



**THE REAL LIFE  
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**Media Release**

## **AIA's Landmark Survey Shows: Macau Adults Much More Satisfied With Their Health Than Their Counterparts in Hong Kong**

- *Macau's Healthy Living Index score is 2<sup>nd</sup> highest amongst 15 markets*
  - *Less addicted to internet and less sleep deprived than HK adults*
- *Stress Relief Among Macau Adults less sedentary, more social and more physical*
- **BUT MODERN DAY THREATS TO HEALTHY LIVING COULD JEOPARDISE MACAU'S POSITION**
  - Internet addiction and weight management challenges likely to grow*
  - Food safety and pollution related issues of grave concern in Macau*

**Macau, 31 October 2013** – Macau scores 69 points out of a possible 100 points and ranks joint second in the 2013 AIA Healthy Living Index, the AIA Group's landmark survey of over 10,000 adults across 15 Asia Pacific markets. While only a short distance away, the survey also shows Macau adults' generally more satisfied with their health and have more healthy habits than their counterparts in Hong Kong. Hong Kong's index score of 58 places it towards the bottom of the list of markets surveyed, while Macau is tied for second place with China, albeit still with room for improvement.

However, the survey also uncovers new modern-day threats to healthy living such as internet addiction, being over-weight, food safety and pollution, which could jeopardise Macau's currently favourable situation.

Mr Mark Tucker, Group Chief Executive and President of AIA said, "AIA is very committed to helping people across the region live longer, healthier lives. By investing in this unique and extensive multi-country survey in Asia-Pacific, we are keen to identify and raise awareness concerning key trends that impact the health of adults across the region, such as the new modern-day threats to healthy living in this year's findings."

### **Findings in Macau quite different from those in Hong Kong**

While close in terms of geographic proximity, perceptions of important drivers of healthy living are quite different between Macau and Hong Kong. While sufficient sleep and a happy frame of mind are ranked in the top 5 in both markets, 'clean environment' tops the list of important drivers in Macau where adults are also more likely to attach greater importance to the emotional side of healthy living and rate such aspects as 'good family relationships' and 'taking holiday' among the top 5 drivers. Hong Kong adults, on the other hand, place more emphasis on the physical aspects of healthy living as well as 'knowing how to reduce stress', not surprising given the faster pace of life in this city and infamously long working hours.

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Satisfaction with health is higher in Macau compared to Hong Kong, though there is room for improvement for both markets. On both overall satisfaction with health and agreement with the statement “my health is not as good as it was 5 years ago” Hong Kong fares worse than Macau. 86% of Hong Kong adults (and 89% of those under 30 years) agree with that statement compared to 61% of adults in Macau.

A look at the health concerns also reveals differences. Cancer and heart disease are big concerns in both markets. All the main concerns in Hong Kong are physical, the other main ones in HK being obesity/being overweight and diabetes. Interestingly, mental conditions are of higher concern in Macau.

### **Internet addiction & sedentary lifestyles**

Internet addiction is an emerging issue across the region and is a threat to healthy living in both markets, but is a much bigger problem in Hong Kong than it is in Macau. 64% of adults in HK versus 55% of those in Macau admit that spending time online is becoming addictive. In both markets, those under 30 years have higher self-reported rates of addiction (HK 70%, Macau 61%), suggesting this problem will continue to grow given young boys and girls already have internet as an integral part of their lives.

Majority of adults in both markets know spending too much time online is preventing them from getting enough exercise and sleep and affecting their posture.

The problem is exacerbated in Hong Kong by the fact that its adults tend to choose sedentary ways of de-stressing: spending time online as a means of de-stressing is also higher in HK, especially among the under 30s. 71% in Macau say they exercise or play a sport to de-stress, compared to only 44% in Hong Kong. Adults in Macau also find more time to be more sociable – hanging out with friends (79%) and spending time with family (73%) are also much more popular ways to de-stress than in Hong Kong.

### **Impact on Healthy Behaviours**

Macau adults are also less sleep deprived than their counterparts in Hong Kong – a gap of about an hour, on average, slightly better than the regional average of 1.2 hours, but worse than the half hour sleep gap for Macau in 2011. Hong Kong has the highest sleep gap among the 15 markets surveyed: gap of 1.8 hours.

When it comes to exercise, adults in Macau are also much better than their counterparts in Hong Kong: average of 3.9 hours of exercise a week compared to 2.8 hours in Hong Kong and 3 hours for the regional average. Healthy attitudes must also include a sensible approach to diet and Macau adults also perform admirably in this respect. Adults in Macau are more attentive to healthy food habits – at least half the adults are trying to practise 9 healthy food habits out of a list of 11 that respondents were asked about. The corresponding figure for Hong Kong is only 2.

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These better exercise and food habits in Macau are further backed up by a proactive mind-set that sees 61% having had a medical check-up in the past 12 months, again comparing much more favourably to the Hong Kong figure of 37% and the regional average of 53%.

### **Other new modern-day threats – Over-weight, Food Safety and Pollution**

The percentage of adults who want to lose weight seems inversely related to both the amount of exercise and the number of healthy food habits adults are trying to practise. As such, Hong Kong has a higher proportion (65%) of adults wanting to lose weight, with Macau at 48%. However, 76% of the under-30s in Macau say they want to lose weight compared with 68% in Hong Kong. With 95% of HK adults and 76% of their counterparts in Macau expressing worries about ‘obesity among younger people’, this is another problem that is likely to grow.

