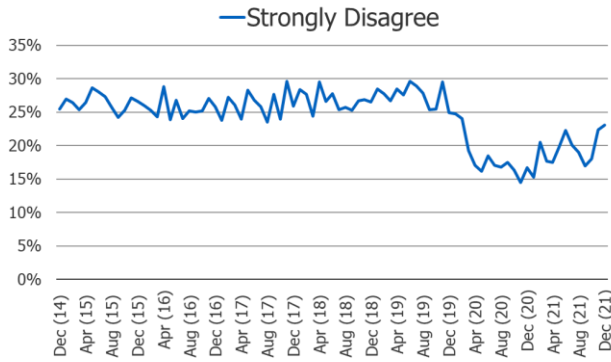
Weighted Average Guide:

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

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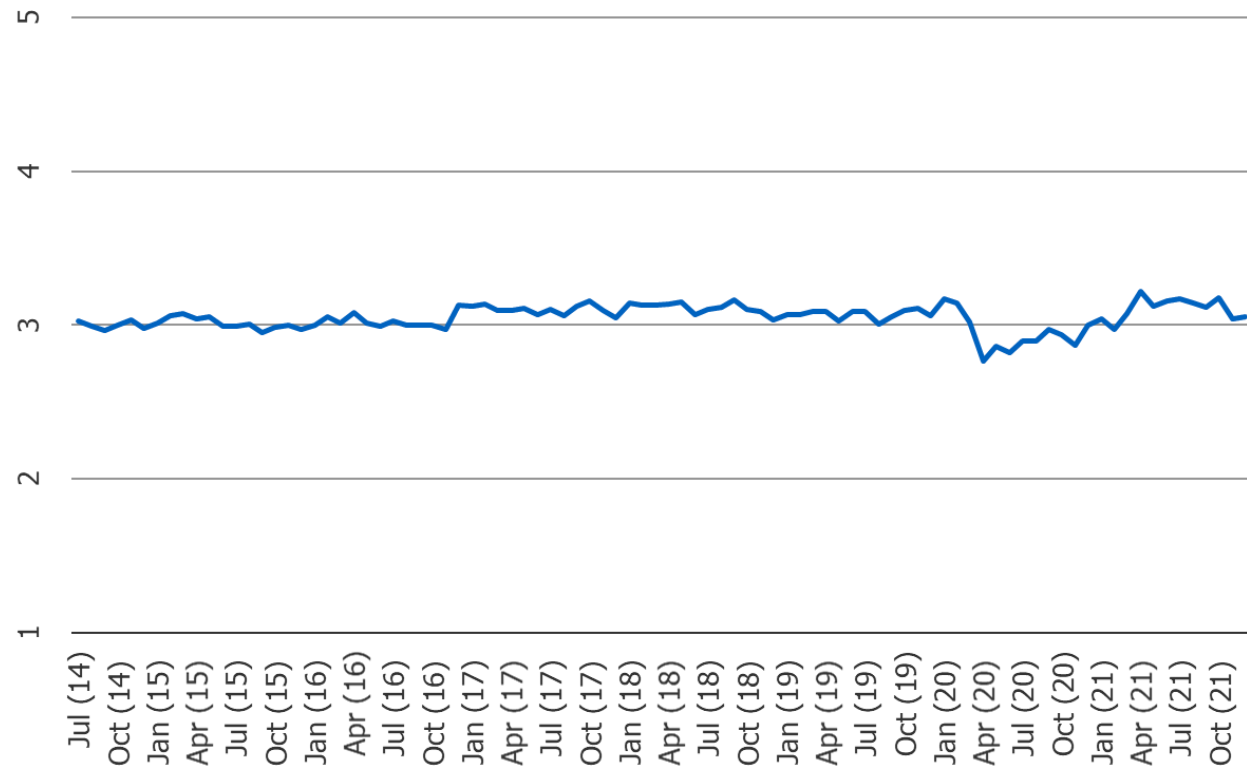
Please rate how much you agree with the following statement: "I am concerned that I will lose my job".

Posed to respondents who are currently employed.



How do your current feelings about your personal finances compare to your feelings one year ago?

Posed to all respondents.



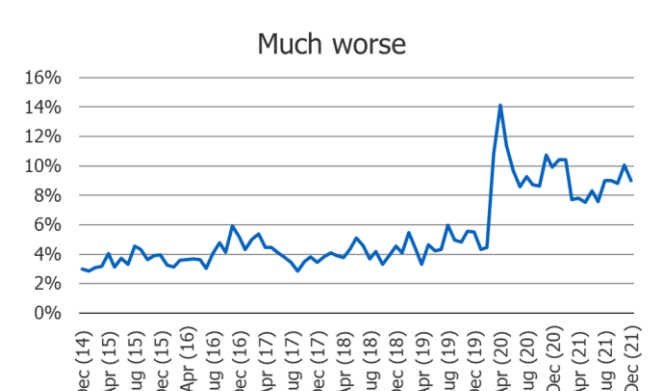
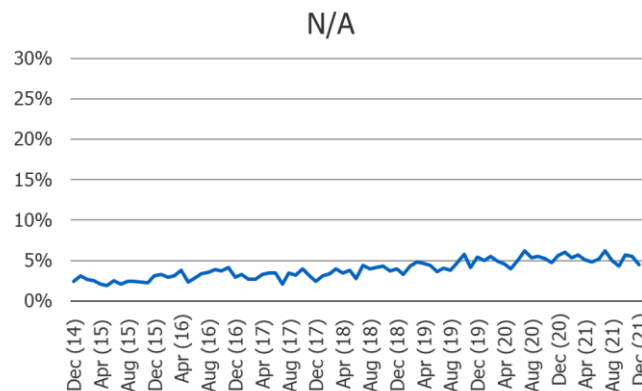
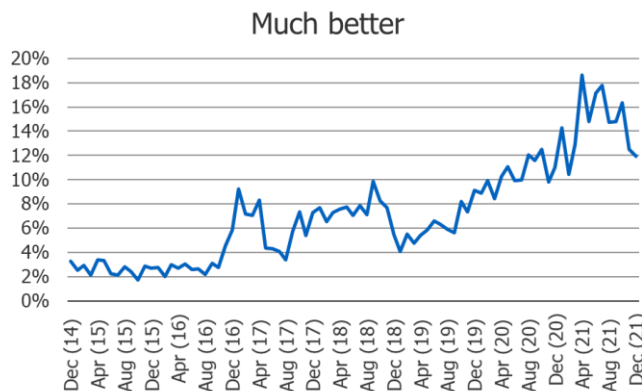
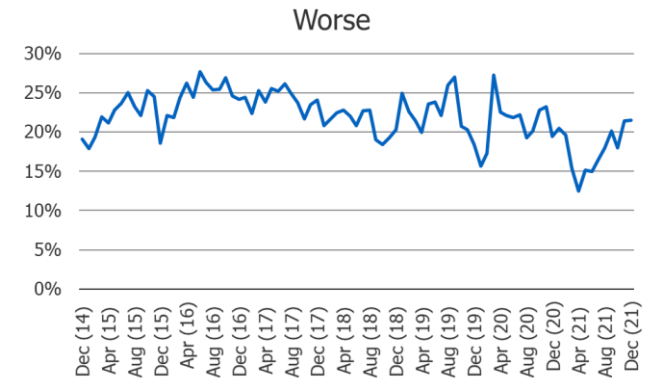
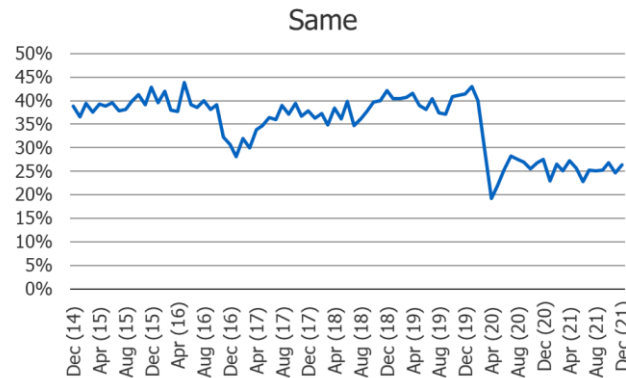
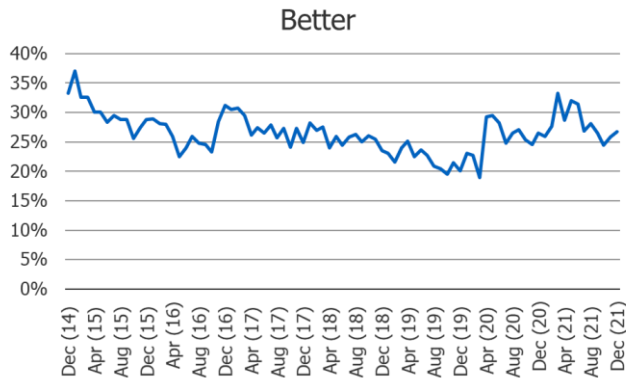
Weighted Average Guide:

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

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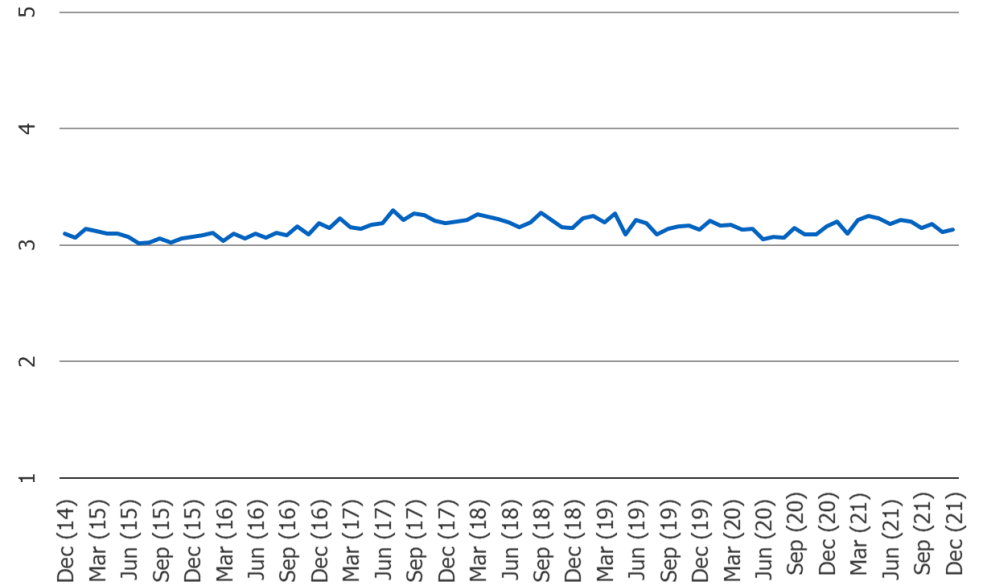
Do you expect the US unemployment level to be better or worse one year from now?

Posed to all respondents.



“I believe I am in _____ financial condition compared to the average person”

Posed to all respondents.



Weighted Average Guide:

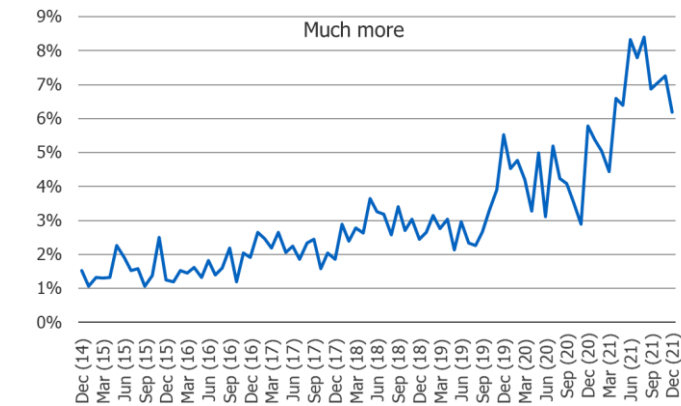
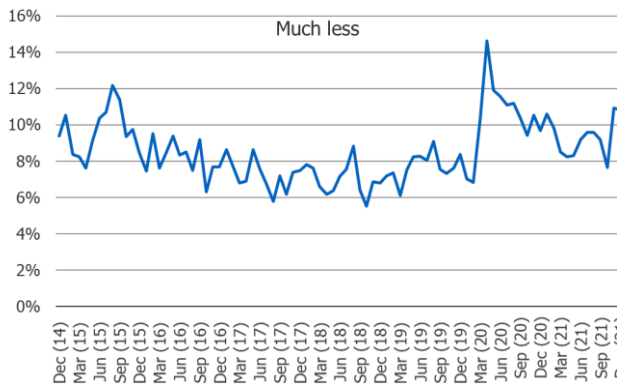
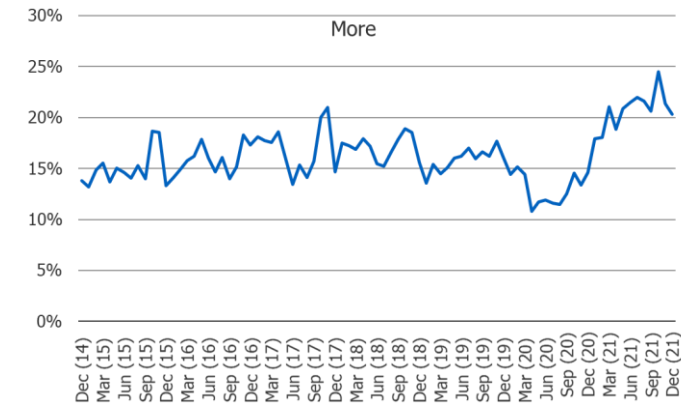
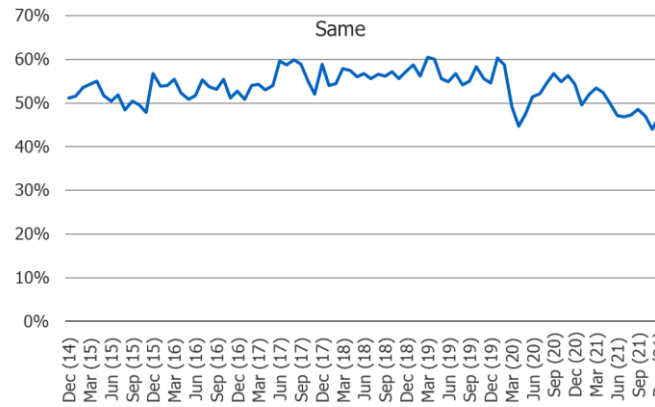
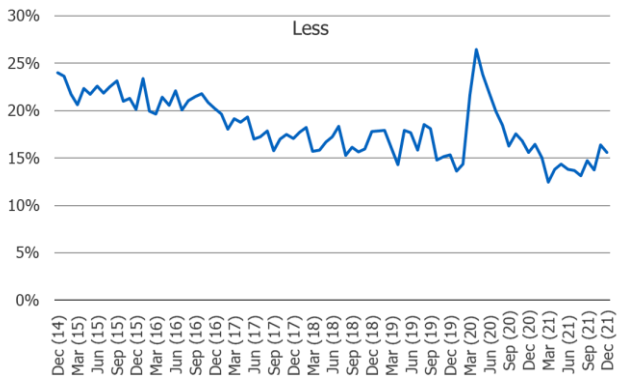
- 1 = Strongly Disagree*
- 2 = Agree*
- 3 = Neither Agree nor Disagree*
- 4 = Agree*
- 5 = Strongly Agree*

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Discretionary spending expectations over the next few months:

Posed to all respondents.

