

The HSBC Life +Factor Study 2022

| Singapore



Preface



Greg Hingston

CEO, Global Insurance and Partnerships, HSBC Life

The interconnection between mental, financial and physical dimensions is clear. When one dimension improves, the others follow. When physical, mental and financial health are all addressed, there is a compounding effect. Together they bring confidence in achieving goals, greater happiness and satisfaction with the overall quality of life. Resilience drives well-being.

This year, the lack of short- and long-term financial security is among the biggest stressors for people. But our +Factor survey shows that good planning with clear actions, goals and shifts in behaviour build a strong foundation for overall resilience and holistic well-being.

As a leading global bancassurer, we're boosting our health, wealth and protection capabilities while promoting financial education to enhance mental, physical and financial fitness and help customers manage life's uncertainties and achieve sustainable prosperity.



Tim Henman

OBE, HSBC Ambassador

The last two years have unsurprisingly caused us all to throw a spotlight on our health and wellbeing, to ask ourselves some big questions and consider carefully where personal improvements can be made. The +Factor study shows an undeniable link between mental, physical and financial health as well as the importance of all three.

The connection between physical and mental wellbeing is something I have had to balance throughout my tennis career and beyond, with a huge part of this coming from learning resilience. Remaining fit and healthy, in all senses of the words, is not about never falling off the wagon but rather learning how to pick yourself back up and continue, when you do.

One key thing I learned being a professional athlete, which I have brought through into the rest of my life, is the importance of controlling the things that you do have control over, such as the process; the outcome will inevitably take care of itself. For me, my aim is to do little and often; whether that is in terms of my physical, mental or even financial health. When you break things down and look for consistency over solely focusing on the end goal, everything becomes much more manageable and you can find a balance that can be sustained.



The HSBC Life +Factor Study 2022

The HSBC Life +Factor Study looks into the interconnectedness of physical, mental, and financial wellbeing. It provides insight into the health behaviours and motivators of people across the globe.

For the 2022 study, 6,829 respondents from Hong Kong, mainland China, Singapore, and the UK participated in the research. This report focuses on the survey results of 1,039 respondents across Singapore.

In the second year of research, the study went beyond health to include resilience as well. The study found that health in mind, body, and money help us achieve goals, feel happy, and find satisfaction in life. Good health and resilience are vital for us to thrive in an ever-changing environment.

Findings and Implications

The 2022 HSBC Life +Factor Study offers 6 key insights on how physical, financial, and mental health impact our day-to-day lives and future plans. Later in the report, we share detailed findings which reveal important health implications that can help improve your journey to better health and resilience.

8 +Factors have also been identified as essential concepts in achieving holistic wellbeing.

The 8 +Factors

From the two-year study of 17,488 respondents across 4 markets, insights have led to the development of +Factors, a set of guiding principles in achieving holistic wellbeing. These enable us to push past internal / external barriers to reach and sustain our desired health levels.



The physical, mental, and financial dimensions are interconnected

- Progress in one dimension can affect the others.
- Improving all three together offers a compounding effect.



Health is wealth

- Health is one's most vital resource. It fuels quality of life.
- Physical and mental wellness contribute to financial fitness.



Resilience is a driver of wellbeing

- Resilience in all three dimensions bolsters confidence in achieving life goals.
- It is also linked to happiness and quality of life.



The Societal +Factor: The community benefits from individual wellbeing

- Good physical, financial, and mental health help meet the demands of work and family. A positive relationship between health and resilience can boost one's capacity to contribute to the community.



Good habits lay strong foundations

- The benefits of regular exercise, good nutrition, practicing mindfulness, and having financial skills carry into adulthood.
- Passing on healthy habits is becoming an essential part of one's legacy.



Change begins from within

- A positive attitude is key in deciding how changes impact us.
- Having the desire to set a good example for family and children creates great impact on one's wellbeing.



External factors drive behavioural change

- Behaviours adapt to the changing environment.
- A positive mindset sees how these changes can be used to one's advantage.



Money matters

- Financial concern is a key cause of stress and hinders good mental and physical health.
- Highly resilient individuals are more well-planned with financial / medical protection.

Insights

1. Changes of behaviour in 2022

COVID-19 changed lives and industries on a global scale. It has also led to shifts in people's daily routines.

For our respondents, digital (42%) habits changed over lockdown. These include more online shopping and banking.

They also noted changes in their financial (40%) behaviour. Increased worry led to less spending and more savings / investments.

Changes in mental (38%) behaviour include ways of coping with increased stress.

About a third of respondents also saw changes in their physical (35%) and social (31%) behaviours. Living through a pandemic put focus on health and supporting the community.

