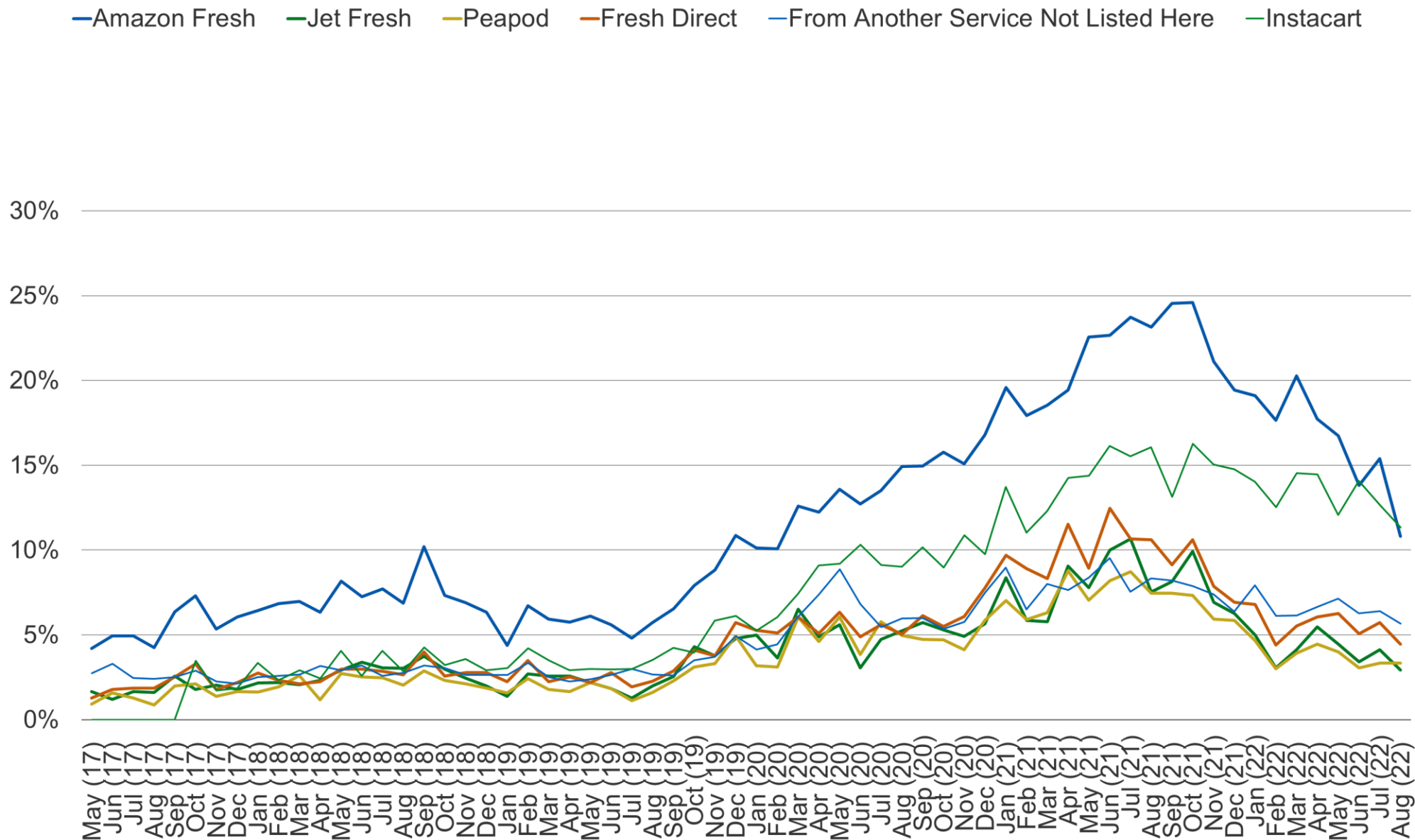

MONTHLY SURVEY: INFLECTION FLAGS

September 2022

BESPOKE MARKET INTELLIGENCE

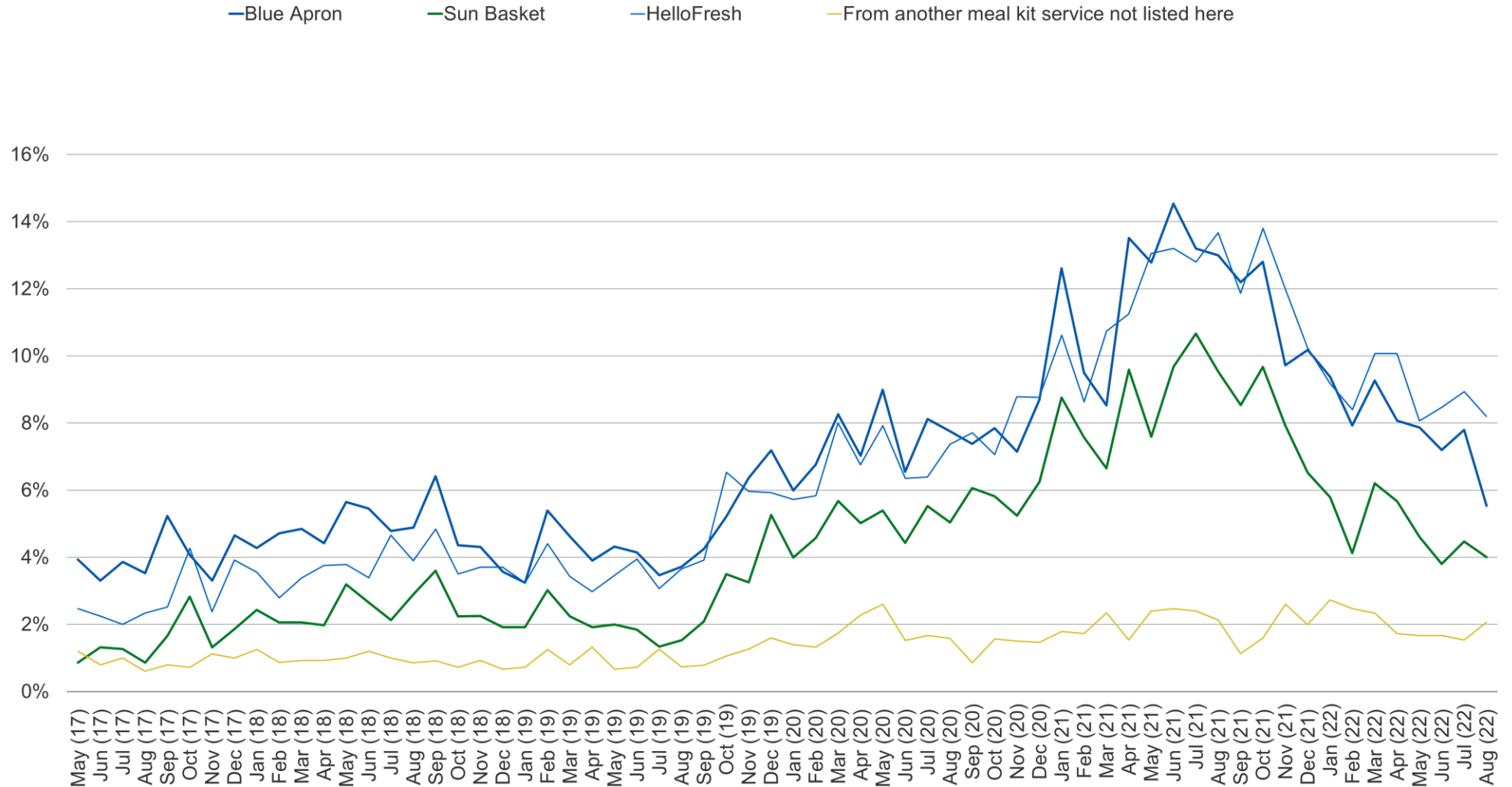
Have you gotten groceries delivered in the past month from any of the following?

Posed to all respondents.



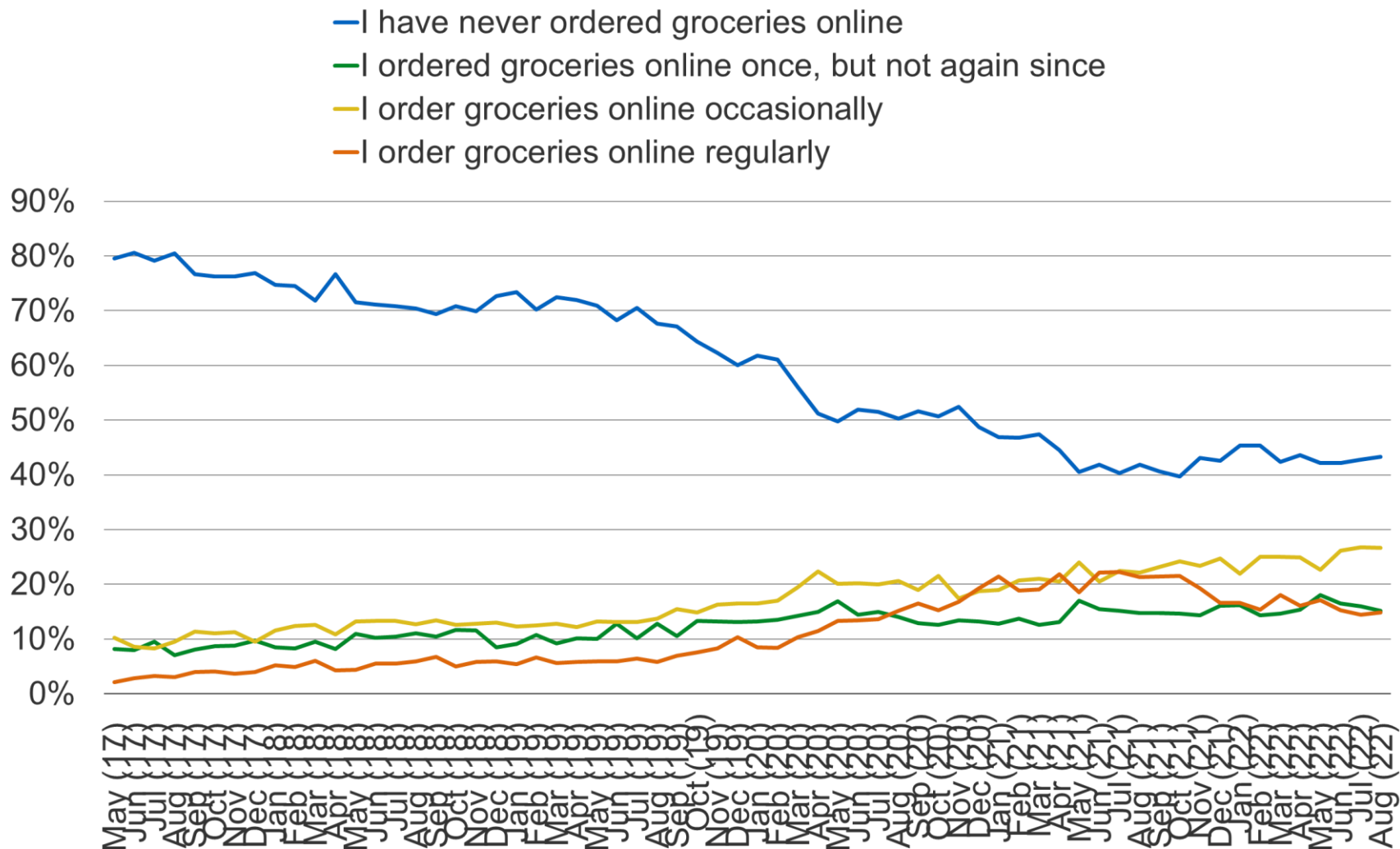
Have you gotten meal kits delivered from any of the following in the past month?

Posed to all respondents.



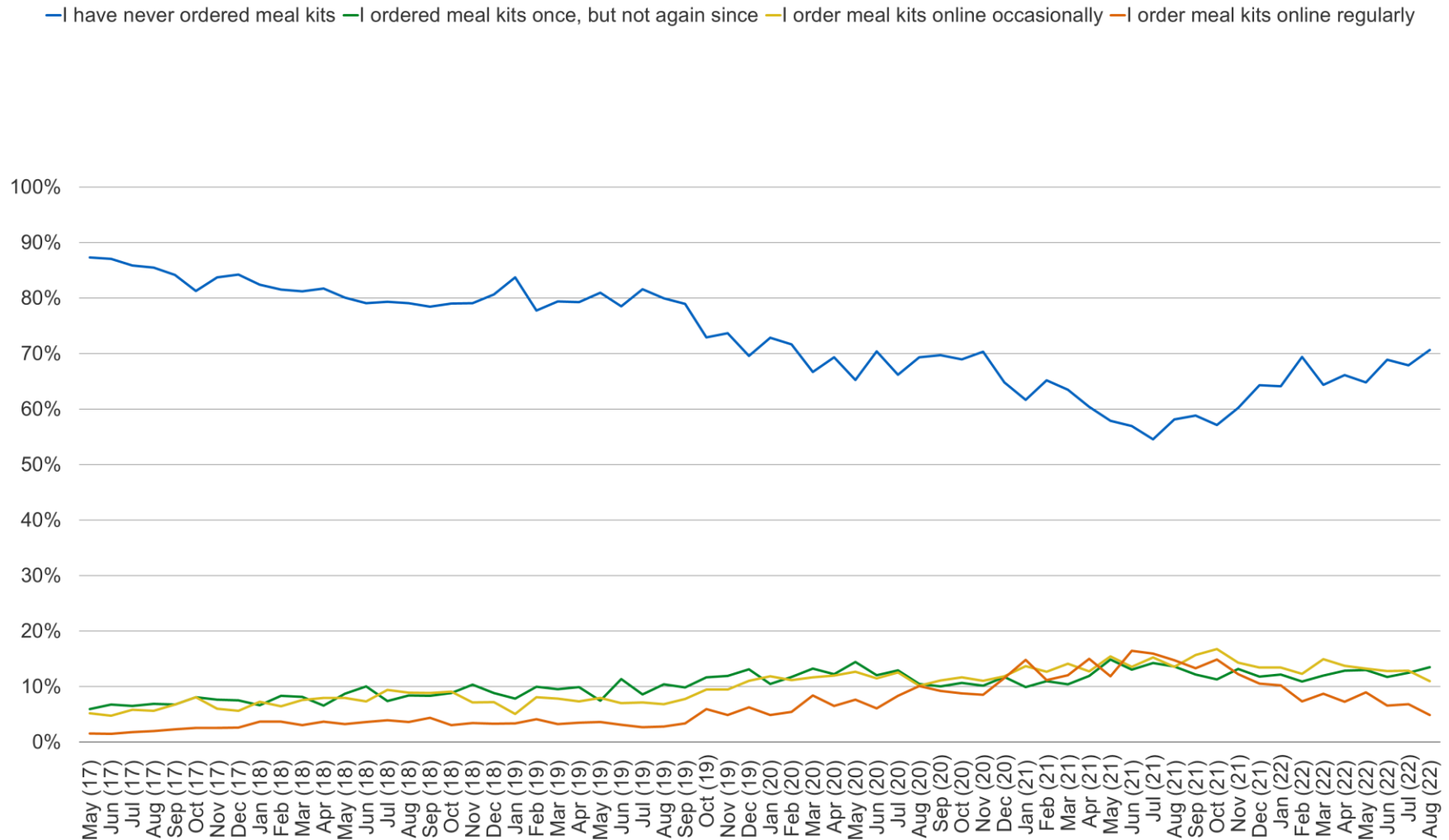
Please characterize your experience with ordering groceries online:

Posed to all respondents.



