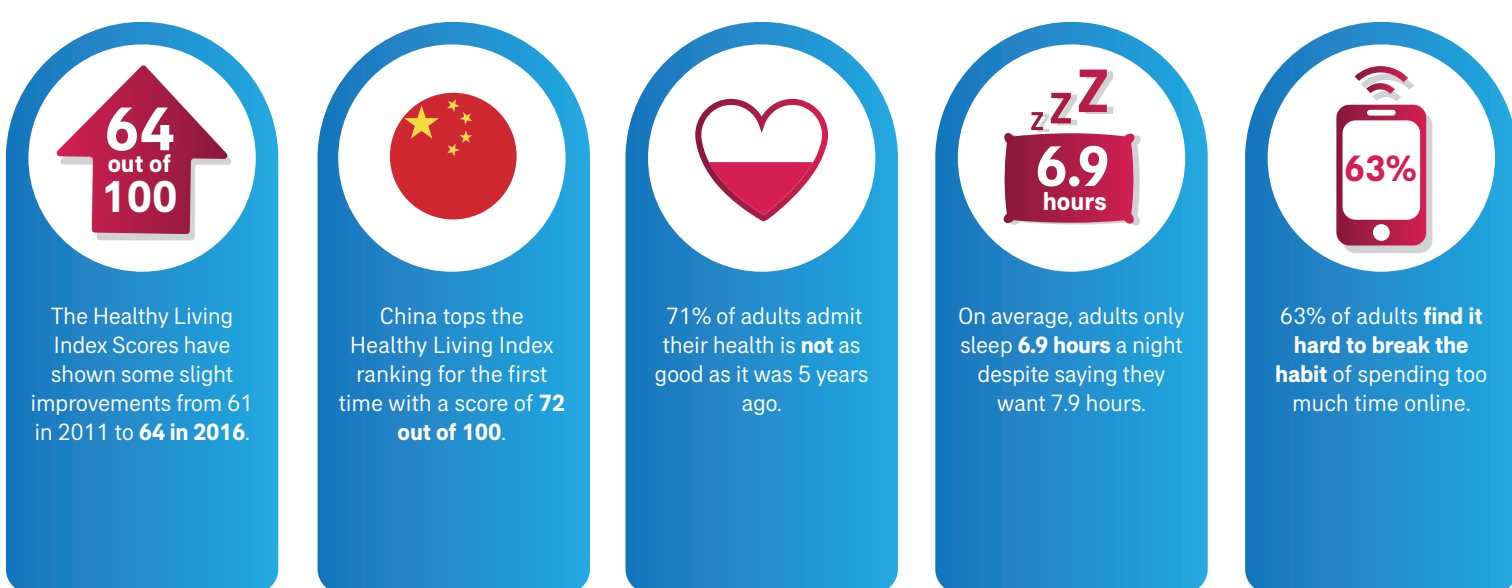


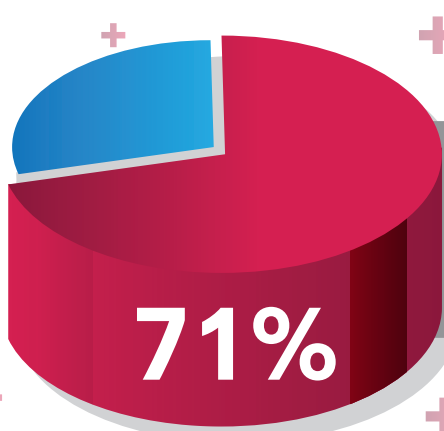
KEY REGIONAL FINDINGS

AIA Healthy Living Index measures consumers' satisfaction with their health and wellness behaviours. We surveyed a total of **10,316 adults** across **15 markets in Asia Pacific**.

Key highlights



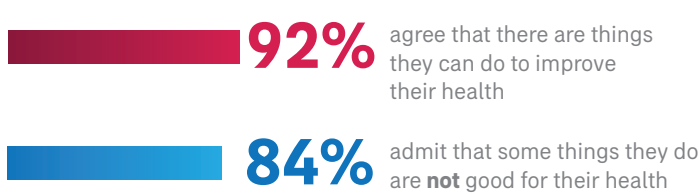
1 Poorer health across the region



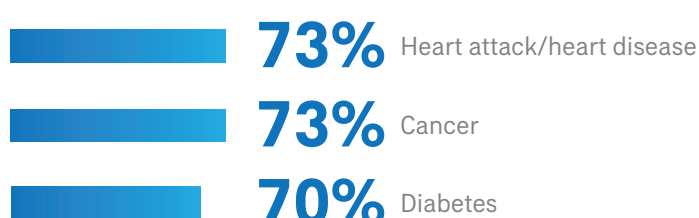
Across the region, adults give themselves a 7.3/10 satisfaction rating on their health, a slight improvement from 2013. But 71% still feel their health is not as good as 5 years ago.

