



Prudential Hong Kong Smart Health COVID-19 Study 2020

Implemented by



Sponsored by



January 2021

A stylized illustration of a city skyline with various skyscrapers and buildings, rendered in a light grey line-art style. The skyline is positioned at the bottom of the page, above a solid teal-colored footer bar.



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1. About the Study

Prudential Hong Kong Smart Health COVID-19 Study 2020 ('The Study'), conducted independently by the Hong Kong Productivity Council ('HKPC') and sponsored by Prudential Hong Kong Limited ('Prudential'), aims to monitor the impact of the COVID-19 pandemic on the health and wellness of Hong Kong people, the influence of digital adoption on their daily lifestyle and health management, and the perception of telemedicine, paving the way for Hong Kong to be a smart city. HKPC's professional team interviewed no less than 1,500 Hong Kong citizens aged 20 to 54.

2. Methodology

2.1 Sampling and Data Collection

The data was collected via online interviews with 1,516 Hong Kong citizens aged 20 to 54. Quota sampling was adopted for this survey. A minimum quota of 375 cases was set for each of the four target age groups, namely, 20-24, 25-34, 35-44 and 45-54.

To increase the representativeness of the survey results, all raw data collected have been weighted according to the natural distribution of eligible respondents interviewed by age based on the estimated Hong Kong population released in mid-2020 by the Hong Kong Census and Statistical Department of the HKSAR Government.

Age groups	Sample Quota	Population*	Weighting
1. Aged 20 to 24	375	379,800	10%
2. Aged 25 to 34	375	1,035,100	28%
3. Aged 35 to 44	375	1,183,500	32%
4. Aged 45 to 54	375	1,142,700	31%
All age groups	1,500	3,741,100	100%

2.2 Respondents in the study

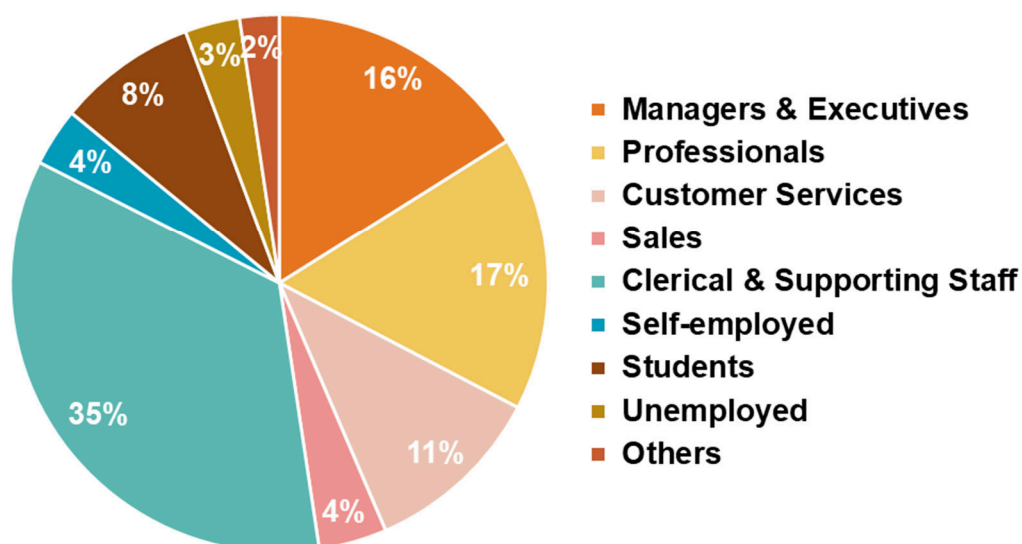
The Study was conducted from November to December 2020, while the distribution was categorised by age range, and quota sampling was adopted by online interview.

Distribution of gender and age groups

Age Groups	Male	Female	Weighting
20 – 24	9%	16%	25%
25 – 34	12%	13%	25%
35 – 44	12%	13%	25%
45 – 54	13%	12%	25%
All Age Groups	46%	54%	100%

The Study successfully gauged the views of 1,516 Hong Kong citizens, covering different employment status, with most of them coming from “Clerical & Supporting Staff” (35%) and “Professionals” (17%).

