

# HEALTH INSIGHTS REPORT

# Embora

# challenge



Health  
Insight



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丁香医生

# Preface

The past year has been a time of tremendous change. Due to the outbreak of the COVID-19 pandemic, Chinese residents have built and increased their awareness of health at a faster pace, which has been one of most remarkable aspects of 2020.

At the 5<sup>th</sup> plenary session of the 19<sup>th</sup> Central Committee of the Communist Party of China in 2020, the buzzword “Healthy China” was put on the agenda. The government policies revealed the social governance concept is undergoing a significant shift from treatment to prevention, which aligns with the consciousness of transforming more demographic dividends into health dividends in China. In the complex economic environment, the health dividends are especially of great significance to extend the important period of strategic opportunities.

How do we measure health conditions? Why is health becoming complex, diverse and personalized? On the one hand, from an economic perspective, we witnessed the overall improvement of health literacy among Chinese residents, as the consumer-oriented companies in food and beverages, personal care and beauty, travel and tourism industries are expanding into healthcare scenarios to meet tailor-made customer demands. On the other hand, we recognized urban-rural differences and uneven regional economic development resulting in a big gap in health awareness among Chinese residents. At the social level, problems such as aging population and declining birth rate have burdened the young and middle-aged groups with unintended social pressure in terms of family, work, education and supporting parents. In the process of responding to such pressures, the mental and physical health of people has manifested sensitive, differentiated and diversified characteristics.

As such, Chinese residents desperately need to raise their awareness of health literacy. It is at this pivotal moment that the Health Insight Report by DX Doctor is released to the public. It covers an extensive range from the national health profile to development trends in the healthcare market, and health-sensitive people and their behaviors and attitudes to hot social issues. In the past three years, we have witnessed many encouraging changes and improvements in national policies, industrial development and social awareness. The 2021 Health Insight Report explores new topics by focusing on keywords such as “online medical consultation” and “be happy first”. In the special context of the COVID-19 pandemic, people are not only highly concerned about health problems, but also optimistic and open-minded about life.

As health problems have been part of our life, I believe we will face more new situations in the future. This means that practitioners in the healthcare industry need to embrace a broader vision and be more open-minded to integrate supply-side resources for further collaboration. From the organizations, pharmaceuticals, consumables and medical devices in the upstream, to the mid-stream logistics and services, and to the downstream terminal market, we can promote the integrated development with the consumer, real

estate, finance, culture and tourism, and insurance industries. By building professional, reliable and integrated products and services, we are committed to meeting the public's new expectations for a better life.



Stanley Li  
The Founder of DXY

# Introduction

In the field of public health, detailed calculations in health economics are used to estimate whether investments in disease prevention have brought better returns in terms of social benefits. Unfortunately, not all of those calculations can be convincingly verified in the real world.

Here are some references for the return of investments in public health and disease prevention in 2020.

Simple actions such as wearing a mask or washing hands frequently can reduce the spread of disease.

As per data from the Center of Statistics and Health Information of the National Health Commission of PRC, from January to October 2020, the total number of inquiries in medical and health institutions nationwide fell by 12.8% on a year-on-year basis, which means savings in social medical resources and medical expenses. Many people have not had a cold for a year, which also reduced family medical expenses.

But wearing a mask and washing hands frequently are not the only two things the public can do in disease prevention and health management.

People can actually do more. As cancer has become a widespread concern, people have begun paying attention to prevention and control measures. Lung cancer is the form with the highest incidence rate among men, and smoking control has proven to be an effective prevention measure. According to the 2018 China Adult Tobacco Survey, the support for policies creating smoke-free environments further increased. In 2018, the smoking rate for people aged 15 and above in China was 26.6%. Nearly half of men were still smoking, but there was a downward trend compared to the previous survey.

The reason for the behavioral change is the rising awareness of health in the first place.

In 2020, people's health expectations remained high at a rating of 8.8 out of 10. And people are highly sensitive to aging. Individuals in almost every age group believe they will start aging in 10 years. Mental health is also receiving broad attention. For two consecutive years, mental health has ranked first among people's health concerns, especially among young people. The three major aspects of life - eating, sleeping and exercising - are receiving more interest, and health expectations in these areas have stayed high.

At the same time, people don't believe they have done enough to stay healthy, only giving themselves 5.5 out of 10 points for their efforts.

We hope that people would start to take action by practicing healthier lifestyles. The worldwide annual death toll due to chronic diseases is five times that of COVID-19, but because of their "chronic" nature, people are far less vigilant about them compared to COVID-19. Likewise, people often don't notice the damage to health

caused by insufficient attention to diet, sleep and exercise in daily life. Since lifestyle-related health problems often take a long time to emerge, it's easy for people to let down their guard.

In 2020, the gap between people's health expectations and the status quo narrowed on a year-on-year basis. The real situation is getting closer to the ideal, which is a hopeful sign.

# Top Ten Keywords for National Health

We have selected the Top Ten Keywords for National Health based on this year's report. Through these 10 keywords, we can get a glimpse of people's perceptions and expectations for health this year.

## Keyword 1: Grateful for life

In the context of COVID-19, when asked to sum up 2020 in one word or phrase, people felt most grateful for life. In 2020, the pandemic dragged everyone into anxiousness, powerlessness and confusion. By the end of the year, people were grateful for being alive, which has a shade of humor, but this attitude revealed the optimistic expectations for making the life worth living.

Being alive is the best inspirational encouragement saying.

## Keyword 2: Be happy first

Health is never just about physical health as mental health is also a very important part of health. Emotional problem has ranked first among health issues for two consecutive years. Meanwhile, the mental health self-assessment in 2020 stays unchanged, but people's expectation for mental health continue to increase. This shows that people's attention and expectation for mental health are on the rise.

Be happy first.

## Keyword 3: Stick to a healthy diet

The outbreak of COVID-19 pandemic prolonged the time people stayed at home. People began to study cooking at home. For this reason, the sales of cooking tools and ingredients rose during the pandemic. People studied not only the techniques of cooking, but also about nutrition and regular diet. The impact brought changes from awareness to behaviors, with over 80% of people improving their dietary behaviors after the pandemic.

Start to treat every meal seriously and eat for better health.

## Keyword 4: Staying awake with mobile phone

73% of people are suffering from sleeping problems and there is no difference in age. It has become a daily routine to browse mobile phones before bed. 83% of people use the mobile phone within one hour before bed. Among them, a relatively higher proportion of people have sleep problems, such as light sleep and difficulty falling asleep. People usually follow this vicious cycle: fail to sleep - look at the mobile phone - more difficult to falling asleep - look at the mobile phone again. People with sleeping troubles are trapped in the small screens of mobile phones.

Try to get rid of the rhythm of staying awake with mobile phone.

## Keyword 5: Taking skincare seriously

Poor skin is the second most important health concern. People keep paying attention to skin health, such as what kind of skin types they have, what kind of skincare products they are suitable for, and what ingredients are in skincare products. What was previously only known to professionals is gradually making its way into people's everyday life. When selecting a skincare product, people are paying more attention to not only the brand and price, but also the composition, content and effectiveness of this product.

[Control your own skin.](#)

#### **Keyword 6: Career recognition**

For workers, attention not only needs to be paid to physical fatigue such as intensity of overtime and overload at work, but also at emotional pressures at work. However, lack of achievement and sense of value at work are the most important factors affecting mental health. The sandwich generation of post-80s and post-90s are more concerned with growth, while the new generation of post-00s and post-95s consider themselves as lacking ability but worry about outcome, which also leads to anxiety.

[Boss, I need recognition at work.](#)

#### **Keyword 7: Online medical consultation**

During the pandemic, the Internet brought people a lot of convenience even if they stayed at home. Online medical consultation and working online have become the two types of behaviors that people tried most for the first time during the pandemic. We found a sharp increase in public demands for online medical consultation and patient-physician interactions online during the pandemic, which was mainly driven by the responsive and convenient online counseling platforms.

[Online medical consultation is always there for you.](#)

#### **Keyword 8: Aging**

Aging is the inevitable journey of life. However, it's believed that aging may begin at different stages. According to the survey responses, it was perceived that aging started at a median age of 36.4. People in almost every age group believed they would enter the aging stage in 10 years, even those in their 20s.

[Aging or not? You get the final say.](#)

#### **Keyword 9: Keep running**

The most common actions people took to relieve mental distresses were sleeping, shopping online, playing games, eating, etc. In addition, people started to pay more attention to improving their mental problems through exercises in 2020.

[Being happy is the most important thing, so let's keep running for a good health.](#)

#### **Keyword 10: Embrace challenge**

The sudden outbreak of COVID-19 disrupted the original rhythm of life and work, and brought many challenges and inconveniences to people's daily life. However, challenges did not beat them down; instead they embraced the challenges and new normal with motivation. 35% of people said the pandemic had no impact on their outlook on life, while 49% even believed that it had had a positive impact. Another 55% of

people said it had a positive impact on their outlook on life. More than 60% of people held a positive attitude toward the prospect of medical treatment and the potential of science and technology, and only 7-10% held negative attitudes toward each other.

2020, embrace every challenge!



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## PART 01

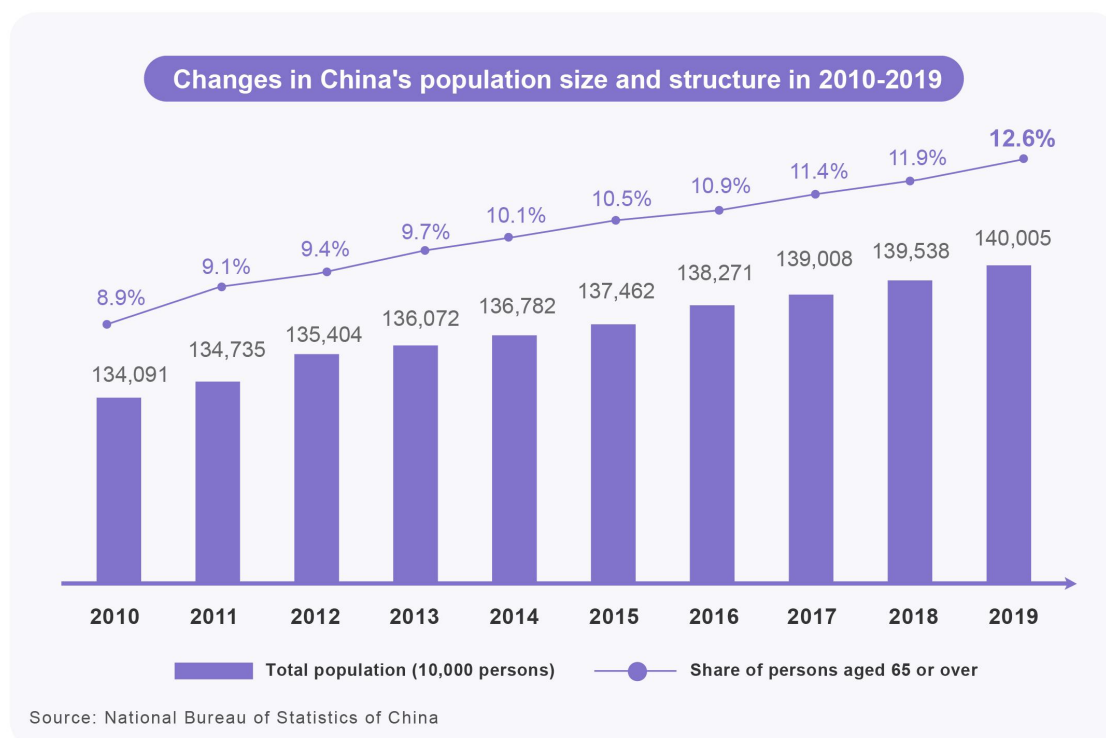
# Public Health Overview

2020 has been a special year. Accompanied by disappointment, sadness and grief, we lived through the COVID-19 pandemic. Although our normal track of life has been disrupted, the pandemic also gave us a second chance to be reborn, and to embrace the future with hope and confidence. In 2020, Chinese residents still maintained a high expectation on health, with an average score at 8.4. In spite of the COVID-19 running rampant, people reported a higher health self-assessment score compared to the previous year.

# 1.Current Quo of China's Population

## 1.1 The current population aging in China has exceeded the international standard

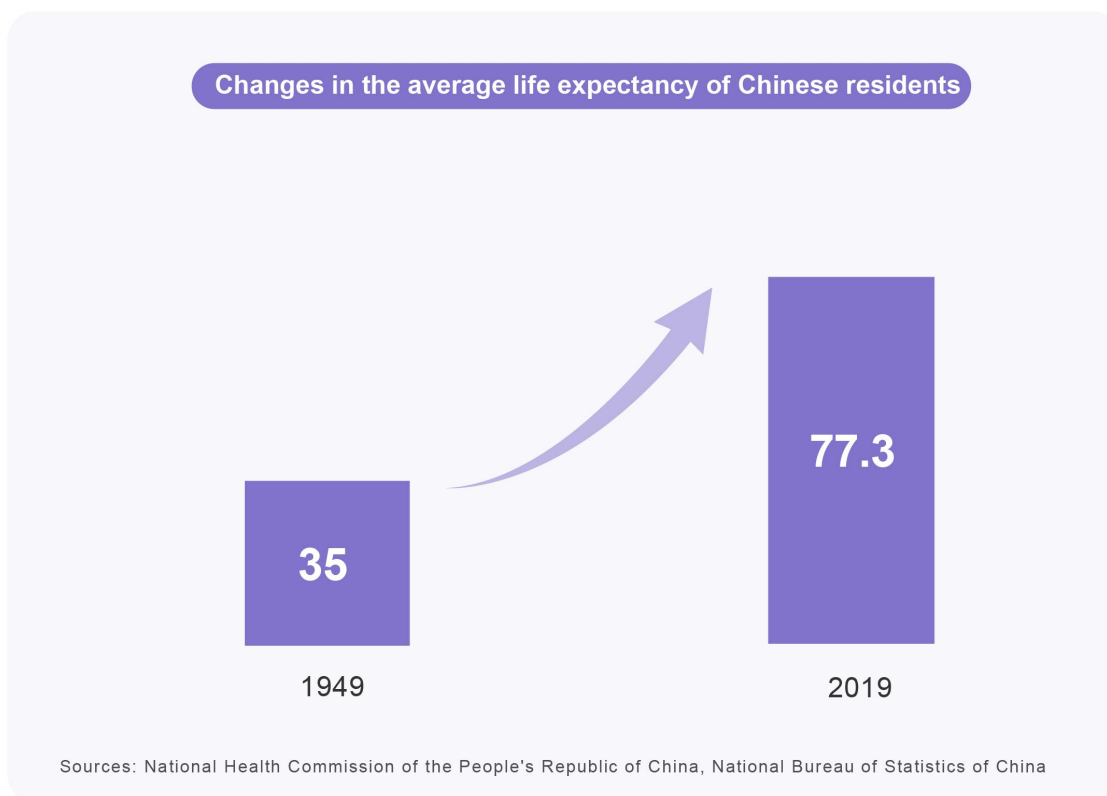
Over the past decade, China's population has been on a path of continuous increase, but its population trend has been shifting from a rapid growth to a steady pace, along with a significant upward growth in the population aged 65 and over. As defined by the United Nations in The Aging of Populations and its Social and Economic Implications published in 1956, a country or region is categorized as an aging society when the share of persons aged 65 years and over reaches 7% or more of the total population. Therefore, China entered into an aging society 10 years ago when the proportion of Chinese people aged 65 years and over hit 8.9%. And in 2019, this proportion reached 12.6%. China's 14th Five-Year Plan has urged the country to implement a national strategy to actively address the aging of the population.



## 1.2 The average life expectancy in China has more than doubled in the past 70 years

Over the past 70 years, the average life expectancy in China has more than doubled from 35 years in 1949 to 77.3 years in 2019. This marks a quantum leap. On the one hand, it benefits from the progress of China's medical services and health insurance, which have improved diagnosis and treatment of diseases. On the

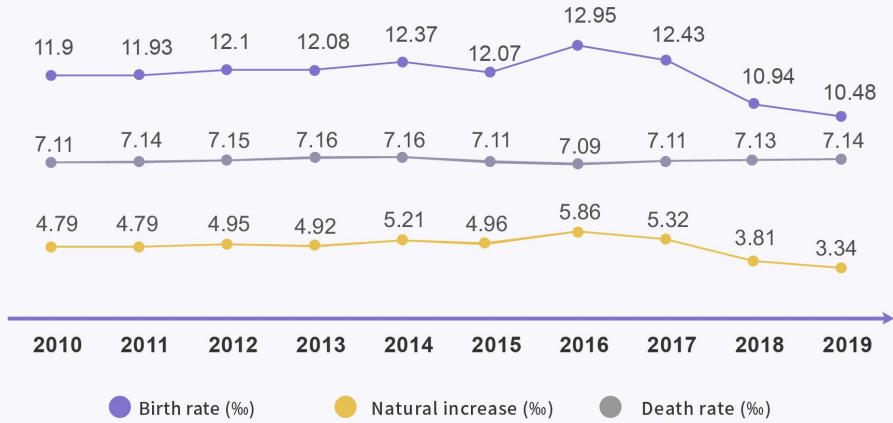
other hand, it can also be attributed to a better living standard and health literacy of Chinese residents, which have led to a higher awareness of prevention.



### 1.3 The natural increase and birth rate in China have dropped for four consecutive years

The rate of natural increase is calculated by subtracting the death rate from the birth rate. China recorded a relative stable death rate in the past decade, but saw an obvious fluctuation in birth rate in the past five years. After China implemented the universal two-child policy in 2016, the birth rate increased significantly in the following two years, which led to a higher rate of natural increase. Since 2018, more families have been willing to have a second child, but the birthrate of the first child dropped sharply. Therefore, China saw an obvious decline in both birth rate and natural increase. In 2019, the total fertility rate was 1.5. According to relevant fertility theories, a total fertility rate of around 2.1 live births per woman is considered to be the replacement level, which keeps the population stable. If the fertility rate and population growth rate continue to decline, the population will shrink.

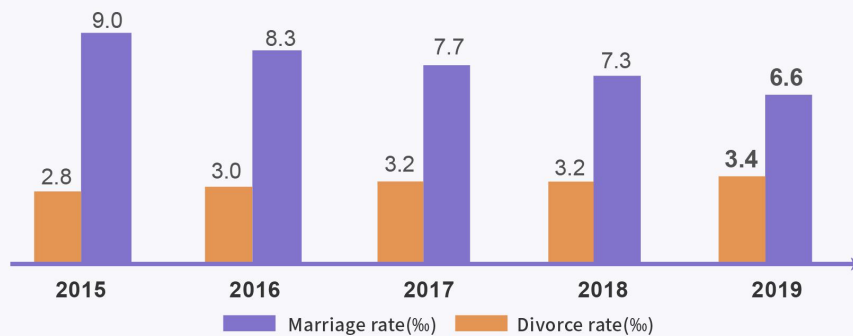
The birth rate, death rate and natural increase in China 2010-2019



Source: National Bureau of Statistics of China

From 2015 to 2019, China's marriage rate saw a continuous decline, and fell to 6.6% in 2019. During this period, the divorce rate in China rose, and reached 3.4% in 2019. Actually, the marriage rate, fertility rate and aging level in a society are closely associated. With a decline in marriage rate, the number of women of childbearing age will decrease, which may lead to a drop of natural fertility rate. As a result, the population growth will be trapped in a dilemma, imposing a significant impact on demographic structure. With the increase of aging population, the number of next-generation marriageable population will decrease, which will further accelerate the aging process. This could lead to a vicious cycle.

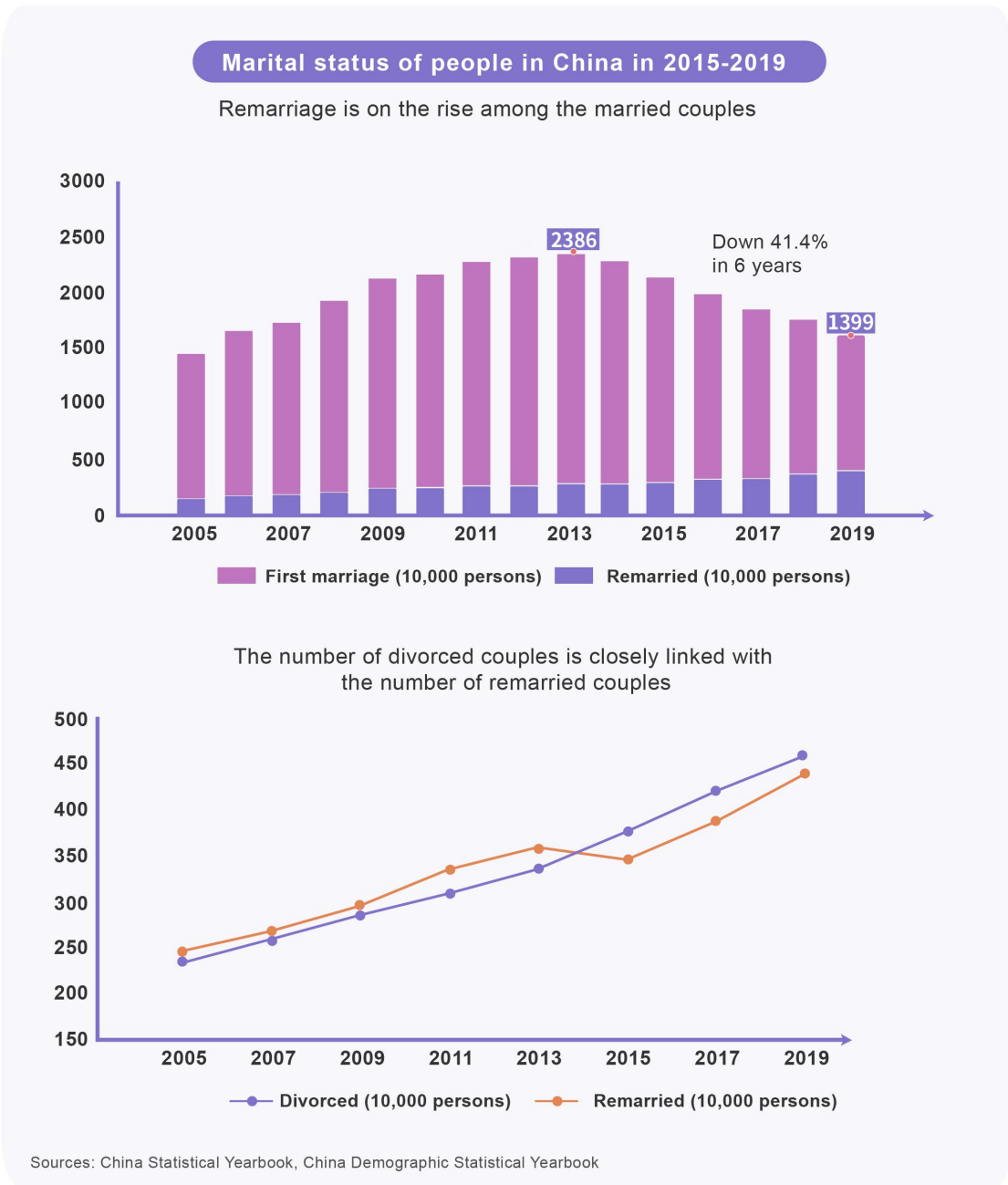
Marriage Rate and Divorce Rate of People in China in 2015-2019



Sources: Ministry of Civil Affairs of the People's Republic of China, National Statistical Report on Civil Affairs Development in 2018, National Statistical Report on Civil Affairs Development in 2019

The drop in marriage rate is mainly linked to the declining couples in first marriage. The number of people getting married for the first time in China fell from 23.86 million in 2013 to 13.99 million in 2019, with a sharp drop of 41.4%. From an objective perspective, the drop may result from the changes in marriageable

population size; while from a subjective perspective, the young people are economically rational on the family cost and are shying away from marriage, which may pose impact on the decline in marriage rate. A similar trend can be observed in the sustained growth of divorced and remarried couples. This indicates that the divorces did not impose a significant impact on the overall marriage rate, as divorced couples would get remarried, which can maintain a relatively stable number of married couples.



## 1.4 Despite COVID-19 infections running rampant, chronic diseases still have the highest mortality rate

The COVID-19 has spread across the world. As of the noon of December 29, 2020, a total of 1.77 million deaths were reported across the globe, including 4,782 mortalities in China. Compared to the previous infectious diseases, COVID-19 hit a record high for its extensiveness across multiple regions and countries

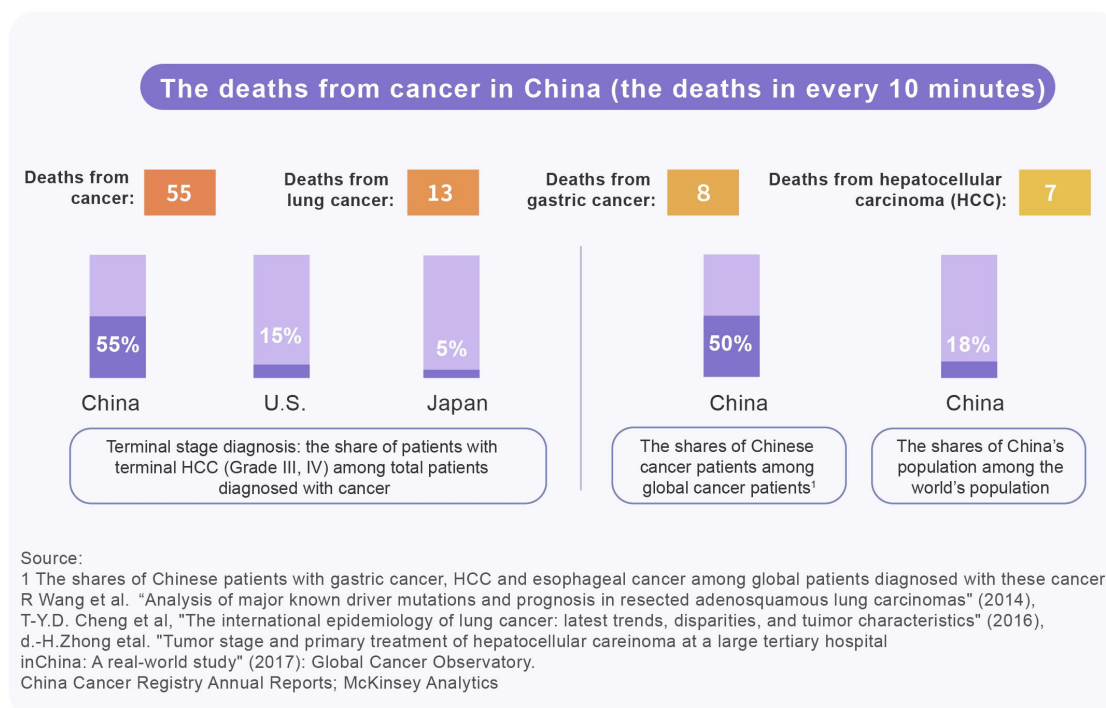


around the world. Especially in the fall and winter of 2020, the global number of infections and deaths continued to refresh the records, which impacted the mental health of the public to a certain extent. Humans never put such an emphasis on infectious diseases prior to COVID-19.

However, COVID-19 is not the only disease which deserves our attention. In recent years, the number of deaths caused by chronic diseases remains a cause of concern. As per the WHO, COVID-19 killed more than 1.81 million people worldwide in 2020. In contrast, the number of people who died of non-communicable diseases (NCDs) exceeded 41 million in 2019. As a type of NCDs, ischemic heart disease (IHD) is the No. 1 killer, and has led to the largest increase in deaths in the past two decades. In 2019, IHD accounted for nearly 9 million deaths, about five times as many as coronavirus mortalities.

In China, chronic diseases were responsible for 88.5% of total deaths in 2019, with the deaths from cardiovascular and cerebrovascular diseases, cancers and chronic respiratory diseases accounting for 80.7%, according to the 2020 Report on Chinese Residents' Chronic Diseases and Nutrition.

Cancer might be one of the most concerning chronic diseases. In China, 55 people die from cancer every 10 minutes; and roughly 50% of the global gastric cancer, hepatocellular carcinoma (HCC), and esophageal cancer is diagnosed in patients from China. For both the country and the general public, it's a huge challenge to prevent and treat the disease. Cancer treatment exerts a considerable burden on both patients and healthcare system. Meanwhile, the promotion of cancer screening has had some positive effects in cancer prevention, but more extensive regions and residents are expected to be covered, and the awareness of cancer prevention and relevant measures are still to be improved.



Lung cancer is the No. 1 killer in men, with the highest incident cases and deaths among cancers; while breast cancer is the No. 1 killer in women, with the highest incident cases and deaths among cancers. In fact, proven measure can be taken to effectively prevent both lung cancer and breast cancer, such as smoking

cessation and breast cancer screening. Unfortunately, the public is not highly aware of these measures, or fails to take resolute actions even when they know the measures.

