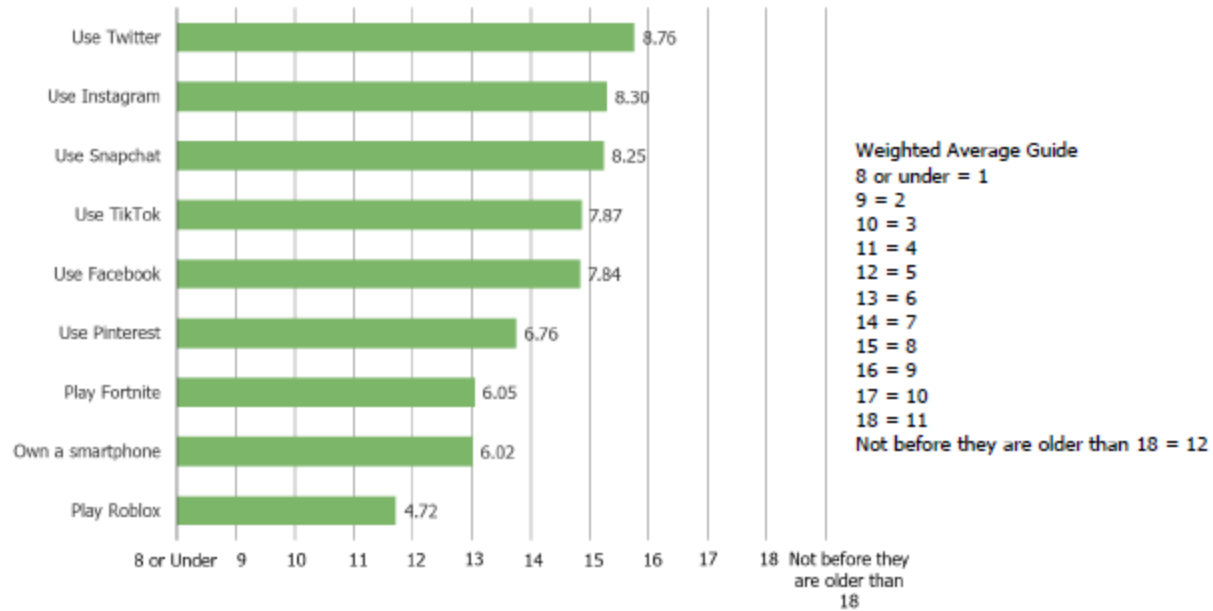


Social Media | Parents feel it is more acceptable for their children to play Roblox at a much earlier age, on average, compared to social media.

AT WHAT AGE DO YOU THINK IT IS APPROPRIATE FOR CHILDREN TO START DOING THE FOLLOWING...

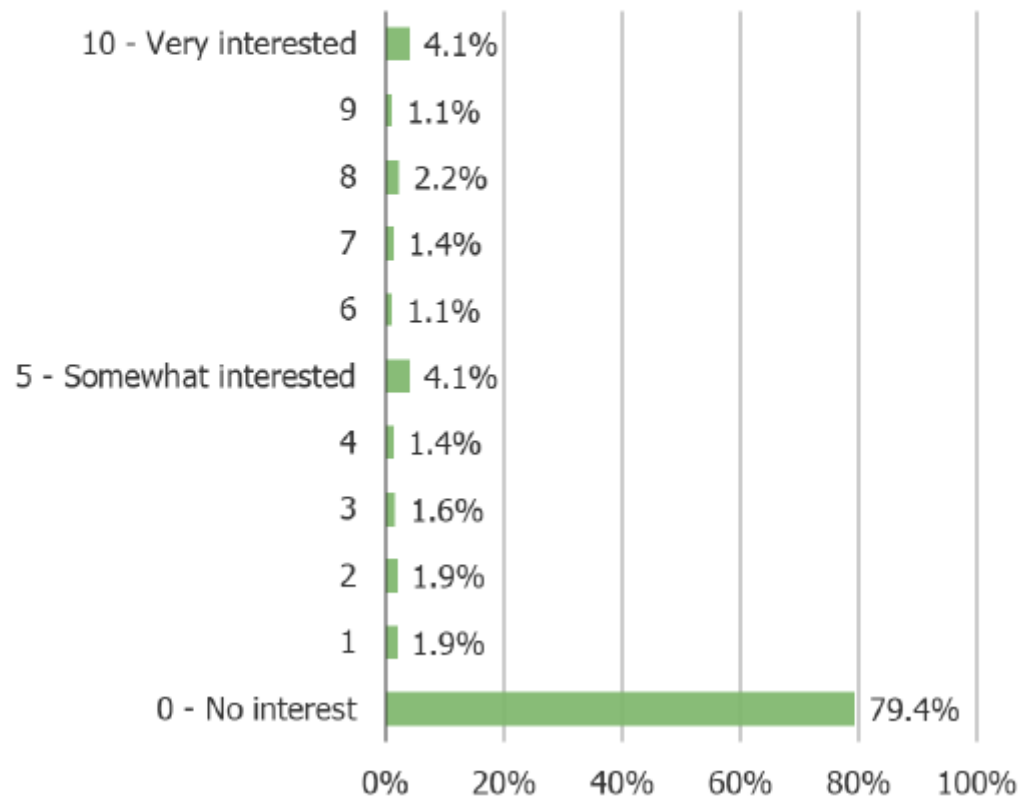
Posed to all respondents who have children under the age of 18 (N = 259).



Social Media | There is some initial interest from Twitter users around paying for Super Follows.

HOW MUCH INTEREST WOULD YOU HAVE IN PAYING FOR SUPER FOLLOWS ON TWITTER? WHEN YOU SUPER FOLLOW SOMEONE, YOU PAY TO SEE SUBSCRIBER ONLY CONTENT IN YOUR TIMELINE FROM THAT ACCOUNT. SUPER FOLLOWS MAY COST \$2.99 PER MONTH, \$4.99 PER MONTH, OR \$9.99 PER MONTH.

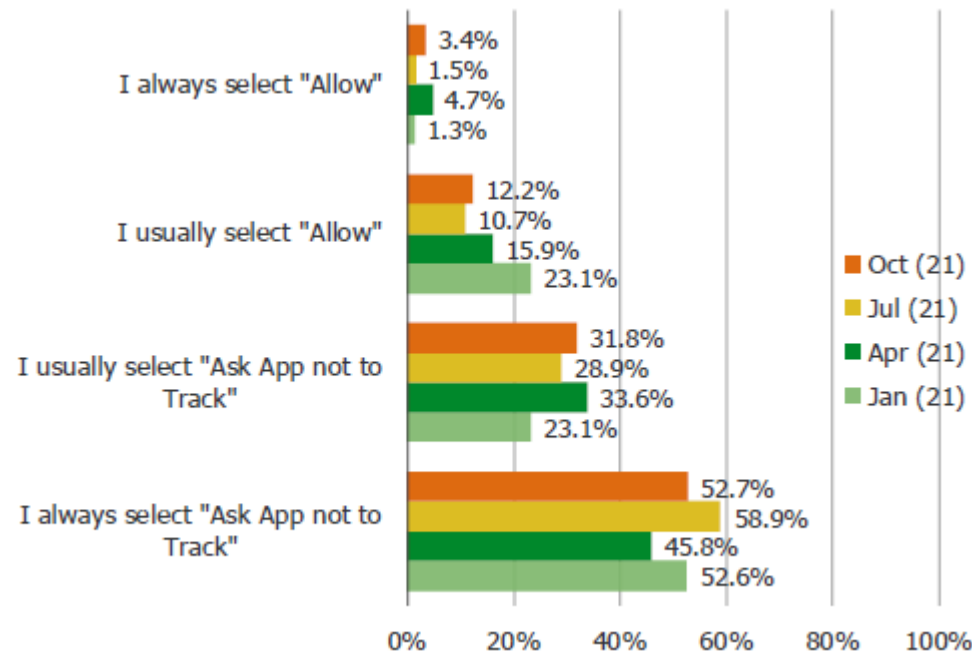
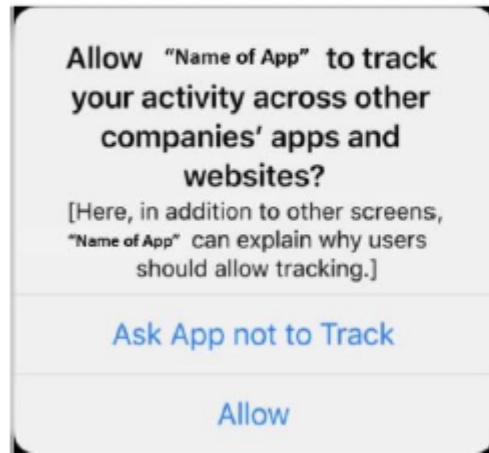
This question was posed to Twitter users (N = 369)



Social Media | Among consumers who have seen privacy opt-out notifications, the majority are choosing to ask app not to track.

WHEN YOU HAVE GOTTEN THESE NOTIFICATIONS, WHAT DO YOU SELECT?

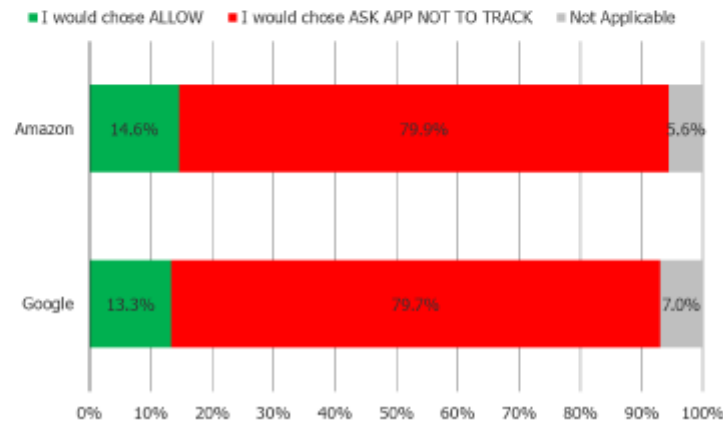
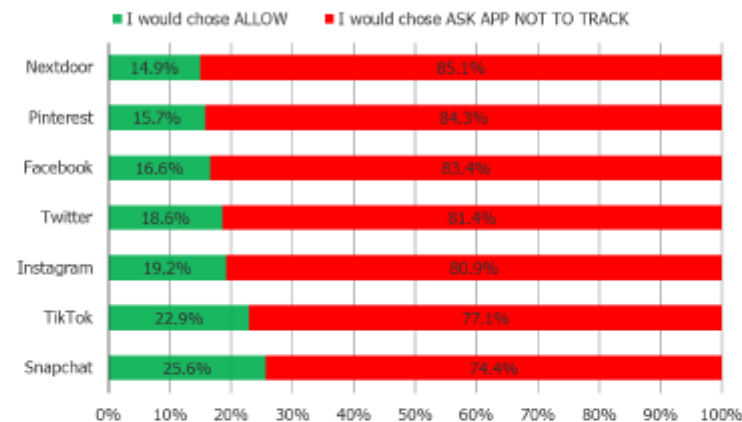
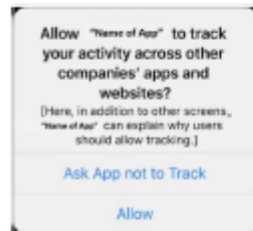
Posed to iPhone owners who have seen notifications like the below.



Social Media | There are some interesting variations in opt-out rates by platform (Snapchat users are the least likely to opt-out).

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

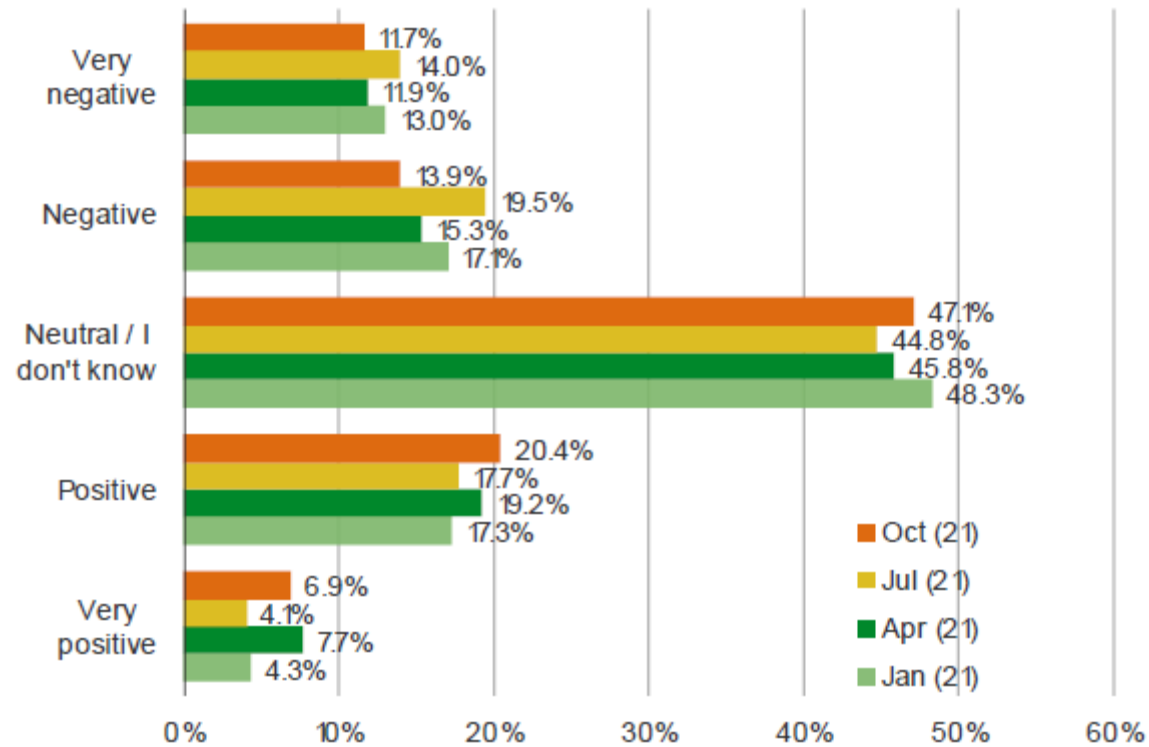
Posed to iOS users who use of each of the following.



Social Media | Social media users have an increasingly positive opinion toward being able to buy products through social media platforms.

WHAT IS YOUR OPINION OF BEING ABLE TO BUY PRODUCTS THROUGH SOCIAL MEDIA PLATFORMS (IE, NOT HAVING TO LEAVE THE PLATFORM TO PURCHASE AN ITEM THAT YOU COME ACROSS WHILE ON THE PLATFORM)?

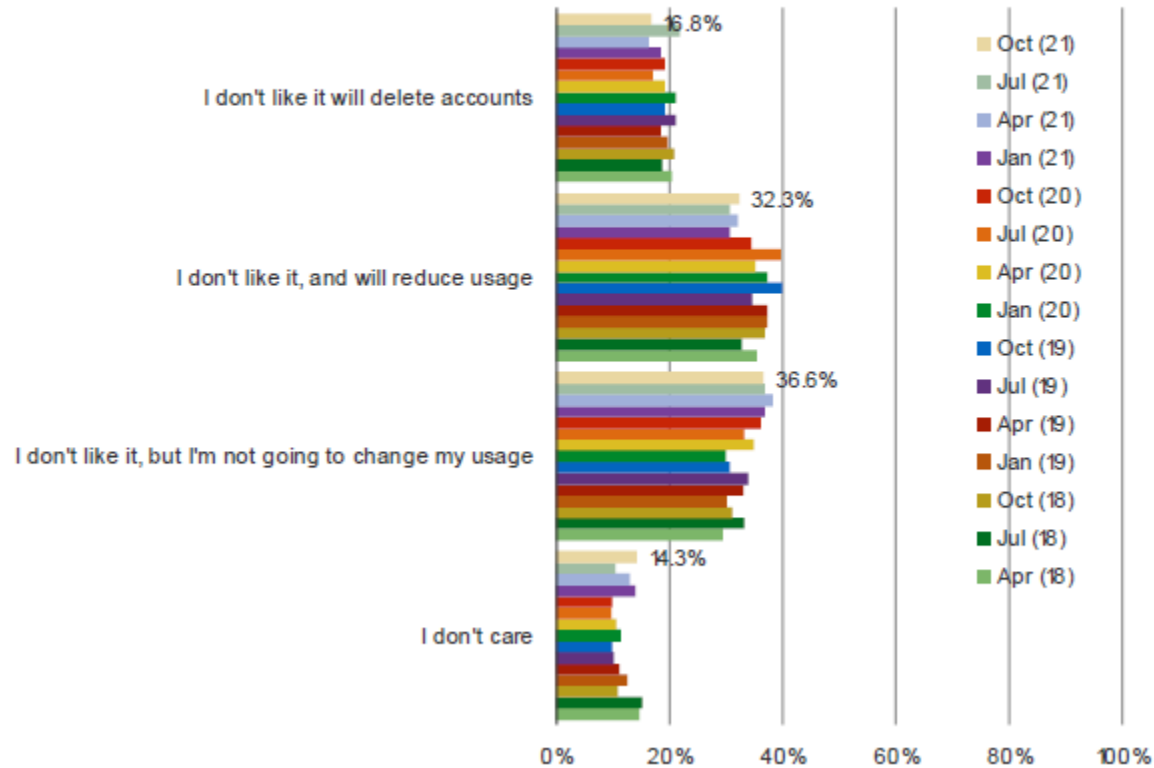
Posed to users of social media apps.



Social Media | Social media users are increasingly saying that social media platforms collecting personal data on them will not impact their usage.

WHAT IS YOUR OPINION OF SOCIAL MEDIA SITES COLLECTING PERSONAL DATA WHEN YOU USE THEM?

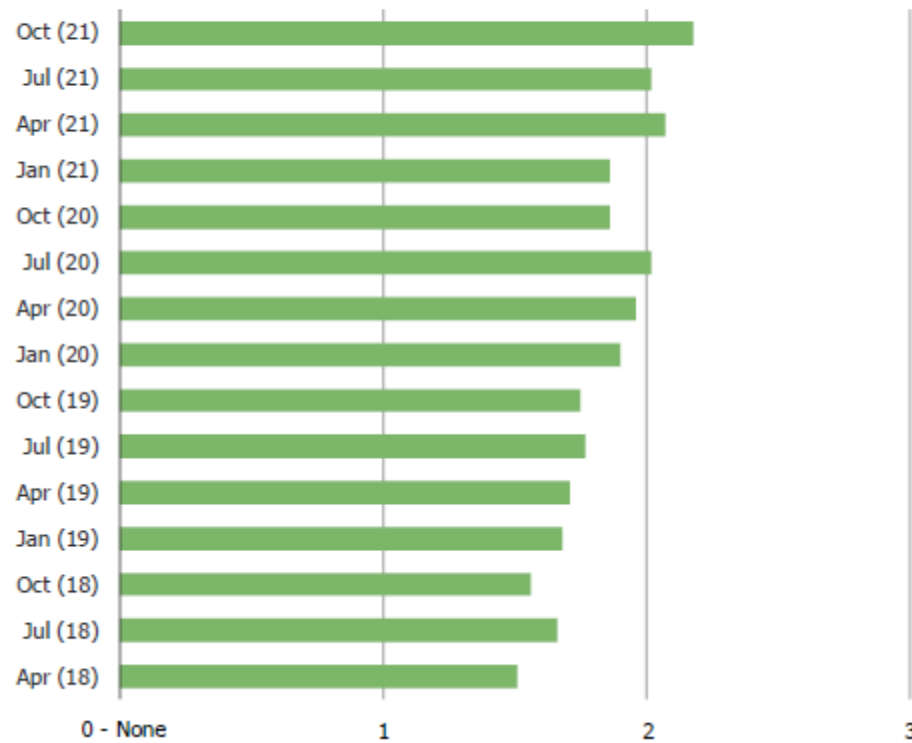
Posed to all respondents about social media in general



Streaming Video | Consumers have been revising higher the number of streaming video platforms that they feel is appropriate to be paying for at the same time.

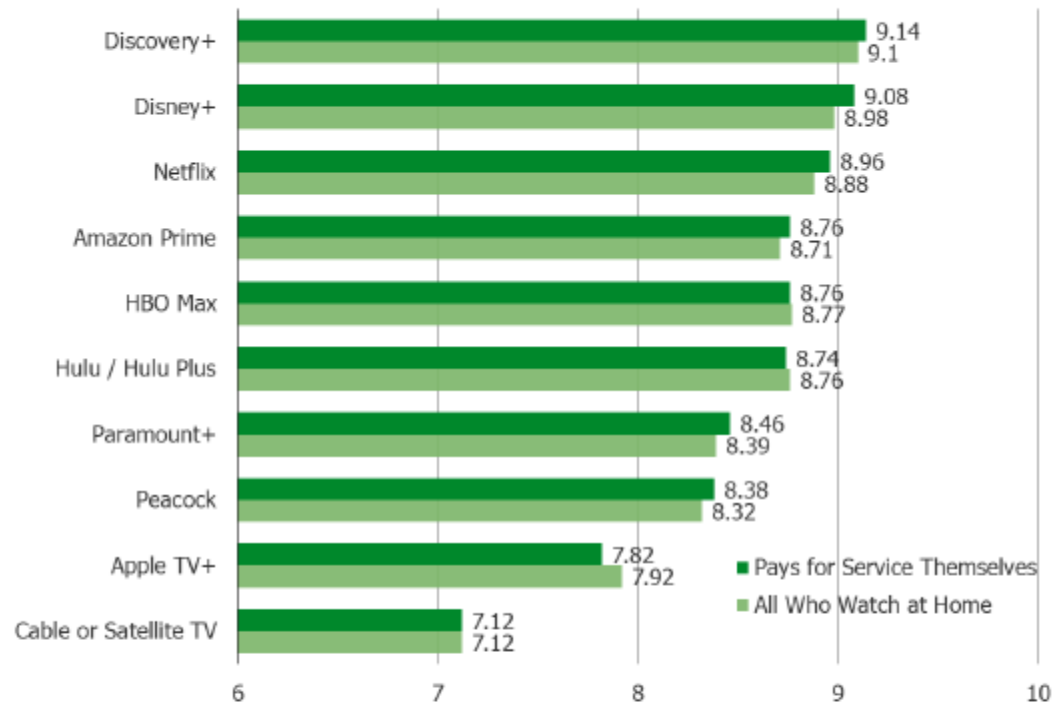
HOW MANY STREAMING VIDEO SERVICES DO YOU THINK IS THE RIGHT NUMBER TO BE PAYING FOR AT THE SAME TIME?

Posed to all respondents.



HOW WOULD YOU RATE THE VALUE THIS SERVICE OFFERS RELATIVE TO WHAT IT COSTS?

Posed to all respondents.



Weighted Average Guide:

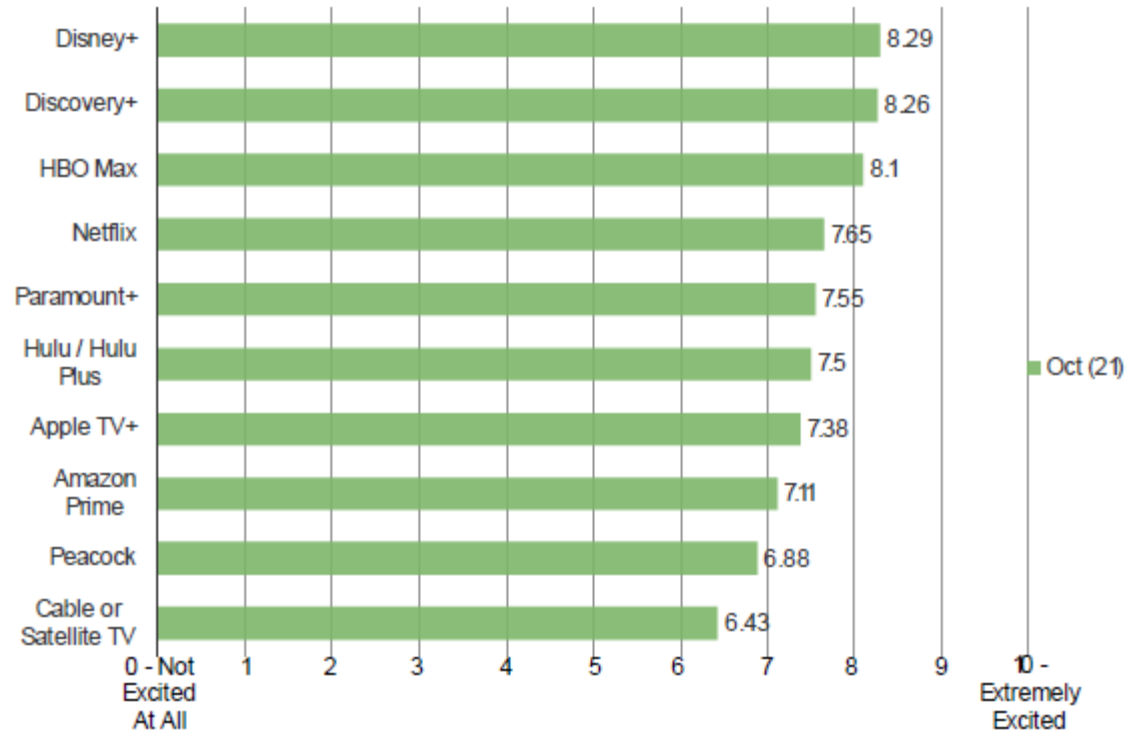
- 1 = 0, Very Poor Value
- 2 = 1
- 3 = 2
- 4 = 3
- 5 = 4
- 6 = 5
- 7 = 6
- 8 = 7
- 9 = 8
- 10 = 9
- 11 = 10, Very Good Value

N Size	All Who Watch At Home	Pays For Account
Netflix	565	430
Amazon Prime	517	430
Cable or Satellite TV	364	298
Hulu / Hulu Plus	323	250
Disney+	292	213
HBO Max	226	165
Peacock	170	136
Paramount+	111	84
Apple TV+	91	78
Discovery+	89	70

Streaming Video | Content Expectations.

PLEASE RATE HOW EXCITED YOU ARE FOR UPCOMING CONTENT (RELEASES IN THE NEXT 3 MONTHS) ON THE FOLLOWING?

