

The Mindshare New Normal Tracker

Over the coming months the Mindshare Worldwide team are committed to tracking the huge changes in consumer behaviour across the world. On a bi-weekly basis we will follow countries as they transition from **Lockdown**, to **Release**, to **Reassess** and finally to a new reality.

These learnings will allow each country to understand where they stand but, more importantly, learn from those emerging what constitutes the **New Normal**.

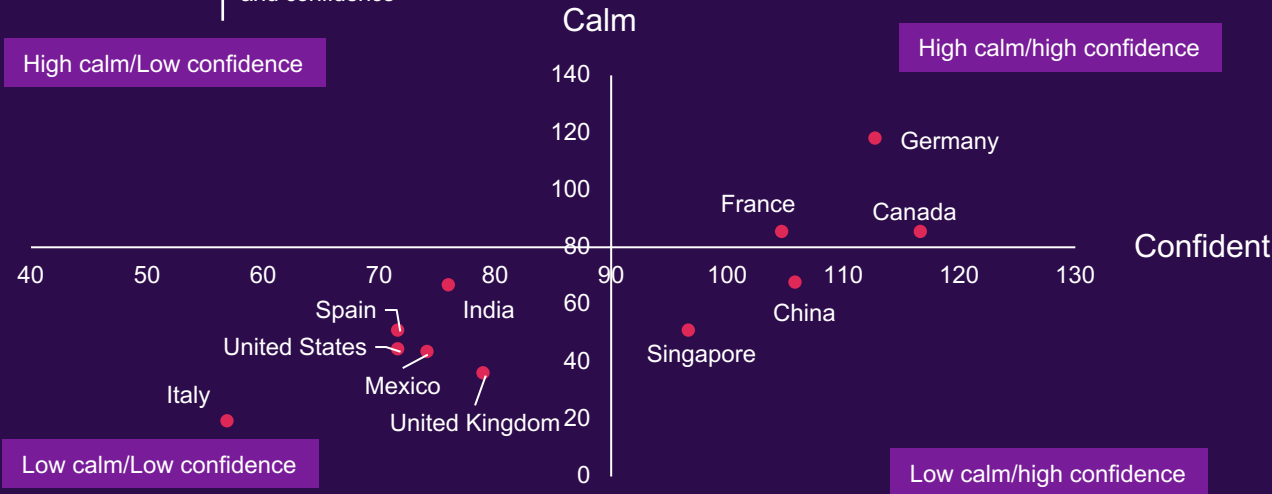
Unless otherwise indicated this report contains data from Wave 1 w/c 30th March, Wave 2 w/c 13th April, Wave 3 w/c 27th April, Wave 4 w/c 11th May and Wave 5 w/c 8th June. for the following markets:-

China, US, Germany, UK, Mexico, India, Singapore, France, Spain, Italy, Canada

With a 1,000 sample per market per wave

SENTIMENT

As each country moves towards the easing of lockdown restrictions we have moved from all the being in the same situation to all being different. Germany leads the way with the highest consumer calm and confidence



Q. How do you feel about coronavirus (COVID-19)?

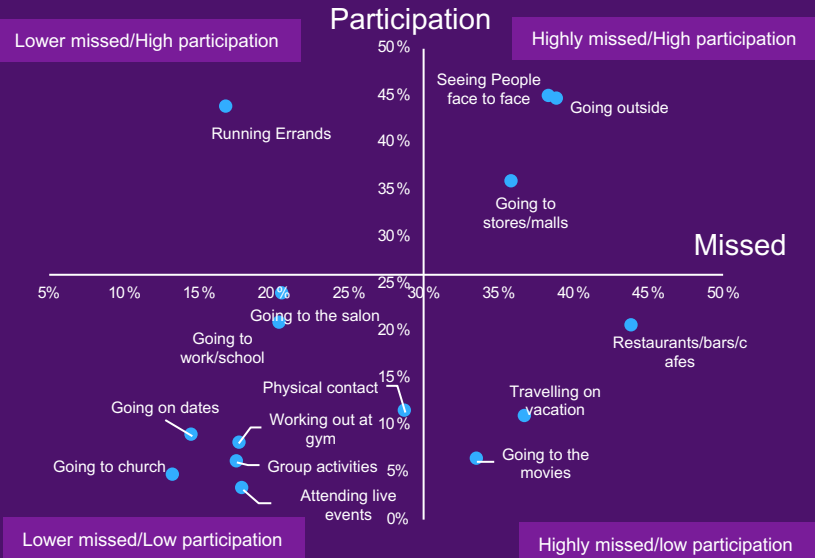
This data has been normalised based on indices for each market

SHOPPING

As lockdown restrictions ease countries are allowing consumers a cautious return to normal activities. When comparing those things people said they miss the most vs what people actually did when lockdown eased we can see it was the simple things with shopping playing a leading part.



