

**COVID IMPACT
& THE WAY FORWARD**

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FOREWORD

The year 2020 was not easy. It brought with it some unseen challenges. A virus spread at an unprecedented speed, stormed the entire planet and the only thing that can stop it is a vaccine. Enough and more is being talked about the vaccines and the vaccination drive has started in India as well.

At GOQii, we were keen to understand what the citizens of India think about the vaccines. Despite the fact that India produces vaccines for the world, there has been scepticism regarding the vaccines. When asked about the Vaccine in November 2020, almost 53% were apprehensive about taking it, with women being more cautious than men. In December 2020, the respondents' scepticism reduced, with 61% of Indians feeling positive about being administered either Covishield, Covaxin or both.

Several initiatives have been taken by the Central, State and Local level authorities in ensuring the safety of people. In GOQii's latest India Fit Report for 2021 titled **COVID-19 Impact & The Way Forward**, 79% feel that India has been effective in curbing the spread of COVID-19 in comparison to other countries.

The sudden outbreak of the Novel Coronavirus forced people to take their health more seriously. GOQii has been at the forefront of bringing digital healthcare to the forefront to help individuals take care of their health. Even during the pandemic, GOQii has been working towards innovation to improve the standard of living, from a health perspective. There has been a quick and smooth adoption of everyday technology for healthcare and wellness, which has contributed immensely to the overall wellbeing of an individual.

We first launched an upgraded band - the GOQii Vital 3.0 in June 2020 that could detect body temperature to address the immediate need of the hour during the lockdown. Soon, within a span of 2 months, we launched the GOQii Smart Vital, with an Integrated Pulse Oximeter to measure SpO2 (Blood Oxygen), Blood Pressure, Heart Rate and 24x7 Body Temperature to assist in early detection & management of COVID-19. The GOQii Smart Vital is a doctor on your wrist that will help in the detection, isolation and monitoring of coronavirus cases. The moment you detect temperature changes coupled with low blood oxygen levels, you know you have to contact your healthcare provider and get tested

We at GOQii commend the efforts that various organisations have put in to help the world see through these difficult times. While public opinion may vary, the important aspect to note is that preventive healthcare is the only way forward, as boosting immunity and staying healthy is the best and only viable option amid a deadly pandemic.

EXECUTIVE SUMMARY

The pandemic and the subsequent lockdown were hard on all of us. During the initial phases, people were forced to stay indoors – something that most of us aren't used to. It definitely took a toll on our health, physical activity, nutrition, sleep patterns and stress levels. The phrase “New Normal” has become a more common sobriquet to refer to the current times. It's true. 'Going back to what was once considered normal seems impossible and the insights offered by the GOQii India Fit 2021 report tells you exactly how COVID-19 has impacted on the health parameters but has also been instrumental in transforming the lifestyle of Indians.

The survey highlighted some drastic impact that COVID-19 has had on health parameters. The first effect in the initial phase of lockdown was that people were confined to their homes and that reduced the drastic drop in step counts. The average step count has dropped from 7342 in 2019 to 4861 in 2020 (Down by 33% in 2020) due to strict restrictions on movement for the year.

The lockdown also had an impact on mental stressors. Stress Levels remain high throughout the year. The survey outcome highlighted a rise in stress index from 4.98 in Mid-year to 5.11 at end of the year. 45 % are currently plagued with depression.

COVID also had an impact on women's health the survey indicated. Stress, lack of exercise and inadequate access to healthcare have caused a rise in women's health issues.

Menstrual problems comprise an average of 32.8% of female health issues in 2020, a drastic jump from 18.8% in 2019. And PCOS stood at 21.7% and has more than doubled from 2019.

Working professionals and students were affected the most with restrictions imposed by the government. Screen time shot up significantly during the year as there were no avenues for out-of-home entertainment such as going out for movies or events. The data found that there was a shift in sleep hours. In 2020, Indians slept the most in the month of April, the month after the lockdown was announced.

The survey showed an increased focus towards fitness and adoption of more hygienic habits among Indians. Although gyms and fitness centres were barred from functioning for a significant portion of the year, people still managed to squeeze in some exercise into their daily routine. Walking, running and following home-workout videos were the preferred form of physical activity. This naturally led to higher energy levels and better sleep quality across all age groups. 47% of gym-goers now prefer working out at home. Contrary to popular belief, Indians also felt they were much more productive at home in comparison to the office.

Opinions regarding the COVID-19 vaccine and the effectiveness of government regulations to control the spread of the disease were also taken into account. For COVID-19 related news, a majority of people who were surveyed, referred to sources of the Central Government, WHO, State Government and applications

like Arogya Setu. Since information obtained through these mediums is authorized by the government, it is a much more credible and reliable means of receiving updates. People preferred home remedies such as lemon water and kadha to boost their immune system. Immunity supplements and Ayurvedic medicines also saw a surge in demand. When asked about the Vaccine in November 2020, almost 53% were apprehensive about taking the vaccine with women being more cautious than men. There is also a decreasing tendency to take the vaccine as age increases, despite older people being the most vulnerable to COVID-19.

This apprehension has now decreased after the Government announced the availability of Vaccines and starting of the inoculation. The respondents when asked again about which Vaccine they would like to opt for, 61% of Indians are fine with being administered either Covishield, Covaxin or both. 23% are still not willing to take either of the vaccines. The remaining 16% are unaware of the vaccines.

As far as lockdown imposition and restrictions are concerned, 79% of the respondents felt that India has been effective in curbing the spread of COVID-19 as compared to the other countries. Almost of those surveyed have a positive opinion about the current partial lockdown. Many are of the opinion that the way forward should be easing the restrictions, slowly. However, it is crucial to exercise caution and keep track of the cases while doing so.

The good news now is that Indians are back to socializing as the lockdown restrictions are almost entirely revoked. Eating out at restaurants (27.10%), attending a family function, birthdays (25.95%) and attending weddings (19.54%) are among the top 3 social activities that Indians did in the last three months, thus indicating normalcy is not far.

METHODOLOGY

GOQii has over 5 million people who are on the platform seeking to get healthier. These people are spread across India. For this report, we gathered data points from these users on the platform in the following methods.

Survey - Among the GOQii User Base:

- **The COVID Impact** : In this year's India Fit Report, we focus on the impact the COVID Pandemic has had on our health and lifestyle.
 1. On health - On Physical Fitness, Nutrition, Stress, Sleep
 2. On Lifestyle - Time management, Work life balance
 3. On practices adopted to plan for the virus
 4. On visits to medical practitioners
- The Public Opinion on the measurements taken by the government to combat the pandemic
 1. Measurements the Government has taken at the central, state and local level
 2. If there should be a lockdown or if one should open up
 3. Acceptance of the Vaccine
- More than 10K users responded to the survey

Health Risk Assessment:

This year we evaluated the health of the users based on their responses in their Health Risk Assessment (HRA). The HRA gives one's health score which he/she can look at to improve their ongoing journey on GOQii. This HRA is a great way to evaluate the current standing of one's health. The HRA takes into account all factors such as your current body stats, medical parameters, questions answered about current nutrition, physical activity, stress, sleep, alcohol, smoking, current illness, lifestyle diseases, immunity levels, symptoms or health indicators.

Daily User App logs:

Users track their lifestyle habits on the GOQii App through their lifestyle journey. Their average step count, water intake, nutrition logs, sporting/physical activities they indulge in as well as the topics they seek to gain awareness around, the average sleep they get in a year, the goals that they selected at the start of their lifestyle modification journey, etc.

CORONAVIRUS

COVID-19 - THE WAY FORWARD

Stress Levels continue to be High amid COVID-19 fear

- COVID-19 Fear and Financial Stability being the main stressors
- About 45 % of Indians are currently plagued with depression at the end of the year. The percentage has increased from 43%.
- Screen time has increased to 47.4%
- 28.6% feel that work-life balance has deteriorated
- Stress levels remain high amidst Unlock phase

COVID-19 has brought a significant shift in all aspects related to health and lifestyle. Normal day to day life was completely disrupted since the outbreak of COVID-19 in March 2020, followed by a nation-wide lockdown, imposed to curb the spread of the virus. From restrictions on movement, to working from home along with the health scare related to the virus forced almost everyone to change their lifestyle to adjust to these unexpected developments. Although everything is slowly going back to normal gradually with the subsequent Unlock Phases, the remnants of a shift are still visible and this might actually be the New Normal going ahead.

In order to gauge this varied impact on Health and Lifestyle, we ran **COVID-19 Impact - The Way Forward** survey with GOQii users asking them their thoughts and opinions on the following:

- Impact on the 9 parameters of Health and Lifestyle
- Impact on Stress level and the cause behind it
- Precautions and measures against COVID-19
- Government initiatives to curb the spread of COVID-19
- COVID-19 Vaccine

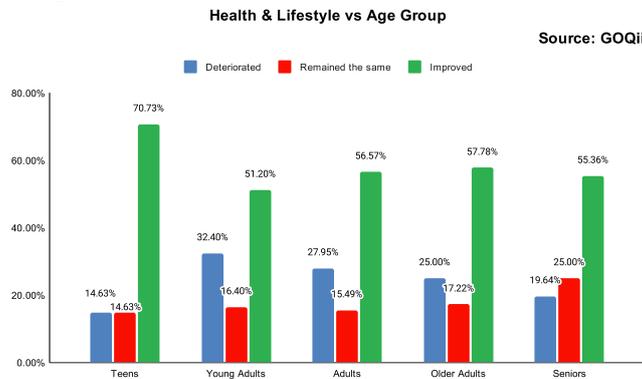
As per the findings from this survey, not all changes were bad. Awareness towards health definitely increased across India with people taking special measures to increase their immunity .Even though restaurants and food delivery apps are operating almost like before, 73.3% feel that their nutrition has actually improved.

The restriction on going out along with the closure of gyms and fitness centers did impact the overall activity levels. But that didn't stop everyone from being active as 56.7% said that their activity levels actually improved.

One of the biggest negative impacts has been in an increase in Screen Time, which is the case for 47.4% of the respondents. With work, studies, entertainment all happening online, this was an expected outcome.

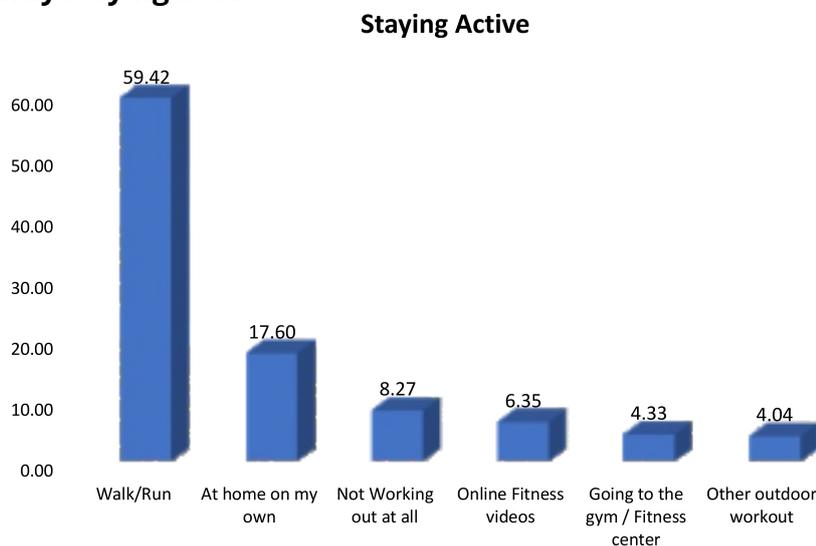
However, extended hours of screen time can affect eye health, body posture, sleep cycle, etc. which can then lead to other health concerns. About 50% of the respondents still feel that their Stress Levels have either remained the same or increased with COVID-19 Fear and Financial Stability being the main stressor.

Following are the detailed insights from this survey:



- 44% of Indians had no improvement or a drop in activity levels due to COVID. For those who reported deteriorating activity levels, the average drop was around 52%
- Females experienced more negative impact on their activity levels than males
- 70.73% teens experienced a positive improvement in their activity levels due to COVID, while young adults faced the biggest negative impact on their health and lifestyle at 32.40%

How are you currently staying active?

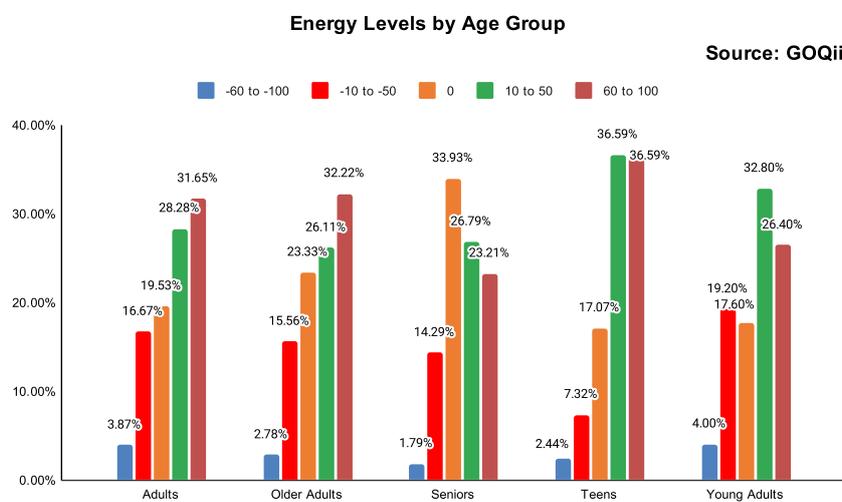


When asked how people are currently staying active, 59.42% said that they are either going for a walk or run. It's amazing to know that even in the current scenario about 91.73% have managed to stay active in some or the other ways.

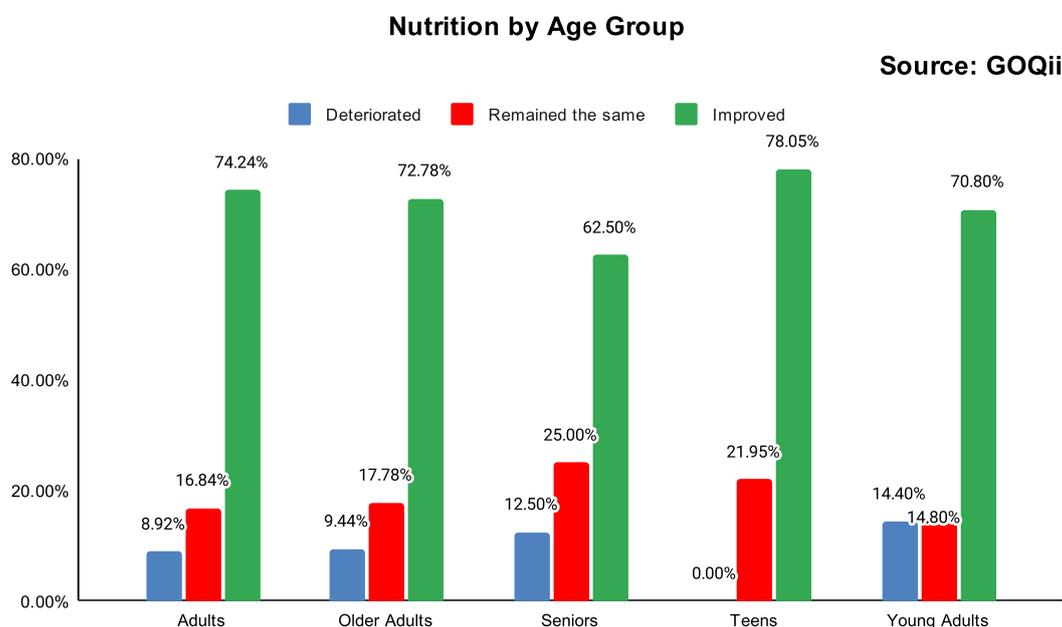
As gyms were closed for a long time and now when they are open, people may still avoid them due to health concerns as only 4.33% are currently going to gyms or fitness centres. About 23.95% of the respondents are working out at home, either on their own or with the help of online fitness videos.

Exercise and physical activity benefit the body, while a sedentary lifestyle does the opposite – increasing the chances of becoming overweight and developing a number of chronic diseases. Getting regular physical activity is one of the best things you can do for your health. It lowers the risk of heart disease, diabetes, stroke, high blood pressure, osteoporosis, and certain cancers, and it can also help control stress, improve sleep, boost mood, keep weight in check, and reduce the risk of falling and improve cognitive function in older adults. It doesn't take marathon training to see real health gains.

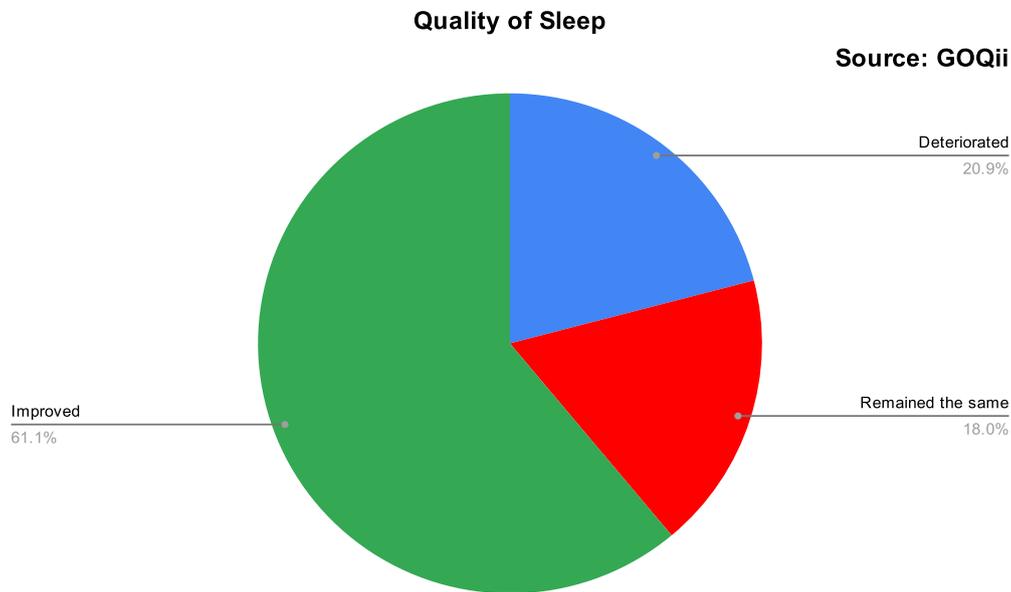
A 30-minute brisk walk for five days a week is what most people need. Getting any amount of exercise is better than none. But during the COVID lockdown, things have changed as it is not possible to step out for a walk or go to a park for yoga/workout. People have found different ways of keeping themselves fit and healthy.



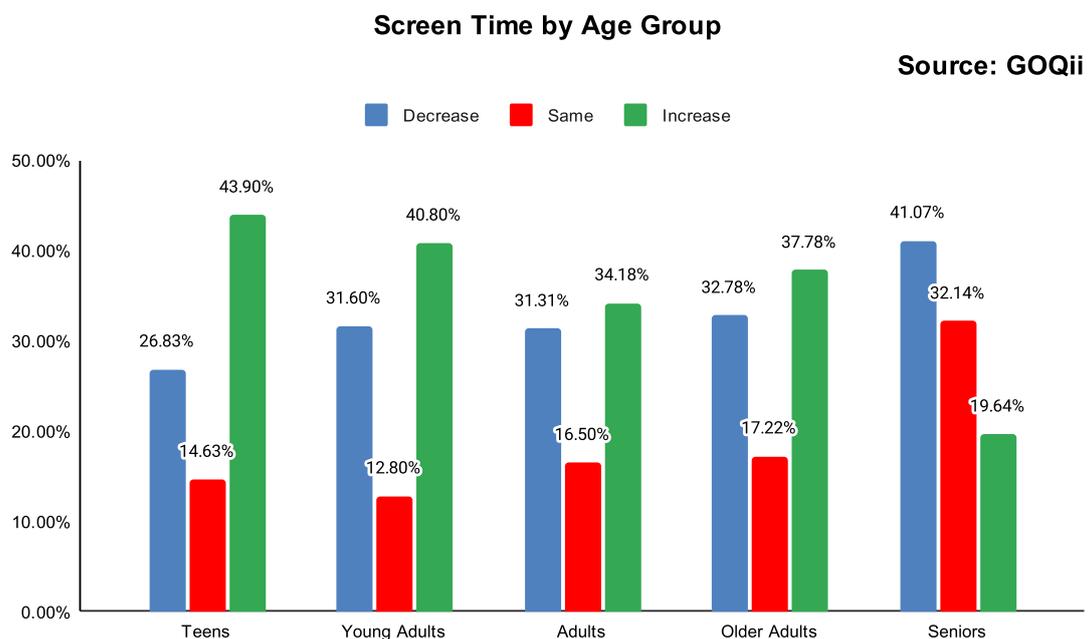
- There has been a generally positive trend in the energy levels across all ages with 59.83% overall reporting improvement
- Teens had the highest improvement in energy levels across all age groups followed by adults
- Males and Females have approximately the same energy levels across all range buckets



- Nutrition levels have seen an average rise of 62% for GOQii users
- Surprisingly, teens did not experience any drop in nutrition while young adults experienced the biggest drop. Since this age group was also leading in poor appetite, the statistics may be due to this reason



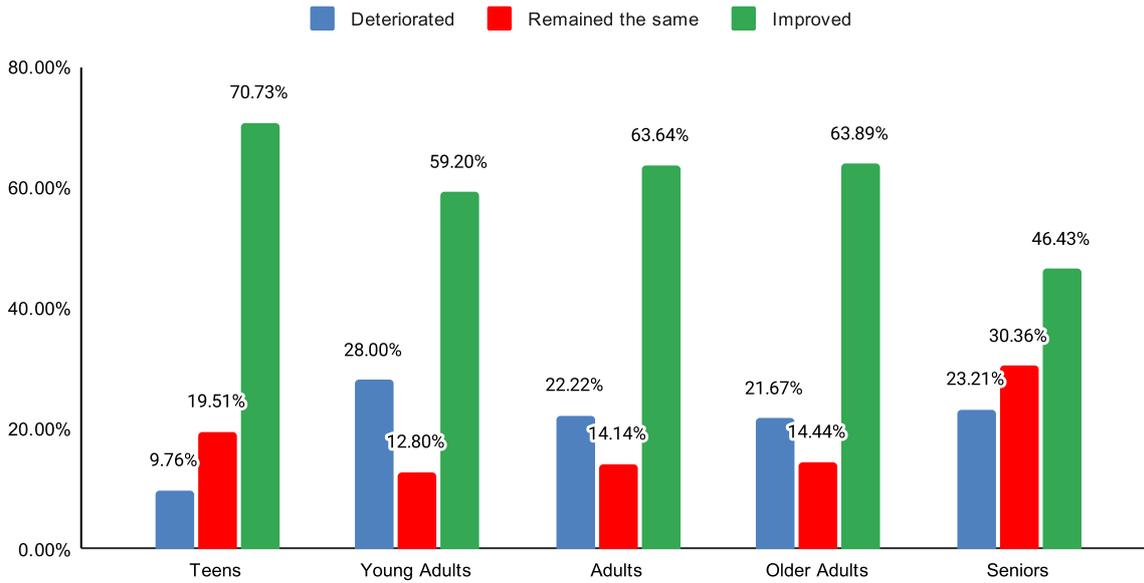
- Quality of sleep has gone up by the end of the year with GOQii users reporting a 60% improvement in their sleeping patterns
- Women (38.71%) are having more quality sleep in the 50 to 100 bracket in comparison to men (33.68%)
- At 51%, teens are receiving the most quality sleep amongst all age groups, while the opposite is true for seniors



- There has been an overall deterioration of -55% in screen time for GOQii users
- At 41.07%, screen time has deteriorated the most for seniors
- Teens and Seniors on the other hand report an improvement in screen time with over 40% doing so for both age groups

Overall Productivity by Age Group

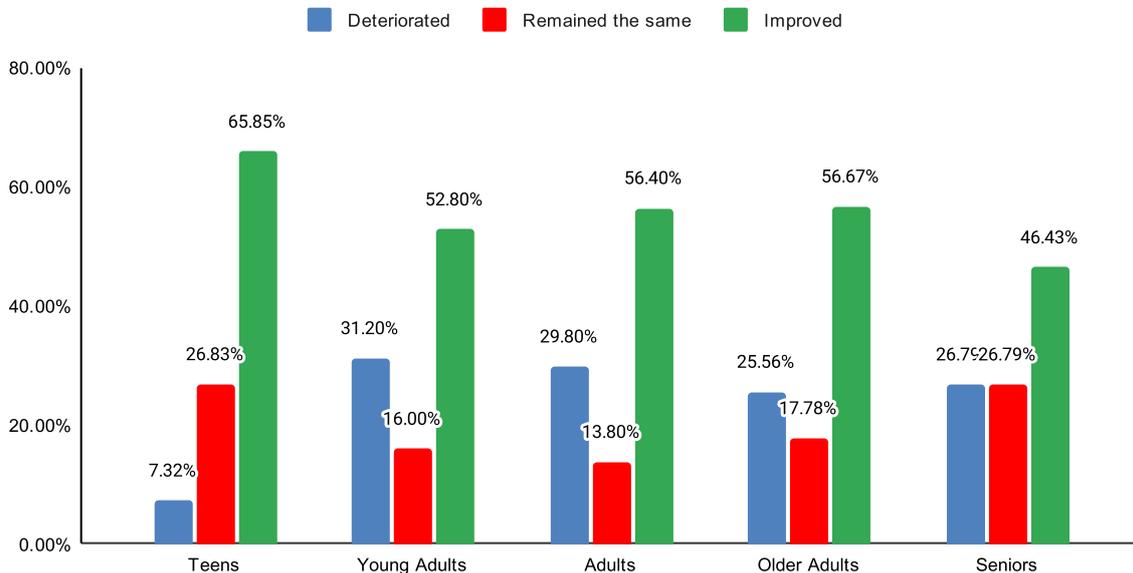
Source: GOQii



- Overall productivity has improved by 62.53% with an average score of 56%.
- At 70.73%, teens report the highest improvement in productivity whereas the opposite is true for young adults at 28% who report the highest deterioration in productivity across all age groups

Work Life Balance by Age Group

Source: GOQii



- On the whole, there has been a deterioration in work-life balance, with 28.61% reporting so. Although there has been an elimination of commute time, leading to better time management, working from home has been difficult for most, especially the ones also doing the chores and the ones taking care of their kids. In fact, the average score for work-life balance on a scale of -100 to 100 is -43.
- Considering teens don't exactly have a "work life", it is interesting to note that they felt their work-life balance has improved by the end of the year. It seems they have got used to attending online classes, hence, don't feel as anxious about it. Commute time has also been cut short and the lifting of the restrictions has allowed them ample time to engage in other activities.
- Young Adults on the other hand claim the top spot for deterioration in work-life balance in the -10 to -50 bracket. It seems some of them are working more at home than in office, thereby, making it difficult to strike a balance between home and corporate life.

Increase in stress levels across India since unlock



Key Insights

- About 45 % of Indians are currently plagued with depression at the end of the year
- 27.51 % of Indians have mild depression
- 17.47 % face a more strenuous kind
- 5.74 % of Indians are currently severely depressed

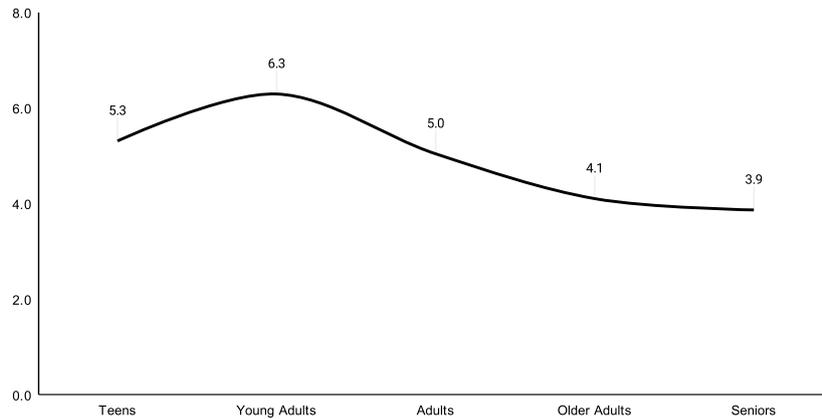
Humans by nature are social beings. Therefore, the isolation in lockdown due to COVID has certainly impacted people's mental health negatively. Too much stress is dangerous as it can lead to depression and a host for various lifestyle diseases. Although the restrictions from lockdown have slowly been lifted, we have seen that there has been an increase in the percentage of Indians currently plagued with depression from 43% in mid-year to 45%. 27.51% Indians are facing mild depression whereas 17.47% face a more strenuous kind. It is also a matter of concern that 5.74% Indians are severely depressed.

Below are some statistics on stress by gender, age group and city:

- Stress among females is 7% higher than men
- Stress among young adults is just double of teens at 34.80%
- With the exception of teenagers, stress levels tend to decrease with age
- Patna emerges as the city with the highest stress index while people in Lucknow face the least stress

Stress Index peaks at Young Adult before declining

Source: GOQii

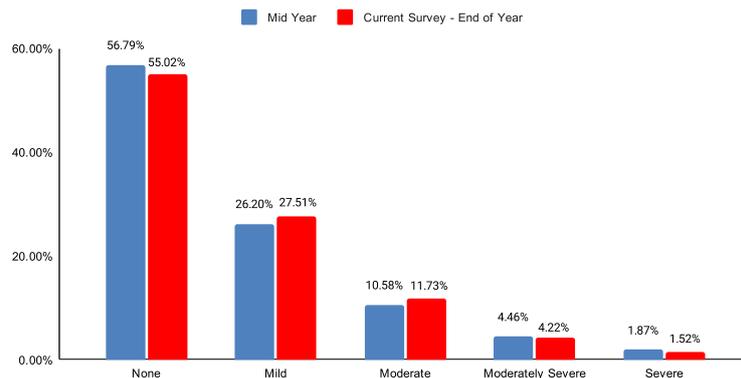


There are 9 questions to evaluate the stress index, according to the PHQ - 9, which evaluated the severity of depression of a population. The 9 questions cover areas of:

- Little interest or pleasure in doing things
- Feeling down, depressed, or hopeless
- Trouble falling or staying asleep or sleeping too much
- Feeling tired or having little energy
- Poor appetite or overeating
- Feeling bad about yourself - or that you are a failure or letting people down
- Trouble concentrating on things such as reading the newspaper or watching television
- Moving or speaking so slowly that other people could have noticed. Or the opposite - being more fidgety or restless than usual
- Thoughts that you would be better off hurting yourself in some way

Stress Level - Mid Year and End of Year Comparison

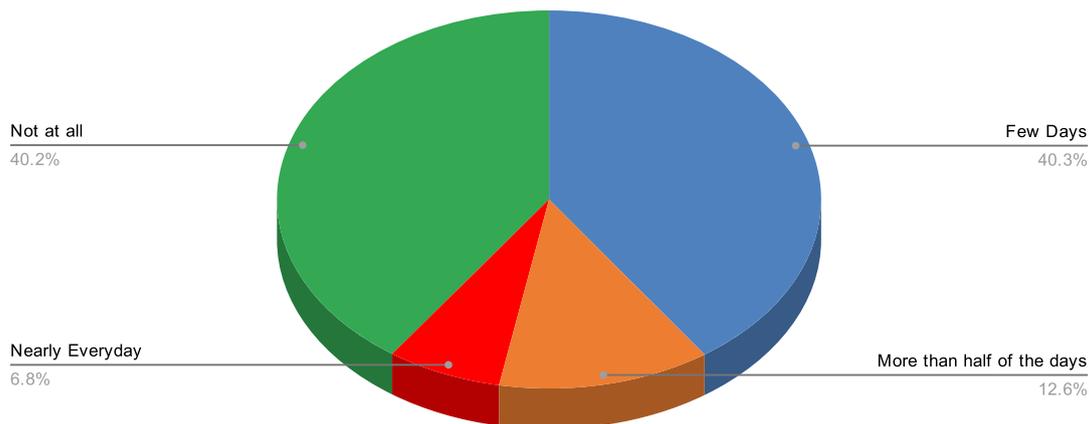
Source: GOQii



There has been a major drop in interest or pleasure in doing things among Indians which is a symptom of stress and anxiety. Almost 19.46% of respondents mentioned that more than half the days, they experienced little interest or pleasure in doing things. Teens faced this issue the most, with 37.14% responding so. Of Jaipur respondents, the highest out of all cities, experienced this feeling more than 50% of the time.

Little interest or pleasure in doing things

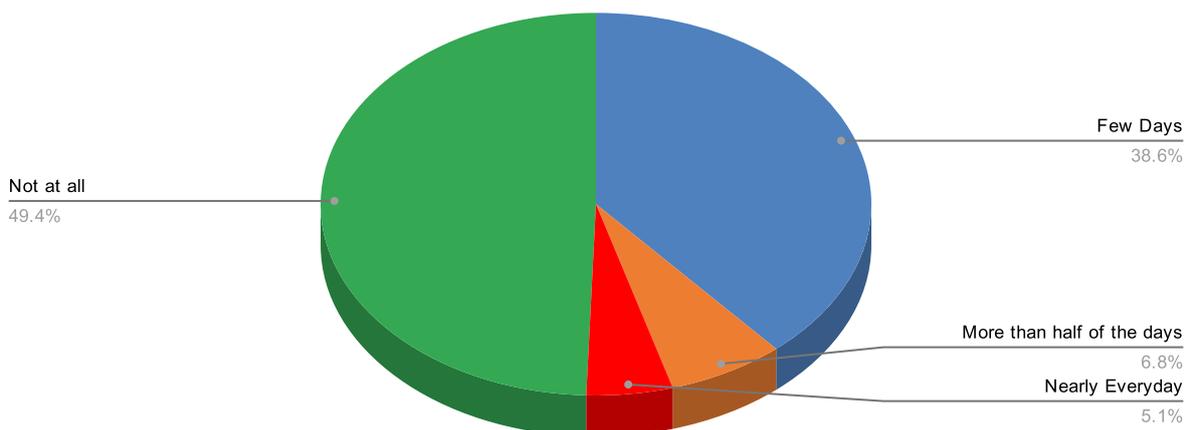
Source: GOQii



Although about half of GOQii users did not mention feeling depressed and hopeless, 38.6% mentioned they did feel low for a few days. There has been an increase in the percentage of people feeling down and depressed more than half the days by 2 points at 12%. Sadness usually passes with time, however, if it lasts for more than 2 weeks, then a doctor should be consulted. Women report feeling depressed 9% higher than men. Similar to the results in the stress index wherein teens and young adults scored the highest, they are also the biggest victims of depression among all age groups. Although people in Lucknow report the least stress, the city comprises the highest number of depression cases for more than 50% of days.

Feeling down, depressed or hopeless

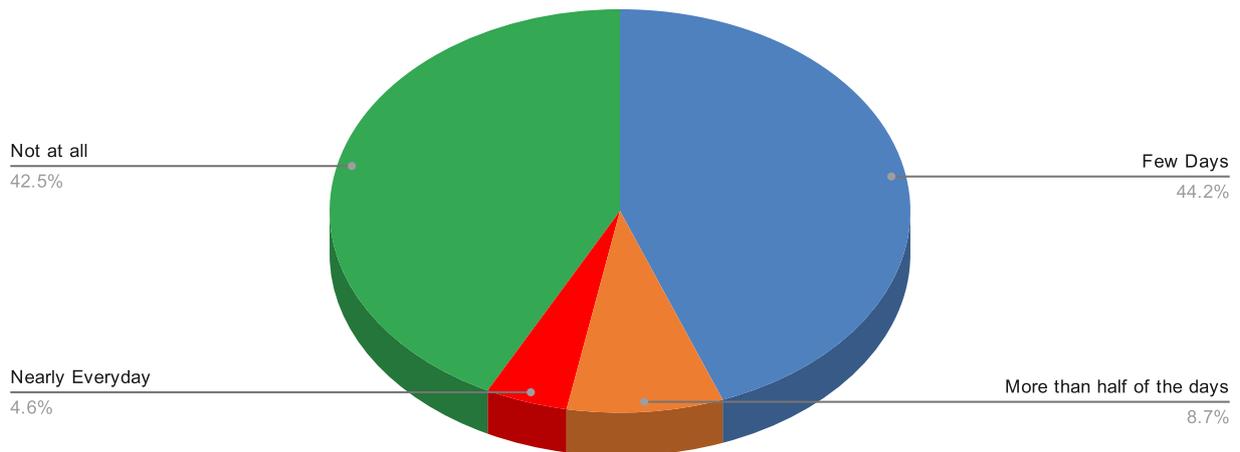
Source: GOQii



More than 57% feel tired or having little energy through at least some days of the past few weeks. The percentage of people feeling this way for more than half of the days has reduced from 15% to 13%. This time too, females report feeling this way more than males. It's also surprising to note that seniors are the least lethargic among all age groups. Moreover, young adults who usually are at their prime energy levels during this age, feel tired and low on energy the most at 61.82%.

Feeling tired or having little energy

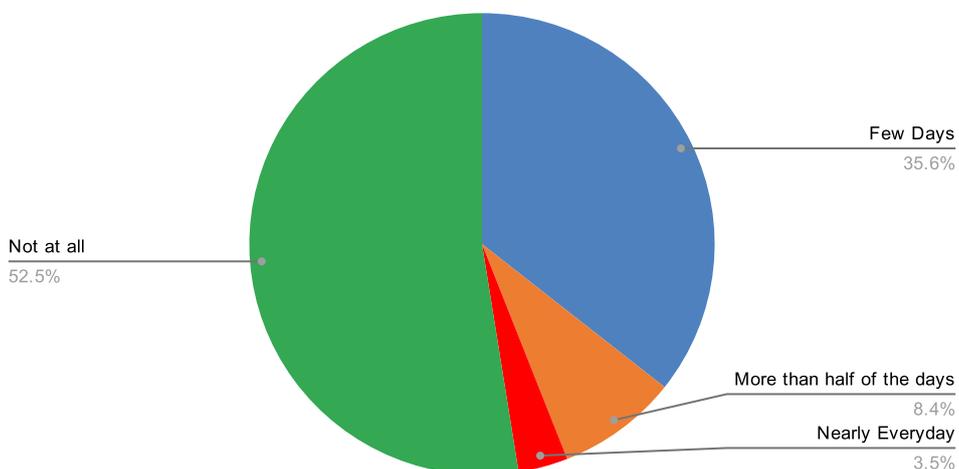
Source: GOQii



The reason for decrease in energy levels may be linked to poor appetite. 11.85% of people have reported poor eating habits for more than 50% of the days. The majority of this number comprises males. Young Adults and Adults have not been eating properly and we presume it is correlated to higher stress levels regarding COVID fear and financial stability. While people in Chennai were at the top with 70% citing often having poor appetite, 21.21% people in Ahmedabad mention so more than half the days or every day.

Poor appetite

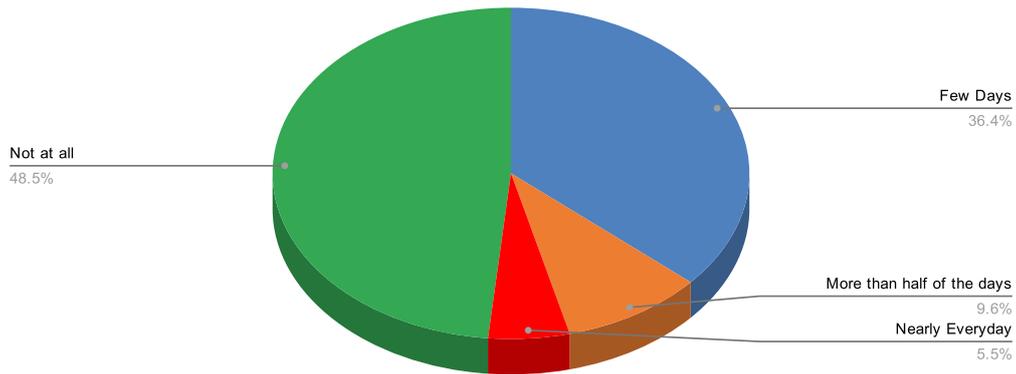
Source: GOQii



When people are depressed or down, either they have trouble falling asleep or spend their time sleeping a lot. In the end of the year survey, more than half of the population is having trouble with their sleep even though they are spending majority of the time in the comfort of their homes. Women face this issue more often than men with 55% reporting so. In the age wise bifurcation, Young Adults and Teens dominate in this category with 24.09% and 17.14% respectively citing this issue for more than 50% of the days.

Trouble falling asleep or sleeping too much

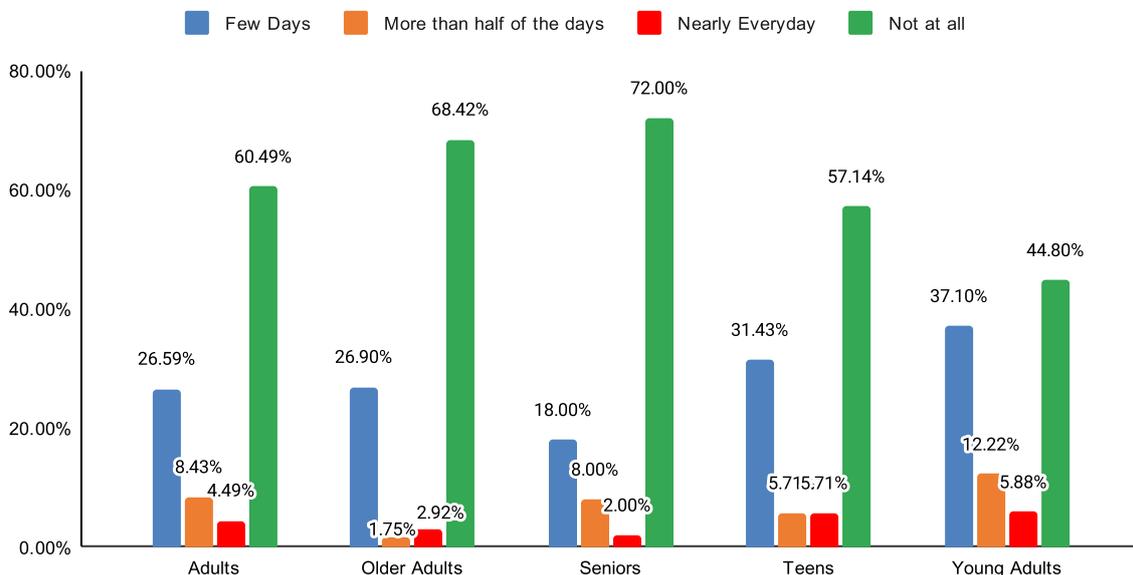
Source: GOQii



With young adults leading in the race of stress, it's also natural for them to feel that they are not doing enough and letting people down. 18.10% of young adults reported feeling like a failure more than half the days. This could be possibly due to financial pressures or loss of job that may have caused a drop in their self-esteem. Unfortunately, women were found to be more likely to feel this way.

Feeling like a failure by Age Group

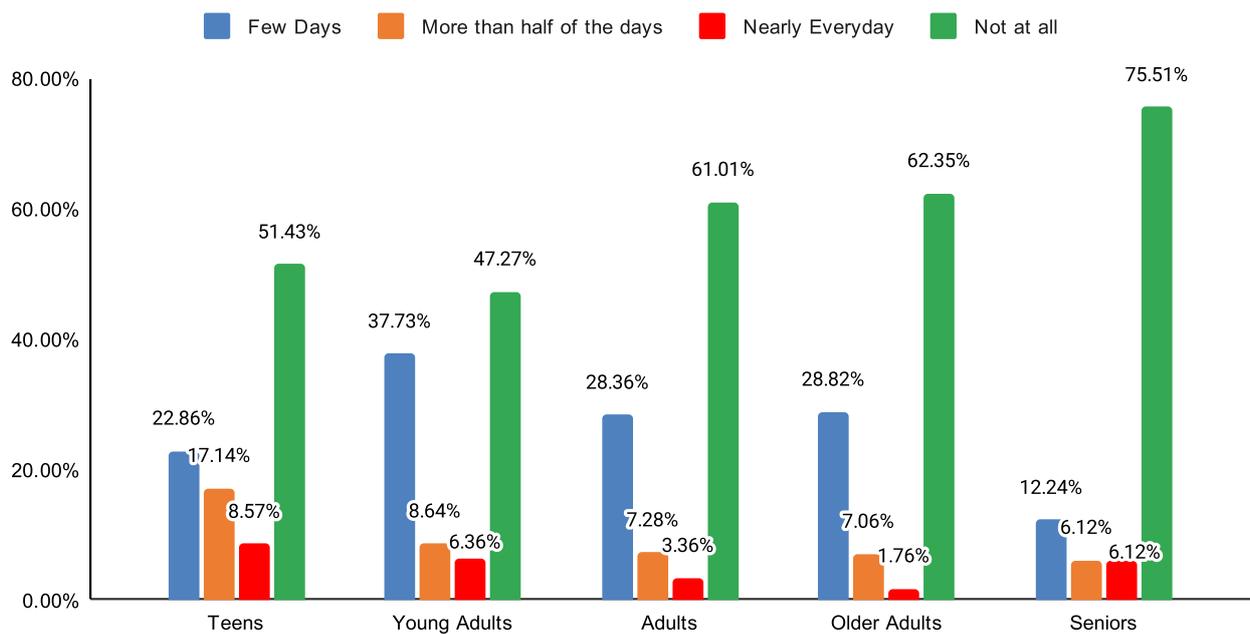
Source: GOQii



Although focus and concentration power tends to weaken over the years, we see the opposite trend based on the year end survey, where it is increasing with age. In fact, seniors have even beaten teens when it comes to concentrating on their tasks. There seems to be a noticeable trend in the city wise groups where people in Patna (57.14%) overall have the highest percentage of people having trouble concentrating, Jaipur (29.41%) is leading in numbers with those facing this issue more than 50% of days.

Trouble concentrating by Age Group

Source: GOQii



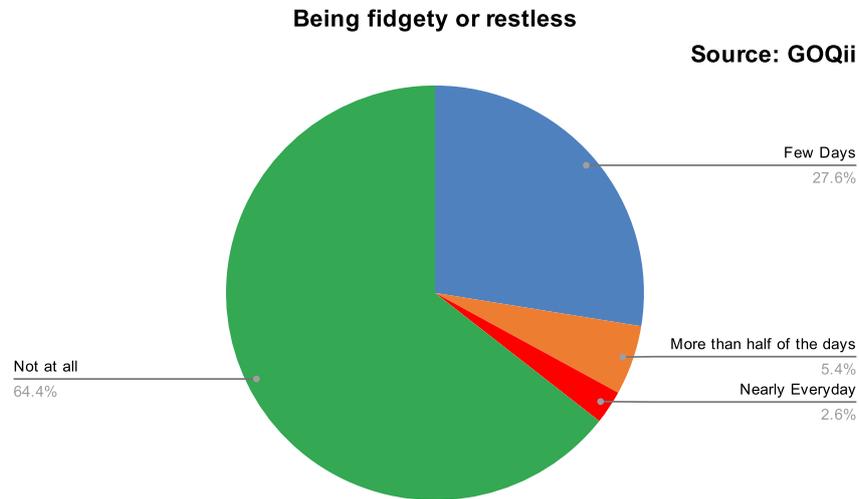
Although it is not a huge cause for concern, it is interesting that males reported being more fidgety and restless than women. At 16.67% teens have the most prominent percentage for the same.