Posed to respondents who pay for an account with or live with someone who pays for an account with each of the following:

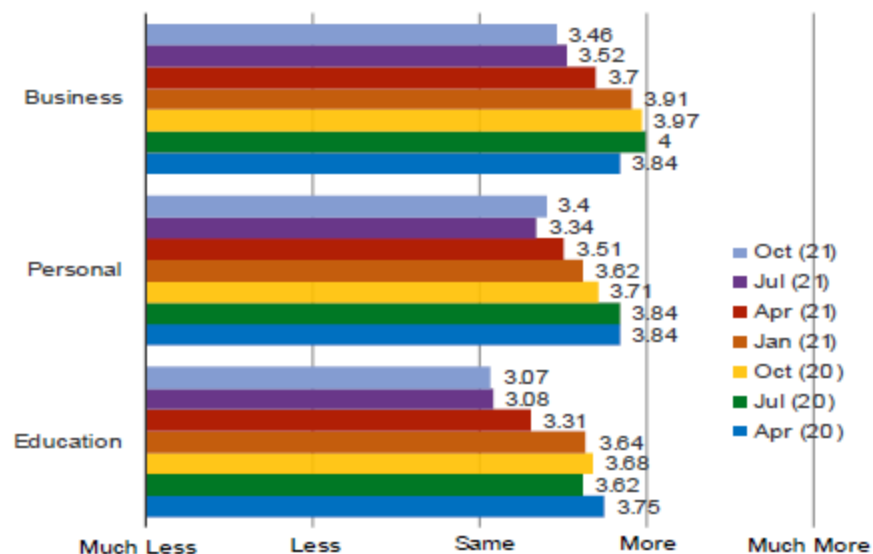


	N =
Netflix	565
Amazon Prime	517
Cable or Satellite TV	364
Hulu / Hulu Plus	323
Disney+	292
HBO Max	226
Peacock	170
Paramount+	111
Apple TV+	91
Discovery+	89

Video Calls | Self-reported video call engagement frequency has regressed relative to levels recorded in the earlier innings of the pandemic.

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

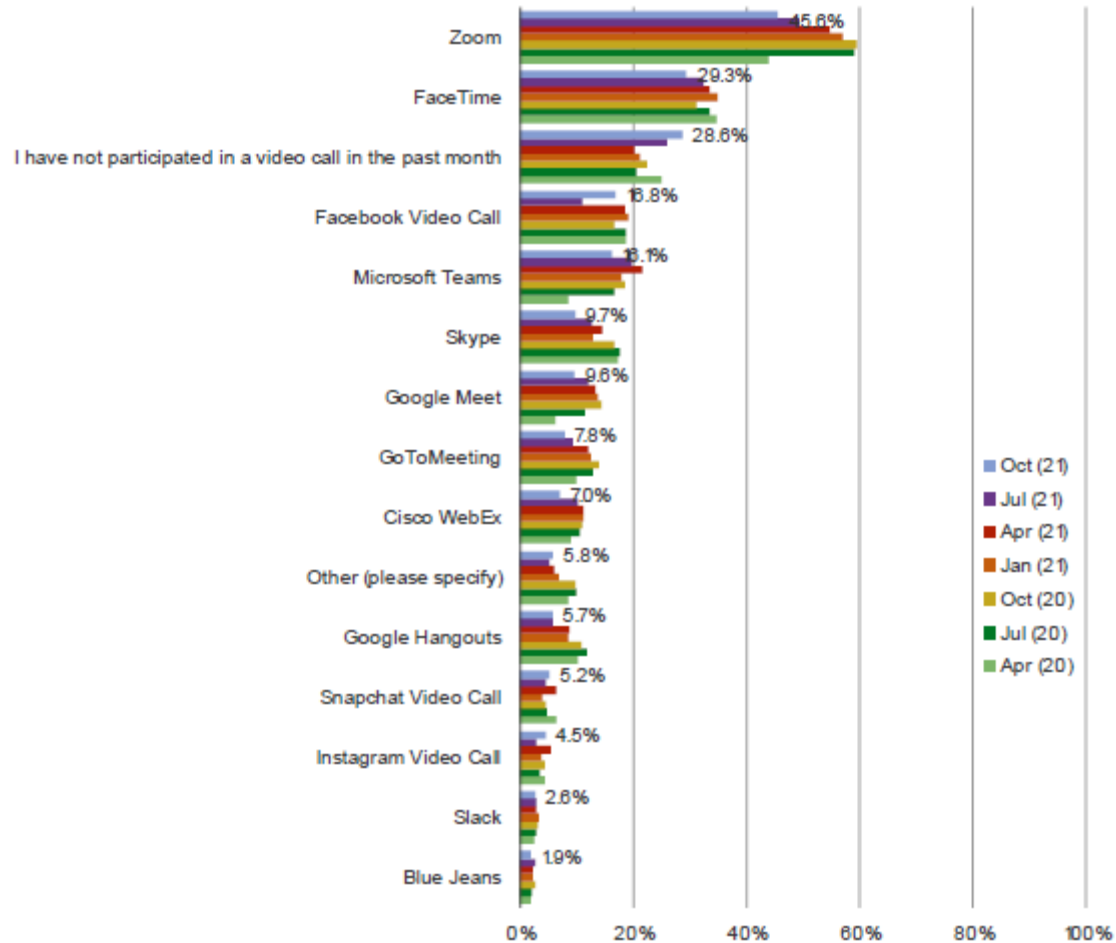
Posed to respondents who have participated in video calls in the past month.



Video Calls | The percentage of consumers who used Zoom for a video call in the past month has been on the decline.

HAVE YOU USED ANY OF THE FOLLOWING TO PARTICIPATE IN A VIDEO CALL IN THE PAST MONTH?
(SELECT ALL THAT APPLY)

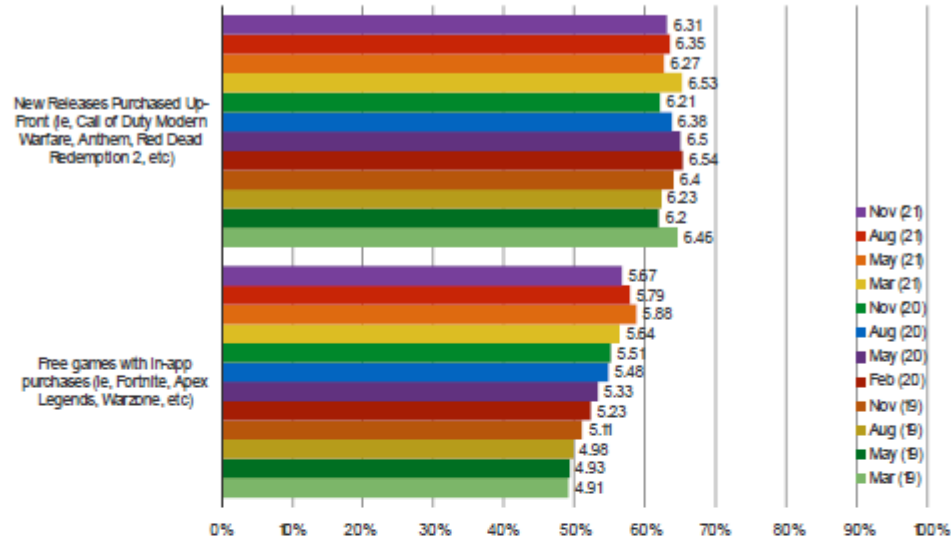
Posed to all respondents



Video Games | Free games with in-app purchases have been gaining over time.

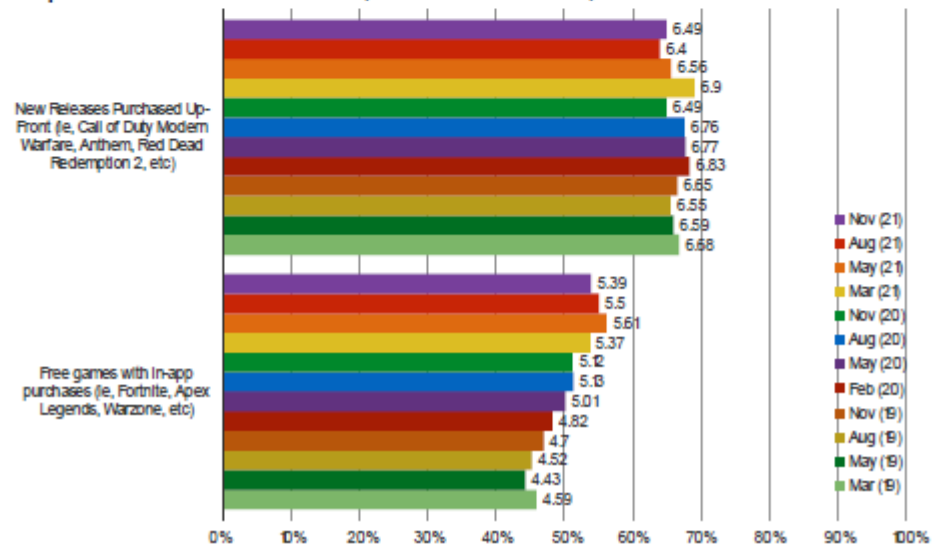
HOW MUCH OF YOUR GAME PLAYING TIME GETS ALLOCATED TO THE FOLLOWING?

Posed to respondents who own a PS4/PS5 or Xbox One/Series X.



HOW MUCH OF YOUR GAME SPENDING BUDGET GETS ALLOCATED TO THE FOLLOWING?

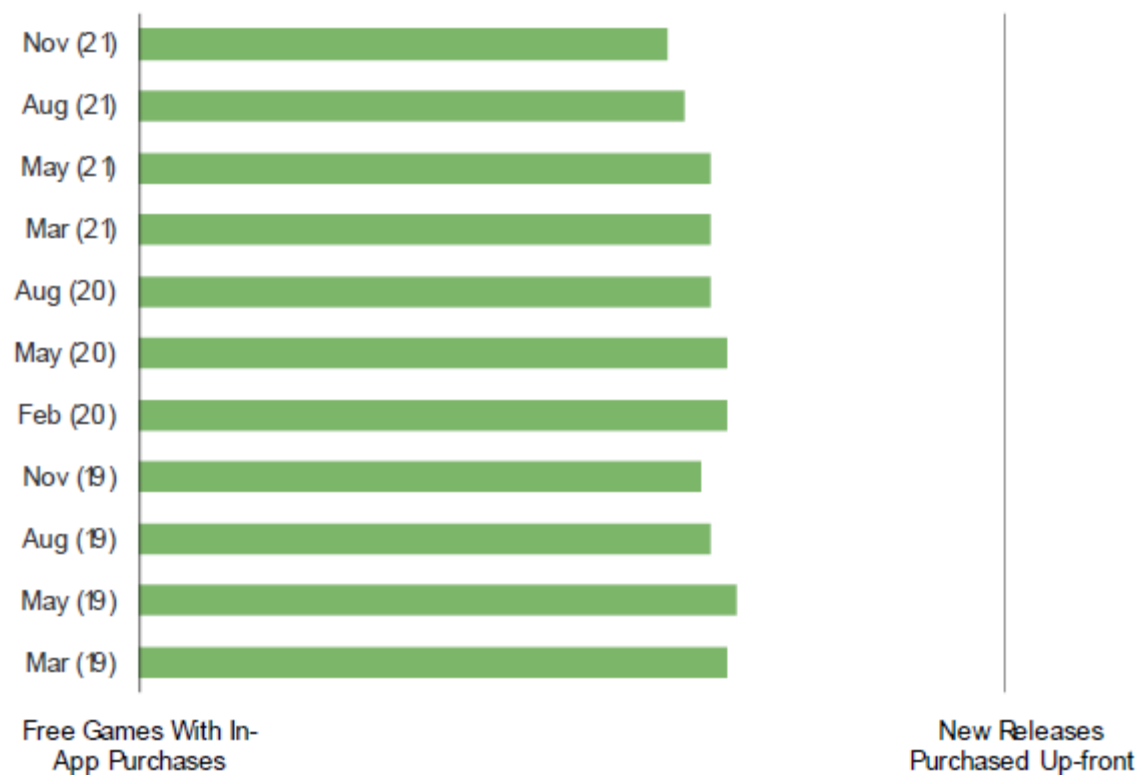
Posed to respondents who own a PS4/PS5 or Xbox One/Series X.



Video Games | Preferences have been slowly shifting toward free games with in-app purchases.

WHICH DO YOU PREFER?

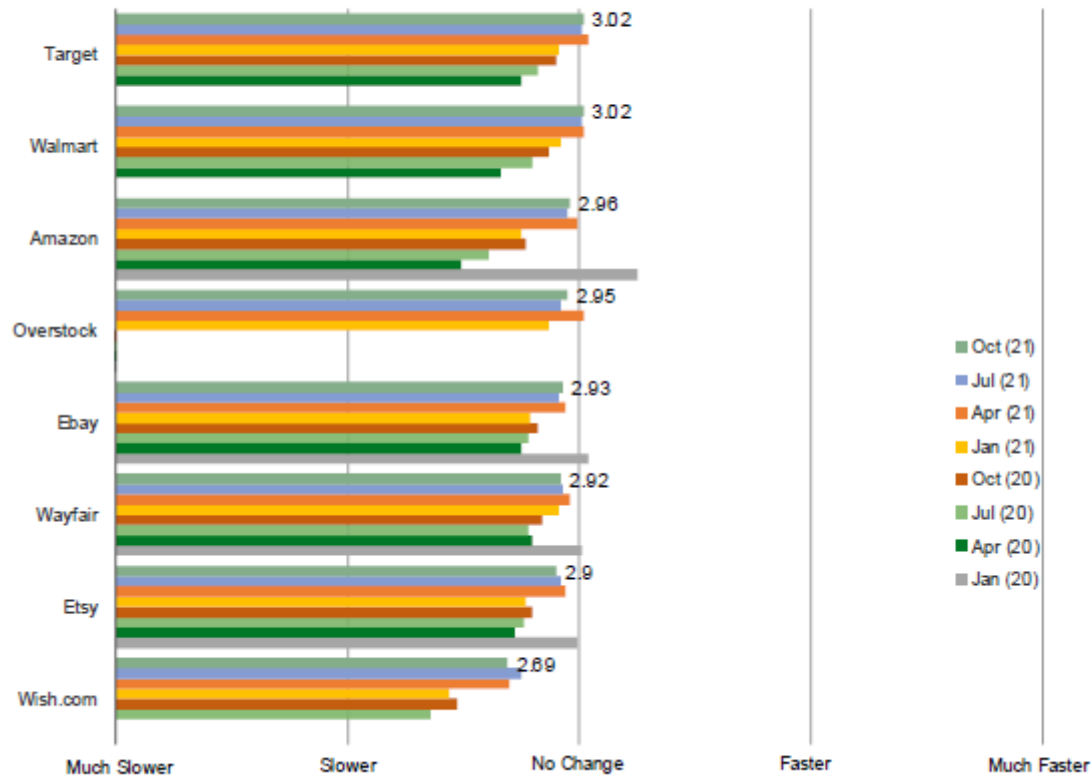
Posed to respondents who own a PS4/PS5 or Xbox One/Series X.



eCommerce | Consumer complaints around shipping were largely resolved with eCommerce platforms we test in our October survey.

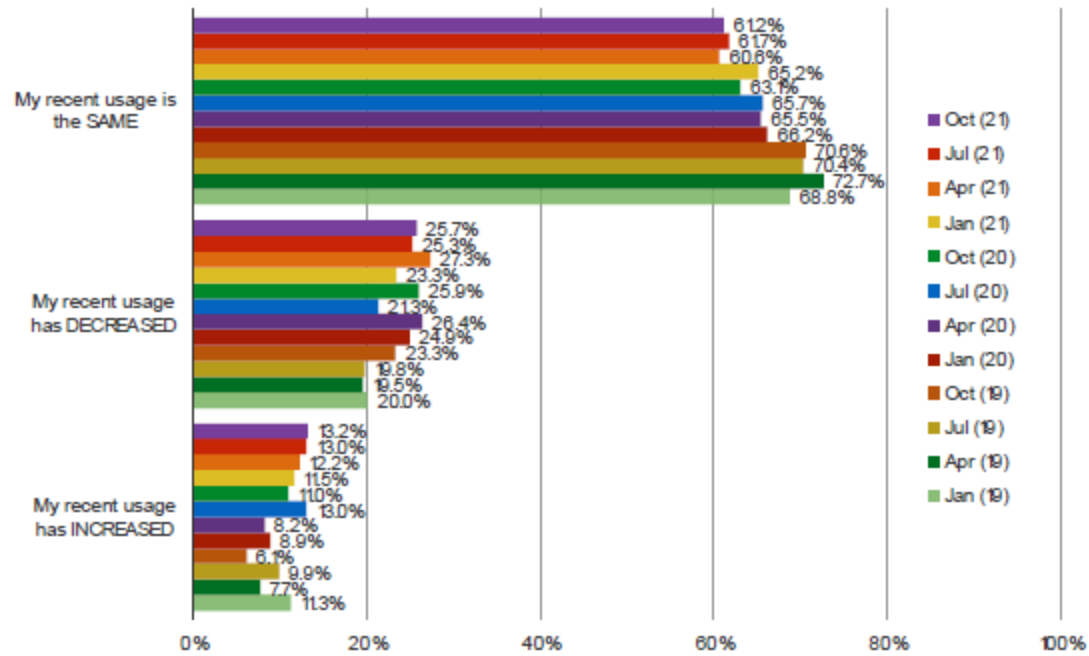
HAVE YOU NOTICED ANY CHANGES IN AVAILABLE SHIPPING TIMES WHEN USING THIS PLATFORM RECENTLY?

Posed to users of each site/app.



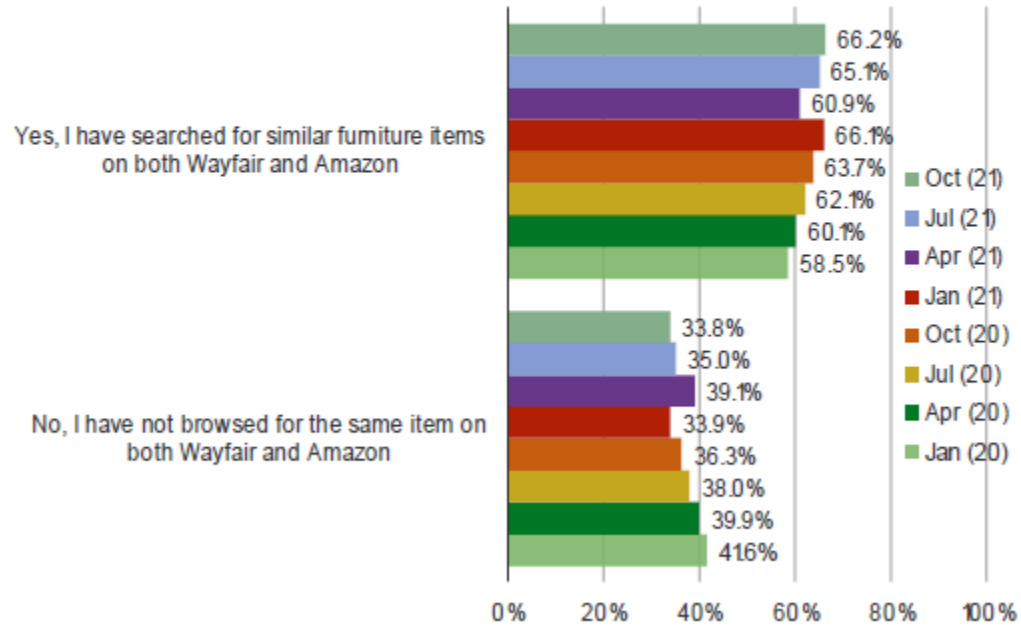
eCommerce | Wayfair users have been increasingly likely to say that their usage has increased or decreased recently.

WAYFAIR USERS – RECENT USAGE



HAVE YOU EVER BROWSED FOR THE SAME TYPE OF FURNITURE PRODUCT ON BOTH WAYFAIR AND AMAZON?

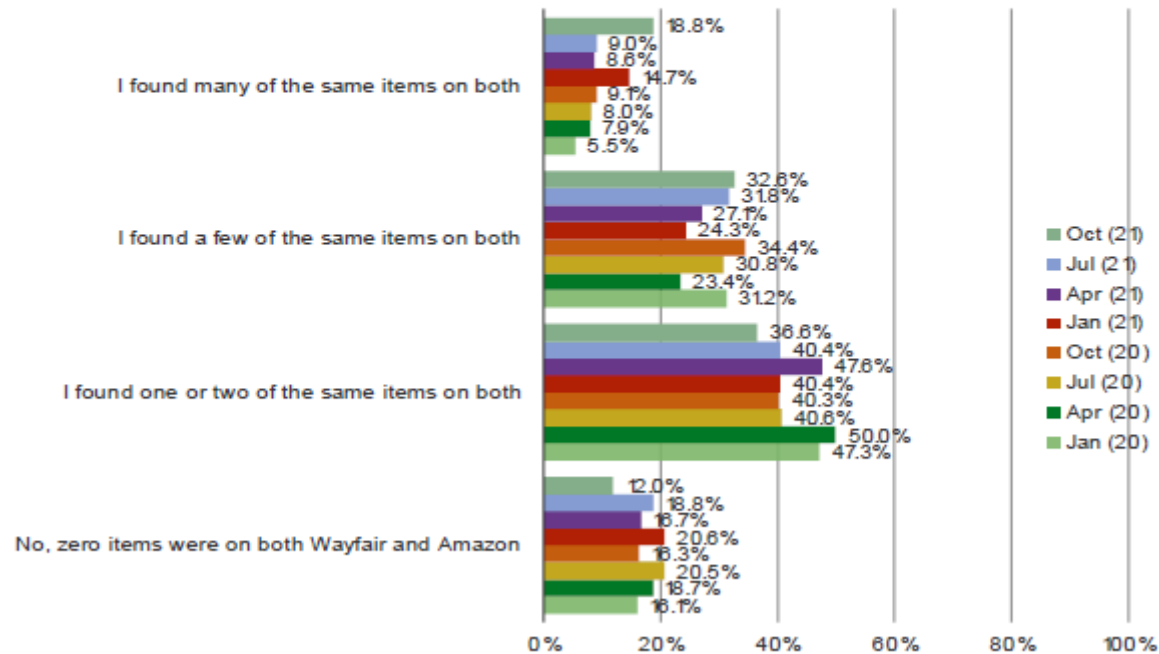
Posed to Wayfair users.



eCommerce | Wayfair customers who cross-shop Amazon have been increasingly likely to say they find identical items while cross-shopping.

IN THE COURSE OF YOUR SEARCH, DID YOU FIND ANY ITEMS THAT WERE IDENTICAL AND LISTED ON BOTH WAYFAIR AND AMAZON?

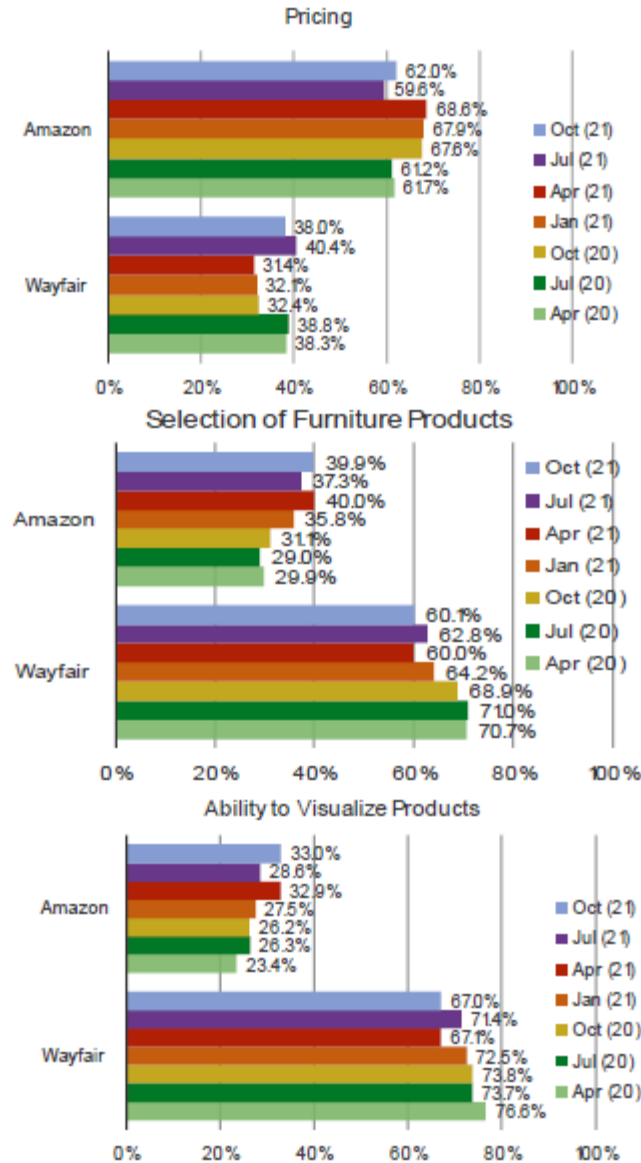
Posed to Wayfair users who have browsed for the same type of furniture product on both Wayfair AND Amazon.



eCommerce | Wayfair customers who cross-shop Amazon say Amazon is better for price and they are gaining ground for selection and visualization.

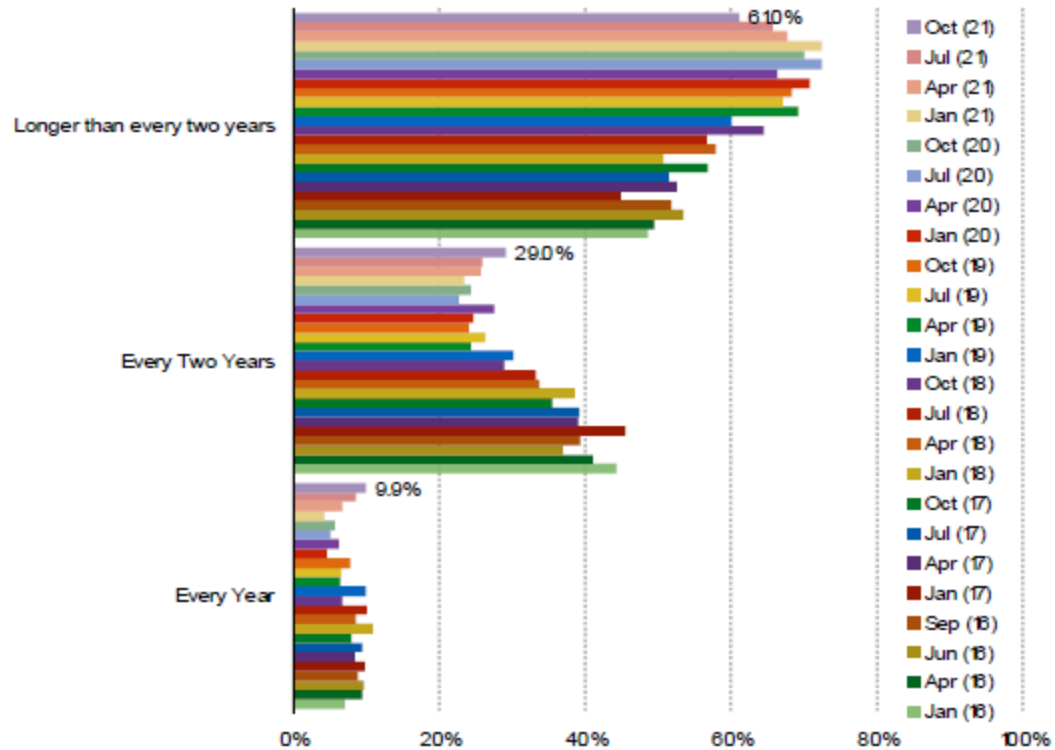
WHEN YOU WERE SHOPPING FOR THE SAME FURNITURE CATEGORY ON BOTH WAYFAIR AND AMAZON, WHICH PLATFORM HAD BETTER...

Posed to Wayfair users who have browsed for the same type of furniture product on both Wayfair AND Amazon.



