

# 2021 PREDICTIONS & CONSUMER SENTIMENTS

February 2021

Annie Chan, Ipsos

GAME CHANGERS



# Agenda

1

Global Reflection and  
2021 Outlook

2

COVID-19 in the  
Region

3

Local Consumer  
Sentiments

4

Personal & Global  
issues



# REFLECTION & 2021 OUTLOOK

## New Year, New Optimism?

Q.

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

# 70%

2020 was a **bad year** for me and my family

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Market	Agree	Disagree	% Agree			
			'19	'18	'17	'16
All markets	70%	30%	50%	46%	48%	51%
Turkey	89%	11%	61%	65%	66%	61%
India	81%	19%	58%	43%	57%	55%
Italy	80%	20%	51%	53%	58%	57%
South Africa	80%	20%	68%	64%	62%	63%
Peru	79%	21%	57%	46%	56%	45%
South Korea	79%	21%	65%	58%	34%	54%
Argentina	78%	22%	69%	68%	56%	59%
Mexico	78%	22%	54%	46%	52%	48%
Spain	77%	23%	50%	51%	49%	54%
Malaysia	76%	24%	47%	37%	47%	NA
Hungary	74%	26%	46%	46%	52%	49%
Brazil	72%	28%	62%	59%	64%	67%
France	72%	28%	48%	48%	47%	49%
Singapore	72%	28%	46%	NA	NA	NA
Belgium	71%	29%	56%	52%	53%	49%
Chile	70%	30%	64%	53%	54%	61%
China	70%	30%	45%	33%	29%	35%
Great Britain	70%	30%	42%	41%	45%	43%
Hong Kong	70%	30%	64%	NA	NA	NA
Russia	70%	30%	47%	48%	45%	48%
Australia	68%	32%	46%	42%	46%	48%
Canada	67%	33%	42%	47%	44%	56%
Saudi Arabia	67%	33%	54%	55%	50%	NA
Poland	65%	35%	36%	38%	45%	44%
United States	65%	35%	39%	38%	45%	51%
New Zealand	61%	39%	NA	NA	NA	NA
Germany	60%	40%	41%	37%	42%	47%
Japan	57%	43%	38%	38%	36%	38%
Israel	56%	44%	31%	29%	NA	NA
Netherlands	55%	45%	38%	34%	NA	NA
Sweden	54%	46%	43%	40%	35%	38%

Q.

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

# 90%

2020 was a **bad year** for my country/city

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

5

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Market

Agree

Disagree

% Agree  
2019 2018

Market	Agree	Disagree	% Agree 2019	% Agree 2018
All markets	90%	10%	65%	62%
Argentina	95%	5%	86%	86%
France	95%	5%	71%	78%
South Africa	95%	5%	81%	83%
Great Britain	94%	6%	80%	72%
Turkey	94%	6%	73%	78%
United States	94%	6%	49%	53%
Belgium	93%	7%	66%	69%
Canada	93%	7%	54%	57%
Italy	93%	7%	81%	75%
Netherlands	93%	7%	37%	33%
Spain	93%	7%	79%	79%
Australia	92%	8%	61%	50%
Peru	92%	8%	71%	58%
South Korea	92%	8%	85%	80%
Chile	91%	9%	87%	58%
Hungary	91%	9%	65%	62%
Poland	91%	9%	58%	58%
Singapore	91%	9%	49%	NA
Israel	89%	11%	60%	44%
Brazil	88%	12%	74%	85%
India	88%	12%	61%	45%
Malaysia	88%	12%	57%	49%
Mexico	88%	12%	68%	74%
Russia	87%	13%	61%	68%
Sweden	87%	13%	62%	60%
Hong Kong	86%	14%	85%	NA
Japan	86%	14%	52%	52%
New Zealand	86%	14%	NA	NA
Germany	83%	17%	46%	45%
China	79%	21%	42%	30%
Saudi Arabia	74%	26%	46%	59%



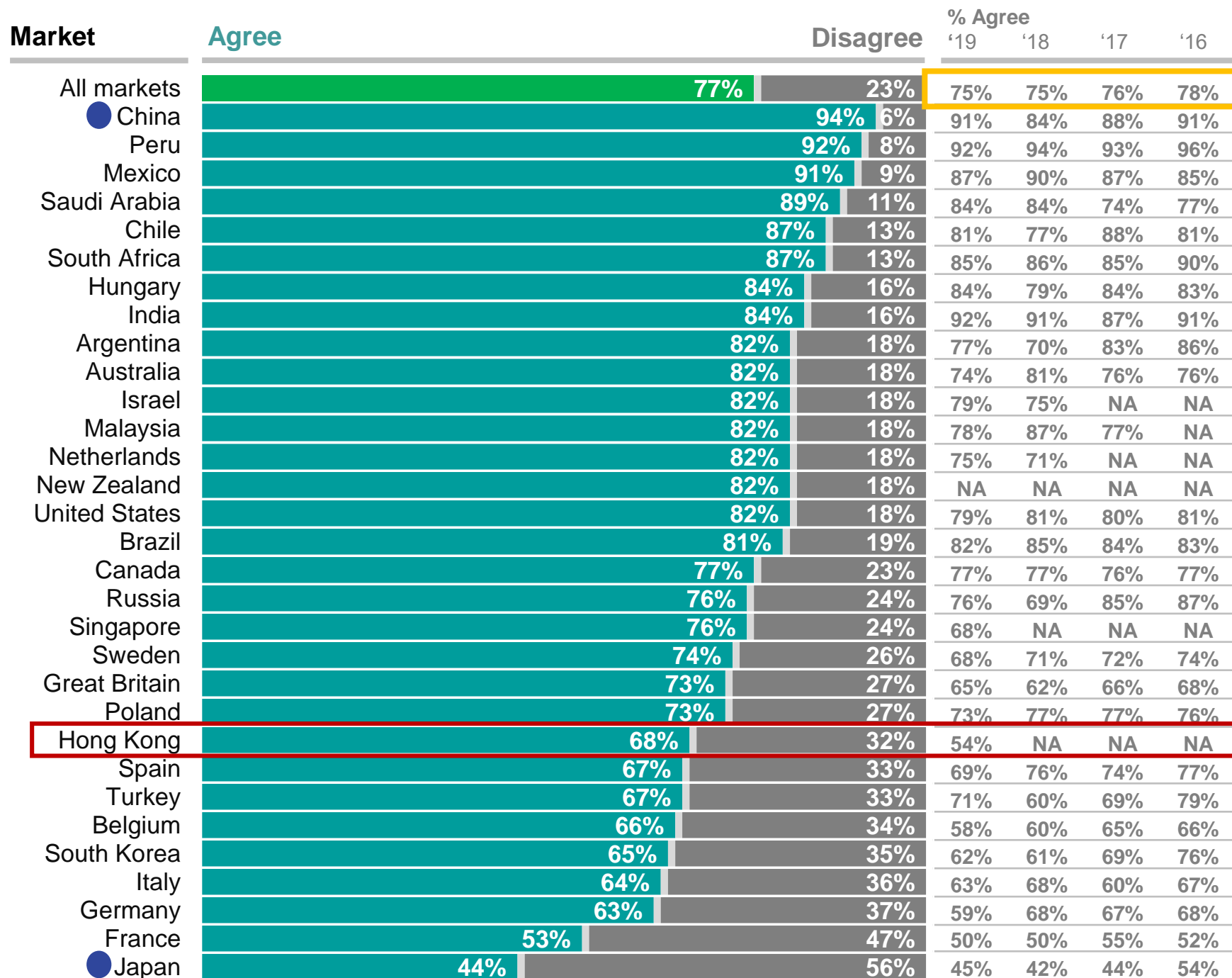
Q.

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

# 77%

I am optimistic that 2021 will be a better year for me than it was in 2020

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



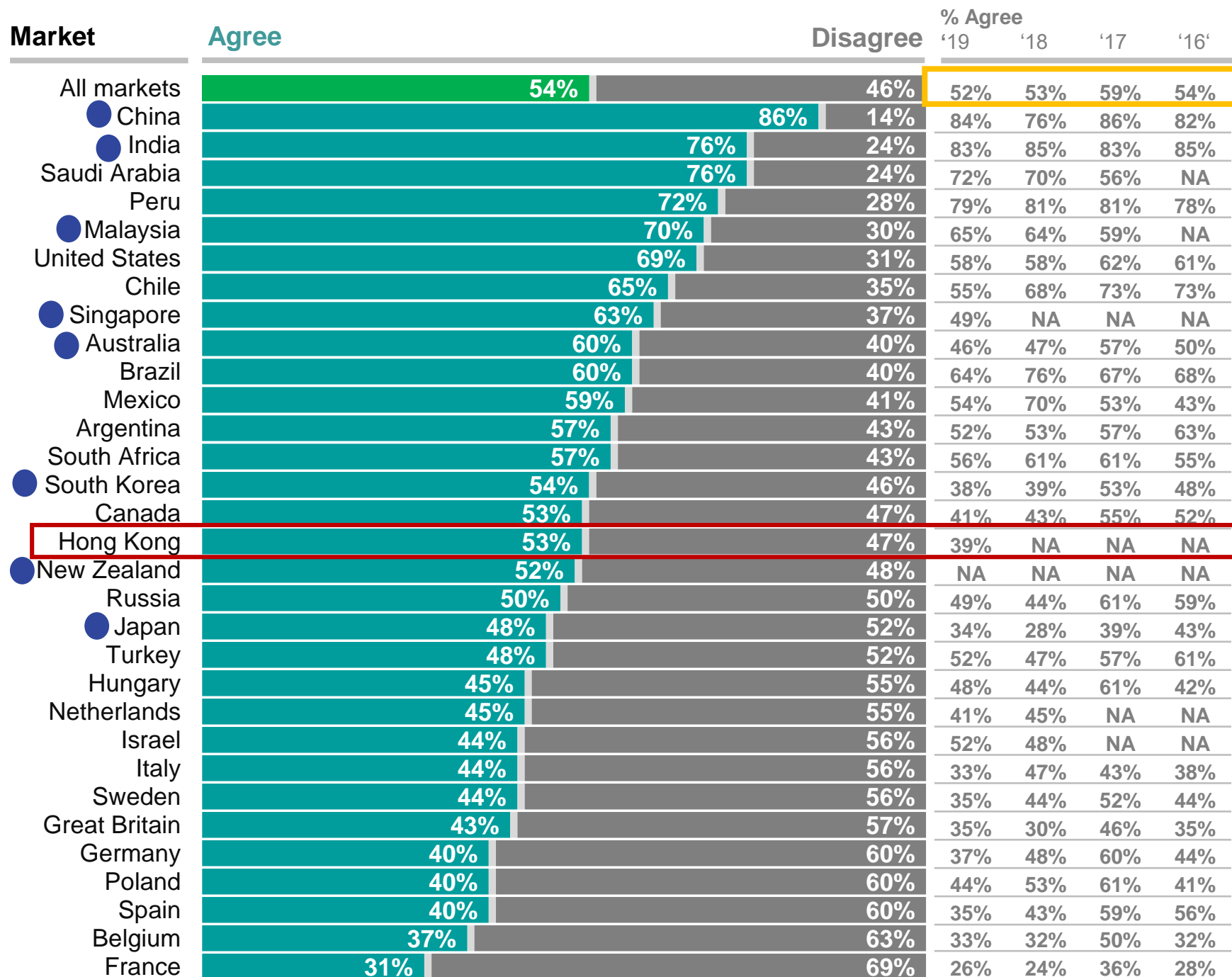
Q.

Please indicate if you agree very much, agree somewhat, disagree somewhat or disagree very much with the following statements...?