Digital behaviour



42%

- ↑ Contactless / e-payments
- ↑ Digital banking
- ↑ Diligence vs fraud / scams
- ↑ Online shopping
- ↑ Time on the internet

Financial behaviour



40%

- ↑ Planning / investments
- ↑ Savings
- ↑ Worry about finances
- ↓ Spending

Mental behaviour



38%

- ↑ Meditation / trying to relax
- ↑ Stress management
- ↑ Stress / worry / anxiety
- ↑ Positive thinking

Q: Thinking about life pre-COVID-19 and your current lifestyle, to what extent has your behaviour changed in general? | Could you please elaborate how your behaviour has changed?

52% of respondents in Singapore are concerned about their finances vs. 51% in 2021.¹

Over half of respondents still express concern over their financial situation.

The top 2 concerns (**having sufficient retirement funds** and **medical bills in case of illness**) each increased by 1% vs. previous year. But less respondents now worry about:

- Economic effects of the pandemic: 27% (-4% vs. 2021)
- Affording desired quality of life: 23%, (-4% vs. 2021)
- Loss of employment: 23% (-3% vs. 2021)
- Reduced income: 20% (-6% vs. 2021)

Having sufficient funds for retirement



37%

Medical bills in case of illness



32%

Economic effects of the COVID-19 Pandemic



27%

Cannot afford my desired quality of life



23%

Layoff / unemployment



23%

Pay cut / income reduction



20%

Q: Concerns people have on their financial situation. How often do you worry about the following?

¹How concerned are you about your financial position (i.e. income, saving, expenses, etc.)?

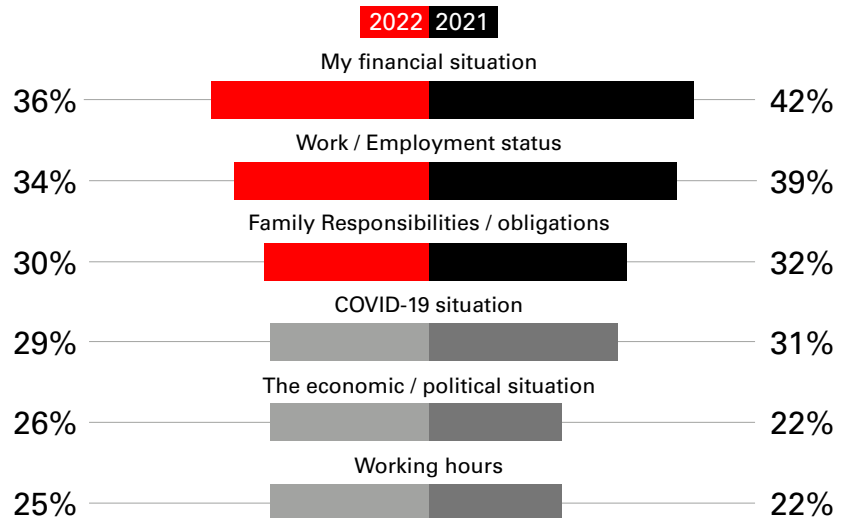
The average stress score increased to 61 in 2022 vs. 60 in 2021.²

Even as the pandemic tapers off, the average stress level remains high.

Respondents were asked to rate their current stress level. We obtained an average score of 61, slightly higher vs. last year. Those who rated their stress level as High increased to 30% in 2022 from 25% in 2021 (+5%).

The top causes of stress are seeing decline. Less respondents now worry about their financial situation (-6%) and work status / environment (-5%).

The study also noted that more are now stressed about the economic / political situation (+4%) and working hours (+3%).



Q: Which of the following elements would you consider to be main causes of your stress

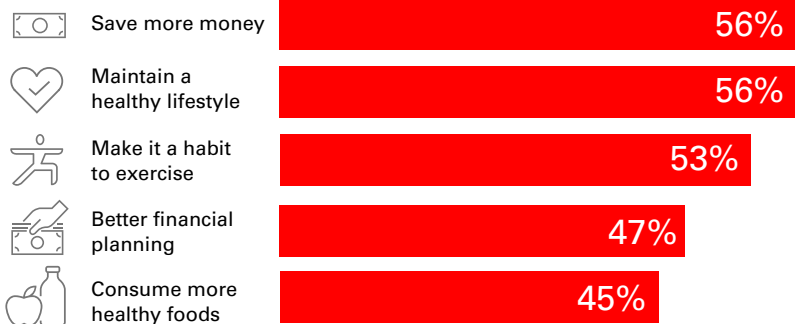
2. Focus on health and resilience to keep pace with a complex environment

Being fit, healthy, and wise with money remain our respondents' top advice to their 15 years younger self.

60% agree (vs. 50% in 2021) that passing on healthy habits is becoming more important than passing on wealth.³

According to 3 out of 4 respondents, physical health is key to enjoying wealth. Majority also point out the importance of mental health and financial fitness. The same top 3 statements were observed for our respondents in 2021.

Advice to their 15 years younger self



Q: Looking back, what would you wish to have told yourself 15 years ago in terms of Physical Health, Mental Health, Family and Money?

