

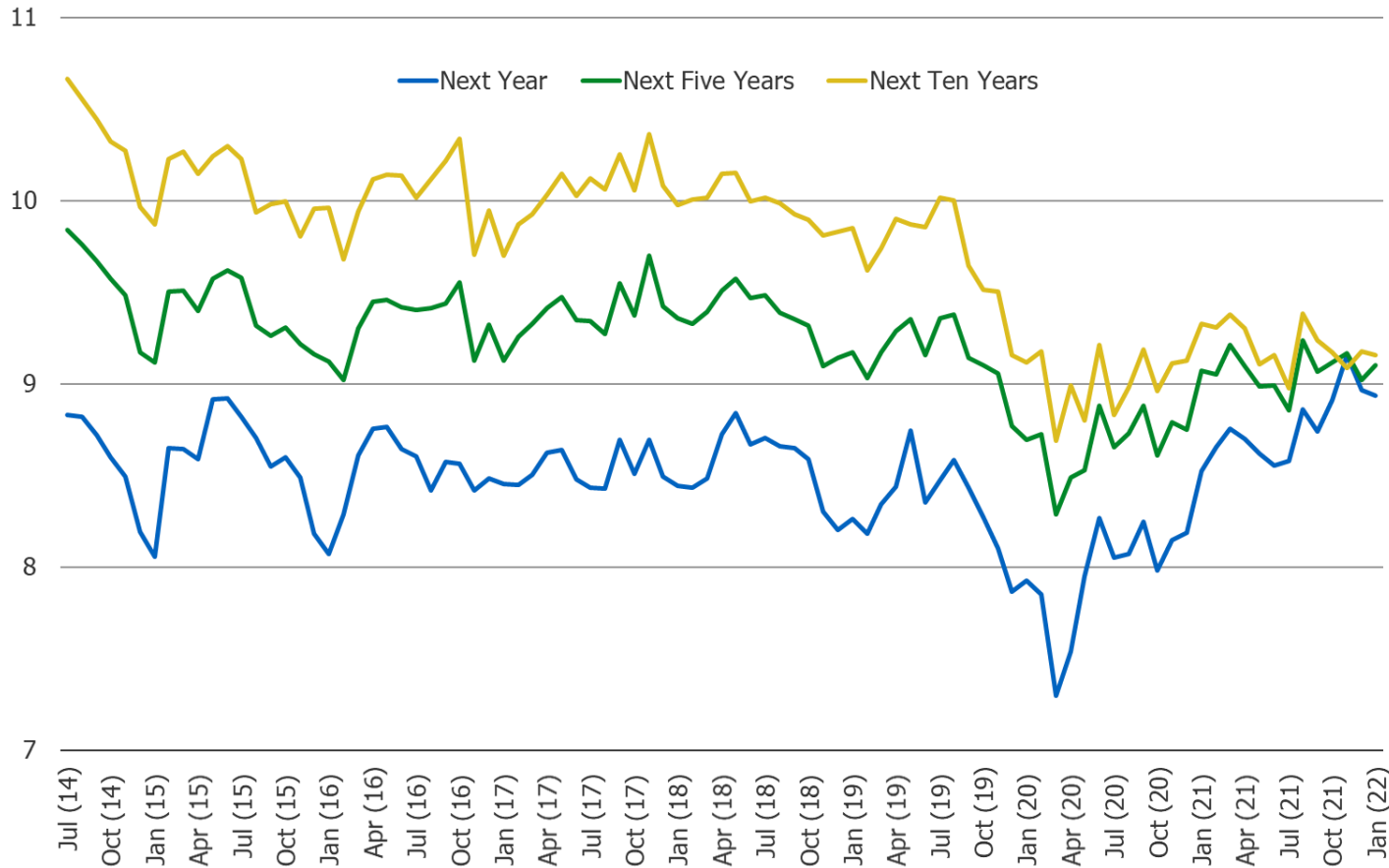
BESPOKE MARKET INTELLIGENCE

**US Consumer Sentiment Trends
Macro and Covid**

January 2022

Is there anything you spent more on than usual last year that you don't expect to spend as much on this year? (Optional to fill-in | Responses filled in summarized below)

ALL RESPONDENTS (N = 1,500)

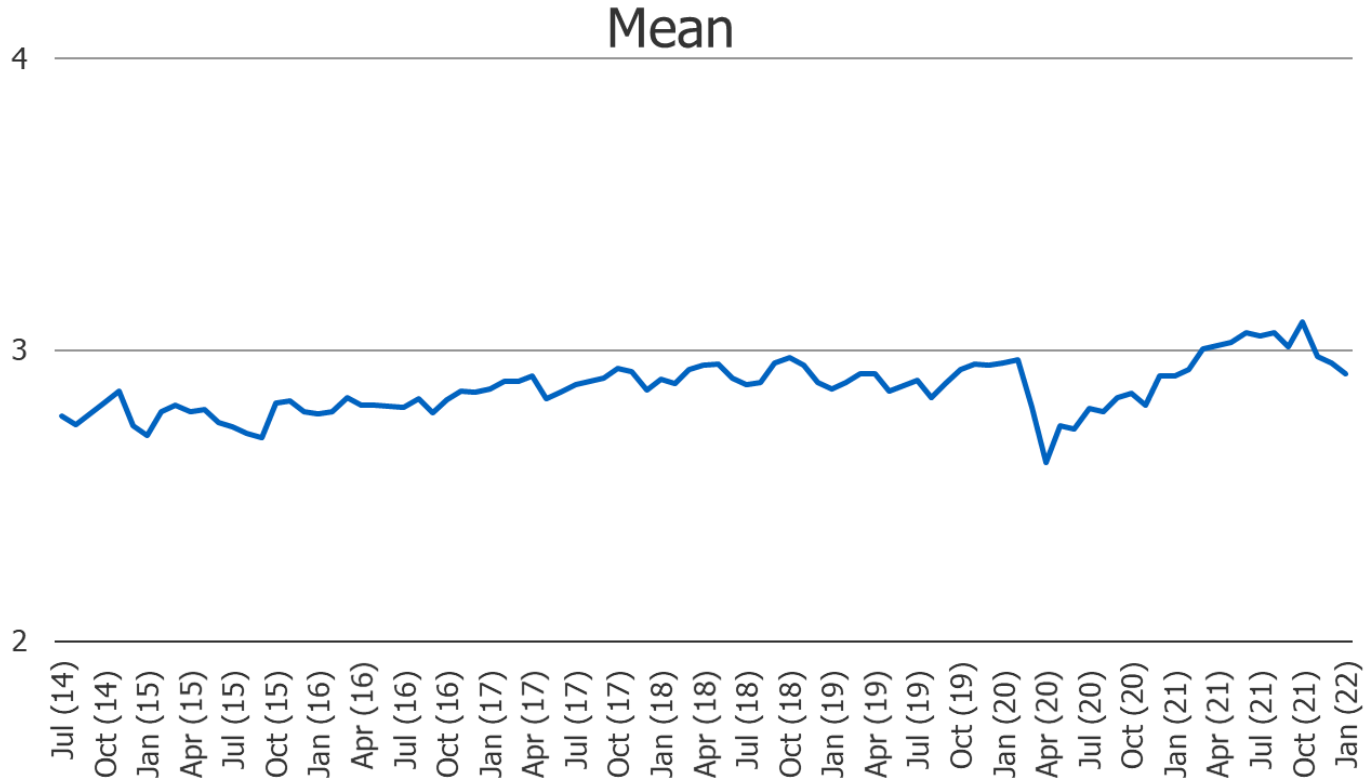


Weighted Average Guide

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

Discretionary Spending: Please Describe Your Expected Spending Over The Next Few Months (Definition of Discretionary Spending Was Provided to Respondents)

ALL RESPONDENTS (N = 1,500)

