

# Consumer Confidence in the Context of COVID-19

August 2020

DISQO

# 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 seven 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 nineteenth through twenty-first editions of the survey generated a total of 33,423 responses.

Edition	Period	Responses
19	July 24 - 27	N = 11,146
20	August 01 - 03	N = 11,066
21	August 08 - 10	N = 11,211

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.

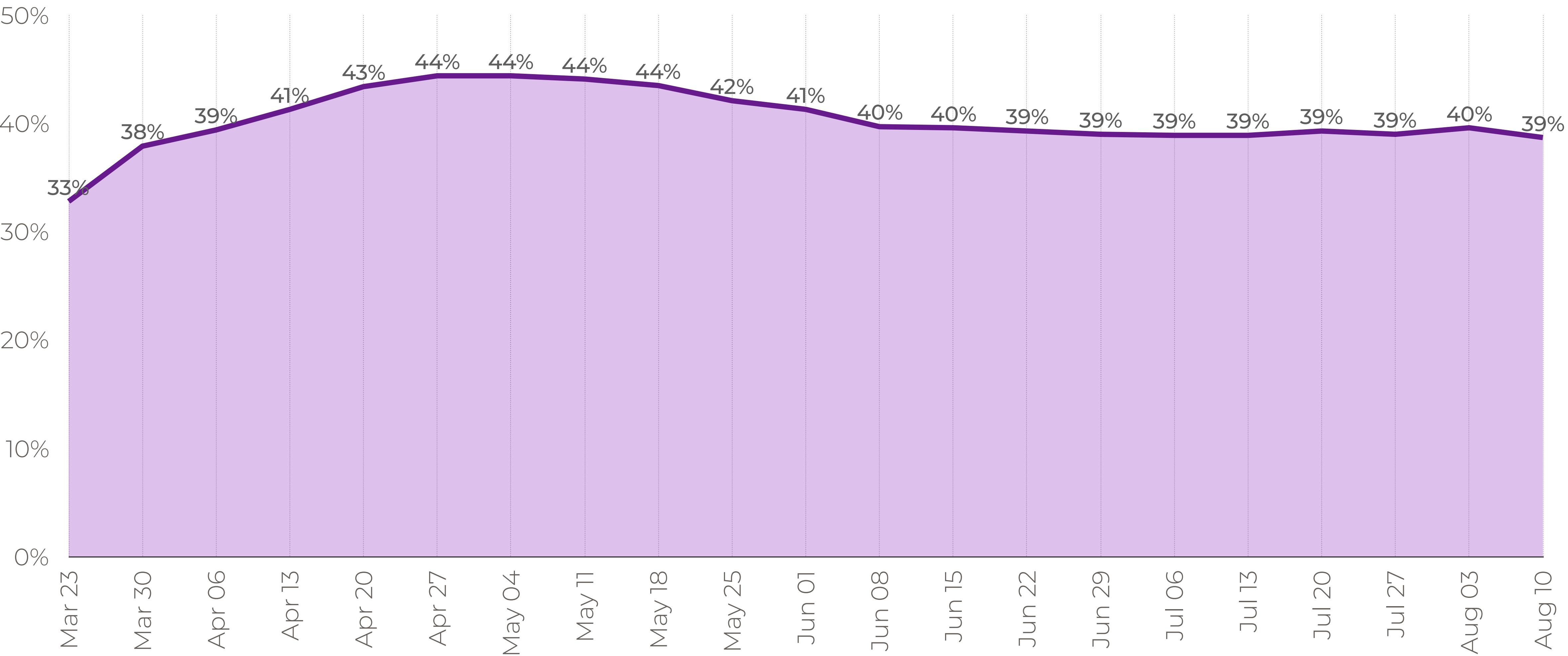


# Trends Over Time

Weekly shifts in consumer confidence

# Average Percent of Purchases Made Online

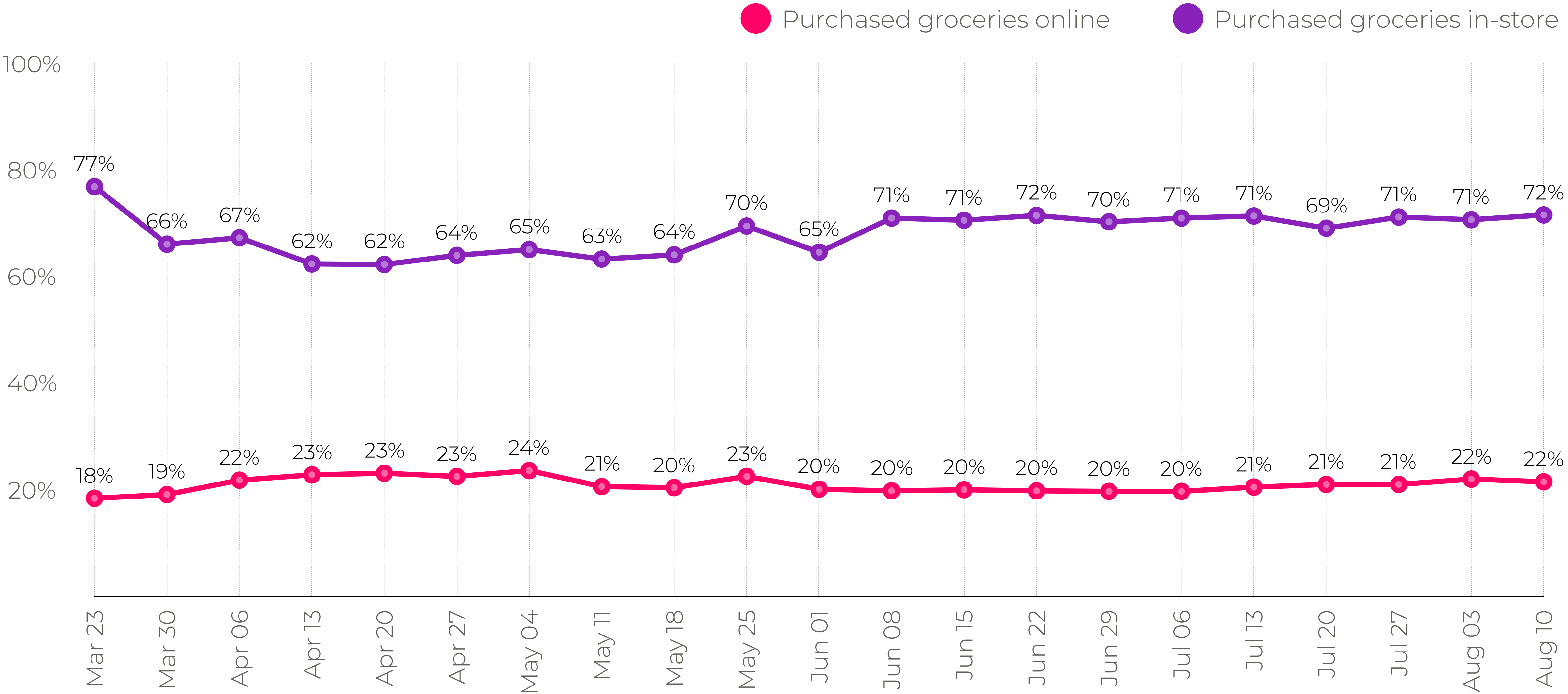
Q: Within the past week, what percent of your purchases have been made online?



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

# Reported Grocery Shopping Methods

In the past week, have you \_\_\_\_\_?

