

MERCER MPF SATISFACTION INDEX

APRIL 2019

51.1

MARCH 2019
51.2



MONTHLY INDEX COVERING
OVER 2,400 RESPONDENTS ANNUALLY

Conducted by Nielsen Hong Kong

ROOM FOR RAISING PUBLIC AWARENESS OF THE NEW TAX INCENTIVE

Starting in April 2019, retirement savings made through Tax-Deductible MPF Voluntary Contributions (TVC) or by purchasing Qualifying Deferred Annuity Policies (QDAPs) could entitle members to tax deductions of up to HK\$60,000 per year.

Based on our monthly survey, about three-quarters of respondents are aware of the launch of this new tax incentive. Among these respondents, however, less than one-fifth have a good understanding of how it works. Of those with a good understanding of this new measure, the feedback is generally positive:

- They are generally satisfied with this new measure, with an average satisfaction score of 69.2 out of 100.
- Slightly more than half will consider TVC or purchasing QDAPs.

60%

Aware of the launch of TVC but not aware of what it is

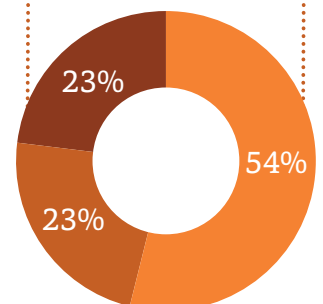
27%

Not aware of what TVC is

13%

Aware of what TVC is

- Will consider TVC or QDAPs
- Will not consider TVC or QDAPs
- Not yet decided



THE MORE ENGAGED, THE MORE SATISFIED

Time Horizon Until Retirement

Members who are closer to retirement age are more satisfied.



60.3

Members who are age 55 or above



47.4

Members who are below age 55



54.2

Members who believe they have good understanding of MPF



47.3

Members who believe they have low understanding of MPF

Inquiry Frequency

Members who inquired about MPF at least once in the past 12 months feel more satisfied.



54.1

Members who made inquiries about MPF



44.4

Members who did not make inquiries about MPF

Understanding MPF Account Investment Types

Members who understand the type of investments in their MPF accounts are more satisfied.

Members who know the type of investments in their MPF accounts

51.8

Members who do not know the type of investments in their MPF accounts

39.1

Review Frequency

Members who review their accounts at least once every six months are more satisfied.



55.1

Members who review their accounts at least once every six months



48.3

Members who review their accounts less than once every six months

TOP THREE EXPECTATIONS FROM MPF MEMBERS OF MPF PROVIDERS IN APRIL 2019, APART FROM GOOD PERFORMANCE AND LOW FEES



36.6%

Provide more comprehensive fund choice



33.2%

Provide clear MPF benefit statements



31.2%

Provide loyalty discounts

IN THE PAST 12 MONTHS, WHERE HAVE PEOPLE SOUGHT HELP?

We find that it is more common for members to seek advice from personal connections, followed by websites.



51.4%

Personal connections – family, friends and colleagues



48.6%

Websites – MPFA, MPF providers and other financial websites



41.4%

MPF agents – individuals or financial institutions



30.3%

No advice sought

Note: The figures above do not add up to 100%, as individuals can seek advice from multiple sources.

For more information, please contact:

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