




# OCBC Financial Wellness Index 2024

14 November 2024



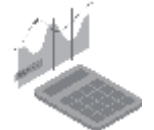











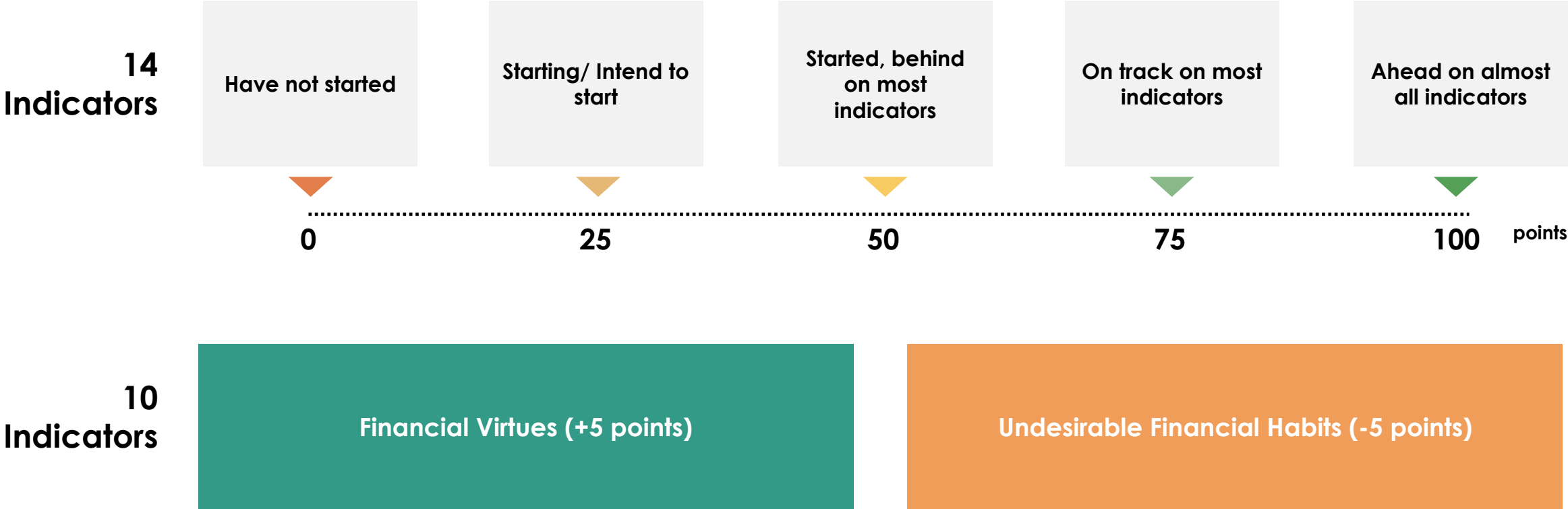
**In 2019, we launched the first comprehensive study of Singaporean's financial health.**



# The OCBC Financial Wellness Index tracks 10 pillars of financial wellness and the 24 indicators.

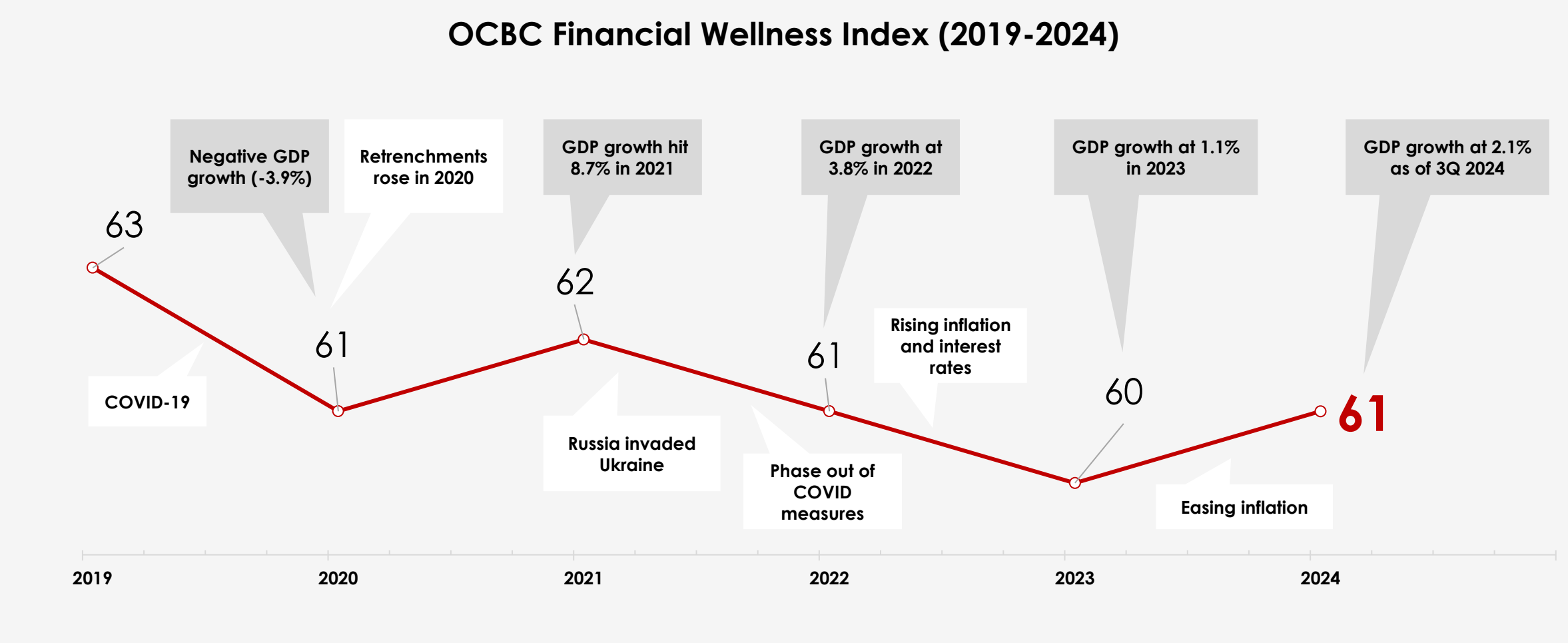
SAVING HABITS	SPENDING BEYOND MEANS	MANAGEABLE DEBTS	PROTECTION FROM FINANCIAL EMERGENCIES	REGULAR REVIEWS	REGULAR INVESTING	RETIREMENT PLANNING	EXCESSIVE SPECULATION	BORROWING MONEY FROM LOVED ONES	GAMBLING HABIT
 <p><b>1.</b> Saving regularly</p>	 <p><b>2.</b> Sticking closely to a budget</p> <p><b>3.</b> Being able to spend comfortably</p> <p><b>4.</b> Being able to meet family's financial needs</p> <p><b>5.</b> Spending beyond means to keep up with peers</p>	 <p><b>6.</b> Managing unsecured debt well</p> <p><b>7.</b> Often paying the minimum sum on credit cards</p> <p><b>8.</b> Being able to pay off housing loan</p>	 <p><b>9.</b> Having enough funds to overcome crisis</p> <p><b>10.</b> Being able to defray major medical expenses</p> <p><b>11.</b> Being able to sustain financially for 6 months if jobless</p> <p><b>12.</b> Having sufficient mortgage insurance</p> <p><b>13.</b> Ensuring dependents are financially taken care of for at least 12 months in the event of my death</p> <p><b>14.</b> Ensuring finances are taken care of in the event of death</p>	 <p><b>15.</b> Reviewing financial plans annually</p> <p><b>16.</b> Being aware of tax relief schemes</p>	 <p><b>17.</b> Investing</p> <p><b>18.</b> Seeking professional advice and doing my own research before investing</p> <p><b>19.</b> Having regular passive income</p>	 <p><b>20.</b> Planning for retirement</p> <p><b>21.</b> Leading a healthy lifestyle so I can work for as long as I want</p>	 <p><b>22.</b> Excessively speculating for quick gains</p>	 <p><b>23.</b> Often borrowing money from friends/ relatives</p>	 <p><b>24.</b> Gambling more than I can afford to lose</p>

