

BESPOKE MARKET INTELLIGENCE

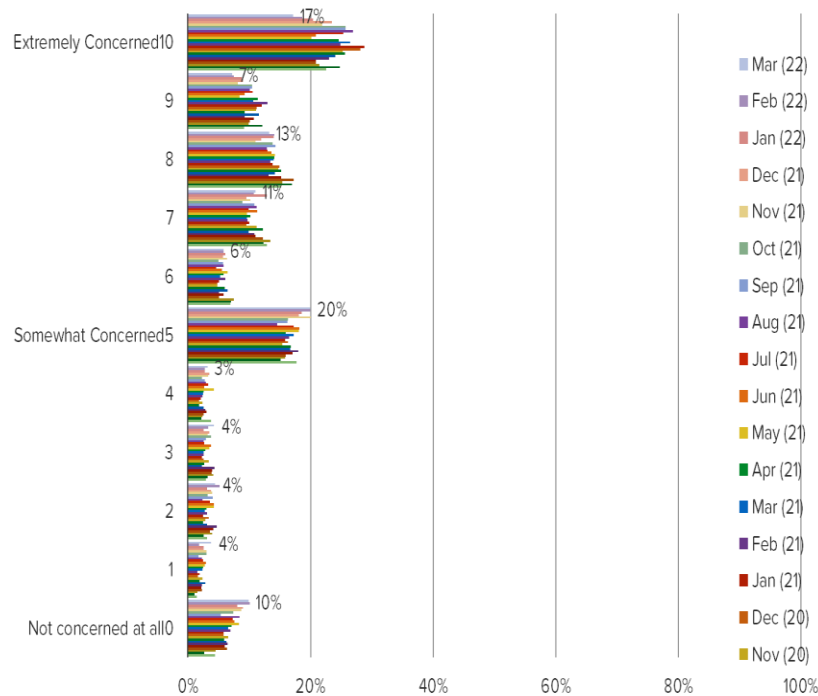
**US MONTHLY UPDATE
COVID-19 AND CONSUMER ACTIVITY**

March 2022

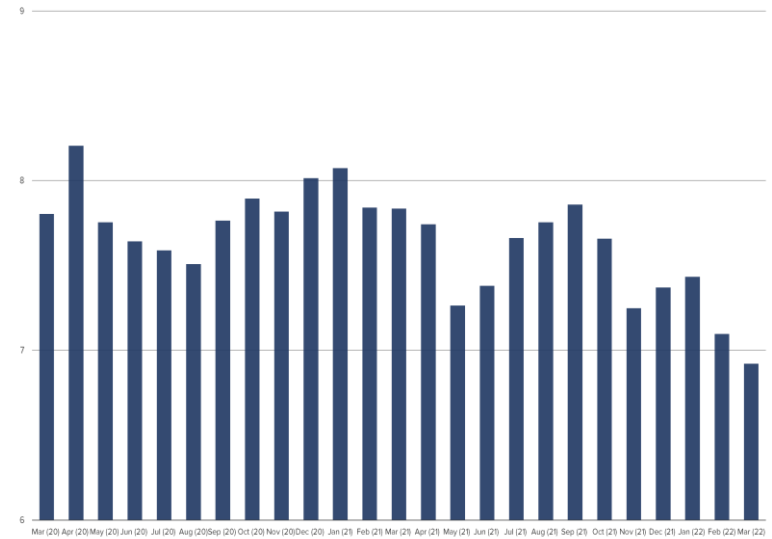
Please rate your level of concern with the Coronavirus (also being referred to as Covid-19 or the Novel Coronavirus).

