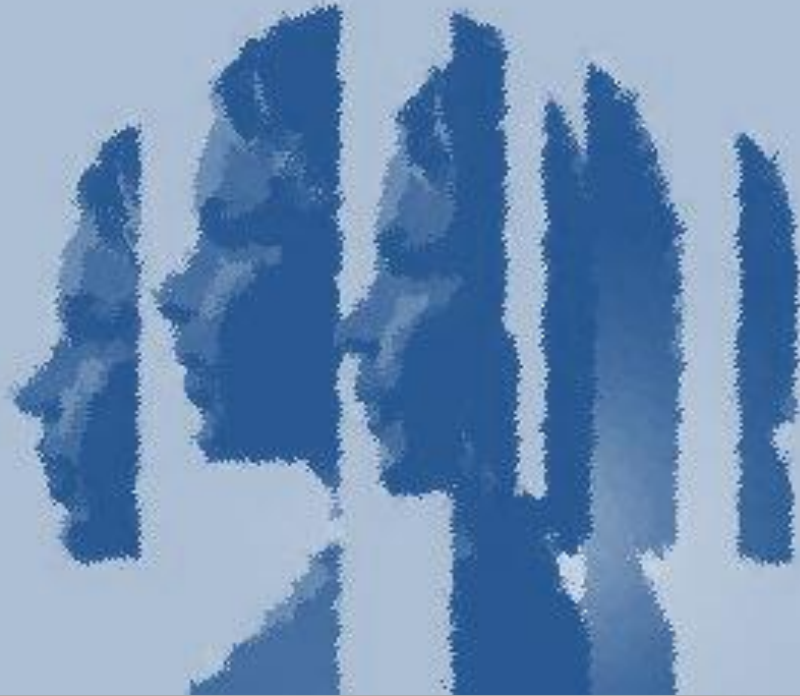**T
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Quest for Truth

TRA's Coronavirus Mental Wellbeing Impact

2020

25th June 2020

A primary research covering 1804 respondents across 16 Indian cities between 23rd March and 21st May, 2020

Introduction

The coronavirus pandemic has been variously described such as *a mass trauma*, a *collective grief* and with some even feeling like *it's the end of world*. Experts warn that the relationship between the **Covid-19** and mental health problems are "bi-directional", implying that mental illnesses are not merely consequences of the pandemic, but an inability to deal with them effectively can lead to a greater collective impact of the disease.

TRA Research, a consumer insights and brand analytics company, brings you **TRA's Coronavirus Mental Wellbeing Impact**, a research delving into the citizen's Mental Wellbeing quotient resulting from the **Covid-19** outbreak gauging the citizens' abilities to cope with different anxieties and worries. The study was conducted across 16 cities with 1804 urban consumers between **23rd March and 21st May 2020**.

Minding our minds during Covid-19

The sharpening coronvirus curve, long-drawn lockdown, with related health, economic and financial insecurities have pushed Indian citizens into a wave of mental wellbeing anxieties without enough coping mechanisms. Research shows that Mental Wellbeing impacts people's enjoyment, coping effectiveness, relationships, performance, mood, emotional balance, and also physical health. The necessity of measuring Mental Wellbeing is crucial as the most important indicator of how people, cities and countries may get impacted when faced with such a severe crisis, and how they emerge in its wake.

How the cities stack up on TRA's Mental Wellbeing Index

The adjacent heatmap showing Worry, Coping and Mental Wellbeing Indices shows that the Worry Index across cities is approximately the same, which is easily explained due to the common nature and impact of worries. However, the coping ability of citizens in different cities varies substantially, largely depending on the resilience of the citizens and how a city has managed the crisis and reacted to it.

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'.