Reasons for stress

COVID Fear, Financial stability and Current work are the top 3 major factors impacting the stress levels of Indians. While both genders are stressed about COVID-19 Fear/Health Issues, women cite household chores as their second major cause of stress.

Regarding age wise data, teens and seniors are most worried about health-related issues while adults are more concerned about financial stability. With offices shut and news of massive layoffs across corporations since the year has progressed, people are worried whether they would be able to manage their expenses and living standards. 24.83% teens mentioned 'Other' as reason for stress and upon qualitative analysis of the data, it was found that school and studies were a major source of their stress. Clearly online classes and exams are affecting the mental health of teens.

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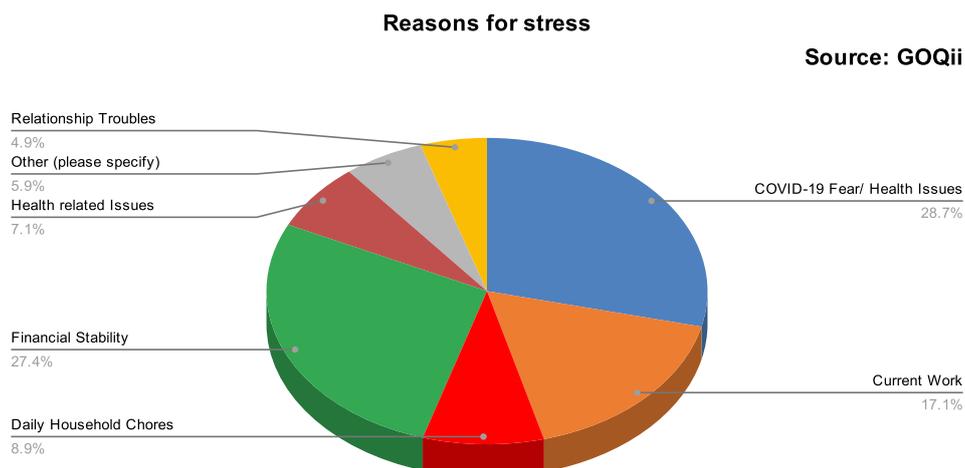


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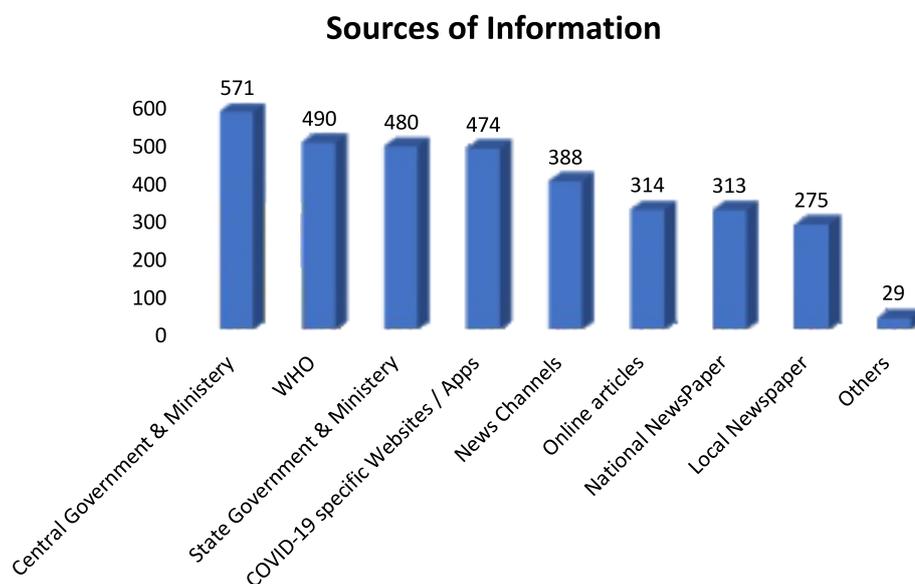


**GOVERNMENT INITIATIVES,
LOCKDOWN, INFORMATION & VACCINE**

THUMBS UP TO LOCKDOWN, NO TO VACCINE?

An information source is a repository where tons of information is stored and that is accessible for everyone. It is basically a medium that informs a person about something they are looking for or provides them with knowledge for the same. Information sources are varied. They may be people, observations, documents, pictures, articles, news, blogs, etc. Earlier people mostly followed news channels and newspapers but now the times have changed, as everything is digital and information passes really quickly through the use of social media. Most people are dependent on social media to get the latest news and information.

During COVID-19 lockdown, most people referred to news and articles by the Central Government and Ministry regarding any COVID-related news update. Out of the total respondents, 17.13% of users mentioned that they followed the Central Government for COVID-related information and news. This is one of the most reliable and authentic sources of information as news passes directly from the government itself, the real and exact data is presented which is not tweaked.



After the Central Government's news, people followed WHO, State Government and COVID-19 specific applications like Aarogya Setu for updates. Each of these three sources attracted around 14% of the respondents. Aarogya Setu is an Indian COVID-19 "contact tracing, syndromic mapping and self-assessment" digital service, primarily a mobile application developed by the National Informatics Centre under the Ministry of Electronics and IT. The application reached more than 100 million installs in just 40 days. The World Health Organisation (WHO) lauded the Aarogya Setu mobile application for helping health departments to identify the COVID-19 clusters. Many people continued following news channels for information on the COVID-19 pandemic. 10% of the respondents also mentioned using social media and various reading articles and blogs to get information about COVID-19.

Informal sources of information also play a vital role in our day-to-day life for gathering different updates and information. Some of these informal sources are the various social media groups such as Whatsapp and Facebook groups, friends and family members, family doctors, online seminars, etc. Such sources attract 1% of the total respondents. Few of the users also view the viewpoint that all the aforementioned sources are biased as they only promote their own opinions and none of them are 100% trustworthy. A basic suggestion to everyone is to follow only reliable sources of information and not get swayed seeing the extravagant figures that unreliable sources mention just to gain TRP or to increase their online presence.

53% OF THE POPULATION UNSURE ABOUT COVID-19 VACCINE

- Though the initial lockdown was effective, 66% feel either the current partial lockdown state or slowly opening is the way forward, 34% still think we should go into a lockdown again.
- 50% feel the Central Govt. initiatives against COVID-19 were effective, while only 25% feel that the State Governments initiatives are effective
- Half of India's Population expresses caution towards taking a vaccine

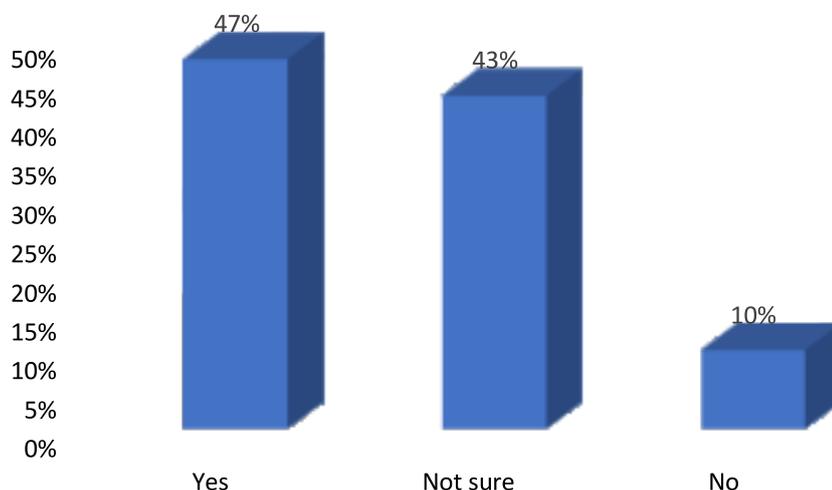
Everyday we hear about the advancements in COVID -19 vaccine development but we're still not so sure about its introduction for treatment purposes or when it would be available to everyone. There are also doubts and concerns regarding its effectiveness.

To analyse the public opinion on using vaccines, we asked our respondents 'If they will take the COVID-19 vaccine' once it is released. Surprisingly, 53% of the respondents didn't seem confident about the vaccine. 43% of them are not sure and will only make a solid opinion post initial results of the effectiveness of the vaccine is revealed.

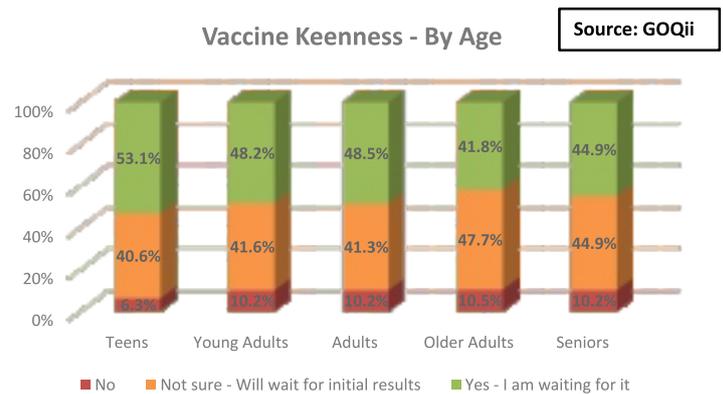
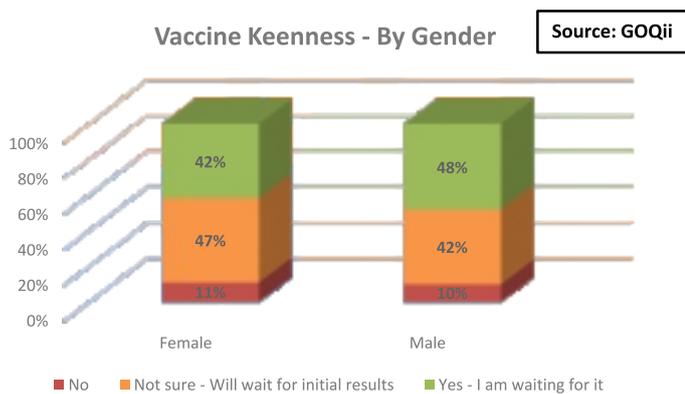
While 10% are firmly against taking the vaccine as of now, it might be due to a serious concern towards the still unknown side effects of the vaccine.

On an optimistic note, 47% of the respondents said that they are willing to take the vaccine and are actually waiting for it. Women are more cautious than Men.

Will you take Covid-19 vaccine?



With age, the willingness to take the vaccine reduces. The Older Adults (45-60) and Seniors (60+) are not as ready as the younger age groups. This may be due to concerns about complications post taking the vaccine.



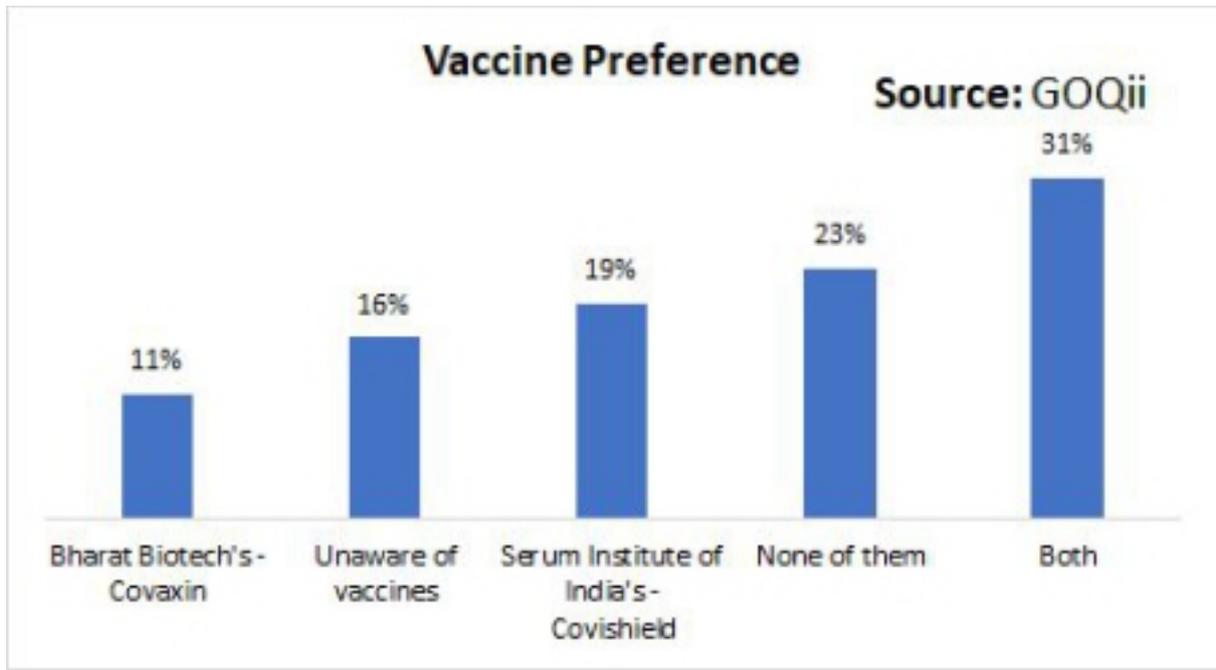
It's too early to draw any inference on whether the COVID-19 vaccine will provide long-term protection or not or if it will bear any side effects or not. Additional research is needed to answer these questions. However, it's encouraging that the available data suggests that most people who have recovered from COVID-19 have developed an immune response that provides them with at least some protection against reinfection – although we're still learning how strong this protection is and how long it could last. It's also not yet clear how many doses of the COVID-19 vaccine will be needed in order to be fully effective. Most COVID-19 vaccines being tested now are using two dose regimens. This is still a grey area that needs to be discovered.

WHO is cautiously optimistic that safe and effective vaccines for COVID-19 will be successfully developed soon. There is a robust pipeline of potential vaccines in the development, and some have already advanced to the next stage.

Recently, the UK became the first country in the world to administer a COVID-19 vaccine developed by Pfizer and BioNTech to one of its citizens. As of now, Serum Institute of India (SII) is also on the verge of getting an approval for India's first COVID-19 vaccine.

COVID-19 is one of the few deadly viruses in the history of mankind that has resulted in an enormous global challenge, requiring intervention on unprecedented levels. The Government of India has taken several steps from implementing lockdown to announcing a relief package of Rs. 1.7 lakh crores to the medical industry for rapid improvement in the testing capacity among many others. There are different types of initiatives which the Government, at the Central, State and Local level, is working on.

COVID VACCINE: WAS IT WORTH THE WAIT?



Two vaccines have been approved for the voluntary vaccination drive by the Indian Government which started in January. Oxford University's 'Covishield' and the indigenous Bharat Biotech's 'Covaxin' are both two-dose vaccines which are to be administered at a gap of 28 days. Since the vaccines are available in limited quantities for now, there is no option to choose between the two. However, based on the GOQii survey data, there is a clear preference of Covishield (19%) over Covaxin (11%) among users.

This may be because the live attenuated method using SARS-CoV-2 virus in Covaxin is yet to be verified for efficacy globally. Moreover, the phase 3 trial results for the vaccine are not out. Since it is being given in a clinical trial mode, one would have to sign a consent form which states that in case of an adverse event, beneficiaries will be treated at the designated hospital or authorized centers. The Covishield vaccine on the other hand does not require a consent form as it has shown an average efficacy of 70.4% in a pooled analysis of interim data from late-stage trials published in The Lancet. Therefore, keeping these factors in mind, some people prefer Covishield more.

31% of respondents trust the government and are in favor of both the vaccines, while 23%, almost a quarter of users, do not want to take either of them. Lastly, 16% do not keep up with COVID news and are unaware of either of the vaccines.

It will be close to a year since the world has come under the grip of COVID. As this disease is highly transmissible and with the hype around the safety measures to prevent one from contracting this disease, it was surprising to note that 57% of survey respondents had not taken any COVID test. Among the 43% who took the tests to diagnose COVID symptoms, Molecular (RT-PCR) at 18% was the most common one followed by Rapid Antigen Test (17%) and COVID-19 Antibody Test (8%) respectively.

Below are some key facts about the three tests:

PCR test - It detects genetic material of the virus using a lab technique called polymerase chain reaction (PCR). A fluid sample is collected with a nasal swab or a throat swab. PCR tests are very accurate when performed properly by a healthcare professional. A downside being that the rapid test can miss some cases.

Antigen test- This COVID-19 test detects certain proteins in the virus. A positive antigen test result is considered accurate when instructions are followed carefully, but there's an increased chance of false-negative results — meaning it's possible to be infected with the virus but have a negative result.

Antibody test- It is usually done after full recovery from COVID-19. If test results show that you have antibodies, it means you were likely infected with COVID-19 at some time in the past. It may also mean that you have some immunity. But there's a lack of evidence on whether having antibodies means you're protected against reinfection with COVID-19. The level of immunity and how long immunity lasts is not known yet. Another benefit of accurate antibody testing is that people who've recovered from COVID-19 may be eligible to donate plasma - a part of their blood. This plasma could be used to treat others with severe disease and boost the ability to fight the virus.

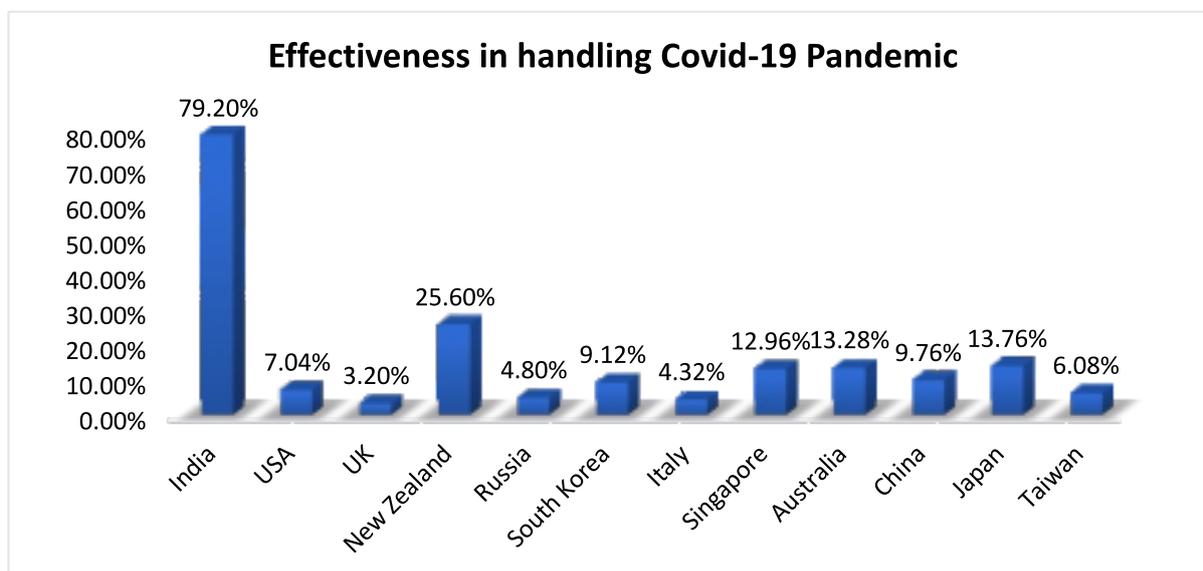
79% THINK INDIA EFFECTIVE IN CURBING COVID-19

India, which has the second-largest population in the world is suffering severely from COVID-19. By the end of November 2020, India investigated 1 crore (10 million) infected cases due to COVID-19, and as of January 2021, the cases equalled 10.6M. Social distancing and lockdown rules were employed in India, which however, had an additional impact on the economy, human living and environment. Where a negative impact was observed for the economy and human life, the environment got a positive one.

Different countries handled the pandemic in their own way. International borders have been locked down, travel restricted, economies slashed and billions are isolated at their own homes, as a measure to contain the outbreak. Many countries restricted international flights and operations while some countries like India deployed total lockdown on all sectors including domestic as well as international flights.

The Indian government (central and state level) is working intensely to minimize the number of cases and consequences daily and is taking all necessary steps to combat the challenges and threat posed by this growing invisible pandemic war involving public, medical association, nurses, NGOs and police forces, including paramilitary. Earnest efforts of all the frontline workers and self regulation by the citizens has paved the way for proper control of the pandemic.

Additionally, to treat/stop this COVID-19 infection there is a pressing need to handle this battle at a scientifically advanced level. The Ministry of AYUSH made recommendations based on Ayurvedic literature and scientific publications for preventive measures and boosting immunity with special references to respiratory health. Due to all these efforts, people rate the effectiveness of Indian Government in handling the pandemic above all the Nations.



Approximately 80% of the Indian population feels that the Indian government was quite effective in terms of handling the COVID-19 pandemic as compared to other countries' response to the same. Currently, the testing facility in India includes Real-time PCR test, Point-of-Care molecular diagnostic assays, rapid antibody test and point of care rapid antigen detection test for early detection of COVID-19. Starting from less than 100 tests per day, on 18th May, India reached a 2,00,000 test landmark. This 2000 fold increase became achievable with cooperation from airlines, railways, medical colleges, ministries, postal services, research institutions and testing laboratories.

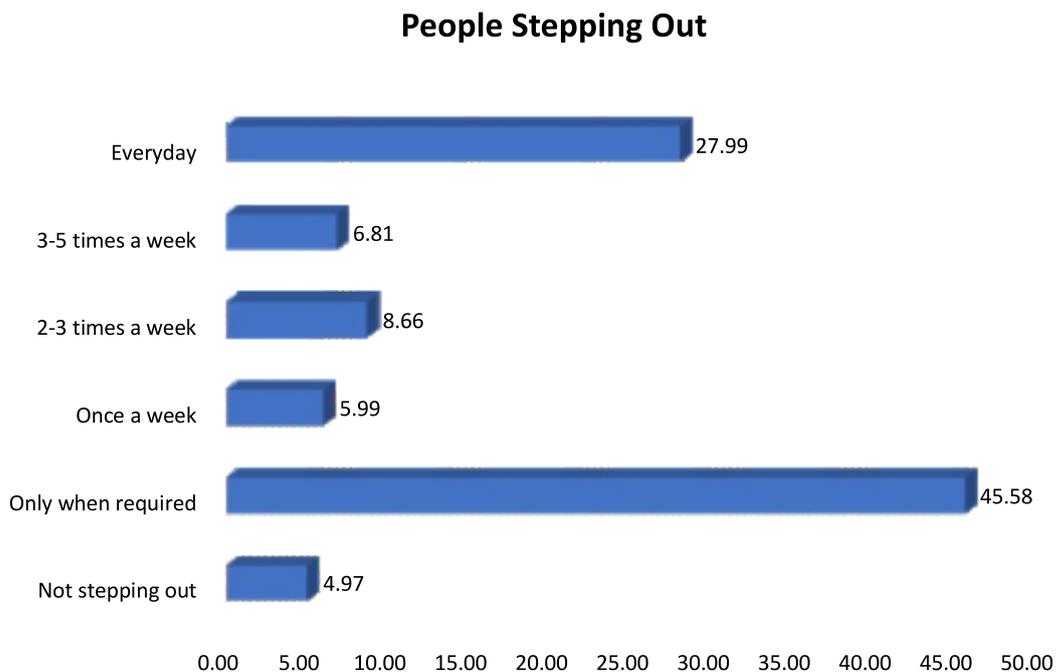
In January 2020, India had a single laboratory testing for COVID-19, at the ICMR's National Institute of Virology, Pune and on 20th May 2020, 555 laboratories were set up across the country and currently, there are 1105 operational labs (788 govt labs and 317 private labs) to deal with COVID-19 cases. Additionally, over 2.02 crore N95 masks and 1.18 crore PPE kits have been distributed in Indian states and UTs for free since 1st April. India launched the 'ArogyaSetu' mobile application for tracking movement.

A testimony to how India has managed to control and manage the pandemic as compared to the other big nations of the world can be derived from the fact that only 3% and 7% of people feel that the UK and USA were effective in response to the unexpected pandemic respectively. This is a big win for the people and government of India.

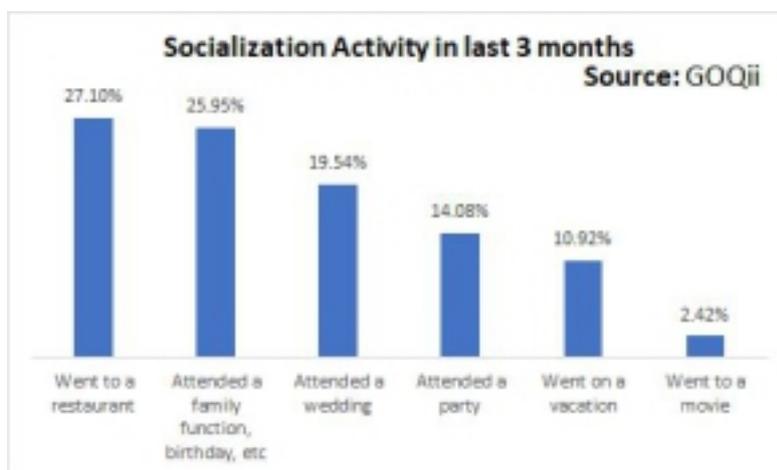
PEOPLE STEPPING OUT ONLY WHEN REQUIRED

While it was important and advised to stay indoors at all times during the lockdown, you might have had to venture outdoors to get your essentials or in case of certain emergencies. Whether it is to buy groceries or medicines, some things are simply unavoidable and that requires you to step outside. Majority of our respondents (45.38%) said that they stepped out of their house only when required. All the people cut down on their unnecessary travels and stepping outside and only restraining themselves to going out for absolute necessary things.

People who often step out of their homes are more prone to catch this virus as compared to those who are staying indoors, and hence mostly preferred to not go out. 5% of people mentioned that they are not stepping out of their homes. These people might belong to the elderly age group and as a precautionary measure preferred not stepping out. They might also be young children who were advised not to step out. 28% of respondents said that they step out regularly - either for their work or to buy groceries and other household supplies. The percentage of respondents stepping out once a week, or with more frequency, showed comparatively less awareness regarding staying indoors to keep safe.



INDIANS BACK TO SOCIALIZING AS GOVERNMENT RESTRICTIONS EASE



As the Indian government has slowly started lifting the restrictions to control the spread of COVID, Indians have begun easing back into their routine of socializing with friends and family.

Based on the GOQii users survey data, there are some activities that have been more popular among people in comparison to others. Eating out at restaurants (27.10%), attending a family function, birthdays (25.95%) and attending weddings (19.54%) are among the top 3 activities that Indians did in the last three months. On the other hand, going to movies (2.42%) was the least sought activity.

Restaurants are back to operating at almost full capacity and business is at 70% of pre-COVID-19 levels as per major aggregators. The reduction in seating capacity and staff taking extra precautions regarding hygiene has surely helped customers feel confident about visiting their favorite restaurants once again. Since most people are still apprehensive of travelling too far from their vicinity, they are making up for lost socializing time by meeting friends at nearby eating joints. Moreover, it seems that many have also grown tired of cooking at home and are eager to experiment with their taste buds by exploring new food items outside.

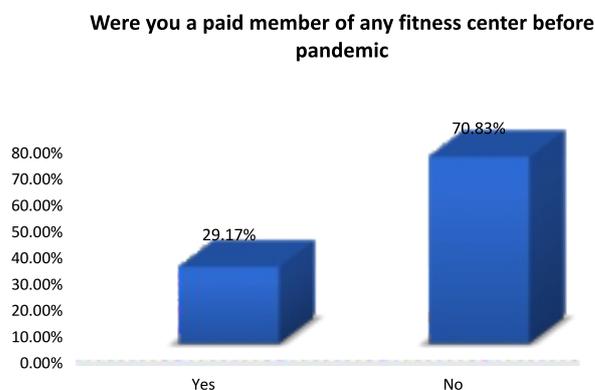
To maintain social distancing and prevent large crowds from gathering, the government had put strict restrictions on festive celebrations for a major part of the year. To beat the lockdown blues, Indians sought joy in attending family functions, birthday parties and weddings where guest limits were capped at 50-100 people depending on the state.

Attending parties (14.08%) was the next most popular activity followed by going on vacations which was limited to just 10.92% users. It's interesting to note that going out for movies nearby is less preferred in comparison to vacations even though travelling is still perceived as risky. One reason could be that OTT platforms have subdued the hype of cinemas as Indians binged on content over Amazon Prime and Netflix during lockdown. To add to that, real world experiences are seemingly becoming more appealing in

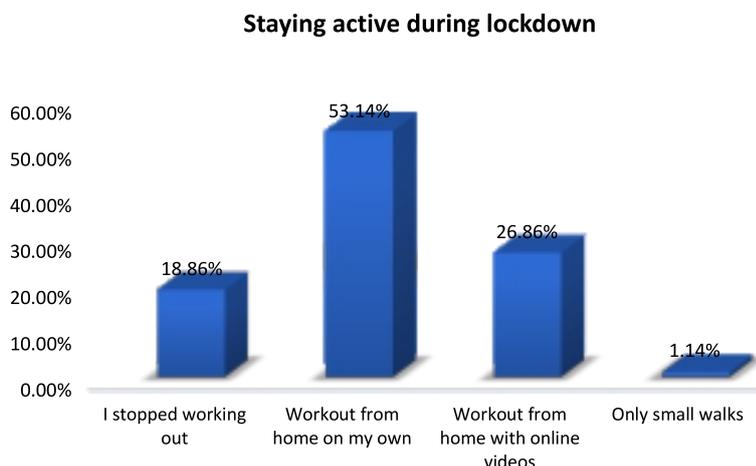
47% OF GYM GOERS NOW PREFER WORKING OUT AT HOME

The benefits of regular workout in improving one's overall health is not unknown. Regular physical activity can improve one's muscle strength, boost endurance and helps improve heart and lung health and builds energy levels to tackle daily chores. There are definitely many benefits of going to a gym and working out.

People from every age group used to go to gyms, yoga centres and other fitness stone dios to maintain and build a healthy physique as well as improve their mental health. But due to the lockdown, all these facility centres were asked to shut down.

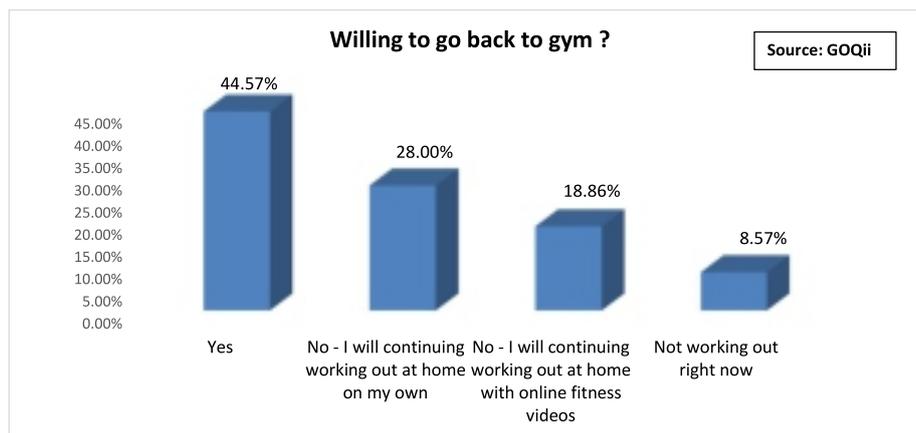


In India approximately 30% of people are part of some or the other fitness centre subscription. During the lockdown period, many people continued their exercise, yoga, workout or any other form of physical activity from their home. A few people stopped working out due to the lack of availability of equipment required or space issues. To better understand the workout pattern during the lockdown, we asked our users to tell us how they managed to stay active during lockdown when all the gyms and fitness centres were closed. To this question we got the following set of responses:



Almost 19% of people who used to go to the gym or any other fitness centres mentioned that they stopped doing any physical activity including their workout. More than 50% of respondents said that they started working out on their own in their homes. This is a positive sign that a majority of the population are motivated to perform some physical activity on their own. A significant section of people said that they used to watch online training and workout videos on youtube, google, instagram and other gym/fitness centre specific applications/websites and then performed their workout at home. These videos helped them get an idea about what exercises or postures need to be performed and how to perform them. During the lockdown, we have seen a huge surge in the subscription of freelancing and influencer services in terms of workout, yoga and related activities. A small fraction of people also mentioned that they used to go for small walks in their residential parking space or in their residential lobby(space just outside your home).

Now the question arises that once the lockdown is totally lifted and the pandemic is over whether or not these people will go back to their routine places like gyms, yoga centres or fitness studios. To this people responded with mixed feelings.



A big section of people mentioned that they are willing to resume their workout from fitness centres. Approximately 45% of people showed confidence and said that they will be willing to join gyms, yoga centers and fitness studios. On the other hand, 47% said they would continue working out from home either on their own or with online fitness videos. This shows that a significant group of people still fear COVID-19 and prefer not to go to public places. Around 9% of people say that they prefer not to workout currently and will stay away from gyms and fitness studios for a while.

35% will have to pay up to rejoin gyms

The decision to go back to gyms and fitness centres is also dependent on the membership months that were impacted by the lockdown. While gyms are gradually opening up, the policy that they are following with regards to members joining back differ from gym to gym.

When paid gym members were asked about the status of their membership now that the lockdown has ended, 18.86% said that their membership will only be extended if they renew their subscription. For 16%

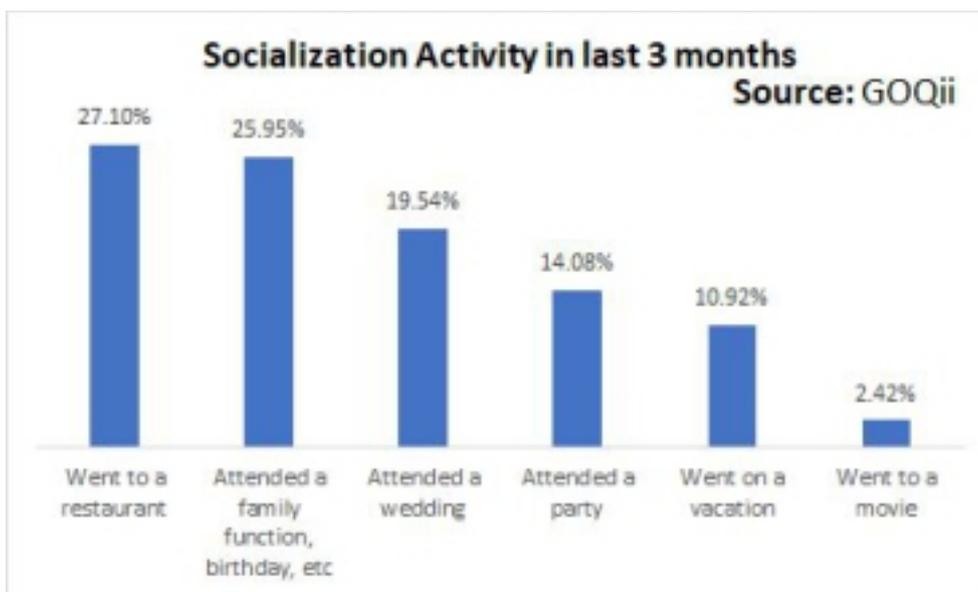
It is relatively easy to follow along with trainers virtually and having basic workout gear such as dumbbells, makes one's exercise routine even more effective. The least popular activity was mechanical training owing to space constraints. Only a meager 5.7% of users responded that they were inactive during the lockdown. Overall, Indians got time to focus more on their physical activity levels during the lockdown by involving themselves in a wide range of activities.

48% bought exercise gear like dumbbells during lockdown

Since the lockdown started, working out at home was the only option for fitness enthusiasts. When asked about their preference regarding buying online fitness classes, exercise gear and machinery, 48% said that they have already purchased light exercise gear like dumbbells, resistance bands and skipping ropes, etc.

On the flip side, fitness videos and mechanical gear such as treadmills, elliptical machines, etc. were not a high priority purchase for Indian GOQii users to maintain their fitness levels. Therefore, the majority were not willing to buy the same. Since workout gear like dumbbells are small and relatively easy to store, they were the most preferred fitness items. Moreover, they are simple to operate, allowing users to perform a variety of exercises targeting multiple muscle groups. On the other hand, an equipment like a treadmill takes up a lot of space, is expensive and has limited variation in movement while exercising, making it an unfeasible purchase for most.

Indians back to socializing as government restrictions ease



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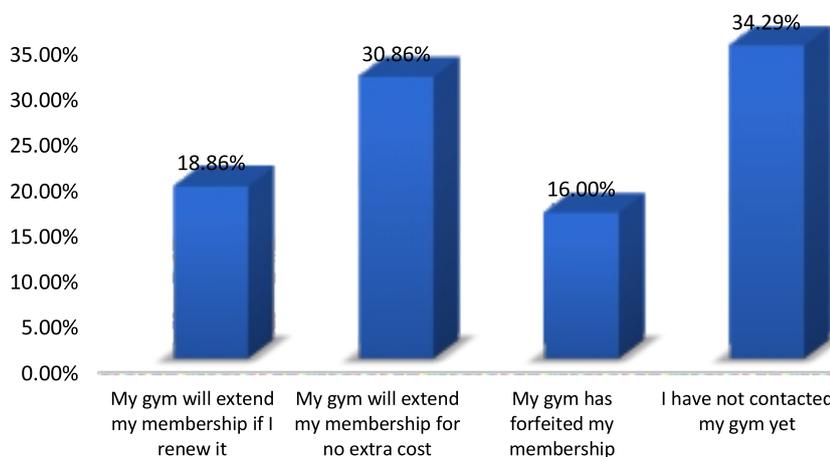
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of the respondents, their membership has been forfeited by their gyms by declining to renew or extend their membership. So these 35% will have to pay their gyms to get back their lost months or just to start a fresh membership.

31% of the respondents got a better deal with their gyms because they have been provided with extended membership with no extra cost. About 35% said that they have not contacted or been contacted by their gyms regarding gym membership decisions.

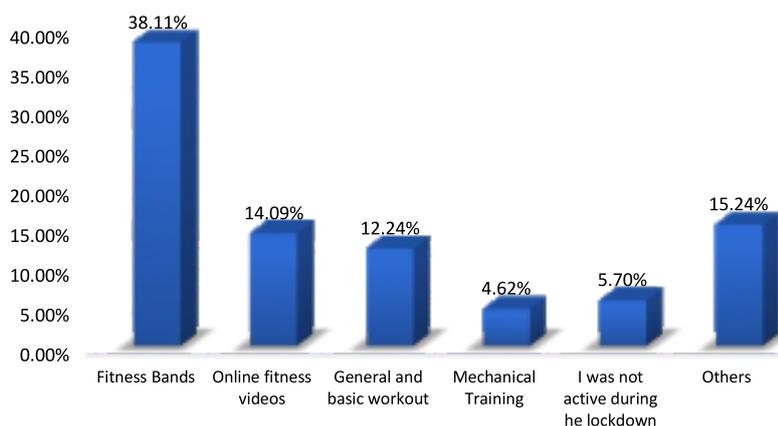
Gym membership and lockdown issues



38% stay fit at home with Fitness bands

From those who didn't have a paid gym membership, 38.11% mentioned that fitness bands helped them track their physical activity, thereby staying active during the lockdown. Fitness bands are able to track steps, sleeping patterns and heart rate, etc. making them an all-in-one fitness companion. The next popular fitness activity was others at 15.24% which included yoga, meditation, walking and doing household chores. Online fitness videos (14.09%) and general & basic workouts (12.24%) followed respectively in popularity.

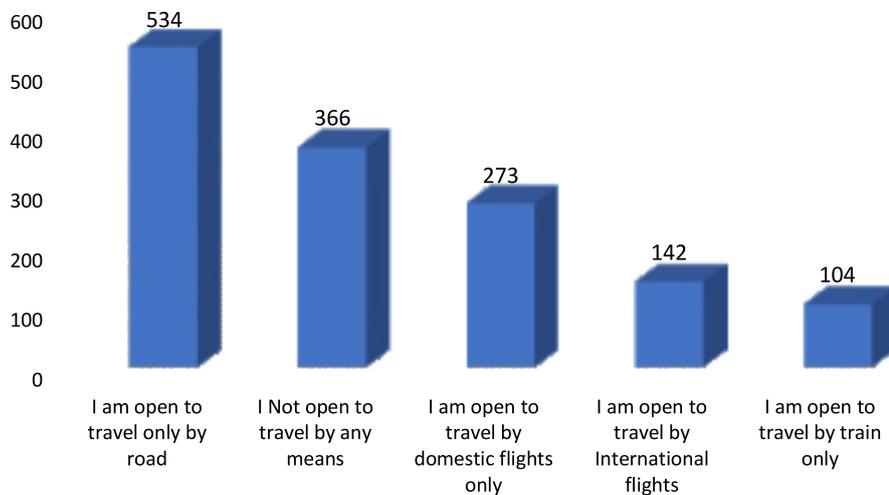
What helped you to stay active during lockdown



ROADWAYS THE SAFEST WAY TO TRAVEL

A lot of travel restrictions were imposed amid the COVID-19 pandemic. The outbreak of this COVID-19 is very dangerous and it is a widely-spread disease which tends to manifest under multiple touch points and travelling being one such place, bearing a lot of them. It was advised by the Government during the lockdown to stay at home and avoid travelling as much as you can. In order to impose the same, during the lockdown it was observed that all kinds of travel were restricted, as travel by air or rail were all closed down and only travel for emergencies were permitted. It was recommended to avoid travelling in order to prevent any chances of infection. With the worldwide spread of COVID-19, people are cancelling their booked trips and are being cautioned by health officials to limit all the non-essential travel. It has also been advised to follow all the safety measures in case travelling cannot be avoided. Certain measures such as washing your hands frequently outdoors, sanitizing all the outdoor furniture or door handles, maintaining safe distance from everyone, not touching face with unwashed hands, wearing mask and gloves all times, etc. should be adopted in order to minimize the risk of getting infected.

Travel Perception



We are also at times exposed to certain situations wherein we cannot avoid travelling and a survey on the similar lines was conducted in order to understand the travelling preferences of the individuals. From the survey, it was found that a majority of the people considered travelling by road as the most preferred option as they consider it to be the safest. 49.22% had the viewpoint that they would prefer most to travel by road, as when you are travelling on your own, you can ensure utmost safety and avoid any type of outside contact with anyone. You can sanitize your vehicle properly before commencement of the trip and carry along with you all that is necessary for maintaining a safe environment around you always.

This amount of safety cannot be ensured in any other modes of transport as you are not sure of how many people have already sat on the seat you are utilizing, or how many people have touched the door handle that you are going to open. Yet, under situations wherein you cannot travel by road, you have to opt for

other modes and during such travels one must ensure that they are following all the safety guidelines issued by the Government. The percentage of people who are open to travel abroad is comparatively very less than before as now, only 13.09% of the people say that they are okay with travelling internationally. The outbreak of this virus is very dangerous overseas and under all situations, the majority of people are currently avoiding travelling abroad so as to lessen their chances of getting infected by this lethal virus.

Domestic travel also sees a downfall as now only 25.16% of the people say that they are okay with travelling via flights across India. Earlier, what used to be a major mode of transport is now being only accepted by one fourth of the population. This decrease is because of the fact that people are now very cautious when it comes to travelling or visiting crowded places.

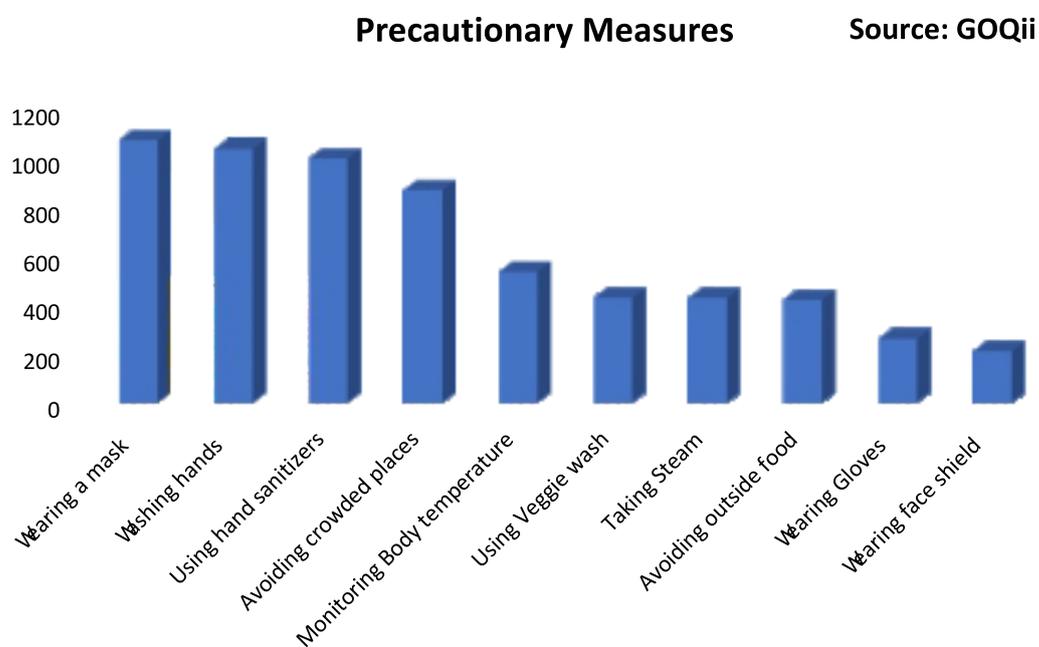
The major downfall is seen in the railways, as only a low of 9.59% of the people say that they are open to travel via rail. This decrease can be attributed to the fact that travel via rail has long travelling hours and more touch points as compared to flights. People have the perception that it is better to pay a little more and reach a place in an hour rather than taking the risk of travelling in a closed space for more than 10 hours and making yourself more prone and vulnerable to the virus.

A lot of people still are of the viewpoint that they are not open to travel yet. Around 33.73% of them still feel that travel is a very risky affair amidst this pandemic and they do not want to take that chance of travelling and making themselves vulnerable to the virus.

A lot of people have different perceptions regarding the travel, but what is most important is, whatever mode of travel you are opting for, at every step one must ensure that safety and precautions are being taken, a safe distance is being maintained at all crowded spaces and masks should be mandated at all times.

