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# Ipsos study reveals lasting impact of COVID-19 on local population

The Hong Kong New Normal Tracking Study by Market Research leader Ipsos measures changes in consumer attitudes and behaviour in reaction to the COVID-19 pandemic. The study is in field monthly since April 2020.

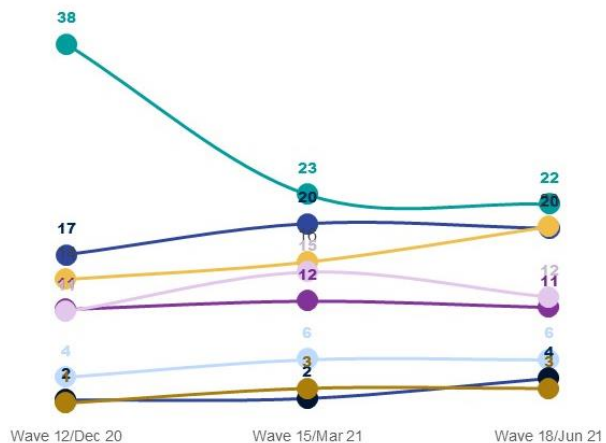
Latest results from the study showcase the lasting impact of Covid-19 on the Hong Kong population, in terms of everyday behaviours but also its deep financial and psychological impact.

## Top Concerns in Hong Kong

While less people in Hong Kong declare that Covid-19 is their main concern (22% in June 2021 against 38% in December 2020), 20% are now worried about the local economy (20%) and 11% about their personal financial concerns. Meanwhile political concerns also seem on the rise again.

### Top Concern

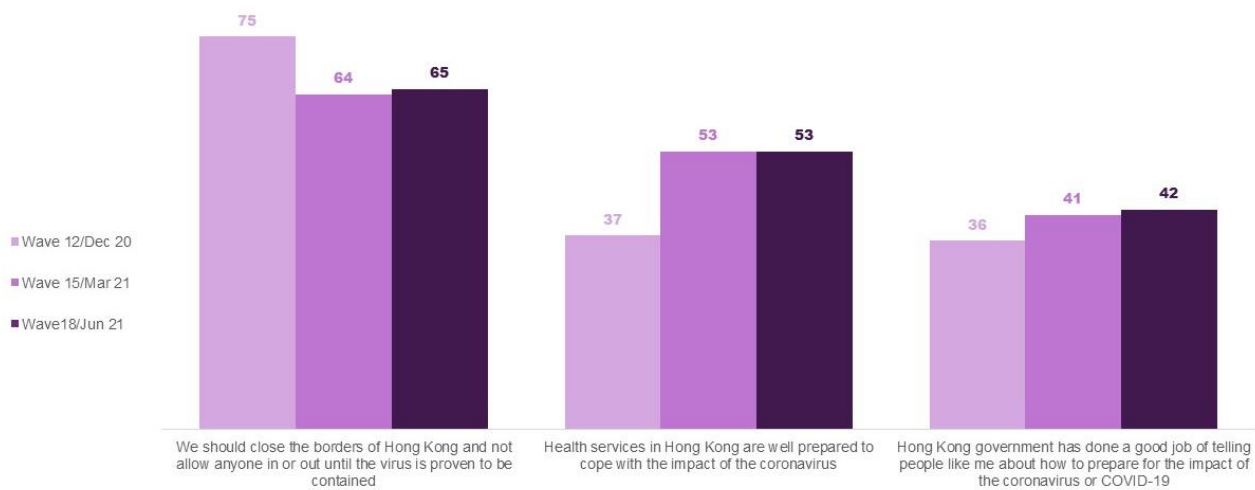
- The Covid-19 pandemic
- Hong Kong economy
- The political situation/ leadership concerns
- Personal financial concerns
- Health concerns
- Social unrest
- Inequality
- The environment/ climate change



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?

Even though it may not be their main worry, 70% of Hong Kong people declare that they still “take Covid-19 risks into account when I think about where I will go, who I will meet and what I will do today” against 84% in December 2020.

Meanwhile, two thirds of Hong Kong people still prefer to see the borders closed until the virus is fully contained, a stable figure since March. A majority (52%) now also believes that the Hong Kong health services are prepared to cope with the impact of coronavirus, while 4 in ten people now think the government has done a good job in communicating about how to prepare against the virus, a steadily rising number over the past 6 months.