Each respondent is assessed on their current state of financial wellness



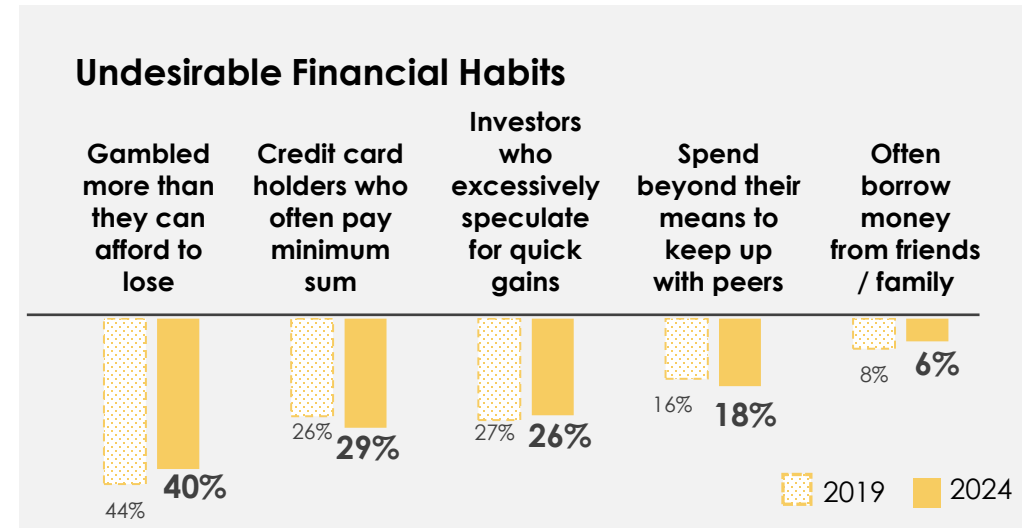
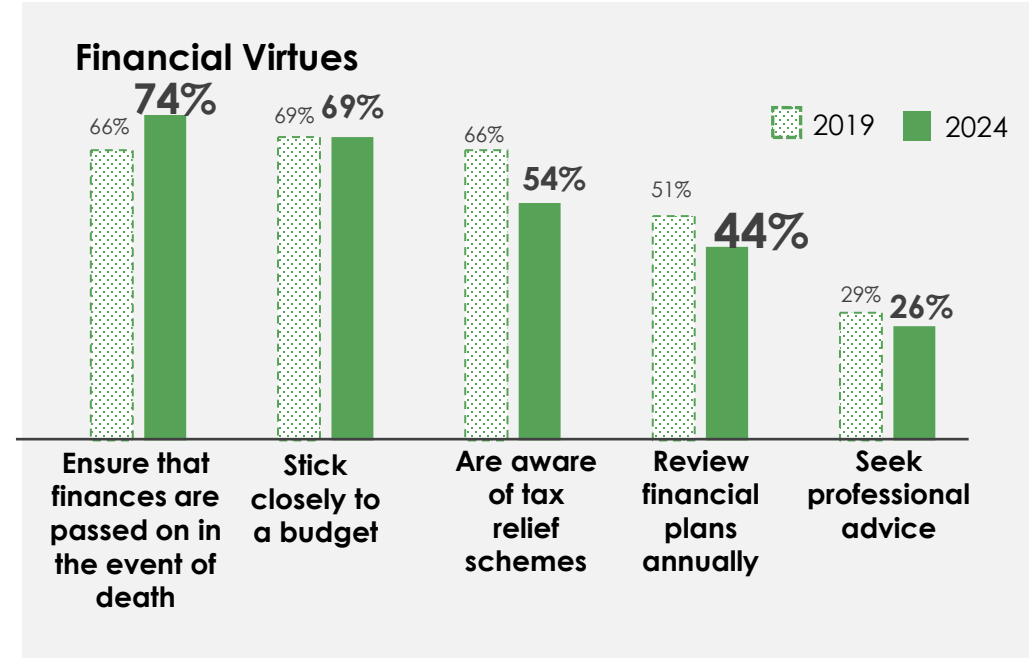
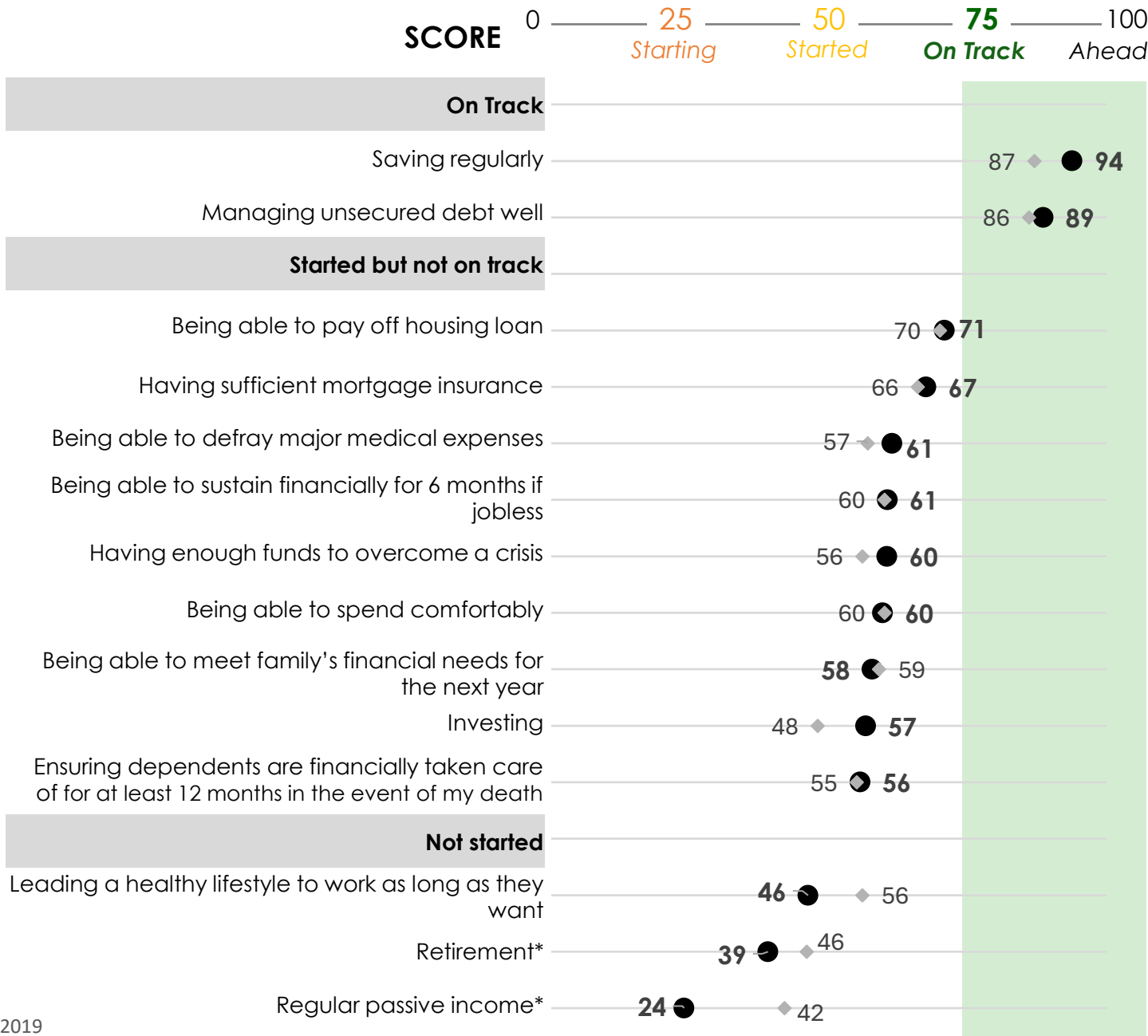
Over the years, the Index scores have moved in tandem with prevailing economic conditions.

An uptick in global economic activity contributed to a one-point increase of this year's Index score to 61.



# Singaporeans' strengths and weaknesses have remained the same over the years.

2019 vs 2024



◆ 2019 ● 2024 \*Refined calculation methodology in 2020



The image shows the exterior of an OCBC building with a grey stone facade and a prominent red OCBC logo. A white text box is overlaid on the left side of the image. The building has a modern architectural style with large glass windows and a red horizontal band above the entrance. People are seen walking in the foreground, and a glass entrance canopy is visible on the right. The overall scene is a professional, urban setting.

**This is the final edition of the OCBC  
Financial Wellness Index.**



Since 2019, we have developed a deeper understanding of Singaporeans.

Based on these insights, OCBC has developed digital tools, programmes and products to support Singaporeans in their journey to achieve financial wellness.

#### Financial OneView

- Allows users to consolidate holdings across other financial institutions into one single view.

#### Money Insights

- Helps users track expenses, expenditure breakdown, changes in monthly cashflow and set budgets.

#### Savings Goals

- Allows users to set personal financial goals and automate their savings.

#### Life Goals

- Guide users on retirement planning.

#### Wealth Dashboard

- Consolidated dashboard offering personalized money insights, calculate your specific insurance needs, and tracks your investments.

#### Online Will Generator

- Free resource for users to generate a simple will.

#### A.I. Oscar

- AI- powered stock picker tool that highlights personalized stock ideas.

### Financial Tools



### Financial Education

#### OCBC Financial Literacy Programme

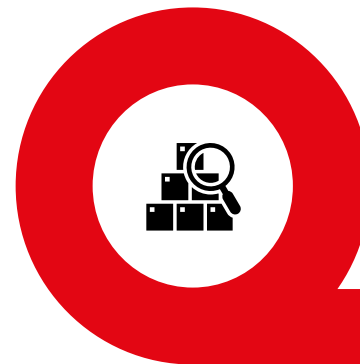
- Financial education material in collaboration with Disney that enables parents to teach their children money management and online banking safety.

#### OCBC Digital Silvers Programme

- Community outreach programme to teach seniors digital banking skills and how to do it safely.

#### Wealth Insights

- A feature within the OCBC app where people can learn more about retirement planning, money management and estate planning.



#### OCBC MyOwn Account

- Savings account for generation Alpha to teach them how to manage their money.

#### GREAT CareShield

- Providing customers greater insurance protection for long-term disability care.

#### Income-focused Unit Trusts & GREAT Lifetime Payout 2 Special

- Provides customers more options to achieve stable monthly payouts during retirement.

### Financial Products

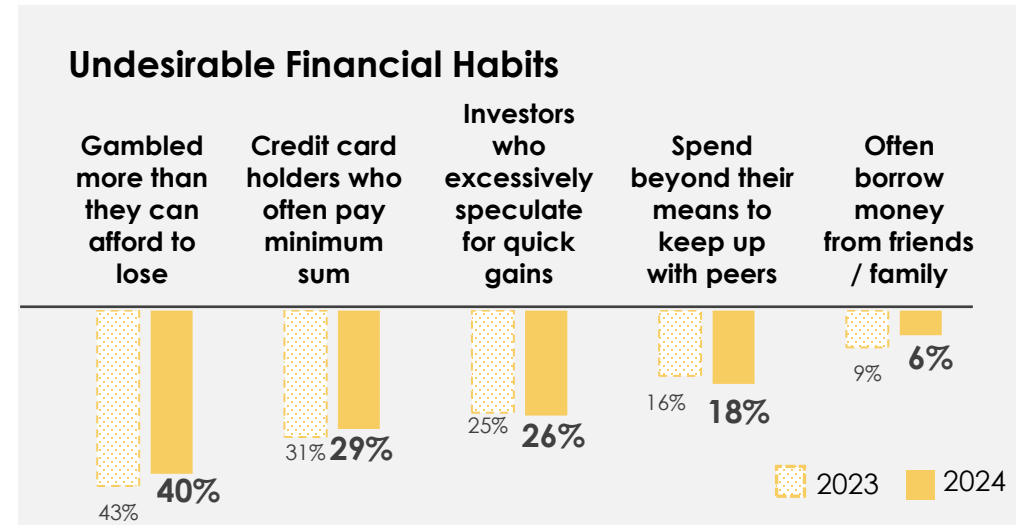
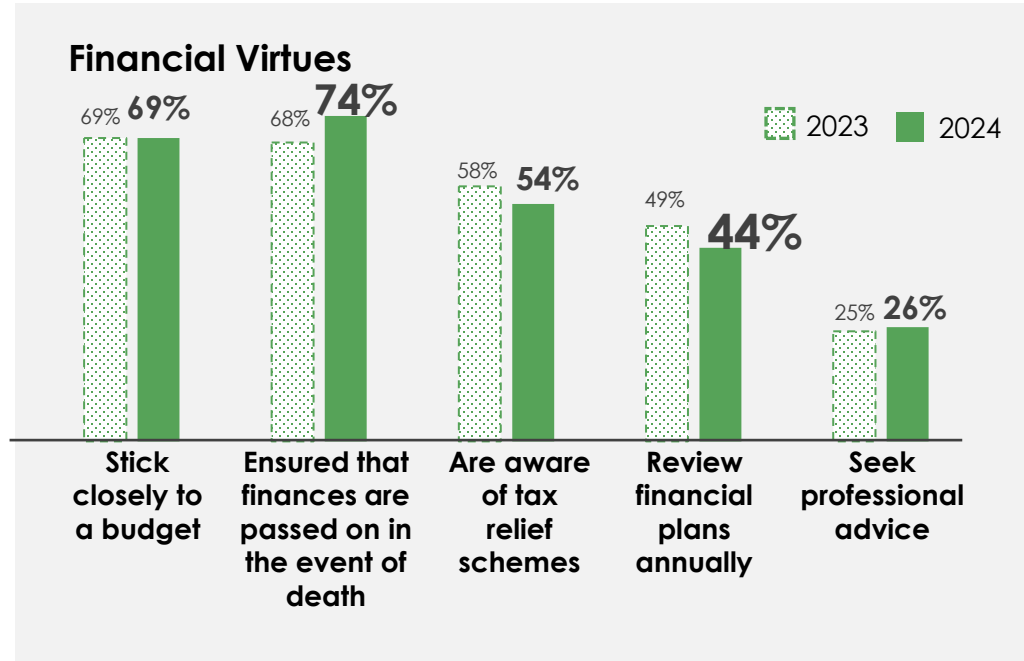
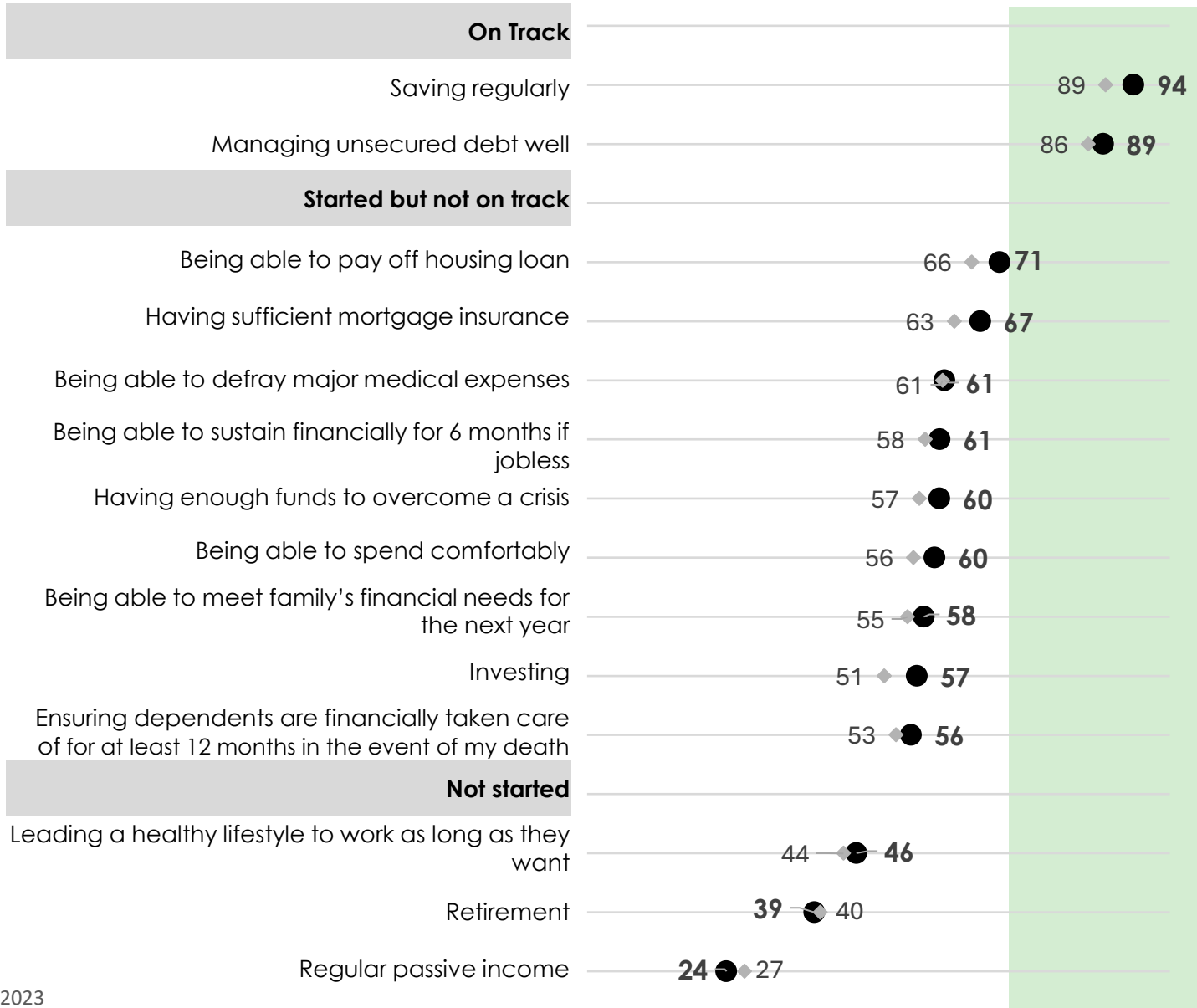




