



*Survey on Hongkongers’
Sense of Security on Savings 2020*

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Background

- In July 2018, the Hong Kong Deposit Protection Board (HKDPB) commissioned Public Opinion Program (POP) (previously under HKU, now under HKPORI) for the first time to conduct a survey on Hongkongers' sense of security on savings. In June 2020, HKDPB commissioned POP to conduct this survey, which is the third time in the row, with the following objectives:
 - To understand Hong Kong people's saving habits and their “sense of security” on savings,
 - To track the changes in Hong Kong people's saving habits and “sense of security” over time;
 - To understand, in particular, the saving habits of parents raising at least one child aged 10 or below and their views on savings.
- HKPOP has consulted HKDPB when designing the survey questionnaire while HKPOP retained full autonomy in every aspect of the study and takes full responsibility for all findings reported.

Contact Information

Date of survey:	August 24 to September 20, 2020
Survey method:	Random telephone survey conducted by real interviewers
Target population and sample size:	<p>1) Cantonese speaking Hong Kong residents aged 18 or above <u>1,000</u> successful cases (incl. 500 landline and 500 mobile samples)</p> <p>2) Parents raising at least one child aged 10 or below <u>301</u> successful cases (incl. 120 landline and 181 mobile samples) Among them, 174 cases came from the Hong Kong public main sample mentioned above, while an extra 127 successful interviews with eligible parents were conducted as booster sample</p>
Effective response rate:	52.8% (based on eligible samples)
Sampling error:	Less than 1.6% i.e. the maximum sampling error of all percentages should be no more than +/-3.2 percentage points, at 95% confidence level

Survey Results

The raw data of the general public sample has been rim-weighted according to the latest figures provided by the Census and Statistics Department. The gender-age distribution was obtained from “Mid-year Population for 2019”, while the educational attainment (highest level attended) distribution and economic activity status distribution was obtained from “Women and Men in Hong Kong – Key Statistics (2019 Edition)”.

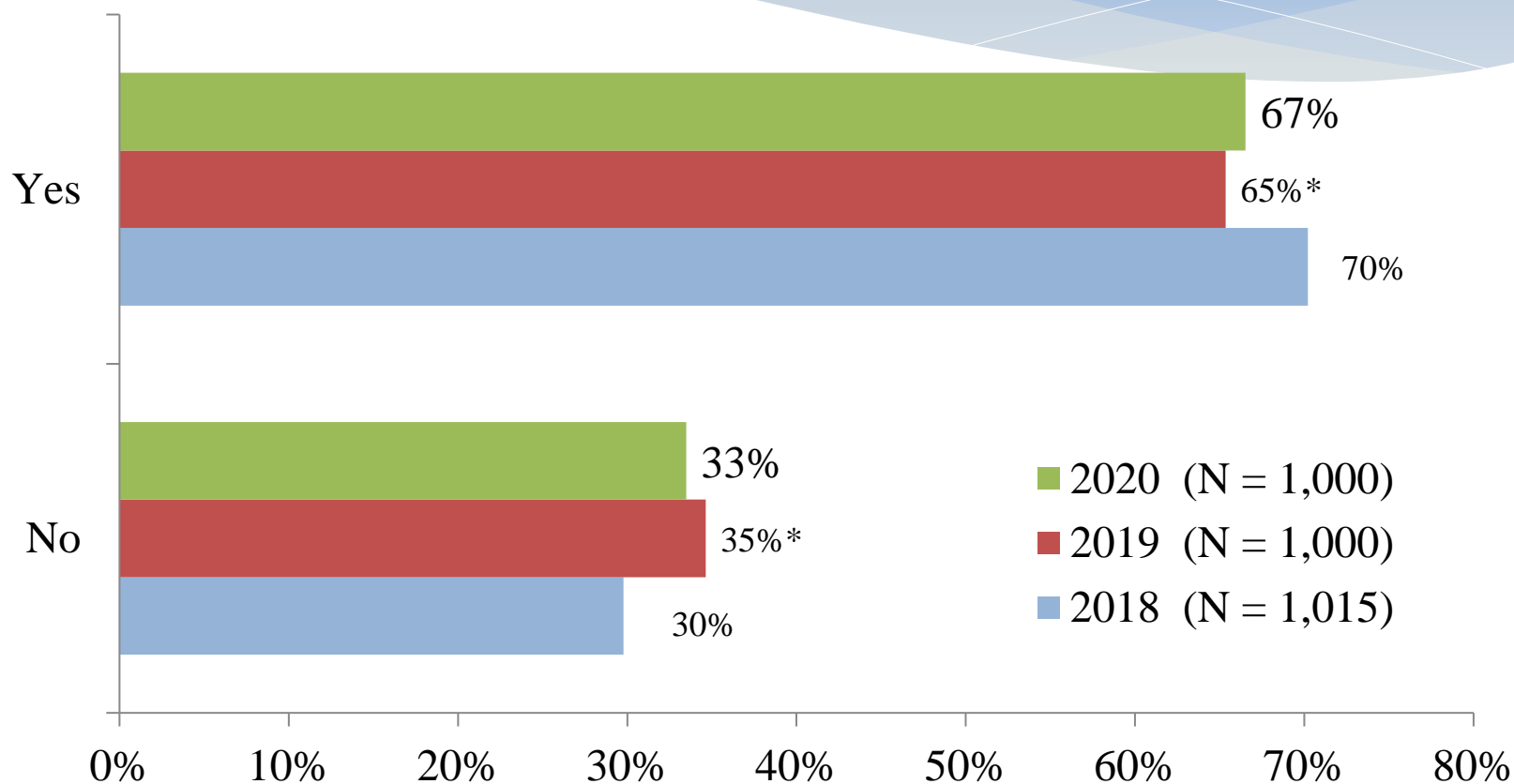
Statistical tests of “difference-of-proportions” and “difference-of-means” have been used to check for significant changes in survey results over two consecutive years.

***denotes statistical significance at $p < 0.01$ level*

**denotes statistical significance at $p < 0.05$ level*

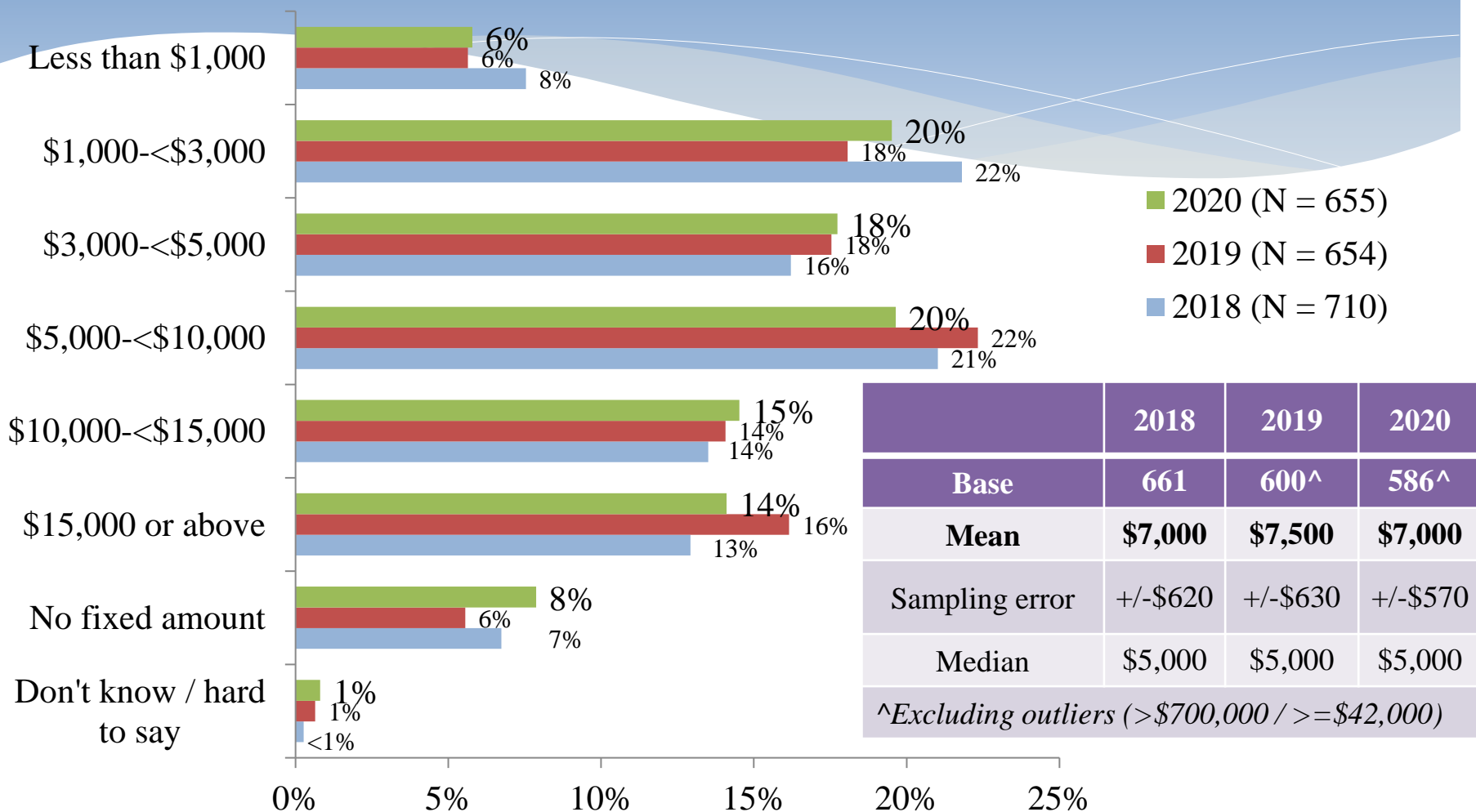
Part I.
Saving Habits of the General Public

Two-thirds of Hong Kong people have saving habits an increase from last year but not as high as 2018



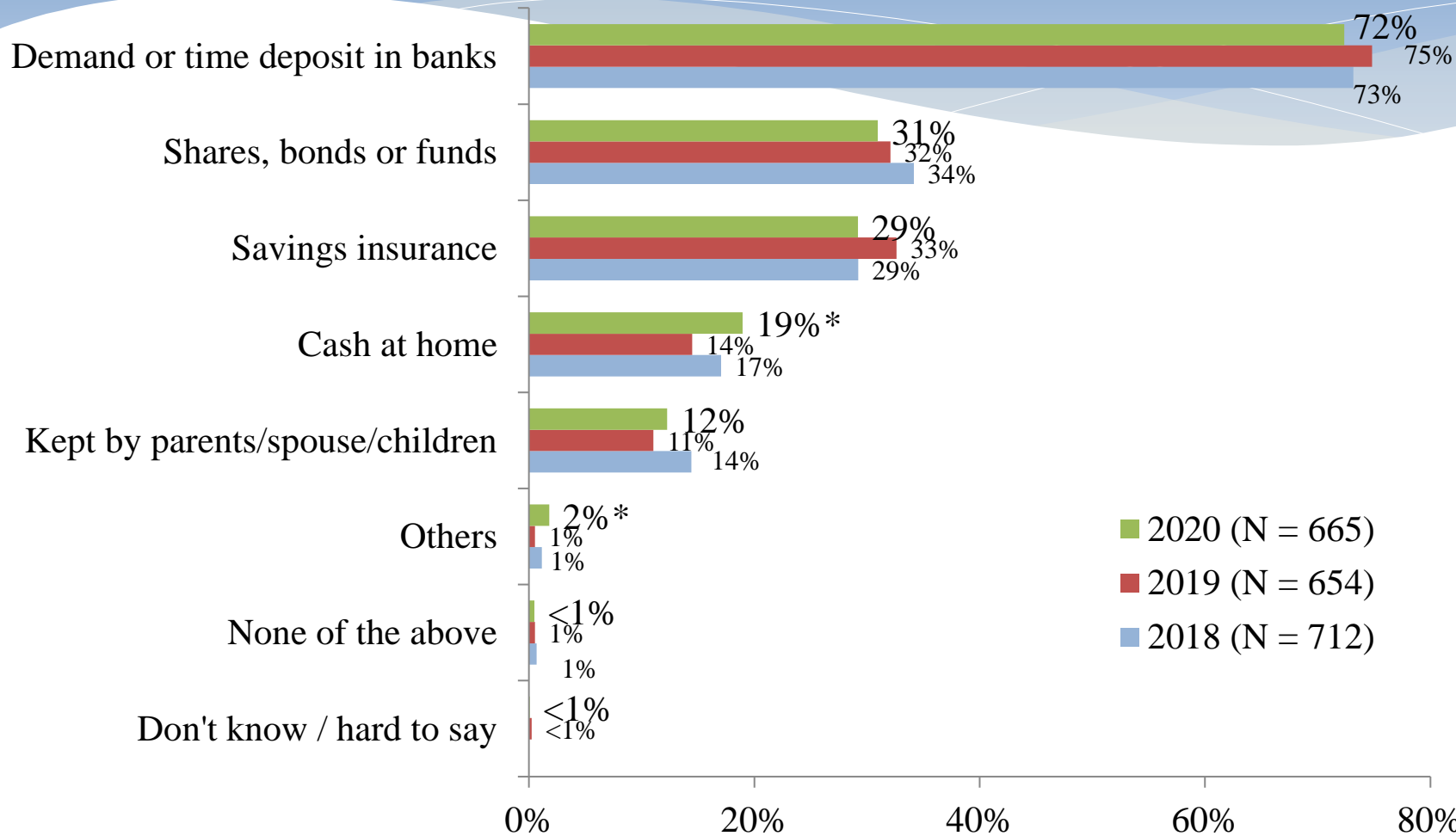
[Q1] Do you currently have any habit of saving money? Please include all kinds of savings, such as savings for yourself, savings for your family, etc. [one answer only]