Distribution of employment status

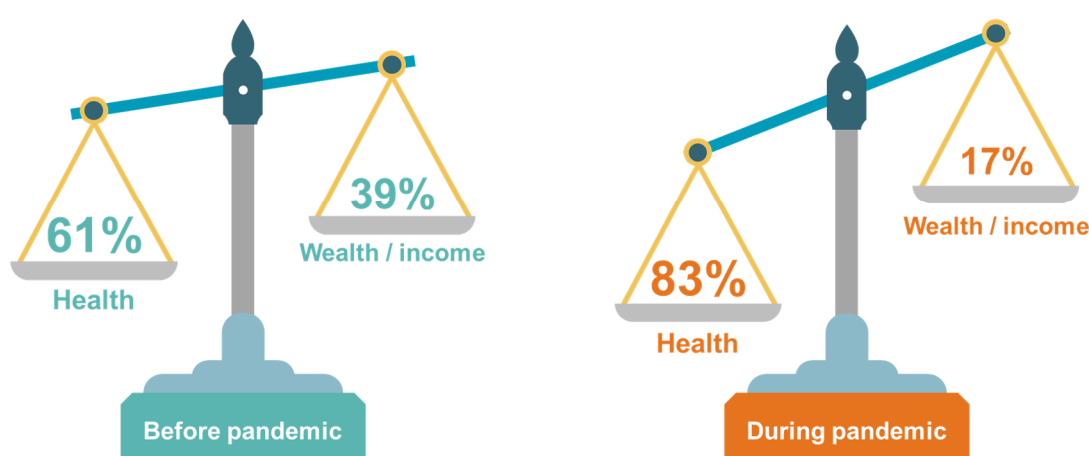


3. Study Findings

Part A - Impact on Health and Wellness of Hong Kong People During COVID-19

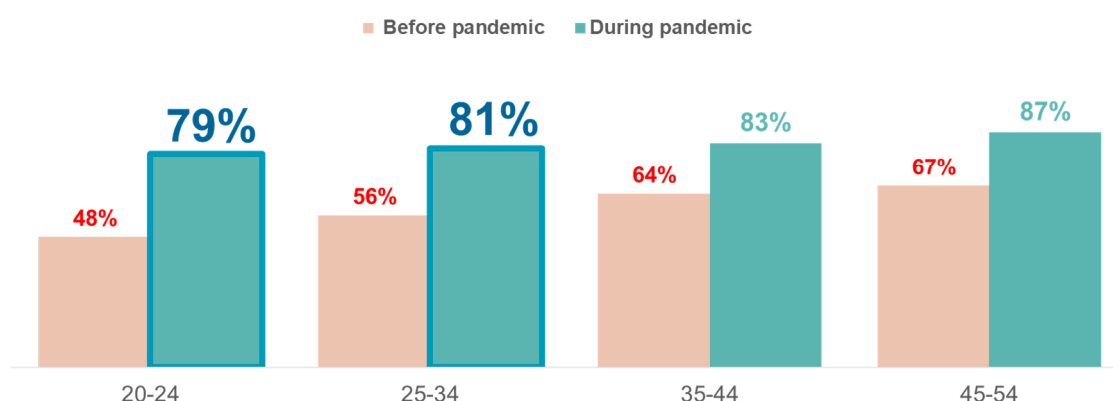
The Study found that the proportion of respondents who considered health more essential than wealth and income has grown from 61% before the pandemic to 83% during it.

More Hong Kong people are prioritising health over wealth amid COVID-19



In terms of age groups, those from the age group of 20 to 34 recorded the most significant change on their value on health over wealth before and during the pandemic. The Study found that the proportion of respondents from the age groups of 20 to 24 and 25 to 34 who prioritise health over wealth have increased from 48% and 56% to 79% and 81% respectively.

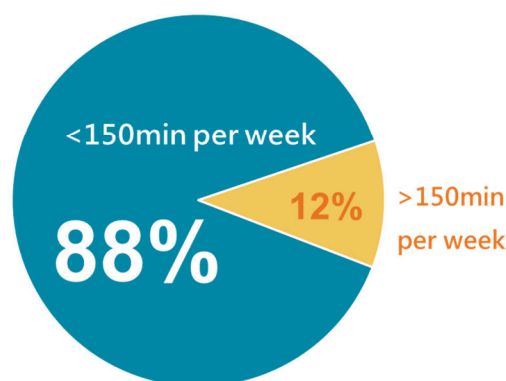
Value health over wealth by age groups



Changes in exercise level were observed during COVID-19. According to the World Health Organisation, people aged 18–64 should do at least 150 minutes of aerobic physical activity of moderate intensity each week. However, in the Study, only 12% of respondents achieved this recommended benchmark. At the other end, over one-fifth (21%) chose “Nearly none” for their answer.

