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# **Recent and Expected Consumer Behavioral Changes**

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**December 2021**

## BACKGROUND:

- ❑ Survey of 1,500+ US Consumers each month, balanced to census.

## FINDINGS:

- ❑ Home Improvement, groceries/food, and clothes are among the top things respondents expect to spend less on this year after spending more than usual on them last year.
- ❑ Travel, dining out/food, gas, and clothes are the top things that respondents said they expect to spend more on this year after spending less on it than usual last year.
- ❑ Of the types of activities that we show respondents, cooking at home, streaming video, social media, streaming audio, shopping online, and food/grocery delivery are the activities that have benefited the most from Covid. Activities like shopping in-stores, using ride sharing apps, going to casinos, going to the gym, and going to live sporting events are still underwater, but the data has improved relative to earlier in the pandemic.



# Bespoke | Behavioral Changes

## 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)

### November 2021



### October 2021



### September 2021



### August 2021



### July 2021



### June 2021



### May 2021



### April 2021



### March 2021



# Bespoke | Behavioral Changes

Is there anything you spent less on than usual last year that you expect to spend more on this year? (Optional to fill-in | Responses filled in summarized below)

November 2021



October 2021



September 2021



August 2021



July 2021



June 2021



May 2021



April 2021



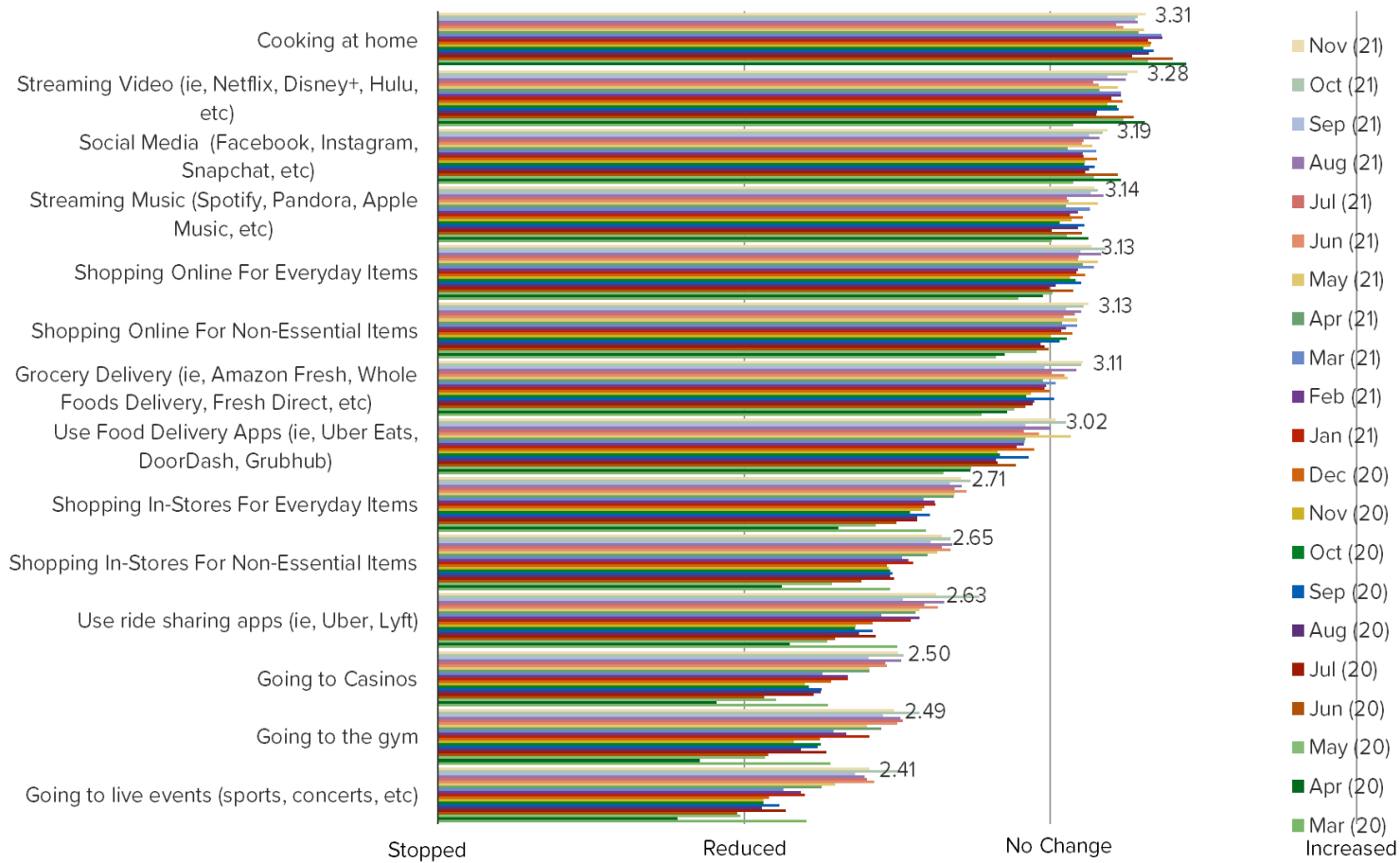
March 2021



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

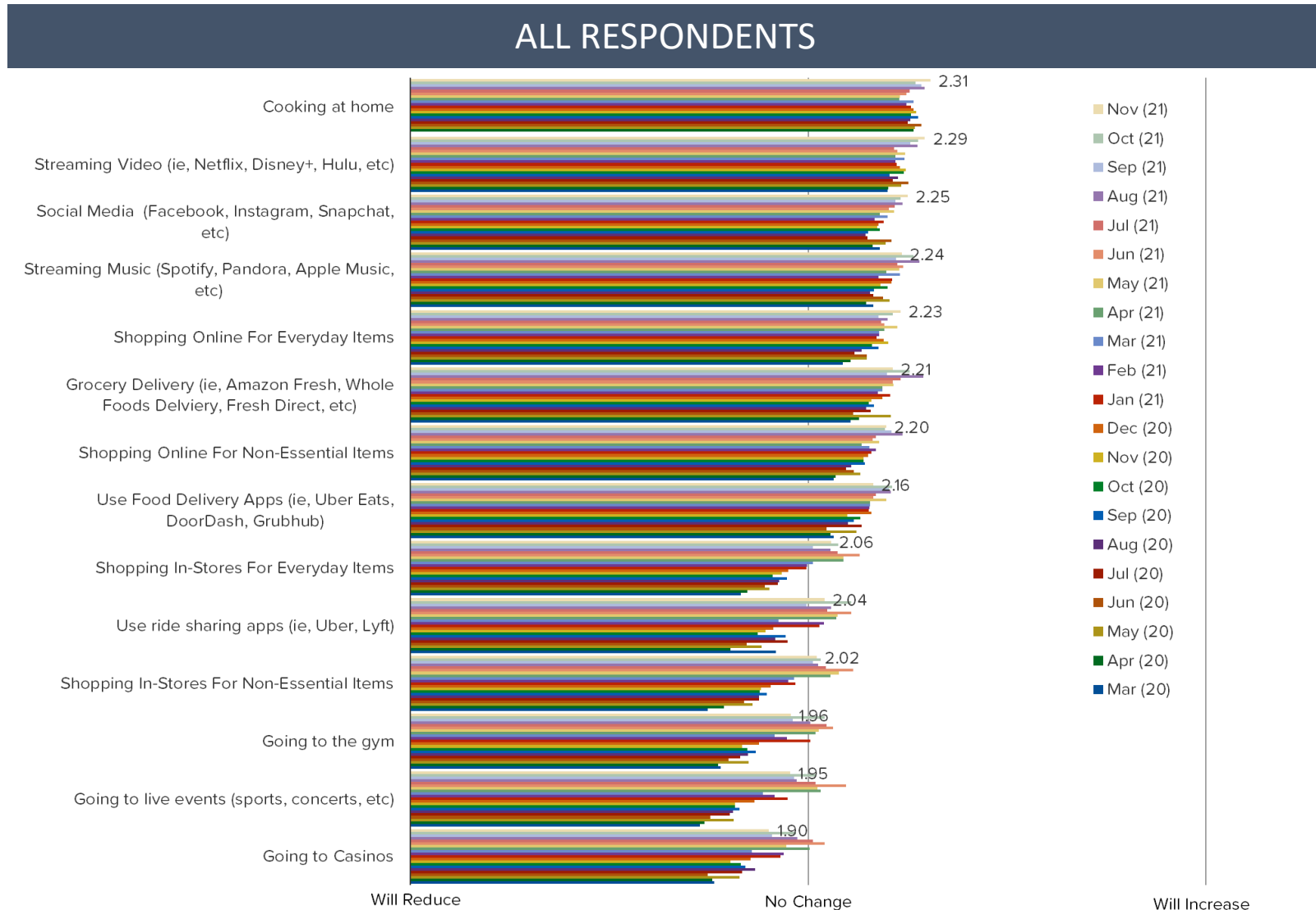
Posed to all respondents (N = 1,500)