POSED TO ALL RESPONDENTS

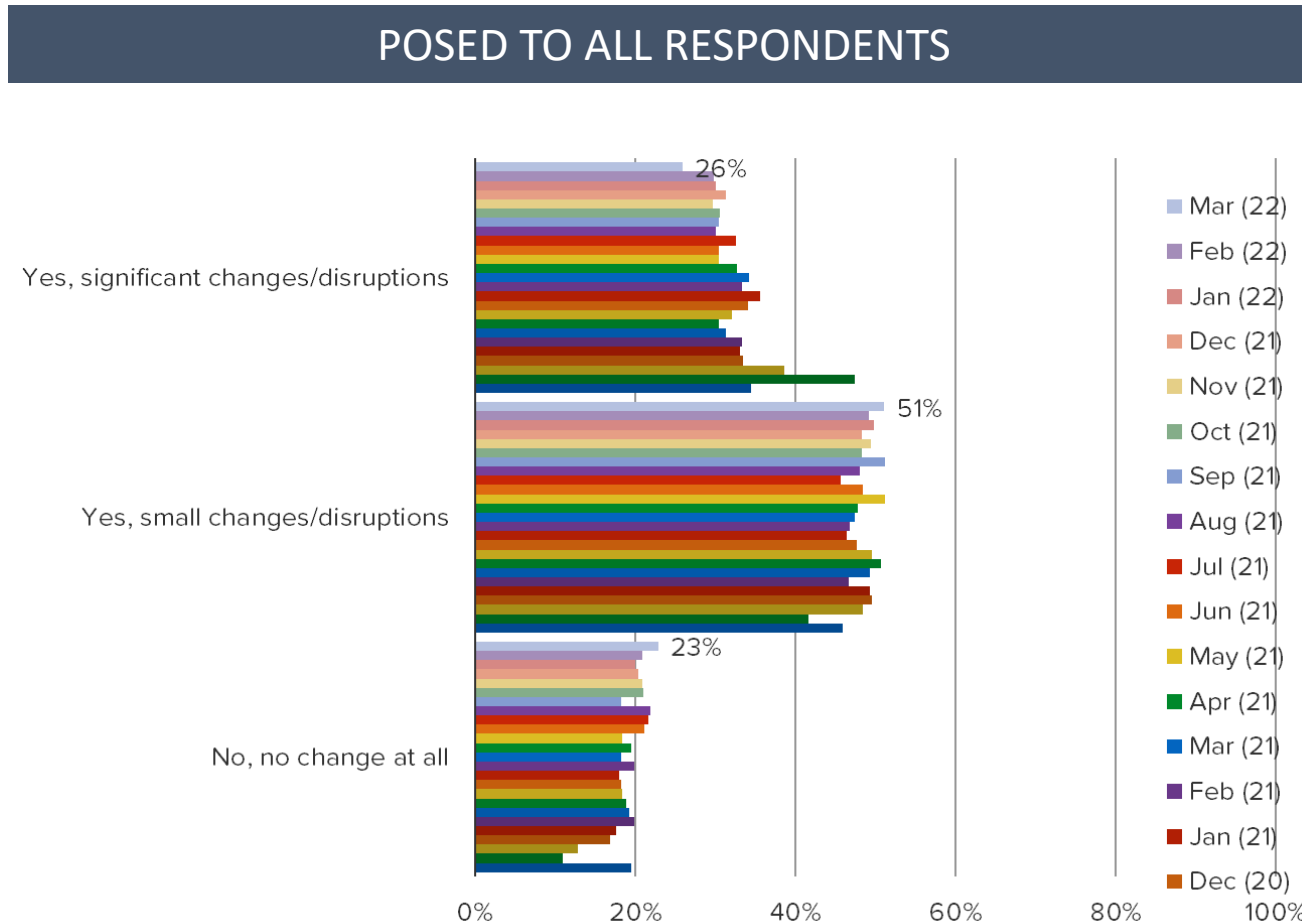
Full Breakdown



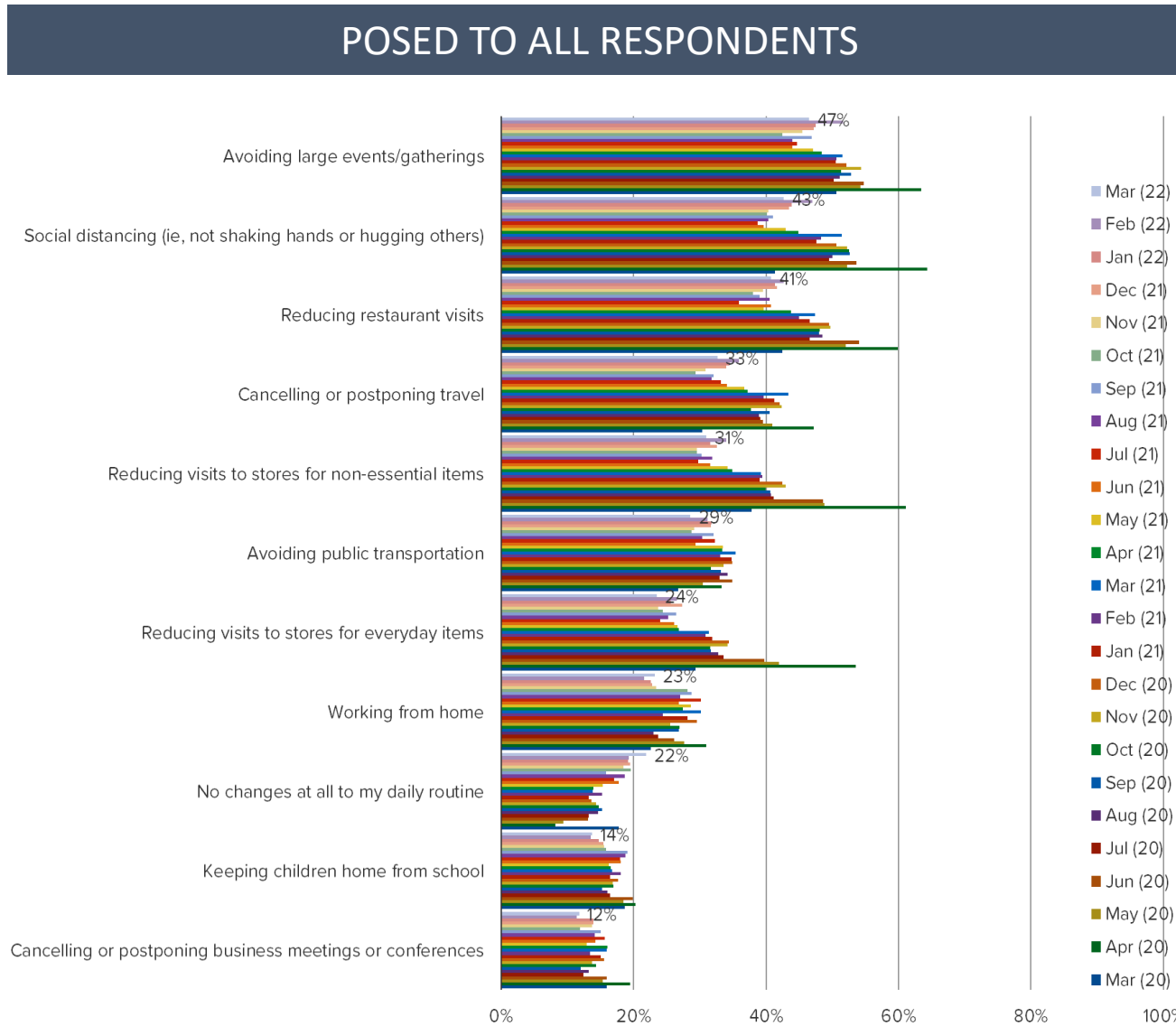
Weighted Average



Has the Coronavirus / Covid-19 caused any change or disruption to your life?

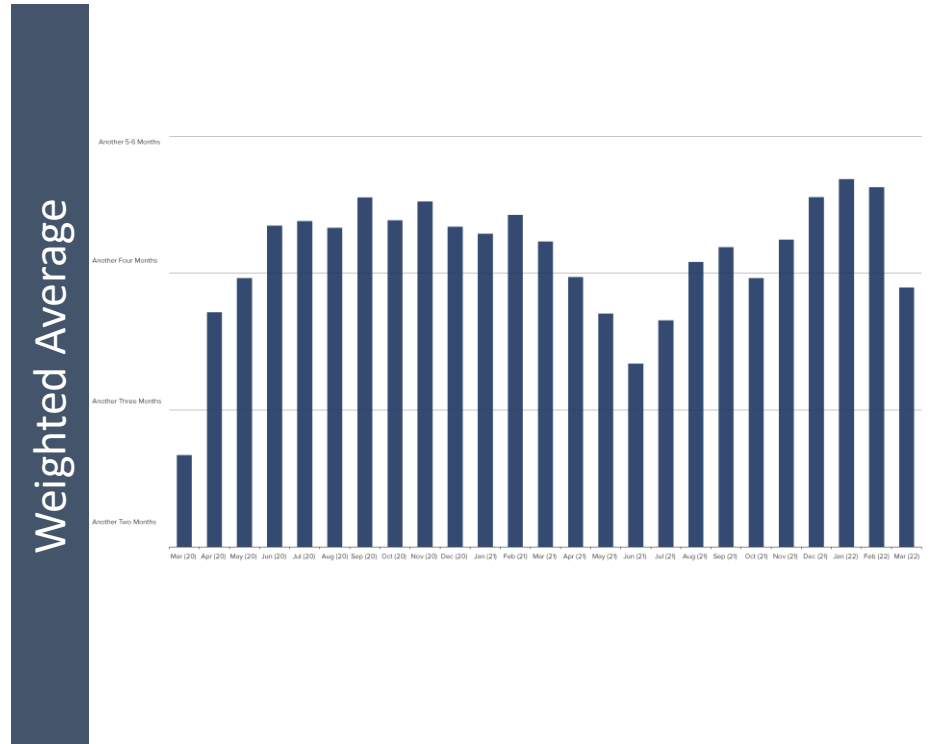
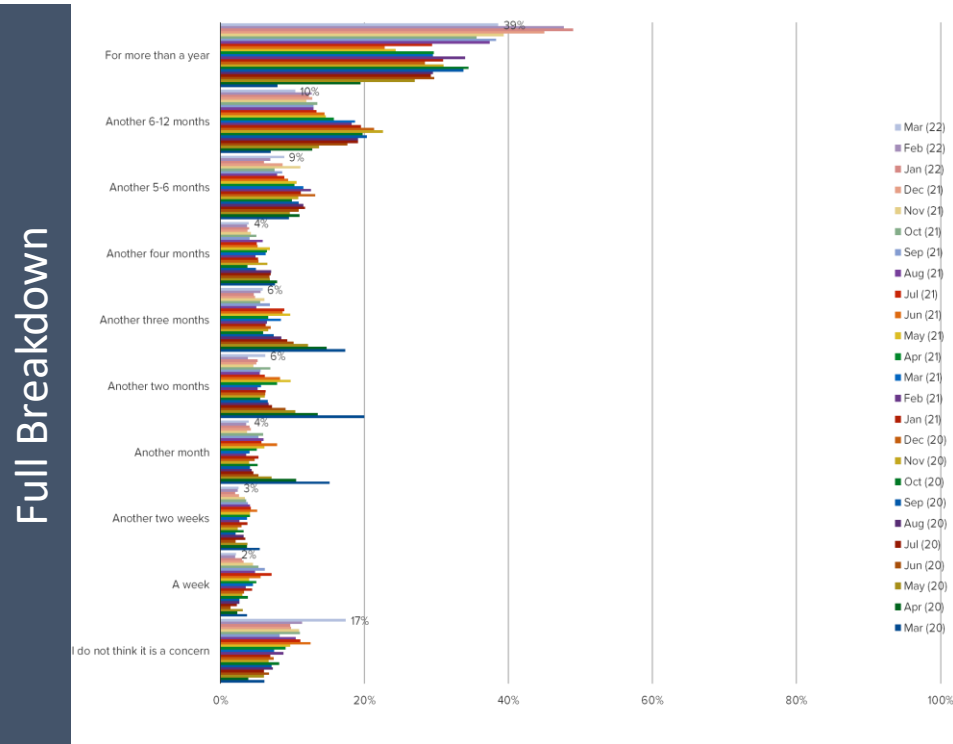


Have you made any changes at all to avoid catching the Coronavirus? (Select ALL)

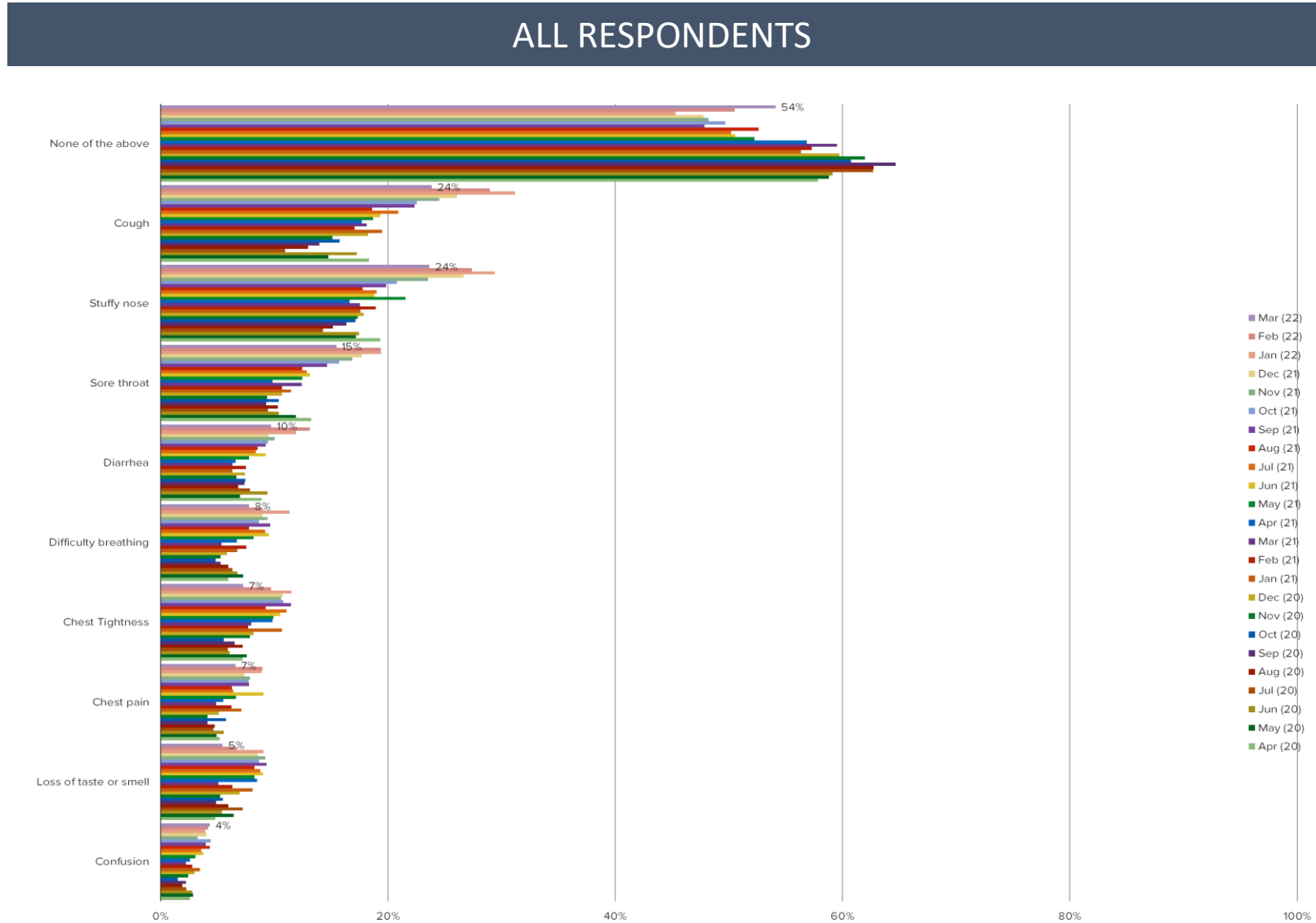


For how long do you anticipate Coronavirus will be a concern?