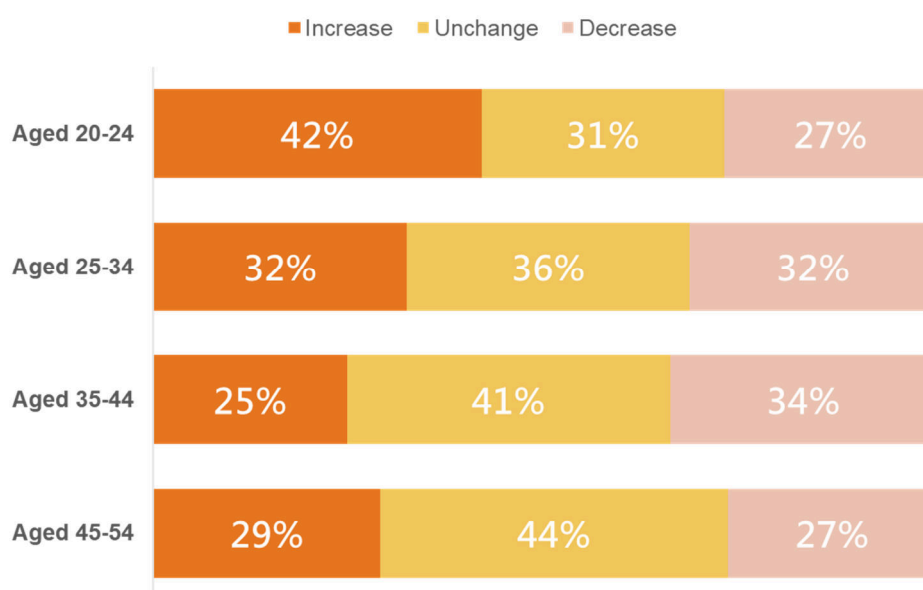
Exercise level per week during pandemic

Exercise duration	Percentage
Nearly none	21%
< 60 mins	33%
60-120 mins	24%
120-150 mins	9%
150-210 mins	5%
> 210 mins	7%



In terms of age groups, changes in exercise level during COVID-19 were observed. Respondents from the age group of 20 to 24 showed the most significant increase in exercise level (42% of the respondents). On the other hand, most of those in the age groups of 25 to 34 (36%), 35 to 44 (41%) and 45 to 54 (44%) have opted for their exercise level remaining unchanged. Moreover, respondents aged 35 to 44 is the only age group that has significantly dropped its exercise level and made the least exercise increment among others.

Changes in exercise level during COVID-19





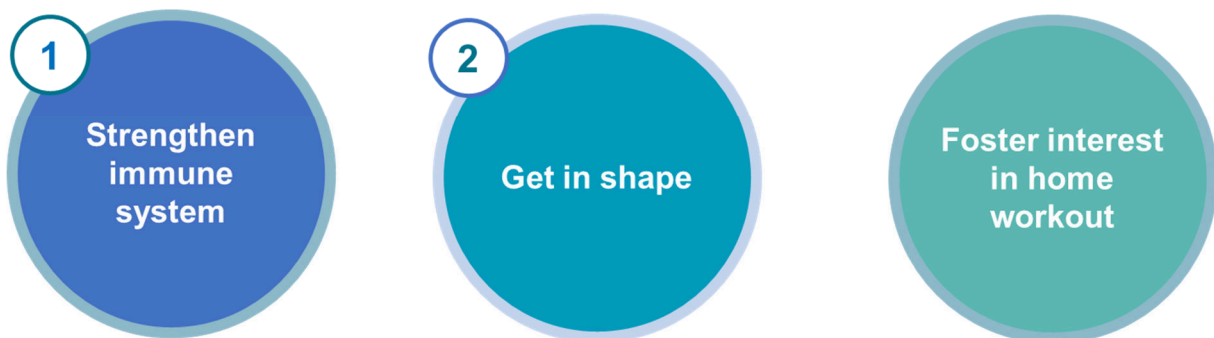
For those respondents doing less exercise during the pandemic, “Going out less”; “Need to wear masks while exercise”; and “Closure of venues” were cited as the main reasons for such behaviour.

Reasons for reducing doing exercise



On the other hand, those who chose to exercise more during the pandemic named “Strengthen immune system”; “Get in shape”; and “Foster interest in home workout” as the major reasons for giving them the impetus for it.

