

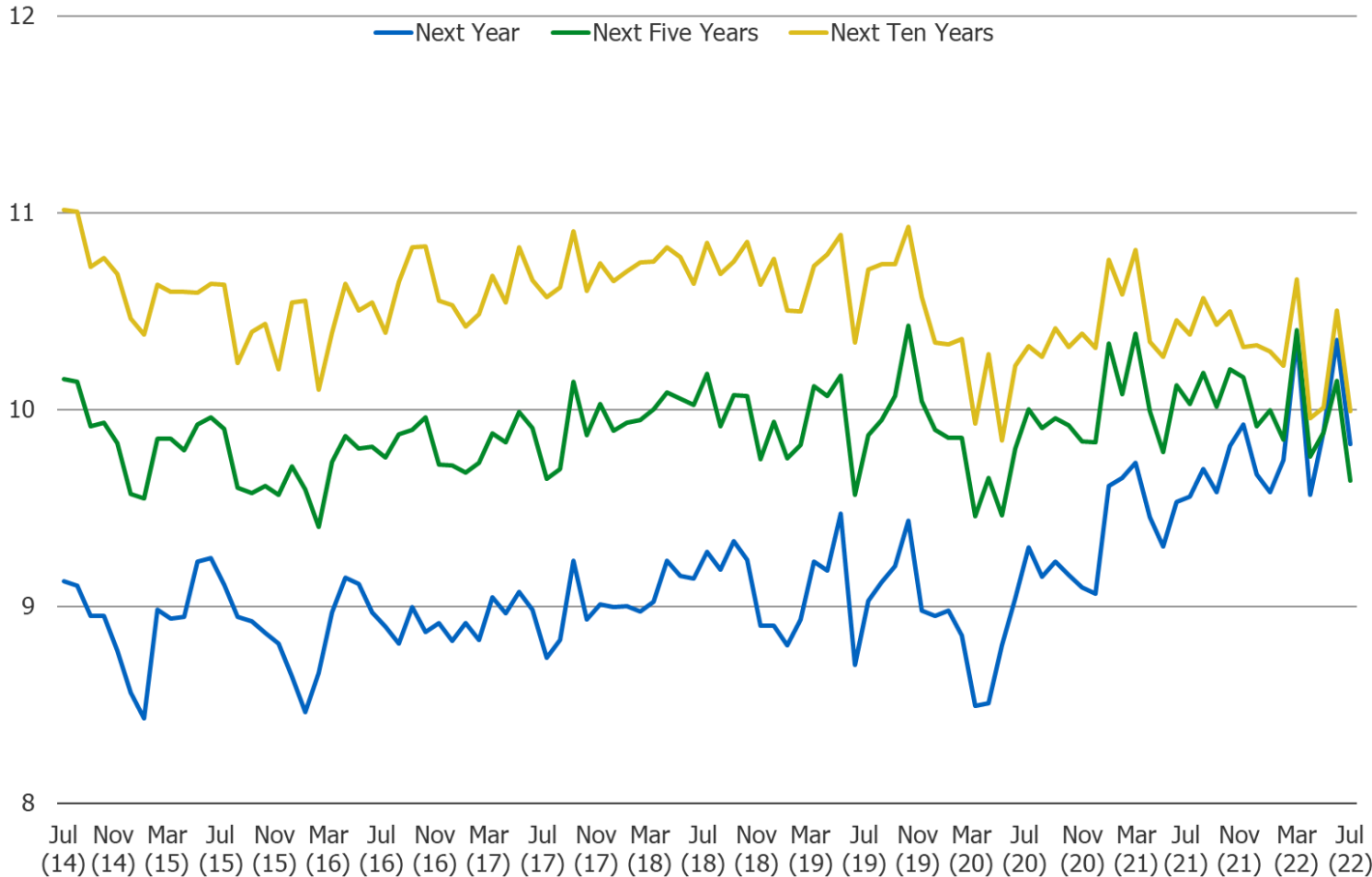
BESPOKE INTEL

US MONTHLY UPDATE
State of the Consumer

July 2022

**Macro, Inflation Expectations, Personal Finances and
Spending, Investors, and Covid**

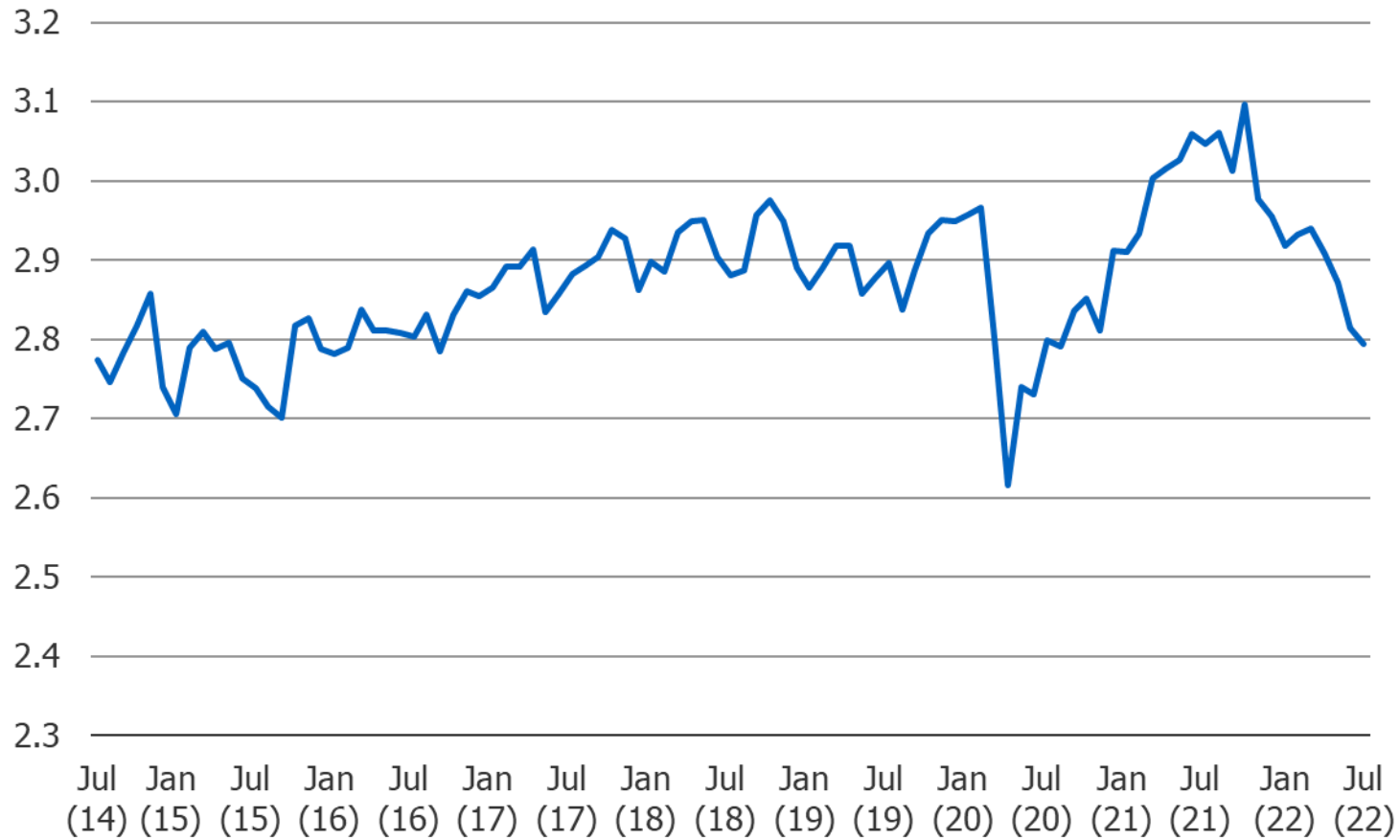
How do you think prices for most goods and services will change in the future?