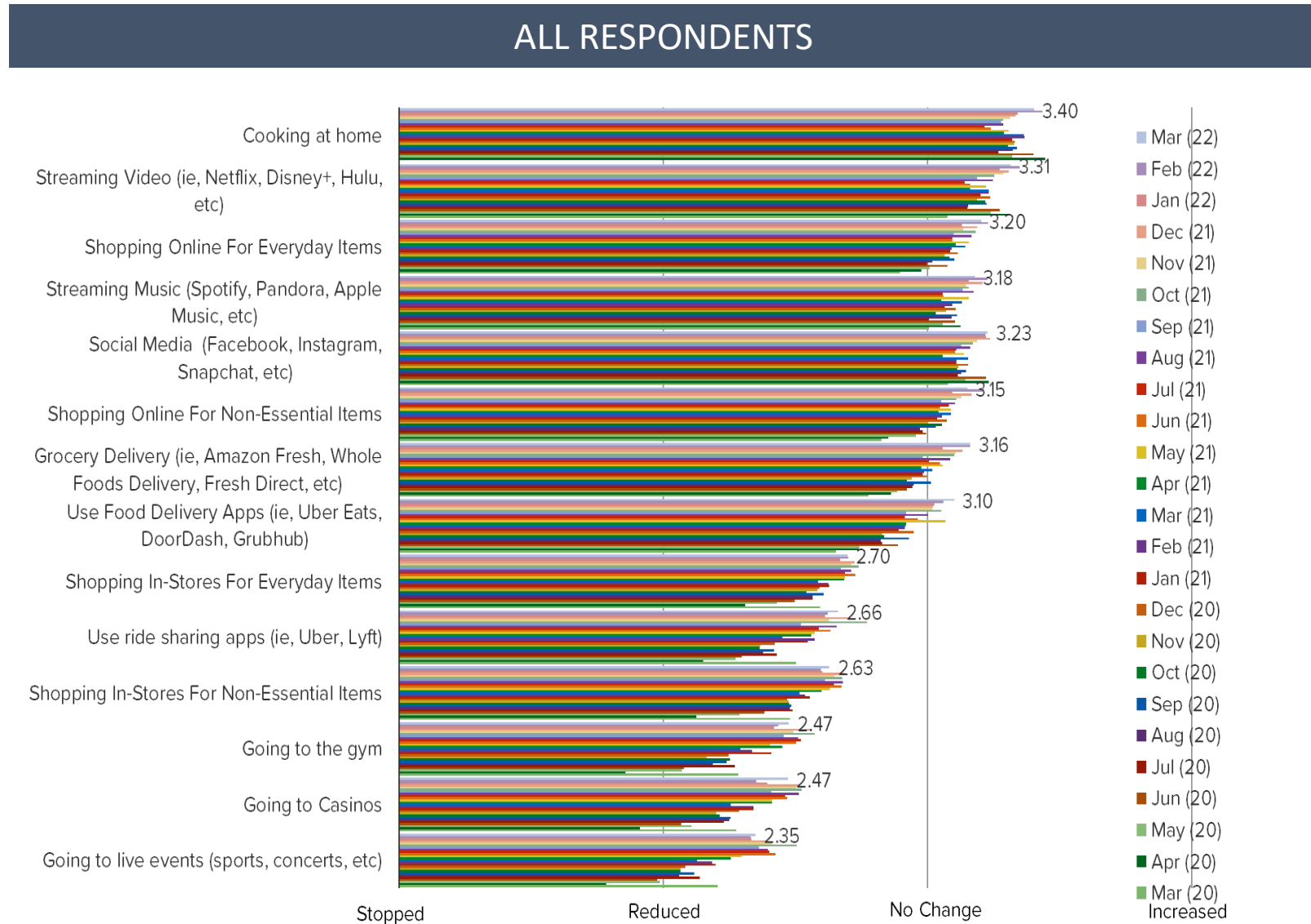
POSED TO ALL RESPONDENTS



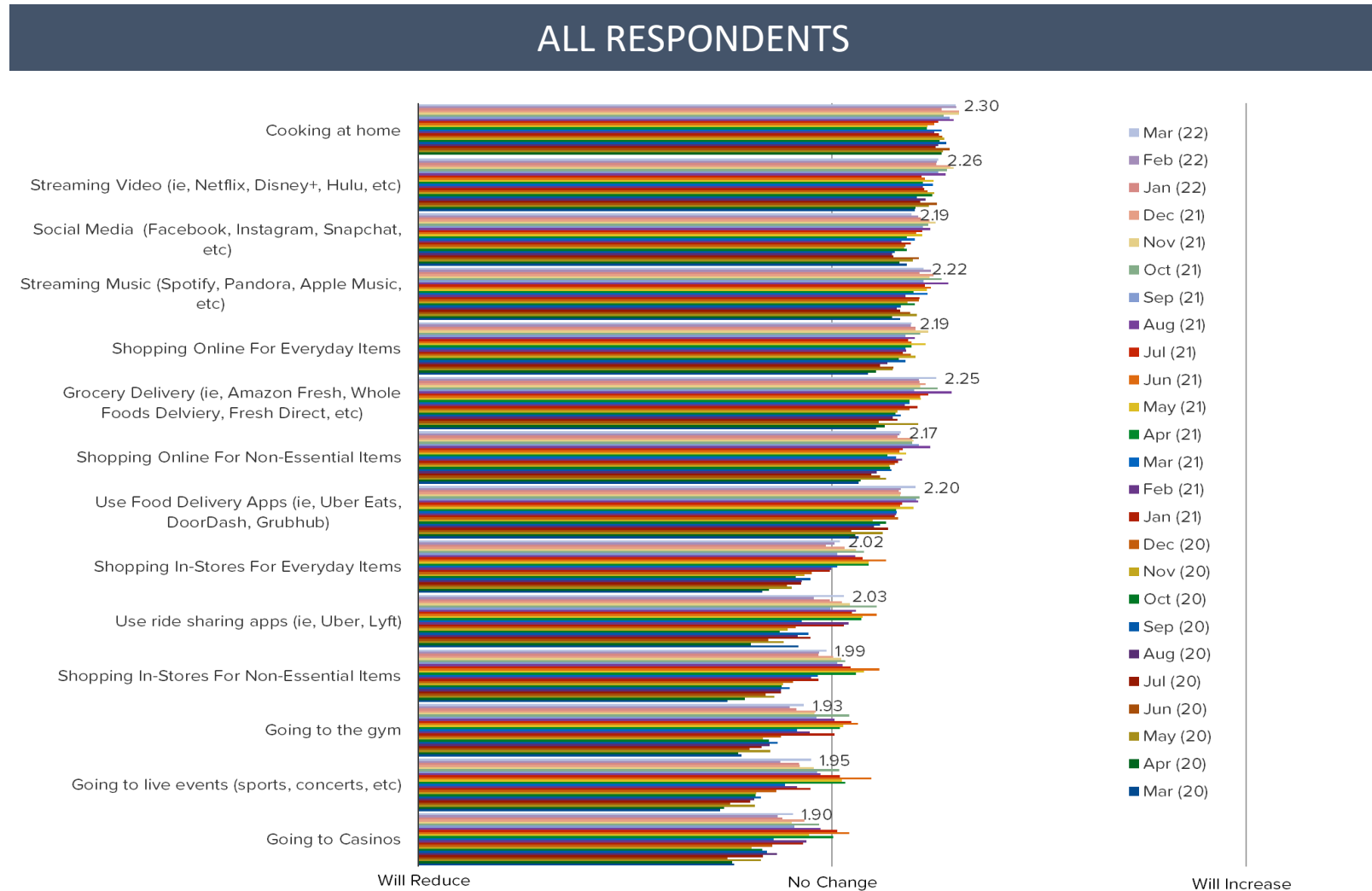
Do you currently have any of the following?



