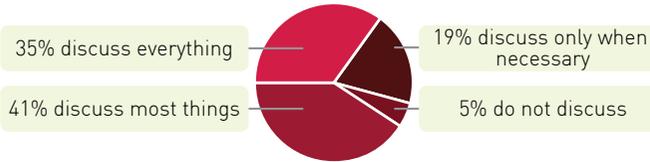


# AIA — YOUR WEALTH MATTERS: UNCOVERING SINGAPOREANS' FINANCIAL CHALLENGES AND PRIORITIES

Differences in Financial Planning Approaches a Cause of Tension for Married Couples in Singapore

## Married couples don't see eye-to-eye on how to balance their investment and savings needs

### When discussing financial priorities and concerns with spouses:



9 in 10 married individuals disagree with their spouses at least 50% of the time on how to manage their finances



and approximately 1 in 5 commonly disagree on:



Holiday expenses



Big ticket items



How much to allocate to investments and how much to save

### Married Women:



Believe their spouse would invest more than they would

Believe their spouse is likely to invest **12.3%** more than they would and save less

### Married Men:



Believe their spouse would save more than they would

Believe their spouse is likely to save **74%** more than they would and invest less

## Men are more inclined to invest while women prefer to save for their future

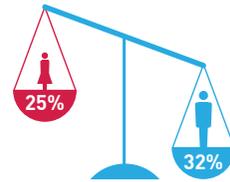
### There is a distinct difference in the way men and women approach financial planning:

#### Savings



Women allocate more to savings (41%) compared to men (35%)

#### Equities



Men allocate more to equities (32%) compared to women (25%)

### When allocating monthly income, men tend to invest more while women save more



## Men are deterred from investing due to market volatilities while women are more concerned about the risks involved

### Top deterrents to investing are:



#### Women are worried about:

- 51%** 1. Risks involved
- 47%** 2. Market volatility
- 37%** 3. Difficulties in understanding investing



#### Men are worried about:

- 49%** 1. Market volatility
- 45%** 2. Risks involved
- 34%** 3. Insufficient funds to get started

More than 60% of both men and women would be motivated to invest if they had some form of guaranteed returns

#### Women would also be motivated to invest if:

- 50%** Given assurance that they will not lose their investment capital
- 43%** Able to achieve higher returns to reach goals quickly

#### Men would also be motivated to invest if:

- 50%** Provided with greater ease in making investment choices
- 41%** Given assurance that they will not lose their investment capital

## The top three financial concerns among Singaporeans:



1. Increasing cost of living



2. Increasing healthcare costs



3. Financial strain of caring for ageing parents

## What Singaporeans believe will help them better plan their finances:



Getting professional financial advice



Increased cash inflow, including through passive income



Better access to easy-to-understand information and investment guidelines