Response breakdowns:

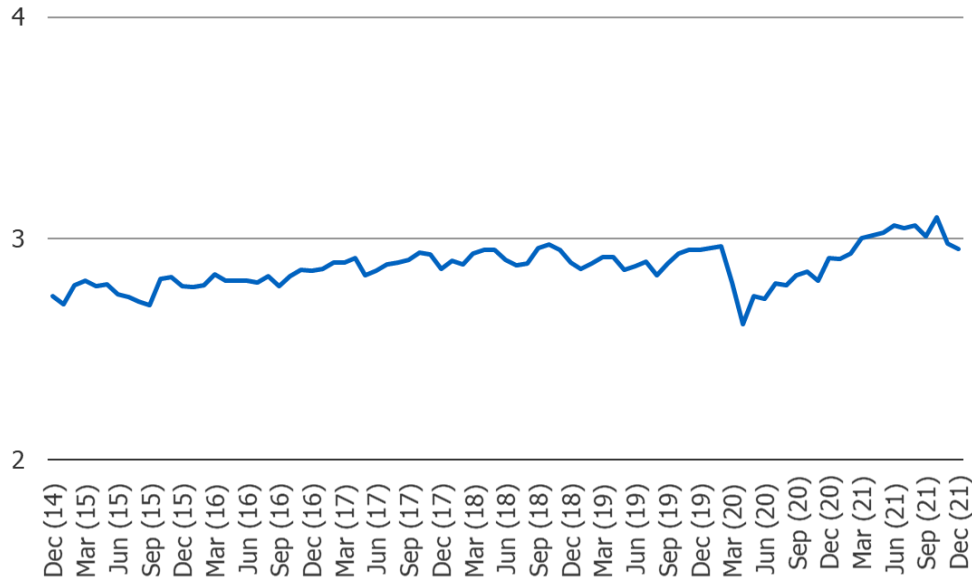


Bespoke Intel | Monthly Survey of 1,500 US Consumers Balanced to Census

Discretionary spending expectations over the next few months:

Posed to all respondents.

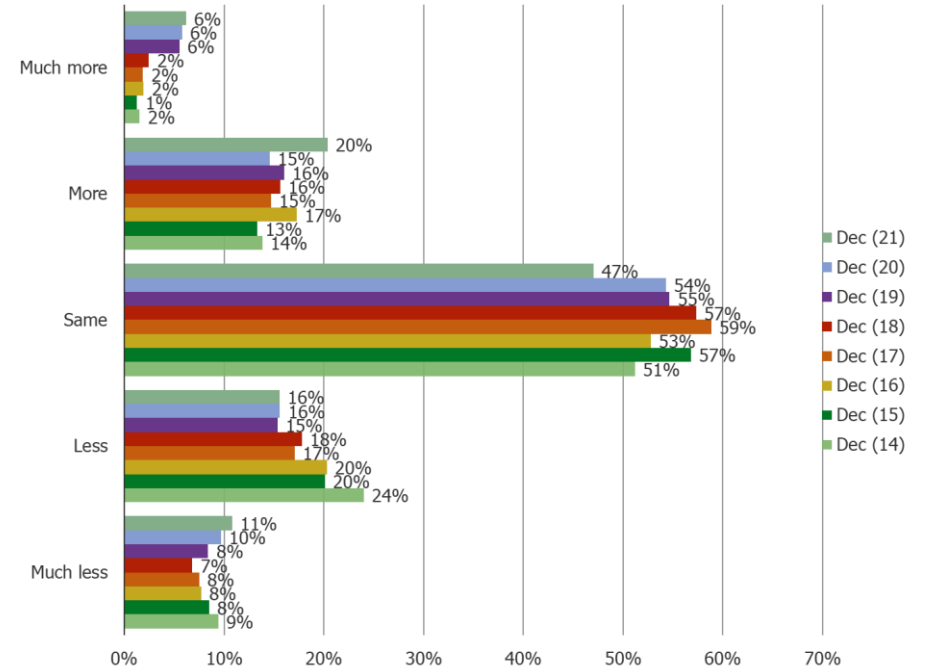
Weighted Average:



Weighted Average Guide:

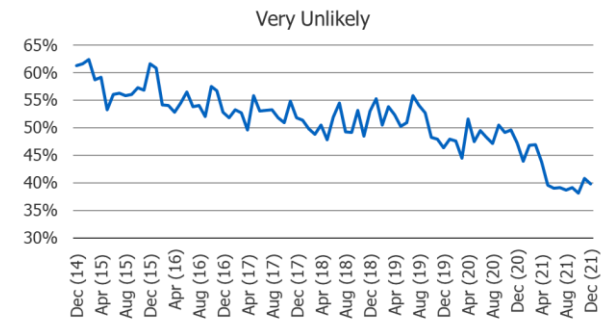
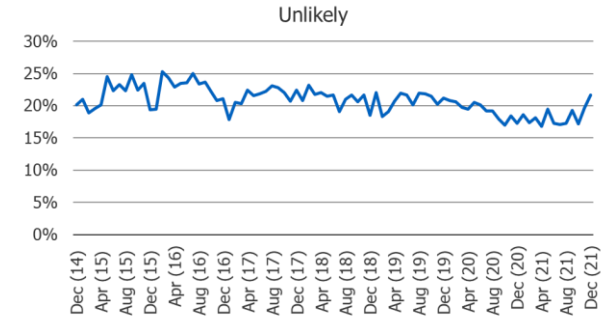
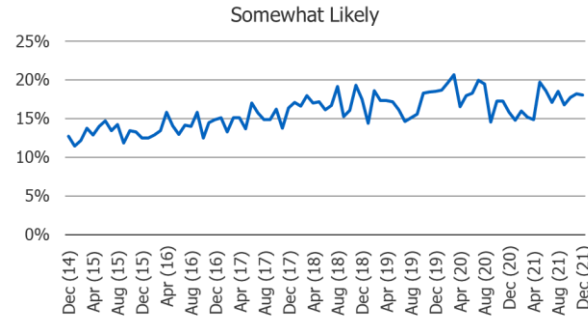
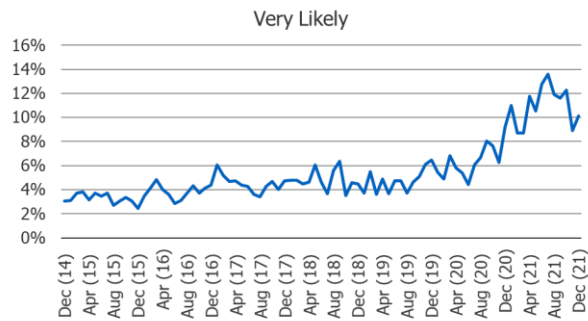
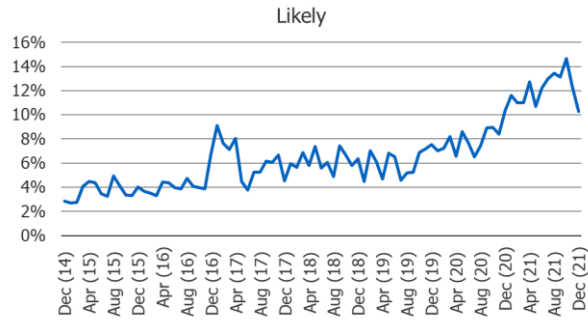
- 1 = Much Less
- 2 = Less
- 3 = Same
- 4 = More
- 5 = Much More

December Readings For YOY Comparison



How likely are you to buy a new home in the next year?

Posed to all respondents.

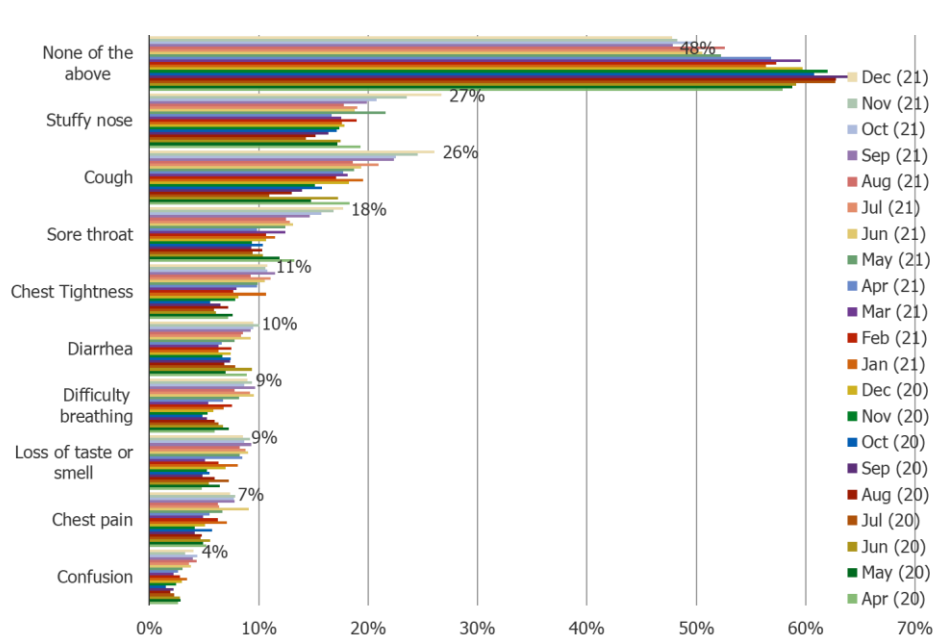


Covid Specific Color

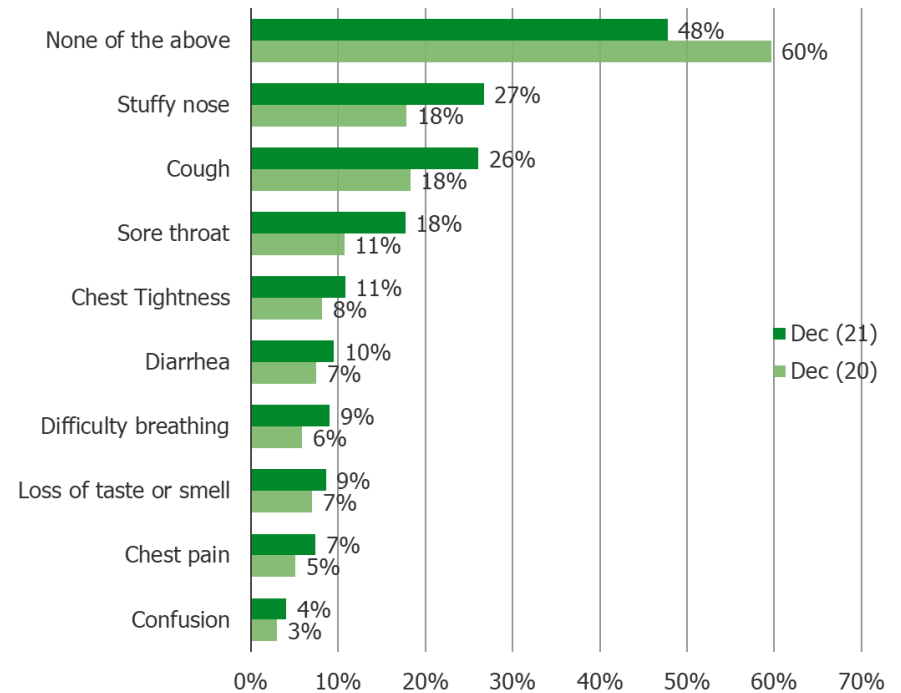
Have you experienced any of the following recently?

Posed to all respondents.

