

Consumer Confidence in the Context of COVID-19

Third Edition — May 28, 2020

Introduction

As some cities and stores begin to reopen, how are people reacting? What is the state of consumer confidence, where are early indicators of a rebound, and how are shopping behaviors continually changing?

To provide ongoing answers, DISQO is now sharing the third edition of our Consumer Confidence Study. Since March, DISQO has conducted a weekly survey of select DISQO Audience members, 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 seventh through ninth editions of the survey generated a total of 31,480 responses.

| Survey | Period | Responses |
|--------|-----------|-----------|
| 7 | May 02-04 | 10,804 |
| 8 | May 09-11 | 10,365 |
| 9 | May 16-18 | 10,311 |

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.

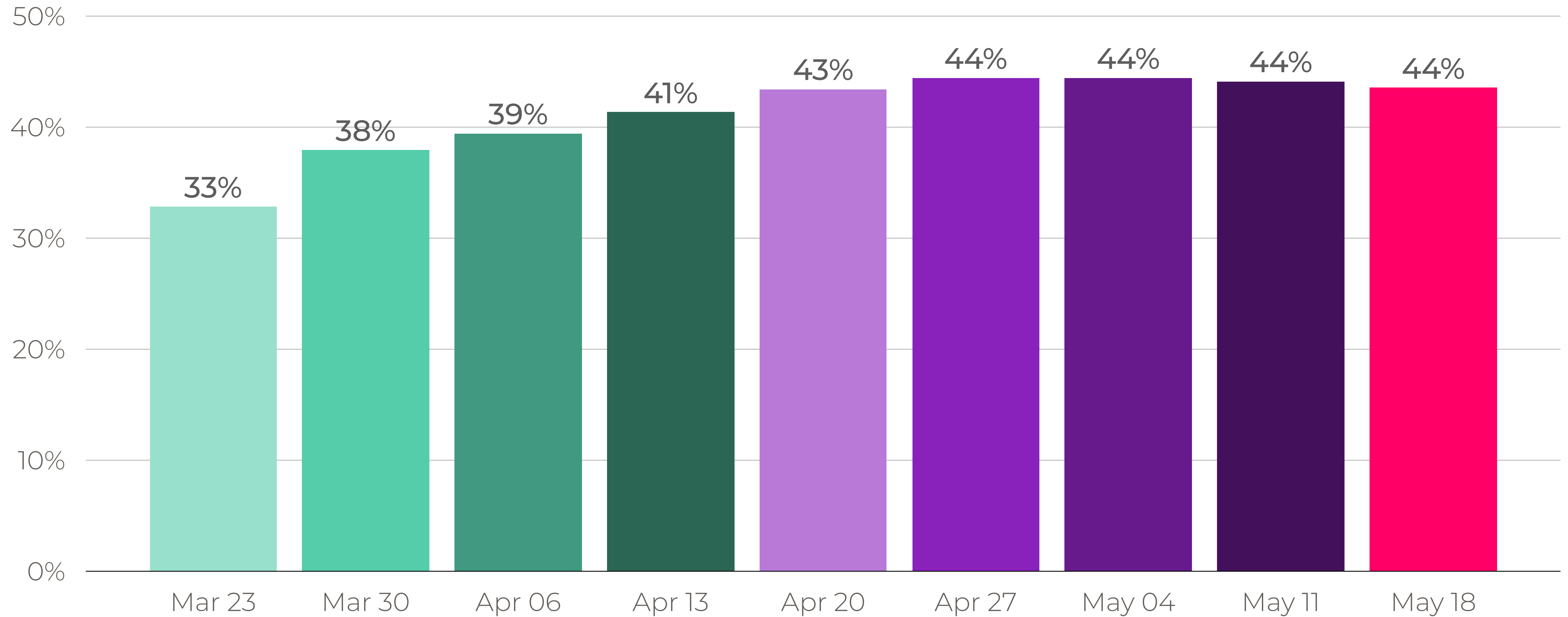
Founded in 2015, DISQO is headquartered in Los Angeles, California, and has over 140 employees.

Trends Over Time

Weekly shifts in consumer confidence

Average Percent of Purchases Made Online

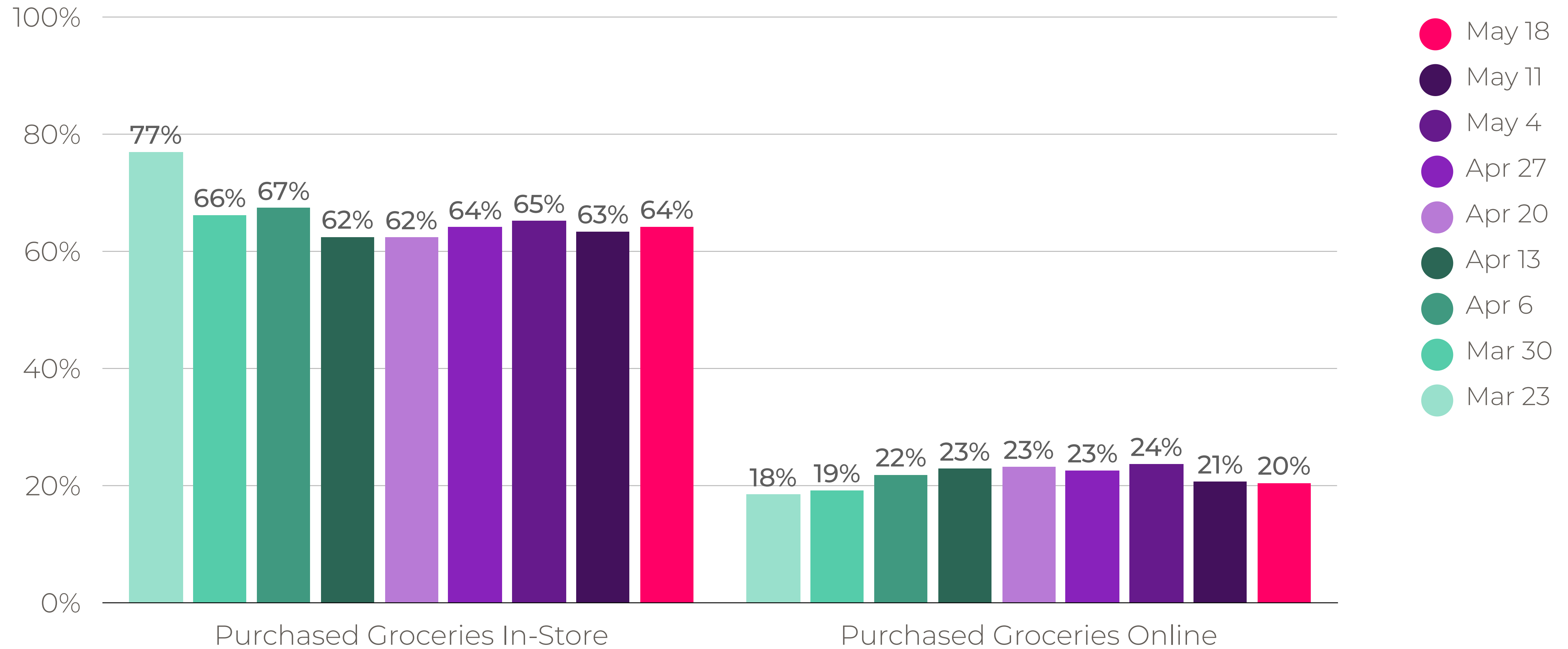
Q: Within the past week, what percent of your purchases have been made online?



Source: Surveys of DISQO Audience members in March - May of 2020

Reported Grocery Shopping Methods

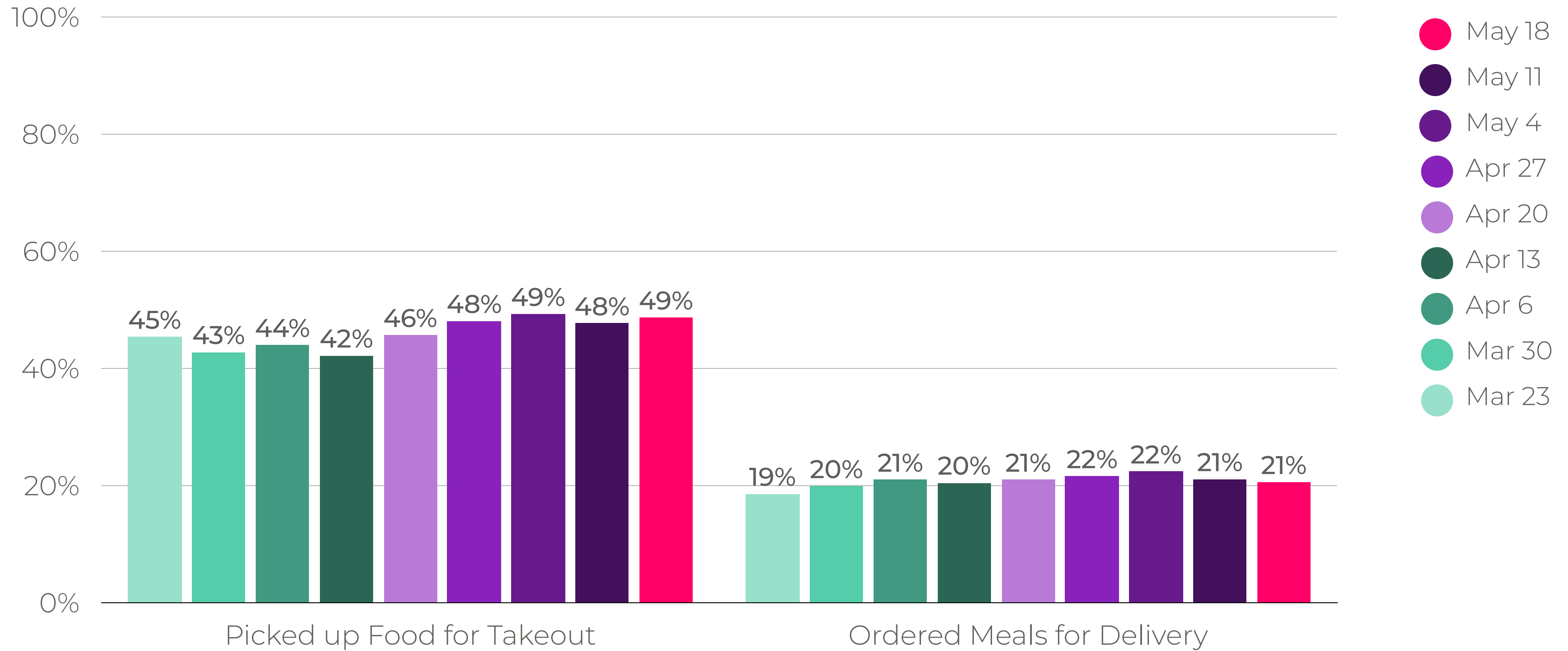
In the past week, have you _____?



