

Bespoke Market Intelligence

Business Confidence Survey

January 2023

Survey of...

22 Travel Agents

13 Realtors

20 Restaurant Owners

Key Takeaways

Business Confidence

- Restaurant Owners and Travel Agents are very positive about current customer demand and are generally more positive about demand than realtors.
- Travel Agents have very positive demand expectations for the next 12 months (stronger than restaurant owners and realtors).
- Restaurant owners are the most likely to flag input costs. 83% said input costs increased significantly over the past year.

Ad Spending

- Aggregating all respondents in our survey: folks who advertise with Google, Instagram, and Facebook are more likely to expect to increase spending compared to those who expect to decrease spending.

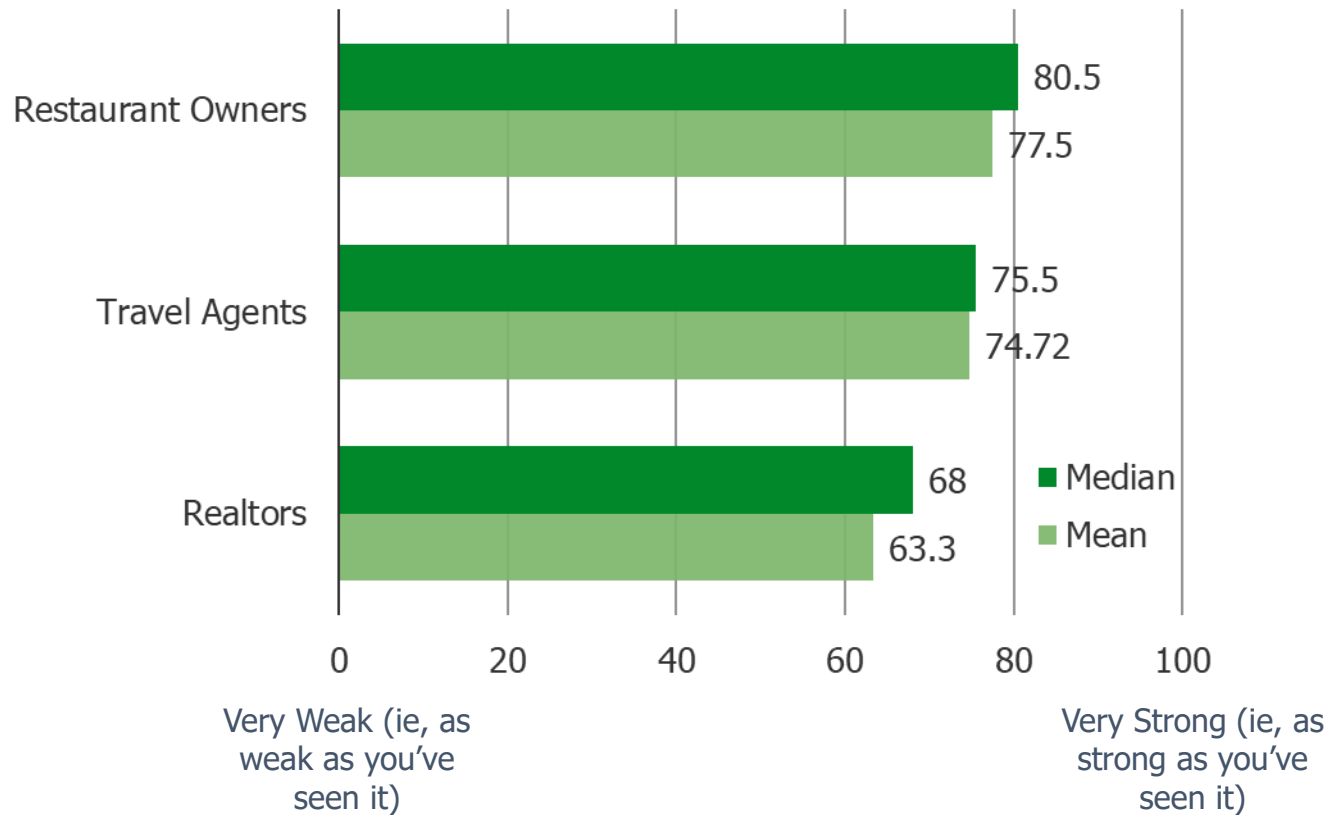
Software Spending

- Aggregating all respondents in our survey: respondents who pay to use Quickbooks, GoDaddy, and DocuSign are more likely to expect to increase spending than those who expect to decrease.
- For Adobe, the % who expect to increase and decrease spending is identical.
- For Zoom, the percentage who expect to decrease spending outweighs the percentage who expects to increase spending.

