

Consumer Voice Study

Spring 2020

DISQO

Introduction

Now more than ever, it behooves brands to tune in to their audiences. What people need, what they expect, and how they feel is changing every day. How are people giving voice to their concerns, and do they believe that companies are listening?

To answer these questions — and to tune in to shifts over time — we surveyed a select group of DISQO Audience members, seeking to understand:

- ❖ How people prefer to share their feedback with brands
- ❖ Whether people believe brands should listen to their feedback
- ❖ Whether people believe brands actually listen to their feedback
- ❖ Motivations for sharing feedback via surveys
- ❖ Whether people believe their voice has an impact

In this report, we are sharing the results of the first three editions of the survey, spanning January through March 2020 and encompassing 79,106 total responses.

Surveys were 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. In total, 79,106 survey responses are included in this report, 25,594 of which were collected in January, 24,723 of which were collected in February, and 28,789 of which were collected in March.

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.

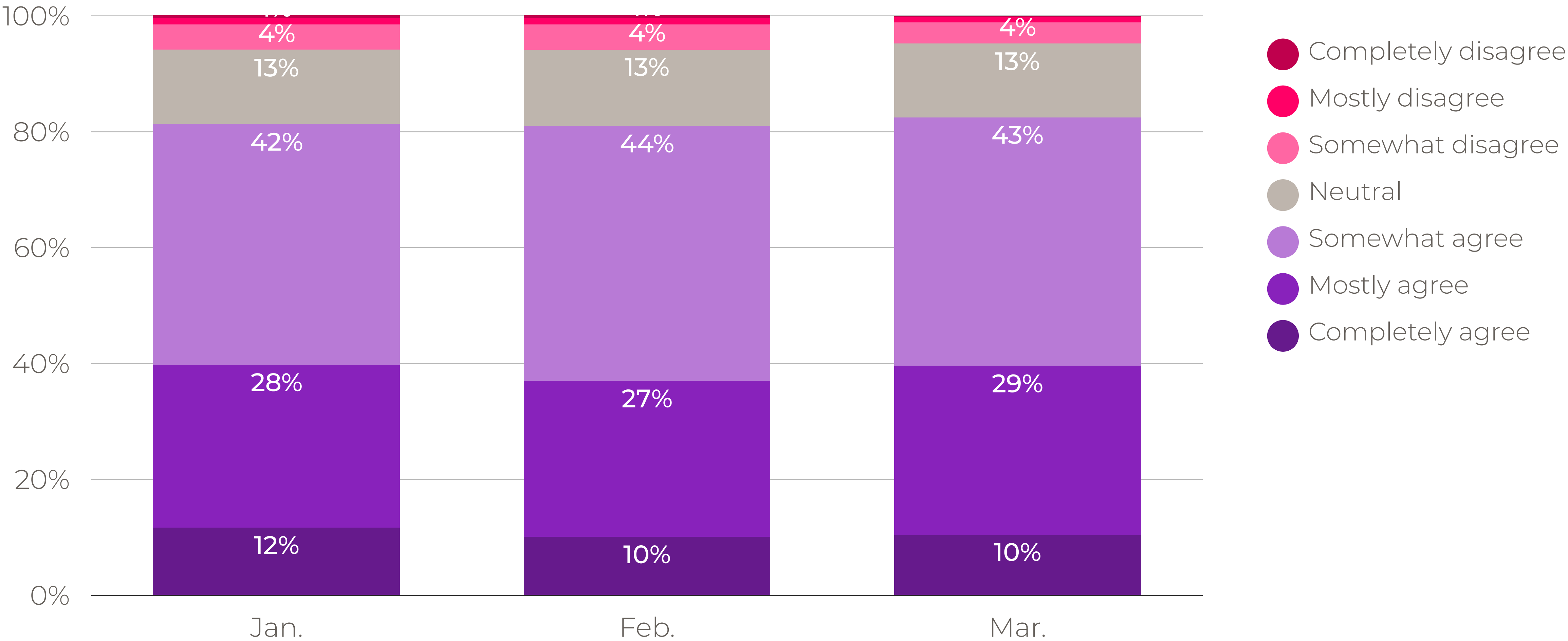
Founded in 2015, DISQO is headquartered in Los Angeles, California, and has over 130 employees.

Trends Over Time

Weekly shifts in consumer voice

Belief that Brands Listen

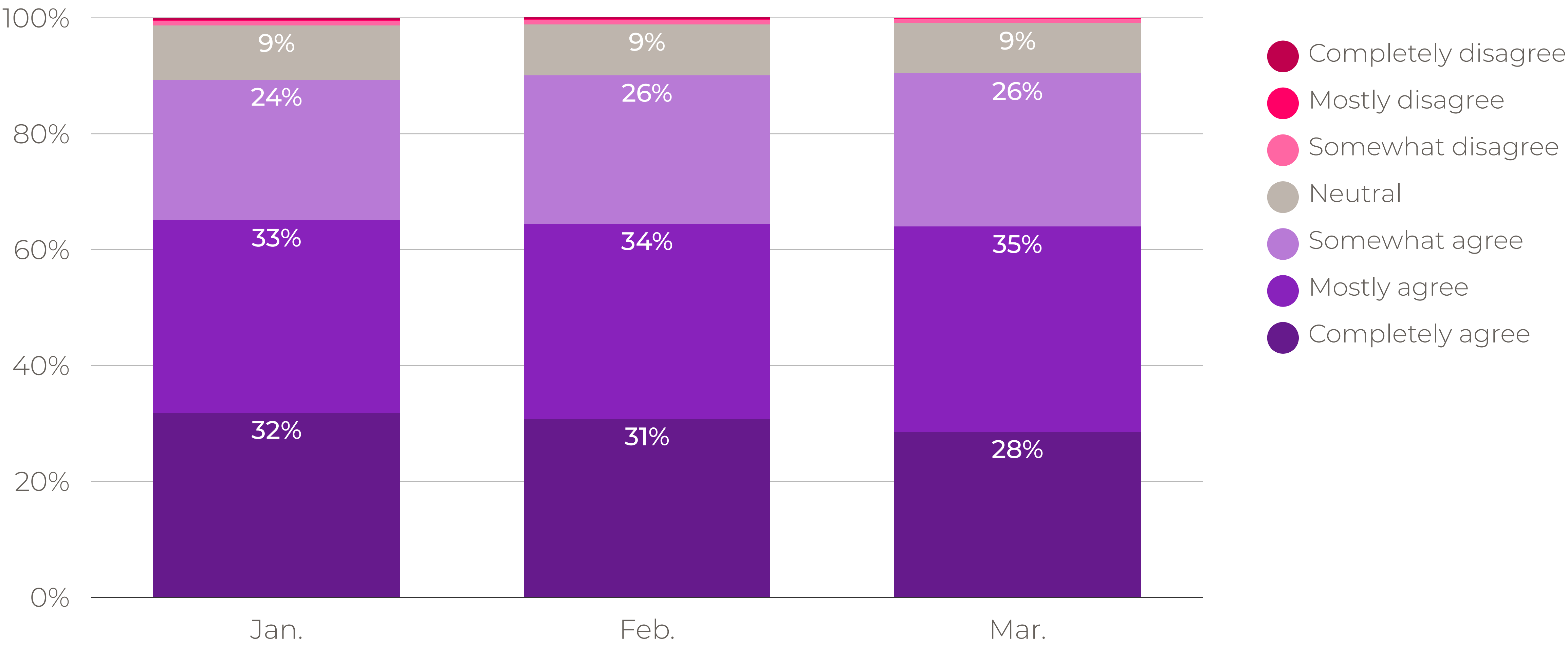
Q: Brands listen to consumer feedback.



Source: Surveys of DISQO Audience members in Jan. through March 2020

Belief that Brands Should Listen to Feedback

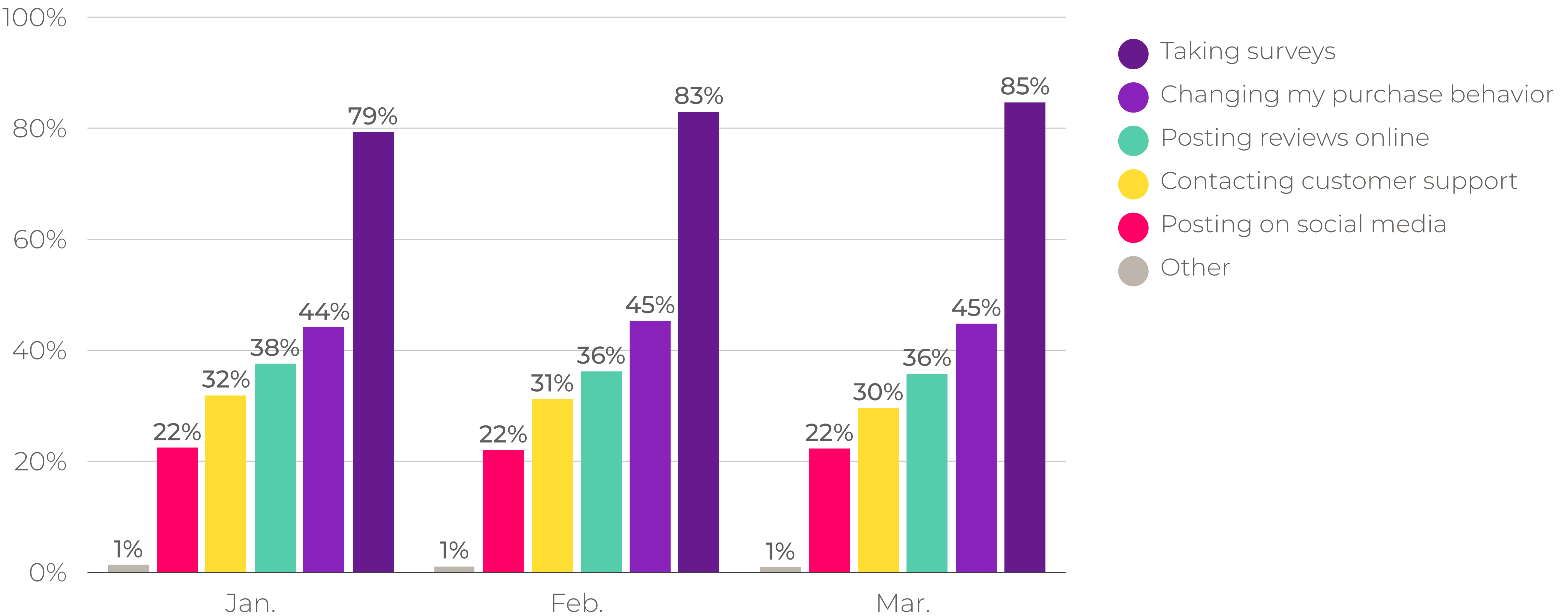
Q: Brands should listen to my opinion.



Source: Surveys of DISQO Audience members in Jan. through March 2020

How People Share Their Opinions with Brands

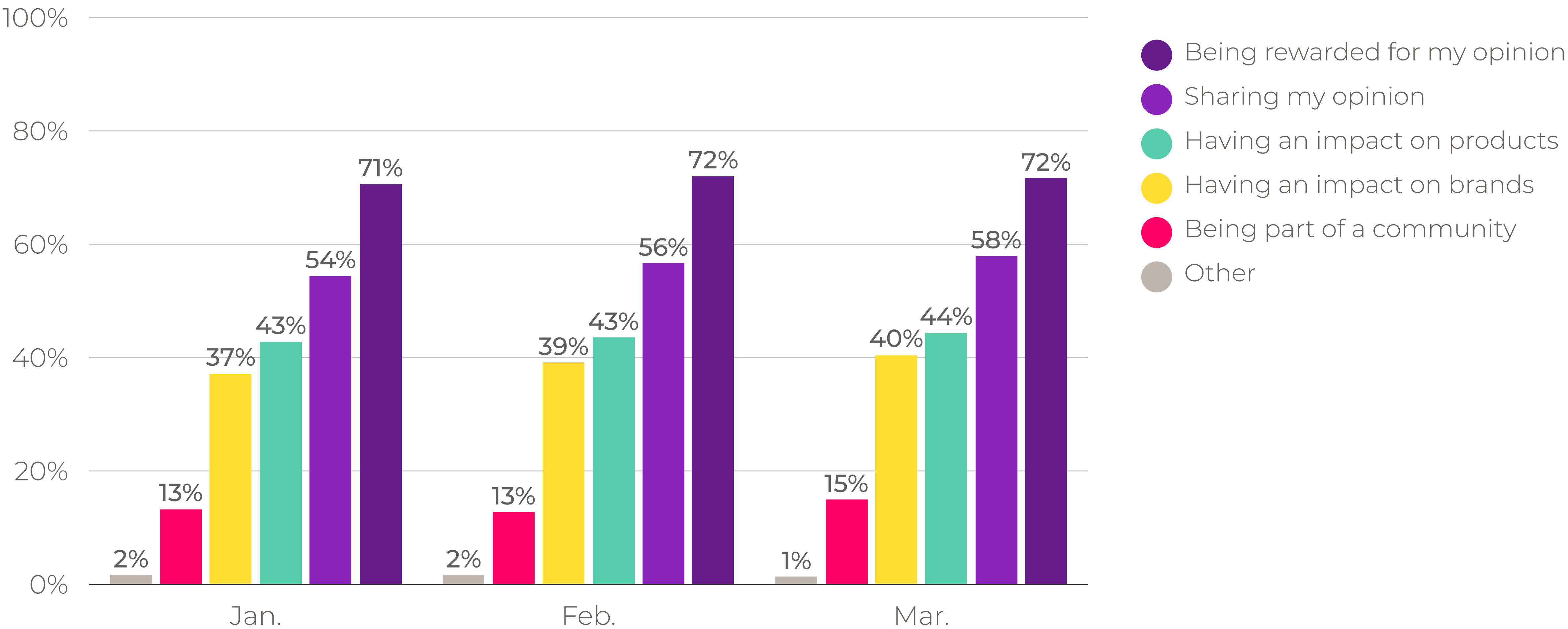
Q: I share my opinion with brands by _____.