The median saving of current savers is \$5,000 per month while the mean is \$7,000



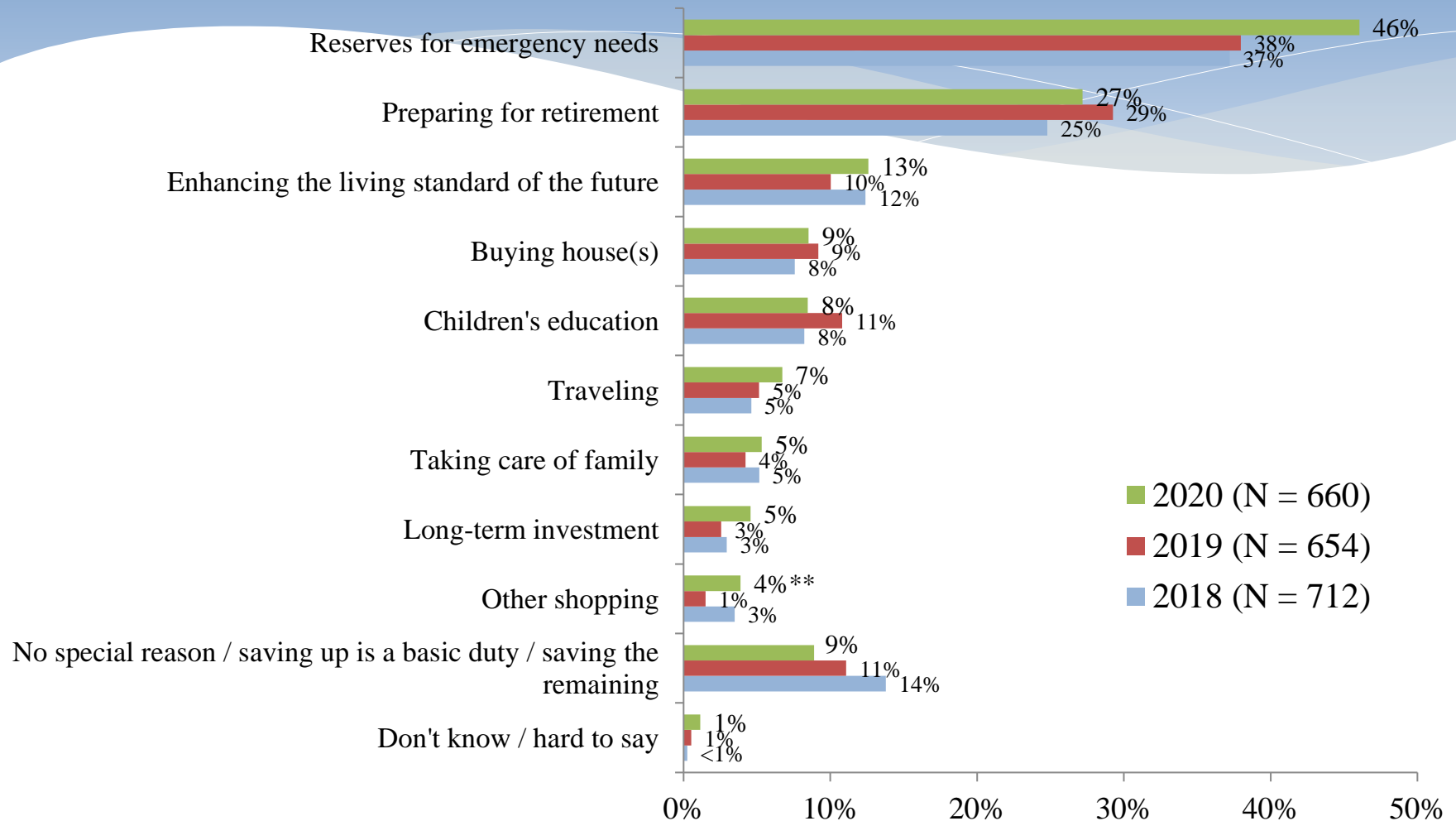
[Q2][Only ask respondents who have saving habits] Then roughly how much do you save per month? Please include all kinds of savings, such as savings for yourself, savings for your family, etc. [one answer only]

Bank deposit continues to be the most common channel of saving money



[Q3] [Only ask respondents who have saving habits] Where do you mainly save your money at? [interviewer to read out the first 5 options, answers to be randomized by computer, multiple answers are allowed]

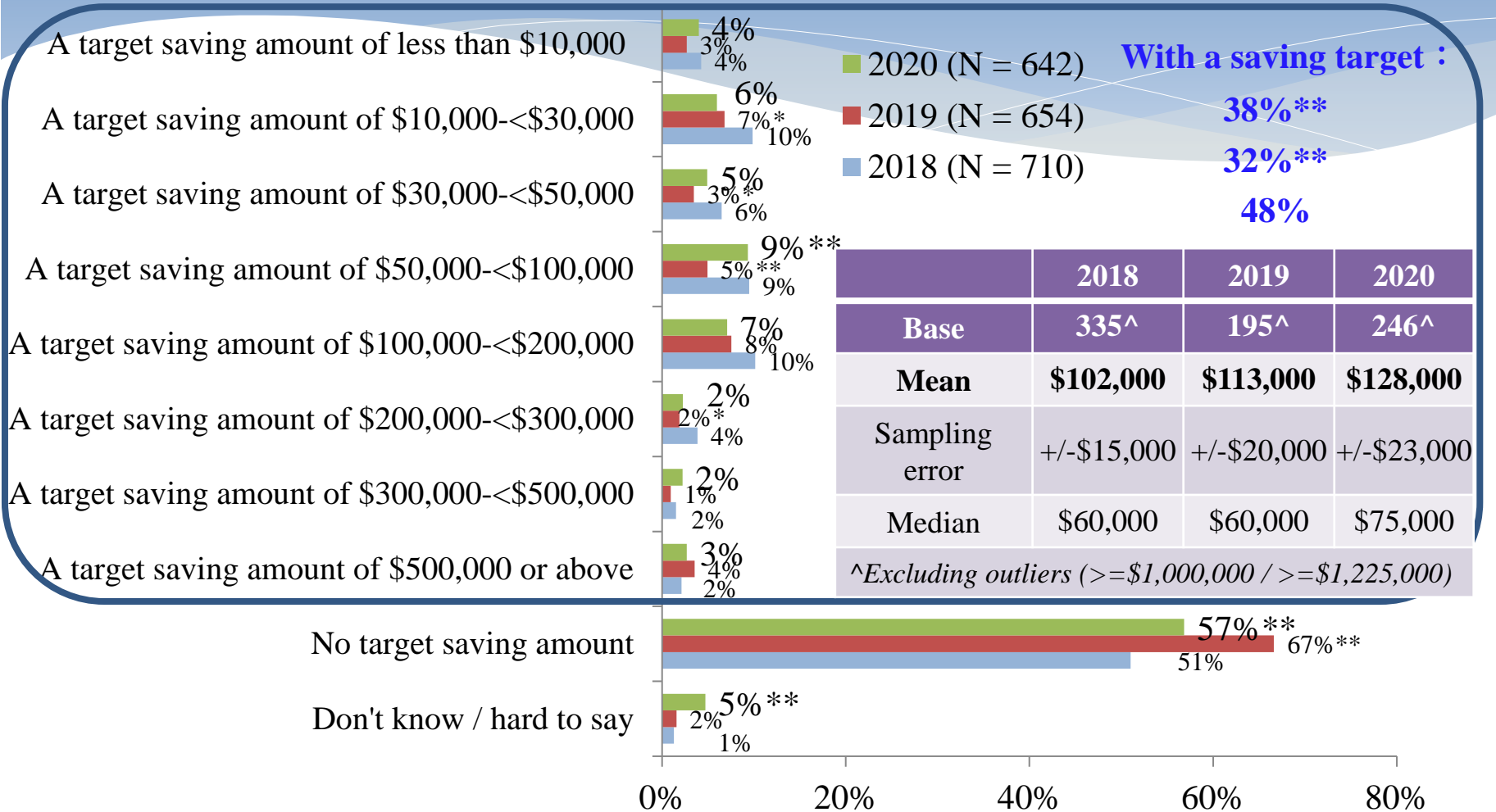
Same as last 2 years, most people save up for emergency needs, followed by preparing for retirement



#Due to page limit, only options account for 4% or above in 2020 will be shown in the chart

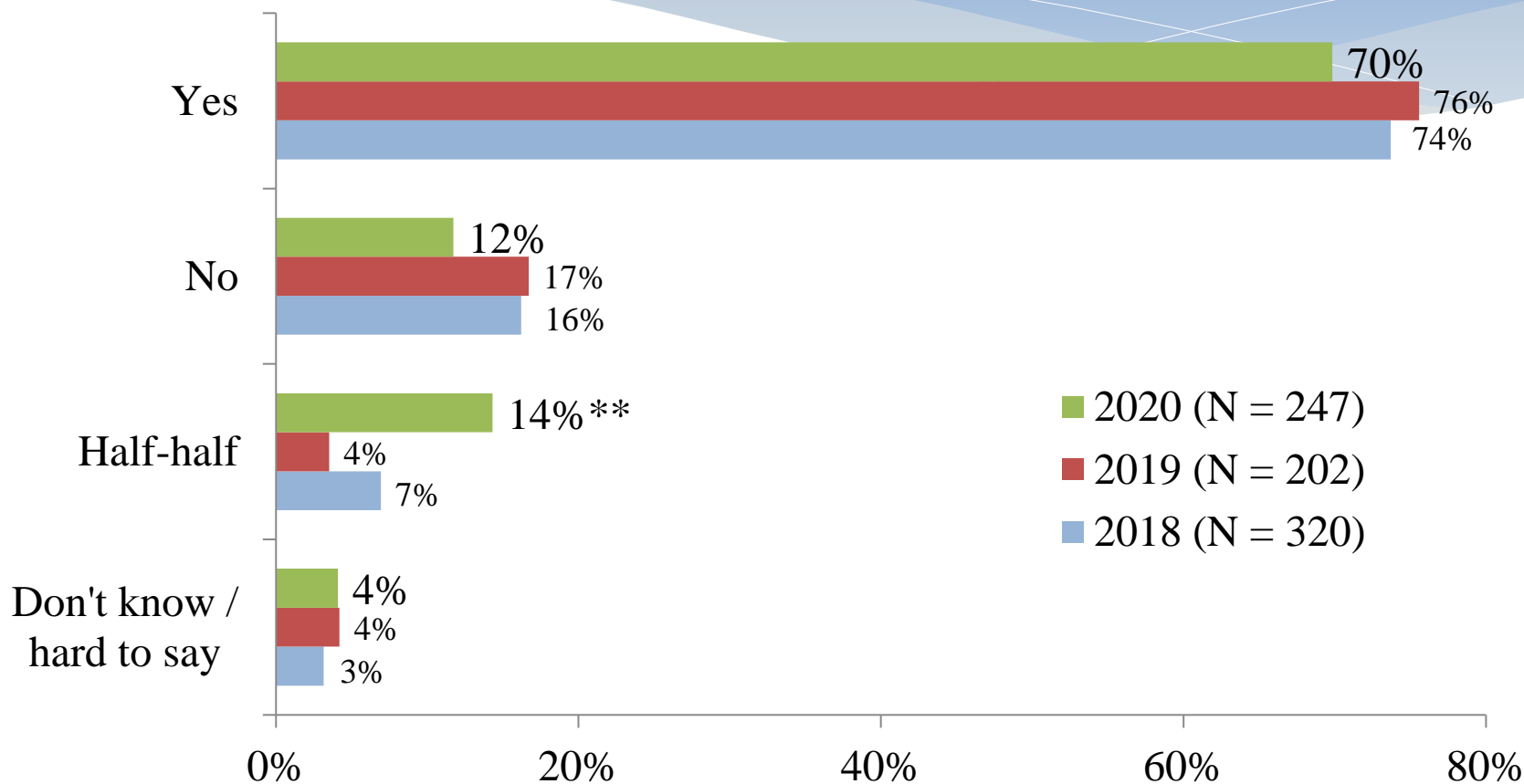
[Q4][Only ask respondents who have saving habits] What is/are your reason(s) for saving money? [do not read out answers, multiple answers are allowed]

Nearly 40% current savers have set a yearly saving target significantly more than that in 2019



