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Wee Kim Wee School of Communication and Information

New year,

NEW

NORMAL



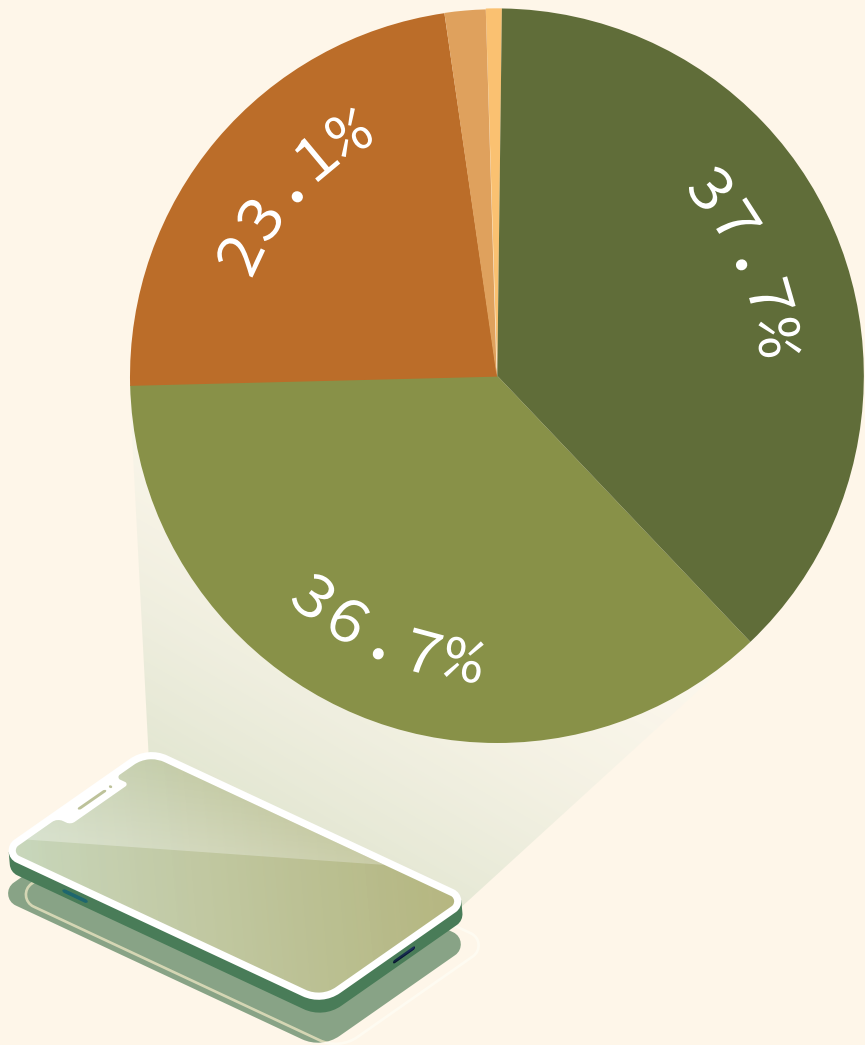


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**Singapore residents' use of
communication tools
increased during COVID-19,
driven in part by feelings of
being isolated.**

INCREASED SMARTPHONE USE



“Compared to pre-COVID-19, my use of smartphones to communicate with others has...”

- Decreased by a lot
- Decreased somehow
- No change
- Increased somehow
- Increased by a lot

