

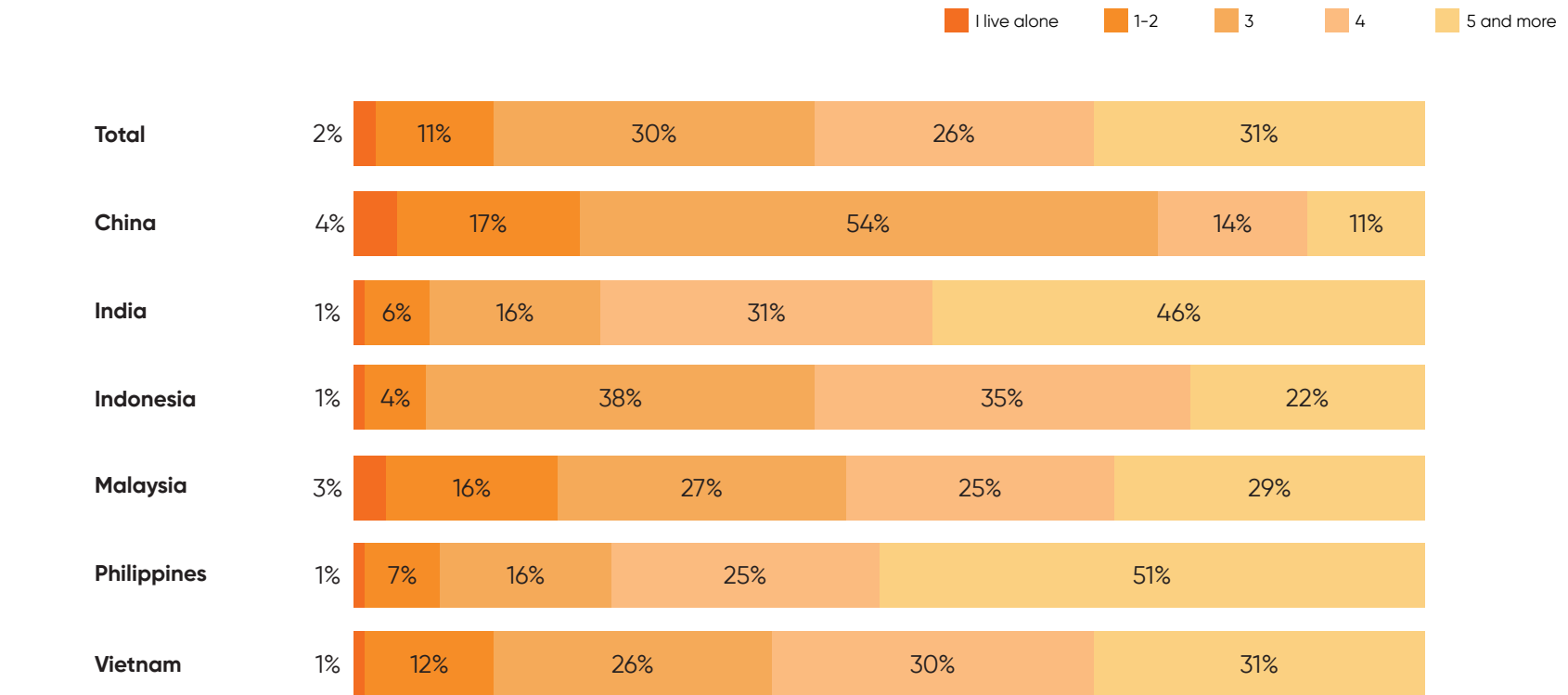
The Importance of Family for the Asian Middle-Class