# 54%

The global economy will be stronger in 2021 than it was in 2020

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



# ON THE GROUND – THE HONG KONG OUTLOOK





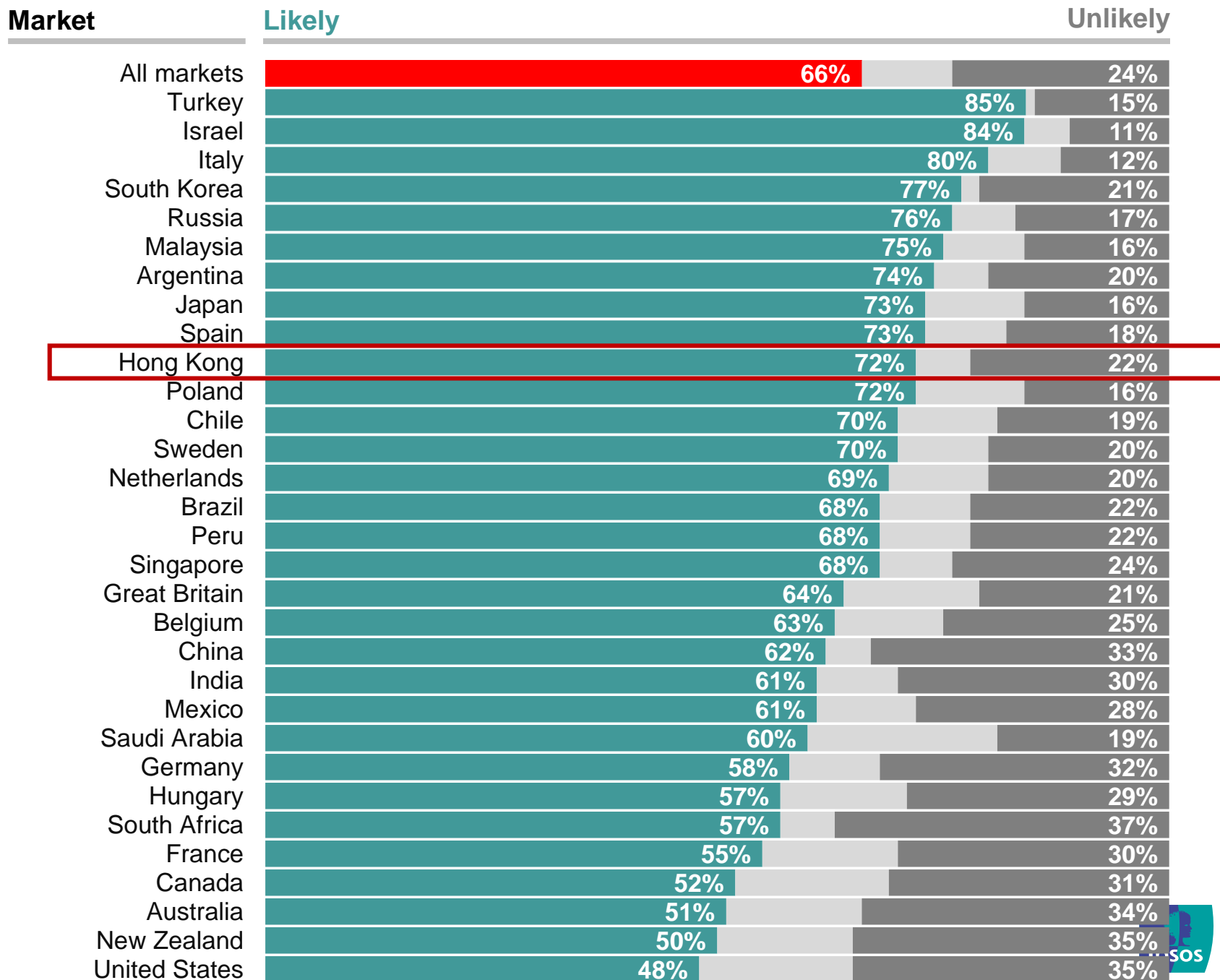
Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

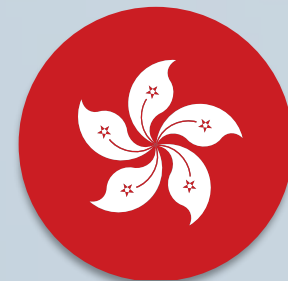
# 66%

**Income inequality** in my country/ city will increase

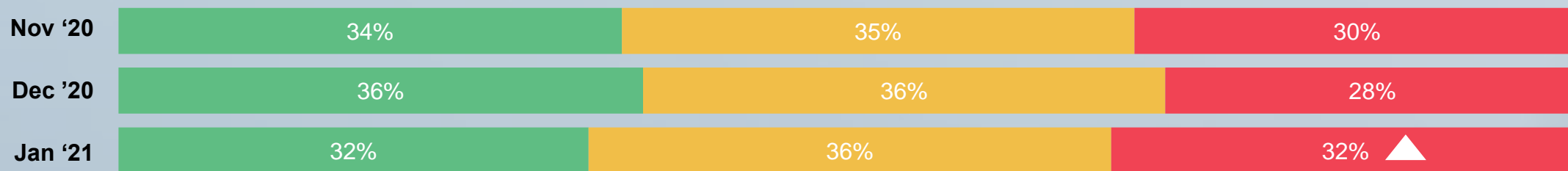
Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



# 72% of Hong Kong people expect income inequality will intensify



## IMPACT ON INCOME



■ No major impact

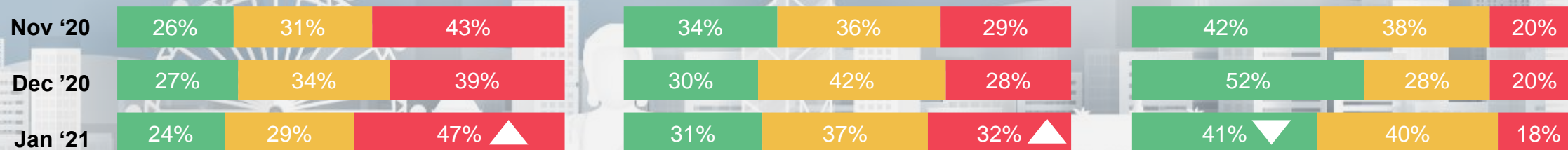
■ Remains the same as of now but would expect to be reduced

■ Earned less

### MHI <\$30,000

### MHI \$30,000-60,000

### MHI >\$60,000



Base: Nov '20: N=1,010; Dec '20: N=1,010; Jan '21: N=1,010

Ref: Is there any financial impact on your income since the outbreak of Covid-19?

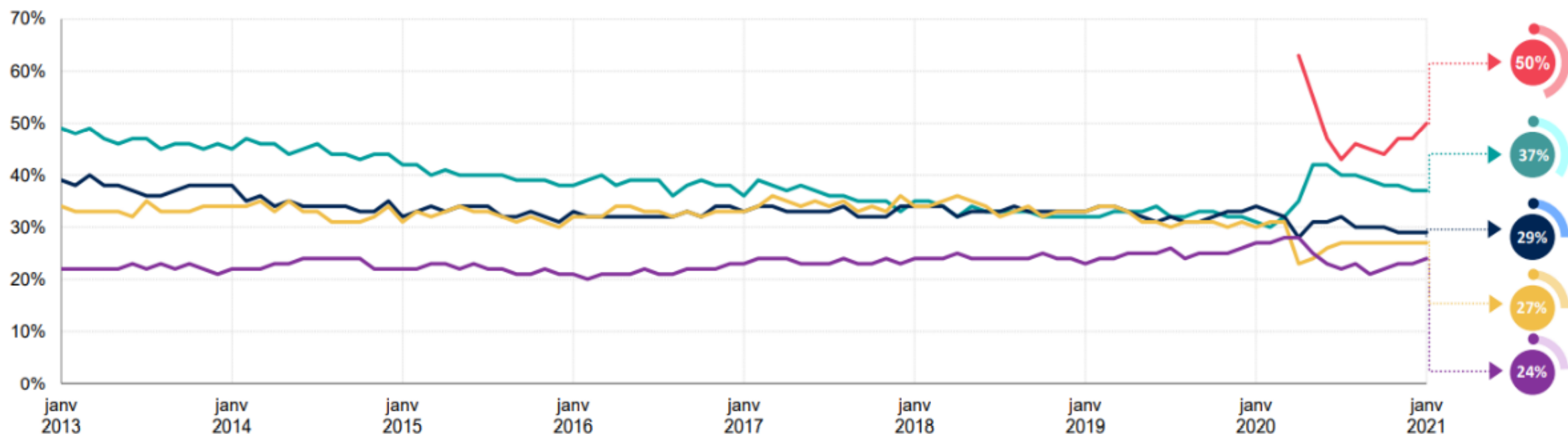
# A crisis which affects all of us

## COVID-19 – Regional Perspective





# World Worries: Long-Term Trends



**Coronavirus (COVID-19)**



**Unemployment**



**Poverty & social inequality**



**Financial/Political corruption**



**Healthcare**

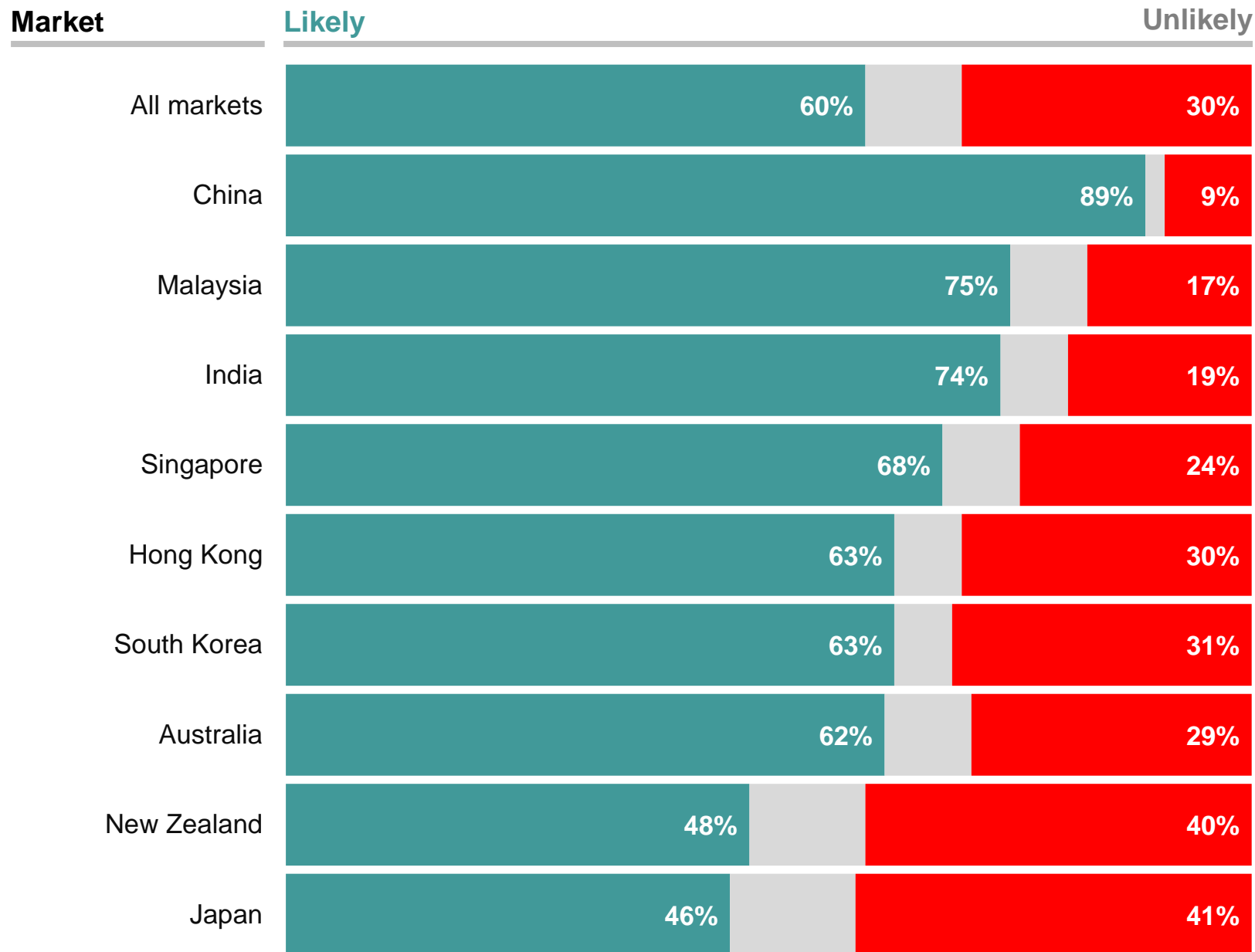
**Base:** Representative sample of 22,003 adults aged 16-74 in 27 participating countries, January 2013 - January 2021.

