

Consumer Trust Study

Q2 2020

DISQO

Introduction

Do people trust the companies they interact with to protect their information? How does trust vary by industry? To answer these questions — and monitor shifts over time — DISQO has been keeping a beat on consumer trust.

Beginning in January 2020, we began surveying a selection of DISQO Audience members each month, seeking to understand to which degree people trust various types of companies to respect and protect their data, including:

- ❖ Social media sites
- ❖ Search engines
- ❖ Online retailers
- ❖ Financial institutions
- ❖ Media companies
- ❖ Market research firms

Methodology

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.

Each survey was distributed at the beginning of the month, with responses collected through the last day of the month.

Distribution dates and respondent volume for each survey are as follows:

Edition	Period	Responses
1	Jan.	N = 27,496
2	Feb.	N = 27,580
3	Mar.	N = 29,322
4	Apr.	N = 30,350
5	May	N = 32,530
6	Jun.	N = 31,163

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.

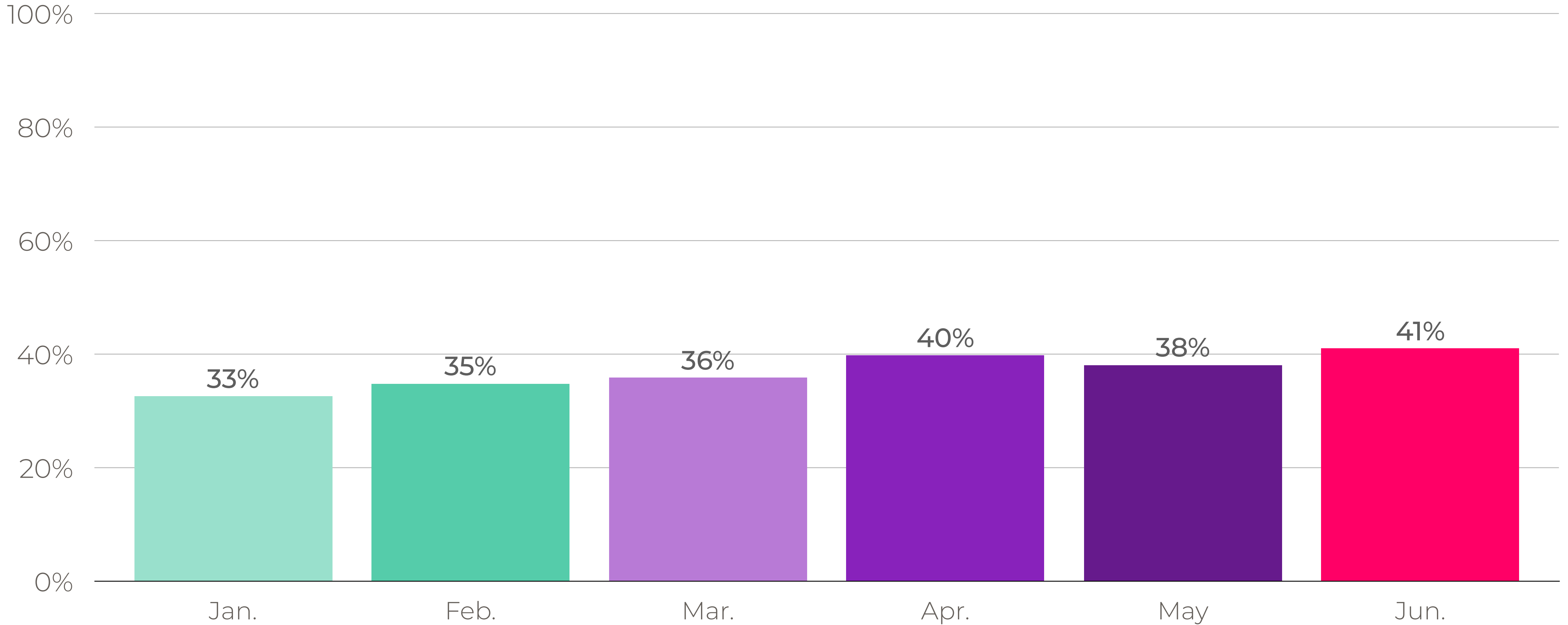
Founded in 2015, DISQO is headquartered in Los Angeles, California, and has over 140 employees.

Shifts Over Time

Changes in consumer trust from January to June 2020

Shifts in Trusting Social Media Sites

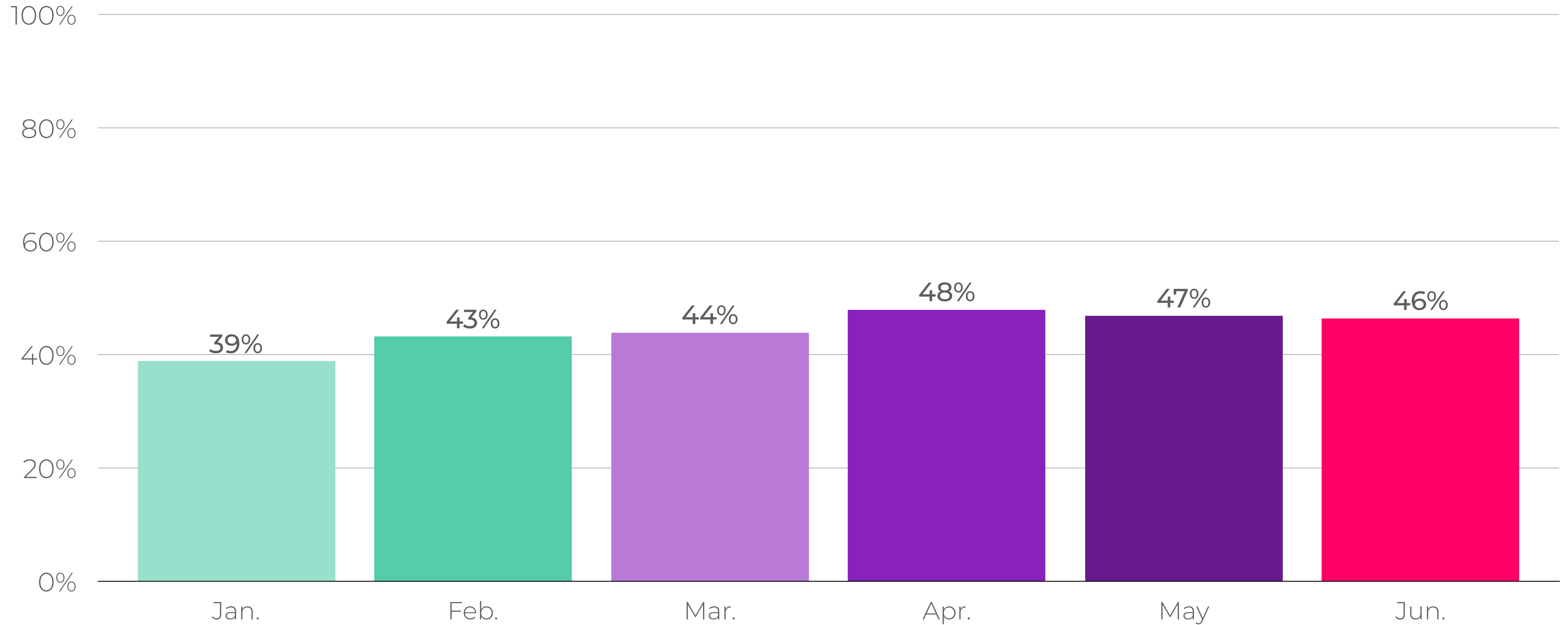
Q: I trust social media sites (Facebook, Twitter, Snapchat, etc.) to protect and respect my personal information.