Source: Surveys of DISQO Audience members in March - May of 2020

Reported Dinner Plans

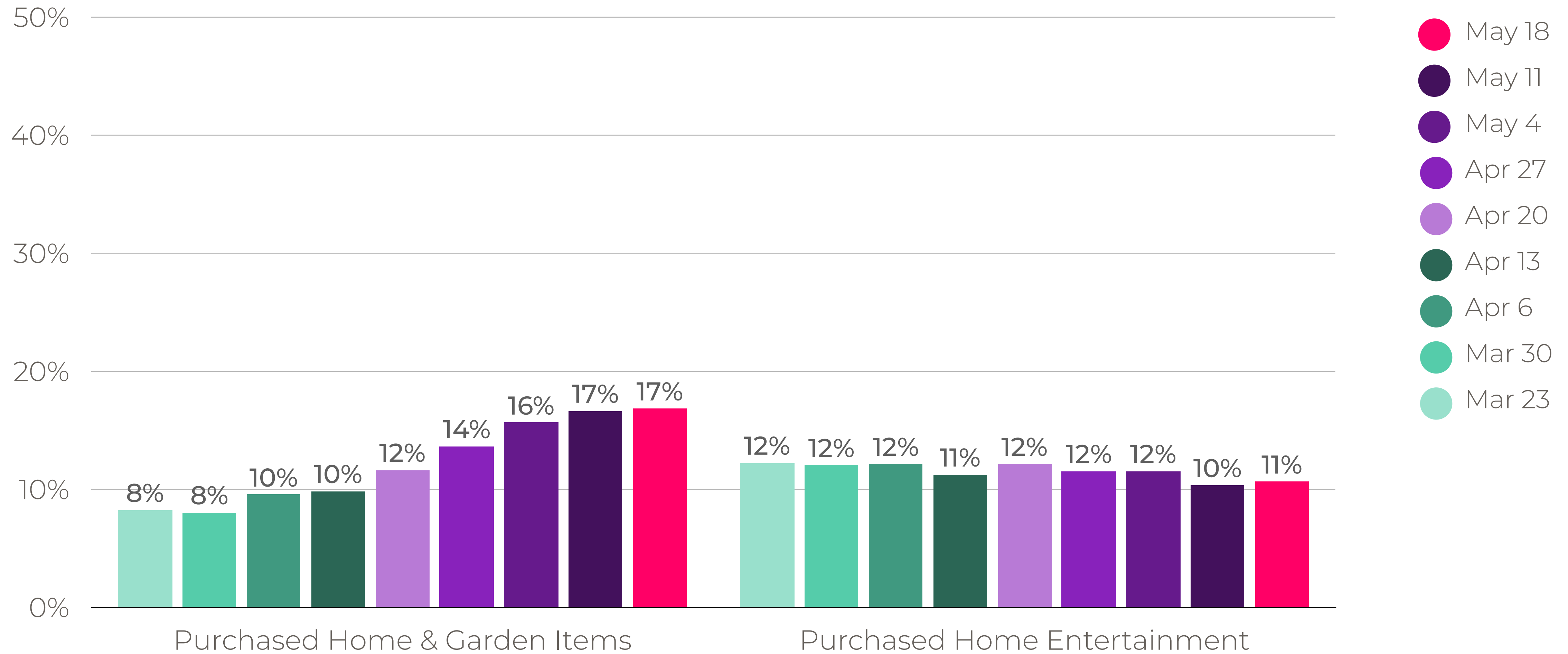
In the past week, have you _____?



Source: Surveys of DISQO Audience members in March - May of 2020

Adapting to Life at Home

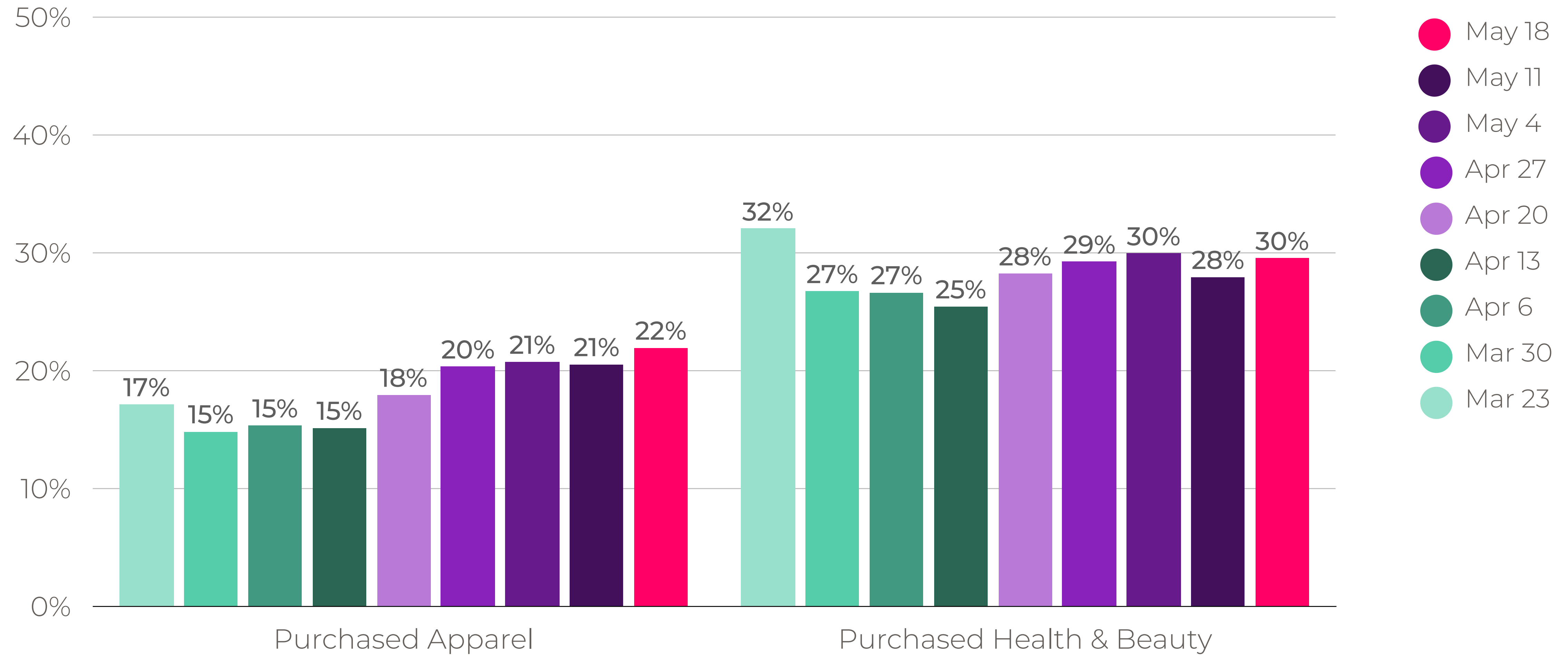
In the past week, have you _____?



Source: Surveys of DISQO Audience members in March - May of 2020

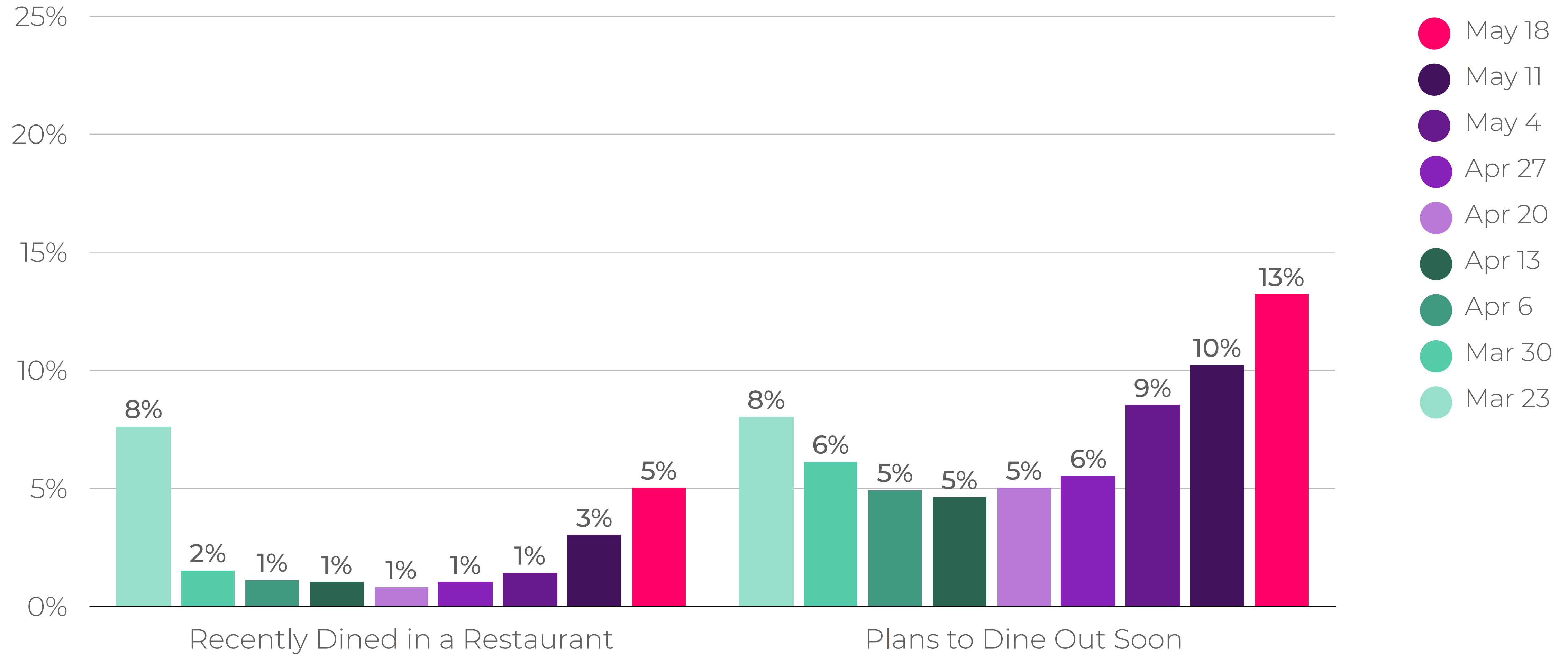
Rebounding Soft Goods

In the past week, have you _____?



