



# AIA Australia Healthy Living Index Survey 2016

A complete picture of Australia's health and wellbeing  
May 2016

*Life's better with the right partner®*



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# Contents

Introduction .....	<b>02</b>
Understanding the index & how healthy living is interpreted .....	<b>03</b>
Healthy living attitudes, motivators & satisfaction levels .....	<b>04</b>
Top health worries for Australia .....	<b>04</b>
What are the new threats to healthy living?.....	<b>05</b>
Taking small steps & devices .....	<b>07</b>

# Introduction

According to the latest government statistics, two in three Australians are currently overweight or obese and chronic disease is the leading cause of death and disability in the country. These preventive health challenges affect all sectors in Australia, including the life insurance industry.

At AIA Australia, we see this first hand, with increasing numbers of claims made because of chronic diseases that affect a person's ability to work, causing financial strain and impacting on their quality of life. Finding a way to halt this trend is critical for Australians to live better and happier lives and for a more sustainable future for our national health system.

As life insurance specialists trusted to protect more than three million Australians, AIA Australia is committed to empowering people to live longer and healthier lives. It is what drives us as a business, and helps shape the investment we make in health and wellbeing solutions that are adaptable for a range of lifestyles and life stages for Australians.

To keep abreast of the key trends that impact on Australia's health, AIA Australia (as part of AIA Group) undertakes an biannual survey called the "Healthy Living Index Survey", carried out by global survey company TNS. Conducted across 15 Asia Pacific markets (Australia, Indonesia, Korea, Hong Kong, India, Taiwan, Singapore, The Philippines, New Zealand, Thailand, Malaysia, Sri Lanka, Mongolia, China and Vietnam), the survey seeks to understand how people in the Asia-Pacific region feel about their health, their concerns, hopes for a healthier way of life and how this has changed since the first Healthy

Living Index Survey carried out in 2011.

The AIA Healthy Living Index Survey is based on interviews with the general population that (1) focuses on health and (2) covers a broad spectrum of health related aspects - both behaviour and self-ratings (the latter is not very common in other studies).

The results from the 2016 Healthy Living Index Survey highlight a number of interesting findings in Australia.

# Understanding the index & how healthy living is interpreted

The AIA Australia Healthy Living Index Survey has been constructed to reflect respondents' participation in four key behaviours, including:

- Eating and drinking;
- Amount of sleep;
- Frequency of exercise and medical check-ups; and
- Satisfaction on the 12 key drivers of healthy living.

The index is weighted towards the four behaviours, and contributes two thirds of the index figure result. The remaining one third of the index is based on respondents' satisfaction with their health.

A total of 10,245 interviews were undertaken across these markets (601 interviews in Australia) via an online completion survey.

Fieldwork was conducted via online interviews in Australia, and quotas applied on age, gender and household income to deliver a representative sample.

The survey was conducted by global research firm TNS.

# Healthy living attitudes, motivators & satisfaction levels

Past waves of the survey show that there is universal agreement in Australia that healthy living is important. Satisfaction with own health among adults in Australia has improved over the years, from 6.3 out of 10 in 2011 to 6.8 in the latest wave. However, it is still lower than the regional average of 7.3. There remains room for improvement especially when 65% of adults say that their health is not as good as it was 5 years ago.

Australian adults who think their health is **NOT AS GOOD** as it was 5 years ago

**HAS INCREASED SIGNIFICANTLY**

**65% IN 2015**

**VS.**

**54% IN 2011**

## Top health worries for Australia

Conditions of most concern are medical-related, with cancer topping the list at 67%, followed by heart disease (65%). Emotional anxiety and depression are also of concern to Australian adults (65%), while being overweight/obesity is the fifth biggest concern with 63%.

Among women, breast cancer is of highest concern (56%) and prostate cancer is of highest concern among men (46%). Overall, Australian adults are most concerned about skin cancer (around a third) more so than their counterparts in the region (~10%).



# What are the new threats to healthy living?

## The Internet & Social Networking

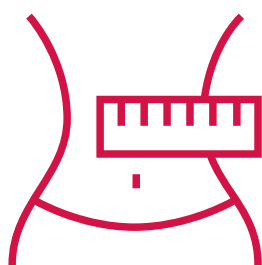
Australia is one of the more well-connected markets in the region and adults in Australia spend many hours in front of screens for non-work uses (4 hours per day compared to regional average of 3 hours).

About half (52%) of the adults in Australia agree social networking and spending time online is becoming addictive for them – albeit a little lower than regional average of 57%. The 52% is a significant increase from 45% two years ago. Those saying it is hard to break the habit of spending too much time in front of screens has also increased (61% compared to 56% in 2013).

