



Singlife Financial Freedom Index 2024





We are proud to release the **second** edition of the

Singlife Financial Freedom Index

This year, Singaporeans scored **58 out of 100*** in terms of feeling financially free.







We noted that most of them are starting to feel the effects of inflation, expenses, and the likes – causing **close to half** (44%) of Singaporeans to think that they will never be able to achieve financial freedom.

Online interviews were conducted **with 3,000** Singaporeans/PRs (aged 18-65) from **April 2024 to June 2024**

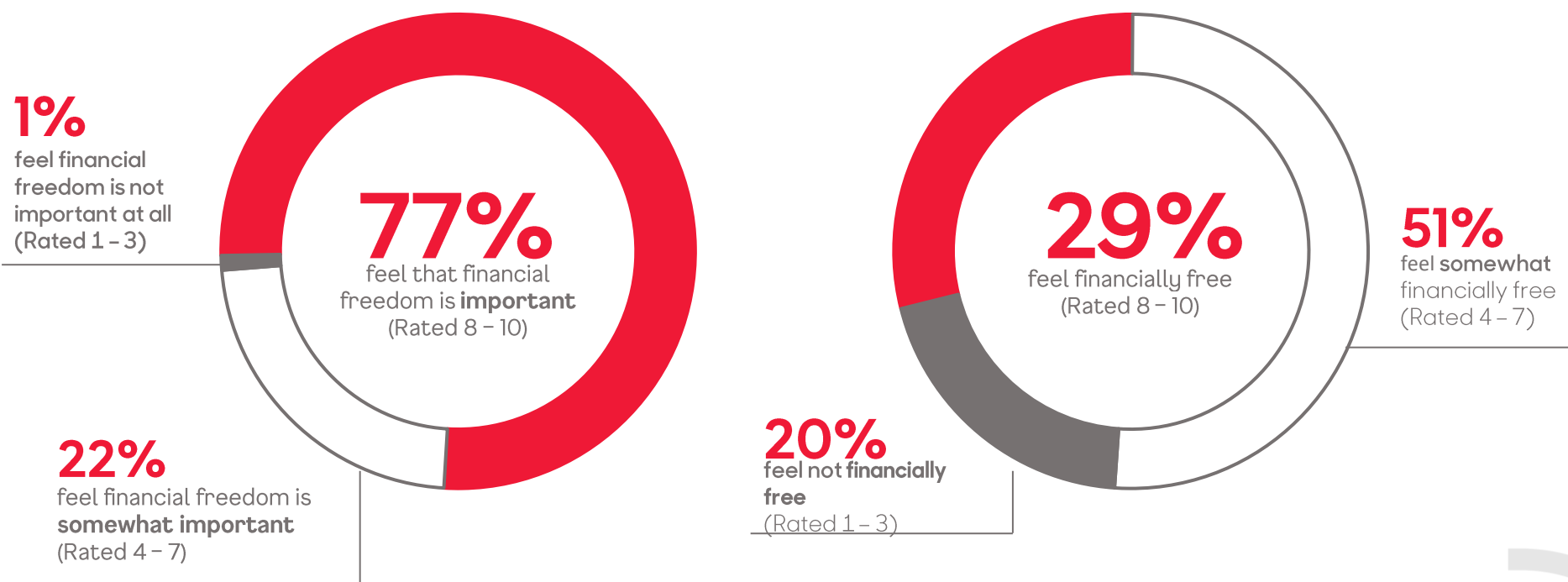
*In 2023, Singaporeans scored 60 out of 100.