Dining Out Optimism

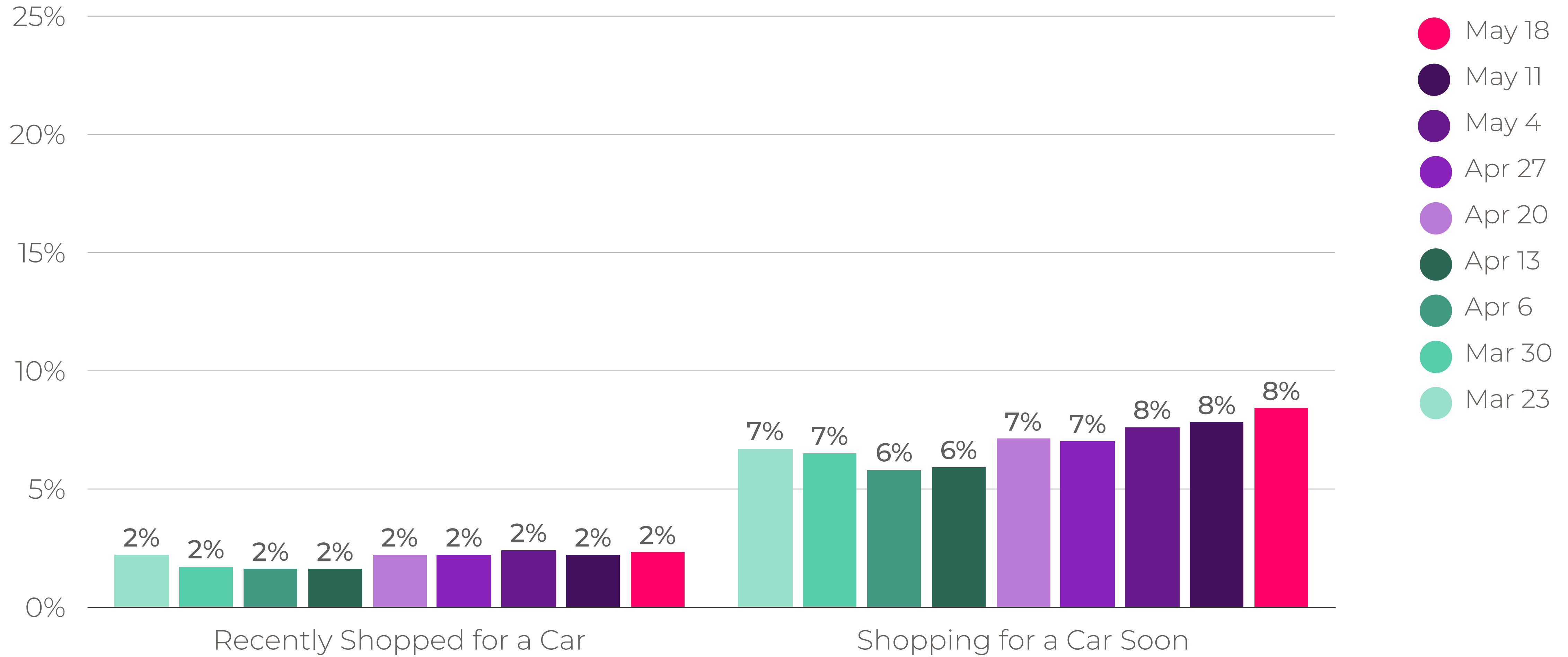
Recent dining out activity compared to plans to dine out soon



Source: Surveys of DISQO Audience members in March - May of 2020

Revving Up Auto Interest

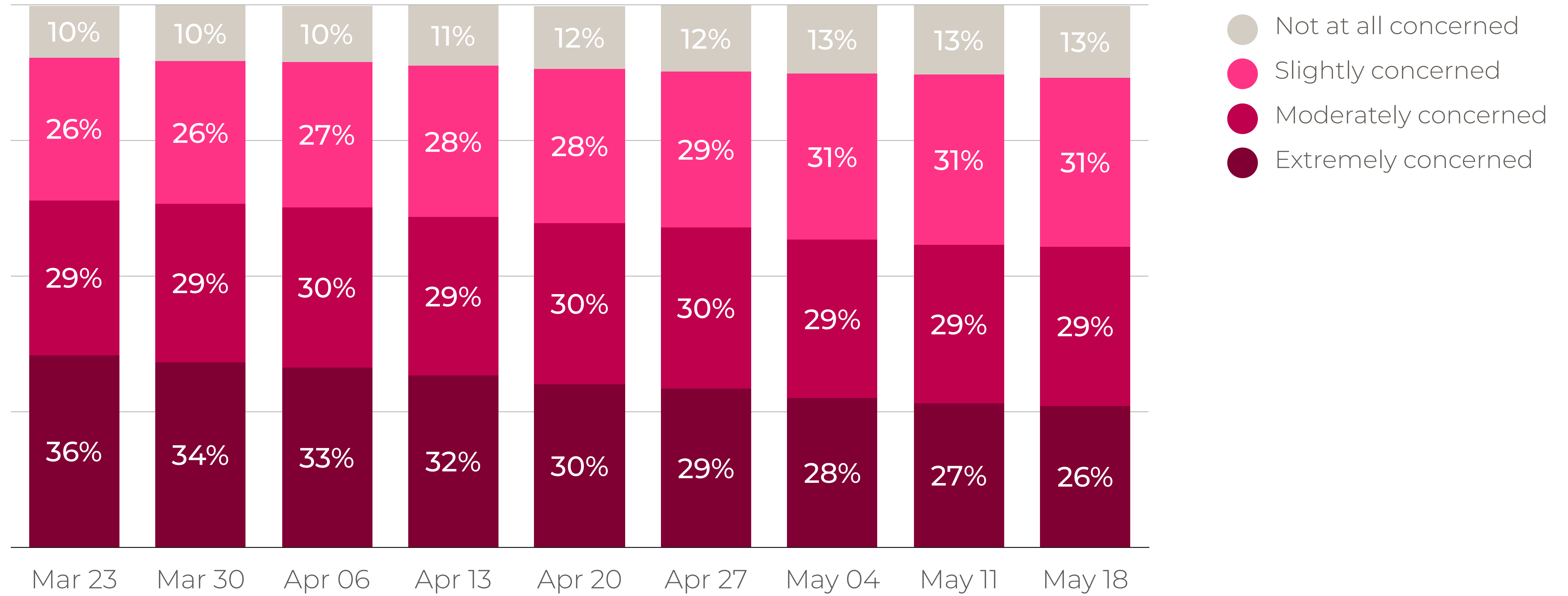
Comparing recent to planned shopping for new vehicles



Source: Surveys of DISQO Audience members in March - May of 2020

Concern Over Personal Finances

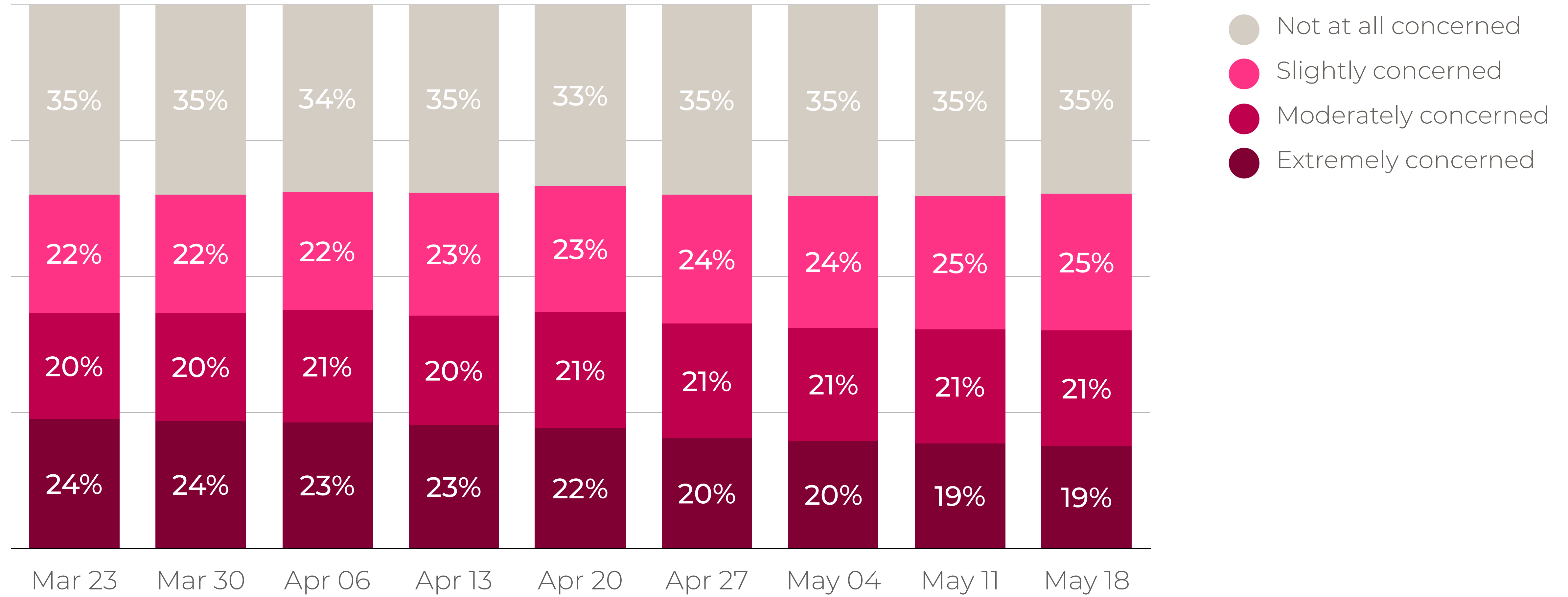
How concerned are you about personal finances?