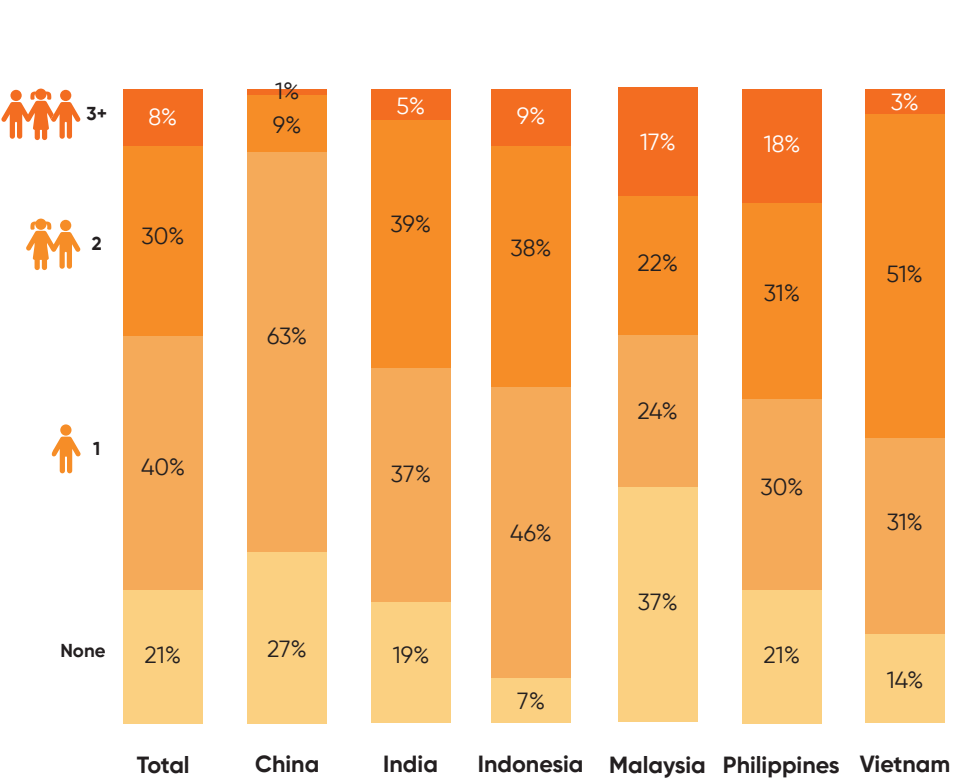
A profile of Asian middle-class families

This year, we study family support systems in more detail. Asian middle-class families share a similar profile across the markets investigated, with the exception of China, where household size is typically smaller. Larger households are seen in the Philippines and India.

