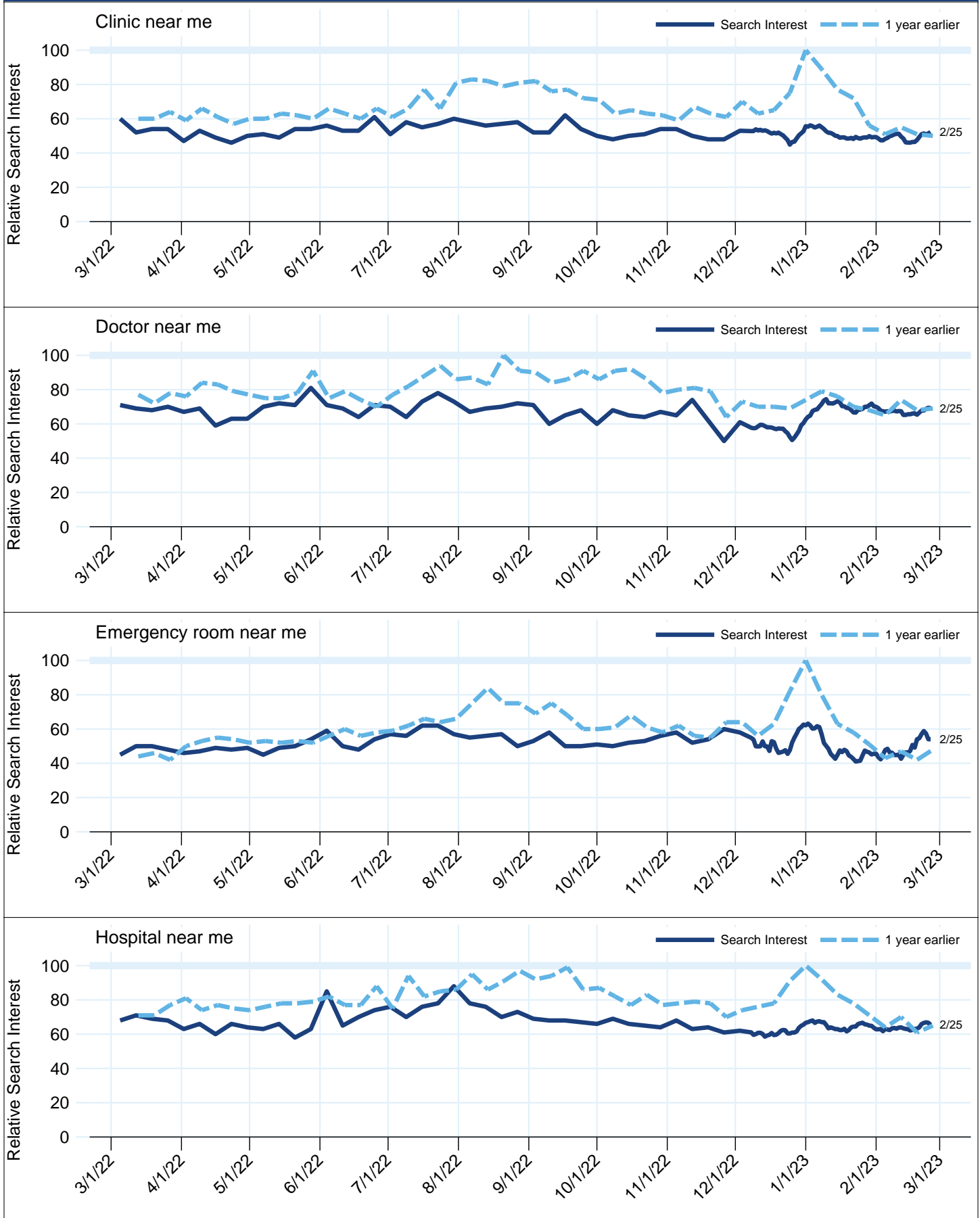
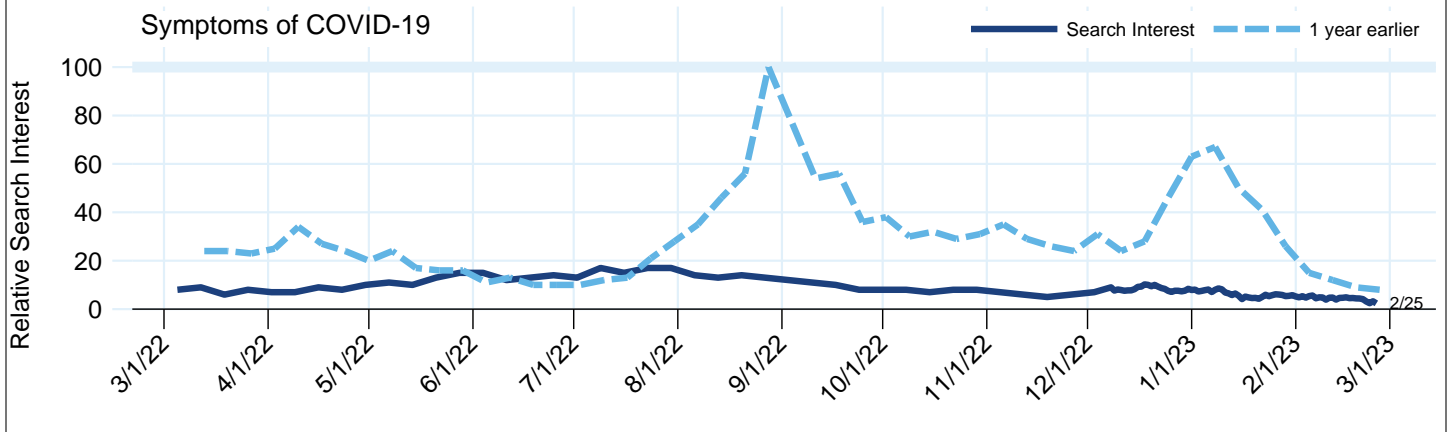
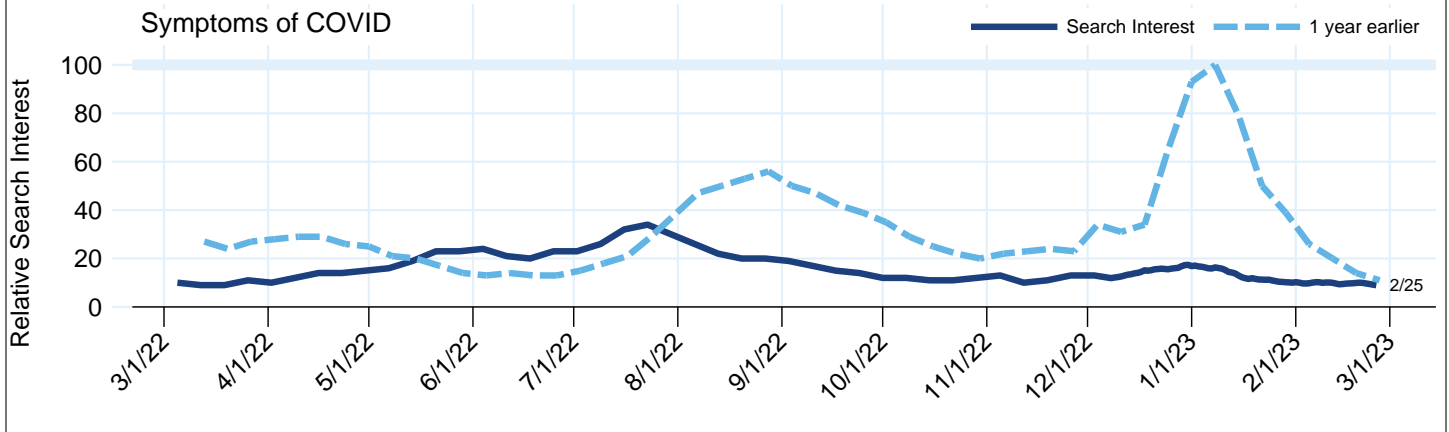


