

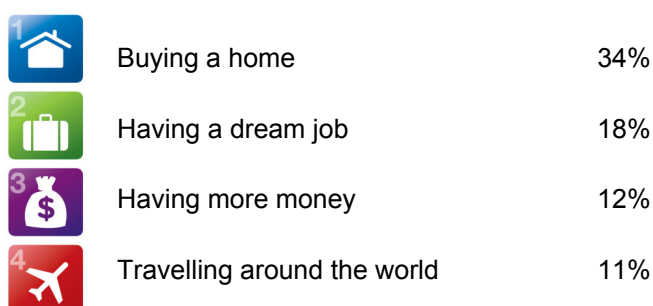
July 9, 2013

MassMutual Asia
“Study on the Post-80/90s” Survey Findings

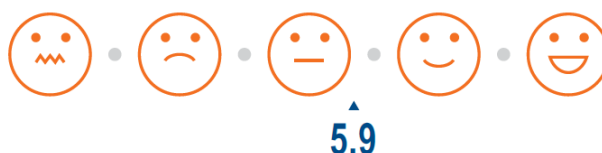
Key Findings

I. The Dream of the ‘Post 80/90s’

According to the survey carried out by the Public Opinion Programme of the University of Hong Kong, the top four dreams young people want to achieve are:

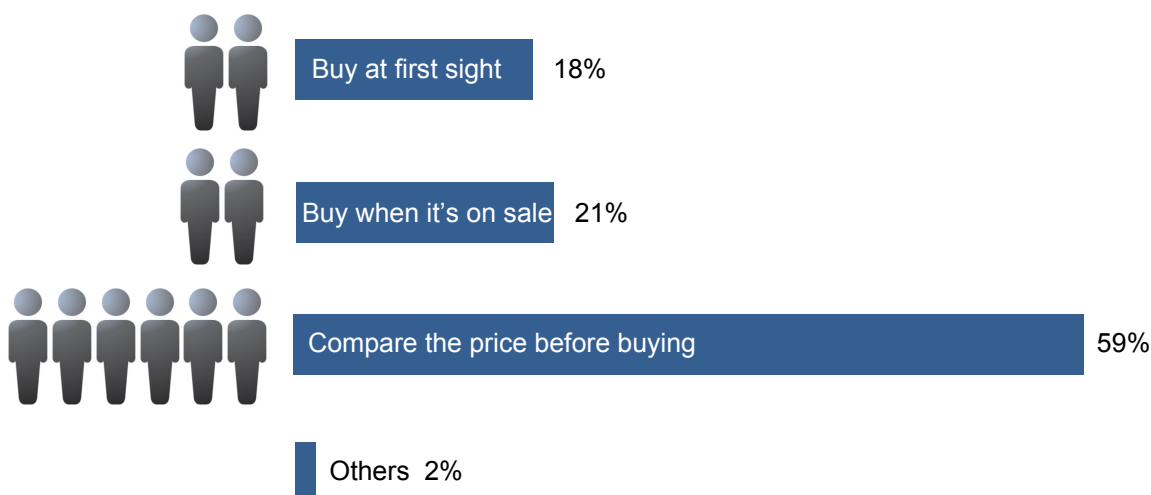


The confidence level of young people in realizing their dreams is merely 5.9 out of 10.



II. Spending Habits of Young People

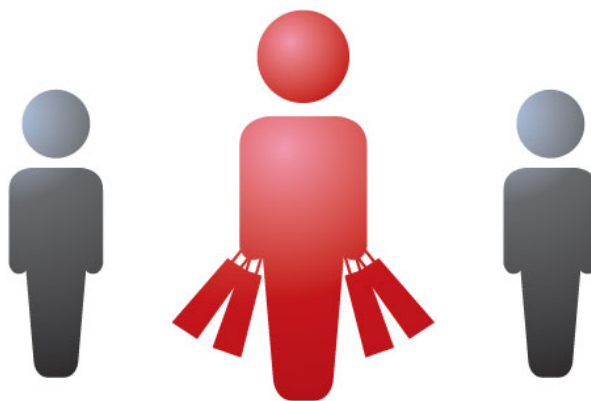
59% of respondents “compare the price before they buy” and 21% of them “buy when it’s on sale”.



Some 70% of respondents indicated that “practicality” was the most important factor affecting their decision to consume, with other factors including “price”, “appearance”, “brand” and “trend”.

