

The Mindshare New Normal Tracker – Wave 10

Over 2020 the Mindshare Worldwide team were committed to tracking the huge changes in consumer behaviour across the world. On a monthly basis we followed countries as they transitioned from **Lockdown**, to **Release**, to **Reassess** and finally to a new reality.

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

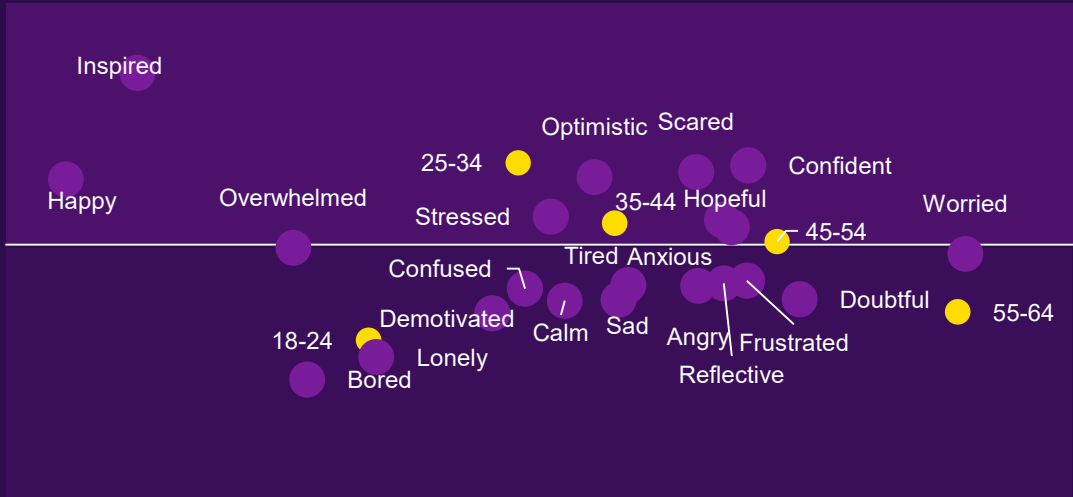
This report contains data from Wave 1 w/c 30th March, Wave 2 w/c 13th April, Wave 3 w/c 27th April, Wave 4 w/c 11th May, Wave 5 w/c 8th June, Wave 6 w/c 13th July, Wave 7 w/c 17th August, Wave 8 w/c 21st Sept., Wave 9 w/c 26th Oct. and Wave 10 w/c 28 Nov for the following markets:

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

1,000 sample per market per wave

SENTIMENT

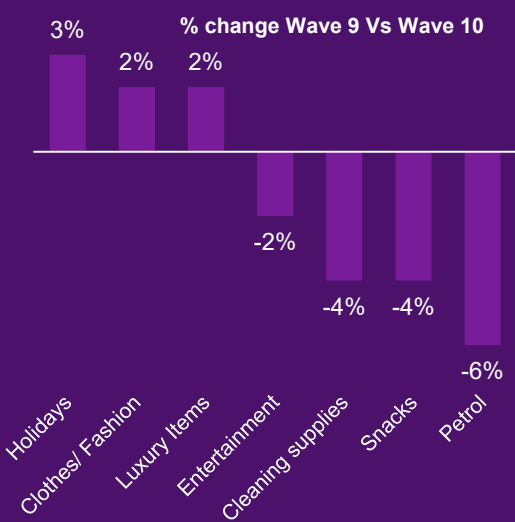
The top sentiments across all markets are 'Worry' and 'Stress' with over half of the populations looking for a fresh start in 2021. However, with news of vaccines being available, it seems that there is also a rise in some positive feelings. 18-24 year olds, although being predominantly 'Bored' and 'Lonely', are also claiming to be 'Inspired' or 'Happy'. 25-44 year olds are still feeling 'Stressed' but are also 'Optimistic' for the future and 45-54 are feeling more 'Confident' and 'Hopeful' despite also being 'Anxious' and 'Frustrated'.



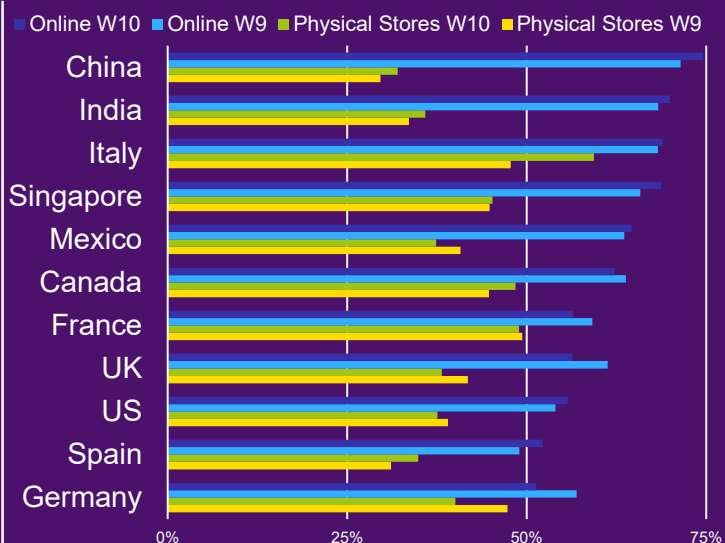
Q. How do you feel about the Coronavirus? Correspondence Analysis