Time Series



Y/Y Comparison

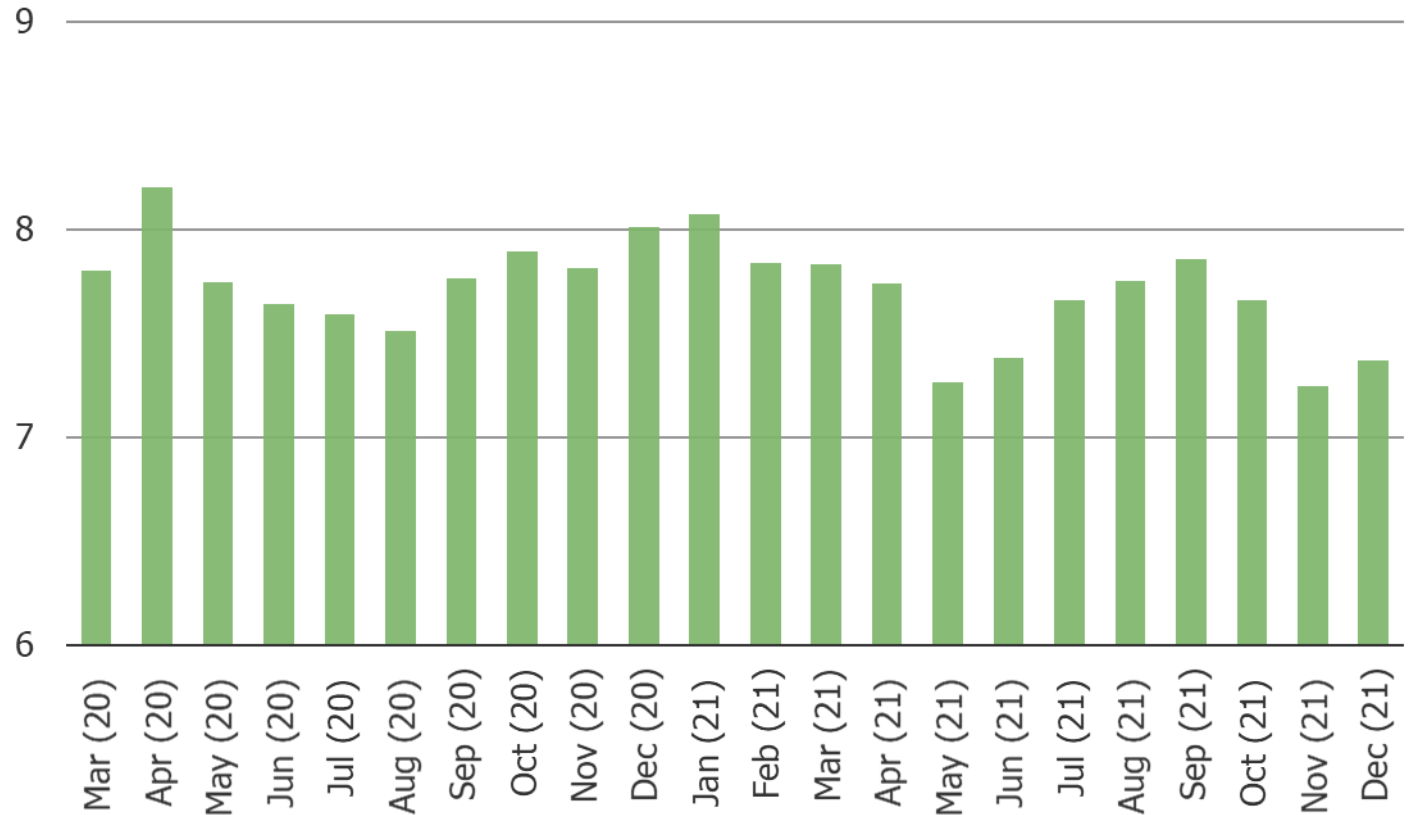


How concerned are you about Covid?

Posed to all respondents.

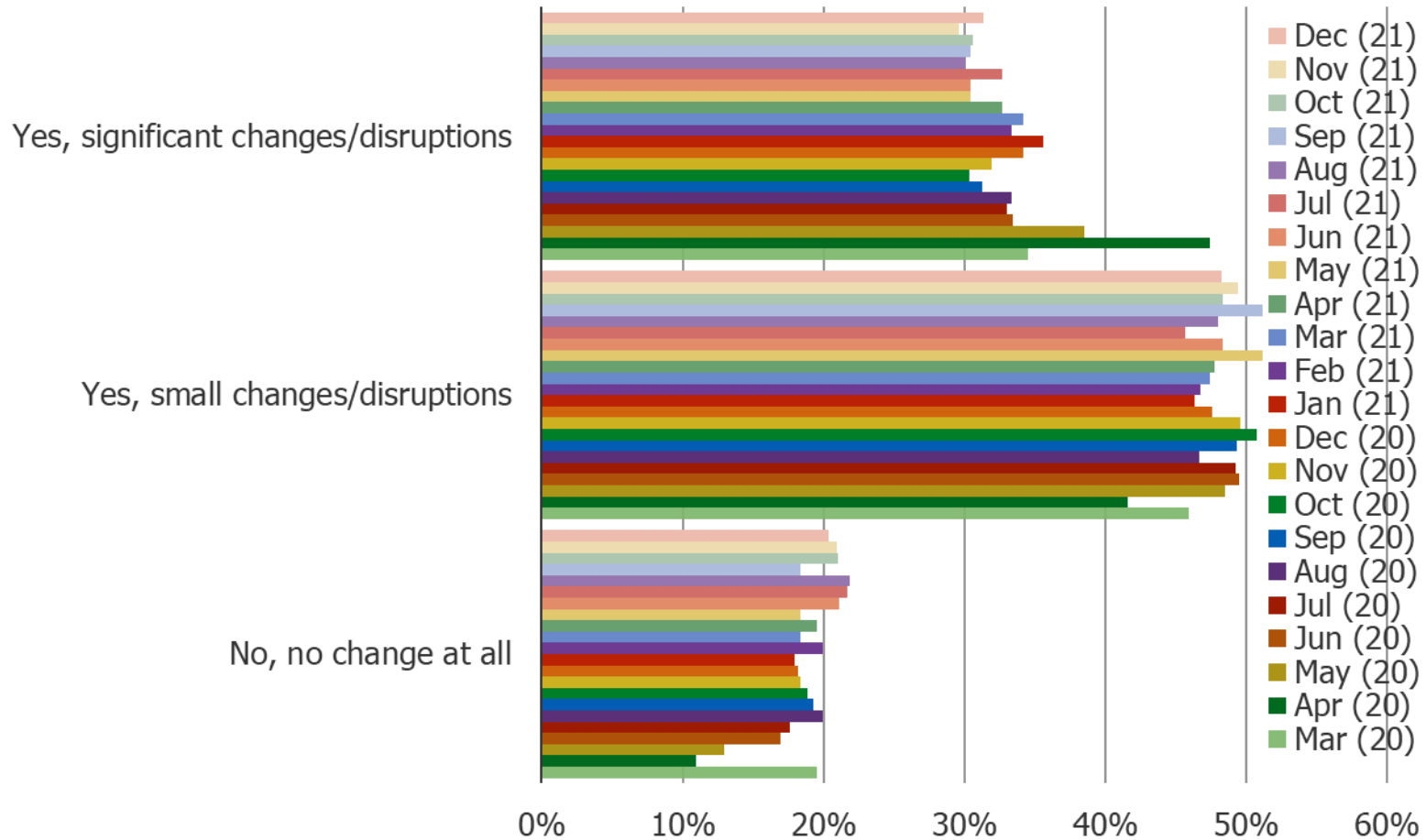
Weighted Average Guide:

0, not at all concerned
1
2
3
4
5, somewhat concerned
6
7
8
9
10
11, extremely concerned



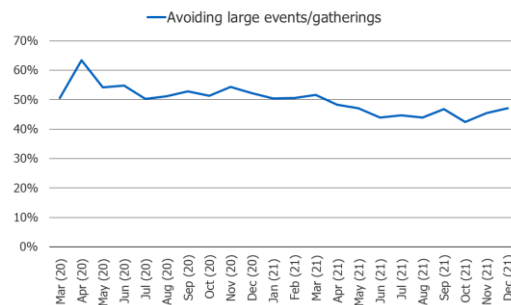
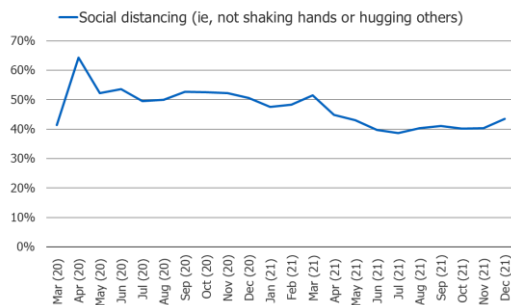
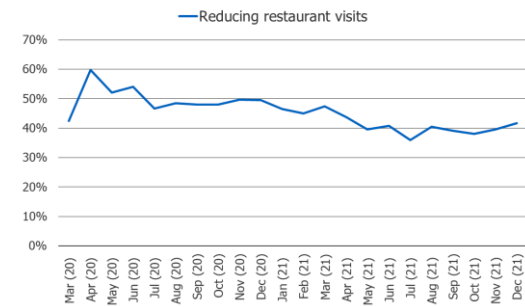
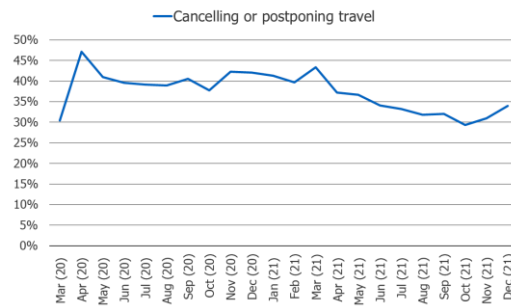
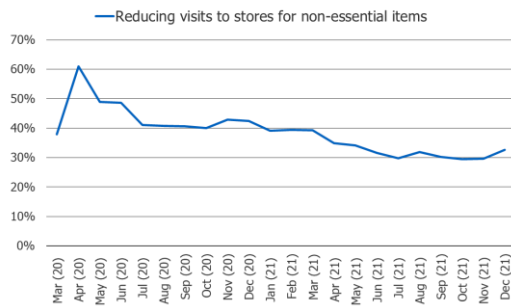
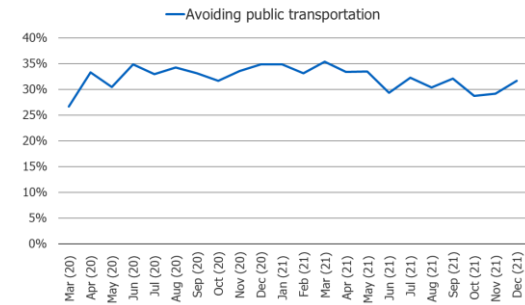
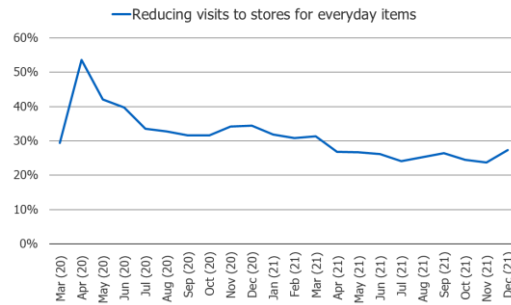
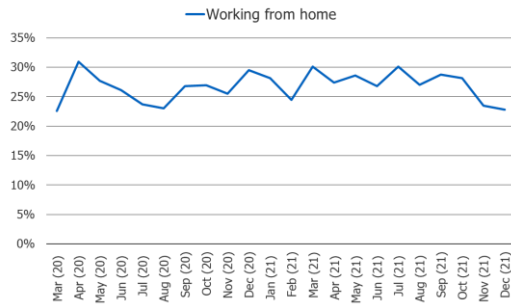
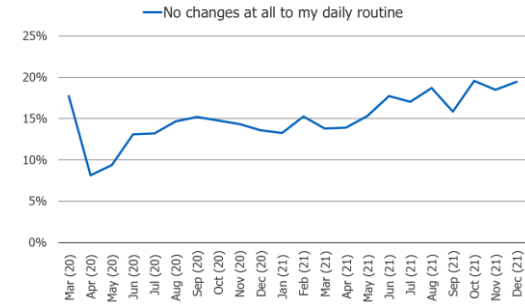
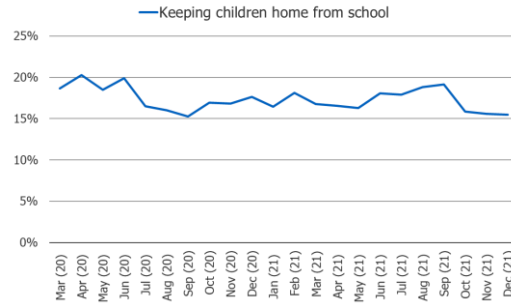
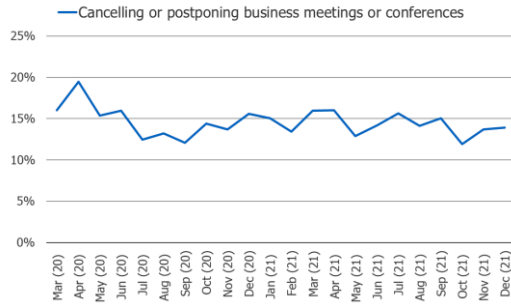
Has Covid caused any disruptions to your life?

Posed to all respondents.



