

# THE NEW NORMAL IN HONG KONG

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June 2021 Highlights

Ipsos in Hong Kong

GAME CHANGERS



# ABOUT THIS STUDY

The Hong Kong New Normal Tracking Study measures changes in consumer behavior across multiple categories, in reaction to the COVID-19 pandemic. The Study is in field monthly since April 2020. Additional markets/ questions are available on demand.

## Market coverage

- The survey is administered in Hong Kong

## Timing

- Fieldwork conducted monthly

## Sample size

- 1,000+ interviews, general adult population

## Pricing & additional data

- Available on request

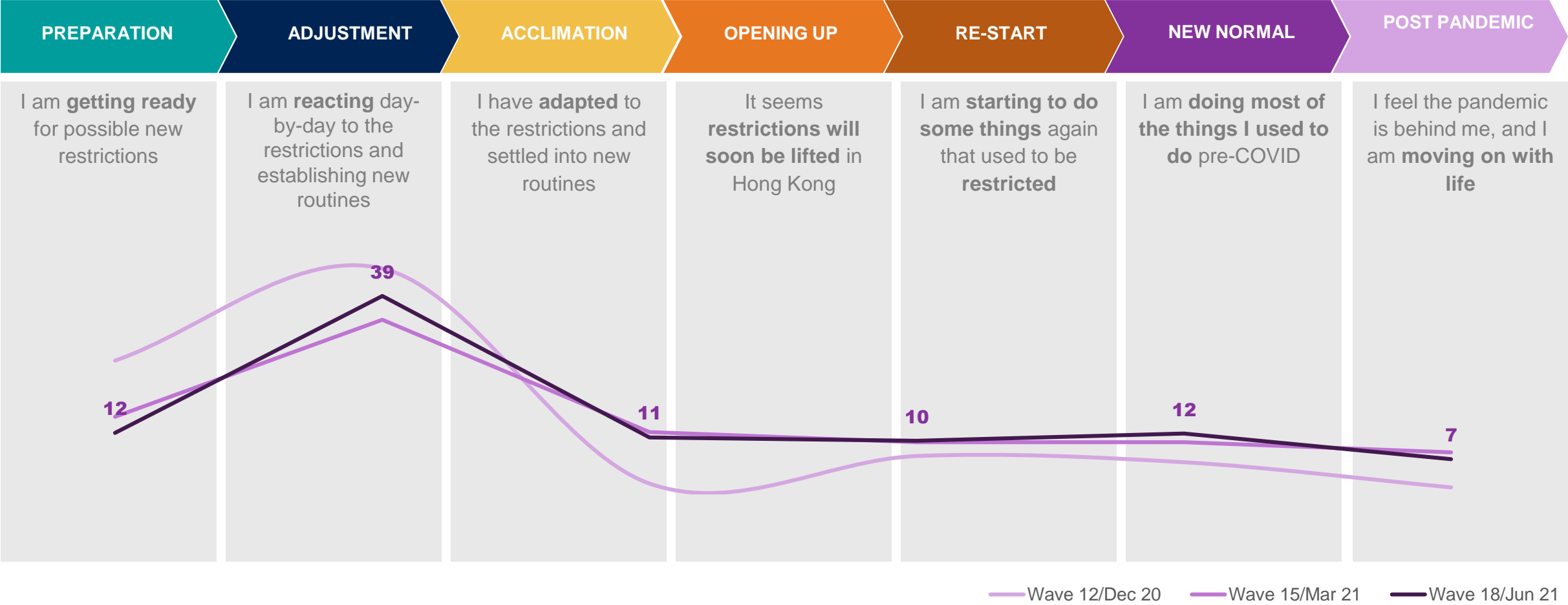
## Key areas of interest include:

- Demographics
- Key issues & worries
- Shopping & Dining Habits
- Category Spending
- Lifestyle trends
- Investment trends
- Expectations

# COVID IMPACT

1

# HK PEOPLE SLOWLY ADJUSTING TO THE COVID CRISIS



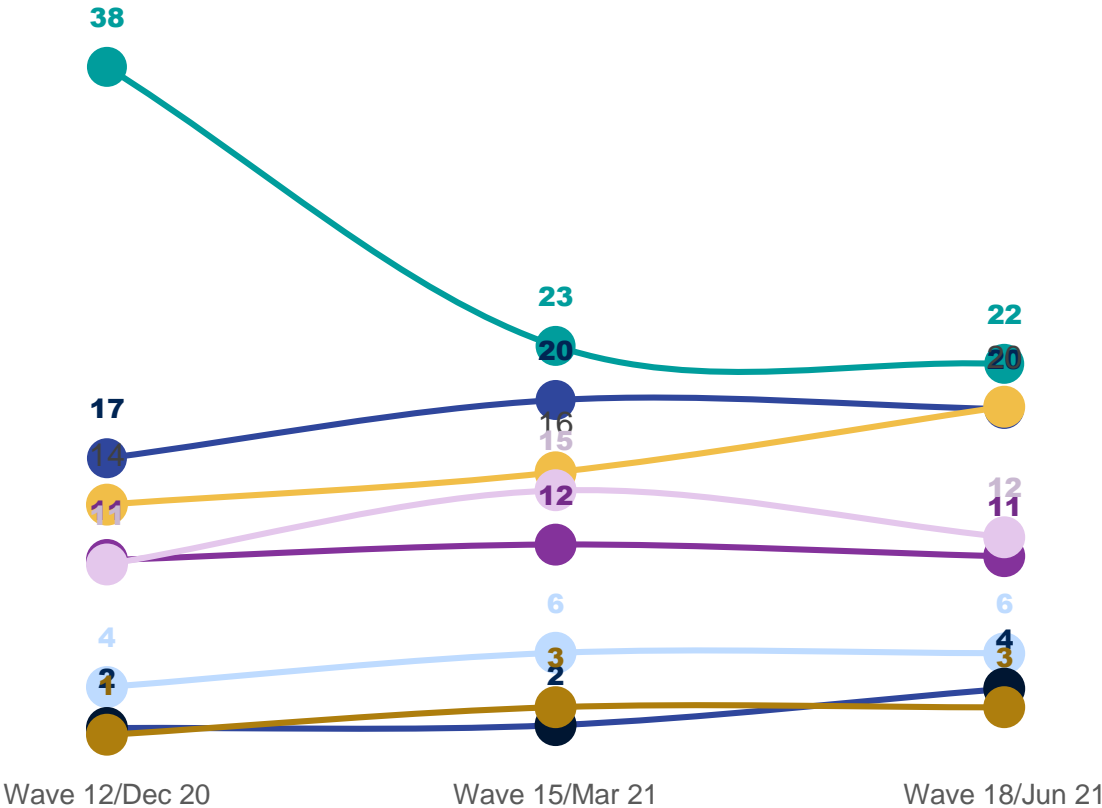
Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: Which one of the following phases do you feel best describes your current situation regarding the Covid-19 pandemic?



# TOP CONCERNS ARE BEGINNING TO SHIFT

## Top Concern

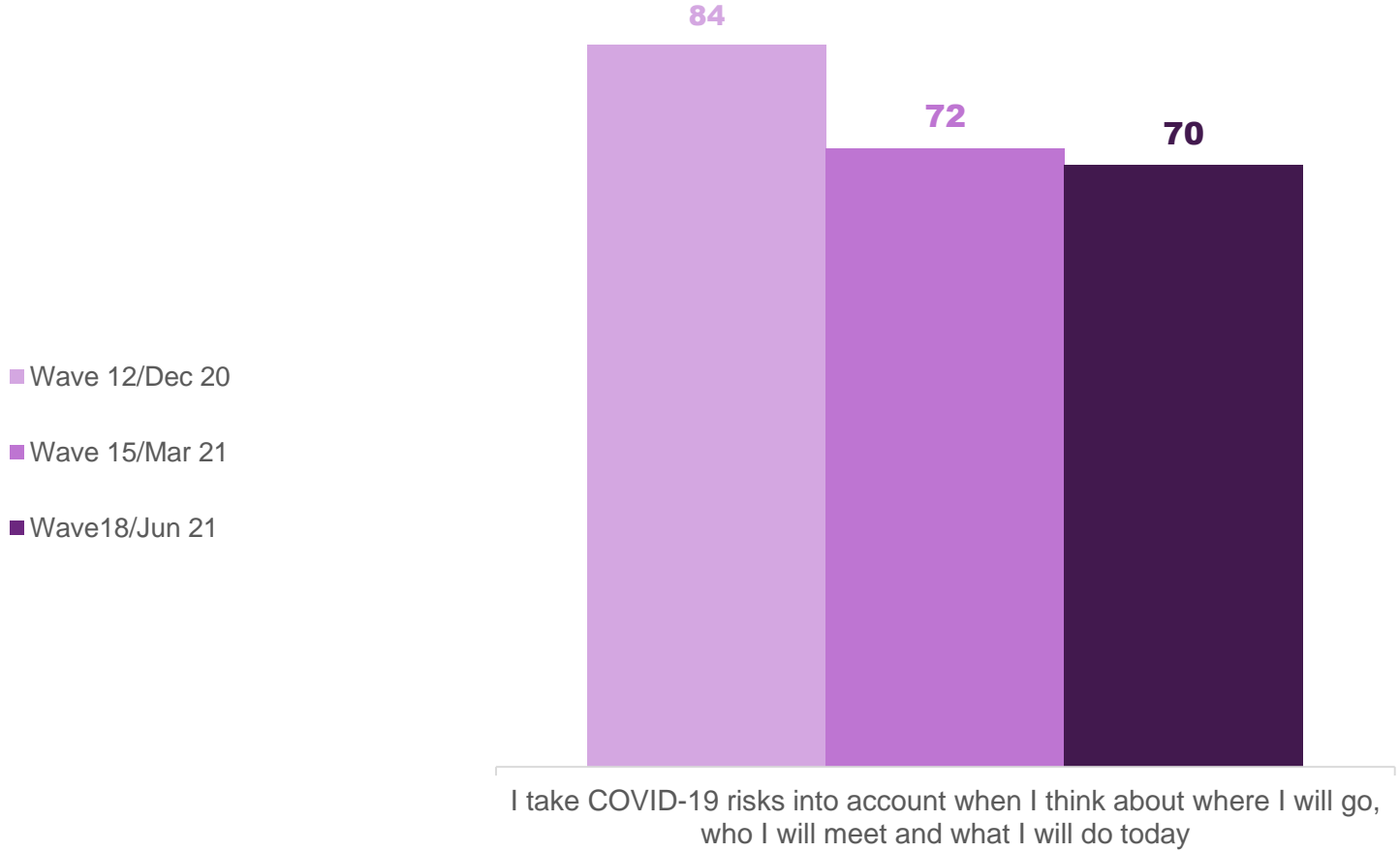
- The Covid-19 pandemic
- Hong Kong economy
- The political situation/ leadership concerns
- Personal financial concerns
- Health concerns
- Social unrest
- Inequality
- The environment/ climate change



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: There are a number of challenges we may face today. Which of these concern you the most?