APP USAGE

% who said their usage increased during



Web-conferencing tools

82.6%

74.5%



60.2%



60.3%



59.7%



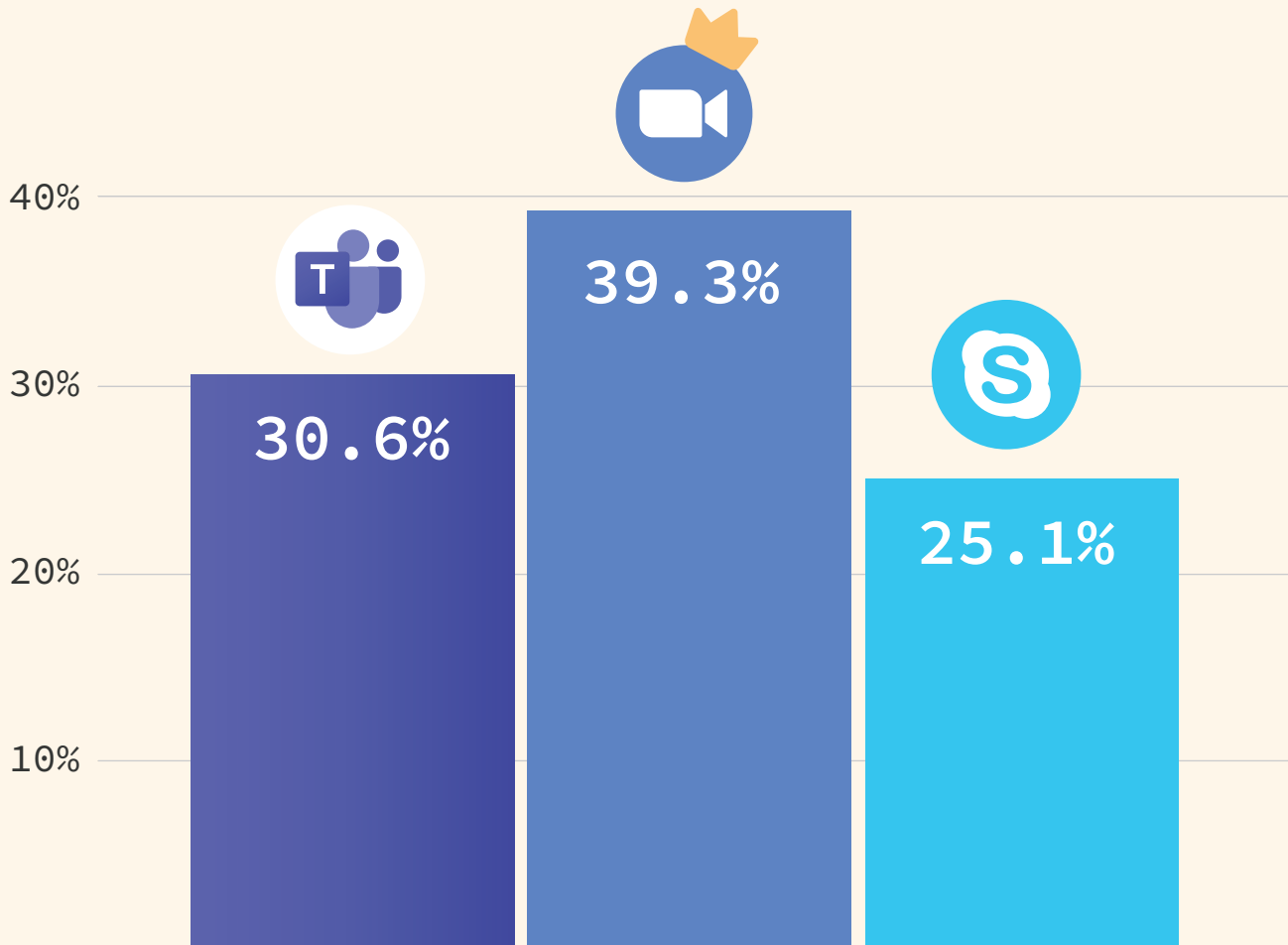
54.5%



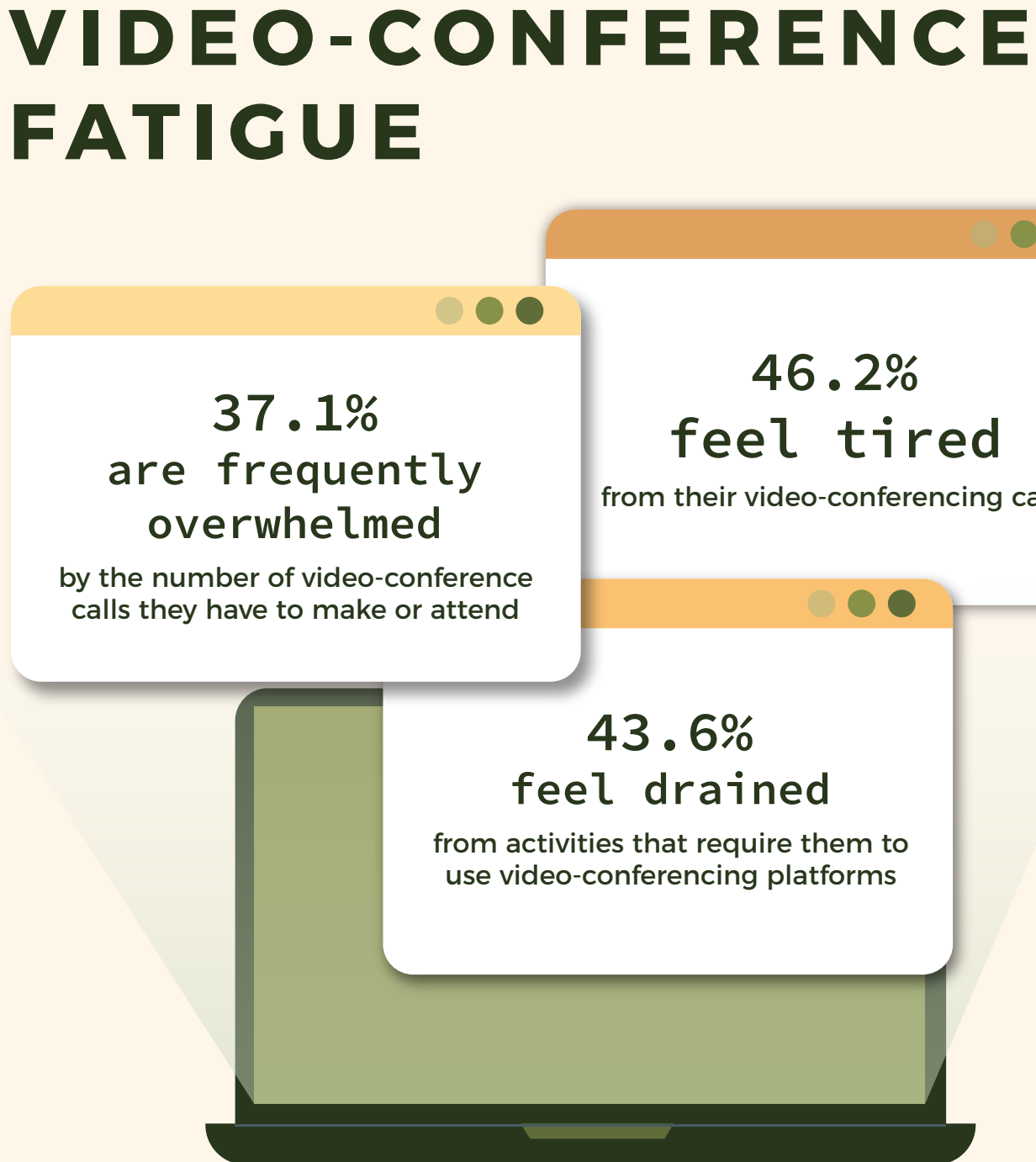
47%

ZOOM IS KING

% who use these video-conferencing apps often / very often:



VIDEO-CONFERENCE FATIGUE



37.1%
are frequently
overwhelmed

by the number of video-conference
calls they have to make or attend

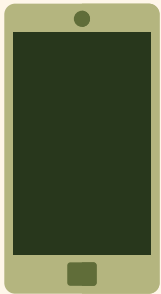
46.2%
feel tired

from their video-conferencing calls

43.6%
feel drained

from activities that require them to
use video-conferencing platforms

INTERNET VS TRADITIONAL MEDIA



Singapore residents spent

7.21 HOURS ON THE INTERNET

compared to



2.88hrs



3.05hrs

reading print newspaper,
magazine or book



2.76hrs

LONELINESS

1 in 2 respondents reported feeling isolated during the pandemic.



Feelings of isolation lead to more frequent usage of online communication tools, especially dating apps and Tiktok.