Source: Surveys of DISQO Audience members in Jan. through March 2020

Motivations for Taking Surveys

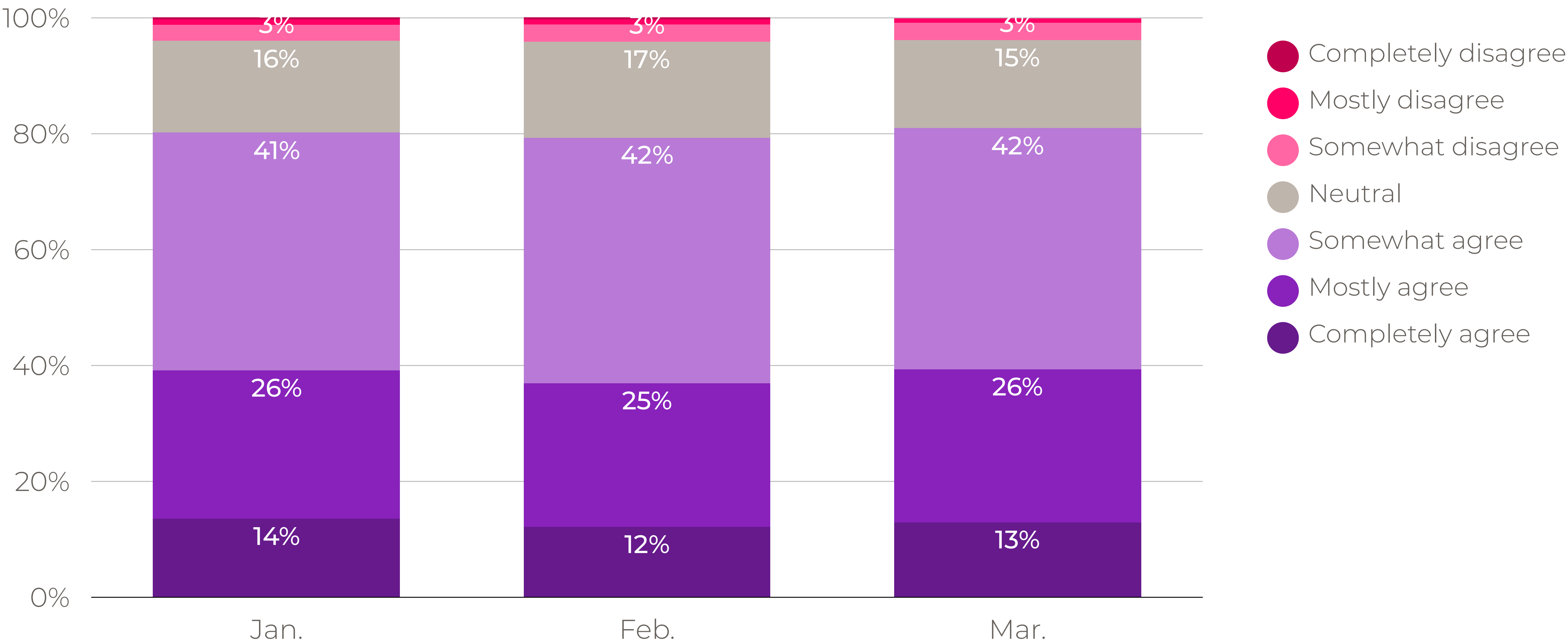
Q: What motivates you to take surveys?



Source: Surveys of DISQO Audience members in Jan. through March 2020

Belief that Taking Surveys Impacts Brands

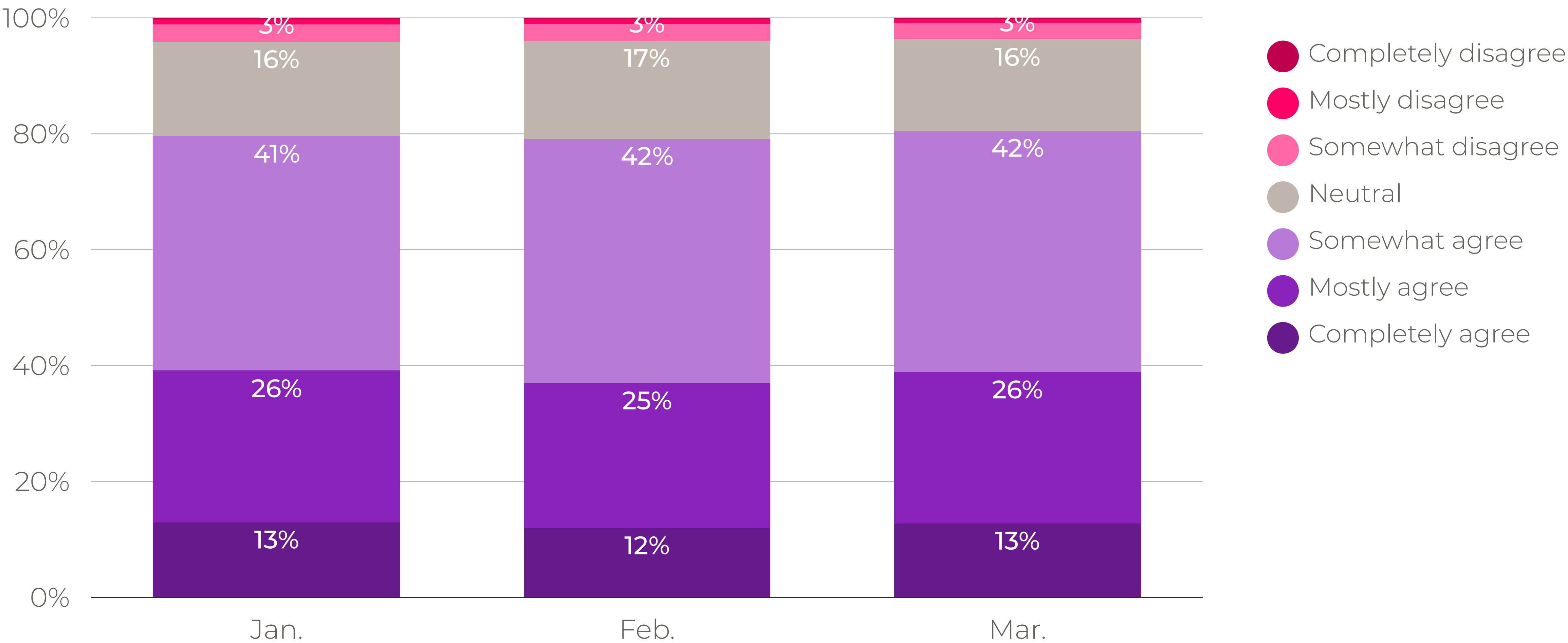
Q: My participation in surveys makes an impact on brands.



Source: Surveys of DISQO Audience members in Jan. through March 2020

Belief that Taking Surveys Impacts Products

Q: My participation in surveys makes an impact on products.



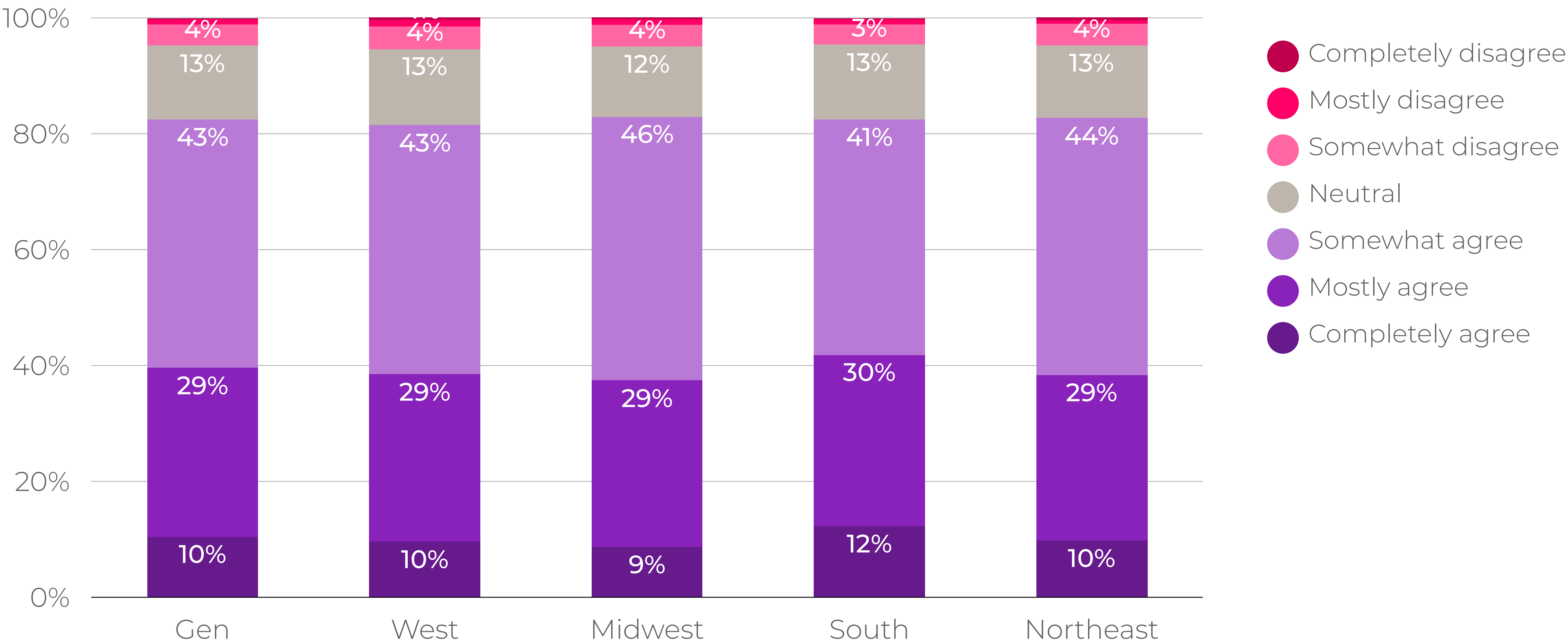
Source: Surveys of DISQO Audience members in Jan. through March 2020

March Results

28,789 responses collected March 2020

Belief that Brands Listen (Mar. 2020)

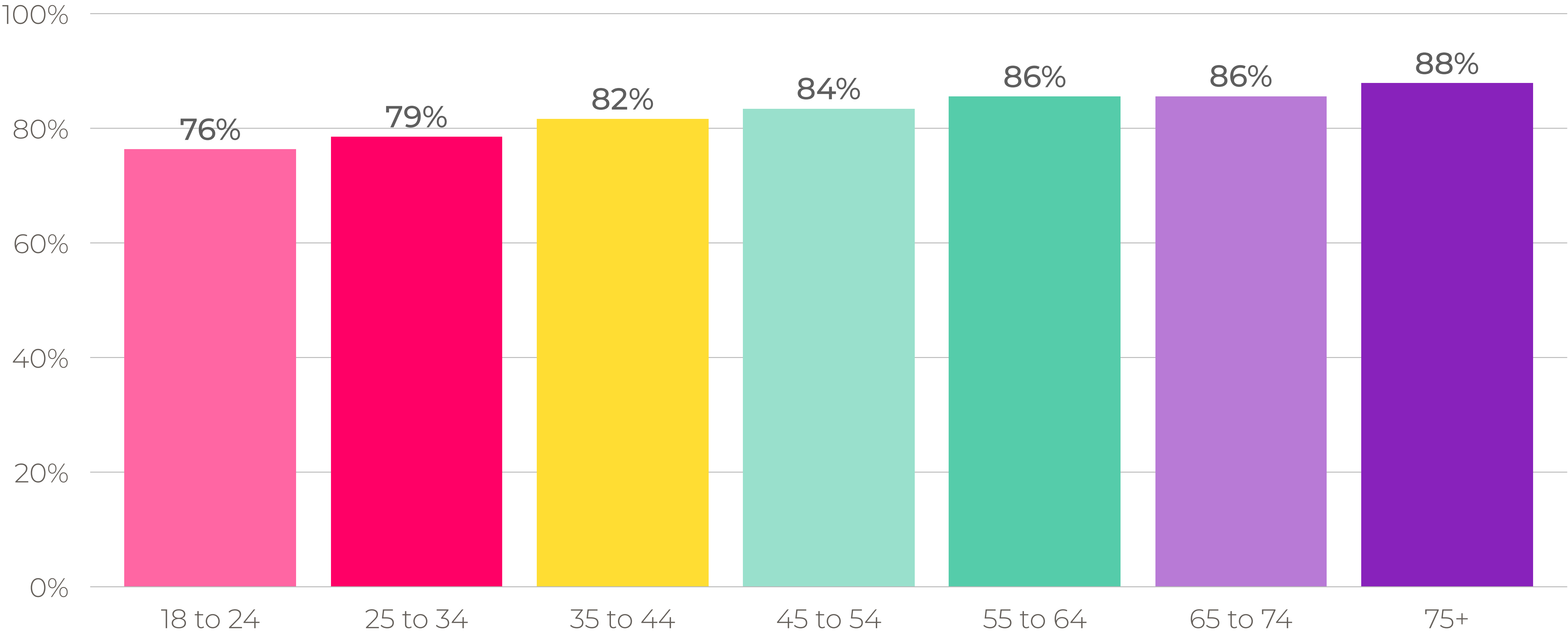
Q: Brands listen to consumer feedback.



Source: Surveys of DISQO Audience members March 2020

Belief that Brands Listen by Age (Mar. 2020)

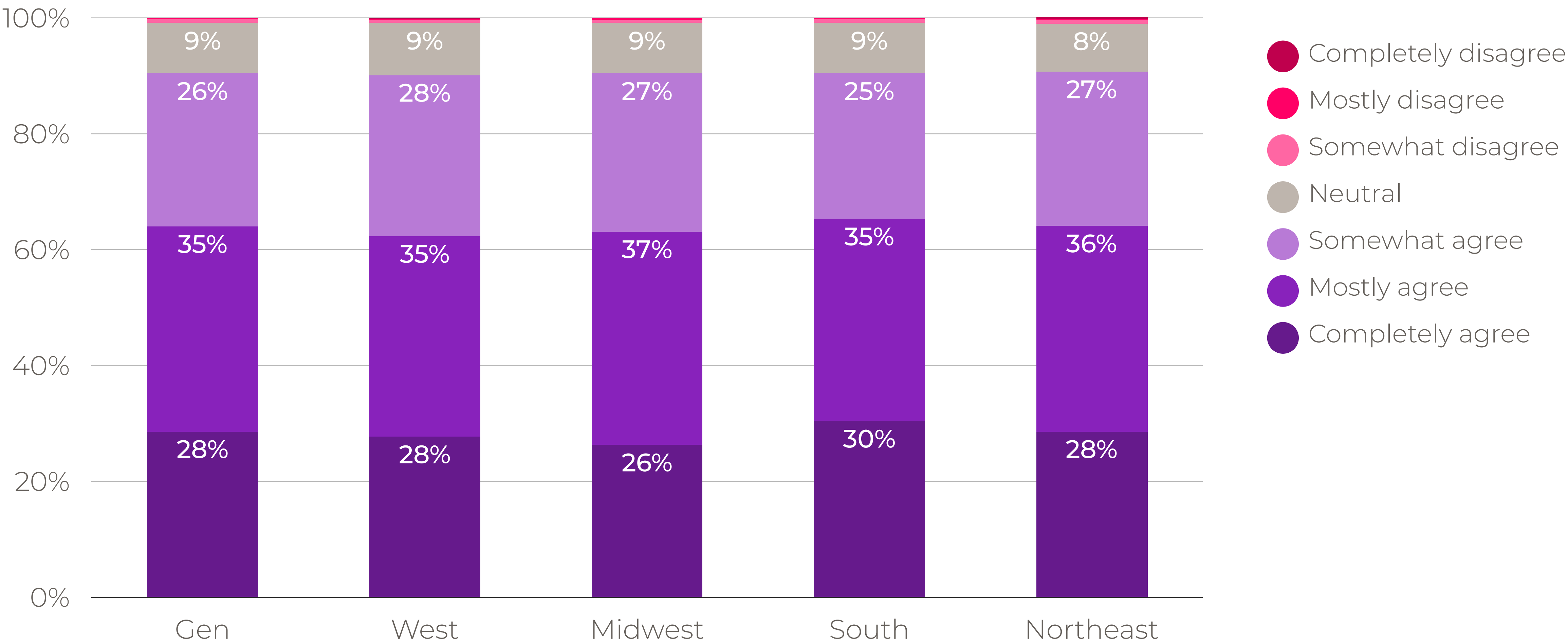
Q: Brands listen to consumer feedback.



