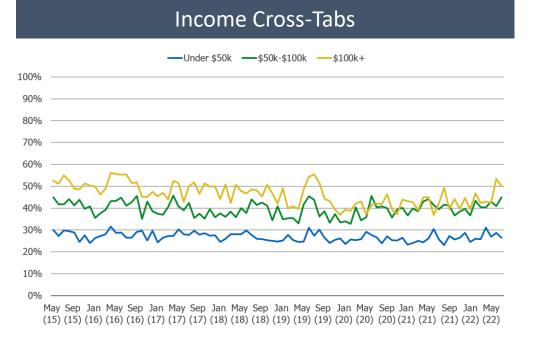
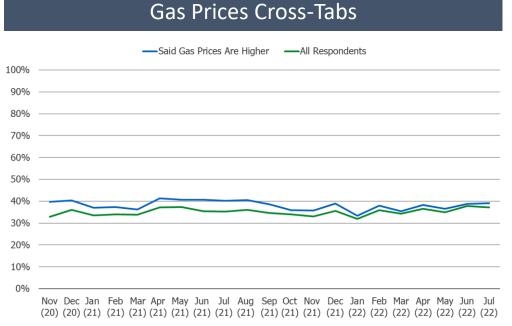
BESPOKE INTEL

US MONTHLY DATA CROSS-TABS Retail Activity By Income and Gas Prices

July 2022

% Purchased from Home Depot in Past Month

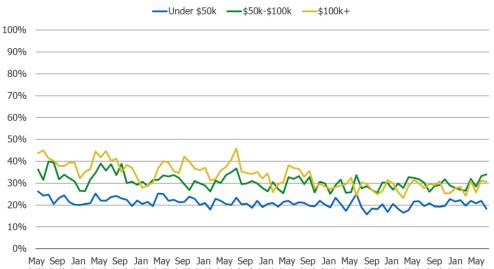




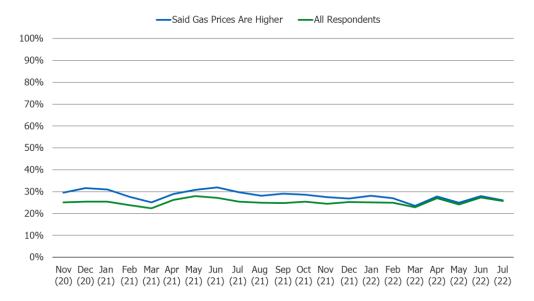
Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from Lowe's in Past Month

Income Cross-Tabs







(15) (16) (16) (16) (17) (17) (17) (18) (18) (18) (19) (19) (19) (20) (20) (20) (21) (21) (21) (22) (22)

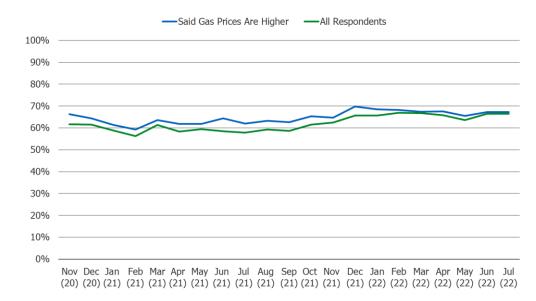
Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from Amazon in Past Month