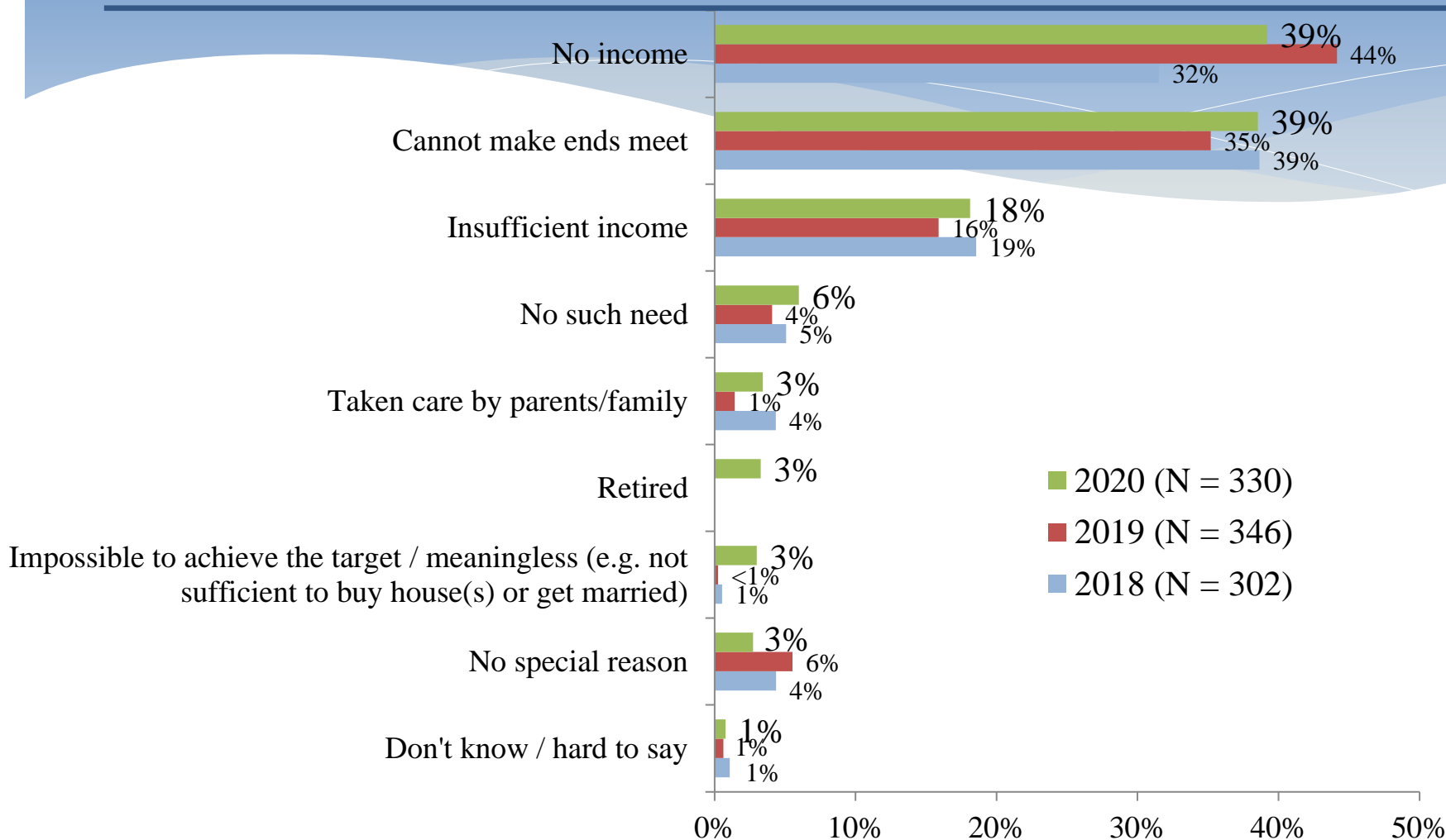
[Q5][Only ask respondents who have saving habits] Do you have a target saving amount for this year (i.e. 2018, 2019 or 2020)? If yes, how much is it?

70% of those with a saving target are confident in achieving their goals within the target year, a slight drop from the past years



[Q6][Only ask respondents who have a saving goal] Then, do you think you can achieve this target within the year 2018/2019/2020 ? [one answer only]

“No income” and “cannot make ends meet” are the main hindrances from saving up



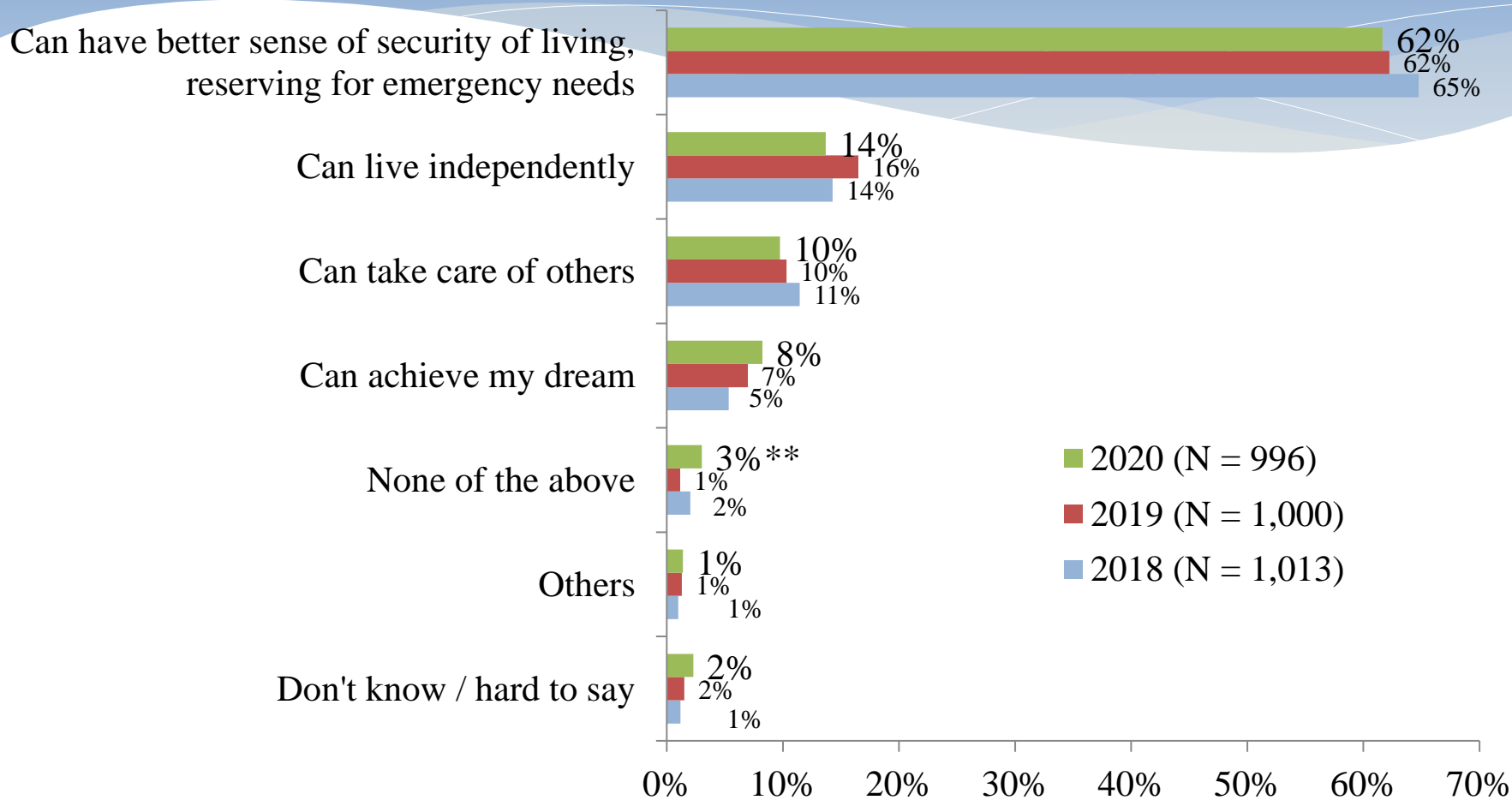
#Due to the limited space, only options account for 3% or above in 2020 will be shown in the chart

[Q7] [Only ask those who answered “no saving habit” at Q1] What is/are your major reasons(s) for not having a habit of saving money? [do not read out answers, multiple answers are allowed]

Part II.

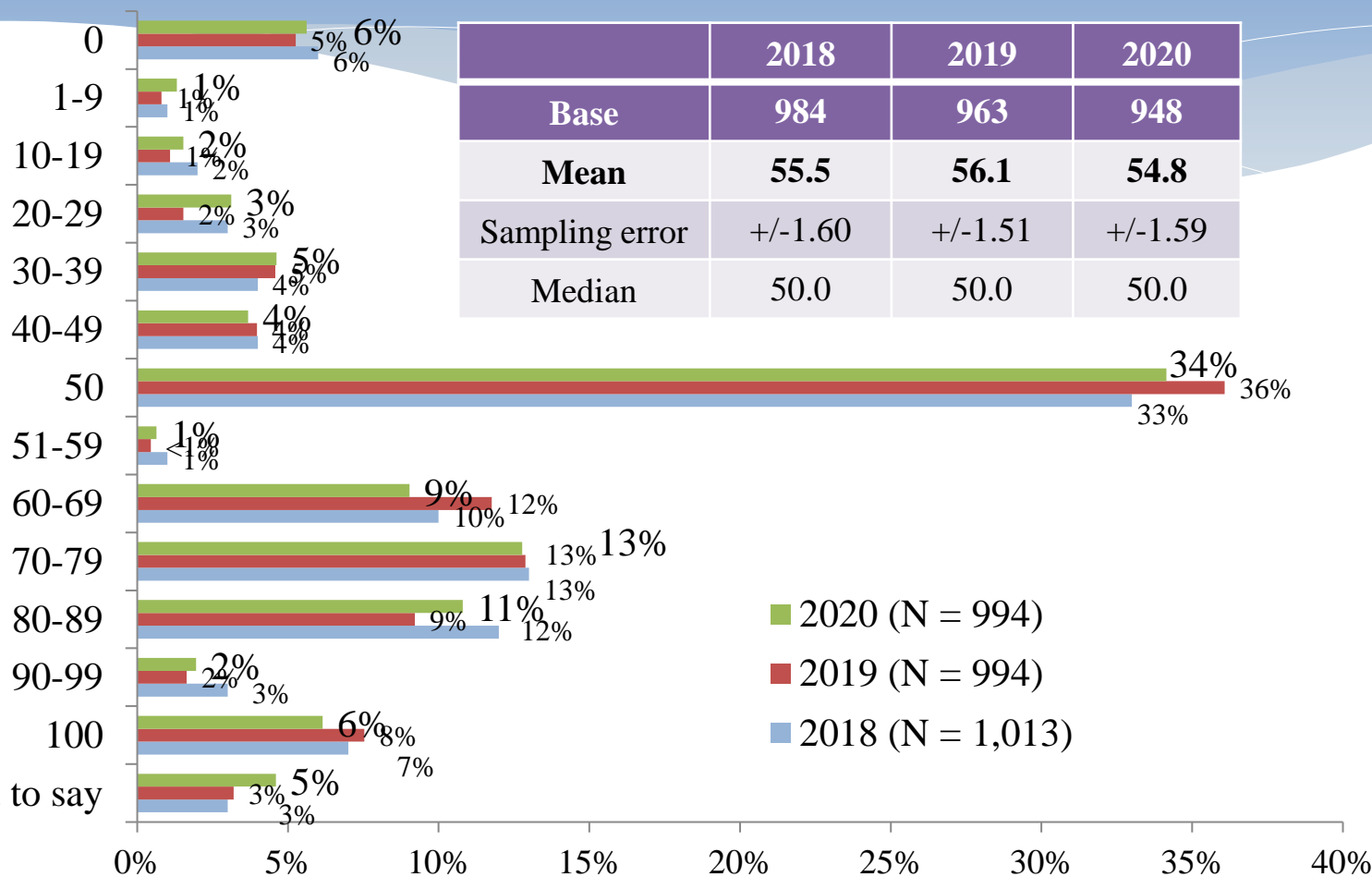
Sense of Security on Savings

Majority find the core meaning of having sufficient savings is to have a better sense of security in living, reserving for emergency needs



[Q8] In your opinion, which of the following is the most significant meaning of having sufficient savings?
 [interviewer to read out the first 4 options, order to be randomized by computer, one answer only]

Latest rating on “sense of security on saving” stands at 54.8, no significant change over the past 2 years