Source: Surveys of DISQO Audience members March 2020

Belief that Brands Should Listen to Feedback *(Mar. 2020)*

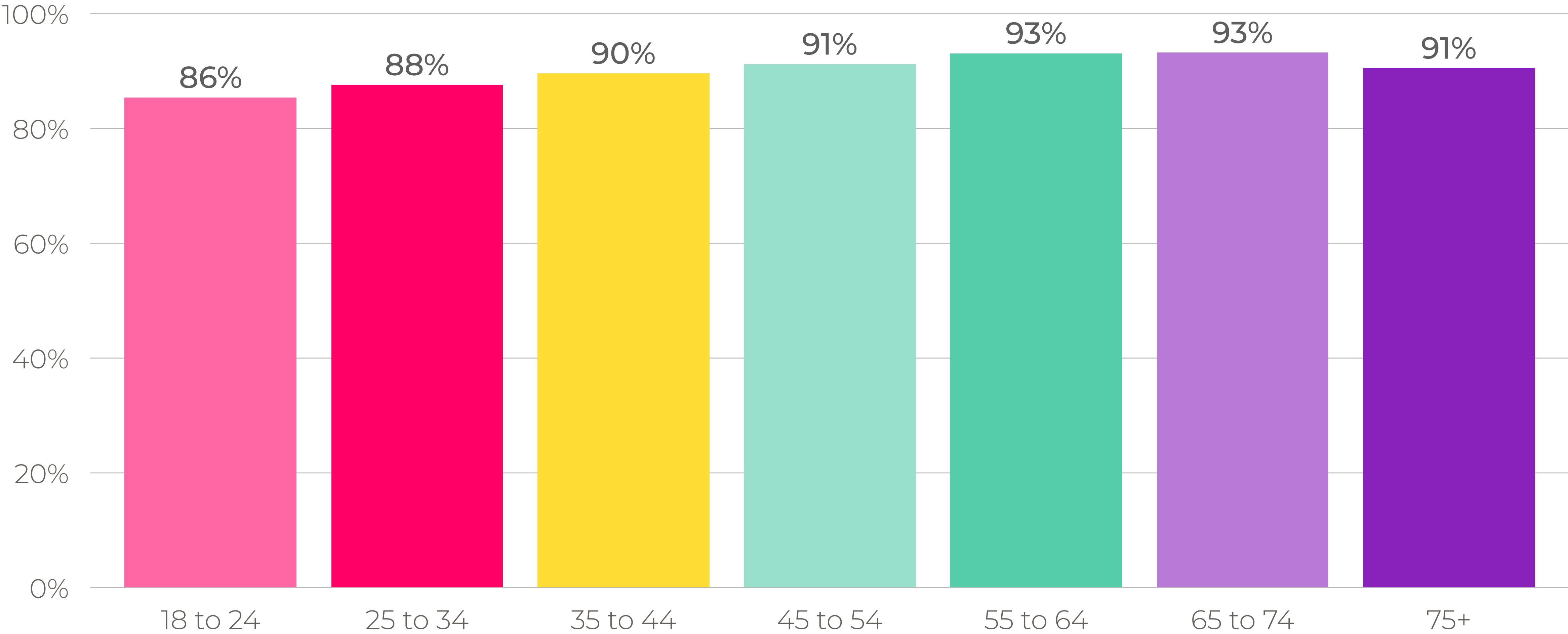
Q: Brands should listen to my opinion.



Source: Surveys of DISQO Audience members March 2020

Belief that Brands Should to Listen to Feedback by Age *(Mar. 2020)*

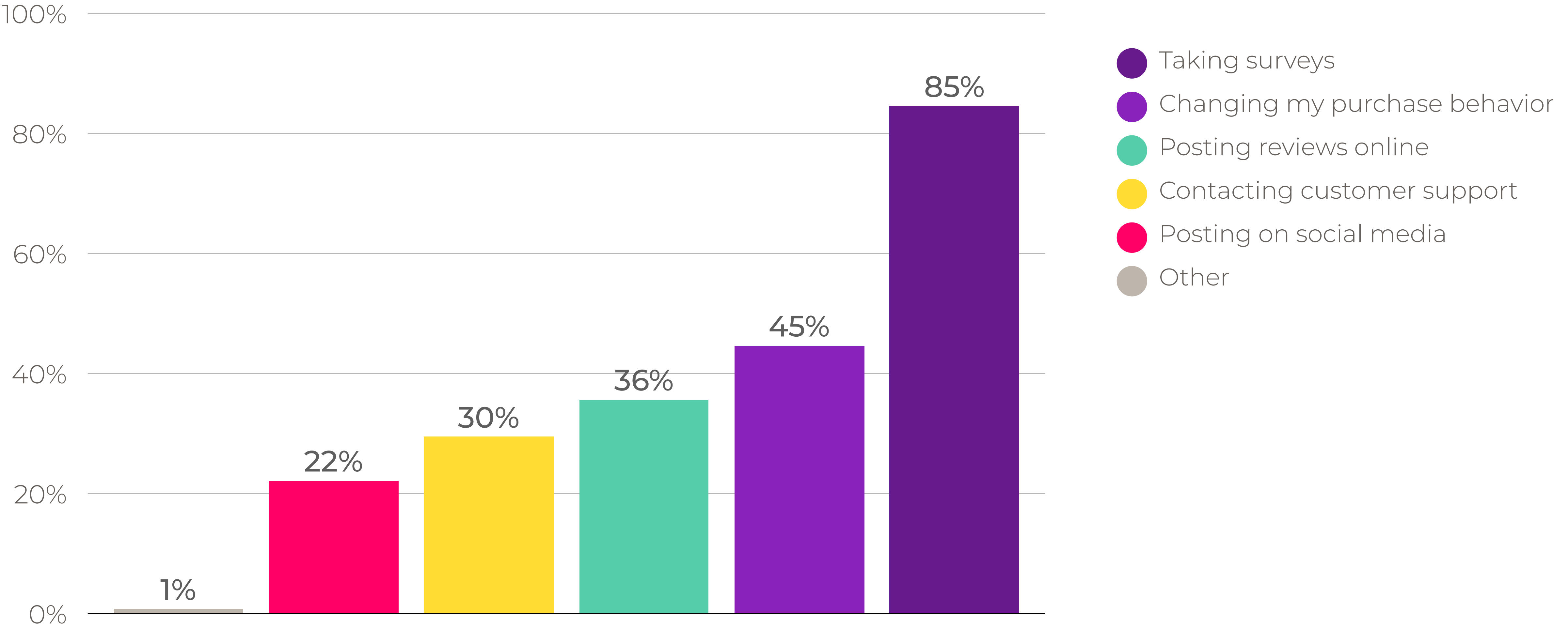
Q: Brands should listen to my opinion.



Source: Surveys of DISQO Audience members March 2020

How People Share Their Opinions with Brands *(Mar. 2020)*

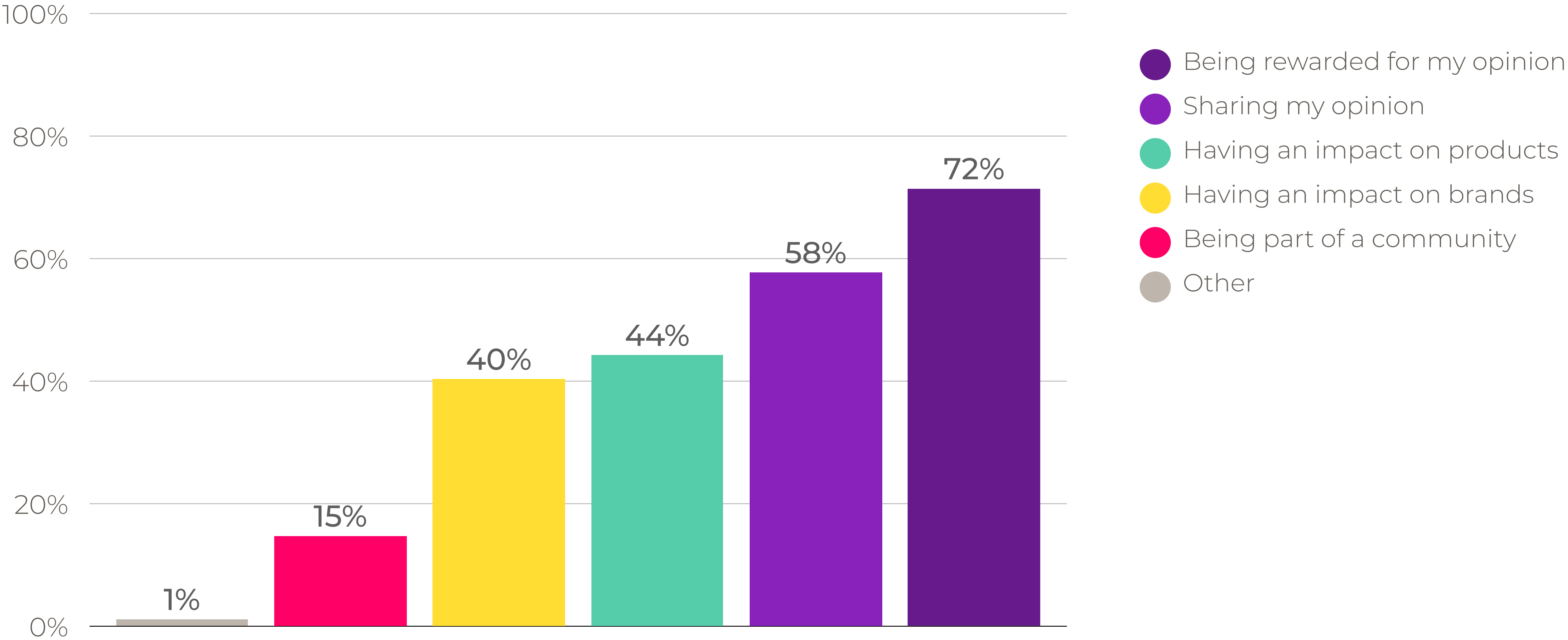
Q: I share my opinion with brands by:



Source: 6th edition of DISQO Consumer Confidence Survey; conducted April 25-27, 2020; n=10,676

Motivations for Taking Surveys (Mar. 2020)

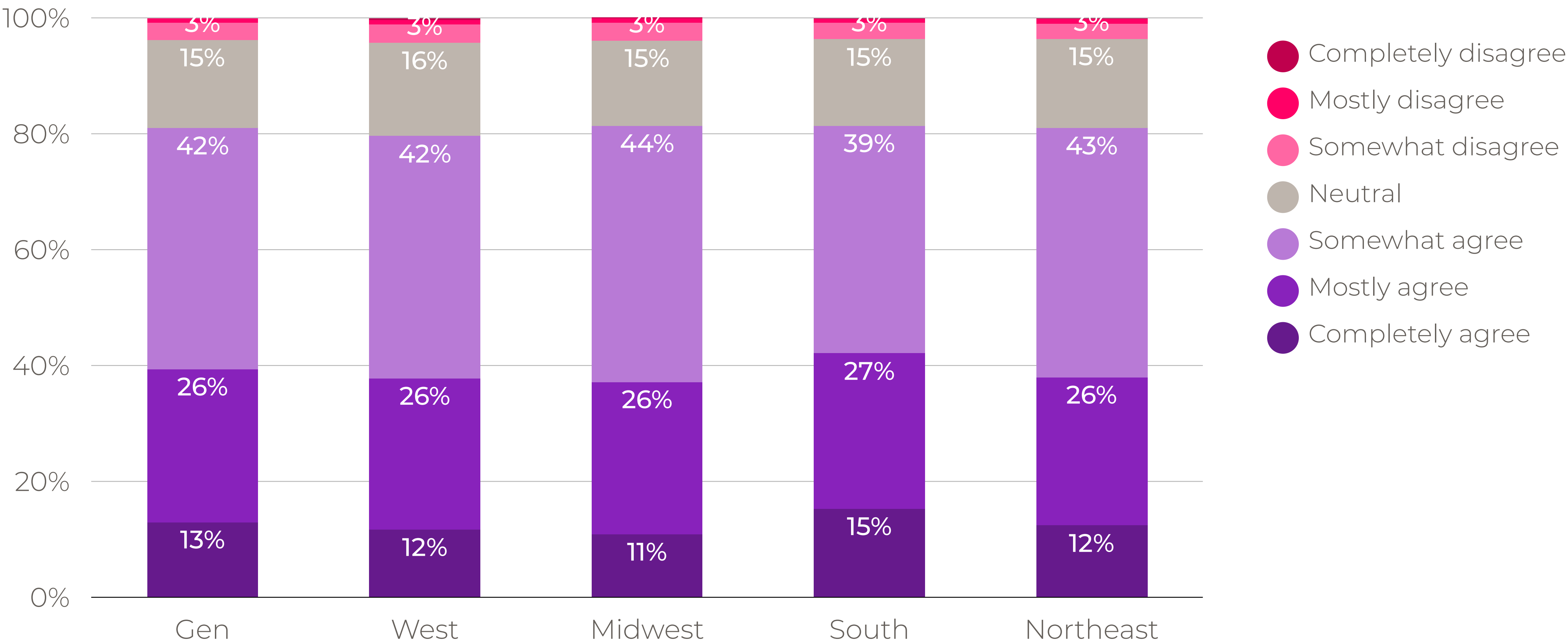
Q: What motivates you to take surveys?