EXPECTATIONS FOR HOW FREQUENTLY CONSUMERS WILL PURCHASE NEW SMARTPHONES GOING FORWARD

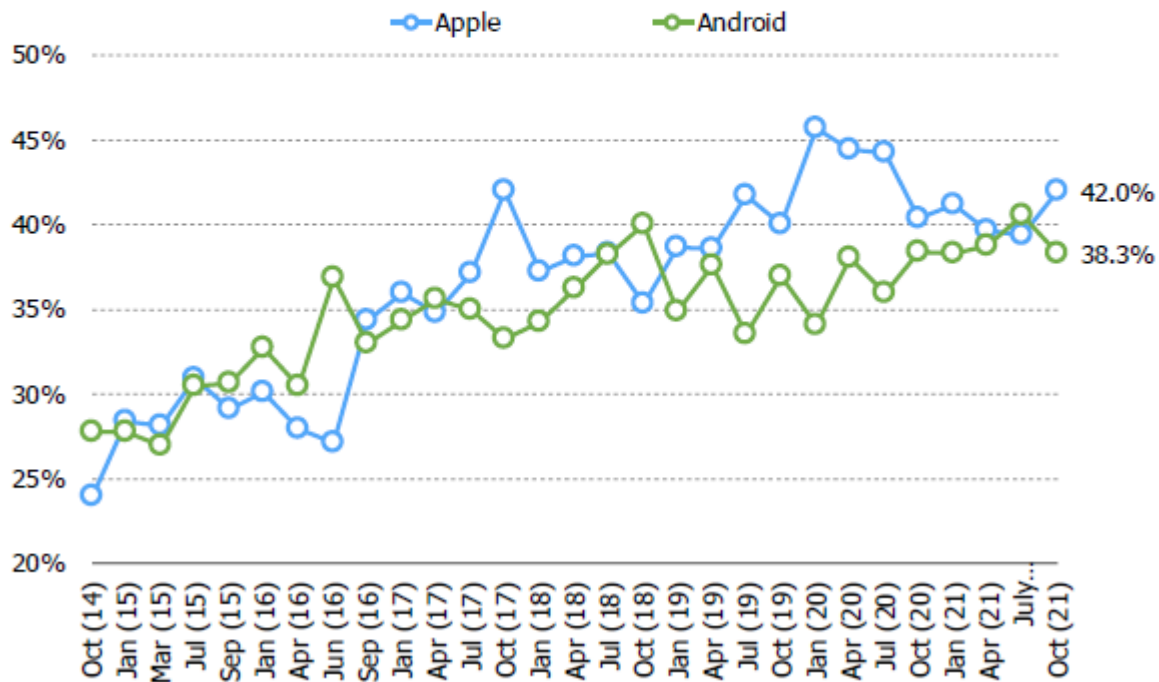
This question was posed to smartphone owners.



Consumer Electronics US | Most smartphone owners in the US have decided on their operating system and stick with it across refresh cycles.

“TRIPLE PLAYS” – PERCENTAGE OF SMARTPHONE OWNERS WHO OWN THE SAME OPERATING SYSTEM FOR LAST PHONE, CURRENT PHONE, AND PLAN TO USE SAME FOR NEXT PHONE

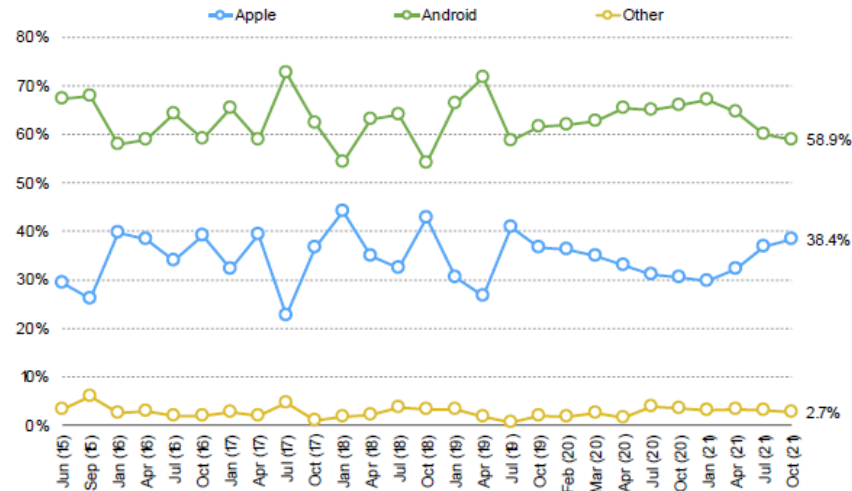
This question was posed to smartphone owners.



Consumer Electronics China | Market share trends for the iPhone in China improved in recent quarters.

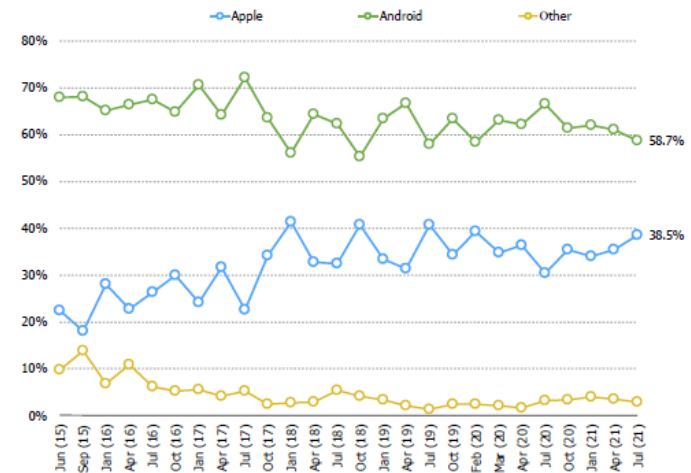
SMARTPHONE OWNERS – TYPE OF SMARTPHONE CURRENTLY OWN

This question was posed to all respondents.



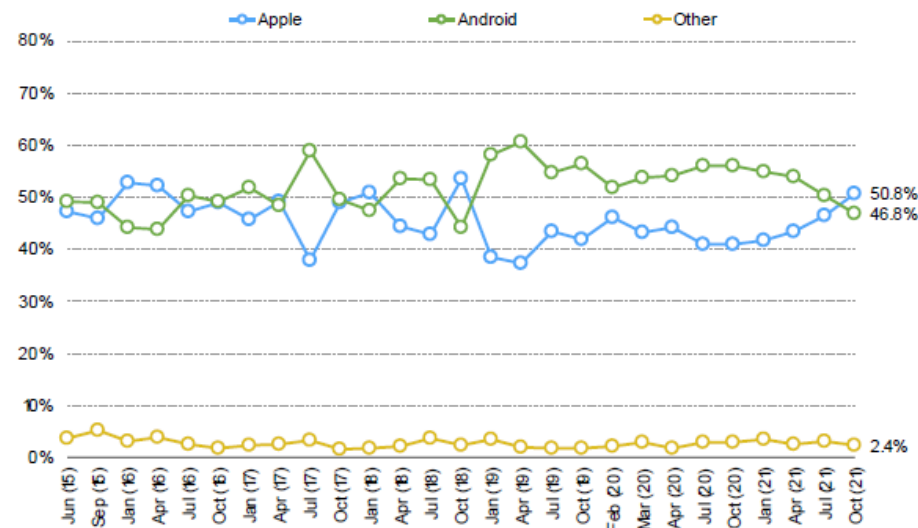
SMARTPHONE OWNERS – WHICH SMARTPHONE DID YOU OWN BEFORE YOUR CURRENT SMARTPHONE?

This question was posed to smartphone owners.



SMARTPHONE OWNERS – WHICH SMARTPHONE WILL YOU CHOOSE FOR YOUR NEXT SMARTPHONE?

This question was posed to smartphone owners.



Consumer Electronics China | In China, price remains the top reason why consumers don't choose the iPhone.

WHY DON'T YOU USE THE IPHONE?

This question was posed to all smartphone owners who DO NOT own iPhones.

October 2021



July 2021



April 2021



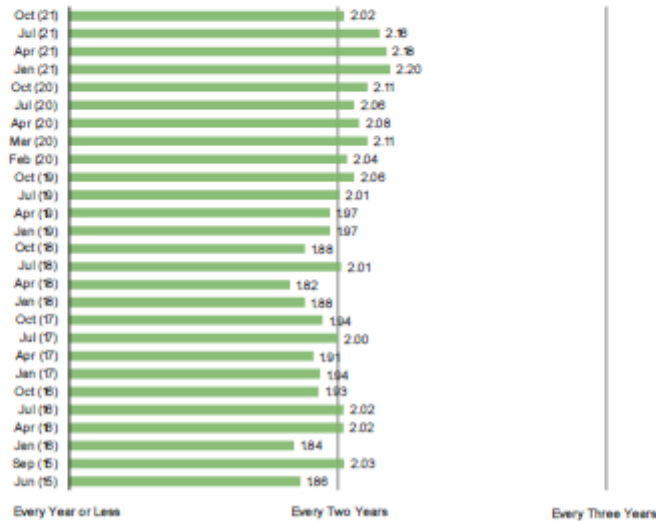
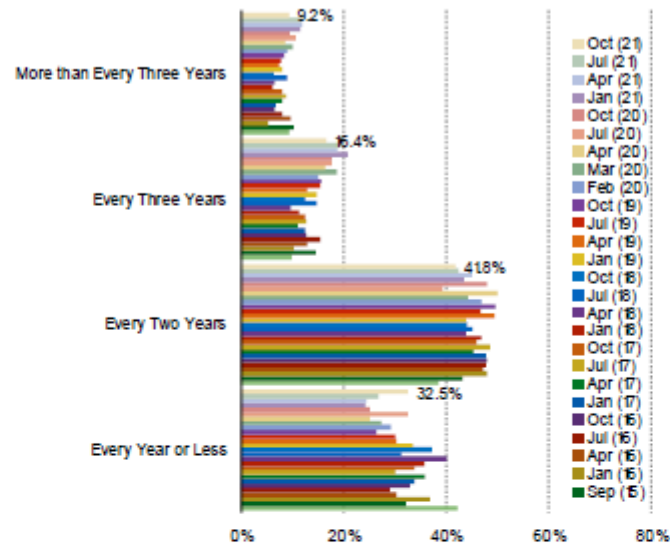
January 2021



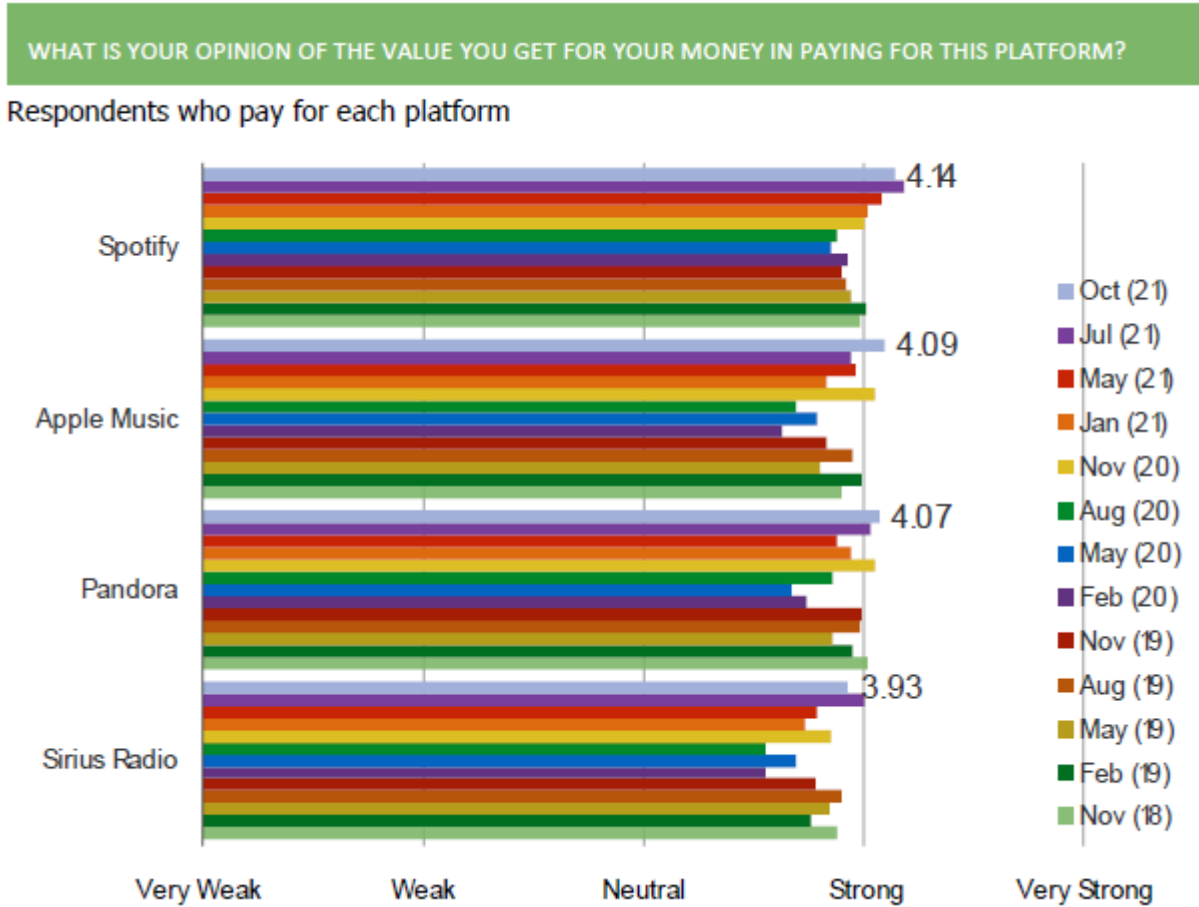
Consumer Electronics China | In China, extended refresh cycle expectations reversed earlier this year.

HOW OFTEN DO YOU BUY A NEW SMARTPHONE?

This question was posed to smartphone owners.



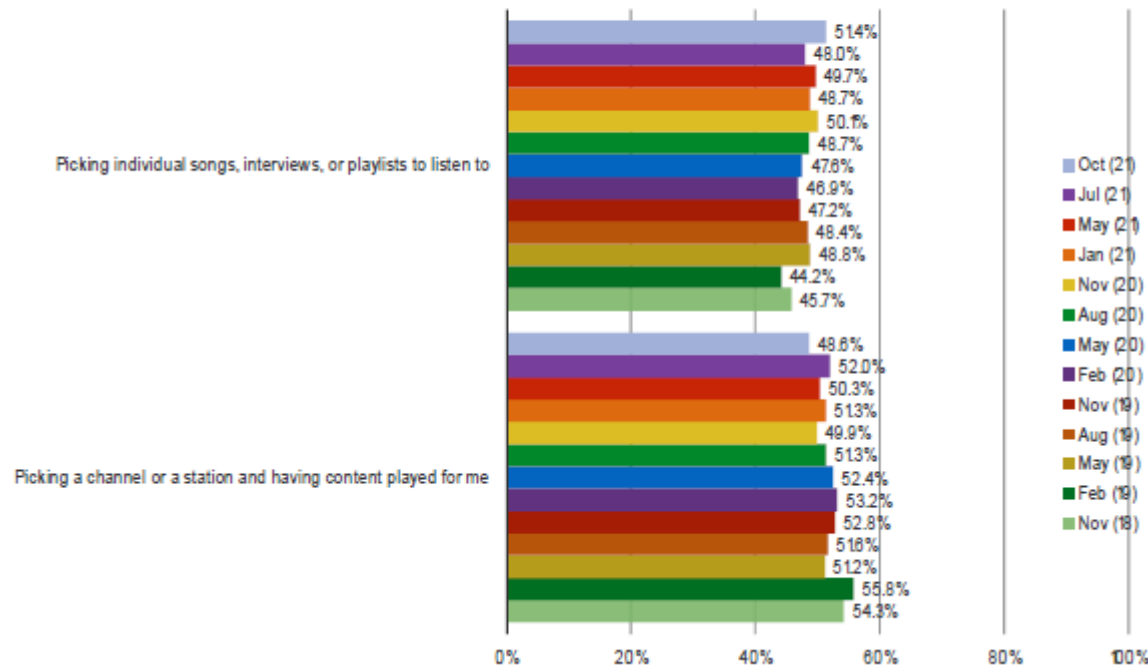
Audio | Consumers are increasingly likely to see strong value in paying for streaming audio subscriptions.



Audio | Consumers are gradually shifting toward preferring to pick individual songs, interviews, and playlists to listen to.

FOR LISTENING TO MUSIC AND TALK-SHOW CONTENT, WHICH IS BETTER?

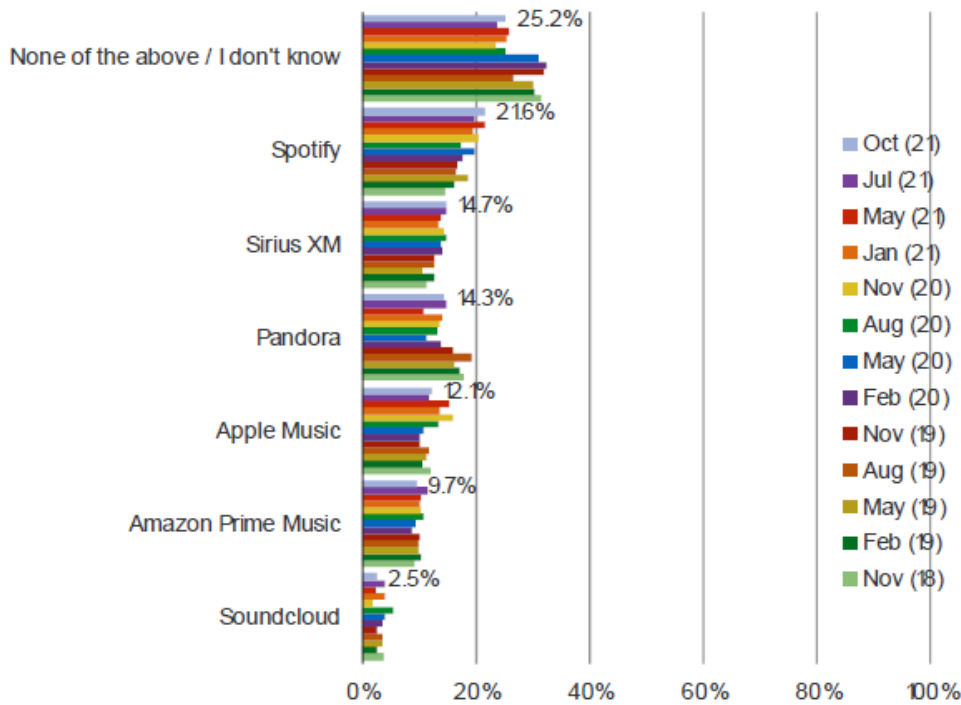
Posed to all respondents.



Audio | Spotify is increasingly being viewed as the platform with the best content. Sirius also performs well in this KPI.

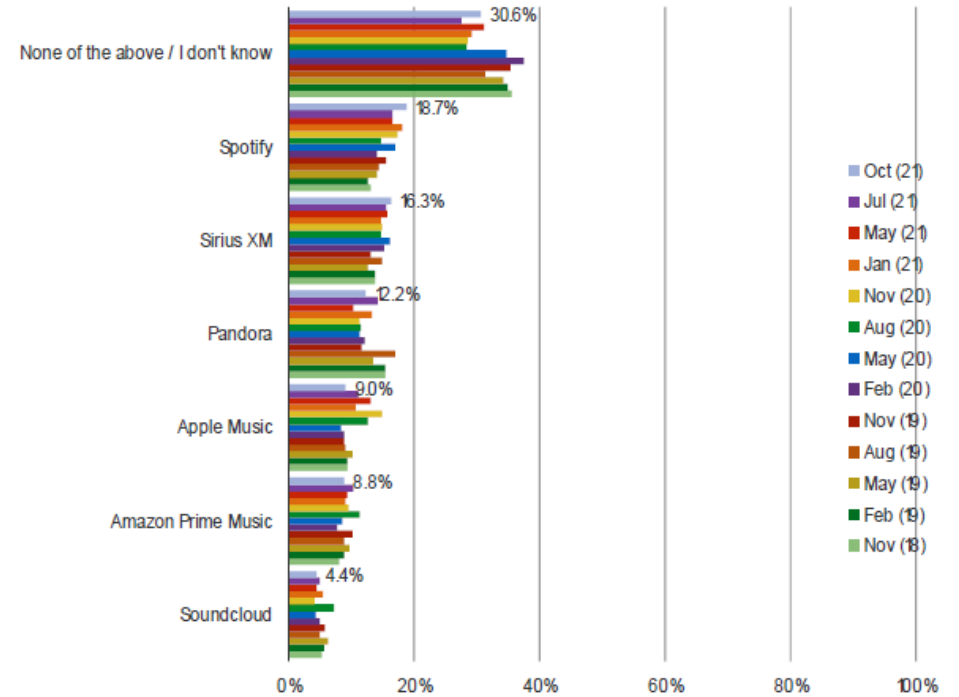
IN YOUR OPINION, WHICH PLATFORM HAS THE BEST CONTENT AVAILABLE?

Posed to all respondents.



IN YOUR OPINION, WHICH PLATFORM HAS THE MOST UNIQUE CONTENT AVAILABLE THAT YOU CAN'T FIND ANYWHERE ELSE?

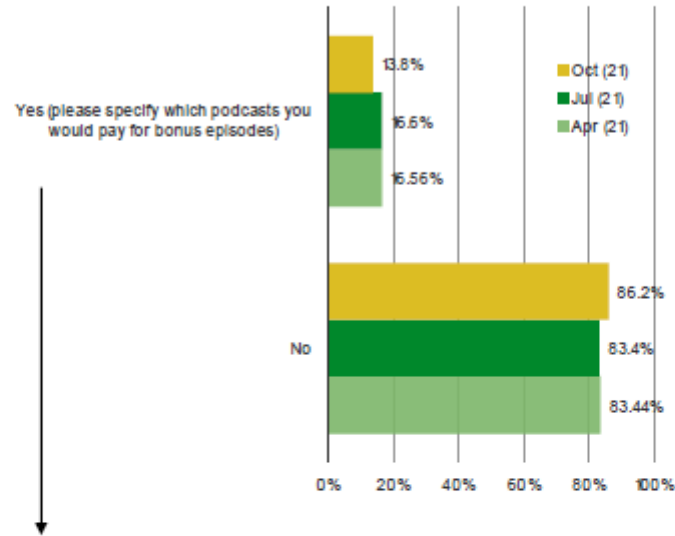
Posed to all respondents.



Audio | Joe Rogan is the top podcast that consumers would be willing to pay for in order to get premium content.

DO YOU LISTEN TO ANY PODCASTS NOW THAT YOU WOULD BE WILLING TO PAY FOR SUBSCRIBER ONLY BONUS EPISODES?

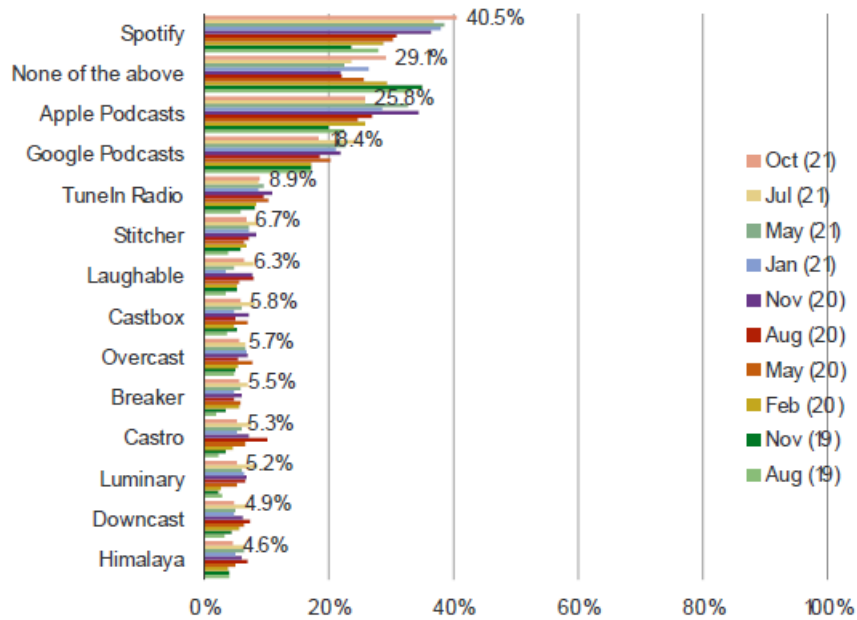
Posed to podcast listeners.



Audio | Spotify is increasingly the top platform that podcast listeners go-to.

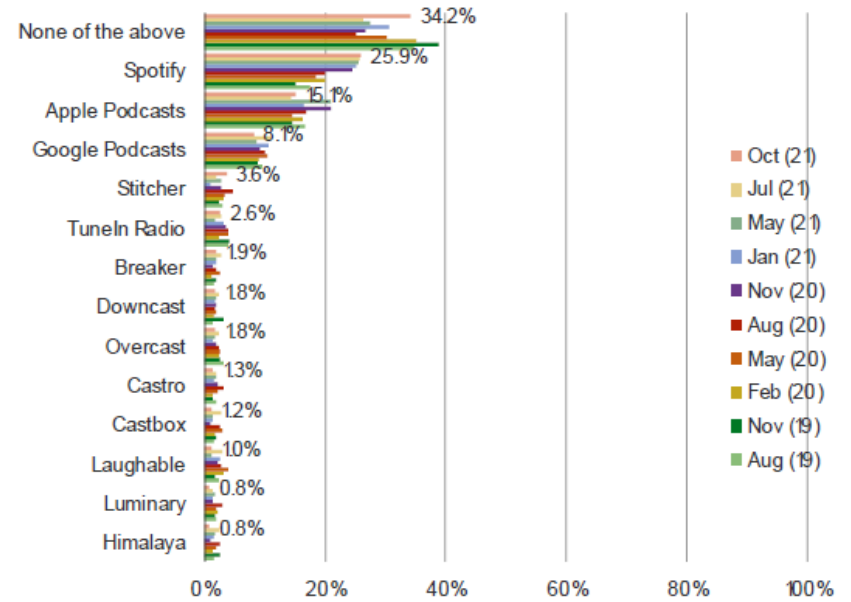
WHICH OF THE FOLLOWING PLATFORMS DO YOU USE TO LISTEN TO PODCASTS?

Posed to respondents who listen to podcasts (more often than never)



WHICH OF THE FOLLOWING HAS THE MOST UNIQUE PODCAST CONTENT THAT YOU CANNOT FIND ON OTHER PLATFORMS?

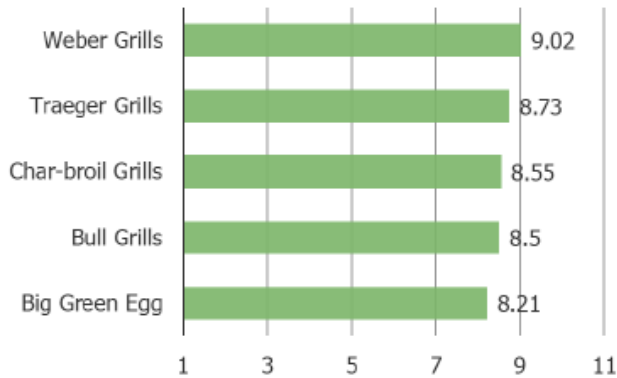
Posed to respondents who listen to podcasts (more often than never)



BBQ Grills | Consumers have a positive opinion of both Weber and Traeger Grills.

