

**IPSOS
HONG KONG
NEW NORMAL
TRACKER**

HONG KONG'S GEN Z: BRUISED BUT NOT BEATEN

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GAME CHANGERS

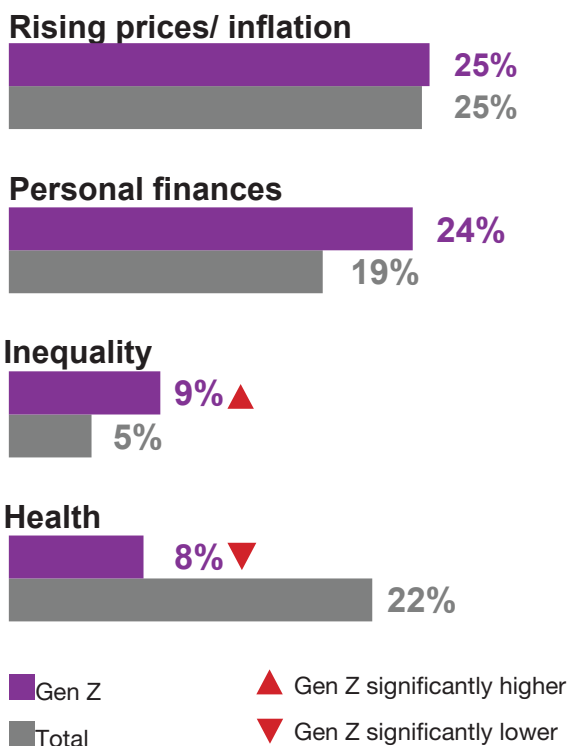




Our latest *New Normal** data show that, like everyone else in Hong Kong, the cost of living is the main concern for Hong Kong's Gen Z. Unlike everyone else, though, this generation worries more about personal finances and inequality (see Figure 1). This is because the combination of covid-19 and other macro factors has had a particularly detrimental impact on this young cohort: While 72% of Hong Kong's residents have seen their incomes stabilise over the previous three months, only 60% of Gen Z can say the same. In fact, three in 10 Gen Z are earning less now than they did three months ago, compared to just over two in 10 Hong Kongers. Underpinning this is the fact that Gen Z are twice as likely to be working part-time than other Hong Kongers (16% vs. 7%).

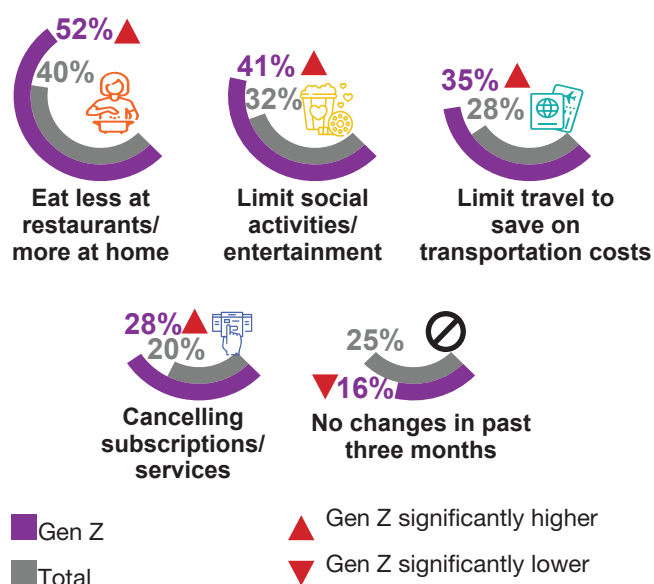
This is making Gen Z more cautious about spending than their older counterparts. They are more likely to cut down on eating out and social activities, transportation and subscriptions (see Figure 2). Only 16% of Gen Z do not feel in need to make adjustments to their lifestyle to save money, compared to 25% among the general population.

