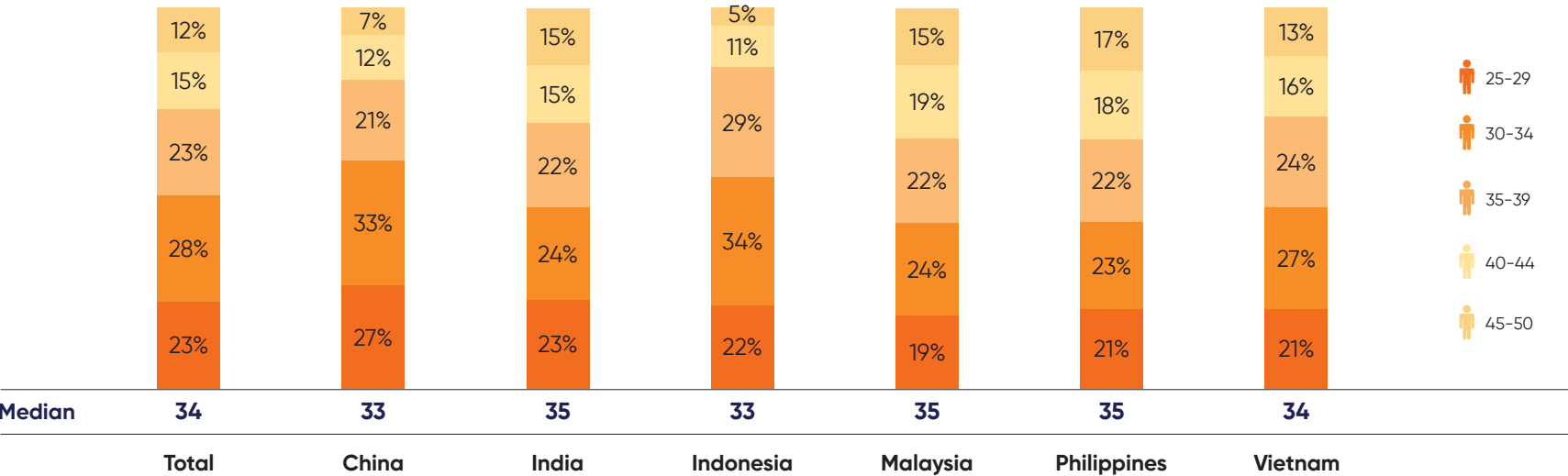


Demographics & Trend Comparisons

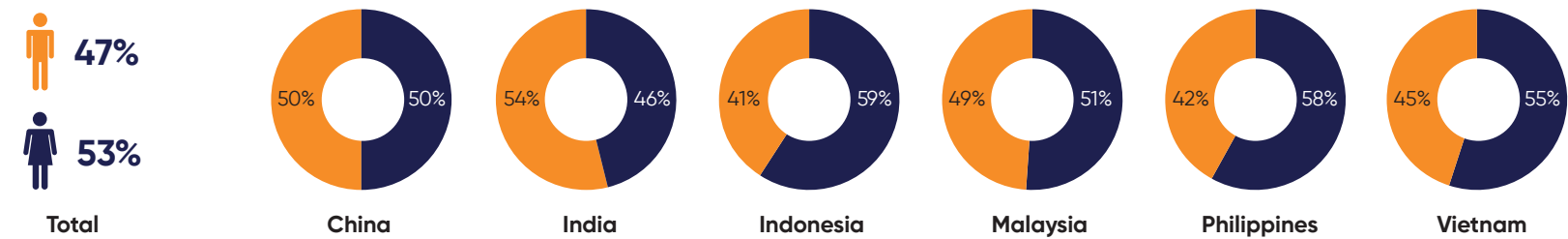
