

Bespoke Intel

CHINA SURVEY UPDATE COVID-19 AND MACRO TRENDS

OCTOBER 2022

***Note, sample skews more toward Tier 1/2/3 cities.**

I

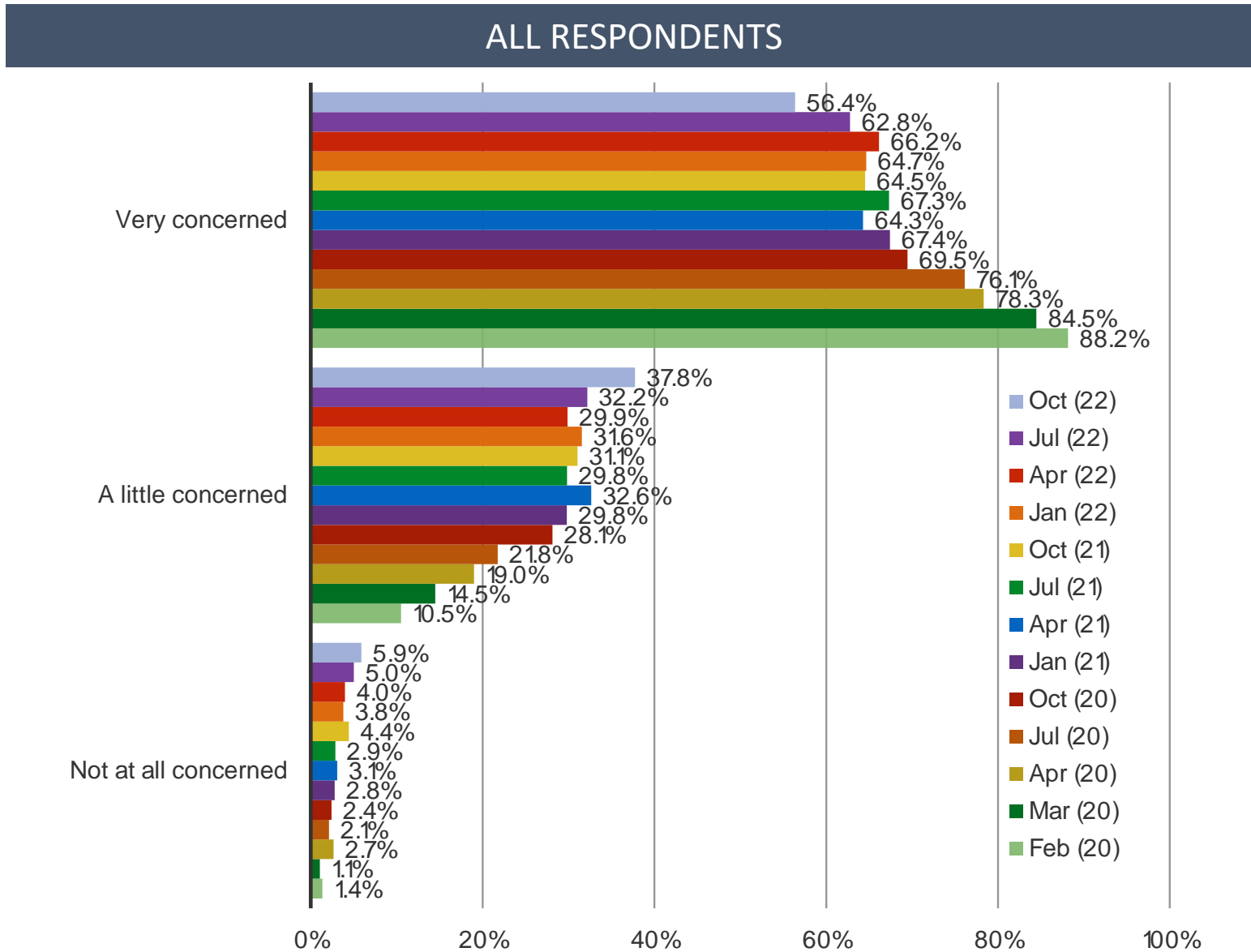
- Covid Sentiment**
- Spending Confidence**
- China / US Relations**
- Food Delivery and Grocery**
- Autos and Tesla Demand**
- Casual Dining**
- Streaming**
- Luxury Goods**
- Athletic Apparel Brands**

How does COVID impact your daily life?

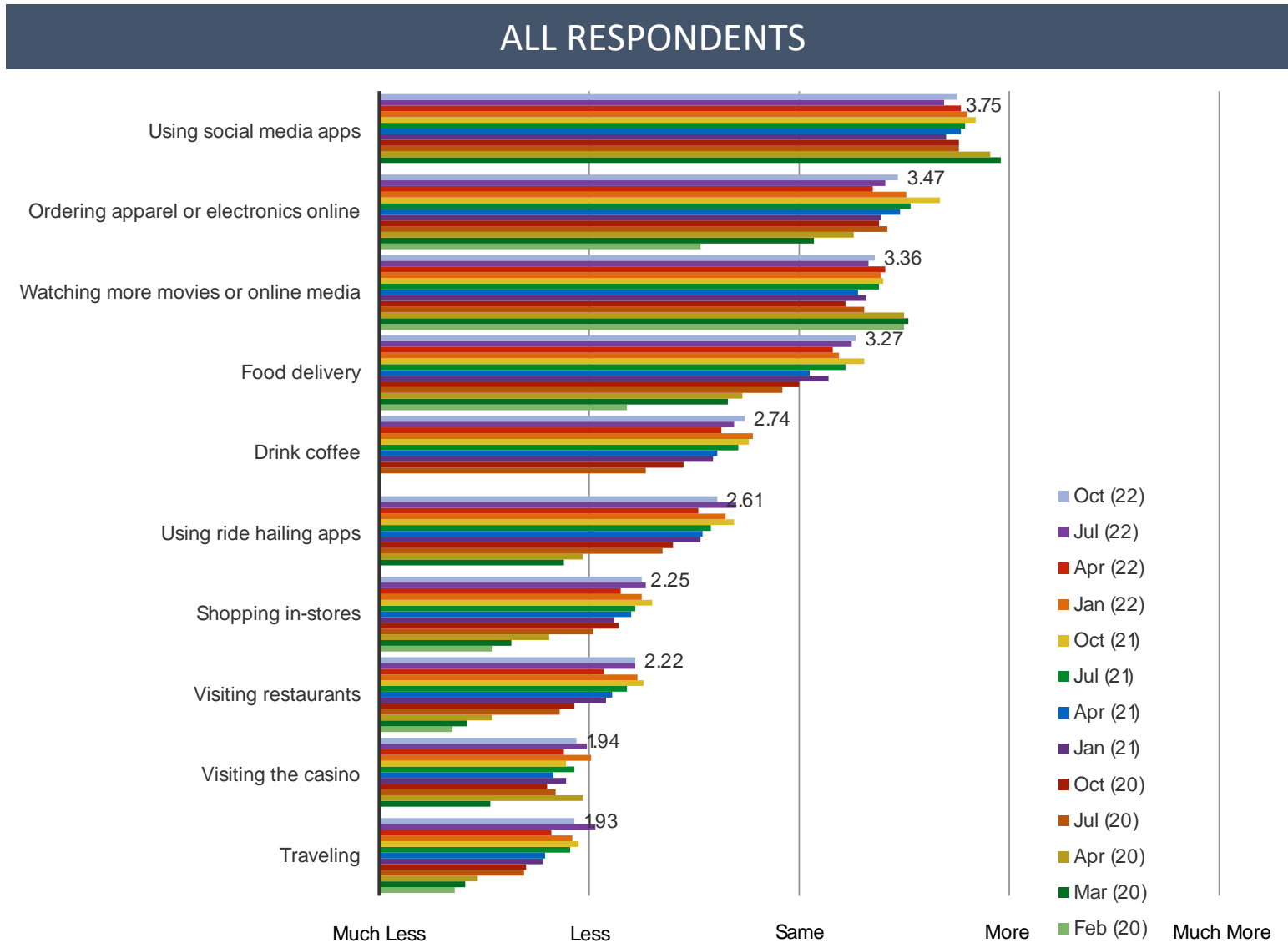
October 2022



Please rate your level of concern about the Coronavirus?

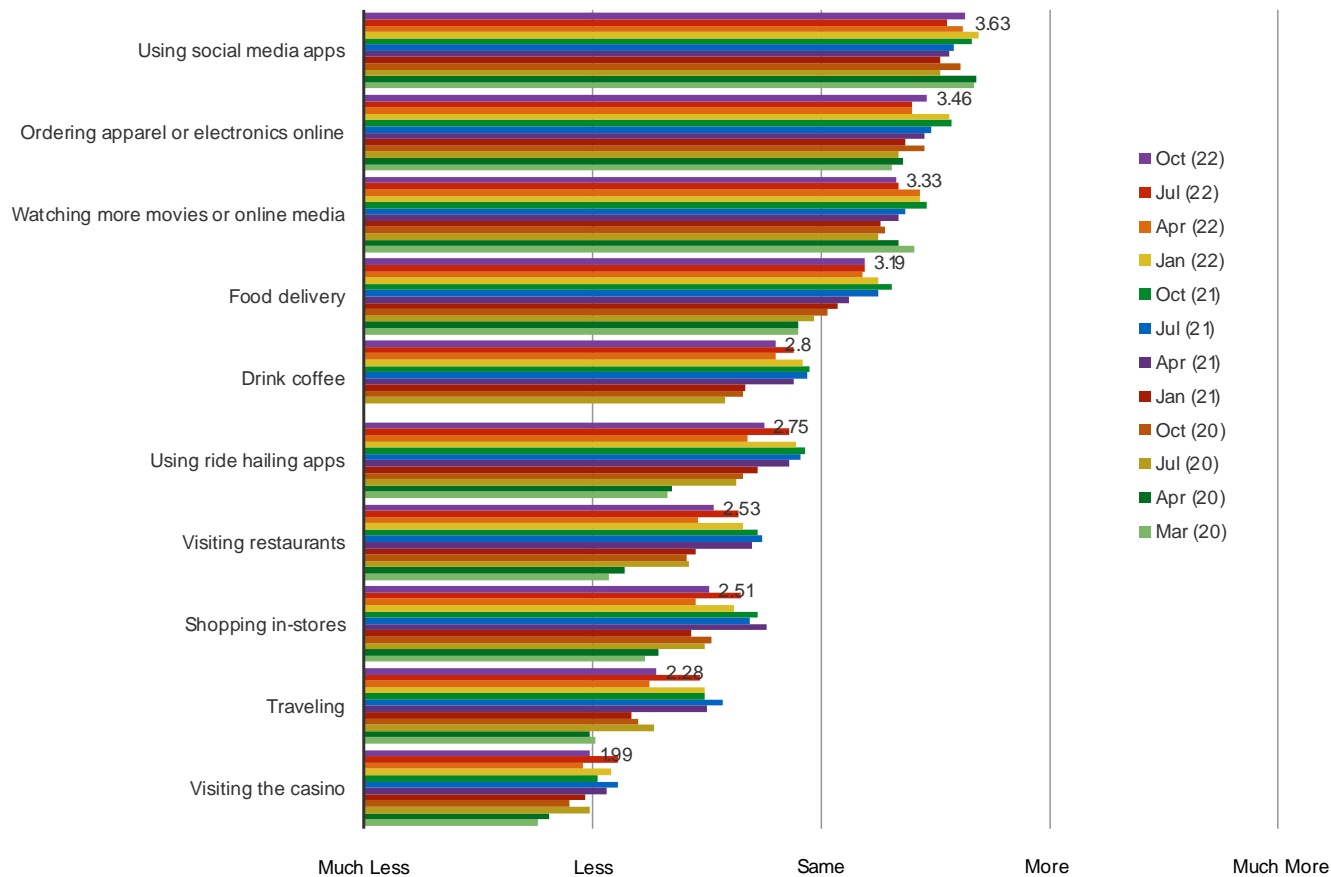


Has the Coronavirus caused you to do any of the following more or less? (Time Series)

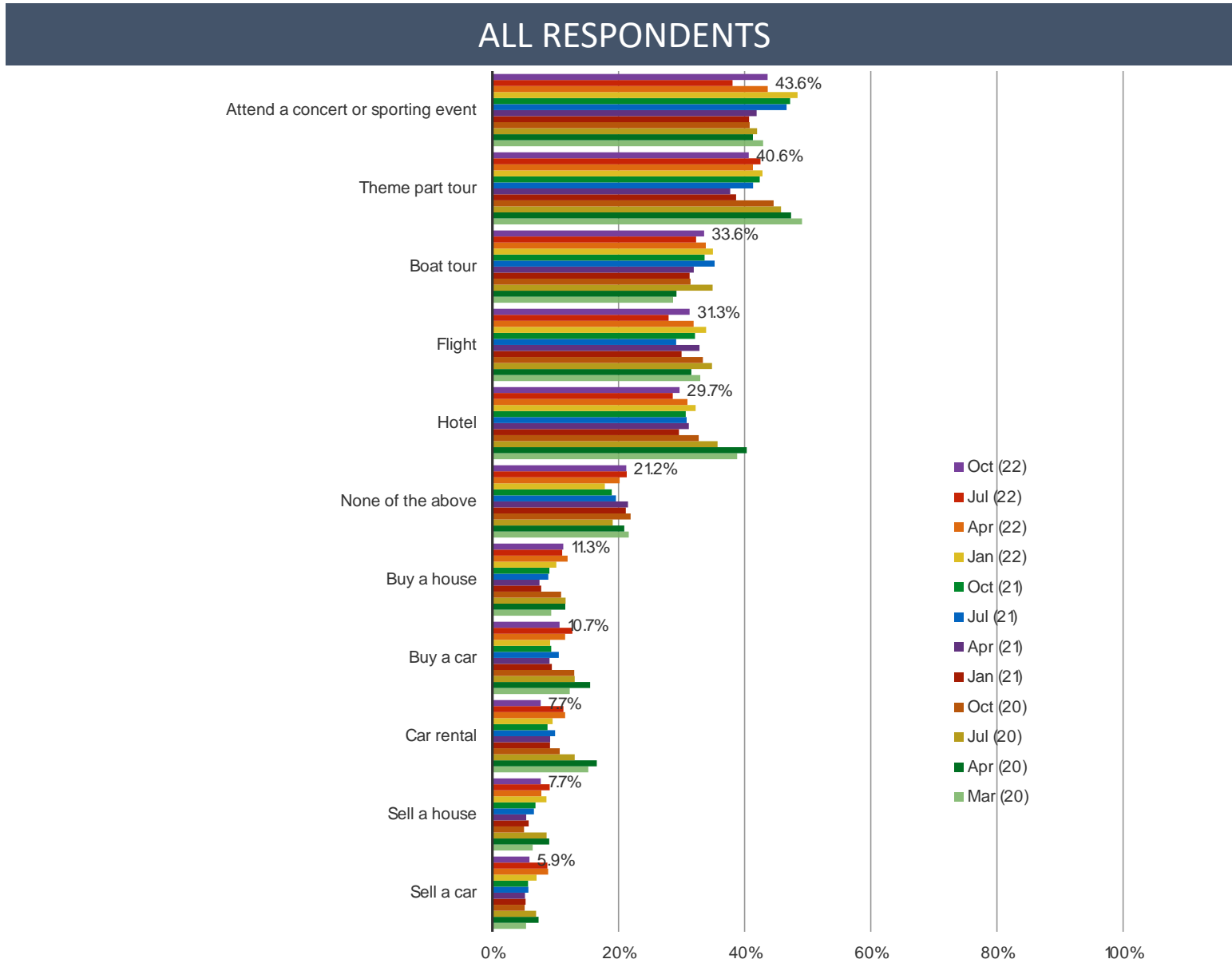


Looking ahead, will the coronavirus cause you to do the following more or less?

