

## Gallup-Healthways Monthly U.S. Well-Being Report

August 2010

### WELL-BEING CONTINUES 3-MONTH SLIDE

The Gallup-Healthways Well-Being Index™ (WBI) dropped slightly for the third month in a row in August, decreasing to 66.9 from 67.1 in July. The score of 66.9 ended a streak of four consecutive months where the composite score measured at or above 67, and marked the first time all six domain scores dropped in the same month.

The WBI holistic view of total experience reinforces trends reported in individual social measures; the Dow Jones was down over four percent in August, unemployment remained at 9.6 percent and the Consumer Confidence Index shows consumer assessment of current conditions remains low. Perhaps unsurprisingly, the WBI reports the percentage of Americans facing stress in the last month rose over a point to 39.8 percent. This is the highest stress metric reported since March.

A portion of the overall WBI decline is attributed to the Work Environment Index (WEI), which slipped from 48.1 to 47.7 in August. This marks the 18th time in the last 20 months the WEI measured below 50.0, after tracking above this plateau through all of 2008. This trend likely reflects the prolonged impact of the recession and the continued influence of the economic downturn on the work environment.

The Life Evaluation Index, which reached its all-time high of 50.8 in June, is now at 49.3. The number of people who were thriving in August fell to 52.8 percent, ending seven consecutive months of measuring above 53 percent. Still, this remains well above the low of 37.4 percent recorded in November 2008.

The Healthy Behavior Index (HBI), which reached an all-time high of 65.5 in July, slipped back to 65 in August, still tied for the third best HBI score recorded, but dropping a month sooner than what is typically seen. Generally, September represents the beginning of a downward trend for the metric. The percentage of respondents who reported at least three days of exercise in the past week decreased more than one point to 52.3 percent, accounting for most of the HBI's decline. The ease of obtaining affordable fruits and vegetables improved slightly to 92.9 percent, tying its all-time recorded high.

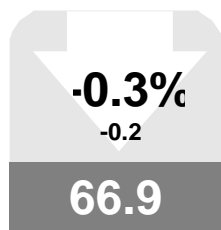
After tying its highest score of 79.8 in May, the Emotional Health Index (EHI) has recorded slight declines three months in a row, falling to 79.3 in August. The EHI individual metrics were mostly flat in August, although the percent of respondents without stress dropped 1.2 points to 60.2, which accounts for much of the overall decline in EHI.

The Physical Health Index (PHI) remained high at 77.4 in August, as the seasonal influences of cold, flu, and headache remain minimal through the end of summer. The PHI can be expected to remain above 77 through September, after which the onset of the cold and flu season in October will likely impact the score.

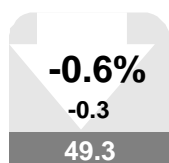
**Allison London Brown**  
Healthways, Inc.

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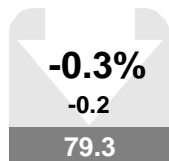
*Left : Values in arrows denote month-to-month value change and percentage change, up or down. Values in boxes denote the month's index scores. A gray box indicates the monthly change was not significant. Red indicates a significant decline. Green indicates significant improvement. Scale for all values is 0-100*



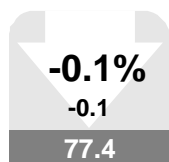
U.S. Well-Being



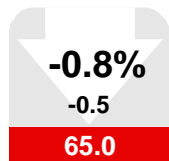
Life Evaluation



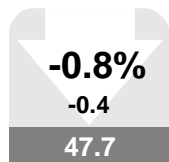
Emotional Health



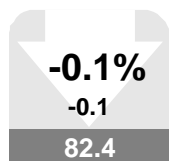
Physical Health



Healthy Behavior



Work Environment



Basic Access

**Gallup-Healthways Monthly U.S. Well-Being Report**

From Gallup-Healthways Well-Being Index Data

Based on 31,261 surveys completed in August 2010. Total of 947,266 since January 2, 2008.