Source: DISQO Consumer Trust Survey, conducted Jan, to Jun. 2020

Shifts in Trusting Search Engines

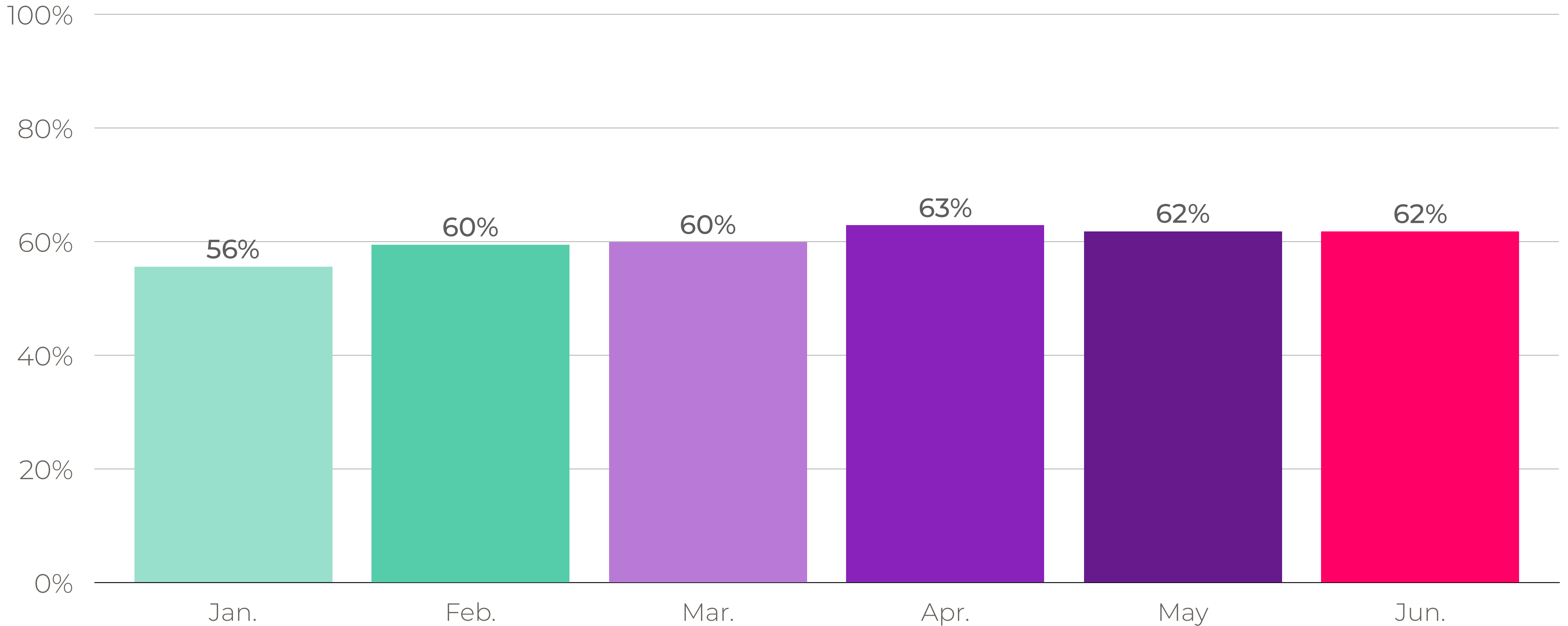
Q: I trust search engines (Google, Bing, Yahoo!, etc) to protect and respect my personal information.



Source: DISQO Consumer Trust Survey, conducted Jan, to Jun. 2020

Shifts in Trusting Online Retailers

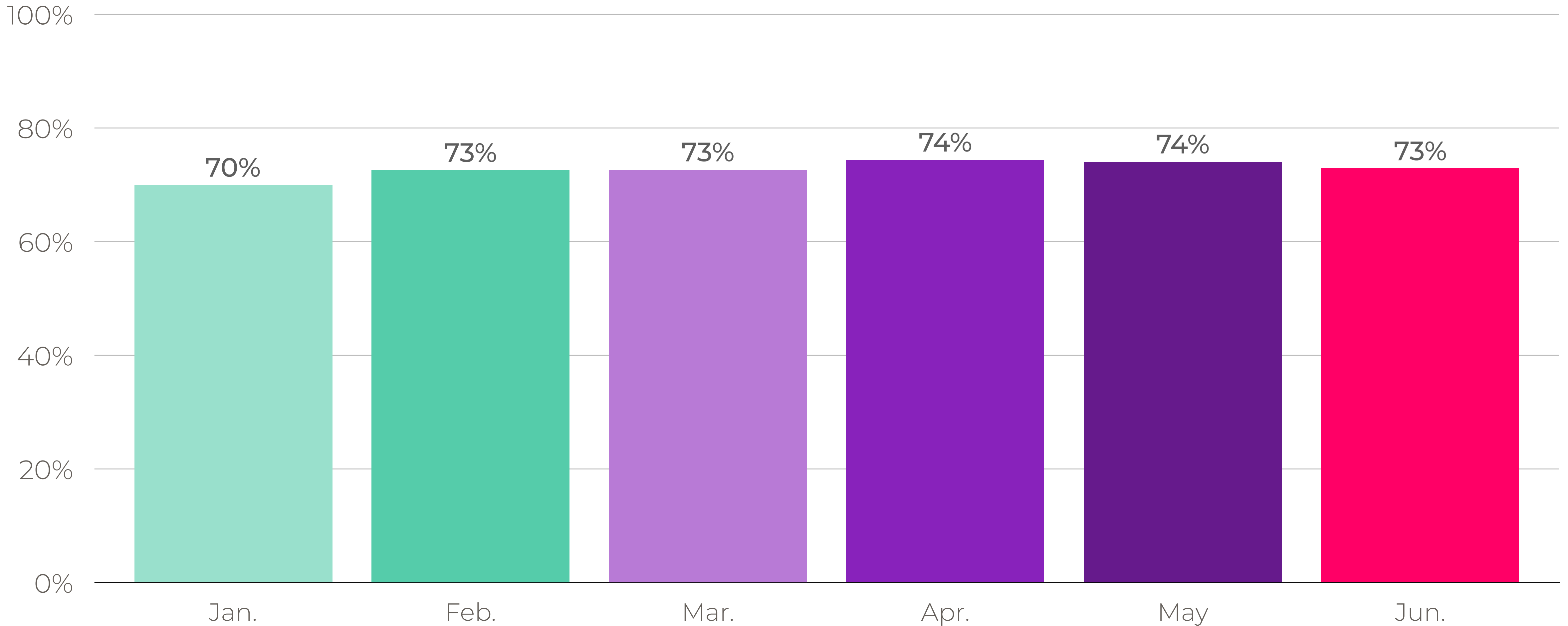
Q: I trust online retailers (Amazon.com, Target.com, Walmart.com, Overstock.com, etc) to protect and respect my personal information.



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Shifts in Trusting Financial Institutions

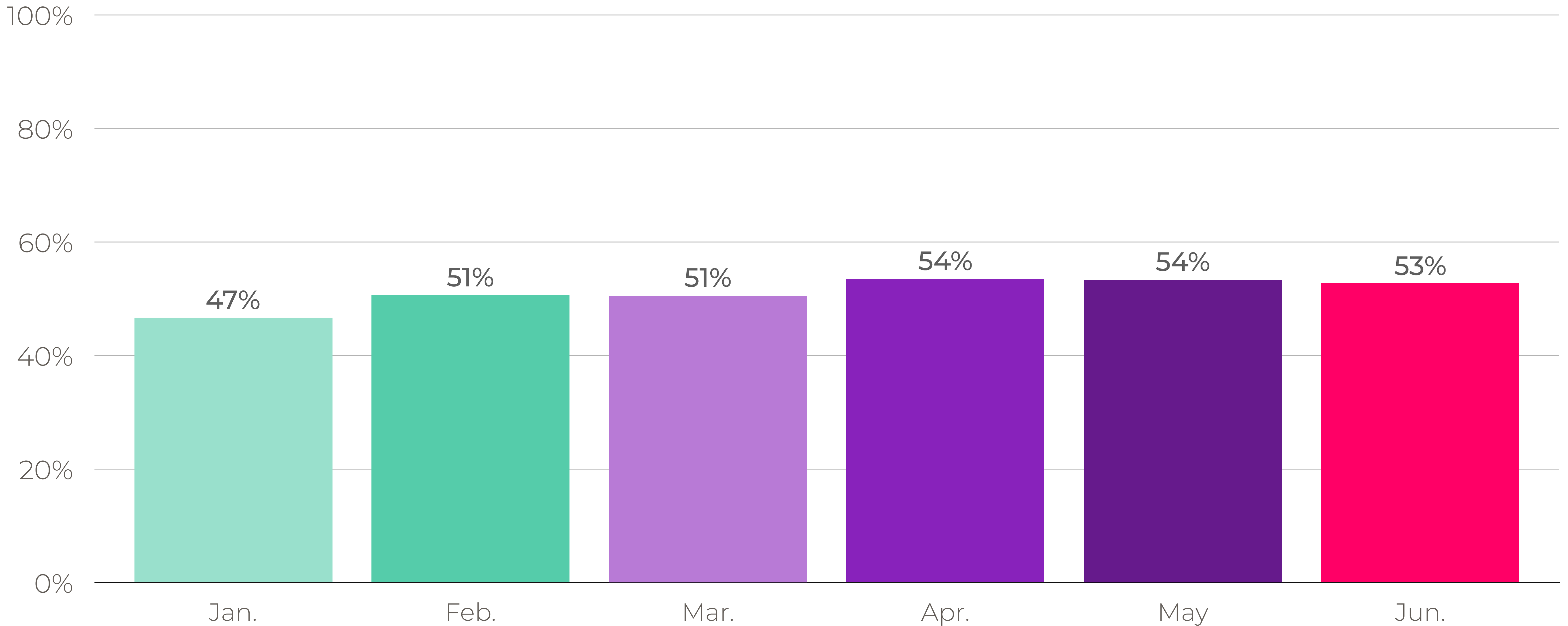
Q: I trust financial institutions (Amex, Bank of America, Chase, Wells Fargo, etc) to protect and respect my personal information.