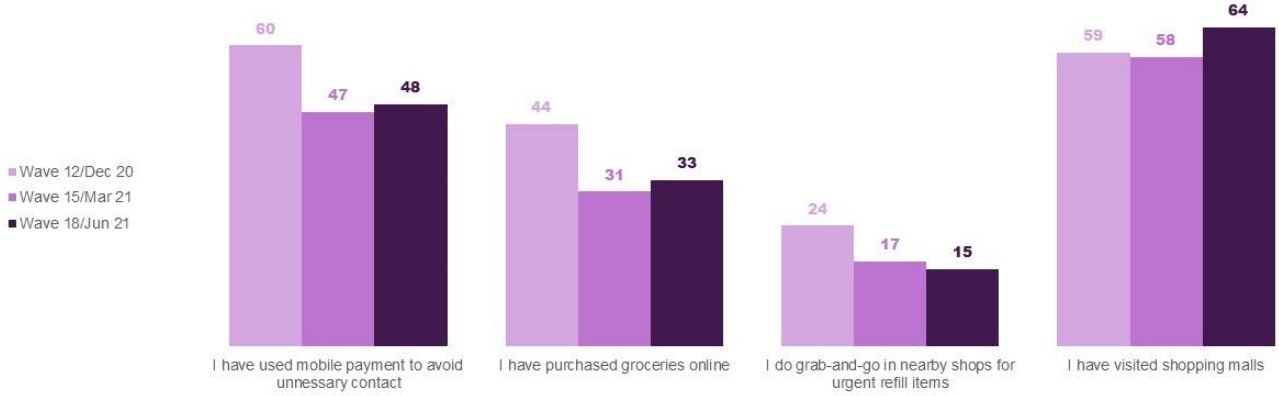


Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: Do you agree or disagree with the statement – T2B refers to 'strongly agree' & 'Somewhat agree'

## Changing consumption patterns

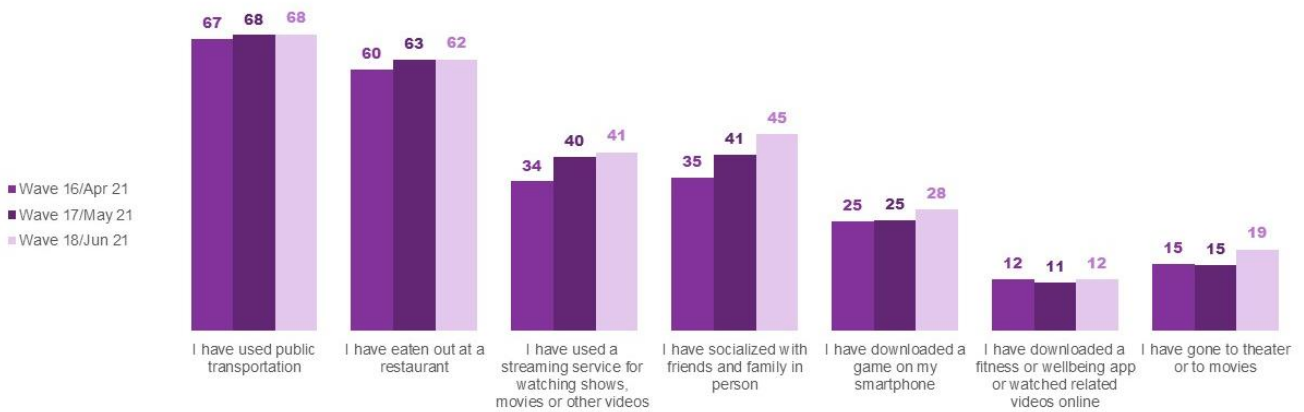
Looking at consumption trends, we see that a slowly increasing number of people (now 48%) declare using mobile payments to avoid unnecessary contacts (a stabilizing trend after a December 2020 peak) while a third now declare having purchased groceries online in the past month.

Over two in three meanwhile declare having visited a shopping mall (64%) and 62% have eaten out at a restaurant in the past four weeks.



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?

Meanwhile 45% declare having socialized with friends and family in person in the past month, up from 35% in April and 41% in May. 19% have also gone to the theatre or movies in June (against 15% in May).



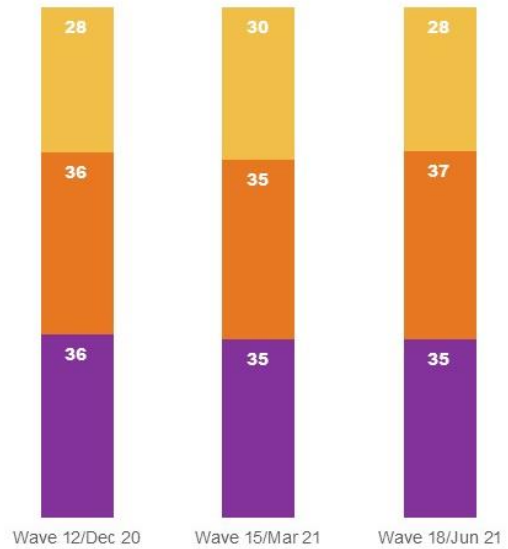
Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: Have you done any of the following over the past 4 weeks?

