

Consumer Confidence in the Context of COVID-19

April 2020

Introduction

As the world adapts to the COVID-19 pandemic, how have consumer behavior and confidence been affected? How are people adapting week to week, and what does it mean for retailers and other consumer facing industries?

To answer these questions, DISQO has conducted a study into consumer confidence over time. Beginning in late March 2020, we began surveying a selection of DISQO Audience members each week, seeking to understand:

- ❖ Shifts in online shopping behaviors
- ❖ Engagement in everyday consumer activities
- ❖ Outlook for future engagement in consumer activities
- ❖ Concerns that may impact consumer confidence
- ❖ Overall spending shifts

Each 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 shifts over time, DISQO will be conducting this survey in a weekly cadence over the coming weeks. This report covers the first three editions of the study.

Responses for each survey were collected over a three day period one week apart, distributed on Saturdays and closed on the subsequent Monday morning. The first three editions of the survey generated a total of 32,574 responses from 21,930 unique individuals.

Edition	Period	Responses
1	Mar 21-23	11,250
2	Mar 28-30	10,399
3	Apr 04-06	10,925

About DISQO



DISQO is a consumer-first insights platform that delivers unprecedented data and analytics to the market research industry. The company powers insights professionals and marketers with automated solutions that drive consumer research and improve ad effectiveness.

Today, DISQO delivers an accurate and complete view of the consumer via technology built on the foundation of the largest first-party research audience. By engaging consumers who choose to share their attitudes and behaviors, DISQO captures the highest quality data, empowering its clients to make confident decisions.

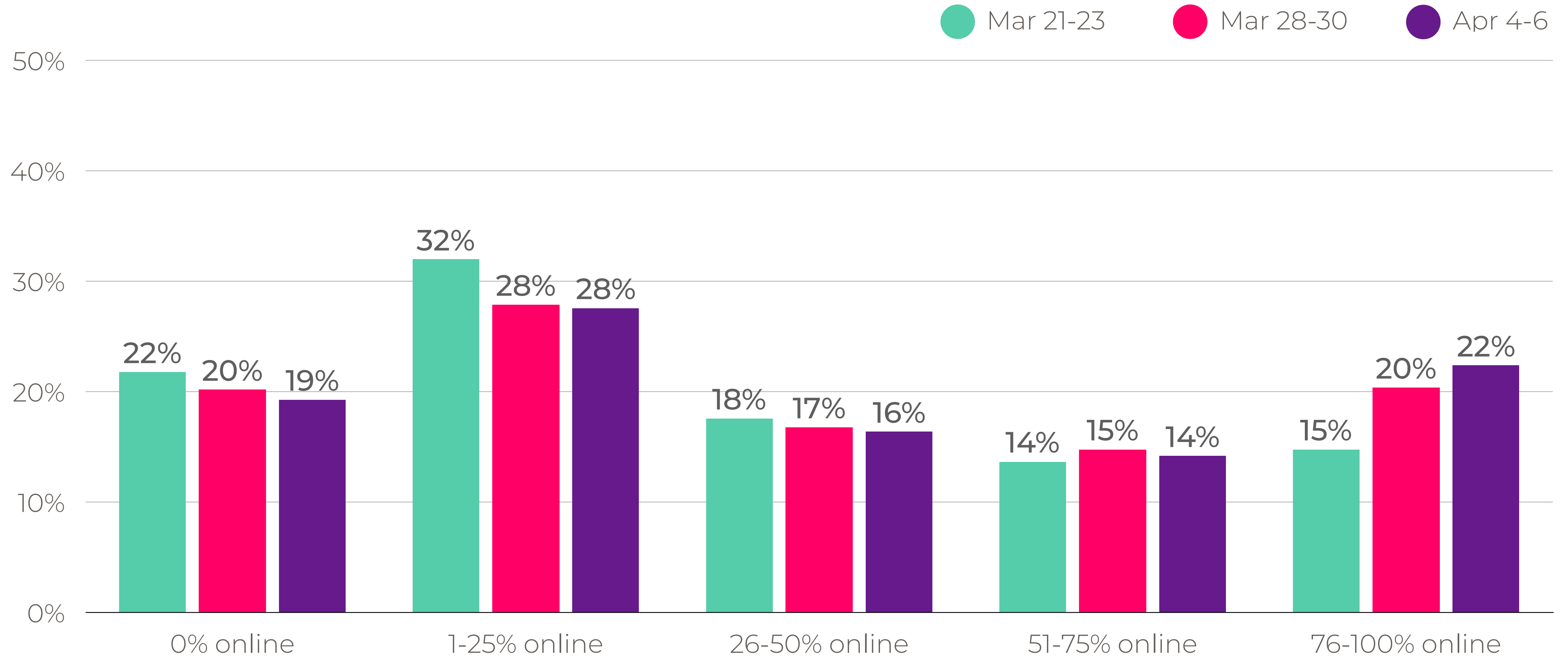
Founded in 2015, DISQO is headquartered in Los Angeles, California, and has over 130 employees.

Trends Over Time

Weekly shifts in consumer confidence

Shifts in Purchases Made Online

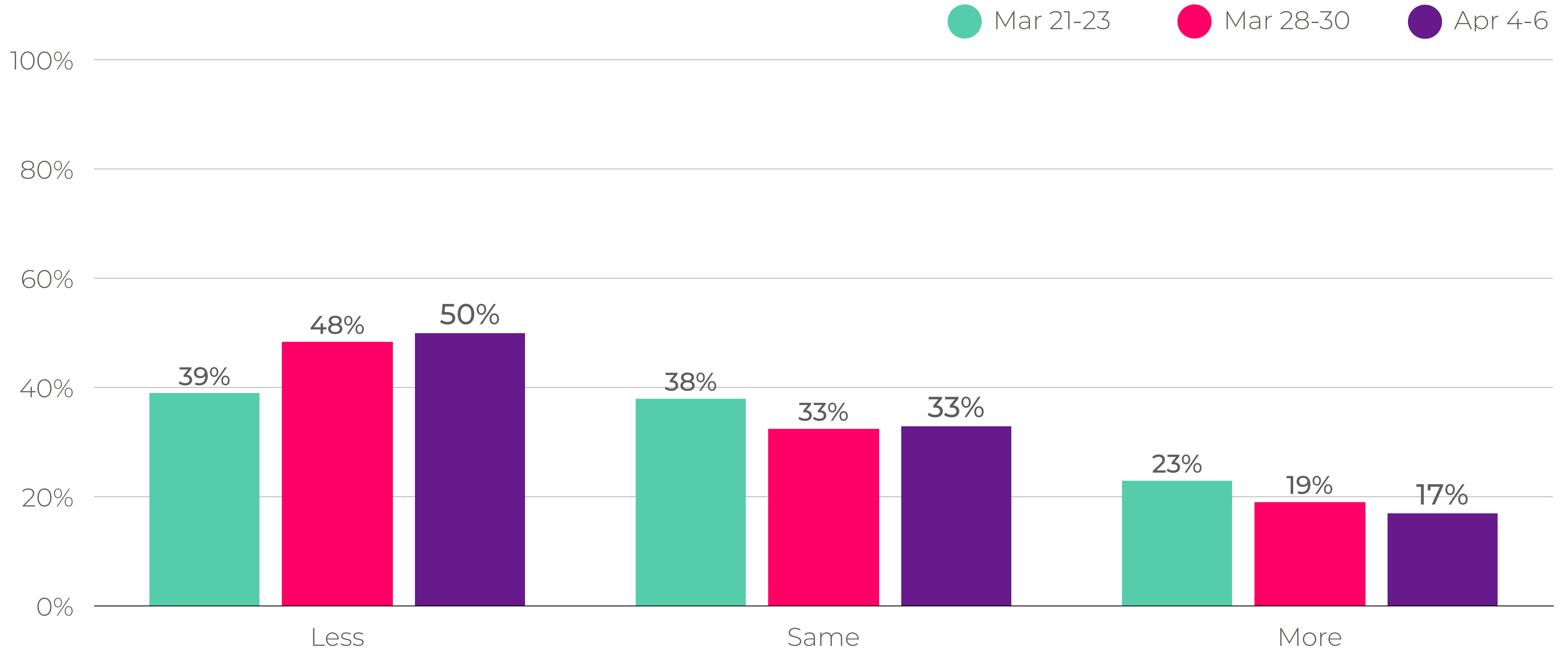
Q: Within the past week, what percent of your purchases have been made online?



Source: Surveys of DISQO Audience members in March & April of 2020

Shifts in Consumer Spending Habits

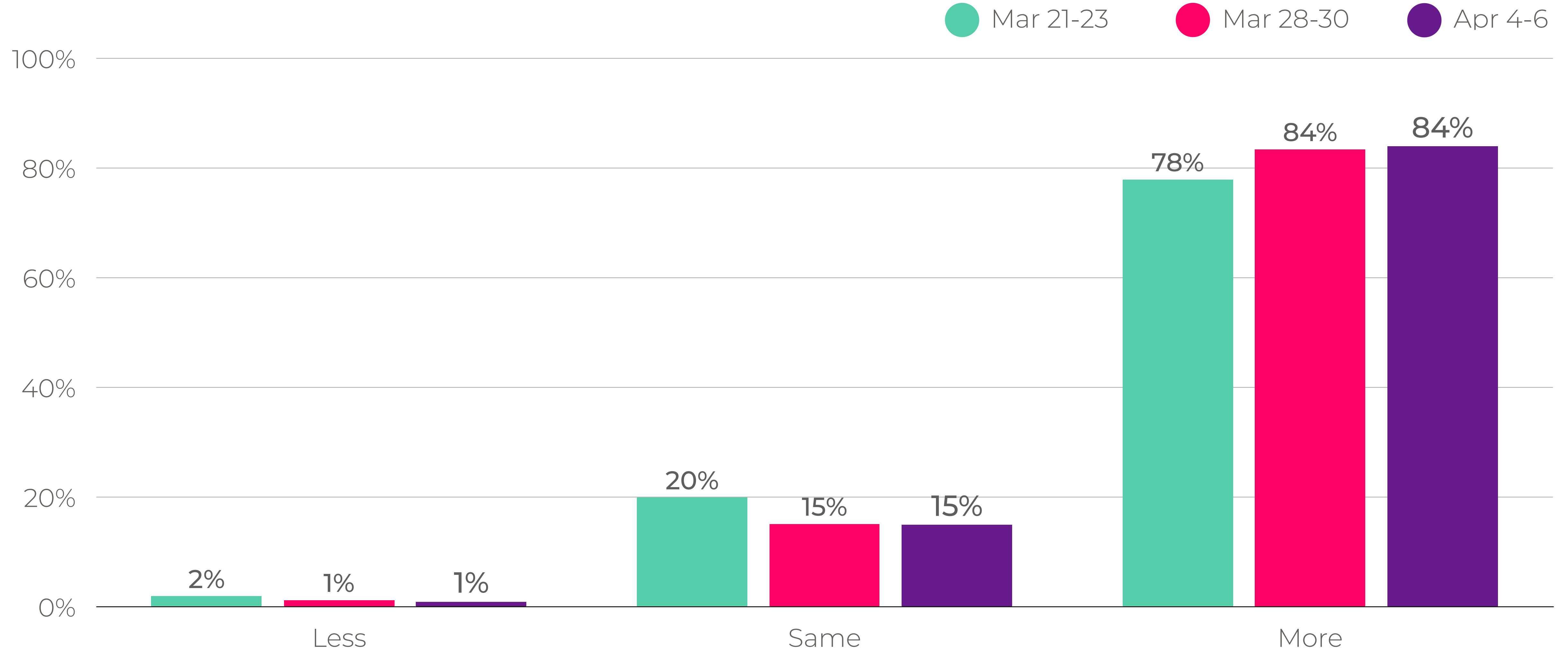
Q: I am spending _____ money than I was last month.



Source: Surveys of DISQO Audience members in March & April of 2020

Shifts in Consumer Time Spent at Home

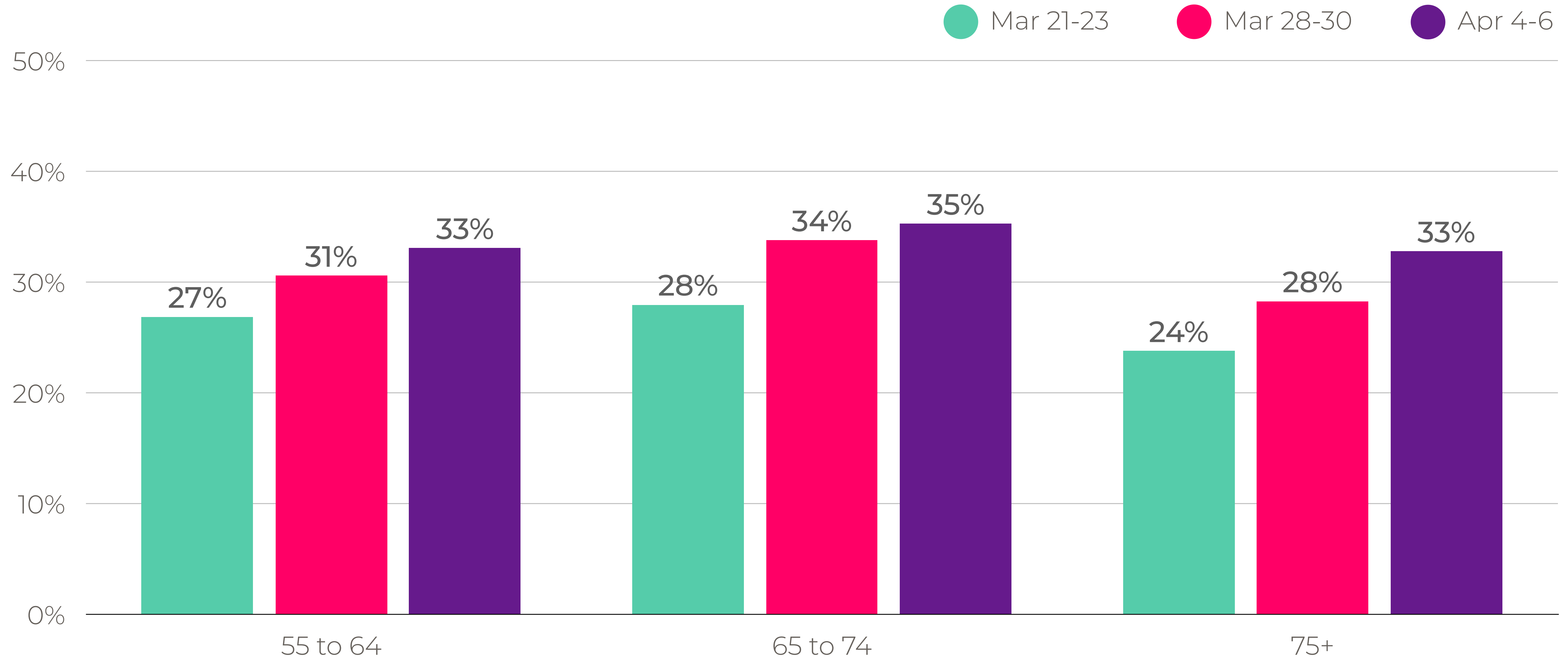
Q: I'm in my home _____ I was last month.



Source: Surveys of DISQO Audience members in March & April of 2020

Percent of Purchases Made Online by Senior Citizens

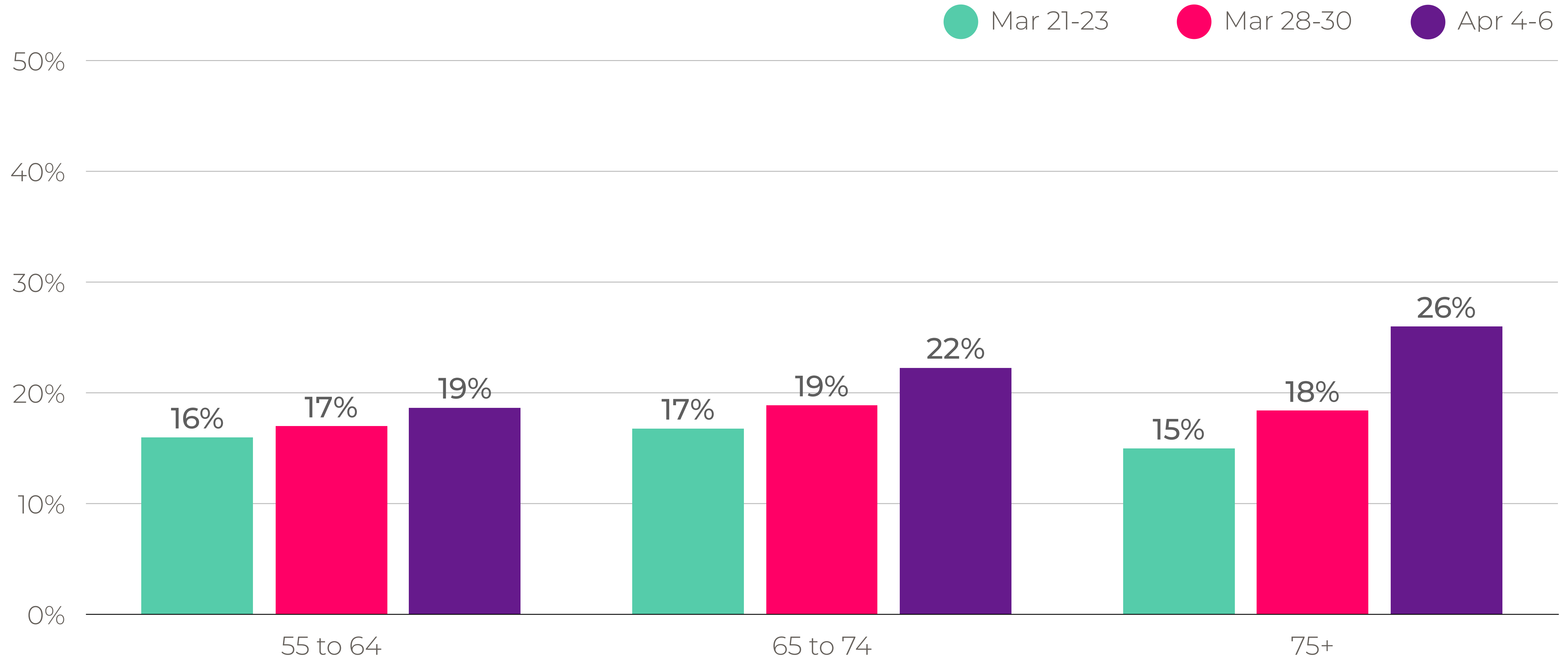
Q: What percent of your purchases have been made online?



Source: Surveys of DISQO Audience members in March & April of 2020

Purchase of Groceries Online by Senior Citizens

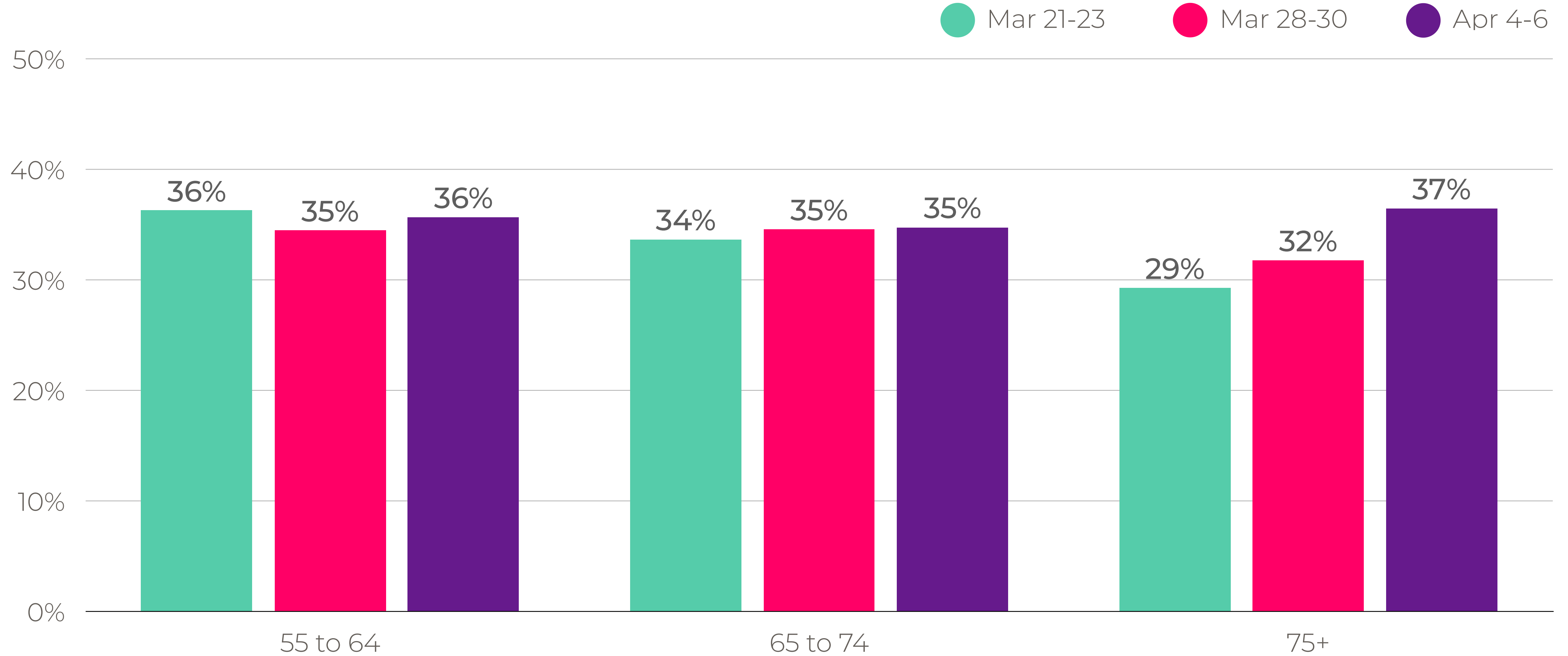
Q: Within the past week, what percent of your purchases have been made online?



Source: Surveys of DISQO Audience members in March & April of 2020

Senior Citizens' Plans to Purchase Online Groceries

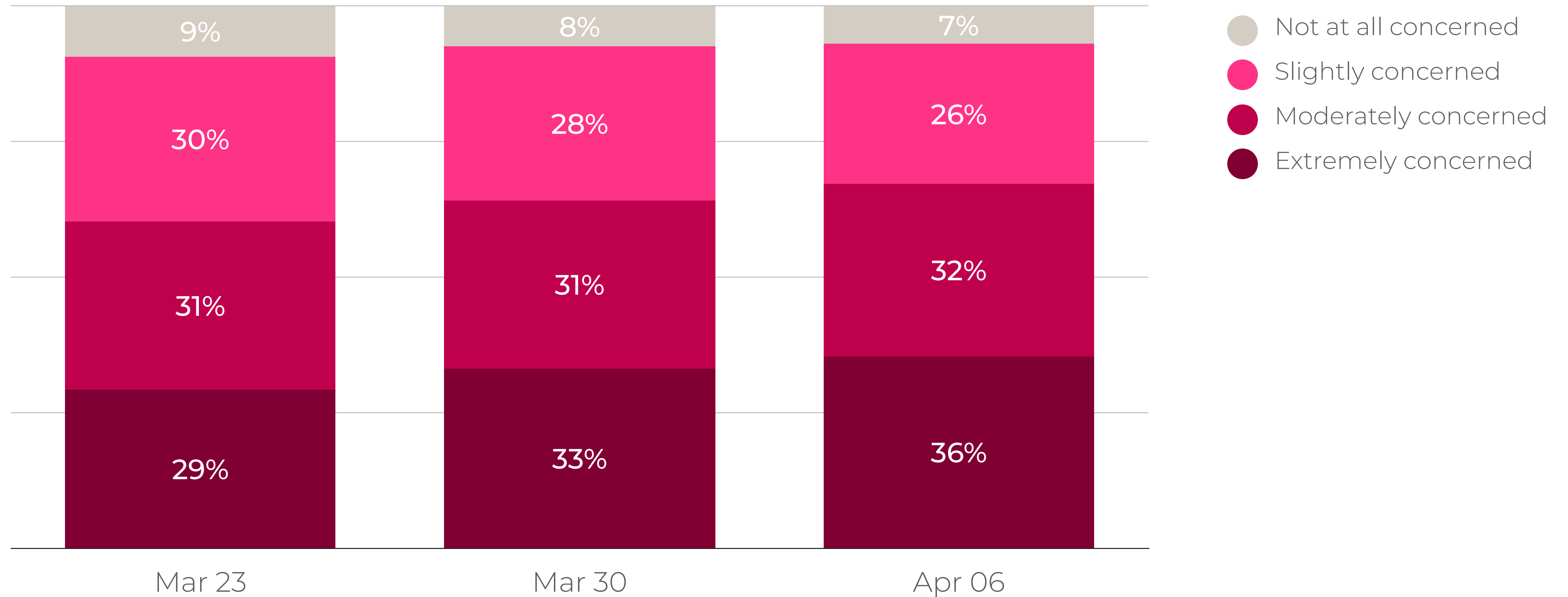
Q: How likely are you to purchase groceries online in the next 2 weeks?



Source: Surveys of DISQO Audience members in March & April of 2020

Concern of Contracting COVID-19 Over Time

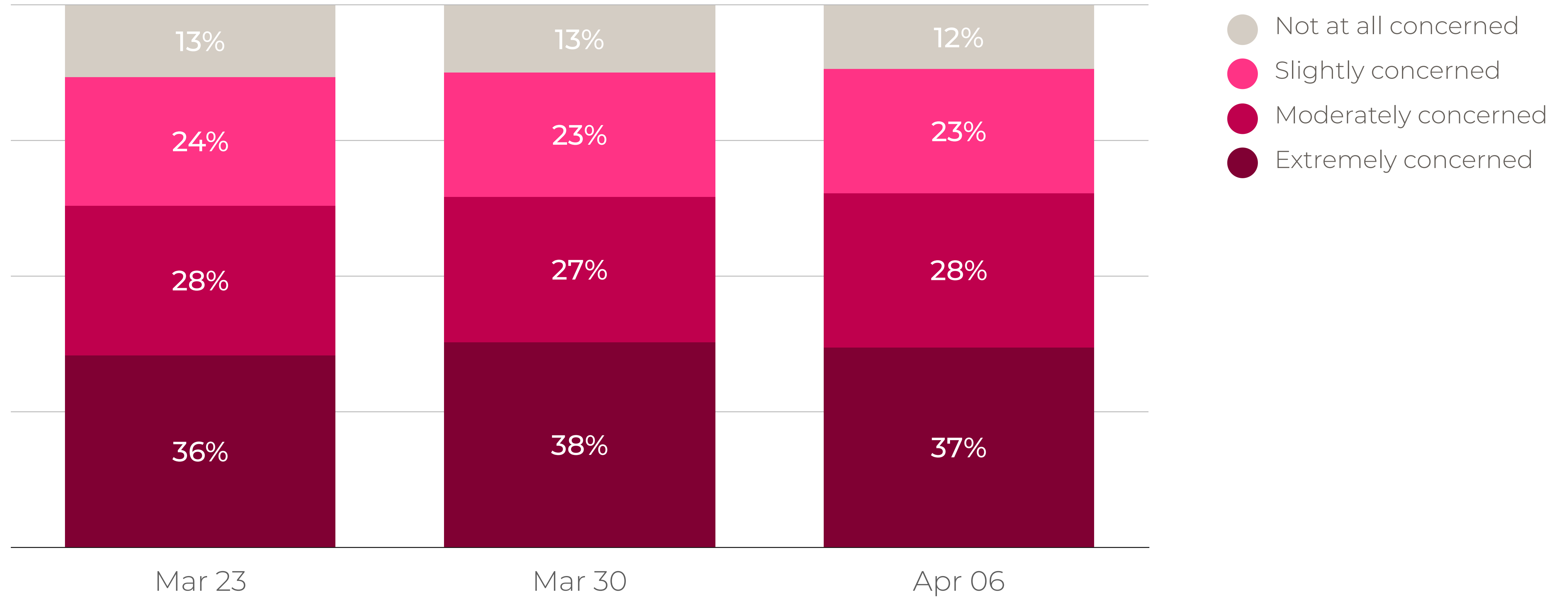
How concerned are you about contracting coronavirus?



Source: Surveys of DISQO Audience members in March & April of 2020

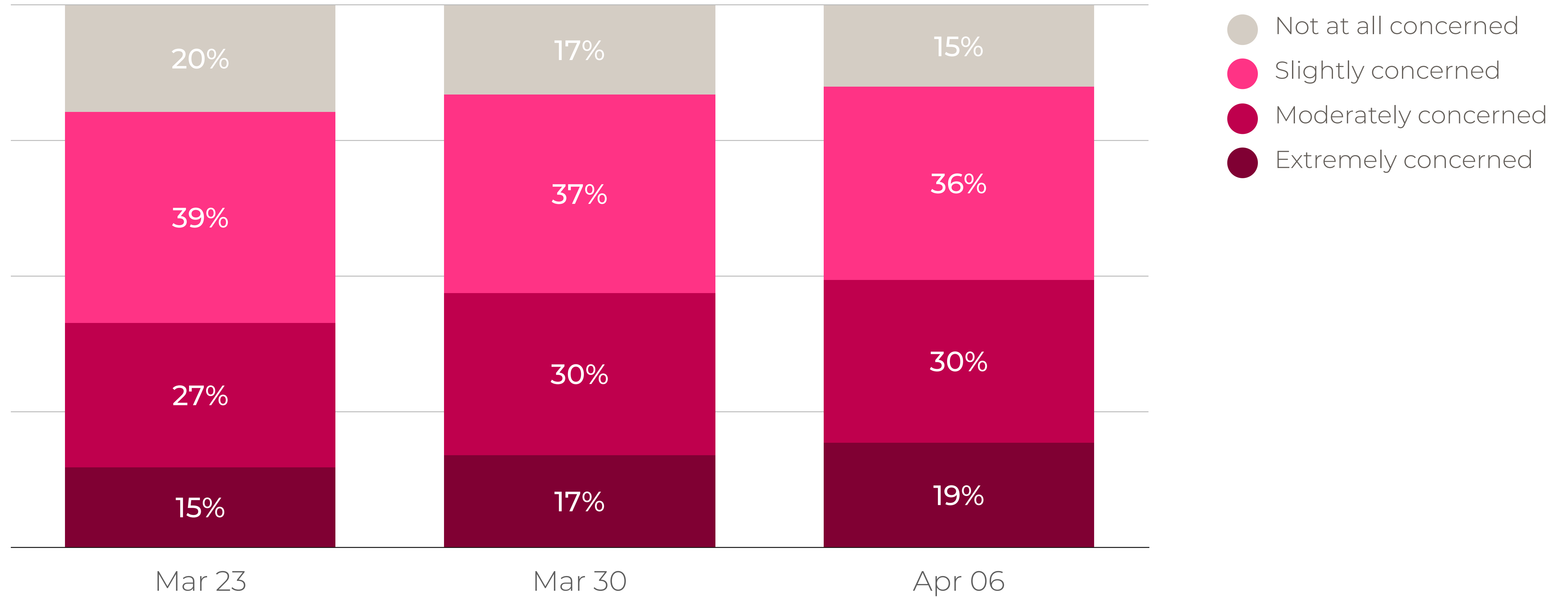
Concern of Spreading COVID-19 Over Time

How concerned are you about spreading coronavirus?



Concern for Small Groups of People Over Over Time

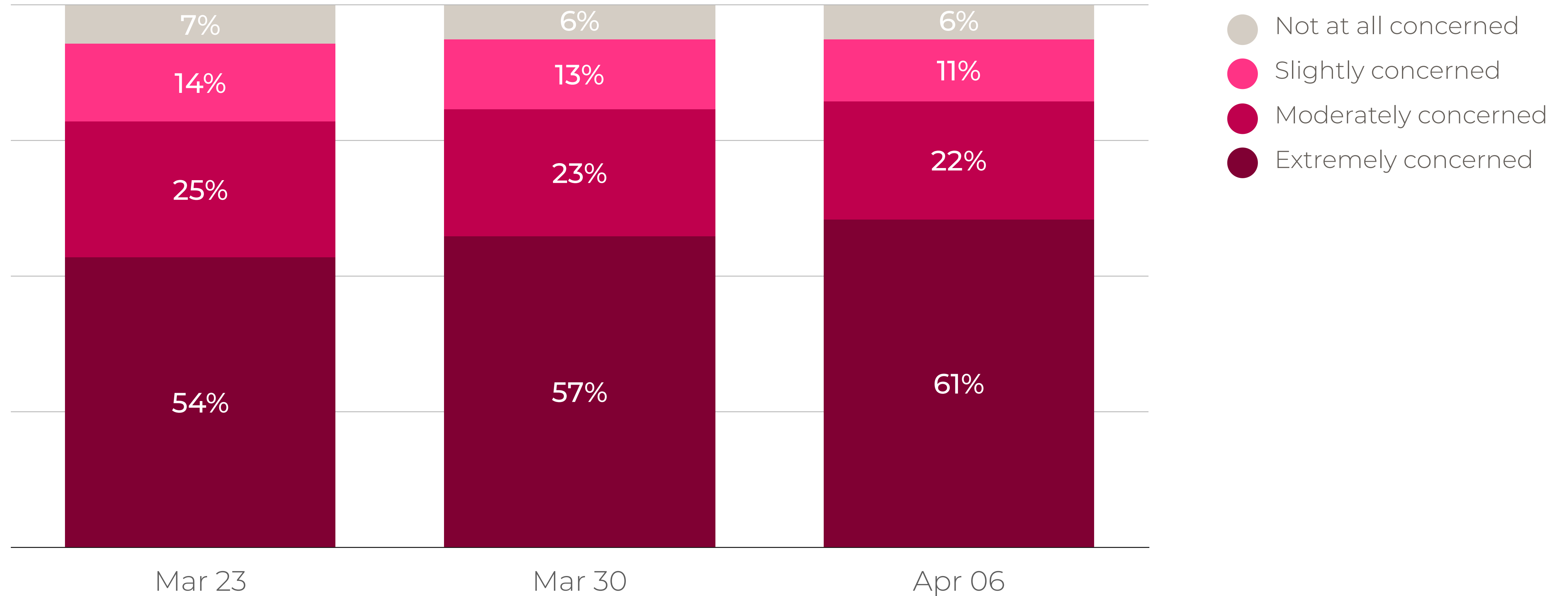
How concerned are you about small groups of people?



Source: Surveys of DISQO Audience members in March & April of 2020

Concern for Large Groups of People Over Over Time

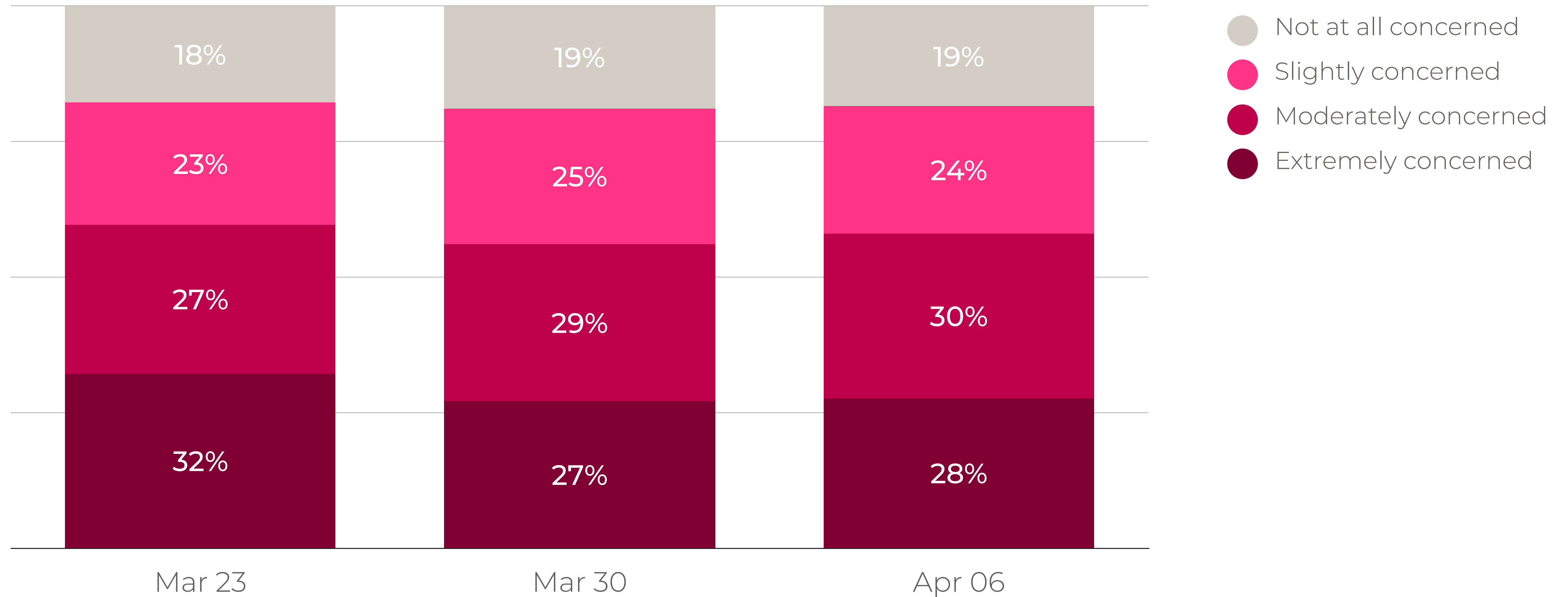
How concerned are you about large groups of people?



Source: Surveys of DISQO Audience members in March & April of 2020

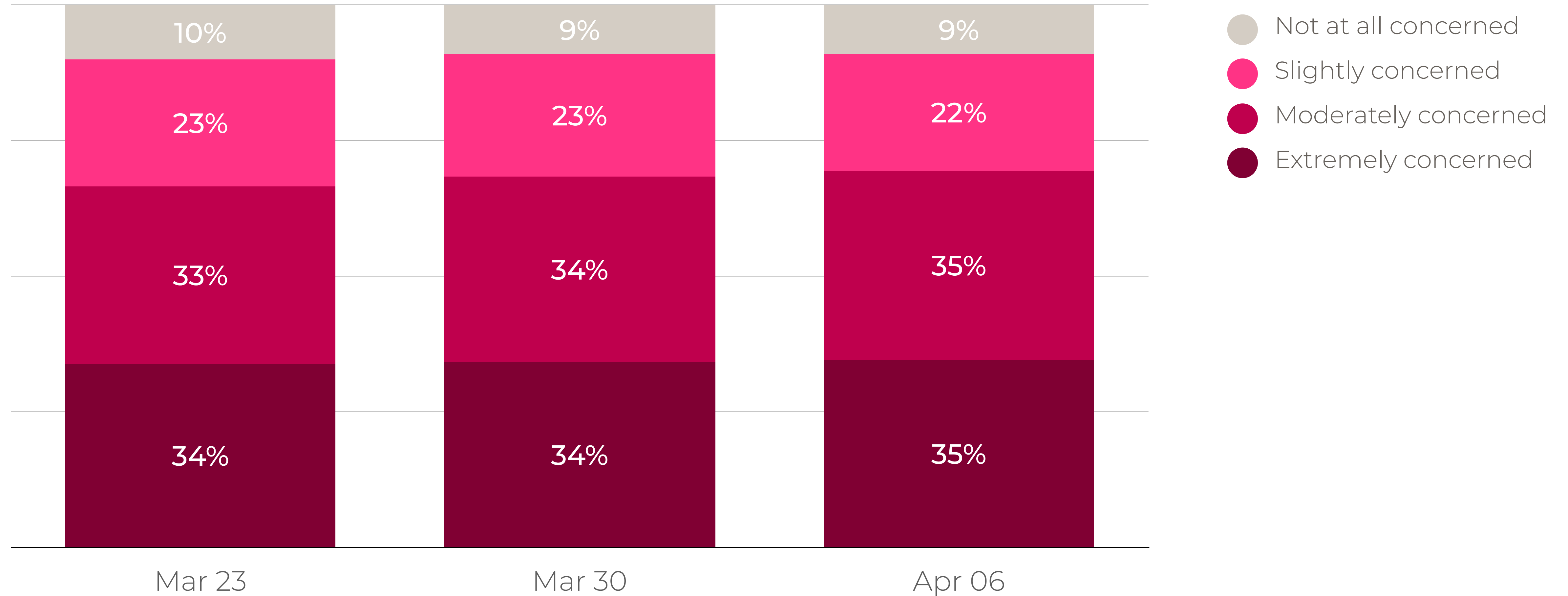
Concern for the Stock Market Over Over Time

How concerned are you about the stock market?



Concern for Small to Mid-Sized Businesses Over Over Time

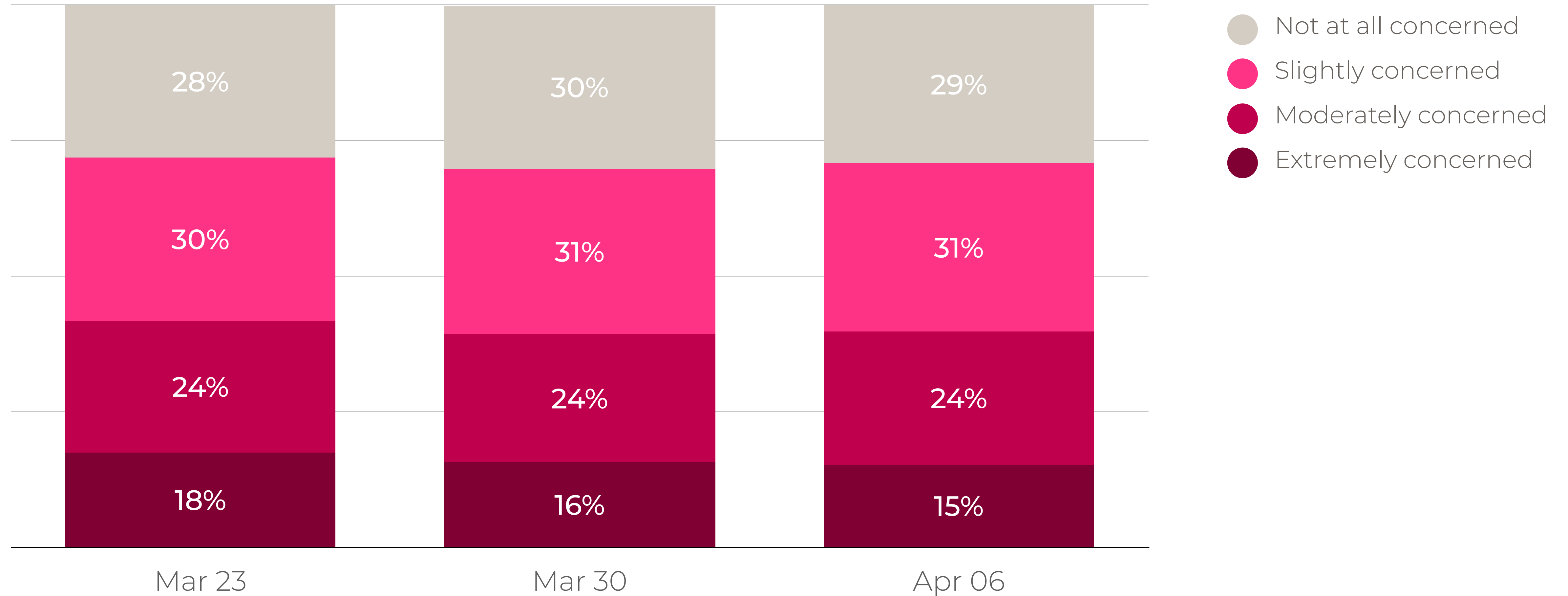
How concerned are you about small to mid-sized businesses?