Top 5 cancer incidence cases in global		Top 5 cancer death cases in global	
MALE TOP 5	FEMALE TOP 5	MALE TOP 5	FEMALE TOP 5
<b>Top 1</b> Lung cancer	<b>Top 1</b> Breast cancer	<b>Top 1</b> Lung cancer	<b>Top 1</b> Breast cancer
<b>Top 2</b> Prostate cancer	<b>Top 2</b> Cervical cancer	<b>Top 2</b> HCC	<b>Top 2</b> Lung cancer
<b>Top 3</b> Colorectal cancer	<b>Top 3</b> Colorectal cancer	<b>Top 3</b> Gastric cancer	<b>Top 3</b> Colorectal cancer
<b>Top 4</b> Gastric cancer	<b>Top 4</b> Lung cancer	<b>Top 4</b> Colorectal cancer	<b>Top 4</b> Cervical cancer
<b>Top 5</b> HCC	<b>Top 5</b> Gastric cancer	<b>Top 5</b> Prostate cancer	<b>Top 5</b> Gastric cancer

Source: the estimates in GLOBOCAN 2018 produced by International Agency for Research on Cancer

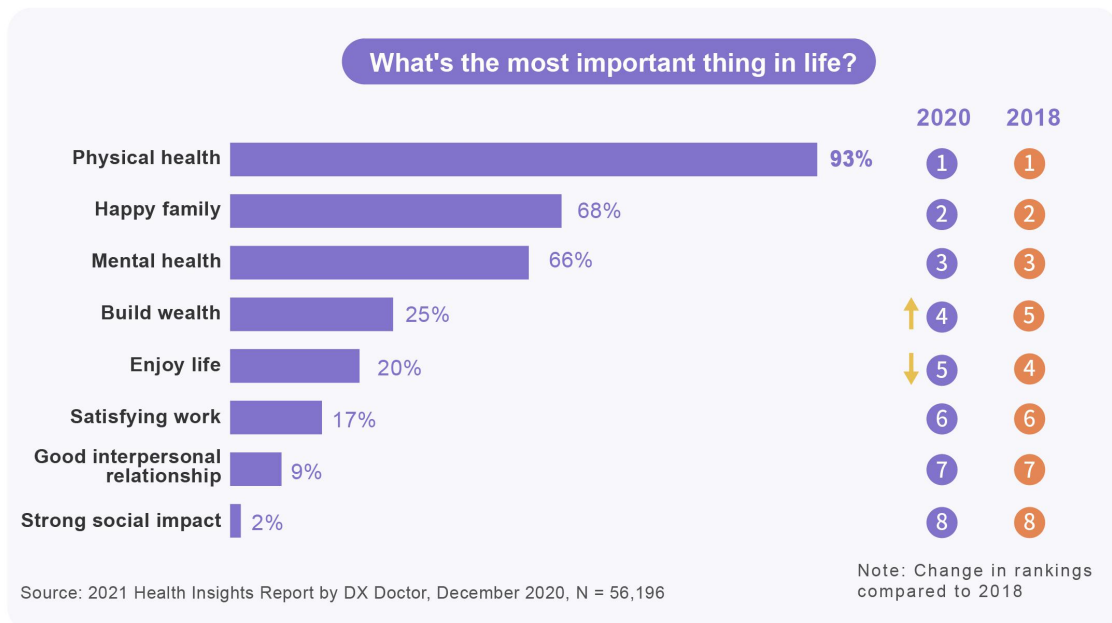
## 2. Holistic Health Overview

We conducted a large-scale health insight survey among 56,196 Chinese residents. The survey reviewed and summarized the national health in 2020 from the perspectives of overall health, health behaviors, as well as health expectations and self-assessments in different dimensions. We found that physical health is always a top priority in life, and mental health has received increasing attention.

### 2.1 The priority given to the absence of diseases has risen from the 4<sup>th</sup> to the 2<sup>nd</sup>

When the respondents were asked what was the most important thing in life, the top 3 responses were consistent with the replies two years ago. Compared to extraneous things such as wealth, work, and interpersonal relationships, physical health was still considered to be the most important in life, followed by happy family and mental health. The rankings of “build wealth” and “enjoy life” swapped places in the survey. This is likely because the enormous economic impact posed by the COVID-19 forced the people to seek a sense of security by building wealth.

Compared with the relatively older groups, the 95s and 00s gave more priority to mental health. What's interesting, the youngest 00s and the eldest 70s groups put less priority on building wealth. Maybe they think it's not important to accumulate wealth, or they have already earned enough wealth.



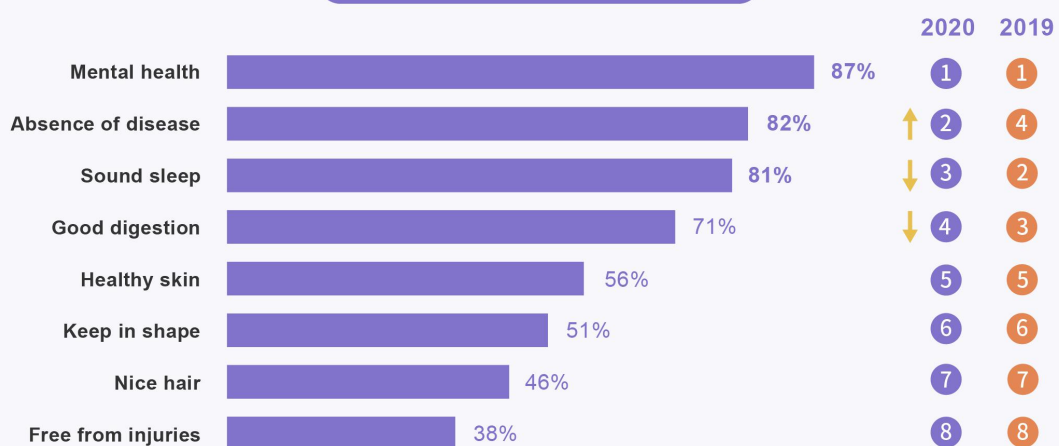
The perceived most important thing in life, by age

	Post-00s	Post-95s	Post-90s	Post-80s	Post-70s	Pre-70s
Physical health	1	1	1	1	1	1
Happy family	3	3	2	2	2	2
Mental health	2	2	3	3	3	3
Build wealth	5	4	4	4	4	7
Enjoy life	4	5	5	6	6	4
Satisfying work	7	6	6	5	5	5
Good interpersonal relationship	6	7	7	7	7	6
Strong social impact	8	8	8	8	8	8

Source: 2021 Health Insights Report by DX Doctor, December 2020  
 N: post-00s = 3,914; post-95s = 15,177; post-90s = 14,442; post-80s = 15,016; post-70s = 4,985; pre-70s = 2,662

According to the survey on people’s perceptions on health, mental health still topped the list, which was the same as the previous year. However, the ranking for the absence of disease rose from the 4<sup>th</sup> in 2019 to the 2<sup>nd</sup> in 2020. This might be because people have developed an increased sensitivity to illness during COVID-19 pandemic.

What does health mean to you?

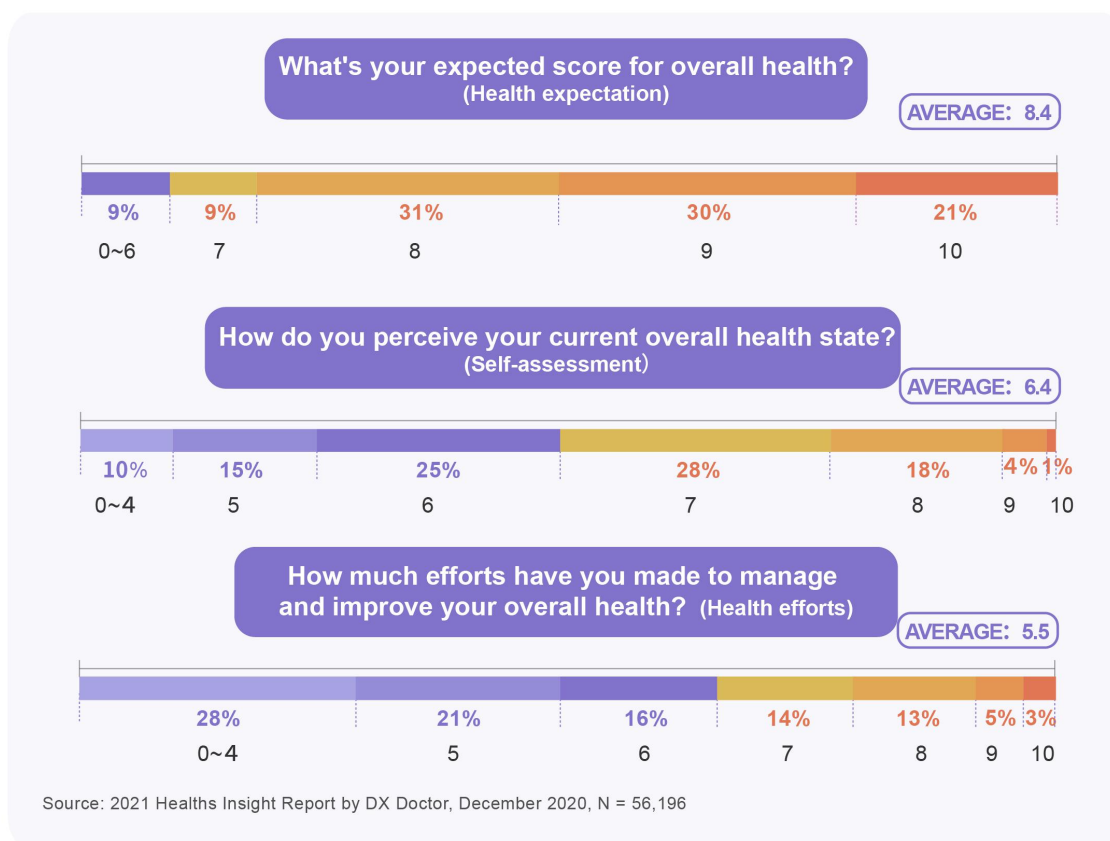


Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 56,196

Note: Change in rankings compared to 2019

## 2.2 The self-assessed health status improved in 2020, with gap narrowing between health expectations and self-assessed state

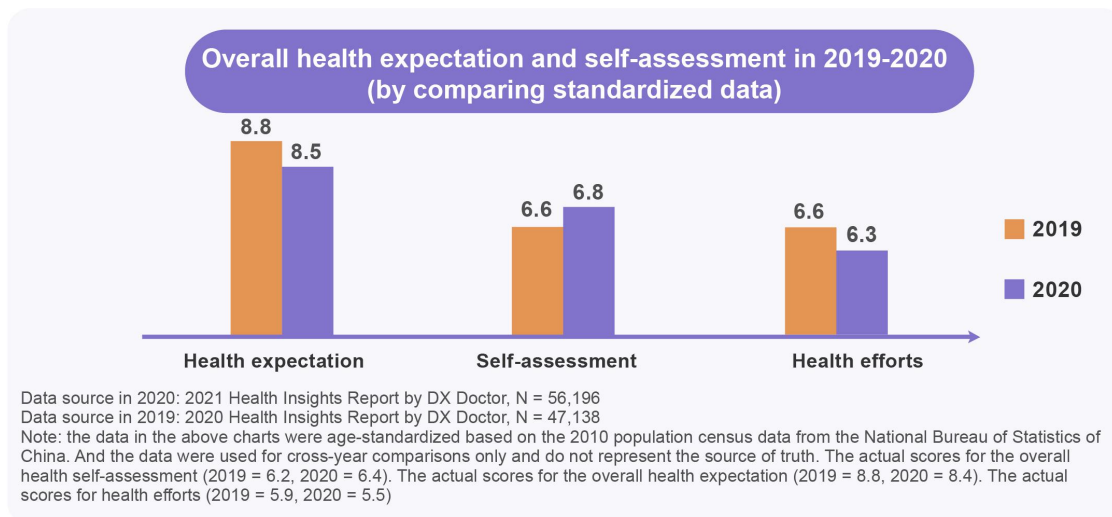
In 2020, the average scores for the expected health and self-assessed state were 8.4 and 6.4, respectively, showing a narrower gap between health expectations and self-assessed state, compared to 2019. The narrowing gap is due to a decline in expectations score and an increase in self-assessment score. However, in terms of the efforts made to stay healthy, the self-assessment scored at 5.5 on average, below the passing score. This indicates that people have higher expectations for their potential efforts.



Compared to the survey in 2019, it's not difficult to understand the increasing self-assessment score for their health state. In the long run, the premature deaths from major chronic diseases have been declining in China, and the labor loss due to chronic diseases has fallen significantly in recent years. In the short run, because visitor flows declined in public spaces and the prevention and control was further enhanced, the total number of patients in medical and health institutions nationwide decreased by 12.8% on a year-on-year basis from January to October 2020, according to the data released by Center for Health Statistics, National Health Commission of the PRC.

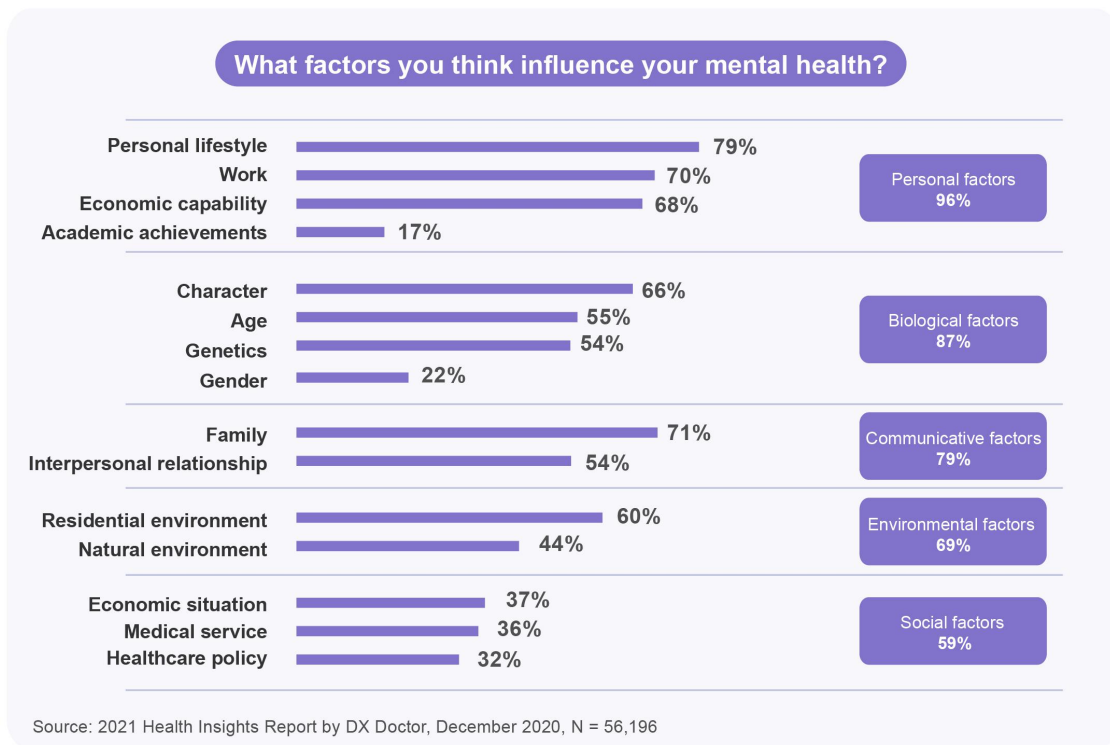
Compared to 2019, the decline in health expectations may be explained by the fact that people lowered their expectation for the best healthy state. Under the relatively stressful public health environment due to the COVID-19 outbreak, they let go of the need to be perfect.

However, it's difficult to understand the declining score for the efforts made to stay healthy. After all, driven partly by the government guidance and partly by the public awareness in the past year, people should have taken more measures to stay healthy than ever before. In this sense, it can be interpreted that people have much higher requirements for self motivation.



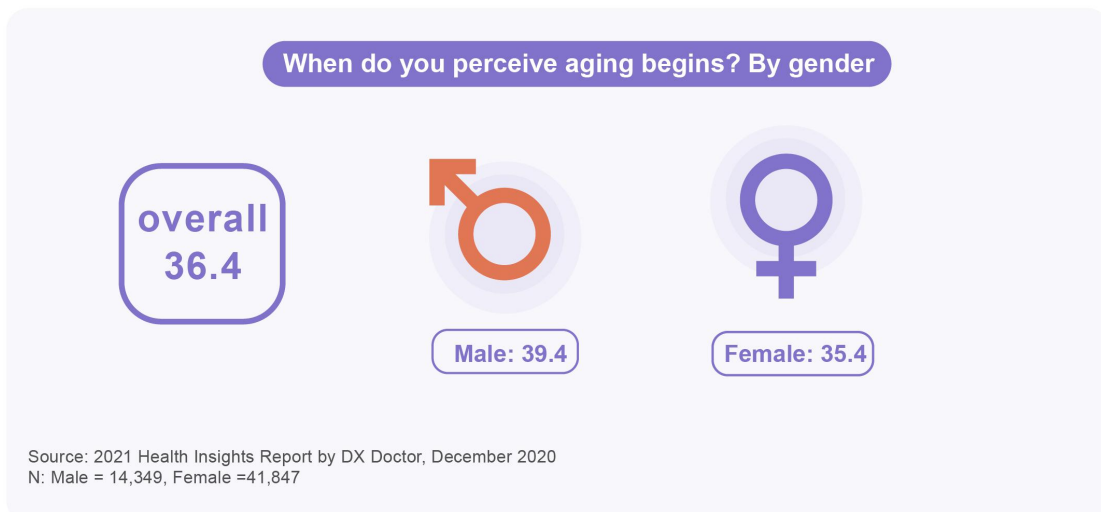
### 2.3 It's your choice to decide your own health state

What are influencing our health state? Not surprisingly, most respondents thought personal factors had the greatest impact. And 79% of respondents recognized the personal lifestyle as the more important factor, closely followed by family, work and economic factors. In contrast, it seemed that the respondents were less demanding on third-party organizations. Only about 30% respondents identified medical services and healthcare policies as the influence factors.



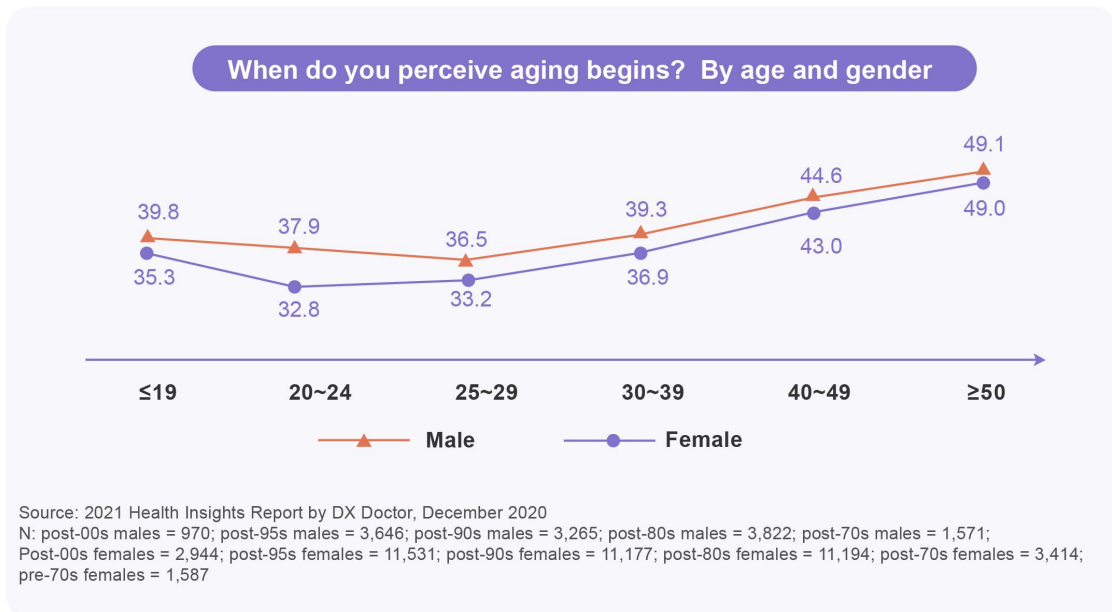
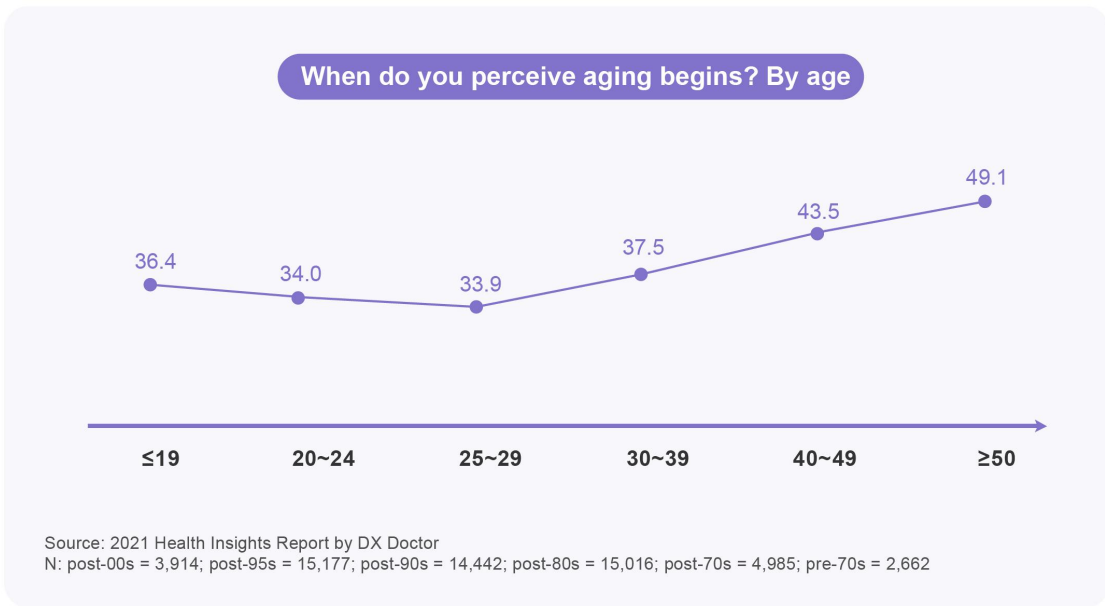
## 2.4 It's believed that aging begins at 35, and most people can embrace aging

Aging is the inevitable journey of life, but it's believed that aging may begin at different stages. According to the survey responses, it was perceived that aging started at a median age of 36.4, and women thought that aging started earlier compared to men.



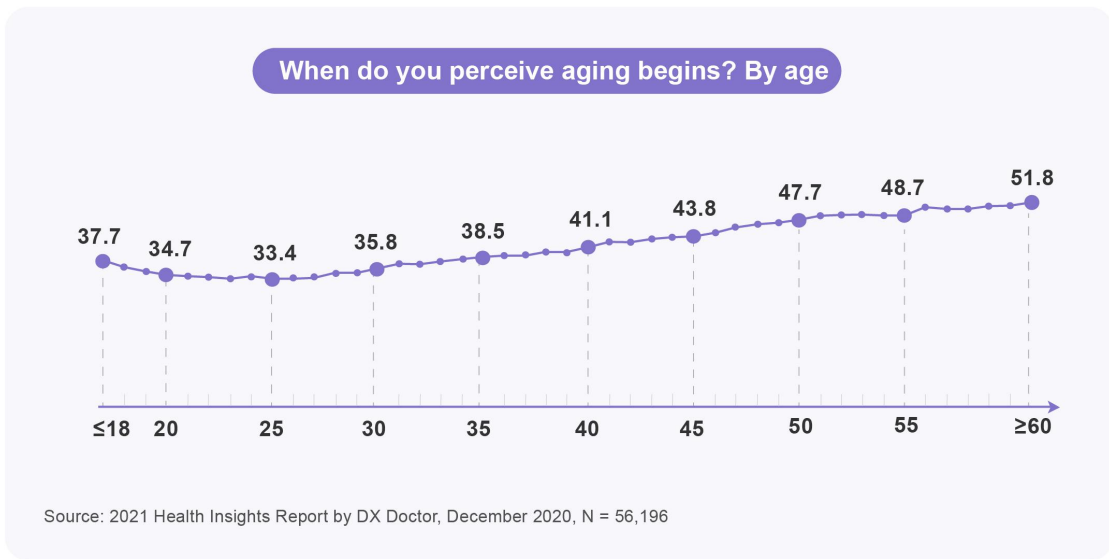
What's interesting is that we found that the relatively younger groups perceived that aging began much earlier, and they were more vigilant and sensitive to aging. The respondents aged 25~29 gave the youngest age perception about aging, while the elder groups were better able to live in the moment. The largest gap of

aging perception was found between men and women aged 20~24. The women aged 20~24 reported the youngest age perception about aging; while the men aged 25~29 gave the youngest perception.

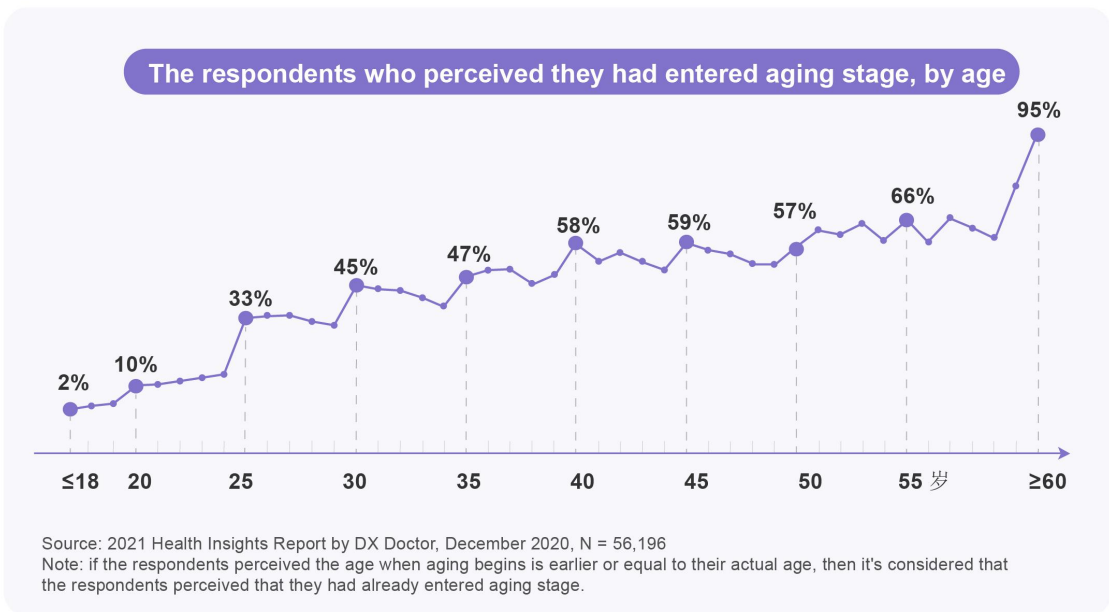


Among all the age groups in this survey, the 25-year-olds believe that they would start aging at 33.4 on average, which is the earliest among all age groups. At the same time, the 25-year mark also signals a turning point in terms of the perception of aging. Among people younger than 25, the older they are, the earlier people think they would start aging. While among people older than 25, the older they are, the later people think they would start aging.



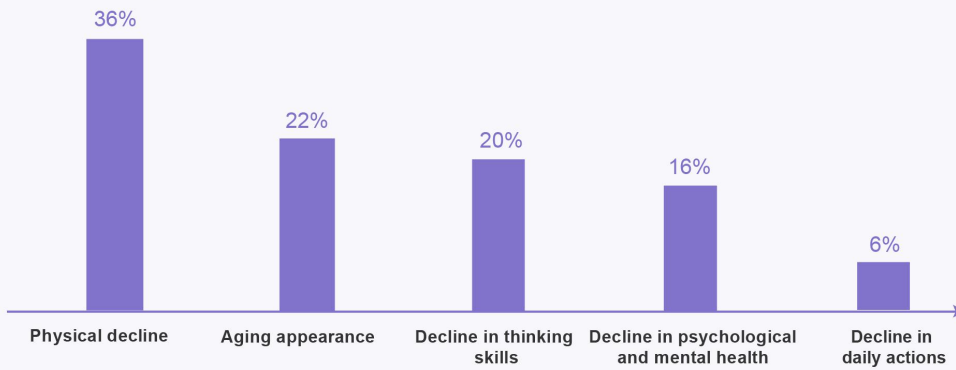


At the same time, we investigated if people perceived they had already entered aging stage, by comparing their actual age and the perceived aging age. The findings turned out to be interesting. For the people aged 20-50, their anxiety about aging reach a peak every five years. After the peak time of anxiety, they seemed to be relaxed for the following four years until the next five-year peak came.