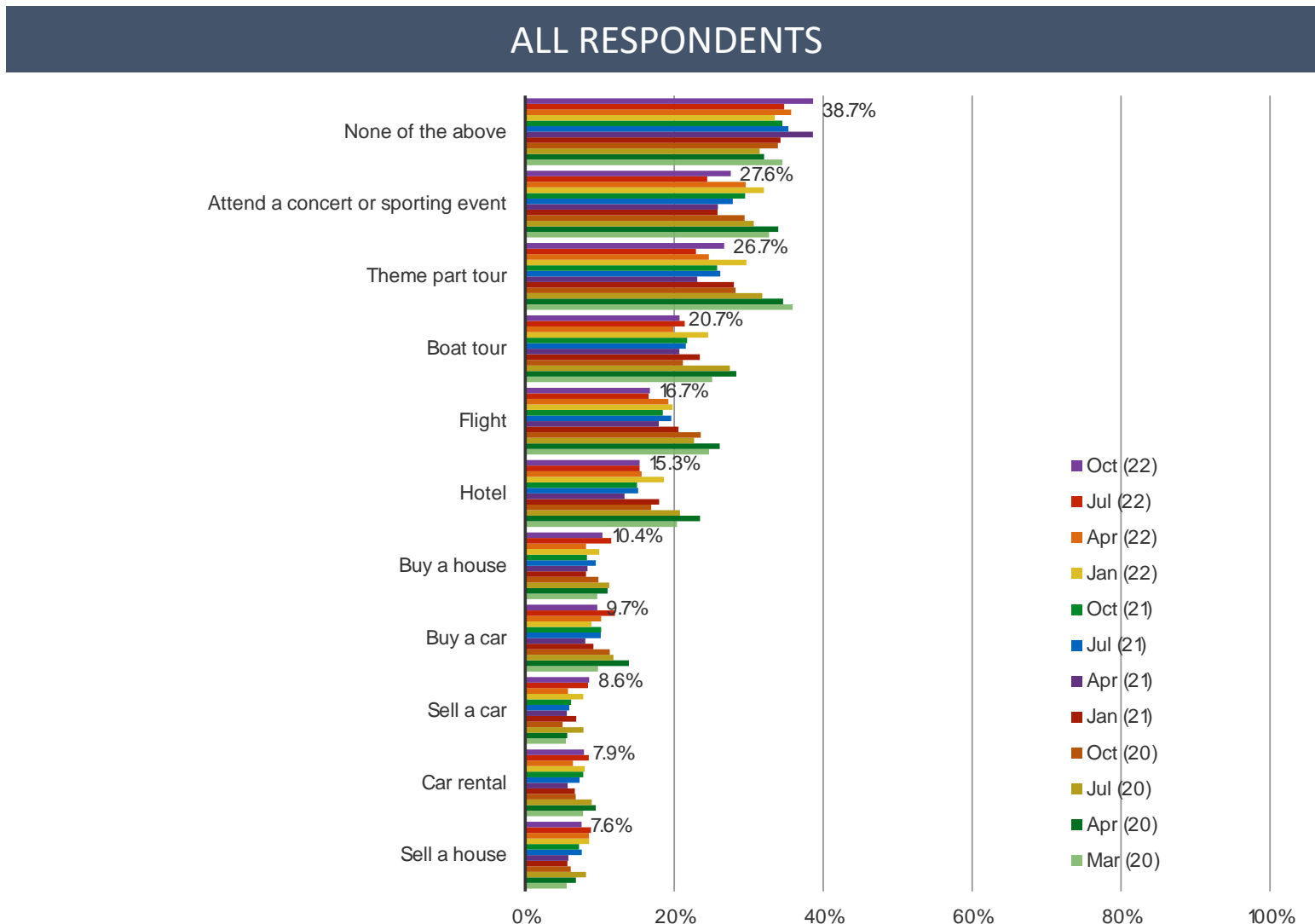
ALL RESPONDENTS



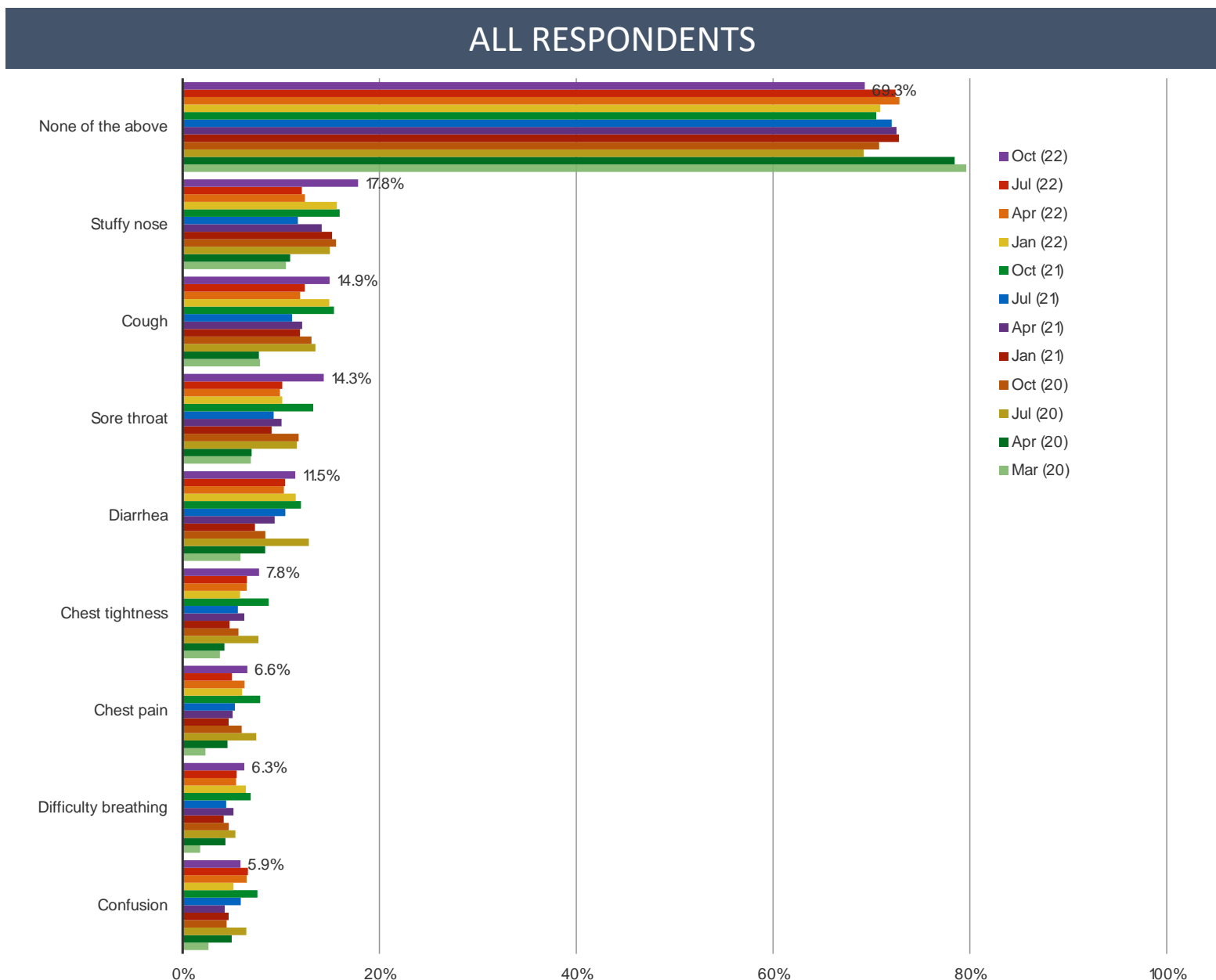
Did you cancel any of the following because of the coronavirus? (Select ALL)



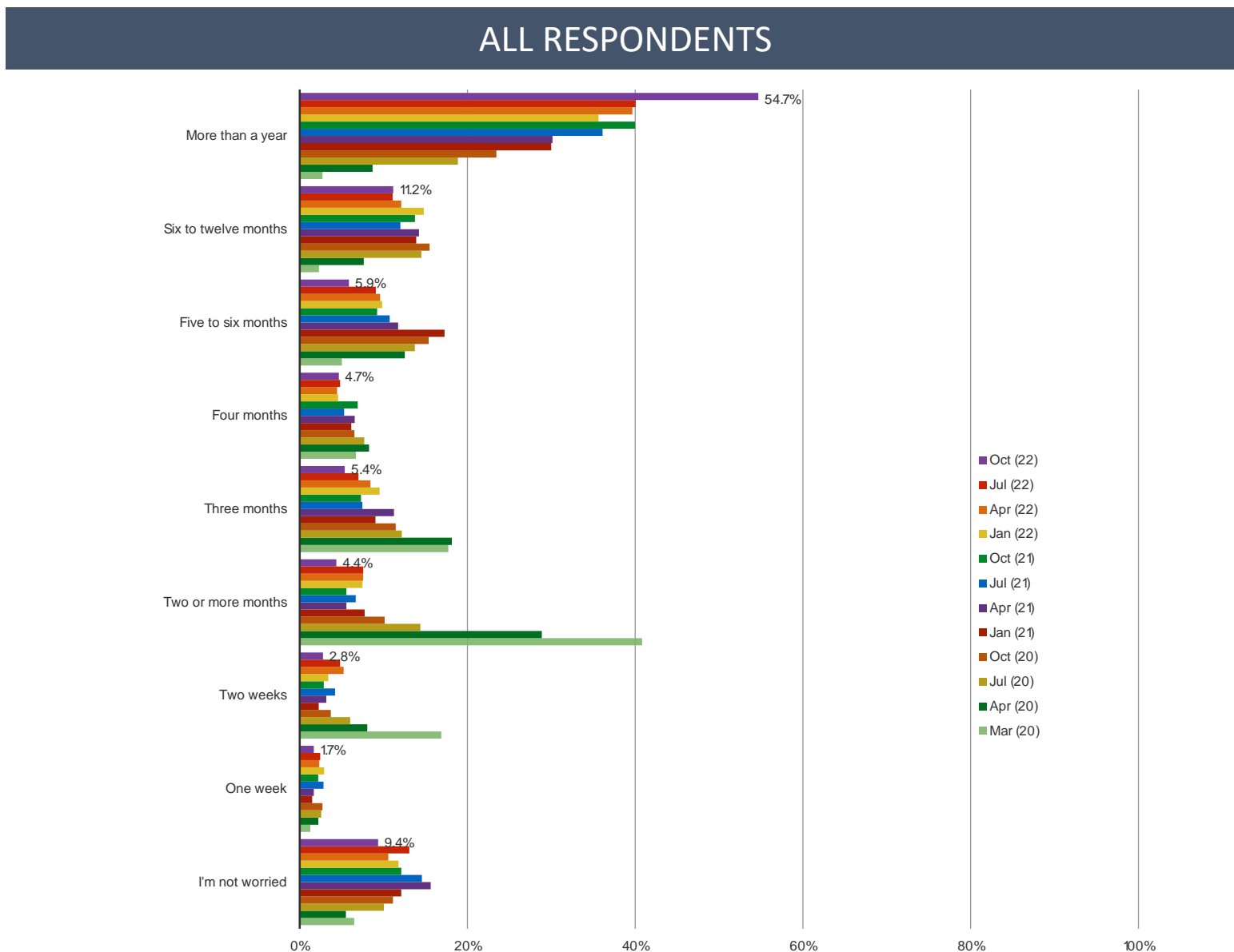
Do you expect to delay or cancel any of the following in the next 3-6 months?



In the past three months, have you had any of the following conditions? (Select ALL)



For how much longer do you expect the coronavirus to be a concern?

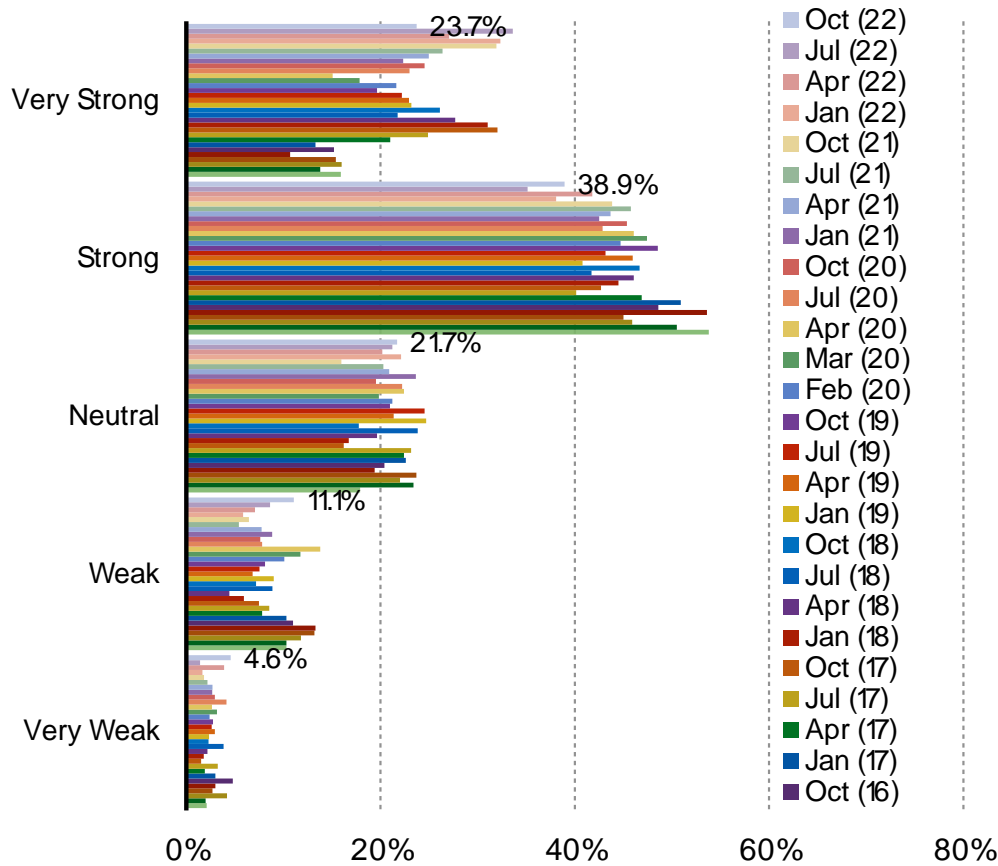


II

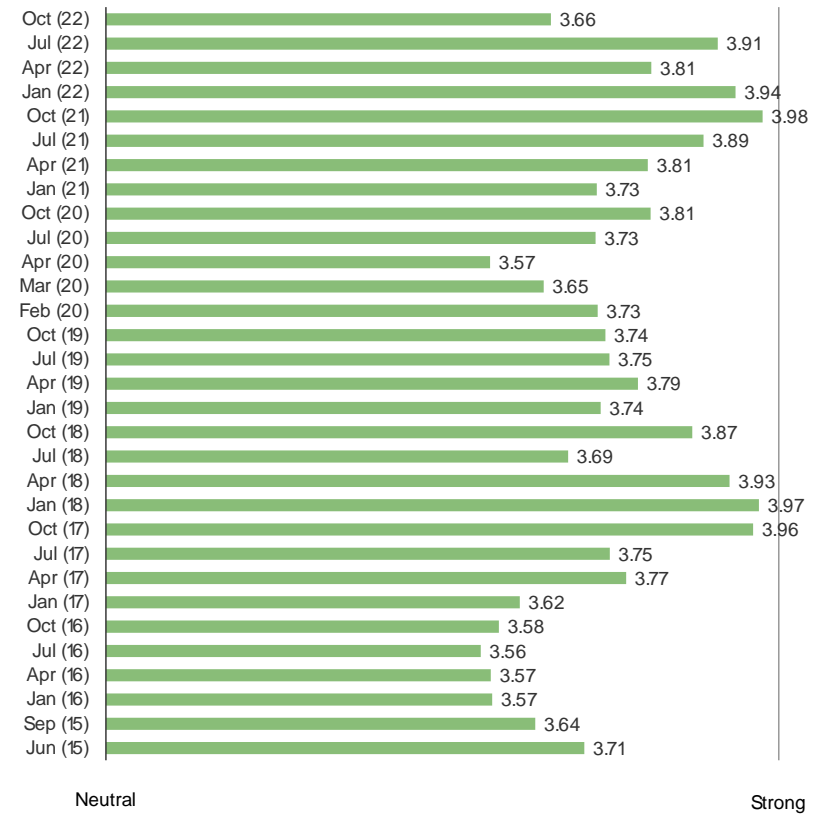
- Covid Sentiment
- Spending Confidence
- China / US Relations
- Food Delivery and Grocery
- Autos and Tesla Demand
- Casual Dining
- Streaming
- Luxury Goods
- Athletic Apparel Brands

How confident do you currently feel about spending money?