Worry Index/Coping Index = Mental Wellbeing Index				
City	Zone	Worry Index	Coping Index	Mental Health Index
Chandigarh	N	61%	48%	78%
Delhi	N	61%	58%	95%
Jaipur	N	61%	44%	72%
Lucknow	N	60%	30%	51%
Guwahati	E	60%	57%	95%
Kolkata	E	57%	28%	49%
Ahmedabad	W	57%	33%	58%
Indore	W	58%	46%	78%
Mumbai	W	59%	35%	60%
Nagpur	W	61%	27%	44%
Pune	W	59%	38%	65%
Bangalore	S	60%	33%	56%
Chennai	S	60%	26%	43%
Kochi	S	59%	26%	45%
Coimbatore	S	59%	31%	52%
Hyderabad	S	57%	49%	87%
Average Index		59%	38%	65%

Zones

On average North Zone displays 'Good' Mental Wellbeing with MWBI at 74%, with Lucknow being the only exception at 51% MWBI. West Zone showcases 'Fair' Mental Wellbeing at 61% Index, with Indore being an outlier at 78% MWBI. South Zone remains deeply impacted due to the Covid-19 outbreak showing 'Poor'

MWBI Score (%)	MWBI rating
40 % - 52%	Poor
53% - 64%	Fair
65% - 76%	Good
77% - 88%	Very Good
89% - 100%	Excellent

Mental Wellbeing with index at 56%. The two cities from the East show completely divergent attitudes, with Guwahati showing the highest Mental Wellbeing at 95% and Kolkata, at 49%, hovering among the lowest range in Mental Wellbeing.

Cities Mental Wellbeing - High and Low

Three cities dispay Excellent or near-Excellent Mental Wellbeing – Delhi and Guwahati at 95% and Hyderabad at 87%, just touching the range of 'Excellent' MWBI score. Indore and Chandigarh, both at 78% are rated 'Very Good' on Mental Wellbeing.

The cities with the lowest MWBI are Chennai (43%), Nagpur (44%) and Kochi (45%). Lucknow is at 51% and Coimbatore is at 52%, all displaying 'Poor' Mental Wellbeing. Of the 16 cities, only six are above the average MWBI of all cities. Bangalore (56%), Ahmedabad (58%), Mumbai (60%) and Pune (65%) display 'Fair' Mental Wellbeing.

Worries and Anxieties

The coronavirus pandemic has caused another problem: an anxiety pandemic. Fears about health, family health, possibility of financial distress and bleak economic outlook are high on the citizens' worry list and are impacting their mental wellbeing negatively.

This TRA survey evaluated the Health Worry Index, Family Worry Index, Financial Worry Index and Economy Worry Index across 16 cities to understand different kind of hardships faced by the citizenry. The Worry Indices for these four aspects are measured on a 100%