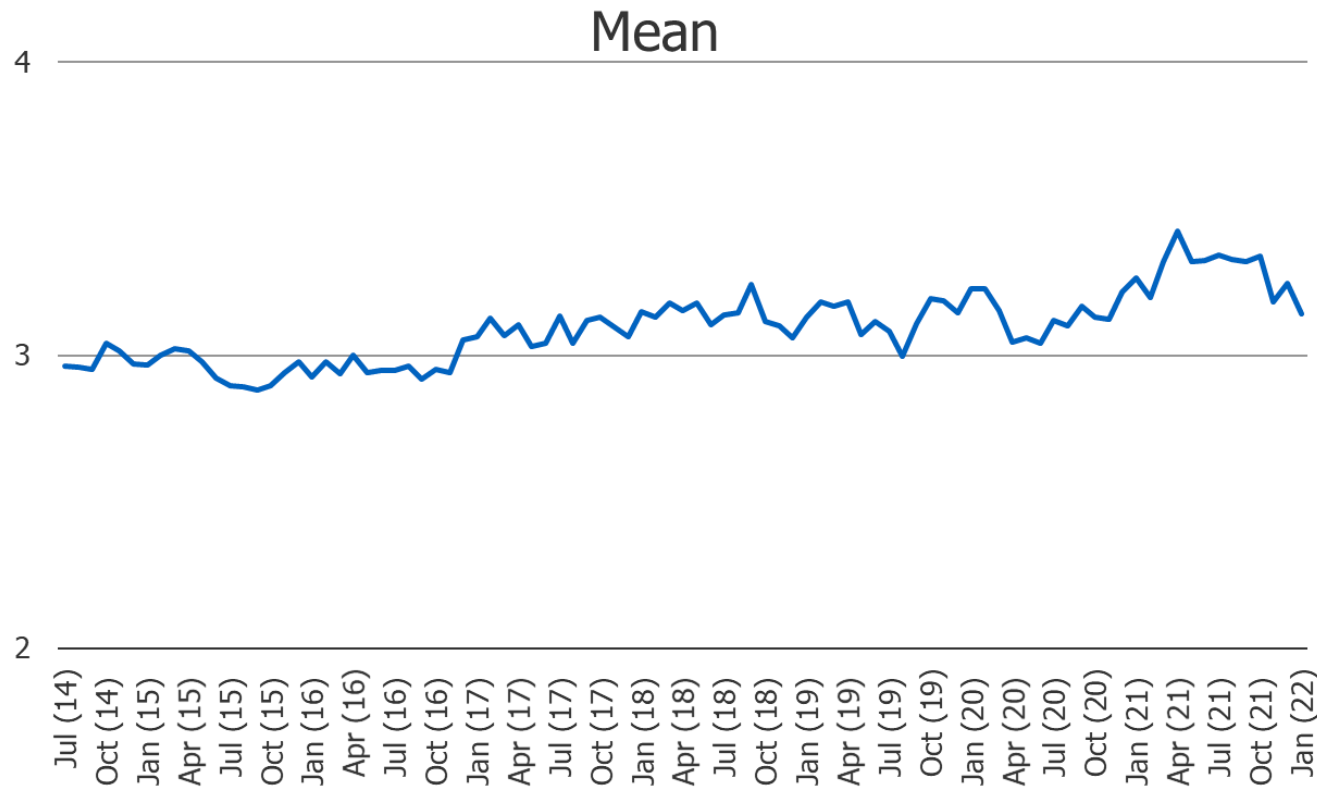


Weighted Average Guide

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

How do you feel about the current state of your personal finances?

ALL RESPONDENTS (N = 1,500)

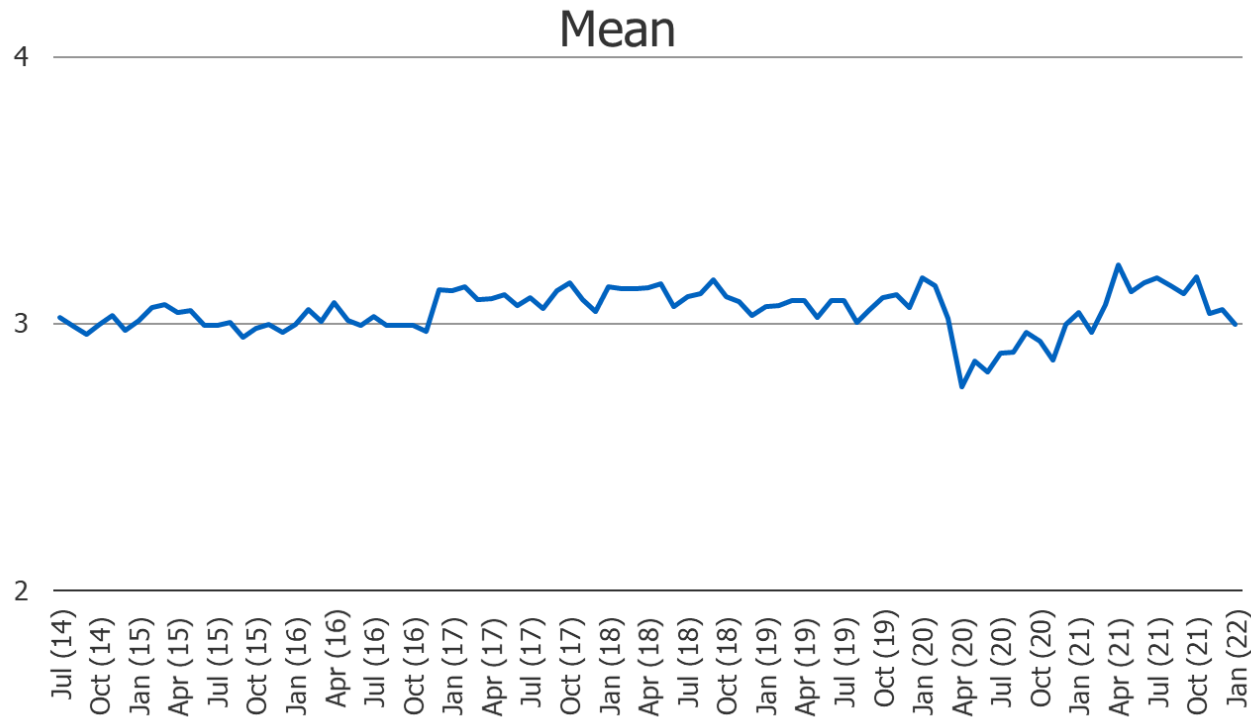


Weighted Average Guide

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

Feelings about personal finances currently vs. one year ago:

ALL RESPONDENTS (N = 1,500)

