



# AIA HEALTHY LIVING INDEX 2013

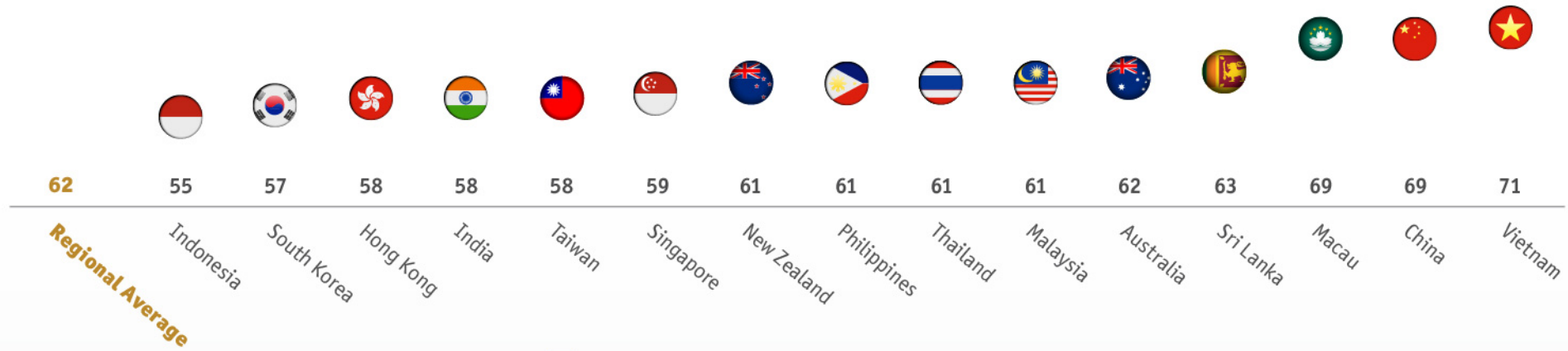
In 15 Markets Across Asia-Pacific

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.