Source: Surveys of DISQO Audience members in March & April of 2020

Concern for Small to Large Corporations Over Over Time

How concerned are you about large corporations?



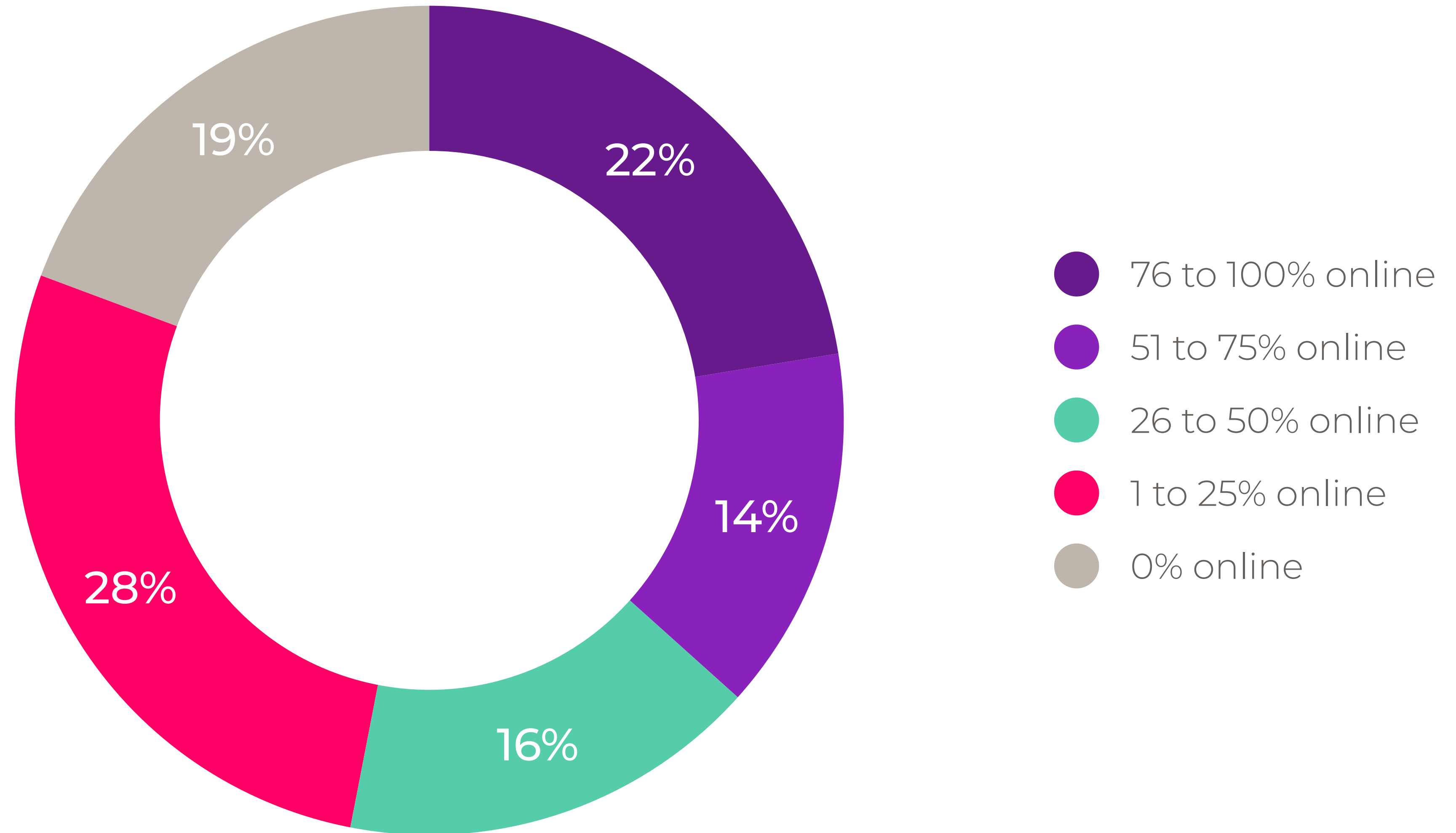
Source: Surveys of DISQO Audience members in March & April of 2020

April 6th Results

10,925 responses collected April 04 to April 06, 2020

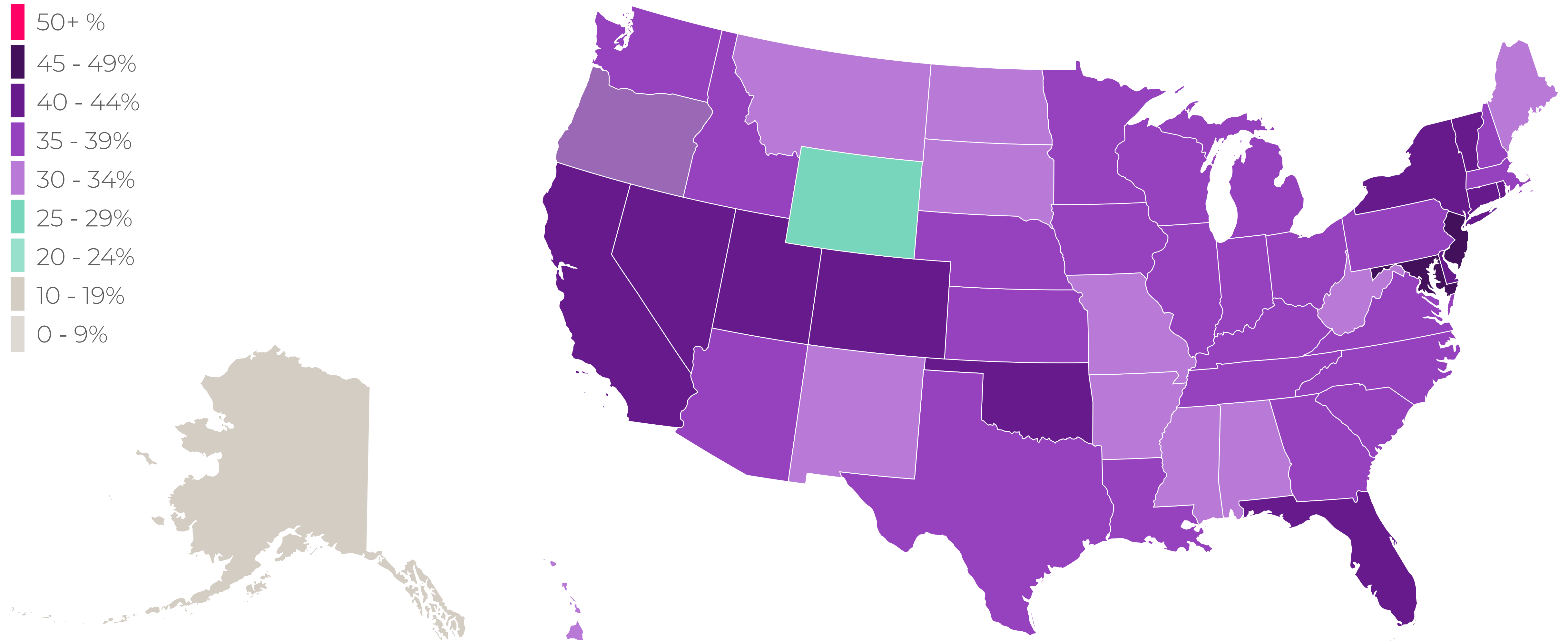
Proportion of Purchases Made Online *(April 4-6)*

Q: Within the past week, what percent of your purchases have been made online?



Proportion of Purchases Made Online by State *(April 4-6)*

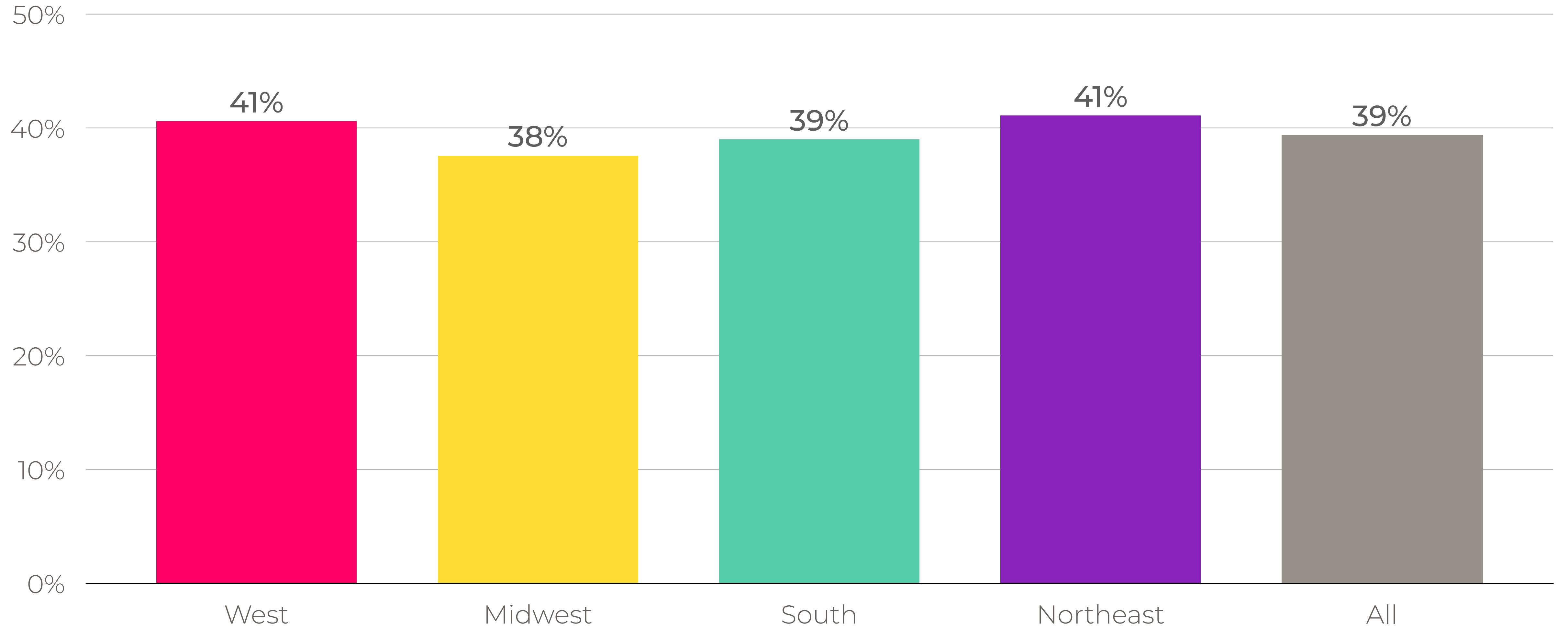
Q: Within the past week, what percent of your purchases have been made online?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Overall Share of Purchases Made Online by Region (April 4-6)

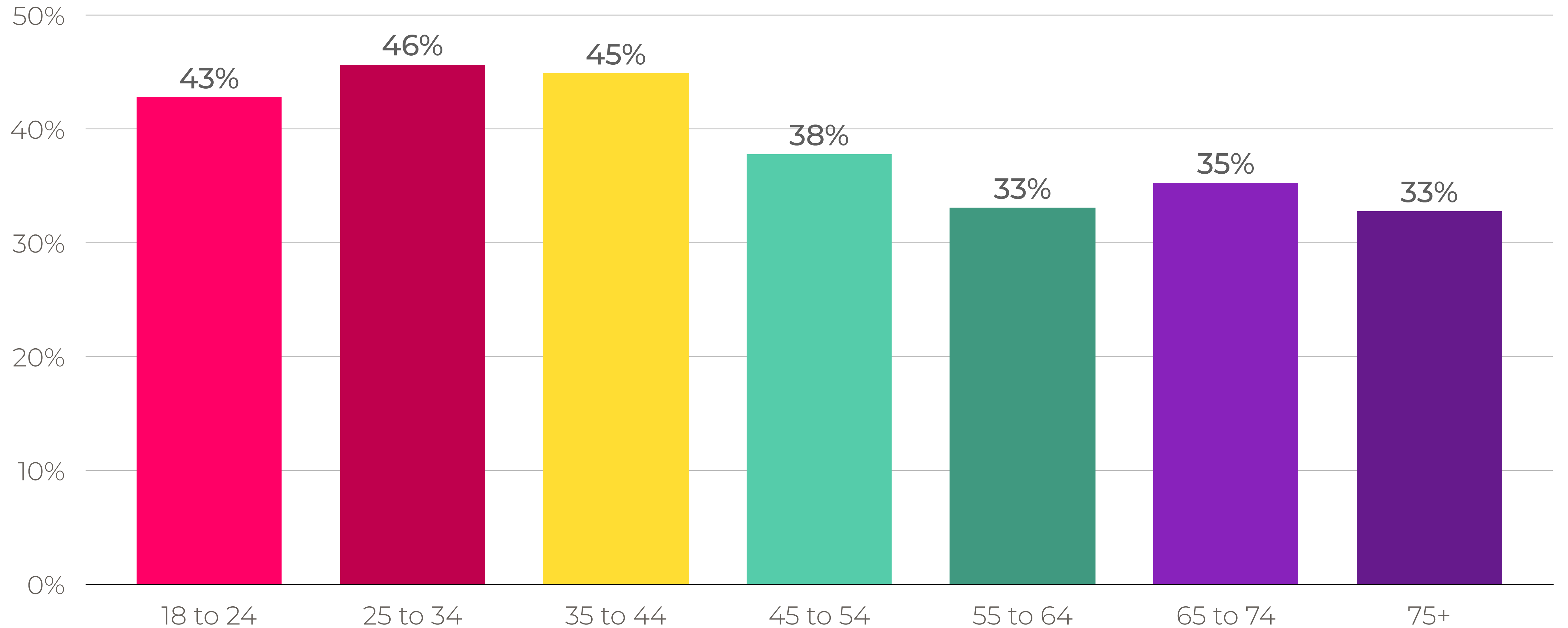
Within the past week, what percent of your purchases have been made online?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Overall Share of Purchases Made Online by Age (April 4-6)

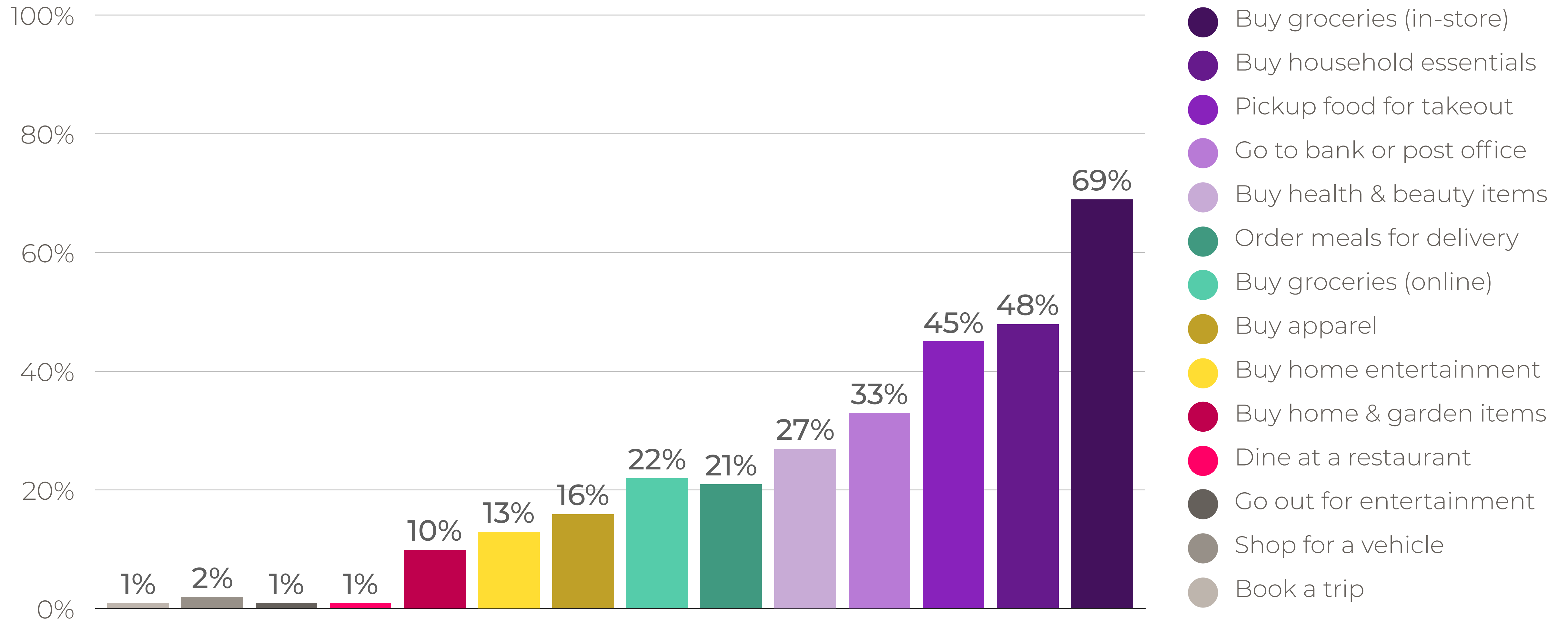
Within the past week, what percent of your purchases have been made online?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Recent Activities (April 4-6)

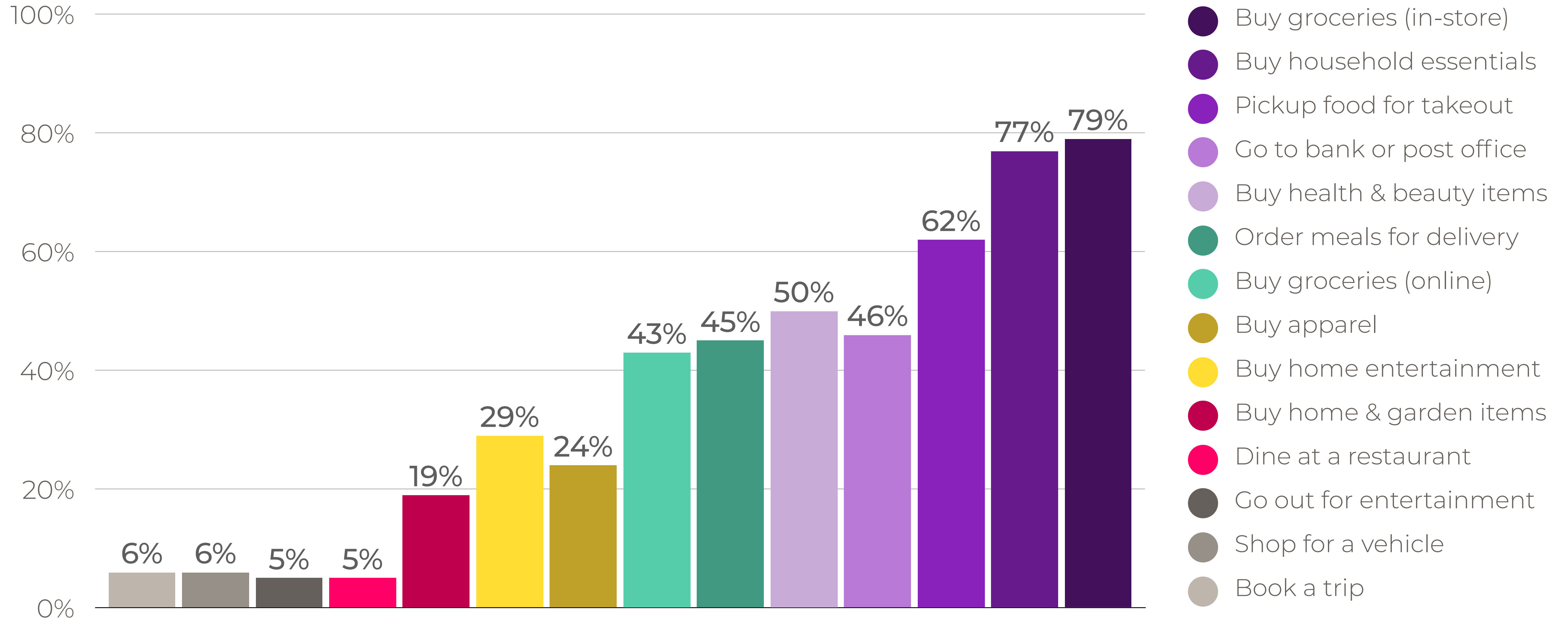
Q: Within the past week, which of the following activities did you do?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Planned Activities (April 4-6)

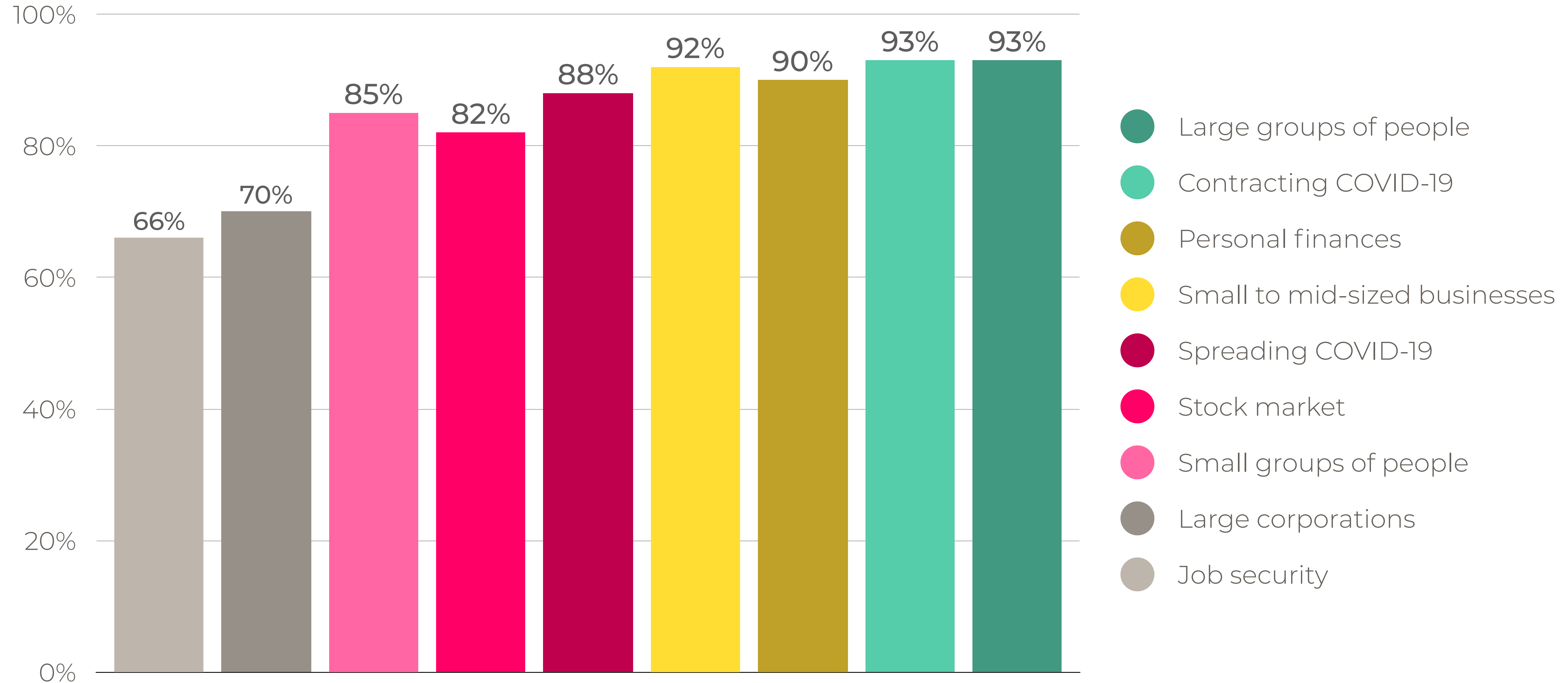
Q: How likely are you to _____ in the next 2 weeks?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Consumer Concerns *(April 4-6)*

Q: How concerned are you about _____?



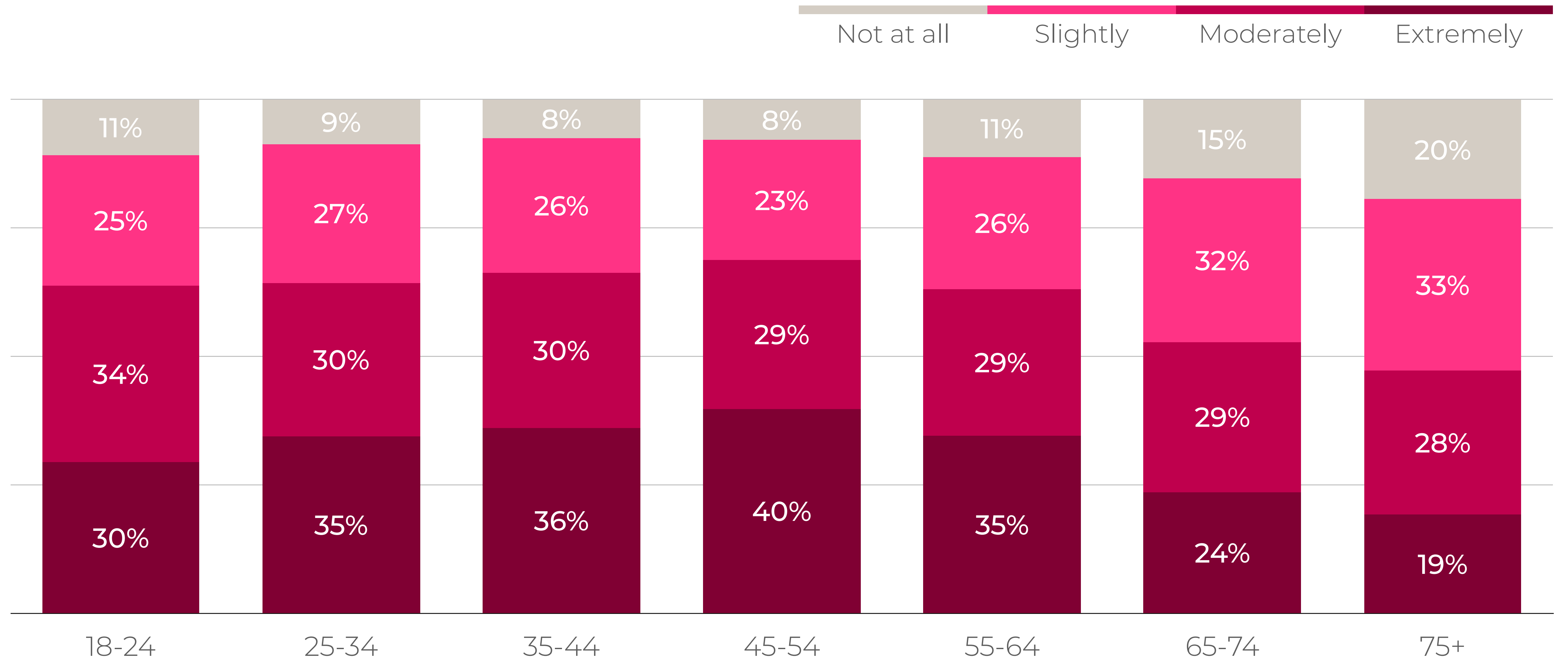
Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Consumer Concerns by Age

April 4-6

Concern Over Personal Finances by Age (April 4-6)

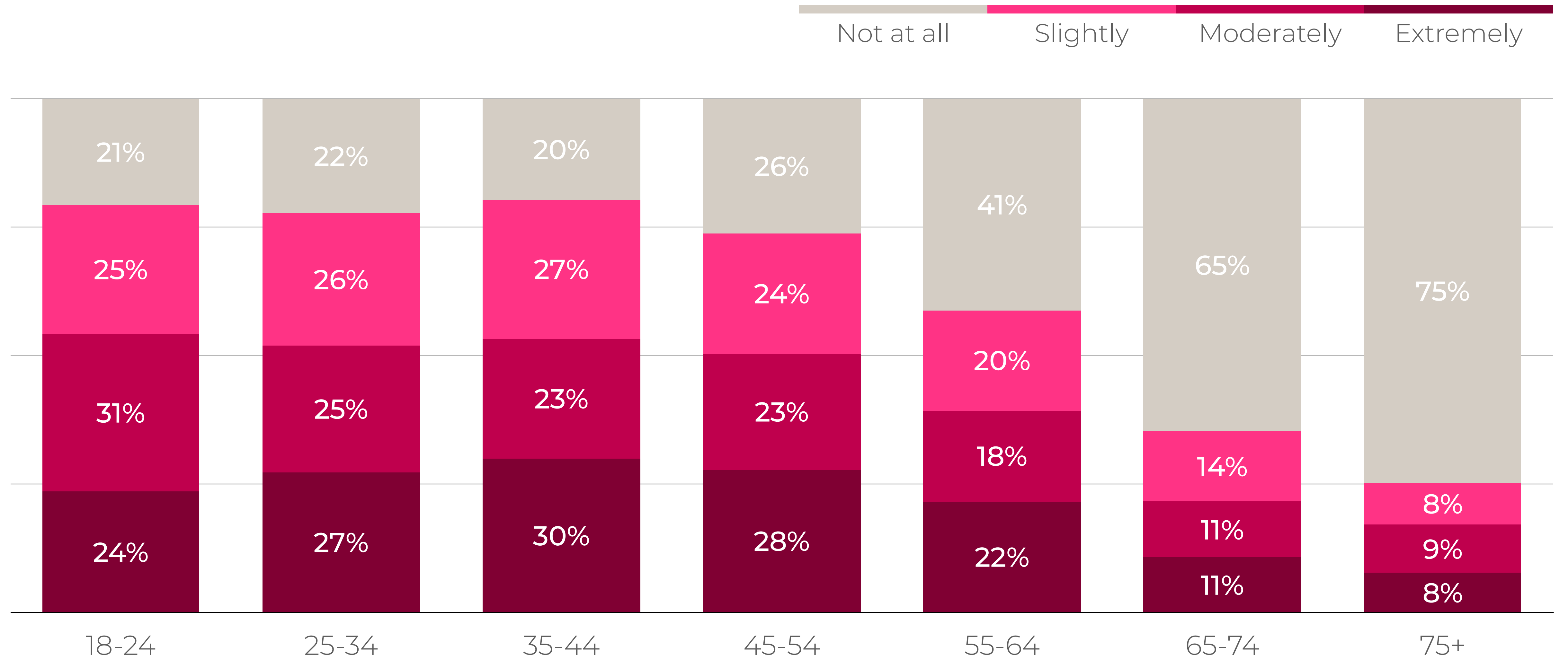
How concerned are you about personal finances?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Concern Over Job Security by Age (April 4-6)

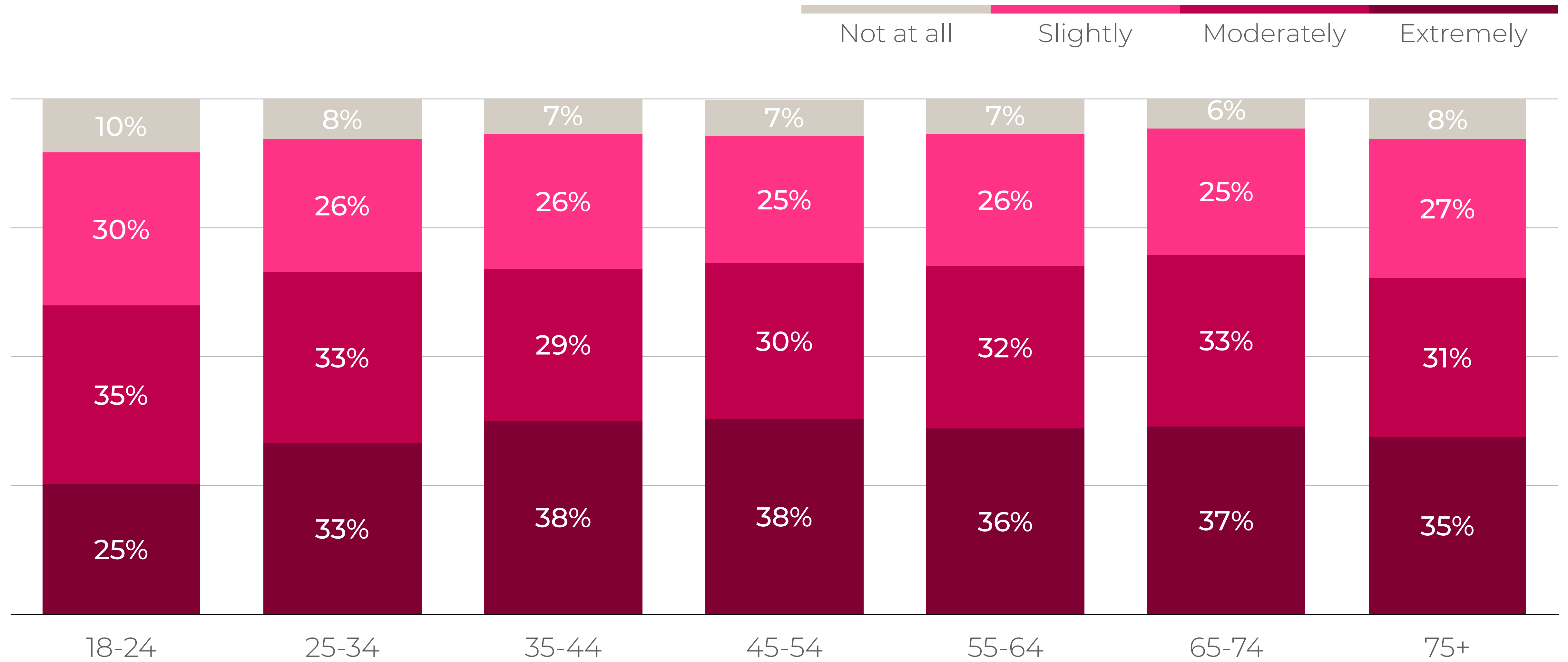
How concerned are you about job security?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Concern Over Contracting COVID-19 by Age *(April 4-6)*

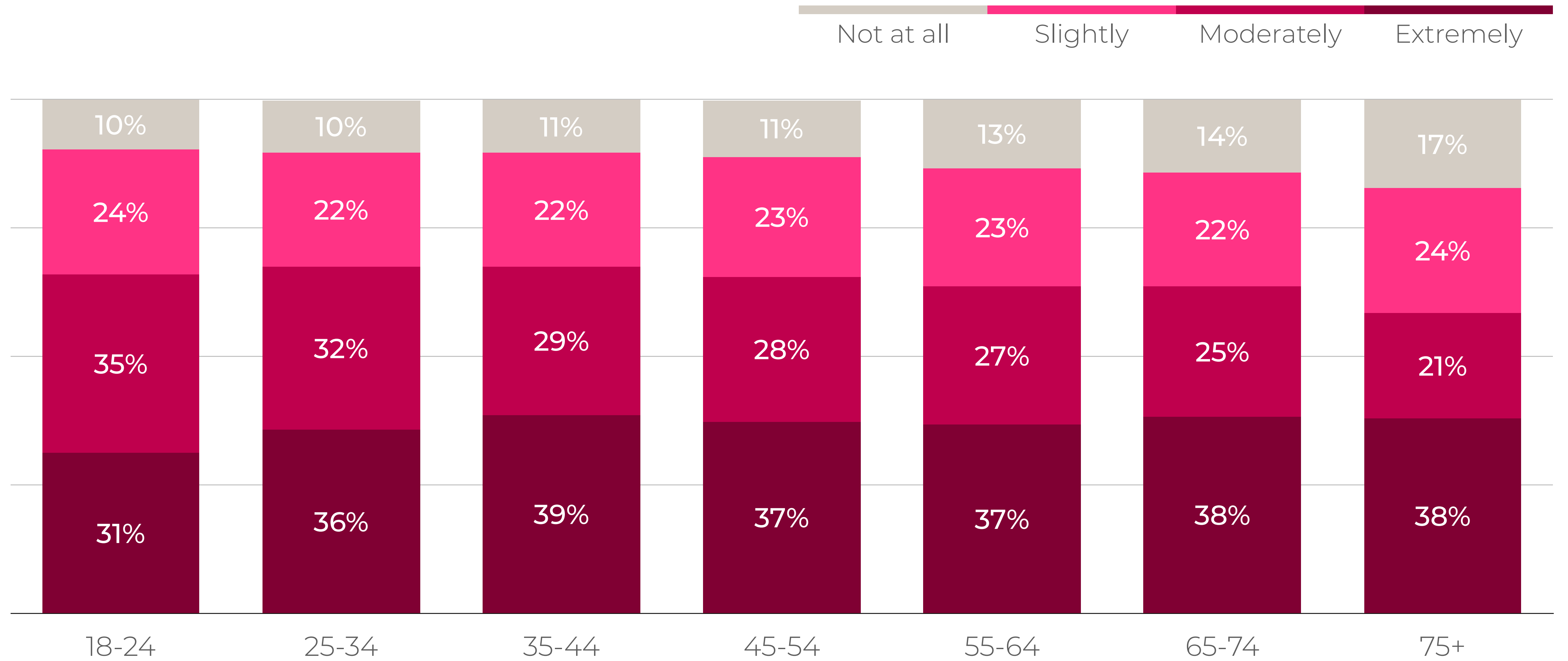
How concerned are you about contracting COVID-19?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Concern Over Spreading COVID-19 by Age (April 4-6)

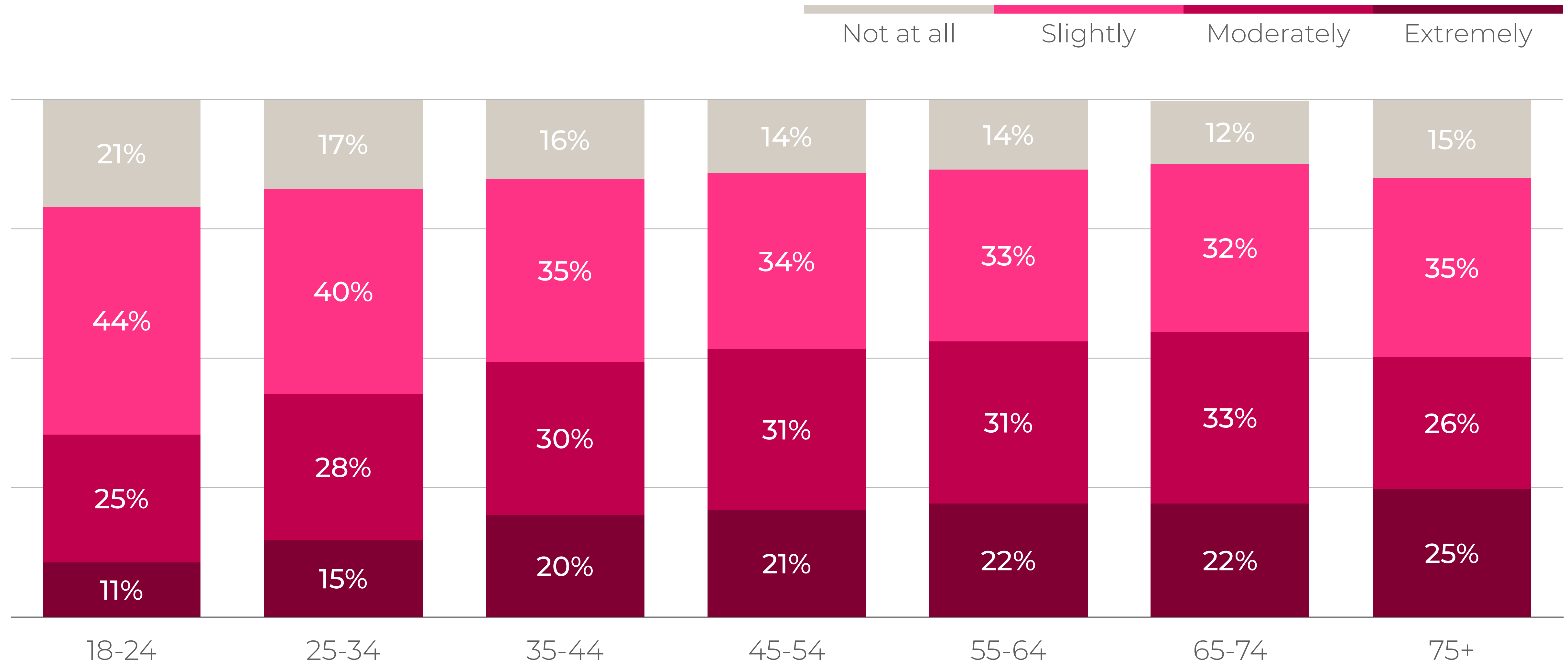
How concerned are you about spreading COVID-19?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Concern Over Small Groups of People by Age (April 4-6)

