

The Mindshare New Normal Tracker 2021 – Wave 3

Mindshare Worldwide team are committed to tracking the huge changes in consumer behaviour across the world. On a quarterly 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**.

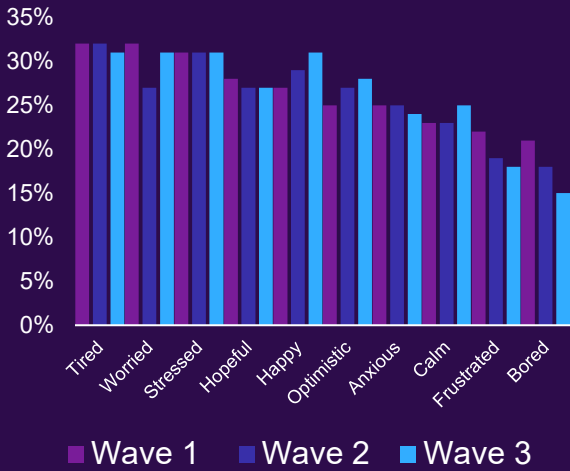
This report contains data from Wave 1 w/c 8th March and Wave 12 w/c 28th July and Wave 3 w/c 24th September 2021 for the following markets:

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

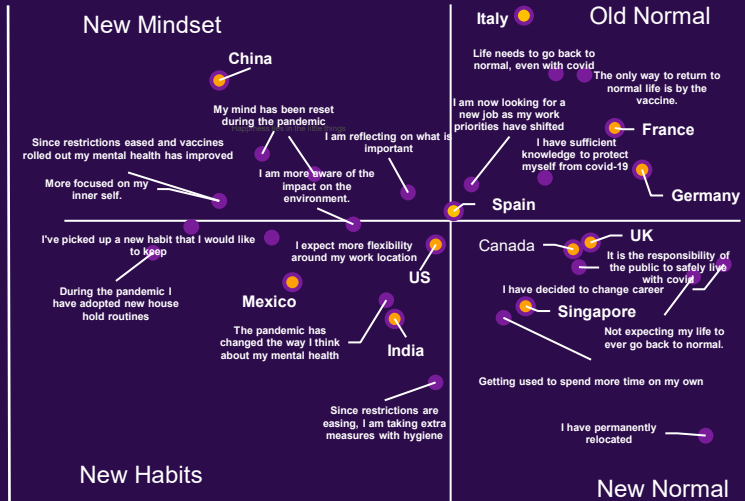
1,000 sample per market per wave

SENTIMENT

There is a sustained rise in happiness as audiences see an end in sight. However, a look at how individual countries are responding demonstrates that everyone will emerge differently. For some it will lead to a new mindset, for some a change in habits, for others acceptance of the New Normal but for others a longing for the old.



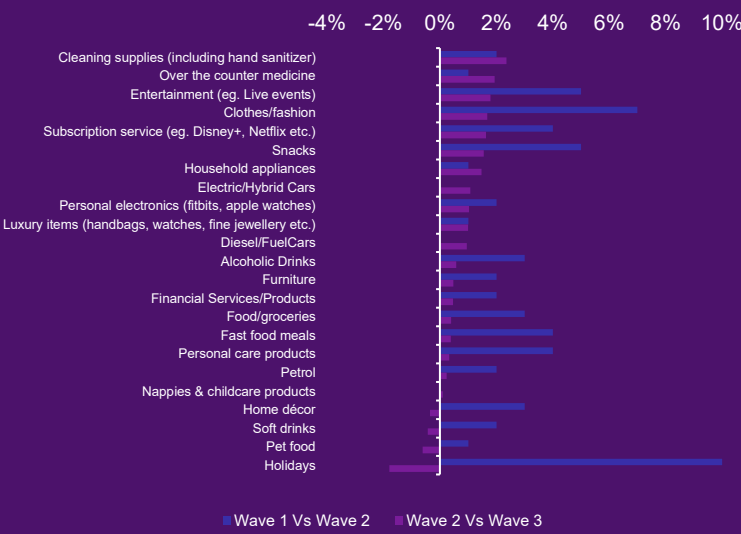
Q. Since the Covid 19 outbreak, how do you feel?..



Q. How much do you agree with the following regarding your lifestyle and attitudes (agree/strongly agree)?

SHOPPING

As Covid restrictions ease we see a gradual return to more normal seasonal shopping patterns. The summer saw a rise in holiday bookings but now, as we head into autumn, there is a seasonal shift towards cleaning supplies and OTC medicines as people begin spend more time together and inside once again. However, the pandemic way of shopping is not shifting with online continuing to dominate the consumer journey.