--Under \$50k -- \$100k+

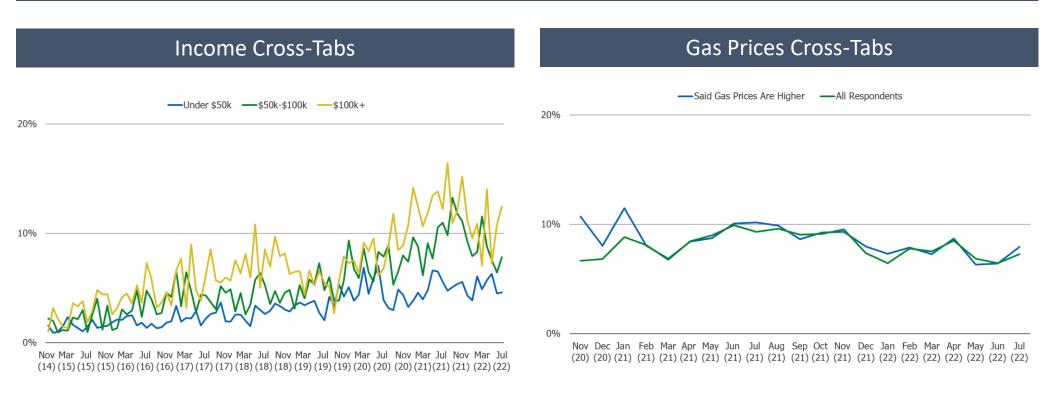
Income Cross-Tabs

Gas Prices Cross-Tabs



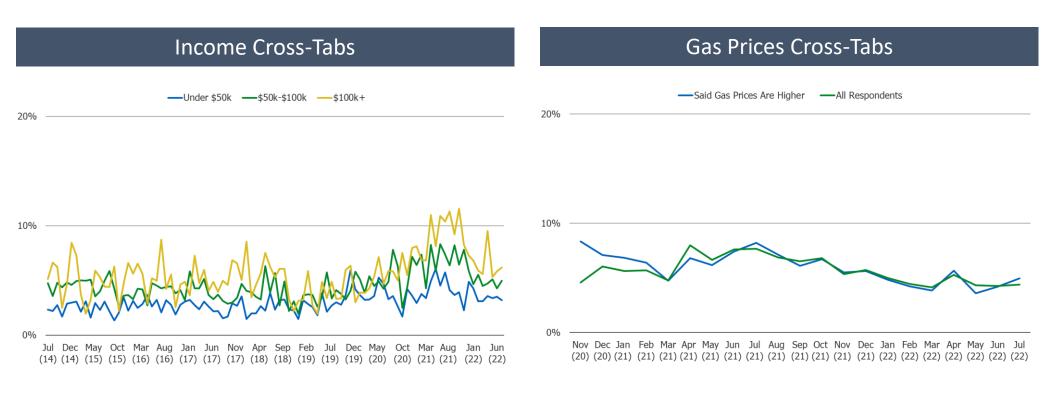
Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from Wayfair in Past Month



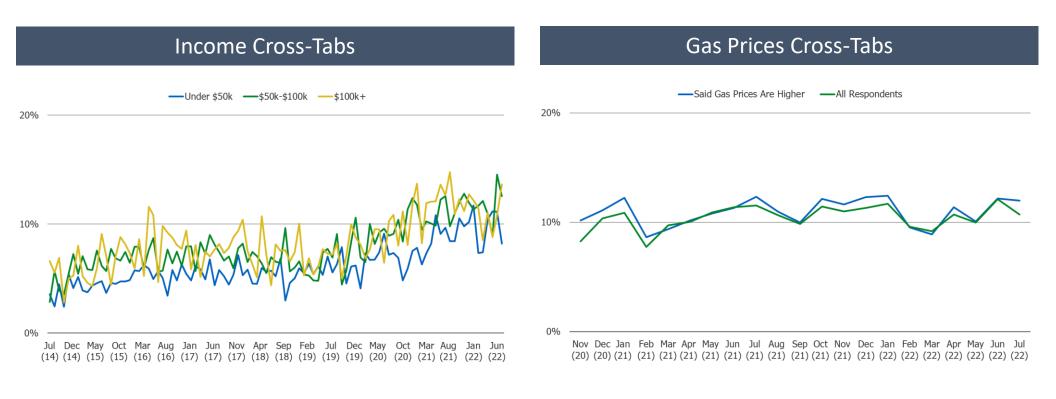
Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from Overstock in Past Month



