

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

October 2010

WELL-BEING EDGES UP SLIGHTLY AFTER SEPTEMBER'S 2010 LOW

The Gallup-Healthways Well-Being Index™ (WBI) remained mostly flat in October at 66.5, up only slightly over last month's 66.4, the lowest WBI score of the year. The October WBI score matches the October 2009 score, and is higher than October 2008. This month's improvement was driven by a slight boost in the Life Evaluation Index (LEI), the Emotional Health Index (EHI) and Work Environment Index (WEI).

The EHI reversed a four month decline by edging up to 79.3 in October. The number of respondents reporting they learned or did something interesting rose to 64.3 percent in September, the highest the metric has recorded, and maintained that high in October. The last time it was near 64 percent was in October 2008 (63.8 percent). This metric is a strong commonality of cities with high well-being,

The LEI, the measure of people's current life perception and optimism for the future, moved up slightly in October to 49.3 after dropping to its lowest mark in over 14 months in September with a 48.4. Continuing to depress the metric is the second-lowest percentage of thriving Americans, 52.6 percent, in over a year. The average ranking of daily life in October was 6.9 on a ten-point scale, which marks the second straight month below 7.

Another sub index showing modest improvement in October is the WEI, moving from 47.6 in September to 48.1 in October. The WEI was above 50 throughout 2008, so current levels – including two consecutive months of record-setting lows in August and September – show the measure is still recovering from the recession.

The Healthy Behavior Index slipped for the third consecutive month, falling to 63.8 in October. The percentage of respondents who exercised three or more times a week has dropped two points since July to 51.7 percent, while the percent who say they ate healthy and the percent consuming five servings of fruits and vegetables each day both dropped over two points in the same time period. Interestingly, the percentage of respondents who report smoking has remained consistent in nearly three years of measurement, hovering around October's 20.6 percent with very little variation.

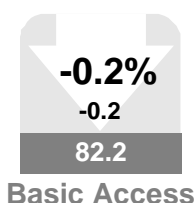
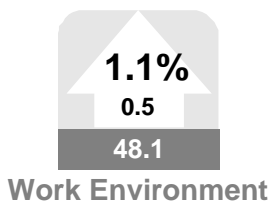
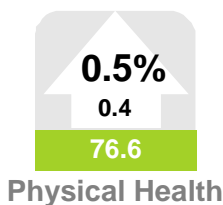
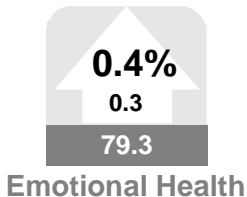
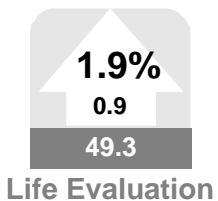
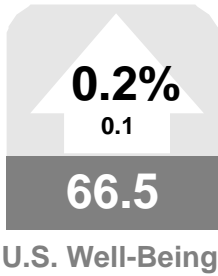
The Physical Health Index (PHI) dropped to 76.2 in October from 76.6 in September. Daily flu incidents increased by one point and daily cold increased by four, both very much in line with previous years. Seasonal influences and increased rates of headache, will likely create a drag on the PHI through the end of the cold and flu season in March.

The Basic Access Index fell slightly to 82.2 in October from its 82.4 September level. This measure dropped under 83.0 in December 2008, and has not been able to regain that mark since. This domain measures Americans' access to necessities crucial to high well-being.

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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