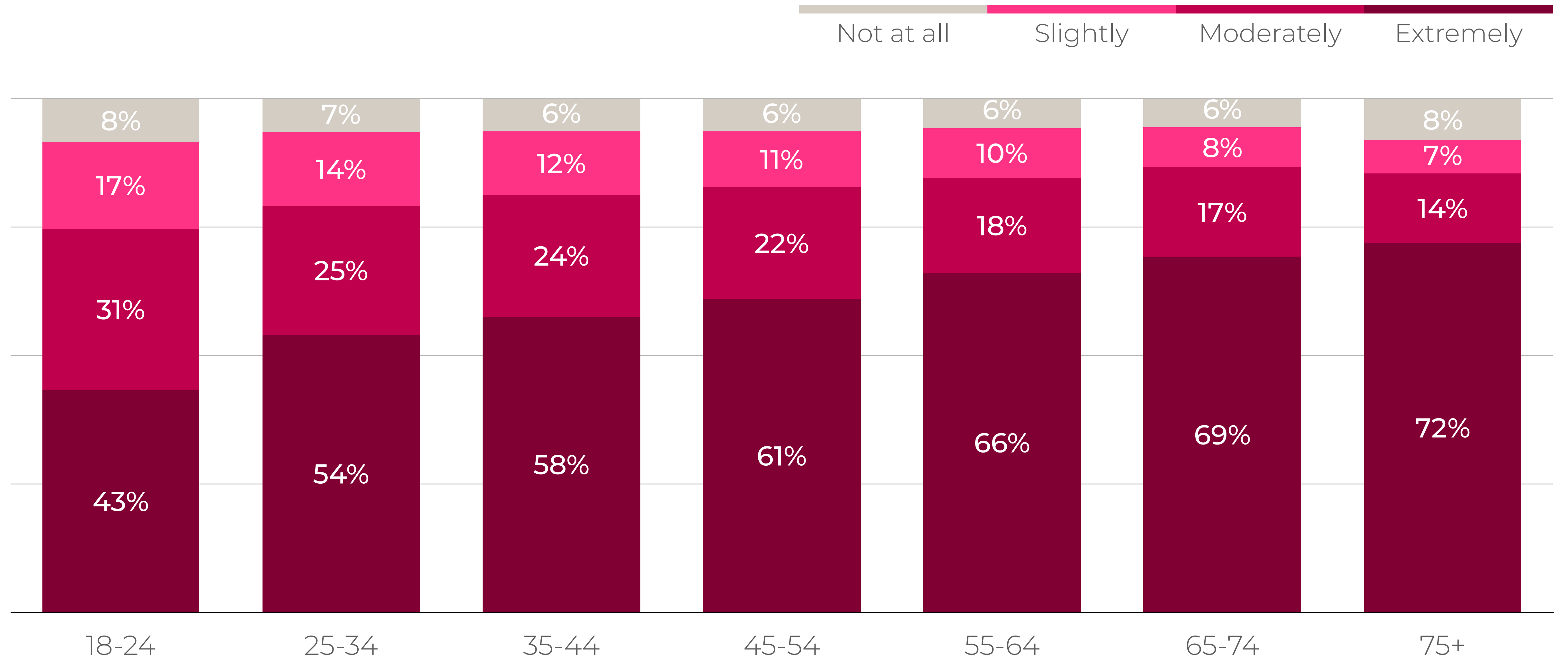
How concerned are you about small groups of people?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Concern Over Large Groups of People by Age (April 4-6)

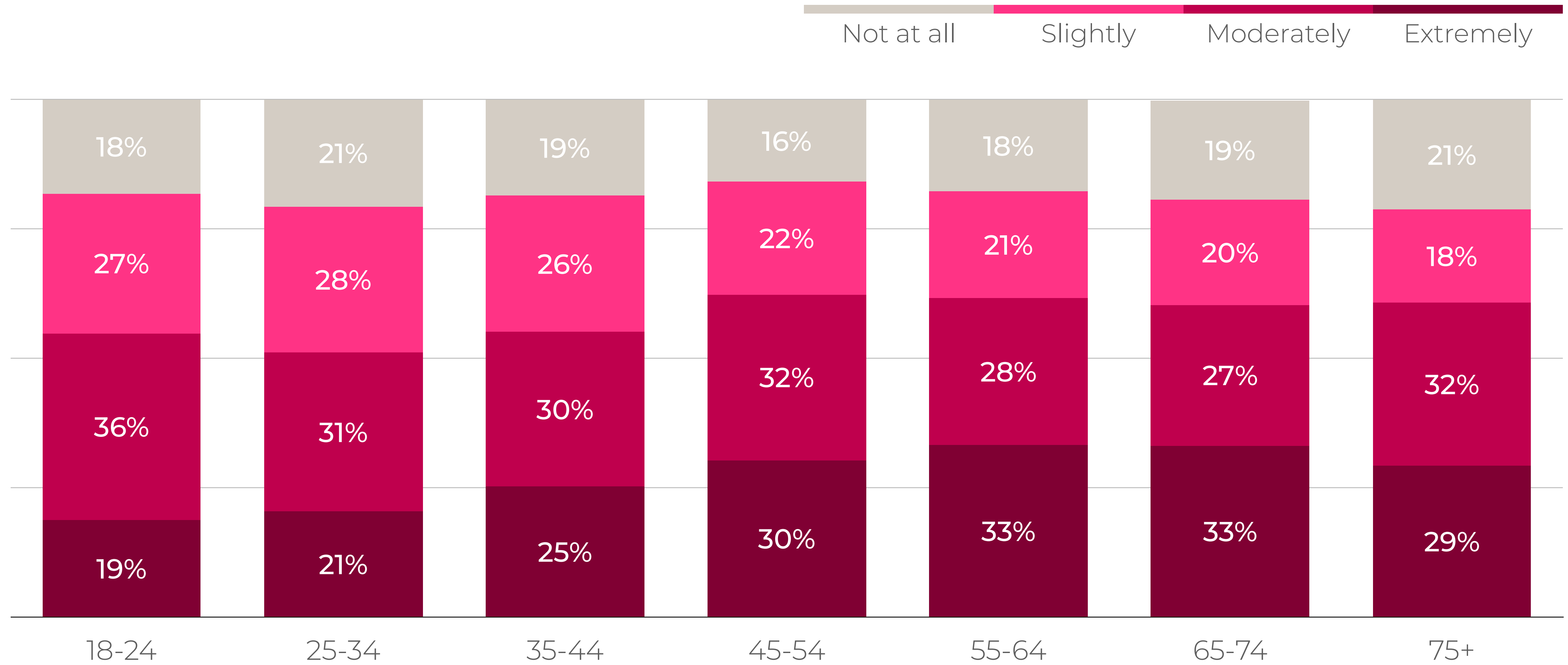
How concerned are you about large groups of people?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Concern Over Stock Market by Age (April 4-6)

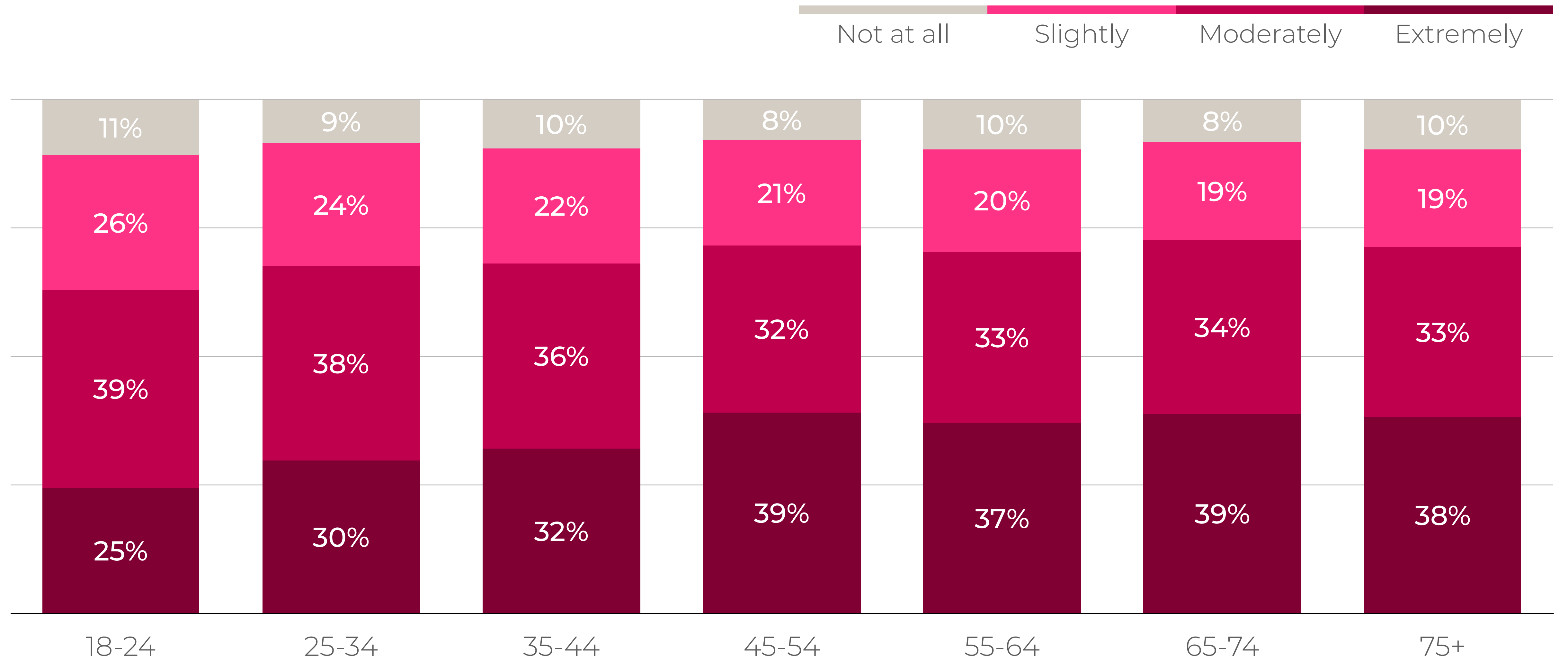
How concerned are you about the stock market?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Concern Over Small to Mid-Sized Businesses by Age (April 4-6)

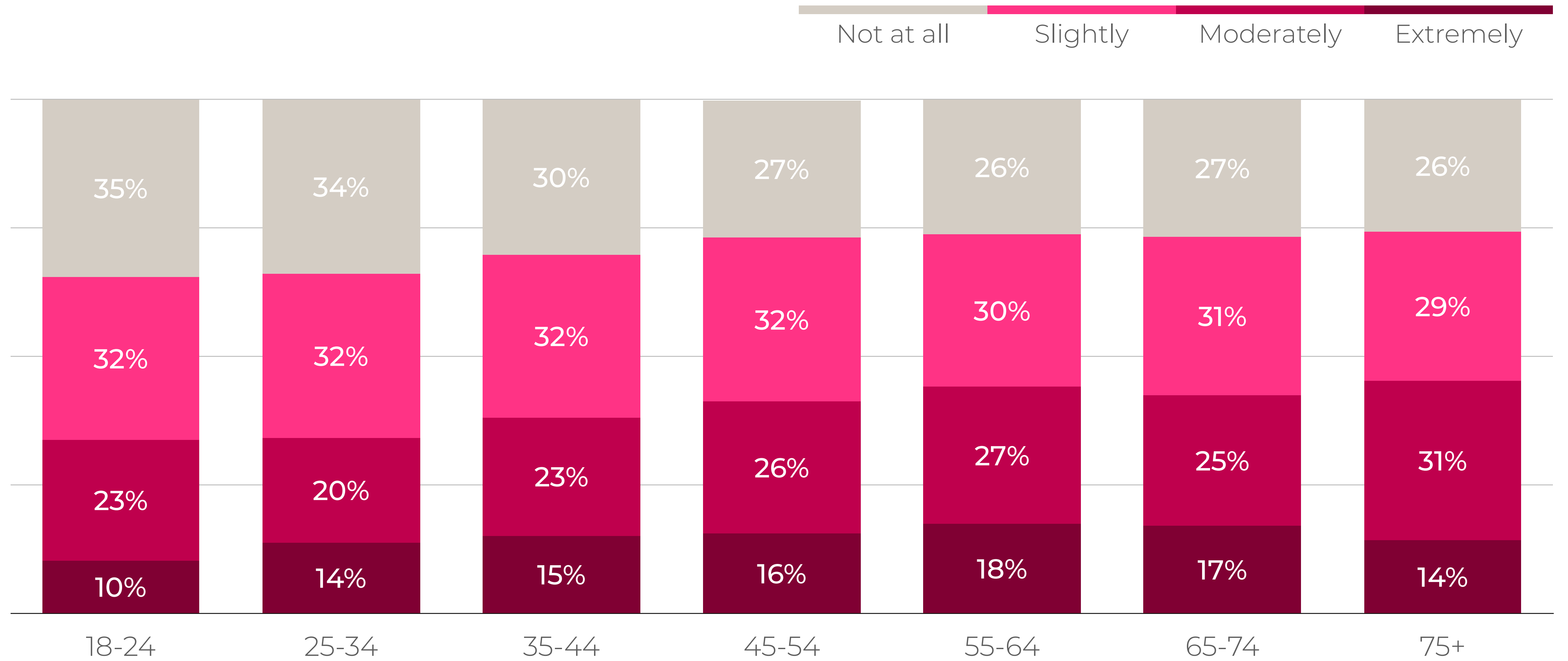
How concerned are you about small to mid-sized businesses?



Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

Concern Over Large Corporations by Age (April 4-6)

How concerned are you about large corporations?



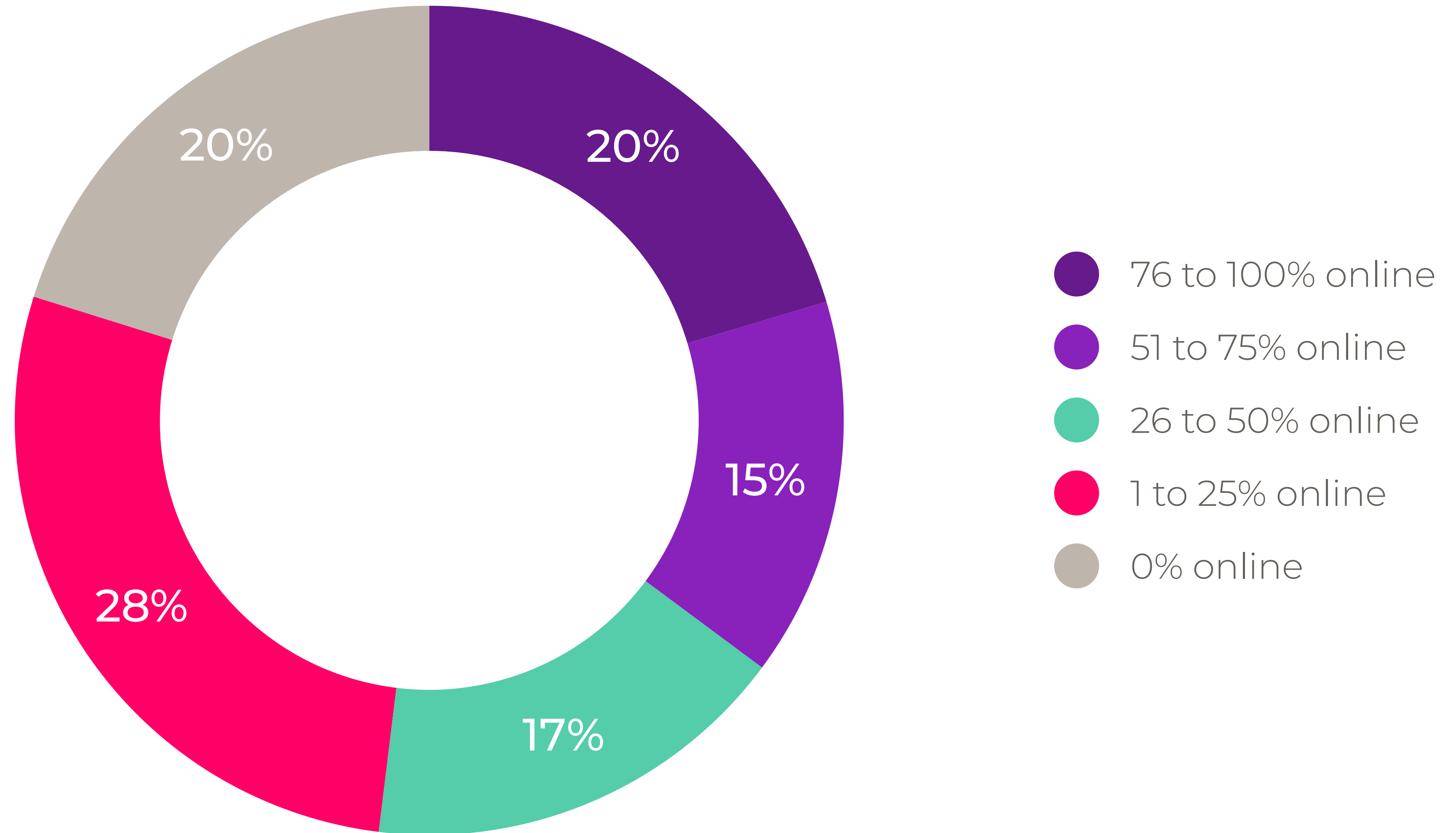
Source: 3rd edition of DISQO Consumer Confidence Survey; conducted April 04-06, 2020; n=10,925

March 30th Results

10,399 responses collected March 28 to March 30, 2020

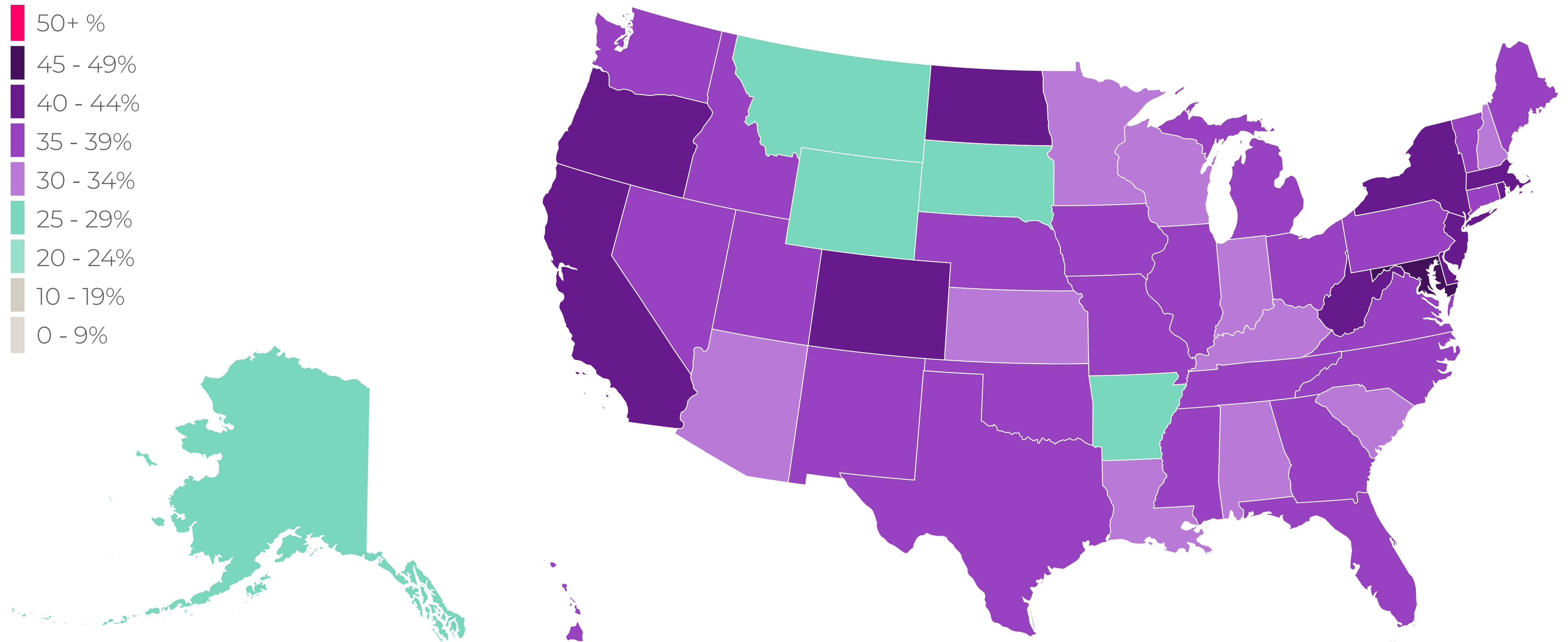
Proportion of Purchases Made Online (Mar. 28-30)

Q: Within the past week, what percent of your purchases have been made online?



Proportion of Purchases Made Online by State *(Mar. 28-30)*

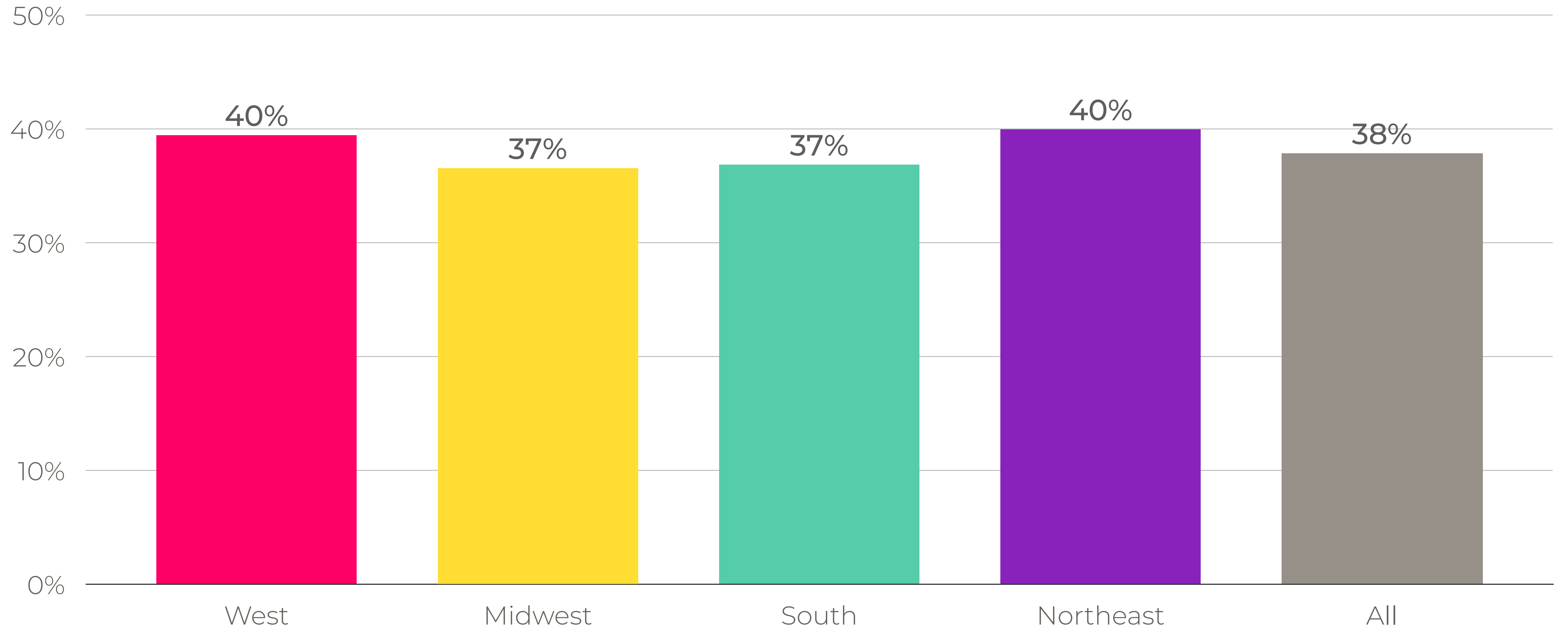
Q: Within the past week, what percent of your purchases have been made online?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Overall Share of Purchases Made Online by Region (Mar. 28-30)

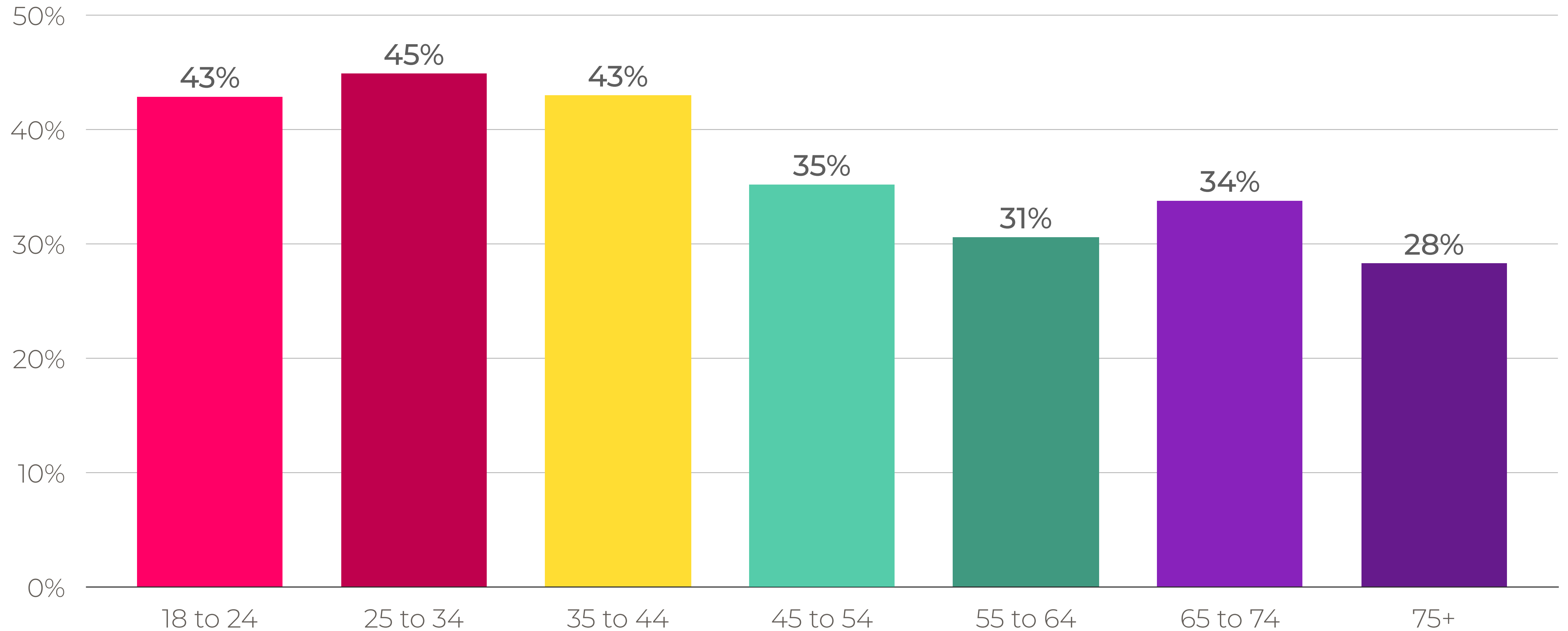
Within the past week, what percent of your purchases have been made online?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Overall Share of Purchases Made Online by Age (Mar. 28-30)

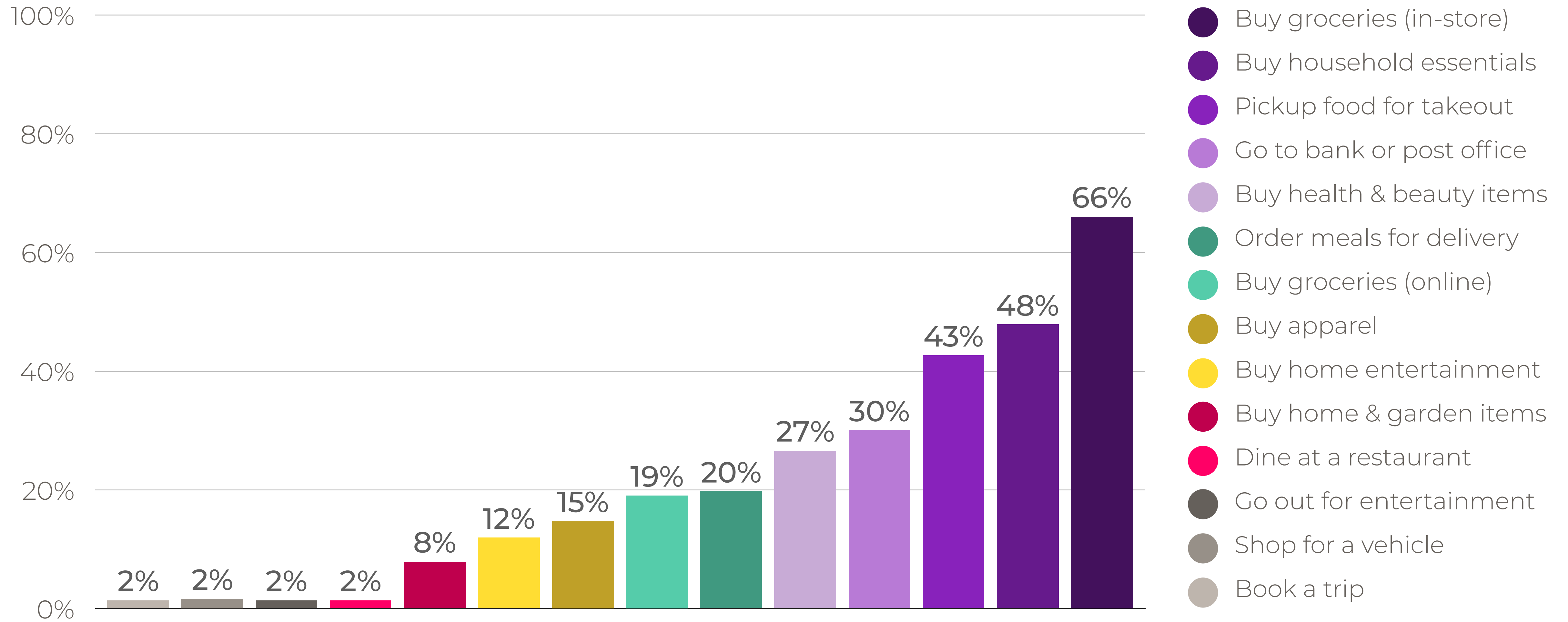
Within the past week, what percent of your purchases have been made online?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Recent Activities (Mar. 28-30)

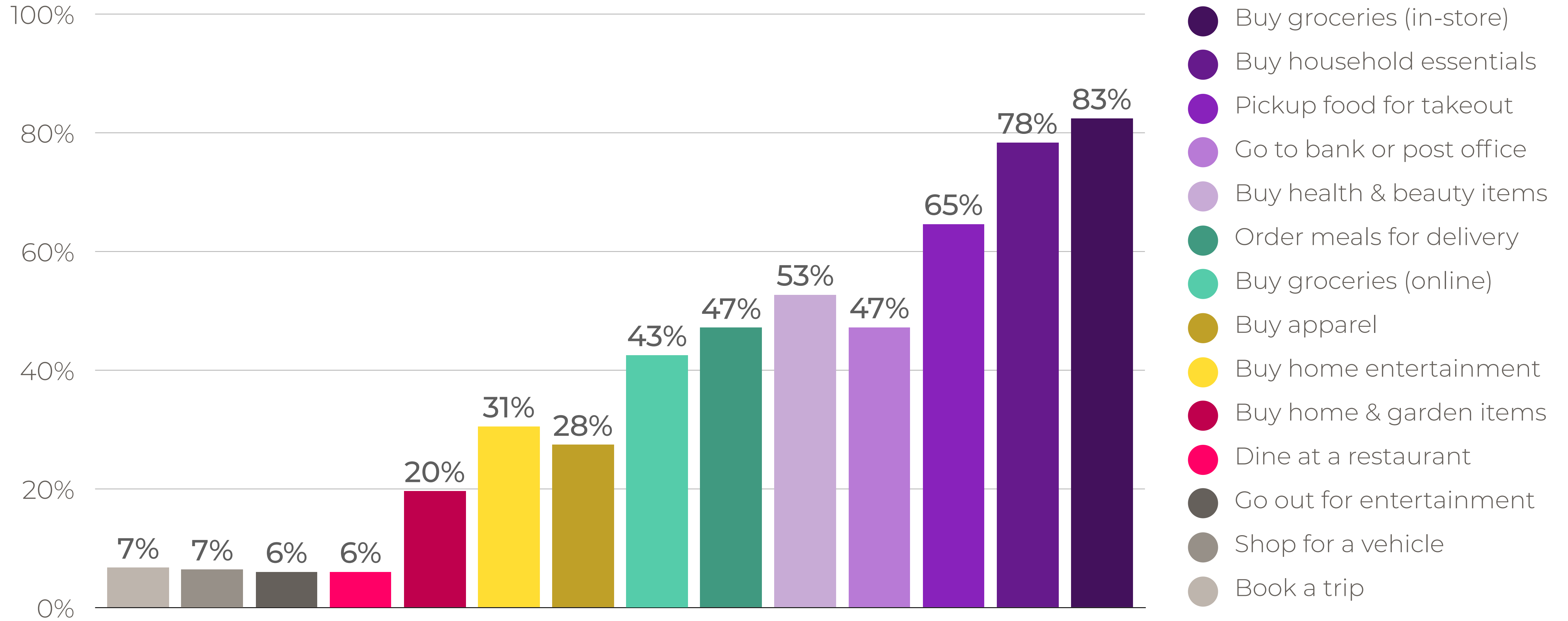
Q: Within the past week, which of the following activities did you do?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Planned Activities (Mar. 28-30)

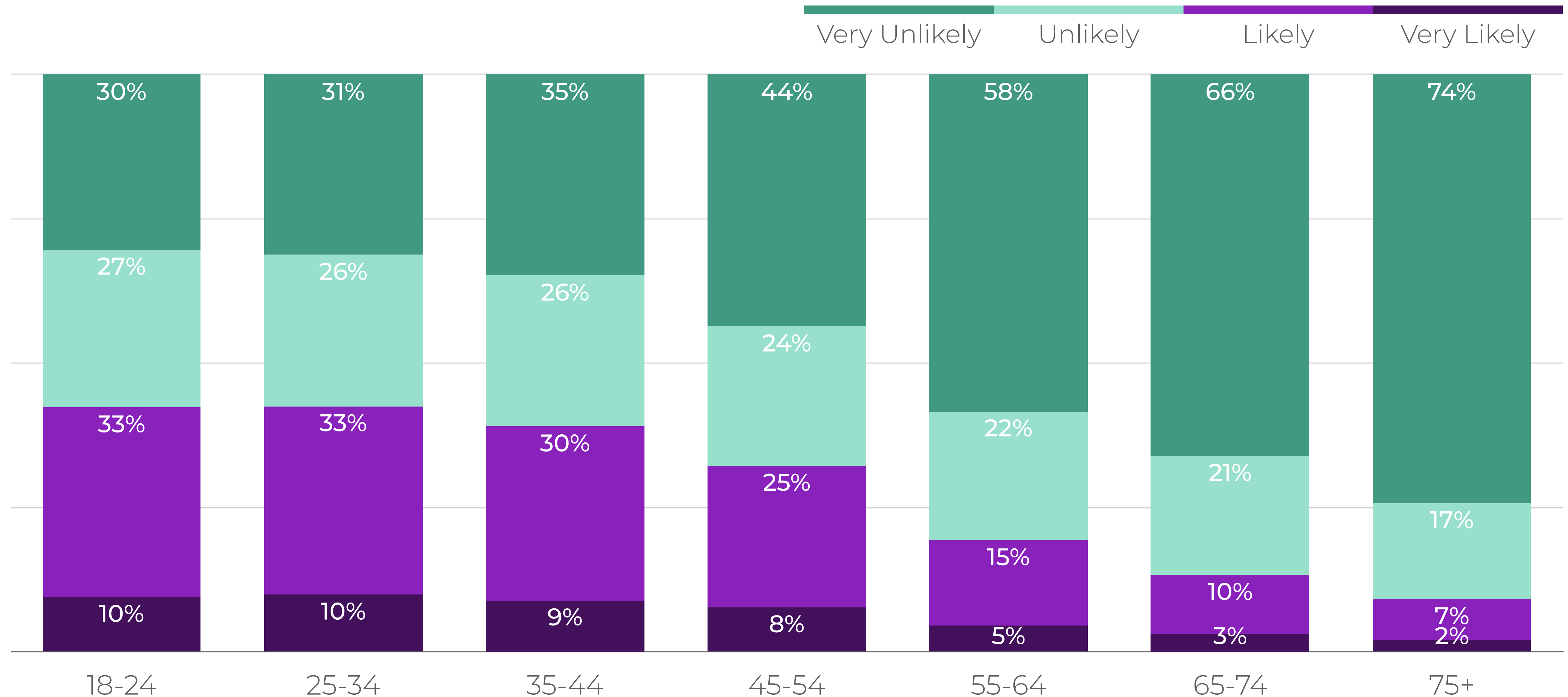
Q: How likely are you to _____ in the next 2 weeks?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Likelihood of Purchasing Home Entertainment (Mar. 28-30)

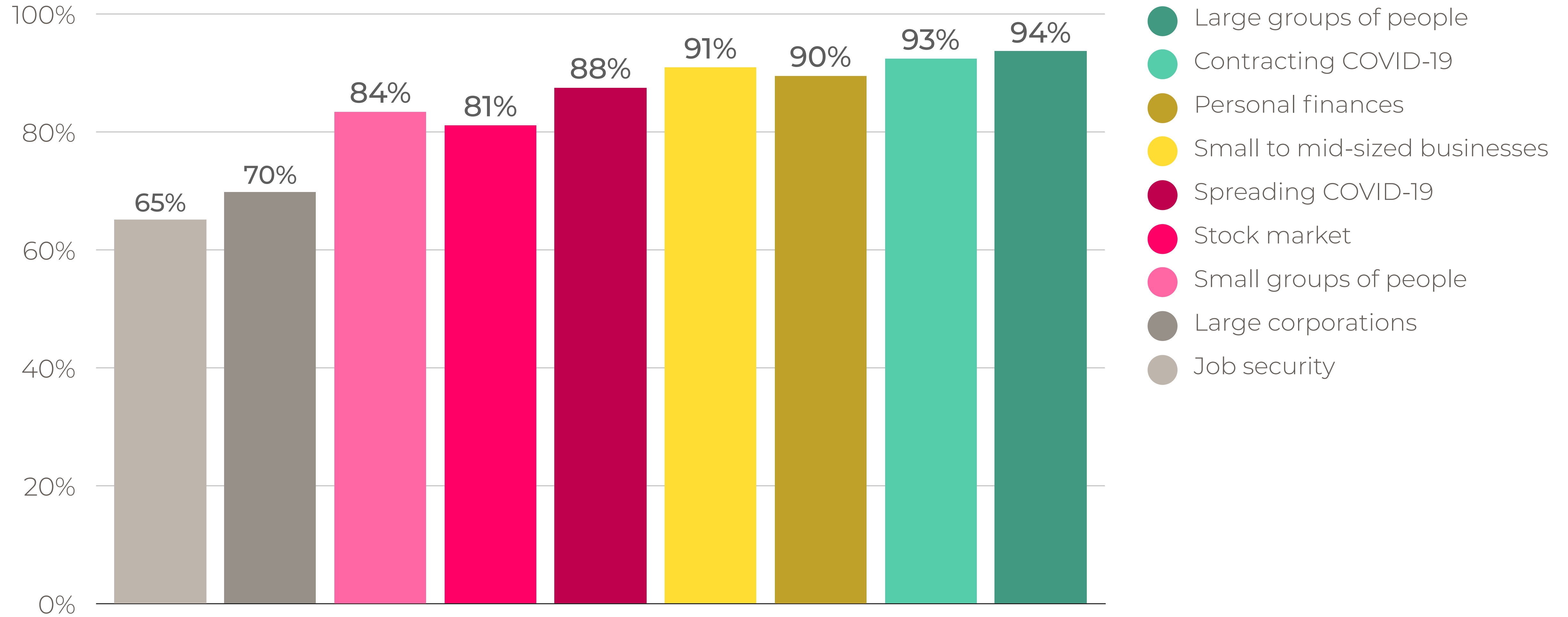
Q: How likely are you to purchase home entertainment in the next 2 weeks?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Consumer Concerns *(Mar. 28-30)*

Q: How concerned are you about _____?