**U.S. Composite and Life Evaluation Score**

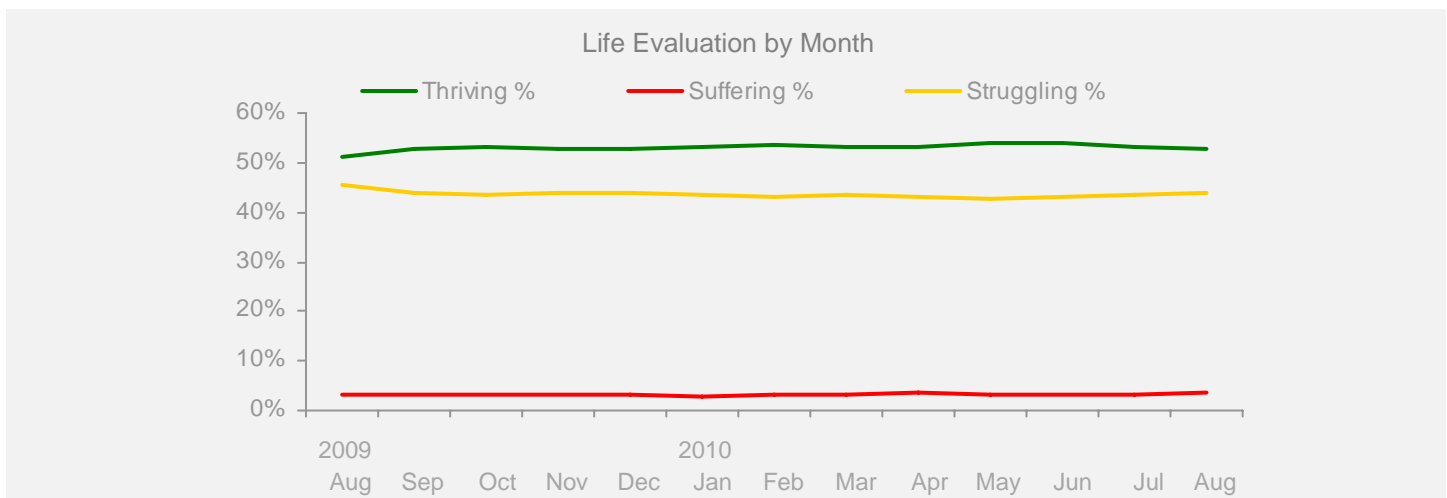
	2009					2010								Change	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Month	Year
<b>Well-Being Index</b>	SCALE 0-100 MoE = +/- 0.2%														
<b>National</b>	67.0	66.7	66.5	66.7	66.1	66.8	66.6	66.8	67.0	67.4	67.3	67.1	66.9	-0.2	-0.1



**Life Evaluation**

SCALE 0-100 MoE = Composite Score +/- 0.7% Each Category +/- 0.6%

<b>Life Evaluation</b>	47.8	49.5	50.0	49.5	49.3	50.3	50.4	49.8	49.7	50.7	50.8	49.6	49.3	-0.3	+1.5
Thriving %	51.1	52.9	53.2	52.9	52.6	53.3	53.7	53.1	53.3	54.0	53.9	53.0	52.8	-0.2	+1.7
Struggling %	45.6	43.8	43.6	43.7	44.0	43.6	42.9	43.6	43.1	42.8	43.1	43.6	43.7	+0.1	-1.9
Suffering %	3.3	3.4	3.2	3.4	3.4	3.0	3.4	3.3	3.6	3.2	3.1	3.4	3.5	+0.1	+0.2



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**National and Regional Composite Well-Being Scores**

