

RETHINKING HEALTHY: WHAT OVERALL WELL- BEING MEANS TO FILIPINOS

March 4, 2025



HEALTHIER, LONGER,
BETTER LIVES



HEALTHY LOOKS DIFFERENT ON EVERYONE.

There are common conventions on what is “healthy;” however, many don’t see themselves reflected in these ideals. This can make healthy behaviors seem intimidating or unreachable.

AIA’s purpose is to empower people to live **Healthier, Longer and Better Lives**. As such, we want to make healthy more inclusive and accessible. We want to celebrate all forms of well-being and emphasize that health is not about perfection, but about progress.

But first, we needed to know what healthy means to Filipinos. We commissioned a study to understand current definitions of health, and the barriers that get in the way of healthy. It’s from that starting point that we can then challenge traditional ways of thinking, break stereotypes, and explore how to make healthy choices easier, more realistic and more attainable.

Ultimately, AIA encourages a more whole-person approach to health, and make holistic well-being achievable for everyone. Together, let’s **RETHINK HEALTHY**.

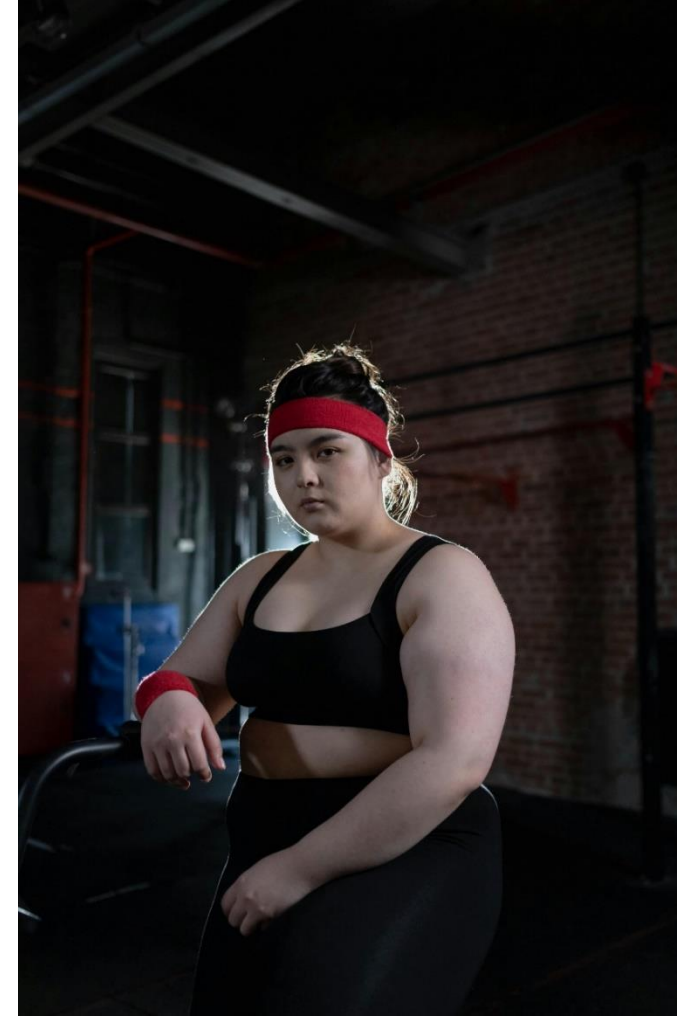


OBJECTIVES

1 To understand how Filipinos define their current state of health and how it relates to their overall quality of life

2 To explore motivations, concerns and behaviors that impact Filipinos' pursuit of holistic health

3 To identify how Filipinos' well-being influence their attitude towards financial security





Total respondents = 1,005

Gender



Male **52%**



Female **48%**

Ages

25%

Gen Z (18-25 y/o)

52%
Millennials

Younger Millennials
(26-35 y/o)

