MONTHLY SURVEY: INFLECTION FLAGS

September 2022

Spent more on last year, will spend less on this year:

Posed to all respondents.

gasandfood fuel everything vehicle fooddeliveryservices fooddelivery fooddelivery fooddelivery fooddelivery fooddelivery fooddelivery newcar car masksandhandsanitizer clothes appliances casinogambling shoes clothing groceries gas appliances casinogambling shoes clothing grocerydelivery rent homeimprovement entertainment techdevices alcohol education sanitizer decorandclothes iphone travel furniture drugs skincare handsanitizerandwipes makeupskincarejewelry fooddeliveryservices fooddelivery newcar car appliances casinogambling shoes trateous fooddelivery newcar car

Spent less on last year, will spend more on this year:

Posed to all respondents.

Jul/Aug 2022



Jul/Aug 2021



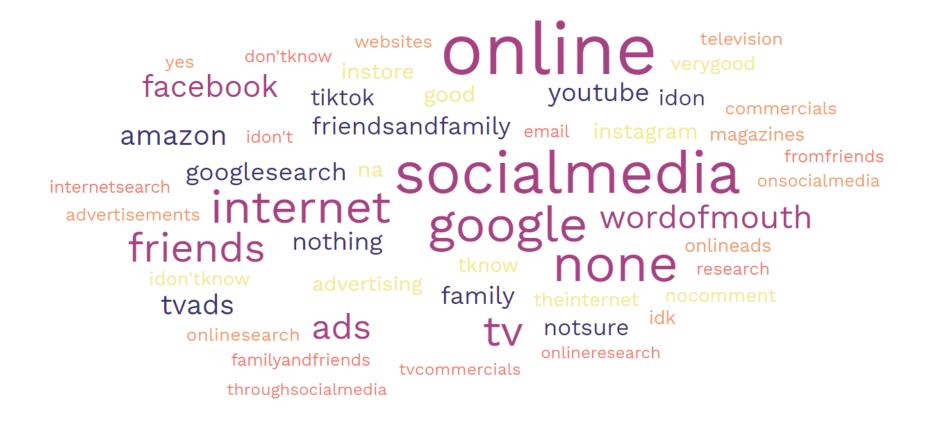
Jul/Aug 2021





How do you typically discover or learn about new products or services to spend money on?

Posed to all respondents (combining fill-ins from the prior 12 months).

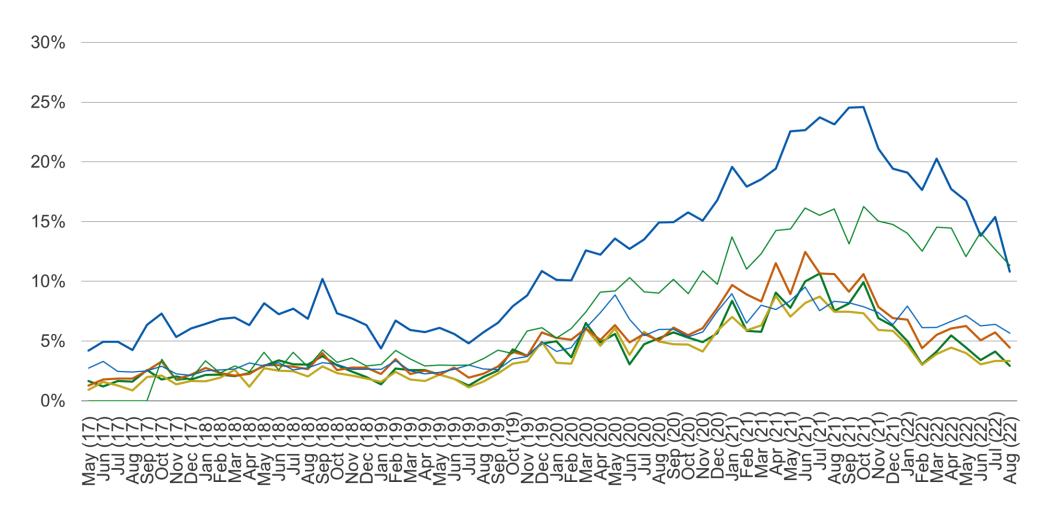




Have you gotten groceries delivered in the past month from any of the following?

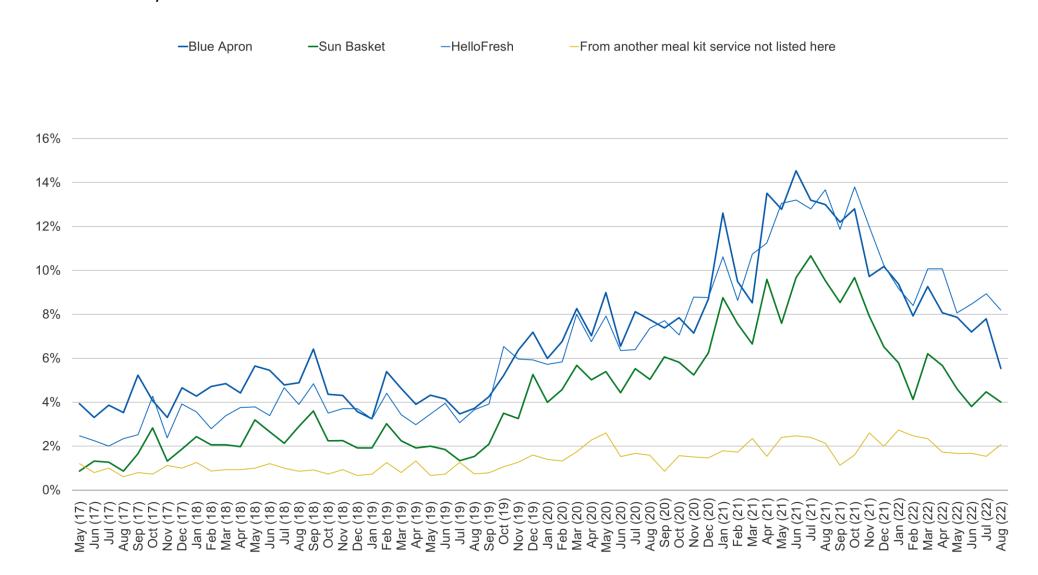
Posed to all respondents.