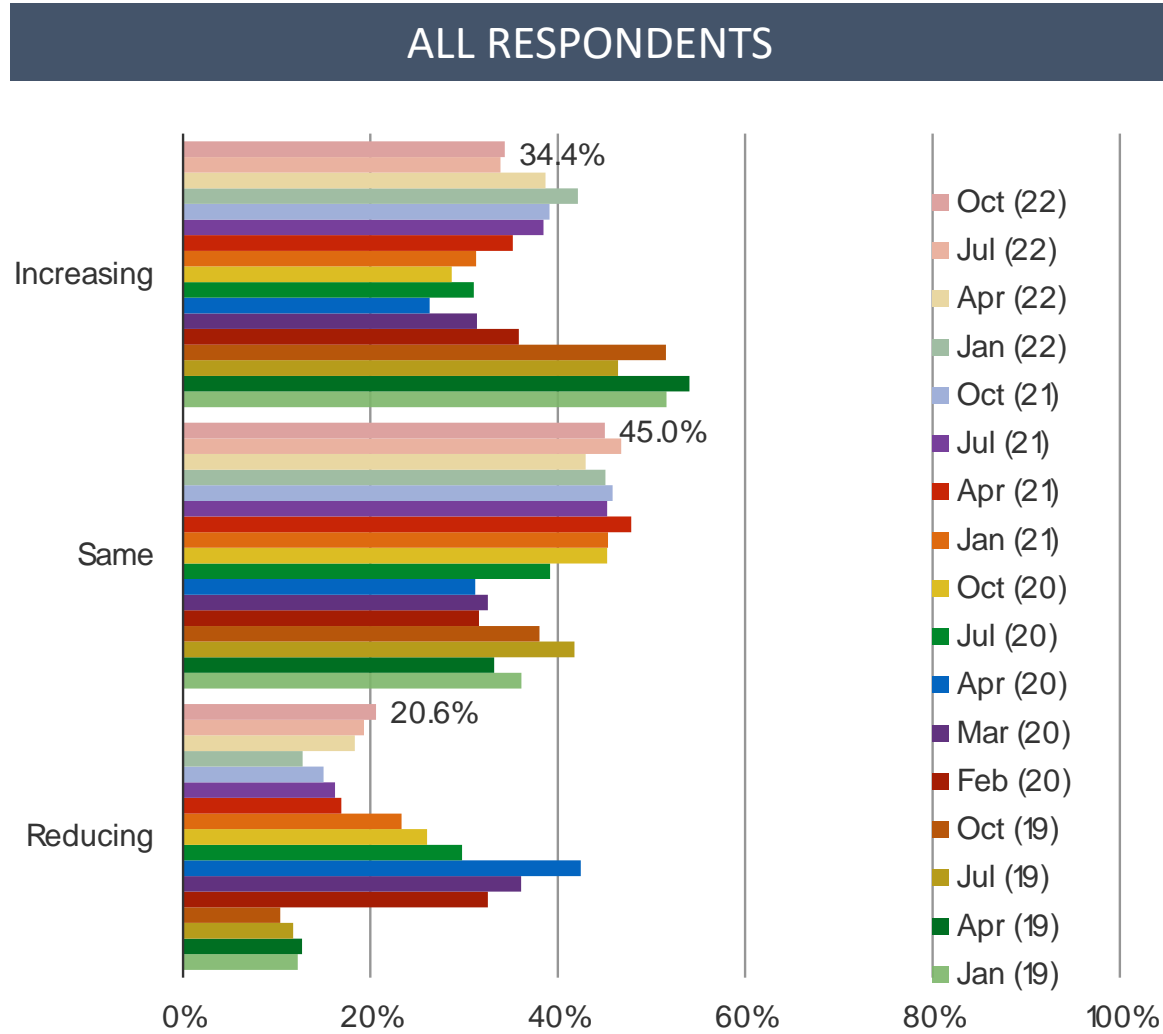
ALL RESPONDENTS



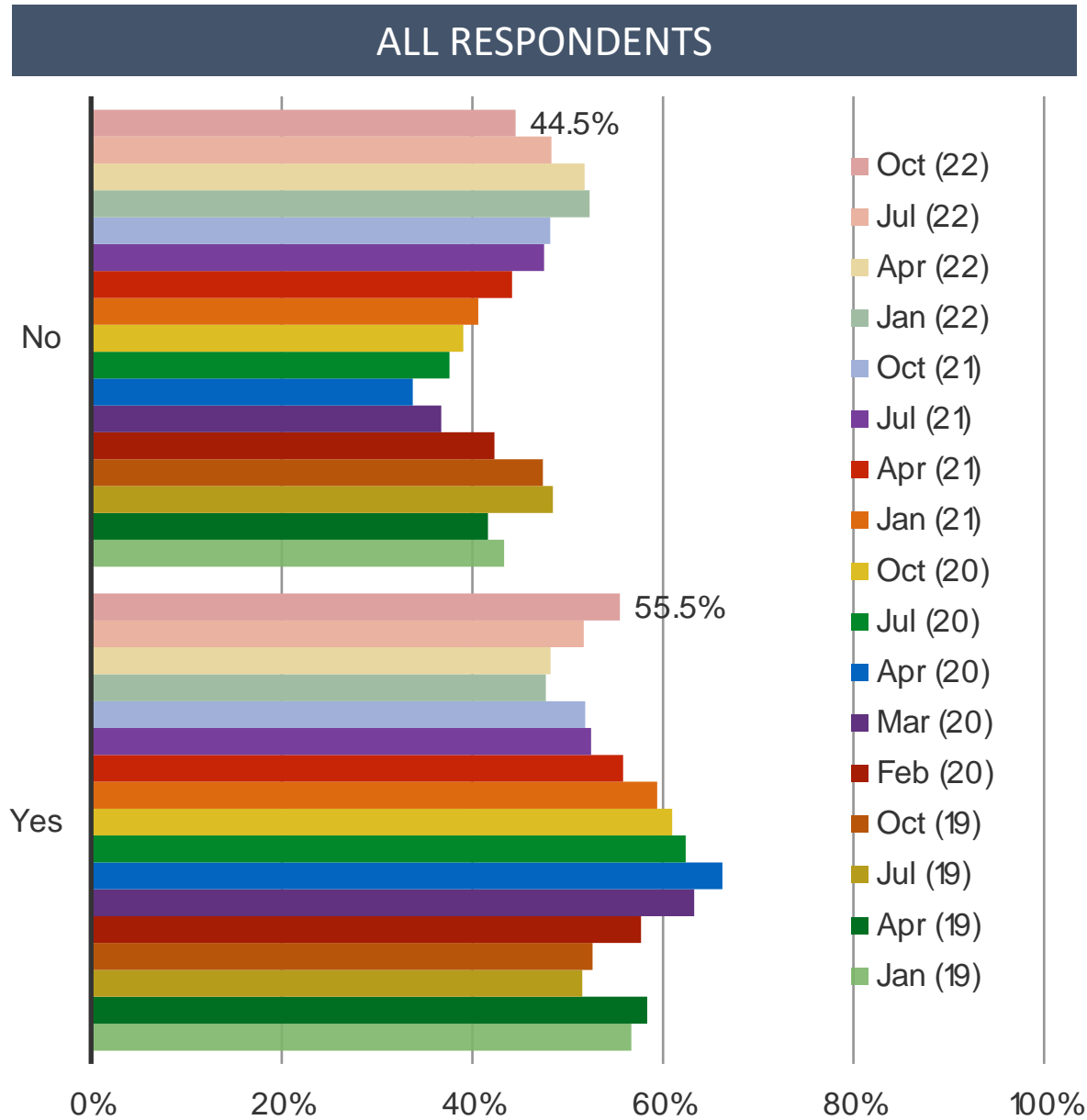
WEIGHTED AVERAGE



How much have you been spending recently?

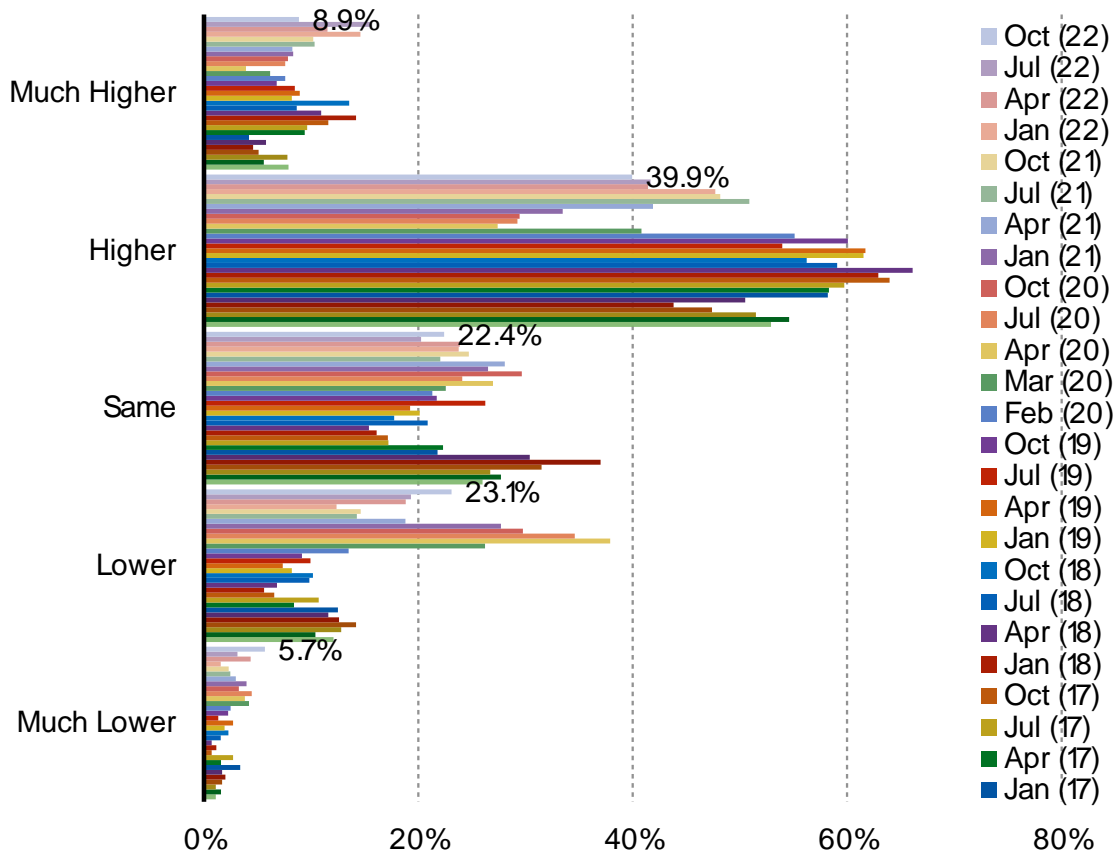


Do you want to reduce spending now?

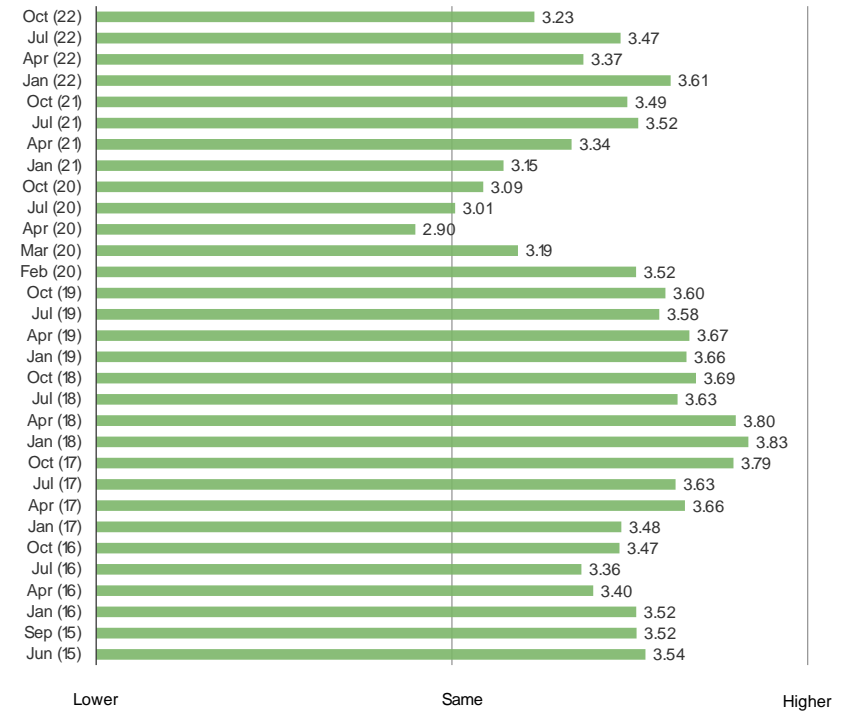


How does your household income compare to last year?

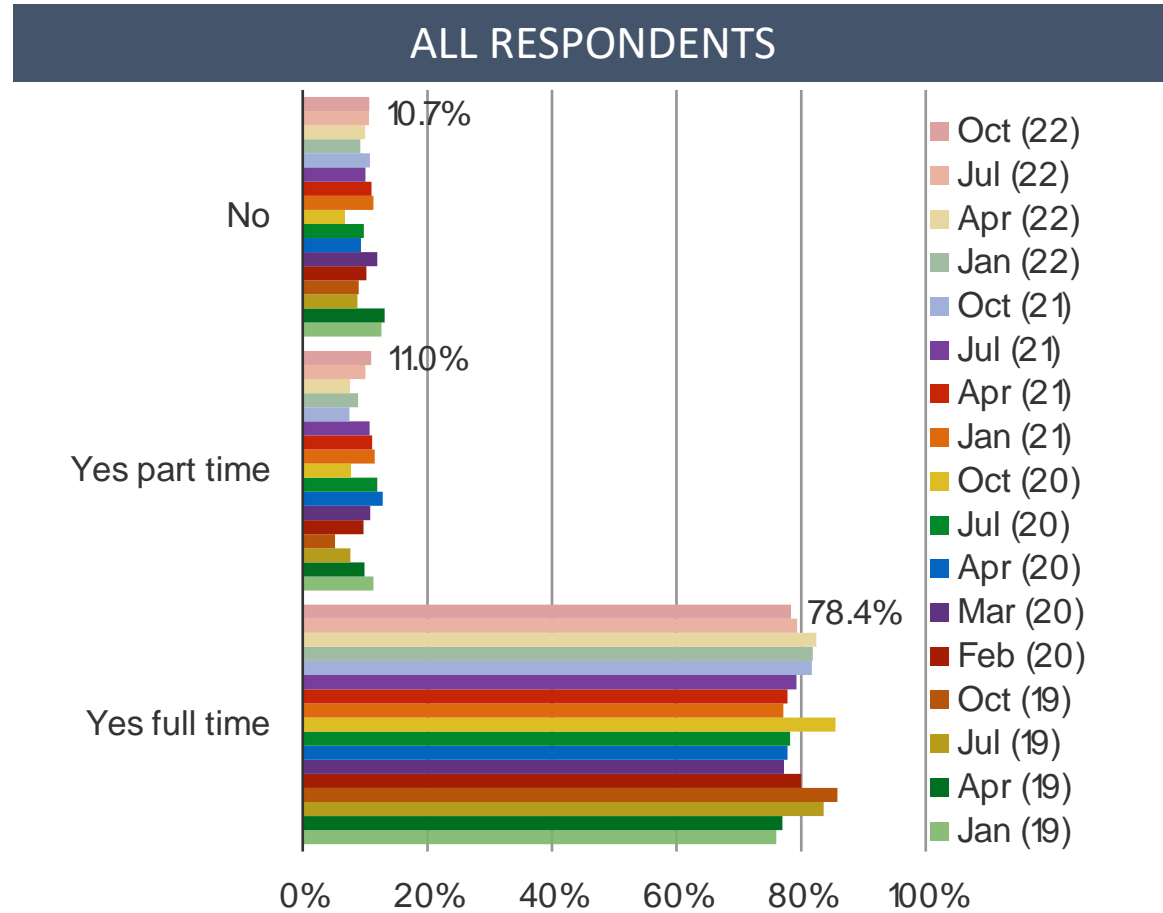
ALL RESPONDENTS



WEIGHTED AVERAGE

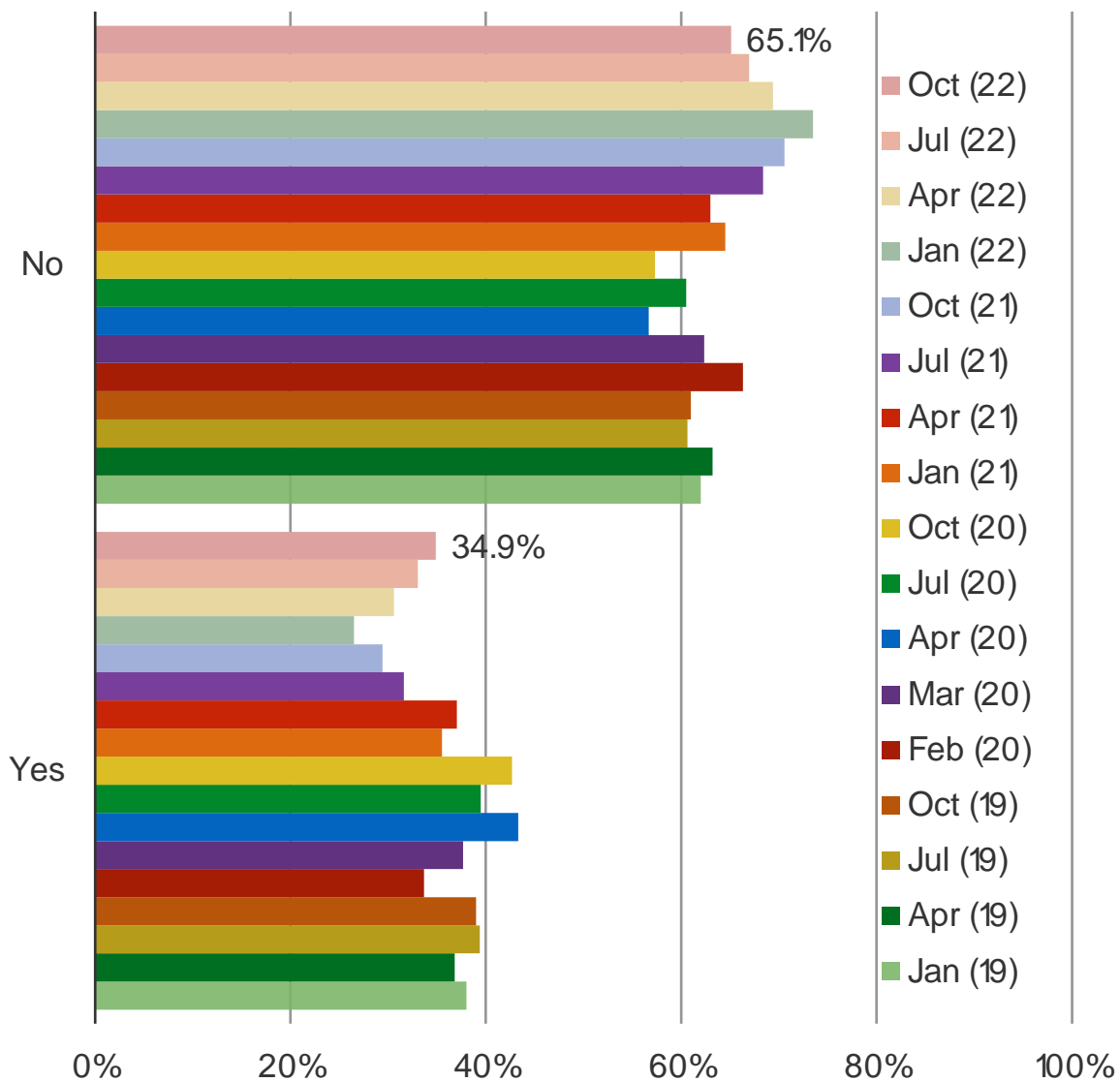


Do you have a job now?