In 2022, to enjoy wealth



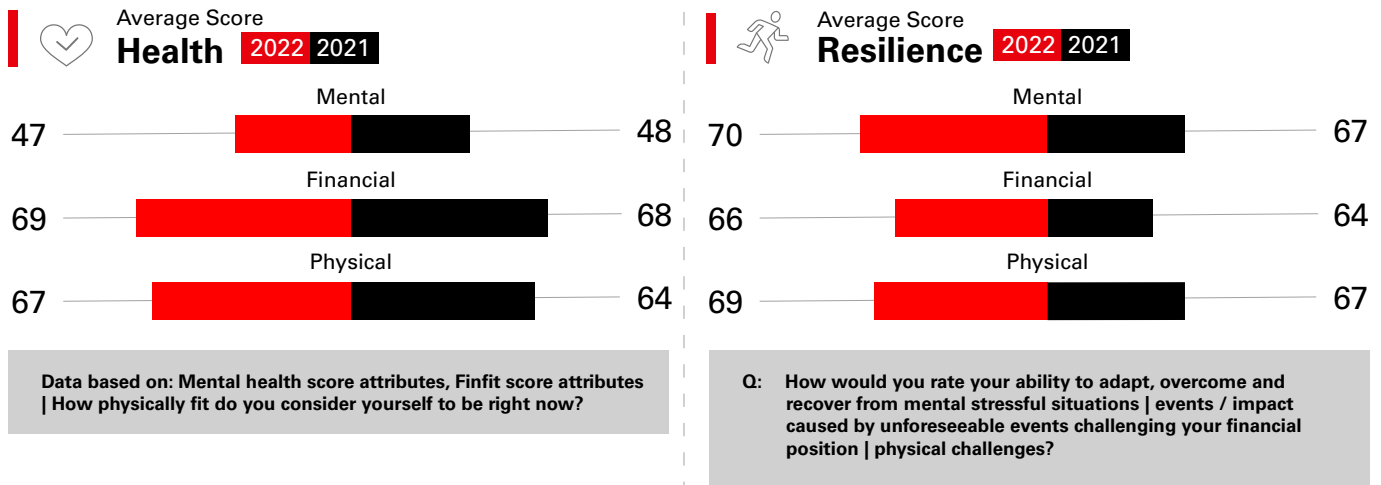
Q: When thinking about your definition of wellbeing, to what extent would you agree / disagree with the following statements?

²How would you rate your current stress level? From 1 to 10 where 1 is "Not stressed at all" and 10 is "Extremely stressed." The results have been normalised to obtain an average score out of 100, where a high average score means high stress levels.

³To what extent would you agree with the statement: "Passing on healthy habits e.g. exercise, eating well is becoming more important than passing on wealth to the next generation."

Health and resilience levels have improved despite more concern over finances and increased stress.

Respondents self-assessed their health and resilience levels. Their scores were grouped into categories (e.g. Low, Moderate, High) per dimension. The biggest year-on-year change in health scores was in the physical dimension (+3). In resilience scores, the largest increase was in the mental dimension (+3).



Among all respondents, 33% rated themselves as **physically fit**, which shows a YoY increment of +6%.

Among all respondents, 41% scored high in **mental resilience** (+8% vs.2021).

For half of our respondents, remote / hybrid working has helped improve relationship with their children and / or work life balance.



50%

My relationship with my children



50%

Work life balance



38%

Physical health

Above are percentages of respondents who have seen improvement for the 3 aspects.

As seen in Section 1, respondents are exercising more, eating healthier, and spending less. They have shifted their habits to restore balance. This raises health / resilience levels and one's capacity to cope with challenges.

Q: Below are different concerns that may have evolved due to the increase of employees working from home / hybrid. For each one, how has the level of concern changed for you personally?

3. There is strong interconnectedness between different health dimensions and their positive impact on happiness and life satisfaction

There is a huge gap between those with high and low resilience when it comes to their confidence in reaching their goals.

Who has the confidence to achieve their goals?



Mental resilience

72%

HIGH

15%

LOW



Physical resilience

75%

HIGH

12%

LOW



Financial resilience

71%

HIGH

22%

LOW

Above percentages are the different confident levels of achieving goals for high vs low resilient respondents.

