



Consumer Survey “Consumption Voucher” Top Line Results



Consumer Survey - Consumption Voucher

- The Consumption Voucher survey was conducted from 1 to 7 May 2021.
- The objective of this survey is to collect information about consumer preference on the Consumption Voucher Scheme.
- The survey consists of 9 multiple choice questions and has received a total of 18,303 completed results. All respondents are myTV SUPER's active users.



Survey Questions

- Q1. 請問你是否知道政府將會派發\$5000電子消費券？
- Q2. 你預計收取電子消費券後將會用於哪些人身上？
- Q3. 你預計收取電子消費券後將會用於哪類消費？
- Q4. 你預計會在哪些商戶使用電子消費券？
- Q5. 你預計會揀選哪個支付工具消費？
- Q6. 你選擇以上支付工具的原因是？
- Q7. 除閣下外，你同住的家庭成員中有幾多位符合資格領取該\$5000？
- Q8. 你屬於以下哪個年齡組別？
- Q9. 請問你的性別是？



Respondent Profile

Total Respondent: 18,303

Gender		
Male	9,424	51%
Female	8,879	49%
Total	18,303	100%

*Data source from Question No.9 in this survey

Age group		
18-24	1,253	7%
25-34	1,692	9%
35-44	3,429	19%
45-54	4,825	26%
55-64	4,519	25%
65 or above	2,585	14%
Total	18,303	100%

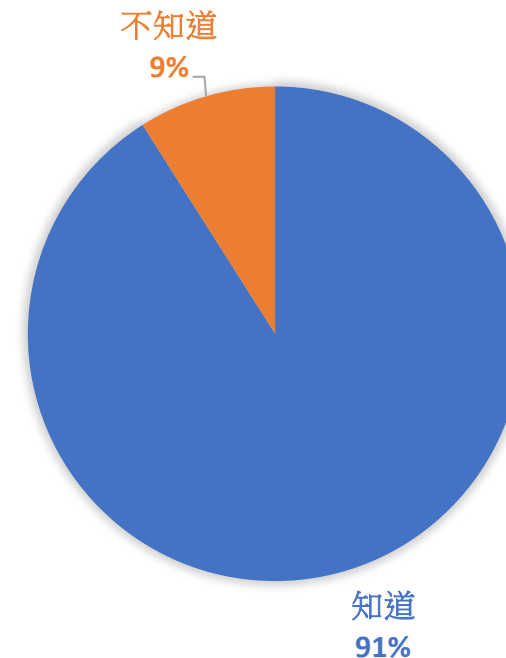
*Data source from Question No.8 in this survey



