AIA Healthy Living Index measures consumers’ satisfaction with their health and wellness behaviours. We surveyed a total of 10,316 adults across 15 markets in Asia Pacific.

**Key highlights**

The Healthy Living Index Scores have shown some slight improvements from 61 in 2011 to 64 in 2016.

- **China** tops the Healthy Living Index ranking for the first time with a score of 72 out of 100.
- 71% of adults admit their health is not as good as it was 5 years ago.
- On average, adults wake up 6.9 hours a night despite saying they want 7.9 hours.
- 63% of adults find it hard to break the habit of spending too much time online.

**Main health concerns:**

- Heart attack/heart disease: 73%
- Cancer: 73%
- Diabetics: 70%

**Health awareness:**

- 92% agree that there are things that can be done to improve their health.
- 84% of adults in the region have a high level of concern over their health.

**High awareness of the need for behaviour change**

- 48% of adults scored above average, with a huge regional average of 7.9.

**Despite high awareness, people are not taking enough actions to help themselves**

- Only 52% of adults in the region had a medical check in the last 12 months.

**Knowledge about eating healthily is still fairly basic**

- 84% admit that some things they do are not good for their health.
- 73% think healthy foods are more expensive.
- 78% said external factors motivated them to be healthy.
- 85% decided taking a small step forward was better than not changing.

**Technology is making an impact on healthy living**

- 67% use the internet and mobile devices to find information and advice on healthy food.
- 60% find technology useful to help keep track of and stay motivated to exercise.

**For the good:**

- 64% agree it’s easier for them to get enough exercise.

**For the bad:**

- 63% find it hard to break the habit of spending time in front of screens.

**A change in behaviour is emerging**

- The desire to make a change is likely to be self-driven.
- 85% of adults who had a medical check in the last 12 months have a better lifestyle.
- 70% of adults who had a medical check in the last 12 months have a better lifestyle.
- 79% had a different healthy eating habit in a friend/family member.

**5 key drivers of healthy living**

- Getting sufficient sleep
- Exercising regularly
- Eating healthily
- Maintaining a positive mindset
- Knowing how to reduce stress