26%

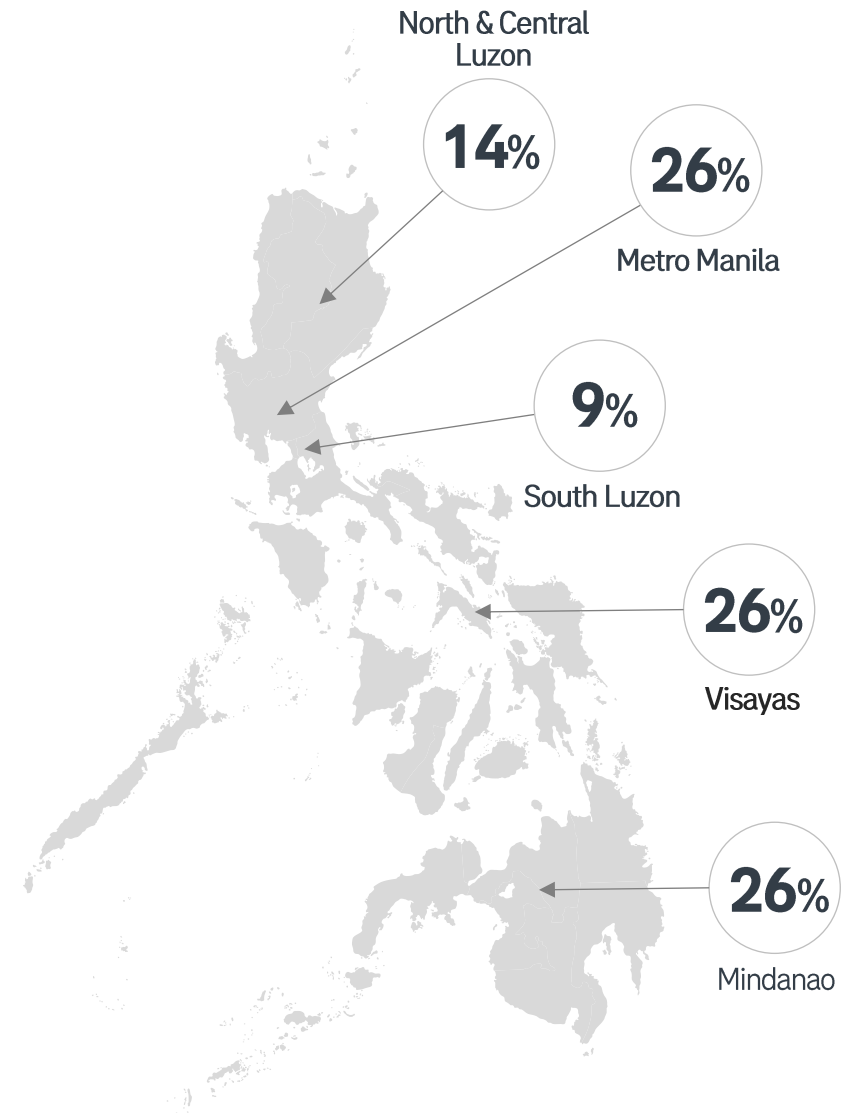
Older Millennials
(36-45 y/o)

26%

23%

Gen X (46-59 y/o)

