

# THE UNIVERSITY OF HONG KONG

## PUBLIC OPINION PROGRAMME

---

### Survey on HongKongers’ Sense of Security on Savings

---



### Survey Report

Jointly compiled by  
CHUNG Ting-Yiu Robert, LEE Wing-Yi Winnie  
and PANG Sze-Ki Esther

October 2018

*Copyright of this report is held jointly by Hong Kong Deposit Protection Board (HKDPB) and the Public Opinion Programme (POP) at The University of Hong Kong (HKU). Everything in this publication is the work of individual researchers, and does not represent the stand of HKU. Dr Robert Chung is fully responsible for the work of the POP.*

---

## ***Contents***

---

### **Survey Report**

<i>I. Preamble</i>	2
<i>II. Research Design</i>	3
<i>III. Research Findings</i>	5
A. Saving Habits	5
B. Sense of Security on Savings	6
C. Bank Savings	7
D. Personal Savings of Housewives	8
<i>IV. Conclusion</i>	10

### **Appendices**

Appendix 1: Contact Information	11
Appendix 2: Frequency Tables	13
Appendix 3: Demographic Profile of Respondents	26
Appendix 4: Questionnaires	29

## *I. Preamble*

- 1.1 The Public Opinion Programme (POP) was established in June 1991 to collect and study public opinion on topics which could be of interest to academics, journalists, policy-makers, and the general public. POP was at first under the Social Sciences Research Centre, a unit under the Faculty of Social Sciences of The University of Hong Kong, it was transferred to the Journalism and Media Studies Centre in The University of Hong Kong in May 2000. In January 2002, it was transferred back to the Faculty of Social Sciences in The University of Hong Kong. Since its establishment, POP has been providing quality survey services to a wide range of public and private organizations, on condition that they allow the POP Team to design and conduct the research independently, and to bear the final responsibilities. POP also insists that the data collected should be open for public consumption in the long run.
- 1.2 In July 2018, the Hong Kong Deposit Protection Board (HKDPB) commissioned Public Opinion Programme (POP) of The University of Hong Kong to conduct a survey on HongKongers' sense of security on savings. The objectives of the survey were to understand the general Hong Kong public's saving habits and their senses of security in savings, as well as to investigate, in particular, full-time housewives' habits of saving "pin money" and their views on it.
- 1.3 The research instrument used in this study was designed entirely by the POP Team after consulting the HKDPB. Fieldwork operations and data analysis were also conducted independently by the POP Team, without interference from any outside parties. In other words, POP was given full autonomy to design and conduct the survey, and POP would take full responsibility for all the findings reported herewith.

## II. Research Design

- 2.1 This was a random telephone survey conducted by interviewers under close supervision. To minimize sampling bias, telephone numbers were randomly generated using known prefixes assigned to telecommunication services providers under the Numbering Plan provided by the Office of the Communications Authority (OFCA). Invalid numbers were then eliminated according to computer and manual dialing records to produce the final sample.
- 2.2 The target population of this survey was (1) **Cantonese-speaking Hong Kong residents aged 18 or above who spoke Cantonese**, and (2) **Cantonese-speaking Hong Kong residents who were female full-time housewives aged 18 or above**. For the landline samples, when telephone contact was successfully established with a target household, if more than one subject had been available, selection was made using the “next birthday rule” which selected the person who had his/her birthday next.
- 2.3 Telephone interviews were conducted during the period of **10 to 15 August, 2018**. A total of **1,236 Hong Kong residents** of age 18 or above were successfully interviewed, including 831 landline and 405 mobile numbers (Table 1). Among them, 1,015 cases came from pure random sampling, while another 221 successful interviews with eligible full-time housewives were conducted by booster sampling. As shown in the calculation of Appendix 1, the effective response rate of this survey was **57.4%** (Table 2), and the standard sampling error for percentages based on this sample was less than 1.4 percentage points. In other words, the sampling error for all percentages using the total sample was less than plus/minus 3.1 percentage points at 95% confidence level.
- 2.4 As shown in Table 1 of Appendix 1, among the 39,499 telephone numbers sampled for the survey, 3,927 were confirmed to be ineligible. Among them, 186 were fax or data lines, 2,010 were invalid telephone numbers, 116 were call-forwarding numbers while another 187 were non-residential numbers. Besides, 21 of them were invalidated due to special technological reasons while 1,407 cases were voided because no target respondents were available at the numbers provided.
- 2.5 Meanwhile, a total of 33,731 telephone numbers were invalidated before the research team could confirm their eligibility. Among them, 932 were busy lines, 12,090 were no-answer calls after making a maximum of 5 times' recalls, 5,791 cases were diverted to answering devices while another 15 were blocked. Moreover, 532 cases were treated as unsuccessful because of language problems and 245 interviews were terminated before the screening question. Furthermore, 14,110 interviews were unsuccessful with the appointment date beyond the end of the fieldwork while 16 cases were voided for other problems.

- 2.6 On the other hand, 605 cases failed to complete the interview. Among them, 2 rejected the interview on behalf of the household and 2 rejected the interview immediately after eligibility was confirmed. Besides, 523 were unfinished cases with appointment dates beyond the end of fieldwork period. Another 48 cases were incomplete due to unexpected termination of interviews, 30 were classified as miscellaneous due to other non-contact problems, and the remaining 1,236 were successful cases (Table 1).
- 2.7 To ensure representativeness of the findings, the raw data collected for the general population sample have been rim-weighted according to the latest figures obtained from the Census and Statistics Department regarding the gender, age, educational attainment (highest level attended) and economic activity status distribution of the Hong Kong population aged 18 or above. All figures regarding the general population sample described in this report are based on the weighted data. Meanwhile, the figures regarding the full-time housewives sample are based on the raw data.

### III. Research Findings

The questionnaire of this survey comprises 17 opinion questions which cover the respondents' saving habits, security in savings and bank savings. In particular, 4 out of 17 questions were designed to investigate personal saving habits of full-time housewives. The key findings are summarized in this section while all frequency tables referred to in this section can be found in Appendix 2. It should be noted that the figures in the main text of this report have been rounded up to the nearest integers after considering the second decimal place, and because of the rounding procedure, the total of some figures may not add up to 100%, which are not mistakes.

#### A. Saving Habits

- 3.1 The first part of survey aimed at gauging the respondents' savings habits, the results showed that 70% of the general public sample had a habit of saving money. Meanwhile, just over half (52%) of the respondents from the full-time housewives sample had such habit (Table 3). Among the respondents who saved, on average, the general public sample saved up HK\$7,000 per month while the corresponding amount for the full-time housewives was HK\$4,300 (Table 4).
- 3.2 Among 712 respondents in the general public sample and 194 respondents in full-time housewives sample who had a saving habit, having demand or time deposit in banks was the most common channel of saving money (General public: 73%; Full-time housewives: 72%). The second most preferred choice, "shares, bonds or funds", was cited by around one-third of both sub-samples respectively (General public: 34%; Full-time housewives: 33%), followed by "saving insurance" (General public: 29%; Full-time housewives: 26%). All these common saving channels were interest-bearing saving tools. At the same time, about one-fifth of each sub-sample opted for "cash at home" (General public: 17%; Full-time housewives: 22%), whereas those whose money were "kept by parents, spouses, or children" accounted for 14% of the general public sub-sample and only 6% of the full-time housewives sub-sample (Table 5).
- 3.3 As to what made people saved up? The top three reasons named by the 712 general public and 194 full-time housewives sub-samples were exactly the same. Most of them regarded their savings as "reserves for emergency needs" (General public: 37%; Full-time housewives: 45%), while "preparing for retirement" came second (General public: 25%; Full-time housewives: 22%) and "enhancing future living standard" came third (General public: 12%; Full-time housewives: 15%). It is noteworthy that 14% of the general public sub-sample and 12% of the full-time housewives sub-sample respectively said there were no special reasons

as saving up was a basic duty, while other less common answers are listed in Table 6 of Appendix 2.

