

# Nutrition Awareness INDEX 2023

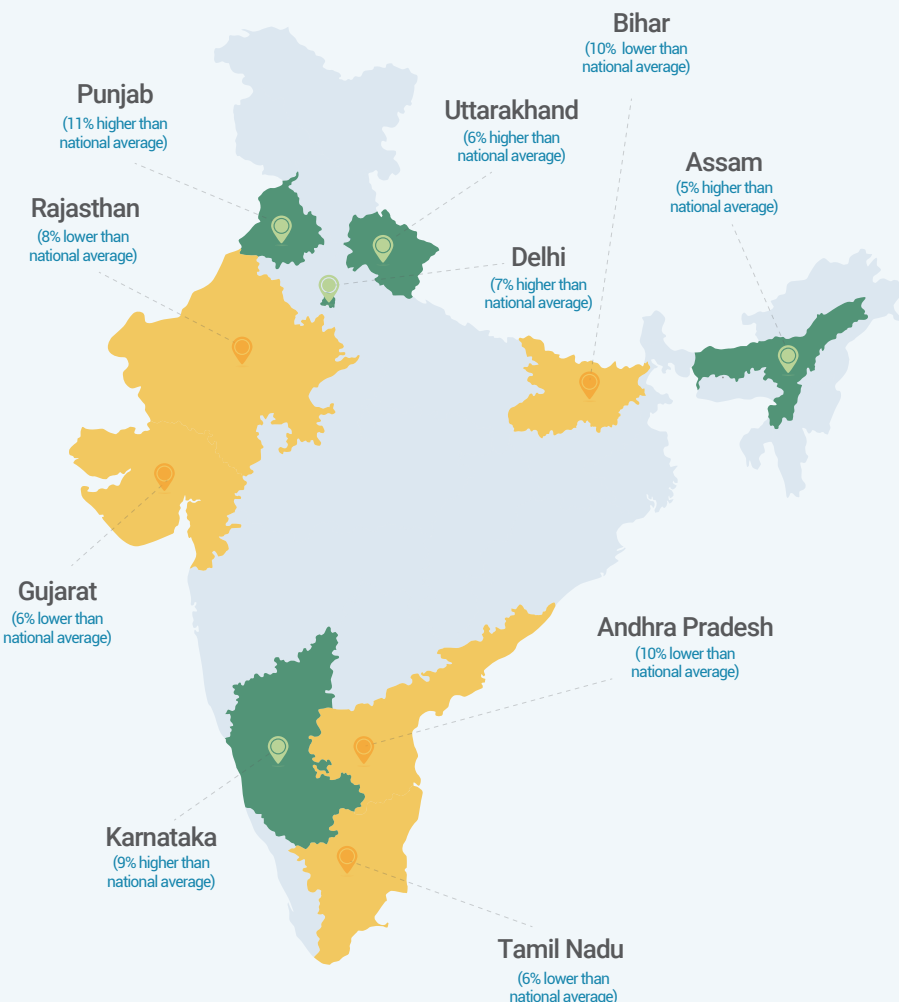
A study by **right to protein**

A state-wise index assessing **awareness, affordability, and accessibility** of nutrition in India



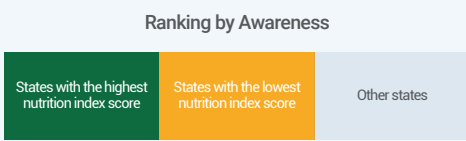
Research conducted by **YouGov**

Developed by 'Right To Protein', along with its drivers and supporters, The Nutrition Awareness Index 2023 is a study aimed to understand urban India's understanding of nutrition. The Nutrition Awareness Index 2023 is created basis a detailed study conducted by YouGov where representative population groups were surveyed to derive an index and illustrate how people from different states perceive nutritional delivery and existing gaps.