## 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?

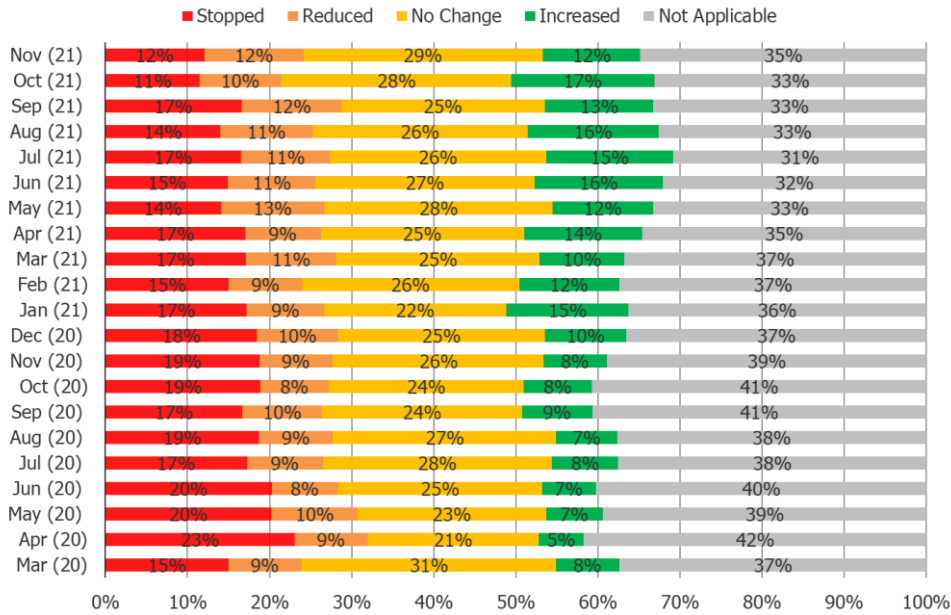
Posed to all respondents (N = 1,500)



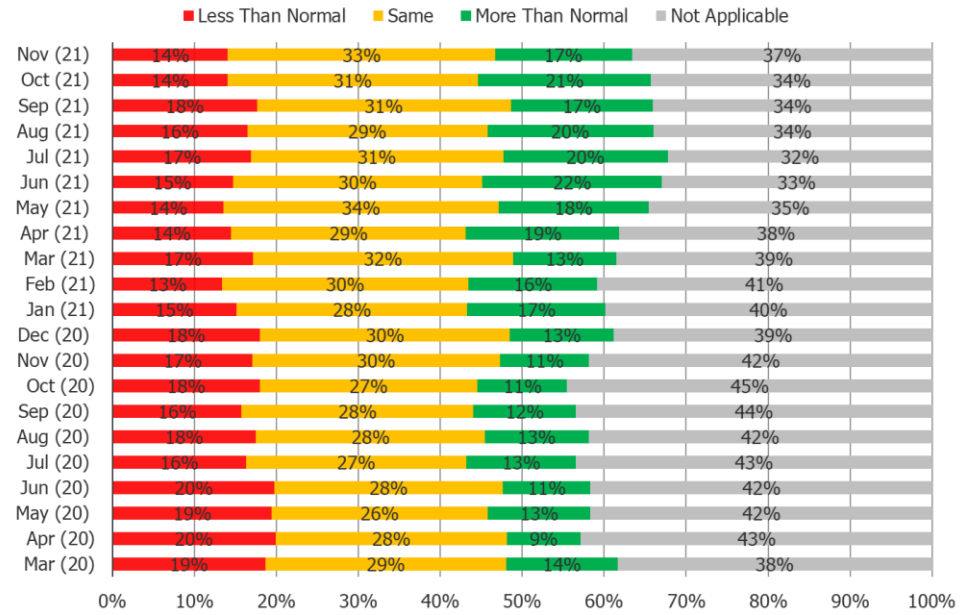
## Using Ridesharing Apps

Posed to all respondents (N = 1,500)

### Changes Because of Covid and Impacts



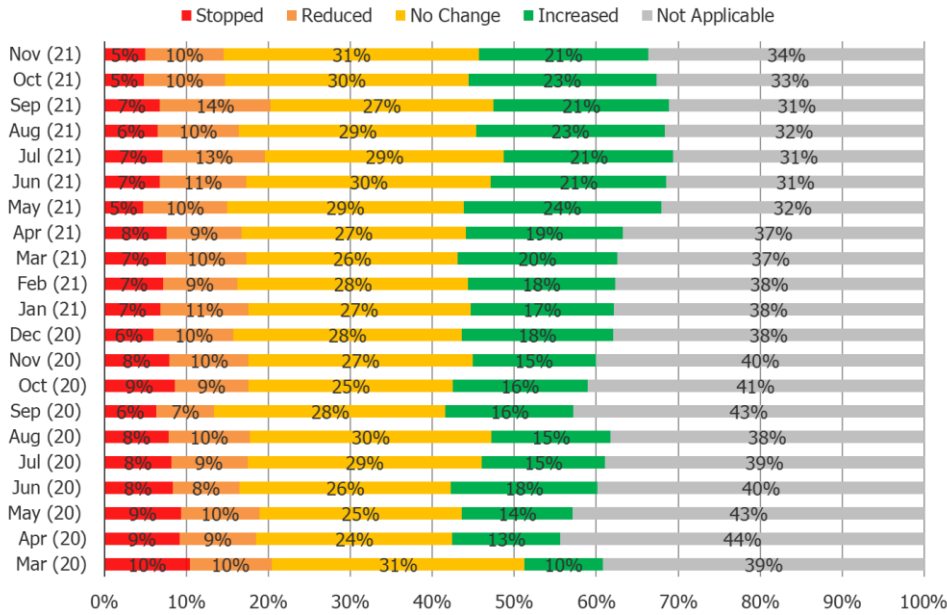
### Expectations Going Forward Because of Covid and Impacts