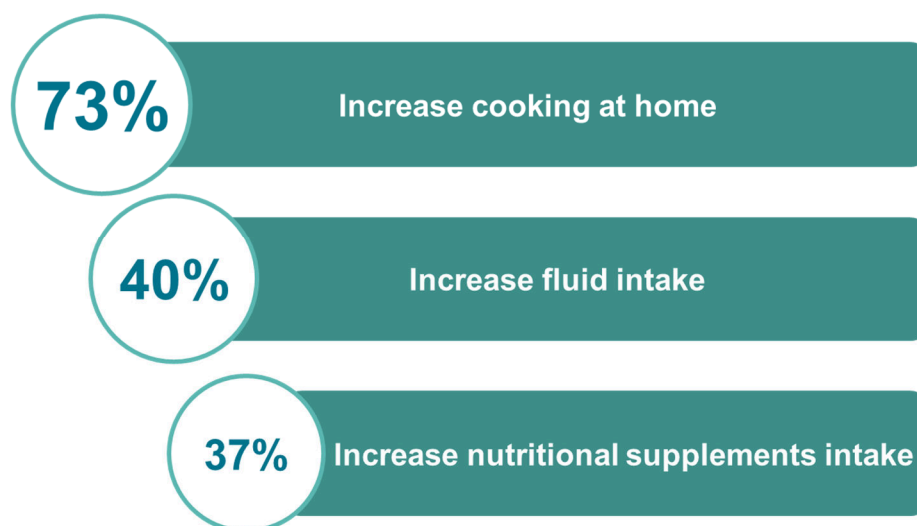
Reasons for increasing doing exercise





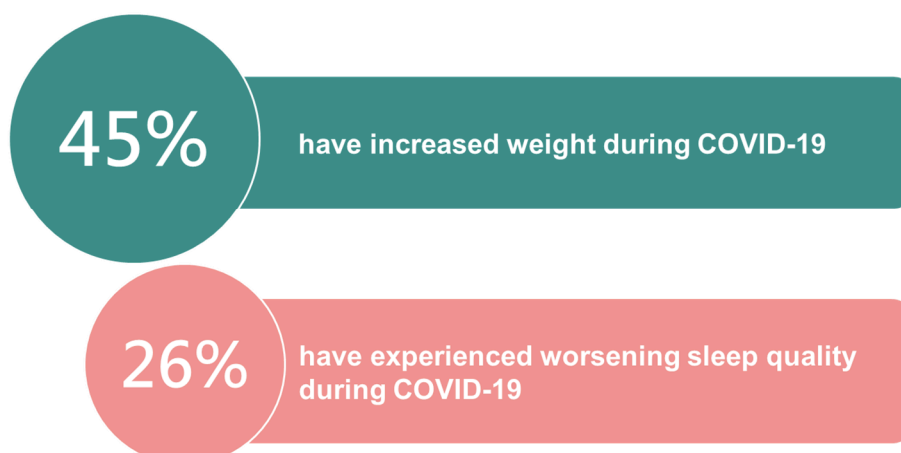
Driven by COVID-19, the eating habits of Hong Kong people also changed, with 73% indicating that they have done more cooking at home being the most significant, followed by higher intakes of fluid (40%) and nutritional supplements (37%).

Changes on eating habits driven by COVID-19



The Study also sought to explore the impact of the pandemic on people's weight and sleep quality. It found that 45% of respondents have gained weight while 26% have experienced worsening sleep quality during COVID-19.

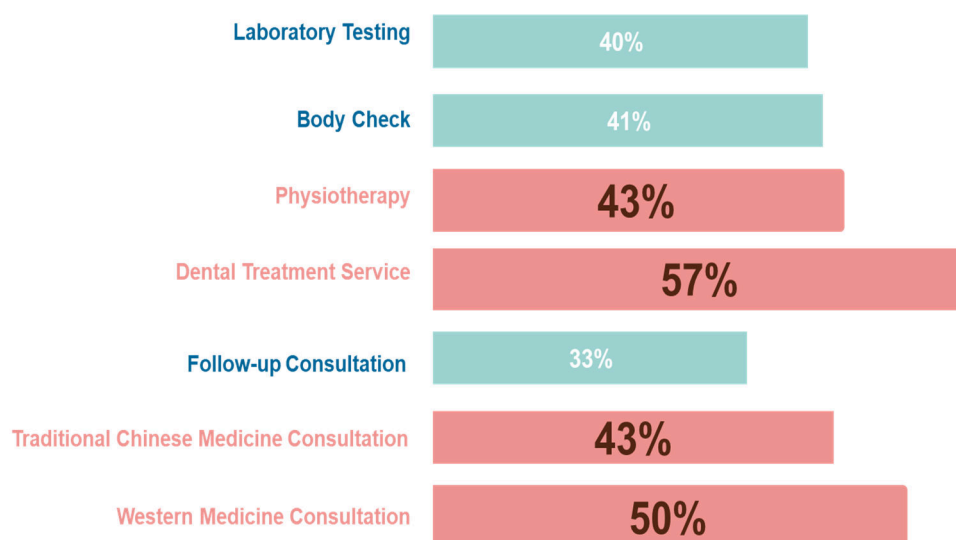
Changes on weight and sleep quality during pandemic