What is your opinion of the following?

Posed to respondents who said they are aware of each of these following.



	N =
Big Green Egg	359
Bull Grills	132
Char-broil Grills	556
Traeger Grills	289
Weber Grills	705

Weighted Average Guide:

0, Very Negative = 1

1 = 2

2 = 3

3 = 4

4 = 5

5 = 6

6 = 7

7 = 8

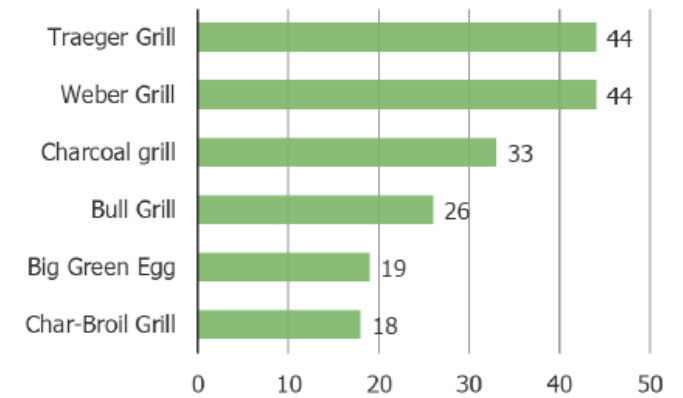
8 = 9

9 = 10

10, Very positive = 11

How likely are you to recommend the following to a friend or colleague?

Posed to respondents who said they own each of the following.

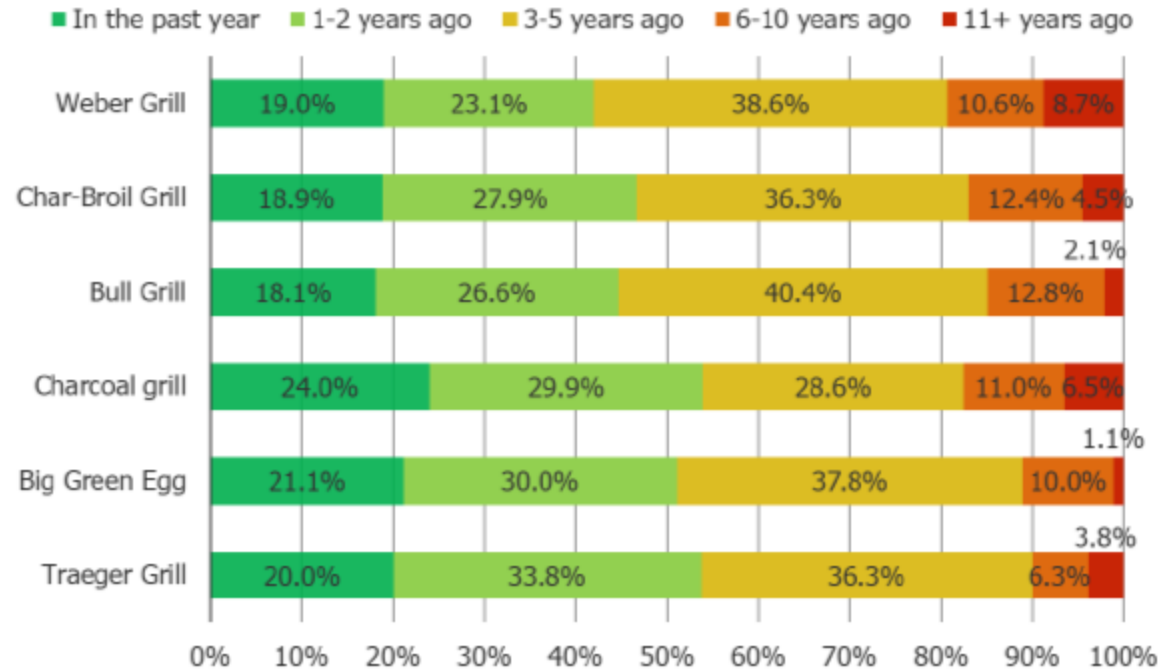


	N =
Traeger Grill	80
Big Green Egg	90
Charcoal grill	154
Bull Grill	94
Char-Broil Grill	201
Weber Grill	321

BBQ Grills | A relatively large % of grill owners report having bought their grills in the past 1-2 years.

When did you get this item?

Posed to respondents who said they own each of the following.

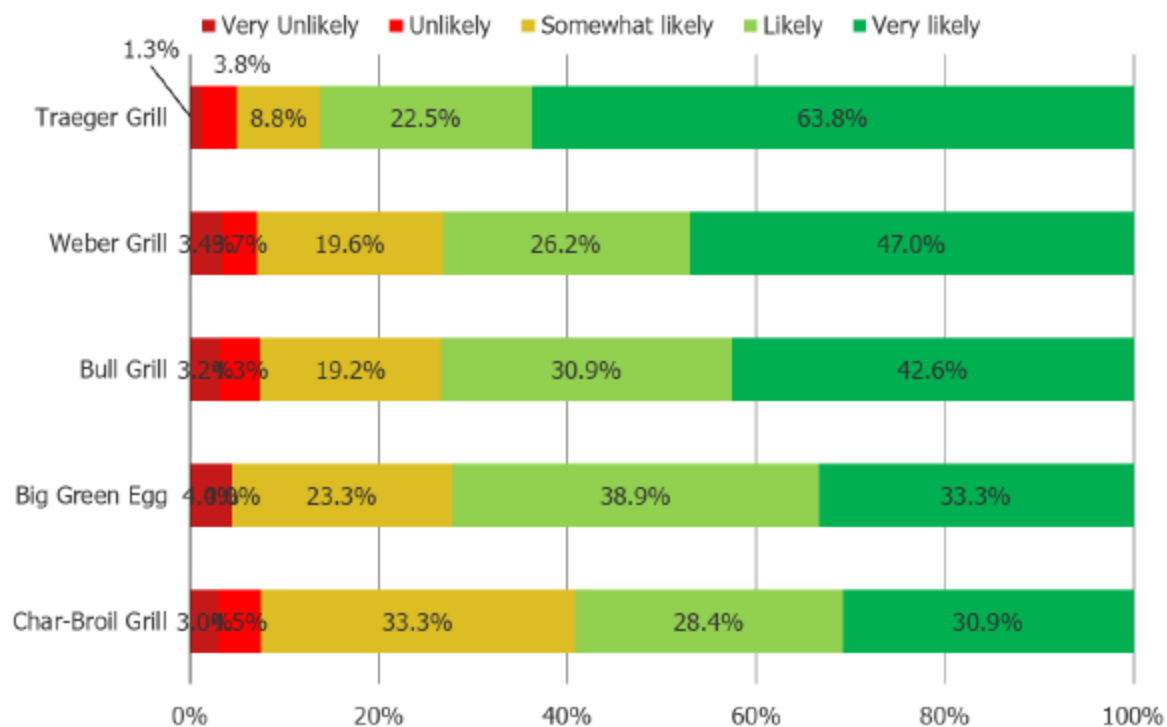


	N =
Traeger Grill	80
Big Green Egg	90
Charcoal grill	154
Bull Grill	94
Char-Broil Grill	201
Weber Grill	321

BBQ Grills | Traeger customers are the most likely to remain loyal when it is time for them to buy another grill.

When it is time to buy another grill, how likely are you to buy another one from this brand:

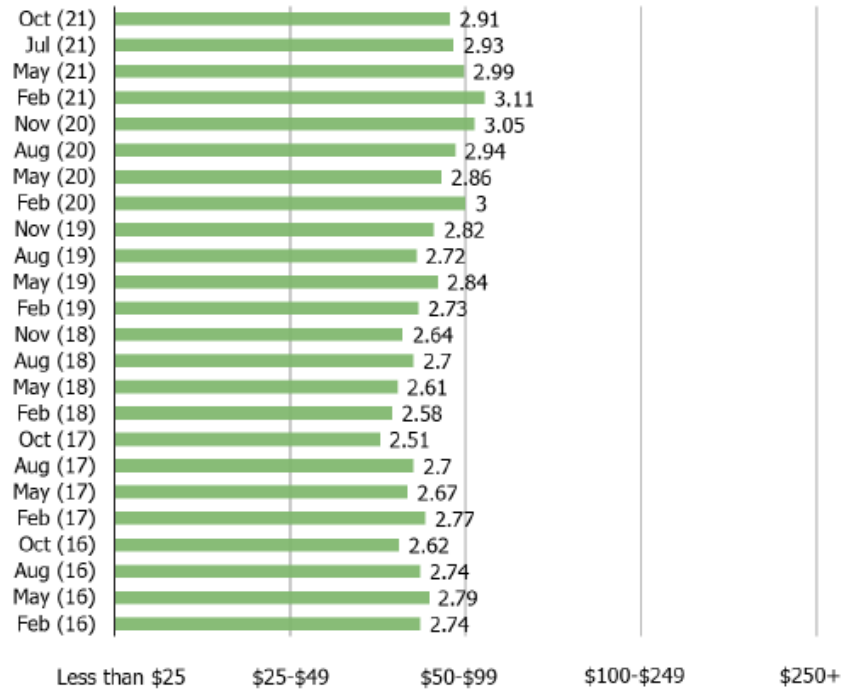
Posed to respondents who own a grill/bbq from each of the following:



Low Cost Retail | Customers of both Walmart and Target have gradually reduced average spend per visit with each quarterly survey we have run in 2021.

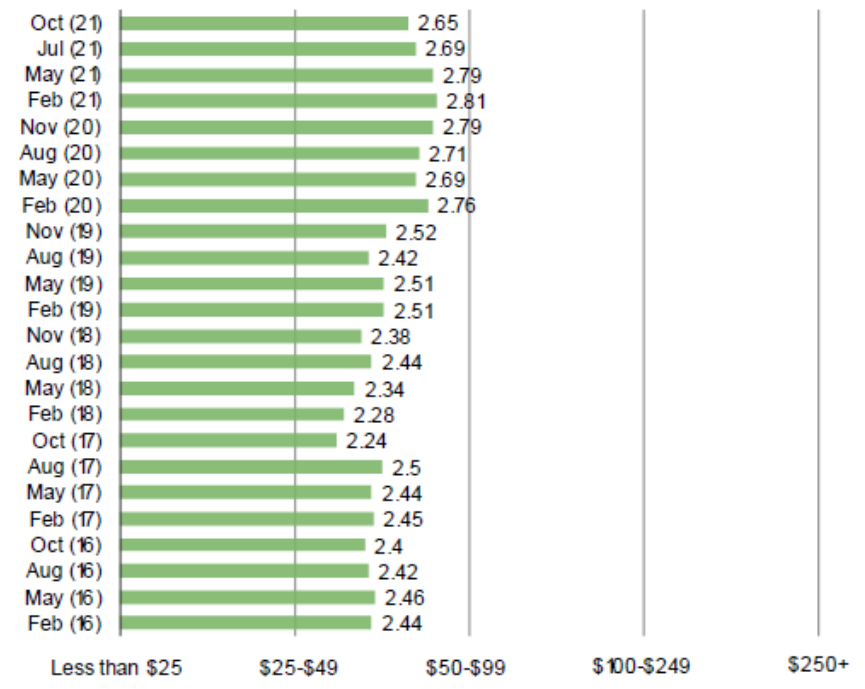
WAL-MART CUSTOMERS: AVERAGE SPEND PER VISIT

Posed to respondents who have purchased from Wal-Mart in the past 12 months.



TARGET CUSTOMERS: AVERAGE SPEND PER VISIT

Posed to respondents who have purchased from Target in the past 12 months.

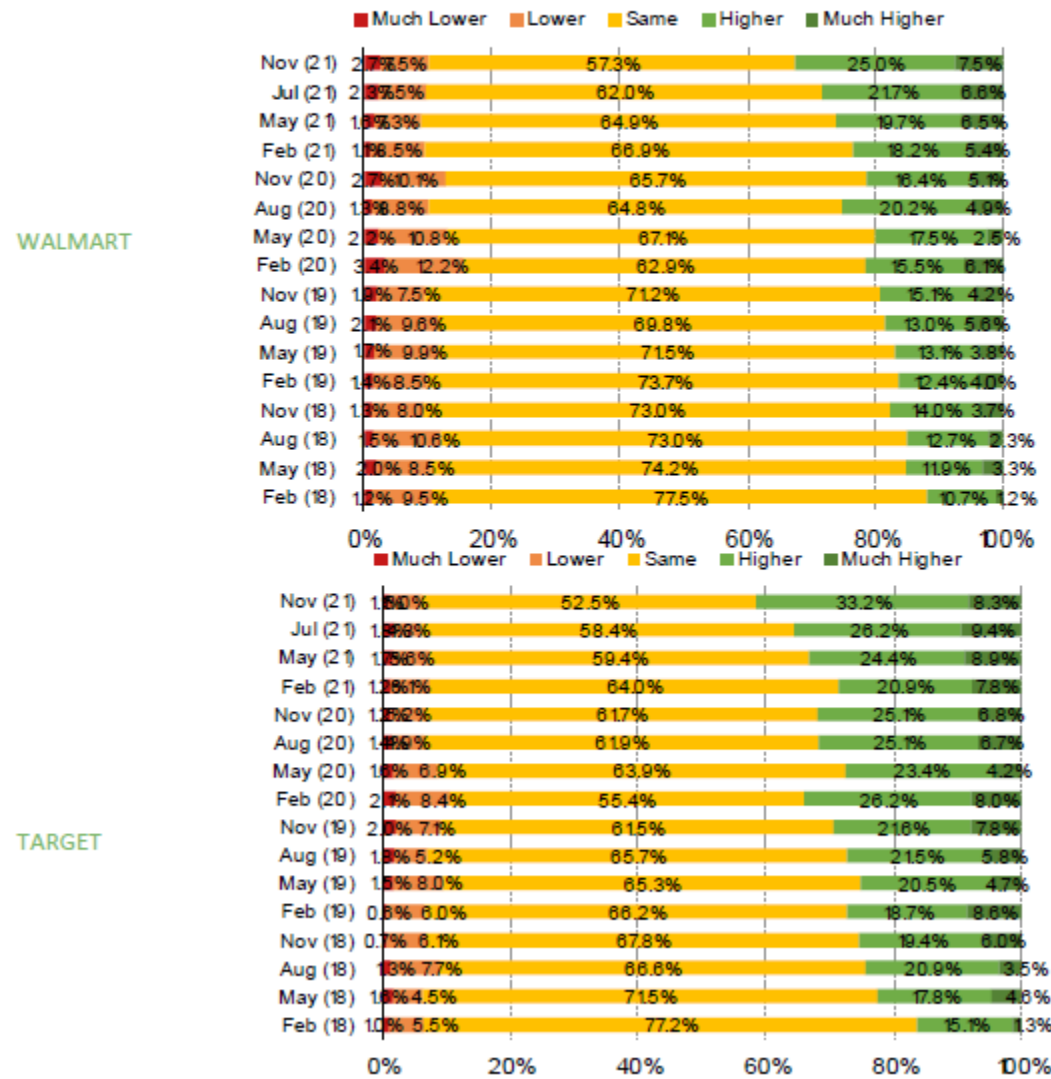


Among those who told us they are shopping Walmart less, an increased percentage q/q told us they are simply shopping less in general. We also would note increases in the % of these folks trading down to dollar stores. Among those who are shopping Target less, an increased % are shopping Amazon instead.

Low Cost Retail | Customers are increasingly calling out product price increases based on their perceptions during their most recent visit.

WHEN YOU LAST VISITED, DID YOU NOTICE ANY CHANGES TO PRODUCT PRICES?

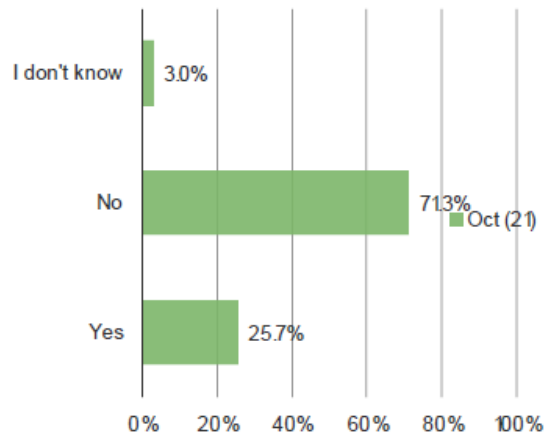
This question was posed to consumers who have shopped each retailer in the past 12 months.



BNPL | 1/4 of consumers said they have used BNPL to buy something in the past 6 months. Of those who have used BNPL, around a third say they are behind on payments.

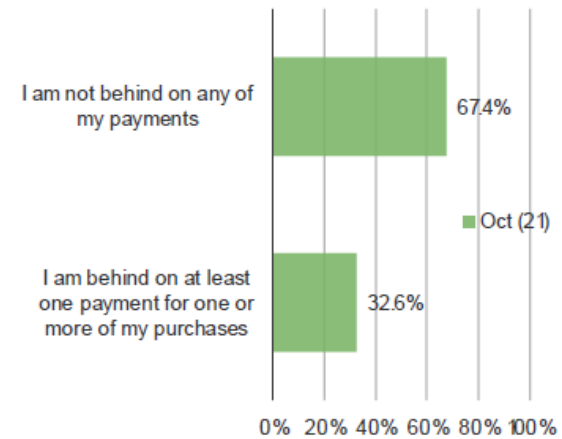
HAVE YOU USED BUY NOW PAY LATER OPTIONS (LIKE AFFIRM, AFTER PAY, KLARNA, ETC) TO BUY ANYTHING IN THE PAST 6 MONTHS?

Posed to all respondents.



ARE YOU CURRENTLY BEHIND ON ANY OF YOUR BUY NOW PAY LATER PAYMENTS?

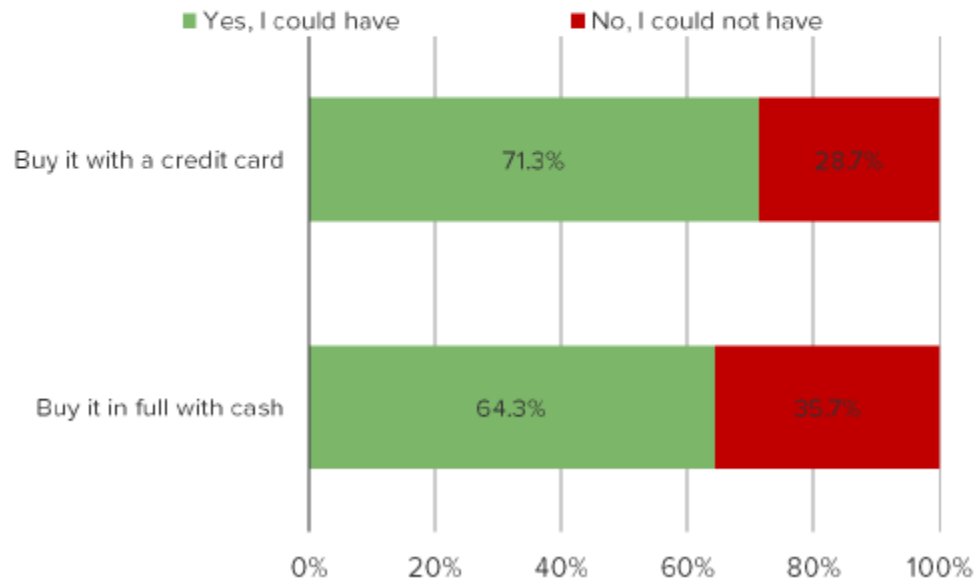
Posed to all respondents who have used BNPL services in the last 6 months.



BNPL | For ~ a third of consumers who used BNPL in the past 6 months, the ability to buy now and pay later made items accessible to them that otherwise would not have been.

THINKING ABOUT THE ITEM YOU MOST RECENTLY BOUGHT WITH BUY NOW PAY LATER, WOULD YOU HAVE BEEN ABLE TO BUY IT IN THE FOLLOWING WAYS IF BUY NOW PAY LATER WAS NOT AVAILABLE?

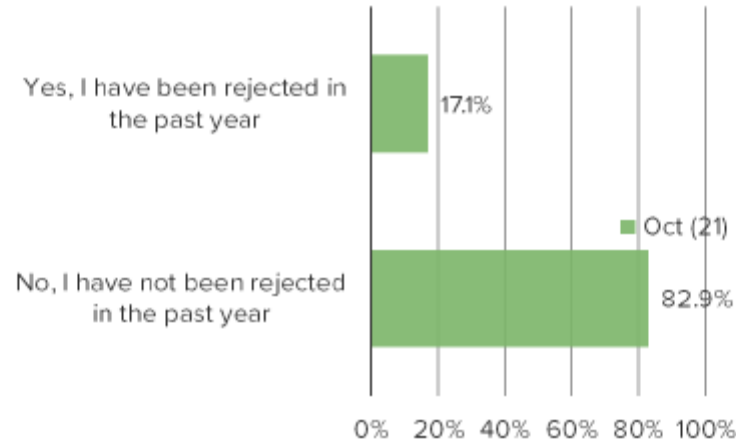
Posed to all respondents who have used BNPL services in the last 6 months.



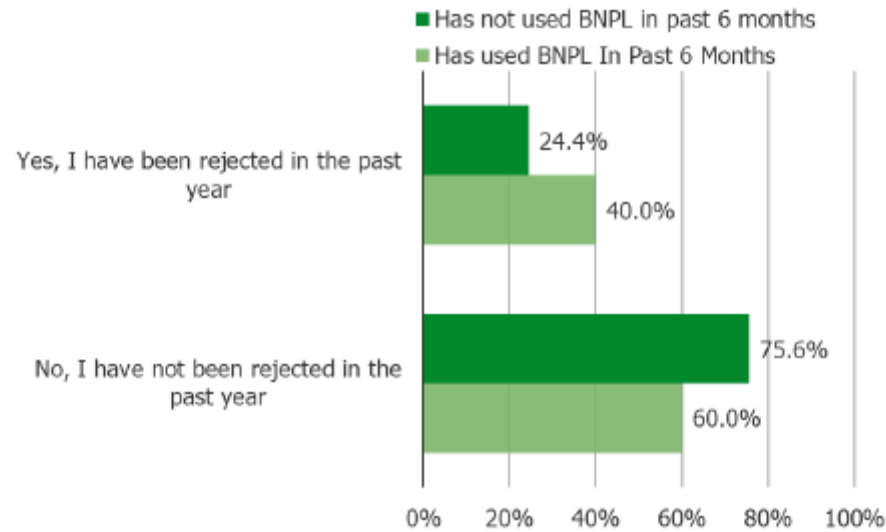
BNPL | BNPL users are more likely to have been rejected from opening a credit card or taking out a loan in the past year.

HAVE YOU BEEN REJECTED FROM OPENING A CREDIT CARD OR TAKING OUT A LOAN IN THE PAST YEAR?

Posed to all respondents.



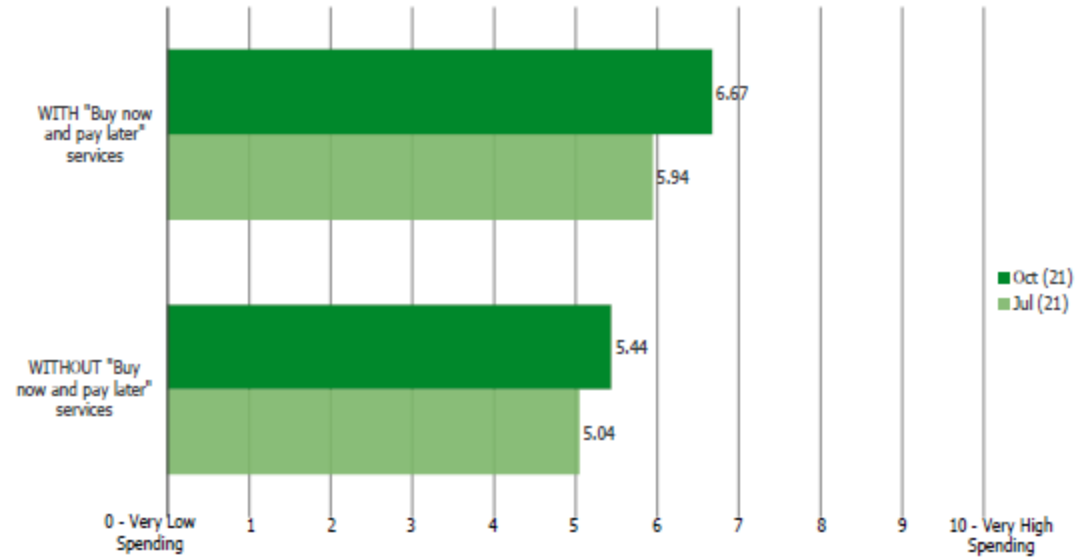
Cross-Tab: respondents who have used BNPL vs. those who have not



BNPL | For respondents who would use it, BNPL would drive incremental discretionary spending.

HOW MUCH MONEY WOULD YOU SPEND ON DISCRETIONARY (IE, NON-ESSENTIAL) ITEMS IF...

Posed to respondents who said they would use buy now and pay later services.



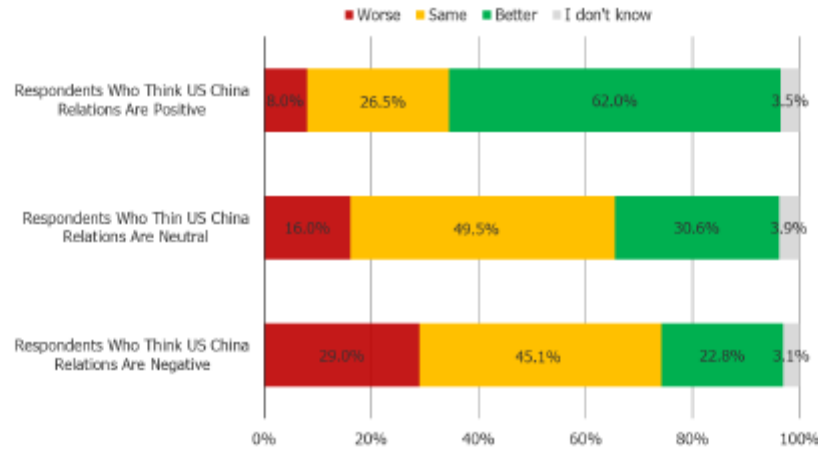
N = 502

China Athletic Apparel | Perceptions toward US/China relations impacts consumer views toward US athletic brands.