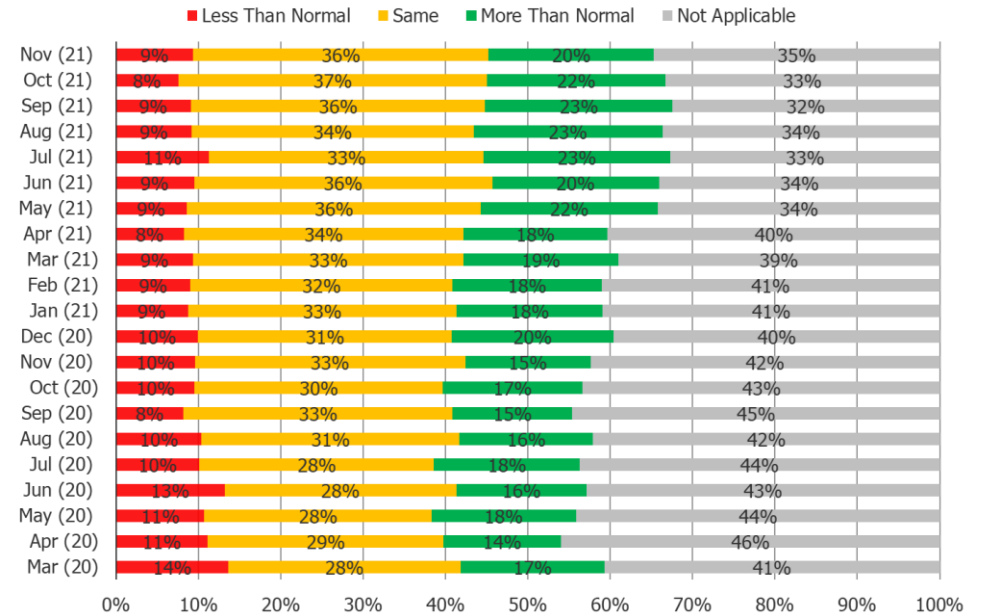
## Using Food Delivery Apps

Posed to all respondents (N = 1,500)

### Changes Because of Covid and Impacts



### Expectations Going Forward Because of Covid and Impacts

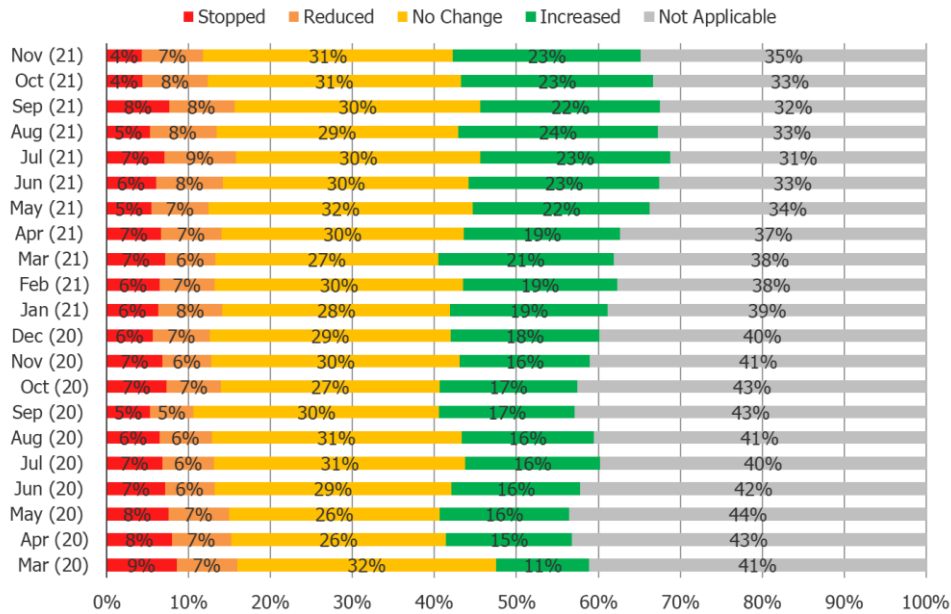




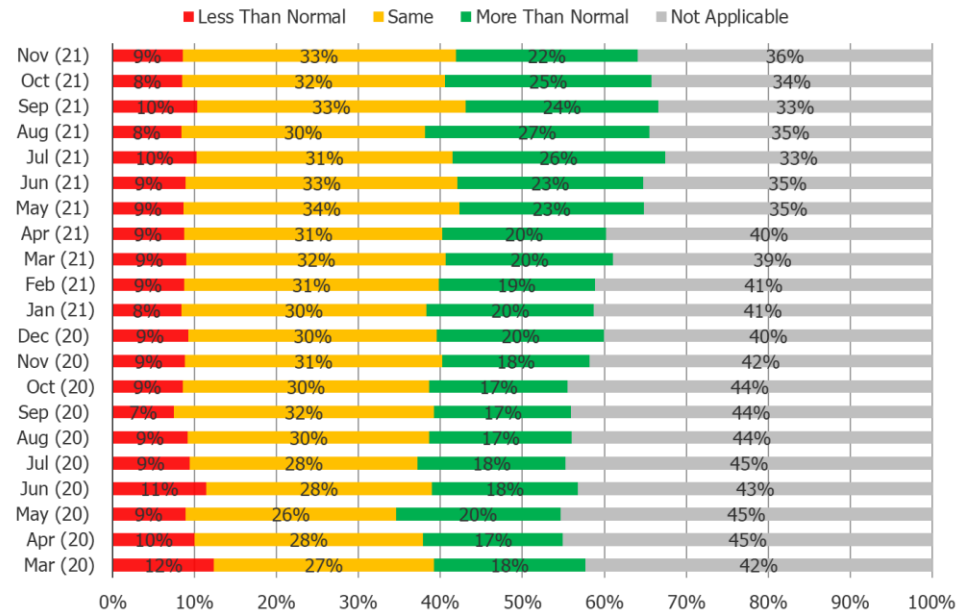
## Grocery Delivery

Posed to all respondents (N = 1,500)

### Changes Because of Covid and Impacts



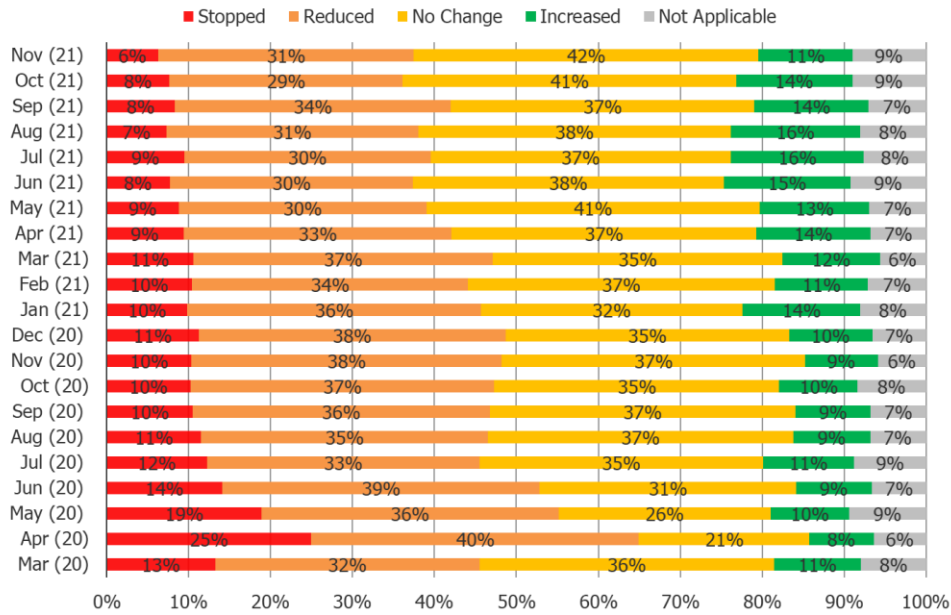
### Expectations Going Forward Because of Covid and Impacts