- 3.4 When it came to the target saving amounts, despite most of the respondents had saving habits, half of general public (51%) and majority of the housewives (61%) sub-samples respectively did not have a target saving amount to be achieved for this year. Among the 335 respondents from the general public sample who had a target saving amount, the mean target saving amount was HK\$102,000, whereas the 71 full-time housewives had a comparatively lower mean target of savings at HK\$65,000 (Table 7).
- 3.5 As a follow-up question, the respondents with a target saving amount were asked whether they were confident in achieving the target saving amount in this year. Nearly three-quarters (74%) of the general public sub-sample and two-thirds (65%) of the full-time housewives sub-sample were confident in achieving their targets in 2018. On the other hand, 15% and 8% from the general public and the full-time housewives sub-sample respectively believed they could not achieve so while less than one-tenth of both sub-samples (General public: 7%; Full-time housewives: 8%) opted for “half-half” (Table 8).
- 3.6 The respondents who did not have a habit of saving up were asked for the reason(s), the result showed that “unable to make ends meet” and “no income” were the main hindrances for both sub-samples. Among 302 respondents in the general public sample who did not save up, near 40% (39%) of the respondents expressed their difficulties in “making ends meet” while almost one-third (32%) said they had “no income” at all. Likewise, almost half (45%) of respondents in the full-time housewives sub-sample found it hard to “make ends meet” and over one-third (36%) had “no income” for saving. For both sub-samples, the third most common reason was “insufficient income”, as cited by 19% of the general public and 12% of full-time housewives sub-samples. Other less common reasons are listed in Table 9 of Appendix 2.

## B. Sense of Security on Savings

- 3.7 A series of questions were then administered to gauge respondents' sense of security on savings. The respondents were first asked about the most significant meaning of having sufficient savings. “Having better sense of security in living and reserving for emergency needs” topped the lists in both samples, as chosen by 65% of the general public and 67% of the full-time housewives. Followed at a distance, the second most significant meaning, “able to living independently”, was chosen only by 14% and 13% of the general public and the full-time housewives respectively. One-tenth of each sample opted for “able to take care of others” (General public: 11%; Full-time housewives: 10%) while only 5% general public

and 3% housewives regarded “able to reach dreams” as the most significant meaning of having sufficient savings (Table10).

- 3.8 The survey then went on asking the respondents to rate the sense of security brought by their current savings or liquid assets. On a scale of 0 to 100, with 0 indicating completely no sense of security, 100 indicating extremely high sense of security and 50 indicating half-half, the biggest proportion from both samples (General public: 33%; Full-time housewives: 42%) opted for the middle ground “half-half”. Overall speaking, the general public sample obtained a mean score of 55.5 marks, with a sampling error of plus/minus 1.60 marks, that of the full-time housewives sample was slightly lower, at 54.5 marks, with a sampling error of plus/minus 2.72 marks (Table 11). Those who had saving habits also had a higher sense of security, the respective scores were 58.9 and 46.9 (Summary Table 1).

### Summary Table 1

Further Analysis - “sense of security” ratings by respondents had or did not have saving habits

[Q1] Do you have any a habit of saving money? Please include all kinds of savings, such as savings for yourself, savings for your family, pin money, etc. (One answer only)		Yes	No
	Mean score	<b>58.9</b>	<b>46.9</b>
	Sampling error	+/-1.66	+/-3.58
	Median	60.0	50.0
	Base	703	280

- 3.9 As for the amount of savings or liquid assets that can bring sufficient sense of security to maintain current living standard for another year, on average, respondents of the general public sample needed HK\$725,000, whereas the respondents of the full-time housewives sample needed an average amount of HK\$518,000 (Table 12).

### C. Bank Savings

- 3.10 The third part of the survey focused on bank savings. Respondents were first asked about the number of banks in which they owned saving accounts. Over half (51%) of the general public sample owned savings accounts in more than one banks while 42% of them owned account(s) in just one bank. On the contrary, almost half of the full-time housewives (47%) had account(s) in only one bank while 43% of them owned saving accounts in more than one banks (Table 13).
- 3.11 As for the reasons for owning accounts in more than one banks, “catering for different financial needs” topped the lists among both the 510 general public and the 158 full-time housewives sub-samples (General public: 56%; Full-time housewives: 44%). “Enjoying the



services or discounts of different banks” (General public: 17%; Full-time housewives: 14%), “diversifying savings or reducing risk” (General public: 16%; Full-time housewives: 21%), and “convenient” (General public: 15%; Full-time housewives: 18%) formed the next tiers of both lists but with slightly different order. Meanwhile, less than 10% (General public: 6%; Full-time housewives: 7%) said that there was no special reason for setting up accounts in more than one banks (Table 14).

#### D. Personal Savings of Housewives

- 3.12 The last part of the survey was set out to investigate the personal savings (or “pin money”) of full-time housewives. Close to one-third (31%) of full-time housewives admitted they had kept “pin money”, mostly coming from “housekeeping money from spouses” and “housekeeping money from descendants”, which accounted for 17% and 13% of the sample respectively. Meanwhile, 6% said their “pin money” came from “savings from the past”, and 2% each said the money came from “part-time jobs” and “investment returns”. On the other hand, two-thirds (68%) of the full-time housewives interviewed said they did not have any “pin money” (Table 15).
- 3.13 As to the reasons that made the 118 respondents keep “pin money”, over half (51%) of the respondents said the major purpose was to “prepare for their own emergency needs”. Over one-third (36%) of the respondents saved pin money to “prepare for their families’ emergency needs” while one-sixth (17%) of the sub-sample did that to “enhance sense of security”. A small proportion did that to enable themselves to “take care of family” (4%) and “be financially independent” (2%). Meanwhile, about one-tenth (11%) of the respondents did not provide a concrete reason for saving up “pin money” (Table 16).
- 3.14 The 117 respondents who saved “pin money” were then further asked whether their family members know their possession of the money, the results showed that over three-quarters (78%) said their family members were aware of such savings, while one-sixth (17%) said their family members did not know, 4% said some of their family members knew and some did not. Only 1% of the sub-sample said they are not certain whether their family members were aware or not (Table 17).
- 3.15 Among the 25 respondents whose family members were not aware of their possession of “pin money”, most of them (44%) said they did not tell their family members about that simply because there was “no need to tell”. Only 4 of them (16%) said that it was out of “privacy concern”, 2 (8%) said they did not want to let their families know. Another 4 (16%) said there were no special reason for keeping it from their family members, while 2 (8%) opted for “don’t know / hard to say” (Table 18).

3.16 The survey ended by asking the 117 full-time housewives who saved “pin money” the amount of “pin money” they saved up per month. Most of the respondents (34%) could save HK\$1,000 to HK\$3,000 monthly while close to one-fifth of them (19%) could only save up less than HK\$1,000 per month. The average amount of “pin money” these housewives could save per month was HK\$3,500, with a sampling error of plus/minus HK\$800 (Table 19).

#### *IV. Conclusion*

- 4.1 Overall speaking, Hong Kong general public had built up healthy saving habits, as shown by the fact that 70% of them saved money, with an average saving amount of HK\$7,000 per month. Comparatively, fewer full-time housewives had such habits, also with a lower average monthly savings of around \$4,300. For those who did not have a habit of saving up, the major hindrances were unable to make ends meet and had no income.
- 4.2 Regarding saving channels, majorities of both the general public and full-time housewives preferred interest-bearing channels, such as demand or time deposit at banks, shares, bonds or funds, as well as saving insurance. As for the reasons for saving up, most of both samples viewed their savings as a reserve for emergency needs and quite some said they saved up money to prepare for retirement. However, over 50% and 60% general public and housewives respectively did not have a saving target. As for those who had, three-quarters of the general public sample were confident in achieving their targets, while relatively fewer but still close to two-thirds of the full-time housewives sample was confident in attaining so. The general public on average targeted at saving HK\$102,000 this year while and the full-time housewives' average target was HK\$65,000.
- 4.3 The results also showed that around two-thirds of both samples viewed "having better sense of security in living and reserving for emergency needs" as the most significant meaning of saving up. On a scale of 0 to 100 measuring people's sense of security brought by their current amount of savings or liquid assets, the average rating was 55.5 for the general public. Those with saving habits felt significantly more secured than those without, at 58.9 versus 46.9. The corresponding rating of full-time housewives was 54.5 marks.
- 4.4 On bank savings, the survey results revealed that half of the general public sample and over 40% of the full-time housewives sample had set up accounts in more than one banks, mainly to cater for different financial needs.
- 4.5 Looking at the full-time housewives sample, near one-third of them admitted they had kept "pin money", which mostly came from housekeeping money from spouses and descendants, and the average amount was HK\$3,500 per month. As for the purposes, half of those who saved up "pin money" for their use had in mind their own emergency needs, while over one-third saved up in private actually for the use in their families' emergency needs. Over three-quarters of full-time housewives with "pin money" said their family members were aware of such savings, while most of those who kept them from their families said they did not see the need of telling it.