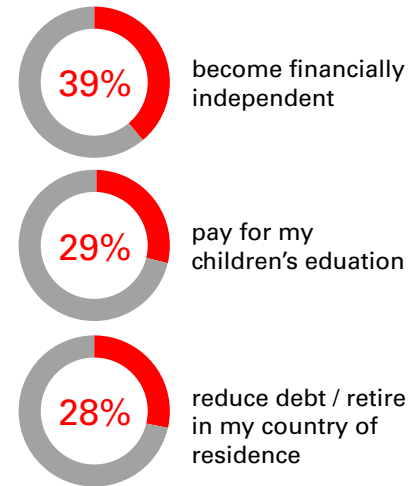
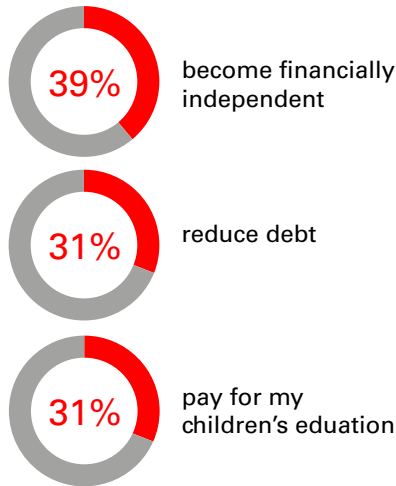
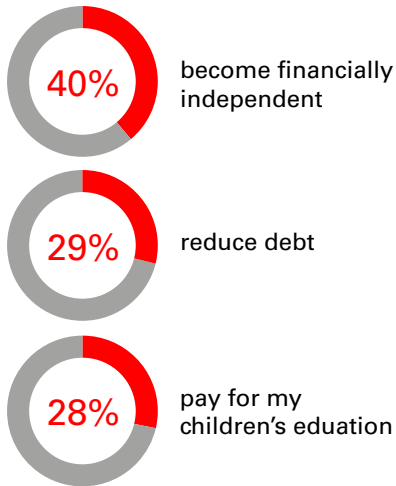
Q: When you set yourself a goal (e.g. get fitter, save more money, etc.), how likely are you to achieve your goal?

72% of respondents with high mental resilience⁴ have the confidence to achieve their goals.

75% of respondents with high physical resilience⁵ have the confidence to achieve their goals.

71% of respondents with high financial resilience⁶ have the confidence to achieve their goals.

Top goals are to



Q: Thinking about the next 5 years, what goals do you aspire to achieve? [Top 3]

Financial independence is the number one goal of highly resilient respondents. **Reducing debt** and **paying for children's education** are also top goals for this group. Building financial strength is an essential part of their plans, as good finances are key to achieving these life goals.

The happiness-resilience link.

High levels of resilience correlate with increased happiness. But what drives happiness?

For 64% of respondents, happiness is about quality of life.

Top happiness drivers are first focused on the self (e.g. **purpose, positivity**), before moving to one's **relationships / social network**.

Who are most happy?



Mental resilience

67% 8%
HIGH LOW



Physical resilience

66% 12%
HIGH LOW

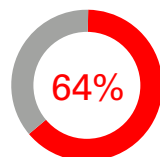


Financial resilience

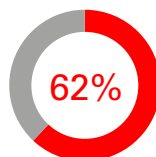
68% 13%
HIGH LOW

Above percentages are the different happiness levels for high vs low resilient respondents.

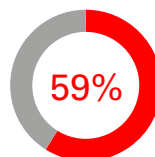
Q: How would you rate your current happiness levels?



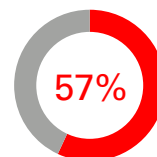
My quality of life



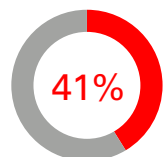
How I feel about myself



Level of positivity



Sense of purpose



Social network / relationships

Q: How important are each of the following factors when thinking about your current happiness levels

⁴ How would you rate your ability to adapt, overcome and recover from mentally stressful situations / events?

⁵ How would you rate your body's ability to adapt, overcome and recover from physical challenges (i.e. fatigue / illness / injuries)?

⁶ How would you rate your ability to adapt, overcome and recover from the impact caused by unforeseeable events challenging your financial position?

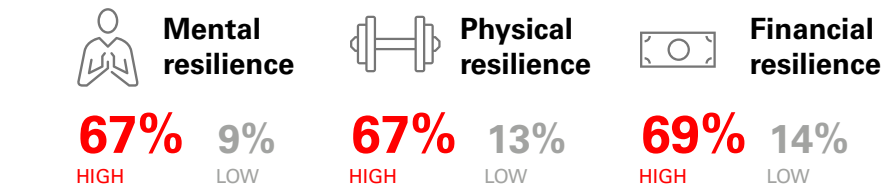
The quality of life-resilience link.

In our respondents' assessment of their day-to-day lives, we see how physical, financial, and mental resilience help bring about satisfaction with their quality of life.