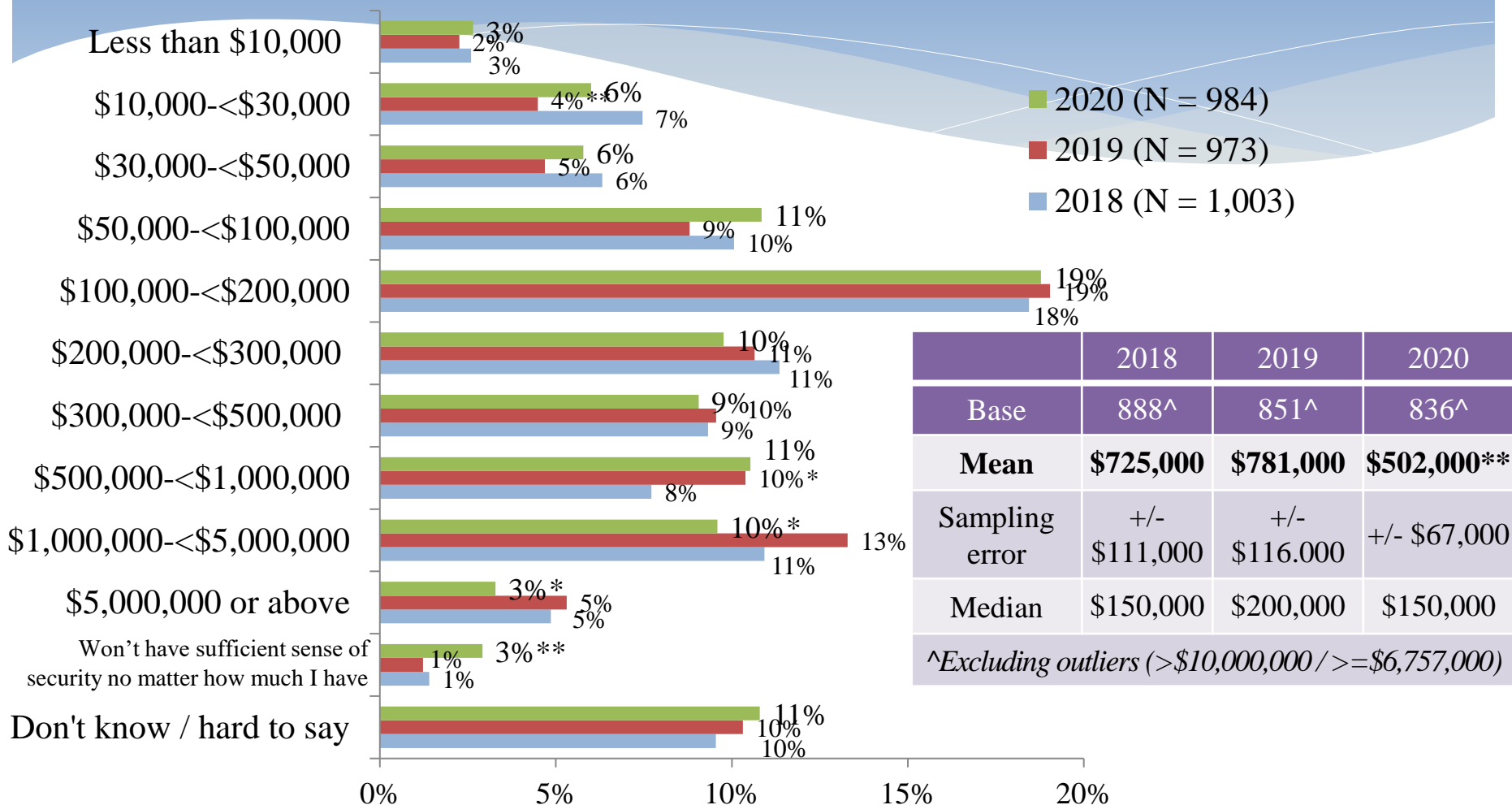


Don't know / hard to say

■ 2020 (N = 994)
■ 2019 (N = 994)
■ 2018 (N = 1,013)

[Q9] On a scale of 0-100 how much sense of security do your current savings or liquid assets bring you? 0 represents completely no sense of security 100 represents extremely high sense of security 50 represents half-half. [one answer only]

Hong Kong people think they need \$500,000 to gain sufficient “sense of security”, significantly lower than that of last year



[Q10] If to maintain your current living standard for another year, how much savings or liquid assets do you consider enough to build up sufficient “sense of security”?

Part III.

Focus Study of Parents Raising At Least One Child Aged 10 or Below

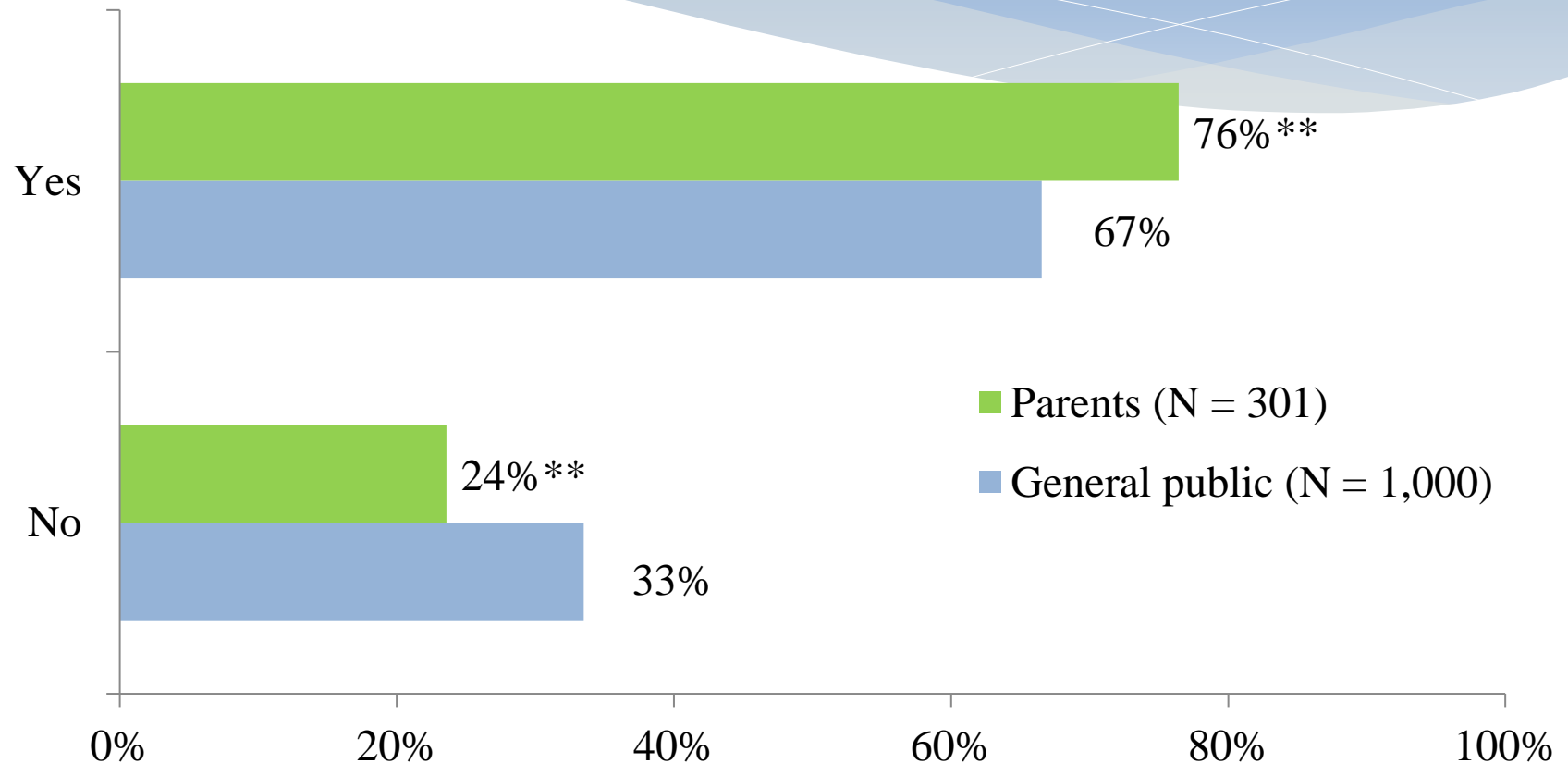
Parent samples are presented based on its raw data.

In order to carry out comparative analysis, general public samples and parent samples are tested test for the percentage difference and mean difference to study the significant difference between the two samples.

***denotes statistical significance at $p < 0.01$ level*

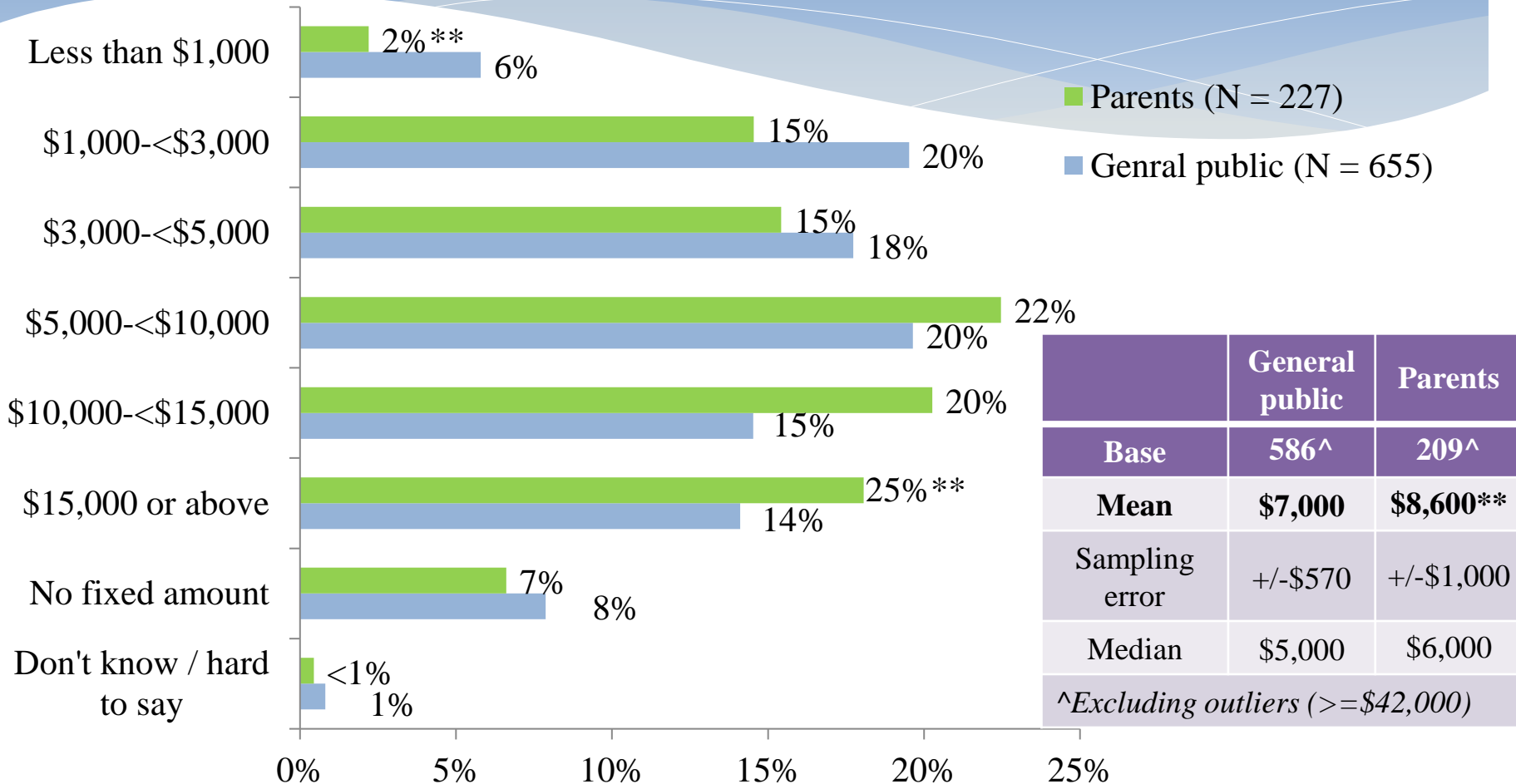
**denotes statistical significance at $p < 0.05$ level*

Over three-quarters of the parent sample have saving habits, significantly more than the two-thirds among the general public