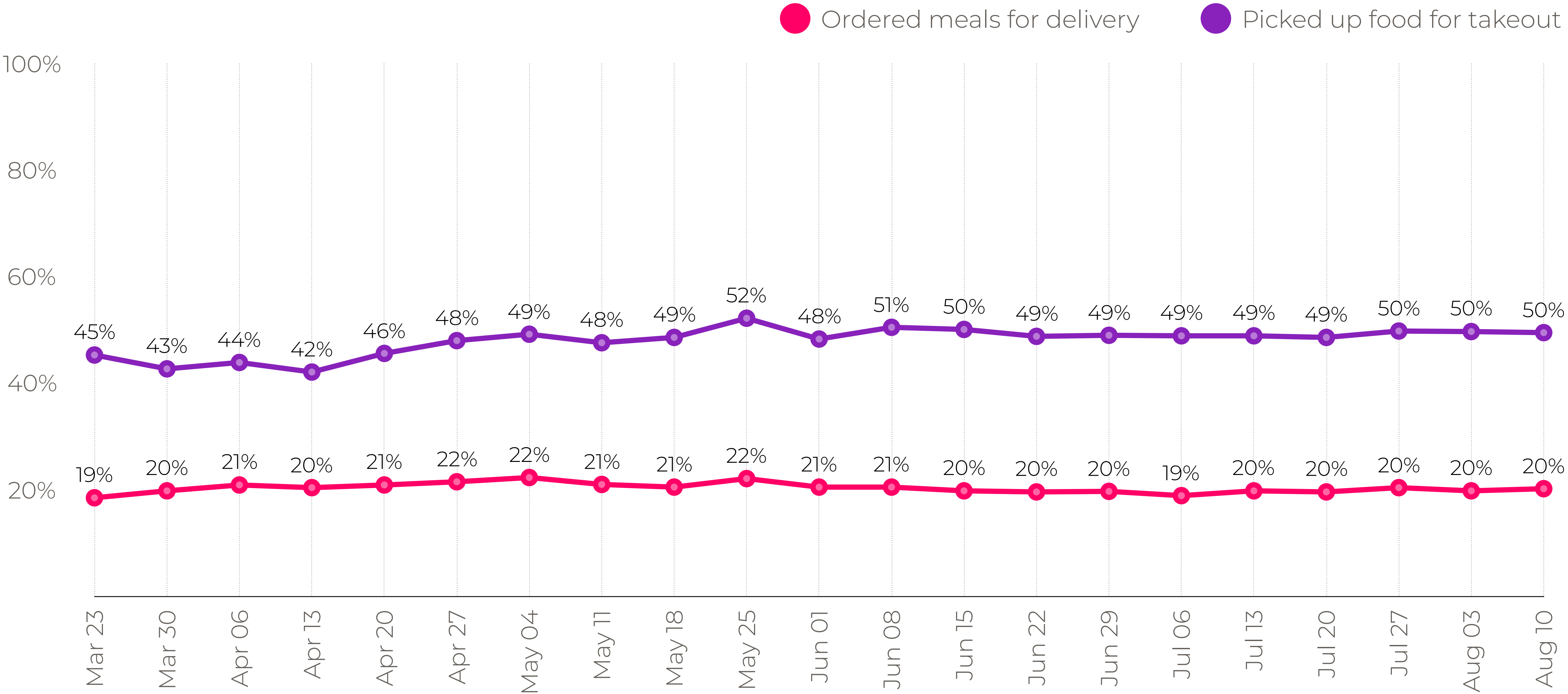


Source: Surveys of DISQO Audience members in March - August of 2020



# Reported Dinner Plans

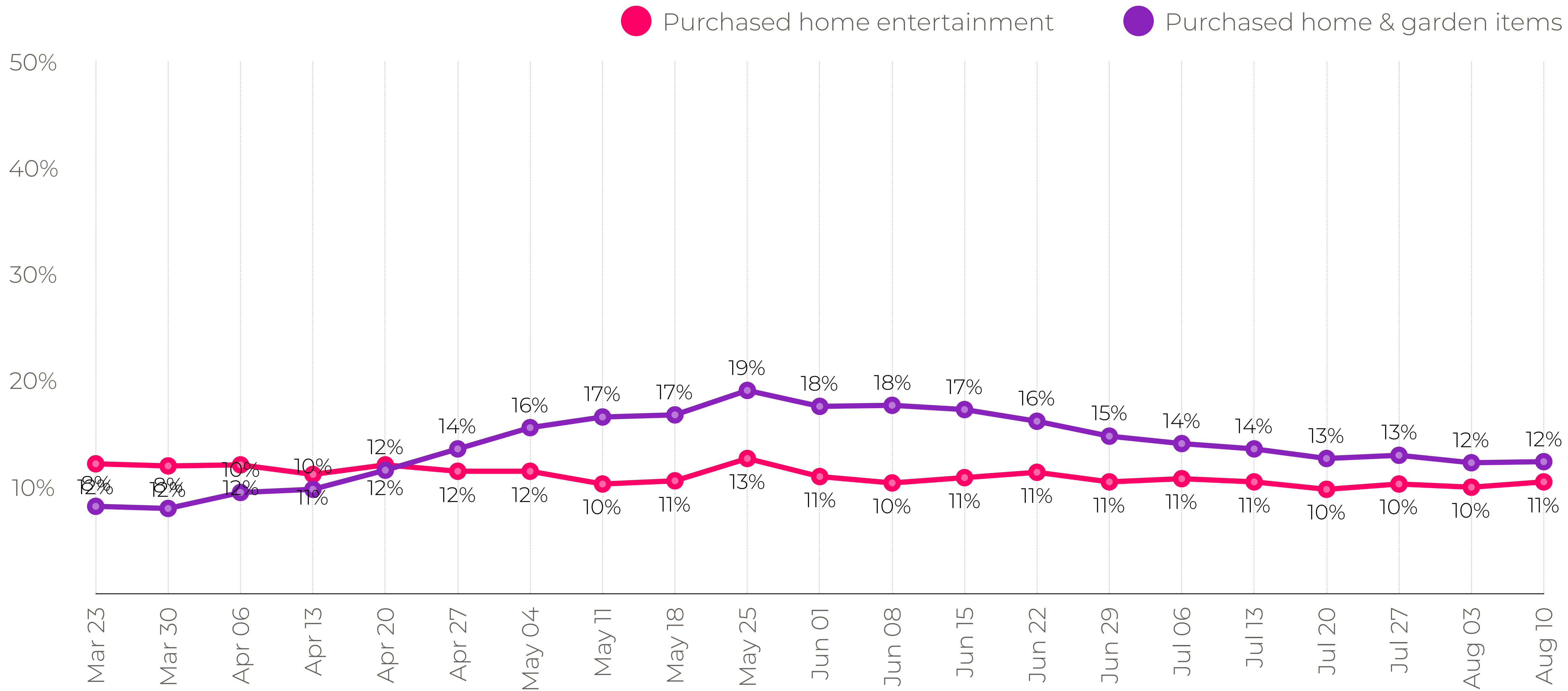
In the past week, have you \_\_\_\_\_?



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

# Adapting to Life at Home

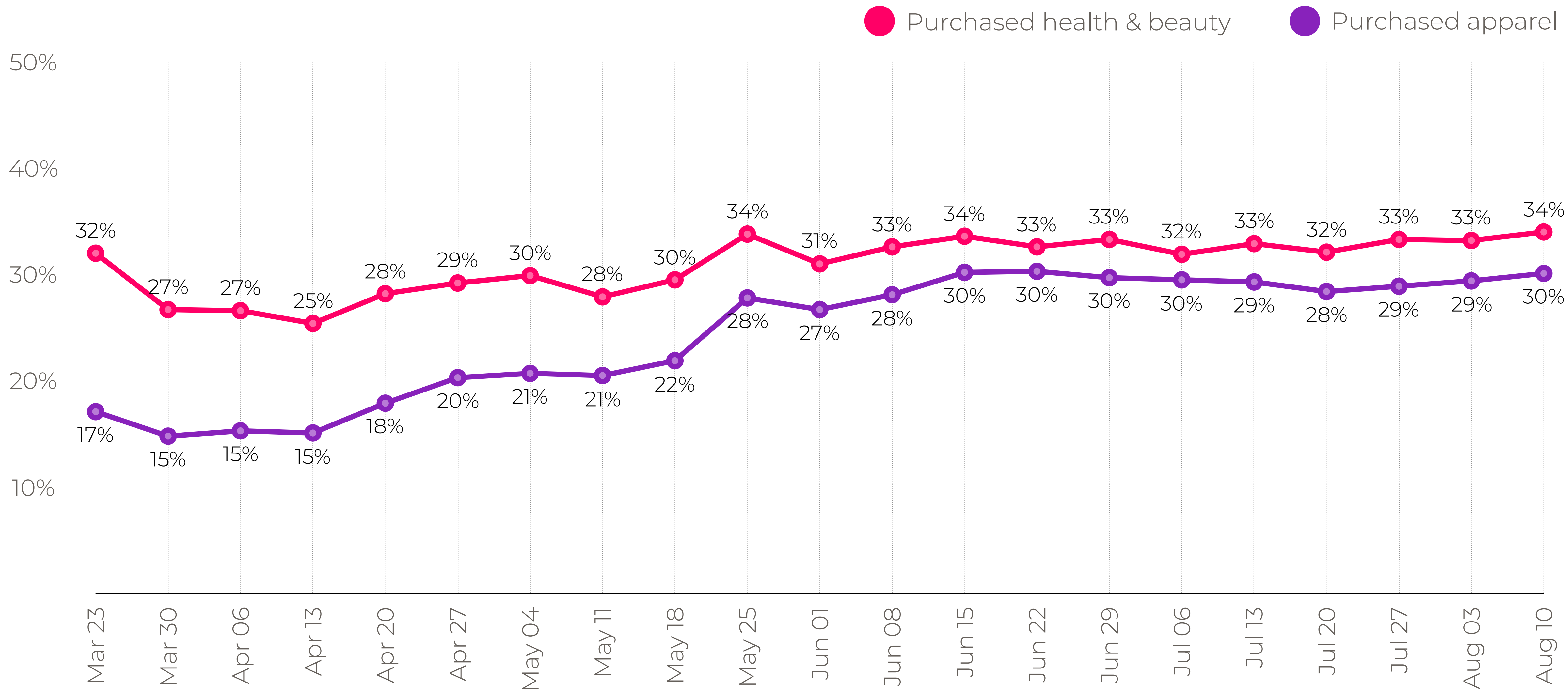
In the past week, have you \_\_\_\_\_?



