

# The Mindshare New Normal Tracker – Wave 9

Over the coming months the Mindshare Worldwide team is committed to tracking the huge changes in consumer behaviour across the world. On a monthly 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 lockdown what constitutes the **New Normal**.

This report contains data from Wave 1 w/c 30<sup>th</sup> March, Wave 2 w/c 13<sup>th</sup> April, Wave 3 w/c 27<sup>th</sup> April, Wave 4 w/c 11<sup>th</sup> May, Wave 5 w/c 8<sup>th</sup> June, Wave 6 w/c 13<sup>th</sup> July, Wave 7 w/c 17<sup>th</sup> August, Wave 8 w/c 21<sup>st</sup> Sept. and Wave 9 w/c 26<sup>th</sup> Oct. for the following markets:-

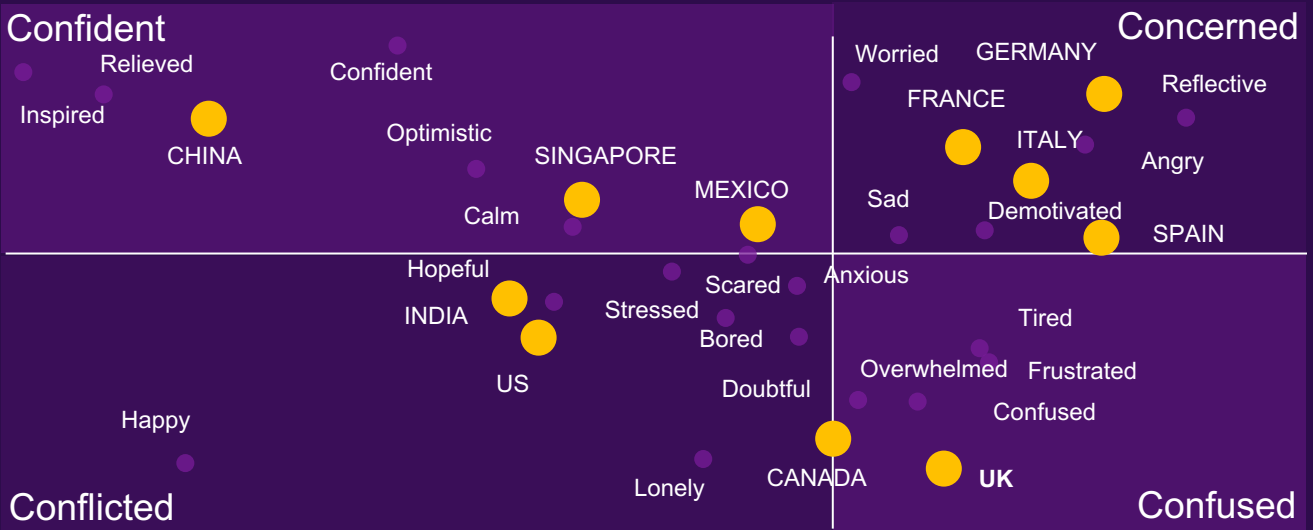
China, US, Germany, UK, Mexico, India, Singapore, France, Spain, Italy, Canada

1,000 sample per market per wave

## SENTIMENT

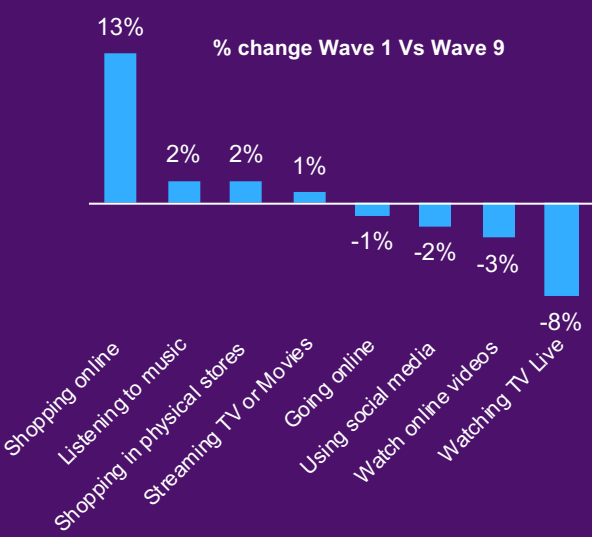
Most markets in our tracker can be best described as either Confident, Conflicted, Concerned or Confused, with China standing out in the Confident mindset. A deeper dive of our data shows a direct correlation between where a market sits in this map and how long people in that market believe the current crisis will continue. In China, people think it will be weeks, suggesting that as markets get closer to beating the virus we will quickly see a rise in consumer optimism.