Health: 21% HH Spend @ 1Q2022

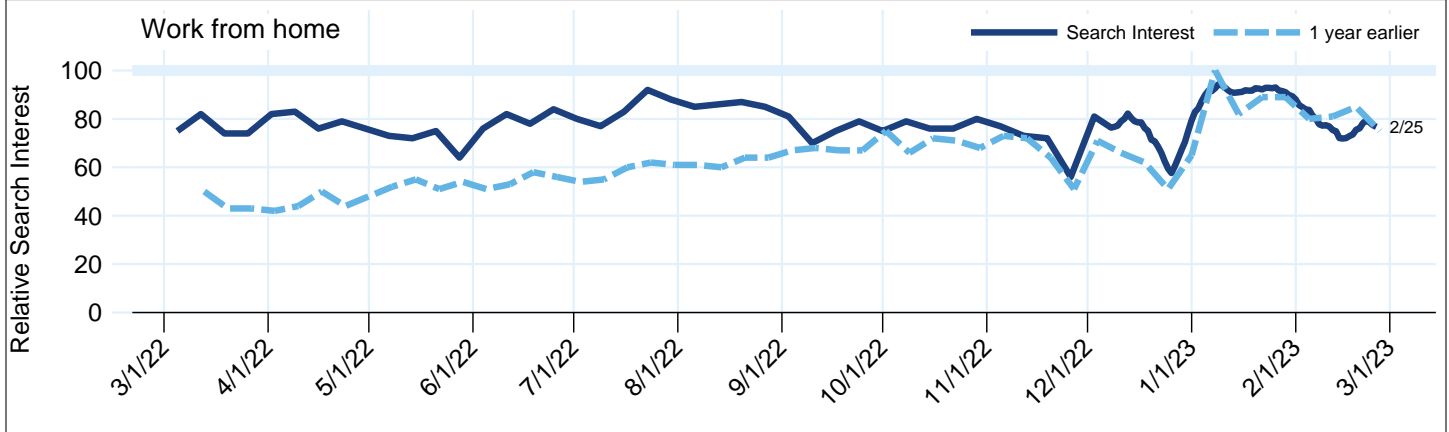
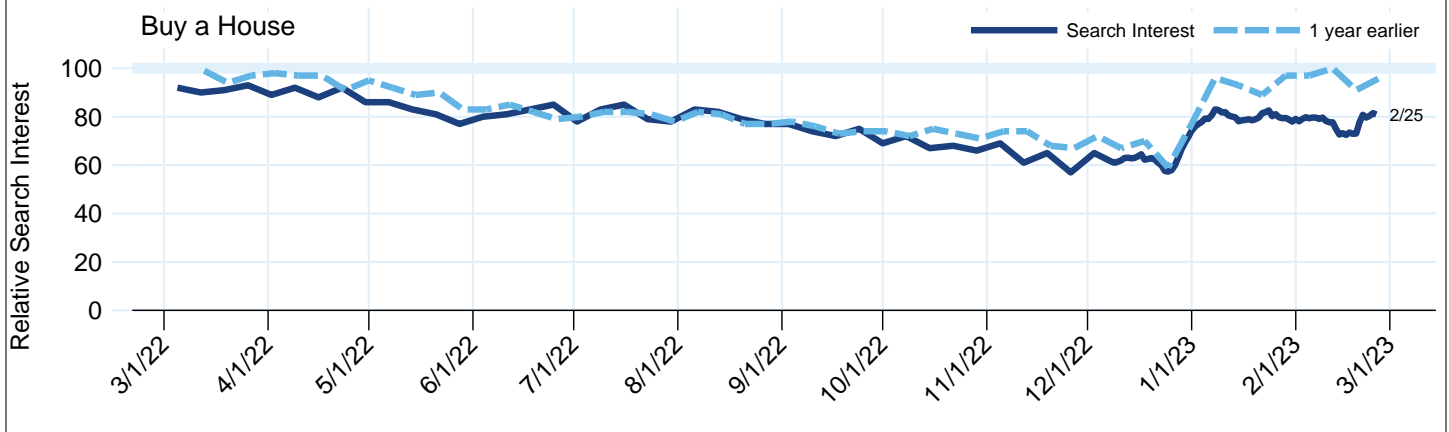


Source: Google Trends, Santander US Capital Markets

Health: 21% HH Spend @ 1Q2022

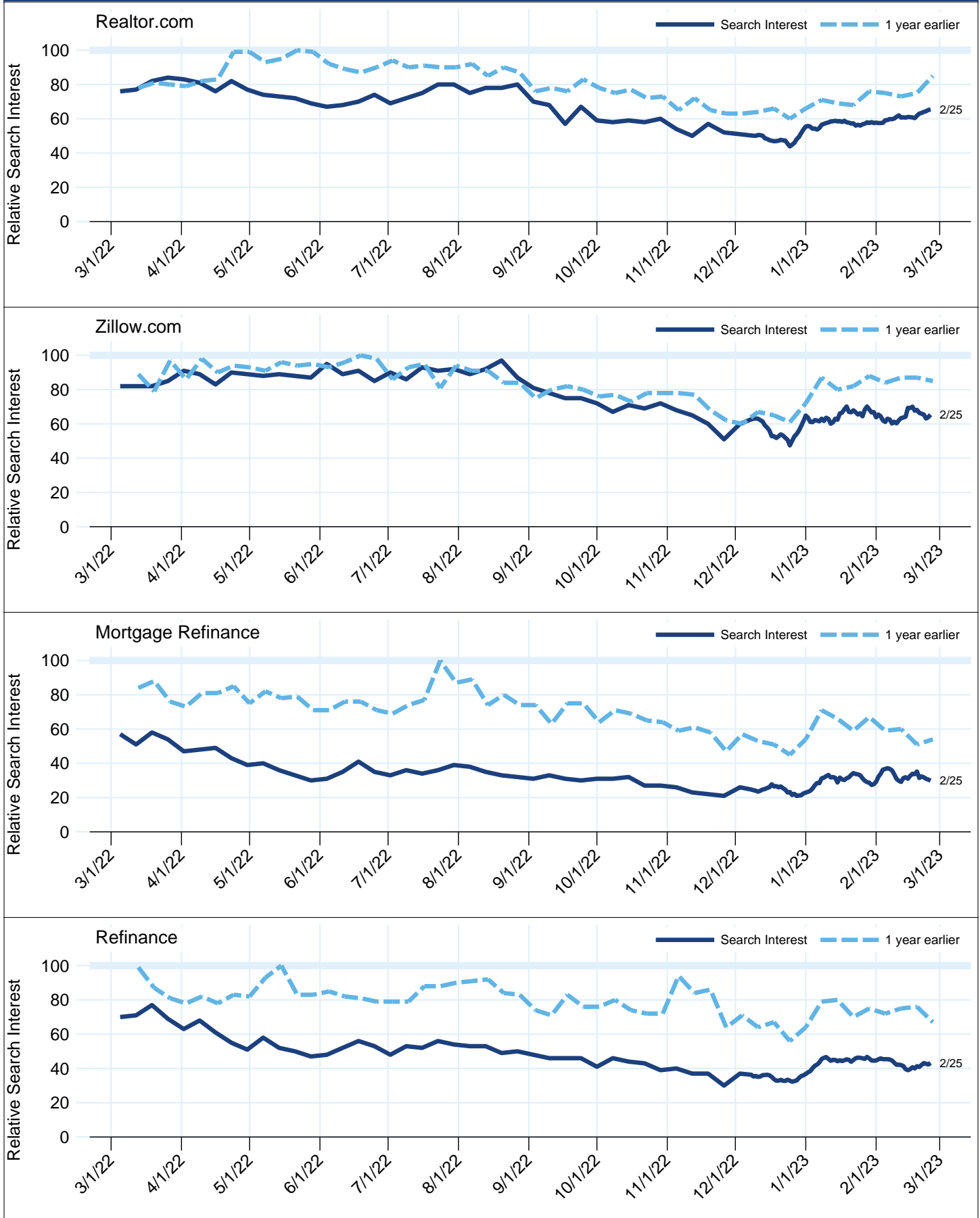


Housing: 18% HH Spend @ 1Q2022



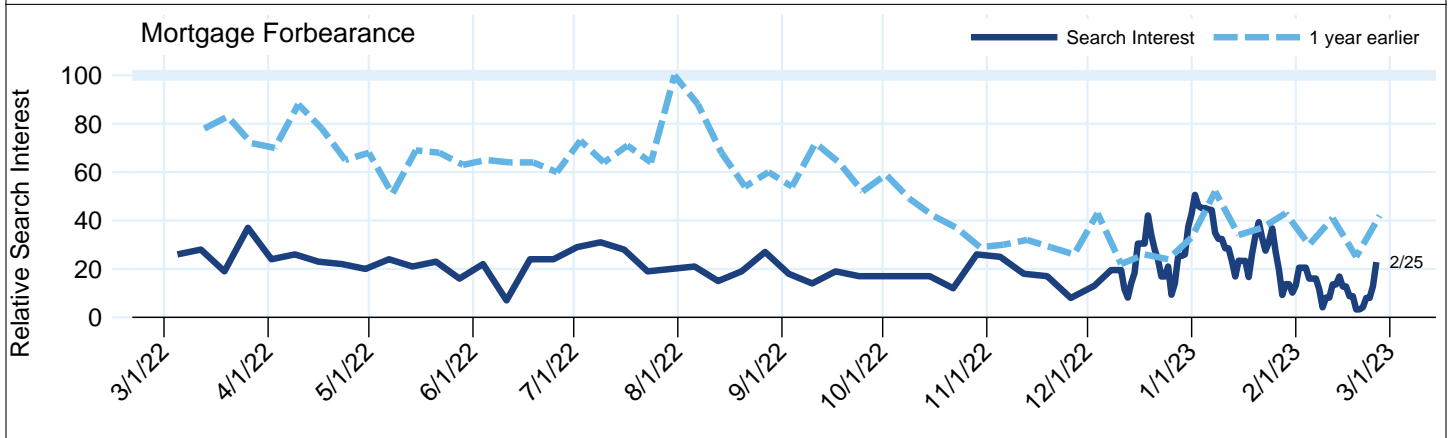
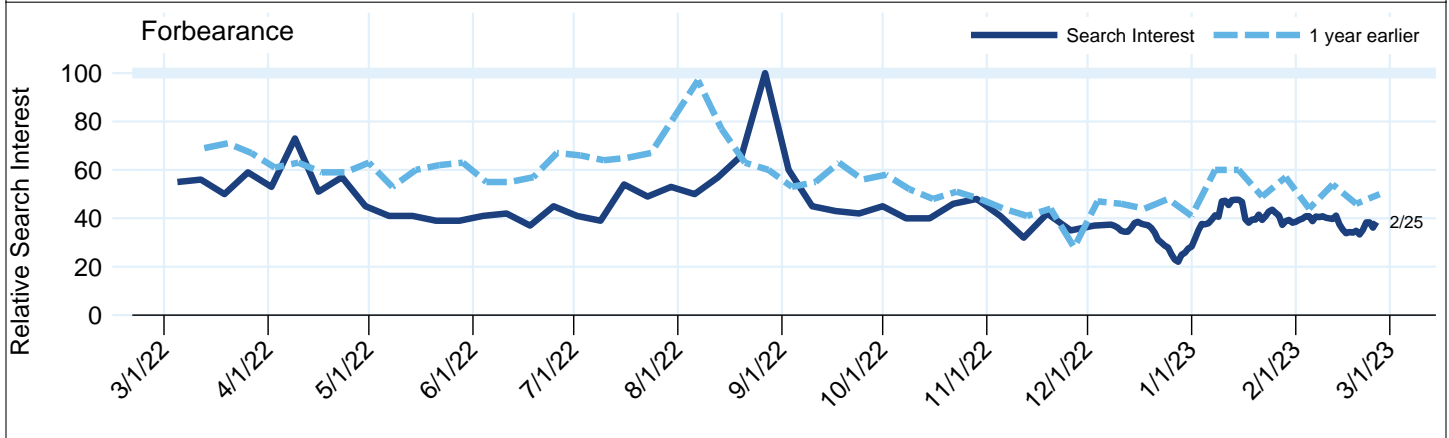
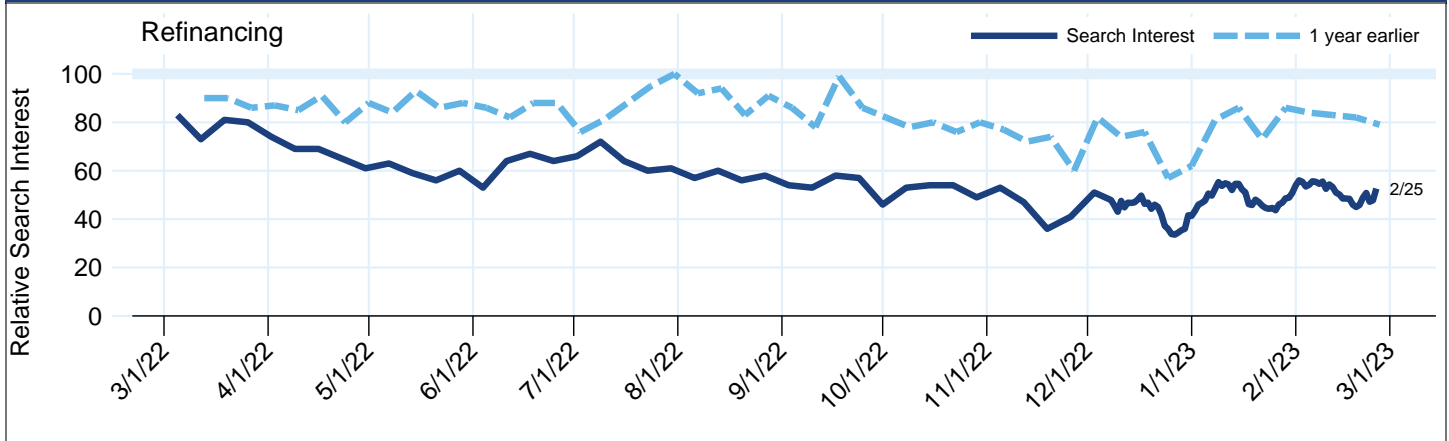
Source: Google Trends, Santander US Capital Markets

