

# TRA's Coronavirus Mental Wellbeing Impact -II

2021

11<sup>th</sup> October 2021

**A primary research covering 1003 respondents across 16 Indian cities between 1<sup>st</sup> July 2021 and 31<sup>st</sup> September 2021**



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## Introduction

We are unlikely to face another occurrence in our lifetimes that has had such a profound effect on all of mankind such as the Covid-19 pandemic. Nearly everyone has felt the impact, either on themselves or someone close. Covid steamrolled through people’s health and finances, businesses small and big alike, and all this has had a cascading effect on the mental health of citizens across the length and breadth of the country.



TRA Research, a consumer insights and brand analytics company, brings the second research in its’ Mental Health series, **TRA’s Coronavirus Mental Wellbeing Impact – Part II**, with comparisons with a similar study concluded in May 2020. The current research was conducted among 1003 respondents across 16 Indian cities between 1st July 2021 and 31st September 2021.

TRA’s Mental Wellbeing Index (MWBI) is scored on a 100% scale, showing the best Mental Wellbeing at the highest score. In this study, the MWBI for various cities is between 40% and 100%, and the cities are rated on a five-step scale with increments of 12%, given MWBI ratings ranging from ‘Poor’ to ‘Excellent’.

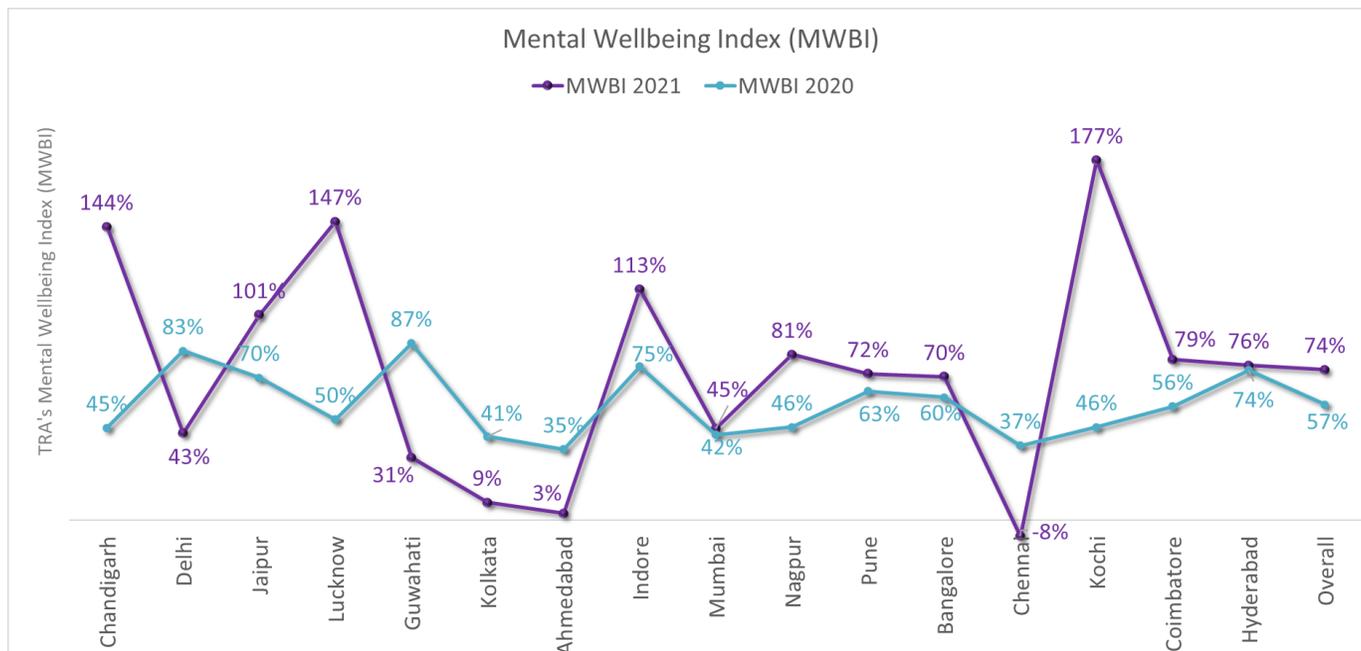
## How Indian cities cope with mental health

It is well acknowledged that mental wellbeing and physical wellbeing mutually reinforce each other. When the cycle is positive, both gain in strength, and when either is negative, both weaken. The graph below shows the comparative of the Mental Wellbeing Indices (MWBI) between the researches conducted in May 2020 and September 2021.