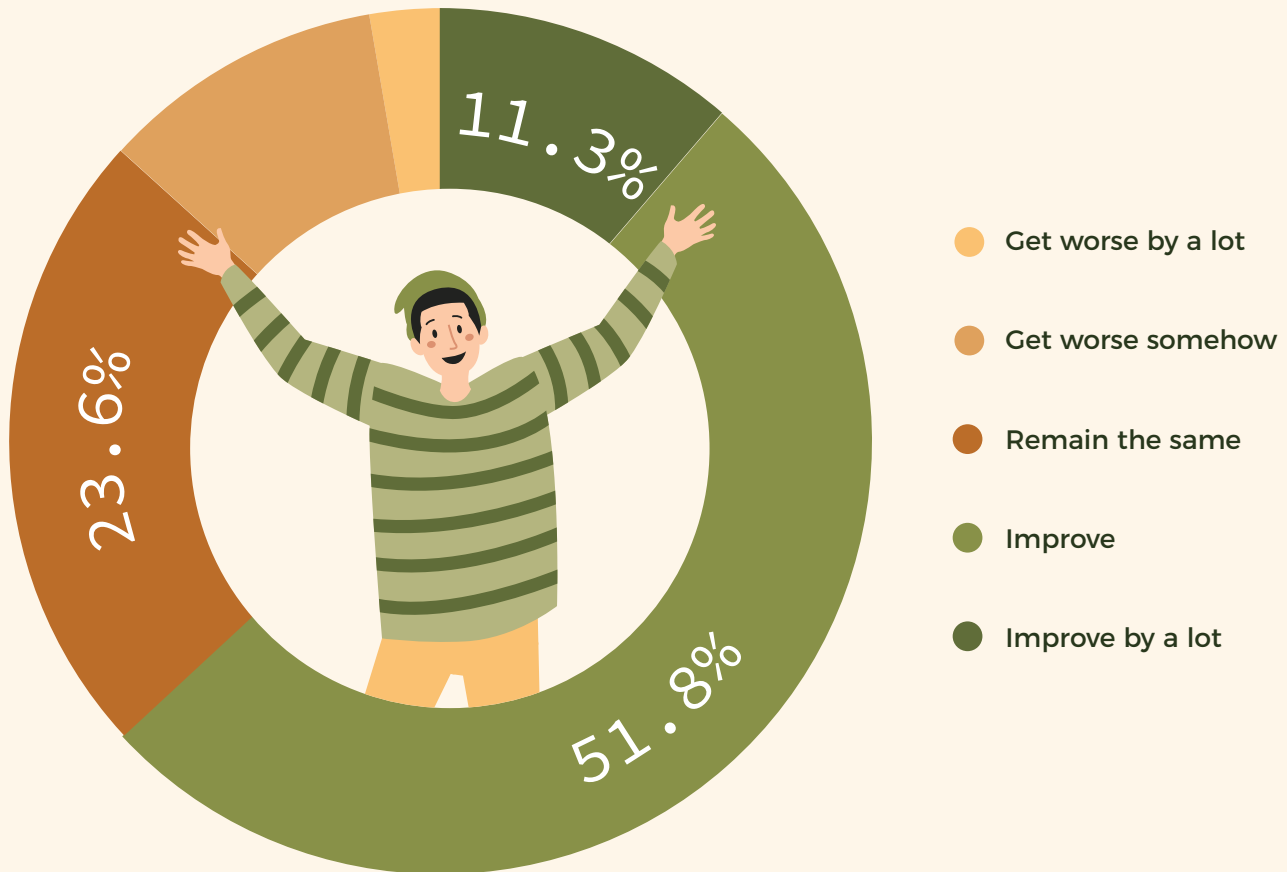
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**Singapore residents upbeat
about COVID-19 situation,
will continue wearing masks
after the pandemic is over**

POSITIVE OUTLOOK

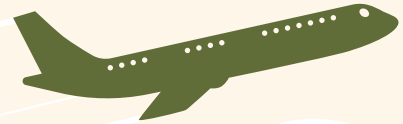
Singapore residents are very optimistic that the COVID-19 situation will improve in the next 12 months.



AFTER COVID-19

60.6%

look forward to resuming
travel out of Singapore



Half the respondents also look forward to giving handshakes (51.9%) and hugs (46.4%)



MASKS ARE HERE TO STAY

3 in 5 Singapore residents see themselves continuing with precautionary measures such as wearing face masks, even after COVID-19.





