

# Hongkongers Moving to the UK in 2021

## Personality and Lifestyle Profile

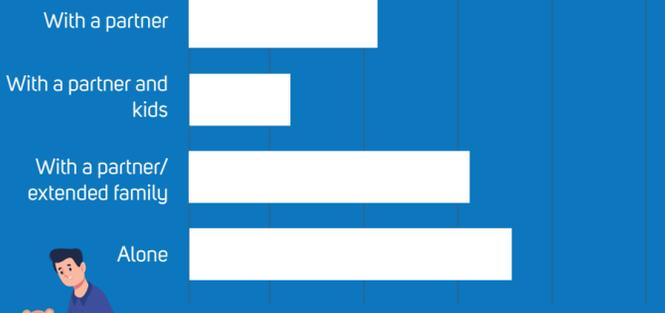
In February 2021, team houzen asked over 300 Hongkongers about their relocation plans. Here's what they shared:

31%

Most Hongkongers WILL stay alone but 31% are planning to live with their extended family



### Do you stay



### Have you been to UK before?



### Hongkongers are familiar with the UK

43%

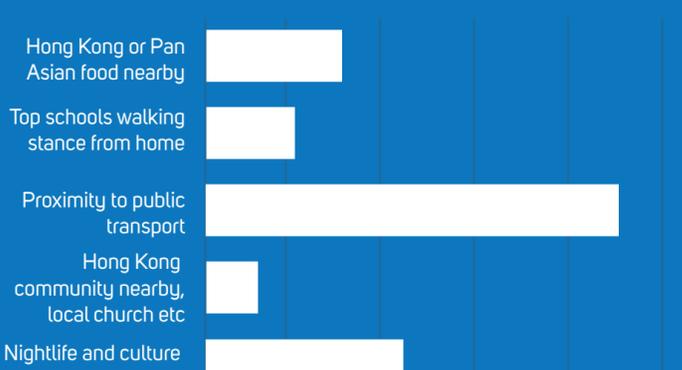
Over 43% of surveyed have lived or studied there previously. Only 25% have never been to the UK before.

45%

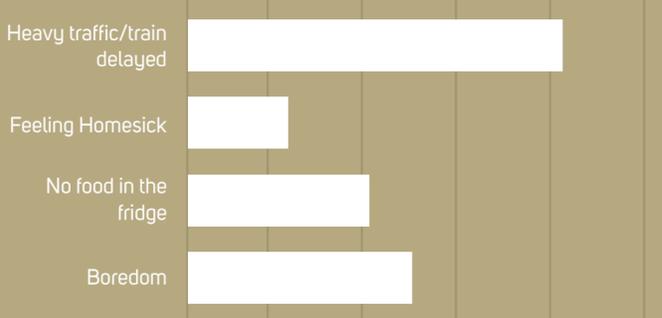
45% of Hongkongers prioritise proximity to public transport as their number 1.



### What is your priority?



### What is your worst fear?



41%

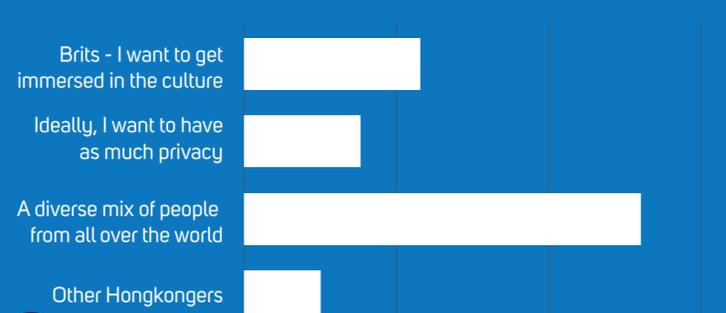
When asked about their greatest fear, Hongkongers point traffic jams (41%) and boredom (26%) as their main dreads

53%

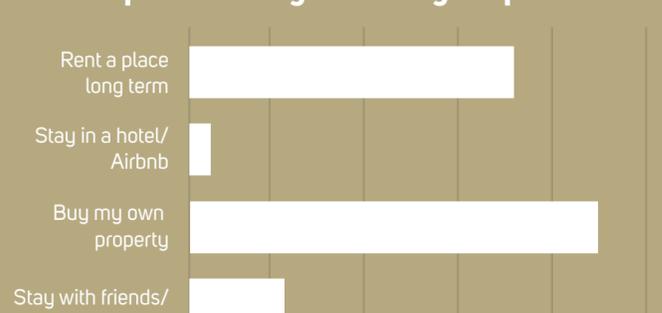
Future expats are looking to live in a diverse, intercultural setting (53%) or get immersed in British culture (25%).



### Who would be your ideal neighbour?



### A new place to stay! What's your plan?



45%

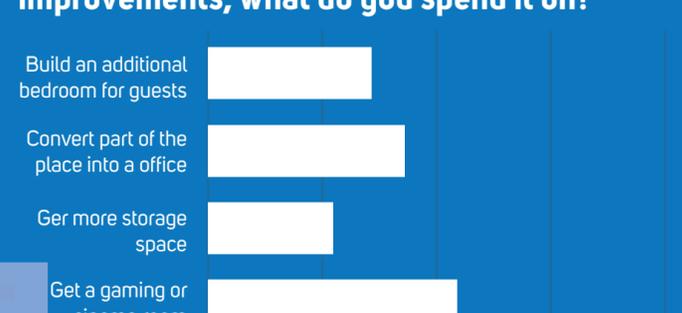
Hongkongers are mostly looking to buy and secure a place of their own - over 45% is looking to buy a property in the UK.

35%

When asked about potential home improvements, 35% would prioritise kitchen improvements, or building a gaming or cinema room (23%)



### You have 300,000 HKD to spend on home improvements, what do you spend it on?



### What type of environment you like most?



With plenty of tempting locations in the UK to choose from, the winner among Hongkongers seems to be a smaller suburban town with 45 min commute to the city (32%), but a lower cost of living, followed by a huge, international city setting like London (28%)