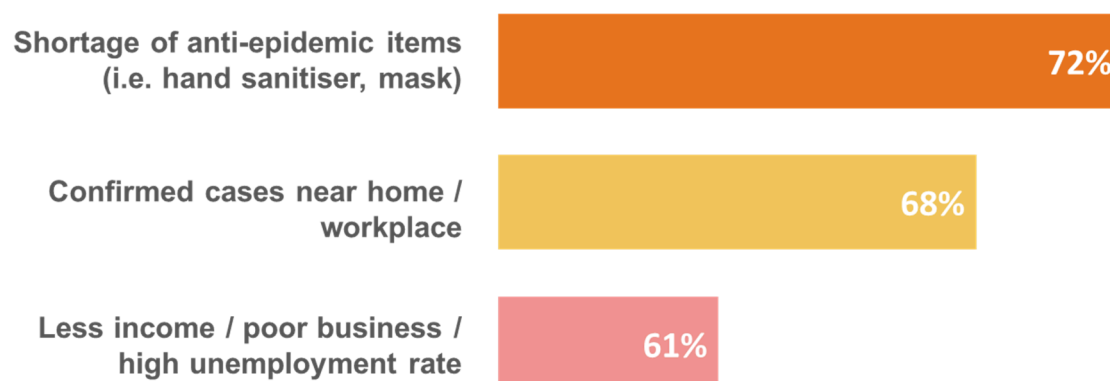
Moreover, respondents have expressed their reservations about engaging in face-to-face medical services during the pandemic. They would most avoid or minimize using “Dental Treatment Service” (57%); “Western Medicine Consultation” (50%); “Physiotherapy” (43%), as well as “Traditional Chinese Medicine Consultation” (43%).

Medical services avoided or minimized during COVID-19



Regarding mental pressure during the pandemic, “Shortage of anti-epidemic items (i.e. hand sanitiser, mask)” (72%); “Confirmed cases near home / workplace” (68%); and concerns of “Less income / poor business / high unemployment rate” (61%) were the top three major factors responsible for its increase.

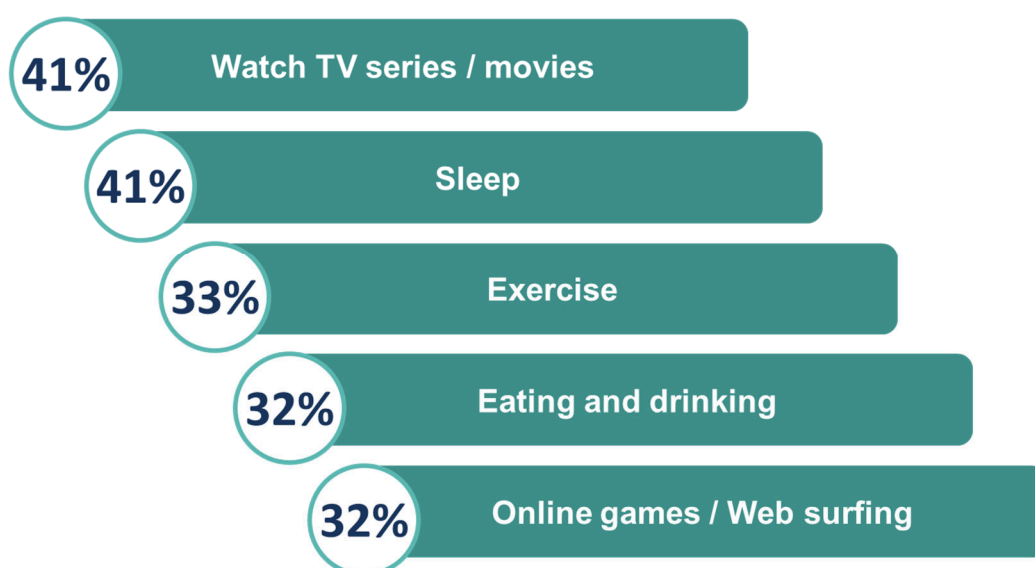
Factors of increasing mental pressure during COVID-19





To cope with pandemic-related stress, Hong Kong people have adopted various methods. The Study found that “Watching TV series / movies” (41%) and “Sleep” (41%) are deemed the most effective ways to reduce stress, followed by “Exercise” (33%); “Eating and drinking” (32%) and “Online games / Web surfing” (32%).