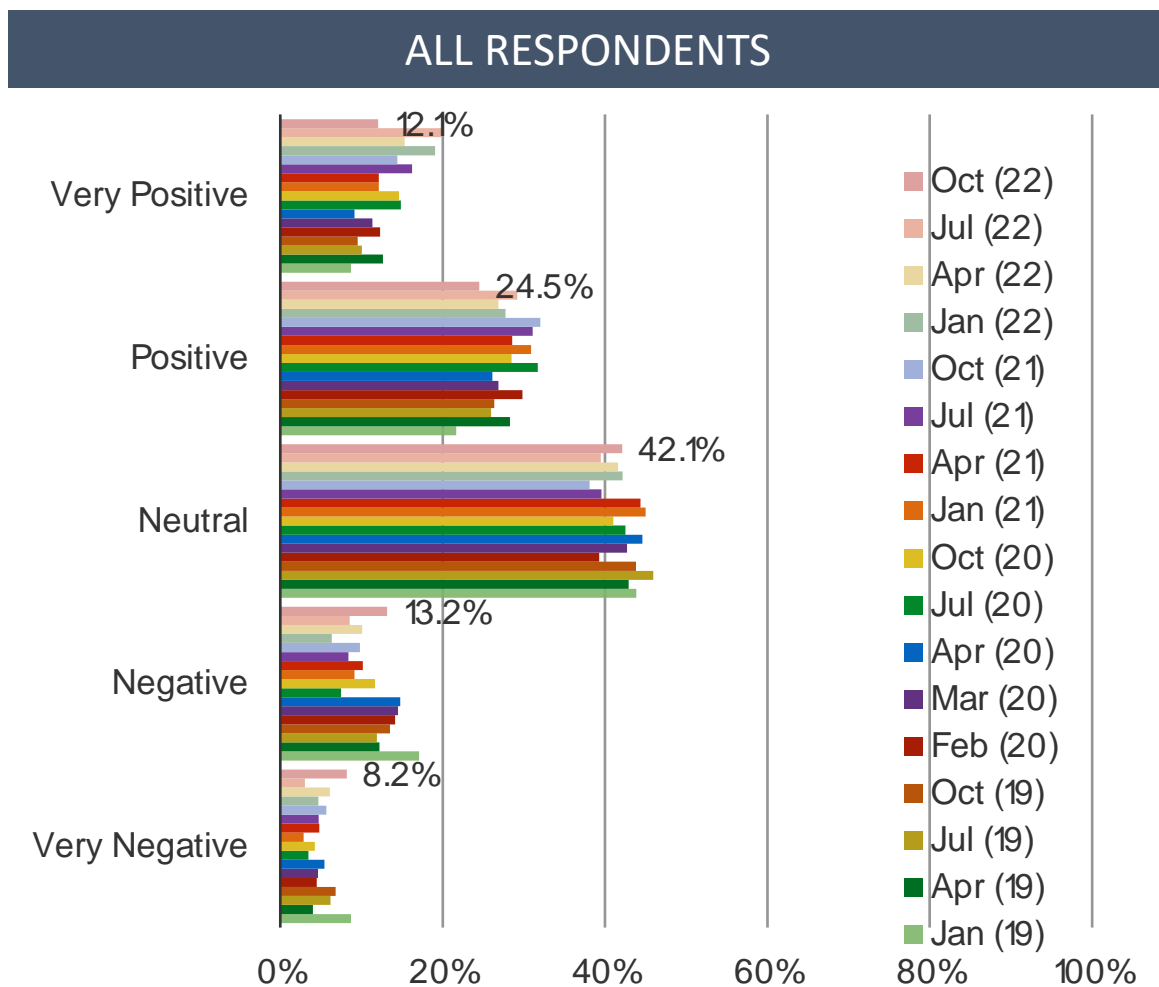


Are you worried that you will lose your job?

POSED TO RESPONDENTS WHO HAVE A JOB



What do you think of the Chinese stock market?

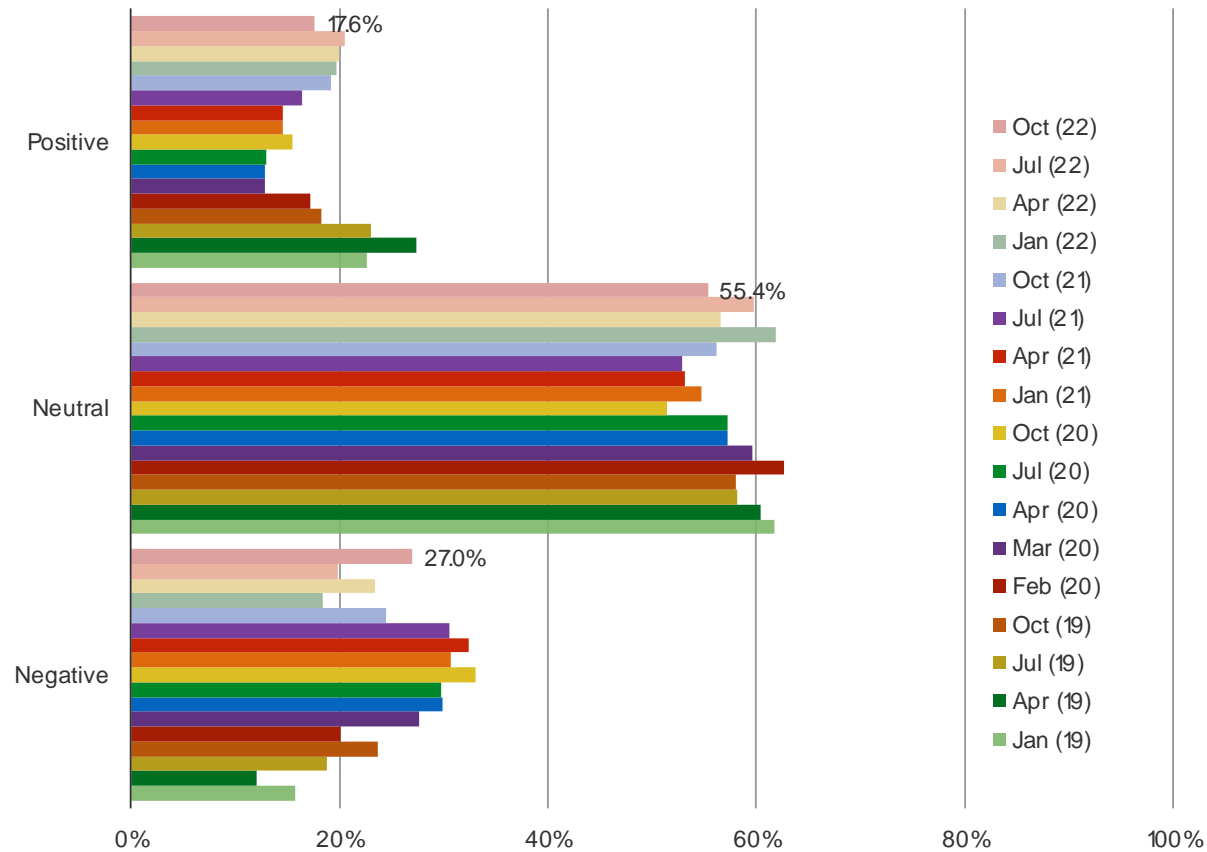


III

- Covid Sentiment
- Spending Confidence
- China / US Relations
- Food Delivery and Grocery
- Autos and Tesla Demand
- Casual Dining
- Streaming
- Luxury Goods
- Athletic Apparel Brands

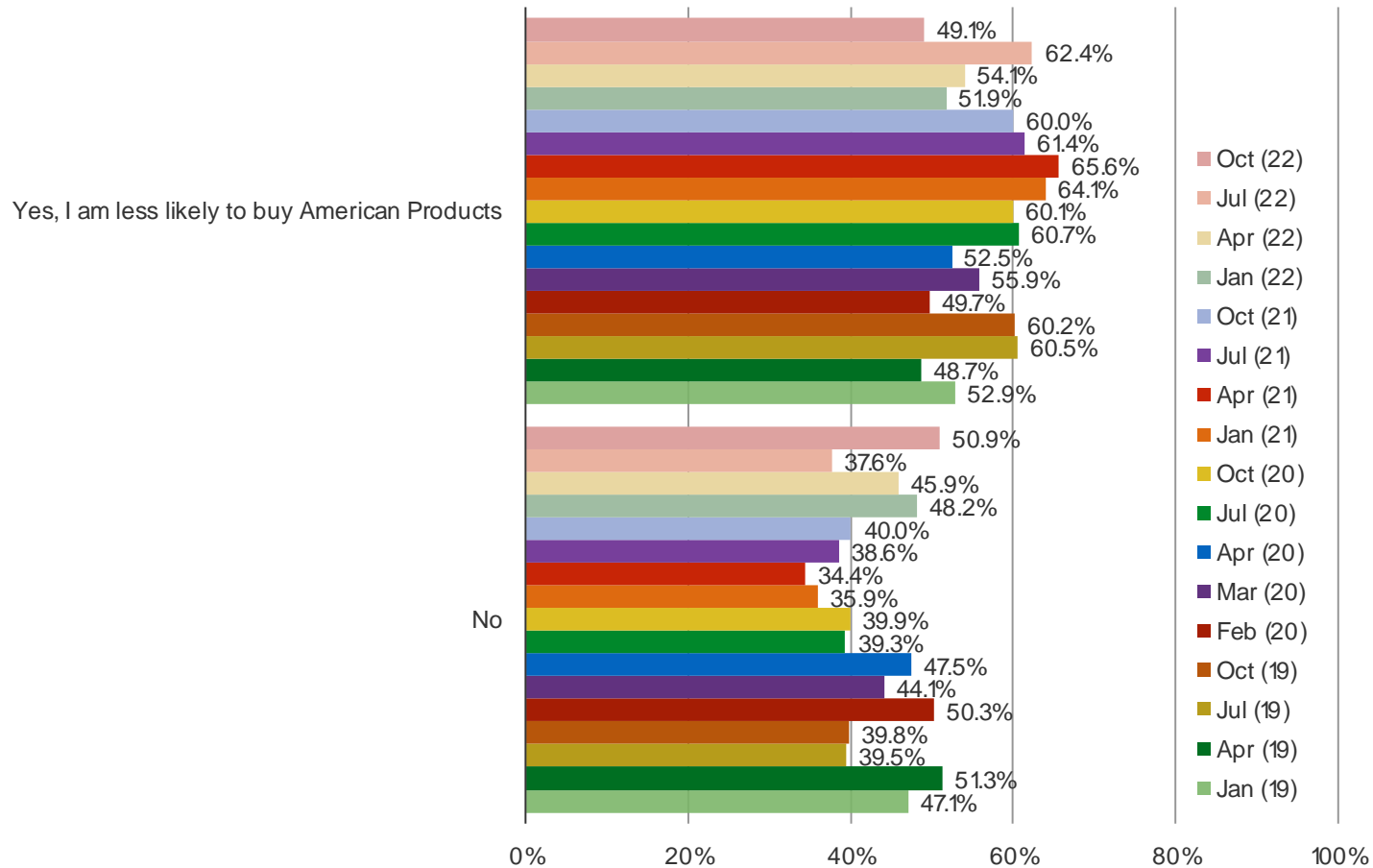
What do you think of the relationship between China and the US?

POSED TO ALL RESPONDENTS



Because of your view on the relationship between China and the United States, are you less likely to buy American products?

