



April 2020

# Mercer MPF Satisfaction Index

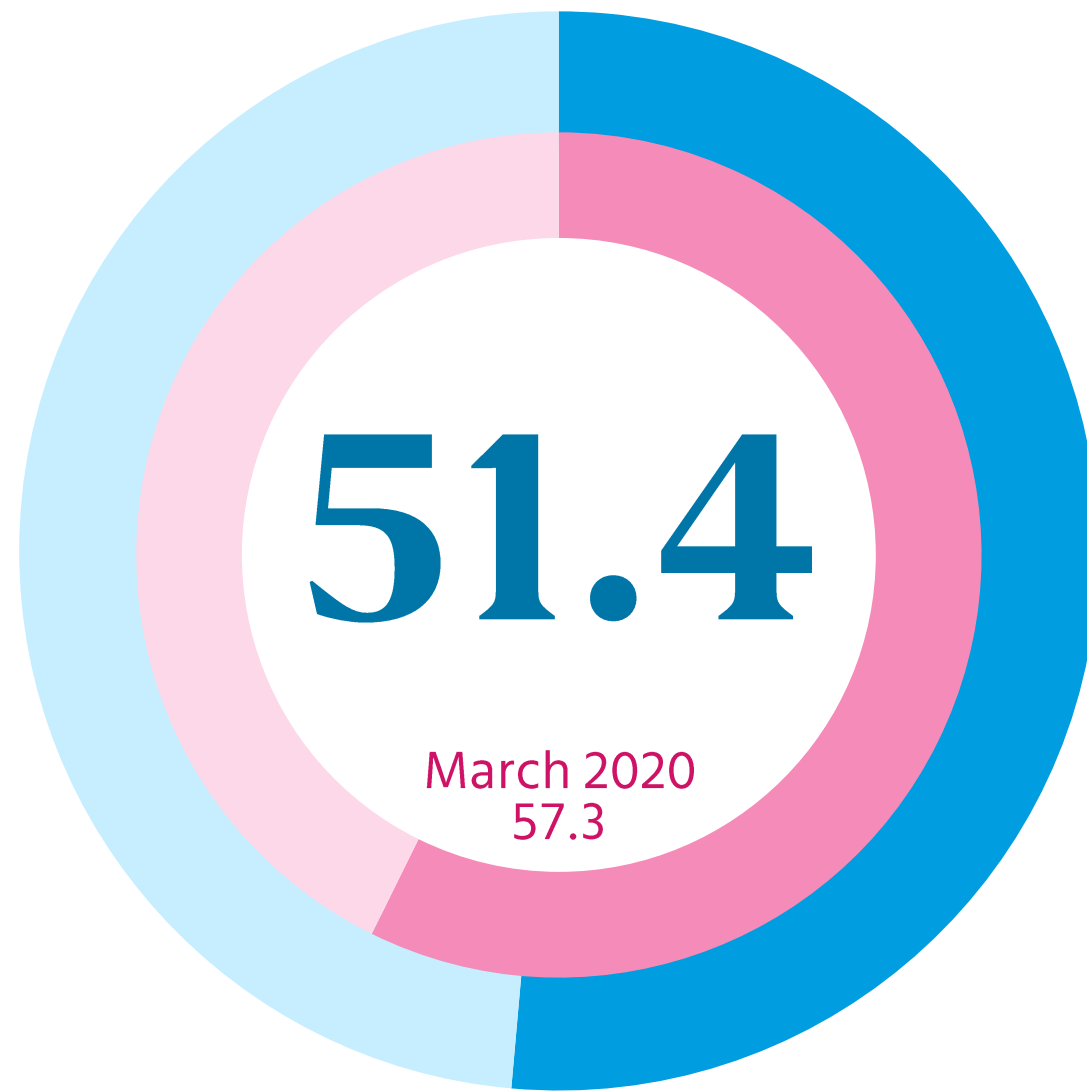
Monthly index covering over 2,400 respondents annually

Conducted by Nielsen Hong Kong

Also available online at:

<https://www.mercer.com.hk/our-thinking/wealth/mpf-satisfaction-index.html>

24 April 2020



# The More Engaged, The More Satisfied

## Understanding of risk and return

Members who understand the risk and return of MPF investment are more satisfied.



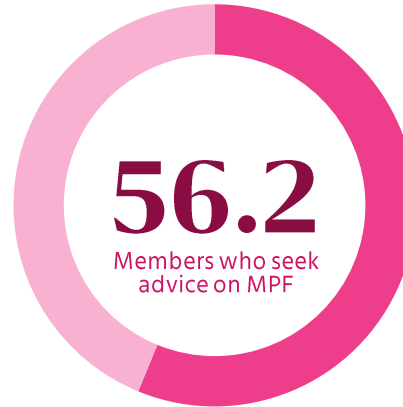
## Knowledge Level

Members who have high knowledge on MPF feel more satisfied.



## Advice Seeking

Members who seek advice on MPF feel more satisfied.



## Review Frequency of MPF Account

Members who review their MPF account balance more frequently are more satisfied.



## Top three expectations from MPF members in April 2020

Apart from good performance and low fees

1. Provide more comprehensive fund choice: 38.6%
2. Provide loyalty discount: 32.2%
3. Illustrate understanding of customers' needs: 29.7%



### Questions?

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## 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.

1. Personal connections — family, friends and colleagues: 41.6%
2. Websites — MPFA, MPF providers and other financial websites: 29.2%
3. MPF agents — individuals or financial institutions: 25.7%
4. No advice sought — 33.2%

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

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