Where they are



Monthly Household Income

With at least

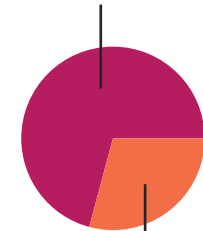
PHP 22,000

Monthly household income

Insurance Ownership

73%

Insurance owners



27%

Non-owners but open to owning insurance

PROFILE

Key Insight #1

**WHEN IT COMES TO HEALTH,
FILIPINOS GO BEYOND
PHYSICAL**



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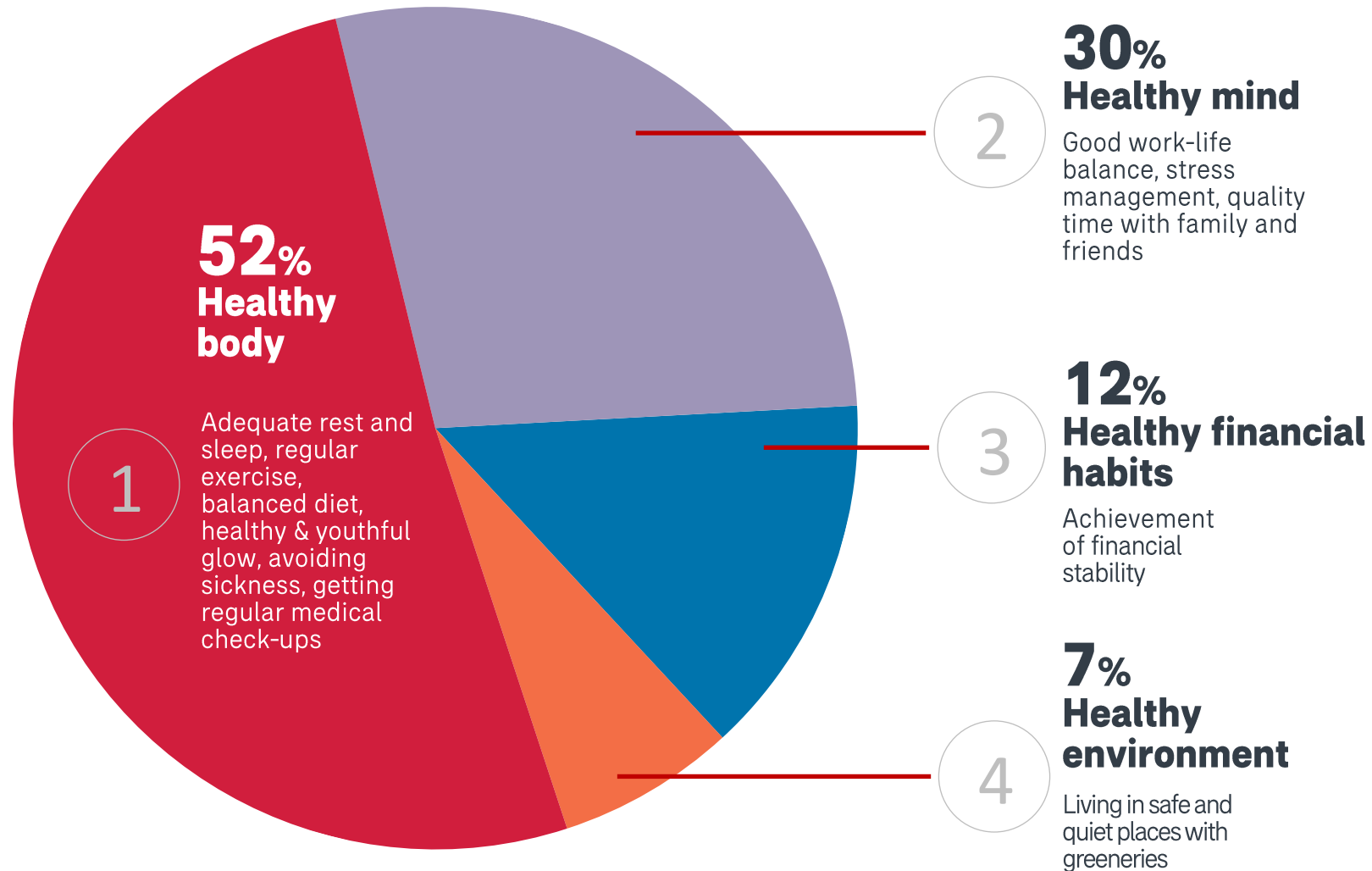




WHEN IT COMES TO HEALTH, FILIPINOS GO BEYOND PHYSICAL

HOW DO FILIPINOS DEFINE A HEALTHY LIFE?