Business Confidence | Survey

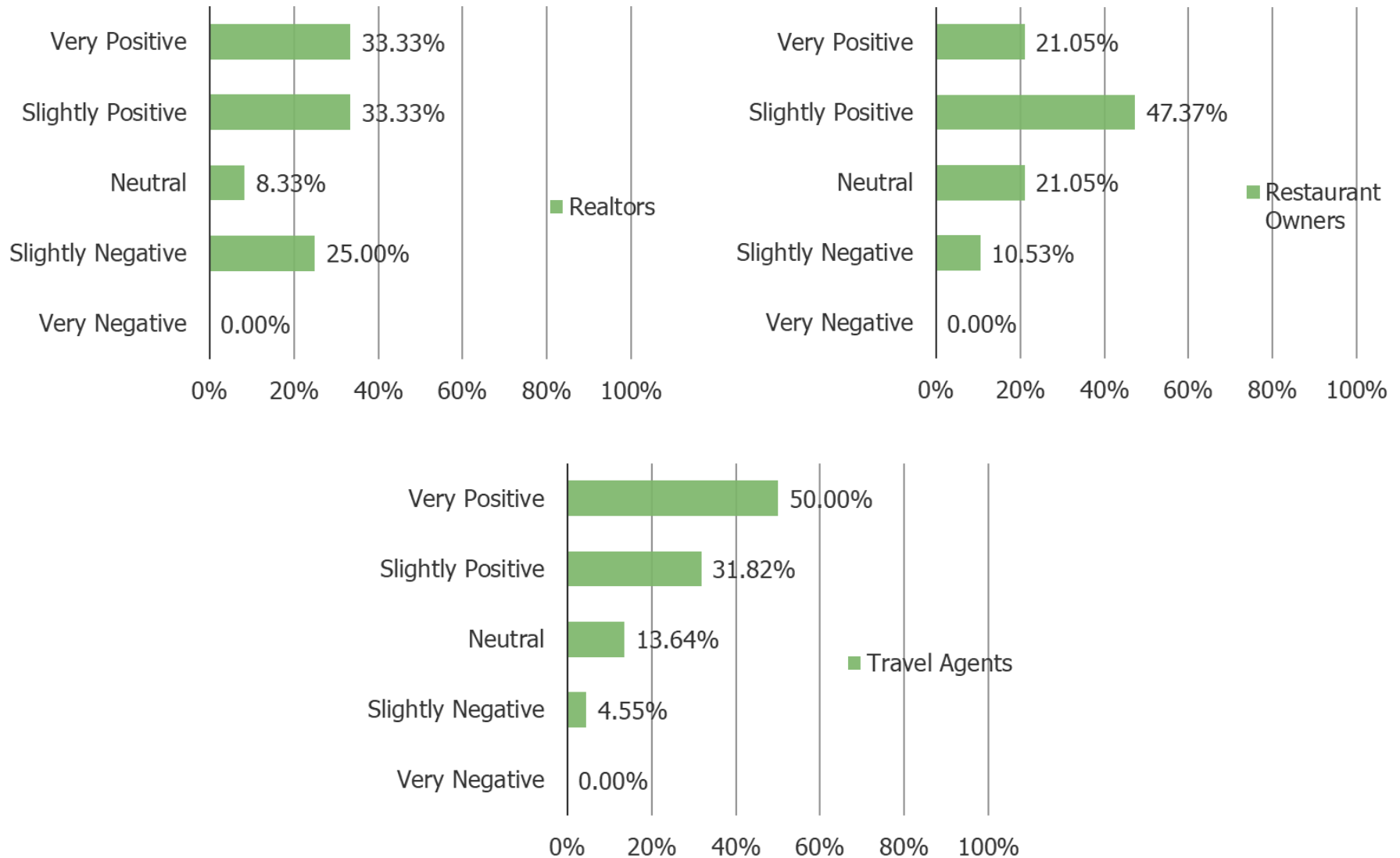
Would you characterize current demand for your company's products and/or services as...