**How did Singaporeans fare in 2024 compared to 2023?**

# OCBC Financial Index Scorecard 2024 vs 2023

**SCORE** 0 — 25 *Starting* — 50 *Started* — 75 *On Track* — 100 *Ahead*







**This year, we have 3 key observations:**

- 1. More Singaporeans are investing and on track with their investment goals; fixed income assets like T-bills played a big role.**
- 2. Gen Zs and young Millennials in their 20s are more likely than other age groups to spend beyond their means to keep up with peers.**
- 3. Seniors in their 60s are opting for the most basic retirement lifestyle.**

**More Singaporeans are investing and on track with their investment goals; fixed income assets like T-bills played a big role.**

**88%** ▲  
+9%  
**Have investments**

**44%** ▲  
+4%  
**Of investors are on track with investment goals**

**43%** ▲  
+5%  
**Invest in fixed Income Securities/Bonds**  
E.g., SGS Bonds, Treasury Bills, Corporate Bonds

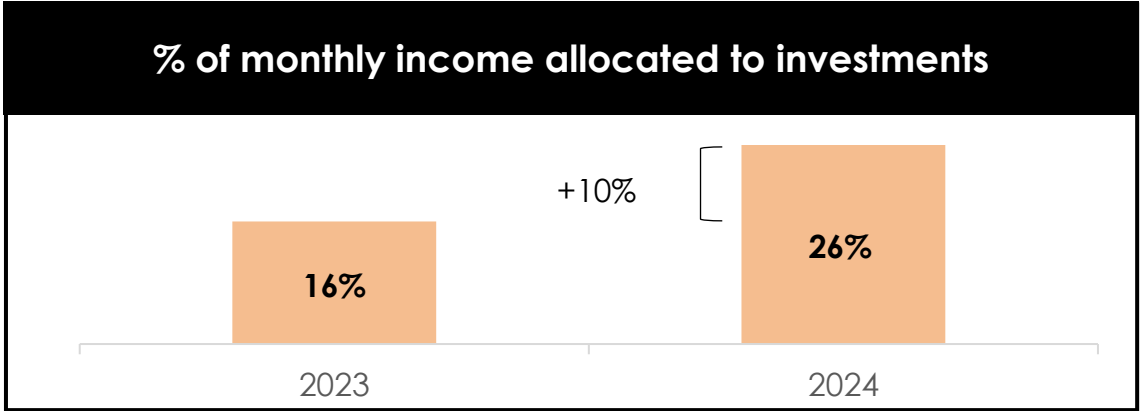
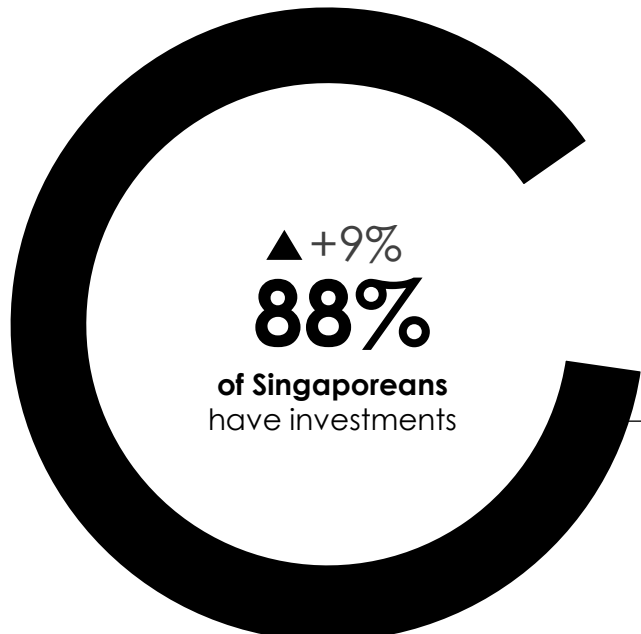


*\*Percentage comparisons from this slide onwards are based on the results from 2024 and 2023 unless indicated otherwise*



The number of Singaporeans that invest increased by 9-percentage points.  
Fixed income securities/bonds was the top product held by investors.

Investing	Scores	
	2024	57



Base: Investors

<u>20s</u>	<u>30s</u>	<u>40s</u>	<u>50s</u>	<u>60-65</u>
<b>87%</b>	<b>89%</b>	<b>88%</b>	<b>85%</b>	<b>89%</b>
+9%	+8%	+8%	+9%	+17%

**Top 3 Product Holdings**

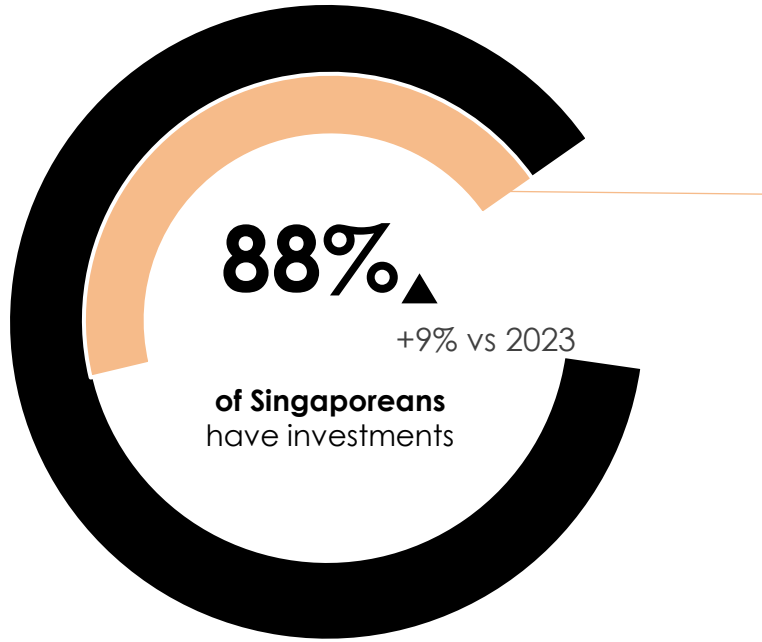
Fixed Income Securities/Bonds E.g. SGS Bonds, Treasury Bills, Corporate Bonds	43%	+5%
Local (Singapore) shares/stocks	33%	-3%
Unit Trust	25%	-3%

Base: Investors



More investors are on track with their investment goals and taking a low risk approach.

	Scores	
Investing	57	51
	2024	2023



**44%** ▲ +4% vs 2023  
of investors are on track with their investment goals

Top 3 sources of their passive income	
Dividends E.g. from stocks, ETFs, REITs	65%
Interest Income E.g. bonds, fixed deposits, T-bills	62%
Rental Income	23%

Base: Investors that are on track with investment goals

Average rate of return from investments		
	2023	2024
Overall	0.4%	0.1% ▼ -0.3%

What is your risk appetite & target returns for your overall investment portfolio?	% that are on track with their investment goals in 2024	
<b>Low returns &amp; risk</b> (0%-3%) with no loss in principal	<b>34%</b> ▲ +5%	<b>46%</b>
<b>Moderate returns &amp; Risks</b> (3.1%- 6%) with moderate fluctuations in portfolio	<b>59%</b> ▼ -5%	<b>43%</b>
<b>High returns &amp; risk</b> (>6%) value of investment may sharply decline	<b>7%</b> ▼ -1%	<b>34%</b>

Base: Investors





**Gen Zs and young Millennials in their 20s are more likely than other age groups to spend beyond their means to keep up with peers.**

