



HEALTHIER, LONGER,
BETTER LIVES

THE AIA HEALTHIER TOGETHER STUDY





80+ Experts with 6,000 People

Discover the Eight Ingredients of a Healthier, Longer, Better Life

At AIA we are committed to helping people live Healthier, Longer, Better Lives. We recognise that people want to live Healthier, Longer, Better Lives, but despite all the self-help books and advice, most of us don't know what we need to do to achieve it.

So we commissioned the AIA Healthier Together study, a unique breakthrough piece of research involving 80+ wellness experts, to find out what actions people can take to help them live Healthier, Longer, Better Lives, then followed that with a survey of 6,000 people to see how many were taking these actions.

WHAT WE DID

We first talked to experts across six markets in Asia-Pacific to identify the actions and attitudes people engage in when looking for a healthier, longer, better life. These health and wellness experts included academics, life-coaches, psychologists, mental health experts, influential authors, healthcare representatives and influencers from leading institutions, business and government – professionals who have dedicated years to answering how to live a better life. Our discussions with these experts covered a broad range of topics:



We then conducted a survey of 6,000 people across Australia, Mainland China, Hong Kong SAR, Malaysia, Singapore and Thailand, representing a cross-section of different Asia-Pacific countries and cultures, asking them to rate how much they felt they were living Healthier, Longer, Better Lives and to tell us which actions make the most impact on them and those they find easiest to take.

WHAT WE DISCOVERED

This breakthrough study delivered a blueprint for **'How to live a healthier, longer, better life'** and **'What to do to achieve it'**.

Based on the extensive insights and data received from the health and wellness experts, we discovered eight core ingredients, along with tangible actions that people can take, which form the key building blocks of living a healthier, longer, better life.

**'How to live a healthier, longer, better life'
and 'What to do to achieve it'**



The Eight Ingredients of Living a Healthier, Longer, Better Life



Understand yourself and your emotions

What you can do:

Take time to understand what motivates you, understand what is important to you in life, and understand your limits, strengths, and weaknesses.



Take time to understand your motivations, values, strengths and weaknesses.



Feel a sense of independence

What you can do:

Feel confident identifying what is right for you, focus time and energy on things you can control, and be capable of improving your mental health.



Feel confident identifying what you can control and what is right for you.



Self-motivate

What you can do:

Focus on your own personal goals, look for ways to make work/tasks/chores more engaging, and see setbacks as learning opportunities.



Focus on personal goals and see setbacks as learning opportunities.



Make time to recharge

What you can do:

Create clear boundaries between work and personal time and find ways to recharge your energy levels.



Create clear boundaries between work and personal time.



Maintain quality relationships

What you can do:

Focus on giving people your full attention, be open and honest with others, and seek out like-minded people who share similar interests.



Seek out like-minded people and focus on giving them your full attention.



Be active and engaged

What you can do:

Be an active member of your wider community, remain socially active with friends and family, and remain physically and mentally active.



Be active in your community, and keep physically, socially and mentally active.



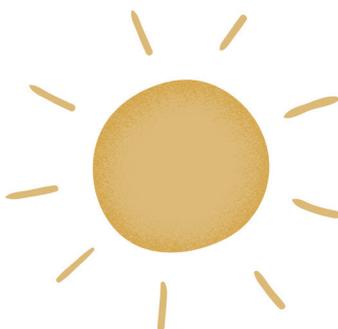
Never stop learning or exploring

What you can do:

Explore new ideas and engage with new things, challenge your own thinking, and be open to change.



Explore new ideas and challenge your own thinking.



Have an optimistic outlook

What you can do:

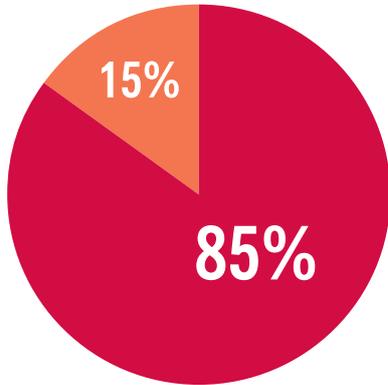
Look for the positive things in everyday situations, not letting negative events of the past affect the present and finding enjoyment in work.



Look for the positive every day and stay focused on the present.

How are we doing?

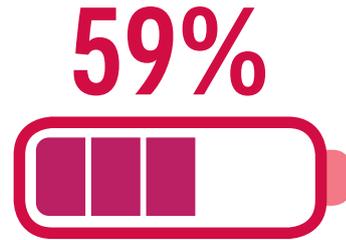
Our survey highlighted that there is still a lot more that we can be doing to live Healthier, Longer, Better Lives.



85% of those surveyed rated themselves as not sufficiently adopting the eight ingredients, while only 15% believed they are.

What's the easiest first thing to do?

Again this will depend on how you are living your life already, but our survey participants did provide insights into what they felt they could most easily do to help them live Healthier, Longer, Better Lives.



TAKE TIME TO RELAX AND RECHARGE

In our analysis of areas people can work on to live Healthier, Longer, Better Lives, 59% answered "Taking time to relax and recharge".

What's the best thing to do?

This depends on which of the eight building blocks you already have in place – the ingredients of your life right now – but our survey did highlight one thing that has the biggest impact on living a healthier, longer, better life:



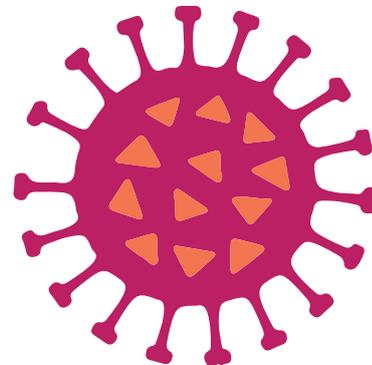
Of those who were adopting at least seven of the eight ingredients to a healthier, longer, better life,

97% feel they have an **optimistic outlook** on life, which was

2.3 times more prevalent amongst this group than the others.

How about the impact of COVID-19?

The impact of the COVID-19 pandemic helped to differentiate more clearly what people do differently, between those who feel they are adopting the key ingredients and those who are not, so it strengthened our findings.



The group of survey participants who felt they are adopting most of the ingredients of a healthier, longer, better life, also said that COVID-19 has had less of a negative impact on their ability to do so.