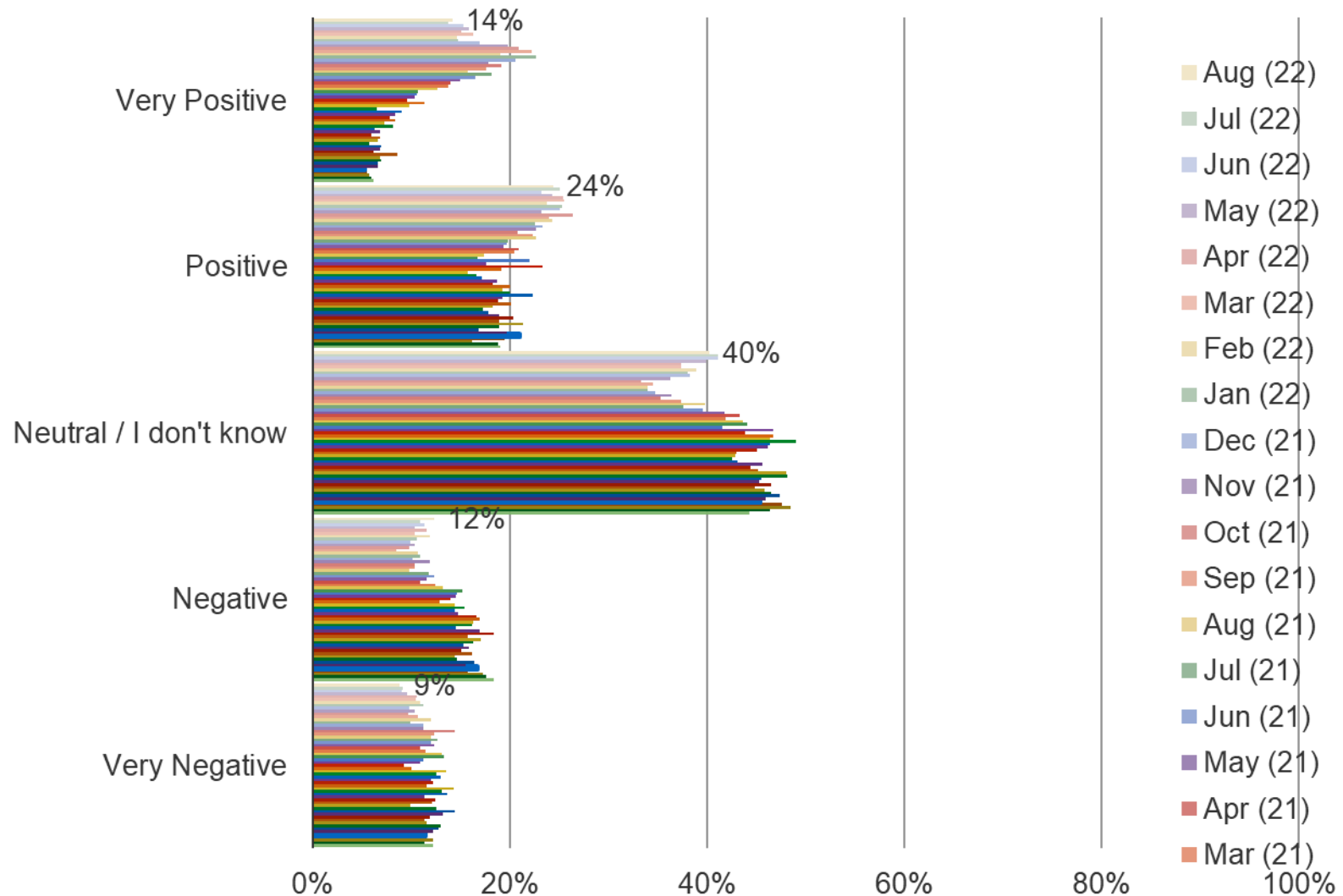
Please characterize your experience with ordering meal kits online:

Posed to all respondents.



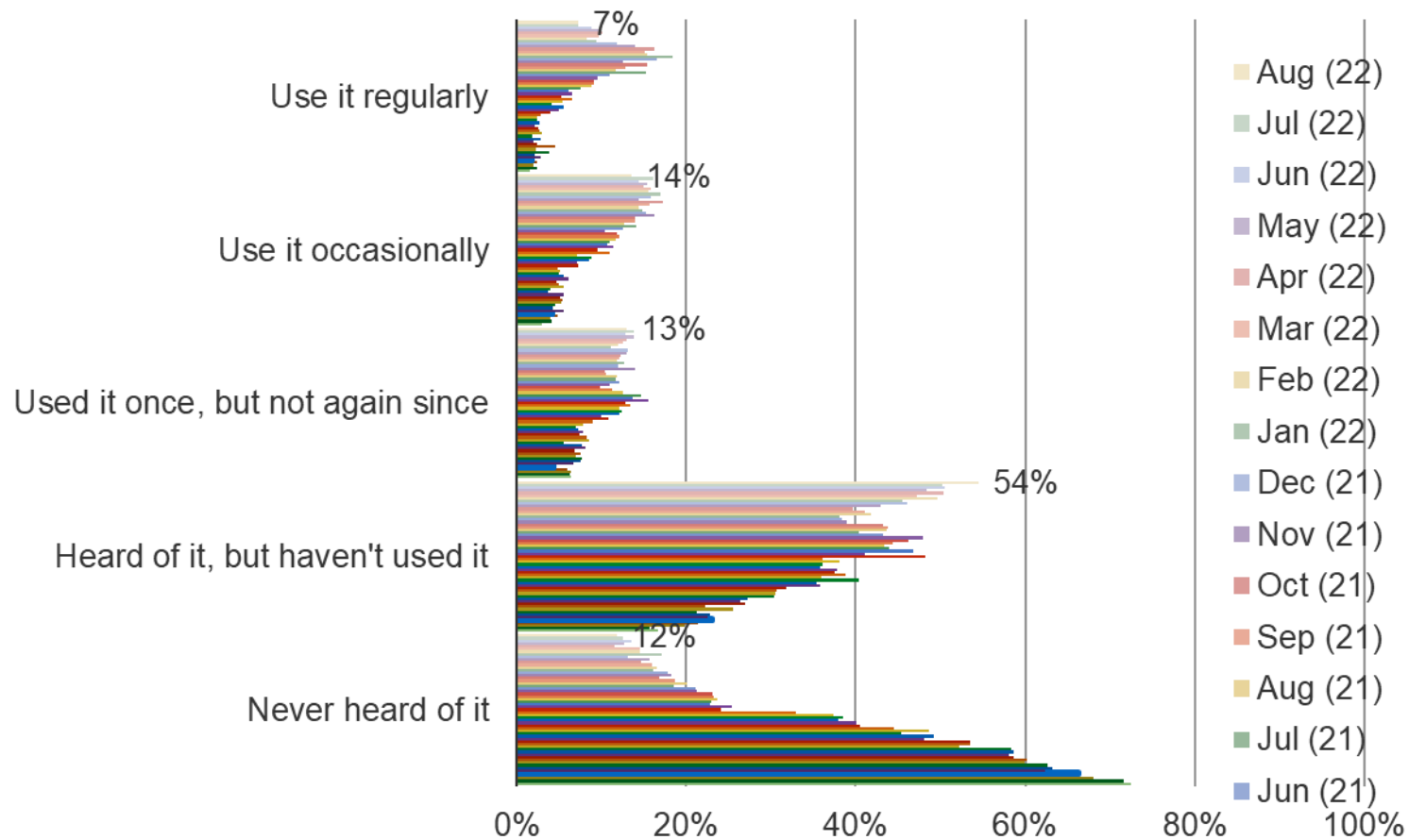
In general, how do you feel about the thought of ordering groceries online?

Posed to all respondents.



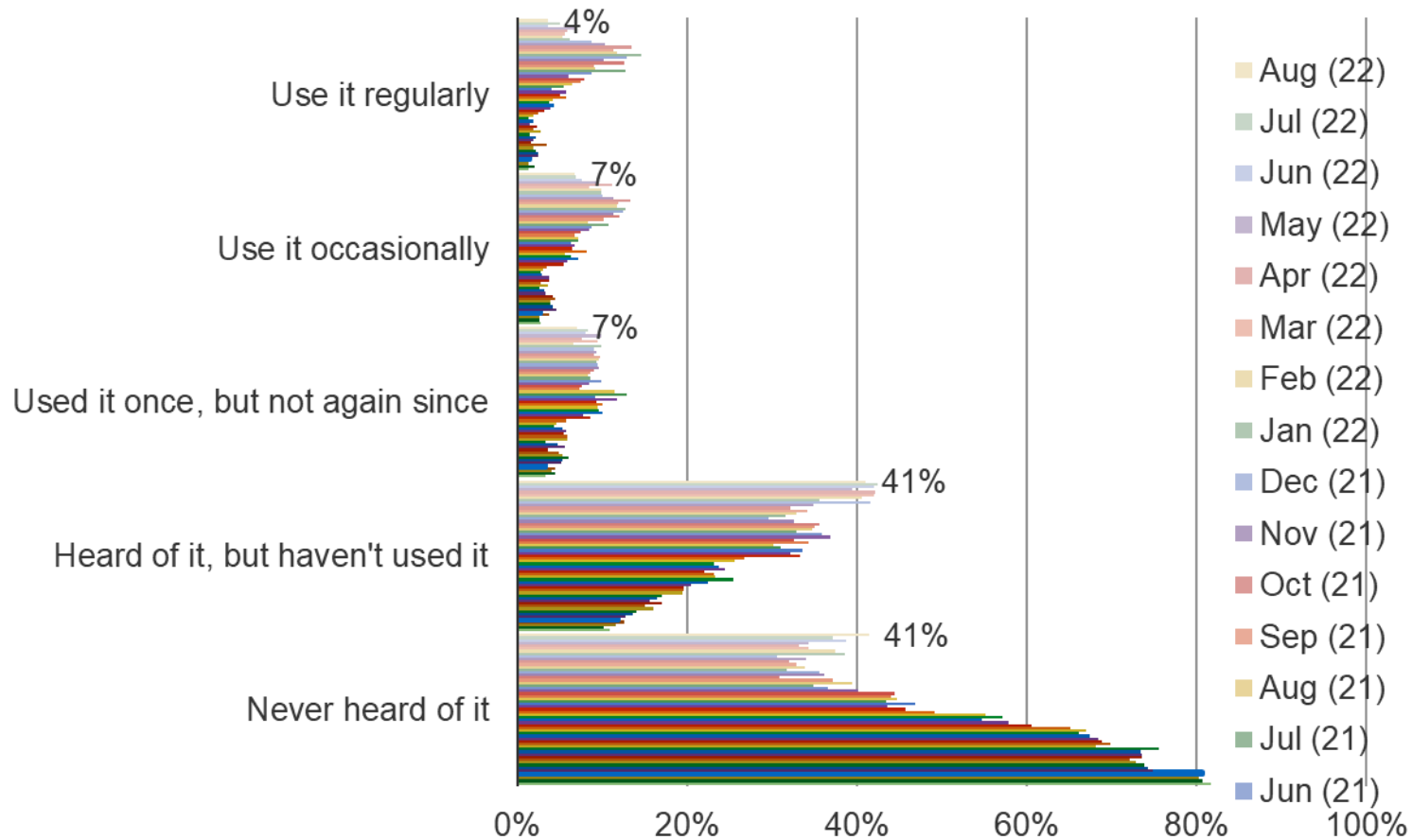
What is your familiarity with Instacart?

Posed to all respondents.



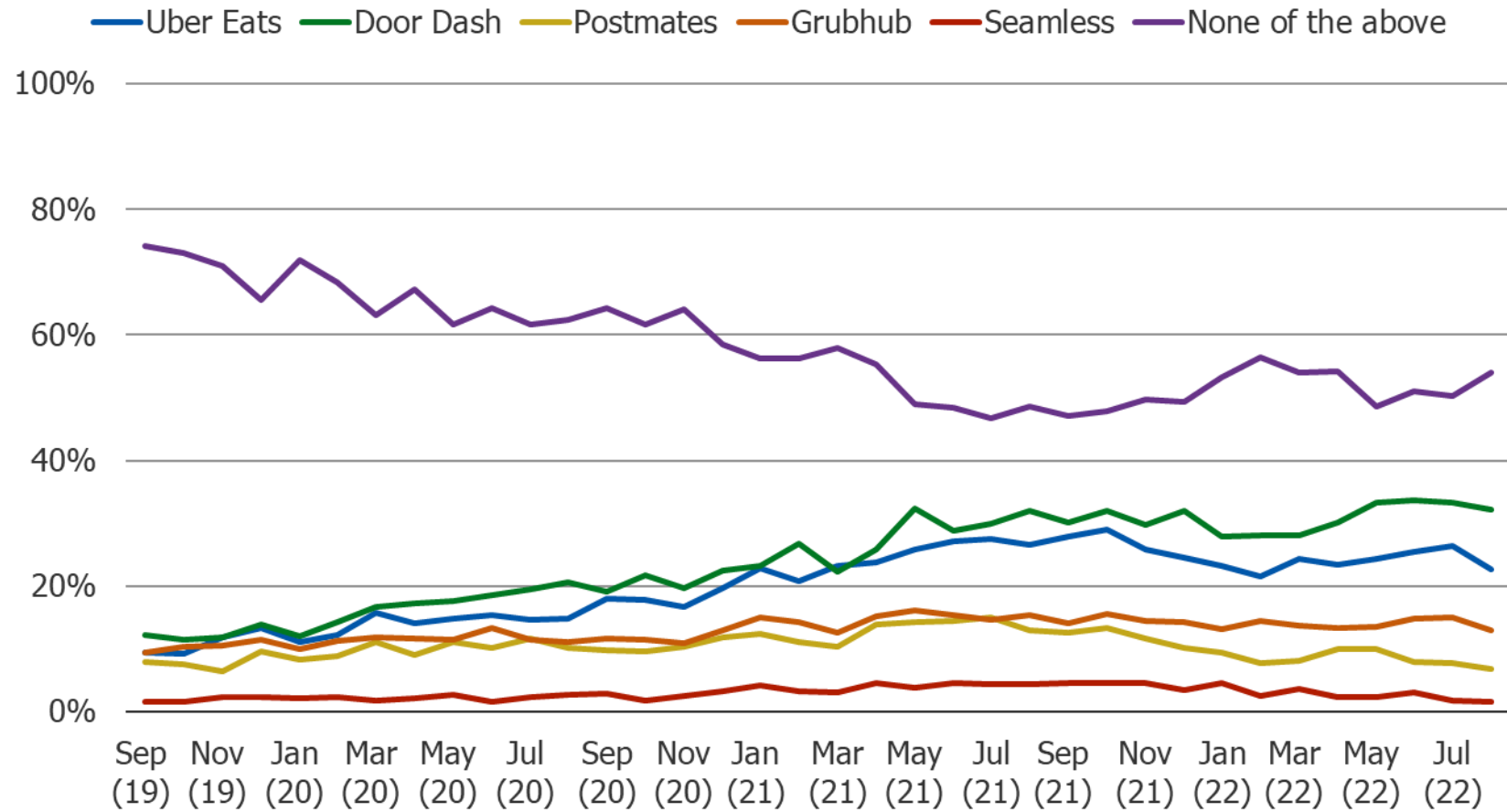
What is your familiarity with Shipt?

Posed to all respondents.