# **Appendix 1**

## **Contact Information**

Table 1 Breakdown of contact information

	<b><u>Frequency</u></b>	<b><u>Percentage</u></b>
<b>Respondents' ineligibility confirmed</b>	<b>3,927</b>	<b>9.9%</b>
<i>Fax / data line</i>	186	0.5%
<i>Invalid number</i>	2,010	5.1%
<i>Call-forwarding / mobile / pager number</i>	116	0.3%
<i>Non-residential number</i>	187	0.5%
<i>Special technological difficulties</i>	21	0.1%
<i>No eligible respondents</i>	1,407	3.6%
<b>Respondents' ineligibility not confirmed</b>	<b>33,731</b>	<b>85.4%</b>
<i>Line busy</i>	932	2.4%
<i>No answer</i>	12,090	30.6%
<i>Answering device</i>	5,791	14.7%
<i>Call-blocking</i>	15	<0.1%
<i>Language problem</i>	532	1.3%
<i>Interview terminated before the screening question</i>	245	0.6%
<i>Appointment date beyond the end of the fieldwork</i>	14,110	35.7%
<i>Others</i>	16	<0.1%
<b>Respondents' eligibility confirmed, but failed to complete the interview</b>	<b>605</b>	<b>1.5%</b>
<i>Household-level refusal</i>	2	<0.1%
<i>Known respondent refusal</i>	2	<0.1%
<i>Appointment date beyond the end of the fieldwork</i>	523	1.3%
<i>Partial interview</i>	48	0.1%
<i>Miscellaneous</i>	30	0.1%
<b>Successful cases</b>	<b>1,236</b>	<b>3.1%</b>
<b>Total</b>	<b>39,499</b>	<b>100.0%</b>

Table 2 Calculation of effective response rate

Effective response rate	
=	$\frac{\text{Successful cases}}{\text{Successful cases} + \text{Incomplete cases}^* + \text{Refusal cases by eligible respondents}^{\wedge} + \text{Refusal cases by prorated-eligible respondents}^{\#}}$
=	$\frac{1,236}{1,236 + (48 + 245) + (2 + 2) + 622}$
=	57.4%

\* Including "partial interview / break off" and "no screener completed"

^ Including "household-level refusal" and "known respondent refusal"

# Figure obtained by pro-rata

## **Appendix 2**

# **Frequency Tables**

**Saving Habits**

Table 3 [Q1] Do you have any a habit of saving money? Please include all kinds of savings, such as savings for yourself, savings for your family, pin money, etc. (One answer only)

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=1,015)	Frequency	Percentage (Base=374)
<b>Yes</b>	<b>713</b>	<b>70.2%</b>	<b>195</b>	<b>52.1%</b>
No	302	29.8%	179	47.9%
Total	1,015	100.0%	374	100.0%

Table 4 [Q2] Then roughly how much do you save per month? Please include all kinds of saving, such as savings for yourself, savings for your family, etc. (One answer only)

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=710)	Frequency	Percentage (Base=195)
Less than HK\$1,000	54	7.5%	24	12.3%
<b>HK\$1,000-&lt;HK\$3,000</b>	<b>155</b>	21.8%	<b>61</b>	31.3%
HK\$3,000-<HK\$5,000	115	16.2%	35	17.9%
HK\$5,000-<HK\$10,000	149	21.0%	26	13.3%
HK\$10,000-<HK\$15,000	96	13.5%	12	6.2%
HK\$15,000 or above	92	12.9%	12	6.2%
No fixed amount	48	6.7%	24	12.3%
Don't know / hard to say	2	0.3%	1	0.5%
Total	710	100.0%	195	100.0%
Missing	2		--	
Mean <sup>#</sup>	<b>7,000</b>		<b>4,300</b>	
Sampling error <sup>#^^</sup>	+/-620		680	
Median <sup>#^</sup>	5,000		2,800	
Base	661		170	

<sup>#</sup>In Hong Kong Dollars<sup>^</sup>Rounded to the nearest hundred<sup>^^</sup>Rounded to the nearest ten

Table 5 [Q3] (Only ask those answered "Yes" at Q1) Where do you mainly save your money at? (Interviewer to read out the first 5 options, order to be randomized by computer, multiple answers are allowed)

	<u>General public</u>			<u>Full-time housewives</u>		
	Freq.	% of responses (Base=1,209)	% of sample (Base=712)	Freq.	% of responses (Base=310)	% of sample (Base=194)
<b>Demand deposit or time deposit in banks</b>	<b>521</b>	43.1%	<b>73.2%</b>	<b>139</b>	44.8%	<b>71.6%</b>
Shares, bonds or funds	243	20.1%	34.2%	64	20.6%	33.0%
Saving insurance	208	17.2%	29.2%	50	16.1%	25.8%
Cash at home	121	10.0%	17.1%	43	13.9%	22.2%
Kept by parents / spouses / children	103	8.5%	14.4%	11	3.5%	5.7%
Others (see below)	8	0.7%	1.1%	--	--	--
None of the above	5	0.4%	0.7%	3	1.0%	1.5%
Total	1,209	100.0%		310	100.0%	
<i>Missing</i>	<i>1</i>			<i>1</i>		
<u>Other responses that cannot be grouped</u>						
Mandatory Provident Fund	4	0.3%	0.5%	--	--	--
Save between a group of friends	2	0.2%	0.3%	--	--	--
Property investment	1	0.1%	0.2%	--	--	--
Betting account of The Hong Kong Jockey Club	1	0.1%	0.2%	--	--	--
Sub-total	8	0.7%	1.1%	--	--	--



Table 6 [Q4] (Only ask those answered "Yes" at Q1) What is/are your reason(s) for saving money?  
(Do not read out answers, multiple answers are allowed)

	<u>General public</u>			<u>Full-time housewives</u>		
	Freq.	% of responses (Base=942)	% of sample (Base=712)	Freq.	% of responses (Base=235)	% of sample (Base=195)
<b>Reserves for emergency needs</b>	<b>265</b>	28.1%	<b>37.2%</b>	<b>88</b>	37.4%	<b>45.1%</b>
Preparing for retirement	176	18.7%	24.8%	42	17.9%	21.5%
Enhancing future living standard	88	9.4%	12.4%	29	12.3%	14.9%
Children's education	59	6.2%	8.2%	14	6.0%	7.2%
Buying house(s)	54	5.7%	7.6%	4	1.7%	2.1%
Taking care of family	37	3.9%	5.2%	6	2.6%	3.1%
Travelling	33	3.5%	4.6%	8	3.4%	4.1%
Medical expenses	27	2.8%	3.8%	5	2.1%	2.6%
Other shopping	25	2.6%	3.5%	4	1.7%	2.1%
Long-term investment	21	2.2%	2.9%	3	1.3%	1.5%
Marriage	17	1.8%	2.4%	2	0.9%	1.0%
Daily expenses	15	1.6%	2.2%	5	2.1%	2.6%
Life learning	12	1.3%	1.7%	--	--	--
Start-up	4	0.4%	0.6%	--	--	--
Buying car(s)	3	0.3%	0.4%	--	--	--
Others (see below)	6	0.7%	0.9%	1	0.4%	0.5%
No special reason / saving up is a basic duty / saving the remaining	98	10.4%	13.8%	24	10.2%	12.3%
Don't know / hard to say	2	0.2%	0.3%	--	--	--
Total	942	100.0%		235	100.0%	
Missing	1			--		
<u>Other responses that cannot be grouped</u>						
Renovation	2	0.3%	0.3%	1	0.4%	0.5%
Be a fan of idols	1	0.1%	0.2%	--	--	--
Immigration	1	0.1%	0.1%	--	--	--
Hobbies	1	0.1%	0.1%	--	--	--
Save at banks, more assuring	1	0.1%	0.1%	--	--	--
Buy niche(s)	<1	<0.1%	<0.1%	--	--	--
Sub-total	6	0.7%	0.9%	1	0.4%	0.5%

Table 7 [Q5] (Only ask those answered "Yes" at Q1) Do you have a target saving amount for this year? If yes, how much is it?