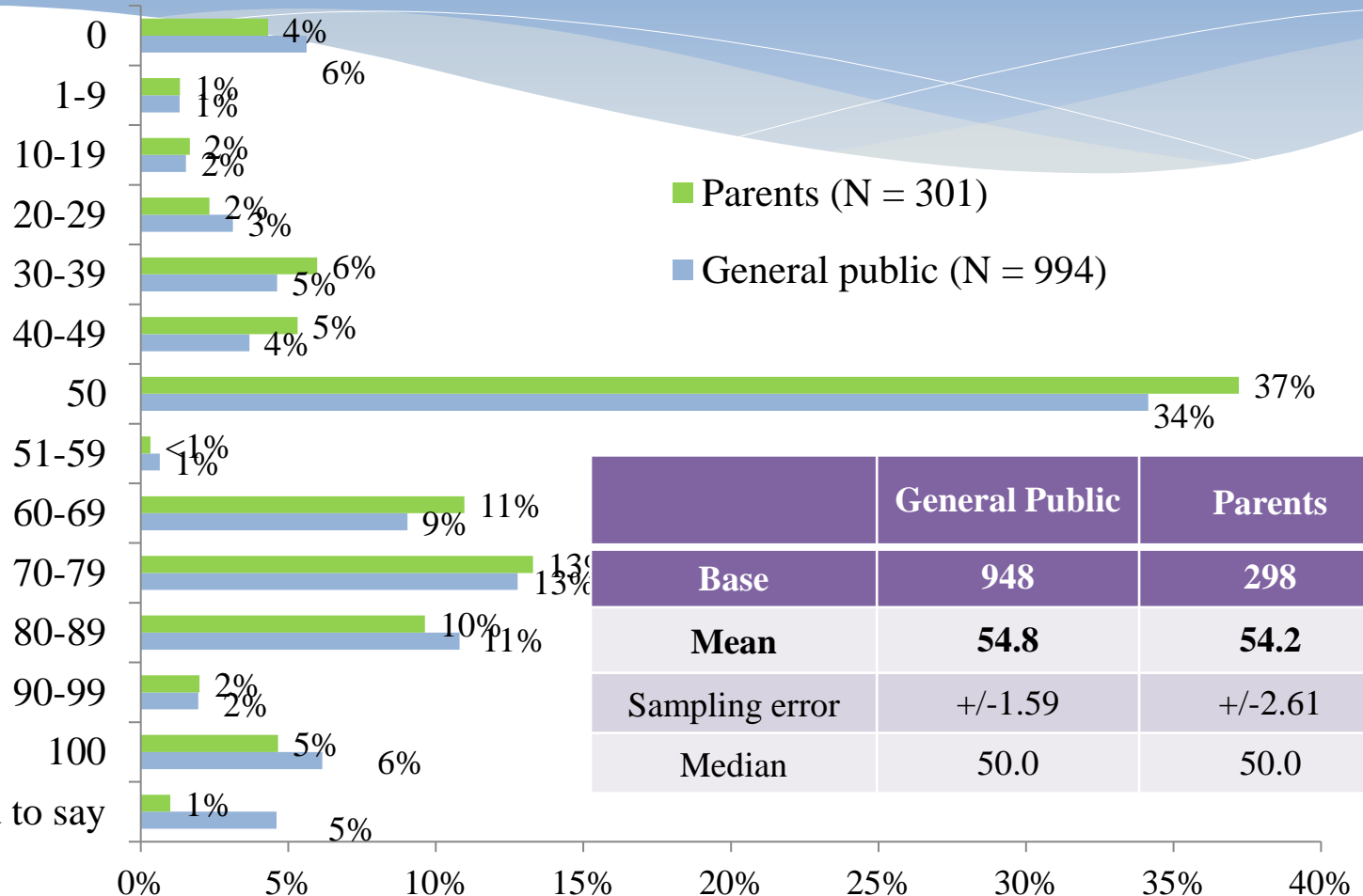


[Q1] Do you have any habit of saving money? Please include all kinds of savings, such as savings for yourself, savings for your family, etc. [one answer only]

General public save up \$7,000 per month on average, while parents with saving habits save up more than \$8,000

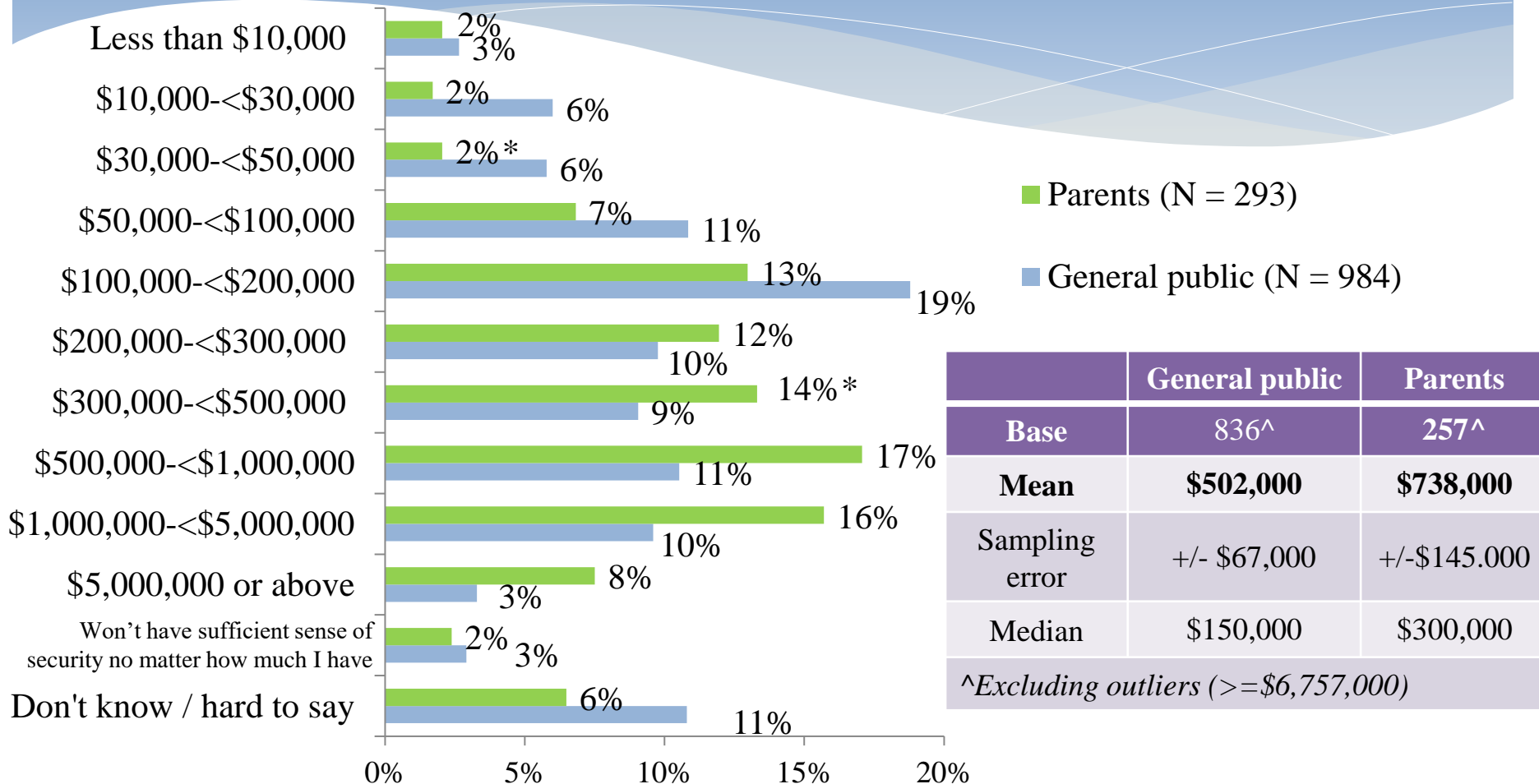


The sense of security rating among general public is 54.8 marks while that of parents is 54.2 marks, both very close



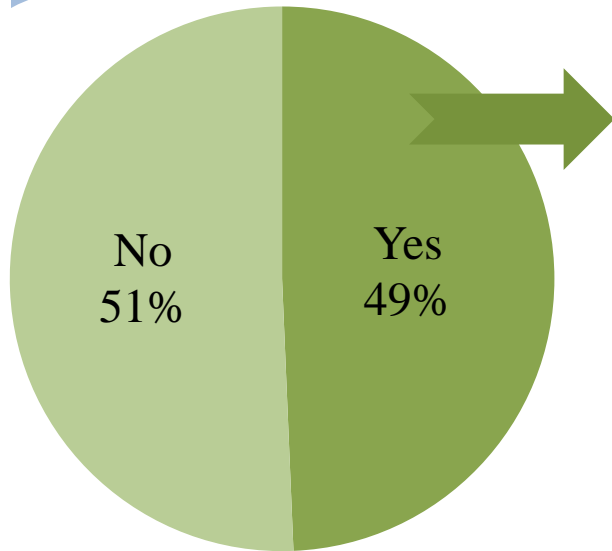
[Q9] On a scale of 0 to 100 how much sense of security do your current savings or liquid assets bring you? 0 represents completely no sense of security 100 represents extremely high sense of security 50 represents half-half. [one answer only]

General public think they need \$500,000 to gain sufficient “sense of security”, while parents need more at \$740,000



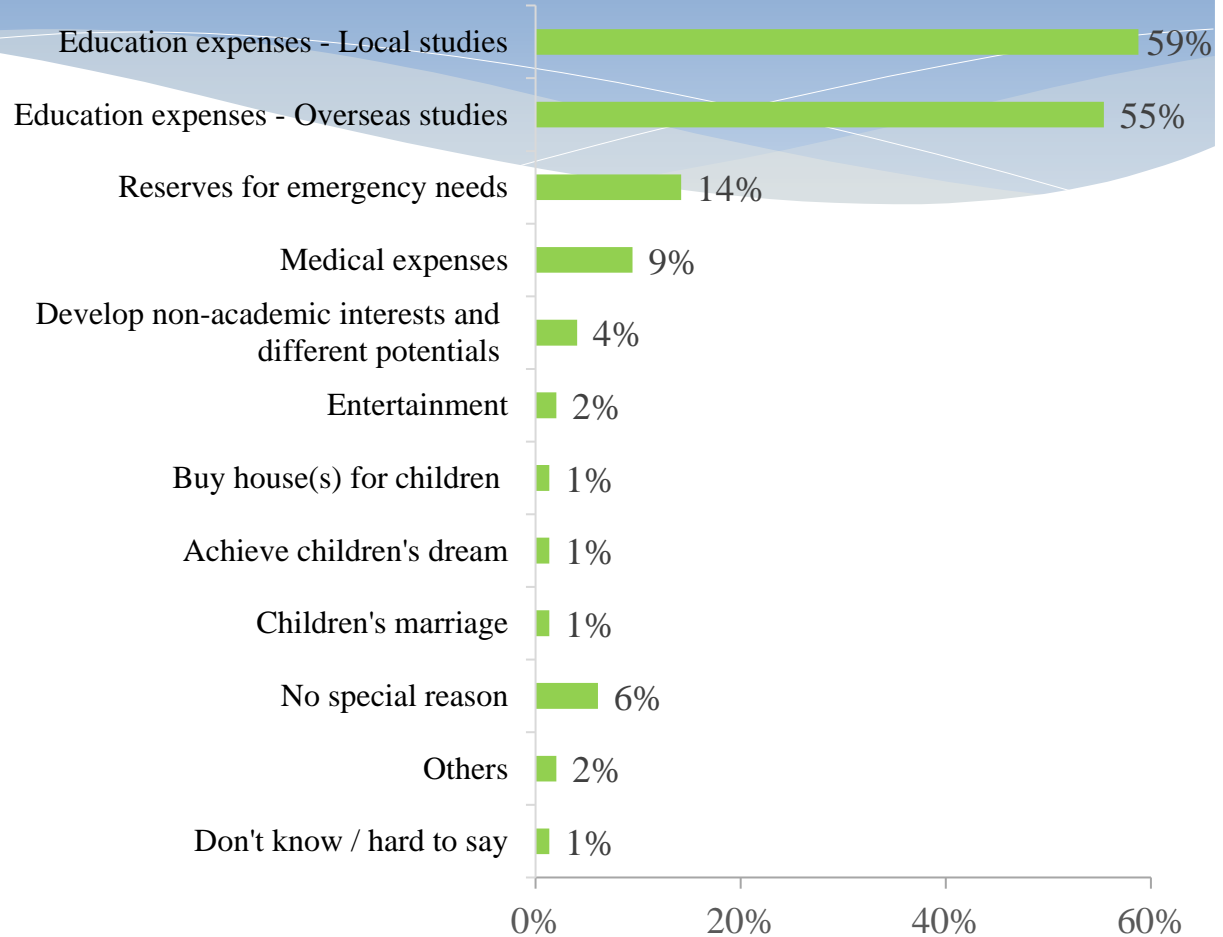
[Q10] If to maintain your current living standard for another year, how much savings or liquid assets do you consider enough to build up sufficient “sense of security”? [one answer only]

Half of the parents have set aside extra savings for their children, mainly for education expenses



Parents (N=300)

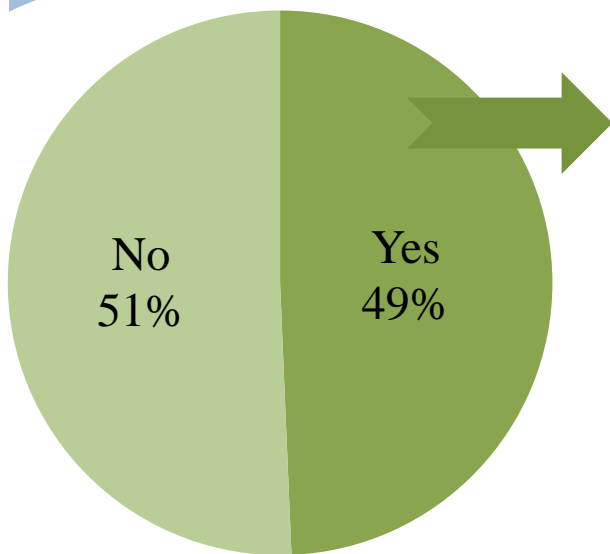
[Q11] Do you currently set aside extra savings for your child(ren)?
[one answer only]



Parents who set aside extra savings for their children (N=148)