Source: DISQO Consumer Trust Survey, conducted Jan, to Jun. 2020

Shifts in Trusting Media Companies

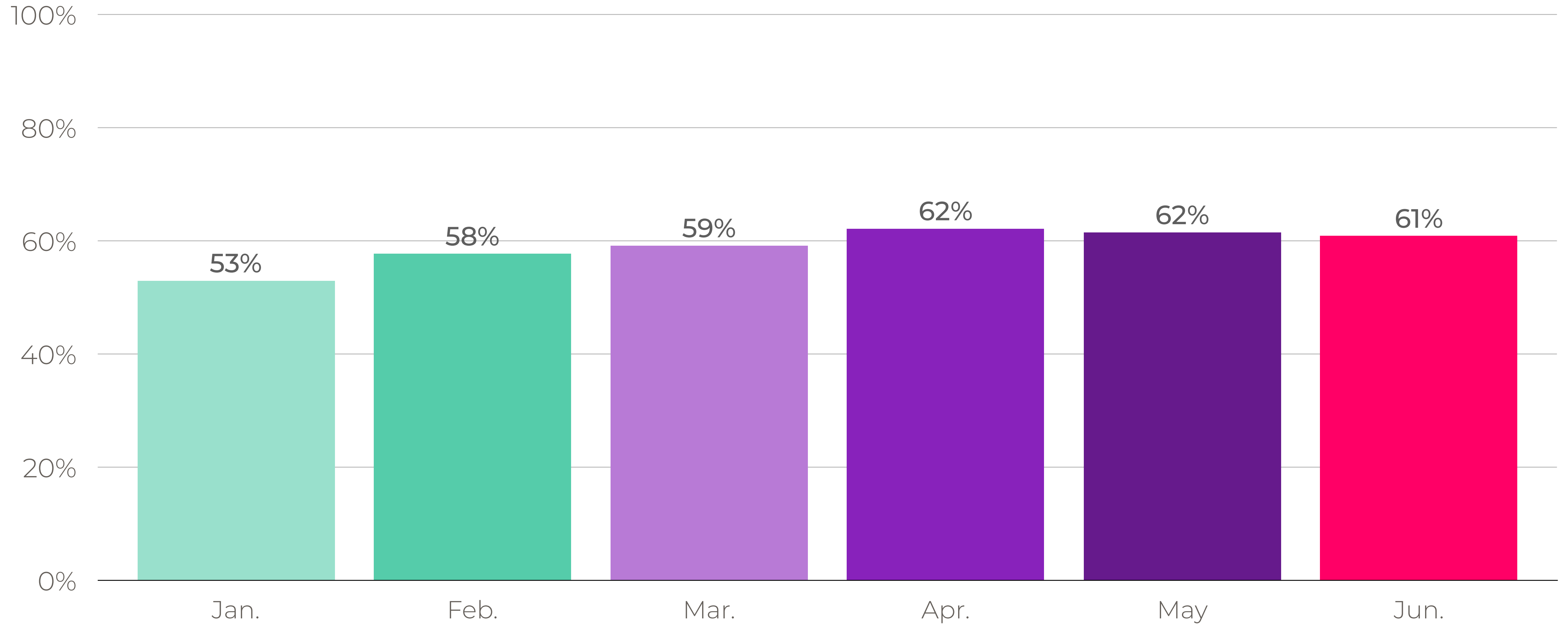
Q: I trust media companies (Netflix, Hulu, Spectrum, DirecTV, etc) to protect and respect my personal information.



Source: DISQO Consumer Trust Survey, conducted Jan, to Jun. 2020

Shifts in Trusting Market Research Companies

Q: I trust market research companies (Survey Junkie, etc) to protect and respect my personal information.



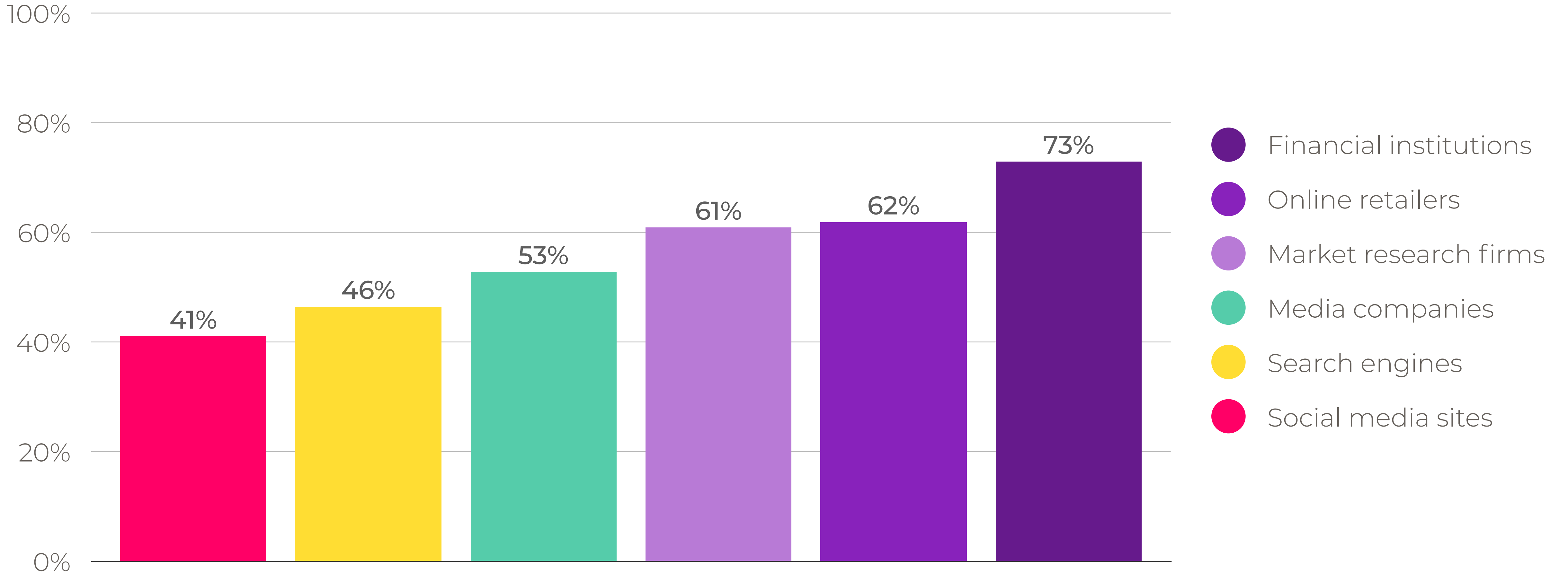
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June Results