Number of household members

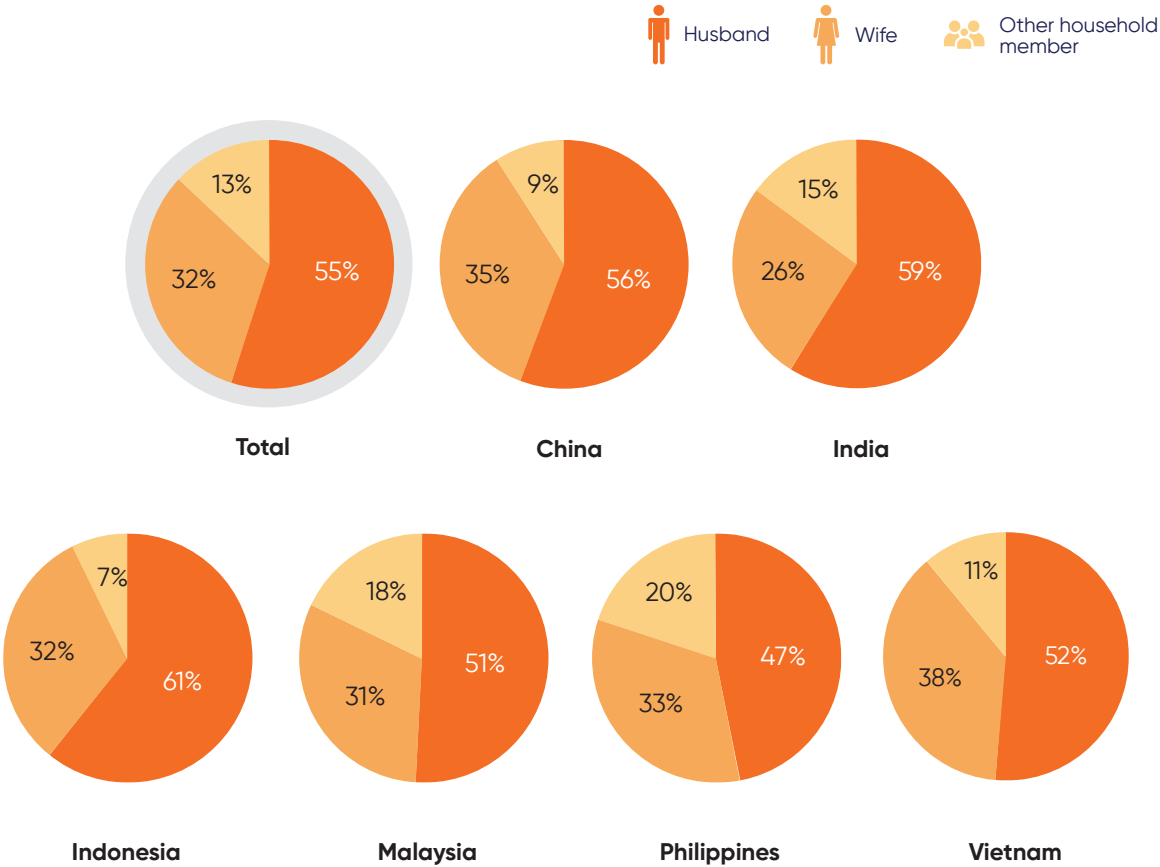


Number of children





Mean income share of husbands, wives and other household members

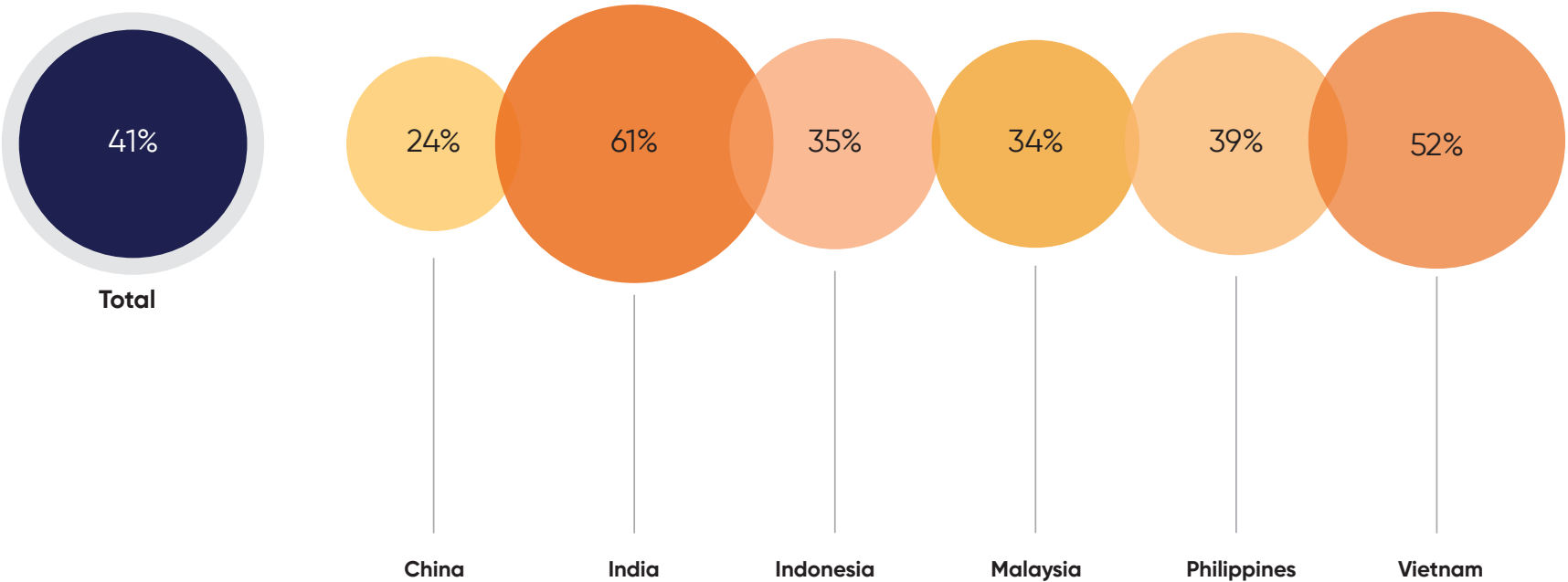


Many Asian middle-class households include live-in parents

A recurring theme in our 2024 Asian middle-class study is the importance of family, and in many Asian markets, this is characterised by multi-generational households.