**Source:** Ipsos Global Advisor

Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

**A successful vaccine for COVID-19 will become widely available in my country/ city**



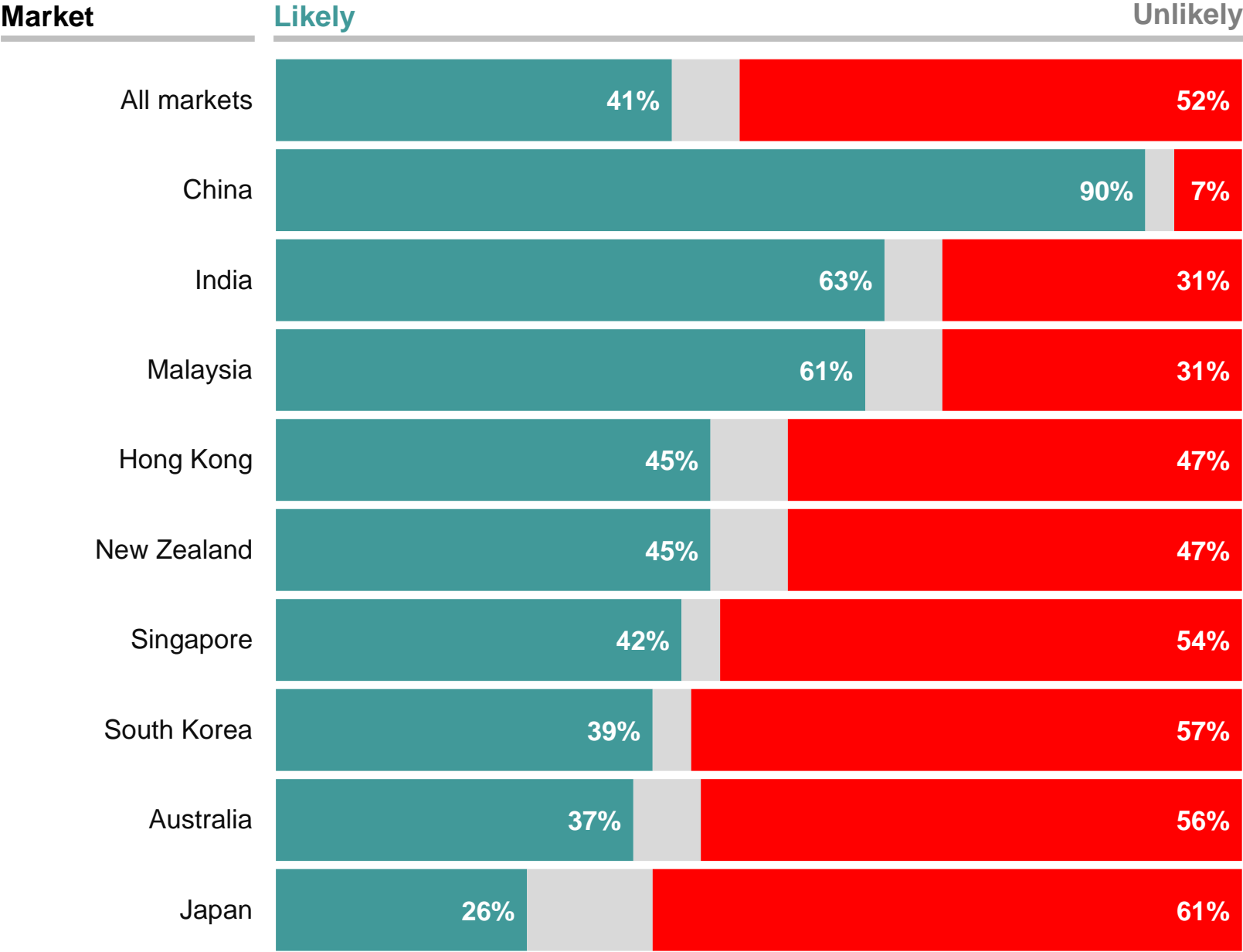
Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Life will have got back to normal after the effects of the COVID-19 pandemic in my country/ city

