

UNLOCKING FINANCIAL CONFIDENCE IN SINGAPORE

Only **1 in 2 Singaporeans** consider their financial literacy to be good or excellent.

I consider my financial literacy to be



I am currently working with a financial advisor

Yes 37%

No 62%

20%

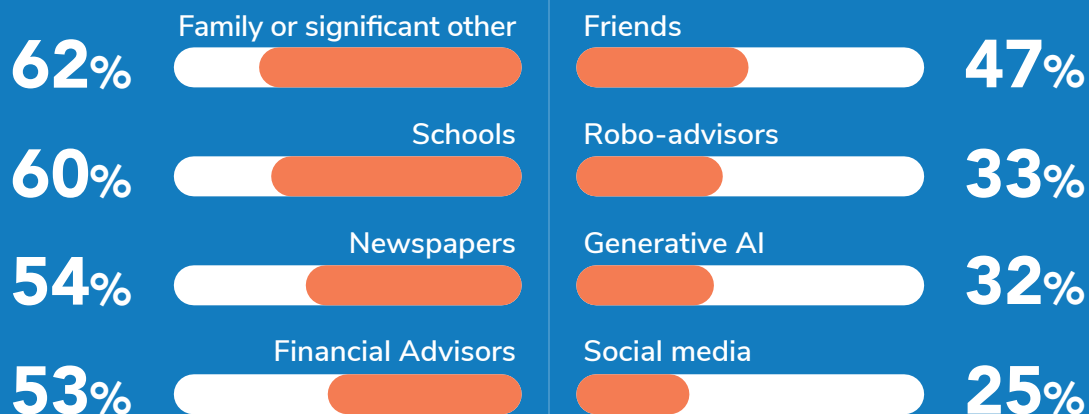
I am currently not working with a financial advisor

42%

I have never worked with a financial advisor

Despite living in a digital-first world, Singaporeans still trust traditional sources like financial advisors and newspapers for personal financial advice. Modern tools like robo-advisors, GenAI, and social media are regarded as less credible.

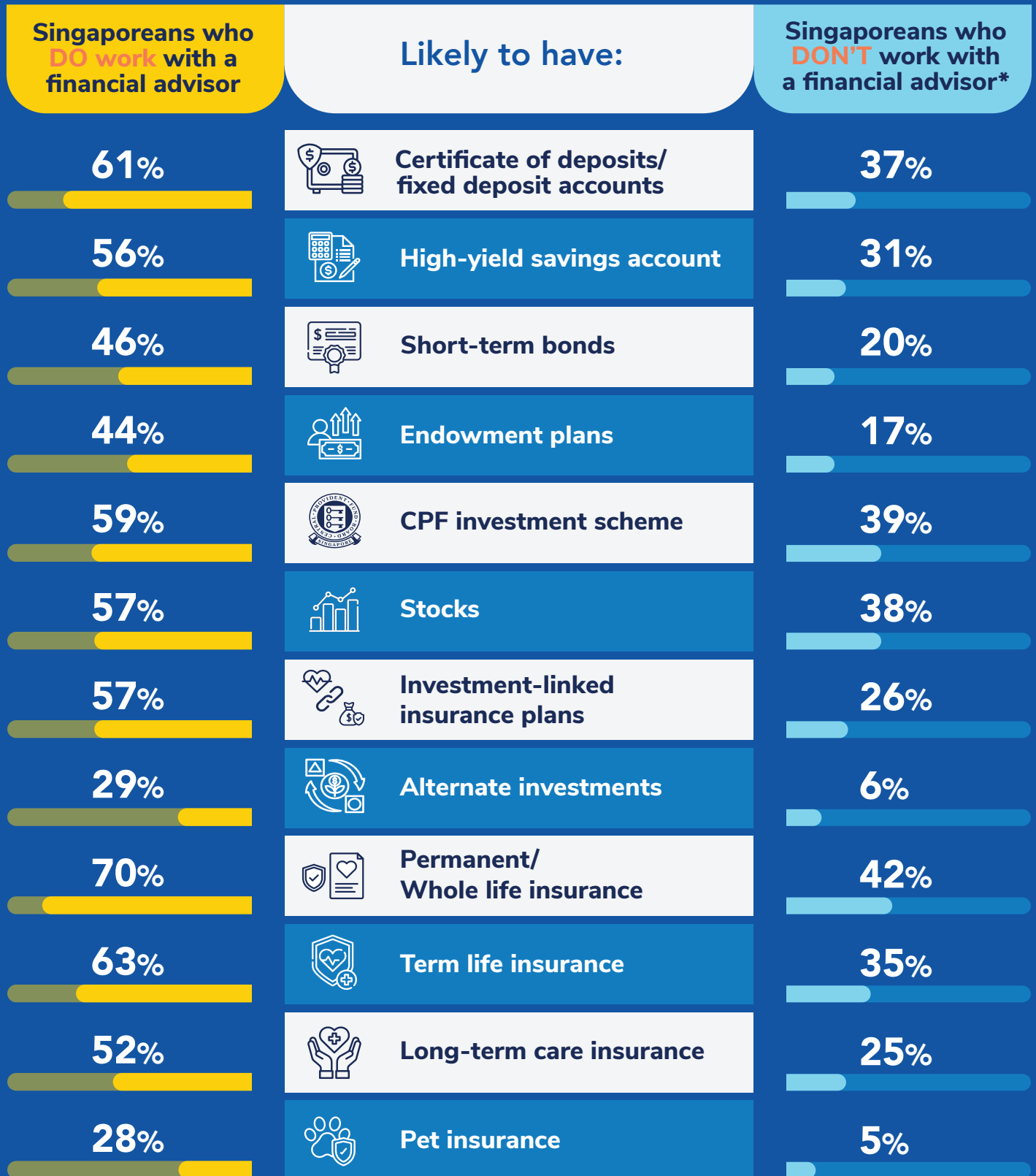
When it comes to information on personal finance, I place trust in



Professional Guidance for Financial Decisions

Advisors Bring an Advantage to Diverse Financial Planning

Singaporean consumers who are currently working with financial advisors are more likely to have various savings and investment accounts and personal insurance policies.



*Respondents who have never worked with a financial advisor



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of Financial Professionals®

This survey was conducted online by market research and insights agency Opinium between January 30 and February 7, 2025. The sample consisted of 2,000 Singaporean adults and was weighted to be nationally representative based on age, race, and gender.