AIA HEALTHY LIVING INDEX 2011
In 15 Markets Across Asia-Pacific

Total sample size of 10,200 interviews in 2011
goingly 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

61 61 55 55 57 57 57 58 59 59 61 62 63 68 68 70 72
Regional Average Indonesia South Korea Singapore Hong Kong Thailand New Zealand Australia Taiwan India Malaysia Philippines China Vietnam Macau Brunei

5 Top Drivers of Healthy Living

HAPPY FRAME OF MIND
SUFFICIENT SLEEP
EAT HEALTHIER
GOOD FAMILY RELATIONS
EXERCISE REGULARLY

Only 56% had medical check-up in past 12 months
67% say health not as good as 5 years ago
Work Life Balance
a well balanced life leads to better overall wellbeing
Only **36%** of people believe they have good work-life balance

Sleep
a top driver of healthy living, but many are sleep deprived
Adults, on average, want **8.1 hrs** of sleep,
but get only **6.8 hrs** that's a **1.3 hr** sleep gap

Weight
many want to lose weight, a concern most likely to grow
9 in 10 adults worry about obesity among younger people
**54%** want to lose weight

Exercise
routines leave much room for improvement
**42%**
Average less than an hour of exercise a week

Stress
stress is a major health concern
**30%**
of adults say they are concerned about being under too much stress

Food Safety
high concern & not limited to emerging markets
**78%**
on average are concerned about food safety

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