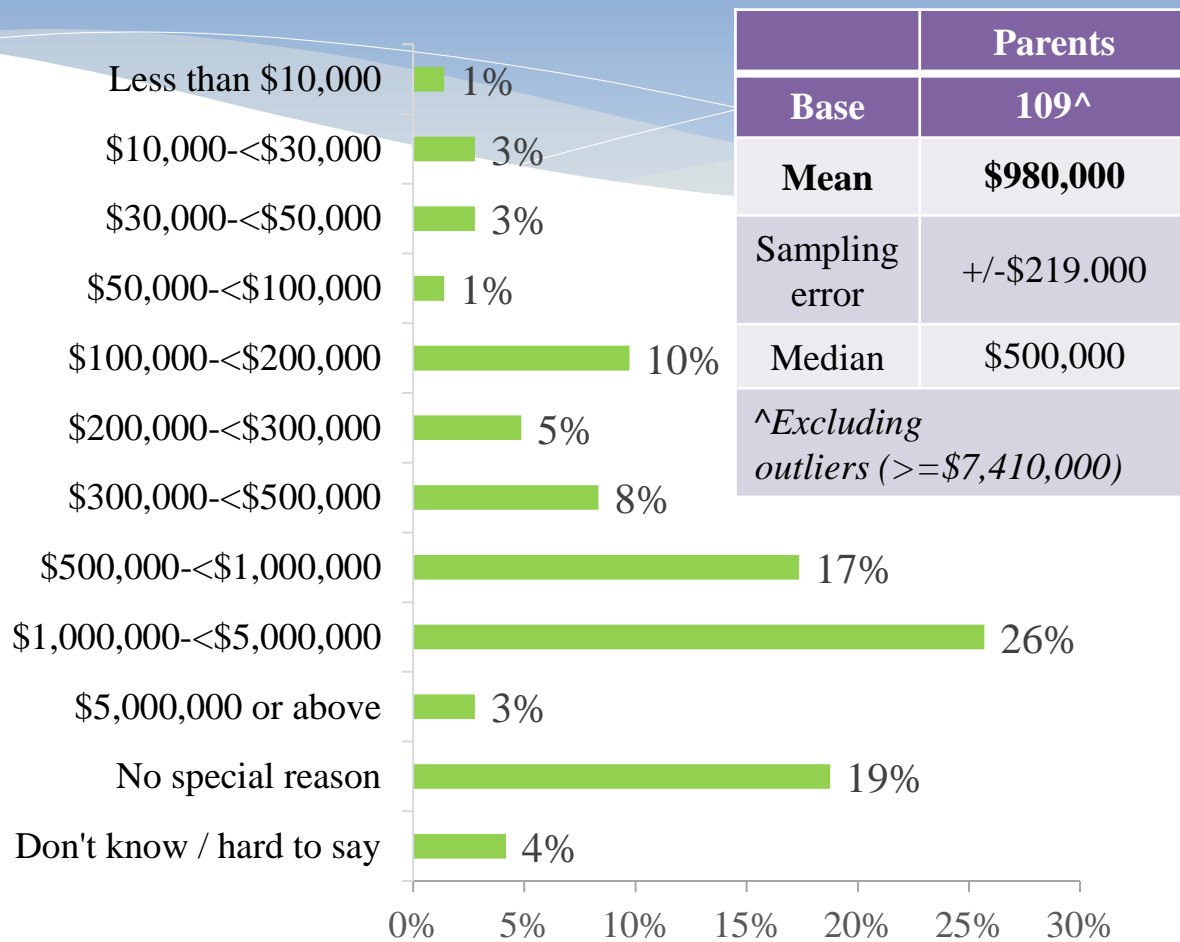
[Q12] What is/are your reason(s) for setting aside another savings for your child(ren)? [do not read out answers, multiple answers are allowed]

Parents' average saving goal for each child is \$980,000



Parents (N=300)

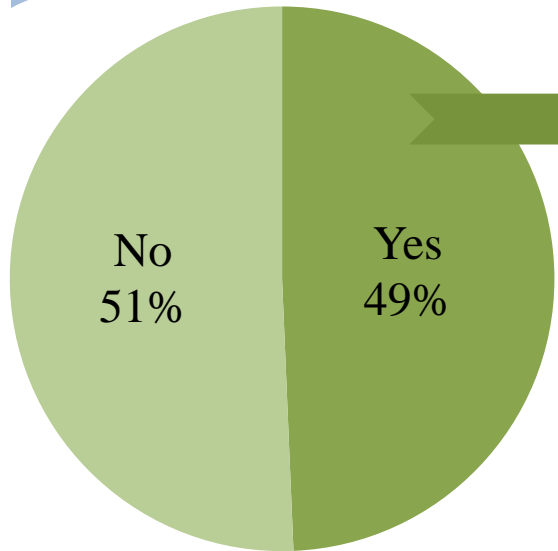
[Q11] Do you currently set aside extra savings for your child(ren)?
[one answer only]



	Parents
Base	109 [^]
Mean	\$980,000
Sampling error	+/- \$219,000
Median	\$500,000
[^] Excluding outliers (>=\$7,410,000)	

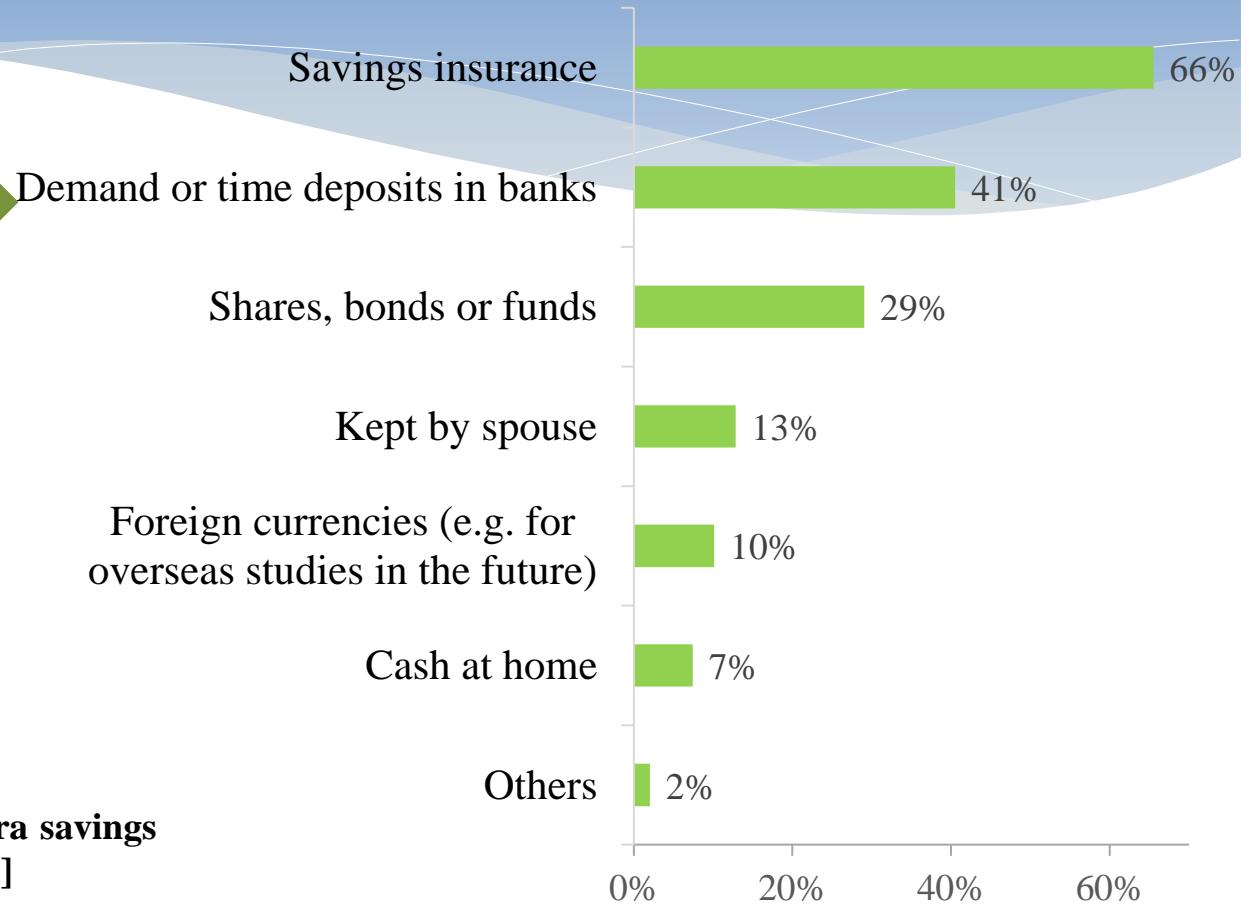
Parents who set aside extra savings for their children (N=148)
[Q13] What is your saving goal for each child ?

Two-thirds of the parents who set aside extra savings for their children mainly choose to buy savings insurance



Parents (N=300)

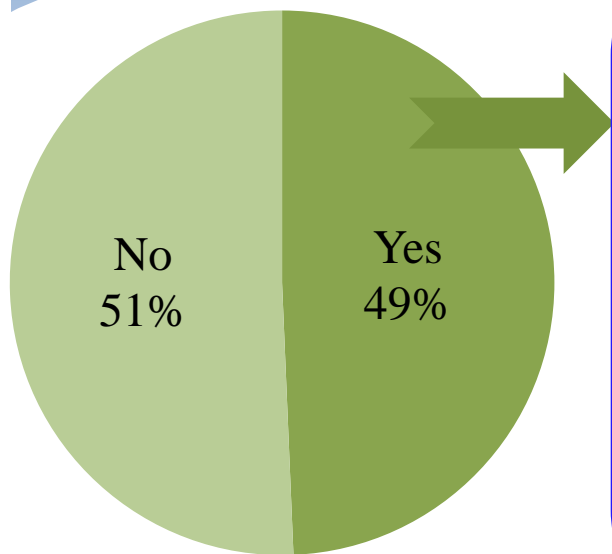
[Q11] Do you currently set aside extra savings for your child(ren)? [one answer only]



Parents who set aside extra savings for their children (N=148)

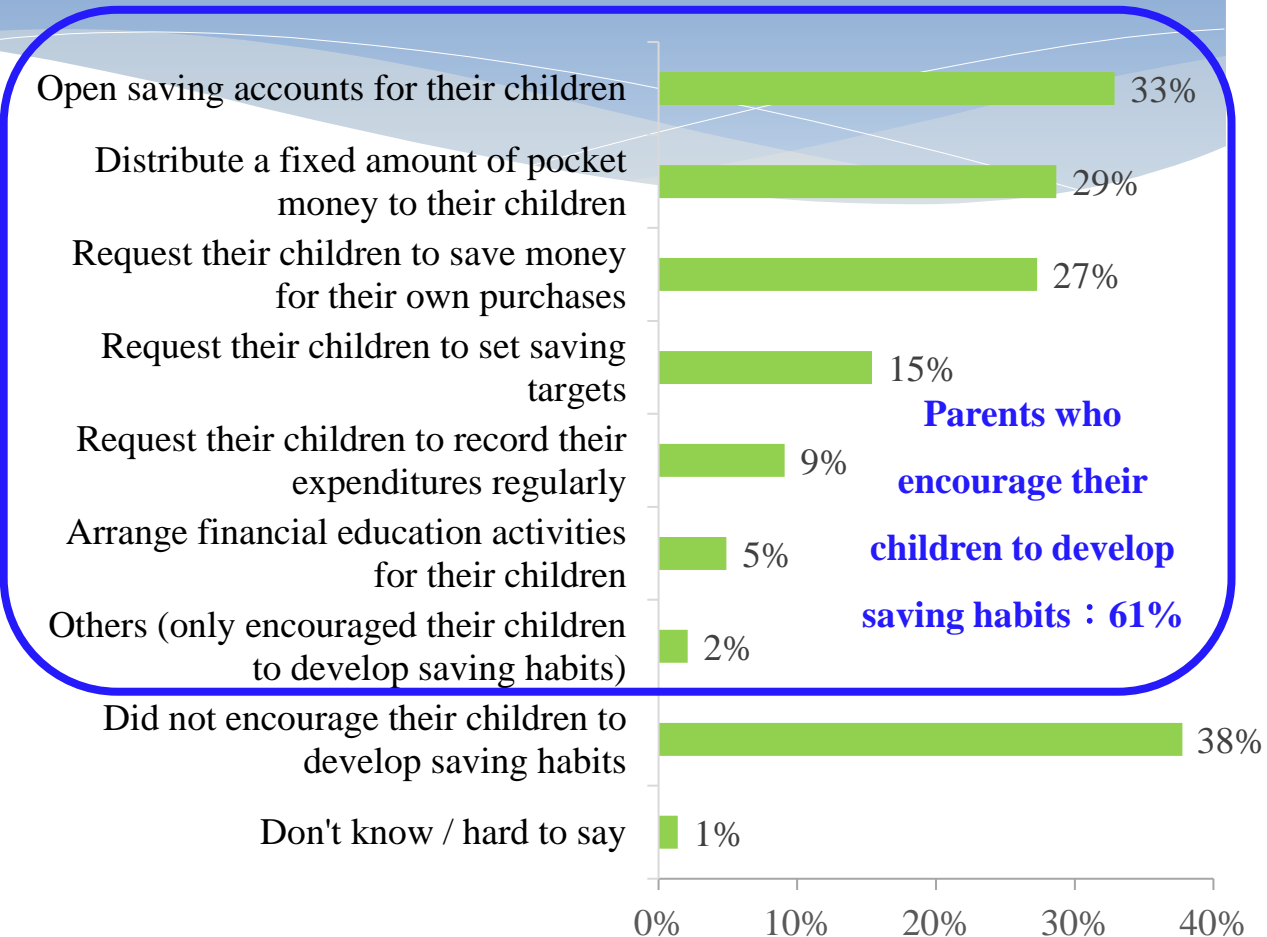
[Q14] Where do you mainly save your money at? [interviewer to read out the first 5 options, answers to be randomized by computer, multiple answers are allowed]