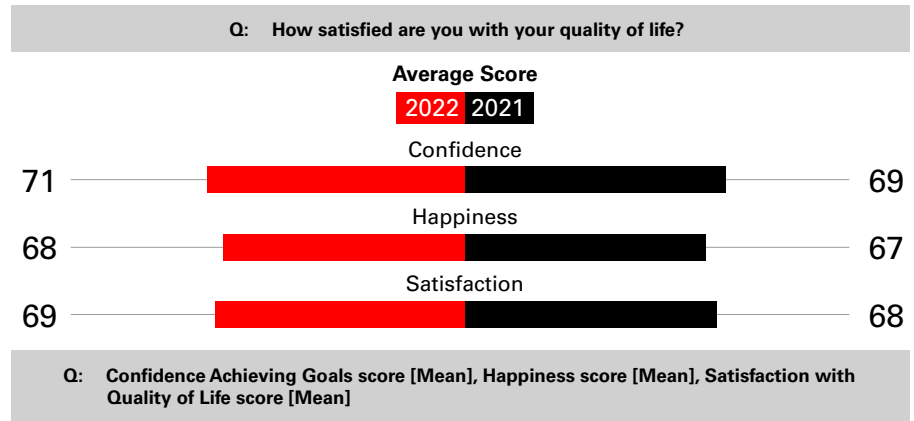
Year-on-year, it is not just health and resilience levels that have seen increases (Section 2), but also respondents' confidence, happiness, and satisfaction scores.

Good health / resilience in individual dimensions correspond to high levels of happiness, satisfaction, and confidence. But a compounding effect is seen when one is healthy / resilient in all three dimensions. This shows how wellness in mind, body, and finances **help build momentum in life**.

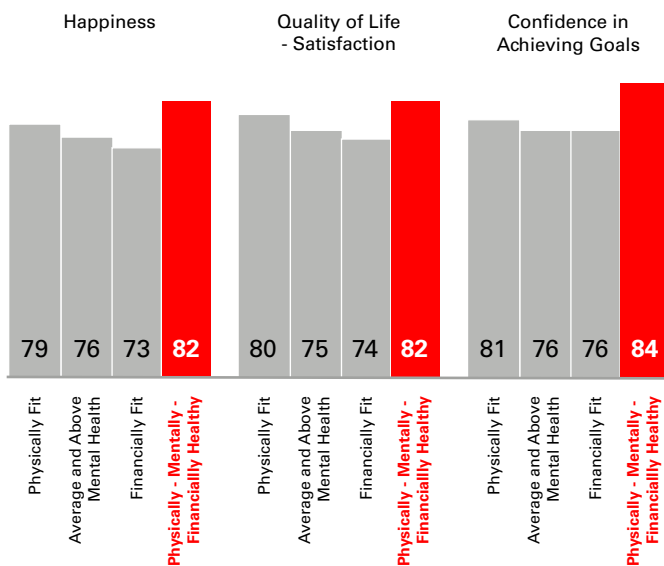
Who are most satisfied with their quality of life?



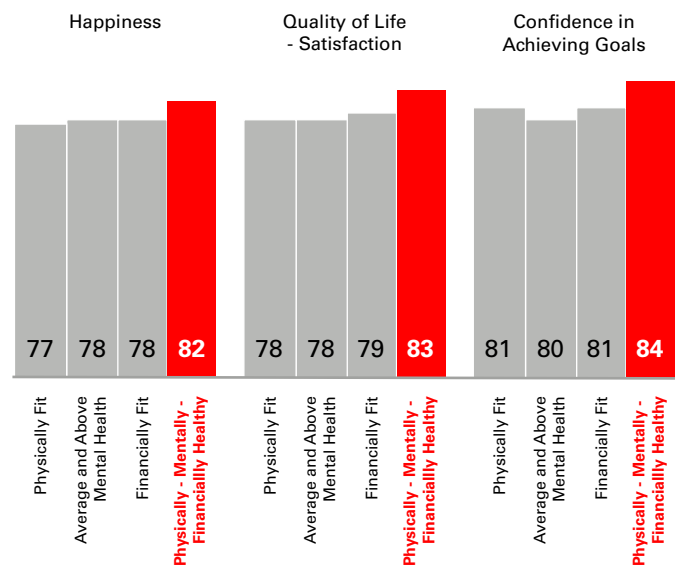
Above percentages are the different satisfaction levels for high vs low resilient respondents.



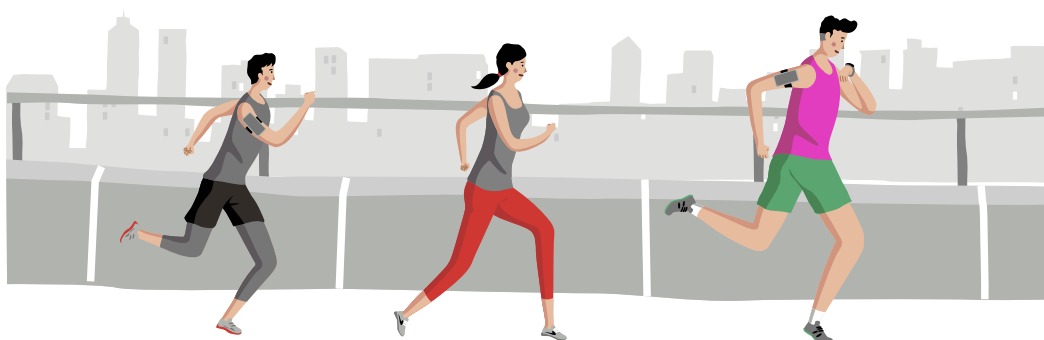
Health (%)