**FIGURE 1:
TOP THREE CONCERNS**



Q: There are a number of challenges we may face today. Which of these concerns you the most?
Source: Ipsos The New Normal survey | April 2023 | Base: N = 1,000

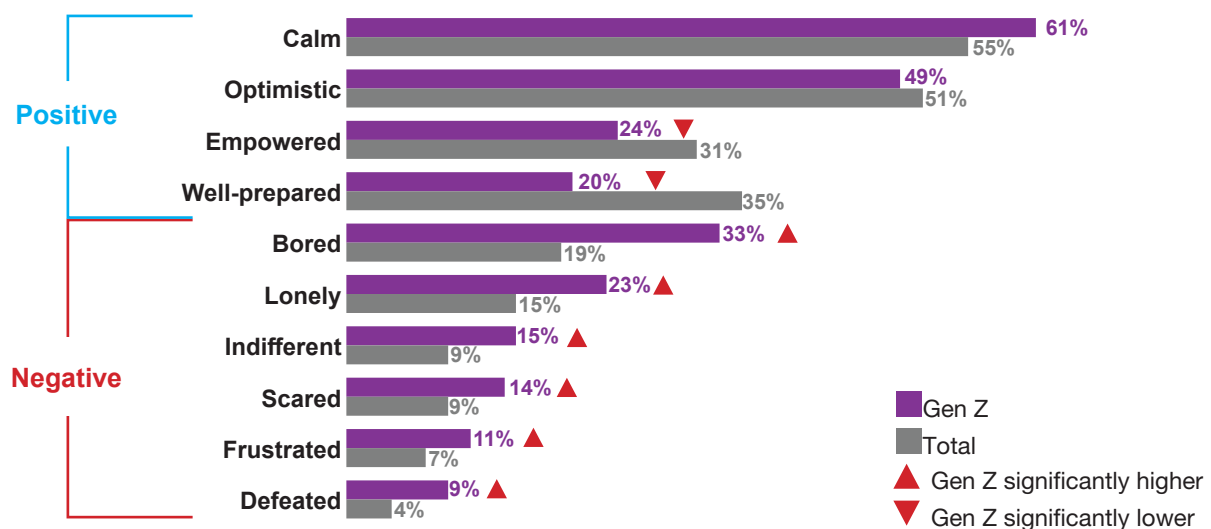
**FIGURE 2:
LIVING ON A BUDGET**



Q: And have you done any of the following in the past 3 months to help manage costs? Select all that apply
Source: Ipsos The New Normal survey | December 2022, April 2023 | Base: N = 1,000 per wave

It is therefore no surprising that Gen Z's state of mind is not as positive as that of the rest of the Territory's residents. While the lifting of the last covid-related restrictions and the reopening of Hong Kong borders in January have lifted everyone spirits, Gen Z feel less empowered and prepared to move on. Instead, they report higher levels of loneliness, fear and frustration. This is so because this cohort, who are trying to make a place for themselves in the world, seem to have been particularly impacted by the events of the past couple of years. There may be a higher risk of ill mental health among this group.

**FIGURE 3:
FEELING GOOD BUT NOT TOO GOOD**



Q: Which of these words describe your state of mind right now? Please select at least 3 and up to a maximum of 8 responses.
Source: Ipsos The New Normal survey | September and December 2022, April 2023 | Base: N = 1,000 per wave

All this said, Gen Z are more optimistic about their future: 21% believe their disposable income will rise over the course of the year, vs. 14% for Hong Kong's general population. In line with this, 15% of Gen Z also believe their standard of living will improve, vs. 10% of the general population. How will Gen Z achieve this? By looking for new jobs: they are almost twice as likely as other people (28% vs. 15%) to look for a new job over the course of the year.

This should provide food for thought for businesses and policymakers. From a public policy standpoint, what can be done to support this younger cohort and make them feel more empowered, particularly during this difficult economic period? From a business perspective, whether a brand is trying to sell its products or services to Gen Z, or is seeking to recruit and retrain them as part of its workforce, it is worth thinking about Gen Z's expectations, the context in which they live their lives, and how it can engage them with empathy.

(*) Ipsos Hong Kong New Normal Tracker monitors changes in consumer sentiment and behaviour in response to the dynamic environment of Hong Kong SAR. Data were collected monthly between April 2020 and June 2021, and quarterly thereafter. Additional markets/ questions available upon request.

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IPSOS HONG KONG NEW NORMAL TRACKER

This tracking programme monitors changes in consumer sentiment and behaviour in response to the COVID-19 pandemic. Data were collected monthly between April 2020 and June 2021, and quarterly thereafter. Additional markets/ questions available upon request.



Market coverage

The survey is administered in Hong Kong



Timing

Fieldwork conducted quarterly



Sample size

1,000+ interviews, general adult population



Pricing & additional data

Available on request