SHOPPING

Unsurprisingly, with the holidays coming up, shopping online is at an all time high (50%), a 19% increase since the start of the pandemic. This is clearly not a passing trend as an overwhelming majority claim they will continue to shop online in the future. Items bought are also slowly changing with holidays, clothes/fashion and luxury items having seen a small increase compared to last month and petrol decreasing significantly with most countries enforcing stricter travel restrictions.

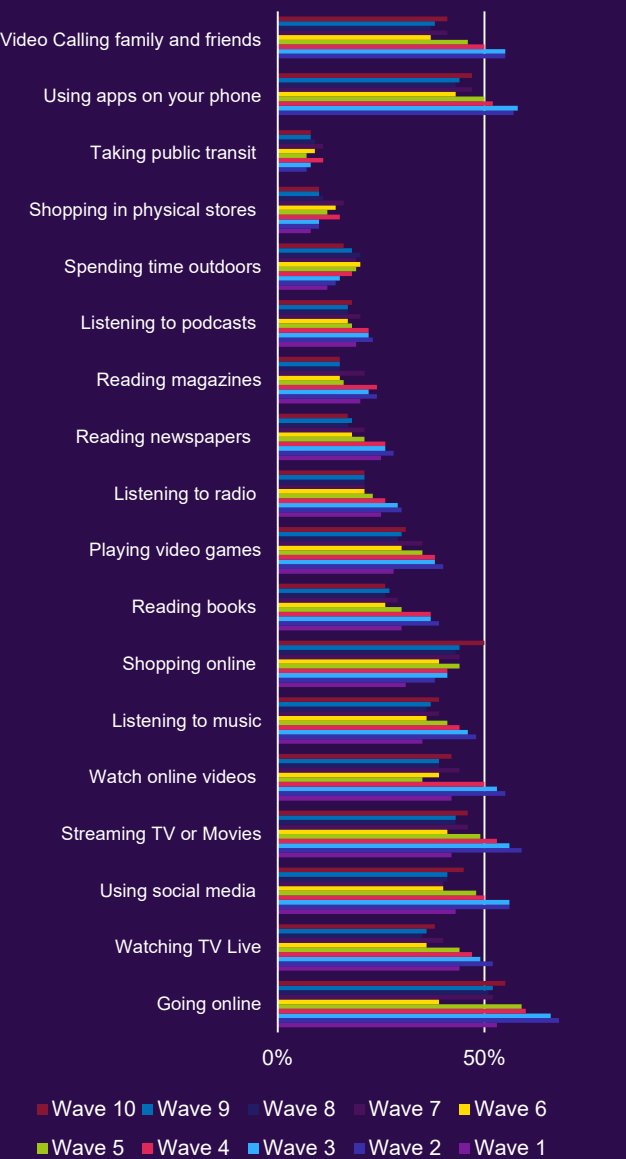


Q. Thinking about the next month, which of the following items do you think you will be spending on?



Q. You previously stated that you have been doing more of one of the following. Which do you expect to continue doing in the future?

MEDIA

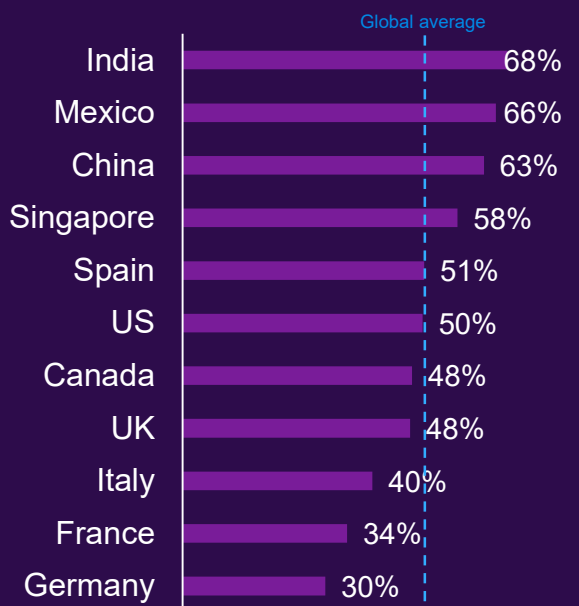


Q. Comparing your behaviours 2 weeks ago to now, have you spent more time doing the following?

With media consumption increasing during the pandemic consumer expectations have also increased. Consumers are taking measures to protect their own physical and mental health and they are expecting media platforms to actively help them in that endeavour.



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



Media platforms should provide more mental health spaces Agree/Strongly Agree