Food safety and integrity are of great concern across the region given the spate of food related scandals. With Hong Kong and Macau getting most of their fresh food from across the border, over two-thirds of adults in both markets are concerned about the various aspects of food safety and integrity – food containing harmful ingredients (Macau 70%, HK 74%), that the ingredients are not what is says on the label (Macau 68%, HK 69%) and that food they buy may have already gone bad (Macau 65%, HK 66%).

Finally, pollution is another threat to healthy living that is of concern across the region and also to adults in Macau. 93% of Macau residents agree ‘pollution is becoming a real health hazard’ and the majority of adults are concerned about various types of pollution – in air, in water, in land as well as the improper disposal of e-devices. This, coupled with the fact that ‘a clean environment’ is seen as the most important driver of healthy living in Macau signals a widespread awareness of the impact of environmental factors on the well-being and quality of life of local residents as Macau continues its growth and economic development.

Mr Chris Ma, Chief Executive Officer of AIA Macau, said, “In general, the 2013 survey results for Macau are encouraging as they suggest that Macau residents are making a clear and conscious effort to lead healthy, active lives. That said, maintaining the position near the top of the Healthy Living Index is going to be increasingly challenging given rapid economic development, the accelerating pace of life and the new modern day threats to healthy living. All of us in Macau must continue to do more to achieve our goal of leading longer, healthier lives. AIA will continue to actively work with the community and our customers to promote positive attitudes and healthy behaviours.”

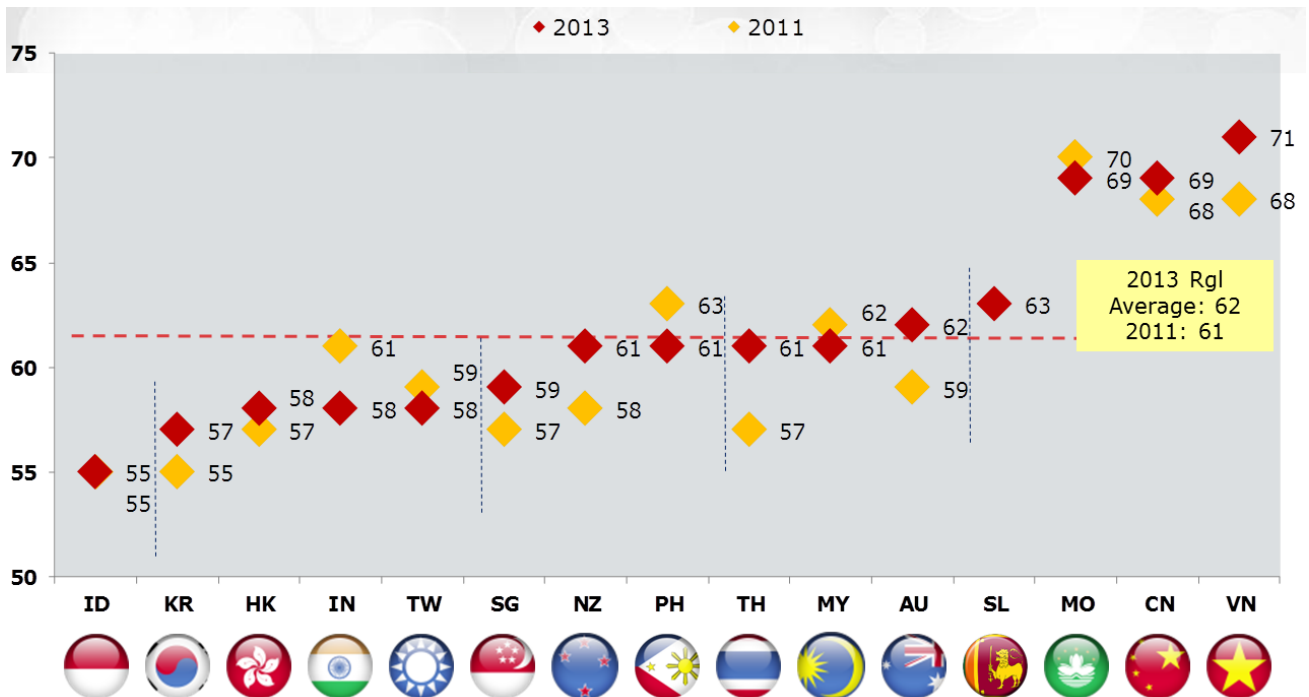
Launched in 2011, the AIA Healthy Living Index is a survey conducted to understand how people feel about their health and the extent of their health habits, as well as their concerns and hopes for a healthier way of life. Commissioned by the AIA Group and conducted by TNS, an independent, global research company, the 2013 survey involved one-to-one interviews with 10,245 adults 18-65 years old (including 153 adults in Macau)

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across the 15 markets of China, Hong Kong, Macau, Singapore, Malaysia, Thailand, Korea, Taiwan, India, Indonesia, the Philippines, Vietnam, Australia, New Zealand and Sri Lanka.

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Macau ranks 2<sup>nd</sup> in the 2013 AIA Healthy Living Index, with healthy behaviours and active lifestyles helping the territory maintain its position as one of Asia Pacific’s best-performing markets

**About AIA Hong Kong and AIA Macau**

AIA Hong Kong and AIA Macau are subsidiaries of AIA Group Limited. AIA Group Limited established its operations in Hong Kong in 1931. We have the largest team of financial planners in Hong Kong and Macau\*. We are the leader in developing innovative insurance products that meet customers’ needs at every stage of their lives. We offer products ranging from individual life, group life, accident, medical and health, personal lines insurance to investment-linked products with over 100 investment options.

\* As of 31 May 2013

**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.

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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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