Understanding the Impact of COVID-19 on Public Attitudes & Behaviors

Q1 2020

DISQO

Introduction

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Overview

Over the last few weeks, news pertaining to COVID-19 has permeated the media. As public and private institutions alike respond to the pandemic, how is the public responding? To answer these questions, we conducted a study of consumer behaviors and attitudes over time as they relate to the virus.

To gauge shifts in attitudes over time, the study consisted of three surveys which were distributed one week apart. Behavioral shifts were measured over a longer period. In all, the study sought to understand:

- ❖ Consumer confidence in their personal safety & preparedness
- ❖ Consumer confidence in public institutions
- ❖ Effects on reported shopping & travel behaviors
- ❖ Effects on measurable online browsing behaviors

Methodology

Attitudinal Study Methodology

The survey was conducted online, distributed to a nationally representative sample of DISQO Audience members within the United States via the Survey Junkie platform, which is wholly owned by DISQO. Surveys were taken on both desktop and mobile devices.

To assess how sentiment shifted over time, three waves of the study were conducted one week apart. The first wave of the study generated 24,805 responses, which were collected over a 3 day period, from February 29, 2020 through March 2, 2020.

The second wave of the study generated 23,838 responses, which were likewise collected over a 3 day period, from March 7, 2020 to March 9, 2020.

The third wave of the study generated 23,581 responses, which were collected over a 3 day period, from March 14, 2020 through March 16, 2020.

Behavioral Study Methodology

To assess how the spread of COVID-19 affected digital behaviors, DISQO measured online activity over a 100 day period, from December 1, 2019 through March 09, 2020. Of the 220,000 DISQO Audience members selected for the study, behaviors of 217,917 were included in the final analysis.

For clarity, direct search was defined as search activity that explicitly mentioned the coronavirus, COVID-19, or corona within the context of the virus. Related searches was defined as search activity for related protective gear (N95 masks, gloves, etc), cleaning supplies (bleach, sanitizer, etc), and general info (CDC, WHO, etc). Specific browsing was defined as page views of coronavirus related pages on official channels (CDC, WHO, OSHA, etc), news sites, third party trackers (Worldometers, Arcgis, etc), and others.

Attitudinal Study

Attitudinal Study: Changes Over Time

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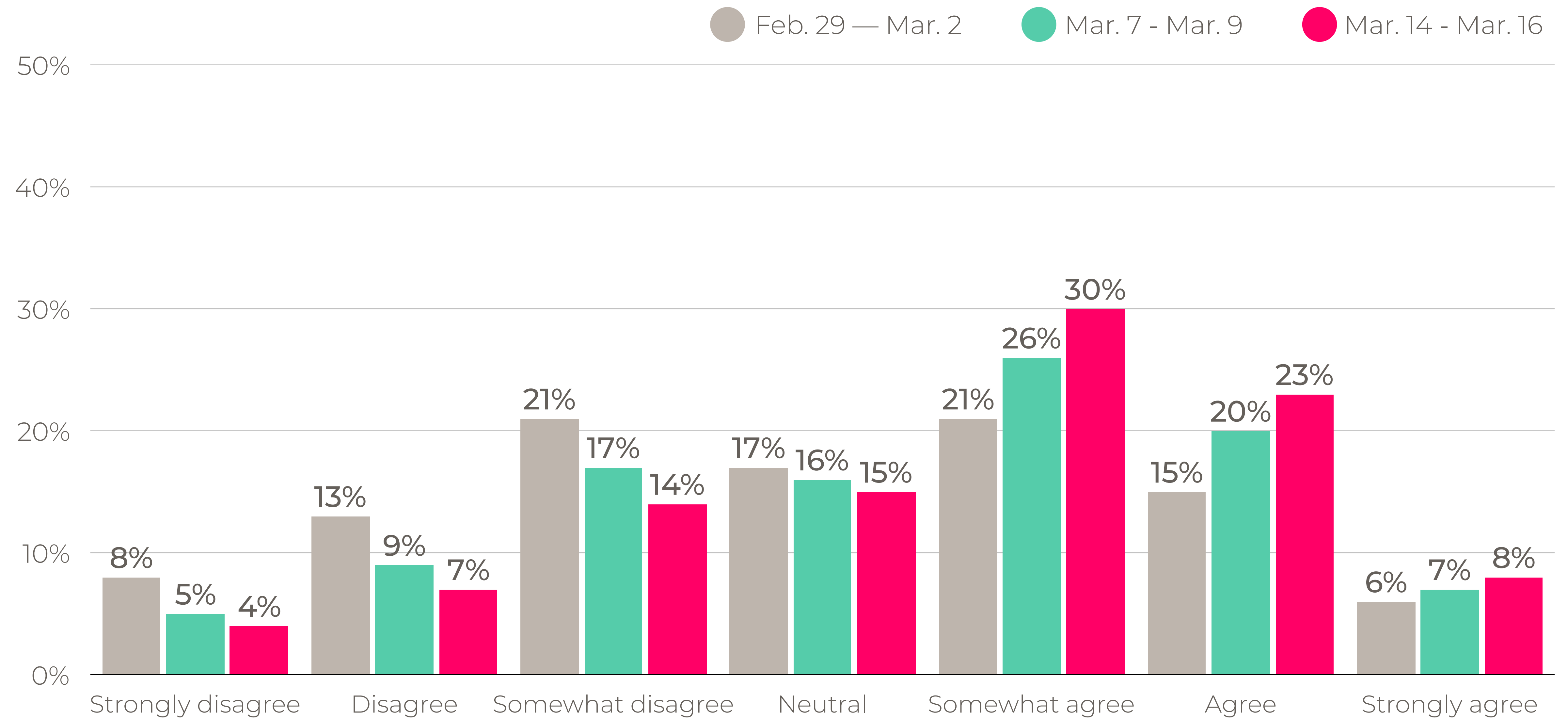# Safety Concerns Surrounding COVID-19

Q: I feel safe from COVID-19.
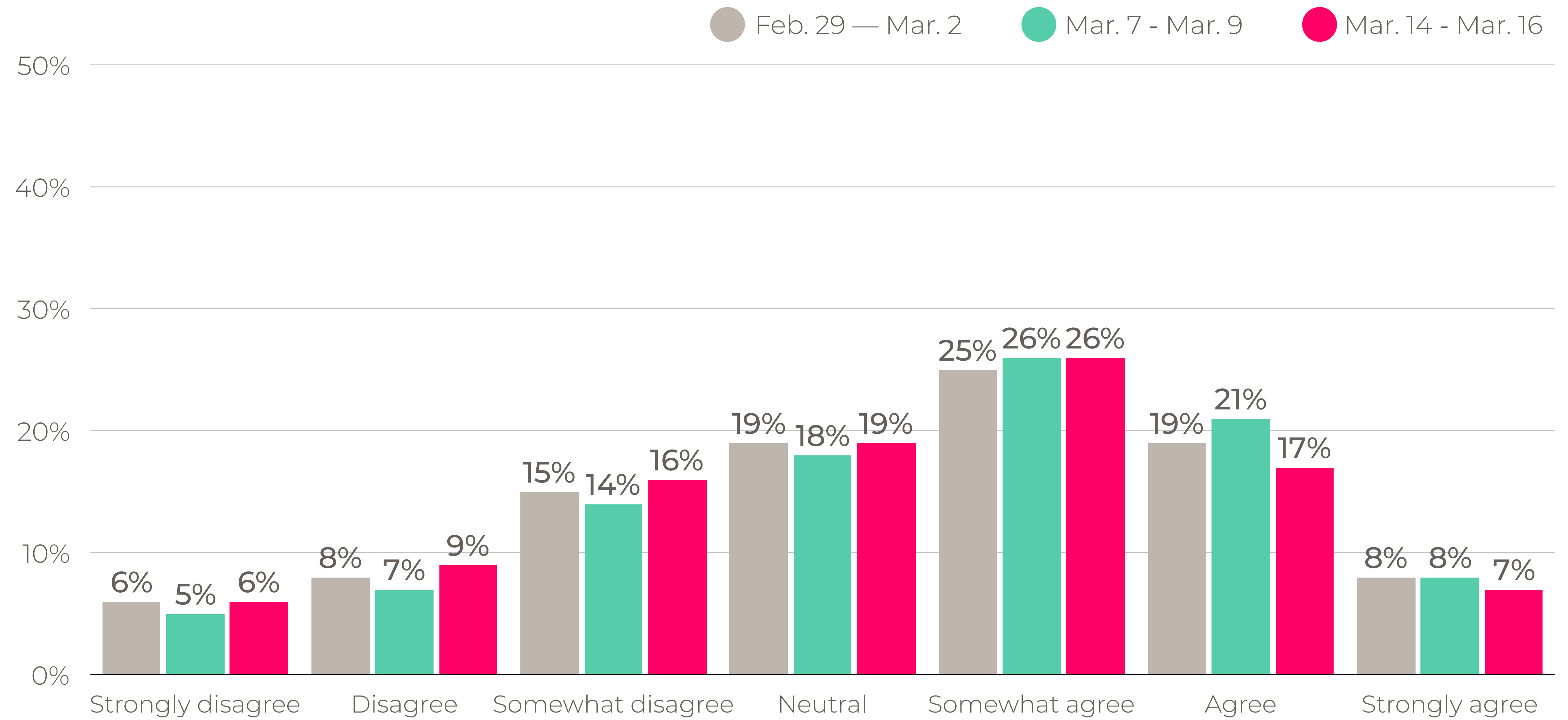
*Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020
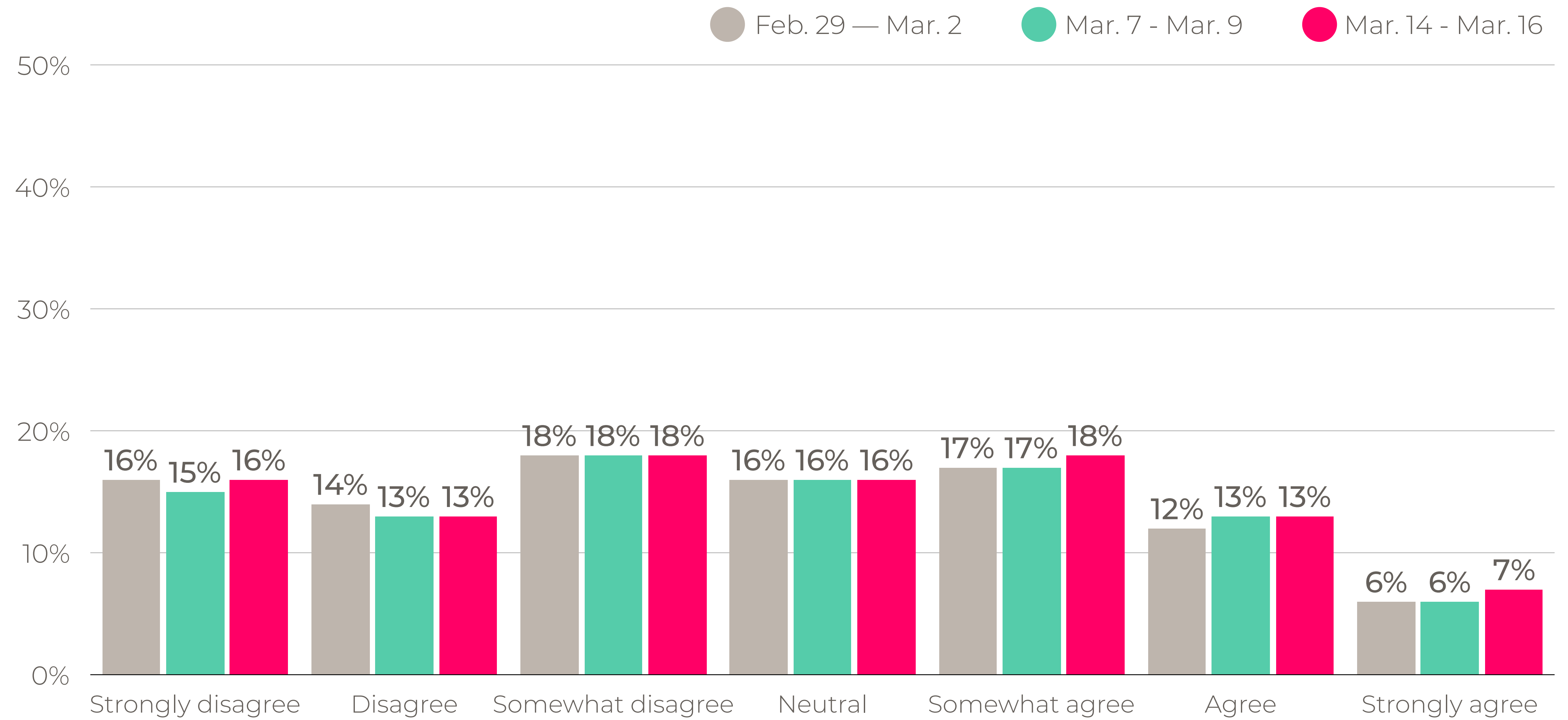
Preparedness for the Coronavirus

Q: *I feel prepared in case the coronavirus spreads to my city.*

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● Feb. 29 — Mar. 2   ● Mar. 7 - Mar. 9   ● Mar. 14 - Mar. 16

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
Feb. 29 — Mar. 2	8%	13%	21%	17%	21%	15%	6%
Mar. 7 - Mar. 9	5%	9%	17%	16%	26%	20%	7%
Mar. 14 - Mar. 16	4%	7%	14%	15%	30%	23%	8%

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Confidence in the Government to Handle the Coronavirus

Q: *I feel confident that the government is prepared to handle the coronavirus.*

DISQO

● Feb. 29 — Mar. 2   ● Mar. 7 - Mar. 9   ● Mar. 14 - Mar. 16

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
Feb. 29 — Mar. 2	16%	14%	18%	16%	17%	12%	6%
Mar. 7 - Mar. 9	15%	13%	18%	16%	17%	13%	6%
Mar. 14 - Mar. 16	16%	13%	18%	16%	18%	13%	7%

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Effects of the COVID-19 on Travel Plans

Q: Has the COVID-19 outbreak affected any travel plans you had?

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Feb. 29-Mar. 2

12%

88%

Mar. 7-9

17%

83%

Mar. 14-16

33%

67%

● Yes ● No

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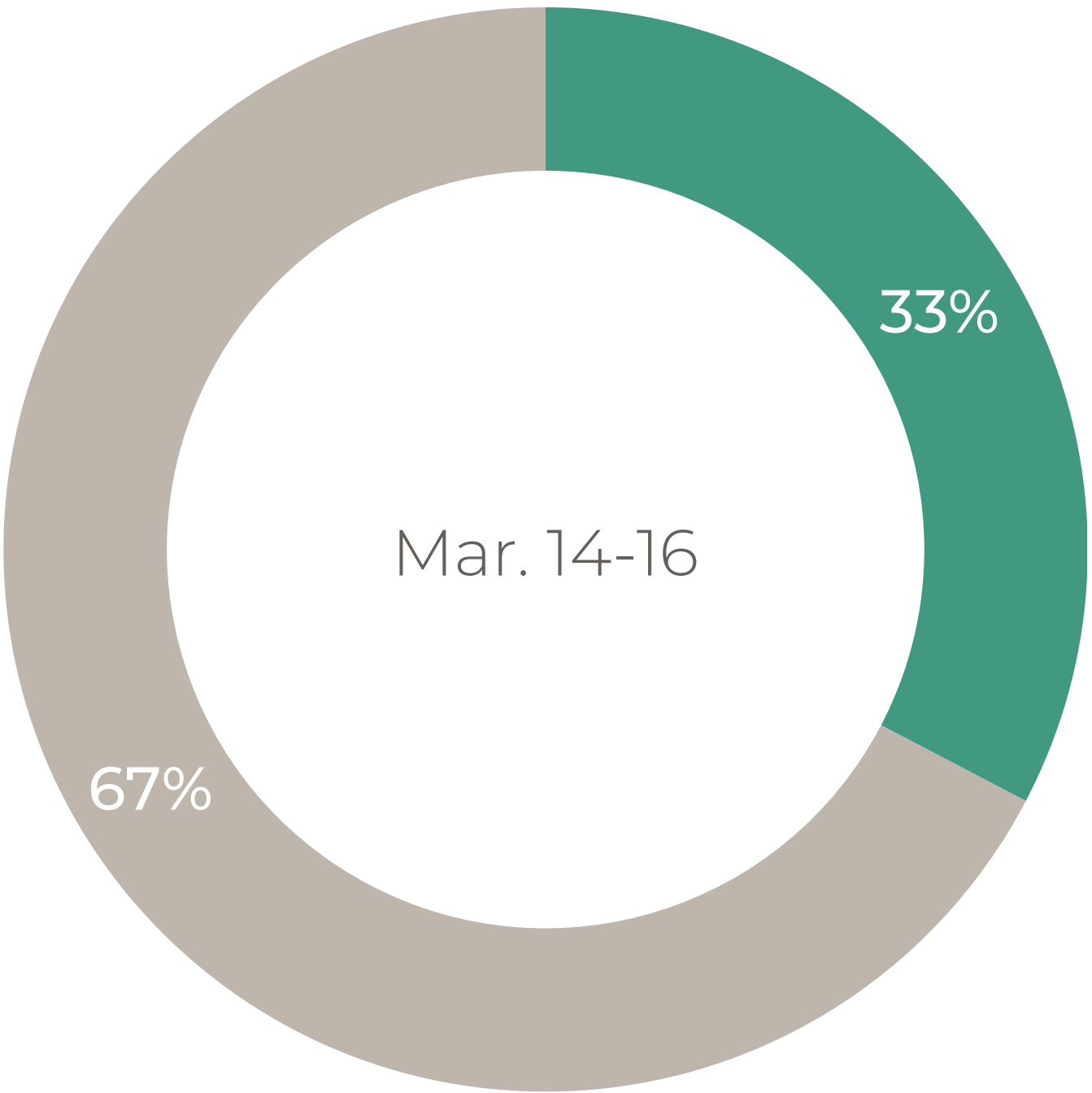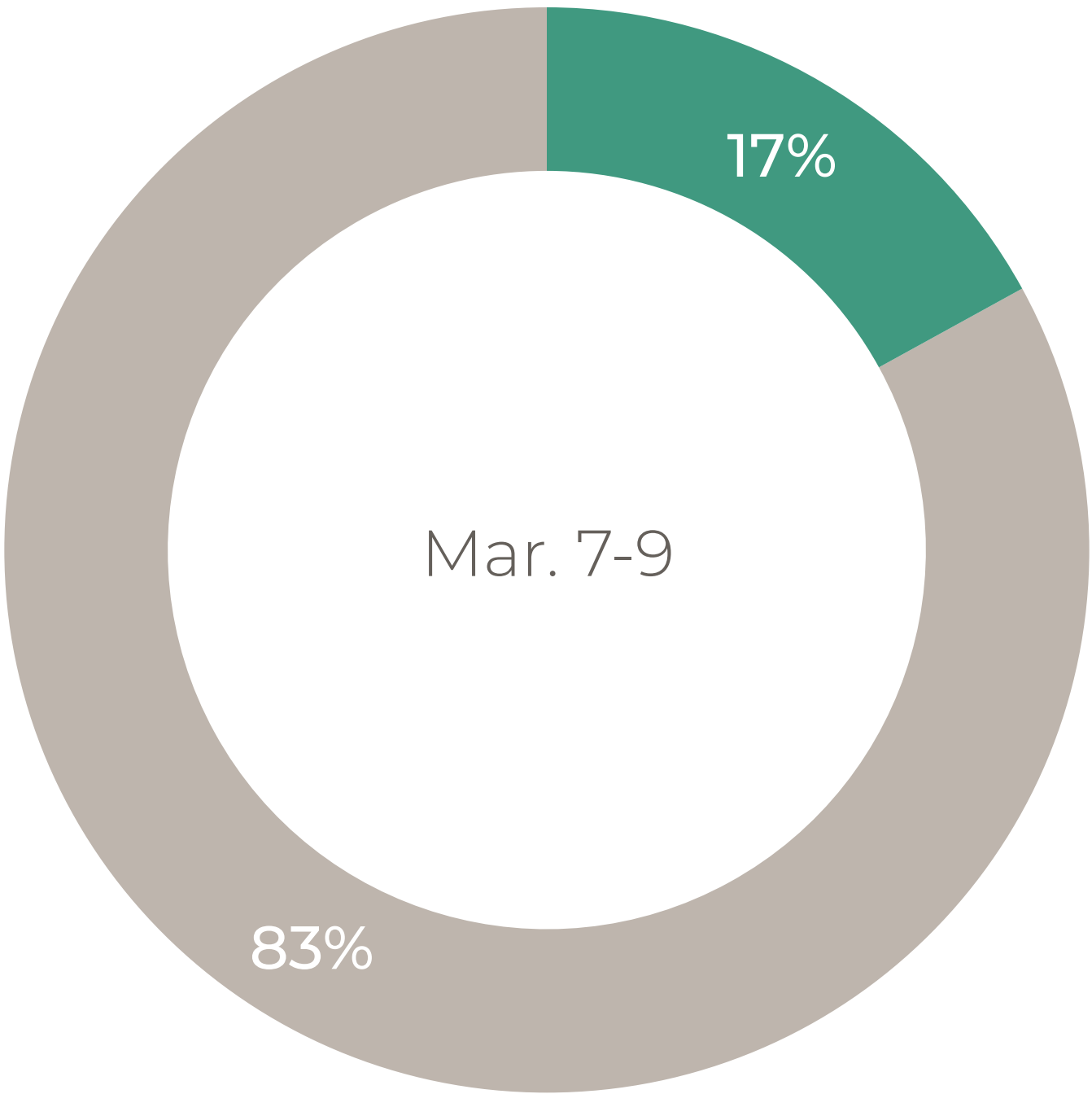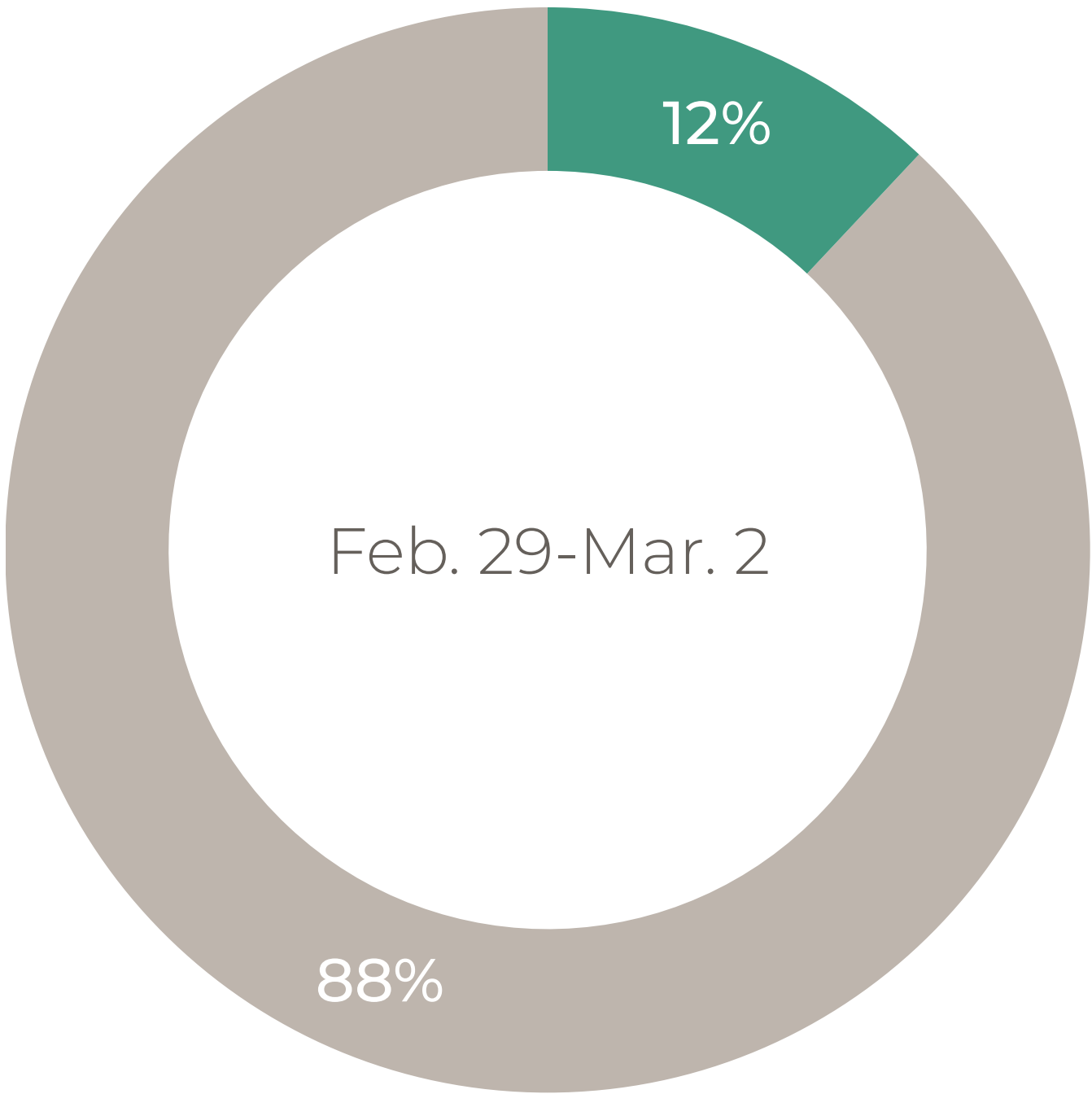
Purchases Made in Response to COVID-19