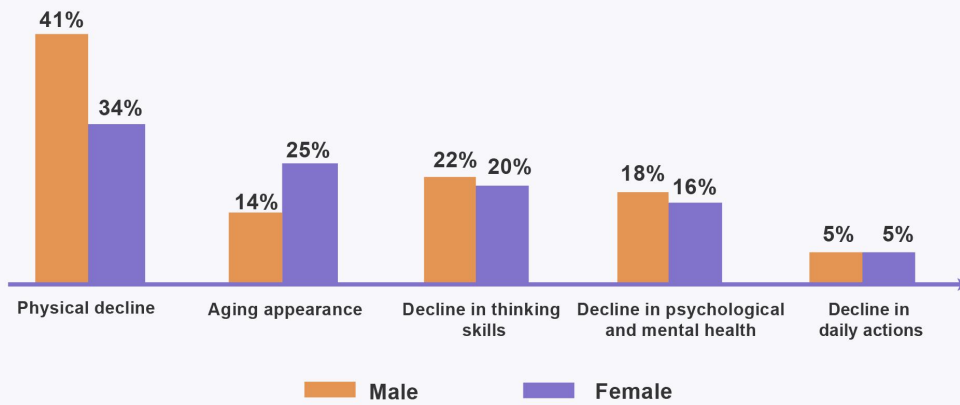
Physical decline is perceived to be the primary signs of aging, followed by the aging appearance and a decline in thinking skills. In contrast, female respondents were more sensitive to the aging appearance. The younger groups' perceptions about aging tend to be the aging appearance and mental health. As the optimistic post-70s have gone through various stages in life, so a higher proportion of this group perceived that the decline in thinking skills marked the beginning of aging compared to other groups.

### Which signs do you think mark the beginning of aging?



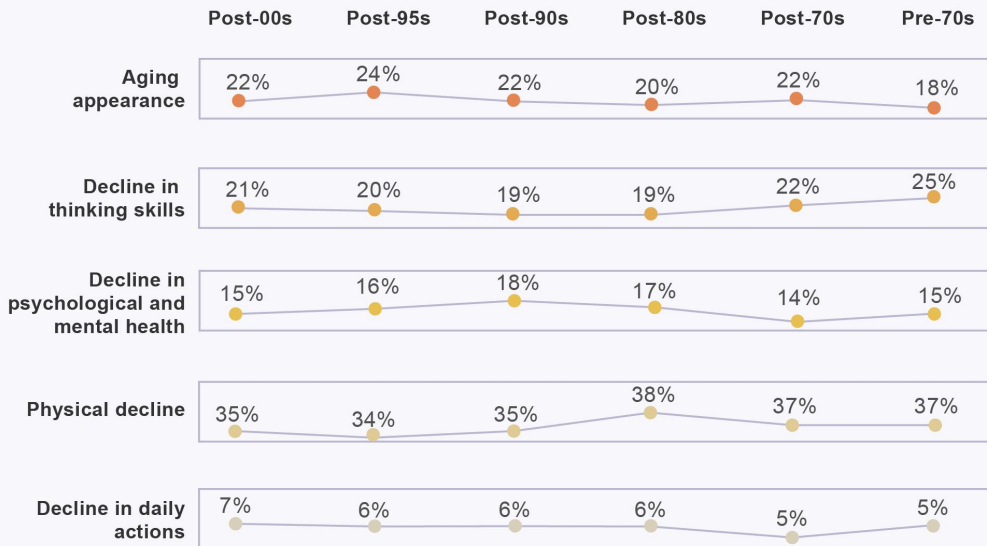
Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 56,196

### The perceived signs of aging, by gender



Source: 2021 Health Insights Report by DX Doctor, December 2020, N: Male = 14,349; Female = 41,847

The perceived signs of aging, by age



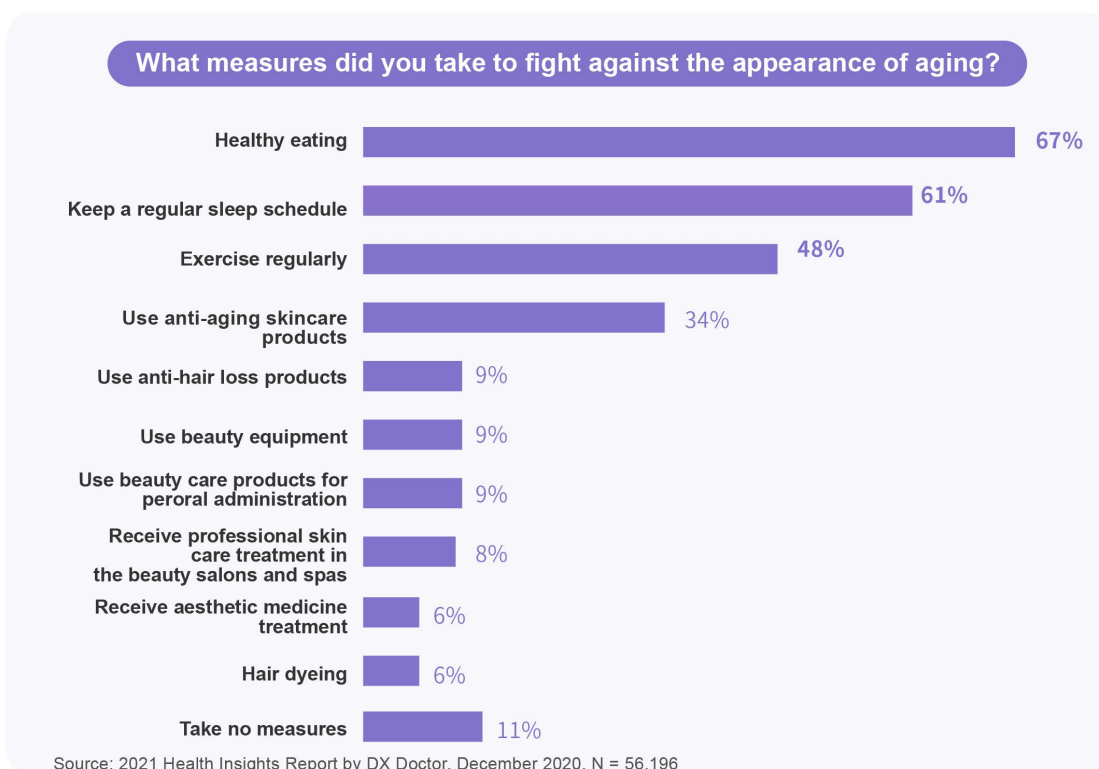
Source: 2021 Health Insights Report by DX Doctor, December 2020  
 N: post-00s = 3,914; post-95s = 15,177; post-90s = 14,442; post-80s = 15,016; post-70s = 4,985; pre-70s = 2,662

According to our survey, 89% of respondents took active actions to fight off the aging appearance. They mainly started from improving their own behaviors to live a healthy lifestyle, such as maintaining healthy eating, regular sleep schedule, and regular exercise. Besides, 34% of people chose to use anti-aging skincare products.

Did you take actions to fight against aging appearance?



Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 56,196



We found people from different age groups put different emphasis on the efforts to fight against the appearance of aging. Most post-70s and pre-70s relied on their own efforts to live a healthy lifestyle, while most of post-90s and post-80s sought external assistance, and preferred to actively fighting off aging with anti-aging products, high technology and other professional methods.

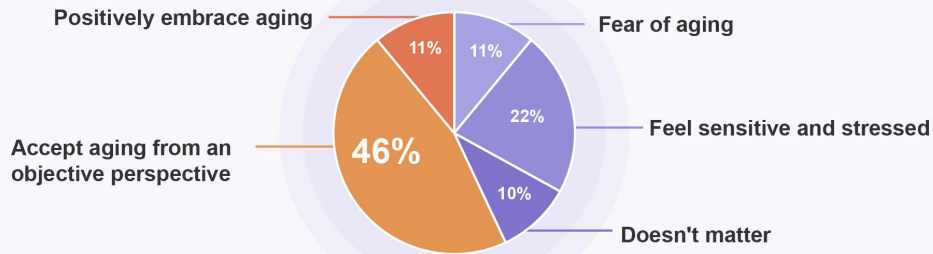
The measures of fighting against the appearance of aging, by age



Source: 2021 Healths Insights Report by DX Doctor, December 2020  
 N: post-00s = 3,914; post-95s = 15,177; post-90s = 14,442; post-80s = 15,016; post-70s = 4,985; pre-70s = 2,662

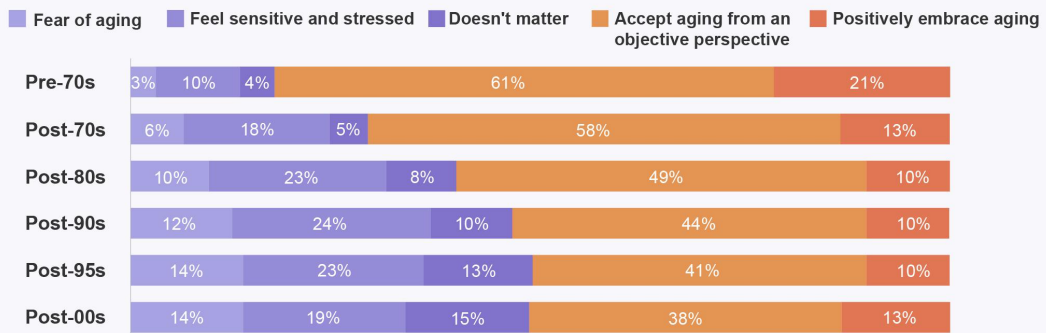
How to respond to aging? Most of respondents embrace the process. Women and younger groups are more sensitive and fearful of aging; however the older groups are more optimistic when it comes to embracing aging.

### How do you feel about aging?



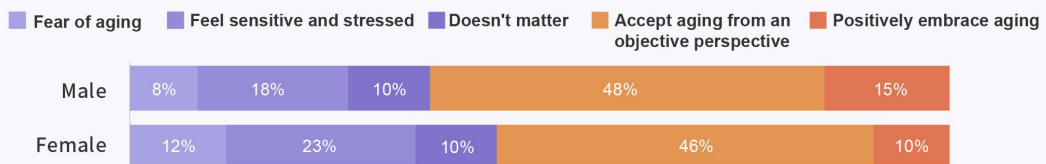
Source: 2021 Healths Insights Report by DX Doctor, December 2020, N = 56,196

### The attitudes toward aging, by age



Source: 2021 Healths Insight sReport by DX Doctor, December 2020  
 N: post-00s = 3,914; post-95s = 15,177; post-90s = 14,442; post-80s = 15,016; post-70s = 4,985; pre-70s = 2,662

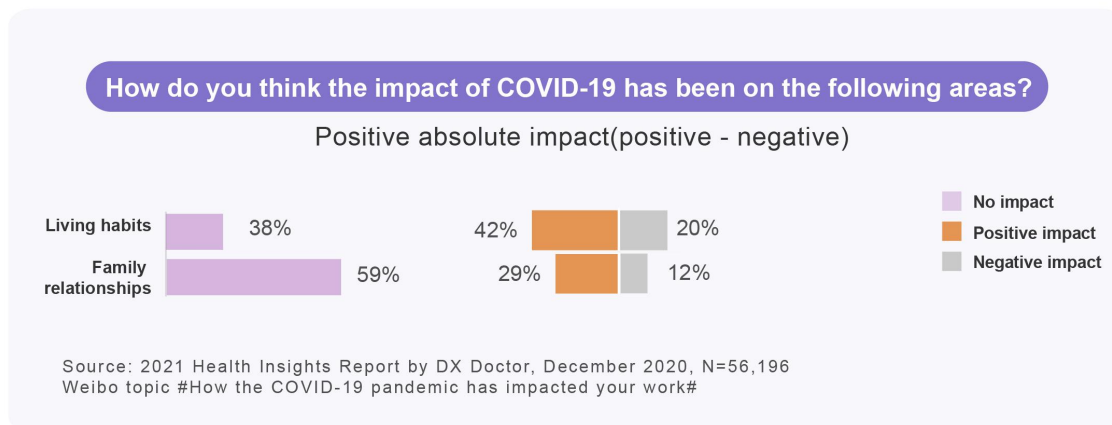
### The attitudes toward aging, by gender



Source: 2021 Health Insights Report by DX Doctor, December 2020  
 N: Male=14,349, Female=41,847

## 2.5 The COVID-19 pandemic brings both short-term impacts on life, also long-term confidence

Although the COVID-19 pandemic brought considerable impacts and inconveniences to our daily lives, including our work, commute and tourism in 2020, we also saw positive outcomes in our living habits and family relationships.

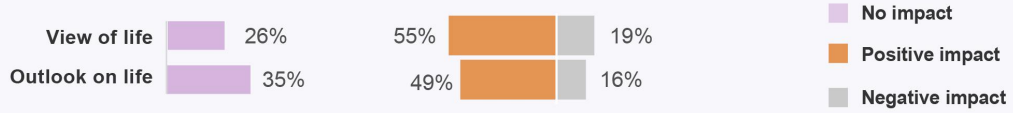


When asked to sum up 2020 in one word or phrase, the respondents were most grateful for “being alive” during the pandemic. In the beginning of 2020, the pandemic dragged everyone into anxious, powerless and confused situations. By the end of the year, people were grateful for being alive which has a sense of humor, and this attitude also revealed the optimistic expectations for making the life worth living.

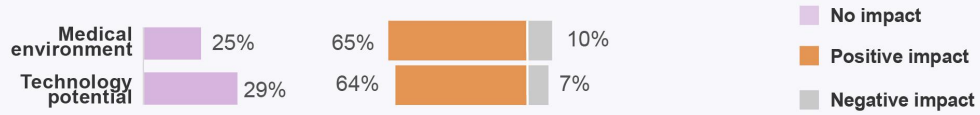
35% of respondents said the COVID-19 pandemic had no impact on their outlook on life; while 49% admitted a positive influence. And 55% thought the pandemic had a positive impact on their view of life. Besides, over 60% of respondents held a positive attitude toward both the prospects of healthcare system and the potential of technologies. Only 7% and 10% held a negative view, respectively.

However, the people were not very optimistic toward the economic situations, and about one-third of respondents had positive, neutral and negative attitudes toward economic situations, respectively.

How do you think the impact of COVID-19 has been on the following areas?



How did your perceptions change in the following aspects after the pandemic?



Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 56,196



## PART 02

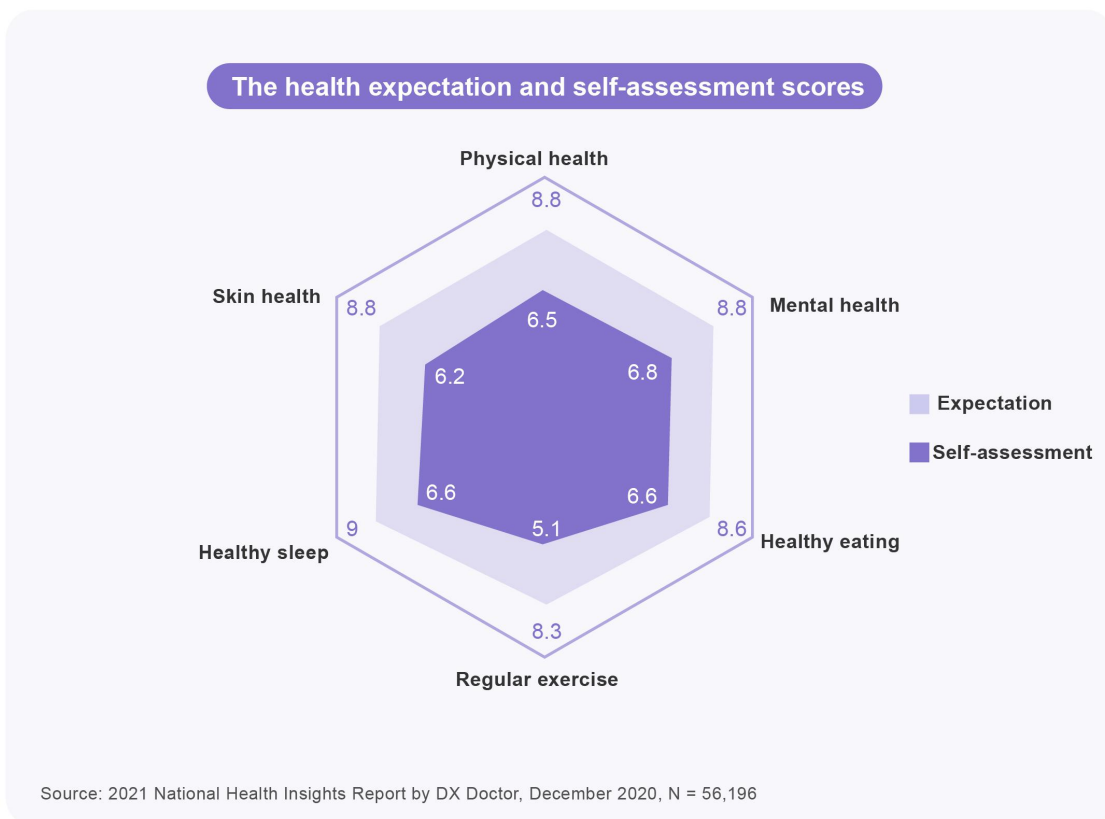
# Health Expectations and Self-assessment

We tracked the health expectations and self-assessment of Chinese residents in the past three years, and got the opportunity to further explore more granular dimensions. According to the survey conducted in 2020, there still exist a significant gap between health expectations and self-assessment from different dimensions. The gap can be considered as the difference between expectations and reality. We found the largest gap in regular exercise. Although the respondents had a low expectation on regular exercise, they gave a dramatically lower score in self-assessment. In contrast, we observed a higher expectation on mental health compared to previous years, along with an increasing gap.

# 1. Health expectations and self-assessment: the largest gap was found in exercise, and a higher expectation was observed in mental health

## 1.1 Overall health expectations vs. current status in 2020: the largest gap was found in regular exercise

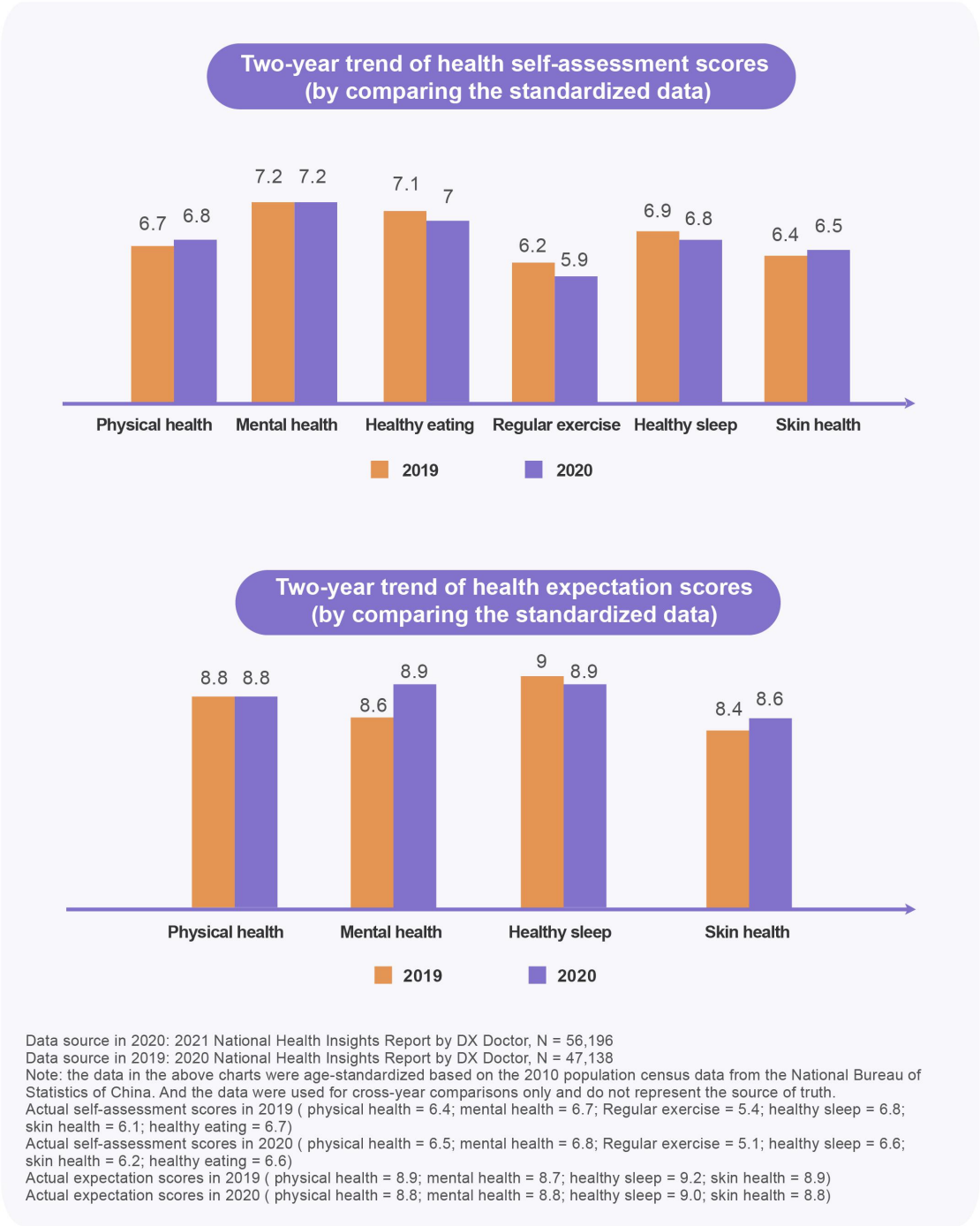
Among different dimensions, the respondents had the highest expectation on healthy sleep (scored at 9), and the lowest expectation on regular exercise (scored at 8.3). The self-assessed score on regular exercise was 5.1, the lowest among the given dimensions, and the self-rated skin health recorded the second-lowest score of 6.2. Due to slight difference in expectation scores, the two dimensions with the lowest self-assessment scores reflected the largest gap, which were regular exercise and skin health.



## 1.2 Compared with previous years, the scores of mental health reflected a larger gap, while the scores of other dimensions were basically similar to the previous year

Except for mental health, a small gap was observed in other dimensions after comparing the data collected in 2019 and 2020.

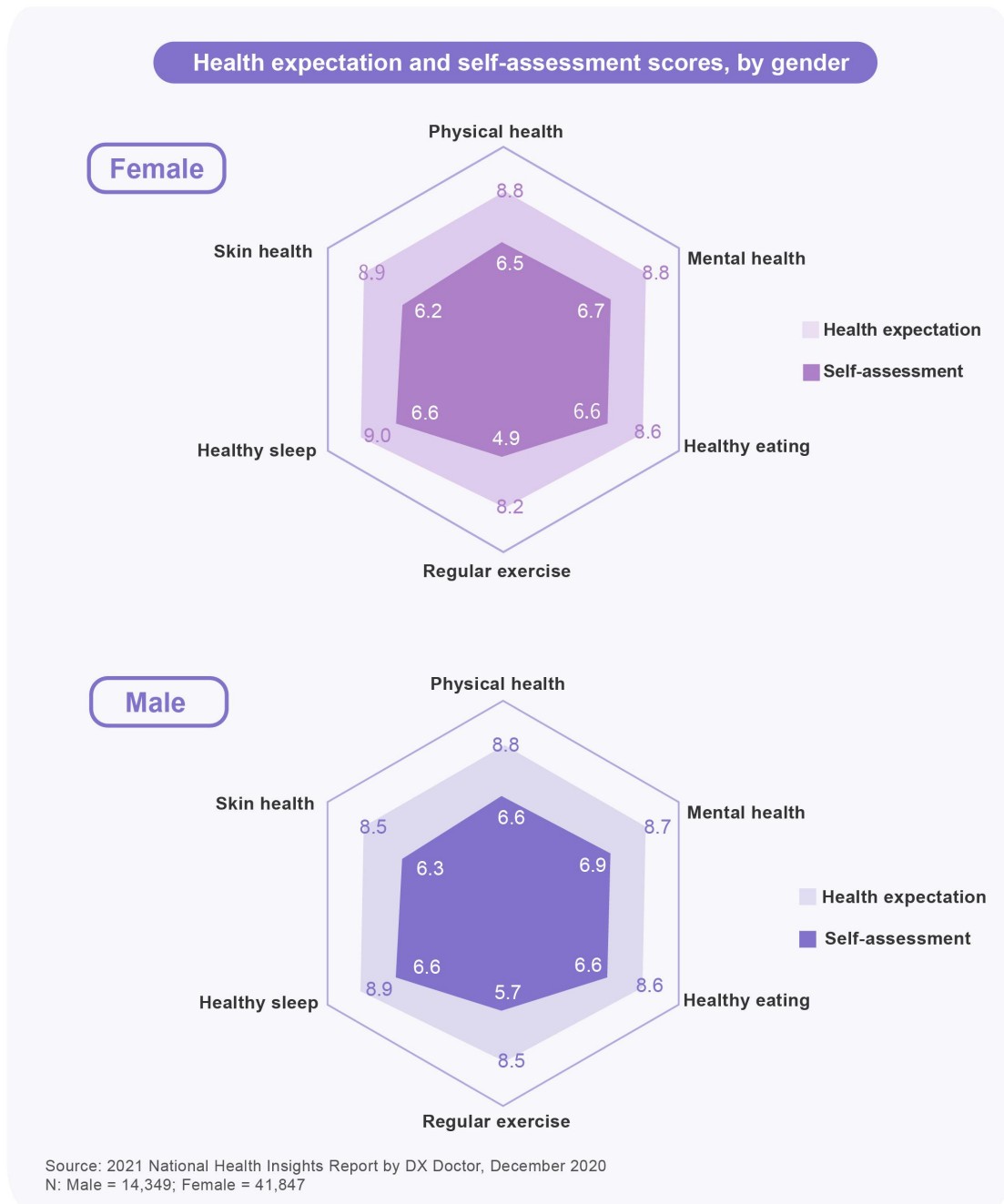
In 2020, the gap between expectations and self-assessment scores in mental health became more prominent. This main reason lies in the increasing expectations on mental health, while the self-rated scores maintained the same level. This reflected that Chinese residents have attached greater priority to and raised expectations on mental health, but it seems as if they did not recognize more effective solutions in reality. Additionally, the regular exercise recorded the largest gap in the self-assessment scores which dropped from 6.2 in 2019 to 5.9 in 2020. The gap may partly be attributed to the rising number of otaku caused by the COVID-19 pandemic.



### 1.3 The gap was larger in women than men, and the largest gap was found in post-95s and post-90s.

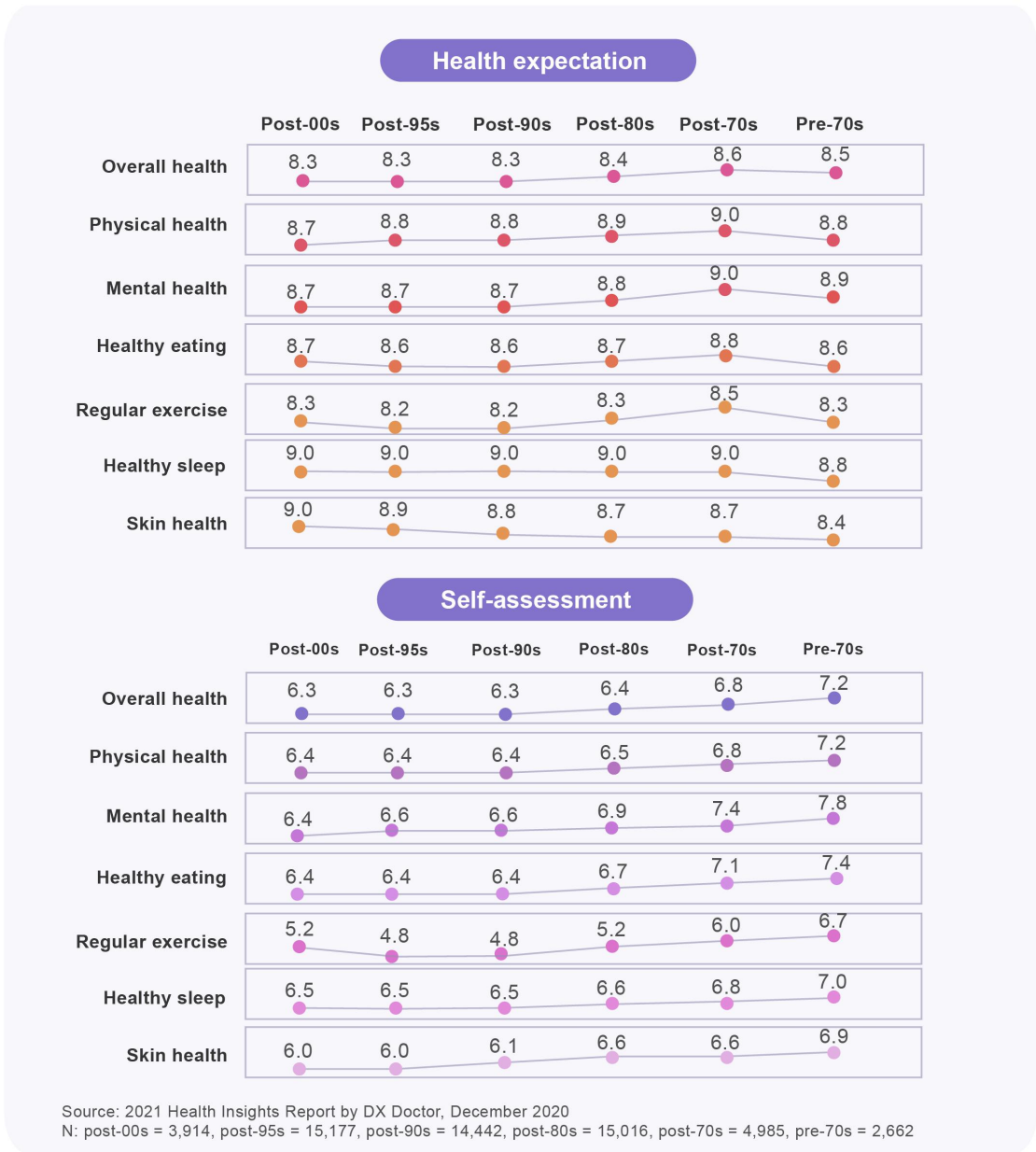
The gap was larger in women than men in all the surveyed health dimensions, and the largest gap was observed in skin health and regular exercise dimensions for quite different reasons. In terms of skin health,

the huge gap mainly resulted from a much higher expectation of women. They gave lower self-assessment scores to regular exercise due to lack of efforts, which led to a great gap in the exercise.