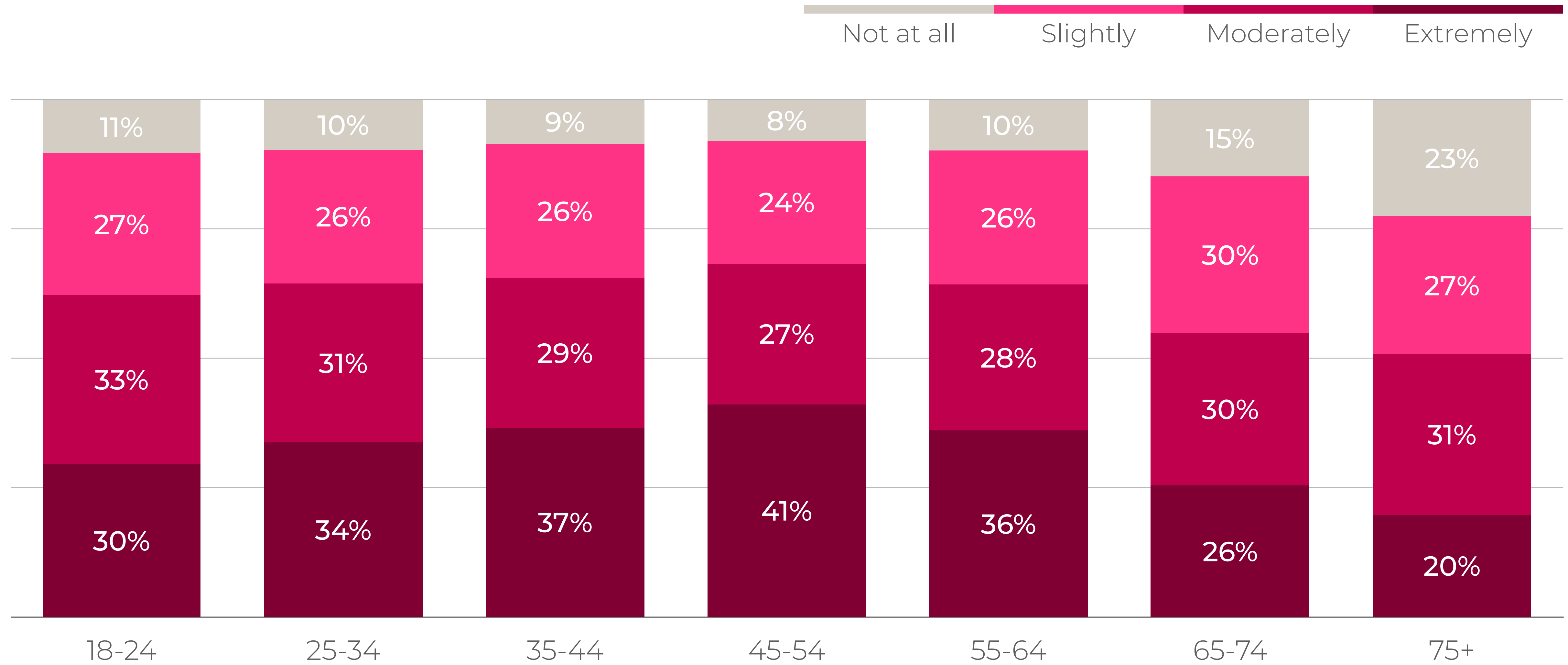
Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Consumer Concerns by Age

March 28-30

Concern Over Personal Finances by Age (Mar. 28-30)

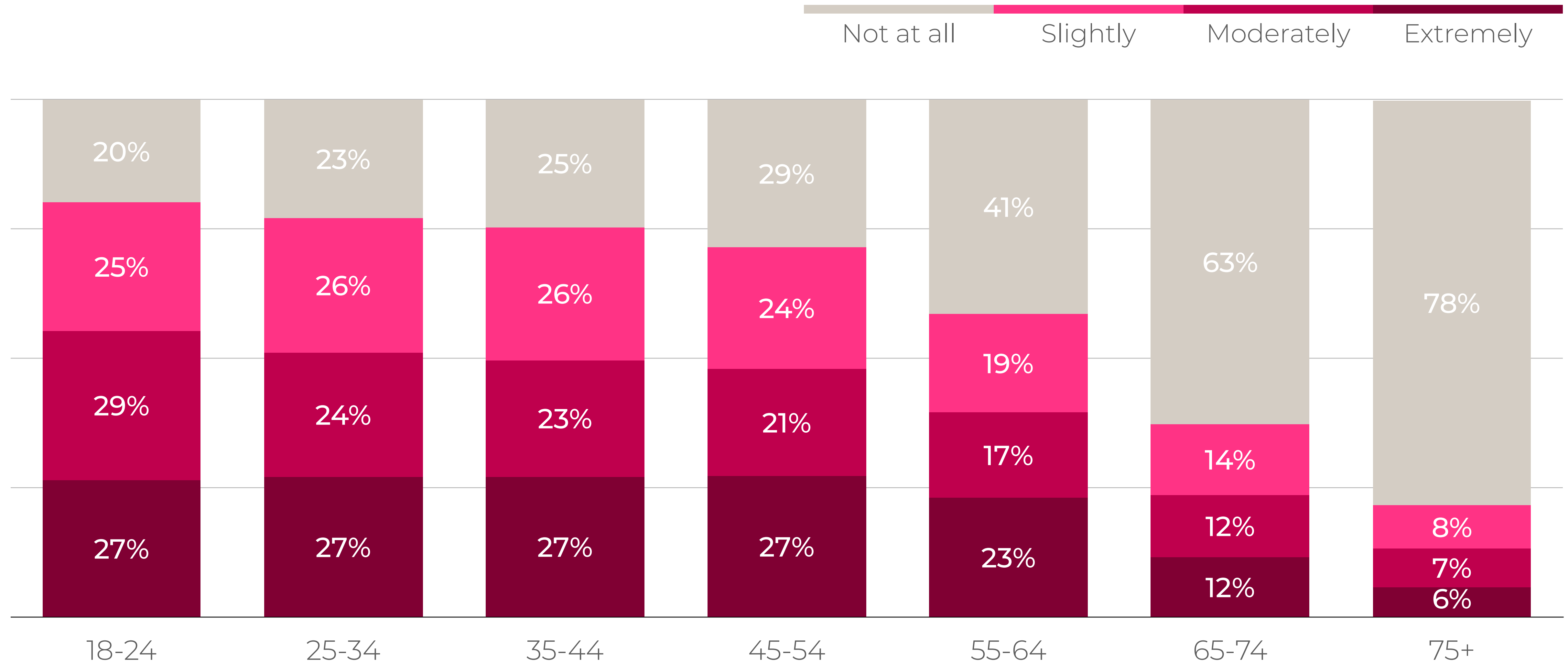
How concerned are you about personal finances?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Concern Over Job Security by Age (Mar. 28-30)

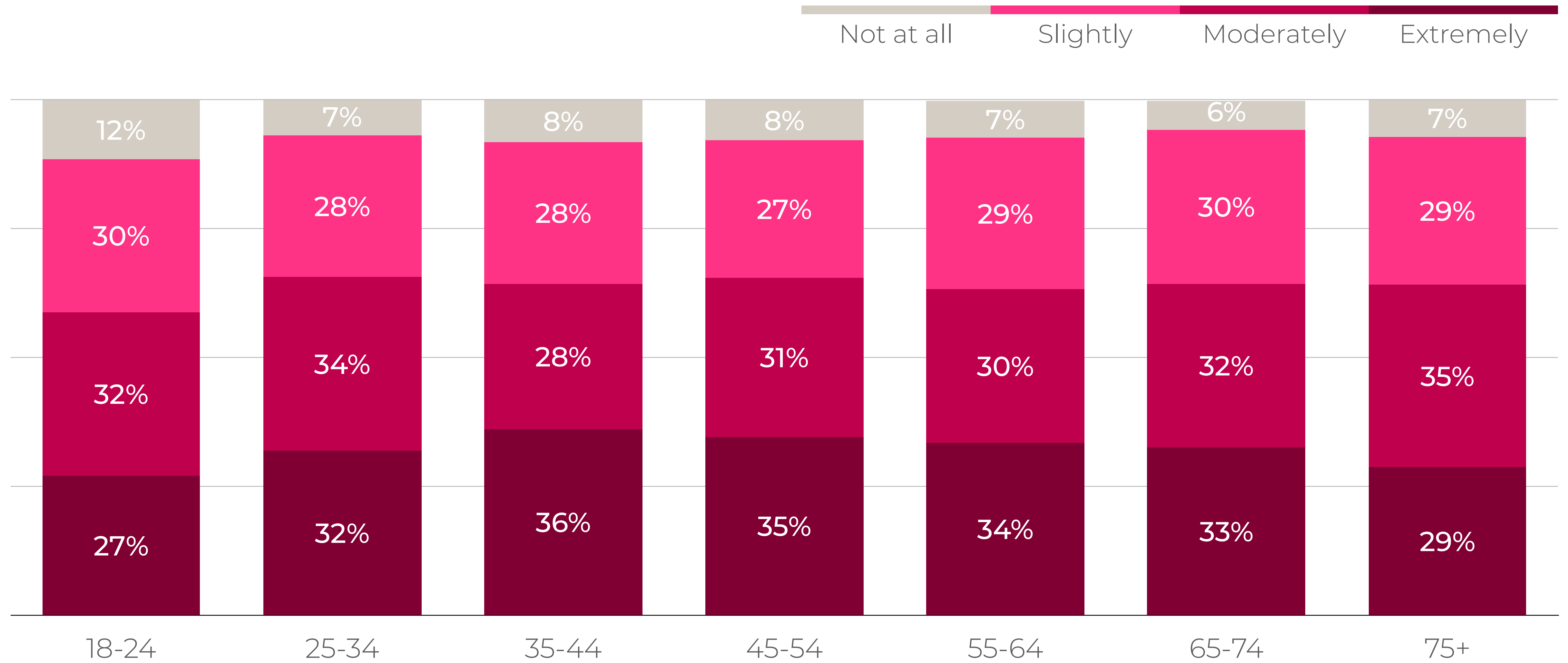
How concerned are you about job security?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Concern Over Contracting COVID-19 by Age (Mar. 28-30)

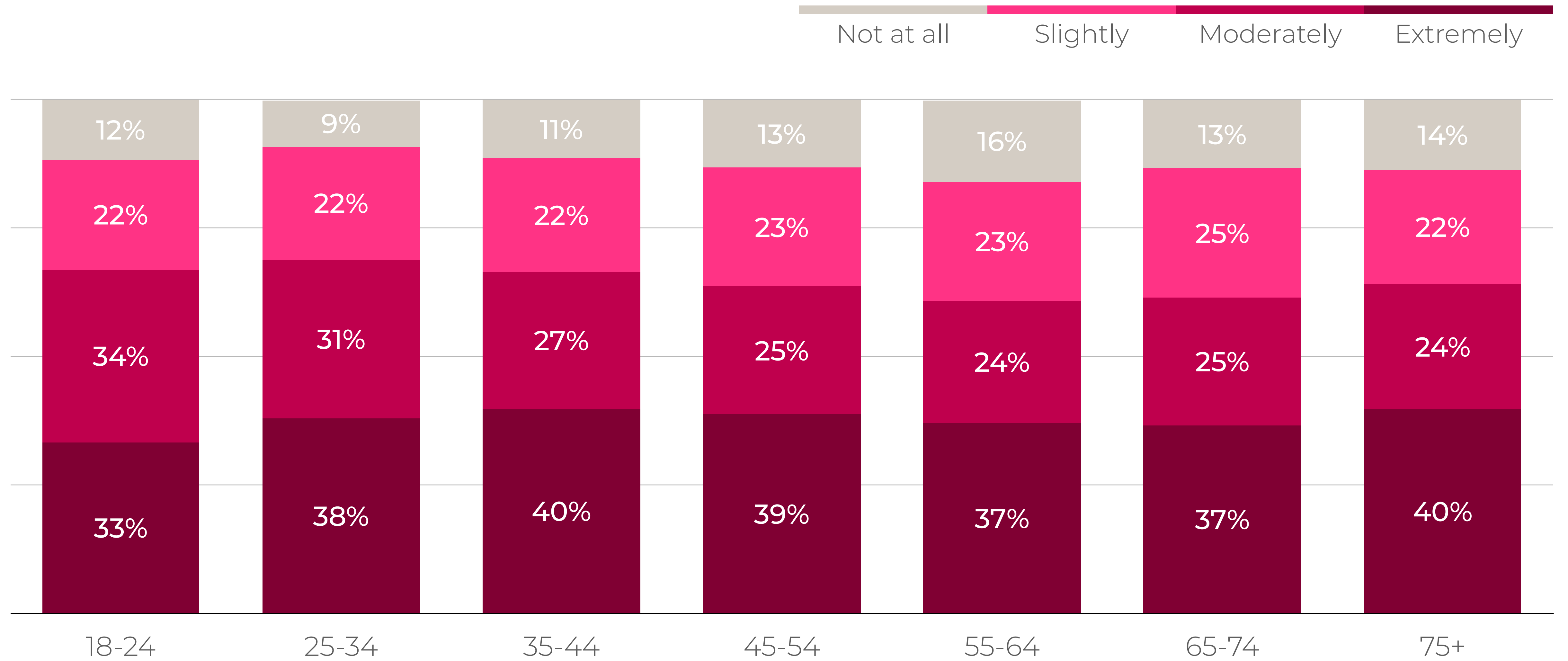
How concerned are you about contracting COVID-19?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Concern Over Spreading COVID-19 by Age (Mar. 28-30)

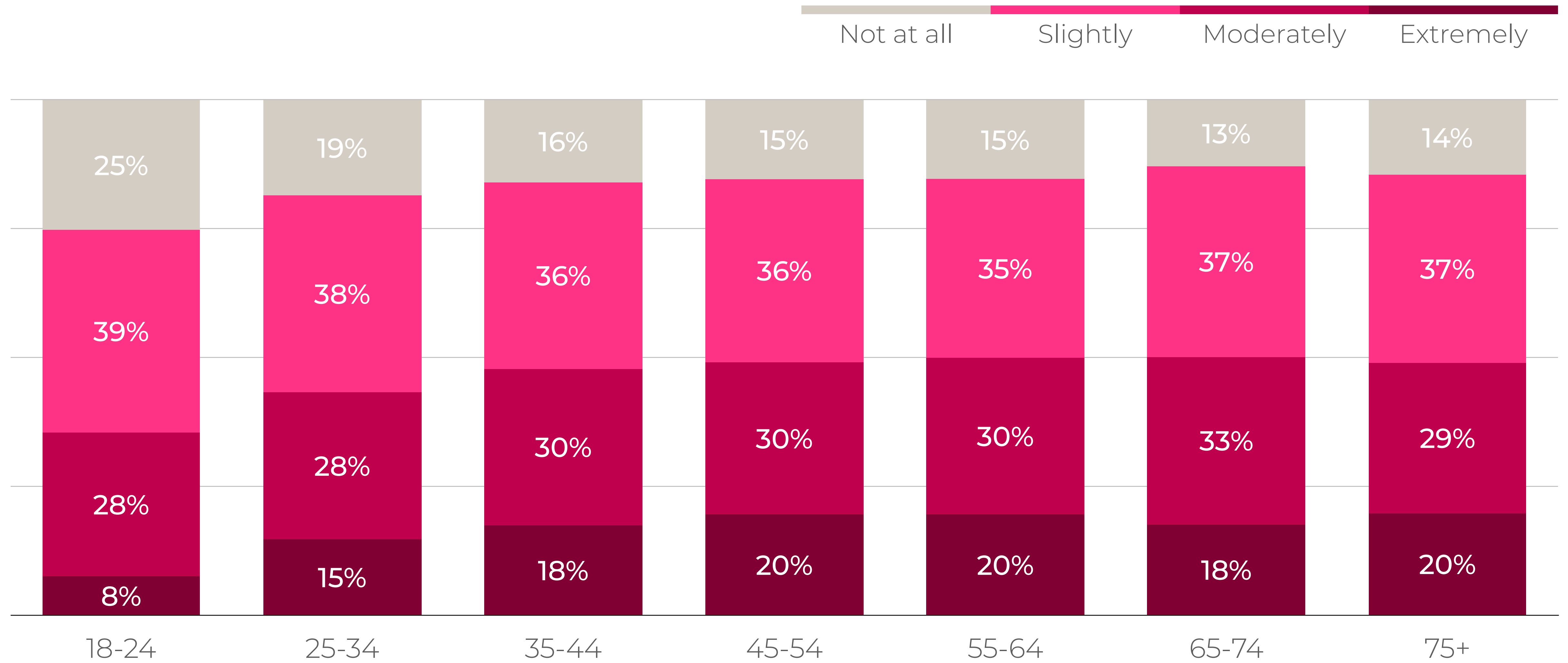
How concerned are you about spreading COVID-19?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Concern Over Small Groups of People by Age (Mar. 28-30)

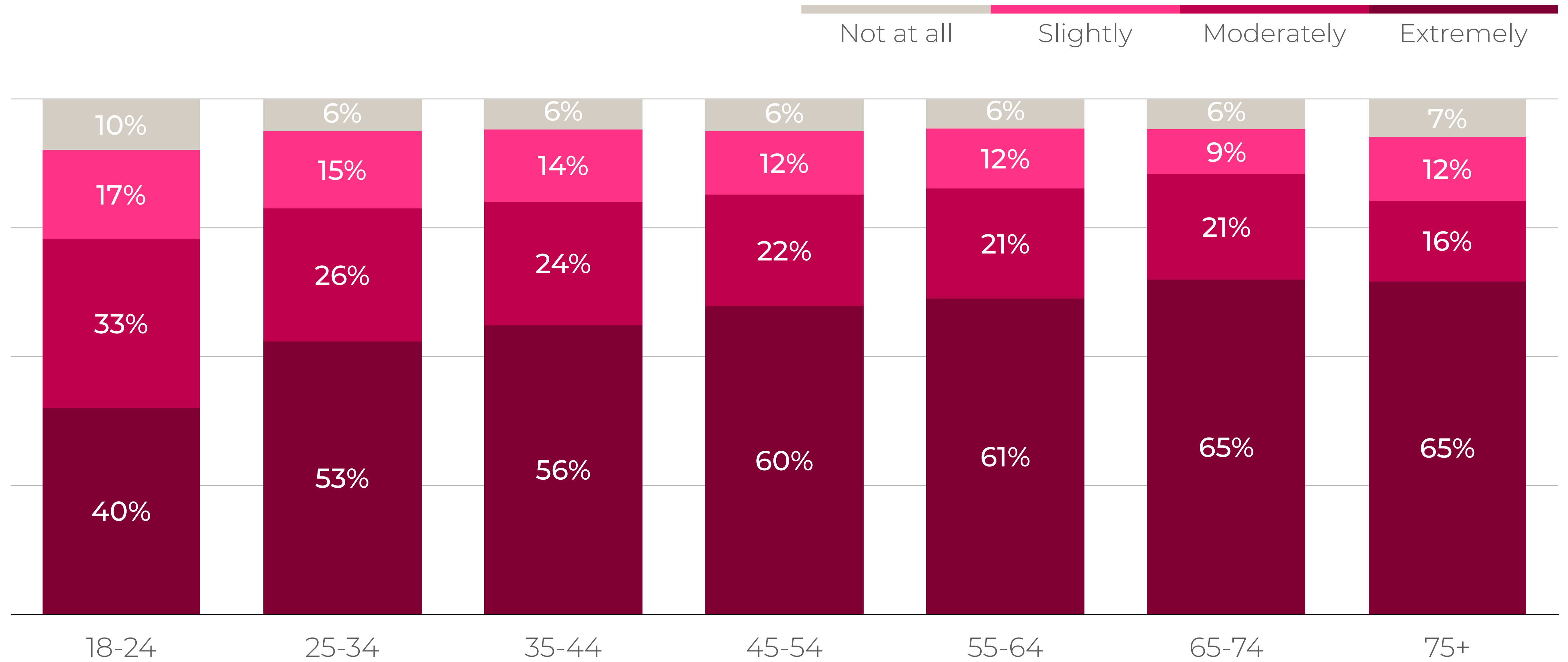
How concerned are you about small groups of people?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Concern Over Large Groups of People by Age (Mar. 28-30)

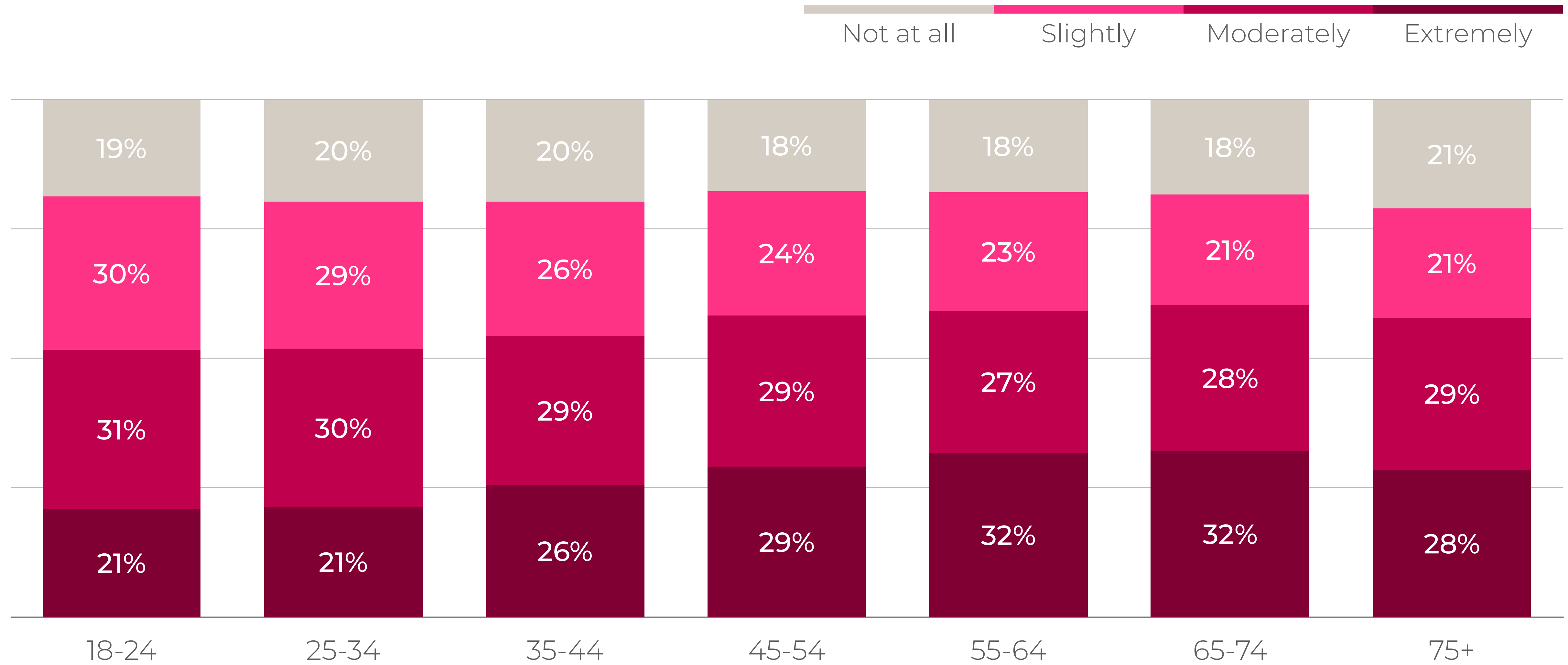
How concerned are you about large groups of people?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Concern Over Stock Market by Age (Mar. 28-30)

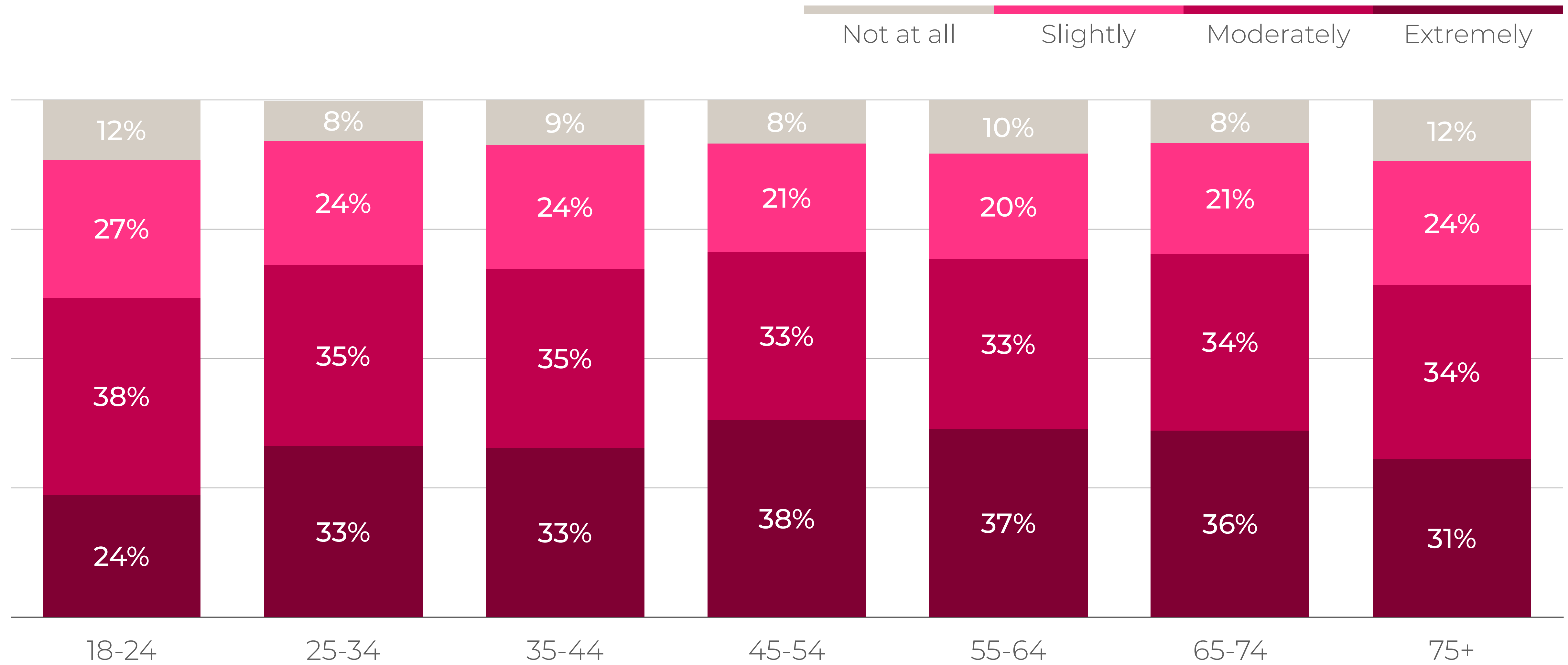
How concerned are you about the stock market?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Concern Over Small to Mid-Sized Businesses by Age (Mar. 28-30)

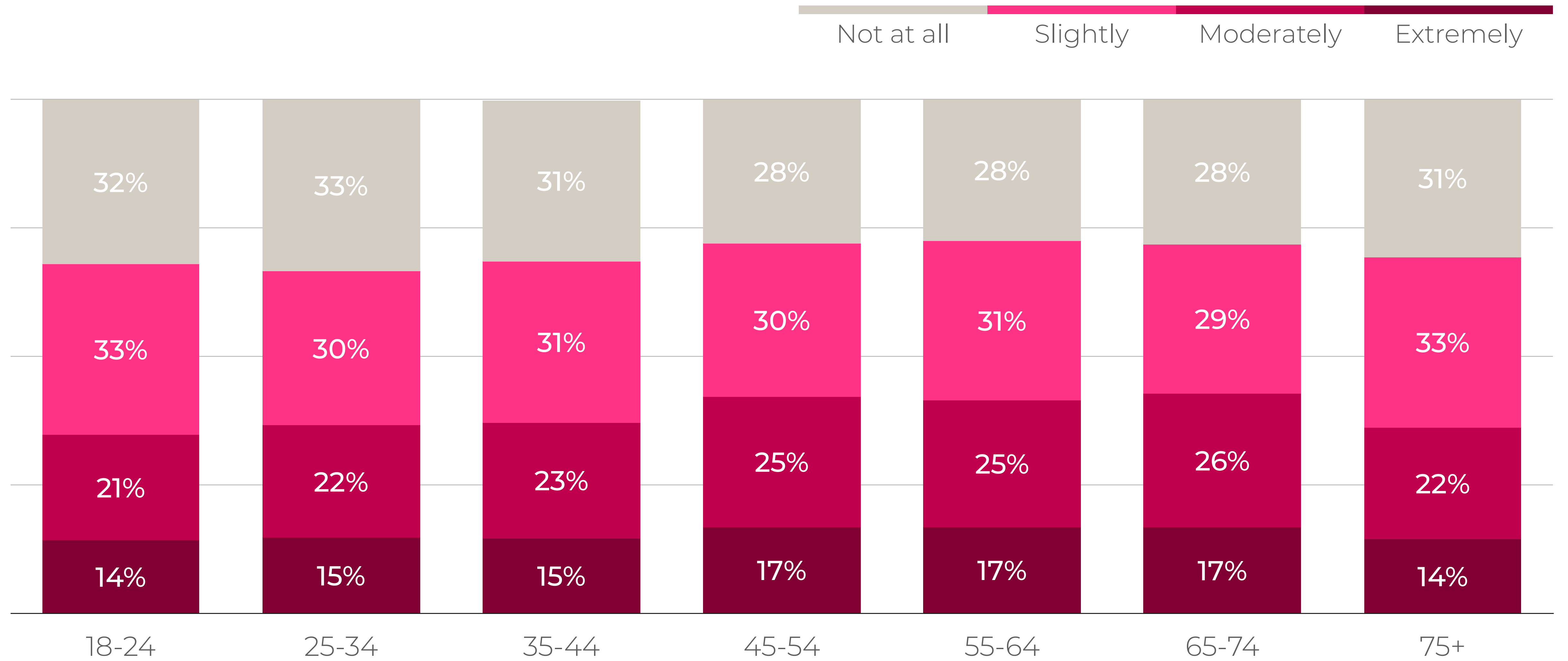
How concerned are you about small to mid-sized businesses?



Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

Concern Over Large Corporations by Age (Mar. 28-30)

How concerned are you about large corporations?



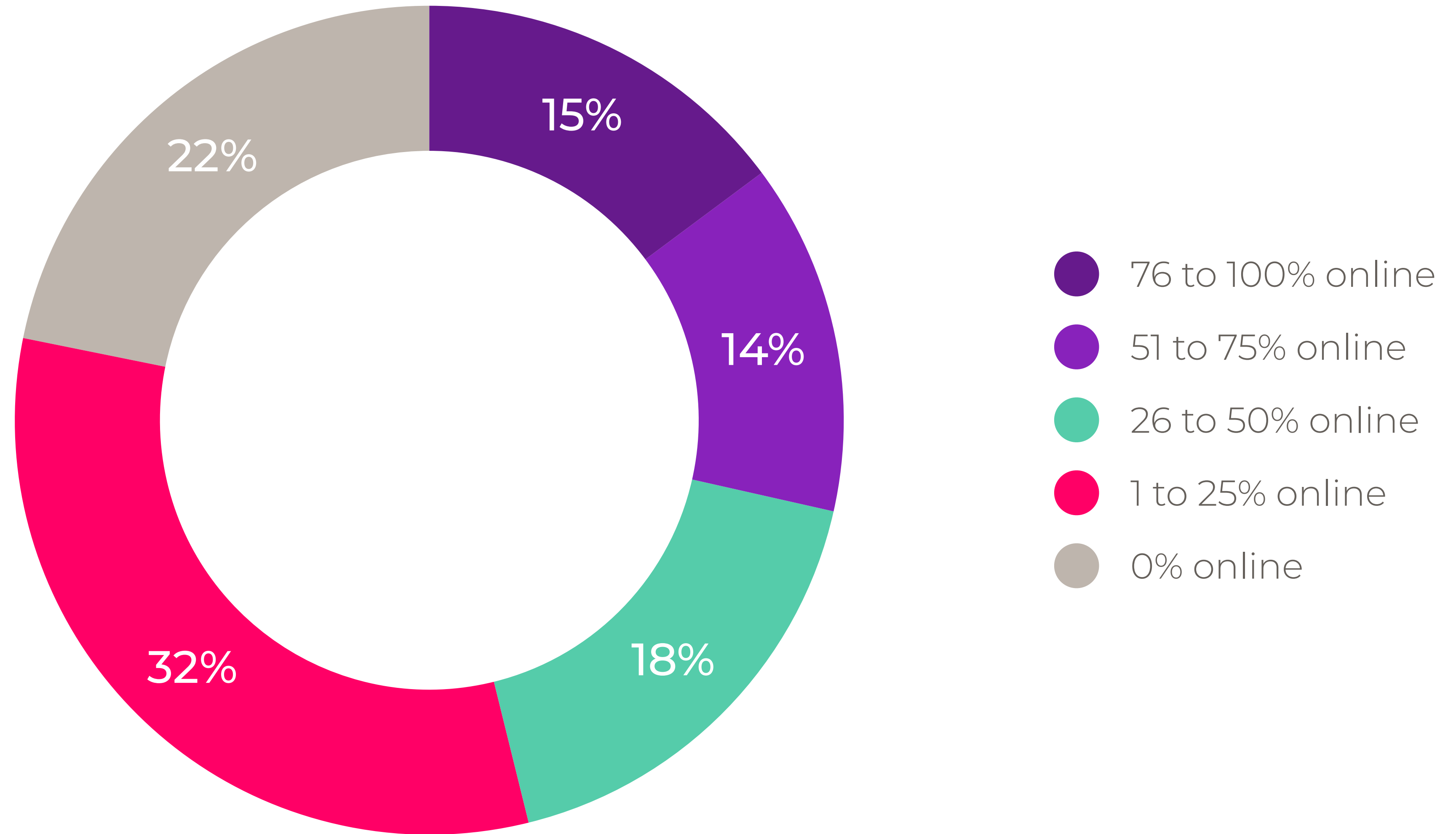
Source: 2nd edition of DISQO Consumer Confidence Survey; conducted March 28-30, 2020; n=10,399

March 23rd Results

11,250 responses collected March 21 to March 23, 2020

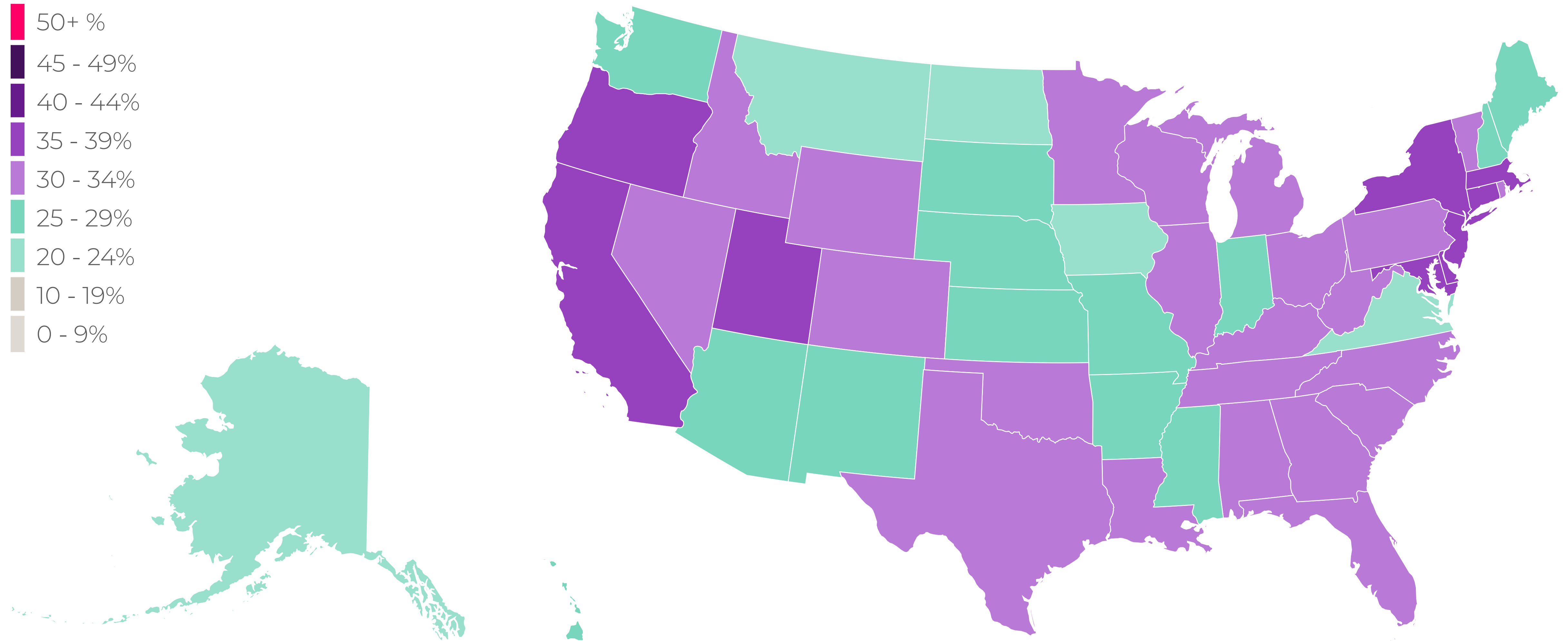
Proportion of Purchases Made Online (Mar. 21-23)

Q: Within the past week, what percent of your purchases have been made online?



Proportion of Purchases Made Online by State (Mar. 21-23)

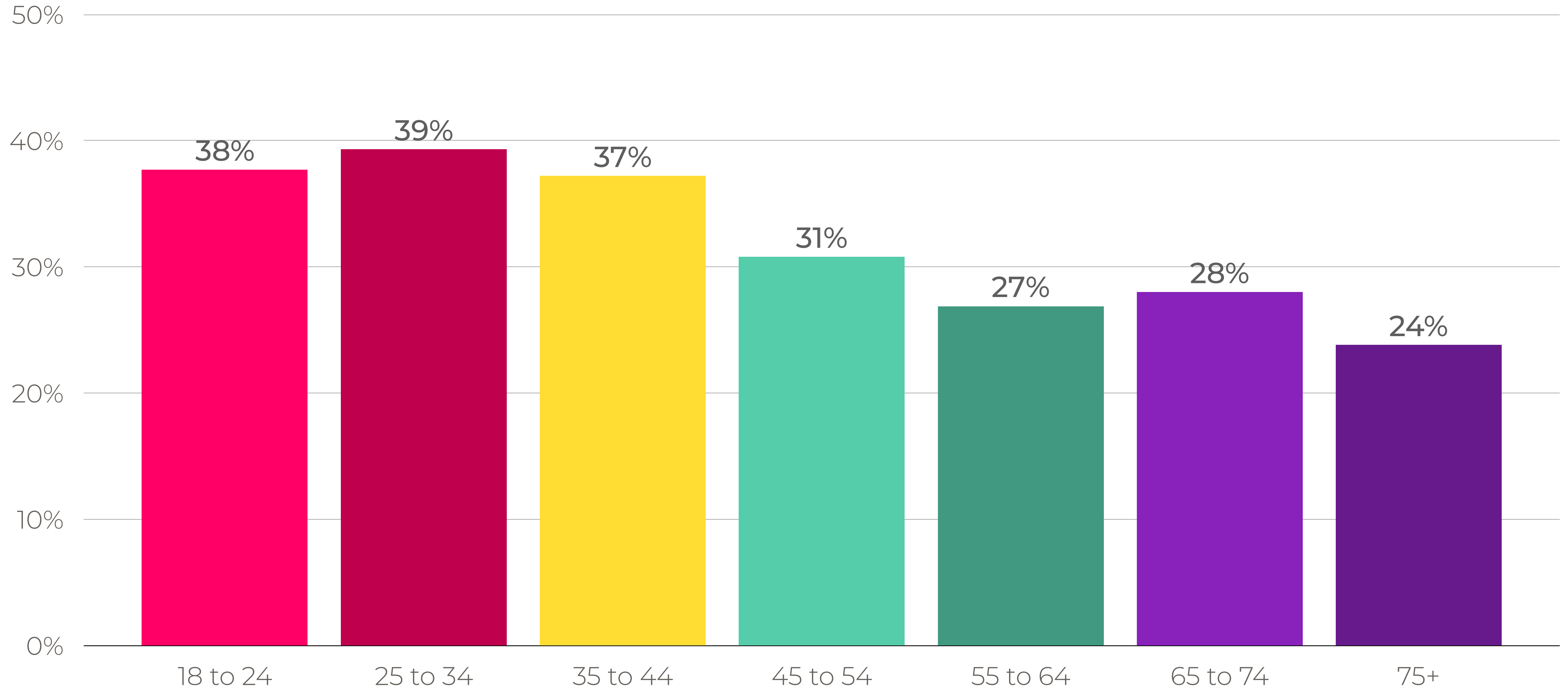
Q: Within the past week, what percent of your purchases have been made online?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Overall Share of Purchases Made Online by Age (Mar. 21-23)

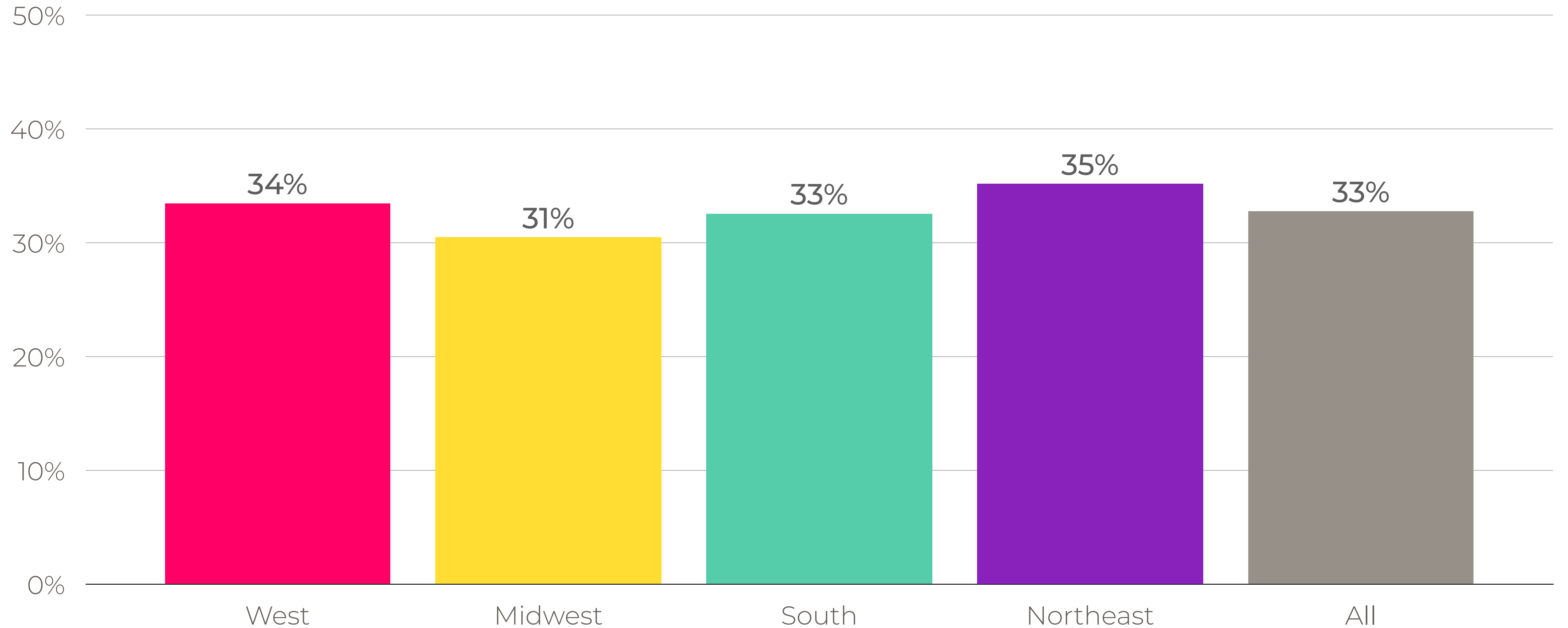
Within the past week, what percent of your purchases have been made online?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Overall Share of Purchases Made Online by Region (Mar. 21-23)

