

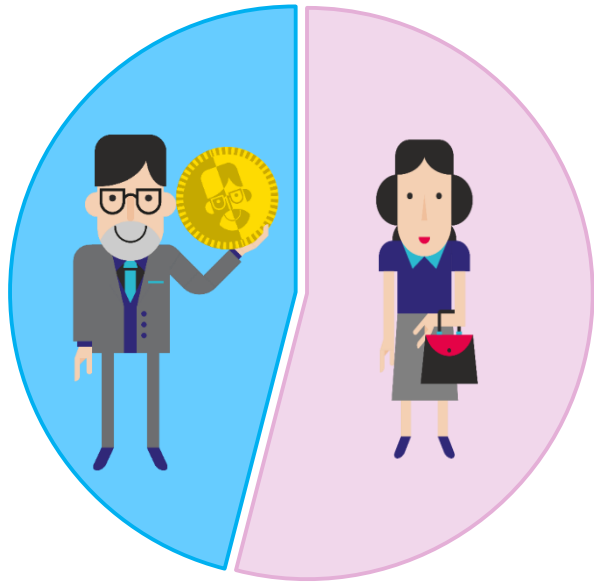


Financial education initiatives for women in Hong Kong

10 October 2016

Anny Choi
Investor Education Centre, Hong Kong

Gender differences in Hong Kong



Women are expected to **live longer**

81.2

86.9

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

68.7%

50.7%

HK\$
17,000

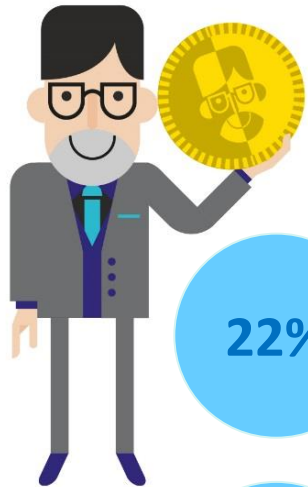
HK\$
13,000

87,700

96,800

More women receive old-age allowance from the government

Women are *less* confident both in knowledge and skills



22%

Self-rated financial
knowledge level

14%



49%

Make financial decisions
solely

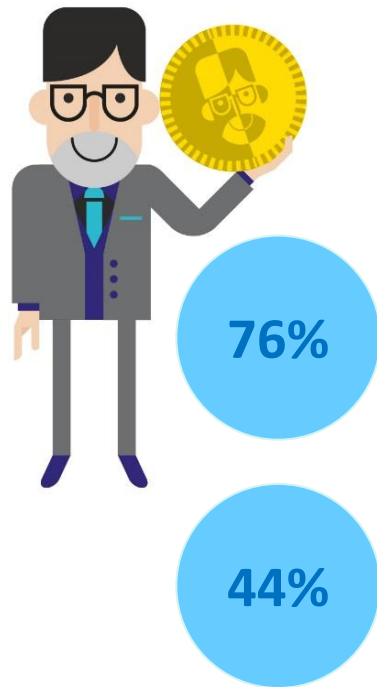
23%

30%

Financially rely on
spouse/children when
retired

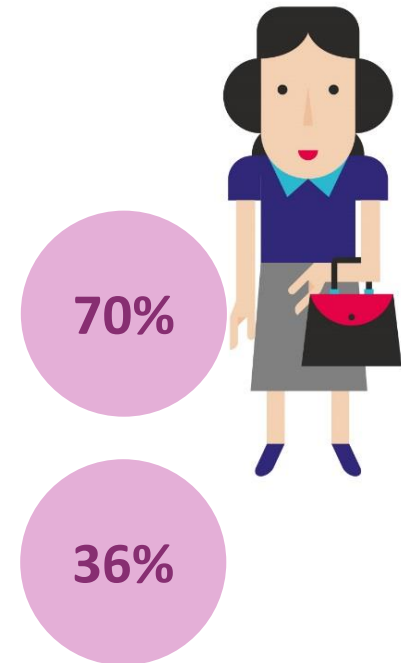
59%

Women are *vulnerable* regarding some financial behaviours



Ability to face expenditure shock

Invest



Older women are more likely to *rely* on the advice of others



30%

26%

Friends or families

Financial intermediaries

38%

30%



Our initiatives to improve women's financial literacy



**Knowledge
and
confidence**

Behaviours

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

錢家有道
the Chin family

Subscribe | YouTube | @ | 繁簡 | A A A

Tertiary student | New to work | Parent | Pre-retiree | Retiree | Teacher

About The Chin Family | Life events | Managing your money | Financial products | To

Home > Life events > Be money wise every step of the way

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

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



Timely feeds or online polls at Facebook

錢家有道 The Chin Family
June 16 at 9:30pm · 🌐 · 📍

【你爸爸屬於邊類型？】
 讚好 = 精明型：好似錢生咁，一家之主，精於理財，最叻幫屋企人解決問題
 勁正 = 說教型：關心仔女每日發生嘅大小事，有講不完嘅人生大道理
 哈哈 = 拼搏型：搏命搵錢，分秒必爭，慳得就慳
 嘩 = 開朗型：風趣幽默，同仔女無分彼此，玩埋一堆... See More
 See Translation



Like Comment Share

👍👎❤️ 7.3K Chronological

錢家有道 The Chin Family
August 6 · 🌐

【錢家運動會：你最想睇邊種奧運項目？】
 里約奧運咭咭正式開幕喇！好動嘅錢家成員當然唔會錯過各項精彩嘅賽事！以下四種奧運項目，你又最想睇邊種呢？
 LIKE= 排球
 LOVE= 游水
 HAHA= 體操
 WOW= 跳水
 除咗同錢家一樣嘅屋企欣賞奧運賽事外，不妨同屋企人一齐做運動出返身汗呀！不單可以為健康增值，仲係一項經濟嘅暑期活動添！
 The Rio 2016 Olympics has officially begun! Watching the Olympic Games at home, why not work out with your family too? Let's enjoy some healthy and economical family activities this summer!
 #錢家有道 #TheChinFamily #錢生 #錢太 #阿錢 #錢妹 #錢家運動會 #奧運 #RioOlympic
 See Translation



Like Comment Share

👍👎❤️ 10K Chronological



錢家有道

the Chin family



THANK YOU!