Answer Key For Weighted Avg.

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

Discretionary Spending Plans (Expected Spending Over the Next Few Months)

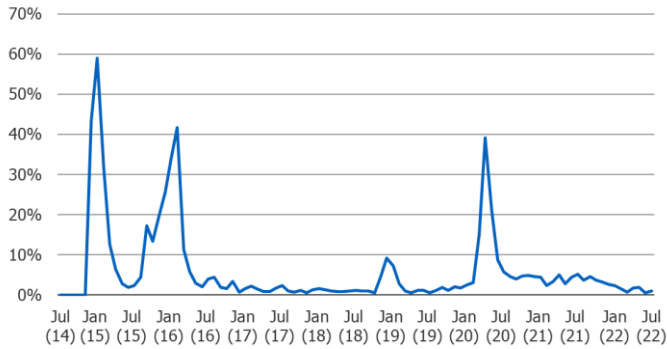


Answer Key For Weighted Avg.

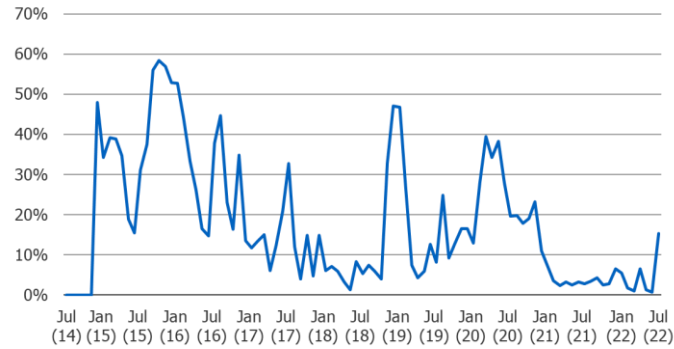
- 1 = Much Less
- 2 = Less
- 3 = Same
- 4 = More
- 5 = Much More