Q: Which of the following products have you purchased to protect yourself from the coronavirus?

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Legend:
- ● Feb. 29 — Mar. 2
- ● Mar. 7 - Mar. 9
- ● Mar. 14 - Mar. 16

Other
- 2%
- 3%
- 6%

Personal health
- 14%
- 17%
- 22%

Protective wear
- 17%
- 15%
- 17%

Cleaning supplies
- 33%
- 41%
- 40%

Any Purchase
- 38%
- 46%
- 47%
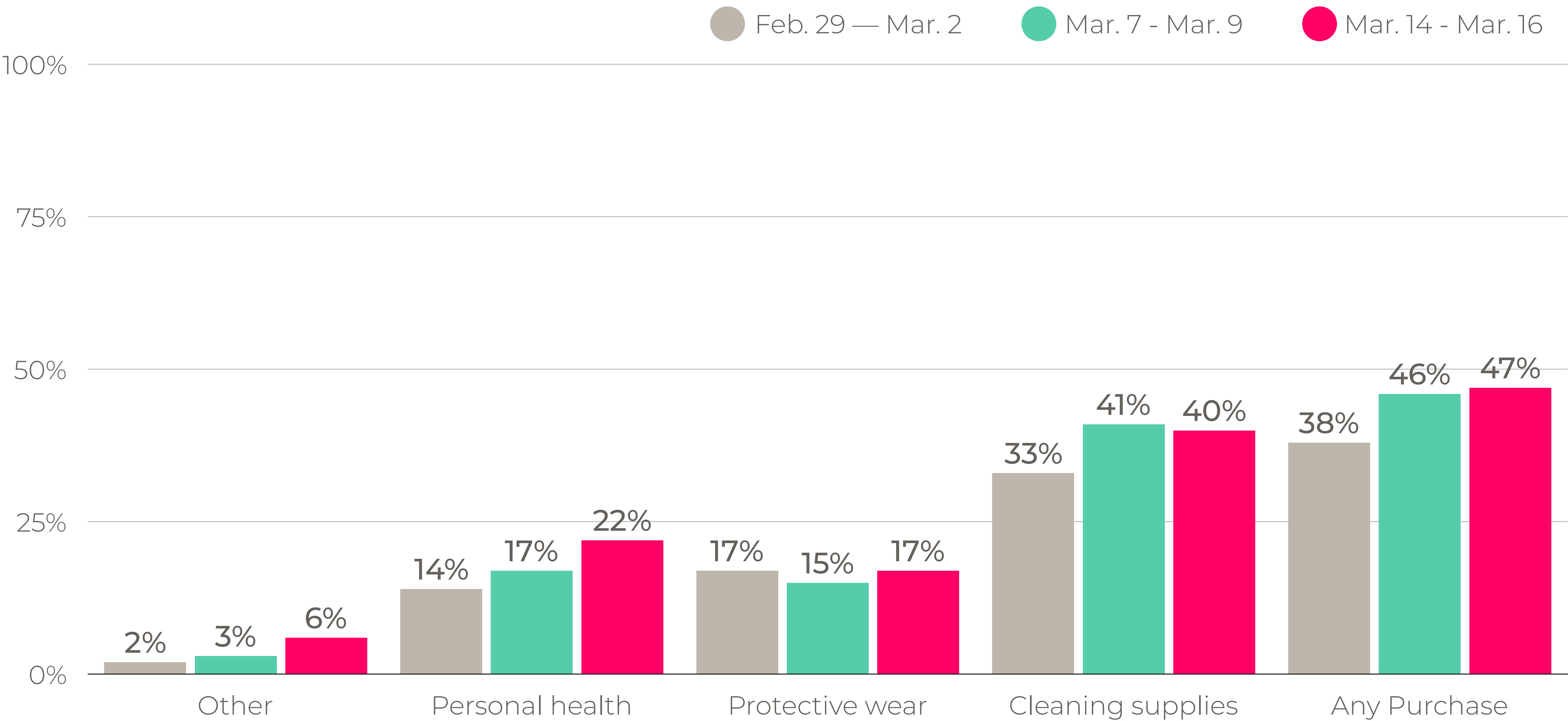
Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020

Changes in Shopping Habits Over Time *(Mar. 7-9 vs. Mar. 14-16)*

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Q: How has your shopping habits changed due to the coronavirus?

● Mar. 7 - Mar. 9   ● Mar. 14 - Mar. 16

	Avoiding All Stores	Cleaning Supplies (stocking up)	Household Essentials (stocking up)	Avoiding Crowds	Non-Perishables (stocking up)
Mar. 7 - Mar. 9	3%	13%	12%	15%	13%
Mar. 14 - Mar. 16	7%	18%	23%	27%	29%
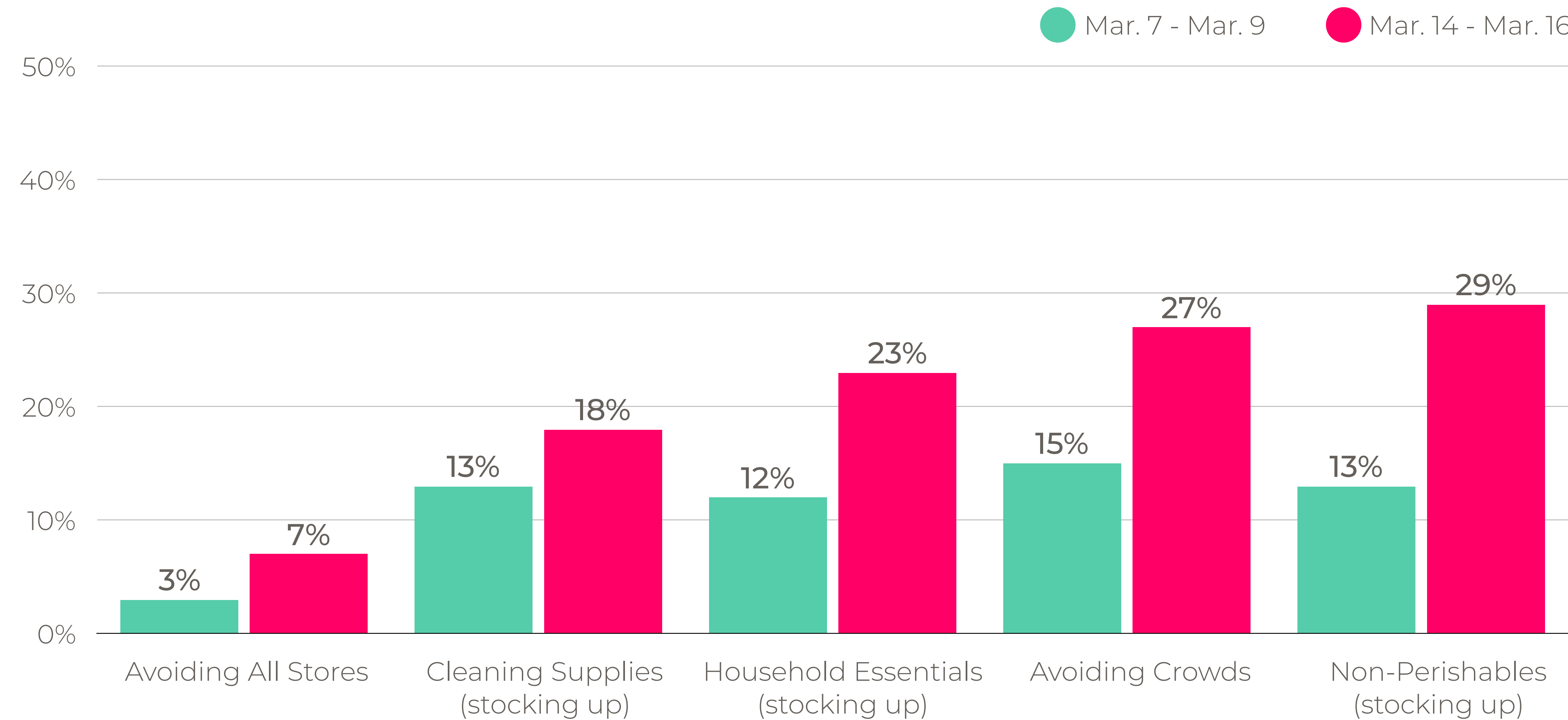
*Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020

Attitudinal Study: Week 1 Breakdown

Feb 29th — Mar 2nd

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Safety Concerns Surrounding COVID-19 by Region (Feb. 29-Mar. 2)

Q: I feel safe from COVID-19.

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West
- 8%
- 19%
- 25%
- 19%
- 15%
- 8%
- 6%

Midwest
- 8%
- 19%
- 24%
- 20%
- 15%
- 8%
- 6%

South
- 8%
- 20%
- 24%
- 19%
- 15%
- 8%
- 6%

Northeast
- 8%
- 18%
- 25%
- 19%
- 14%
- 9%
- 6%

Strongly disagree — Strongly agree

Safety Concerns Surrounding COVID-19 by Age Group *(Feb. 29-Mar. 2)*

DISQO

Q: I feel safe from COVID-19.

18 to 24
- 9%
- 18%
- 24%
- 20%
- 16%
- 7%
- 6%

25 to 34
- 8%
- 18%
- 24%
- 22%
- 14%
- 8%
- 6%

35 to 44
- 8%
- 19%
- 22%
- 21%
- 15%
- 8%
- 6%

45 to 54
- 9%
- 20%
- 24%
- 19%
- 14%
- 8%
- 6%

Strongly disagree ———————————————————————————— Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Feb 29 Survey

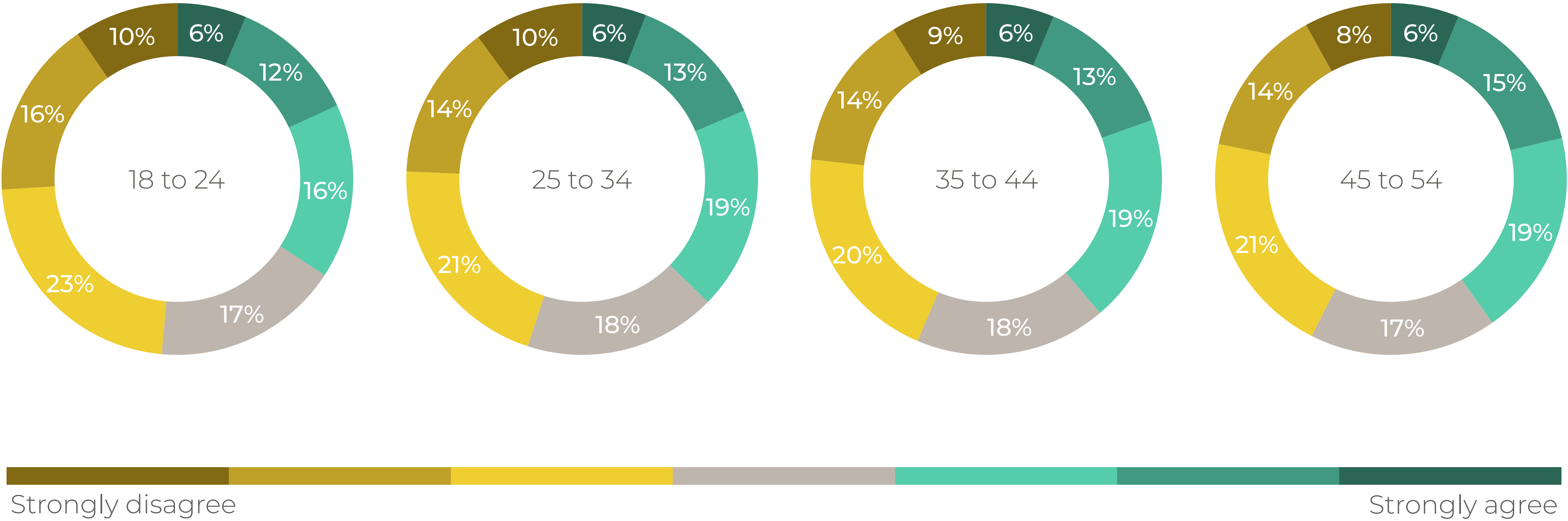# Safety Concerns Surrounding COVID-19 by Age Group *(Feb. 29-Mar. 2)*

DISQO

Q: I feel safe from COVID-19.

Donut chart — 55 to 64: 8%, 20%, 26%, 18%, 14%, 8%, 6%

Donut chart — 65 to 74: 6%, 20%, 28%, 16%, 15%, 9%, 6%

Donut chart — 75+: 6%, 19%, 31%, 15%, 17%, 8%, 4%

Strongly disagree ⟶ Strongly agree

Preparedness for COVID-19 by Age Group *(Feb. 29-Mar. 2)*

DISQO

Q: I feel prepared in case COVID-19 spreads to my city.

18 to 24

6% · 12% · 16% · 17% · 23% · 16% · 10%

25 to 34

6% · 13% · 19% · 18% · 21% · 14% · 10%

35 to 44

6% · 13% · 19% · 18% · 20% · 14% · 9%

45 to 54

6% · 15% · 19% · 17% · 21% · 14% · 8%

Strongly disagree

Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Feb 29 Survey

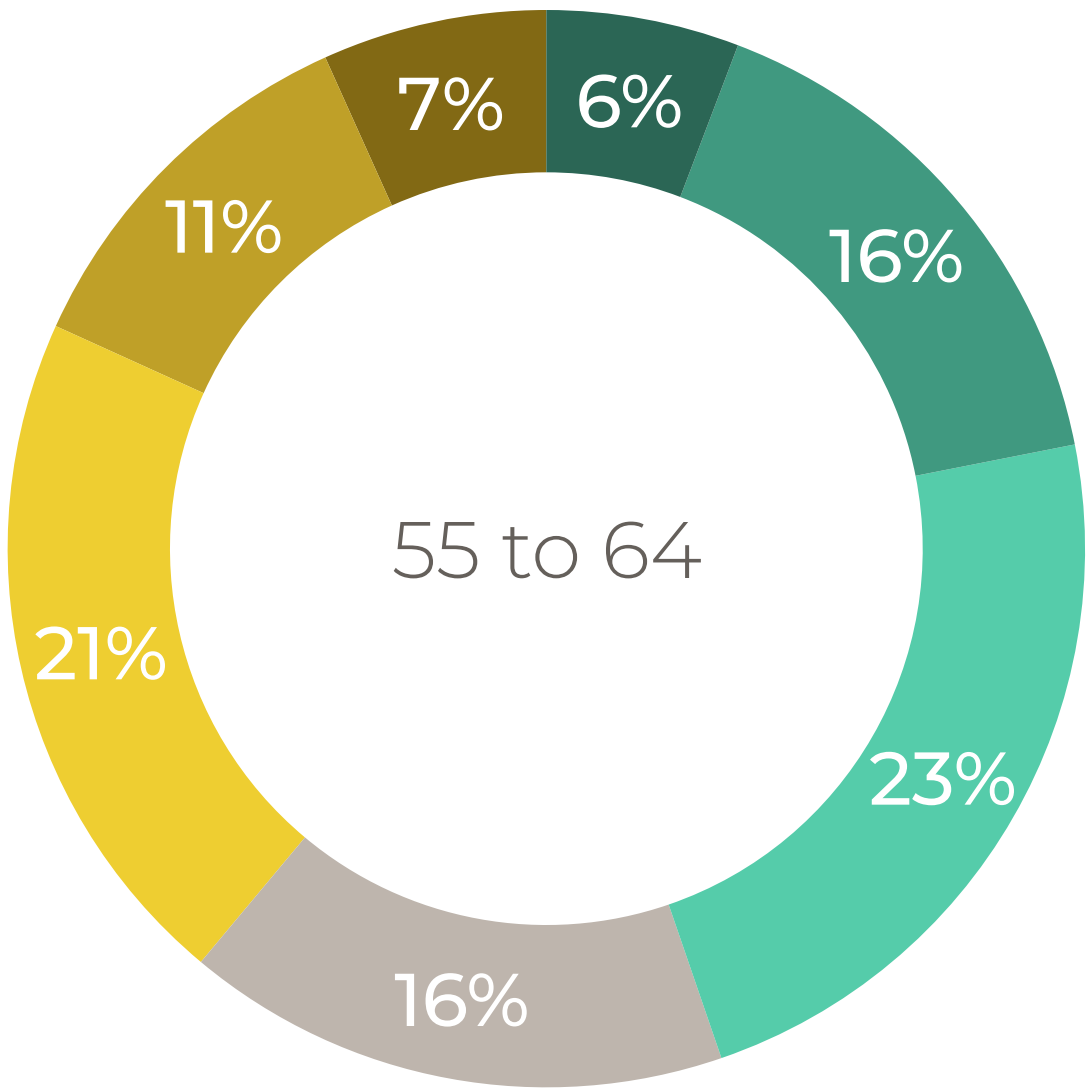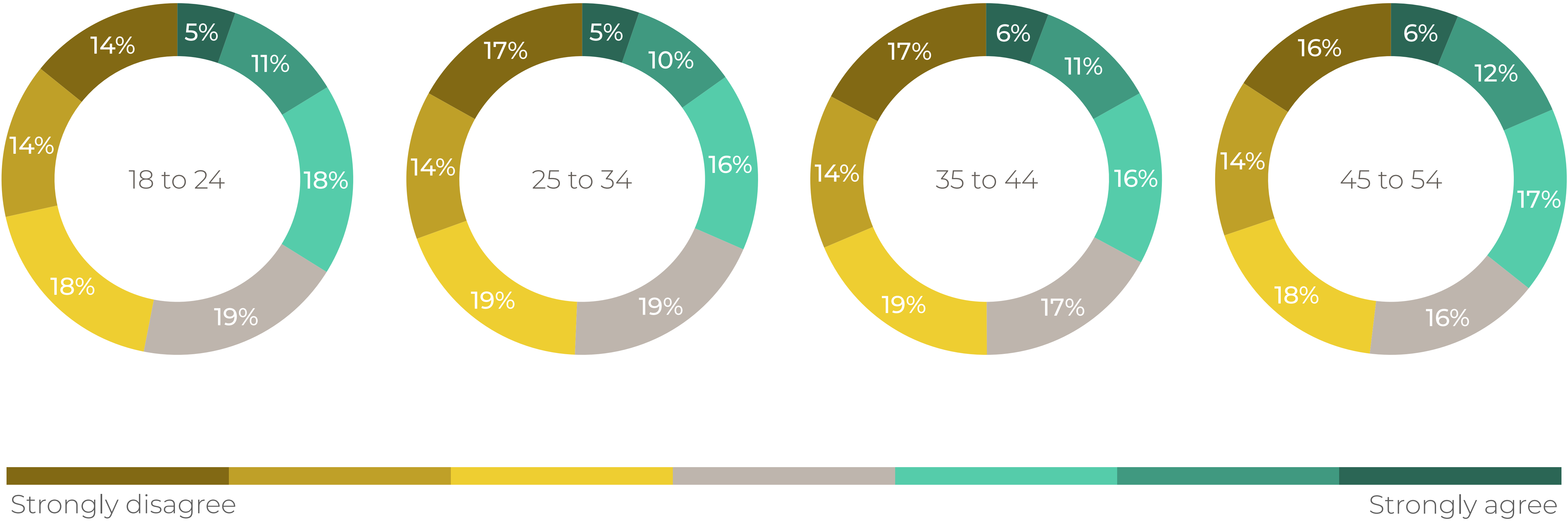# Preparedness for COVID-19 by Age Group *(Feb. 29-Mar. 2)*

DISQO

Q: I feel prepared in case COVID-19 spreads to my city.