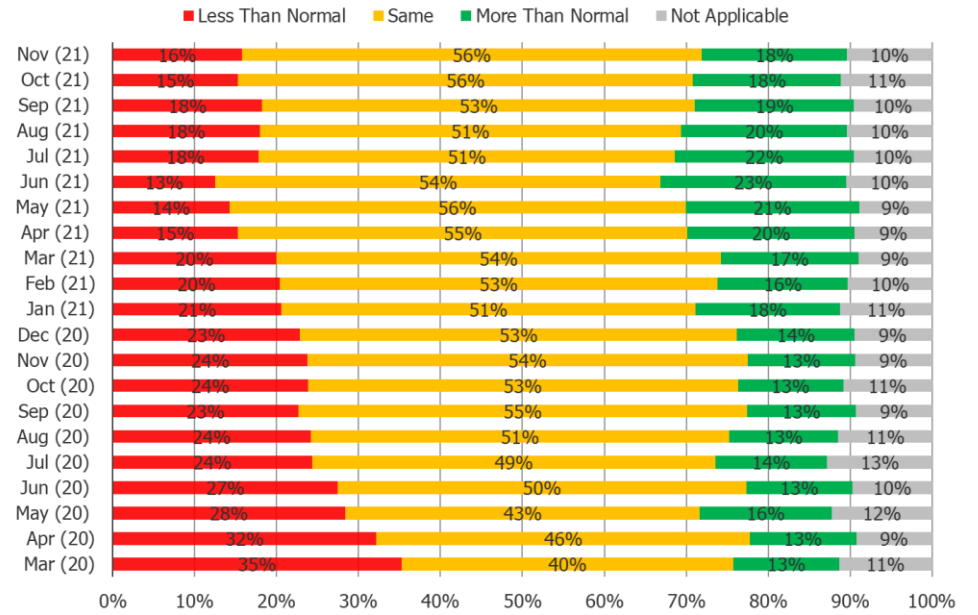
## Shopping In-Stores For Non-Essential Items

Posed to all respondents (N = 1,500)

Changes Because of Covid and Impacts



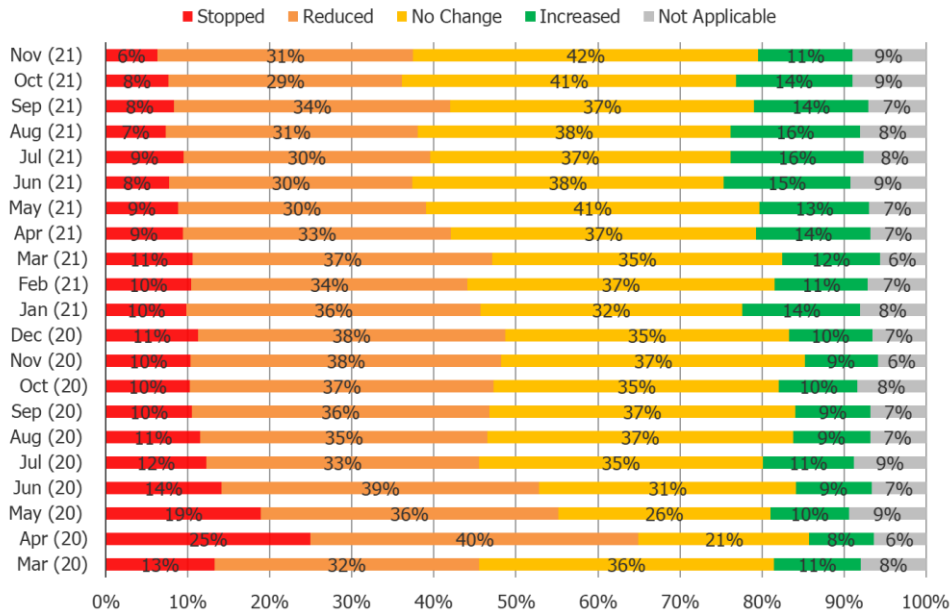
Expectations Going Forward Because of Covid and Impacts



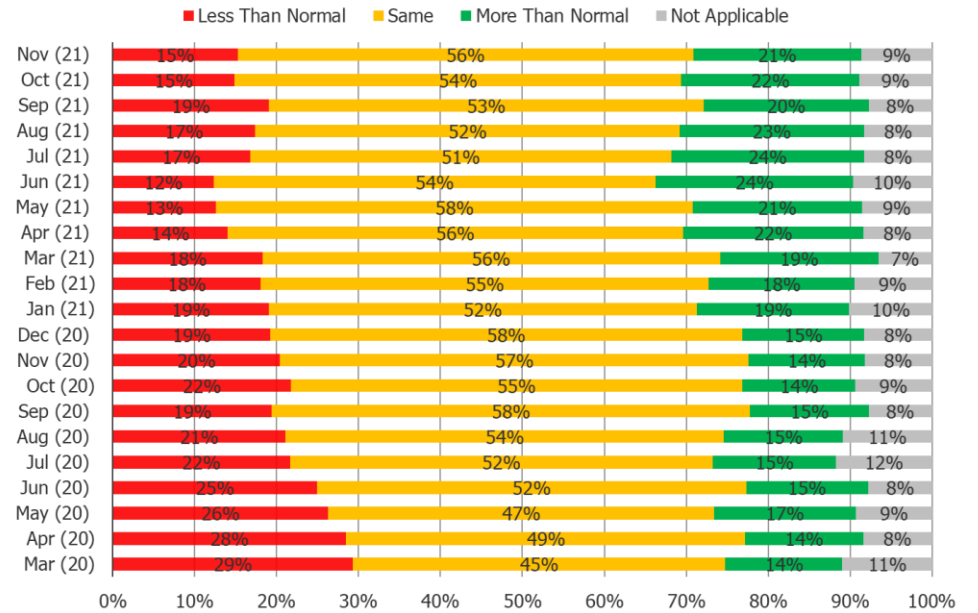
## Shopping In-Stores For Everyday Items

Posed to all respondents (N = 1,500)

Changes Because of Covid and Impacts



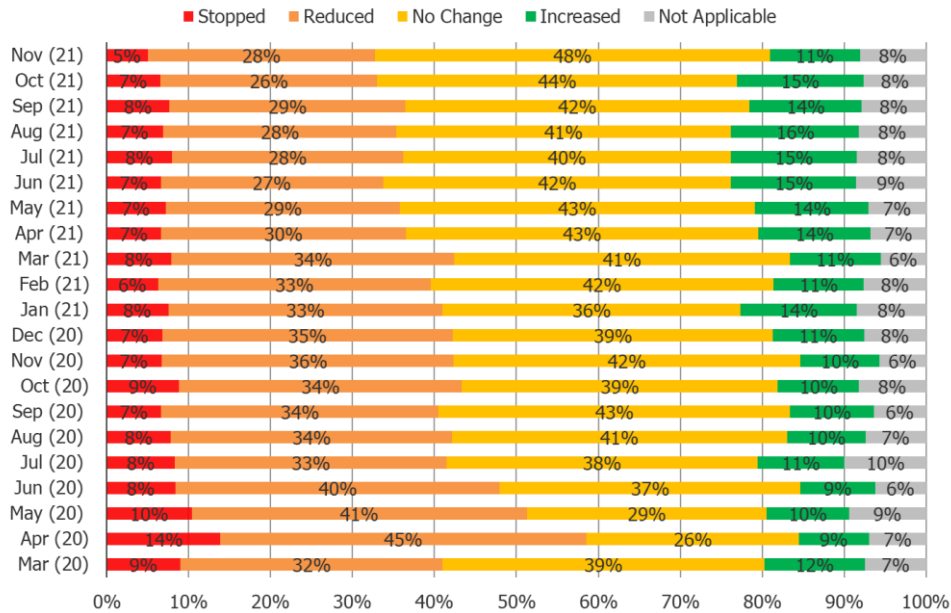
Expectations Going Forward Because of Covid and Impacts