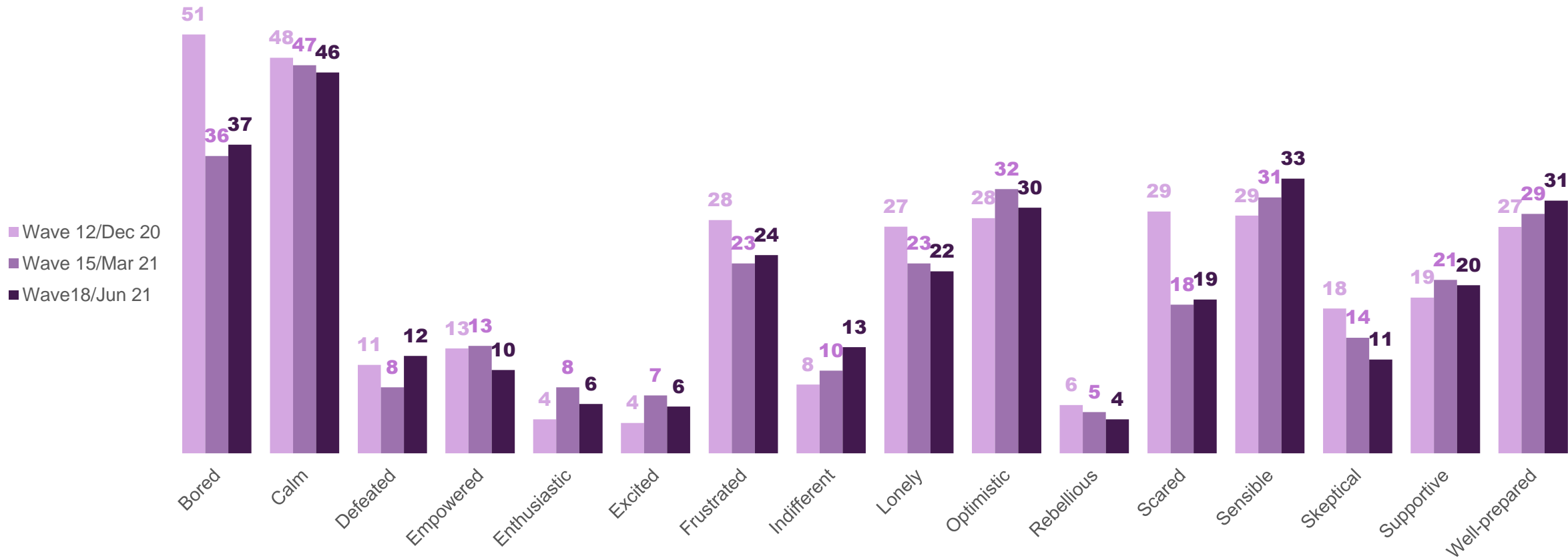
# COVID IMPACT ON DAY TO DAY LIFE SLOWLY RECEDING



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
Ref: Do you agree or disagree with the statement – T2B refers to 'strongly agree' & 'Somewhat agree'



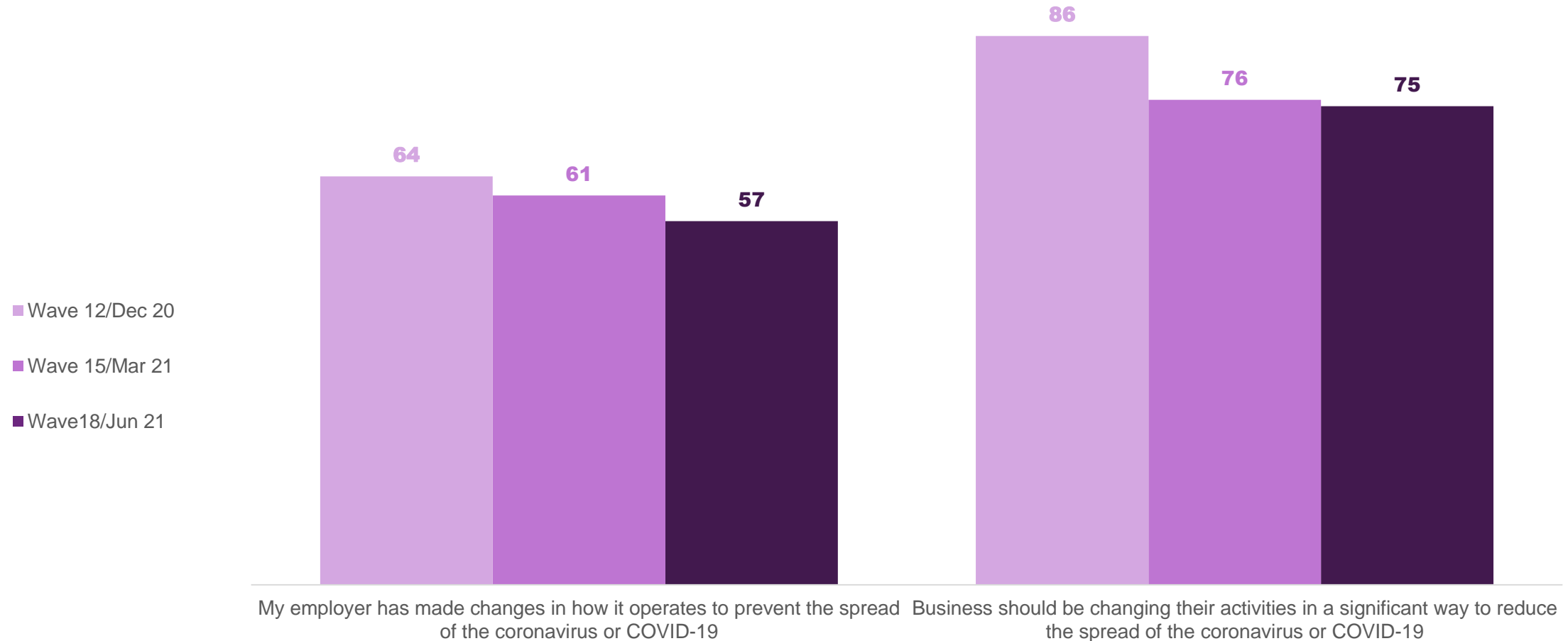
# CALM/OPTIMISM ON THE RISE, FEAR/BOREDOM DECLINING



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: Which of these words describe your state of mind right now? Please select at least 3 and up to a maximum of 8 responses.



# EXPECTATIONS OF BUSINESSES REMAIN HIGH

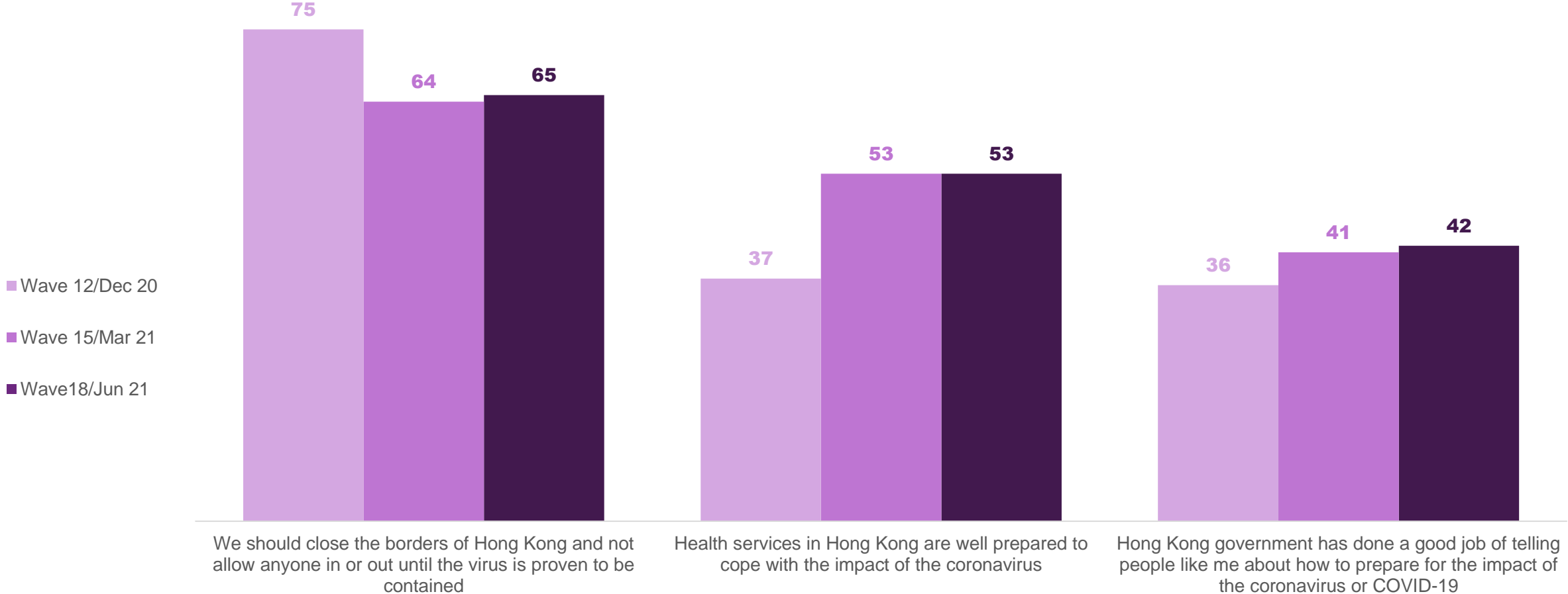


Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;

Ref: Do you agree or disagree with the statement – T2B refers to 'strongly agree' & 'Somewhat agree'



# 2 IN 3 STILL WANT CLOSED BORDERS



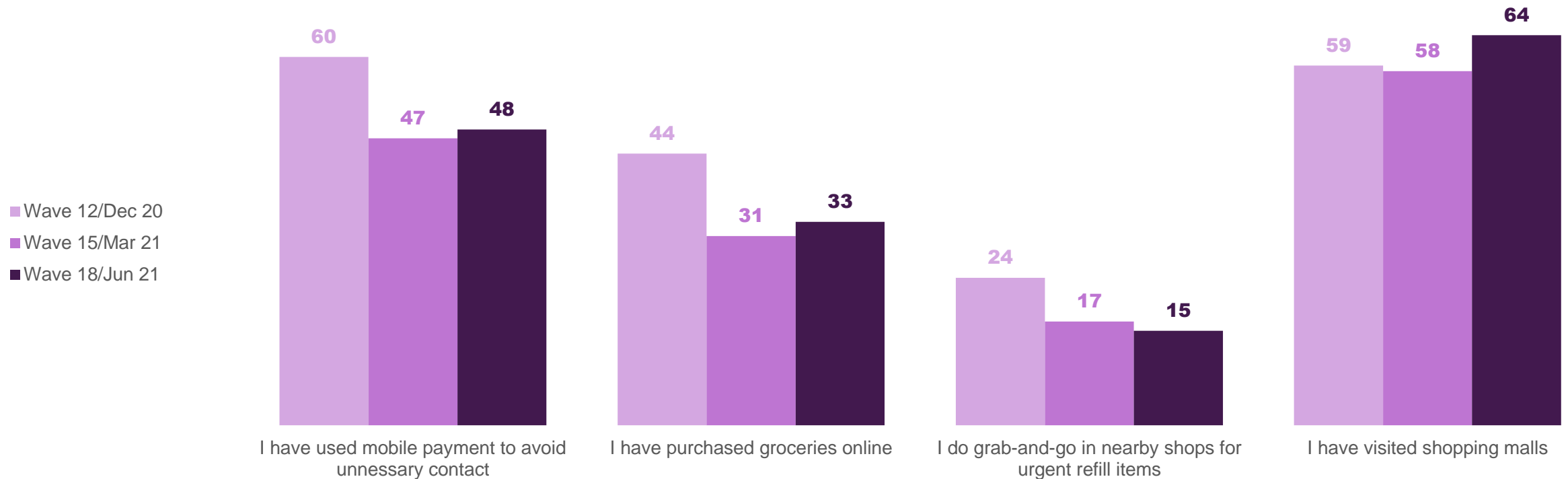
Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
Ref: Do you agree or disagree with the statement – T2B refers to 'strongly agree' & 'Somewhat agree'