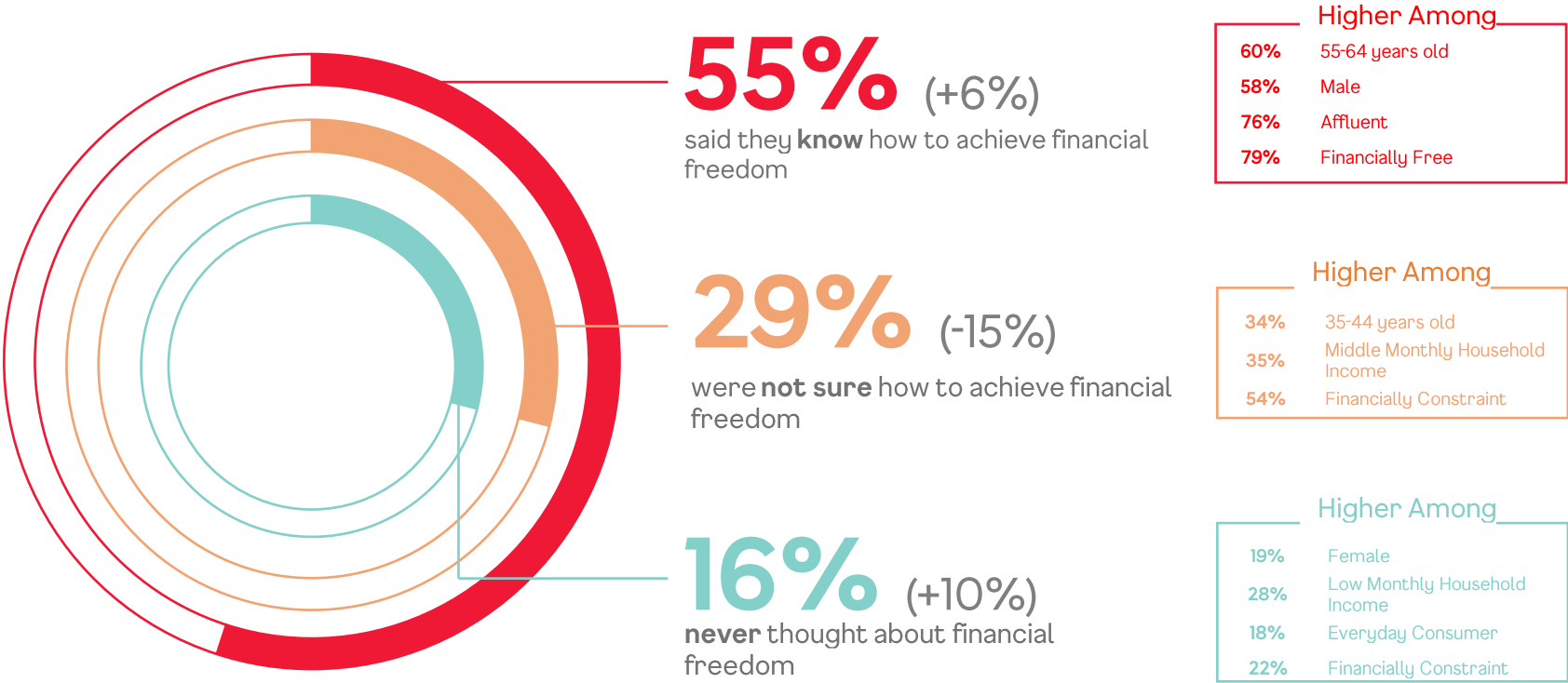
We identified 24 indicators of financial freedom across 6 key themes

Retirement	Income Streams / Stability	Managing Unexpected Events	Spending / Saving & Goal Setting	Managing Recurring Expenses	Giving Back
					
<ol style="list-style-type: none">1. I have sufficient savings to tap into when I retire to maintain my lifestyle.2. I have the choice to stop working/ retire whenever I want to.3. I can estimate how much I would need to retire.4. I have started planning the steps I need to take towards retirement.	<ol style="list-style-type: none">5. I have alternative streams of income on top of my main income.6. I have passive income streams.7. I have a growth trajectory for my career/job situation.8. I feel secure and stable with my job situation.9. My income growth is consistently higher than the increase in my household expenses.	<ol style="list-style-type: none">10. I am able to maintain my current lifestyle in the event of unexpected circumstances for at least 12 months.11. I have sufficient savings/emergency funds to tap into in unexpected situations.12. I have the ability to settle my hospital bills if I fall ill.	<ol style="list-style-type: none">13. I am able to meet my monthly savings goal after paying my monthly bills/loans.14. I am able to put my financial knowledge into how I manage my money and am in full control of my personal finances.15. I have more than enough savings/money to spend on my needs and wants.16. I can estimate how much is needed to maintain my lifestyle in the period before I stop working.	<ol style="list-style-type: none">17. I can pay off my loans most/all of the time18. I can pay off my monthly bills in full most/all of the time.19. I can provide for my dependents comfortably20. I have the ability to manage rising costs/inflation.21. I do not have to rely on others financially for my needs and wants today.22. I do not expect to rely on others financially for my needs and wants in the future.	<ol style="list-style-type: none">23. I expect myself to have enough money for the rest of my life and that my loved ones will also receive some inheritance from me should I pass on.24. I have enough money to give back to society on a regular basis