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

# Softening Soft Goods

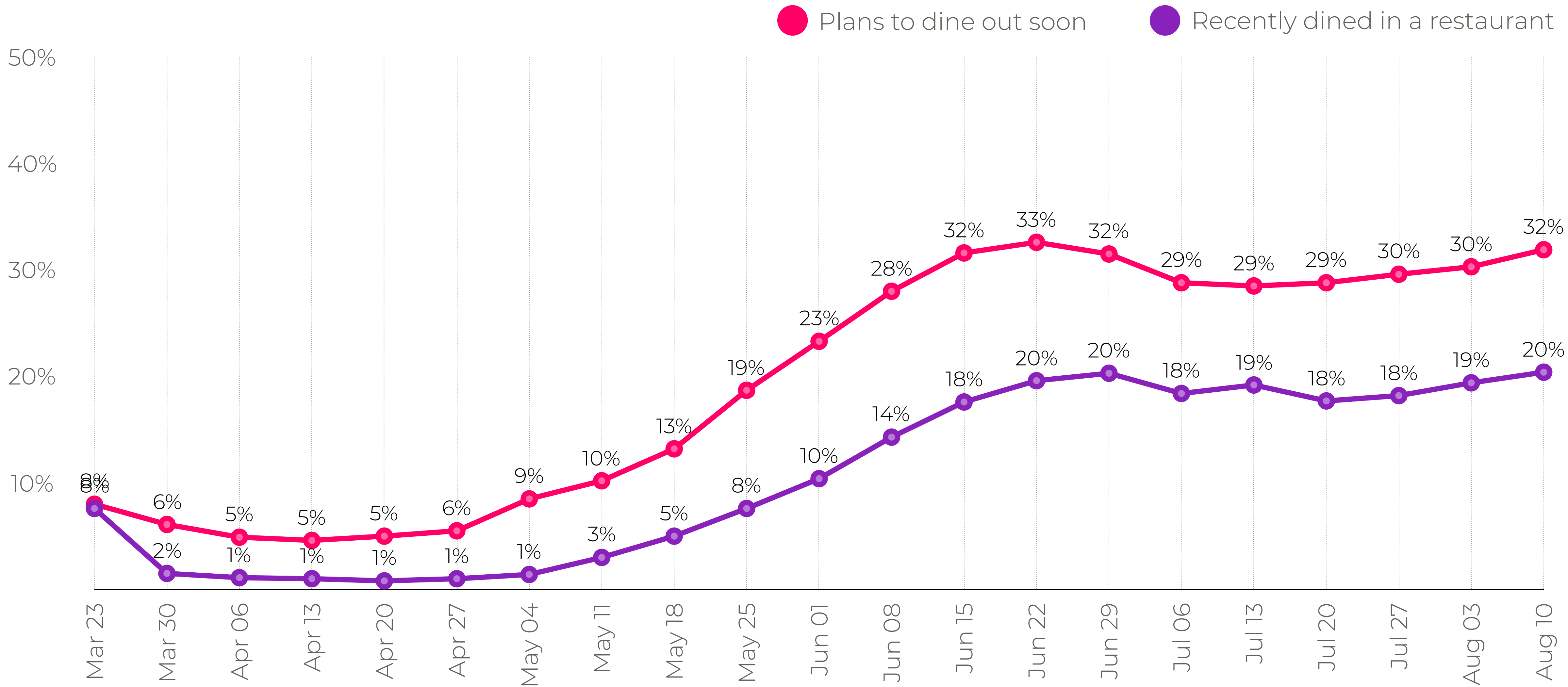
In the past week, have you \_\_\_\_\_?



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

# Dining Out Optimism

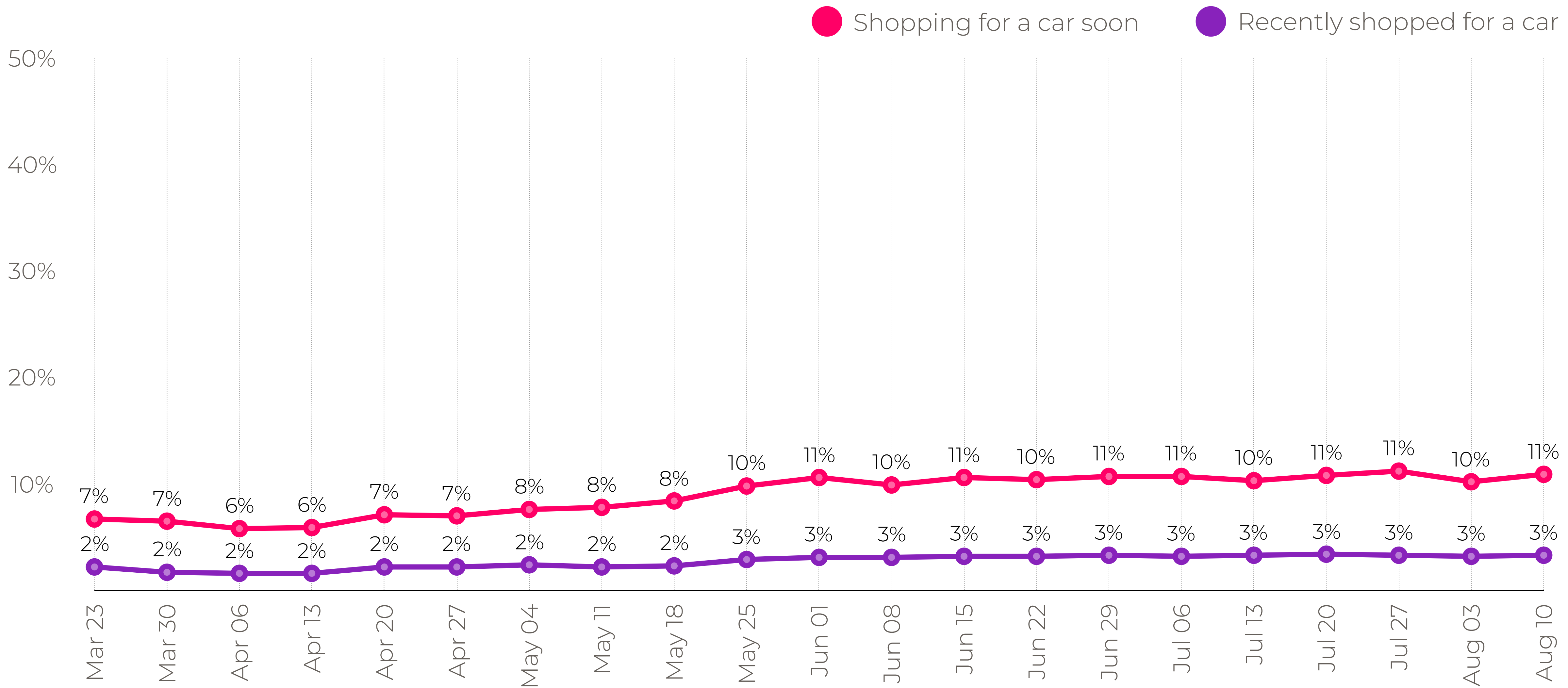
Recent dining out activity compared to plans to dine out soon