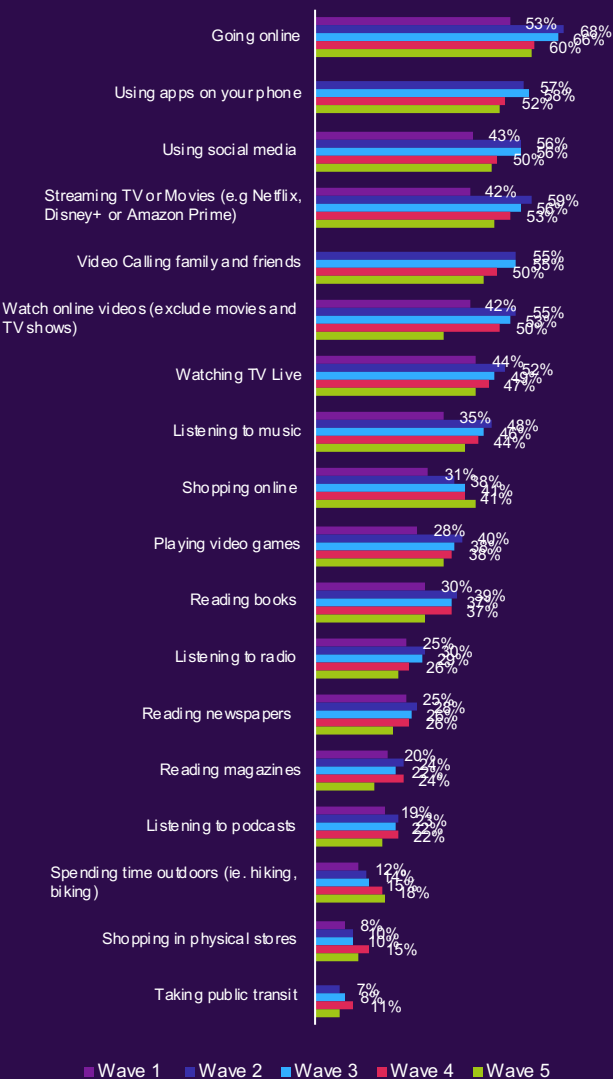
Q. Thinking about the next month, which of the following items do you think you will be spending on?



Q. What activities do you miss the most since coronavirus (COVID-19)
Q. Since coming out of lockdown, which activities have you taken part in?

MEDIA

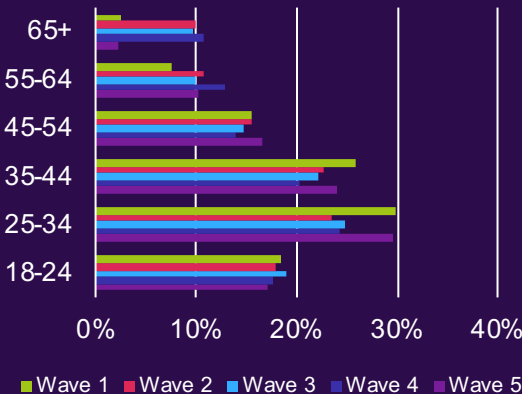
% Increase in usage all across all surveyed markets



Q. Comparing your behaviours 2 weeks ago to now, have you spent more or less time doing the following?

New behaviour new audiences

The increase in online behaviour is slowing but the one activity that is continuing to rise is online shopping. When we look the demographic make up of those increasing their online purchasing we can see the crisis is introducing significant numbers of older audiences



Q. Comparing your behaviours 2 weeks ago to now, have you spent more or less time doing the following?
Shopping online

We have also seen a significant rise in gaming since the crises began. An analysis of the profile of these gamers shows an increase in the number of female gamers



Q. Comparing your behaviours 2 weeks ago to now, have you spent more or less time doing the following?
Playing video games