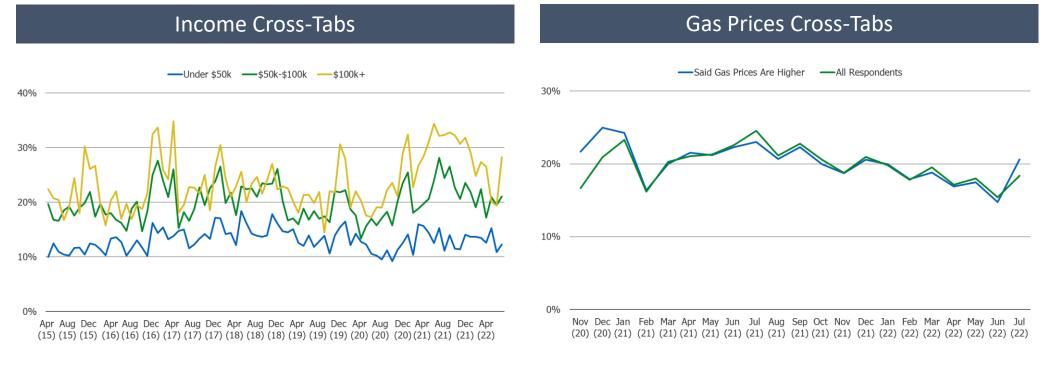
Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from Etsy in Past Month



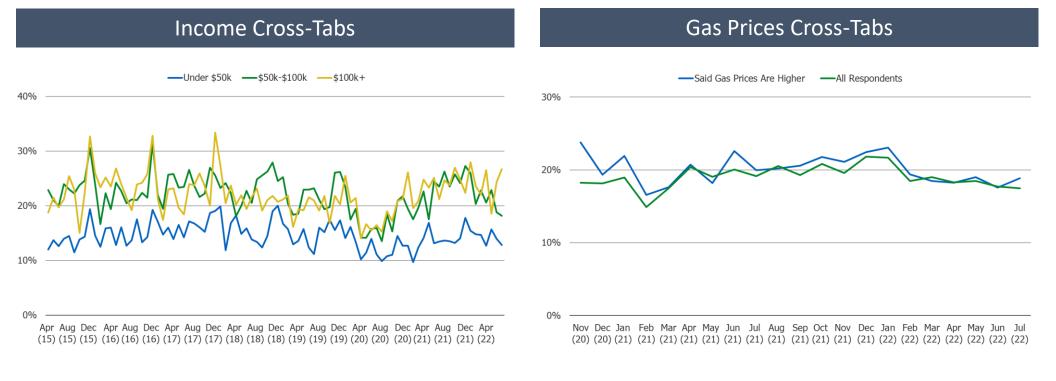
Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from Macy's in Past Month



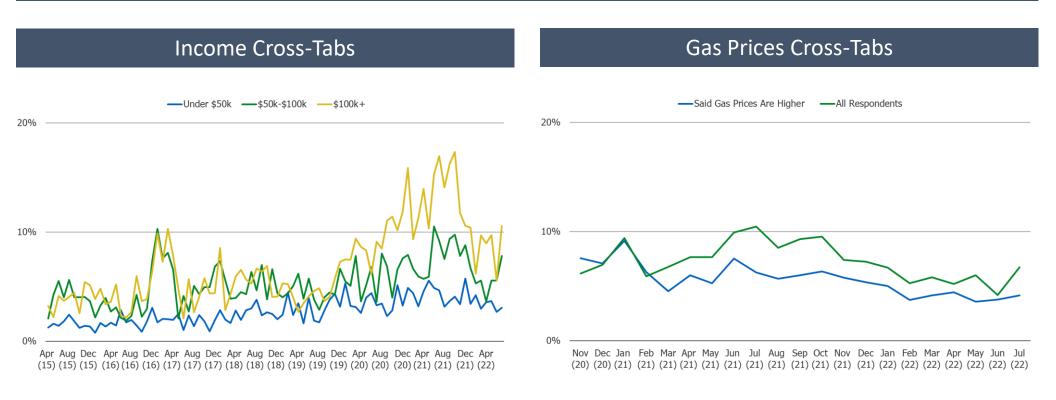
Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from Kohl's in Past Month