Gas Prices

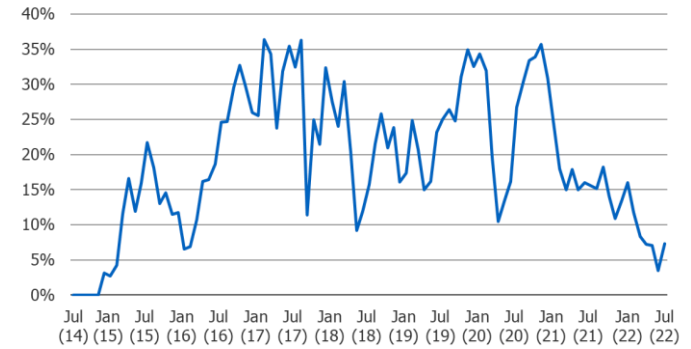
Much lower



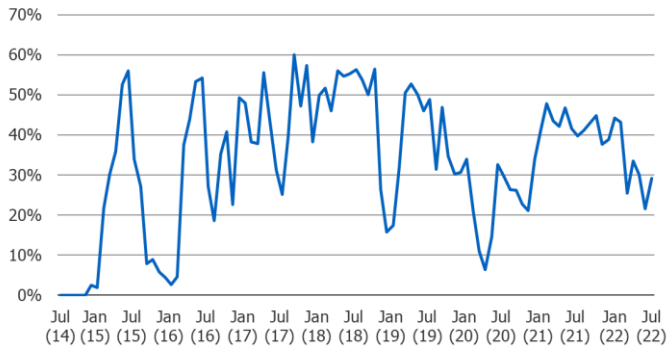
Lower



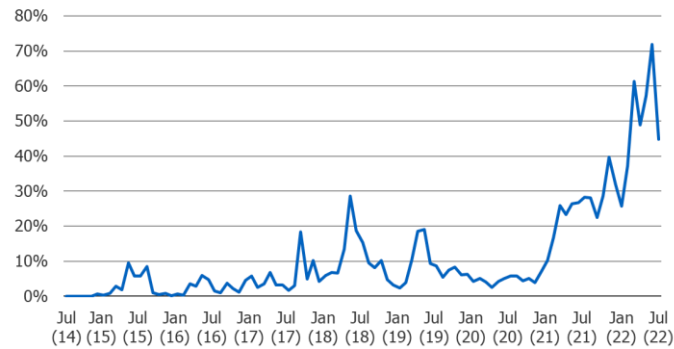
Same



Higher



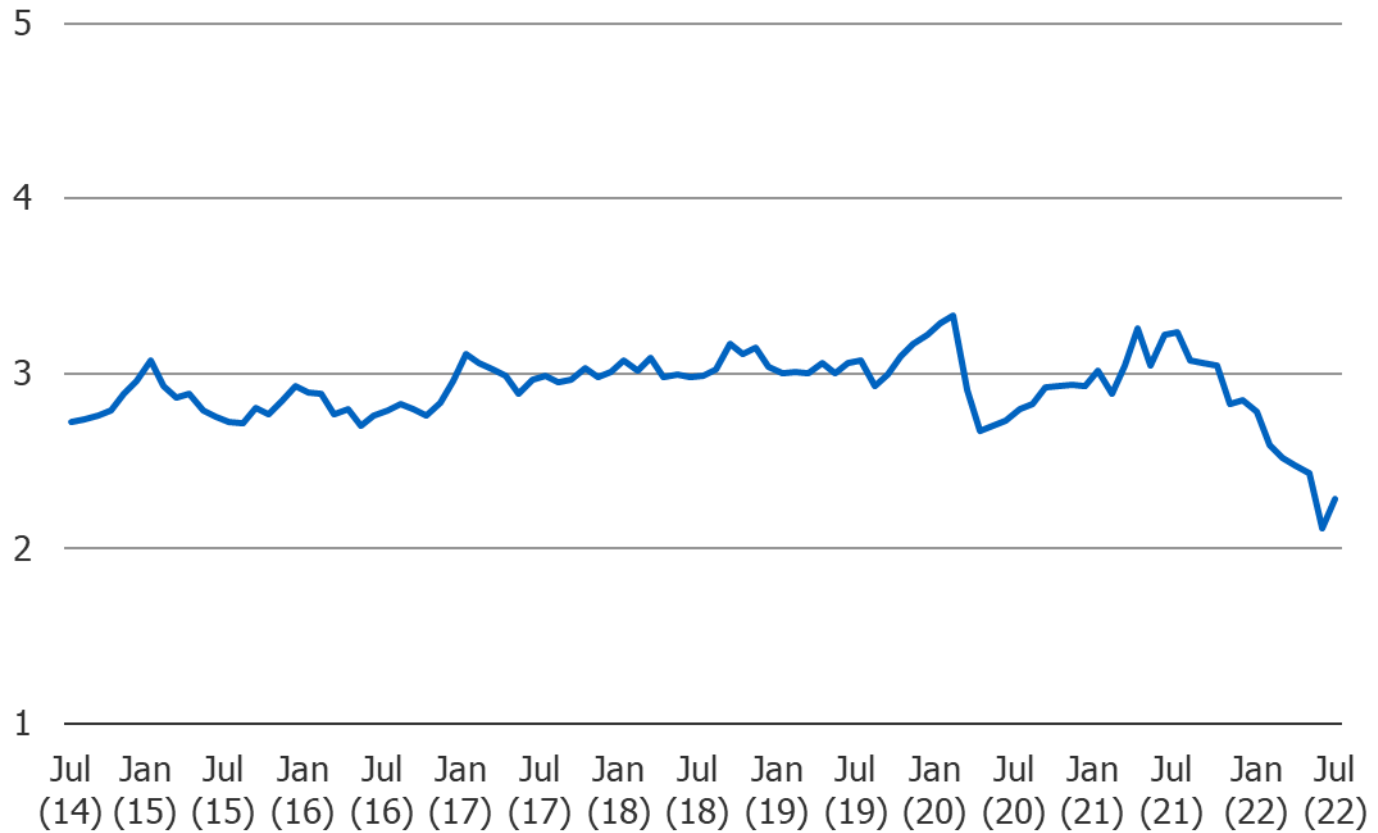
Much Higher



Consumer Confidence in the Economy

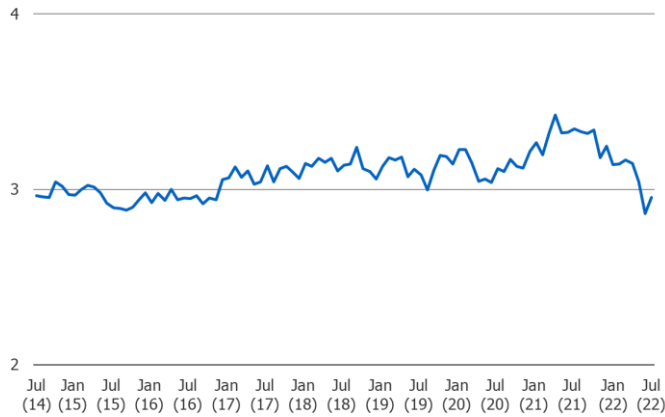
Weighted Average

Confidence in the Economy Legend:
1= Very Negative
2=Negative
3=Neutral
4=Positive
5=Very Positive



Personal Finances

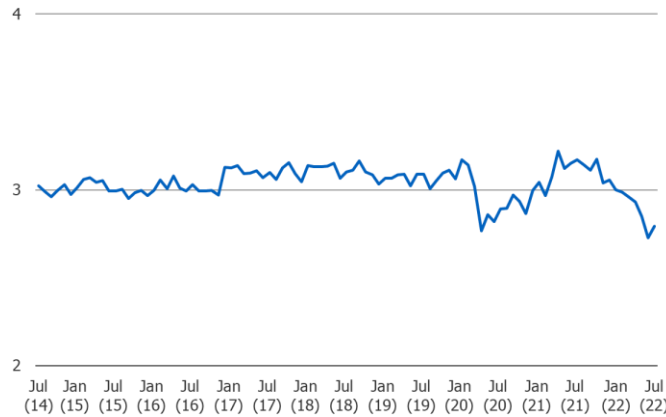
Personal Finances Sentiment



Answer Key For Weighted Avg.

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

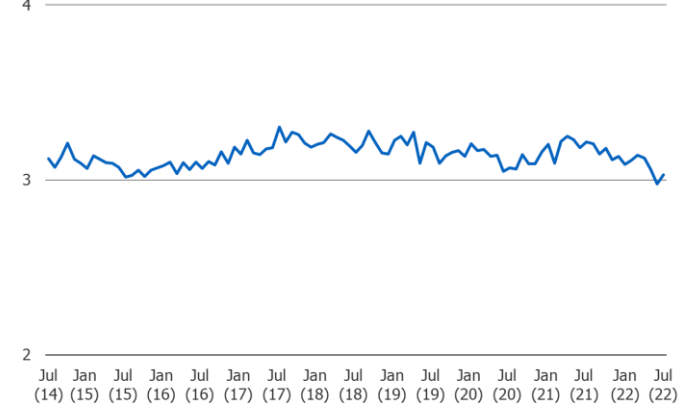
Personal Finances vs 1 yr ago



Answer Key For Weighted Avg.