-Amazon Fresh -Jet Fresh -Peapod -Fresh Direct -From Another Service Not Listed Here -Instacart



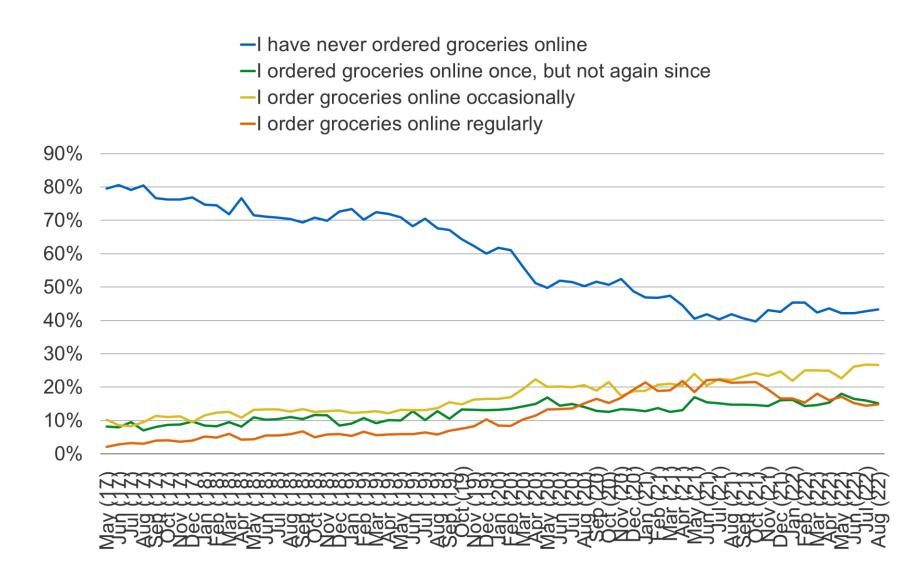


Have you gotten meal kits delivered from any of the following in the past month? *Posed to all respondents.*





Please characterize your experience with ordering groceries online:

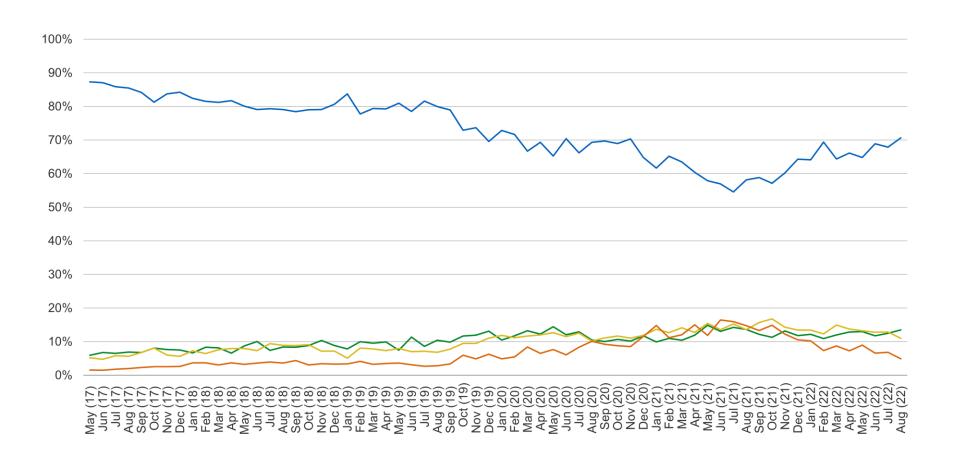




Please characterize your experience with ordering meal kits online:

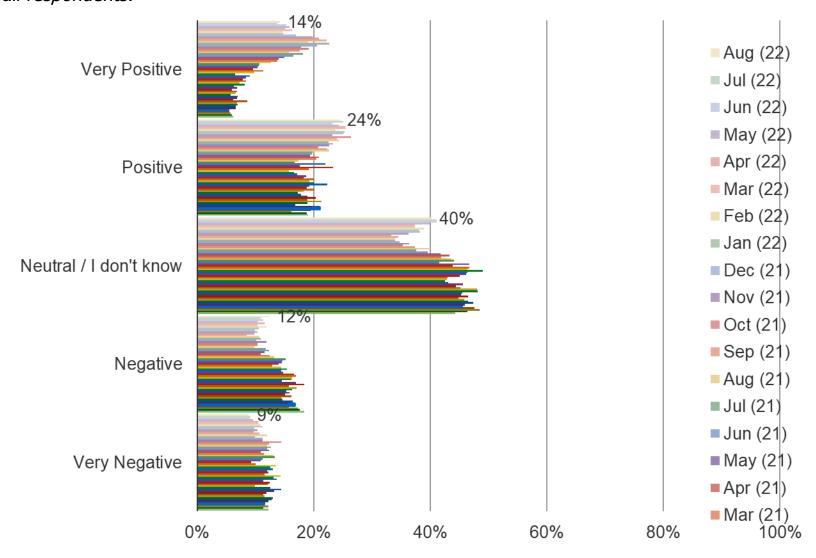
Posed to all respondents.

-I have never ordered meal kits -I ordered meal kits once, but not again since -I order meal kits online occasionally -I order meal kits online regularly



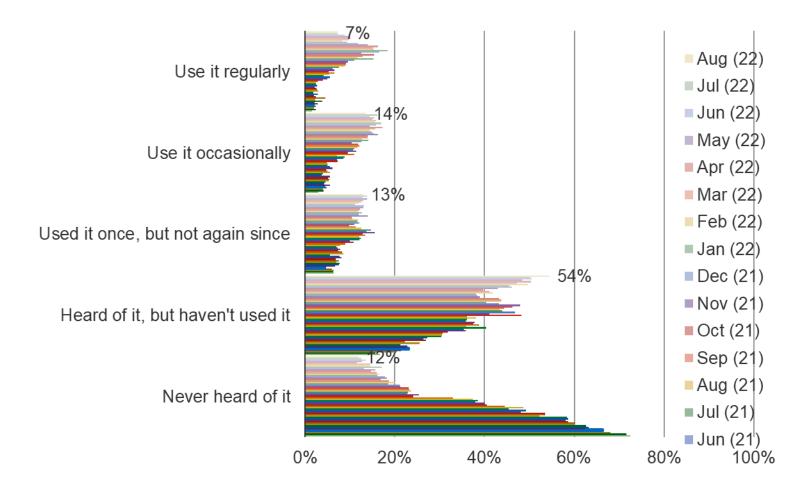


In general, how do you feel about the thought of ordering groceries online? *Posed to all respondents.*



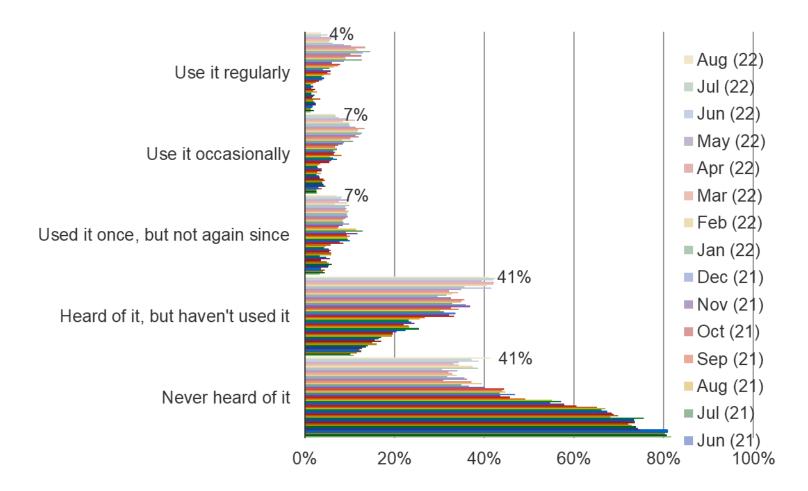


What is your familiarity with Instacart?