	2009					2010					Change				
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Month	Year
<b>Well-Being Index</b>													MoE = National +/- 0.2% Regional +/- 0.4%		
<b>National</b>	67.0	66.7	66.5	66.7	66.1	66.8	66.6	66.8	67.0	67.4	67.3	67.1	66.9	-0.2	-0.1
Northeast	67.2	66.4	66.5	67.0	66.3	67.1	66.5	66.8	67.3	67.9	67.0	67.9	67.8	-0.1	+0.6
South	66.1	66.0	65.9	65.9	65.5	66.0	65.8	66.0	66.4	66.5	66.6	66.2	66.4	+0.2	+0.3
Midwest	66.6	66.9	66.6	66.3	65.8	66.5	66.6	66.8	66.7	67.6	67.7	66.6	65.9	-0.7	-0.7
West	68.5	67.9	67.1	68.0	66.8	67.8	67.8	67.9	68.0	67.8	68.1	68.2	67.7	-0.5	-0.8
<b>Life Evaluation</b>													MoE = National +/- 0.7% Regional +/- 1.4%		
<b>National</b>	47.8	49.5	50.0	49.5	49.3	50.3	50.4	49.8	49.7	50.7	50.8	49.6	49.3	-0.3	+1.5
Northeast	48.2	49.3	49.2	50.5	49.9	51.7	51.2	48.7	49.1	51.7	49.1	51.5	49.6	-1.9	+1.4
South	46.7	48.6	50.1	48.5	48.3	49.4	50.8	49.2	49.6	49.9	50.6	47.8	50.2	+2.4	+3.5
Midwest	46.2	48.3	49.7	48.3	48.0	49.2	48.6	50.5	48.3	50.9	50.8	48.2	46.2	-2.0	+0.0
West	50.8	51.9	50.8	51.2	51.3	51.2	50.8	51.1	51.6	50.9	52.4	51.7	50.7	-1.0	-0.1
<b>Emotional Health</b>													MoE = National +/- 0.3% Regional +/- 0.5%		
<b>National</b>	79.1	78.9	78.8	79.5	78.7	79.1	79.1	79.2	79.8	79.8	79.6	79.5	79.3	-0.2	+0.2
Northeast	79.3	78.1	78.7	79.5	78.2	78.8	78.1	78.3	79.3	79.4	79.2	79.1	79.7	+0.6	+0.4
South	78.4	78.9	78.7	79.2	78.7	78.8	78.5	79.4	79.9	79.3	79.4	78.9	78.7	-0.2	+0.3
Midwest	79.6	79.3	79.8	79.7	79.0	79.2	79.7	79.3	79.9	80.2	80.2	80.4	79.6	-0.8	+0.0
West	79.2	79.1	78.2	79.9	78.8	79.7	80.4	79.5	80.1	80.4	79.6	80.0	79.6	-0.4	+0.4
<b>Physical Health</b>													MoE = National +/- 0.2% Regional +/- 0.3%		
<b>National</b>	77.3	76.6	76.4	77.1	76.5	77.1	76.8	76.5	76.9	77.3	77.2	77.5	77.4	-0.1	+0.1
Northeast	78.1	76.6	76.8	77.4	76.8	77.4	76.8	77.2	77.3	77.1	77.3	77.5	77.8	+0.3	-0.3
South	76.3	75.8	75.8	75.9	75.8	76.1	75.8	75.6	76.2	76.5	76.1	76.3	76.4	+0.1	+0.1
Midwest	77.6	77.0	76.5	77.5	76.9	77.9	77.0	76.8	76.8	77.9	78.1	78.0	77.5	-0.5	-0.1
West	77.8	77.2	77.0	78.0	76.9	77.7	78.1	77.0	77.7	78.1	77.7	78.6	78.5	-0.1	+0.7
<b>Healthy Behavior</b>													MoE = National +/- 0.2% Regional +/- 0.4%		
<b>National</b>	64.8	64.0	63.3	63.0	61.1	62.9	63.1	64.6	64.9	65.2	64.9	65.5	65.0	-0.5	+0.2
Northeast	65.2	64.4	64.4	63.5	61.7	63.3	63.5	65.0	65.6	66.0	65.6	66.9	66.8	-0.1	+1.6
South	63.3	62.8	62.6	61.7	60.2	62.0	61.7	63.3	63.6	64.1	64.1	64.4	63.6	-0.8	+0.3
Midwest	63.1	62.8	60.6	61.4	58.8	61.0	61.6	63.0	63.7	63.9	63.7	63.6	63.3	-0.3	+0.2
West	68.0	66.7	66.0	65.9	64.0	65.5	66.3	67.4	67.1	67.1	66.7	67.8	67.1	-0.7	-0.9
<b>Work Environment</b>													MoE = National +/- 0.6% Regional +/- 1.2%		
<b>National</b>	50.5	49.1	48.1	48.7	48.4	48.9	48.0	48.2	48.3	48.9	48.4	48.1	47.7	-0.4	-2.8
Northeast	47.6	46.2	46.2	46.7	47.6	47.1	45.7	47.4	48.0	48.3	46.9	47.9	48.2	+0.3	+0.6
South	51.3	49.8	47.8	49.4	48.9	48.9	47.3	47.5	48.0	49.0	48.3	48.9	48.8	-0.1	-2.5
Midwest	49.5	49.8	49.3	47.5	48.7	48.4	49.0	47.7	48.2	49.1	48.7	46.2	45.3	-0.9	-4.2
West	53.3	50.3	49.2	50.8	48.4	51.3	50.1	50.6	48.9	49.2	49.7	48.7	48.2	-0.5	-5.1
<b>Basic Access</b>													MoE = National +/- 0.2% Regional +/- 0.4%		
<b>National</b>	82.6	82.3	82.1	82.3	82.3	82.3	82.2	82.3	82.7	82.3	82.8	82.5	82.4	-0.1	-0.2
Northeast	84.9	83.8	84.0	84.2	83.9	84.5	84.0	84.3	84.4	84.9	84.0	84.4	84.5	+0.1	-0.4
South	80.7	80.2	80.3	80.4	80.9	80.8	80.5	80.8	81.2	80.3	81.2	80.8	80.6	-0.2	-0.1
Midwest	83.6	83.9	83.7	83.6	83.5	83.2	83.6	83.4	83.5	83.8	84.3	83.4	83.4	+0.0	-0.2
West	82.1	82.0	81.4	81.9	81.7	81.4	81.4	81.7	82.3	81.4	82.4	82.3	82.0	-0.3	-0.1