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

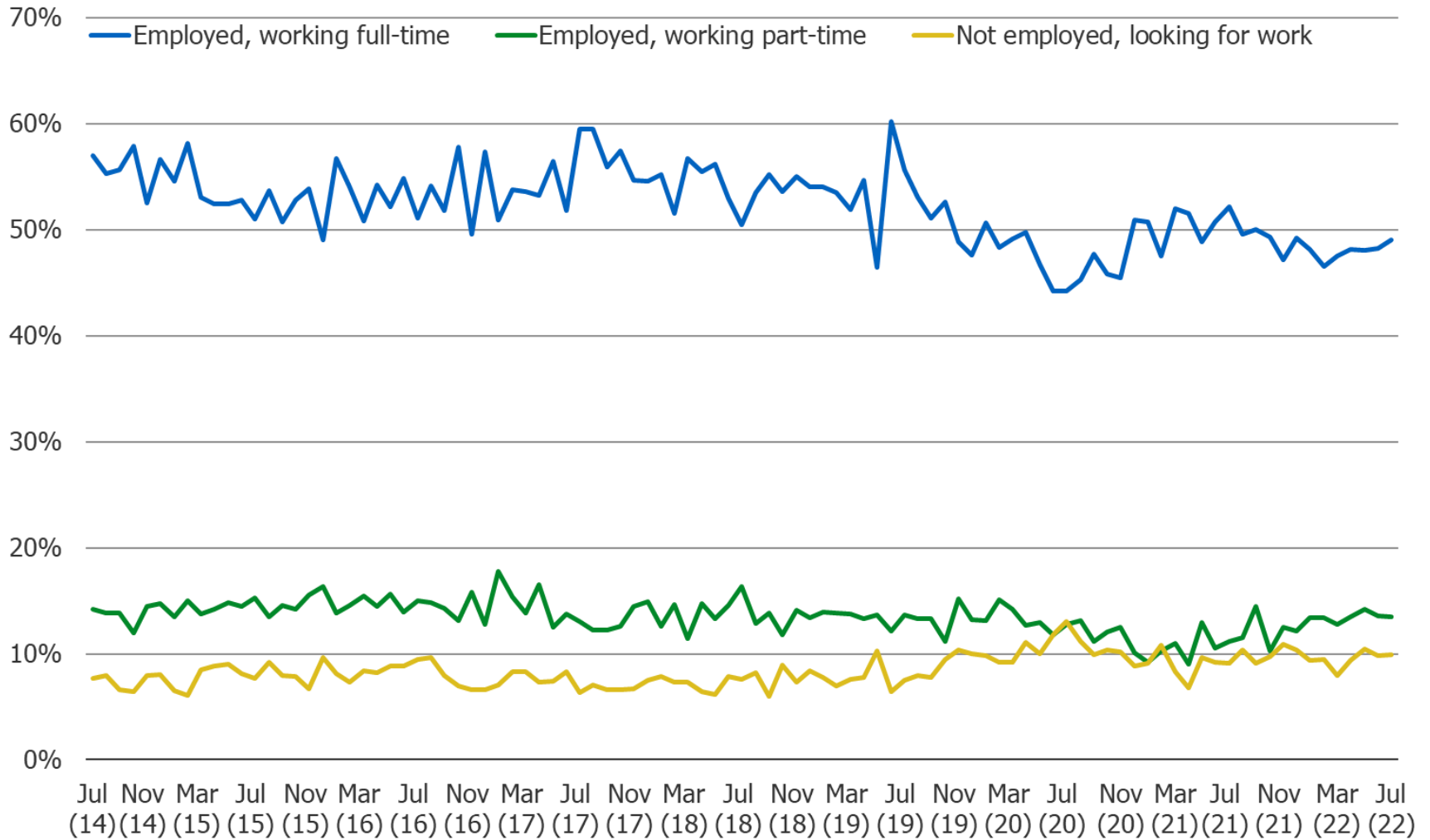