Travel Agents (N = 22), Realtors (N = 13), Restaurant Owners (N = 20)



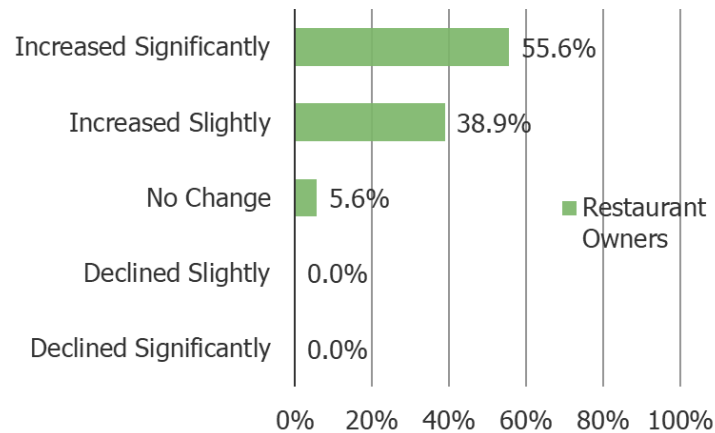
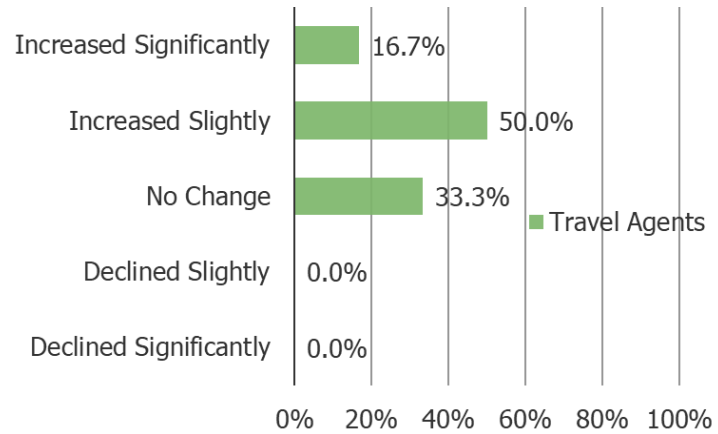
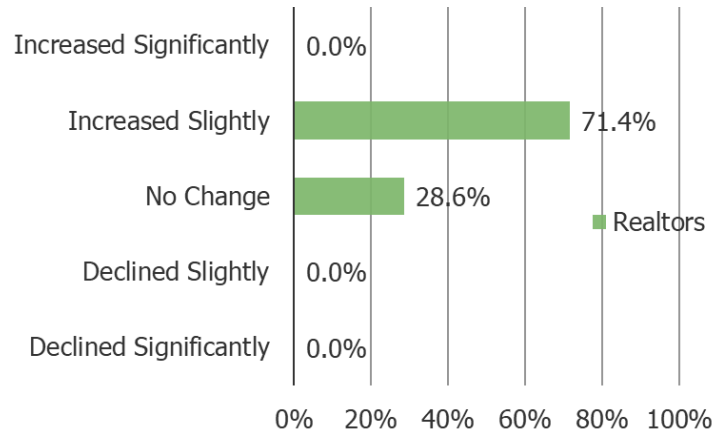
What is your view toward demand for your company's products and/or services for the next twelve-month period?

Travel Agents (N = 22), Realtors (N = 13), Restaurant Owners (N = 20)