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=710)	Frequency	Percentage (Base=194)
Yes	339	47.7%	72	37.1%
<i>A target saving amount of less than HK\$10,000</i>	30	4.3%	10	5.2%
<i>A target saving amount of HK\$10,000-&lt;HK\$30,000</i>	70	9.9%	26	13.4%
<i>A target saving amount of HK\$30,000-&lt;HK\$50,000</i>	46	6.5%	14	7.2%
<i>A target saving amount of HK\$50,000-&lt;HK\$100,000</i>	67	9.5%	10	5.2%
<i>A target saving amount of HK\$100,000-&lt;HK\$200,000</i>	72	10.1%	5	2.6%
<i>A target saving amount of HK\$200,000-&lt;HK\$300,000</i>	27	3.9%	3	1.5%
<i>A target saving amount of HK\$300,000-&lt;HK\$500,000</i>	11	1.5%	1	0.5%
<i>A target saving amount of HK\$500,000 or above</i>	15	2.1%	3	1.5%
<b>No target saving amount</b>	<b>362</b>	<b>51.0%</b>	<b>119</b>	<b>61.3%</b>
Don't know / hard to say	9	1.0%	3	1.5%
Total	710	100.0%	194	100.0%
Missing	3		1	
Mean <sup>#^</sup>	<b>102,000</b>		<b>65,000</b>	
Sampling error <sup>#^</sup>	+/-15,000		+/-27,000	
Base <sup>^^</sup>	335		71	

<sup>#</sup>In Hong Kong Dollars<sup>^</sup>Rounded to the nearest thousand<sup>^^</sup>Excluding outliers (>\$1,000,000)

Table 8 [Q6] (Only ask those answered "Yes" at Q1) Then, do you think you can achieve this target in 2018? (One answer only)

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=320)	Frequency	Percentage (Base=71)
<b>Yes</b>	<b>236</b>	<b>73.7%</b>	<b>46</b>	<b>64.8%</b>
Half-half	22	6.9%	6	8.5%
No	52	16.2%	13	18.3%
Don't know / hard to say	10	3.2%	6	8.5%
Total	320	100.0%	71	100.0%
Missing	18		1	

Table 9 [Q7](Only ask those answered "No" at Q1) What is/are your major reason(s) for not having a habit of saving money? (Do not read out answers, multiple answers are allowed)

	<u>General public</u>			<u>Full-time housewives</u>		
	Freq.	% of responses (Base= 335)	% of sample (Base= 302)	Freq.	% of responses (Base= 211)	% of sample (Base= 179)
<b>Cannot make ends meet</b>	<b>117</b>	34.8%	<b>38.6%</b>	<b>80</b>	37.9%	<b>44.7%</b>
No income	95	28.4%	31.5%	65	30.8%	36.3%
Insufficient income	56	16.7%	18.6%	22	10.4%	12.3%
No such need	15	4.6%	5.1%	9	4.3%	5.0%
Taken care by parents / family	13	3.9%	4.4%	13	6.2%	7.3%
Subsidized by the government	7	2.0%	2.2%	7	3.3%	3.9%
Unstable income	6	1.6%	1.8%	--	--	--
Advanced in age	2	0.5%	0.6%	3	1.4%	1.7%
Impossible to achieve the target / meaningless	2	0.5%	0.5%	1	0.5%	0.6%
No family burden	1	0.2%	0.3%	2	0.9%	1.1%
Feeling hopeless for the future	1	0.2%	0.2%	1	0.5%	0.6%
Others (see below)	5	1.5%	1.7%	2	0.9%	1.1%
No special reason	13	3.9%	4.4%	4	1.9%	2.2%
Don't know / hard to say	3	1.0%	1.1%	2	0.9%	1.1%
Total	335	100.0%		211	100.0%	
<u>Other responses that cannot be grouped</u>						
Bought insurance	2	0.6%	0.6%	--	--	--
Gambling	1	0.4%	0.4%	--	--	--
Invest in shares	1	0.3%	0.4%	--	--	--
Pressure	1	0.2%	0.2%	--	--	--
Medical expenses	1	0.1%	0.2%	1	0.5%	0.6%
Put it at banks, withdraw if needed	--	--	--	1	0.5%	0.6%
Sub-total	5	1.5%	1.7%	2	0.9%	1.1%

**Sense of Security on Savings**

Table 10 [Q8] In your opinion, which of the following is the most significant meaning of having sufficient savings? (Interviewers to read out the first 4 options, order to be randomized by computer, one answer only)

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=1,013)	Frequency	Percentage (Base=374)
<b>Can have better sense of security in living, reserving for emergency needs</b>	<b>656</b>	<b>64.8%</b>	<b>252</b>	<b>67.4%</b>
Can live independently	145	14.3%	47	12.6%
Can take care of others	116	11.4%	38	10.2%
Can reach my dream	54	5.3%	11	2.9%
Others (see below)	10	1.0%	3	0.8%
None of the above	21	2.0%	9	2.4%
Don't know / hard to say	12	1.2%	14	3.7%
Total	1,013	100.0%	374	100.0%
Missing	2		--	
<u>Other responses that cannot be grouped</u>				
Retirement/ provide for the latter life	3	0.3%	--	--
Can cope with daily needs	2	0.2%	--	--
Can buy flat(s)	2	0.2%	--	--
Can act according to self-desires, can help others	1	0.1%	--	--
Can donate, helping is the most meaningful	1	0.1%	--	--
Can buy house(s)	1	0.1%	1	0.3%
Don't need to reply on the government	<1	<0.1%	--	--
Can maintain health	--	--	1	0.3%
Can used in the future, travelling	--	--	1	0.3%
Sub-total	10	1.0%	3	0.8%

Table 11 [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)

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=1,013)	Frequency	Percentage (Base=373)
0	65	6.4%	25	6.7%
1-9	7	0.7%	4	1.1%
10-19	21	2.1%	8	2.1%
20-29	28	2.7%	11	2.9%
30-39	45	4.4%	12	3.2%
40-49	37	3.7%	3	0.8%
<b>50</b>	<b>334</b>	<b>32.9%</b>	<b>155</b>	<b>41.6%</b>
51-59	6	0.6%	--	--
60-69	97	9.6%	31	8.3%
70-79	129	12.7%	28	7.5%
80-89	120	11.9%	39	10.5%
90-99	26	2.6%	5	1.3%
100	69	6.9%	33	8.8%
Don't know / hard to say	29	2.9%	19	5.1%
Total	1,013	100.0%	373	100.0%
Missing	2		1	
Mean score <sup>^</sup>	<b>55.5</b>		<b>54.5</b>	
Sampling error <sup>^^</sup>	+/-1.60		+/-2.72	
Median <sup>^^^</sup>	50		50	
Base	984		354	

<sup>^</sup>Rounded to the nearest tenth

<sup>^^</sup>Rounded to the nearest hundredth

<sup>^^^</sup> Rounded to the nearest integer

Table 12 [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?

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=1,003)	Frequency	Percentage (Base=368)
Less than HK\$10,000	26	2.6%	15	4.1%
HK\$10,000-<HK\$30,000	75	7.5%	23	6.3%
HK\$30,000-<HK\$50,000	63	6.3%	20	5.4%
HK\$50,000-<HK\$100,000	101	10.1%	32	8.7%
<b>HK\$100,000-&lt;HK\$200,000</b>	<b>185</b>	<b>18.4%</b>	<b>77</b>	<b>20.9%</b>
HK\$200,000-<HK\$300,000	114	11.4%	40	10.9%
HK\$300,000-<HK\$500,000	93	9.3%	33	9.0%
HK\$500,000-<HK\$1,000,000	77	7.7%	15	4.1%
HK\$1,000,000-<HK\$5,000,000	110	10.9%	33	9.0%
HK\$5,000,000 or above	49	4.9%	8	2.2%
Won't have sufficient sense of security no matter how much I have	14	1.4%	5	1.4%
Don't know / hard to say	96	9.5%	67	18.2%
Total	1,003	100.0%	368	100%
Missing	12		6	
Mean <sup>#^</sup>	<b>725,000</b>		<b>518,000</b>	
Sampling error <sup>#^</sup>	+/-111,000		+/-138,000	
Median <sup>#^^</sup>	150,000		150,000	
Base <sup>^^^</sup>	888		295	

#In Hong Kong dollars

^Rounded to the nearest thousand

^^Rounded to the nearest ten thousand

^^^Excluding outliers (&gt;\$10,000,000)

### Bank Savings

Table 13 [Q11] In how many banks do you own savings account(s)? Please include all types of accounts, such as integrated deposits account, time despite saving account, foreign currency saving account, etc. (One answer only)