Regions: EAST: ME, NH, VT, MA, RI, CT, NY, NJ, PA, MD, DE, WV, DC. MIDWEST: OH, MI, IN, IL, WI, MN, IA, MO, ND, SD, NE, KS. SOUTH: VA, NC, SC, GA, FL, KY, TN, AL, MS, AR, LA, OK, TX. WEST: MT, AZ, CO, ID, WY, UT, NV, NM, CA, OR, WA, HI, AK.

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**National Well-Being Scores by Demographic**

	2009					2010								Change	
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Month	Year
<b>Gender</b>															
Male	67.2	66.9	66.8	66.9	66.3	66.7	66.8	67.2	66.9	67.6	67.4	67.1	67.1	+0.0	-0.1
Female	66.8	66.5	66.1	66.4	65.8	66.8	66.4	66.3	67.2	67.1	67.1	67.0	66.6	-0.4	-0.2
<b>Age</b>															
18 to 29	68.0	67.5	66.7	67.0	67.0	68.0	68.1	67.6	69.0	68.8	67.9	68.8	68.6	-0.2	+0.6
30 to 44	67.7	66.9	66.9	66.8	66.3	67.0	66.8	67.7	67.3	67.9	68.0	67.9	66.7	-1.2	-1.0
45 to 64	65.5	65.8	65.5	65.8	64.9	65.6	65.3	65.5	65.6	66.1	66.1	65.6	65.7	+0.1	+0.2
65 and older	68.9	68.3	68.6	68.8	67.8	68.3	69.0	68.2	68.2	69.2	69.2	68.9	68.8	-0.1	-0.1
<b>Family Status</b>															
Married	69.4	69.1	69.4	69.3	68.5	69.3	69.1	69.6	69.4	69.8	70.1	69.7	69.2	-0.5	-0.2
Single	65.6	65.3	64.4	64.3	64.6	65.2	65.0	65.0	65.5	66.3	65.7	66.0	65.9	-0.1	+0.3
Divorced	60.5	60.9	59.8	60.9	60.4	60.8	60.8	60.0	60.8	60.6	60.8	60.5	60.6	+0.1	+0.1
Widowed	64.8	64.8	63.6	63.7	64.5	64.1	63.2	64.0	65.5	65.0	64.0	65.4	65.3	-0.1	+0.5
Separated	56.2	57.7	56.3	58.0	54.9	54.7	57.8	56.5	56.1	59.2	56.7	59.2	56.8	-2.4	+0.6
Domestic Partner	63.3	62.7	62.9	63.1	62.9	64.1	63.9	62.4	65.9	65.4	65.2	62.9	64.7	+1.8	+1.4
<b>Ethnicity</b>															
White	67.7	67.5	67.2	67.5	66.7	67.3	67.2	67.3	67.4	67.8	67.9	67.6	67.5	-0.1	-0.2
Black	64.4	63.8	63.8	63.8	63.9	64.9	64.4	65.1	65.1	66.0	65.2	65.3	64.4	-0.9	+0.0
Hispanic	64.7	64.6	64.9	65.3	64.7	65.4	65.3	65.4	66.6	66.1	66.3	66.4	65.9	-0.5	+1.2
Asian	71.0	69.3	70.2	70.2	68.3	70.6	69.9	71.3	71.0	74.7	72.6	72.3	71.3	-1.0	+0.3
Other	64.5	65.1	63.2	62.7	62.0	62.5	63.5	64.2	64.3	64.3	62.4	63.8	63.0	-0.8	-1.5
<b>Household Income</b>															
Under \$1,000	55.3	54.2	52.4	55.3	54.8	54.2	54.3	56.6	56.0	56.1	55.3	54.1	54.8	+0.7	-0.5
\$1,000-\$1,999	57.3	58.9	58.5	58.5	58.3	59.4	58.0	58.3	58.5	59.1	59.2	58.8	57.9	-0.9	+0.6
\$2,000-\$2,999	63.1	62.2	62.7	63.7	62.6	63.7	63.7	63.6	63.7	63.6	63.7	63.0	62.1	-0.9	-1.0
\$3,000-\$3,999	67.2	65.8	65.0	65.7	65.4	65.5	66.1	66.3	66.1	67.5	66.6	66.9	66.4	-0.5	-0.8
\$4,000-\$4,999	68.7	68.1	68.1	68.9	67.7	68.9	68.3	68.3	68.8	69.1	68.6	69.3	68.4	-0.9	-0.3