Personal Finances v Avg Person



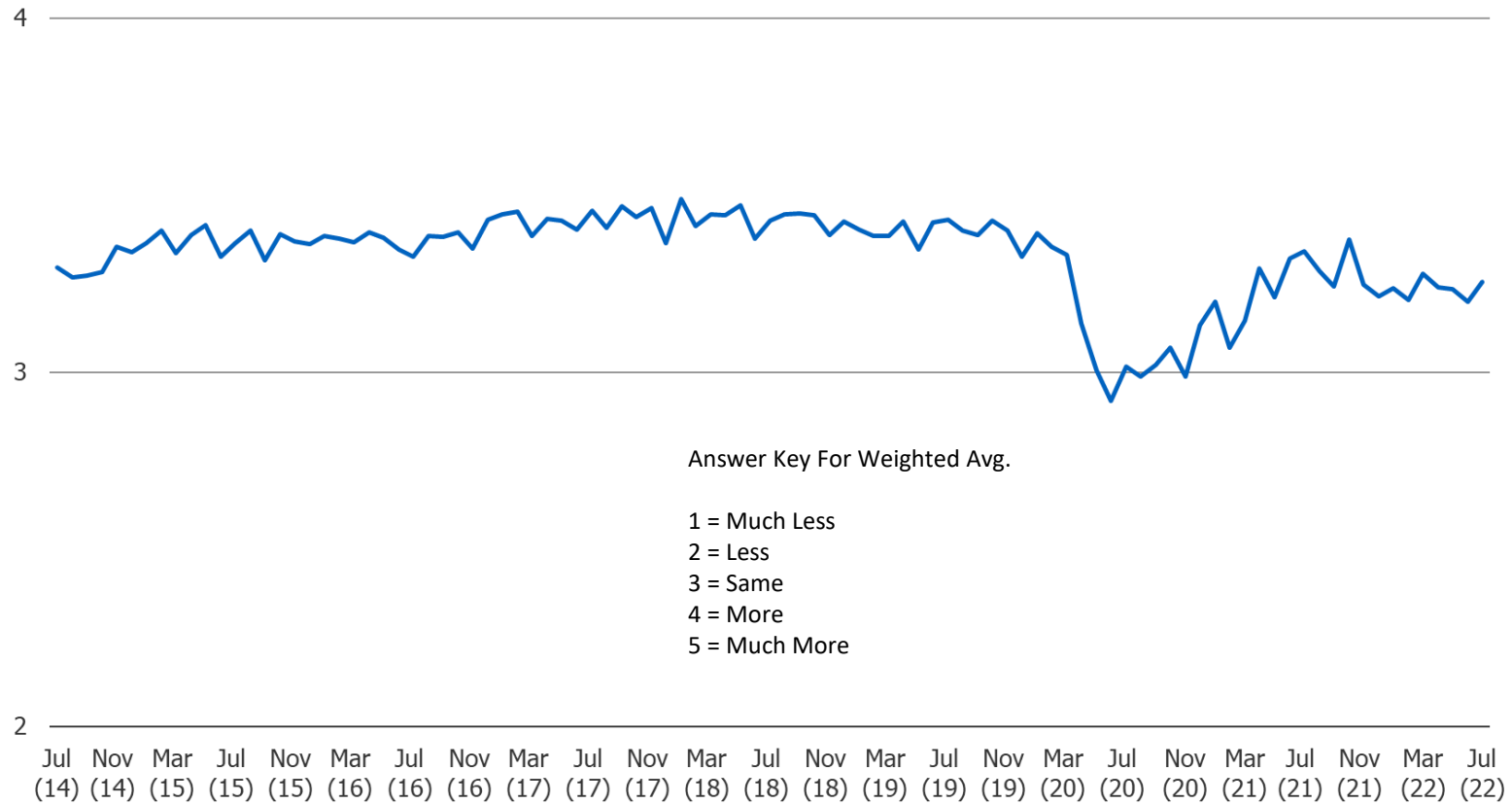
Answer Key For Weighted Avg.

