A NIQ Syndication for the Financial Services Industry

Personal Finance Monitor 2.0

Finance Market Tracker since 2004

Photo credit: Anthony

NIQ

What is NIQ Personal Finance Monitor 2.0 ?

NIQ Personal Finance Monitor (PFM) provides financial institutions with the most comprehensive understanding of the personal finance market to assist marketers to develop its business and marketing strategies. NIQ has been running PFM since 2004.

N=1,000 banking population aged 18-64 participate in the online self-completion interviews, who will provide their attitudinal and behavioral information about their financial experiences.

At least n=300 affluent individuals (with a liquid asset of HK$ 1 million or above) are covered in the sample.

PFM covers a 360 degree view on the consumer’s personal financial status and behavior. It provides the most comprehensive understanding of the personal finance market in Hong Kong, including investment behavior and attitude.

Wide coverage of financial topics

Personal Banking	**Virtual Banking**	**Investment**
Insurance	**ePayment**	**FinTech**

How's NIQ PFM 2.0 relevant to you ?

1 For major financial players, you can use it for **Endorsement** purpose in your advertising without doing any further research. Depending on the findings, endorsement period can be more than one year.

2 What are the **Function** and **Emotional needs** for Investment and Insurance? And how is that fit into the customer's life priority? How are these needs differed by segments?

3 What is the **Mobile Wallet trend** in the last few years? How's that differed by customer segments in terms of consideration and usage? How's your brand fitted into all these?

4 When comes to consideration for **Personal Banking**, what are the trending Consideration Factors? What are getting more important and what are less? Is there any segment difference? What is the brand funnel of my bank looks like? Should I be focusing on getting more awareness or converting into usage?

How's NIQ PFM 2.0 relevant to you ?

5. When choosing a **Credit Card**, what are the factors customers have in mind? How is that differed by segment?

6. When choosing an **Insurance** company, what are the consideration factors? How is that differed by segment? Which segments owned which type of insurance products and how's that changes over time? What's the purchase channel trend for insurance (Life vs Medical vs GI)? How's that differed by segment?

7. Where do customers get the **Financial information** from and what is their preference? Any segment differences?

8. Do people really know about different **Fintech** and whether they have any intention to use it in the future?

9. For **Virtual Banks**, what are the products customers looking for? What's the proportion of asset allocation between Physical and Virtual banks? Should I be focusing getting more aware of my bank or converting them into usage?

How to subscribe to NIQ PFM 2.0 ?

A

If you think the topic of questions are relevant to you and interested to find out more, you can subscribe the data from 2020 to 2022.

Deliverables : 1) up to data tables – HK$30k

2) up to data tables and PowerPoint charts – HK$40k

3) add HK$10k to have access to 2023 data once it is ready in Q2

B

Alternatively, like many other financial clients, you can subscribe for the full set of questions. You will have access to full set of tables for the past 3 years and tables of 2023 PFM once it is ready in Q2.

Deliverables : 1) up to data tables – HK$70k

2) up to data tables and PowerPoint charts – HK$120k

C

For Endorsement, the fee is HK$50k for a period of 3 years for each question. Any additional year is HK$10k / year

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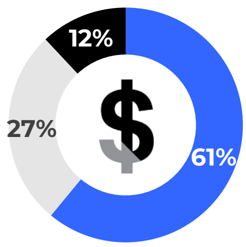
NIQ Thought leadership – Looking ahead into 2023

Financial readiness

- After 3 years of pandemic, people of Hong Kong are financial ready, awaiting the economy to rebound

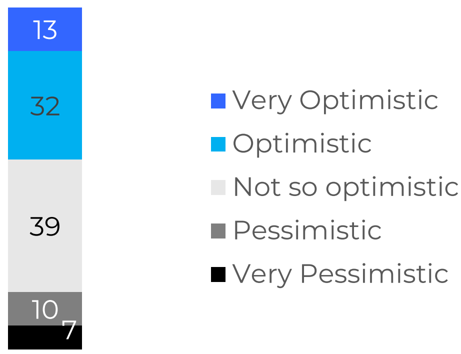


Level of **financial preparedness** in Hong Kong

Prepared Neutral Not prepared

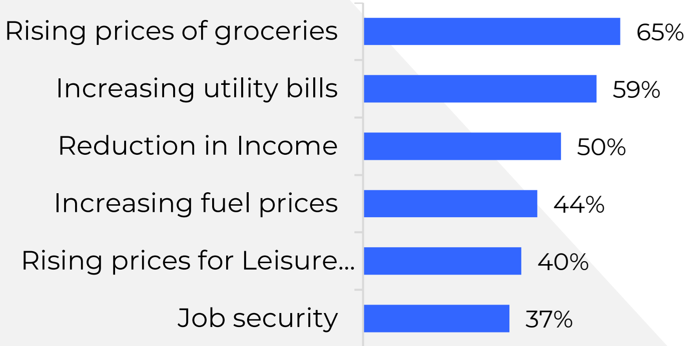
View on economy in 2023

- Despite that , only half of Hong Kong people are optimistic about the future ahead.



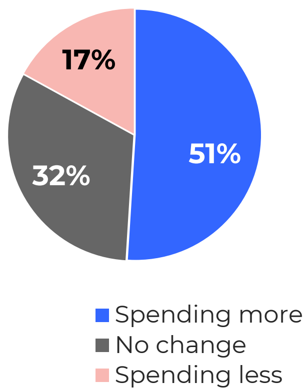
Financial concerns of people

- With the war still going on in Ukraine and rising interest rate, Hong Kong people are concerned on a few things.



Expected changes in spending in 2023

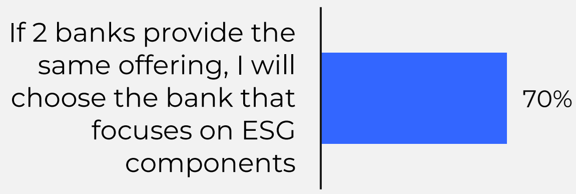
- But still expected to spend more on groceries and eating out.



Groceries	52%
Eating out	44%
Out of home entertainment	42%

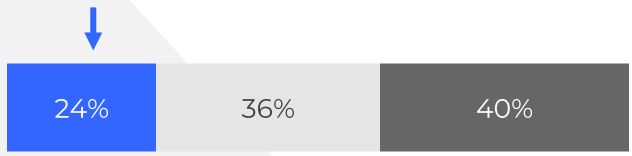
For investment, sustainable financing is on the spotlight

- Investors attitude towards sustainable financing continue to remain positive with companies ensuring equality, diversity and inclusion appeals most.



While investors are willing to invest, cyber security is to pay attention to.

Not likely, I would stay with my current primary bank because of other benefits offered like high interest rates, lower charges, easy accessibility etc.



Likely, I would change my primary bank to a bank which has better systems / methods in place to prevent and protect people from scams