Key Insight #1



More than half of the time, Filipino respondents associate a healthy life with optimal physical health.

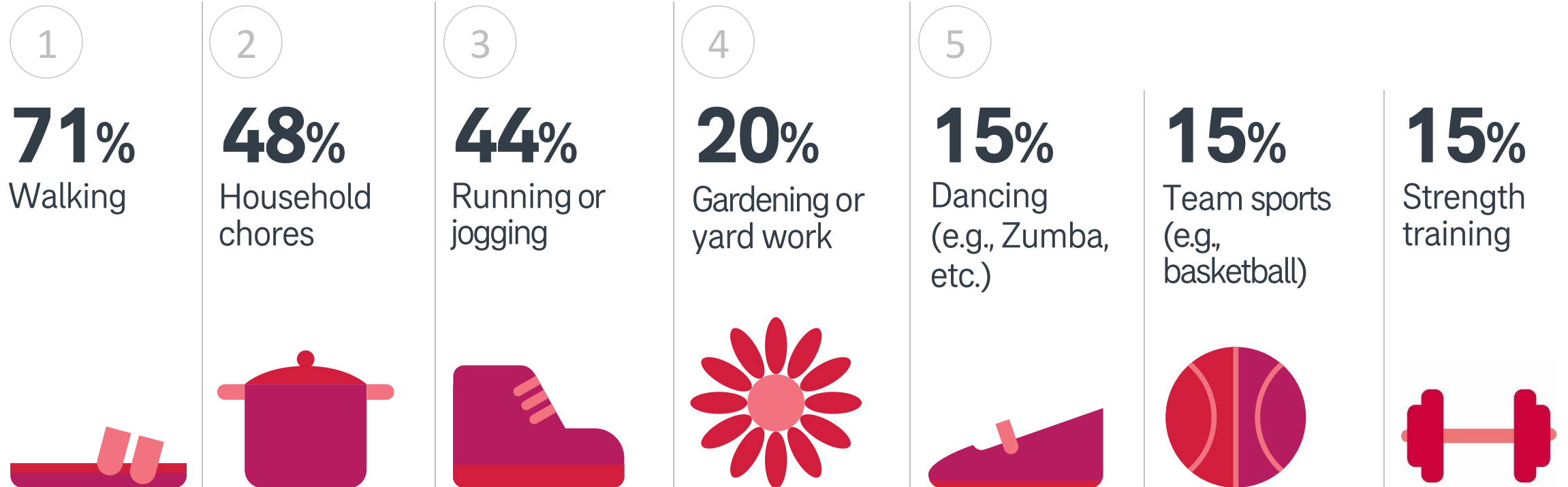
Overall, “healthy” for Filipinos comprises **four pillars**: healthy body, healthy mind, healthy finance and healthy environment.



WHEN IT COMES TO HEALTH, FILIPINOS GO BEYOND PHYSICAL

Filipinos engage in physical activities 2-3x a week, most of which are light and simple, and can easily be integrated in everyday life.

Key Insight #1





WHEN IT COMES TO HEALTH, FILIPINOS GO BEYOND PHYSICAL

For Filipinos, having adequate **rest and sleep** makes for a healthy life, and is a big factor in taking care of their health.

DEFINITION OF A HEALTHY LIFE



45%

Adequate rest and sleep



45%

Work-life balance



41%

Regular stress management

“If one wants true success, sleep should be non-negotiable.”

Source: Thrive’s CEO Arianna Huffington On The Importance of Sleep

03:00 AM

But currently, **16%** of Filipinos suffer from sleep disorders, such as insomnia.

Key Insight #1



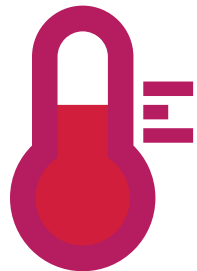
WHEN IT COMES TO HEALTH, FILIPINOS GO BEYOND PHYSICAL

47%

of Filipinos surveyed also said that their environment has a big impact on how they feel and live each day.