**27%** ▲  
+8%

Of those in their 20s spend beyond their means to keep up with peers

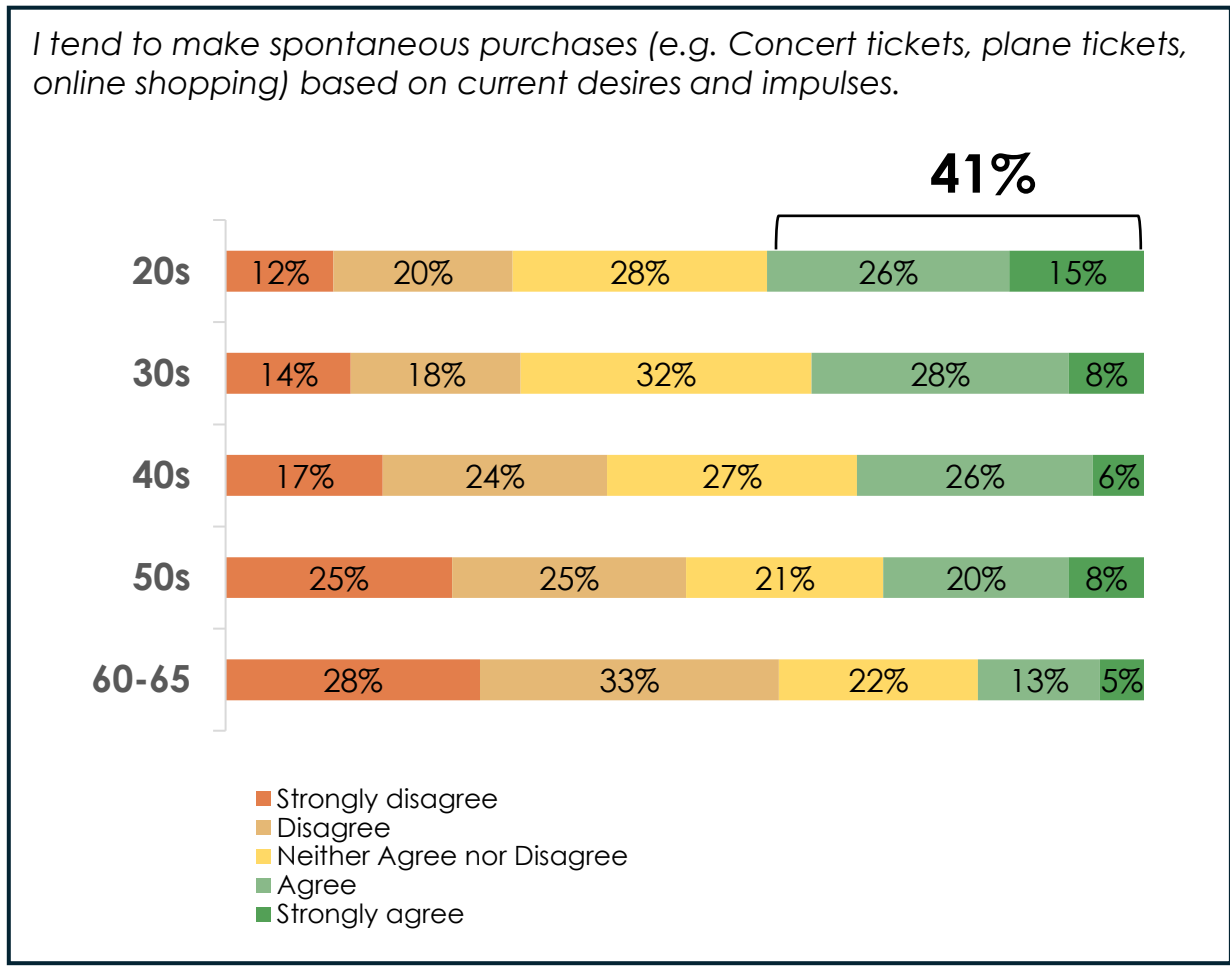
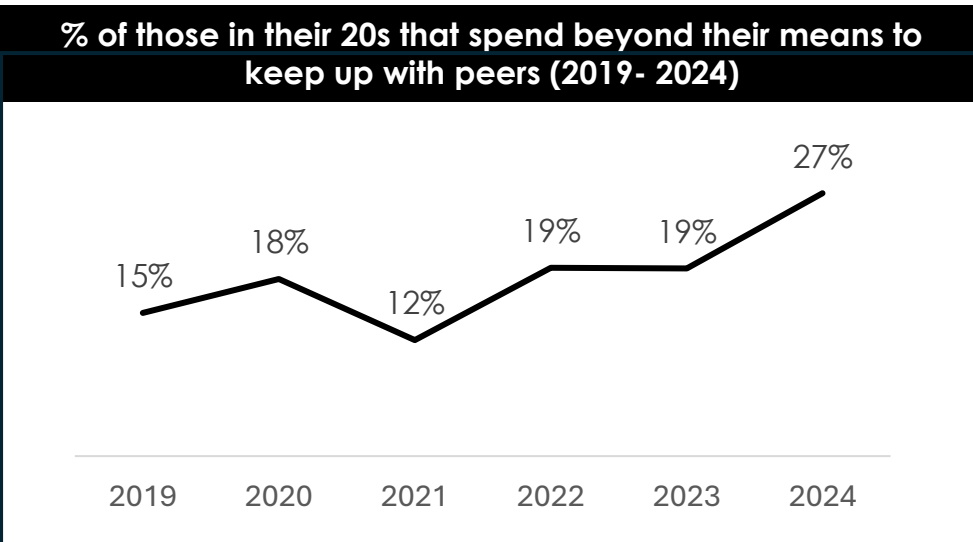
**41%** ▲  
+5%

Of credit cardholders in their 20s only pay the minimum sum required for credit card bills

# Gen Zs and young Millennials in their 20s are most likely to spend beyond their means to keep up with peers and make spontaneous purchases.

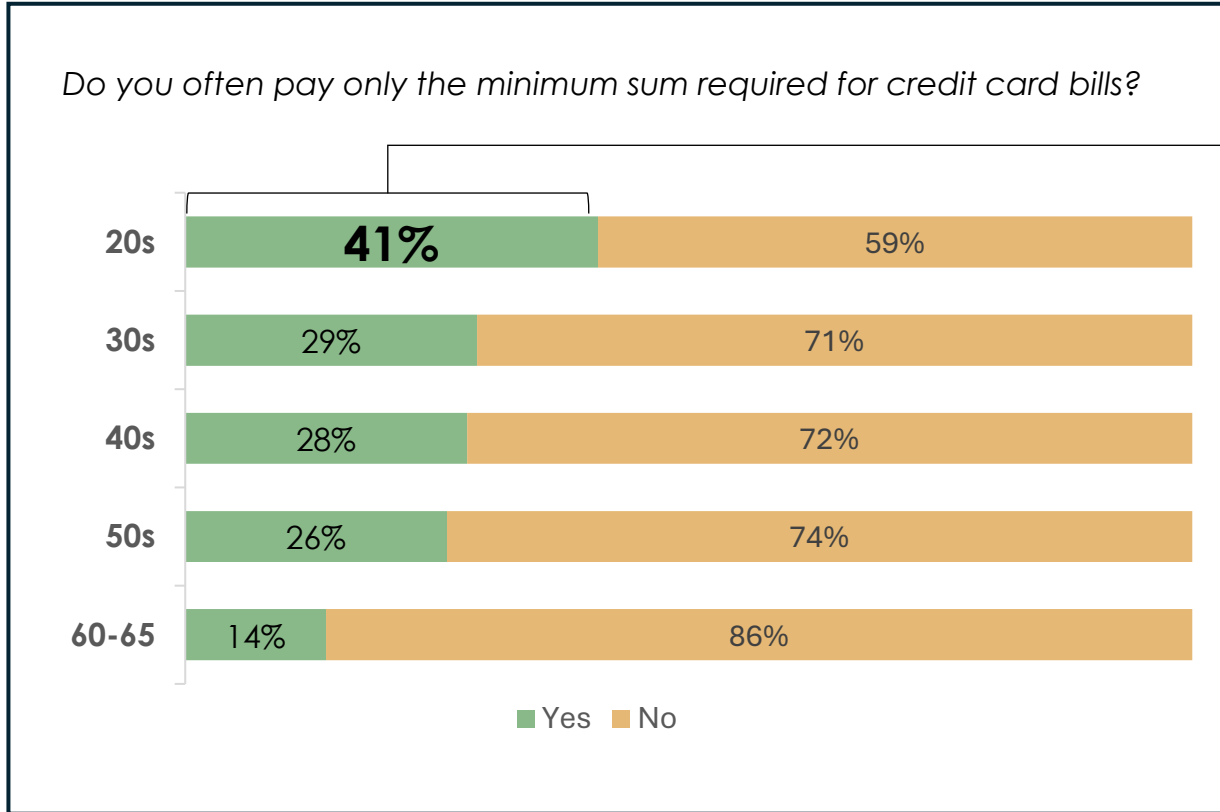
Spend beyond their means to keep up with peers	Undesirable Financial Habit	
	18%	16%
	2024	2023

% that spend beyond their means to keep up with their peers				
20s	30s	40s	50s	60-65
27%	20%	16%	15%	10%
▲ +8%	▼ -1%	▲ +3%	▲ +1%	▼ -4%



Gen Zs and young Millennials in their 20s who have credit cards are more likely to pay only the minimum sum required.

Credit card holders who often pay minimum sum	Undesirable Financial Habit	
	2024	2023
	29%	31%



Base: Credit cardholders

Average % Share of Monthly Expenditure (Top 3 Categories)	
<b>Regular Personal necessities</b> (e.g. utilities, food, meals, public transport, mobile subscription, etc.)	31%
<b>Personal Hobbies / Personal Wellness / Personal Luxuries/ Vacations</b>	<b>18%</b>
<b>Miscellaneous Necessities (e.g. dental, medical, repairs etc.)</b>	14%

Base: Credit cardholders in their 20s that pay only the minimum sum required





**Seniors in their 60s are opting for the most basic retirement lifestyle.**

**However, they are still underestimating the amount needed for retirement.**

**63%** ▲  
+21%

Those in their 60s are choosing the most basic retirement lifestyle

**75%** ▼  
+5%

Of those in their 60s that chose the most basic retirement lifestyle underestimate the amount needed for retirement

## We asked Singaporeans what is their preferred retirement lifestyle.

<b>Retirement Lifestyle A</b>
Owens & lives in a HDB property
Commutes via public mass transport
Medical consultation/ treatment at polyclinics and government hospitals
No domestic helper
Regional holidays 2 times a year e.g., Thailand, Hong Kong

**\$2,725** 

*Per person basis  
In today's value*

<b>Retirement Lifestyle B</b>
Owens & lives in a HDB property
Commutes via taxi or owns a mid-range car
Medical consultation/ treatment at General Practitioner and government hospitals
Employs part-time domestic helper
Regional holidays 3 times a year e.g., Thailand, Hong Kong, Korea

**\$3,430** 

*Per person basis  
In today's value*

<b>Retirement Lifestyle C</b>
Owens and lives in private property
Owens a high-end car
Medical consultation / treatment at General Practitioners and private hospitals
Employs a full-time domestic helper
International holidays 2 times a year e.g., Europe, America
Enjoys lifestyle & wellness experiences

**\$6,150** 

*Per person basis  
In today's value*

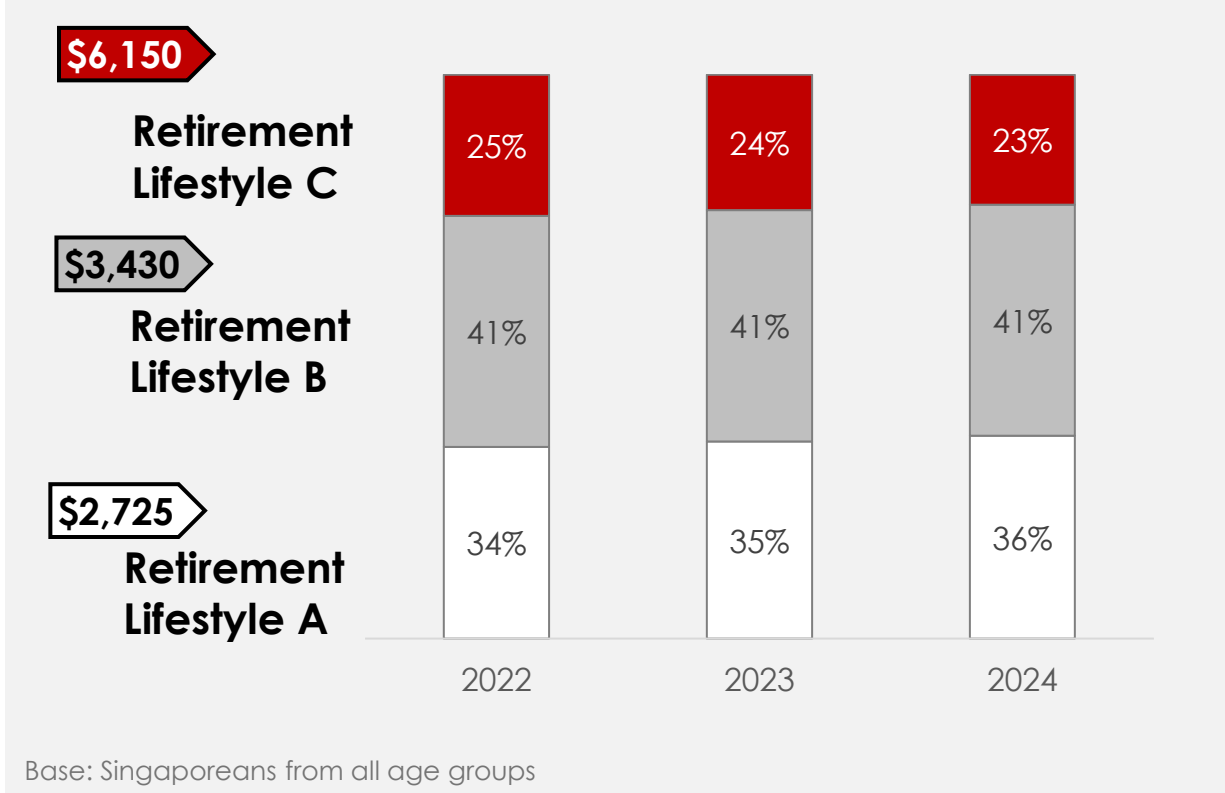


*Inflation rate of 2.2% was applied to the 2023 costs of retirement lifestyles. Source: Singstat, Singapore Consumer Price Index June 2023 – June 2024*