31,163 responses collected June 2020

Trust by Source

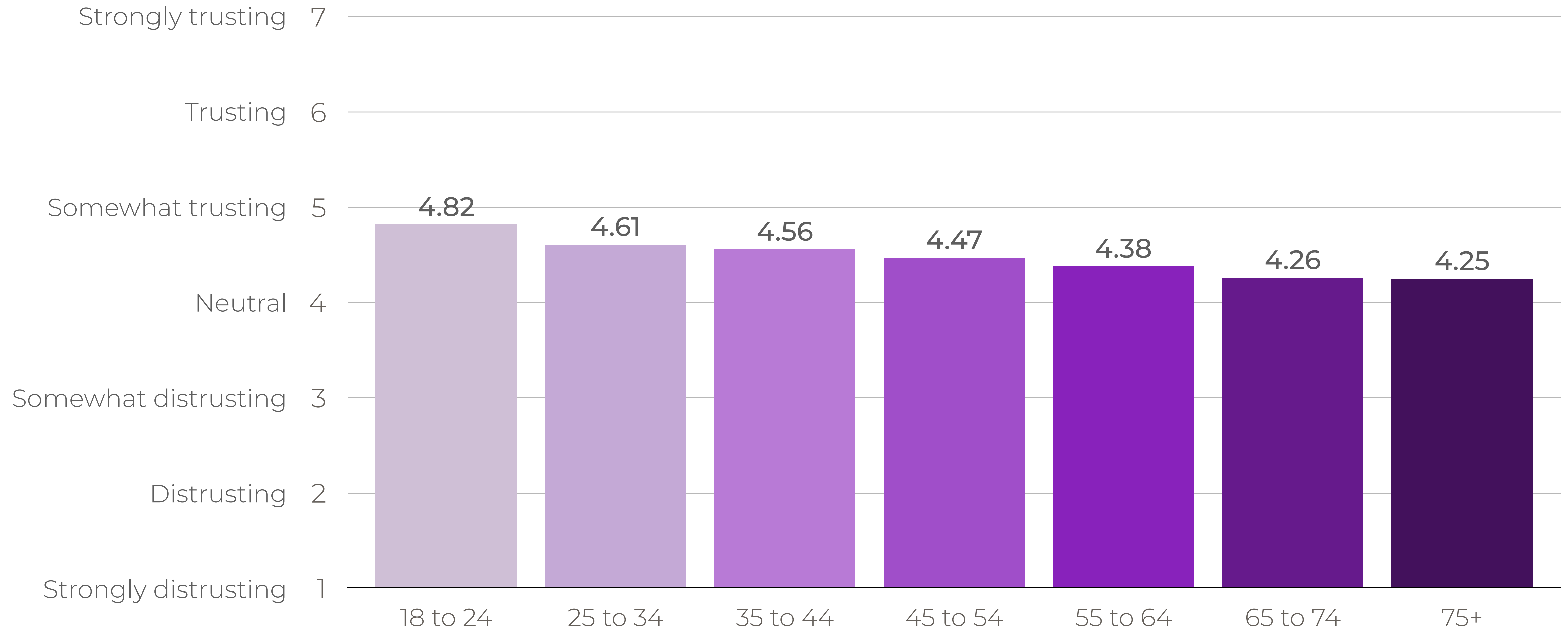
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Source: 6th edition of DISQO Consumer Trust Survey, conducted June 2020; n=31,163

Average Trust Level by Age Group

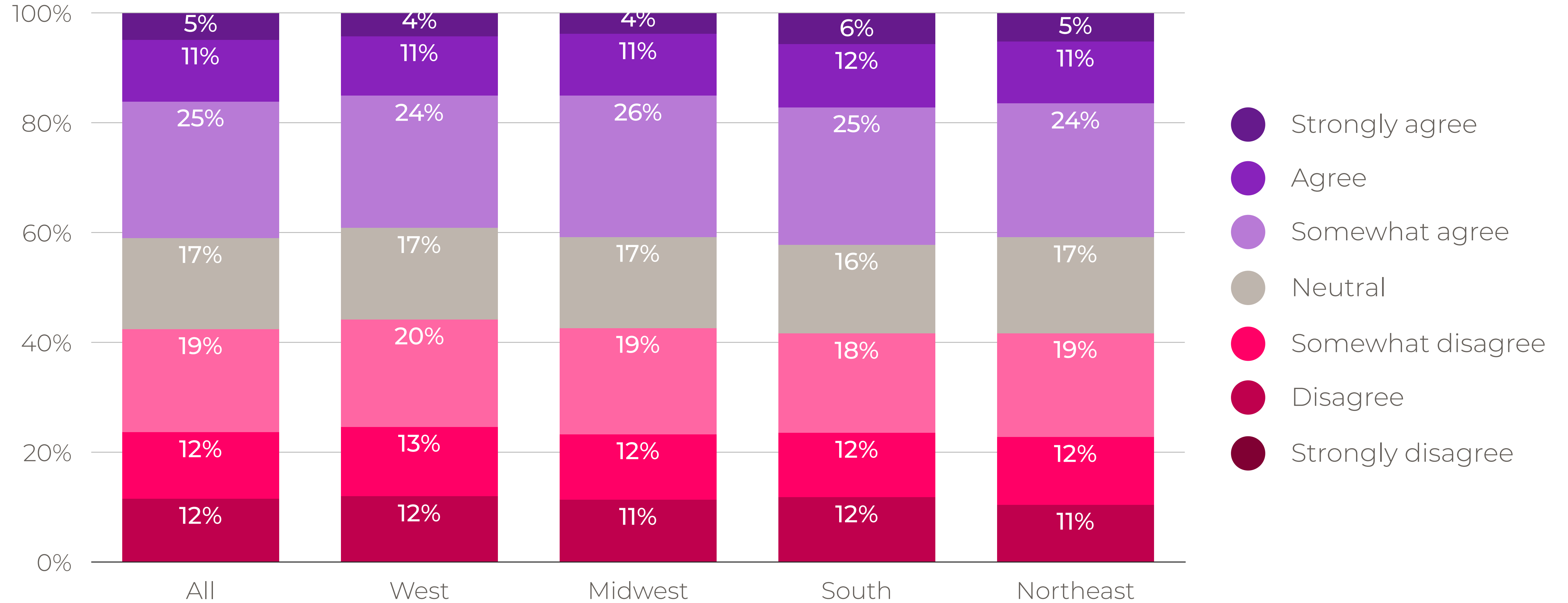
How trusting is each age group overall?



Source: 6th edition of DISQO Consumer Trust Survey, conducted June 2020; n=31,163