By comparing health expectation and self-assessment scores by age, we found the post-90s, post-95s and post-00s respondents basically had lower scores in all health dimensions than the older groups. This can be explained by the fact that the younger groups attached less attention to the health than the older groups. However, it cannot be overlooked that the post-90s, post-95s and post-00s groups had a higher gap in each health dimension than the other groups. This reflected a much greater gap between health expectation and reality among the younger groups. And they also clearly perceived that their efforts did not deserve the score higher than 5.3.

Interestingly, the pre-70s group did not present a high expectation on health, but they made equal or even more efforts than the others to stay healthy and they had a higher self-rated score. It's likely because the pre-70s consciously set achievable goals, and they were able to make persistent efforts and devote more time to stay healthy.



## PART 03

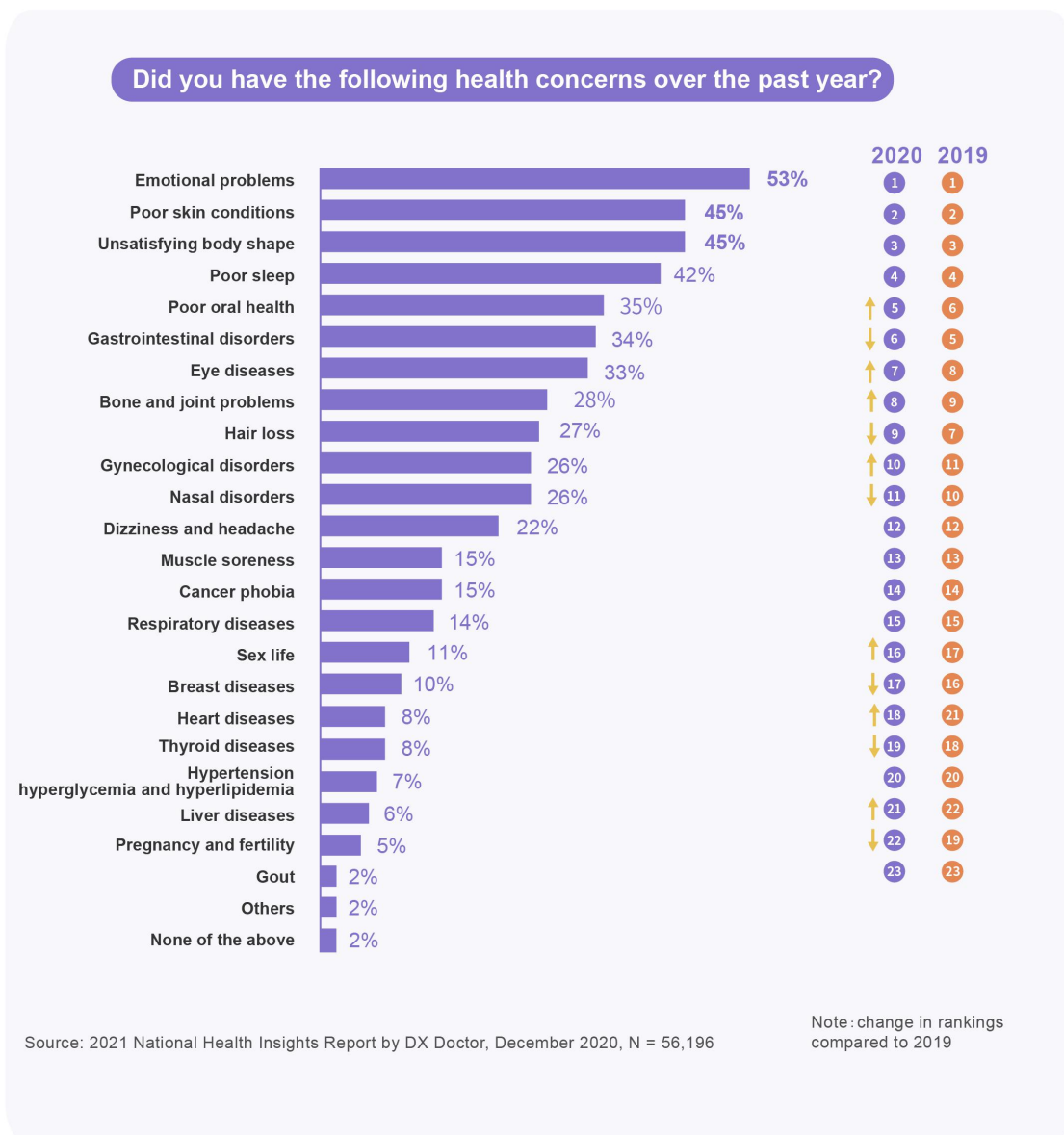
# Health Behaviors

The young people in contemporary society seem to feel both passion and struggle toward health. In spite of great expectations on health, they are plagued by various health issues, and always put off until tomorrow what can be done today. It seems as if the public need the guidance of a textbook and a ferule to navigate them through healthy behaviors, just like other behaviors that they cannot foresee any benefits from in a short term.

# 1. Physical health: the top 4 health problems focus on emotion, skin, body shape and sleep

## 1.1 Health problems: emotional issues remain the primary concern

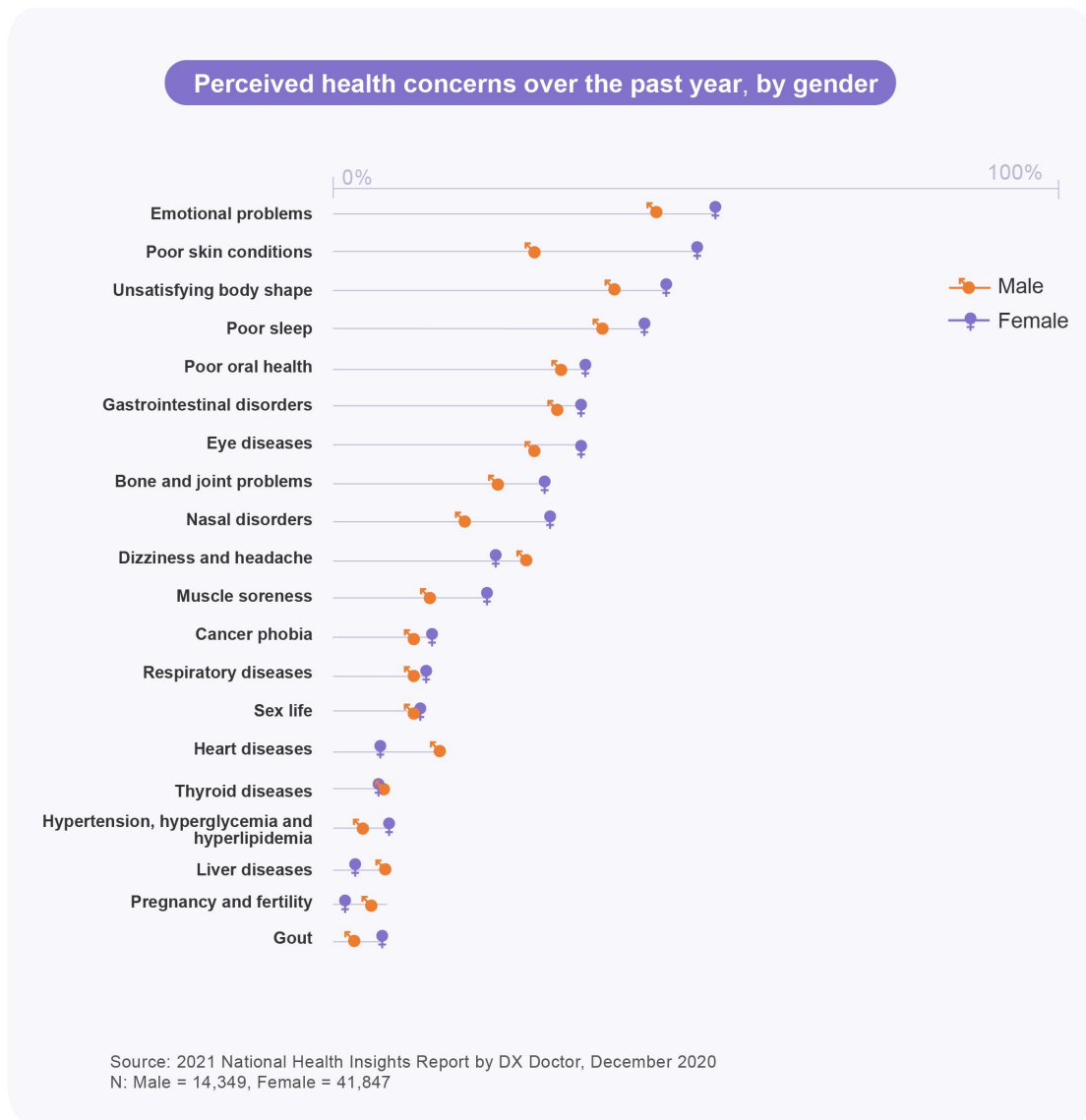
98% of the respondents indicated they were plagued by health issues. In 2020, the ranking of health problems among respondents was basically the same as last year, with the top 3 problems being emotional issues, poor skin conditions and unsatisfactory body shape.



By comparing health concerns by sex, we found that women were more concerned about skin, emotion, hair

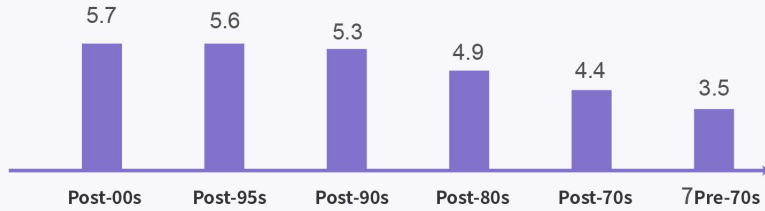


loss, body shape and sleep, while men were more likely to have health problems in nose, sex life, blood pressure, blood sugar, liver and gout.



According to our comparison results by age, it's found that the young people were more susceptible to health problems, with the average number of health concerns higher than that of the older groups. Among the post-90s groups (including post-90s, post-95s and post-00s), the health concerns were more prominent in mental health, skin, body shape and sleep health. A similar proportion of respondents in different age groups reported sleep problems. Although the older groups pay more attention on bone problems, it was found that the age factor did not cause a large gap in this aspect.

The average number of perceived health concerns over the past year, by age



Source: 2021 National Health Insights Report by DX Doctor, December 2020 N = 56,196  
 N: post-00s = 3,914; post-95s = 15,177; post-90s = 14,442; post-80s = 15,016; post-70s = 4,985; pre-70s = 2,662

Perceived health concerns over the past year, by age



Source: 2021 National Health Insights Report by DX Doctor, December 2020  
 N: post-00s = 3,914; post-95s = 15,177; post-90s = 14,442; post-80s = 15,016; post-70s = 4,985; pre-70s = 2,662

## Top 5 health concerns of people over the past year, by age

## POST-00S

<b>Top 1</b>	<b>Emotional disturbance</b> (anxiety, depression, etc.)	61%
<b>Top 2</b>	<b>Poor skin conditions</b>	57%
<b>Top 3</b>	<b>Unsatisfactory body shape</b> (obesity, emaciation, body type, etc.)	53%
<b>Top 4</b>	<b>Eye diseases</b>	50%
<b>Top 5</b>	<b>Poor sleep</b>	46%

## POST-95S

<b>Top 1</b>	<b>Emotional disturbance</b> (anxiety, depression, etc.)	59%
<b>Top 2</b>	<b>Poor skin conditions</b>	57%
<b>Top 3</b>	<b>Unsatisfactory body shape</b> (obesity, emaciation, body type, etc.)	49%
<b>Top 4</b>	<b>Poor sleep</b>	44%
<b>Top 5</b>	<b>Gastrointestinal disorders</b>	41%

## POST-90S

<b>Top 1</b>	<b>Emotional disturbance</b> (anxiety, depression, etc.)	55%
<b>Top 2</b>	<b>Poor skin conditions</b>	50%
<b>Top 3</b>	<b>Unsatisfactory body shape</b> (obesity, emaciation, body type, etc.)	47%
<b>Top 4</b>	<b>Poor sleep</b>	42%
<b>Top 5</b>	<b>Gastrointestinal disorders</b>	36%

## POST-80S

<b>Top 1</b>	<b>Emotional disturbance</b> (anxiety, depression, etc.)	51%
<b>Top 2</b>	<b>Unsatisfactory body shape</b> (obesity, emaciation, body type, etc.)	44%
<b>Top 3</b>	<b>Poor sleep</b>	40%
<b>Top 4</b>	<b>Poor skin conditions</b>	39%
<b>Top 5</b>	<b>Poor oral health</b> (toothache, bleeding gums, etc.)	31%

## POST-70S

<b>Top 1</b>	<b>Poor sleep</b>	39%
<b>Top 2</b>	<b>Emotional disturbance</b> (anxiety, depression, etc.)	38%
<b>Top 3</b>	<b>Bone and joint problems</b>	36%
<b>Top 4</b>	<b>Unsatisfactory body shape</b> (obesity, emaciation, body type, etc.)	31%
<b>Top 5</b>	<b>Eye diseases</b>	29%

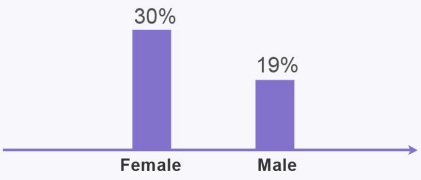
## PRE-70S

<b>Top 1</b>	<b>Bone and joint problems</b>	39%
<b>Top 2</b>	<b>Poor sleep</b>	35%
<b>Top 3</b>	<b>Eye diseases</b>	32%
<b>Top 4</b>	<b>Emotional disturbance</b> (anxiety, depression, etc.)	25%
<b>Top 5</b>	<b>Poor oral health</b> (toothache, bleeding gums, etc.)	24%

Source: 2021 National Health Insights Report by DX Doctor, December 2020  
N: post-00s = 3,914; post-95s = 15,177; post-90s = 14,442; post-80s = 15,016; post-70s = 4,985; pre-70s = 2,662

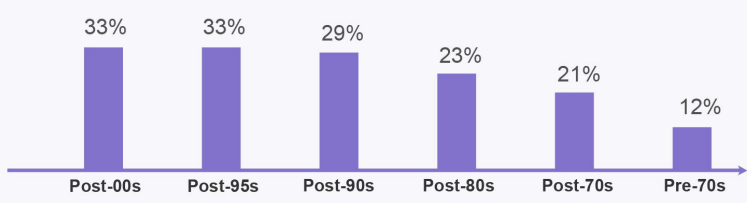
Now hair loss has become a growing health concern for some people. The survey data indicated that hair loss has been listed into the top 10 public health concerns, with more concerns and worries arising among women and young people. According to the survey data on hair loss released by the National Health Commission of China, more than 250 million people are suffering from hair loss in China, which means 1 out of 6 Chinese people on average have hair loss problems. The data also highlights an obvious trend of hair loss in a younger age group, and a large number of post-90s has joined the force of fighting hair loss.

### The people suffering from hair loss over the past year, by gender



Source: 2021 National Health Insights Report by DX Doctor, December 2020  
N: Male = 14,349, Female = 41,847

### The people suffering from hair loss over the past year, by age



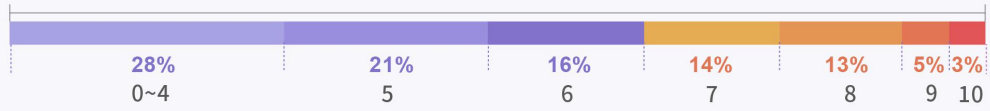
Source: 2021 National Health Insights Report by DX Doctor, December 2020  
N: post-00s = 3,914, post-95s = 15,177, post-90s = 14,442, post-80s = 15,016, post-70s = 4,985, pre-70s = 2,662

## 1.2 Health Behaviors: younger groups are less active than the elders

Most respondents said they did not make enough efforts to stay healthy, and reported an average self-assessment score of 5.5. By comparing different groups, we found men made more efforts than women to keep fit, and the older groups were more active than younger groups in living a healthy life. It's undeniable that they have taken actions. 96% of respondents took positive measures to keep fit, starting with a healthy daily routine. The top 3 actions to maintain health include: maintain good living habits, get regular exercise and access more health related information.

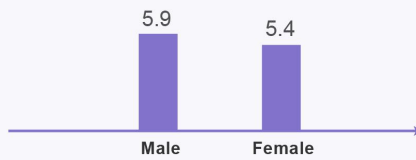
The efforts made to stay healthy

AVERAGE 5.5



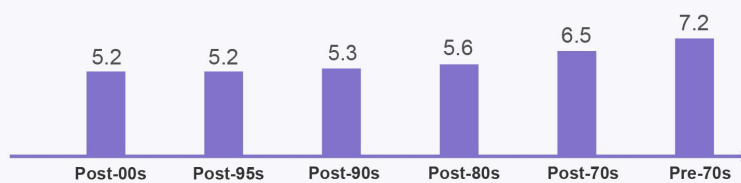
Source: 2021 National Health Insights Report by DX Doctor, December 2020, N = 56,196

Overall health efforts, by gender



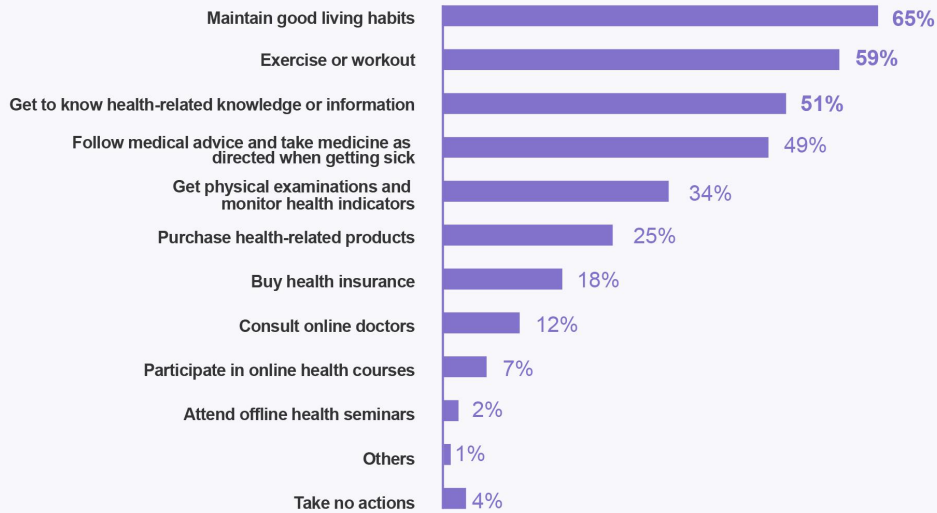
Source: 2021 Health Insights Report by DX Doctor, December 2020, N: males = 143,499; females = 41,847

Overall health efforts, by age



Source: 2021 Health Insights Report by DX Doctor, December 2020, N: post-00s = 3,914, post-95s = 15,177, post-90s = 14,442, post-80s = 15,016, post-70s = 4,985, pre-70s = 2,662

**What actions did you take to stay healthy or improve health?**



Source: 2021 National Health Insights Report by DX Doctor, December 2020, N = 56,196

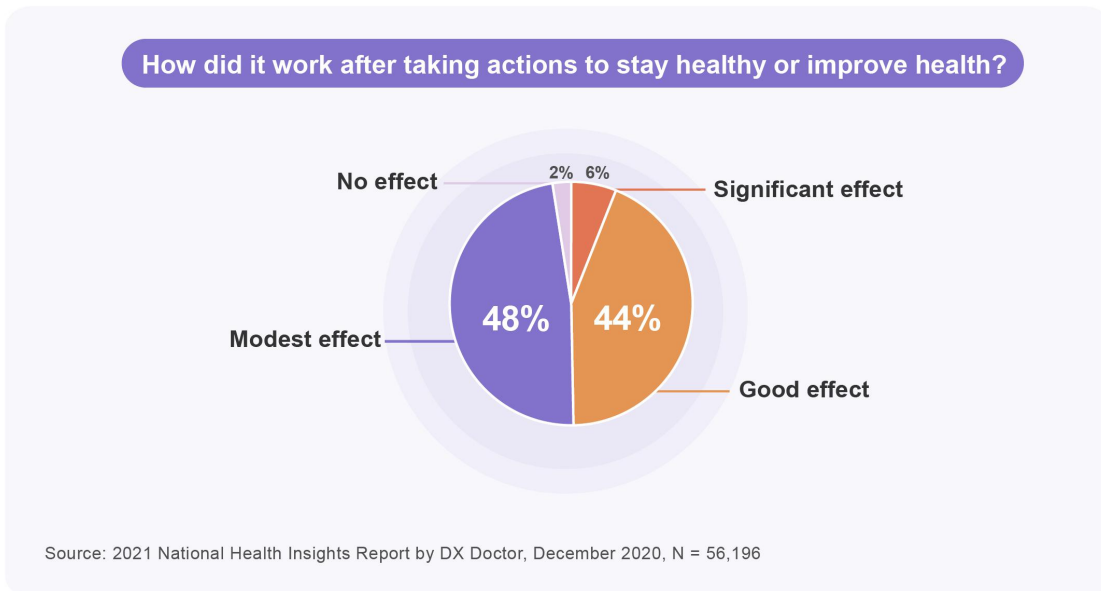
Targeting health-related knowledge and information is also a major way to stay healthy, in addition to maintain good living habits and schedule exercise and fitness. The top 5 most-read articles published on DX Doctor platform reveal that people put more focus on the pandemic protection and related information during the COVID-19 outbreak.

**The top 5 most-read articles by DX Doctor during the COVID-19 pandemic**

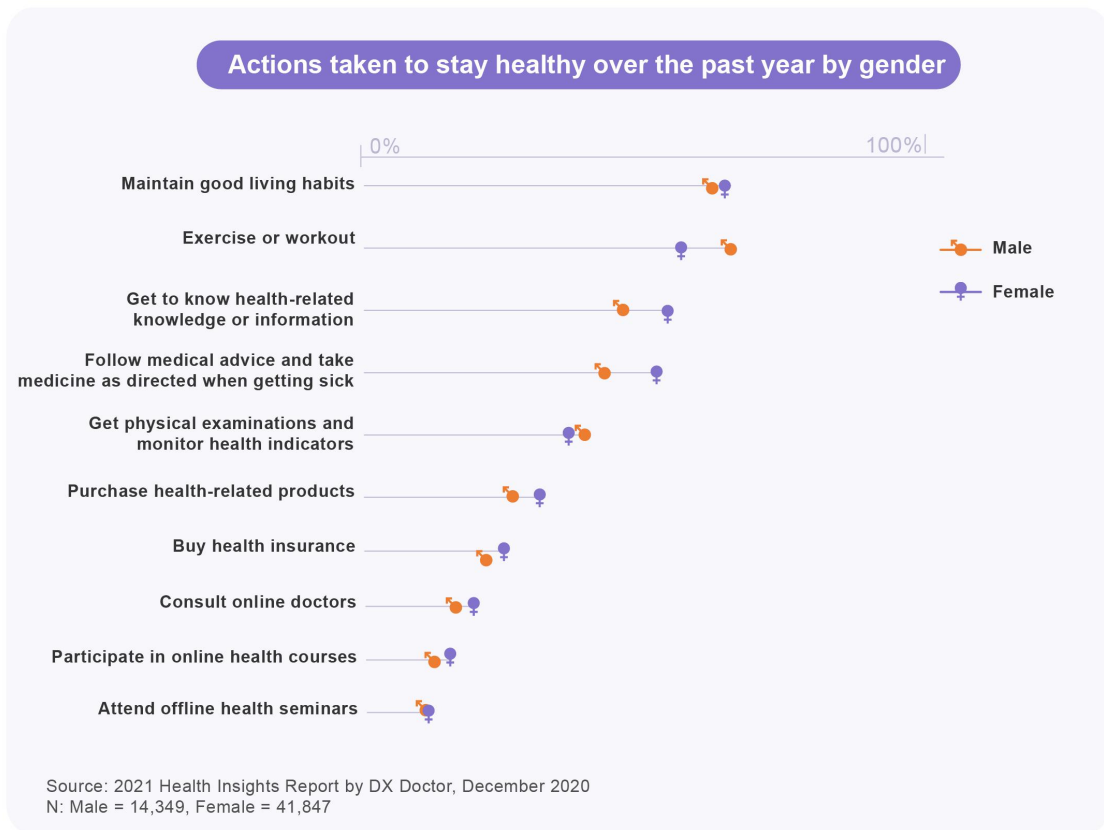
- 1 Why Shuanghuanglian Oral Liquid Solution (a Chinese herbal remedy) shouldn't be used to prevent coronavirus?
- 2 Coronavirus can't stand alcohol or high temperatures, but vinegar, saline water and cigarette cannot cure the coronavirus. 11 Myths You Need to Know
- 3 It's useless to wear a face mask if your glasses fog up. Don't make these five mistakes when wearing a face mask!
- 4 What to do if someone in your neighborhood is infected with the coronavirus? 10 must-know questions and answers
- 5 Never overlook these things which are more important than wearing a mask during pandemic?

Source: Article view data on DX Doctor platform from June 2020 until December 2020

After adopting health behaviors, 98% of respondents recognized certain benefits from such behaviors, and 50% reported a prominent improvement. To sum up, good health comes from hard work and persistent efforts.



By comparing health behaviors by sex, it was found that women tend to stay healthy by maintaining good living habits and accessing health-related information, while men were willing to make more efforts, such as exercise or workout.



By comparing health behaviors by age, we discovered that young people were less active in all aspects than the older groups. Among pre-70s and post-70s groups, most people were willing to make efforts in exercise and fitness, and attached more significance to the measurement of health indicators. While the post-80s stood out from others in the active purchase of health-related products and insurance coverage. As the backbone of the family, the post-80s have sufficient financial capability but lack time, which may explain their practical approaches.