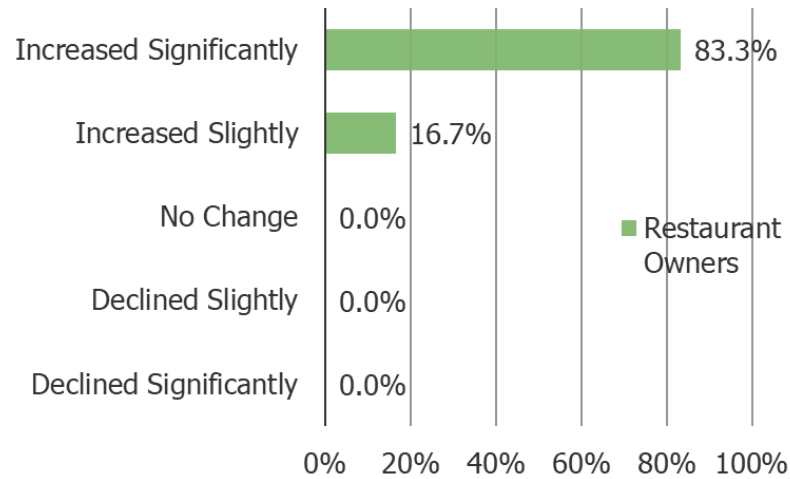
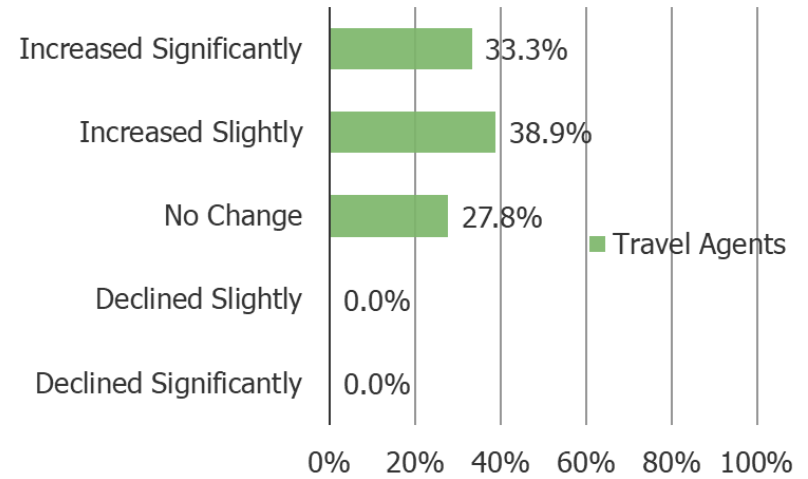
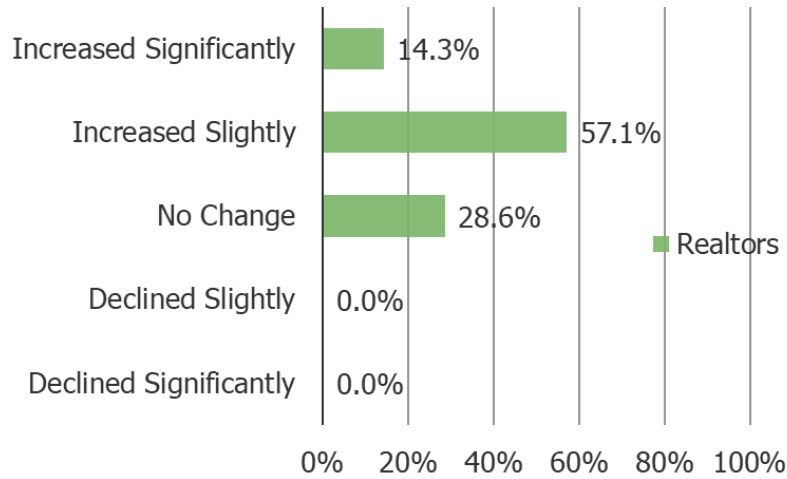
Have input costs changed over the past three months...

Travel Agents (N = 22), Realtors (N = 13), Restaurant Owners (N = 20)