WEARING A MASK, WASHING HANDS A MUST FOR ALL

The COVID pandemic brought about huge changes in our lives and in our lifestyles. The major focus of each individual is now on maintaining good health and adopting the optimum safety measures in every step they do, right from stepping out of their homes to even buying something as small as vegetables. People ought to be extra careful at everything they do and all of them have been seen opting for different precautionary measures regarding COVID-19. The one common measure that was observed in all is that now everyone has resorted to wearing masks in the public. It has been mandated to wear masks at all times now when you are out in the open as it prevents you from catching the virus or helps you to not spread it further in case you are infected by one.



Out of total respondents, 97.72% of the people were observed wearing masks while stepping out of their houses.

The next common thing that was advised and which was obediently followed by everyone was washing their hands at frequent intervals and to wash it as a mandate once you come back home after going out. 94.34% of the people were seen to follow this religiously. It is an important measure as washing your hands helps you in getting rid of the bacteria's or even virus in case any gets attached to your hands.

Another alternative to this hand-wash in the outdoors was the use of sanitizers that almost 90.88% of the people were seen to follow. It was advised to use the alcohol-based hand rub before touching anything in the public so that you properly sanitize it and lessen the chances of the viruses being there. The above are all the basics for maintaining good hygiene.

Some of the other safety precautions taken by the people were wearing gloves, 23.72% opting for this and 19.16% of the people were also seen using face shields for extra safety. A lot of people were extra careful when it came to using anything outdoors that maybe have been in contact with multiple people, such as taking couriers or any outdoor furniture or seats. 51.28% of the people were seen using surface disinfectants for sanitizing the above. Washing vegetables thoroughly was one safety measure that was taken by a lot of people with 38.96% of people following this.

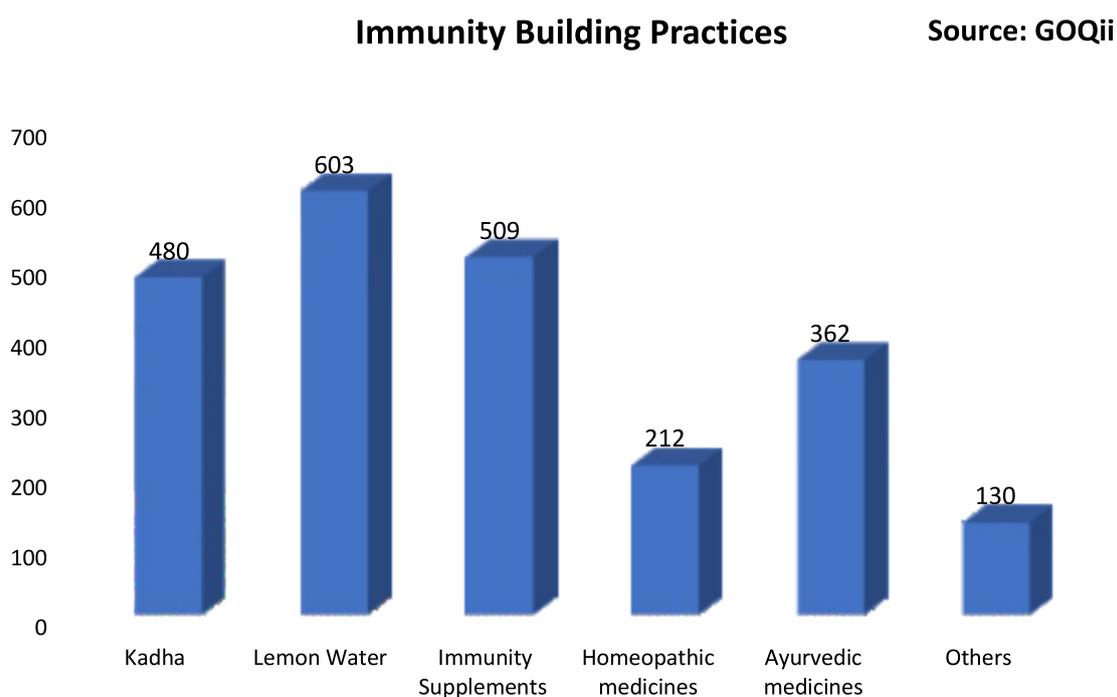
Some of the other measures undertaken to ensure the individual's safety were bathing after coming back home, or monitoring temperature at regular intervals, monitoring SPO2 and also steam inhalation. All of these were used as checks for proper health. Individuals were also seen to be very alert and cautious when it came to visiting crowded spaces as 79.11% of them were seen avoiding visiting such places and 59.85% of them were seen avoiding visitors at home.

All the above precautions were seen to be inherited in everyone's daily lifestyle in order to stay safe amidst this COVID-19 pandemic.

LEMON WATER - THE IMMUNITY BOOSTING ELIXIR

Immunity is an extensive topic, worthy of an encyclopaedia of its own. If we have to define immunity then it is the ability of an organism to resist a particular infection or toxin by the action of specific antibodies or sensitized white blood cells. Immune systems are the cells and tissues in the body that make it able to protect itself against infection. The concerns regarding immunity have become more important, given the periodic outbreaks of infectious diseases such as SARS (Severe acute respiratory syndrome), MERS (Middle East respiratory syndrome), and now the COVID-19 pandemic, that within a few months, has led to millions of cases across the world. Undoubtedly, this is one of the most concerning matters at this very moment as the number of affected people are aggressively increasing day by day.

As a matter of fact, only the natural immune system of our body can defeat this virus. As per information collected and verified, a large number of people have already become successful in defeating this deadly virus just because they have a stronger immune system. This can be considered as the key reasons why doctors and medical experts are suggesting common people to take every chance to strengthen their immune system naturally as it can help them stay away from COVID-19. During this Nationwide lockdown in India, people have followed different methods to build immunity. The graph below shows some of the major practices, which include having lemon water, kadha and immunity building supplements.



Majority of people mentioned that they take lemon water to boost their immunity followed by immunity building supplements like Vitamin C tablets. Drinking lemon water on a daily basis builds immunity as lemon is a rich source of Vitamin C - which helps the human body fight viruses. People also find it easy to make lemon water as it hardly takes a minute to prepare. A huge number of respondents said that they took immunity building supplements to develop a strong immune system. Such supplements provide our body with all those vitamins and nutrients which in general are missing from our daily diet. A significant number of people also mentioned having kadha on a regular basis. Kadha is an Ayurvedic home remedy that can protect you, make you stronger from within and also help in fighting seasonal infections. It is prepared by mixing different types of herbal and ayurvedic ingredients and then boiling it for 2-3 minutes. It is consumed as a hot drink. Many users also mentioned taking homeopathic and ayurvedic medicines to boost their immunity. India, being a country rich in traditional medication, believes in ayurvedic treatment more than any other form of treatment. Few of the respondents also mentioned having Turmeric milk, green tea, aloe vera juice, apple cider vinegar, amla and tulsi juice, etc.

MORE THAN 60% AVOIDED VISITS TO DOCTORS, DENTISTS AND HOSPITALS DURING LOCKDOWN

Another kind of precaution that a majority of the respondents have followed is not visiting Doctors, Dentists and Hospitals during the lockdown. This can also be the result of taking extra care of one's health so as to avoid going to a medical facility, as 80% also did not opt for any online Doctor consultations during the period.

	NOT EVEN ONCE	1-2 TIMES	3-4 TIMES	MORE THAN 4 TIMES	TOTAL
Doctors	60.66% 657	30.56% 331	5.08% 55	3.69% 40	1,083
Dentists	86.77% 931	10.72% 115	1.40% 15	1.12% 12	1,073
Hospitals	69.92% 753	23.58% 254	3.06% 33	3.44% 37	1,077
Online Doctors	80.45% 860	15.43% 165	2.53% 27	1.59% 17	1,069

Due to the outbreak of COVID-19 pandemic, outdoor movement was restricted to a large extent for all individuals and it was seen that people stepped out of their homes only in case of emergencies like medical emergencies or only when it was absolutely necessary to do so. A survey was conducted to know the pattern of how many people visited doctors, dentists or hospitals or took online consultation from doctors and what was the frequency for the same.

It was observed that the majority of people chose not to visit any of the above, and this can be attributed to the health awareness that was instilled in everyone during the lockdown. People, now more than ever, understood the importance of good health and were seen undertaking a lot of safety measures and undergoing physical activities to maintain good health. They were also eating a healthy diet.

Yet there are certain situations where it becomes inevitable to avoid doctors and we observed that 30.56% of the respondents did visit a doctor 1-2 times during the lockdown. This number further reduced when this frequency was increased, as only 5.08% of the people were observed to visit around 3-4 times and for more than 4 times only 3.69% of them were seen taking consultation from the doctors. A similar pattern in this number was also observed in case of dentists, hospitals and online doctors, wherein more people were seen taking consultation only once and twice. That percentage reduced when the frequency was increased.

The above can be understood in terms that people were still a little sceptical in going out and getting consultation as they knew that such places are the ones having multiple touch points. Hence, they only resorted to use them under absolute necessary conditions.

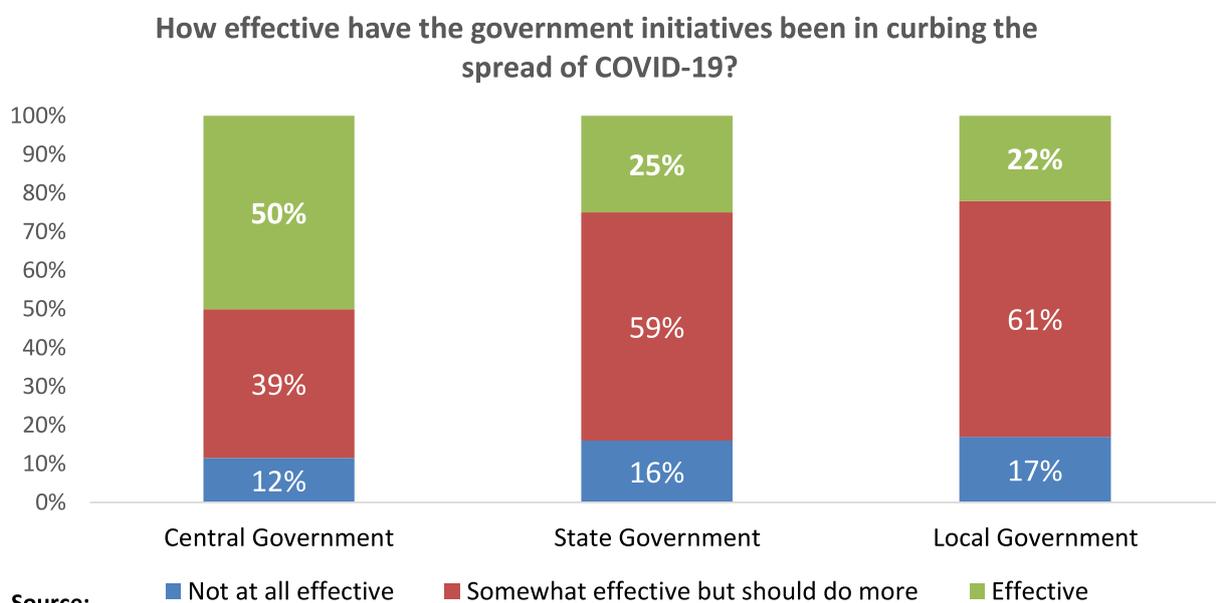
Also, for consulting once or twice, it was fine as post the doctor's or hospital visit, they would thoroughly sanitize everything and bathe once they are back home. But, they all avoided doing multiple visits to these places. We also saw the emergence of online consultation and online doctors in this pandemic as people felt safer consulting doctors from their home under safe conditions as compared to physically going to the hospitals for consultations.

EFFECTIVENESS OF THE GOVERNMENTS

According to the COVID-19 Impact - The Way Forward study, 89% of the respondents feel that the Central Government initiatives have been at least somewhat effective in curbing the spread of COVID-19. 39% of the people surveyed believe that Government Initiatives are only somewhat effective and they can do more. A majority 50% think that the measures taken are effective. From imposing a nationwide lockdown and imposing restrictions on travel - both domestic and international, to facilitating testing labs and spreading awareness, the Central Government has surely taken some proactive measures in this fight against COVID-19.

Furthermore, in order to increase awareness, The Ministry of Health and Family Welfare has issued various guidelines to address the needs of citizens and healthcare professionals on the testing protocols, sanitation, preventive measures, rational use of PPEs, mask use, etc. Also, the Ministry of Electronics and IT has also developed a mobile application, namely Aarogya Setu which helps in contact tracing and self-assessment of one's health and in finding out whether you are in a containment zone or not.

Regardless of that, 12% think that the Central Government initiatives were not effective.



The story is a bit different when we zoom into the local scenario, as for the State and Local governments, only 25% and 22% of the respondents respectively, think that they were effective in curbing the spread of COVID-19. More than half of the respondents feel that although the State and Local government have been somewhat effective in their measures, there is clearly a scope for them to do more.

Ever since the outbreak of the virus, the onus of containing its spread has fallen on the State and Local government in terms of enforcing strict but necessary restrictions as part of the lockdown. The pressure of maintaining them along with providing the required medical infrastructure has been especially intense in densely populated metros like Mumbai and Delhi. Adding to this mix is the economic need to get everything back to normal as the livelihood of millions is at stake. Arriving at a balance between these two extreme issues is something that the local governments are still trying to figure out. Among the 3 main cities, Mumbai citizens feel that the local government is doing the most, followed by Bengaluru. Delhi citizens feel that their local government has not been very effective.

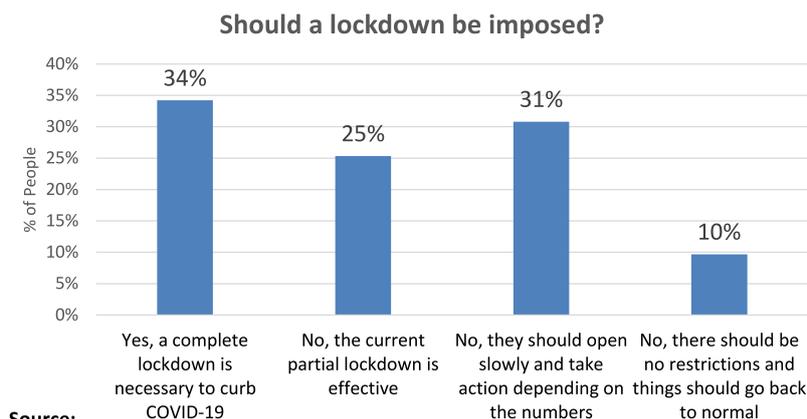
When asked 'What measures can the Government apply going forward', imposing a lockdown is a way to go along with imposing strict rules in terms of social distancing and wearing masks. Increasing awareness about the prevention and control of COVID-19 amongst the masses is also something most respondents feel that the Government should do.

While 66% believe the current method or opening up slowly is the way forward, 34% feel that a complete lockdown should be introduced again.

To look at it in terms of numbers, 66% of the population believe that the current partial lockdown or slowly opening up is the way forward. 25% have a positive opinion about the current partial lockdown and think that it should continue in a similar manner. 31% want things to return back to normal but only in a gradual way, wherein restrictions will be loosened very cautiously, while monitoring the numbers. 10% of people said that there should be no restrictions and things should go back to normal.

34% people still feel that a complete lockdown should be introduced again in India. This group of people are still pro-lockdown and believe that the government needs to be stricter in order to completely eradicate the spread of COVID-19.

When asked to rate the effectiveness of imposing a lockdown to curb the spread of COVID-19, the average rating came to be 7. This is a good indicator of the general opinion towards imposing a lockdown, which based on the rating is quite positive. A large group of people felt that the nationwide lockdown was a very effective way of curbing the spread of COVID-19.



The popular opinion is that until the COVID-19 vaccine is available for the majority population, cautious is the way to be. As per the survey, a similar cautionary approach is also true with regards to the COVID-19 vaccine.

The way ahead is still uncertain. Most people would prefer things slowly opening up as it is important to be cautious and keep track of the numbers when doing so. Also, with the Vaccine, the government will have to build confidence in the efficacy before people are willing to take it.

A pair of black-rimmed glasses with silver-colored temples is shown from a top-down perspective. A white rectangular card is placed horizontally across the right lens. The card features the text "What is your HEALTH STATUS?" written in a black, casual, hand-drawn font. The glasses and card are set against a dark brown, vertically-grained wooden background. The lighting is soft, highlighting the textures of the wood and the metallic parts of the glasses.

What is your
HEALTH STATUS?



MEASUREMENTS AND INDICATORS

Body Mass Index (BMI) is a measure of body fat based on height and weight that applies to both adult men and women. The World Health Organization defines a normal BMI range between 18.5 to 24.9. Anything above 25 is considered overweight while figures above 30 falls in the obese category. According to the World Health Organization, more than 28 lakh adult deaths take place each year due to obesity. It is evident that being overweight is unhealthy and can increase chances of having chronic diseases or premature death hence, it is essential to maintain a normal BMI.

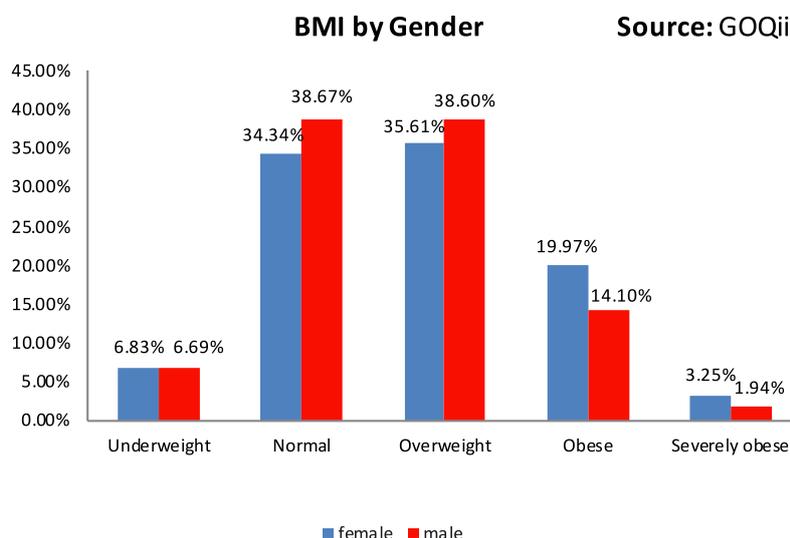
BMI is calculated by the following formula:

$$\text{BMI} = (\text{Weight in Kilograms} / (\text{Height in Meters} \times \text{Height in Meters}))$$

BMI Classifications	
Normal	18.5 - 24.9
Overweight	25 - 29.9
Obese	30 - 34.9
Severely Obese	35 - 39.9
Morbid Obese	40+

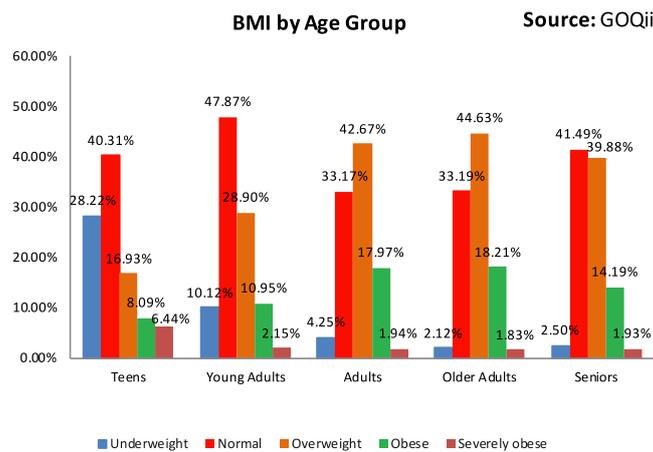
India's Average BMI in 2020 stands at 20.1 which is among the lowest across all nations. This figure falls well within the normal bracket. Let us explore BMI data by various categories for GOQii users in India.

People in overweight category more than double from 2019



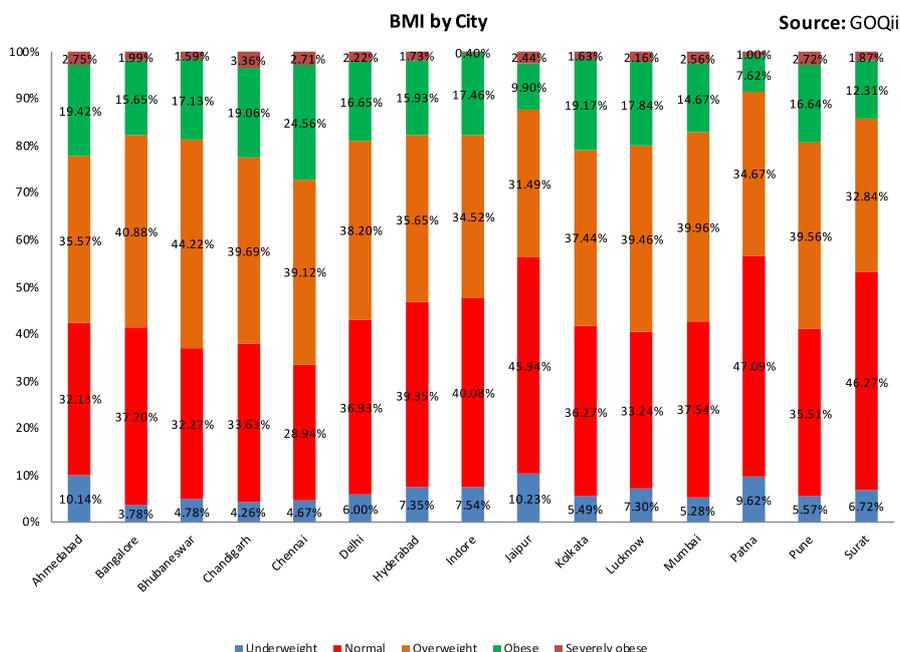
Looking at the overall percentage of people in the overweight category (overweight + obese + severely obese), 55.65% individuals are in the overweight category which is just double the percentage from 36% in 2019. Out of this, 58.83% of women are in the overweight category while the figure is 54.64% for men. The increase has been more significant for men in comparison to women if we compare the figures from last year which were 33% and 45% respectively. Given the restrictions imposed on gyms and fitness centers due to the lockdown, these figures are hardly surprising. Clearly, limited movement outside of home has had a deteriorating effect on the physical health of people.

Teens either underweight or severely obese. There is no in-between



Exploring the age wise data for BMI, older Adults have the highest percentage of overweight individuals followed by adults and seniors. These statistics are expected as with age, it becomes more difficult to lose and maintain your weight. On the other hand, teens not only comprise the majority percentage among all age groups in the underweight category but, also the severely obese category. Though there has been a drop to 28.22% in 2020 for the underweight category from last year's figure of 40%, it is still concerning that the majority of them are not receiving enough nutrition in the nascent stage of their growth.

Patna: The epitome of normal



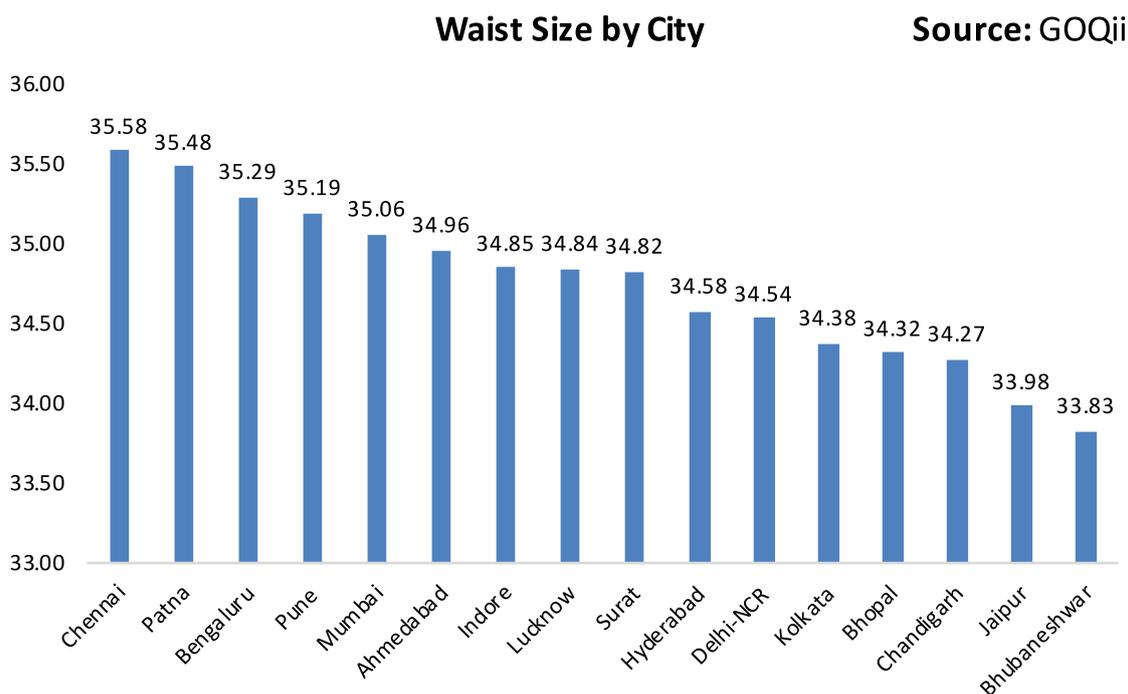
In terms of city wise segregation of BMI data, Patna has emerged as the epitome of 'normal' yet again in 2020. It has the highest percentage of individuals in the normal BMI range across all cities along with Surat and Jaipur. On the other hand, Chennai has the highest percentage of overweight people. As per observations from a leading hospital chain, people in South Indian states such as Tamil Nadu primarily consume carbs and store them as fat. Cultural negligence towards obesity, lack of space to workout and sedentary lifestyle have aided to exacerbate this problem. In terms of underweight individuals, Jaipur and Ahmedabad rank amongst the top 2 across all cities.

Don't let your fascination with taste increase your waist

The average waist size for Indians in 2020 is 35 inches which is exactly the same figure as 2019. Women and men are having neck to neck competition in this metric as both genders have an average waist size of 35 inches. As far as age wise figures are concerned, waist size is increasing in a linear fashion with age. It is common knowledge that muscles burn more calories than fat hence loss of muscle mass due to aging alters body composition and contributes to weight gain. Furthermore, for women, the process of growing older is accompanied by decrease in estrogen levels which shifts fat storage from the lower portion of the body to the midsection.

Chennai leading in inches

It is not surprising that Chennai has the highest waist figure at 36 inches amongst all cities as it was leading in the percentage of overweight people as well. It is followed by Bengaluru and then Patna which apparently had the highest percentage of people in the normal BMI range. On the other hand, Bhubaneswar, Jaipur, and Chandigarh are the thinnest cities.



Give your heart a break!

Contrary to the popular belief, a lower resting heart rate at rest is actually better for you as it implies efficient heart function and better cardiovascular fitness. A normal resting heart rate for adults ranges from 60 to 100 beats per minute and it can fluctuate through the day depending on factors like activity levels, emotions, air temperature etc.

Let us now see the trends in heart rate for GOQii users. Women's resting heart rate is 84.2 which is about 1 point higher than that of men. Bifurcating by age group, seniors have the lowest heart rate (80.2) while adults have the highest heart rate at 84.4. City-wise, Chandigarh has the lowest heart rate at 82.83 while Lucknow has the highest at 84.73.

Here are some tips to lower your heart rate and help it function properly:

- Exercise -Exercise of any form speeds up your heartbeat during the activity and for a short time afterwards. However if you do physical activity everyday, it will eventually slow down your resting heart rate. This is why athletes have really low resting heart rates.
- Keep away from stress- Performing meditation, tai chi, and other mindfulness techniques decreases the resting heart rate over time.
- Avoid smoking- Smokers usually have higher resting heart rates and quitting will help lower it down.
- Maintain a healthy weight- The heart needs to exert a lot of effort in order to supply a large body mass with blood. By losing excess weight, it can aid in bringing your resting heart rate to normal levels.

Average Blood Pressure Goes Down

Blood Pressure comprises 2 figures. The first number called systolic blood pressure measures the pressure in your arteries when your heart beats. Whereas, the second number called diastolic blood pressure measures the pressure in your arteries when your heart rests between beats. Blood pressure for a healthy person should be more than 120 over 80 and less than 140 over 90 (120/80-140/90). One's blood pressure may fluctuate through the day depending on several factors, but prolonged high blood pressure is a condition called hypertension.

BP	Systolic	Diastolic
Female	117	75
Male	118	76

In 2020, the average BP is 118/76 for GOQii users which is a good sign as it has reduced from last year's figure of 120/77. We also see that men have a slightly higher blood pressure than women

For age wise figures, although a trend is not so apparent in systolic numbers, we can see the diastolic number increasing as one age. Finally, in the city wise data, there is little variation in blood pressure among cities. However, Bhopal does stand out amongst all the cities with the highest systolic and diastolic figure.

	Systolic	Diastolic
Teens	118	76
Young Adults	118	75
Adults	118	76
Older Adults	118	77
Seniors	119	78



LIFESTYLE DISEASES

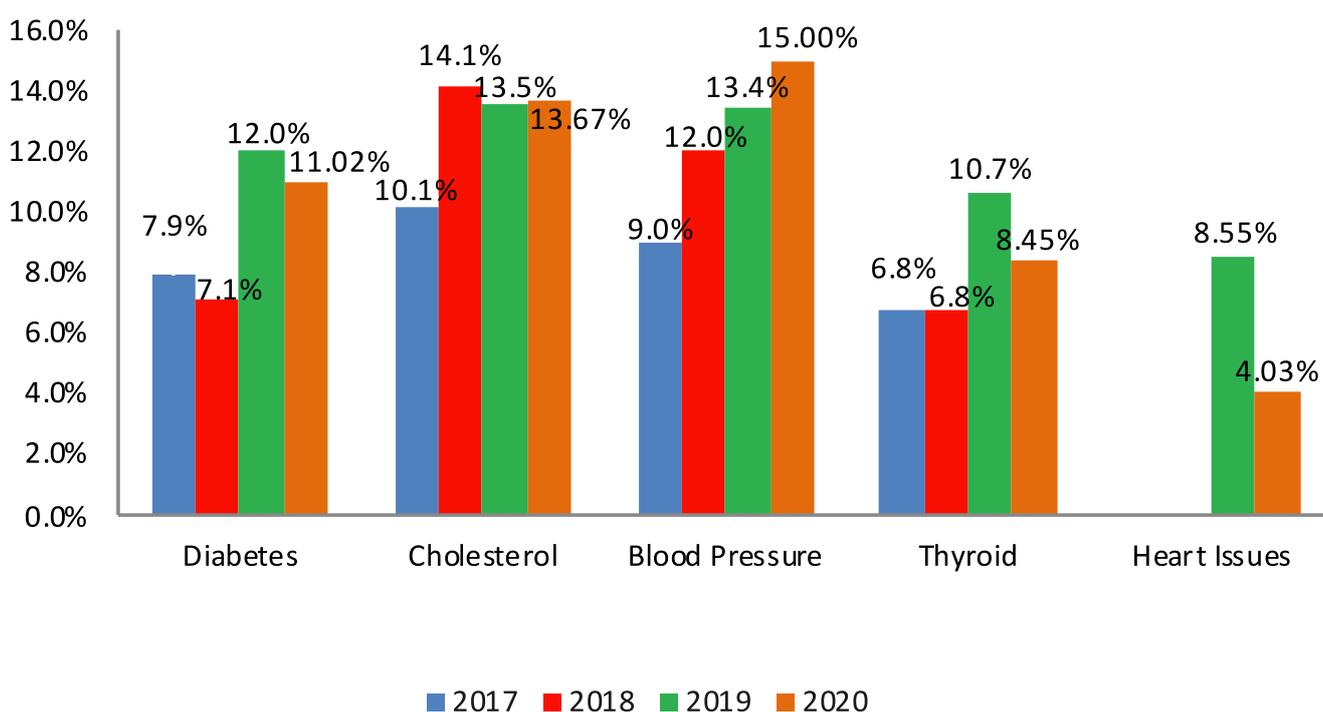


LIFESTYLE DISEASES BP ON THE RISE AMIDST LOCKDOWN

Majority of lifestyle diseases can be traced back to inactivity and high-calorie foods. During the lockdown, there was a complete shutdown of gyms and restaurants. This resulted in many Indians turning to home-cooked food as opposed to the fast-food culture that was popular among office-goers. Influenced by social media challenges or simply emotional eating due to stress, many people made sumptuous, high-calorie cuisines. This is backed by a keyword study conducted by SEMrush which revealed that the most used 'recipe' keywords during February 2020 to May 2020 were cake, samosa, jalebi and momo recipes. With India fast becoming the diabetes capital of the world, these findings are distressing.

Moreover, Indians love sweet confectioneries however, there is a dark side to this sweetness. According to senior officer, dietetics, PD Hinduja Hospital "Highzs sugar consumption is linked to obesity, type 2 diabetes (T2D), coronary heart disease (CHD), non-alcoholic liver disease and metabolic syndrome." Since sugar only serves to satiate our sweet cravings and contributes no nutritional value, it is often considered as empty calories. Too much storage of empty calories results in fat formation which is a deadly combination with the sedentary lifestyle during the lockdown.

Lifestyle Diseases: Past 4 Years Source: GOQii

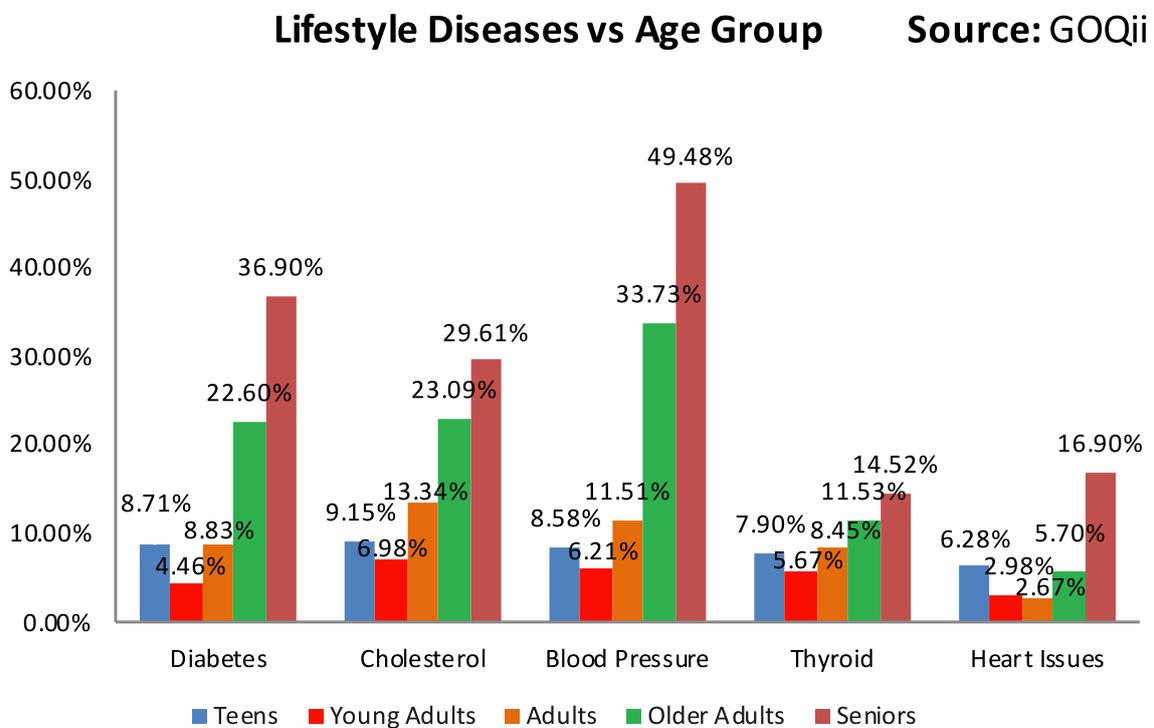


The pressure is just about to blow!

It is concerning that lifestyle diseases have increased significantly over the years, especially in the case of Blood Pressure which has seen a rising trend. In fact, research claims that every third Indians suffers from BP issues. If not kept in check, people with this disease have a higher risk of heart attack, stroke, kidney failure and blindness.

Teens suffer more from lifestyle diseases than Young Adults

It's shocking that teens have a higher percentage of lifestyle diseases in comparison to young adults. Even more concerning is the fact that after seniors, teens are leading in heart issues. The restrictions imposed on physical activity, increase in intake of junk food and sweets has certainly aided in this matter. In fact, consumption of foods with high sugar and fat content, pre-processed and prepackaged food was highest during the lockdown phase.



Thyroid - A growing concern among women

Although a higher percentage of men suffer from lifestyle diseases in comparison to women, there is one disease that is an exception. Thyroid, a condition wherein there is overproduction/underproduction of thyroid hormones, causes weight gain/loss, irregular periods, mood changes, hair loss and a whole range of other problems. 16.32% of female GOQii users across all cities suffer from this disease as opposed to 5.94% males.



DIABETES TSUNAMI ALERT!

As per a top endocrinologist of Indian College of Physicians, it is expected that there will be a “tsunami of diabetes cases and higher blood sugar levels due to COVID-19 crisis.” Unfortunately, this was also confirmed through an analysis conducted by a full-stack digital ecosystem for diabetes care and management. As per their survey, the average pre-pandemic fasting sugar levels in January till mid-February was 138 mg/dl whereas in March till mid-April it rose to 165 mg/dl.

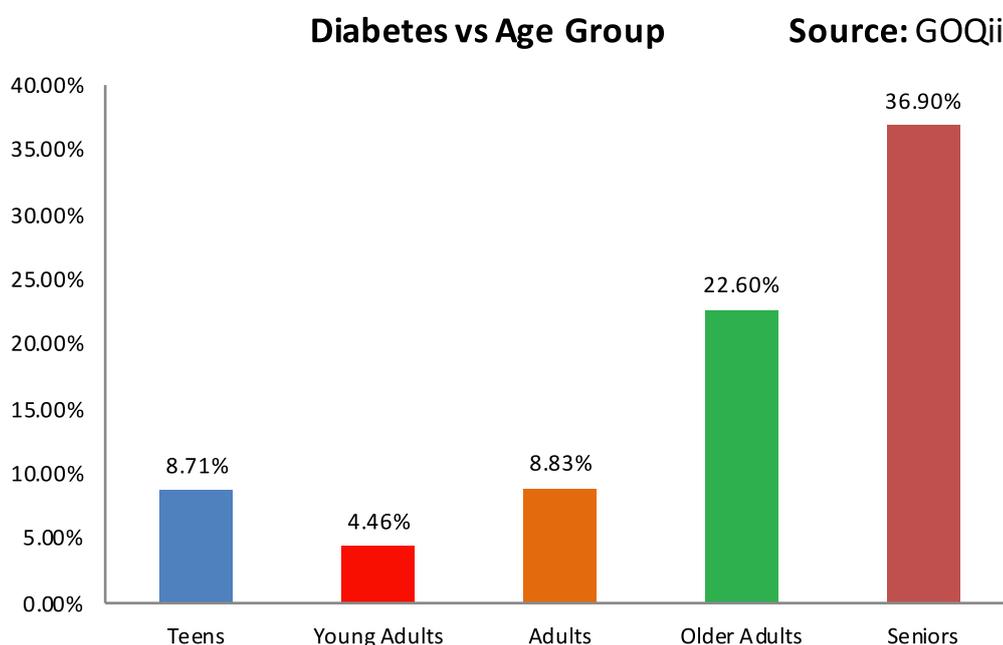
The major reasons for this sudden spike were:

- Stress & anxiety
- Disruption in routine
- Restrictive regimens
- Home Confinement

Recent studies have confirmed that there is infact a direct correlation between diabetes and severity of symptoms in COVID-19 patients; in worse cases, mortality rates could be 50% higher for diabetic patients in comparison to patients without any lifestyle disease. In fact, during the first COVID-19 peak experienced by Mumbaikars in May, the majority of the patients admitted to the hospital had enormously high sugar levels at 400.

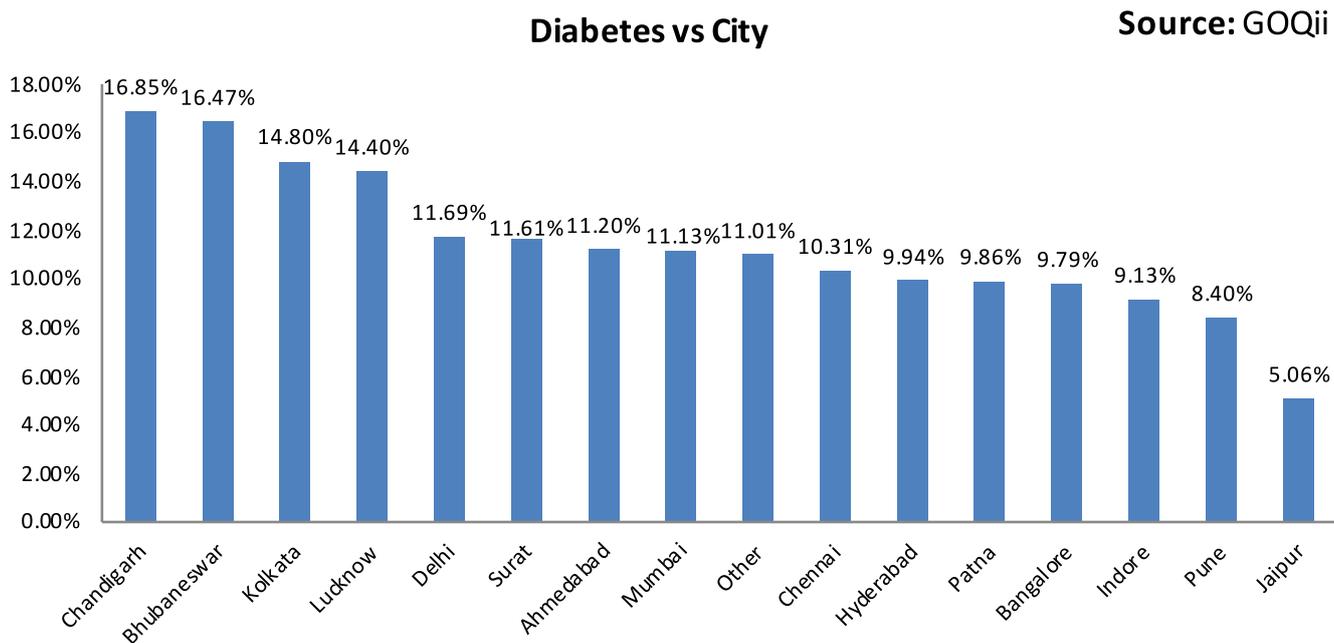
Let us now explore the prevalence of diabetes among GOQii users during 2020. 11.02% of users reported suffering from diabetes with males comprising a higher percentage of cases as opposed to females.

Diabetes among teens just double of young adults



Cases of Diabetes among teens are 2 times that of young adults. It is possible that this may be due to genetic factors as 33.40% of users claim this disease runs in the family. Also, from adults to older adults, there is almost 3 times jump in the percentage of GOQii users suffering from diabetes. Hence, to break the cycle of diabetes, it is imperative that adults start inculcating more nutrition in their diet and live a more active lifestyle.

Chandigarh - The Diabetes Capital of India



With 16.85% of GOQii users in Chandigarh suffering from Diabetes, it would not be wrong to claim it as the Diabetes capital of India. It is estimated that every 7th resident of Chandigarh is diabetic. Another surprising statistic to note is that 27% of individuals coming under low socio-economic status have diabetes considering the fact that Diabetes is referred to as the “disease of the rich.” On average, 50% of diabetic cases belonged to the adult age group across all cities hence it is extremely imperative to take precautions towards health early on.

There is something such as pre-diabetes?

Did you know that before becoming a diabetic a healthy person goes through a stage of pre-diabetes? This process could be from a few months to a couple of years depending on the person’s lifestyle and nutrition intake. During the prediabetes stage, blood sugar is elevated, but not enough to satisfy the international criteria for diabetes. Hence, it is necessary to get your sugar levels checked every few months. This awareness will help people with prediabetes to manage their sugar levels and take prevention measures.



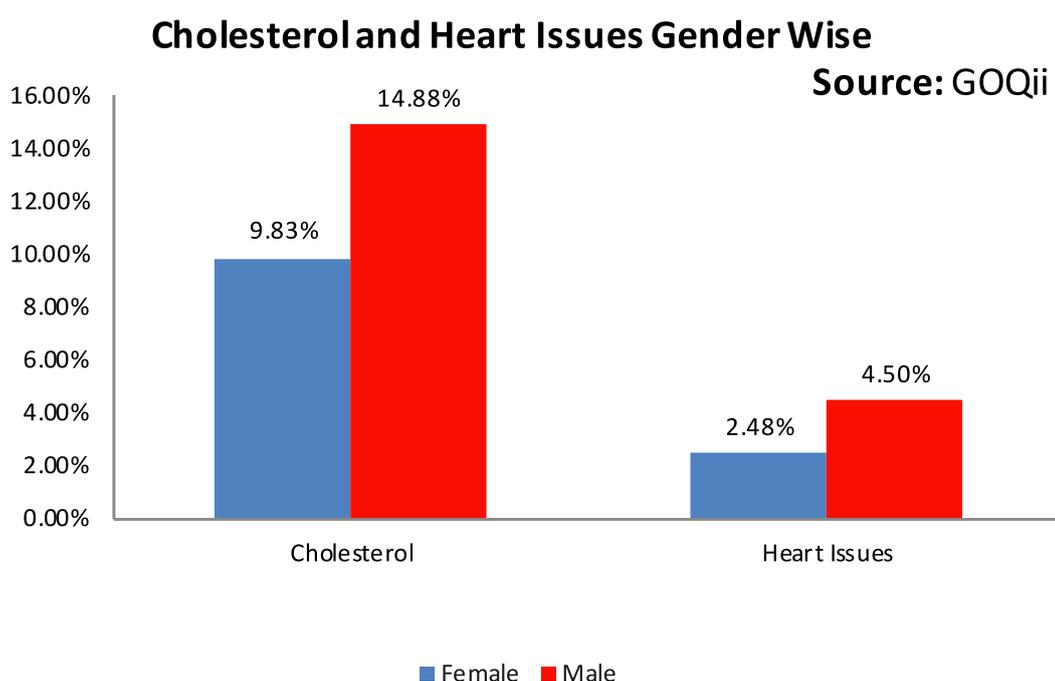
HIGH CHOLESTEROL AND HEART PROBLEMS

Cholesterol is a fatty substance made in the liver which forms part of the outer layer of all the body's cells. It's utilized for vitamin D synthesis and helps to make bile which is essential for digestion. It is usually a result of a high saturated fats diet which comprises snacks such as cakes and biscuits. On top of that "not being active enough", alcohol intake and smoking are other contributing factors to high cholesterol. Considering how snacking culture had increased amidst lockdown and people did not have the liberty to be active, these are not good tell-tale signs.