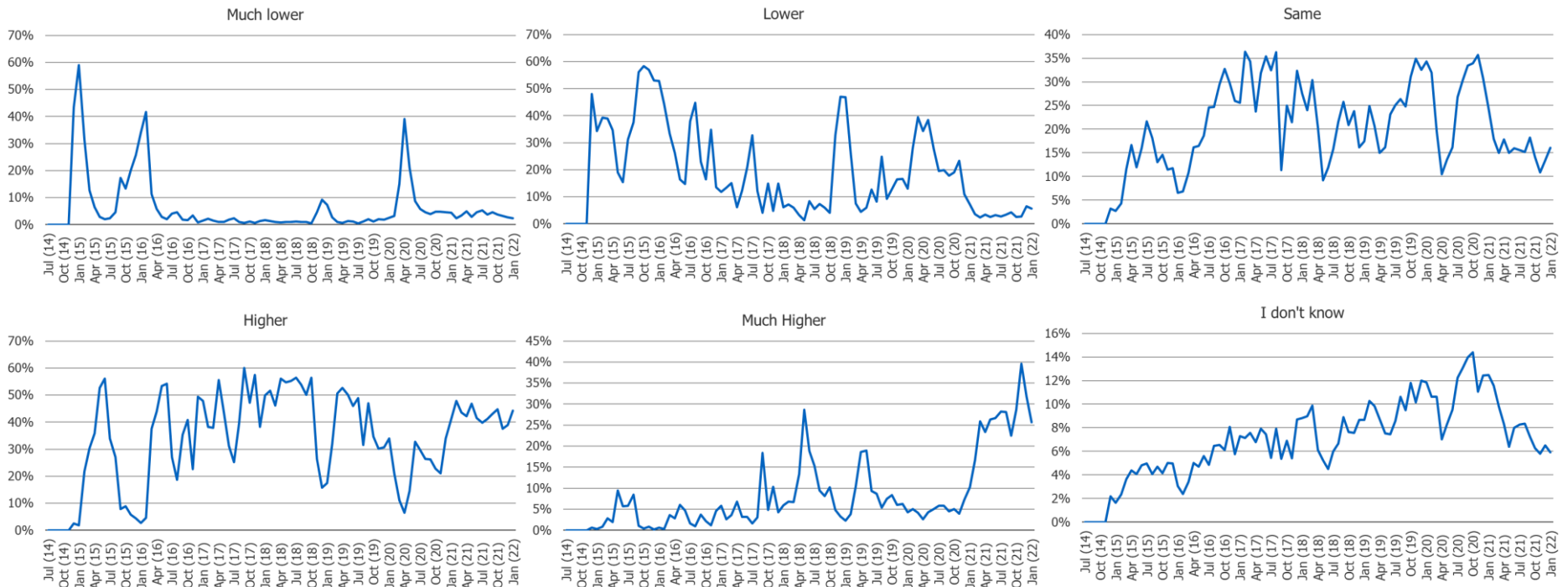


Weighted Average Guide

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

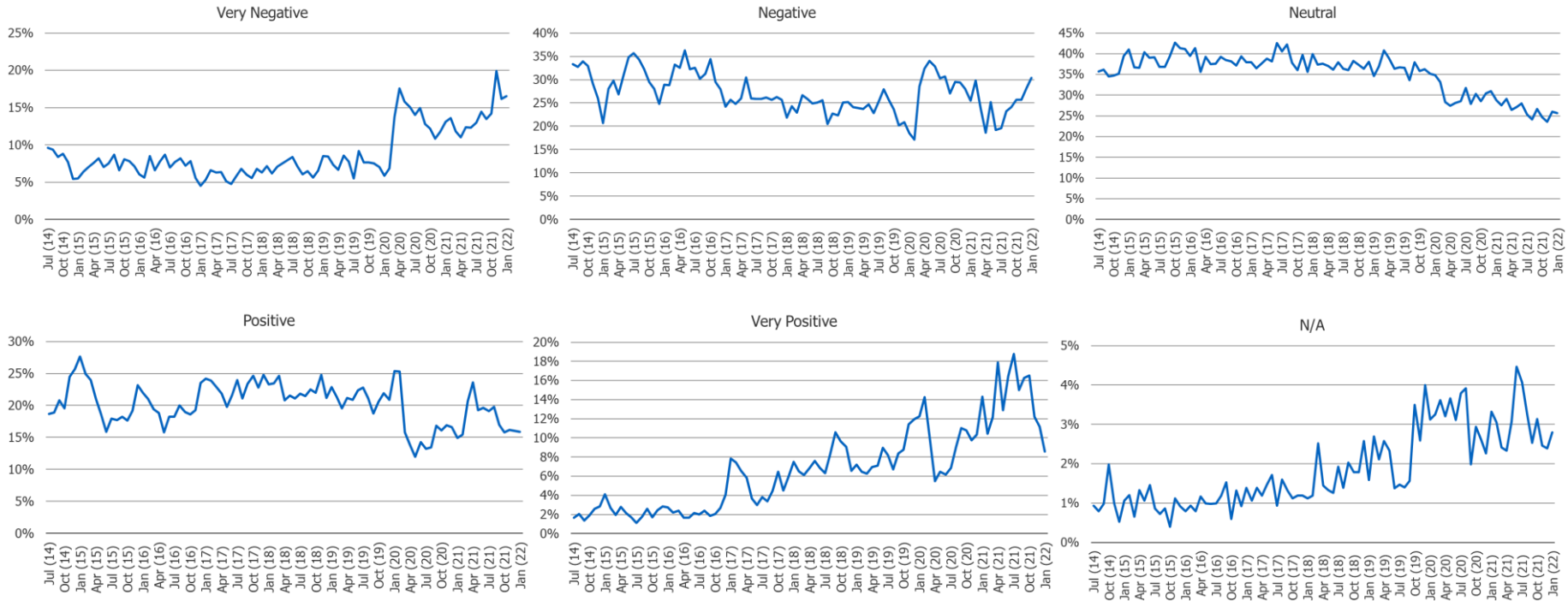
Is there anything you spent more on than usual last year that you don't expect to spend as much on this year? (Optional to fill-in | Responses filled in summarized below)

ALL RESPONDENTS (N = 1,500)



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

ALL RESPONDENTS (N = 1,500)



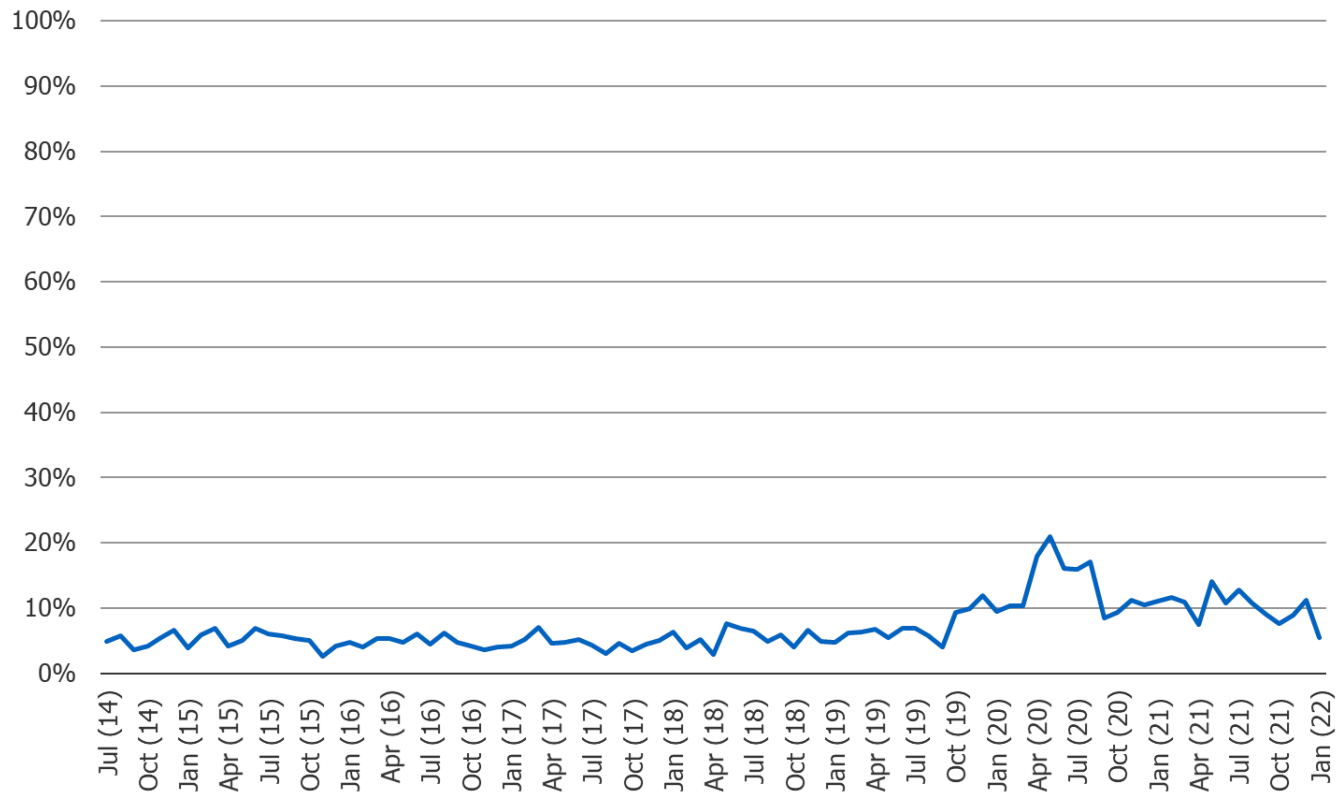
What is your employment status?

ALL RESPONDENTS (N = 1,500)



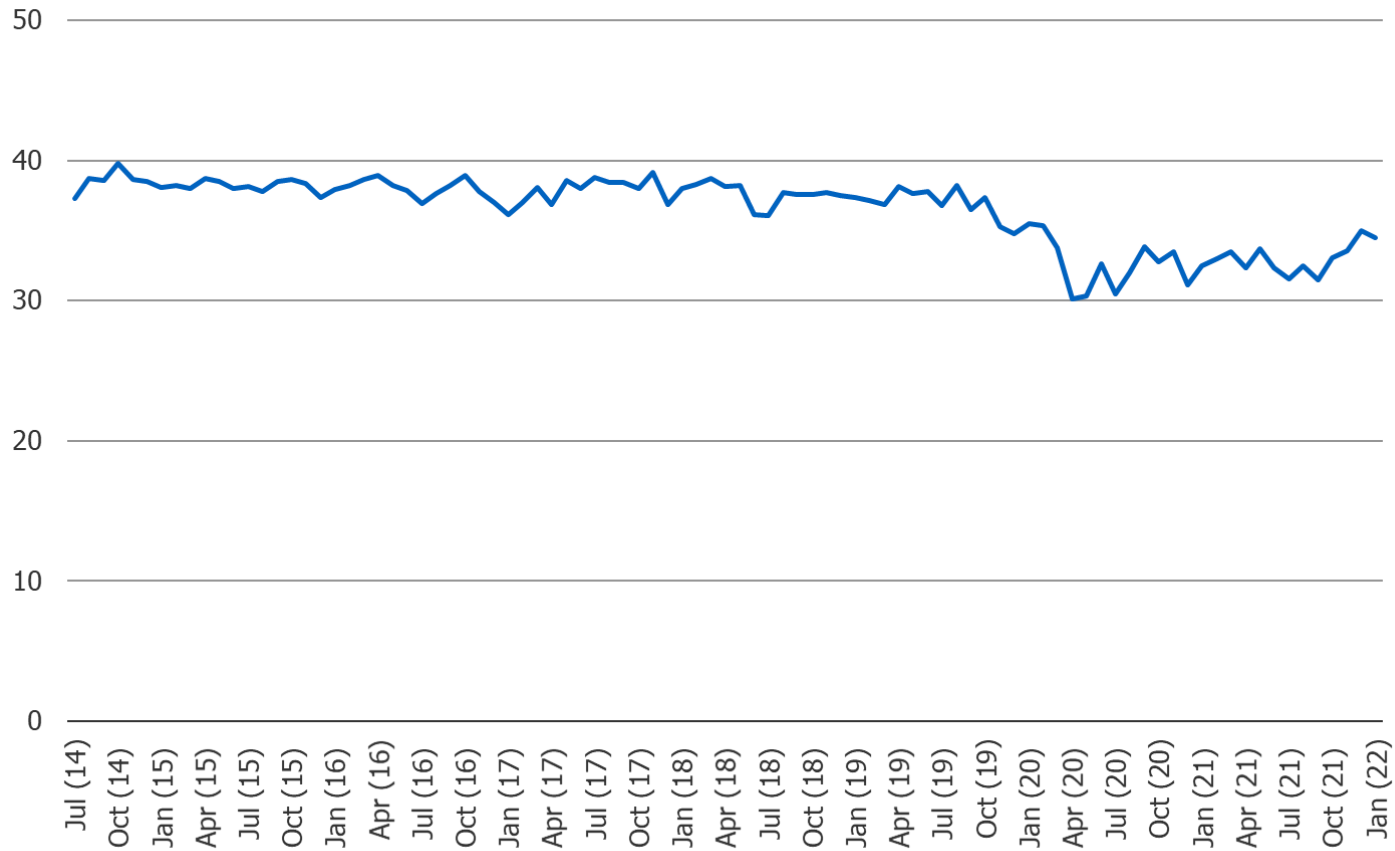
Have you filed an application for unemployment assistance in the past month?