2023/2024



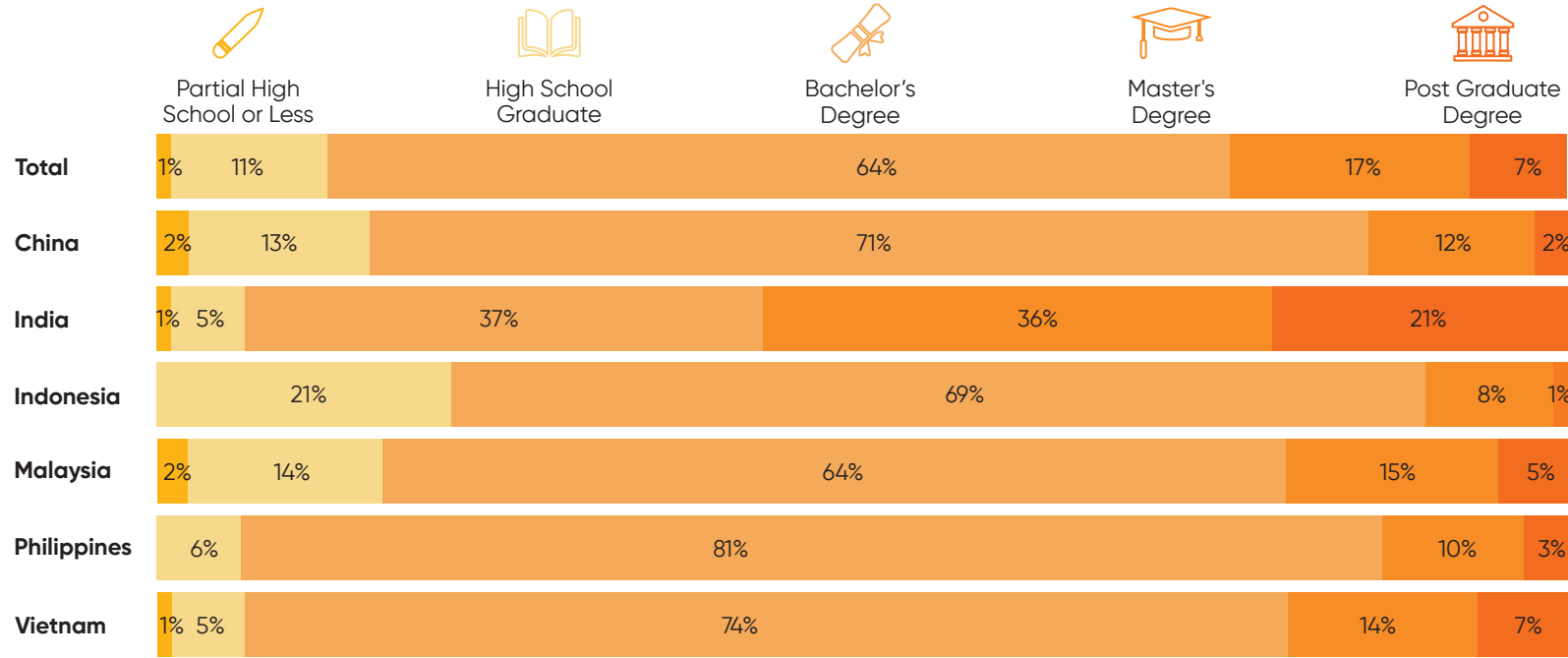
Age (%)



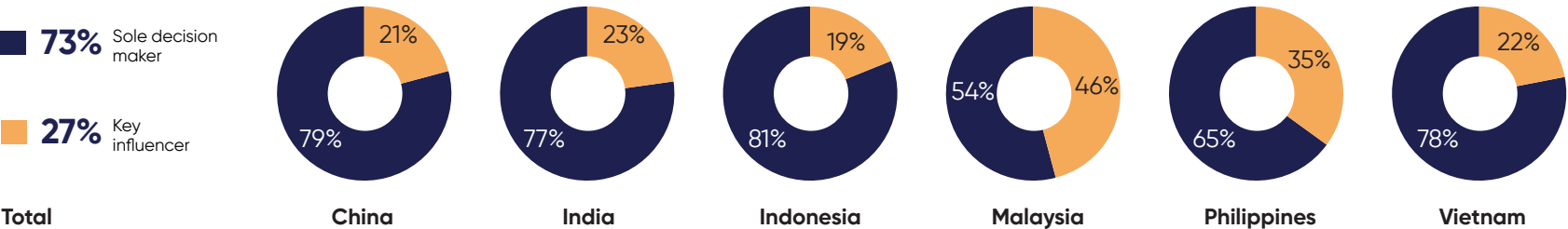
Gender (%)