2 High awareness of the need for behaviour change

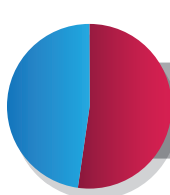
Health awareness:



Main health concerns:



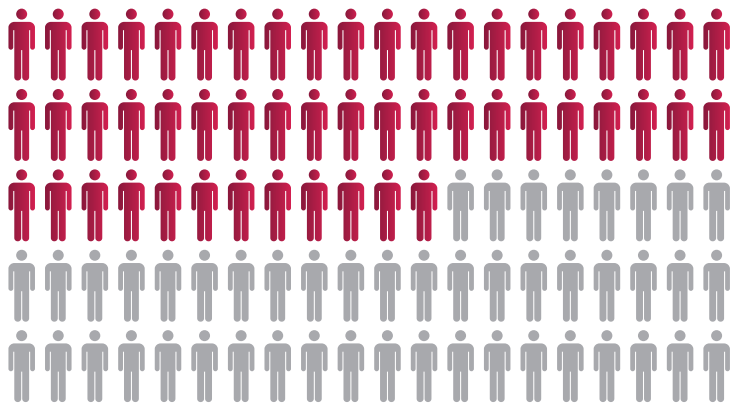
Weight loss:



of adults want to lose weight, with a huge regional average of 7.3kg

3 Despite high awareness, people are not taking enough actions to help themselves

Only **52%** of adults in the region had a medical check in the last 12 months



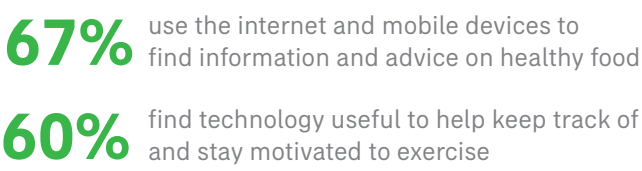
Hong Kong and **India** have the lowest number of medical check-ups at **29%**, way behind **China** who lead the way with **71%**.

Knowledge about eating healthily is still fairly basic:

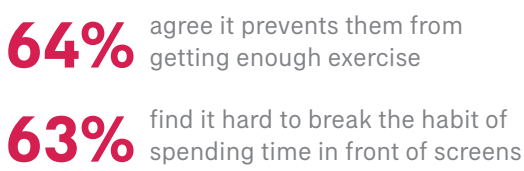


4 Technology is making an impact on healthy living

For the good:



For the bad:

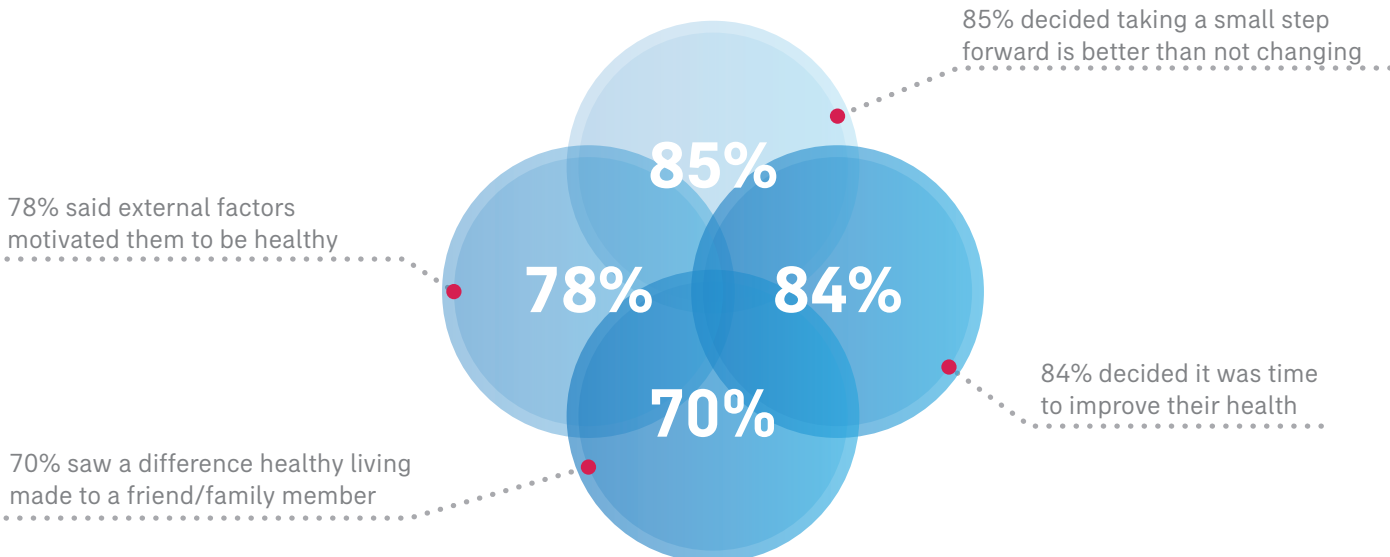


3 hours

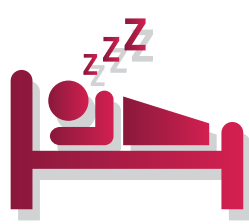
the average number of hours adults in Asia spend online for **non-work purposes**

5 A change in behaviour is emerging

The desire to make a change is likely to be self-driven



5 key drivers of healthy living



Getting sufficient sleep



Exercising regularly



Eating healthily



Maintaining a positive mindset



Knowing how to reduce stress