Respondents who said they are not employed currently (N = 578)



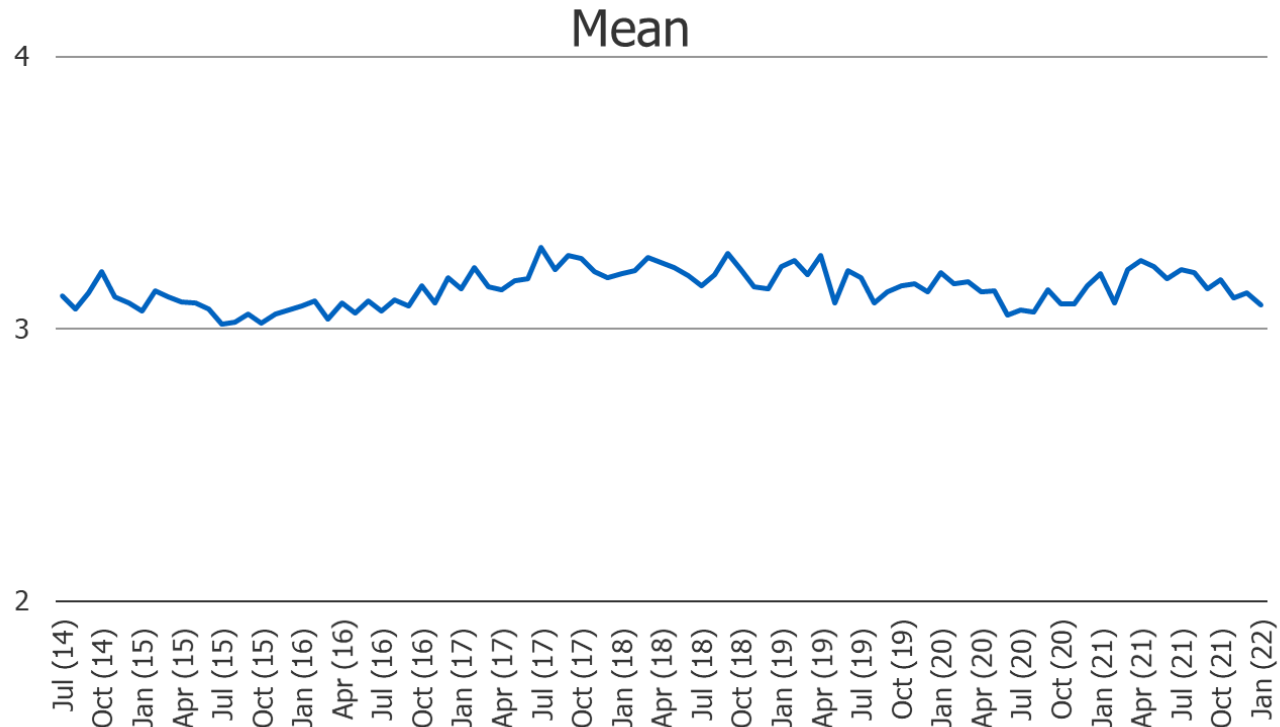
Approximately how many hours did you work in the past week?

Respondents who said they are employed(N = 925)



Please compare your personal financial standing with the financial standing of the average person:

ALL RESPONDENTS (N = 1,500)

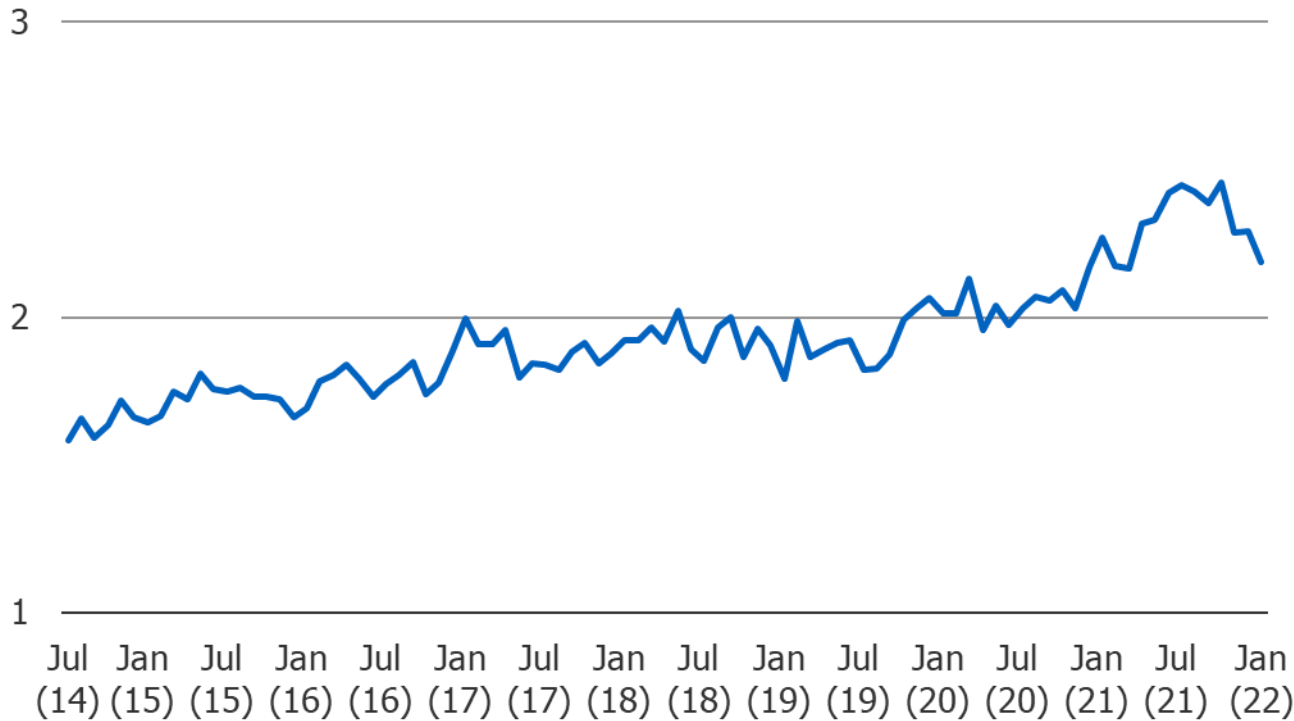


Weighted Average Guide

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

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

ALL RESPONDENTS (N = 1,500)