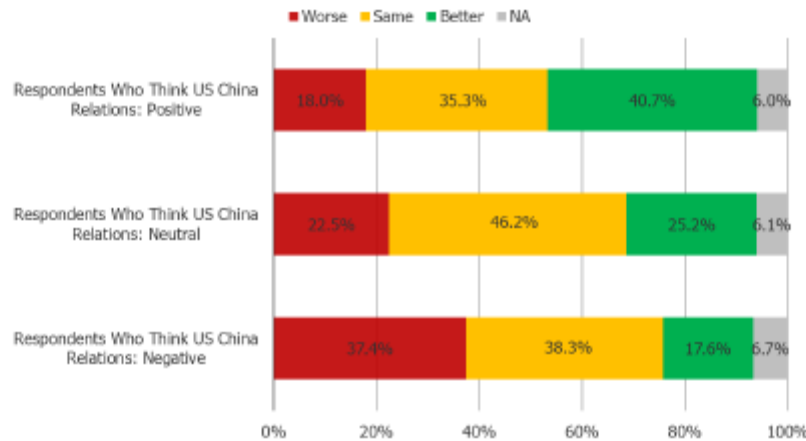
HAS YOUR OPINION OF THE FOLLOWING GOTTEN BETTER OR WORSE RECENTLY? NIKE

Posed to all respondents

October 2021



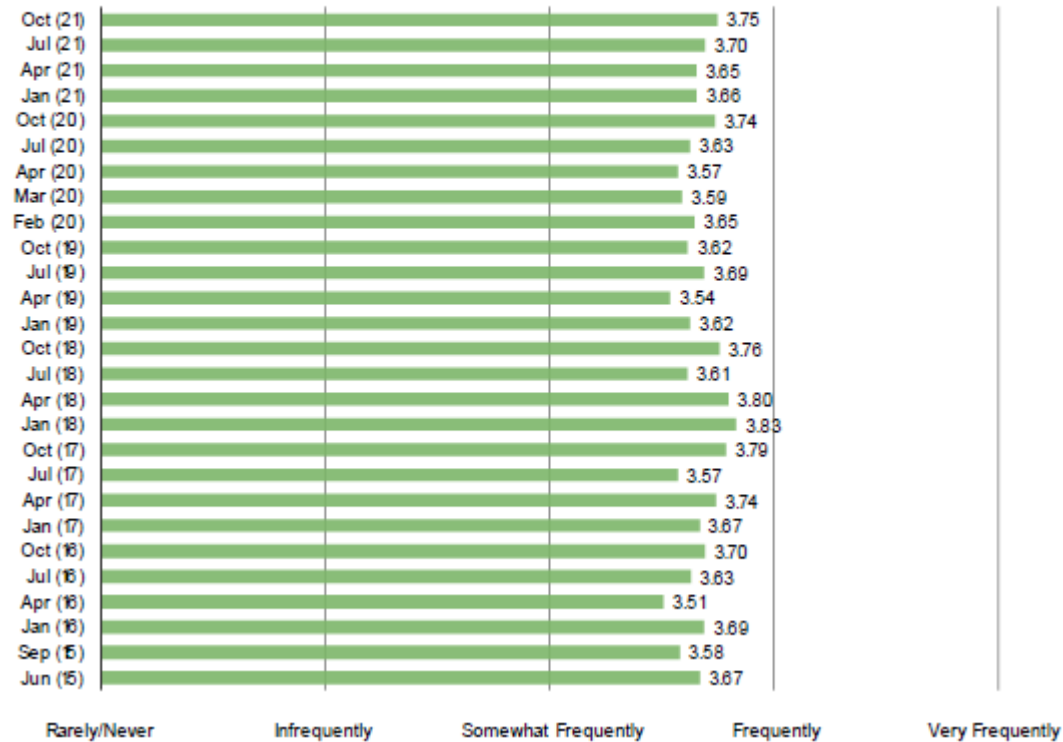
July 2021



China eCommerce | Online shopping is not quite at series highs, but improved relative to recent survey history.

HOW OFTEN DO YOU SHOP ONLINE?

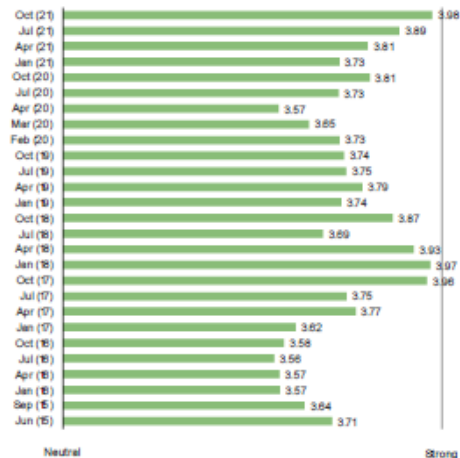
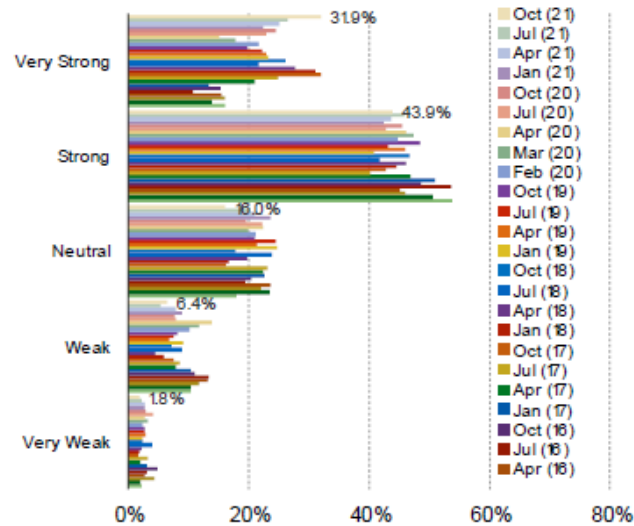
Posed to all respondents.



China Macro | Consumer spending confidence vastly improved q/q in October.

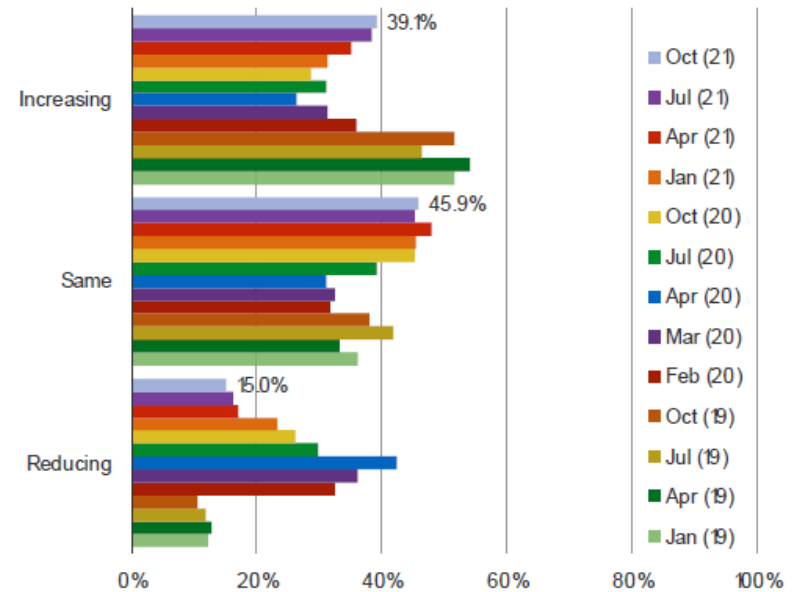
HOW CONFIDENT DO YOU CURRENTLY FEEL ABOUT SPENDING MONEY?

Posed to all respondents.



HOW MUCH HAVE YOU BEEN SPENDING LATELY?

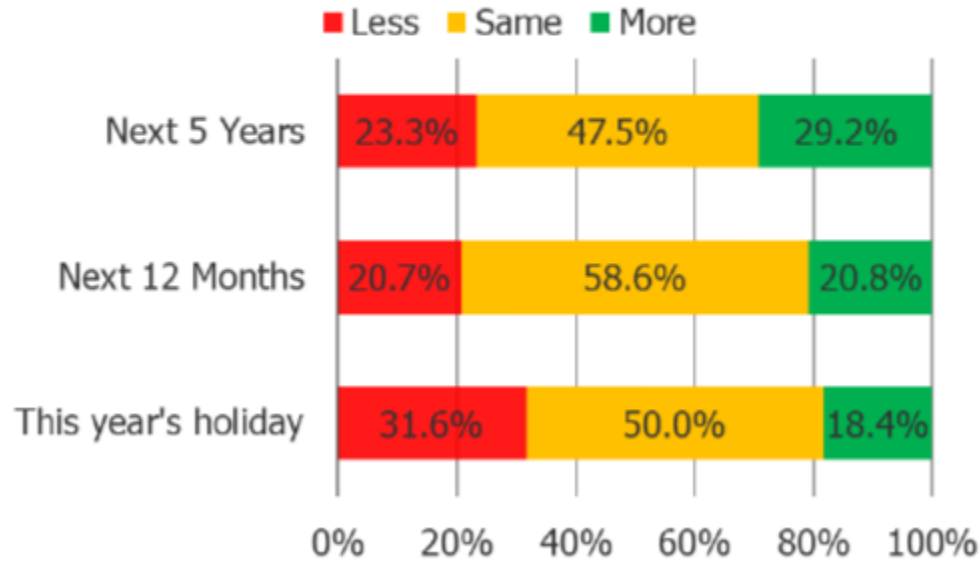
Posed to all respondents.



China Luxury | In our October survey, consumers in China were more likely to expect spending less on luxury goods during this year's holiday season compared to normal.

COMPARED WITH THE AMOUNT YOU USUALLY SPEND ON LUXURY GOODS DURING THE FOLLOWING PERIODS, DO YOU WANT TO SPEND MORE, LESS, OR THE SAME?

Posed to all respondents.



China Macro | Despite developments this Fall around the government's position toward shared prosperity, most consumers don't think it will change how they spend money.

WILL THE GOVERNMENT'S POSITION ON SHARED PROSPERITY AND HIGHER TAXES CHANGE THE WAY YOU SPEND MONEY?

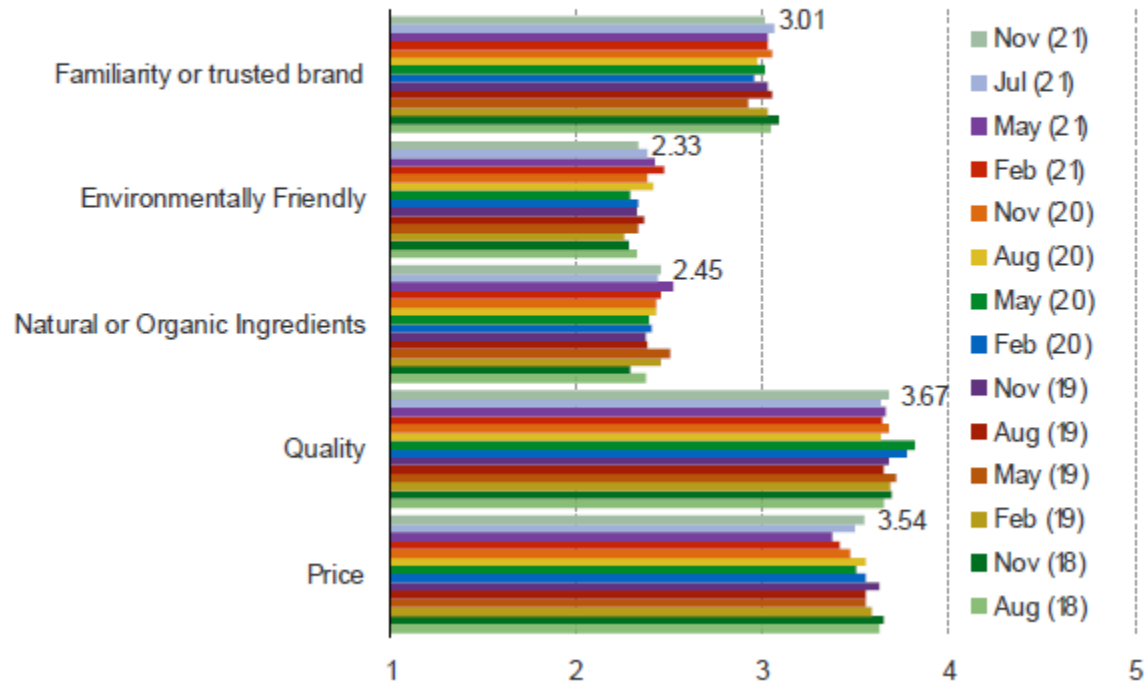
Posed to all respondents.



CPGs | In recent quarters, consumers have been increasingly likely to prioritize price when it comes to choosing personal care and household items.

PLEASE RANK WHICH ARE MOST IMPORTANT TO YOU WHEN IT COMES TO PURCHASING PERSONAL CARE AND HOUSEHOLD ITEMS.

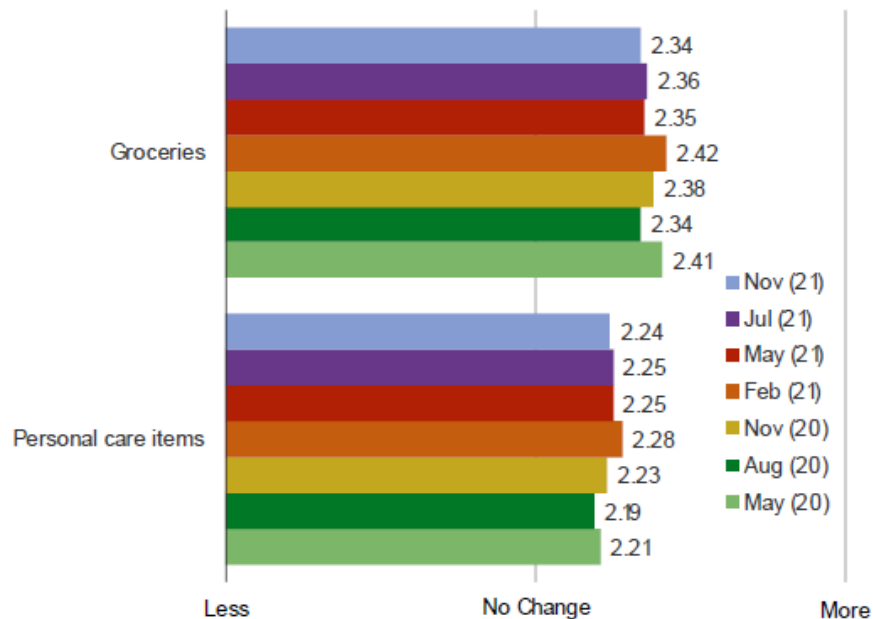
Posed to all respondents



CPGs | Consumers continue to indicate that they are keeping more grocery and personal care item inventory on hand than normal lately.

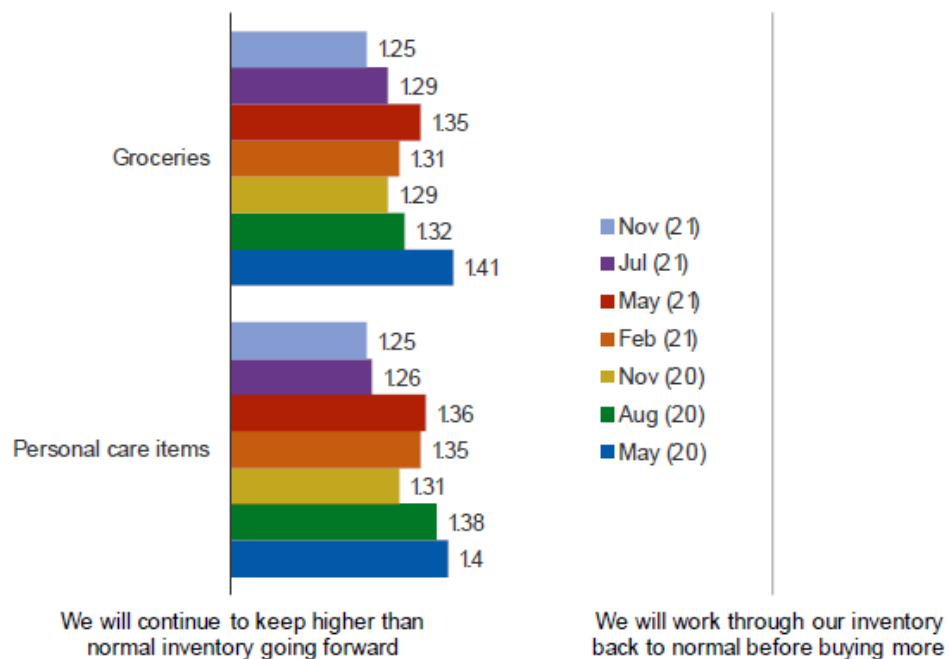
WHEN IT COMES TO BOTH PERSONAL CARE ITEMS AND GROCERIES, ARE YOU KEEPING MORE OR LESS INVENTORY IN YOUR HOME LATELY?

Posed to all respondents



GOING FORWARD, DO YOU PLAN TO CONTINUE KEEPING HIGHER THAN NORMAL INVENTORY ON ITEMS, OR WILL YOU WORK THROUGH YOUR INVENTORY BEFORE BUYING MORE?

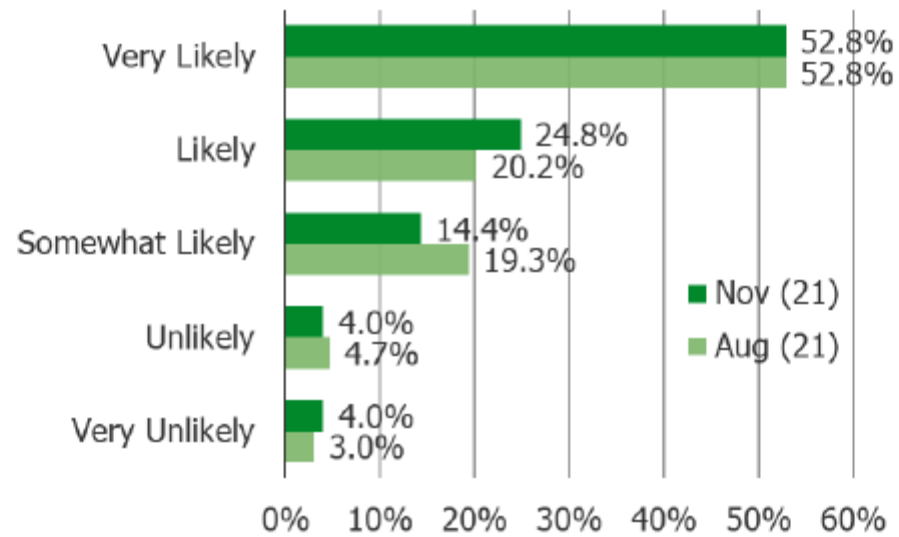
Posed to respondents who are keeping higher than normal inventory



Footwear | Crox users are highly likely to purchase another pair in the future.

How likely are you to buy a pair of Crocs again sometime in the future?

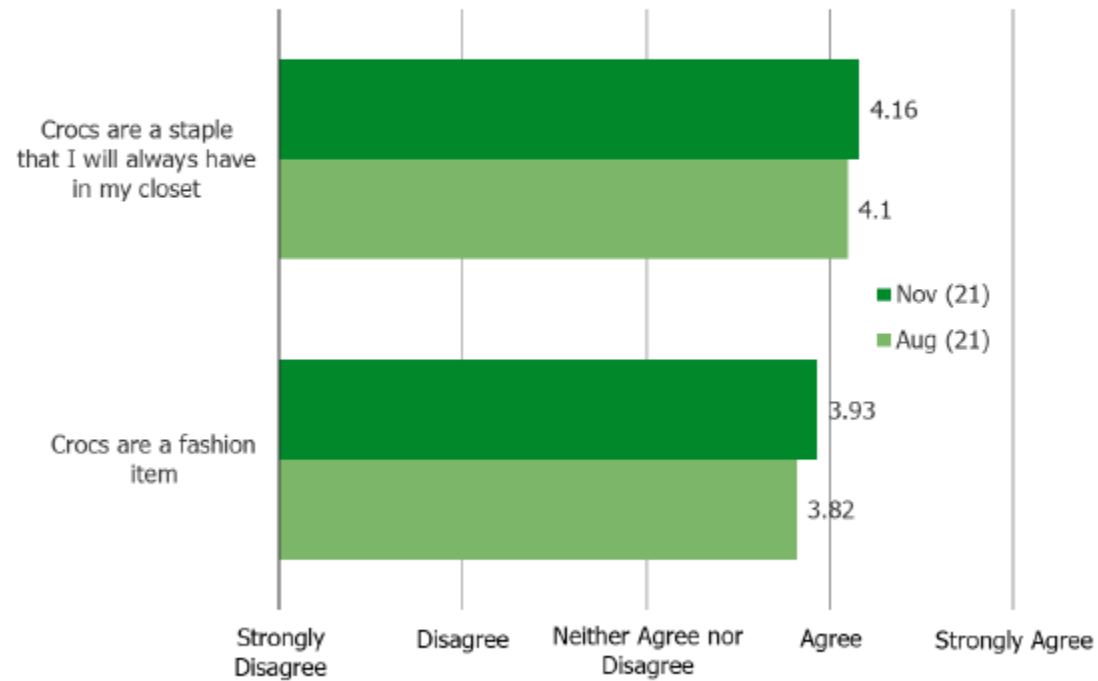
Posed to respondents who said they currently wear Crocs regularly or occasionally.



Footwear | Sentiment toward Crocs among users is very positive.

How much do you agree with the following statements:

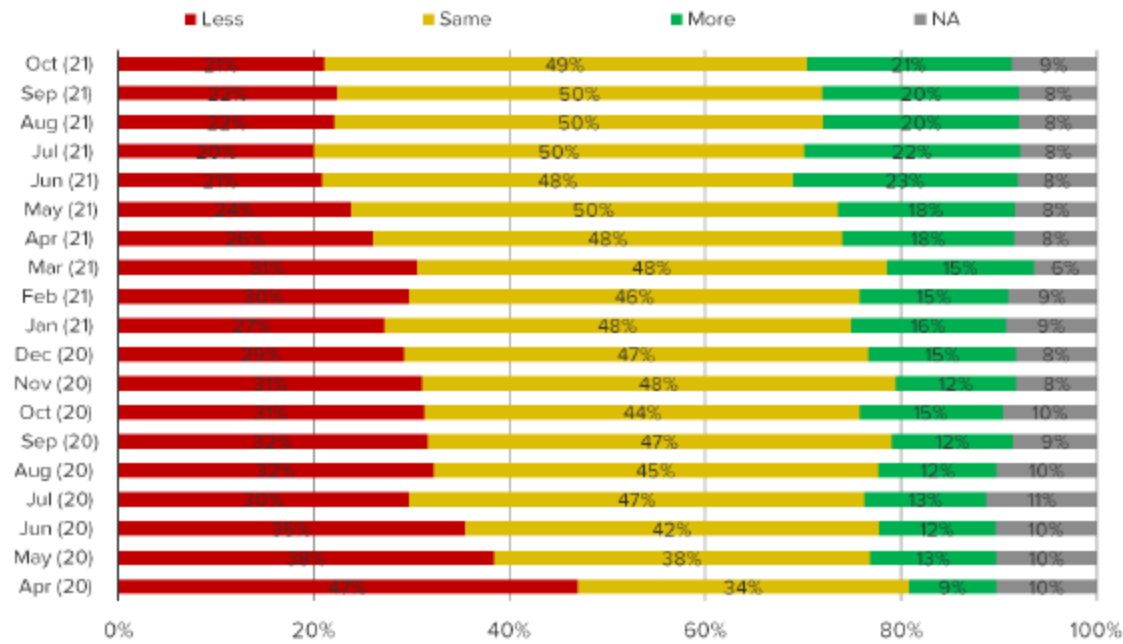
Posed to respondents who said they currently wear Crocs regularly or occasionally.



Clothing | Clothing purchasing finally pulled back to net even after a year + of being under-water with consumers.

HAVE YOU BEEN BUYING CLOTHING MORE OR LESS OFTEN THAN NORMAL DURING THE PAST MONTH?

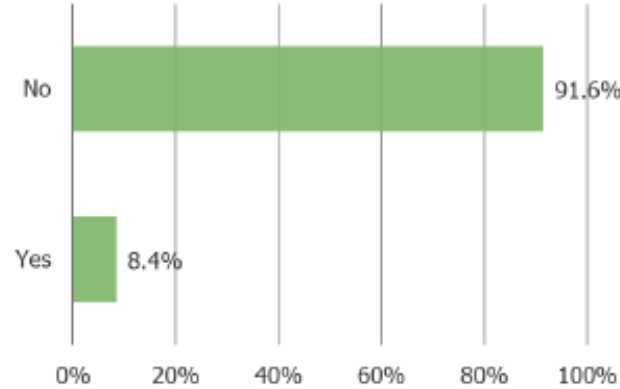
This question was posed to all respondents.



Electric Vehicles | Nearly a third of consumers expecting to get a vehicle at some point in the future expect to get an electric vehicle.

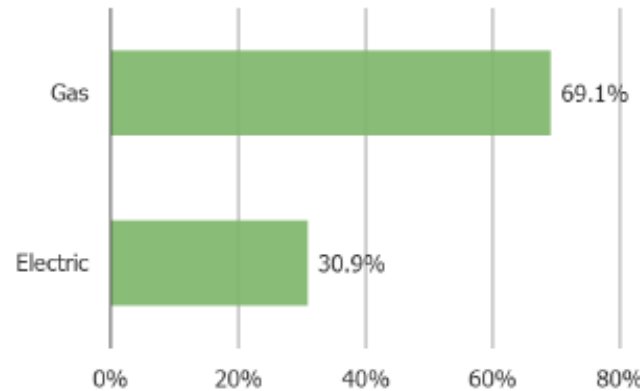
Do you currently own or lease an electric vehicle?

Posed to respondents who own or lease one or more vehicles (N = 1108).



Thinking about the next vehicle you will purchase or lease, is it more likely to be:

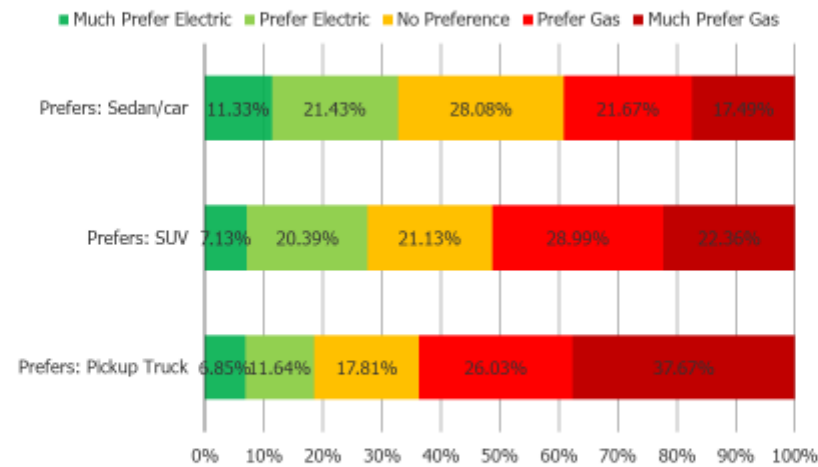
Posed to respondents who expect to purchase or lease a vehicle at some point in the future (N = 988).



Electric Vehicles | Truck owners are the least likely to prefer electric.

If you were looking to get a new car/automobile, which would you prefer to get?