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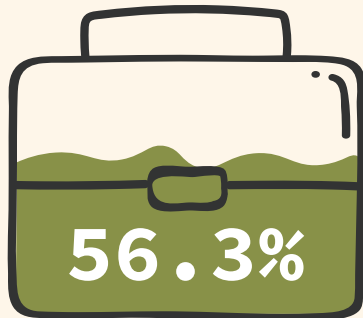
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**Household expenses,
online shopping increased
during COVID-19; most
residents concerned about
their financial future**

FINANCIAL CONCERNS

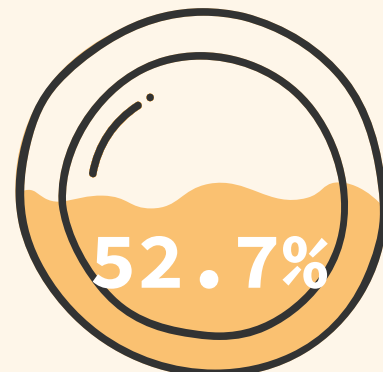
% who are very / extremely concerned

longer-term
financial future



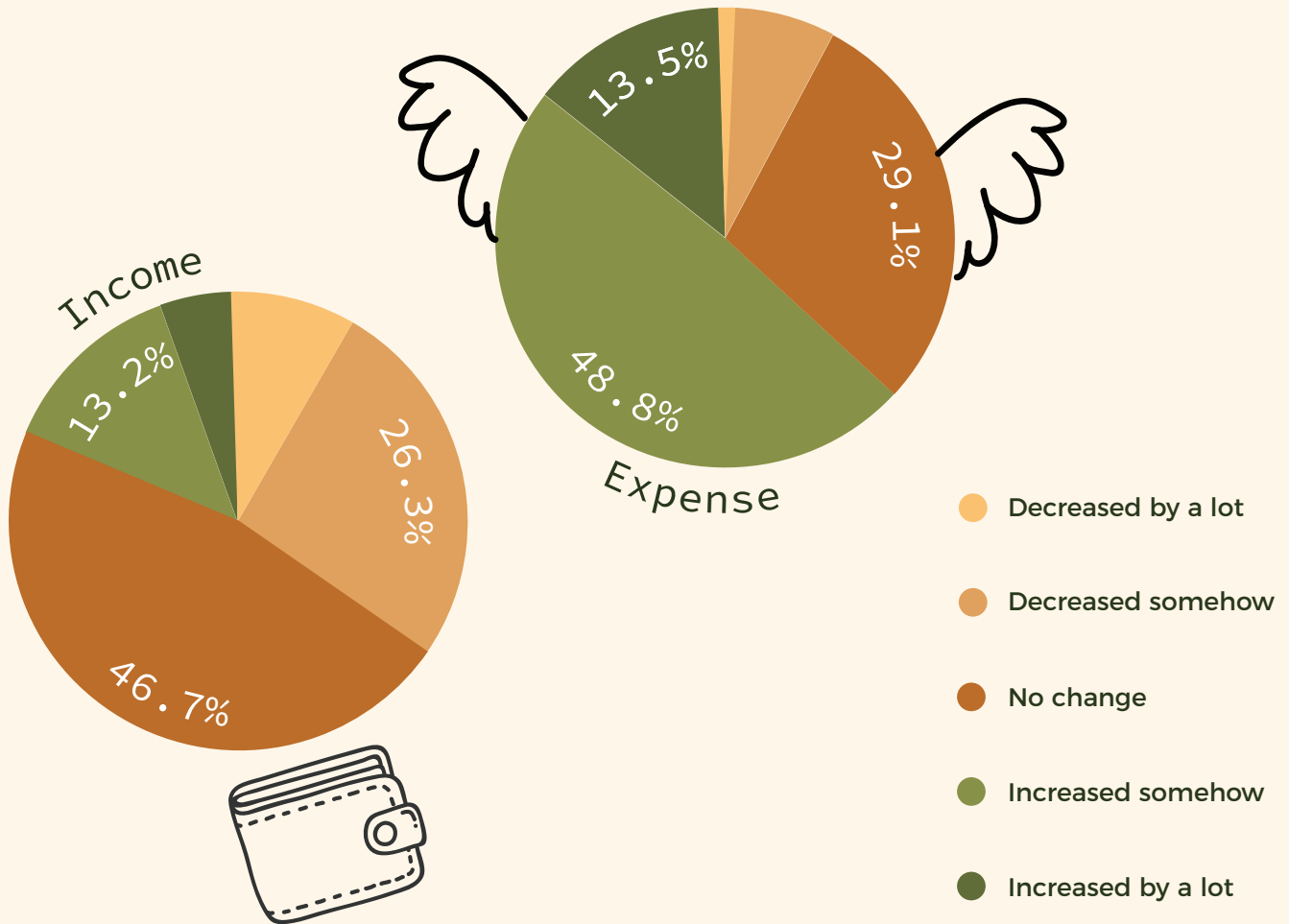
career
prospects

day-to-day
finances



EXPENSES VS INCOME

Majority reported an increase in household expenses while income remained the same or decreased.