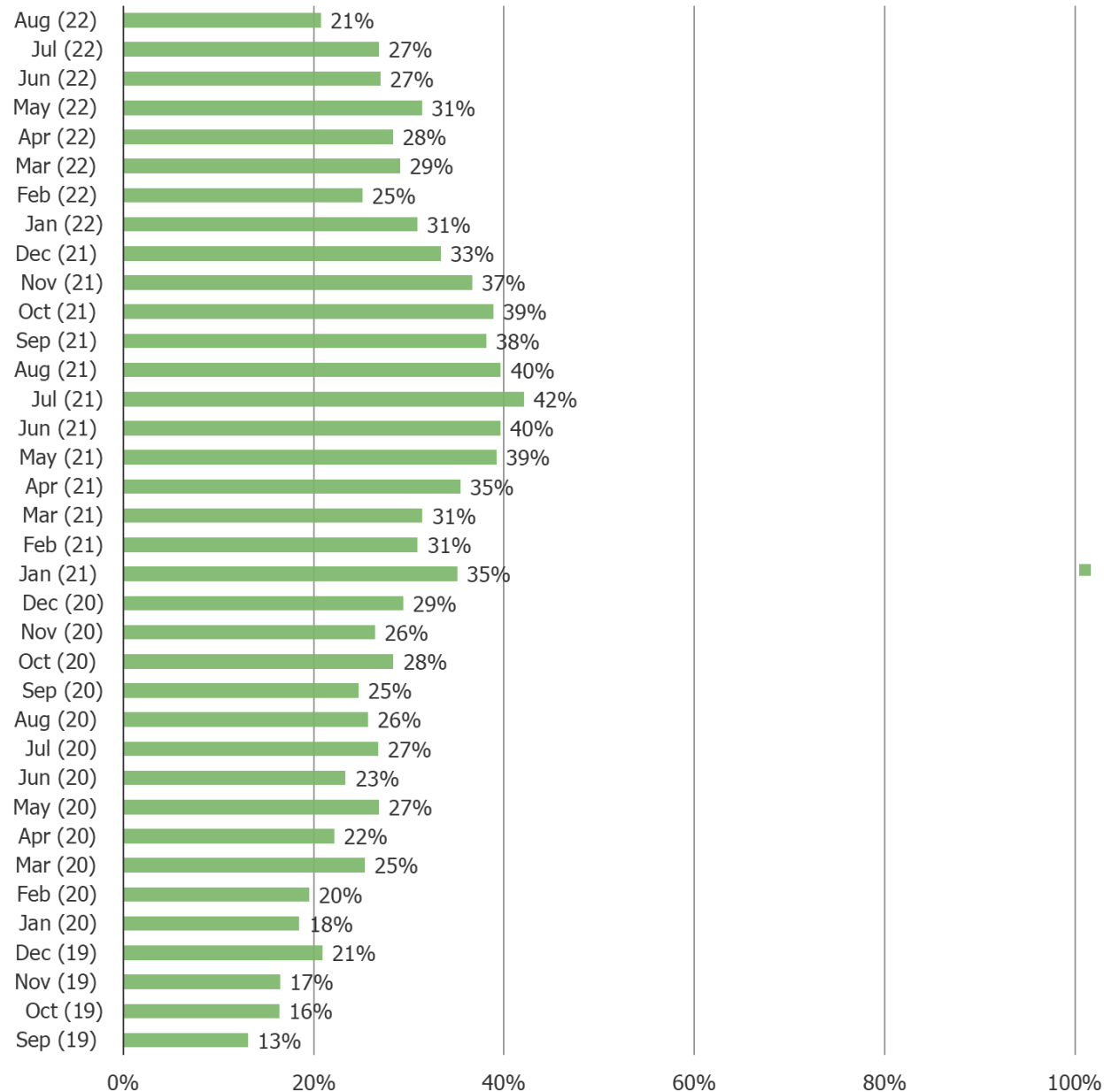
Do you regularly or occasionally use food delivery apps?

Posed to all respondents



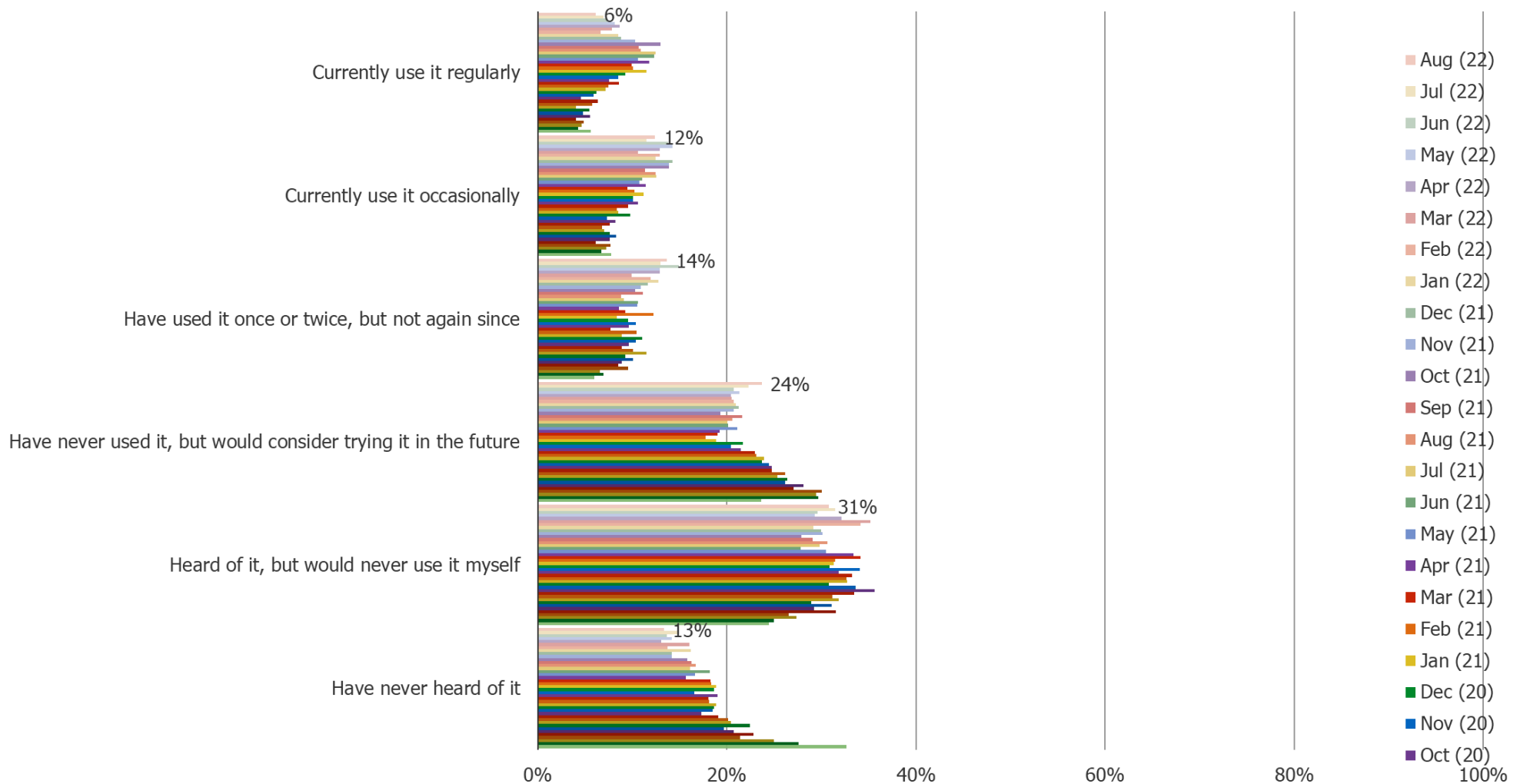
% Respondents who said they use food delivery apps at least weekly

Posed to all respondents



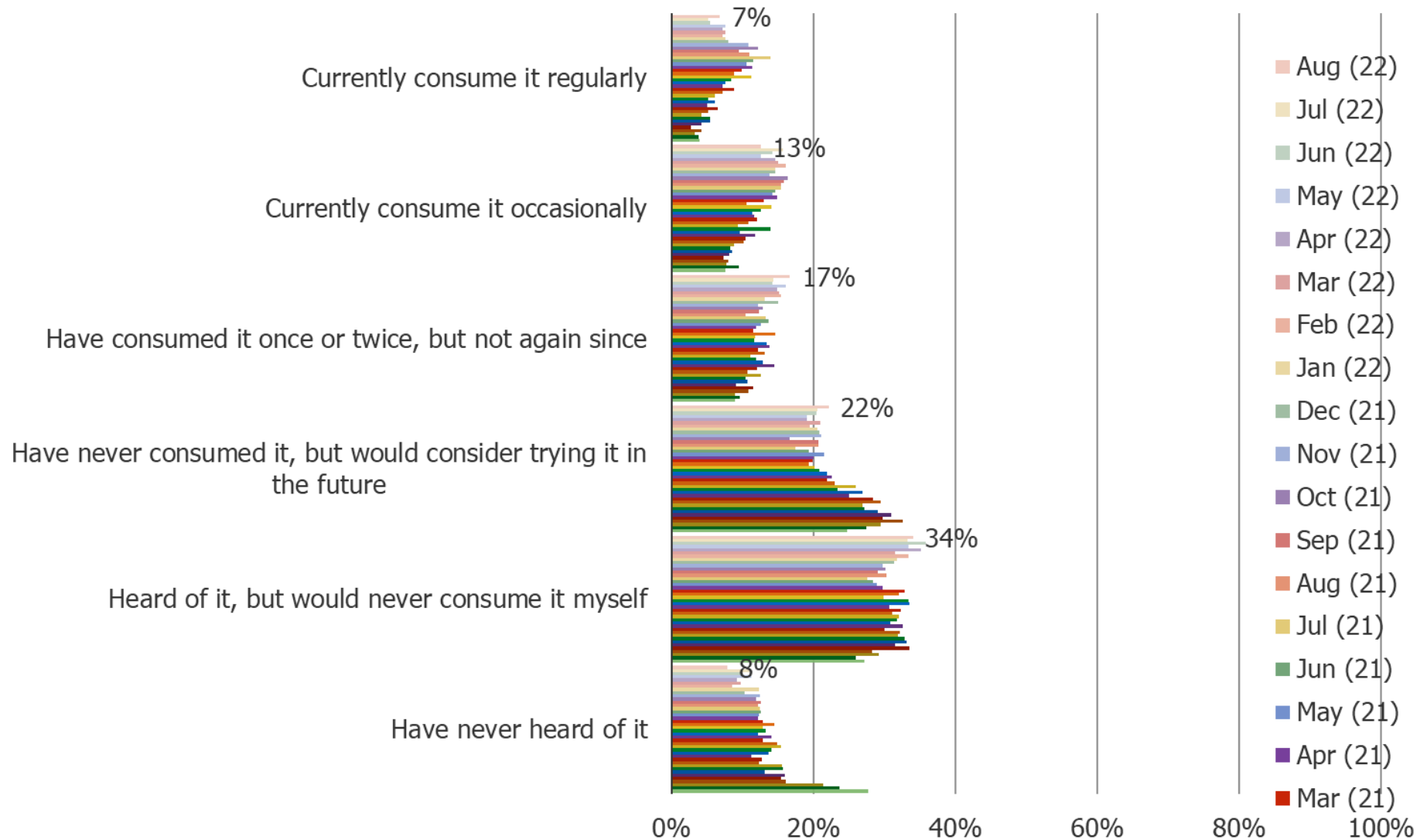
Which of the following best describes your position toward CBD products?

Posed to all respondents



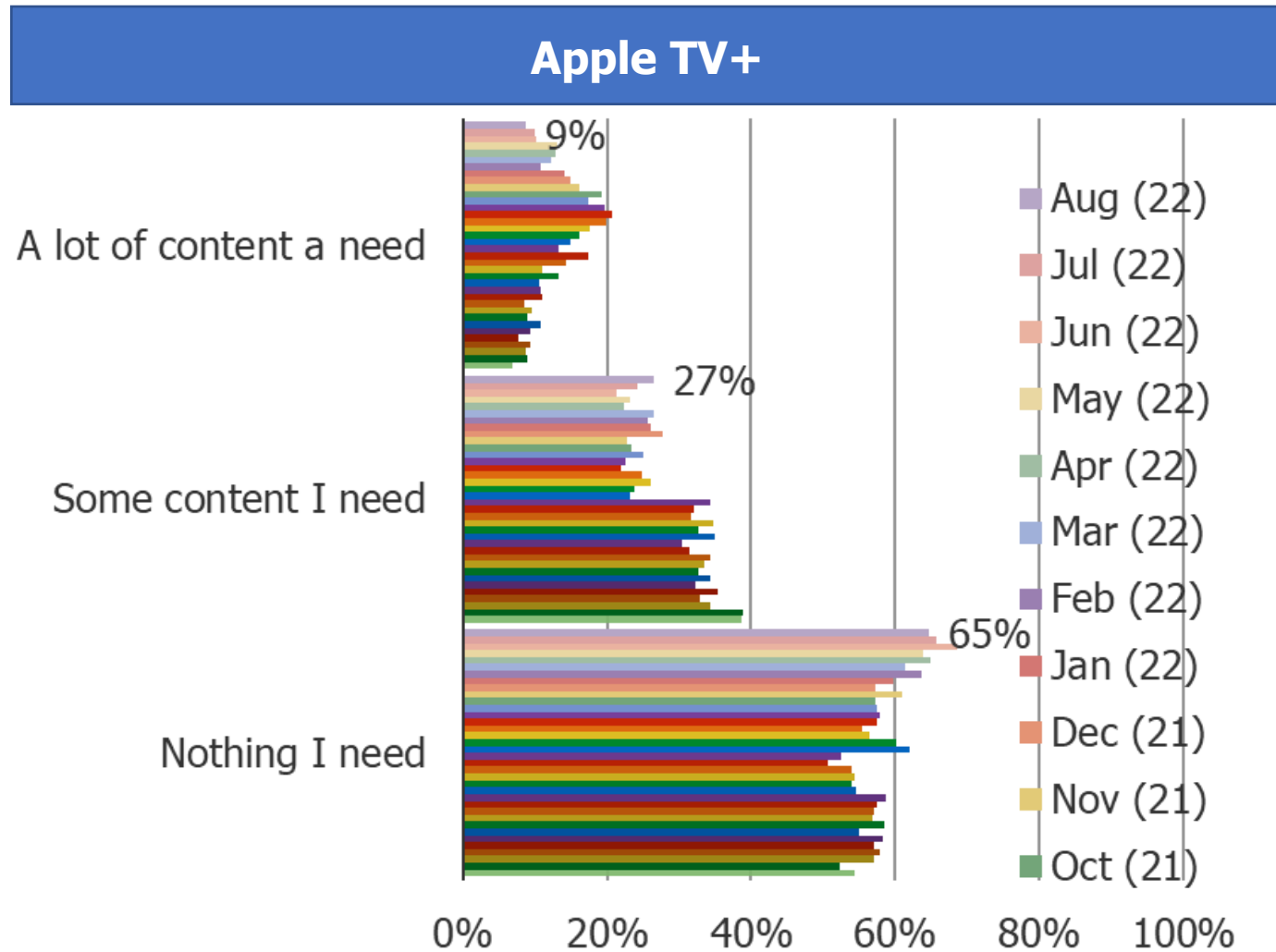
Which of the following best describes your position toward plant-based meat alternatives?

