

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

September 2010

WELL-BEING HITS LOWEST POINT IN 2010. AMERICANS GETTING SICK, TIRED

In September, the Gallup-Healthways Well-Being Index™ (WBI) continued its four-month downward trend hitting the lowest point this year at 66.4, down modestly from August's 66.9. The decline is precipitated by the lowest Life Evaluation Index (LEI) in fourteen months, statistically significant falls in the Physical Health Index (PHI) and the Healthy Behavior Index (HBI) and a second consecutive month of all-time lows in work environment.

The LEI is a combined metric showing Americans' ranking of their current life situation and optimism for the future. In two months, the LEI has fallen 2.4 points to 48.4. September's 3.6 percent of Americans who score low on this metric and are considered suffering is higher than it has been in 14 months. Conversely, the 52 percent considered thriving is at a 13-month low. The LEI's low is likely driven by declining scores in current life situation, which measured 6.9 on a 10-point scale in September. Of interest, throughout 2010 Americans have consistently ranked their optimism for the future around 7.7; demonstrating that even during hard times there is faith the future will be better.

In September, the PHI reached its lowest score since May 2009 at 76.2. September's drop was driven by an all-time high, 24.9 percent, of Americans reporting physical pain. Americans are also increasingly tired. The measure reported more than 30 percent felt fatigued during the month, the highest recorded since December 2008. Additionally, the arrival of the fall cold and flu season caused daily flu numbers to increase by nearly a full point and daily cold increasing by nearly three points over July's numbers. Flu season is expected to impact this measure through the fall and winter months.

The HBI slipped significantly for the second consecutive month, landing at 64.5. Just over half the population, 51.9 percent, reported exercising three or more times a week in September, off from August's 52.3 percent. Those eating healthy all day fell over a point to 67.5 percent. The HBI also experiences seasonal effects and will likely continue to fall in the months ahead before bottoming out in December.

The Work Environment Index sank lower than the previous lowest score last month to 47.6. This trend likely reflects the prolonged impact of the recession and the continued influence of the economic downturn on work environment.

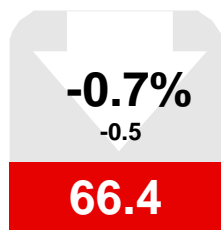
The Emotional Health Index also slipped for the fourth consecutive month, falling to 79.0 in September, driven by an increase of two points in as many months for those reporting stress. In September, 40.6 percent of Americans felt stress. Both being treated with respect, 91.9 percent, and experiencing enjoyment, 83.9 percent, fell in September to their lowest scores in 11 months.

The Basic Access Index (BAI) was unchanged at 82.4 in September. The BAI fell below 83.0 in the midst of the economic crisis in December 2008, and hasn't risen above that level since.

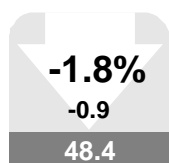
Allison London Brown
Healthways, Inc.

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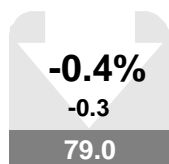
Left : Values in arrows denote month-to-month value change and percentage change, up or down. Values in boxes denote the month's index scores. A gray box indicates the monthly change was not significant. Red indicates a significant decline. Green indicates significant improvement. Scale for all values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



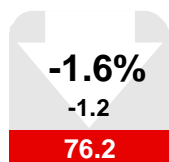
U.S. Well-Being



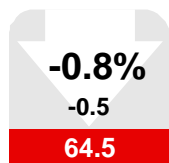
Life Evaluation



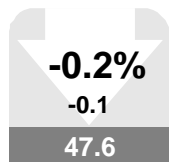
Emotional Health



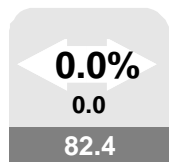
Physical Health



Healthy Behavior



Work Environment



Basic Access

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From Gallup-Healthways Well-Being Index Data