A healthy environment means feeling safe and secure about the places they are in, experiencing normal weather conditions, and being in locations that allow for smoother commute and are devoid of pollution.

1
38%
Intense heat



2
38%
Safety concerns
(e.g., crime, accidents)



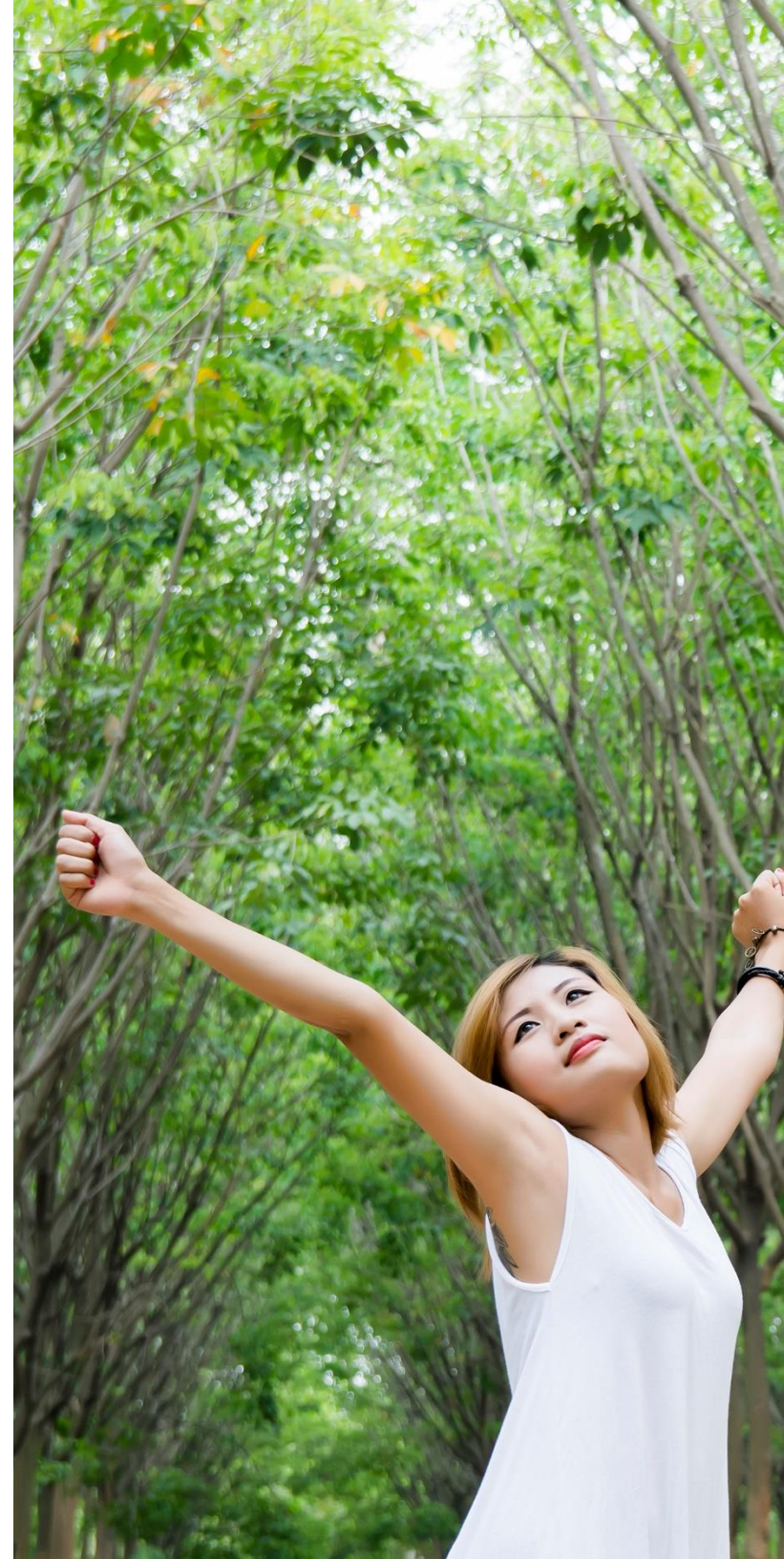
3
37%
Unpredictable weather



4
35%
Air pollution



5
32%
Traffic



Key Insight #1

Key Insight #2

BREAKING CYCLES OF FAMILY HISTORY OF ILLNESS IS A KEY MOTIVATOR TO TAKING CARE OF ONE'S HEALTH



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BREAKING CYCLES OF FAMILY HISTORY OF ILLNESS IS A KEY MOTIVATOR TO TAKING CARE OF ONE'S HEALTH

Filipinos are hyperaware of the importance of taking care of their health, because **80%** of Filipinos said that they have a family history of illness.

Top 5 most common family history of illness:

1
32%
Diabetes



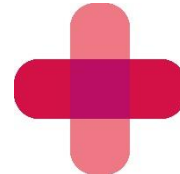
2
30%
Heart-related diseases
(hypertension, stroke, arrhythmia, etc.)



3
21%
Weight-related concerns
(under/overweight, obesity, etc.)



4
18%
Severe allergies/
Allergic rhinitis



5
16%
Mental health issues
(depression, anxiety, etc.)