## Housing: 18% HH Spend @ 1Q2022

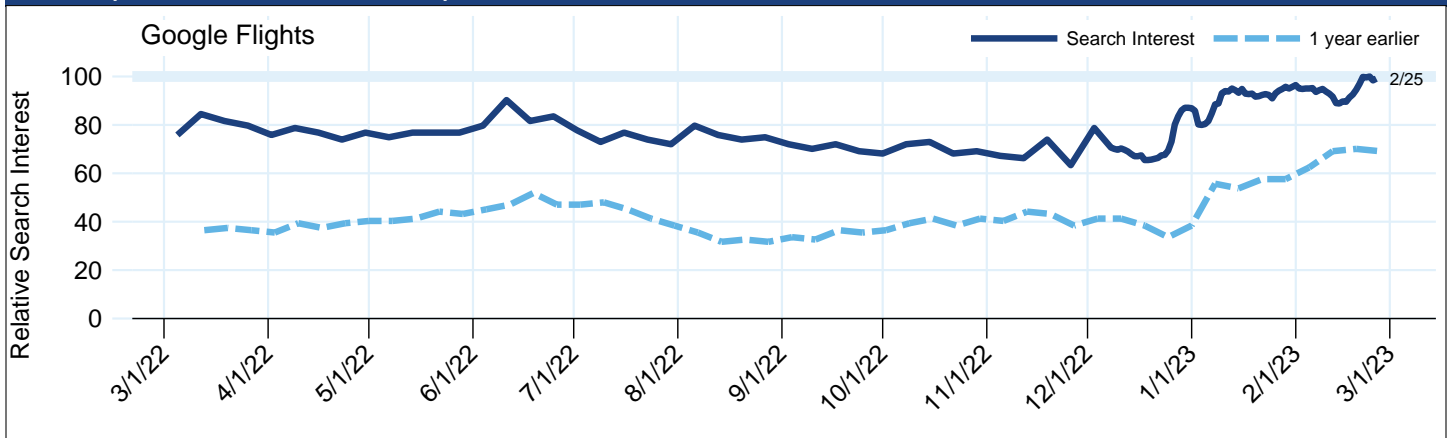


Source: Google Trends, Santander US Capital Markets

## Housing: 18% HH Spend @ 1Q2022

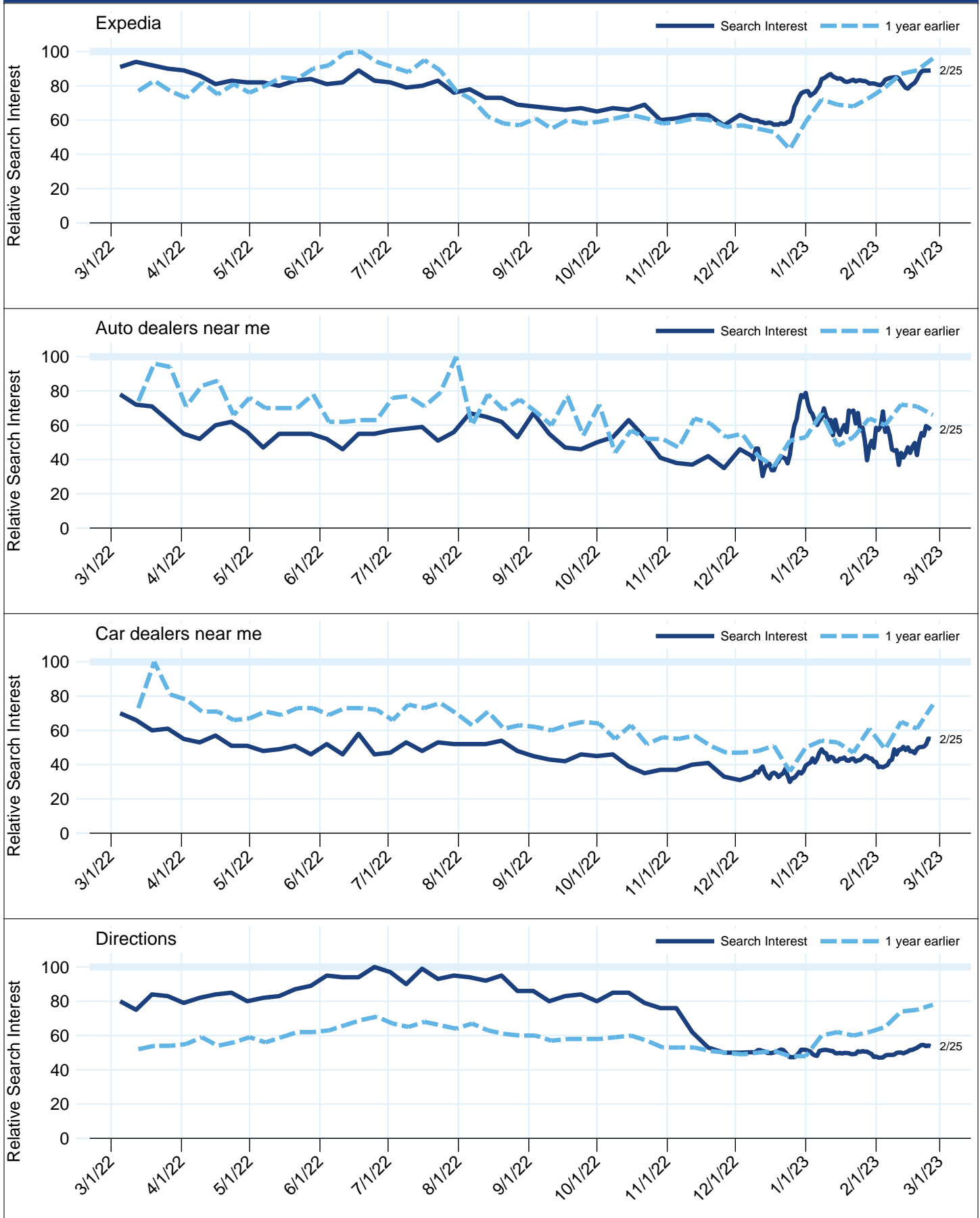


## Transportation: 10% HH Spend @ 1Q2022



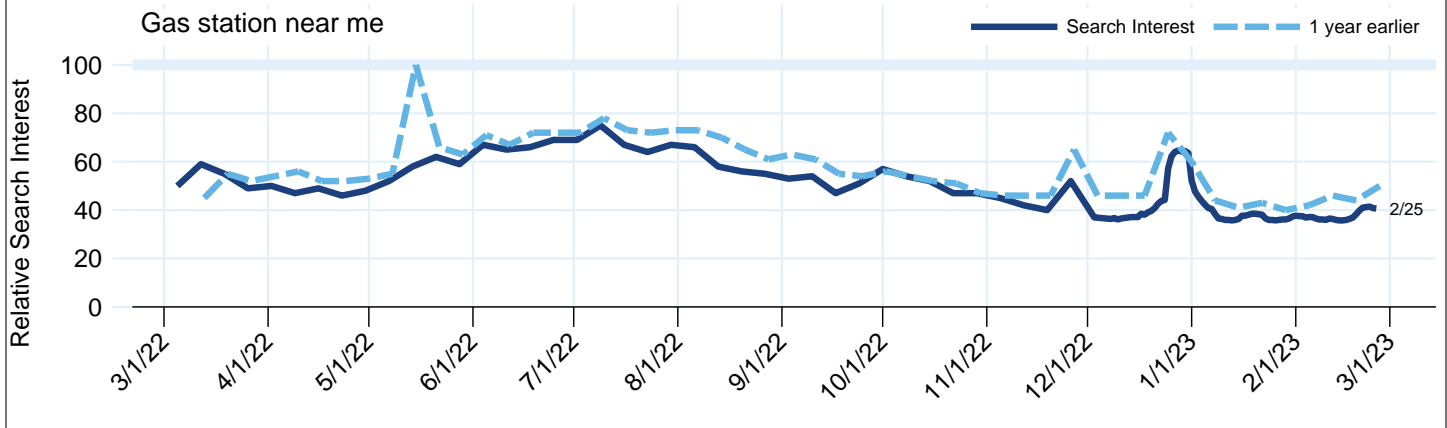
Source: Google Trends, Santander US Capital Markets

