**Bespoke Market Intelligence** 

# **Consumer Need-To-Have's**

January 2023

Survey of 1,500 US Consumers Balanced to Census

## **Consumer Need-To-Have's**

#### What is your opinion of spending money on the following...

Posed to all respondents (N = 1,500 US Consumers Balanced to Census)

No Interest Nice to Have, But	Not Necessary	Absolutel	y Necessary		
Automobiles	21.3%	30.7%	<u>6</u>	48.0%	0
Streaming Video Platforms (eg, Netflix, Disney+, Hulu, HBO Max, etc)	15.3%	44.70	%	40	.1%
Buying new clothing	13.9%	51.0	)%	3	35.1%
Buying new footwear	15.7%	48.	6%	3	5.7%
Dining out at restaurants	13.1%	53.	7%		33.2%
Travel / Vacation	21.1%		47.0%		32.0%
Streaming Music Platforms (eg, Spotify, Apple Music, etc)	26.1%		45.5%		28.4%
Video Games	37.49	%	38.2%	o de la companya de l	24.5%
Concerts	35.3%	0	46.1	%	18.7%
Food Delivery Apps (eg, DoorDash, Uber Eats, Postmates, Grubhub, etc)	38.6	%	42.	6%	18.8%
Alcohol	41.	1%	38.	6%	20.3%
Sporting Events / Professional Sports Games	40.8	8%	41	.6%	17.6%
Satellite Radio (eg, Sirius XM)	44	.3%		39.1%	16.6%
Ride Hailing Apps (eg, Uber, Lyft, etc)	44	1.7%		38.5%	16.8%
Gym Memberships		49.9%		32.2%	17.9%
Tobacco		55.9%		23.2%	20.9%
Online Dating Platforms (eg, Tinder, Match, Hinge, Bumble, etc)		63.8%		24.6%	6 11.6%
0	% 20	% 40	60	80	0% 100%

## **Consumer Need-To-Have's**

#### What is your opinion of spending money on the following...

Same data as the prior page, but removing people who had no interest)

		ery necessary		Dut not neces.	bul y
Automobiles		61.0% 39,0%		9.0%	
Tobacco		47.5%		52.5%	
Streaming Video Platforms (eg, Netflix, Disney+, Hulu, HBO Max, etc)		47.3%		52.7%	
Buying new footwear	42	.4%		57.6%	
Buying new clothing	40.	8%		59.2%	
Travel / Vacation	40.	5%		59.5%	
Video Games	39.1	۱%		60.9%	
Streaming Music Platforms (eg, Spotify, Apple Music, etc)	38.4	1%		61.6%	
Dining out at restaurants	38.2	2%		61.8%	
Gym Memberships	35.7%	/o		64.3%	
Alcohol	34.5%	0		65.5%	
Online Dating Platforms (eg, Tinder, Match, Hinge, Bumble, etc)	32.0%			68.0%	
Food Delivery Apps (eg, DoorDash, Uber Eats, Postmates, Grubhub, etc)	30.5%			69.5%	
Ride Hailing Apps (eg, Uber, Lyft, etc)	30.4%			69.6%	
Satellite Radio (eg, Sirius XM)	29.8%			70.2%	
Sporting Events / Professional Sports Games	29.7%			70.3%	
Concerts	28.9%			71.1%	
09	% 20	% 40	)% 60	)% 8	30% 10

#### Absolutely Necessary Nice to Have, But Not Necessary

### **Consumer Need-To-Have's**

#### How upset would you be if you lost access to the following?

Posed to all respondents (N = 1,500 US Consumers Balanced to Census) \*If respondents selected NA for a particular row, they were not included in the calculation

Not upset at all Somewhat upset Very upset

	I I			1		
Automobiles	19.7%	30.6%	49.7%			
Tobacco	23.9%	39.3%	36	.9%		
Streaming Video Platforms (eg, Netflix, Disney+, Hulu, HBO Max, etc)	26.9%	39.6%	3	3.5%		
Buying new footwear	24.5%	44.6%		30.9%		
Dining out at restaurants	26.4%	40.8%		2.8%		N =
	20.4%	40.8%		2.0%0	Satellite Radio (eg, Sirius XM)	
Travel / Vacation	27.0%	39.9%	3	3.1%	Ride Hailing Apps (eg, Uber, Lyft, etc)	
Buying now elething	25.1%	44.9%		30.0%	Food Delivery Apps (eg, DoorDash, Uber Eats, Postmates, Grubhub, etc)	
Buying new clothing	23.1%	44.9%		30.0%	Online Dating Platforms (eg, Tinder, Match, Hinge, Bumble, etc)	
Video Games	31.6%	37.2%		31.2%	Concerts	
		40.000		27.00/	Gym Memberships	
Alcohol	31.9%	40.3%		27.8%	Sporting Events / Professional Sports Games	
Streaming Music Platforms (eg, Spotify, Apple Music, etc)	33.8%	36.5%		29.7%	Streaming Music Platforms (eg, Spotify, Apple Music, etc)	
					Alcohol	
Sporting Events / Professional Sports Games	33.6%	41.3%		25.1%	Video Games	
Gym Memberships	37.7	37.39		25.1%	Buying new clothing	
, ,					Travel / Vacation	
Concerts	35.39	6 <b>42.2</b> %	o l	22.6%	Dining out at restaurants	
Online Dating Platforms (eg, Tinder, Match, Hinge, Bumble, etc)	41	8% 36	.7%	21.5%	Buying new footwear	
onine buding hadomis (eg, midel, haddi, hinge, buniste, etc)		50		21.570	Streaming Video Platforms (eg, Netflix, Disney+, Hulu, HBO Max, etc)	
Food Delivery Apps (eg, DoorDash, Uber Eats, Postmates, Grubhub, etc)	41.	5% 36.	8%	21.8%	Tobacco	
Ride Hailing Apps (eg, Uber, Lyft, etc)	41.	8% 38	.0%	20.2%	Automobiles	
Satellite Radio (eg, Sirius XM)	4	6.6%	33.9%	19.5%		
				191970		
0'	% 20	% 40% 60	9% 80	% 100	%	