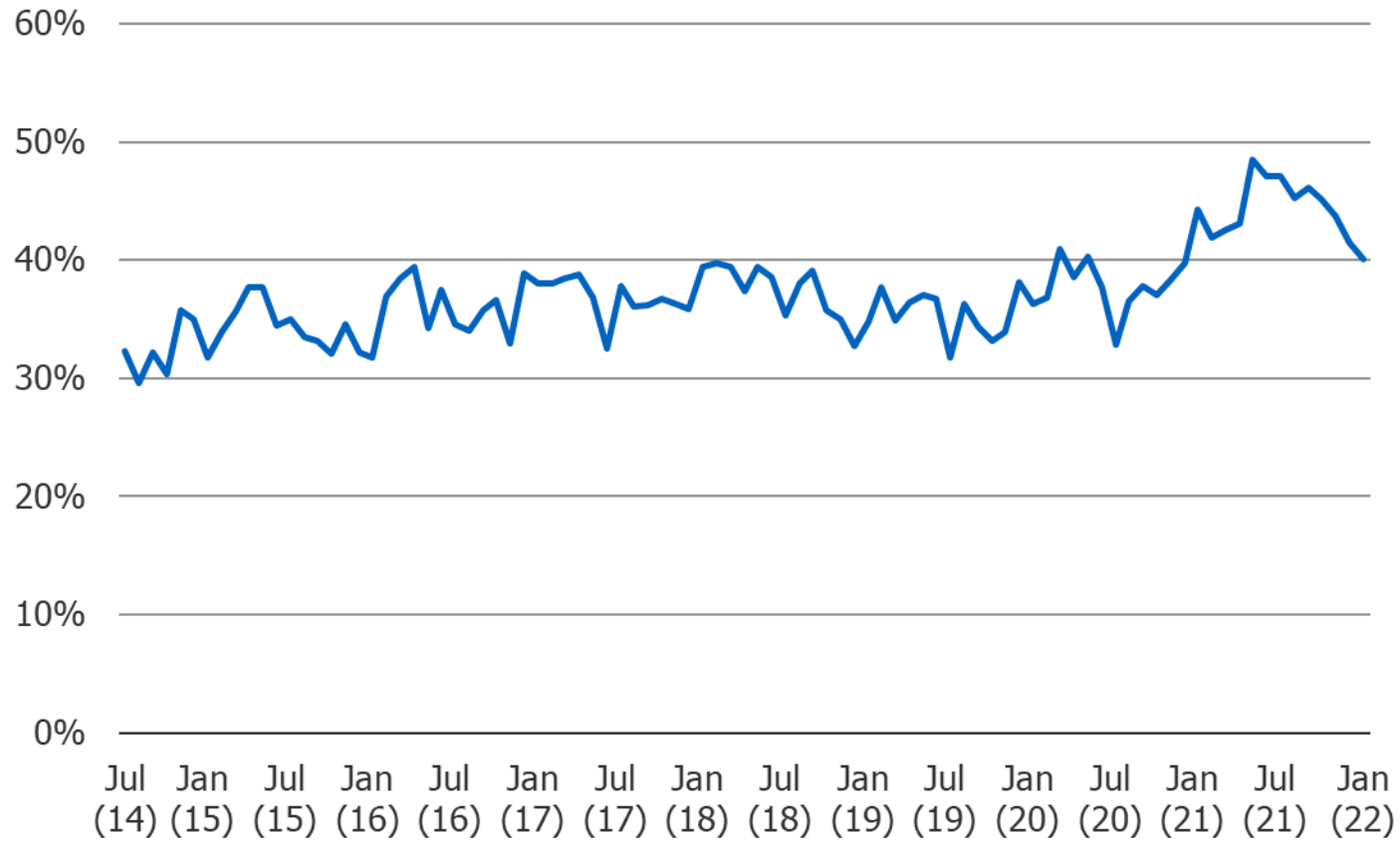


Weighted Average Guide

1 =	Very Unlikely
2 =	Unlikely
3 =	Somewhat Likely
4 =	Likely
5 =	Very Likely

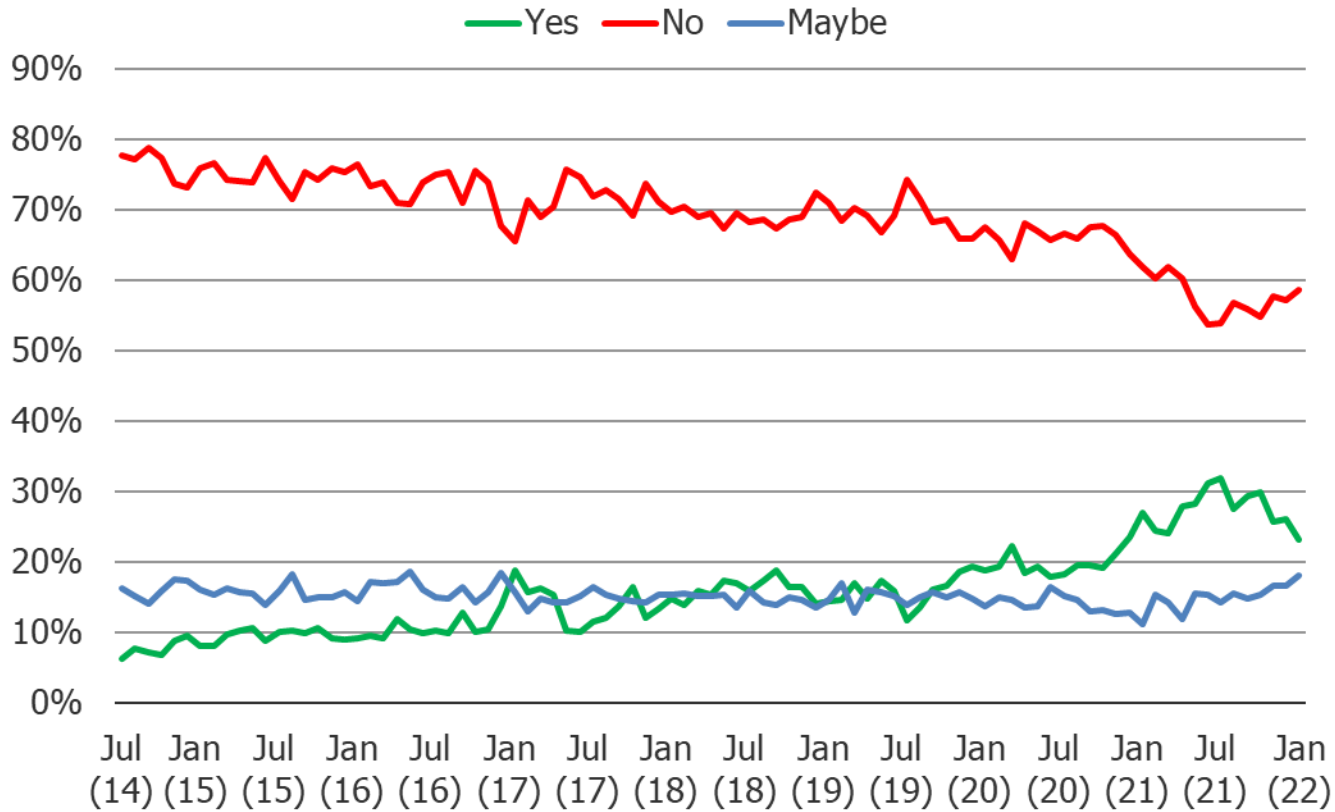
Do you plan to start a home improvement project in the next 6 months?

ALL RESPONDENTS (N = 1,500)



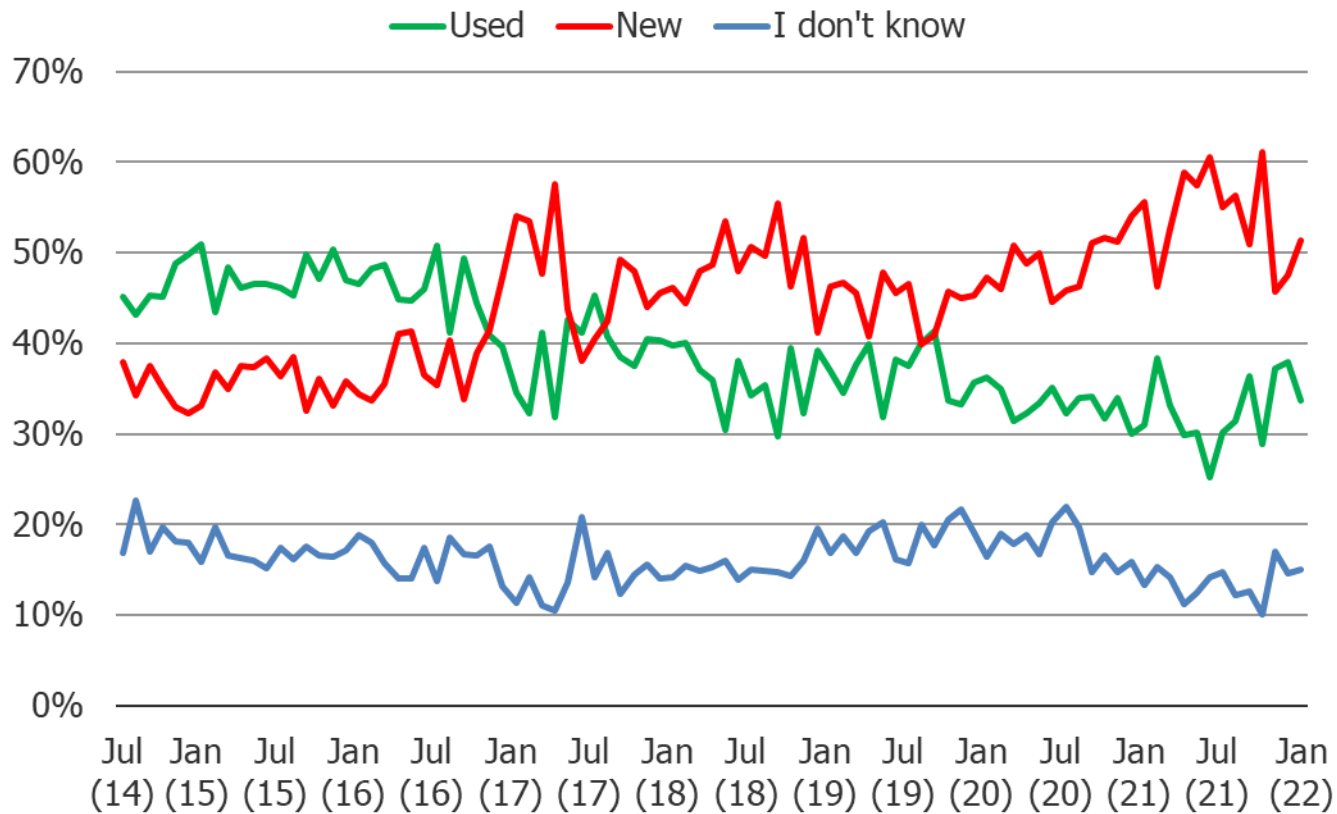
Do you plan to purchase/lease a new vehicle in the next 6 months?