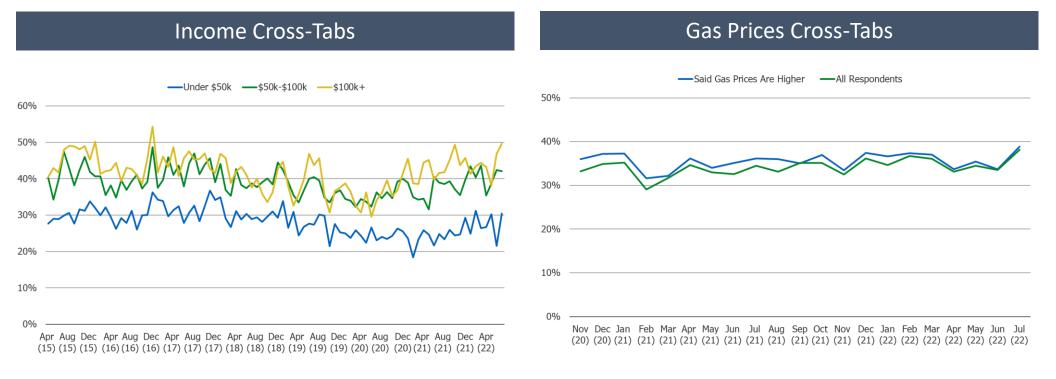
Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from Dillards in Past Month



Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from Target in Past Month

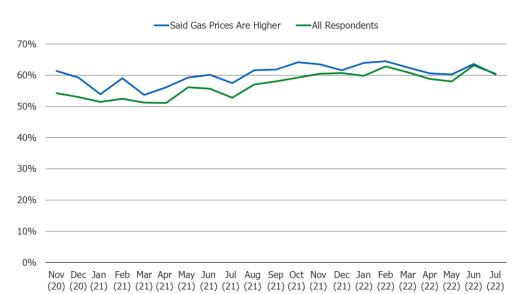


Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from WalMart in Past Month

80% 70% 70% 60% 60% 50% 50% 40% 40% 30% 30% 20% 20% 10% 10% 0% 0% Apr Aug Dec Apr (15) (15) (16) (16) (16) (17) (17) (17) (18) (18) (19) (19) (19) (20) (20) (20) (21) (21) (22) (22)

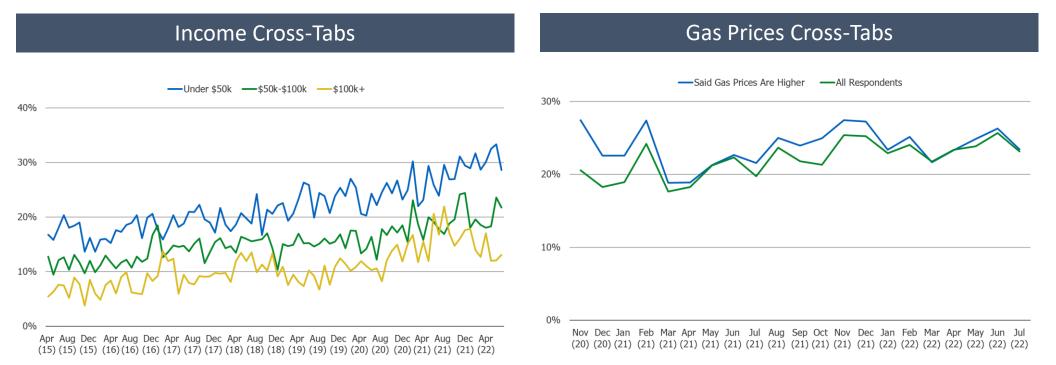
Income Cross-Tabs



Gas Prices Cross-Tabs

Source: 🛞 Bespoke Market Intelligence Analysis

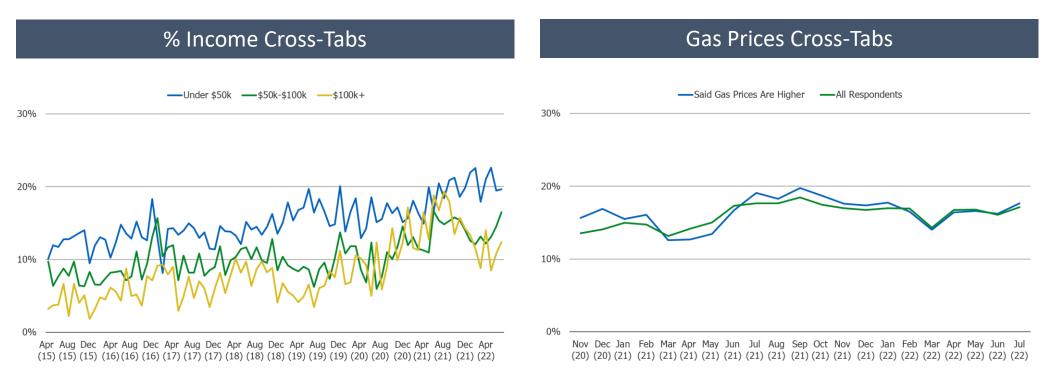
% Purchased from Dollar General in Past Month