55 to 64

7% | 6% | 16% | 23% | 16% | 21% | 11%

65 to 74

5% | 5% | 18% | 26% | 15% | 21% | 11%

75+

5% | 5% | 18% | 26% | 17% | 20% | 10%

Strongly disagree   Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Feb 29 Survey

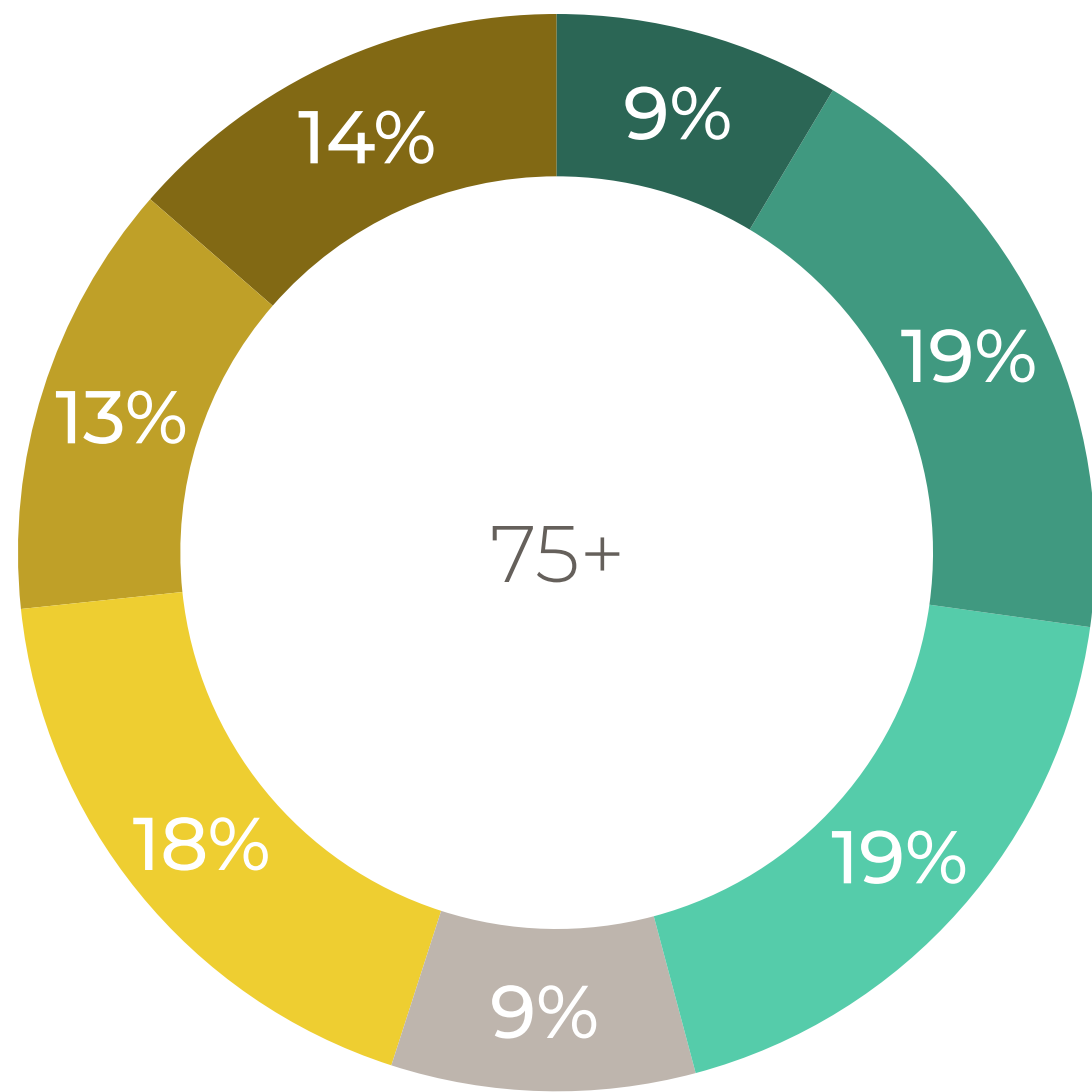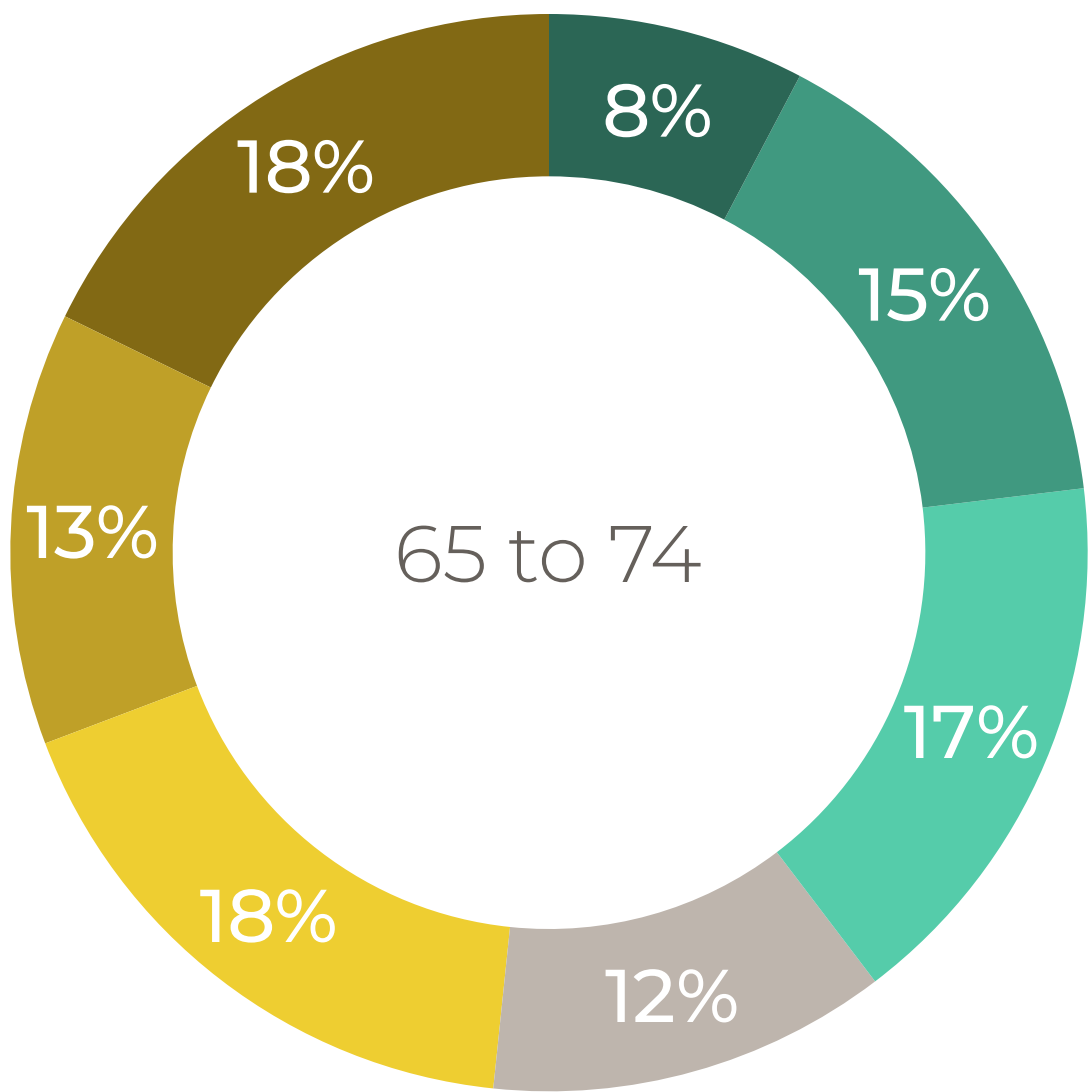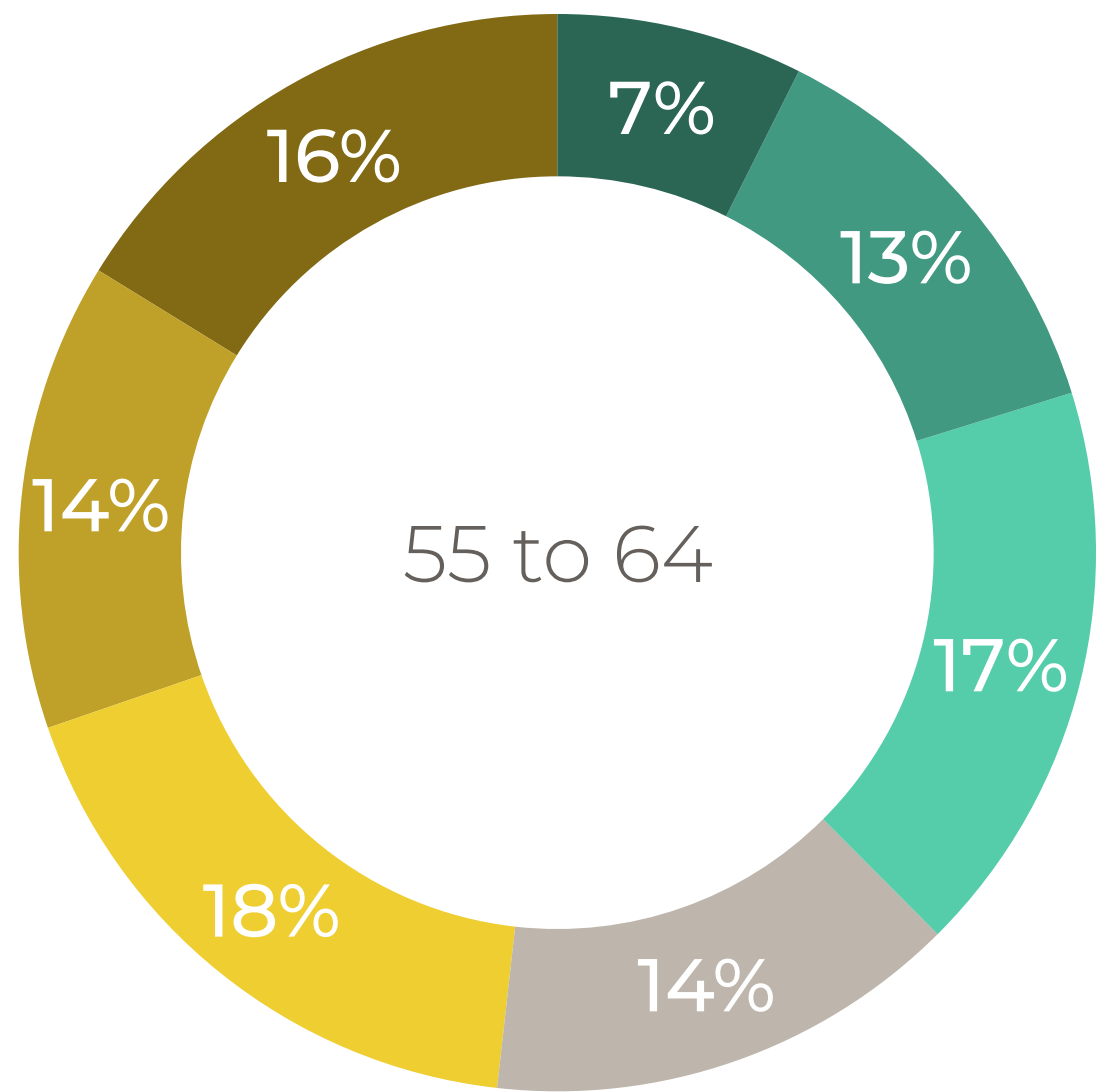# Confidence in the Government by Age Group *(Feb. 29-Mar. 2)*

DISQO

Q: *I feel confident that the government is prepared to handle COVID-19.*

18 to 24

- 5%
- 11%
- 18%
- 19%
- 18%
- 14%
- 14%

25 to 34

- 5%
- 10%
- 16%
- 19%
- 19%
- 14%
- 17%

35 to 44

- 6%
- 11%
- 16%
- 17%
- 19%
- 14%
- 17%

45 to 54

- 6%
- 12%
- 17%
- 16%
- 18%
- 14%
- 16%

Strongly disagree — Strongly agree

Confidence in the Government by Age Group *(Feb. 29-Mar. 2)*

DISQO

Q: I feel confident that the government is prepared to handle COVID-19.

55 to 64

- 7%
- 13%
- 17%
- 14%
- 18%
- 14%
- 16%

65 to 74

- 8%
- 15%
- 17%
- 12%
- 18%
- 13%
- 18%

75+

- 9%
- 19%
- 19%
- 9%
- 18%
- 13%
- 14%

Strongly disagree   Strongly agree
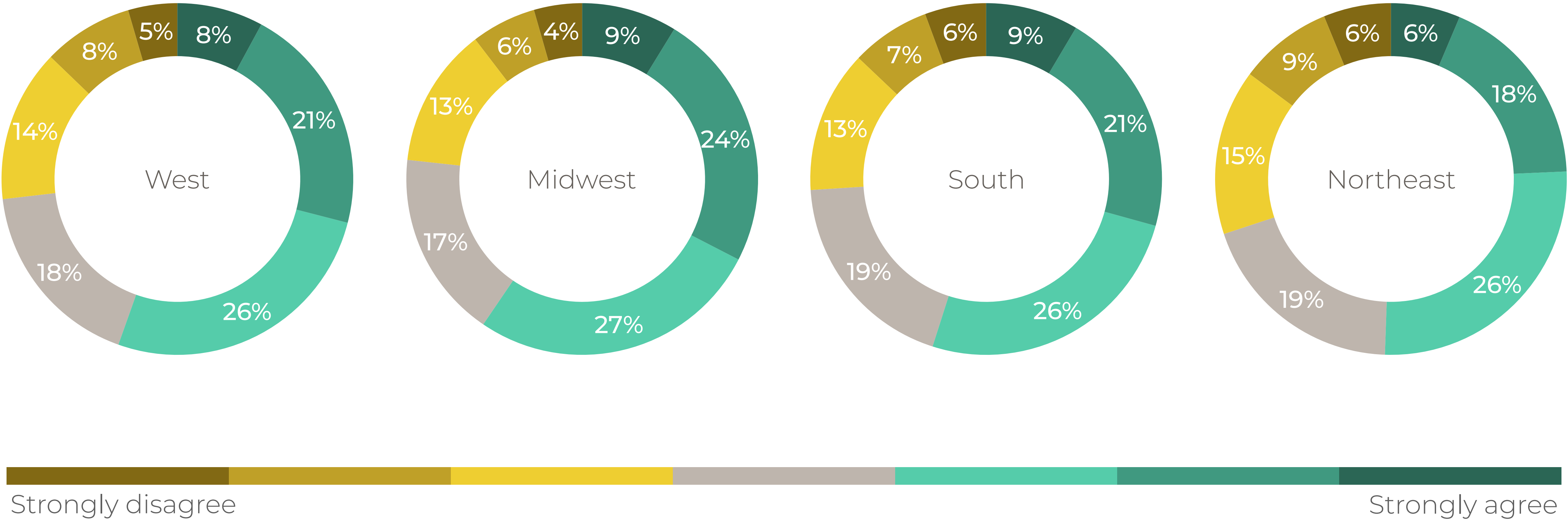
Attitudinal Study: Week 2 Breakdown

Mar 7th — Mar 9th

DISQO

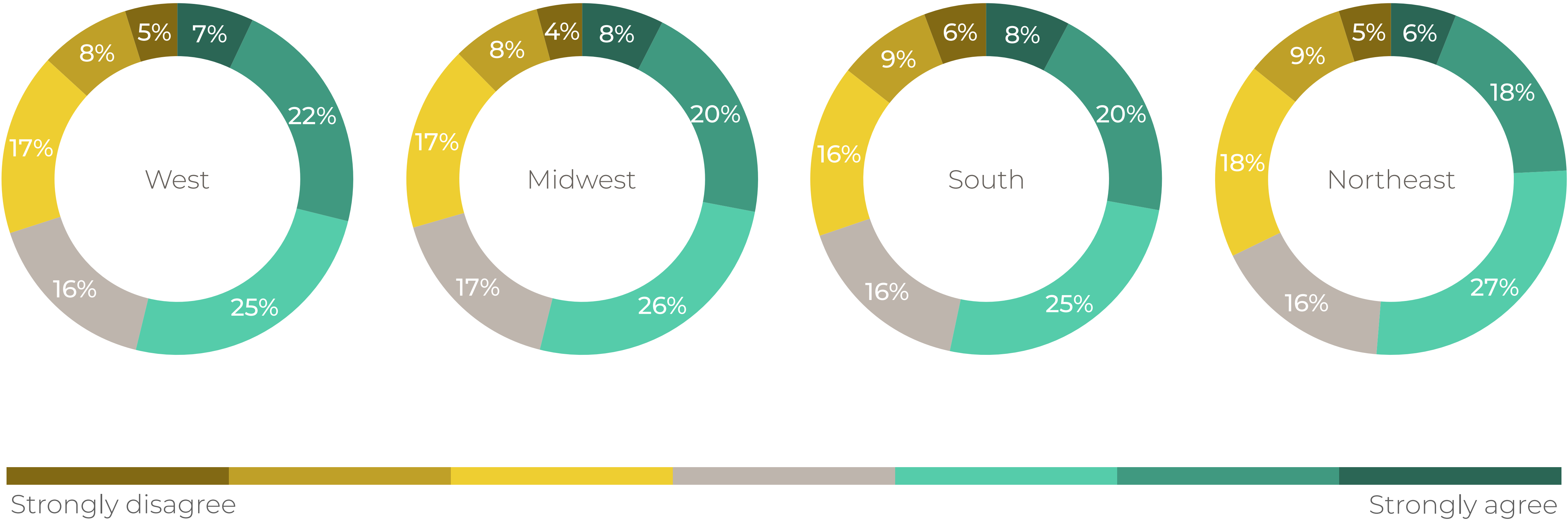# Safety Concerns Surrounding COVID-19 by Region *(Mar. 7-9)*

DISQO

Q: I feel safe from COVID-19.

West
- 8%
- 21%
- 26%
- 18%
- 14%
- 8%
- 5%

Midwest
- 9%
- 24%
- 27%
- 17%
- 13%
- 6%
- 4%

South
- 9%
- 21%
- 26%
- 19%
- 13%
- 7%
- 6%

Northeast
- 6%
- 18%
- 26%
- 19%
- 15%
- 9%
- 6%

Strongly disagree ———————————————————————— Strongly agree

Preparedness for COVID-19 by Region *(Mar. 7-9)*

DISQO

Q: I feel prepared in case COVID-19 spreads to my city.