Source: Surveys of DISQO Audience members in March - May of 2020

Concern Over Job Security

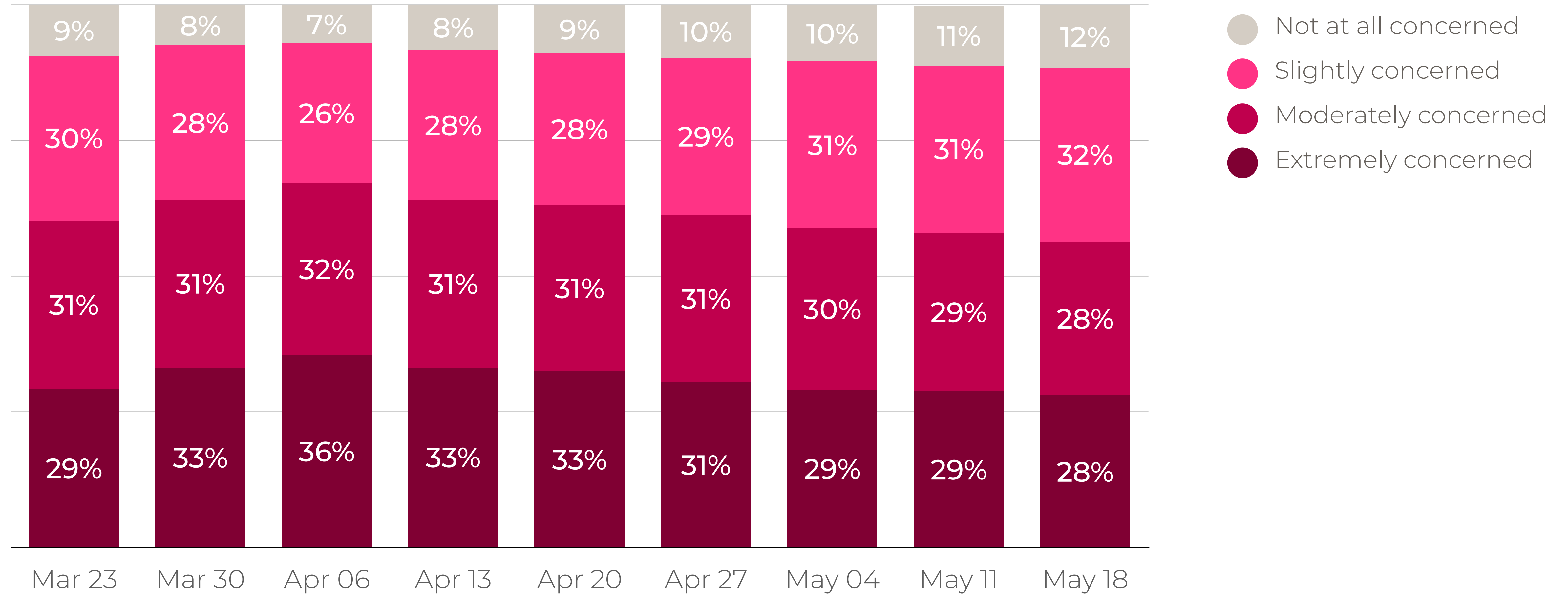
How concerned are you about job security?



Source: Surveys of DISQO Audience members in March - May of 2020

Concern Over Contracting COVID-19

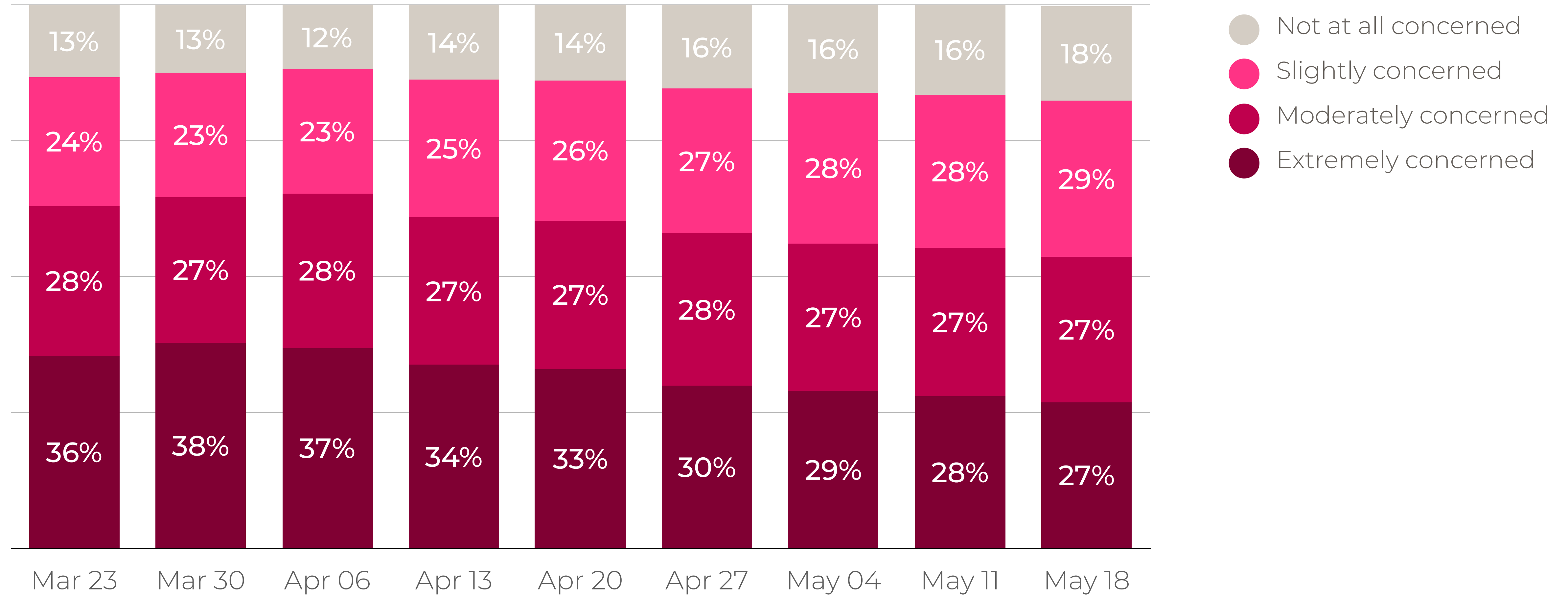
How concerned are you about contracting COVID-19?



Source: Surveys of DISQO Audience members in March - May of 2020

Concern Over Spreading COVID-19

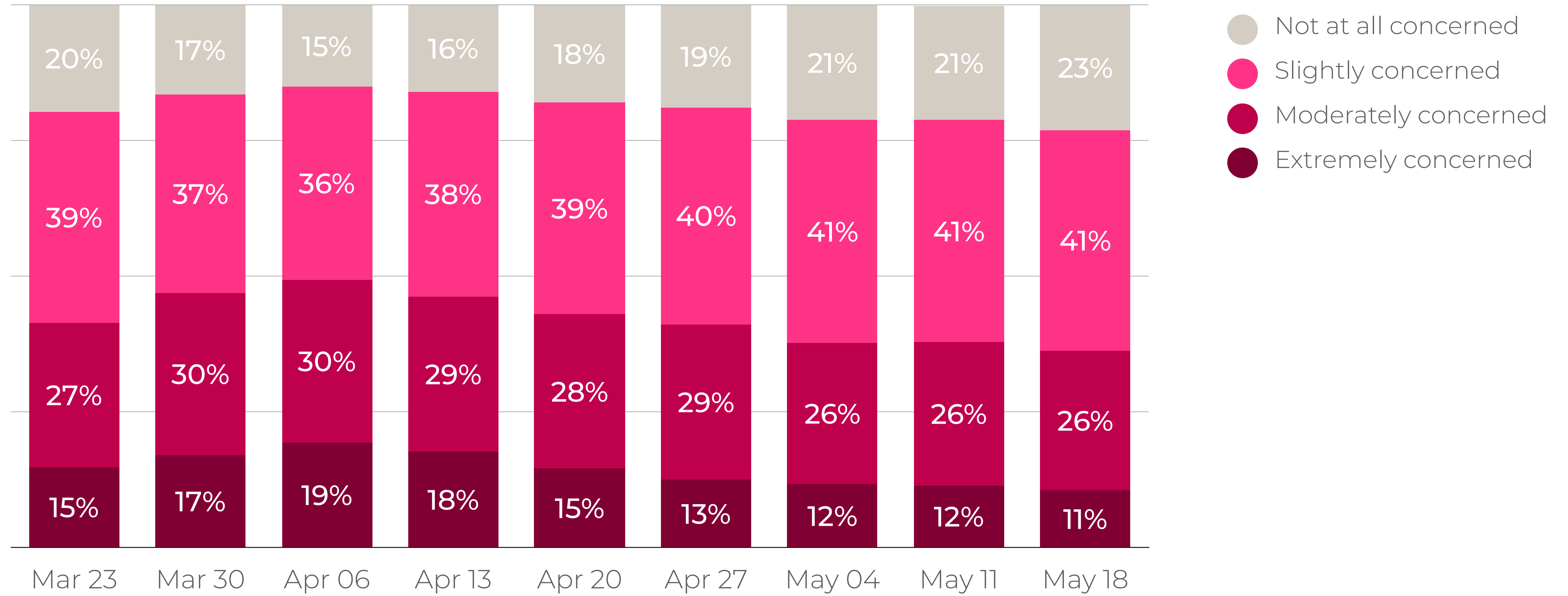
How concerned are you about spreading COVID-19?



Source: Surveys of DISQO Audience members in March - May of 2020

Concern Over Small Crowds

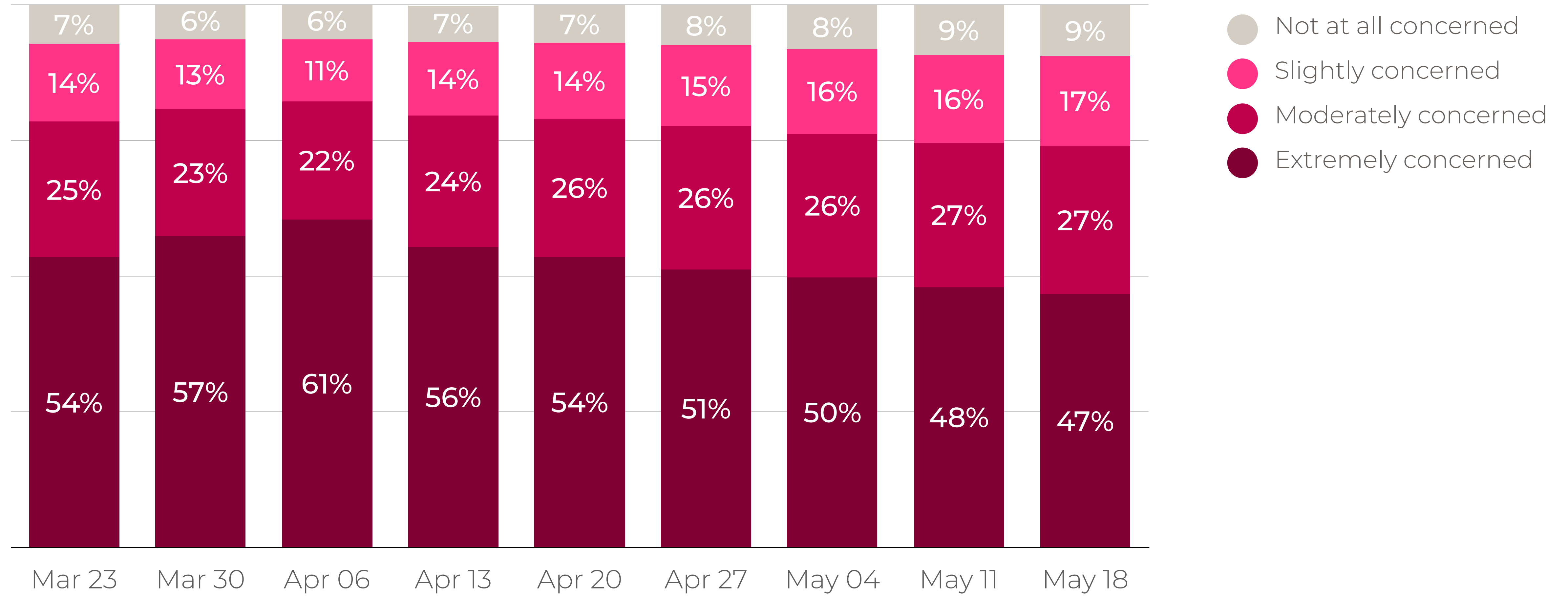
How concerned are you about small crowds?