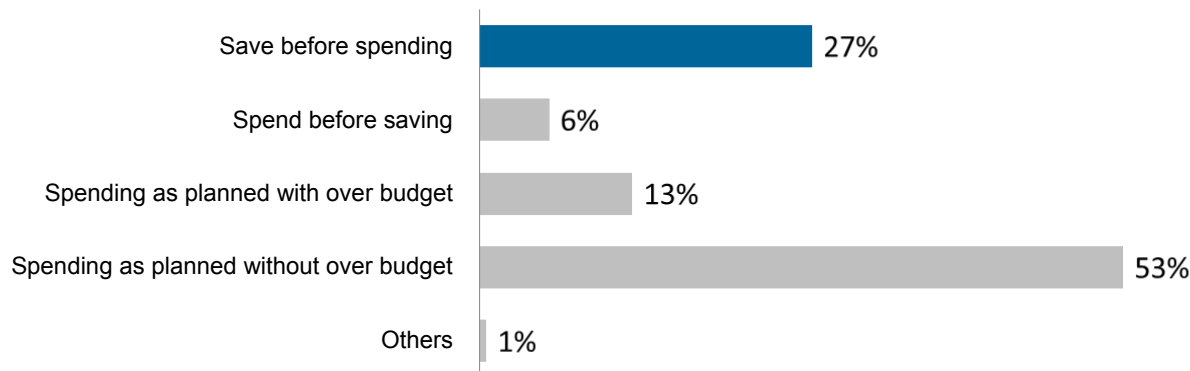


One out of three respondents purchased an item in the past twelve months but had never used it.



III. The Financial Management of Young People

66% of respondents had the habit of “spending as planned”. However, about one-fifth of them admitted that they mostly overspend compared to what they have planned. Only 6% of respondents indicated that they would “spend before saving”, while 27% of them would “save before spending”.

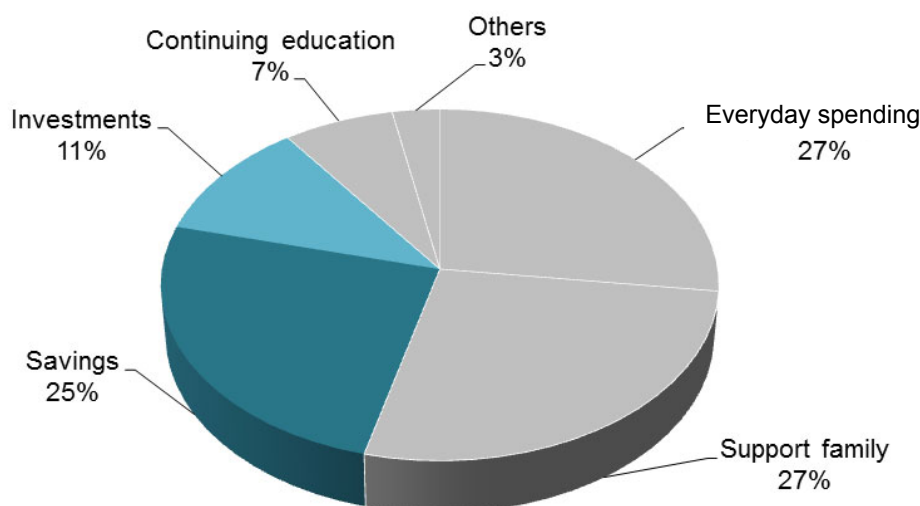


In addition, one out of seven young respondents represents the so-called “Moonlight Clan” who uses up all the salary every month.



For those who made regular savings and investments, the monthly median for savings is \$4,000, and for investments is \$2,000. However, around 40% of respondents did not make any investments at all.

**Allocation of monthly income of young people:
Everyday spending, Support family, Savings and Investments**



IV. Career Planning by Young People

The average rating of respondents' level of satisfaction with their current job is 6.3 out of 10



The three major areas of dissatisfaction include: "low income" (42%), "long and inflexible working hours" (33%) and "unclear promotion opportunities" (17%).

Meanwhile, the key factors for a dream job include: "reasonable income, with rapid growth" (61%), "work-life balance" (34%) and "clear promotion requirements and opportunities" (26%).

Conclusions

- ✧ Post-80/90s young people "dare to dream" but lack the confidence to make their dreams come true.
- ✧ They tend to spend rationally, but wastage after purchase remains a quite common phenomenon. They should thus get a clear idea of whether a purchase is based on a "real need" or a "fancy". In addition, having the habit of "save before spending" is of paramount importance.
- ✧ Young people should take advantage of their relatively longer "wealth-accumulation period", so that they can benefit from the compound-interest effect through long-term investment.
- ✧ To make their dreams come true earlier, young people should adopt a proactive attitude to map out their career path, and step out to explore an industry or a job that provides better career development prospects.