Source: 6th edition of DISQO Consumer Confidence Survey; conducted April 25-27, 2020; n=10,676

Belief that Taking Surveys Impacts Brands *(Mar. 2020)*

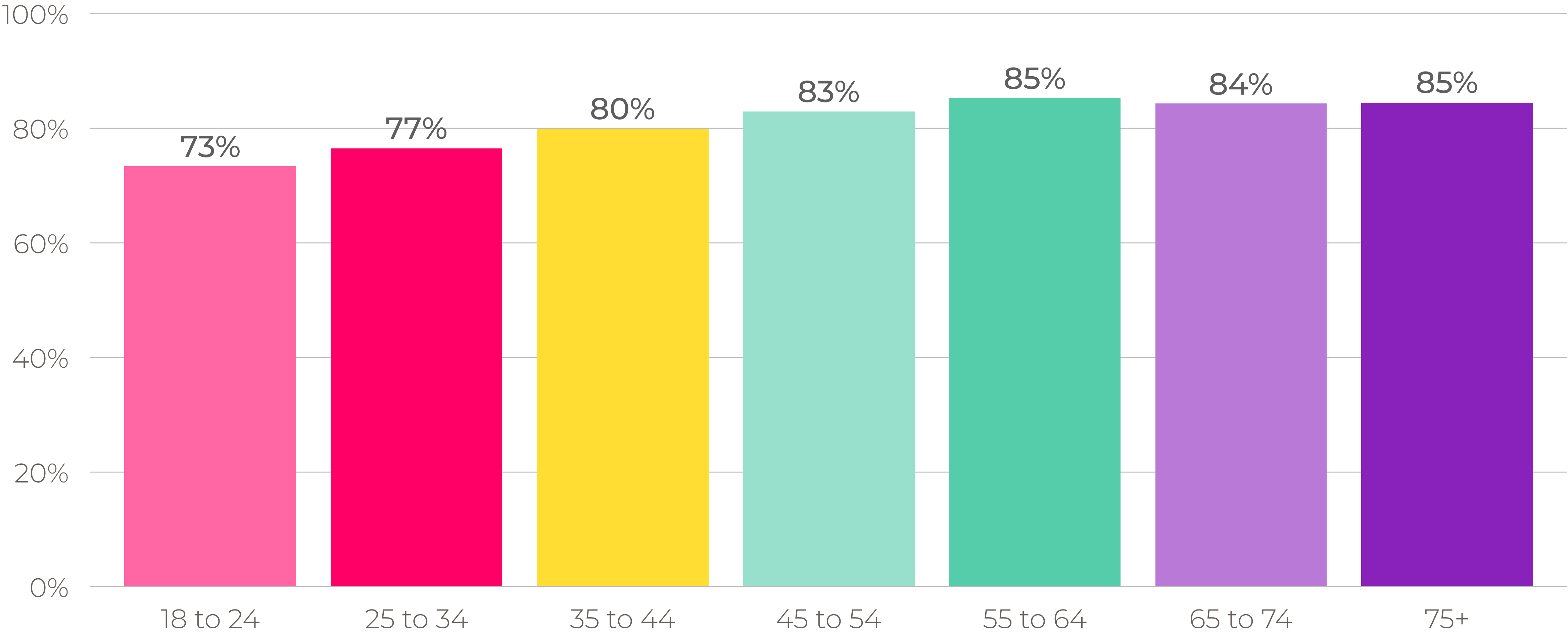
Q: My participation in surveys makes an impact on brands.



Source: Surveys of DISQO Audience members March 2020

Belief that Taking Surveys Impacts Brands by Age *(Mar. 2020)*

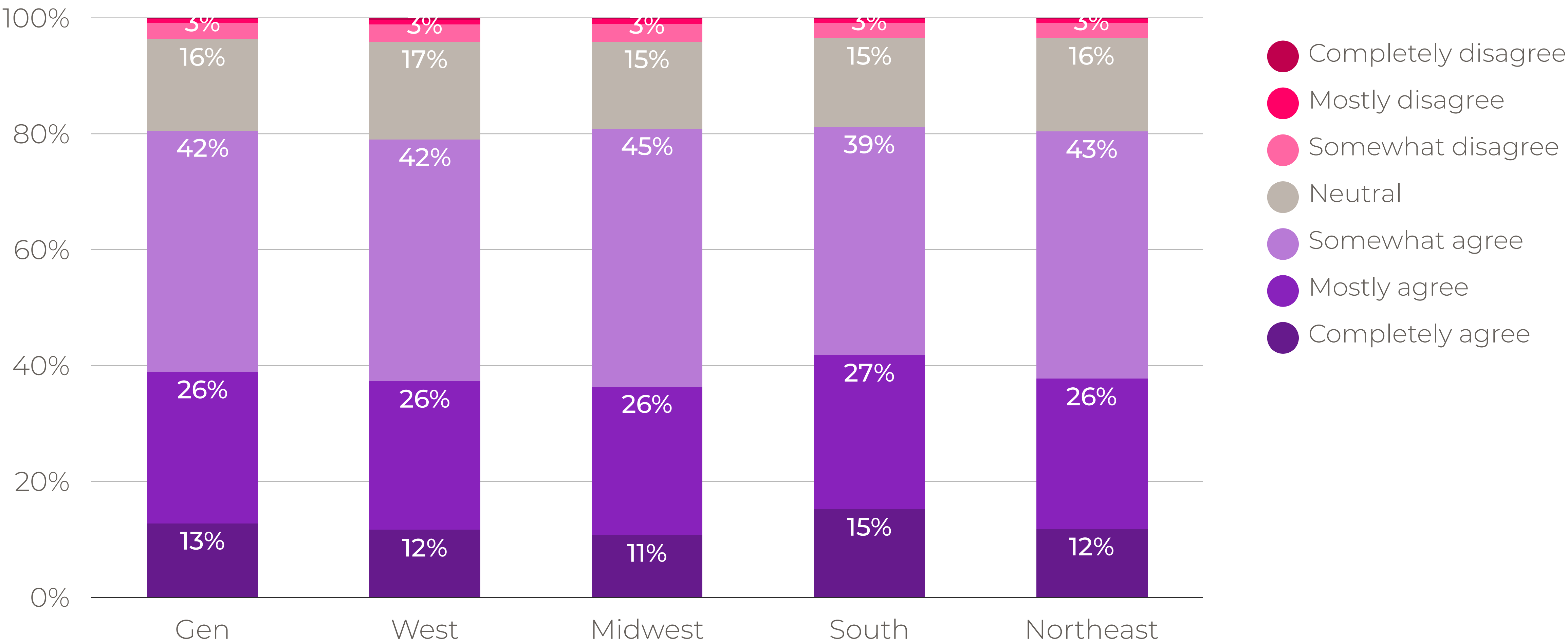
Q: My participation in surveys makes an impact on brands.



Source: Surveys of DISQO Audience members March 2020

Belief that Taking Surveys Impacts Products *(Mar. 2020)*

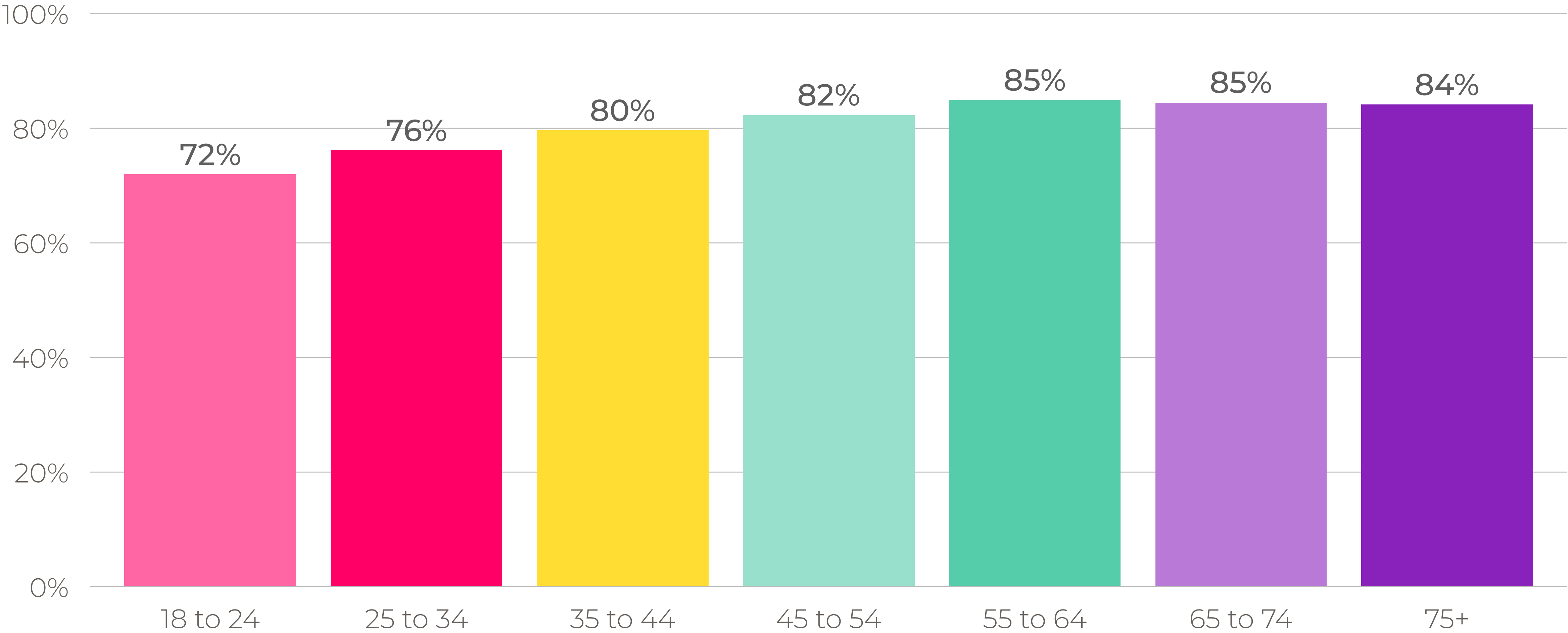
Q: My participation in surveys makes an impact on products.



Source: Surveys of DISQO Audience members March 2020

Belief that Taking Surveys Impacts Products Age *(Mar. 2020)*

Q: My participation in surveys makes an impact on products.



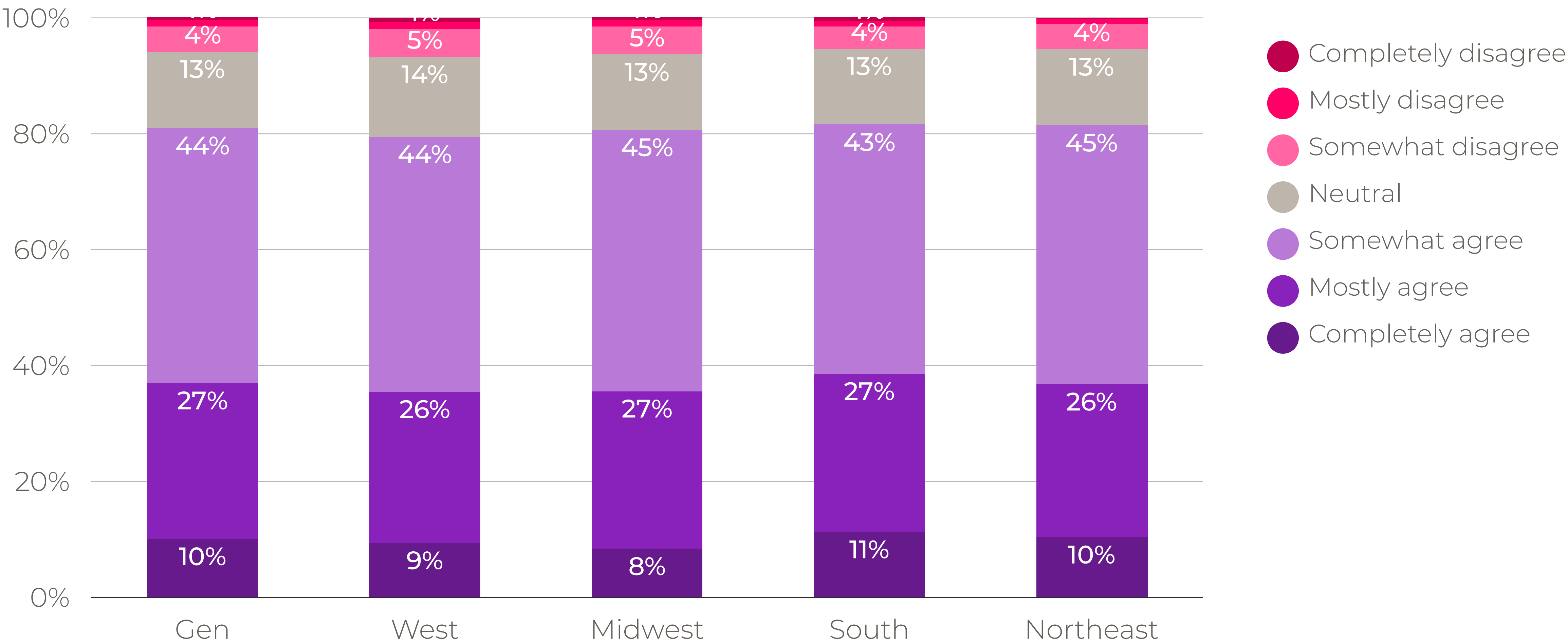
Source: Surveys of DISQO Audience members March 2020

February Results

24,723 responses collected Feb. 2020

Belief that Brands Listen (Feb. 2020)

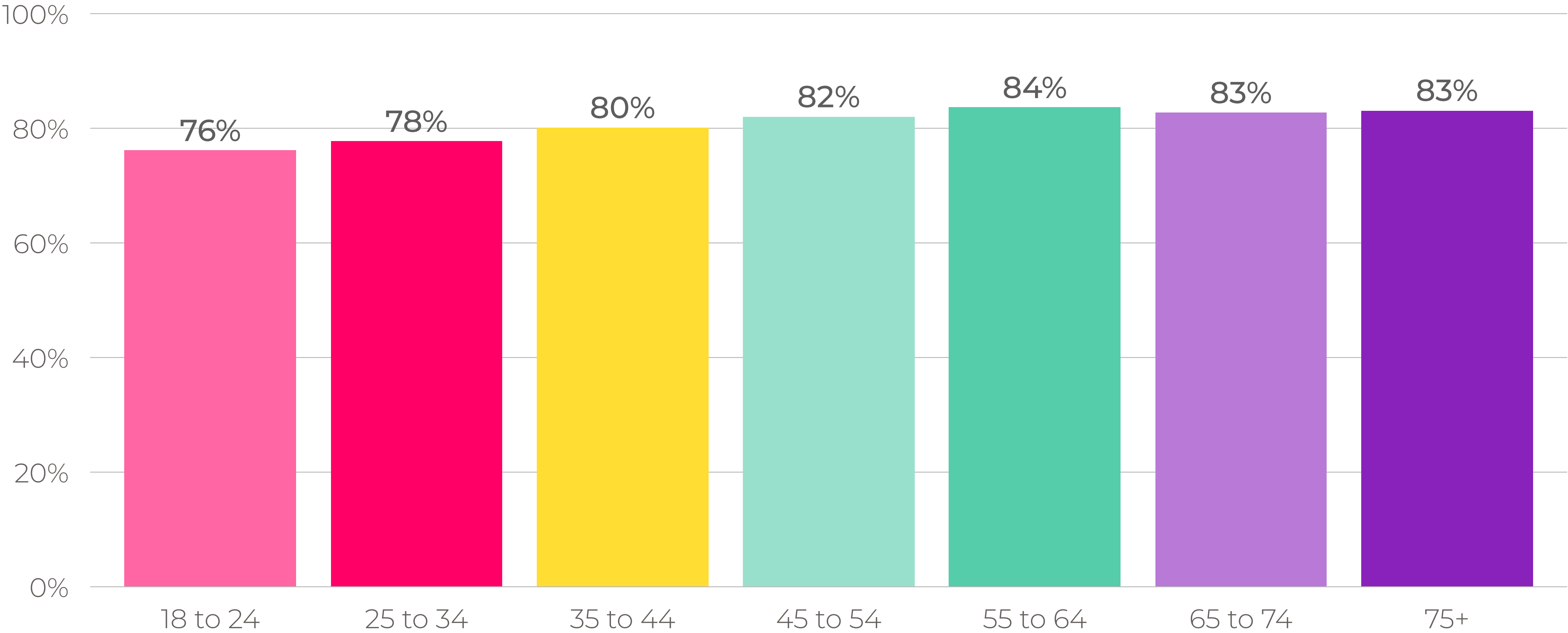
Q: Brands listen to consumer feedback.