Resilience (%)



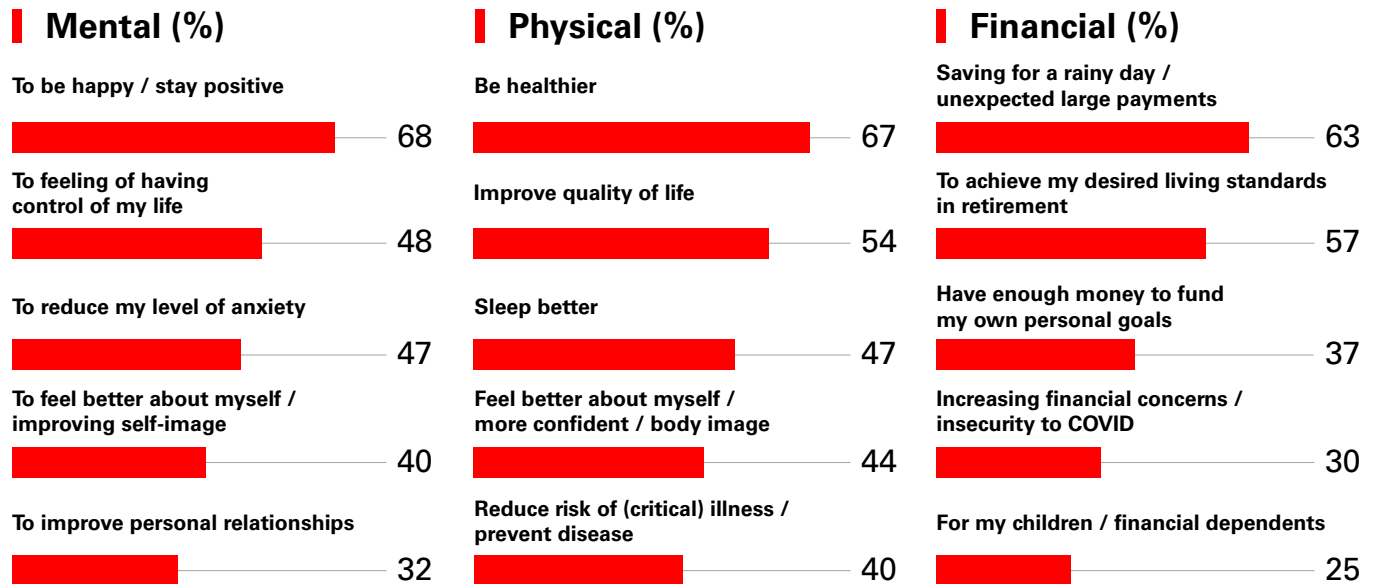
Q: When you set yourself a goal (e.g. get fitter, save more money, etc.), how likely are you to achieve your goal? | How would you rate your current happiness levels? | How satisfied are you with your quality of life?



4. Strong motivating factors in improving health and resilience

Respondents' top mental health drivers are centered on the self. Financial health motivators mostly look to the future, while physical health motivators mostly seek to improve their current situation.

Overall Motivators



Q: Which motivators [if any] are there for you to manage your Mental health? | What motivates you to manage your Finances? | Which motivators [if any] are there for you to manage your Physical wellness?

Our respondents' most powerful motivators are: **happiness / positivity** for mental health, **saving for a rainy day** for financial health, and simply **being healthier** in the physical aspect

The motivators of respondents with high health / resilience levels have a different focus:

63% of respondents who scored **very fit** for financial health⁷ say their top motivator is **achieving their desired standard of living in retirement**.

Note the difference between this and the overall top motivator of **saving for a rainy day**: one lays the foundation for the future (retirement); while the other centers on contingency (unexpected large expenses).

Around 30% of respondents who scored **above average** for mental health⁸ / **physically fit**⁹ / have high financial resilience say their top motivator is **setting a good example for their children / dependents**.

Improving personal health and resilience may appear beneficial to a particular person. However, its effects go beyond the individual. **Setting a good example to motivate partner / friends** also came out as a top motivator for healthy / resilient respondents.

Good health and resilience pave a secure path for one's future and family, reducing the worry of medical care and emergency costs.

⁷ D: Financial Attributes

⁸ Below are some statements about your feelings and thoughts. Please select the occurrence that best describes your experience of each over the last 2 weeks.

⁹ How physically fit do you consider yourself to be right now?

At least 60% of respondents with very low mental health scores / low physical resilience **worry about affording medical care should they or a family member become ill.**

71% of respondents who are physically fit / scored **very fit** for financial health agree that it is critical to maintain their own health to be able to look after the family's wellbeing. 69% of respondents with above average mental health scores agree with the statement: The health of my family determines my overall wellbeing.