## Lasting Financial Impact

The Financial impact of Covid-19 remains important: 28% say they earn less than before, a stable number since December 2020, with only 35% unaffected.

## 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



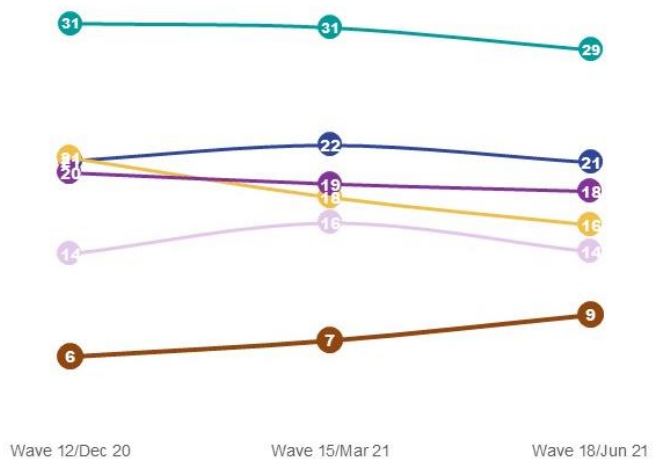
Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: Is there any financial impact on your income since the outbreak of Covid-19?

29% said in June that they still considered delaying or cancelling big purchases, getting back to December levels (30%) after a small improvement in March (26%).

16% say they working hours have been reduced, while 9% say they have lost their job, the highest level in six months. 18% declared using their savings to pay their bills, a stable number since March.

## Financial setbacks & adjustment that experiencing

- Delaying or cancelling big purchases
- Changing my investments to safer options
- My working hours have been reduced
- Using savings to pay bills
- Delaying plans of invest
- I lost my job



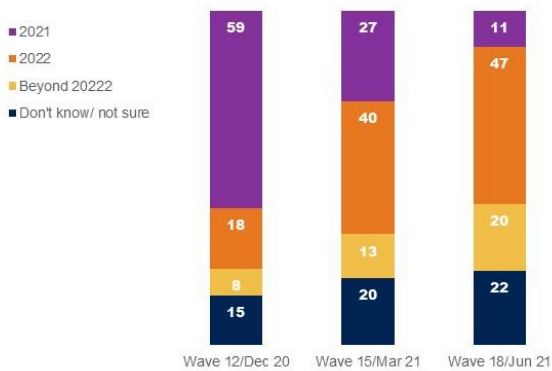
Base: Apr '21: N=1,010; May '21: N=1,008; Jun '21: N=1,011;  
 Ref: As a result of the pandemic, many are experiencing financial setbacks or making financial adjustments. Which, if any, of the following are you currently experiencing or doing?

Expectations regarding the end of Covid-19 and economic recovery remain rather pessimistic. Only 11% foresee an end of the epidemic in 2021, against 47% expecting it in 2022 and 20% even beyond that.

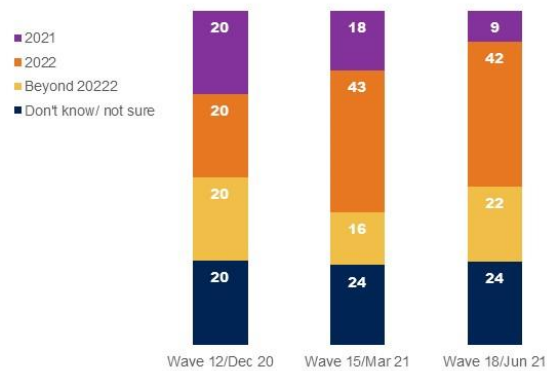
By contrast, back in December 2020, 59% thought the epidemic would end in 2021. Meanwhile only 9% expect an economic recovery in Hong Kong this year, with 42% expecting in 2022 and 22% beyond that.

## 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)

ENDS



## About this survey

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 March 2020. June 2021 wave administered in Hong Kong via online survey of 1,000 people representative of the general adult population, from 25 to 28 June 2021.

For more information about this survey contact [Nicolas.bijuk@ipsos.com](mailto:Nicolas.bijuk@ipsos.com)

To access the data & presentation click here

## About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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