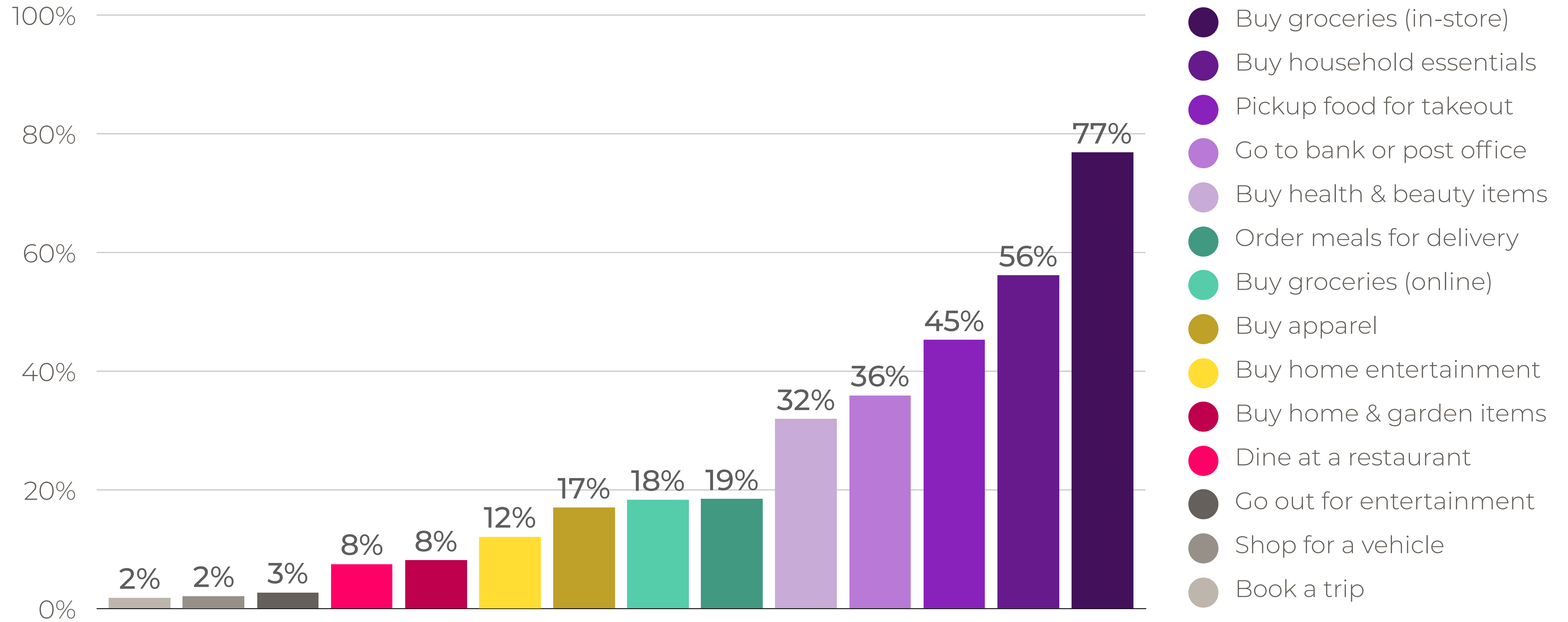
Within the past week, what percent of your purchases have been made online?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Recent Activities (Mar. 21-23)

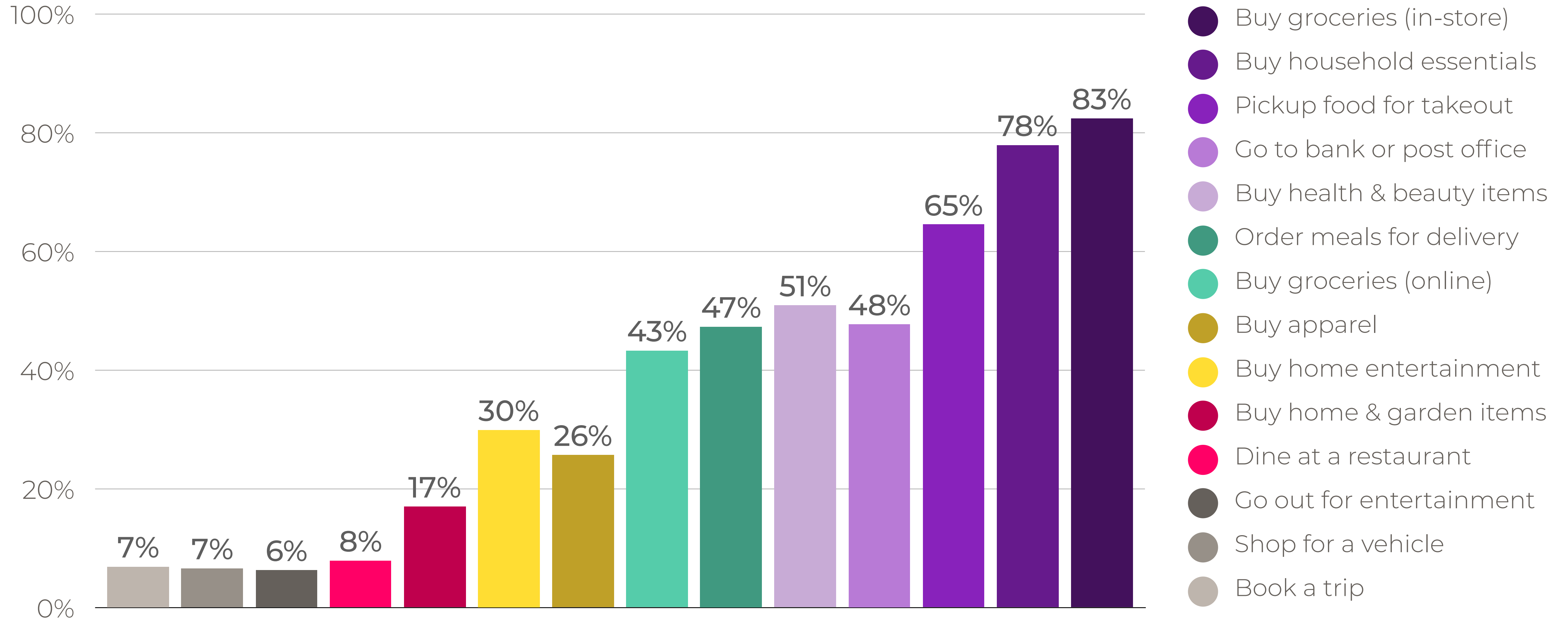
Q: Within the past week, which of the following activities did you do?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Planned Activities (Mar. 21-23)

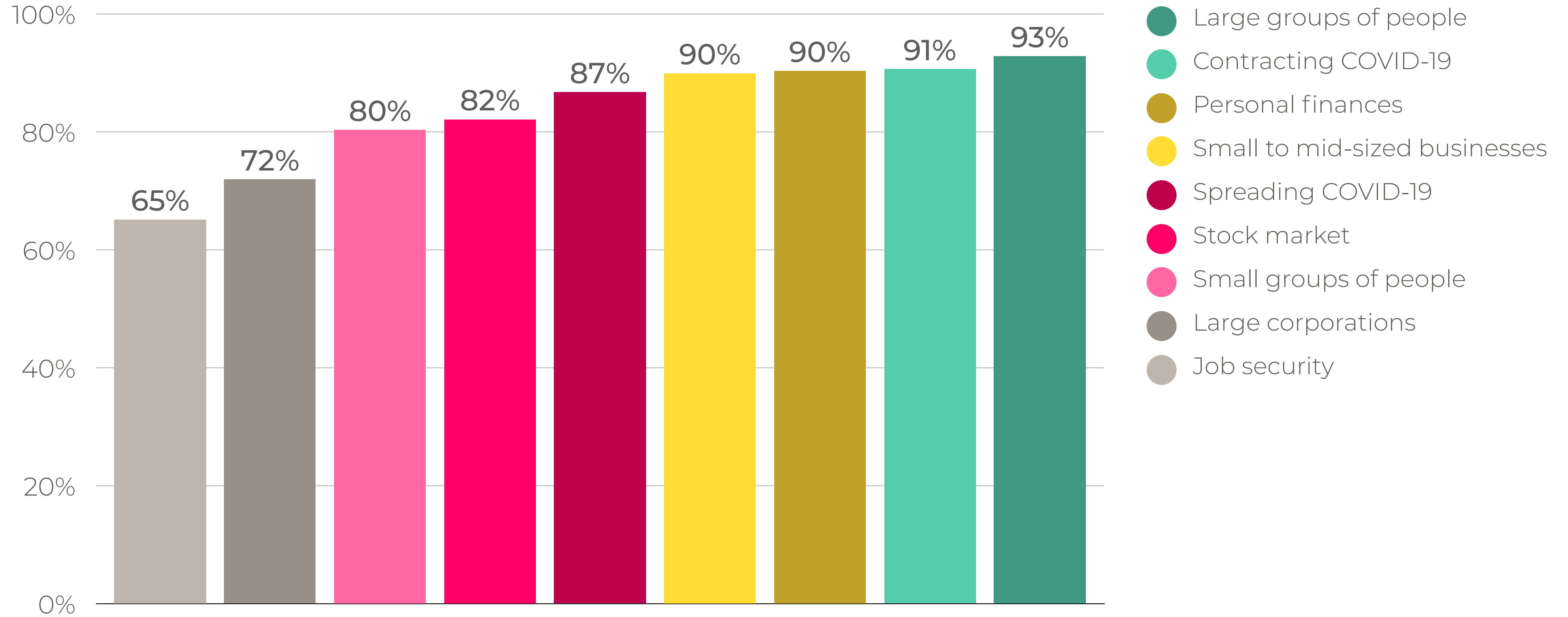
Q: How likely are you to _____ in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Consumer Concerns *(Surveyed Mar. 21-23)*

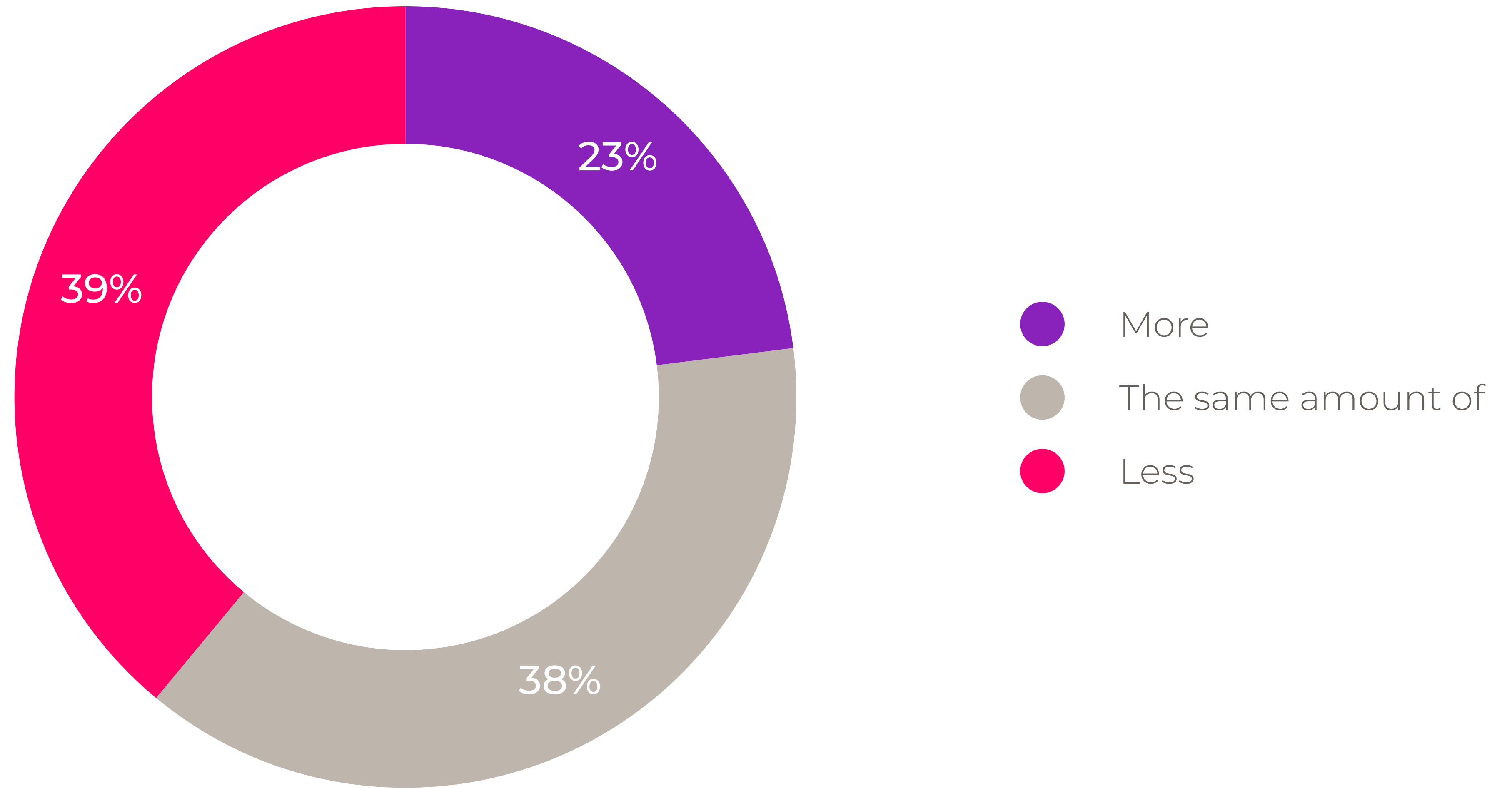
Q: How concerned are you about _____?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

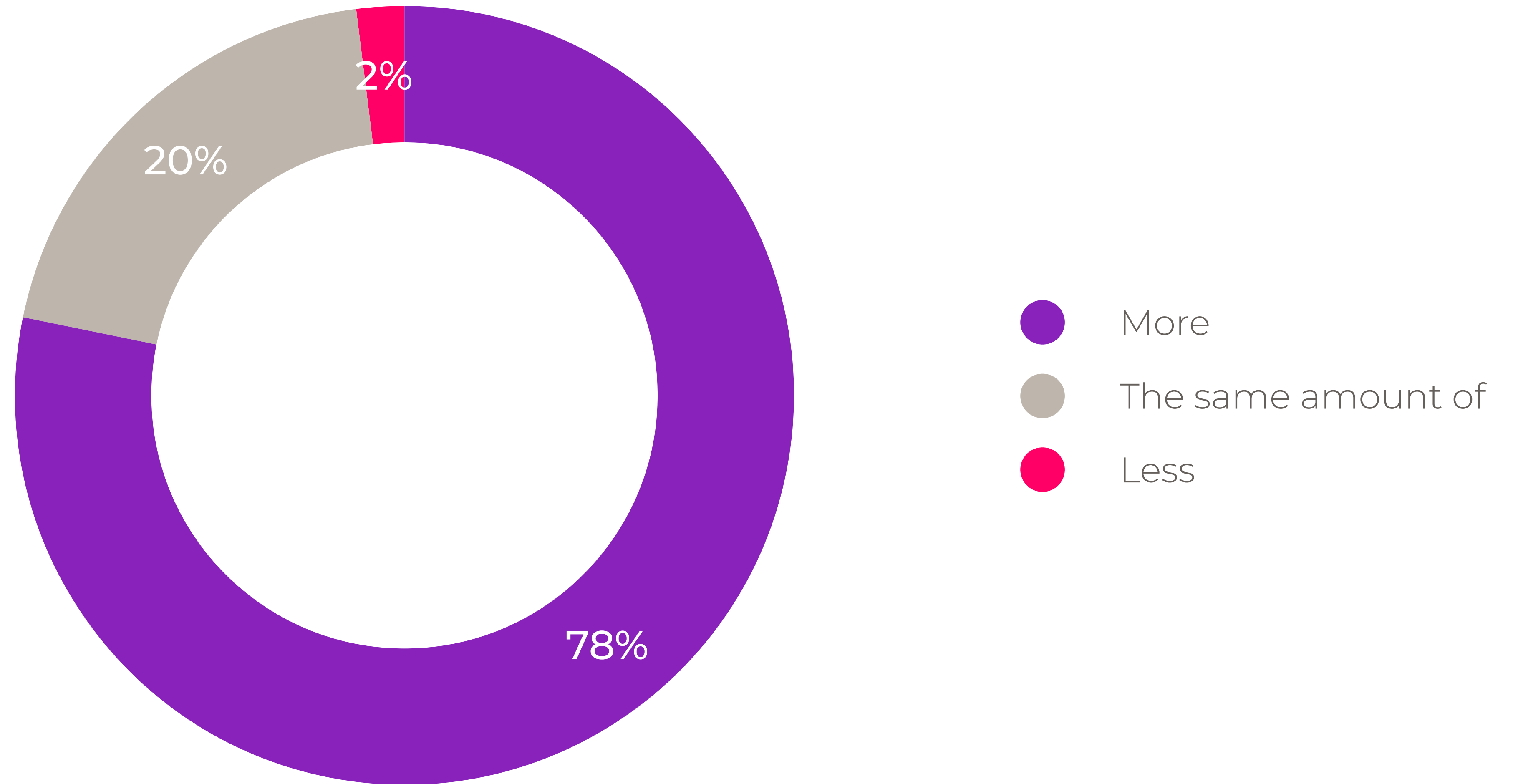
Consumer Spending Habits (Mar. 21-23)

Q: I am spending _____ money than I was last month.



Consumer Time Spent at Home (Mar. 21-23)

Q: I'm in my home _____ I was last month.

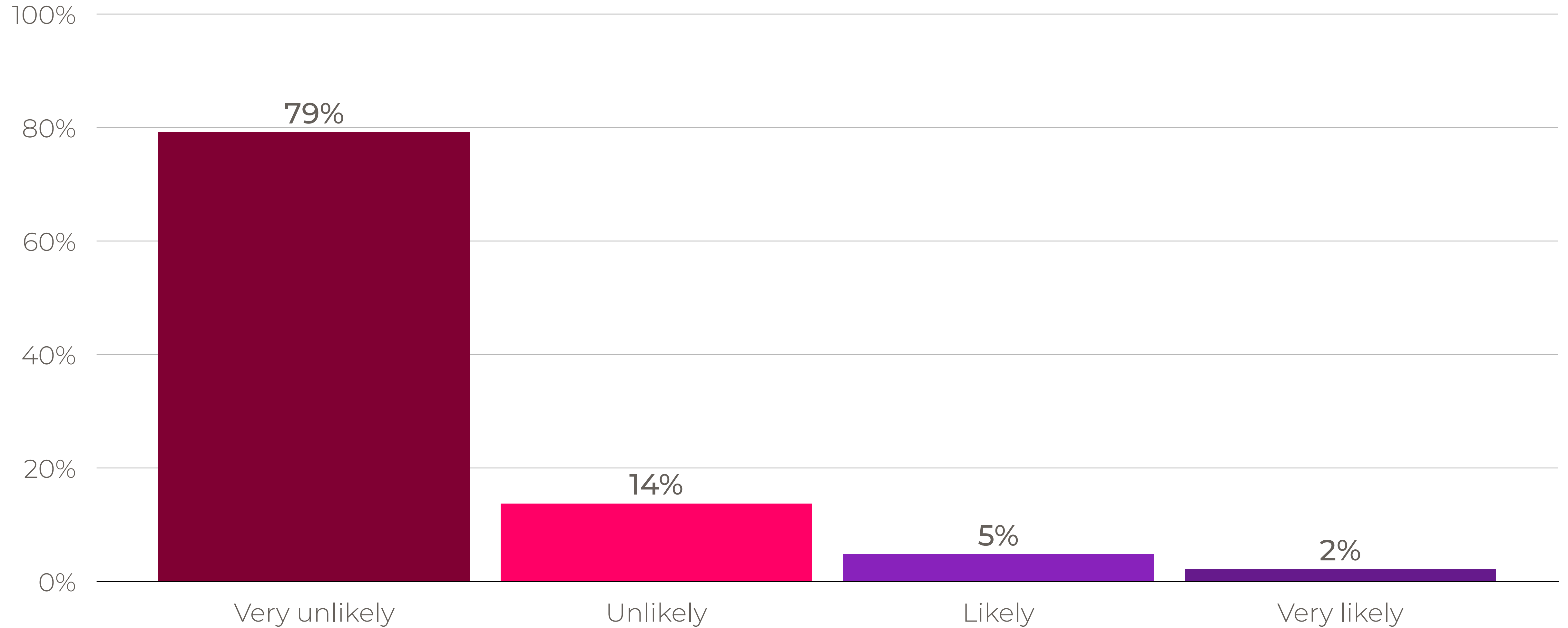


Planned Activity Breakdown

March 21-23

Likelihood to Travel *(Mar. 21-23)*

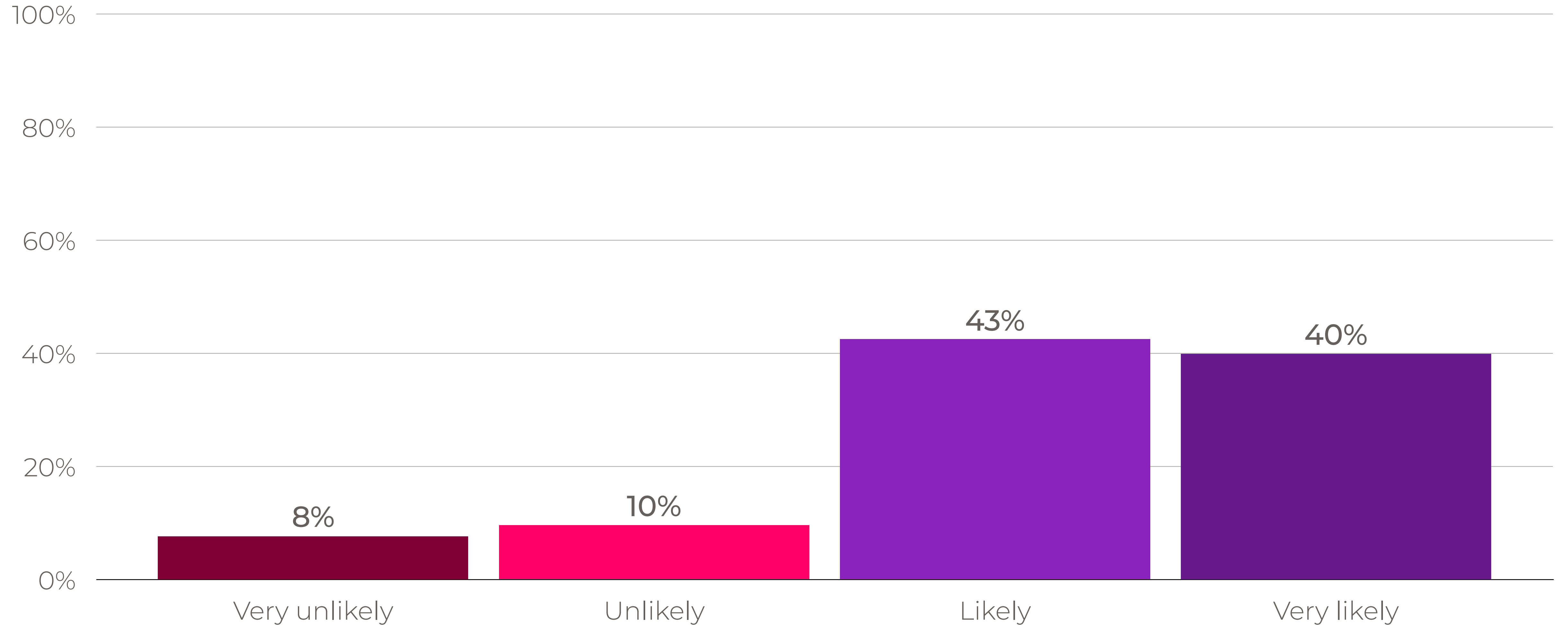
Q: How likely are you to book a trip in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood to Shop for Groceries In-Store (Mar. 21-23)

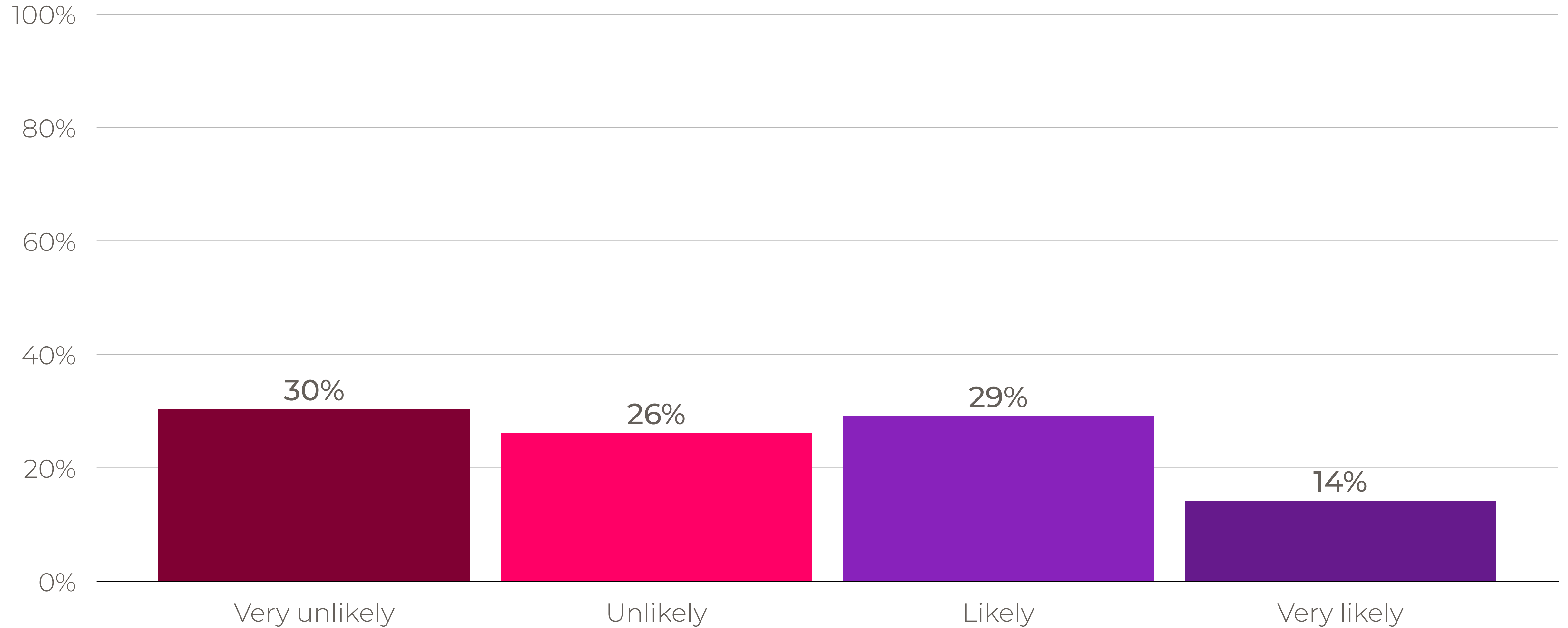
Q: How likely are you to purchase groceries in-store in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood to Shop for Groceries Online (Mar. 21-23)

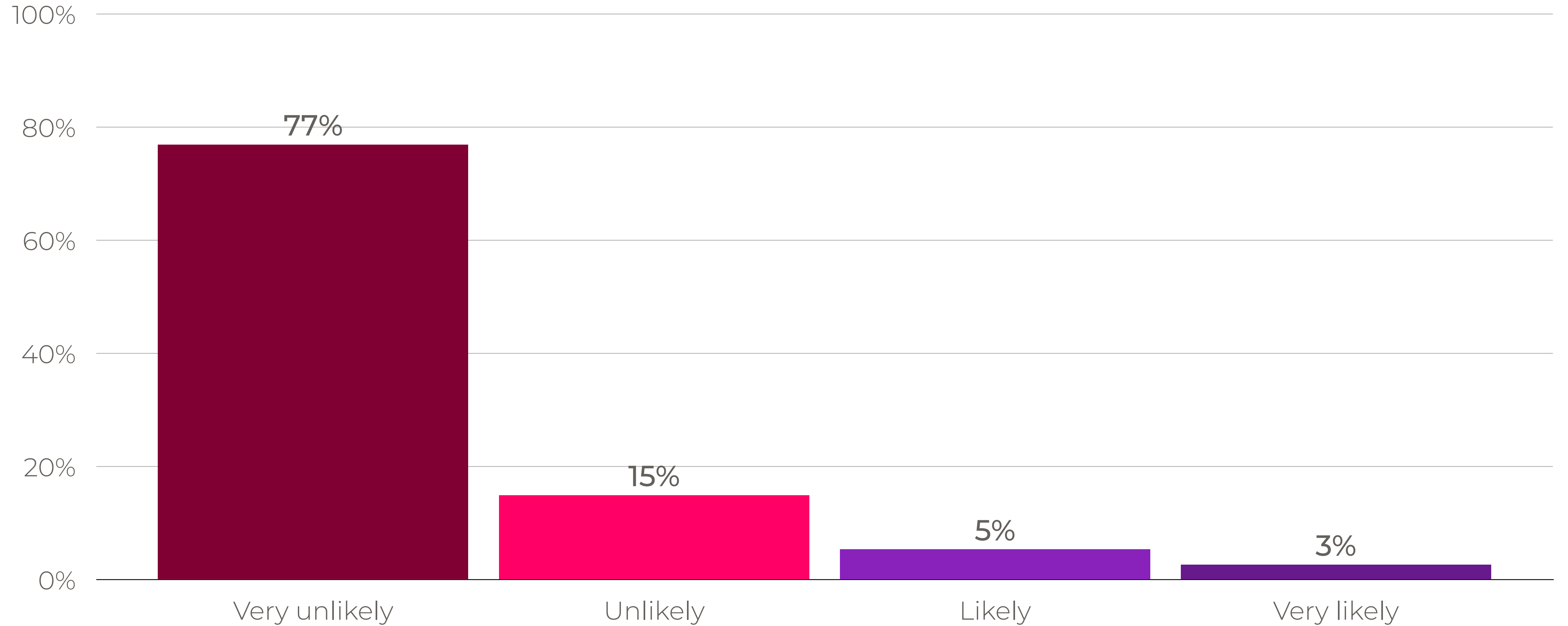
Q: How likely are you to purchase groceries online in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

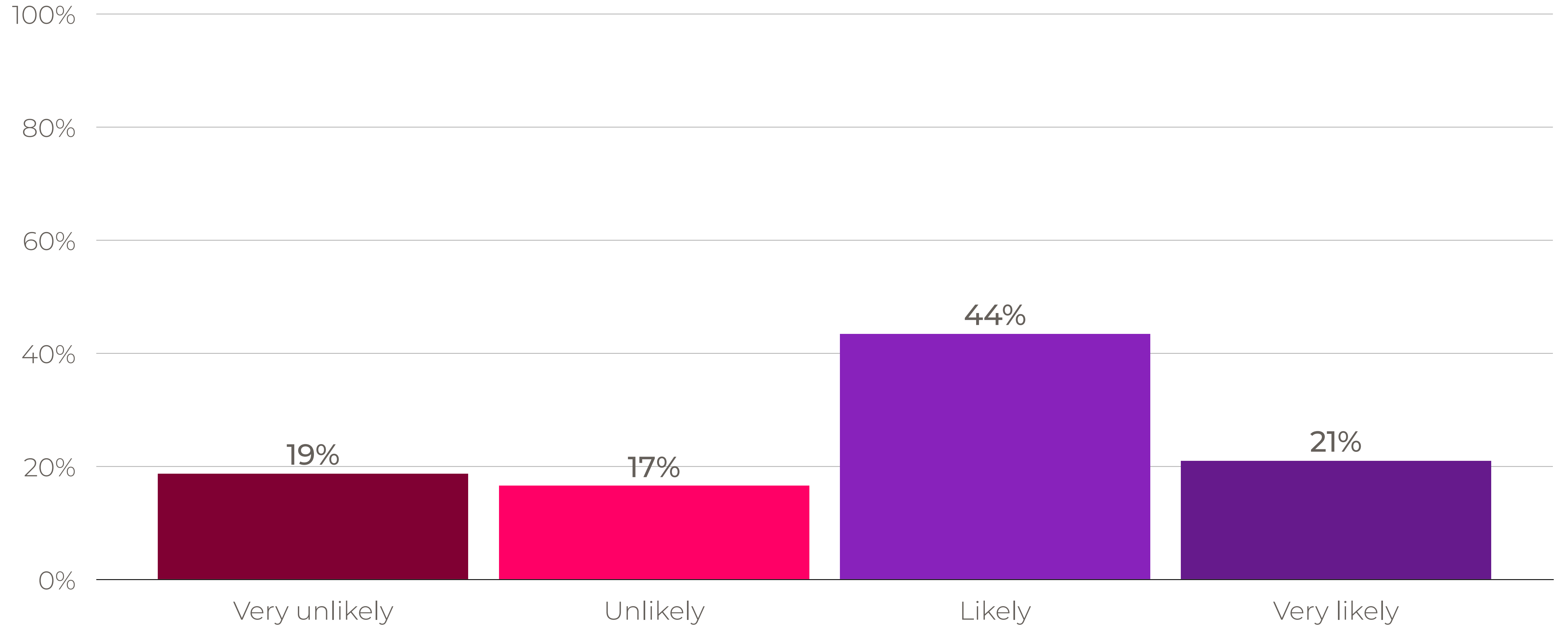
Likelihood to Dine at a Restaurant (Mar. 21-23)

Q: How likely are you to dine at a restaurant in the next 2 weeks?



Likelihood to Pickup Food for Takeout *(Mar. 21-23)*

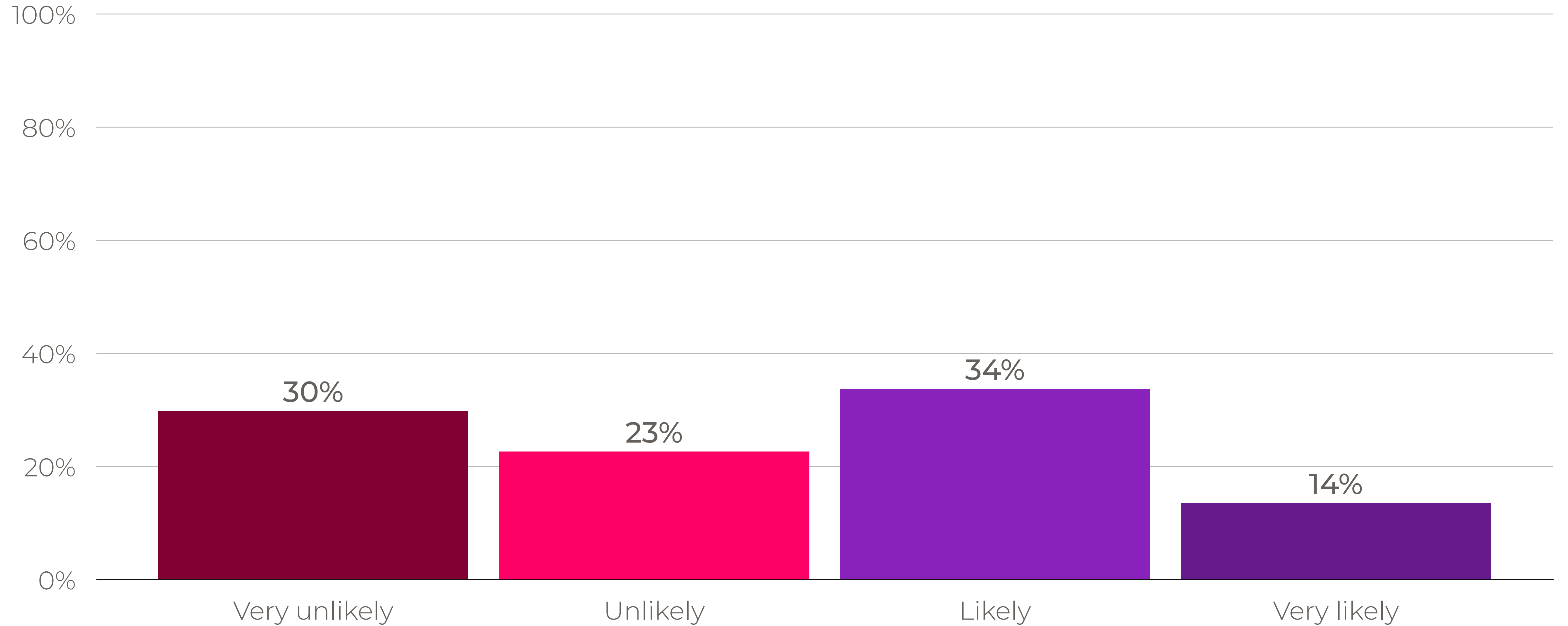
Q: How likely are you to pickup food for takeout in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood to Order Meals for Delivery (Mar. 21-23)

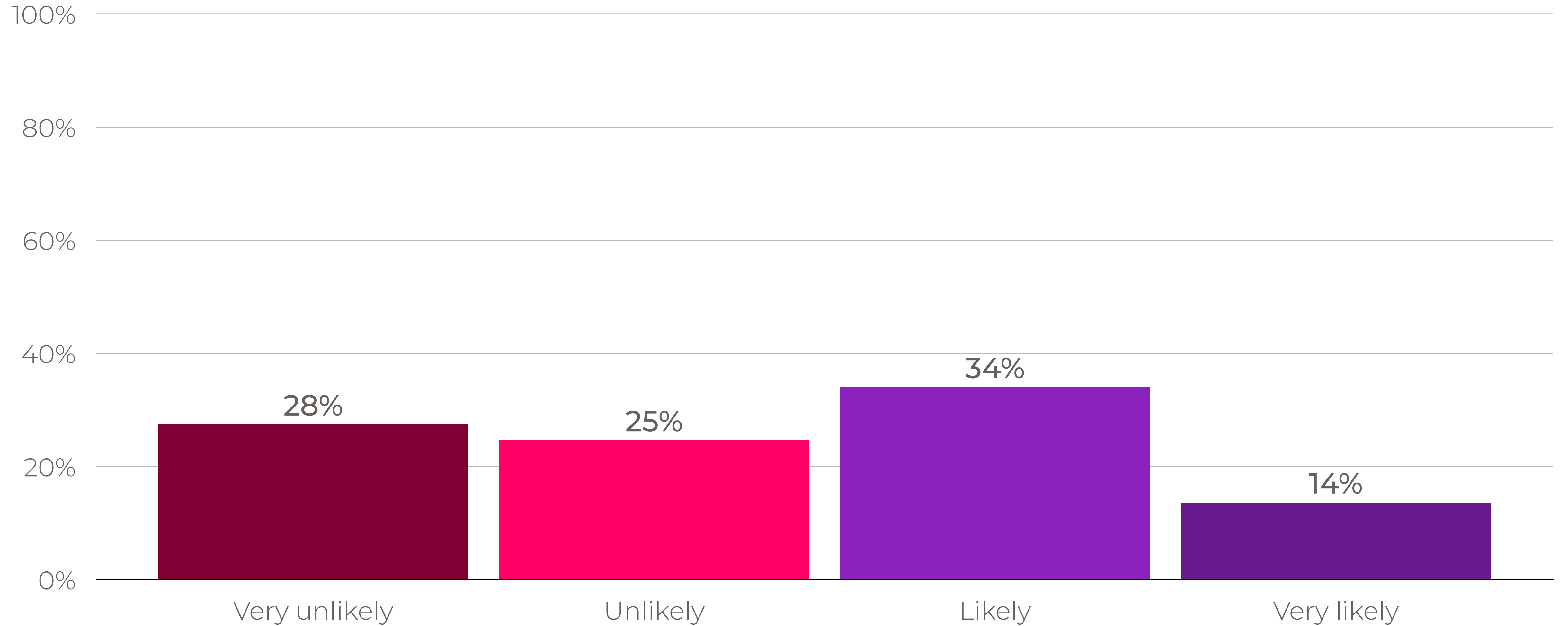
Q: How likely are you to order meals for delivery in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood to Visit the Bank or Post Office (Mar. 21-23)

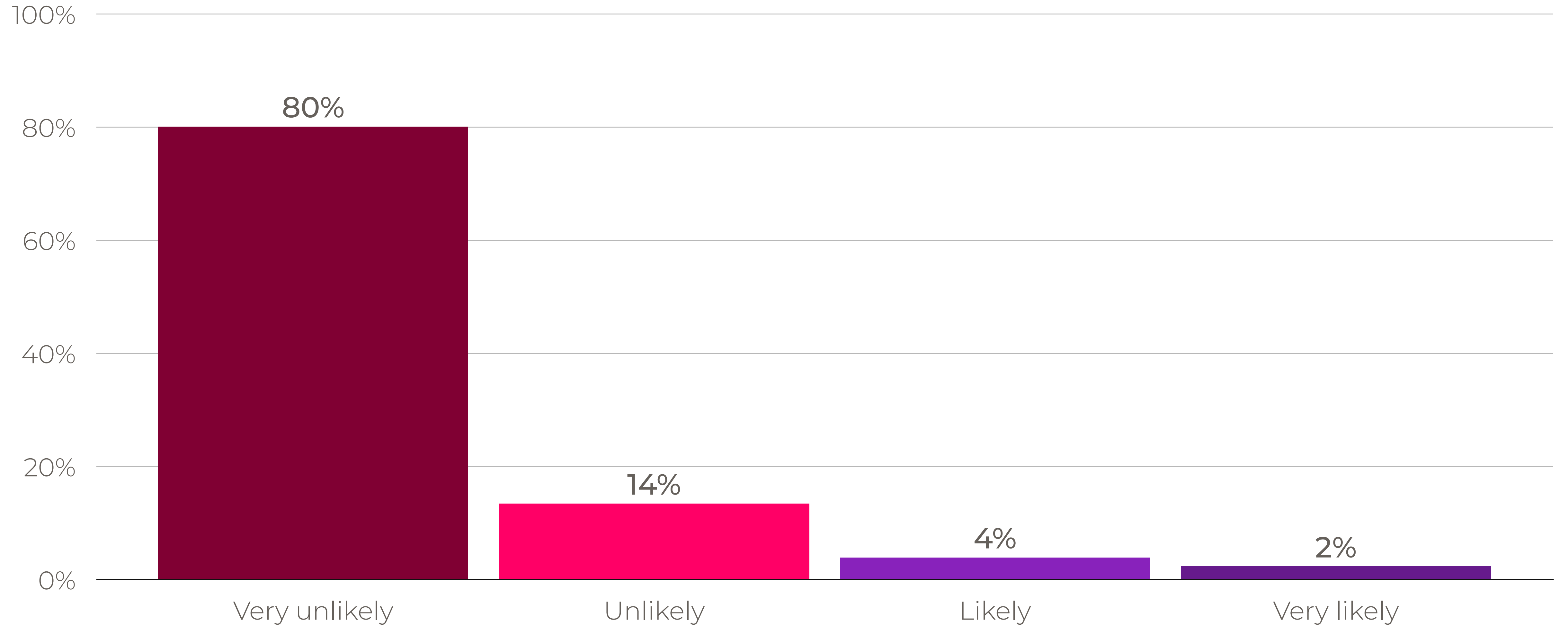
Q: How likely are you to go to the bank or post office in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood to Go Out for Entertainment (Mar. 21-23)