### Different behaviors to stay healthy, by age

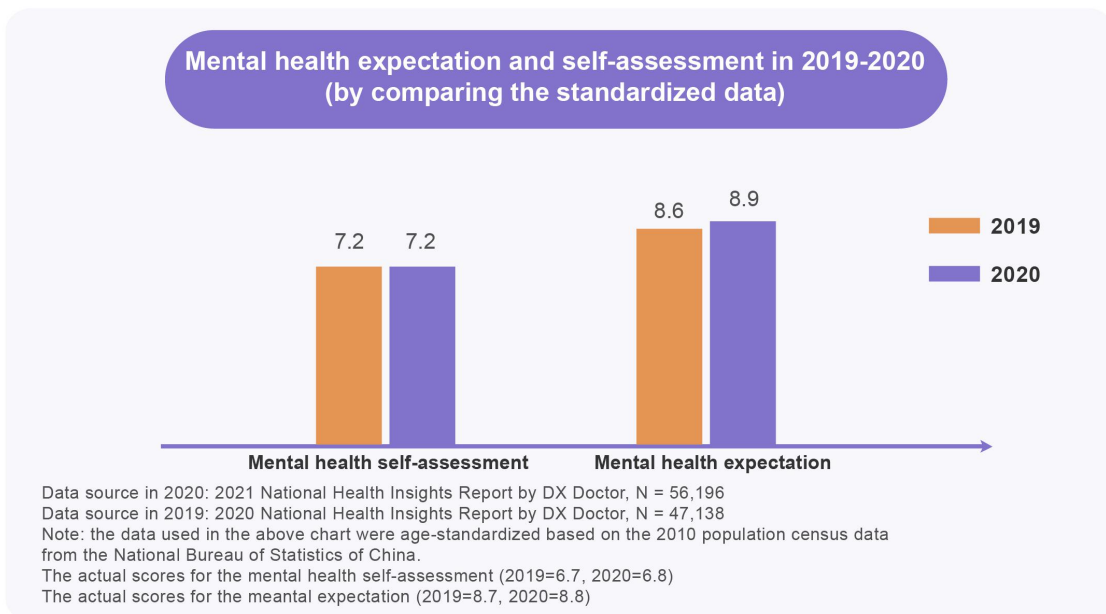


Source: 2021 National Health Insights Report by DX Doctor, December 2020  
 N: post-00s = 3,914, post-95s = 15,177, post-90s = 14,442, post-80s = 15,016, post-70s = 4,985, pre-70s = 2,662

## 2. Mental health: a scientific guidance is needed to improve mental health

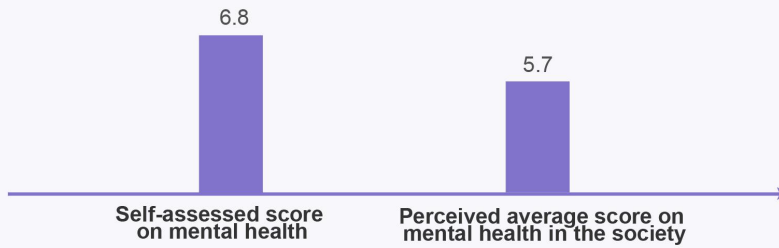
### 2.1 Current status and problems: more than half of the population have a phobia about anxiety and depression

The mental health self-assessment scored 7.2 in 2020, about the same level as last year. However, the expectations score on mental health increased significantly from 8.6 to 8.9, making the gap in mental health more prominent compared to last year.



According to the survey responses, the perceived average mental health state in society scored at 5.7 below the passing line, lower than the self-assessment score. The frequent occurrence of tragedies involving mental health issues in society also may bring about anxiety and concerns about the average mental state in society.

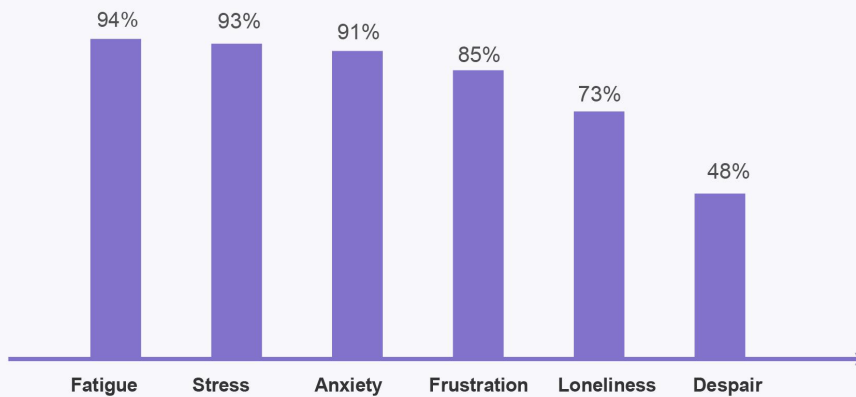
People's mental health self-assessment and their perceptions about mental health state in the society



Source: 2021 National Health Insights Report by DX Doctor, December 2020, N = 56,196

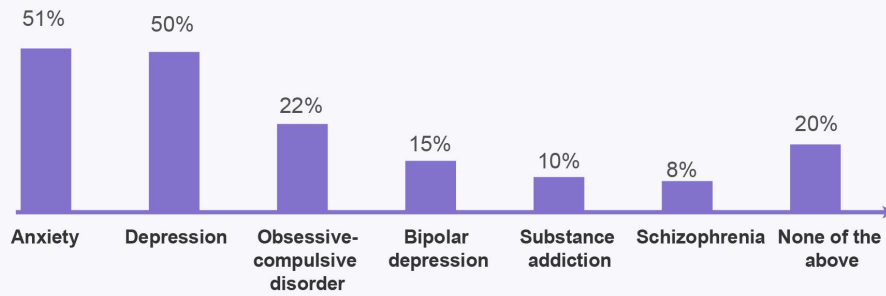
In recent years, the population with psychological and behavioral problems or mental disorders has gradually increased in China, and mental health problems have become increasingly prominent. According to this survey, fatigue was the primary negative emotion in the past six months, followed by stress and anxiety. 8 out of 10 people were concerned they might be suffering from mental disorders, and 5 out of 10 people were worried they might be experiencing anxiety and depression. The 2020 Report on the Nutrition and Chronic Diseases Status of Chinese Residents reveals that the prevalence of depression and anxiety in China is close to 7%.

What negative emotions did you have in the recent half year?



Source: 2021 National Health Insights Report by DX Doctor, December 2020, N = 56,196

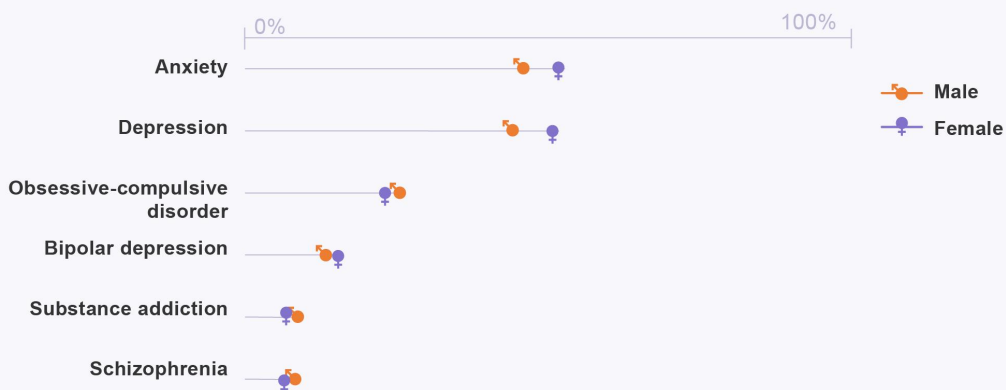
What kinds of mental disorders are/were you concerned you might be suffering from?



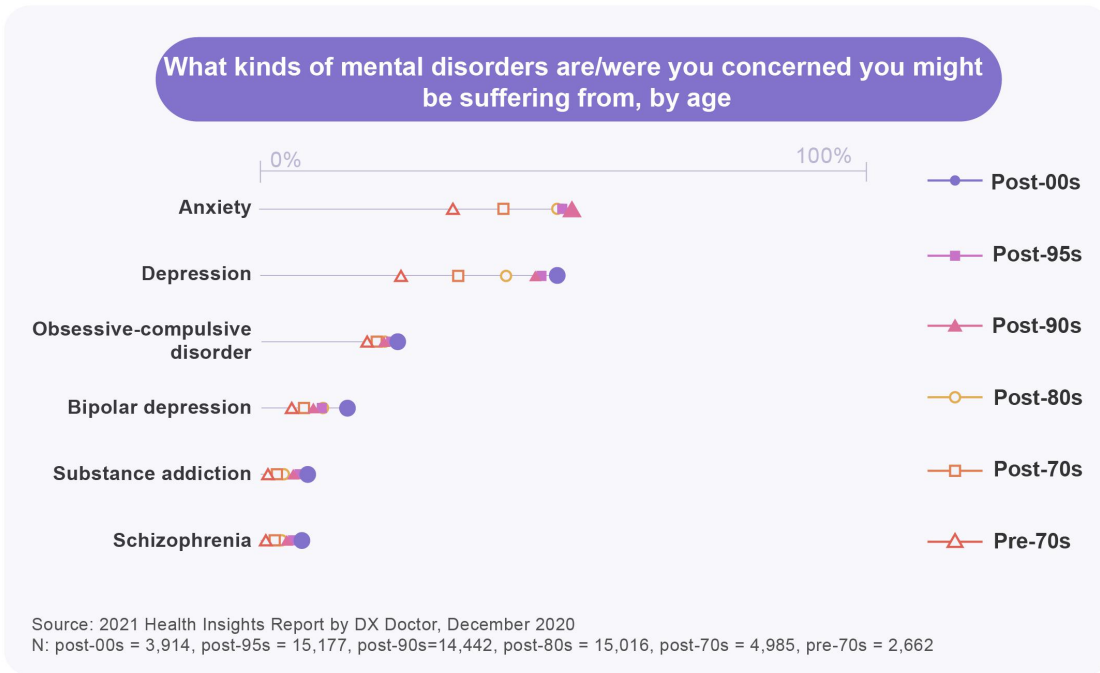
Source: 2021 National Health Insights Report by DX Doctor, December 2020, N = 56,196

By comparing the respondents by sex, we found that women were more worried about suffering from anxiety and depression than men. By age, more young groups were worried about experiencing mental disorders than older groups. However, regardless of gender and age, a higher proportion of people had a fear of suffering from anxiety and depression. Considering that society is not highly aware of mental disorders, it is difficult for us to use the term "high prevalence" and maybe "awareness rate" is more appropriate.

What kinds of mental issues are/were you concerned you might be suffering from, by gender



Source: 2021 Health Insights Report by DX Doctor, December 2020  
N: Male=14,349, Female = 41,847

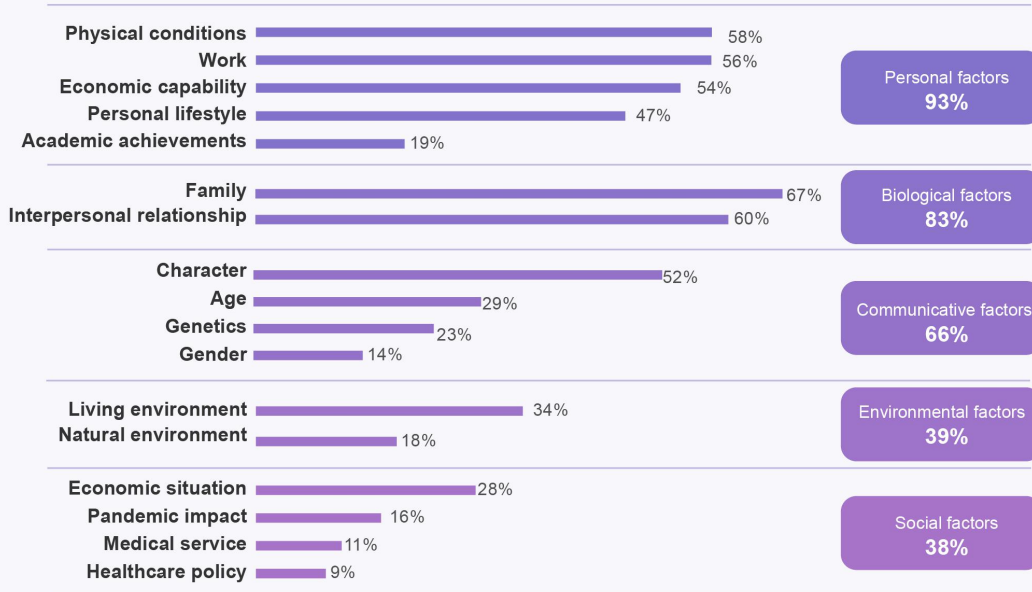


## 2.2 Disturbing factors: the persistent laborers are seeking a sense of value at work

Family has become the most important factor influencing people's mental health, while other factors such as interpersonal relationships, physical conditions, work and economic capability also lead to mental disturbance.

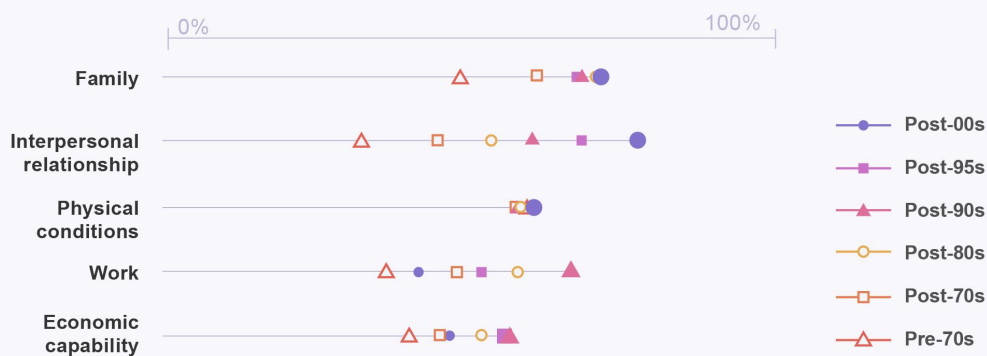
At their current life stage, the post-90s and post-80s groups need to shoulder great responsibilities with family and work, and also face stress and disturbance from families and work. The younger groups especially were experiencing more obvious mental health problems from family.

### What factors will you think influence mental health?



Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 56,196

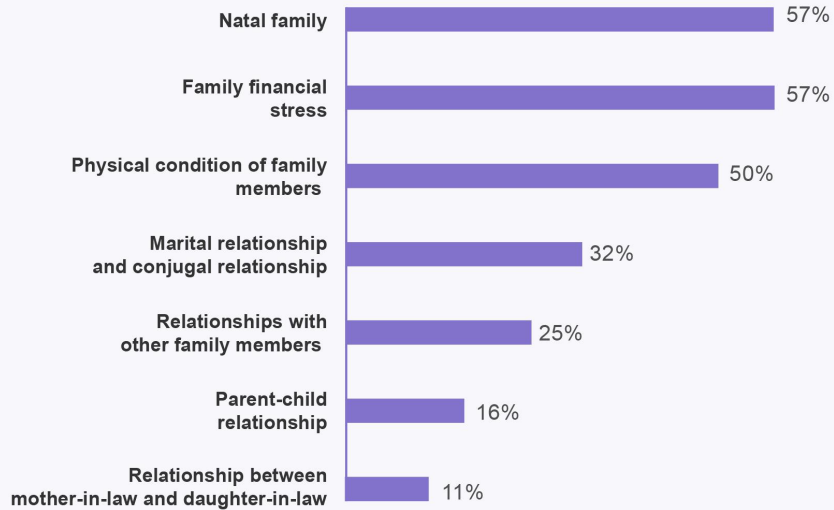
### Perceived top five factors influencing mental health, by age



Source: 2021 Health Insights Report by DX Doctor, December 2020  
 N: post-00s = 3,914, post-95s = 15,177, post-90s = 14,442, post-80s = 15,016, post-70s = 4,985, pre-70s = 2,662

Among the family factors influencing mental health, the natal family and financial stress are the two major sources of pressure. Family provides the first social environment in life, so the growth environment and interactions with parents determines the foundation of mental health. Additionally, with the maturity of the post-80s and post-90s, the economic and social environment in China has changed dramatically. However, their parents may have not kept pace with the changes in cognition and thinking, thus leading to conflicts between the two generations in terms of family or consumption views.

What family factors you think will influence your mental health?



Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 56,196

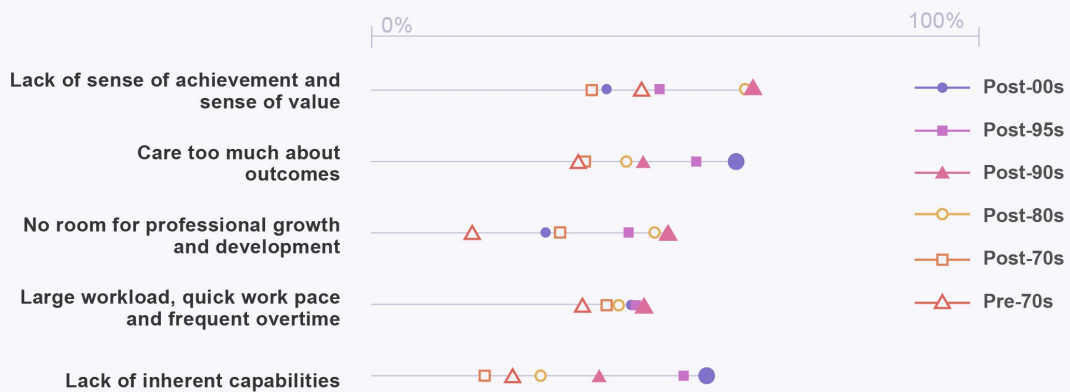
The topic of physical exertion in the workplace such as extra workload and excessive overtime continues to be a hot topic on social platforms, but its impact on mental health only ranks fourth. Lack of the sense of achievement and sense of value at work are the most important work-related factors that affect mental health. The sandwich generation of post-80s and post-90s are more concerned with growth, while the new generation of post-00s and post-95s perceive that they lack ability but care about outcomes, which also leads to anxiety.

What work factors you think will influence your mental health?



Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 56,196

Perceived top five work factors influencing mental health, by age

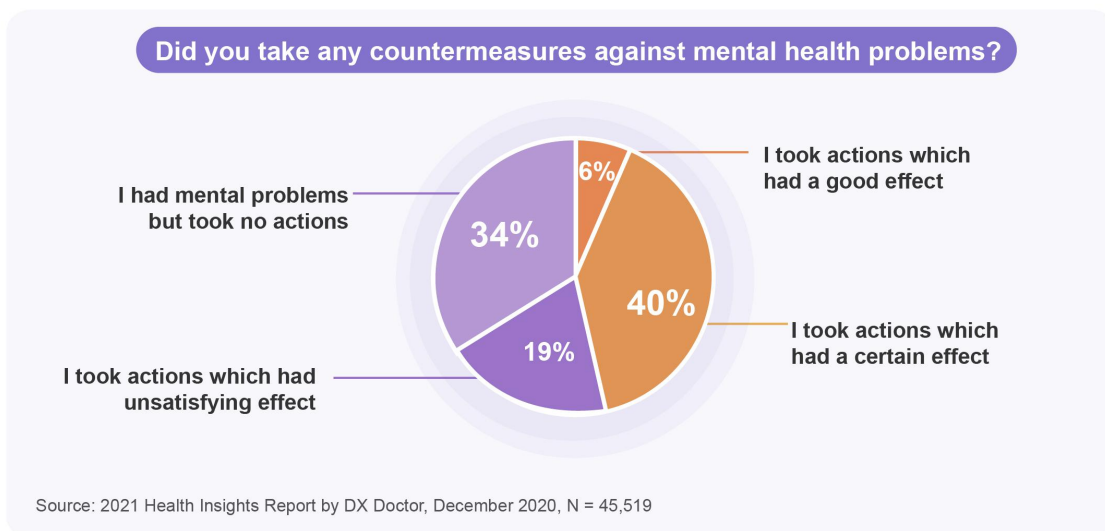
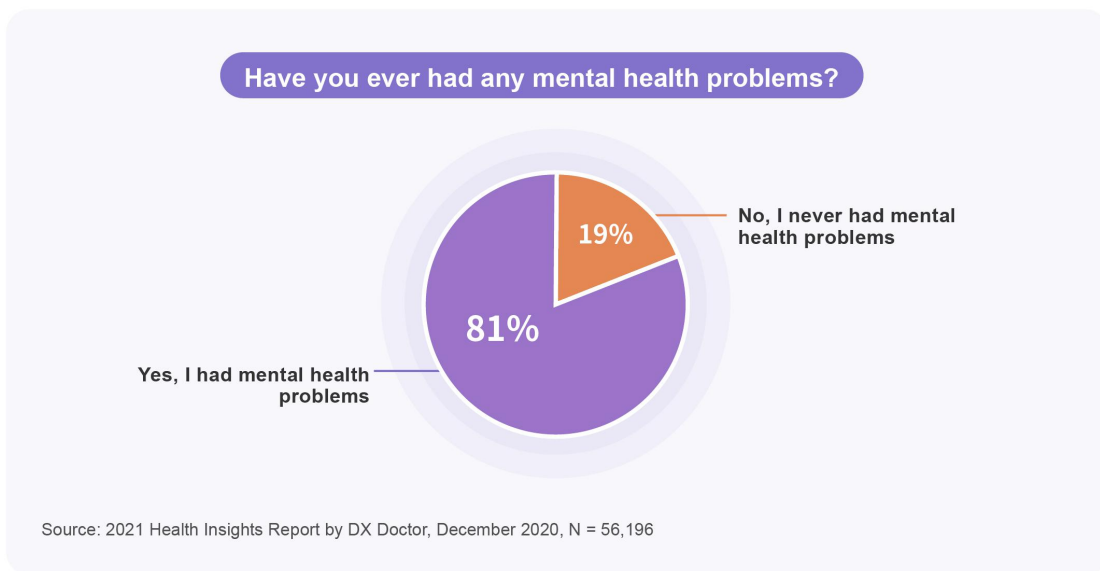


Source: 2021 Health Insights Report by DX Doctor, December 2020  
 N: post-00s = 3,914, post-95s = 15,177, post-90s = 14,442, post-80s = 15,016, post-70s = 4,985, pre-70s = 2,662

2.3 Health behaviors: 80% of people have fear of experiencing mental diseases, but only 50% take effective actions for a healthy life

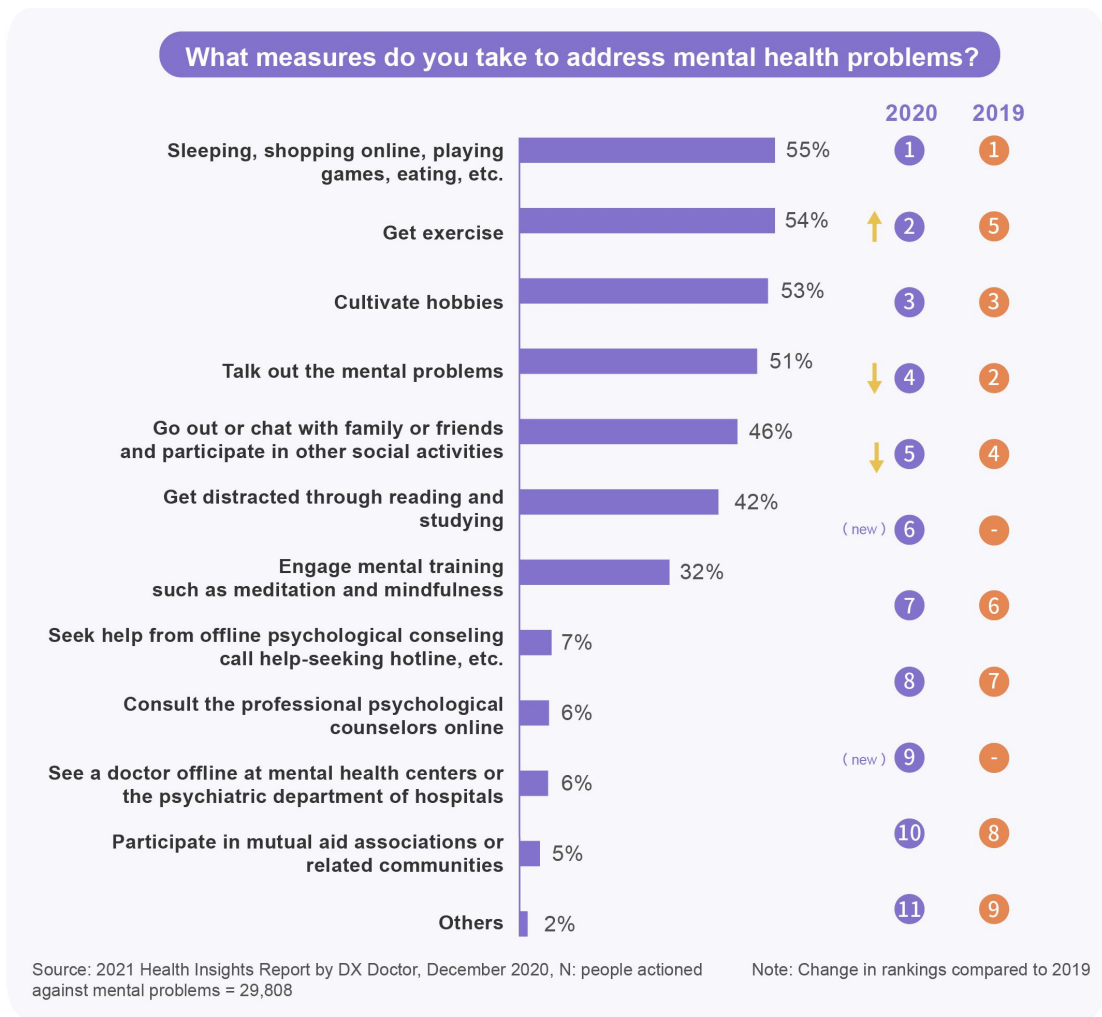


81% of respondents reported the fears of suffering from mental problems, but only 46% took actions and achieved certain improvement, while 19% took actions with no effects. The concern is that if the latter continues to fail to make improvements despite all the positive actions, they may turn to take no action as well. In the case of mental health issues, it's difficult to call on people to make more efforts, and professional support is needed.



In 2020, we found people tend to relieve mental health problems through sleeping, shopping online, playing games and eating, which is similar to the situations in 2019. In addition, people started to pay more attention to improve mental health through exercises in 2020. The ranking of exercise ranked from the 5th in 2019 to 2nd in 2020 among the measures used to fight against mental problems. Interestingly, according to the comparison results, people did not perceive they had made enough efforts to get exercise. It can be explained that people might clearly classify exercise into two categories of behaviors: the purpose-driven exercise and exercise as an approach.

In contrast, less than 10% people who experienced mental distress turned to professional counseling.



# Expert Insights

## Ye Zhuang

Distinguished Lecturer at Beijing Jiaotong University

Member of the Chinese Psychological Society (CPS)

Member of the Association for Psychological Science (APS)

Member of the Capital Lecture Hall of Science Expert Group, and Expert Advisor of DX Doctor

Certificate in Clinical Psychology for Child and Adolescent Mental Health, University of Edinburgh

## Expert Insights

From the perspective of data, people generally pursue a higher level of mental health themselves, and think that there is still room for the improvement of their mental health. While from the perspective of a current situation, people believe that they have better mental health than others. Such contrast in the data is amusing and it's like, "I know I'm not up too much in mental health, but I feel better than others". The reason for the contradiction is the lack of understanding in spite of attention attached to the issue. I think it's good news as it implies a higher attention by the public to mental health. But on the other hand, it's also a sign that along with such increase of awareness comes the lack of scientific knowledge, reliable resources and professional help.

Regarding overwork, everyone with a job experienced it and deeply reflected about it. People are concerned that they don't even have the chance to spend the money they earn. "aogan", an Internet slang referring to staying up all night playing games, became a daily buzzword in work and in games. At the same time, more and more people are advocating a self-destructive way of spending off-work time, yelling "stop sleeping and get high". I think the greatest motivation behind these phenomena is that we still haven't learned how to get along with ourselves even though we are adults. Take a look around - so many people are lost in the chaos of life. There are people going to work with a hangover, removing their makeup with sleepy heavy eyelids, working late into the night every day, or sneaking off in meetings. Trapped by realities, people are inevitably exhausted and fretful as they are pressed by others.

Home loans, single life, loneliness living in a big city, traffic jams during commuting time and more annoyances, from tutoring children to dealing with customers, are bringing multiple stresses to people, which are originate from the family. Family, an organization built upon ties of blood, should be full of tolerance without calculation, dislike or judgment from the secular perspective. But in reality, this is not the case for every family. In fact, family is causing more and more stresses and conflicts, such as problems with three generations living in one house, lack of personal space, over-pushed kids, deteriorated intimate relationship, domestic violence and property disputes. We have to question: Is family still the harbor of life? This also arouses people's doubts about family values and family relationships.

## Expert Suggestions

**1. A deeper understanding of the mechanisms of depression and anxiety.**

Ignorance of the challenge often brings more fear than the challenge itself. From my experience, many people who are suffering from anxiety disorder do not know what anxiety is. Many people who suspect that they have depressive disorders cannot tell depressive disorder from depression. In psychology, the distinction between normal and pathological is actually not as much as most people imagine. So don't label yourself with psychological problems before figuring out your own condition through scientific evaluation. Maybe after you figure out the situation, you will find yourself just in a fluctuating state, instead of mental illness. If you are confused, consult the professionals and learn about it instead of self-diagnosis.

## **2. Get a good rest and don't fall into the trap of retaliatory relaxing.**

Rest is not the opposite of work, and they are both necessary parts of a good life. But in many cases, staying up for entertainment to make up for staying late at work is not a good way to relax. On the contrary, it will only keep your mind tense and full of stress. It is just another kind of exhaustion anyway. To offset stress at work, the more excessive rest you get, the less effective it is. Although some exciting activities can help you let out the stress, it's not always necessary to take such a method. A more moderate way of relieving stress may worth be a try as a backup option. My suggestion is to take a moderate rest such as taking a walk, watching TV or playing with a cat.

