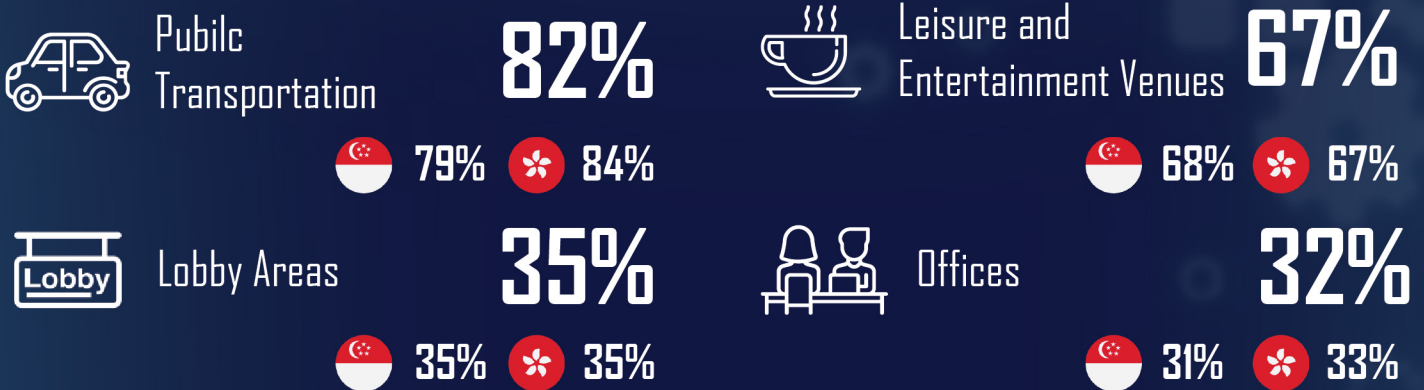


# ASIA CONSUMER CONFIDENCE INDEX

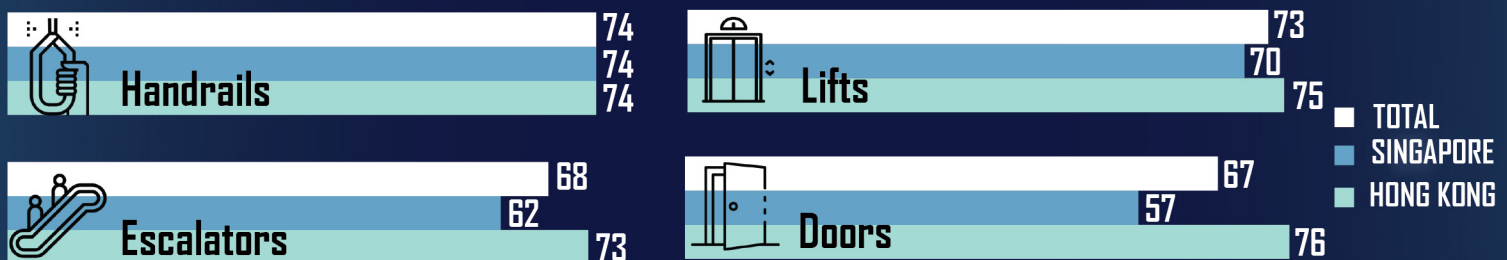
## PUBLIC SENTIMENT TOWARDS THE PANDEMIC

Apart from leisure and entertainment venues, consumers are most concerned about public transportation, particularly for high touch surfaces.

Communal areas with the most environmental hygiene concerns\*:



Public infrastructures that consumers are most concerned about :



Hong Kong and Singapore consumers expect businesses to put more effort in disinfection protocols, as they have invested and spent efforts on self-protection precautions.



\* Above findings are based on all respondents (Base Total n=2,100, SG n=1,050, HK n=1,050)

# Above findings indicate the proportion of respondents who rated the 'strongly agree' and 'somewhat agree' in each respective statement among total respondents (Base Total n=2,100, SG n=1,050, HK n=1,050)

Survey was conducted online during 6-14 Feb 2021, with n=1,050 aged 18+ respondents in Hong Kong and Singapore, respectively. Data is weighted on age and gender population distribution in accordance with latest census.

# ASIA CONSUMER CONFIDENCE INDEX

## PUBLIC SENTIMENT TOWARDS THE PANDEMIC





Majority of Asian\* consumers have experienced anxiety when visiting communal areas since the pandemic. As a consequence, they have reduced visit frequency due to health and safety concerns.