Transportation: 10% HH Spend @ 1Q2022

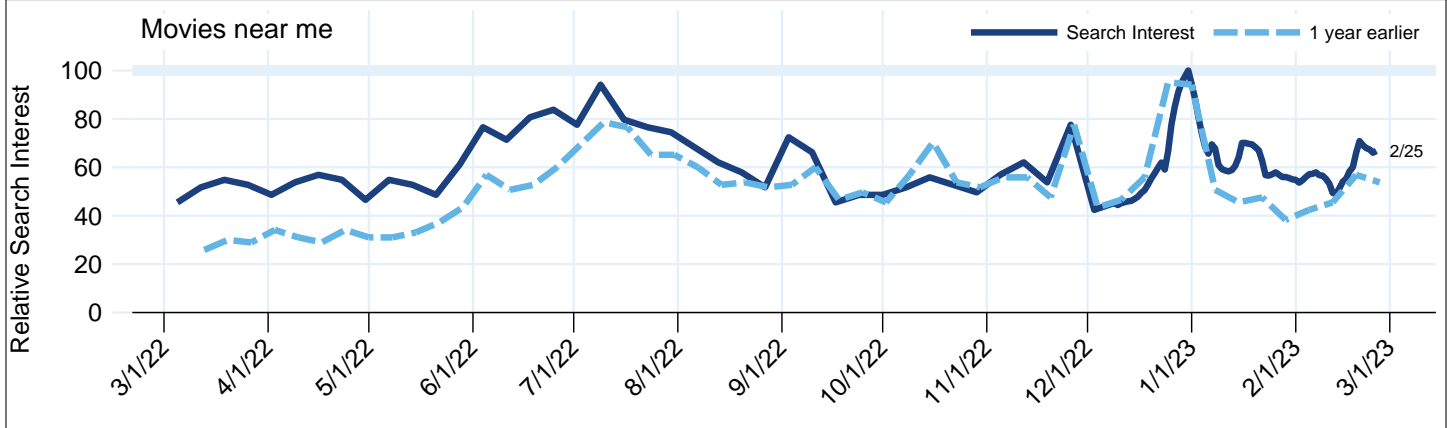
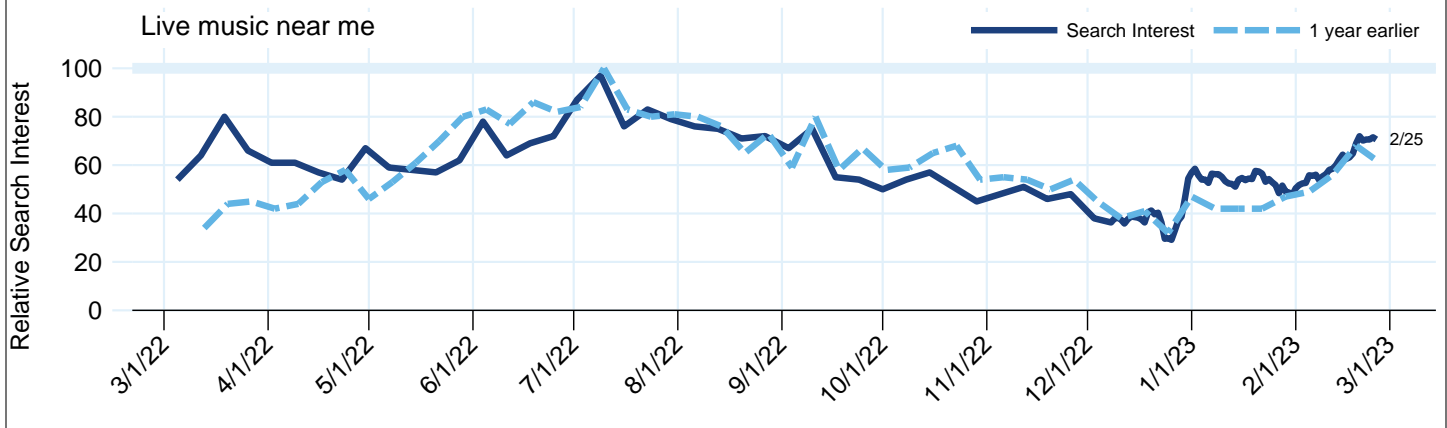
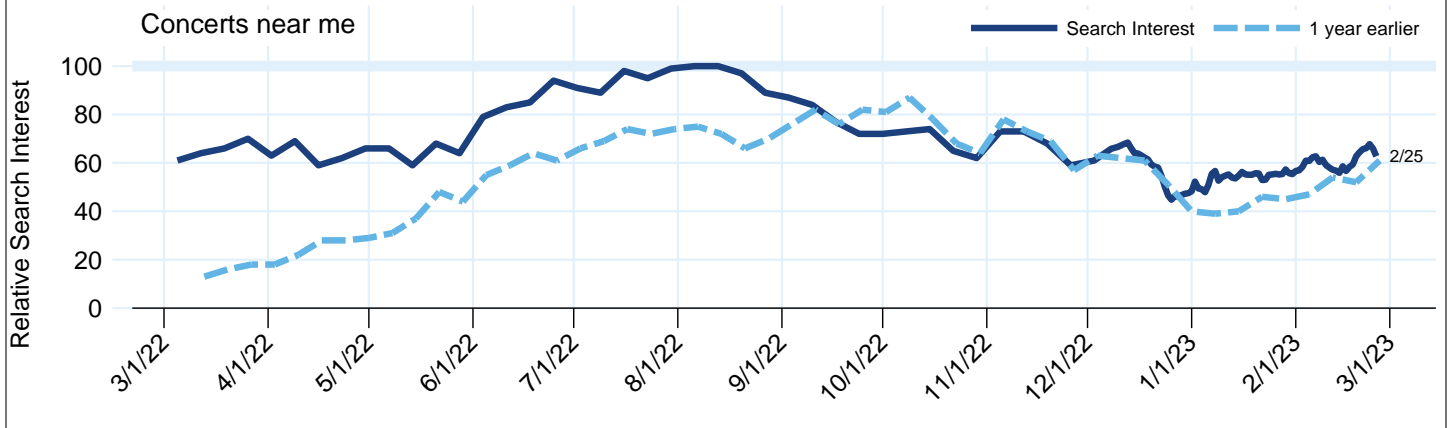


Source: Google Trends, Santander US Capital Markets

## Transportation: 10% HH Spend @ 1Q2022

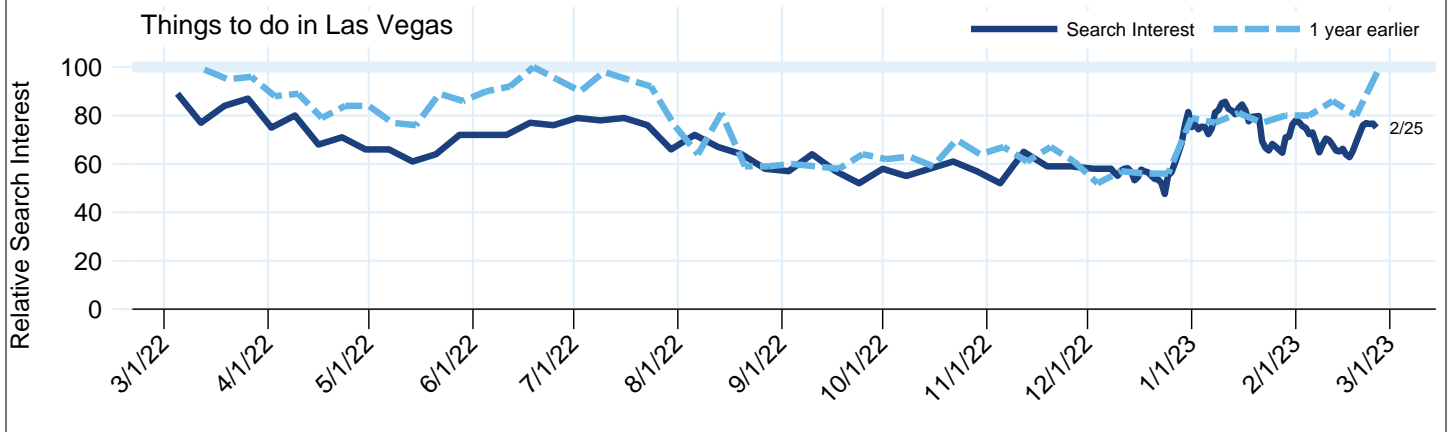
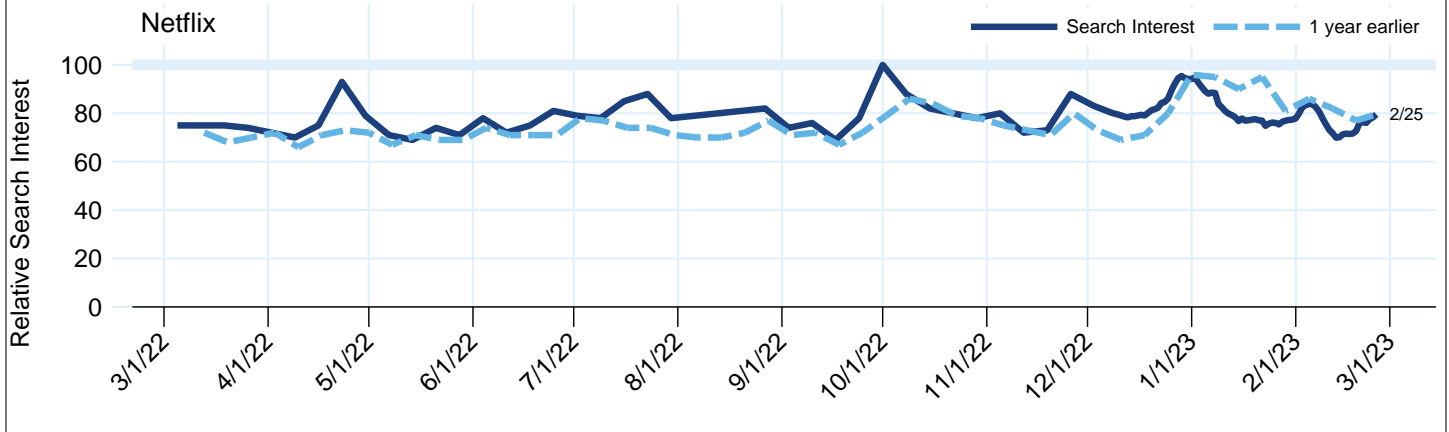


