


# Hopes and Aspirations of the Middle Class in North Asia

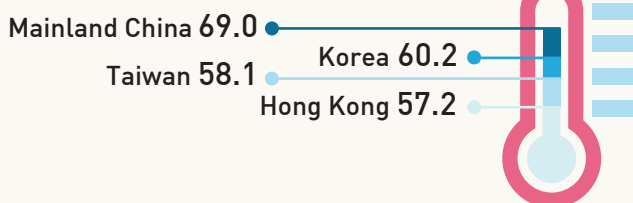
Markets surveyed: Mainland China, Hong Kong, Korea and Taiwan

## High degree of satisfaction


**79%**  Almost **4 out of 5** middle class surveyed in North Asia are **satisfied with life**

### Optimistic about life over the next 12 months


**AIA Middle Class Index (MCI)\*** reflect a **general optimistic sentiment** among North Asia's middle class surveyed:




### Top life goal

**Good health**  
 **67%**  
is the **top life goal**

### Concern on cost of living

**Healthcare**  
 **41%**  
is the **biggest concern** on cost of living


## Retirement challenge

 **45%** are concerned about **not being able to save enough for retirement**, with the highest percentage in **Korea (77%)**, followed by Taiwan (51%)


 **73%** **High expectations** that **future generations** will continue to become **caretakers of their parents financially**

**Hong Kong tops the list** with an average monthly **US\$789 financial spend on supporting parents** (Regional average: US\$463/month)

## High levels of commitment and expectations for children's education

 **53%** Start **saving for children's education** before their children enter kindergarten

 Middle-class parents surveyed set aside **US\$451** per month on average for children's education

 Employed middle-class parents surveyed spend an average of **3.6 hours** per day with their children


## Millennials: Aspirations and planning for future generations


 **17%** **Starting own business** is a **top life goal** (Only 9% among non-millennials)

**35%** More likely to **start saving** for children's education **before their children are born** (only 17% among non-millennials)

 **Aged 34 & below**


**32%** Desire to **retire at 50** years of age (62% among non-millennials see themselves retiring after 60)

 2,500 self-identified middle class  
Sample size

 Online & face-to-face  
Survey method

 February - March 2015  
Data collection period

 4.4%  
Margin of error

 Ipsos  
Market research agency

Source: AIA Survey on Middle Class Hopes and Aspirations 2015  
\*The AIA Middle Class Index (MCI) is a summary score that focuses on ten aspects of middle-class respondents' life and indicates the optimism respondents have for the year ahead. Scores above 50 indicate an expectation that life situation is more likely to improve than to worsen over the next 12 months.