

Saffolalife study shows that 64% of people in top cities exhibiting commonly ignored lifestyle habits are at heart risk

Lack of sleep, stress, sedentary lifestyle, skipping meals and belly fat are key lifestyle habits that show up in those at heart risk

Key findings of the study:

1. **People with Stress show the highest incidence of heart risk amongst all the other lifestyle factors**
2. **63% of people in top cities who sleep less than 7.5 hours a day are at heart risk**
3. **94% of females who don't exercise and are at heart risk, do not even consider sedentary lifestyle as a Top 3 factor for heart risk**
4. **58% of people between 30-40 years of age are at heart risk while this number goes up to 70% amongst older adults of 41-55 years of age**
5. **Men & Women who exhibit one or more of these lifestyle behaviours show almost equal incidence of heart risk - Men at 66% and Women at 62%**

India, September 25, 2019: This World Heart Day, Saffolalife through its flagship study talks about commonly ignored lifestyle habits and their high correlation to heart risk. Even more eye-opening is the lack of awareness of the impact of these habits on heart health.

The key finding that emerges from the study is that **64%** people in the top Indian cities who exhibit one or more of behaviours like lack of sleep, stress, sedentary lifestyle, skipping meals and belly fat, are at heart risk.

While India is moving towards health consciousness, heart health awareness is still not as prevalent. The small habits and behaviours in our lifestyle that we tend to ignore a lot of times are factors that silently cause our hearts to be at risk. Although we are aware about markers like high cholesterol, hypertension and diabetes etc., we are often not aware of the impact of the seemingly small lifestyle behaviours which are within our control. Understanding the impact of these underlying habits is key to better heart health awareness and care.

Therefore, to create greater awareness regarding these lifestyle habits that lead to heart risk, Saffolalife commissioned a survey which was conducted by Nielsen covering 1226 respondents across key cities of Delhi, Mumbai and Hyderabad. Some of the startling facts from the study revolve around the growing incidence of heart risk amongst those who are stressed or get inadequate sleep.

While 65% of people are stressed and at heart risk, yet 58% of these do not consider it to be among the critical risk factors for heart risk, underscoring the lack of understanding and awareness.

The Saffolalife study also revealed interesting pegs across geographies and demographics:

- Amongst all the three cities and considering people who exhibit one or more of these lifestyle behaviours, Mumbaikars show the highest incidence of heart risk followed by Delhiites and then Hyderabadis

- And in Mumbai 63% of people aged 30-40 yrs. who sleep insufficiently (less than 7.5 hours) are at heart risk, this number increases to 79% in the age group of 41-55 years
- Across the three cities, while 57% of people aged 30-40 years who are stressed are at heart risk, this number increases to 71% in the age group of 41-55 years
- 90% of all males and 91% of females who sleep insufficiently (less than 7.5 hours) and are at heart risk, do not even consider sleep as a heart risk factor
- 90% of males and 94% of females who do not exercise and are at heart risk, do not even consider it as a heart risk factor

Commenting on the findings of the study, Dr. Shashank Joshi (Endocrinologist, Padma Shree Awardee) said, *“Lifestyle diseases are definitely a growing concern amongst the medical fraternity and Heart Disease has emerged as one of the most serious of these in the last few years. However most people do not understand how these small lifestyle behaviours can impact their heart. This study states that 90% of people who sleep less than 7.5 hours a day and are at heart risk, do not even consider sleep as a critical risk factor. Such basic lifestyle habits that we ignore today can lead to much bigger issues. This study is a wake-up call for us to start considering proactive understanding of heart health as a key factor while ensuring overall body health.”*

On leading a heart healthy lifestyle, Nutritionist Niti Desai said, *“Lifestyle plays such an important role in our overall body health, yet it’s the factor that most are unaware of. The Saffola life study shows a strong correlation between your lifestyle and heart health risk. Every individual can start making small but significant changes in their lifestyle by not ignoring these small habits and making a positive change in their lifestyles. This is easily done by eating right, exercising regularly, sleeping well and reducing stress.”*

In today’s age, hectic work schedules and sedentary lifestyles are affecting the heart health of Indians. While there are multiple causes that leads to an increased heart risk, it is important to be aware about these small factors and make lifestyle changes to be more heart healthy. Thus, this year on World Heart Day, Saffola life study is aimed at driving awareness of the impact of small habits that we fail to acknowledge, on the health of our hearts.

About Saffola life:

Saffola life™ is a not-for-profit initiative, started more than a decade ago, working towards driving awareness on heart health in India. Cardiovascular diseases (CVD) have been on a rise in India and Saffola life’s mission is to reduce the CVD statistics to make India heart healthy. Over the past decade, Saffola life has driven many endeavours and conducted many large scale research studies to drive awareness and education on the early markers of heart health. The Saffola life initiative addresses heart health and nutrition aspects of preventive healthcare and seeks to impart accurate, credible and expert-led information.