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

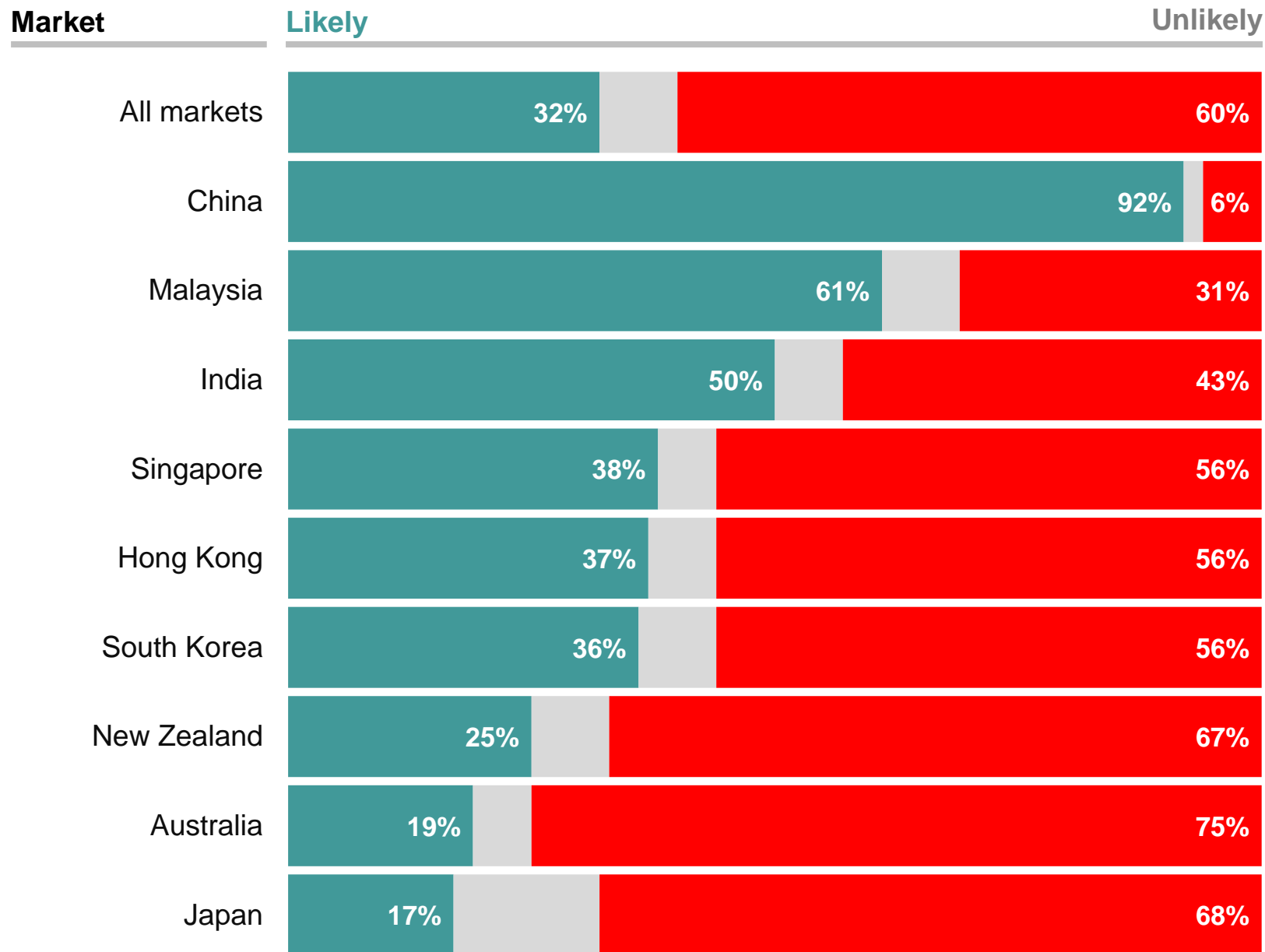




Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

**Economy in my country/ city will have fully recovered from the effects of the COVID-19 pandemic**

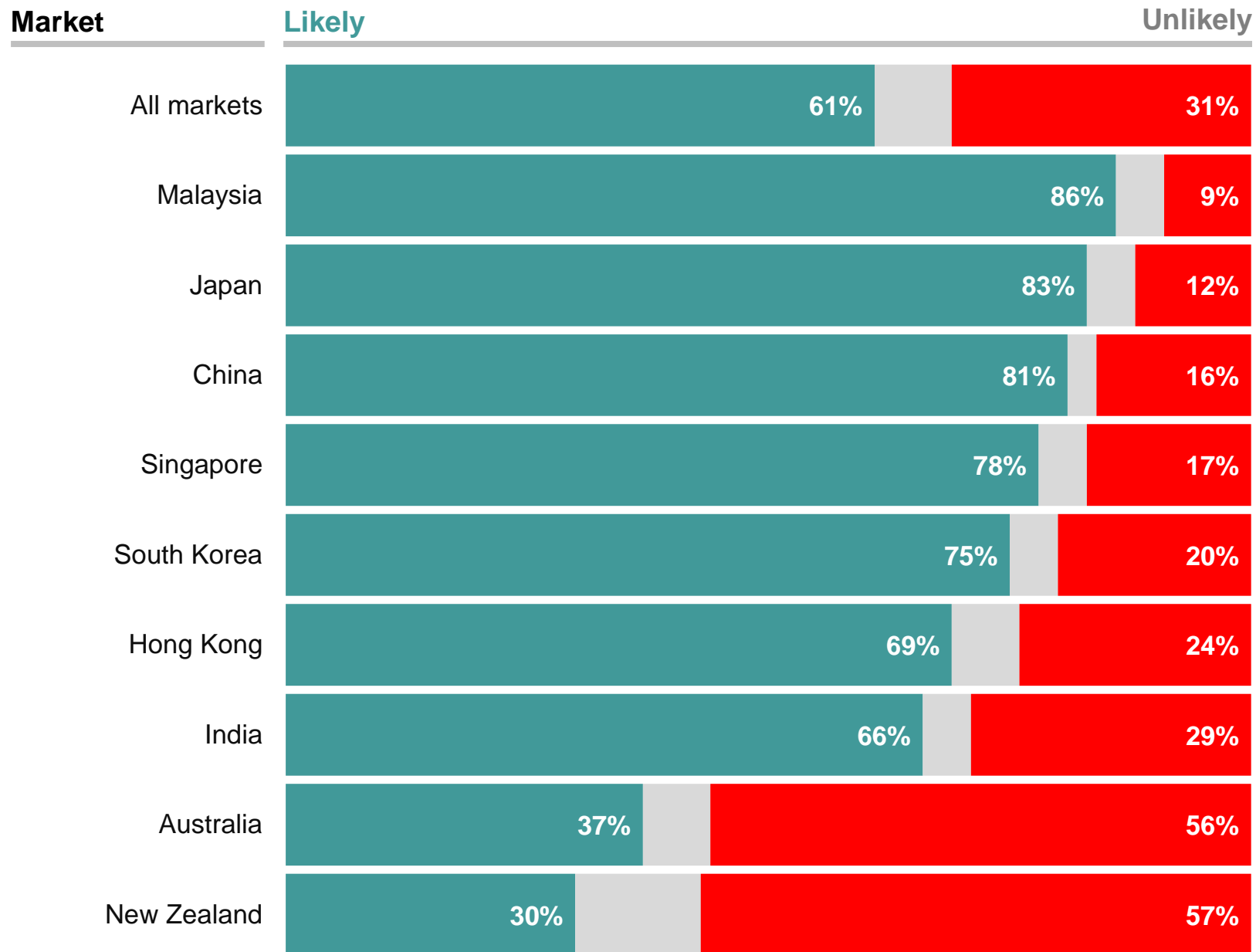


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

**Most people in my country/ city will wear a mask in public places a year from now**

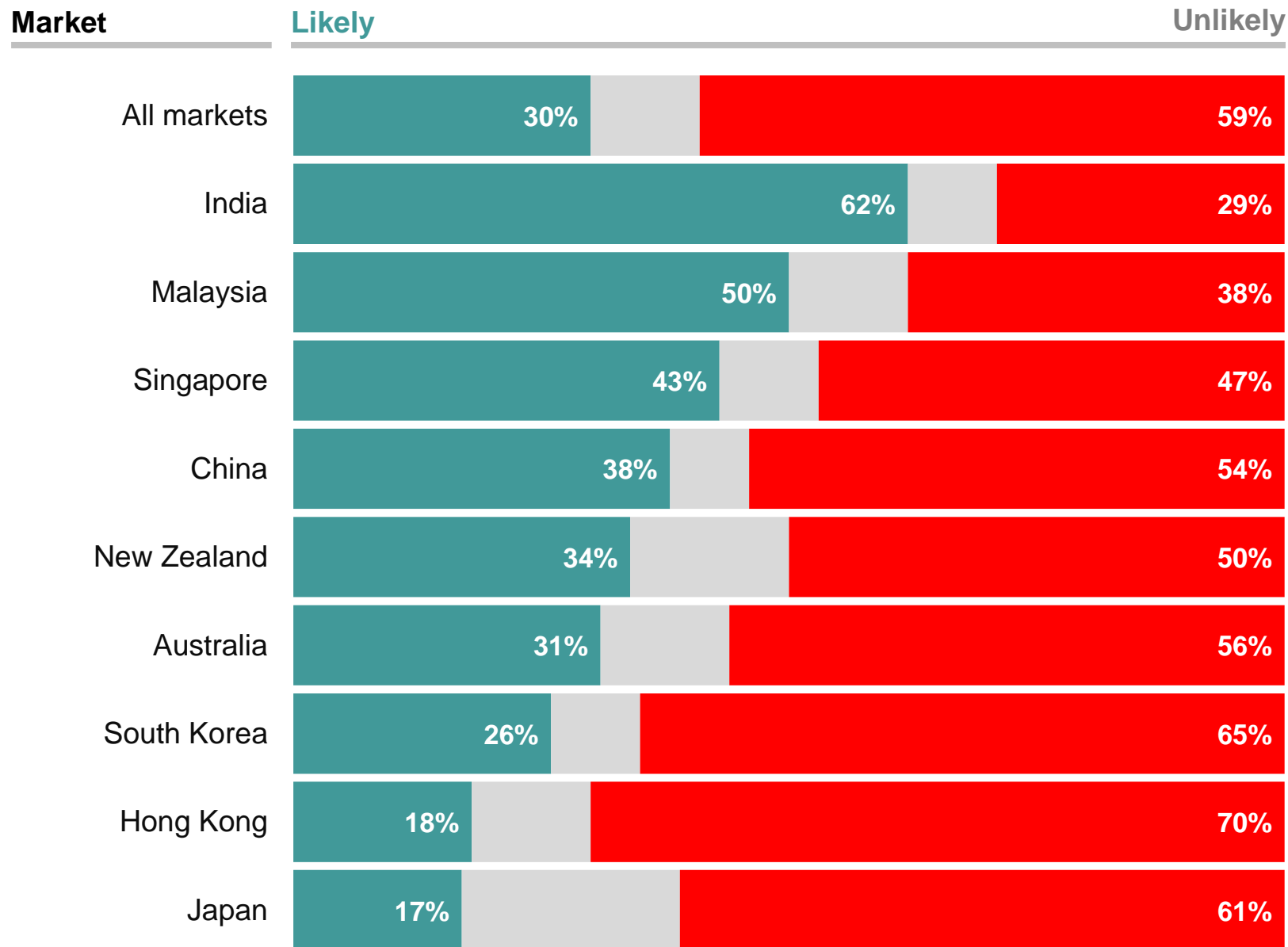


Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

**The world will change for the better because of the COVID-19 crisis**



Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

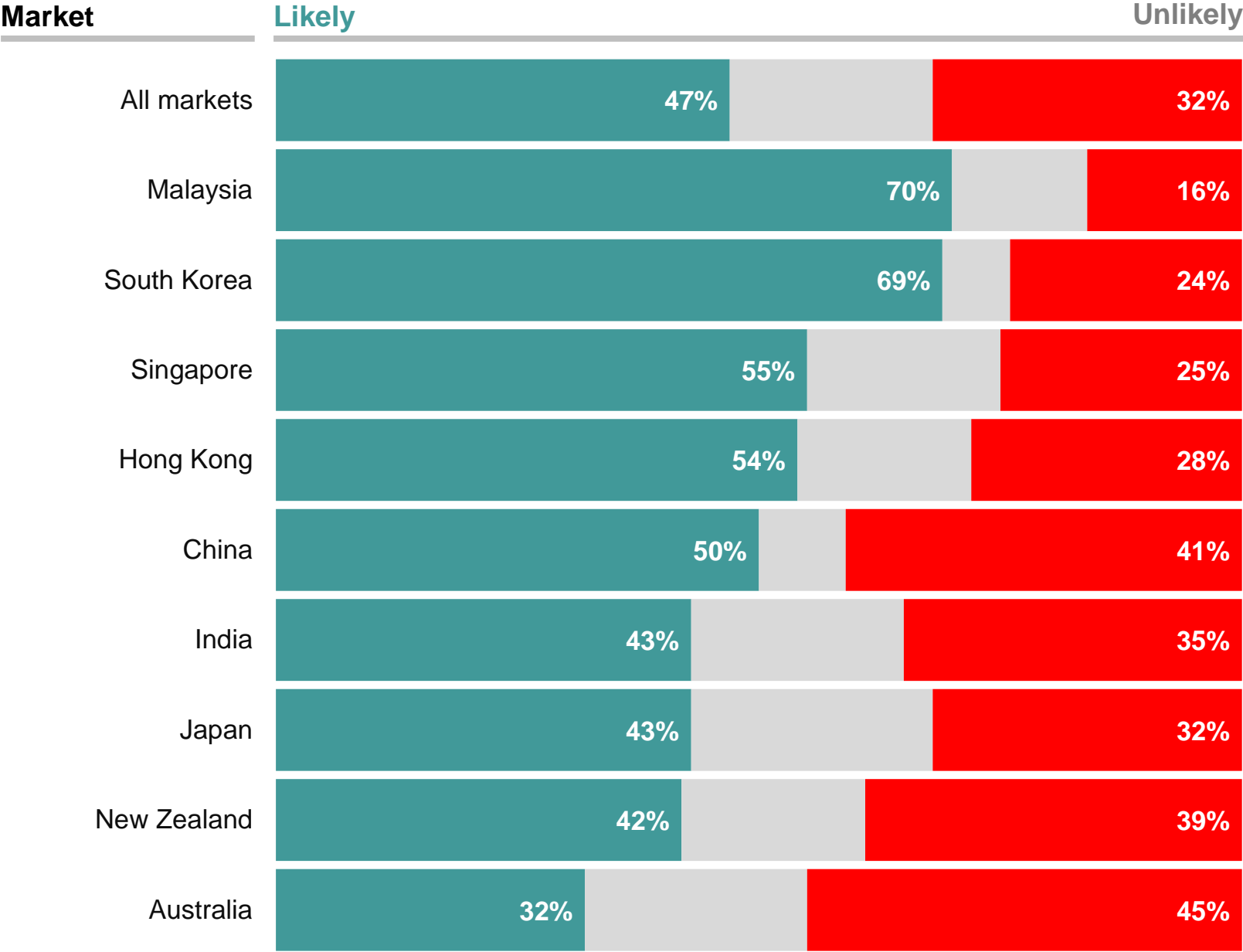


Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

There will be a new global pandemic caused by a new virus

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



# Social Responsibilities & Covid-19



**We should close the borders of Hong Kong and not allow anyone in or out until the virus is proven to be contained**



**Business should be changing their activities in a significant way to reduce the spread of the coronavirus**



**My employer has made changes in how it operates to prevent the spread of the coronavirus**



■ Strongly disagree/ Somewhat disagree

■ Don't know

■ Strongly agree/ Somewhat agree

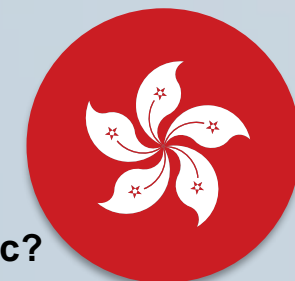
# CONSUMER SENTIMENTS AND BEHAVIOUR



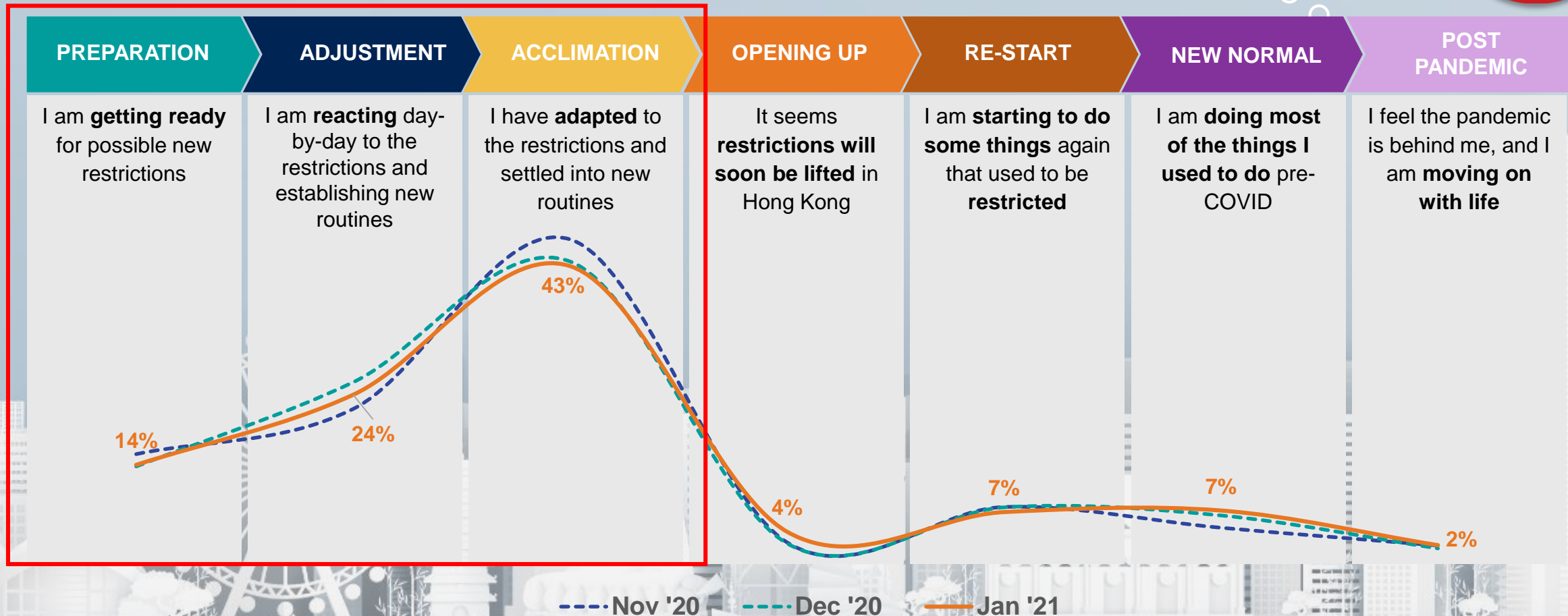
Based on a monthly consumer  
tracker in HK since March 2020



# New year, same pandemic



Which one of the following phases do you feel best describes your current situation regarding the Covid-19 pandemic?