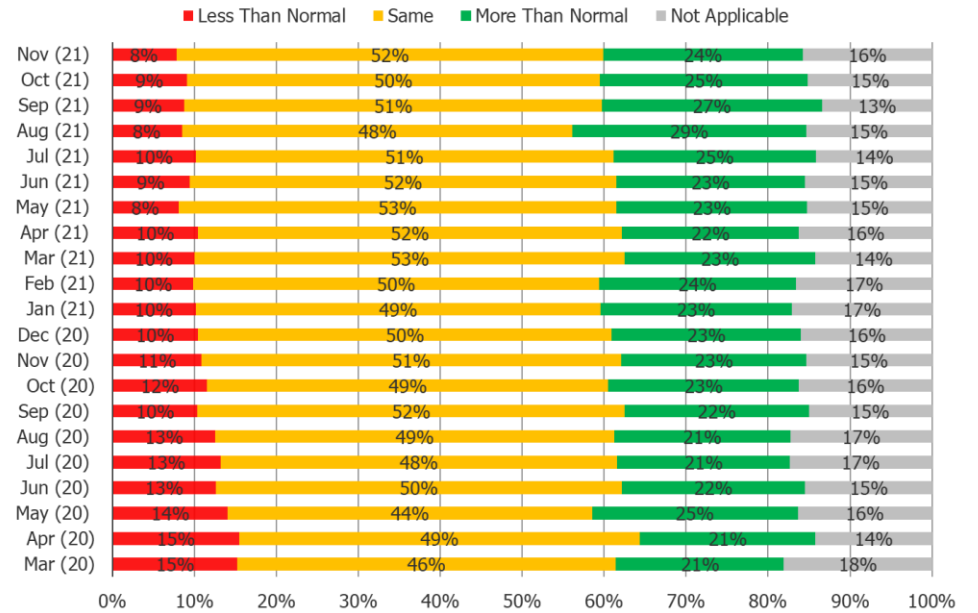
## Shopping Online For Non-Essential Items

Posed to all respondents (N = 1,500)

### Changes Because of Covid and Impacts



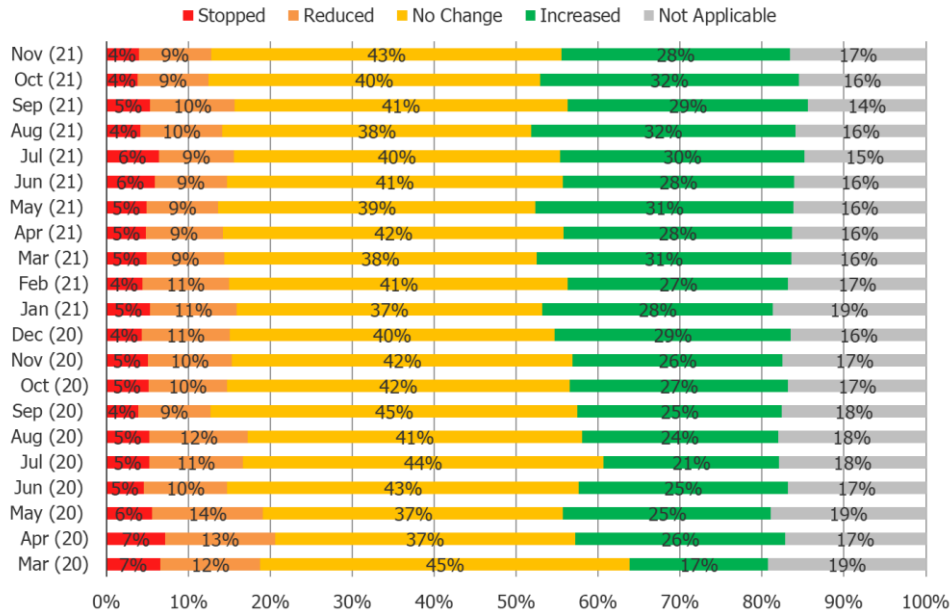
### Expectations Going Forward Because of Covid and Impacts



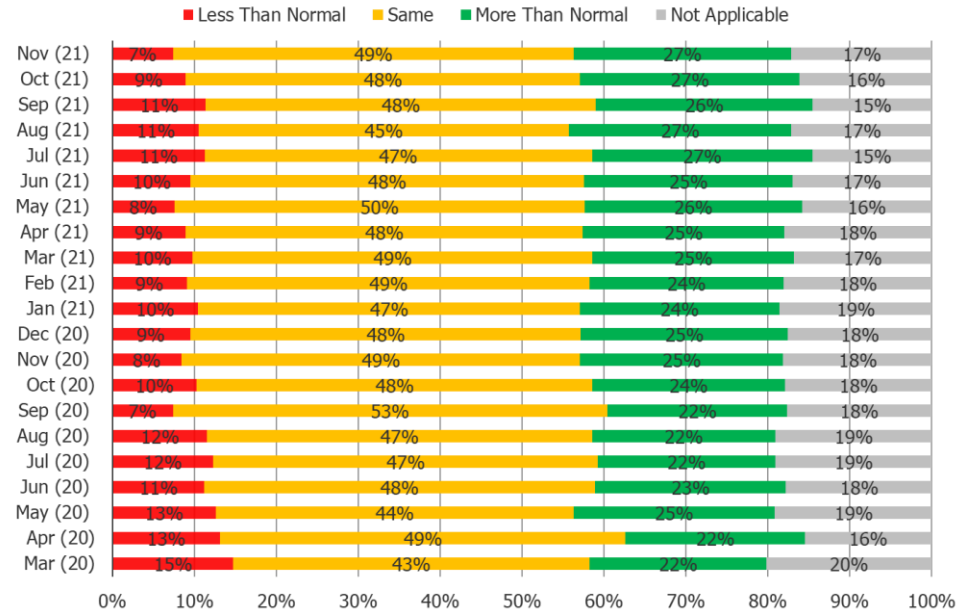
## Shopping Online For Everyday Items

Posed to all respondents (N = 1,500)

### Changes Because of Covid and Impacts



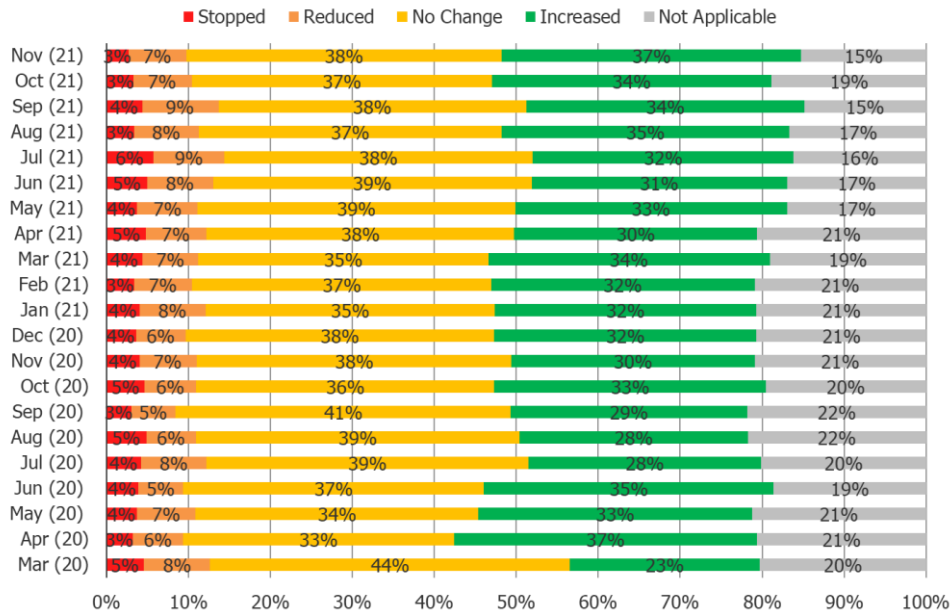
### Expectations Going Forward Because of Covid and Impacts