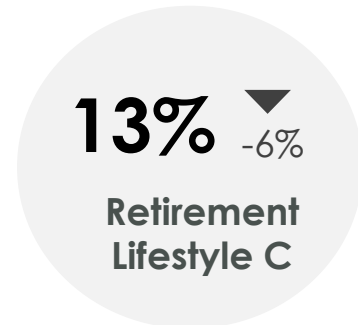
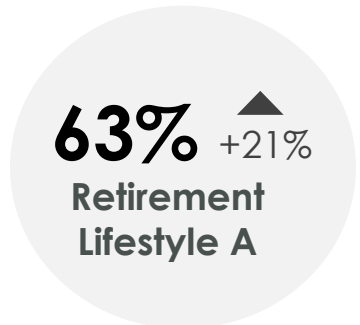
More Singaporeans are choosing the most basic retirement lifestyle – notably, those in their 60s.

	Scores	
Retirement	39	40
	2024	2023

Which lifestyle best reflects the type of lifestyle you would like to have for yourself after retirement?



An increasing number of seniors in their 60s are choosing the most basic retirement lifestyle



Seniors in their 60s that chose Retirement Lifestyle A still underestimate the amount they need for retirement

% of those in 60s that chose Lifestyle A and underestimate the amount needed for retirement	75%	+5%
How much did they underestimate the amount by (%)	22%	+7%

Base: Singaporeans aged between 60-65





Fewer Singaporeans have started making financial plans for their retirement. They started or plan to start retirement planning at a later age.

Retirement	Scores	
	2024	2023
	39	40

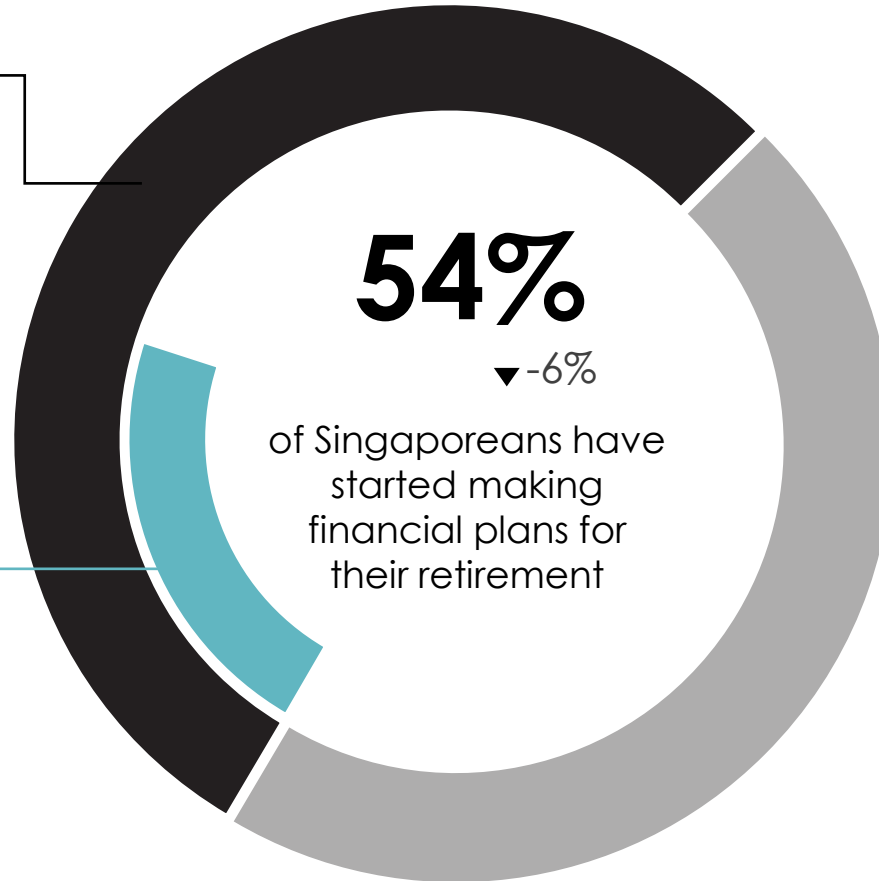
Started making retirement plans					
	20s	30s	40s	50s	60-65
	-3%	-10%	-9%	-1%	+5%
2024	41%	52%	54%	64%	71%

Base: Singaporeans with a retirement plan

Among those with retirement plans:

**40%** +5% ▲

are on track with retirement plans

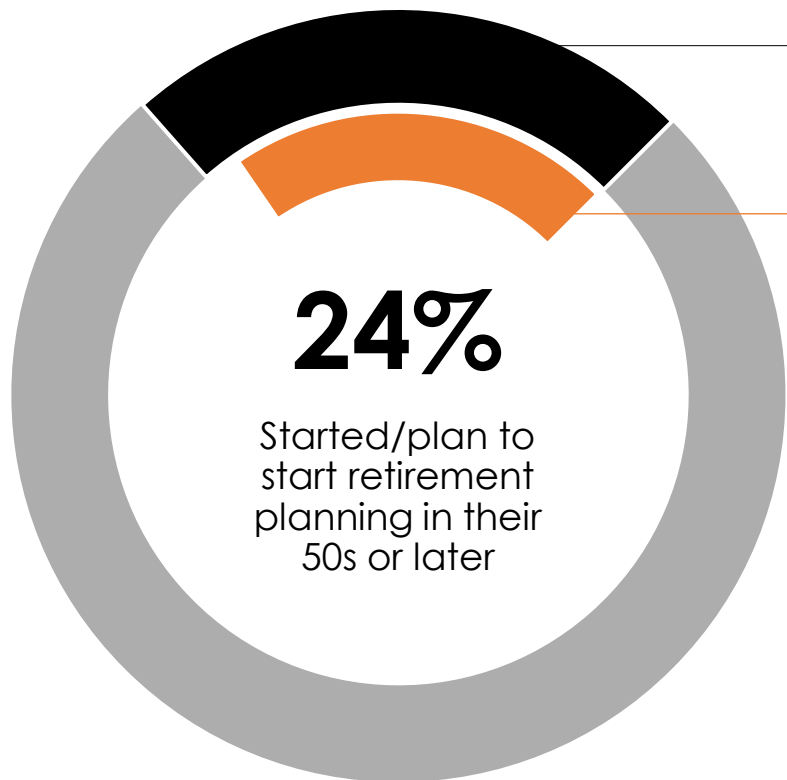


Average age started/plan to start retirement planning			
	2023	2024	
Overall	39.3	39.6	▲ +0.3

Base: Singaporeans with and without a retirement plan



1 in 4 Singaporeans started or only intend to start retirement planning in their 50s or later.



**Top 3 Reasons why Singaporeans intend to start retirement planning in their 50s or later**

I will just try be thrifty & save up	33%
I don't want to think too far ahead	27%
I still have time to start planning	21%

**92%** ▲ +5%

of those who started/ plan to start retirement planning in their 50s or later are **NOT on track with retirement plans**

Singaporeans that are on track with their retirement plans tend to contribute to their retirement funds consistently, estimate monthly expenses more accurately and have passive income.

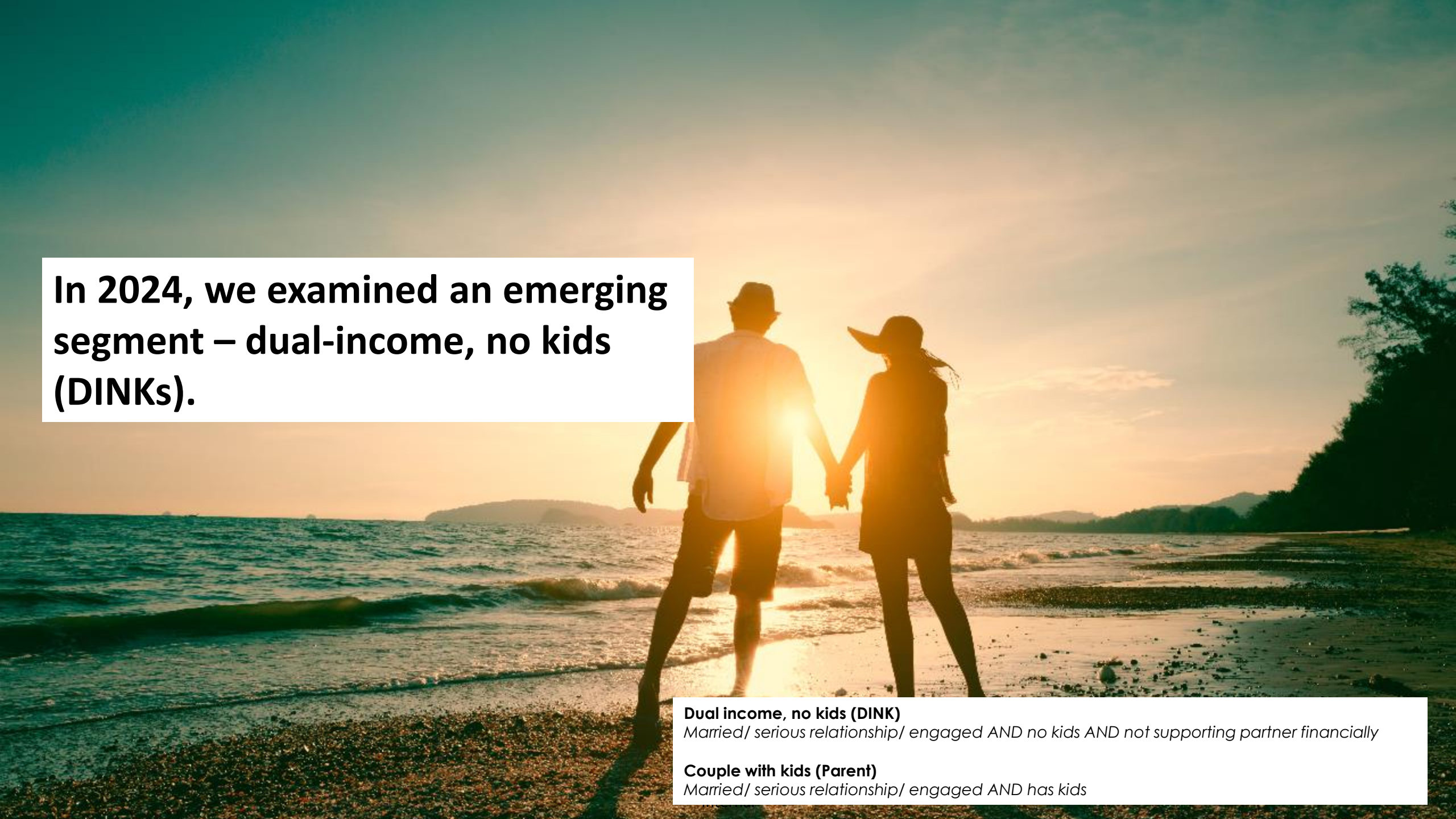
Among those with retirement plans:

**40%** +5% ▲  
are on track with retirement plans

	(1) Contribute more regularly to retirement funds	(2) Estimate monthly expenses more accurately			(3) Passive income	
<b>On track with retirement plans</b>	<b>90%</b>	<b>\$2350</b>	<b>\$3400</b>	<b>\$5450</b>	<b>70%</b>	<b>23%</b>
<b>versus</b>	Regularly contribute to retirement funds	\$2,725 Lifestyle A	\$3,430 Lifestyle B	\$6,150 Lifestyle C	Proportion that have a source of passive income	Proportion of their monthly expenses that can be covered by passive income
<b>Not on track with retirement plans</b>	<b>65%</b>	<b>\$1680</b>	<b>\$2500</b>	<b>\$2880</b>	<b>47%</b>	<b>14%</b>







In 2024, we examined an emerging segment – dual-income, no kids (DINKs).