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

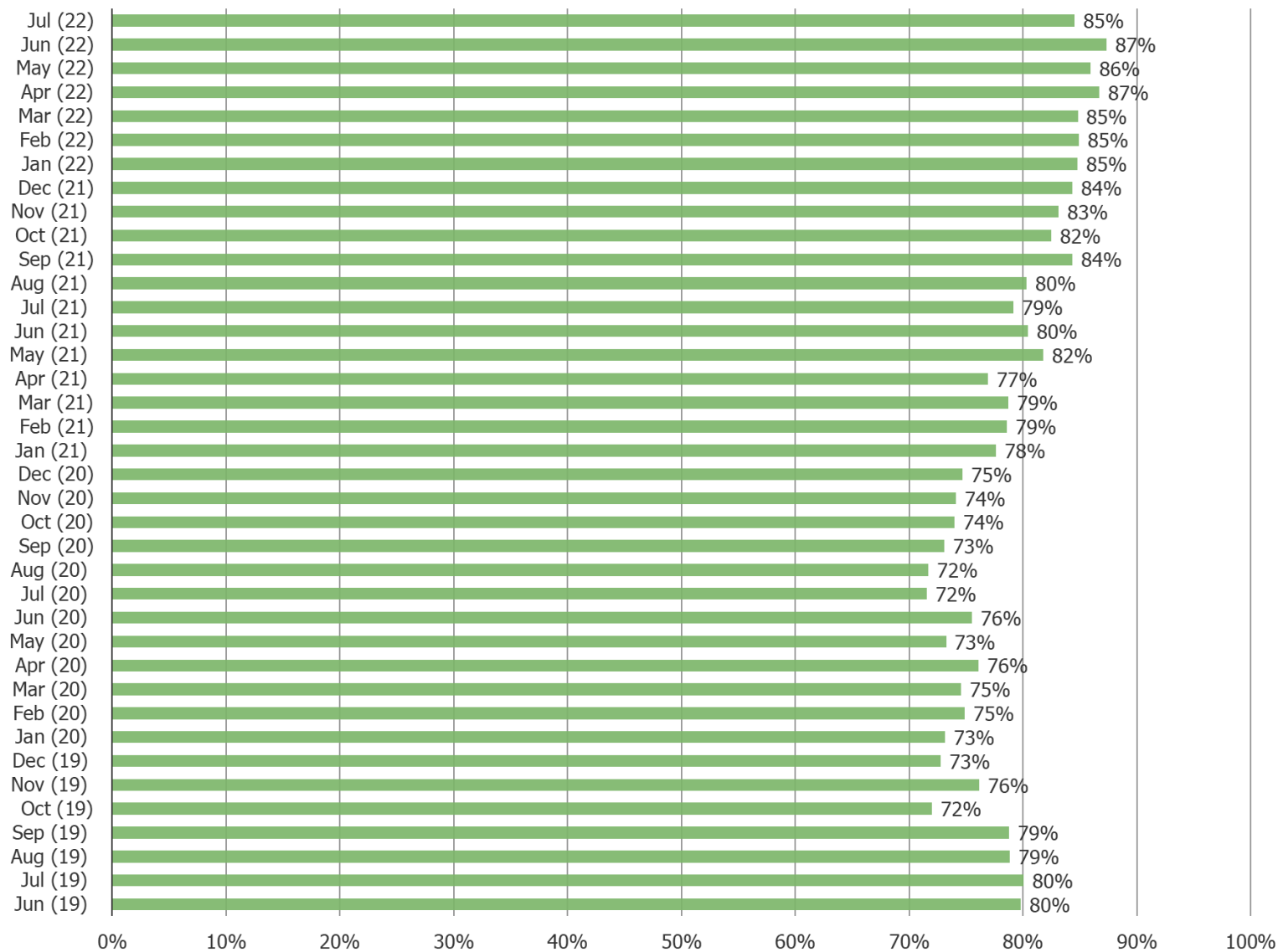
Employment Status



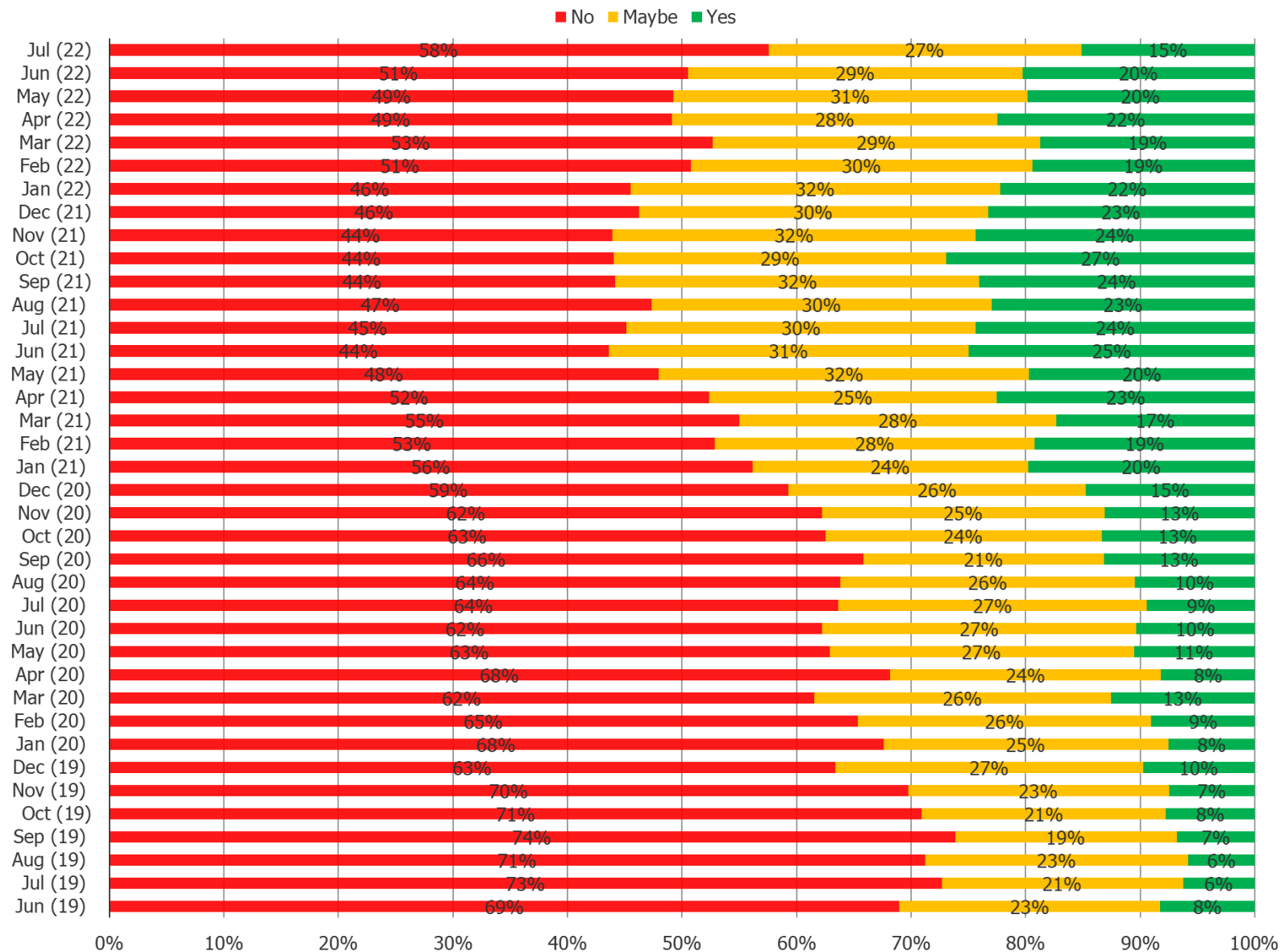
Income Compared to One Year Ago



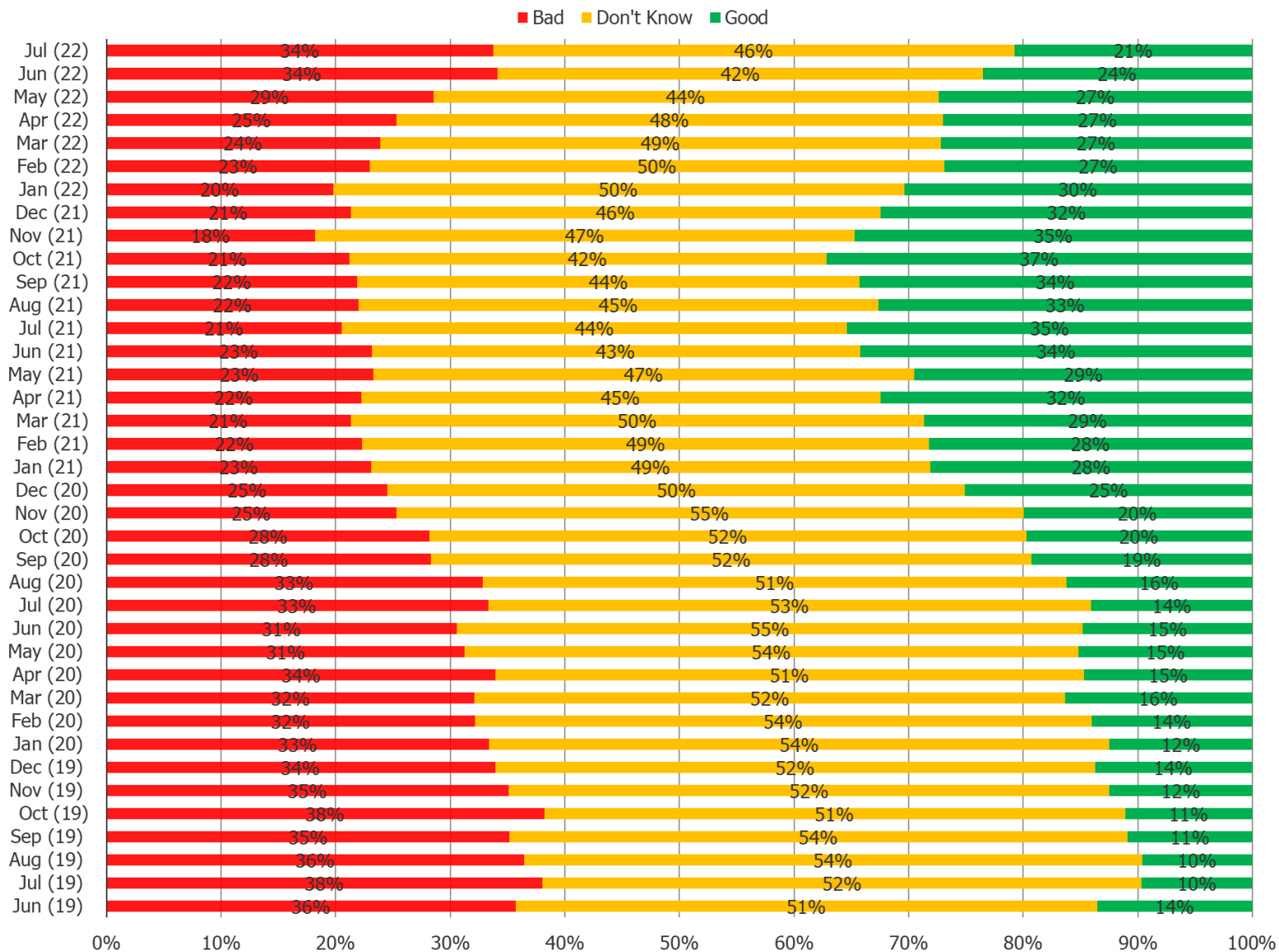
% of Consumers Aware of Bitcoin



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



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



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

POSED TO ALL RESPONDENTS