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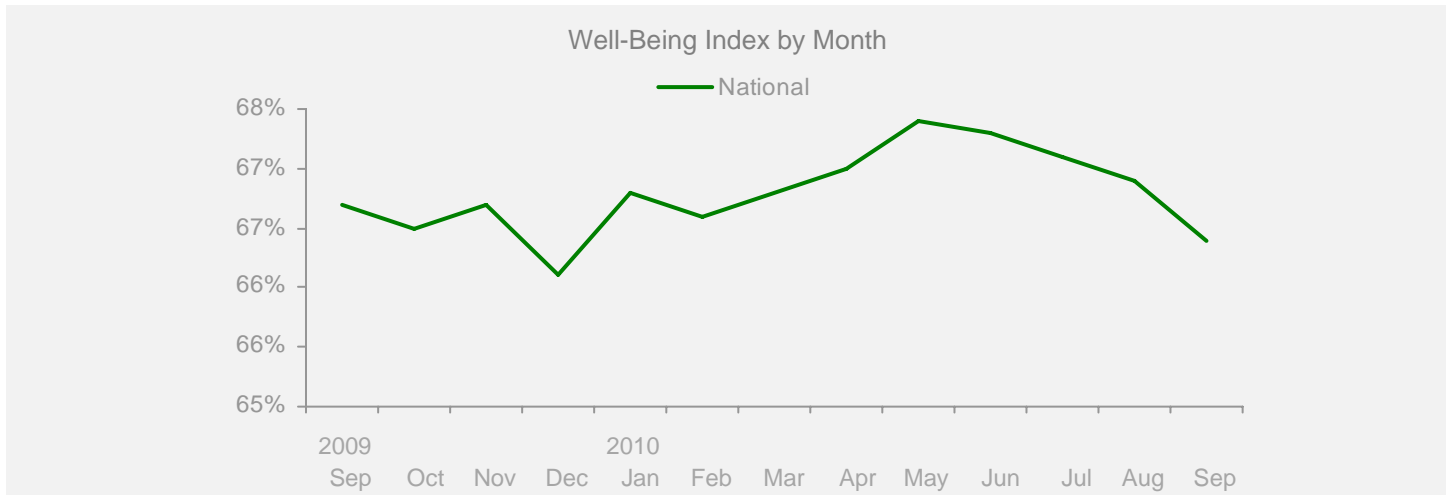
U.S. Composite and Life Evaluation Score

	2009				2010									Change	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Month	Year

Well-Being Index

SCALE 0-100 MoE = +/- 0.2%

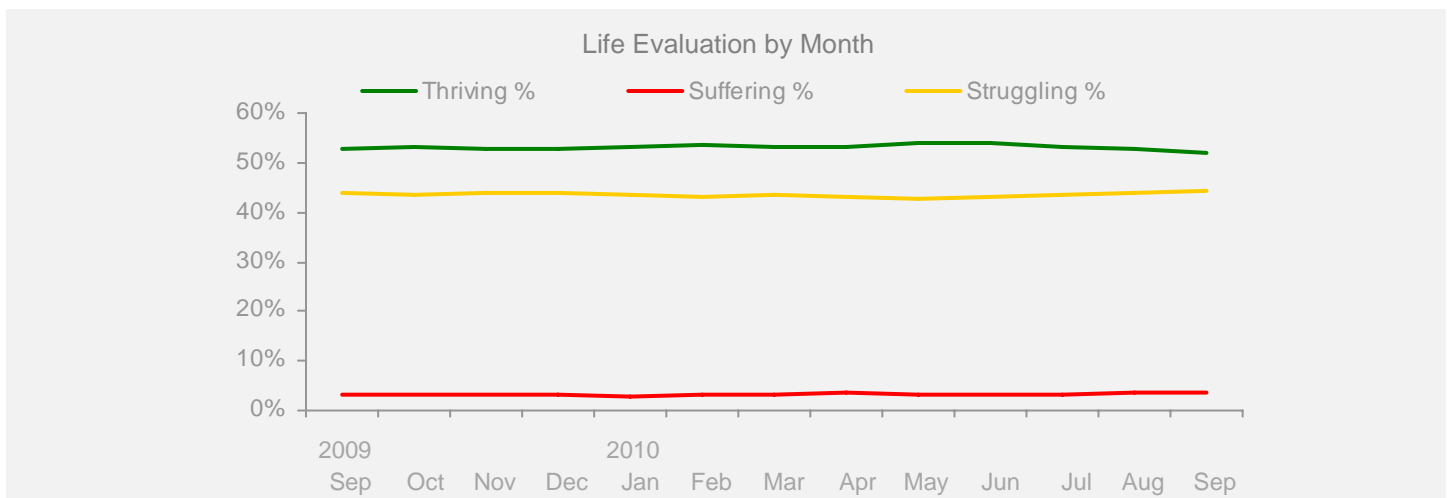
National	66.7	66.5	66.7	66.1	66.8	66.6	66.8	67.0	67.4	67.3	67.1	66.9	66.4	-0.5	-0.3
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Life Evaluation