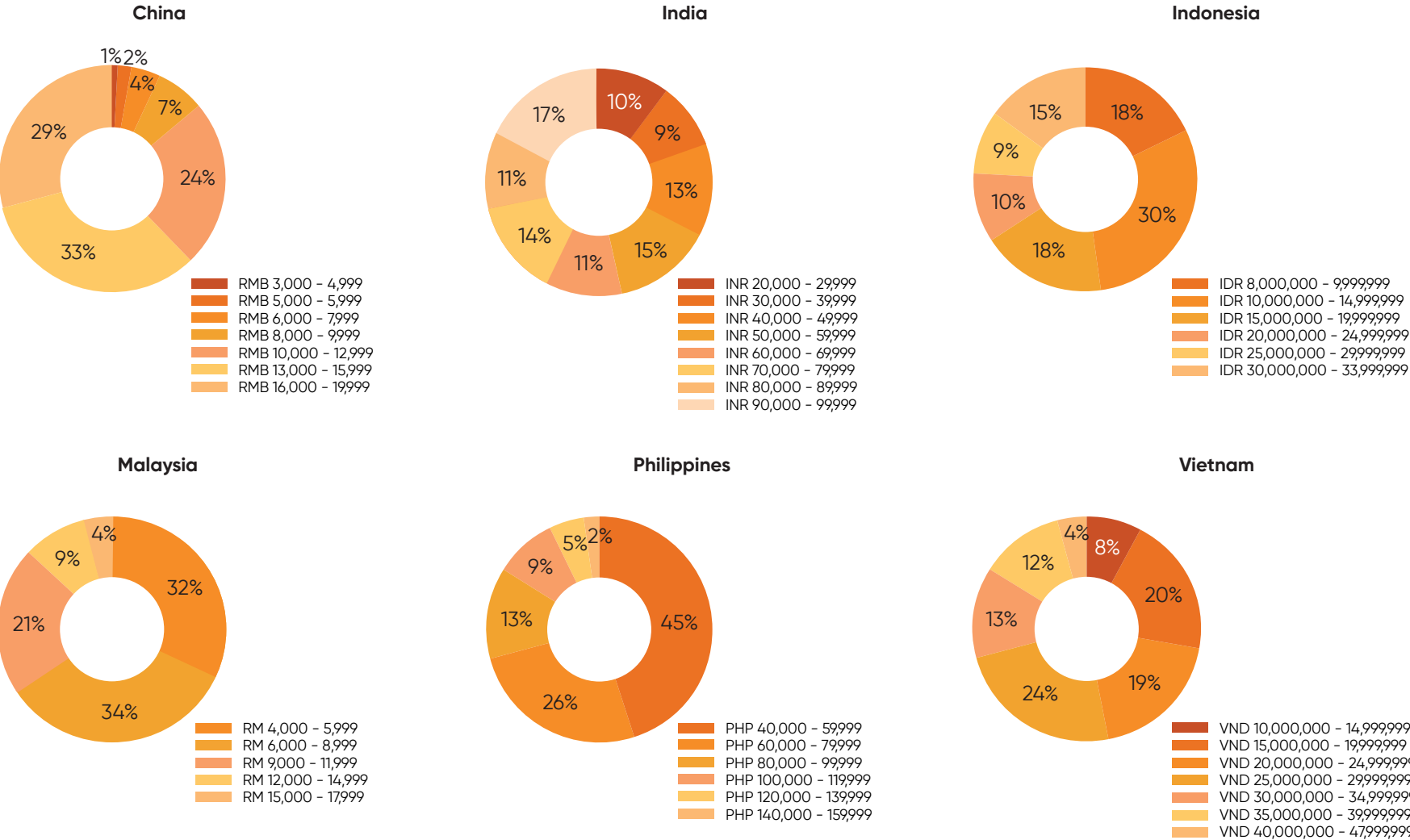
Education (%)



Key financial decision making (%)