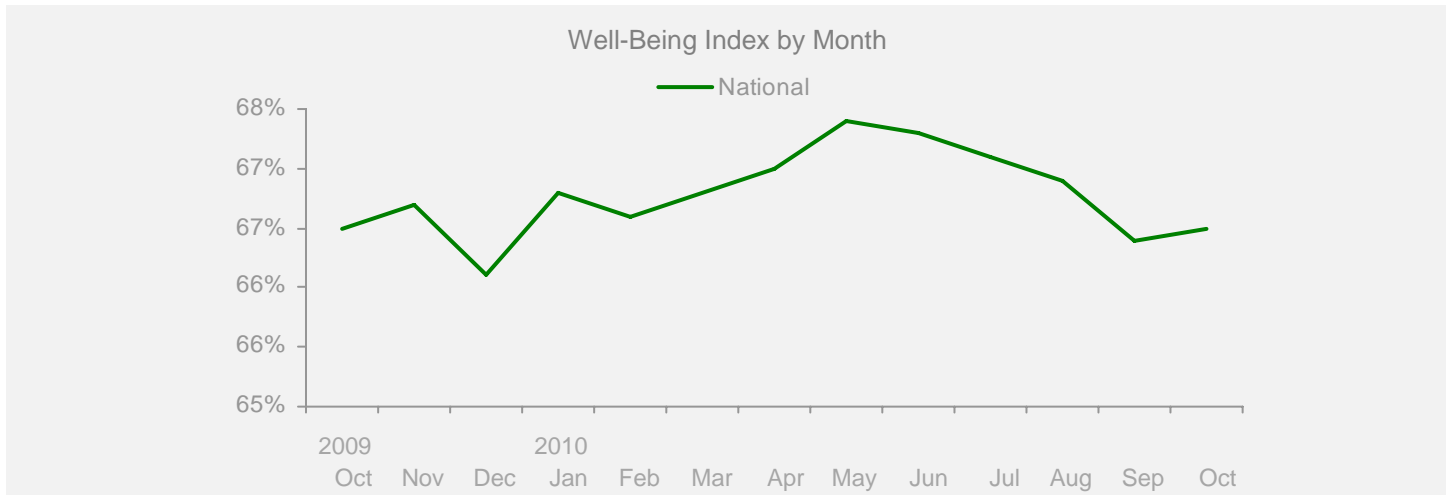
Gallup-Healthways Monthly U.S. Well-Being Report

From Gallup-Healthways Well-Being Index Data

Based on 30,267 surveys completed in October 2010. Total of 1,016,861 since January 2, 2008.

U.S. Composite and Life Evaluation Score

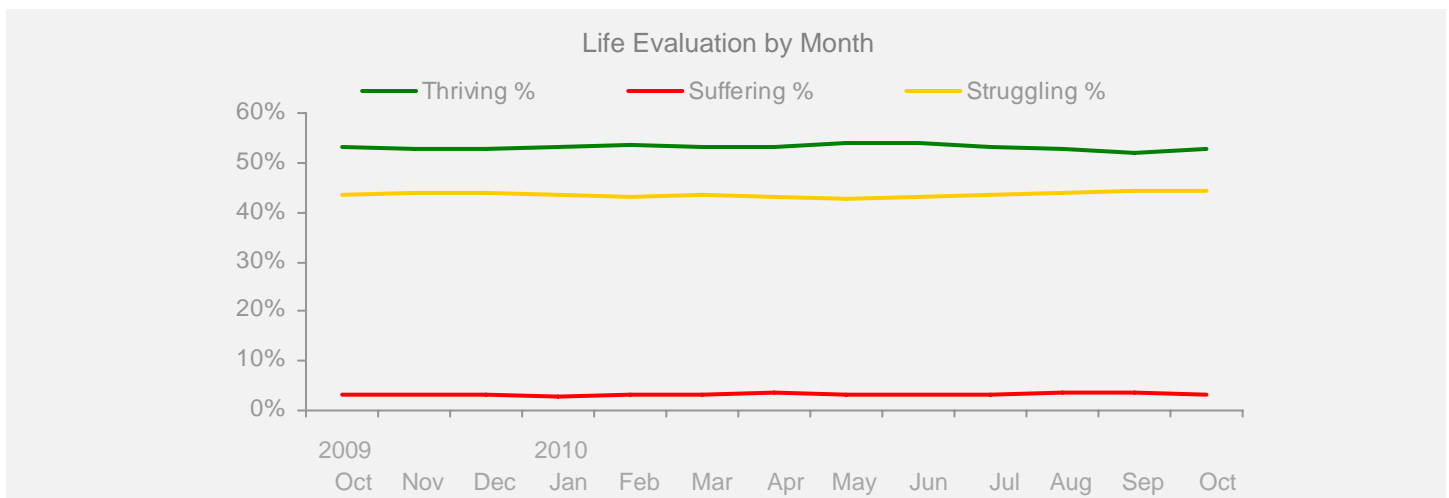
	2009			2010										Change	
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Month	Year
Well-Being Index	SCALE 0-100 MoE = +/- 0.2%														
National	66.5	66.7	66.1	66.8	66.6	66.8	67.0	67.4	67.3	67.1	66.9	66.4	66.5	+0.1	+0.0



