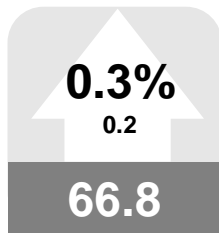


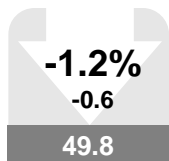
Gallup-Healthways Monthly U.S. Well-Being Report

March 2010

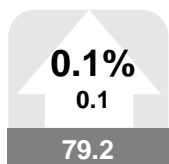
U.S. Well-Being Regains High in March; nearly 3 Million Americans Have Less Access to Basic Necessities than Before Economic Crisis



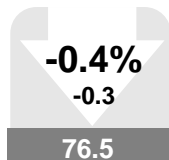
U.S. Well-Being



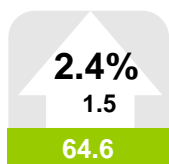
Life Evaluation



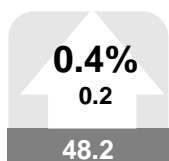
Emotional Health



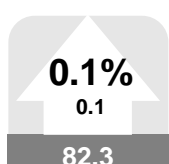
Physical Health



Healthy Behavior



Work Environment



Basic Access

Well-being in America continues to rebound, after slides in all sub-indices in late 2008 through much of 2009. Closing March at 66.8, the Gallup-Healthways Well-Being Index (WBI) now stands at the second highest monthly score since polling began in January 2008.

The four WBI sub-indices most directly impacted by individually-controlled factors - Life Evaluation, Emotional Health, Physical Health and Healthy Behaviors - have either met or surpassed pre-recession levels. The sub-indices measuring aspects of life where individuals exert less direct control - Work Environment and Basic Access - continue to lag.

During the first three months of 2010, nearly three million Americans had less access to basic necessities than at the same period in 2008. The Basic Access sub-index (BAI) showed a 1.4 point year-over-year decline, closing March at 82.3. Leading the slide is a 2.3 point year-over-year drop in those who feel their city is improving; a 1.8 point decline in people saying they had adequate money to buy food and a 1.5 drop in those with health insurance.

Also of note in March, Americans were apparently working harder but getting less recognition on the job. The Work Environment Sub-Index (WEI) increased slightly, by 0.2 percentage points during the month, with more individuals reporting the ability to use their strengths at work, but fewer reporting a good relationship with their supervisor. The WEI is down 1.6 points year-over-year and down 2.9 points over March 2008.

Leading overall well-being improvement is the Life Evaluation sub-index (LEI), which cumulatively measures current life perception and optimism for the future. Although March LEI had a nonstatistically significant fall of 0.6 points, the LEI remains 12.2 percentage points higher year-over-year, signaling a self-reported improvement of life circumstances for more than 24 million Americans since March 2008.

The Healthy Behaviors sub-index (HBI) is up nearly two percentage points year-over-year ending March with an absolute score of 64.6, the highest HBI score since August 2008. This data may indicate that as spring and summer months approach, Americans are reporting progress across all factors by which Healthy Behaviors are measured; less smoking, healthy eating, more exercise and regular consumption of fruits and vegetables. This trend is encouraging, as HBI can be a leading indicator of obesity and chronic disease long-term and has demonstrated associated medical and lost productivity costs.

The Physical Health Sub-Index (PHI) dropped by 0.3 percentage points month-over-month, largely due to an increase in the number of individuals who report not feeling well rested and lacking adequate energy to get things done. The PHI has recovered from its lows during the economic crisis and is slightly higher (up 0.5 points) year-over-year.

Allison London Brown
Healthways, Inc.

Katie Bell
Gallup, Inc.

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.