West
- 7%
- 22%
- 25%
- 16%
- 17%
- 8%
- 5%

Midwest
- 8%
- 20%
- 26%
- 17%
- 17%
- 8%
- 4%

South
- 8%
- 20%
- 25%
- 16%
- 16%
- 9%
- 6%

Northeast
- 6%
- 18%
- 27%
- 16%
- 18%
- 9%
- 5%

Strongly disagree ——————————————— Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 07 Survey
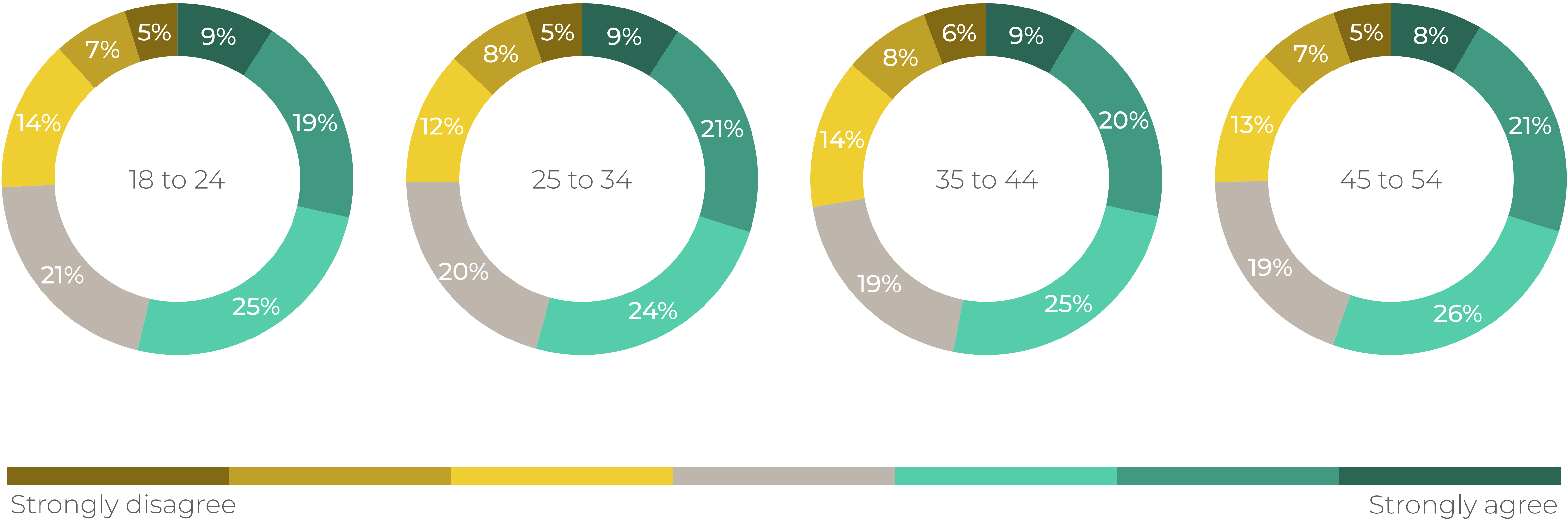
Confidence in the Government by Region *(Mar.7-9)*

DISQO

Q: *I feel confident that the government is prepared to handle COVID-19.*

West
- 6%
- 12%
- 16%
- 17%
- 18%
- 14%
- 16%

Midwest
- 6%
- 14%
- 18%
- 16%
- 18%
- 14%
- 14%

South
- 7%
- 15%
- 18%
- 17%
- 17%
- 12%
- 14%

Northeast
- 6%
- 12%
- 17%
- 16%
- 19%
- 14%
- 16%

Strongly disagree ———————————————————— Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 07 Survey

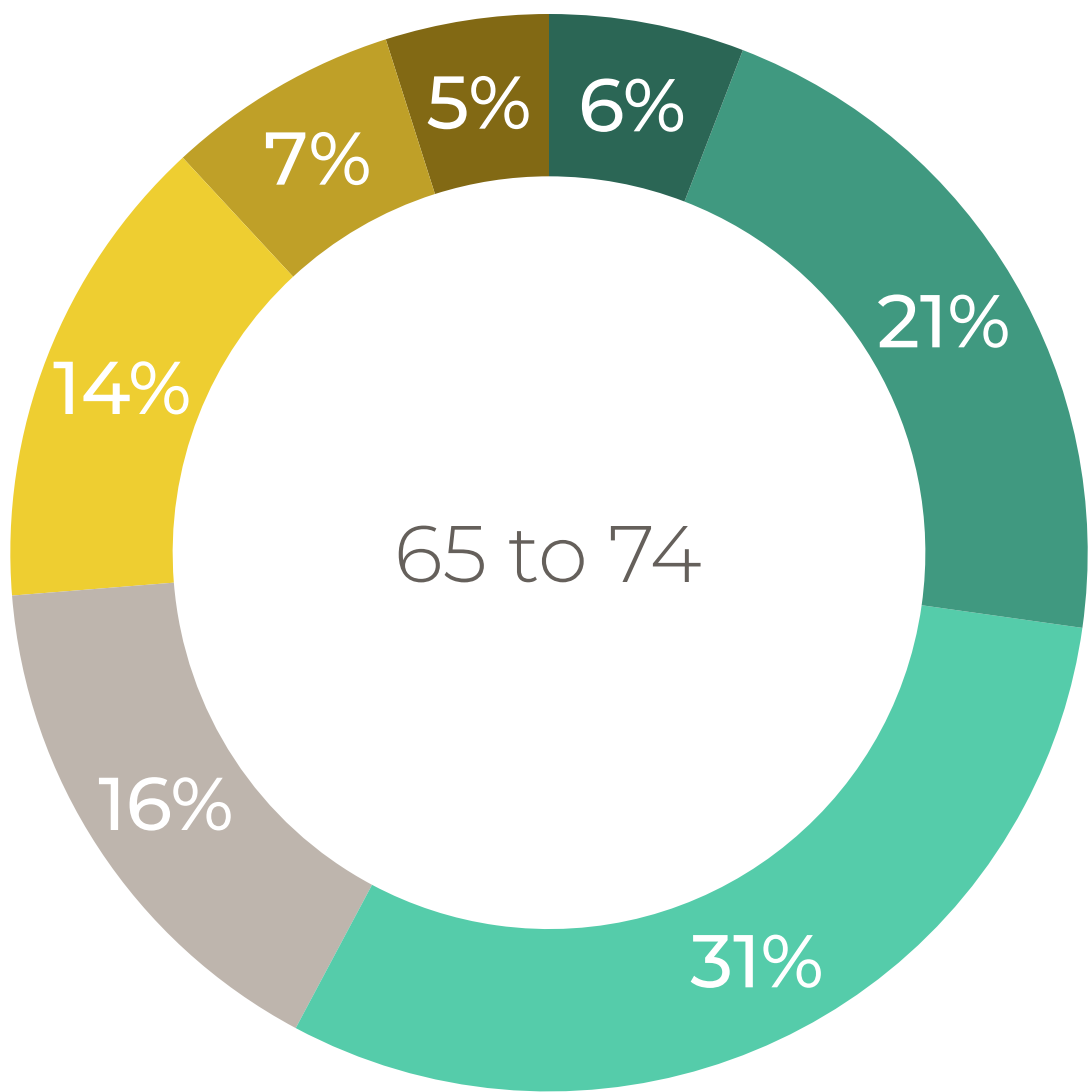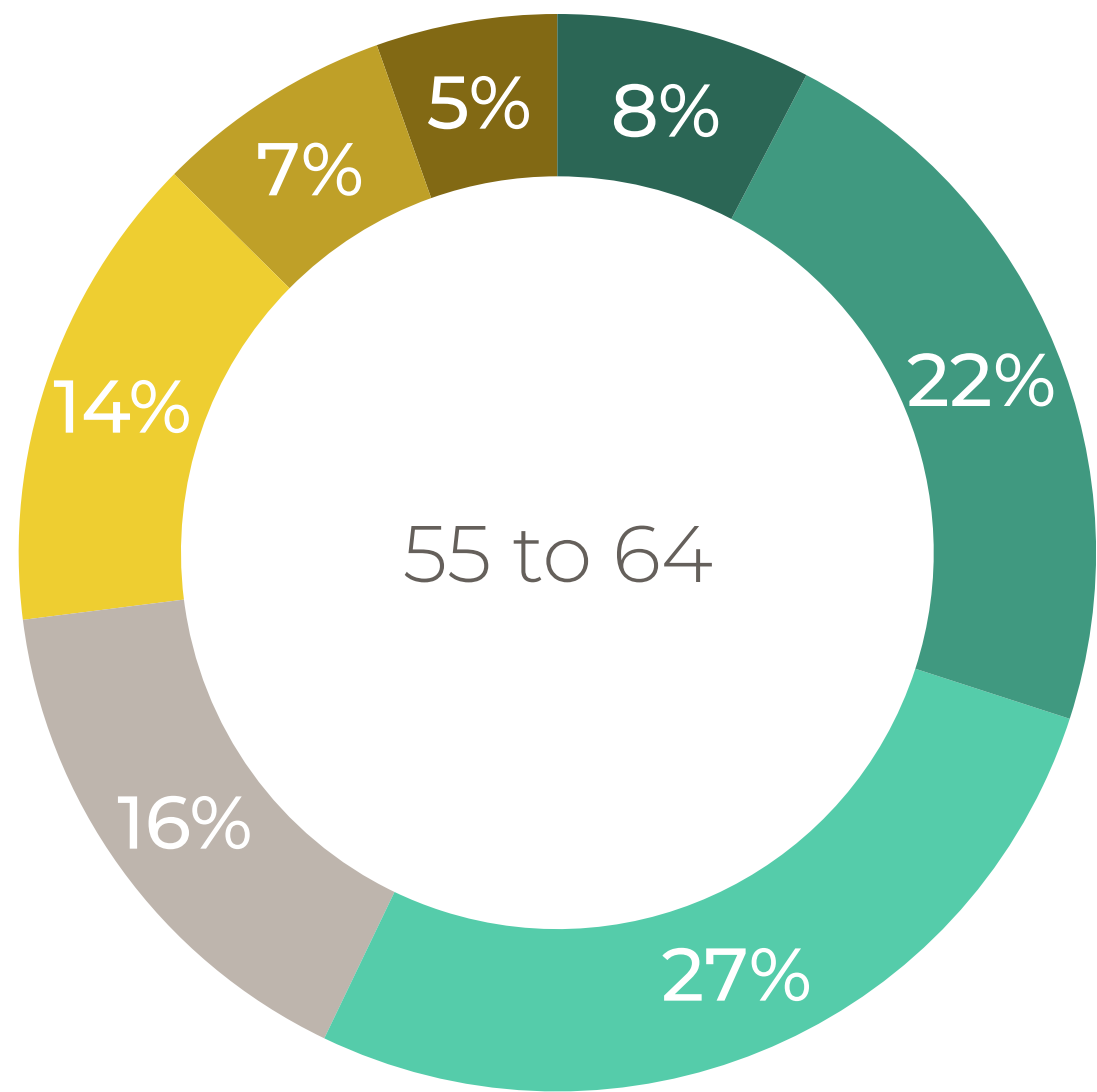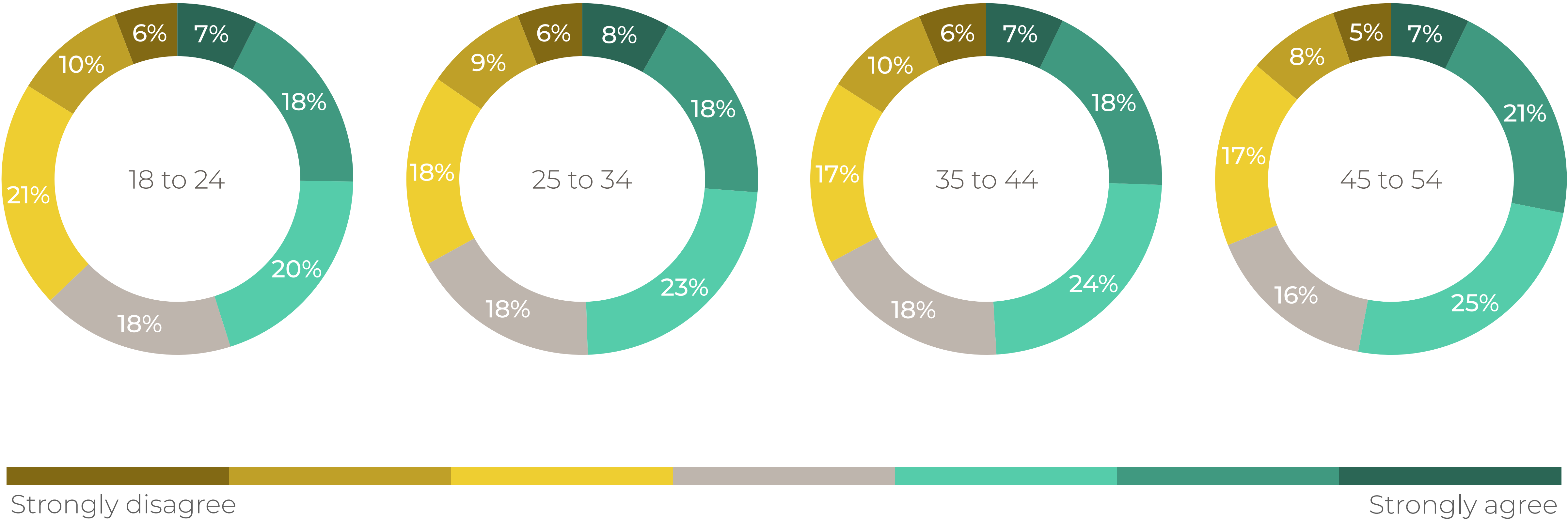# Safety Concerns Surrounding COVID-19 by Age Group *(Mar.7-9)*

DISQO

Q: I feel safe from COVID-19.

18 to 24
9% · 19% · 25% · 21% · 14% · 7% · 5%

25 to 34
9% · 21% · 24% · 20% · 12% · 8% · 5%

35 to 44
9% · 20% · 25% · 19% · 14% · 8% · 6%

45 to 54
8% · 21% · 26% · 19% · 13% · 7% · 5%

Strongly disagree — Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 07 Survey

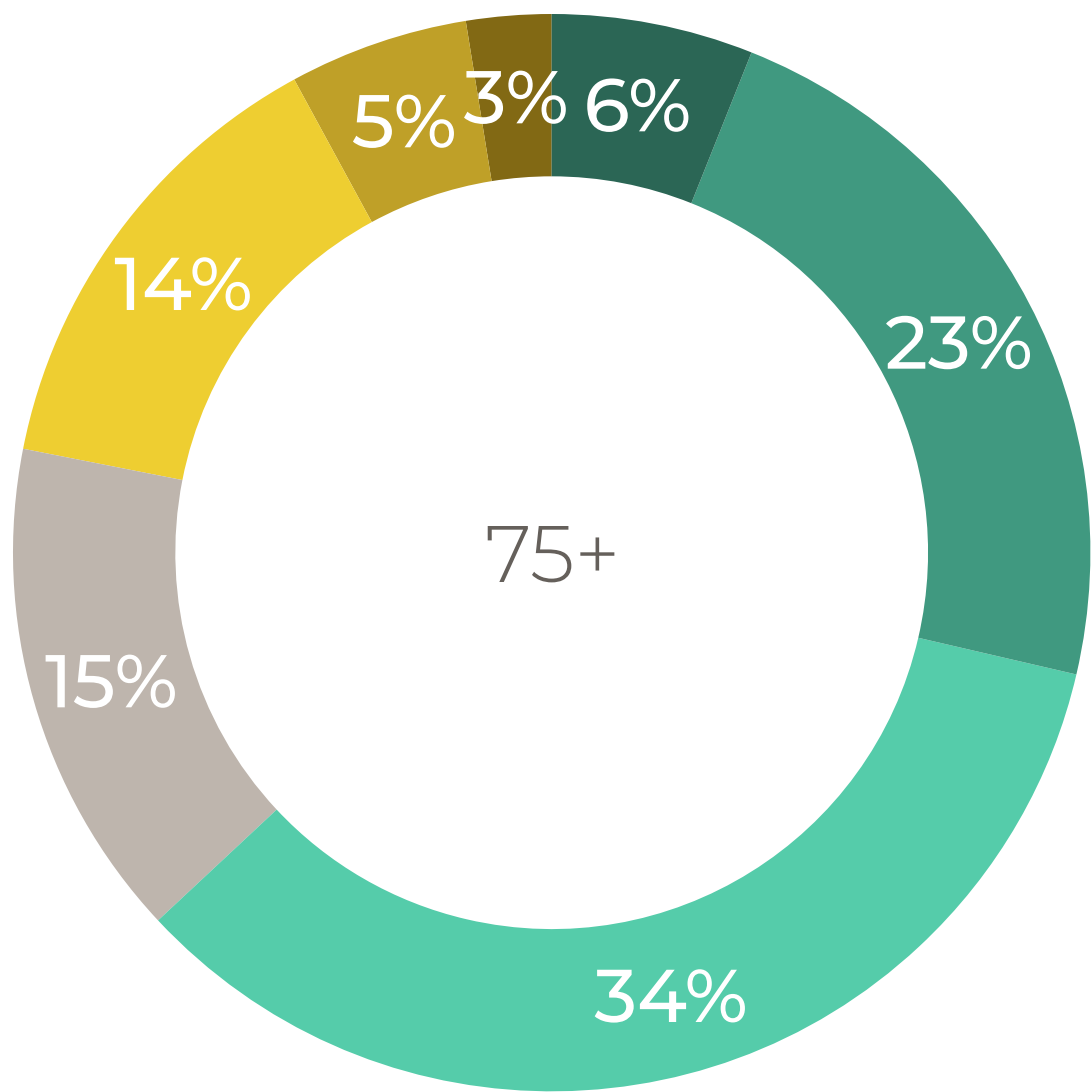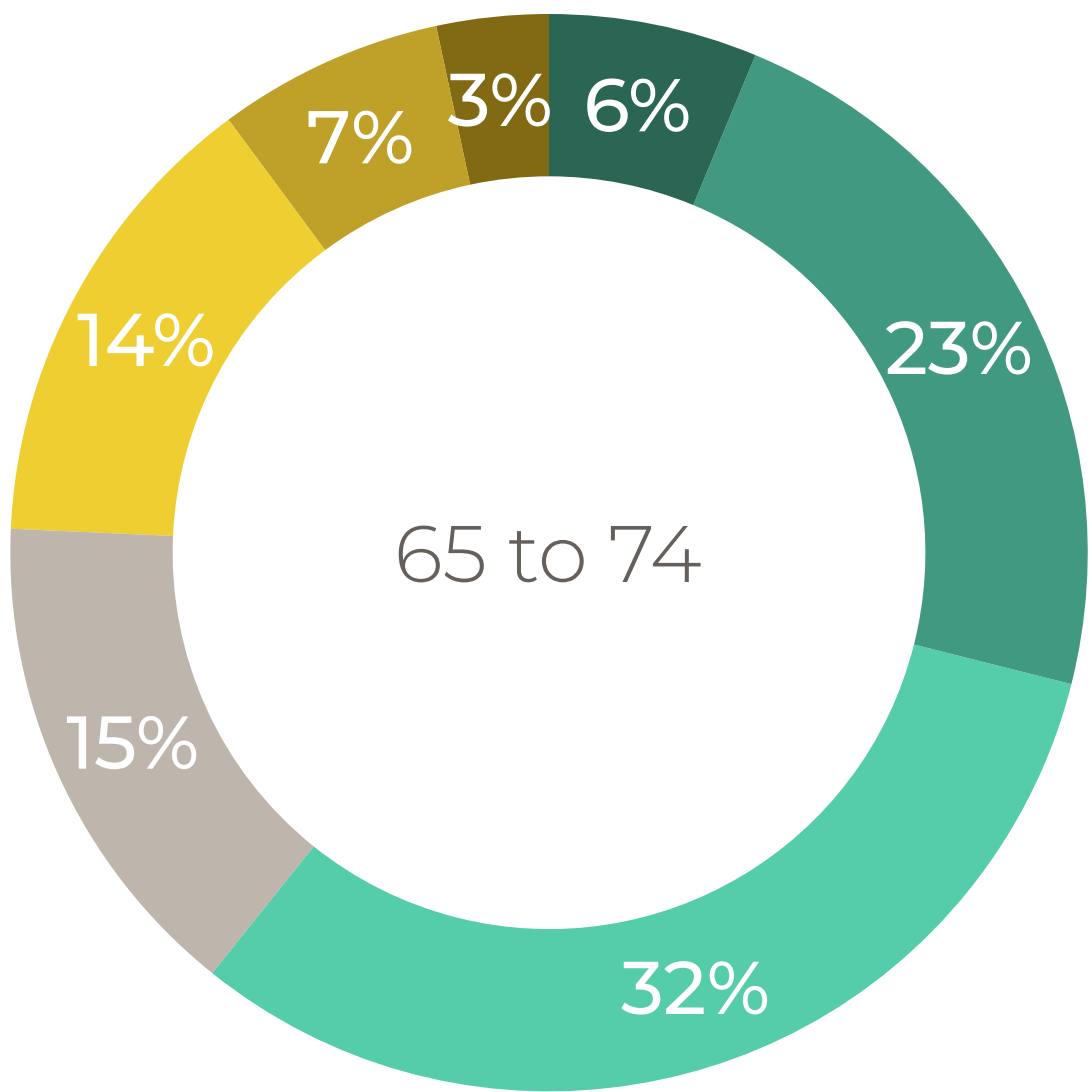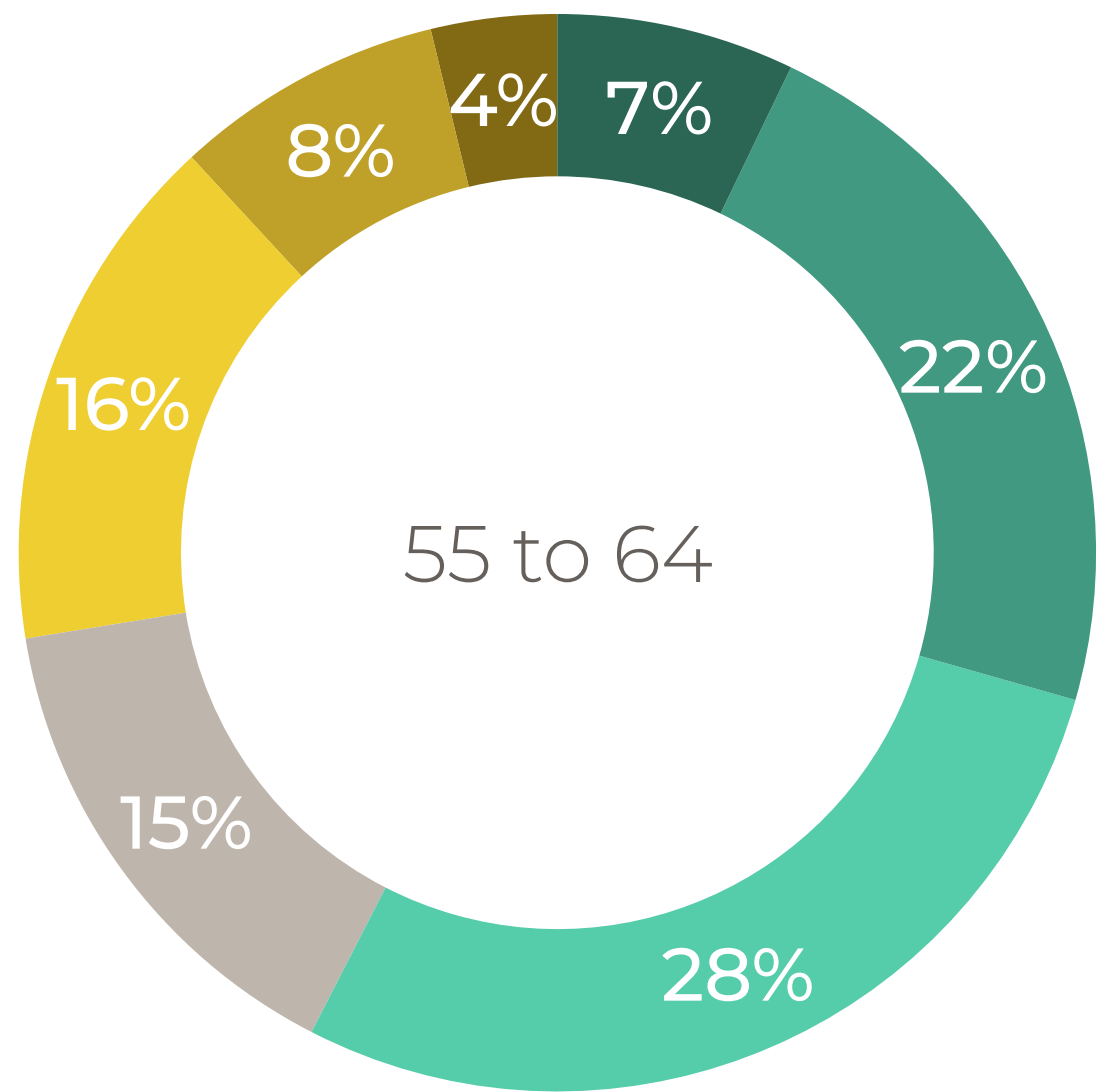# Safety Concerns Surrounding COVID-19 by Age Group *(Mar.7-9)*

DISQO

Q: I feel safe from COVID-19.