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

# Revving Up Auto Interest

Comparing recent to planned shopping for new vehicles

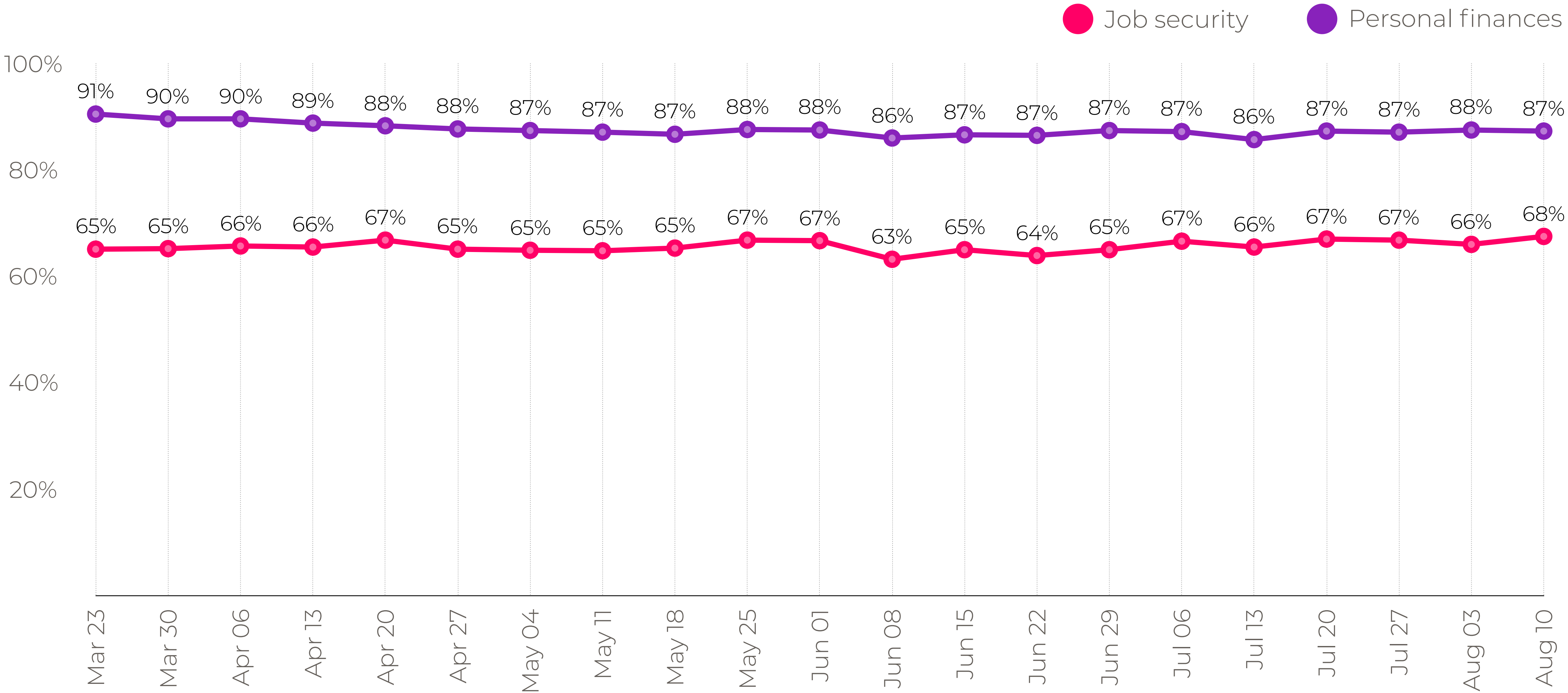


Source: Surveys of DISQO Audience members in March - August of 2020



# Concern Over Finances & Job Security

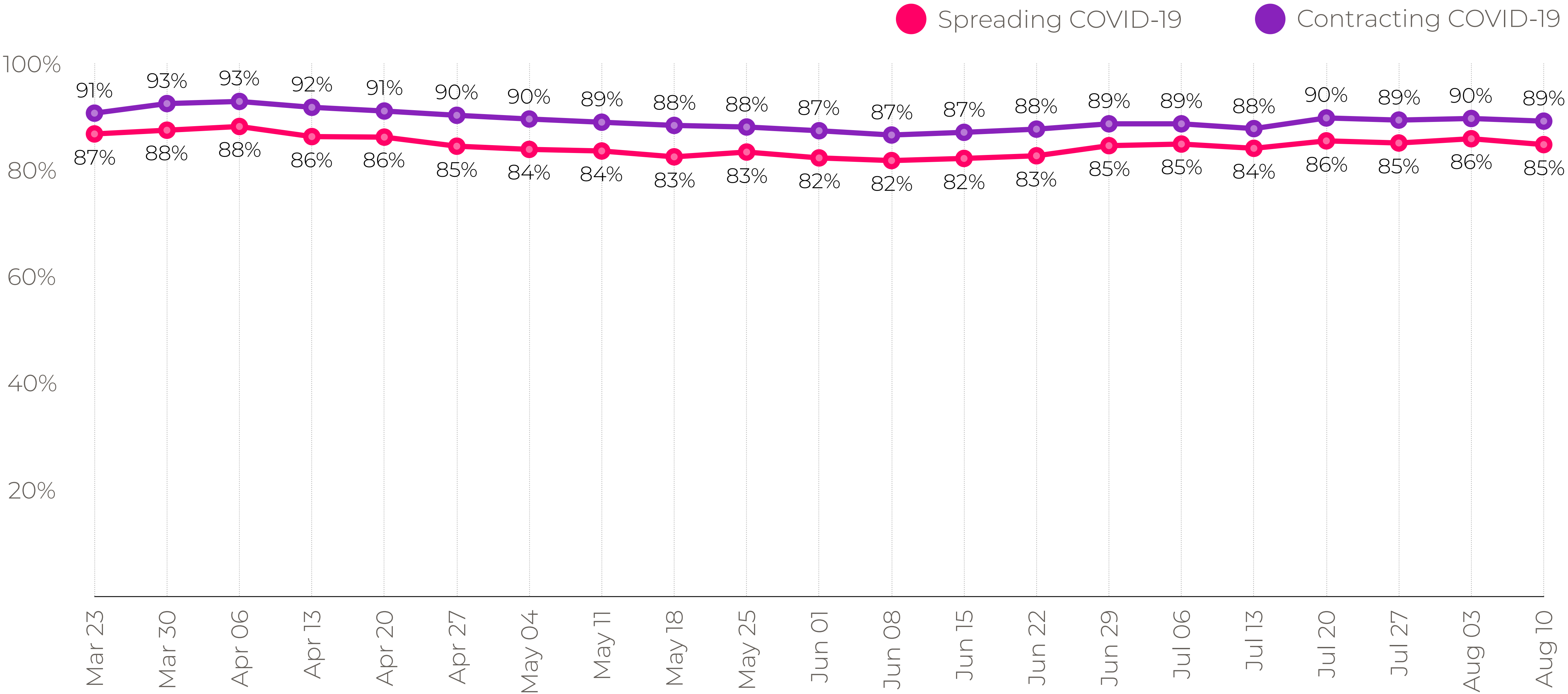
How concerned are you about \_\_\_\_\_?



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

# Concern Over COVID-19

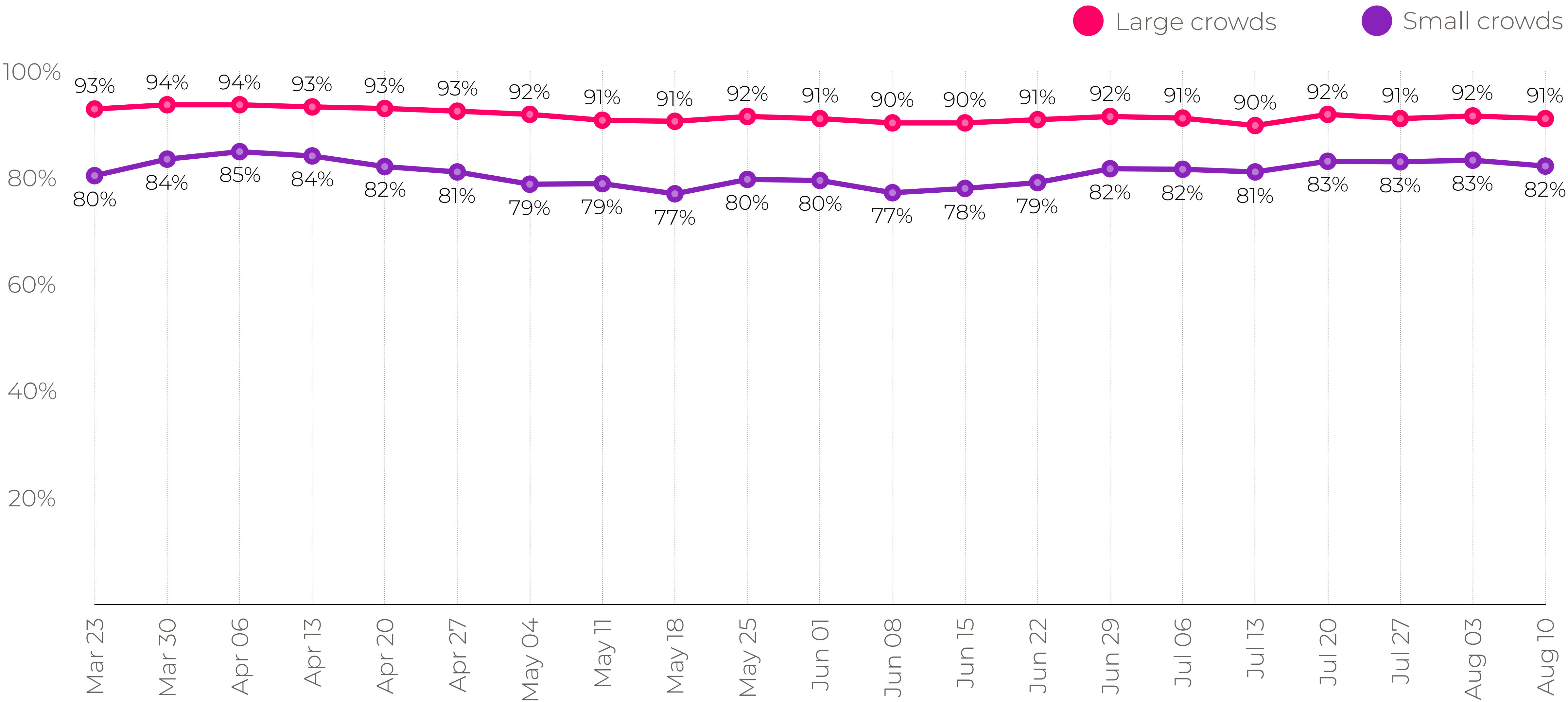
How concerned are you about \_\_\_\_\_?



