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URBAN FITNESS INDEX

2nd Edition
Bengaluru 2018

What is the Urban Fitness Index?

The Urban Fitness Index (UFI) is India's first unifying and singular fitness score that inspires change and encourage individuals and organizations to lead a healthy and happy lifestyle.

Individuals get a single digit score that defines their fitness status on a scale from 1 to 10.

The index defines fitness a score and gives us insight into the differences in fitness levels among people belonging to different demographics.

What is the importance of Urban Fitness Index?

The country's first fitness index gives people the knowledge and understanding of their current fitness level. Having this information is power, power to improve our lifestyle if necessary, or to actively maintain it. The index helps people to make the right choices, every day.

The index comes with information, a descriptor, that explains the next steps to optimize the fitness level.

The index raises awareness, creates individual and institutional accountability, weeds out poor fitness options and creates a standard measurement of an individual's fitness level.

UFI in Action

UF (Urban Fitness), a fitness lifestyle brand, initiated UFI in 2015. The Index provides for insights into Bengaluru's fitness levels.

Bengaluru was the first city of measurement for UFI. The Index is on its way to measure India's fittest cities by 2020.

The 1st edition of UFI reported a fitness level of 5.9022 for the general public of Bengaluru.

With room for improvement and a global increase in fitness awareness, Bengaluru got to work.

UFI Bengaluru 2nd Edition Score

The 2nd addition of Bengaluru's UFI reports a score of 6.1493. This increase in the index indicates that the city is becoming more active and hopefully, making a conscious effort to live a healthier lifestyle.

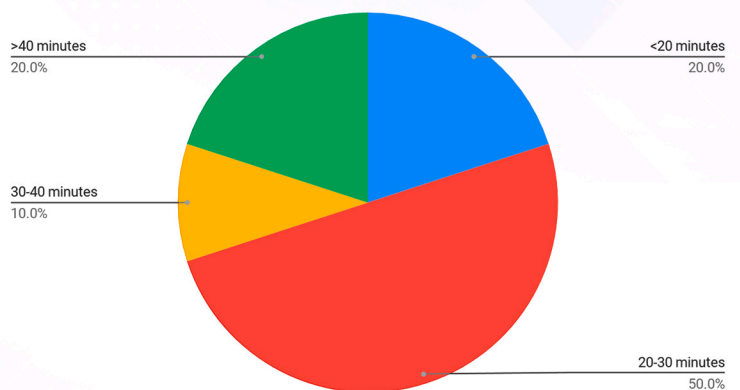
What does this mean for Bengaluru?

In addition to analyzing the UF index, UF issued a questionnaire in order to gain further insight into the beliefs and perceptions of fitness and health.

70% of people agreed that exercise is a necessity to remain fit. This data is encouraging to see because awareness is a crucial component to commit to a healthier lifestyle.

Where we are seeing tension amongst the people is the amount of time they have to commit to working out. Of those reporting, 90% of people are working out two times or less per week. And even more indicative, 70% of people are working out 30 minutes or less per week.

How long is your typical workout session?



The types of activity that people are engaging in can have a significant impact on the overall success. Of that reported, most people enjoy fitness through the participation in sports. However, very few, just 20%, said they enjoyed weightlifting.

What types of activities do you enjoy the most?



An Action Plan for Bengaluru

The World Health Organization (WHO) reported that physical inactivity is identified as the fourth leading risk factor for global mortality. In fact, the WHO has made four recommendations for average adults (18-64 years old) regarding fitness to reduce the risk of disease:

1. Adults should do at least 150 minutes of moderate-intensity aerobic physical activity per week, or do at least 75 minutes of vigorous-intensity aerobic physical activity per week.
2. Aerobic activity should be performed in periods of at least 10 minutes at a time.
3. For additional health benefits, adults should increase their moderate-intensity aerobic physical activity to 300 minutes per week, or engage in 150 minutes of vigorous-intensity aerobic physical activity per week.
4. Muscle-strengthening activities should be done involving major muscle groups on 2 or more days a week.

Based on the reported numbers of the UF questionnaire, it appears that Bengaluru is not meeting the weekly fitness recommendations laid out by the WHO. This data helps us to focus our attention where it matters in order to see results. It is our recommendation to increase the number of times per week people work out. Also, adults should participate in a variety of workouts, not just sports. Weightlifting is proven to be a critical factor in increasing overall health and strength and should be included in both men and women's fitness regiments.

An Action Plan for India

The Urban Fitness index has the power to bring awareness to the individuals of India. With this realization, action can be taken to maximize one's efforts in leading a fit lifestyle. In its infancy, UFi has already made a positive impact in Bengaluru. And it is with hope to bring this across cities in India to make cross-comparisons and recommendations on how to actively drive India forward in its health, both for the industry and for its people.

Conclusion

As 2018 begins, it is clear that Bengalureans need to take a conscious approach to fitness by widening their variety and increasing the number of workouts, focusing on nutrition, hydration & sleep.

The UFi 3rd edition will aim at multi-city comparisons and will have data points from the last years for a comparison, and new Cities' index emerging providing for a clear study and comparison of 'India's Fittest Cities'

Resources

Primary data collection source:

The Run 2018

UF Questionnaire administered
Bengaluru citizens

Haruki Murakami - I move, therefore I am
Wikipedia

Merriam-Webster
Study.com

University of Houston

WHO - World health Organization

PWC Report - 2013

My Fitness Pal

BMI calculator

Wikihow

Calorie count

imgbuddy.com

about.com



I MOVE THEREFORE I AM

THE
RUN