Source: Surveys of DISQO Audience members in March - May of 2020

Concern Over Large Crowds

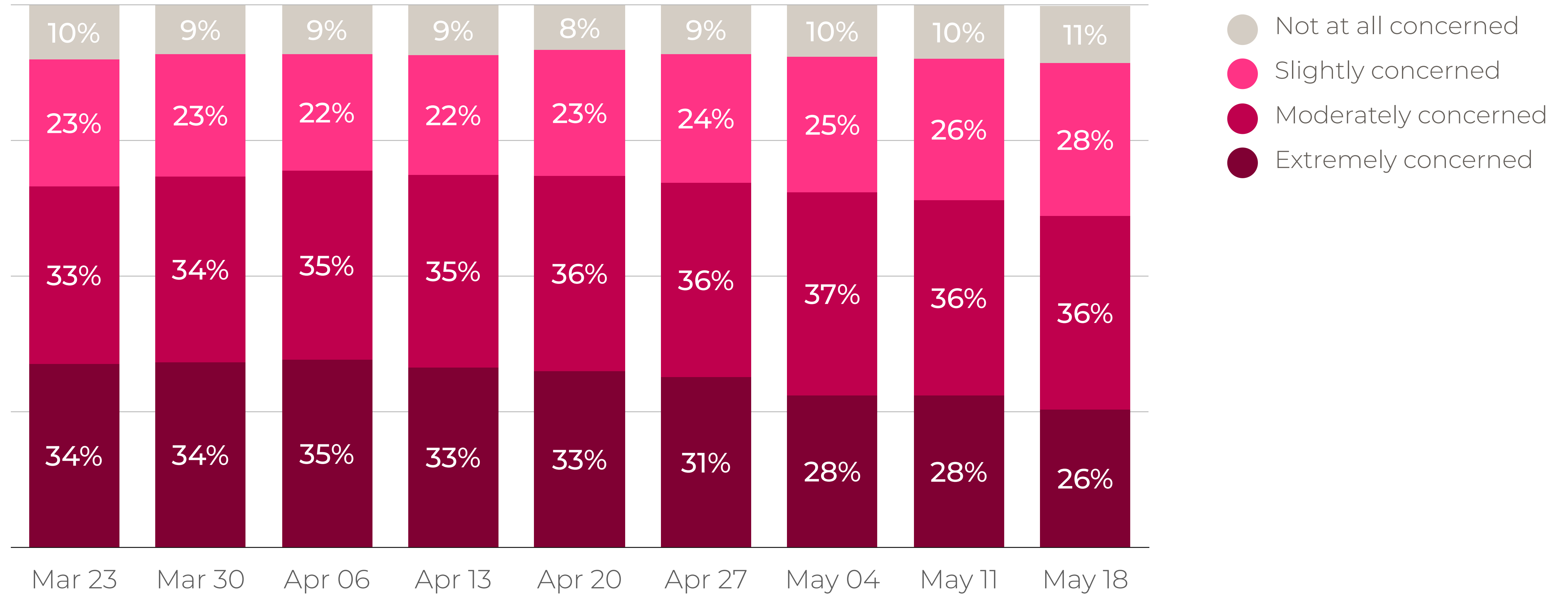
How concerned are you about large crowds?



Source: Surveys of DISQO Audience members in March - May of 2020

Concern Over Small to Mid-Sized Businesses

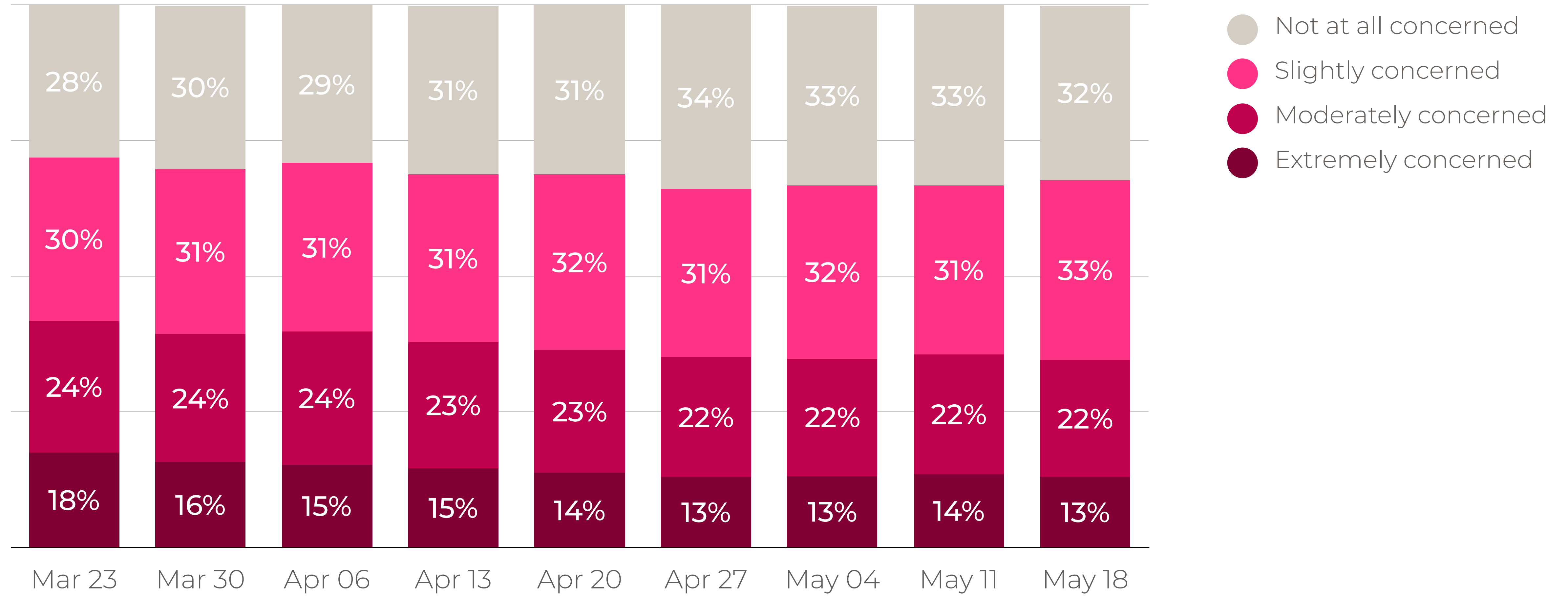
How concerned are you about small to mid-sized businesses?



Source: Surveys of DISQO Audience members in March - May of 2020

Concern Over Large Corporations

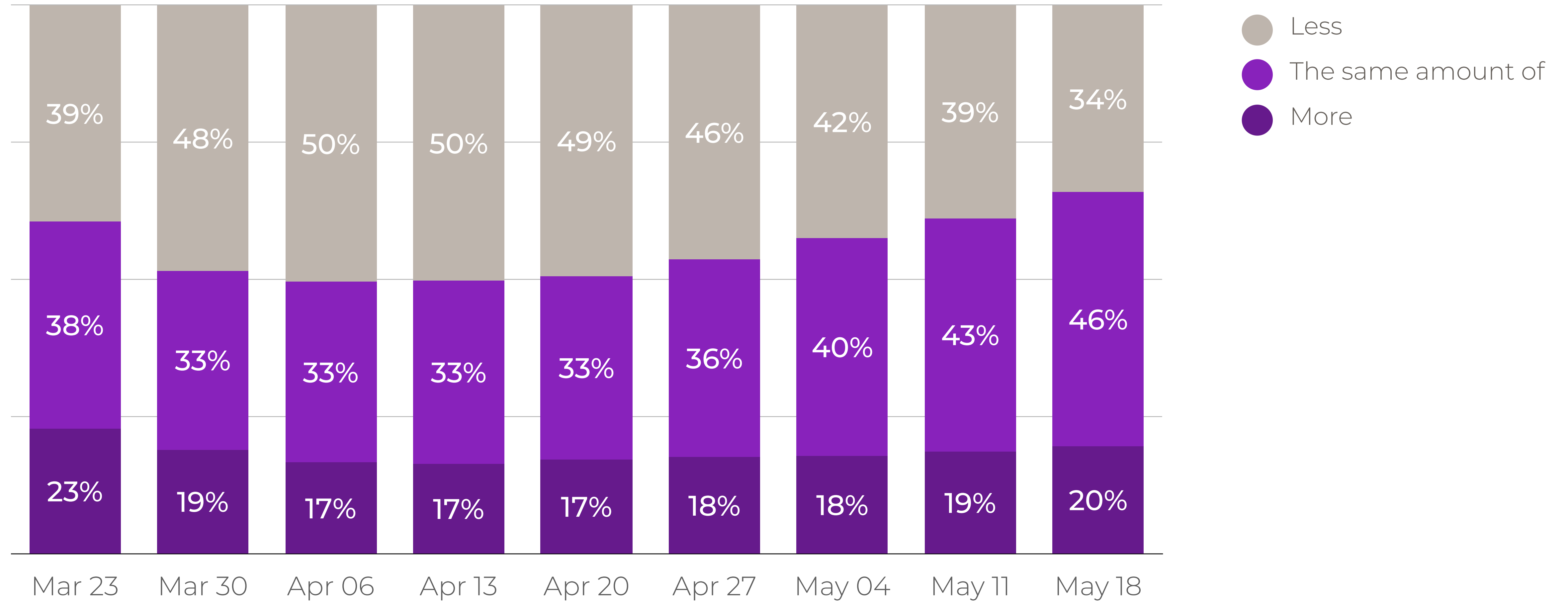
How concerned are you about large corporations?