Cross-Tabbed by the type of vehicle respondents typically prefer:

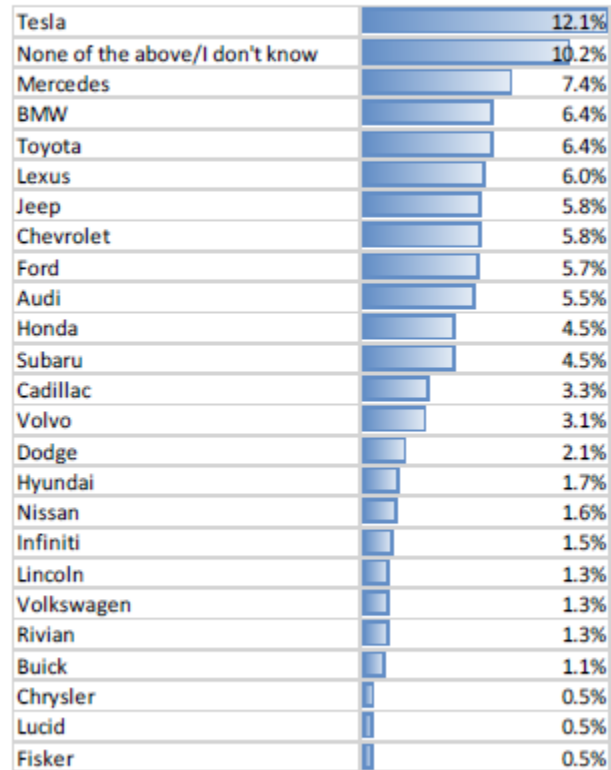


IE – respondents who typically prefer sedans/cars are more likely to have said they would prefer to get an electric vehicle if they were getting a new car today.

Autos | If money were no object, Tesla is the most desirable brand for consumers.

If price were no object, which of the following brands would you most desire to get?

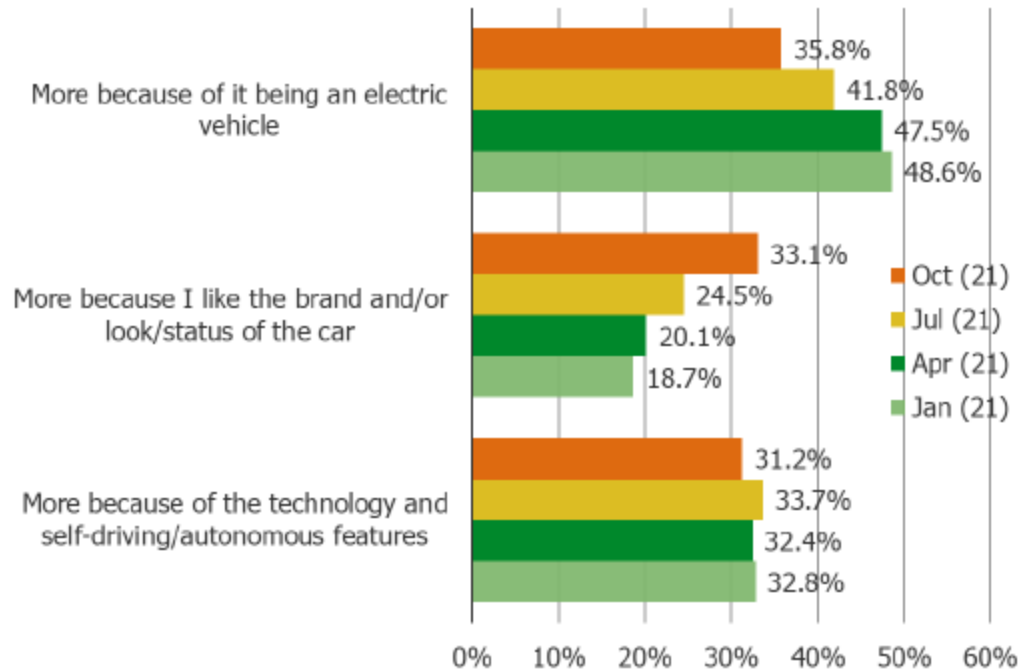
Posed to respondents who own or lease one or more vehicles (N = 1108).



Autos | Consumers who have interest in getting a Tesla are increasingly being driven to want it because they like the brand or look of the car.

What is the primary reason you would be interested in getting a Tesla?

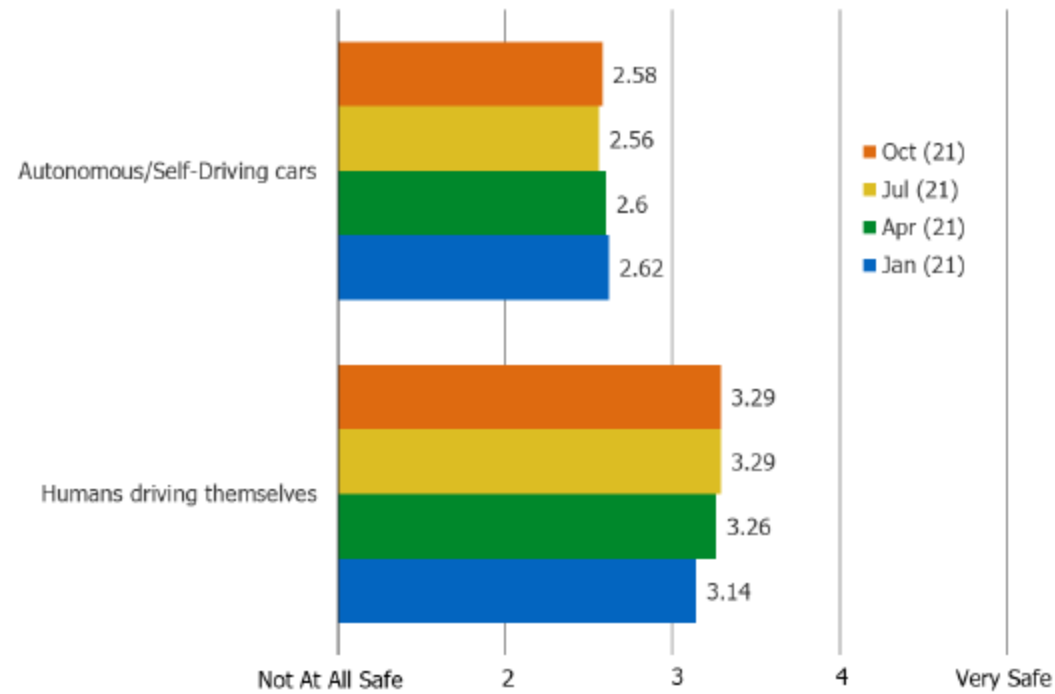
Posed to respondents who expressed interest in getting a Tesla at some point in the future (N = 483):



Autos | Consumers remain unconvinced about the safety of autonomous/self-driving autos.

How would you rate how safe the following are:

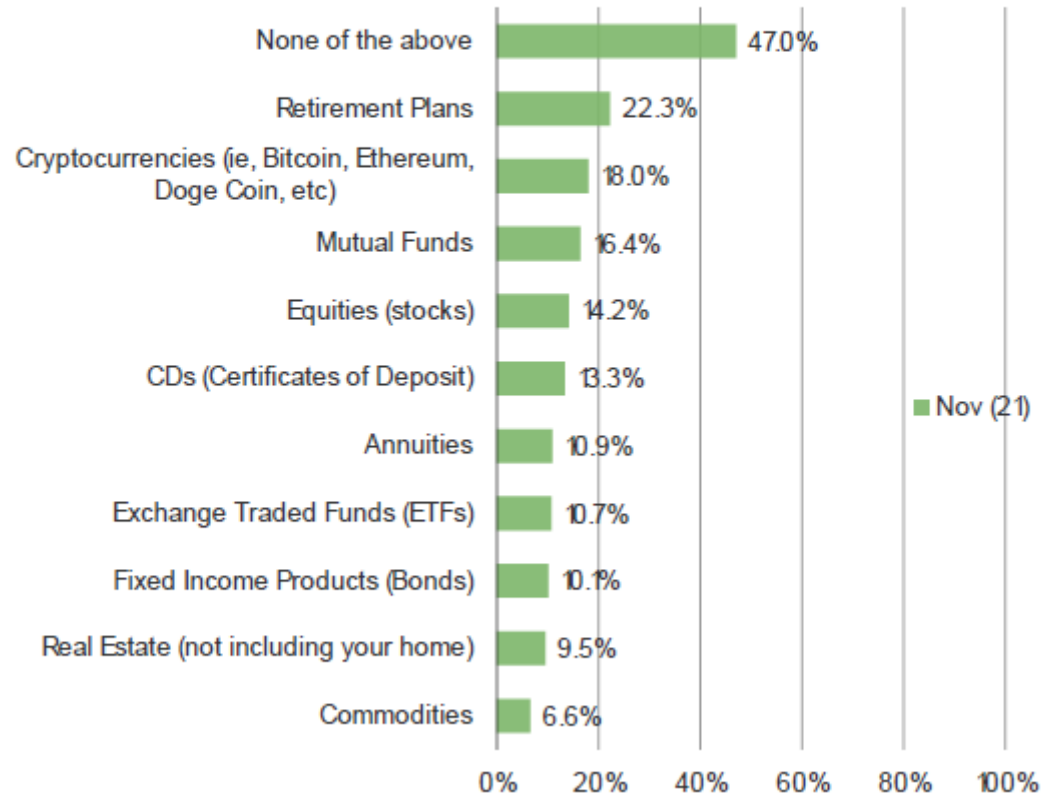
Posed to respondents who own or lease one or more vehicles (N = 1108).



Crypto | Just shy of 20% of consumers report being invested in cytpocurrencies.

DO YOU CURRENTLY HAVE ANY INVESTMENTS IN ANY OF THE FOLLOWING? (SELECT ALL THAT APPLY)

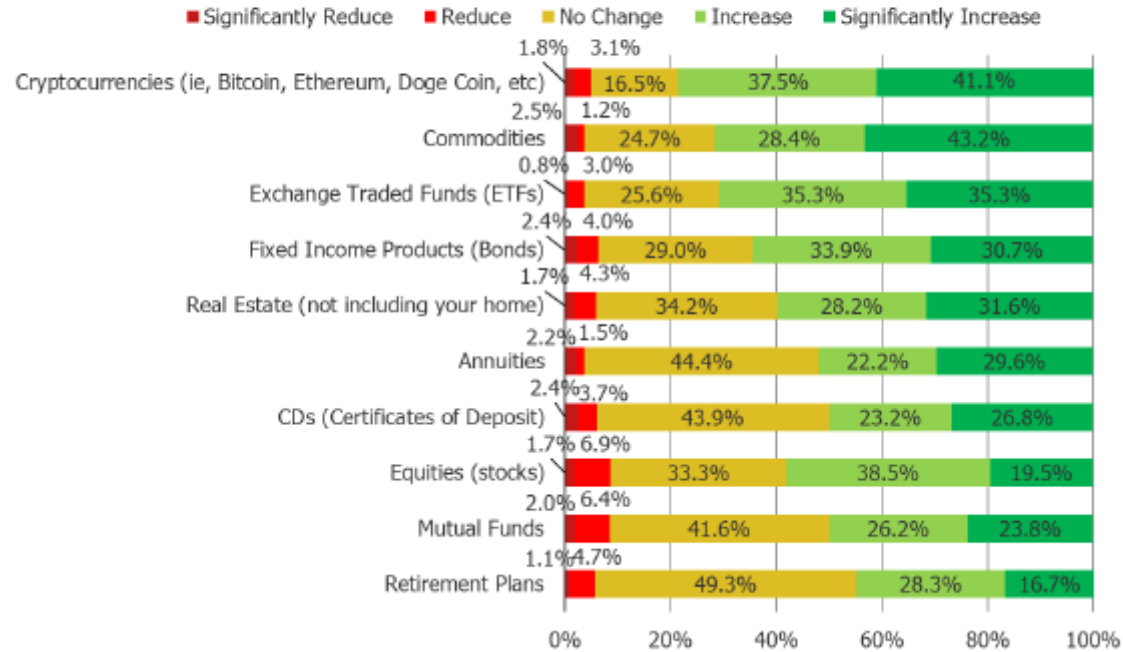
Posed to all respondents



Crypto | Consumers with investments in cryptocurrencies are the most likely to say they expect to increase their holdings in the future.

DO YOU EXPECT TO CHANGE HOW MUCH MONEY YOU HAVE INVESTED IN THE FOLLOWING IN THE FUTURE?

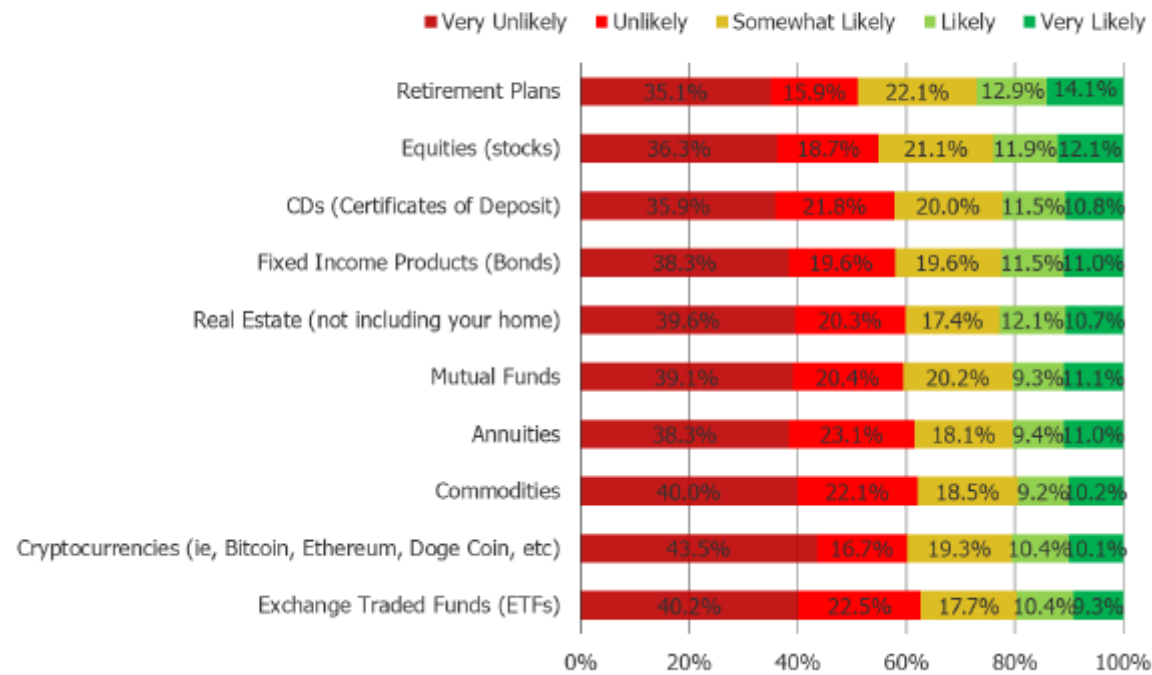
Posed to respondents who already have investments in each of the following:



Crypto | Among those not currently invested in each, consumers are relatively less likely to invest in crypto (but there isn't a lot of dispersion differentiating vehicles).

HOW LIKELY ARE YOU TO INVEST IN THE FOLLOWING IN THE FUTURE:

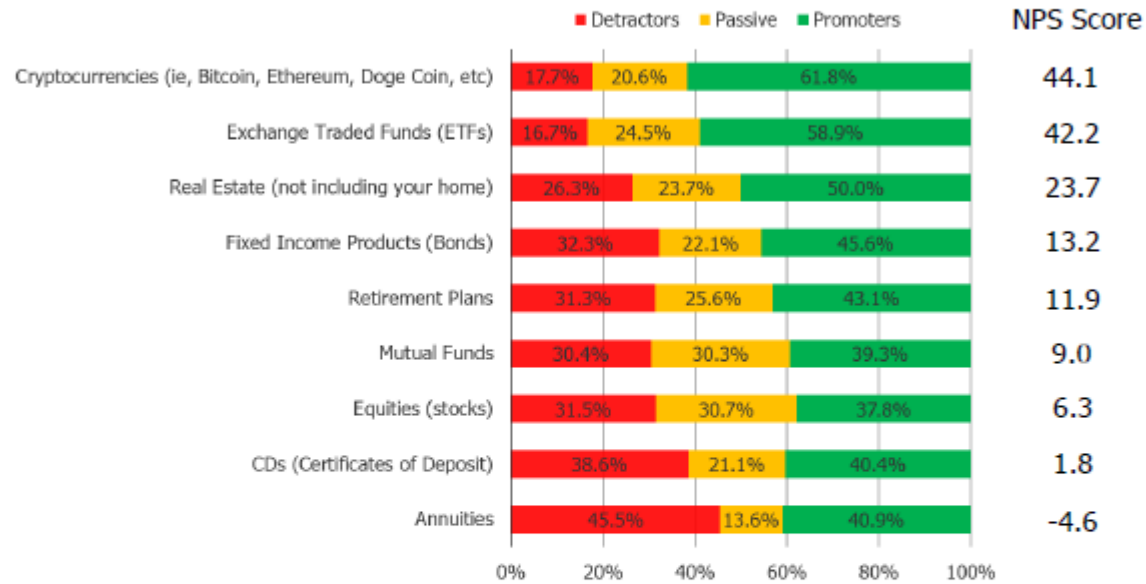
Posed to respondents who DO NOT currently invest in each of the following:



Crypto | Crypto investors are the most likely to spread the word about investing in the latter via word of mouth.

HOW LIKELY ARE YOU TO RECOMMEND BUYING THE FOLLOWING TO A FRIEND OR COLLEAGUE?

Posed to all respondents

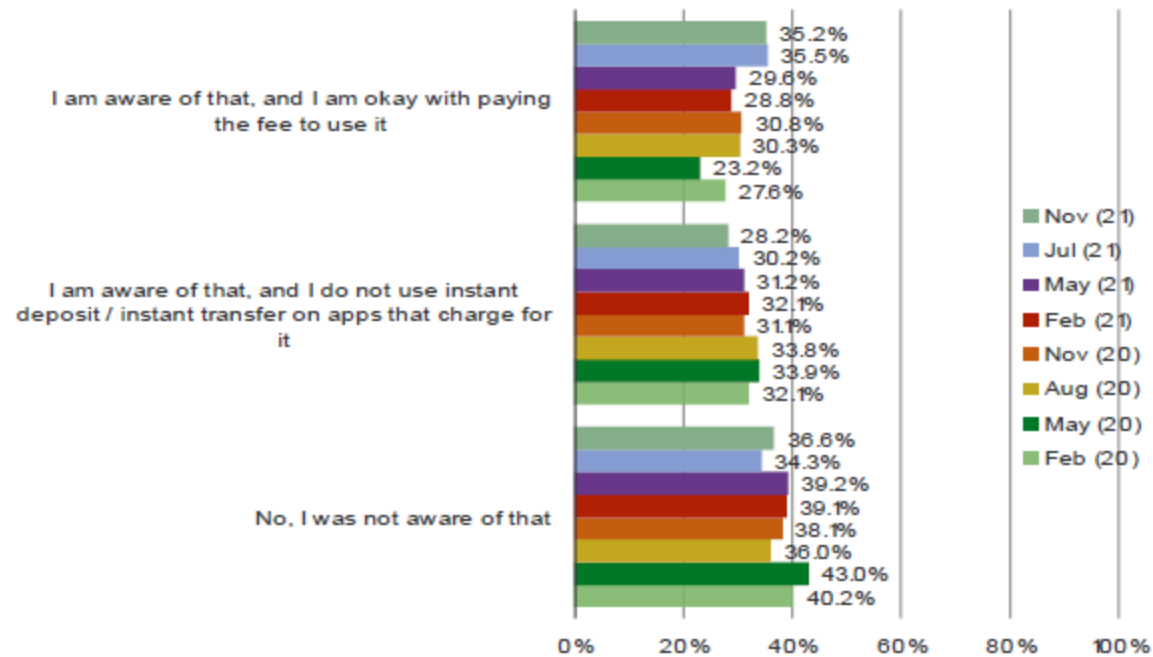


	N =
Retirement Plans	211
Cryptocurrencies (ie, Bitcoin, Ethereum, Doge Coin, etc)	170
Mutual Funds	145
Equities (stocks)	127
CDs (Certificates of Deposit)	114
Exchange Traded Funds (ETFs)	90
Annuities	88
Real Estate (not including your home)	76
Fixed Income Products (Bonds)	68

Mobile Payments | Mobile payments app users are increasingly okay with apps charging a fee for instant deposit/transfer.

WERE YOU AWARE THAT SOME MOBILE PAYMENT APPS CHARGE A FEE FOR INSTANT DEPOSIT/INSTANT TRANSFER?

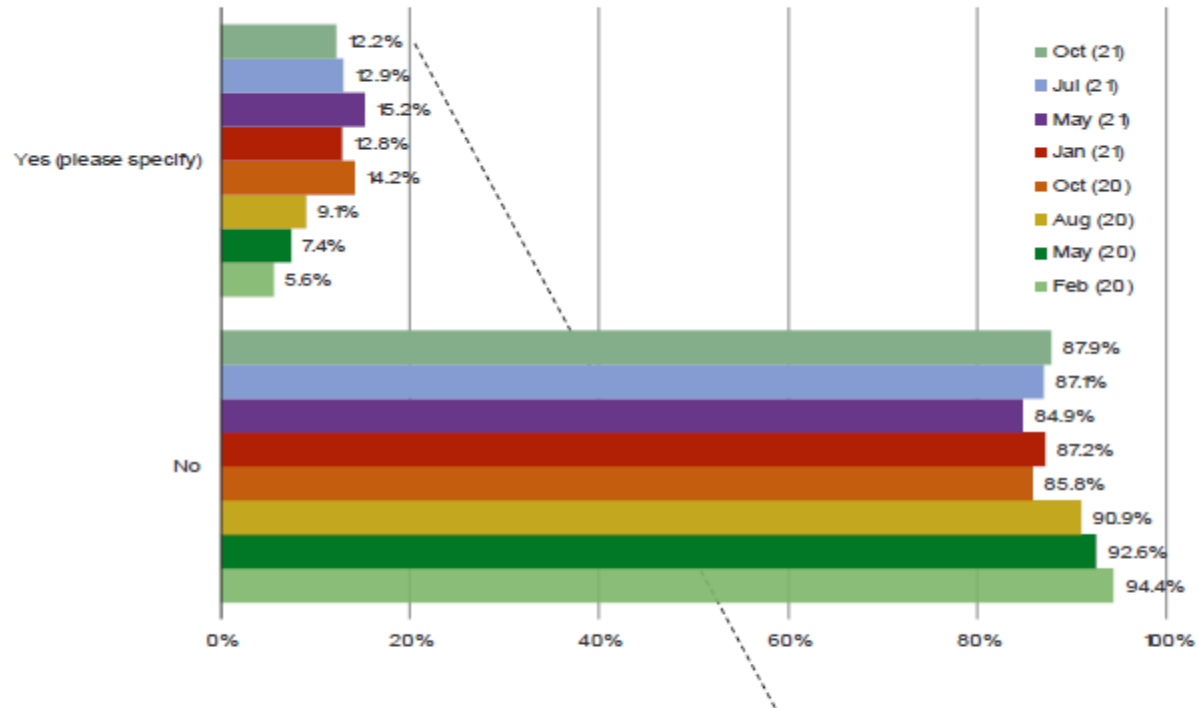
Posed to mobile payment app users.



Fitness | At-home fitness interest peaked in May of 2021. Peloton has consistently dominated mindshare of at-home fitness products consumers would like to buy.

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



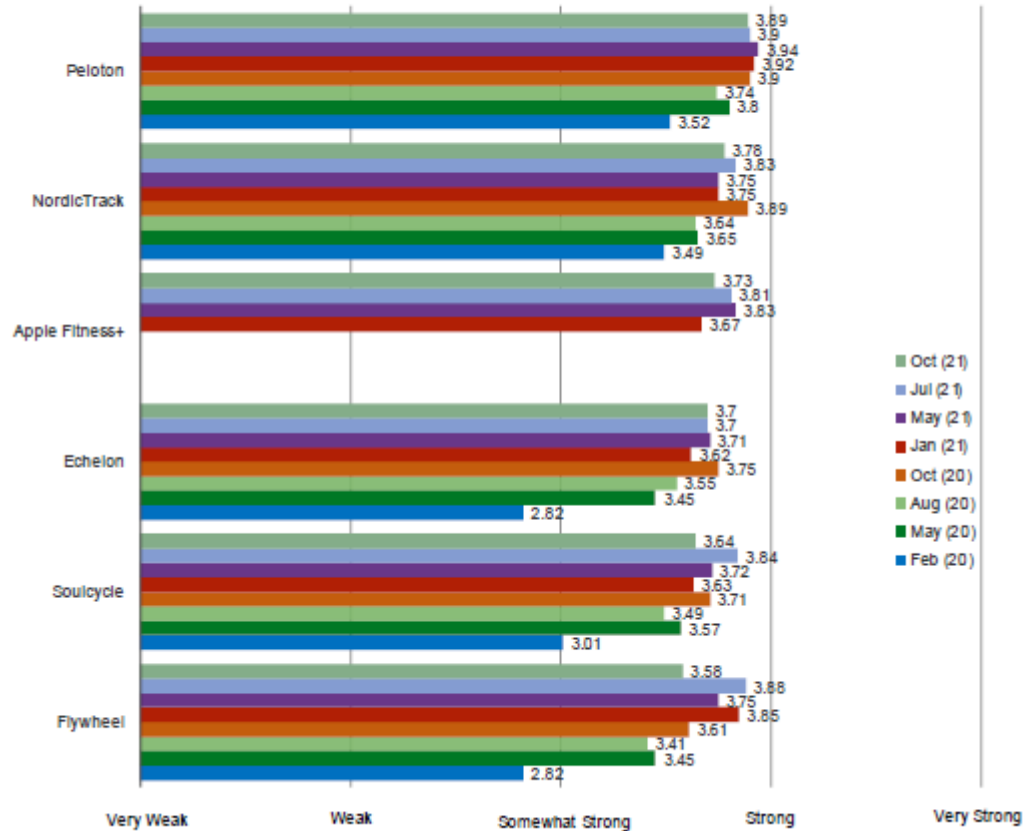
PELOTON



Fitness | Peloton is viewed very positively by consumers. Sentiment did not take a hit even after the recall earlier this year.

HOW STRONG OF A "FITNESS BRAND" DO YOU CONSIDER THE FOLLOWING TO BE?

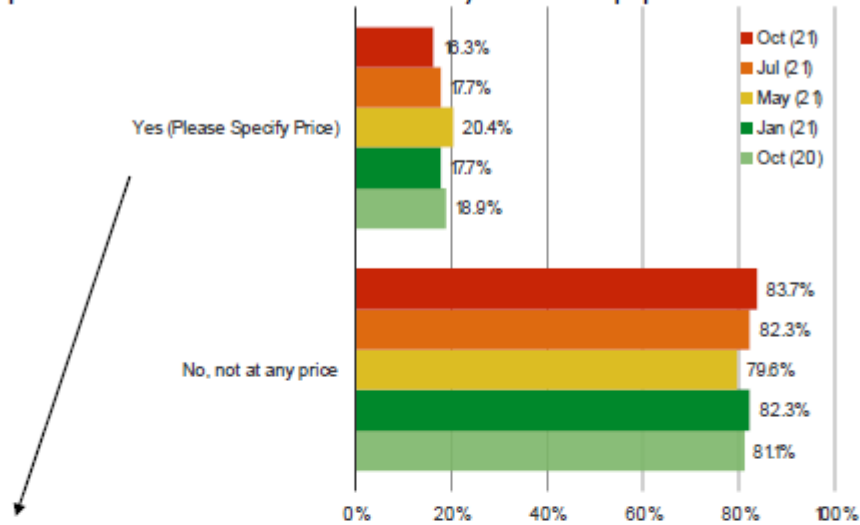
Posed respondents who have heard of the following fitness brands



Fitness | The average amount that non-Peloton owners would pay to own the bike has declined over the past year.