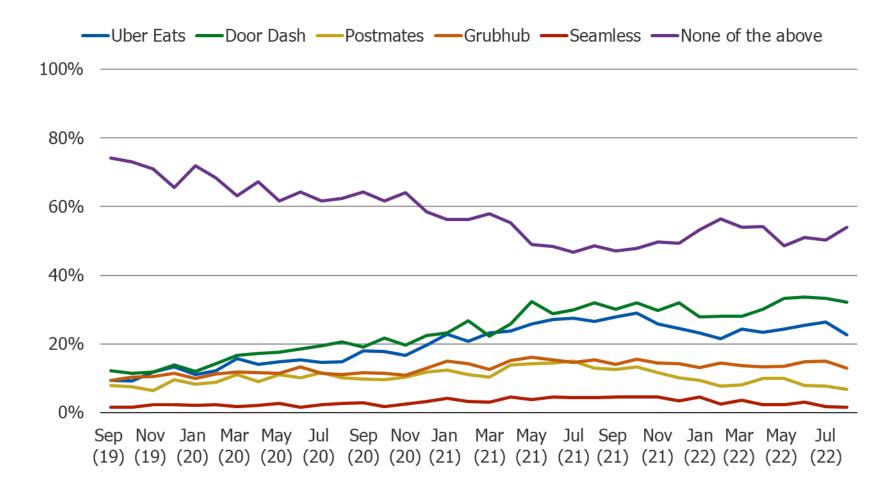


What is your familiarity with Shipt?



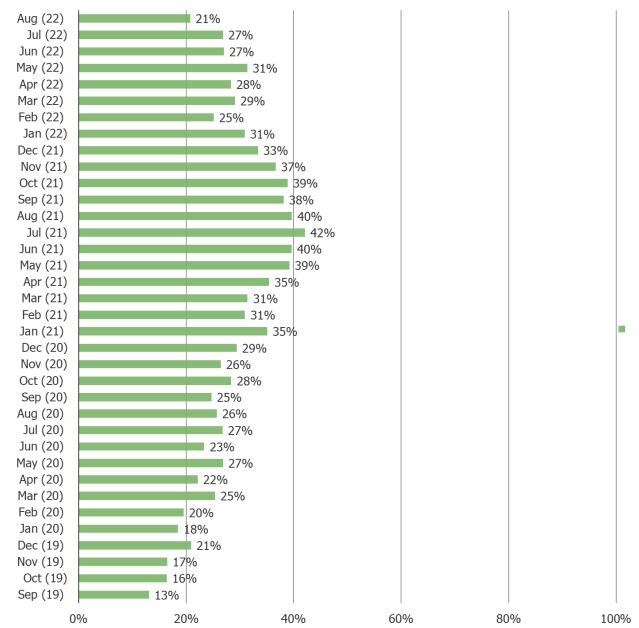


Do you regularly or occasionally use food delivery apps?



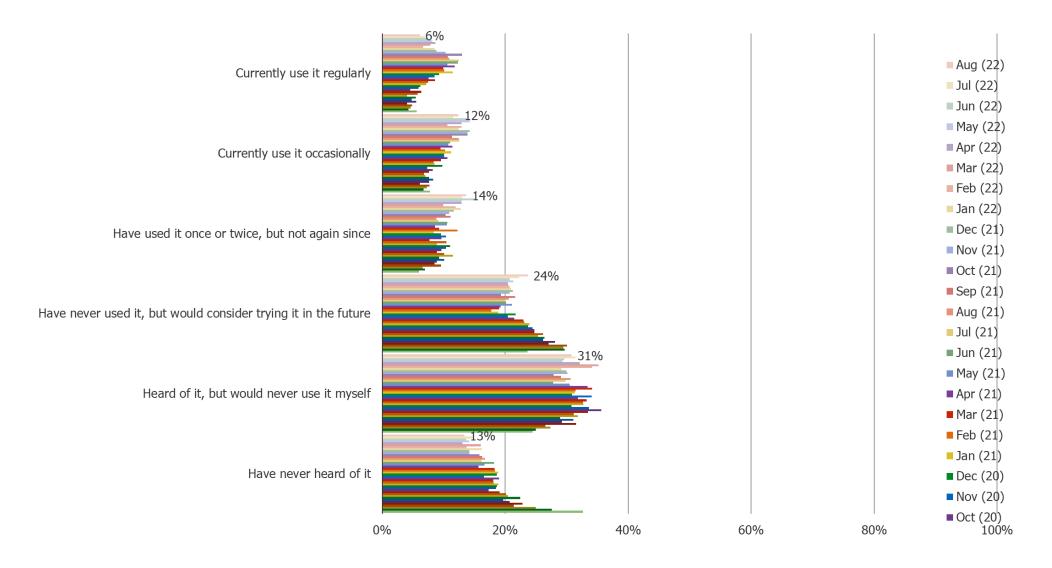


% Respondents who said they use food delivery apps at least weekly



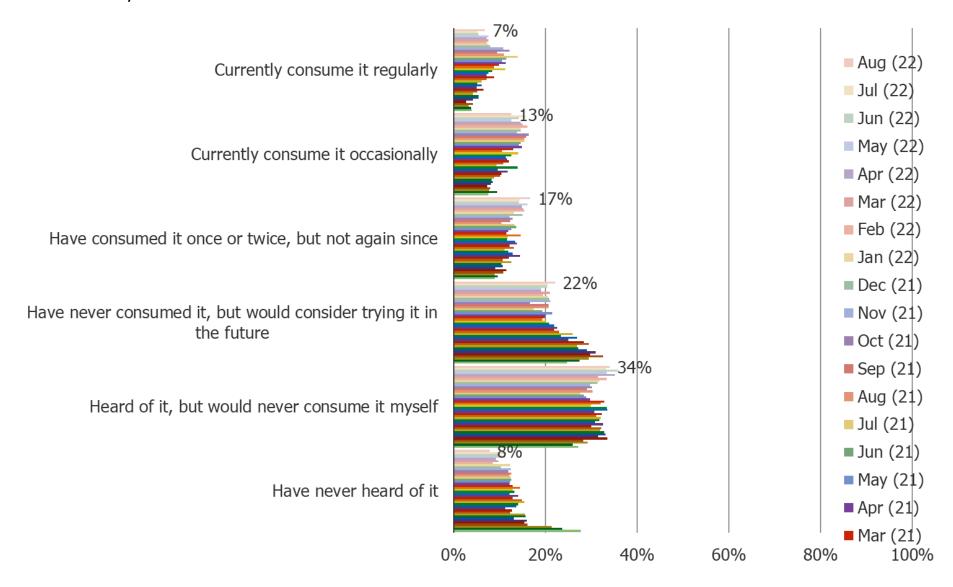


Which of the following best describes your position toward CBD products?