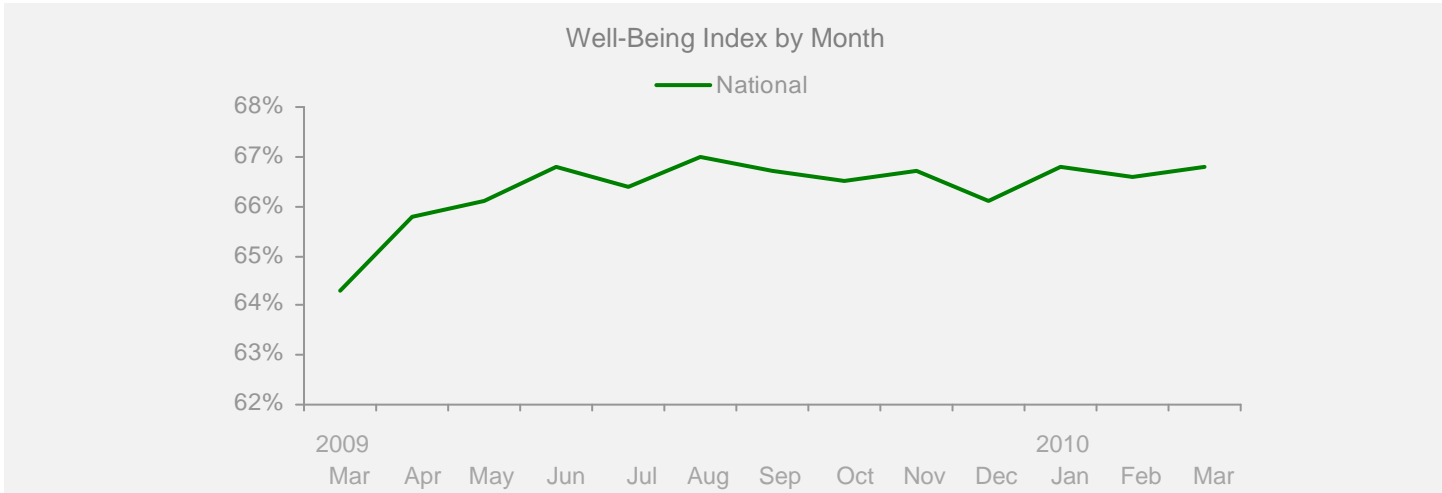
Gallup-Healthways Monthly U.S. Well-Being Report

From Gallup-Healthways Well-Being Index Data

Based on 30,201 surveys completed in March 2010. Total of 797,093 since January 2, 2008.

U.S. Composite and Life Evaluation Score

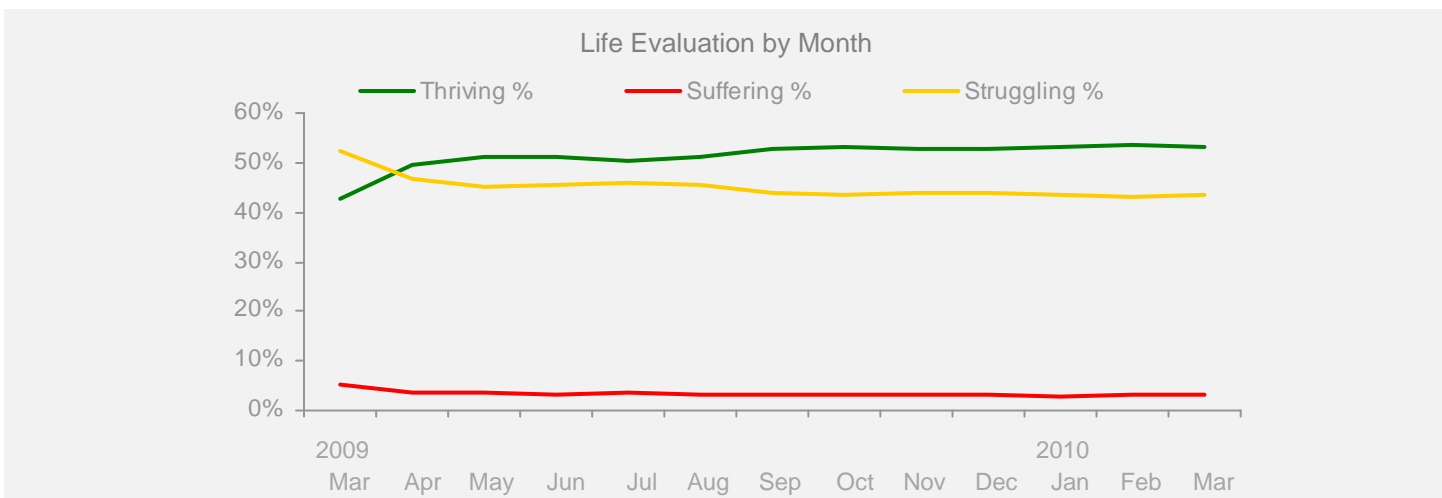
	2009												2010		Change	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Month	Year	
Well-Being Index	SCALE 0-100 MoE = +/- 0.2%															
National	64.3	65.8	66.1	66.8	66.4	67.0	66.7	66.5	66.7	66.1	66.8	66.6	66.8	+0.2	+2.5	