ALL RESPONDENTS (N = 1,500)



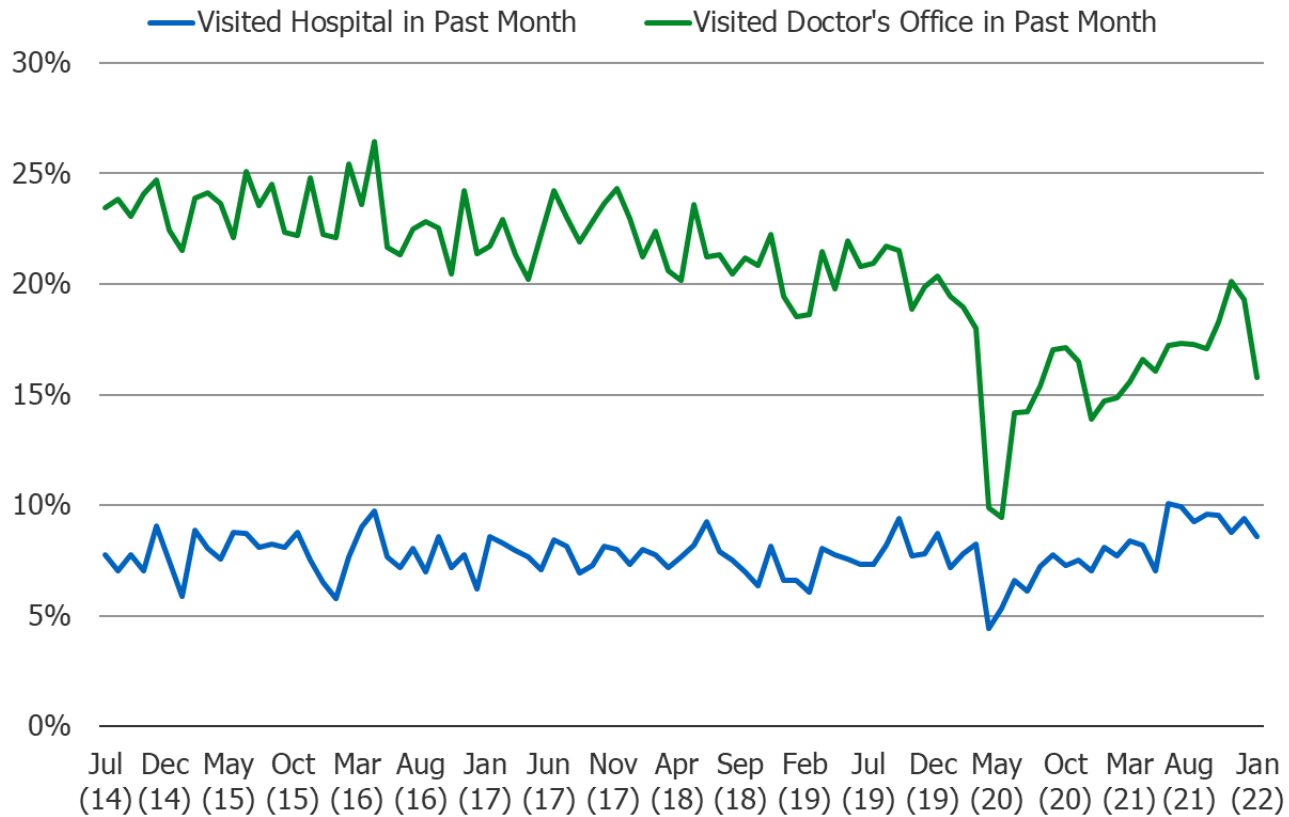
Would you be more likely to purchase a new or used vehicle?

Respondents Who Said “Yes” or “Maybe” About Buying a Vehicle Next Six Months



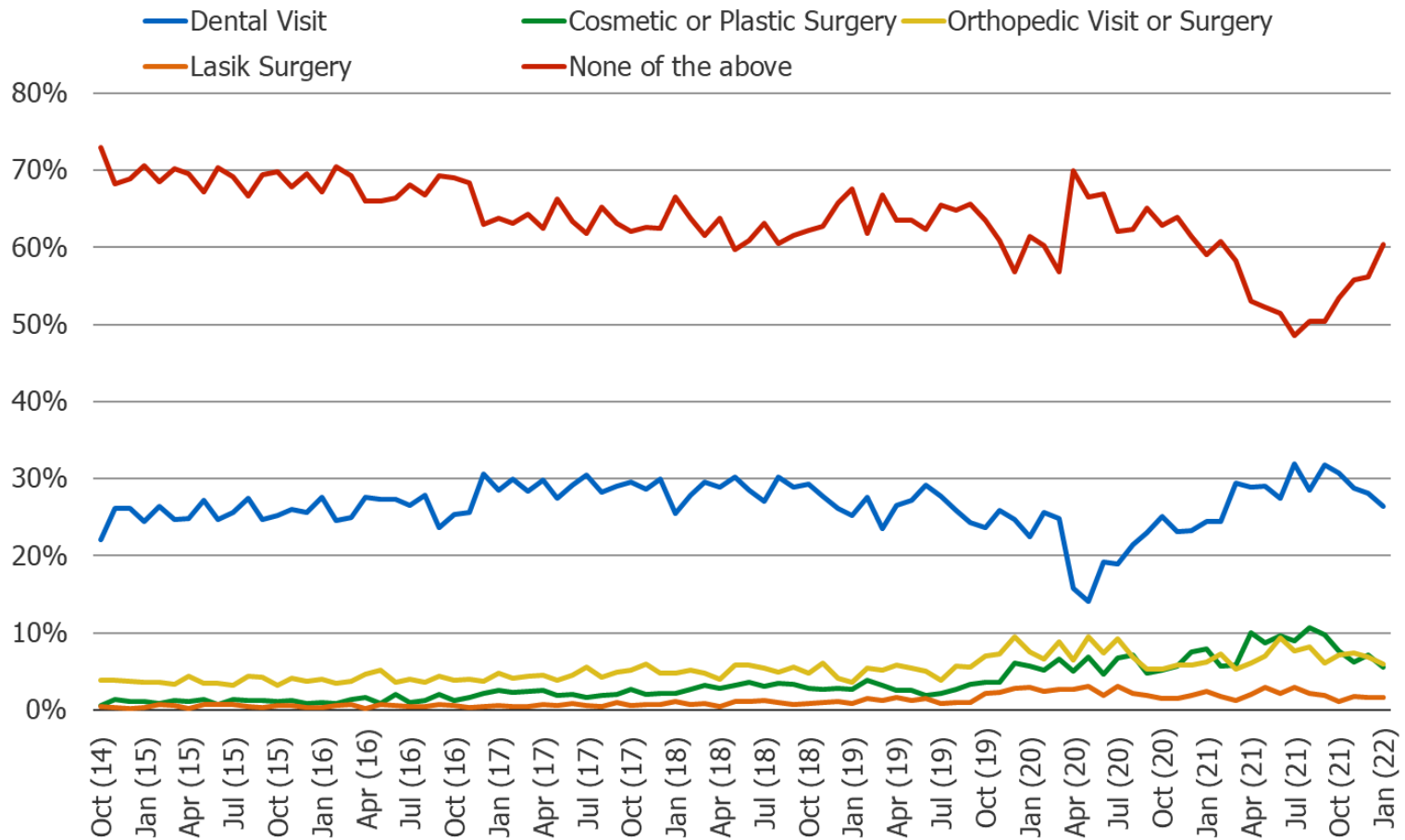
Hospital and Doctor's visits in past month:

ALL RESPONDENTS (N = 1,500)