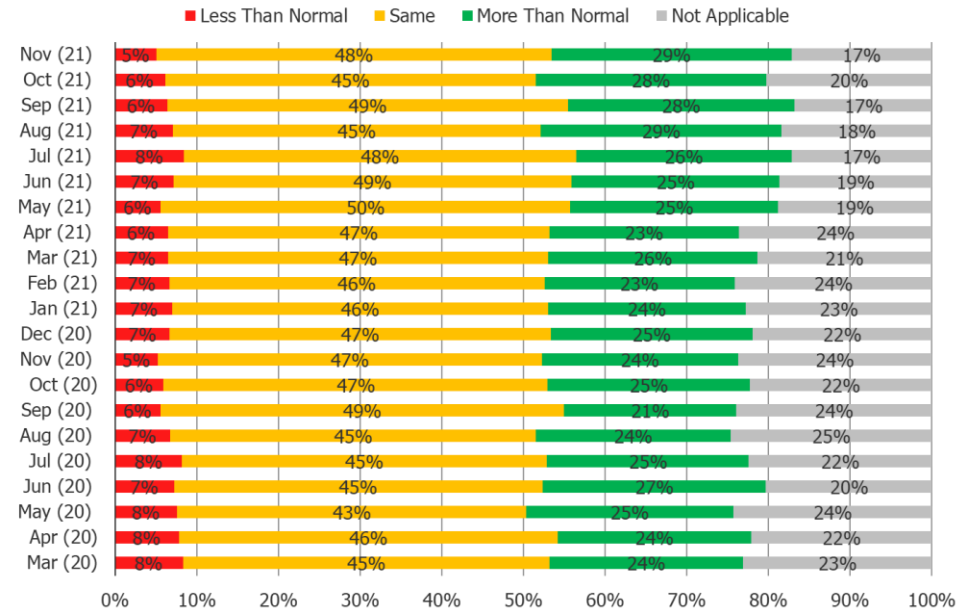
## Streaming Video

Posed to all respondents (N = 1,500)

### Changes Because of Covid and Impacts



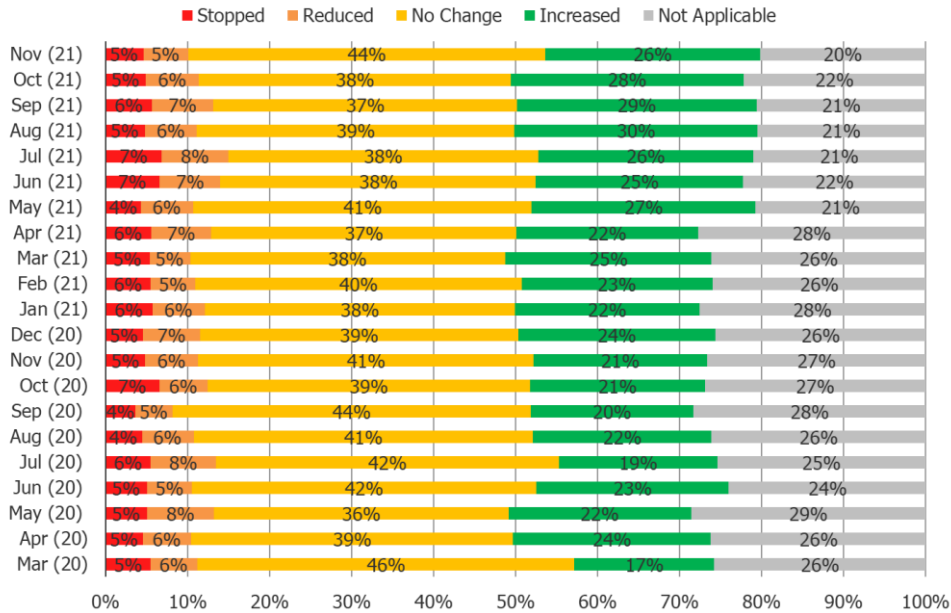
### Expectations Going Forward Because of Covid and Impacts



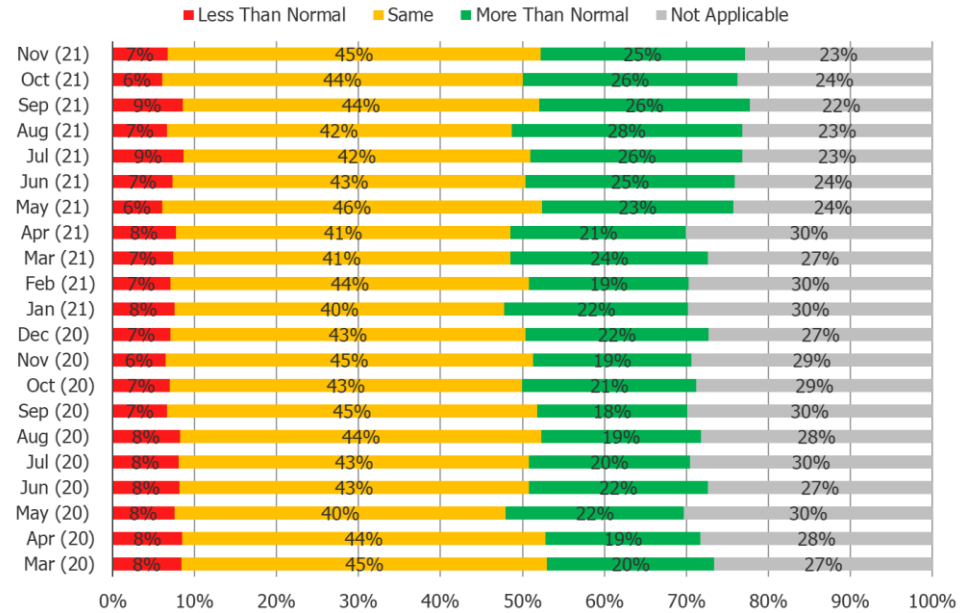
## Streaming Music

Posed to all respondents (N = 1,500)

### Changes Because of Covid and Impacts



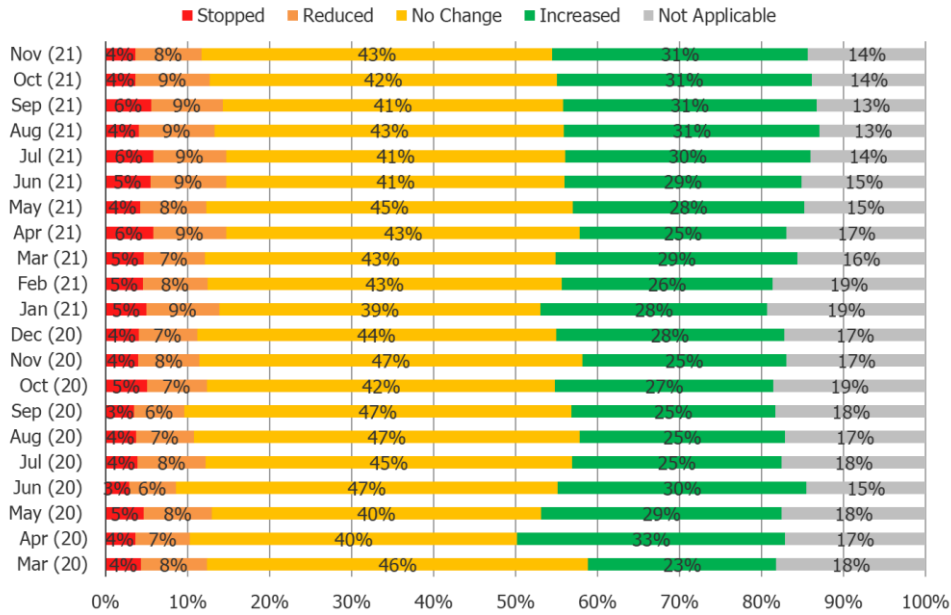
### Expectations Going Forward Because of Covid and Impacts