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

# Concern Over Crowds

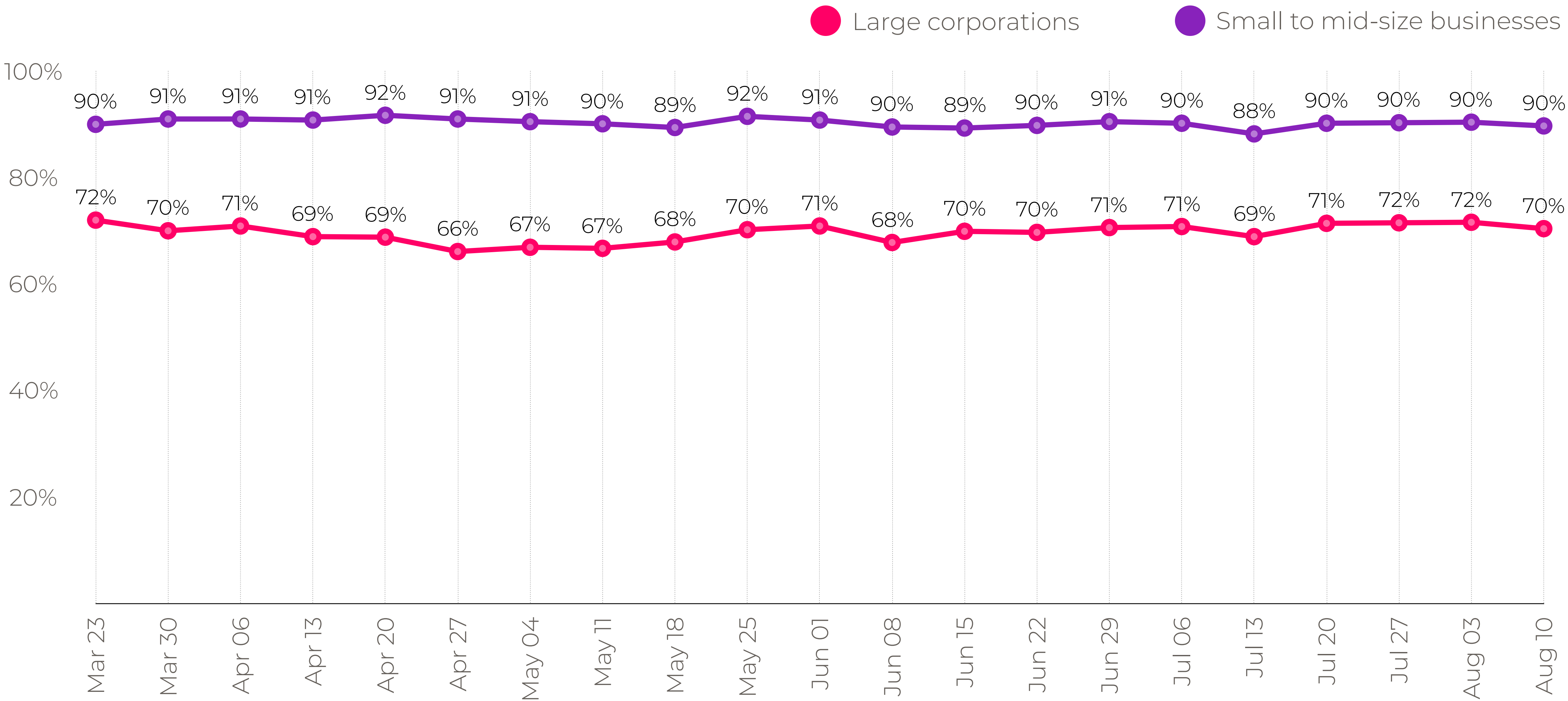
How concerned are you about \_\_\_\_\_?



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

# Concern Over Businesses

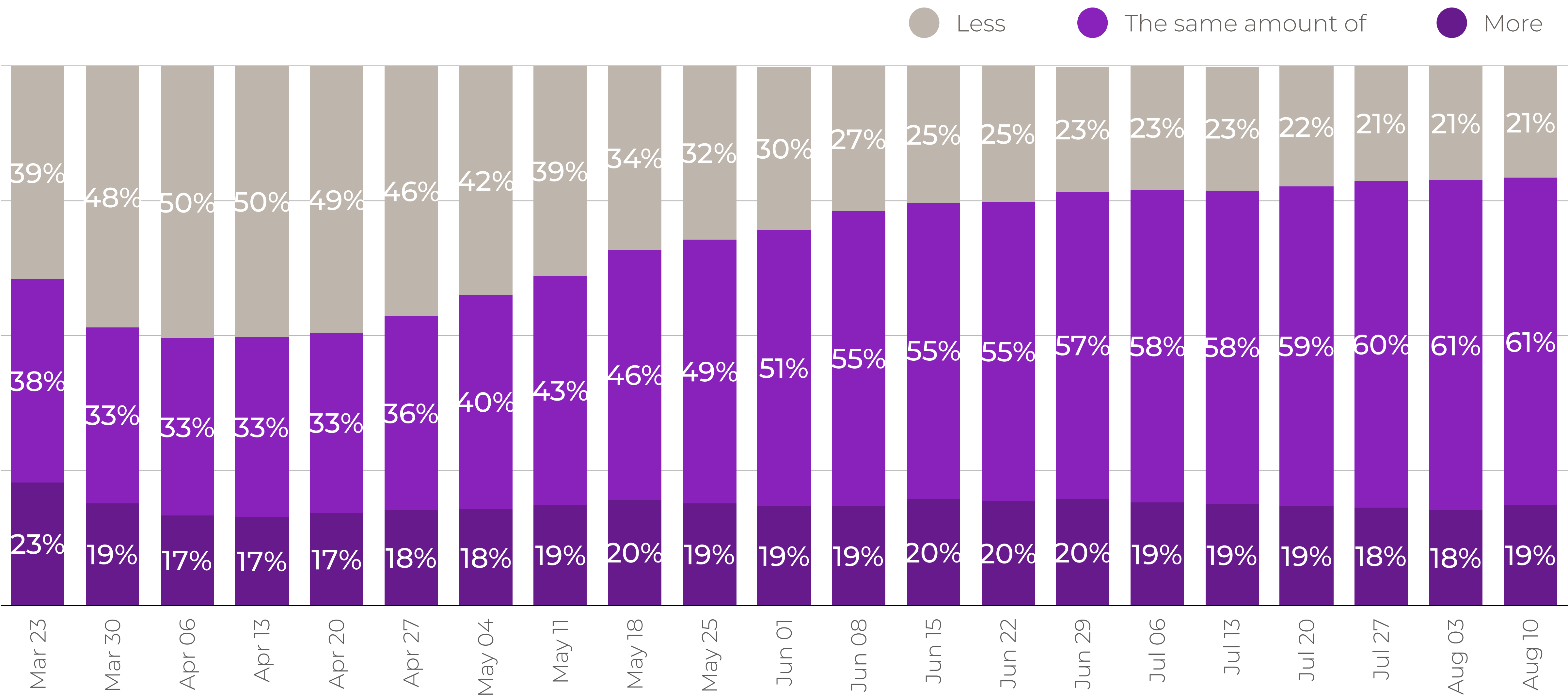
How concerned are you about \_\_\_\_\_?



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

# Spending Habits Over Time

I'm spending \_\_\_\_\_ money than I was last month.

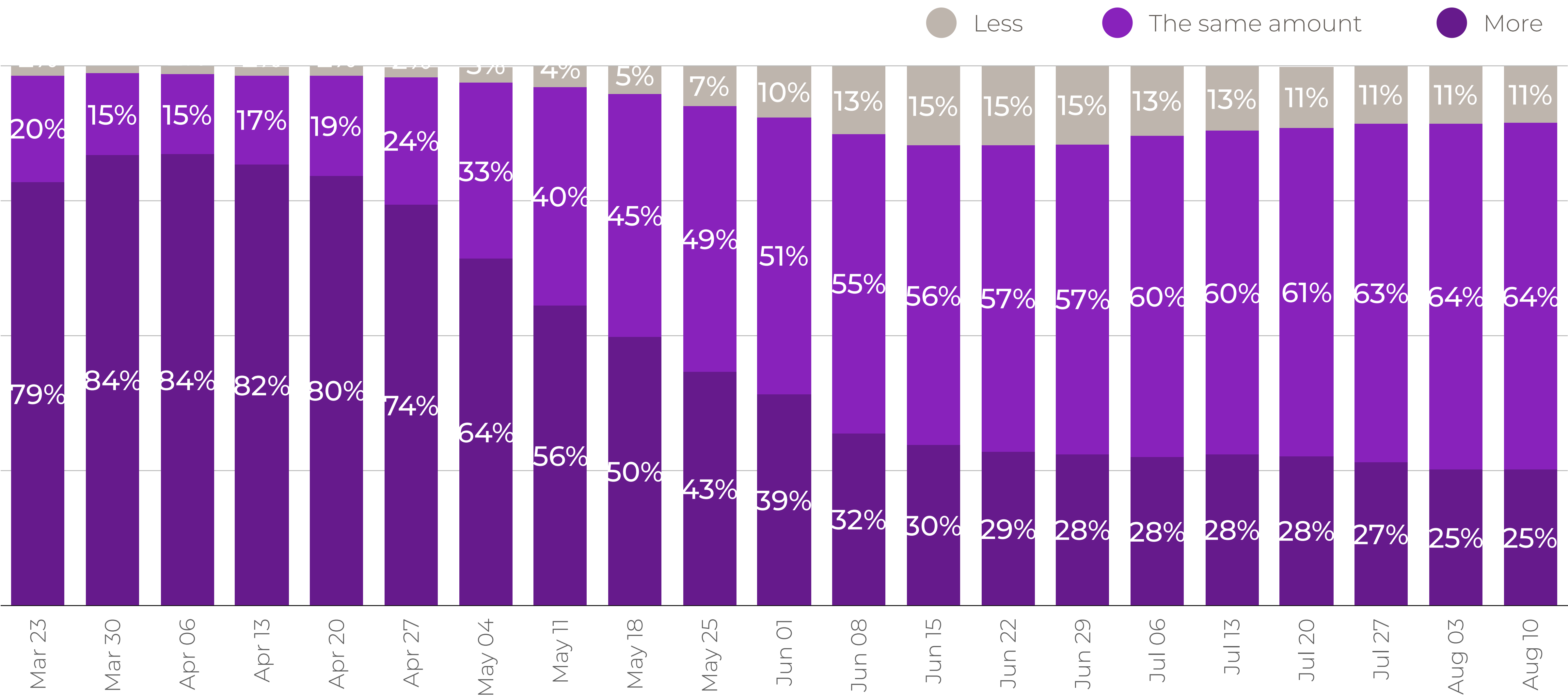


Source: Surveys of DISQO Audience members in March - August of 2020



# Staying in Place Over Time

I'm in my home \_\_\_\_\_ than I was last month.



