



AIA HEALTHY LIVING INDEX

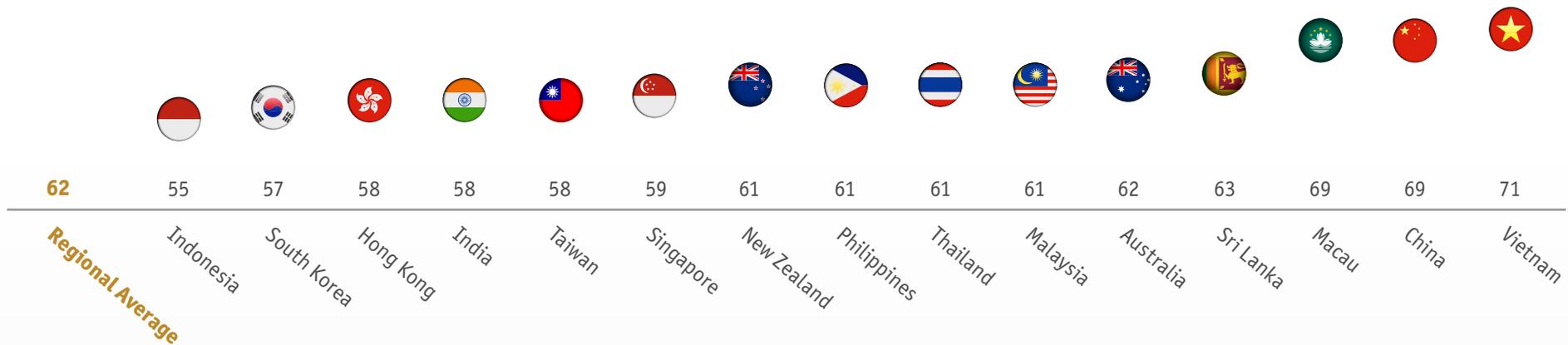
In 15 Markets Across Asia-Pacific

total sample size of **10,245** interviews in 2013

only study among general adults (18-65 yrs) that quantifies their healthy living related attitudes & behaviours

Healthy Living Index Scores

against maximum possible score of 100, all markets have room for improvement



5 Top Drivers of Healthy Living



SUFFICIENT SLEEP



HAPPY FRAME OF MIND



EAT HEALTHIER



EXERCISE REGULARLY



GOOD FAMILY RELATIONS



Only **53%** had medical check-up in past 12 months



73% say health not as good as 5 years ago, including 68% of those under 30 years old

Internet Addiction

emerges as significant new threat to healthy living

less time for exercise **64%** less time for sleep **63%**
affects posture **63%**
is not limited to younger adults



56%

adults admit they are addicted.
Addiction higher among
younger adults under 30: 66%.

Sleep

a top driver of healthy living, but many are sleep deprived

Adults, on average, want **8 hrs** of sleep,
but get only **6.8 hrs**: **1.2hrs** sleep gap



Thailand



Hong Kong

Weight

many want to lose weight, a concern most likely to grow

9 in 10 adults worry about obesity among younger people

53% want to lose weight



Malaysia



Australia



Korea

Exercise

routines leave much room for improvement

32% do not exercise regularly
Average only **3 hrs** of exercise a week



India



Singapore



China

Pollution

multi-level concerns about pollution, real health hazard

Air pollution **69%** Water pollution **65%**
Land pollution **59%** Disposal of e-devices **47%**



97%

agree pollution is real health
hazard including 9 in 10
in Australia & New Zealand.

Food Safety

high concern & not limited to emerging markets

Concern food contains harmful ingredients **78%**
Ingredients are not what it says on the label **75%**
Food I buy may have already gone bad **72%**



Healthy food habits still limited to
drinking more water & eating more
fruits and vegetables.

Who can help? Adults know they themselves can do more but expect employers to help with manufacturers and government addressing hazards of pollution.