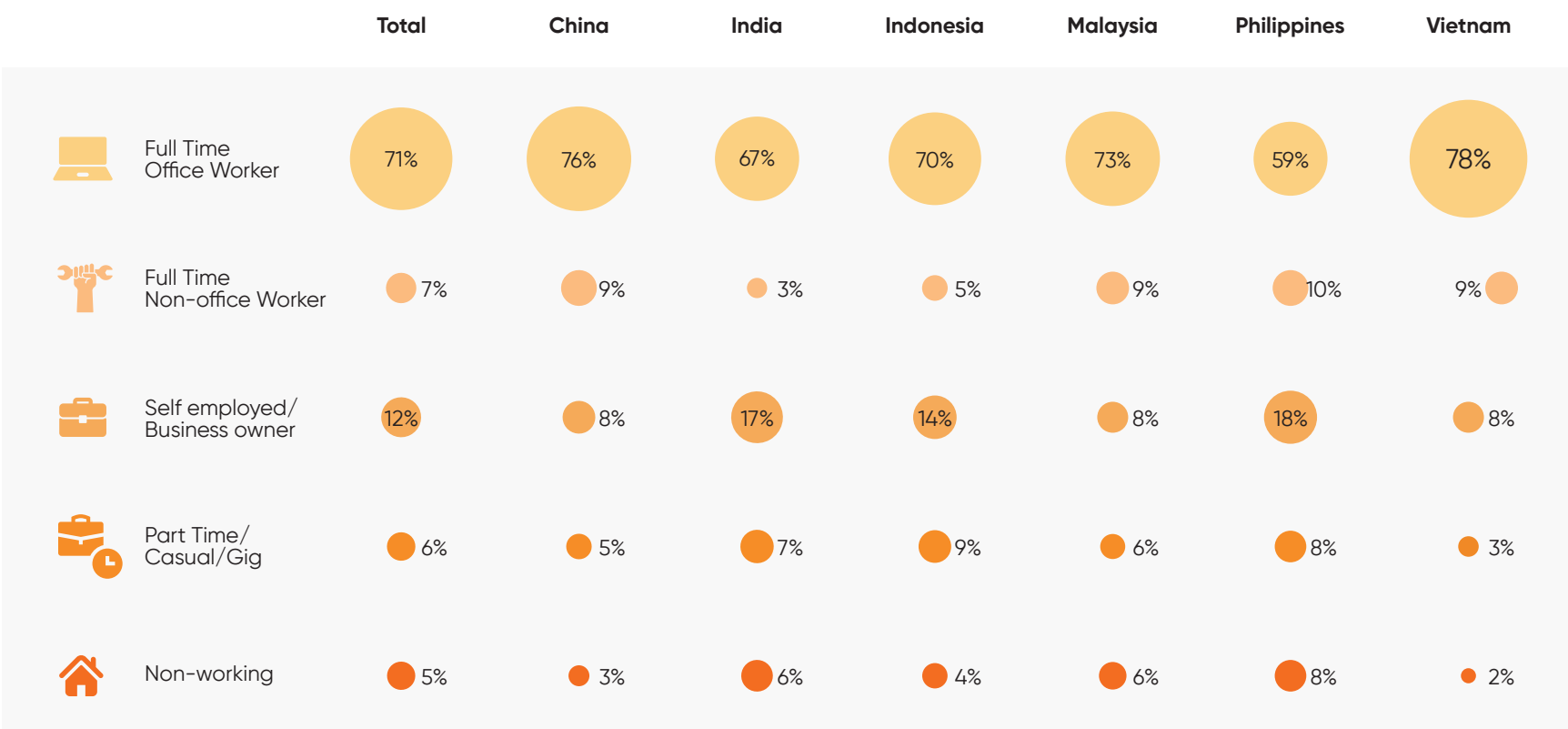


Household income (%)



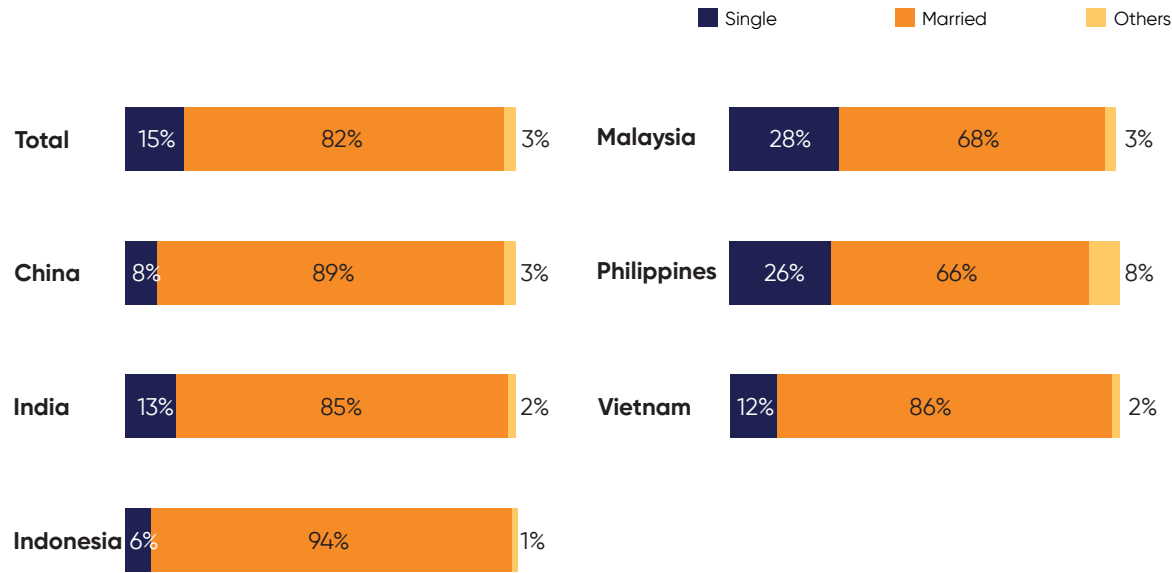
S4. What is your current monthly household income (before tax)? | Base: All respondents
74 | Peak Re Consumer Survey 2024