Life Evaluation

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

Life Evaluation	50.0	49.5	49.3	50.3	50.4	49.8	49.7	50.7	50.8	49.6	49.3	48.4	49.3	+0.9	-0.7
Thriving %	53.2	52.9	52.6	53.3	53.7	53.1	53.3	54.0	53.9	53.0	52.8	52.0	52.6	+0.6	-0.6
Struggling %	43.6	43.7	44.0	43.6	42.9	43.6	43.1	42.8	43.1	43.6	43.7	44.4	44.1	-0.3	+0.5
Suffering %	3.2	3.4	3.4	3.0	3.4	3.3	3.6	3.2	3.1	3.4	3.5	3.6	3.3	-0.3	+0.1



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National and Regional Composite Well-Being Scores

	2009			2010							Change				
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Month	Year
Well-Being Index													MoE = National +/- 0.2% Regional +/- 0.4%		
National	66.5	66.7	66.1	66.8	66.6	66.8	67.0	67.4	67.3	67.1	66.9	66.4	66.5	+0.1	+0.0
Northeast	66.5	67.0	66.3	67.1	66.5	66.8	67.3	67.9	67.0	67.9	67.8	66.7	66.1	-0.6	-0.4
South	65.9	65.9	65.5	66.0	65.8	66.0	66.4	66.5	66.6	66.2	66.4	65.9	66.0	+0.1	+0.1
Midwest	66.6	66.3	65.8	66.5	66.6	66.8	66.7	67.6	67.7	66.6	65.9	65.8	66.7	+0.9	+0.1
West	67.1	68.0	66.8	67.8	67.8	67.9	68.0	67.8	68.1	68.2	67.7	67.3	67.5	+0.2	+0.4
Life Evaluation													MoE = National +/- 0.7% Regional +/- 1.4%		
National	50.0	49.5	49.3	50.3	50.4	49.8	49.7	50.7	50.8	49.6	49.3	48.4	49.3	+0.9	-0.7
Northeast	49.2	50.5	49.9	51.7	51.2	48.7	49.1	51.7	49.1	51.5	49.6	49.2	48.7	-0.5	-0.5
South	50.1	48.5	48.3	49.4	50.8	49.2	49.6	49.9	50.6	47.8	50.2	48.7	49.4	+0.7	-0.7
Midwest	49.7	48.3	48.0	49.2	48.6	50.5	48.3	50.9	50.8	48.2	46.2	46.5	49.7	+3.2	+0.0
West	50.8	51.2	51.3	51.2	50.8	51.1	51.6	50.9	52.4	51.7	50.7	49.2	49.2	+0.0	-1.6
Emotional Health													MoE = National +/- 0.3% Regional +/- 0.5%		
National	78.8	79.5	78.7	79.1	79.1	79.2	79.8	79.8	79.6	79.5	79.3	79.0	79.3	+0.3	+0.5
Northeast	78.7	79.5	78.2	78.8	78.1	78.3	79.3	79.4	79.2	79.1	79.7	78.5	78.4	-0.1	-0.3
South	78.7	79.2	78.7	78.8	78.5	79.4	79.9	79.3	79.4	78.9	78.7	79.1	79.2	+0.1	+0.5
Midwest	79.8	79.7	79.0	79.2	79.7	79.3	79.9	80.2	80.2	80.4	79.6	79.3	80.1	+0.8	+0.3