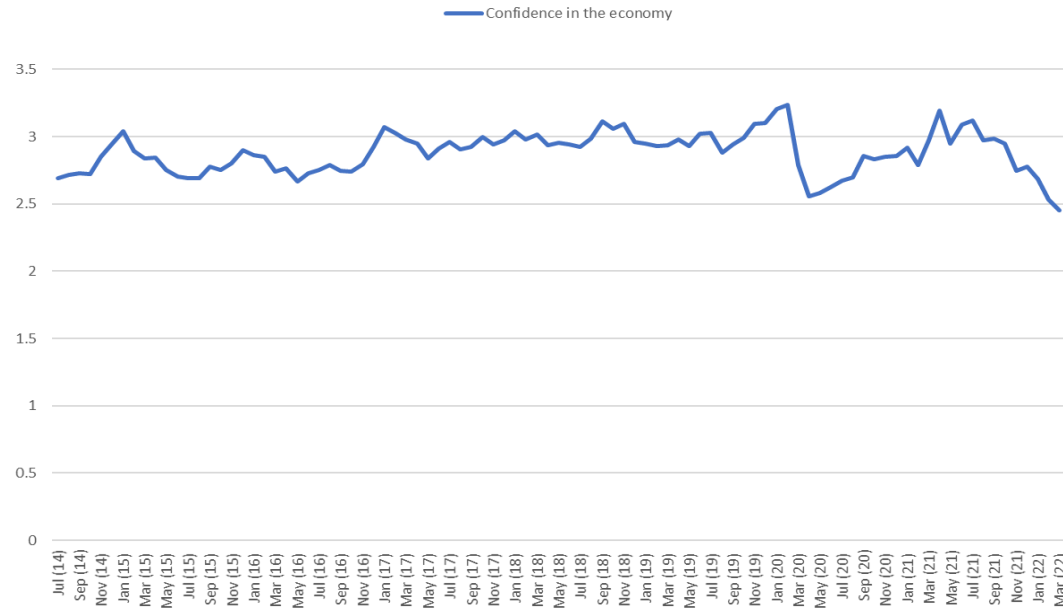
Have you changed any of the following because of COVID? (Posed to All Respondents)



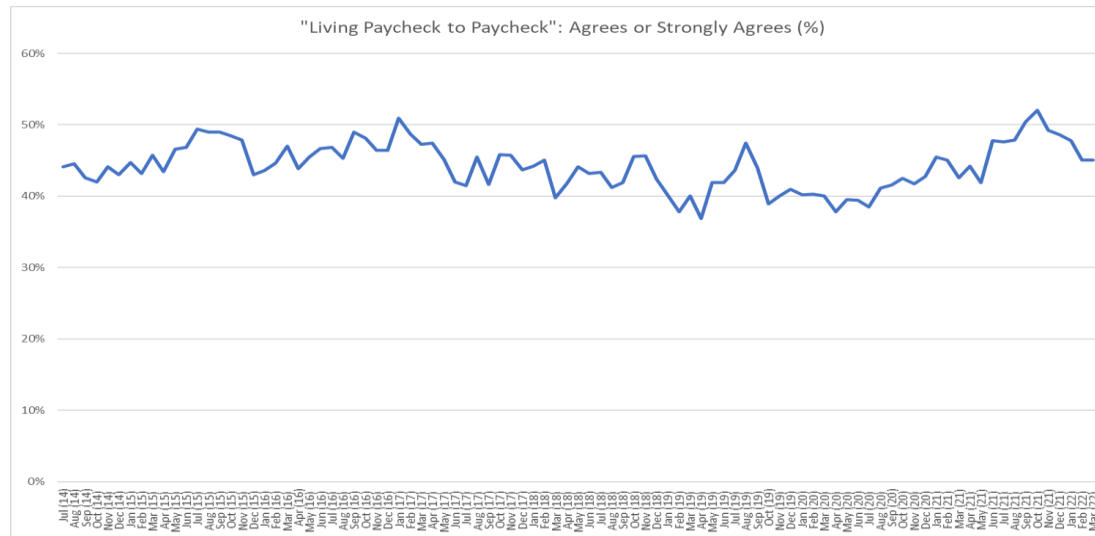
Going forward, do you expect to do the following more or less often than normal because of COVID and its impact to your life / the economy?



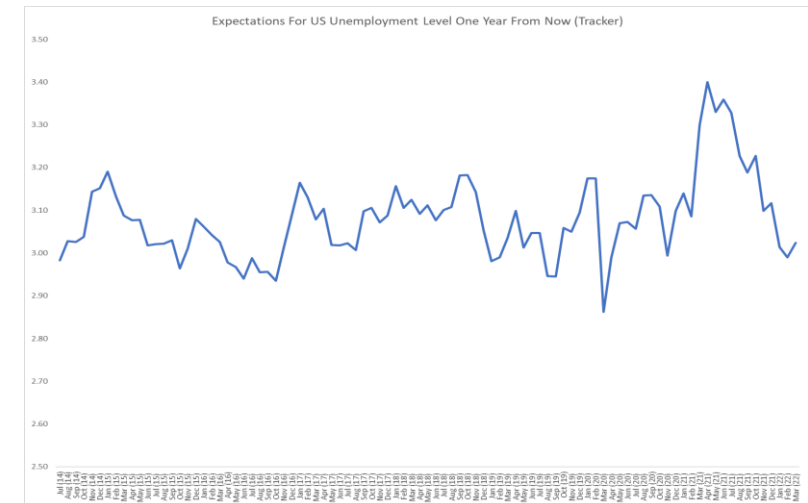
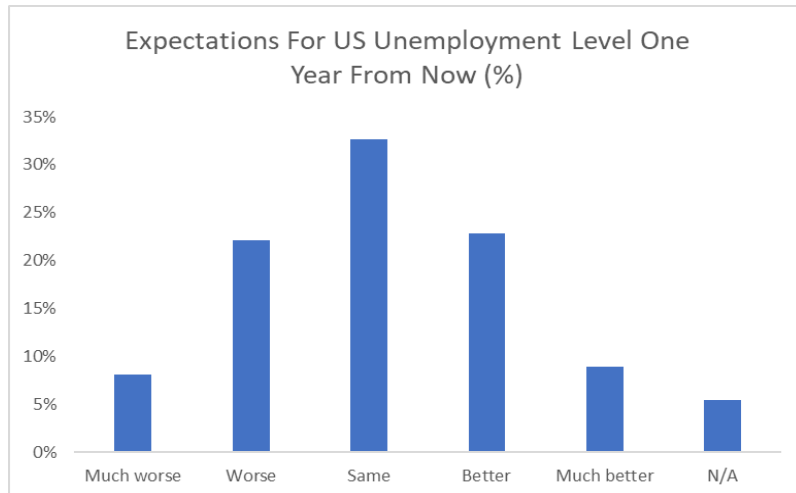
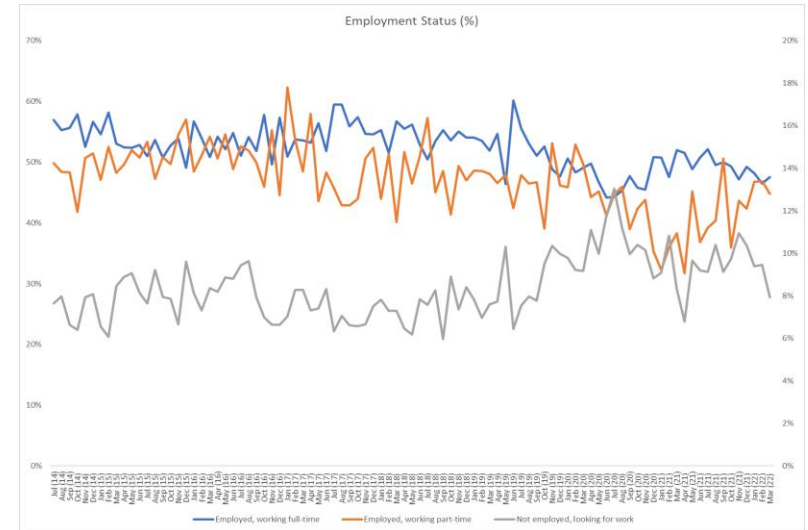
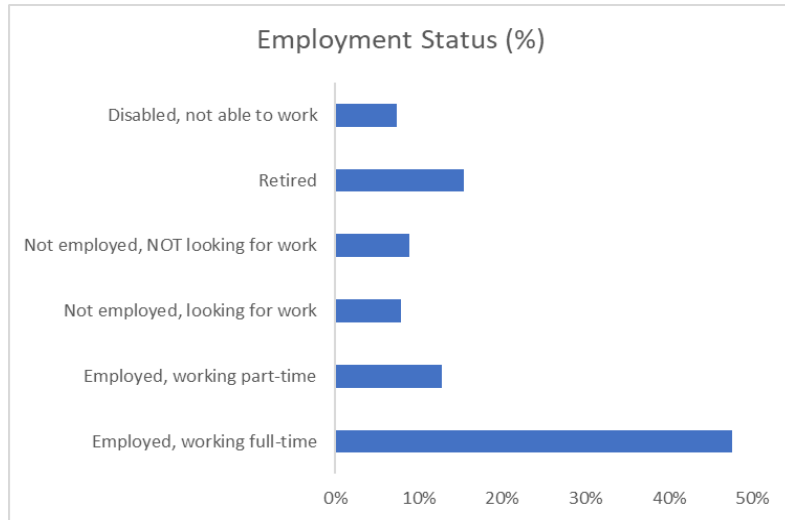
Consumer Confidence



Confidence in the Economy Legend:
 1= Very Negative
 2=Negative
 3=Neutral
 4=Positive
 5=Very Positive