## **3. The rhythm of life brought by keeping a diary, doing exercise or reading worth much than perceived.**

From a psychological point of view, all these good habits have the same effect on maintaining a positive state, which is about acquiring a sense of control over our life. As to enriching knowledge, and gaining a healthier body and better writing skills, they are just a bonus. Most people may feel a sense of loss of control at work as they have to deal with difficult clients, unexpected situations and boring meetings. However, reading, doing exercise and keeping a diary won't bring those feelings. These activities can inspire you to be dedicated to the moment, and such a feeling is an excellent nutrient for a positive attitude.

## **4. Build yourself a cave**

Lack of high-quality solitude is one of the challenges to many people's mental health. Work, family and society do not leave us with more opportunities for self-healing. In fact, everyone needs a private space for self-healing, emotional relief and status adjustment. In this cave, one can take a break from the world without being disturbed and have the opportunity for self-healing. Although mankind is considered a social creature, that does not prevent us from having the needs to be alone. So no matter which cave you prefer, you must have one. If you don't know what this cave is, you might as well try to find it.

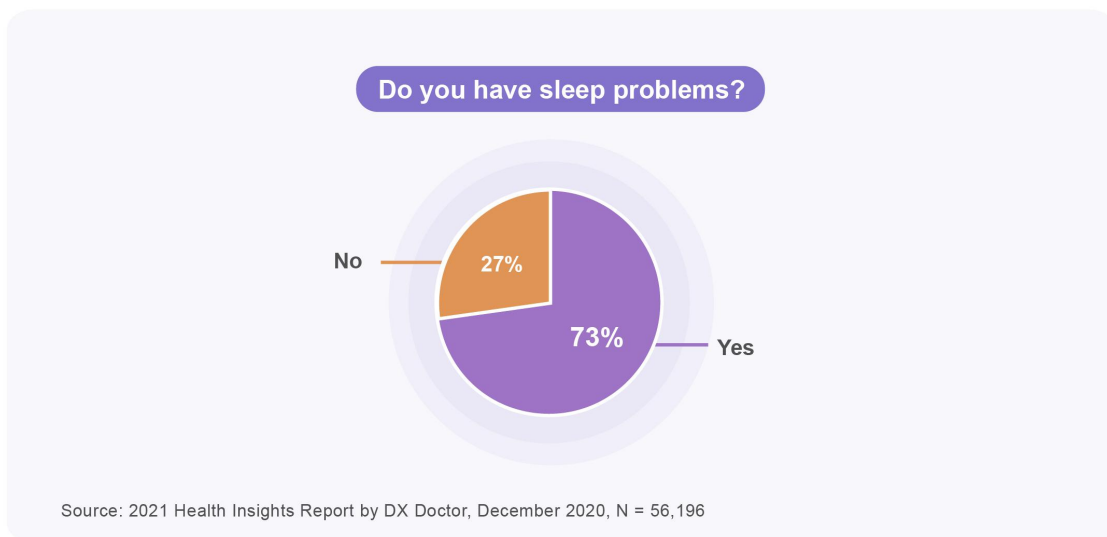
## **5. Sleep well, eat well and take care of your body**

There may be another important physiological reason for bad mood: poor sleep. In fact, people's mental state is highly dependent on their physical state. Lack of sleep will make you unhappy, inadequate sugar intake will affect your mood, and pain also exerts a negative impact on emotions. So my last suggestion is to treat your body well, including but not limited to sleep and eating. In this way your body will support you psychologically in return.

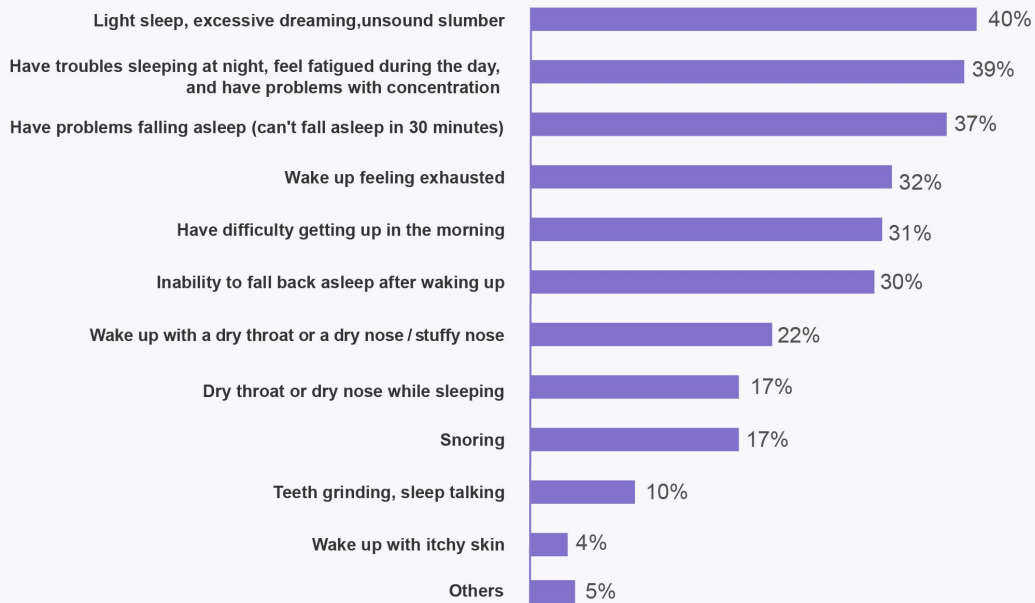
## 3. Sleep health: the “secondary disorder” is influencing young people

### 3.1 Current sleep situations and problems: sleep satisfaction is not high

73% of people have sleep problems, with no difference among various age groups. About 40% of Chinese people are more likely to have difficulty falling asleep or waking up, respectively, which are the most disturbing sleep problems for Chinese. These problems can affect people's mental state during the day and cause secondary sleep disorders. In addition, physical problems also come along with poor sleep. 22% of Chinese people wake up with a dry throat, nasal congestion, sneezing and other respiratory symptoms, which may be linked to the sleep environment, activities before bed and other factors.



### which sleep disorders do you have?



Source: 2020 Report on Sleep Quality of Chinese People and the Influencing Factors by DX Doctor and Dyson, N = 1,358

When comparing sleep disorders between various age groups, young groups mainly suffered from secondary disturbances, which means bad sleep affects their work and life during the day. Older groups mainly suffered from sleep states, such as light sleep, finding it hard to get back to sleep after waking up and snoring.

Sleep disorders of Chinese residents, by age



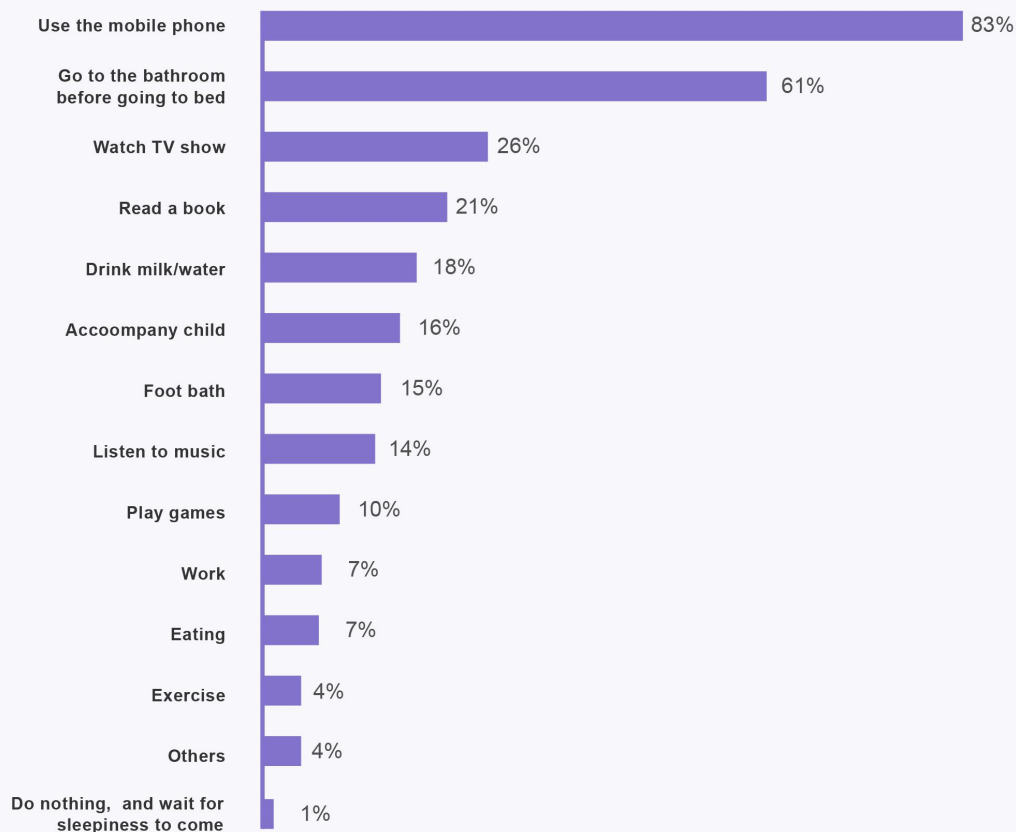
Source: 2020 Report on Sleep Quality of Chinese People and the Influencing Factors by DX Doctor and Dyson, N = 1,358  
 N: Post-95s = 133; Post-90s = 1473; Post-80s = 844; Post-70s = 349; Pre-70s = 268

### 3.2 What affect sleep? Using the phone before bed might cause sleep problems

83% of people use their phones before bed, and recorded a higher proportion of those more likely to wake up or have difficulty falling asleep. The light from the phone screen will not only reduce drowsiness, but also hurt the eyes more easily when using phones in the dark. With too much light, it's more likely that people will be unable to fall asleep. Among all visible lights, blue light with a shorter wavelength has the greatest influence

on the secretion of melatonin and the circadian rhythm, which can easily cause a delay in falling asleep, a tendency to get up late (difficulty in getting up early), as well as a poor sense of subjective sleep recovery.

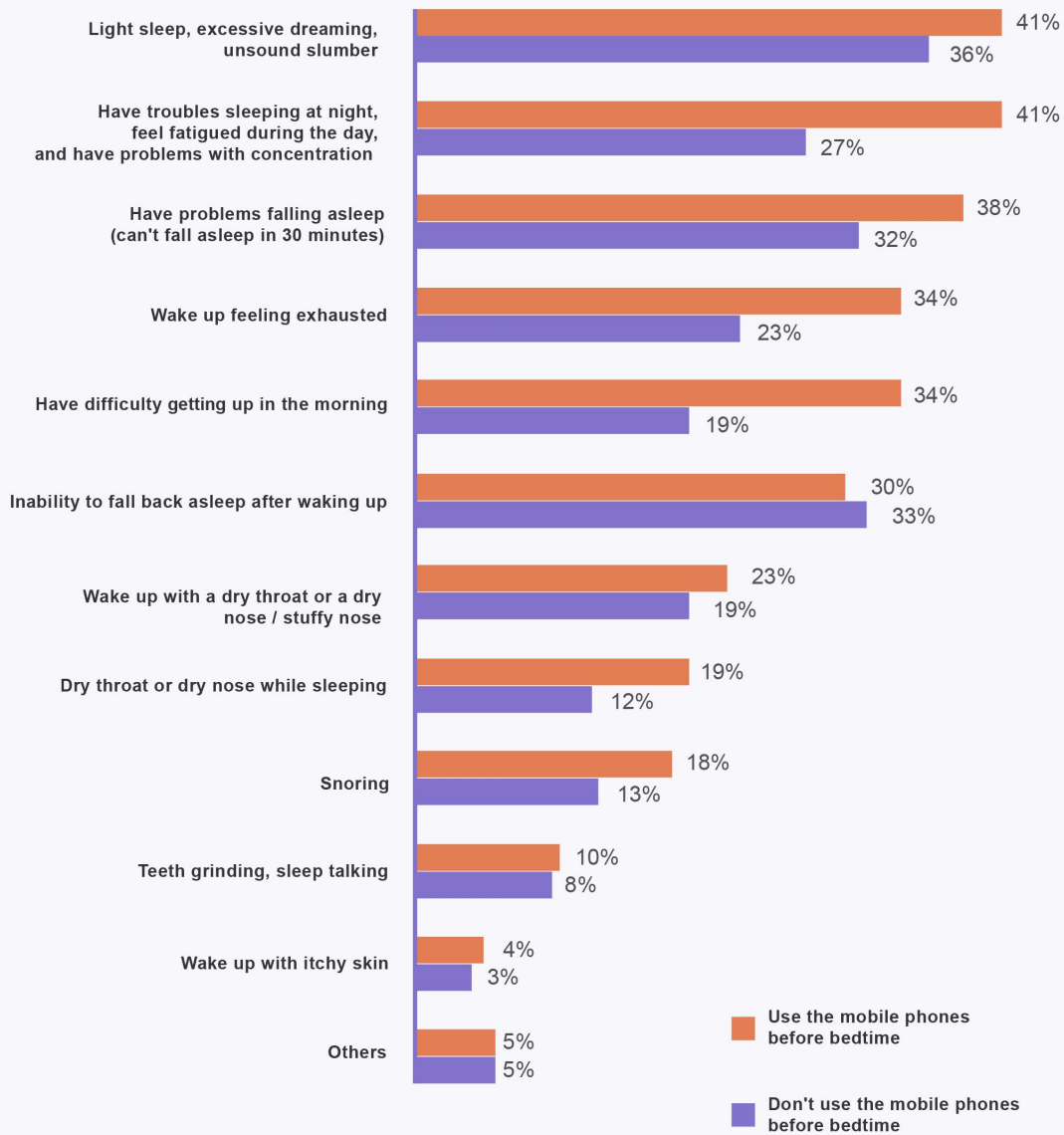
### What do you normally do within one hour before bed?



Source: 2020 Report on Sleep Quality of Chinese People and the Influencing Factors by DX Doctor and Dyson, N = 1,358



**Sleep disorders of Chinese people using the mobile phones before bedtime and those not using the mobile phones before bedtime**



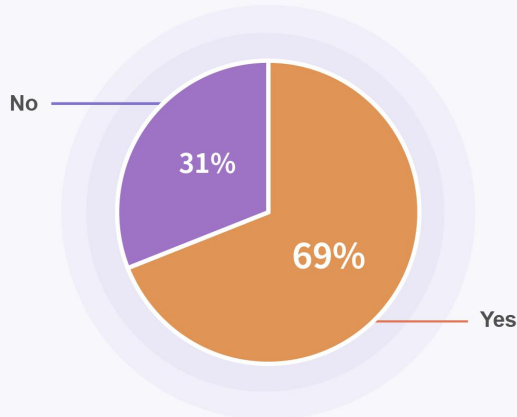
Source: 2020 Report on Sleep Quality of Chinese People and the Influencing Factors by DX Doctor and Dyson, N = 1,358

**3.3 Responses to sleep disorders: 70% of people resorted to actions and 50% of them achieved satisfying improvements**

70% of people with sleep disorders took countermeasures, while the remaining 30% chose to leave it alone. The actions most taken are to keep a regular sleep schedule and make healthy lifestyle changes. 43% of

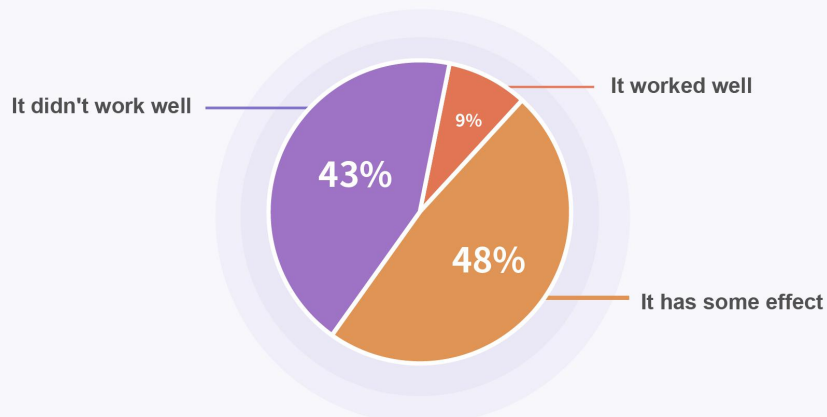
people believe they had a better sleep after taking countermeasures. What's worth noting, 48% of people think their actions produced a certain effect, and another 9% said they saw improved sleep after taking actions.

### Did you take countermeasures against sleep disorders?



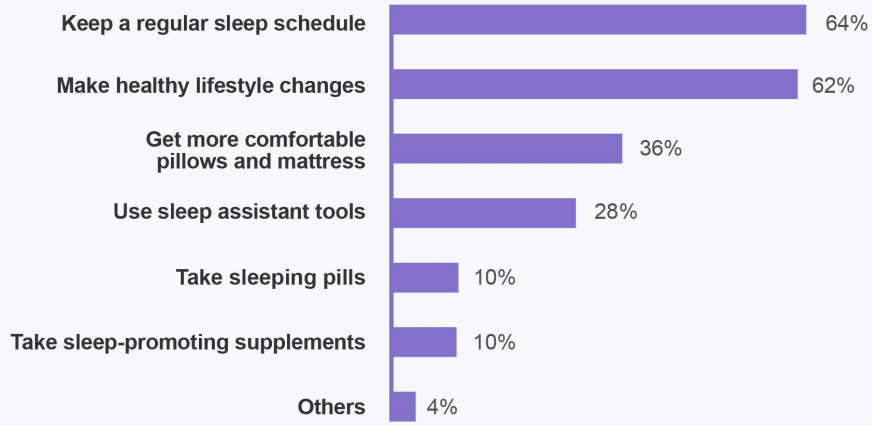
Source: 2021 National Health Insights Report by DX Doctor, December 2020, the number of people suffering from sleep disorders: N = 46,642

### How did it work after taking countermeasures against sleep disorders?



Source: 2021 National Health Insights Report by DX Doctor, December 2020, the number of people taking countermeasures against sleep disorders: N = 28,282

### What measures did you take to address sleep disorders?



Source: 2021 National Health Insights Report by DX Doctor, December 2020, the number of people taking countermeasures against sleep disorders: N = 28,282

# Expert Insights

## Yu Zhouwei

Former senior physician of the Health Management Department of the University of Hong Kong-Shenzhen Hospital

A member of the Shenzhen Health Education and Popularization Expert Group

### Expert Insights

Generally speaking, there are 6 reasons for poor sleep: 1) poor sleeping environment, 2) poor sleeping behaviors, 3) physical illness, 4) mental illness, 5) effects of drugs, 6) specific sleep disorders (inc. obstructive sleep apnea, restless legs syndrome, etc.)

For the vast majority of young people, the more common reasons are these three: sleep environment, sleep behaviors, and psychological stress. For the elderly, in addition to the above three factors, they also are faced with the effects of physical diseases and the effects of drugs. Of course, the increase in age brings about changes in sleep quality, including more light sleep and less deep sleep.

According to the data on pre-bed activities, 83% of people use their phones before bed. The effect of the use of phones before bed is mainly due to the exposure to blue light. Among all the visible spectra, blue light with a shorter wavelength has the greatest impact on melatonin secretion and circadian rhythm, leading to sleeping late, getting up late (difficulty waking up), and poor subjective sense of recovery from sleep.

In fact, most people can adjust their sleep schedule by improving the sleeping environment and correcting wrong sleep behaviors. However, only 9% of people benefited from such behavior changes, indicating that most people didn't adopt the right approaches.

The sleeping environment includes sound, light, temperature and humidity in the bedroom. Therefore, from the environmental perspective, it's important to remember four words: quiet, cool, simple, and dark.

**Quiet:** quiet sleeping environment. Keep pets outside the bedroom and keep the television off while sleeping. If the surrounding environment is noisy, use sound control glass and foam earplugs. In addition, white noise is also effective to shield some environmental noises.

**Cool:** keep the temperature comfortable. Either too hot or too cold is bad for sleep. In summer, turn on the bedroom air conditioner in advance for a cool sleeping environment. In winter, use a hot-water bottle to warm your hands and feet.

**Simple:** simple bedroom furnishings. Don't put too much furniture in the bedroom, especially electronic equipment, such as a television. The wall color should not be too bright. White, light green and light blue are good choices.

Dark: dim the light in the bedroom. Since bright light at night will affect melatonin secretion, it's better to dim the light in the bedroom. In case of getting up at night, a night lamp in the color of soft red or orange can be helpful to minimize the impact of light on sleep.

## Suggestions on Sleep

### 1. Do not use electronic products at least 1 hour before sleep.

Before going to bed, you can take a shower, arrange clothes, read a paper book, etc.

### 2. Don't check the time if you wake up in the middle of the night.

Because the time may increase your anxiety and affect the rest of your sleep.

### 3. Get up at a fixed time in the morning, even on weekends and holidays.

If you need to catch up on sleep or have a lazy morning on weekends, don't overdo it. Don't get up one hour later than usual.

### 4. Don't take too long a nap during the day and keep it within 20 minutes.

A long nap can easily affect night sleep.

### 5. Don't drink coffee after 2 pm.

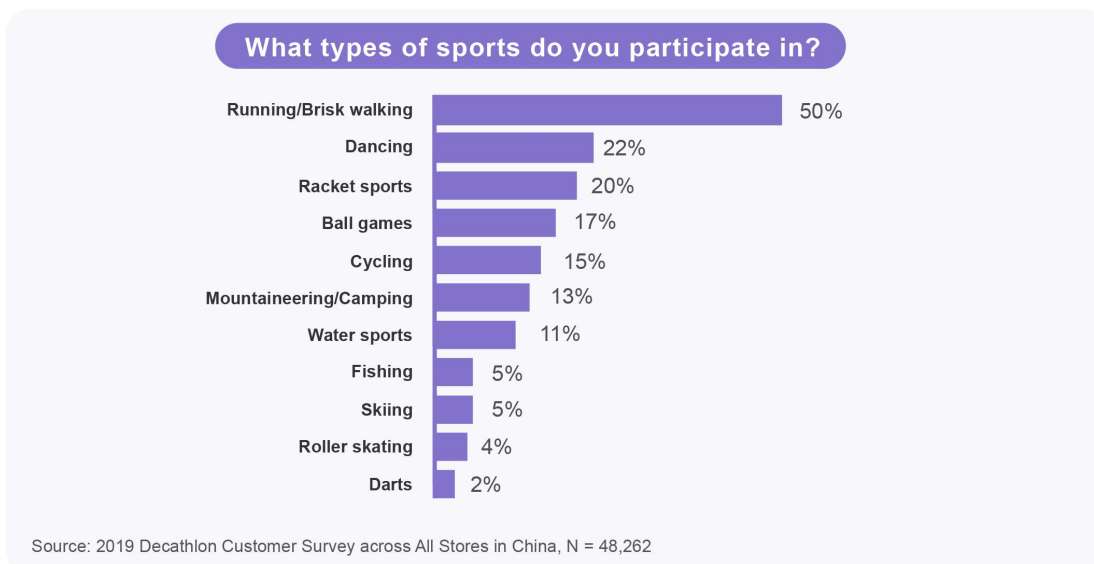
Caffeine stays in your body longer than you expect. As a stimulant, caffeine affects your sleep and sometimes you don't even perceive it.

### 6. Get exposed to outdoor light during the day, and it's better to do some exercise.

## 4. Regular exercise: people still need to take more actions even if they have a strong sense of exercise

### 4.1 Current status: running and brisk walking are the most popular exercises

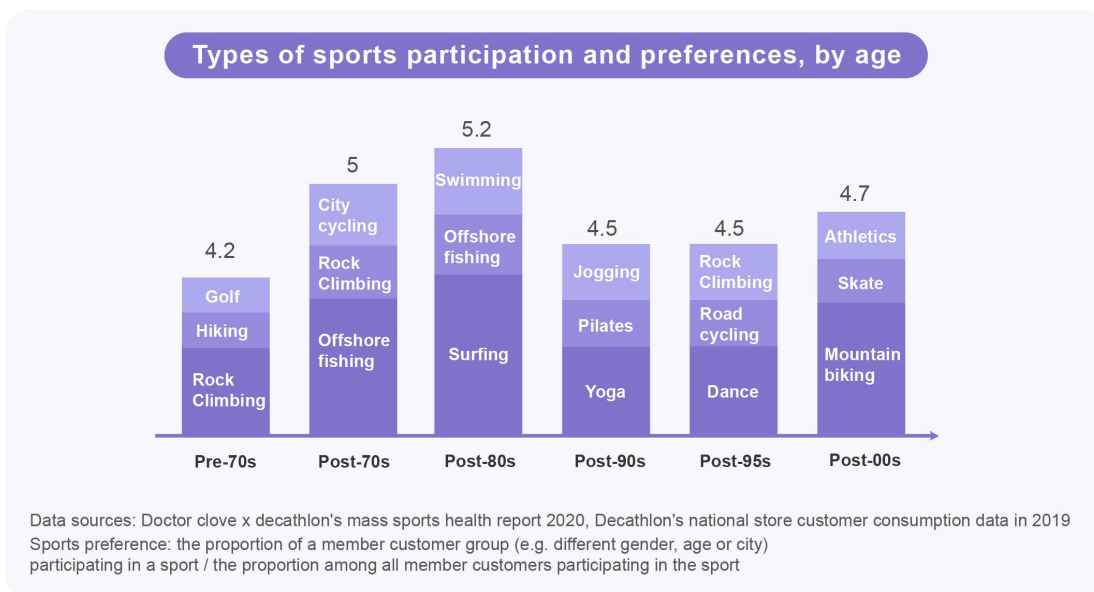
Based on customer survey data by Decathlon, running and brisk walking are the most common exercises that most people participate in, presenting a participation rate of 50%. With the prevalence of exercise and penetration of trendy culture, newly popular sports such as cycling, skateboarding, fishing and darts have been growing in popularity.



On average, men and women participate in more than 4 types of sports each year, but they have quite different preferences in sports. Men prefer wildness adventures, such as road cycling, mountain biking and other outdoor sports, while women prefer indoor aerobics or body-sculpting exercises, such as dancing and yoga.



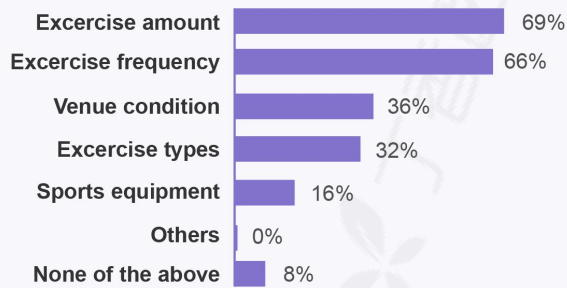
Though the lowest frequency of exercises was observed among the post-80s, they participated in the most varieties of sports, as more as 5.2 types on average. Maybe it's because they spent relatively more time exercising with their children or parents, which exposed them to more types of sports. Different age groups prefer different types of exercises. The post-00s are interested in exercises that are linked to physical education classes and commuting trips. The post-95s prefer dancing, rock climbing and other individualized sports. The post-90s like body-sculpting exercises such as yoga and Pilates. The post-80s enjoy water sports such as surfing and swimming. The pre-and post-70s go for cross-country running, mountaineering, hiking and other exercises that bring them closer to nature.



## 4.2 Impact of the pandemic on exercise: people made obvious efforts to exercise regularly

The COVID-19 pandemic played a positive role on exercise, making people exercise in healthier ways. But after the pandemic, people put more focus on moderate intensity of exercise, regular frequency and favorable sports venues.

Which of the following factors do you value more after the pandemic?

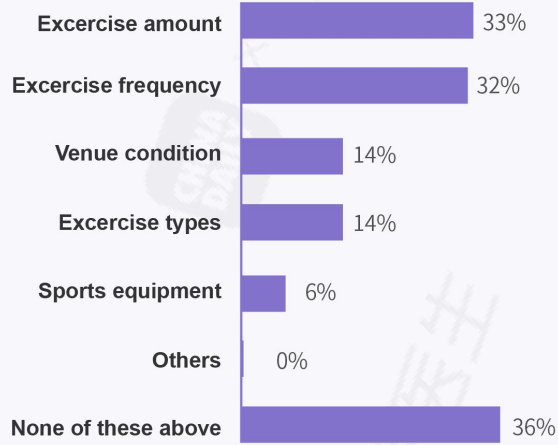


Source: 2021 Health Insight Report by DX Doctor, December 2020, N = 56,196

However, people failed to take sufficient measures in keeping regular exercises, with 36% of people not taking any actions. The most obvious changes were found in behaviors related to moderate intensity and regular frequency of exercise, but the proportion of people taking actions was only slightly higher than one-third of total respondents. Generally speaking, the conversion rate of people's awareness into actions was less than 50%.