Mental Wellbeing & Worry Parameters
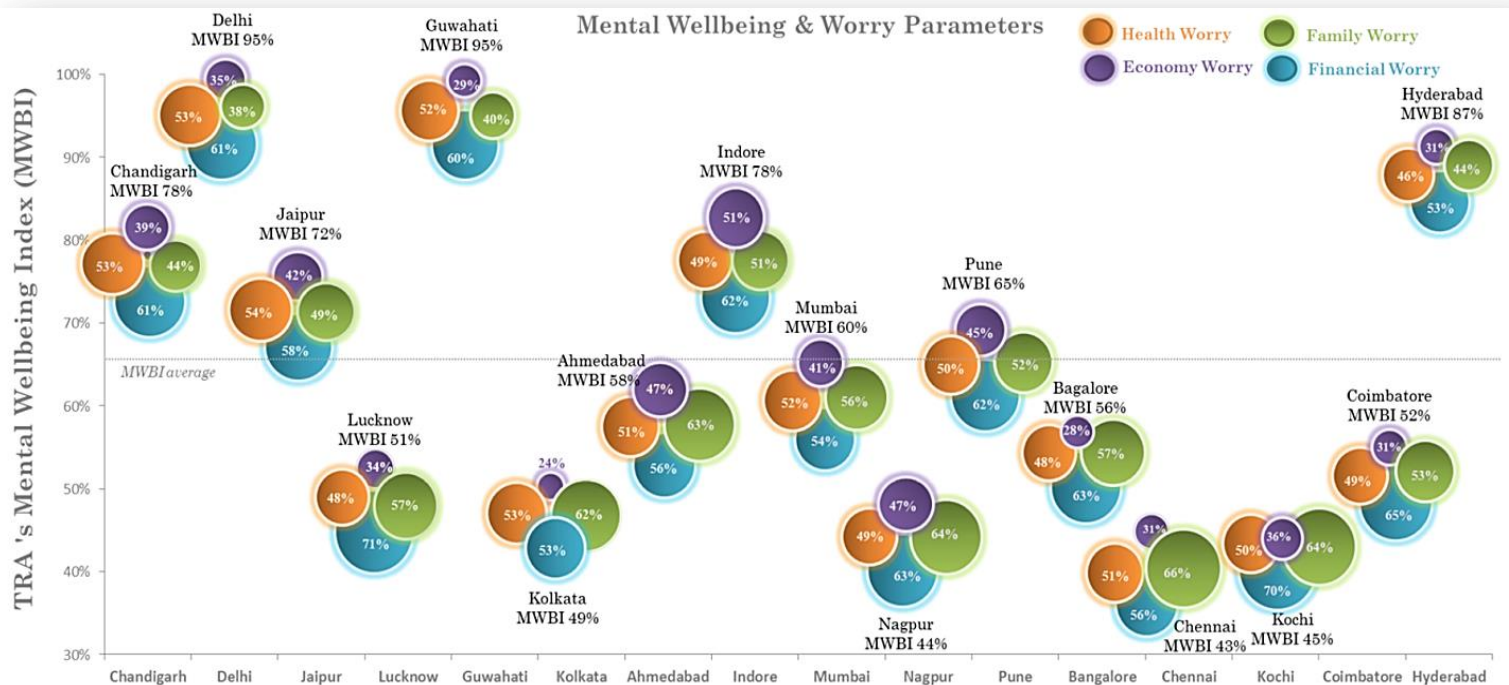
scale, and the larger the number and bubble, the higher the worry. The positions of the composite four bubbles in the graph show the Mental Wellbeing Index, wherein the higher the vertical position on the graph, the better the Mental Wellbeing of the city.

The biggest anxieties that citizens across cities have is Financial Worry at 60% average, this is followed by Family Worry at 54%, and Health Worry at 50%. Citizens Economy Worry Index is the least at 37%, demonstrating people's priorities very clearly. When one consider's the city averages of the four Worry Indices for all the worries put together, the pluses cancel out the minuses, and all cities hover around the 50% Average Worry Index. If a city does not have one type of anxiety, it has the other.

Family Worry Index: The cities highest on Family Worry Index are Chennai at 66%, Kochi at 64%, Nagpur at 64%, Ahmedabad at 63% and Kolkata at 62%, all much higher than the national average of 54%. Delhi seems to have different priorities as compared to other cities and has the lowest Family Worry Index at 38%.

Financial Worry Index: Lucknow and Kochi have the highest Financial worries at 71% and 70% respectively, much higher than the national average of 60% on this Index. Kolkata and Hyderabad have the lowest Financial Worry at 53%, followed closely by Mumbai at 54%.

Health Worry Index: Health anxieties are universally similar and almost every city shows Health Worry Index around the 50% mark.

Economy Worry Index: From among the four Worry Indices, the average Economy Worry is the the lowest, and for each city this anxiety is the least among the four. Indore leads in this Worry at 51%, followed by Ahmedabad and Nagpur, both at 47%. Kolkata has the least Economy Worry at 24%, followed by Bangalore and Guwahati at 28% and 29% respectively.