Trusting Social Media Sites by Region

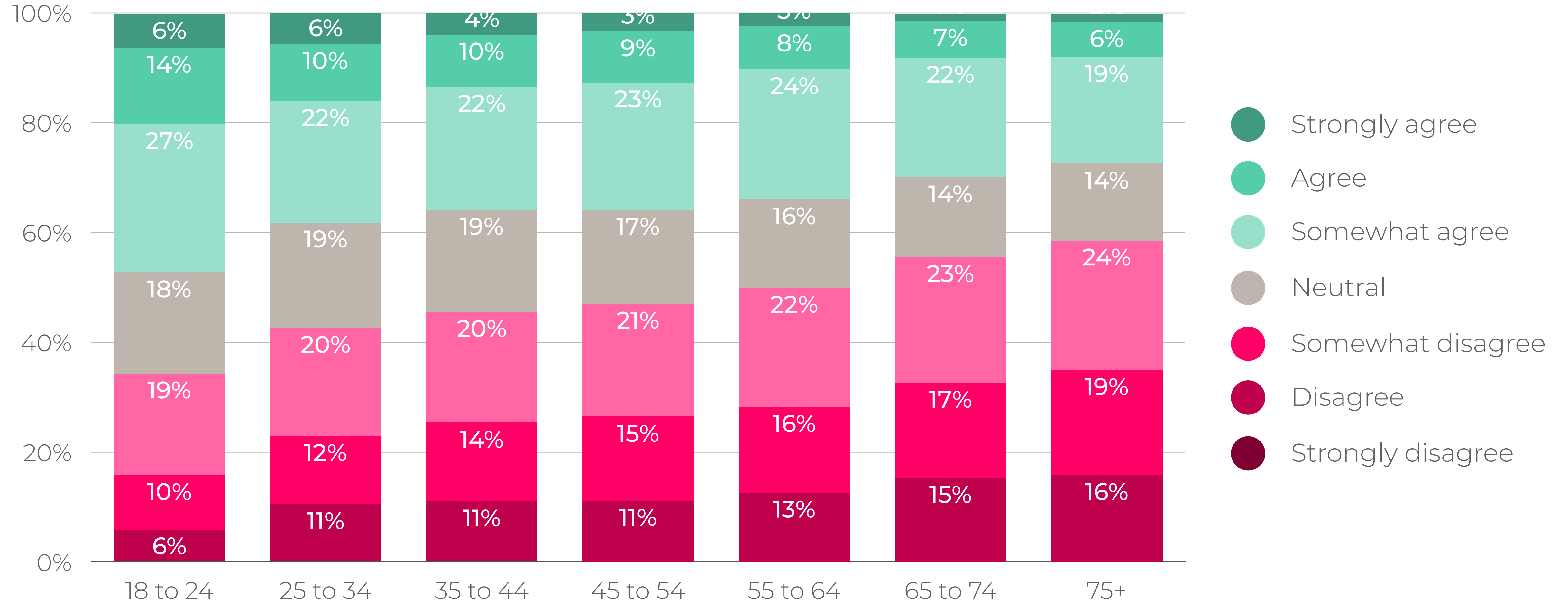
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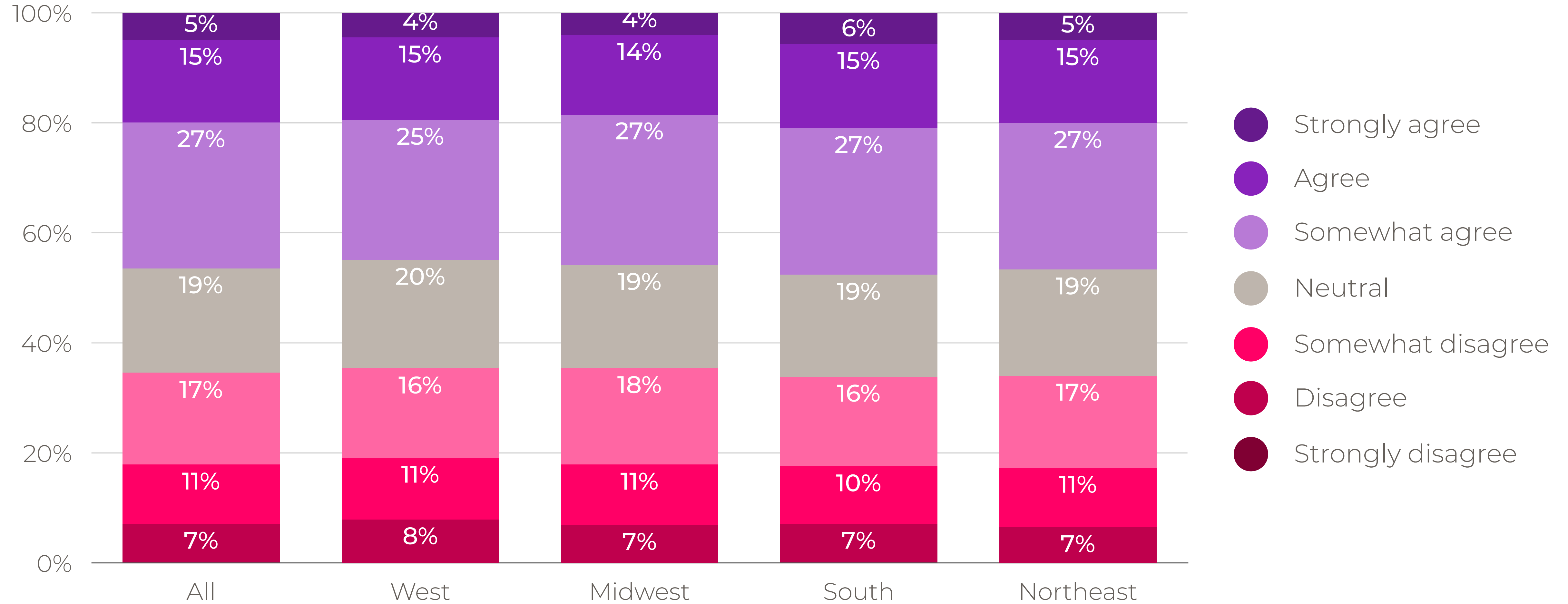
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Trusting Search Engines by Region

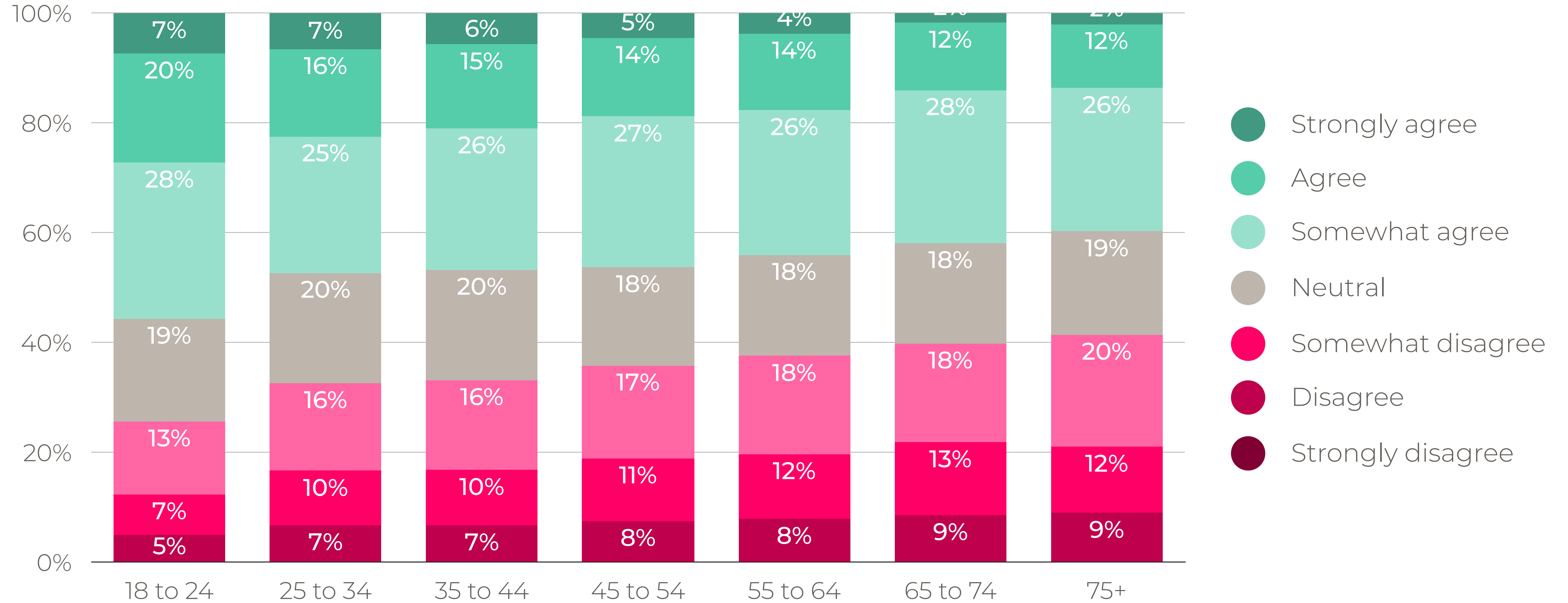
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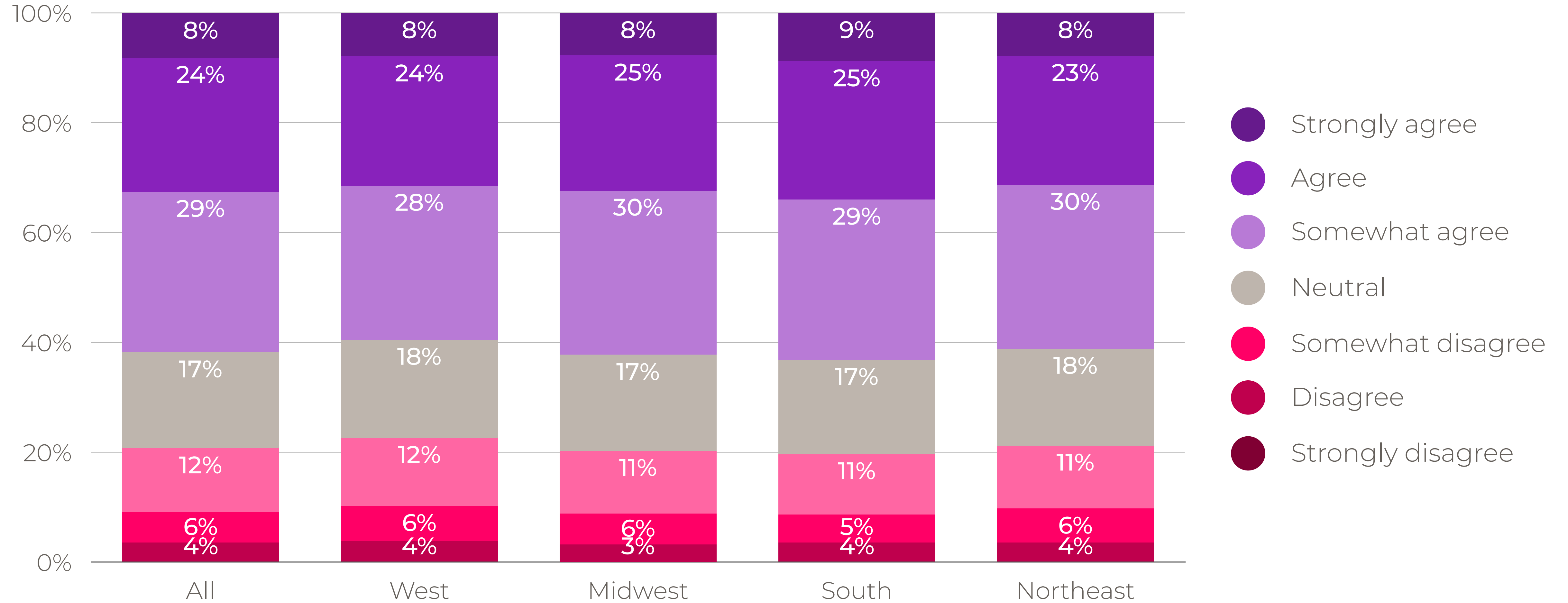
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Trusting Online Retailers by Region

