

MERCER MPF SATISFACTION INDEX

MAY 2019

51.0

APRIL 2019
51.1

MONTHLY INDEX COVERING
OVER 2,400 RESPONDENTS ANNUALLY

Conducted by Nielsen Hong Kong

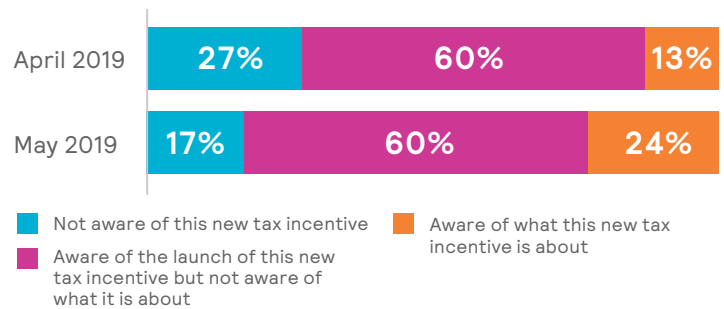
PUBLIC AWARENESS OF THE NEW TAX INCENTIVE MEASURE IS IMPROVING

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 up to HK\$60,000 per year.

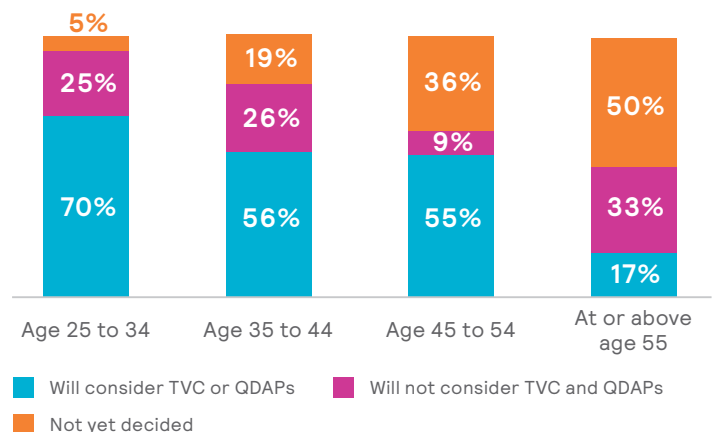
Awareness of this new tax incentive measure is improving, with more than 80% of respondents aware of the launch of this new measure – and more than a quarter of those with a good understanding of how it works. Both percentages show improvements from last month.

Those with a good general understanding, especially among younger age groups, welcome this new measure. The average satisfaction score of the new measure is 71.1 out of 100.

Public Awareness of the New Tax Incentive



Willingness to Use the New Tax Incentive



THE MORE ENGAGED, THE MORE SATISFIED

Time Horizon Until Retirement

Members who are closer to retirement age are more satisfied.



63.3

Members who are age 55 or above



48.0

Members who are below age 55



55.8

Members who believe they have high knowledge on MPF



44.2

Members who believe they have low knowledge on MPF

Inquiry Frequency

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



54.9

Members who made inquiries on MPF in the past 12 months

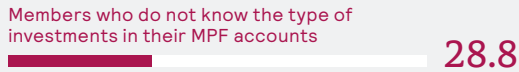


42.8

Members who did not make inquiries on MPF in the past 12 months

Understanding MPF Account Investment Types

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



Number of MPF Accounts

Members who possess only one MPF account are more satisfied.



Members who possess only one MPF account



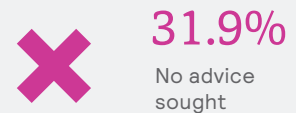
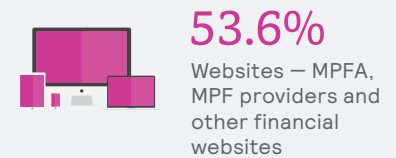
Members who possess more than one MPF account

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



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

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



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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