Source: Surveys of DISQO Audience members Feb 2020

Belief that Brands Listen by Age *(Feb. 2020)*

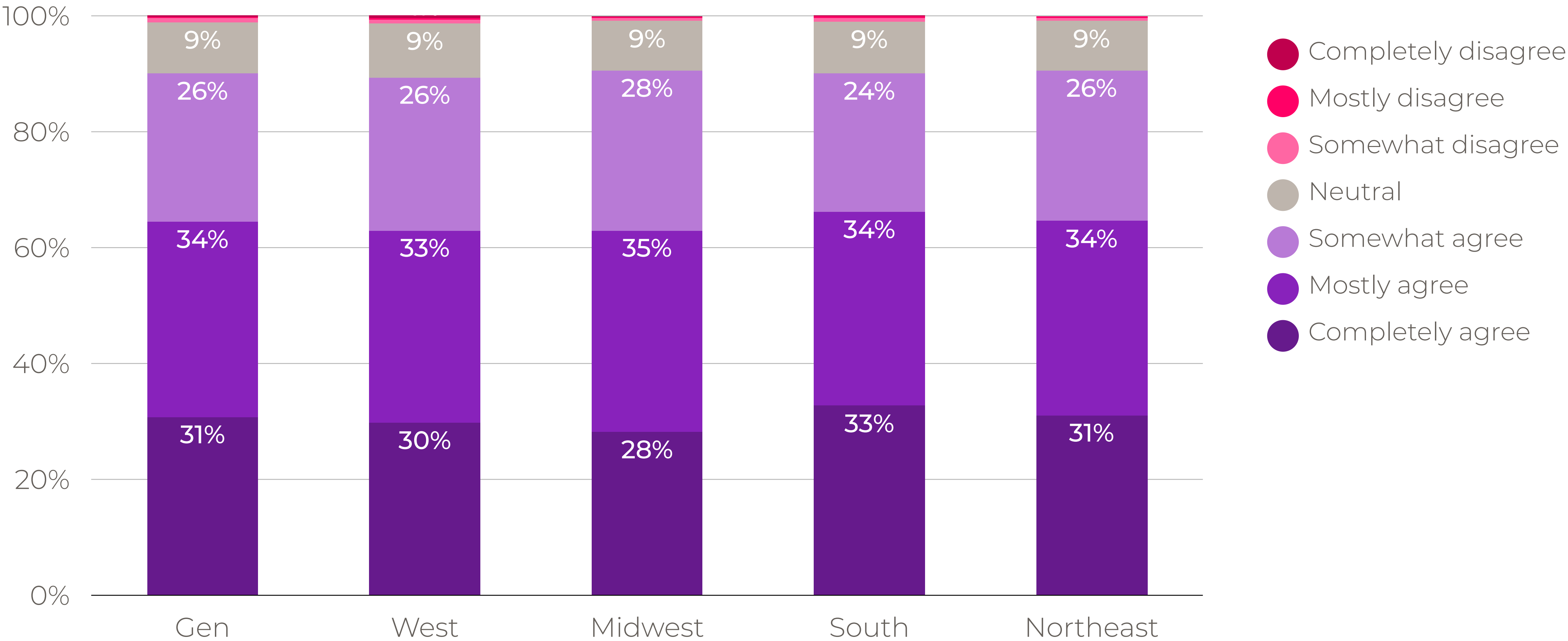
Q: Brands listen to consumer feedback.



Source: Surveys of DISQO Audience members Feb 2020

Belief that Brands Should Listen to Feedback *(Feb. 2020)*

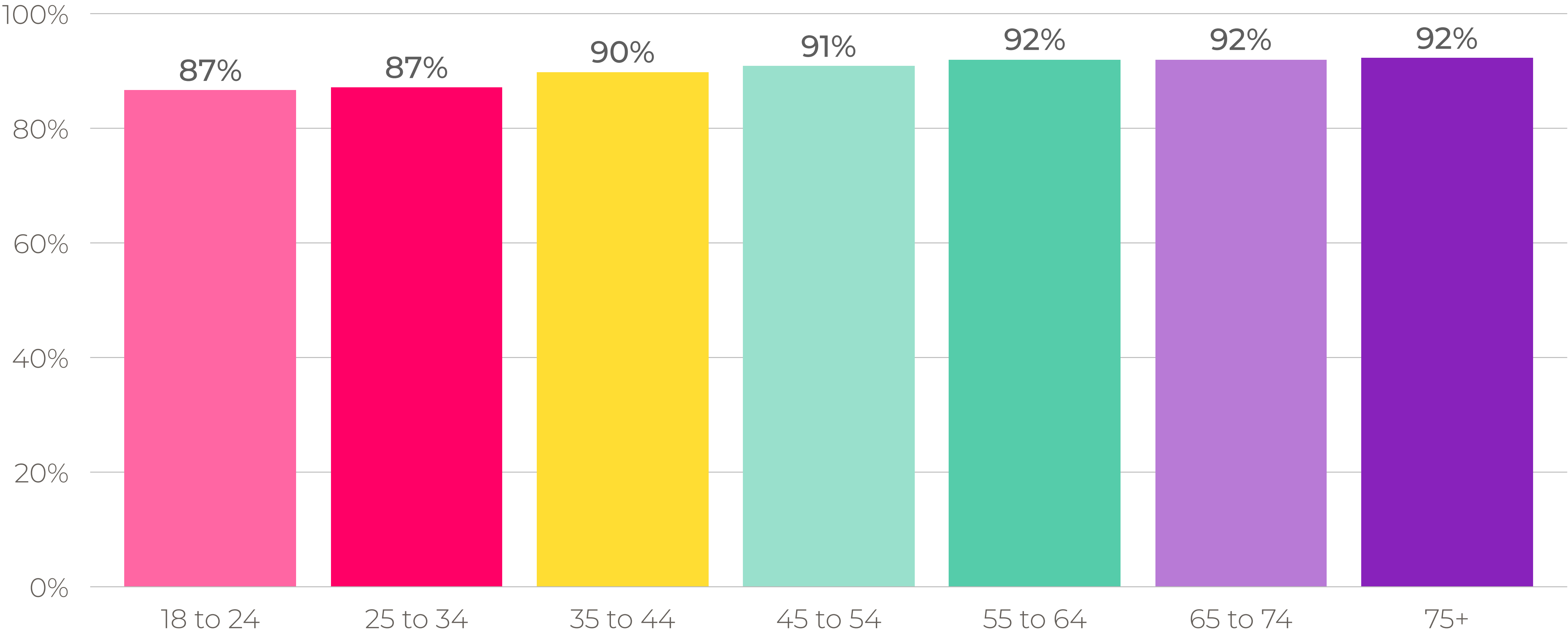
Q: Brands should listen to my opinion.



Source: Surveys of DISQO Audience members Feb 2020

Belief that Brands Should Listen to Feedback by Age *(Feb. 2020)*

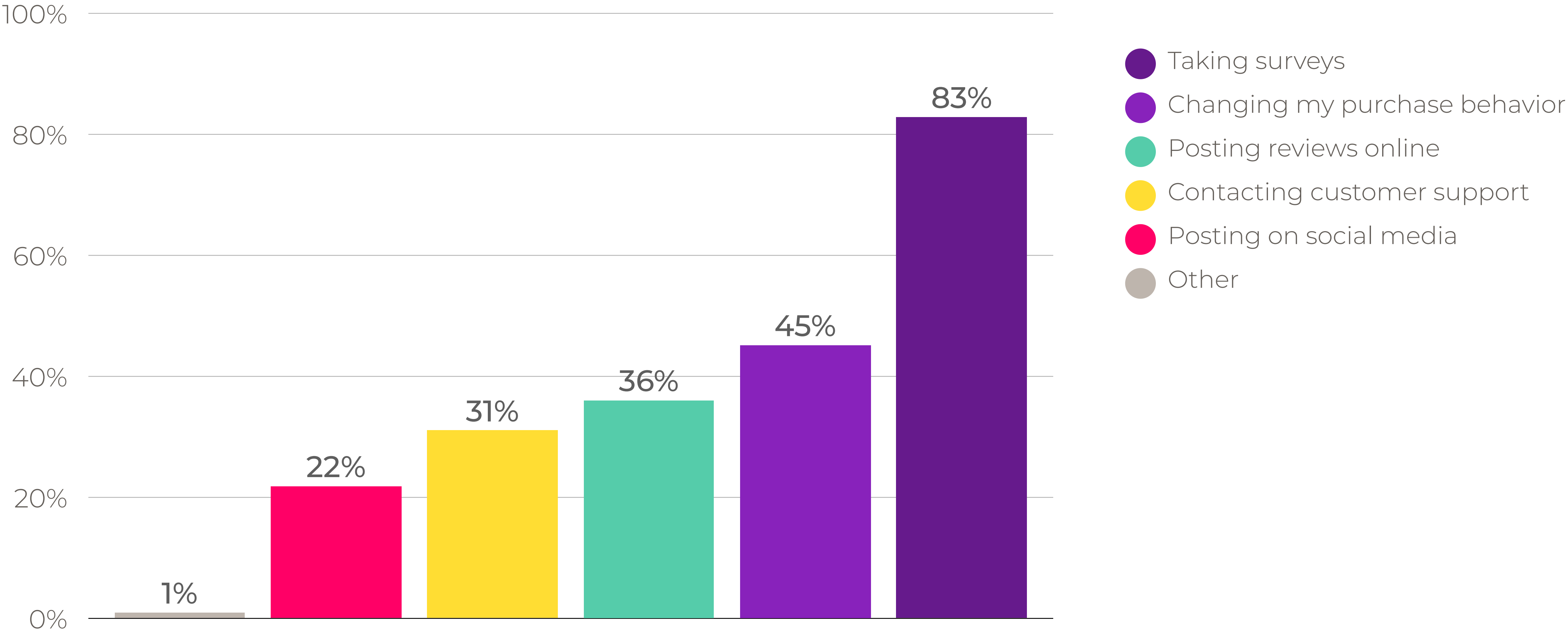
Q: Brands should listen to my opinion.



Source: Surveys of DISQO Audience members Feb 2020

How People Share Their Opinions with Brands *(Feb. 2020)*

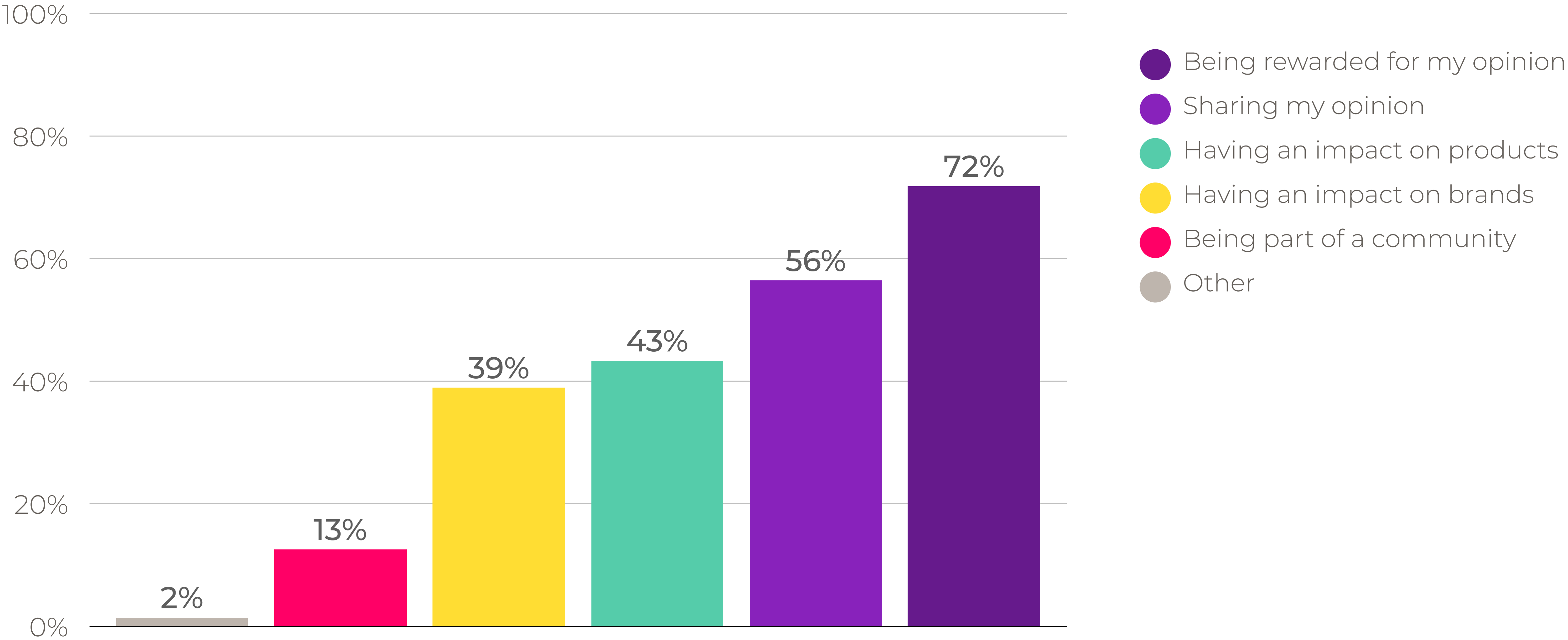
Q: I share my opinion with brands by:



Source: Surveys of DISQO Audience members Feb 2020

Motivations for Taking Surveys (Feb. 2020)

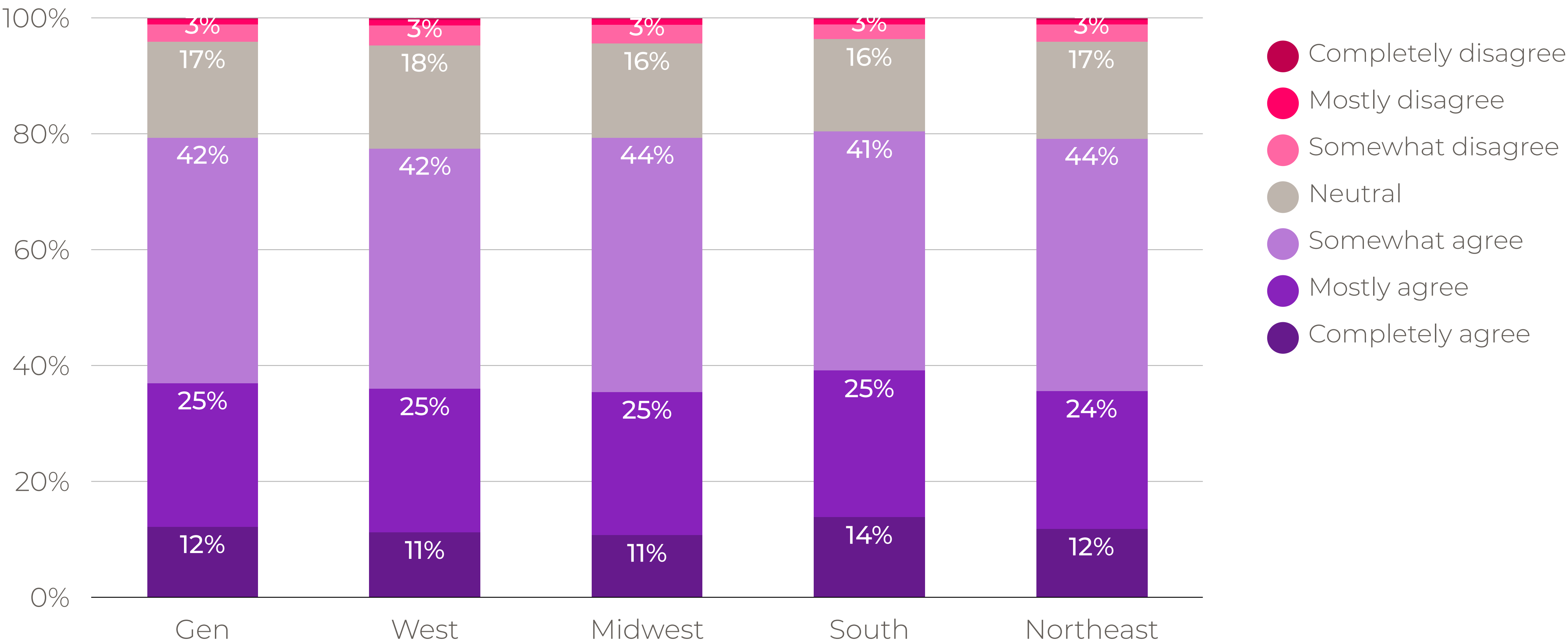
Q: What motivates you to take surveys?