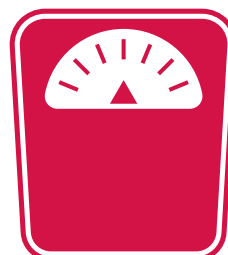


## Weight control & Obesity

Two in three adults (68%) would like to lose weight, much higher than the regional average of 48%. On average, they would like to lose a substantial 8.3 kgs (vs. regional average of 7.3 kgs). While desire to lose weight and the amount they would like to lose is dependent on BMI, even 46% of those with normal range of BMI would like to lose weight and on average, over 5 kgs each, with looking good being the key reason. This goal is unlikely to be met unless eating habits improve significantly.



**68%** of Australians **WANT TO LOSE WEIGHT**

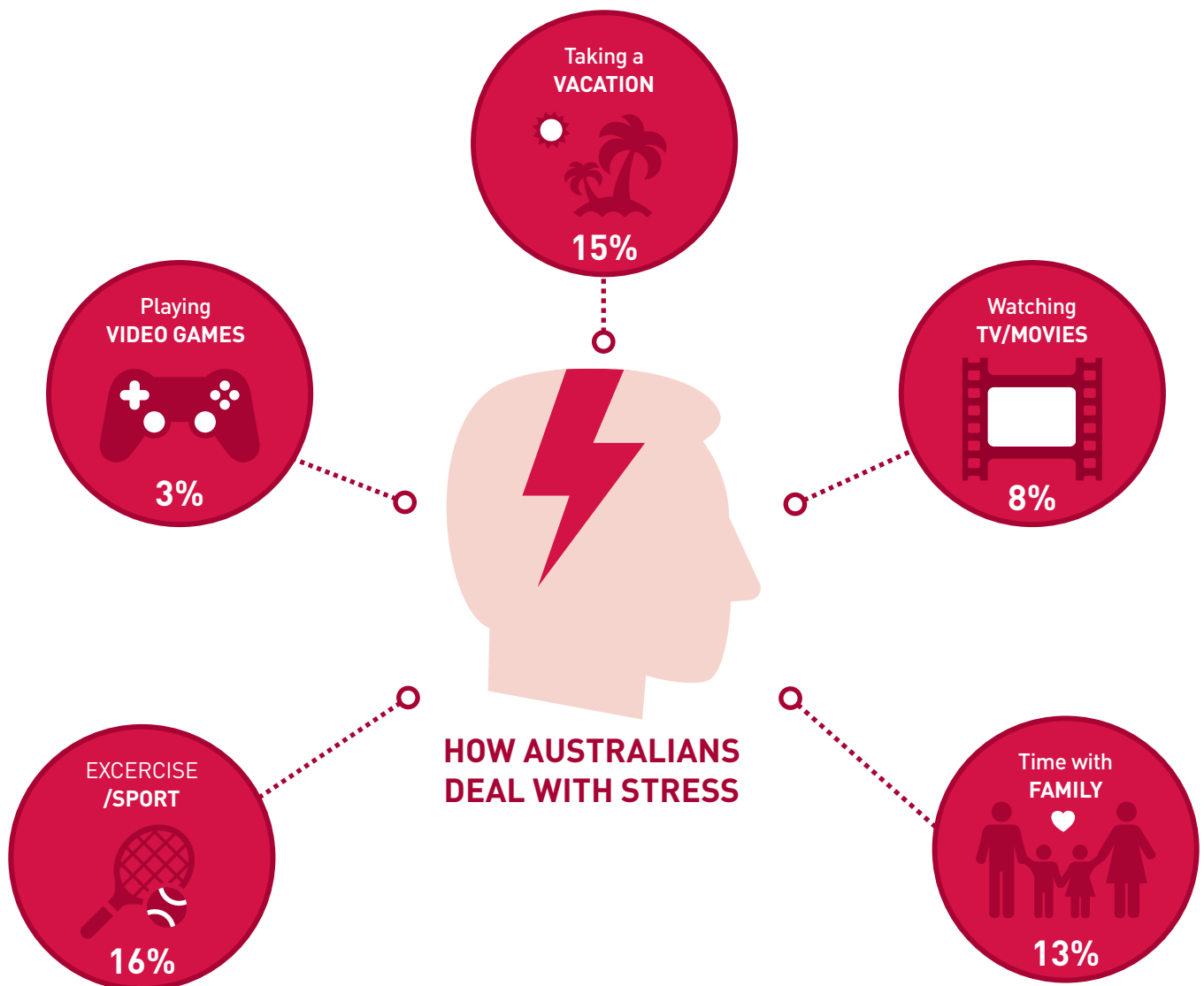


With an average weight loss **TARGET OF 8.3KG**

## Stress

Adults in Australia feel stressed at about the same level as the rest of region (6.3 vs. 6.2 out of 10). The key sources of stress are finances (75%) & managing family needs (63%), followed by concerns about work and health (59% each)- though work is less a source of stress in Australia (59% vs. 69% regional average).