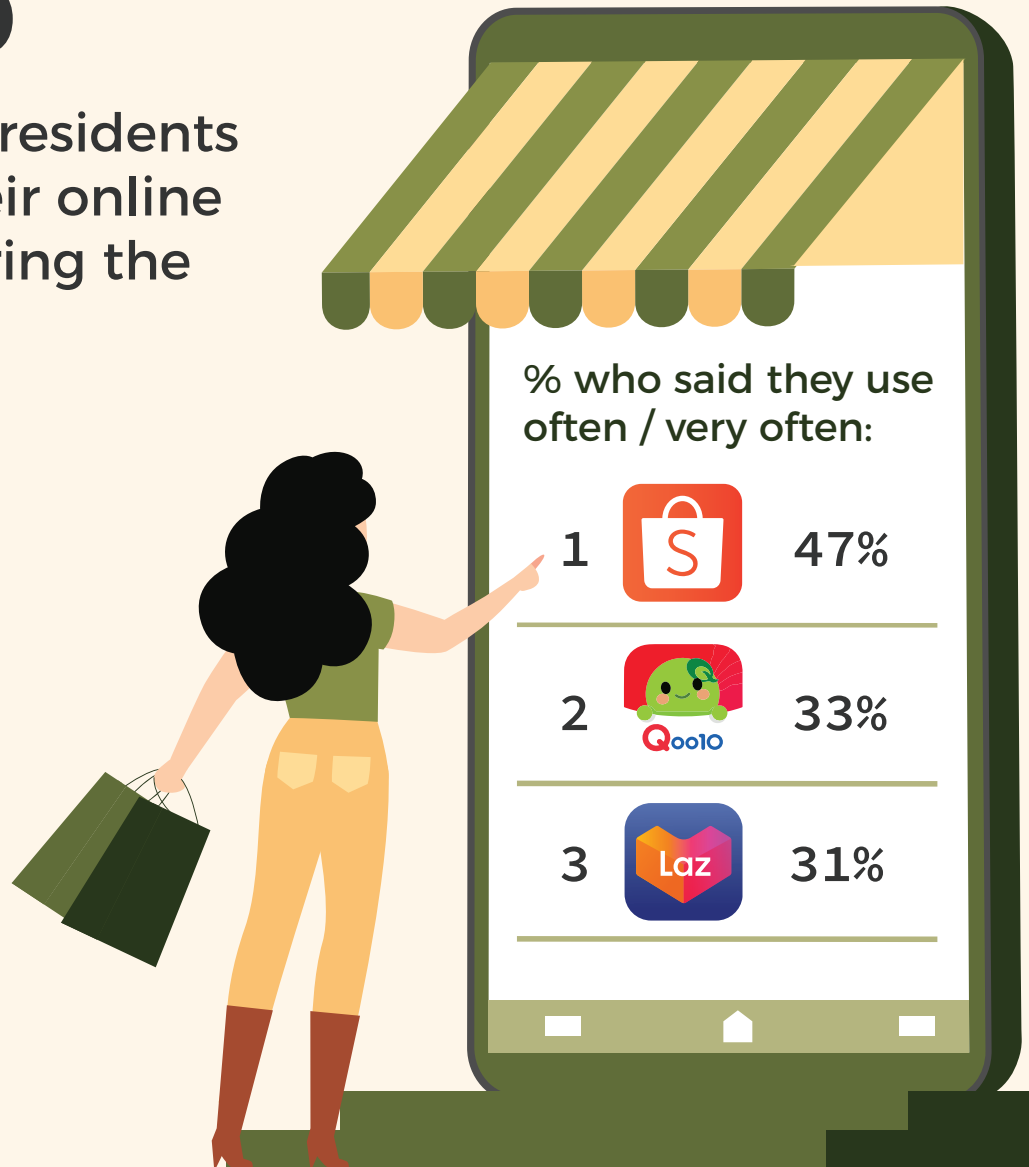
Still, 1 in 4 respondents plan to make big-value purchases after the pandemic has ended.