POSED TO RESPONDENTS WHO HAVE A NEGATIVE VIEW ON US CHINA RELATIONS

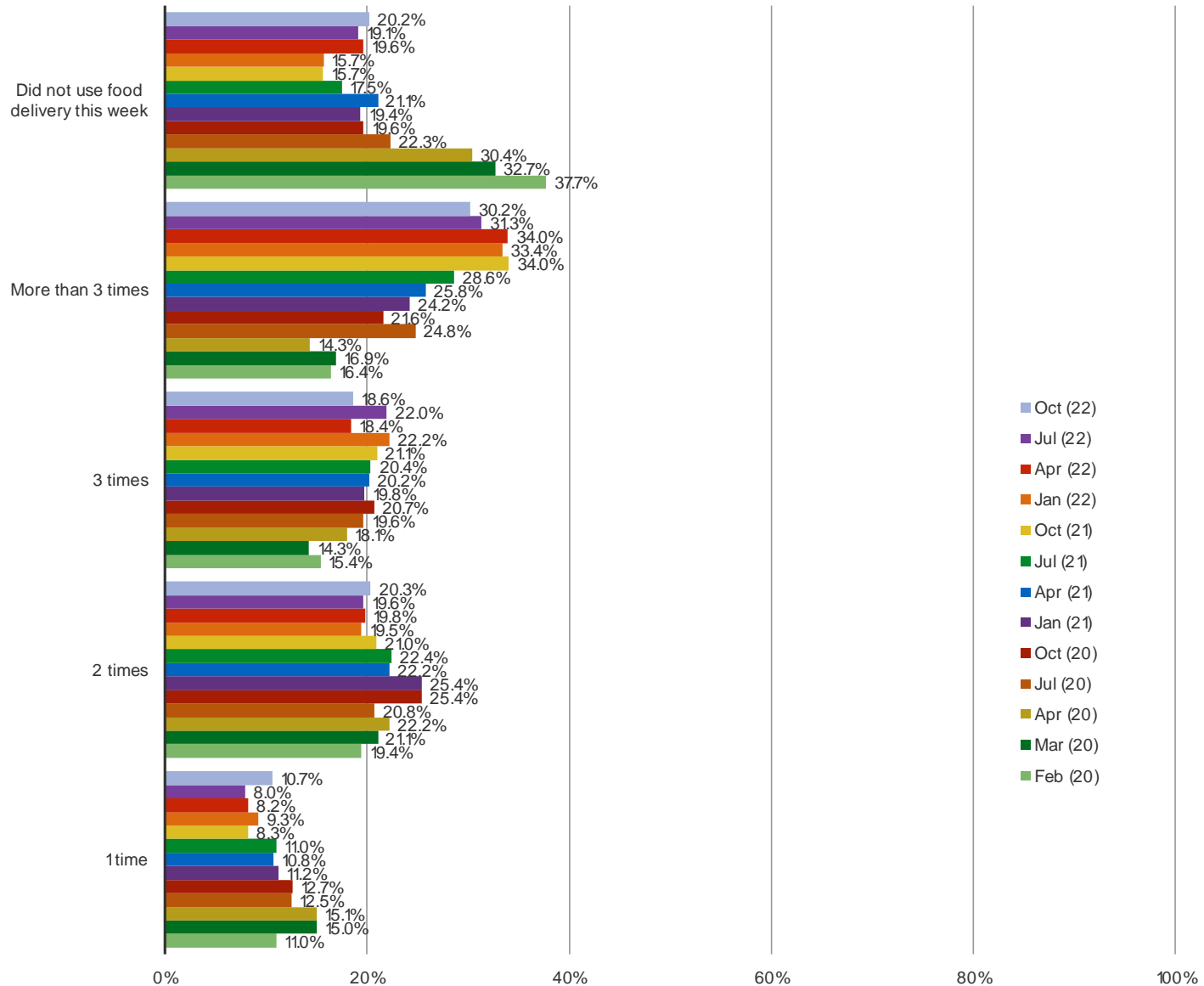


IV

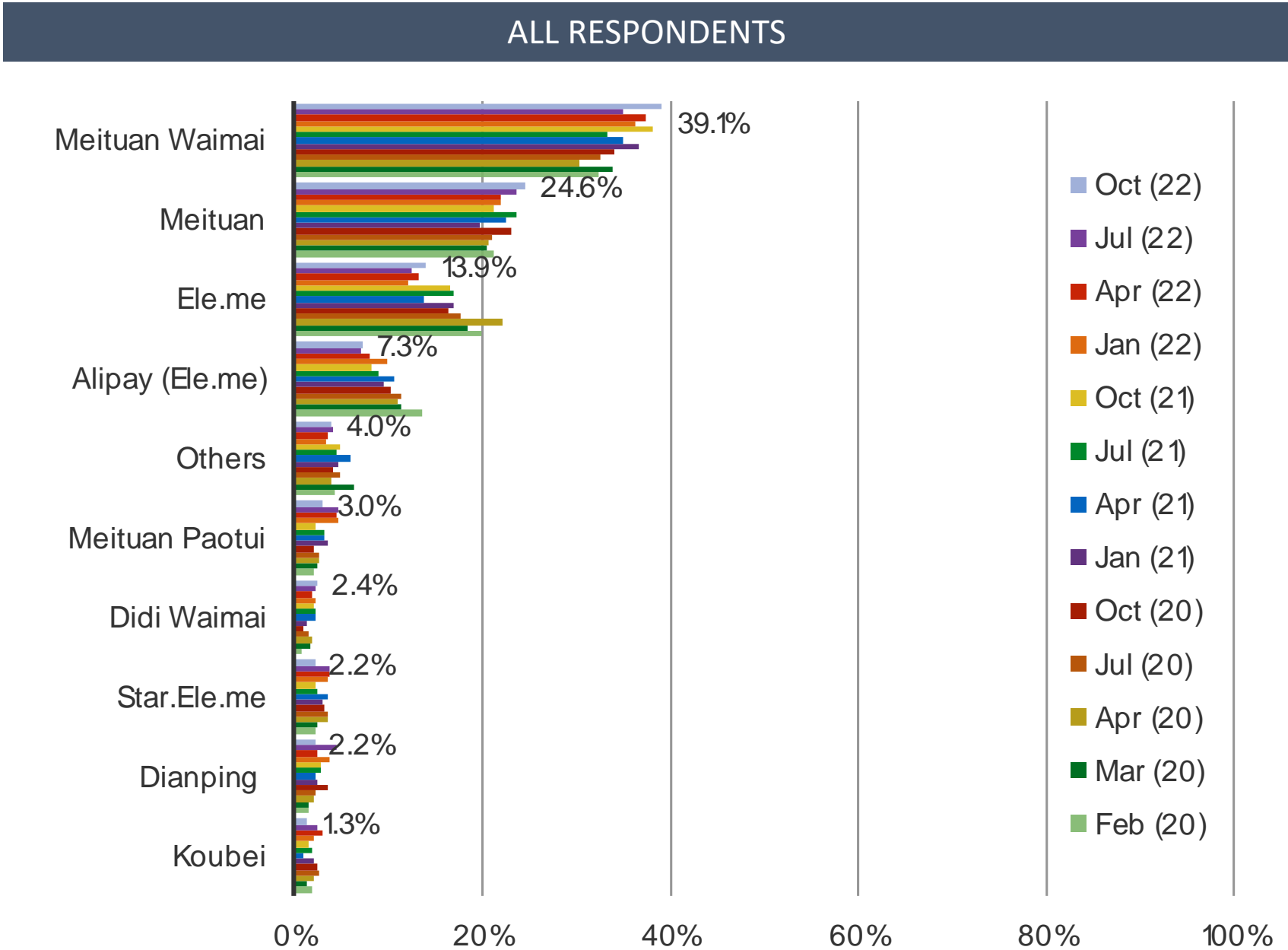
- Covid Sentiment
- Spending Confidence
- China / US Relations
- Food Delivery and Grocery
- Autos and Tesla Demand
- Casual Dining
- Streaming
- Luxury Goods
- Athletic Apparel Brands

How often did you order food delivery this week?

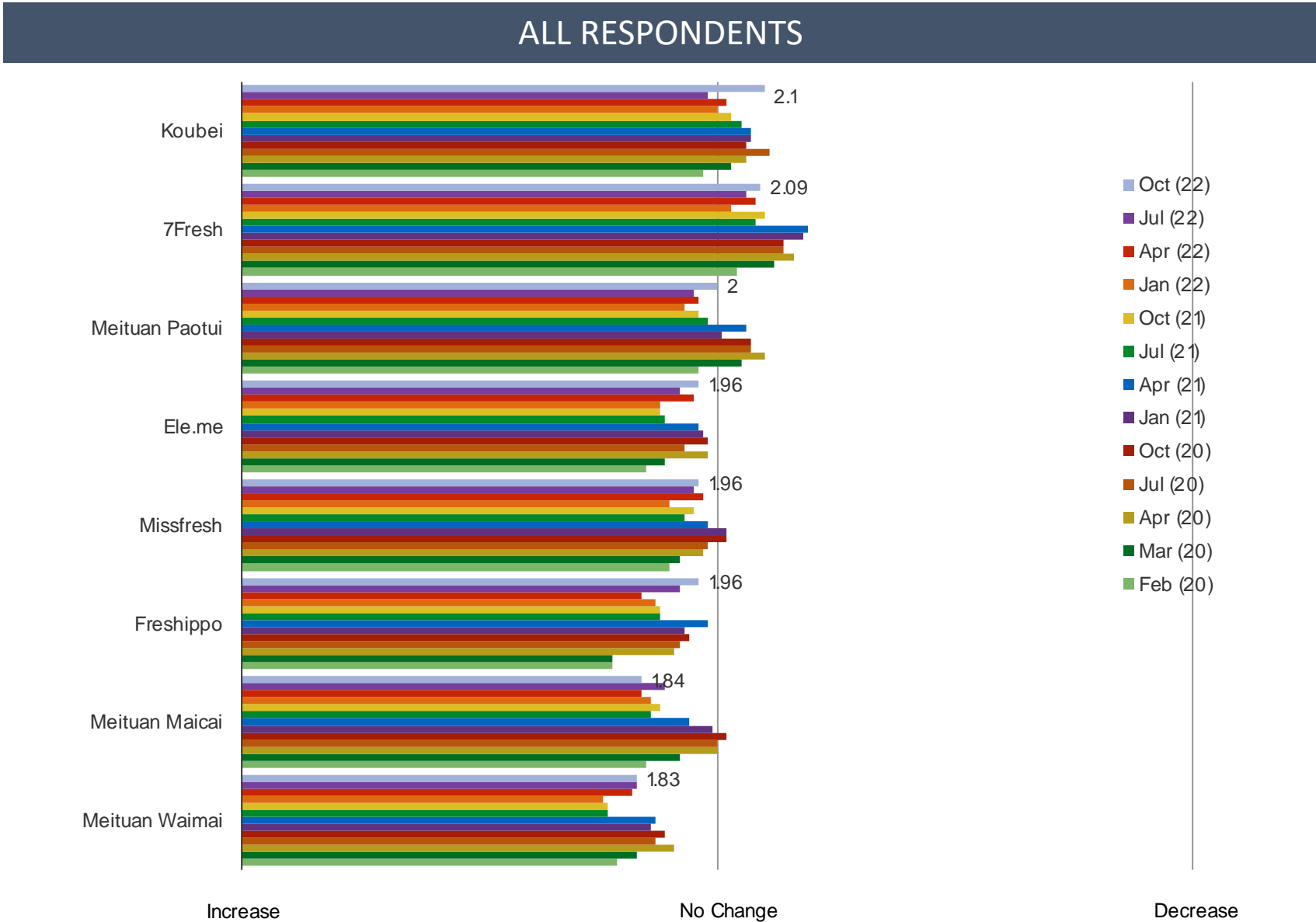
ALL RESPONDENTS



Which app do you use most often for food delivery?

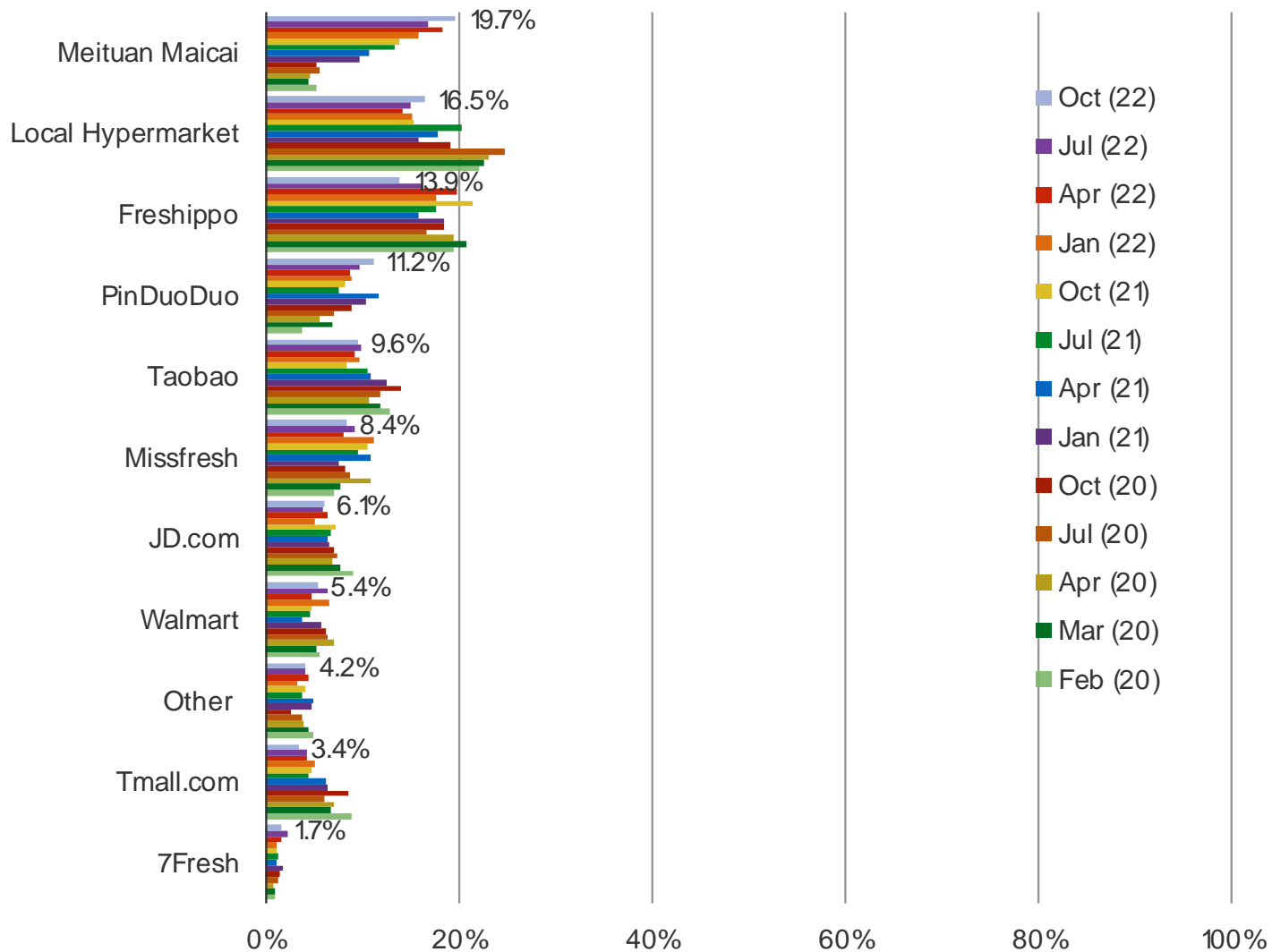


Do you plan to increase or decrease your spending on the following stores and apps?



Where do you buy your groceries and fresh food most often?

ALL RESPONDENTS

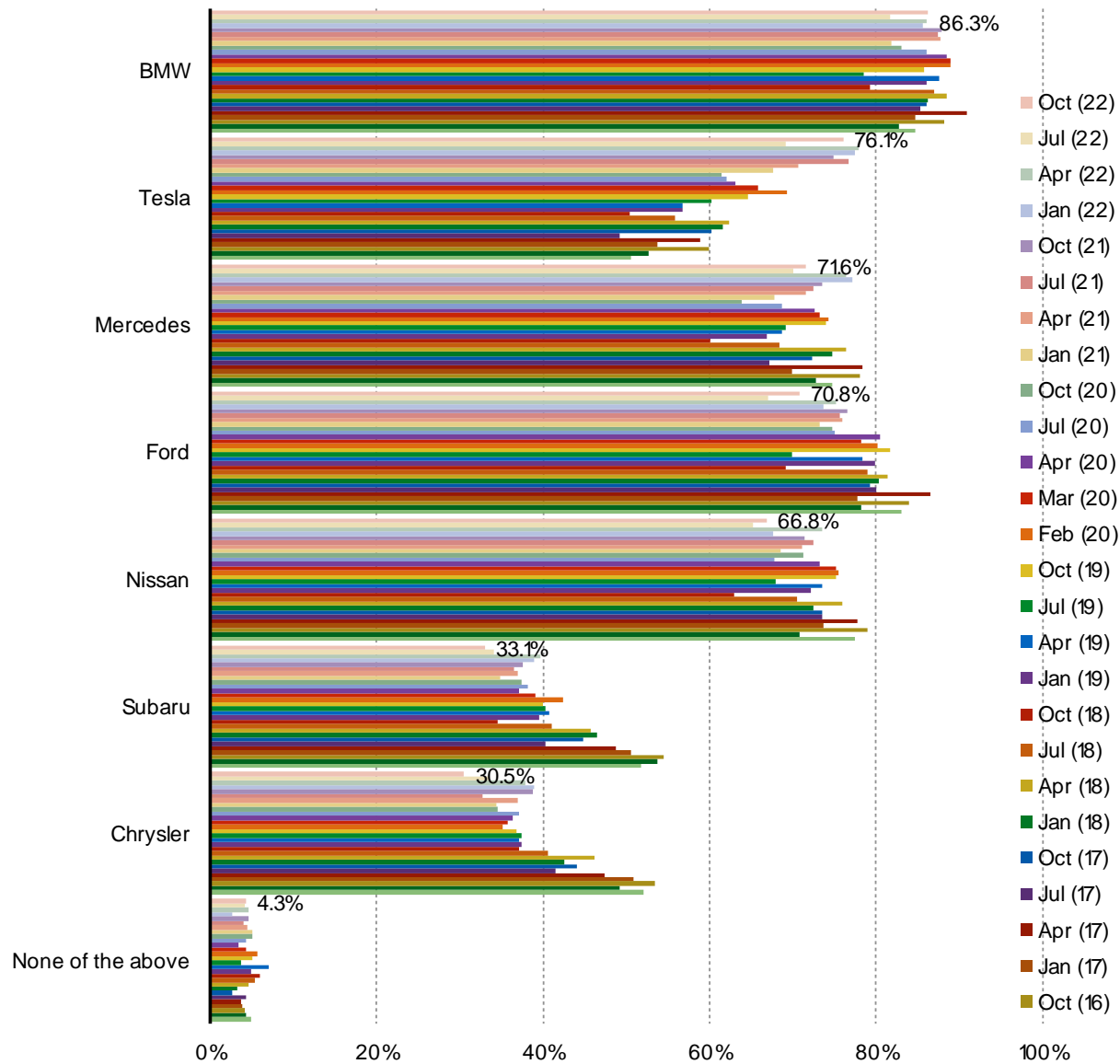


V

- Covid Sentiment
- Spending Confidence
- China / US Relations
- Food Delivery and Grocery
- Autos and Tesla Demand
- Casual Dining
- Streaming
- Luxury Goods
- Athletic Apparel Brands

