

AIA Live Better Study

Seventh edition



HEALTHIER, LONGER,
BETTER LIVES

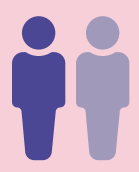
Singapore residents are united by a common goal of securing a stable long-term future amid concerns over short-term challenges

Singapore residents expect 2025 to be a challenging year

Only 47% of Singapore residents are optimistic about the economy in the coming year

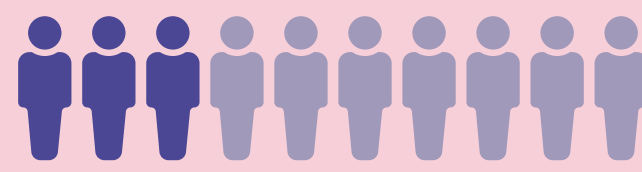


Top economic concerns include:



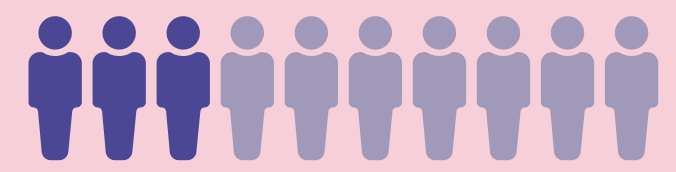
1 in 2

concerned about cost of living and inflation



3 in 10

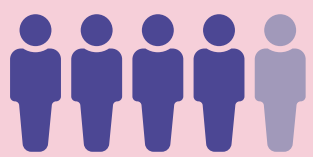
concerned about job security



3 in 10

concerned about income levels

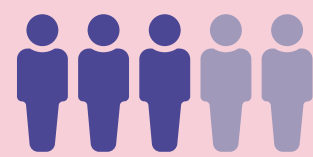
Plans are being made to proactively help prepare against the volatile economy in 2025



4 in 5

are taking steps to plan ahead

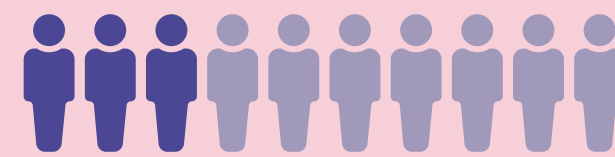
They are building emergency funds (29%), planning for retirement (28%), and diversifying their investment portfolio (27%)



3 in 5

are tightening their purse strings

They plan to spend less on daily expenses or big-ticket purchases



3 in 10

anticipate spending more on investment



1 in 2 feel financially prepared to face the rising healthcare costs

They plan to combat the potential high healthcare cost via insurance plans (57%), personal savings (56%), and government healthcare financing and support (49%)

Ways to proactively strengthen financial readiness

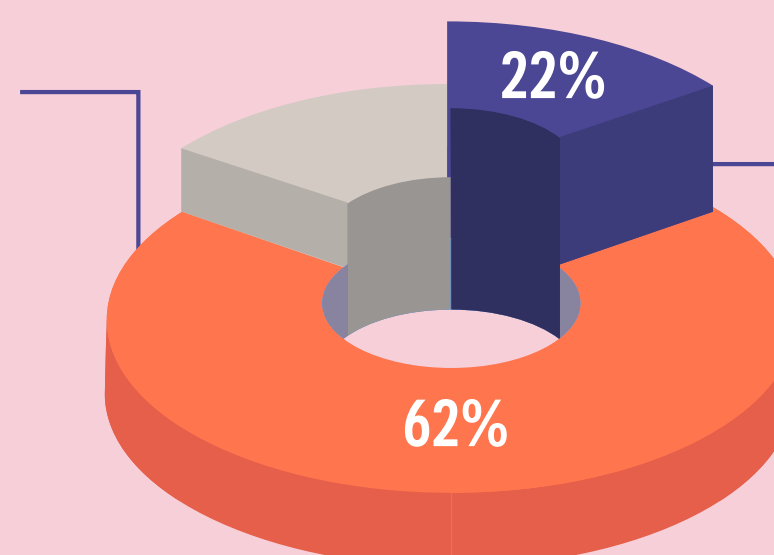


1 in 2

are relying on insurance to achieve financial security

Along with savings (62%), having a stable income (57%) and having emergency funds (52%)