Across the six emerging Asia markets surveyed, an average of 24% to 61% of households have live-in parents.

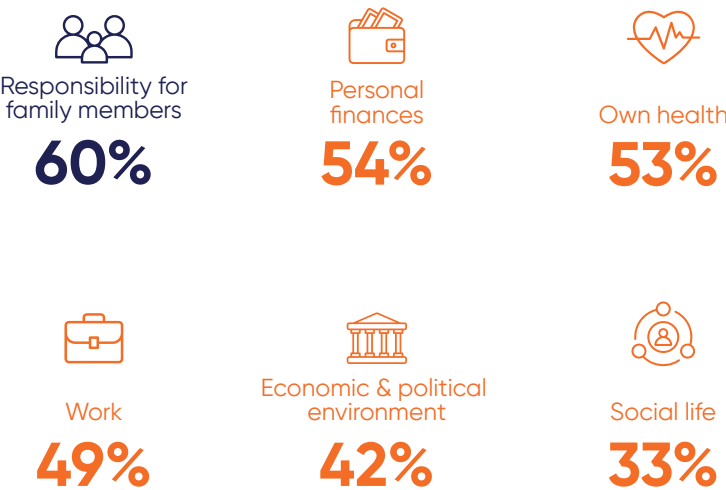
Proportion of families with live-in parents



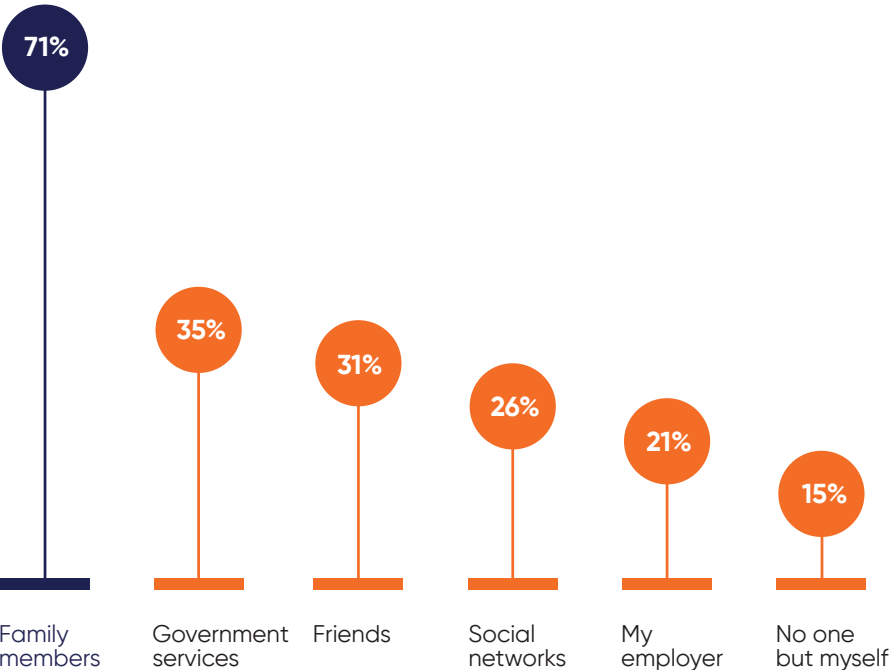
The family is both a cause of stress and a source of support

Family is both a major cause of stress and a source of support: 6 out of 10 respondents mentioned responsibility for family members as a cause of stress, outpacing other causes such as personal finance or their health conditions. Yet, 71% also cited family as their main source of support in cases of illnesses and diseases.