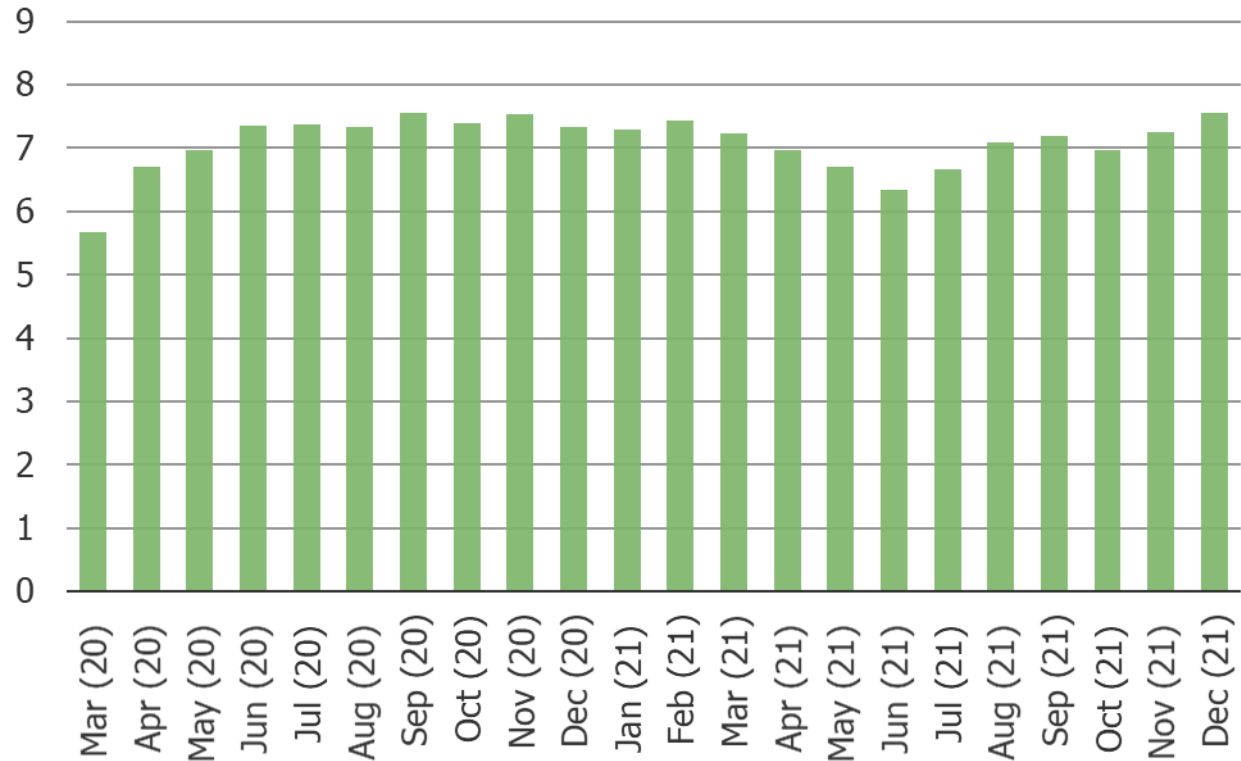
Have you made any changes to avoid catching Covid?

Posed to all respondents.



For how much longer do you think Covid will remain a concern?

Posed to all respondents.



Weighted Average Guide:

- 1 = I do not think it is a concern*
- 2 = A week*
- 3 = Another two weeks*
- 4 = Another month*
- 5 = Another two months*
- 6 = Another three months*
- 7 = Another four months*
- 8 = Another 5-6 months*
- 9 = Another 6-12 months*
- 10 = For more than a year*

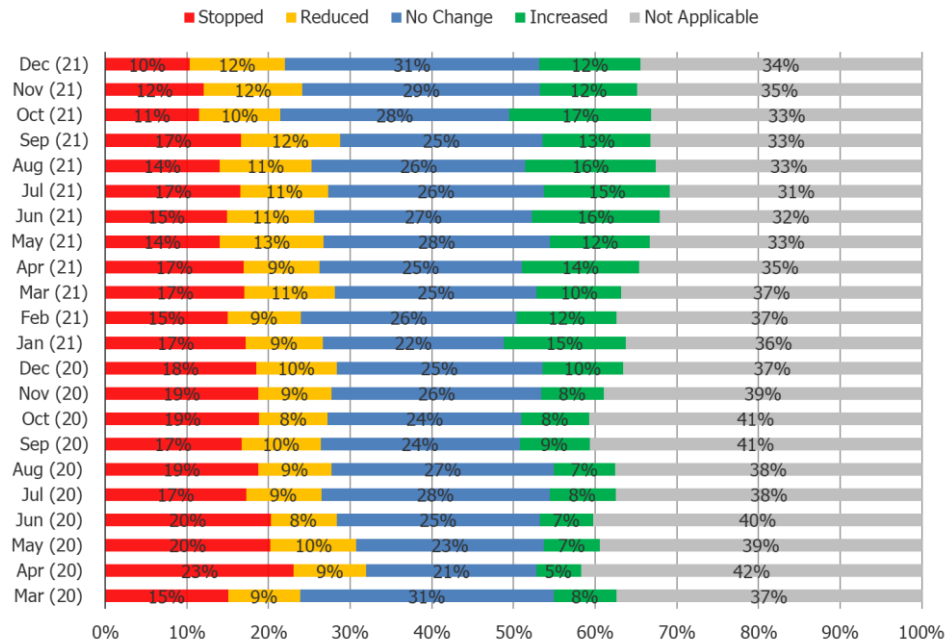
Bespoke Intel | Monthly Survey of 1,500 US Consumers Balanced to Census

Have you changed how often you do the following because of Covid and its impact?

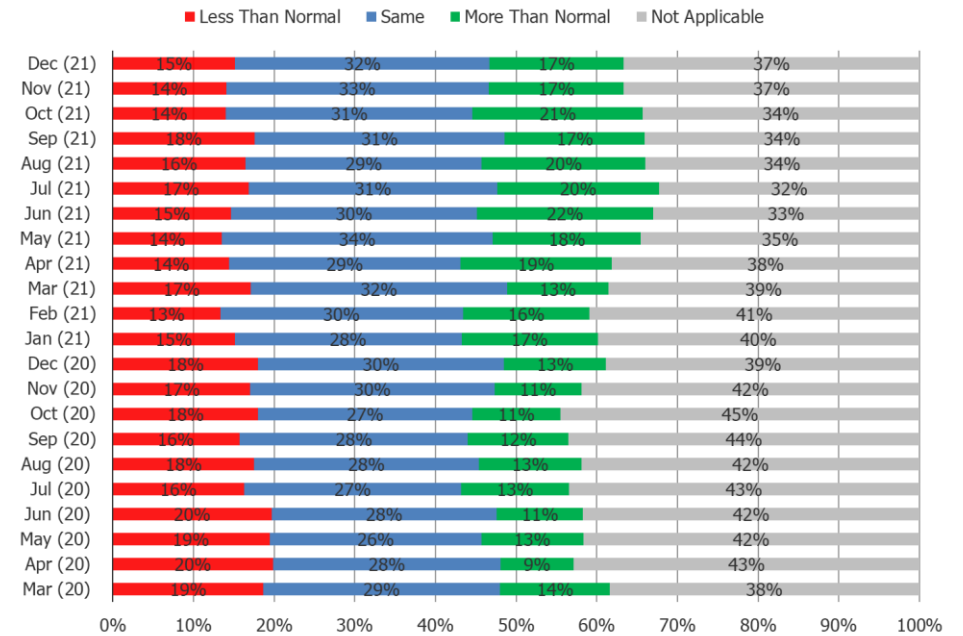
Posed to all respondents.

Use Ride Sharing Apps

So Far...



Going Forward



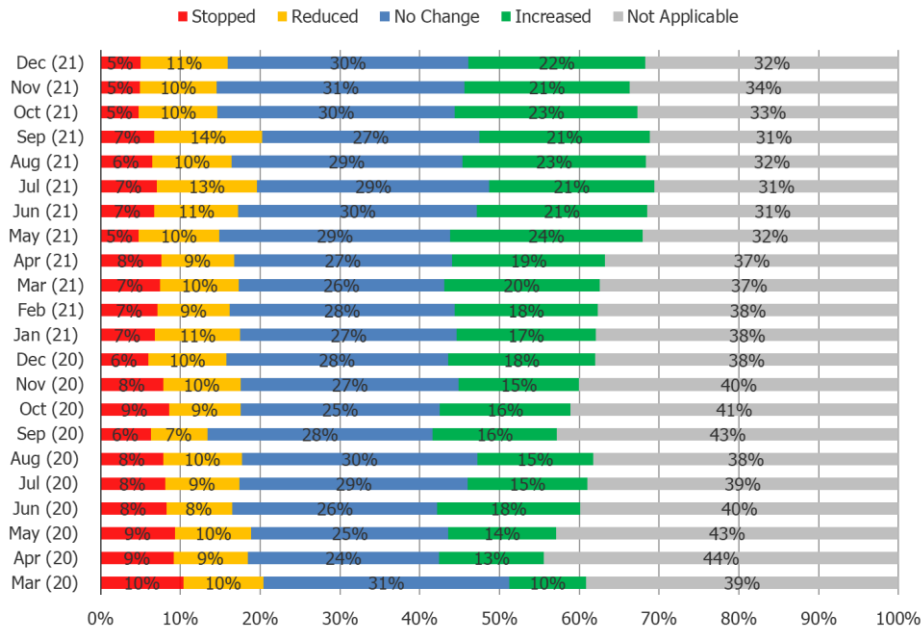
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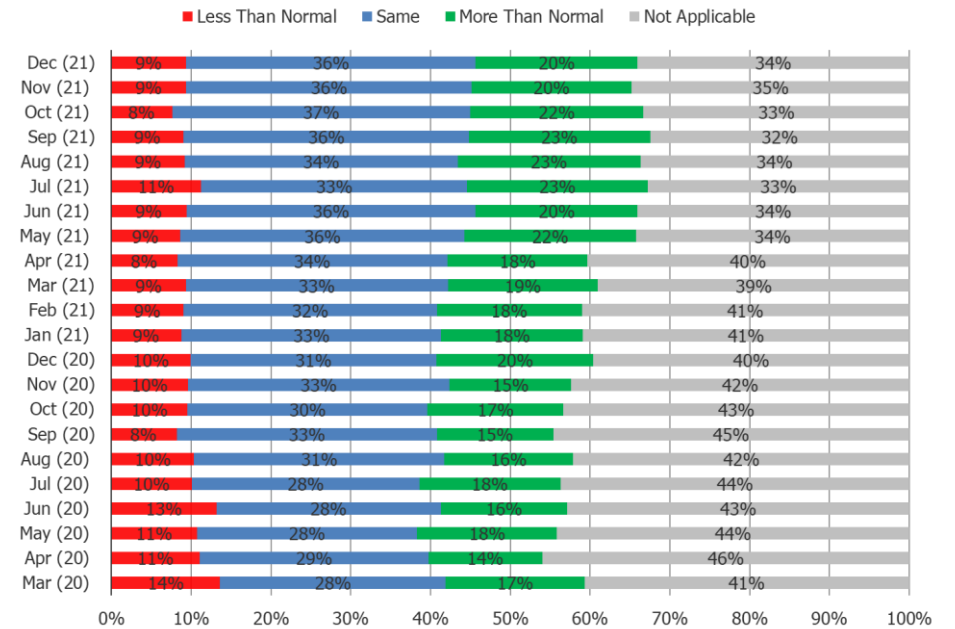
Posed to all respondents.

Use Food Delivery Apps

So Far...



Going Forward



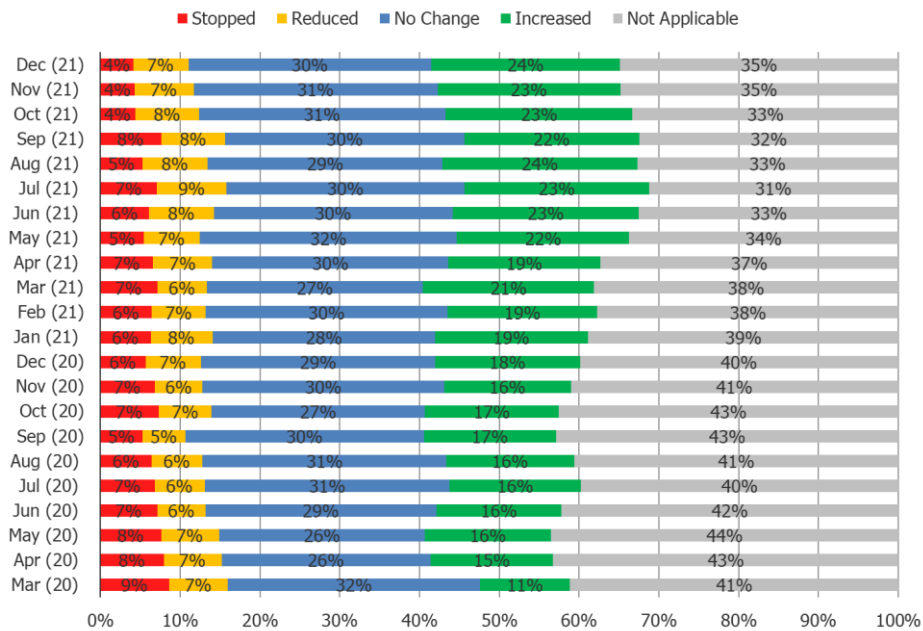
Bespoke Intel | Monthly Survey of 1,500 US Consumers Balanced to Census

Have you changed how often you do the following because of Covid and its impact?