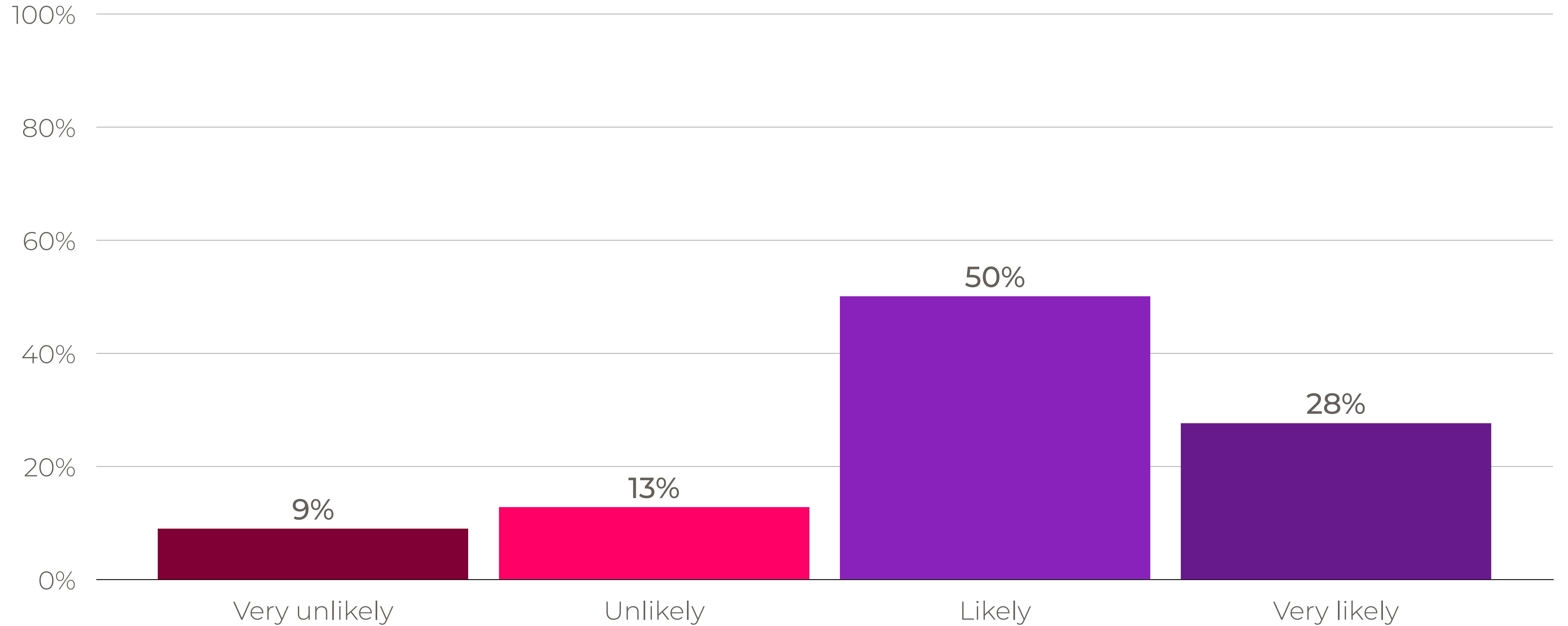
Q: How likely are you to go out for entertainment in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood to Purchase Household Essentials (Mar. 21-23)

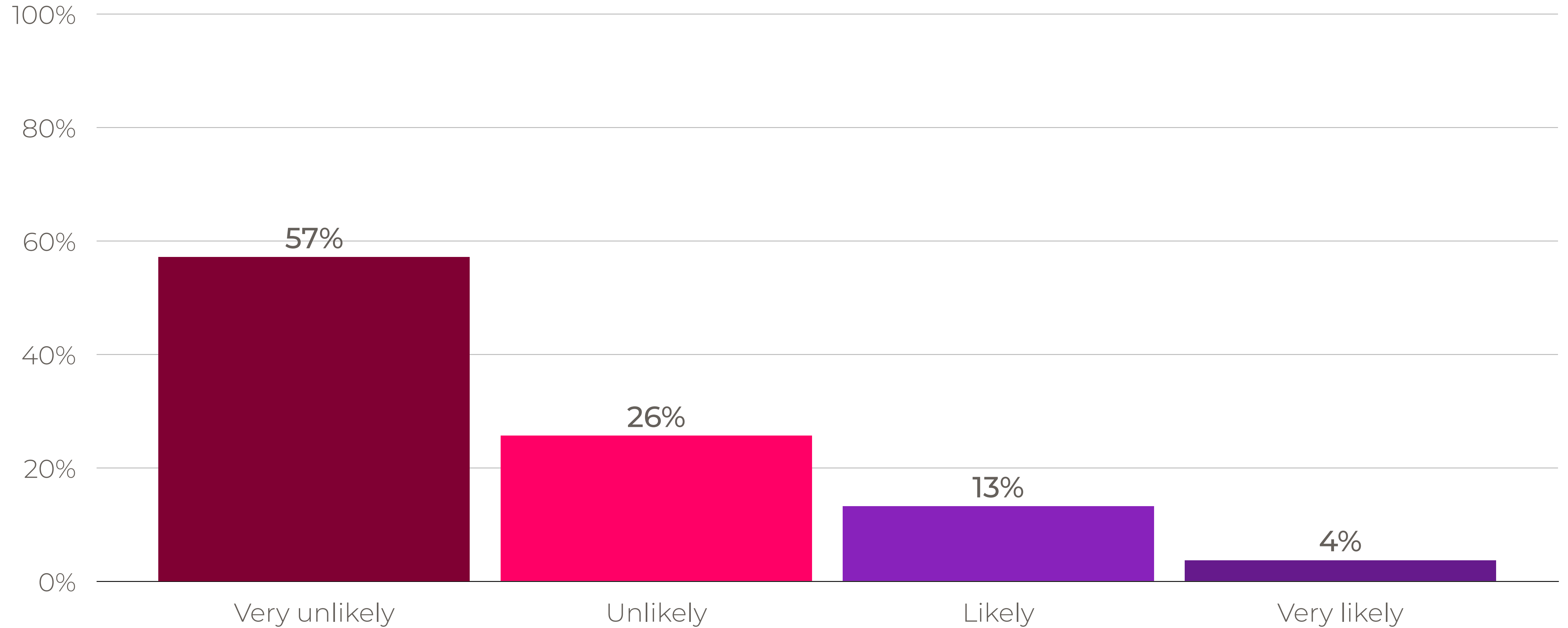
Q: How likely are you to purchase household essentials in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

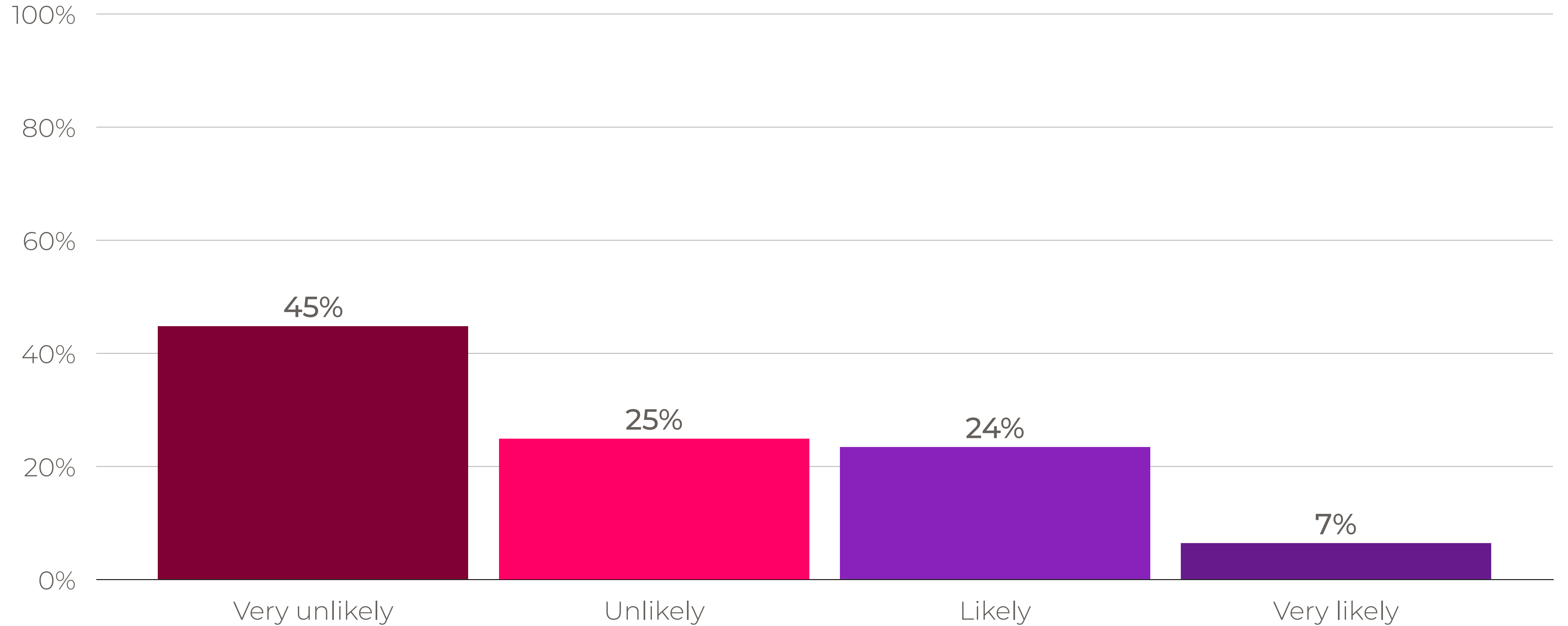
Likelihood to Purchase Home & Garden Items (Mar. 21-23)

Q: How likely are you to purchase home & garden items in the next 2 weeks?



Likelihood to Purchase Home Entertainment (Mar. 21-23)

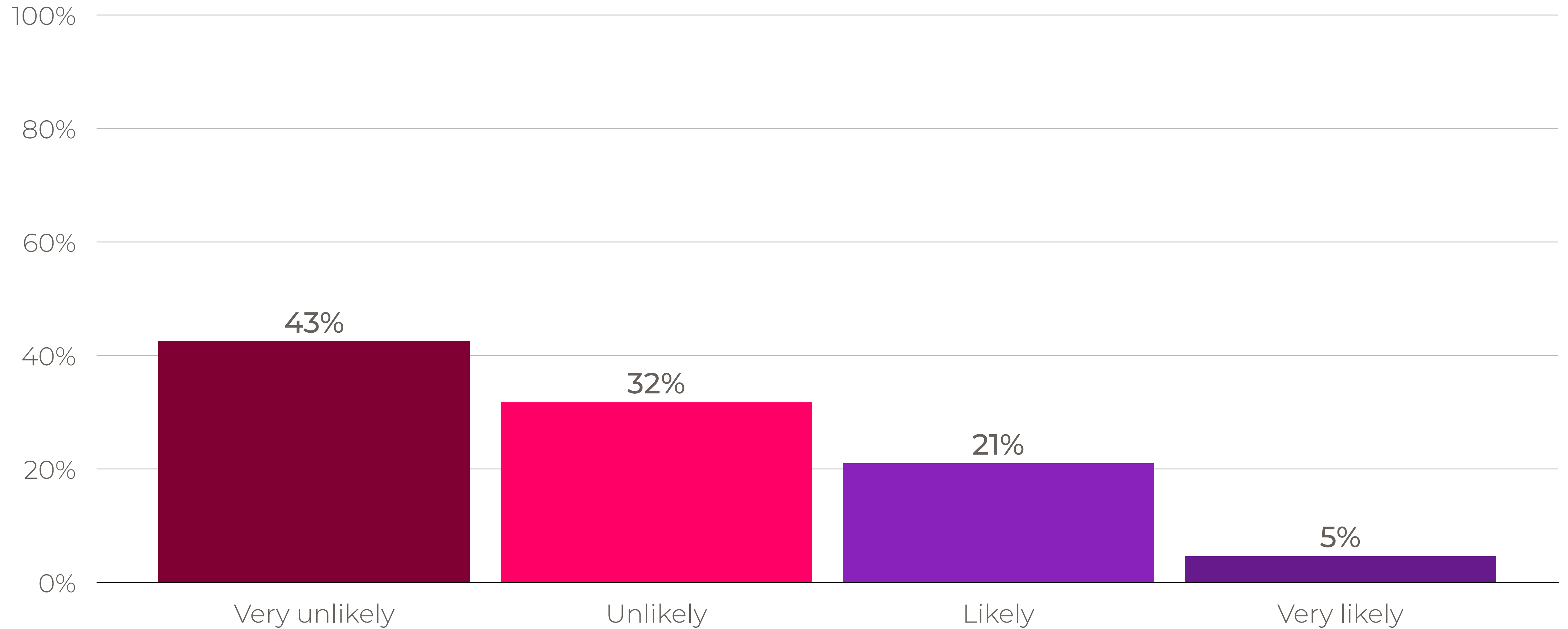
Q: How likely are you to purchase home entertainment in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood to Purchase Apparel (Mar. 21-23)

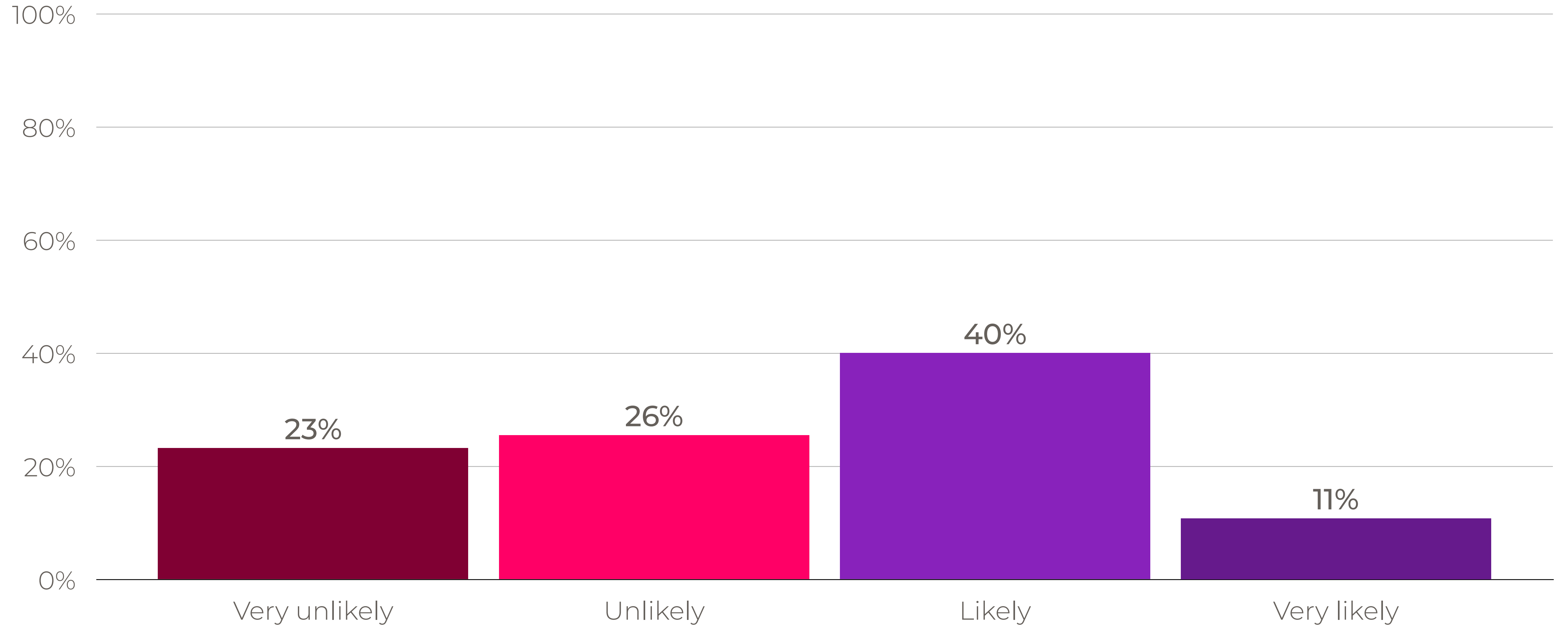
Q: How likely are you to purchase apparel in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood to Purchase Health & Beauty Products (Mar. 21-23)

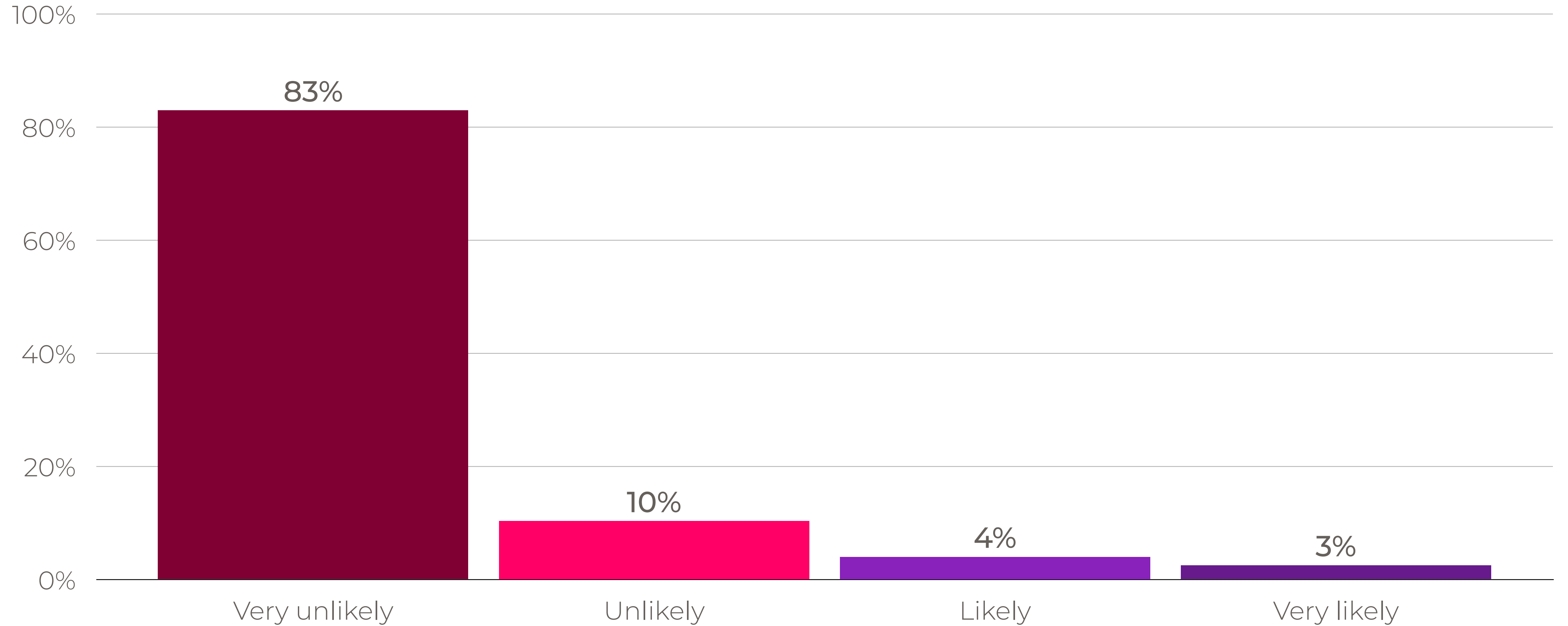
Q: How likely are you to purchase health & beauty products in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood to Shop for a New Vehicle (Mar. 21-23)

Q: How likely are you to shop for a new vehicle in the next 2 weeks?



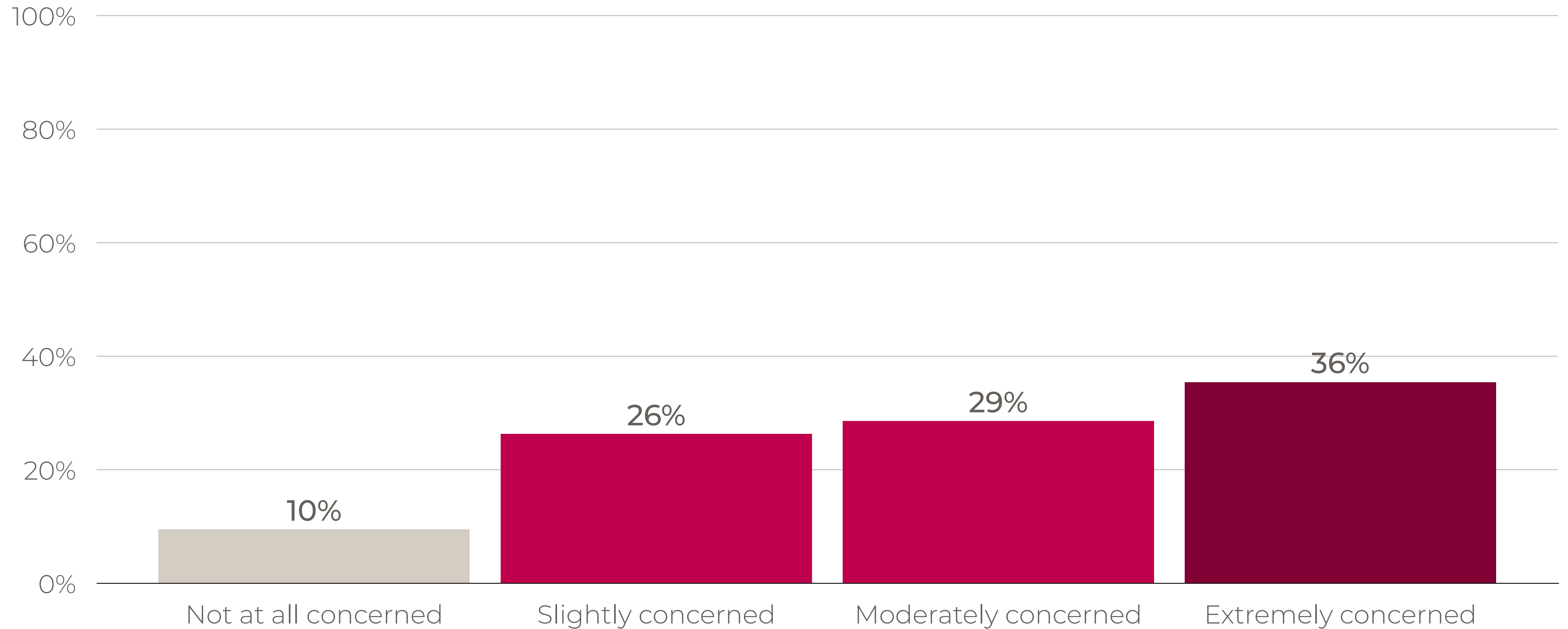
Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Consumer Concern Breakdown

March 21-23

Concern Over Personal Finances (Mar. 21-23)

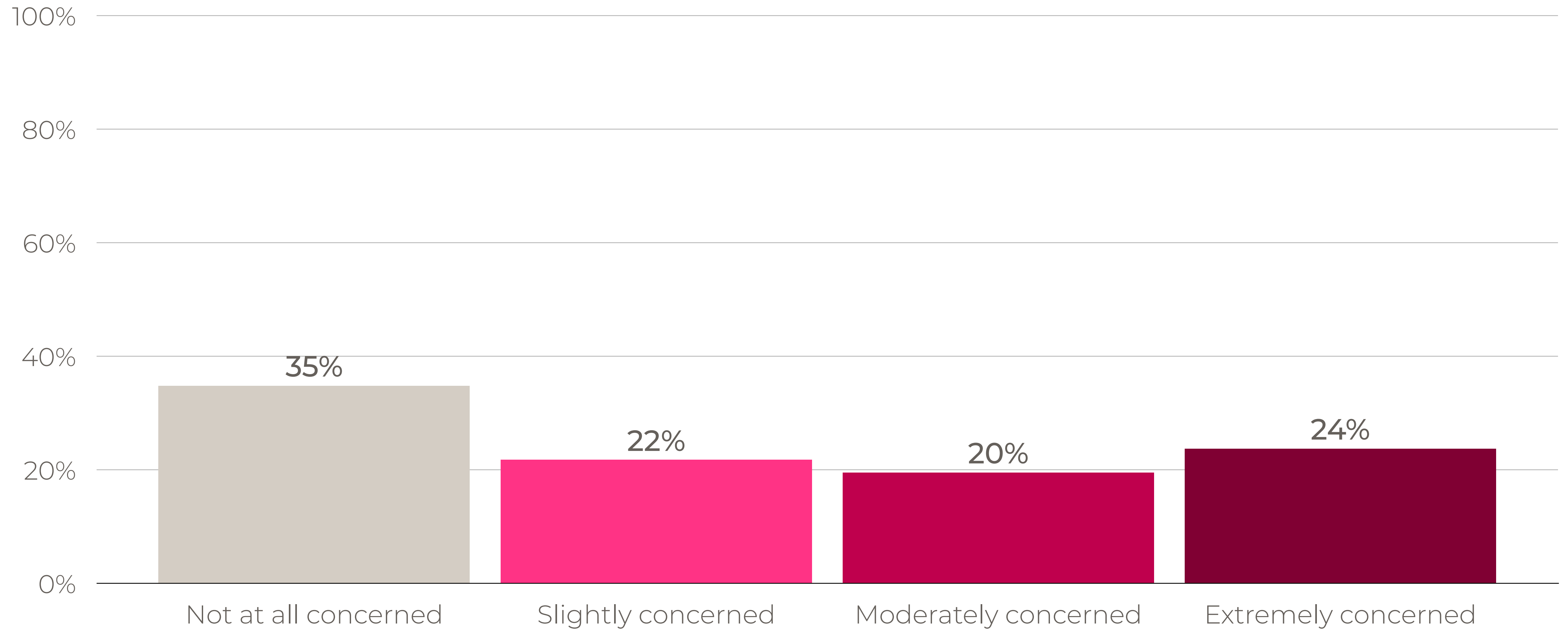
Q: How concerned are you about personal finances?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Job Security (Mar. 21-23)

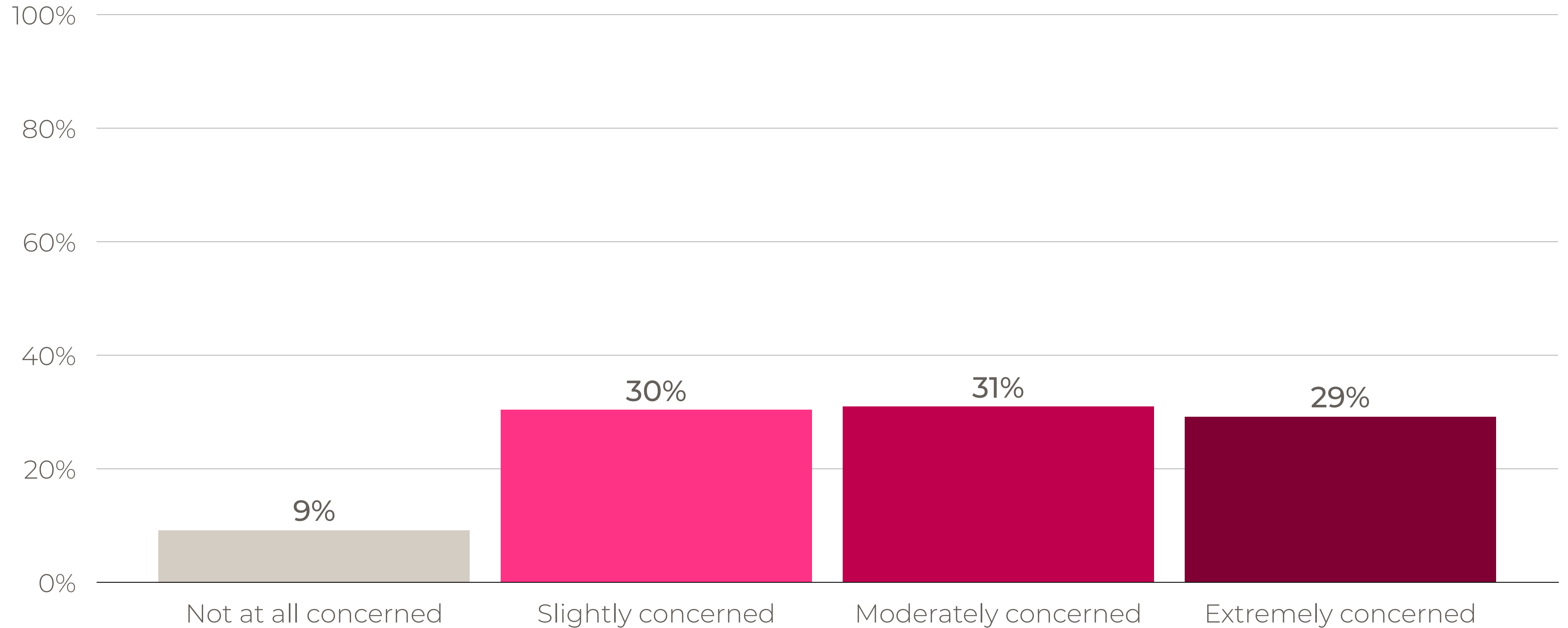
Q: How concerned are you about job security?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Contracting COVID-19 (Mar. 21-23)

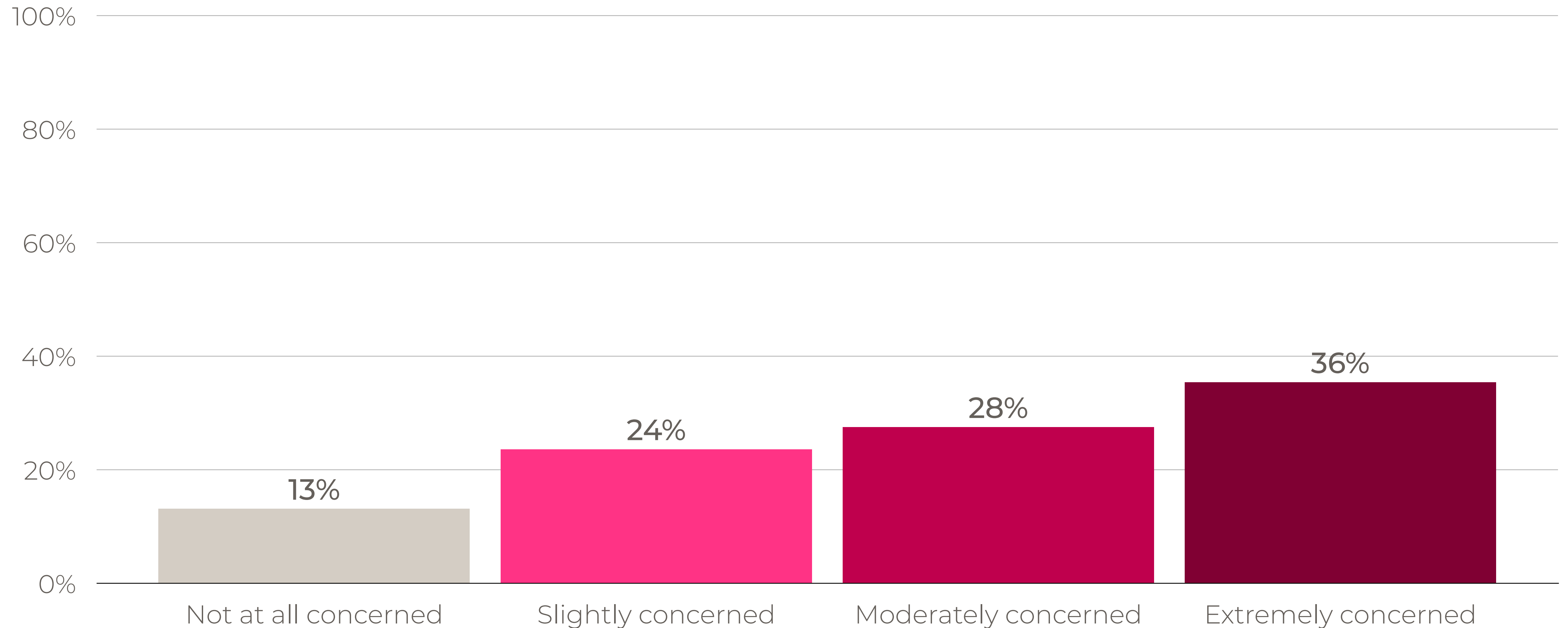
Q: How concerned are you about contracting COVID-19?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Spreading COVID-19 (Mar. 21-23)

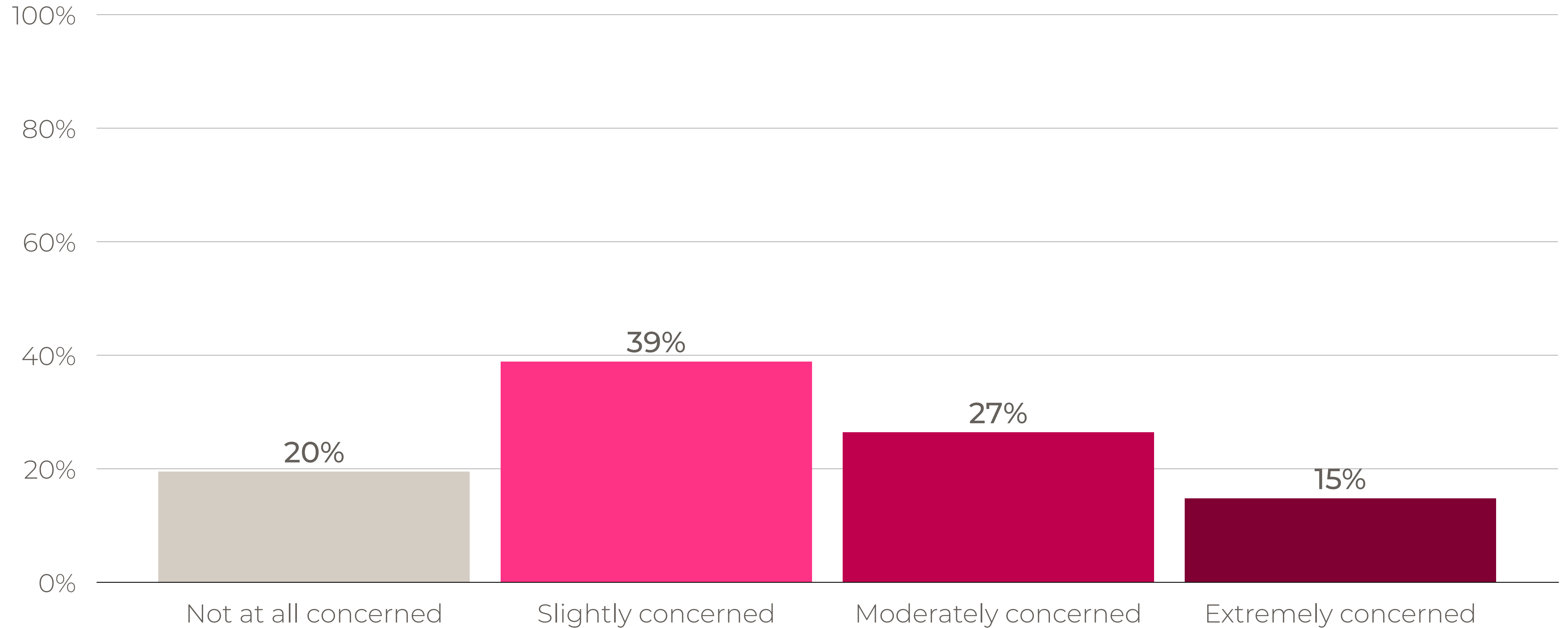
Q: How concerned are you about spreading COVID-19?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Small Groups of People (Mar. 21-23)

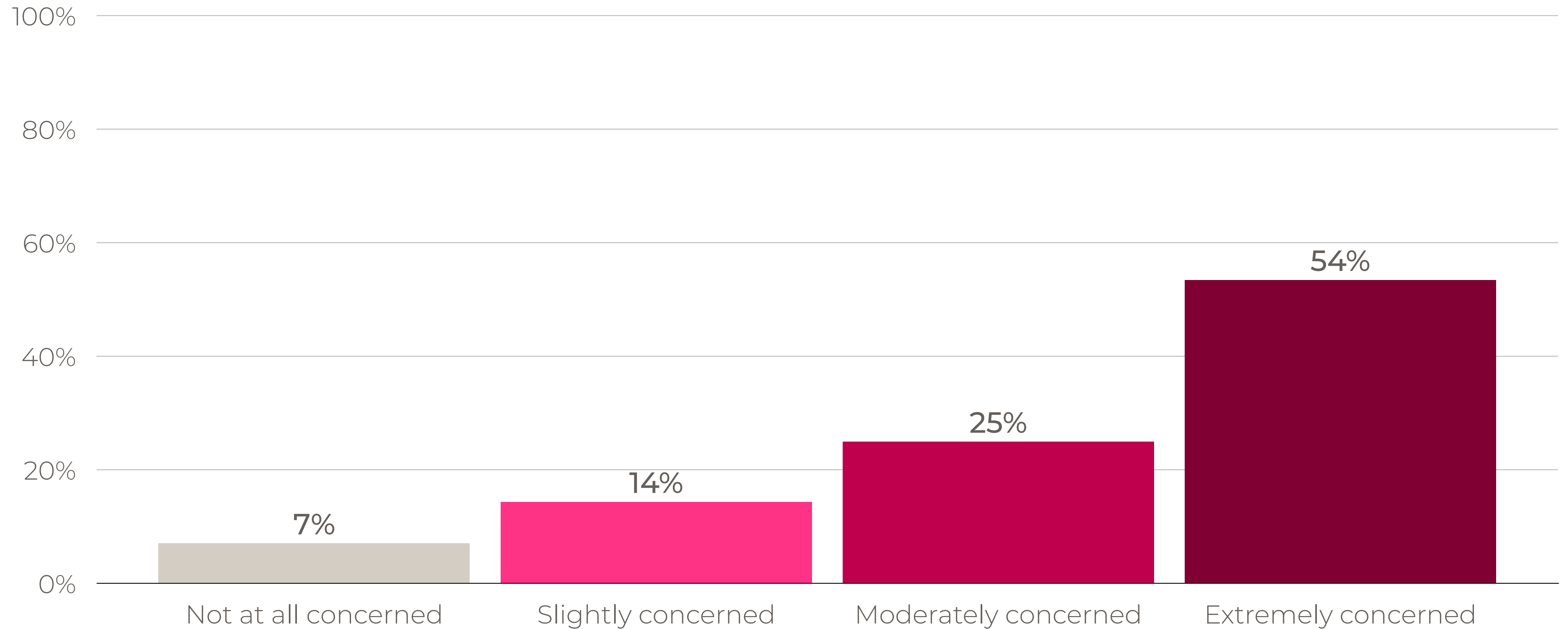
Q: How concerned are you about small groups of people?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Large Groups of People (Mar. 21-23)

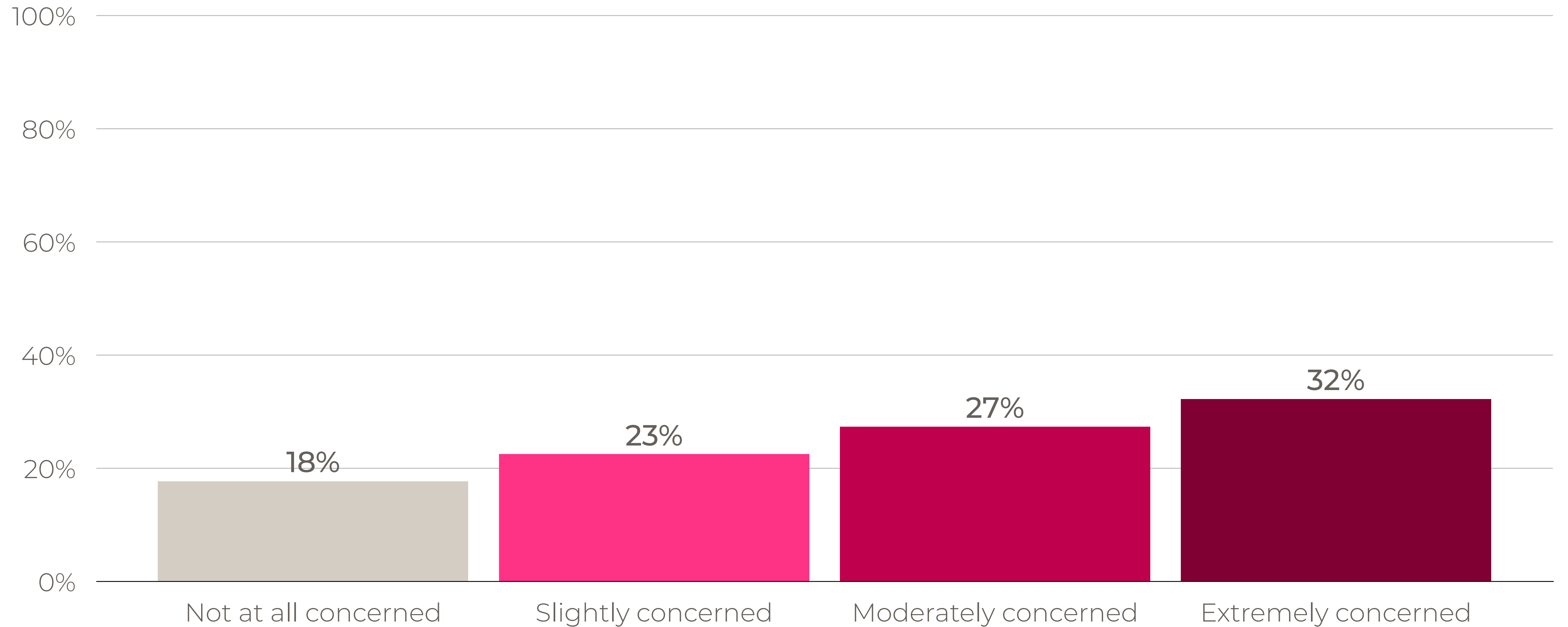
Q: How concerned are you about large groups of people?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Stock Market *(Mar. 21-23)*