Source: 🛞 Bespoke Market Intelligence Analysis

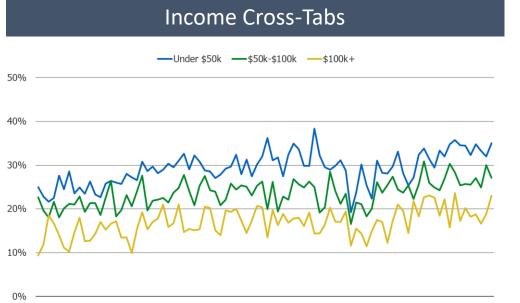
Bespoke | US Macro and Covid Update

Purchased from Family Dollar in Past Month



Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from Dollar Tree in Past Month



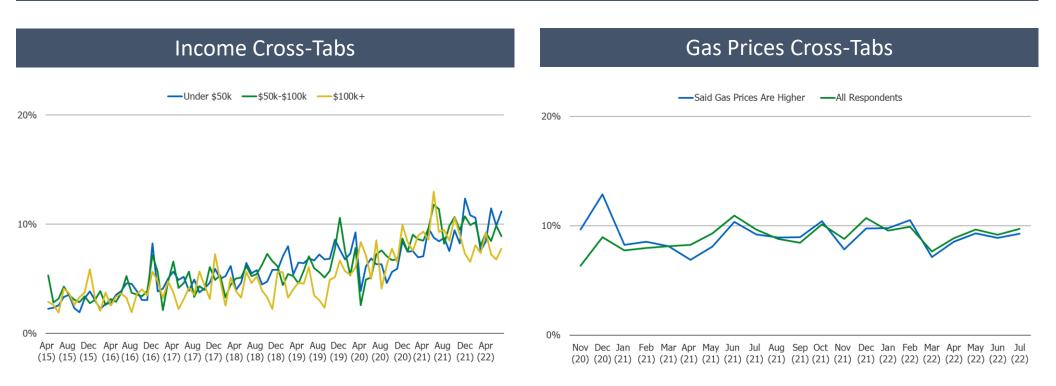
Gas Prices Cross-Tabs

 Apr Aug Dec Apr
 Nor

 (15) (15) (16) (16) (16) (17) (17) (17) (18) (18) (19) (19) (19) (20) (20) (20) (21) (21) (21) (22)
 (20)

Source: 🛞 Bespoke Market Intelligence Analysis

% Purchased from Five Below in Past Month



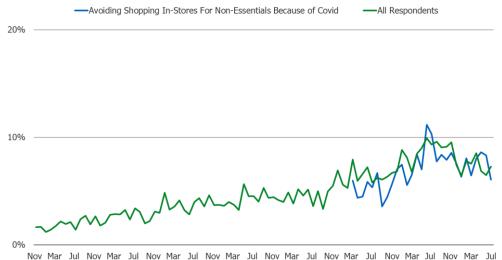
Source: 🛞 Bespoke Market Intelligence Analysis

Additional Wayfair Cross-Tabs (% Shopped In the Past Month)

Shopped Home Depot / Target That Month: % Also Shopped Wayfair

-Bought from Home Depot Past Month 20% 10% 0% Jul Dec May Oct Mar Aug Jan Jun Nov Apr Sep Feb Jul Dec May Oct Mar Aug Jan Jun (14) (15) (15) (16) (17) (17) (17) (18) (18) (19) (19) (19) (20) (20) (21) (21) (22) (22)

All Respondents vs. Respondents Who Have Been Avoiding In-Store Shopping Bc of Covid.



(14) (15) (15) (16) (16) (16) (17) (17) (17) (18) (18) (18) (19) (19) (19) (20) (20) (21) (21) (21) (22) (22)

Source: 🛞 Bespoke Market Intelligence Analysis