



Back to Basics: a survey on Risk, Protection and Long-term financial planning

Survey Questionnaire (Final Draft)

14 January 2009

Part 1 Self-Introduction

Good evening, sir/madam, this is Mr/Ms X, an interviewer from the Public Opinion Programme (POP) of the University of Hong Kong. We are conducting a survey on long term financial planning and would like to invite you to participate in an interview which will take only a few minutes. Please be rest assured that your phone number is randomly selected by our computer and your information provided will be kept strictly confidential.

Is it okay for us to start this survey?

Yes

No (skip to end)

Part 2 Respondent Selection

[S1] Is there any working member in your household of **age 18 to 65**? Since we need to conduct random sampling, if there is more than one available, I would like to speak to the one who will have his / her birthday next. (If the target is not available at the moment, make an appointment to recall.)

Yes

No

Refuse to answer



Terminate interview, skip to end.

[S2] Is your current monthly personal income **not less than HK\$8,000**?

Yes

No

Refuse to answer



Terminate interview, skip to end.

Part 3 Main Questions

[Q1] In these times, what are you most worried about regarding your financial situation? (Interviewers to read out each answer, order to be randomized by computer, single response only)

Loss of current job

Insufficient income for retirement

Substantial investment losses

Insufficient income for current daily needs

Others: _____ (please specify)

Nothing

Don't know/hard to say

Refuse to answer

[Q2] What about physical health? What are you most worried about right now? (Interviewers to read out each answer, order to be randomized by computer, single response only)

Early or unexpected death

Getting cancer or other critical illness

Getting into an accident/injury/disability

Others: _____ (please specify)

Nothing

Don't know/hard to say

Refuse to answer

[Q3] Are you doing anything to protect yourself from the above risks? (Interviewers to read out each answer, order to be randomized by computer, multiple responses allowed)

Saved more cash in the bank

Topped up MPF

Bought life insurance policy

Bought medical / critical illness insurance

Bought stocks

Bought annuities/other retirement products

Others: _____ (please specify)

Nothing

Don't know/hard to say

Refuse to answer

[Q4] Which of the following do you currently hold as part of your long-term financial plan? (Interviewers to read out each answer, order to be randomized by computer, multiple responses allowed)

Whole of life insurance for myself/spouse/children

Basic medical insurance

Critical illness insurance

Investment-linked insurance

Annuities

MPF or other pension fund

Savings in the bank

Others: _____ (please specify)

Nothing

Don't know/hard to say

Refuse to answer

[Q5] Have you made any changes to your long-term financial planning in the past 12 months? (Interviewers to read out each answer, order to be randomized by computer, multiple responses allowed)

Added more life insurance
Bought life insurance for the first time
Added critical illness rider to basic medical protection
Kept most of holdings in cash
Changed MPF funds from aggressive to conservative
Bought annuities
Unloaded stocks to prevent further loss
Others: _____ (please specify)
Nothing
Don't know/hard to say
Refuse to answer

[Q6] What are your greatest barriers to long-term financial planning? (Interviewers to read out each answer, order to be randomized by computer, multiple responses allowed)

Lack of confidence in the markets/fear of losing money
Rising premium cost/lower return for insurance protection
Loss of job/job insecurity
Not enough income to buy insurance
Lack of investment instruments that provide good return
Feel I have adequate protection and savings
Others: _____ (please specify)
Don't know/hard to say
Refuse to answer

[Q7] At this moment, what are your most important financial goals? (Interviewers to read out each answer, order to be randomized by computer, multiple responses allowed)

Steady and regular post-retirement income
Recover investment losses
Save more cash in the bank
Long-term protection for my family
Adequate medical protection in old age
Adequate medical protection in case of critical illness
Others: _____ (please specify)
Don't know/hard to say
Refuse to answer

[Q8] If you had a sudden windfall or won the lottery, how would you spend the money? (Interviewers to read out each answer, order to be randomized by computer, single response only)

Pay off debts/mortgage
Take a holiday/trip
Buy property
Save/invest for retirement
Buy insurance
Donate to charity
Others: _____ (please specify)
Don't know/Hard to say
Refuse to answer

[Q9] If something untoward, like critical illness or unexpected death happened to you suddenly, what is most likely to happen to your family's financial situation? (Interviewers to read out each answer, order to be randomized by computer, single response only)

No change: family is well protected and will get income from insurance and retirement savings

No change: other family members will take care of me/my family

Family will need to use savings for daily or medical expenses

Family is likely to borrow money to cover daily or future medical expenses

Family is likely to make lifestyle changes due to insufficient income

None of the above

Not applicable/No family members

Don't know/hard to say

Refuse to answer

[Q10] Did the SARS experience prompt you to make any of the following changes to your financial planning? (Interviewers to read out each answer, order to be randomized by computer, multiple responses allowed)

Added more life insurance

Bought life insurance for the first time

Added critical illness rider to basic medical protection

Kept most of holdings in cash

Changed MPF funds from aggressive to conservative

Bought annuities

Unloaded stocks to prevent further loss

Others: _____ (please specify)

Nothing

Don't know/hard to say

Refuse to answer

Part 4 Demographics

We would like to know some of your personal particulars in order to facilitate our analysis.

[DM1] Gender

Male
Female

[DM2a] Age

_____ (Exact age)
Do not want to tell

[DM2b] 【For those who do not want to tell their exact age】 Age interval (Interviewer can read out the intervals)

18-29
30-39
40-49
50-59
60-65
Do not want to tell

[DM3] Education Attainment

Primary school or below
Secondary school
Matriculated
Tertiary, non-degree course
Tertiary, degree course
Master's degree
Doctor's degree or above
Refuse to answer

[DM4] Occupation

Managers and administrators
Professionals
Associate professionals
Clerks
Service workers and shop sales workers
Skilled agricultural and fishery workers
Craft and related workers
Plant and machine operators and assemblers
Non-skilled workers
Others: _____ (please specify)
Refuse to answer

[DM5] Monthly personal income (including bonus)

HK\$ 8,000 10,000
HK\$ 10,001 20,000
HK\$ 20,001 30,000
HK\$ 30,001 40,000
HK\$ 40,001 50,000
HK\$ 50,001 or above
Refuse to answer

Thank you for your time. If you have any questions regarding this interview, you can call xxxx-xxxx to talk to our supervisor Ms Louise Pun, or the Human Research Ethics Committee for Non-Clinical Faculties of the University of Hong Kong at xxxx-xxxx during office hours to verify this interview's authenticity and confirm my identity. Good-bye!

******* End of questionnaire *******