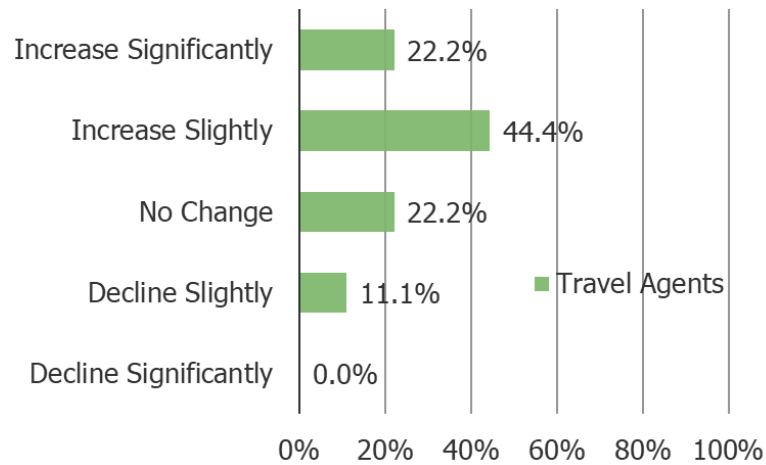
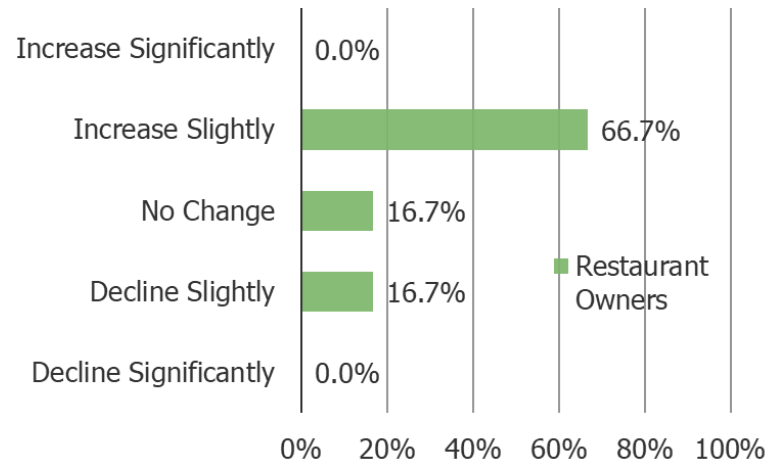
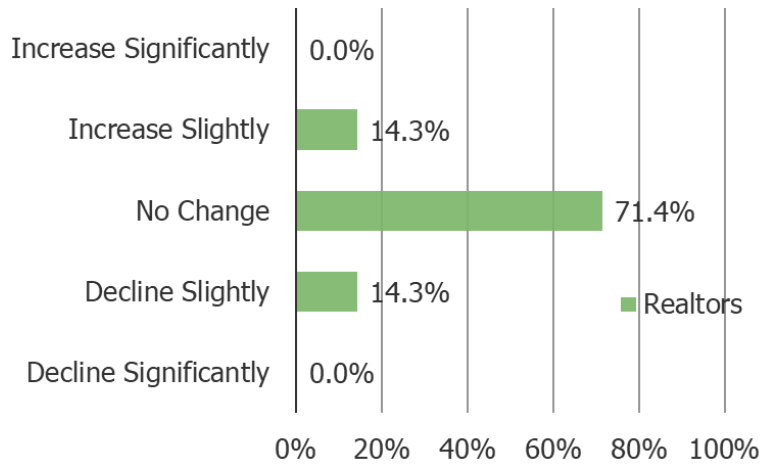
Have input costs changed over the past year...

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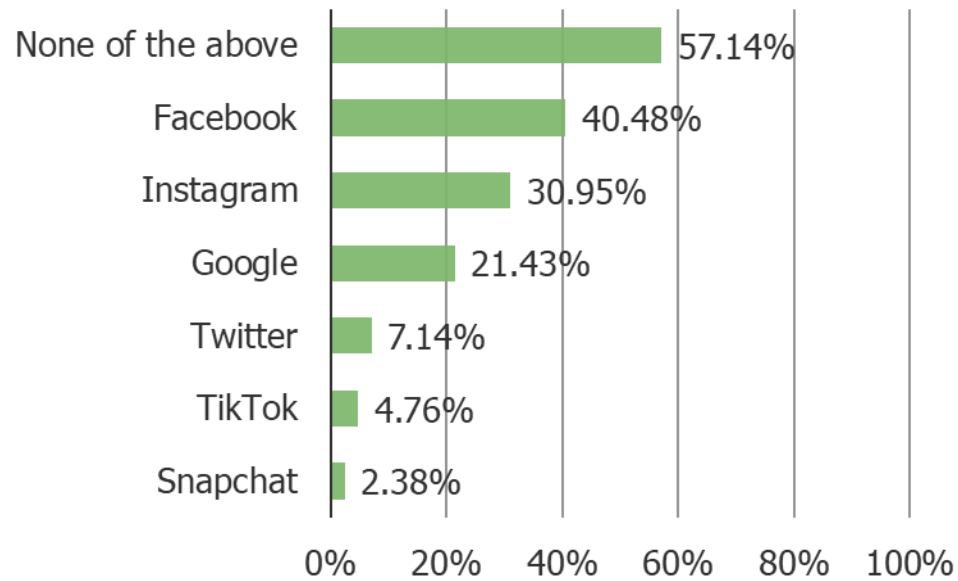
Over the next 12 months, do you expect your company's headcount to...