West	78.2	79.9	78.8	79.7	80.4	79.5	80.1	80.4	79.6	80.0	79.6	79.1	79.3	+0.2	+1.1
Physical Health													MoE = National +/- 0.2% Regional +/- 0.3%		
National	76.4	77.1	76.5	77.1	76.8	76.5	76.9	77.3	77.2	77.5	77.4	76.2	76.6	+0.4	+0.2
Northeast	76.8	77.4	76.8	77.4	76.8	77.2	77.3	77.1	77.3	77.5	77.8	76.3	76.5	+0.2	-0.3
South	75.8	75.9	75.8	76.1	75.8	75.6	76.2	76.5	76.1	76.3	76.4	75.7	75.6	-0.1	-0.2
Midwest	76.5	77.5	76.9	77.9	77.0	76.8	76.8	77.9	78.1	78.0	77.5	76.2	77.4	+1.2	+0.9
West	77.0	78.0	76.9	77.7	78.1	77.0	77.7	78.1	77.7	78.6	78.5	77.0	77.3	+0.3	+0.3
Healthy Behavior													MoE = National +/- 0.2% Regional +/- 0.4%		
National	63.3	63.0	61.1	62.9	63.1	64.6	64.9	65.2	64.9	65.5	65.0	64.5	63.8	-0.7	+0.5
Northeast	64.4	63.5	61.7	63.3	63.5	65.0	65.6	66.0	65.6	66.9	66.8	65.1	64.0	-1.1	-0.4
South	62.6	61.7	60.2	62.0	61.7	63.3	63.6	64.1	64.1	64.4	63.6	63.3	63.3	+0.0	+0.7
Midwest	60.6	61.4	58.8	61.0	61.6	63.0	63.7	63.9	63.7	63.6	63.3	62.5	61.6	-0.9	+1.0
West	66.0	65.9	64.0	65.5	66.3	67.4	67.1	67.1	66.7	67.8	67.1	67.3	66.5	-0.8	+0.5
Work Environment													MoE = National +/- 0.6% Regional +/- 1.2%		
National	48.1	48.7	48.4	48.9	48.0	48.2	48.3	48.9	48.4	48.1	47.7	47.6	48.1	+0.5	+0.0
Northeast	46.2	46.7	47.6	47.1	45.7	47.4	48.0	48.3	46.9	47.9	48.2	47.1	45.1	-2.0	-1.1
South	47.8	49.4	48.9	48.9	47.3	47.5	48.0	49.0	48.3	48.9	48.8	47.5	48.1	+0.6	+0.3
Midwest	49.3	47.5	48.7	48.4	49.0	47.7	48.2	49.1	48.7	46.2	45.3	46.8	48.0	+1.2	-1.3
West	49.2	50.8	48.4	51.3	50.1	50.6	48.9	49.2	49.7	48.7	48.2	49.2	51.2	+2.0	+2.0
Basic Access													MoE = National +/- 0.2% Regional +/- 0.4%		
National	82.1	82.3	82.3	82.3	82.2	82.3	82.7	82.3	82.8	82.5	82.4	82.4	82.2	-0.2	+0.1
Northeast	84.0	84.2	83.9	84.5	84.0	84.3	84.4	84.9	84.0	84.4	84.5	83.9	83.8	-0.1	-0.2
South	80.3	80.4	80.9	80.8	80.5	80.8	81.2	80.3	81.2	80.8	80.6	80.9	80.7	-0.2	+0.4
Midwest	83.7	83.6	83.5	83.2	83.6	83.4	83.5	83.8	84.3	83.4	83.4	83.7	83.5	-0.2	-0.2
West	81.4	81.9	81.7	81.4	81.4	81.7	82.3	81.4	82.4	82.3	82.0	82.0	81.4	-0.6	+0.0