Posed to all respondents



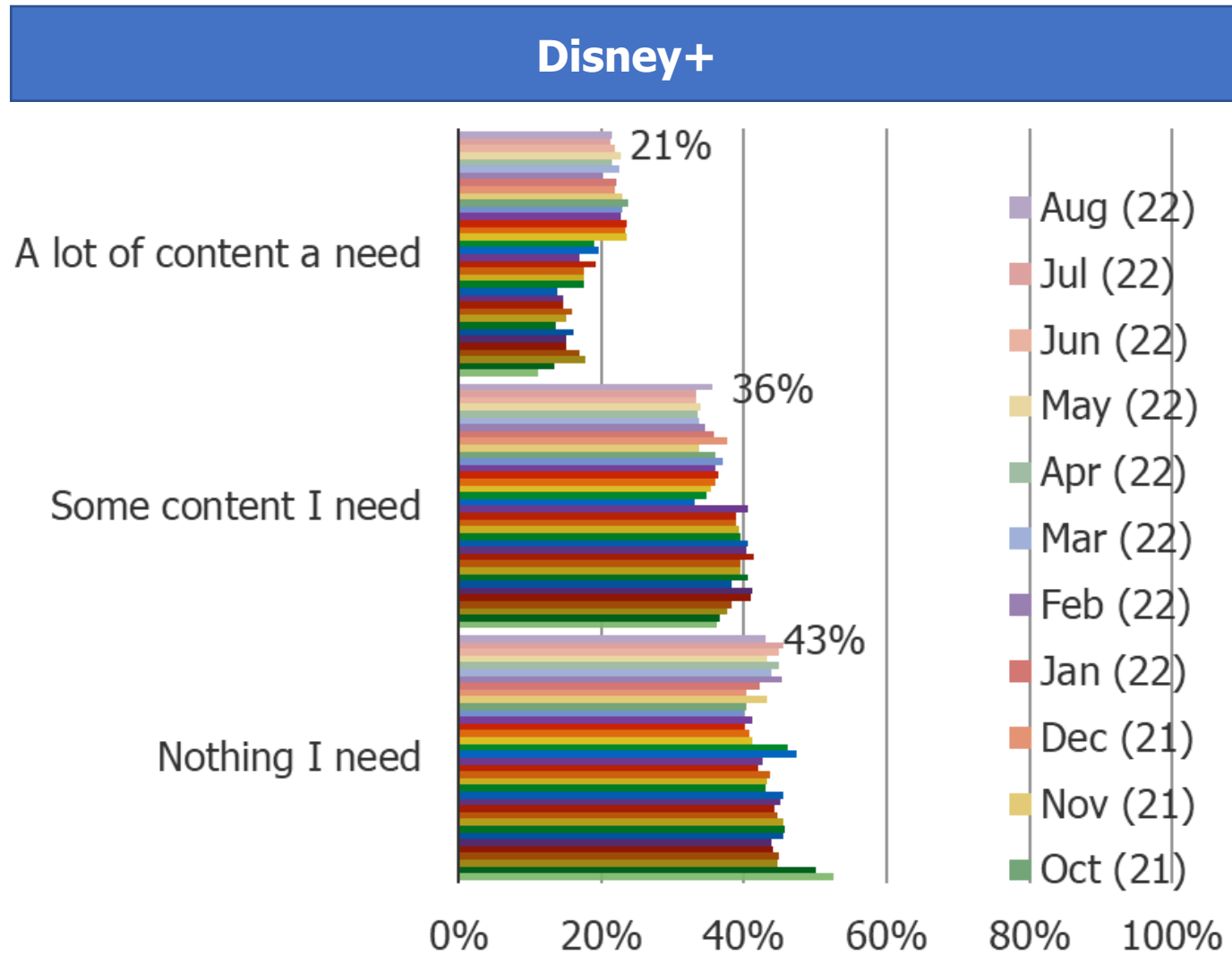
What are your expectations for the content that will be on each of these platforms?

Posed to all respondents



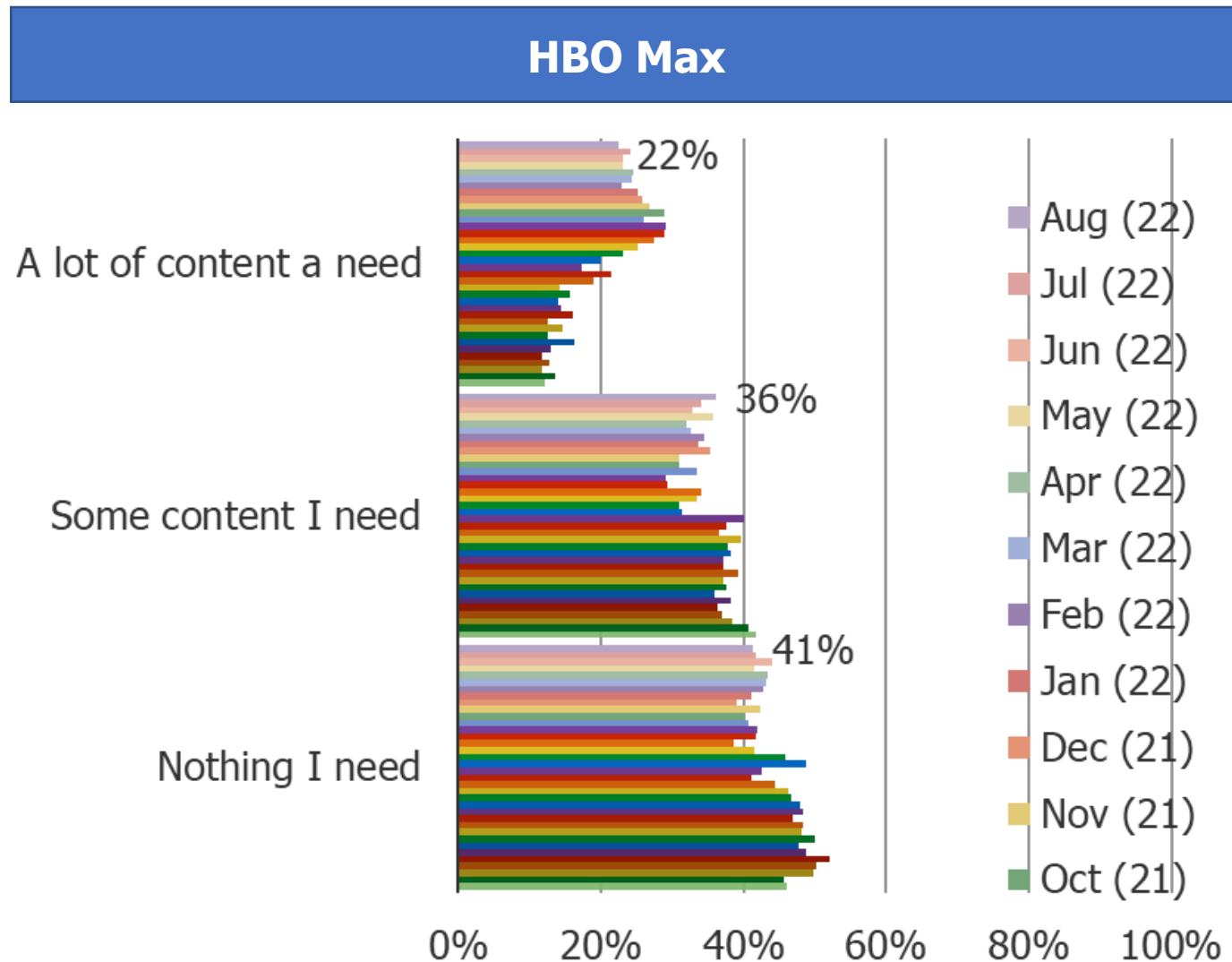
What are your expectations for the content that will be on each of these platforms?

Posed to all respondents



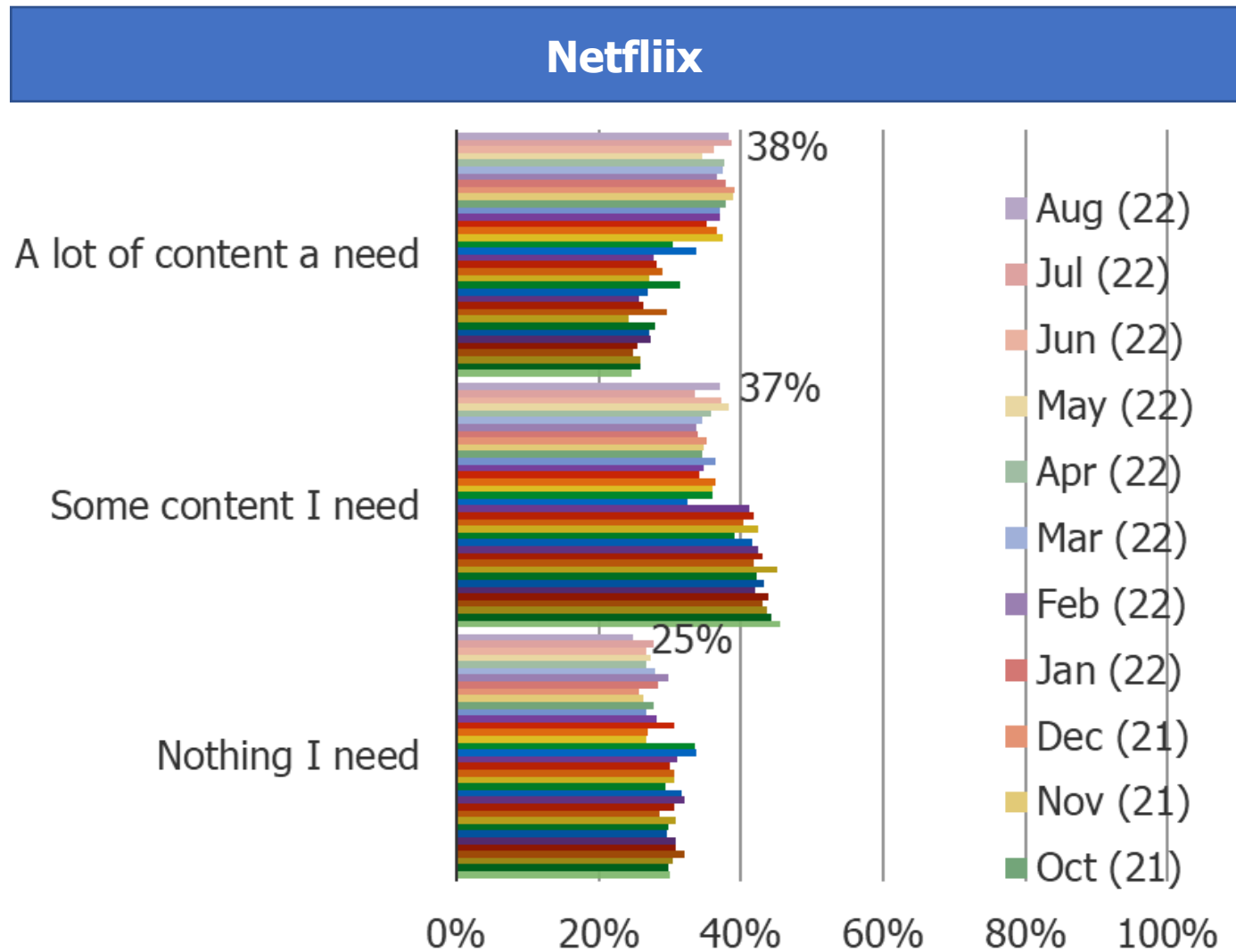
What are your expectations for the content that will be on each of these platforms?

Posed to all respondents



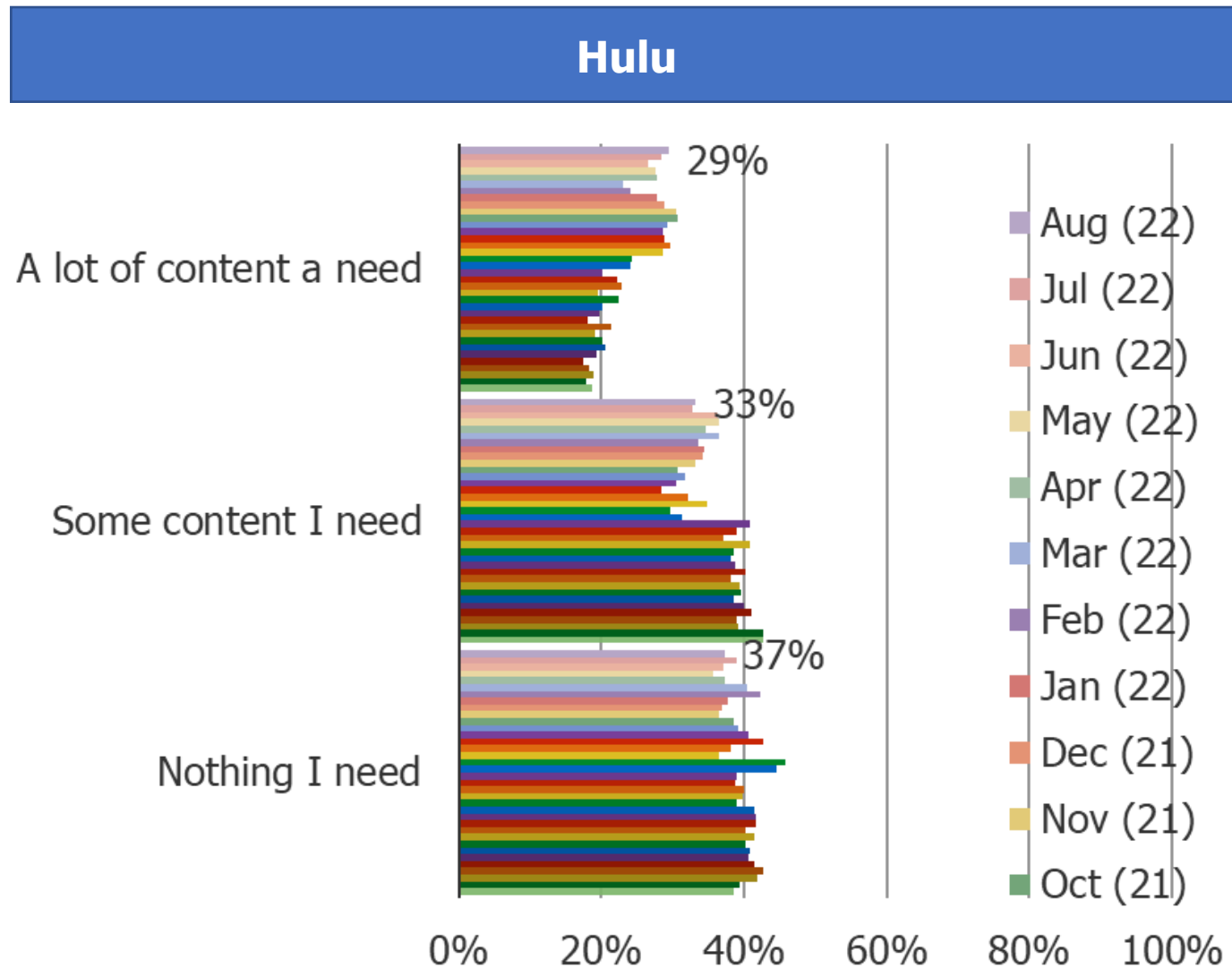
What are your expectations for the content that will be on each of these platforms?

Posed to all respondents



What are your expectations for the content that will be on each of these platforms?

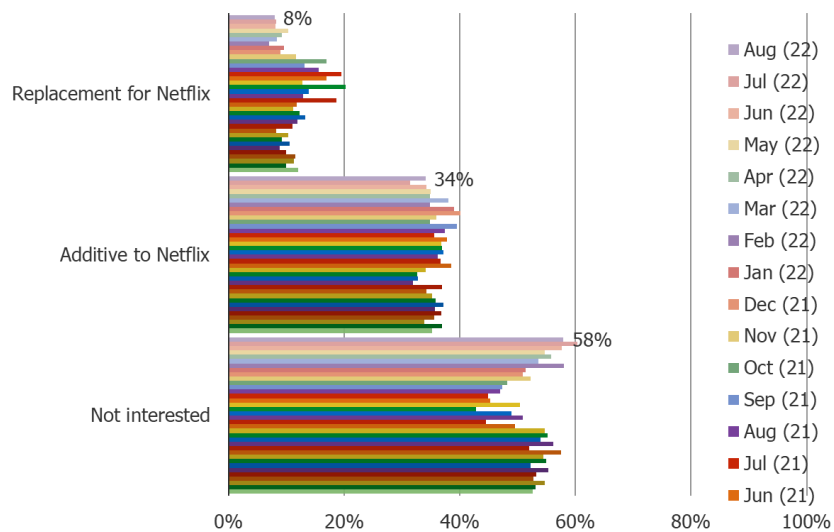
Posed to all respondents



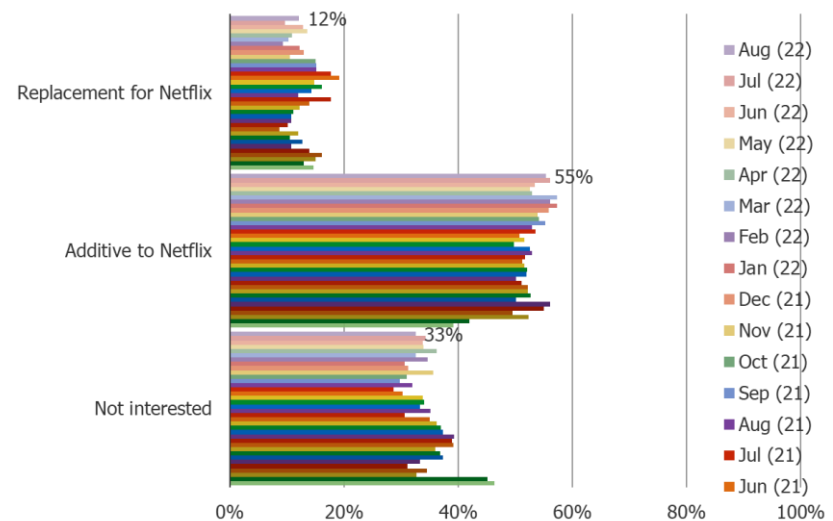
Do you view the following to be additive or replacement to Netflix?