At least 66% of respondents with very low mental health scores / low financial resilience **worry about critical illness making them lose income and quality of life.**

This concern for others extends to greater society. There is a significant gap between healthy and unfit respondents when it comes to both volunteerism and supporting ESG (Environmental Social Governance). Note: the study showed a similar trend for resilience.

Volunteering at community events

70% VS **56%**
who are physically fit **volunteer** in community events VS who are physically unfit health **never volunteer**

70% VS **46%**
who are financially fit **volunteer** in community events VS who are financially unfit **never volunteer**

68% VS **50%**
with above average mental health **volunteer** in community events VS with very low mental health **never volunteer**

Opting for sustainable ESG funds

79% VS **57%**
with above average mental health **opt** for sustainable ESG funds VS with very low mental health **never opt** for sustainable ESG funds

77% VS **56%**
who are physically fit **opt** for sustainable ESG funds VS who are physically unfit **never opt** for sustainable ESG funds

72% VS **51%**
who are financially fit **opt** for sustainable ESG funds VS who are financially unfit **never opt** for sustainable ESG funds

Q: How frequent do you engage in the below activities?

5. High resilient people are strategic, specific and action-oriented

Respondents with high resilience are not just strategic, but specific and action-oriented when seeing to their physical, mental and financial wellbeing.

Developing Resilience			
Mental	Physical	Financial	
<ul style="list-style-type: none"> ✓ Be optimistic / positive ✓ Be resourceful / a problem-solver ✓ Set goals for oneself 	<ul style="list-style-type: none"> ✓ Exercise / get fit ✓ Improve physical strength 	<ul style="list-style-type: none"> ✓ Have a retirement plan ✓ Be confident using financial products / services 	<ul style="list-style-type: none"> ✓ Have a legacy plan ✓ Have children's education fund

Q: On a scale of 1 to 10, whereby 1 is not important at all and 10 is extremely important, what do you feel develops / builds your ability to adapt, overcome and recover from mentally stressful situations / events / physical challenge / impact caused by unforeseeable events challenging your financial position?

The gap is narrow between respondents with **high** and **low** scores in who is motivated by **retirement living standards**. The healthy / resilient widened that gap through financial planning. Healthy / resilient respondents are more likely to have a retirement plan in place.

A similar trend was observed for **legacy planning**. The gap between respondents with **high** and **low** scores is narrow in belief, but wide in action. Healthy / resilient respondents have a legacy plan in place.

Both groups **monitor their expenses**. But the healthy / resilient take the next steps of seeking **expert financial advice**, getting **healthcare protection**, and regularly **reviewing their financial plans**.

Due to the changing economic environment, people are regularly reviewing their financial plan and having adequate protection for healthcare costs. As a result, the overall numbers for financial habits and planning have increased from 2021 to 2022. It is worth to note how these habits cut across healthy respondents under different dimensions (e.g. physically / mentally healthy respondents regularly review their financial plans).

As to what is being planned for (or against), here are top insurance policies our respondents mention having. Across insurance types, more among the highly resilient are protected, compared to respondents with low resilience.

HIGH LOW	Health (%)			Resilience (%)		
	Mental	Physical	Financial	Mental	Physical	Financial
Financial Motivator: Achieve my desired living standards in retirement	68	54	63	54	54	49
	60	61	42	60	59	60
You have a comprehensive financial plan for retirement	79	68	85	65	63	69
	25	21	9	19	25	22

Q: What motivates you to manage your Finances? -To achieve my desired living stands in retirement | Financial Fitness –attributes

HIGH LOW	Health (%)			Resilience (%)		
	Mental	Physical	Financial	Mental	Physical	Financial
Legacy planning is something that I only need to look at closer to retirement age	35	36	28	31	34	37
	21	20	16	21	21	15
Developing Financial Resilience: Have a legacy plan	62	55	50	54	56	62
	33	31	30	29	30	29

Q: To what extent do you agree with the following statement? –Legacy planning is something that I only need to look at closer to retirement age. |What do you feel develops / builds your ability to adapt, overcome and recover from the impact caused by unforeseeable events challenging your financial position? -Have a legacy plan

HIGH LOW	Health (%)			Resilience (%)		
	Mental	Physical	Financial	Mental	Physical	Financial
Monitor expenses every month to prevent overspending	87	85	96	83	82	84
	78	77	53	75	79	76
You ask financial advisers, insurance brokers and bank staff for professional advice	68	63	83	64	60	66
	42	44	18	41	48	47
Well prepared / have adequate protection for healthcare costs / unpredictable medical expenses	91	82	95	80	77	82
	47	42	13	38	43	42
Your regularly review your financial plan , at least once a year	81	77	94	71	72	77
	48	46	14	42	49	46

Q: Financial Fitness –Habits and Planning

Insurance policies owned (Average across resilience scores*)



High Resilience Respondents	Low Resilience Respondents	
60% - 63%	59% - 60%	have medical / hospital coverage
55% - 57%	48% - 52%	have life protection
45% - 47%	39% - 47%	have critical illness coverage

*High, Moderate, Low

Q: Please select which of the below list of insurances, which insurance policy you currently have? | How would you rate your ability to adapt, overcome and recover from mentally stressful situations / events? | How would you rate your ability to adapt, overcome and recover from the impact caused by unforeseeable events challenging your financial position? | How would you rate your body's ability to adapt, overcome and recover from physical challenges (i.e. fatigue / illness / injuries)?