IS THERE A LOWER PRICE POINT THAT WOULD MAKE THE PELOTON BIKE OF INTEREST TO YOU?

Posed to respondents who do not own or use any Peloton equipment.



Respondents who filled in an amount (under current prices):

Oct (21)

Average: \$676.41

Median: \$700

Jul (21)

Average: \$747

Median: \$700

May (21)

Average: \$771

Median: \$800

Jan (21)

Average: \$742.03

Median: \$800

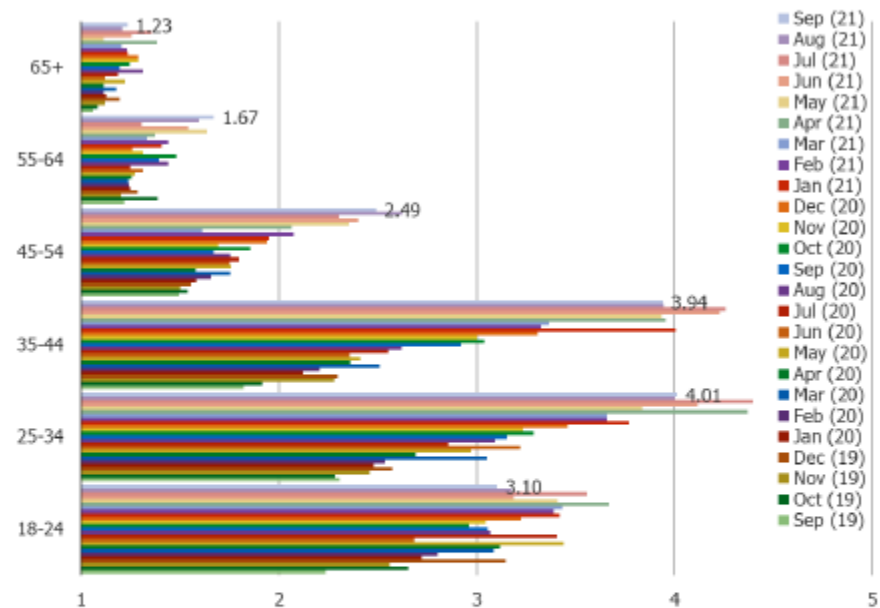
Oct (20)

Average: \$740.89

Median: \$800

Food Delivery | Food delivery usage increased across age ranges during the pandemic.

HOW OFTEN DO YOU USE FOOD DELIVERY APPS (CROSS-TABBED BY AGE)

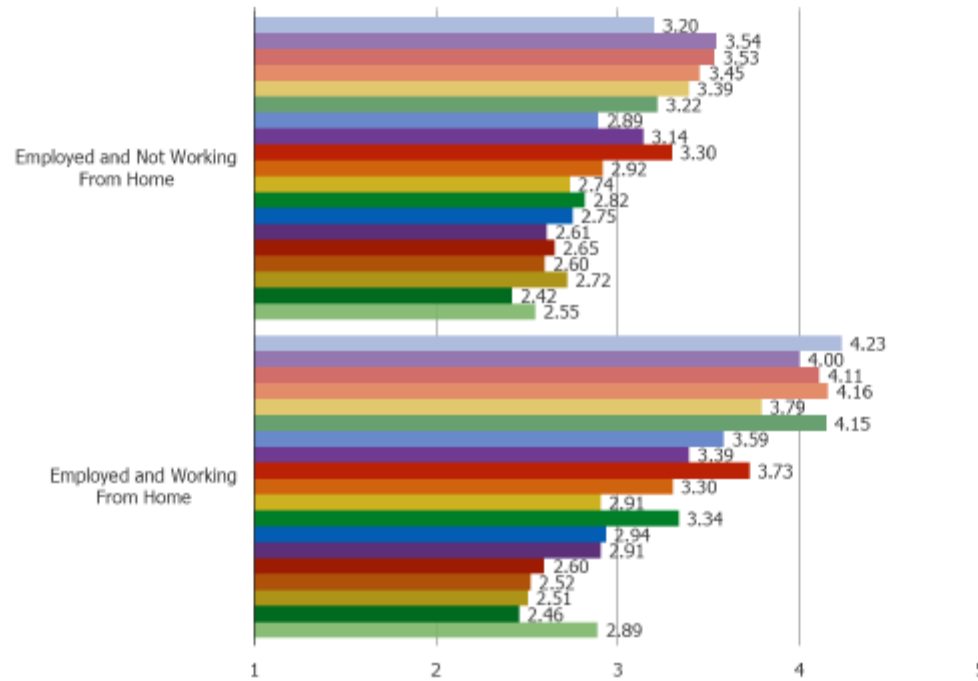


Weighted Average Calculation:

- 1 = Never
- 2 = Less than once per month
- 3 = Once or twice a month
- 4 = Around once a week
- 5 = Multiple times per week
- 6 = Around once a day
- 7 = Multiple times per day

Food Delivery | Respondents who are working from home are using food delivery more frequently than respondents who are employed and not working from home.

USAGE OF FOOD DELIVERY APPS IN GENERAL – CROSS-TABBED BY IF THEY ARE WORKING FROM HOME OR NOT

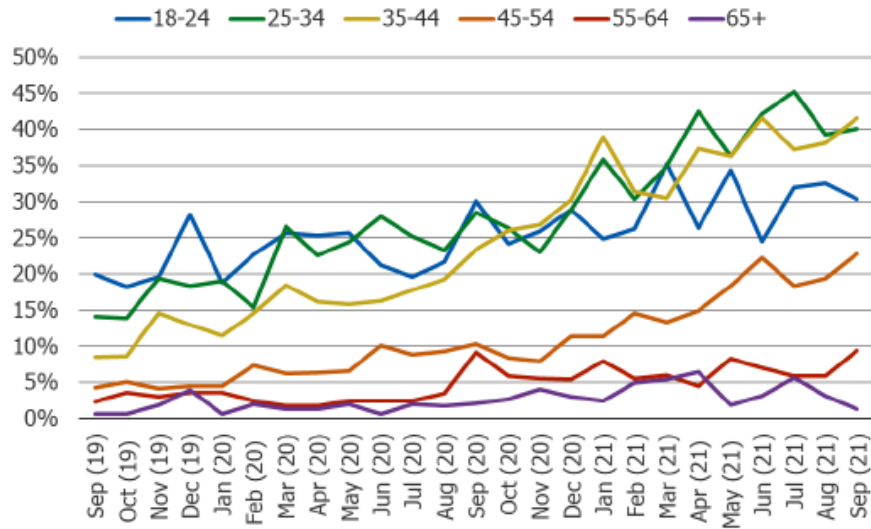


Weighted Average Calculation:

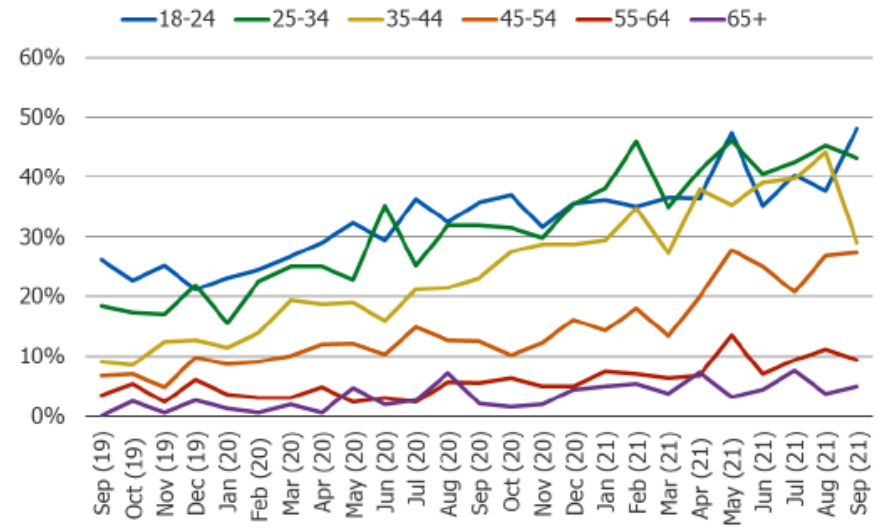
- 1 = Never
- 2 = Less than once per month
- 3 = Once or twice a month
- 4 = Around once a week
- 5 = Multiple times per week
- 6 = Around once a day
- 7 = Multiple times per day

Crypto | Adoption curves by age.

ADOPTION CURVE BY AGE – UBER EATS (REGULARLY OR OCCASIONALLY USES PLATFORM)



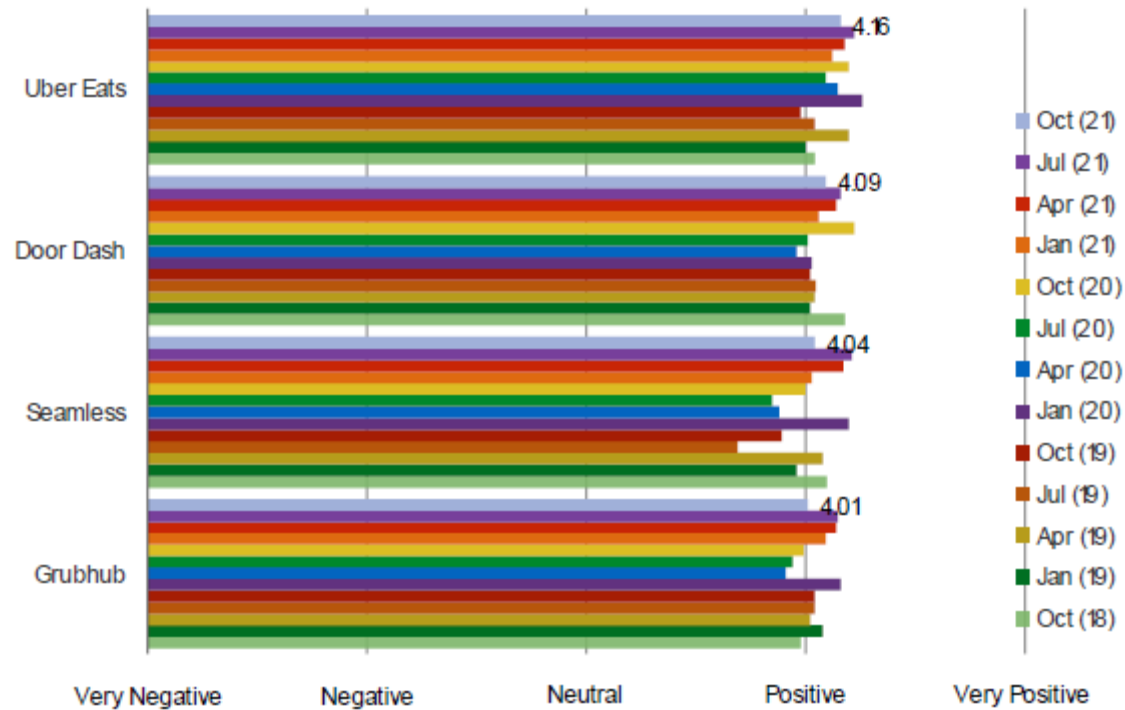
ADOPTION CURVE BY AGE – DOOR DASH (REGULARLY OR OCCASIONALLY USES PLATFORM)



Food delivery | Platform users have very positive opinions of food delivery apps.

WHAT IS YOUR OPINION OF THE PLATFORM?

Posed to respondents who use food delivery apps.

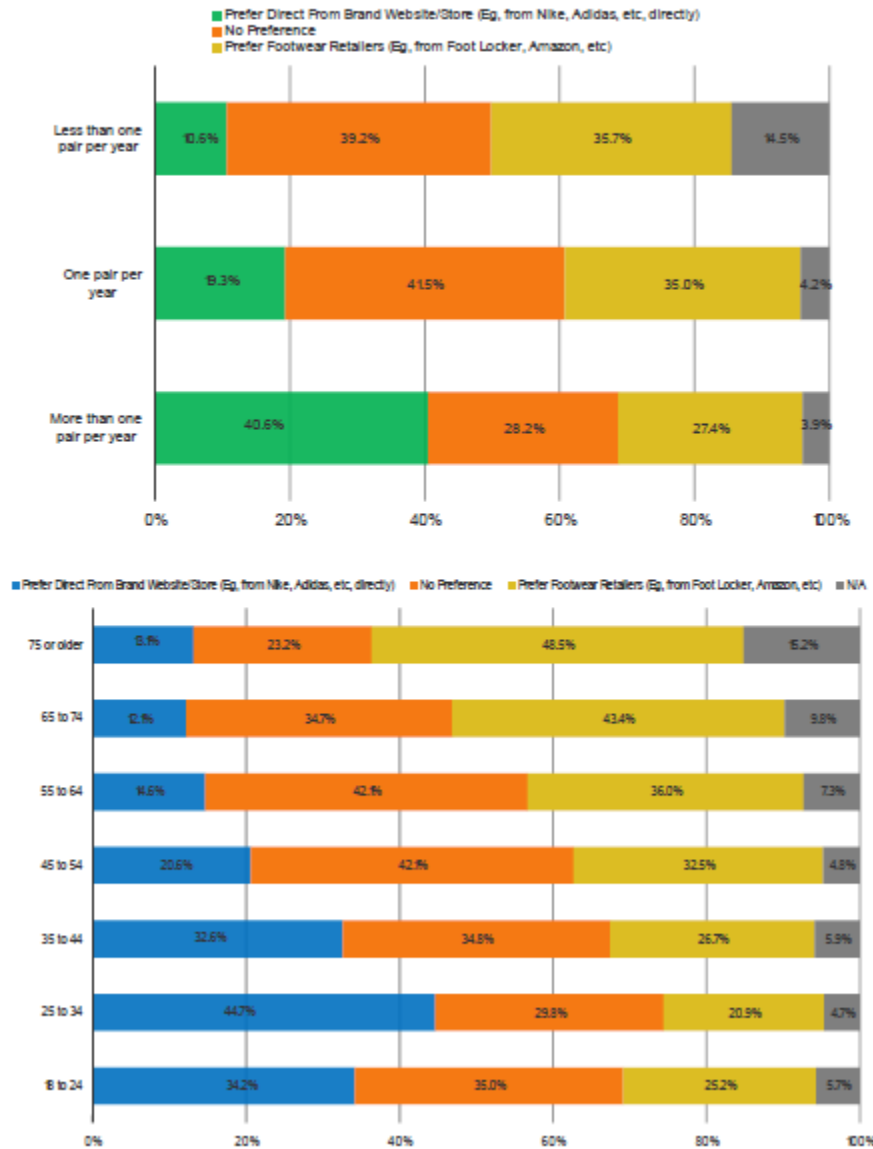


	N=
Uber Eats	426
Door Dash	488
Seamless	116
Grubhub	316
Postmates	111

Footwear | Consumers who buy footwear more often are more likely to prefer buying direct from the brand.

WHERE DO YOU PREFER TO BUY SNEAKERS/FOOTWEAR?

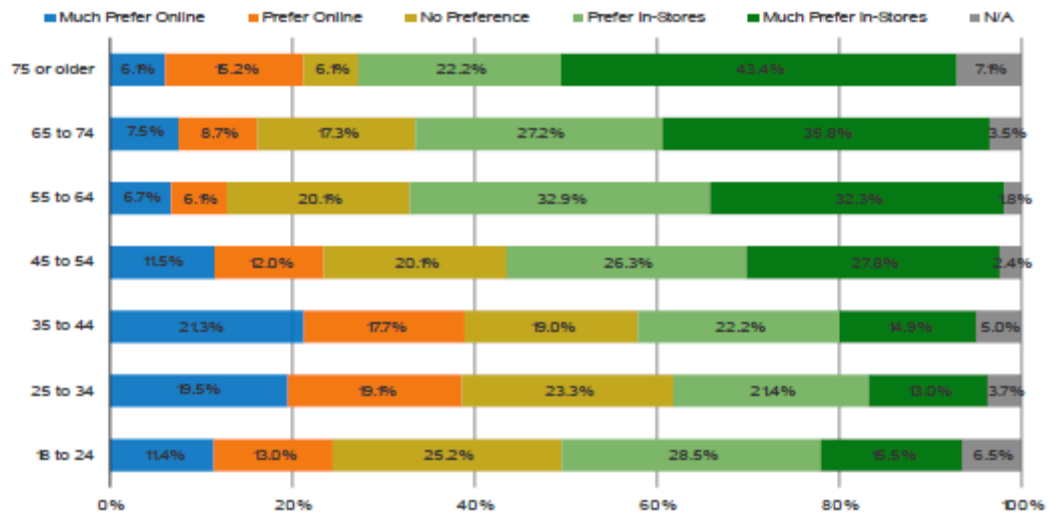
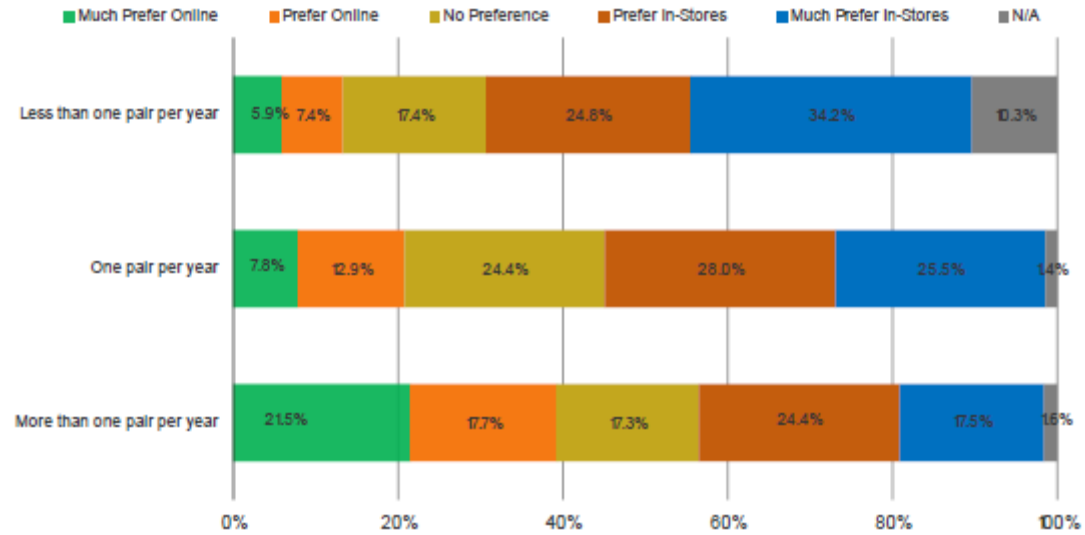
Cross-Tab Analysis



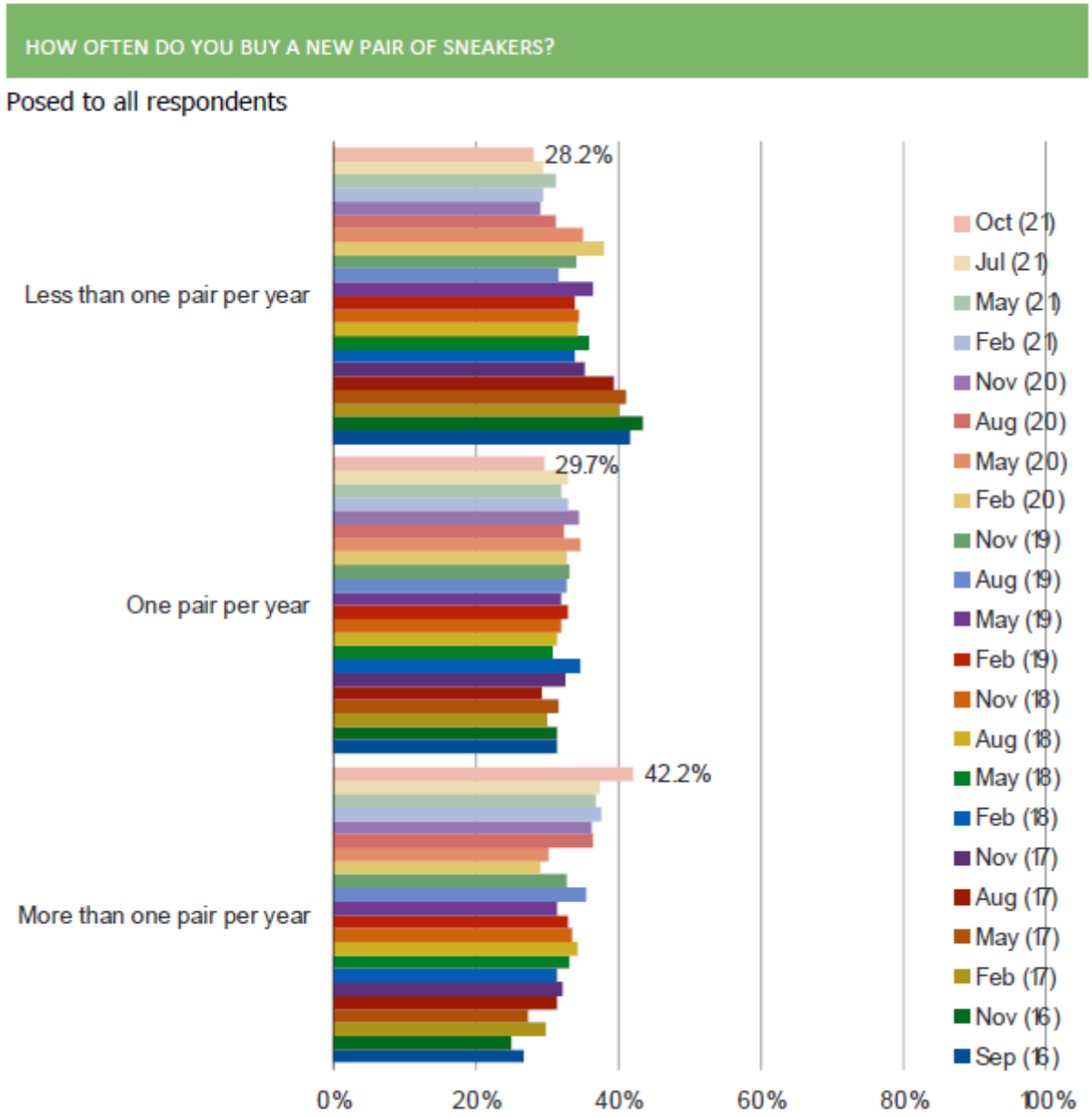
Footwear | Consumers who buy footwear more often are more likely to prefer buying online.

WHERE DO YOU PREFER TO BUY SNEAKERS?

Cross-Tab Analysis



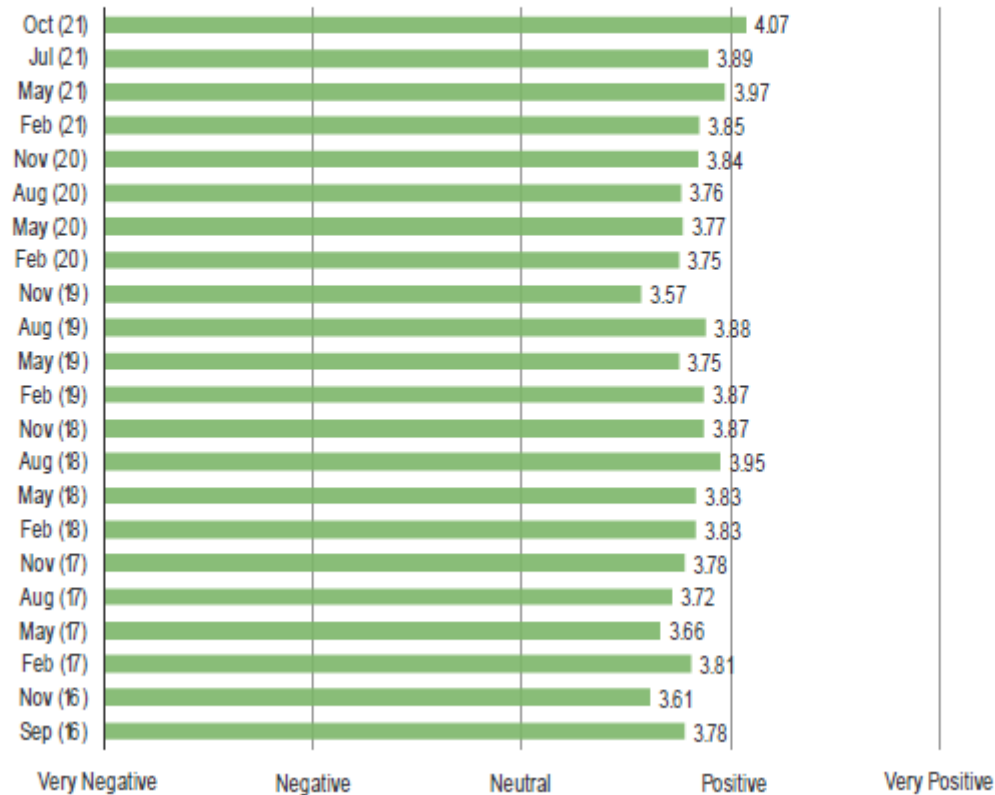
Footwear | Over time, consumers have been increasingly likely to say that they buy more than one pair per year.



Furniture | Opinions of Restoration Hardware have improved over time.