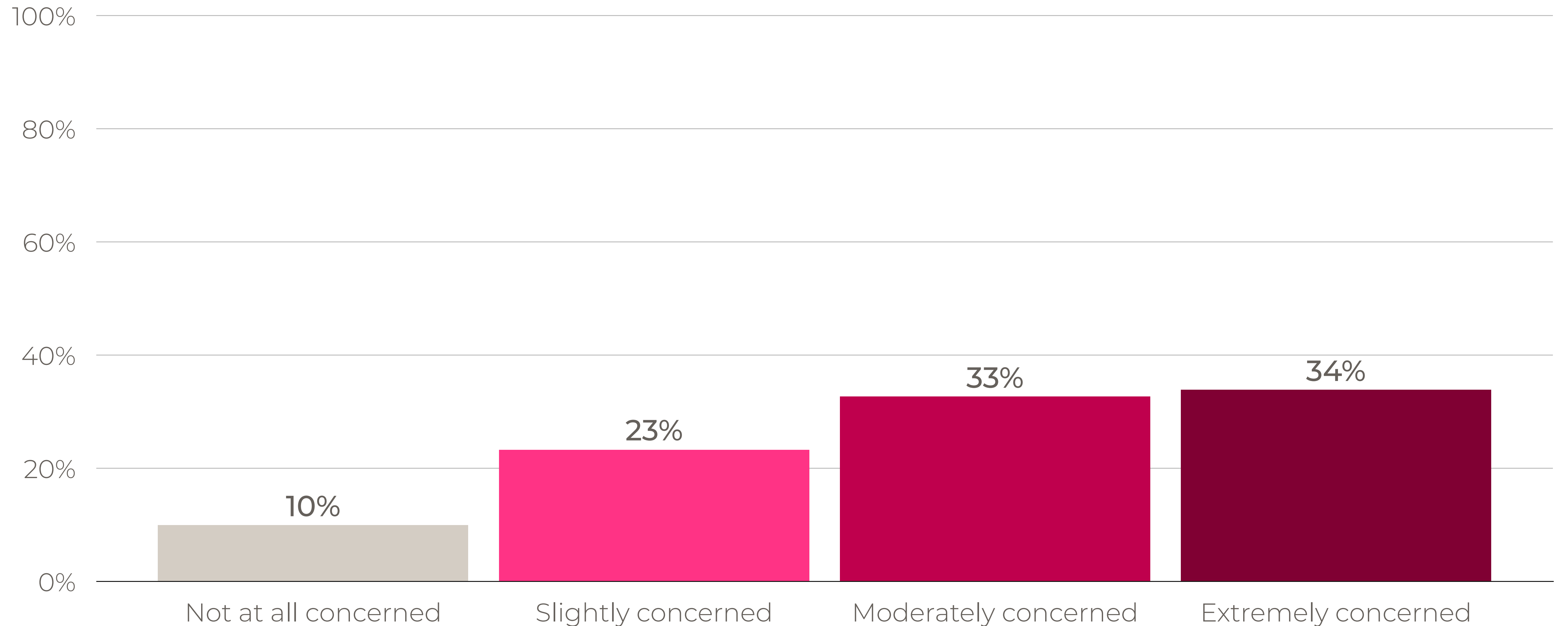
Q: How concerned are you about the stock market?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Small to Mid-Sized Businesses *(Mar. 21-23)*

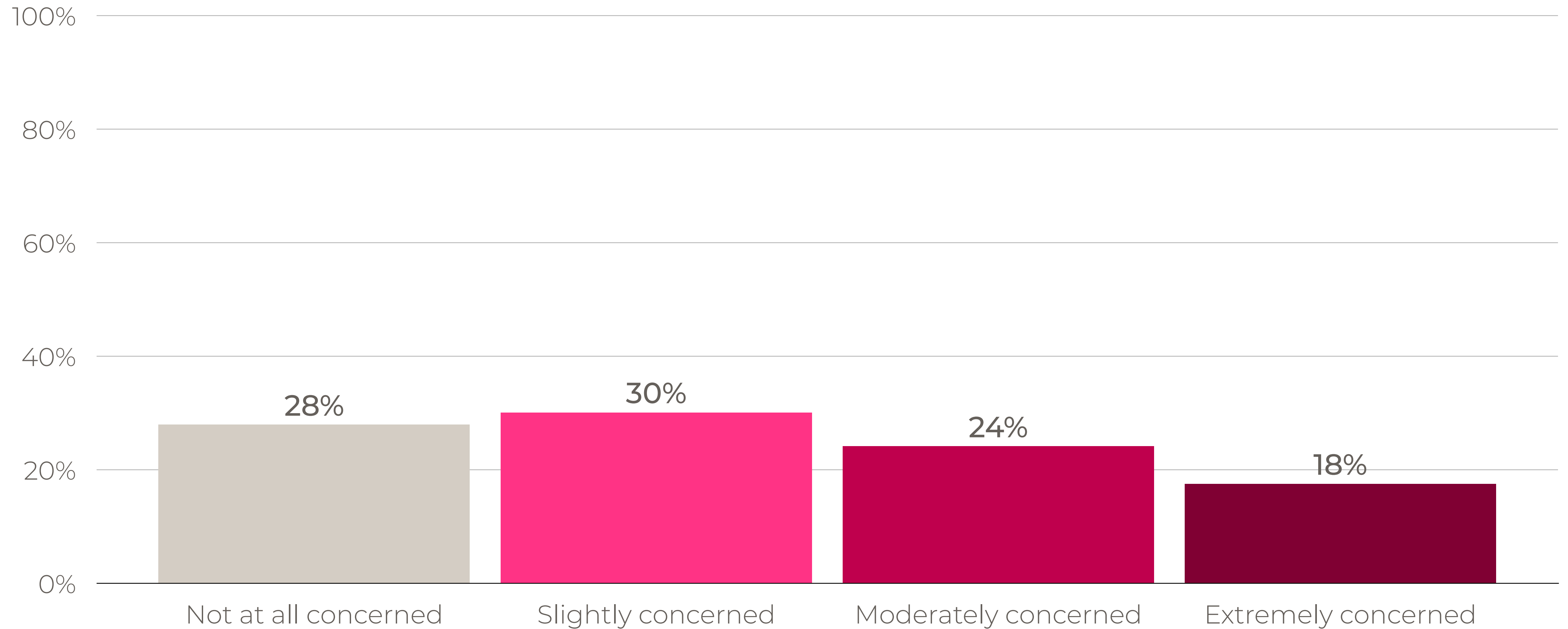
Q: How concerned are you about small to mid-sized businesses?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Large Corporations (Mar. 21-23)

Q: How concerned are you about large corporations?



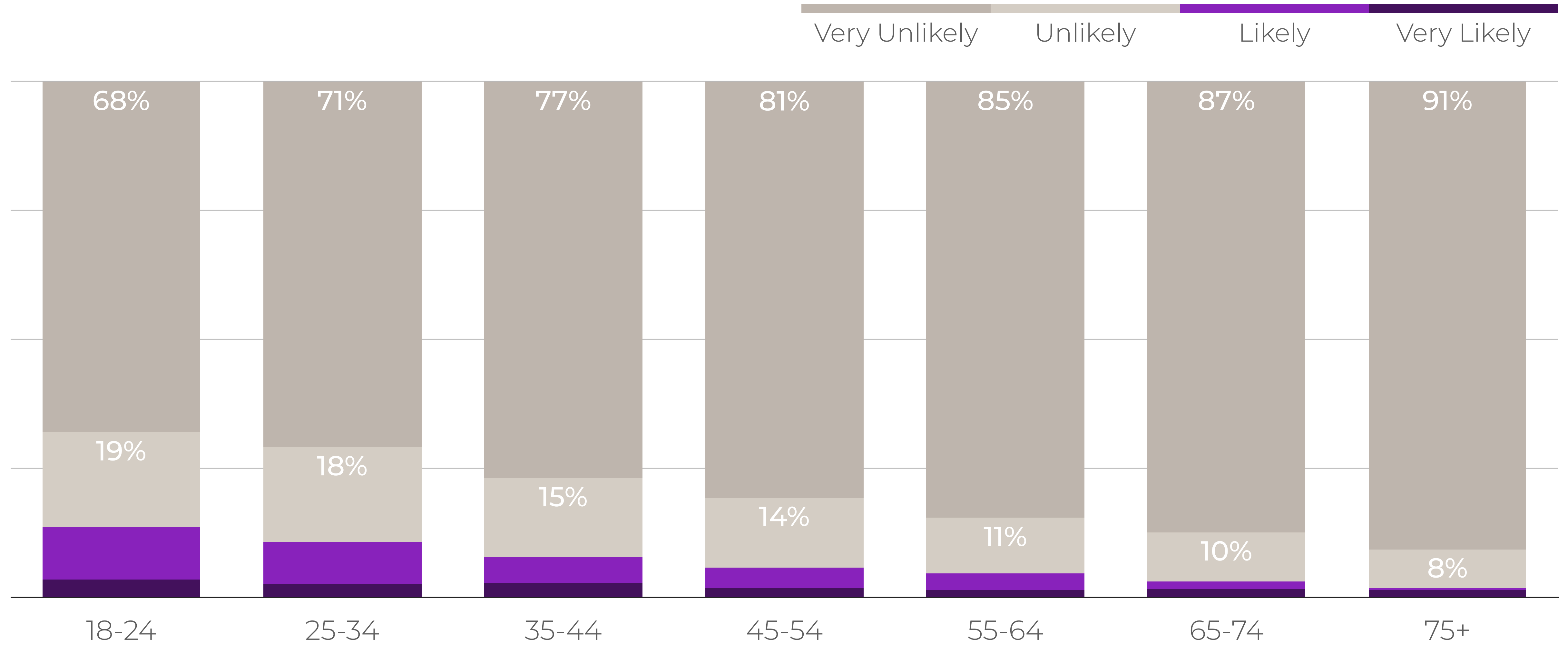
Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Planned Consumer Activities by Age

March 21-23

Likelihood of Booking a Trip by Age (Mar. 21-23)

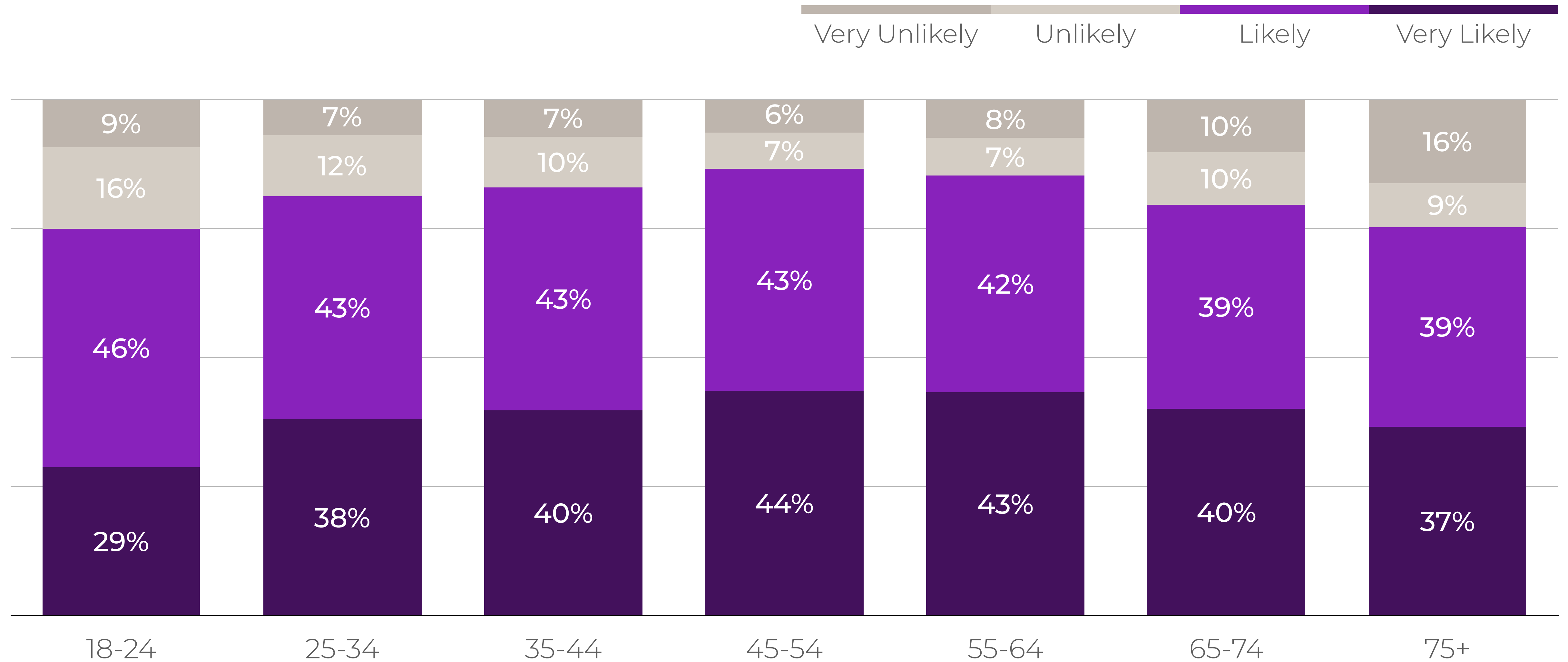
How likely are you to book a trip in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Purchasing Groceries In-Store by Age (Mar. 21-23)

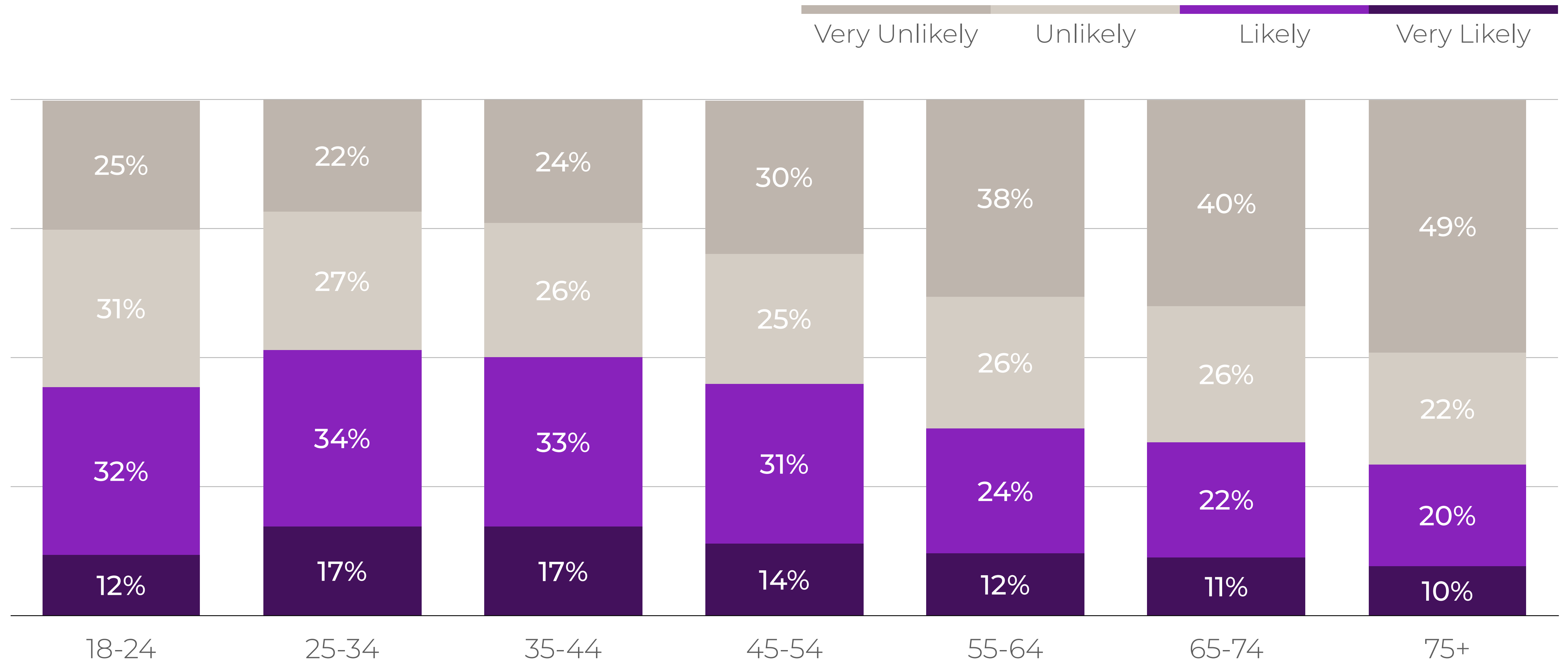
How likely are you to purchase groceries in-store in the next 2 weeks?



*Consumer Confidence Survey (1st Edition) — Mar. 21-23, 2020

Likelihood of Purchasing Groceries Online by Age (Mar. 21-23)

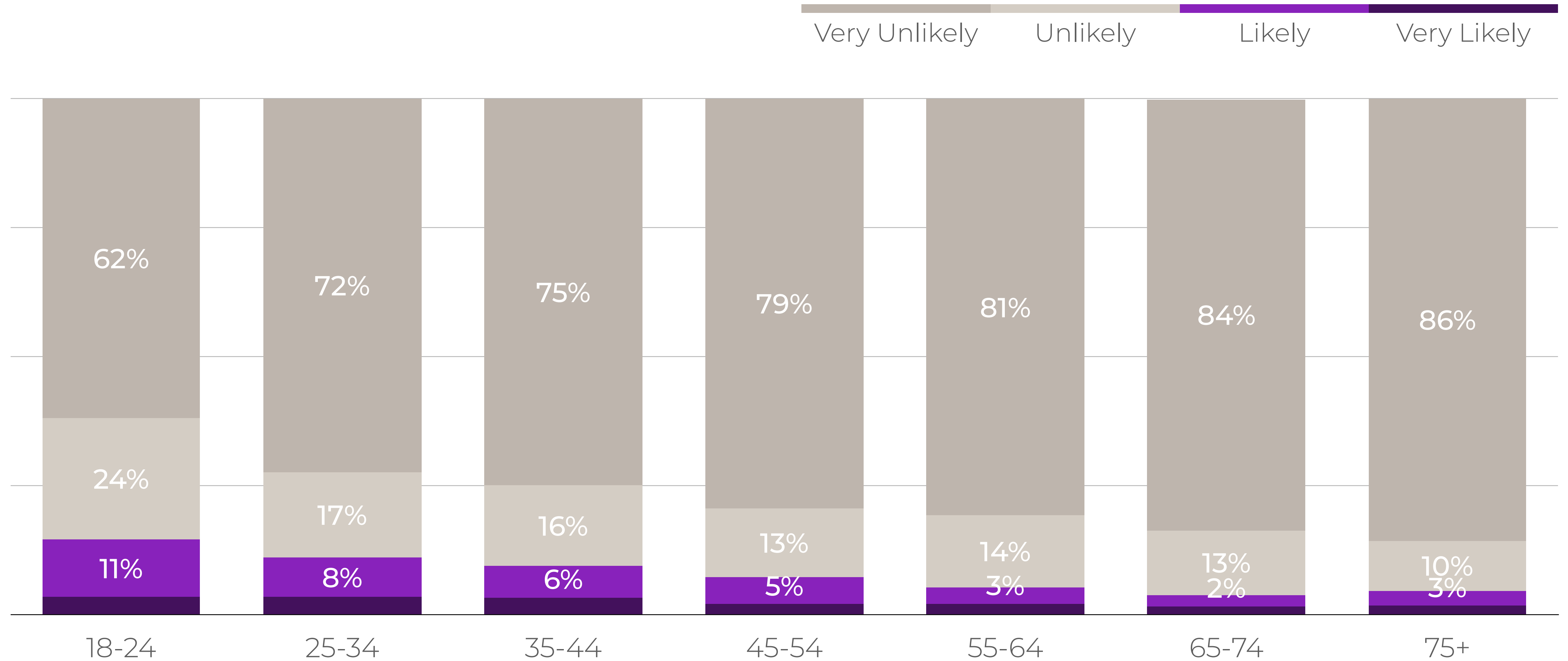
How likely are you to purchase groceries online in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Dining at a Restaurant by Age (Mar. 21-23)

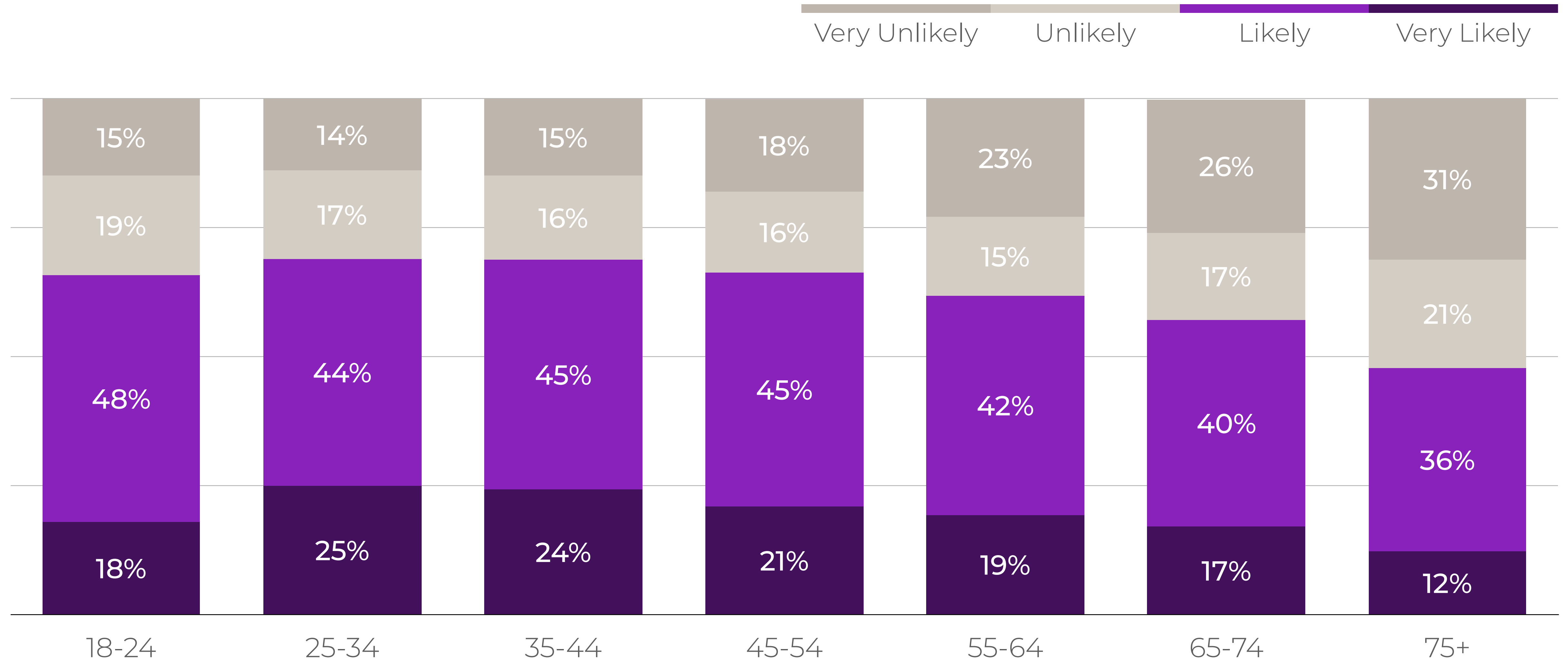
How likely are you to dine at a restaurant in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Picking Up Food for Takeout by Age (Mar. 21-23)

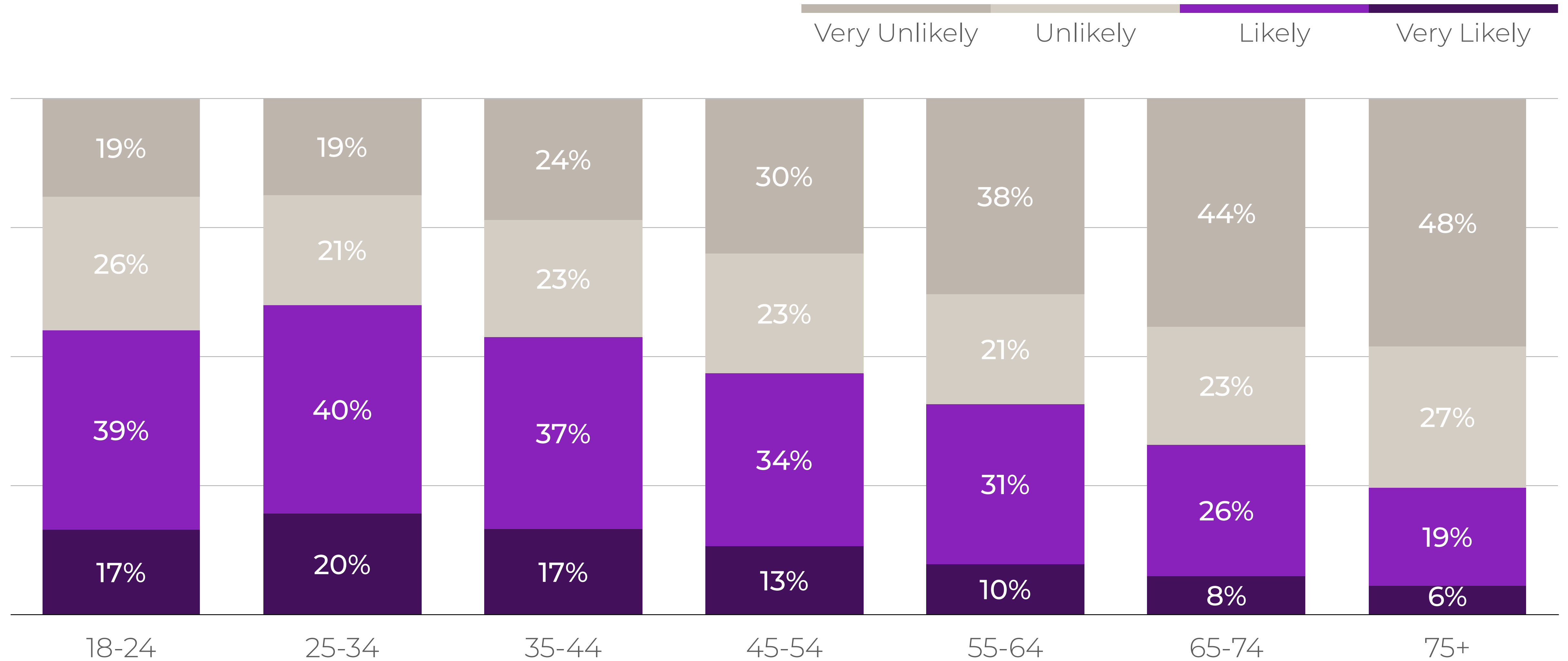
How likely are you to pickup food for takeout in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Ordering Meals for Delivery by Age (Mar. 21-23)

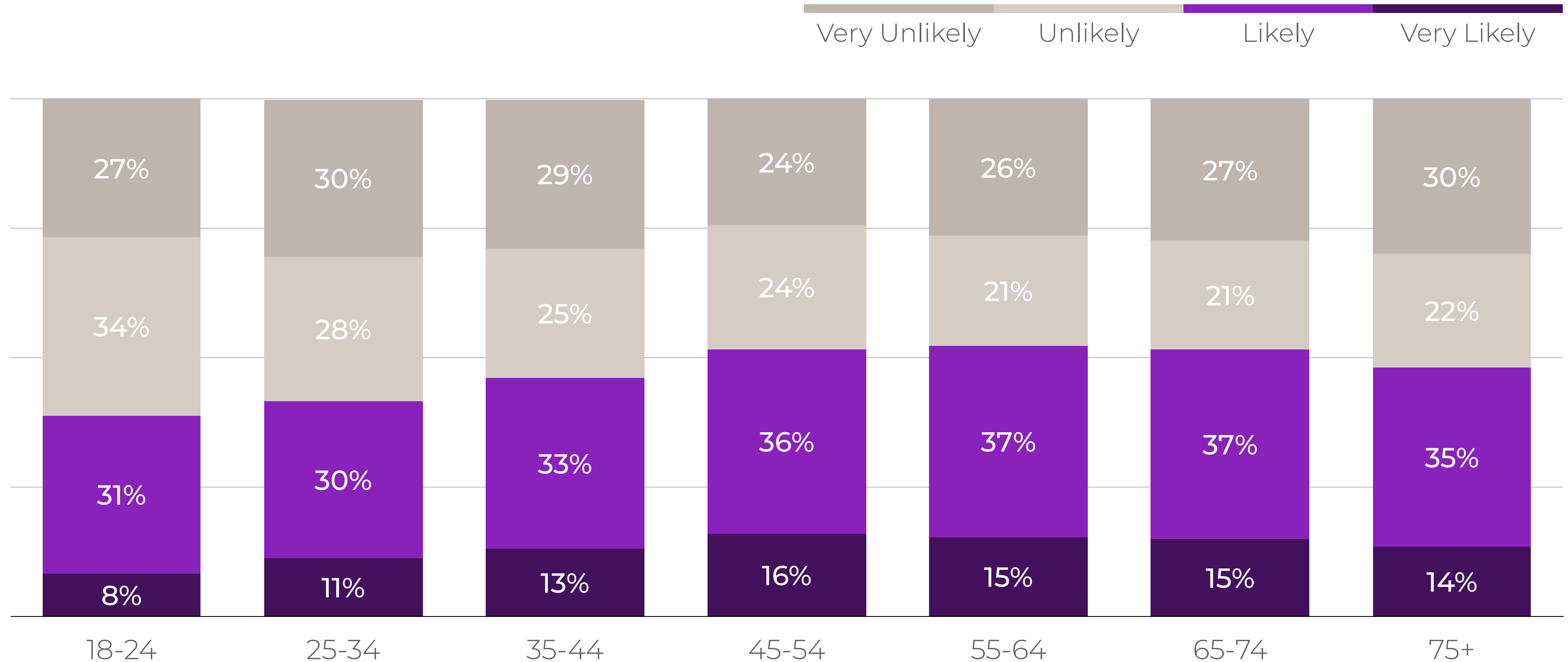
How likely are you to order meals for delivery in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Visiting the Bank or Post Office by Age (Mar. 21-23)

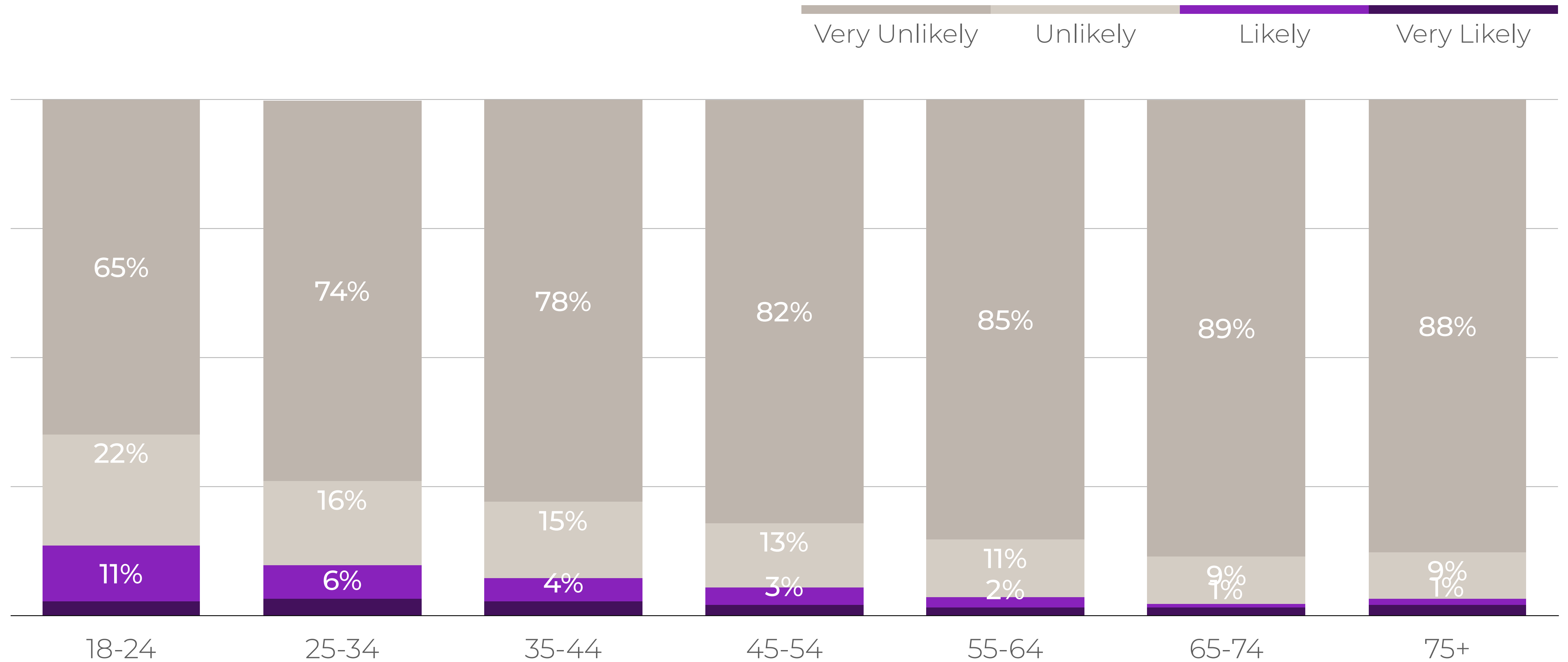
How likely are you to go to the bank or post office in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Going out for Entertainment by Age (Mar. 21-23)

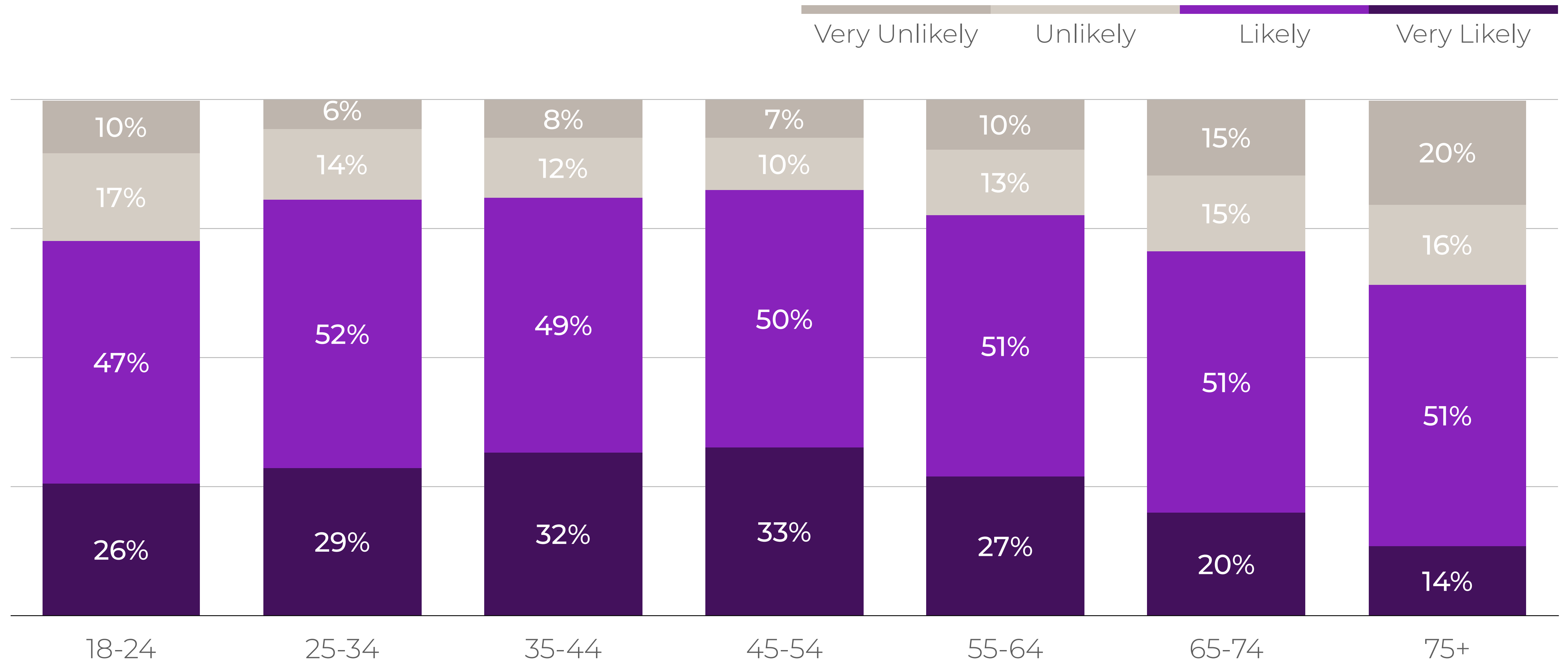
How likely are you to go out for entertainment in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Purchasing Household Essentials by Age (Mar. 21-23)

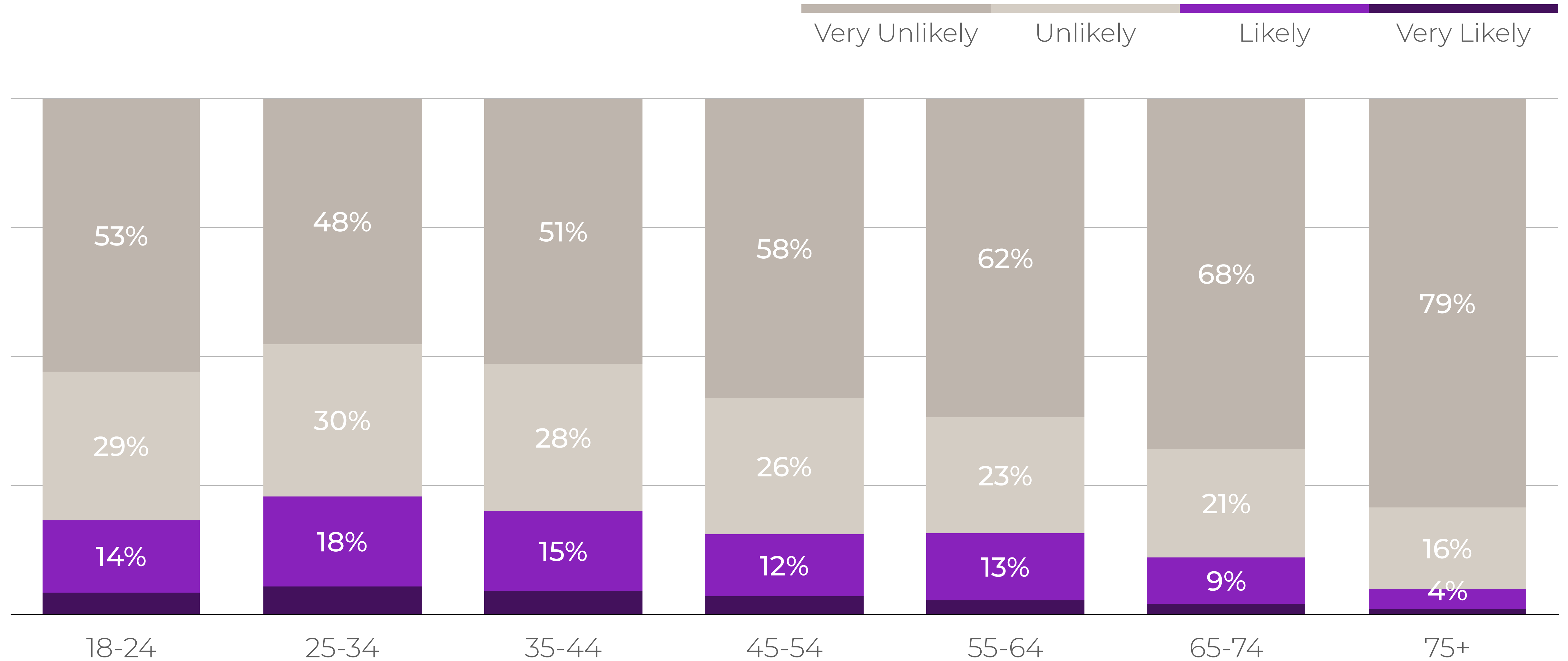
How likely are you to purchase household essentials in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Purchasing Home & Garden Items by Age (Mar. 21-23)