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=1,003)	Frequency	Percentage (Base=364)
One bank	422	42.1%	<b>171</b>	<b>47.0%</b>
More than one banks	<b>513</b>	<b>51.1%</b>	157	43.1%
Two banks	301	30.0%	103	28.3%
Three banks	145	14.5%	40	11.0%
Four banks or above	66	6.6%	14	3.8%
Do not have a saving account	66	6.6%	35	9.6%
Don't know / hard to say	2	0.2%	1	0.3%
Total	1,003	100.0%	364	100.0%
Missing	12		10	

Table 14 [Q12] (Only ask those who answered more than 1 bank at Q11) Why did you set up savings accounts in multiple banks? (Do not read out answers, multiple answers are allowed)

	<u>General public</u>			<u>Full-time housewives</u>		
	Freq.	% of responses (Base=582)	% of sample (Base=510)	Freq.	% of responses (Base=170)	% of sample (Base=158)
<b>Catering for different needs (e.g. remuneration, deposits, savings, mortgage)</b>	<b>284</b>	<b>48.9%</b>	<b>55.7%</b>	<b>69</b>	<b>40.6%</b>	<b>43.7%</b>
Enjoy the services/discounts of different banks	88	15.1%	17.2%	22	12.9%	13.9%
Diversify savings / reduce risk	80	13.8%	15.8%	33	19.4%	20.9%
Convenient	78	13.5%	15.4%	29	17.1%	18.4%
Others (see below)	5	0.8%	0.9%	3	1.8%	1.9%
No special reasons	30	5.2%	5.9%	11	6.5%	7.0%
Don't know / hard to say	16	2.7%	3.1%	3	1.8%	1.9%
Total	582	100.0%		170	100.0%	
Missing	5			--		
<u>Other responses that cannot be grouped</u>						
Putting money into different banks to lower the desire of withdrawal	2	0.4%	0.5%	--	--	--
Too much money	1	0.1%	0.1%	--	--	--
Requested by parents	1	0.1%	0.1%	--	--	--
The bank in which I owned bank account before worked too slow, and thus I opened one more in another bank	1	0.1%	0.1%	1	0.6%	0.6%
Have emotional tie	1	0.1%	0.1%	1	0.6%	0.6%
Get "Lai See" packets	--	--	--	1	0.6%	0.6%
Sub-total	5	0.8%	0.9%	3	1.8%	1.9%

**Personal Savings of Housewives**

Table 15 [Q13] (Only ask full-time housewives) Do you have a habit of saving up “pin money”?  
If yes, what is/are the main source(s) of the “pin money”? (Do not read out options,  
multiple answers are allowed)

	Full-time housewives		
	Frequency	% of responses (Base=415)	% of sample (Base=372)
Yes	116		31.2%
<i>Housekeeping money from spouses</i>	62	14.9%	16.7%
<i>Housekeeping money from descendants</i>	49	11.8%	13.2%
<i>Savings from the past (e.g. previous jobs)</i>	21	5.1%	5.6%
<i>Part-time jobs</i>	9	2.2%	2.4%
<i>Investment returns</i>	7	1.7%	1.9%
<i>Rent</i>	3	0.7%	0.8%
<i>Pocket money from parents</i>	1	0.2%	0.3%
<i>Others (see below)</i>	5	1.2%	1.3%
<i>Refuse to disclose the source</i>	2	0.5%	0.5%
No	<b>254</b>	61.2%	<b>68.3%</b>
Don't know / hard to say	2	0.5%	0.5%
	Total	415	100.0%
	Missing	2	
<u>Other responses that cannot be grouped</u>			
Comprehensive Social Security Assistance	1	0.2%	0.3%
Pocket money from siblings	1	0.2%	0.3%
Social Security Allowance	1	0.2%	0.3%
Red pockets from relatives	1	0.2%	0.3%
Pension	1	0.2%	0.3%
	Sub-total	5	1.2%



Table 16 [Q14] (Only ask the full-time housewives who answered “yes” in Q13) What is/are your major reason(s) for keeping pin money? (Do not read out options, multiple answers are allowed)

	<u>Full-time housewives</u>		
	Frequency	% of responses (Base=157)	% of sample (Base=118)
<b>Can prepare for my own emergency needs</b>	<b>60</b>	38.2%	<b>50.8%</b>
Can prepare for the family's emergency needs	42	26.8%	35.6%
Can enhance sense of security	20	12.7%	16.9%
Can take care of family	5	3.2%	4.2%
Can be financial independent	2	1.3%	1.7%
Others (see below)	15	9.6%	12.7%
No special reason	13	8.3%	11.0%
Total	157	100%	
<i>Missing</i>	2		
<u>Other responses that cannot be grouped</u>			
Retirement	6	3.8%	5.1%
Consumption and entertainment	3	1.9%	2.5%
Improving living quality	1	0.6%	0.8%
Helping the others, such as donation, friends, etc.	1	0.6%	0.8%
Self-satisfaction	1	0.6%	0.8%
Entertain with the family, give out red pockets	1	0.6%	0.8%
Buying house(s)	1	0.6%	0.8%
Medical expense(s)	1	0.6%	0.8%
Sub-total	15	9.6%	12.7%

Table 17 [Q15] (Only ask the full-time housewives who answered “yes” in Q13) Do other members of your family know your possession of pin money? (One answer only)

	<u>Full-time housewives</u>	
	Frequency	Percentage (Base=117)
<b>Yes</b>	<b>91</b>	<b>77.8%</b>
No	20	17.1%
Some do and some do now know	5	4.3%
Not sure if they know it or not	1	0.9%
Total	117	100.0%
<i>Missing</i>	3	

Table 18 [Q16] (Only for those who did not answer "yes" at Q15) Why didn't you tell your family that you've kept "pin money"? (Multiple answers are allowed)

	<u>Full-time housewives</u>		
	Frequency	% of responses (Base=25)	% of sample (Base=25)
<b>No need to let my family know</b>	<b>11</b>	44.0%	<b>44.0%</b>
Privacy concerns	4	16.0%	16.0%
Don't want to let my family know	2	8.0%	8.0%
Cannot make it if I say it	1	4.0%	4.0%
Others (see below)	1	4.0%	4.0%
No special reason	4	16.0%	16.0%
Don't know / hard to say	2	8.0%	8.0%
Total	25	100.0%	
<i>Missing</i>	4		
<u>Other responses that cannot be grouped</u>			
My husband knows but my children do not because they are too young	1	4%	4%
Sub-total	1	4%	4%

Table 19 [Q17] (Only ask the full-time housewives who answered "yes" in Q13) Lastly, approximately how much pin money can you save per month? (One answer only)

	<u>Full-time housewives</u>	
	Frequency	Percentage (Base=117)
Less than \$1,000	22	18.8%
<b>\$1,000-&lt;\$3,000</b>	<b>40</b>	<b>34.2%</b>
\$3,000-<\$5,000	16	13.7%
\$5,000-<\$10,000	12	10.3%
\$10,000-<\$15,000	6	5.1%
\$15,000 or above	6	5.1%
No fixed amount	13	11.1%
Don't know / hard to say	2	1.7%
Total	117	100.0%
<i>Missing</i>	3	
Mean <sup>#^</sup>	<b>3,500</b>	
Sampling error <sup>#^</sup>	+/-800	
Median <sup>#^^</sup>	2,000	
Base	102	

#In Hong Kong dollars

^Rounded to the nearest hundred

^^Rounded to the nearest thousand

## **Appendix 3**

# **Demographic Profile of Respondents**

Table 20 Gender

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=1,015)	Frequency	Percentage (Base=374)
Male	480	47.3%	--	--
Female	535	52.7%	374	100.0%
Total	1,015	100.0%	1,002	100.0%

Table 21 Occupation

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=1,015)	Frequency	Percentage (Base=374)
Homemakers	110	10.8%	374	100.0%
Full-time working population	536	52.8%	--	--
Part-time working population	74	7.3%	--	--
Students	50	5.0%	--	--
Retirees	198	19.5%	--	--
Others	46	4.6%	--	--
<i>Unemployed</i>	25	2.5%	--	--
<i>Non-engaged</i>	19	1.8%	--	--
<i>Unemployed (the disabled)</i>	2	0.2%	--	--
Total	1,015	100%	992	100%