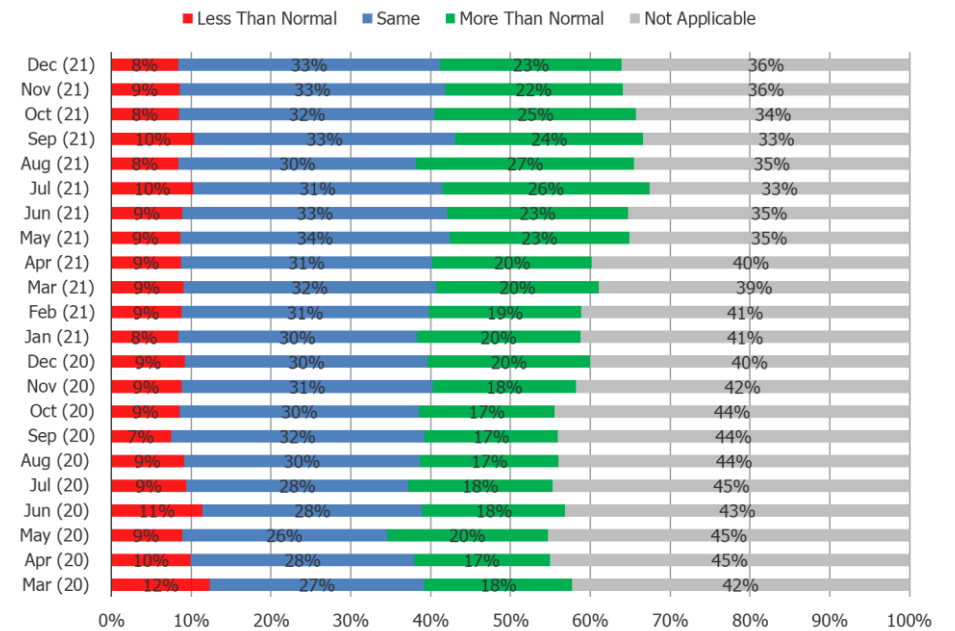
Posed to all respondents.

Grocery Delivery

So Far...



Going Forward

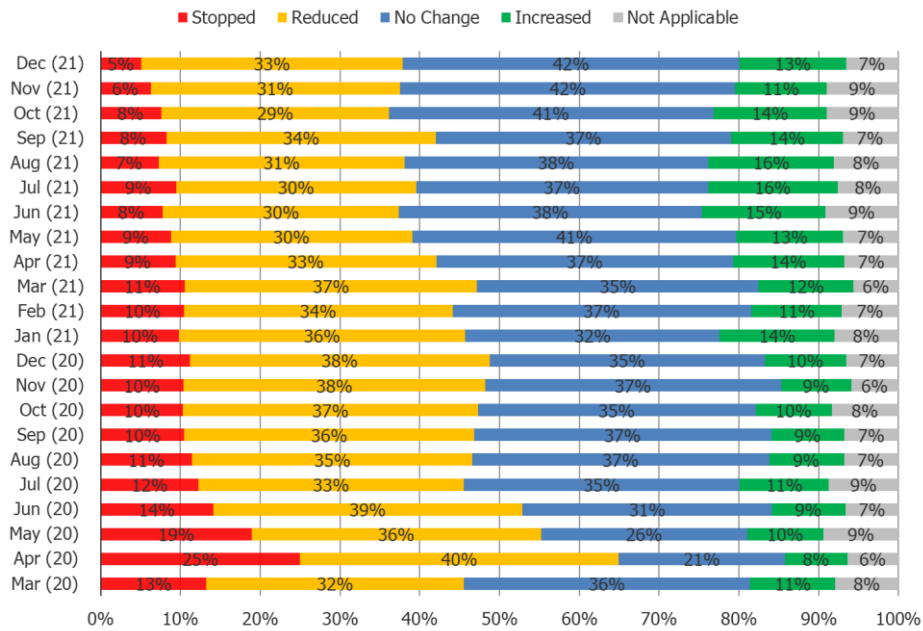


Have you changed how often you do the following because of Covid and its impact?

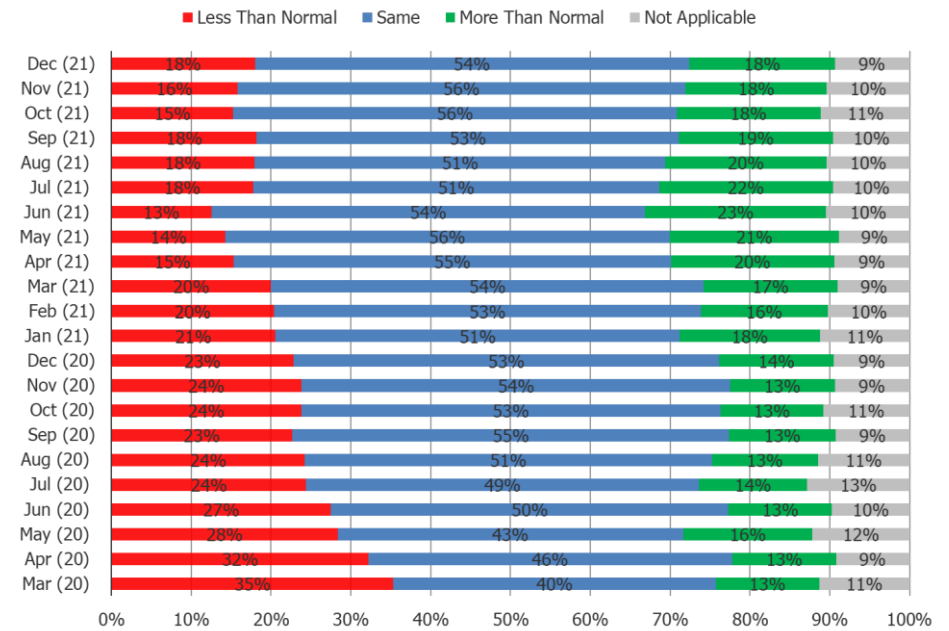
Posed to all respondents.

Shopping In-Stores For Non-Essential Items

So Far...



Going Forward

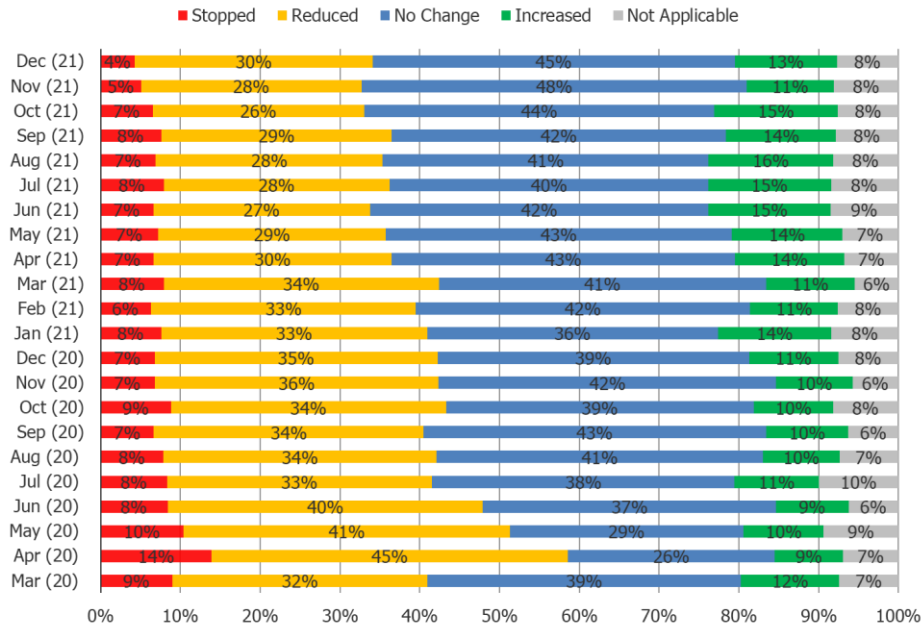


Have you changed how often you do the following because of Covid and its impact?

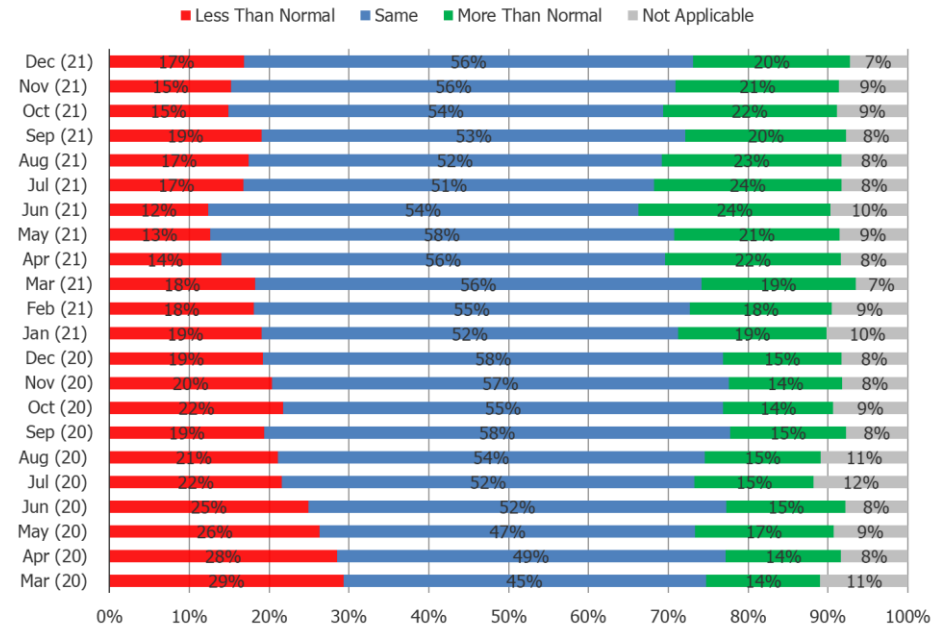
Posed to all respondents.

Shopping In-Stores For Everyday Items

So Far...



Going Forward

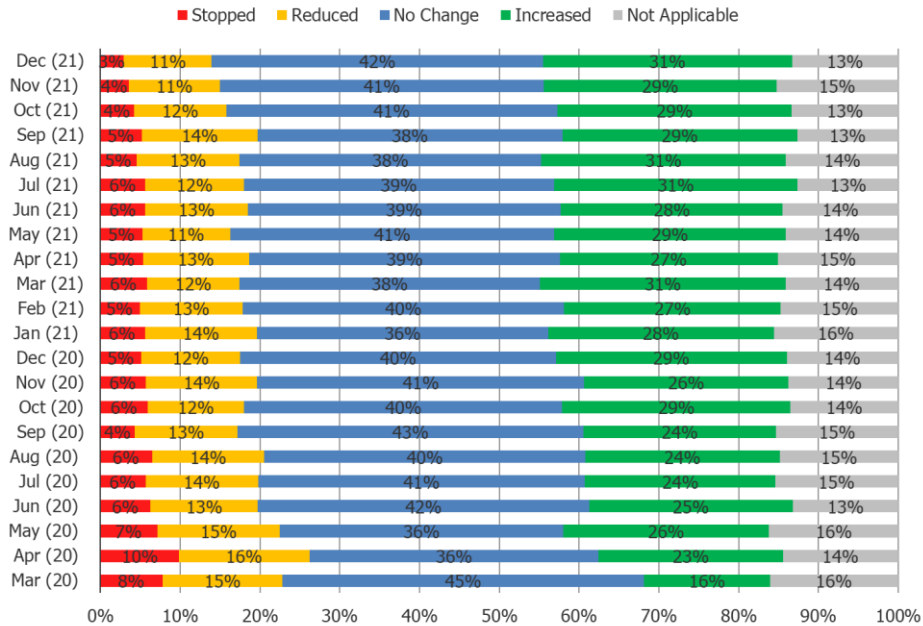


Have you changed how often you do the following because of Covid and its impact?

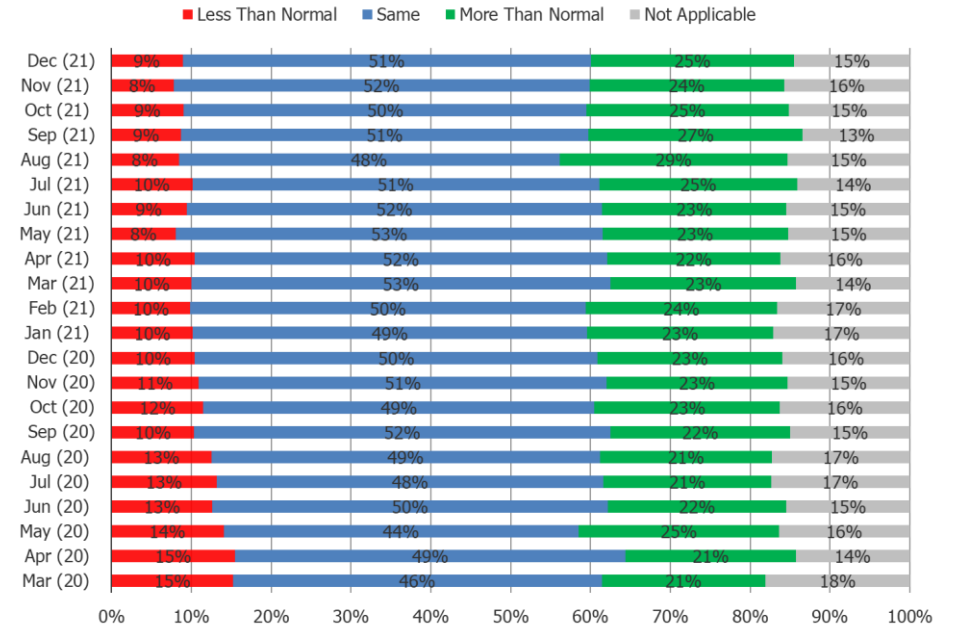
Posed to all respondents.