Posed to Netflix subscribers.

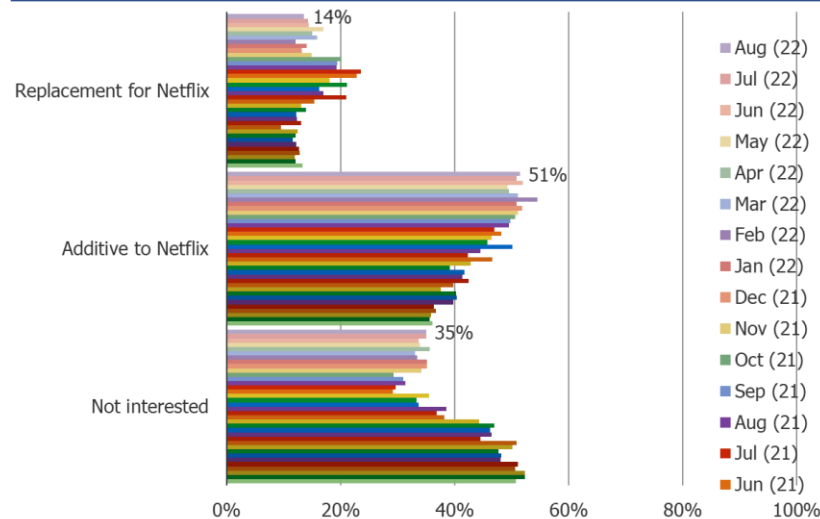
Apple TV+



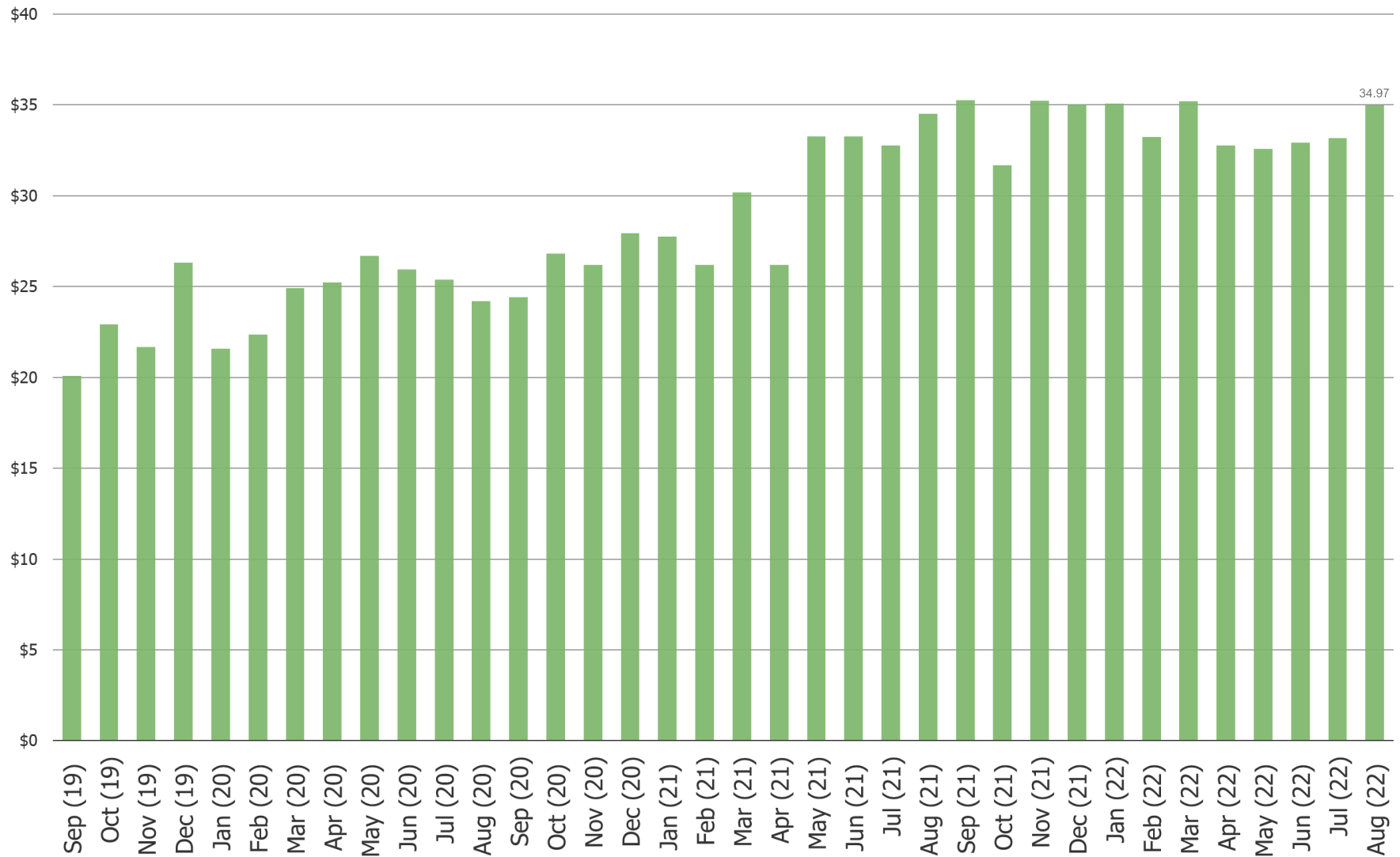
Disney+



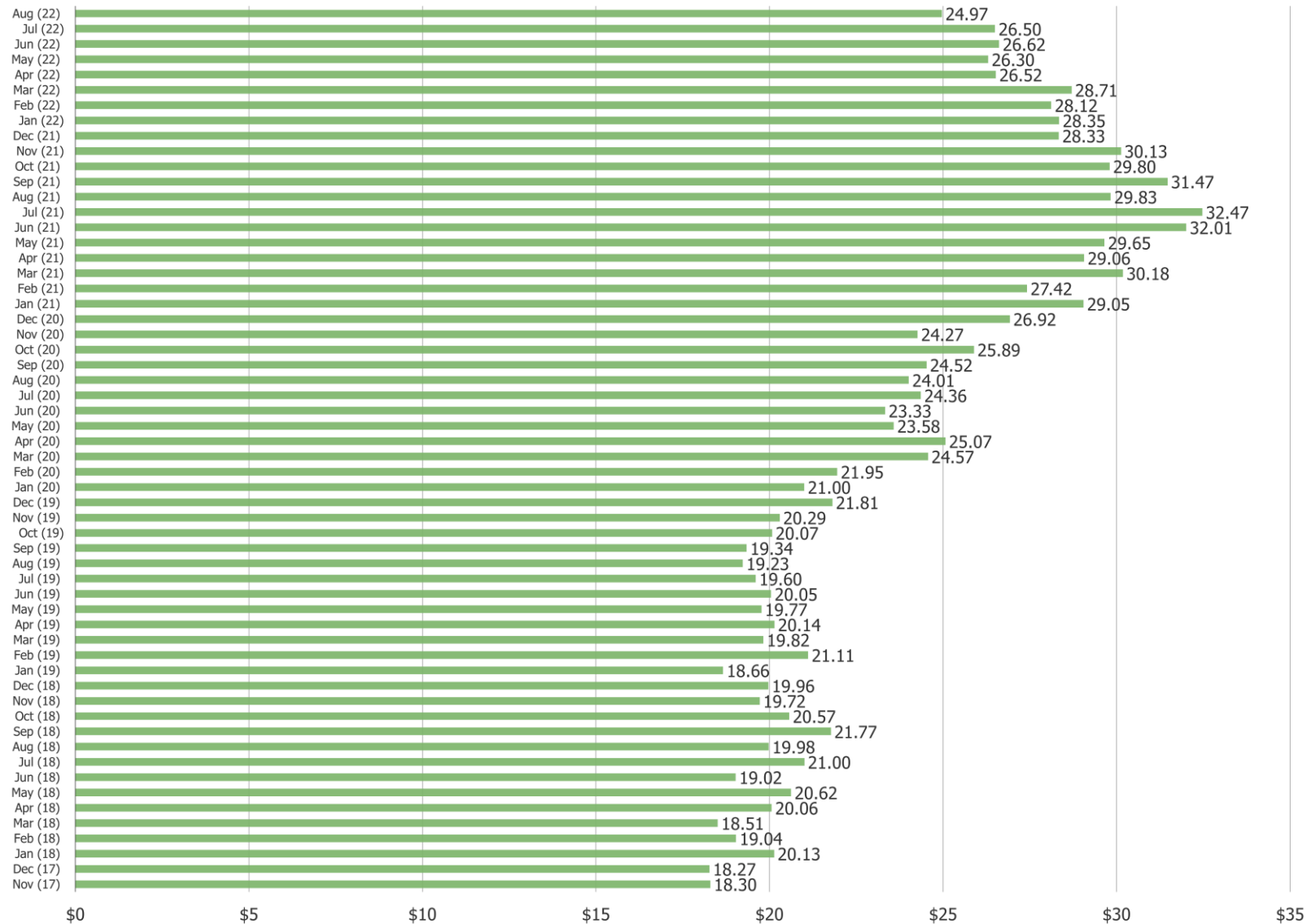
HBO Max



How much do you think is appropriate to spend on streaming video services, in total, per MONTH.
Posed to Netflix subscribers.



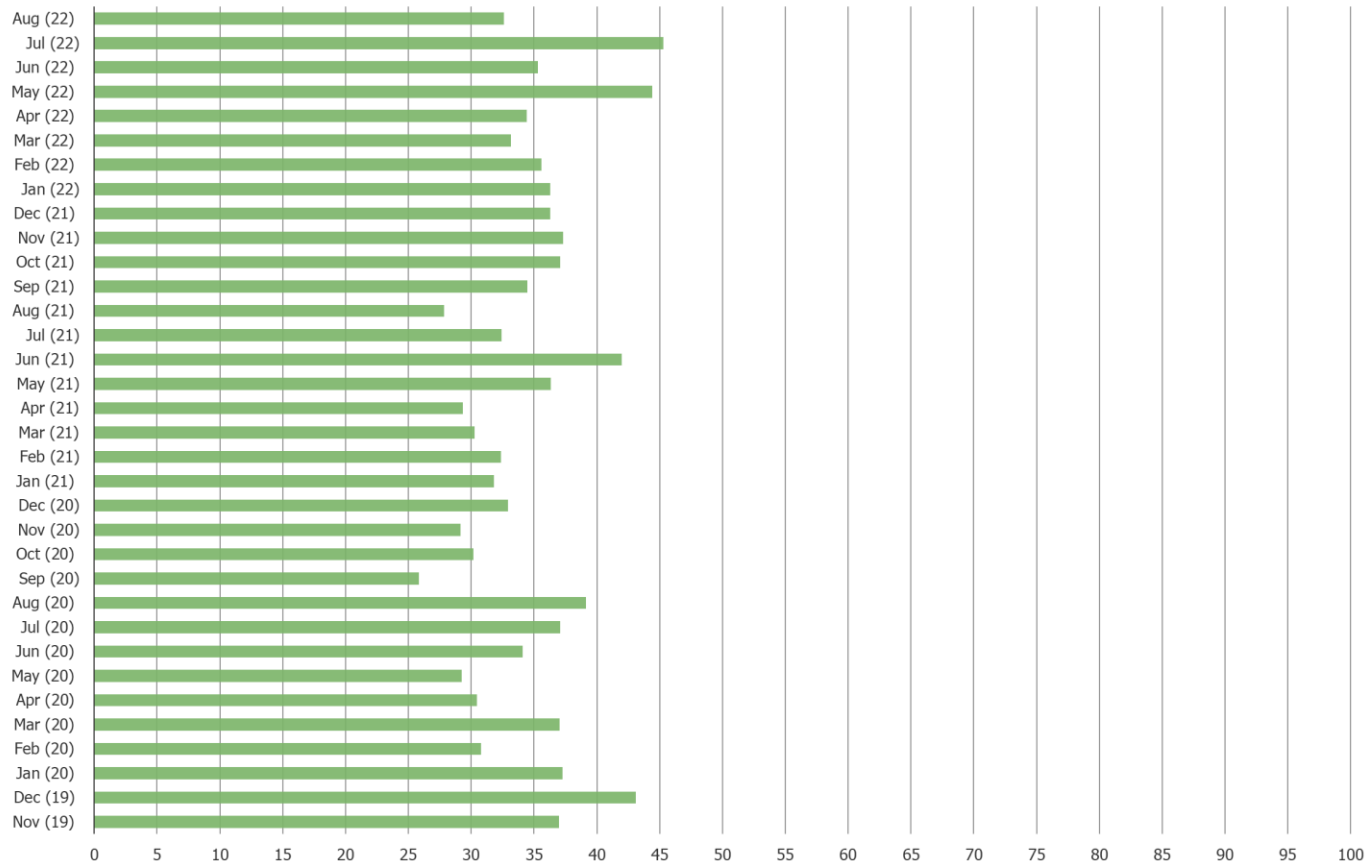
At what MONTHLY price point would you decide to cancel your Netflix subscription? (IE, if Netflix continues to raise prices, what price point PER MONTH would trigger your cancellation of Netflix)?
Posed to Netflix subscribers.



How many minutes per day do you spend on each of the following?

Posed to users of the following app/site.

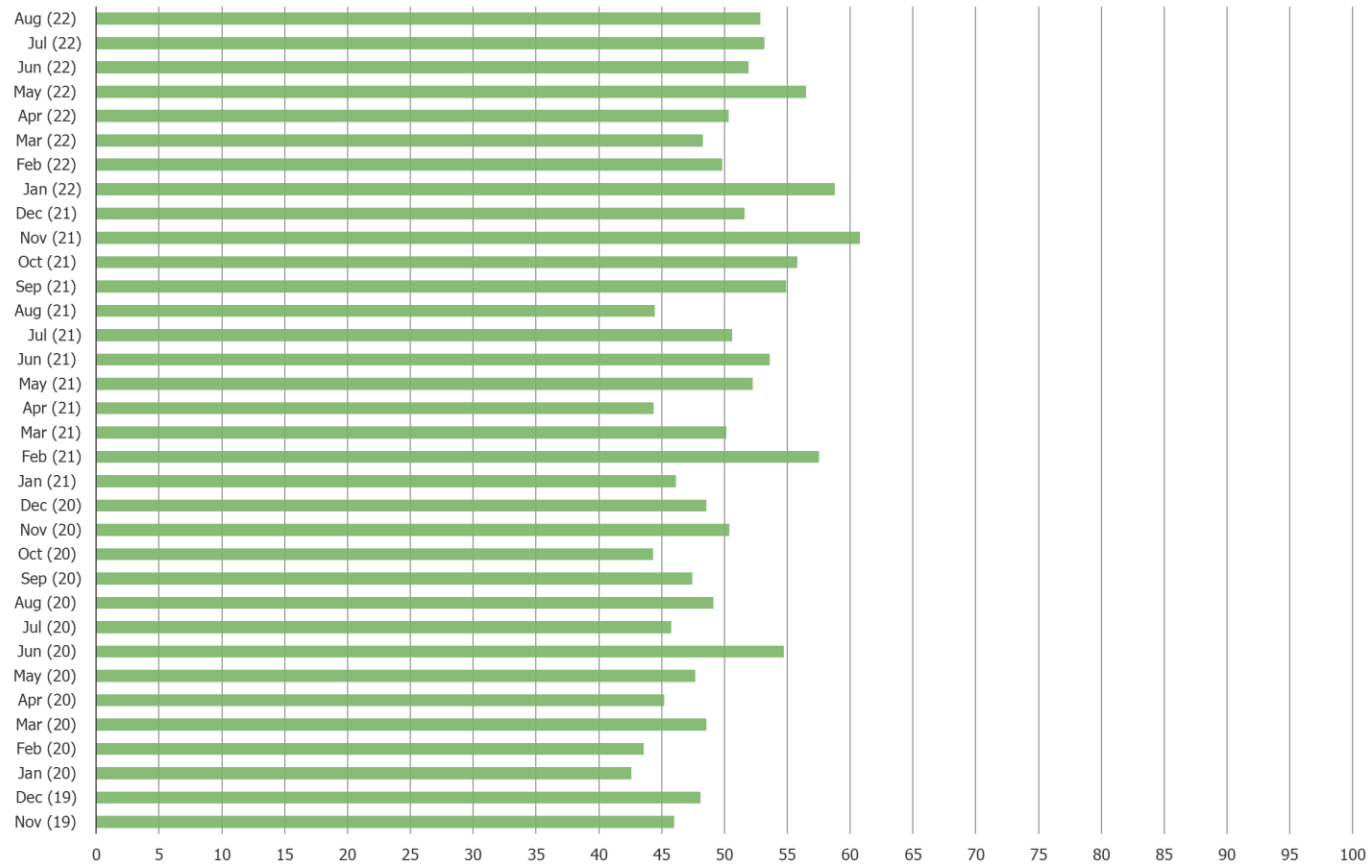
Snapchat



How many minutes per day do you spend on each of the following?

