



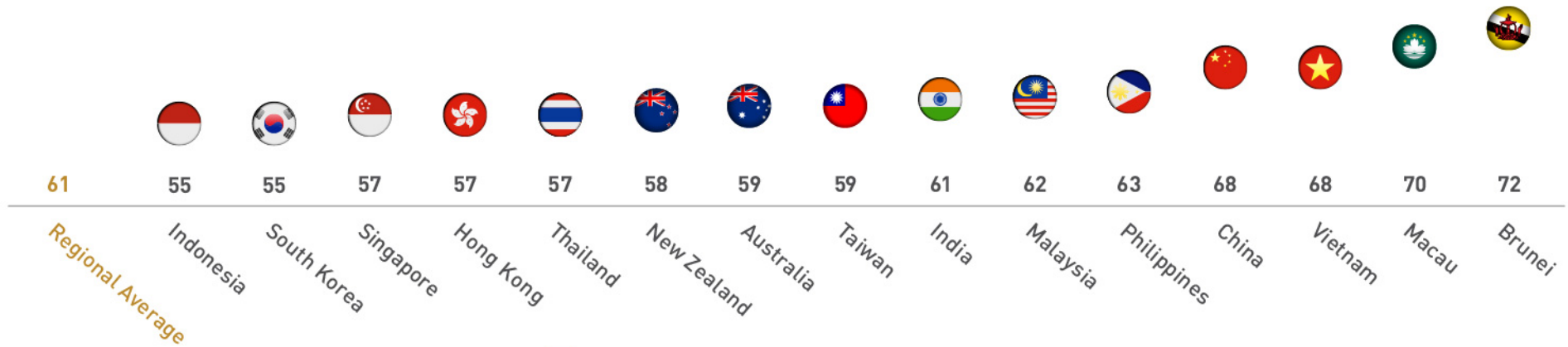
# AIA HEALTHY LIVING INDEX 2011

In 15 Markets Across Asia-Pacific

Total sample size of **10,200** interviews in 2011  
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



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 **8.1hrs** of sleep,

but get only **6.8hrs** that's a **1.3hr** sleep gap



Thailand



Singapore

## 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



Korea



Taiwan



Australia

## Exercise

routines leave much room for improvement

**42%**

Average less than an hour of exercise a week



Hong Kong



Indonesia



India

## Stress

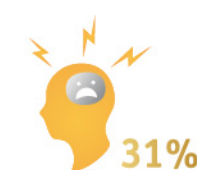
stress is a major health concern

**30%**

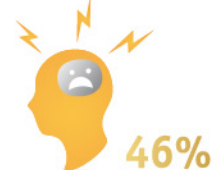
of adults say they are concerned about being under too much stress



Philippines



Hong Kong



South Korea

## Food Safety

high concern & not limited to emerging markets

**78%**

on average are concerned about food safety



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 health hazards.