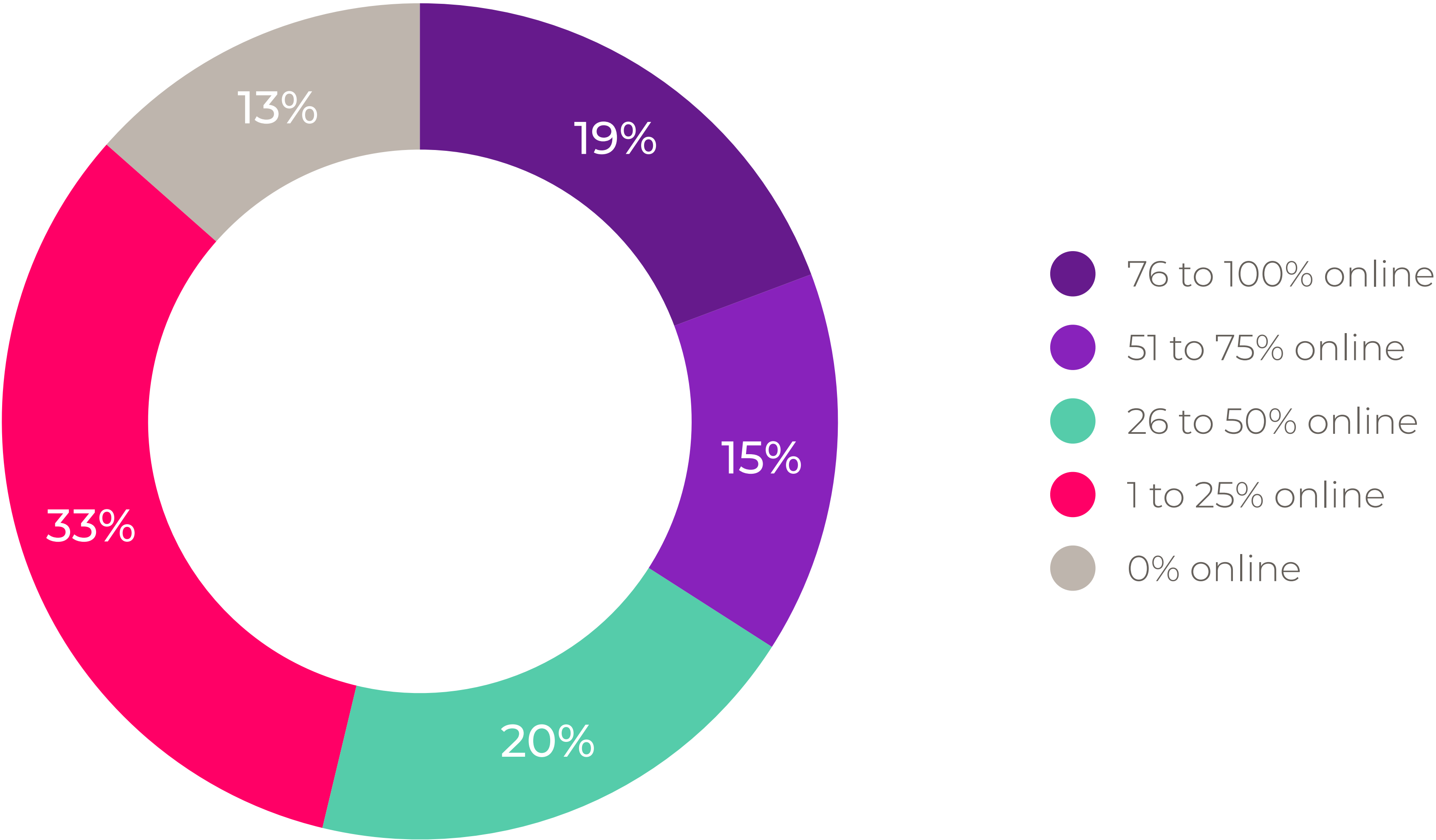
Source: Surveys of DISQO Audience members in March - August of 2020

# August 10th Results

11,211 responses collected August 8th to August 10th, 2020

# Proportion of Purchases Made Online *(August 08-10)*

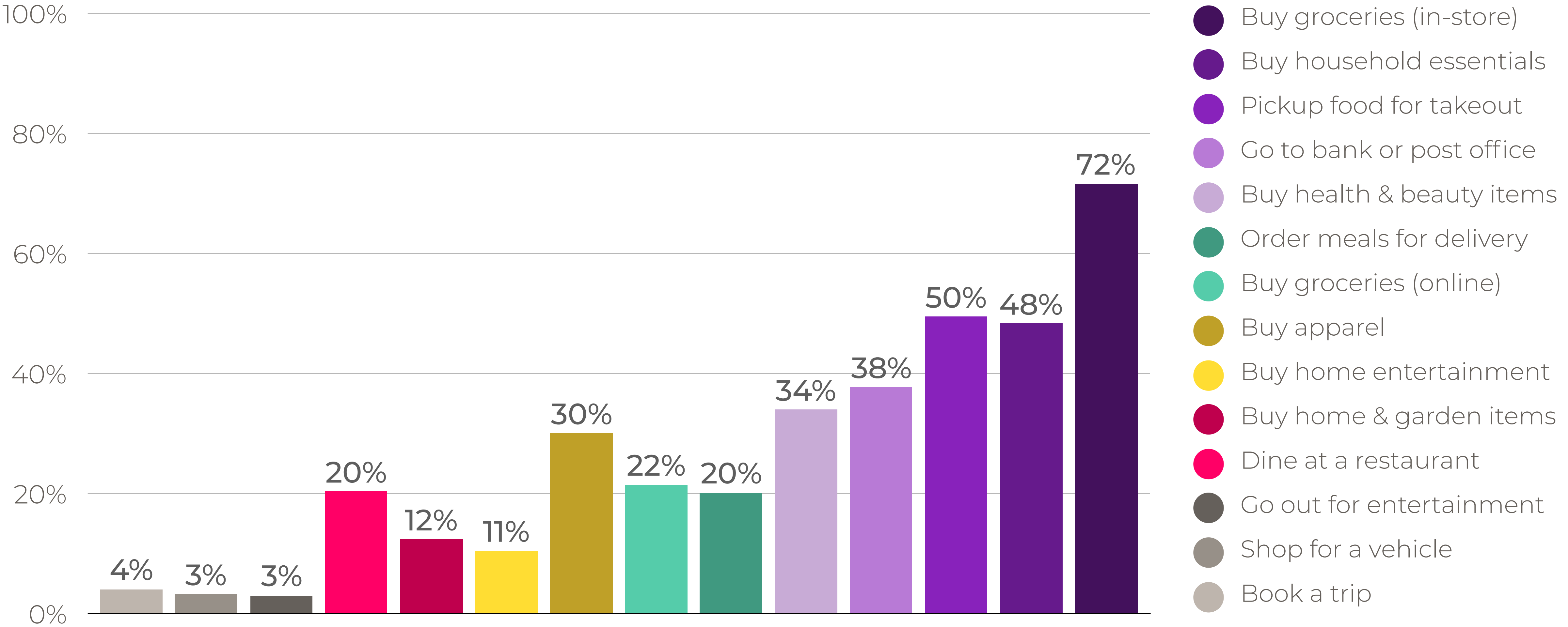
Q: Within the past week, what percent of your purchases have been made online?



Source: 21st edition of DISQO Consumer Confidence Survey; conducted August 08-10, 2020; n=11,211

# Recent Reported Activities *(August 08-10)*

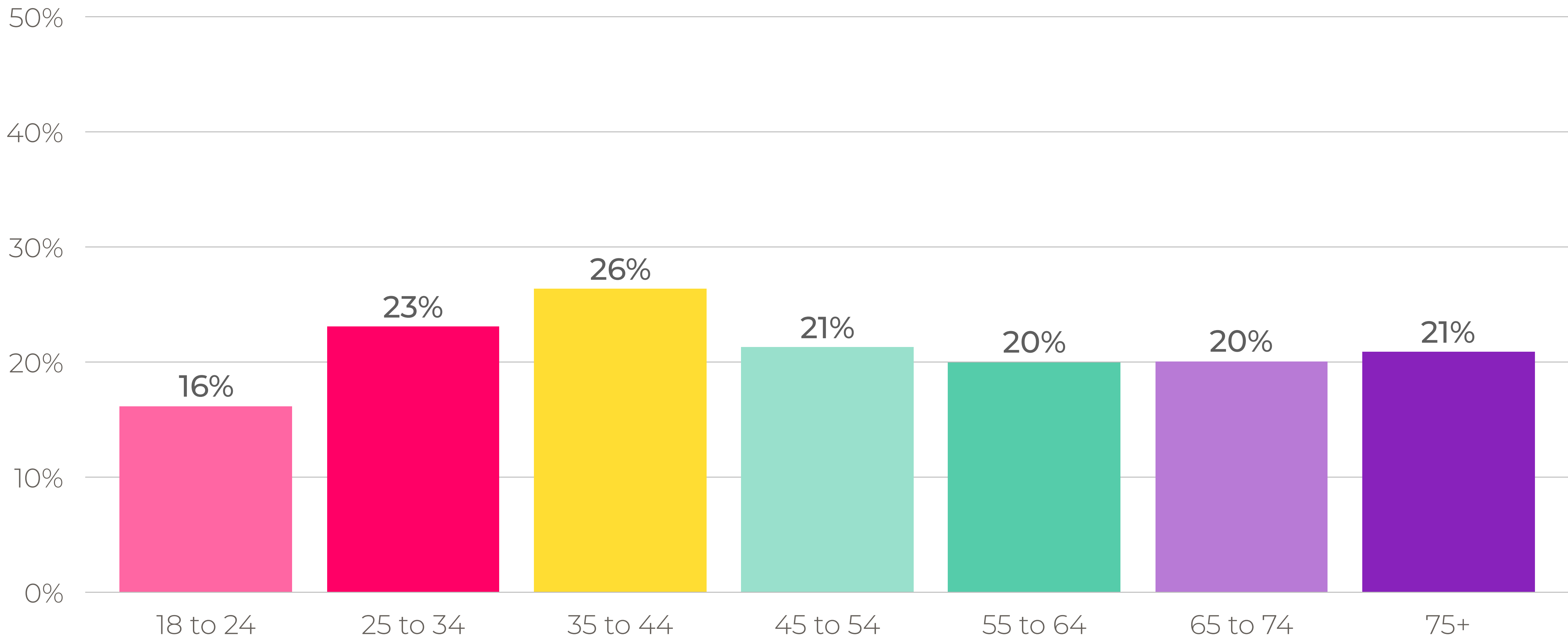
Q: Within the past week, which of the following activities did you do?