Key Insight #2



BREAKING CYCLES OF FAMILY HISTORY OF ILLNESS IS A KEY MOTIVATOR TO TAKING CARE OF ONE'S HEALTH

Filipinos surveyed have an average of

2.3 family-inherited illnesses

Average number of family history of illness across generations

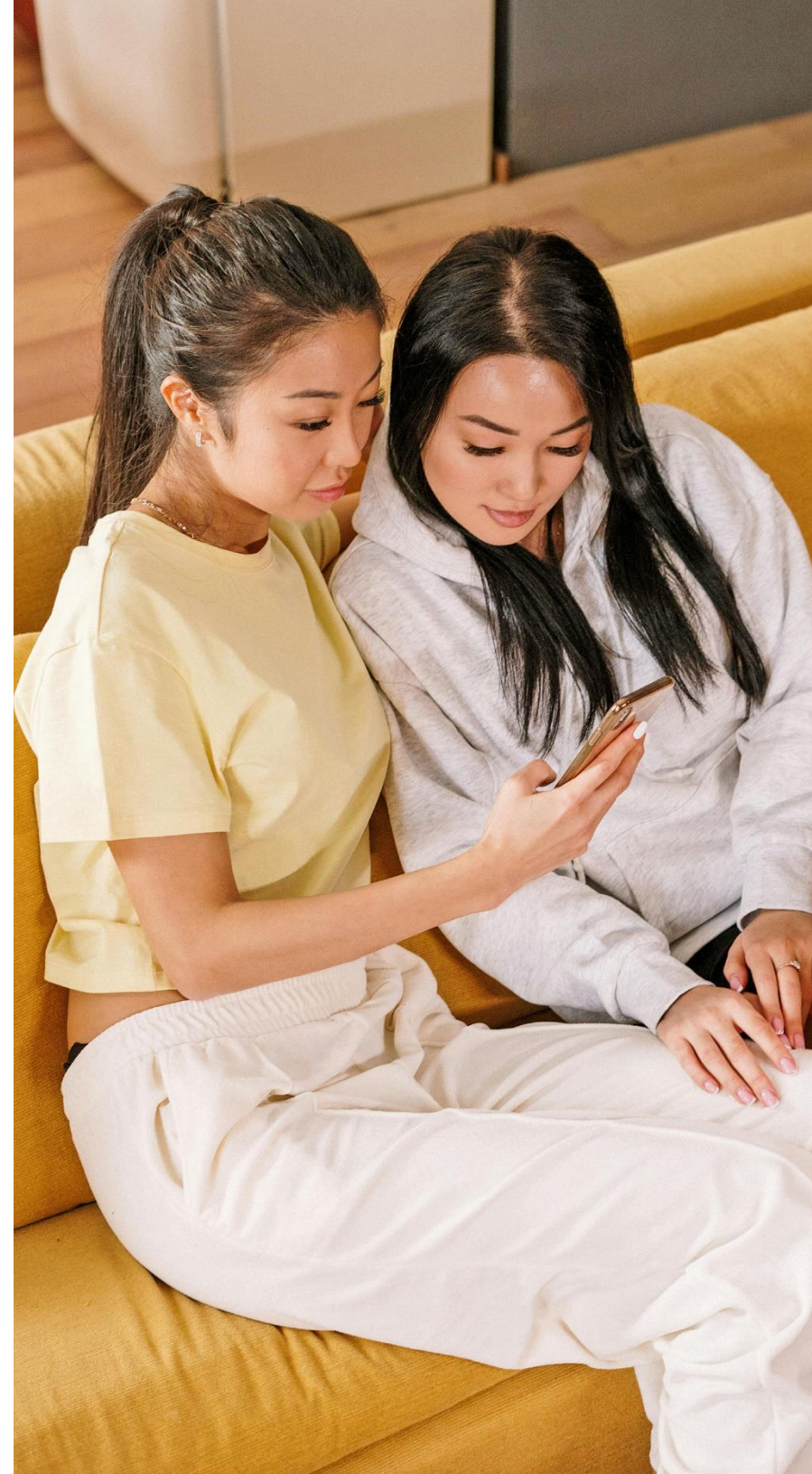
Gen X
2.0



Gen Y (Millennials)
2.3



Gen Z
2.5



Key Insight #2

Key Insight #3

**MENTAL HEALTH IS
IMPORTANT, BUT HOW WE
MANAGE STRESS IS NOT
ALWAYS HEALTHY**



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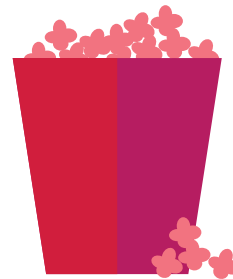
MENTAL HEALTH IS IMPORTANT, BUT HOW WE MANAGE STRESS IS NOT ALWAYS HEALTHY

How do Filipinos cope with stress?

1 **61%** Spending time with family and friends



2 **52%** Eating comfort food or snacks



3 **50%** Watching TV or binge-watching shows



How do they maintain relationships with friends and family?

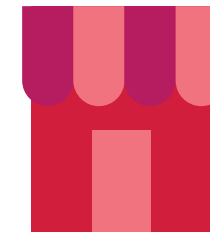
1 **71%** Eating meals together at home



2 **49%** Watching movies or TV shows at home



3 **41%** Going out to restaurants or cafes



Key Insight #3

Key Insight #4

**BEING FINANCIALLY
HEALTHY HELPS ADDRESS
PHYSICAL AND MENTAL
CHALLENGES**



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BEING FINANCIALLY HEALTHY HELPS ADDRESS PHYSICAL AND MENTAL CHALLENGES

59% of Filipinos shared that **money worries** is their top cause of stress.

47%

of Filipinos said that their top obstacle in seeking healthcare is costs (e.g., consultations, treatments, or follow-ups)

PHP 11,083

How much Filipinos spent on healthcare in 2023, which is 8.3% higher than the average spend of P10,238 in 2022.

The difference in average healthcare cost of 8.3% is also higher than 2023 national inflation, which was at 6%.

Sources: Philippine Statistics Authority, 2023 | Department of Finance, 2024



Key Insight #4



BEING FINANCIALLY HEALTHY HELPS ADDRESS PHYSICAL AND MENTAL CHALLENGES

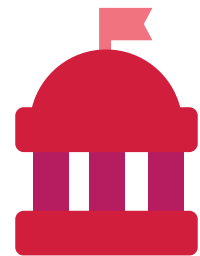
For unexpected events, majority of Filipinos rely on personal savings.