Mental Wellbeing and a way to measure it is perhaps one of the most important things needed today. The measurement brings focus to this important wellbeing factor, and can this research hope to draw the attention of the appropriate implementers.

MWBI is Worry divided by Coping, and is calculated by arriving at Worry Indices and Coping Indices through scores on a variety of questions for each. Since the range of MBWI 2021 is between -8% (negative values show that the coping mechanisms have been inundated by the worry) to +177%, the ranges of MWBI from ‘Poor’ to ‘Excellent’ is given in the accompanying chart.

MWBI Score (%)	MWBI rating
29% and below	Poor
30% - 64%	Fair
65% - 94%	Good
95%- 130%	Very Good
140% -180%	Excellent



### Excellent/Very Good MWBI City scores – Highly optimistic

Three cities have Excellent MWBI scores, demonstrating the high optimism of these cities in the face of the pandemic. **Kochi** shows the highest MWBI 2021 score at +177% (up by 131% over MWBI 2020). **Lucknow** (at +147%) and **Chandigarh** (at +144%) show similar MWBI 2021 scores, up nearly 300% from the previous years' report.

Along with these, two cities, **Indore** (+113% MWBI) and **Jaipur** (+101% MWBI) display Very Good mental wellbeing scores, showing they are close in optimism to the top three.

### Good MWBI City scores - Positive, but cautious

The cities with a Good MWBI scores are in a close range of each other. **Nagpur** (+81% MWBI) leads this list, followed by **Coimbatore** (+79% MWBI), **Hyderabad** (+76% MWBI), **Pune** (+72% MWBI) and **Bangalore** (+70% MWBI).

### Poor MWBI City scores – Beyond resilience

Three cities, of them two India's leading metros, show Poor scores of Mental Health. **Mumbai** (+45% MWBI), **Delhi** (+45% MWBI), and at the borderline is **Guwahati** (+31% MWBI). While *Mumbaikars* are said to have resilience, one aspect that keeps them irrepresible is perhaps their work. With that disrupted, it is not surprising to see the mental health scores of the city stay low, staying close to its' last year's score. Delhi become the worst Covid affected zone in all of India, and that perhaps, has impacted the citizen's mental health substantially bringing it down from +83%MBWI of last year.

### Very Poor MWBI City scores – invisible, but real

The worst mental health scores are displayed by Kolkata (+9% MWBI), Ahmedabad (+3% MWBI) and Chennai (-8% MWBI). All three are precariously balanced in terms of mental health, but Chennai's negative score shows citizens' inability to cope with the worries that they have.

Of the 16 cities, only four cities show their current MWBI 2021 within 10% range of the previous year's study, namely Hyderabad (+2%), Mumbai (+3%), Pune (+8%), and Bangalore (+10%). Barring these, the other cities display substantial changes, both positive and negative, ranging from +131% to -56% from MWBI 2020.

## Worries and Anxieties

What worries the citizens? The research asked a series of questions which were then clubbed into four areas of an individual's worry – Health, Economy, Family and Financial worry, converted into a percentage index, with 100% being the maximum worry index.

In last year's study the highest anxiety of citizens was Financial at 60%, which has lessened to 47% in MWBI 2021. Family Worry remains a constant which is down by only 1% to 53% this year when measured across India. Health Worry and Economy Worry, both hover around the same number as last year. Health Worry is at 49% in MWBI 2021, down 1%, and Economy Worry is at 36%, down 1% also from last year.