Employment status (%)

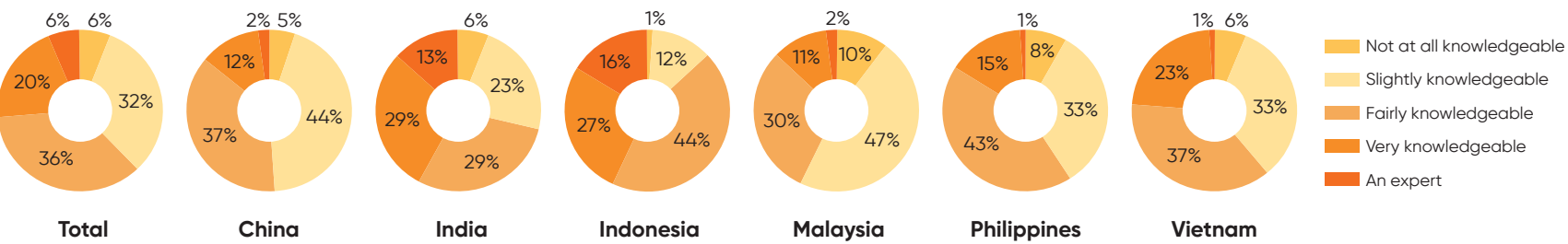


S5. Which of these best describes your current main occupation or status? | Base: All respondents

Marital status (%)



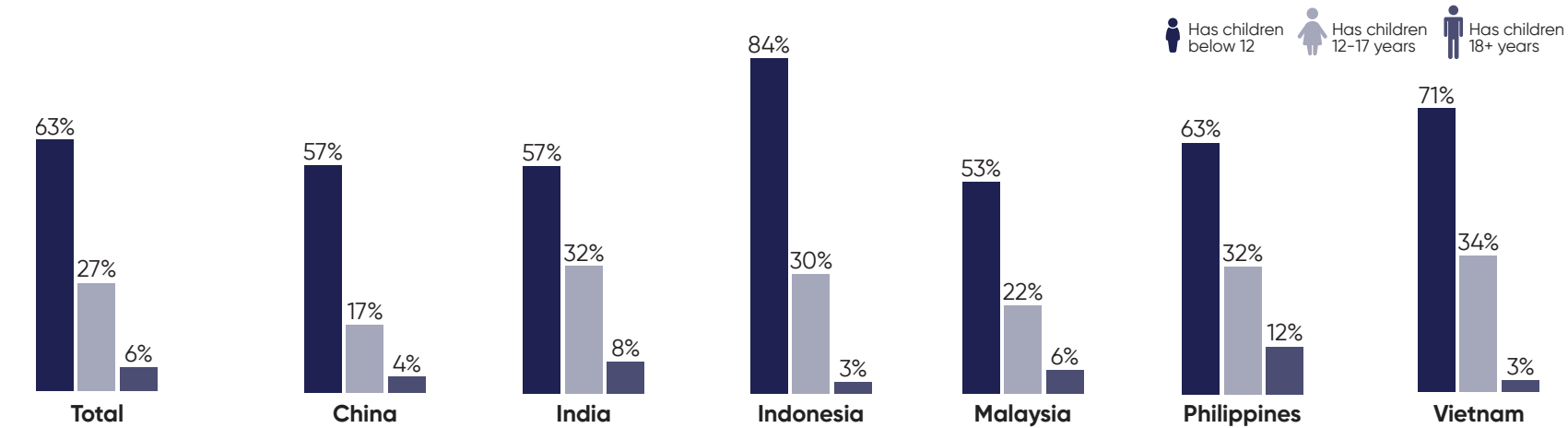
Financial literacy (%)



Number of children (%)