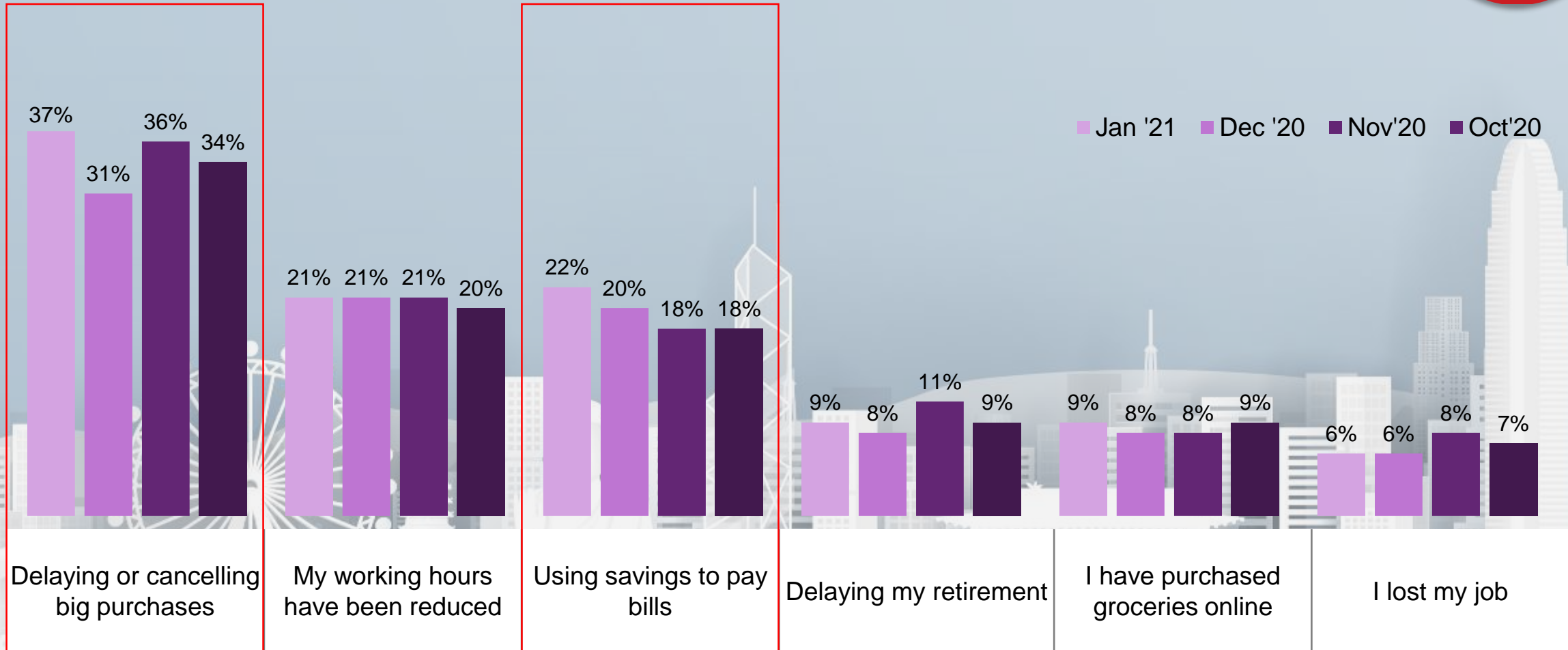


Base: Nov '20: N=1,010; Dec '20: N=1,010; Jan '21: N=1,010

Ref: There are often several phases or stages that people go through when times is hard. Which one of the following phases do you feel best describes your current situation regarding the Covid-19 pandemic?



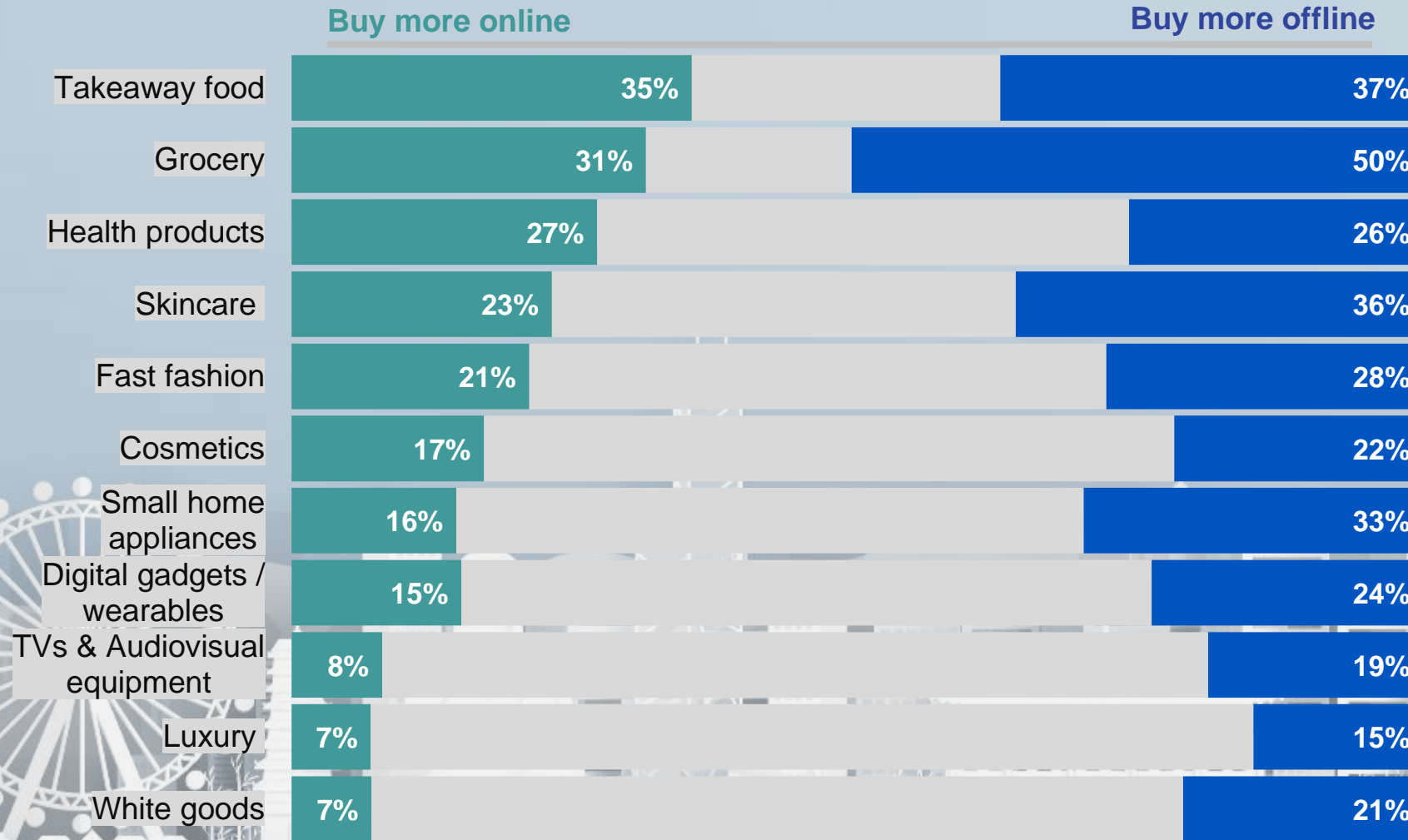
# The negative financial impact has deepened



Base: Nov '20: N=1,010; Dec '20: N=1,010; Jan '21: N=1,010

Ref: Please indicate how you plan for your investment and saving strategy during current social and economic situation.

# More Online or More Offline in 2021



Base: Jan '21: N=1,010

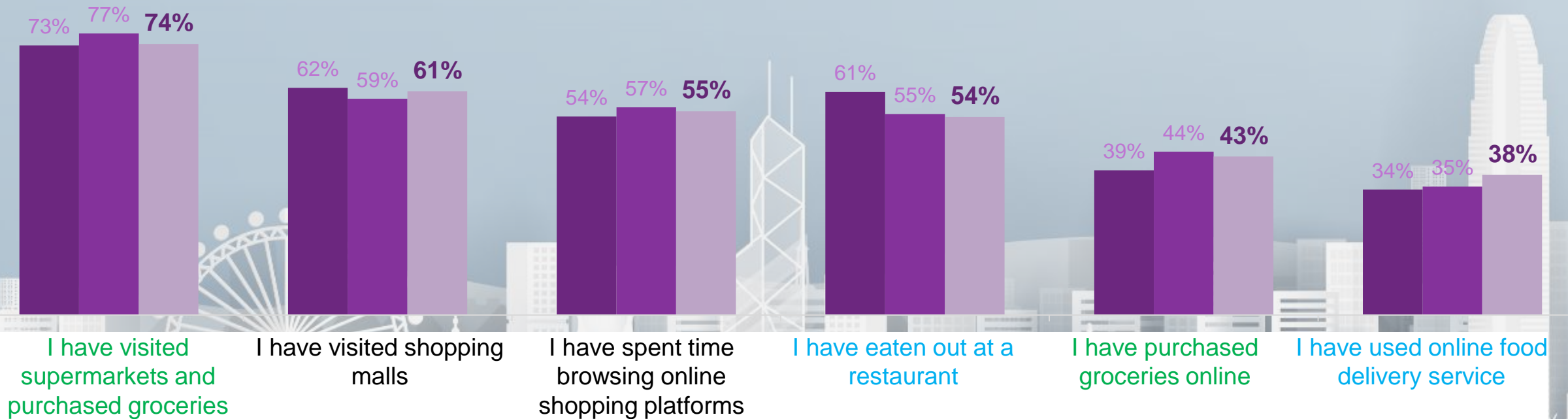
Ref: Please indicate how you plan for your investment and saving strategy during current social and economic situation.

# Behavior Speaks for Itself



## PAST 4 WEEKS INCIDENCE

■ Nov '20 ■ Dec '20 ■ Jan '21



Base: Nov '20: N=1,010; Dec '20: N=1,010; Jan '21: N=1,010

Ref: Have you done any of the following over the past 4 weeks? Please select all that apply...



# ON THE GROUND – ONLINE PURCHASE





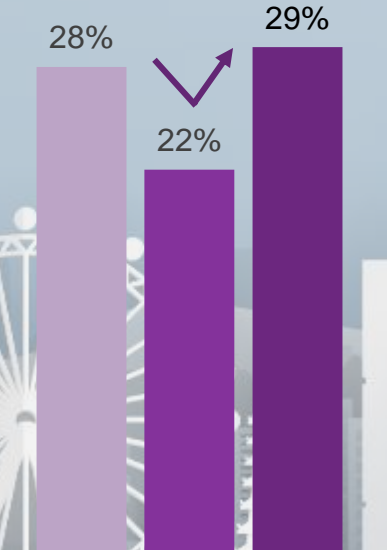
# Investment Sentiment



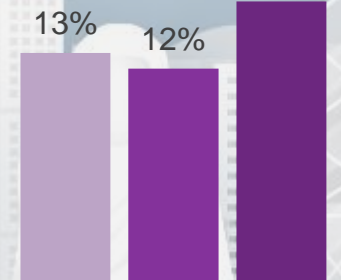
I will not invest in anything and keep cash savings only



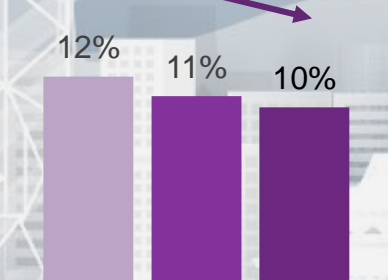
I invested/ plan to invest in stocks during the slump for potential gains later



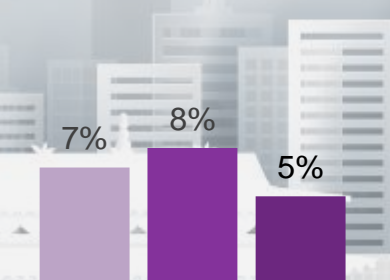
I plan to buy (more) protection products with savings, and medical coverage



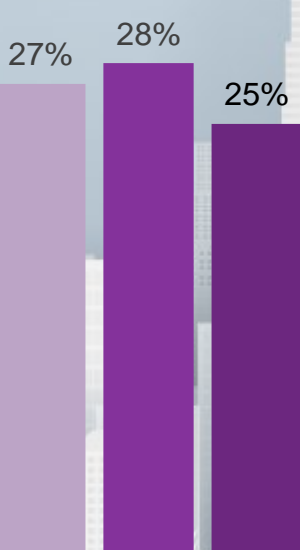
I plan to move abroad



I invested/ plan to invest in properties as price has gone down now



I will do nothing



■ Nov '20 ■ Dec '20 ■ Jan '21

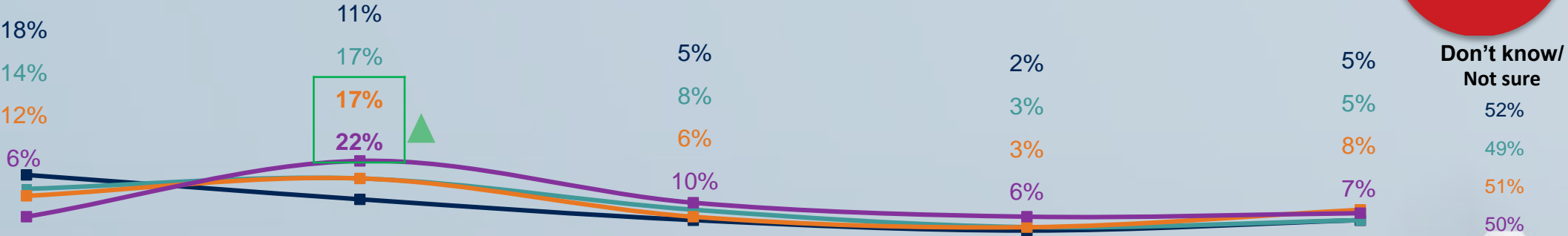
Base: Nov '20: N=1,010; Dec '20: N=1,010; Jan '21: N=1,010

Ref: Please indicate how you plan for your investment and saving strategy during current social and economic situation.