Great success for the awareness of Consumption Voucher Scheme

Q1. 請問你是否知道政府將會派發\$5000電子消費券？

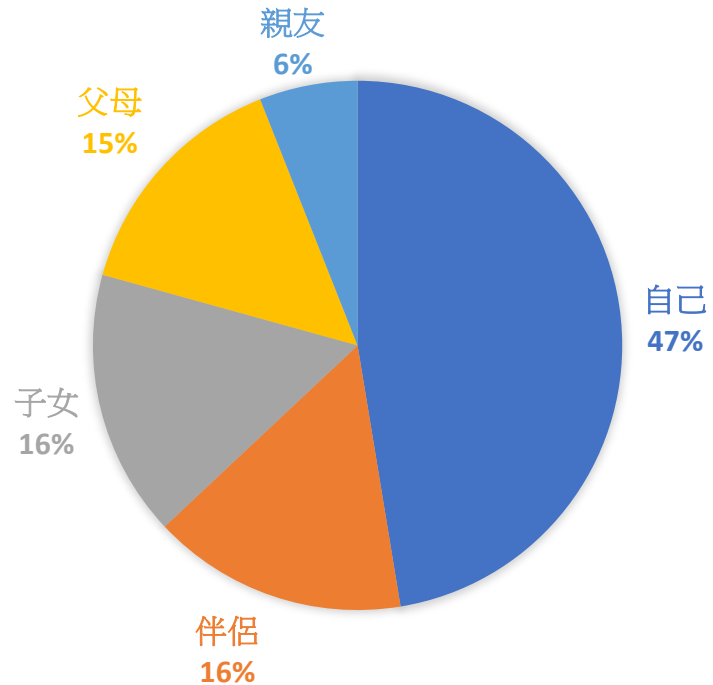
Option	%
知道	91%
不知道	9%
Total	100%



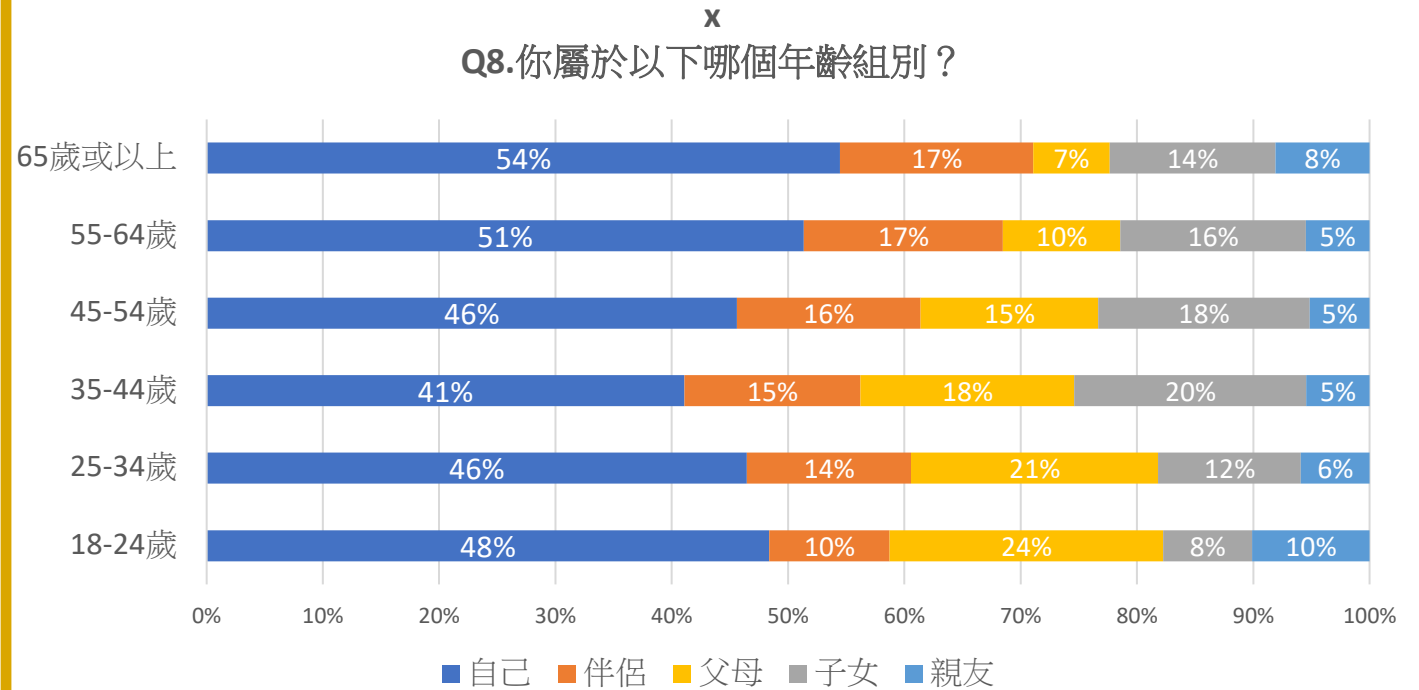
- Most majority of respondents (91%) reflected they know about the Consumption Voucher Scheme → the public are well-acknowledged of the Scheme → success of the promotion!

Spend the vouchers on themselves mostly

Q2. 你預計收取電子消費券後將會用於哪些人身上？



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- Most respondents (47%) reported they will spend their vouchers on themselves, followed by spending on their partners and children (16%), and their parents (15%).
- Apart from spending on themselves, respondents aged 18-34 are more likely to spend their consumption vouchers on their parents; while respondents aged 35-54 would spend more on their children.



Want to get more details or full presentation ?

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