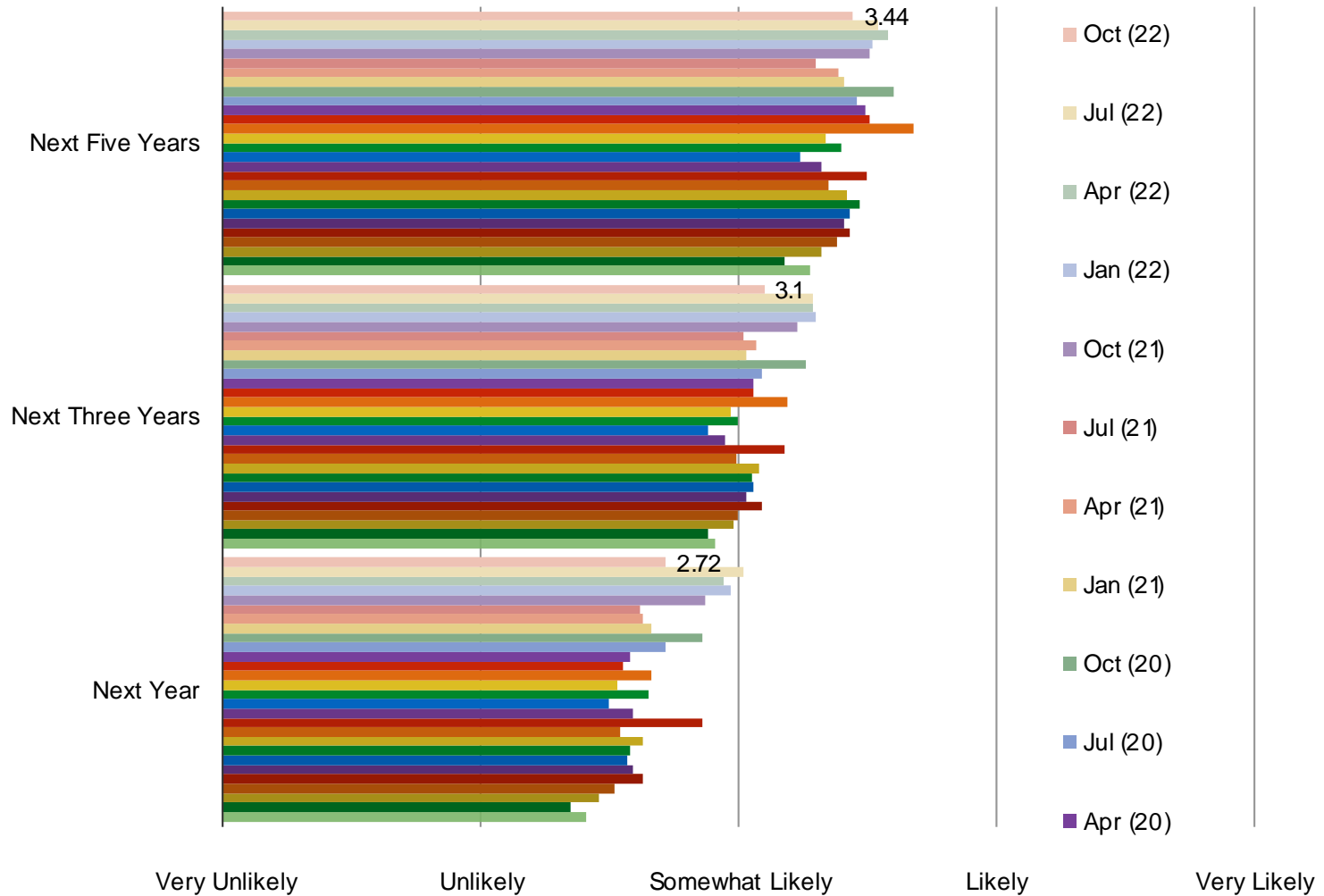
Which of the following have you heard of? Select ALL that apply

ALL RESPONDENTS



How likely are you to purchase or lease a Tesla...

ALL RESPONDENTS

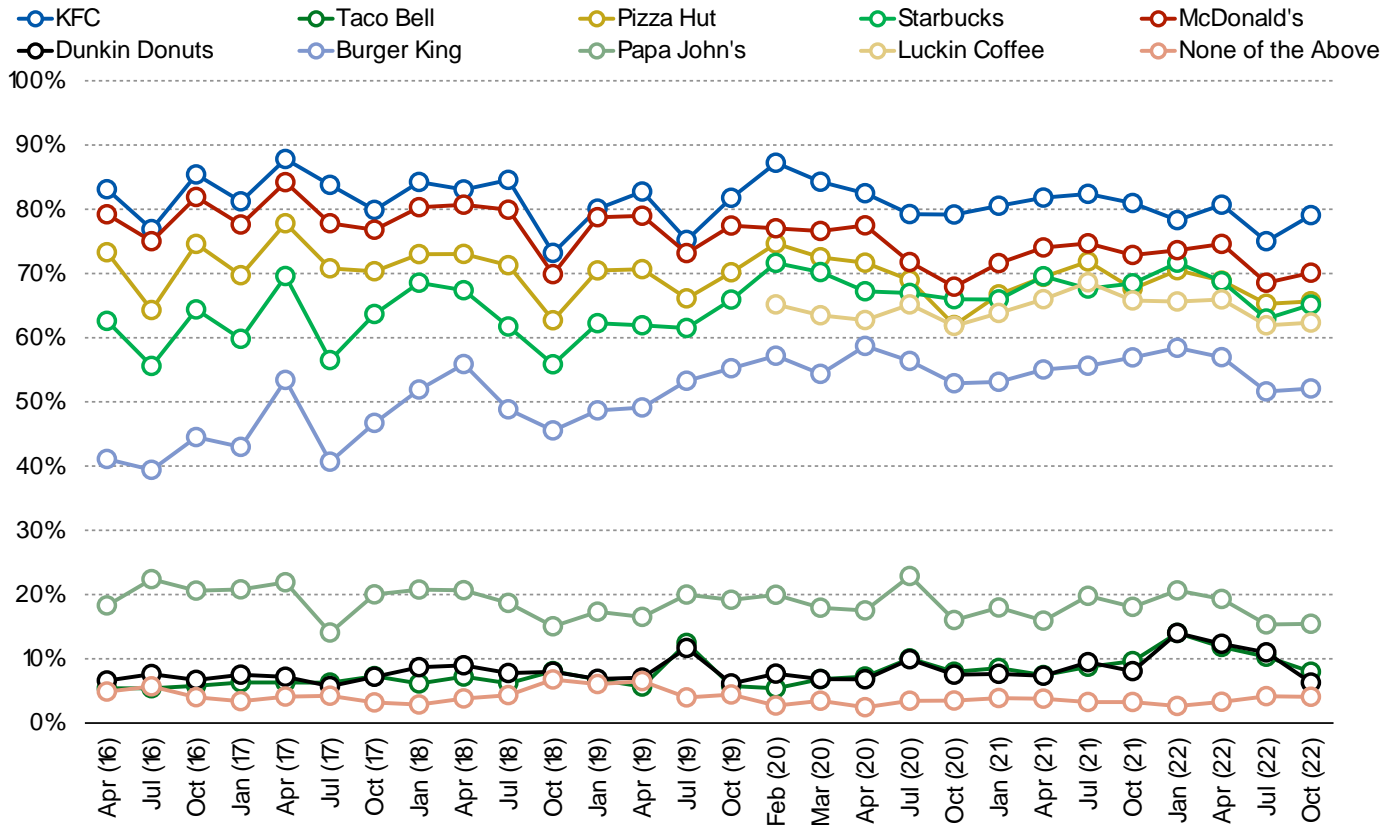


VI

- Covid Sentiment
- Spending Confidence
- China / US Relations
- Food Delivery and Grocery
- Autos and Tesla Demand
- Casual Dining
- Streaming
- Luxury Goods
- Athletic Apparel Brands

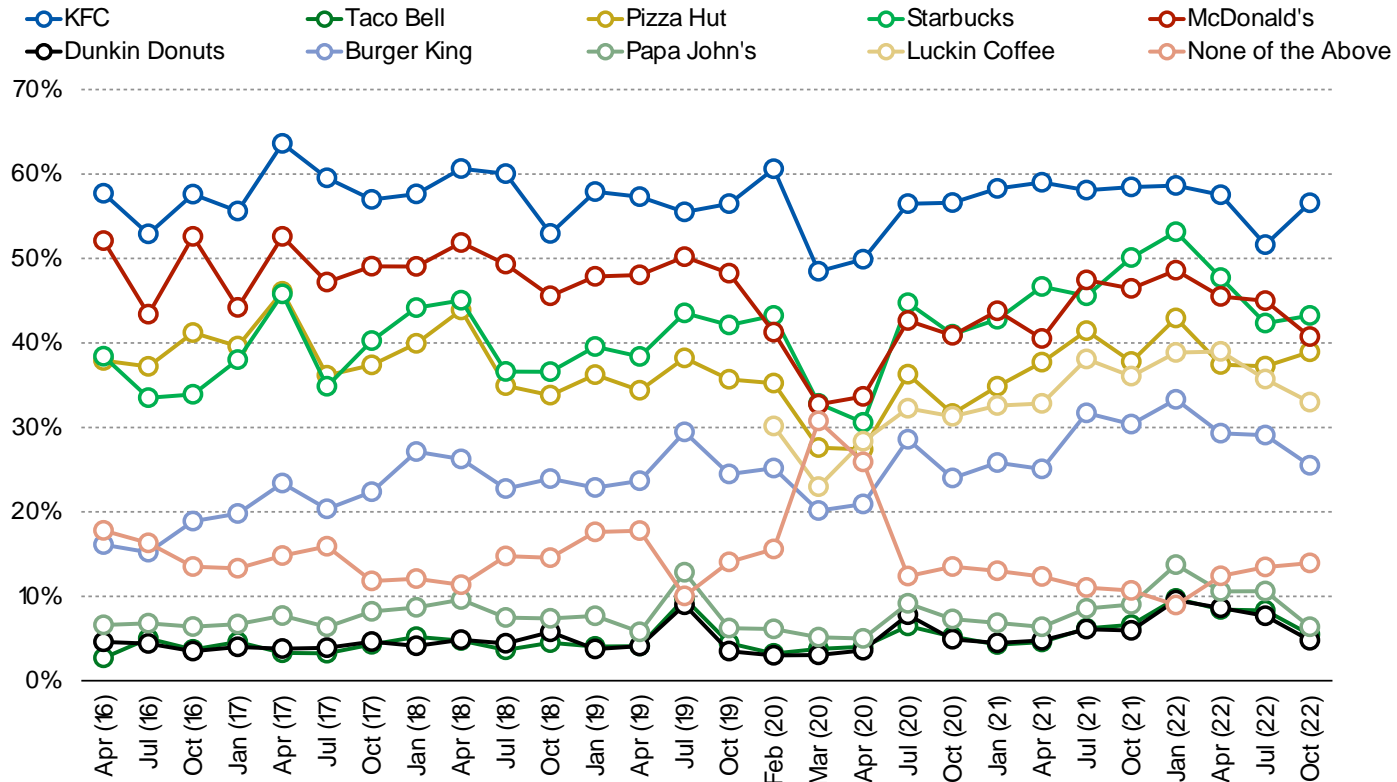
Which of the following have you tried? (Select all that apply)

ALL RESPONDENTS



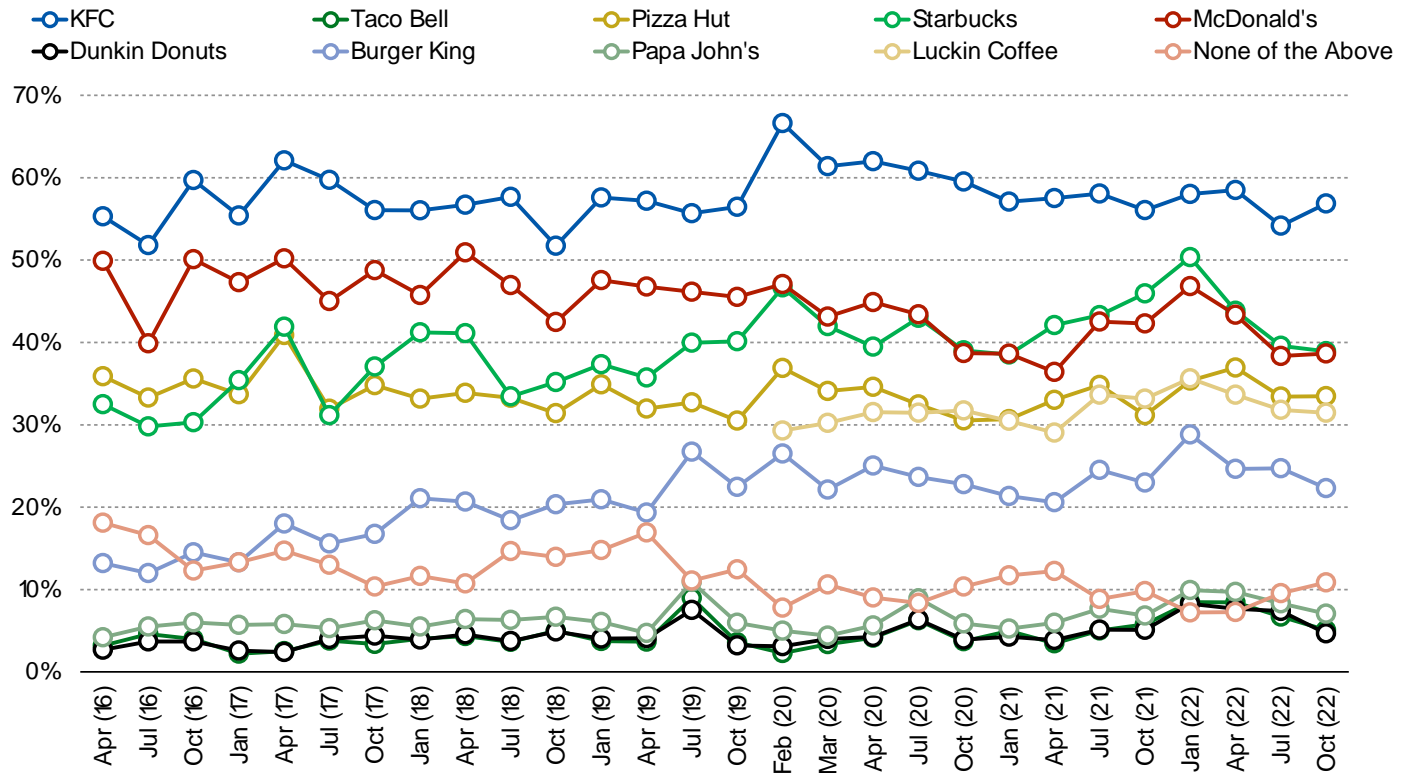
Which of the following have you visited in the past month? (Select all that apply)

ALL RESPONDENTS



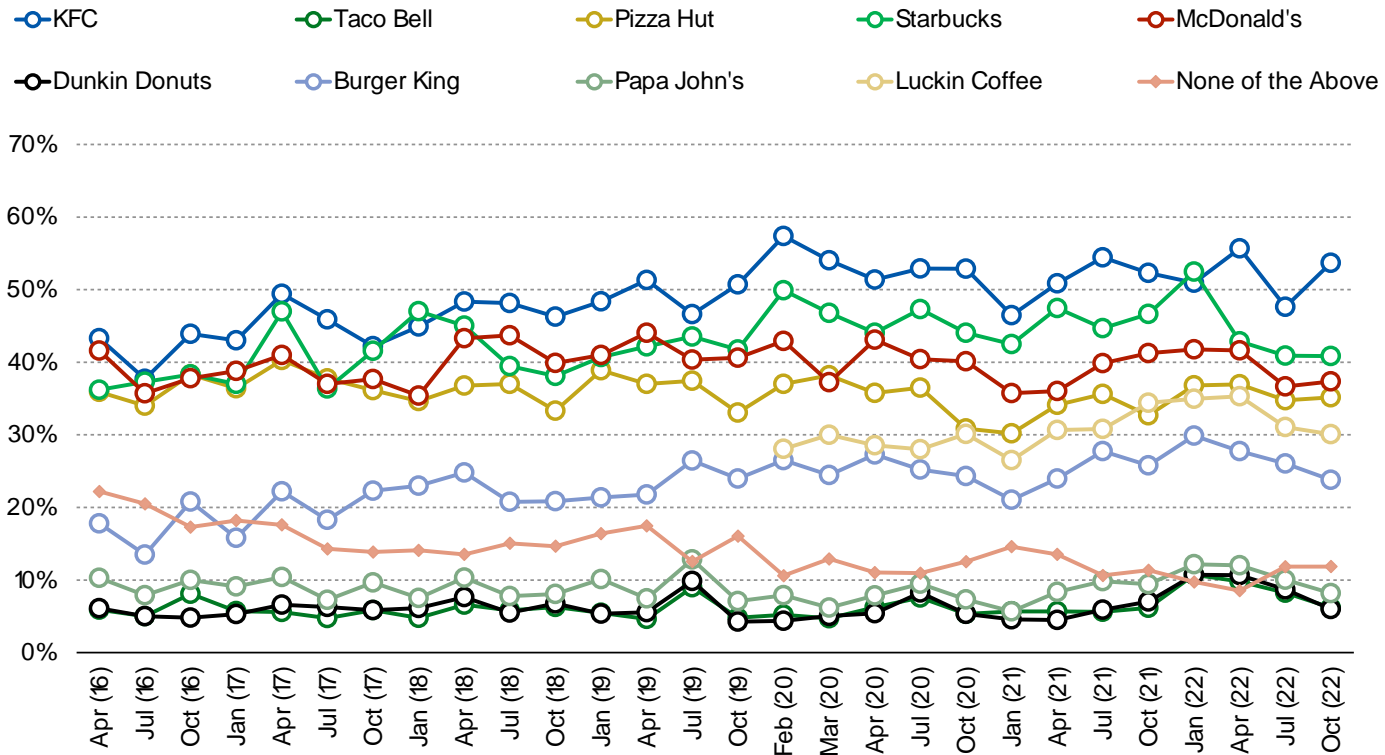
Which of the following do you eat regularly? (Select all that apply)