As far as heart diseases are concerned, in a 2016 report by Global Burden of Diseases, a massive 1.7 million deaths occurred in India due to heart disease out of the world's 17.3 million deaths. This disease is more prevalent among rural areas as opposed to urban areas. Moreover depression and anxiety increases the chance of having a heart attack in mid-life by 20%. Hence, it is imperative that parents take signs of depression and anxiety seriously among their children.

Heart Issues down by 50% in 2020 but cholesterol still stable

13.67% of GOQii users reported high cholesterol, a figure that has remained stable for the past two years. On the other hand, only 4.03% mentioned they had heart issues which is a major decrease from 8.6% in 2019. Both of these lifestyle diseases are more common in men in comparison to women however the figures have dropped in 2020 for heart issues by approximately 50% as opposed to 2019. These diseases also run in the family for users in the range of 14% to 16%.

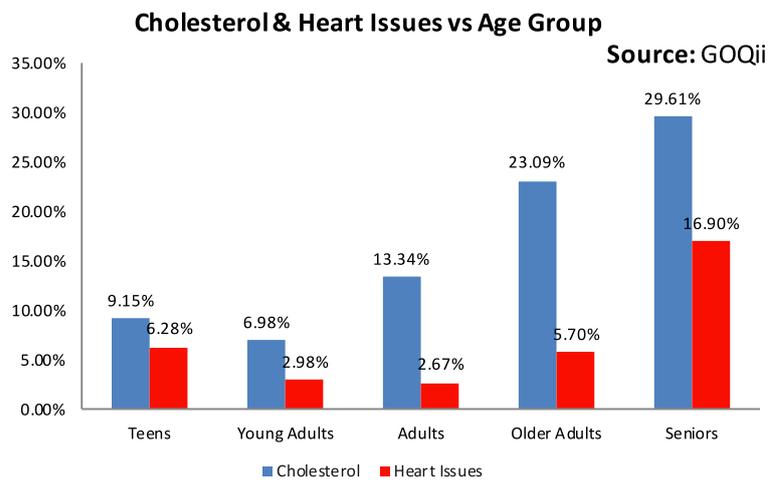


Jaipur teens leading in heart diseases

There is a trend of cholesterol and heart issues to increase as we grow older. However, the surprising finding is that the average age of first heart attack in India is 15 years younger than in western population. It is no wonder that 6.8% teens, more than double of 2.98% for adults are suffering from heart issues. Also, Jaipur emerged as the city that has the highest percentage of 10.23% teens having heart diseases.

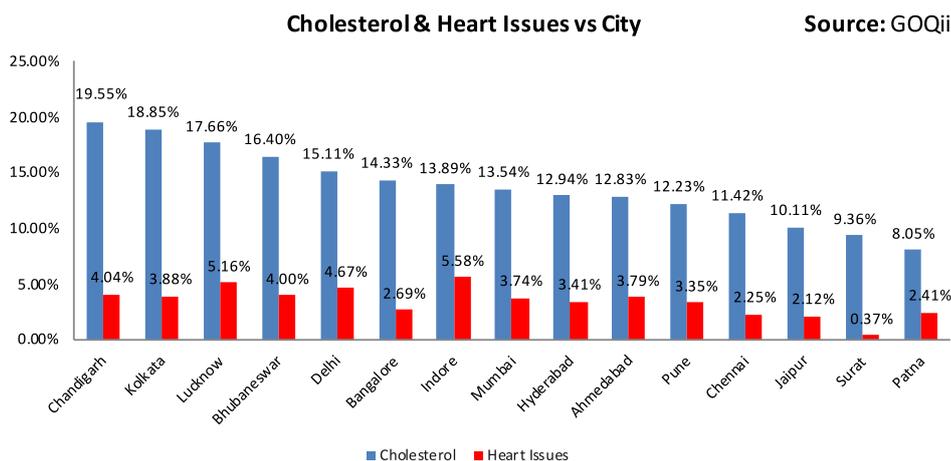
The question is why?

Incidences of hearts attacks are higher among people with generalized anxiety disorder. This is because the up and down moods experienced by these people affect their blood pressure and cortisol levels in addition to causing heart rhythm disorders. These spikes increase the risk of heart diseases and heart attacks. Another possible reason could be a possible link with diabetic mothers. According to research published in CMAJ, teens and adults whose mothers had diabetes during pregnancy were 50% to 200% more likely to develop heart diseases before age 35.



The Diabetes Capital may also be the Cholesterol Capital of India

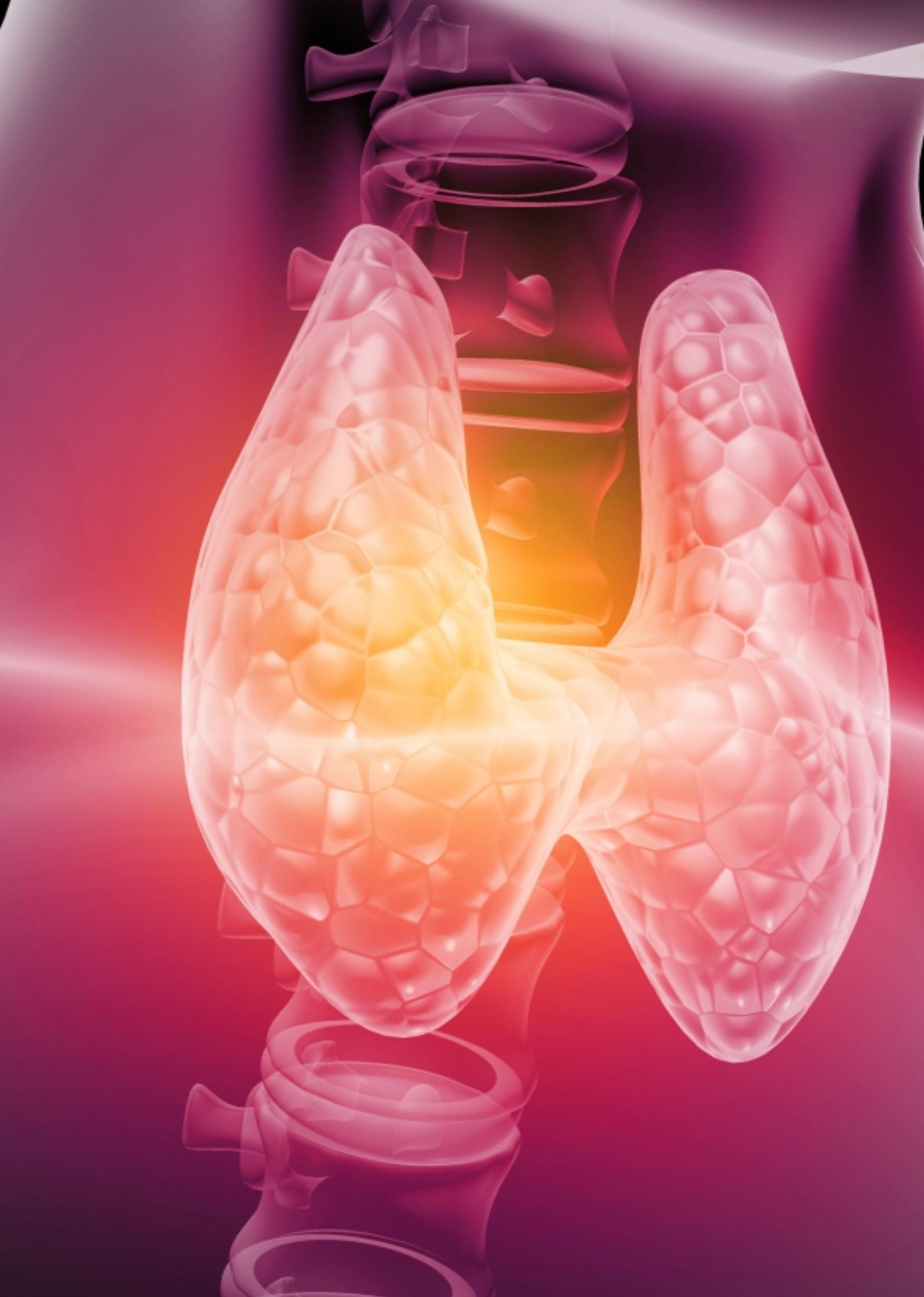
In addition to diabetes, Chandigarh has again managed to bag first position in yet another lifestyle disease, high cholesterol at 19.55%. Kolkata is closely following behind at 18.85% and Lucknow at 17.66%. Lucknow also claims the spot of having the highest number of heart diseases at 5.16% after Indore. Approximately 50% of cholesterol cases are found among adults across cities. The same conclusion can be derived for heart diseases as well.



Mixed news amidst lockdown

There has been a whopping 50% decrease in patients being admitted for acute heart attacks in India during lockdown. While some cardiologists are of the opinion that a pollution-free and stress-free lifestyle may be the reason behind the drop, others believe that fear of COVID and movement restriction was the underlying cause. As per a federal report, people with heart disease and diabetes were hospitalized six times more than healthy individuals infected with coronavirus during the initial four months of the pandemic. Their mortality rate was also 12 times higher.

On the flip side, a platform for doorstep health solutions provider, has revealed there was a 22.3 percent decrease in the incidence of high total cholesterol cases during the lockdown in comparison to the same period last year. Non-availability of processed and junk food had shifted eating habits of people thereby attributing to this drop.



THYROID

Thyroid is a small butterfly-shaped gland found at the base of your neck. However, don't consider the thyroid gland's nature as tender as the butterfly because it plays a powerful role in the secretion of two hormones: T3 (triiodothyronine) and T4 (thyroxine) which regulates body temperature, metabolism and heart rate. The thyroid gland meanwhile is regulated by the pituitary gland in the brain which secretes thyroid-stimulating hormone. Overproduction or underproduction of these hormones can result in thyroid diseases.

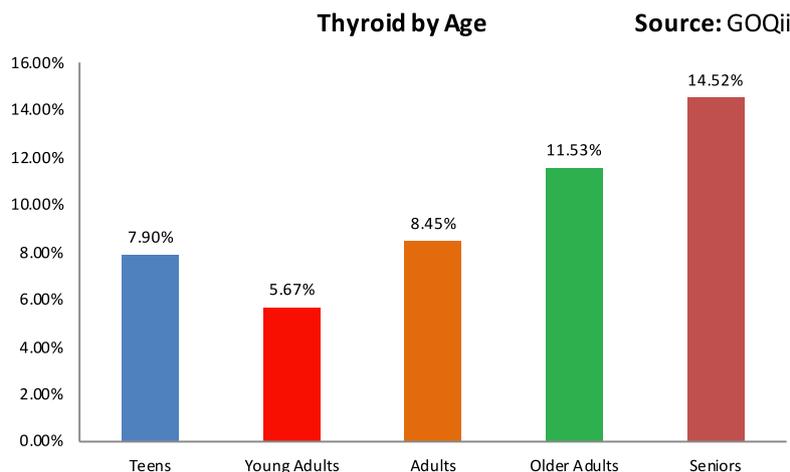
Hypothyroidism is a condition wherein the thyroid gland produces insufficient hormones which slows down several functions of the body. Following are some of the common symptoms that accompany this disease:

- Weight gain
- Feeling excessively cold
- Dry scalp and hair fall
- Irregular or heavy periods
- Fatigue and tiredness
- Mood swings (depression)

On a positive note, thyroid issues have decreased from 10.7% in 2019 to 8.45% in 2020. However, thyroid is still a mainly 'female-centric medical condition.' Females report a massive 3 times more cases of thyroid at 16.32% in comparison to only 5.94% for men. This may be because of thyroid blood tests being readily available in their vicinity at affordable costs.

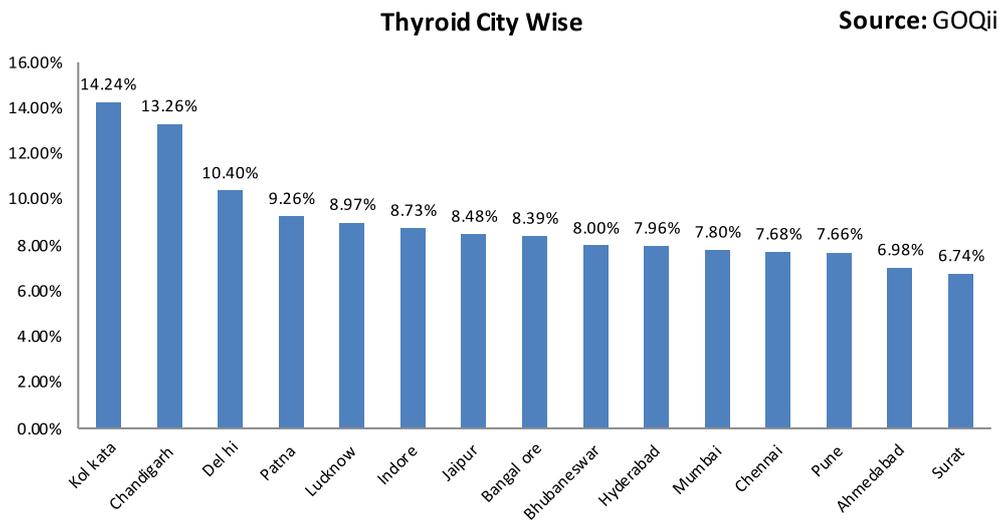
Thyroid in Young Adults Slashed by almost half in 2020

In comparison to 2019, thyroid cases have increased among teens and seniors by a few percentage points in 2020; the opposite is true for the adult population. The starkest difference is among the young adult population wherein cases declined from 10.6% to 5.67%, a full 50% drop.



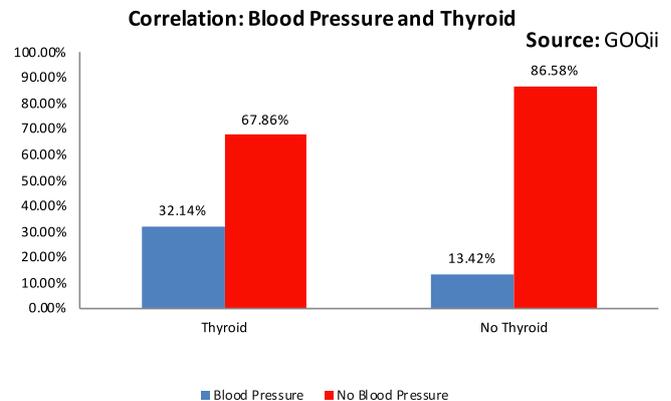
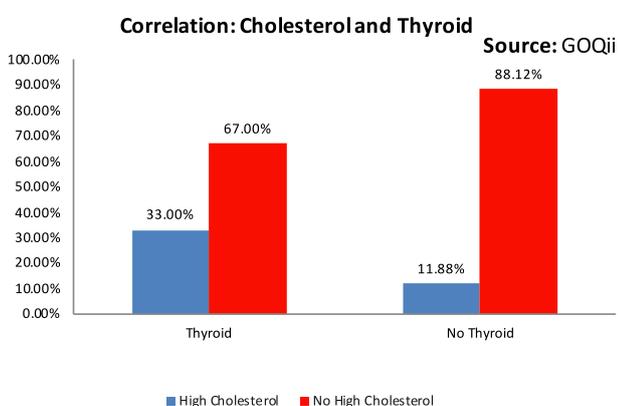
Kolkata and Chandigarh giving 'neck to neck' competition in thyroid cases

Similar to 2019, Kolkata surfa "Let go of what was and embrace what to be." – Lailah Gifty Akita
 ced as the city with the highest number of thyroid cases at 14.24%. However, Chandigarh which had the least percentage of cases last year has shown a drastic increase and is giving Kolkata neck to neck competition at 13.26%. Patna and Indore have also moved up the rankings from last year wherein they were in the bottom three. In another news, Pune Adults are the most affected by thyroid among all cities at 64.07%.



Underweight individual equally likely to develop thyroid as obese ones

Although there are higher chances of developing thyroid as weight increases, it is interesting to note that underweight individuals are equally likely as obese ones to develop this disease. In skinny individuals, hyperthyroidism may play a role in inability to gain weight despite increasing food intake. This is because the condition causes an overactive metabolism in their body thus causing them to burn more calories during the day.



The connection between thyroid and arteries

Hypothyroidism can impact the heart and circulatory system by slowing down your heart rate due to insufficient thyroid hormone. Moreover, it makes the arteries less elastic causing blood pressure to rise in order to circulate blood around the body. High cholesterol levels that are responsible for narrowed; hardened arteries are another reason for low thyroid levels.

On the other hand, people with hyperthyroidism may also have high blood pressure. A person having clogged, stiff heart arteries can suffer from chest pain or angina due to a mix of forceful heartbeat and elevated blood pressure. Therefore, a correlation can be drawn that individuals having thyroid also suffer from high blood pressure and high cholesterol.



Intelli
sense

SYS
mmHg

DIA
mmHg

PULSE
/min

120
80
70

mmHg

135

85

OK

START
STOP

BLOOD PRESSURE

High blood pressure is a condition in which the force of the blood against the arteries wall is really high. It was considered as the top five risk factors associated with death for Indians in 2019. This year with COVID in the picture, factors such as disturbance in sleep patterns due to anxiety of job loss, worry about the future, excessive tobacco and alcohol consumption are causing people's blood pressure to rise to an all-time high. Hence, doctors are advising people suffering from this disease to be extra cautious and take their medications on time else, it can seriously worsen COVID symptoms.

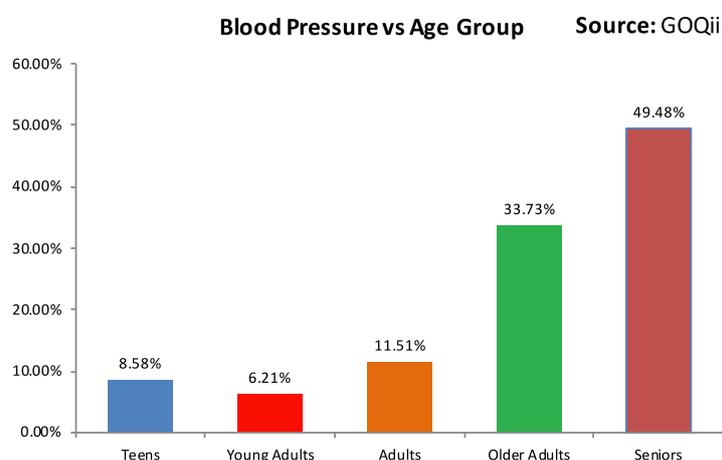
GOQii Vital- The Qii (Key) to your heart

High Blood Pressure most often has little to no symptoms therefore, keep your vitals in check else your negligence may cause irreparable damage to your health. It is recommended to test your blood pressure regularly in order to keep heart problems at bay. GOQii has 'GOQii Vital' which includes the functionality to test your blood pressure regularly, an otherwise cumbersome task using a blood pressure machine.

Rising to a new normal

The COVID induced lockdown has drastically altered our lifestyle, and not in a good way hence it is no surprise that 15% of people of GOQii users have reported high blood pressure in 2020 in comparison to 13.4% in 2019. It may be disheartening to know that the numbers have seen a steady increase over the last 4 years. 35.21% users also reported that this disease runs in the family which is a significant figure. Gender-wise, men have a comparatively higher chance of developing hypertension in comparison to women. In fact, men in the higher income group are two times more likely to have high blood pressure in comparison to those with lower income as per a study presented at the Japanese Circulation Society. This is because men with higher income tend to engage more in leading an unhealthy lifestyle. It would be interesting to verify whether the study holds true among Indian men as well.

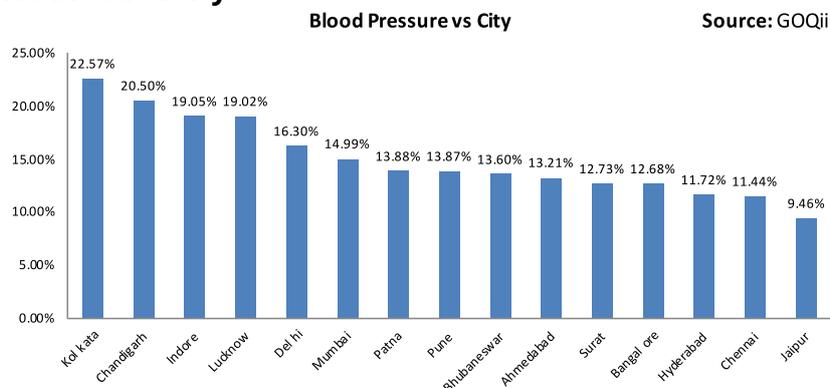
Blood Pressure cases among older adults are triple of adults



With the exception of teens, there is a general tendency of Blood Pressure cases to increase due to aging. Interestingly, blood pressure cases among older adults at 30.8% are just triple of those in adults. Hence, it

can be concluded that people above 45 are at more risk of having hypertension. This is because as you age, the vascular system changes by decreasing elastic tissues in your arteries and causing them to become stiff and less compliant. Moreover, the amalgamation of genes, lifestyle and medical comorbidities also lead to the gradual rise in blood pressure

Kolkata - The most hot-blooded city



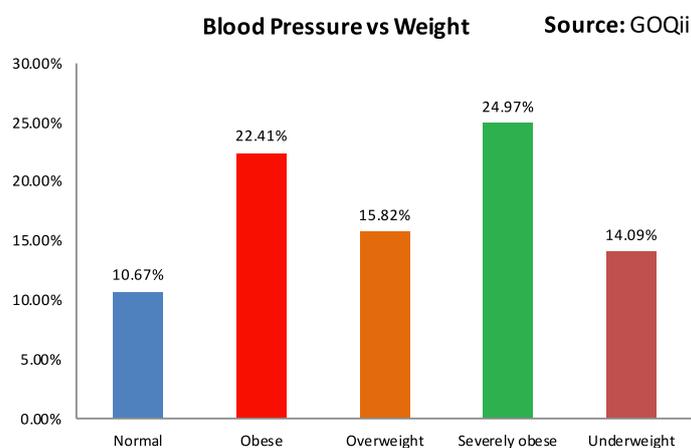
Kolkata has the highest percentage of Blood Pressure cases at 22.57% followed by Chandigarh (20.50%) and Indore (19.05%). As per a nationwide study conducted in 2019, 40% of West Bengal's adult population were said to be at risk of contracting cardiovascular diseases due to incorrect monitoring of blood pressure. Clearly, in 2020 as well, Kolkata is emerging as a key center to a host of lifestyle diseases.

In other interesting facts, at 11.19% Surat Adults older than 45 are least likely to suffer from Blood Pressure issues while Jaipur Teens have the highest cases at 10.23% amongst all cities.

Too lazy to even take medication?

There is no clear correlation that increasing weight has an impact on hypertension however, obese and severely obese people do report the highest cases of this disease. On the other hand, underweight people are almost as likely as overweight people to suffer from high blood pressure.

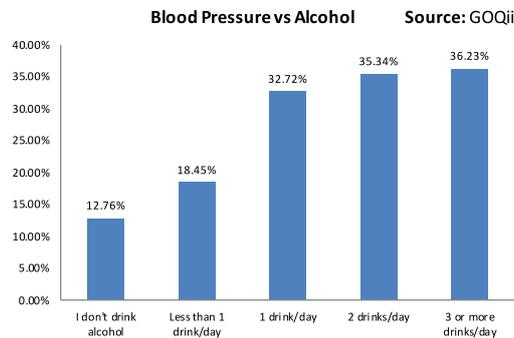
At 11.21%, severely obese people are also not taking their medications despite suffering from hypertension thus taking laziness to new heights.



Just 1 drink to get you high

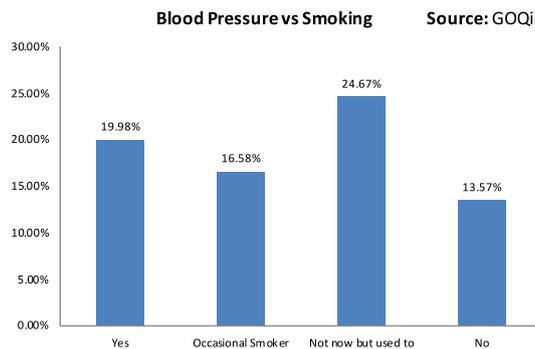
Alcohol is making you high, and not in a good way. Yes, just one drink is enough to make your blood pressure soar to unhealthy levels. This is evidenced by the steep rise in the percentage of people having

blood pressure who consume at least 1 drink. Since alcohol contains calories which leads to unnecessary gain in weight, it is considered a risk factor for hypertension. Also, 16.04% people who drink 3 or more glasses per day don't take medications hence drink in moderation.



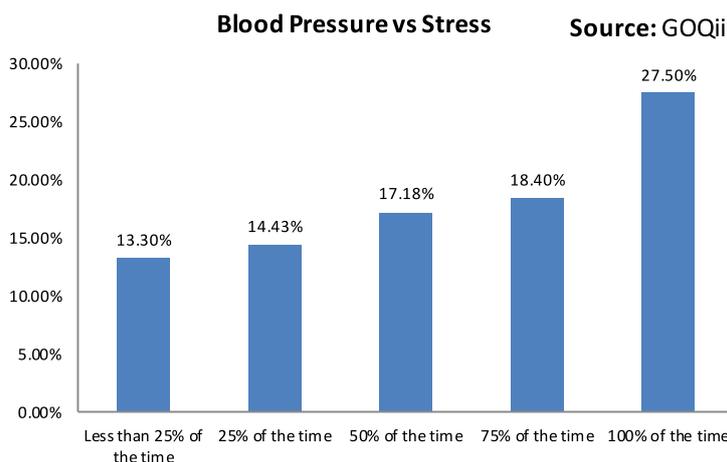
The more you smoke, the more you choke

Nicotine in cigarettes not only raises your blood pressure and heart rate but also chokes your arteries by hardening their walls. This increases the likelihood of having your blood clot and creating a perfect situation for a stroke or heart attack. The GOQii survey displays a positive relationship between smoking and high blood pressure. In fact, the negative effects of smoking are so lethal that people who have long quit smoking experience the highest cases of hypertension at 24.67%.



COVID-19 anxiety soaring Blood Pressure levels through the roof!

Social isolation due to COVID-19 has increased the percentage of people who feel stress 25% of the time or less from last year. Change in people's routine, mounting pressure for financial and family obligations and sedentary lifestyle may have contributed to this increase. Although a little stress may help us accomplish our tasks efficiently, people who are constantly stressed out have a higher chance of having hypertension. In fact, stress can even cause you to neglect taking your medications. 16.28% people who report experiencing stress 100% of the time do not take medications.





GUT HEALTH - ACIDITY & INDIGESTION

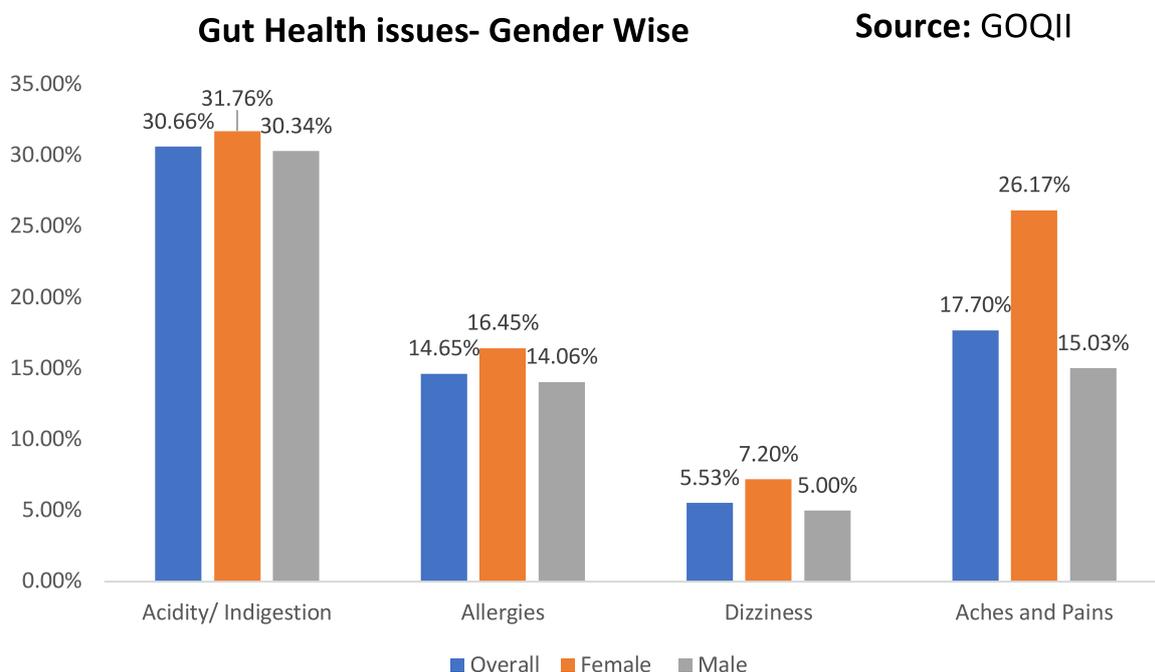
A Healthy Gut is key to a Healthy You. Your gut is linked to nearly every facet of your health, from your immune system to your mood. It is connected to more than just your physical body. Improving your gut health leads to more stable emotions and better memory. Approximately 54% of users complained about stomach issues such as acidity, constipation, diarrhoea, etc.

As compared to last year's data, there is an increase from 51% to 54% in the number of people suffering from stomach issues. If gut health is affected at this scale, it impairs our ability to be productive and efficient. Taking control of what we eat has become increasingly important.

Stomach issues are commonplace among people who are overweight and obese. Kolkata, Bhubaneswar, Patna and Pune registered a lot of stomach issues.

Gut health Issue - Acidity and Indigestion

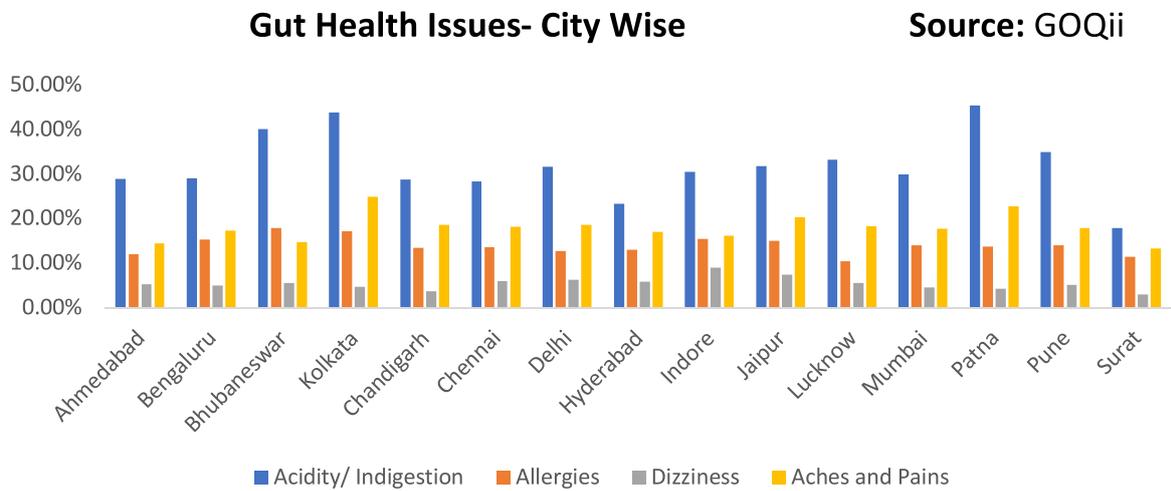
Acidity and Indigestion is the biggest gut health issue – 31% of India has acidity and indigestion issues - this is higher than last year's 27%. Women were found to have more acidity and indigestion issues than men.



Acidity and indigestion increases with age. This is also a side effect of medicines that older people consume with the onset of lifestyle diseases. To better one's lifestyle and to achieve one's health goals, one needs to take care of their gut health first.

People in Patna and Kolkata suffer the most from Acidity and Indigestion issues. Surat, the least Acidity issues are most seen in Patna and Kolkata with around 45% of users complaining about acidity and indigestion. Bhubaneswar and Pune too have higher acidity levels than the rest of the country. Surat has

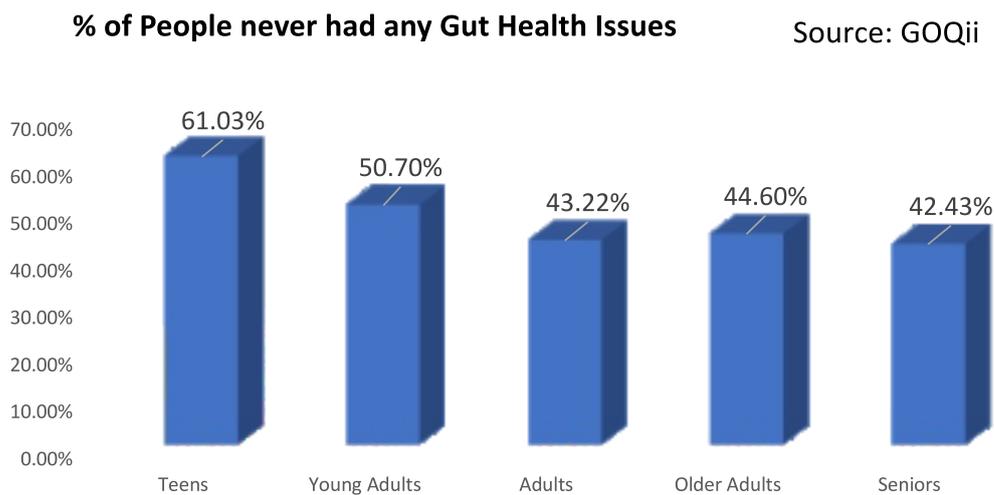
the least issues of Acidity. Diet plays a major role in what causes acidity. It is important to understand the diets of these cities to see what causes more issues of acidity in these areas. There could be various reasons why the incidence of acidity is high in these cities. High sweet intake, unhygienic food, spicy food, high stress levels, inadequate sleep, eating late at night, overeating and less physical activity could be some of the reasons.



Teens suffers the least Gut Health issues

From the data above, we observe that mostly the higher age groups have complained about facing issues related to their gut like indigestion, acidity, etc. These issues were less in teens as more than 60% of them claimed that they neither had any gut health issues in the past, nor do they take any medications for the same.

Teens have good body metabolism and also an active body which reduces the chance of indigestion. The level of physical activity is high, resulting in an active body, thereby preventing such issues.



Acidity and Indigestion is seen more prominently among the overweight and obese users. We observed a direct correlation between being overweight and having acidity issues. Being aware of the link between excess weight and acidity can help one take measures to maintain a healthy weight. Excess weight increases abdominal pressure, making stomach acid leakage or backflow more likely. Tight clothing can

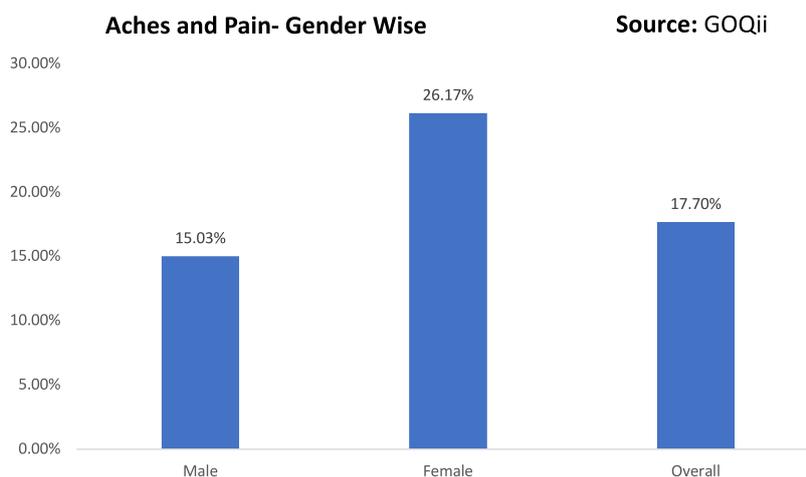


BODY ACHES AND PAINS

Body aches are a common symptom of many conditions. The flu is one of the most well-known conditions that can cause body aches. Aches can also be caused by your everyday life, especially if you stand, walk or exercise for long periods of time.

You may just need rest and some treatment at home to relieve body aches. But some aches, especially ones that last a long time, may mean that you have an underlying condition. In these cases, you may need to see your doctor for a diagnosis. They can create a long-term treatment plan to relieve your aches and other associated symptoms.

Approximately 18% of Indians feel aches and pain more often. Aches and pain are observed more in women as more than 26% of female users complain about different types of body aches.



People from Kolkata suffer the most from aches and pains and more than 25% of users complain about the body ache problem. People from Surat complain the least for the same, with approximately 13% of users complaining about aches and pain.



IMMUNITY CONCERNS

Without an immune system, we would have no way to fight harmful things that enter our body from the outside or harmful changes that occur inside our body.

The immune system has a vital role: It protects your body from harmful substances, germs and cell changes that could make you ill. It is made up of various organs, cells and proteins.

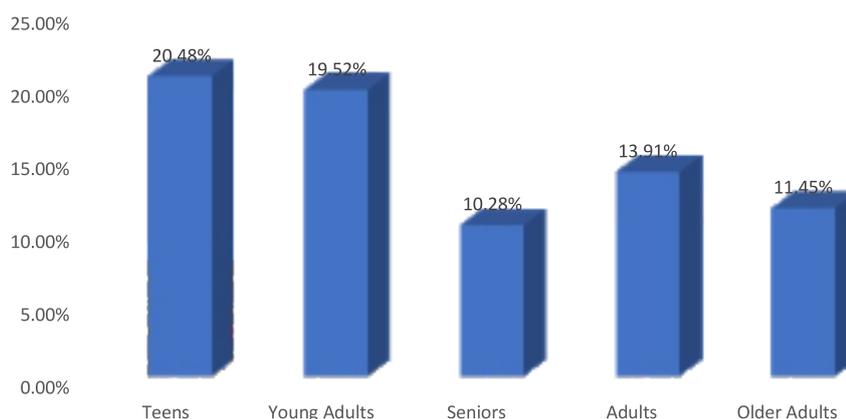
As long as your immune system is running smoothly, you don't notice that it's there. But if it stops working properly – because it's weak or can't fight particularly aggressive germs – you get ill. Germs that your body has never encountered before are also likely to make you ill. Some germs will only make you ill the first time you come in contact with them.

Nutritional compounds like vitamin C, antioxidants and zinc do work with your immune system and help it function more effectively, but the truth is that if you are already eating a balanced diet, the evidence and research don't promote the need to take more. So the simple answer here is: Eat Well. Reduce your intake of highly processed and sugary foods, and increase your intake of fresh, healthy ones. If you enjoy foods touted as immune boosters, there's no harm in eating them as part of a balanced diet, but don't assume that's all you need to do, and don't neglect supported health advice, like washing your hands and not touching your face.

Currently, it is observed that 15.18% of the people fall sick more than 2 times in a year, therefore they have lower immunity levels.

Infants, children and teens have weaker immunity as compared to young adults, as immunity strengthens itself during the 'Growth Years'. As seen in the data that more than 20% of teen users and young adults fall sick more than twice a year and hence have lower immunity levels. However, immunity weakens with progressing age in adults. While some people age healthily, the conclusion of many studies is that, compared to younger people, the elderly are more likely to contract infectious diseases and more importantly, they are more likely to die because of them.

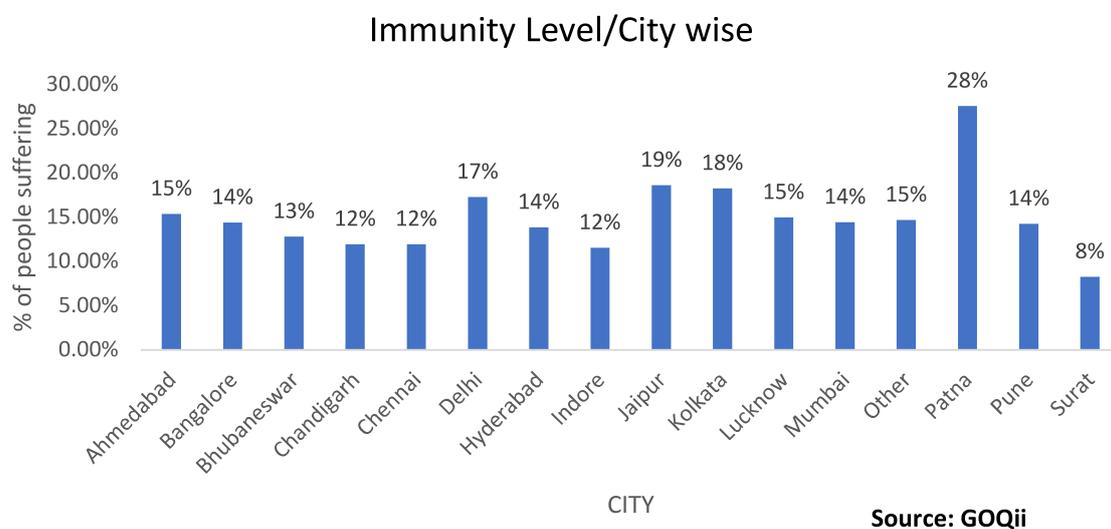
People falling sick more than 2 times/year



As compared to last year's data, this year there is significant reduction in the number of people falling sick in every age category. This phenomenon can be accounted to because of a number of reasons. First, there has been increased awareness in the people regarding maintaining proper health keeping in mind the COVID-19 scenario. Everyone is taking utmost care and keeping their health as a priority.

Second, because of the imposition of the lockdown and because of the COVID-19 pandemic, people have been staying indoors for a long time now, say 6-7 months. A huge turnaround in the lifestyle of the people has been witnessed since the time they are staying at home. People are consuming more healthy food and a nutrients rich diet, which resulted in improved health conditions in the individuals. They are also focusing more on exercises and workout and including yoga and meditation in their daily routine. This was easier to implement because of the work from home conditions. It gave individuals more time to focus on themselves and hence stay fit.

Third, and this can be considered an important reason for the lack of pollution in the cities. Since the lockdown prolonged for a long duration of 3-4 months, there were no vehicles on the roads and the factories were also shut down and all of these collectively helped in reducing the pollution to a huge level. Because of this decrease, one observed cleaner air in their surroundings and indirectly that resulted in lesser people getting sick.



On comparing the city wise data it was observed that people in Patna fall sick most often. On the contrary, people in Surat are the ones who complain the least about falling sick. Stats show that only 8.24% of people in Surat fall sick more than twice a year as compared to a whopping high of 27.57% in Patna.



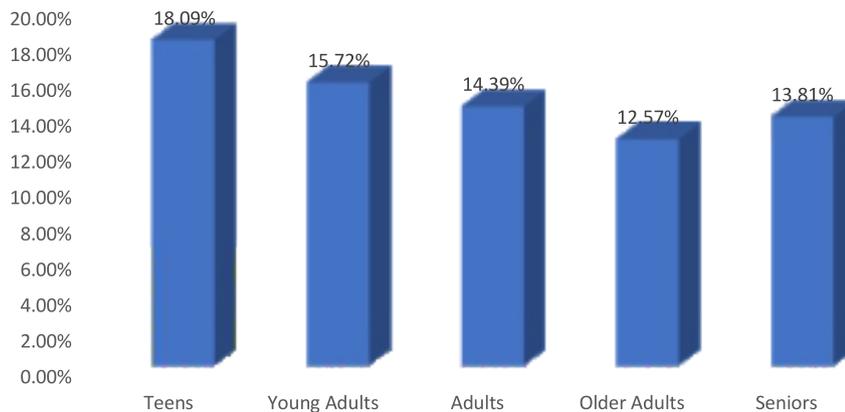
ALLERGIES

An allergy is an immune system response to a foreign substance that's not typically harmful to your body. These foreign substances are called allergens. They can include certain foods, pollen, or pet dander. Your immune system's job is to keep you healthy by fighting harmful pathogens. It does this by attacking anything it thinks could put your body in danger. Depending on the allergen, this response may involve inflammation, sneezing or a host of other symptoms.

Almost 15% of Indians have some or the other allergy. Allergies are more significantly found in teens as they change their lifestyle more frequently. Studies show that habits like drinking and smoking causes many allergies, irritation and short temperedness. Teens are prone to these habits during their early college days. More than 18% of teen users say that they have some or the other allergy. One of the reasons could also be puberty. Getting into adolescence changes one's habits and the internal functioning of the body and hence, different types of allergies could occur.

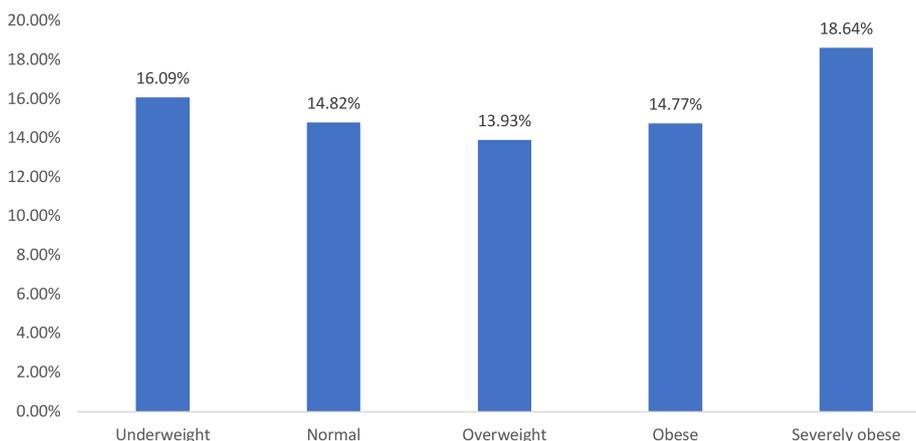
People having Allergy- Age wise

Source: GOQii



Allergies are more prominently seen in people who are severely-obese. This might be because severely-obese people tend to overeat fatty foods and our studies show that obese people's sugar intake is by far more than other categories of weight. Allergies are generally observed in a person who eats more oily and fatty foods.