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

Life Evaluation	49.5	50.0	49.5	49.3	50.3	50.4	49.8	49.7	50.7	50.8	49.6	49.3	48.4	-0.9	-1.1
Thriving %	52.9	53.2	52.9	52.6	53.3	53.7	53.1	53.3	54.0	53.9	53.0	52.8	52.0	-0.8	-0.9
Struggling %	43.8	43.6	43.7	44.0	43.6	42.9	43.6	43.1	42.8	43.1	43.6	43.7	44.4	+0.7	+0.6
Suffering %	3.4	3.2	3.4	3.4	3.0	3.4	3.3	3.6	3.2	3.1	3.4	3.5	3.6	+0.1	+0.2



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National and Regional Composite Well-Being Scores

	2009				2010				Change						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Month	Year
Well-Being Index											MoE = National +/- 0.2% Regional +/- 0.4%				
National	66.7	66.5	66.7	66.1	66.8	66.6	66.8	67.0	67.4	67.3	67.1	66.9	66.4	-0.5	-0.3
Northeast	66.4	66.5	67.0	66.3	67.1	66.5	66.8	67.3	67.9	67.0	67.9	67.8	66.7	-1.1	+0.3
South	66.0	65.9	65.9	65.5	66.0	65.8	66.0	66.4	66.5	66.6	66.2	66.4	65.9	-0.5	-0.1
Midwest	66.9	66.6	66.3	65.8	66.5	66.6	66.8	66.7	67.6	67.7	66.6	65.9	65.8	-0.1	-1.1
West	67.9	67.1	68.0	66.8	67.8	67.8	67.9	68.0	67.8	68.1	68.2	67.7	67.3	-0.4	-0.6
Life Evaluation											MoE = National +/- 0.7% Regional +/- 1.4%				
National	49.5	50.0	49.5	49.3	50.3	50.4	49.8	49.7	50.7	50.8	49.6	49.3	48.4	-0.9	-1.1
Northeast	49.3	49.2	50.5	49.9	51.7	51.2	48.7	49.1	51.7	49.1	51.5	49.6	49.2	-0.4	-0.1
South	48.6	50.1	48.5	48.3	49.4	50.8	49.2	49.6	49.9	50.6	47.8	50.2	48.7	-1.5	+0.1
Midwest	48.3	49.7	48.3	48.0	49.2	48.6	50.5	48.3	50.9	50.8	48.2	46.2	46.5	+0.3	-1.8
West	51.9	50.8	51.2	51.3	51.2	50.8	51.1	51.6	50.9	52.4	51.7	50.7	49.2	-1.5	-2.7
Emotional Health											MoE = National +/- 0.3% Regional +/- 0.5%				
National	78.9	78.8	79.5	78.7	79.1	79.1	79.2	79.8	79.8	79.6	79.5	79.3	79.0	-0.3	+0.1
Northeast	78.1	78.7	79.5	78.2	78.8	78.1	78.3	79.3	79.4	79.2	79.1	79.7	78.5	-1.2	+0.4
South	78.9	78.7	79.2	78.7	78.8	78.5	79.4	79.9	79.3	79.4	78.9	78.7	79.1	+0.4	+0.2
Midwest	79.3	79.8	79.7	79.0	79.2	79.7	79.3	79.9	80.2	80.2	80.4	79.6	79.3	-0.3	+0.0
West	79.1	78.2	79.9	78.8	79.7	80.4	79.5	80.1	80.4	79.6	80.0	79.6	79.1	-0.5	+0.0
Physical Health											MoE = National +/- 0.2% Regional +/- 0.3%				
National	76.6	76.4	77.1	76.5	77.1	76.8	76.5	76.9	77.3	77.2	77.5	77.4	76.2	-1.2	-0.4
Northeast	76.6	76.8	77.4	76.8	77.4	76.8	77.2	77.3	77.1	77.3	77.5	77.8	76.3	-1.5	-0.3
South	75.8	75.8	75.9	75.8	76.1	75.8	75.6	76.2	76.5	76.1	76.3	76.4	75.7	-0.7	-0.1
Midwest	77.0	76.5	77.5	76.9	77.9	77.0	76.8	76.8	77.9	78.1	78.0	77.5	76.2	-1.3	-0.8
West	77.2	77.0	78.0	76.9	77.7	78.1	77.0	77.7	78.1	77.7	78.6	78.5	77.0	-1.5	-0.2
Healthy Behavior											MoE = National +/- 0.2% Regional +/- 0.4%				
National	64.0	63.3	63.0	61.1	62.9	63.1	64.6	64.9	65.2	64.9	65.5	65.0	64.5	-0.5	+0.5