ALL RESPONDENTS



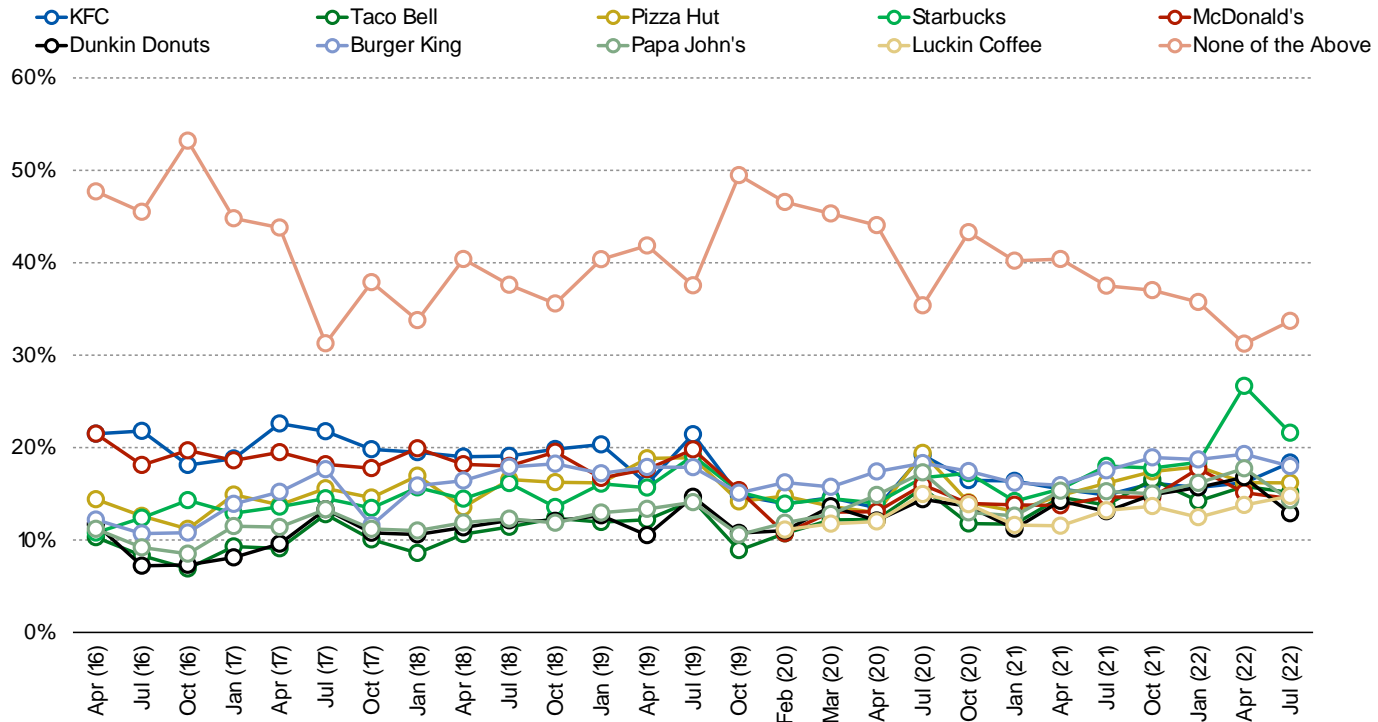
Which of the following do you plan to go more to? (Select all that apply)

ALL RESPONDENTS



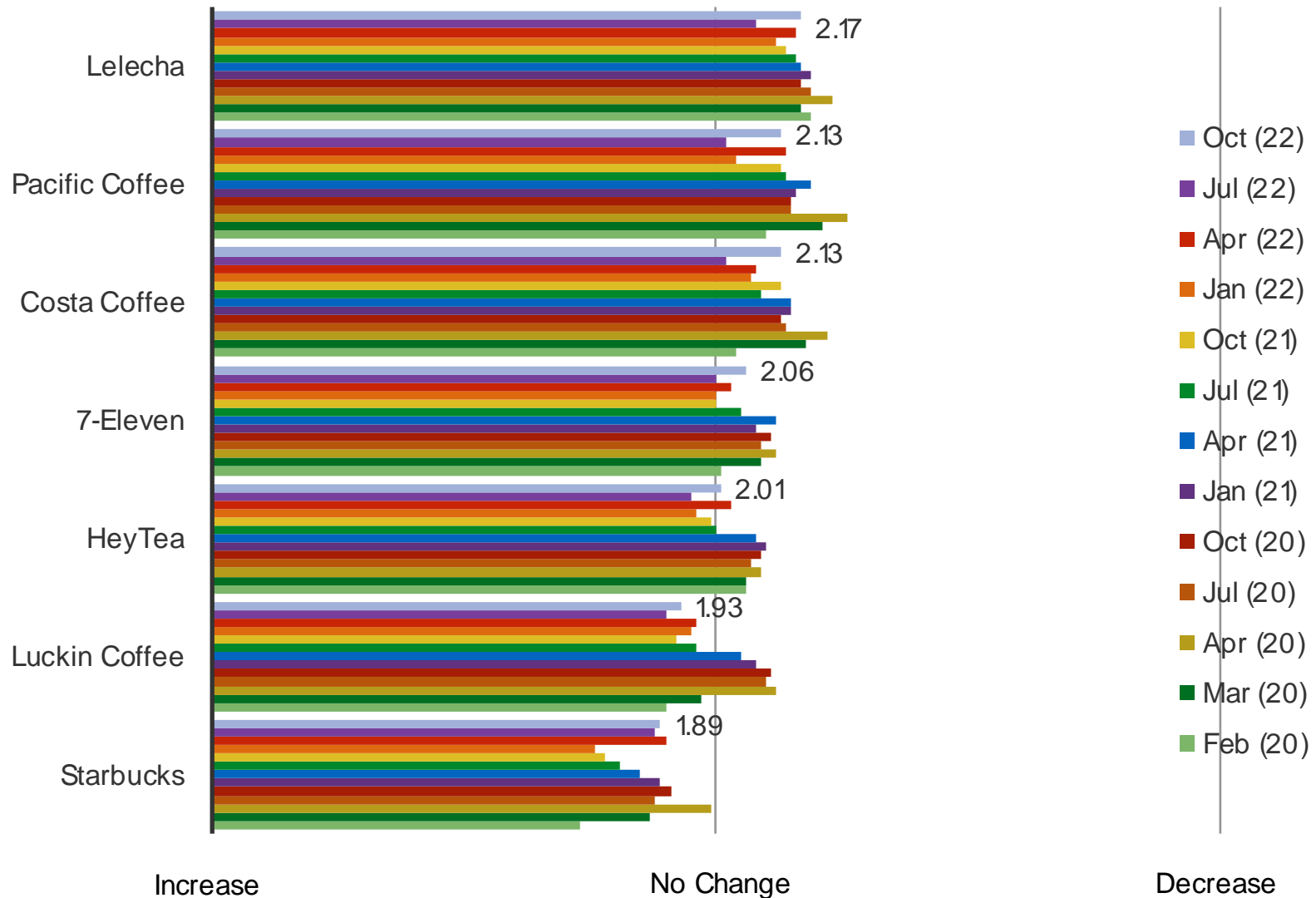
Which of the following do you plan to go less to? (Select all that apply)

ALL RESPONDENTS



Do you plan to increase or decrease spending on coffee and tea at...

ALL RESPONDENTS

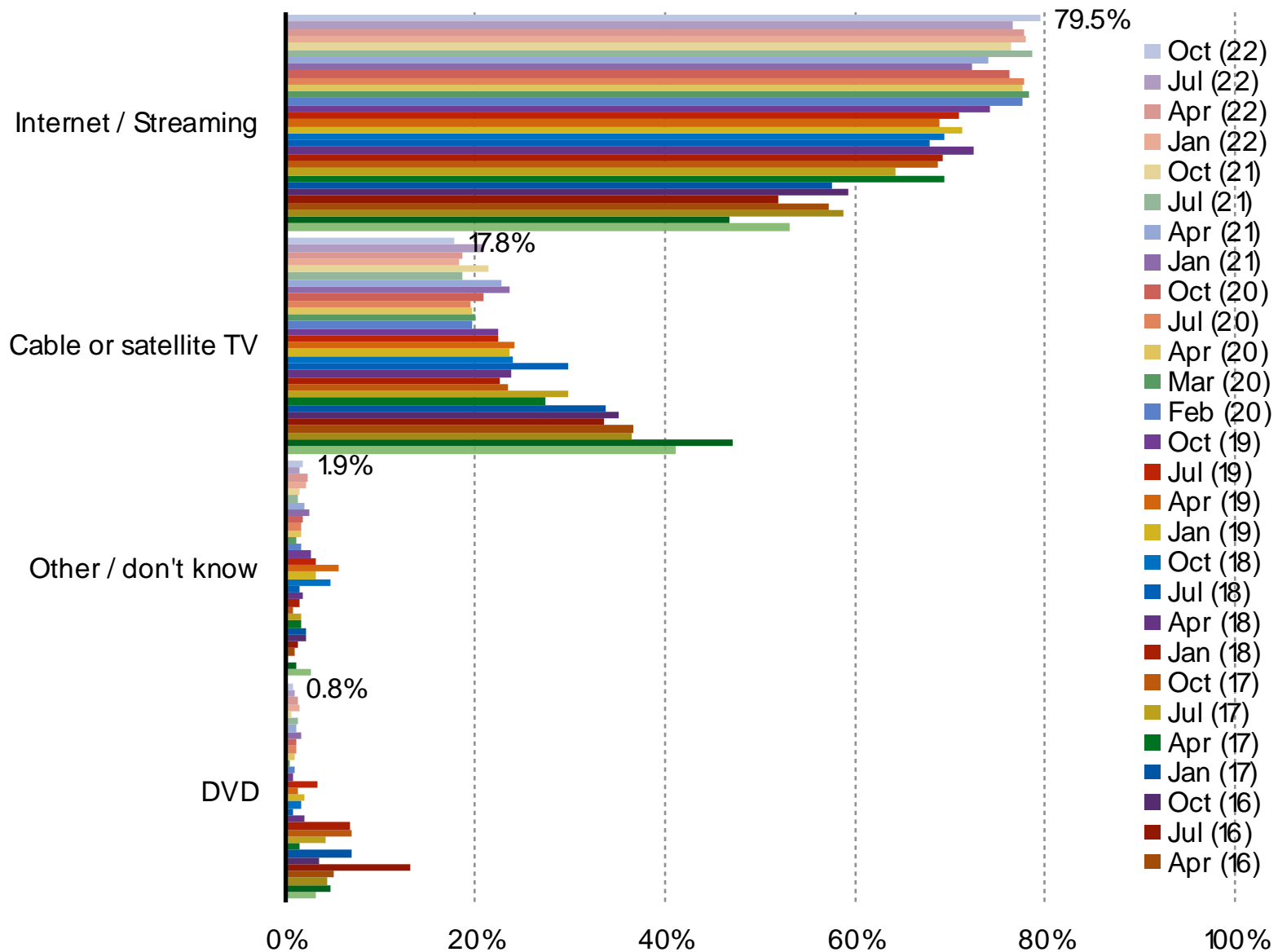


VII

- Covid Sentiment
- Spending Confidence
- China / US Relations
- Food Delivery and Grocery
- Autos and Tesla Demand
- Casual Dining
- Streaming
- Luxury Goods
- Athletic Apparel Brands

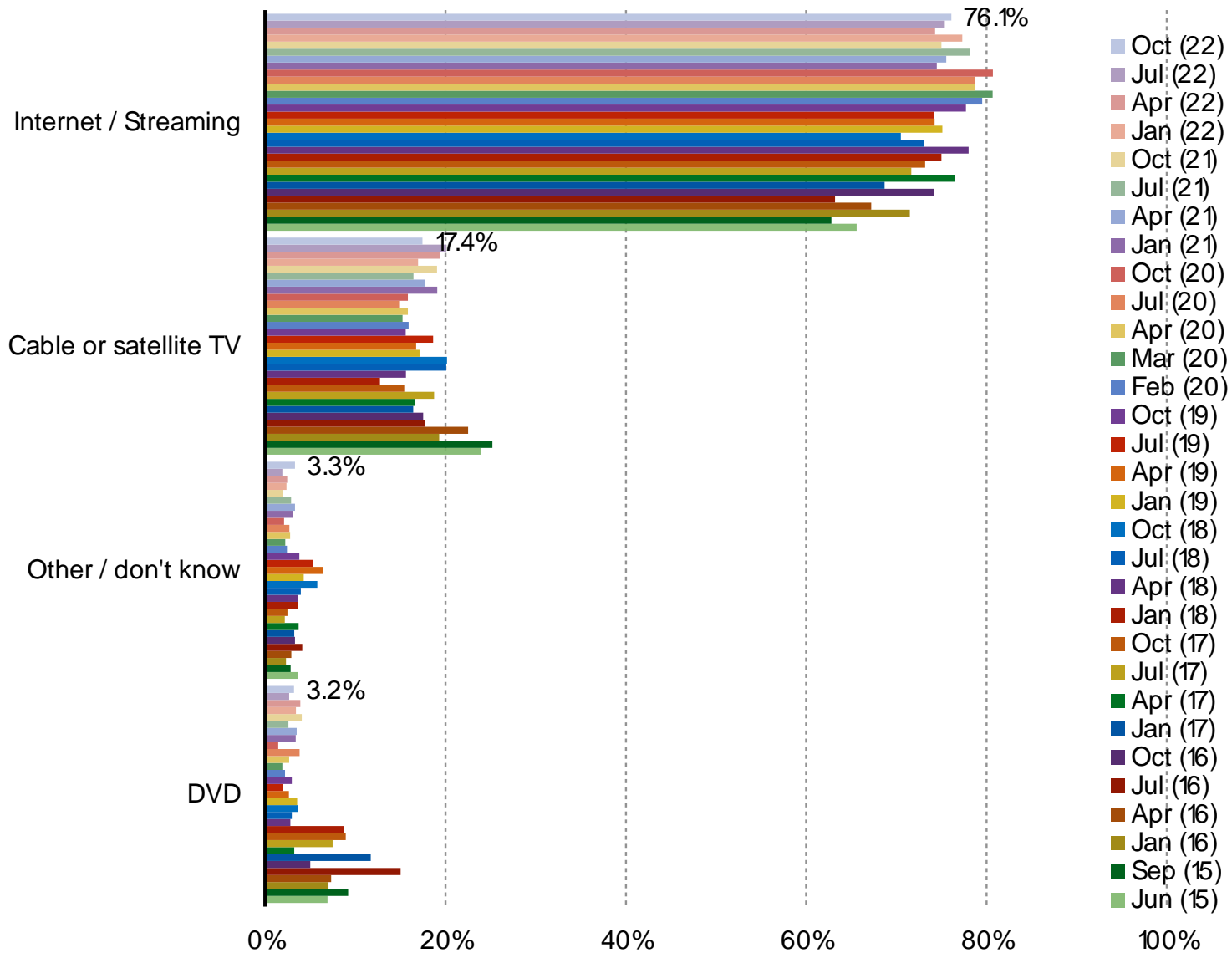
What is your preference for watching TV shows?

ALL RESPONDENTS



What is your preference for watching movies?