Shopping Online For Non-Essential Items

So Far...



Going Forward



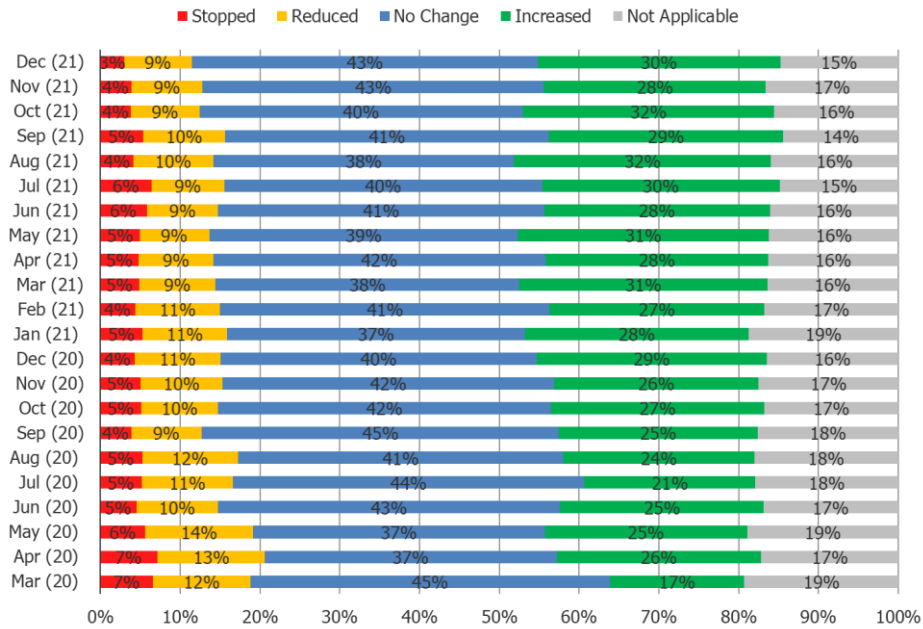
Bespoke Intel | Monthly Survey of 1,500 US Consumers Balanced to Census

Have you changed how often you do the following because of Covid and its impact?

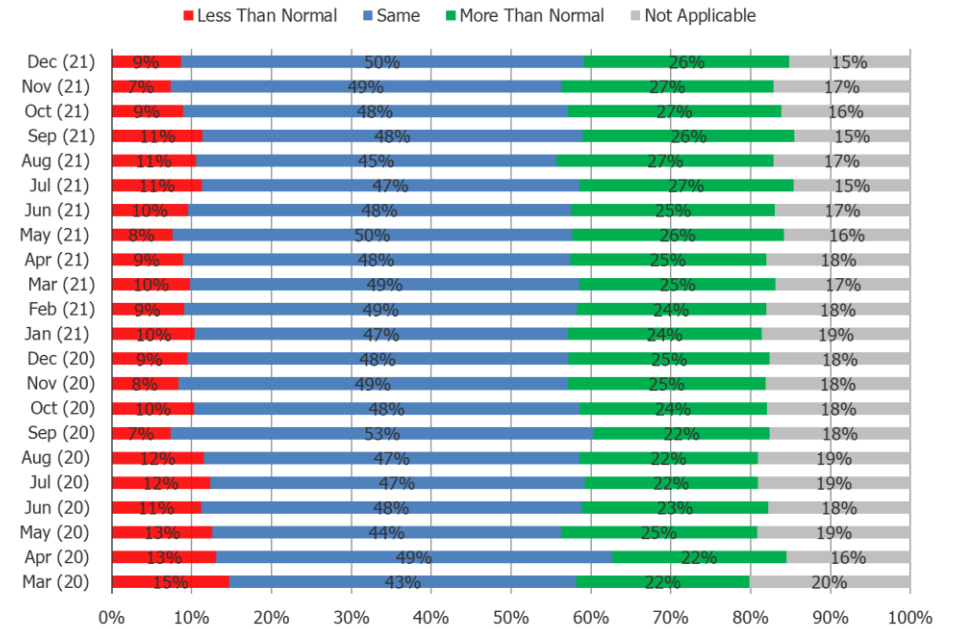
Posed to all respondents.

Shopping Online For Everyday Items

So Far...



Going Forward

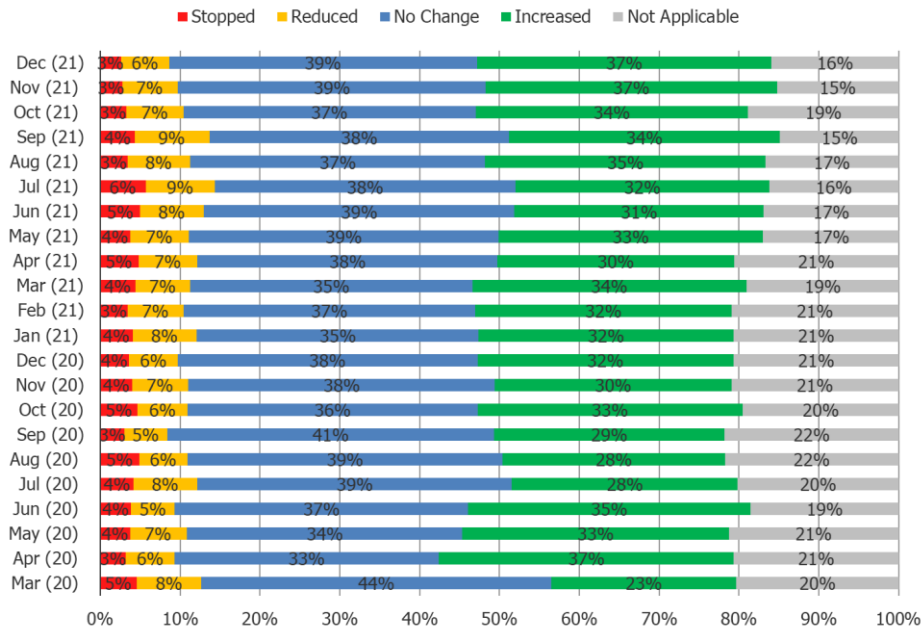


Have you changed how often you do the following because of Covid and its impact?

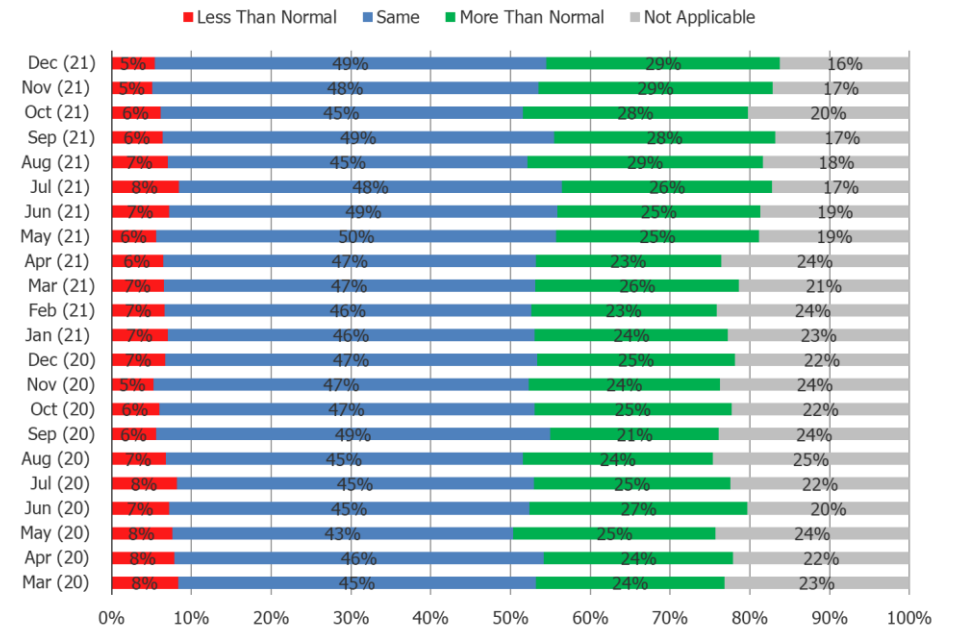
Posed to all respondents.

Streaming Video

So Far...



Going Forward



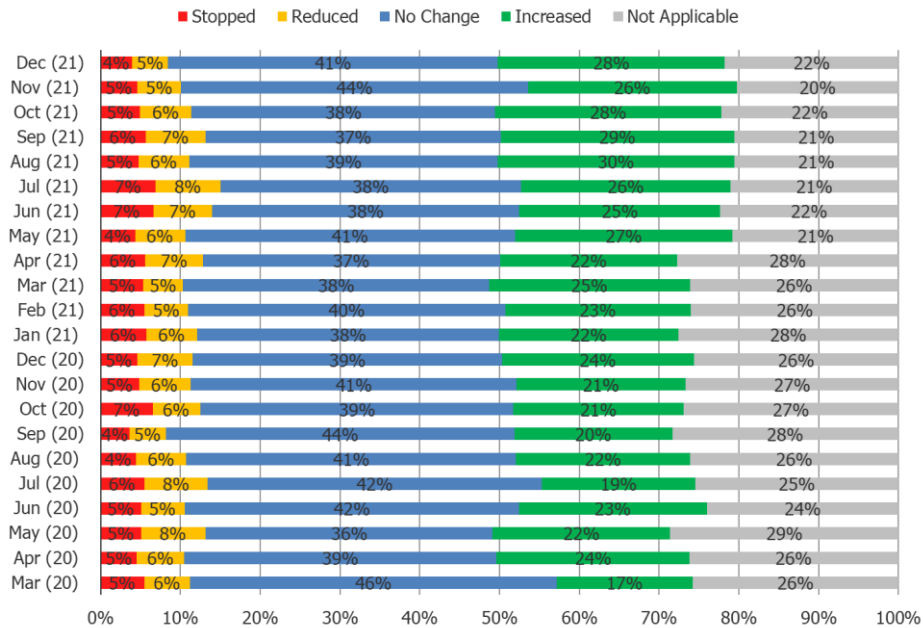
Bespoke Intel | Monthly Survey of 1,500 US Consumers Balanced to Census

Have you changed how often you do the following because of Covid and its impact?

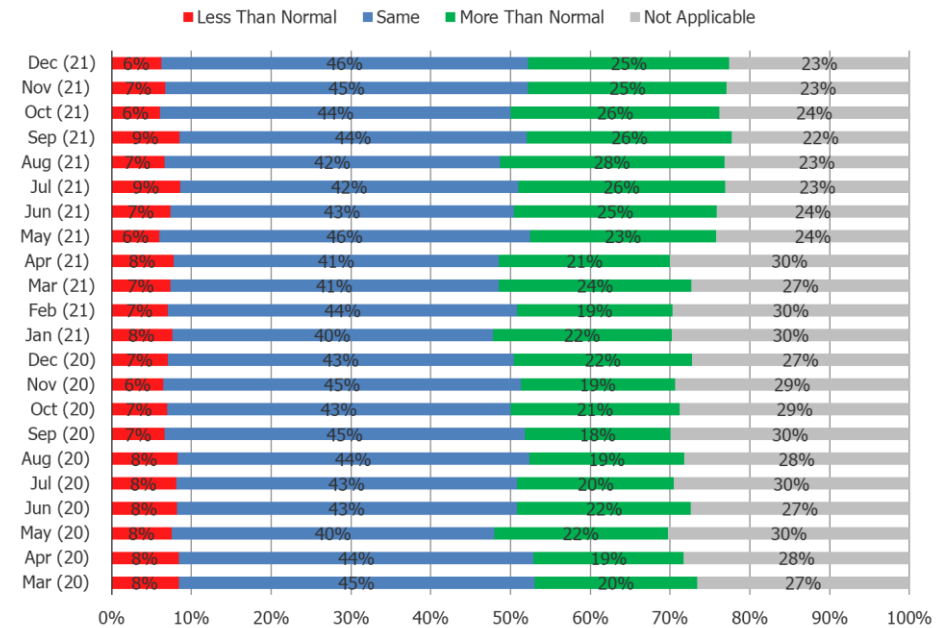
Posed to all respondents.

Streaming Music

So Far...