\$5,000-\$7,499	71.8	70.8	70.8	70.8	70.7	71.2	70.8	71.1	71.6	72.5	72.1	72.1	71.5	-0.6	-0.3
\$7,500-\$9,999	74.0	72.7	72.6	73.3	72.6	73.1	72.7	72.7	74.2	73.4	73.8	74.2	74.0	-0.2	+0.0
\$10,000 +	74.9	75.3	75.3	74.4	73.6	74.3	74.9	74.6	74.7	75.5	75.0	74.5	75.0	+0.5	+0.1

**About the Sub-Indices and Methodology**

To compile the Gallup-Healthways Well-Being Index, Gallup obtains completed interviews from 1,000 U.S. adults nationally, seven days a week, excluding only major holidays. The survey methods rely on live interviewers, dual-frame random-digit-dial (RDD) sampling – which includes landlines as well as wireless phone sampling – and a random selection method for choosing respondents within a household. Daily tracking includes Spanish-language interviews and interviews in all 50 states. The data are weighted daily to compensate for disproportionalities in selection probabilities and nonresponse. The data are weighted to match targets from the U.S. Census Bureau by age, sex, region, gender, education, ethnicity, and race. For results based on each monthly sample, one can say with 95% confidence that the maximum margins of sampling error are as shown. Demographic results will have a higher level of sampling error. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

The Gallup-Healthways Well-Being Index Composite Score is comprised of six sub-indices: Life Evaluation, Emotional Health, Physical Health, Healthy Behavior, Work Environment and Basic Access. The Life Evaluation Sub-Index is partially based on the Cantril Self-Anchoring Striving Scale and combines the evaluation of one's present life situation with one's anticipated life situation five years from now. The Emotional Health Sub-Index is primarily a composite of respondents' daily experiences, asking respondents to think about how they felt yesterday along nine dimensions. The Physical Health Sub-Index is comprised of questions related to: Body Mass Index, disease burden, sick days, physical pain, daily energy, history of disease and daily health experiences. The Healthy Behavior Sub-Index includes items measuring life style habits with established relationships to health outcomes. The Work Environment Sub-Index surveys workers on several factors to gauge their feelings and perceptions about their work environment. The Basic Access Sub-Index is based on thirteen items measuring resident's access to food, shelter, healthcare and a safe and satisfying place to live.