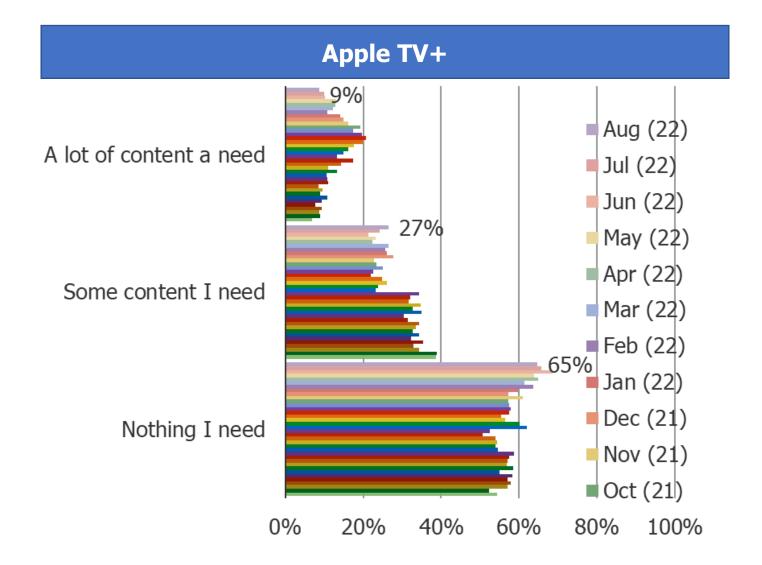




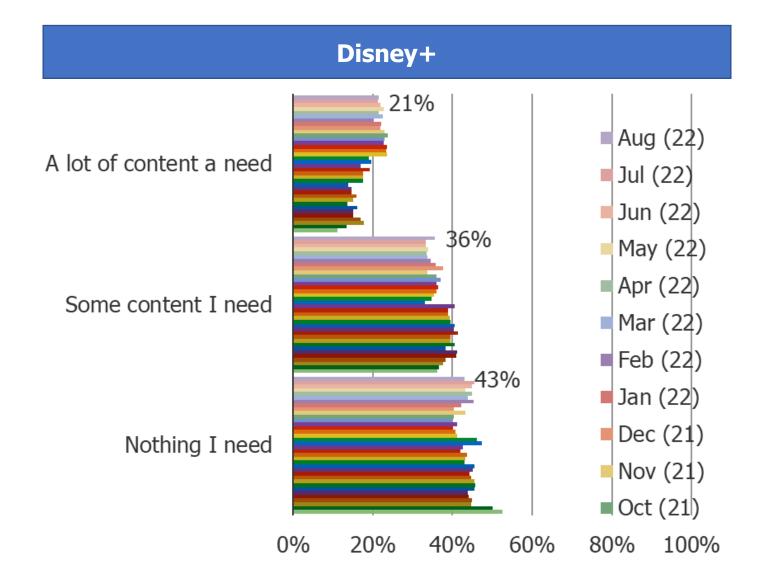
Which of the following best describes your position toward plant-based meat alternatives? *Posed to all respondents*