Financial freedom remains important to most Singaporeans, **even though less than 1 in 3 feel financially free**



There was an **increase** in the number of Singaporeans who said they know how to achieve financial freedom



Figures in () represents the difference between 2024 and 2023 figures



Singaporeans say that they
need to have around

S\$612,045

in cash to feel financially free, an
increase of 8% from last year*



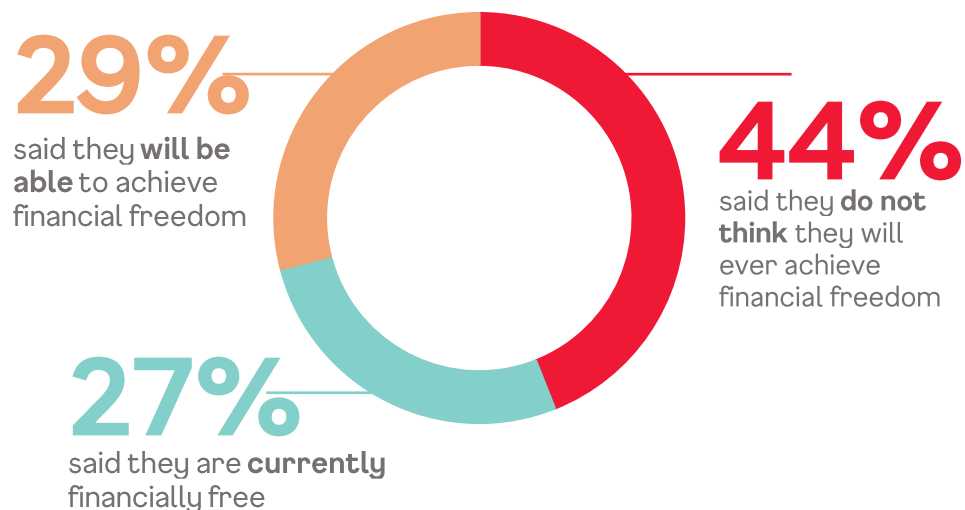
With Singaporeans saving an average of
S\$1,683 per month, it would take

30 years

for them to accumulate enough savings
to feel financially free, an increase of
~10% compared to 2023

*In 2023, Singaporeans felt that they needed a minimum of S\$566,640 to feel financially free and 27.3 years to accumulate this amount with median monthly savings of S\$1,733.

44% of Singaporeans believe they will **never** be able to achieve financial freedom based on their current trajectory



Top 3 reasons for not achieving financial freedom



53% Insufficient income



38% Unforeseen personal or family health issues impacts finances



32% Job insecurity

44% of Singaporeans believe that having children will have a negative impact on their ability to achieve financial freedom

44%

Strongly agree + Agree

“Having a child will have an impact on achieving my financial freedom”

33%

Neutral

22%

Disagree + Strong disagree

*Higher Among

40 %	55 – 64 years old
40 %	Married with youngest child >16
41%	High Monthly Household Income
48 %	Affluent
46 %	Financially Free



Of the 44% who agreed that having children will have an impact on achieving their financial freedom, they estimate that it will set them back by an average of

15 years

from achieving their financial freedom goal



Half of the surveyed Singaporean consumers believe that more than

\$500,000

is needed to raise a child until the age of 21 in Singapore

Only 57% of Singaporeans are aware of or claim to own life insurance coverage. Meanwhile, **only 38%** have critical illness coverage.



Today, the median amount of life insurance coverage Singaporeans have is

S\$286,670

46% less than the recommended amount of coverage (S\$531,576)*



Meanwhile, the median amount of critical illness coverage Singaporeans have is

S\$207,238

12% less than the recommended amount of coverage (S\$236,256)**

*Based on SGD 4,922 median monthly personal income and coverage of 9 times of annual earnings as basic life coverage.