Table 22 Age Group

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=1,004)	Frequency	Percentage (Base=370)
18 – 29	172	17.1%	3	0.8%
30 – 39	165	16.4%	29	7.8%
40 – 49	176	17.5%	46	12.4%
50 – 59	204	20.3%	94	25.4%
60 – 69	155	15.4%	109	29.5%
70 or above	133	13.3%	89	24.1%
Total	1,004	100.0%	370	100.0%
<i>Missing</i>	11		4	

Table 23 Education Attainment

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=1,008)	Frequency	Percentage (Base=370)
Primary school or below	193	19.2%	128	34.6%
Secondary	479	47.5%	198	53.5%
Tertiary or above	336	33.3%	44	11.9%
Total	1,008	100.0%	370	100.0%
Missing	7		4	

Table 24 Monthly Personal Income

	<u>General public</u>		<u>Full-time housewives</u>	
	Frequency	Percentage (Base=970)	Frequency	Percentage (Base=358)
\$5,000 or below	152	15.7%	84	23.5%
\$5,000-<\$10,000	140	14.4%	82	22.9%
\$10,000-<\$20,000	284	29.3%	90	25.1%
\$20,000-<\$40,000	208	21.4%	36	10.1%
\$40,000-<\$80,000	93	9.6%	6	1.7%
\$80,000 or above	26	2.7%	2	0.6%
No income	51	5.3%	44	12.3%
Unstable	16	1.6%	14	3.9%
Total	970	100.0%	358	100.0%
Missing	45		16	
Mean <sup>#^^</sup>	22,000		13,000	
Sampling error <sup>#^</sup>	+/-1,300		+/-1,400	
Median <sup>#^^</sup>	15,000		\$7,000	
Base	903		300	

<sup>#</sup>In Hong Kong dollars

<sup>^</sup>Rounded to the nearest hundred

<sup>^^</sup>Rounded to the nearest thousand

# **Appendix 4**

## **Questionnaires**



## Public Opinion Programme, HKU Hong Kong Deposit Protection Board

Jointly conduct

### *Survey on HongKongers' Sense of Security on Savings*

---

## Questionnaire

August 6, 2018

## Part I Introduction

Good afternoon/evening, Mr. /Ms. /Mrs., my name is X, an interviewer from the Public Opinion Programme (POP) at The University of Hong Kong. We are conducting a survey on people's saving habit. I would like to invite you to participate in an interview which will take around 10 minutes. I would like to stress that your number is randomly drawn from our database and your information provided will be kept strictly confidential and used for aggregate analysis only. If you have any questions about the research, you can call xxxx-xxxx to talk to our supervisors. If you want to know more about the rights as a participant, please contact The University of Hong Kong (full name: Human Research Ethics Committee of The University of Hong Kong) at xxxx-xxxx during office hours.

Yes

No → Interview ends, thank you for your cooperation, bye-bye

**[S1] Is the telephone number here xxxx-xxxx?**

Yes

No → Interview ends, thank you for your cooperation, bye-bye

## Part II Selection of Respondents

[For landline samples]

**[S2] The target population of this survey is {Stage 1} Hong Kong citizens of age 18 or above / {Stage 2} Hong Kong citizens of age 18 or above who are full-time home-wives. May I know how many members in your household belong to this group? [If there is no respondent belonged to this group, the interview ends. Thank you, and bye-bye.]**

Yes → Interview begins (If the qualified family member is not the one who answered the phone, invite him/her to the phone and repeat the introduction)

Yes, more than one, \_\_\_\_ (exact number) → S3

No → Interview ends, thank you for your cooperation, bye-bye.

Refuse to answer → Interview ends, thank you for your cooperation, bye-bye.

**[S3] Since there is more than one available, we hope that all qualified family members have equal chance to be interviewed. I would like to speak to the one who will have her birthday next. (Interviewer can ask: "Is there anyone whose birthday is in August or the coming three months?")**

Yes – The one answered the phone is the respondent → {S4}

Yes – Another family member is the respondent → {S4}

No – Family member refuses to answer → Interview ends, thank you for your cooperation, bye-bye.

No – Respondent refuses to answer → Interview ends, thank you for your cooperation, bye-bye.



[For mobile samples]

**[S2b] Are you a {Stage 1} Hong Kong citizens of age 18 or above / {Stage 2} Hong Kong citizens of age 18 or above who are full-time housewives?**

Yes

No → Interview ends. Thank you for your cooperation. Bye-bye.

**[S4] For quality control purpose, our conversation will be recorded for internal reference. All data containing personal identifiers and the recording will be destroyed within six months upon project completion. Is it okay for us to start this survey?**

Yes → Start the interview

No → Interview ends. Thank you for your cooperation. Bye-bye.

### Part III Demographics(I)

Since we're targeting at a special target group for this survey, I'd like to ask you some information to verify the eligibility first, hope you don't mind.

**[DM1] Gender** (interviewer to code)

Male

Female

**[DM2] Employment status**

(Interviewers to note: if the respondents reply "part-time", please further probe: "then, what is your full-time role?", full-time students or housewives who have part-time jobs should be categorized as "student" and "housewives" but not "working population.")

Full-time house-wife/home-maker

Full-time working population

Part-time working population

Student

Retiree

Others (including the unemployed, the self-employed and the others who are economically inactive)

Refuse to answer

## Part IV Questionnaires

### A. Saving Habits

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

Yes

No {Go to Q7}

Refuse to answer {Interview ends} thank you for your co-operation, bye-bye

**[Q2] Then roughly how much do you save per month? Please include all kinds of saving, such as savings for yourself, savings for your family, etc. (One answer only)**

\$ \_\_\_\_\_ (exact number)

Less than \$1,000

\$1,000 - \$2,999

\$3,000 - \$4,999

\$5,000 - \$9,999

\$10,000 - \$14,999

\$15,000 or above

No fixed amount

Don't know / hard to say

Refuse to answer

**[Q3] Where do you mainly save your money at? (Interviewer to read out the first 5 options, order to be randomized by computer, multiple answers are allowed)**

Cash at home

Demand deposit or time deposit in banks

Shares, bonds or funds

Saving insurance

Kept by parents / spouses / children

None of the above

Don't know / hard to say

Refuse to answer

**[Q4] What is/are your reason(s) for saving money? (Do not read out answers, multiple answers are allowed)**

Buying house(s)

Buying car(s)

Other shopping

Travelling

Start-up

Marriage

Children's education

Taking care of family

Preparing for retirement

Preparing for emergency needs

Long-term investment

Life learning

Enhancing the living standard of the future

Others: \_\_\_\_\_

No special reason / saving the remaining

Don't know / hard to say

Refuse to answer

**[Q5] Do you have a target saving amount for this year? If yes, how much is it?**

Yes: \$ \_\_\_\_\_ (exact amount)

Less than \$10,000

\$10,000 - \$29,999

\$30,000 - \$49,999

\$50,000 - \$99,999

\$100,000 - \$199,999

\$200,000 - \$299,999

\$300,000 - \$499,999

\$500,000 or above

No {Go to Q8}

Don't know / hard to say {Go to Q8}

Refuse to answer

**[Q6] Then, do you think you can achieve this target? (One answer only) {Go to Q8}**

Yes

Half-half

No

Don't know / hard to say

Refuse to answer

**[Q7] {Only ask those answered "no saving habit" at Q1} What is/are your major reason(s) for not having a habit of saving money? (Do not read out answers, multiple answers are allowed)**

No such need

No income

Insufficient income

Cannot make ends meet

Impossible to achieve the target / meaningless (e.g. insufficient for buying house(s)/ marriage)

Feeling hopeless for the future

Taken care by parents / family

Subsidized by the government

No family burden

Others: \_\_\_\_\_

No special reason

Don't know / hard to say

Refuse to answer

**B. Sense of Security on Savings**

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

Can reach my dream

Can have better sense of security in living

Can live independently

Can take care of others

Others: \_\_\_\_\_

None of the above

Don't know / hard to say

Refuse to answer

**[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.**

\_\_\_\_\_ (0-100, exact number)

Don't know / hard to say

Refuse to answer

**[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"?**

\$ \_\_\_\_\_

I won't have sufficient sense of security no matter how much money I have

Don't know / hard to say

Refuse to answer

### C. Banks Savings

**[Q11] In how many banks do you own savings account(s)? Please include all types of accounts, such as integrated deposits account, time despite saving account, foreign currency saving account, etc. (One answer only)**