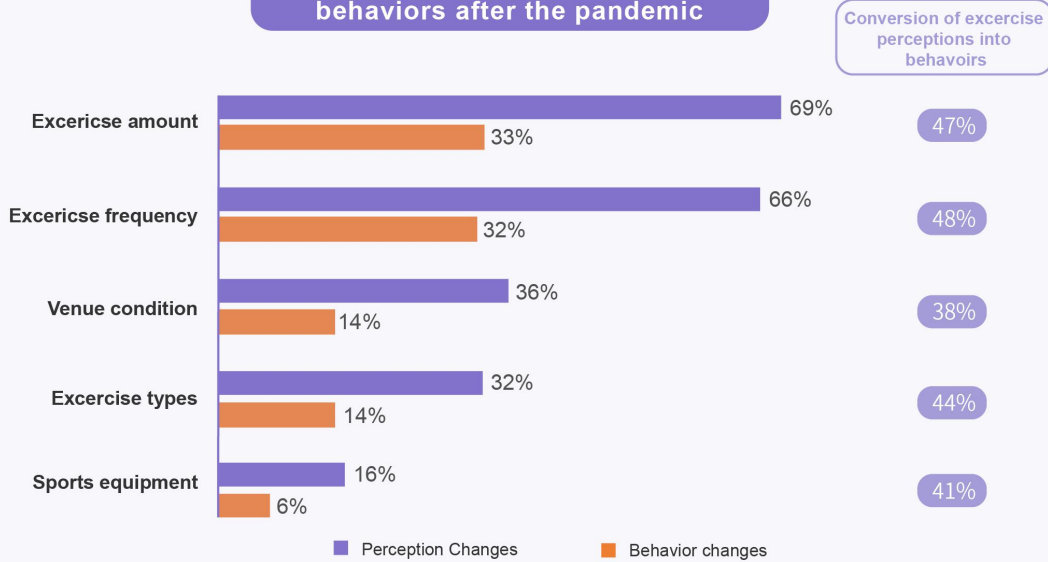


**What changes did you have in the following options after the pandemic?**



Source: 2021 Health Insight Report by DX Doctor, December 2020, N = 56,196

**Changes in sports perceptions and behaviors after the pandemic**

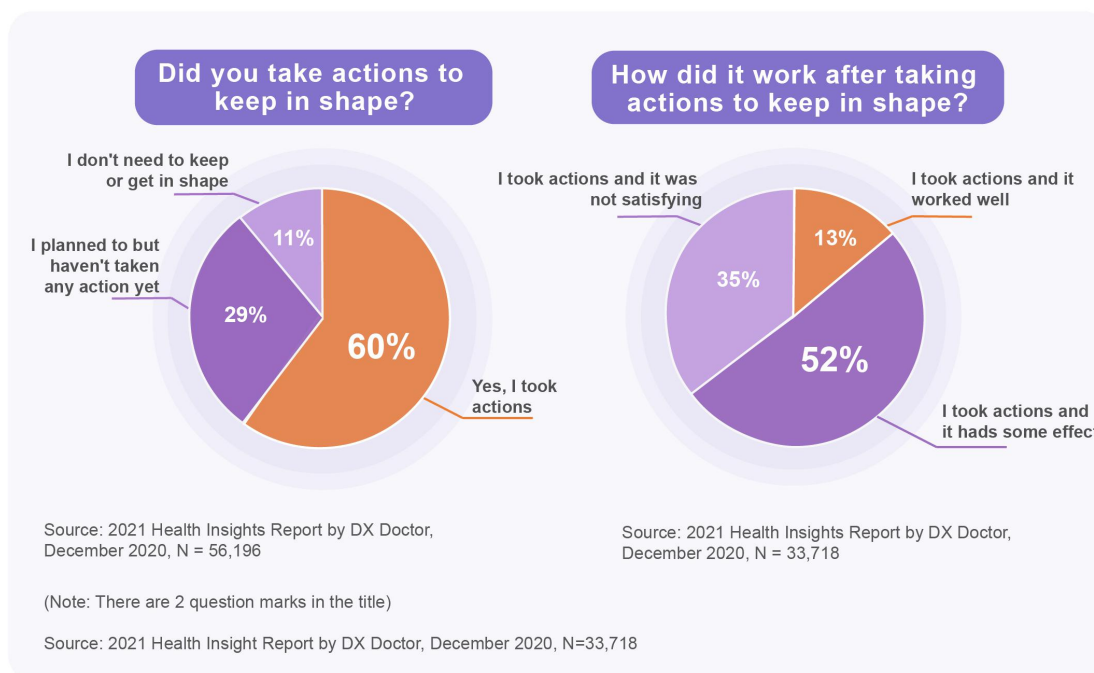


Source: 2021 Health Insight Report by DX Doctor, December 2020, N = 56,196

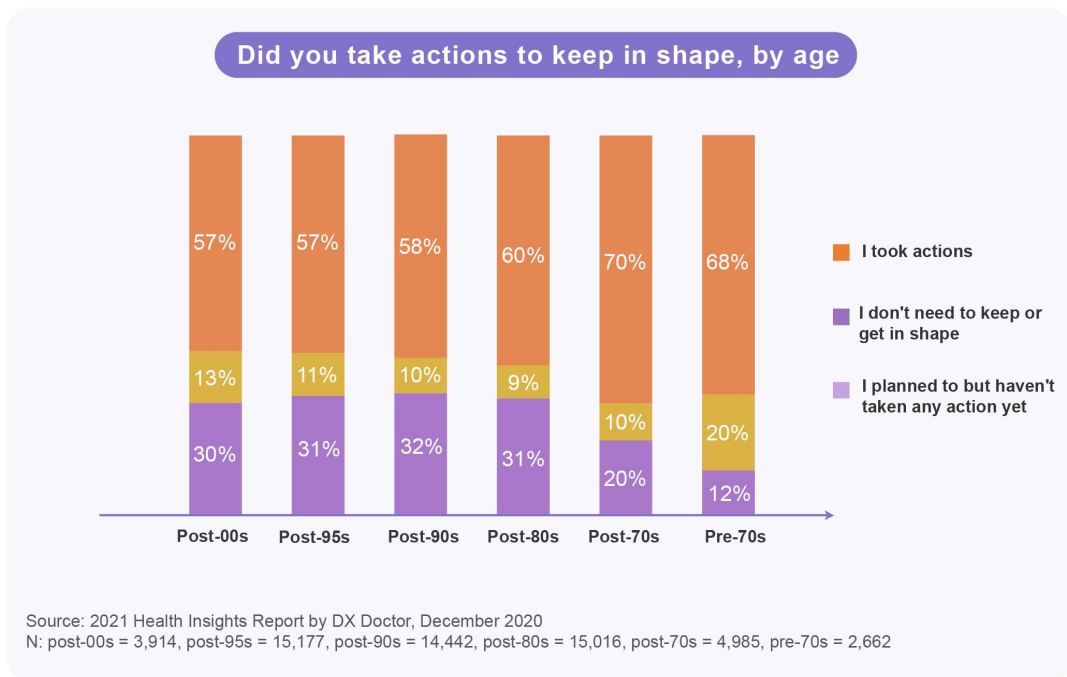
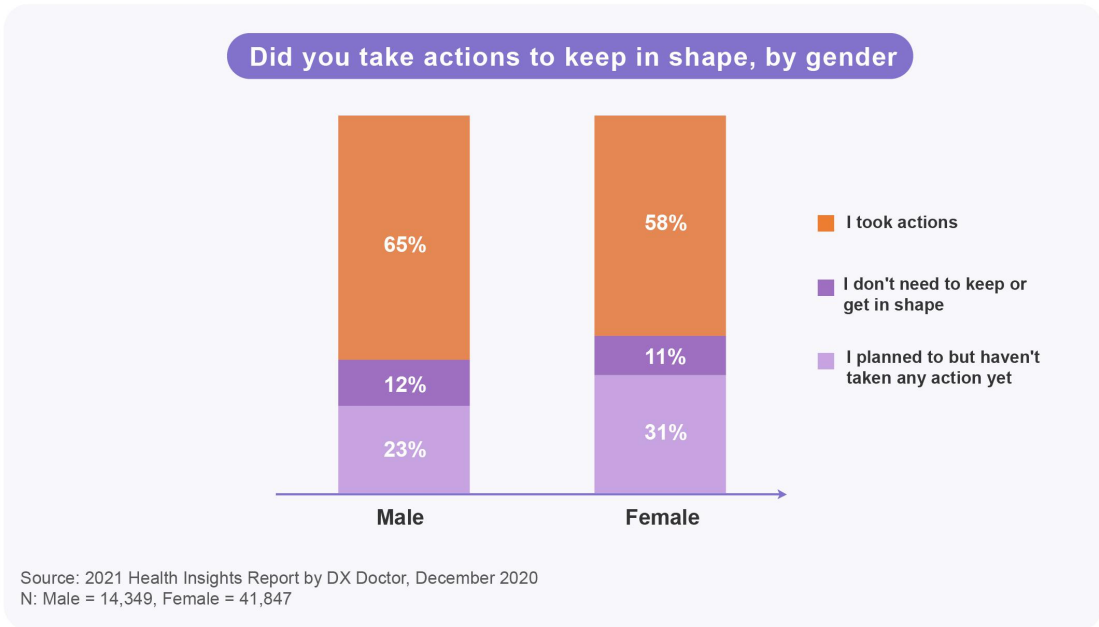
Note: conversion rate of sports health concept and behavior = changed sports health behavior / changed sports health concept

### 4.3 Keep in shape: The mind always works faster than the body, which explains the workout principle of young people

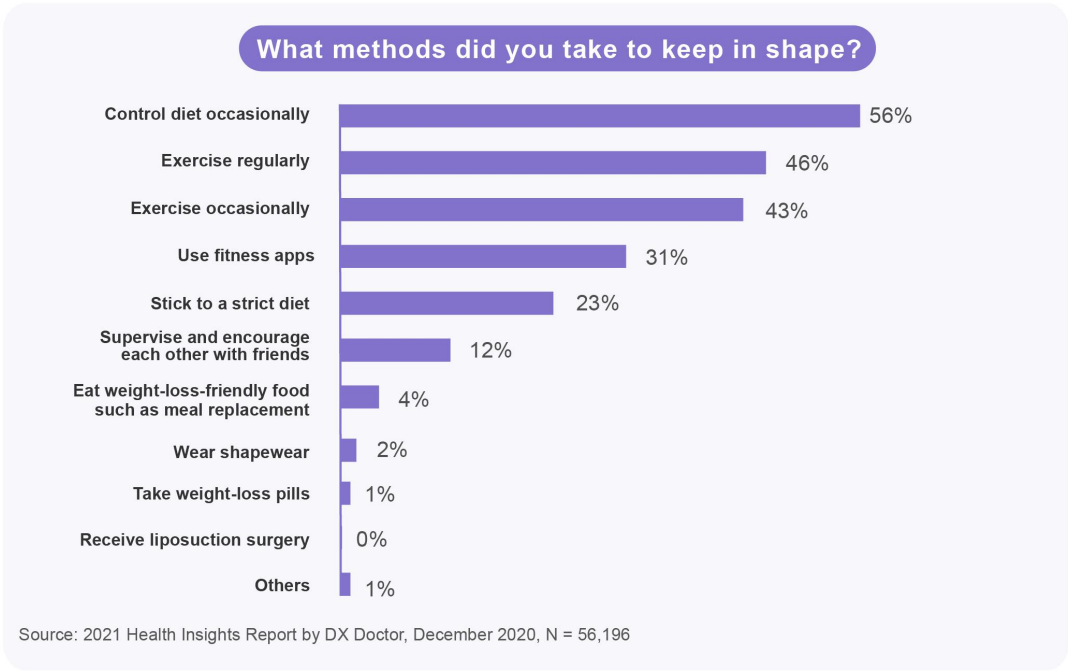
60% of people took actions to stay in shape, with 65% of them seeing improvements.



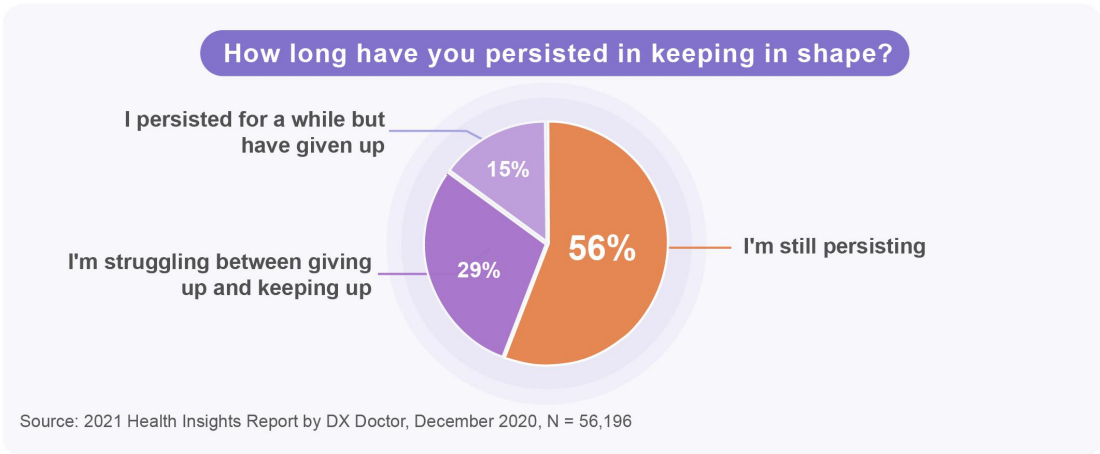
By comparing different groups, we found that men have no less need to maintain a good physique than women, and men put more effort into it. The young groups have an intense need to keep in shape. Though half of them have put this into action, more young people are still planning on this.



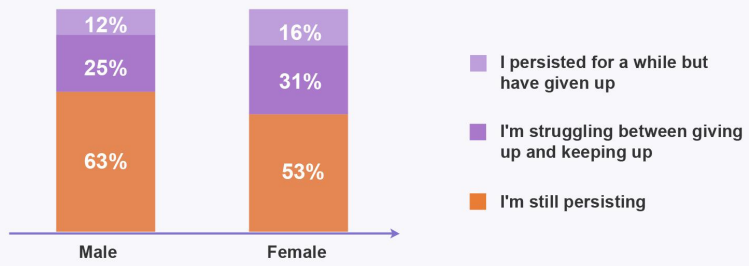
Among the specific actions taken to keep in shape, diet control and regular exercise are most popular. No matter in the long term or short term, diet control and regular exercise will lead you one step closer to a good shape. 31% of people choose to use fitness apps to either learn from others or for self-discipline, while 12% prefer to supervise and encourage each other with friends.



56% of people could stick to a workout plan to keep in shape, and 29% got uncertain between keeping up and giving up. In contrast, men tend to be more persistent on working out. With age increasing, a higher proportion of people tend to stay persistent in fitness. 84% of the pre-70s were able to make continuous efforts to stay in shape.



### How long have you persisted in keeping in shape, by gender



Source: 2021 Health Insights Report by DX Doctor, December 2020  
N: Male = 14,349, Female = 41,847

# Expert Insights

## Yu Meijun

Former physical therapist of Chinese National Tennis Team

### Expert Insights

As the awareness of exercise has taken deep roots in people's mind, brisk walking and running are the first choices due to the lower threshold. Based on the survey data, 50% of people participated in these two types of activities. However, few people pay attention to injury prevention. The commonly injuries include chondromalacia patella, torn meniscus, patellar tendonitis, iliotibial band syndrome. Generally speaking, the common causes of injuries include excessive physical fatigue, inappropriate running forms, not wearing the right shoes, and other factors. Therefore, beginners are suggested to take training under the instruction of professional coaches, and not to run long distances from the very beginning. Proper stretching and foam axis relaxation after running and walking can help relieve muscle fatigue and avoid sports injuries.

Among other types of activities, dance and ball games are also quite popular. These common exercises may impose higher requirements for knee joints, and lead to some knee problems such as patellar tendonitis and ligament injury. It is essential to follow proper form when doing these exercises, especially ball games that feature fierce confrontation. We can learn the basic essentials and master the standard actions under the instruction of professional coaches. And don't forget to relax the related muscles after exercise. If not, it may lead to fatigue accumulation and eventually result in injuries. Furthermore, if sports injury occurs, please seek treatment and rehabilitation in time; otherwise it's likely to cause more serious health problems.

Men and women have different preferences for different types of exercises. Men prefer outdoor sports, while women like dance, yoga and other aerobic sports. Outdoor activities such as wilderness adventures and mountaineering have higher requirements on the knee joints. Take mountaineering as an example, the impact on knee joints is much greater on the descent than on the ascent, and the probability of injury will increase too. Therefore, it is very important to take care of the knee joints. As we all know, falling is the most common injury encountered in cycling, so it's very necessary to use the cycling gears such as helmet, elbow pads, knee pads, etc., which can effectively prevent serious injuries. Yoga and dance, which are preferred by women, also have certain injury risks. Excessive stretching may strain muscles, and some difficult yoga poses may also cause sports injuries. In this case, it's important to practice progressively under the guidance of professional instructors.

Many people exercise to keep in shape, which is very common. This shows that most people have good perceptions of keeping physical health and staying in shape, and the awareness of keeping healthy is deeply rooted in people's mind.

People at different ages have different preferences for sports. For older people, it's important to avoid excessive exercise, especially for the beginners. In the case of stressful work and poor physical health, high-intensity exercises are extremely harmful to physical health. It's better to take relevant checkups before getting started, and do the exercises progressively.

## Expert Suggestions

National fitness is very important. Prevention of sports injuries is the premise of exercise, and it should be more important than therapy. I hope that everyone could be more aware of the importance of regular exercise. Here are 5 suggestions for regular exercise that could be helpful.

### 1. We are not born with sports techniques.

For example, running may seem simple, but actually there are complicated techniques and standard running forms. It's better to receive guidance from professional coaches.

### 2. Proper stretching and relaxation after the exercise are very important.

Just like a car should be maintained after driving for a long time, the body also needs to be relaxed after exercise.

### 3. Sports injuries are the biggest threat of exercise.

When you are not feeling well, you should seek professional help or medical diagnosis and evaluation immediately, to avoid serious injuries.

### 4. If surgery is needed for a sports injury, the post-operative rehabilitation is also very necessary.

The view of staying in bed for a few days to recover if your bones or muscles are hurt is outdated.

### 5. Warm up before exercise.

A good warm-up exercise can help you stay away from sports injuries.

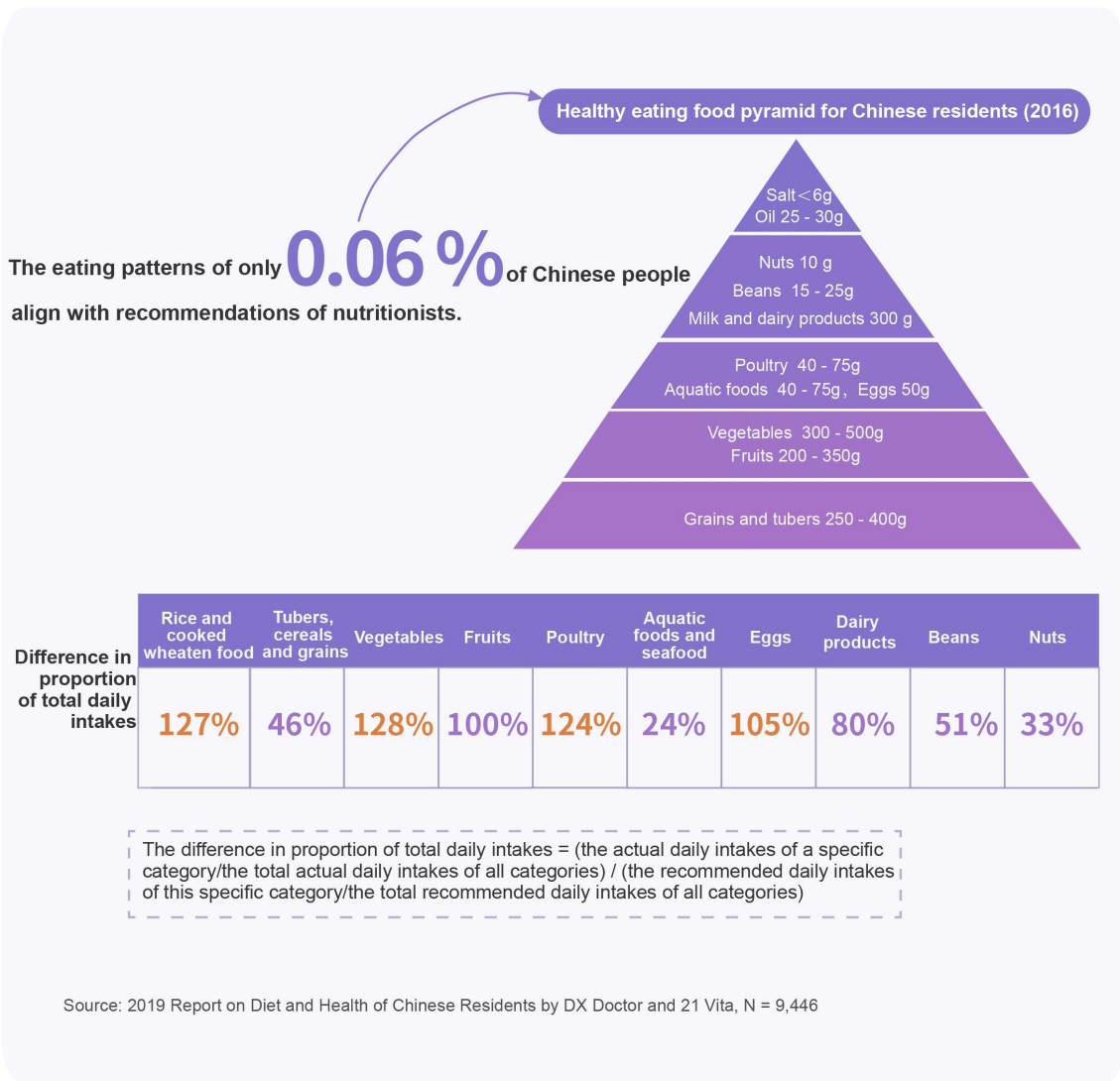
## 5. Healthy eating: the pandemic affected people's eating habits

### 5.1 Current status of healthy eating: most people have unhealthy eating habits

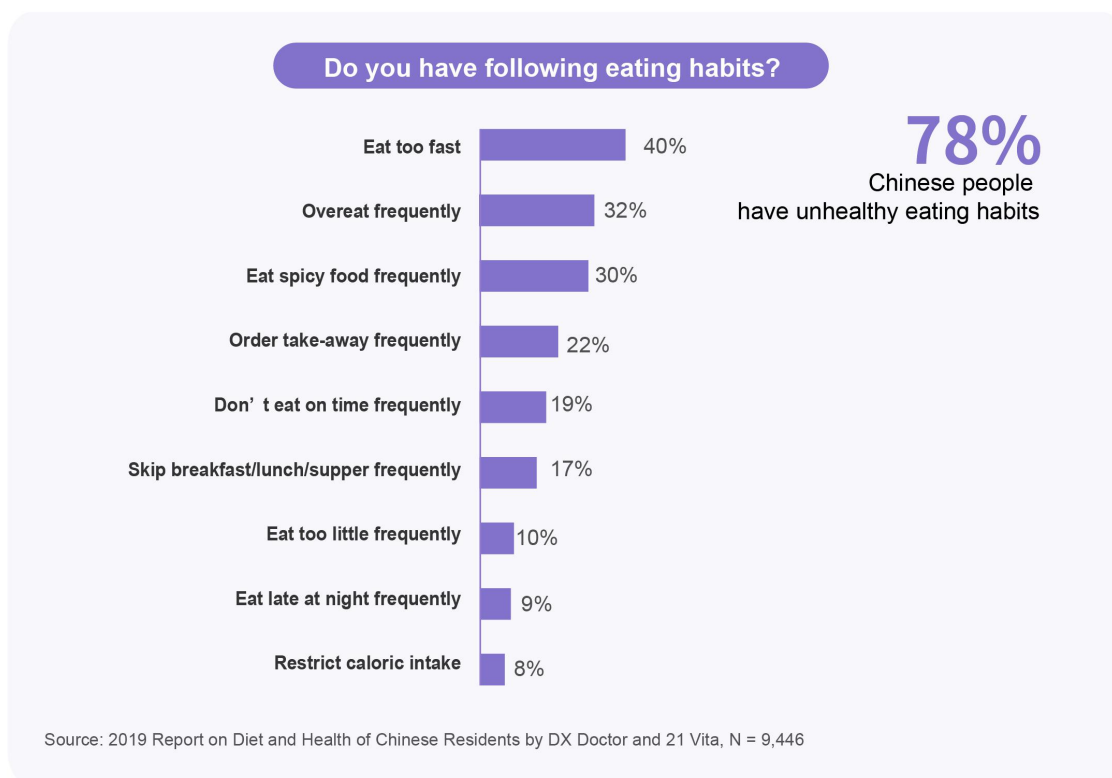
According to the survey, only 0.06% of Chinese people meet the standard of recommended intake frequency of various foods. The foods that people eat the least are tuber crops, aquatic products and seafood, dairy products, beans and nuts.

According to the 2020 Report on Nutrition and Chronic Diseases of Chinese Residents, Chinese people have an unbalanced dietary structure, with a continuously increasing proportion of energy intake from fat. They consume much higher cooking oil and salt than the recommended standards, with inadequate consumption of fruits, beans and bean products, and milk and dairy products.





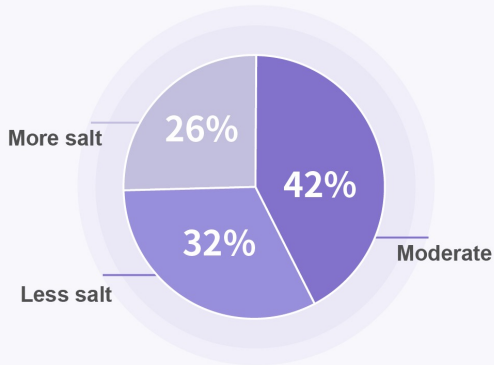
78% of Chinese people have unhealthy eating habits, among which eating too fast and overeating are most common. Eating too fast makes it difficult to feel full, which often leads to overeating. Besides, eating too fast also causes thermal injuries to the oral and esophageal mucosa, resulting in a higher risk of mouth cancer and esophagus cancer. The young people have relatively worse eating habits, including eating too fast, overeating, excessive consumption of fast food, irregular meals, and skipping meals.



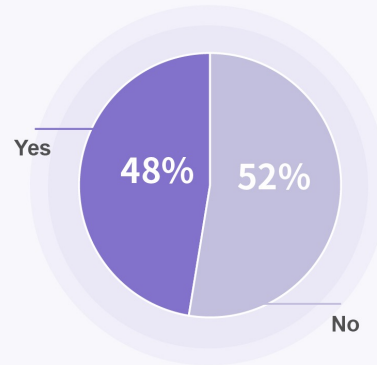
In terms of taste preference, most people prefer light taste, while 26% tend to like salty food. However, most people cooking at home are not concerned about salt intake, and only 48% of them care about the salt consumption. Currently, more Chinese people choose to dine out. 90% of people eat out at least once a week, with an average frequency of 4 times a week. It's found that the more often people eat out, the saltier their taste preference is.

According to the 2020 Report on Nutrition and Chronic Diseases of Chinese Residents, the proportion of energy intake from fat for Chinese people continues to rise and has exceeded for the first time the recommended upper limit of 30% in rural areas. The daily per-capita household consumption of cooking oil and salt was much higher than the recommended level. Meanwhile, as the proportion of people eating out keeps growing, more attention should be paid to the oil and salt consumed in canteens, restaurants and processed foods.

What is your taste preference?



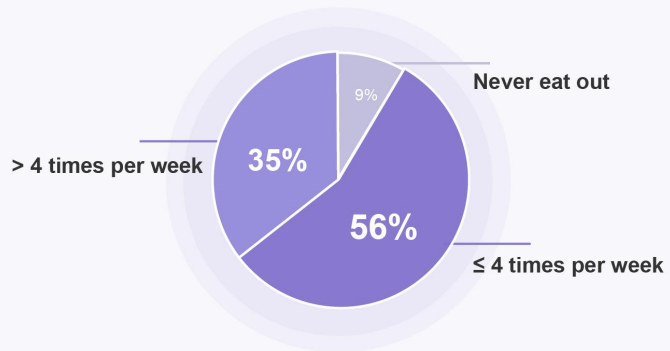
Do you restrict salt consumption when cooking?



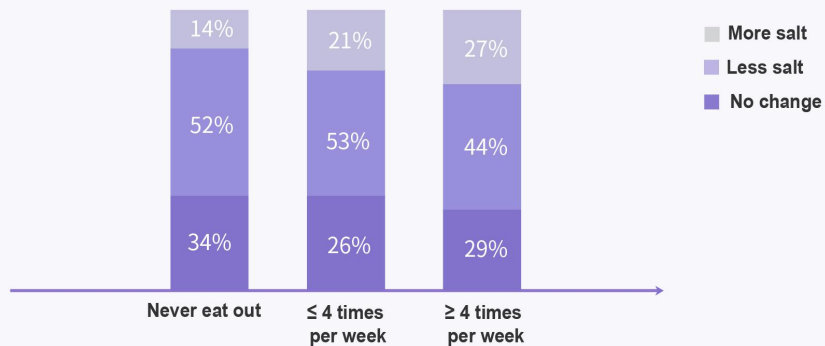
Source: Insight on Salt Intake of the Contemporary Chinese Residents and Cognitive Marketing, by DX Doctor and LiuYueXian, N = 4,097

How often do you eat out per week?