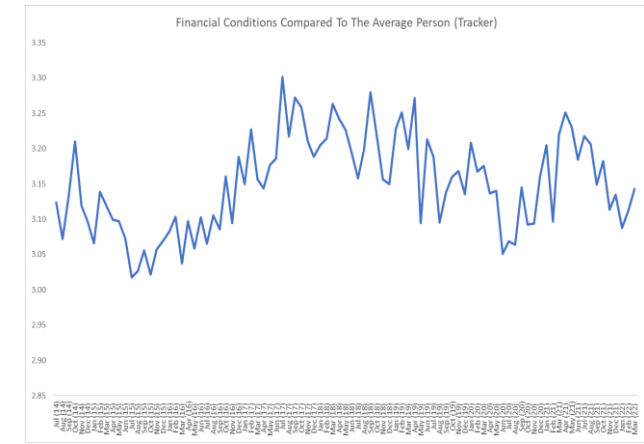
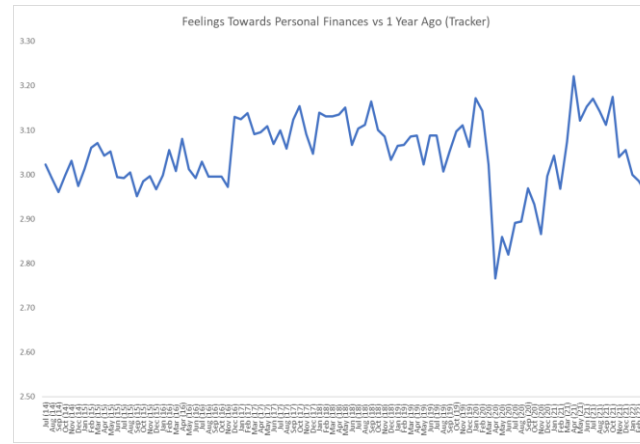
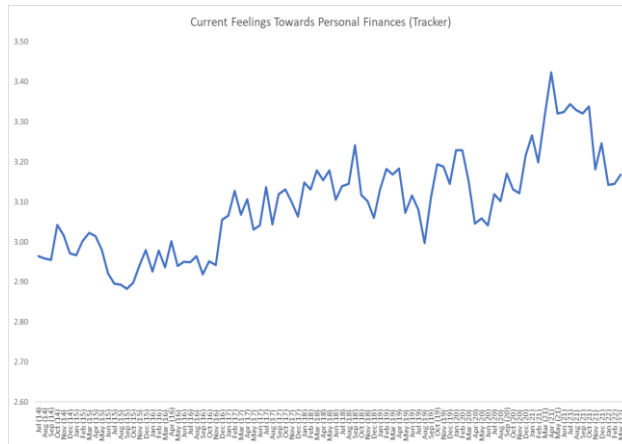
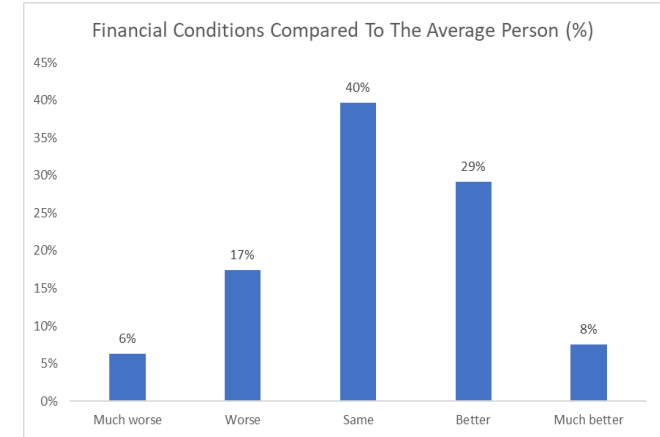
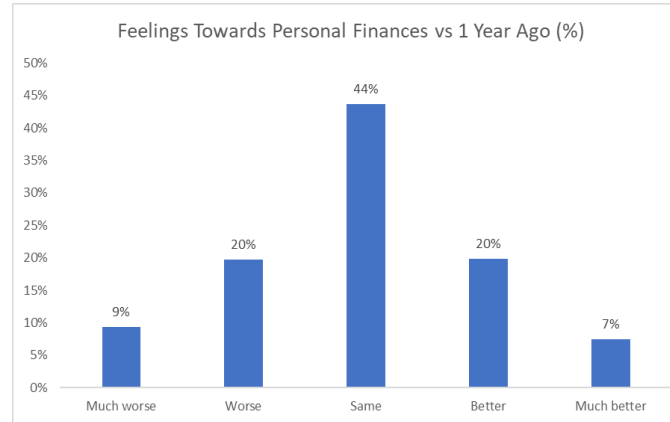
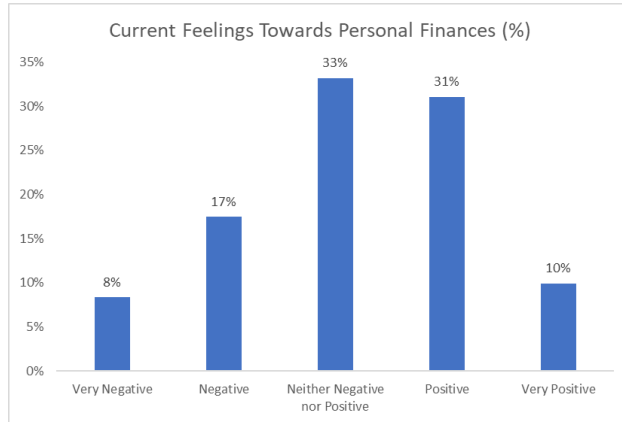


Employment



1 = Much Worse
2 = Worse
3 = Same
4 = Better
5 = Much Better

Personal Finances



Answer Key For Weighted Avg.

- 1 = Very Negative
- 2 = Negative
- 3 = Neither negative nor positive
- 4 = Positive
- 5 = Very Positive

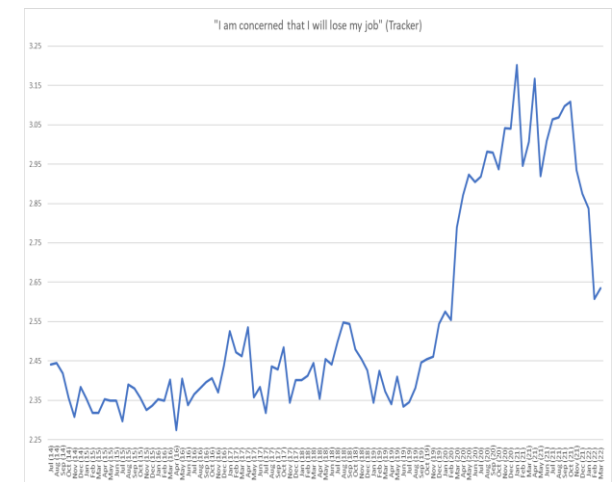
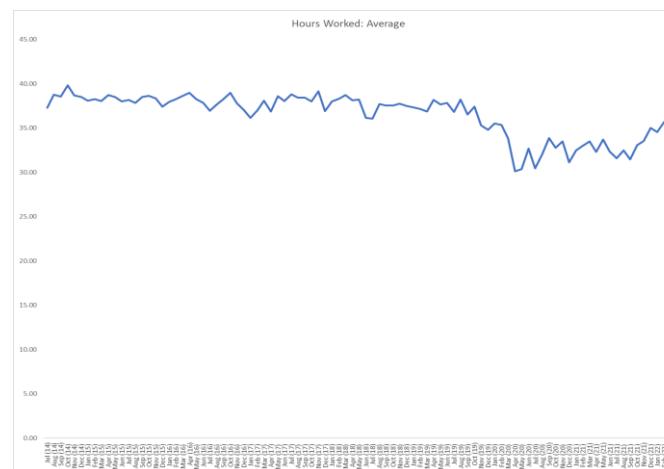
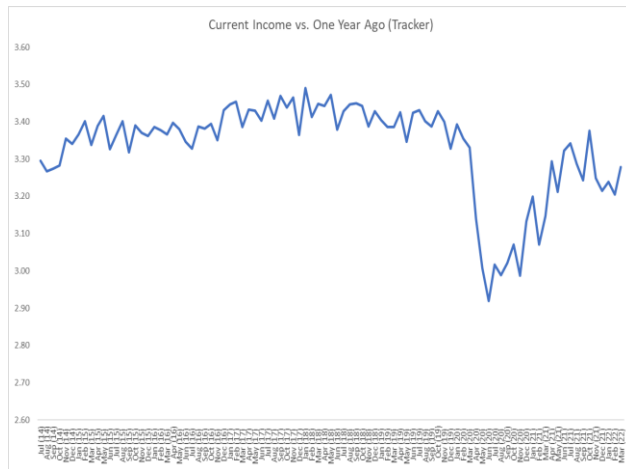
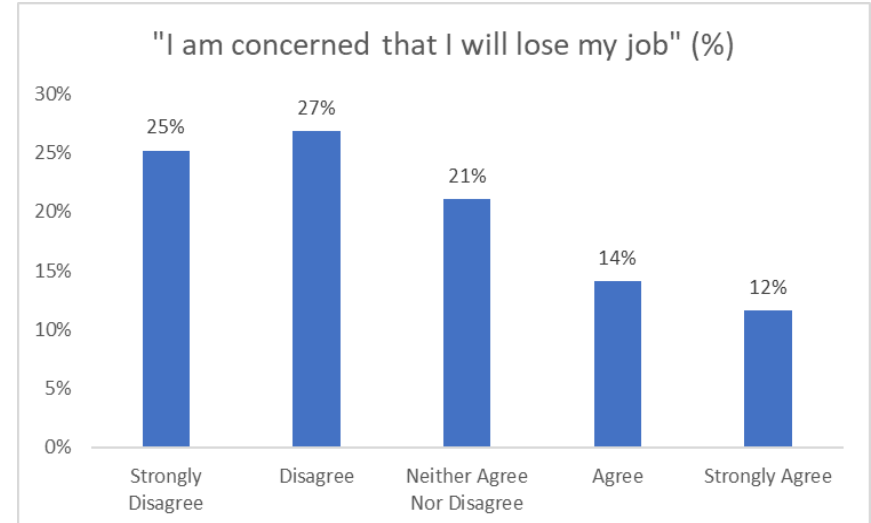
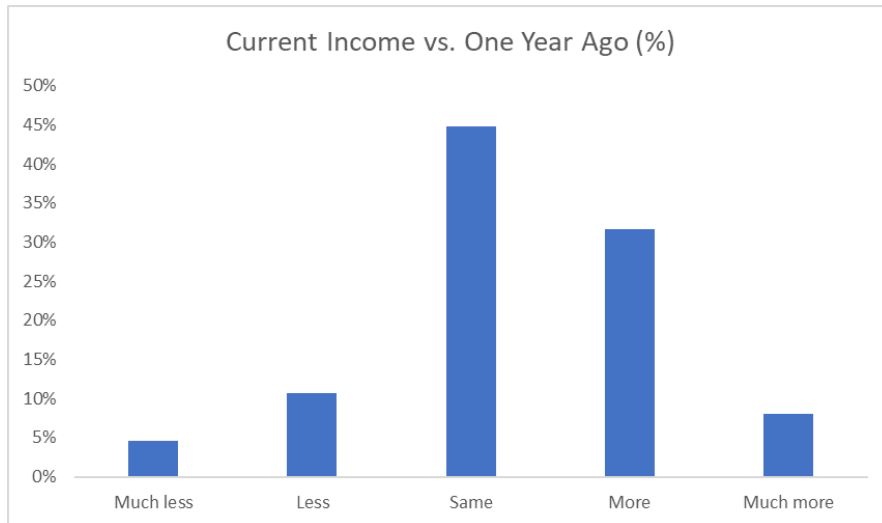
Answer Key For Weighted Avg.