Do not have a saving account {Go to Auto Selection}

One bank {Go to Auto Selection}

Two banks

Three banks

Four banks or above

Don't know / hard to say

Refuse to answer {Go to Auto Selection}

**[Q12] {Only ask those who answered more than 1 bank at Q11} Why did you set up savings accounts in multiple banks? (Do not read out answers, multiple answers are allowed)**

Catering for different needs (e.g. remuneration, deposits, savings, mortgage)

Enjoy the services/discounts of different banks

Diversify savings / reduce risk

Others: \_\_\_\_\_

Don't know / hard to say

Refuse to answer

### **[Auto Selection] Survey questions for full-time housewives**

[DM1] Females+ [DM2] Full-time housewives → {Survey questions for full-time home-makers}

Others → {Part V Personal information II}

**{Survey questions for full-time housewives}**

D. Personal savings

**[Q13] Do you have a habit of saving up “pin money”? If yes, what is/are the main source(s) of the “pin money”?** {Note: Those answering “yes” in this Q12 must also answer “yes” in Q1}

Yes:

- Housekeeping money from spouses
- Housekeeping money from descendants
- Pocket money from parents
- Investment returns
- Rent
- Part-time jobs
- Savings from the past (e.g. previous jobs)

Others: \_\_\_\_\_

Refuse to disclose the source

No {Go to Part V Personal information II}

Don't know/ hard to say

Refuse to answer

**[Q14] What is/are your major reason(s) for keeping pin money?**

Can prepare for the family's emergency needs

Can prepare for my own emergency needs

Can take care of family

Can enhance sense of security

Can be financial independent

Others: \_\_\_\_\_

No special reason

Don't know / hard to say

Refuse to answer

**[Q15] Do other members of your family know your possession of pin money?**

Yes {Go to Q17}

No

Some do while some do not know

Not sure if they know it or not

Refuse to answer

**[Q16] {Only for those who did not answer “yes” at Q15} Why didn't you tell your family that you've kept “pin money”?**

No need to let my family know

Don't want to let my family know

Because the money belong to me

Want to safeguard my life

Privacy concerns

Cannot make it if I say it

No special reason

Others: \_\_\_\_\_

Don't know / hard to say

Refuse to answer

**[Q17] Lastly, approximately how much pin money can you save per month?**

\$ \_\_\_\_\_ (exact amount)

Less than \$1,000

\$1,000 - \$2,999

\$3,000 - \$4,999

\$5,000 - \$9,999

\$10,000 - \$14,999

\$15,000 or above

No fixed amount

Don't know / hard to say

Refuse to answer

## Part V Demographics (II)

We would like to ask you some personal information for aggregate analyses. Your information provided will be kept strictly confidential. You may also refuse to answer any question.

### [DM3a] Age

\_\_\_\_\_ (Exact age)

Do not want to tell

### [DM3b] [For those who do not want to tell their exact age] **Age interval** (Interviewer can read out the intervals)

18 – 19

20 – 29

30 – 39

40 – 49

50 – 59

60 – 69

70 or above

Refuse to answer

### [DM4] **Education Attainment**

Not educated, pre-elementary education

Primary

Junior secondary (F.1-F.3)

Senior secondary (F.4-F.5, vocational training included)

Tertiary, non-degree (Diploma / Certificate/ Associate degree)

Tertiary, degree (Degree/Postgraduate or above)

Refuse to answer

### [DM5] **Monthly personal income** (including all sources of income, such as salary, commission, double pay, bonus, rental income, investment returns, government allowances, pocket money, housekeeping money, pension or other forms of asset transfer) (Interviewer can read out options)

\$5,000 or below

\$5,000 - \$9,999

\$10,000 - \$19,999

\$20,000 - \$39,999

\$40,000 - \$79,999

\$80,000 or above

Unstable

Refuse to answer

This is the end of the interview. Thank you for your time.



# 香港大學民意研究計劃 香港存款保障委員會

合作進行

## 香港人儲蓄「安全感」指標調查

### 調查問卷 (定稿)

2018 年 8 月 6 日



## 第一部分 自我介紹

喂，先生／小姐／太太你好，我姓 X，我係香港大學民意研究計劃嘅訪問員，我哋想訪問市民一啲有關儲蓄習慣嘅意見，我哋只會阻你幾分鐘時間。請問你願唔願意接受我哋訪問呢？

願意

唔願意 → {訪問告終}多謝合作，拜拜

請你放心，你嘅電話號碼係經由我哋嘅電腦隨機抽樣抽中嘅，而你提供嘅資料係會絕對保密嘅，並只會用作綜合分析。如果你對今次嘅訪問有任何疑問，你可以打 XXXX-XXXX 同我哋嘅督導員聯絡。如果你想知多啲關於參與研究嘅權利，可以喺辦公時間致電 XXXX-XXXX 向香港大學(全名為香港大學研究操守委員會)查詢。

[S1] 請問你嘅電話號碼係唔係 XXXX-XXXX？

係

唔係 → {訪問告終}多謝合作，拜拜

## 第二部分 選出被訪者

### 家居電話版本

[S2a] 呢份問卷嘅訪問對象係 **18 歲或以上**嘅{第一階段}香港居民 / {第二階段}全職家庭主婦，請問你屋企而家有幾多位屬於呢個組別嘅成員呢？

有一位 → {S4} (如合資格家庭成員不是接聽電話者，請邀請合資格家庭成員聽電話並重覆自我介紹)

有多過一位，\_\_\_\_位 (入實數) → {S3}

冇 → {訪問告終}多謝合作，拜拜

拒答 → {訪問告終}多謝合作，拜拜

[S3] 因為多過一位，我哋希望所有合資格嘅家庭成員都有同等機會接受訪問，所以想請最快生日嗰位嚟聽電話。請問可唔可以呢？(訪問員可舉例說明：『即係有冇 8 月或未來三個月內生日嘅人喺度？』)

可以 - 接聽電話的人士是被訪者 → {S4}

可以 - 其他家人是被訪者 (訪問員請重覆自我介紹) → {S4}

唔可以 - 家人拒絕回答 → {訪問告終}多謝合作，拜拜

唔可以 - 目標被訪者拒絕回答 → {訪問告終}多謝合作，拜拜

### 手提電話版本

[S2b] 請問你係唔係 18 歲或以上嘅{第一階段}香港居民 / {第二階段}全職家庭主婦？

係

唔係 → {訪問告終}多謝合作，拜拜

[S4] 為咗保障數據嘅真確性，我哋嘅訪問會被錄音，但只會用作內部參考。所有含個人識別資料嘅數據同埋錄音會喺調查完成後六個月內銷毀。請問可唔可以開始訪問呢？

可以

唔可以 → {訪問告終}多謝合作，拜拜

### 第三部分 個人資料(一)

因為呢份問卷有特定嘅訪問對象，而家想先核對一下資料，希望你唔好介意。

[DM1] 性別 (由訪問員直接填寫)

男

女

[DM2] 請問你嘅就業情況係：

(訪員注意：如果被訪者回答「兼職」，請追問：「咁你嘅全職身份係？」全職學生或家庭主婦但有兼職工作者，應該被歸類為「學生」，和「家庭主婦」，而不是「工作人口」。)

全職家庭主婦／家務料理者 (包括最主要角色或大部分時間為負責照顧家庭者)

工作人口：全職

工作人口：兼職

學生

退休人士

其他 (包括失業人口、經濟自給者及其他非從事經濟活動人士)

拒答

### 第四部分 問卷主體部分

#### 儲蓄習慣

[Q1] 請問你現時有冇儲蓄嘅習慣，包括儲蓄俾自己或者家人，甚至係“私己錢”？ (只選一項)

有

冇 {跳至 Q7}

拒答 {訪問告終}多謝合作，拜拜

[Q2] 咁你平均每個月會儲起幾多錢，包括俾自己或者家人？(如被訪者不能回答實數，訪問員可讀出金額範圍選項，只選一項)

\$ \_\_\_\_\_ (入實數)

少於\$1,000

\$1,000 - \$2,999

\$3,000 - \$4,999

\$5,000 - \$9,999

\$10,000 - \$14,999

\$15,000 或以上

冇固定金額

唔知／難講

拒答

[Q3] 你主要用乜野方法儲起呢啲錢？(訪問員讀出首五個選項，次序由電腦隨機排列，可選多項)