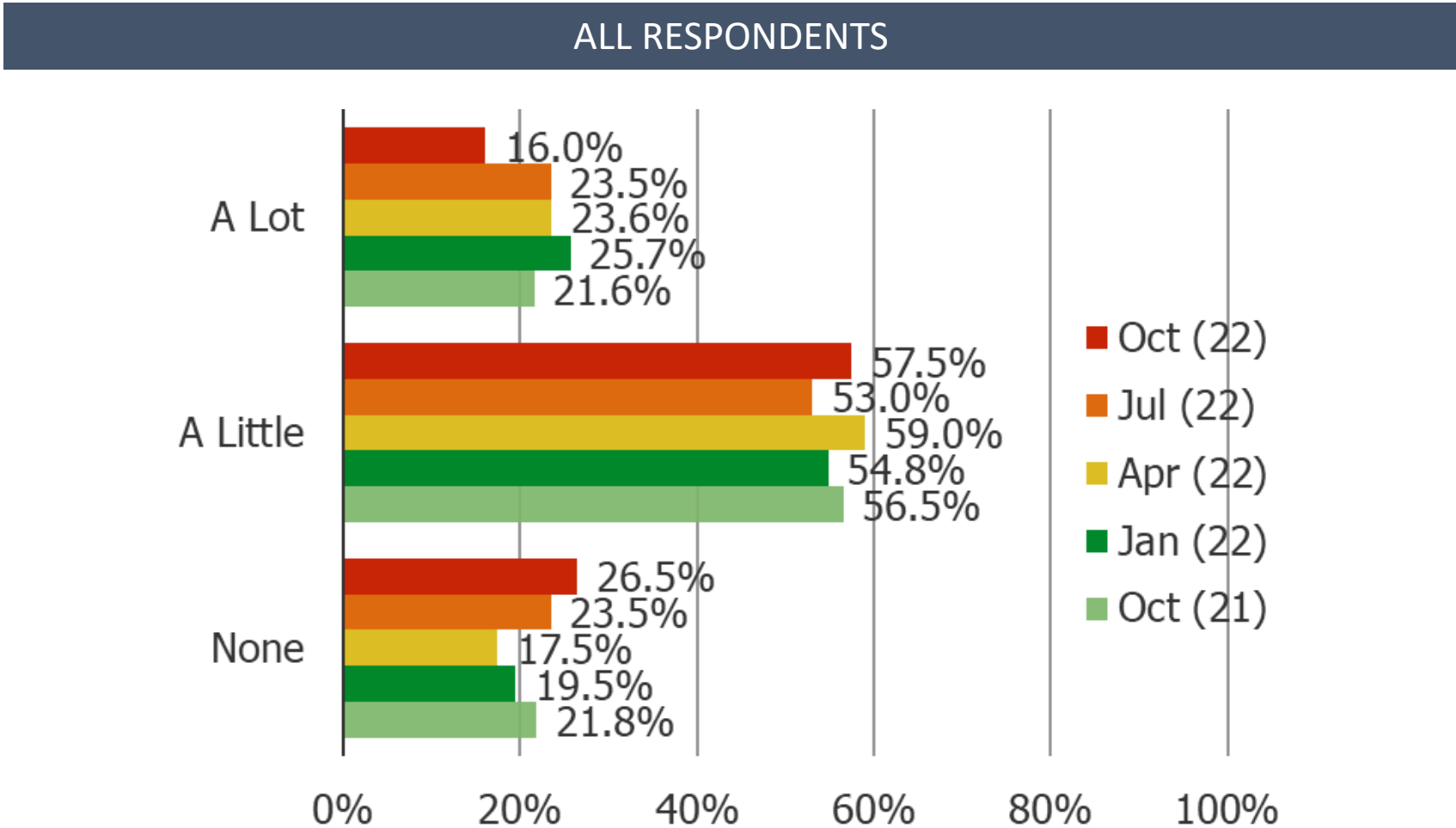
ALL RESPONDENTS



VIII

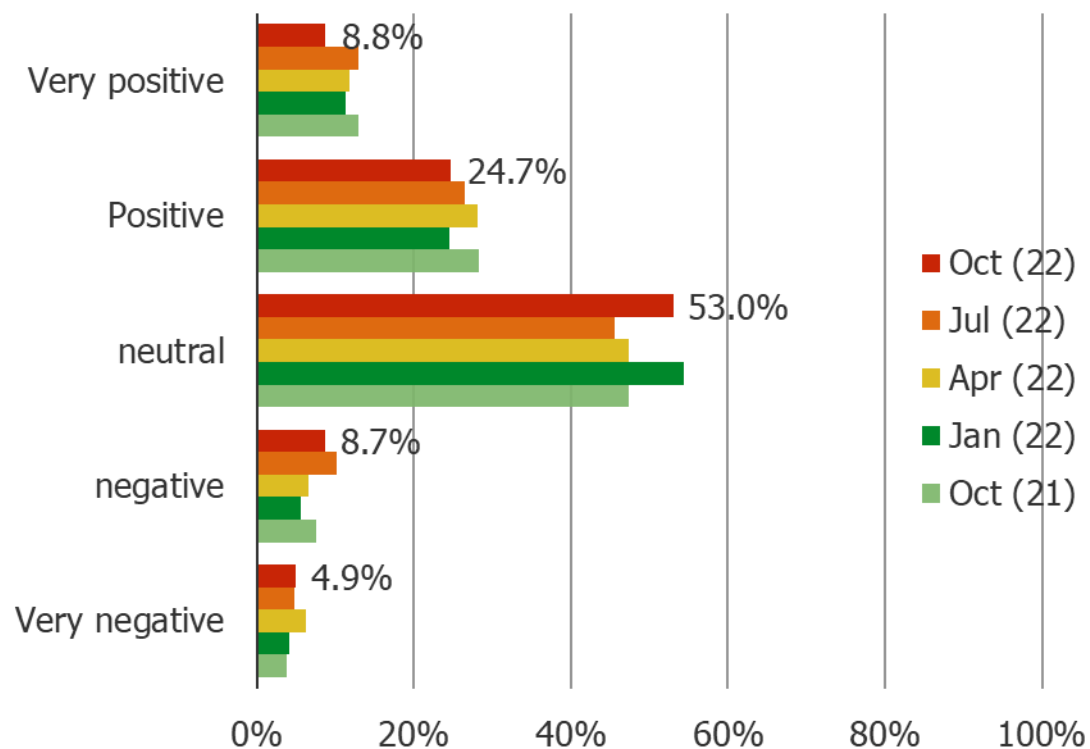
- Covid Sentiment
- Spending Confidence
- China / US Relations
- Food Delivery and Grocery
- Autos and Tesla Demand
- Casual Dining
- Streaming
- Luxury Goods
- Athletic Apparel Brands

Do you own luxury goods?



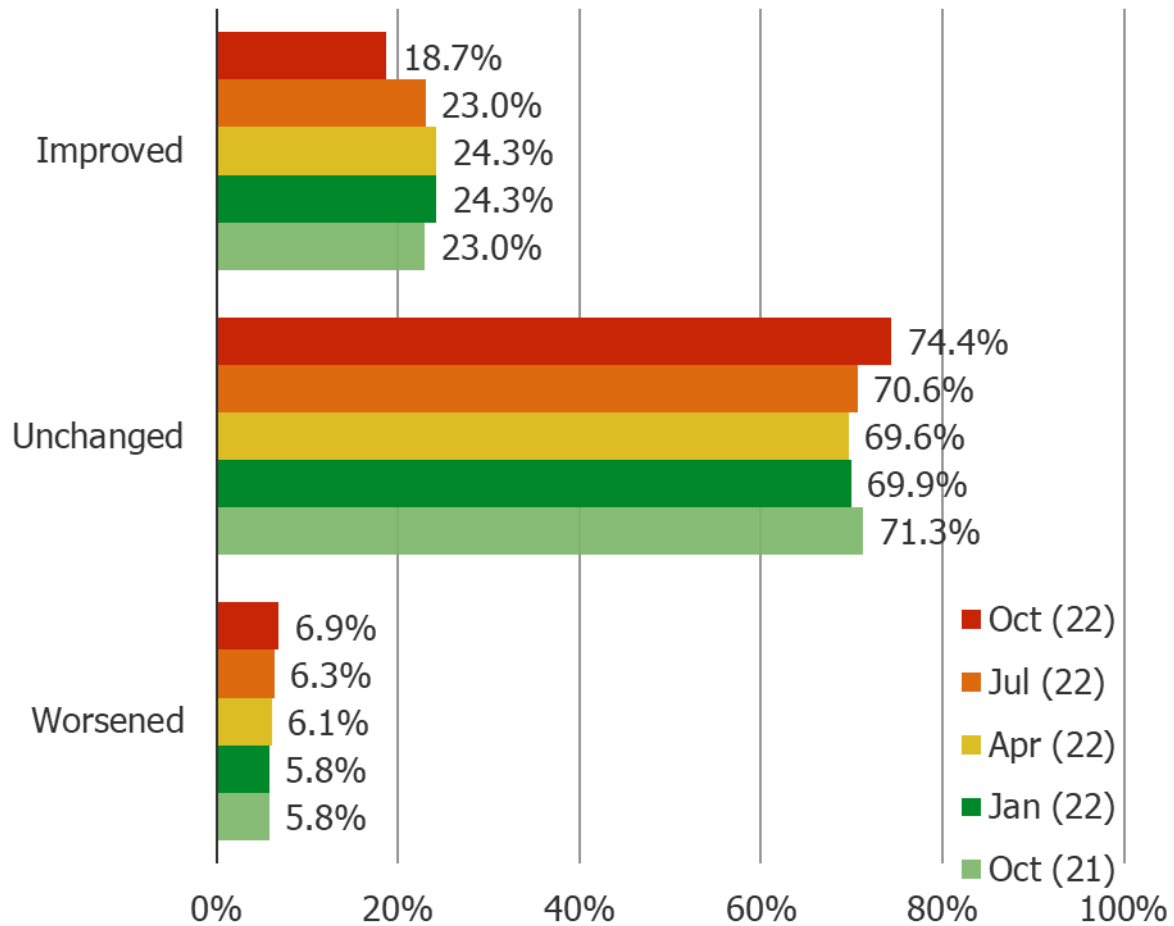
What is your opinion on luxury goods?

ALL RESPONDENTS



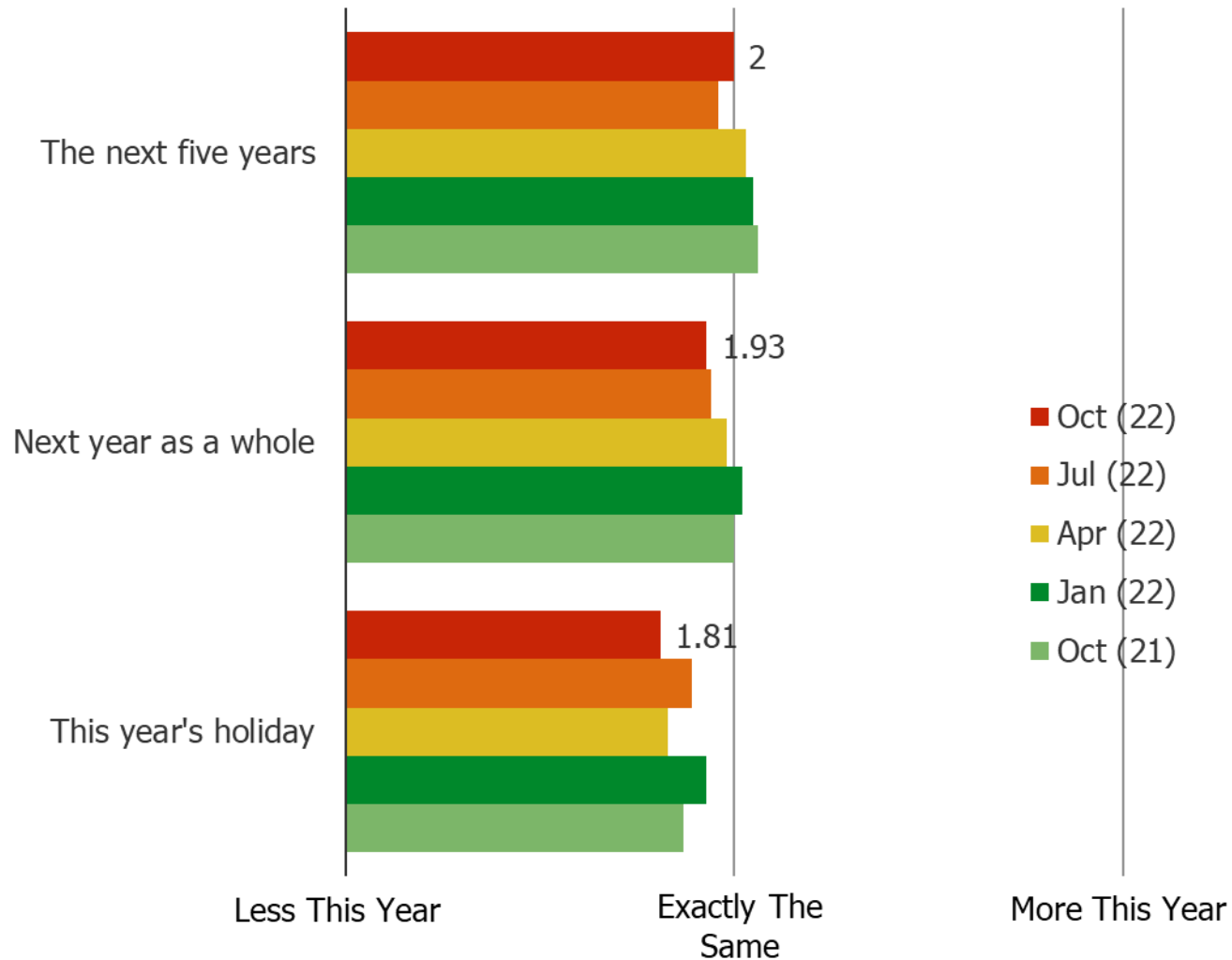
Has your opinion on luxury goods changed recently?

ALL RESPONDENTS



Compared with the amount you usually spend on luxury goods during the following periods, do you think you will spend more, less, or the same?

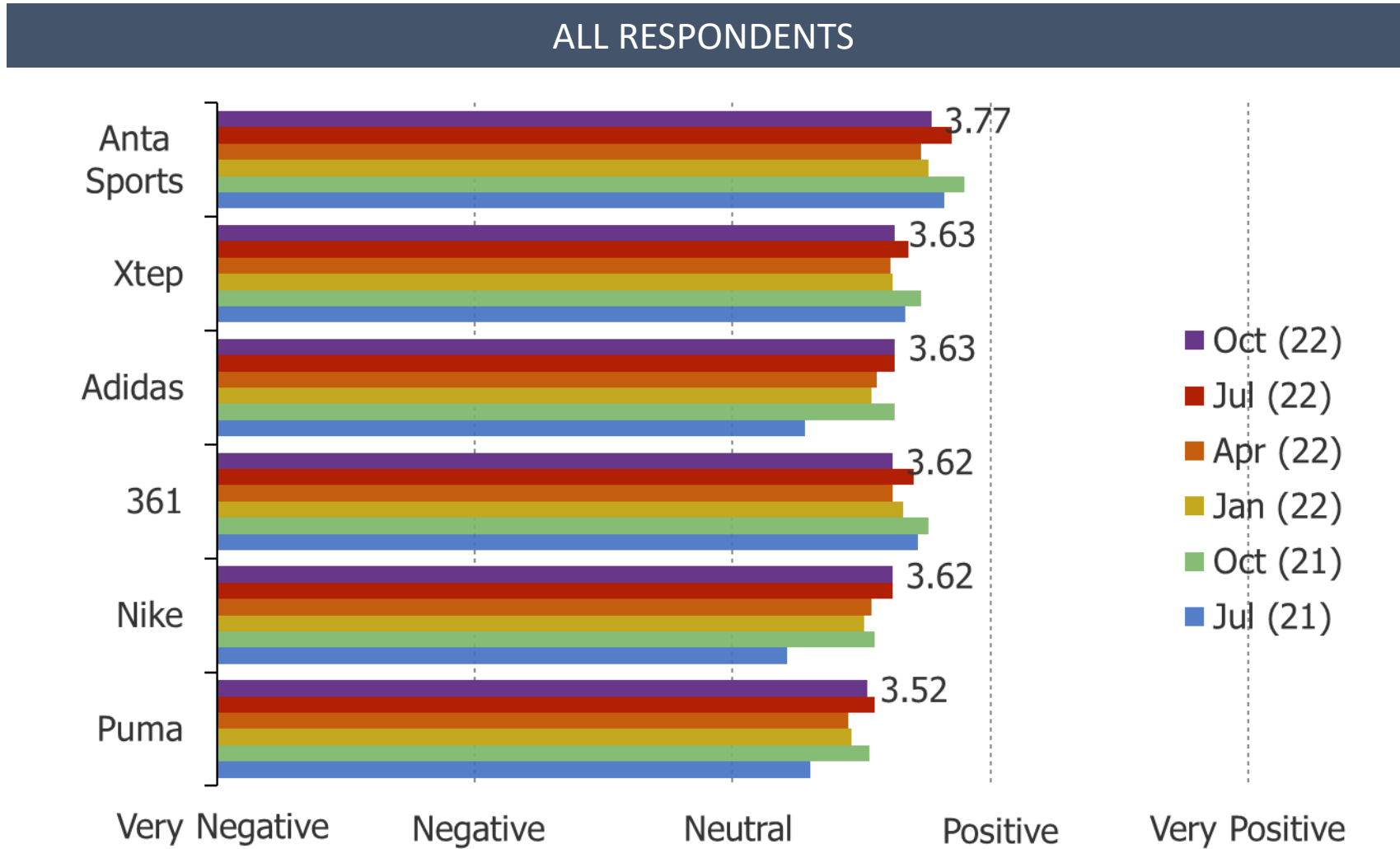
ALL RESPONDENTS



IV

- Covid Sentiment
- Spending Confidence
- China / US Relations
- Food Delivery and Grocery
- Autos and Tesla Demand
- Casual Dining
- Streaming
- Luxury Goods
- Athletic Apparel Brands

What is your opinion of the following brands?



Has your opinion of the following changed recently?

ALL RESPONDENTS