**Dual income, no kids (DINK)**

*Married/ serious relationship/ engaged AND no kids AND not supporting partner financially*

**Couple with kids (Parent)**

*Married/ serious relationship/ engaged AND has kids*



DINKs are perceived to have more spending power than parents.

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## Across Asia, a new class of childless-by-choice couples emerges: meet the DINKs

From India to Singapore and Malaysia to Dubai, more couples across Asia are making the choice to be 'Double Income, No Kids'

Their reasons vary – and it's not always because of finances. But societal stigma persists, even in a world that's increasingly overpopulated

Reading Time: 5 minutes

Why you can trust SCMP

Forbes

FORBES > LEADERSHIP > CAREERS

# DINKs Flaunt Their Financial Independence And Childfree Lifestyle On TikTok



**So, we expect DINKs to be in a comfortable financial position and to surpass parents on all 24 indicators of the OCBC Financial Wellness Index.**

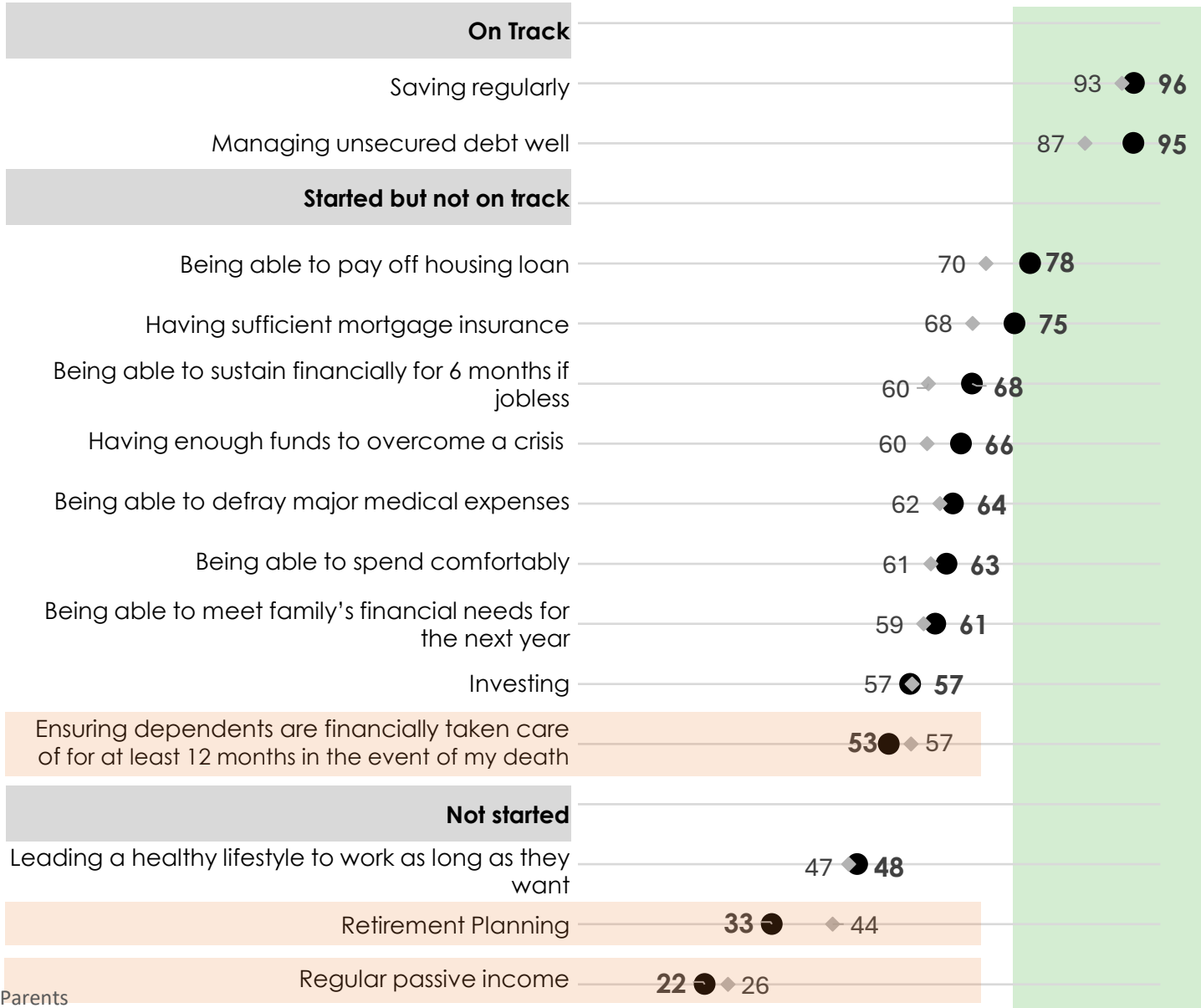


# However, DINKs fall behind on 8 out of the 24 indicators – including all 5 financial virtues.

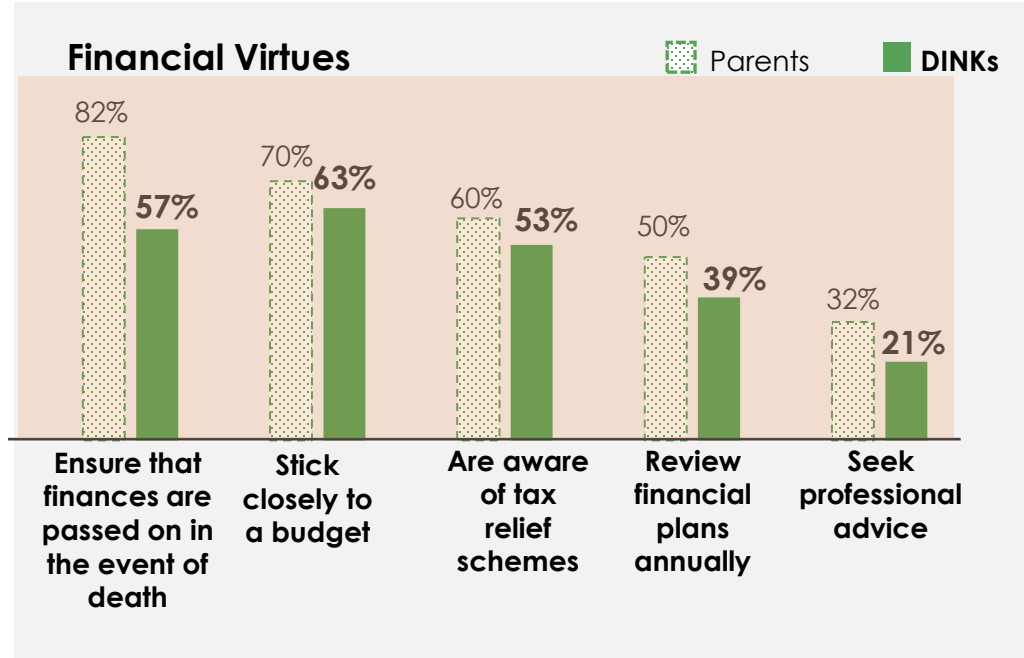
Financial Wellness Index

Scores  
**63** DINKs  
**62** Parents

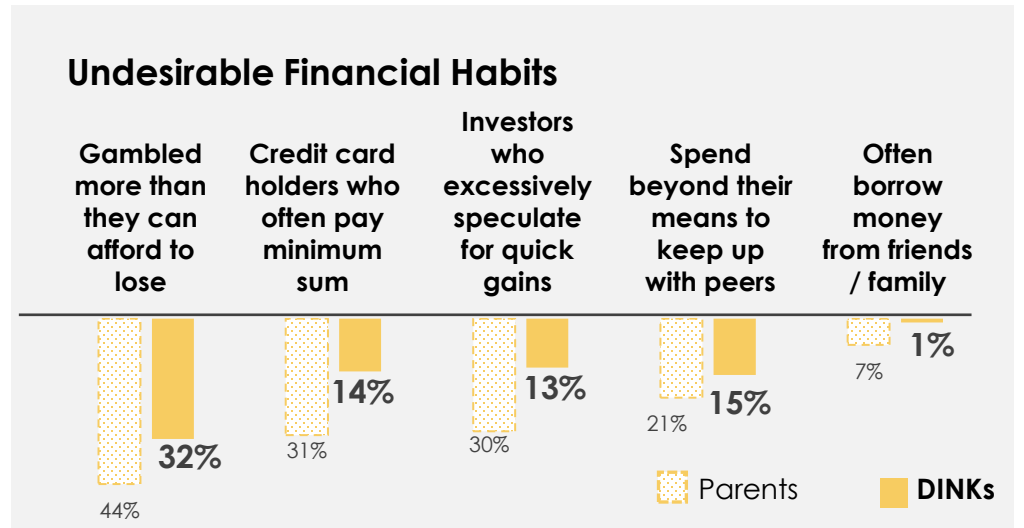
SCORE 0 — 25 *Starting* — 50 *Started* — 75 *On Track* — 100 *Ahead*



## Financial Virtues



## Undesirable Financial Habits



◆ Parents  
 ● DINKs



DINKs are less likely than parents to set a budget or stick closely to it.