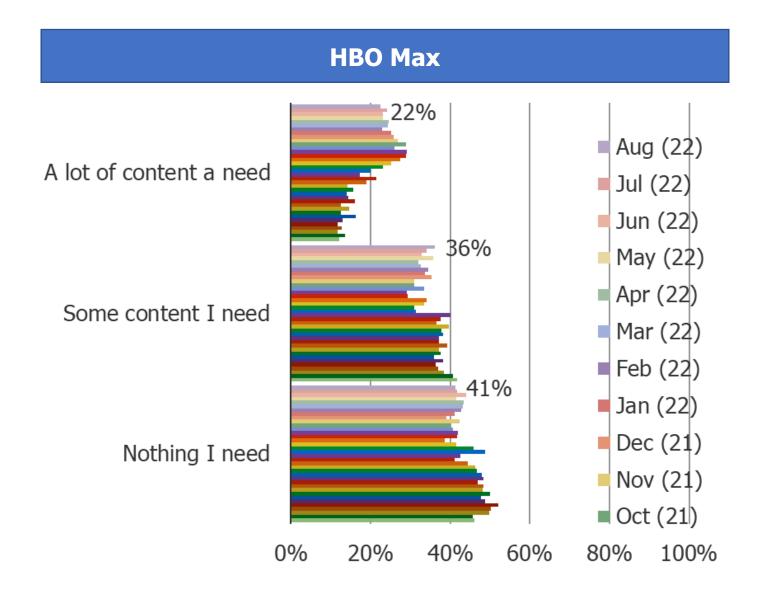




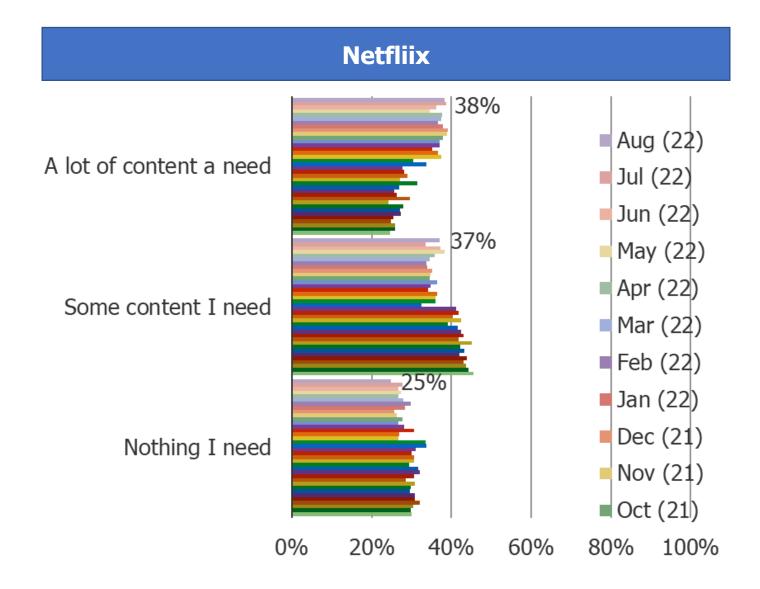






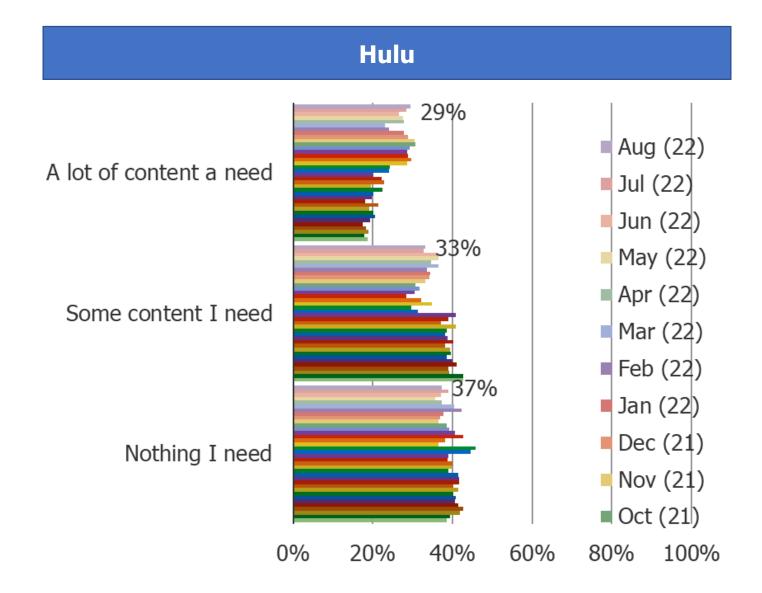








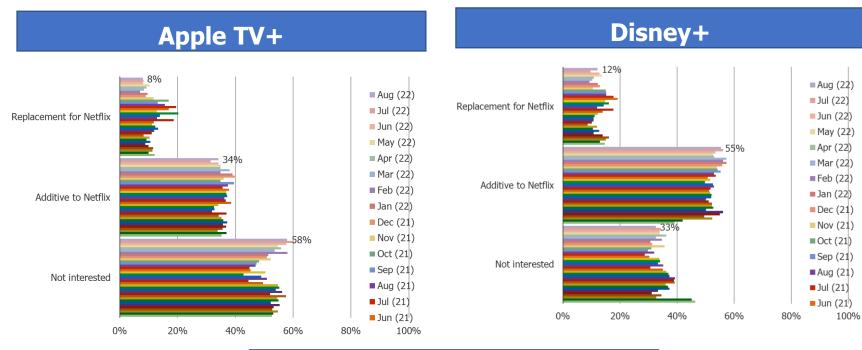
What are your expectations for the content that will be on each of these platforms? *Posed to all respondents*

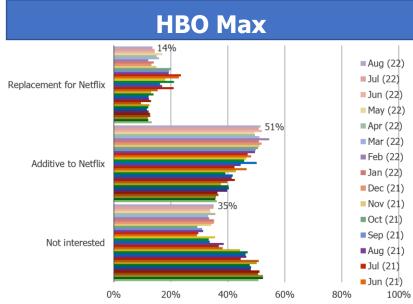




Do you view the following to be additive or replacement to Netflix?

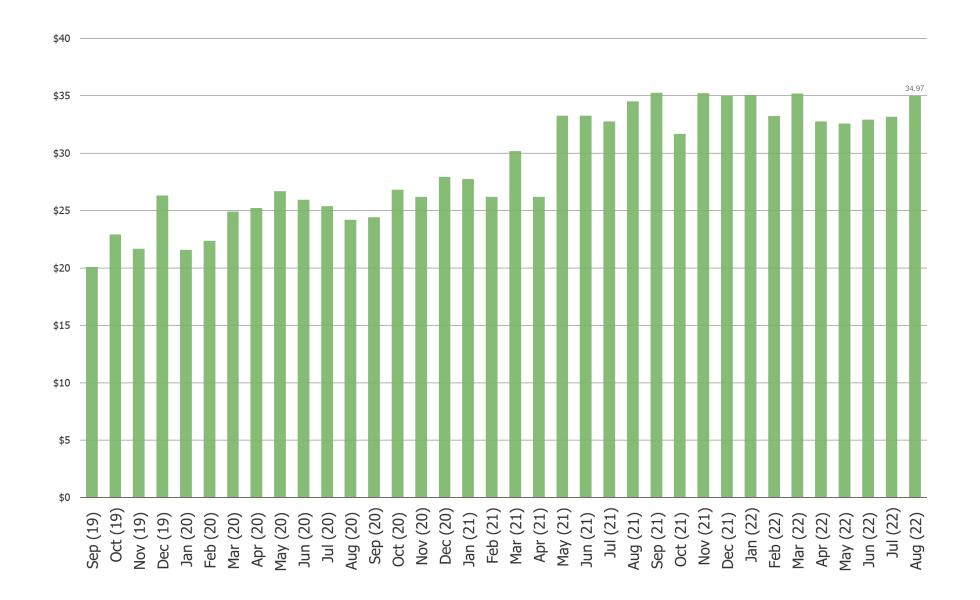
Posed to Netflix subscribers.





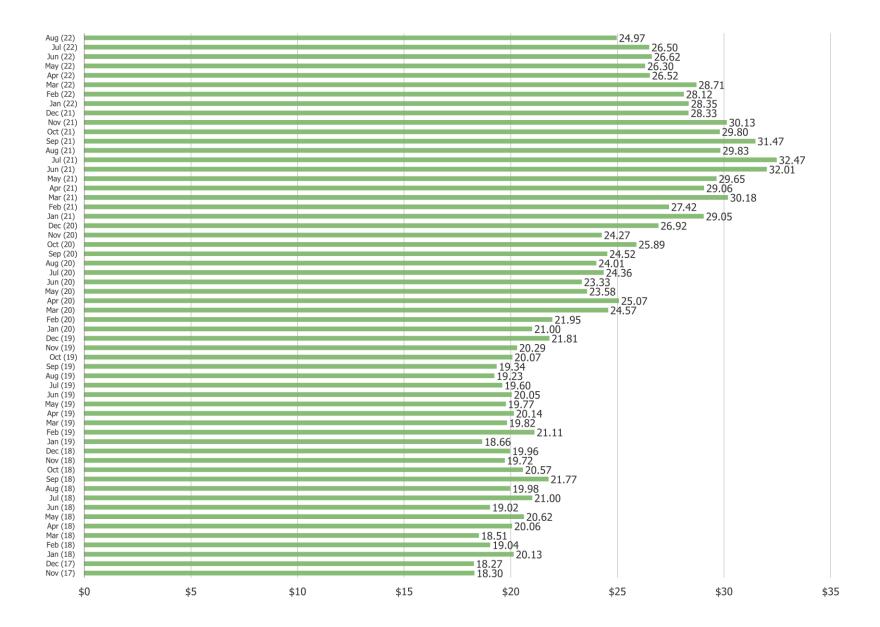


How much do you think is appropriate to spend on streaming video services, in total, per MONTH. *Posed to Netflix subscribers.*