# CONSUMPTION TRENDS

# 2

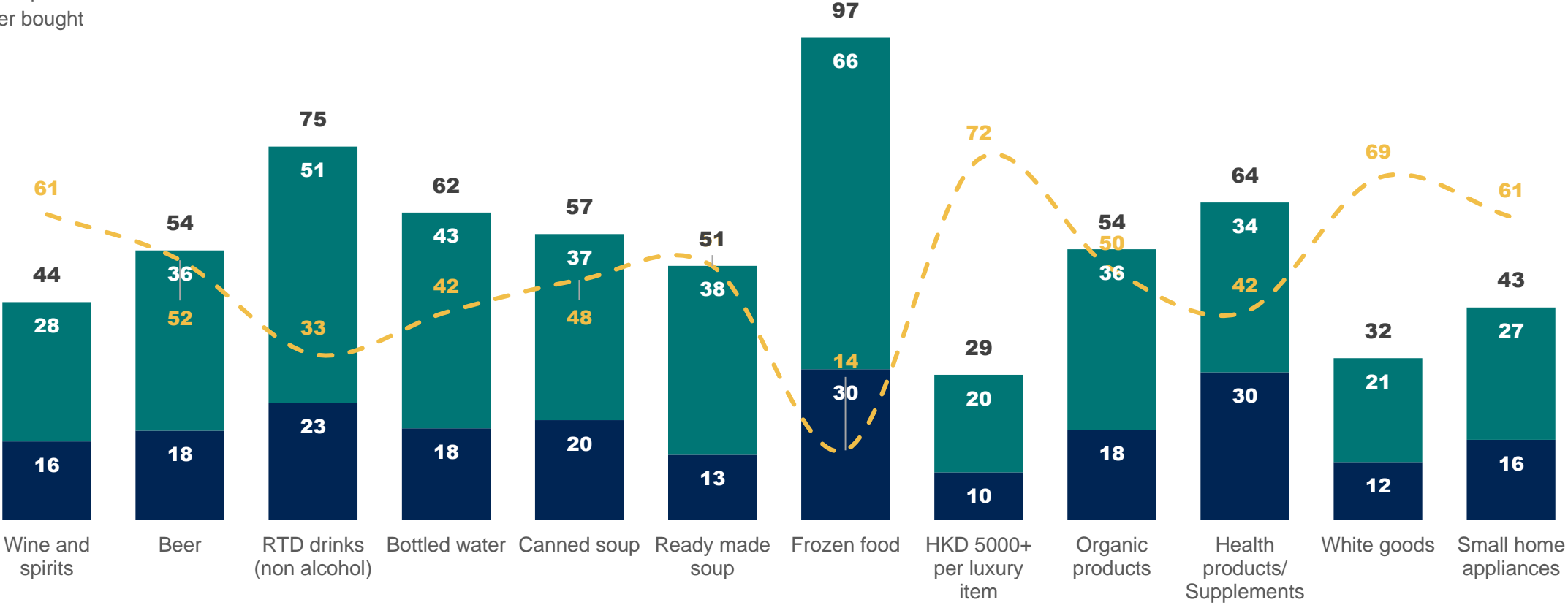
# SHOPPING TREND – BACK TO THE MALLS



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
Ref: Have you done any of the following over the past 4 weeks?

# ITEMS PURCHASED - PAST FOUR WEEKS

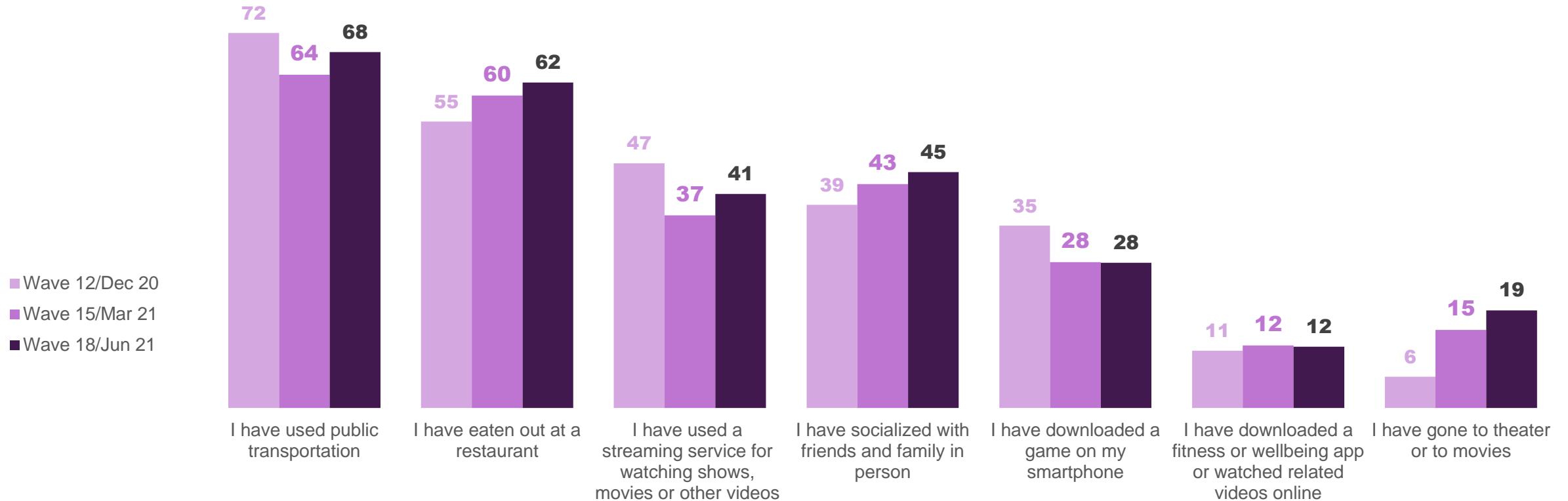
■ Buy offline  
■ Buy online  
- - - Didn't purchase  
**XX** Ever bought



Base: Jun '21: N=1,011;  
 Ref: Have you bought the following products over the past 4 weeks?  
 \* Question updated in Feb'21



# LIFESTYLE TRENDS – GOING OUT, MEETING FRIENDS MORE



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: Have you done any of the following over the past 4 weeks?

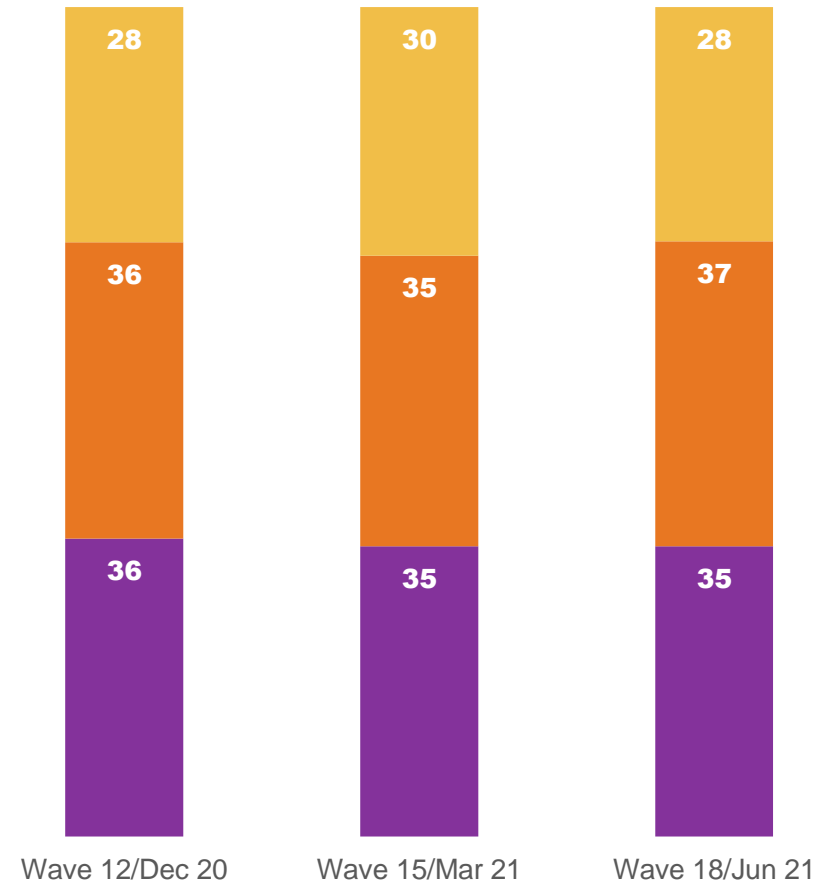
# FINANCIAL IMPACT

# 3

# IMPACT ON INCOME PERDURES

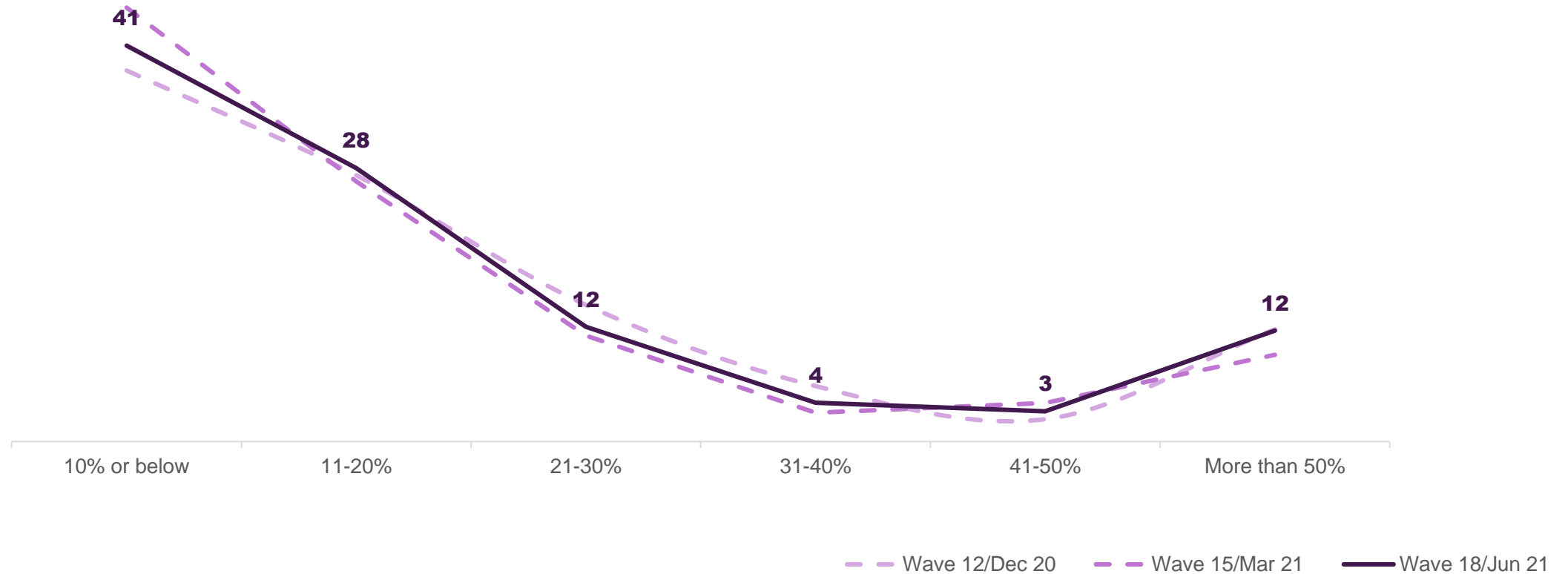
## Financial impact on income since the outbreak of Covid-19

- Earn less than before
- Remains the same as of now but would expect to be reduced
- No major impact yet



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
Ref: Is there any financial impact on your income since the outbreak of Covid-19?