Worry Indices by Zone

North Zone Worries

The study had four cities from the North Zone which included Chandigarh, Delhi, Jaipur and Lucknow. A recap on the Mental Wellbeing Indices of the four cities will help put things in perspective. The overall MWBI scores of the four cities in descending order are Delhi – 95%, Chandigarh – 78%, Jaipur – 72% and Lucknow – 51%, demonstrating vastly different coping abilities in the four Northern cities. As discussed in the previous paragraph, Delhi had the lowest Family Worry Index across cities,

NORTH ZONE				
City	Family Worry Index	Financial Worry Index	Health Worry Index	Economy Worry Index
Chandigarh	44%	61%	53%	39%
Delhi	38%	61%	53%	35%
Jaipur	49%	58%	54%	42%
Lucknow	57%	71%	48%	34%

East Zone Worries

In the East, Kolkata and Guwahati were covered in the study which have vastly different Mental Wellbeing scores 49% and 95% respectively. Kolkata it will be recalled had the lowest Economy Worry across cities.

EAST ZONE				
City	Family Worry Index	Financial Worry Index	Health Worry Index	Economy Worry Index
Guwahati	40%	60%	52%	29%
Kolkata	62%	53%	53%	24%

West Zone Worries

After Financial woes, Family worries impact West zone cities the most as the red dots show. The cities covered in zone for the study are Ahmedabad, Indore, Mumbai, Nagpur and Pune. As compared to the rest of the cities, the Economy Worry in these cities is also higher than other zones. To recall, the Mental Wellbeing Indices of the cities in descending order are Indore at 78%, Pune at 65%, Mumbai at 60%, Ahmedabad at 58% and Nagpur has among the two worst scores in MWBI standing at 44%.

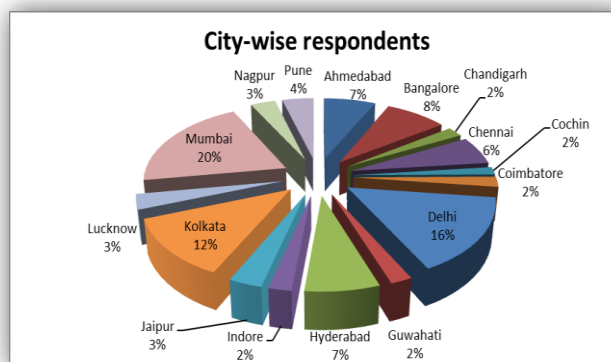| WEST ZONE				
City	Family Worry Index	Financial Worry Index	Health Worry Index	Economy Worry Index
Ahmedabad	63%	56%	51%	47%
Indore	51%	62%	49%	51%
Mumbai	56%	54%	52%	41%
Nagpur	64%	63%	49%	47%
Pune	52%	62%	50%	45%

South Zone Worries

The respondents covered in South Zone belonged to five cities are, Bangalore, Chennai, Kochi, Coimbatore and Hyderabad. Chennai has the highest Family Worry Index across cities. Hyderabad stands out in contrast in the South with a high MWBI score of 87%, while the average MWBI of the other four cities combined is only 49%. Bangalore has 56% MWBI score followed by Coimbatore at 52% and Kochi at 45%. Chennai had a MWBI of 43%, which is the lowest across all cities.

SOUTH ZONE				
City	Family Worry Index	Financial Worry Index	Health Worry Index	Economy Worry Index
Bangalore	57%	63%	48%	28%
Chennai	66%	56%	51%	31%
Kochi	64%	70%	50%	36%
Coimbatore	53%	65%	49%	31%
Hyderabad	44%	53%	46%	31%

Who we surveyed

TRA conducted telephonic interviews with 1804 consumer-respondents from 16 Indian cities with sampling divided as per the city population as shown in the graph. 56% respondents were SEC A1, 37% were SEC A2, 4% were SEC A3. All respondents were between 21 years to 50 years of age, and 87% of the respondents were males.

City-wise respondents

- Nagpur 3%
- Pune 4%
- Ahmedabad 7%
- Bangalore 8%
- Chandigarh 2%
- Cochin 2%
- Chennai 6%
- Coimbatore 2%
- Delhi 16%
- Guwahati 2%
- Hyderabad 7%
- Indore 2%
- Jaipur 3%
- Kolkata 12%
- Lucknow 3%
- Mumbai 20%

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™.

For further information or assistance, please contact:

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