放現金喺屋企  
 銀行活期或定期存款  
 投資股票、債券、基金  
 購買儲蓄保險  
 俾父母／配偶／子女保管  
 其他，請註明：\_\_\_\_\_

以上皆否  
 唔知／難講  
 拒答

[Q4] 請你講出你而家儲錢嘅主要目的係乜野？(不讀答案，可選多項)

買樓	應付不時之需
買車	長線投資
滿足其他購物欲望	進修
旅行	令將來生活得更好
創業／做生意	其他，請註明：_____
結婚	有特別目的／儲錢係應份的／用淨就儲起
子女教育／供書教學	唔知／難講
照顧家人	拒答
準備退休	

[Q5] 請問你有冇一個希望喺今年 2018 年內達成嘅全年儲蓄目標？如有，請問係幾多？(如被訪者不能回答實數，訪問員可讀出金額範圍選項。)

有目標儲蓄金額  
 \$ \_\_\_\_\_ (入實數)

少於\$10,000  
 \$10,000 - \$29,999 (一萬到唔夠三萬)  
 \$30,000 - \$49,999 (三萬到唔夠五萬)  
 \$50,000 - \$99,999 (五萬到唔夠十萬)  
 \$100,000 - \$199,999 (十萬到唔夠二十萬)  
 \$200,000 - \$299,999 (二十萬到唔夠三十萬)  
 \$300,000 - \$499,999 (三十萬到唔夠五十萬)  
 \$500,000 以上 (五十萬或以上)

冇目標儲蓄金額 {跳至 Q8}  
 唔知／難講 {跳至 Q8}  
 拒答

[Q6] 咁你覺得自己可唔可以喺 2018 年內達成呢個儲蓄目標？(只選一項) {然後跳至 Q8}

可以  
 一半半  
 唔可以  
 唔知／難講  
 拒答

[Q7] {只問 Q1 答有儲蓄習慣者} 請問你有儲錢習慣嘅主要原因係：(不讀答案，可選多項)

- 覺得有需要
- 冇收入
- 收入太少
- 入不敷支／冇錢淨
- 有機會儲夠／冇意思 (如：唔夠買樓／結婚)
- 對未來冇希望
- 有父母／家人照顧
- 有政府照顧
- 冇家庭負擔
- 其他，請註明：\_\_\_\_\_
- 冇特別原因
- 唔知／難講
- 拒答

### 儲蓄安全感

[Q8] 對你嚟講，如果擁有足夠儲蓄嘅最大意義係以下邊一項？(訪問員讀出首四個選項，次序由電腦隨機排列，只選一項)

- 可以達成夢想
- 可以令生活更有安全感，以備不時之需
- 可以獨立自主
- 可以照顧他人
- 其他，請註明：\_\_\_\_\_
- 以上皆否
- 唔知／難講
- 拒答

[Q9] 請你以 0 至 100 分表示，你認為目前擁有嘅各類儲蓄或流動資金為你帶嚟幾大嘅「安全感」？0 分代表完全冇安全感，100 代表非常有安全感，50 分代表一半半。(只選一項)

\_\_\_\_\_分 (0 - 100，入實數)

- 唔知／難講
- 拒答

[Q10] 基於你現時嘅生活情況，假設收入同支出都不會大變，以維持你目前嘅生活水平一年嚟講，你認為擁有幾多嘅儲蓄或者流動資金先至可以為你帶嚟足夠嘅「安全感」？

\$ \_\_\_\_\_ (入實數)

- 少於\$10,000
- \$10,000 - \$29,999 (一萬到唔夠三萬)
- \$30,000 - \$49,999 (三萬到唔夠五萬)
- \$50,000 - \$99,999 (五萬到唔夠十萬)
- \$100,000 - \$199,999 (十萬到唔夠二十萬)
- \$200,000 - \$299,999 (二十萬到唔夠三十萬)
- \$300,000 - \$499,999 (三十萬到唔夠五十萬)
- \$500,000 - \$999,999 (五十萬到唔夠一百萬)
- \$1,000,000 - \$4,999,999 (一百萬到唔夠五百萬)
- \$5,000,000 或以上 (五百萬或以上)

幾多錢嘅都唔會有足夠嘅「安全感」  
 唔知／難講  
 拒答

### 銀行存款

[Q11] 請問你而家係幾多間銀行有存款戶口？活期、定期、外幣存款戶口等都計。(只選一項)

冇存款戶口 {跳至 Auto selection}  
 1 間 {跳至 Auto selection}  
 2 間  
 3 間  
 4 間或以上  
 唔記得／難講  
 拒答 {跳至 Auto selection}

[Q12] {只問 Q11 答多於 1 間者} 點解你會係多於一間銀行開戶口？(不讀答案，可選多項)

配合不同理財需要 (如支薪、儲蓄、投資、按揭等)  
 希望享用不同銀行嘅服務及優惠  
 分散儲蓄／減少風險  
 其他，請註明：\_\_\_\_\_

唔知／難講  
 拒答

[Auto selection] 全職家庭主婦問題

[DM1] 女 + [DM2] 全職家庭主婦／家務料理者 → {全職家庭主婦問題}  
 其他 → {第五部分 個人資料(二)}

### {全職家庭主婦問題}

### 個人儲蓄

[Q13] 請問你有冇儲“私己錢”嘅習慣？如有，請問呢啲“私己錢”主要係嚟自：(不讀答案，可選多項)  
 {Note: Those answering “yes” in this Q13 must also answer “yes” in Q1}

有：

配偶的家用  
 子女的家用  
 父母的零用錢  
 投資回報  
 收租  
 兼職  
 以前自己儲落嘅 (如在職時的收入)  
 其他，請註明：\_\_\_\_\_

拒答私己錢來源

冇儲私己錢 {跳至第五部分 個人資料(二)}  
 唔知／難講  
 拒答

[Q14] 請問你儲起“私己錢”嘅主要原因係：(不讀答案，可選多項)

- 應付家人不時之需
- 應付自己不時之需
- 照顧家人
- 提升安全感
- 希望經濟獨立
- 其他，請註明：\_\_\_\_\_
- 冇特別目的
- 唔知／難講
- 拒答

[Q15] 你嘅屋企人知唔知道你有儲起“私己錢”？(只選一項)

- 知道 {跳至 Q17}
- 唔知道
- 有啲知有啲唔知
- 唔知佢地知唔知
- 拒答

[Q16] {只問 Q15 不是答「知道」者}你點解唔講俾屋企人知你有儲起“私己錢”？(不讀答案，可選多項)

- 無必要俾屋企人知
- 唔想俾屋企人知
- 因為啲錢屬於自己嘅
- 想保障自己
- 個人私隱
- 講咗就有得儲
- 冇特別原因
- 其他，請註明：\_\_\_\_\_
- 唔知／難講
- 拒答

[Q17] 最後，請問你平均一個月大約可以儲到幾多“私己錢”？(如被訪者不能回答實數，訪問員可讀出金額範圍選項，只選一項)

- \$ \_\_\_\_\_ (入實數)
- 少於\$1,000
- \$1,000 - \$2,999
- \$3,000 - \$4,999
- \$5,000 - \$9,999
- \$10,000 - \$14,999
- \$15,000 或以上
- 冇固定金額
- 唔知／難講
- 拒答

## 第五部分 個人資料(二)

最後想問你一啲簡單嘅個人資料以作綜合分析，你所提供嘅資料係會絕對保密，你亦有權拒絕回答任何問題。

[DM3a] 年齡

\_\_\_\_ (準確數字)

拒答

[DM3b] {只問不肯透露準確年齡被訪者} 年齡範圍 (訪問員可讀出範圍)

18 - 19 歲

20 - 29 歲

30 - 39 歲

40 - 49 歲

50 - 59 歲

60 - 69 歲

70 歲或以上

拒答

[DM4] 教育程度

有受正式教育或幼稚園

小學

初中 (中一至中三)

高中 (中四至中七/毅進)

專上教育 (非學位課程，包括文憑/證書/副學位課程)

專上教育 (學位課程，包括學士學位/研究院)

拒答

[DM5] 每月個人收入 (包括所有收入來源，如薪金、佣金、雙糧、花紅、租金收入、投資回報、政府津貼、零用錢、家用、退休金或任何其他財富轉移) (訪問員請讀出選項)

\$5,000 以下

\$5,000 - \$9,999

\$10,000 - \$19,999

\$20,000 - \$39,999

\$40,000 - \$79,999

\$80,000 或以上

不穩定

拒答

問卷已經完成，多謝你接受訪問。拜拜。