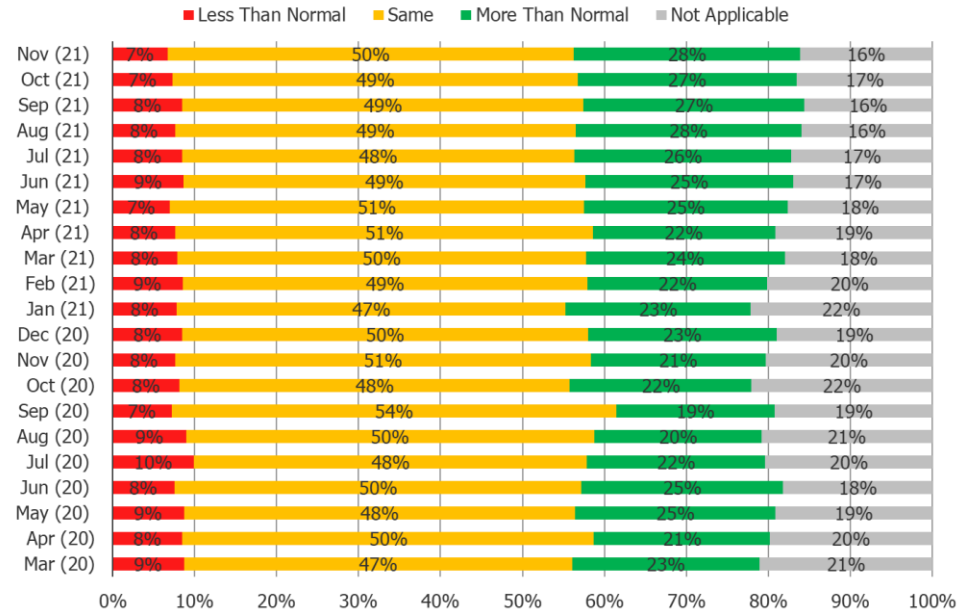
## Social Media

Posed to all respondents (N = 1,500)

### Changes Because of Covid and Impacts



### Expectations Going Forward Because of Covid and Impacts

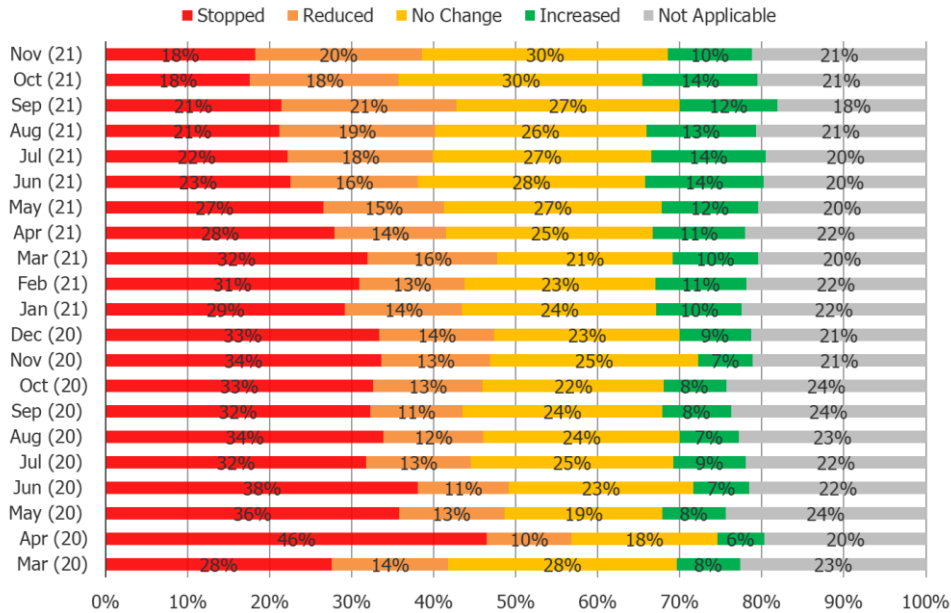




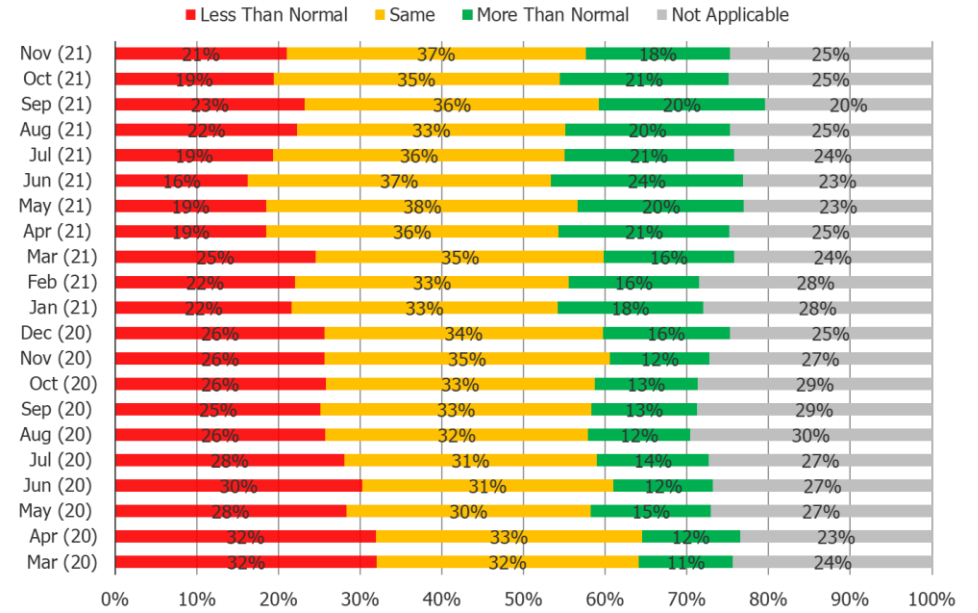
## Going to Live Events

Posed to all respondents (N = 1,500)

Changes Because of Covid and Impacts



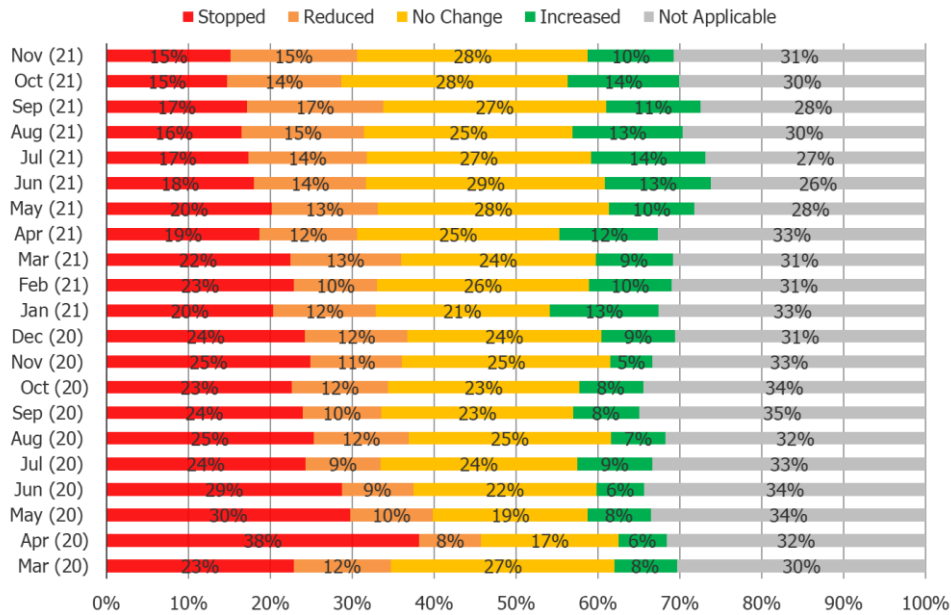
Expectations Going Forward Because of Covid and Impacts