62% intend to maintain their expenditure on insurance



22% are expected to spend more on insurance

Stress and spending priorities differ significantly between 18 – 29 year olds vs 40 – 49 year olds

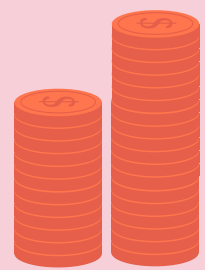


Economy

How optimistic are they about the economy?



VS



Finances

How financially prepared are they to face the economic situation in 2025?

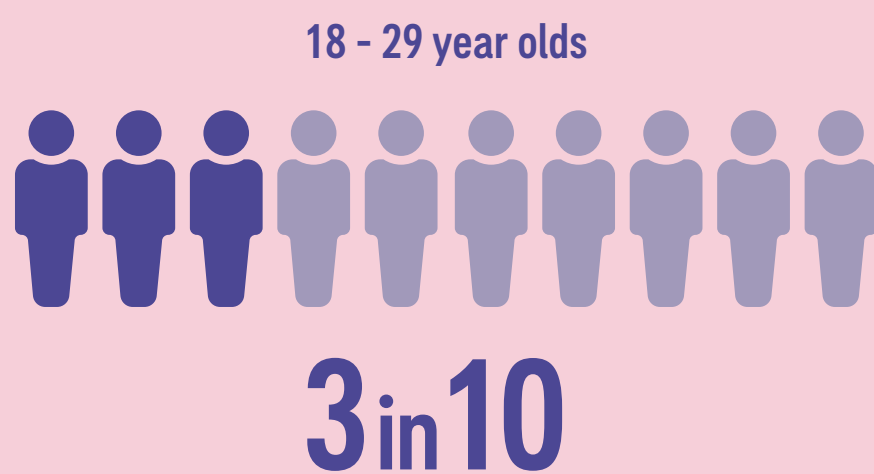


VS



Inflation

How concerned are they about inflation and the cost of living?