Travel Agents (N = 22), Realtors (N = 13), Restaurant Owners (N = 20)



Does your company currently pay to advertise with any of the following platforms? Select ALL that apply

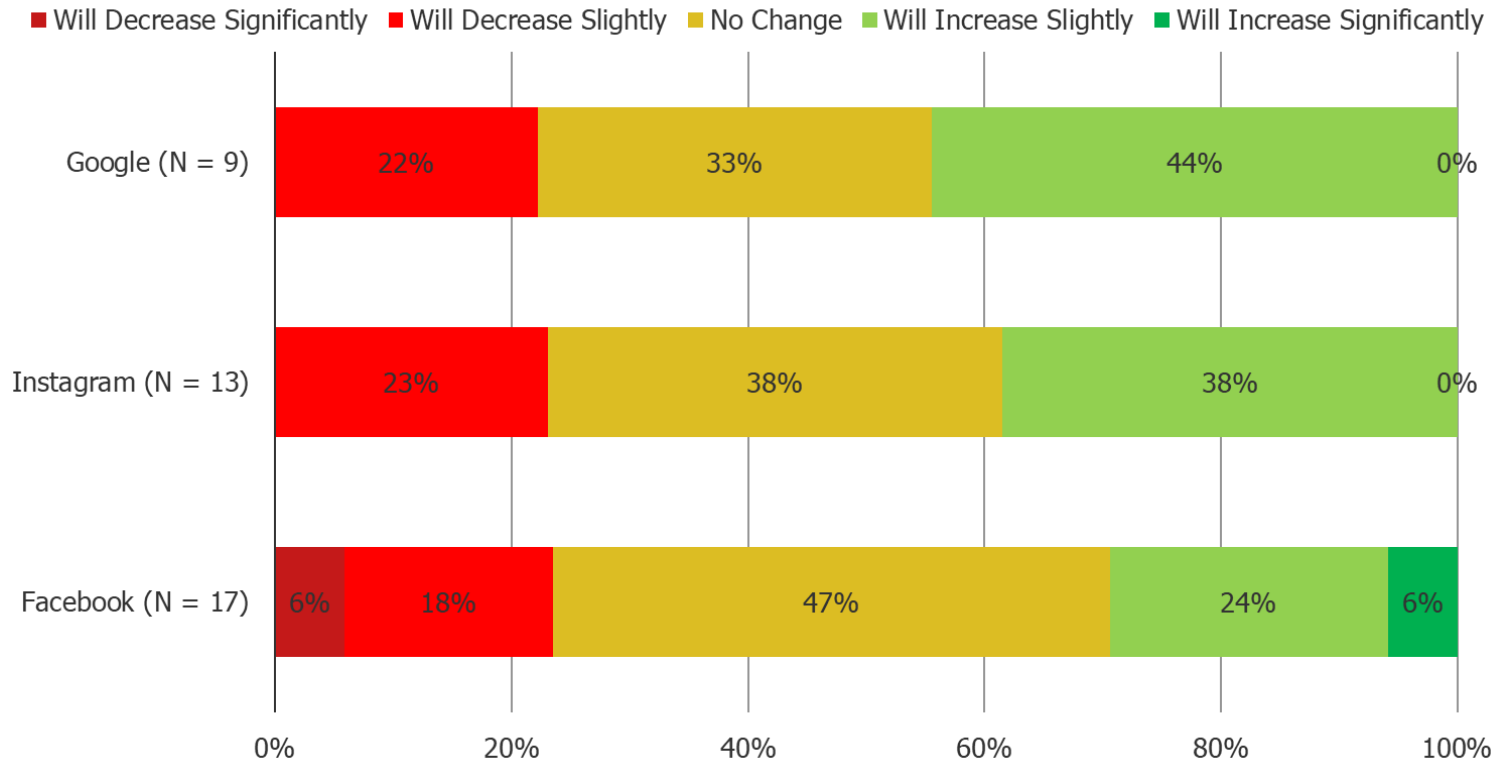
Posed to all respondents. (Combining all respondents – travel agents, realtors, and restaurant owners – N=42)