People having Allergy- Weight Wise



Common types of allergens include:

- **Animal products** - These include pet dander, dust mite waste and cockroaches
- **Drugs** - Penicillin and sulfa drugs are common triggers
- **Foods** - Wheat, nuts, milk, shellfish, and egg allergies are common
- **Insect stings** - These include bees, wasps, and mosquitoes
- **Mold** - Airborne spores from molds can trigger a reaction
- **Plants** - Pollens from grass, weeds, and trees, as well as resin from plants such as poison ivy and poison oak, are very common plant allergens
- **Other allergens** - Latex, often found in latex gloves and condoms, and metals like nickel are also common allergens

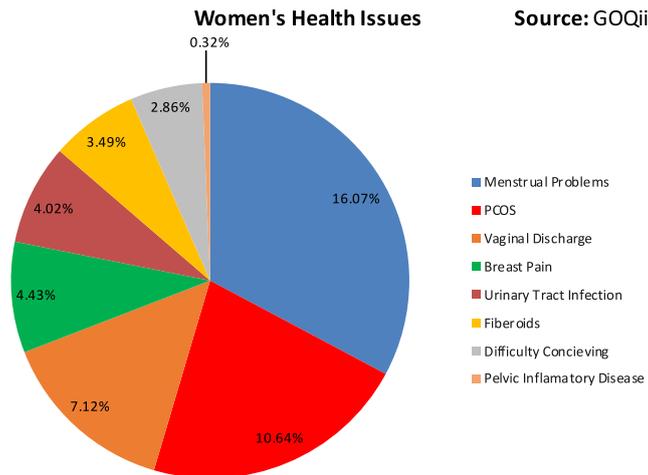
Seasonal allergies, also known as hay fever, are some of the most common allergies. These are caused by pollen released by plants. They cause:

- Itchy eyes
- Watery eyes
- Runny nose
- Coughing



WOMEN'S HEALTH

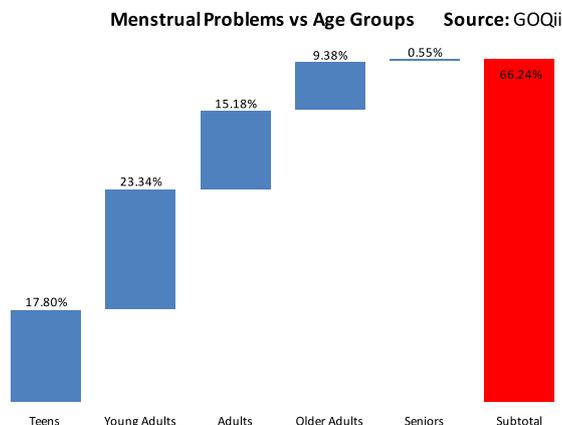
The pandemic may have allowed women the liberty to work from home, however, it was far from being a blessing in disguise. Not only did they have to manage their office work, but also household chores and take care of kids with absolutely no help from housemaids. The change in lifestyle during the lockdown has clearly taken a severe toll on their health as is visible from the below statistics on women's health issues.



Menstrual problems comprise an average of 32.8% of female health issues in 2020, a drastic jump from 18.8% in 2019. PCOS at 21.7% has more than doubled from 2019 whereas Vaginal Discharge has increased to 14.6%, approximately 46% up from last year's figure.

Are we really debating about paid period leaves?

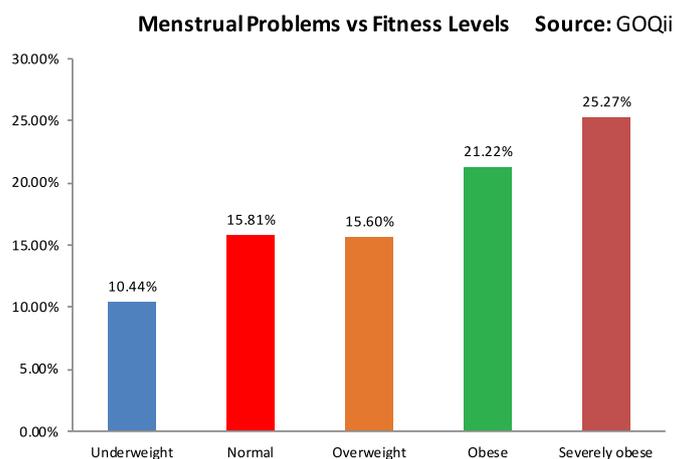
More than 17.80% of women suffer from menstrual issues such as pains, irregular periods and heavy flow starting from their teens and well into their adulthood. The percentage accelerates during the young adult age group before finally stabilizing in their 60s.



Considering how Zomato managed to spark a controversial debate on the relevance of their newly introduced paid period leave policy, it is clear evidence of how there is still so much stigma around women's health problems. However, the main question is how has lockdown affected the female menstrual cycle?

According to recent reports, doctors claim a 25% increase in the number of women seeking appointments for irregular periods and menstrual issues. The major reasons for that have been excessive stress, lack of exercise and unhealthy eating habits. It is no surprise that the lockdown had caused unprecedented levels of psychological stress on women's mental health, releasing excessive prolactin and cortisol hormones in their bodies. This has interfered with their normal estrogen-progesterone cycle - which is responsible for regulating their periods.

Menstrual problems increase with weight



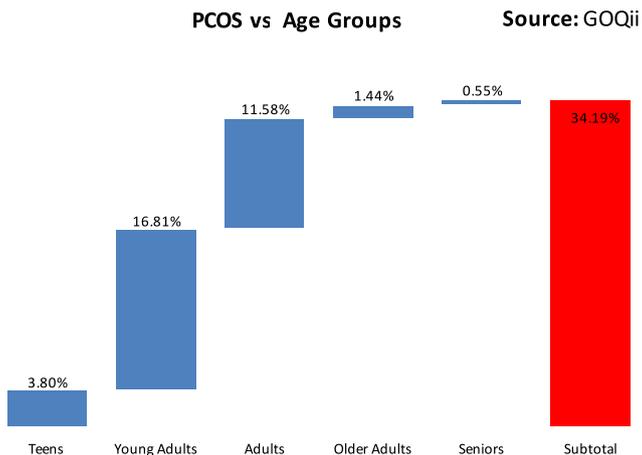
Pune still leading in period pains

Looking at the city-wise distribution, more than 17% of menstrual problems are in Pune, Kolkata and Ahmedabad in 2020. Bangalore and Hyderabad have managed to lower their rankings this year whereas Pune still holds the tag of the Indian city with the highest percentage of menstrual issues.

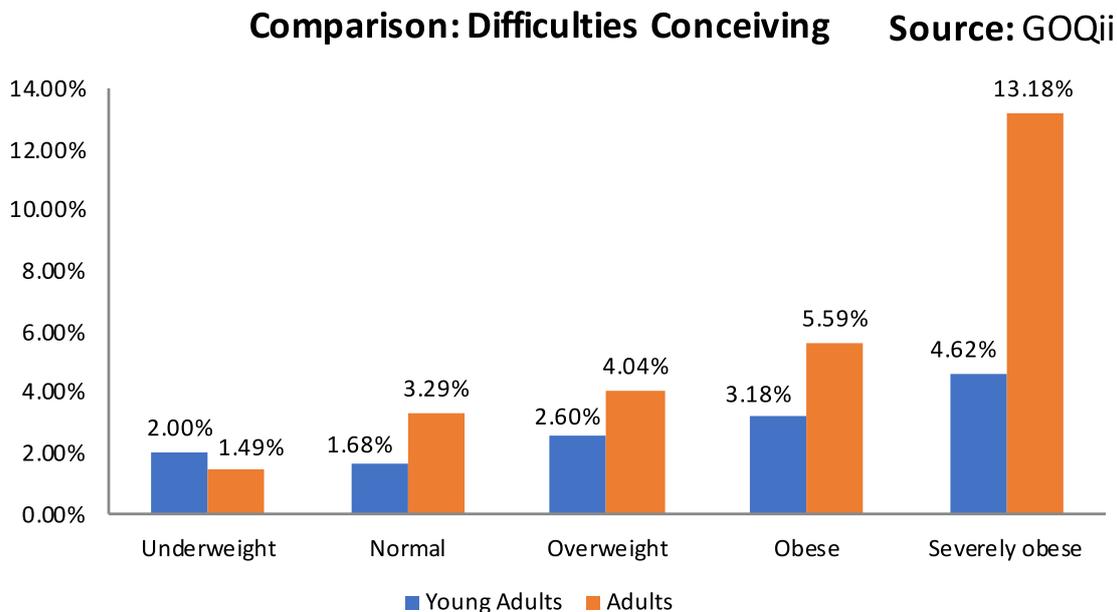
Although most menstrual issues can be resolved through medical counseling, we have to salute the spirit of female COVID-19 warriors who worked tirelessly to save lives donning heavy PPE kits and suffering through period pains.

PCOS causing havoc among female adults

Polycystic Ovary Syndrome (PCOS) is a hormonal disorder causing enlarged ovaries with small cysts on the outer edges. This condition causes women to produce higher-than-normal amounts of androgen or male hormones. As a result, they may skip menstrual periods or face complications in pregnancy.



This issue is especially prevalent among 20-45 years old female adults. There’s also a general tendency for PCOS cases to increase with weight. Hence, it’s essential for women to keep their fitness levels in check in order to mitigate the risk of developing this disorder.



Pune- The emerging hotspot for PCOS and other female health problems

Unlike 2019, PCOS cases in Chennai have seen a drop. However, Bengaluru and Kolkata still manage to be in the top 3. Pune has managed to emerge first in the highest number of PCOS cases, yet again another area concerning female health issues.

A word of caution

PCOS has various short and long-term effects such as acne, excessive body hair, hair loss, miscarriages and even endometrial cancer. To avoid PCOS, women must follow a healthy lifestyle and remove Maida (refined flour) and sweets from their diet. Sleeping at a proper time, exercise, meditation for relieving stress and scheduling regular doctor appointments in case of severe issues are essential for keeping these health problems at bay.

Is it normal to have vaginal discharge?

Vaginal Discharge is usually a white, thick and sticky fluid released by glands in the vagina and cervix. The fluid carries dead cells and bacteria out of the body, thus preventing infections. It is normal to have vaginal discharge as it aids in keeping the female reproductive system clean. Normal vaginal discharge is usually white or clear, has a non-offensive odor and doesn't accompany any burning feeling or itchiness.

However, if you spot any of these signs, it is recommended that you consult a gynecologist in order to check for any major underlying issue.

- Change in color of your discharge (yellow, brown or green)
- Foul odor or smell from discharge
- Foamy or curdled like cheese
- Itching or burning sensation while peeing along with swelling or redness
- Abnormal vaginal spotting or bleeding not part of menstrual cycle

This year, female GOQii users in Kolkata reported the highest percentage of Vaginal Discharge cases at 10.02%. Teens and adults tend to experience this issue the most across all cities. Therefore, it is important to put an emphasis on developing good hygiene habits from a young age.

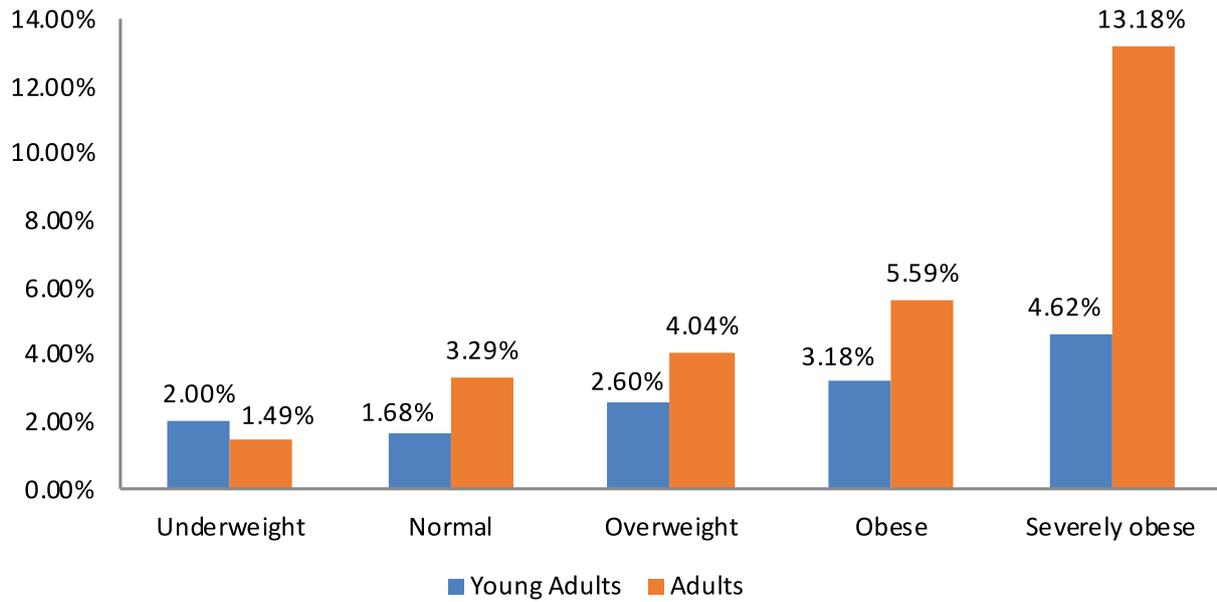
Baby Boom During Lockdown!

As per reports from a top UN body, India is projected to produce a record-breaking 20 million babies 9 months since the lockdown was enforced in March. Moreover, with the number of pregnancy tracking app downloads increasing between the months of January to September 2020, in comparison to the same duration in 2019, we can ascertain that restrictions on movement helped couples spend more time together for family planning. A trend of "lockdown-imposed-intimacy" has been observed, especially in India.

However, despite the additional couple time, there are factors that can cause women to face difficulties in pregnancy. According to the GOQii user database, there is a clear correlation that increasing age and declining fitness levels have a negative impact on conceiving. In fact, being severely obese and aged can have a drastic impact on the chances of getting pregnant.

Comparison: Difficulties Conceiving

Source: GOQji



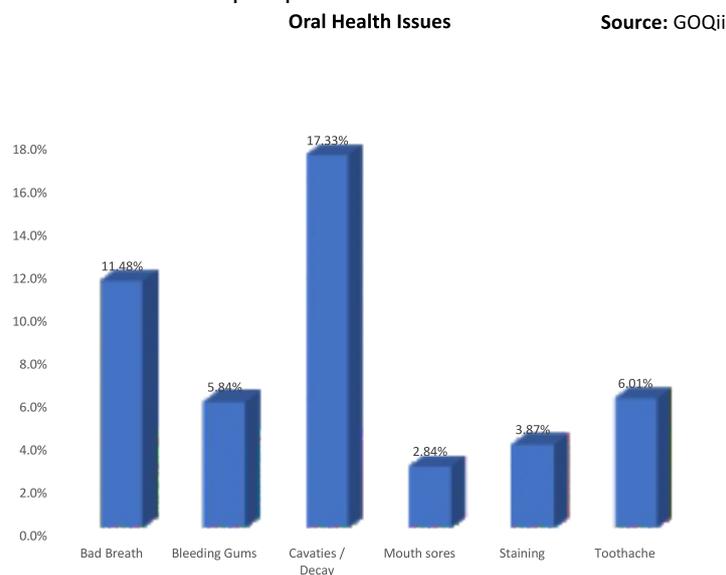
In conclusion, leading a healthy lifestyle can solve a majority of women health problems. Hence, it's important to take precautions from a young age by following a good diet, avoiding stress and having a regular exercise routine.



ORAL HEALTH

Maintaining good oral health is not only important for appearances but also for good overall health. Most people are unaware of the importance of maintaining good oral health and its connection to overall health. Oral health is an integral part of total health affected by nutrition, deglutition, digestion, speech, social mobility, employment, self-esteem, and quality of life.

Bad breath (11.5%) and cavities/decay (17.3%) are the biggest concerns in oral health. Around 5.8% of the population also faces bleeding gums. This is a severe issue if dental hygiene is not followed. Toothache, mouth sores, staining are other issues that people face.



Bad Breath

Medically called halitosis, bad breath can result from poor dental health habits and may be a sign of other health problems. Persistent bad breath or a bad taste in the mouth may be a warning sign of gum (periodontal) disease. Gum disease is caused by the build-up of plaque on teeth. Bacteria cause the formation of toxins which irritate the gums. If gum disease continues untreated, it can damage the gums and jawbone. Other dental causes of bad breath include poorly fitting dental appliances, yeast infections of the mouth, and dental caries (cavities).

11.5% of India has issues with bad breath. As compared to last year's figures of 14.8%, it could be observed that people have started taking precautions and medication for removing bad breath. Bad breath can be caused by several factors. Sometimes it could be food like onions, garlic and spices which are eaten recently. After they are digested, they enter your bloodstream and consequently, your lungs. Indian food is filled with onions, garlic and spices, therefore, a significant section of people face these issues. Bad breath could also be caused by poor dental hygiene. If one experiences bad breath despite brushing their teeth, flossing and cleaning their tongue, they should check with their doctor to identify the root cause. Bad breath can also be caused by chronic reflux of stomach acids or GERD. Saliva also helps clean the

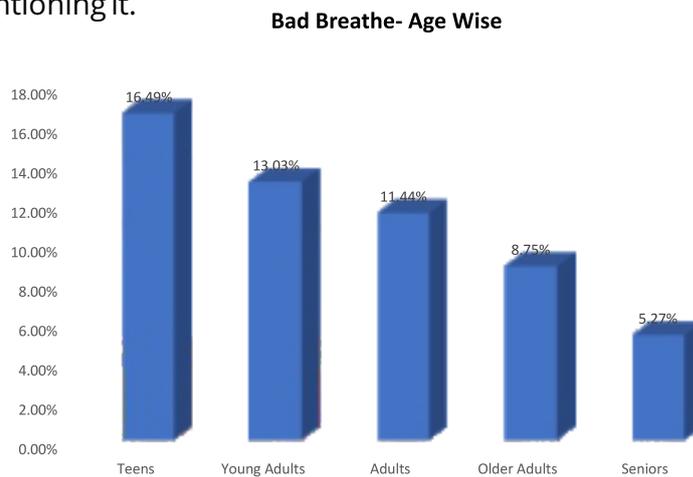
mouth and avoid bad breath. So, if one has a dry mouth, it could be the reason for bad breath as well. Practicing Good Oral Hygiene Helps in Preventing and Treating Bad Breath.

Be sure that you:

- Brush each time after you eat
- Floss at least once a day
- Brush your tongue or use a tongue cleaner
- Drink plenty of water to avoid a dry mouth
- Natural mouth fresheners to improve bad breath temporarily

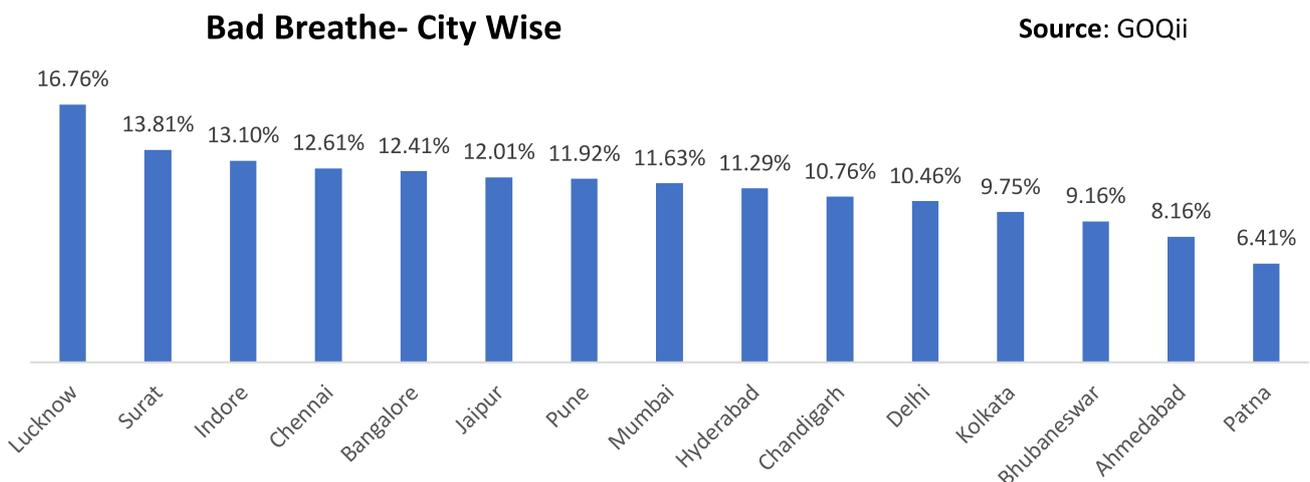
Oral Health and Age

Bad breath is seen to reduce with age. Approximately, only 8.75% of the population above 45 years mention issues of bad breath. As compared to previous year’s 10% of people complaining about bad breath we can observe that people are taking care of these things and hence numbers are decreasing year-on-year. While cavities and toothache only increase with age, with around 26.2% of people in the senior age category mentioning it.



Patna complains the least about Bad Breath issues, Lucknow the most

Users from Patna complain the least about bad breath issues as only 6.41% of people record suffering from bad breath. On the other hand, users from Lucknow complain the most about it as approximately 17% of people suffer from bad breath.



Cavities and Toothaches

17.3% of the Indian population has cavities and 6% experience toothache. As compared to last year's figures where 15.65% of users complained about cavities and more than 7% complained about toothache. We noticed that a significantly higher percentage of people who have cavities also experienced toothache. Both cavities and toothaches increase with age. Cavities typically form in the back part of the teeth due to the grooves that collect food particles. Also, it is more prominent among women than men.

Mumbai suffers the most from Cavities

Users from Indore complain the least about cavity issues as only 10.71% of people suffer from the same. On the other hand, users from Mumbai complain the most about it as approximately 20.22% of people suffer from cavities.

Cavities are decayed areas of teeth that develop into tiny openings or holes. Cavities begin when bacteria inflict damage on the hard surface of the teeth, and the destruction spreads into the deeper layers if left unchecked.

Oral hygiene helps prevent tooth decay. You need to:

- Brush at least twice a day
- Floss at least once a day
- Eat tooth-healthy foods such as fresh fruits, vegetables, cheese and other dairy products
- Avoid sweetened beverages as the sugar they contain will fuel the cavity-forming process

Staining & Gum Bleeding

5.8% Indians have issues with bleeding gums and 3.9% Indians have an issue with staining. Last year more than 8.4% of people complained about bleeding gums and approximately 4.6% complained about staining. There is a decrease in both the figures and this is somewhat optimistic in the oral health section. Teens faced the highest incidence of bleeding gums at 7.47%. Staining of teeth is caused by the excessive growth of plaque on the teeth. Extreme growth of plaque also causes bleeding gums. A significantly higher proportion of people who have staining also have bleeding gums.

Teeth can darken for many reasons such as poor dental hygiene, stain-causing food and drinks, tobacco use, certain medicines and diseases, aging, injury to teeth, family history and too much fluoride in water or dental products. Bleeding gums are a sign of gingivitis, or inflammation of the gums. It's a common and mild form of gum disease caused by a buildup of plaque at the gumline. Factors like brushing too vigorously, injury, pregnancy, and inflammation can also lead to bleeding gums. Identifying the cause of bleeding gums is key to determining the most appropriate treatment.

Manage How Can You Bleeding Gums?

- Rinse your mouth with salt water
- Stop smoking
- Manage stress

- Eat fresh fruits and vegetable to improve vitamin C intake
- Include Vitamin K-rich foods in meals
- Practice dental hygiene
- Use a soft brush

Mouth Sores

Overall 2.8% of Indians have mouth sores regularly. People below 30 have the highest occurrence of mouth sores.

Tips to Treat Mouth Sores:

- Avoid spicy and sour foods until the ulcers heal
- Drink plenty of fluids
- Regularly rinse your mouth with warm, slightly salted water.
- Keep your mouth clean.
- Take pain-relieving medication, such as paracetamol.
- Apply antiseptic gel to the ulcers.



SKIN HEALTH

Healthy skin is associated not only with beauty but it also indicates good health. Skin is our first layer of defence against the outside world. It gives important clues to our overall health. Following proper methods to take care of your skin from the outside, as well as from the inside, will help you maintain good skin.

Nutritional status plays an important role in the maintenance of healthy skin. Macronutrients (carbohydrates, proteins, and lipids) and micronutrients (vitamins and nutritionally essential minerals) work together to maintain healthy skin in the face of everyday challenges. Balanced nutrition complements the host of endogenous factors that preserve skin health.

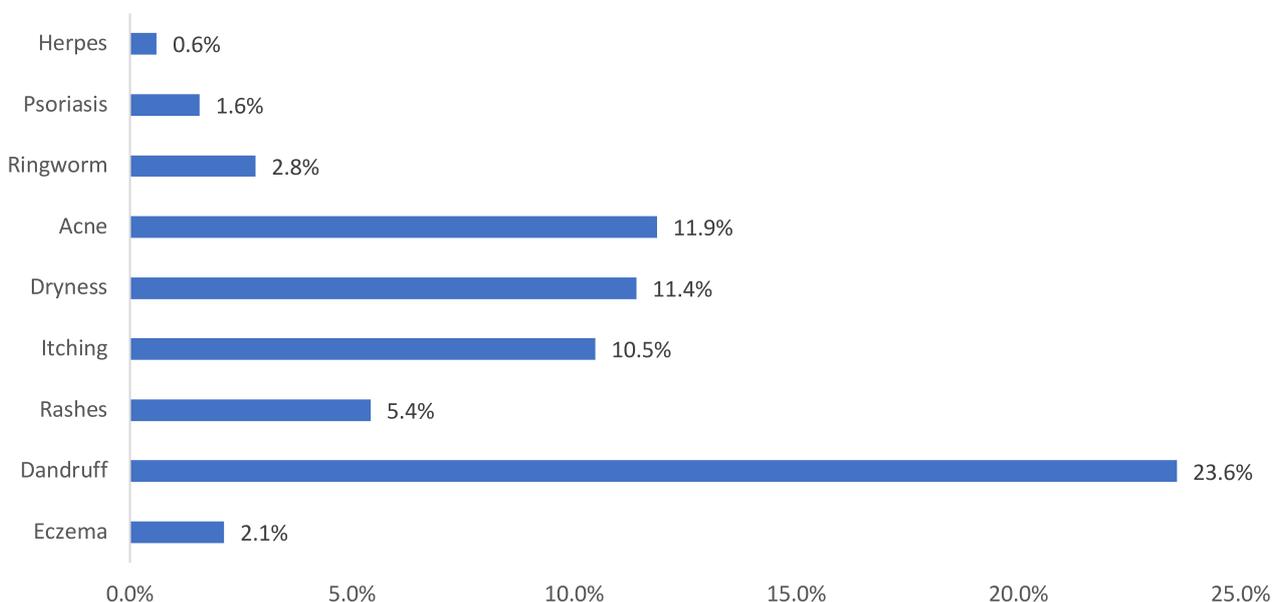
Excessive sunlight exposure may be harmful for the skin. Although UV penetration of skin aids in vitamin D synthesis, it has the potential to damage cells and extracellular components of the skin.

Dry skin can be caused due to dehydration, poor nutrition or harsh climate. Changes in temperature, air flow, and humidity can pull water away from the skin and reduce barrier integrity. If left untreated, dry skin is often predisposed to harm from other sources, leading to cycles of cell damage and inflammation that perpetuate the condition.

With increasing exposure to pollutants , harsh chemicals in cleaners and cosmetics , keeping our skin healthy and radiant can be a constant struggle.

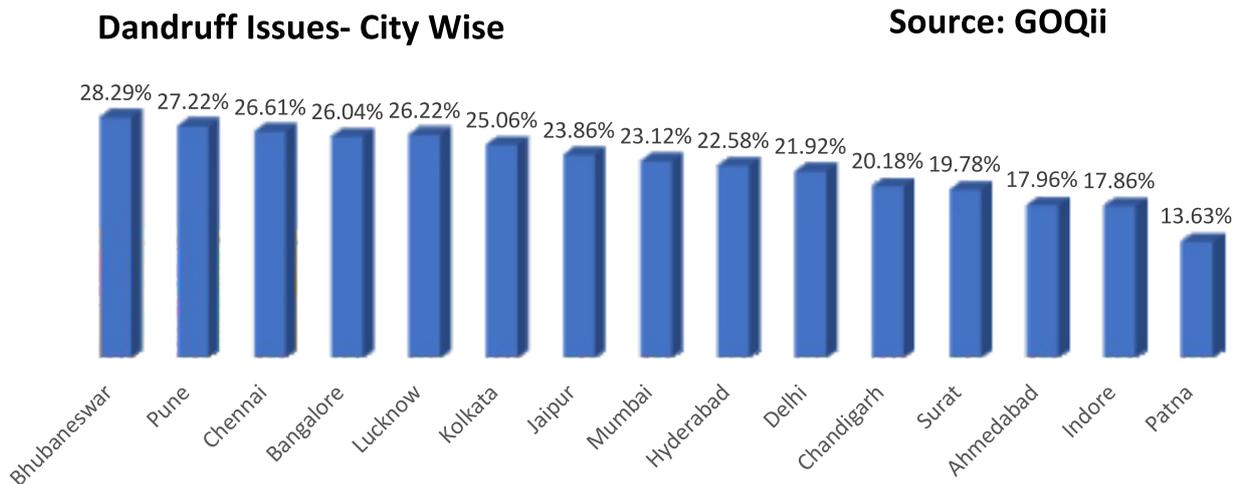
Skin Related Issues

Source: GOQii



Dandruff

23.6% of Indians face the issue of dandruff. There is a drastic increase in the number of people complaining about dandruff issues as compared to last year's 16.1% of users complaining. Dandruff usually begins during the teenage years and is also seen in adults. It significantly lowers post age of 45. It is seen to be more prominent in women than men. Dandruff generally occurs when one has a weakened immune system. This is reflected in the data as well where people who fall sick more often have a weakened immune system and therefore, more dandruff.



Approximately, 29% of the people from Bhubaneswar complain of dandruff problems. Patna reports the lowest issues related to dandruff in India with around 13% facing the issue.

Acne

Acne is commonly believed to be only a teenage problem, but we see that a significant proportion of young adults face this issue as well. 22.62% of teens and approximately 20% of young adults complain about acne related problems. This is called adult acne. Acne typically occurs when one's hormones are out of balance. Hence, teenagers seem to face it more. For the most part, the same factors that cause acne in adolescents are at play in adult acne. The underlying cause of Acne is hormonal changes or imbalance. The four factors that directly contribute to acne are excess oil production, pores becoming clogged by "sticky" skin cells, bacteria, and inflammation.

12% of Indians complain of acne related problems. This skin related problem is more significantly observed in women as compared to men because more than 18% women suffer from acne problems and only 9.8% men complain about the same.

Dryness and Itching

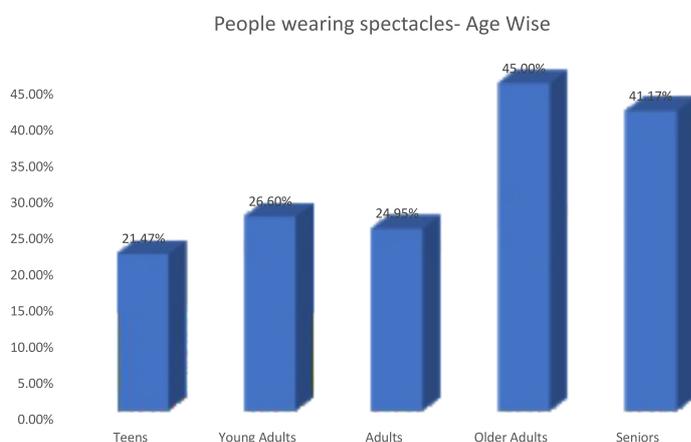
More than 11% of people in India complain about dryness and 12% of people complain about itching. As compared to last year's figures, there is an increase in both the skin related problems by more than 3% respectively. This might be due to more intake of negative stress and tension. Itching is seen more in teenage and dryness is observed in both teenage and young adults. Users from Bhubaneswar complain the most about Itching problems and users from Bangalore complain more about dryness with around 15.54% and 13.63% of users respectively.



EYE HEALTH

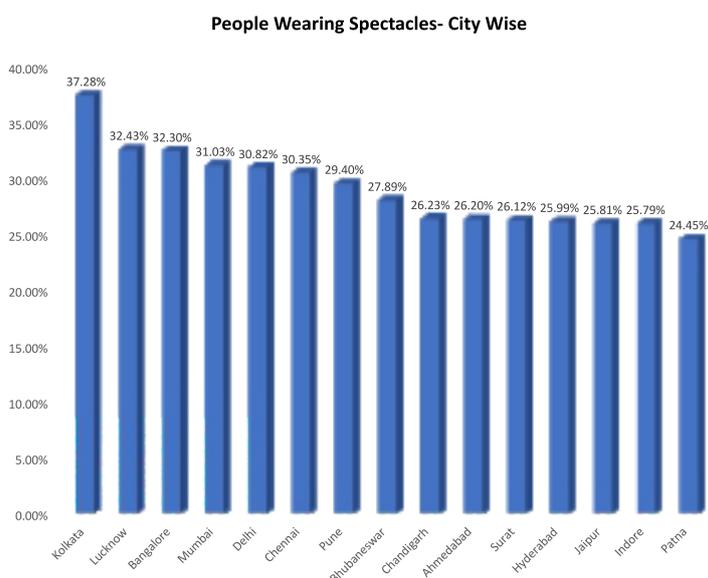
Having perfectly healthy eyes, excellent vision and clear eyes, free of pain or other aspects are crucial to good health and well-being.

Around 29% of Indians wear spectacles. This is a drastic increase in the number of people wearing spectacles as compared to last year where the number was only 17%. A lot of other troublesome eye concerns in the Indians were also visible. Above the age of 45, one gets near-sightedness as well. The probability of a person wearing specs increases with the age. Just as physical strength decreases with age, vision also grows weaker as we grow older.



Other than poor vision, the two most reported eye issues were watery eyes and dry eyes. People also reported other issues like – Eye strain, sensitivity to light, colour blindness, cataract, double vision and glaucoma.

By far Users from Kolkata were seen wearing spectacles the most as 37.28% of people from Kolkata were seen wearing glasses. On the other hand, people from Patna were seen the least wearing glasses with approximately only 24% of users wearing spectacles.



Cataracts, in essence, is the clouding of the eye's lens, leading to blurry vision and eventually it ends in vision loss. This often develops as the people age, when the proteins in the eye begin to clump together and cause cloudiness, making it difficult to see properly. Glaucoma occurs when the fluid pressure increases in the eye, damaging the optic nerve.

To ensure healthy eyes, one must focus on nutrients rich food and a healthy diet. Nutrients like omega-3 fatty acids, lutein, zinc, and vitamins C and E might help reduce age-related vision problems like macular degeneration and cataracts.

With prolonged computer and phone screen usage, issues such as strained eyes, watery eyes and dry eyes were highly significant among the users, though most of the users did not realize this strain on their eyes. These issues were on a peak during the lockdown when people continuously spent hours in front of the laptop and phone screens. Moreover, this issue was visible in all the age groups. The screen time of the kids on the phones were at an all-time high during the lockdown, as because of the COVID-19 pandemic their classes were shifted online and hence they spend more time on the laptop, be it for the classes in their schools or their coaching classes.

The teens and adults also spent a lot of time in front of their laptops as because of being free during the lockdown they were more inclined towards the OTT platforms and watched a lot of series and movies. The trend of teens being attracted to the OTT platforms was prevalent even before the lockdown, but this new interest spiked up to new heights as the screen time spent on these platforms were at a whopping high scale. In the work from home environment, as compared to the earlier times the adults spend an unusually high time on their laptops as their working hours increased during this pandemic.

Because of the aforementioned reasons and all the age groups being exposed to high screen timings, a lot of eye issues were prevalent in the population and hence it is high time that they should take this seriously and adopt prevention measures so as to take care of their eyes.

Tips to look after your eyes while using your screen

- 1. Apply the 20-20-20 rule – every 20 minutes look at something 20 feet away for 20 seconds. That will give your eye muscles a rest.
- 2. Try to blink regularly. Focusing on a screen may make you blink less, which may make your eyes dry and uncomfortable.
- 3. Position your computer screen so that :-
 - It is between 40 and 76 cm (16 to 30 inches) from your eyes
 - The top is level with, or slightly below your eyes
 - It is tilted away from you at a 10- to 20-degree angle

This is a drastic increase in the number of people wearing spectacles from last year's 17% users using spectacles. There are other eye concerns as well which trouble Indians.



ORDERS

DEPRESSION

AR

PS

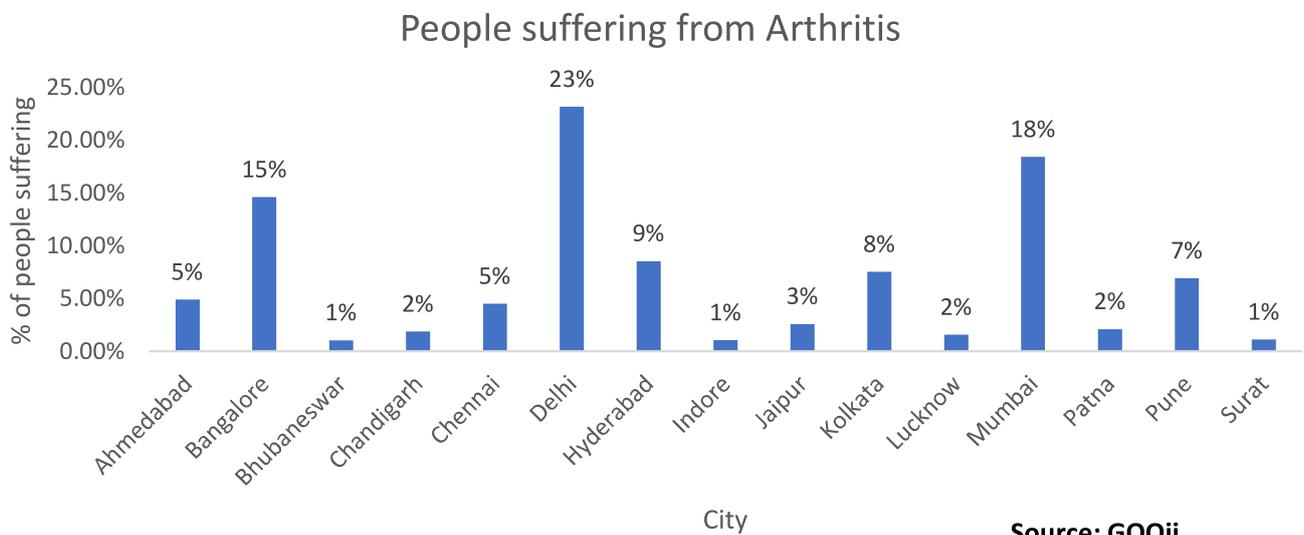
OTHER HEALTH ISSUES

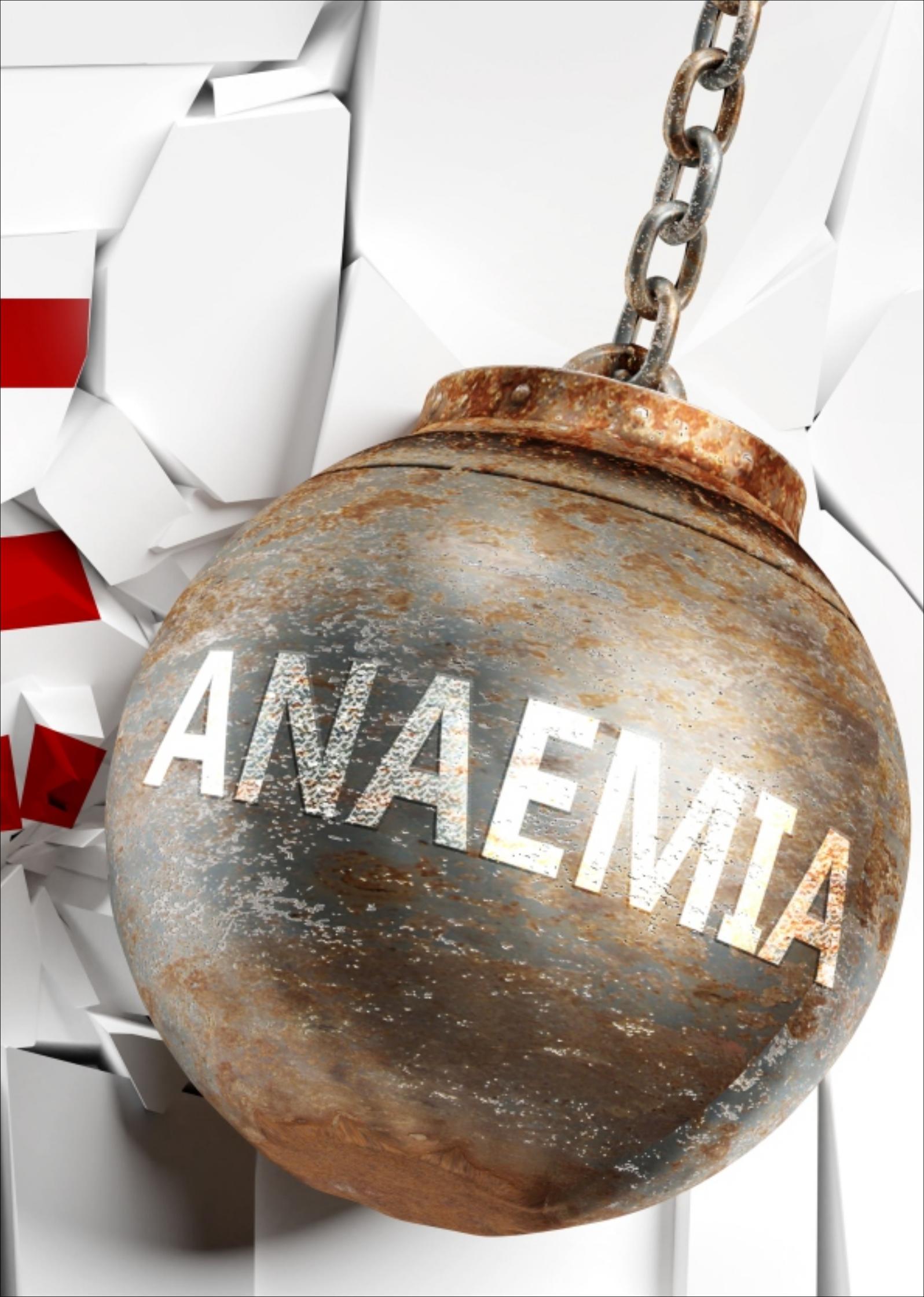


ARTHRITIS

Arthritis is an inflammation of the joints causing pain and stiffness that can worsen with age. There are more than 100 different types of arthritis, with different causes and treatment methods. Symptoms include pain, swelling, reduced range of motion and stiffness. Medication, physiotherapy or sometimes surgery helps reduce symptoms and improve quality of life but it cannot be cured completely.

User data says that around 5% of Indian people suffer from arthritis. Out of total people suffering this disease, 76% accounts for male population and balance 24% accounts for females. This problem increases with age and is commonly seen in older adults. Out of a total of 5% people suffering, 3% are older adults. If we look at city wise data then metro cities like Delhi and Mumbai have more people who suffer from arthritis than any other tier 2 cities. 24% of users from Delhi face this issue followed by 19% in Mumbai.





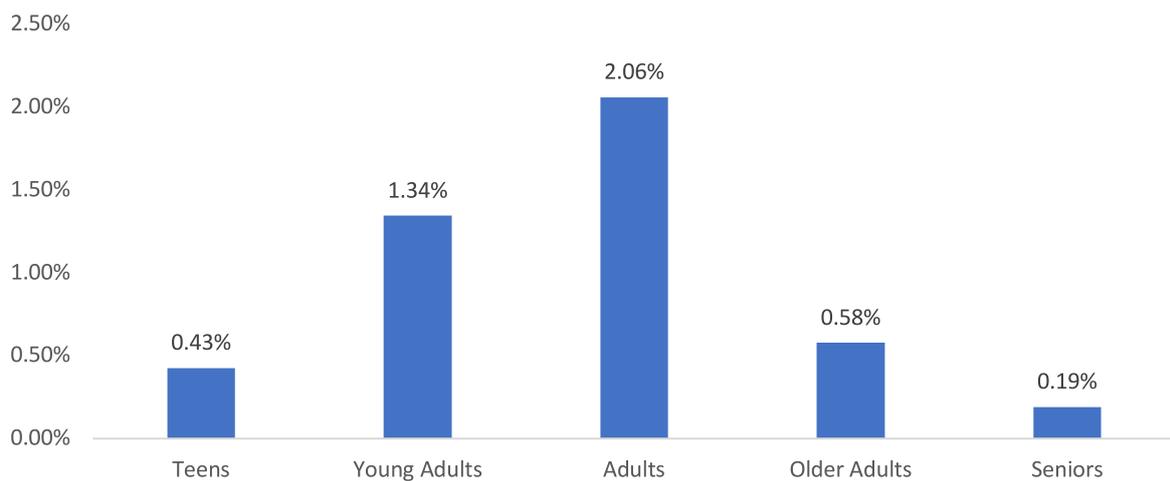
ANARQUIA

ANEMIA

Anemia is a condition wherein you lack enough healthy red blood cells to carry adequate oxygen to your body's tissues. Having anemia can make you feel tired and weak. There are many forms of anemia, each with its own cause. Anemia can be temporary or long term, and it can range from mild to severe. Treatments for anemia range from taking supplements to undergoing medical procedures. You might be able to prevent some types of anemia by eating a healthy, varied diet. Around 4.6% of Indian users face this problem and this is equally found in both male and female. This is more prominent in adults as out of the total people facing anemia, 50% are adults.

People suffering from Anemia

Soruce: GOQii





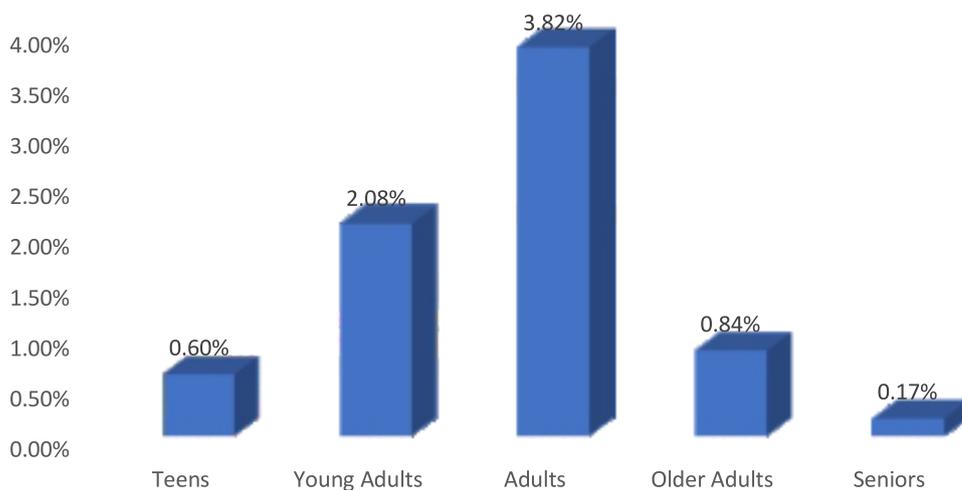
MIGRAINE

Migraine is a neurological condition that can cause multiple symptoms. It's frequently characterized by intense, debilitating headaches. Symptoms may include nausea, vomiting, difficulty speaking, numbness or tingling, and sensitivity to light and sound. Migraines often run in the family and affect all age groups. Approximately 8% of users suffer from migraine and in which 5.4% of users say that it runs in their family. Migraine is more prominent in male population as out of a total of 8%, 5% accounts to men users.