## Recreation: 9.4% HH Spend @ 1Q2022

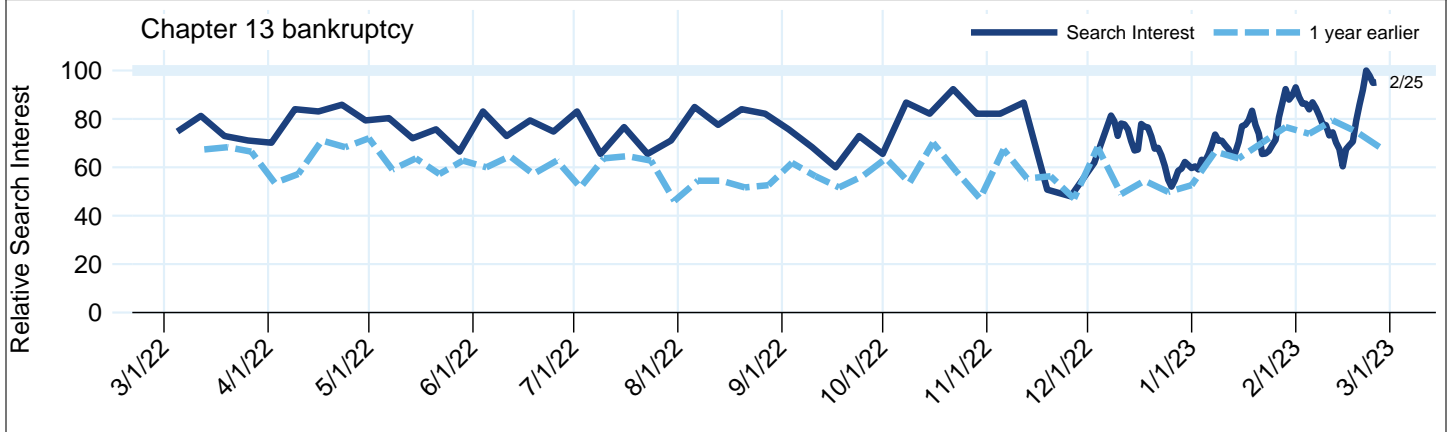
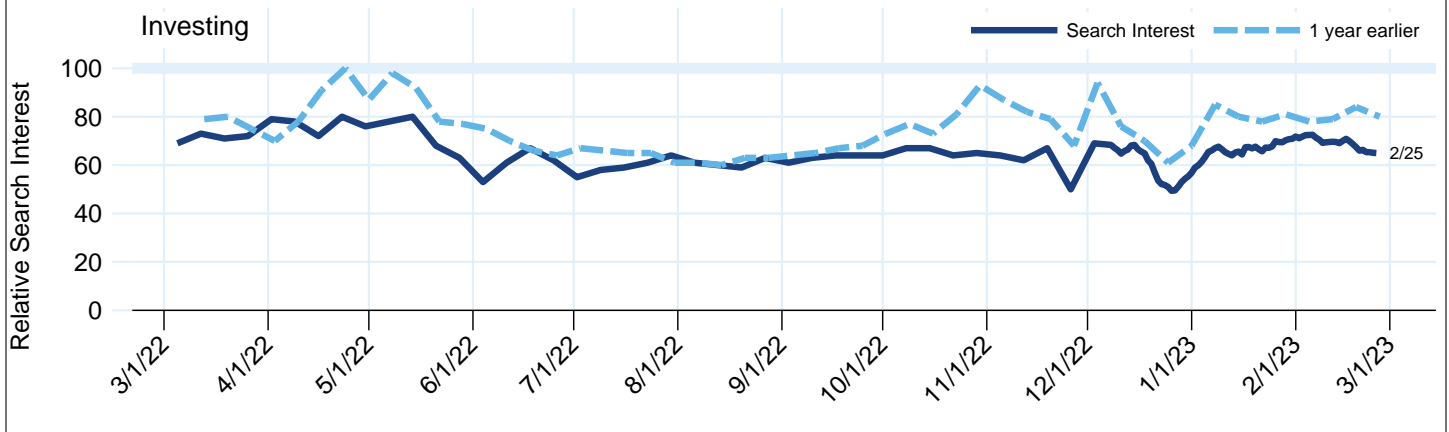