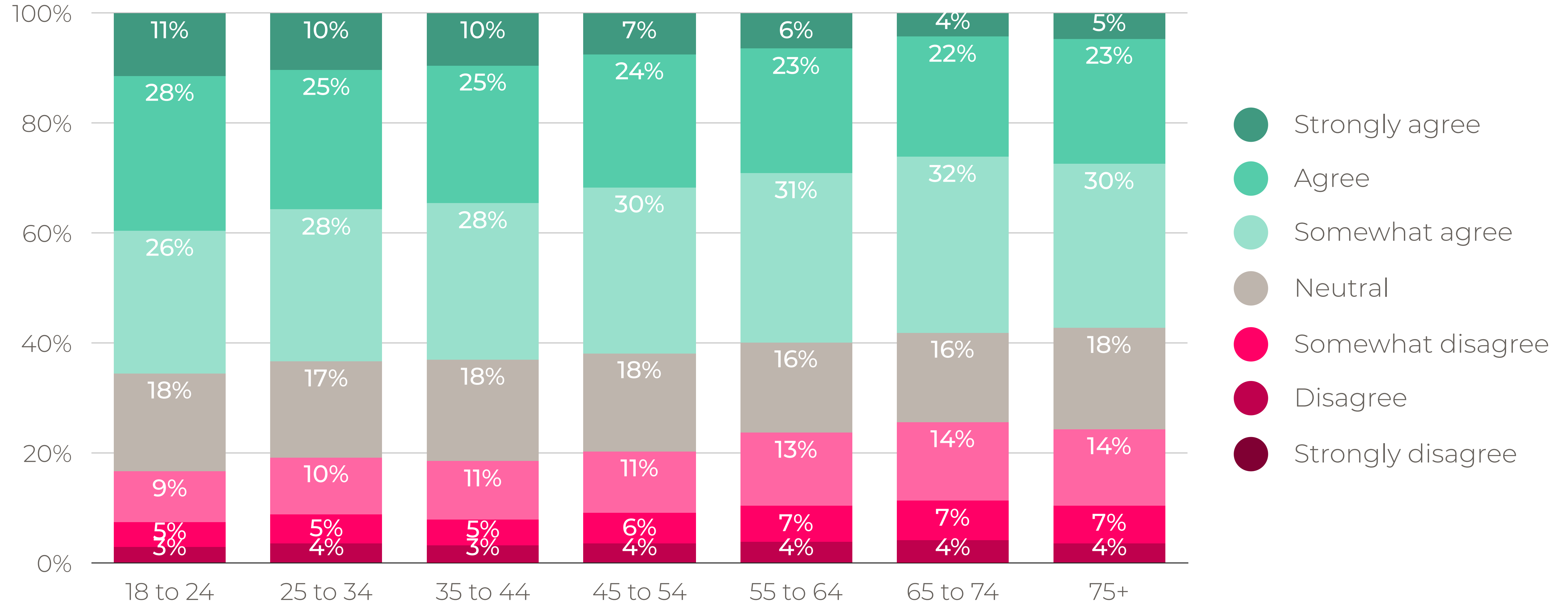
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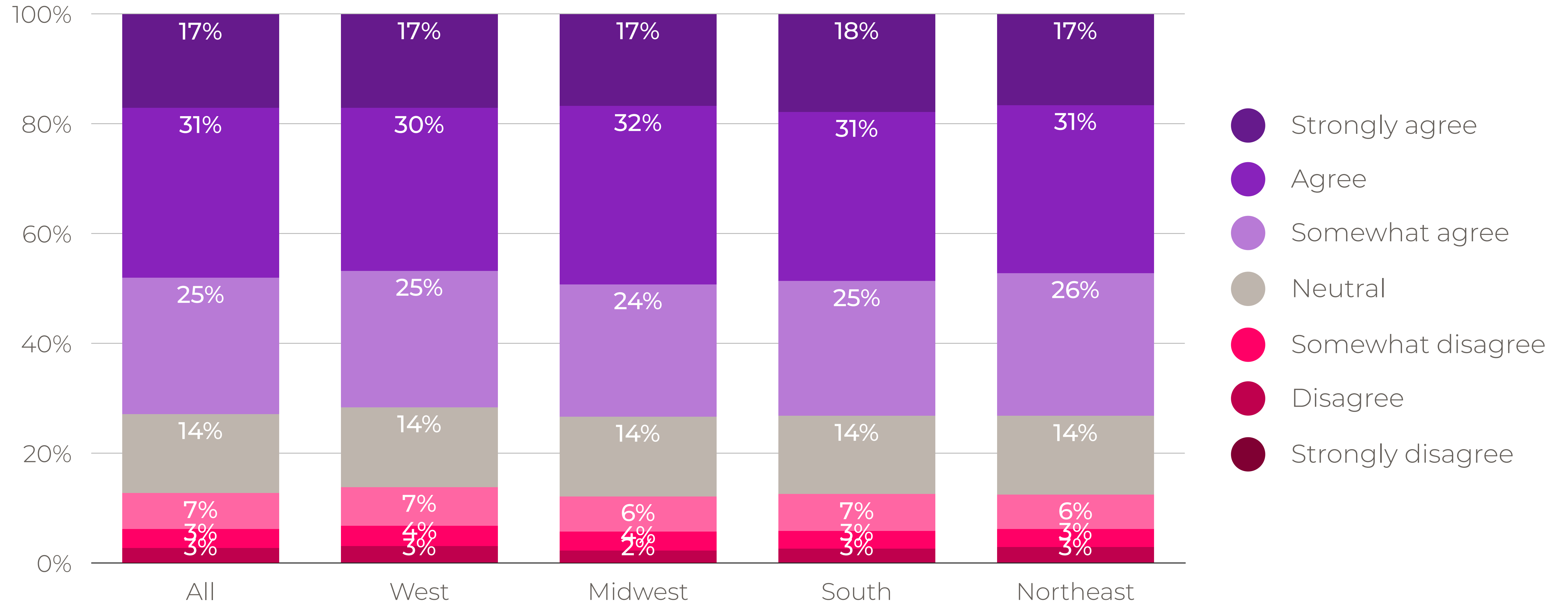
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Trusting Financial Institutions by Region