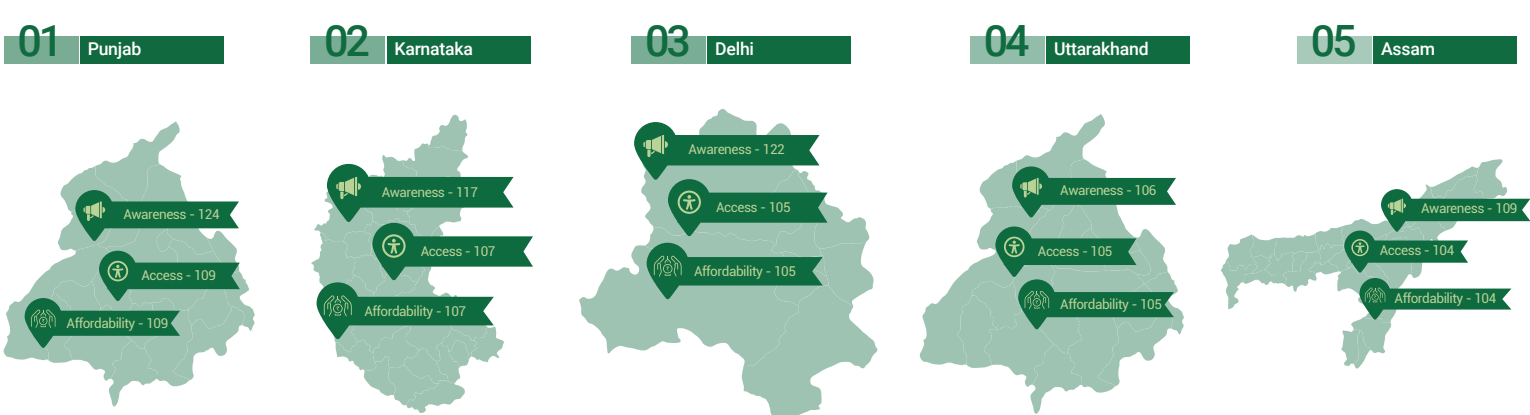
The 5 states with the highest and lowest nutrition index scores basis the Nutrition Awareness Index 2023

The Nutrition Awareness Index 2023, is a dynamic quantitative ranking model constructed from the average scores of all 20 states weighted by the relative share of each state's population numbers from the India Census 2011.

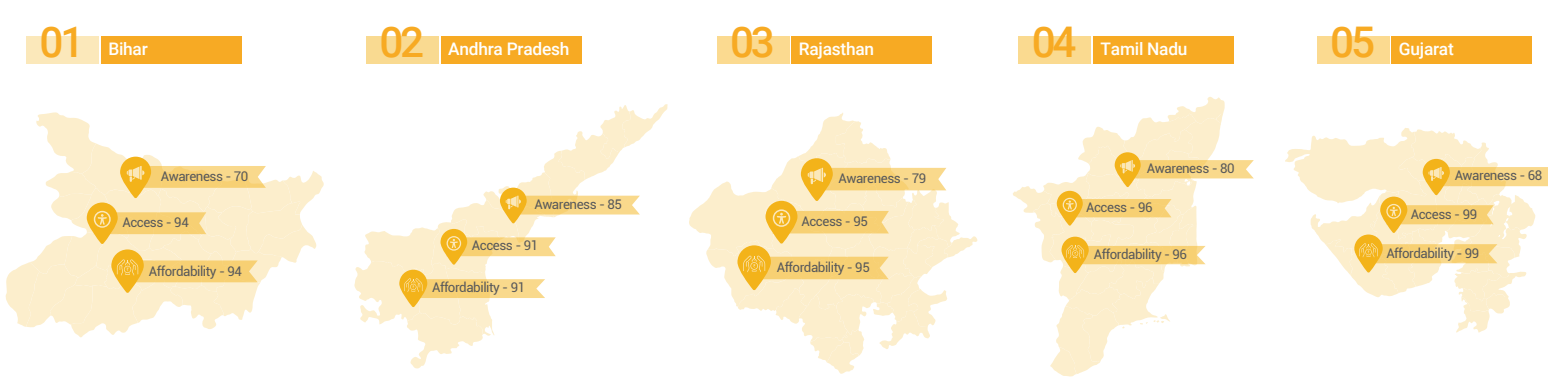


## DEEP DIVE INTO THE STATES OF THE NUTRITION AWARENESS INDEX 2023

The top 5 states with the highest nutrition index scores, basis the national average of the Nutrition Awareness Index 2023