Migraines can't be cured, but your doctor can help you manage them so you get them less often and treat symptoms when they occur. Treatment can also help make the migraines be less severe. As per our data migraine is mostly observed in adults.

People suffering Migraine- Age Wise

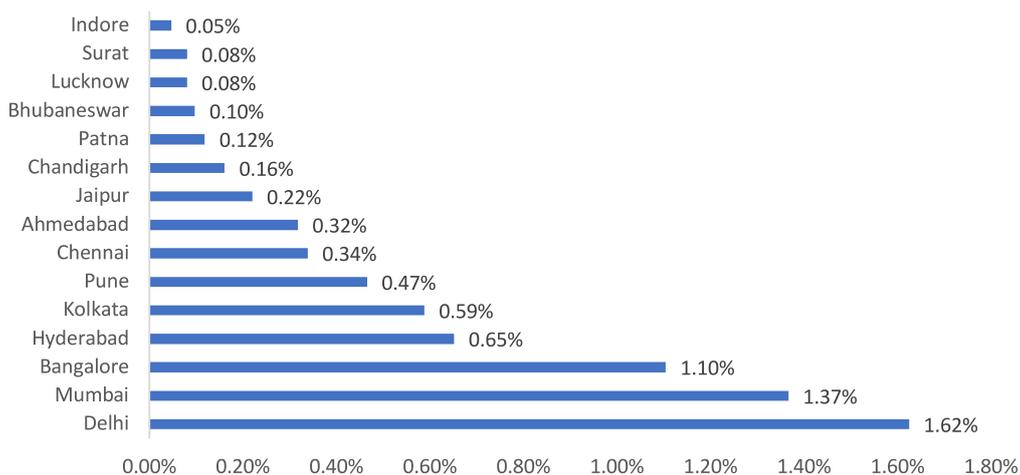
Source: GOQII



This issue is more prevalent in metro cities like Delhi, Mumbai and Bangalore. These 3 cities account for more than 50% of total people suffering from migraine.

Migraine- City Wise

Source: GOQii



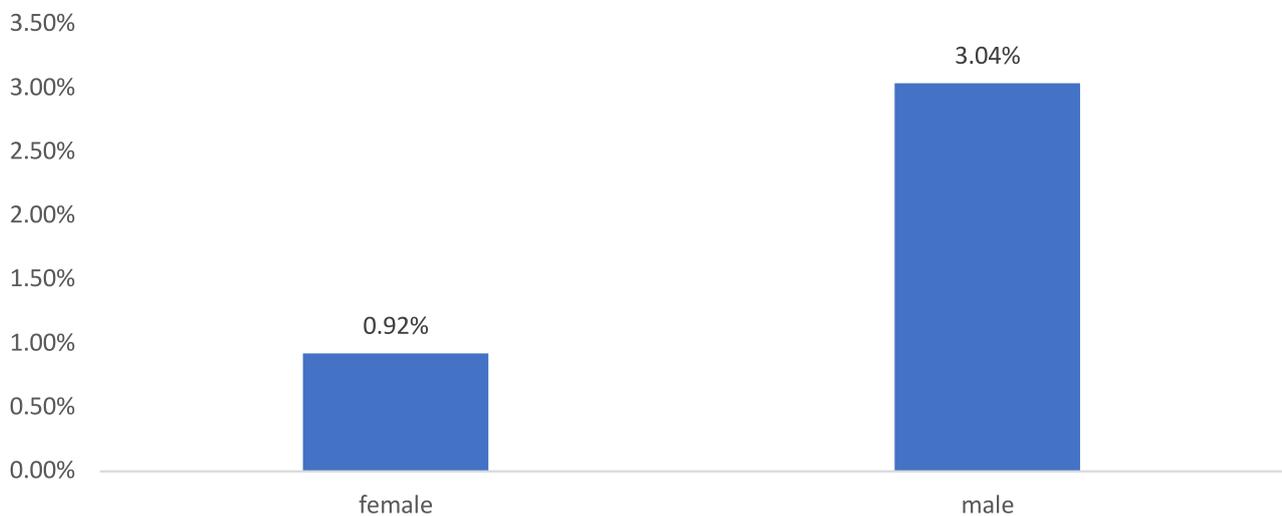


ASTHMA

Asthma is a condition in which your airways narrow and swell and may produce extra mucus. This can make breathing difficult and trigger coughing, a whistling sound when you breathe out and shortness of breath. For some people, asthma is a minor nuisance. For others, it can be a major problem that interferes with daily activities and may lead to a life-threatening asthma attack. Approximately 4% of people in India suffer from asthma. 9% of people say that it runs in their family. Out of the entire population suffering, 3% are men and only 1% are female.

People suffering from Asthma- Gender Wise

Source: GOQii



A number of factors are thought to increase your chances of developing asthma. They include:

- Having a blood relative with asthma, such as a parent or sibling
- Having another allergic condition, such as atopic dermatitis — which causes red, itchy skin — or hay fever — which causes a runny nose, congestion and itchy eyes
- Being overweight
- Being a smoker
- Exposure to secondhand smoke
- Exposure to exhaust fumes or other types of pollution
- Exposure to occupational triggers, such as chemicals used in farming, hairdressing and manufacturing



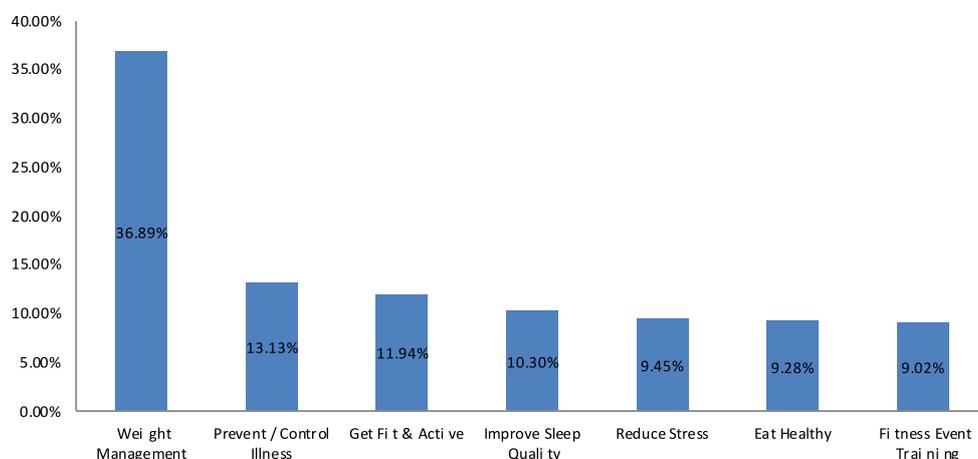
GOALS

GOALS

While most people have a habit of setting goals for themselves, how many actually end up achieving them? Science says only 8% of people actually achieve their goals. And with the sudden imposition of the lockdown, that percentage may be even less this year as COVID threw everyone's plans off balance. Still, setting goals gives us hope about becoming our desired ideal self. This year too, GOQii users prioritized their health goals among the seven displayed below in the chart.

“Prevent/Control Illness” moves from last to second priority

Source: GOQii



Similar to the previous 2 years, Weight Management is leading again this year as the most popular health goal with 36.89% opting for it. With restrictions on gyms and unnecessary movement during the initial phase of the lockdown, many people turned to fitness apps to keep themselves in shape. In fact, GOQii app had experienced a 300% increase in user engagement since the lockdown was announced. Bollywood celebrities have also been posting their lockdown workout routine and inspiring people to remain fit. On the nutrition side, meal replacement powders have also gained traction among consumers as a healthier alternative in order to manage their diet.

On the other hand, it is interesting to note that “Prevent/Control Illness” which was the least preferred goal in 2019 has moved to the 2nd spot followed by “Get Fit & Active”. Clearly, COVID has made people extra cautious in regards to avoiding the seasonal flu and other diseases. To add to that, there was a massive surge in the sale of multivitamins, immunity boosters and ayurvedic products like chyawanprash and honey since the lockdown was imposed.

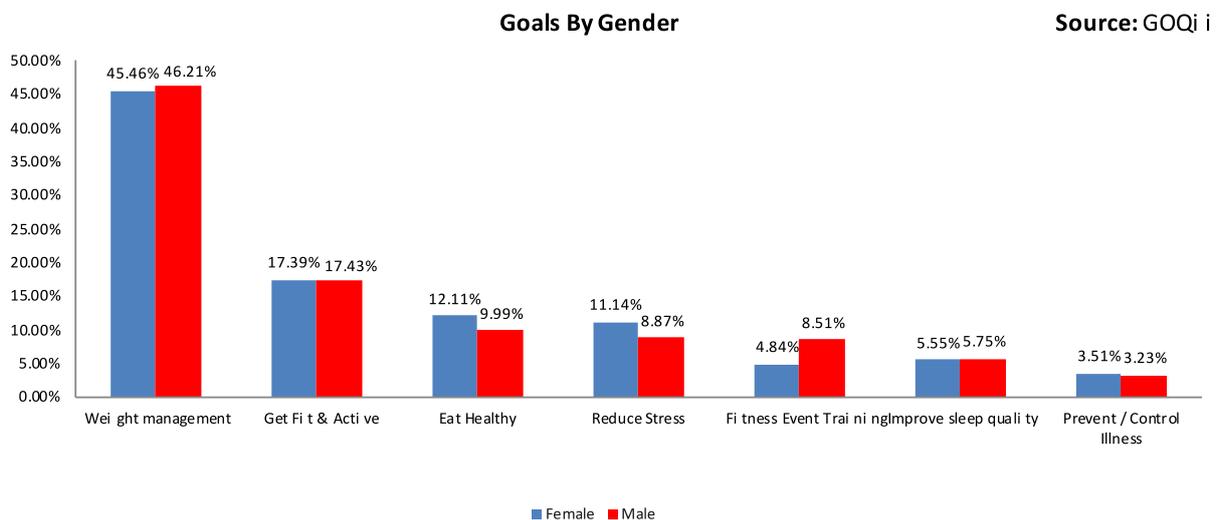
Getting fit and active is still among the top three goals similar to 2019. Again, due to restrictions at home, the gym routine of many got hampered. However, on a positive note, people took advantage of virtual sessions with personal trainers or simply watching their favorite celebrity workout videos for motivation to keep fit at home. Fitness products such as exercise bands, dumbbells and yoga mats had also witnessed a spike in sales on e-commerce platforms during the lockdown as people turned their homes into gyms.

“Improve Sleep Quality” has also moved up the ranks which is not surprising considering the pandemic had a negative effect on people’s mental health. Fear of contracting the virus and constant bombardment of negative news has raised cases of insomnia and sleep apnea among adults. Therefore, it is evident that despite staying at home and possibly getting longer hours of sleep, the quality of sleep has gone down due to the reasons mentioned earlier

Reducing stress has been on 9.45% people’s agenda due to the shift in lifestyle during the lockdown phase. Working from home had clearly augmented stress levels, especially for women who were balancing their family and professional life. Adjusting to the new norm of working from home without the ‘coffee breaks’ or social life that was present at office also took some time for people to get used to. On the flip side, worry of massive layoffs and pay cuts added the burden of financial stress in people’s lives. On the contrary, eating healthy and fitness event training are on the backseat this year. Staying at home did force Indians to stick to home-cooked food which is much healthier in comparison to ordering fast food online. For a brief period of time, online food delivery services had also halted due to safety reasons which further prevented people from splurging on impulse cravings.

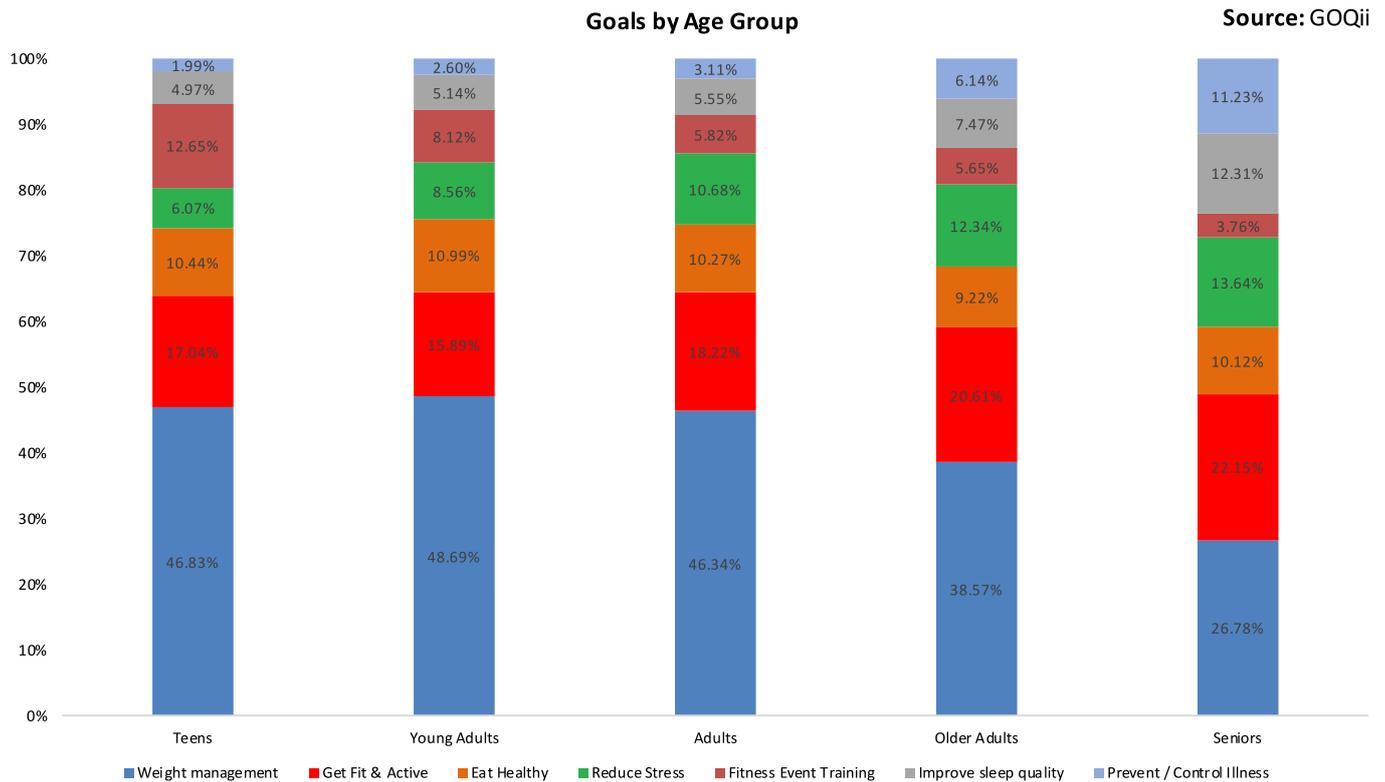
As far as practicing for fitness events is concerned, major sporting events were cancelled this year. Hence, many athletes are sceptical whether it is even worth it to practice. Moreover, with hygiene measures such as masks and gloves, it does get difficult to take part in competitive sports.

Men and Women almost in sync with their health goals



This year’s gender wise goal rankings are almost similar for both genders except for fitness event training which is more important than improving sleep quality for men in comparison to women. Apart from that, we can also notice a clear difference between the gender’s thinking toward their health goals in the eating health and reducing stress section. More women have a preference towards their diet and maintaining their stress levels in comparison to men. This shows that women place more priority on their physical and mental well being while men are a bit more inclined towards boosting their self-esteem by taking part in fitness events.

Seniors dominate in the goal of “Prevent/Control Illness”



If we see the age-wise data, weight management and getting fit & active remain the most popular health goals across all age groups. Reducing stress is more important for those older than adults in comparison to eating healthy. It is common knowledge that as we age, we are more vulnerable to contracting diseases hence seniors dominate in the goal of “Prevent/Control Illness” among all age groups. They are also more concerned about their mental wellbeing and prioritize reducing stress and improving sleep quality more than those younger to them. As far as fitness even training is concerned, it is more popular among teens just like last year.

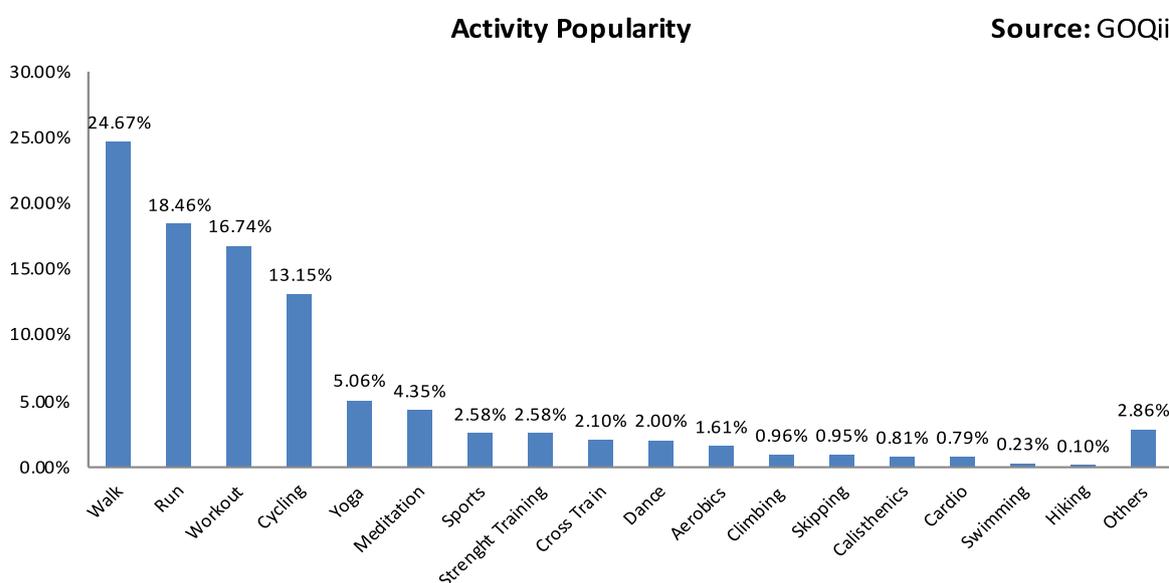
For the city-wise data, more than 40% of people place a high significance on weight management across all cities. People in Surat are most excited for fitness events hence 8.90% people, the highest percentage across all cities, have set fitness event training as their goal. People in Chennai at 7.24% are most concerned about improving their sleep quality amongst all the cities while Lucknow at 7.14% had the highest percentage for preventing or controlling illnesses.



PHYSICAL ACTIVITY

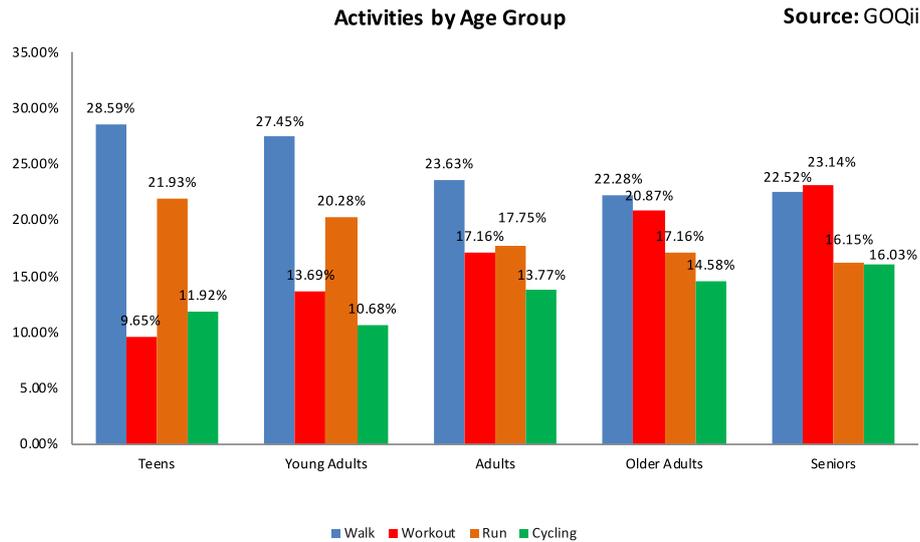
HOW ACTIVE IS INDIA?

Walking is yet again the most popular physical activity for GOQii users for the fourth time in a row. This year though it is interesting to note that Indians have also been exploring other avenues of keeping fit as the percentage of people preferring walking is hardly a quarter. In 2020, workout has been given more preference than cycling which is expected because of the brief period of lockdown in which people were restricted from moving beyond the radius of a few kilometers from their residence. Meditation is also featured among the top 10 physical activities which suggests that there has been an increase in importance given towards mental health by Indians.



Considering the younger generation tends to be more energetic and active, walking, an activity which requires little physical exertion, has emerged as the most popular activity among teens and young adults/. Seniors on the other hand are leading in the workout category. It is well known that regular exercise can help boost the immunity functions of the body and provide emotional & mental benefits. Moreover, elderly people are more vulnerable to chronic diseases such as high blood pressure and diabetes hence, they realize the importance of incorporating physical training in their fitness regime.

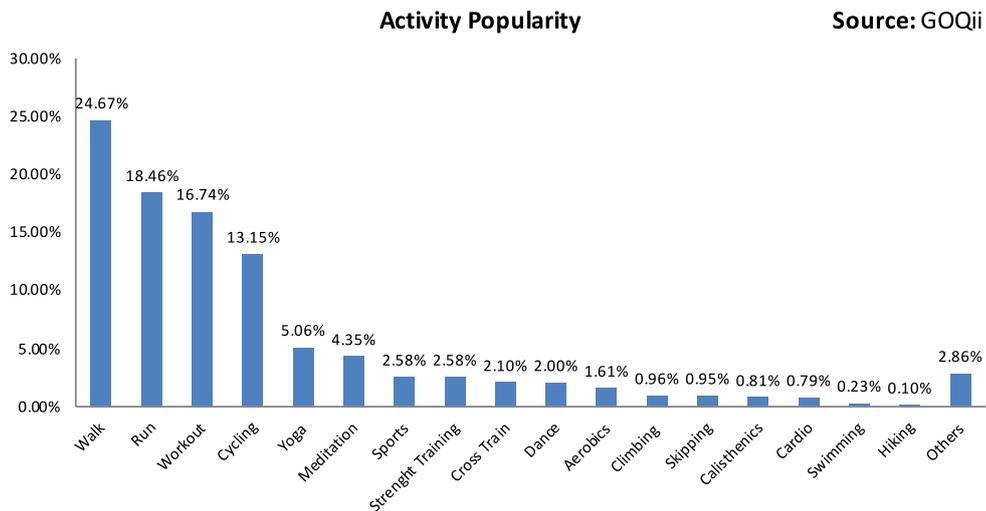
In fact, we can see a clear trend that the percentage of people preferring workout is increasing as the age group gets older. On the other hand, running shows the opposite trend with people preferring it less as they age. Cycling is also most favored among seniors as opposed to other age groups. This is because unlike walking and running which forces 3-5 times one's body weight on the knees, cycling places little pressure on most joints if riding on minimal incline.



Yoga emerges as Bhubaneswar's favorite

Apart from Chennai where people prefer working out more than running, the remaining cities show contrary ranking. This year too, yoga is more popular in Bhubaneswar than the rest of the country wherein 8.08% of people perform it. Meanwhile, Kolkata is leading in meditation in true fashion of taking care of both the mind and the body. Indore on the other hand gets the top spot for partaking in unconventional activities like aerobics and calisthenics.

Men stick to tried & tested activities while women prefer variety



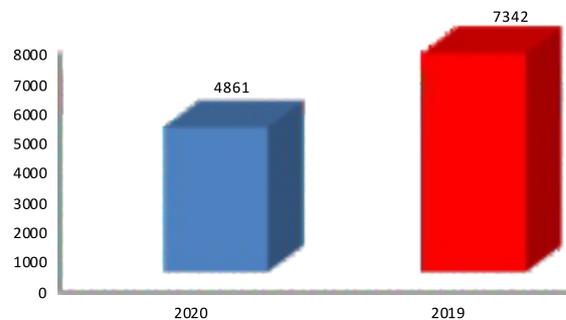
Walking is almost equally preferred by both genders. However, the rankings for workout and running are interchanged for the two genders as women prefer workout more than running. Yoga, Meditation, Cross training, Aerobics and Dance are also preferred more by women than men. This alludes to the fact that women are part-taking in a higher variety of physical activities in order to keep themselves in shape while men prefer sticking to the tried and tested activities.

DROP IN AVERAGE STEPS IN INDIA DUE TO COVID

There are various advantages to doing regular physical activity such as increase in muscle power and endurance, prevention of chronic diseases and overall improvement in quality of life. Unfortunately, due to the lockdown this year, Indians were forced to limit their time spent outside for physical activity such as walking due to restrictions enforced by the government on public spaces and gyms in order to maintain social distancing. This led to a drastic drop in the average steps logged by Indians starting from late March when the lockdown was first announced.

Average steps down by 66% in 2020

Average Steps - Comparison with 2019 Source: GOQii

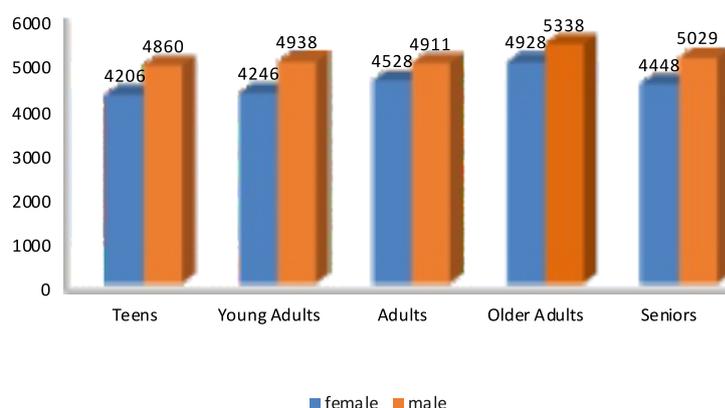


In 2020, the average steps were 66% of 2019 values. This is because due to lockdown restrictions, many people could not go out for a walk and log in their steps. Hence, the figure does not necessarily indicate that Indians were more inactive this year as they may still be engaging in other physical activity like working out at home.

Women walking 10% less than men

Women in general have a lower steps average than men across all groups. While women take 4467 steps on average, men take 4977 steps. This trend is evident across all age groups, major cities in India and in the past India Fit Reports as well. Since walking provides so many health benefits, it is essential that women give more importance to their physical health.

Steps by Age Group & Gender Source: GOQii



Teens not keen on walking

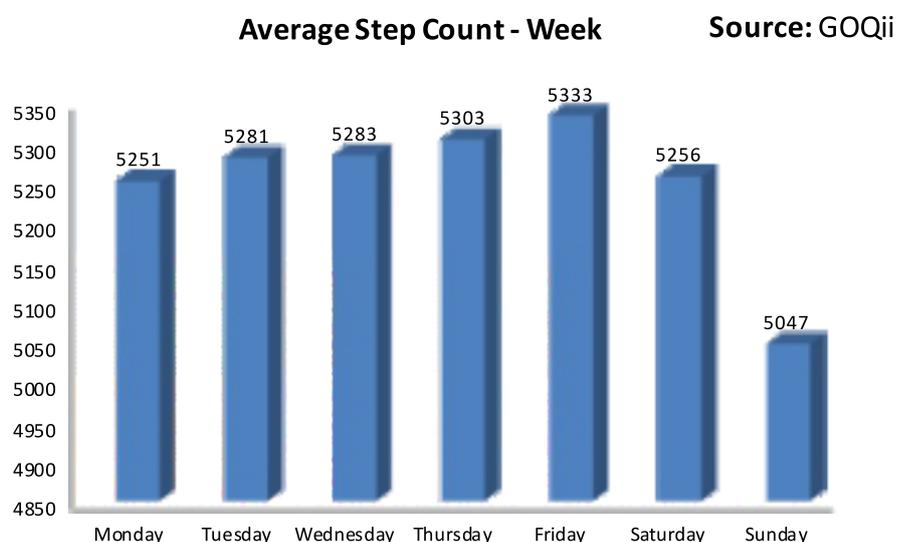
We can also observe from the age wise data that older adults tend to walk the most. Almost of the cities in which GOQii users reside, teens and young adults have a smaller number of steps in comparison to the older generations. With the advent of smartphones and social media, teens have quickly picked up the skill of typing and scrolling using just their thumbs while the rest of their bodies remain still and inactive which is extremely detrimental to their overall well-being. There needs to be more education among parents regarding the importance of physical activity among teens as physically active children tend to be less obese and have minimal risk of developing hypertension, diabetes and cardiac disease.

We can also notice the average step count increasing with age except for the seniors (above 60-year-old) who are unable to walk as much. Following are some interesting insights from the city-wise data mapped against age group:

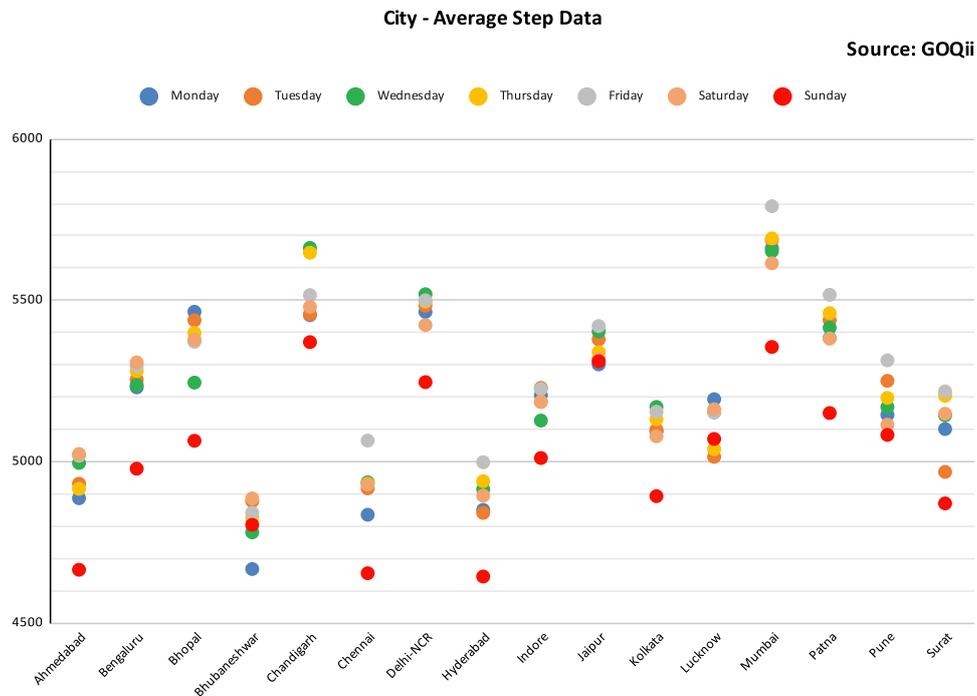
- Older Adults in Chandigarh walk the most with 5830 steps while seniors in Kolkata walk the least at 3981 steps.
- Meanwhile, Jaipur's senior citizens again claim the title of 'Most Active Senior Citizens' (5648 steps) in 2020.
- This year too, older adults (45-60 years users) in Bhubaneswar and Ahmedabad are not as active in comparison to other cities.

Step Count by Day of the Week

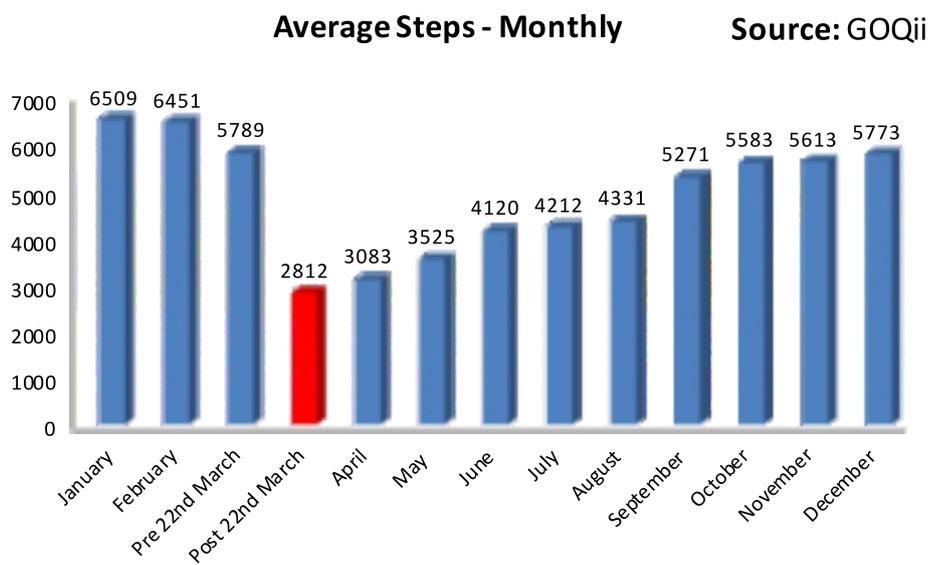
Unlike 2019, we see the average step count increasing as we progress into the weekdays before finally dipping down on Saturday. Sunday seems to be 'resting day' for Indians as it is the day with the least number of steps. This pattern is evident across both genders and for the younger generation age group. No particular pattern or trend was observed for older adults and seniors (above 60 years) age group.



Except for Bhubaneswar which has its 'lazy day' on Monday, the remaining cities are walking significantly less on Sunday in comparison to other days. Mumbai is clearly the most active city and averages the greatest number of steps on Friday. While the majority of cities display large variation in steps on weekdays in comparison to weekends, Jaipur stands out amongst the lot. The step values for all days are bunched together for this city which suggests that people in Jaipur follow a consistent routine of walking. We can derive the same conclusion for Pune as well.



Step Count: Pre-COVID-19 and Unlock Comparison



While in January 2019, 8144 average steps were logged in by GOQii users, this year Indians had a lazy start at 6509 steps. And to top it off, the reality of COVID had not even hit us then. From January onwards, the numbers seem to be declining before reaching an all-time low of 2812 steps post 22nd March when the lockdown was announced. As restrictions started being lifted, we can see the step count increasing over the course of the months before spiking in September. This is because the government realized that it is important to keep the economy running else it would become very difficult for even middle-class families to survive. Between September and December, the step values are hovering around 5000.

In the city by monthly data, we can see Chandigarh with the highest number of steps across all cities in these 4 months as well. In fact, it recorded 6718 steps in December which is much higher than the average for January 2020. It seems like people in Chandigarh went through a major transformation during the lockdown hence were most eager to venture out for physical activity. On the contrary, people in Chennai are still observing caution and have not touched above 5000 step value even once since the lockdown started.



WATER THE LIQUID GOLD

Water is pretty boring, as far as beverages go. It doesn't have a catchy jingle, a secret family recipe or even taste. However, water is an essential nutrient and plays a key role in the human body. We can survive up to several weeks without food, but only a few days without water. Every system in the body, from cells and tissues to vital organs, require water to function.

Each of your cells, organs and tissues use water, which in turn helps to **regulate temperature, keeping the body hydrated and maintaining bodily functions**. In addition, water acts as a lubricant and cushions your joints. Drinking ample water is good for your overall health.

Water and Your Heart Health: Drinking water is very good for your heart. Your heart is working continuously to pump 2,000 gallons of blood throughout your body in a day. By keeping yourself hydrated, you are helping your heart do its job well. Your heart is able to pump blood more easily when it's hydrated (consuming more water than you are losing) and allows the rest of the muscles in your body to work in a better way.

The average water intake per person per day has decreased as compared to last year across India. As compared to the average water consumption of 2.18L last year, we see an average of 2.13L this year. Water intake of at least 2 liters per day is recommended to stay hydrated. So, an average water intake of over 2L across India is a good sign. The same is the case when we look at the gender and age data. The average water consumption per day in major cities across India, with the exception of Indore and Chandigarh, all cities have recorded 2L or above. Chandigarh and Indore stand at 1.94L per day, and are not far behind, although both these cities slipped slightly as compared to last year.

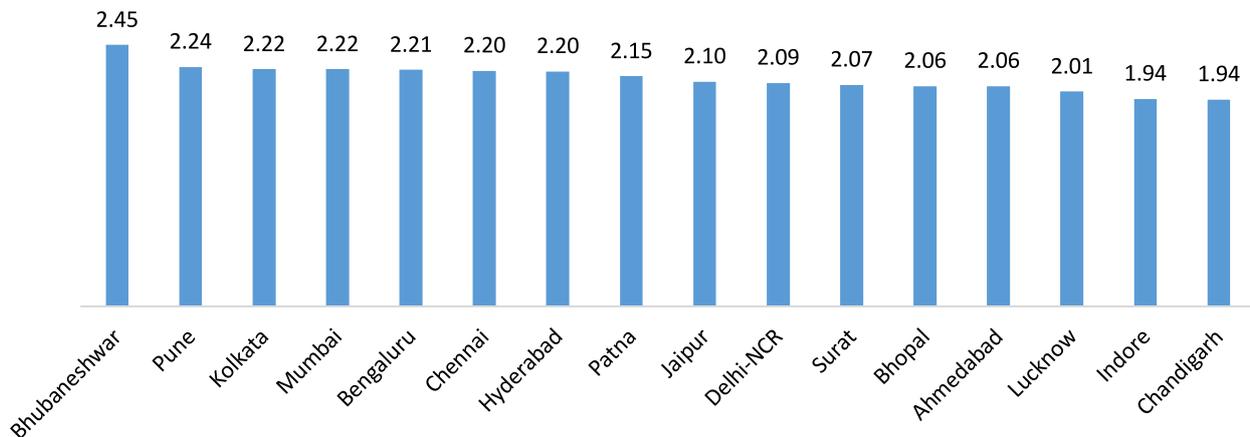
Bhubaneswar, the most hydrated city of India

Bhubaneswar has topped the chart with an average of 2.45L and has taken over all major cities. It is followed by Pune, which at 2.24L, and has improved a lot from last year's 2.02L. They are then followed by Kolkata, Mumbai and Hyderabad.

A holistic view of the situation indicates that women are less hydrated than men, with an average intake of 2.04L of water per day as compared to men who drink 2.18L. The trend is the same across all cities except Indore where on an average women drink 2.12L as compared to 1.90L for men. An unusual observation was made when the figures were being studied for Chennai. Women in Chennai have an intake of 1.78L compared to men at 2.36L. This is by far the widest gap (0.58L) in terms of difference in average water consumption between men and women. The second and third widest gap can be observed in Jaipur and Bhopal with a difference of 0.49L and 0.38L respectively.

Water Intake- City Wise

Source: GOQii



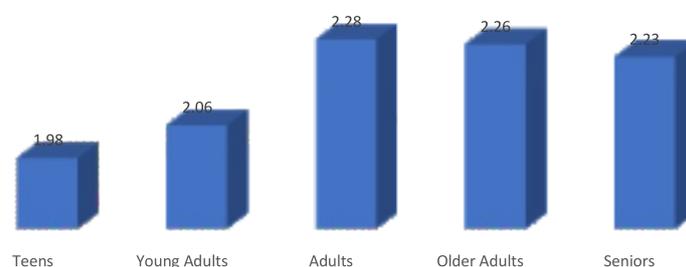
In the last couple of months that we have been at home, it has been noticed that we are often surrounded by healthy snacks. Also, it has been noticed that during this lockdown time the sugar consumption has increased. To help manage the effects of this increase in sugar levels, there's an important habit we should adopt if we're not already doing it: **drink plenty of water**.

Adults being the most hydrated age group with 2.28L of water intake

Adults featured on top of the list, overtaking all other age groups in terms of water intake. From being last year's not-so hydrated age group, they have now moved up the ladder to gain the top position and have the highest average water intake this year at 2.28L. Being hydrated is very important for adults as it is usually witnessed that they have the maximum physical activity when compared to the other age groups. Hence, they require maximum intake of water; this is further backed by data. They are followed by Older Adults who have maintained their water intake from last year at 2.26L. Older people don't sense thirst as much as they did when they were younger. And that could be a problem if they're on medication which may cause fluid loss, such as a diuretic. Here we can see quite a different phenomenon as Older adults are second in the list in terms of hydration levels in different age groups.

A reversal in last year's trend was observed as this year the Teens, who earlier topped the chart, came last when compared to all other other age buckets in terms of water intake. From being last year's most hydrated age group with 2.39L, this year they have the least average water intake at 1.98L. Still, as they are close to the 2L mark, it can be concluded that Teens along with all the other age groups who also stand close to or above 2L mark, are successfully incorporating the healthy habit of drinking water in their lifestyle.

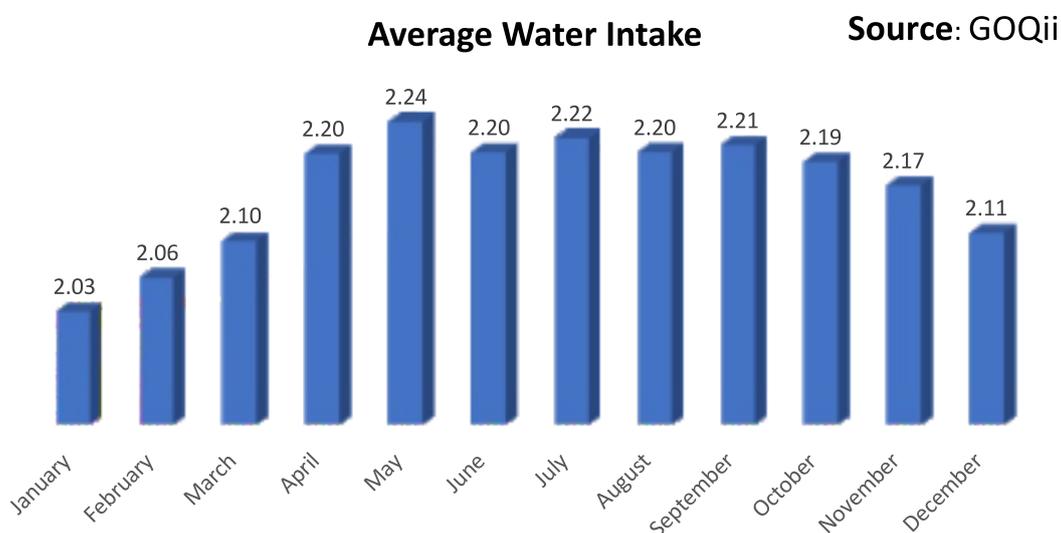
Water Intake- Age Wise



If we look at the average water intake across the week, it stands the same at 2.17L across most days of the week. But this still proposes a concerning situation, as last year this average was 2.41L over the week. In fact, in comparison to last year, the average water intake has decreased for all the days. This decrease in the water level is mostly due to the outbreak of the COVID-19 pandemic. Everyone was at their home because of the lockdown and because of the lack of physical activity, thirst levels decreased. This resulted in decreasing amounts of water intake by the population.

May is the most hydrated month of the year

As seen in the trends, water consumption increased steadily from the winter months of January and February, to the summer months of May-July. With the arrival of monsoon, the average water intake decreased in August.



Effects of lockdown on water intake habits

This year, we see a slight dip in the overall average water intake across various horizons/aspects because of the lockdown that was imposed across India due to the Coronavirus pandemic. The level of physical activity was drastically reduced as everyone was at their homes for more than 3 months. No physical activity resulted in people sensing lesser levels of thirst as before when they were following their regular schedule pre-lockdown with higher levels of physical activity.

Benefits of Drinking Water:

The human body comprises around 60% water.

It's commonly recommended that you drink eight 8-ounce (237-mL) glasses of water per day (the 8×8 rule).

- Helps maximize physical performance
- Significantly affects energy levels and brain function
- May help prevent and treat headaches
- May help relieve constipation
- May help treat kidney stones

- Helps prevent hangovers
- Can aid weight loss

The bottom line

Even mild dehydration can affect you mentally and physically. Make sure that you get enough water each day. It's one of the best things you can do for your overall health.



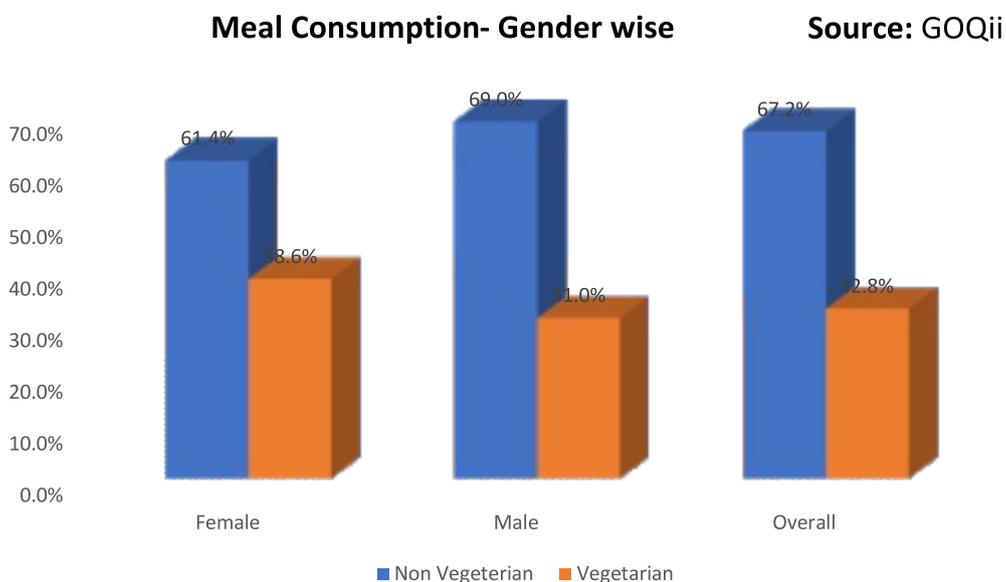
NUTRITION: EAT TO LIVE AND NOT LIVE TO EAT

Nutrition focuses on how people can use dietary choices to reduce the risk of diseases, what happens if a person has too much or too little of a nutrient, and how allergies work. Nutrients provide nourishment. Proteins, carbohydrates, fat, vitamins, minerals, fibre, and water are all nutrients. If people do not intake the right balance of nutrients in their diet, their risk of developing certain health conditions increases.

Nutrition is a critical part of health and development. Better nutrition is related to improved infant, child and maternal health, stronger immune systems, safer pregnancy and childbirth, lower risk of non-communicable diseases (such as diabetes and cardiovascular disease), and longevity.