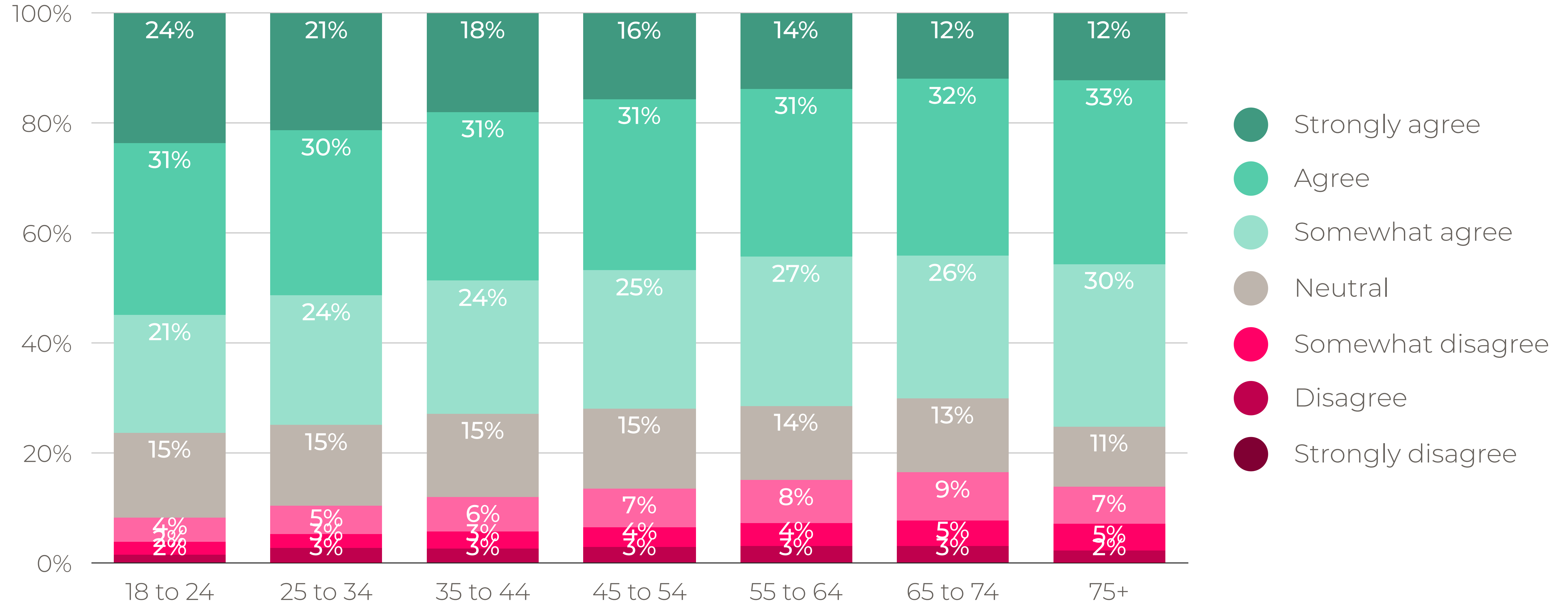
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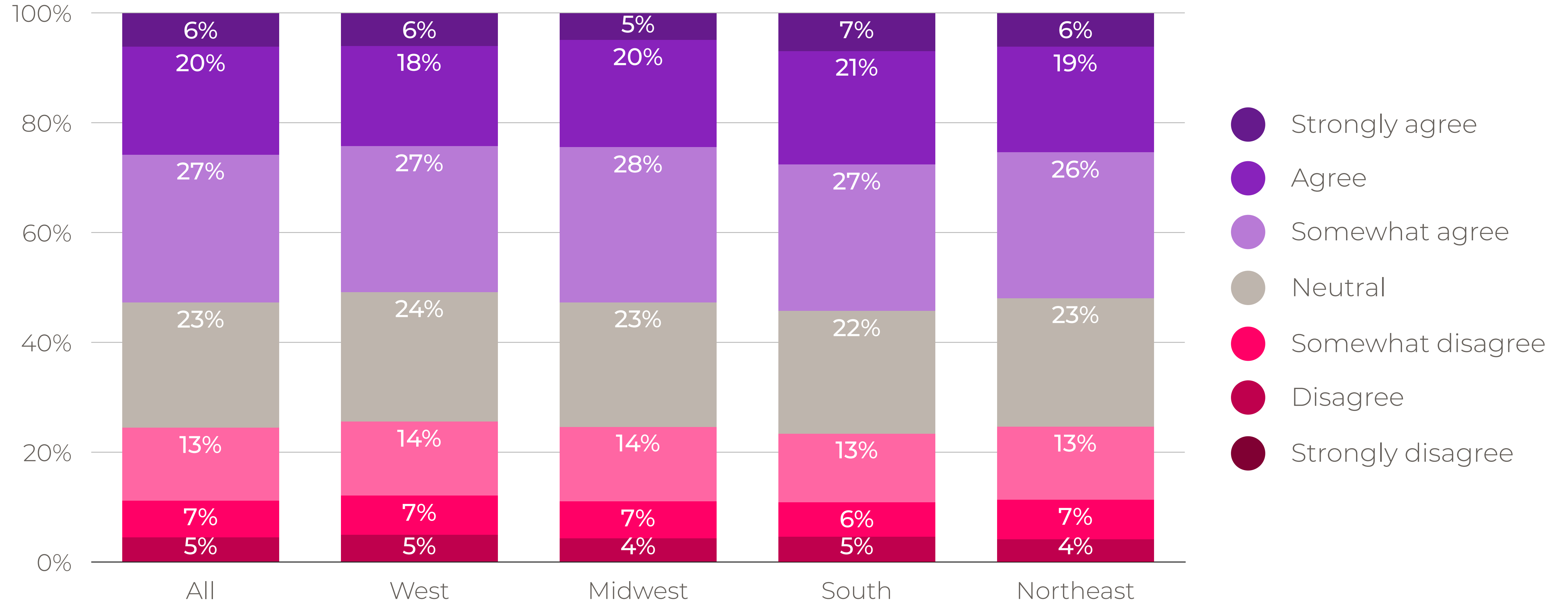
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Trusting Media Companies by Region