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		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Month	Year
Gender															
Male	66.8	66.9	66.3	66.7	66.8	67.2	66.9	67.6	67.4	67.1	67.1	66.6	66.8	+0.2	+0.0
Female	66.1	66.4	65.8	66.8	66.4	66.3	67.2	67.1	67.1	67.0	66.6	66.1	66.2	+0.1	+0.1
Age															
18 to 29	66.7	67.0	67.0	68.0	68.1	67.6	69.0	68.8	67.9	68.8	68.6	68.0	67.9	-0.1	+1.2
30 to 44	66.9	66.8	66.3	67.0	66.8	67.7	67.3	67.9	68.0	67.9	66.7	67.3	67.0	-0.3	+0.1
45 to 64	65.5	65.8	64.9	65.6	65.3	65.5	65.6	66.1	66.1	65.6	65.7	64.5	65.1	+0.6	-0.4
65 and older	68.6	68.8	67.8	68.3	69.0	68.2	68.2	69.2	69.2	68.9	68.8	68.4	68.5	+0.1	-0.1
Family Status															
Married	69.4	69.3	68.5	69.3	69.1	69.6	69.4	69.8	70.1	69.7	69.2	68.9	69.2	+0.3	-0.2
Single	64.4	64.3	64.6	65.2	65.0	65.0	65.5	66.3	65.7	66.0	65.9	65.1	64.8	-0.3	+0.4
Divorced	59.8	60.9	60.4	60.8	60.8	60.0	60.8	60.6	60.8	60.5	60.6	59.5	60.7	+1.2	+0.9
Widowed	63.6	63.7	64.5	64.1	63.2	64.0	65.5	65.0	64.0	65.4	65.3	63.3	63.8	+0.5	+0.2
Separated	56.3	58.0	54.9	54.7	57.8	56.5	56.1	59.2	56.7	59.2	56.8	56.4	55.3	-1.1	-1.0
Domestic Partner	62.9	63.1	62.9	64.1	63.9	62.4	65.9	65.4	65.2	62.9	64.7	65.1	64.7	-0.4	+1.8
Ethnicity															
White	67.2	67.5	66.7	67.3	67.2	67.3	67.4	67.8	67.9	67.6	67.5	66.6	66.9	+0.3	-0.3
Black	63.8	63.8	63.9	64.9	64.4	65.1	65.1	66.0	65.2	65.3	64.4	65.3	65.1	-0.2	+1.3
Hispanic	64.9	65.3	64.7	65.4	65.3	65.4	66.6	66.1	66.3	66.4	65.9	66.6	66.3	-0.3	+1.4
Asian	70.2	70.2	68.3	70.6	69.9	71.3	71.0	74.7	72.6	72.3	71.3	72.0	70.8	-1.2	+0.6
Other	63.2	62.7	62.0	62.5	63.5	64.2	64.3	64.3	62.4	63.8	63.0	63.0	62.5	-0.5	-0.7
Household Income															
Under \$1,000	52.4	55.3	54.8	54.2	54.3	56.6	56.0	56.1	55.3	54.1	54.8	54.2	55.4	+1.2	+3.0
\$1,000-\$1,999	58.5	58.5	58.3	59.4	58.0	58.3	58.5	59.1	59.2	58.8	57.9	58.1	58.2	+0.1	-0.3
\$2,000-\$2,999	62.7	63.7	62.6	63.7	63.7	63.6	63.7	63.6	63.7	63.0	62.1	62.4	62.5	+0.1	-0.2
\$3,000-\$3,999	65.0	65.7	65.4	65.5	66.1	66.3	66.1	67.5	66.6	66.9	66.4	66.1	65.6	-0.5	+0.6
\$4,000-\$4,999	68.1	68.9	67.7	68.9	68.3	68.3	68.8	69.1	68.6	69.3	68.4	68.5	68.9	+0.4	+0.8
\$5,000-\$7,499	70.8	70.8	70.7	71.2	70.8	71.1	71.6	72.5	72.1	72.1	71.5	71.1	71.3	+0.2	+0.5
\$7,500-\$9,999	72.6	73.3	72.6	73.1	72.7	72.7	74.2	73.4	73.8	74.2	74.0	72.9	73.3	+0.4	+0.7
\$10,000 +	75.3	74.4	73.6	74.3	74.9	74.6	74.7	75.5	75.0	74.5	75.0	74.7	74.7	+0.0	-0.6

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.