OPINION OF RESTORATION HARDWARE

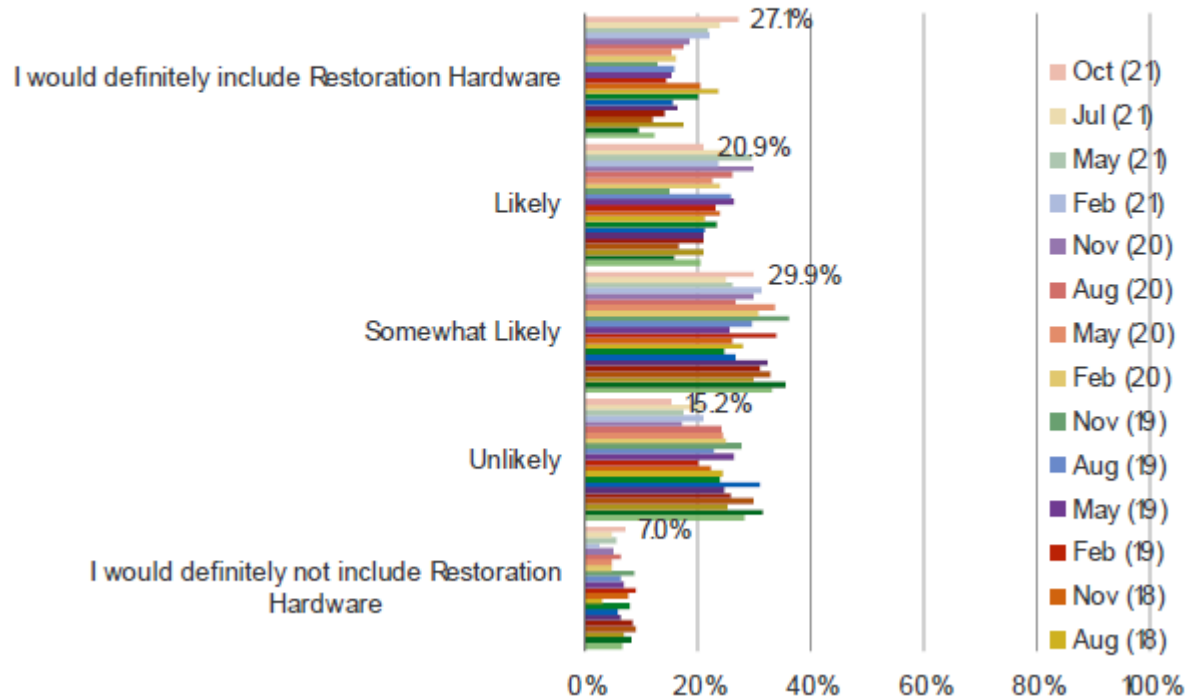
Posed to all respondents who are aware of Restoration Hardware



Furniture | Consumers have been increasingly likely to include RH in their furniture shopping search.

IF YOU WERE BUYING FURNITURE TODAY, HOW LIKELY WOULD YOU BE TO INCLUDE RESTORATION HARDWARE IN YOUR SEARCH?

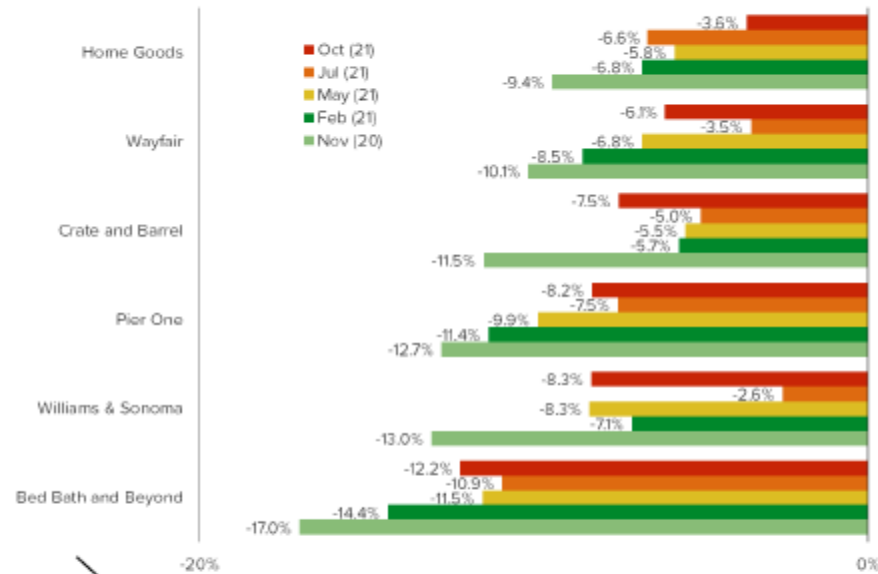
Posed to all respondents who are aware of Restoration Hardware



Home Furnishings | Customers of Bed Bath and Beyond remain more driven by coupons relative to other home furnishings retailers, but less-so than in historical volumes.

LIKELIHOOD OF SHOPPING WITH AND WITHOUT COUPONS.

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

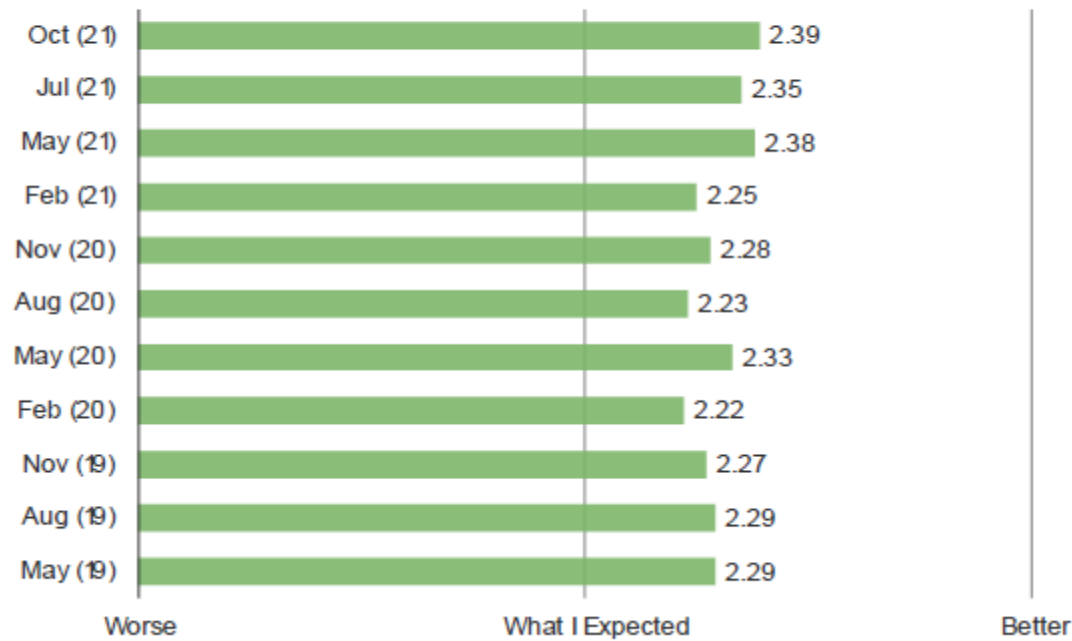


The likelihood of Bed Bath and Beyond customers shopping the retailer is ~12% lower without a coupon.

Mattresses | Online mattresses are holding up better than expectations.

HOW IS THE MATTRESS HOLDING UP OVER TIME COMPARED TO YOUR EXPECTATIONS?

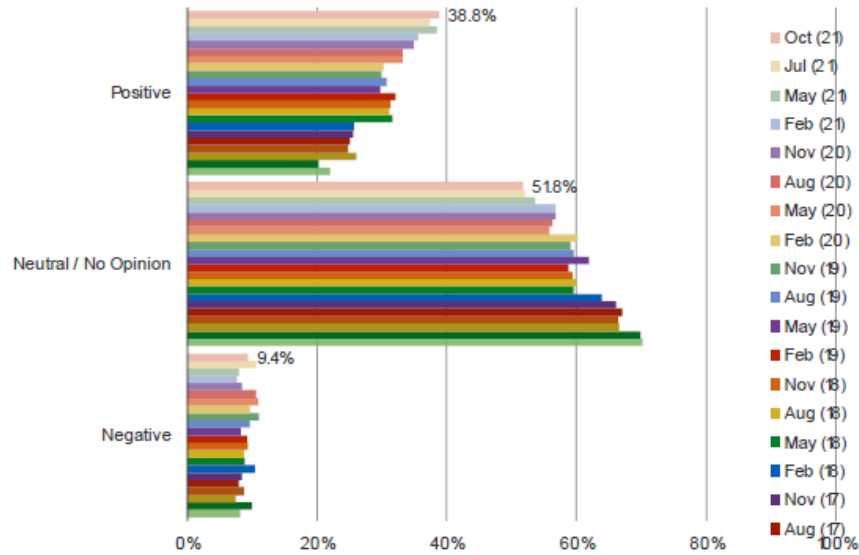
Posed to respondents who have ordered a mattress online



Mattresses | Opinions of online mattress companies have improved a good deal over time.

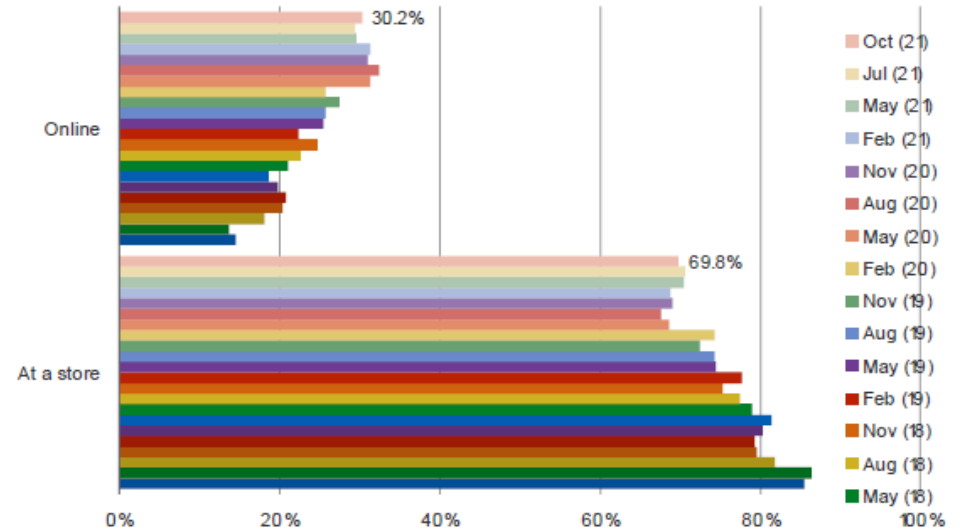
OPINION OF BED IN A BOX MATTRESS PROVIDERS WHO SHIP MATTRESSES TO CUSTOMERS IN A VACUUM SEALED BOX

Posed to all respondents



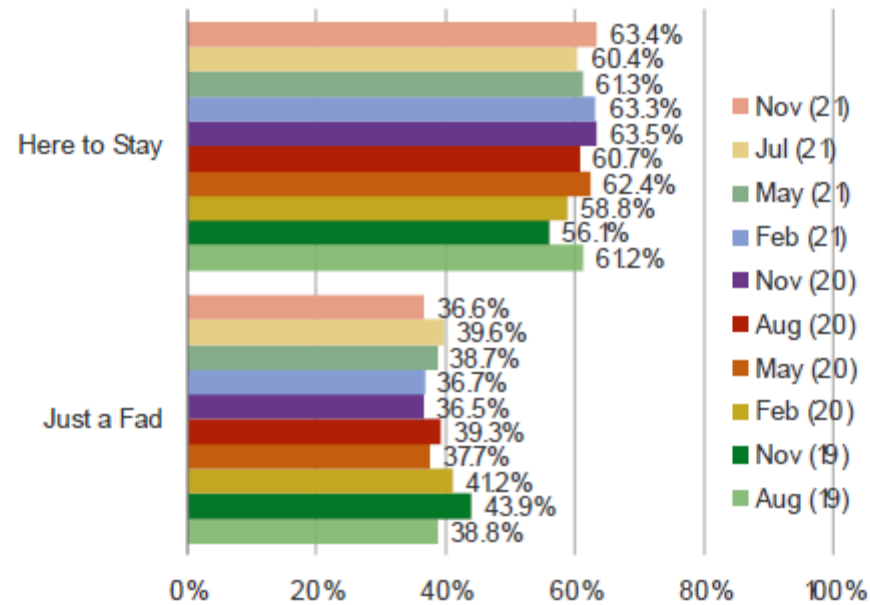
WHEN IT IS TIME TO GET A NEW MATTRESS, DO YOU THINK YOU WILL BUY IT AT A STORE OR ONLINE?

Posed to all respondents



IN YOUR OPINION, ARE PLANT-BASED MEAT ALTERNATIVES...

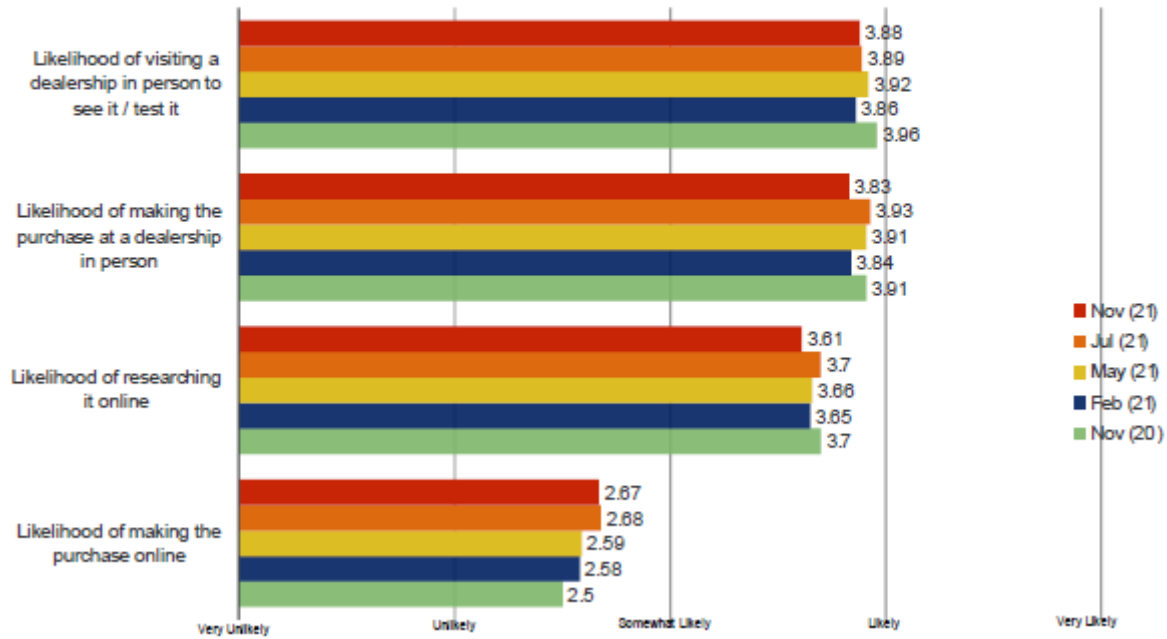
Posed to all respondents



Online Autos | Consumer likelihood of buying a used car online has inched higher over the past year.

IF YOU NEEDED TO BUY A USED CAR, HOW LIKELY WOULD YOU BE TO...

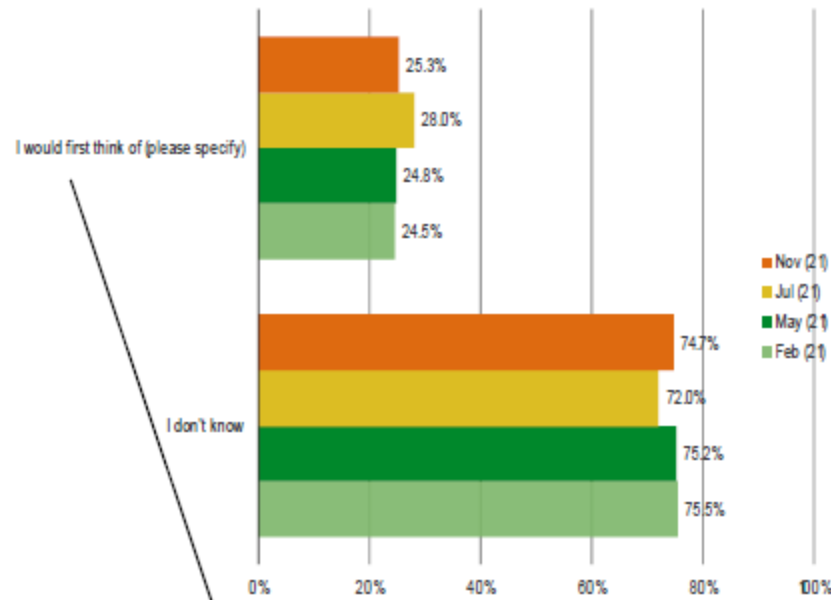
Posed to all respondents



Online Autos | Carvana remains mindshare dominant when it comes to where consumers would think of buying a used car online from first.

IF YOU WANTED TO BUY A USED CAR ONLINE, WHICH IS THE FIRST SITE/APP YOU WOULD THINK OF?

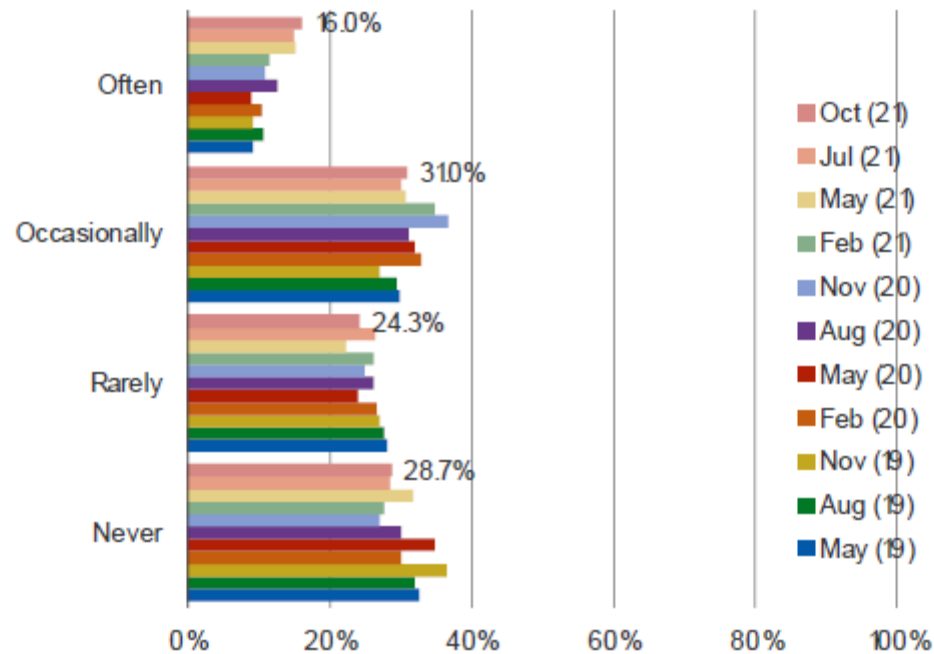
Posed to all respondents



Online Real Estate | Consumer engagement with online real estate apps remains elevated relative to historical readings.

HOW OFTEN DO YOU BROWSE REAL ESTATE WEBSITES/MOBILE APPS?

Posed to all respondents



Online Real Estate | Zillow remains mindshare dominant with consumers when it comes to what app/site they think of first for online real estate browsing.

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

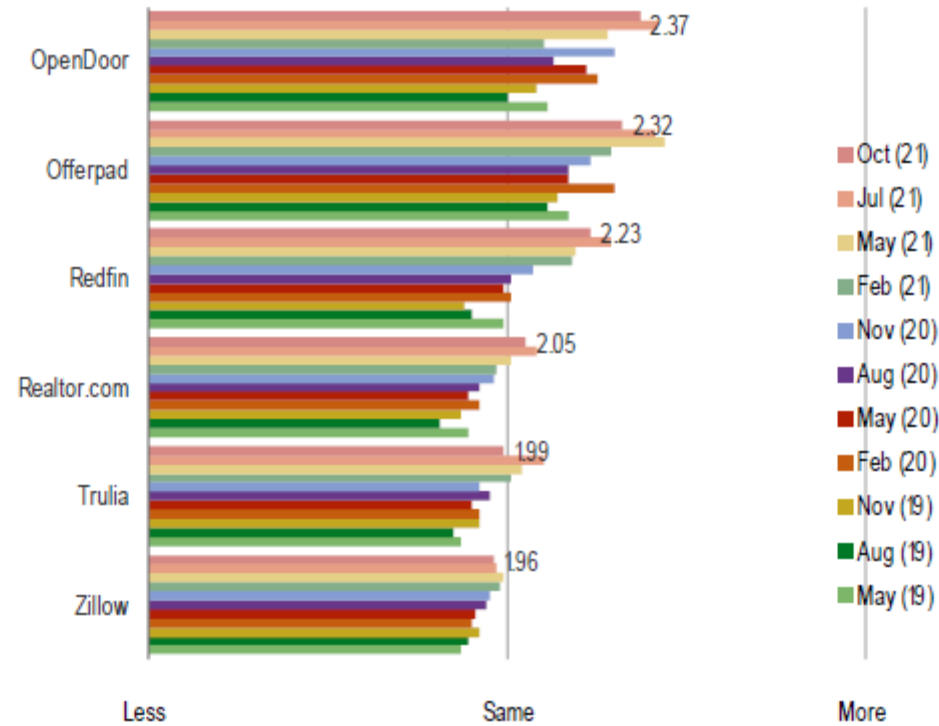
Posed to respondents who browse real estate website / mobile apps.



Online Real Estate | OpenDoor and Offerpad users self-report increased usage over the past year.

HAVE YOU RECENTLY BEEN INCREASING OR DECREASING HOW OFTEN YOU VISIT THIS SITE/APP?

Posed to respondents who have visited each of the following.

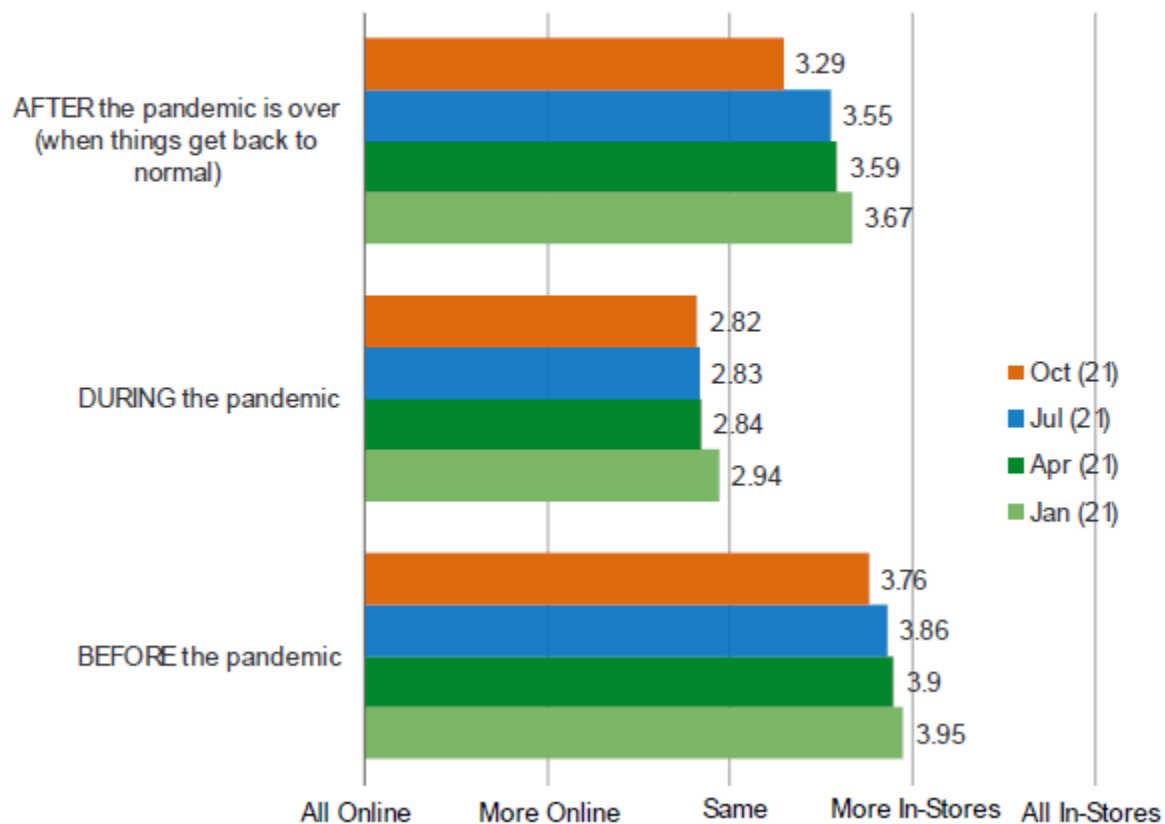


	N=
Zillow	644
Redfin	176
Realtor.com	427
OpenDoor	154
Offerpad	109
Trulia	261

Furniture | Consumers are expecting to move back to the store for furniture post-pandemic, but the goal posts have been shifting over time.

HOW MUCH OF YOUR FURNITURE PURCHASES DID YOU/WILL YOU BUY ONLINE VS IN-STORES...

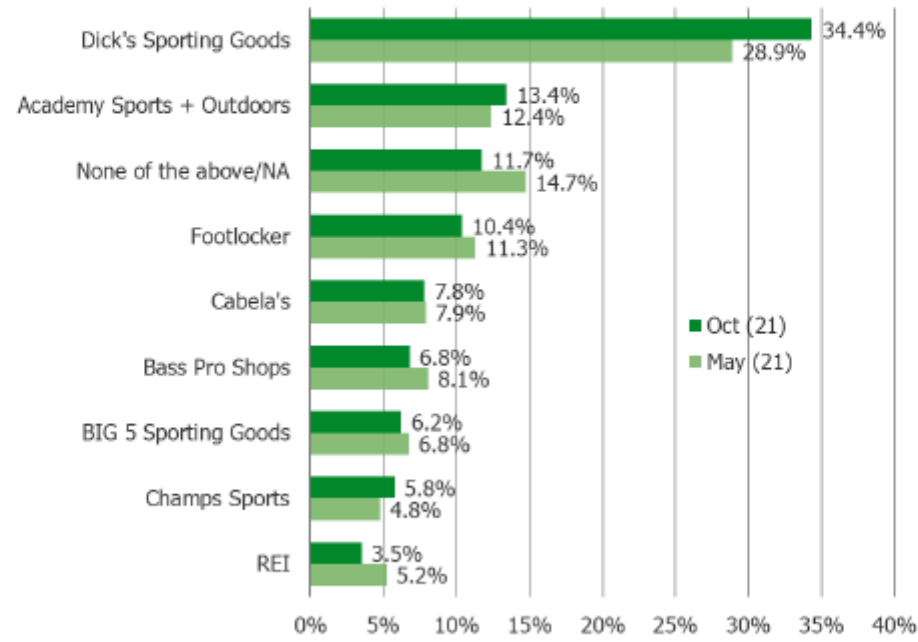
Posed to all respondents.



Sporting Goods | Consumer sentiment toward both Dick's and Academy Sporting Goods was positive in our October survey.

If you had to buy sporting goods/apparel or any related items that these retailers sell, which of the following retailers would you be most likely to choose?

Posed to all respondents.



Sporting Goods | Dick's is mindshare dominant among consumers when it comes to shopping for sporting goods.

When you think of sporting goods retail companies, which comes to mind first? (Fill-In)

Posed to all respondents.



Sporting Goods | Nike is mindshare dominant across sporting good department categories.

What is your go-to brand for the following?

Posed to respondents who regularly or occasionally use the following types of products.

Sports Equipment



Clothing/Apparel



Footwear



Fitness Equipment



Fan Gear/Apparel



Outdoor and Rec Items



	N =
Sports equipment (golf, tennis, baseball, basketball, football, hockey, etc)	316
Clothing / Apparel (shirts, pants, shorts, swimwear, etc)	1005
Footwear (sneakers, sandals, slippers, cleats, etc)	959
Fitness Equipment (cardio machines, weights, fitness accessories, etc)	409
Fan Gear or Apparel (jerseys, hats, apparel, etc)	366
Outdoor and Recreation Items (bikes, backyard items, boating and paddle, hiking, hunting, fishing, etc)	387