Causes of worries and stress



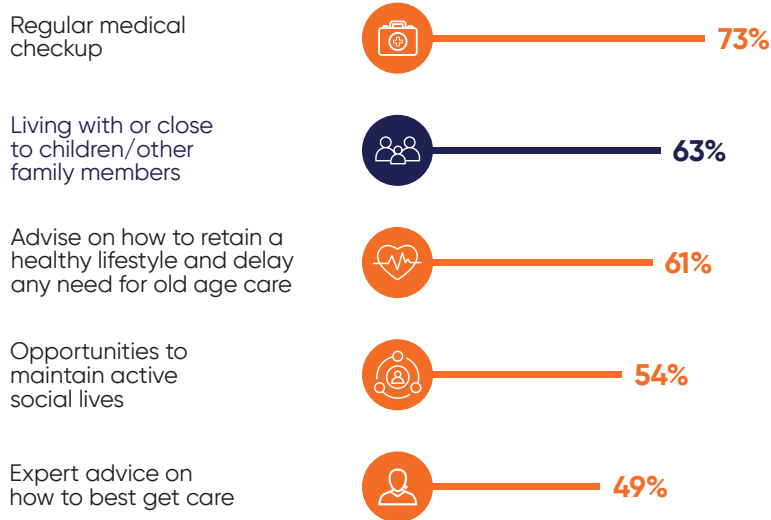
Sources of support (in case of illnesses and diseases)



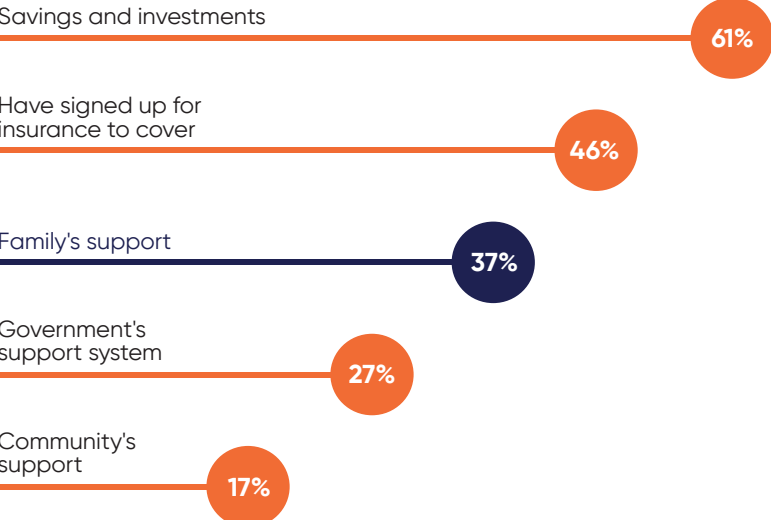
Emerging Asian middle class prioritise proximity to family and staying home for old age care

Living close to family members is the second-most mentioned desire when it comes to old age care. Among the various ways to finance old age care, relying on family support is the third-most chosen answer, with more than one-third (37%) of respondents considering it their primary option.