Life Evaluation

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

Life Evaluation	37.6	45.9	47.5	47.8	46.8	47.8	49.5	50.0	49.5	49.3	50.3	50.4	49.8	-0.6	+12.2
Thriving %	42.7	49.6	51.2	51.2	50.4	51.1	52.9	53.2	52.9	52.6	53.3	53.7	53.1	-0.6	+10.4
Struggling %	52.2	46.8	45.1	45.5	45.9	45.6	43.8	43.6	43.7	44.0	43.6	42.9	43.6	+0.7	-8.6
Suffering %	5.1	3.6	3.7	3.4	3.6	3.3	3.4	3.2	3.4	3.4	3.0	3.4	3.3	-0.1	-1.8



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

From Gallup-Healthways Well-Being Index Data

Based on 30,201 surveys completed in March 2010. Total of 797,093 since January 2, 2008.

National and Regional Composite Well-Being Scores

	2009										2010			Change	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Month	Year
Well-Being Index											MoE = National +/- 0.2% Regional +/- 0.4%				
National	64.3	65.8	66.1	66.8	66.4	67.0	66.7	66.5	66.7	66.1	66.8	66.6	66.8	+0.2	+2.5
Northeast	64.2	65.7	66.1	66.4	67.0	67.2	66.4	66.5	67.0	66.3	67.1	66.5	66.8	+0.3	+2.6
South	63.7	65.8	65.7	66.7	65.7	66.1	66.0	65.9	65.9	65.5	66.0	65.8	66.0	+0.2	+2.3
Midwest	64.0	65.4	65.1	66.7	65.8	66.6	66.9	66.6	66.3	65.8	66.5	66.6	66.8	+0.2	+2.8
West	65.5	66.3	67.6	67.6	67.3	68.5	67.9	67.1	68.0	66.8	67.8	67.8	67.9	+0.1	+2.4
Life Evaluation											MoE = National +/- 0.7% Regional +/- 1.4%				
National	37.6	45.9	47.5	47.8	46.8	47.8	49.5	50.0	49.5	49.3	50.3	50.4	49.8	-0.6	+12.2
Northeast	37.3	46.2	47.5	47.3	47.8	48.2	49.3	49.2	50.5	49.9	51.7	51.2	48.7	-2.5	+11.4
South	37.4	46.1	48.9	48.1	46.1	46.7	48.6	50.1	48.5	48.3	49.4	50.8	49.2	-1.6	+11.8
Midwest	35.7	44.6	44.0	46.1	44.5	46.2	48.3	49.7	48.3	48.0	49.2	48.6	50.5	+1.9	+14.8
West	40.2	46.8	49.1	49.5	48.9	50.8	51.9	50.8	51.2	51.3	51.2	50.8	51.1	+0.3	+10.9
Emotional Health											MoE = National +/- 0.3% Regional +/- 0.5%				
National	78.0	78.6	78.6	79.2	78.9	79.1	78.9	78.8	79.5	78.7	79.1	79.1	79.2	+0.1	+1.2
Northeast	77.5	78.1	78.3	78.6	79.2	79.3	78.1	78.7	79.5	78.2	78.8	78.1	78.3	+0.2	+0.8
South	78.0	78.8	78.5	79.1	78.5	78.4	78.9	78.7	79.2	78.7	78.8	78.5	79.4	+0.9	+1.4
Midwest	78.4	78.7	78.2	79.9	79.2	79.6	79.3	79.8	79.7	79.0	79.2	79.7	79.3	-0.4	+0.9
West	77.9	78.6	79.3	79.1	78.9	79.2	79.1	78.2	79.9	78.8	79.7	80.4	79.5	-0.9	+1.6