Source: Surveys of DISQO Audience members in March - May of 2020

Spending Habits Over Time

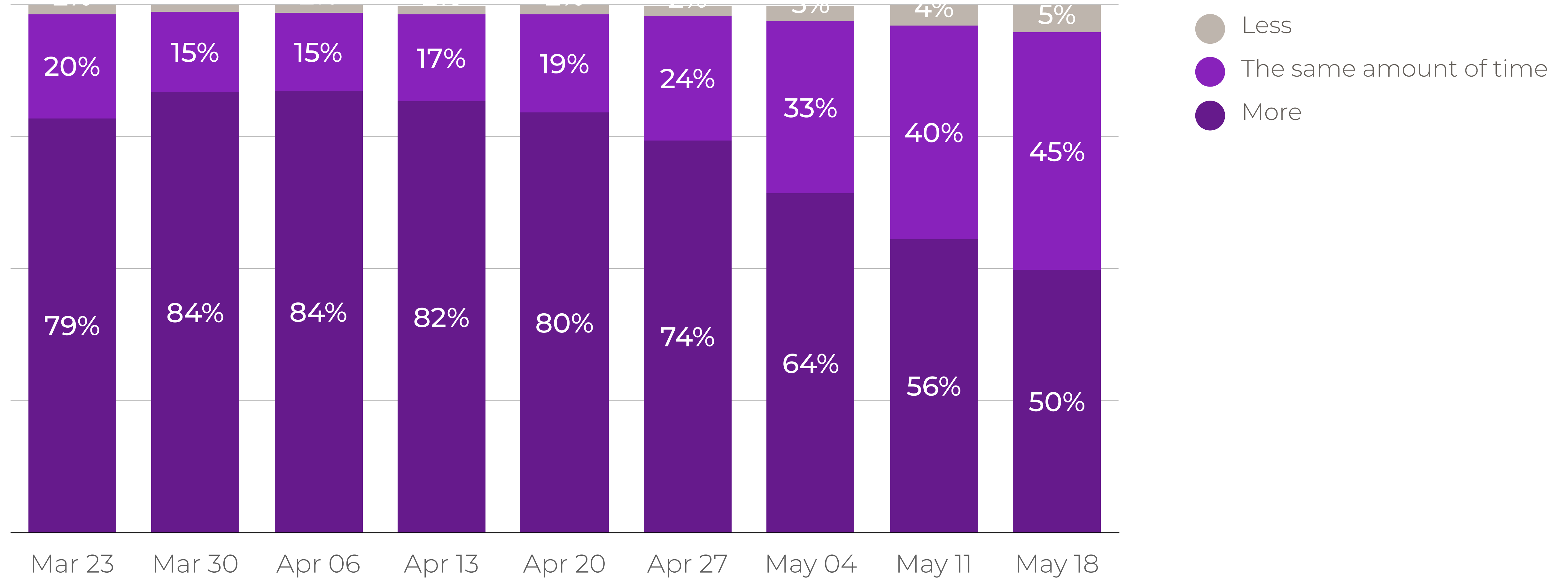
I'm spending _____ money than I was last month.



Source: Surveys of DISQO Audience members in March - May of 2020

Staying in Place Over Time

I'm in my home _____ than I was last month.



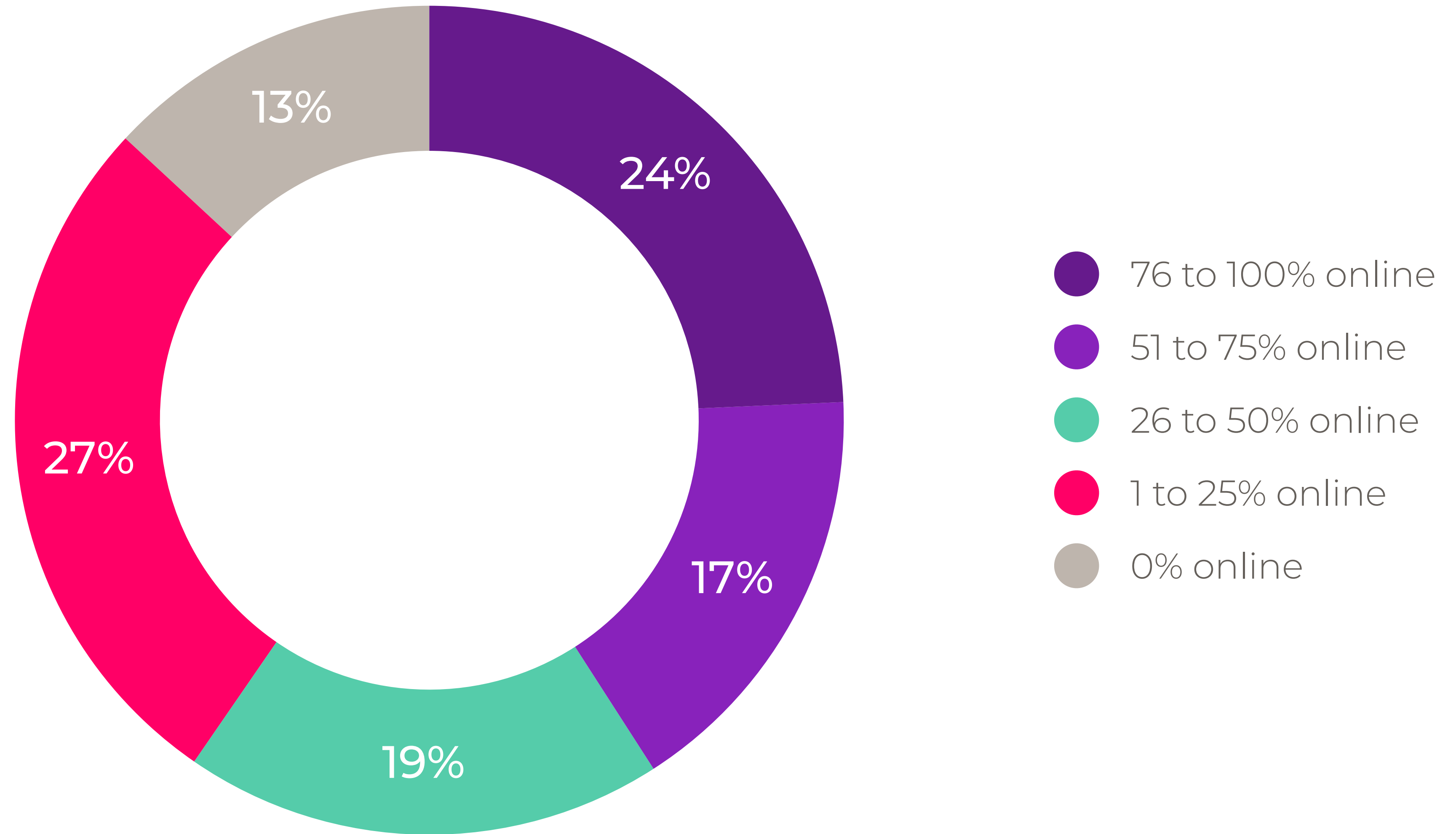
Source: Surveys of DISQO Audience members in March - May of 2020

May 18th Results

10,311 responses collected May 16 to May 18, 2020

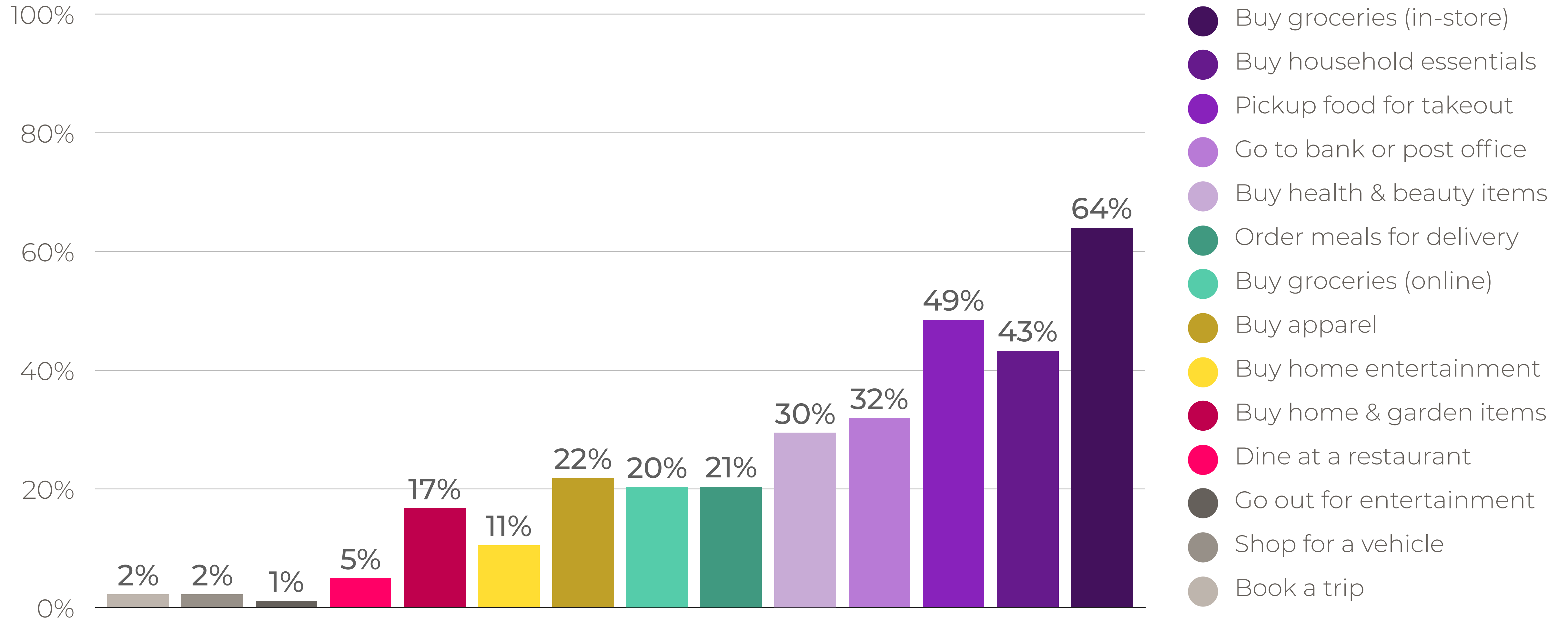
Proportion of Purchases Made Online (May 16-18)

