



**The Philippine American Life and  
General Insurance Company**

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## MEDIA RELEASE

### **AIA's Healthy Living Index Survey Uncovers: Filipinos Very Concerned About Modern Day Health Hazards Such as Pollution, Obesity and Food Safety**

*Survey also reveals that Filipinos prefer sedentary activities to relieve stress, which exacerbate new health threats. Despite high levels of concern about cancer, heart disease and diabetes, only half had a medical check-up in the past year.*

MANILA, NOVEMBER 08, 2013 – There is universal agreement among Filipinos that healthy living is important, but 75% of adults in the Philippines feel their health is not as good as it was five years ago, with 73% of younger adults under 30 agreeing with this sentiment.

The results are part of the AIA Group's 2013 Health Living Index, a survey conducted by AIA, the largest, independent pan-Asia life insurance group in the world. AIA is the parent company of Philam Life, the country's premier life insurance company. The AIA Healthy Living Index survey covered 10,245 adults aged 18 to 65 years old in 15 Asia-Pacific markets, including 750 interviews in the Philippines. This was a follow up to the last survey conducted in 2011.

The Philippines scores 61 out of a possible 100 points in the Healthy Living Index, putting it in the middle set of the 15 markets covered and therefore, with significant room for improvement. The survey also uncovers new modern-day threats to healthy living such as pollution and food safety concerns that adults in the Philippines are very worried about.

#### **New Modern Day Threats Put Further Pressure on Healthy Living**

Pollution, a modern day threat to healthy living, is a major concern across the region and particularly so in the Philippines. 100% of Filipino adults interviewed feel that pollution is becoming a real health hazard. Adults in the Philippines are concerned about all types of pollution, in the land (86%), in the air (85%), improper disposal of electronic devices (82%) as well as water pollution (82%). For all types of pollution, concern among adults in the Philippines is much higher than the regional averages and the highest among the 15 markets surveyed.

There are also very high concerns about food safety and integrity in the Philippines, as in the region - Filipinos say they are concerned about harmful ingredients in food (73%), that ingredients are not what it says on label (75%) or that food they buy may have gone bad already (73%).

Internet addiction emerges as another new modern day threat to healthy living across the region. Despite lower internet penetration than many other markets in the region, 39% of Filipinos admit that spending time online and social networking are becoming addictive. Spending time online is already preventing many adults from getting enough sleep (46%), enough exercise (44%) and also affects their posture (45%). As connectivity continues to grow in the Philippines, internet addiction is a problem likely to grow in magnitude.

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**Preference for Sedentary Stress Relief Exacerbates Health Threat from Already Poor Habits**

The Philippines fares poorly on healthy habits. 37% of Filipino adults admit they do not exercise regularly. On average, Filipinos get only 2.5 hours of exercise a week, below the regional average of 3 hours and below the ideal recommended by most experts. While desiring 8.2 hours of sleep, Filipino adults actually get only 6.7 hours of sleep on average, leading to a sleep gap of 1.5 hours, higher than the regional average of 1.2 hours. Healthy food habits in the Philippines are still limited to the basics of drinking more water and eating more fruits and vegetables.

These not very positive Healthy Living Score of Filipinos are exacerbated by a preference for sedentary means of relieving stress. The most frequently mentioned ways of dealing with stress are watching TV/movies (60%), far higher than exercising or playing a sport (only 21% ... far lower than the regional average of 39%). Spending time with family or children (40%) is also a popular way to de-stress for Filipinos.

Concern about obesity is one indicator of the impact of poor health habits; while only 32% of Filipino adults say they want to lose weight, 82% agree 'obesity among younger people is a worrying trend,' suggesting that obesity is a problem that is likely to grow.

**Health Concerns High, But Limited Actions Taken**

Cancer tops the list of health concerns in the Philippines at 51%, followed by heart disease (45%) and diabetes (38%), all at higher levels than the regional averages. Despite these high levels of concern, only 53% of Filipino adults have had a medical check-up in the past 12 months. Eighty nine percent said they would have more regular check-ups if these were not so expensive.

The study found that 96 percent of adults in the Philippines feel that employers should help employees live a healthy lifestyle, mainly by providing free health checks, providing information about living a healthy life and a clean work environment.

"Many Filipinos forgo regular medical check-ups and visit the doctor only when they feel the symptoms are serious. By that time, they may truly have a serious health problem and end up spending more money for treatment and medication," said Jessica Abaya, Philam Life's Head of Marketing.

"As a leading life insurer, we are very committed to encouraging Filipinos to lead healthier lives, to have regular checkups and to get sufficient protection coverage if they need hospitalization." Jessica Abaya added.

*For more information, log on to [www.philamlife.com](http://www.philamlife.com) or call (02) 528-2000.*

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**About Philam Life**

The Philippine American Life and General Insurance Company (Philam Life) is the country's premier life insurance company. Established on June 21, 1947, Philam Life offers an extensive line of products in the industry that provides solutions to various financial needs including life protection, health insurance, savings, education, retirement, investment, group and credit life insurance.

Philam Life is a member of AIA Group Limited, the largest independent publicly listed pan-Asian life insurance group.



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**About AIA**

AIA Group Limited and its subsidiaries (collectively "AIA" or "the Group") comprise the largest independent publicly listed pan-Asian life insurance group. It has operations in 17 markets in Asia-Pacific – wholly-owned branches and subsidiaries in Hong Kong, Thailand, Singapore, Malaysia, China, Korea, the Philippines, Australia, Indonesia, Taiwan, Vietnam, New Zealand, Macau, Brunei, a 97 per cent subsidiary in Sri Lanka, a 26 per cent joint venture in India and a representative office in Myanmar.

The business that is now AIA was first established in Shanghai over 90 years ago. It is a market leader in the Asia-Pacific region (ex-Japan) based on life insurance premiums and holds leading positions across the majority of its markets. It had total assets of US\$147 billion as of 31 May 2013.

AIA meets the savings and protection needs of individuals by offering a range of products and services including retirement savings plans, life insurance and accident and health insurance. The Group also provides employee benefits, credit life and pension services to corporate clients. Through an extensive network of agents and employees across Asia-Pacific, AIA serves the holders of more than 27 million individual policies and over 16 million participating members of group insurance schemes.

AIA Group Limited is listed on the Main Board of The Stock Exchange of Hong Kong Limited under the stock code "1299" with American Depositary Receipts (Level 1) traded on the over-the-counter market (ticker symbol: "AAGIY").

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