Financial education initiatives for women in Hong Kong

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Gender differences in Hong Kong

Women are expected to live longer

Women have lower labour force participation rate and median monthly earnings too

More women receive old-age allowance from the government
Women are *less* confident both in knowledge and skills

- **22%** Self-rated financial knowledge level
- **49%** Make financial decisions solely
- **30%** Financially rely on spouse/children when retired

- **14%**
- **23%**
- **59%**
Women are **vulnerable** regarding some financial behaviours

- **Ability to face expenditure shock**: 76%
- **Invest**: 44%
- **70%**
- **36%**
Older women are more likely to *rely* on the advice of others

- 30% of older women rely on friends or families
- 26% of older women rely on financial intermediaries
- 38% of older women rely on other sources
- 30% of older women rely on other sources
Our initiatives to improve women’s financial literacy

To engage women, we ...

- develop peer group learning
- use life events as teachable moments
- provide timely bite-sized information via social media
Train the ambassadors

Senior Police Call (SPC) Wealth Management Anti Scam Ambassadors Programme – partnered with The Hong Kong Police Force
Resources for life events

Be money wise every step of the way towards a better life

Life events

Life stages
- Starting work
- Getting married
- Setting up a home
- Having children
- Planning for retirement
- Estate planning
- Unexpected changes
- Popular events

Recently Viewed

Life Stages

Education
Maternity
Accommodation
Baby essentials
Medical
THANK YOU!

the Chin family