

**Bespoke Market Intelligence**

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

**January 2023**

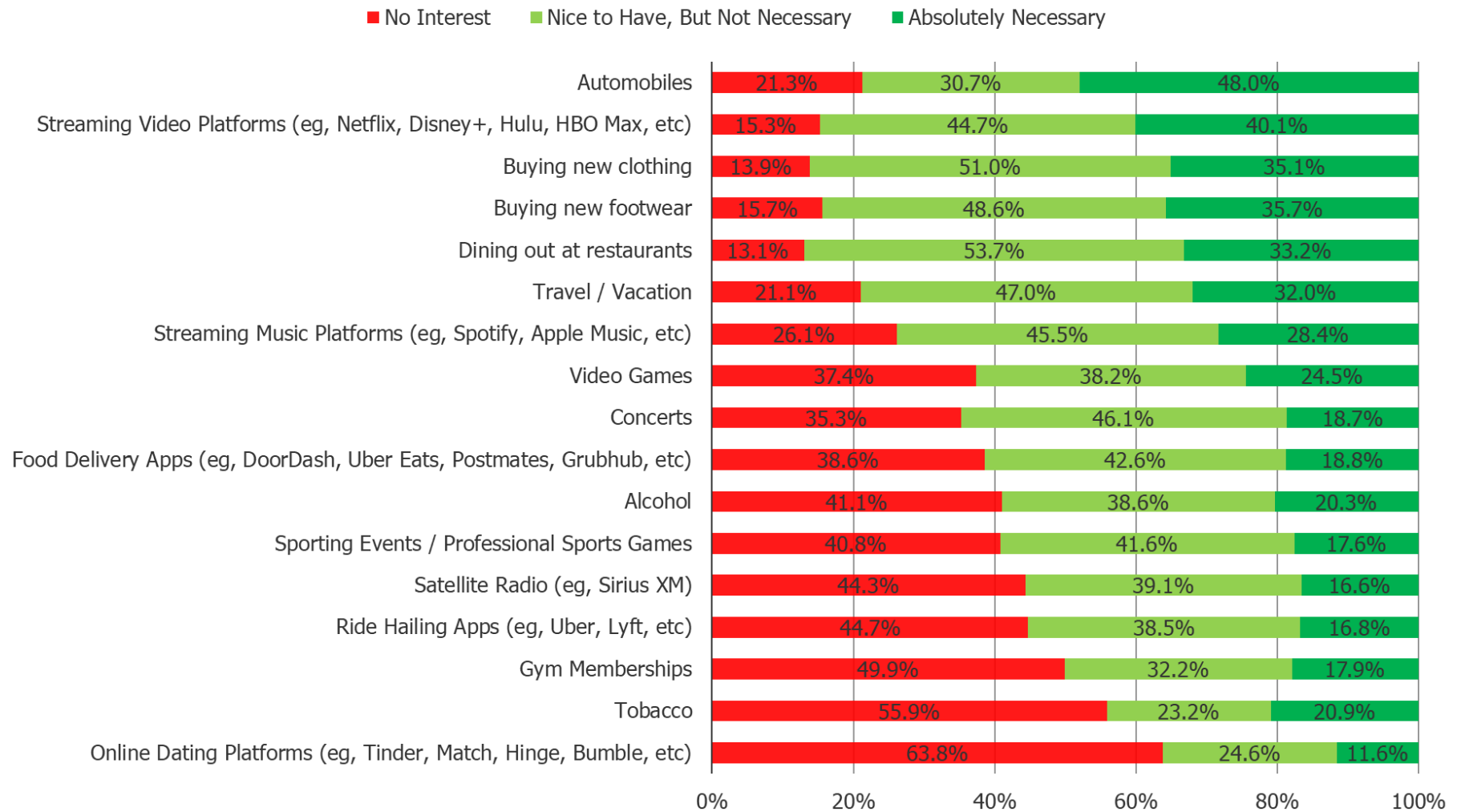
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**Survey of 1,500 US Consumers Balanced to Census**