Worry Indices - 2021				
City	Health Worry	Economy Worry	Family Worry	Financial Worry
Chandigarh	43%	42%	36%	27%
Delhi	42%	23%	61%	42%
Jaipur	48%	40%	44%	36%
Lucknow	37%	35%	41%	32%
Guwahati	43%	39%	83%	46%
Kolkata	46%	25%	81%	52%
Ahmedabad	44%	17%	84%	54%
Indore	55%	44%	30%	40%
Mumbai	52%	36%	65%	53%
Nagpur	60%	46%	38%	65%
Pune	58%	36%	44%	63%
Bangalore	57%	36%	45%	50%
Chennai	42%	19%	94%	57%
Kochi	40%	44%	35%	18%
Coimbatore	62%	42%	36%	59%
Hyderabad	59%	42%	38%	57%
<b>Overall</b>	<b>49%</b>	<b>36%</b>	<b>53%</b>	<b>47%</b>

### What respondents perceive

**Demographics:** TRA conducted telephonic interviews with 1003 consumer-respondents from 16 Indian cities with sampling divided as per the city population as shown in the graph. All respondents were between 21 years to 50 years of age, with an average age of 43 years.

**Respondents based on vaccination:** 35% of the respondents were fully vaccinated, 55% partially vaccinated and 10% were unvaccinated. 69% of the respondents had received Covishield, 21% had taken Covaxin, and 0.3% took the Sputnik vaccine. The research selected 10% of the respondents to be healthcare workers to compare their MWBI with non-healthcare workers. Nearly half of those who did not get vaccinated cited delays caused by the Cowin app as the reason for not having taken the vaccine.



**Covid precautions:** 74% of all respondents stated they were taking foods that would boost immunity, and 76% stated they are focusing on exercising and sleeping well for better general health. 98% of respondents stated that they used masks, and 94% sanitized regularly every time they go out. Mumbai citizens ranked highest in Covid precautions, and the index was nearly 3.1X of the average of other cities. Delhi citizens were second highest in Covid precautions at 2.15X the national average, followed by Kolkata at 1.8X.

Cities taking the least Covid precautions were Kochi, Chandigarh and Guwahati at 0.27X each, Coimbatore, Lucknow and Indore at 0.37X, and Nagpur stood at the half mark.

**Government management of Covid:** The State Government and Central Government performance in managing Covid through policies was rated very in the negative by all cities, though the State score was lesser than the Center's. On a scale of +10 to -10, the national average scored the Center at -1.0 and the State average stood at -2.7.

### Confidence in India's ability to recover from the pandemic

When queried on the ability of India to recover from the pandemic on health and economy, there was a better confidence in the health recovery, which improved over the 2020 study by 9% points and stood at 78% confidence. With more people getting vaccinated, this seems like a natural outcome.

However, the confidence in India's ability to recover in economic terms fell by 4% points to 62%, down from 66% in 2020.

### What activities respondents are most likely to undertake

The research also asked respondents which activities they were most likely to undertake in the near future and the answers came with no surprises. The most likely activity was a Friends/Family get together with 38% answering in affirmative. Though many more places were opening up, a holiday or even visiting a place of worship was only an activity was stated as 'Likely/Very Likely' only by 28% of the respondents. Travel for leisure got the nod from 25%, and Shopping in a Mall was high on the list of 21% of the respondents. Movie Theatres will probably continue to face pressure from a lack of viewers as only 8% considered it as a 'Likely/Very Likely' activity in the near future.

S.No	Activities you may undertake	Very Unlikely/Unlikely	Likely/Very Likely
1	Friends/Family get together	32%	38%
2	Take a holiday	40%	28%
3	Visit a place of worship	55%	28%
4	Travel for leisure	60%	25%
5	Go shopping in a mall	60%	21%
6	Watch a movie in a theatre	80%	8%

### **About TRA Research**

TRA Research, a Comniscient Group company, is a consumer insights and brand intelligence Company dedicated to understanding and analyzing stakeholder behavior through two globally acclaimed proprietary matrices of Brand Trust™ and Brand Desire™. TRA Research conducts primary research with consumers and stakeholders to assist brands with their business decisions based on Consumer Behavior insights.

TRA Research is consulting brands on transitioning during and after the Covid-19 crisis, to help them be more aligned to consumer and client expectations. TRA Research is the also the publisher of TRA's Brand Trust Report™ and of TRA's Most Desired Brands™.

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