Source: 21st edition of DISQO Consumer Confidence Survey; conducted August 08-10, 2020; n=11,211

# Online Grocery Shopping by Age *(August 08-10)*

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

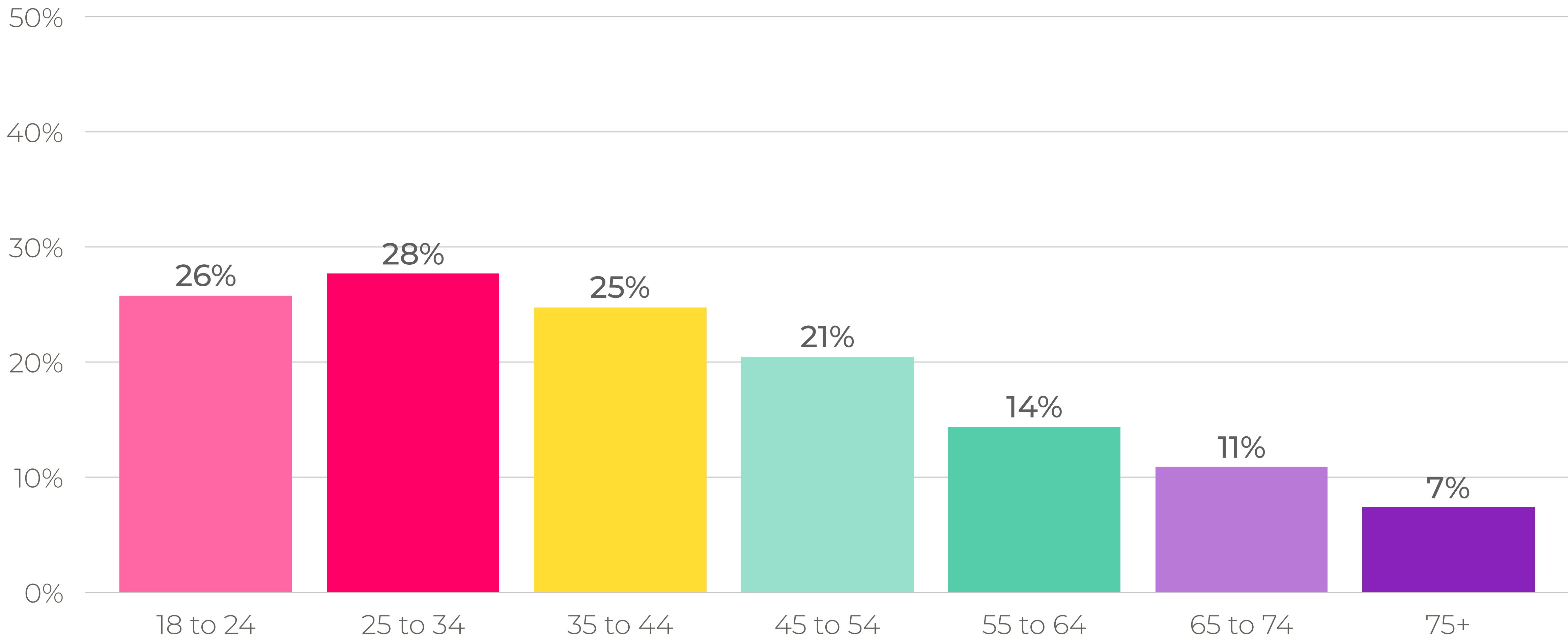


Source: 21st edition of DISQO Consumer Confidence Survey; conducted August 08-10, 2020; n=11,211



# Ordering Meals for Delivery by Age *(August 08-10)*

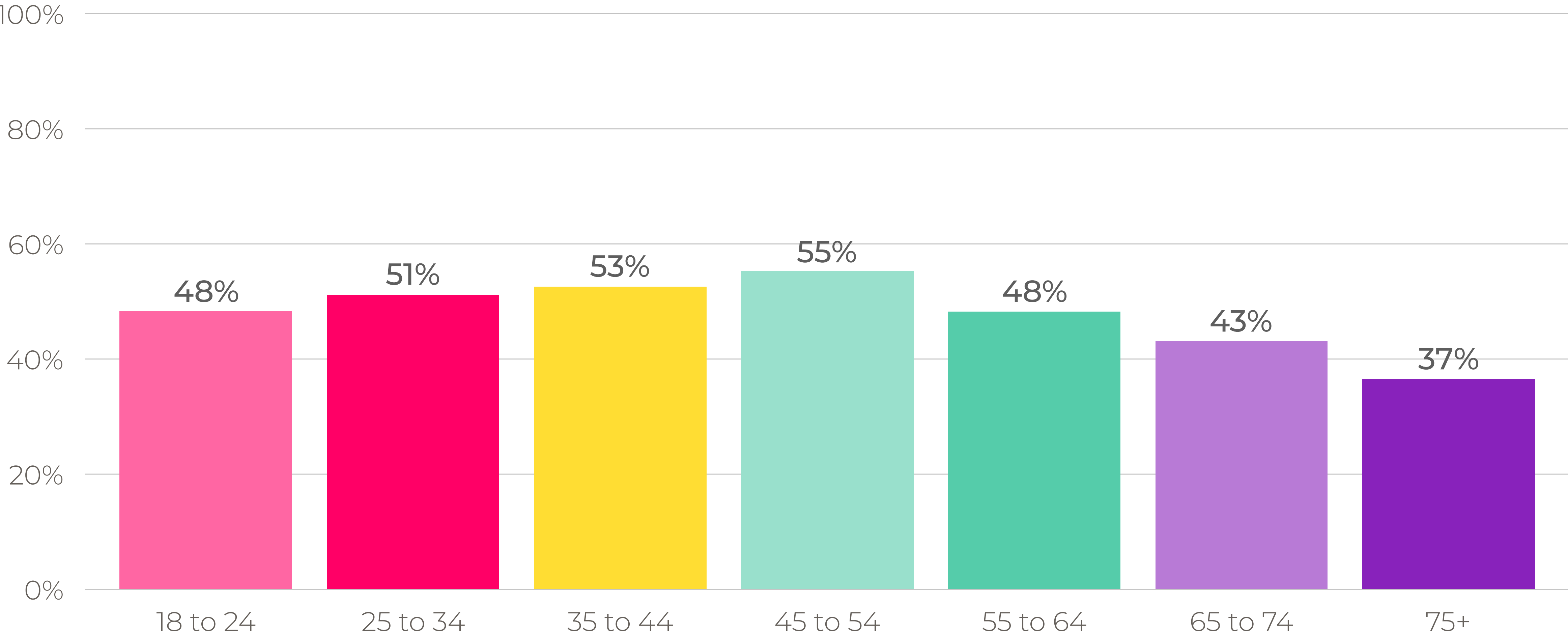
Q: Within the past week, have you ordered meals for delivery?



Source: 21st edition of DISQO Consumer Confidence Survey; conducted August 08-10, 2020; n=11,211