- 1 = Much Worse
- 2 = Worse
- 3 = Same
- 4 = Better
- 5 = Much Better

Answer Key For Weighted Avg.

- 1 = Much Worse
- 2 = Worse
- 3 = Same
- 4 = Better
- 5 = Much Better

Income and Job Security



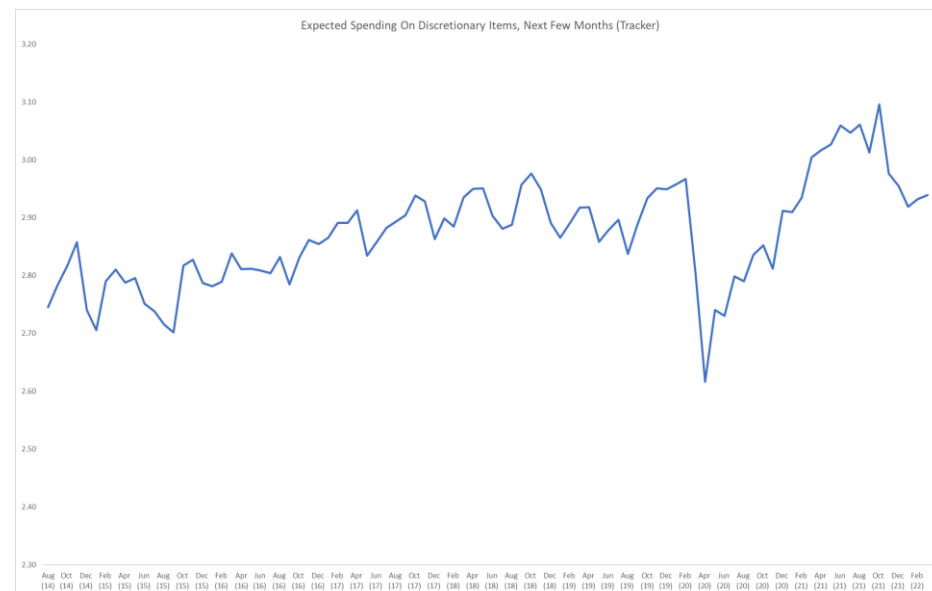
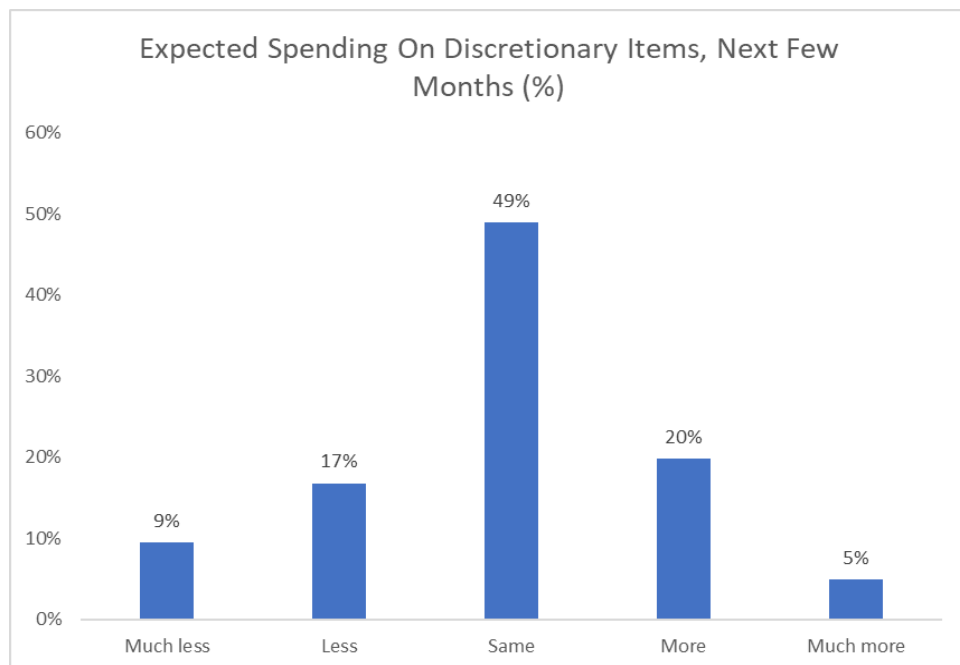
Answer Key For Weighted Avg.

- 1 = Much Less
- 2 = Less
- 3 = Same
- 4 = More
- 5 = Much More

Answer Key For Weighted Avg.

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neither Agree nor Disagree
- 4 = Agree
- 5 = Strongly Agree

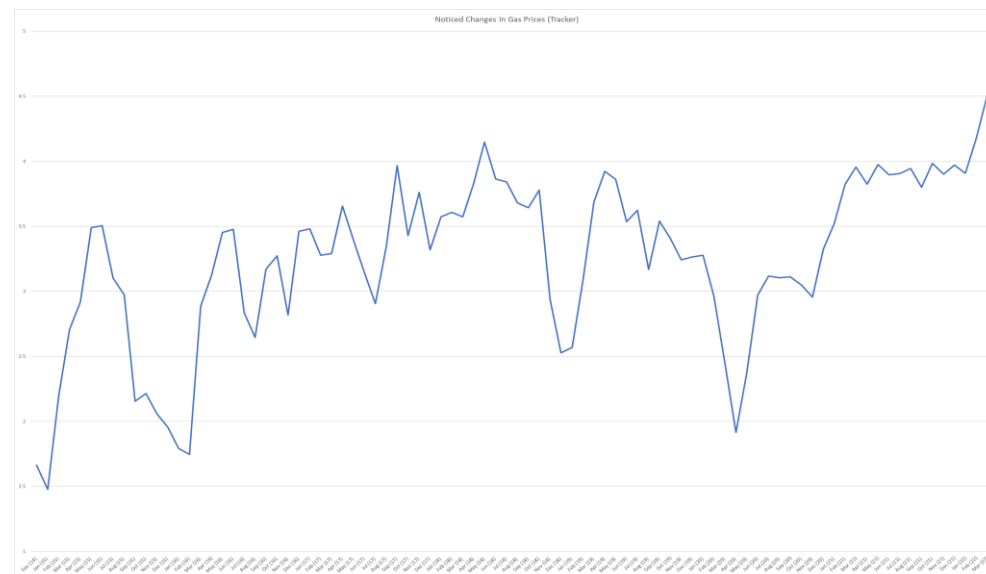
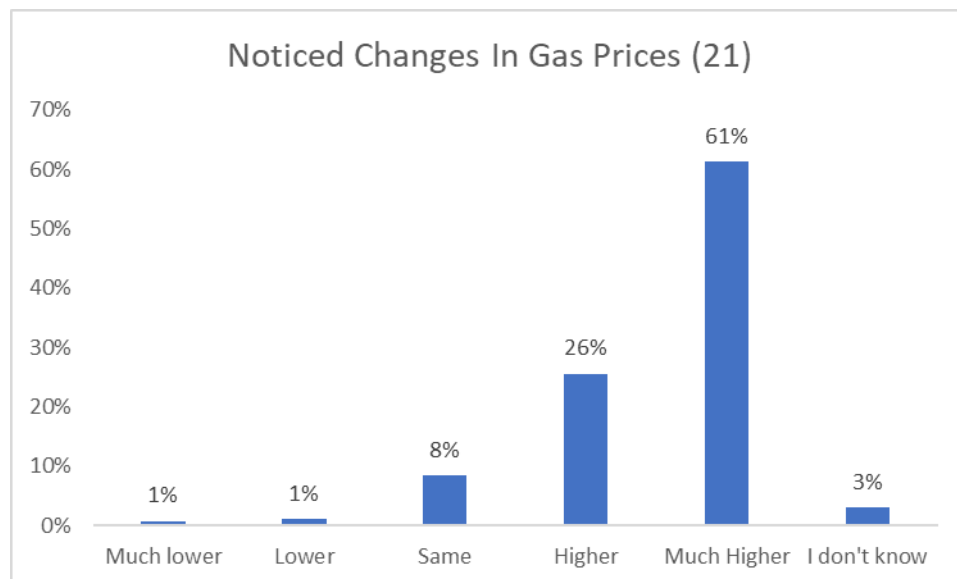
Discretionary Spending Plans



Answer Key For Weighted Avg.