# Consumer Need-To-Have's

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

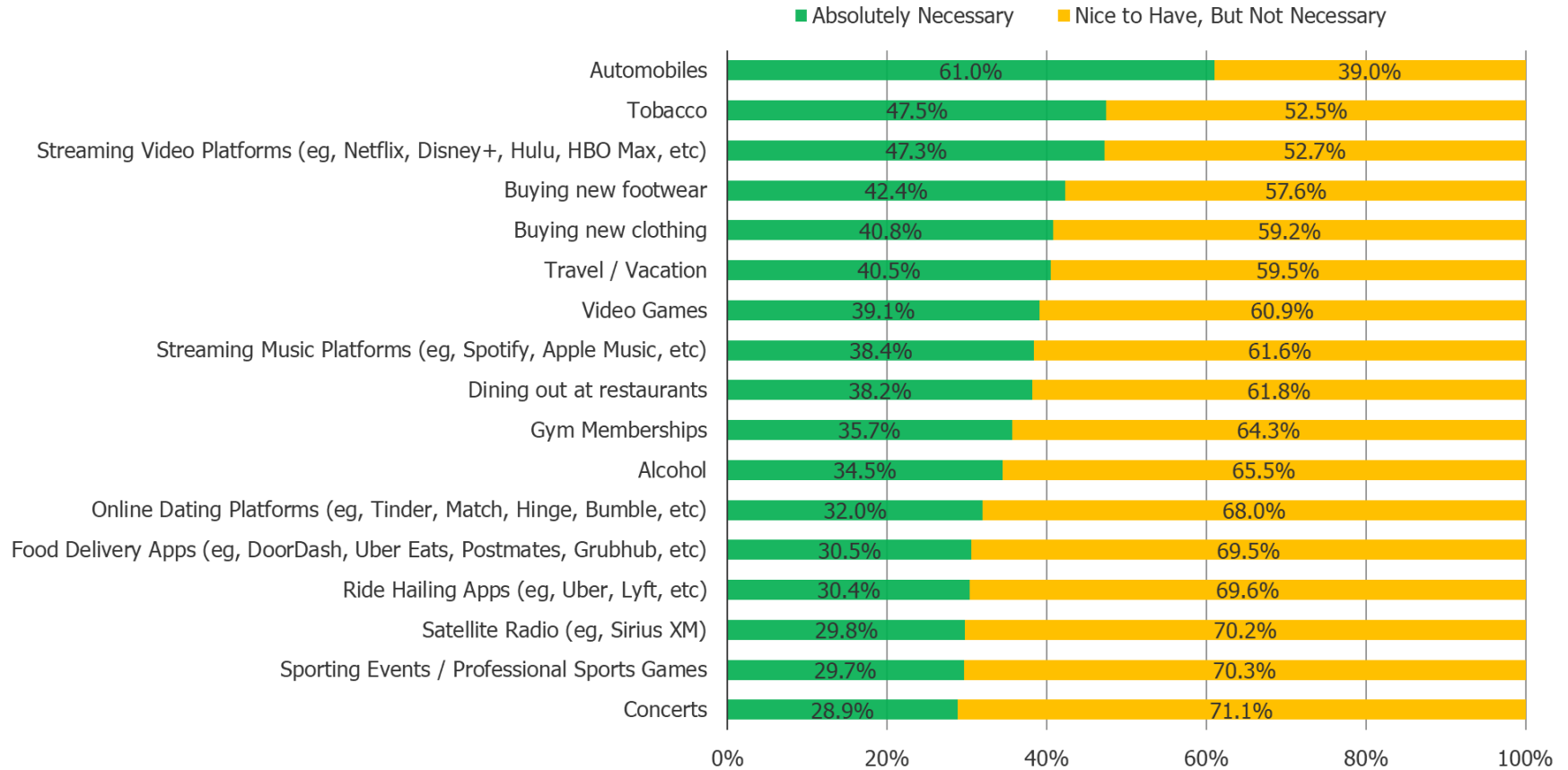
Posed to all respondents (N = 1,500 US Consumers Balanced to Census)