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



Recent Reported Activities (May 16-18)

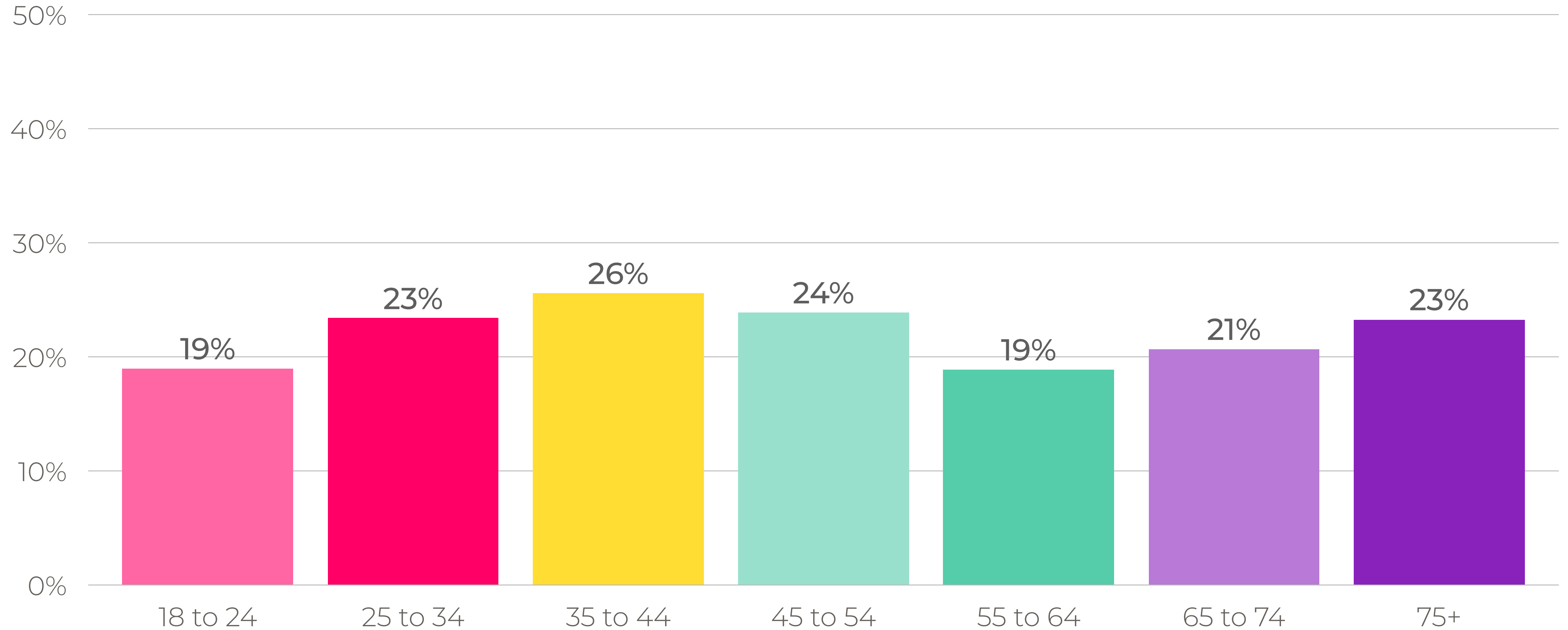
Q: Within the past week, which of the following activities did you do?



Source: 9th edition of DISQO Consumer Confidence Survey; conducted May 16-18, 2020; n=10,311

Online Grocery Shopping by Age (May 16-18)

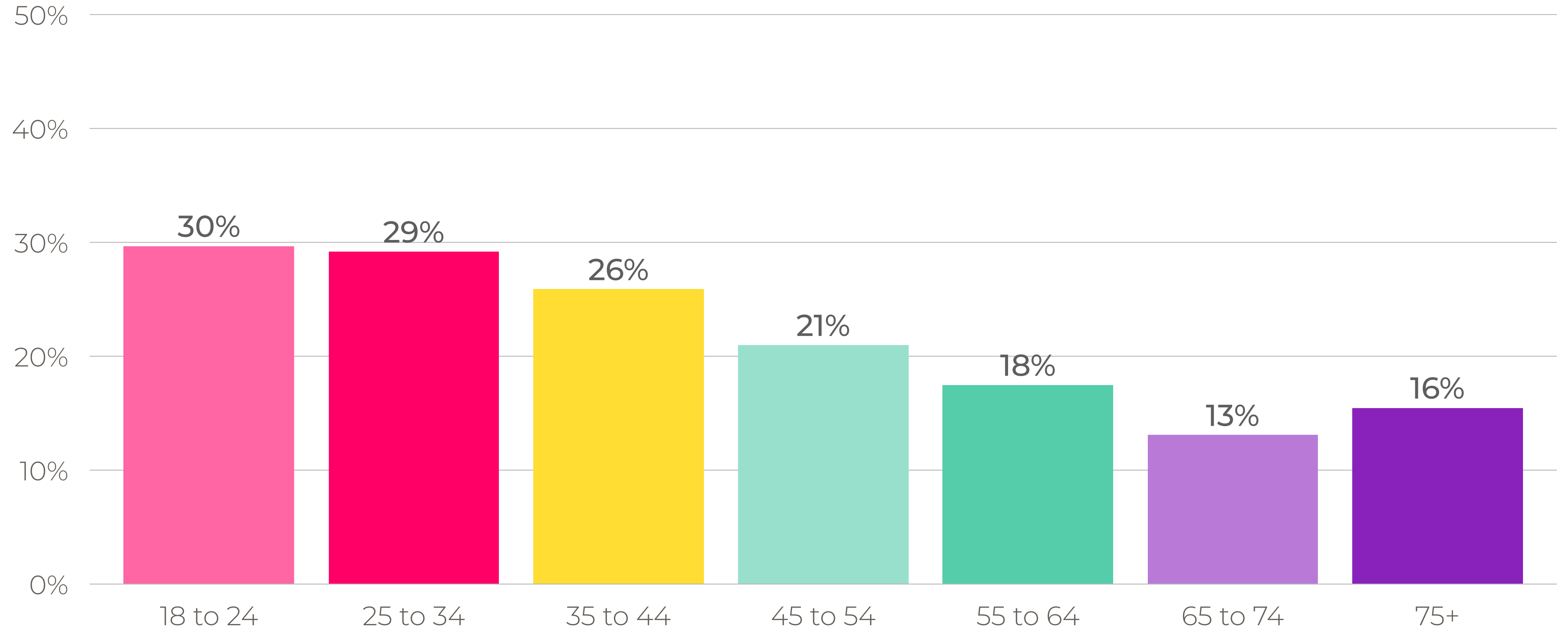
Q: Within the past week, have you purchased groceries online?



Source: 9th edition of DISQO Consumer Confidence Survey; conducted May 16-18, 2020; n=10,311

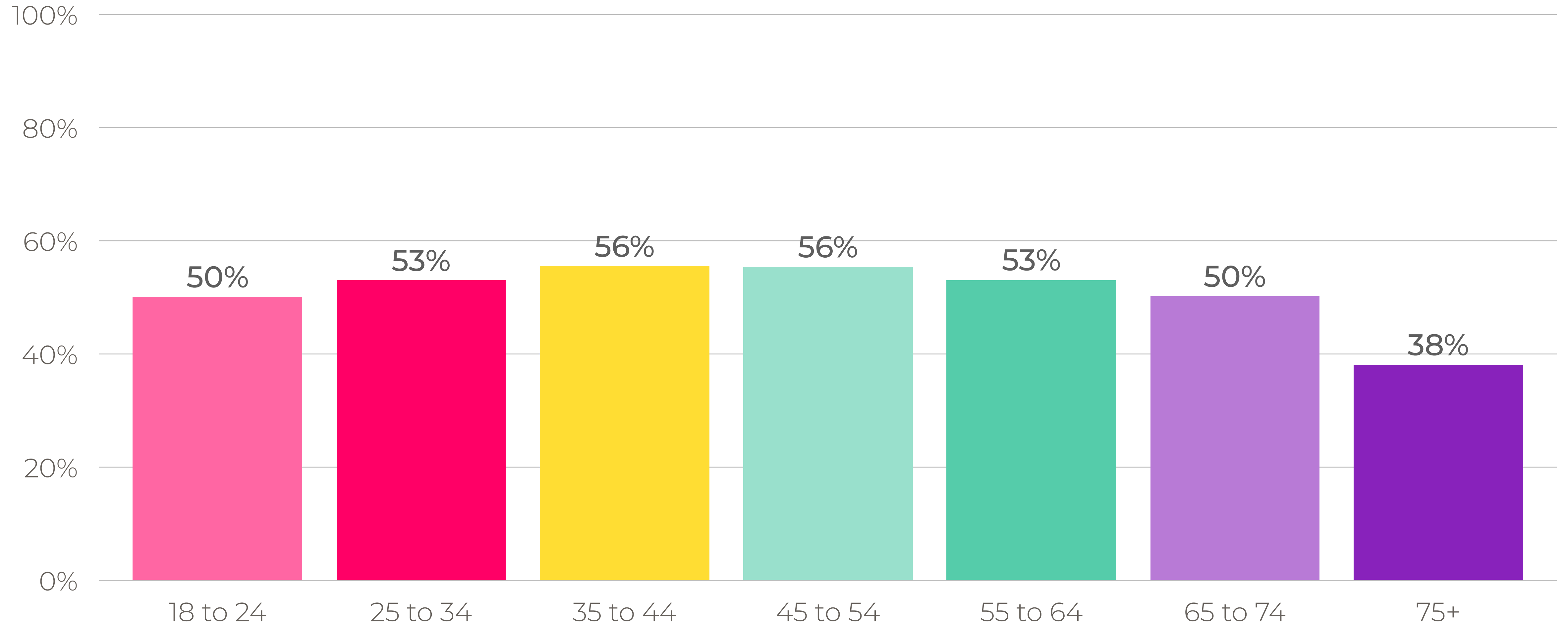
Ordering Meals for Delivery by Age (May 16-18)

Q: Within the past week, have you ordered meals for delivery?