Stick closely  
to a budget

Financial virtue

63%

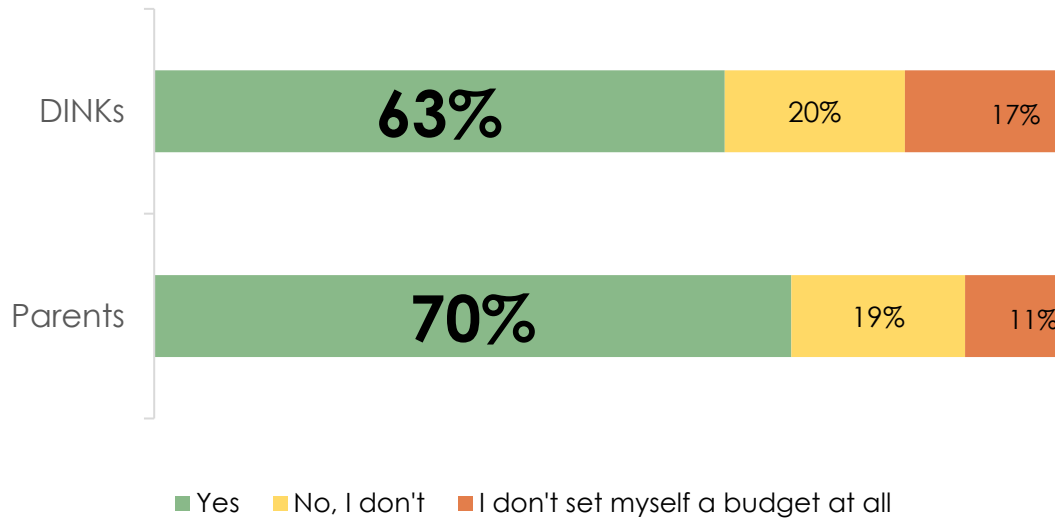
70%

DINKs

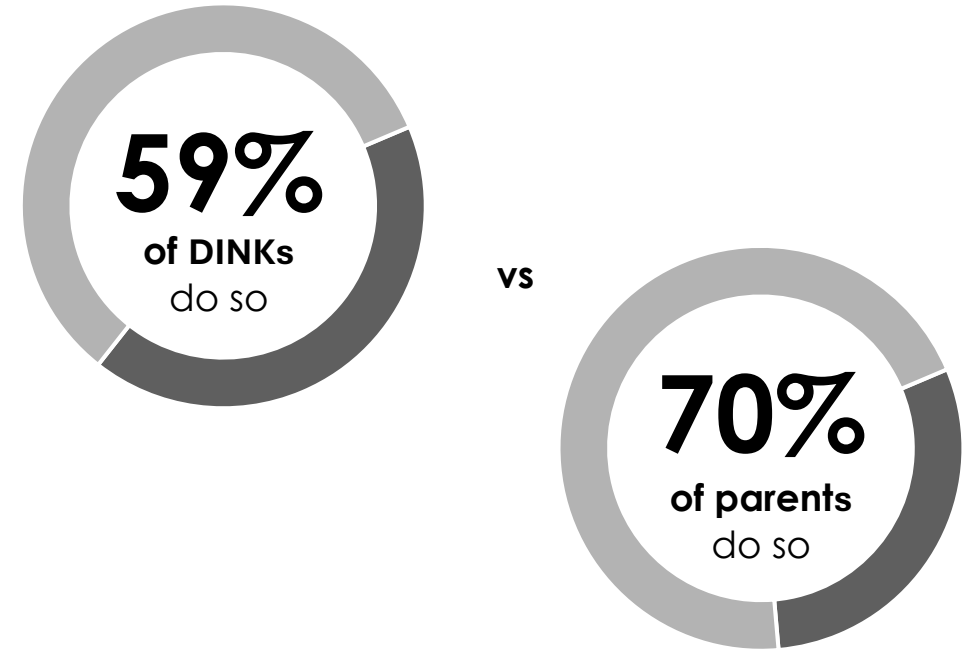
Parents

## Budgeting

Do you stick closely to your budget?



## % that use digital tools or D-I-Y methods to keep track of their budget/ expenses



Singaporeans who seek professional advice tend to have better investment returns, but DINKs are less likely to seek such help.

Seek professional advice

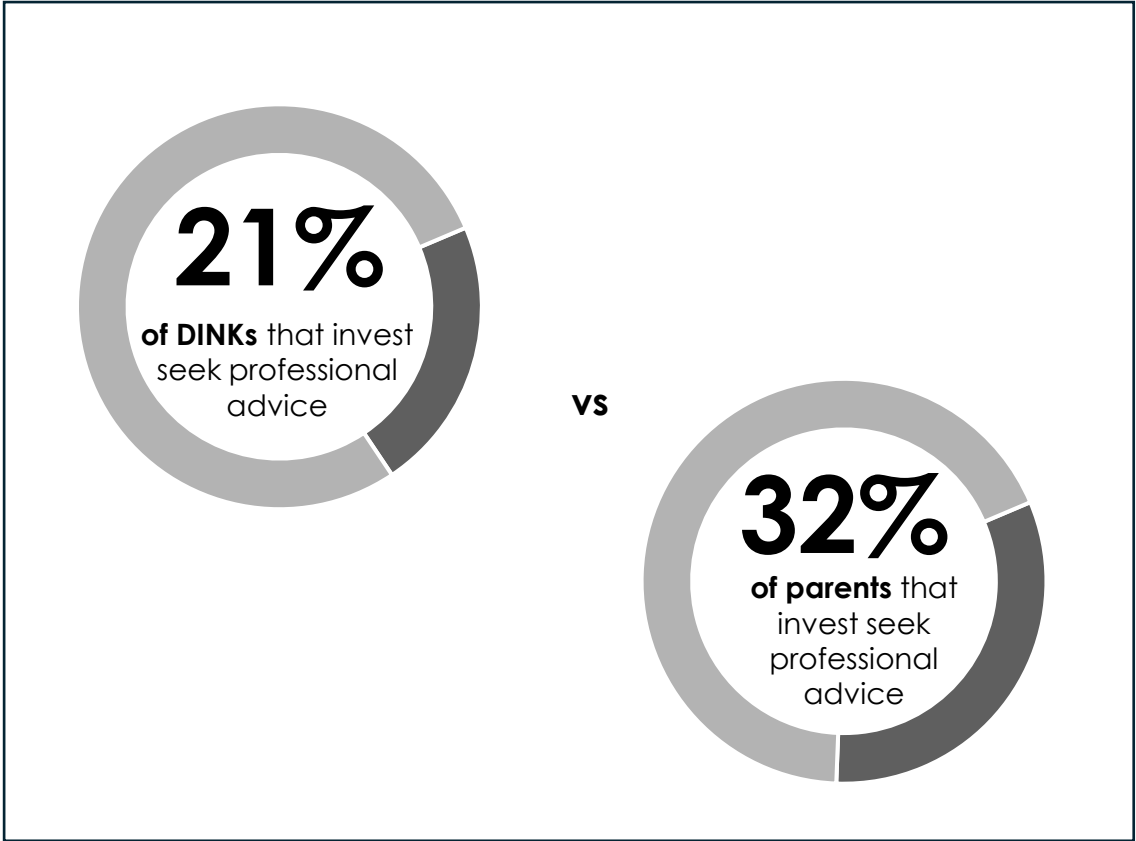
Financial Virtue

21%

DINKs

32%

Parents

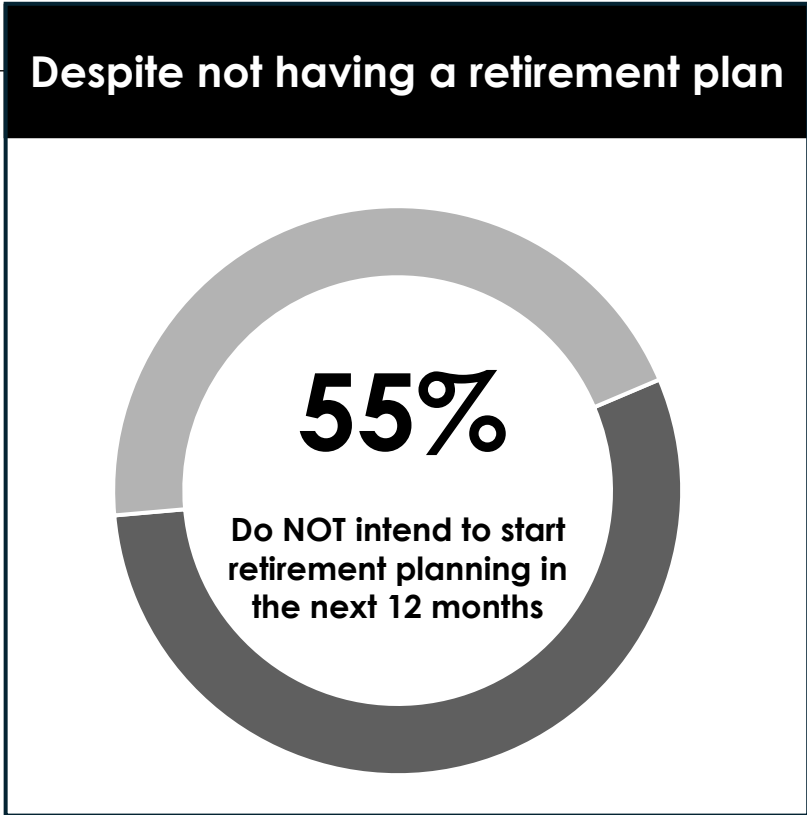
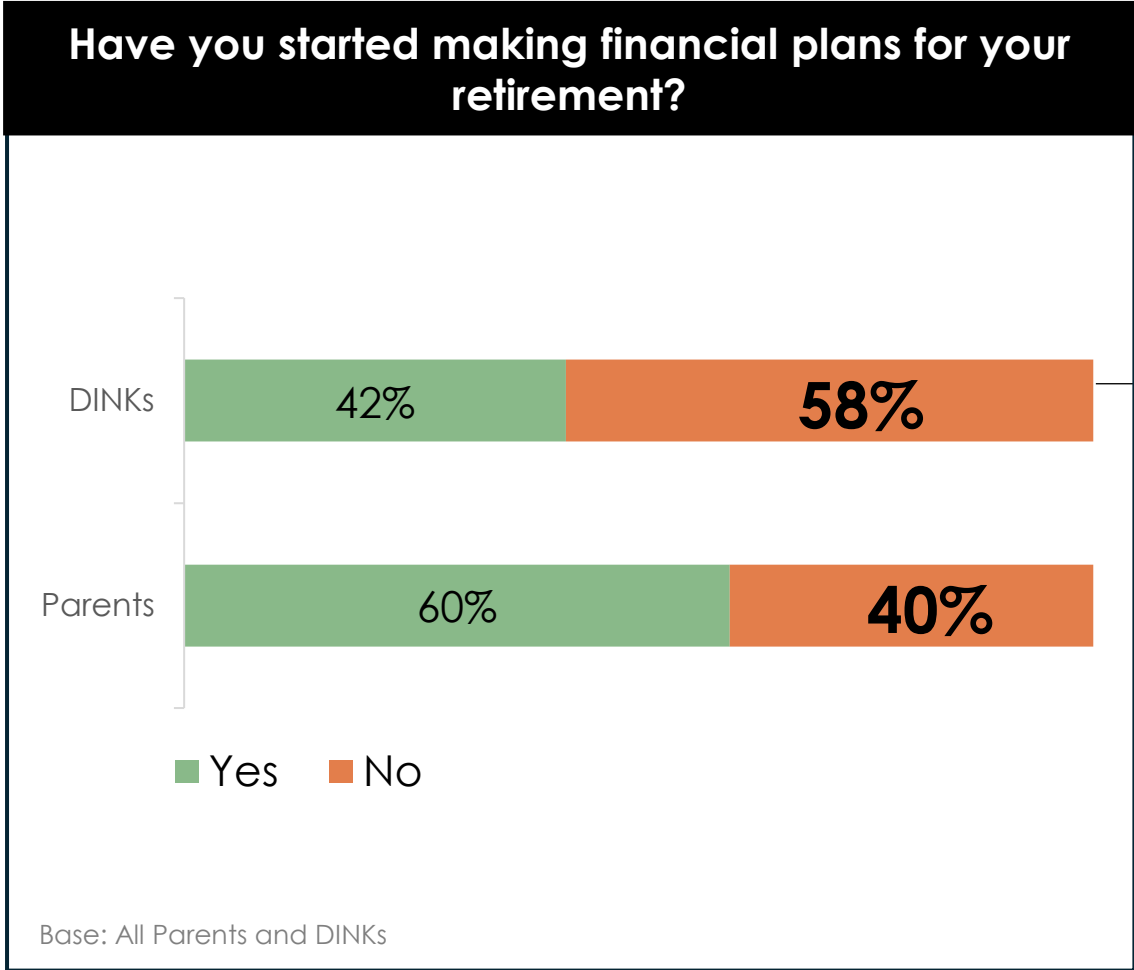