ONLINE SHOPPING

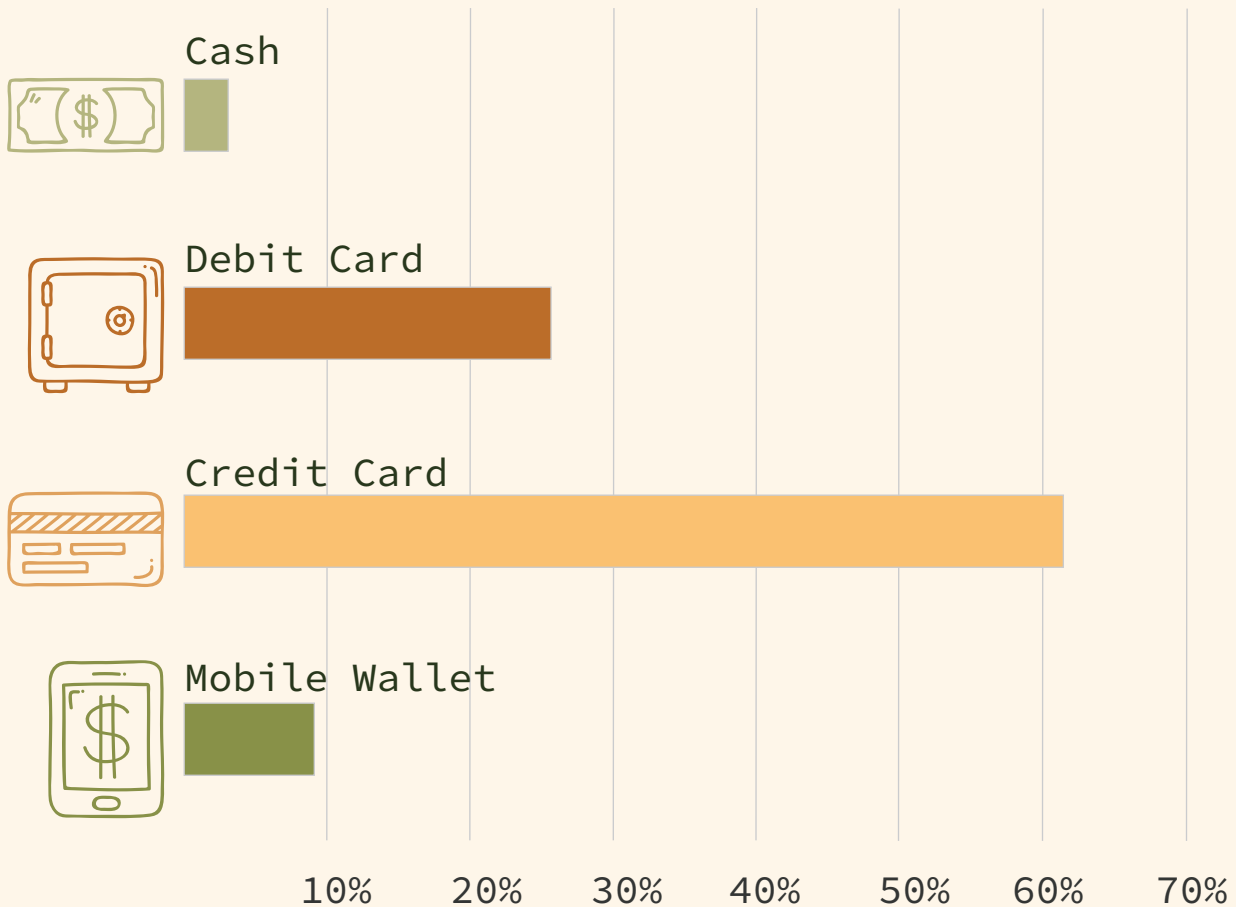
66%

of Singapore residents increased their online shopping during the pandemic.



PAYMENT METHOD

Most still pay by credit card, only 9% use mobile wallets.



ABOUT OUR SURVEY SAMPLE

Citizenship

SG Citizen	83.3%
SG PR	12.1%
Foreigner	4.7%

Ethnicity

Chinese	75.4%
Malay	13.3%
Indian	6.8%
Others	4.5%

Gender

Male	50.7%
Female	49.3%

Age

21 – 30	24.2%
31 – 40	32.9%
41 – 50	22.2%
51 – 60	14.3%
61+	6.4%



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www.wkwsci.ntu.edu.sg/Research/Pages/Centre-for-Information-Integrity-and-the-Internet.aspx

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