Source: Surveys of DISQO Audience members Feb 2020

Belief that Taking Surveys Impacts Brands *(Feb. 2020)*

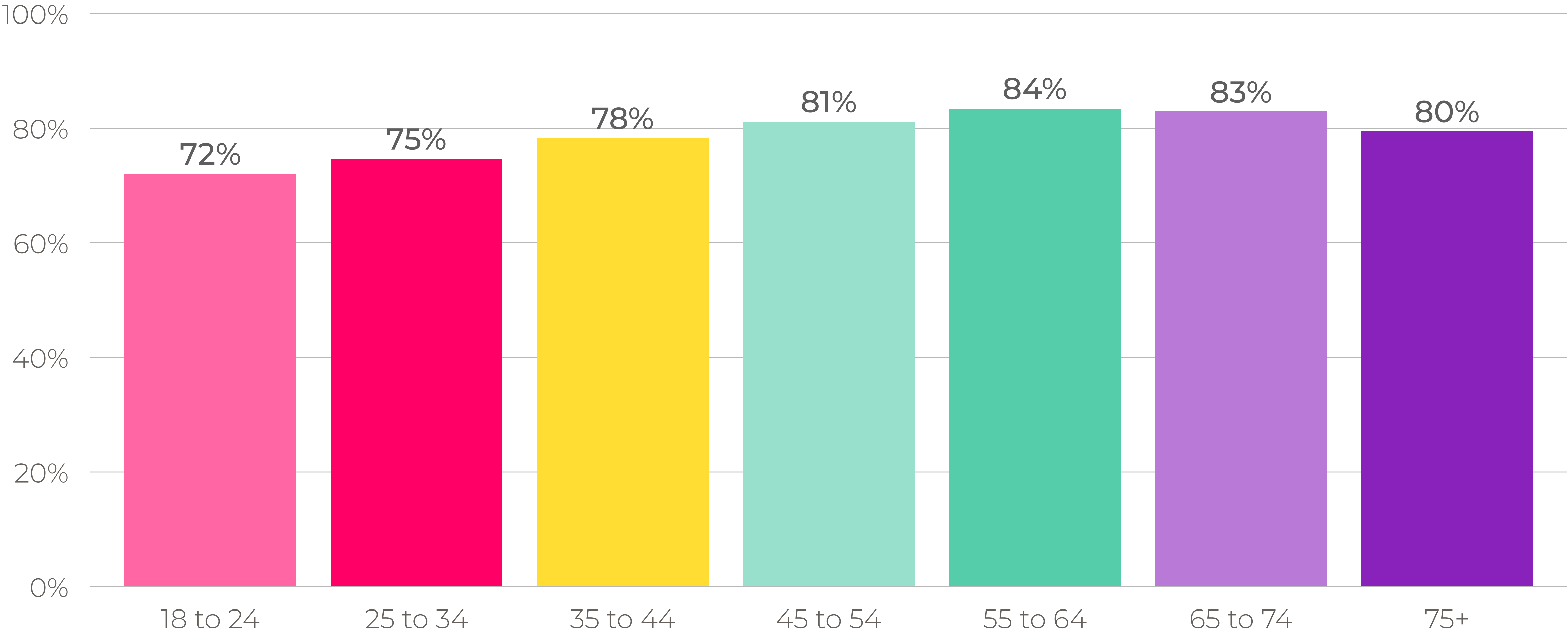
Q: My participation in surveys makes an impact on brands.



Source: Surveys of DISQO Audience members Feb 2020

Belief that Taking Surveys Impacts Brands by Age *(Feb. 2020)*

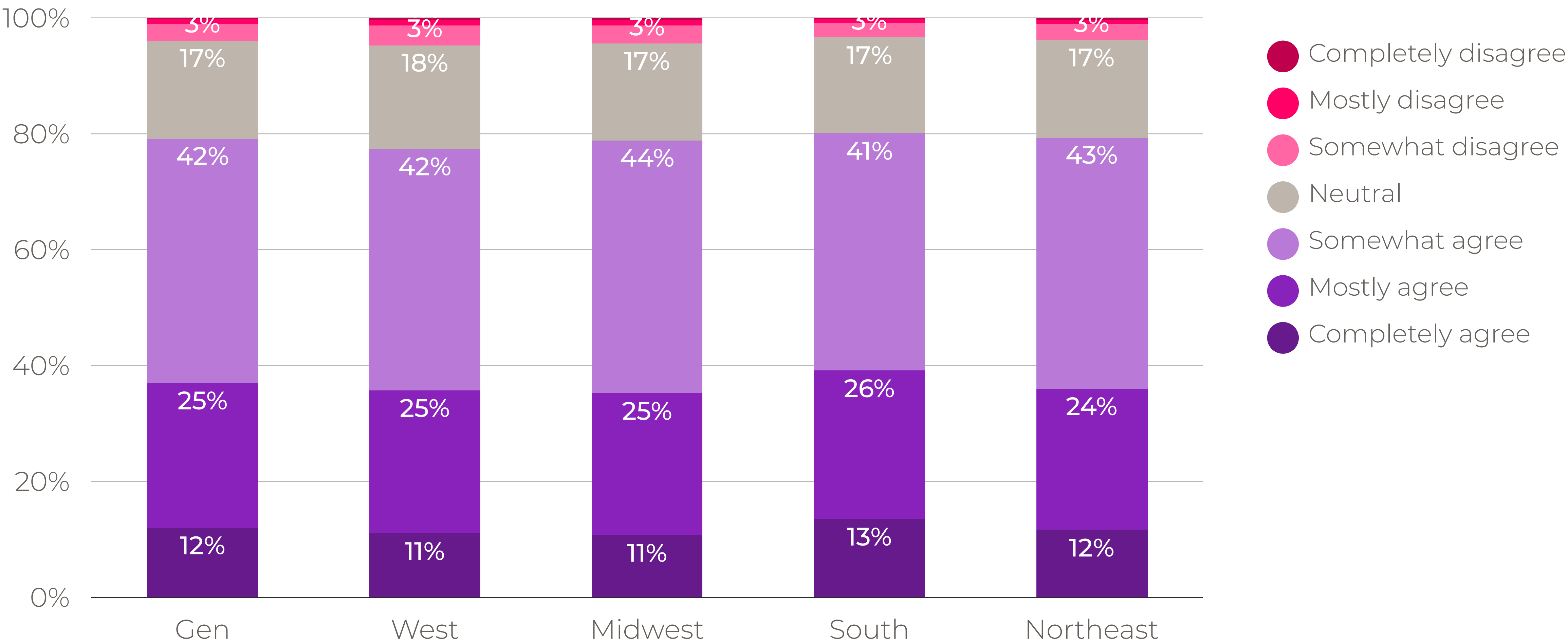
Q: My participation in surveys makes an impact on brands.



Source: Surveys of DISQO Audience members Feb 2020

Belief that Taking Surveys Impacts Products *(Feb. 2020)*

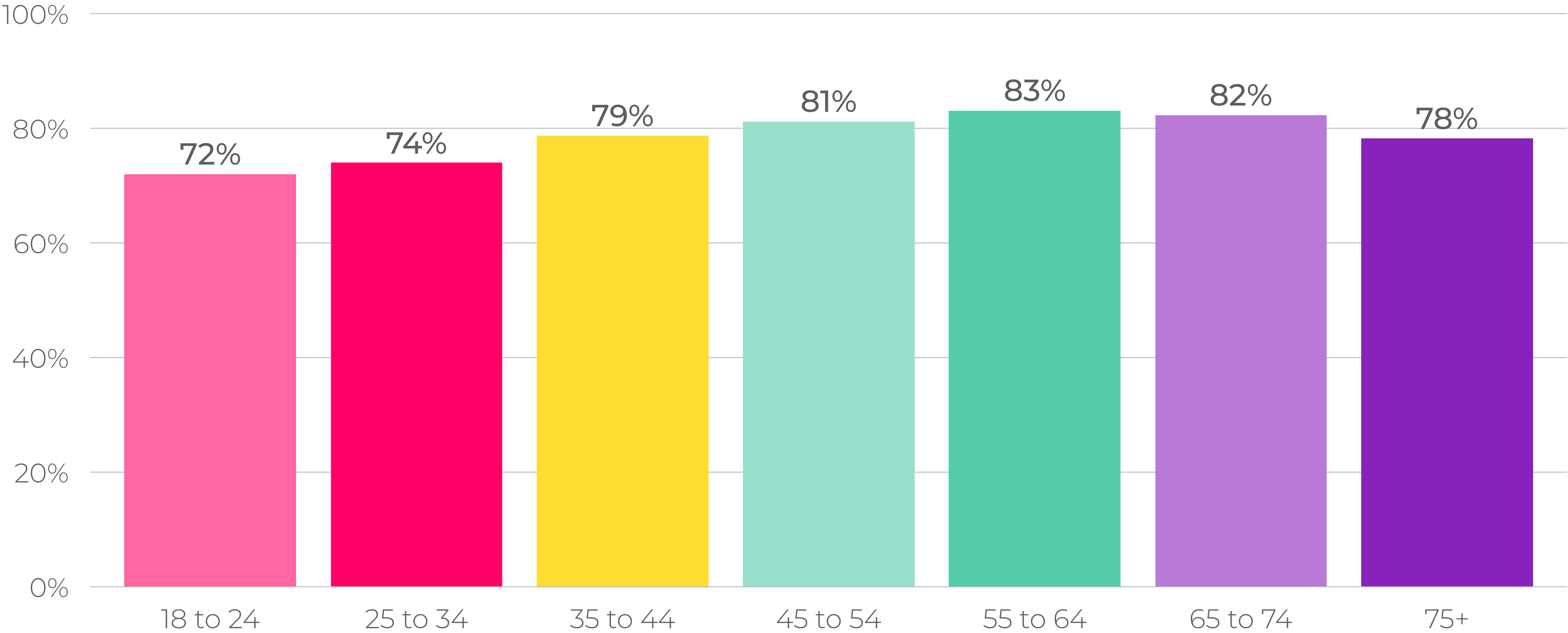
Q: My participation in surveys makes an impact on products.



Source: Surveys of DISQO Audience members Feb 2020

Belief that Taking Surveys Impacts Products by Age (Feb. 2020)

Q: My participation in surveys makes an impact on products.



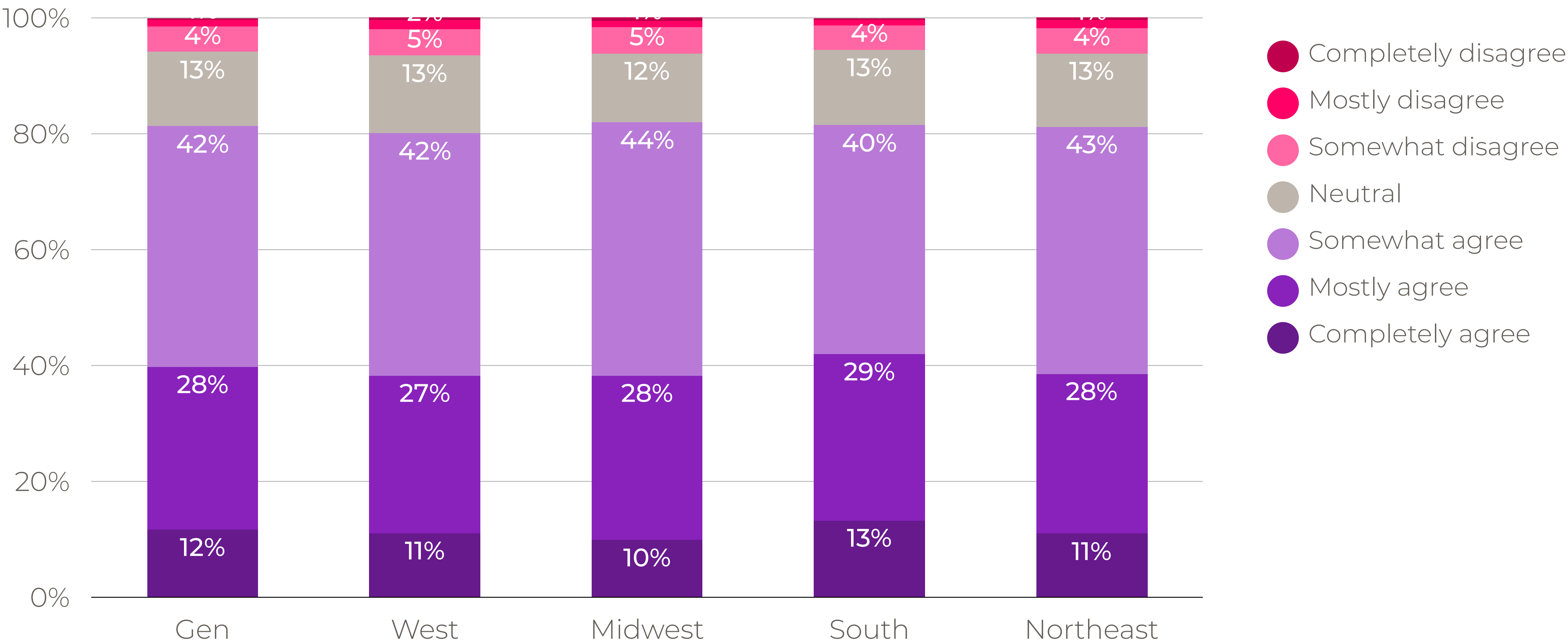
Source: Surveys of DISQO Audience members Feb 2020