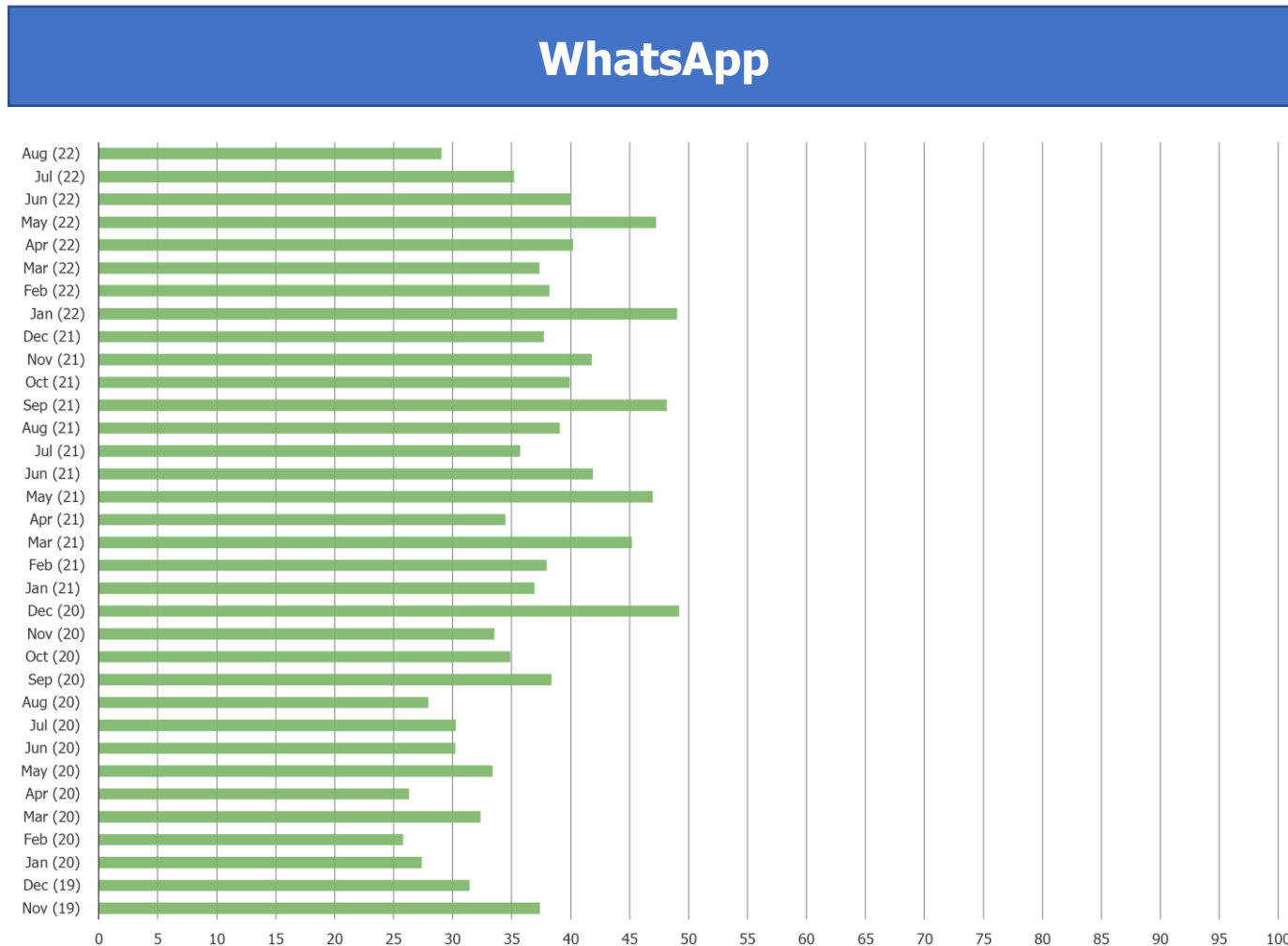
Posed to users of the following app/site.

Facebook



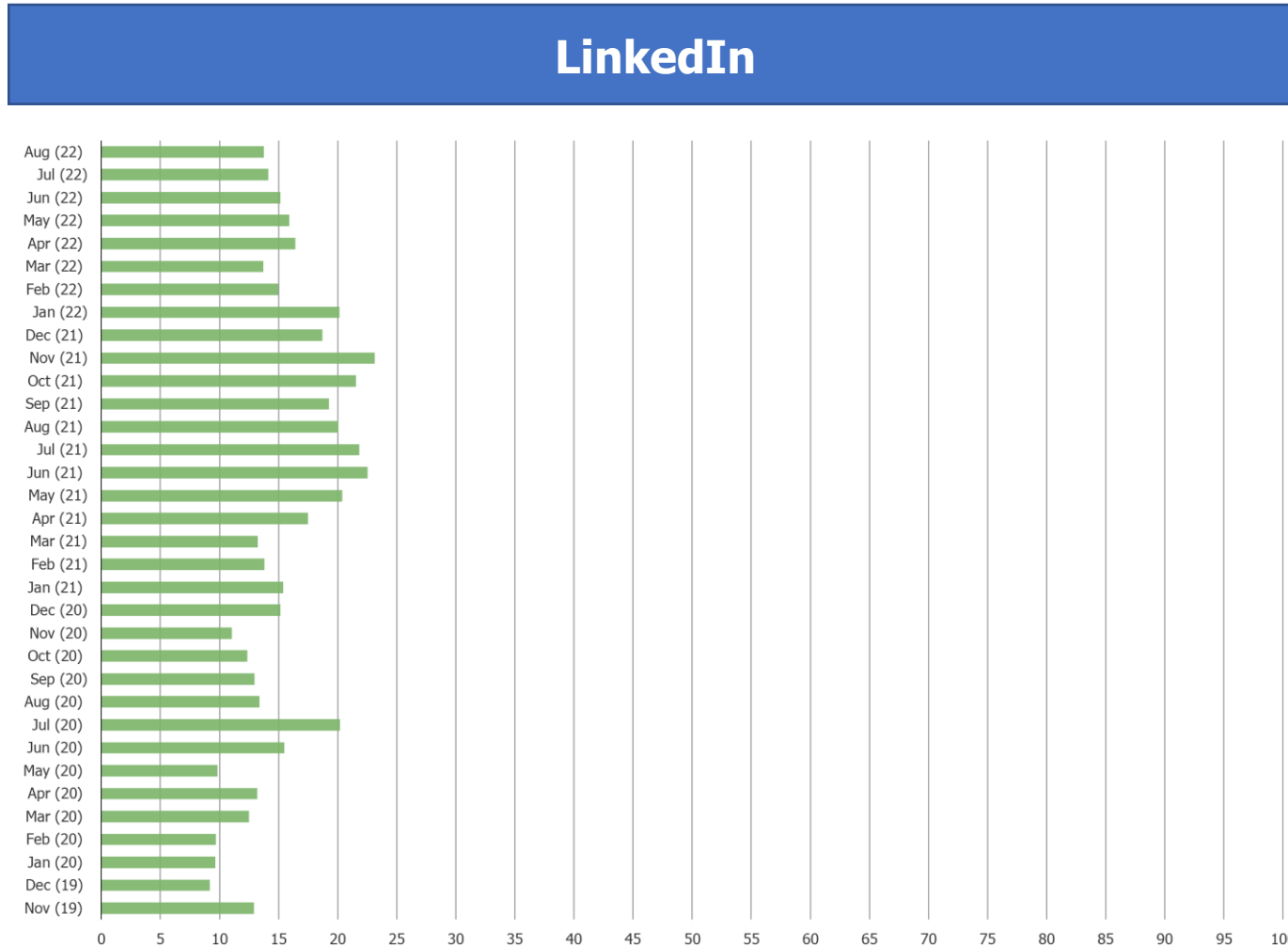
How many minutes per day do you spend on each of the following?

Posed to users of the following app/site.



How many minutes per day do you spend on each of the following?

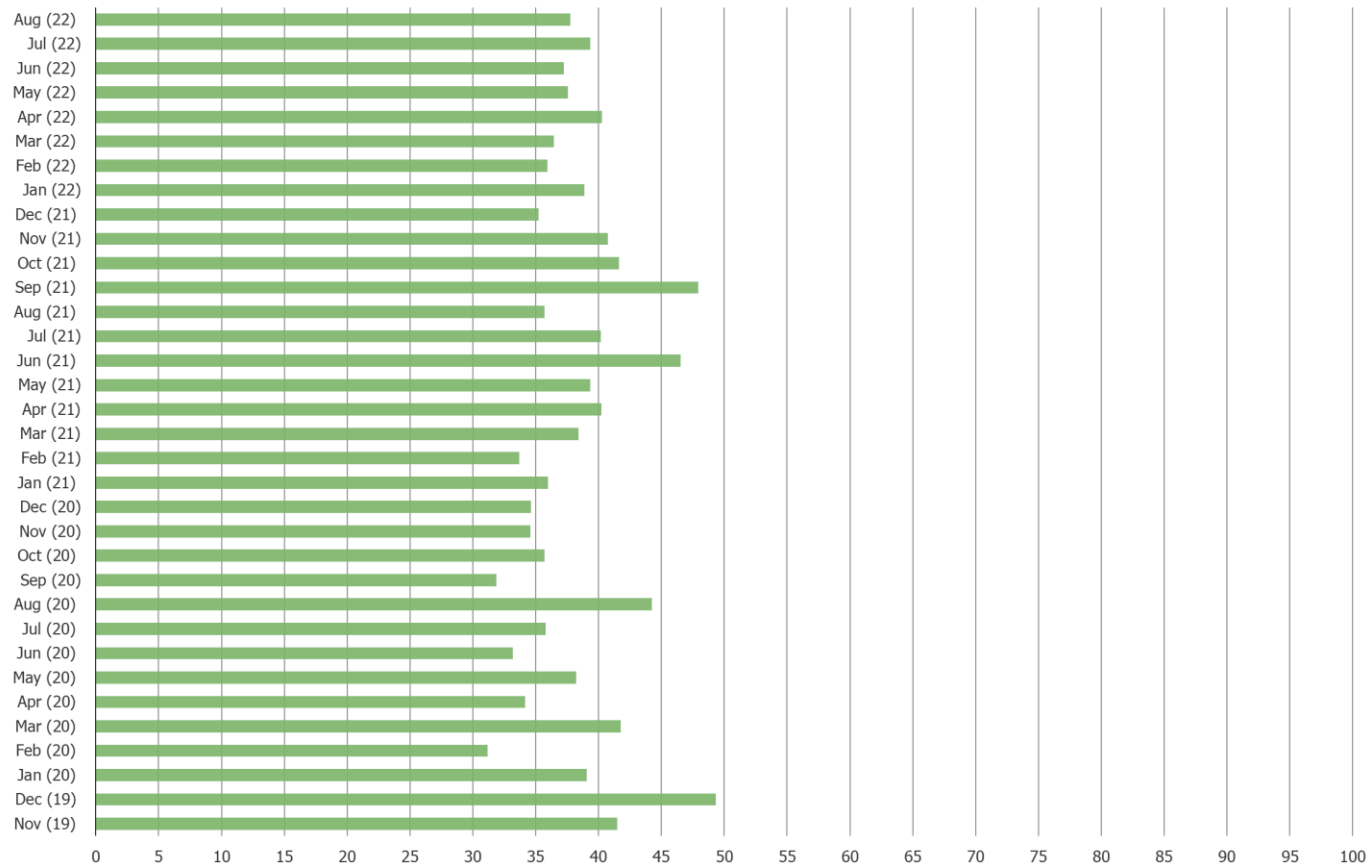
Posed to users of the following app/site.



How many minutes per day do you spend on each of the following?

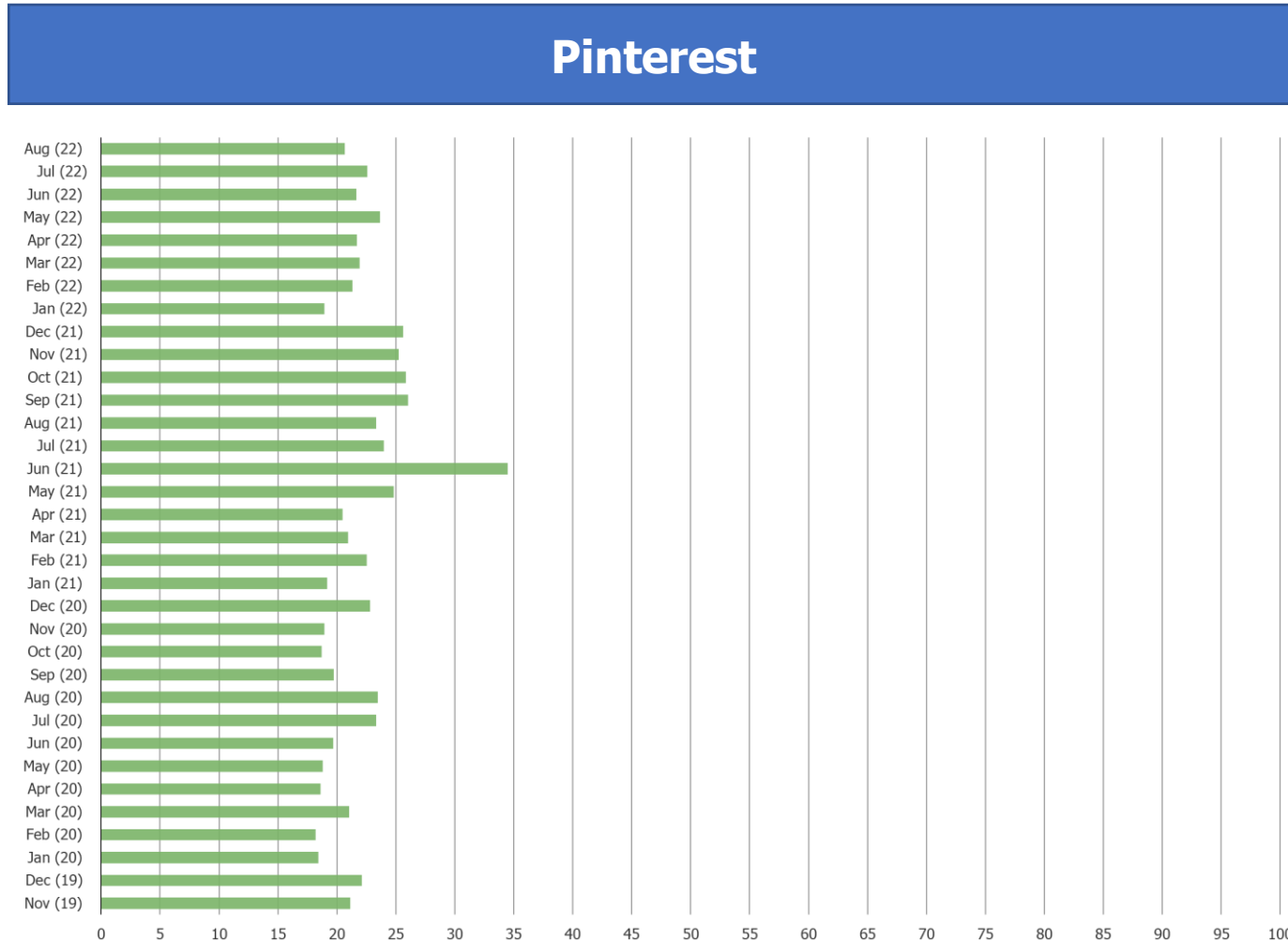
Posed to users of the following app/site.