	Total	China	India	Indonesia	Malaysia	Philippines	Vietnam
0	21	27	19	7	37	21	14
1	40	63	37	46	24	30	31
2	30	9	39	38	22	31	51
3	6	1	5	8	10	12	3
4	2	0	0	1	5	4	0
5	0	0	0	0	1	1	0
6	0	0	0	0	1	1	0
7	0	0	0	0	1	1	0

Age of children (%)

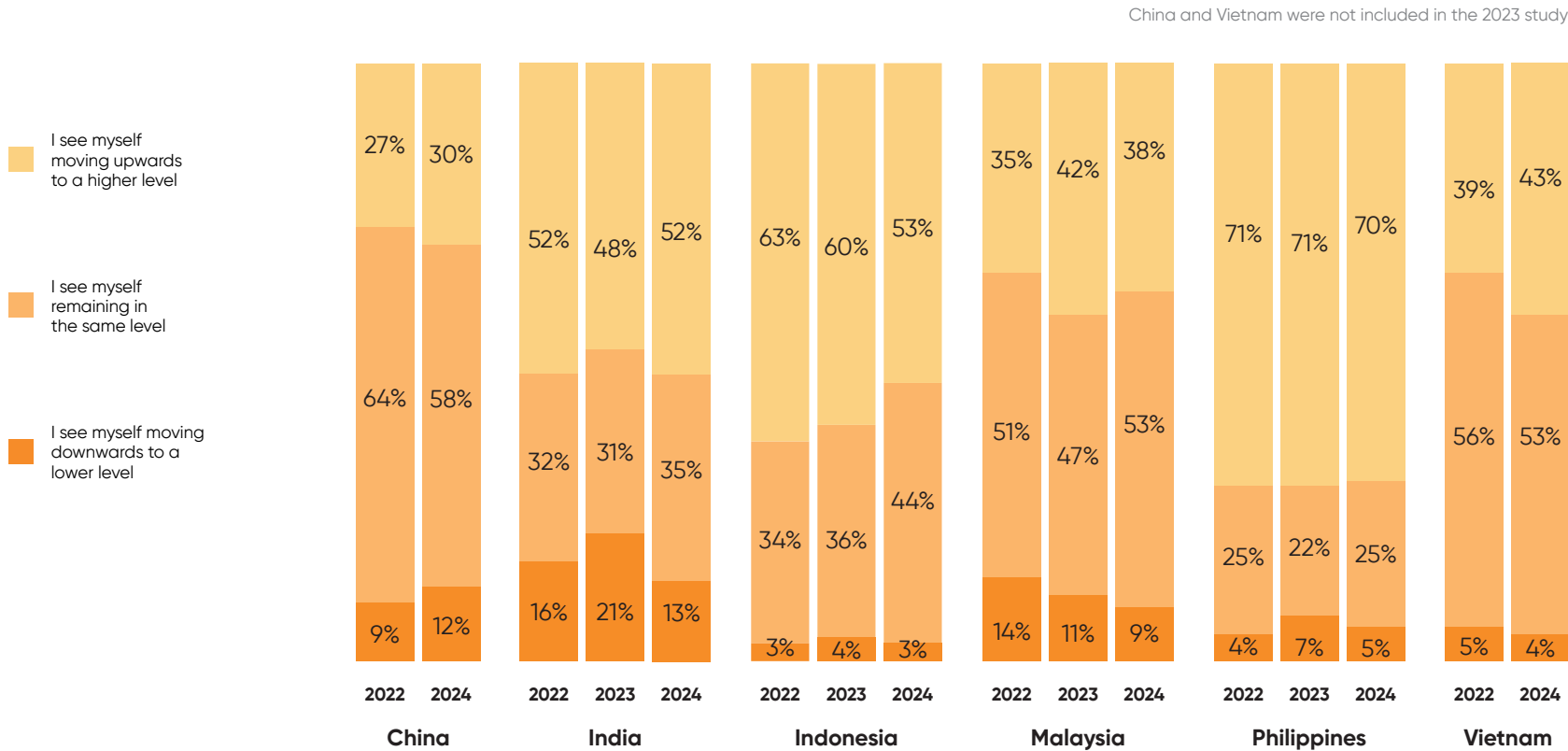


S8. Which of the following best describes your family status? S16. How would you rate yourself in terms of financial literacy? | Base: All respondents

S9. How many child(ren) do you have? S9.1. How old are your children? | Base: All respondents