# REDUCED LEVEL OF INCOME - BREAKDOWN

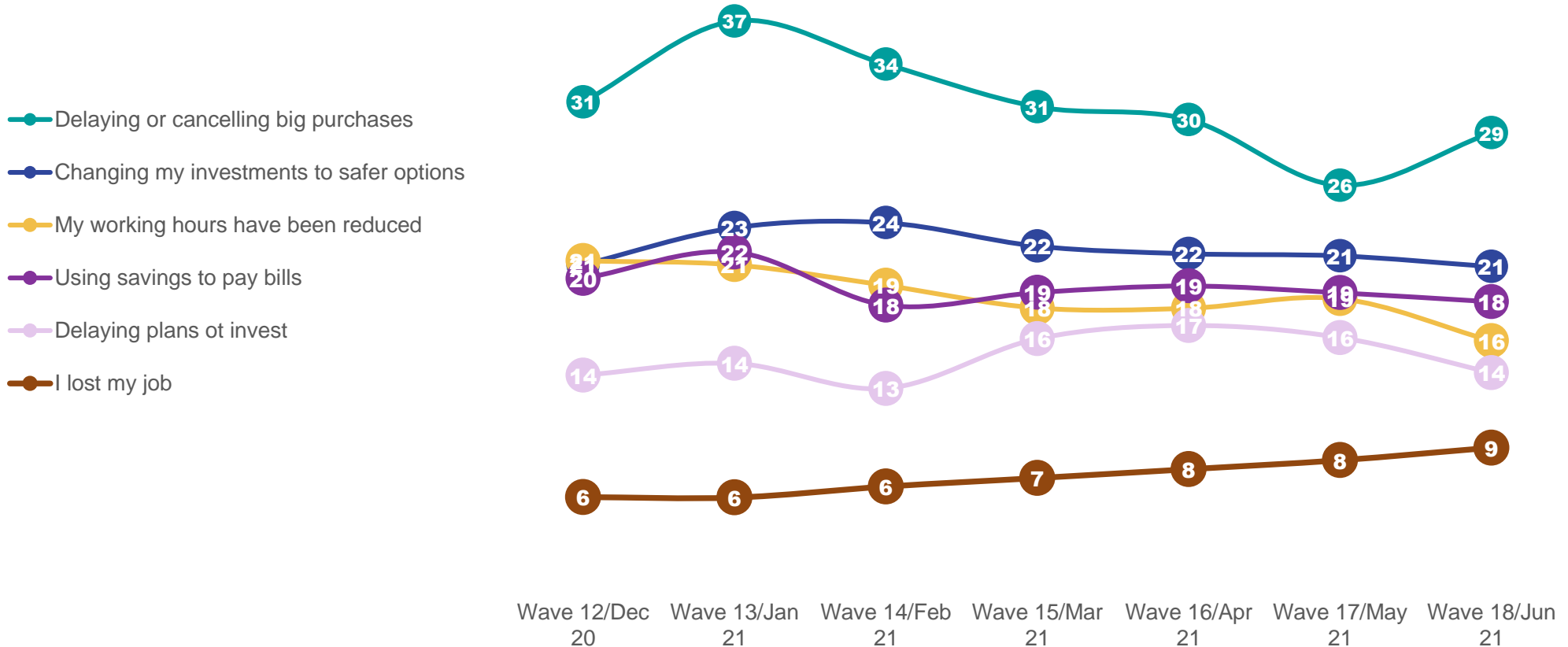


Base: Apr '21: N=642; May '21: N=640; Jun '21: N=662; (Those who expected to earn less or earn less)  
Ref: How much do you expect your income will be reduced? / How much your income has been reduced?



# FINANCIAL DECISIONS: CONTINUED ISSUES

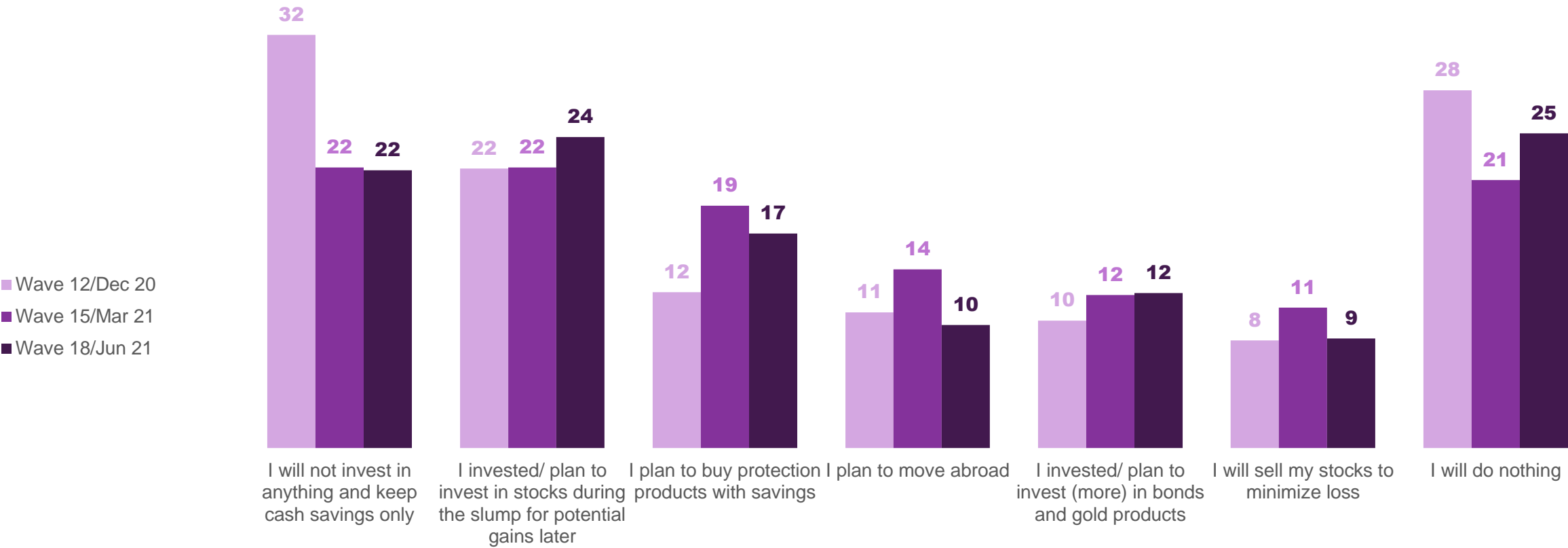
## Financial setbacks & adjustment that experiencing



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;

Ref: As a result of the pandemic, many are experiencing financial setbacks or making financial adjustments. Which, if any, of the following are you currently experiencing or doing?

# INVESTMENT STRATEGY: MORE ACTIVE YET CAUTIOUS



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: Please indicate how you plan for your investment and saving strategy during current social and economic situation.  
 \* Attributes removed in Feb'21; # New attributes added in Feb'21

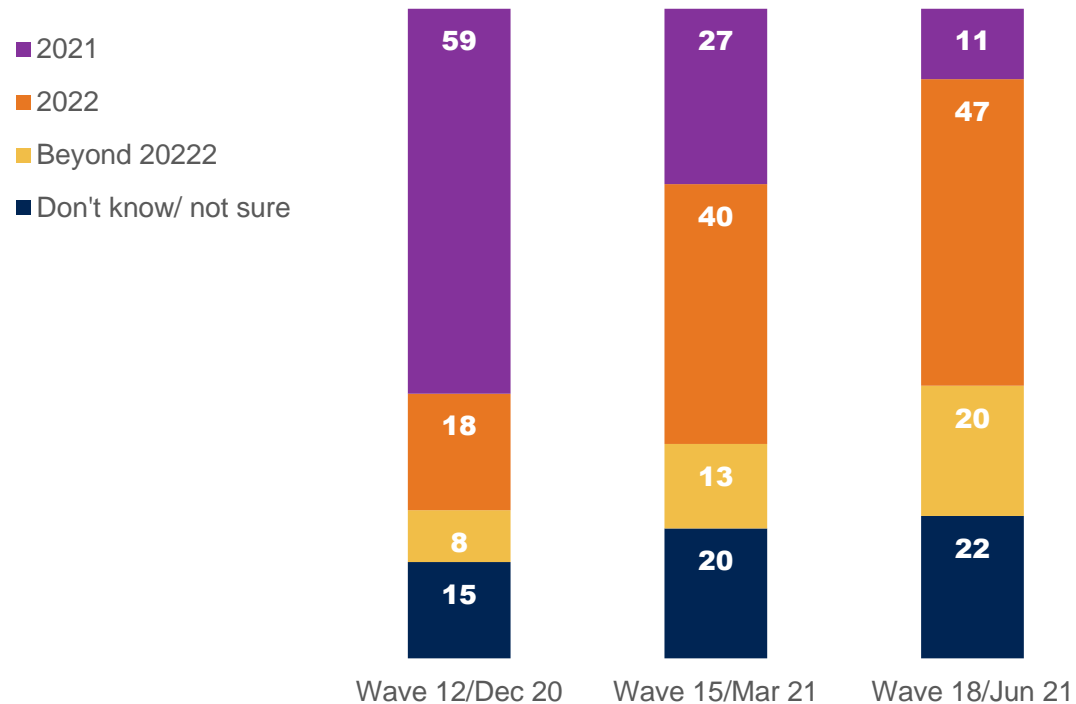


# EXPECTATIONS

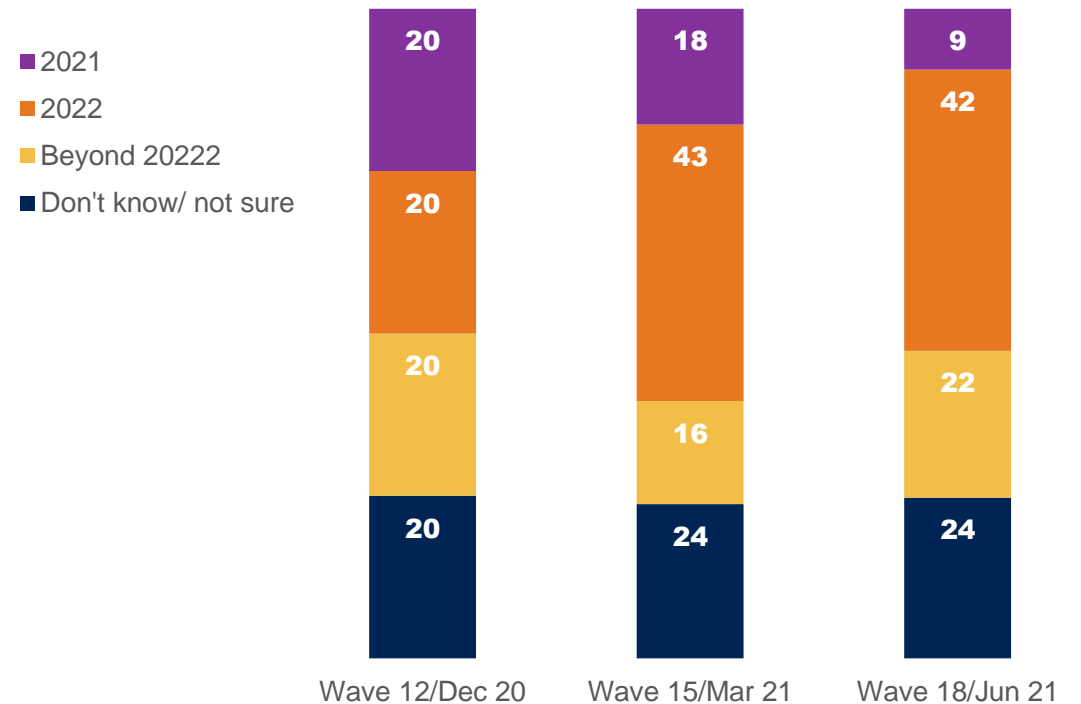
# 4

# COVID EXPECTATIONS – HK PEOPLE REMAIN WEARY

## EXPECTATION OF THE END OF VIRUS OUTBREAK



## EXPECTATION OF HK ECONOMY RECOVERY

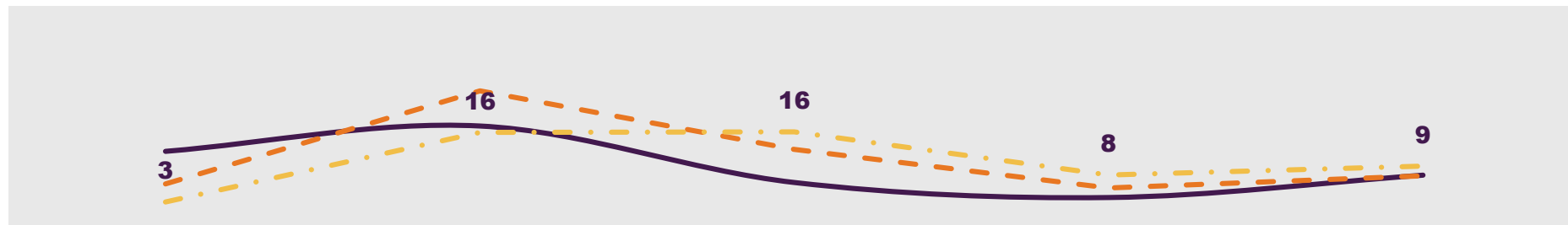


Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;