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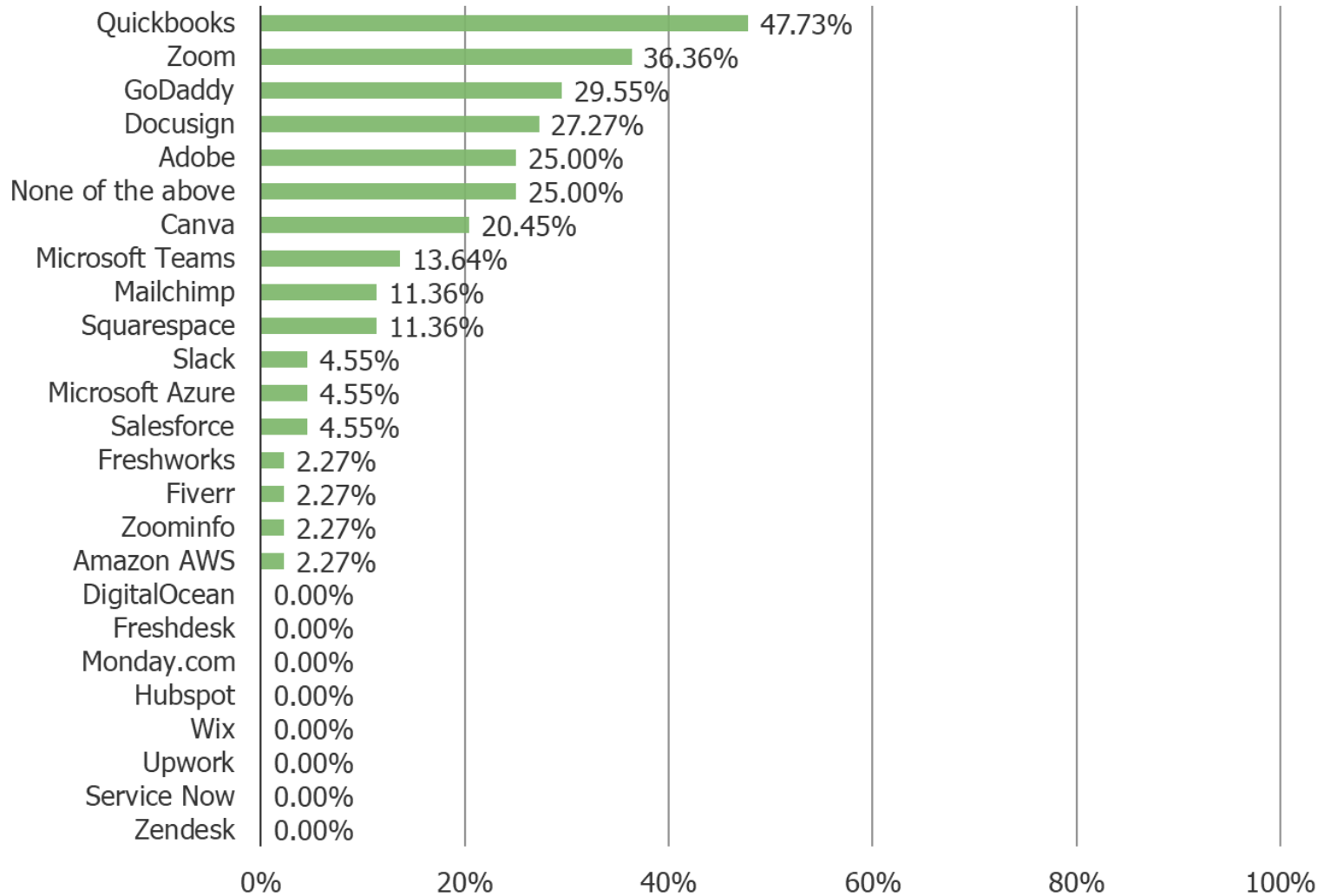
How will your company's spending to advertise on the following change in the next 12 months compared to the prior 12 months?

Posed to all respondents. (Combining all respondents – travel agents, realtors, and restaurant owners – N=42)



Does your company currently pay to use any of the following? Select ALL that apply

Posed to all respondents. (Combining all respondents – travel agents, realtors, and restaurant owners – N=44)



How will your company's spending on the following change in the next 12 months compared to the prior 12 months?

Posed to all respondents. (Combining all respondents – travel agents, realtors, and restaurant owners – N=44)