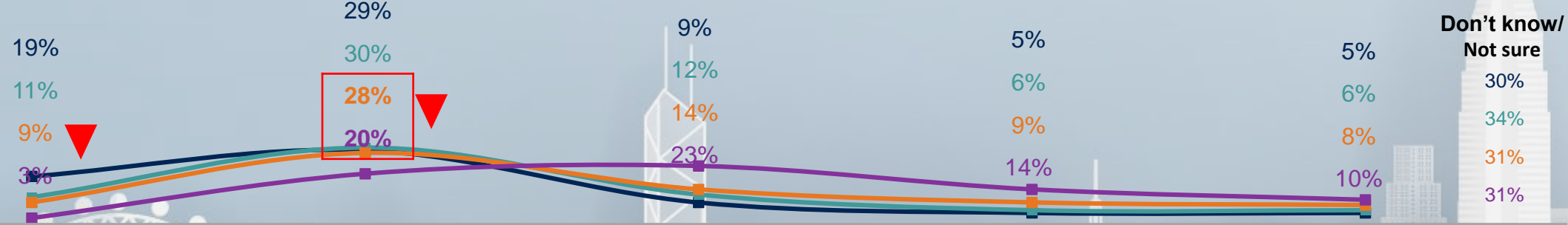
# Prolonged pandemic defers travel plans further



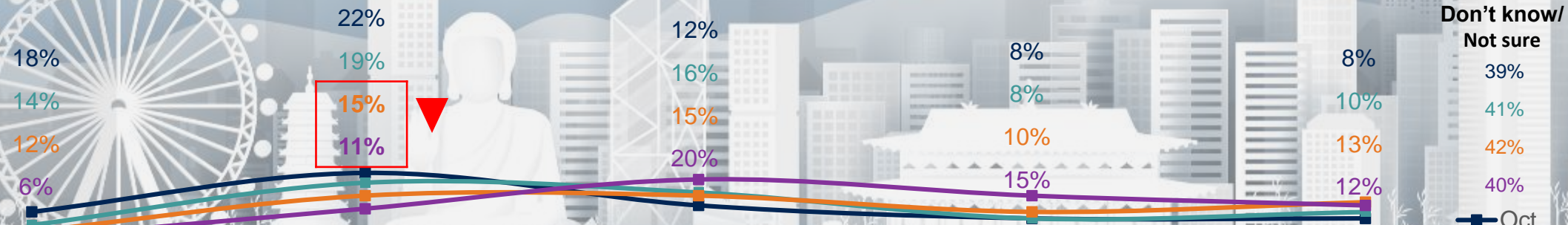
Mainland



Short haul



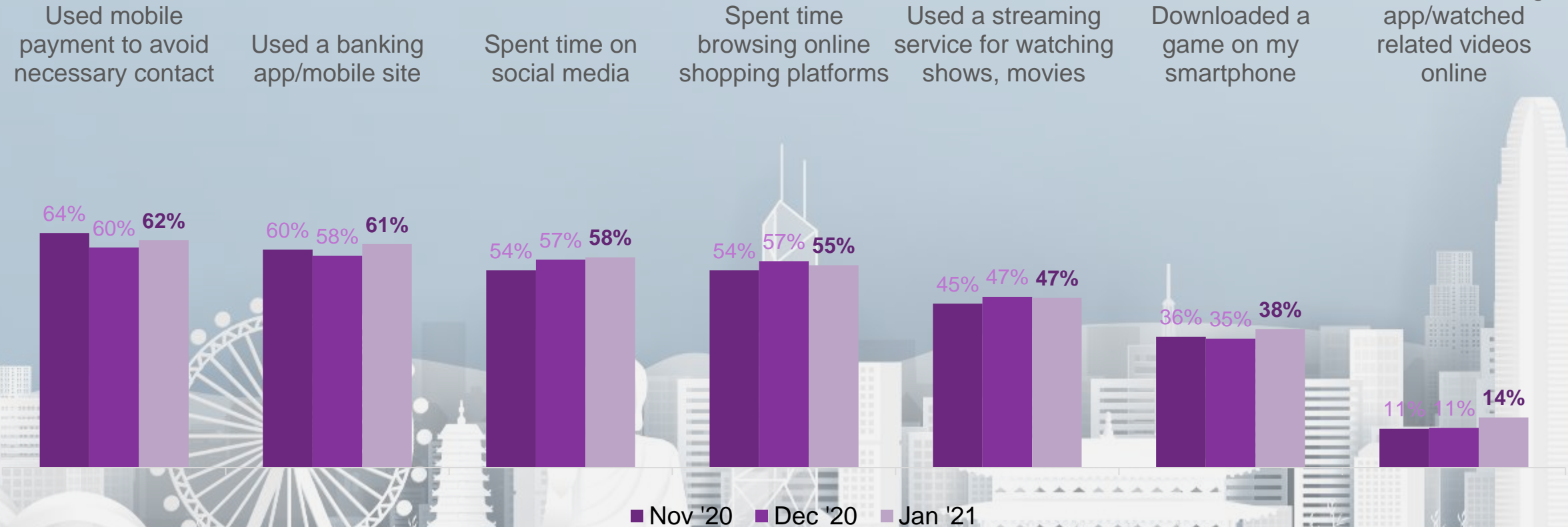
Long haul



# Digital Adoption



## PAST 4 WEEKS INCIDENCE



Base: Nov '20: N=1,010; Dec '20: N=1,010; Jan '21: N=1,010  
Ref: Have you done any of the following over the past 4 weeks? Please select all that apply...