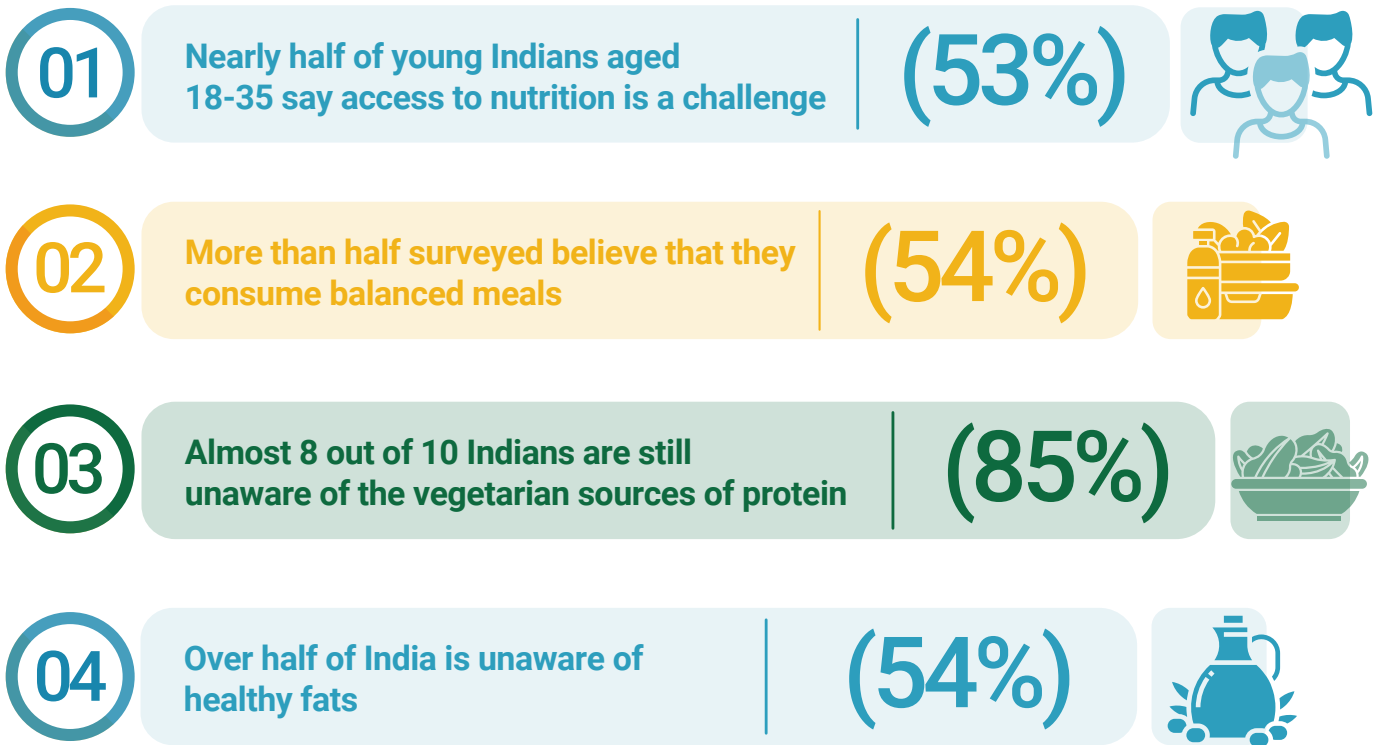


The bottom 5 states with the lowest nutrition index scores, basis the national average of the Nutrition Awareness Index 2023