Source: <https://www.lia.org.sg/tools-and-resources/faq/mortality-protection/>

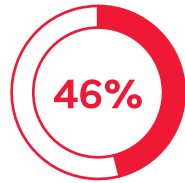
**Based on SGD 4,922 median monthly personal income and coverage of 4 years of income replacement.

Source: <https://www.lia.org.sg/media/2272/be-in-the-know-about-critical-illness-plans.pdf>

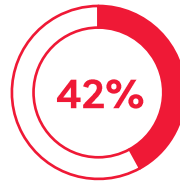
Singaporeans are most stressed about inflation affecting their chances to achieve financial freedom



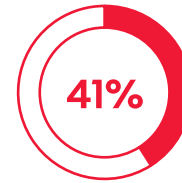
The top 3 financial stressors are:



Inflation



**Sufficient savings
for retirement**



**Coping with
healthcare and
medical expenses**

4 in 5 of Singaporeans aim to **retire by 65 years old with most intending to retire in Singapore**. Most believe they need approximately **S\$2,856 per month*** to retire comfortably.

Nearly 80% of Singaporeans prefer to retire in Singapore. Some reasons cited for sentiments to retire overseas include



71% Lower cost of living standards



63% Slower pace of life



35% Favourable weather/ climate

In terms of lifestyle, some Singaporeans prefer



58% Singaporeans prioritise travelling around the world during retirement



51% Want to spend more quality time with loved ones



46% Take up hobbies that they did not manage to when younger

*daily living expenses only

FACTORS THAT IMPACT FINANCIAL FREEDOM

- Impact of having a child
- **Protection Gap: Life Insurance & Critical illness Insurance**

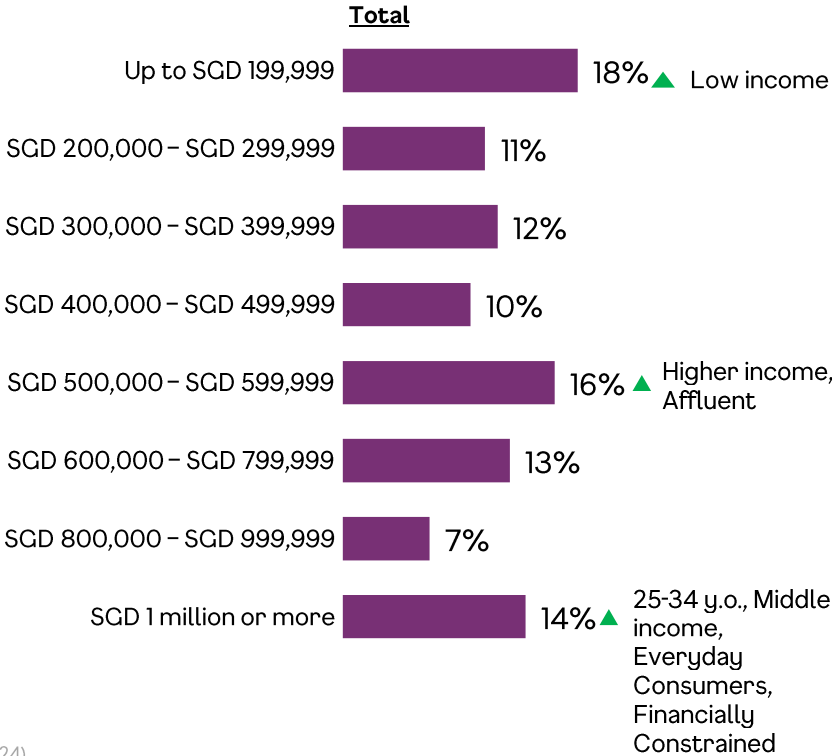
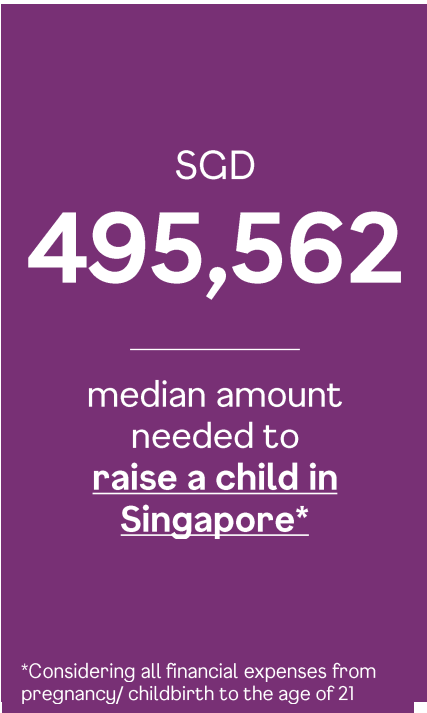
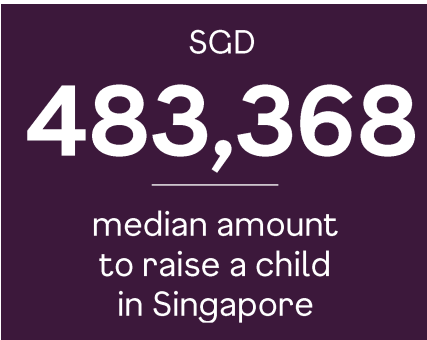
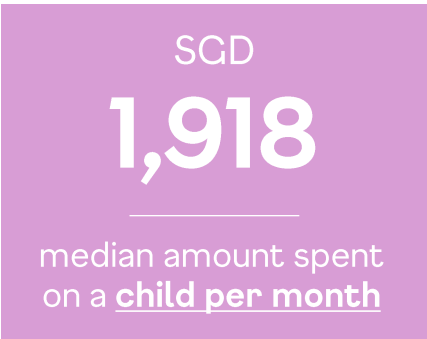