Source: Google Trends, Santander US Capital Markets

Recreation: 9.4% HH Spend @ 1Q2022

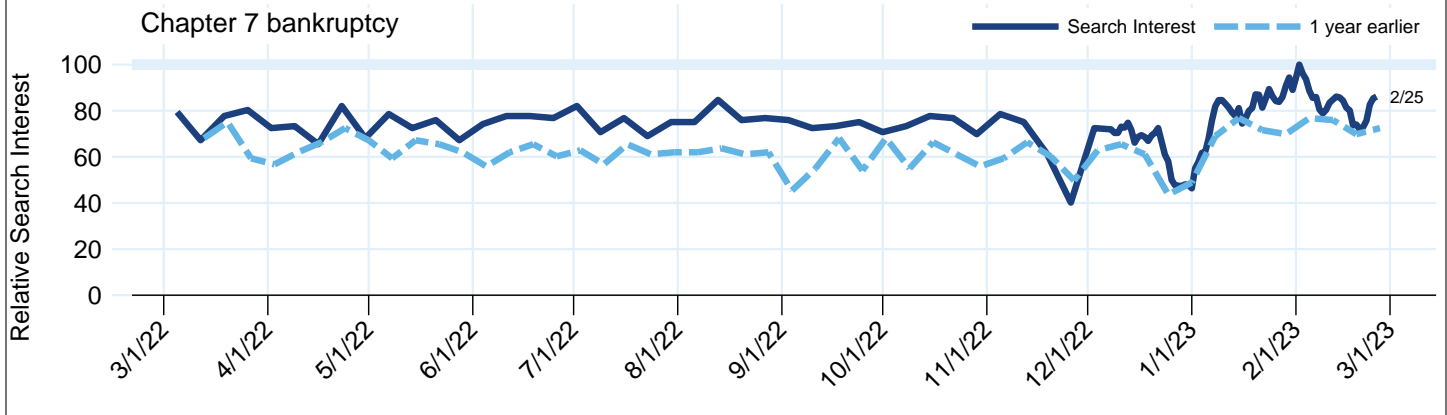


Financial services: 8.2% HH Spend @ 1Q2022

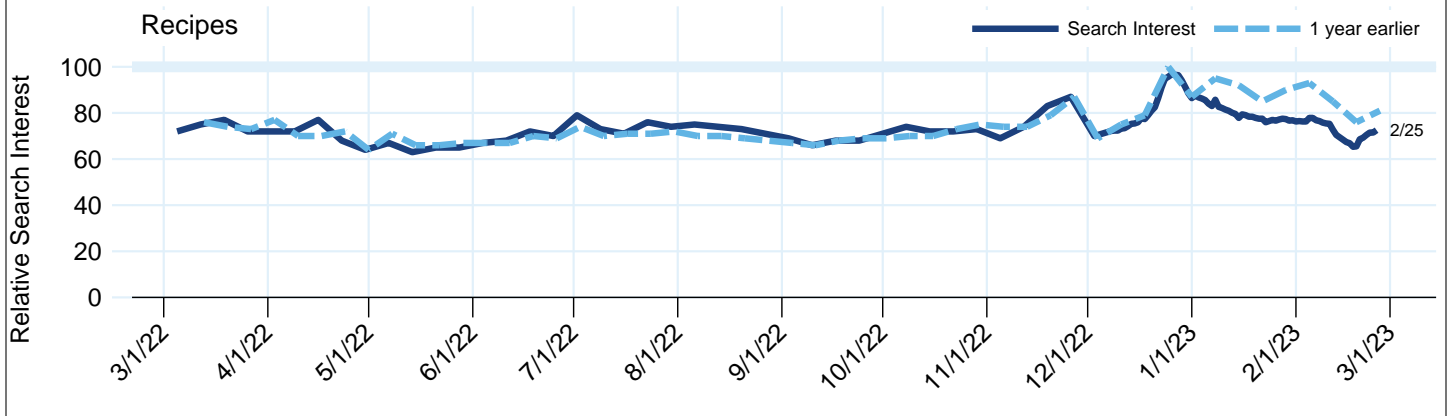


Source: Google Trends, Santander US Capital Markets

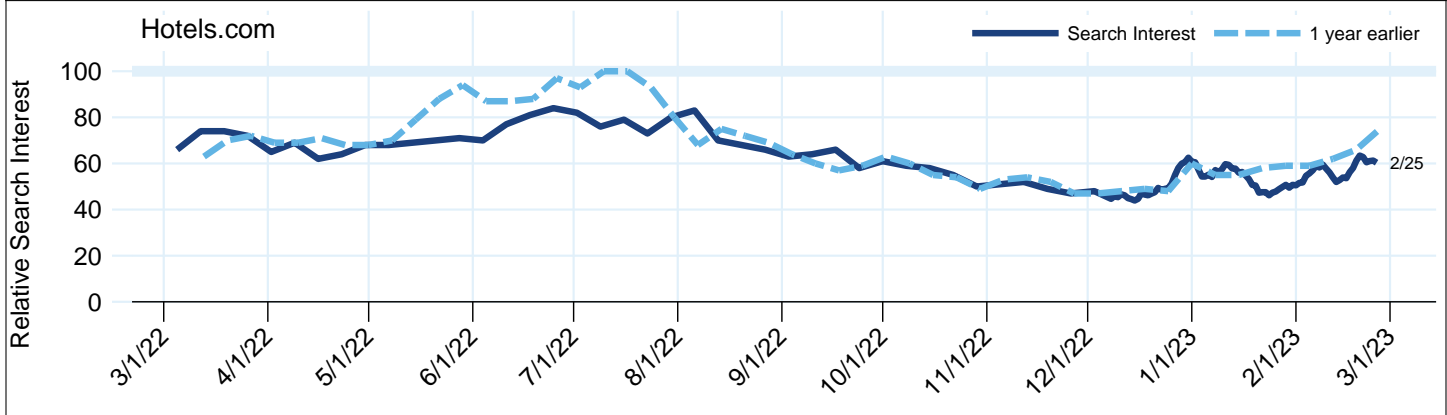
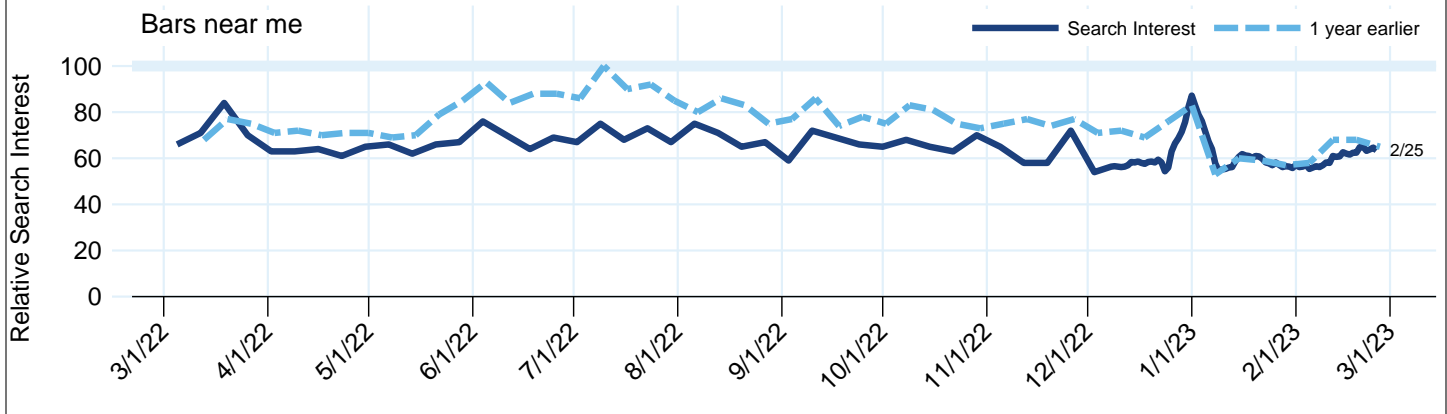
Financial services: 8.2% HH Spend @ 1Q2022



Food, drink and other groceries: 8.0% HH Spend @ 1Q2022



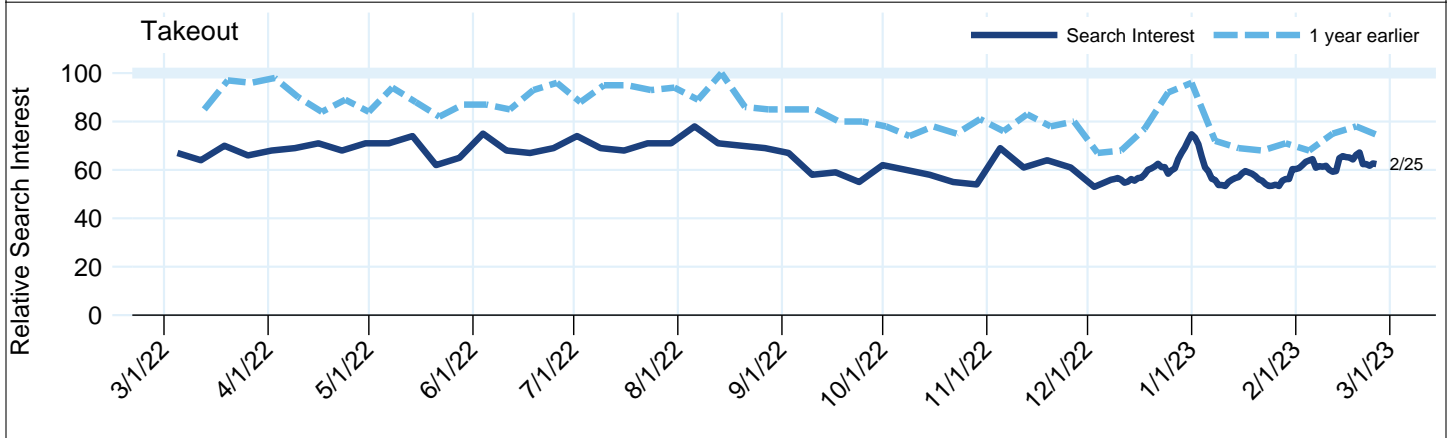
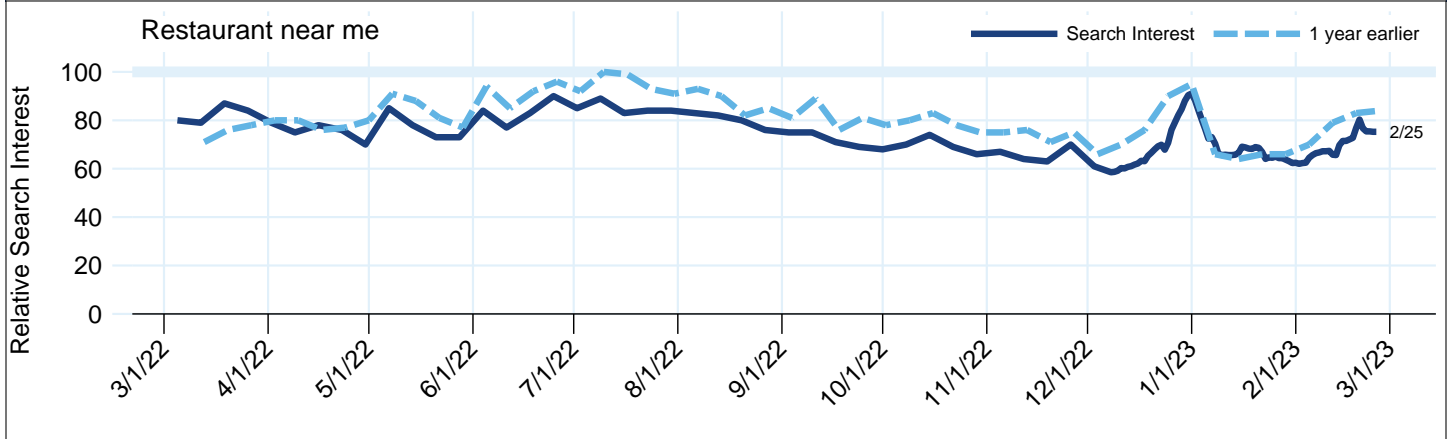
Restaurants and hotels: 7.0% HH Spend @ 1Q2022