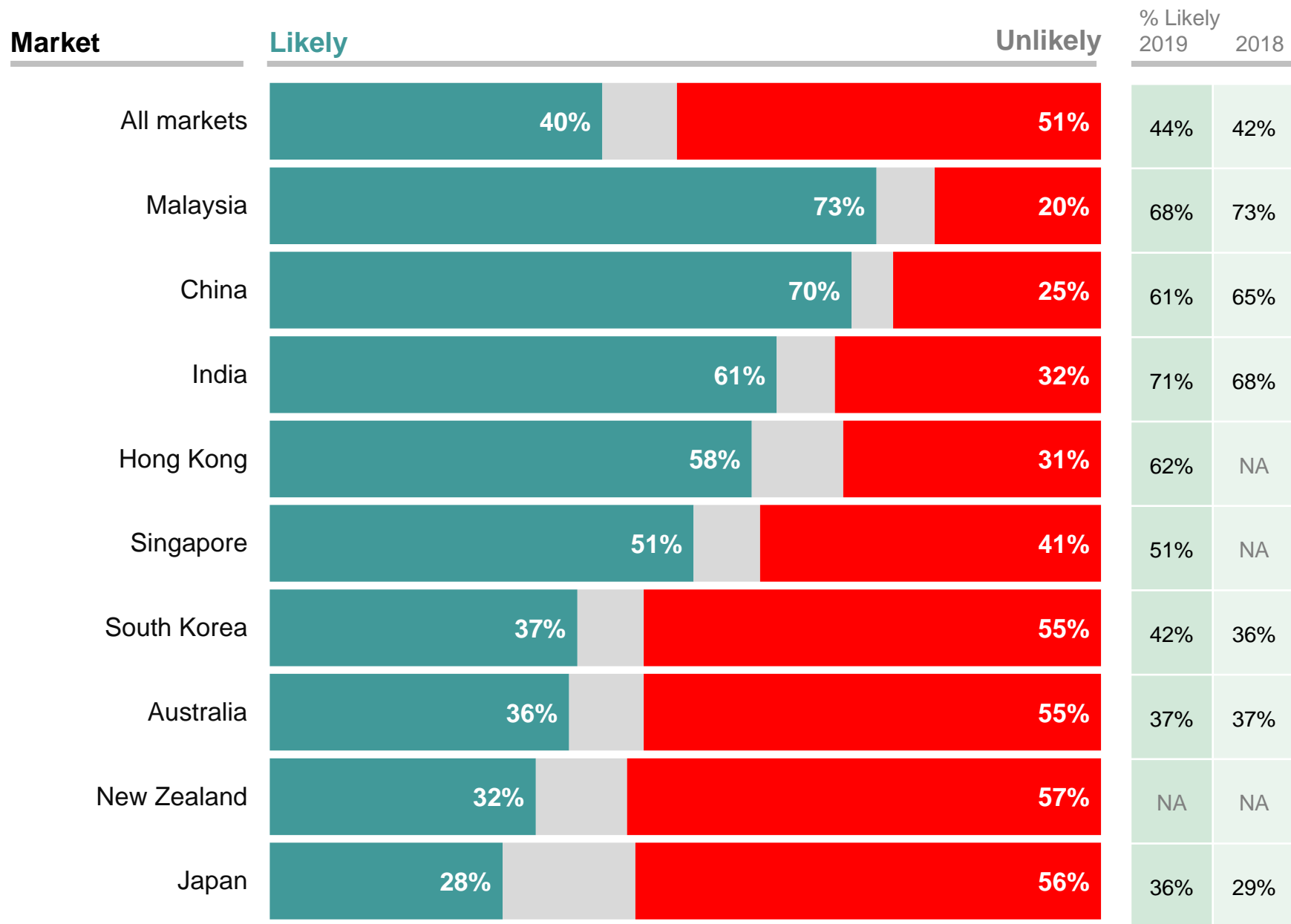
# PERSONAL & GLOBAL CHALLENGES



Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

**Women will be paid the same as men for the same work**



Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

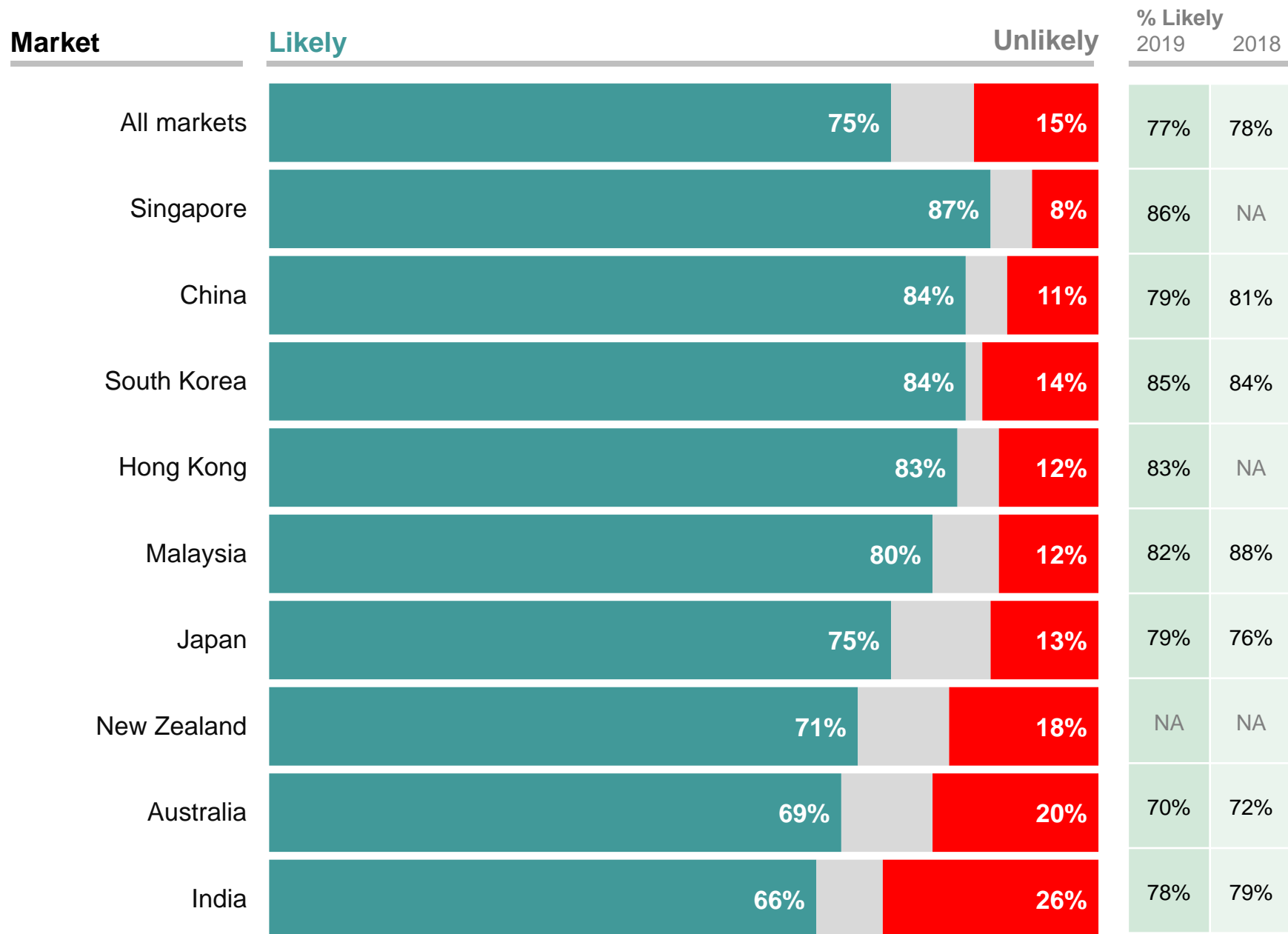


Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

## Average global temperatures will increase

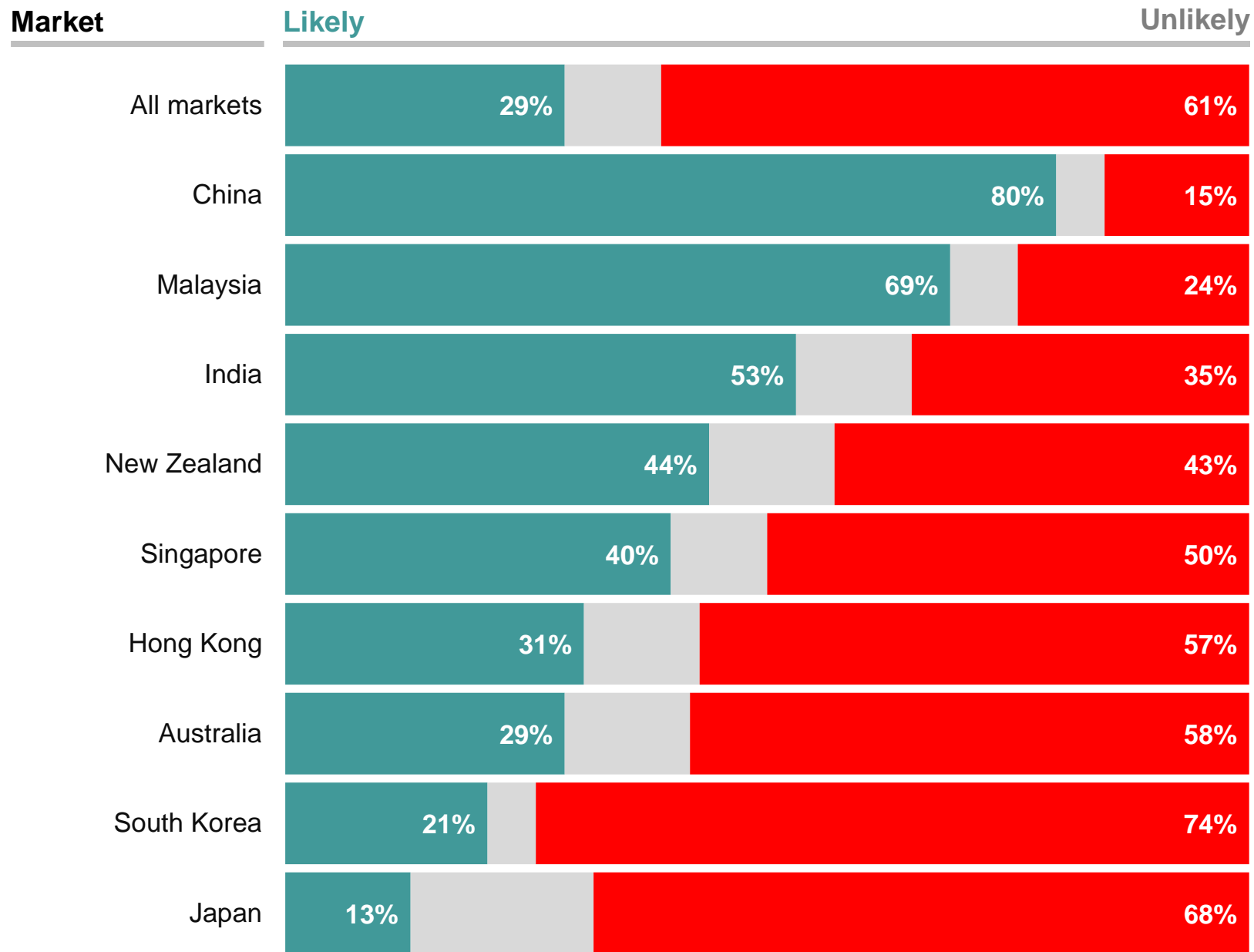
Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.



Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

**People in my country/ city will become more tolerant of each other**



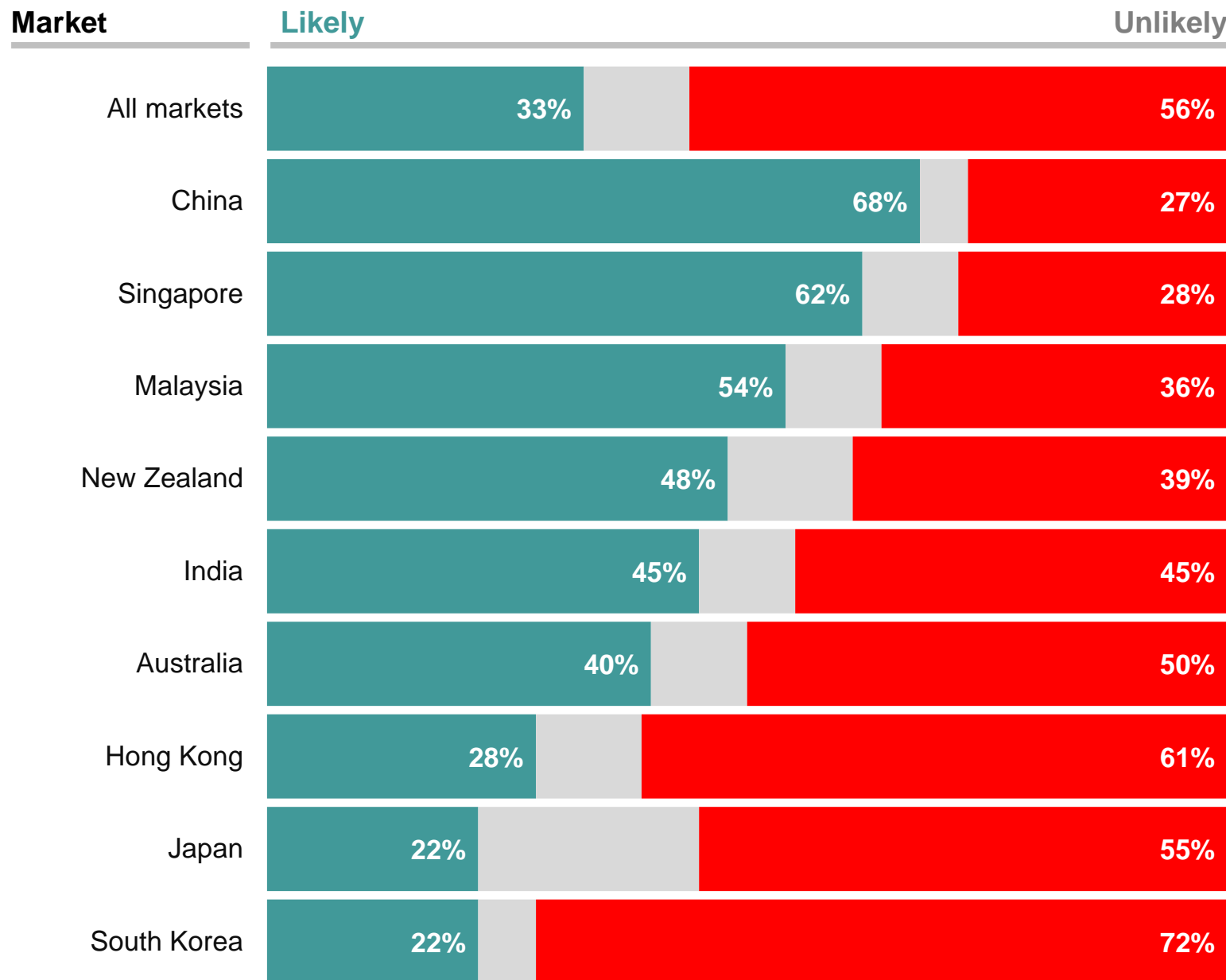
Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

**Police in my country/ city will treat all people equally regardless of their differences**

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.

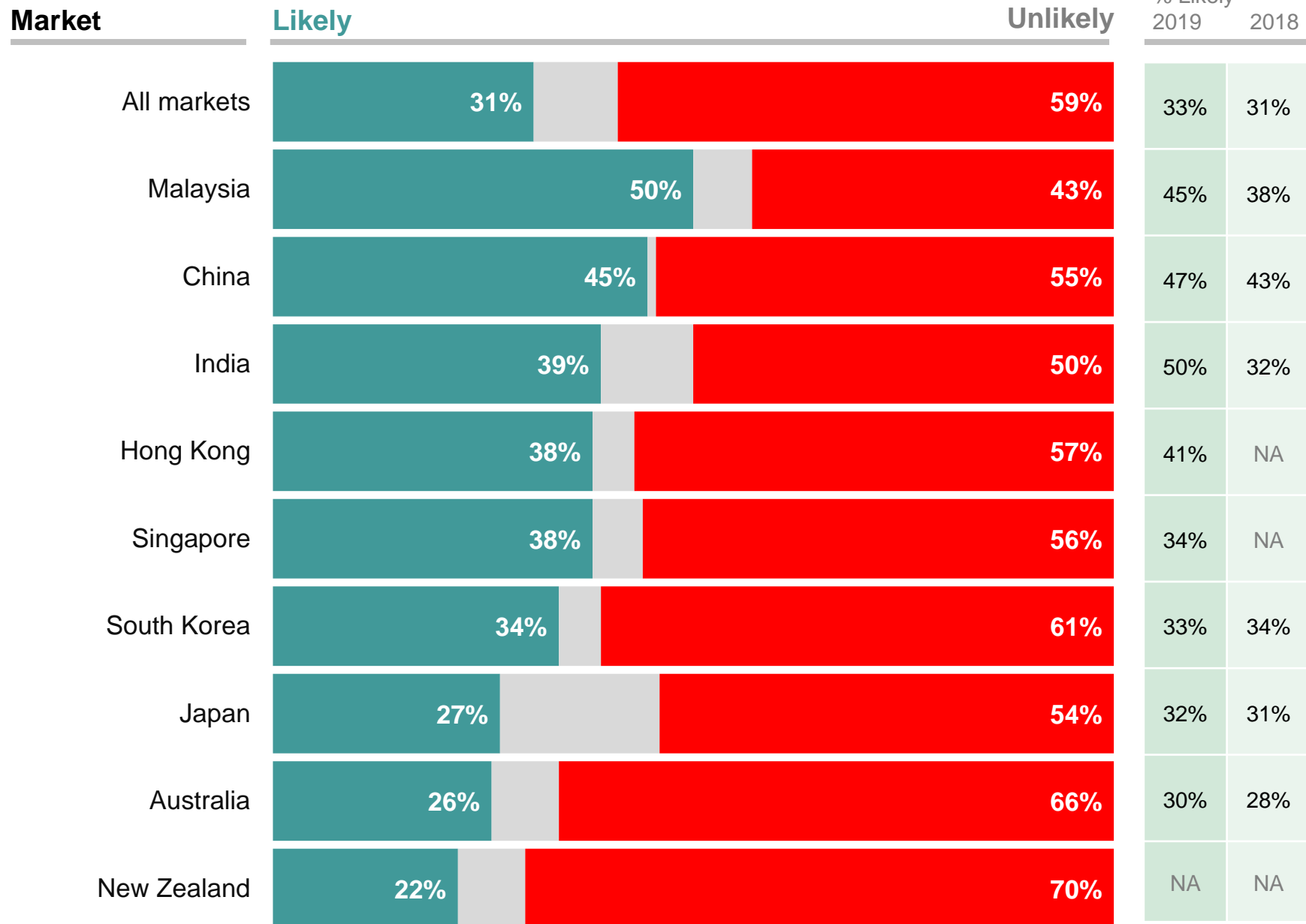


Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

**I will feel lonely most of the time**

Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.