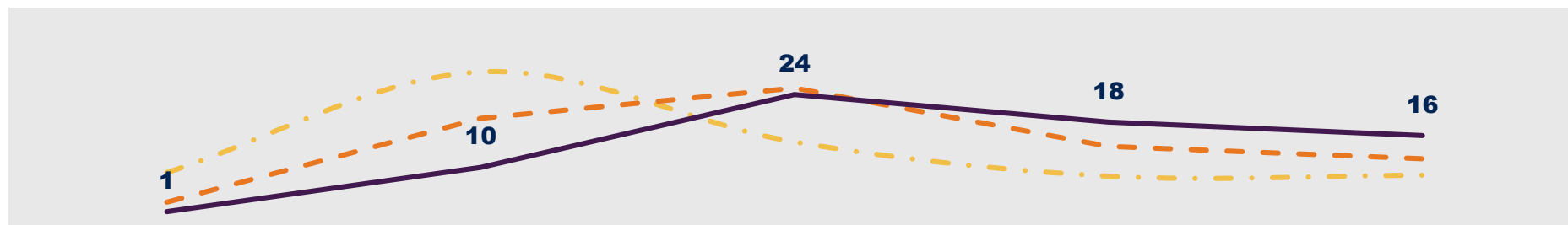
Ref: When do you expect the threat of virus outbreak will come to the end? (Q13) / When do you think the Hong Kong economic situation will start to recover? (Q14)

# NEXT TRAVEL – MORE DELAYS EXPECTED

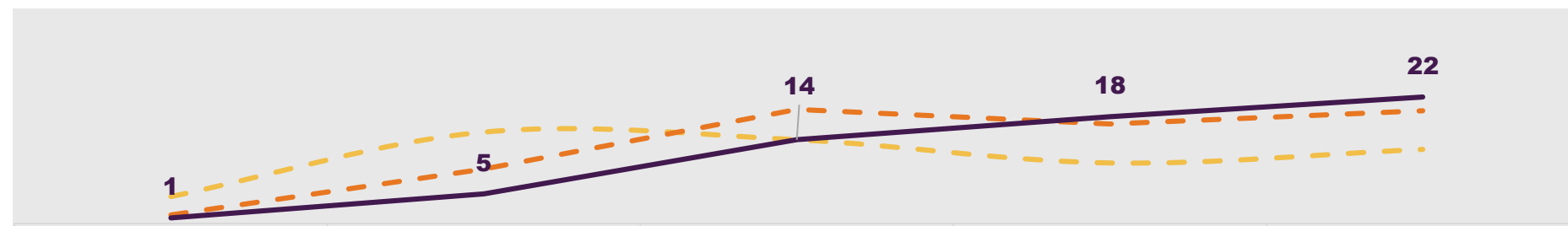
## MAINLAND



## SHORT-HAUL



## LONG-HAUL



H1 2021

H2 2021

H1 2022

H2 2022

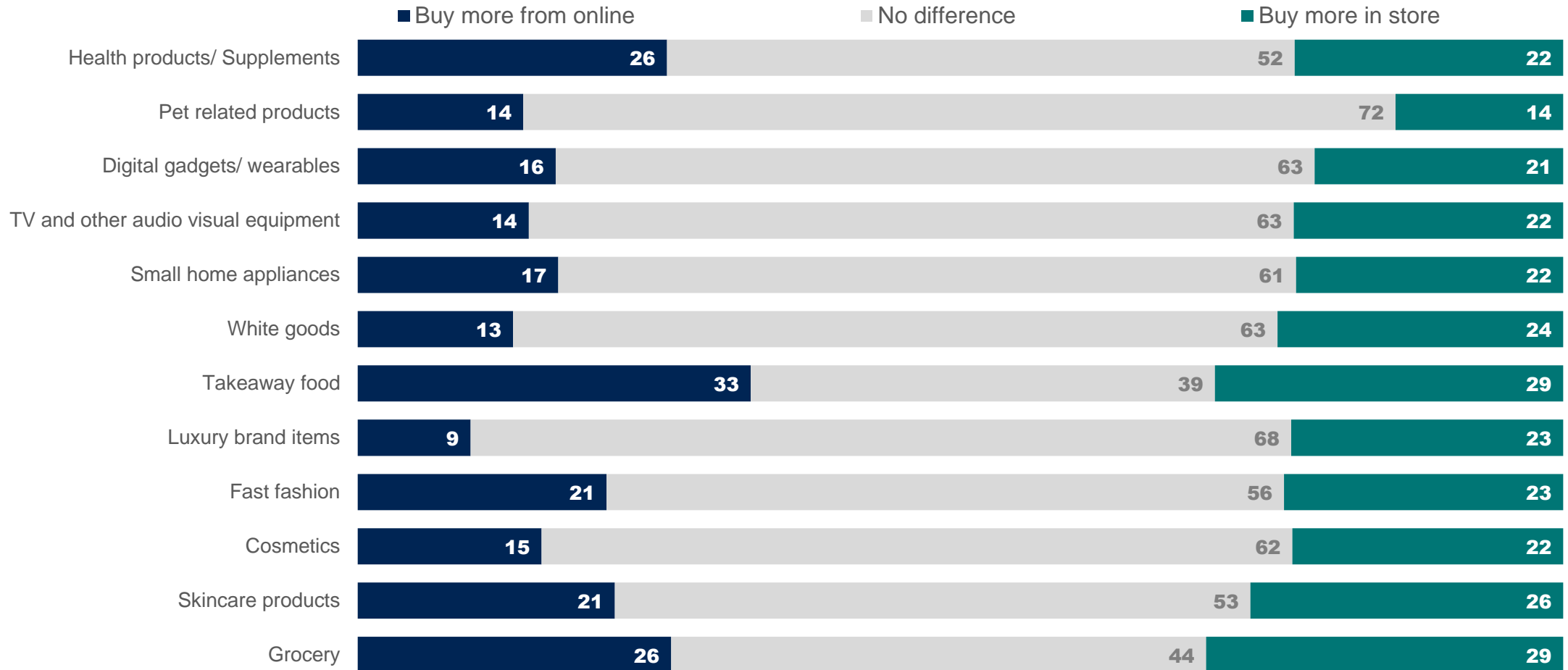
Beyond 2022

— Wave 12/Dec 20    — Wave 15/Mar 21    — Wave 18/Jun 21

Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;

Ref: When do you expect you will be travelling for leisure again? (i) Mainland; (ii) Short-haul; (iii) Long-haul

# ONLINE AND OFFLINE PURCHASE CHANNEL USAGE IN 2021



Base: Total : N=3,030; Apr'21: N=1,010; May '21: N=1,008; Jun '21: N=1,011

Ref: Please tell us whether you would buy more online or offline in 2021 for the following items as compared to 2020.

\*New question added in Jan'21

**THANK  
YOU**

**GAME CHANGERS**



# APPENDIX

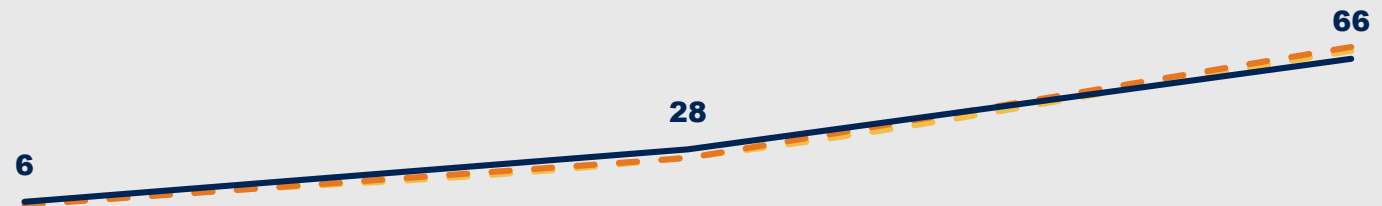
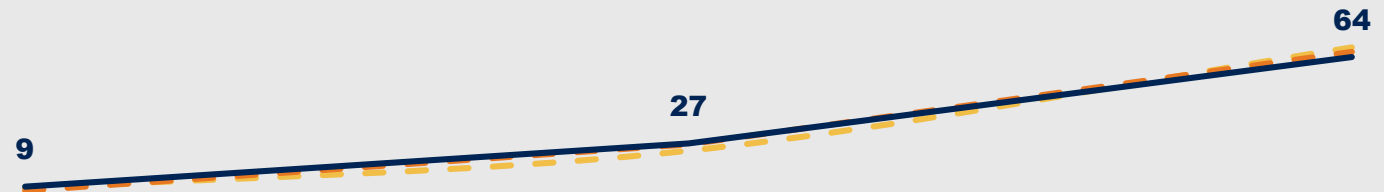


# LIKELIHOOD TO VISITING THE VENUES (Q62)\*

I will visit as soon as possible

I will consider to visit in near future

I will wait and visit later



Shatin/Happy Valley Racecourse



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;

Ref: Please indicate how likely you will be visiting the venue when it is reopen?