Where do Filipinos source funds for unexpected events?

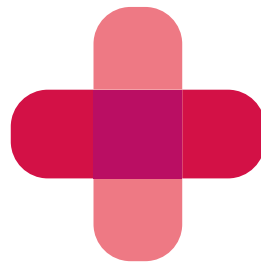
65%
Personal savings



46%
Government assistance or benefits



43%
Insurance (including HMO)



32%
Loan from family and friends



28%
Side business or freelance work



2 in **5**

42% of respondents feel their savings and insurance are not enough.

In fact, **66%** of those who already own insurance intends to buy another policy.

Key Insight #4



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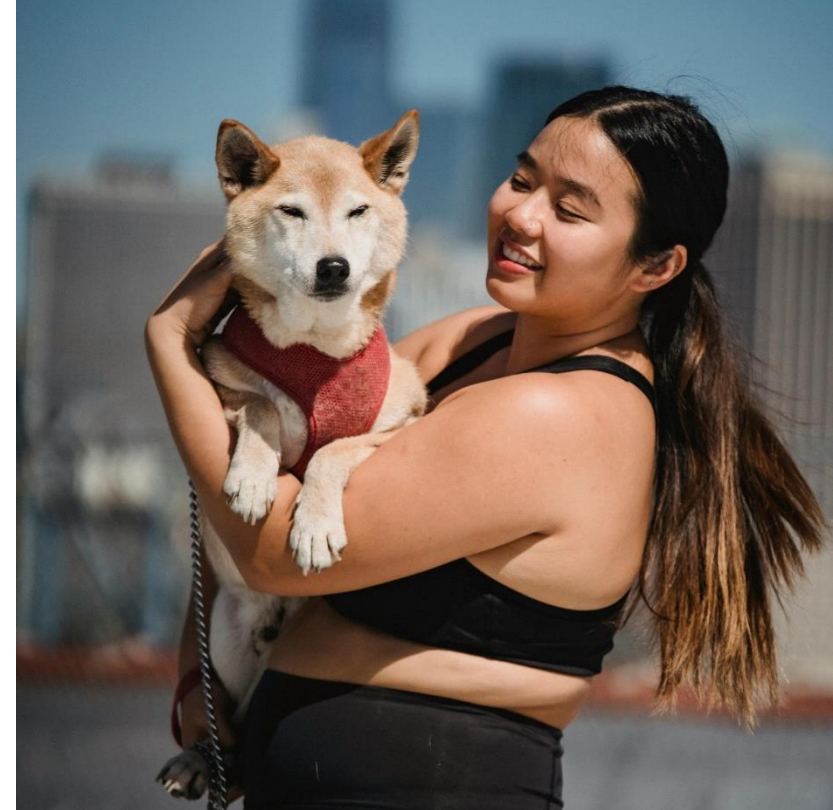
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Conclusion and Summary

- 1 **Rethink health as holistic.** We can redesign our path to wellness by incorporating diverse and interconnected habits that can help us achieve a healthy mind and body, while building financial resilience, and adopting sustainable practices.
- 2 **We want to break the cycle of family health history, so it motivates us to be healthy.** We can reduce the risks that come with our family history of illness by taking more proactive steps toward better health. Focusing on prevention, doing regular checkups, and adopting healthier lifestyle habits can help us build a strong foundation.
- 3 To enrich our mental well-being and lead a more flourishing life, we need to **spend quality time with our loved ones in healthier ways to cope with stress.** While eating comfort food is a common resort, we need to be more mindful of our indulgences.
- 4 **Filipinos worry about money the most. So, when we fall ill, some avoid seeking healthcare because it is costly.** Becoming more financially healthy is key, as it helps resolve the physical and mental toll that come with financial worries, giving us peace of mind and enriching our overall well-being.



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