

KEY REGIONAL FINDINGS

+

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.



٠

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

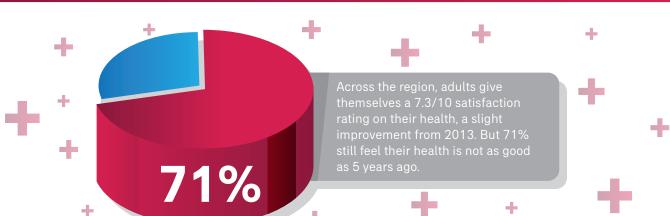


On average, adults only sleep 6.9 hours a night despite saying they want 7.9 hours.



63% of adults find it hard to break the habit of spending too

Poorer health across the region



High awareness of the need for behaviour change

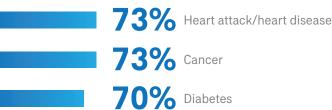
Health awareness:

they can do to improve

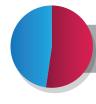
agree that there are things

84% admit that some things they do are **not** good for their health

Main health concerns:



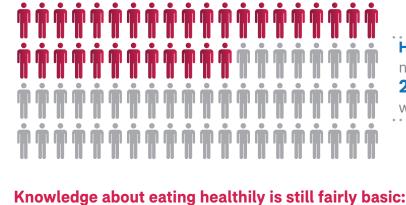
Weight loss:



of adults want to lose weight, with a huge regional average of 7.3kg

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



number of medical check-ups at **29%**, way behind **China** who lead the way with **71%**.

Hong Kong and India have the lowest









For the good: For the bad:

67% use the internet and mobile devices to find information and advice on healthy food

find technology useful to help keep track of and stay motivated to exercise

The desire to make a change is likely to be self-driven

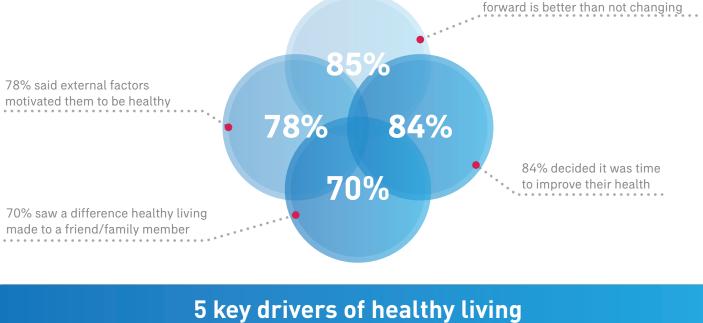
63% find it hard to break the habit of spending time in front of screens

85% decided taking a small step

64% agree it prevents them from getting enough exercise

the average number of hours adults in Asia spend online for non-work purposes A change in behaviour is emerging









sleep









stress