Majority of Indians follow a Non-Vegetarian diet

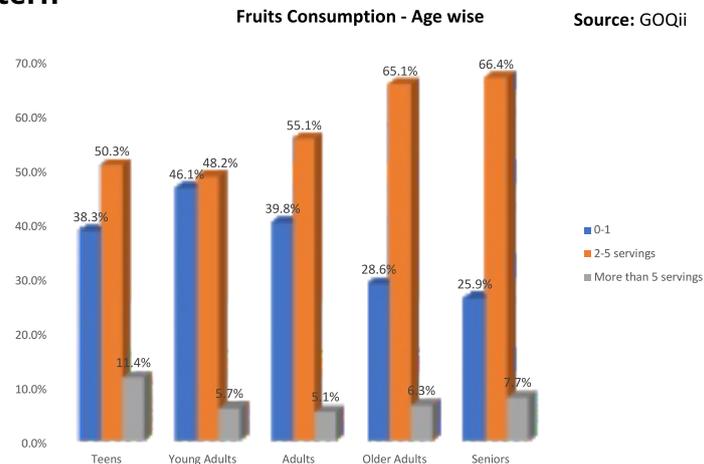
The Indian diet is known for its vibrant flavours. And although the daily diet varies a lot from state to state, majorly it is a plant-based diet consisting of grains, lentils, pulses, spices, vegetables, dairy and fruits. Some communities adopt vegetarianism because of their religious beliefs while the rest adopt a non-vegetarian diet consuming eggs, chicken and fish very often, though not daily. All the coastal states have fish as a part of their staple diet. Overall, dal, rice, chapatti and sabzi are staple foods across India, making it a balanced diet.



Whether to follow a vegetarian diet or a non-vegetarian diet, is an everyday debate. Some people stick to a vegetarian diet for religious purposes while for others, it is a life choice mostly out of respect for all lives. However, if we were to conclude which diet is better than the other nutrients wise, there is no clear answer. Different groups have different thoughts and beliefs and their own endless reasons to follow either of the two diets. So, in the end, it all comes down to an individual's choice.

If we see the user data, about 67% follow a non-vegetarian diet, while approximately 33% stick to vegetarianism. The data varies significantly for both men and women as compared to last year's data where the scenario was quite similar for both genders. This year around 70% of male followed a Non-Vegetarian diet as compared to 61% of the female users.

Fruits Consumption Pattern



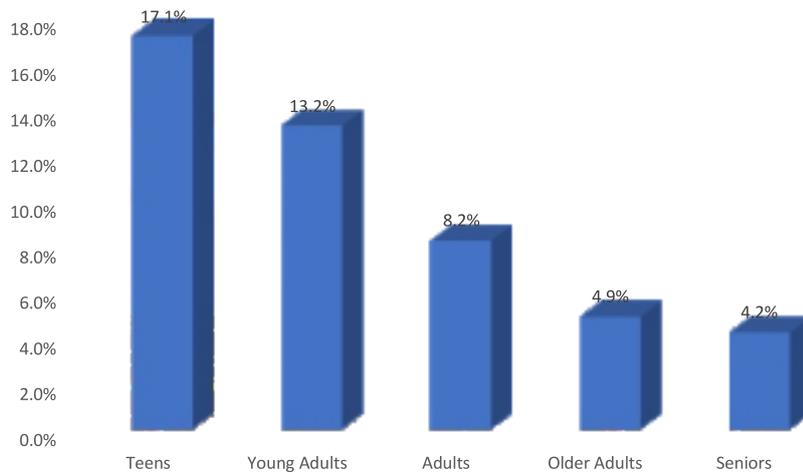
Above data shows that more than 50% of people in every age group take 2-5 servings of fruits in their everyday meals. This is a positive sign that the majority of users are taking care of their nutrients intake and especially the senior age group. They are taking the utmost care as more than 66% of users eat 2-5 servings of fruits on a regular basis. Those who consumed more fruits and vegetables, researchers found, had a significantly reduced risk of death. For every additional serving of fruits and vegetables, participants had a five percent lower risk of overall death and four percent lower risk of death from cardiovascular diseases.

Sugar Intake

Sugar is vital for your brain health - which is the biggest guzzler of the sweet stuff in your body. Our brains use up to 400 calories of glucose every day. Fructose - the sugar found in many artificial, processed foods - isn't of much use to our body. But natural sugars like those found in honey, maple syrup and fruit can help boost our brain health.

The effects of added sugar intake are higher blood pressure, inflammation, weight gain, diabetes, and fatty liver disease and they are all linked to an increased risk of heart attacks and strokes. One should always track their sugar intake as excess sugar intake may lead to a lot of serious diseases. Our user data says that more than 17% of teens consume more than 5 servings of sugar on a daily basis. A natural consequence of eating, for all ages, is that the blood sugar levels spike as a result of the same. This spike increases when the food consumed is high in carbohydrates and sugar. If the spike is too high, we experience the infamous "sugar crash". Sugar crashes make us all irritable. But they are worse for children. Studies show that sugar crashes in children leads to tantrums, causes headaches, shakiness, fatigue, altered thinking and behaviour, sweating, and a craving for more sugar and many more of such irritable behaviour.

Sugar Consumption(more than 5 servings)



Often sugary foods are used as rewards for children, which fulfils their sugar cravings. But constantly rewarding children with sugar can lead to a sugar addiction. Additionally, the longer the children will consume an overloaded amount of sugar, the more negatively it will affect their taste buds. As a result, these children will be less likely to vary their food choices, especially towards healthy food. Training your children to equally enjoy healthy foods can be as simple as replacing sugar rewards with healthy food alternatives such as fruit and veggies.

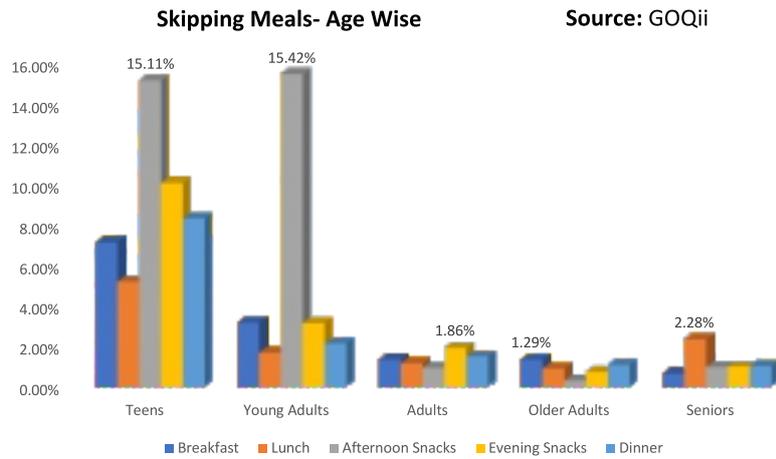
Skipping Meals

When you skip a meal or go on for a long time without eating, your body goes into survival mode. This causes your cells and body to crave food which ultimately results in you over eating. We usually tend to crave unhealthy foods and all our attempts at eating healthy food go in vain when you are very hungry, basically then everything goes in vain.

When it comes to skipping meals, it's the afternoon snack that most people miss out on. Afternoon snacks should be consumed 2 to 3 hours post lunch. The 4 pm slump in energy that we feel can be tackled by consuming a healthy afternoon snack. A fruit, some yogurt or nuts are some good options for an afternoon snack. Majorly, it's the Teens and Young Adults who have been found skipping their afternoon snacks. This behaviour has been observed in 15% of the teens and young adults who were found missing this meal. But, there has been a positive reduction in this number this year as compared to the last year when about 50% of the teens and adults were found to have been missing out on their afternoon snacks. This reduction may be accounted to the reason that because of the outbreak of the COVID-19 pandemic and the lockdown everyone was at their homes and were more health conscious. Thus the intake of a proper healthy diet and healthy afternoon snacks increased during such times.

Anyone who skips their afternoon snack, finds themselves making poor food decisions or overeating at dinner and hence they then understand the benefits of an afternoon nosh. This meal is important because it provides nutrients, fuel, and staves off hunger so you won't have an energy dip in the mid-

-afternoon or overeat during dinner. Understanding this aspect and importance of the afternoon snacks, we see that positive reduction in the teens.



Tips to Avoid Skipping Meals:

- Eat smaller, frequent meals throughout the day rather than skipping meals.
- Always have a snack such as yogurt or a granola bar to hold you over until your next meal.
- Eat snacks which are high in proteins and fibres. They will keep you full for a longer time.
- Plan your meals in advance or prepare them the night before.
- Make a schedule for the week to avoid overbooking yourself or falling behind.
- Set an alarm to ring at each meal time if you are going to be running around all day

Breakfast

What Do They Eat?

Another interesting aspect of nutrition is the different food items that people consume throughout the day as breakfast, lunch, dinner and snacks. To some extent, these differ from state to state.

Breakfast	Morning Snack	Afternoon Snacks	Lunch	Evening Snacks	Dinner
tea	tea	tea	rice	tea	roti
milk	banana	coffee	roti	milk	rice
banana	milk	milk	chapati	coffee	chapati
roti	almond	apple	salad	banana	paneer
egg	apple	salad	dal	apple	salad
dosa	coffee	banana	dosa	fruit	dal
poha	fruit	rice	curd	chana	dosa
fruit	juice	fruit	chicken	mango	egg
almond	seed	juice	egg	orange	curd
apple	walnut	orange	sabji	almond	chicken

The above table shows us the top 10 food items consumed by users for their different meals across the day. Tea, milk and fruits are the food items which remained consistent throughout the day except for lunch and dinner. Users are seen adding salad to their lunch and dinner meals which is a positive sign that people are opting for a rich and fibrous diet.

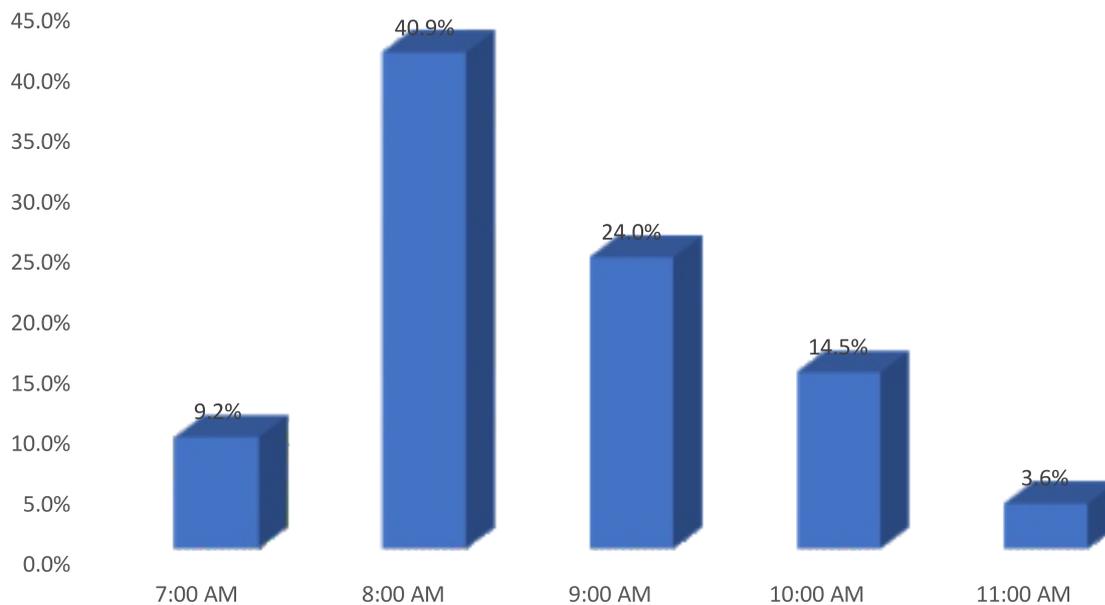
When Do They Eat?

Breakfast

The best time to have breakfast is within two hours after waking up. The sooner you eat your breakfast after you wake up, the better it is for your metabolism. Consuming breakfast the first thing in the morning greatly decreases hunger and cravings throughout the day. It also helps in preventing several diseases. Having a wholesome breakfast can help you healthily lose weight too. Around 80% of users have their breakfast between 8 AM and 10 AM. Few users were also seen consuming their breakfast at 11 am, which shows that either they are compromising on their morning snacks or they have their lunch quite late and light.

Breakfast Timings

Source: GOQii

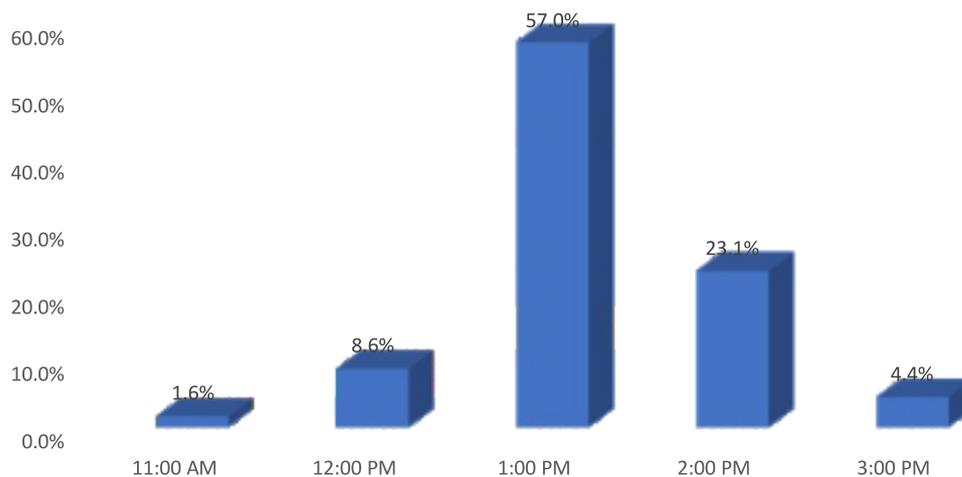


Lunch

Food is what gives you energy. Lunch raises your blood sugar level in the middle of the day, helping you to maintain your focus for the rest of the afternoon. It has been proven that people who don't eat lunch tend to gain more weight because they overeat during the dinner time to compensate for the missed lunch. Lunch should be consumed about four to five hours after breakfast. For example, if you eat your breakfast at 8 am, a good time for eating your lunch will be by noon or 1 pm. In a world where everything is getting more and more fast-paced, people forget to take breaks, but one must always remember that breaks are not a waste of time if utilized effectively and for a good cause. They are essential for one's productivity and health. 90% of Indians have their lunch between 12 pm to 2 pm, which is somewhat an ideal time for the same as the majority of the people have their breakfast between 8-10 in the morning.

Lunch Timings

Source: GOQii



Dinner

When it comes to dinner, the later you have it, the worse it can be for your diet. The optimum time for dinner is between 6 pm and 7 pm as post this our body gets enough time to digest the food before we sleep. The researchers suggest that you should at least consume your food 3 hours before bedtime allowing the stomach to properly digest the food and focus on preparing for sleep when bedtime rolls around the corner. This difference in the digestion rate as compared to the day could be because of the fact that we have used up most of our energy during the day, so our mechanisms slow down as we get ready for sleep, reducing the rate at which our body can process food.

Our user data shows that only about 10% of people are seeing having their dinner by the suggested time, 6-7 pm. Approximately 65% of people tend to have their dinner between 8 pm and 9 pm. Some users were also seen to have their dinner at 11 pm which is not a very good sign as their body won't get enough time to break those food particles and digest it properly and hence will cause indigestion and acidity issues either immediately or later in their life.

Matters of Concern

By looking at the user's data, we have some of the insights which are a matter of concern for everyone and hence should be immediately looked upon. Following are some of the points where the problem lies:

- **Fruits Consumption**- Around 40% of people do not consume fruits or only consume only 1 serving of fruit in an entire day whereas the suggested stands at consuming 2-5 servings. Fruits and vegetables consist of beneficial nutrients and other food components, such as phytochemicals and fibres thereby making your diet healthy. No dietary supplement can substitute for all the compounds that are found in fruits and vegetables, nor can they mimic the potential nutrient interactions found in those foods that may contribute to their healthful effects. Not including these foods in your well-balanced diet can result in significant health consequences.
- **Sugar Intake**- Approximately 10 % of user's intake more than 5 servings of sugar a day. Research shows that sugar consumption is a major cause of obesity and for many chronic diseases, such as type 2 diabetes. In order to have a balanced diet, it is necessary to avoid foods high in sugar and unhealthy fat as much as possible and to only consume adequate amounts of sugar in your diet.

- **Skipping Meals**- Skipping meals is more prominent in teens as more than 15% of them skip afternoon snacks and around 10% skip evening snacks. Young adults also tend to skip afternoon snacks as around 15% of them skip this meal. When we skip meals, the body begins to increase the production of cortisol, leaving us stressed and hungry. Skipping meals can also cause your metabolism to slow down, which can cause weight gain or make it harder to lose weight
- **Having Meals at Wrong Time**- More than 20% of users were seen to have their dinner post 10 pm. In the long term this habit will turn out to give dangerous results. Since our body needs 3 hours to digest the food before we sleep, so the later we eat, the lesser time our body gets to process the food ultimately resulting in indigestion issues.



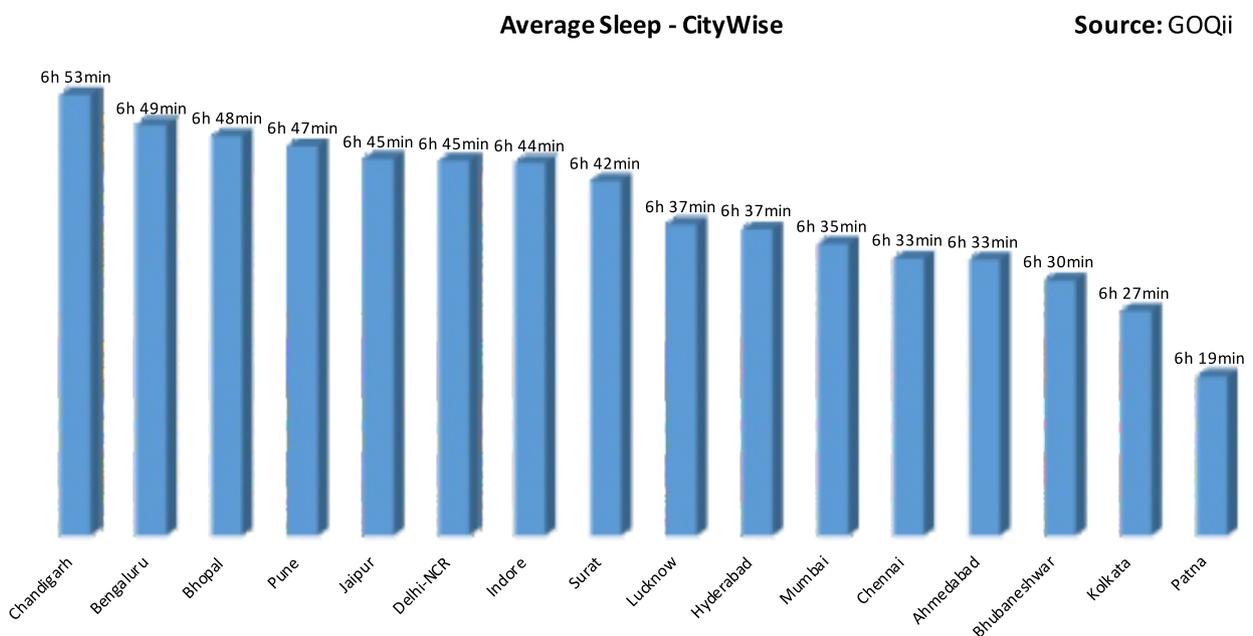
SLEEP IS A NECESSITY

The benefits of a good night sleep must not be underestimated. Research shows that quality sleep helps T-cells, an essential part of our body's immune system, ward off infections. This is because proper rest enhances the capability of T cells to stick to and destroy pathogenic cells. With the advent of COVID-19, it is even more necessary that we take enough rest in order to keep our immune system strong and protect ourselves from catching this infectious disease. Doctors suggest 7-8 hours of sound sleep for adults in order to function optimally. Considering India received the badge of being the 2nd country with the most-sleep deprived population in 2019, we are not too eager to follow that advice.

Work from home but still less time for sleep

It may be surprising to note that despite the shift to work from home and imposition of lockdown for a significant period of time, in 2020, Indians slept only an average of 6 hours 37 minutes per day. This is less than the 2019 figure with 6 hours 52 minutes of sleep per day. Even more shocking is the fact that only 5 hours 22 minutes was accounted as good quality sleep among Indians. Interestingly enough, although men and women slept about the same number of hours, men had a full 1 hour less quality sleep than women.

Chandigarh clocks the most amount of sleep this year



Similar to 2019, this year too, Chandigarh has emerged at the top in clocking the most amount of sleep (6 hours 53 minutes) among the 17 cities wherein GOQii users tracked their sleeping habits. Bengaluru at 6 hours 49 minutes and Bhopal at 6 hours 48 minutes are closely following behind. wherein GOQii users tracked their sleeping habits. Bengaluru at 6 hours 49 minutes and Bhopal at 6 hours 48 minutes are closely following behind. Patna also retains its position yet again this year in getting the lowest amount of sleep. It is also interesting to note that Surat has moved to 8th position this year, in comparison to 2nd in

2019 in the sleep rankings.

Young Adults lagging in the race of sleeping

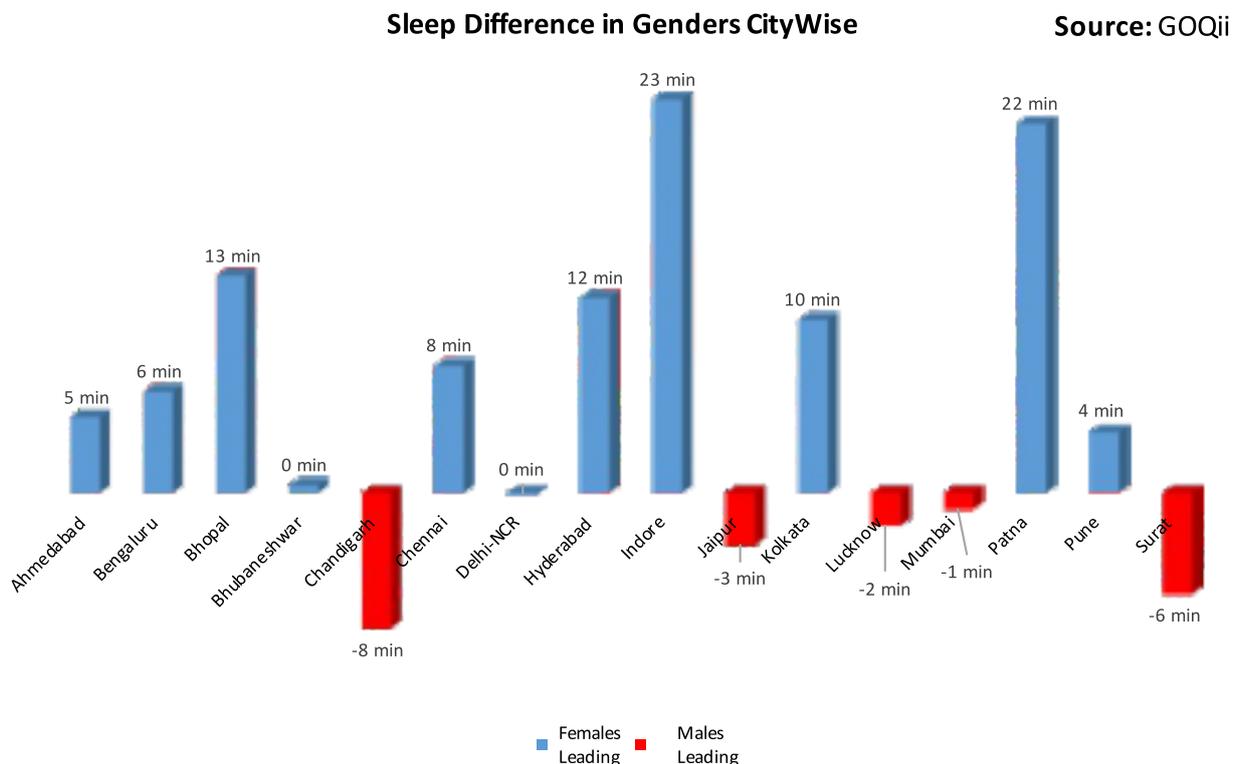
Rank	Age Group	Total Sleep
1	Teens	5.97
2	Adults	5.89
3	Older Adults	5.85
4	Seniors	5.83
5	Young Adults	5.74

Rank	Age Group	Total Sleep
1	Adults	4.67
2	Older Adults	4.64
3	Teens	4.58
4	Seniors	4.53
5	Young Adults	4.50

Considering the age-wise data, Young Adults not only slept for less hours in 2020, but also got the least quality sleep among all the age groups. This is in stark contrast to 2019, where they stood at the 2nd spot among the age group in both categories. It seems the pressure of online classes has surely caused a big hit on their sleeping habits.

On the contrary, considering how the majority felt that working from home has resulted in working more hours in comparison to office, in addition to the stress of massive layoffs in the country, it was expected that it would impact the sleeping patterns of Adults and Older Adults. However, they have still managed to be in the top 3 in both sleeping categories this year.

The Sleeping Beauties of Indore

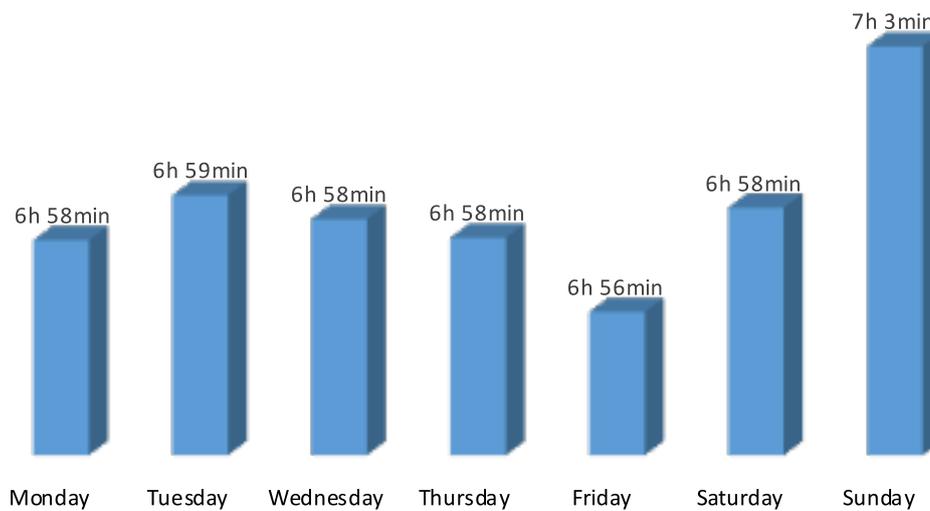


Apart from a few outliers including Chandigarh, Surat, Jaipur, Lucknow and Mumbai where men are leading in sleeping more than women, it can be well-documented that women in general not only sleep more, but also get better quality sleep than men. On an interesting note, women in Indore are sleeping an average of 6.26 hours, the highest among all cities, and naturally receiving more quality sleep as well. On the other hand, the city with the most sleep deprived men is Patna.

Sleeping hours and quality go up on Sundays

Sleep- Days of the Week

Source: GOQii



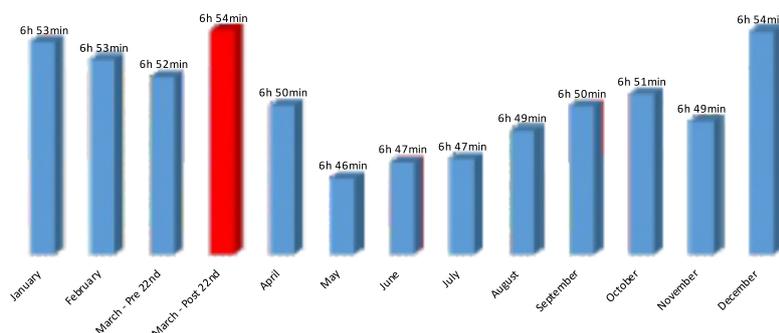
Similar to 2019, Sunday again claims the title for the day of the week when Indians sleep the most. The pattern of sleeping remains quite consistent during the remaining days of the week, except for a slight dip on Friday.

However, sleeping more on weekends doesn't guarantee that you will not be tired during weekdays as our bodies are designed to only catch up on sleep rather than store extra sleep. Therefore, it is recommended to keep sleeping hours consistent across all days of the week to function at your peak.

Sleeping your worries through the lockdown

Monthly Average Sleep

Source: GOQii



The lockdown was imposed in India on March 24. People were shut inside their homes and could only go outside to buy the bare necessities. So how did Indians decide to deal with these sudden restrictions? By sleeping more! This is quite evident from the data that shows a huge spike in the month of April before finally hovering around the average of 5.92 hours in the following months. April was also the month where men and women received the most amount of quality sleep. This trend is opposite to that of 2019, where April till July tended to be the months where Indians slept the least.

The lockdown was imposed in India on March 24. People were shut inside their homes and could only go outside to buy the bare necessities. So how did Indians decide to deal with these sudden restrictions? By sleeping more! This is quite evident from the data that shows a huge spike in the month of April before finally hovering around the average of 5.92 hours in the following months. April was also the month where men and women received the most amount of quality sleep. This trend is opposite to that of 2019, where April till July tended to be the months where Indians slept the least.

Summary

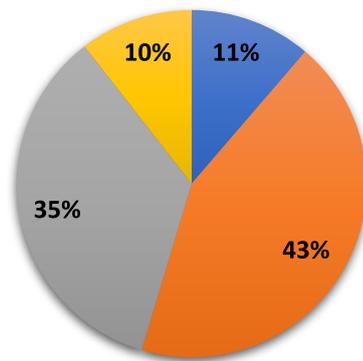
Upon exploring the GOQii user data, it is clear that there is a sleeping problem permeating in the Indian society. It's about time we discard the tag of being the 2nd most sleep deprived country in the world and start paying attention to our sleeping habits. Sleeping problems can lead to diabetes, weight gain, high blood pressure and various other lifestyle diseases. Therefore, it is essential to sleep well for our overall health and well-being. Following are a few sleep hygiene tips to improve the overall quantity and quality of sleep.

- Maintain a regular sleep routine as being consistent reinforces your body's sleep-wake cycle.
- Avoid large meals within a couple of hours of bedtime.
- Avoid prolonged use of light-emitting screens just before bedtime.
- If you choose to nap, limit yourself to up to 30 minutes and avoid doing so late in the day.
- Regular physical activity can promote better sleep.
- Don't watch TV, use the computer, or read in bed.

Shift in Sleep Time and Wake up time:

With the drastic shift in lifestyle, getting to bed early was not mandatory. People could sleep late as they didn't have to start a busy routine getting up early in the morning and traveling to work. We looked at the most often sleep hour before the lockdown and post the lockdown to compare the % of users sleeping later than usual. More than 45% of the people are sleeping later than usual. With 10% sleeping at least 2 hours later than usual.

Shift in Sleep Time

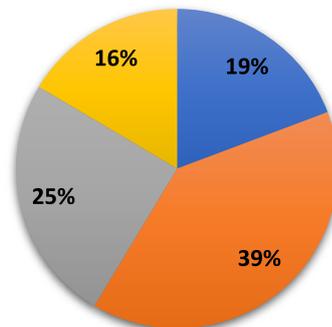


Source: GOQii

■ Sleeping Earlier ■ No Shift ■ Sleeping 1 Hour later ■ More than 2 hours

A similar shift is seen in the wake up time as well which is shifted to a later hour. Without the need to get to office at a particular time, with working from home and cutting out travel, most people are able to get up at a later time than usual. This shift in sleep time is clearly seen in the data. We looked at the most often wake up time, user-wise pre and post lockdown, to see the shift in waking up pattern among users. 41% of the people are waking up later than usual, with 16% waking up more than 2 hours later than usual.

Shift in Waking Up Time



Source: GOQii

■ Waking up Earlier ■ No Shift ■ Waking up 1 Hour later ■ More than 2 hours

Thus, with the drastic change in lifestyle, sleep patterns have seen some key shifts as well. The erratic sleep behaviour would cause a routine shift and it would take our bodies time to adjust. The impact of the change in sleep cycle on the health of people remains to be seen in the long run.



ALCOHOL

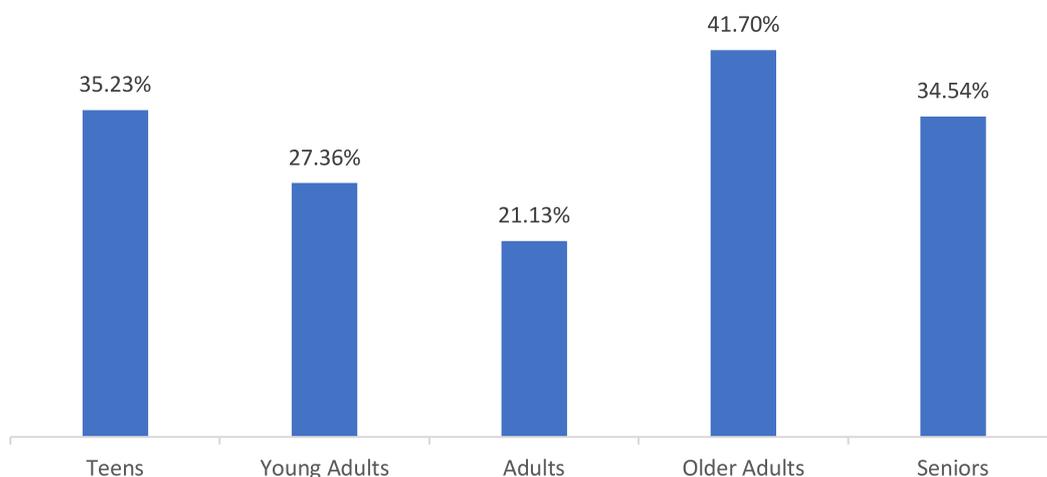
On one hand, consumption in moderate amounts has been linked to certain health benefits, on the other, it is addictive and highly toxic too — especially when you drink too much. The truth is that the health effects of alcohol vary on an individual basis and it also depends on the amount and type of alcohol consumed.

An alcoholic drink (or an alcoholic beverage) is a drink that contains ethanol, a type of alcohol produced by fermentation of grains, fruits, or other sources of sugar. The consumption of alcohol plays an important role in your social life in many cultures. Most countries have laws regulating the production, sale, and consumption of alcoholic beverages. Some countries have banned such activities entirely, but alcoholic drinks are legal in most parts of the world. The global alcoholic drink industry exceeded \$1 trillion in 2018.

Alcohol is one of the most widely used recreational beverages in India. Approximately 42% of older adults drink out of which 30% of them drink often. Alcohol is a depressant, which in low doses causes euphoria, reduces anxiety, and increases sociability. In higher doses, it causes drunkenness, stupor, unconsciousness, or death. Long-term use can lead to alcohol abuse, cancer, physical dependence and alcoholism.

35% of teen users have a tendency to drink and out of which around 15% of them drink often. Although this number for teens is quiet on the lower side as compared to last year's 60% of the teen users drinking but still the figure of 35% is also a matter of concern. When one starts consuming alcohol from early age then it comes very difficult for him to change his drinking habits and excessive drinking causes damage to liver, brain, heart, body weight, type 2 diabetes, cancer and risk of death is also on the higher side.

Drinking Consumption- Age Wise

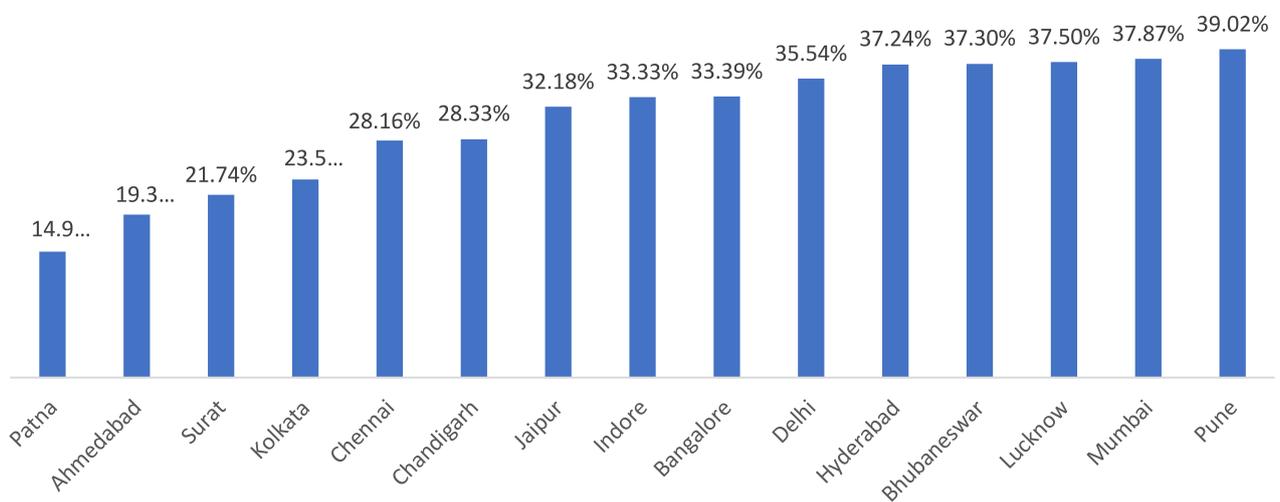


If we analyse the data on the basis of gender, we observe that about 40% men consume alcohol as compared to only 14% of women consuming alcohol. This clearly shows a decrease from last year's data where 68% men and 35% women consumed alcohol. From user data, it was observed that more than 15% of men drink often as compared to only 5% women users drinking often. This clearly shows that men consume more alcohol than women.

When we see the user data from the city point of view then we observe that people from Pune drink the most in India with around 40% of the users drinking. A significant number of users drink in metro cities in India as more than 33% of people are from Bangalore, Delhi, Hyderabad and Mumbai. Patna records the lowest number of drinking people with only 15% users confirming drinking habits where only about 7% of them drink often.

Drinking Consumption- City Wise

Source: GOQii



From the data we observe that this year the figures for drinking have reduced for almost all of the age groups and across a majority of cities. Many reasons can be accounted for the same. To start with, the biggest reason can be the onset of the nation-wide lockdown because of the COVID-19 pandemic. Travelling was restricted and all the major places where usually people used to drink earlier like cafes, restaurants, bars etc. were shut down. All of these cumulatively decreased the drinking of the people as the only option they were left with was to drink at home, which was not a feasible option for a lot of people. Some comfortably did that, while a majority were not that comfortable in drinking amidst their family members and hence the number reduced this year.



SMOKING

Smoking cigarettes harms nearly every organ of the body, causing many diseases, and reduces the health of smokers in every possible aspect. Quitting smoking lowers your risk for smoking-related diseases and can add years to your life.

Smoking is a practice in which a substance is burned and the resulting smoke is inhaled in to be tasted and absorbed into the bloodstream. Most commonly, the substance used is the dried leaves of the tobacco plant, which have been rolled into a small square of rice paper to create a small, round cylinder called a "Cigarette ". Smoking is one of the most common forms of recreational drug use. Tobacco smoking is the most popular form, being practised by over one billion people globally. Perception surrounding smoking has varied over time and from one place to another: holy and sinful, sophisticated and vulgar, a panacea and deadly health hazard. But as a matter of fact, smoking causes more deaths each year than the following causes combined:

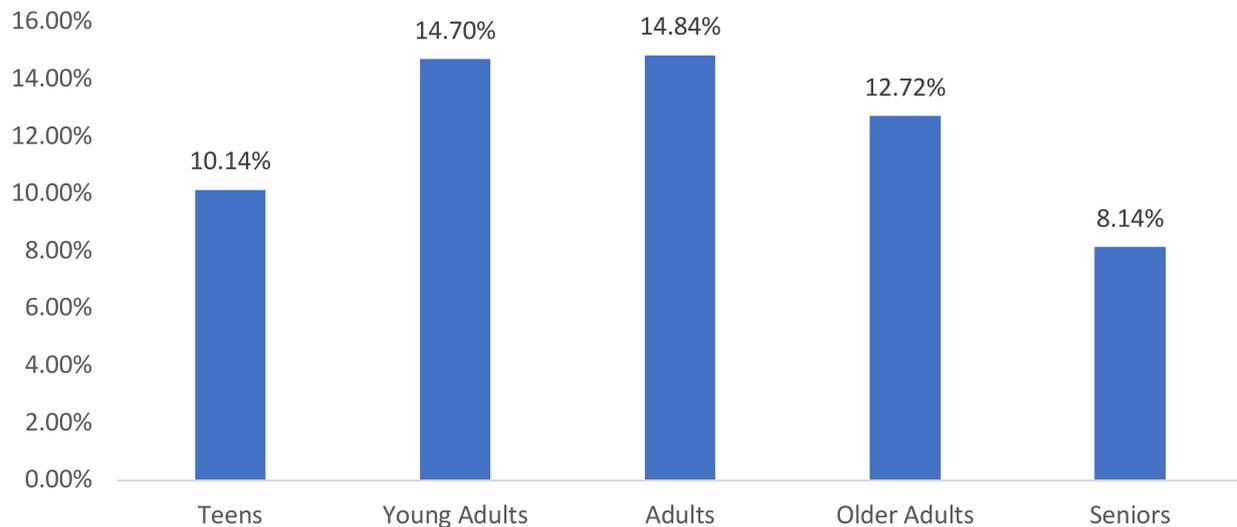
- Human immunodeficiency virus (HIV)
- Illegal drug use
- Alcohol use
- Motor vehicle injuries
- Firearm-related incidents

Smoking can cause cancer almost anywhere in your body:

- Bladder
- Blood (acute myeloid leukaemia)
- Cervix
- Colon and rectum (colorectal)
- Esophagus
- Kidney and ureter
- Larynx
- Liver
- Oropharynx (includes parts of the throat, tongue, soft palate, and the tonsils)
- Pancreas
- Stomach
- Trachea, bronchus, and lung

As per our user's data, more than 30% of adults and young adults' smoke. It has been observed that few people who tend to catch this habit of smoking early in their lives or in younger age tend to quit this habit as they grow older and wiser. The above can also be because of the health concerns or pressure from their families. This is also observed in our data as adult's smoke rate is nearly 15% and the same rate for seniors is only 8%. So, from this we can conclude that these people quit their smoking habit somewhere down the lane as they grew old.

Smoking- Age Wise

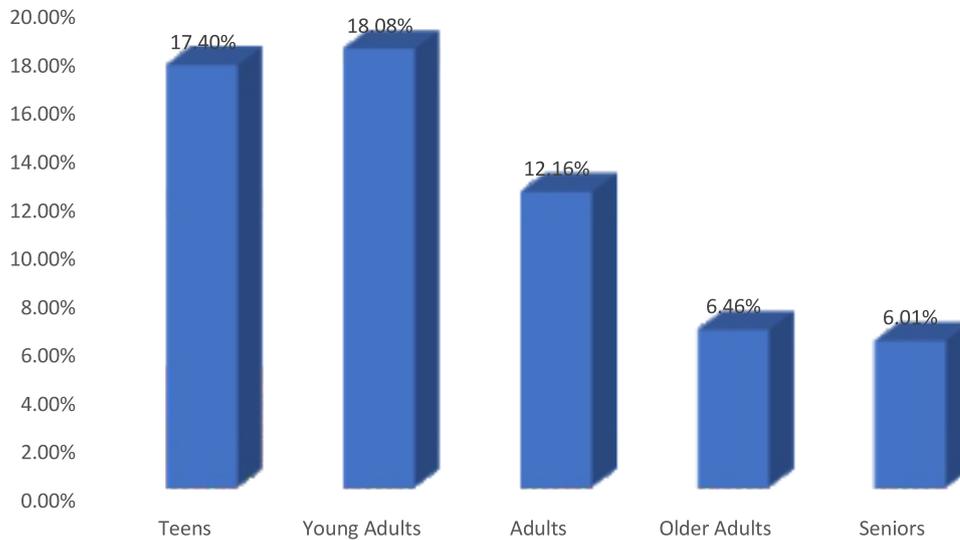


The matter of concern in smoking is that more than 10% of teen users are also observed smoking. Most people start smoking in their teenage years and continue to smoke through their adult years too. They start during their teens maybe because of peer pressure or to look cool amidst their circle or even as an imitation of a family member who used to smoke in front of them. One of the ingredients in tobacco is a mood-altering drug called nicotine. Nicotine reaches your brain in mere seconds and makes you feel more energized for a while. But as that effect wears off, you feel tired and crave for more of this feeling. Nicotine is extremely habit-forming, which is why people find smoking so difficult to quit. Physical withdrawal from nicotine can impair your cognitive functioning and make you feel anxious, irritated, and depressed. Withdrawal can also cause headaches and sleep problems.

When we look at the data from the city point of view then we see that people from Lucknow smoke the most. Almost 20% of the users from Lucknow smoke often. Smoking percentage in Lucknow more or less remains the same as it was in the previous year. It is followed by Kolkata and Patna which stands at 19% and 18% respectively.

Quitting smoking is difficult, but your doctor can help you out by charting a plan for the same. Ask them for advice. There are a variety of non-prescription and prescription medications that can help you quit smoking. Most importantly, if you have a strong will power and that determination to quit, then after a hard push you can strive to achieve this goal and, in this journey, you can seek help and motivation from your friends and family who can help you by constantly motivating you to achieve the same.

Passive Smoking Consumption- Age Wise

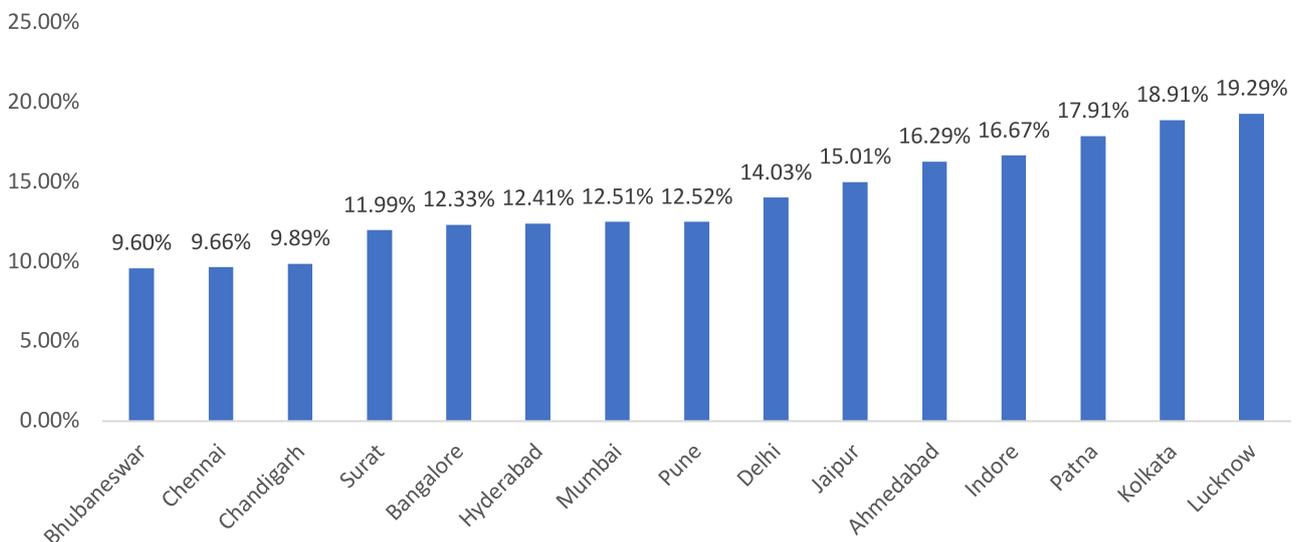


Passive Smoking

Passive smoking is the inhalation of smoke, called second-hand smoke (SHS), or environmental tobacco smoke (ETS), by persons other than the intended "active" smoker. It occurs when tobacco smoke enters an environment, causing its inhalation by people within that environment. Exposure to second-hand tobacco smoke causes disease, disability, and death. These risks have been a major motivation for smoke-free laws in workplaces and indoor public places, including restaurants, bars and nightclubs, as well as some open public spaces. Concerns around secondhand smoke have played a central role in the debate over the harms and regulation of tobacco products. Harm to bystanders was perceived as a motivator for stricter regulation of tobacco products.