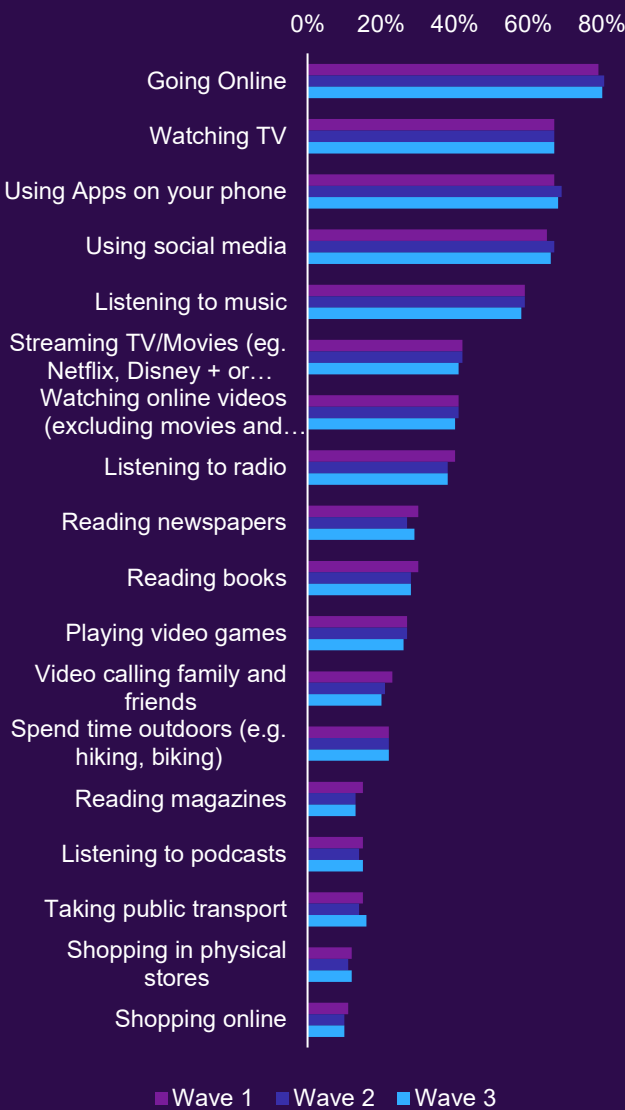
Q: Thinking about the next month, which of the following items do you think you will be spending on? % change Wave Vs Wave



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

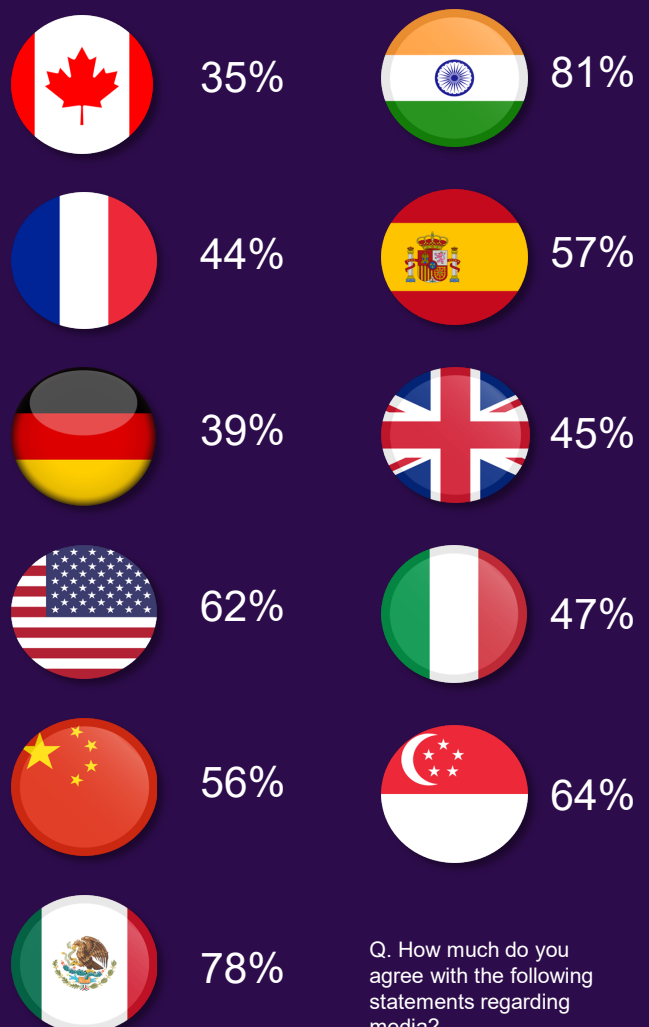
MEDIA

As well as a permanent shift towards online shopping, the pandemic has accelerated the migration of media consumption too. But even as countries open up and the media choices available become more traditional, its clear that behaviour will not return to more-pandemic times.



Q. How often do you expect to do the following in the next month? Everyday

“I think my media consumption has permanently changed as a result of the pandemic”



Q. How much do you agree with the following statements regarding media?