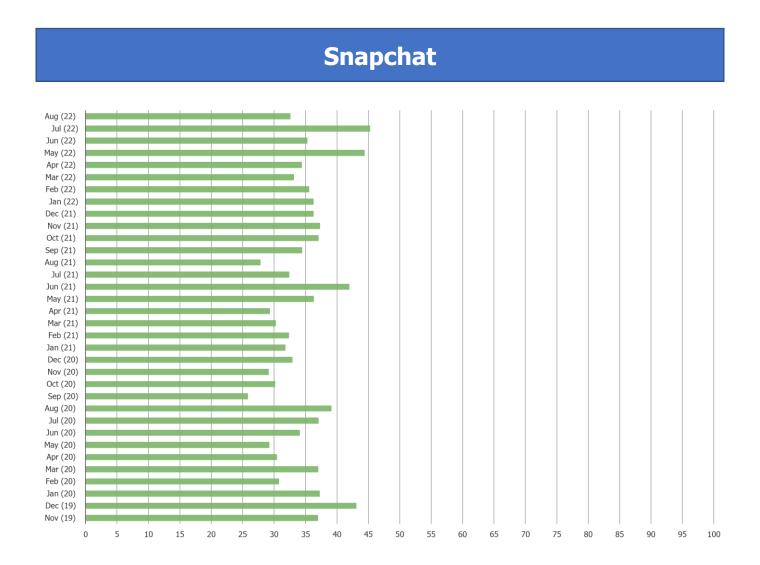




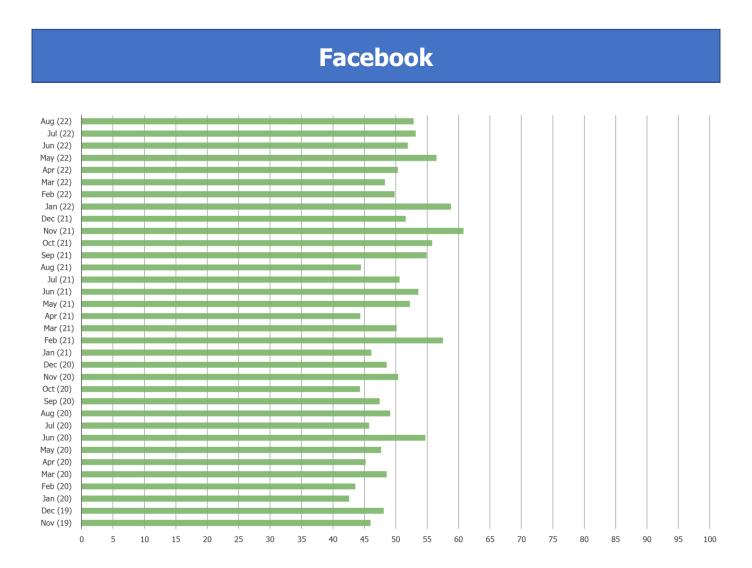
At what MONTHLY price point would you decide to cancel your Netflix subscription? (IE, if Netflix continues to raise prices, what price point PER MONTH would trigger your cancellation of Netflix)? Posed to Netflix subscribers.