Effective ways to reduce stress by respondents

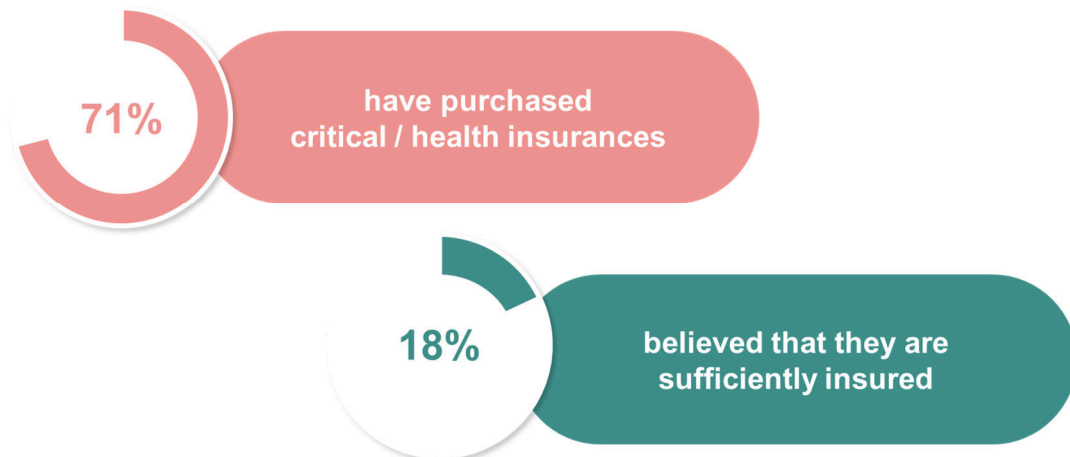




Part B - Changes of Health Protection Demand During COVID-19

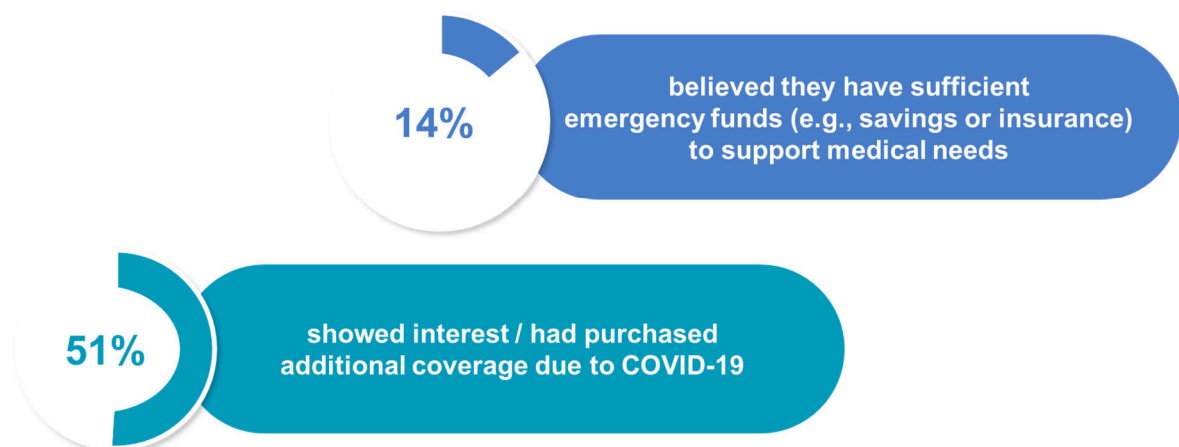
When it comes to changes of health protection demand during COVID-19, the Study revealed that 71% of respondents have purchased critical or health insurances. Besides, 18% of respondents believed that they are sufficient insured.

Changes in health insurance due to COVID-19



It is also apparent that a huge protection gap still exists in the market, as only 14% of respondents believed they have sufficient emergency funds such as savings or insurance to cover their medical needs. In addition, 51% showed interest or had purchased additional coverage due to COVID-19.

A huge protection gap still exists in the market





Part C - Anti-epidemic Lifestyle & Digital Adoption for Health Management

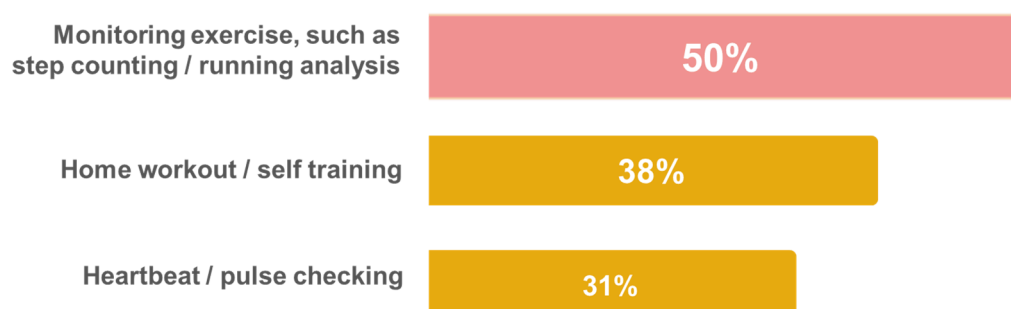
The pandemic has strengthened people's adoption and dependence on digital technologies and mobile applications. Among the increasing online habits and activities under pandemic, "Online course" (70%) came out top in the Study, followed by "Online shopping" (65%); "Online takeaway ordering" (60%); and "Video conference with colleagues" (58%).