# 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)



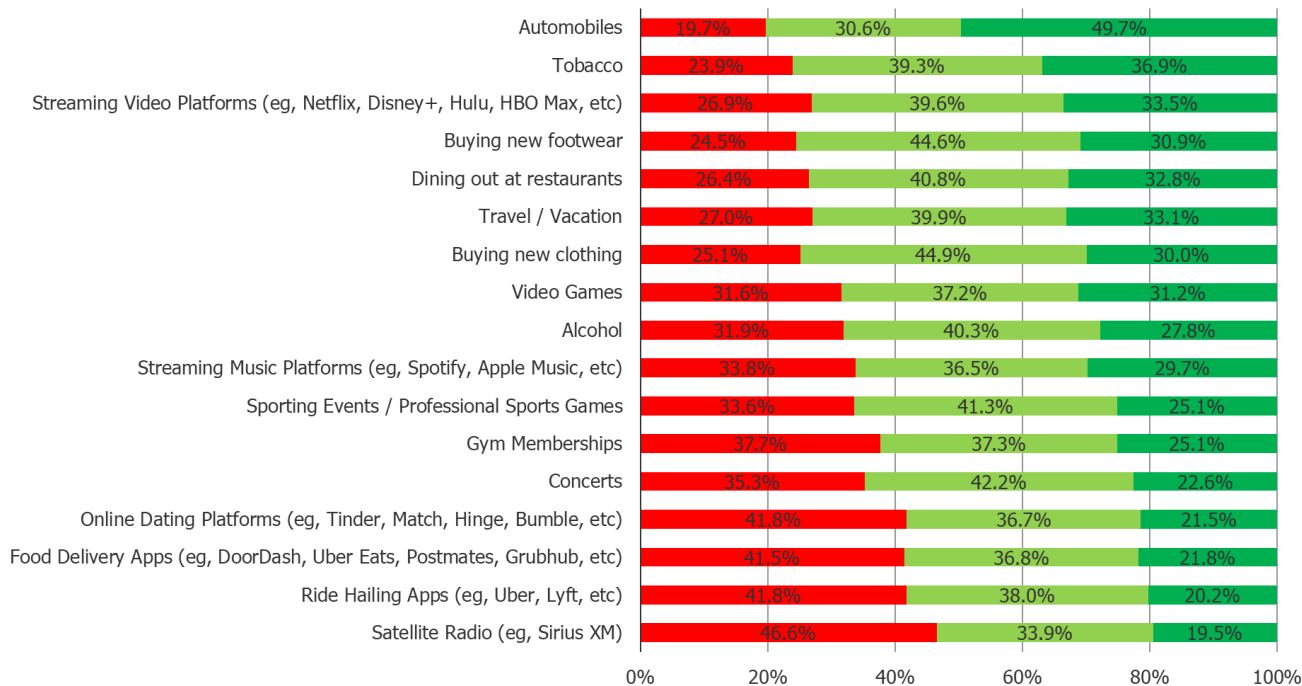
# Consumer Need-To-Have's

## 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



	N =
Satellite Radio (eg, Sirius XM)	846
Ride Hailing Apps (eg, Uber, Lyft, etc)	840
Food Delivery Apps (eg, DoorDash, Uber Eats, Postmates, Grubhub, etc)	933
Online Dating Platforms (eg, Tinder, Match, Hinge, Bumble, etc)	550
Concerts	984
Gym Memberships	762
Sporting Events / Professional Sports Games	900
Streaming Music Platforms (eg, Spotify, Apple Music, etc)	1123
Alcohol	896
Video Games	952
Buying new clothing	1309
Travel / Vacation	1200
Dining out at restaurants	1321
Buying new footwear	1282
Streaming Video Platforms (eg, Netflix, Disney+, Hulu, HBO Max, etc)	1288
Tobacco	670
Automobiles	1196