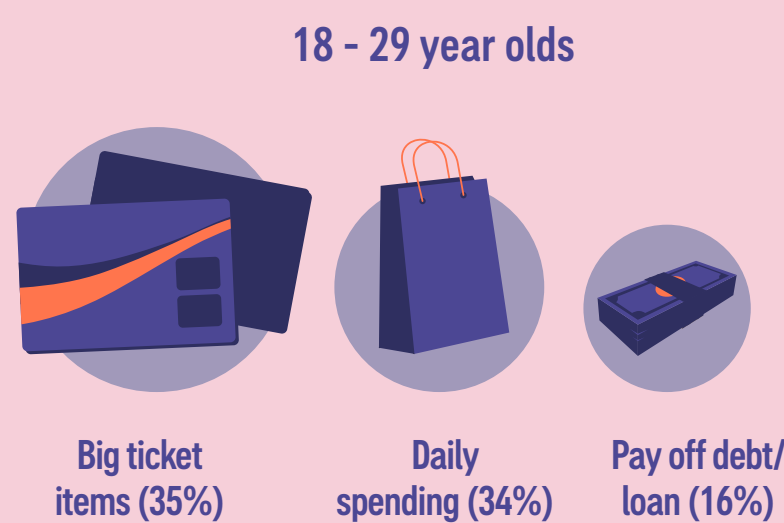


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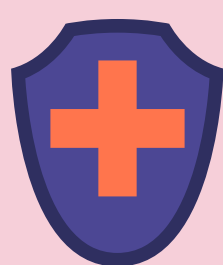
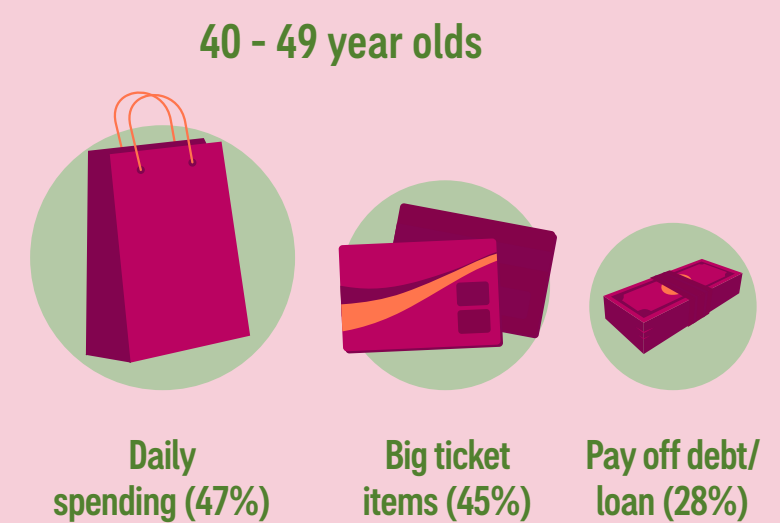


Cutting back

What are the top things they are cutting back their spending on?

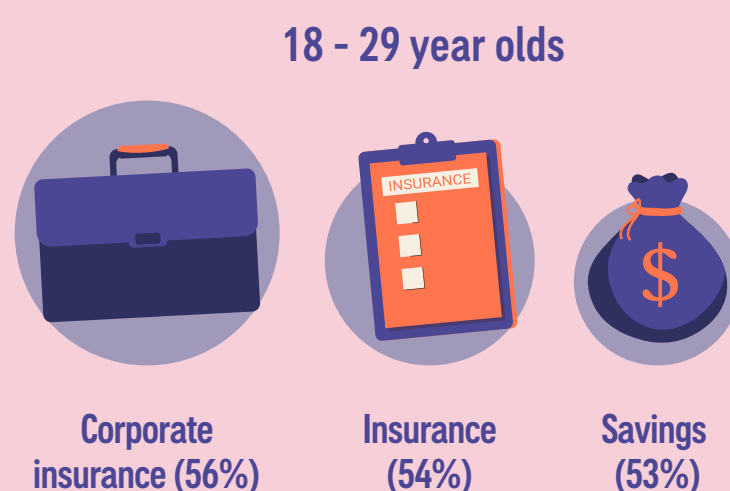


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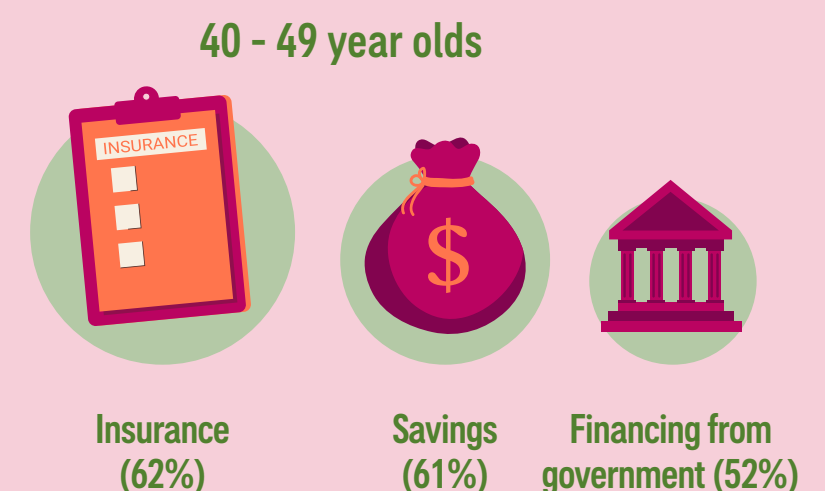


Healthcare

What are their top healthcare cost management tactics?



VS



Job security

What is their approach to job security?



VS



In the event of a job loss

What support do they want?