January Results

25,594 responses collected Jan. 2020

Belief that Brands Listen (Jan. 2020)

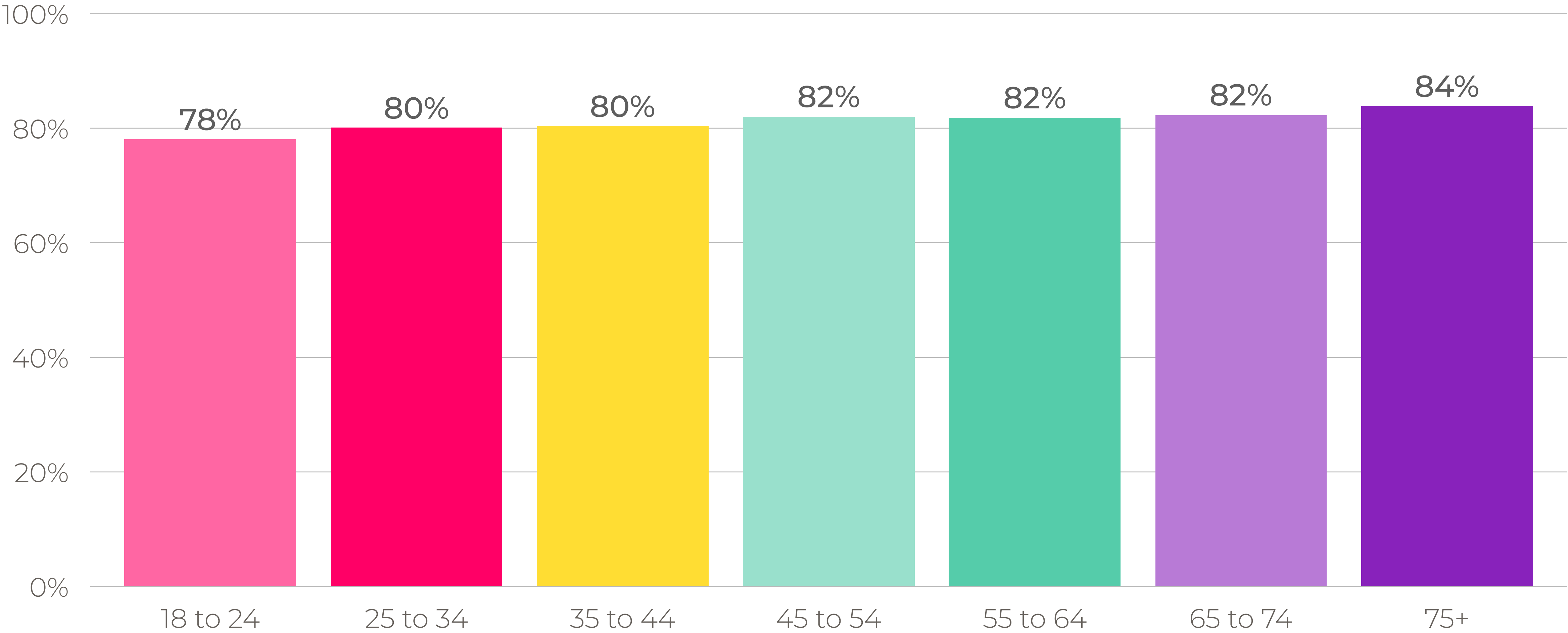
Q: Brands listen to consumer feedback.



Source: Surveys of DISQO Audience members Jan. 2020

Belief that Brands Listen by Age (Jan. 2020)

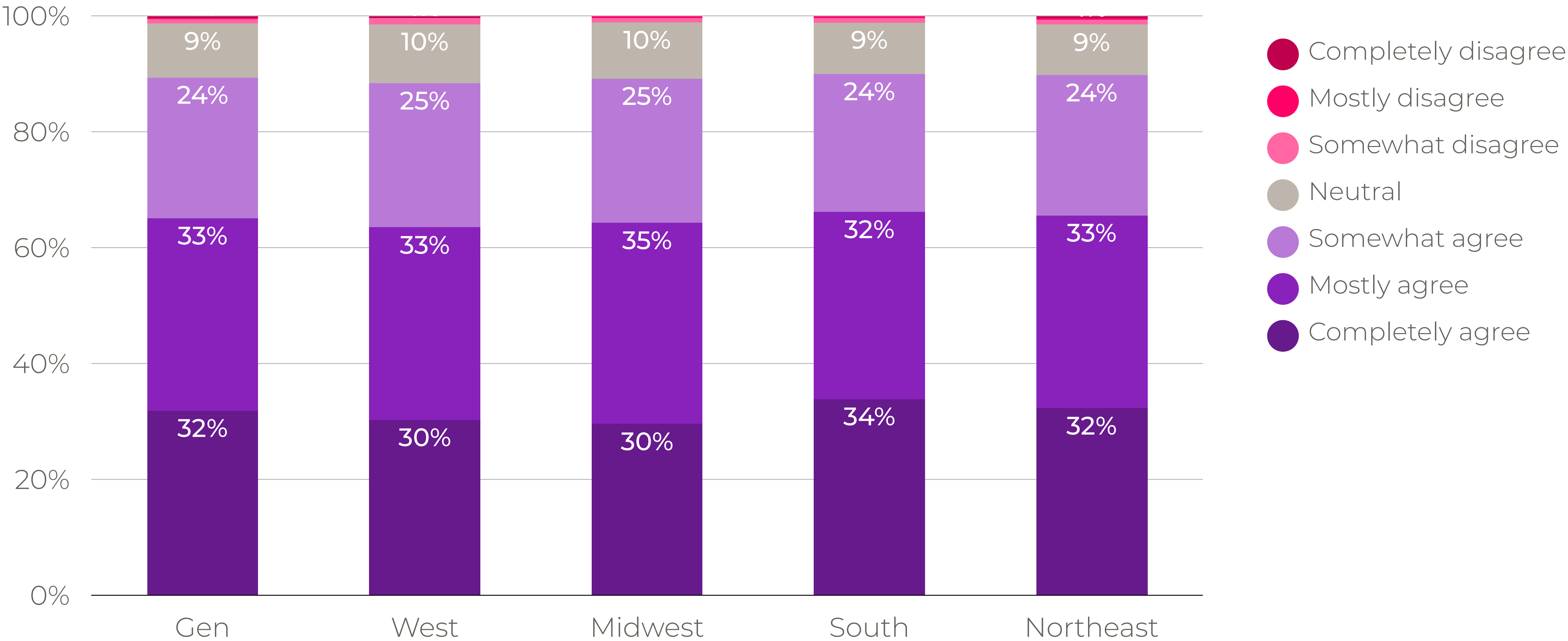
Q: Brands listen to consumer feedback.



Source: Surveys of DISQO Audience members Jan. 2020

Belief that Brands Should Listen to Feedback *(Jan. 2020)*

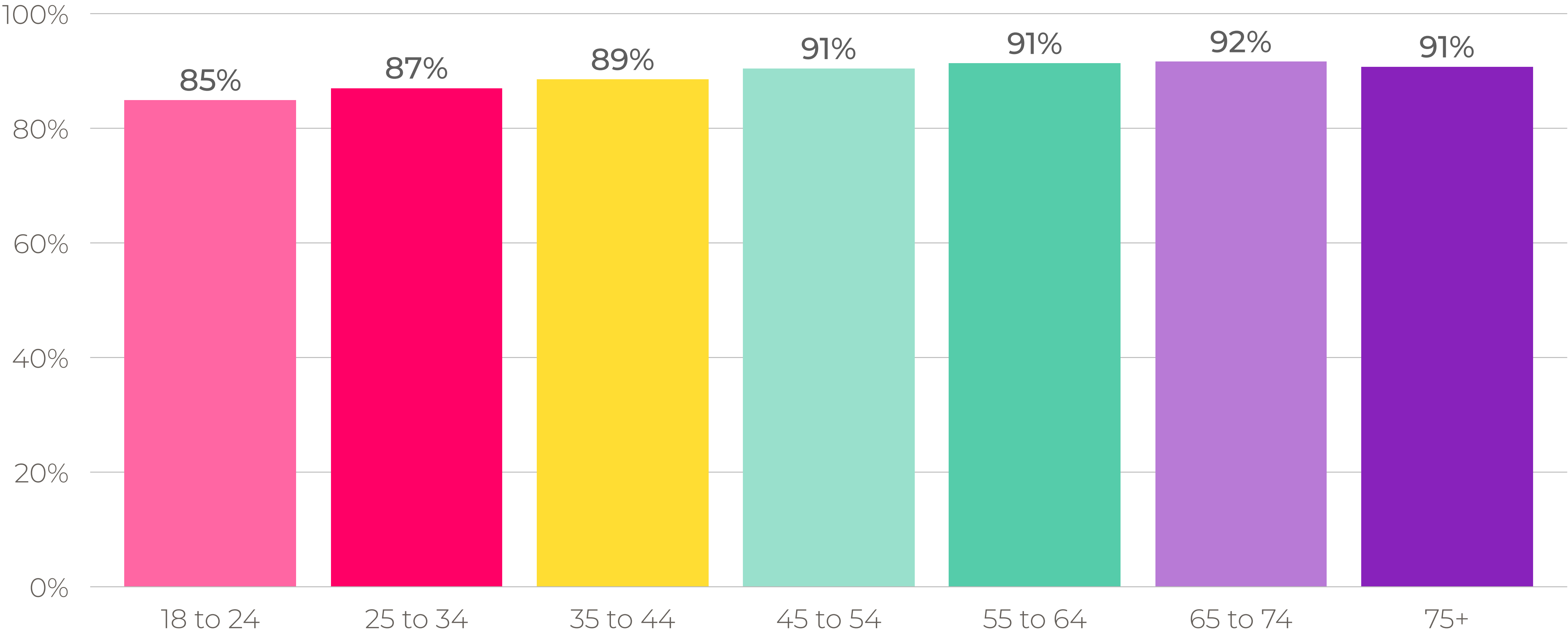
Q: Brands should listen to my opinion.



Source: Surveys of DISQO Audience members Jan. 2020

Belief that Brands Should Listen to Feedback by Age *(Jan. 2020)*

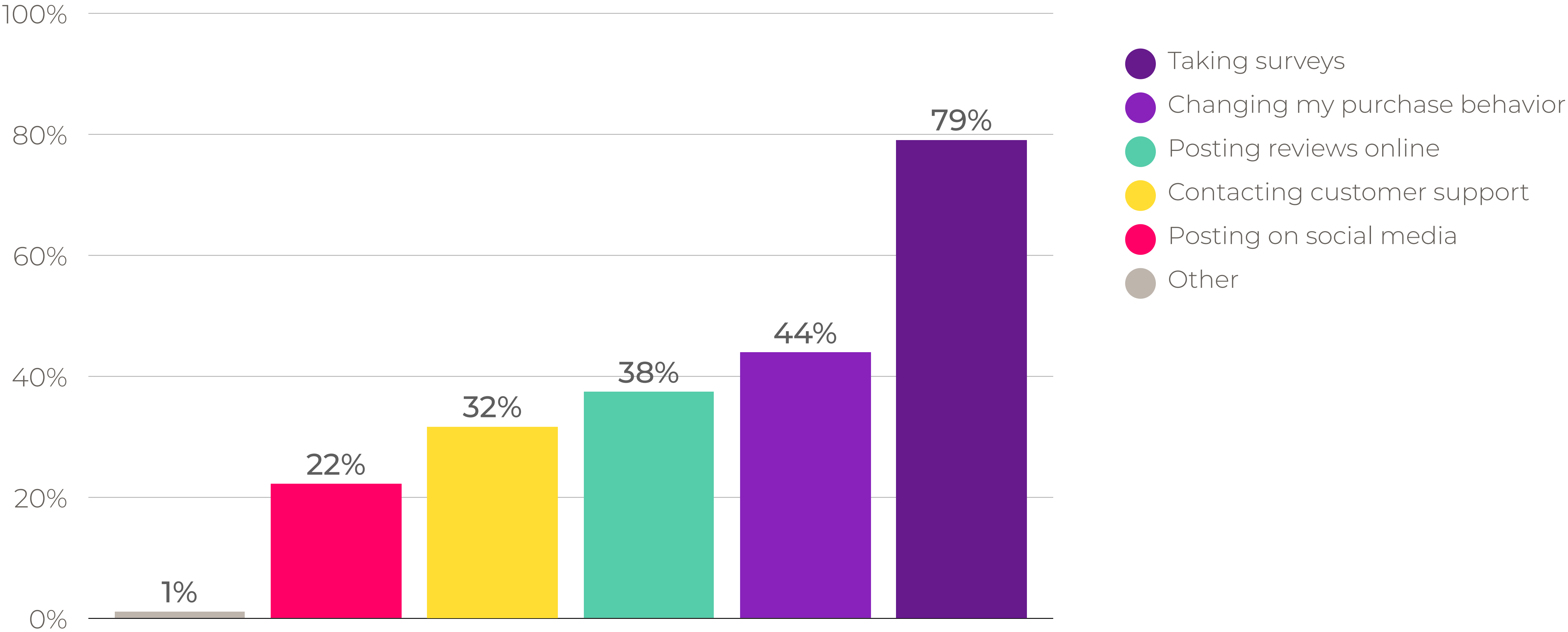
Q: Brands should listen to my opinion.