Smoking- City Wise

Source: GOQii





KARMA

WALKING FOR A PURPOSE

Who says you can only donate if you have money? GOQii app makes it possible for people to do good deeds simply by walking and contributing their steps to different social causes. And because of the COVID crisis when millions of people lost their means of earning, it is only right to help our fellow human beings in any way we can.

“Doing good deeds contributes to the overall well-being of a person and plays an important role in one’s personal happiness” as per Vishal Gondal, CEO at GOQii. Studies have shown that donation activates pleasure centers in the brain of the donor thus contributing to the feeling of positivity within ourselves. In fact, it can ameliorate both the physical and mental health of the donor.

GOQii users receive 1 karma point for every 390 steps they take. Thereafter, users have the option to contribute these points to different causes. This year’s karma causes were

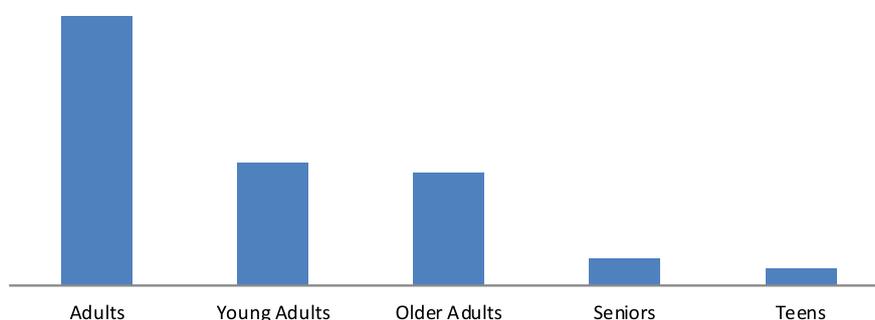
- Feeding a Billion - Michelin Star Chef Vikas Khanna is helping provide food to old age homes and orphanages in India while staying in the U.S. This is made possible with the help of National Disaster Response Force who are working relentlessly 24/7 and managed to donate 3 million meals across 75 cities so far in India.
- Upcycling to Slippers for Children in Need- This cause by Greensole enables collection of old shoes for the purpose of upcycling them to slippers for Rs 199/pair and donate to children in need.

The total number of karma points contributed in 2020 are 27,813,801 which is a significantly lower figure than 2019. The reason for the drop in contribution this year was due to COVID-19 and lockdown because of which people couldn't walk as much and earn points. As far as gender wise figures are concerned, women contributed less karma in comparison to men in 2020.

Adults- The most benevolent age group

Unlike last year where seniors were the most benevolent age group, adults contributed the greatest number of karma points in 2020 followed by young adults and older adults. This may be because adults could walk more steps in comparison to others hence resulting in the high figure.

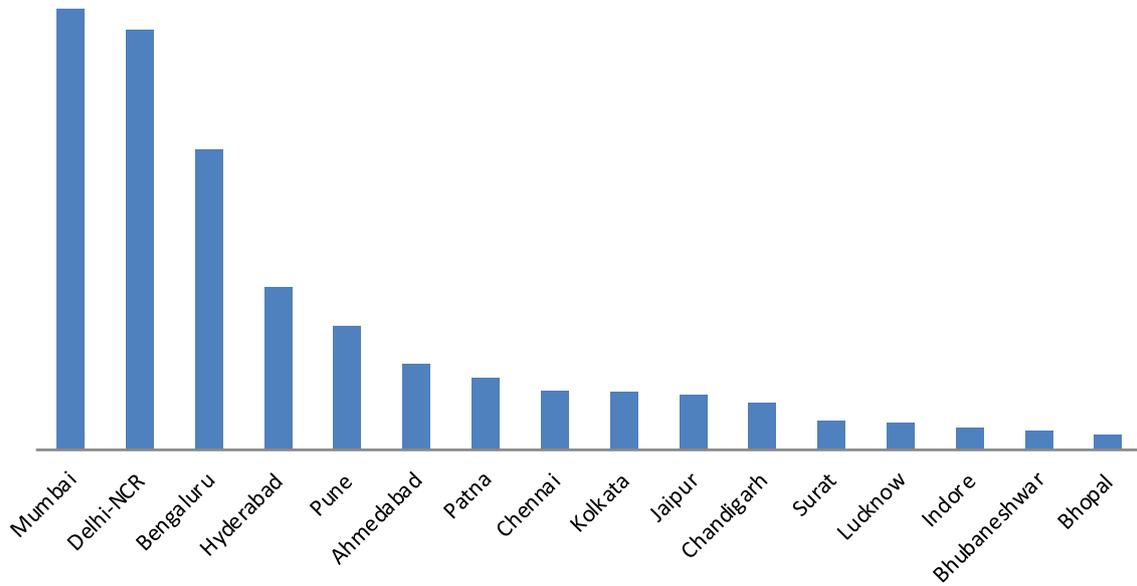
Karma Contribution by Age Group Source: GOQii



Observing the city wise data, we see that metropolitan cities like Mumbai, Delhi and Bangalore are among the most generous cities. Bhopal is still in the bottom 3 least generous cities similar to last year.

Karma Contribution By City

Source: GOQii





HEALTHY SHOPPING TRENDS

RISE IN DEMAND FOR HEALTHY SNACKS AND KITCHEN ESSENTIALS AMIDST COVID-19

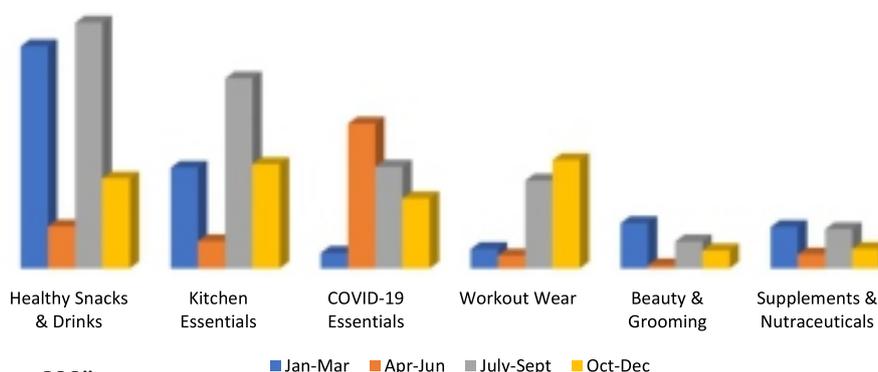
The sales of Healthy Snacks and Kitchen Essentials have seen a huge growth in 2020 amidst the COVID-19 pandemic. As per the sales data from GOQii Health Store, these two product categories along with Workout Wear have seen a jump in total units sold in Q3 (July-Sept) and Q4 (Oct-Dec) in comparison to Q1 (Jan-Mar). On the other hand, Supplements & Nutraceuticals which is considered to be a top seller in the healthy products segments, has seen a stable demand across the four quarters of 2020, which is overall dwarfed by the growth in Healthy Snacks, Kitchen Essentials and workout wear. The Beauty & Grooming product category, which was a new entrant on the GOQii Store in Q1, also saw stable demand in 2020.

As expected, all these product categories saw a dip in units sold in Q2 (Apr-Jun), owing to the nationwide lockdown which continued from phase 2, 3 and 4, albeit with some ease in restrictions with each phase. With Unlock 1.0 starting from 1st June 2020, most restrictions were only for the contaminated zones. Restrictions on buying, selling and transporting products were almost completely removed in the subsequent Unlock phases. Thus, providing a breather to both the sellers and buyers across the country. Since then, the product categories of Healthy Snacks & Drinks, Kitchen Essentials and workout wear saw a huge jump in sales in Q3 followed by promising numbers in Q4.

The category of COVID-19 Essentials, containing masks and sanitizers, was the only segment to show growth in Q2. Post that, there has been a gradual decline in the demand for these products, although it's still high compared to few other categories.

Also, for consulting once or twice, it was fine as post the doctor's or hospital visit, they would thoroughly sanitize everything and bathe once they are back home. But, they all avoided doing multiple visits to these places. We also saw the emergence of online consultation and online doctors in this pandemic as people felt safer consulting doctors from their home under safe conditions as compared to physically going to the hospitals for consultations.

Top Product Categories of 2020
(Based on Units Sold)



Source: GOQii

A Permanent Shift

As non-essential products were completely off the market when the lockdown started and due to massive restrictions on logistics, sourcing daily essential products was the number one concern for most people. It all came down to the basics, even in urban areas where people started buying products like dal, rice, spices, tea, etc. in bulk due to the uncertainty about their availability in the future. Thankfully, at least with regards to daily essentials, the situation is almost back to normal now.

In daily essentials, products like rice, spices and jaggery products saw huge traction. Due to safety and availability issues, a lot of people turned to e-commerce for sourcing their daily necessities.

Due to its various health benefits, in addition to raw Turmeric powder, Turmeric infused products like tea, milk powder and healthy juices have also become quite popular since March. Since the beginning of this year, this category has seen a gradual increase in total units sold month-wise. In August, when shopping operations returned to normal, daily essentials saw an unprecedented jump in total units sold.

In the Healthy Snacks category, people stocked up a lot on different types of Muesli, Trail-Mix and Energy Bars. These products can very well be called daily essentials too, although they are not part of a regular daily diet, they are consumed almost daily either as snacks, breakfast or mid-meals as a healthy substitute for junk or unhealthy food.

Once the Unlock Phase commenced and the restrictions on E-Commerce were lifted, the demand for the healthy snacks and drinks category saw a jump in Q3, even breaking the record of Q1. A very popular category even in Pre-COVID era, the demand for the same continues to be high even in Q4, making it one of the top 3 categories at the end of 2020.

Due to COVID-19, the overall shopping behaviour has changed in two main ways – what people are buying and where people are buying. Along with the shift in the products bought, there has also been a shift in where or how people are buying these products. As per the New Normal survey conducted by GOQii in July 2020, when asked 'Which products do you now look to shop for online?', groceries came out at the top with 59% respondents saying that they are currently buying their groceries online. Although, the local Kirana shops are still the number one sourcing destination for most people, mostly due to the ease of accessibility and instant fulfilment, more and more people are exploring online platforms for their daily needs and supplements.

For a healthier tomorrow

Along with healthy snacks and kitchen essentials, there has also been an increasing demand for workout and athleisure wear. Even though the option of going to a gym or a ground and park for a run, walk or workout was limited due to the lockdown, from May onwards, there has been an increase in the total units sold of workout wear. It can be assumed that this demand is from people who are trying to be active while at home. Now with Unlock measures underway, with most gyms and fitness centers slowly resuming their operations, the demand for workout wear is expected to continue. As compared to Q1, Q4 saw a 193%

growth in Units Sold for workout wear. This category includes products like T-Shirts, Shorts, etc.

Summary

The COVID-19 pandemic has opened up a huge opportunity in the E-commerce space especially for health-related products. With the overall consciousness towards being healthy and building immunity being heightened, the demand for healthy, organic and natural products is set to see an upward trend in the near future.

BENCHMARKS FOR HEALTH & FACTORS OF HEALTH

In the India Fit Report, we have sought to understand the fitness levels of India. Across different cities, gender and different age groups. We also look at who succeeds and who lags behind overall and for each aspect individually. As an additional measure, we look at how the Covid pandemic has affected each of these parameters.

In the following chapters, we cover the various benchmarks for health such as :

- Health Score of the Health Risk Assessment (Based on questions that our users answered)
- Measurements and Indicators - BMI, Vitals (Blood Pressure, Heart Rate and Waist Size)
- Lifestyle Diseases (Diabetes, Cholesterol & Heart Issues, Thyroid, Blood Pressure)
- Gut Health (Acidity & Indigestion)
- Aches and Pains
- Allergies
- Women's Health
- Oral Health
- Eye Health
- Skin Health
- Immunity Levels
- Other Health Issues (Migraine, Anaemia, Arthritis, Asthma)
-

We also seek to understand their efforts towards getting healthy, Based on the data collected through the year

- Staying physically active through the number of steps clocked and the activities they indulge in. How their BMI affects their activity levels.
- Hydration levels – Average Water levels. Times of the year that water levels vary.
- Their nutrition levels – The keenness to track food, the key problems around nutrition that India faces, the meal timings and the kind of food India eats.
- Sleep – Quantity and Quality of Sleep.
- Stress – Stress level and how they combat it.
- Alcohol and Smoking – How that impacts health.
- Being Generous – Happiness Quotient that forms through helping others by donating Karma points.

We also covered the various methods in which the users look to improve their knowledge about health. The more one understands about health, the more he/she becomes aware and can make a positive change.

Comparison Buckets Across the Report:

- **Gender**

Male

Female

- **Age Buckets**

Teens (Below 19)

Young Adults (20-29 years)

Adults (30-44 years)

Older Adults (45-59 years)

Seniors (60+ years)

- **Cities**

Delhi - NCR

Mumbai

Kolkata

Ahmedabad

Bengaluru

Hyderabad

Pune

Jaipur

Chennai

Surat

Chandigarh

Lucknow

Patna

Indore

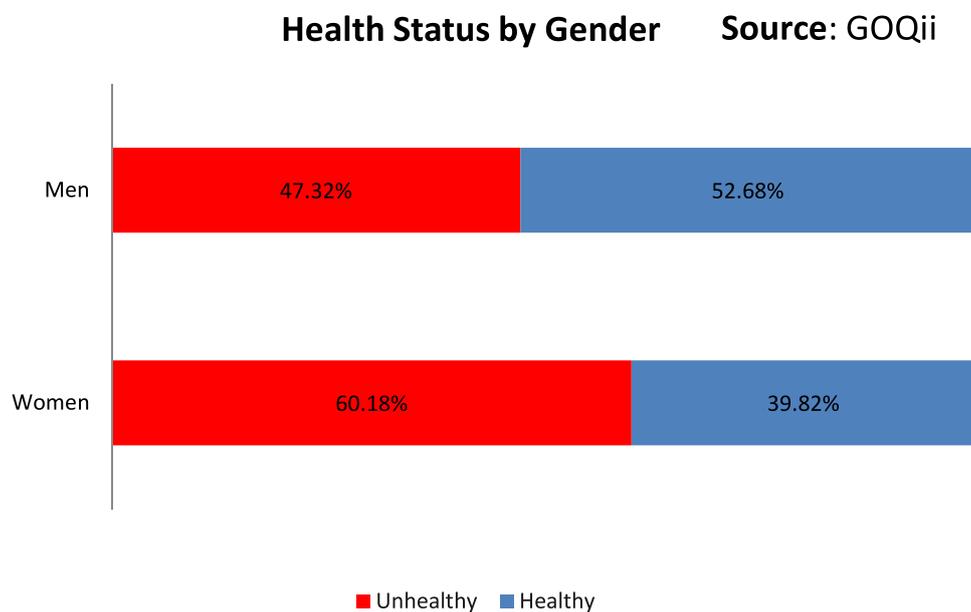
Bhubaneswar

OVERALL INDIA - HOW HEALTHY IS INDIA?

India's overall health can be determined by the Health Risk Assessment (HRA) Score. This Score is given based on the responses entered by the user at the start of their health journey on GOQii. The users fill in details regarding their current lifestyle based on which their risk profile is created. This helps them understand their health status and make changes as necessary to keep themselves fit.

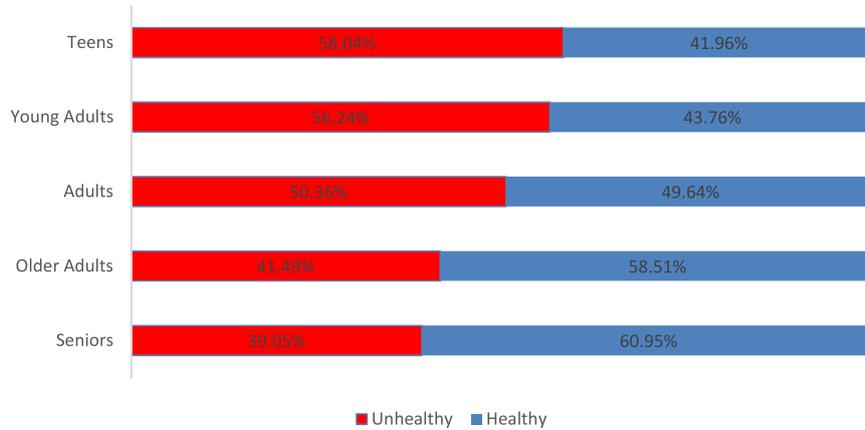
Overall, 50.42% of Indians are either in the 'High Risk' or 'Borderline' category. This is a massive 12% improvement from last year's figures where 62% Indians fell into the 'Unhealthy' category. It can be observed that there is an even distribution of healthy and unhealthy individuals in India in 2020. Only 0.67% are in the High Risk segment which means that the majority of people can become healthy by making few adjustments to their lifestyle. Reduction in commute time and lockdown probably allowed Indians to focus more on their health and making their immune system stronger.

As far as health status by gender is concerned, men are healthier in comparison to women. Women need to pay more attention to the kind of lifestyle they are leading and start placing more priority towards their health.

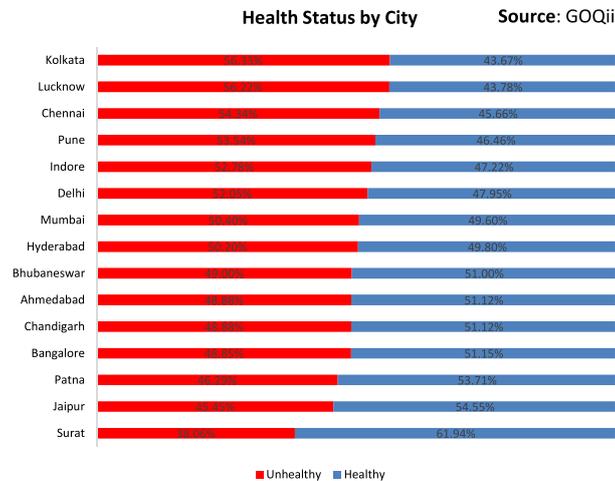


The younger generation is unhealthier in comparison to the older generation. It seems that younger people feel they can afford to be unhealthy as they are not plagued with diseases and can easily reduce weight. This is not the right mindset to have as it becomes increasingly difficult to reverse the damage of unhealthy habits as one gets older. It can also be observed in the chart that as people age and their health starts to weaken, in addition to the development of diseases caused by their unhealthy lifestyle, they start adopting healthier habits.

Health Status by Age Group



Surat, Jaipur and Patna are the top 3 healthiest cities in India whereas Lucknow, Kolkata and Chennai are the unhealthiest. It is interesting to note that none of the metropolitan cities feature in the top 3 healthy cities, even though they have greater access to fitness facilities and health centers. One reason could be the food delivery culture that is prevalent among the youth and office-goers. Also, the rise in digital penetration in Tier II and Tier III cities has led to more nutrition and health awareness among people.



Overall Health- Parameter Aggregate

Besides what users claim they do, GOQii also has data around what users actually do across their journey on GOQii. An overall rating of each city is arrived at based on the ranks they received across different parameters of health. This takes into account the current health status based on illness and efforts towards health:

1. Current health status

- BMI
- Lifestyle diseases
 1. Diabetes,
 2. Cholesterol
 3. Thyroid
 4. Blood Pressure

- Gut Health - Acidity / Indigestion
- Aches and Pains
- Allergies

2. Efforts towards health

- Steps
- Water
- Food – Concerned about tracking
- Sleep
- Stress Index
- Smoking
- Alcohol

Battle of the sexes

Although men fare better than women in terms of their health status, women put in more effort towards keeping themselves healthy. This can be supported by the fact that men smoke and drink alcohol three times or more in comparison to women. Both of these habits are dangerous to one's overall well-being in the long run and can lead to a host of diseases and health issues. Cases of thyroid, acidity and allergies are more common among women while men are leading in diabetes, cholesterol and blood pressure. More women fall in the unhealthy BMI category with a significant proportion of them being obese. Although men reported facing less stress than women, they are on the bitter end when it comes to receiving quality sleep. Women are logging in food properly but not drinking enough water or taking enough steps as men.

Age Divide

Young Adults are not putting in enough effort towards being healthy however they have the highest ranking when it comes to their health across all age groups. Teens and seniors come next, followed by 30-59 age adults. Seniors are putting in the most effort towards being healthy which has boosted their overall ranking.

As one ages, they become more prone towards lifestyle diseases, therefore adults above 30+ tend to be more unhealthy in comparison to their younger counterparts. Diabetes, cholesterol, blood pressure and thyroid are most common among seniors as their ability to cope with these diseases diminishes due to weakening of health and the immune system.

Considering one's youth is considered the most active age of their life, teens actually take the least number of steps. Moreover, they are neither consuming enough water nor logging their food. However, they top amongst all age groups in sleeping. Teens also experience higher levels of stress and consume high amounts of alcohol which is surprising, considering the legal drinking age is 21. Smoking although is not as common.

Young adults (19-30) come next in line to teens for taking the least number of steps. Even though they

perform a little better than teens in terms of water intake and food logging, it is not as much as their older counterparts. When it comes to sleep and stress, their age group fares the worst. Although alcohol consumption is not as high, young adults need to curb their smoking.

Adults (30-45) take a moderate number of steps. They also consume enough water and log their food regularly, although there is scope for improvement. Individuals belonging to this age group also receive enough quality sleep and are able to deal with stress in a constructive manner. Alcohol consumption is the least amongst this group. However, they have the highest number of smokers.

Older Adults (46-59) take the most number of steps amongst all age groups. They also consume enough water and log their food intake. On a constructive note, they can do better when it comes to getting quality sleep. Stress is on the lower side for this age group. The percentage of drinkers are the highest amongst older adults and smoking is also quite prevalent.

Seniors are just behind older adults in terms of their steps ranking. However, they fare the best in consuming water and food logging. They have perfected the art of combating stress effectively and also get a good amount of sleep. There are a fair amount of drinkers in this age group. Smoking is close to nil.

Race to the Top

Surat has emerged as the healthiest city this year by taking Chandigarh's spot from 2019. Diseases such as thyroid, heart issues and indigestion are virtually nonexistent in this city. Moreover, a very few percentage of people fall sick more than twice. The city does exceptionally well in dealing with stress. Alcohol intake and smoking is also on the minimal side. However, few areas where the city lacks are nutrition, water intake and step count.

Jaipur and Bengaluru come next taking the second and third spots respectively. Both cities score high on effort. Jaipur could improve in terms of smoking less. Bengaluru also needs to cut down its alcohol consumption.

The next two cities are very near in proximity to each other: Pune and Mumbai. This year too, Mumbai tops in taking the highest number of steps. Overall, Mumbaikars have grown a lot more conscious this year towards their health. On the other hand, Pune manages to tackle lifestyle diseases really well, although a majority of them still fall in the unhealthy category.

Delhi ranks 10th in the overall city rankings. However, it comes in the top 5 when it comes to effort. A large section of the city's population suffers from cholesterol, blood pressure and thyroid issues. On a positive note, it has a higher step count than the national average which may have contributed to a lower percentage of individuals having heart issues. Still, the majority of the people in Delhi are unhealthy.

Kolkata takes the crown of the most unhealthiest city in India again this year. They have the highest

percentage of people suffering from lifestyle diseases such as blood pressure and thyroid. They are also trailing behind in water intake and sleeping hours. The health situation of most people in this city is extremely disappointing.

The detailed summary can be found in the individual city chapters.

DETAILED CITY ANALYSIS

Surat: The Healthiest City in India

Surat has emerged as the healthiest city this year by taking Chandigarh's spot from 2019. Last year, its overall ranking was 6th, hence managing to move up 5 positions within a span of 1 year is a commendable achievement. Diseases such as thyroid, heart issues and indigestion are virtually nonexistent in this city. Moreover, a very few percentage of people fall sick more than twice. A majority of health problems can be avoided by keeping stress at bay, which the people of Surat manage to do very well. This is why the city has the lowest score on the stress index, which was calculated based on the responses to stress levels in the COVID-19 Impact - The Way Forward survey conducted among GOQii users. Alcohol intake and smoking is also minimal. However, few areas where the city lacks are nutrition, water intake and step count. Overall, Surat has the highest percentage of healthy individuals based on the GOQii health risk assessment.

Parameters	Surat	
		Ranking across 15 cities
Overall Ranking		1
Effort Ranking		6
BMI		
Underweight	6.70%	2
Normal	46.30%	
Overweight	32.80%	
Obese	12.30%	
Severely obese	1.90%	
Diabetes	11.60%	10
Cholesterol	9.40%	2
Blood Pressure	12.70%	5
Thyroid	6.70%	1
Heart Issues	0.40%	1
Acidity/ Indigestion	17.90%	1
Allergies	11.60%	2
Aches and Pains	13.40%	1
% of People Falling Sick More than Twice a year	8.20%	1
Average Steps	4615	11
Average Water intake (in lts)	2.1	11
Average Food Logs	1.7	14
Average Sleep (in hours)	6h 42min	7
Stress Management Score	4.1	1
Alcohol	21.70%	3
Smoking	12.00%	4
HRA Score - % of People in the UnHealthy bracket	38.10%	1

Jaipur: Leads in water intake

This year too, Jaipur retains its position at number 2 in the overall city rankings. People in Jaipur also score 1st on effort. Lifestyles diseases such as diabetes and high blood pressure are the least prevalent in this city. On the contrary, thyroid, heart issues, indigestion, allergies and aches/pains are on the upper side. It's no wonder that a large proportion of people in this city also fall sick more than twice a year. On a positive note, the people in Jaipur scored the highest in food logging & water consumption which is the opposite of Surat, the top ranking city. Although, the two cities are neck to neck when it comes to keeping their stress levels low. A large percentage of people smoke in Jaipur. Alcohol consumption is on the lower limit. As per the health risk assessment, Jaipur scores the worst amongst all cities as it has the highest percentage of unhealthy people. However, their diet and stress-free lifestyle has significantly improved their overall score.

Parameters	Jaipur	
		Ranking across 15 cities
Overall Ranking		2
Effort Ranking		1
BMI		
Underweight	10.20%	3
Normal	45.90%	
Overweight	31.50%	
Obese	9.90%	
Severely obese	2.40%	
Diabetes	5.10%	1
Cholesterol	10.10%	3
Blood Pressure	9.50%	1
Thyroid	8.50%	9
Heart Issues	3.90%	10
Acidity/ Indigestion	31.80%	10
Allergies	15.10%	11
Aches and Pains	20.50%	13
% of People Falling Sick More than Twice a year	18.20%	13
Average Steps	4963	5
Average Water intake (in lts)	2.2	3
Average Food Logs	2.2	1
Average Sleep (in hours)	6h 45min	4
Stress Management Score	4.2	2
Alcohol	23.60%	4
Smoking	18.90%	14
HRA Score - % of People in the UnHealthy bracket	56.30%	15

Bengaluru: Takes its sleep seriously

Bengaluru has moved up one position in 2020. Compared to last year, it is a positive sign. The city ranks 3rd on effort, which is just a 1 point dip from 2019. Diabetes and Blood Pressure are on the lower end. Although, maintaining healthy cholesterol levels, thyroid and allergies are some areas to focus on. People in Bangalore take a moderate number of steps but significantly outperform majority of the cities in logging food and getting adequate sleep. Unfortunately, alcohol consumption is quite high and many people suffer from allergies. To sum it up, Bengaluru is in the top 5 cities with the least percentage of individuals leading an unhealthy lifestyle.

Parameters	Bengaluru	
		Ranking across 15 cities
Overall Ranking		3
Effort Ranking		3
BMI		
Underweight	3.80%	6
Normal	37.70%	
Overweight	40.90%	
Obese	15.70%	
Severely obese	2.00%	
Diabetes	9.80%	4
Cholesterol	14.30%	10
Blood Pressure	12.70%	4
Thyroid	8.40%	8
Heart Issues	2.70%	5
Acidity/ Indigestion	29.20%	6
Allergies	15.40%	12
Aches and Pains	17.30%	6
% of People Falling Sick More than Twice a year	14.40%	8
Average Steps	4863	6
Average Water intake (in lts)	2.2	5
Average Food Logs	2.1	2
Average Sleep (in hours)	6h 49min	2
Stress Management Score	5.1	7
Alcohol	33.40%	9
Smoking	12.30%	5
HRA Score - % of People in the UnHealthy bracket	48.90%	4

Pune: Must cut down its alcohol consumption.

Pune too has managed to shift one position up from 2019 in this year’s overall city rankings. As far as effort is concerned, it ranks a meager 8th. Even though a vast majority of the people in this city have an unhealthy BMI, they have managed to control a significant number of lifestyle diseases such as diabetes, thyroid and cholesterol. Indigestion poses a major issue. Pune residents are consuming enough water and getting adequate sleep but still suffer from stress. The city scores the highest on alcohol consumption and smoking is also quite prevalent, which is a risky combination. The HRA score confirms that the majority of the individuals residing in this city fall in the unhealthy category.

Parameters	Pune	
		Ranking across 15 cities
Overall Ranking		4
Effort Ranking		8
BMI		
Underweight	5.60%	10
Normal	35.50%	
Overweight	39.60%	
Obese	16.60%	
Severely obese	2.70%	
Diabetes	8.40%	2
Cholesterol	12.20%	5
Blood Pressure	13.90%	8
Thyroid	7.70%	3
Heart Issues	3.40%	6
Acidity/ Indigestion	35.10%	12
Allergies	14.10%	10
Aches and Pains	18.00%	8
% of People Falling Sick More than Twice a year	14.20%	7
Average Steps	4810	7
Average Water intake (in Its)	2.2	2
Average Food Logs	1.8	9
Average Sleep (in hours)	6h 47min	3
Stress Management Score	5.3	10
Alcohol	39.00%	15
Smoking	12.50%	8
HRA Score - % of People in the UnHealthy bracket	53.50%	12

Mumbai: Steps it up from 15 to 5

Among all the cities, Mumbai has seen the most significant growth, moving from 15 in 2019, to 5 in 2020. This year too, the city scores 1st in taking the highest number of steps. It is just behind Pune in terms of alcohol consumption. Considering the close proximity of the two cities, this finding is hardly surprising. Stress and sleep are also few major pain points for the city. As far as diseases are concerned, diabetes, cholesterol, blood pressure and allergies can be controlled more. Overall, it can be ascertained that Mumbaikars have grown a lot more conscious this year towards their health and are taking concrete steps to maintain their fitness.

Parameters	Mumbai	
		Ranking across 15 cities
Overall Ranking		5
Effort Ranking		6
BMI		
Underweight	5.30%	7
Normal	37.50%	
Overweight	40.00%	
Obese	14.70%	
Severely obese	2.60%	
Diabetes	11.10%	8
Cholesterol	13.50%	8
Blood Pressure	15.00%	10
Thyroid	7.80%	5
Heart Issues	3.70%	8
Acidity/ Indigestion	30.00%	7
Allergies	14.10%	9
Aches and Pains	17.80%	7
% of People Falling Sick More than Twice a year	14.40%	9
Average Steps	5257	1
Average Water intake (in lts)	2.2	3
Average Food Logs	1.9	6
Average Sleep (in hours)	6h 35min	10
Stress Management Score	5.3	10
Alcohol	37.90%	14
Smoking	12.50%	7
HRA Score - % of People in the UnHealthy bracket	50.40%	9

Hyderabad: Needs to put in more effort

Hyderabad ranks 6th this year in the overall ranking, moving up 1 position from the previous year, although it has fallen to the last position in effort. The city has maintained its BMI within normal limits, keeping a substantial number of lifestyle diseases under control. Unfortunately, it ranks the worst in terms of heart issues. Food logging and water consumption is given the least importance. Moreover, people in this city are not walking as much in comparison to other cities. A large proportion of individuals drink and smoke which can be detrimental in the long run. Hyderabad needs to pay more attention to its diet and fitness as a vast percentage of people are predominantly unhealthy.

Parameters	Hyderabad	
		Ranking across 15 cities
Overall Ranking		6
Effort Ranking		15
BMI		
Underweight	7.40%	5
Normal	39.40%	
Overweight	35.70%	
Obese	15.90%	
Severely obese	1.70%	
Diabetes	9.90%	6
Cholesterol	12.90%	7
Blood Pressure	11.70%	3
Thyroid	8.00%	6
Heart Issues	5.60%	15
Acidity/ Indigestion	23.40%	2
Allergies	13.00%	5
Aches and Pains	17.10%	5
% of People Falling Sick More than Twice a year	11.50%	2
Average Steps	4521	13
Average Water intake (in lts)	1.9	14
Average Food Logs	1.6	15
Average Sleep (in hours)	6h 37min	9
Stress Management Score	5.3	10
Alcohol	33.30%	8
Smoking	16.70%	12
HRA Score - % of People in the UnHealthy bracket	52.80%	11

Ahmedabad: Must focus on BMI

Ahmedabad ranks 7th in the overall rankings of 2020. This year too, a significant percentage have BMI beyond the normal range. Despite that, the city has kept many lifestyle diseases at bay, except diabetes and heart issues. The city is also not consuming enough water nor being diligent with food logging. Average number of steps and sleeping hours both rank 12 out of 15 cities which is not a positive finding. Alcohol consumption is almost nil in the city, though people are compensating for it through smoking. Taking all the health factors into account, people in Ahmedabad are mostly on the healthier side as per the health risk assessment.

Parameters	Ahmedabad	
		Ranking across 15 cities
Overall Ranking		7
Effort Ranking		13
BMI		
Underweight	10.10%	14
Normal	32.10%	
Overweight	35.60%	
Obese	19.40%	
Severely obese	2.80%	
Diabetes	11.20%	9
Cholesterol	12.80%	6
Blood Pressure	13.20%	6
Thyroid	7.00%	2
Heart Issues	3.80%	9
Acidity/ Indigestion	29.00%	5
Allergies	12.00%	3
Aches and Pains	14.50%	2
% of People Falling Sick More than Twice a year	15.40%	11
Average Steps	4554	12
Average Water intake (in lts)	2.1	12
Average Food Logs	1.8	10
Average Sleep (in hours)	6h 33min	12
Stress Management Score	5.2	8
Alcohol	19.40%	2
Smoking	16.30%	11
HRA Score - % of People in the UnHealthy bracket	48.90%	5

CHENNAI: Should walk more

For the second consecutive year, Chennai has the worst BMI rank across all cities. 65% of people belong to the overweight and obese category. This is an alarming sign for the city. Due to poor BMI, a large group of people in Chennai face heart issues, body aches and pains and also fall sick more often. Average steps count, 4449, is also lower in Chennai as compared to the National average of 4777 steps. Out of 15 cities assessed, Chennai ranks 10th in HRA Score, Unhealthy with 52.05% of people reporting some or the other health issue. On the plus side, Chennai has a low incidence of Blood Pressure issues and Thyroid issues. At last, Chennai has shown some improvements in almost every aspect and managed to climb at 8th rank from last year's 13th rank.

Parameters	Chennai	
		Ranking across 15 cities
Overall Ranking		7
Effort Ranking		10
BMI		
Underweight	4.70%	15
Normal	28.90%	
Overweight	39.10%	
Obese	24.60%	
Severely obese	2.70%	
Diabetes	10.30%	7
Cholesterol	11.40%	4
Blood Pressure	11.40%	2
Thyroid	7.70%	4
Heart Issues	4.70%	13
Acidity/ Indigestion	28.50%	3
Allergies	13.70%	7
Aches and Pains	18.30%	9
% of People Falling Sick More than Twice a year	17.30%	12
Average Steps	4449	14
Average Water intake (in lts)	2.1	10
Average Food Logs	2	4
Average Sleep (in hours)	6h 33min	11
Stress Management Score	4.9	6
Alcohol	35.50%	10
Smoking	14.00%	9
HRA Score - % of People in the UnHealthy bracket	52.10%	10

CHANDIGARH: Taking its sleep seriously

Fall of Chandigarh is the most miserable one as compared to all other cities. From last year's number one city to this year's number 9th city, Chandigarh has seen the worst. It performed terribly in almost every aspect which includes poor BMI, most diabetic and cholesterol patients, 2nd worst city for higher Blood Pressure and Thyroid patients, more people suffering from stress issues and ranking 13th out of 15 cities in HRA Unhealthy Score. On the other hand, Chandigarh has outperformed in front of every other city in terms of efforts. It ranked 1st in putting efforts to improve health. Chandigarh topped in terms of sleep as people there take the maximum sleep with 6h 53min. It also did well in average steps count with every person walking 5071 steps on a day-to-day basis. Due to all these positive signs, Chandigarh managed to rope overall 9th position.

Parameters	Chandigarh	
		Ranking across 15 cities
Overall Ranking		9
Effort Ranking		2
BMI		
Underweight	4.30%	11
Normal	33.60%	
Overweight	39.70%	
Obese	19.10%	
Severely obese	3.40%	
Diabetes	16.90%	15
Cholesterol	19.60%	15
Blood Pressure	20.50%	14
Thyroid	13.30%	14
Heart Issues	2.30%	3
Acidity/ Indigestion	28.90%	4
Allergies	13.50%	6
Aches and Pains	18.60%	11
% of People Falling Sick More than Twice a year	11.90%	3
Average Steps	5071	2
Average Water intake (in lts)	2.2	6
Average Food Logs	2	5
Average Sleep (in hours)	6h 53min	1
Stress Management Score	5.7	14
Alcohol	28.20%	5
Smoking	9.70%	2
HRA Score - % of People in the UnHealthy bracket	54.30%	13

DELHI: Shall work more to improve lifestyle diseases

Although Delhi is at the bottom in the overall ranking, it is higher up in the effort ranking as they make efforts to get healthier. Delhi has higher average step count than the National average step count which helps them in reducing the number of people suffering from heart issues as walking helps in smooth flow of blood across heart and body. A large section of people in Delhi suffers from Cholesterol, Thyroid, Blood Pressure and Acidity. This makes Delhi quite an unhealthy city and hence it is ranked 10th in overall ranking.

Parameters	Delhi	
		Ranking across 15 cities
Overall Ranking		10
Effort Ranking		4
BMI		
Underweight	6.00%	8
Normal	36.90%	
Overweight	38.20%	
Obese	16.70%	
Severely obese	2.20%	
Diabetes	11.70%	11
Cholesterol	15.10%	11
Blood Pressure	16.30%	11
Thyroid	10.40%	13
Heart Issues	3.40%	7
Acidity/ Indigestion	31.70%	9
Allergies	12.80%	4
Aches and Pains	18.70%	12
% of People Falling Sick More than Twice a year	13.80%	6
Average Steps	5053	3
Average Water intake (in lts)	2.2	6
Average Food Logs	1.8	11
Average Sleep (in hours)	6h 45min	5
Stress Management Score	5.2	8
Alcohol	37.20%	11
Smoking	12.40%	6
HRA Score - % of People in the UnHealthy bracket	50.20%	8

INDORE: Shall put more efforts to improve health and reduce stress

Indore ranks 11th in overall ranking and 12th in effort ranking. This shows that people from Indore are not putting significant efforts to improve their health and well-being. 60% of people from Indore fall into the unhealthy BMI bracket. This leads to higher Blood Pressure problems and people falling sick more often. People from Indore should work more to remove stress from their lives as it impacts the overall well-being of one. The average steps count has improved as compared to last year, which helped them to reduce the number of people who suffer from heart issues.

Parameters	Indore	
		Ranking across 15 cities
Overall Ranking		11
Effort Ranking		12
BMI		
Underweight	7.50%	4
Normal	40.10%	
Overweight	34.50%	
Obese	17.50%	
Severely obese	0.40%	
Diabetes	9.10%	3
Cholesterol	13.90%	9
Blood Pressure	19.10%	13
Thyroid	8.70%	10
Heart Issues	2.10%	2
Acidity/ Indigestion	30.60%	8
Allergies	15.50%	13
Aches and Pains	16.30%	4
% of People Falling Sick More than Twice a year	18.60%	14
Average Steps	4749	8
Average Water intake (in lts)	2.1	9
Average Food Logs	1.8	13
Average Sleep (in hours)	6h 44min	6
Stress Management Score	5.6	13
Alcohol	32.20%	7
Smoking	15.00%	10
HRA Score - % of People in the UnHealthy bracket	45.50%	2

PATNA: Leads in BMI and consumes least alcohol, should sleep more

Patna ranks 1st in BMI with 47% of people belonging to the Normal weight category. Here people also have lower cholesterol and heart issues. The average steps count is also above National average steps count and also Patna records the lowest alcohol consumption. On the other hand, Patna sleeps the least and hence it is observed as the most stressed city as it ranks the 1st in the stress consumption. Subsequently it leads to a majority of people smoking. People from Patna have the weakest immune system and they fall sick more often as compared to other cities. 45% of people in Patna also suffer from acidity and indigestion issues. Due to all these reasons Patna has fallen from last year's 8th rank to this year's 12th rank.

Parameters	Patna	
		Ranking across 15 cities
Overall Ranking		12
Effort Ranking		10
BMI		
Underweight	9.60%	1
Normal	47.10%	
Overweight	34.70%	
Obese	7.60%	
Severely obese	1.00%	
Diabetes	9.90%	5
Cholesterol	8.10%	1
Blood Pressure	13.90%	9
Thyroid	9.30%	12
Heart Issues	2.40%	4
Acidity/ Indigestion	45.50%	15
Allergies	13.80%	8
Aches and Pains	22.90%	14
% of People Falling Sick More than Twice a year	27.60%	15
Average Steps	5049	4
Average Water intake (in lts)	2.2	8
Average Food Logs	1.9	8
Average Sleep (in hours)	6h 19min	15
Stress Management Score	7.7	15
Alcohol	15.00%	1
Smoking	17.90%	13
HRA Score - % of People in the UnHealthy bracket	46.30%	3

BHUBANESWAR: Smoke the least, should try to improve steps count

Bhubaneshwar is at 13th rank overall. 2/3 of the people here are observed to have poor BMI. It has the 2nd highest number of diabetes patients after Chandigarh. A significant section of people also suffers from heart issues. 40% of people also complain about acidity and indigestion problems. It is ranked at the highest in people suffering from allergies. People in Bhubaneswar walk the least among all the cities. The average steps count here is 4331 only. But people here are trying their best to improve their health. The average water intake here is the highest in India with 2.45 litres per day. It is ranked 1st in smoking consumption as people here smoke the least with around 9% people smoking. It also ranks 3rd in food intake habits and timings. Due to all these efforts, Bhubaneswar is ranked at 4th in efforts ranking.

Parameters	Bhubaneswar	
		Ranking across 15 cities
Overall Ranking		13
Effort Ranking		4
BMI		
Underweight	4.80%	13
Normal	32.30%	
Overweight	44.20%	
Obese	17.10%	
Severely obese	1.60%	
Diabetes	16.50%	14
Cholesterol	16.40%	12
Blood Pressure	13.60%	7
Thyroid	8.00%	7
Heart Issues	4.00%	11
Acidity/ Indigestion	40.20%	13
Allergies	17.90%	15
Aches and Pains	14.70%	3
% of People Falling Sick More than Twice a year	12.80%	5
Average Steps	4331	15
Average Water intake (in lts)	2.5	1
Average Food Logs	2	3
Average Sleep (in hours)	6h 30min	13
Stress Management Score	4.7	5
Alcohol	37.30%	12
Smoking	9.60%	1
HRA Score - % of People in the UnHealthy bracket	49.00%	7

LUCKNOW: Should work on reducing smoking

Lucknow ranks 14th both in efforts and overall ranking. One of the many reasons for their poor overall ranking is lack of efforts from people to improve their health. The other reasons include poor BMI, increased diabetes, cholesterol and blood pressure patients, drinking less water and consuming significant amounts of alcohol. People from Lucknow are observed to smoke the most. More than 20% of people smoke in Lucknow. The only positive thing with Lucknow is that people here complain the least for allergies.

Parameters	Lucknow	
		Ranking across 15 cities
Overall Ranking		14
Effort Ranking		14
BMI		
Underweight	7.30%	12
Normal	33.20%	
Overweight	39.50%	
Obese	17.80%	
Severely obese	2.20%	
Diabetes	14.40%	12
Cholesterol	17.70%	13
Blood Pressure	19.00%	12
Thyroid	9.00%	11
Heart Issues	5.20%	14
Acidity/ Indigestion	33.20%	11
Allergies	10.50%	1
Aches and Pains	18.40%	10
% of People Falling Sick More than Twice a year	15.00%	10
Average Steps	4713	9
Average Water intake (in lts)	2	13
Average Food Logs	1.9	7
Average Sleep (in hours)	6h 37min	8
Stress Management Score	4.5	4
Alcohol	37.50%	13
Smoking	19.30%	15
HRA Score - % of People in the UnHealthy bracket	56.20%	14

KOLKATA: The unhealthiest city of India

Kolkata is the unhealthiest city of India for the third year in a row. It has the highest number of people who are suffering from Blood Pressure, Thyroid, Aches and Pains. Kolkata also has some serious issues like diabetic and cholesterol patients, allergies, acidity and indigestion. The average water intake of people is the least here. The overall well-being is extremely troublesome.

Parameters	Kolkata	
		Ranking across 15 cities
Overall Ranking		15
Effort Ranking		9
BMI		
Underweight	5.50%	9
Normal	36.30%	
Overweight	37.40%	
Obese	19.20%	
Severely obese	1.60%	
Diabetes	14.80%	13
Cholesterol	18.90%	14
Blood Pressure	22.60%	15
Thyroid	14.20%	15
Heart Issues	4.00%	12
Acidity/ Indigestion	44.00%	14
Allergies	17.20%	14
Aches and Pains	24.90%	15
% of People Falling Sick More than Twice a year	11.90%	4
Average Steps	4656	10
Average Water intake (in Its)	1.9	14
Average Food Logs	1.8	11
Average Sleep (in hours)	6h 27min	14
Stress Management Score	4.2	2
Alcohol	28.30%	6
Smoking	9.90%	3
HRA Score - % of People in the UnHealthy bracket	48.90%	5