Demographics & Trend Comparisons

2023/2024





Education (%)



Gender (%)





Key financial decision making (%)



S3. What is your role in your household's financial decisions? S7. What is the highest level of education you achieved? | Base: All respondents

Peak Re Consumer Survey 2024 73



Employment status (%)



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





Number of children (%)

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

Age of children (%)

63%



S8. Which of the following best describes your family status? S16. How would you rate yourself in terms of financial literacy? | Base: All respondents 76 Peak Re Consumer Survey 2024

Financial literacy (%)



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.

Total 27% 30% 2023 I see myself 38% 35% 42% moving upwards China to a higher level 39% 2024 63% 60% 53% 70% 52% 71% 52% 71% 48% 2023 India I see myself remaining in 2024 the same level 2023 64% 58% Indonesia 53% 51% 2024 56% I see myself movina 53% downwards to a 31% 47% 32% 35% lower level 2023 44% Malaysia 34% 36% 22% 25% 2024 25% 21% 16% 13% 2023 Philippines 2024 2022 2023 2024 2022 2023 2022 2023 2024 2022 2024 2023 2024 2022 2024 2022 2024 China Malaysia Philippines Vietnam 2023 India Indonesia Vietnam 2024

China and Vietnam were not included in the 2023 study

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

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

$(\circ \circ)$	\checkmark	(° °) China and	Vietnam were not included in the 2023 study
Less successful	As successful as I am	More successful	
5%	30%	65%	
10%	31%	59%	
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8%	31%	61%	
7%	35%	58%	
3%	15%	82%	
3%	27%	70%	
10%	35%	55%	
6%	35%	59%	
			_
5%	23%	72%	
2%	25%	73%	

	%	25%	72%
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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

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