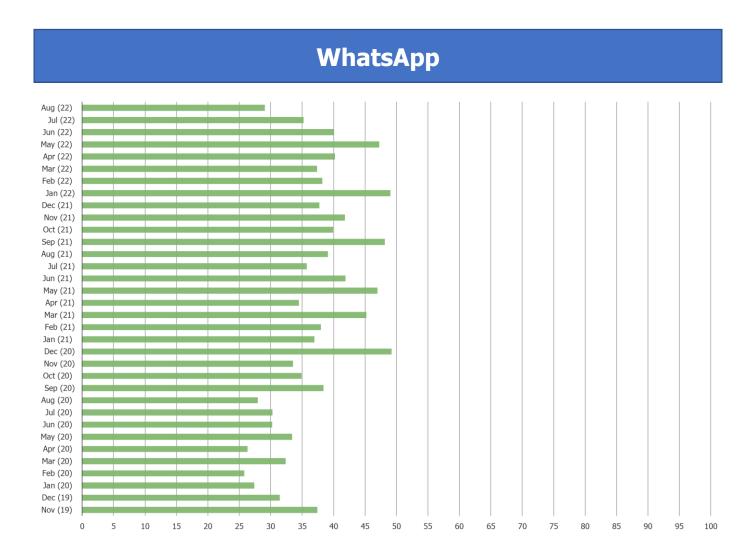




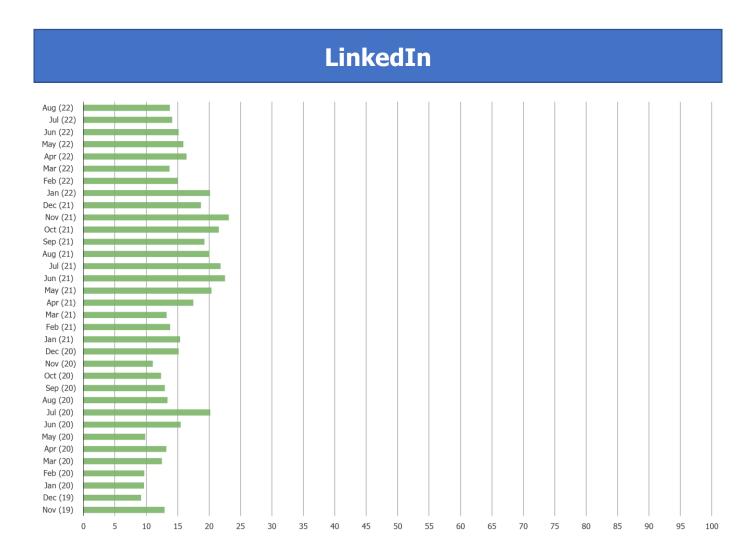




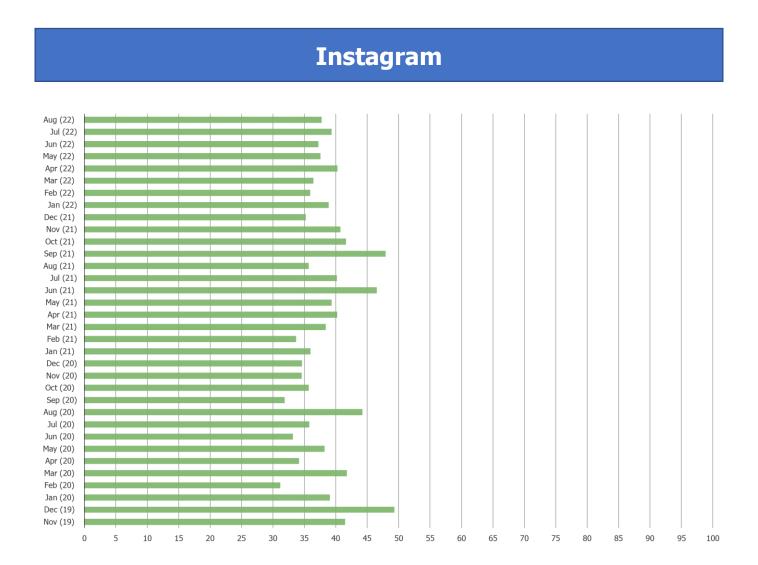




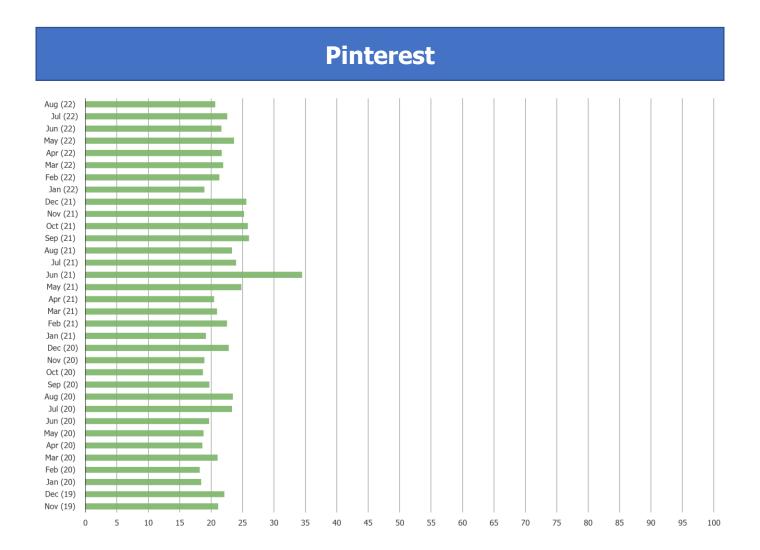




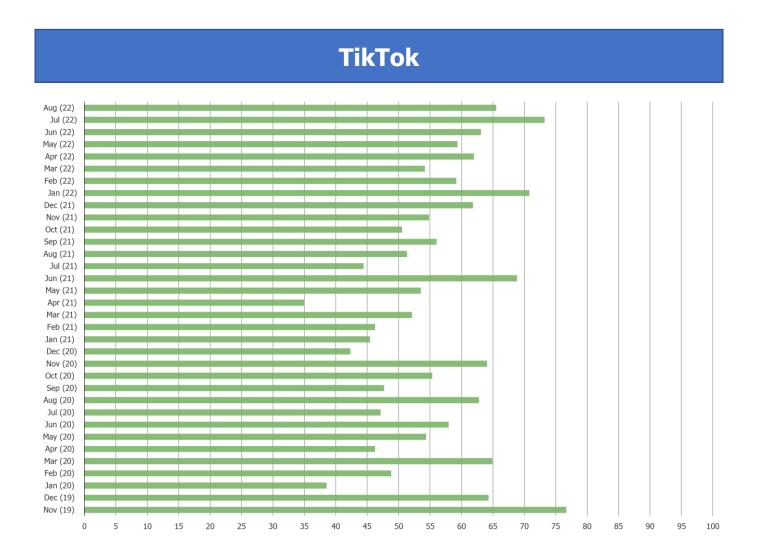






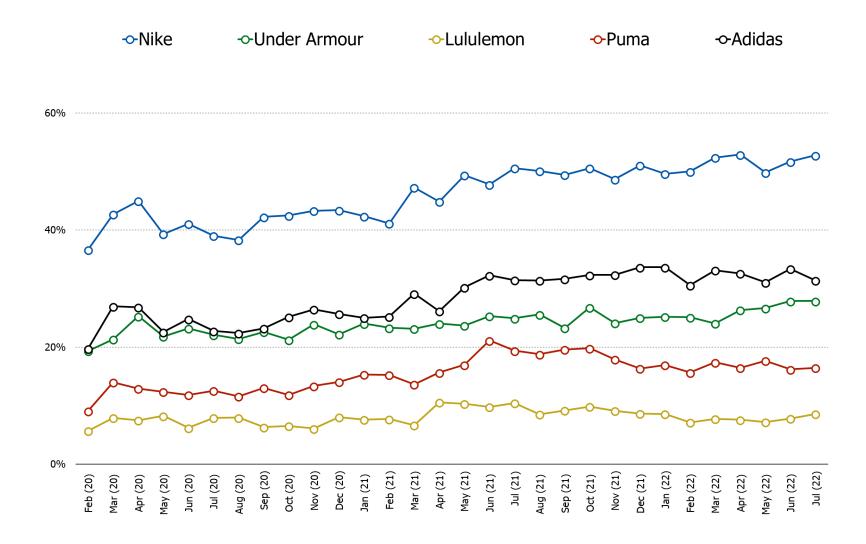








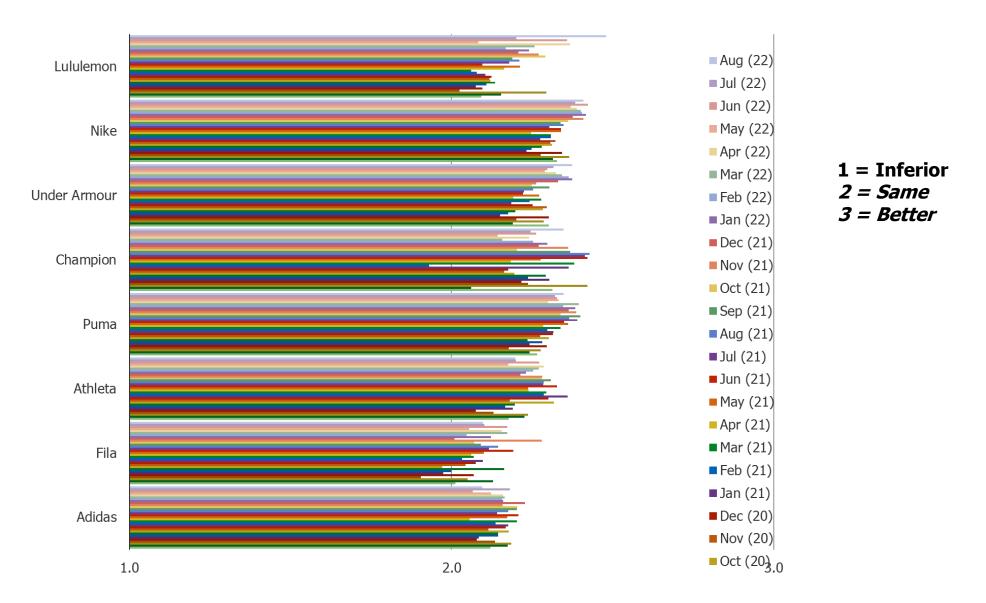
Do you regularly or occasionally wear athletic clothing from the following brands.





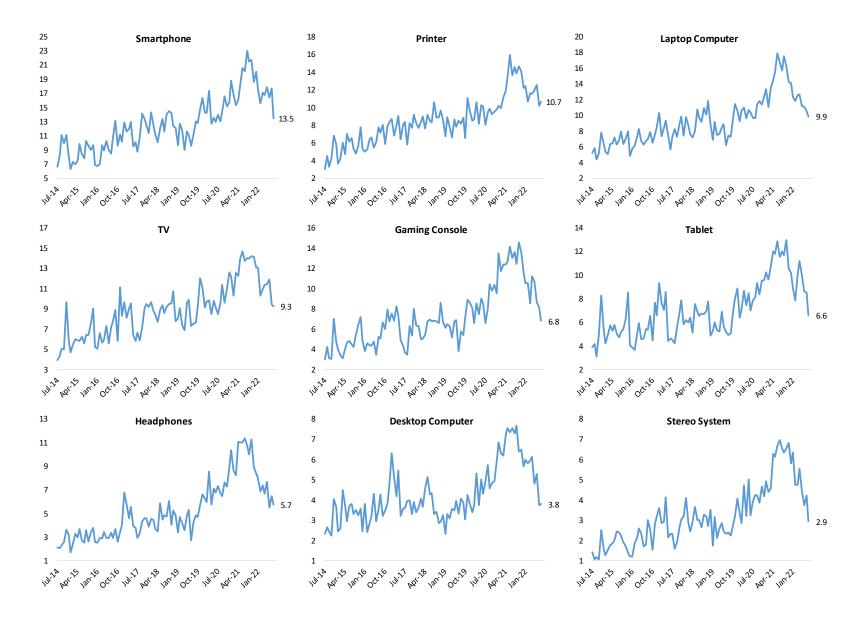
In your opinion, how does this brand's clothing compare to competitive options when it comes to athletic performance?