Ordering Takeout by Age *(May 16-18)*

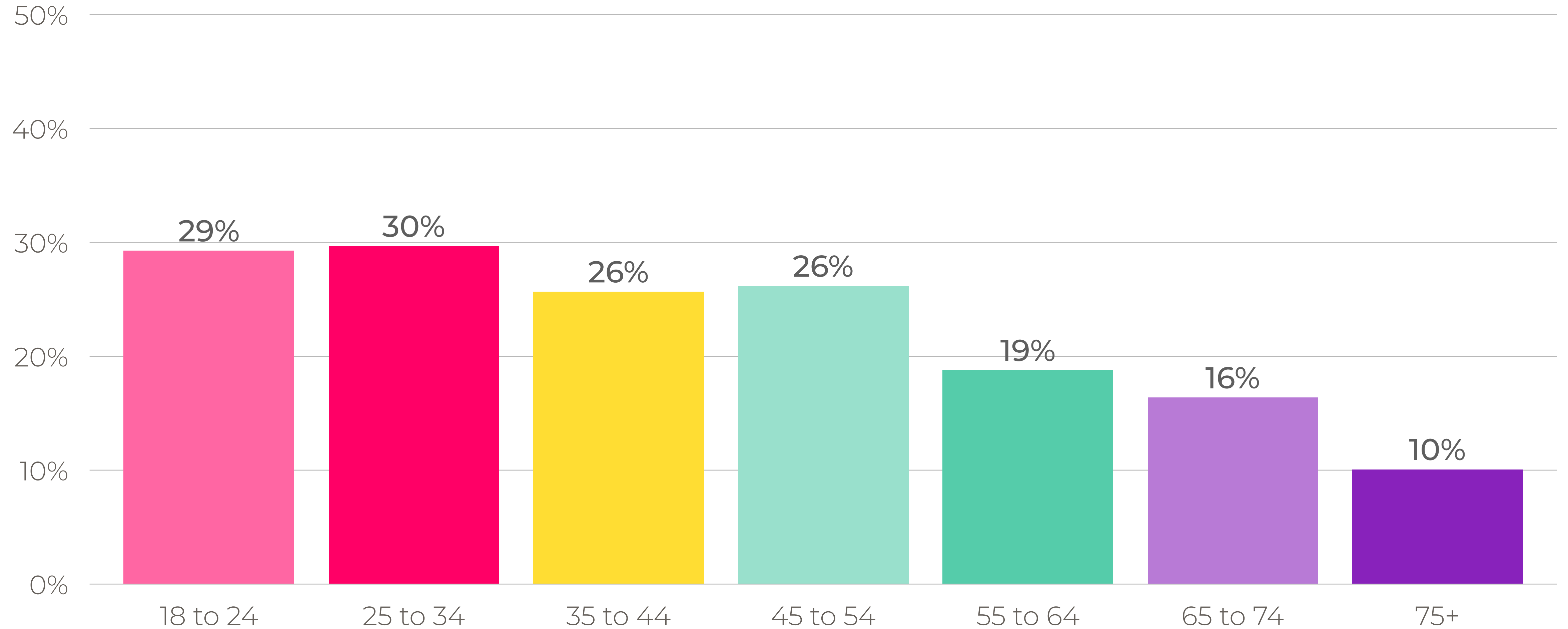
Q: Within the past week, have you picked up food for takeout?



Source: 9th edition of DISQO Consumer Confidence Survey; conducted May 16-18, 2020; n=10,311

Purchasing Apparel by Age (May 16-18)

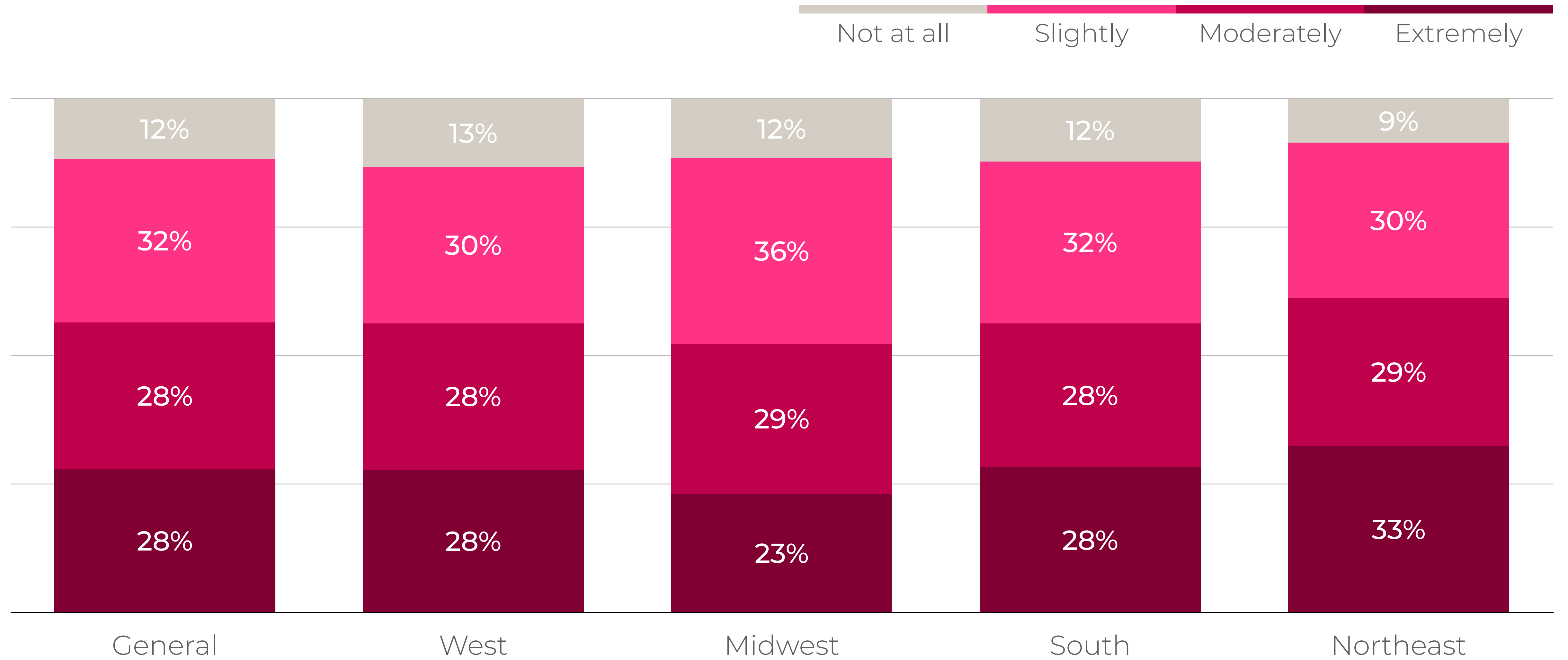
Q: Within the past week, have you purchased apparel?



Source: 9th edition of DISQO Consumer Confidence Survey; conducted May 16-18, 2020; n=10,311

Concern for Contracting COVID-19 by Region (May 16-18)

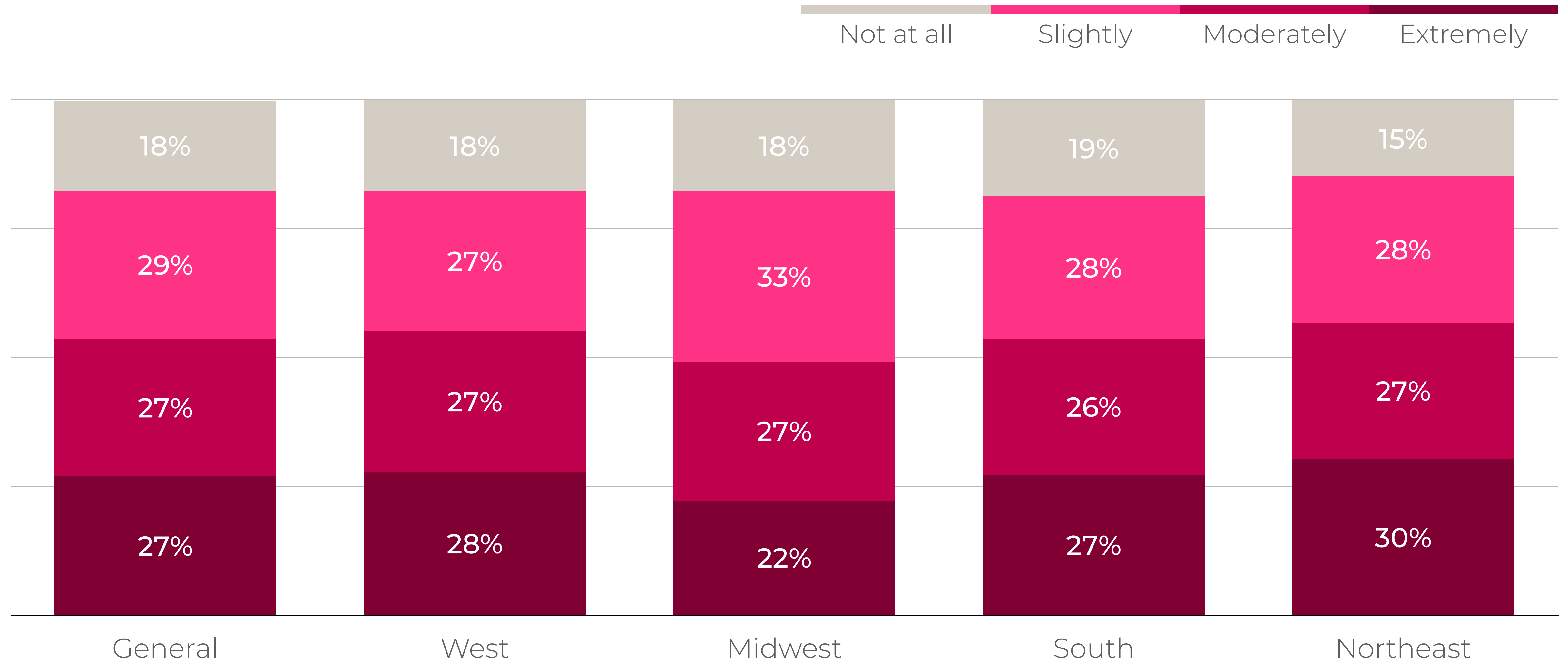
How concerned are you about contracting COVID-19?



Source: 9th edition of DISQO Consumer Confidence Survey; conducted May 16-18, 2020; n=10,311

Concern for Spreading COVID-19 by Region (May 16-18)

How concerned are you about spreading COVID-19?



Source: 9th edition of DISQO Consumer Confidence Survey; conducted May 16-18, 2020; n=10,311

Thank you!