- 1 = Much Less
- 2 = Less
- 3 = Same
- 4 = More
- 5 = Much More

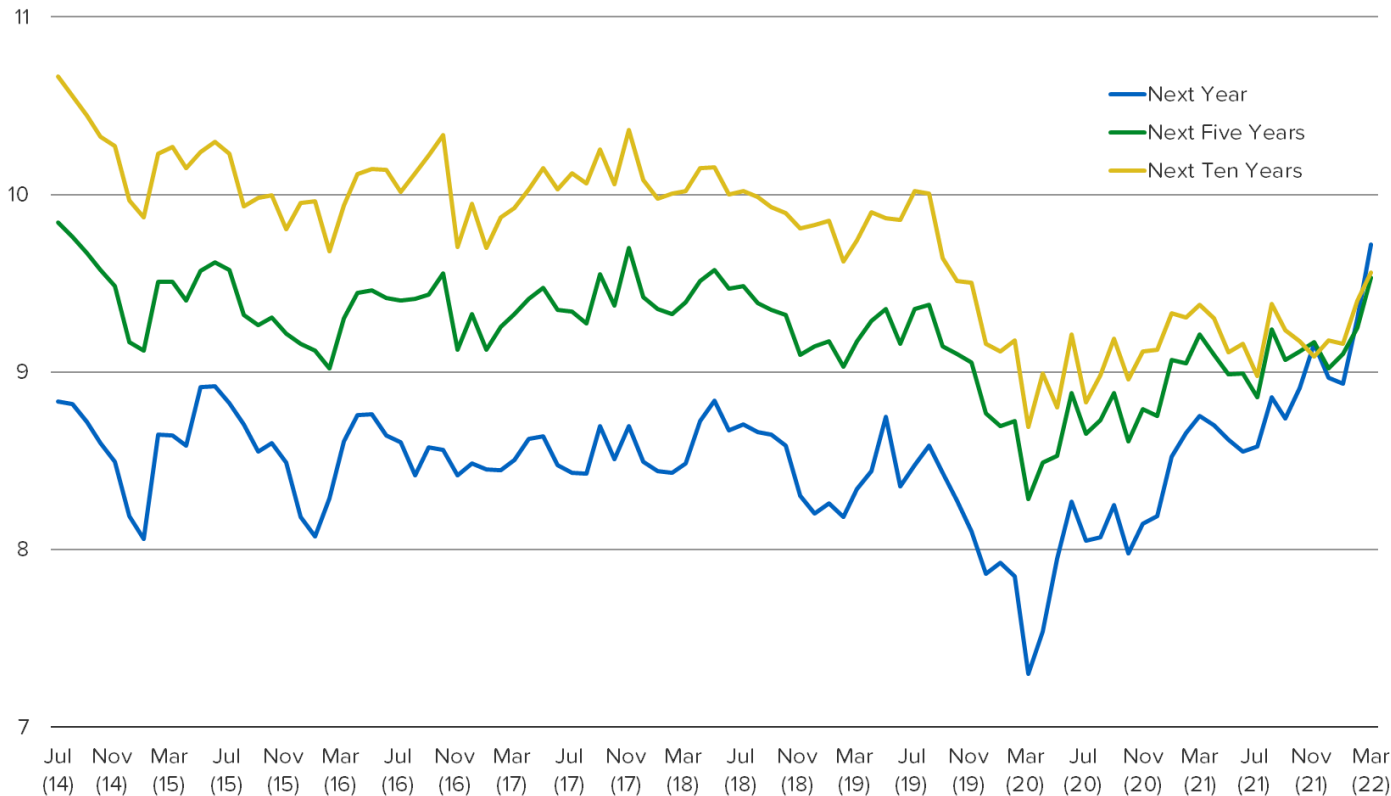
Gas and Broad Prices



Answer Key For Weighted Avg.

- 1 = Much Lower
- 2 = Lower
- 3 = Same
- 4 = Higher
- 5 = Much Higher

How do you think prices for most goods and services will change in the future? (In Next Year)

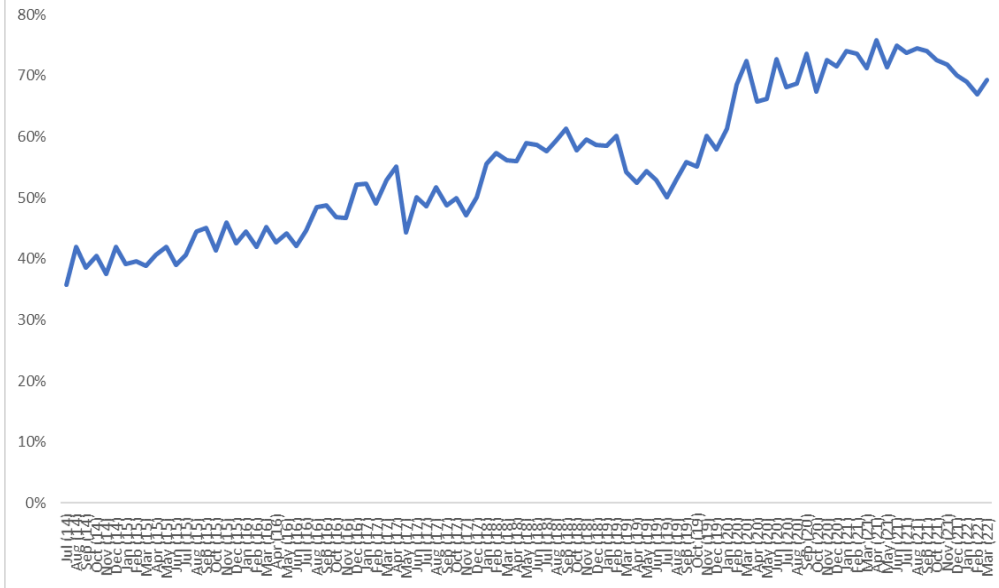


Answer Key For Weighted Avg.

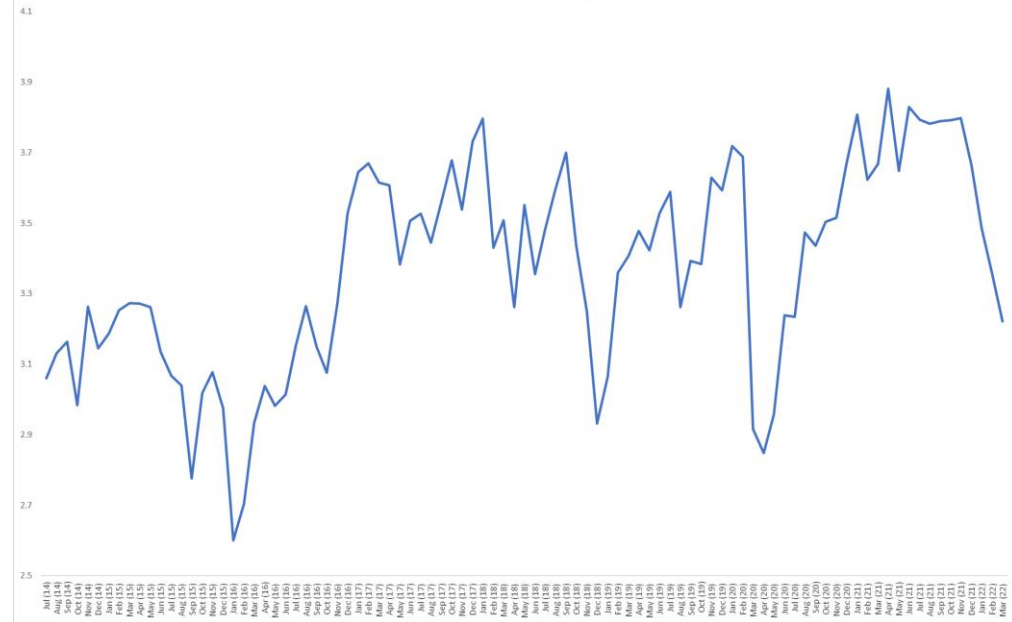
- 1 = Down 15% or More
- 2 = Down 10-14%
- 3 = Down 6-9%
- 4 = Down 5%
- 5 = Down 3-4%
- 6 = Down 1-2%
- 7 = Same
- 8 = Up 1-2%
- 9 = Up 3-4%
- 10 = Up 5%
- 11 = Up 6-9%
- 12 = Up 10-14%
- 13 = Up 15% or more

Investor Stock Market View

Follows Stock Market On A Regular Basis? (%)



Current View of Stock Market (Tracker)

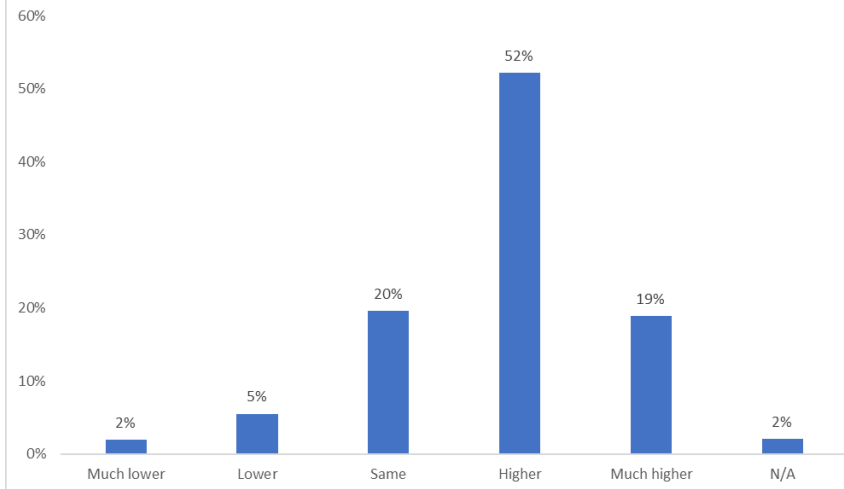


Answer Key For Weighted Avg.