60% of the parents who have set aside savings for their children have encouraged their children to build up their saving habits, mainly by opening saving accounts for them



Parents (N=300)

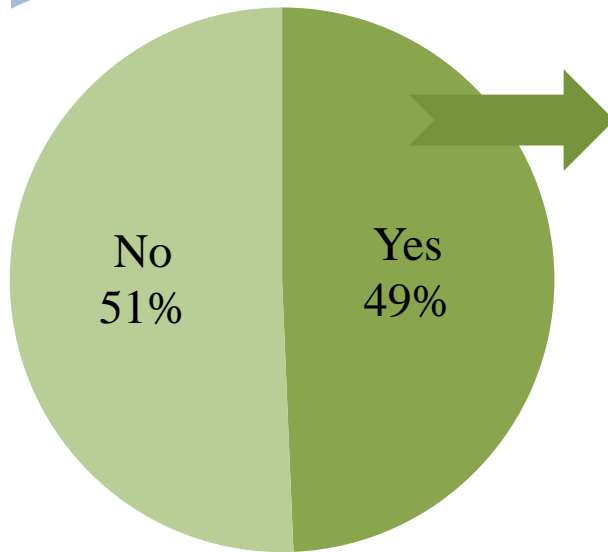
[Q11] Do you currently set aside extra savings for your child(ren)?
[one answer only]



Parents who set aside extra savings for their children (N=148)

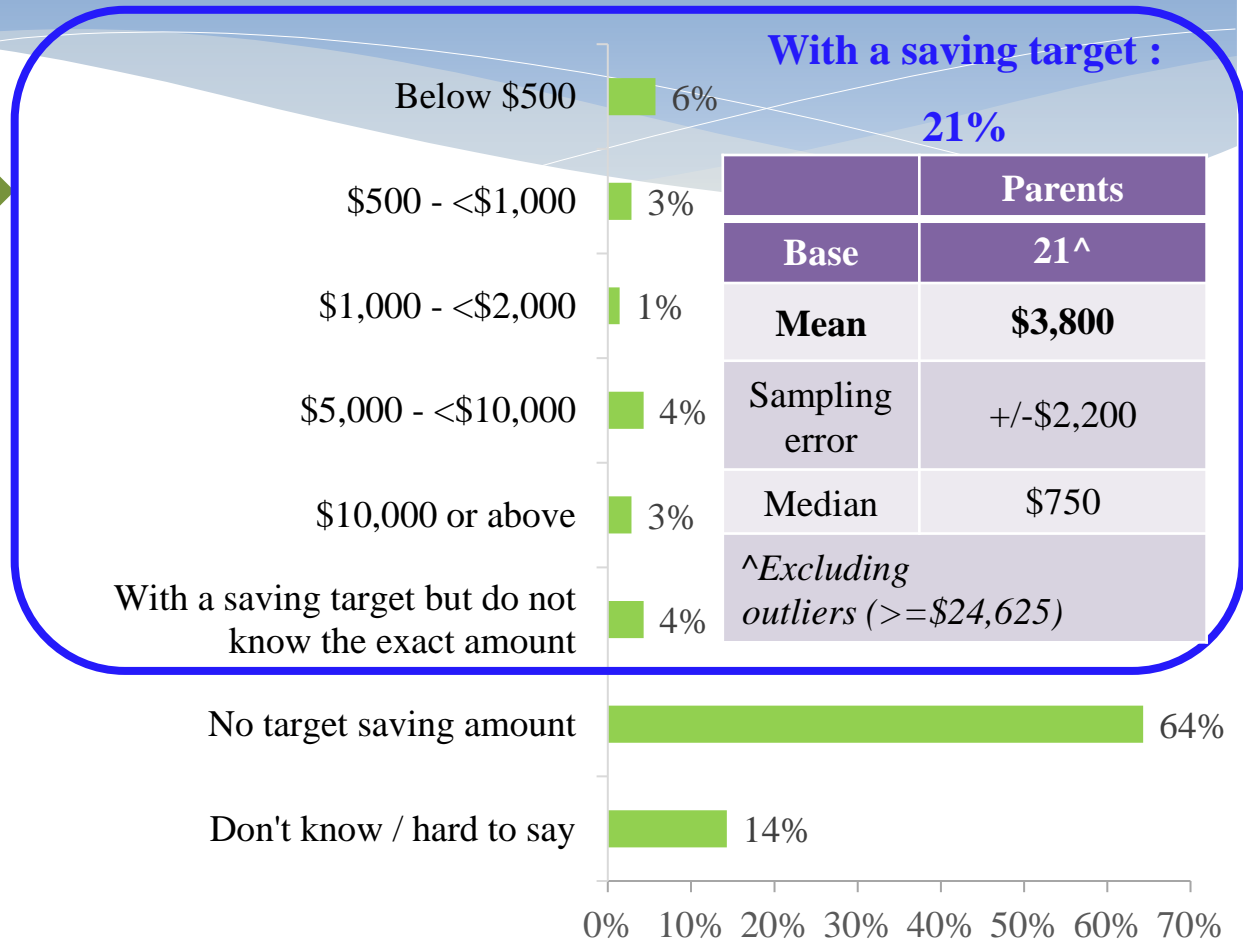
[Q15] Have you ever encouraged your child(ren) to develop a habit of saving money? If yes, how do you usually do it? [interviewer to read out the first 5 options, answers to be randomized by computer, multiple answers are allowed]

Only 20% of these parents said their children had a saving target, and the average is \$3,800



Parents (N=300)

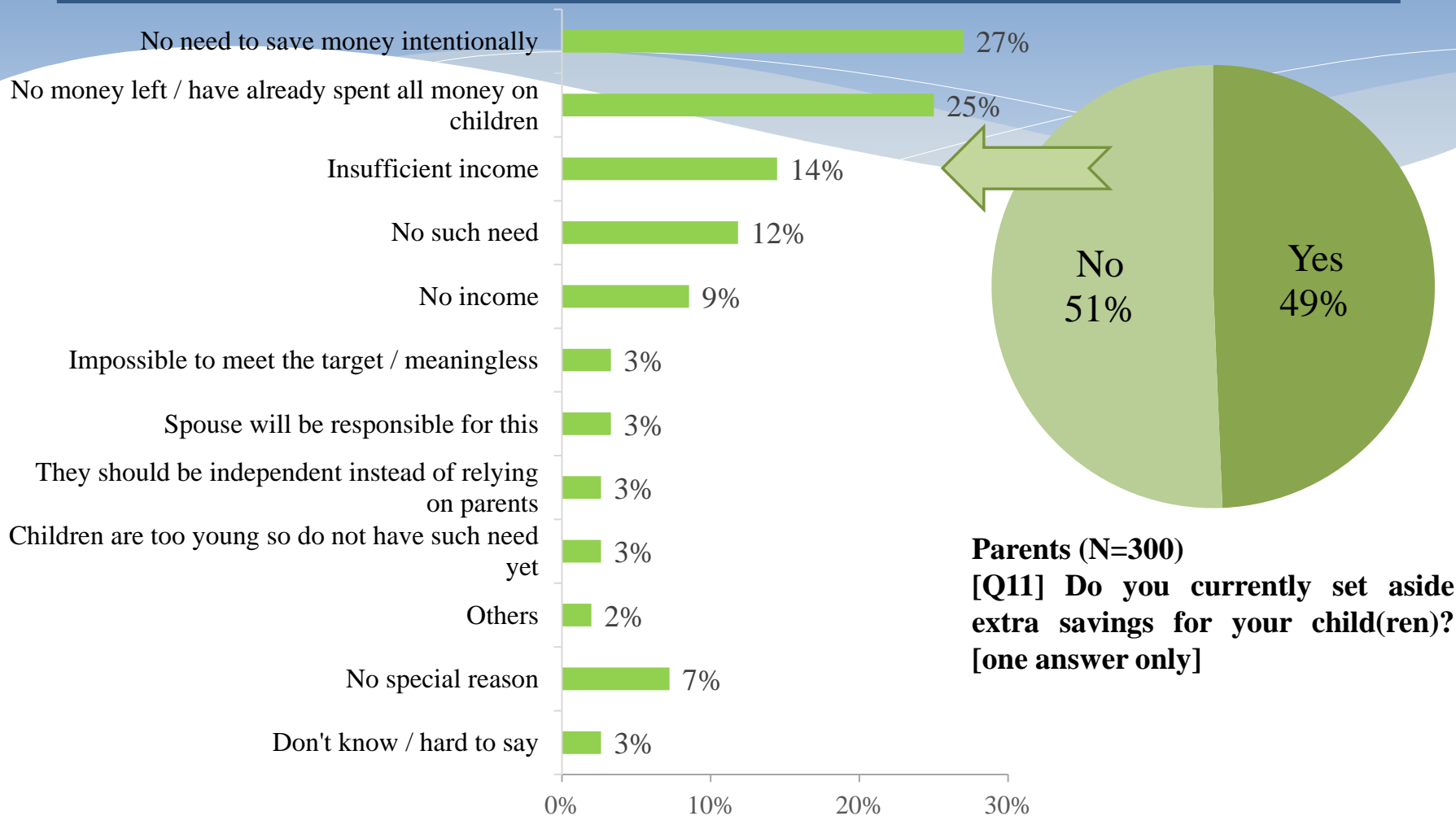
[Q11] Do you currently set aside extra savings for your child(ren)?
[one answer only]



Parents who set aside extra savings for their children (N=148)

[Q16] Does/do you child(ren) have a target saving amount? If yes, how much is it?

Main reasons for parents who did not save up separately for their children are “no need to save money intentionally” and “no money left”



Parents (N=300)
[Q11] Do you currently set aside extra savings for your child(ren)?
[one answer only]

Parents who do not set aside extra savings for their children (N=152)

[Q17] What is/are your major reason(s) for not saving up money for your child(ren)? [do not read out answers, multiple answers are allowed]

Conclusion

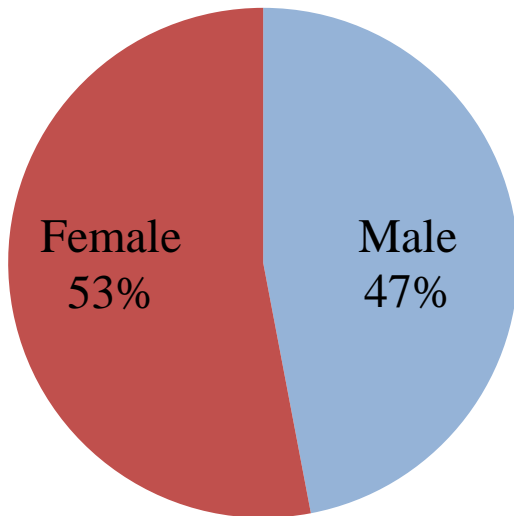
Conclusion

- * In conclusion, two-thirds of the general public have saving habits, with a monthly average of HK\$7,000 and median HK\$5,000. The percentage of people with saving habits has increased slightly compared to last year, but the average amount dropped back to the level recorded in 2018.
- * Most people save their money in the form of bank deposits, including demand or time deposits, followed by other investment products and savings insurance.
- * Nearly half of the general public save up for emergency needs while a quarter of them save up for preparation of retirement. For those without saving habits, the main reason is having no income or cannot make ends meet.
- * Nearly 40% of those with saving habits have a saving target for this year, and 70% of these respondents are confident in achieving their targets. On a scale of 0 to 100, the general public rated 54.8 marks on average for their sense of security brought by current savings or liquid assets, which is slightly lower than last year's 56.1 marks.
- * Regarding the parents with at least one child aged 10 or below, over three-quarters have saving habits, with an average saving amount of HK\$8,600 per month. Both figures are higher than that of the general public, but their sense of security on savings scored 54.2 marks only, which is lower than that of the general public. Half of the parents set aside savings for their children's use only, in particular for their education expenses. On average, they plan to save HK\$980,000 for each child, mainly relying on savings insurance, then bank savings.