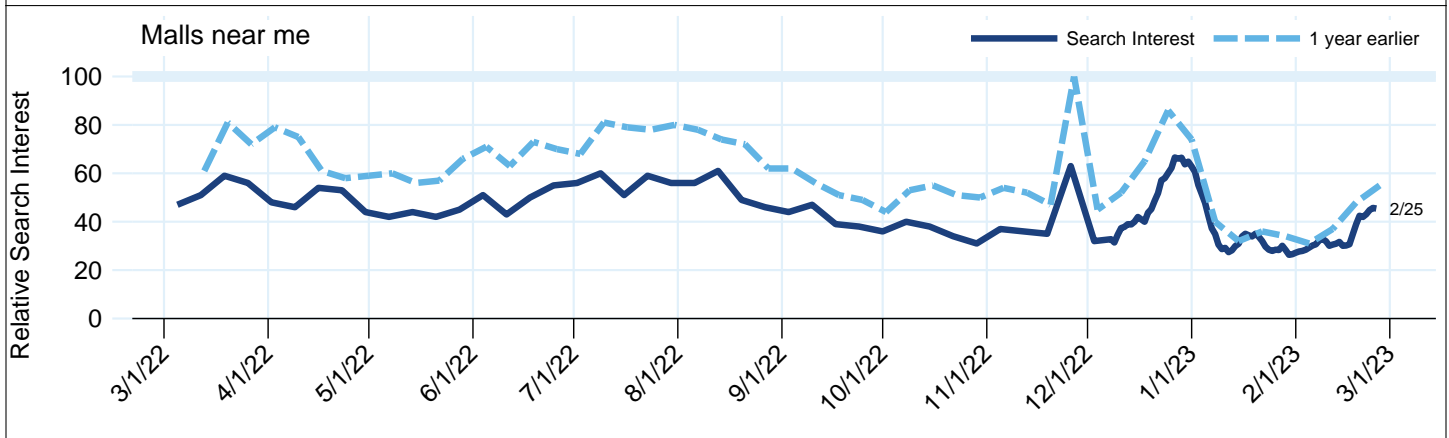
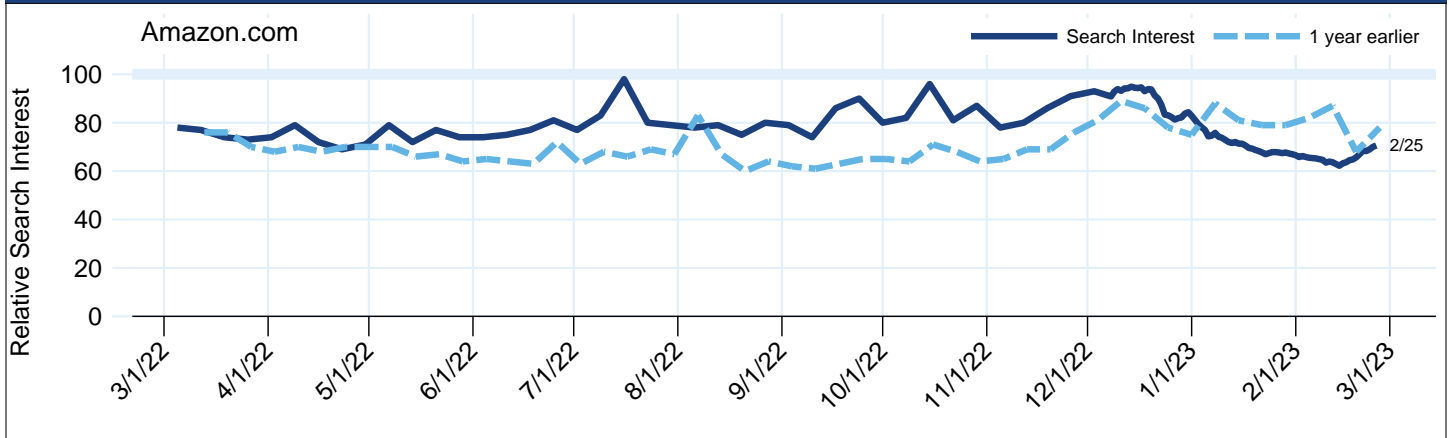
Source: Google Trends, Santander US Capital Markets



Restaurants and hotels: 7.0% HH Spend @ 1Q2022

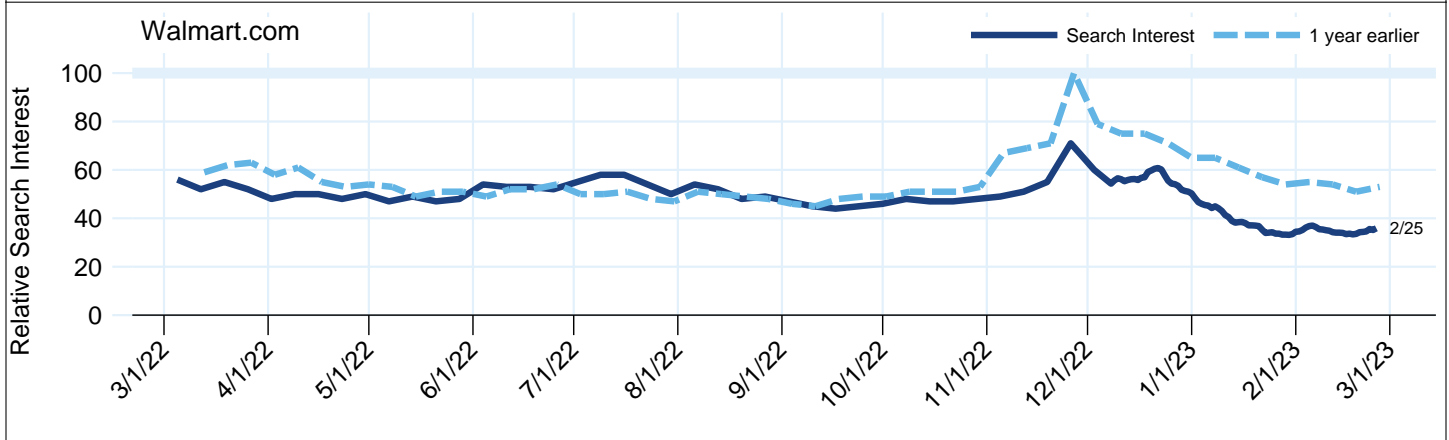
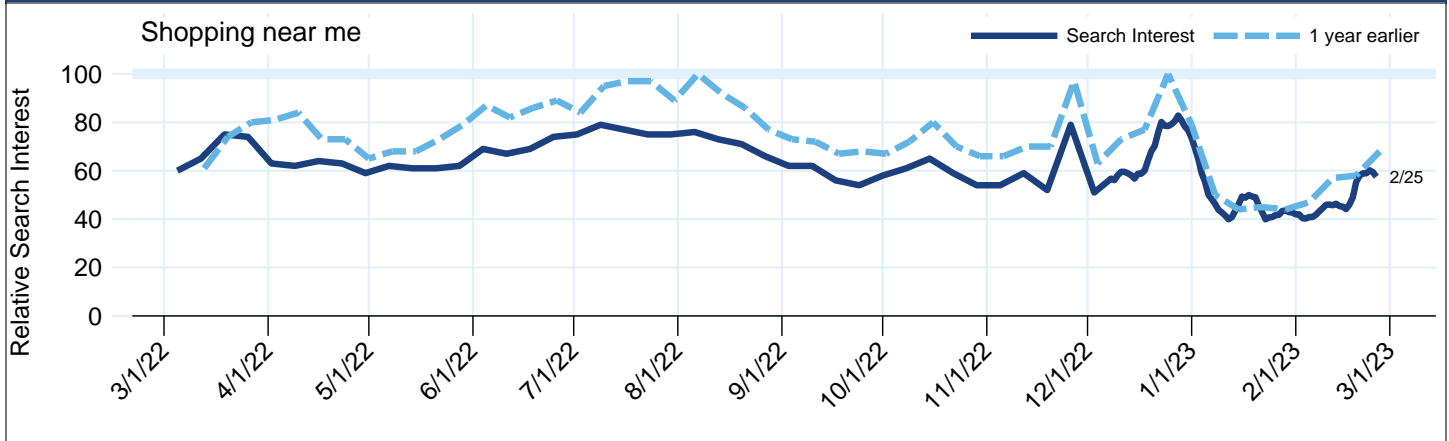


HH furnishings, equip, maintenance: 4.9% HH Spend @ 1Q2022

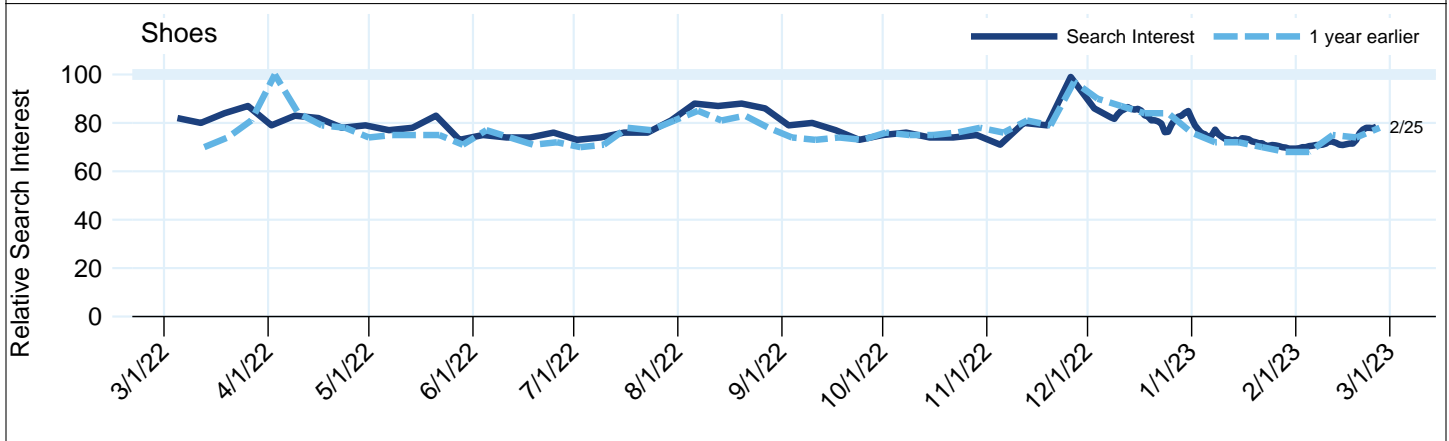
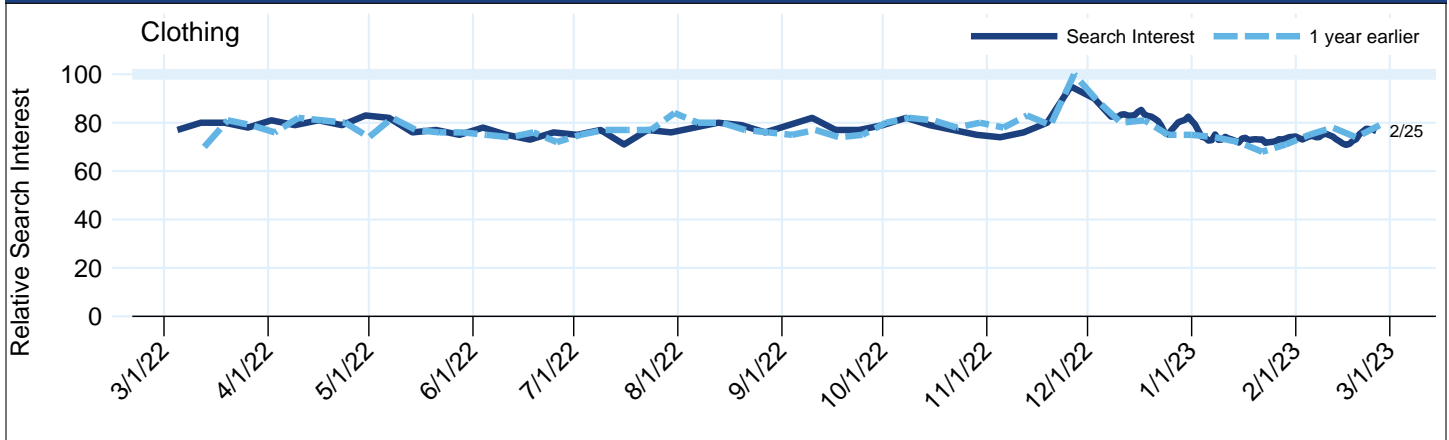


