

# MERCER MPF SATISFACTION INDEX

FEBRUARY 2019

52.8

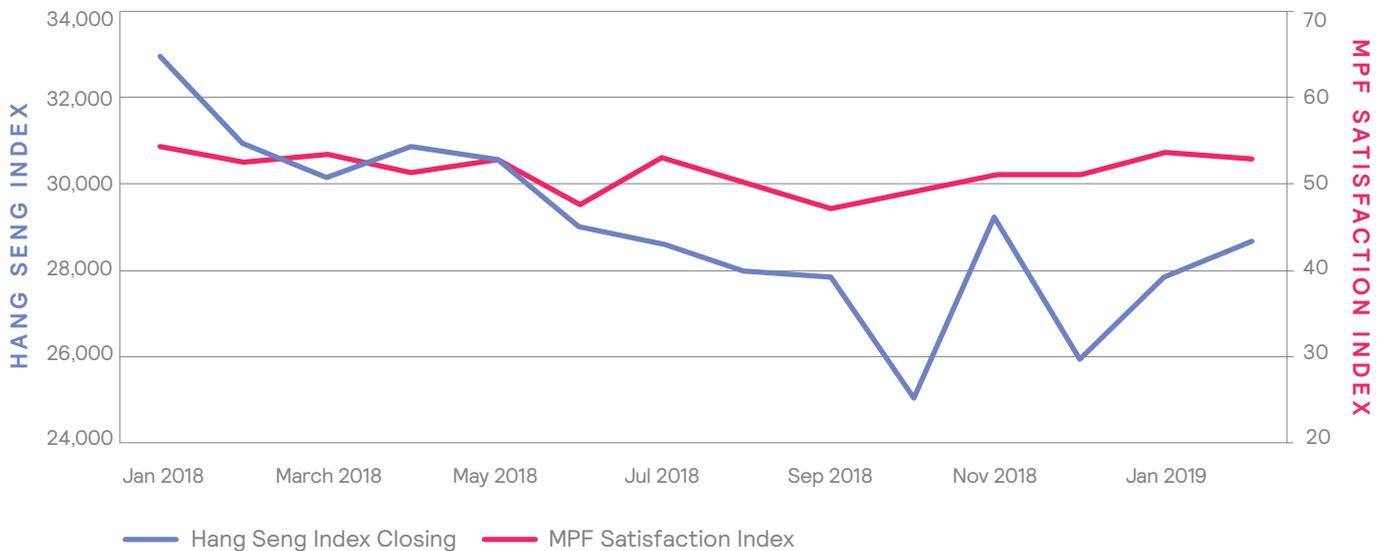
JANUARY 2018  
53.2

MONTHLY INDEX COVERING  
OVER 2,400 RESPONDENTS ANNUALLY

Conducted by Nielsen Hong Kong

## MARKET VOLATILITY DOES NOT TRANSLATE INTO CHANGE IN SATISFACTION

We compared the trend in the Hang Seng Index (HSI) with the MPF Satisfaction Index (MPFSI) to examine the impact of market volatility on MPF satisfaction. Although the HSI fell 7.7% from February 2018 to February 2019, this fall did not translate into a material change in the MPF satisfaction level, which has remained fairly stable over the past 12 months.



## THE MORE ENGAGED, THE MORE SATISFIED

### Knowledge Level

Members who have high knowledge on MPF feel more satisfied.

57.5

Members who believe they have high knowledge on MPF

46.6

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.

56.5

Members who make inquiry on MPF

41.6

Members who do not make inquiry on MPF

### Understanding MPF Account Investment Types

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

53.3

Members who know type of investment of their MPF accounts

43.6

Members who do not know

### Review Frequency

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

57.9

Members who review their accounts more than once every six months

44.3

Members who review their accounts less than once every six months

### Number of Accounts

Members who only own one account are more satisfied.

Members who own only one MPF account 55.3

Members who own more than one MPF account 51.7

## THE MORE YOU HAVE, THE MORE SATISFIED YOU ARE

Members whose total MPF balances are higher are more satisfied.



Members whose total MPF balances are more than HKD200,000



Members whose total MPF balances are less than HKD200,000

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



46.3%

Provide comprehensive fund choice



37.4%

Provide loyalty discounts



29.6%

Provide clear MPF benefit statements

## WHERE DO PEOPLE SEEK HELP?

We find it is more common for members to seek advice from websites.



49.3%

Websites – MPFA, MPF providers and financial websites



70.9%

Personal connections – family, friends and colleagues



34.0%

MPF agents – individuals or from financial institutions



24.6%

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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