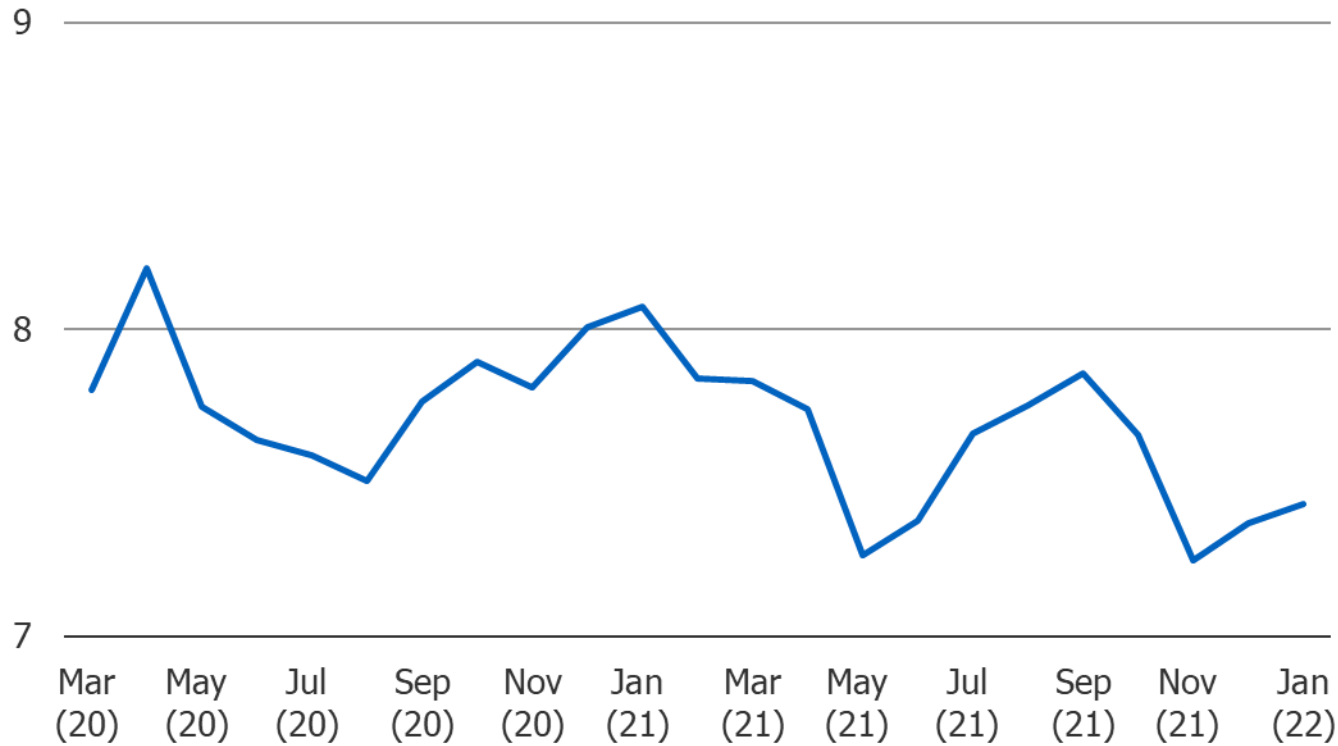
Hospital and Doctor's visits in past month:

ALL RESPONDENTS (N = 1,500)



Please Rate your level of concern with Covid:

ALL RESPONDENTS (N = 1,500)

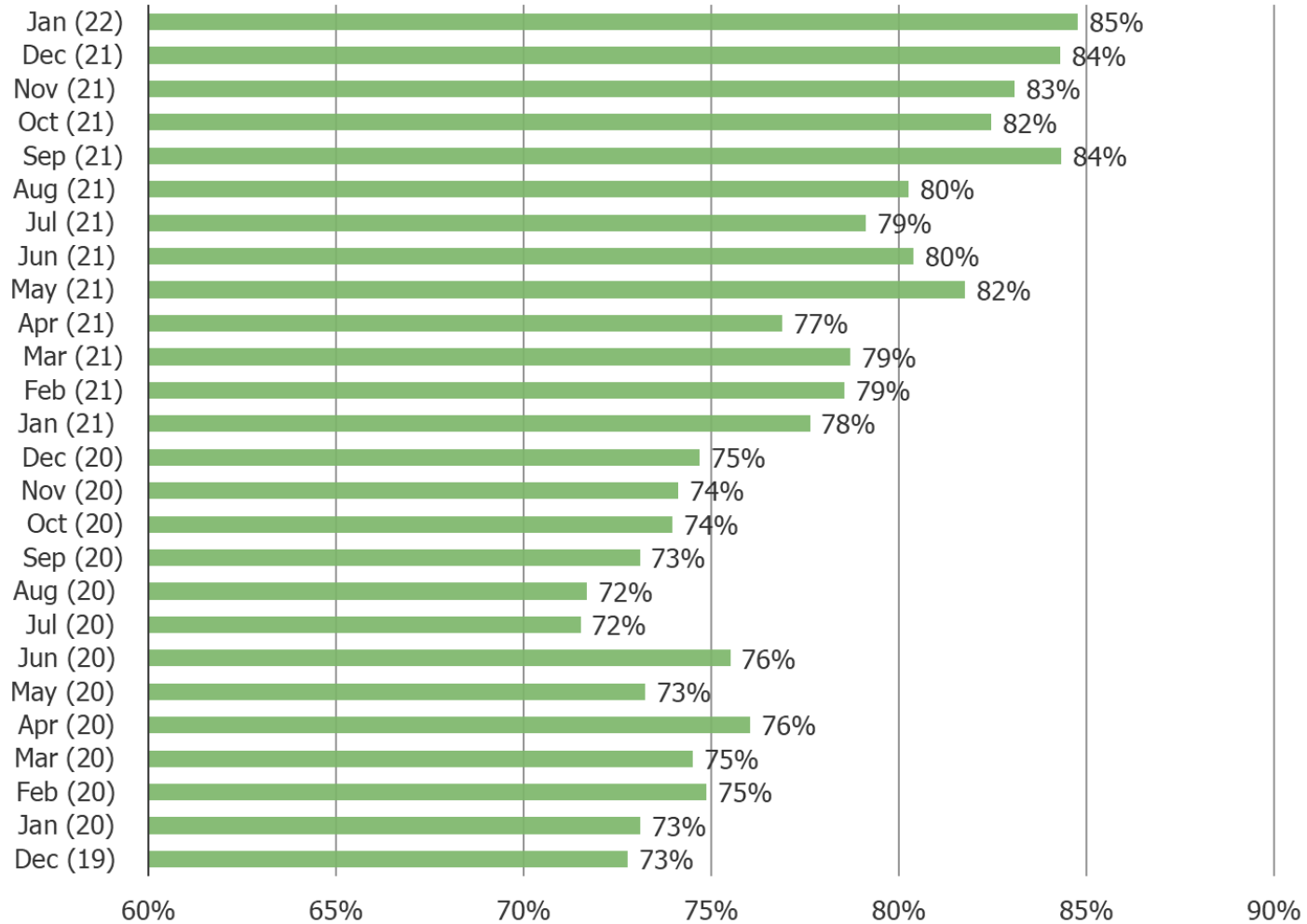


Weighted Average Guide

1 =	Not concerned at all, 0
2 =	1
3 =	2
4 =	3
5 =	4
6 =	Somewhat Concerned 5
7 =	6
8 =	7
9 =	8
10 =	9
11 =	Extremely Concerned, 10

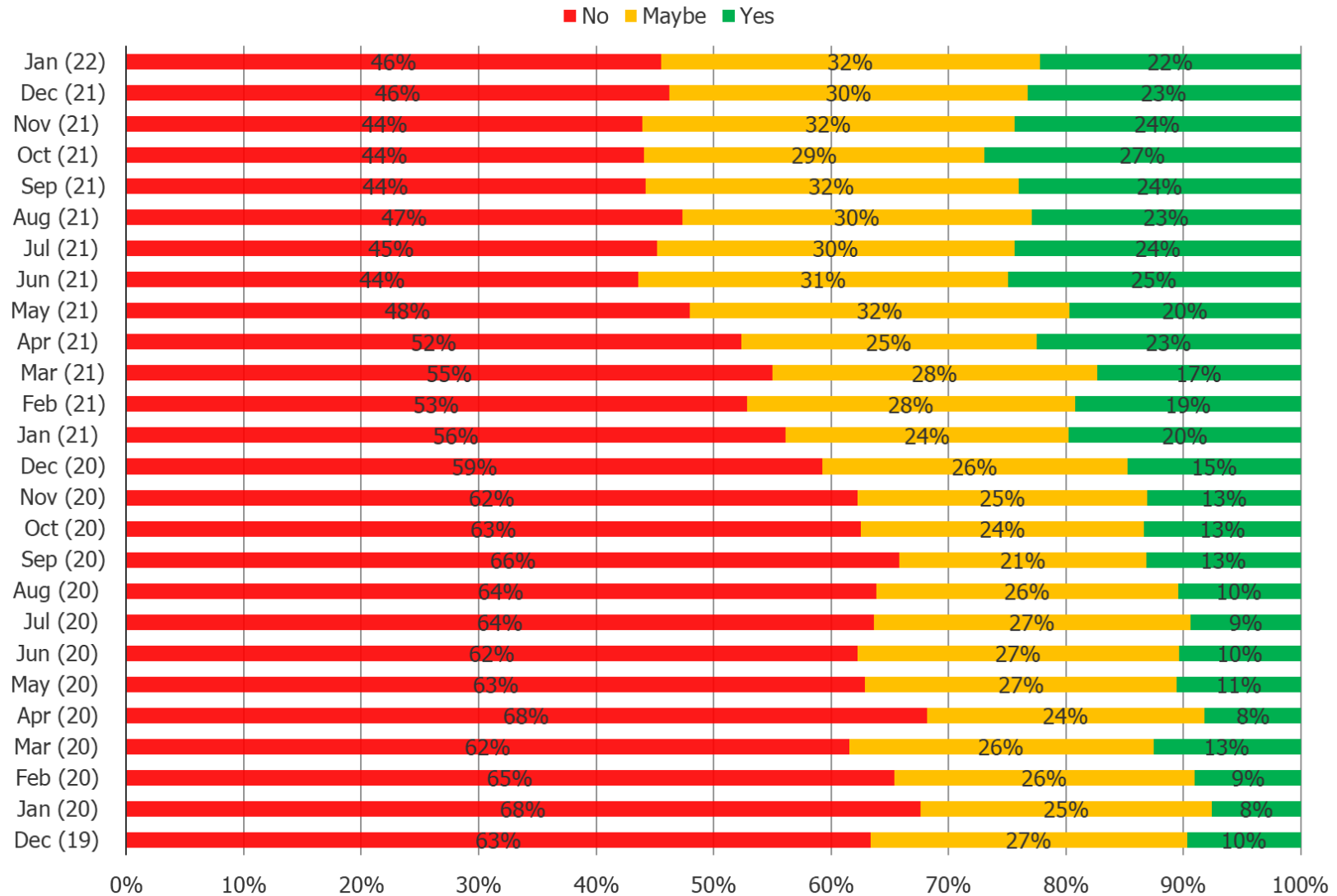
Have you heard of Bitcoin?