Expectation to remain in middle-class: A comparison between 2023 and 2024

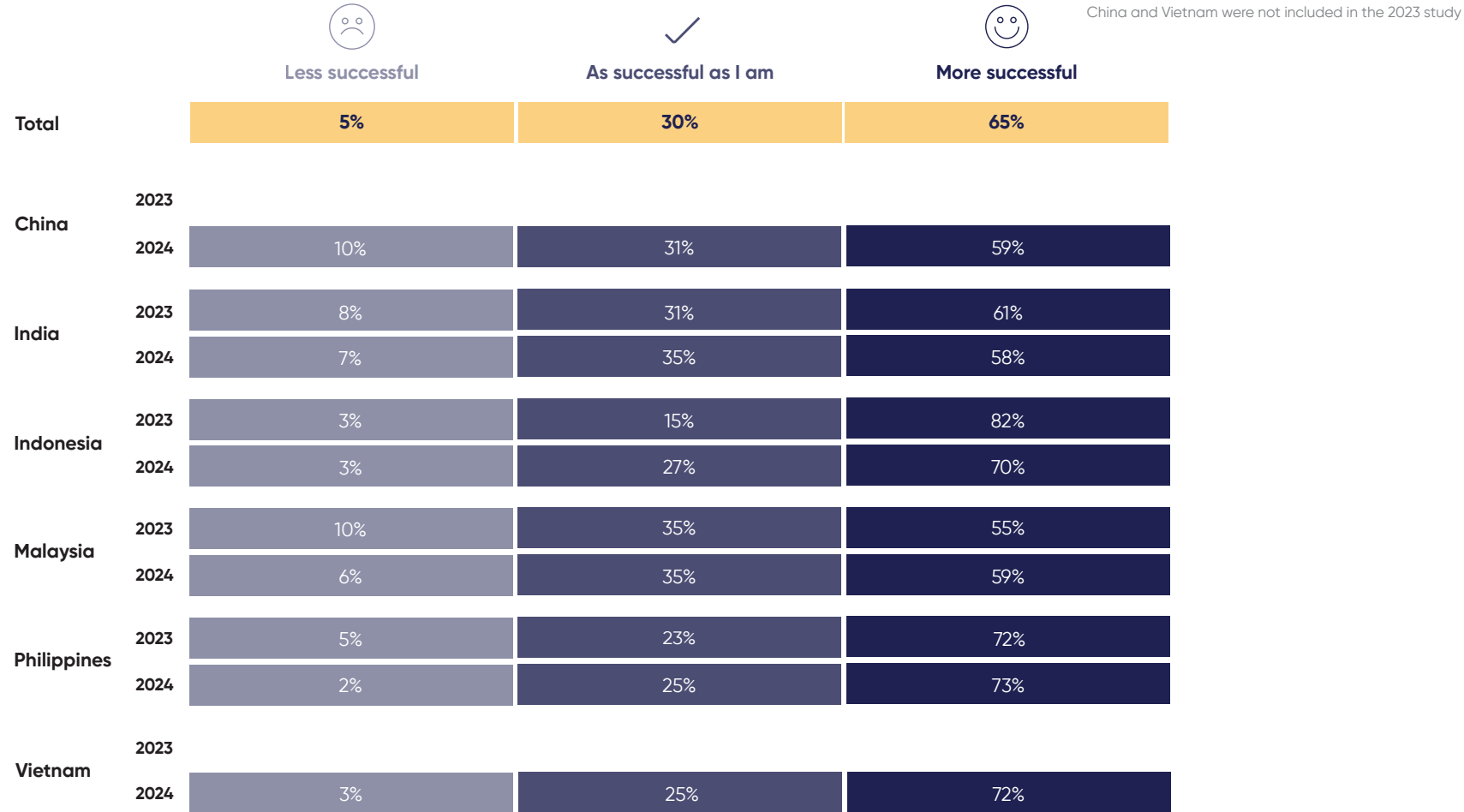
There is a general decrease in confidence in markets such as Malaysia and Indonesia. In contrast, India has seen an increase in confidence, with more than half believing they will move up in five years. Compared to all markets, China is the least optimistic, with around 6 out of 10 expecting to remain at the same level.



EJ2. In the next 5 years, do you see yourself remaining in that same group or moving upwards/downwards within the socio-economic hierarchy? | Base: All respondents
78 | Peak Re Consumer Survey 2024

Expectation towards children's success: A comparison between 2023 and 2024

More than half of emerging Asians believe their children will be more successful than themselves. This positive sentiment is particularly notable in Malaysia, where the figure has increased. However, there is a slight reduction in this belief in Indonesia and India compared to last year.