\* New question added in Feb'21

Wave 16/ Apr 21

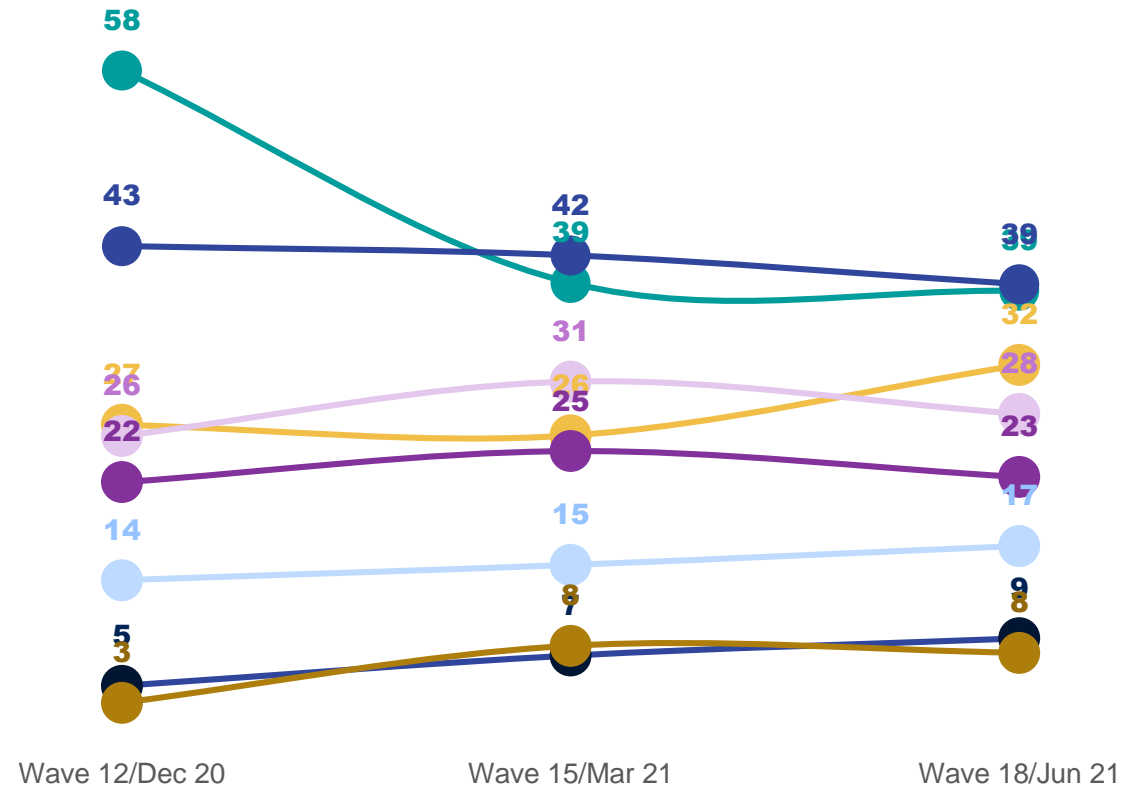
Wave 17/ May 21

Wave 18/ Jun 21

# DEGREE OF CONCERN (Q55B)

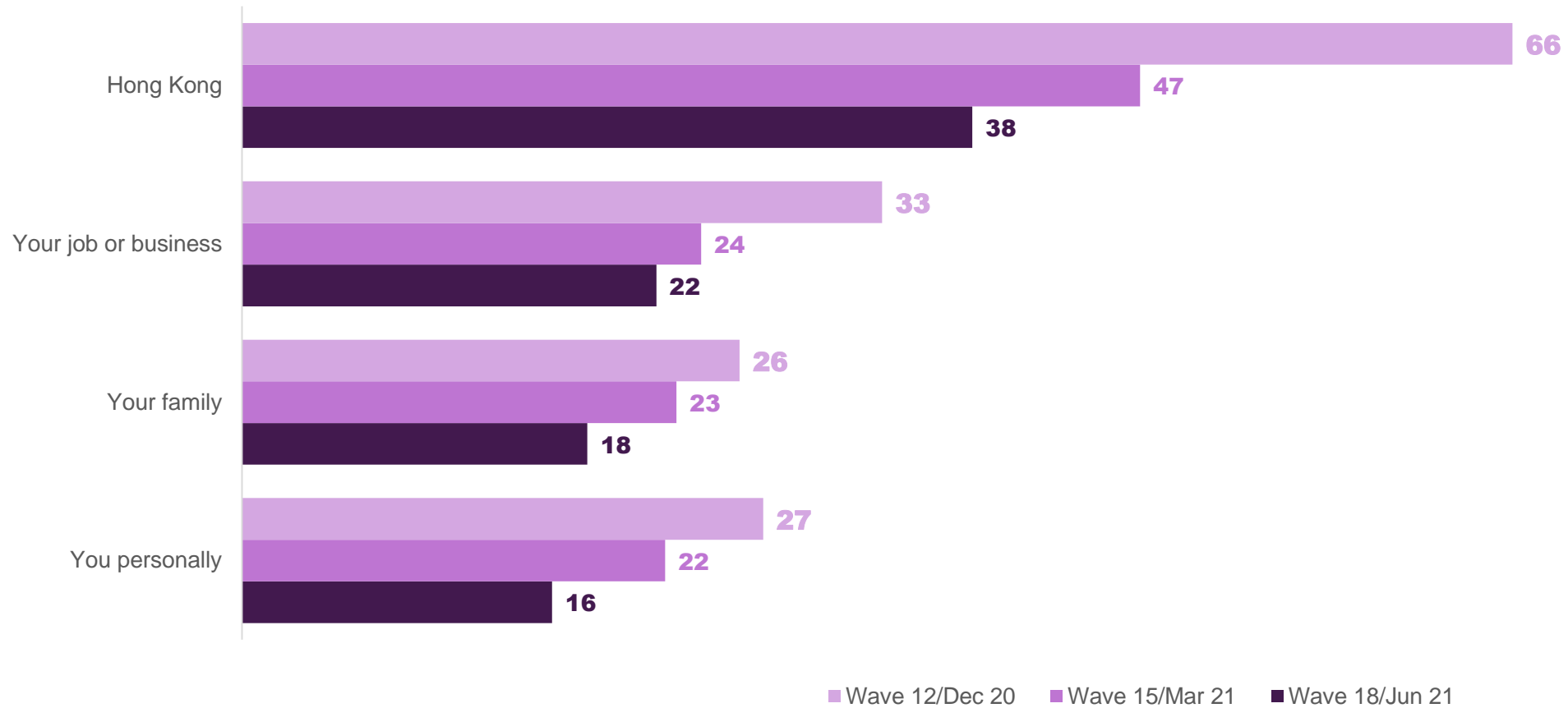
## Top 2 Concern (Top 1 + 2)

- The Covid-19 pandemic
- Hong Kong economy
- The political situation/ leadership concerns
- Personal financial concerns
- Health concerns
- Social unrest
- Inequality
- The environment/ climate change



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: There are a number of challenges we may face today. Which of these concern you the most?

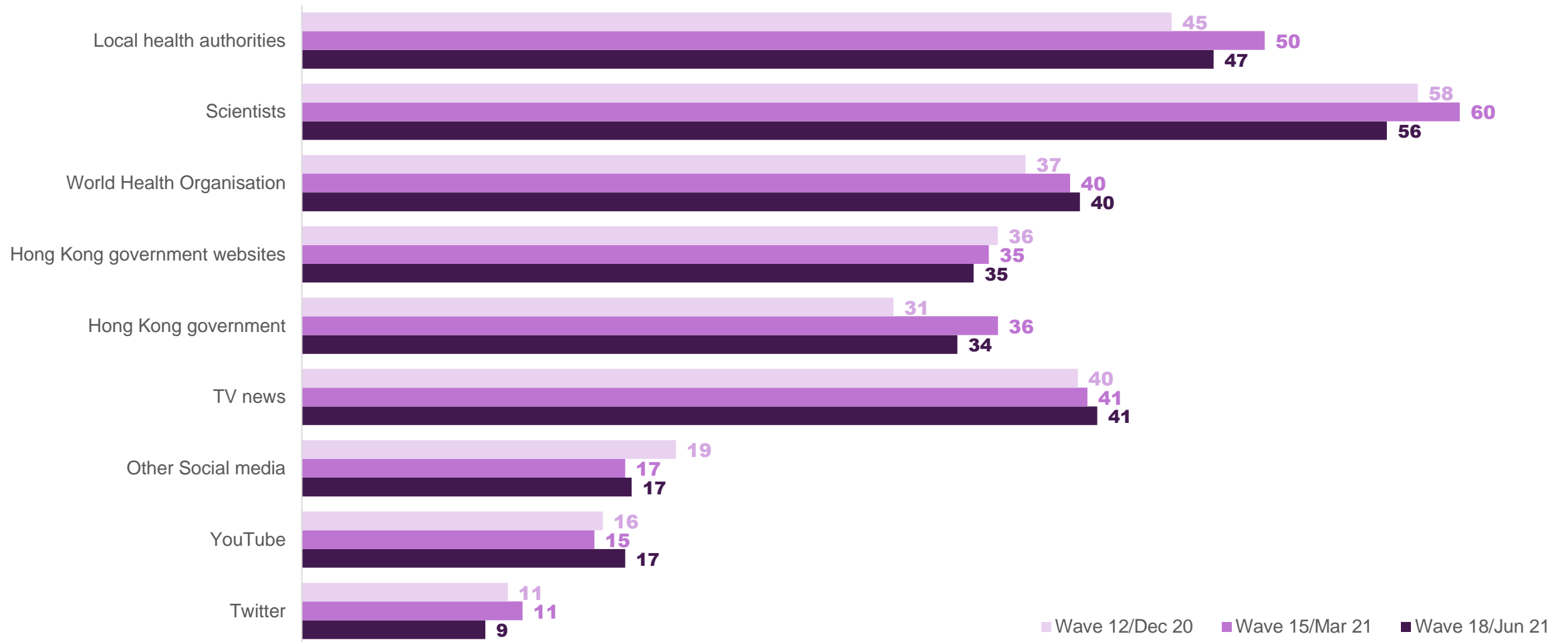
# LEVEL OF THREAT (Q23) – T2B



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;

Ref: What level of threat do you think the coronavirus or COVID-19 poses to each of the following? – T2B refers to 'Very high threat' & 'High threat'

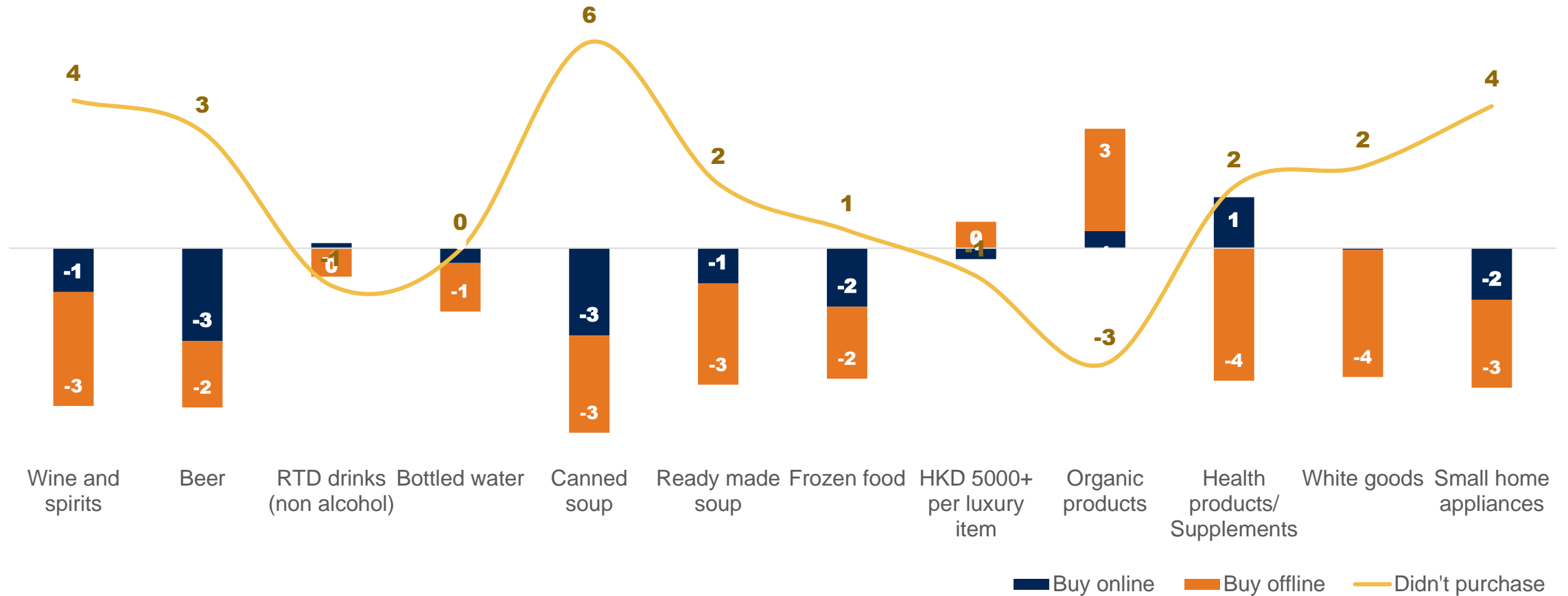
# LEVEL OF TRUST ON SOURCE OF INFORMATION(Q24) – T2B



Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;

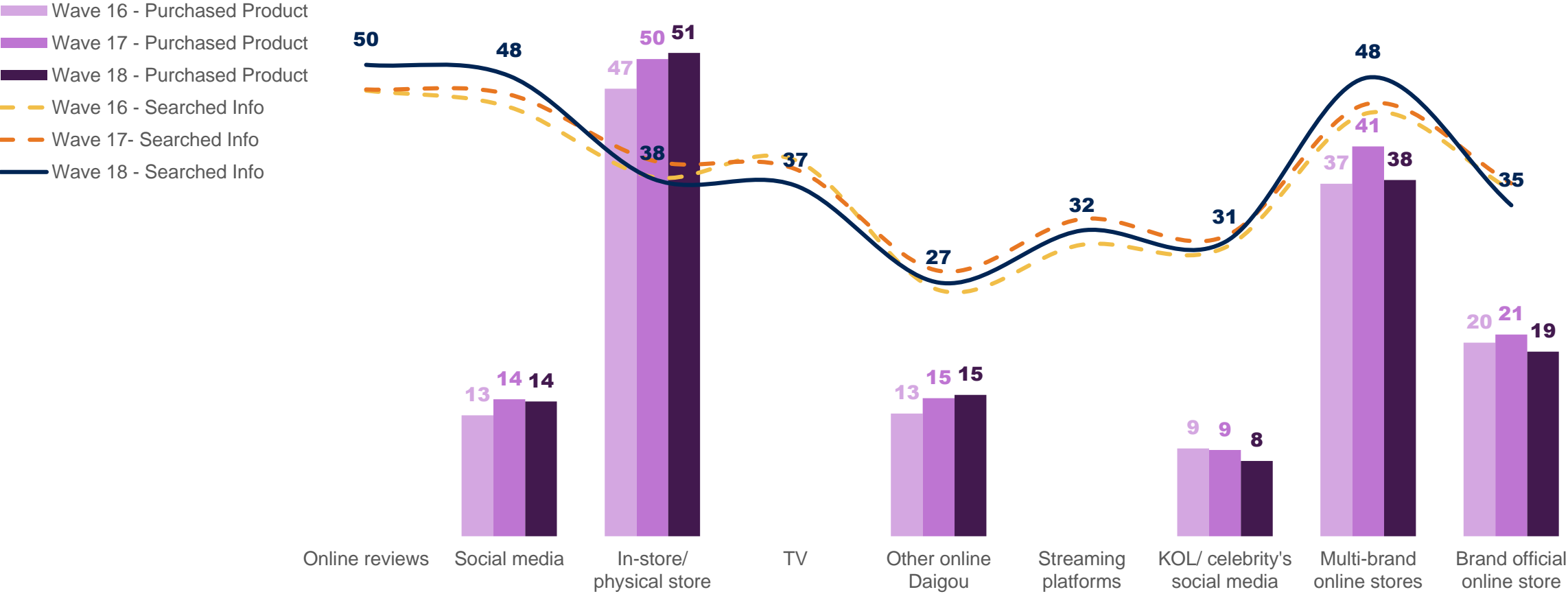
Ref: To what degree do you trust each of the following to deliver information on the Coronavirus? – T2B refers to 'Completely trust' & 'Mostly trust'

# CHANGE IN PRODUCT PURCHASED IN P4W (MAY VS JUN) (Q5\*)



Base: May '21: N=1,008 ; Jun '21: N=1,011;  
 Ref: Have you bought the following products over the past 4 weeks?  
 \* Question updated in Feb'21

# CHANNELS USED TO SEARCH PRODUCT INFORMATION AND PURCHASE PRODUCTS IN APR-JUN 2021\*(Q52)



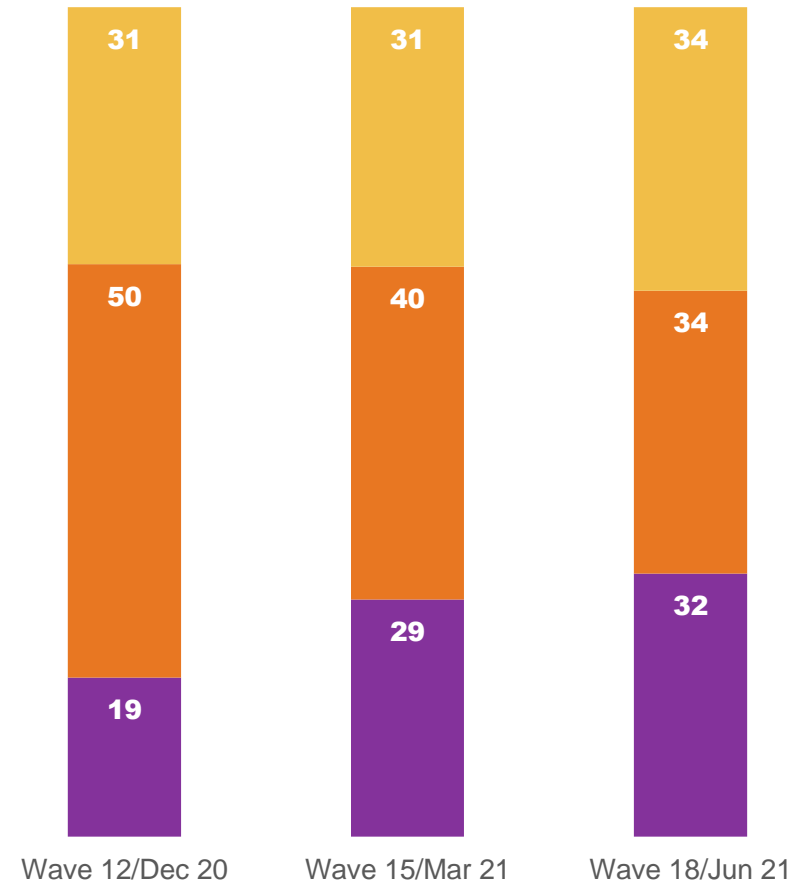
Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: Have you searched product information or purchased products from the following channels more often over the past 4 weeks?  
 \* Attributes revised in Jan'21



# FREQUENCY OF USING ONLINE FOOD DELIVERY (Q58)

## The change of frequency after the C-19 ends vs during C-19 outbreak

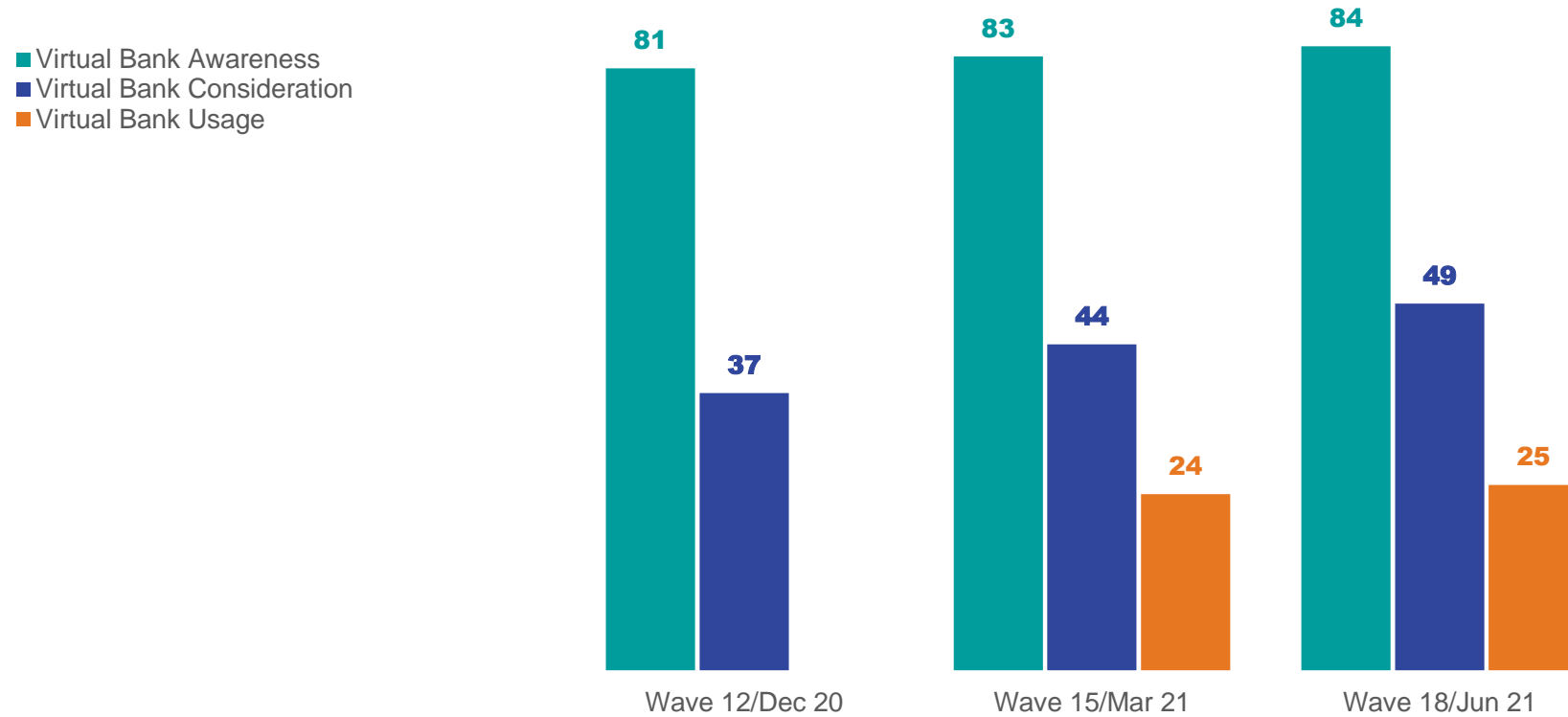
- Same as the outbreak period
- Less than the outbreak period
- More than the outbreak period



Base: Apr '21: N=341; May '21: N=347; Jun '21: N=377; (Those who have used food delivery service via online)

Ref: Please indicate what changes will you make in food delivery service usage AFTER the Coronavirus/Covid-19 ends compared with the period during Coronavirus/Covid-19 outbreak...

