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

Regional Average

62 55 57 58 58 59 61 61 61 61 62 63 69 69 71

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
- **1.7 hrs** Thailand
- **1.8 hrs** 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
- **64%** Malaysia
- **73%** Australia
- **74%** Korea

### Exercise
- routines leave much room for improvement
- **32%** do not exercise regularly
- Average only 3 hrs of exercise a week
- **1.8 hrs** India
- **2.4 hrs** Singapore
- **4.0 hrs** 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.