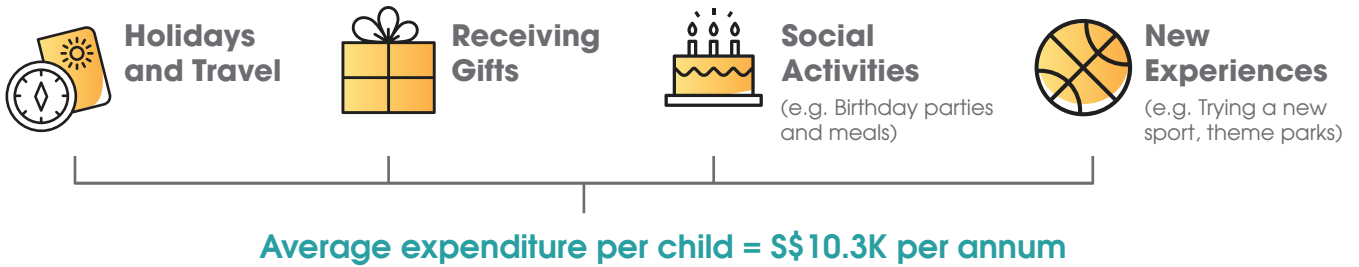


73% of parents feel they would have no choice but to cut back on expenses linked to their child's happiness if they are down with a critical illness.



85% of parents agree their child's happiness is integral to their own happiness.

Top categories that contribute to a child's happiness as ranked by children



82% of parents agree that money and financial security are important to their child's happiness, especially when they are young.

What happens to a child's happiness if there's a disruption in income?

80%
of parents agree that being struck with critical illness would affect their financial ability to provide what contributes to their child's happiness.

70%
of parents would cut back on non-essential items related to their child's happiness. They are most likely to cut back on travel, experiences and treats – what kids ranked as most important for their happiness.

90%
of children were concerned that their lifestyle would be impacted due to a lack of money, such as not being able to do things they enjoy, to go on family vacations, to receive gifts or buy the latest gadgets and more.



Having children is a motivating factor for parents to buy life insurance for themselves.

68% of parents cited their children as the top 3 reasons for purchasing life insurance.

- Covering their basic expenses
- Maintaining their standard of living
- Do not wish to put their child's happiness at stake

A life insurance plan for yourself protects your child's happiness for life.

Start planning now at income.com.sg/ProtectHappiness