Base: Singapore Investors

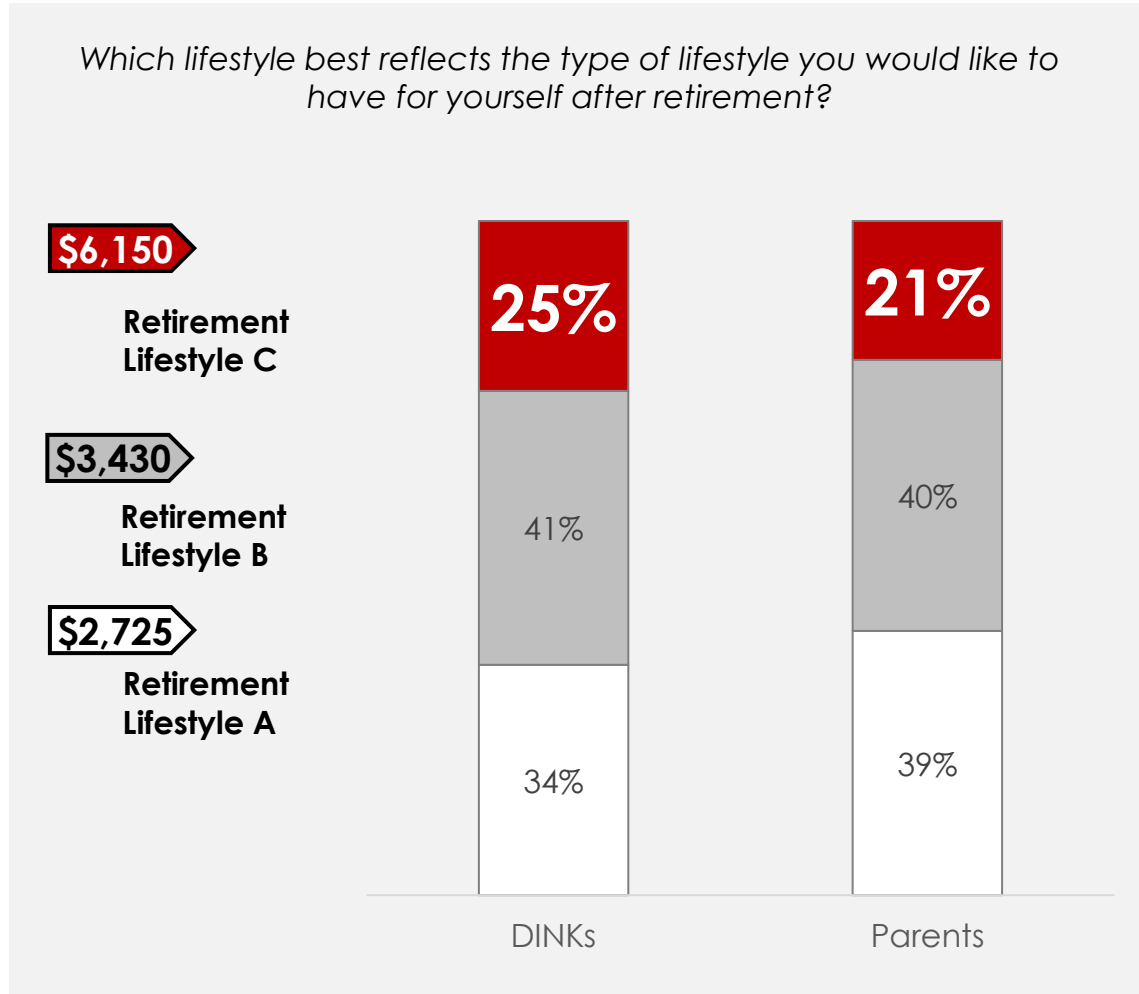


Fewer DINKs than parents have started planning for retirement.

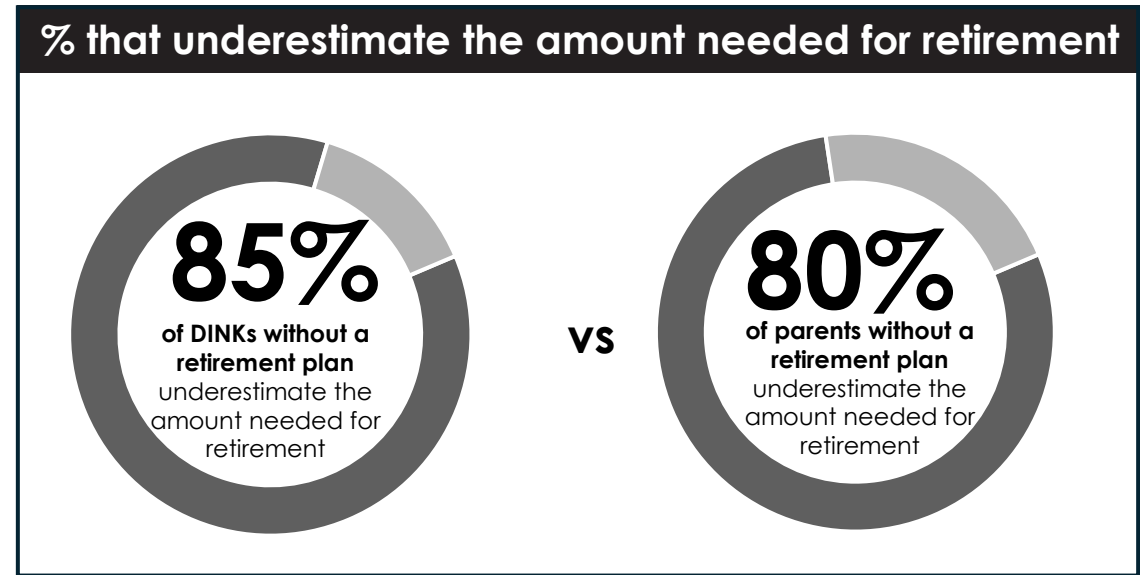
	Scores	
Retirement	<b>33</b>	<b>44</b>
DINKs		Parents



Among those without a retirement plan, DINKs were more likely than parents to choose the most expensive retirement lifestyle and desire to retire by 55.



	DINKs	Parents
% that want to retire by 55	34%	22%



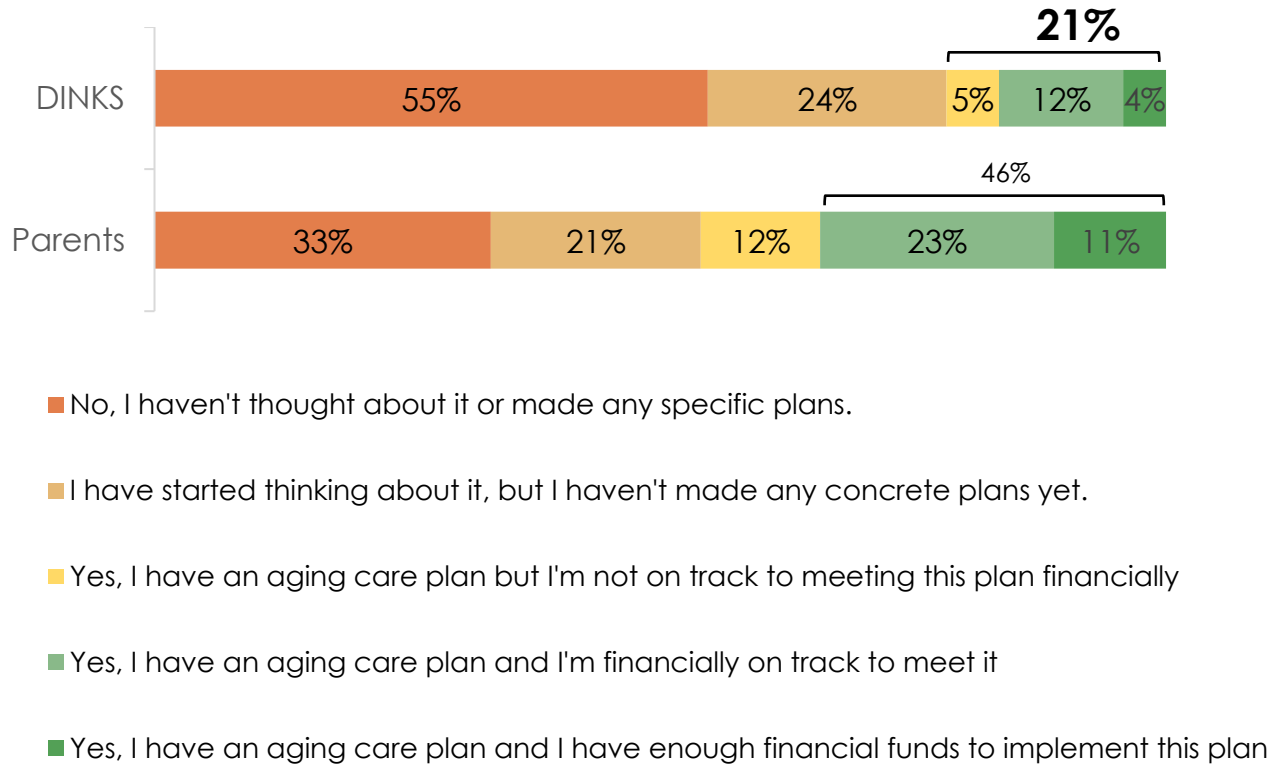
Base: DINKs and parents without retirement plans

## Fewer DINKs have an aging care plan compared to parents and they are less likely to have made arrangements for their finances to be managed after they pass on.

Ensure that finances are passed on in the event of death

**Financial Virtue**  
**57%** **82%**  
 DINKs Parents

Have you made any aging care plans\* for your golden years (e.g. after retirement)?



What have you done to make sure your finances are taken care of after you pass on?

	DINKS	Parents
Made a CPF nomination	42%	51%
Setting up bank accounts with trusted persons/loved ones	17%	27%
Appointed a Lasting Power of Attorney	15%	23%
Made a will	15%	33%
Signed Advance Care Plan	2%	10%
Signed Advance Medical Directive	4%	9%
<b>Have at least one of the above</b>	<b>57%</b>	<b>82%</b>



\* Nursing Home Care Options, Community Care Apartments, Assisted Living Facilities, Employing a domestic care giver, Co-living with family members/close friends etc.



## DINKs have their strengths too.

### Debt management

More DINKs pay off their housing loan instalments and unsecured loans on time

	DINKs	Parents
% paying monthly housing loan instalments on time*	<b>94%</b>	72%
% that have unsecured loans	<b>10%</b>	28%

*Among those with unsecured loans*

% paying unsecured loans on time	<b>95%</b>	88%
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### Managing crisis

More DINKs have accumulated emergency funds

	DINKs	Parents
% that accumulated at least 6 months of salary to overcome a crisis	<b>58%</b>	50%

# How can Singaporeans prepare for their financial future?

01

## Maintaining Good Habits

- Continue practicing the good habits of saving and managing debt.
- Stay updated on financial trends by attending seminars regularly or following credible social media content.
- Start retirement plans early by consulting a trusted wealth advisor or using online financial tools like OCBC Life Goals.

02

## Suggestions for Parents

- Maximise government grants as such the Baby Bonus and the Child Development Account (CDA) which can be used for healthcare, childcare, and educational expenses.
- Take advantage of OCBC MyOwn Account and its financial literacy website (<https://go.OCBC.com/finlit>) to teach your kids about money management right from young.
- Discuss your estate planning early, such as writing a Will and making a CPF nomination, to facilitate asset distribution. This will ensure that your children and spouse are well provided for.

03

## Suggestions for “DINKs” (Dual Income, No Kids)

- Accelerate debt repayment for long-term gain. With dual income, you can consider the debt avalanche method (paying the highest-interest debt first, e.g. credit card debt) to maximise savings on interest.
- Contribute regularly to your SRS account to gain tax relief and invest for the long term.
- To supplement your aging care plan, consider upgrading your CareShield Life and MediShield Life plans to future-proof your healthcare needs.
- Establish a Lasting Power of Attorney (LPA) to appoint trusted individuals to make decisions on your behalf if you become incapacitated.