AIA New Zealand Healthy Living Index Survey Findings

New Zealanders Underperforming in Key Healthy Living Indicators, New AIA Regional Survey Finds

A comprehensive independent survey of people in 15Asia Pacific nations has found that across the region, people score an averageof 61 out of a possible 100 in health living indicators. And despite ourfood basket status and patina of outdoorsiness, New Zealanders score belowaverage, at just 58 out of 100.

The Healthy Living Index Survey was conducted bylife insurance group AIA, which has been represented in this country since 1981by AIA New Zealand. In the canvassing ofboth emerging and developed markets, Indonesiaand Korea placed at thebottom of the list (on 55) and Macau and Brunei at the top, with 70 and 72respectively.

Closest to New Zealand in the rankings were Thailand,Hong Kong and Singapore (allscoring 57) and Australiaand Taiwan,both on 59. In general, people in established, developed markets fared worseand were found to be less satisfied with their health, more sleep-deprived,less likely to exercise regularly and to feel more need to lose weight.

The index is derived from the combination ofsatisfaction with own health + extent of healthy behaviours (across the board,respondents satisfaction rated higher than the healthiness of behaviours, withthe greatest disparity seen among Indonesians, Indians and Filipinos, and theclosest match of satisfaction with behaviours seen for China and Brunei. New Zealand ranked in the mid-range, with nearlyidentical results to Australiaand Taiwan).

For the AIA survey, more than 10,200 interviewswere conducted by global research firm TNS. The subjects were questioned abouttheir views on their own health and degree of satisfaction, their healthbehaviours, and their motivations and drivers for healthy living, as well ashealth-related concerns.

Other key findings:

About 7 in 10 of overall respondents said their health is not as good as five years ago 56% of New Zealanders said this;Better quality of life and better mental health are the key motivators for New Zealanders to live a healthy life;The key health-related concerns for New Zealanders are not exercising enough and weight is too high (in both categories, NZers scored 9% higher than the regional average), along with too much snacking (5% higher than region), too much alcohol and feeling depressed (both 2% higher), and smoking too much and not getting enough sleep (1% higher);New Zealanders are the least concerned about food safety of any nation in the region;New Zealand is in the mid-range in the region in terms of exercise, with 50% of Kiwis saying they do not exercise regularly against a regional average of 49%;One-third of NZers exercise less than an hour per week. There were also some important signals to employers.Whats particularly interesting to us as a company was what employees told theresearchers about work environments, AIA New Zealand CEO Wayne Besant says. Whenasked whether companies could do more to help staff lead healthier lives, 76%of Kiwi respondents said yes, and added that offering healthy food options inthe office and providing flu vaccinations were the two best ways companiescould help.

Australians said the same, while:

-Koreans, Taiwanese and those in Hong Kong highlighted less overtime/less stress;- Indonesians and Singaporeans most wanted medical check-up assistance (subsidized or free);- Respondents from Macau and Brunei were the most passionate about the flu jab;-Indians, Vietnamese and Brunei respondents most wanted employers to make sure the workplace is clean;- Thais, Malaysians and those in Brunei most wanted companies to organize health events for employees and families;-Thais were most in favour of having employers encourage exercise to and from work.

To help promote healthy living measures for staff, 13of the AIA businesses in the region are holding a Health Living Day, withactivities ranging from visiting low-income schools to distribute apples,toothbrushes and dental hygiene information (Indonesia), to charity walks(Malaysia) and bicycle rides followed by bike donations to needy children(Korea). In Australia,430 staff were involved in an October Holistic Healthy Living Expo, with healthassessments, one-on-one expert consultations and prizes for most improvedhealth results.

In New Zealand, a 16November Hunt for Wellbeing in Takapuna saw 80 AIA New Zealand staff takepart in a team competition. The scavenger hunt followed an Amazing Race themeand structure, with various physical activities around the neighbourhood tofind the winning team. All proceeds were donated to Canteen, the charitysupporting teenagers with cancer.

AboutAIA New Zealand

AIA New Zealand is the trading name ofAmerican International Assurance Company (Bermuda) Limited (AIA) in New Zealand,and a member of the AIA Group.Sincethe company arrived in New Zealand in 1981, AIA New Zealand hasconsistently provided the market with innovative personal and business insurance products that suit the Kiwi way of life.Today we offer a complete range of risk management products that focus on theneeds of our customers.

AIANew Zealand is based in Auckland with regionaloffices in Wellington, Hamiltonand Christchurch.However, through our Insurance consultant network, we reach every corner of thecountry.

AIANew Zealand is a member of the Investment Savings and Insurance Association(ISI), the Insurance and Savings Ombudsman Scheme (ISO) and the Health FundsAssociation of New Zealand (HFANZ).

About the AIAGroup

AIAGroup Limited and its subsidiaries (collectively the AIA Group or theGroup) comprise the largest independent publicly listed pan-Asian life insurancegroup in the world, with a broad footprint spanning 15 markets in Asia Pacific.The Group traces its roots in the region back more than 90 years and has totalassets of US$107.9 billion. TheAIA Group meets the protection, savings and investment needs of individuals byoffering a comprehensive suite of products and services covering accident andhealth insurance, life insurance and retirement planning. It also providesemployee benefits, credit life and pension services to corporate clients. Throughan extensive network of more than 260,000 agents and over 21,000 employeesacross Asia Pacific, AIA serves the holders of over 23 million individualpolicies and over 10 million participating members of group policies. TheGroup has operations in Hong Kong, Thailand, Singapore, China, Malaysia, Korea,the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau,Brunei and India.

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