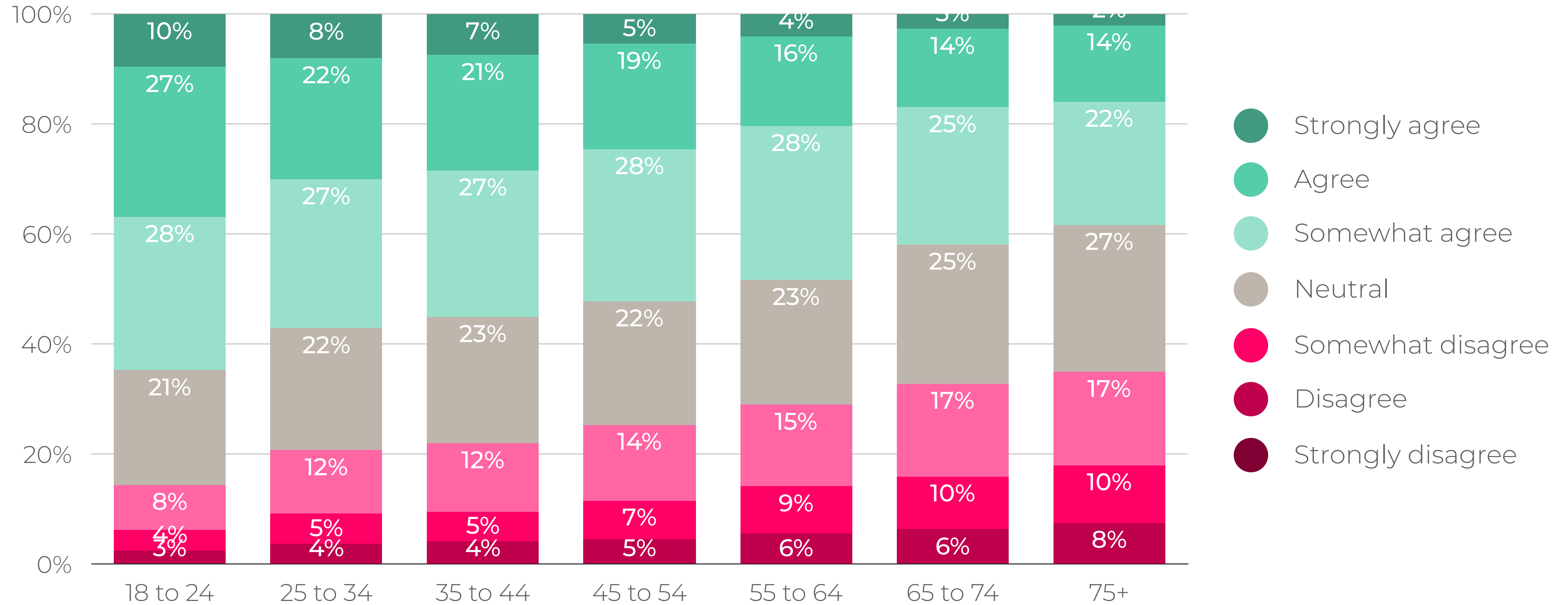
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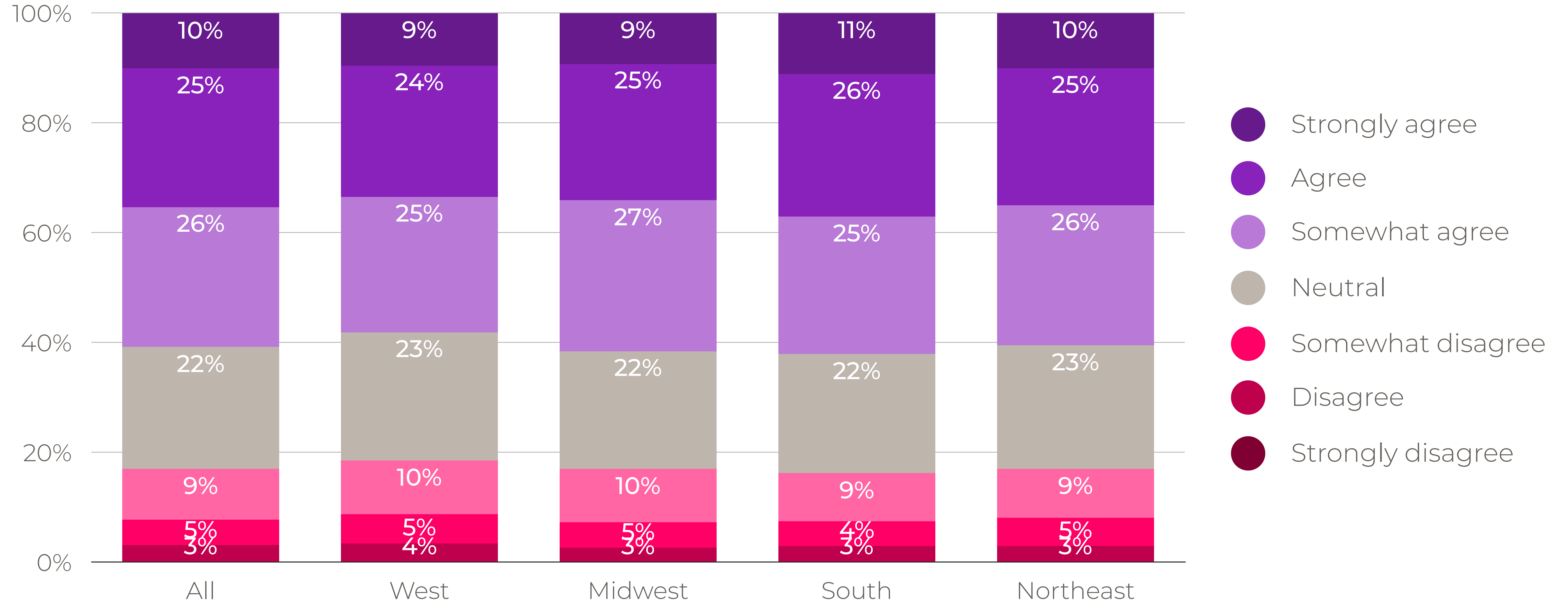
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Trusting Market Research Firms by Region

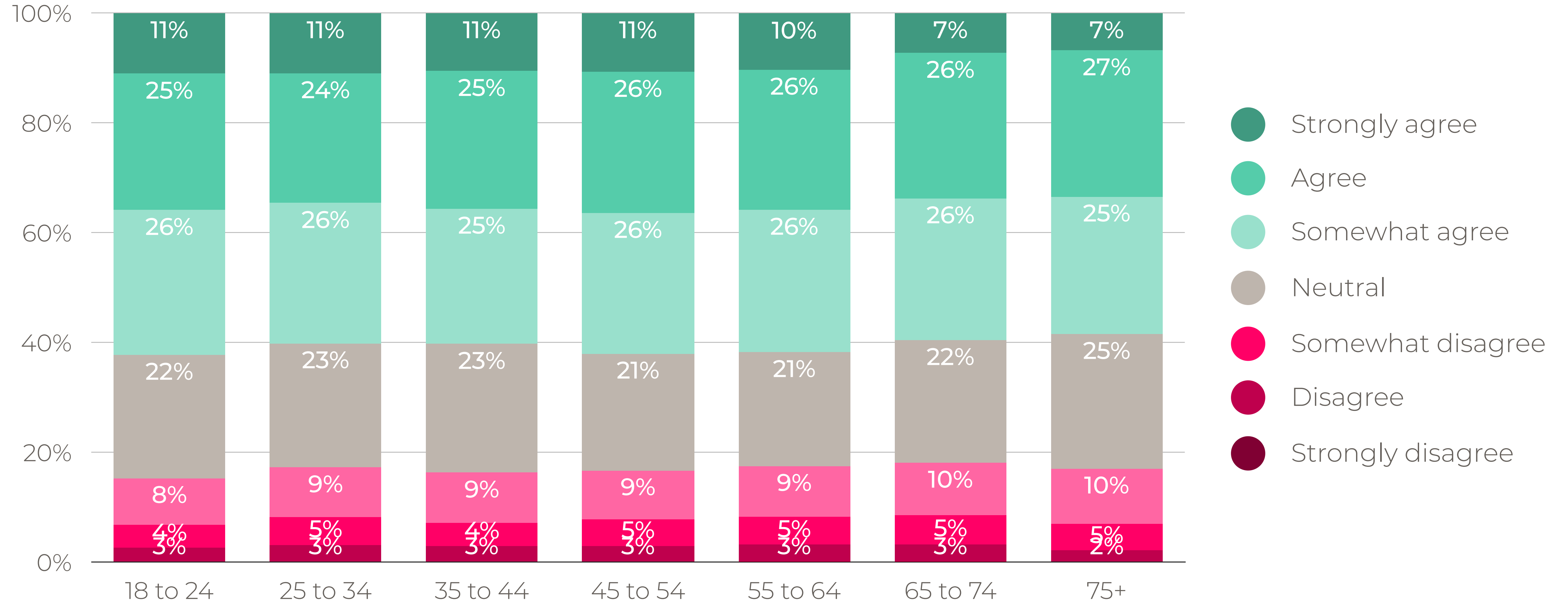
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Trusting Market Research Firms by Age

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Thank you!

DISQO