Instagram



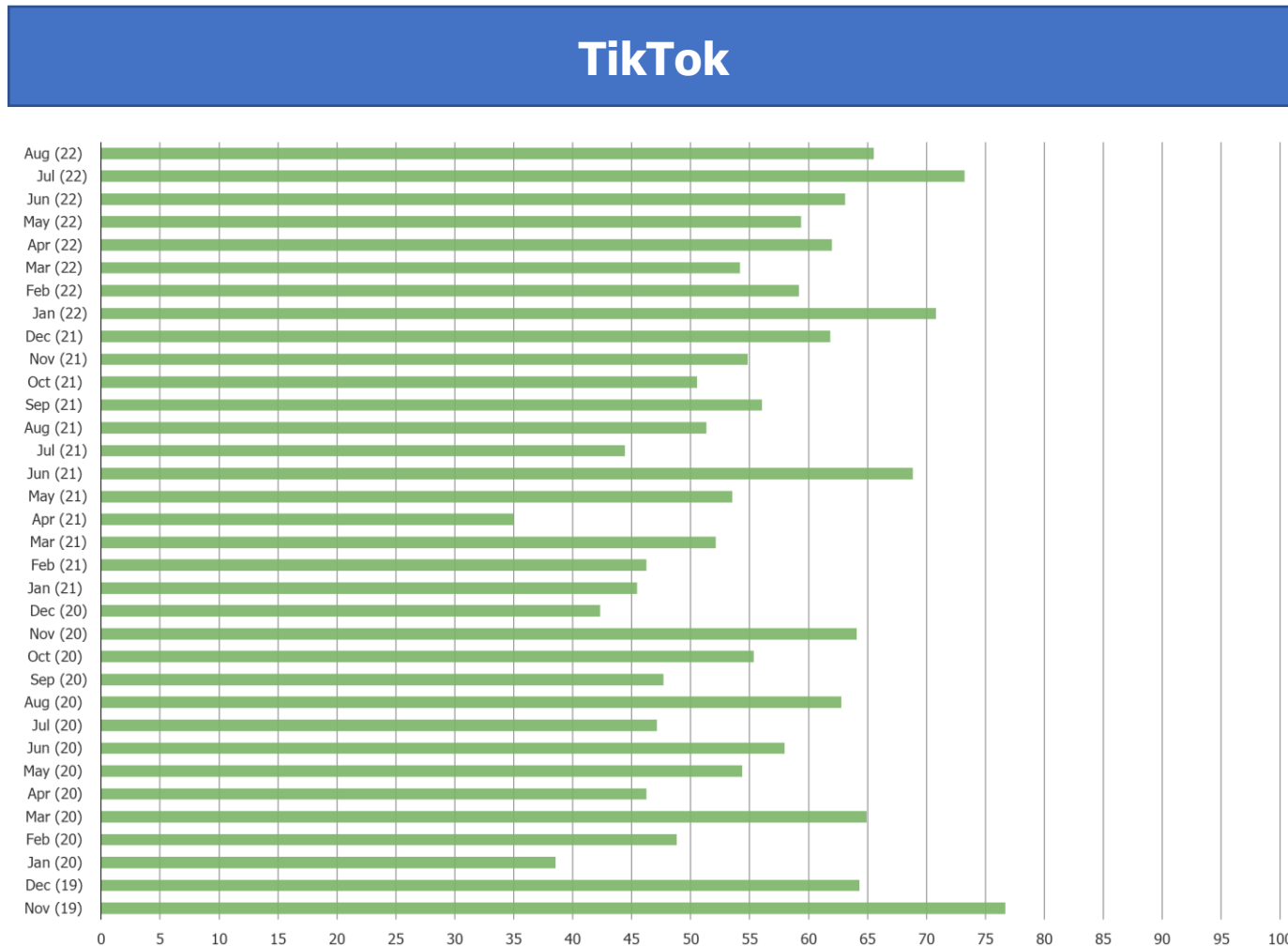
How many minutes per day do you spend on each of the following?

Posed to users of the following app/site.



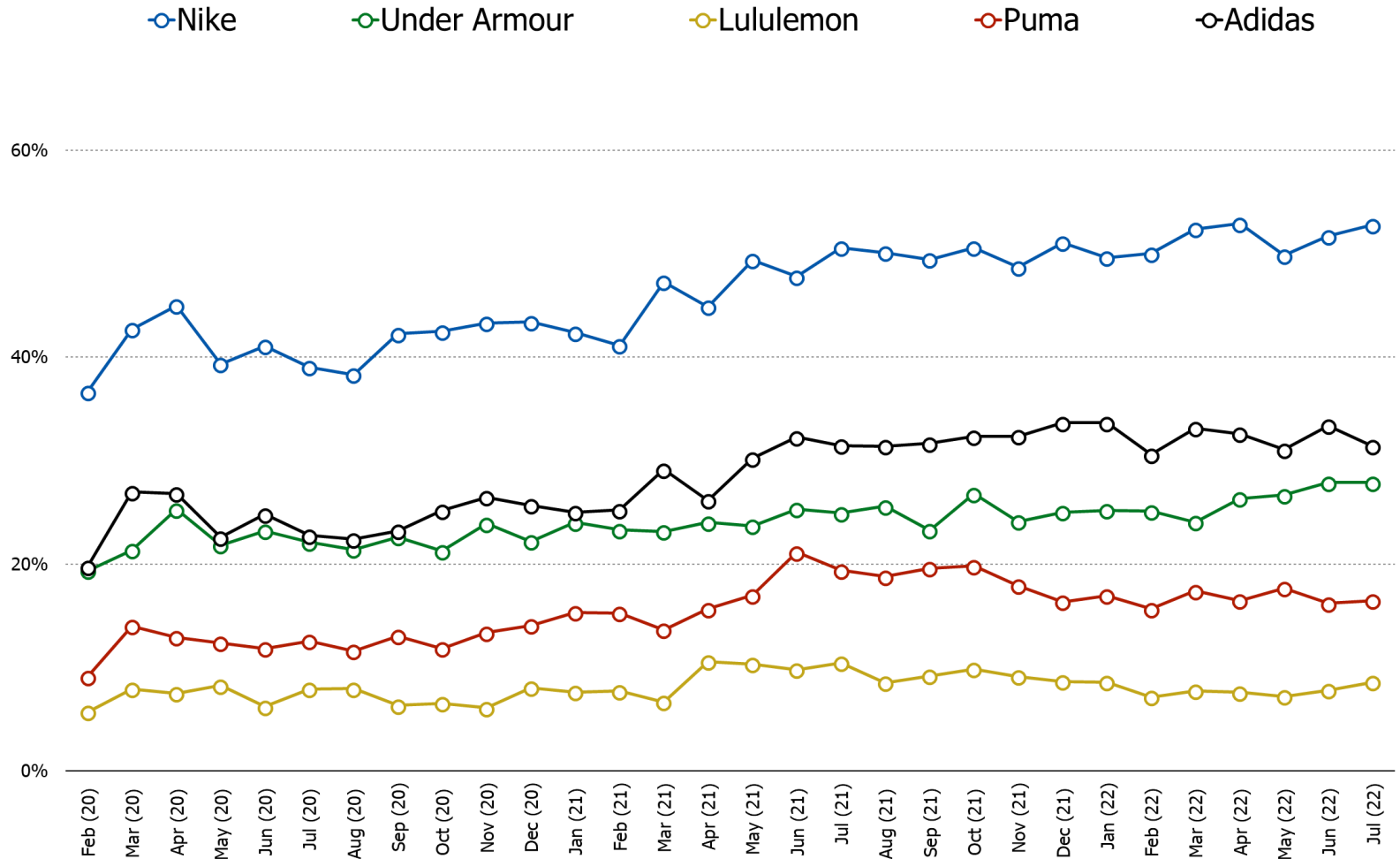
How many minutes per day do you spend on each of the following?

Posed to users of the following app/site.



Do you regularly or occasionally wear athletic clothing from the following brands.

Posed to all respondents.



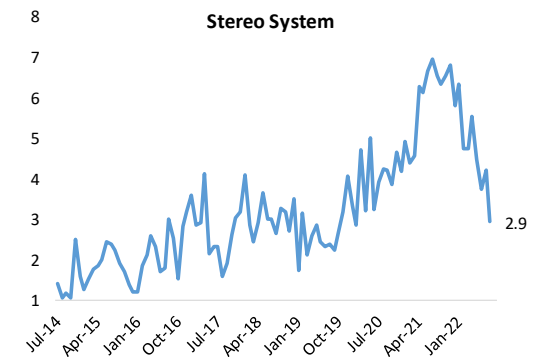
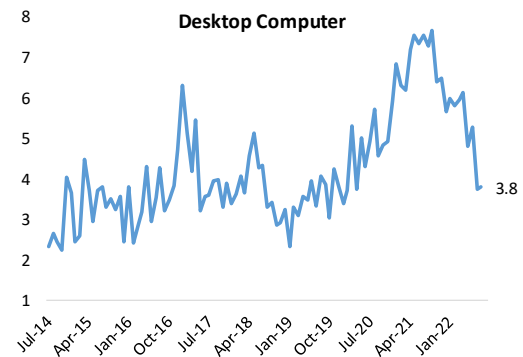
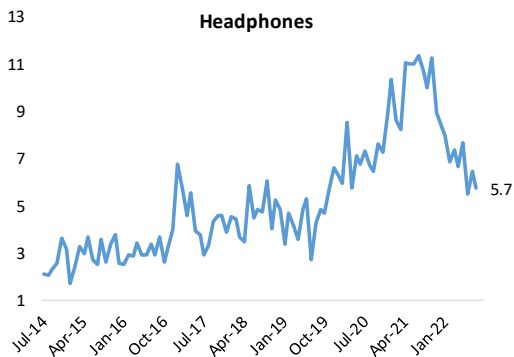
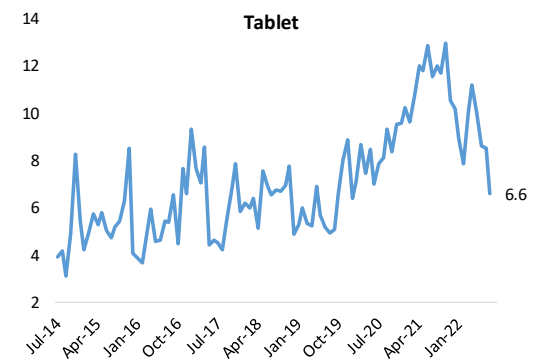
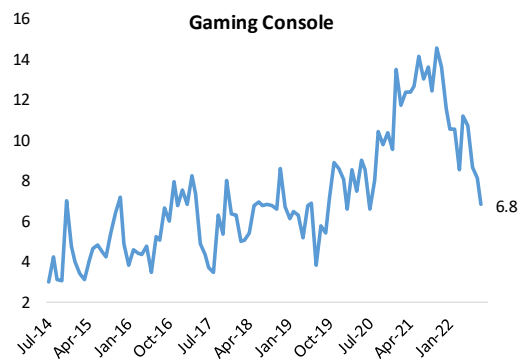
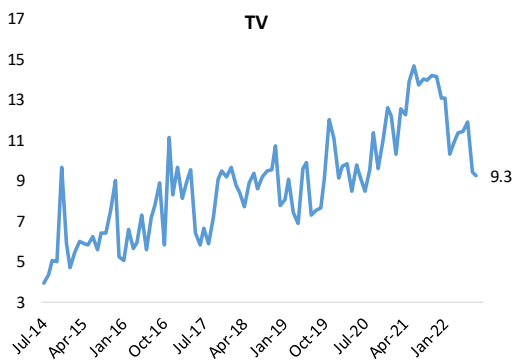
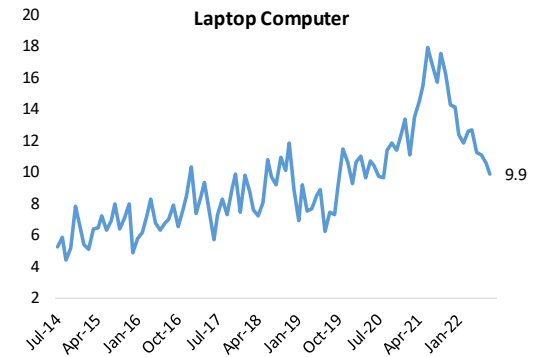
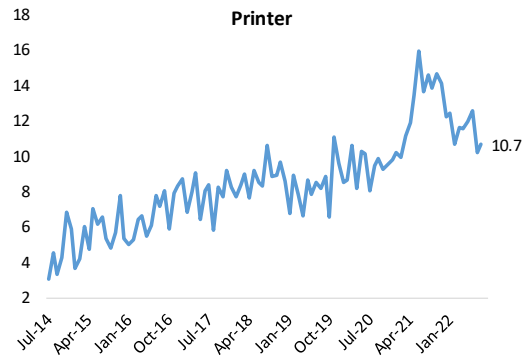
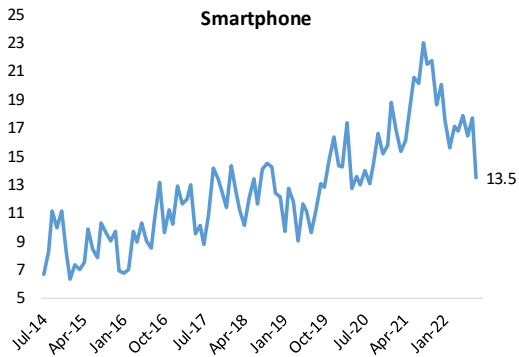
In your opinion, how does this brand's clothing compare to competitive options when it comes to athletic performance?

Posed to customers of each brand.