55 to 64
- 8%
- 22%
- 27%
- 16%
- 14%
- 7%
- 5%

65 to 74
- 6%
- 21%
- 31%
- 16%
- 14%
- 7%
- 5%

75+
- 6%
- 20%
- 30%
- 18%
- 17%
- 7%
- 3%

Strongly disagree ——————————————— Strongly agree

Preparedness for COVID-19 by Age Group *(Mar.7-9)*

DISQO

Q: *I feel prepared in case COVID-19 spreads to my city.*

18 to 24
- 7%
- 18%
- 20%
- 18%
- 21%
- 10%
- 6%

25 to 34
- 8%
- 18%
- 23%
- 18%
- 18%
- 9%
- 6%

35 to 44
- 7%
- 18%
- 24%
- 18%
- 17%
- 10%
- 6%

45 to 54
- 7%
- 21%
- 25%
- 16%
- 17%
- 8%
- 5%

Strongly disagree — Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 07 Survey
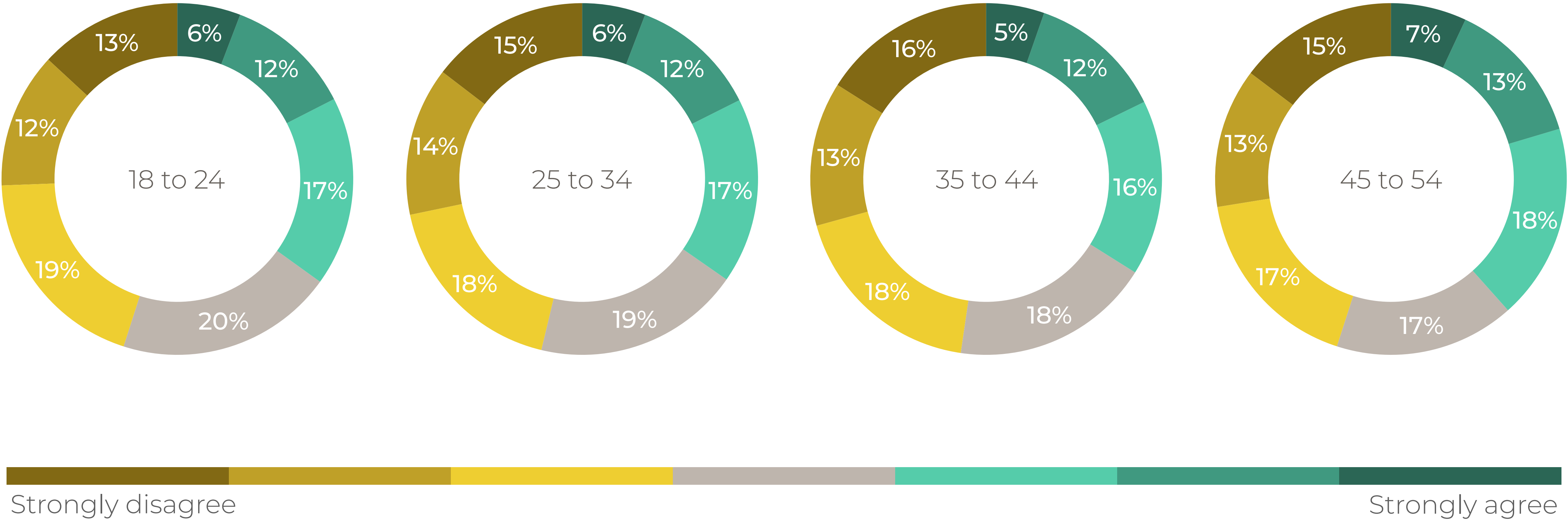
Preparedness for COVID-19 by Age Group *(Mar.7-9)*

DISQO

Q: I feel prepared in case COVID-19 spreads to my city.

55 to 64
- 4%
- 7%
- 22%
- 28%
- 15%
- 16%
- 8%

65 to 74
- 3%
- 6%
- 23%
- 32%
- 15%
- 14%
- 7%

75+
- 3%
- 6%
- 23%
- 34%
- 15%
- 14%
- 5%

Strongly disagree ←→ Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 07 Survey
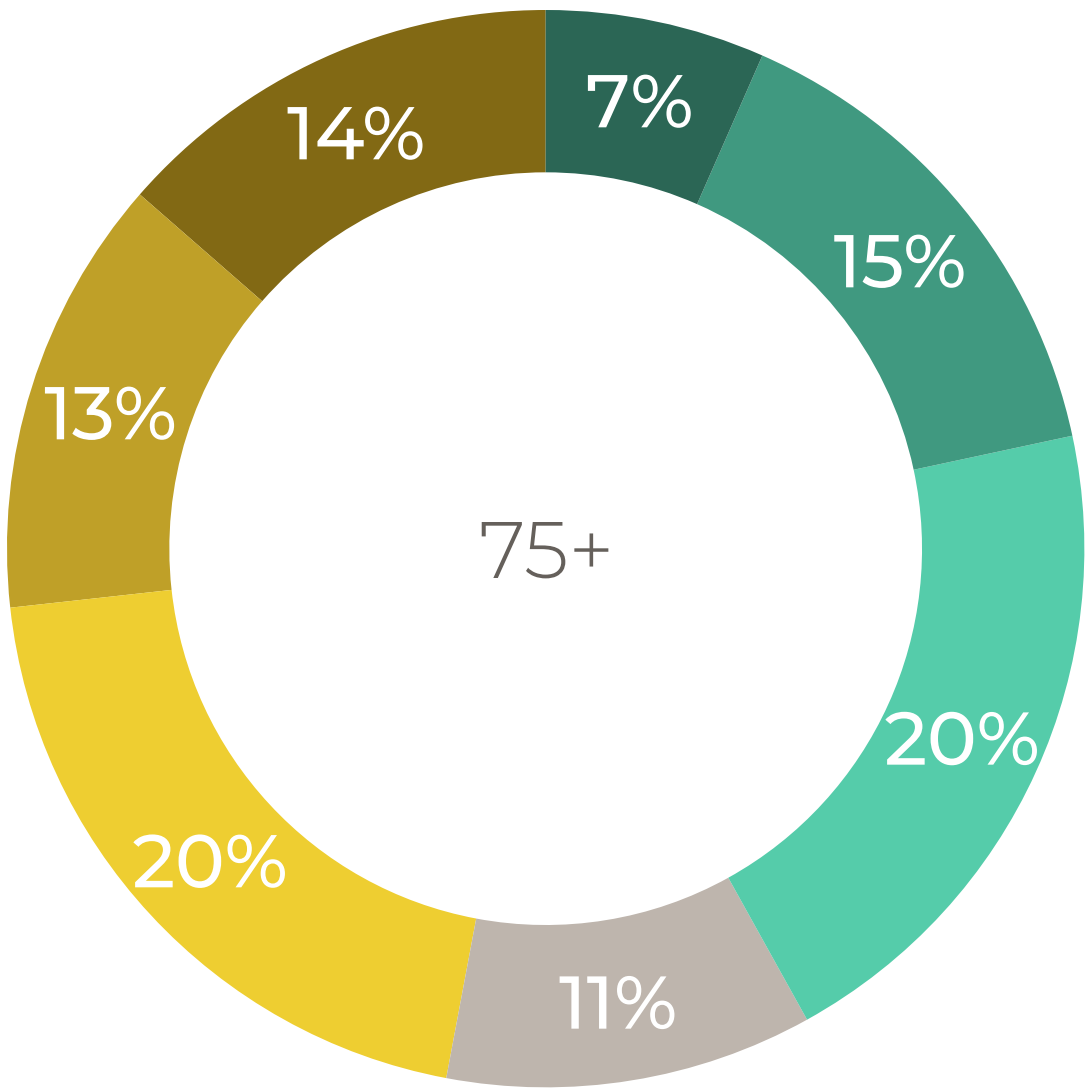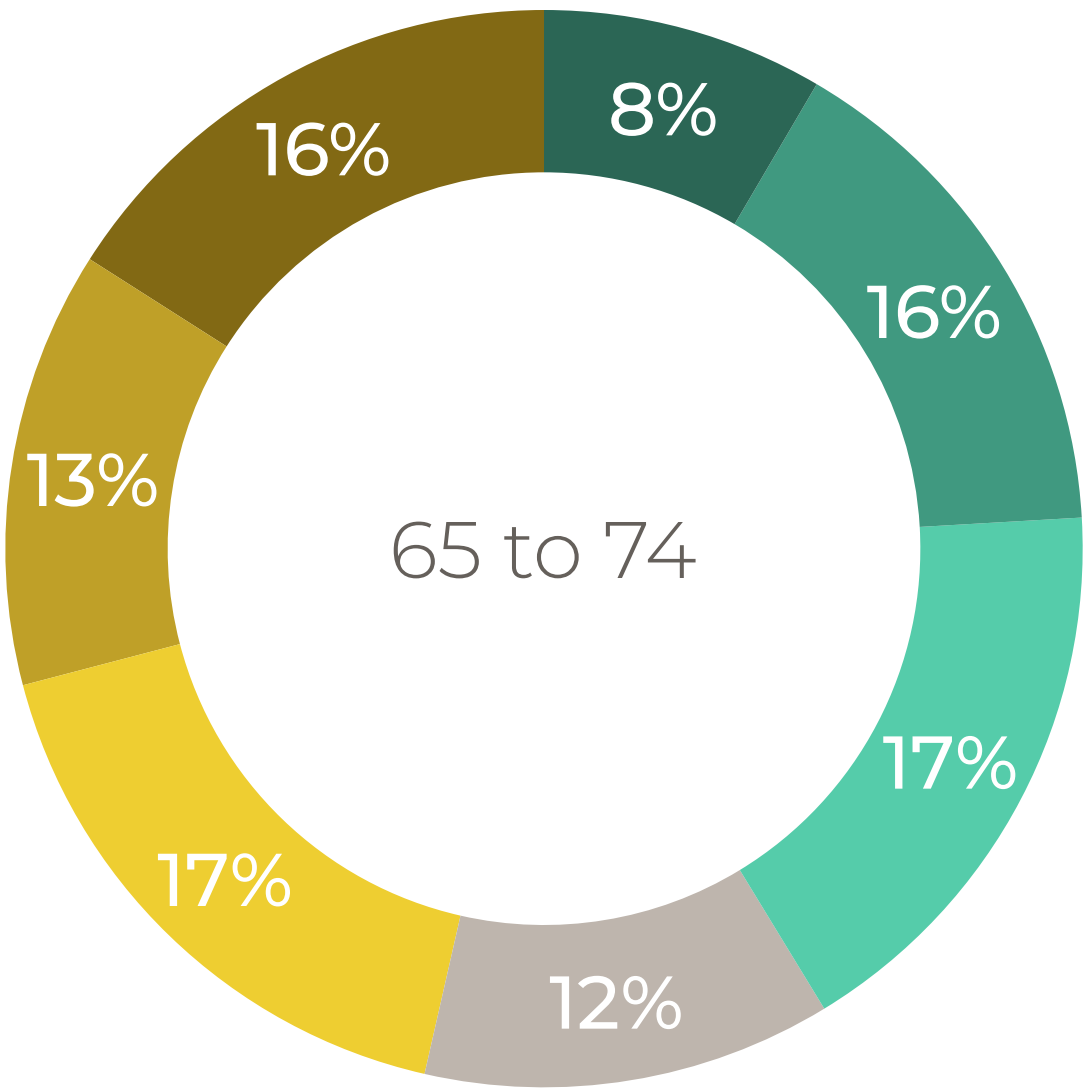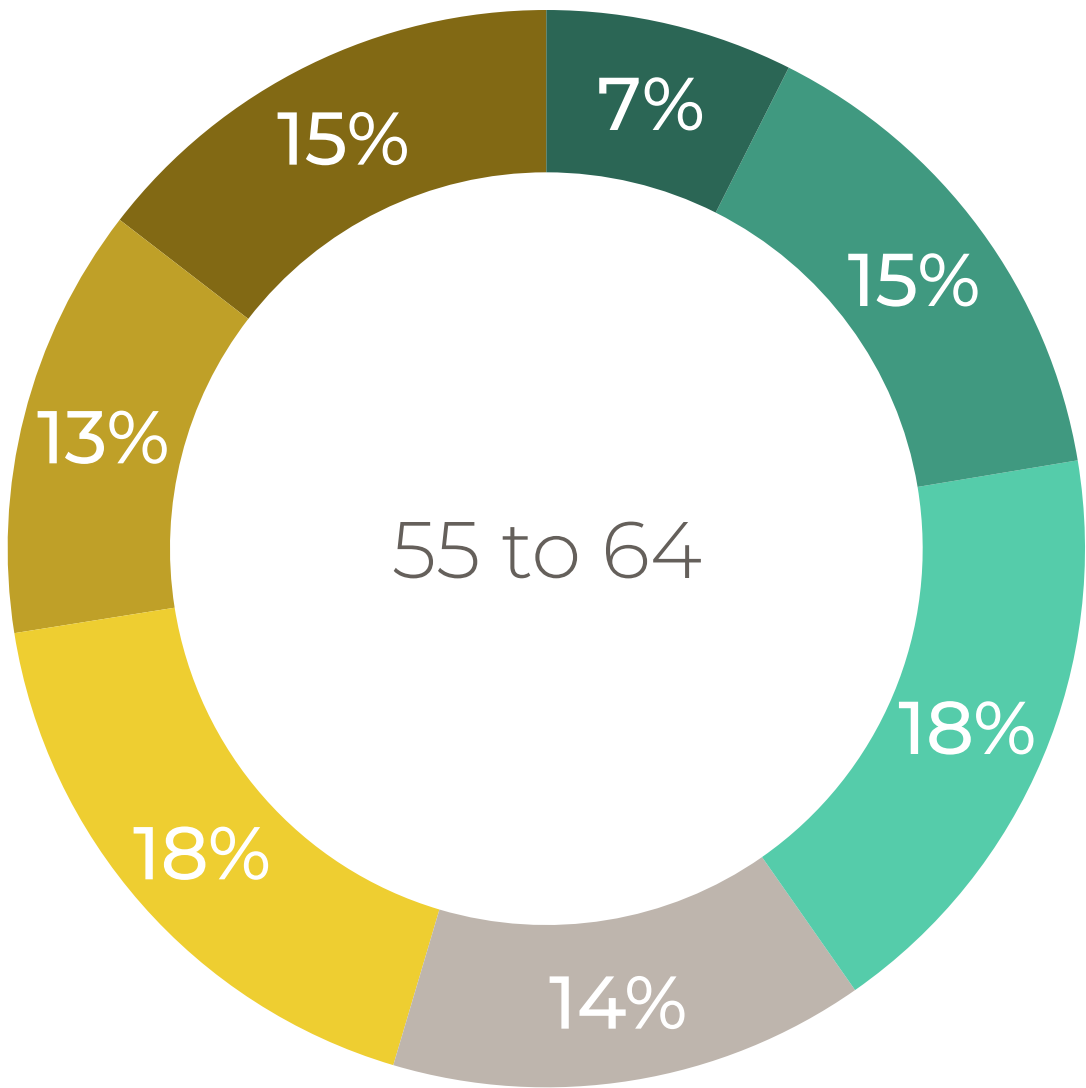
Confidence in the Government by Age Group *(Mar.7-9)*

DISQO

Q: *I feel confident that the government is prepared to handle COVID-19.*

18 to 24
- 6%
- 12%
- 17%
- 20%
- 19%
- 12%
- 13%

25 to 34
- 6%
- 12%
- 17%
- 19%
- 18%
- 14%
- 15%

35 to 44
- 5%
- 12%
- 16%
- 18%
- 18%
- 13%
- 16%

45 to 54
- 7%
- 13%
- 18%
- 17%
- 17%
- 13%
- 15%

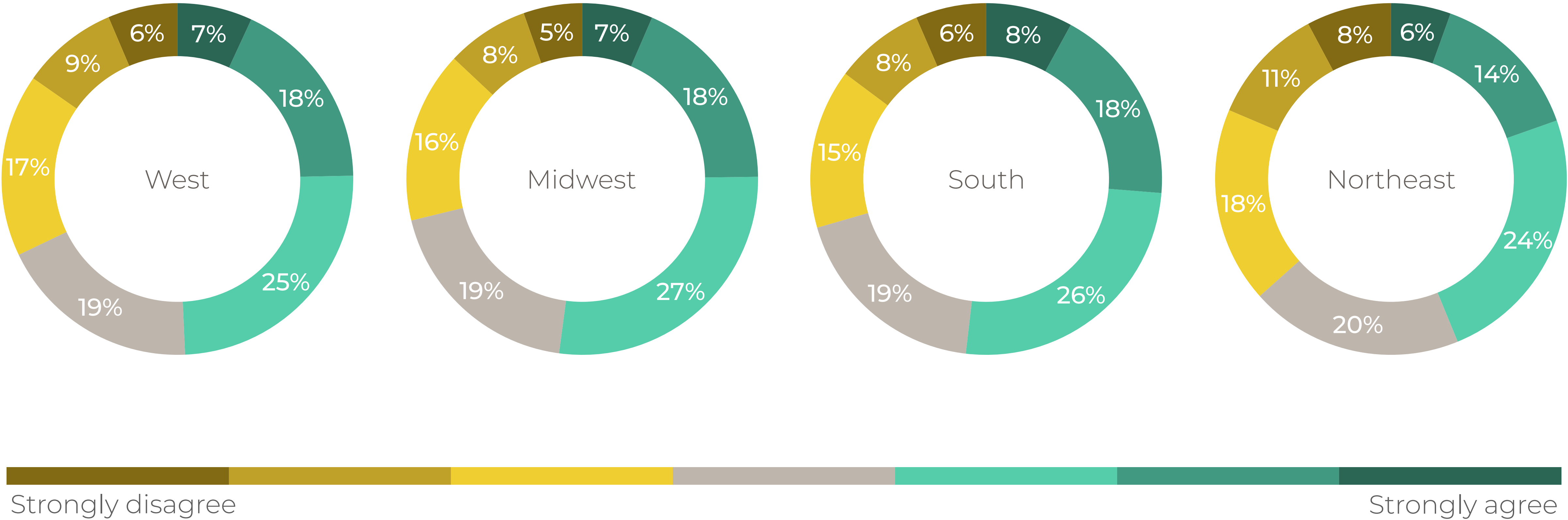Strongly disagree ——————————— Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 07 Survey

Attitudinal Study: Week 3 Breakdown

Mar 14th — Mar 16th

DISQO

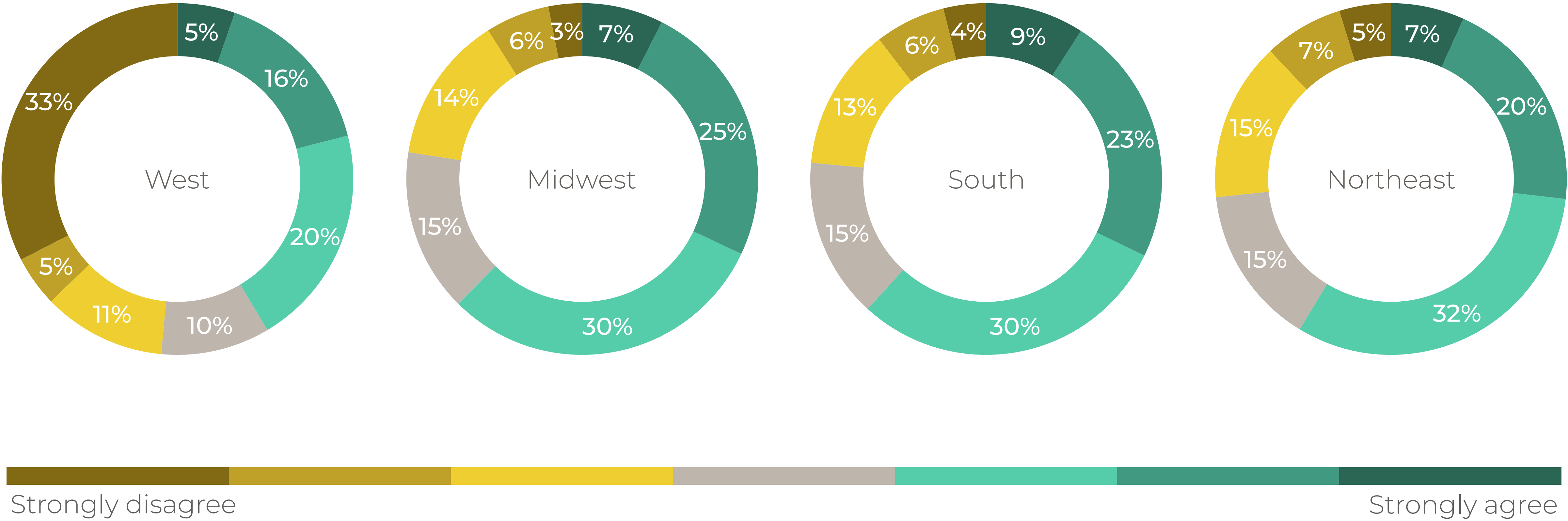# Safety Concerns Surrounding COVID-19 by Region *(Mar. 14-16)*

DISQO

Q: I feel safe from COVID-19.

Strongly disagree   Strongly agree

Preparedness for COVID-19 by Region *(Mar. 14-16)*

DISQO

Q: I feel prepared in case COVID-19 spreads to my city.

West
5% | 16% | 20% | 10% | 11% | 5% | 33%

Midwest
7% | 25% | 30% | 15% | 14% | 6% | 3%

South
9% | 23% | 30% | 15% | 13% | 6% | 4%

Northeast
7% | 20% | 32% | 15% | 15% | 7% | 5%

Strongly disagree — Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 14 Survey

Safety Concerns Surrounding COVID-19 by Age Group *(Mar. 14-16)*

DISQO

Q: I feel safe from COVID-19.