# Ordering Takeout by Age *(August 08-10)*

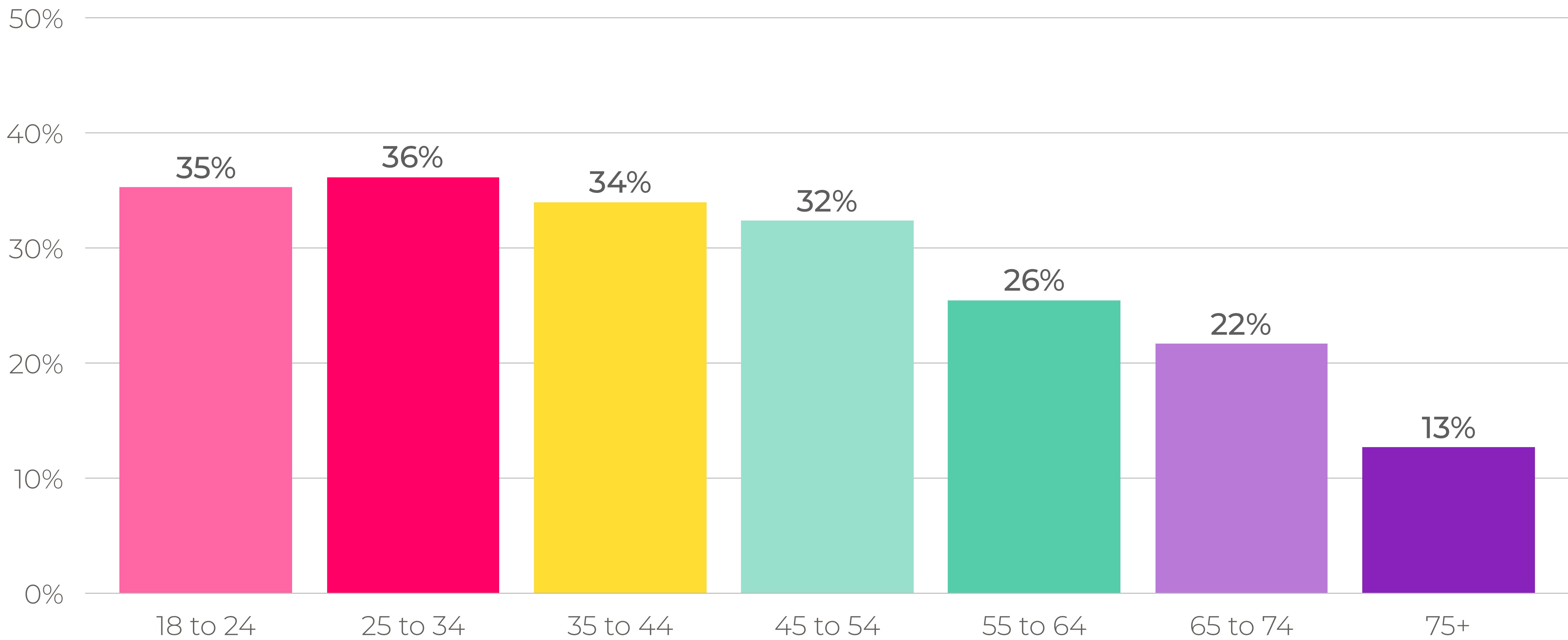
Q: Within the past week, have you picked up food for takeout?



Source: 21st edition of DISQO Consumer Confidence Survey; conducted August 08-10, 2020; n=11,211

# Purchasing Apparel by Age (August 08-10)

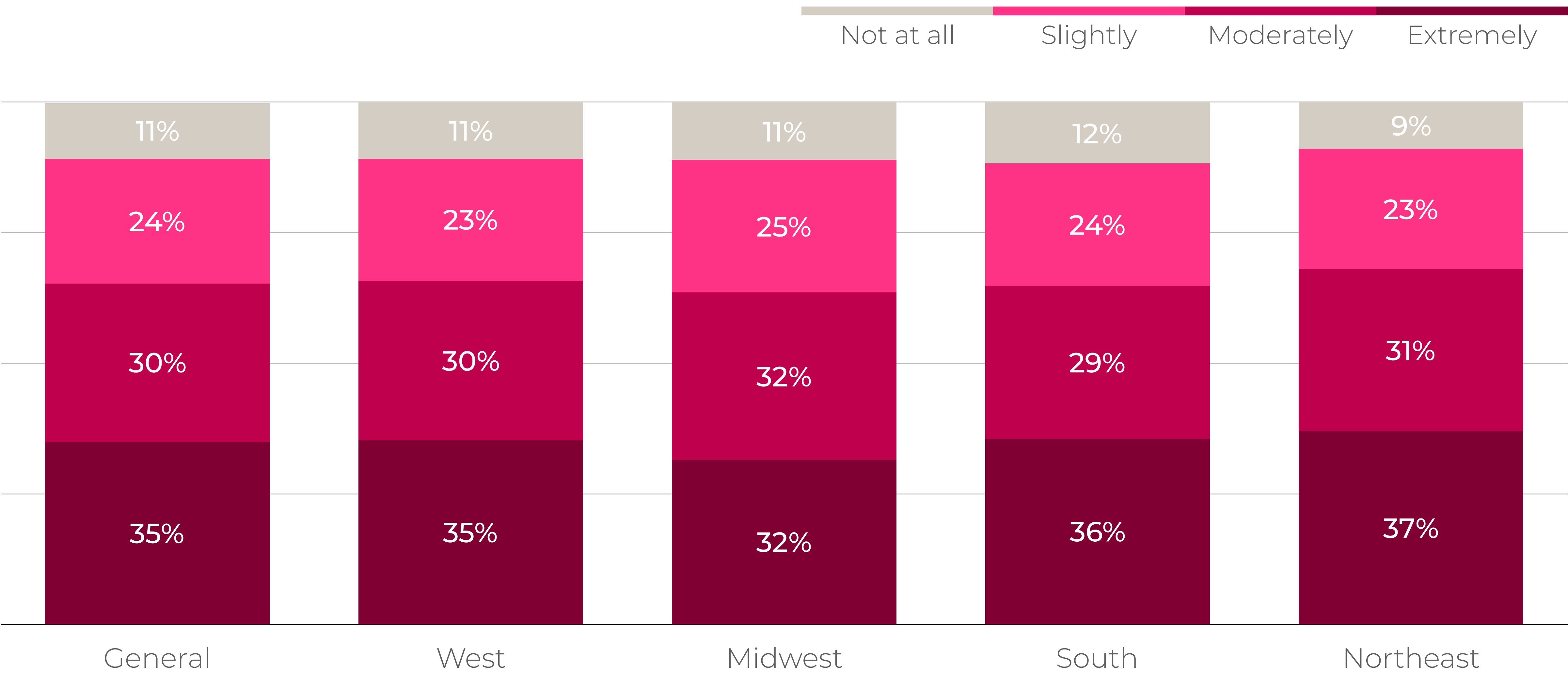
Q: Within the past week, have you purchased apparel?



Source: 21st edition of DISQO Consumer Confidence Survey; conducted August 08-10, 2020; n=11,211

# Concern for Contracting COVID-19 by Region (August 08-10)

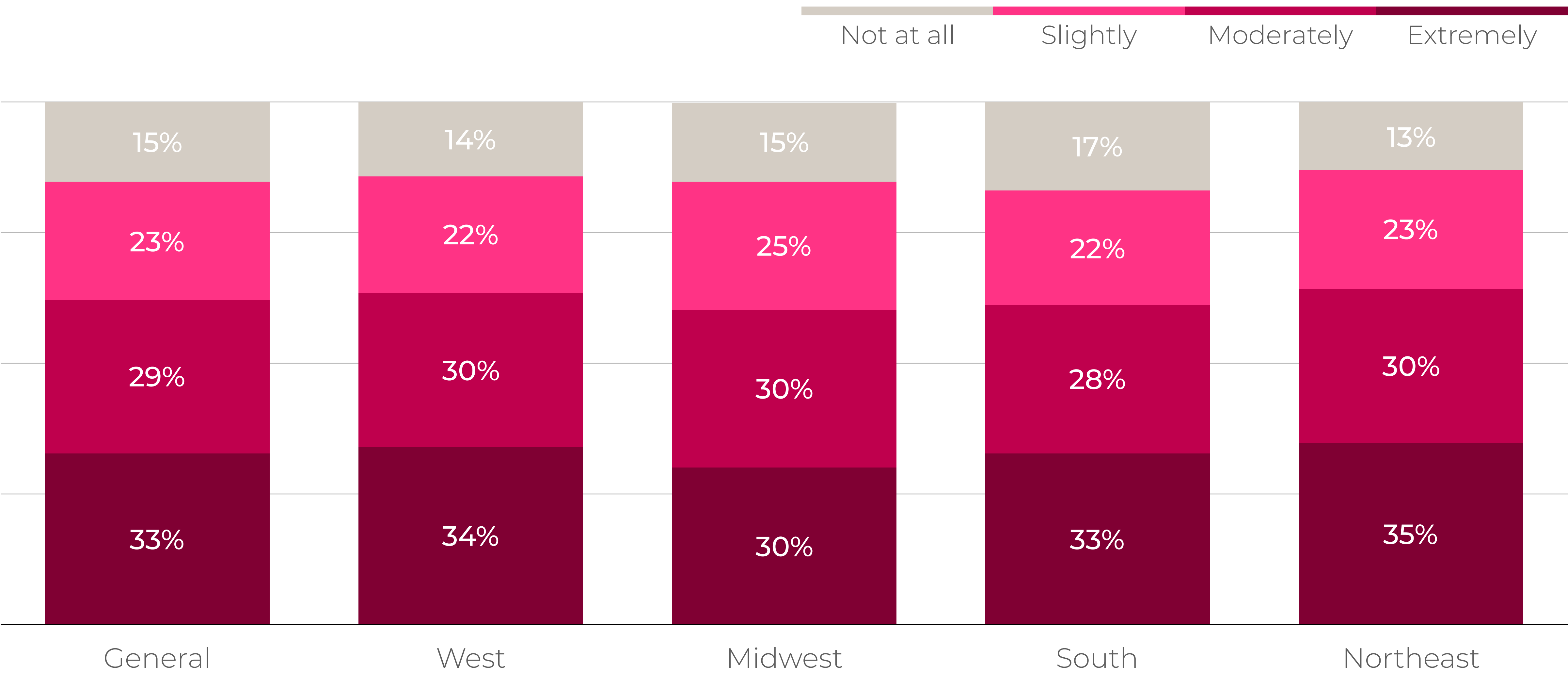
How concerned are you about contracting COVID-19?



Source: 21st edition of DISQO Consumer Confidence Survey; conducted August 08-10, 2020; n=11,211

# Concern for Spreading COVID-19 by Region (August 08-10)

How concerned are you about spreading COVID-19?



Source: 21st edition of DISQO Consumer Confidence Survey; conducted August 08-10, 2020; n=11,211



Thank you!