Source: Surveys of DISQO Audience members Jan. 2020

How People Share Their Opinions with Brands *(Jan. 2020)*

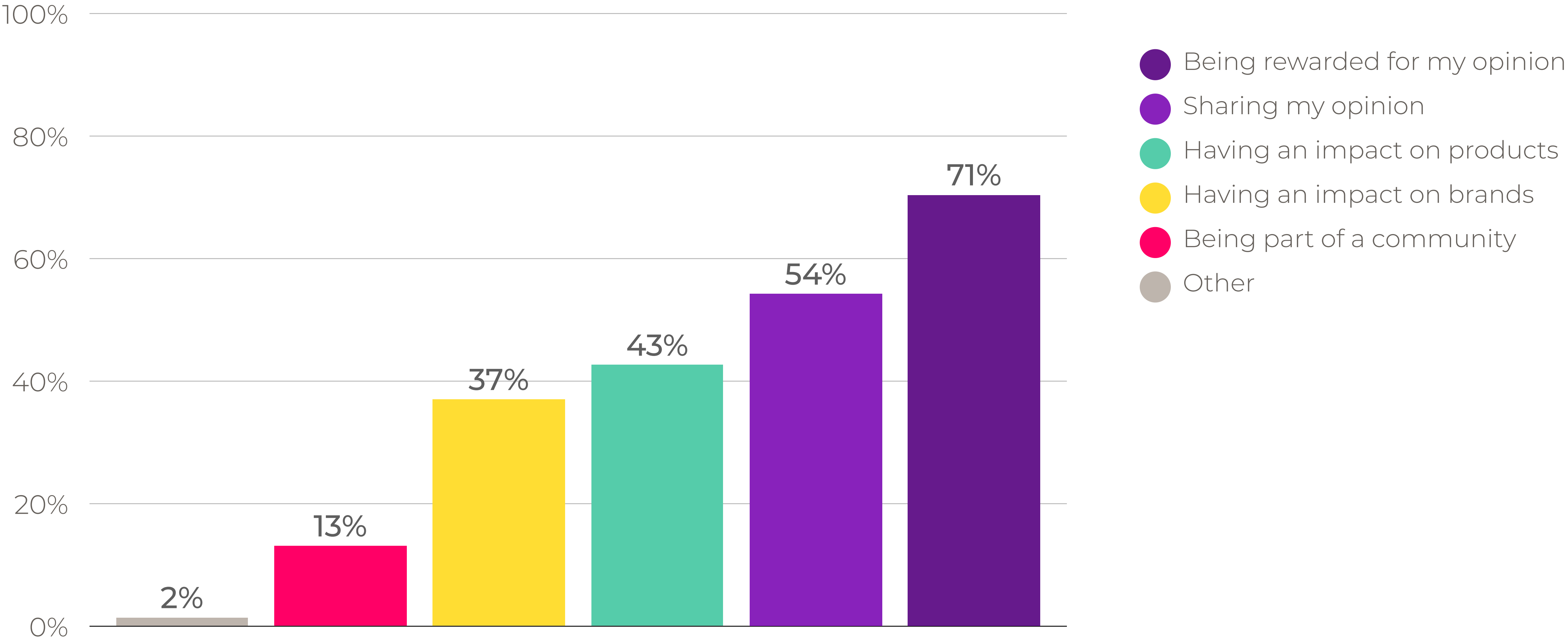
Q: I share my opinion with brands by:



Source: Surveys of DISQO Audience members Jan. 2020

Motivations for Taking Surveys *(Jan. 2020)*

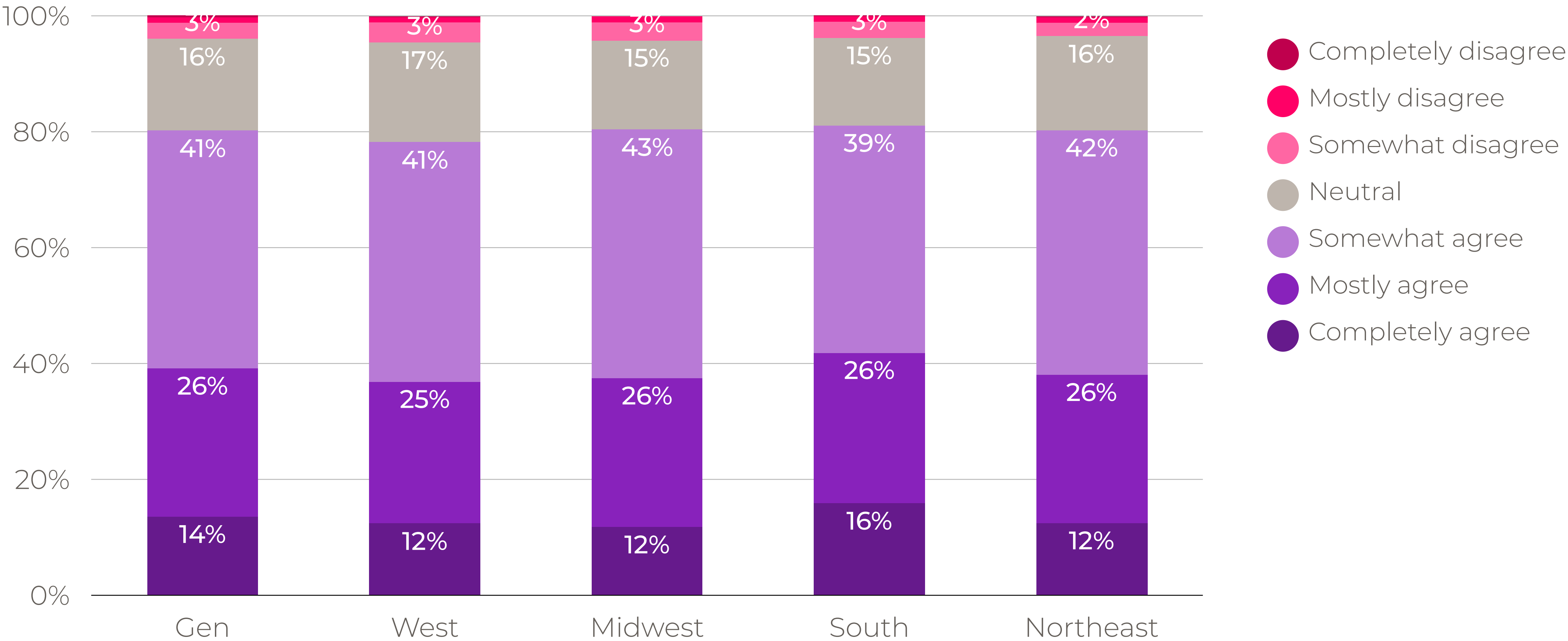
Q: What motivates you to take surveys?



Source: Surveys of DISQO Audience members Jan. 2020

Belief that Taking Surveys Impacts Brands *(Jan. 2020)*

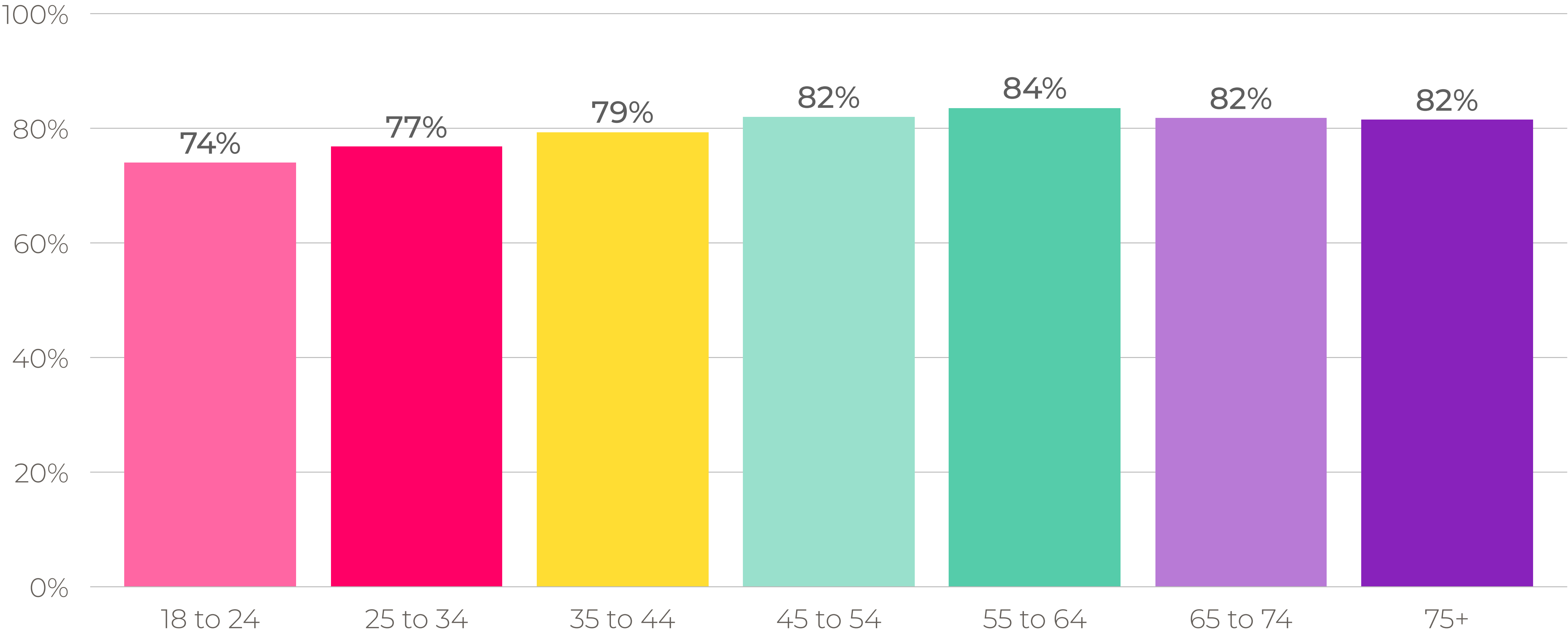
Q: My participation in surveys makes an impact on brands.



Source: Surveys of DISQO Audience members Jan. 2020

Belief that Taking Surveys Impacts Brands by Age *(Jan. 2020)*

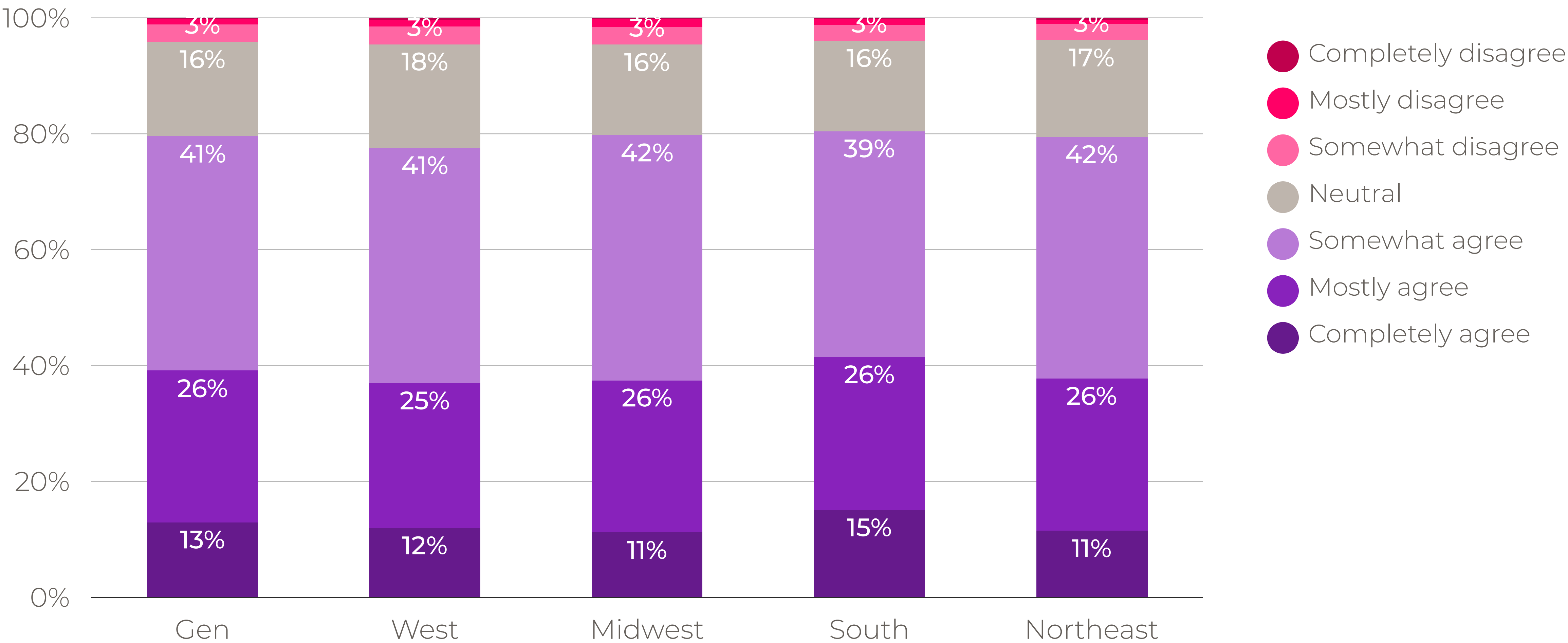
Q: My participation in surveys makes an impact on brands.



Source: Surveys of DISQO Audience members Jan. 2020

Belief that Taking Surveys Impacts Products *(Jan. 2020)*

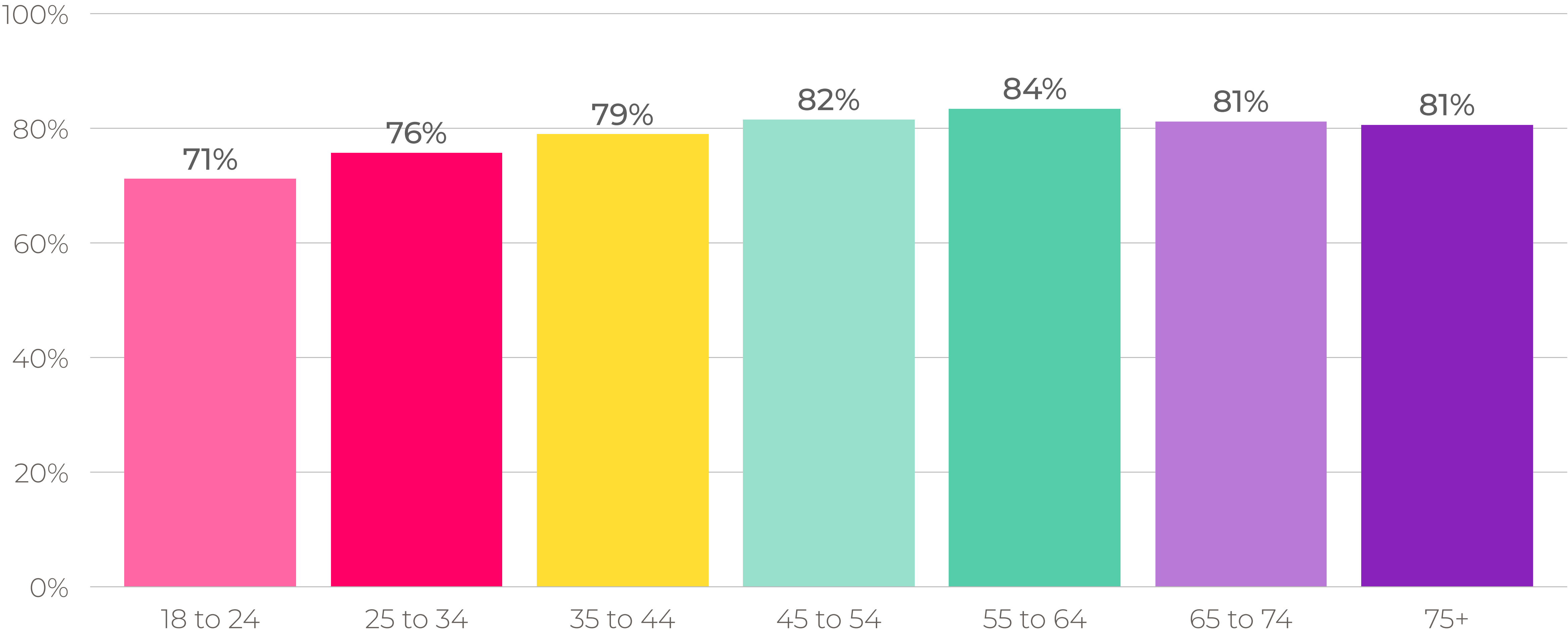
Q: My participation in surveys makes an impact on products.



Source: Surveys of DISQO Audience members Jan. 2020

Belief that Taking Surveys Impacts Products by Age *(Jan. 2020)*

Q: My participation in surveys makes an impact on products.



Source: Surveys of DISQO Audience members Jan. 2020

Thank you!