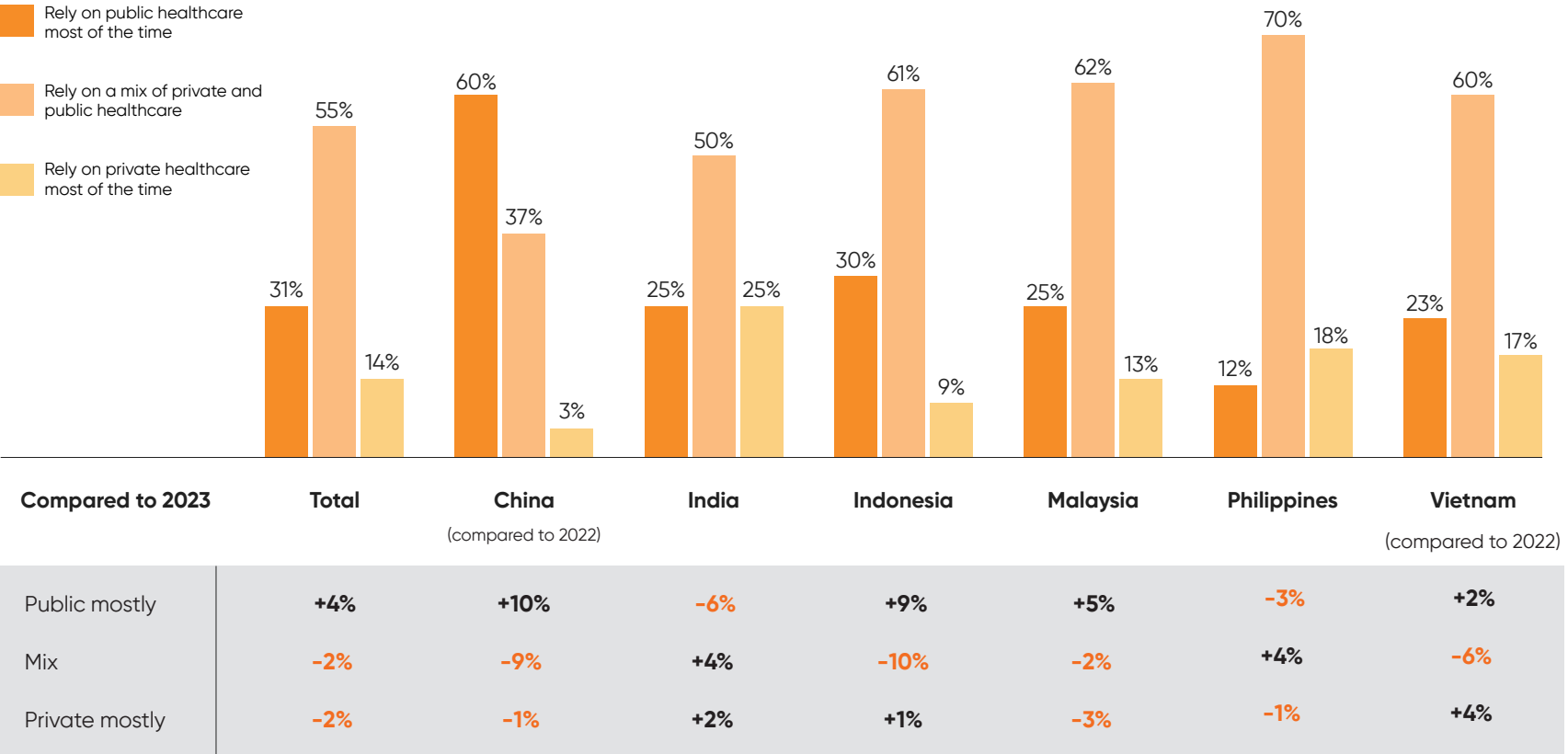


EJ4: Do you think your children will be more successful, less successful or as successful are you are? | Base: All respondents

Access to healthcare: A comparison between 2023 and 2024

Most middle-class Asians use a mix of private and public healthcare, with a significantly higher reliance on public healthcare only in China. Compared to 2023, Malaysia and Indonesia have seen an increase in those who primarily select public healthcare.

Current access to healthcare (%)



S11. Which of the below healthcare options do you personally usually rely on? | Base: All respondents

