

**93%** of Singaporeans believe that **putting their financial needs first** enables them to start planning earlier and better for their retirement.

**98%** of Singaporeans are comfortable with putting themselves first before others.



This extends to different areas of their lives, especially when it comes to their health.

Health

67%



Personal finances

61%



Career/school life

49%



Relationships

62%



They are also ready to put themselves first when it comes to financial matters such as...

Only helping out others financially if their own financial plan is on track.

Choosing not to dip into their savings to lend money to others.

Being selective on what to indulge their loved ones in.

Their motivations for doing so:

56%



Small actions can add up over the years which can have a big impact on my future finances

54%



These are actions that will benefit my financial standing in the long run

54%



Such acts of 'putting yourself first' are financially responsible behaviours



92% agree with the statement:

“ The best way to plan for my retirement starts with making my long-term financial needs a priority today. ”

The best plan for your retirement is to start with #MeFirst.  
Start planning for your retirement at [income.com.sg/MeFirst](https://income.com.sg/MeFirst)