Physical Health											MoE = National +/- 0.2% Regional +/- 0.3%				
National	76.0	76.5	76.1	77.0	77.1	77.3	76.6	76.4	77.1	76.5	77.1	76.8	76.5	-0.3	+0.5
Northeast	76.3	76.2	76.3	77.3	77.4	78.1	76.6	76.8	77.4	76.8	77.4	76.8	77.2	+0.4	+0.9
South	75.1	76.2	75.3	76.0	75.9	76.3	75.8	75.8	75.9	75.8	76.1	75.8	75.6	-0.2	+0.5
Midwest	76.3	76.7	75.8	77.4	77.8	77.6	77.0	76.5	77.5	76.9	77.9	77.0	76.8	-0.2	+0.5
West	76.5	77.0	77.1	77.8	78.0	77.8	77.2	77.0	78.0	76.9	77.7	78.1	77.0	-1.1	+0.5
Healthy Behavior											MoE = National +/- 0.2% Regional +/- 0.4%				
National	62.7	62.6	63.1	64.2	64.3	64.8	64.0	63.3	63.0	61.1	62.9	63.1	64.6	+1.5	+1.9
Northeast	63.0	63.6	63.9	64.6	65.3	65.2	64.4	64.4	63.5	61.7	63.3	63.5	65.0	+1.5	+2.0
South	61.9	62.1	61.5	63.5	63.1	63.3	62.8	62.6	61.7	60.2	62.0	61.7	63.3	+1.6	+1.4
Midwest	61.0	60.0	61.5	62.2	62.6	63.1	62.8	60.6	61.4	58.8	61.0	61.6	63.0	+1.4	+2.0
West	65.4	65.0	65.9	66.6	66.8	68.0	66.7	66.0	65.9	64.0	65.5	66.3	67.4	+1.1	+2.0
Work Environment											MoE = National +/- 0.6% Regional +/- 1.2%				
National	49.8	49.1	49.2	50.2	48.9	50.5	49.1	48.1	48.7	48.4	48.9	48.0	48.2	+0.2	-1.6
Northeast	48.0	46.4	46.0	46.3	47.8	47.6	46.2	46.2	46.7	47.6	47.1	45.7	47.4	+1.7	-0.6
South	49.3	50.7	49.5	52.2	50.0	51.3	49.8	47.8	49.4	48.9	48.9	47.3	47.5	+0.2	-1.8
Midwest	50.1	49.6	48.6	51.0	48.0	49.5	49.8	49.3	47.5	48.7	48.4	49.0	47.7	-1.3	-2.4
West	52.0	49.0	52.3	50.6	49.5	53.3	50.3	49.2	50.8	48.4	51.3	50.1	50.6	+0.5	-1.4
Basic Access											MoE = National +/- 0.2% Regional +/- 0.4%				
National	81.5	82.0	82.2	82.6	82.1	82.6	82.3	82.1	82.3	82.3	82.3	82.2	82.3	+0.1	+0.8
Northeast	83.0	83.5	84.2	84.3	84.2	84.9	83.8	84.0	84.2	83.9	84.5	84.0	84.3	+0.3	+1.3
South	80.3	80.8	80.7	81.2	80.5	80.7	80.2	80.3	80.4	80.9	80.8	80.5	80.8	+0.3	+0.5
Midwest	82.6	82.9	82.5	83.8	82.9	83.6	83.9	83.7	83.6	83.5	83.2	83.6	83.4	-0.2	+0.8
West	80.9	81.3	81.9	81.7	81.5	82.1	82.0	81.4	81.9	81.7	81.4	81.4	81.7	+0.3	+0.8

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.

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

From Gallup-Healthways Well-Being Index Data

Based on 30,201 surveys completed in March 2010. Total of 797,093 since January 2, 2008.