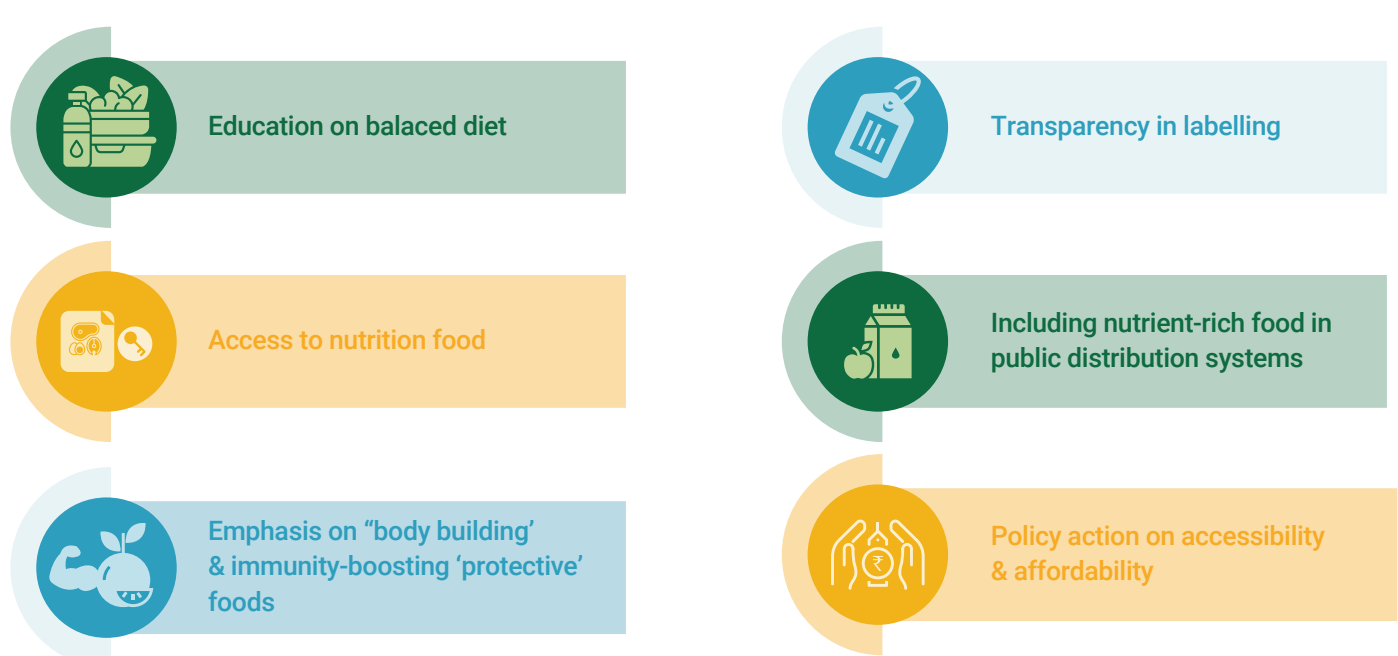


## KEY INSIGHTS

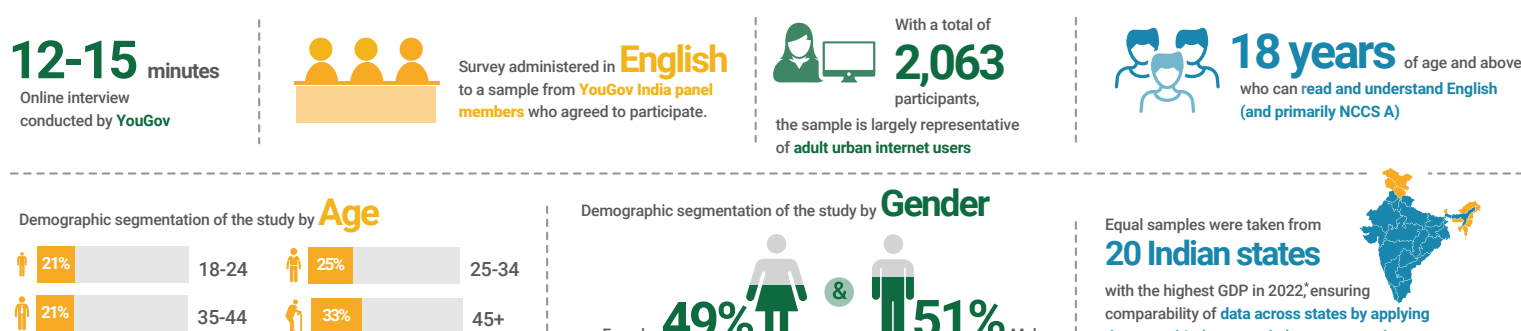
Consuming a balanced diet depends on three important levers: **Awareness, Affordability, and Accessibility of Nutrition**. The Nutrition Awareness Index 2023, therefore, sets out to assess these significant factors across 20 states in India, with the highest Gross Domestic Product with representative population groups that highlight how different states perceive nutrition.



## ACTIONABLE STEPS BASED ON FINDINGS & SUGGESTIONS



## METHODOLOGY



## ABOUT 'YOUGOV'

YouGov is an international online research data and analytics technology group. Our mission is to offer unparalleled insight into what the world thinks. Our innovative solutions help the world's most recognized brands, media owners and agencies to plan, activate and track their marketing activities better. With operations in the UK, the Americas, Europe, the Middle East, India, and Asia Pacific, we have one of the world's largest research networks. At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All of our products and services draw upon this detailed understanding of our 24+ million registered panel members to deliver accurate, actionable consumer insights. As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are the most quoted market research source in the world.

## ABOUT 'RIGHT TO PROTEIN'

Right To Protein is an awareness campaign to educate people about the importance of adequate protein consumption for better nutrition, health, and well-being. The campaign aspires to build public knowledge of different types of protein sources, to meet larger nutritional security goals. Right To Protein is supported by several like-minded organizations, institutions, academicians, professionals, and individuals. The campaign is exclusively driven by the U.S. Soybean Export Council (USSEC). As a protein awareness campaign, 'Right To Protein' emphasizes the role of protein in supporting good health, reducing malnutrition, and promoting sustainable development. Right To Protein campaign also aims to encourage governments, businesses, and other organizations to prioritize protein production, distribution, and consumption in their policies and practices. This can include promoting sustainable agriculture and animal husbandry practices, supporting research and development in the field of protein science, and ensuring that people have access to a variety of affordable and nutritious protein sources. The campaign also raises awareness about the global burden of protein deficiency, a significant public health concern, particularly in developing nations. By promoting the Right to Protein, the goal is to improve nutrition security to improve health outcomes, reduce poverty and hunger, and support sustainable development. The initiative is open for those who would like to join and/or contribute in any capacity, including providing knowledge, technical support, or promotion partners. If you share our vision, reach out to us via our social channels to know how you can help.