Increased online habits and activities under pandemic



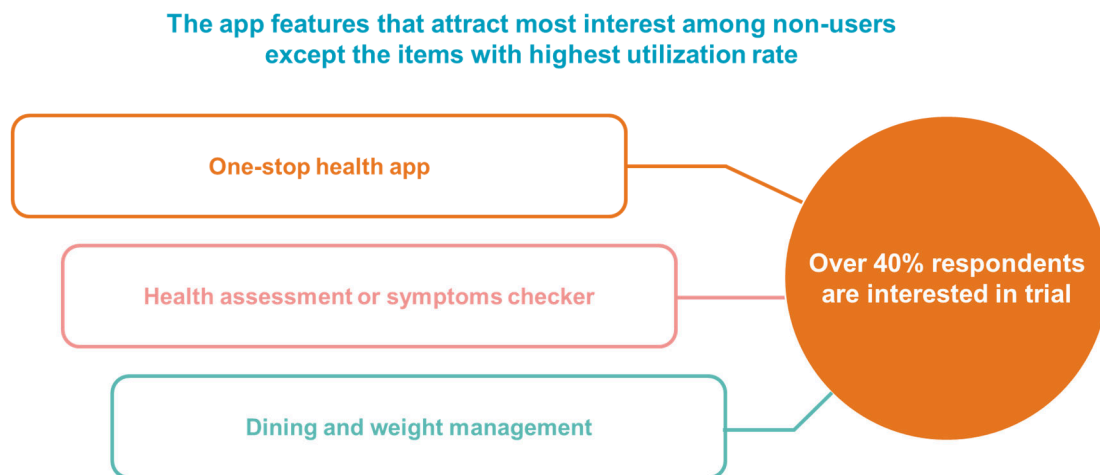
The Study also found that "Monitoring exercise, such as step counting / running analysis" (50%); "Home workout / self-training" (38%); and "Heartbeat / pulse checking" (31%) were the most commonly used smart health application features among the respondents.

The most commonly used features of smart health applications





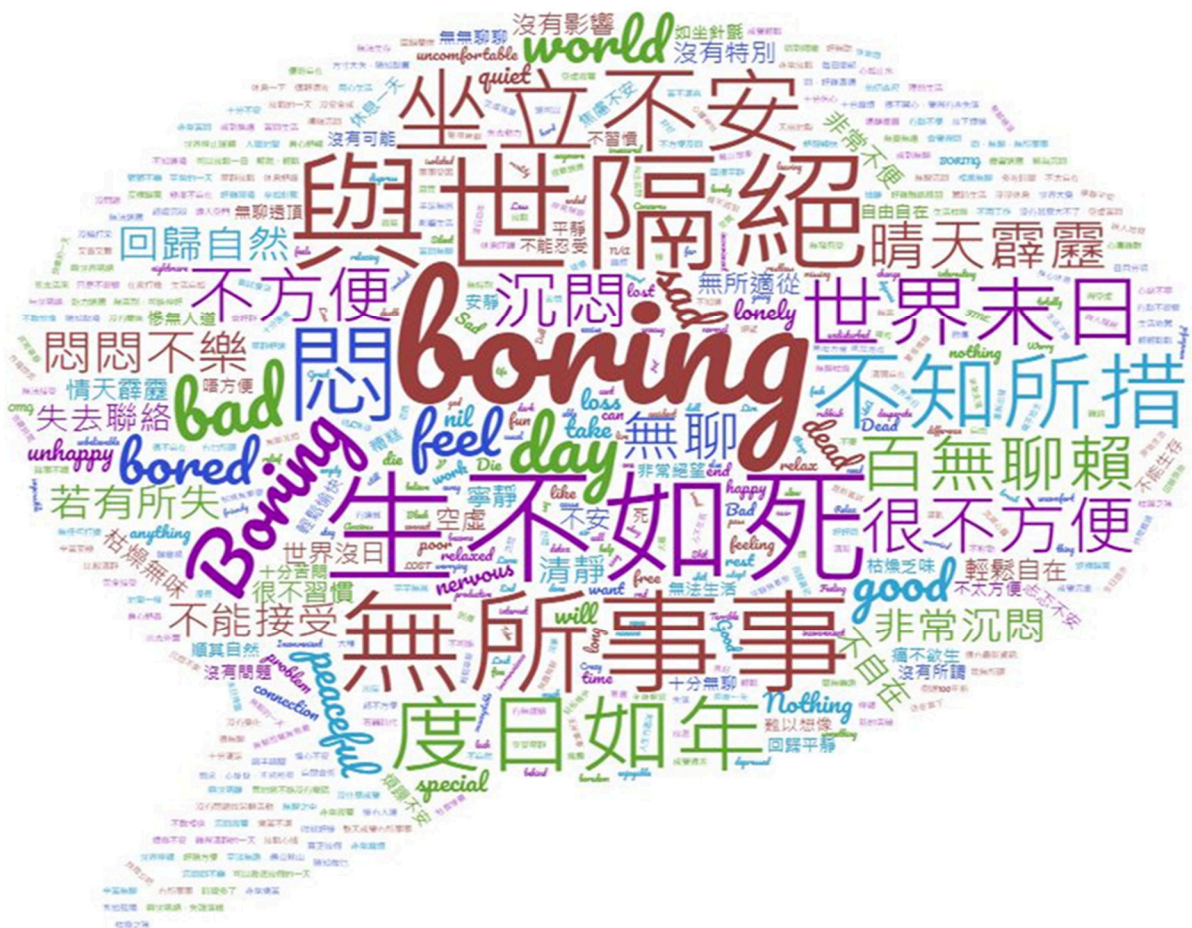
For respondents who have never used smart health applications before, more than 40% are most interested in trying out applications relating to “One-stop health app”; “Health assessment or symptom checker”; and “Dining and weight management”.



