

The AIA Healthy Living Index 2018

Key Regional Findings

AIA has been asking about people's attitudes to health since 2011 and this year surveyed 11,000 people in Australia, Cambodia, mainland China, Hong Kong, India, Indonesia, Korea, Macau, Malaysia, New Zealand, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand and Vietnam.

● People are less satisfied with their health, but they are adopting more healthy behaviours



The AIA Healthy Living Index 2018 score is

64

unchanged compared with the score from 2016

Satisfaction with health declines



81%
in 2018



84%
in 2016

Weekly exercise has increased



3.6
hours per week
in 2018



3.0
hours per week
in 2016

But healthy eating proves difficult



Only 52%

continue their diet programmes after starting one.

● Environmental factors are a key health concern



62%

think that air pollution is negatively affecting their health

43%

have tried anti-pollution masks

49%

are concerned about food safety

● Activity trackers can help people be healthy



"Activity trackers are easy to use"

68%



"Activity trackers motivate me to make positive changes to my behaviour"

65%



● The cost of maintaining health is also a concern



50%

are concerned about the potential costs of critical illnesses



46%

estimate that the cost of cancer treatment would cause serious financial implications for them



36%

People identified a financial shortfall of

in their ability to pay direct cancer treatment costs