National Well-Being Scores by Demographic

	2009										2010			Change	
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Month	Year
Gender															
Male	64.7	65.9	66.6	67.0	66.5	67.2	66.9	66.8	66.9	66.3	66.7	66.8	67.2	+0.4	+2.5
Female	63.9	65.7	65.6	66.7	66.2	66.8	66.5	66.1	66.4	65.8	66.8	66.4	66.3	-0.1	+2.4
Age															
18 to 29	64.5	66.0	67.1	67.2	66.9	68.0	67.5	66.7	67.0	67.0	68.0	68.1	67.6	-0.5	+3.1
30 to 44	64.7	66.2	66.5	67.8	66.9	67.7	66.9	66.9	66.8	66.3	67.0	66.8	67.7	+0.9	+3.0
45 to 64	63.1	64.6	64.8	65.7	65.3	65.5	65.8	65.5	65.8	64.9	65.6	65.3	65.5	+0.2	+2.4
65 and older	66.4	68.7	68.4	67.6	68.0	68.9	68.3	68.6	68.8	67.8	68.3	69.0	68.2	-0.8	+1.8
Family Status															
Married	67.1	68.9	69.2	69.4	69.0	69.4	69.1	69.4	69.3	68.5	69.3	69.1	69.6	+0.5	+2.5
Single	62.2	63.6	64.5	65.0	64.5	65.6	65.3	64.4	64.3	64.6	65.2	65.0	65.0	+0.0	+2.8
Divorced	59.0	60.5	60.3	60.6	60.0	60.5	60.9	59.8	60.9	60.4	60.8	60.8	60.0	-0.8	+1.0
Widowed	63.1	65.3	63.7	64.1	64.2	64.8	64.8	63.6	63.7	64.5	64.1	63.2	64.0	+0.8	+0.9
Separated	54.2	55.2	57.1	59.4	56.9	56.2	57.7	56.3	58.0	54.9	54.7	57.8	56.5	-1.3	+2.3
Domestic Partner	62.0	60.7	63.9	63.6	62.9	63.3	62.7	62.9	63.1	62.9	64.1	63.9	62.4	-1.5	+0.4
Ethnicity															
White	64.8	66.6	66.6	67.4	66.8	67.7	67.5	67.2	67.5	66.7	67.3	67.2	67.3	+0.1	+2.5
Black	61.2	62.8	63.7	64.2	64.8	64.4	63.8	63.8	63.8	63.9	64.9	64.4	65.1	+0.7	+3.9
Hispanic	63.7	64.0	65.0	65.7	64.7	64.7	64.6	64.9	65.3	64.7	65.4	65.3	65.4	+0.1	+1.7
Asian	67.5	69.2	68.6	70.9	70.7	71.0	69.3	70.2	70.2	68.3	70.6	69.9	71.3	+1.4	+3.8
Other	61.0	61.3	64.3	63.3	64.2	64.5	65.1	63.2	62.7	62.0	62.5	63.5	64.2	+0.7	+3.2
Household Income															
Under \$1,000	51.9	54.0	53.3	54.1	53.7	55.3	54.2	52.4	55.3	54.8	54.2	54.3	56.6	+2.3	+4.7
\$1,000-\$1,999	57.1	58.0	58.9	59.7	58.3	57.3	58.9	58.5	58.5	58.3	59.4	58.0	58.3	+0.3	+1.2
\$2,000-\$2,999	60.9	63.4	63.3	63.6	62.3	63.1	62.2	62.7	63.7	62.6	63.7	63.7	63.6	-0.1	+2.7
\$3,000-\$3,999	63.9	65.4	66.8	66.4	65.7	67.2	65.8	65.0	65.7	65.4	65.5	66.1	66.3	+0.2	+2.4
\$4,000-\$4,999	66.6	67.9	68.1	67.9	68.5	68.7	68.1	68.1	68.9	67.7	68.9	68.3	68.3	+0.0	+1.7
\$5,000-\$7,499	69.5	70.7	71.0	71.2	71.0	71.8	70.8	70.8	70.8	70.7	71.2	70.8	71.1	+0.3	+1.6
\$7,500-\$9,999	71.5	73.2	73.9	74.6	73.7	74.0	72.7	72.6	73.3	72.6	73.1	72.7	72.7	+0.0	+1.2
\$10,000 +	72.8	73.9	74.7	74.4	74.2	74.9	75.3	75.3	74.4	73.6	74.3	74.9	74.6	-0.3	+1.8

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.