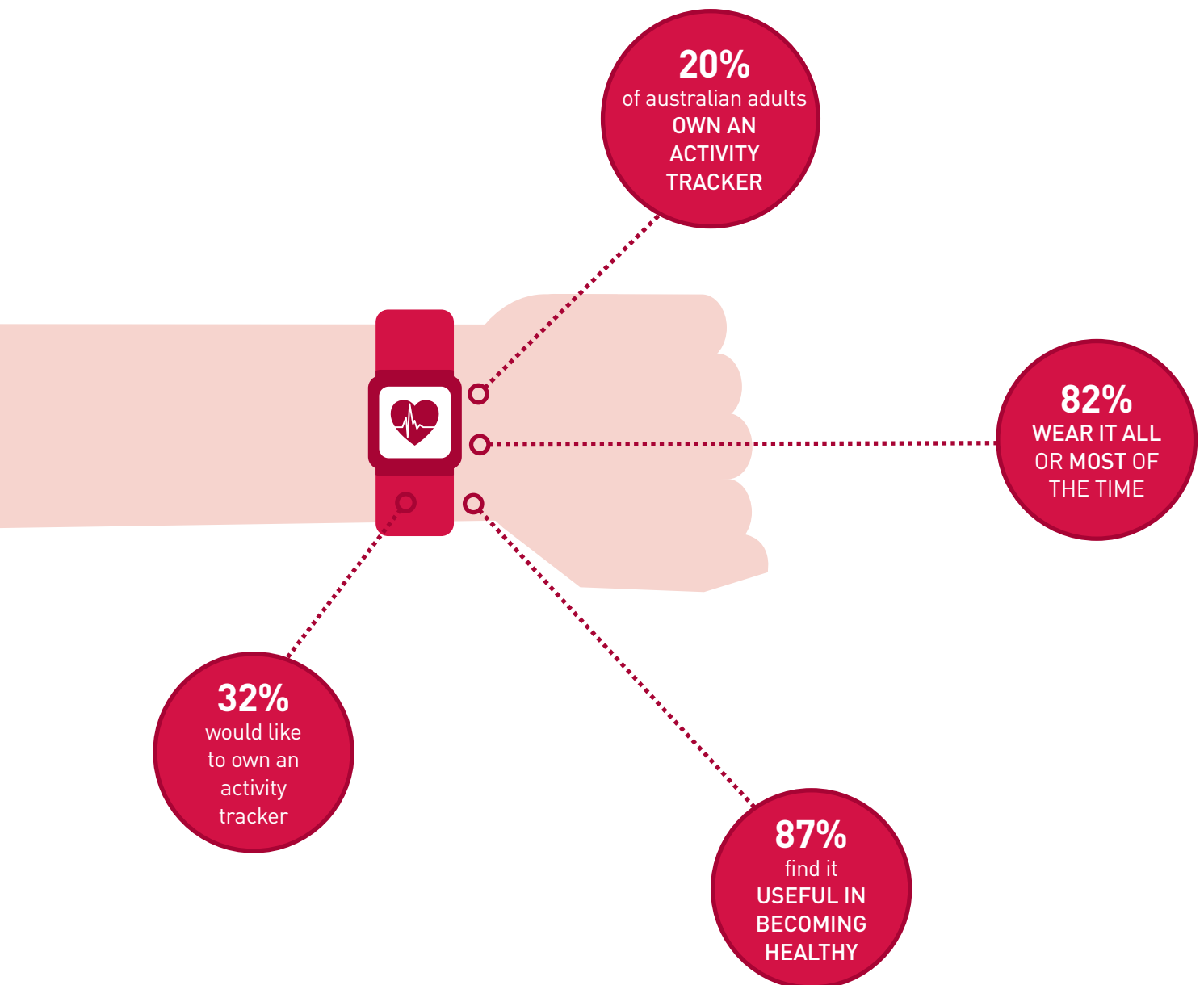
On a positive note, Australian adults regard exercise/sport (16%), taking a vacation (15%) and spending time with family (13%) as the most effective ways of dealing with stress than watching TV (8%) playing video games (3%) or spending time online (1%).



# Taking small steps & devices

While 10% in Australia say they have taken major steps towards living a healthy life, another 63% say they have taken some small steps in that direction. Among those who have taken some steps – major or small - towards healthy living, 83% just decided it was time to improve health and 80% decided to take a small step forward than do nothing – aided by more reminders to be healthy these days.

Current ownership of wearable activity tracker (20%) among adults in Australia is higher than regional average (8%) and there is also significant desire to own one (again higher than the region 32% vs. 21%). Majority (82%) of those who own such devices wear it all the time or most of the time, much more so than others in the region (76%). Owners of such devices and users of apps find them useful (87%) in helping them become healthy.





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