



AIA X CHANGE

PULSE INSIGHTS

What's top of mind among our pre-retiree members?



Though our **pre-retiree** members are comfortable with their high income, they are **worried about...**

- 1 Rising cost of living 56%
- 2 Experiencing critical illness 38%
- 3 Rising health care costs 38%

And they want to **strengthen their financial health** by achieving the following goals:

- 1 Increase emergency funds 56%
- Build retirement fund 56%
- 2 Have enough funds for...
 - Hobbies and Leisure 28%
 - Own health/medical needs 28%
 - Fully paying off debts 28%
- 3 Retire early 25%



As such, these are the **benefits** that they look for...



- 1 Good investment returns
- 2 Guaranteed payout
- 3 Affordable premium or principal investment
- 4 Good brand reputation
- 5 Comprehensive policy benefits