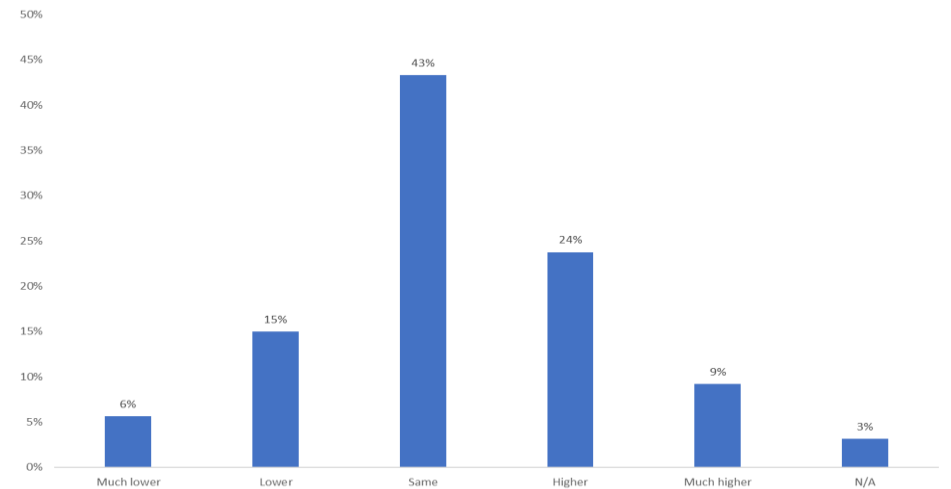
- 1 = Very Negative
- 2 = Negative
- 3 = Neutral
- 4 = Positive
- 5 = Very Positive

Investors: Interest Rates and Risk Tolerance

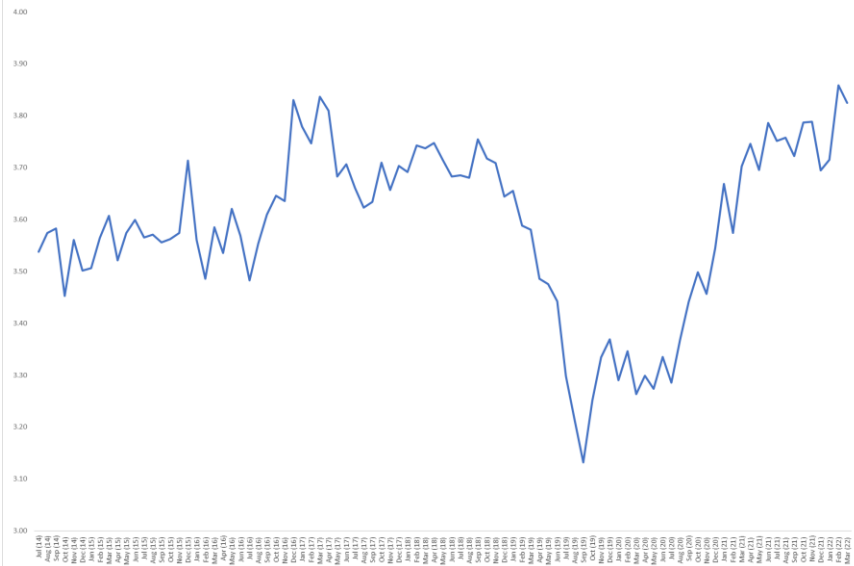
Expectations for Interest Rates One Year From Now (%)



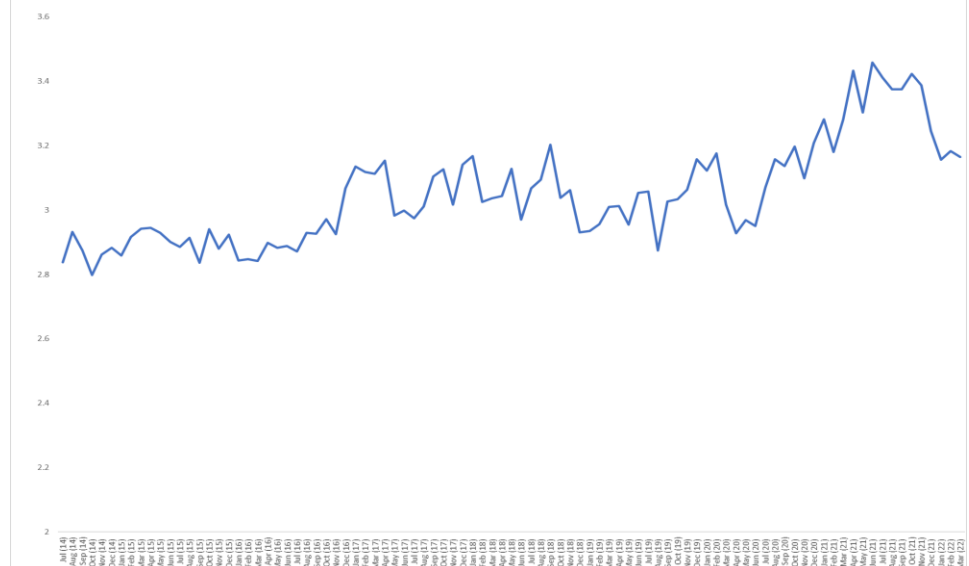
Risk Currently Willing to Take vs One Year Ago (%)



Expectations for Interest Rates One Year From Now (Tracker)



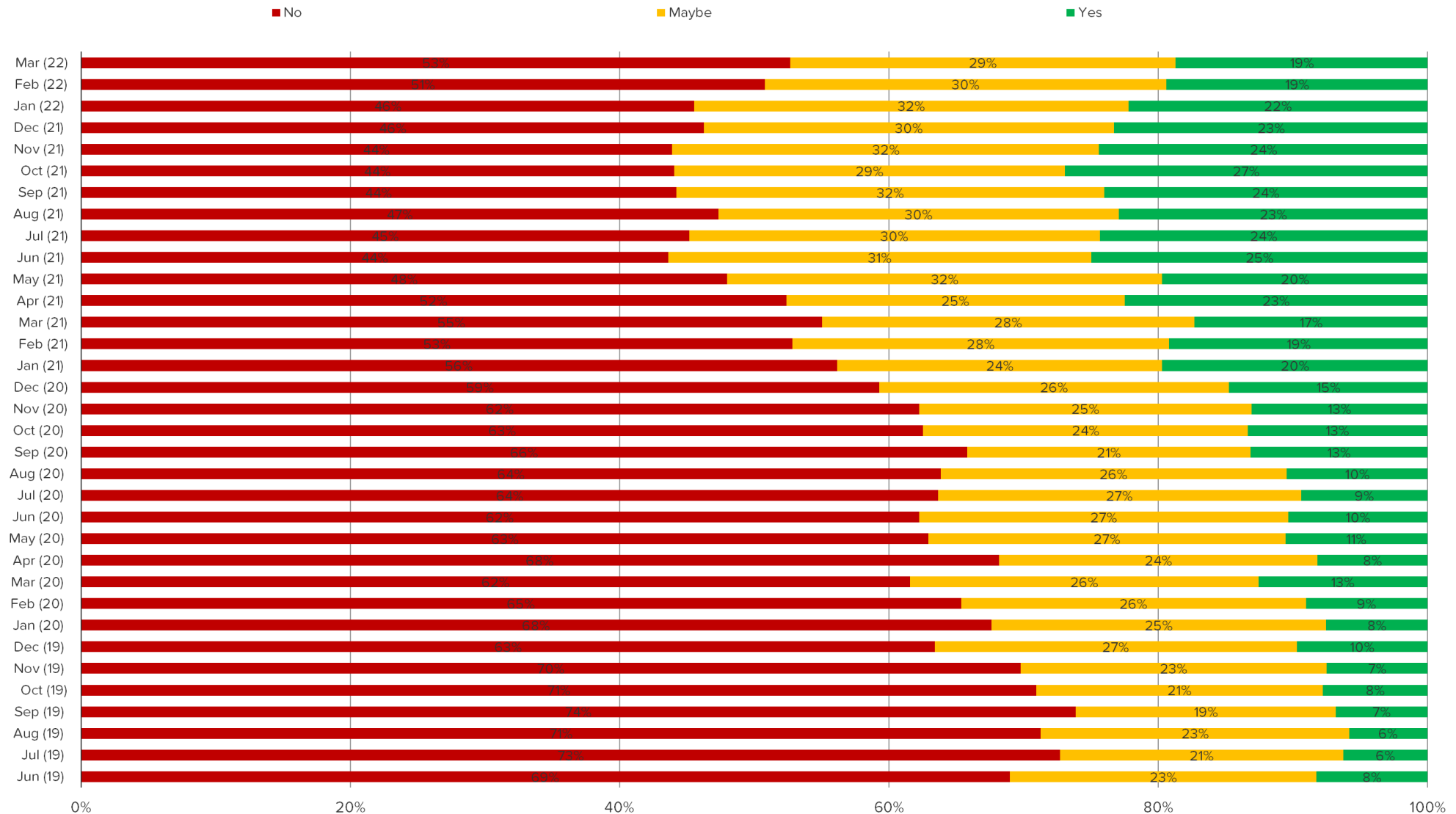
Risk Currently Willing to Take vs One Year Ago (Tracker)



% of Consumers Aware of Bitcoin



Among those aware of Bitcoin: Are you interested in buying Bitcoin?



Among those aware of Bitcoin: Do you think Bitcoin would be a good or bad investment right now?