 Eat out **4** times per week on average



How do you perceive changes in your taste preference, by your frequency of eating out?



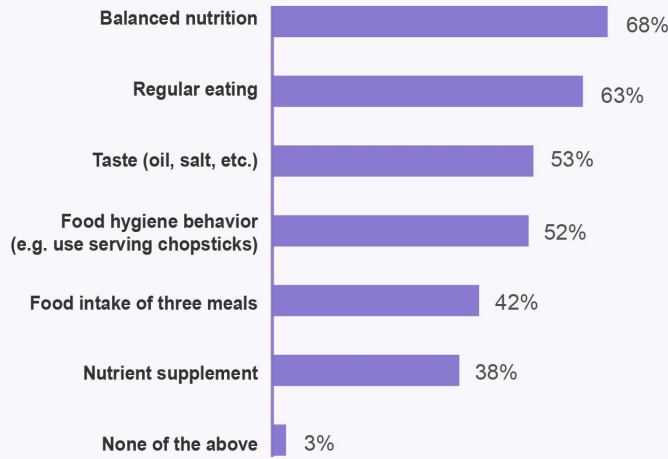
Source: Insight on Salt Intake of the Contemporary Chinese Residents and Cognitive Marketing, by DX Doctor and LiuYueXian, N = 4,097

## 5.2 Impacts of COVID-19 on healthy eating: both the awareness and behaviors of healthy eating have changed, and eating habits see a significant improvement

After the pandemic, Chinese people see the most significant improvement in recognizing the benefits of balanced nutrition and regular diet. The increased awareness of healthy eating has been reflected in various aspects. People put more emphasis to both the balanced nutrition and regular diet. Meanwhile, we found the public has not only had a higher awareness of healthy eating, but also took corresponding actions. Over 80% of people have changed their behaviors on diet after the pandemic.

During the pandemic, people's hygiene awareness has improved in various aspects, including their eating habits.

Which of the following factors about healthy eating do you value more after the pandemic?

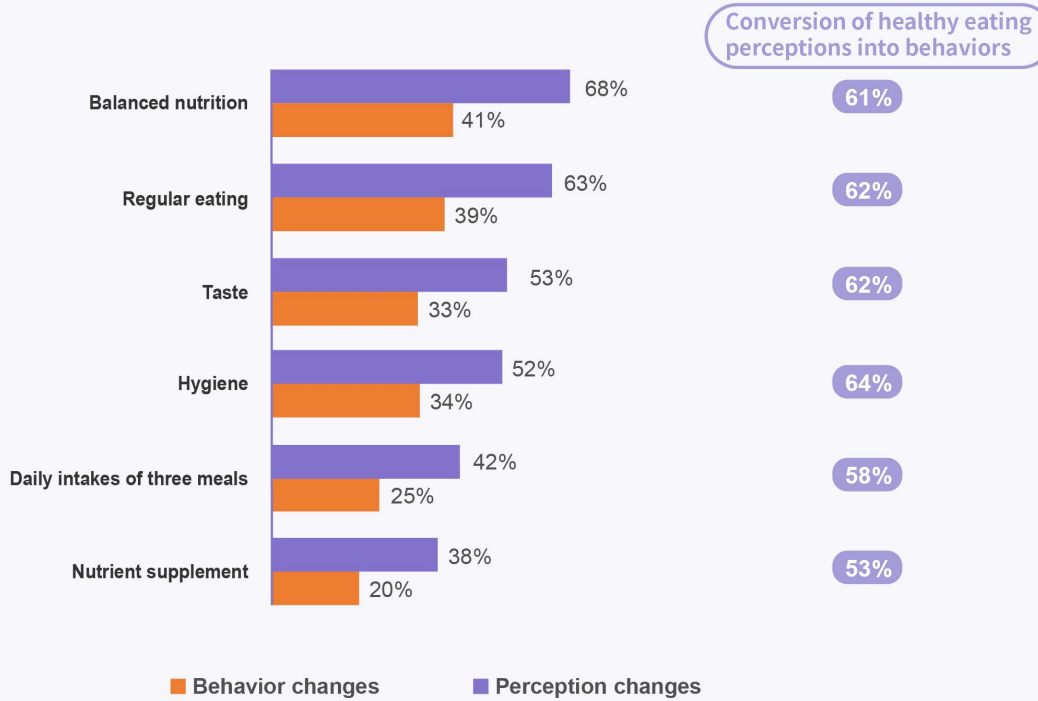


In which of the following aspects have you experienced behavioral changes after the pandemic?



Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 56,196

### Changes in healthy eating behaviors and perceptions after the pandemic



Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 56,196

# Expert Insights

## Tian Xue

Registered dietitian  
Founder of 211 Diet

### Expert Insights

According to the survey, people became more aware of the importance of combining food and regular diet after the pandemic. 68% of them reported that they paid attention to the combination.

Meanwhile, the data shows that only 0.06% of Chinese people meet the recommended standards for the frequency of food intake, and 78% have bad eating habits. This also proves that most of us have insufficient knowledge about healthy eating, and even adopt wrong eating behaviors.

There are three relatively prominent problems:

#### 1. Focus on specific food, but neglect the overall diet

Under the influence of traditional health keeping philosophy, marketing and advertising activities, many people choose to buy donkey-hide gelatin, honey and other healthcare products, and they don't care too much about their daily meals. Some people are keen to consume the newly emerging foods with no sugar, high dietary fiber and high protein, but their intake of fresh fruits, vegetables, fish, meat, egg and milk is inadequate. And some people attach importance to the organic and non-GMO ingredients free of pesticide, but neglect the food combination for daily meals. This kind of "healthy eating" seems to be very attractive but cannot effectively improve health.

#### 2. The intake of oil and salt still exceeds the standards

The survey data as of 2020 shows that per capita intake of cooking salt in China is 9.3g, much higher than the daily limit of 5g. The consumption of cooking oil also remains high with per capita consumption approaching 50g, twice as much as the recommended amount.

Except for cooking habits, there is another very important reason for high salt consumption. People are less likely to cook at home; instead, they eat out or buy takeouts more frequently, especially in first- and second-tier cities.

Generally, the food sold in restaurants and takeout food contain relatively higher oil and salt, which is the main reason for substandard diet. High salt intake increases the risk of suffering from cardiovascular diseases

and stomach cancer, so does high fat intake to chronic diseases and obesity. To eat healthy, it's important to reduce the frequency of eating out, and increase cooking at home and bringing lunch to work.

### 3. Follow fashion trends, but blind to mainstream science

Many eating habits from foreign cultures have become popular in China, and people are paying more attention to global trends than the simple and plain truth in scientific research.

In recent years, the rise of new media in China has driven the development of the popular trends such as ketogenic diet, 5:2 diet, low-carbon diet.

However, people with insufficient knowledge of healthy eating can be easily attracted by the personal stories shared by others, and consequently adopt extreme dietary patterns in an irregular and unscientific manner to lose weight. For this reason, many people suffer from side effects such as malnutrition, decrease in basal metabolism, gout and other chronic diseases. It's recommended that people should explore the Dietary Guidelines for Chinese Residents (2016) and pay more attention to the eating patterns guided by the mainstream science.

## Expert Suggestions

1. In the Healthy Eating Food Pyramid for Chinese people, there are five food layers, with each layer giving the recommended raw weight for each food category. If it's difficult to remember all the details, you can try to start with the primary items, make sure two fist-sized portion of vegetables, one fist-sized portion of staple food and one fist-sized portion of high-protein food in each meal. I call it 211 Diet which is easy to remember.
2. Reduce the intake of prepackaged foods such as instant noodles, snail noodles, ham sausages and biscuits, as well as fried food, delicate white rice and pickles that you can't tell its ingredients from takeout restaurants, and replace them with foods of high nutrient such as simply cooked meals, fresh fruits, yogurt and nuts. In this way, you can effectively improve the diet quality and live a healthier life.
3. Reduce the intake of sweet foods and beverages, regardless they are rich in added sugar or sugar substitutes; and avoid developing a sweet tooth. The sugar substitutes can only reduce the harm caused by added sugar to a certain extent, but it does not promote good health.
4. Never go on a diet if you want to lose weight. Insufficient energy intake and shortage of glucose in the brain may easily trigger anxious and restless emotions. At the same time, when the dietary intakes of energy and nutrition are insufficient, it's more likely to result in fatigue, a decline of thinking skills and slow reactions. This may further lead to mistakes in work and life, triggering more negative emotions.

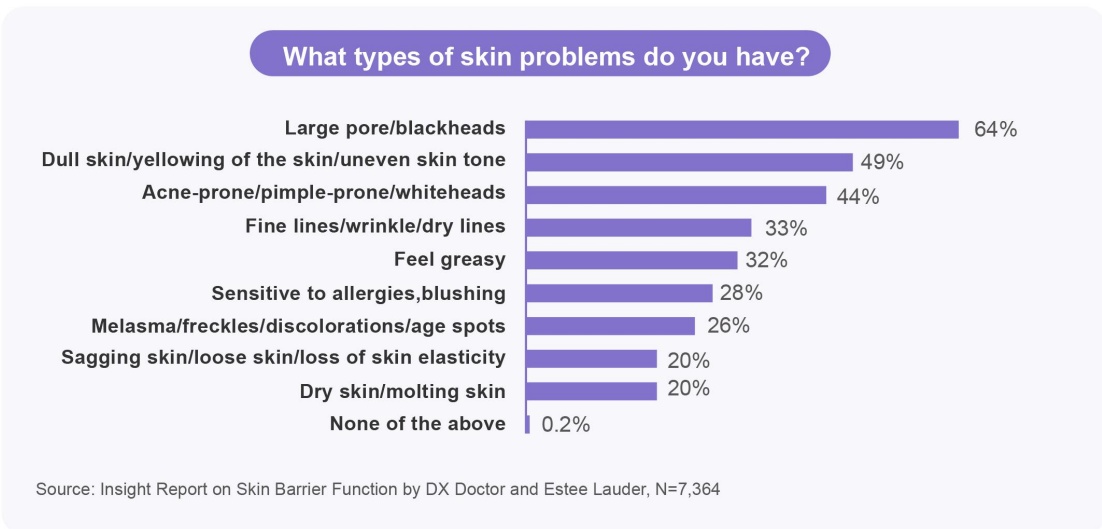
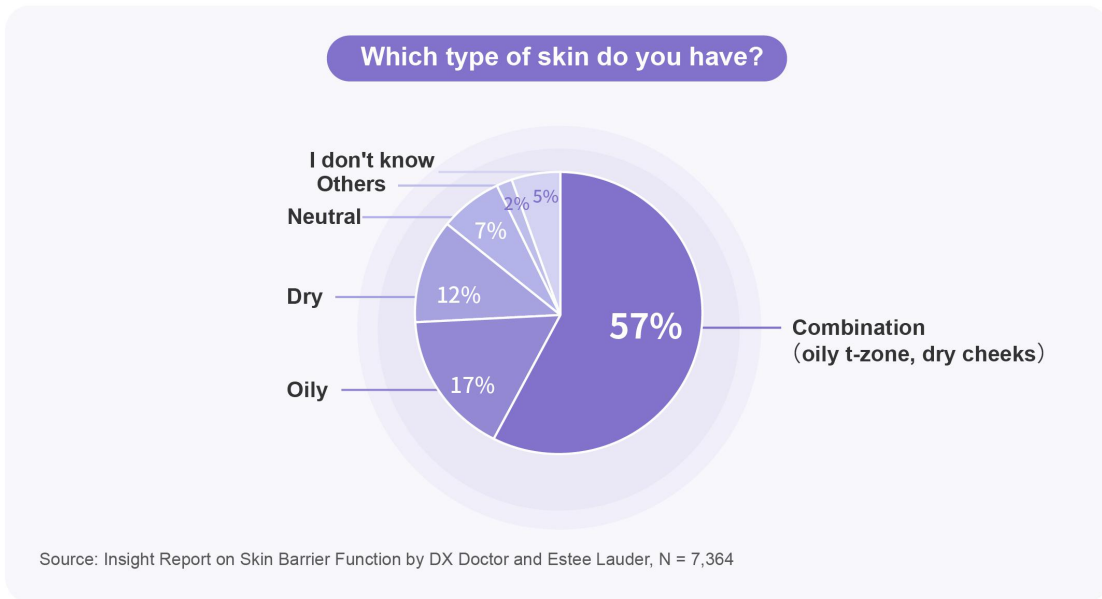


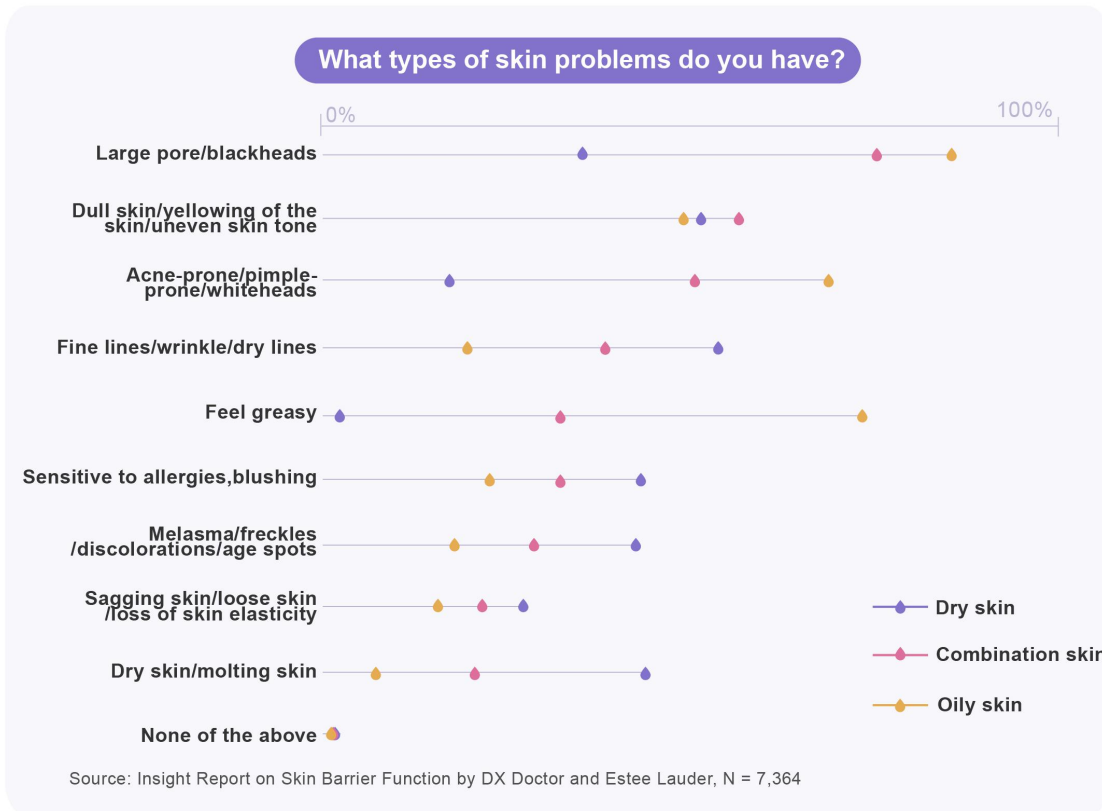
5. Reduce the intake of sugary drinks to avoid large fluctuation in blood glucose level. The rapid rise of blood glucose level will promote insulin secretion and further brings about a rapid lowering of blood glucose, which will lead to emotional fluctuations in the brain and may produce unhealthy emotions such as irritability and dysphoria.
6. Establish a healthy attitude toward eating and aesthetic, which helps reshape “our relationship with food”. Set goals in a more scientific way, and enjoy food and take control of physical health in an easier way.

## 6. Skin health: everyone has skin problems

### 6.1 Skin problems: large pores and blackheads are the most common

Generally speaking, people have a basic understanding on their skin type. Over 60% of people believe they have combination skin. However, 99% of people, especially those with combination skin and oily skin, have skin problems, in which large pores and blackheads are the most common ones. And over 50% of people with dry skin have fine lines or dull skin. The people with oily skin worry most about shininess and acne, in addition to large pores.





## 6.2 Skincare behaviors: the post-70s and post-80s have more experience in using skincare products

Generally speaking, the post-80s and post-70s tried out a wider array of skincare products than the other groups, particularly eye cream and serum. However, the post-00s and post-90s tend to use acid-based products.

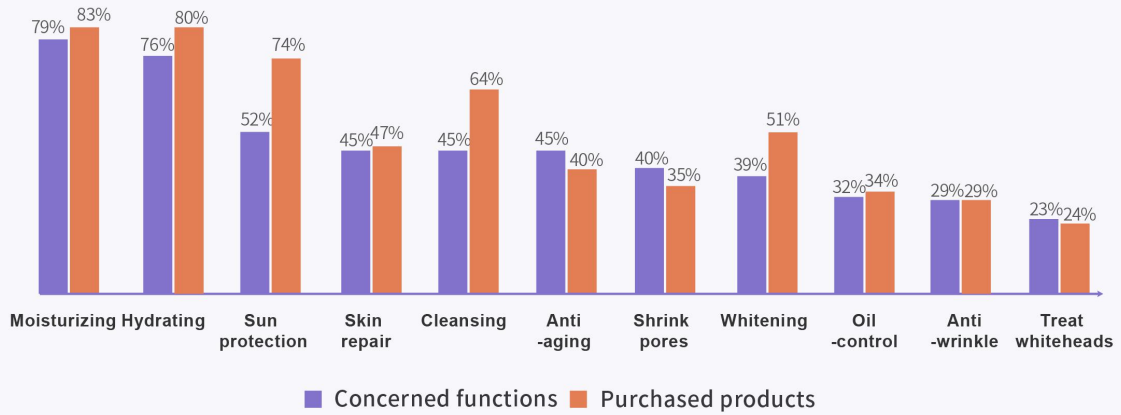
Which kinds of facial skincare products do you use in daily life?



Source: Insight Report on Skin Barrier Function by DX Doctor and Estee Lauder, N = 7,364

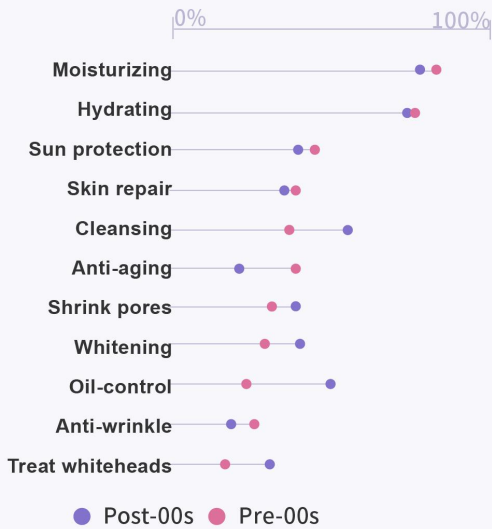
Basic skincare products, moisturizer and hydrating products are the most popular items with the highest purchase rate. Relatively speaking, the post-00s are more likely to buy cleanser, and whiteheads remover and oil control products, while the older groups pay more attention to anti-aging and anti-wrinkle products. Although the post-00s have limited purchase experience with skin repair products, they pay no less attention to such products than other age groups.

Functions or products that people are concerned about or have purchased

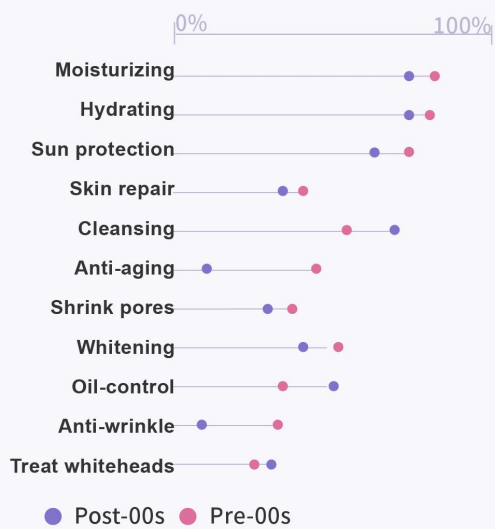


Source: Insight Report on Skin Barrier Function by DX Doctor and Estee Lauder, N = 7,364

Concerned functions



Purchased products



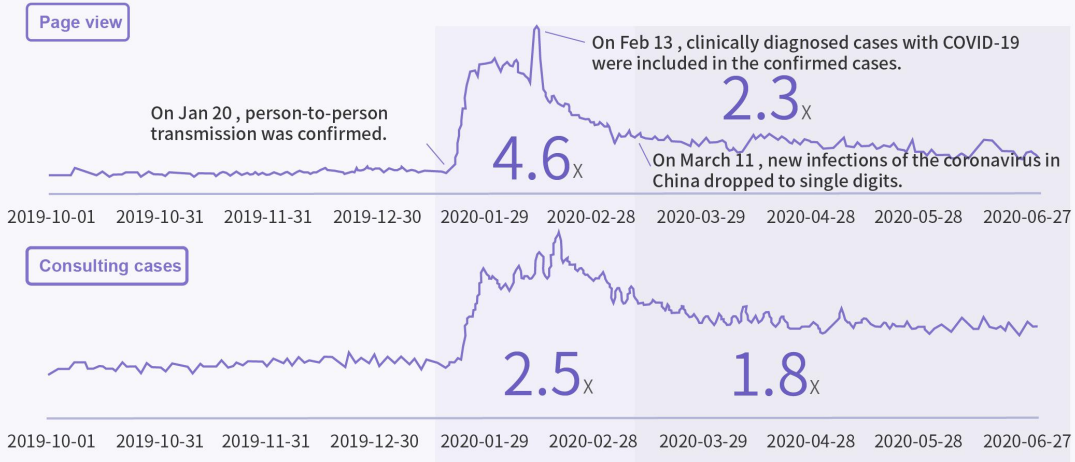
Source: Insight Report on Skin Barrier Function by DX Doctor and Estee Lauder, N = 7,364

## 7 Seek medical advice for better health

### 7.1 Online counseling: the COVID-19 pandemic promoted the development of online counseling platforms

We found a significant increase in public demands for online counseling during the pandemic. The lack of doctors and medical experts across third and fourth-tier cities also made people use online counseling platforms.

**Page view and trend of consulting cases on Ask DX Doctor Platform (2019.10~2020.06)**



Source: Ask DX Doctor platform, multiples: the average value during pandemic VS the average value before the pandemic  
Date range: 2020.01~2020.06

**Why did you use the online counseling platforms?**



Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 22,703 (the number of people using the online counseling platform)

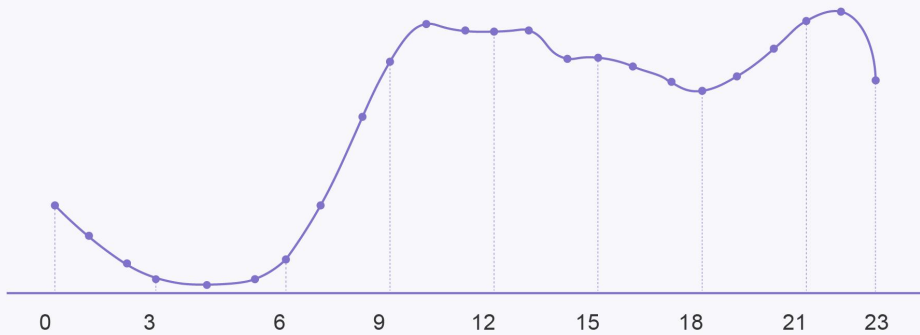
Ranking of reasons why people use online counseling platforms, by city tiers

	Tier-1 cities	Tier-2 cities	Tier-3 cities	Tier-4 cities
Fast response of online counseling	1	1	1	1
Inconvenient to visit hospitals	2	2	2	2
Intend to counsel other doctors online after offline diagnosis	3	3	3	3
Insufficient local experts	7	6	4	4
Obtain electronic prescriptions for medicine	4	4	6	6
Avoid cross-infection risks in hospitals	5	5	5	5
Mainly go for subsequent visits	6	7	7	7

Source: 2021 Health Insights Report by DX Doctor, December 2020  
 N: Tier-1 city = 13,227, Tier-2 city = 20,501, Tier-3 city = 12,029, Tier-4 city = 7,788

Based on the data from the online counseling platform of DX Doctor, the peak hours for the purchase of medicine online were around 10:00 AM and 21:00-22:00 PM. Maybe because the online purchase of medicine often results from urgent needs or sudden illness.

Distribution of the purchase orders at different times of the day



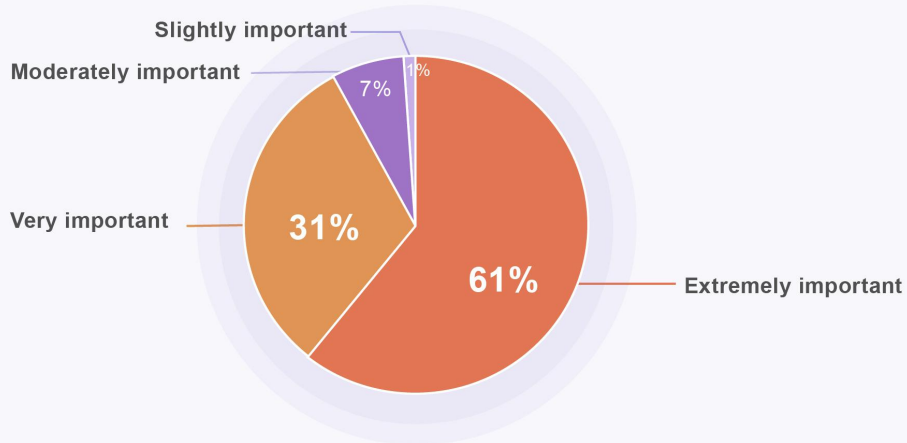
Source: The user data of Ask DX Doctor, the online counseling platform by DX Doctor

## 7.2 Physical examination: people highly aware the significance of physical examination, but lack actions



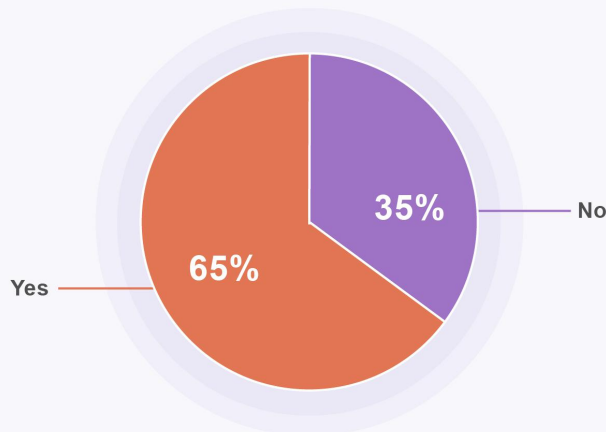
90% of the people are highly aware of the importance of physical examination, but only 60% go for periodic health examination. Compared to the elderly, young people are no less aware of the importance of physical examination, but take less periodic medical checkups. To get more young people involved in physical examination, there may be a gap to be filled in terms of the driving force and individualized services.

How important do you think the physical examination is?



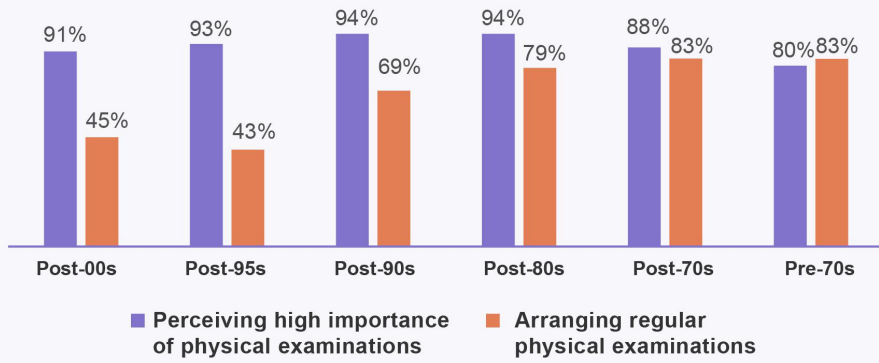
Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 56,196

Do you schedule regular physical examinations?



Source: 2021 Health Insights Report by DX Doctor, December 2020, N = 56,196

### Perception on the importance of physical examination and regular physical examination, by age



Source: 2021 Health Insights Report by DX Doctor, December 2020  
N: post-00s = 3,914, post-95s = 15,177, post-90s = 14,442, post-80s = 15,016, post-70s = 4,985, pre-70s = 2,662



# Appendix

# Appendix : About the Survey

## Survey methodology

Investigation methods: online questionnaire, expert interviews, analysis of the data from DX Doctor platform

Data source: media matrix channel of DX Doctor, China Daily app

Investigation period: December 2020

## Sample Distribution

The number of samples: 56,196 respondents