Source: Google Trends, Santander US Capital Markets

HH furnishings, equip, maintenance: 4.9% HH Spend @ 1Q2022

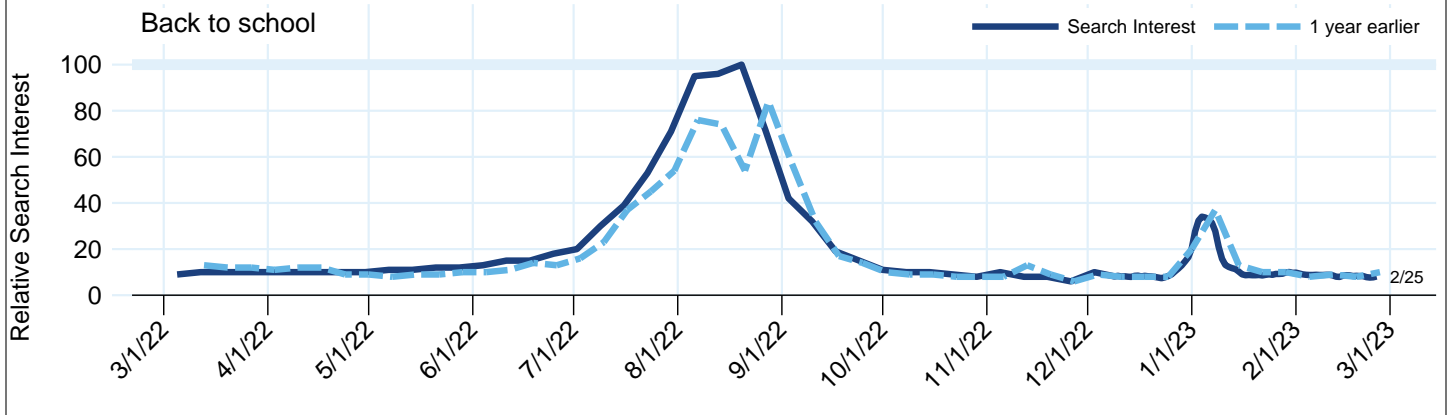


Clothing, footwear, related services: 3.1% HH Spend @ 1Q2022

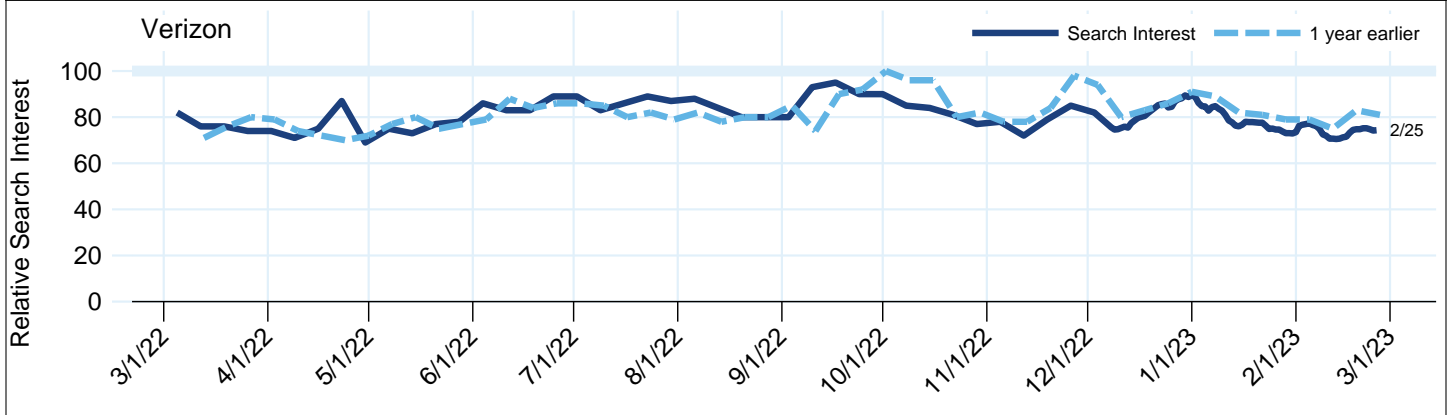
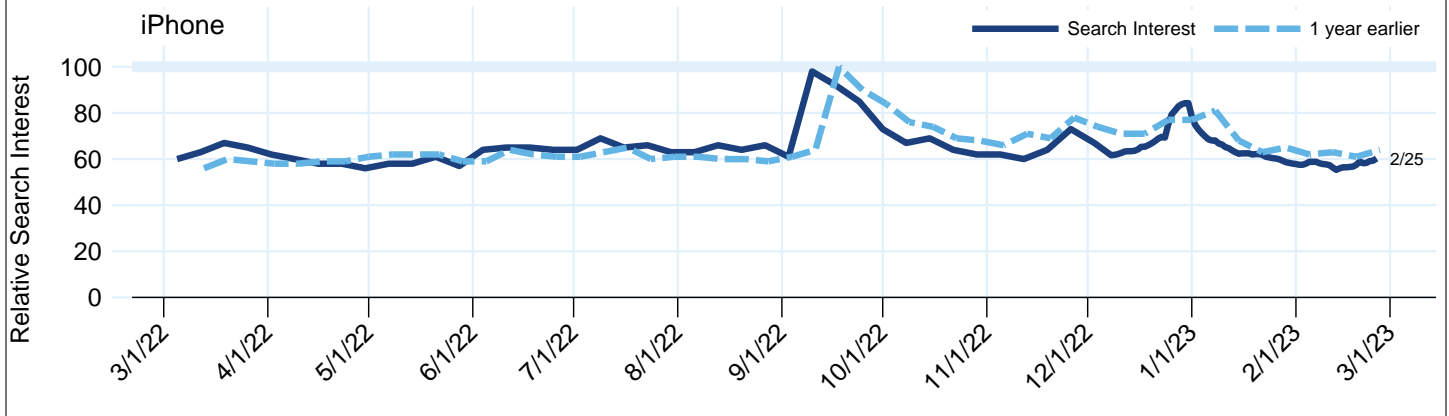


Source: Google Trends, Santander US Capital Markets

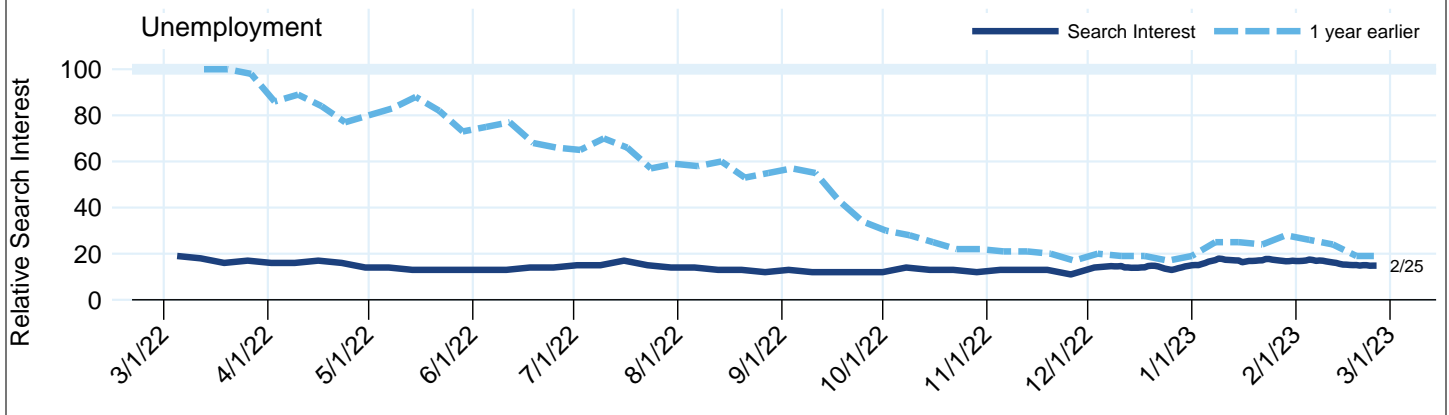
### Education: 1.9% HH Spend @ 1Q2022



### Communication: 1.9% HH Spend @ 1Q2022



### Other searches



Source: Google Trends, Santander US Capital Markets

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