18 to 24
- 8%
- 18%
- 25%
- 21%
- 16%
- 7%
- 5%

25 to 34
- 8%
- 17%
- 24%
- 21%
- 16%
- 8%
- 6%

35 to 44
- 7%
- 17%
- 24%
- 20%
- 15%
- 9%
- 7%

45 to 54
- 8%
- 18%
- 25%
- 19%
- 16%
- 8%
- 7%

Strongly disagree ← → Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 14 Survey

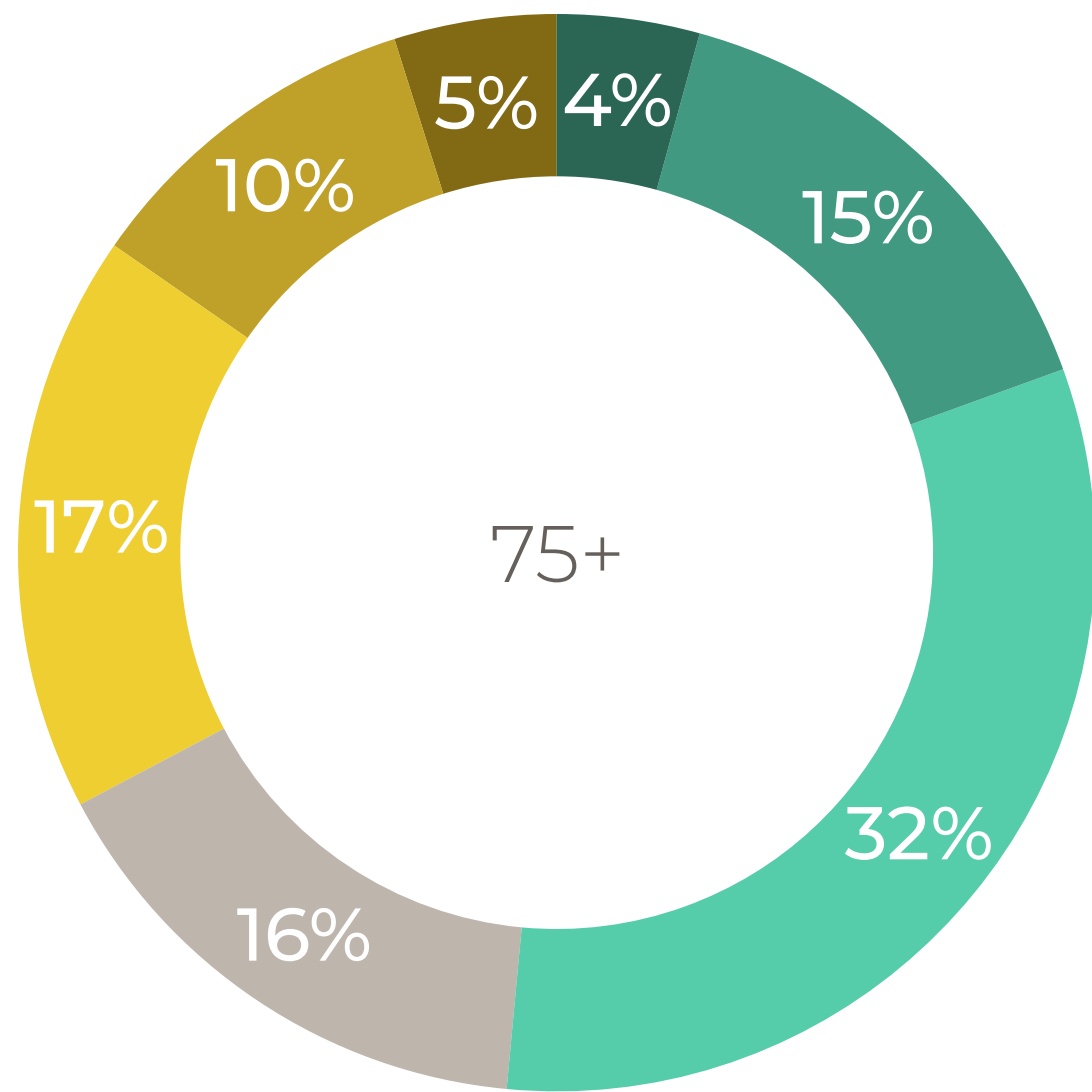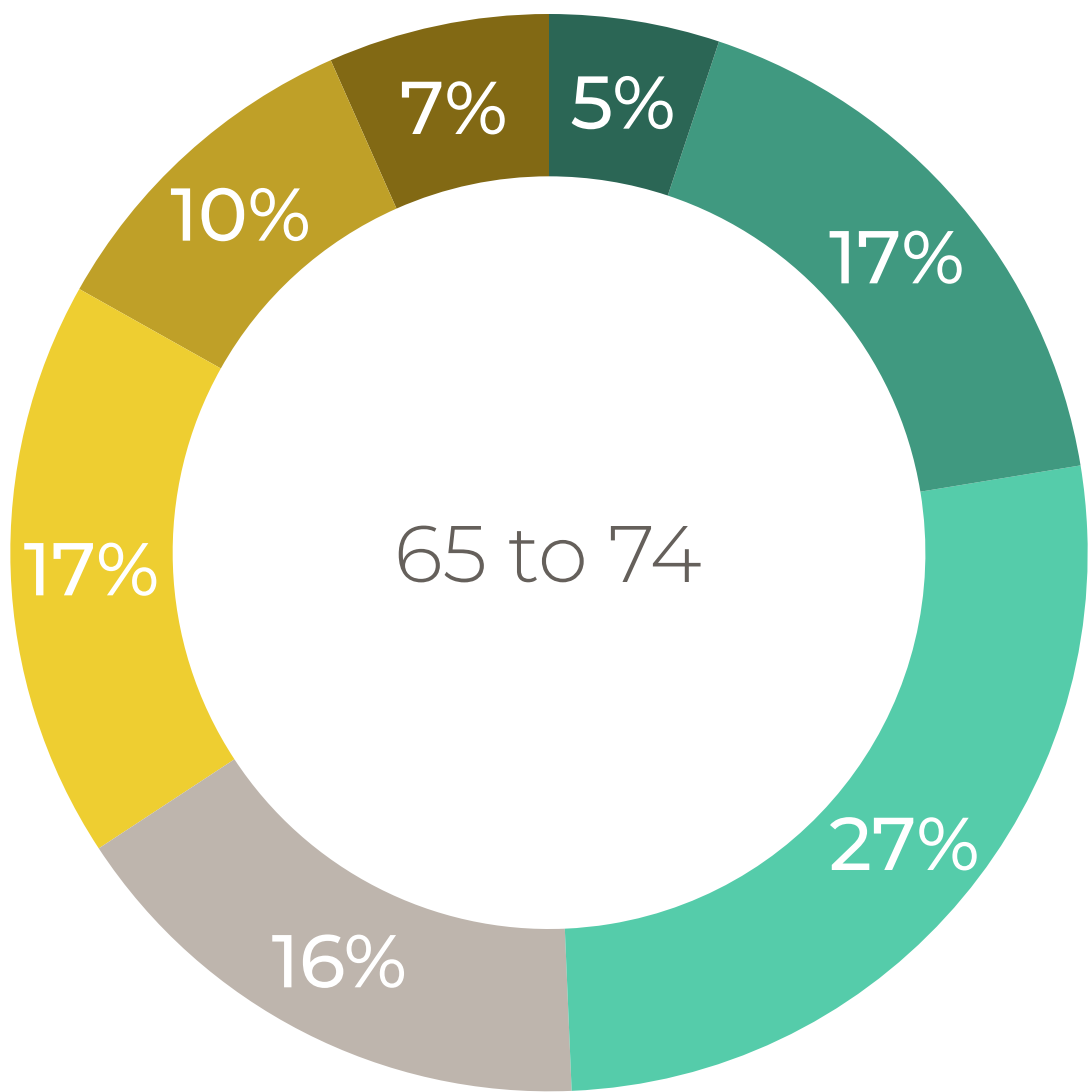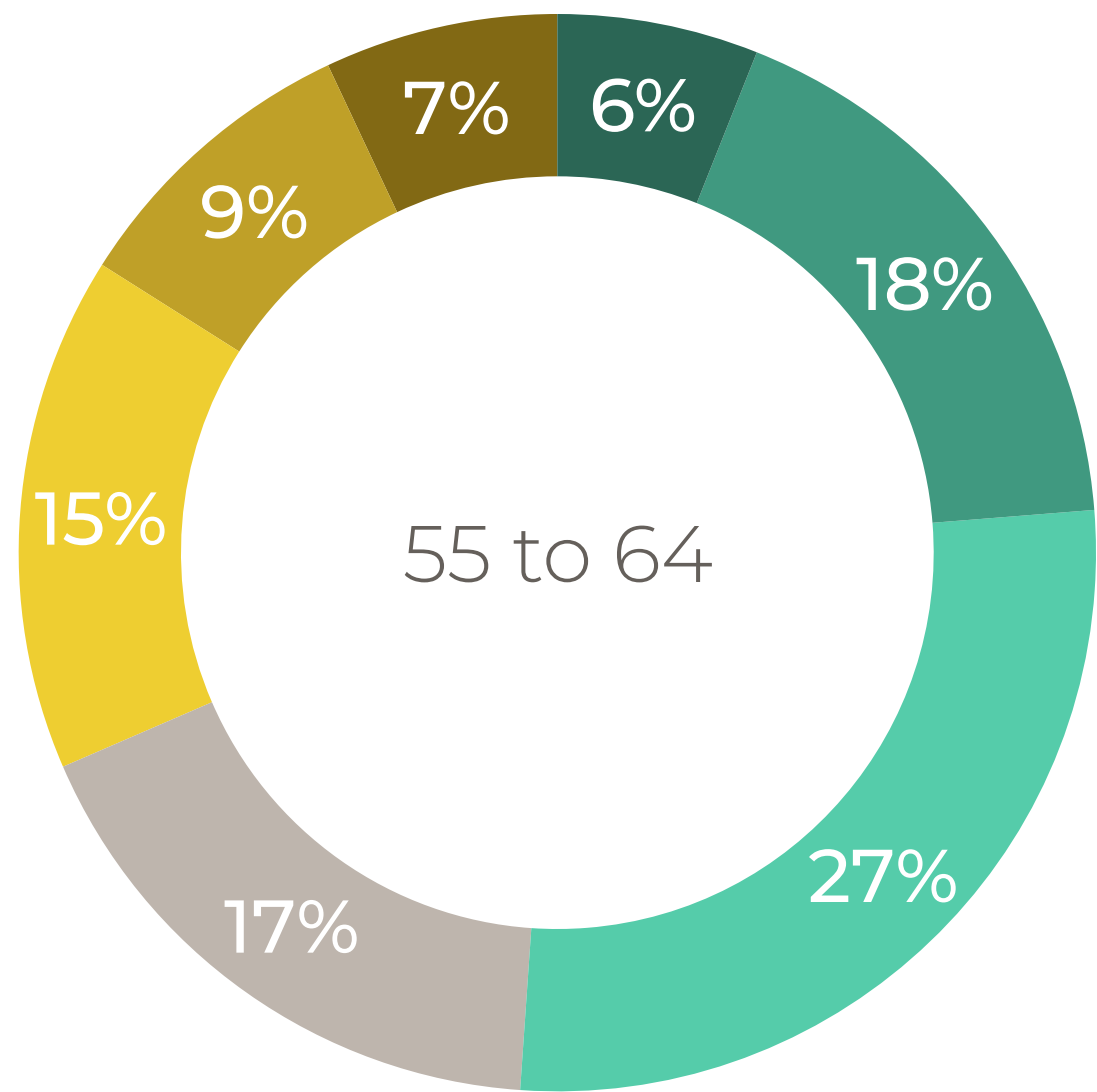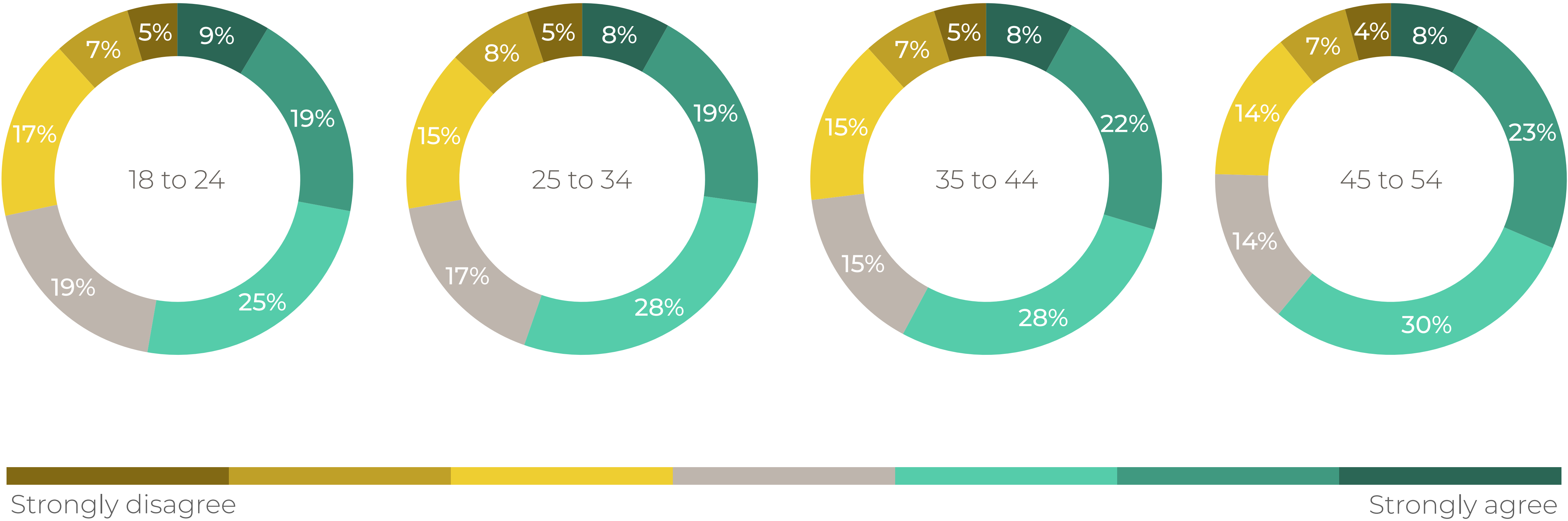# Safety Concerns Surrounding COVID-19 by Age Group (Mar. 14-16)

DISQO

Q: I feel safe from COVID-19.

Strongly disagree   Strongly agree

*Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 14 Survey

Preparedness for COVID-19 by Age Group *(Mar. 14-16)*

DISQO

Q: I feel prepared in case COVID-19 spreads to my city.

18 to 24
9% | 19% | 25% | 19% | 17% | 7% | 5%

25 to 34
8% | 19% | 28% | 17% | 15% | 8% | 5%

35 to 44
8% | 22% | 28% | 15% | 15% | 7% | 5%

45 to 54
8% | 23% | 30% | 14% | 14% | 7% | 4%

Strongly disagree — Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 14 Survey
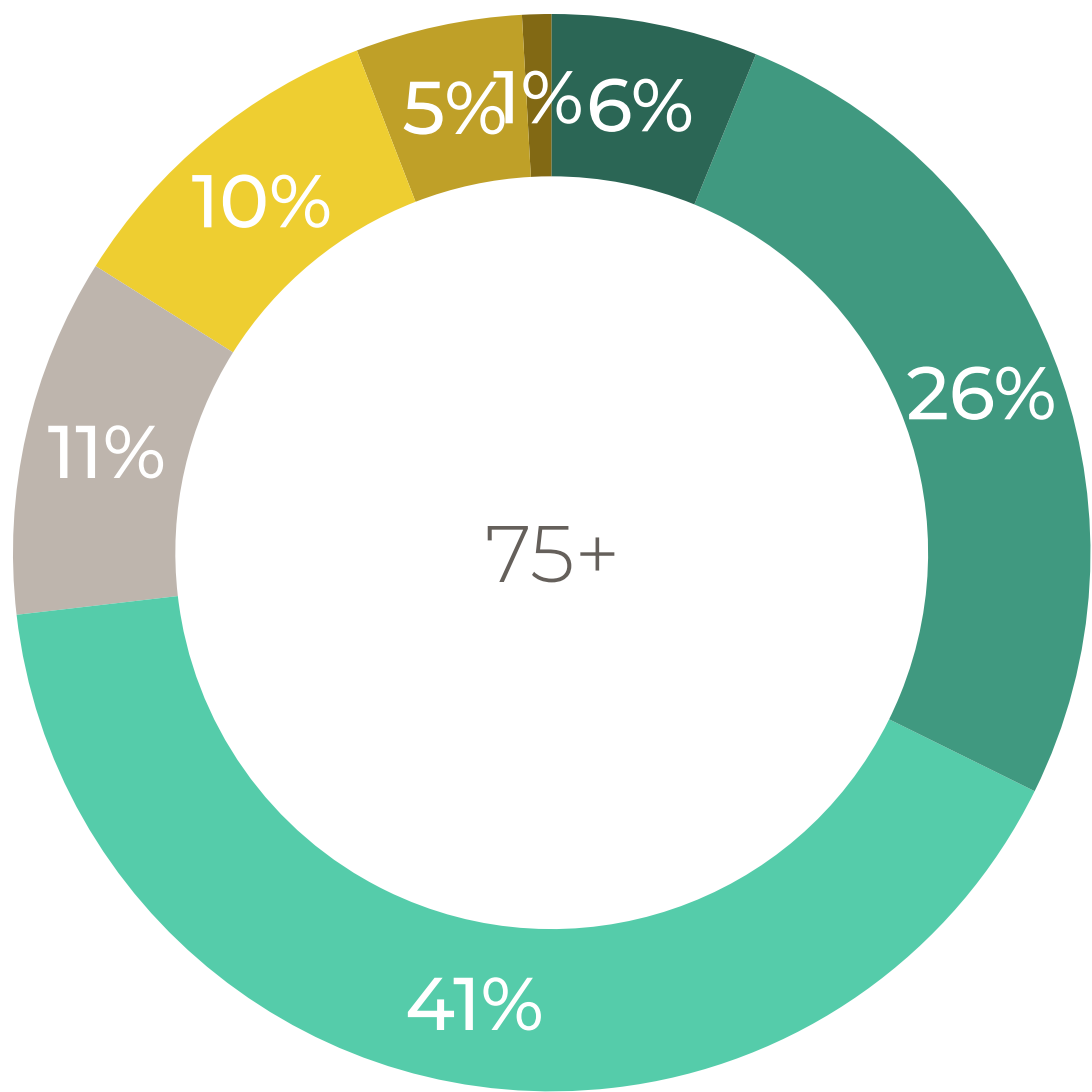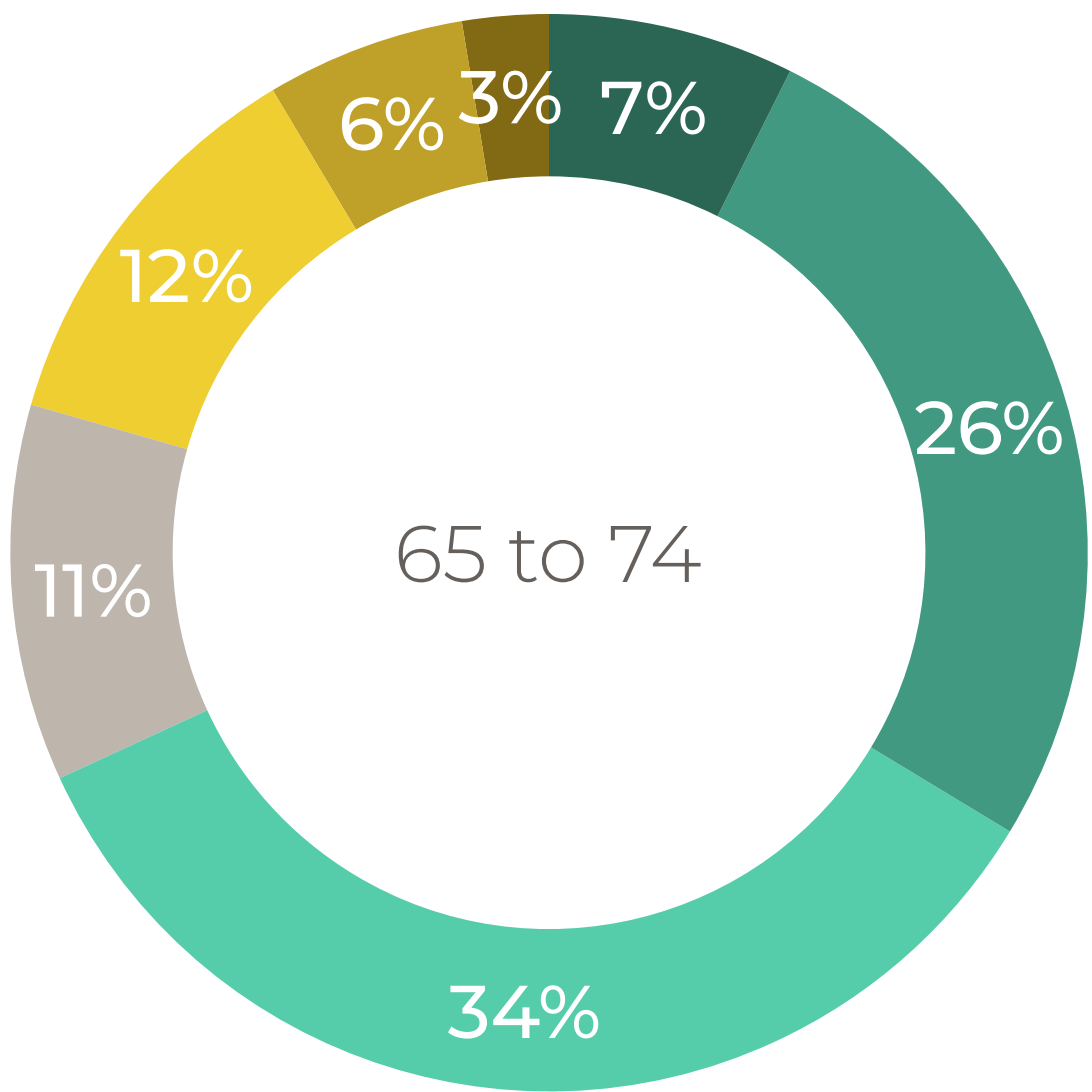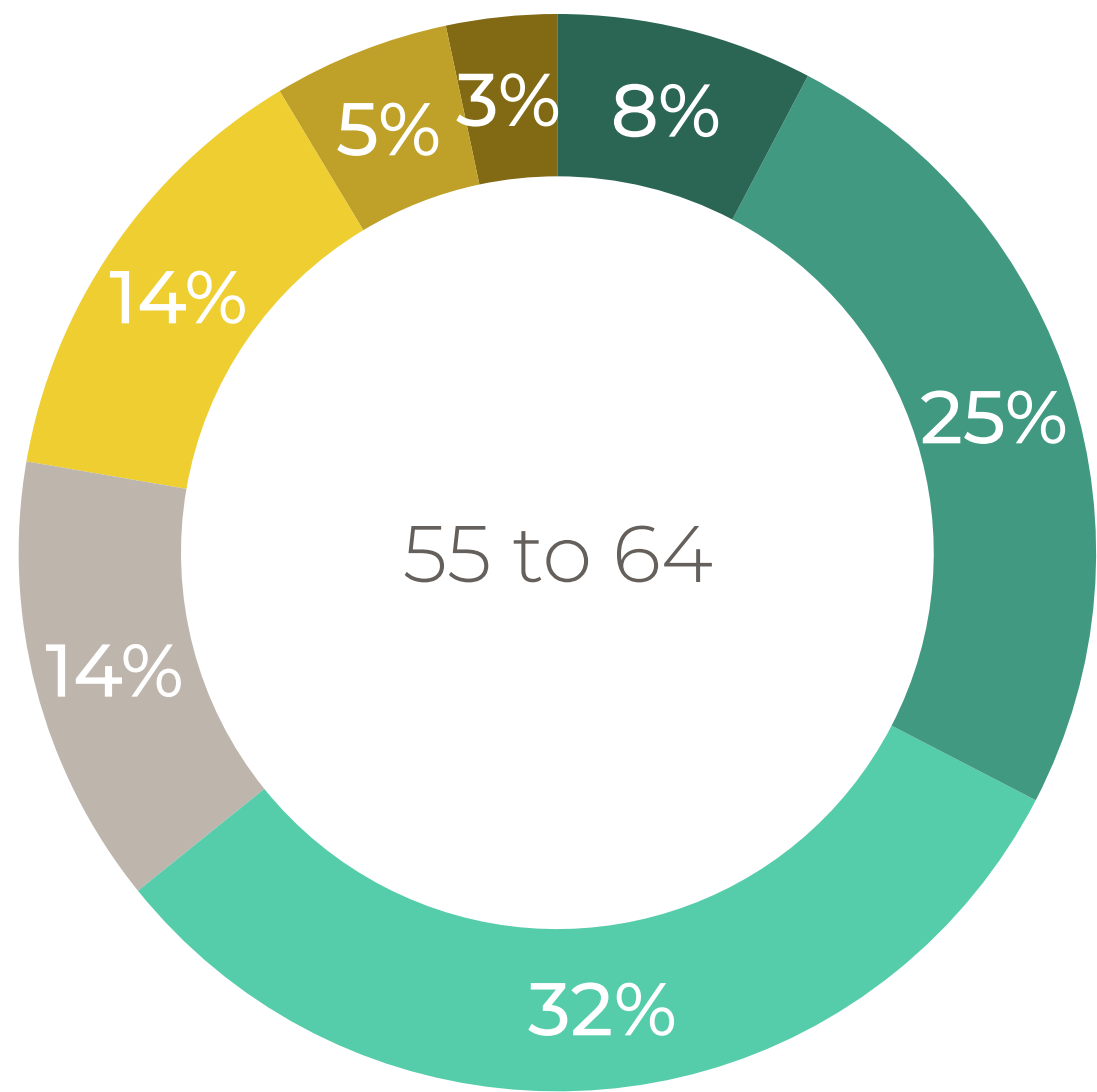
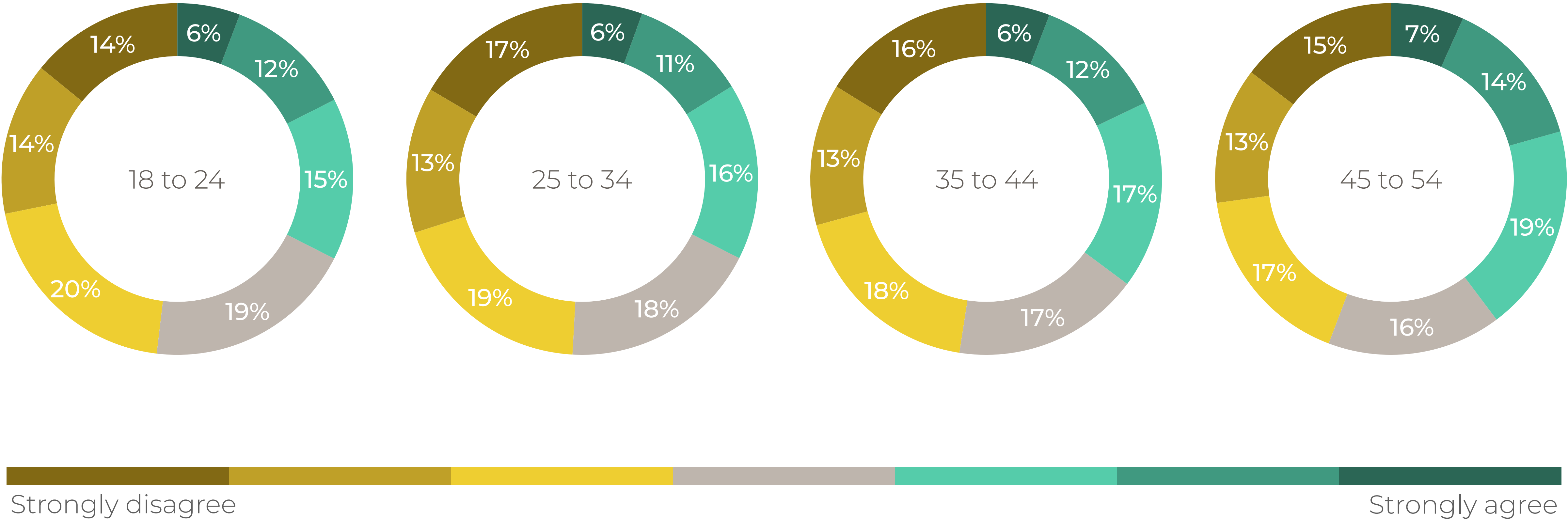# Preparedness for COVID-19 by Age Group *(Mar. 14-16)*