1 in 2 believe that **more than SGD 500,000** is expected to raise a child in Singapore from birth to 21 years of age.

Expenses incurred/required raising children

Among those with children

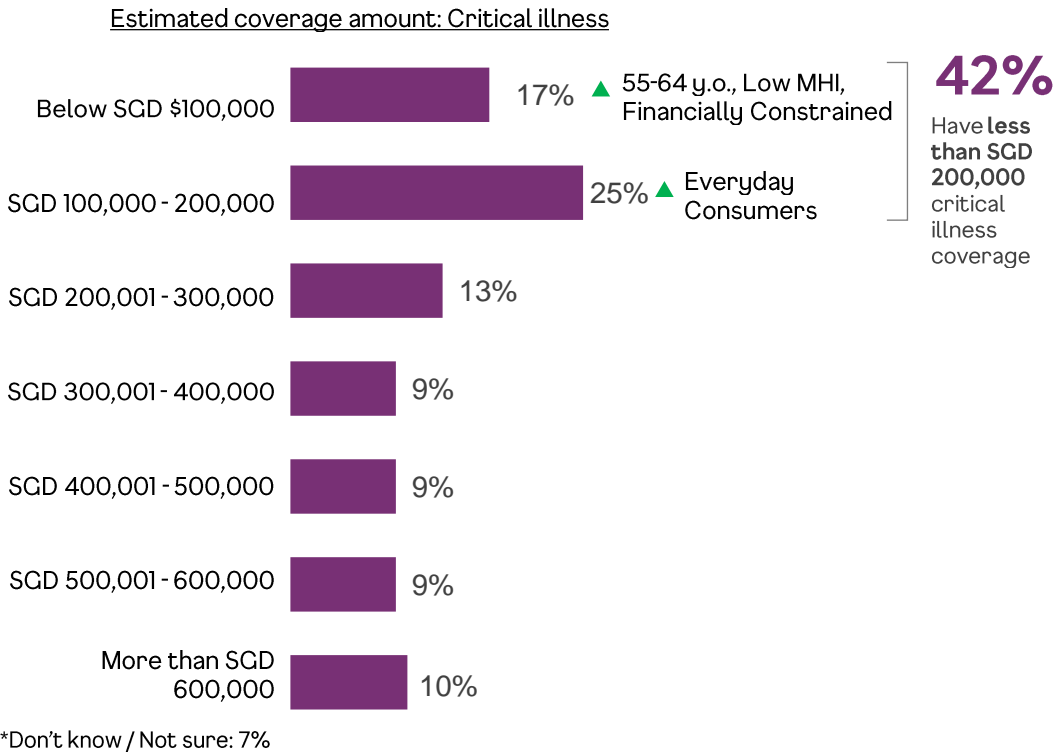
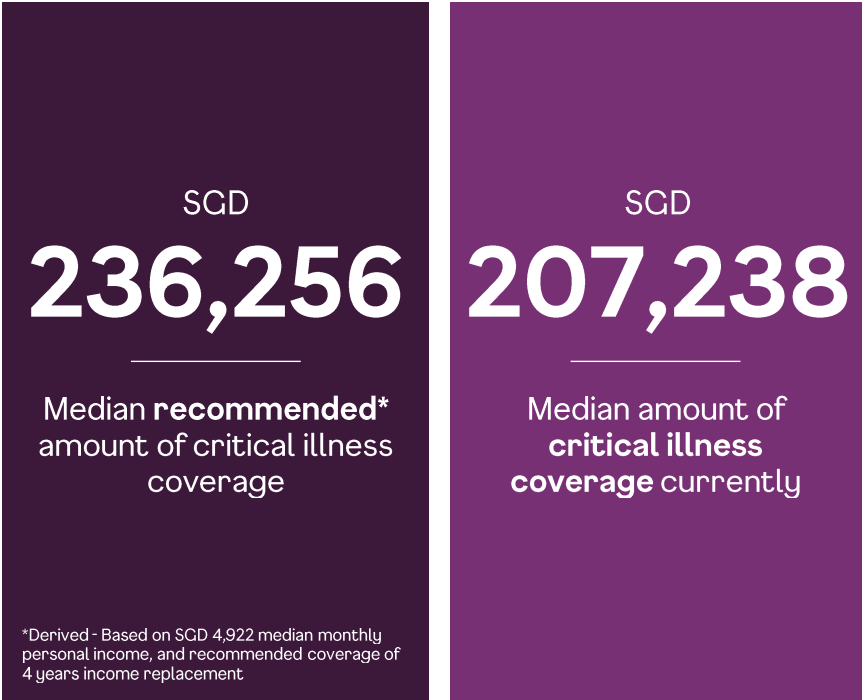
Among all respondents