# I have socialized with friends and family in person



## PAST 4 WEEKS INCIDENCE

■ Nov '20   ■ Dec '20   ■ Jan '21

43%

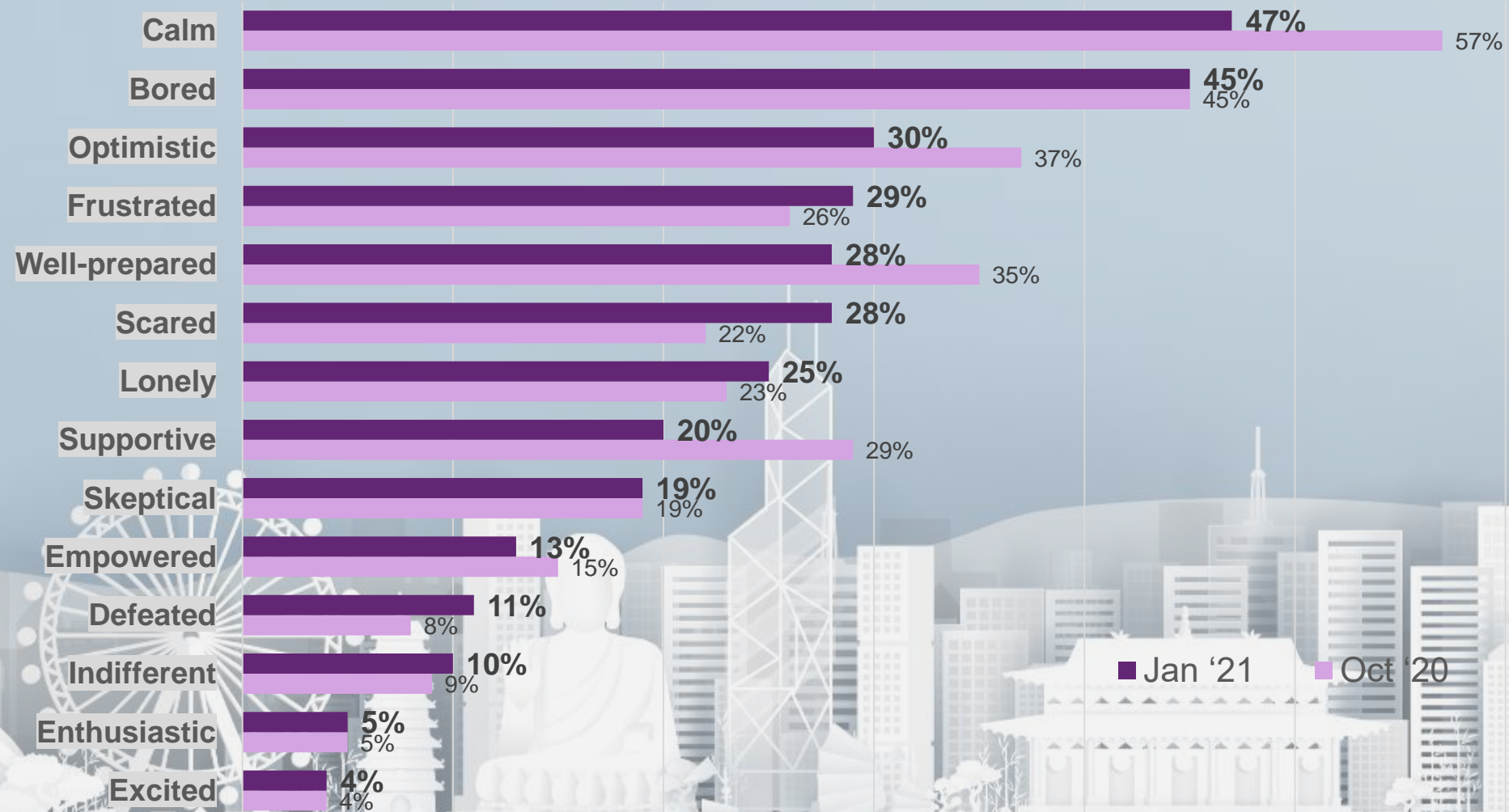
39%

36%

Base: Nov '20: N=1,010; Dec '20: N=1,010; Jan '21: N=1,010

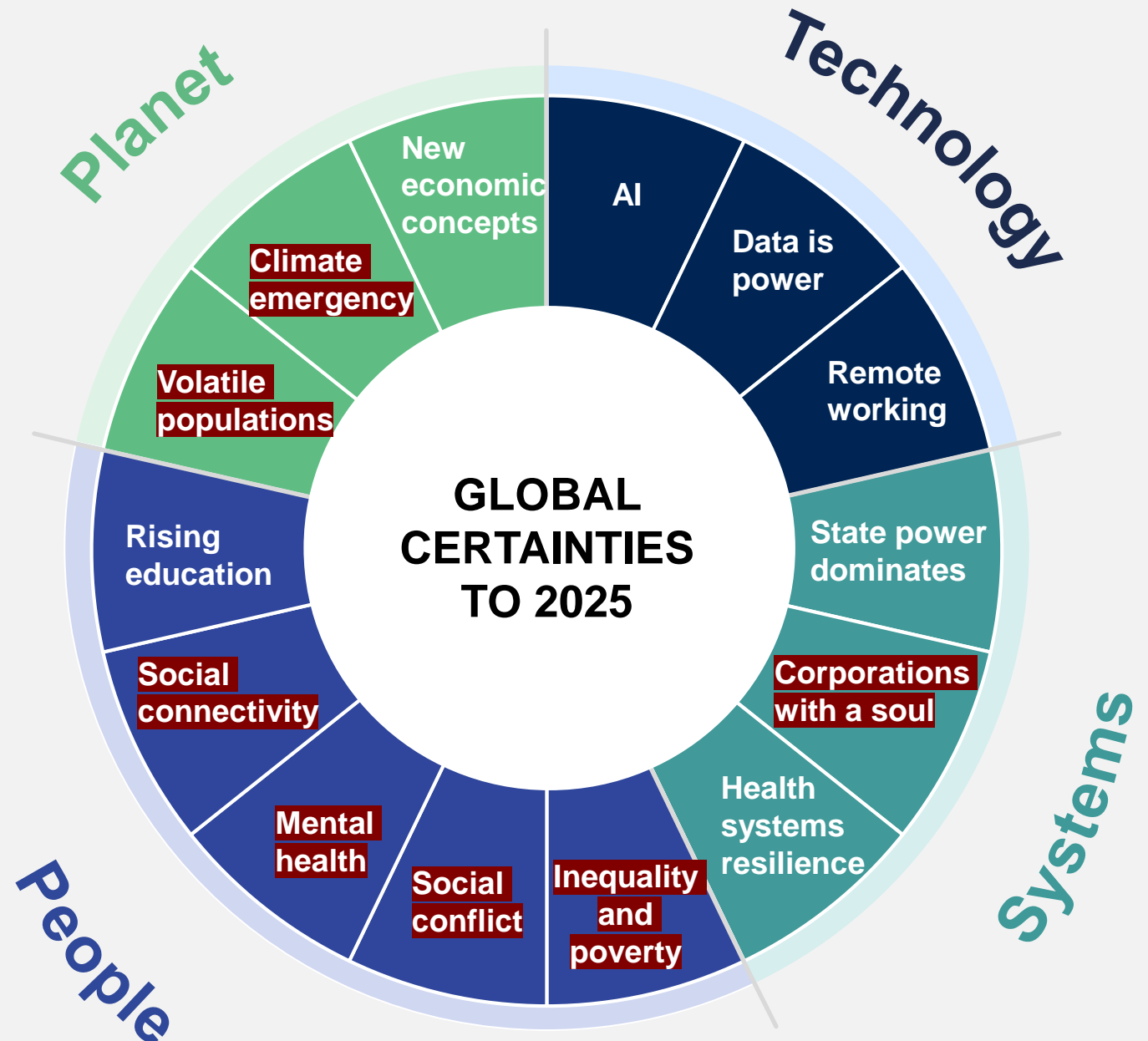
Ref: Have you done any of the following over the past 4 weeks? Please select all that apply...

# Current State of Mind



Base: Oct '20: N=1,010; Jan '21: N=1,010  
Ref: Which of the following describe your current state of mind?

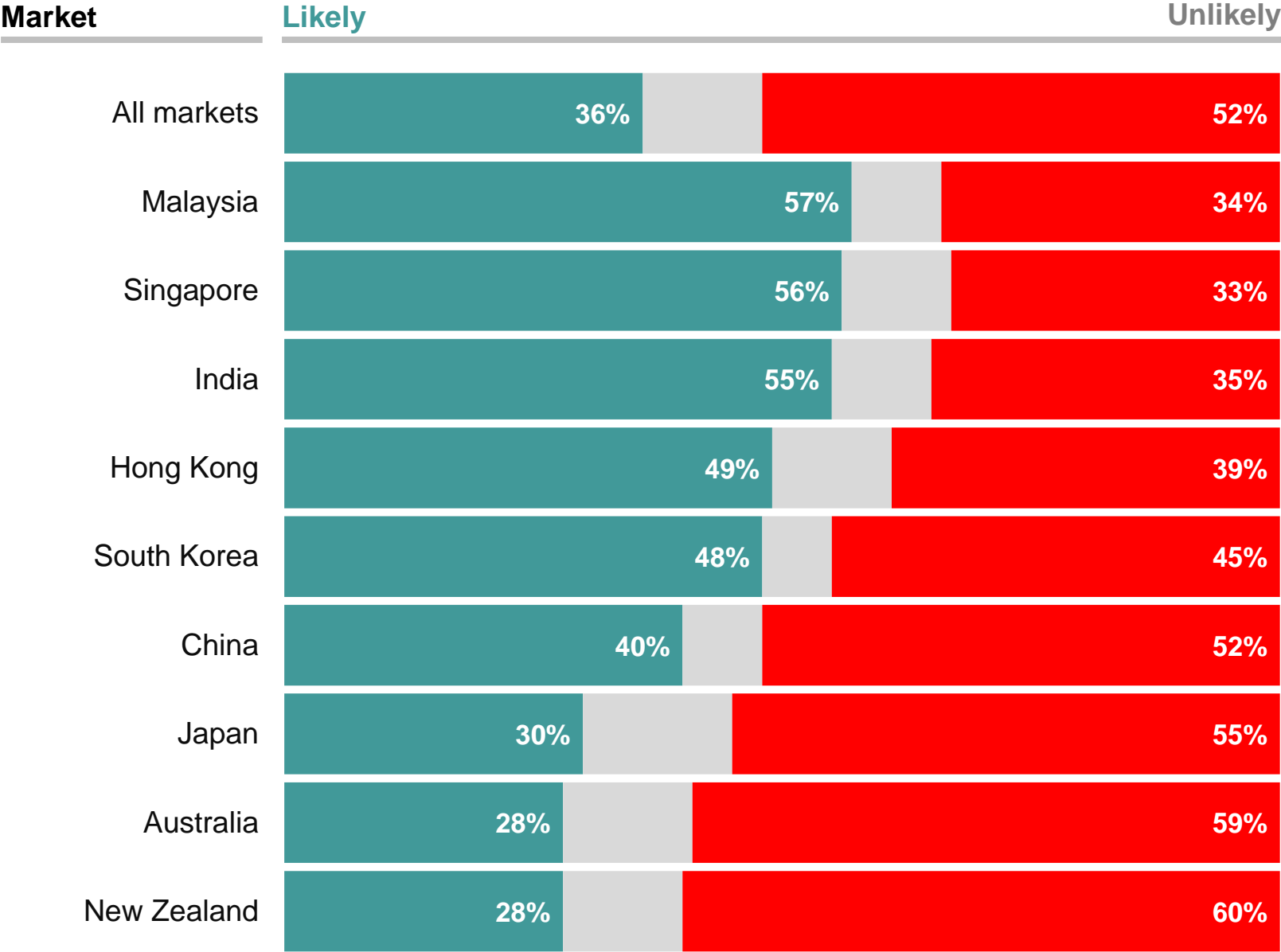
# These things are certain



Q.

For each of the following, please tell me how likely or unlikely you think they are to happen.... ?

Robots will look like, think like and speak like humans



Base: c. 15,700 online interviews across 31 markets, 23 October – 6 November 2020.





# THANK YOU