Posed to customers of each brand.





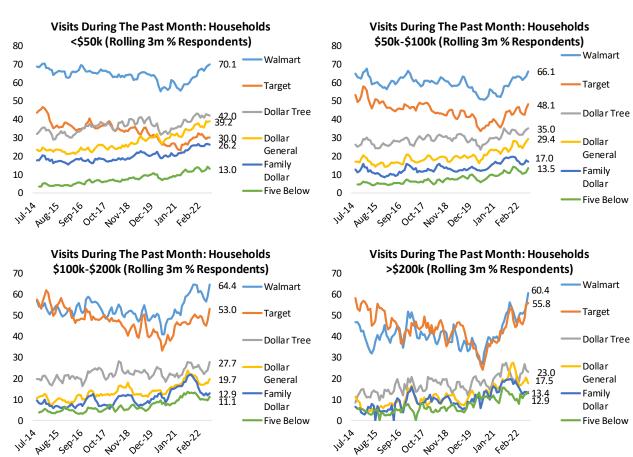
Plans to purchase in the next month...





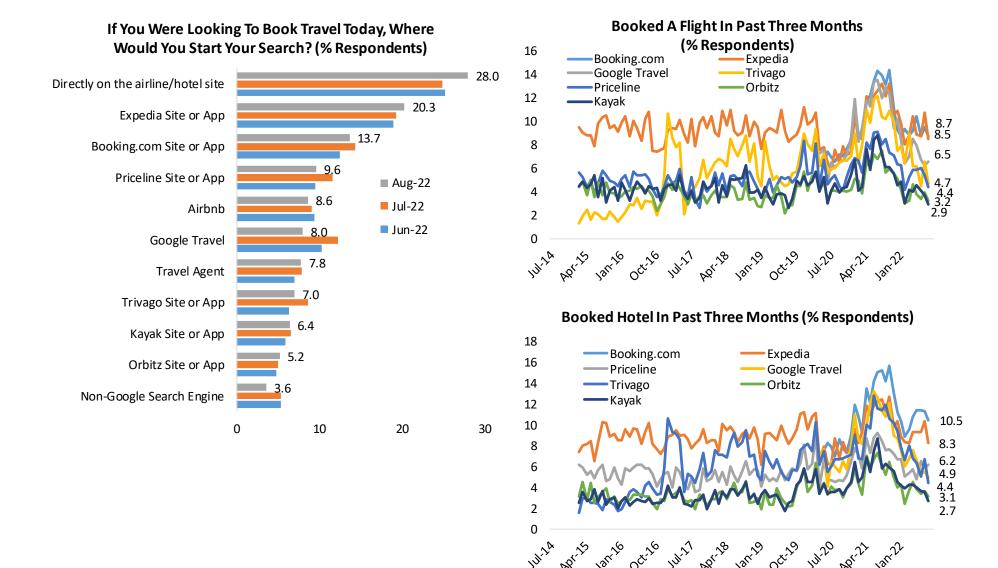
Dollar Stores / Big Box





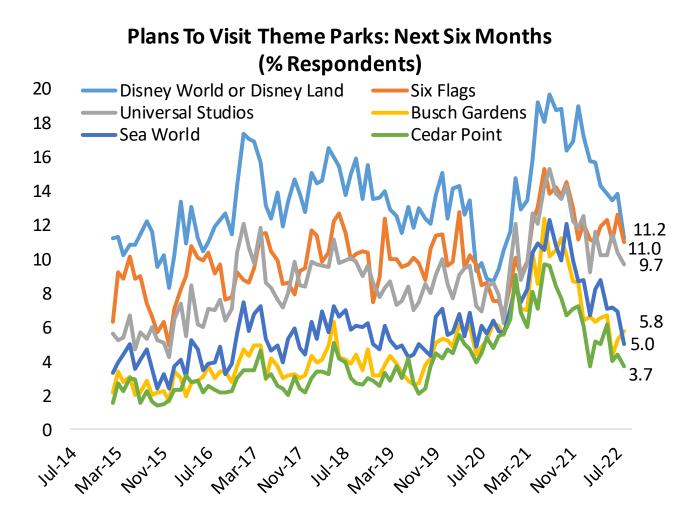


Travel *Posed to all respondents.*



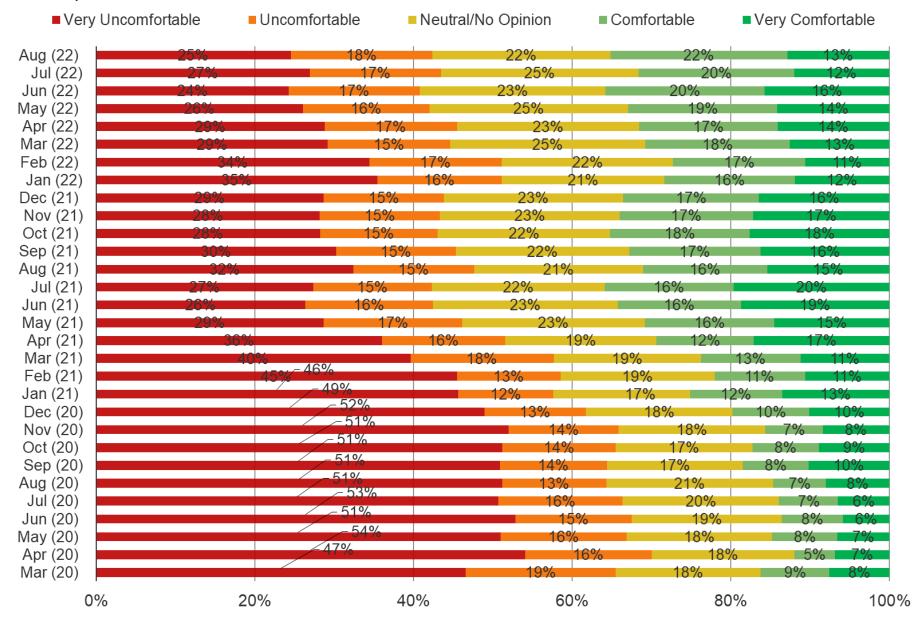


Theme Parks





How comfortable would you feel going on a cruise today?





What is your opinion of online dating apps/sites?