Going Forward



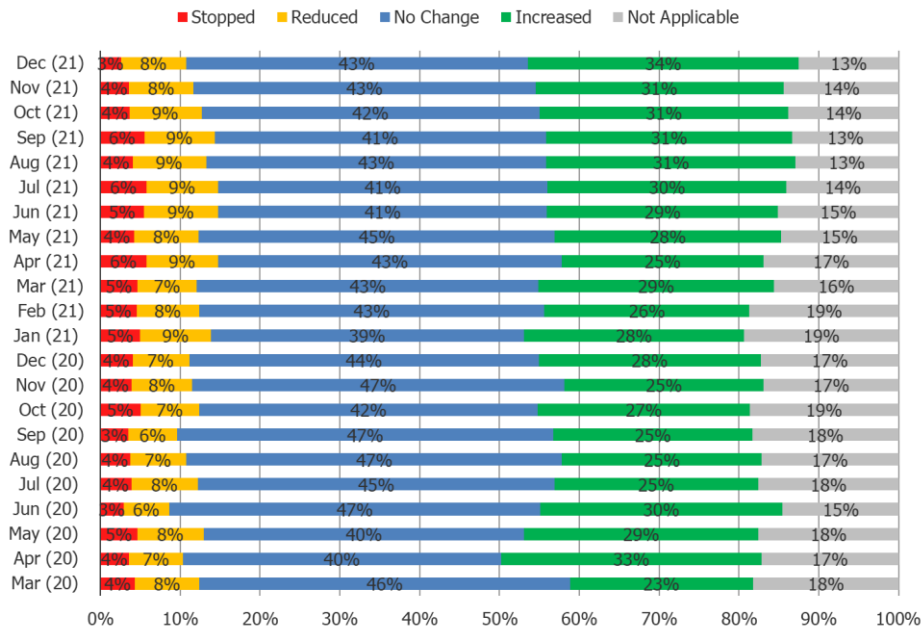
Bespoke Intel | Monthly Survey of 1,500 US Consumers Balanced to Census

Have you changed how often you do the following because of Covid and its impact?

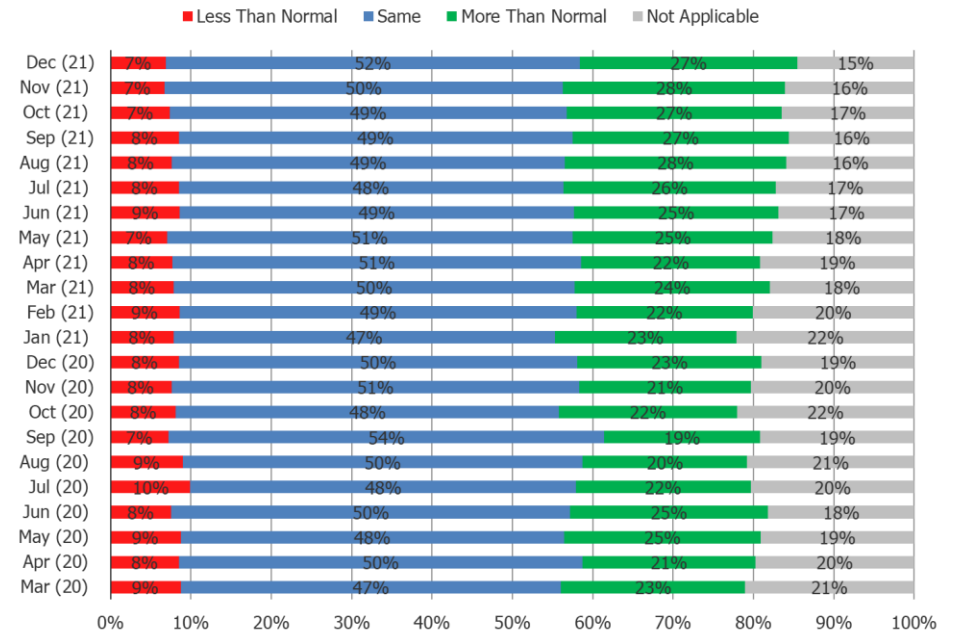
Posed to all respondents.

Social Media

So Far...



Going Forward

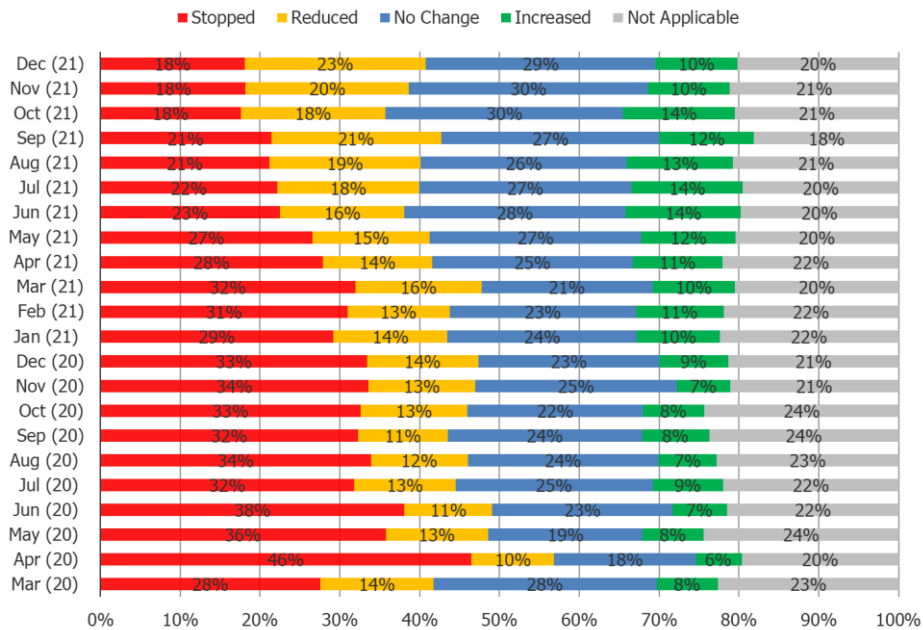


Have you changed how often you do the following because of Covid and its impact?

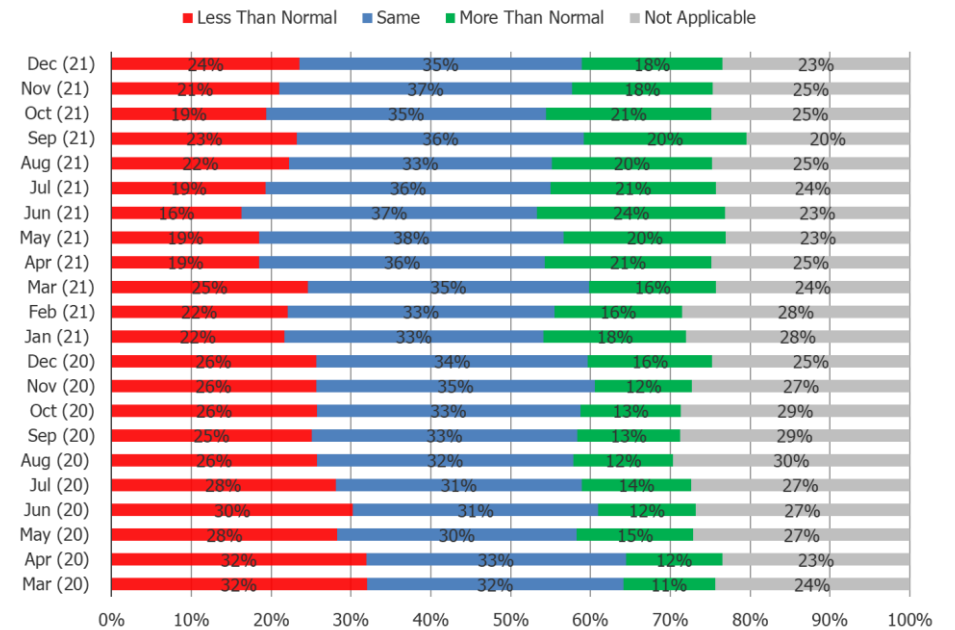
Posed to all respondents.

Going to Live Events

So Far...



Going Forward



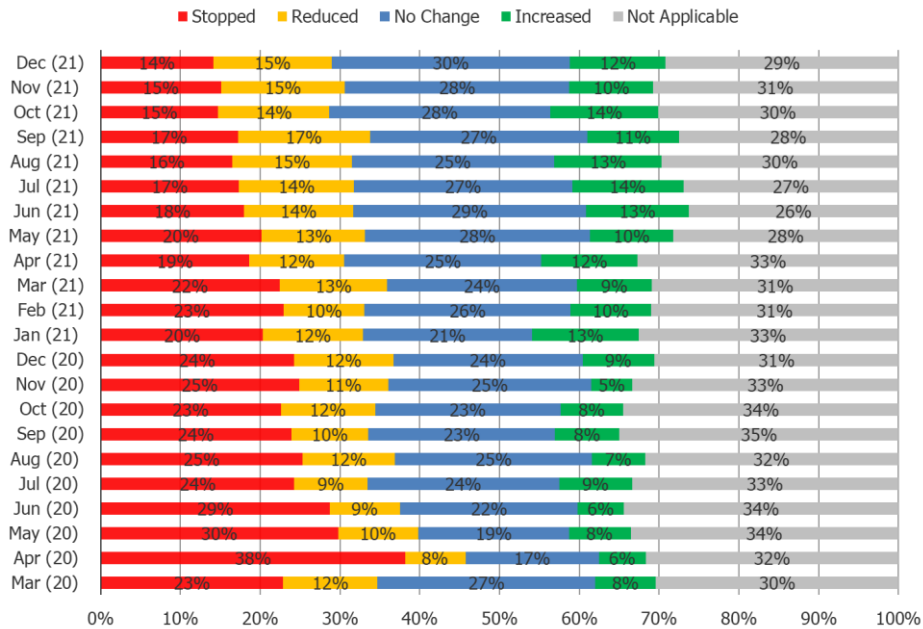
Bespoke Intel | Monthly Survey of 1,500 US Consumers Balanced to Census

Have you changed how often you do the following because of Covid and its impact?

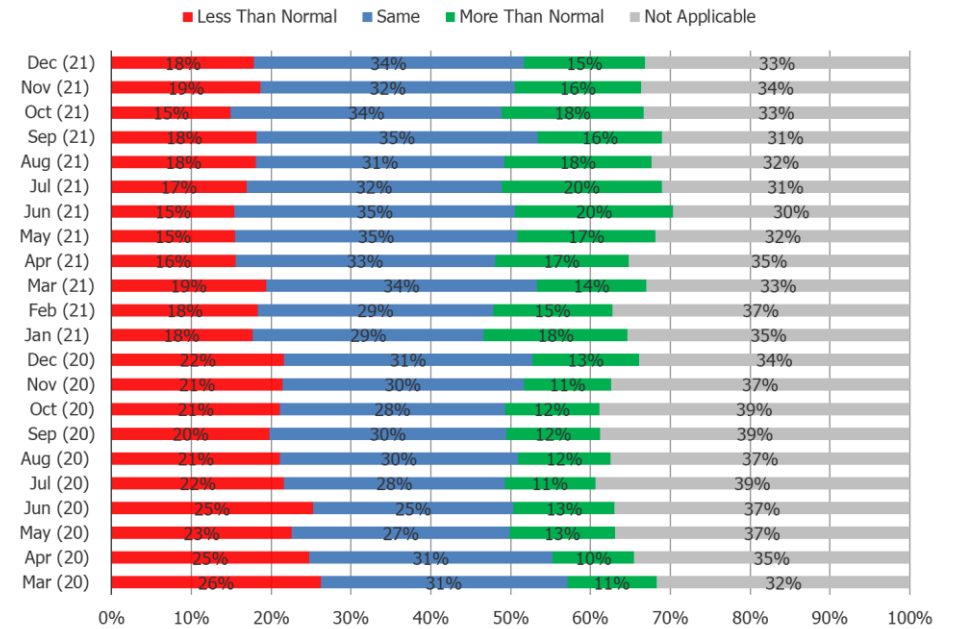
Posed to all respondents.

Going to the Gym

So Far...



Going Forward



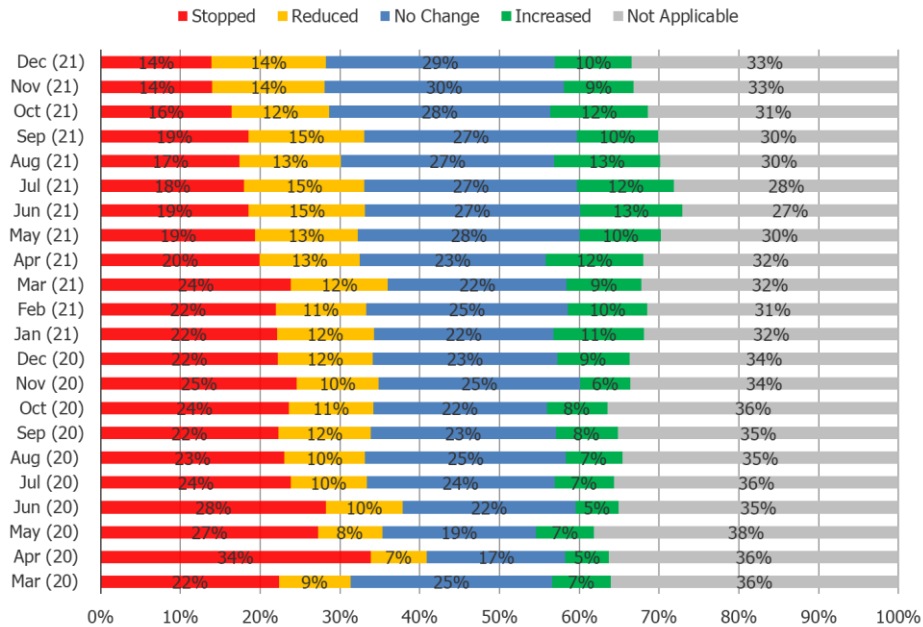
Bespoke Intel | Monthly Survey of 1,500 US Consumers Balanced to Census

Have you changed how often you do the following because of Covid and its impact?