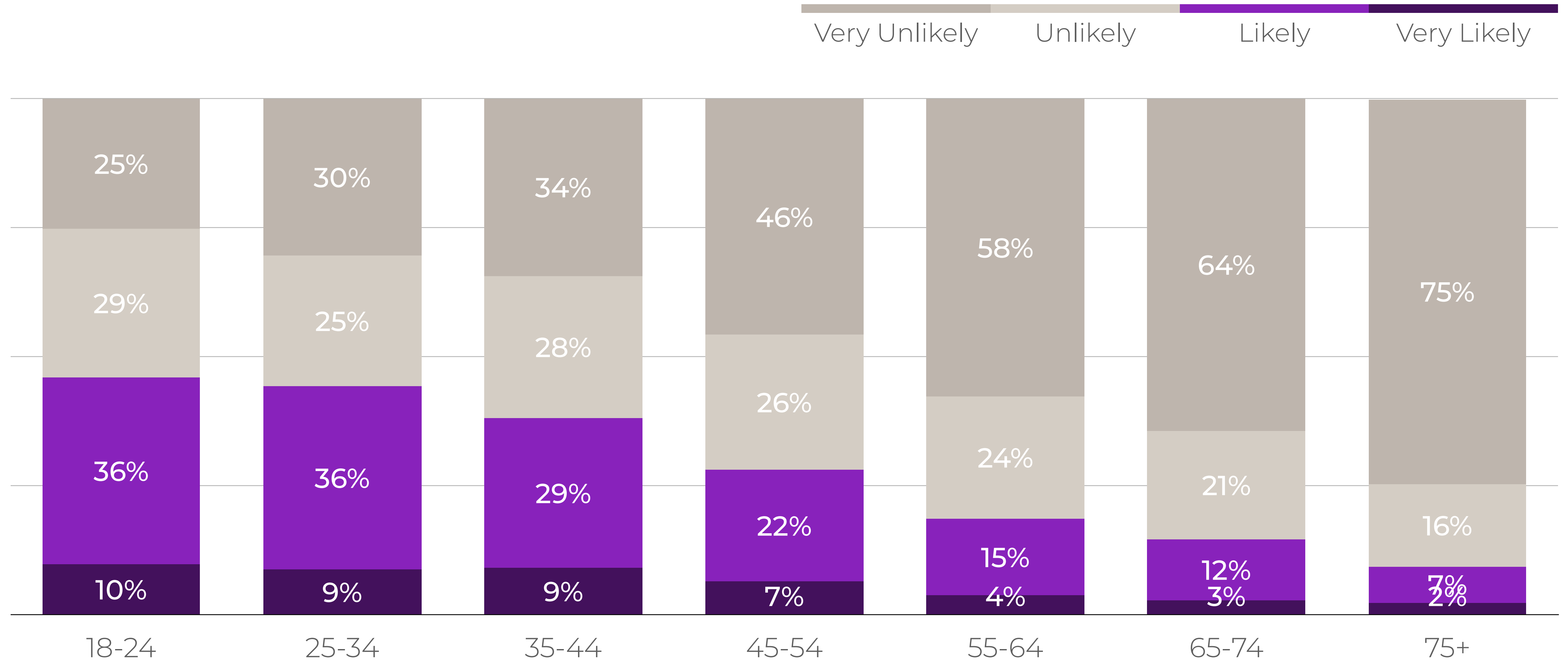
How likely are you to purchase home & garden items in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Purchasing Home Entertainment by Age (Mar. 21-23)

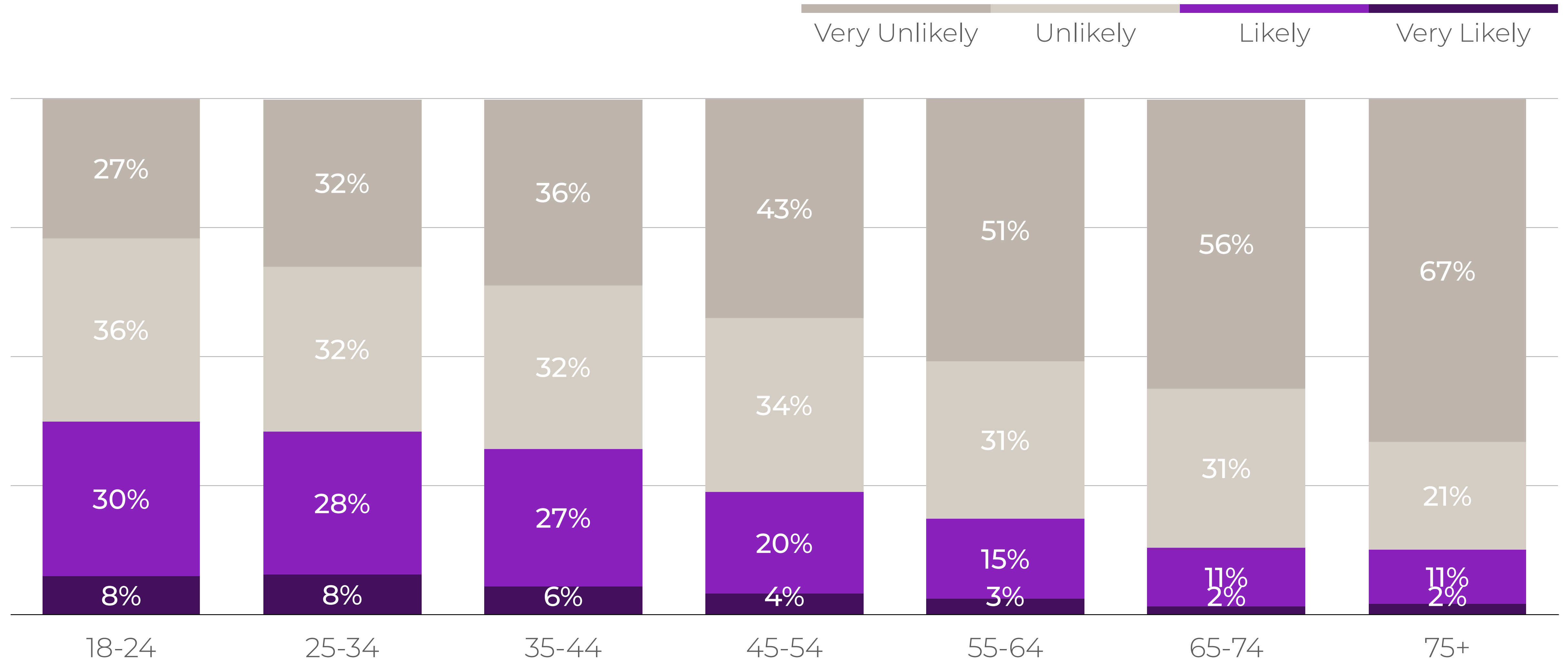
How likely are you to purchase home entertainment in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Purchasing Apparel by Age (Mar. 21-23)

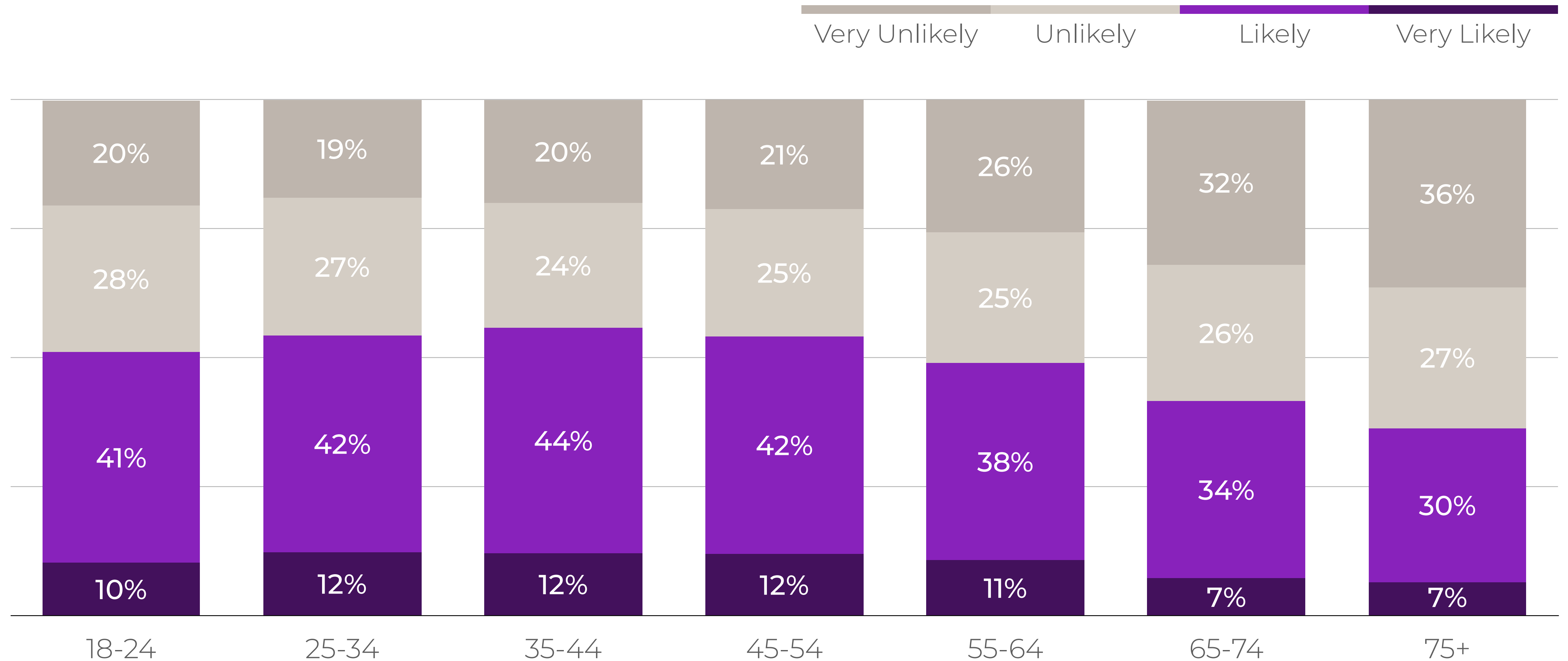
How likely are you to purchase apparel in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Purchasing Health & Beauty Products by Age (Mar. 21-23)

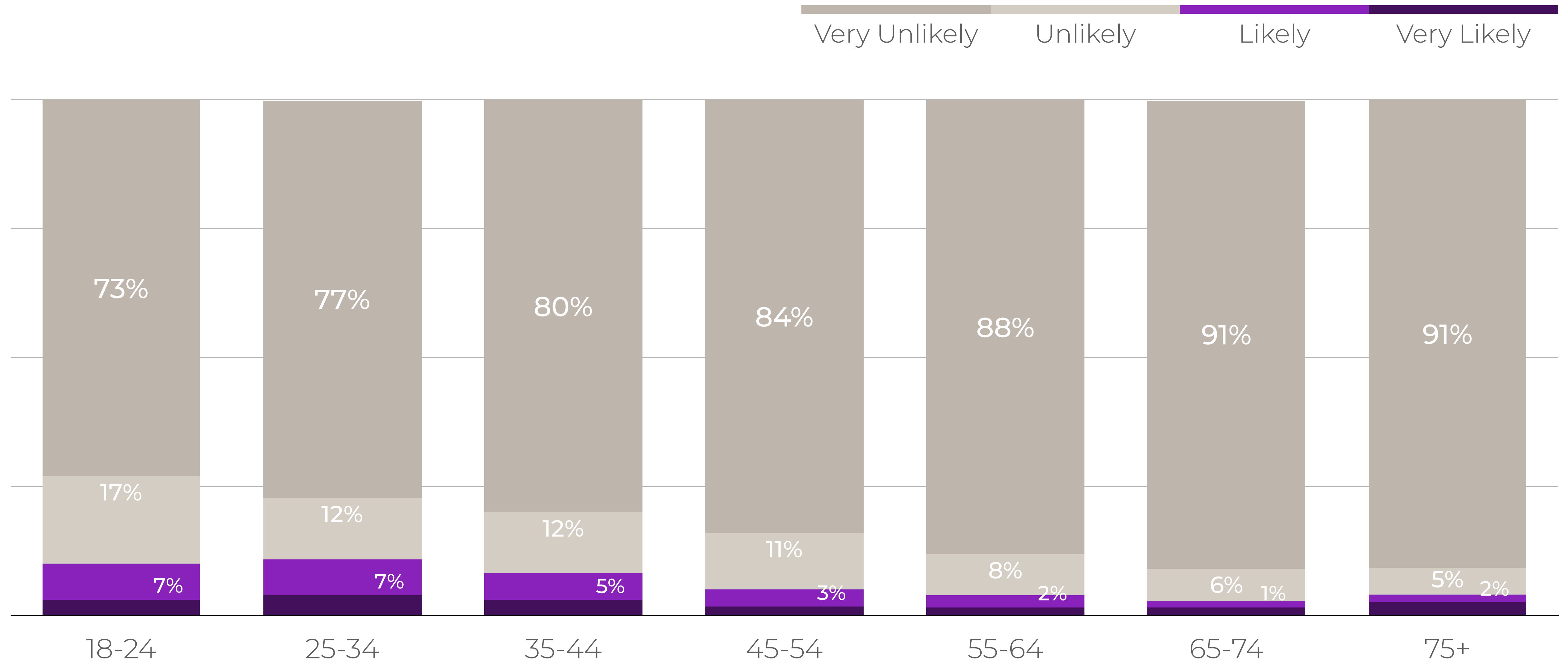
How likely are you to purchase health & beauty products in the next 2 weeks?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Likelihood of Purchasing a New Vehicle by Age (Mar. 21-23)

How likely are you to shop for a new vehicle in the next 2 weeks?



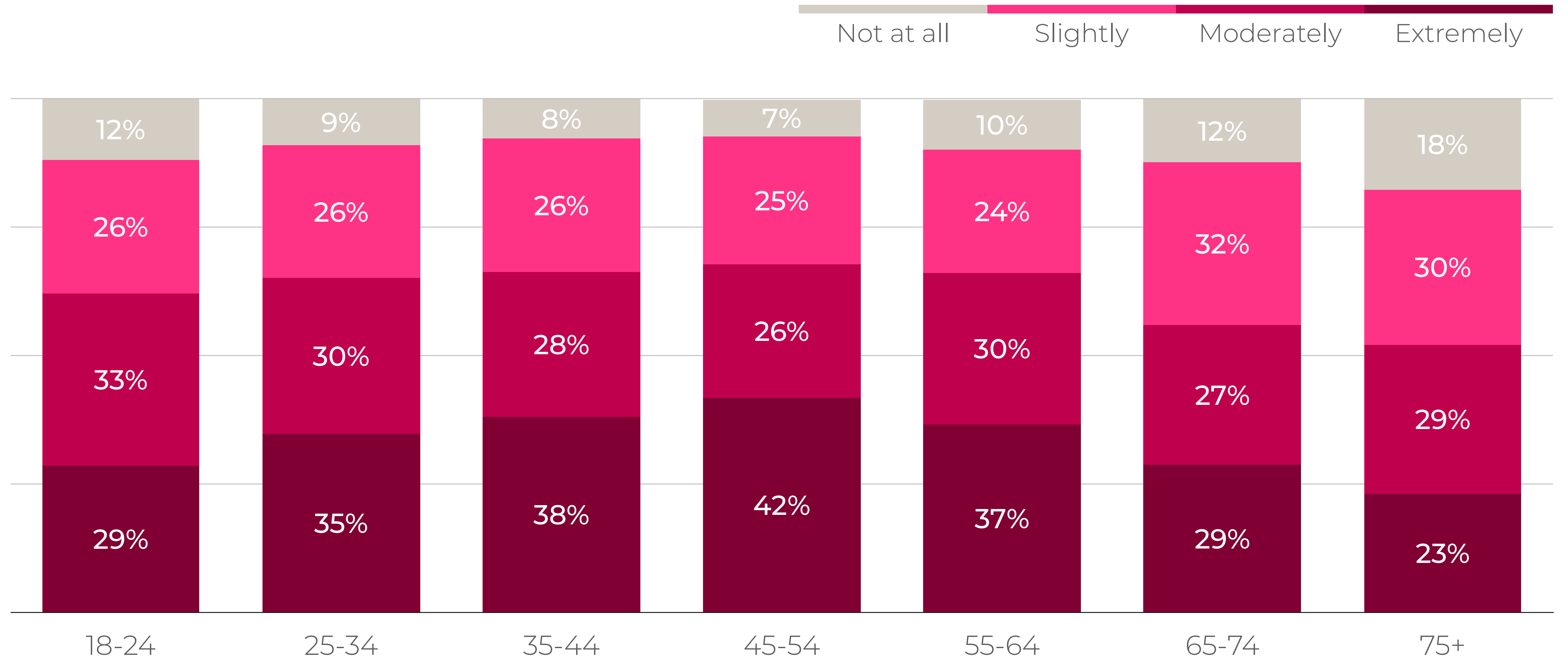
Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Consumer Concerns by Age

March 21-23

Concern Over Personal Finances by Age (Mar. 21-23)

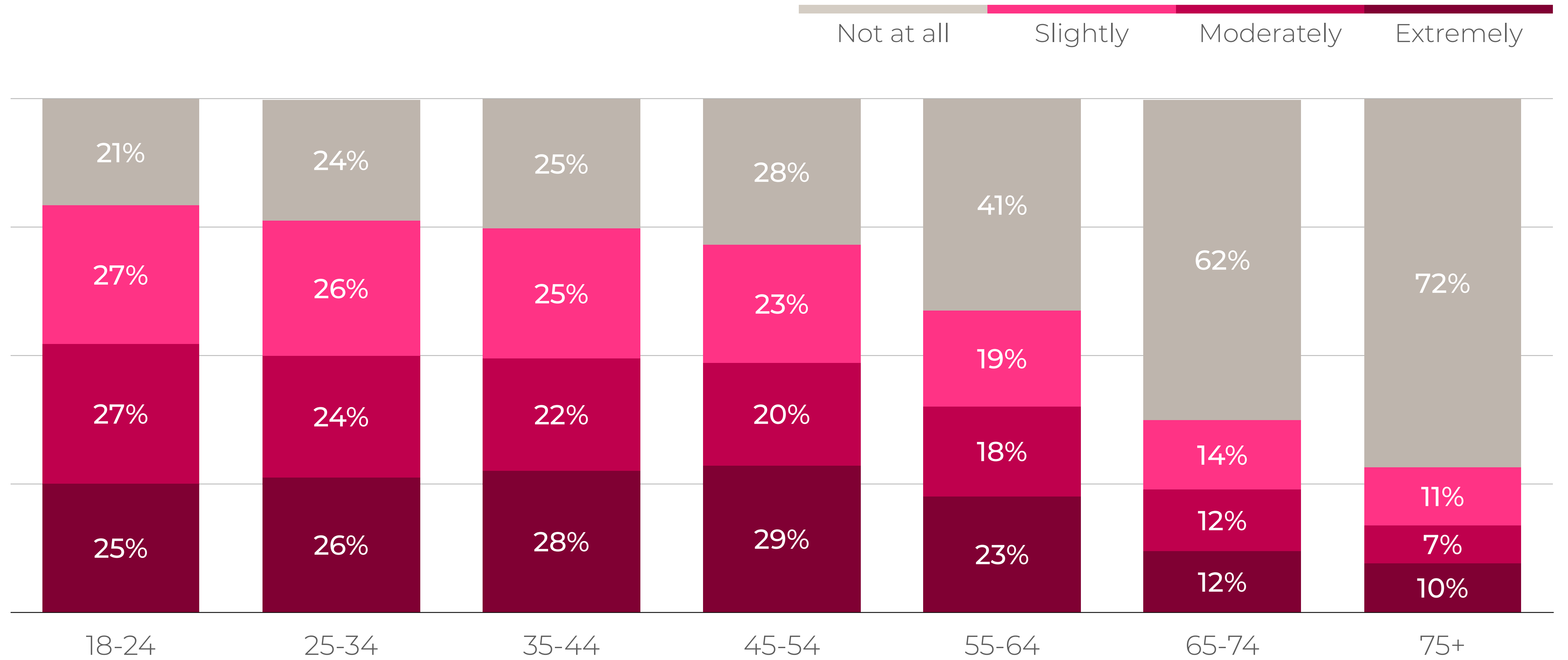
How concerned are you about personal finances?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Job Security by Age (Mar. 21-23)

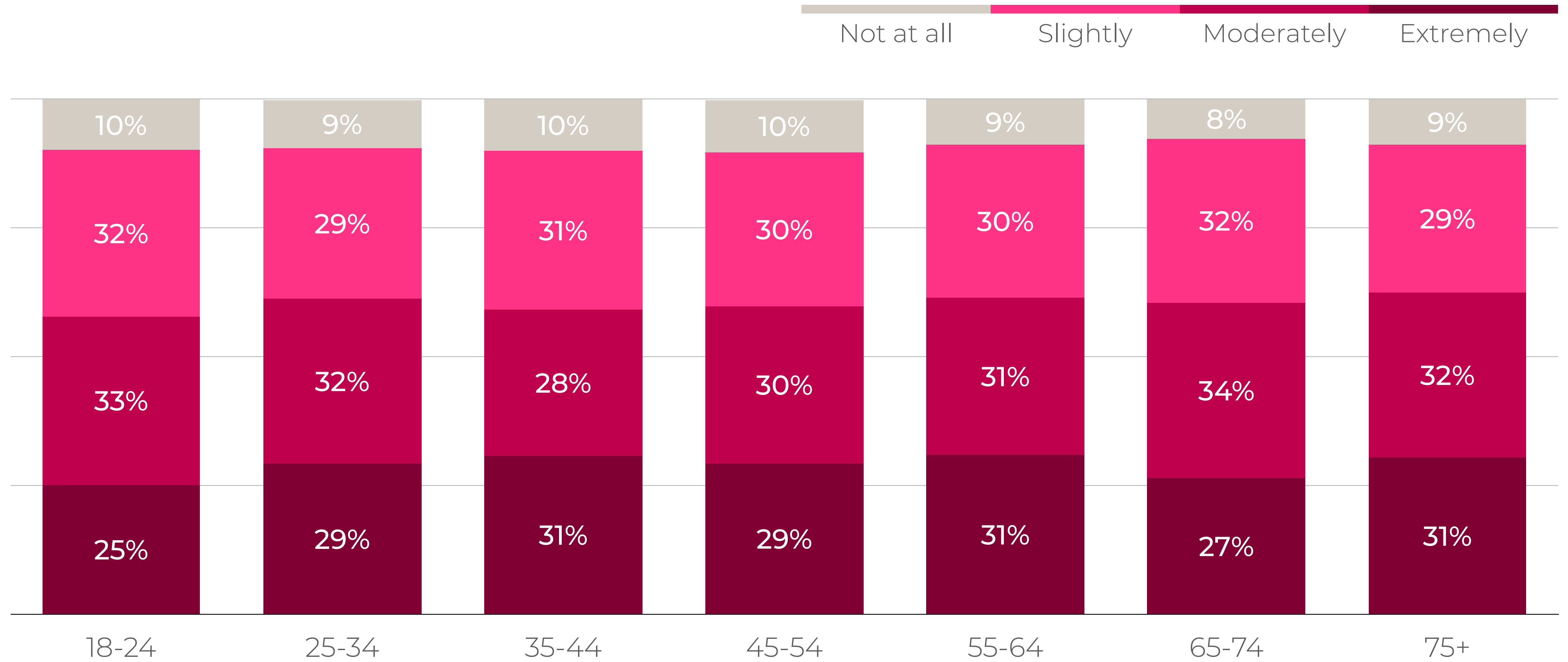
How concerned are you about job security?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Contracting COVID-19 by Age (Mar. 21-23)

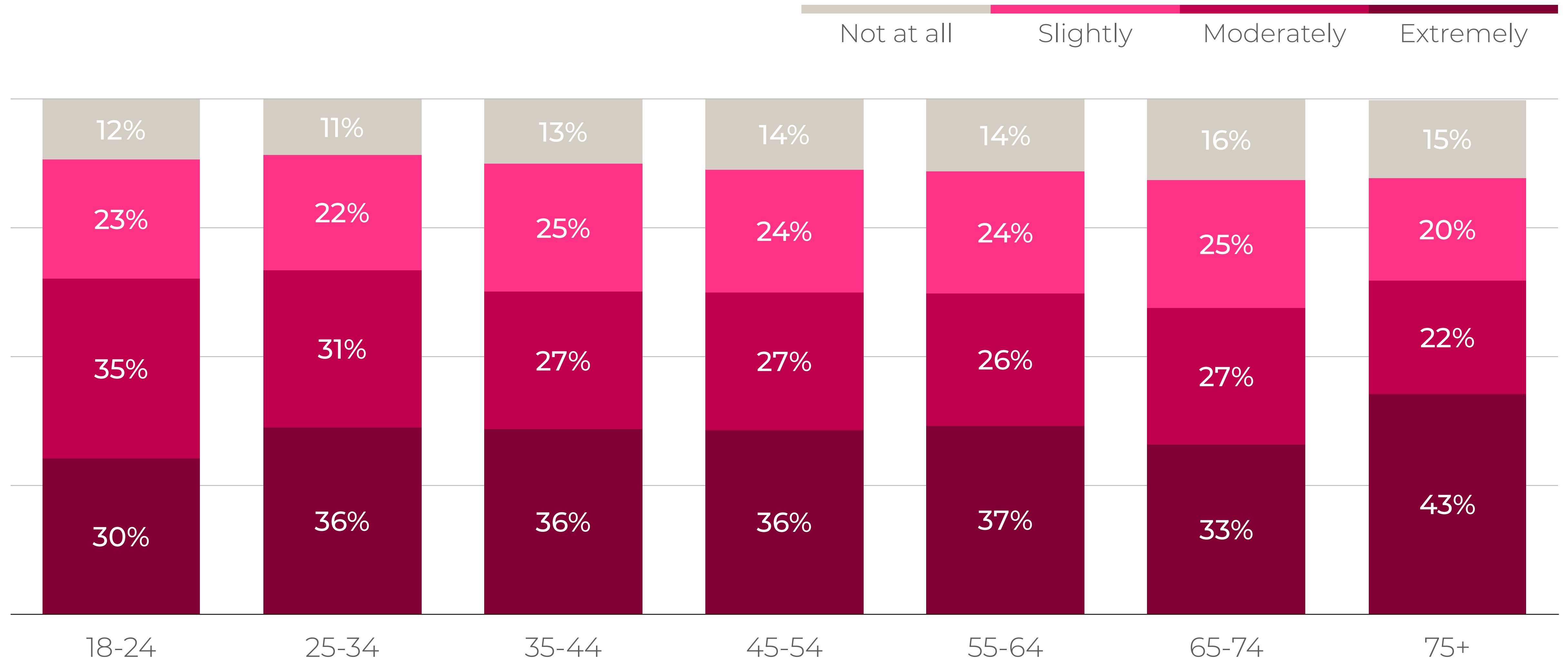
How concerned are you about contracting COVID-19?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Spreading COVID-19 by Age (Mar. 21-23)

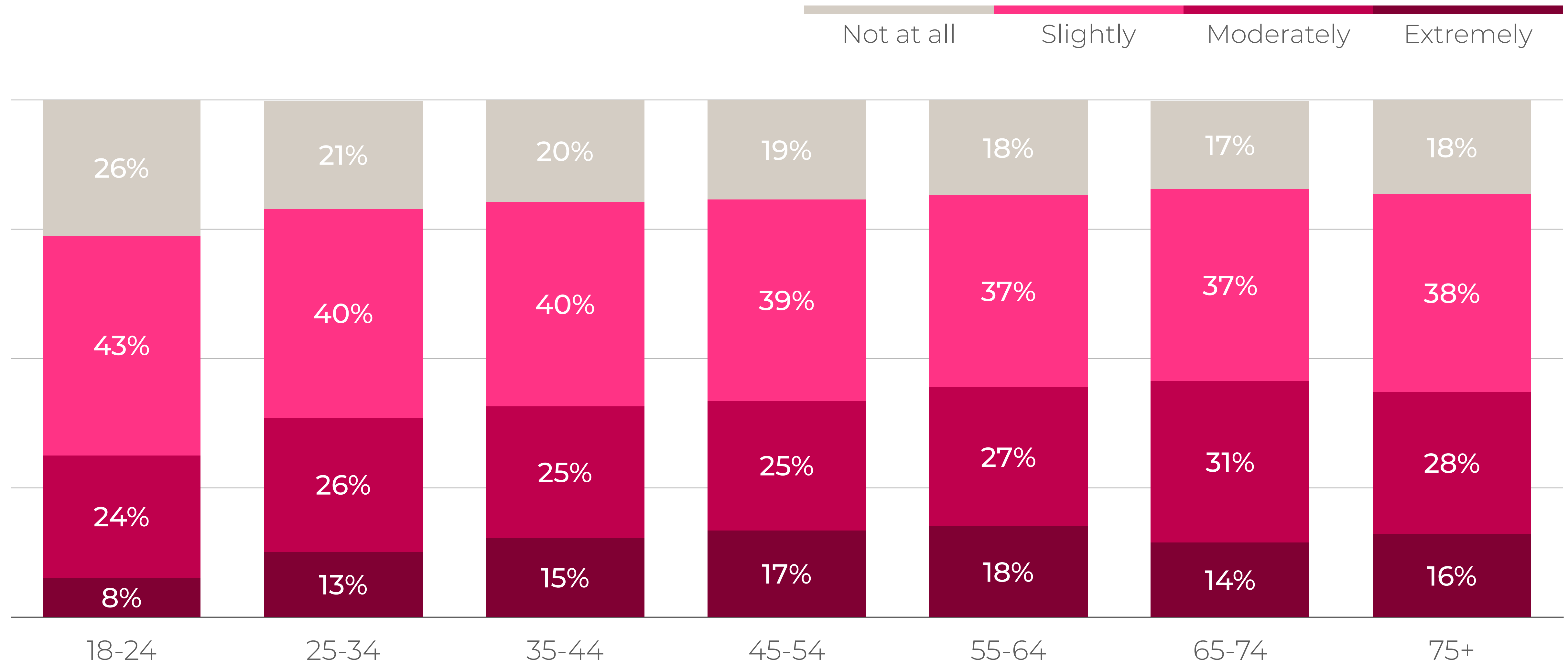
How concerned are you about spreading COVID-19?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Small Groups of People by Age (Mar. 21-23)

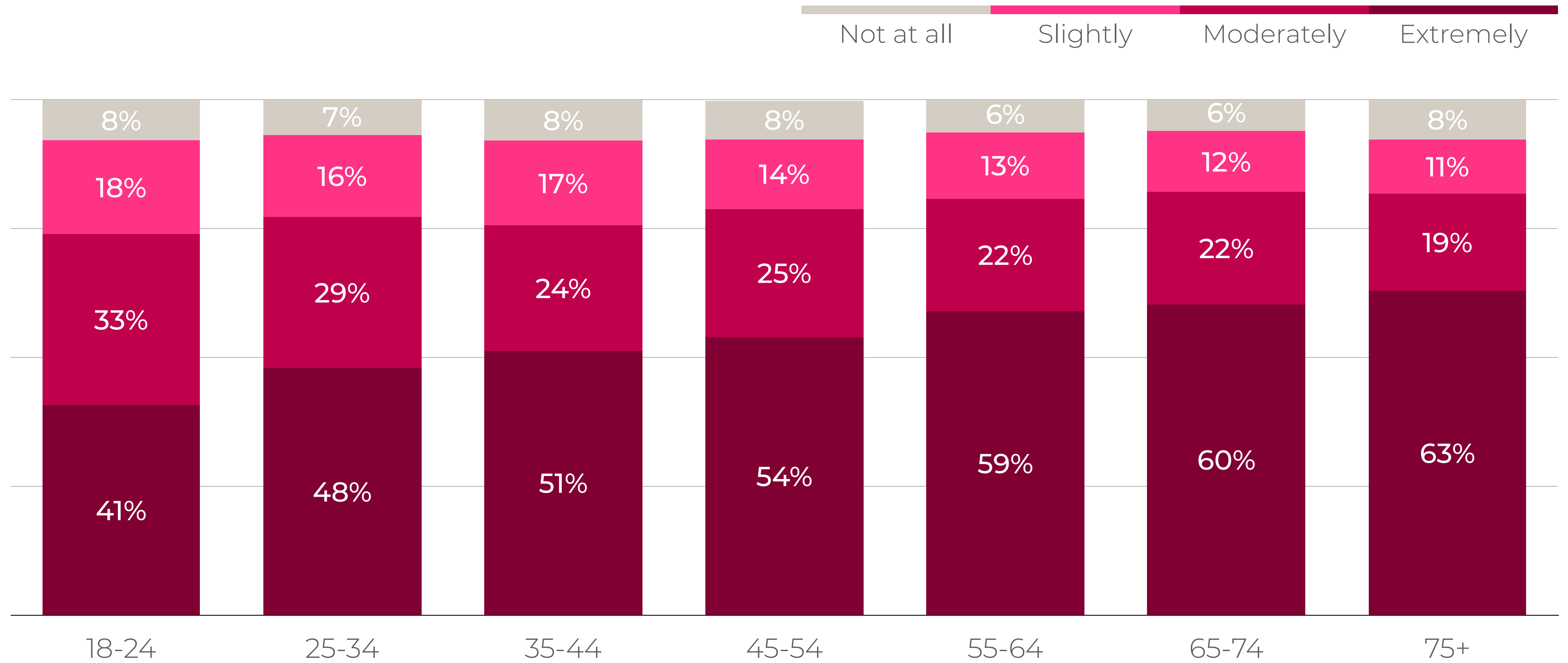
How concerned are you about small groups of people?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Large Groups of People by Age (Mar. 21-23)

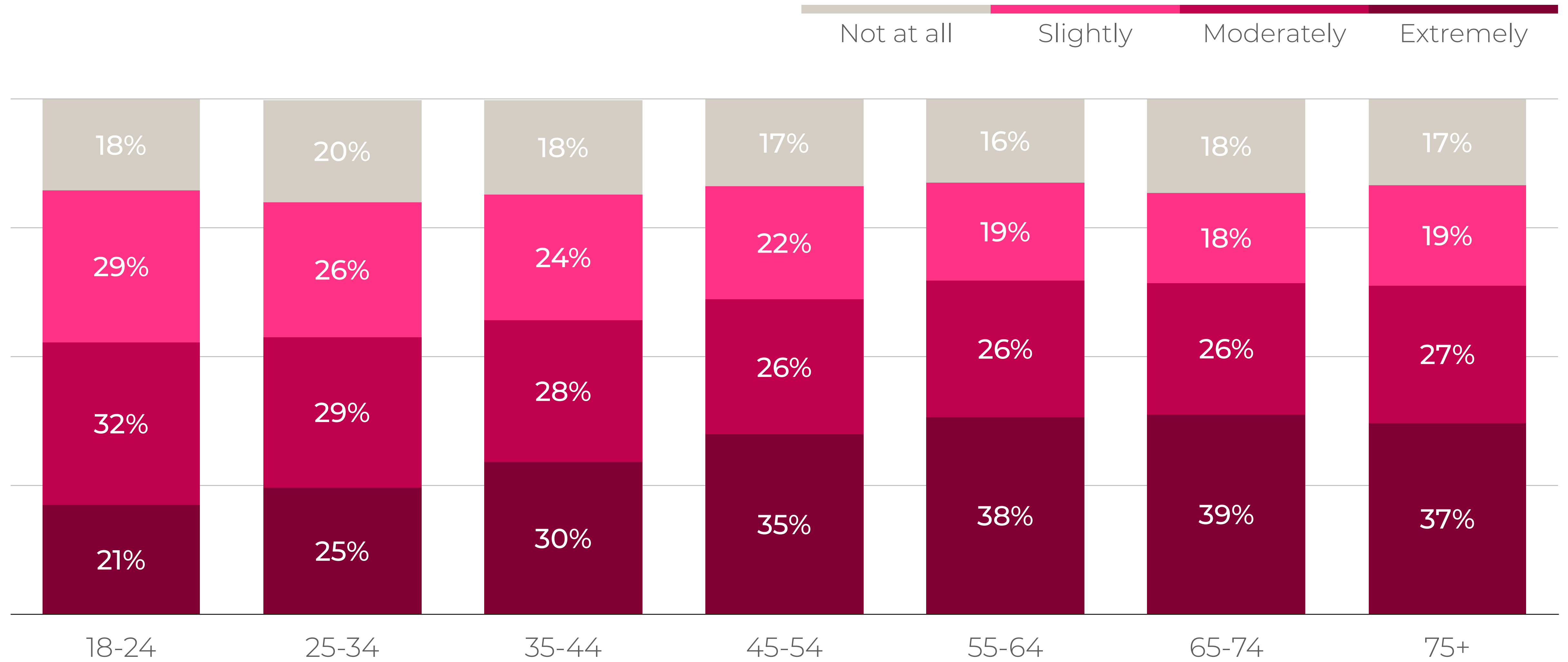
How concerned are you about large groups of people?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Stock Market by Age (Mar. 21-23)

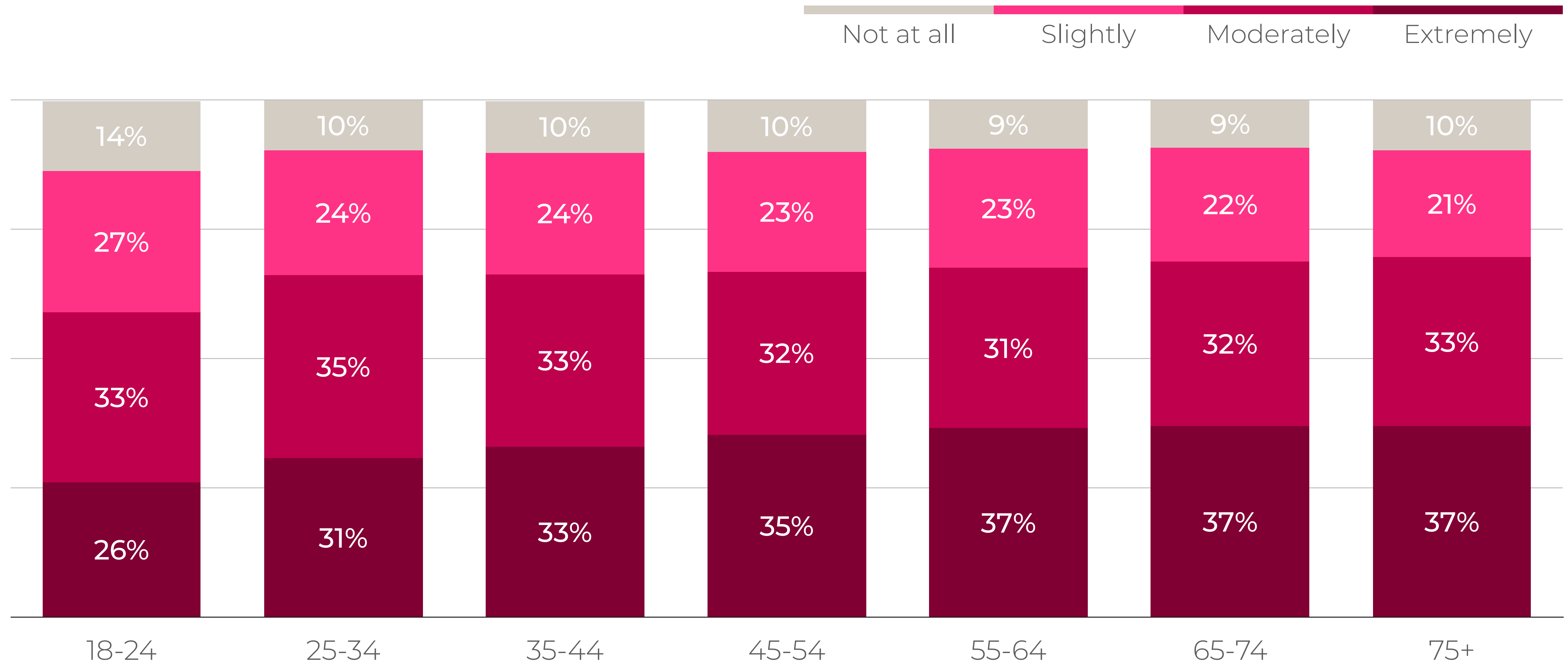
How concerned are you about the stock market?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Small to Mid-Sized Businesses by Age (Mar. 21-23)

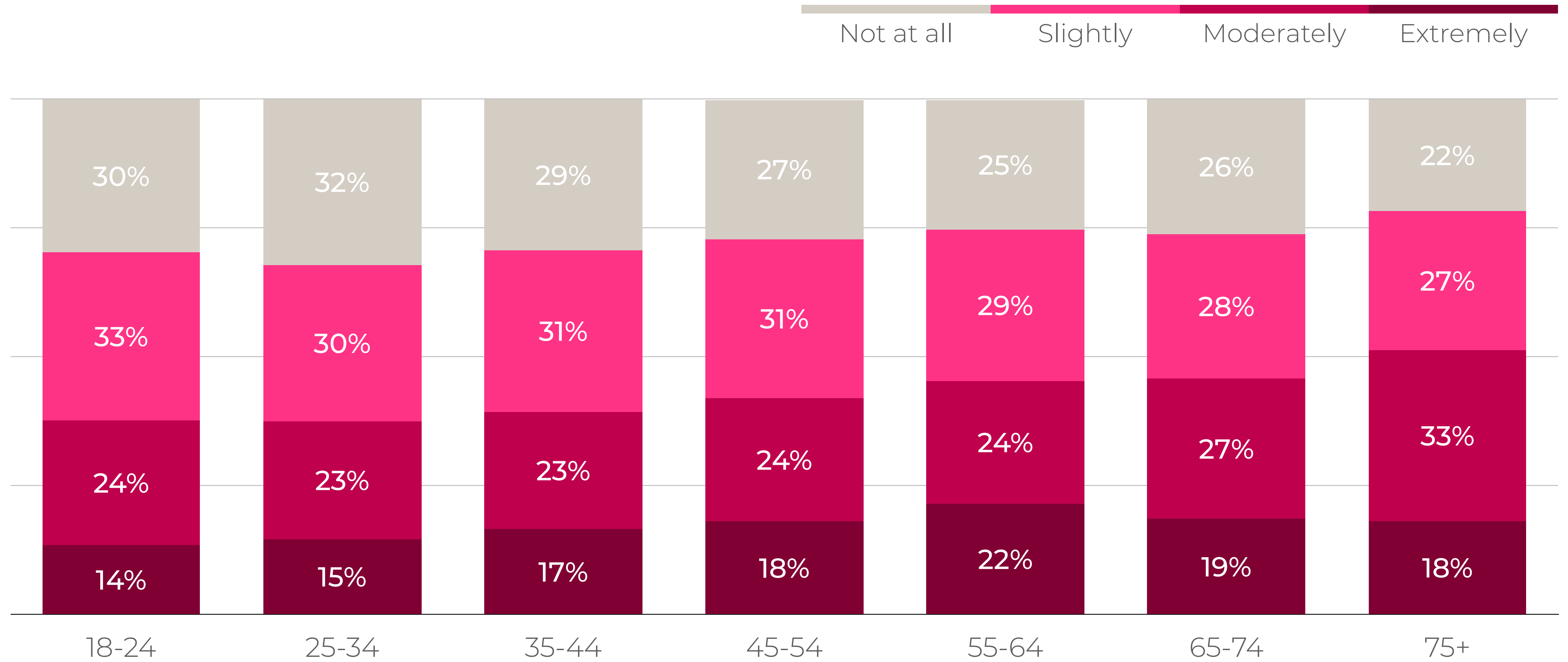
How concerned are you about small to mid-sized businesses?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Concern Over Large Corporations by Age (Mar. 21-23)

How concerned are you about large corporations?



Source: 1st edition of DISQO Consumer Confidence Survey; conducted March 21-23, 2020; n=11,250

Thank you!

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