DISQO

Q: I feel prepared in case COVID-19 spreads to my city.

Strongly disagree — Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 14 Survey

Confidence in the Government by Age Group *(Mar. 14-16)*

DISQO

Q: *I feel confident that the government is prepared to handle COVID-19.*

18 to 24

6% 12% 15% 19% 20% 14% 14%

25 to 34

6% 11% 16% 18% 19% 13% 17%

35 to 44

6% 12% 17% 17% 18% 13% 16%

45 to 54

7% 14% 19% 16% 17% 13% 15%

Strongly disagree   Strongly agree

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Mar 14 Survey

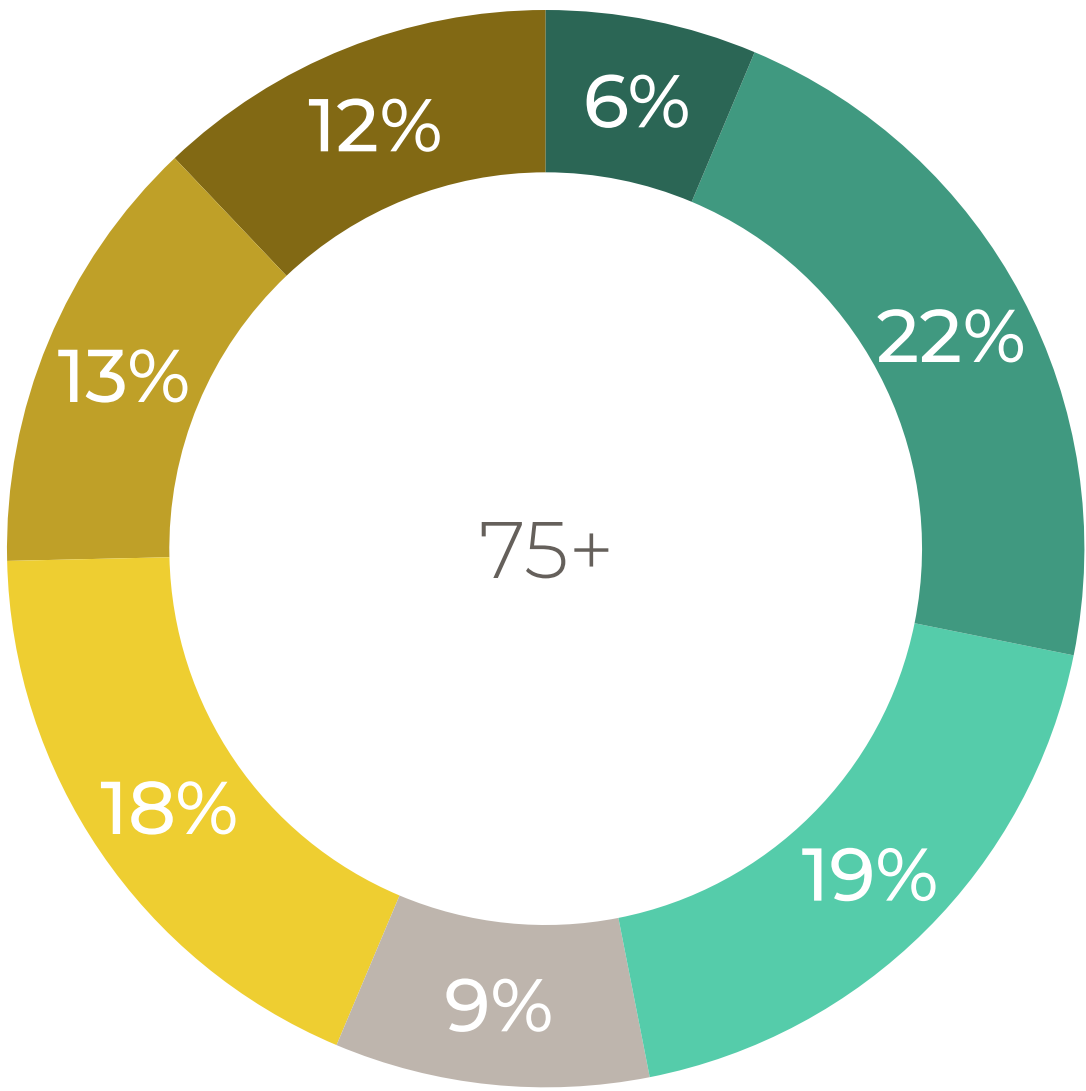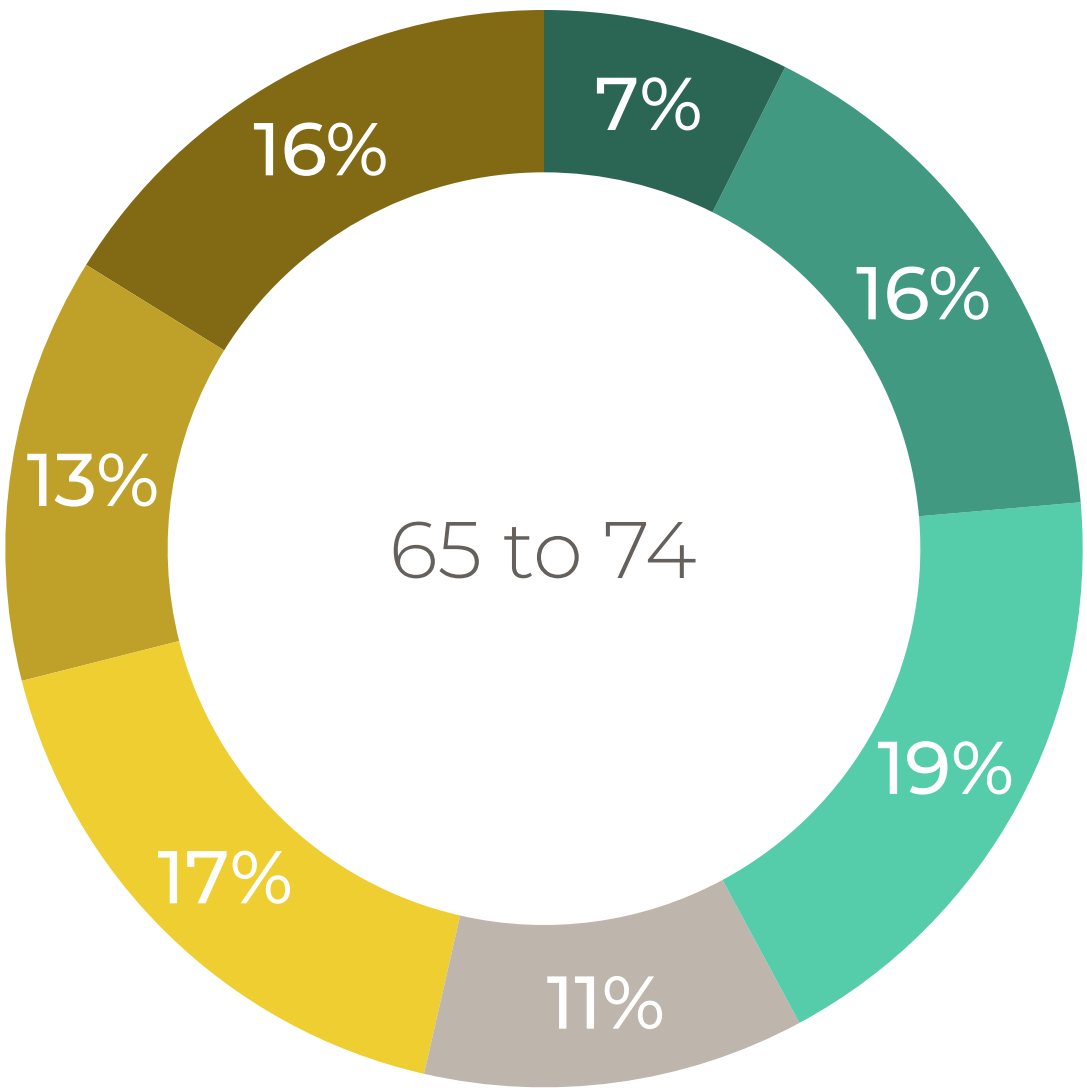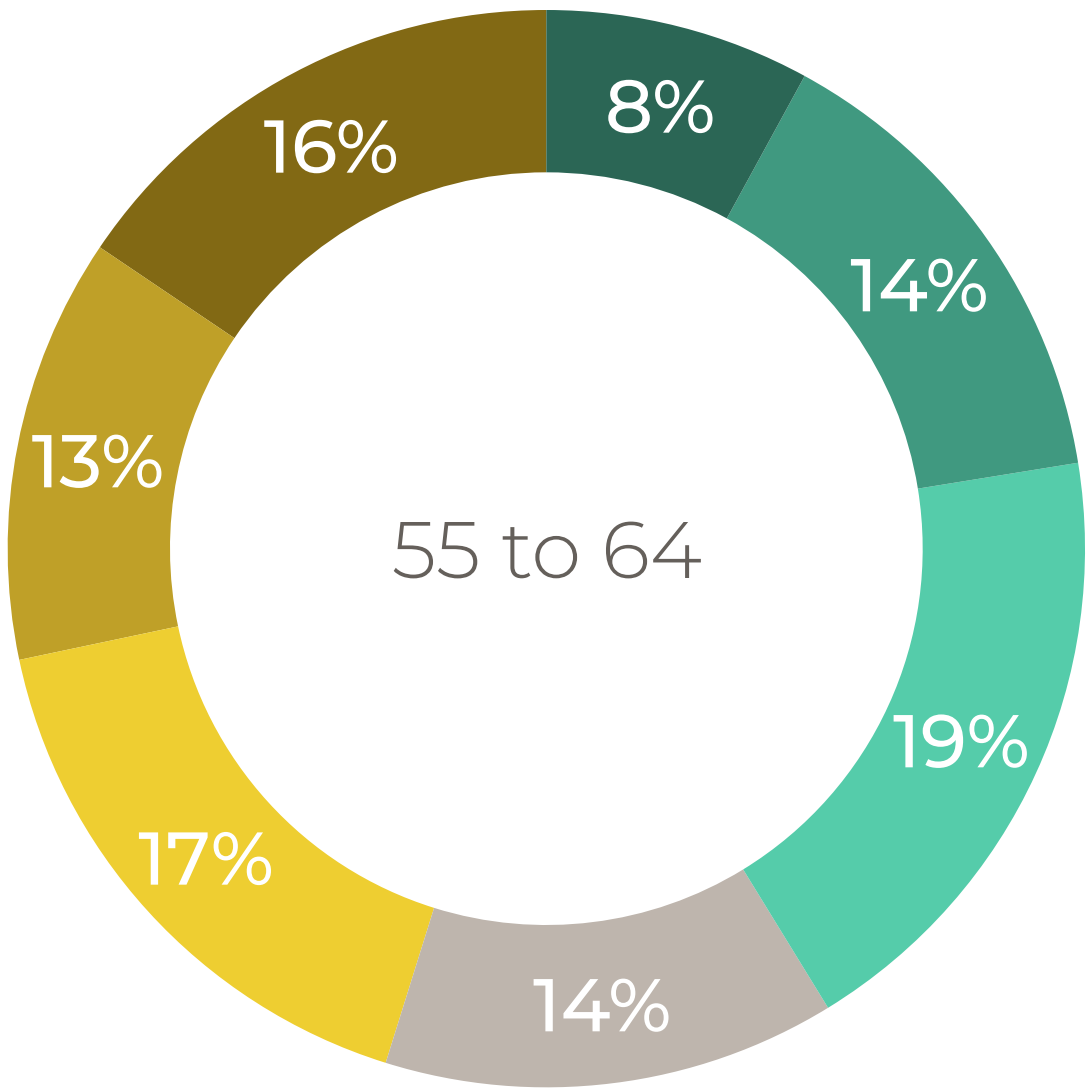# Confidence in the Government by Age Group *(Mar. 14-16)*

DISQO

Q: *I feel confident that the government is prepared to handle COVID-19.*
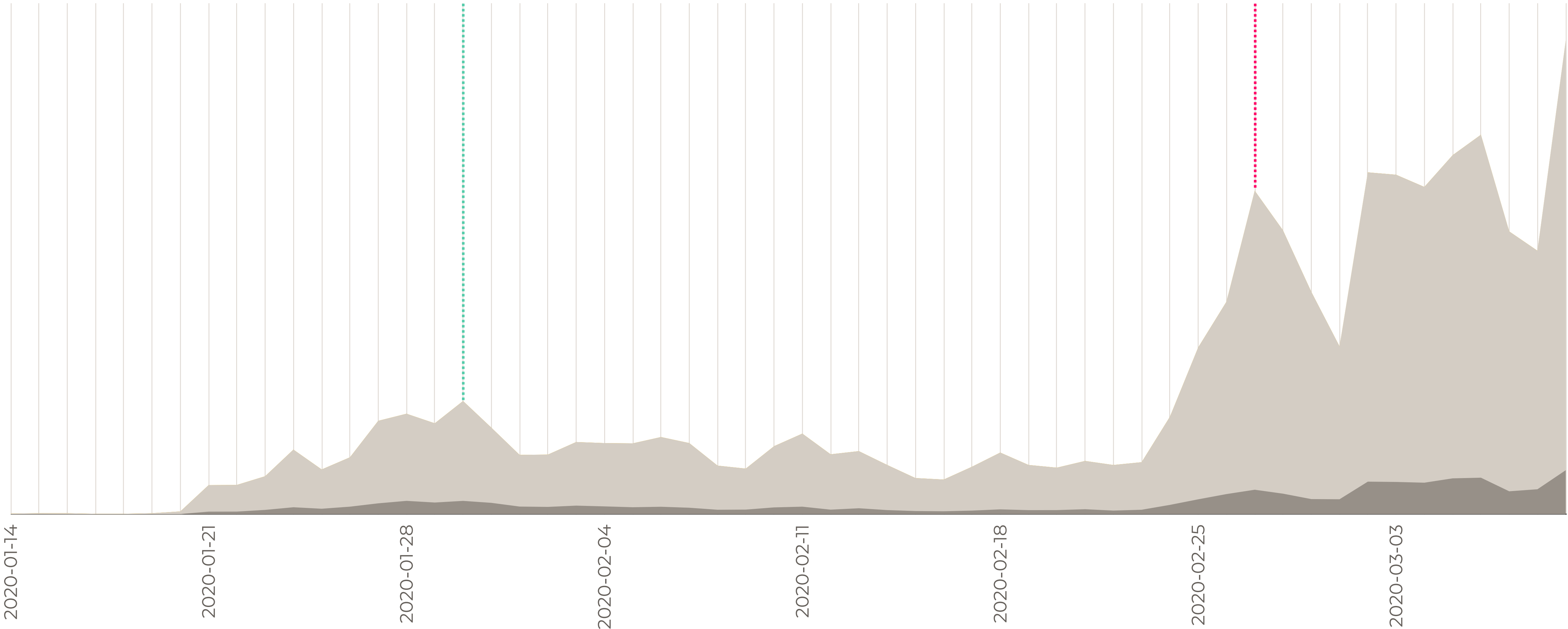