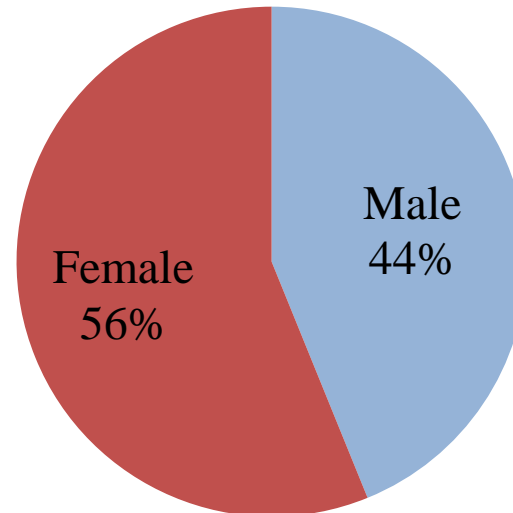
Respondent Profile

Gender

General public (N = 1,000)

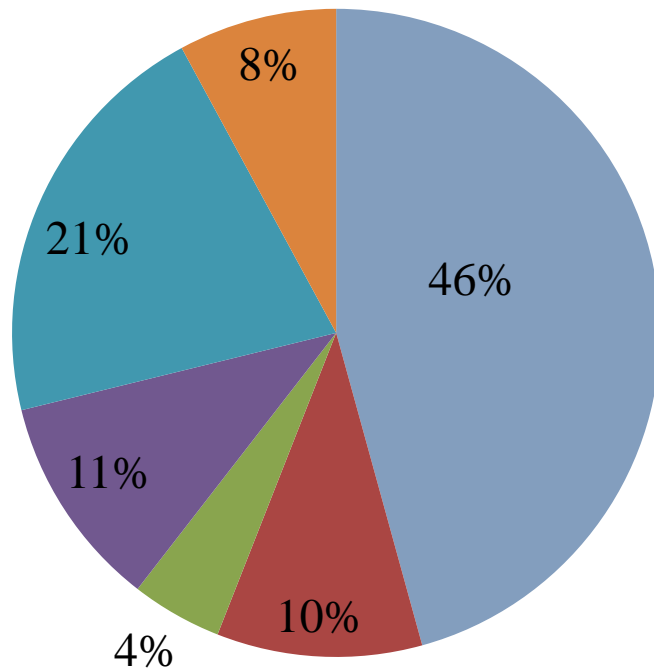


Parents (N = 301)



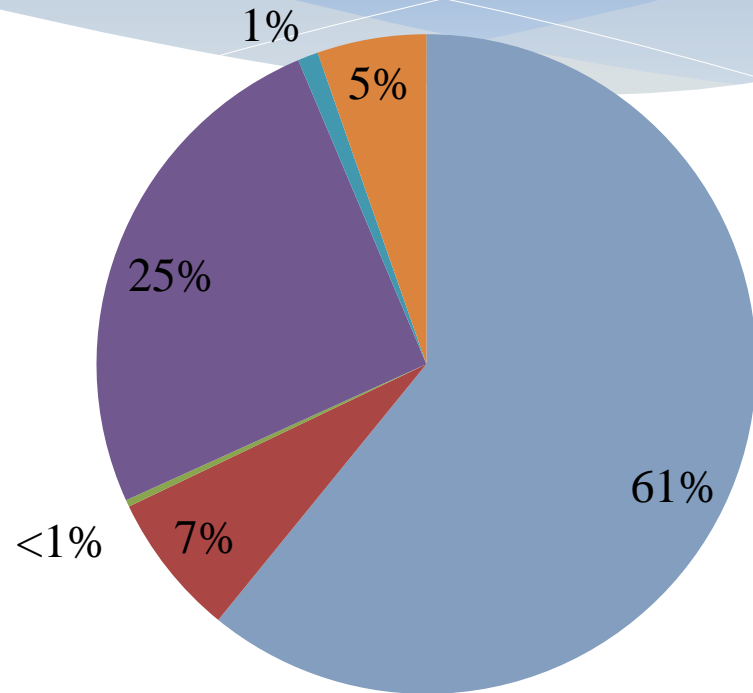
Employment Status

General public (N = 998)



- Full-time working population
- Student
- Retiree

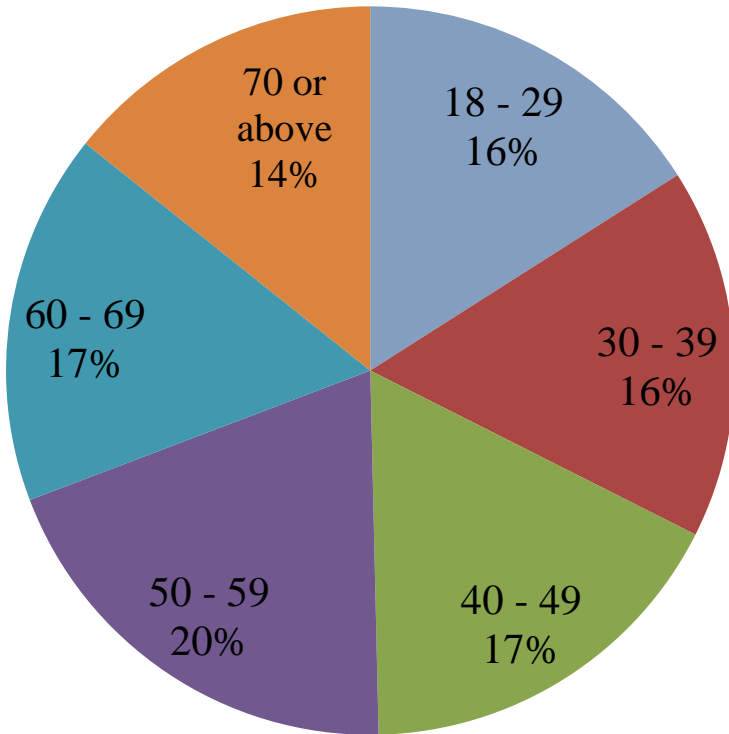
Parents (N = 299)



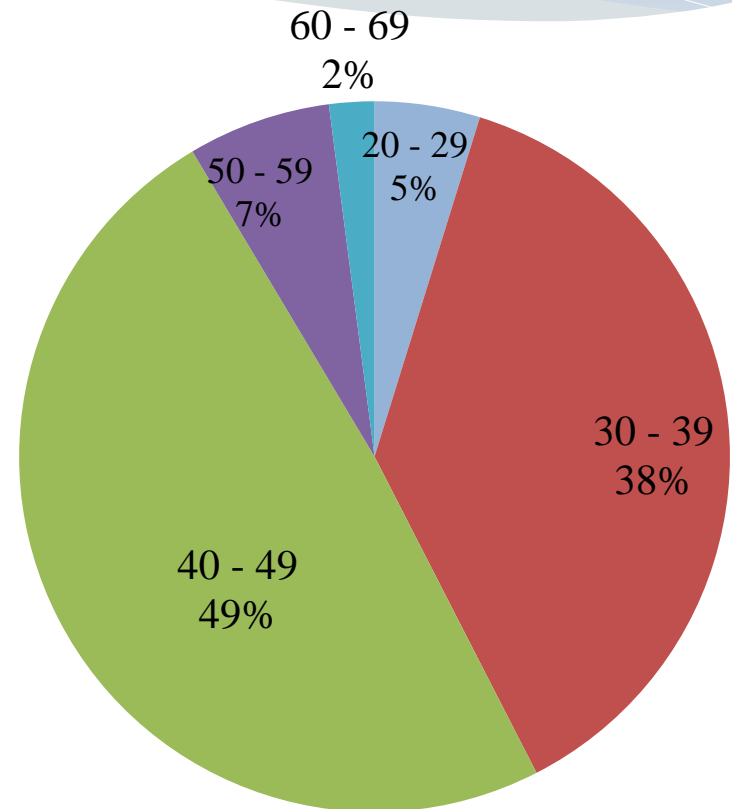
- Part-time working population
- Full-time housewife / homemaker
- Others - not retired

Age

General public (N = 982)

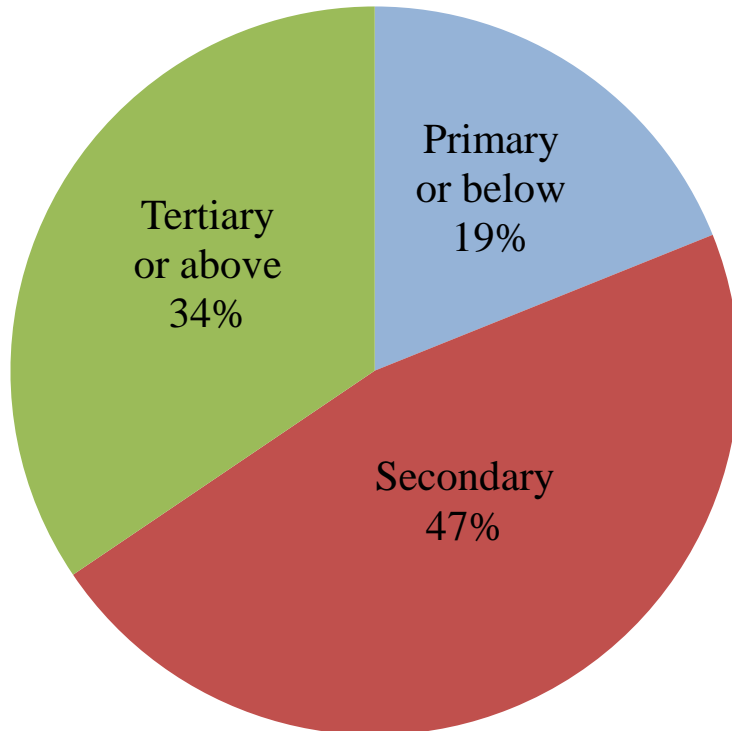


Parents (N = 292)

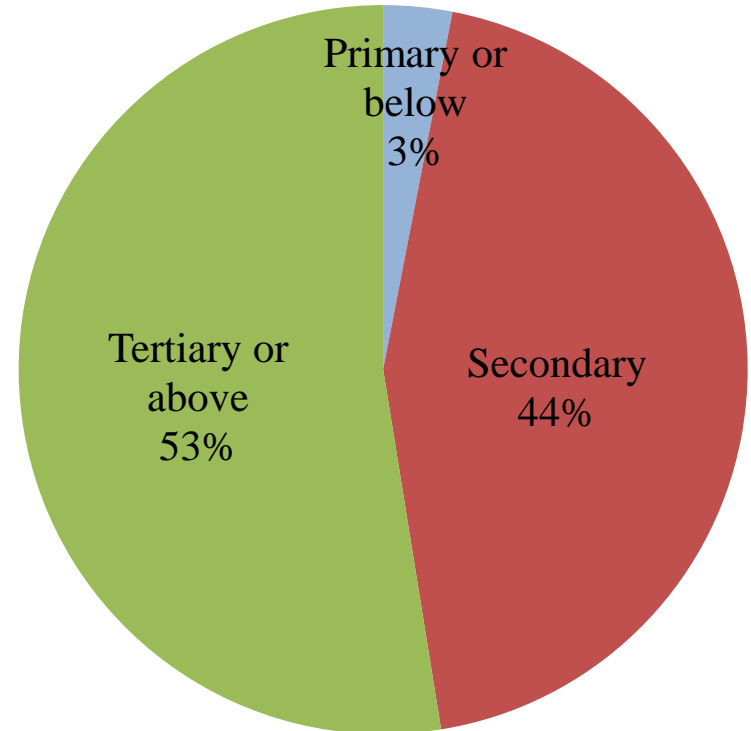


Educational Attainment

General public (N = 990)

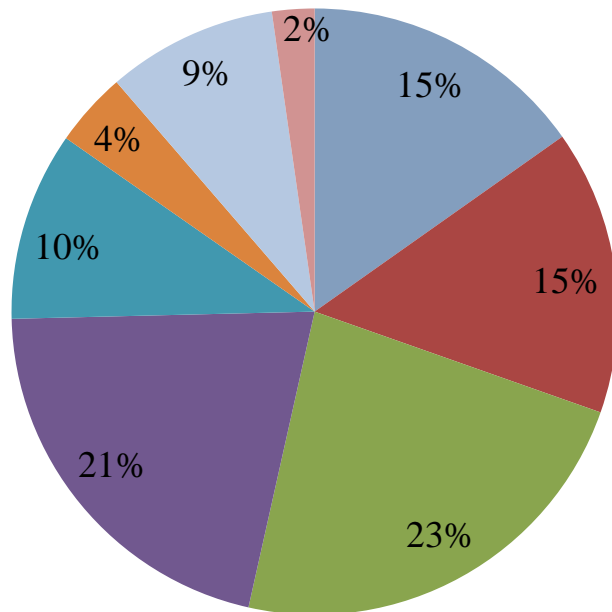


Parents (N = 295)

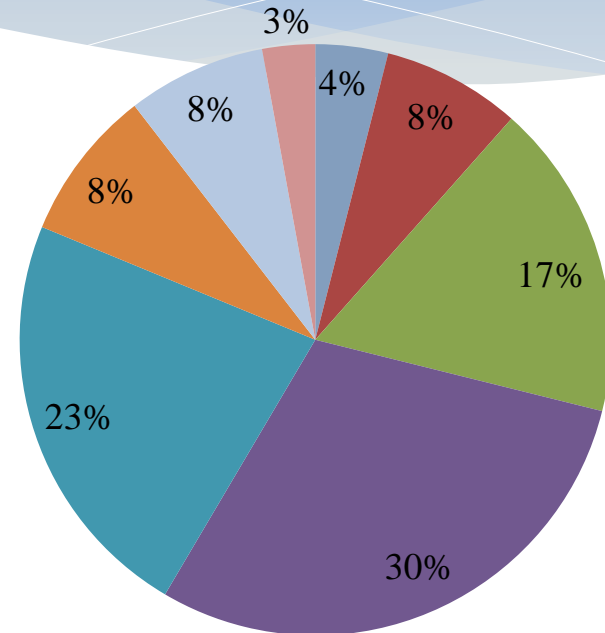


Monthly Personal Income

General public (N = 943)



Parents (N = 277)



End of Presentation

For details, please visit

<http://pori.hk>