ALL RESPONDENTS (N = 1,500)



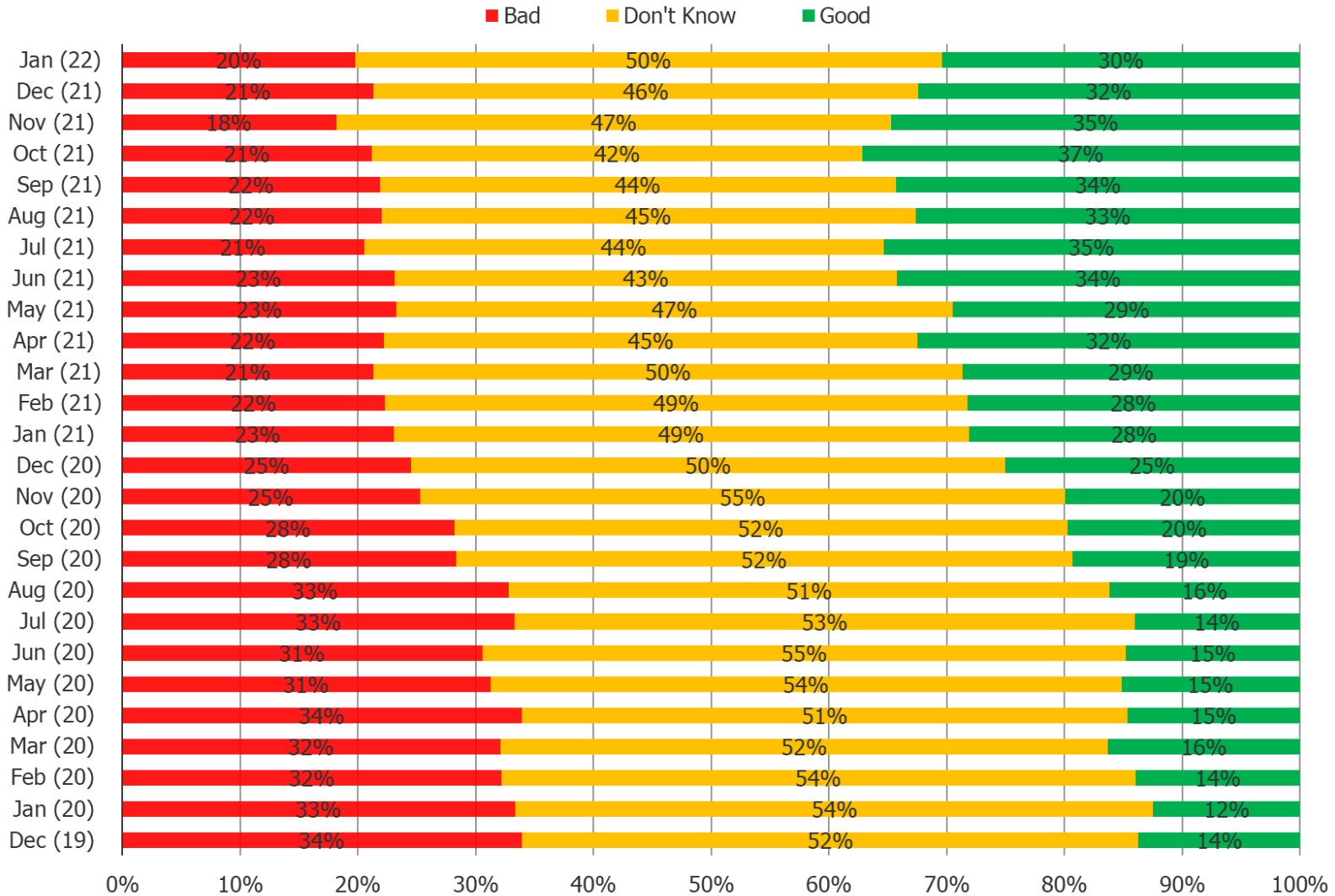
Do you have interest in buying Bitcoin?

Respondents who are aware of Bitcoin (N = 1,274)



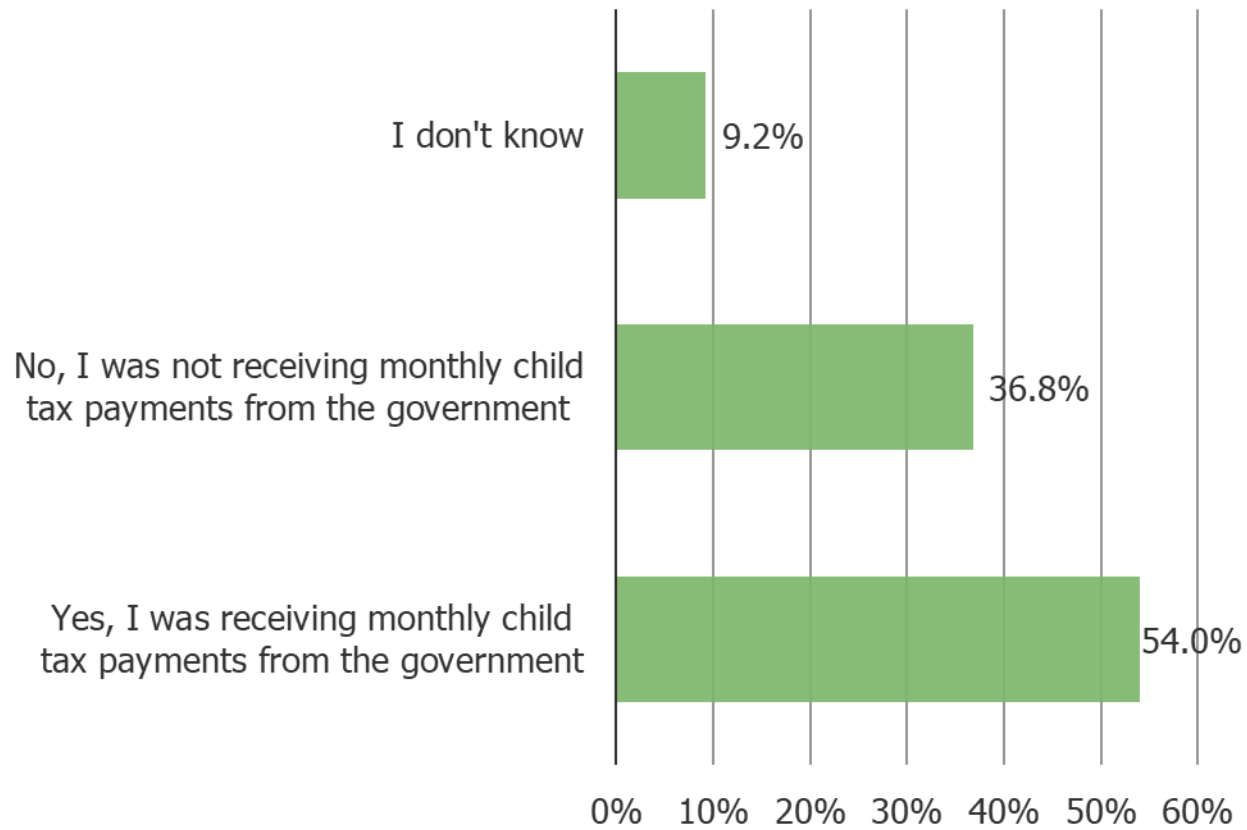
Do you think Bitcoin would be a good or bad investment at the moment?

Respondents who are aware of Bitcoin (N = 1,274)



Were you receiving monthly child tax credit payments from the government in 2021?

Parents With Children Under 18 (N = 228)



With child tax credit payments ending at the end of 2021, will not having those payments impact how much you spend on discretionary (non-essential) items, services, and experiences.

Parents With Children Under 18 Who Have Been Receiving Child Tax Payments (N = 123)