**74%** Feeling anxious\*  71%  77%

**76%** Spending less time visiting local and leisure entertainment venue due to the pandemic^


**85%** AGE 55+  70%  82%

AMONG THEM (76%)


**91%** Reduced visit due to health and safety concerns#  89%  92%


**DINE-IN RESTAURANTS** – Visiting frequency dropped for 65%, from 10.5 to 3.7 times per month#

↓ **5.9 to 2.0**  times per month

↓ **14.6 to 5.2**  times per month

**SHOPPING MALLS** – Visiting frequency dropped for 63%, from 10.5 to 3.9 times per month#

↓ **8.8 to 3.1**  times per month

↓ **11.9 to 4.7**  times per month

+ Asian consumers include Singapore and Hong Kong in this survey

\* Above findings indicate the proportion of respondents who rated the 'always' and 'often' in frequency of feeling anxious when visiting communal areas among total respondents (Base Total n=2,100, SG n=1,050, HK n=1,050)

^ Above findings are based on all respondents (Base Total n=2,100, SG n=1,050, HK n=1,050)

# Above findings are based on those who claimed spending less time visiting local & leisure entertainment venue due to the pandemic and overseas travel restrictions (Base Total n=1,590, SG n=734, HK n=856)

Survey was conducted online during 6-14 Feb 2021, with n=1,050 aged 18+ respondents in Hong Kong and Singapore, respectively. Data is weighted on age and gender population distribution in accordance with latest census.



# ASIA CONSUMER CONFIDENCE INDEX

## RESPONSIBLE USE OF CHEMICAL / ROBOTIC SOLUTION



Majority of Asian consumers believe that high-tech cleaning and disinfection applications are the solutions to ease their health and safety concerns while visiting communal areas. They prefer robotic disinfection over manual disinfection.

Asians<sup>+</sup> agree that:



**93%** Regular disinfection is the key to maintain a safe and clean environment of public space\*



93%



93%

**86%** They would feel confident enough to visit communal areas if there are high-tech cleaning and disinfection applications being deployed\*



87%



86%

**66%** They prefer robotic disinfection over manual disinfection\*



71%



61%

Important measures to ease their health and safety concerns when visiting leisure and entertainment venues<sup>#</sup>:



Use of advanced sanitization technology applications

(eg AI cleaning and disinfection robot, antimicrobial films, long-term antimicrobial sprays)

**70%**



61%



78%



Body temperature detection upon entry

**64%**



59%



70%



Compulsory declaration of health, travel and quarantine history

**39%**



44%



35%



+ Asian consumers include Singapore and Hong Kong in this survey

\* Above findings indicate the proportion of respondents who rated the 'strongly agree' and 'somewhat agree' in each respective statement among total respondents (Base Total n=2,100, SG n=1,050, HK n=1,050)

# Above findings indicate the aggregated proportion of respondents who ranked 1 or 2 in respective answer option as the important measures to ease health & safety concerns when visiting leisure and entertainment venue among total respondents (Base Total n=2,100, SG n=1,050, HK n=1,050)

Survey was conducted online during 6-14 Feb 2021, with n=1,050 aged 18+ respondents in Hong Kong and Singapore, respectively. Data is weighted on age and gender population distribution in accordance with latest census.

# ASIA CONSUMER CONFIDENCE INDEX

## RESPONSIBLE USE OF CHEMICAL / ROBOTIC SOLUTION

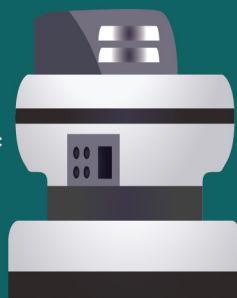


Asian+ consumers have certain expectation on features of robotic disinfection.

Towards the disinfection:



Believe that robotic solutions can provide better result in terms of cleaning efficiency and consistency\*



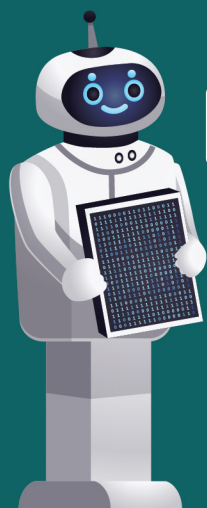
Worry about the overuse of chemical for disinfection purpose\*



75%  78%  72%

 61%  65% 63%

TOP 3 features of robotic disinfection and cleaning application that bring most confidence to Asian+ consumers with regards to venue cleanliness and hygiene:



63%

Increased cleaning and disinfection efficiency and efficacy#

51%

Executes pre-defined protocols consistently and reliability#

40%

Ability to work off-hours and overnight#



64%



61%



46%



57%



41%



40%



In Hong Kong, 41% of respondents ranked "Automated reporting system to confirm task completion" as one of the top 3 important features to bring confidence for venue cleanliness and hygiene

+ Asian consumers include Singapore and Hong Kong in this survey

\* Above findings are based on total respondents (Base Total n=2,100, SG n=1,050, HK n=1,050)

# Above findings indicate the aggregated proportion of respondents who ranked 1, 2 or 3 in respective answer option as the important benefits/features of robotic disinfection and cleaning application that bring most confidence regarding venue cleanliness and hygiene among total respondents (Base Total n=2,100, SG n=1,050, HK n=1,050)

Survey was conducted online during 6-14 Feb 2021, with n=1,050 aged 18+ respondents in Hong Kong and Singapore, respectively. Data is weighted on age and gender population distribution in accordance with latest census.