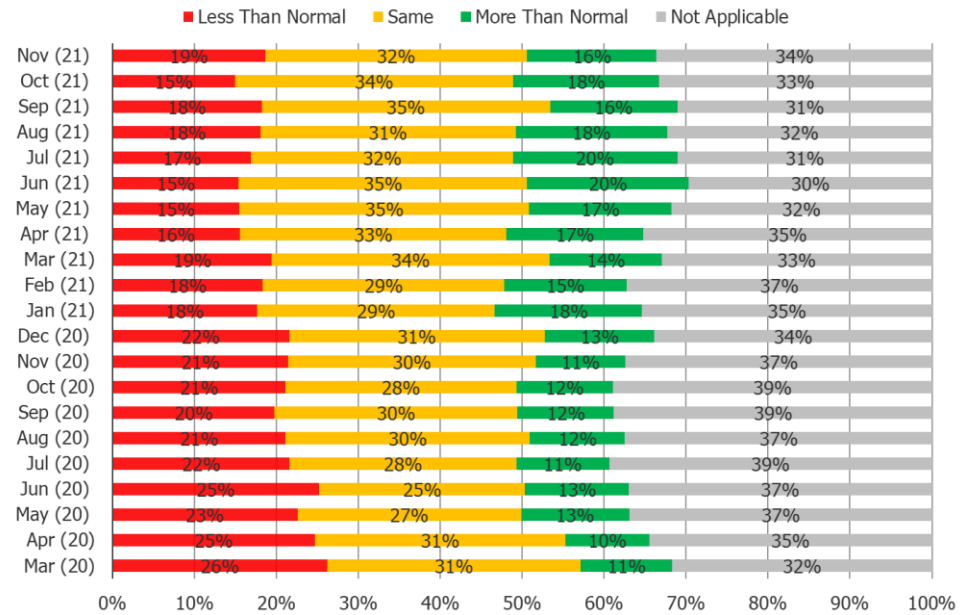
## Going to the gym

Posed to all respondents (N = 1,500)

### Changes Because of Covid and Impacts



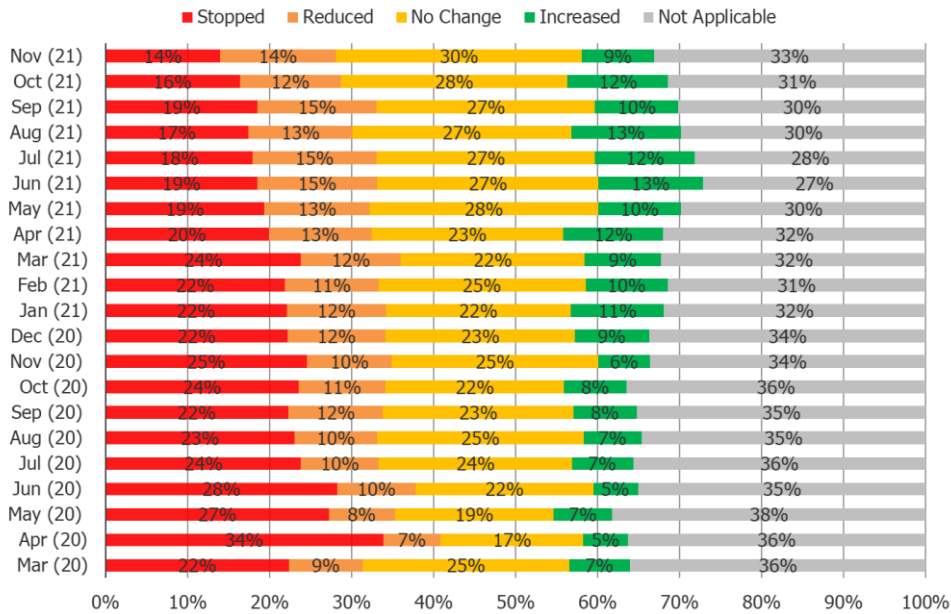
### Expectations Going Forward Because of Covid and Impacts



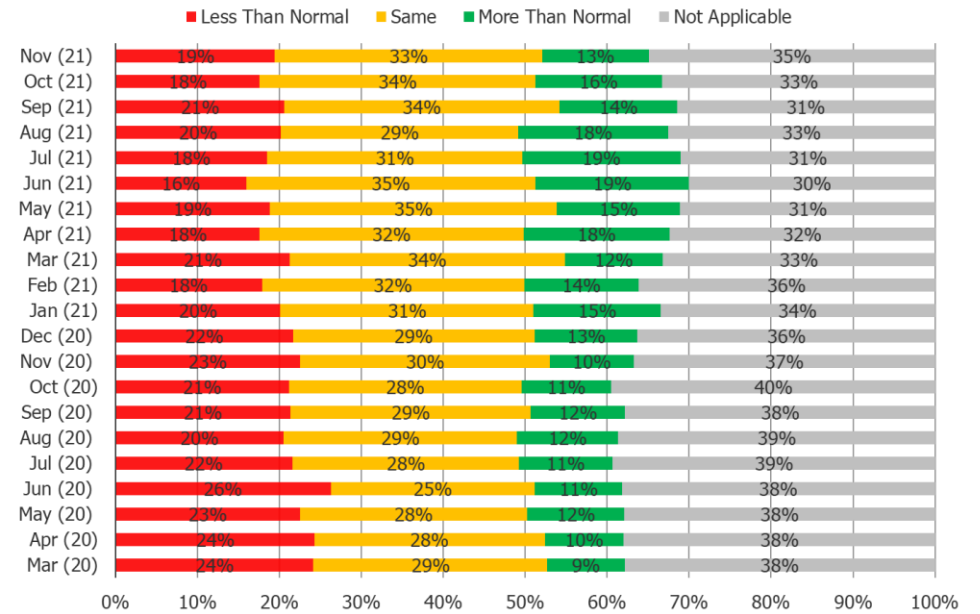
## Going to Casinos

Posed to all respondents (N = 1,500)

### Changes Because of Covid and Impacts



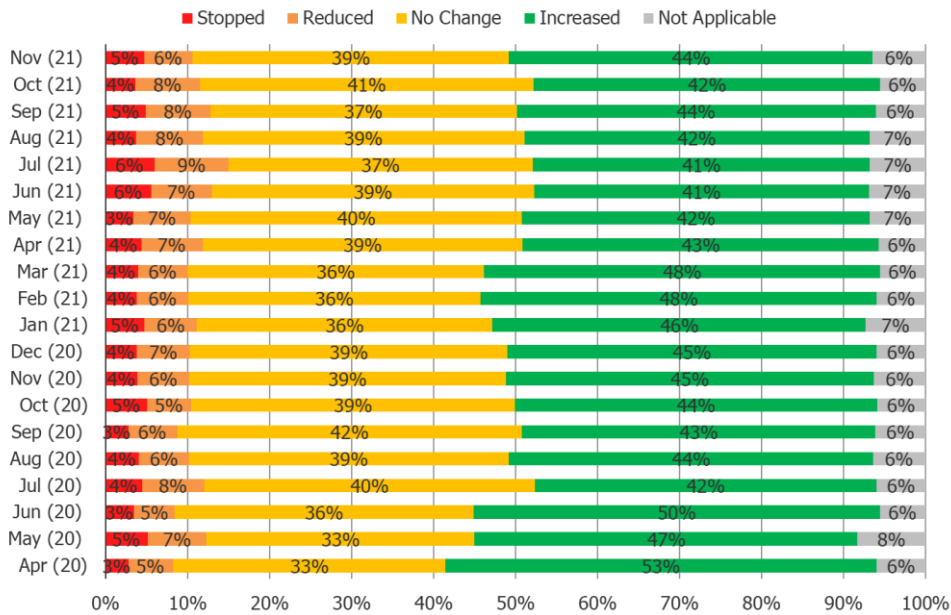
### Expectations Going Forward Because of Covid and Impacts



## Cooking at Home

Posed to all respondents (N = 1,500)

### Changes Because of Covid and Impacts



### Expectations Going Forward Because of Covid and Impacts

