



Q2 2025

# Mercer MPF Satisfaction Index

Quarterly index covering over 1,200 respondents annually

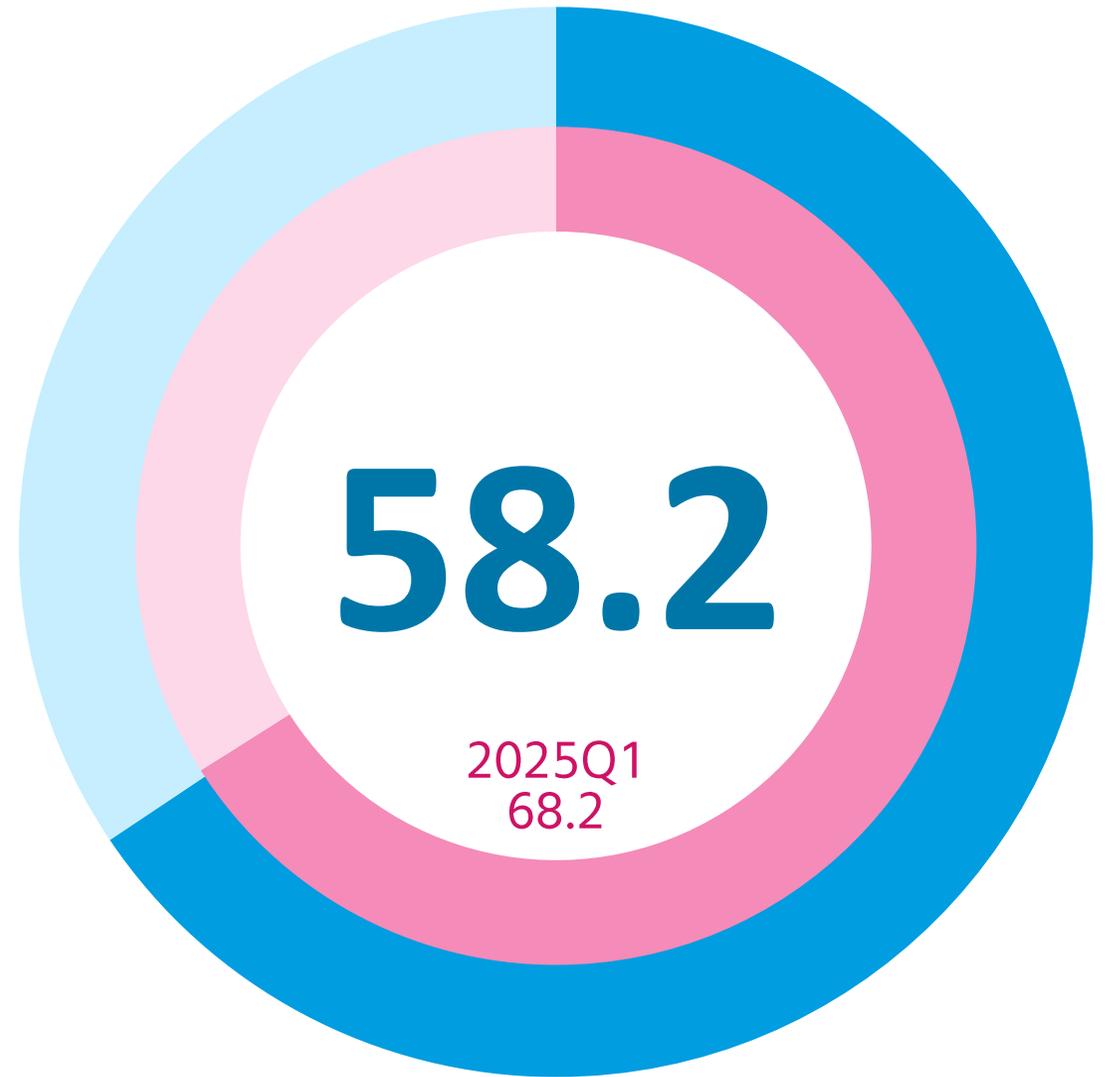


Also available online at:

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

30 June 2025

A business of Marsh McLennan



# The More Engaged, The More Satisfied

## Time Horizon Until Retirement

Members who are closer to retirement tend to be more satisfied.



## Knowledge Level

Members who have better knowledge on MPF feel more satisfied.



## Advice Seeking

Members who seek advice on MPF feel more satisfied.



## Understanding of risk and return

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



## Top three expectations from MPF members in 2025 Q2

Apart from good performance and low fees

1. Comprehensive fund choices: 44.0%
2. Clear MPF benefit statement: 38.1%
3. Understand customers' needs: 37.1%



### 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.

- Personal connections — family, friends and colleagues: 40.4%
- Websites — MPFA, MPF providers and other financial websites: 38.4%
- eMPF platform: 21.9%
- Social Media - i.e. Facebook, Instagram : 19.5%
- MPF agents — individuals or financial institutions: 17.9%
- No advice sought: 24.8%

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

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