6. Barriers in achieving desired health levels

The three dimensions of health being linked goes both ways. Improving all can bring about positive outcomes, but problems in one area may hinder another. **Lack of time** and **demands of work / family** are both mental and physical health barriers. **Lack of knowledge** is among the top ten barriers in all three dimensions.

The interconnectedness of the dimensions is even clearer in the top barriers to mental health. The number one reason is respondents' finances.

40% of respondents with very low mental health scores consider financial situation as a top mental health barrier.

Barriers to physical health are also not just about nutrition and exercise.

For 54% of physically unfit respondents and 48% of those with low physical resilience, **lack of determination / motivation** is a big challenge.

Among all respondents, **lack of financial knowledge** (26%) and **lack of discipline** (20%) are named as key barriers for financial health. **High regular medical costs** is regarded as the top fifth barrier to good financial health.

51% of respondents with low financial health scores have **lack of savings** as a top barrier. For 53% of those with low financial resilience, it is **lack of income**.

Barriers – Mental Health (%)

Financial Situation



Family responsibilities (i.e. dependent relatives / children)



Demanding job



Never have the time



I don't know where to start when it comes to looking after my mental health



Q: What barriers [if any] are there for you to manage your Mental health? [Top 5]

Barriers – Physical Health (%)

I lack determination and motivation to keep up with doing exercise continuously



I do not have the time to exercise regularly



Demands of work / family life allows no 'me time'



I don't have time to cook healthy meals



Money: I do not have enough money to purchase healthy food



Q: What barriers [if any] are there for you to manage your Physical health? [Top 5]

Barriers – Financial Health (%)

Lack of income



Lack of savings



Lack of financial knowledge



Lack of discipline



High regular medical costs



Q: What stops you from managing [if anything] your Finances? [Top 5]

Key Takeaways

The HSBC Life +Factor Study shows that the 3 health dimensions are interlinked. Progress in one dimension can have a positive impact on others, and improvement in these dimensions can have compounding benefits for holistic wellbeing.

In a world so marked by change, one must keep pace—for self, family, and community, now and in the future. Staying physically, mentally, and financially fit is key.

Despite higher stress levels vs the previous year, health and happiness levels remained high. This shows that people are adapting and building resilience.

People still show concern about their financial situation. But high resilient respondents are normally more robust with financial habits and well-planned. They are more confident in achieving their goals and satisfied with their quality of life.

In a complex environment, we protect and build from within. By harnessing our strongest health / resilience motivators and believing in our abilities, we can establish healthy habits that become our legacy. This is how our true wealth expands and evolves.

Holistic wellbeing propels success.





The Research

For the 2022 HSBC Life +Factor Study, 6,829 respondents across Hong Kong (n=1,024), mainland China (n=1,619), Singapore (n=1,039), and the UK (n=3,147) were surveyed via an online questionnaire covering their physical, mental, and financial habits, beliefs, and plans.

HSBC Life +Factor Study 2.0 sought to identify trends based on the 2021 study and new insights that may deepen our understanding of the dimensions of wellbeing. The 2022 study also looked into the role of health and resilience in building momentum in one's life, home, and community.

Pearson's correlation coefficient was used to study the interconnected relationship between the various aspects of overall wellbeing – physical, mental and financial. A series of scales were employed to study responses to each individual variable.

- The Likert scale of 1-10 where 1 is 'Not Fit' and 10 is 'Extremely Fit' allowed respondents to self-report their physical fitness as Unfit (1 to 5), Moderate (6 to 7) and Fit (8 to 10).
- Mental wellbeing was tracked using the Warwick-Edinburgh Mental Wellbeing Scale[®] ("WEMWBS"), respondents were given a mental health score ('very low', 'below average', 'average', 'above average'). WEMWBS was developed by the Universities of Warwick, Edinburgh and Leeds in conjunction with NHS Health Scotland. ©University of Warwick, 2006, all rights reserved.
- Financial fitness was measured using the FinFit methodology previously developed by The Hong Kong and Shanghai Banking Corporation Limited <https://www.hsbc.com.hk/finfit/> through which respondents are evaluated on 15 questions across 4 areas including financial habits, financial knowledge, financial planning, financial security.

The research was conducted by Creative Way Consultants Limited. Figures have been rounded to the nearest whole number.

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