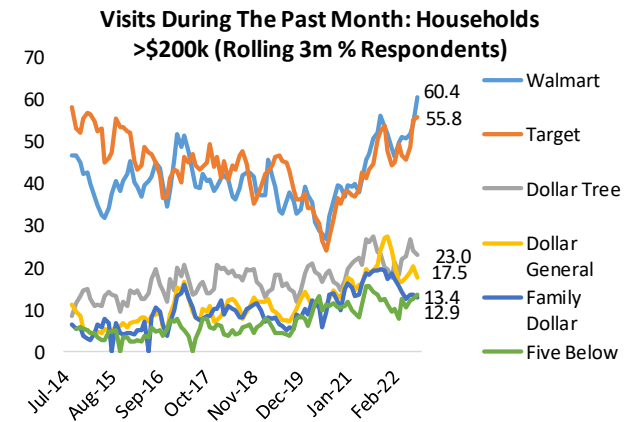
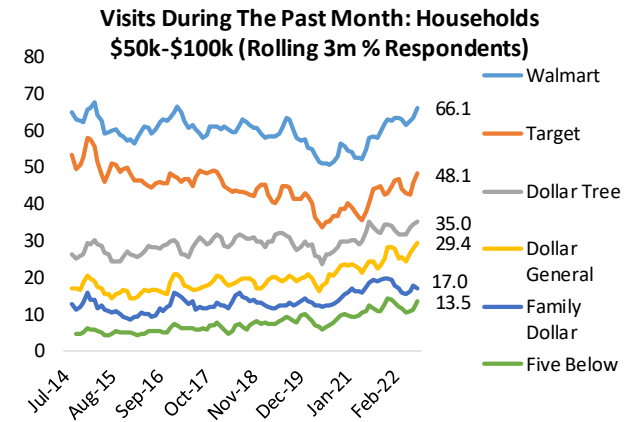
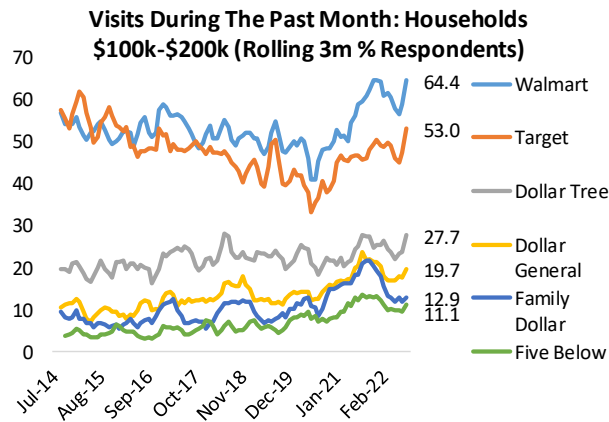
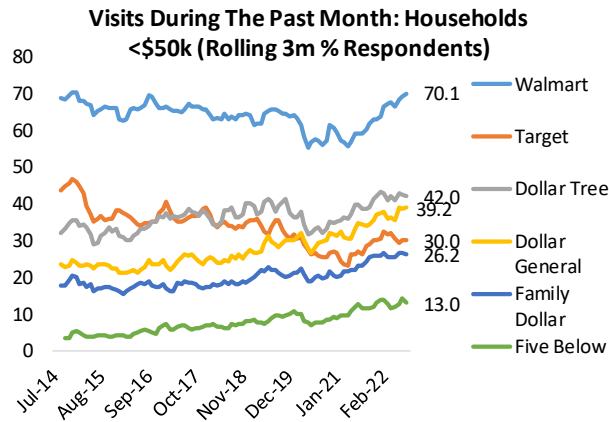
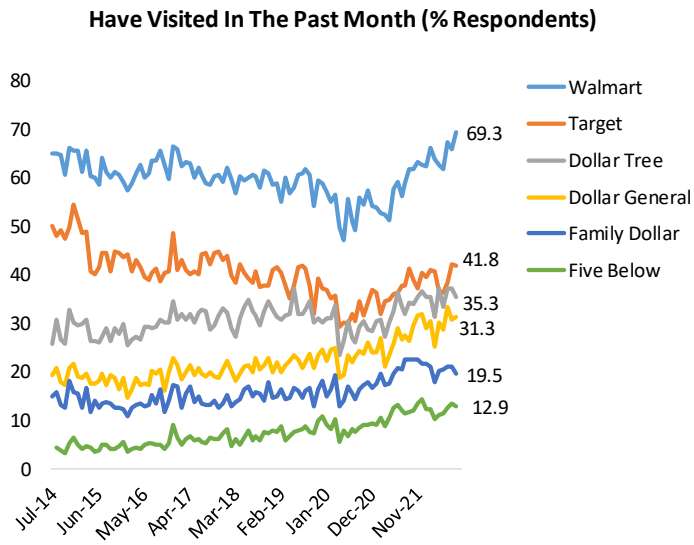
Plans to purchase in the next month...

Posed to all respondents.



Dollar Stores / Big Box

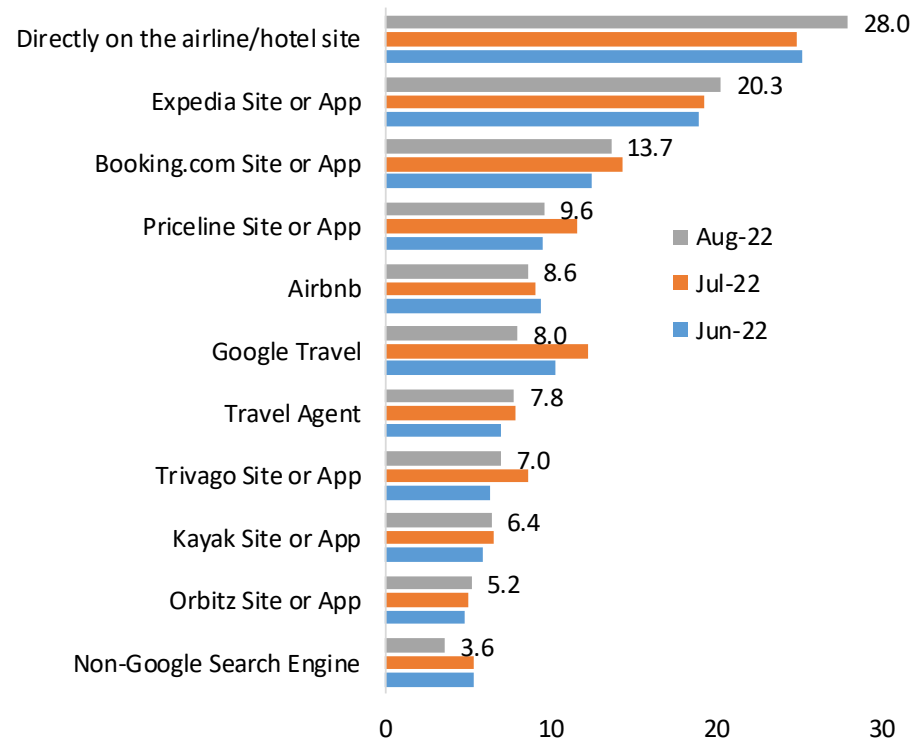
Posed to all respondents.



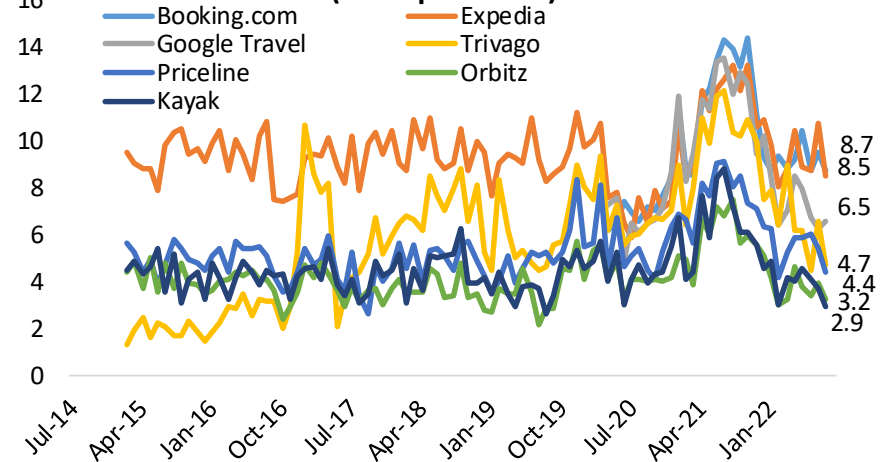
Travel

Posed to all respondents.

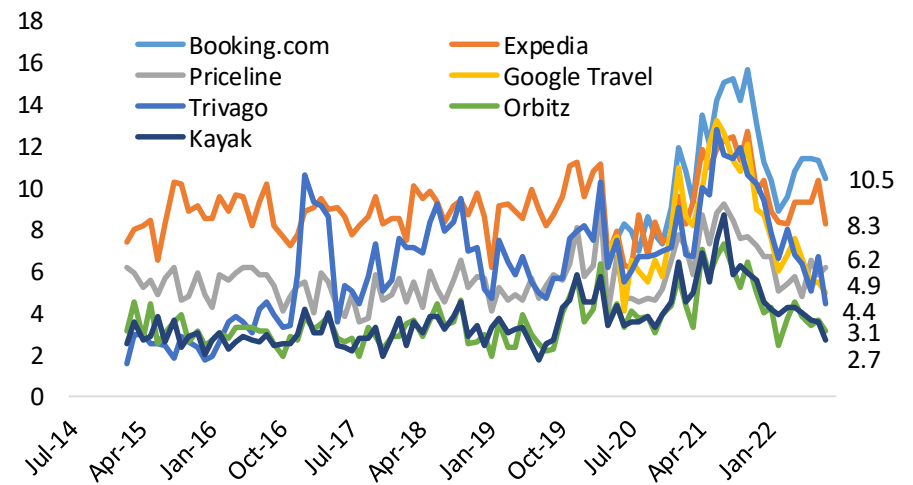
If You Were Looking To Book Travel Today, Where Would You Start Your Search? (% Respondents)



Booked A Flight In Past Three Months (% Respondents)

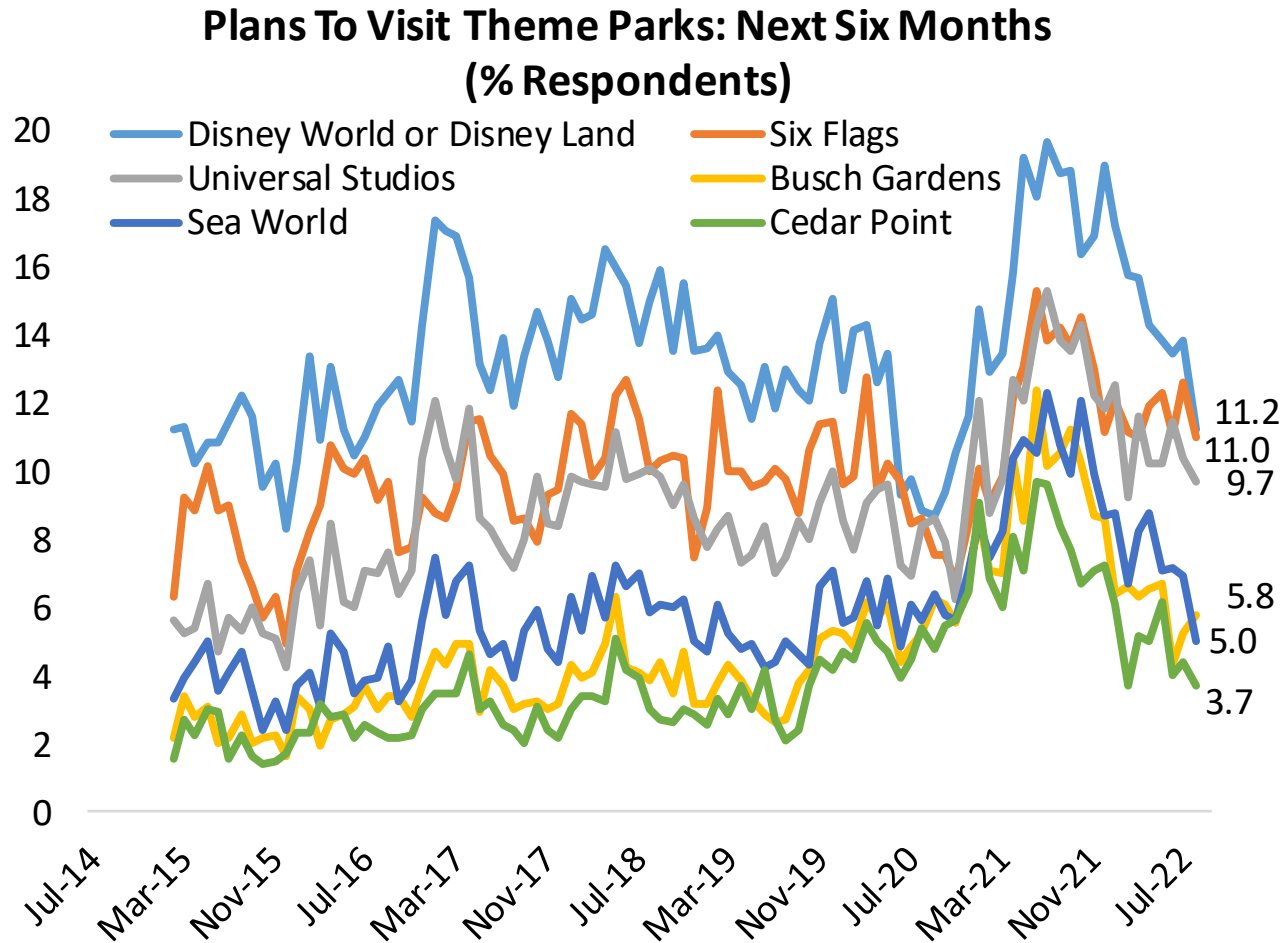


Booked Hotel In Past Three Months (% Respondents)



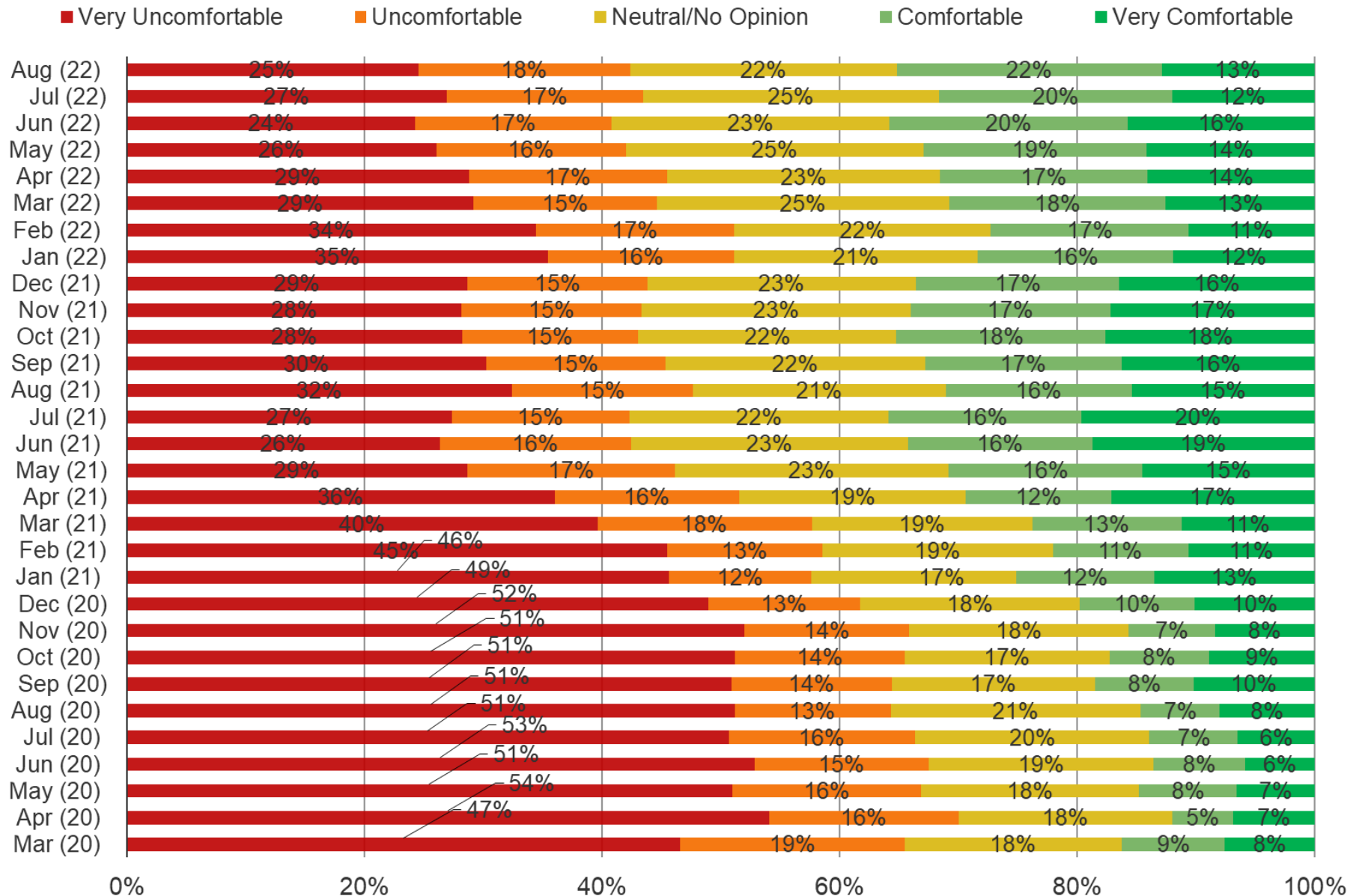
Theme Parks

Posed to all respondents.



How comfortable would you feel going on a cruise today?

Posed to respondents.



What is your opinion of online dating apps/sites?

Posed to all respondents.