The Study also showed that “Convenience in daily life”; “Work requirement”; and “Easy-to-use” were the top three factors driving the wider use of technology and mobile application.

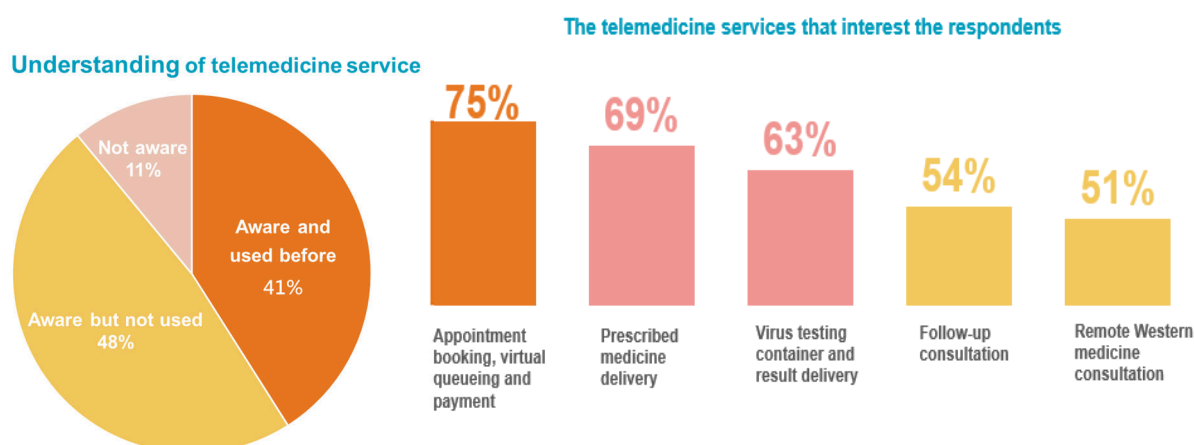
Reasons for increasing use of technology and mobile application





Part D - Acceptance and Need for Telemedicine

The Study also explored local acceptance and demand for telemedicine. Almost 90% of the respondents have heard of telemedicine, of which 41% are aware and have used such services before. The respondents are most interested in the following telemedicine services: “Appointment booking, virtual queuing and payment” (75%); “Prescribed medication delivery” (69%); and “Virus testing container and result delivery” (63%).



Moreover, respondents cited “No constraint on time and location”, “Simple / convenient to use”, and “Prefer to avoid high-risk areas to reduce infection risk” as the major reasons for their interest in using telemedicine services.

Reasons for using or interested in telemedicine services

- 1 No constraints on time and location
- 2 Simple / convenient to use
- 3 Prefer to avoid high-risks areas to reduce infection risk



However, some of the respondents were deterred by technical issues, giving reasons such as “Virtual diagnosis is less accurate than face-to-face consultation”; “Data privacy concern”; and “Unstable network connection may affect screen sharing and audio quality” for their reluctance to use telemedicine services.

Reasons for disinterest in using telemedicine services

- 1 Virtual diagnosis is less accurate than face-to-face consultation
- 2 Data privacy concern
- 3 Unstable network connection may affect screen sharing and audio quality



4. Conclusion

- More Hong Kong people are prioritising health over wealth amid COVID-19. However, their health behaviours do not live up to the aspiration.
- Higher health awareness in Hong Kong will increase local demand for health management services and supporting tools.
- The pandemic has boosted interest and demand for health protection, and more people recognise their health protection gaps.
- Concept of smart health management has been developing rapidly and offers large market potential.
- Telemedicine services, which is one of the initiatives of the government's "Blueprint 2.0", are gaining attention. The public are advised to stay tuned for its development.
- Further advancements on smart health management can be achieved with the provision of sound product testing and engineering consultancy services, and support for local enterprises to use new tech for distance business and digital transformation.

- End of Report -

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