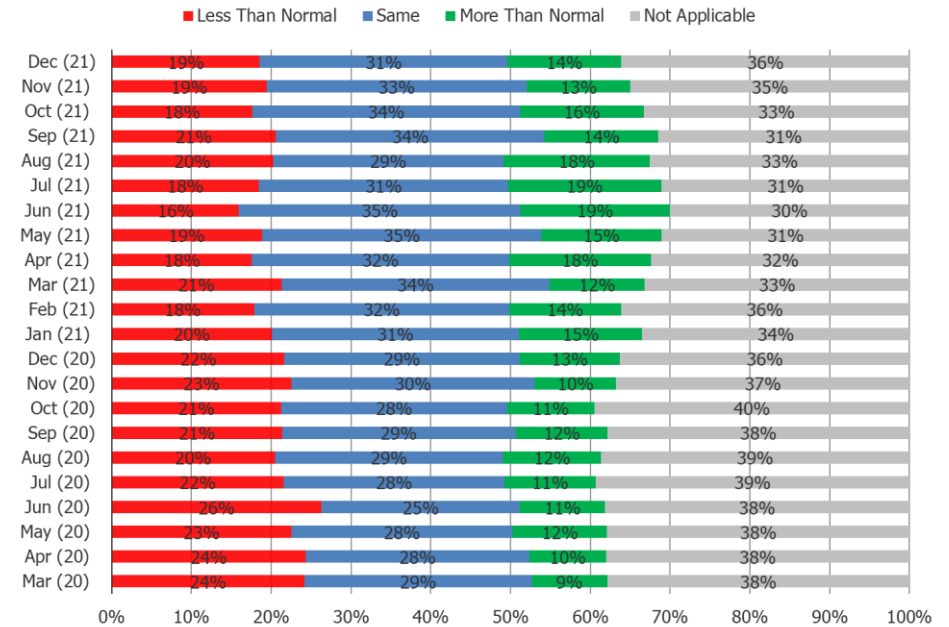
Posed to all respondents.

Going to Casinos

So Far...



Going Forward

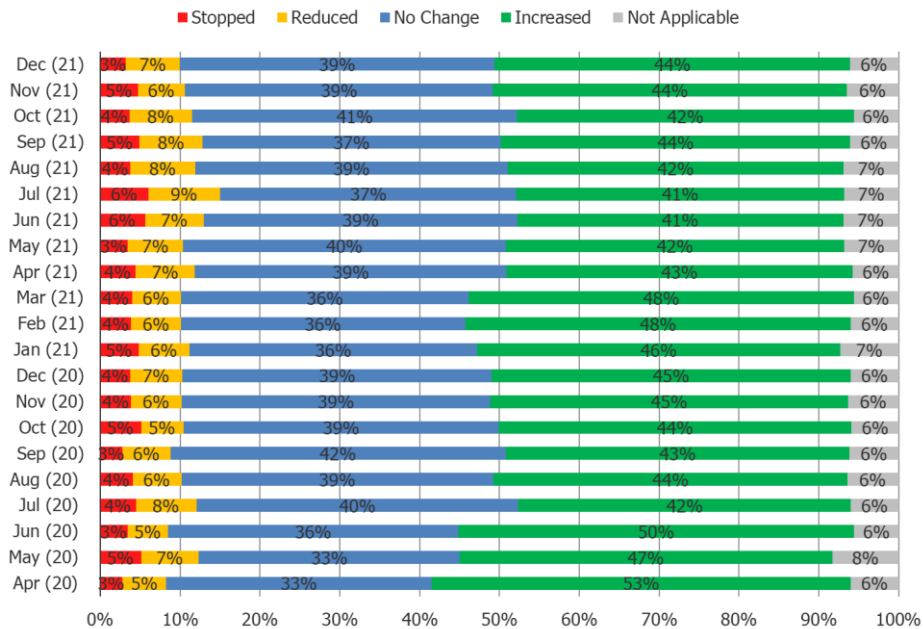


Have you changed how often you do the following because of Covid and its impact?

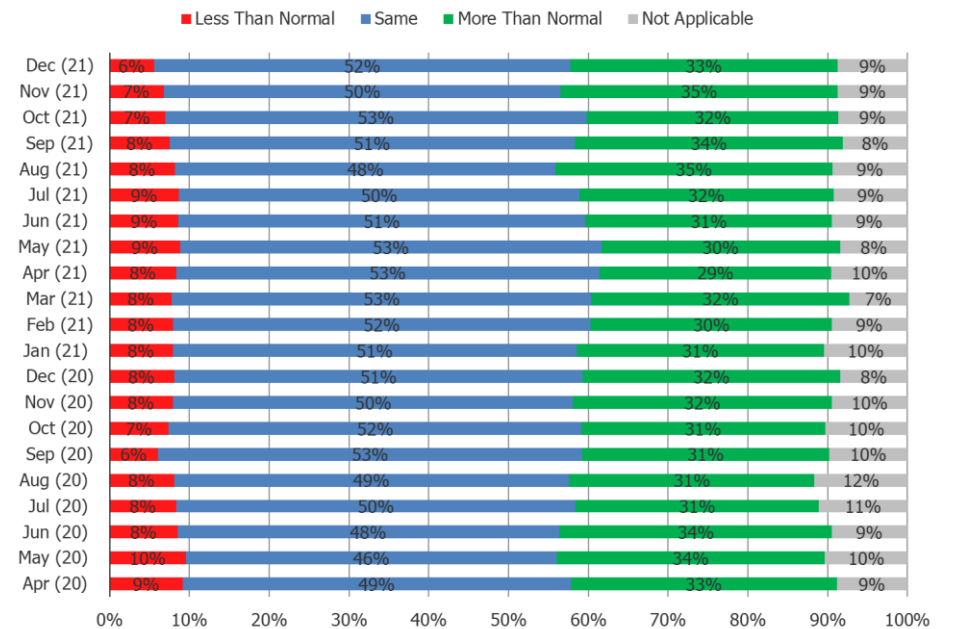
Posed to all respondents.

Cooking at Home

So Far...



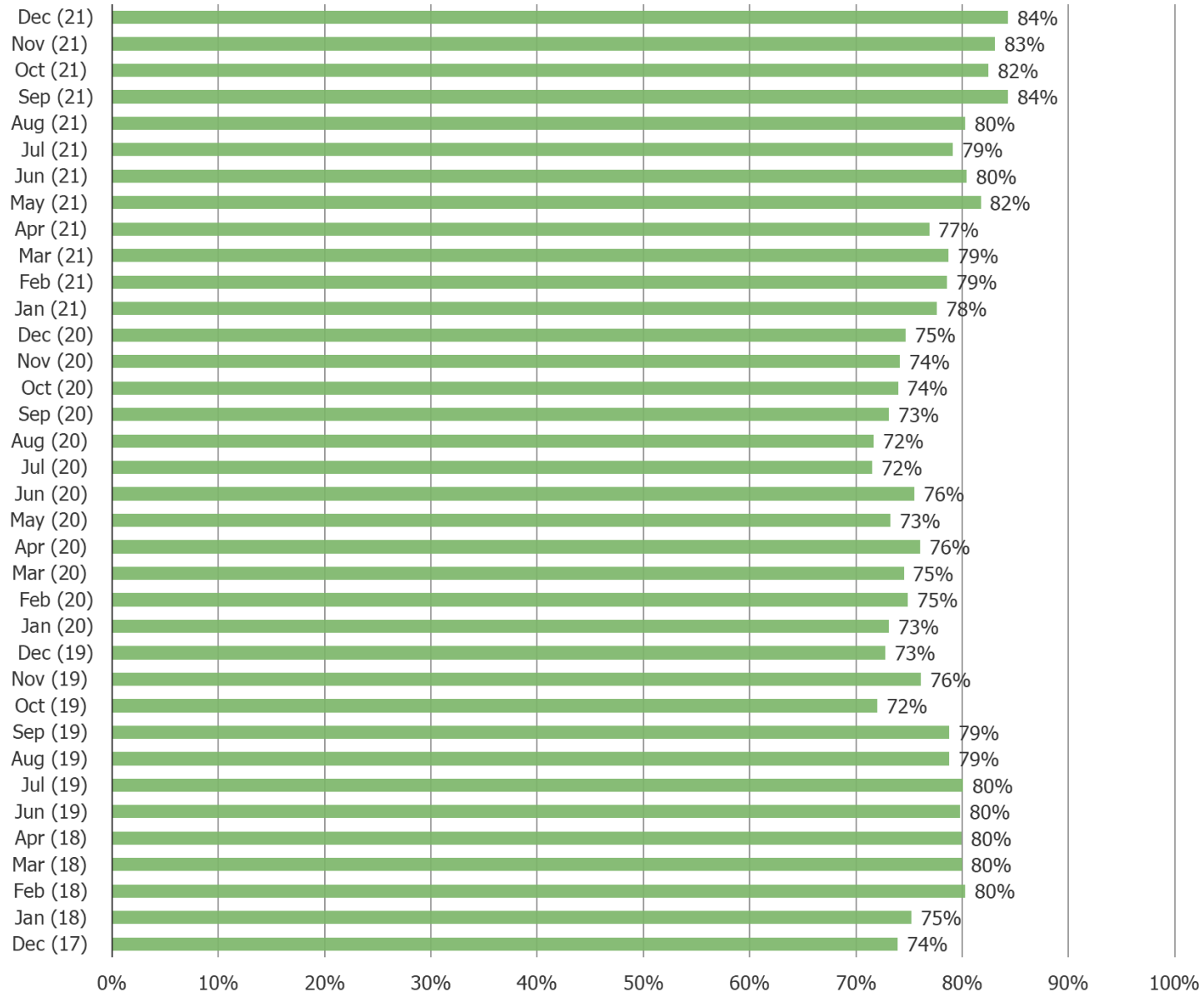
Going Forward



Bitcoin

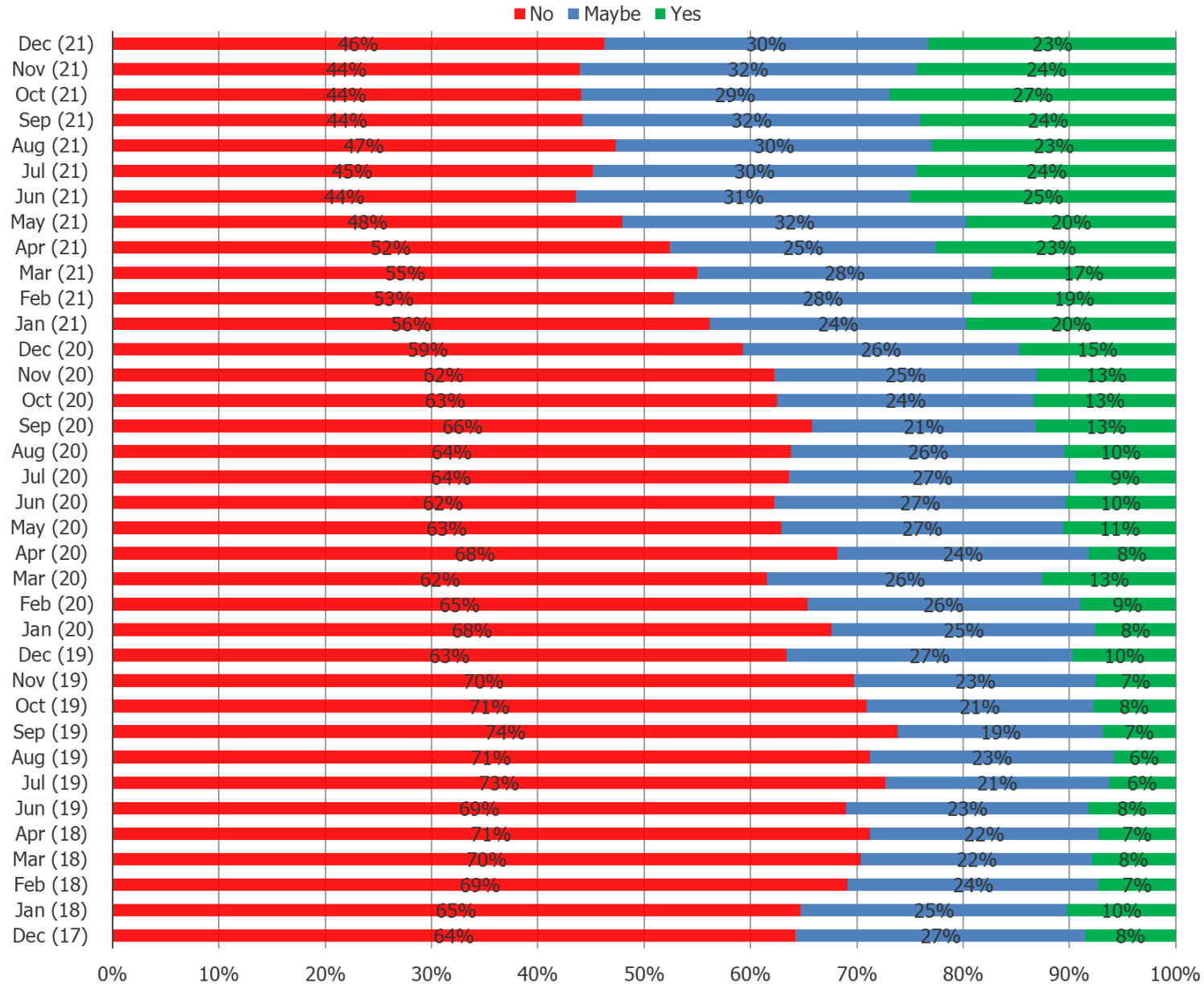
Have you heard of Bitcoin?

Posed to all respondents.



Do you have interest in buying Bitcoin?

Posed to respondents who are aware of Bitcoin?



Do you think Bitcoin would be a good or bad investment at the moment?

Posed to respondents who are aware of Bitcoin?