Q. How do you feel about the Coronavirus? Correspondence Analysis

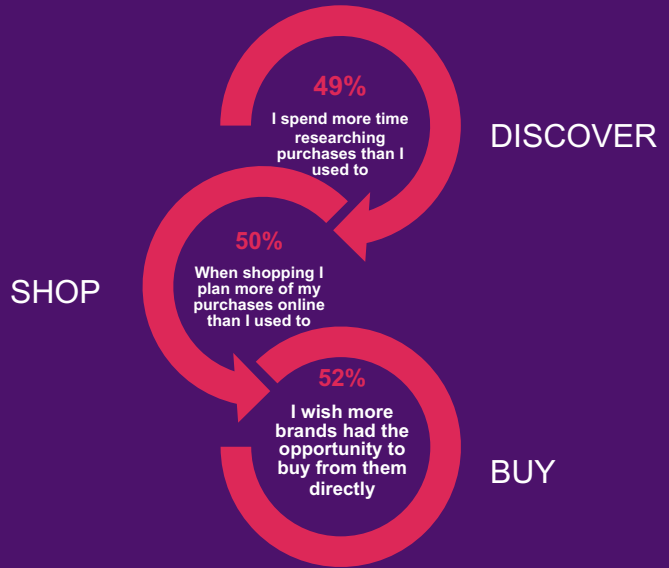


Seven months into the lockdowns, many new behaviours have normalised, albeit at a heightened level vs pre-lockdown. The one activity that has continued to rise has been time spent shopping online and this is fundamentally shifting the consumers purchase journey. More time is spent researching purchases and online plays a far bigger part in all purchase decisions and consumers are looking for direct ways to buy from brands.

## SHOPPING

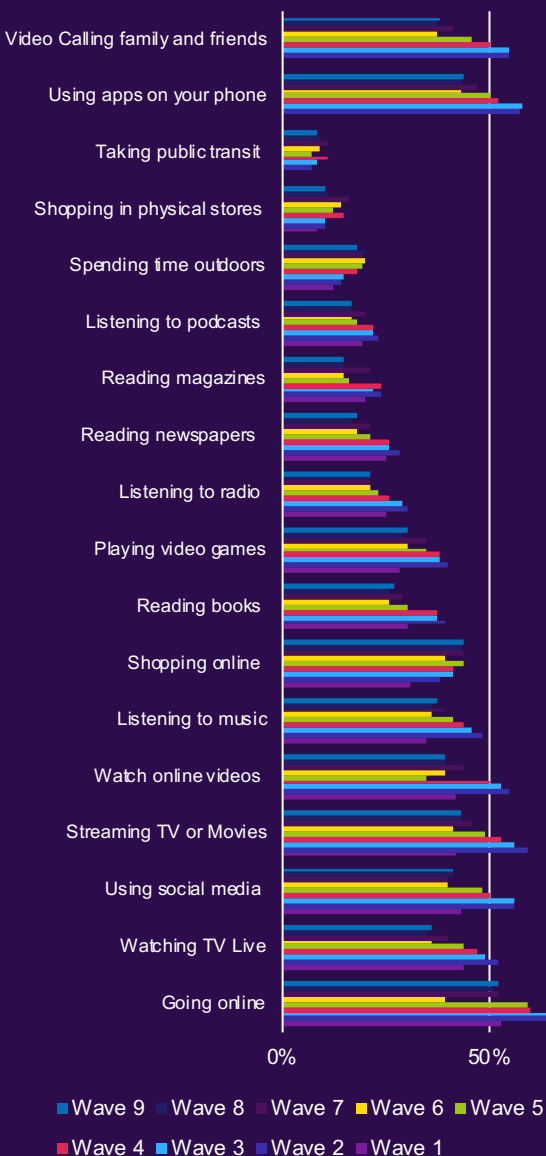


Q. Comparing your behaviours 2 weeks ago to now, have you spent more time doing the following?



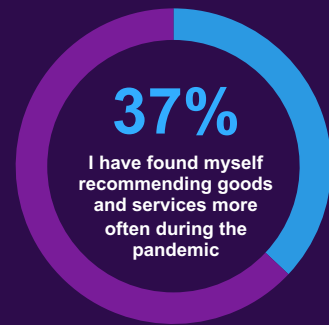
Q. How much do you agree with the following statements about shopping? Agree/Strongly agree

## MEDIA



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

As much as audiences are enjoying online shopping it still doesn't offer the inspiration of a physical experience. Therefore shoppers are increasingly turning to influencers and becoming influencers themselves.



Q. How much do you agree with the following statements about shopping? Agree/Strongly agree