50% Believe more than SGD 500,000 is required

Base: Respondents with children
C7. On average , how much do you spend on your child/ all your children in a month? (New question in 2024)
Base: All respondents
C8. How much do you think is required to raise a child in Singapore to age 21/completion of University education? (New question in 2024)

Among consumers with critical illness coverage, **2 in 5 have less than SGD 200,000** coverage and fall short of the recommended coverage.



Base: Respondents who owns critical illness insurance (n=1138)
B11. Based on your existing insurance policies, what is the current estimated amount of coverage for each of the following? (New question in 2024)

About Singlife

[Singlife](#) is a leading homegrown financial services company, offering consumers a better way to financial freedom. Through innovative, technology-enabled solutions and a wide range of products and services, Singlife provides consumers control over their financial wellbeing at every stage of their lives.

In addition to a comprehensive suite of insurance plans, employee benefits, partnerships with financial adviser channels and bancassurance, Singlife offers investment and advisory solutions through its [GROW with Singlife](#) platform. It also offers the Singlife Account, a mobile-first insurance savings plan.

Singlife is the exclusive insurance provider for the Ministry of Defence, Ministry of Home Affairs and Public Officers Group Insurance Scheme. Singlife is also an official signatory of the United Nations Principles for Sustainable Insurance and the United Nations-supported Principles for Responsible Investment, affirming its commitment to finding a better way to sustainability.

The merger of Aviva Singapore and Singlife was announced in September 2020 and created one of the largest homegrown financial services companies in Singapore in a deal valued at S\$3.2 billion. It was the largest insurance deal in Singapore at the time.

Singlife was subsequently acquired by Sumitomo Life in March 2024, one of Japan's leading life insurers, which valued Singlife at S\$4.6 billion, making the transaction one of the largest insurance deals in Southeast Asia.

For more information, please contact:

Grayling Singapore for Singlife
singlife@grayling.com

Hilary Hoe
Singlife
hilary_hoe@singlife.com

Jasmynne Shi
Singlife
jasmynne_shi@singlife.com