Top 5 perceived elderly care needs



Ways to finance old age care

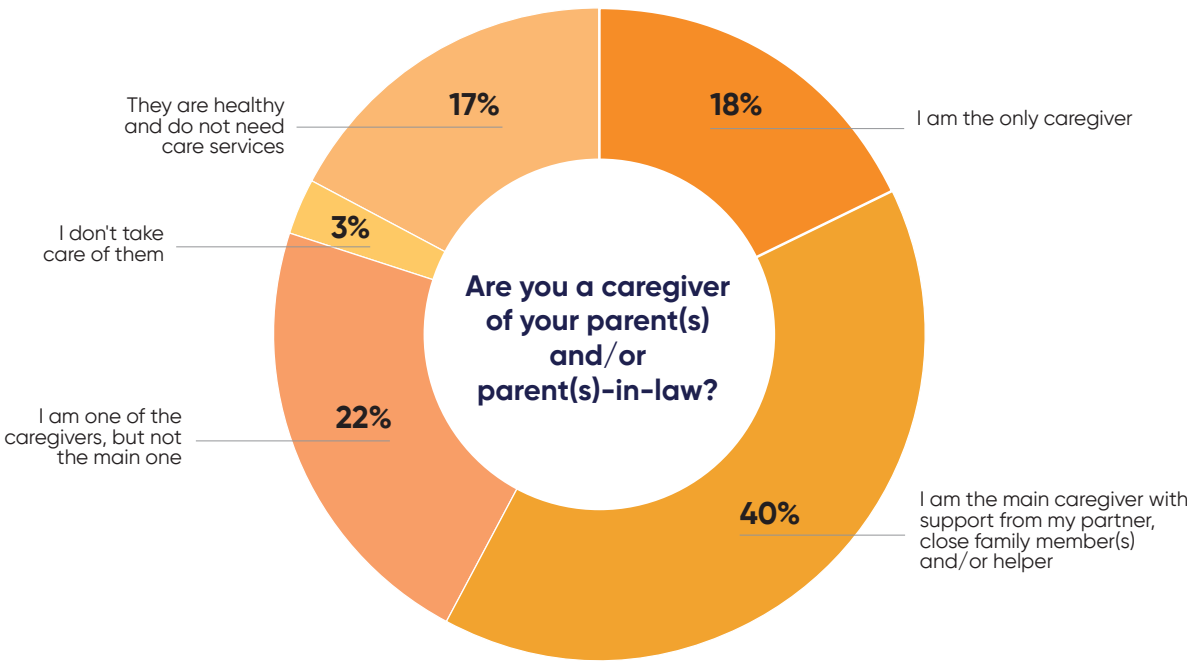


A3a. What are your sources of worries or stress? (MA). A4.1. If you suffered from one of those illnesses or diseases (as listed in the previous question), financially and emotionally, who do you believe you can rely on for support? (MA) | Both questions have multiple answers, so the total is greater than 100% | Base: All respondents

B6. What type of services do you think you or someone's ageing parents would need most as you or they get older? (Rank top 5). B7. How do you expect to handle the financial needs of requiring old age care? (MA) This question has multiple answers, so the total is greater than 100% | Base: All respondents

And many middle-class Asians consider themselves as caregivers to their parents

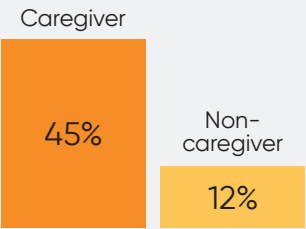
Most middle-class Asians consider themselves caregivers to their parents. Caregivers are also more likely to have live-in parents and own health insurance.



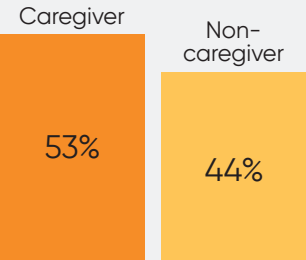
80% are caregivers to their parents and/or parents-in-law

B11. Are you a caregiver of your parent(s) and/or parent(s)-in-law? | Base: All respondents
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Profile of caregivers



Have live-in parents



Own health insurance

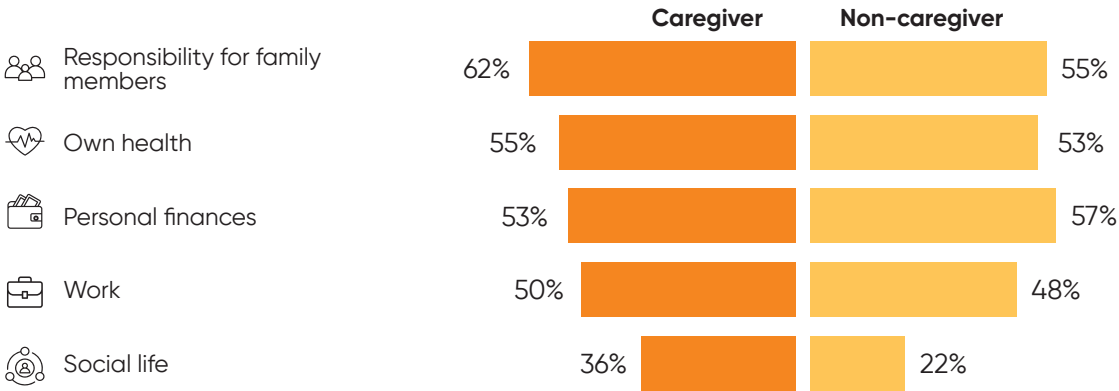
Caregivers are more conscious of their family responsibilities and support than non-caregivers

Asia’s family support system provides pros and cons to middle-class Asians. Caregivers mention more stress with caring for family members and their social life. However, they also rely more on their family members for support.

Indeed, in times of troubles, they often seek support from others rather than doing it alone.

A3a. What are your sources of worries or stress? (MA) | A4.1. If you suffered from one of those illnesses or diseases (as listed in the previous question), financially and emotionally, who do you believe you can rely on for support? (MA) | Both questions have multiple answers, so the total is greater than 100% | Base: Caregiver (n=5,447), non-caregiver (n=238)

Cause of stress



Source of support