55 to 64
- 8%
- 14%
- 19%
- 14%
- 17%
- 13%
- 16%

65 to 74
- 7%
- 16%
- 19%
- 11%
- 17%
- 13%
- 16%

75+
- 6%
- 22%
- 19%
- 9%
- 18%
- 13%
- 12%

Strongly disagree — Strongly agree

Behavioral Analysis

DISQO

COVID-19 Searches & Page Views

DISQO

● Direct Searches   ● Browsing

2020-01-14   2020-01-21   2020-01-28   2020-02-04   2020-02-11   2020-02-18   2020-02-25   2020-03-03

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Behavioral Analysis

COVID-19 Browsing Activity vs Global Case Count

DISQO

● Page Views ● Global Case Count

2020-01-14　2020-01-21　2020-01-28　2020-02-04　2020-02-11　2020-02-18　2020-02-25　2020-03-03
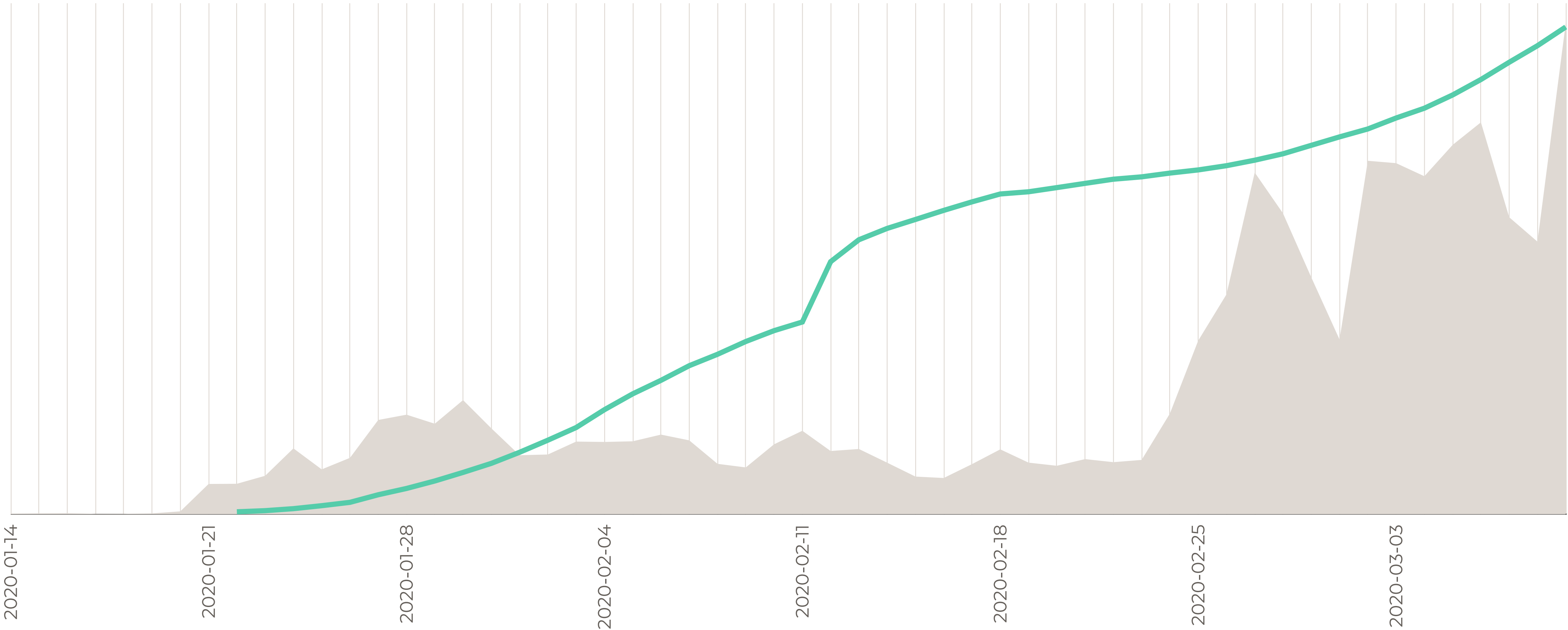
Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Behavioral Analysis

COVID-19 Browsing Activity vs US Case Count

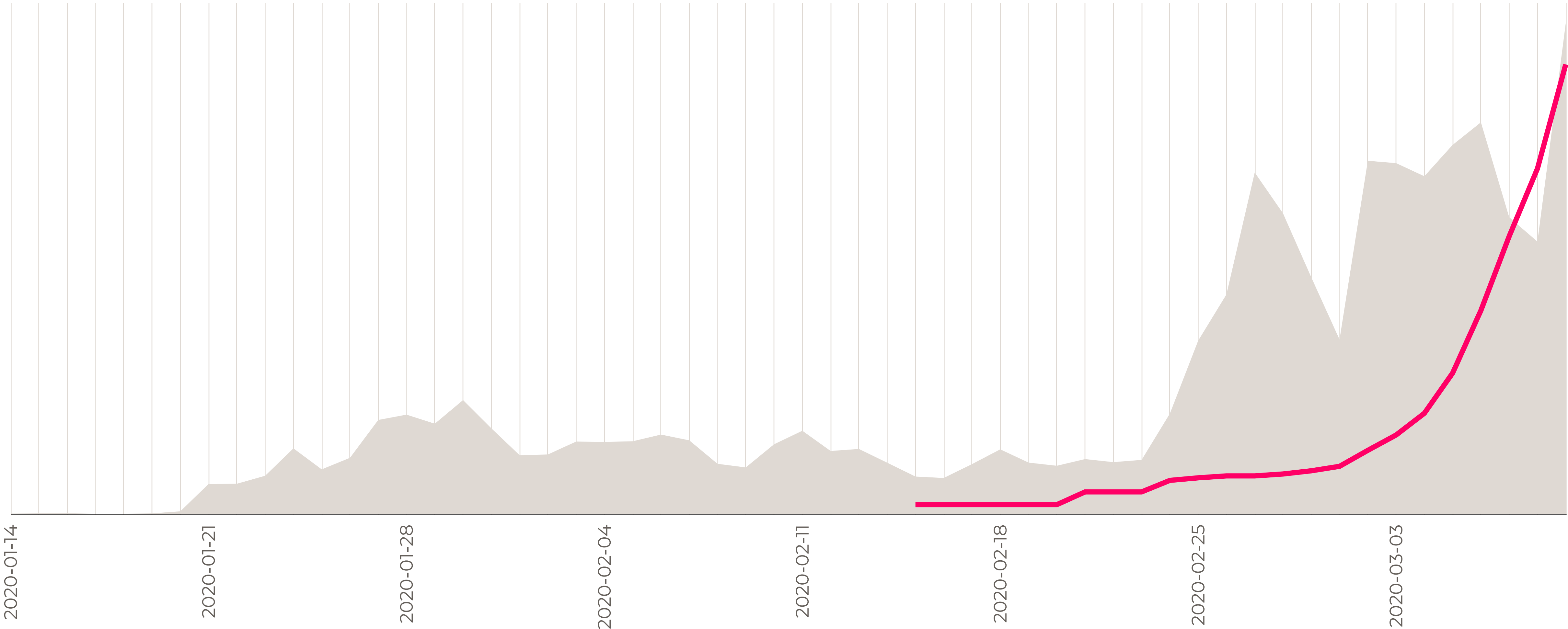**DISQO**

● Page Views   ● US Case Count

2020-01-14   2020-01-21   2020-01-28   2020-02-04   2020-02-11   2020-02-18   2020-02-25   2020-03-03

Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Behavioral Analysis

COVID-19 Browsing Activity vs US Death Count

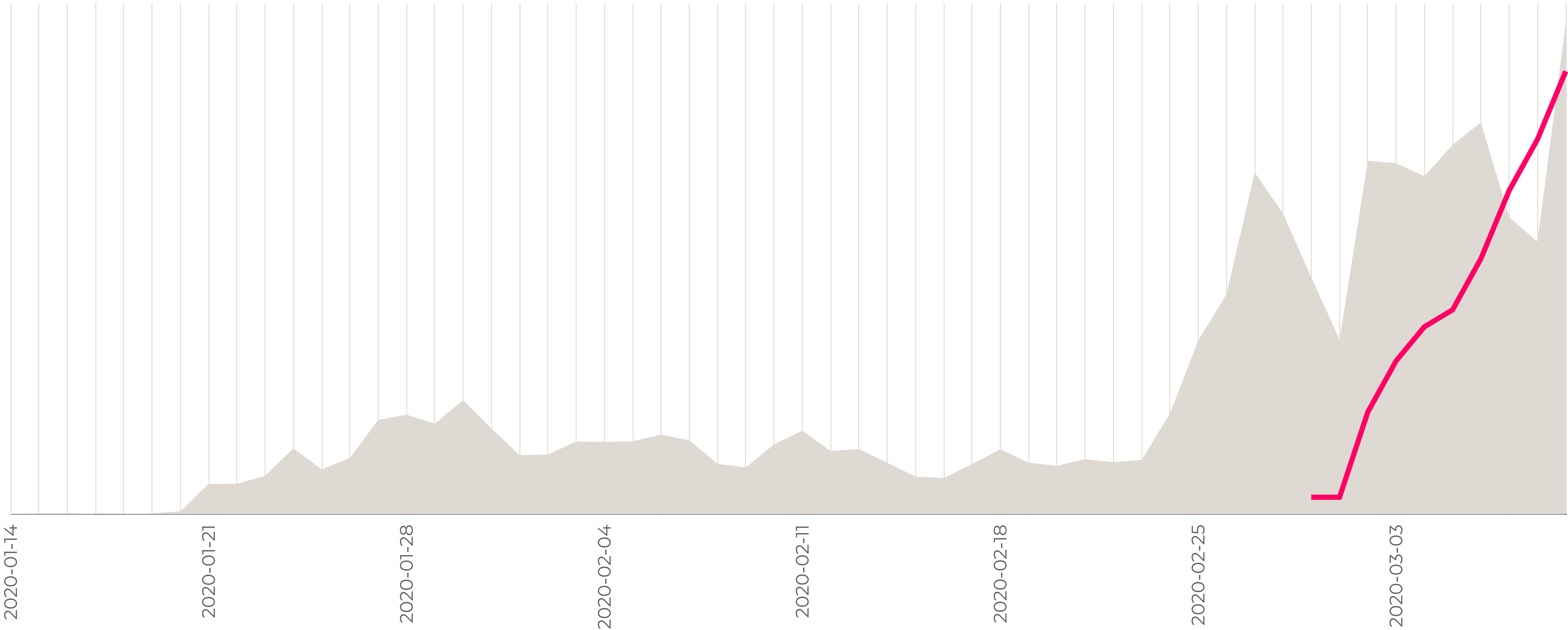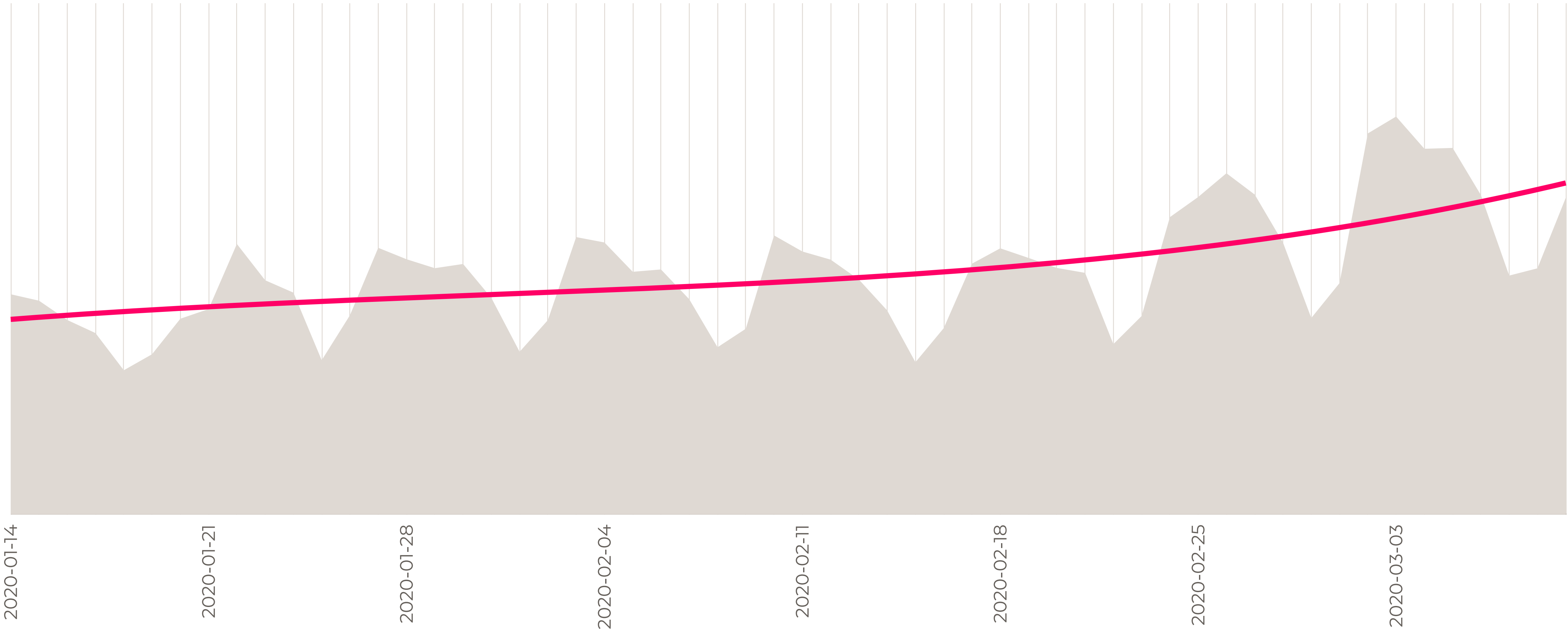DISQO

Page Views   US Death Count

2020-01-14   2020-01-21   2020-01-28   2020-02-04   2020-02-11   2020-02-18   2020-02-25   2020-03-03
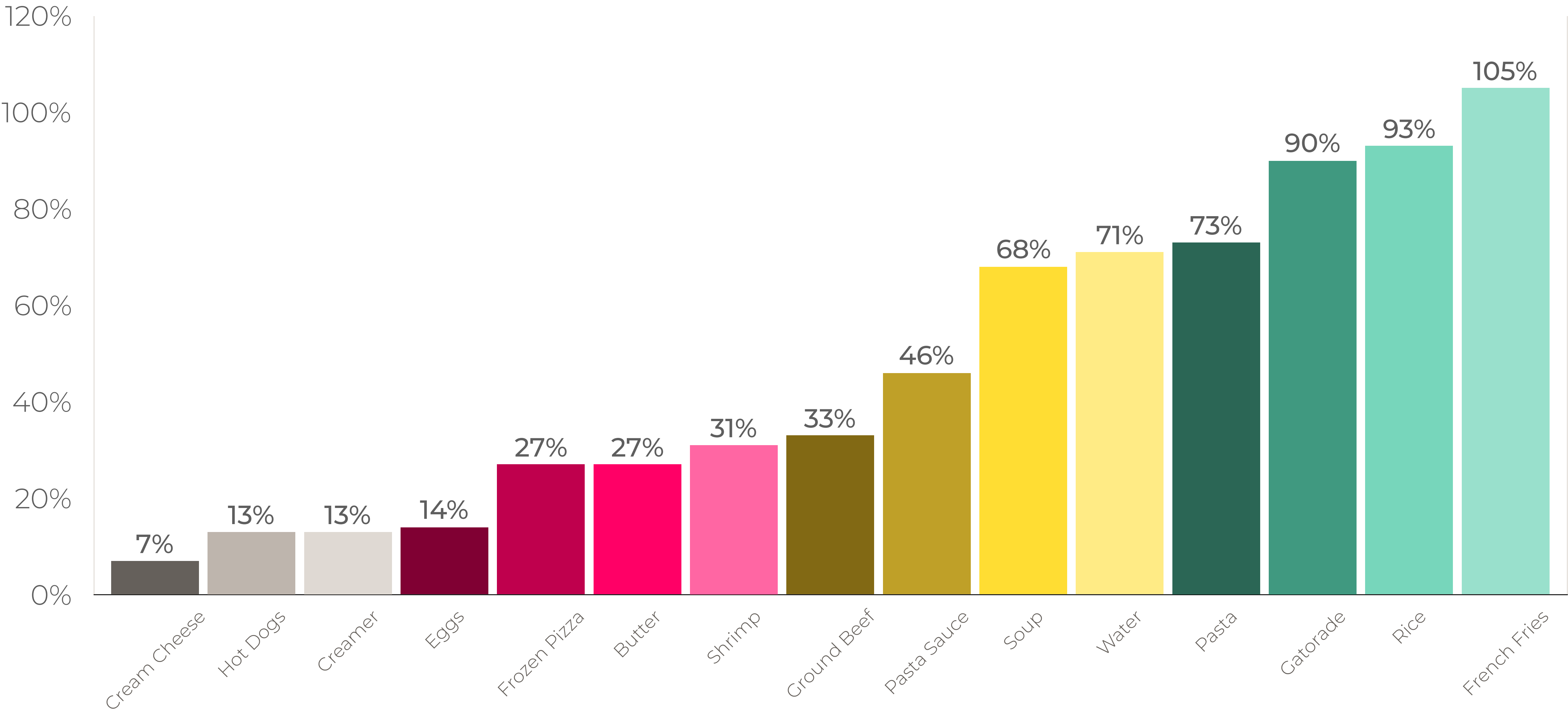
*Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Behavioral Analysis

COVID-19 Related Searches

DISQO

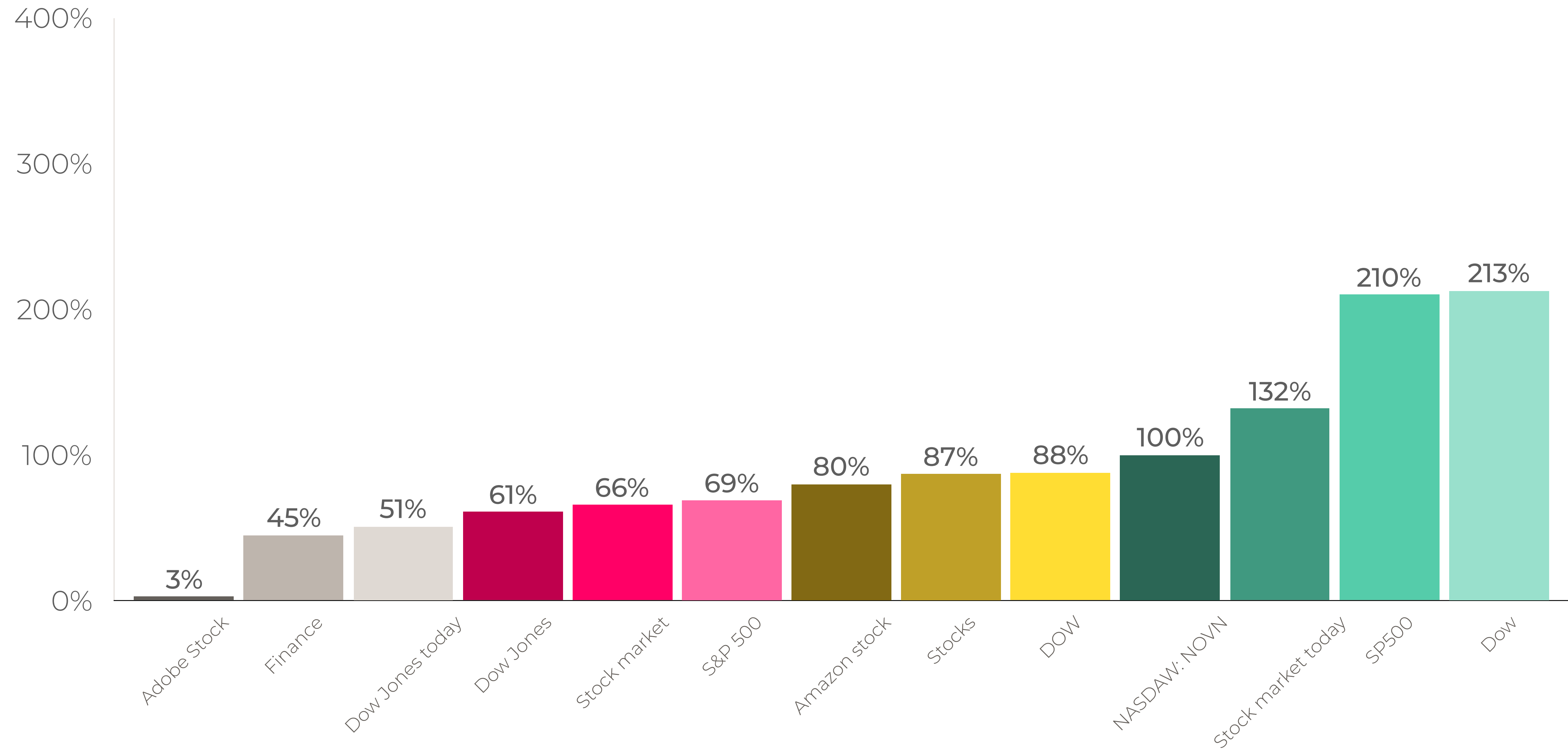2020-01-14 2020-01-21 2020-01-28 2020-02-04 2020-02-11 2020-02-18 2020-02-25 2020-03-03

Lift in Searches for Common Grocery Items *(Feb. 18-29 vs. Mar. 1-12)*

DISQO

Item	Lift
Cream Cheese	7%
Hot Dogs	13%
Creamer	13%
Eggs	14%
Frozen Pizza	27%
Butter	27%
Shrimp	31%
Ground Beef	33%
Pasta Sauce	46%
Soup	68%
Water	71%
Pasta	73%
Gatorade	90%
Rice	93%
French Fries	105%

*Study on the Effects of COVID-19 on Public Attitudes & Behaviors — Q1 2020 — Behavioral Analysis

Lift in Finance & Stock Market Related Searches *(Feb. 18-29 vs. Mar. 1-12)*

DISQO

Adobe Stock: 3%
Finance: 45%
Dow Jones today: 51%
Dow Jones: 61%
Stock market: 66%
S&P 500: 69%
Amazon stock: 80%
Stocks: 87%
DOW: 88%
NASDAW: NOVN: 100%
Stock market today: 132%
SP500: 210%
Dow: 213%

Thank you!

DISQO