# VIRTUAL BANKING AWARENESS, CONSIDERATION, & USAGE (Q48, Q49&Q50/60\*)



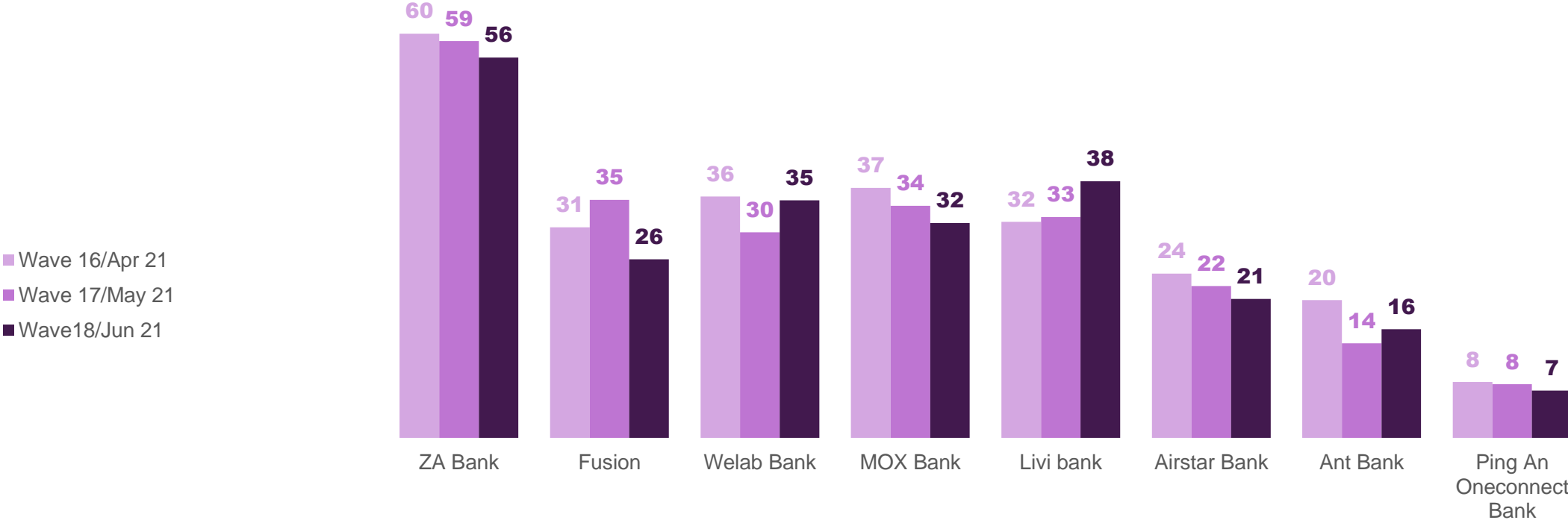
Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;

Ref: Have you heard of virtual banking before? (Q48) / Have you considered opening an account with any virtual bank in Hong Kong? (Q49) / Do you have virtual banking account? (Q50) / Which virtual banking accounts do you have? (Q60)

\* Q50 is added in Jan'21, and is replaced with Q60 in Feb'21 – Respondents who own any VB account are considered as VB users



# VIRTUAL BANKING ACCOUNT OWNERSHIP (Q60)



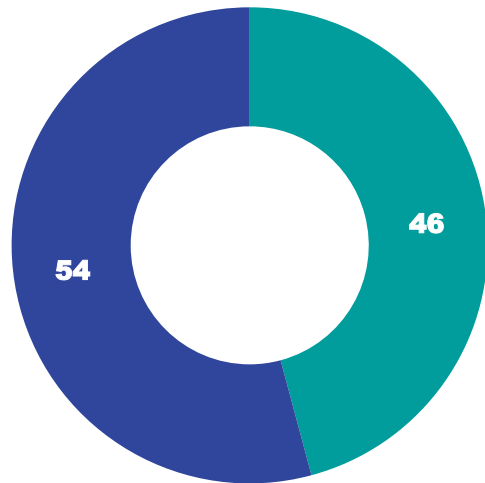
Base: Apr'21: N=284; May '21: N=309; Jun '21: N= 280  
 Ref: Which virtual banking accounts do you have? (Q60)



# PROFILE OF RESPONDENTS

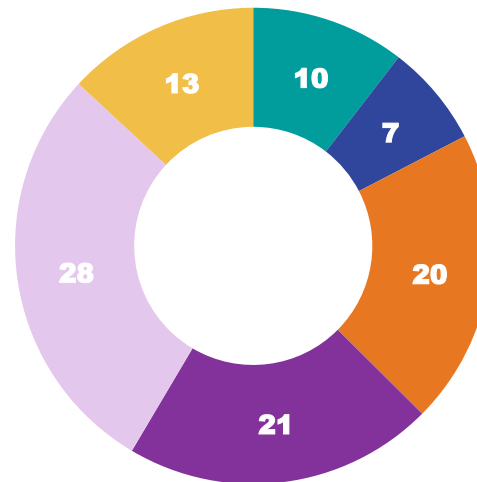
## GENDER (S2)

- Male
- Female



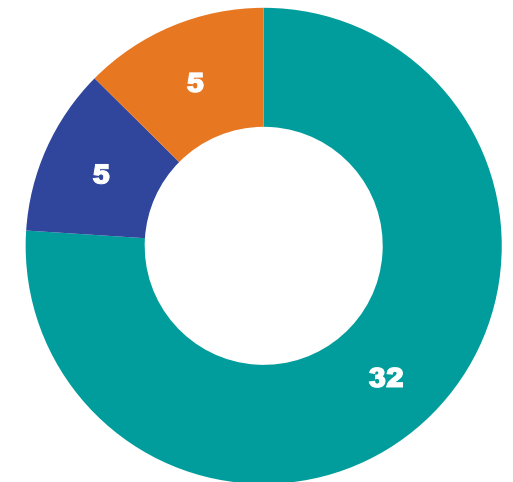
## AGE (S1)

- 18 - 24
- 25 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60+



## MHI (S3)

- Below HKD 30,000
- HKD 30,000 - HKD 59,999
- HKD 60,000 or above

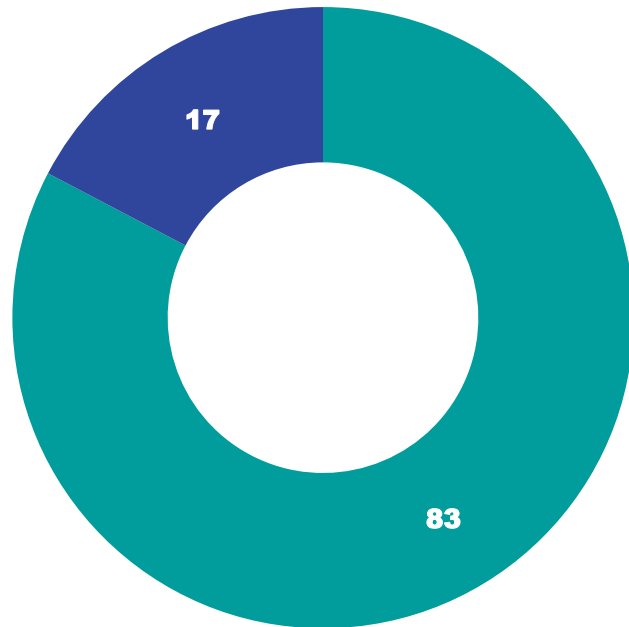


Base: Total : N=3,029; Apr '21 : N=1,010 ; May '21: N=1,008; June '21: N=1,011;  
Ref: Gender / Your age / What is your monthly household income before tax?

# PROFILE OF RESPONDENTS

## WORKING STATUS (S4)

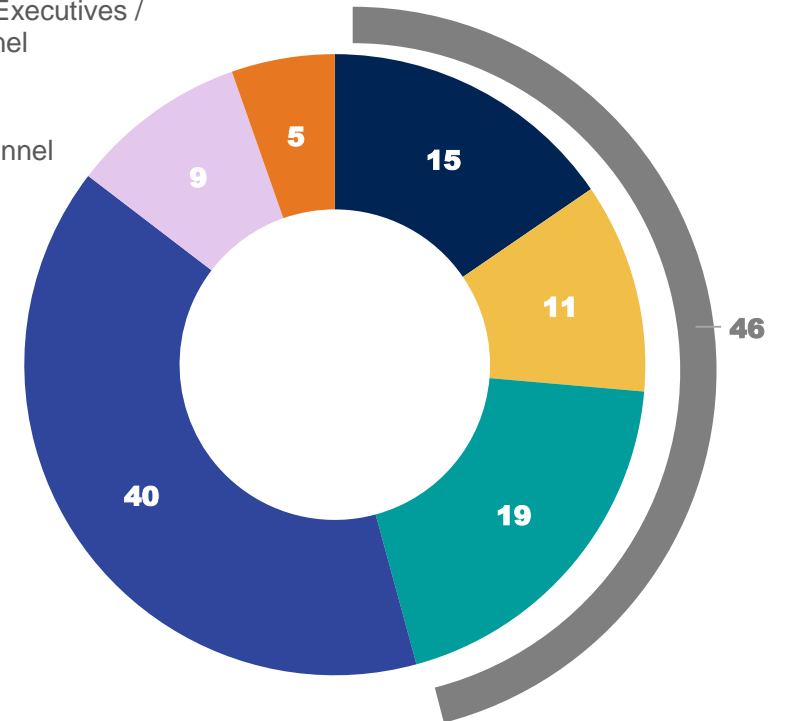
- Working
- Non-Working



Base: Total : N=3,029; Apr '21 : N=1,010 ; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: Which of the following best describes your current working status? (S4)

## OCCUPATION (S5)

- Nett: Professionals / Executives / Management personnel
- Professionals
- Executives
- Management personnel
- White-collar
- Blue-collar
- Others

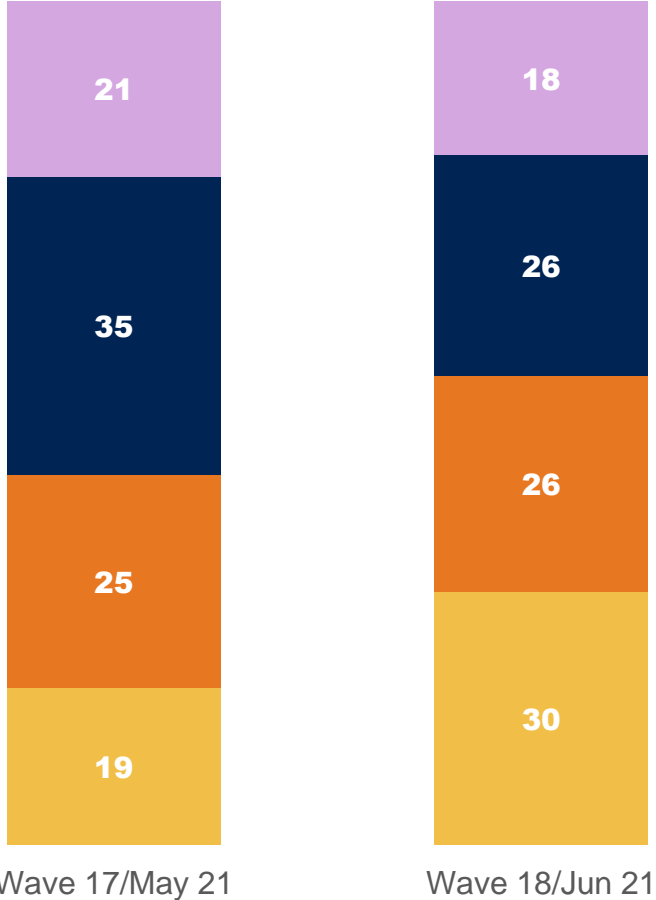


Base: Total : N=2,626; Apr '21 : N=871 ; May '21: N=882; Jun '21: N=873; (Those who are working)  
 Ref: Which of the following best describes your occupation? (S5)

# NEW QUESTIONS (WAVE 18)

# INCIDENCE OF VACCINATION (D6)

- I don't know/I haven't decided yet
- I have no plan to get vaccinated
- I haven't get vaccinated yet but I plan to get vaccinated in the next 3 months
- I have already get vaccinated



Base: Total: N=2,019; May '21: N=1,008; Jun '21: N=1,011  
Ref: Incidence of vaccination (D6)