Northeast	64.4	64.4	63.5	61.7	63.3	63.5	65.0	65.6	66.0	65.6	66.9	66.8	65.1	-1.7	+0.7
South	62.8	62.6	61.7	60.2	62.0	61.7	63.3	63.6	64.1	64.1	64.4	63.6	63.3	-0.3	+0.5
Midwest	62.8	60.6	61.4	58.8	61.0	61.6	63.0	63.7	63.9	63.7	63.6	63.3	62.5	-0.8	-0.3
West	66.7	66.0	65.9	64.0	65.5	66.3	67.4	67.1	67.1	66.7	67.8	67.1	67.3	+0.2	+0.6
Work Environment											MoE = National +/- 0.6% Regional +/- 1.2%				
National	49.1	48.1	48.7	48.4	48.9	48.0	48.2	48.3	48.9	48.4	48.1	47.7	47.6	-0.1	-1.5
Northeast	46.2	46.2	46.7	47.6	47.1	45.7	47.4	48.0	48.3	46.9	47.9	48.2	47.1	-1.1	+0.9
South	49.8	47.8	49.4	48.9	48.9	47.3	47.5	48.0	49.0	48.3	48.9	48.8	47.5	-1.3	-2.3
Midwest	49.8	49.3	47.5	48.7	48.4	49.0	47.7	48.2	49.1	48.7	46.2	45.3	46.8	+1.5	-3.0
West	50.3	49.2	50.8	48.4	51.3	50.1	50.6	48.9	49.2	49.7	48.7	48.2	49.2	+1.0	-1.1
Basic Access											MoE = National +/- 0.2% Regional +/- 0.4%				
National	82.3	82.1	82.3	82.3	82.3	82.2	82.3	82.7	82.3	82.8	82.5	82.4	82.4	+0.0	+0.1
Northeast	83.8	84.0	84.2	83.9	84.5	84.0	84.3	84.4	84.9	84.0	84.4	84.5	83.9	-0.6	+0.1
South	80.2	80.3	80.4	80.9	80.8	80.5	80.8	81.2	80.3	81.2	80.8	80.6	80.9	+0.3	+0.7
Midwest	83.9	83.7	83.6	83.5	83.2	83.6	83.4	83.5	83.8	84.3	83.4	83.4	83.7	+0.3	-0.2
West	82.0	81.4	81.9	81.7	81.4	81.4	81.7	82.3	81.4	82.4	82.3	82.0	82.0	+0.0	+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		
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Month	Year
Gender															
Male	66.9	66.8	66.9	66.3	66.7	66.8	67.2	66.9	67.6	67.4	67.1	67.1	66.6	-0.5	-0.3
Female	66.5	66.1	66.4	65.8	66.8	66.4	66.3	67.2	67.1	67.1	67.0	66.6	66.1	-0.5	-0.4
Age															
18 to 29	67.5	66.7	67.0	67.0	68.0	68.1	67.6	69.0	68.8	67.9	68.8	68.6	68.0	-0.6	+0.5
30 to 44	66.9	66.9	66.8	66.3	67.0	66.8	67.7	67.3	67.9	68.0	67.9	66.7	67.3	+0.6	+0.4
45 to 64	65.8	65.5	65.8	64.9	65.6	65.3	65.5	65.6	66.1	66.1	65.6	65.7	64.5	-1.2	-1.3
65 and older	68.3	68.6	68.8	67.8	68.3	69.0	68.2	68.2	69.2	69.2	68.9	68.8	68.4	-0.4	+0.1
Family Status															
Married	69.1	69.4	69.3	68.5	69.3	69.1	69.6	69.4	69.8	70.1	69.7	69.2	68.9	-0.3	-0.2
Single	65.3	64.4	64.3	64.6	65.2	65.0	65.0	65.5	66.3	65.7	66.0	65.9	65.1	-0.8	-0.2
Divorced	60.9	59.8	60.9	60.4	60.8	60.8	60.0	60.8	60.6	60.8	60.5	60.6	59.5	-1.1	-1.4
Widowed	64.8	63.6	63.7	64.5	64.1	63.2	64.0	65.5	65.0	64.0	65.4	65.3	63.3	-2.0	-1.5
Separated	57.7	56.3	58.0	54.9	54.7	57.8	56.5	56.1	59.2	56.7	59.2	56.8	56.4	-0.4	-1.3
Domestic Partner	62.7	62.9	63.1	62.9	64.1	63.9	62.4	65.9	65.4	65.2	62.9	64.7	65.1	+0.4	+2.4
Ethnicity															
White	67.5	67.2	67.5	66.7	67.3	67.2	67.3	67.4	67.8	67.9	67.6	67.5	66.6	-0.9	-0.9
Black	63.8	63.8	63.8	63.9	64.9	64.4	65.1	65.1	66.0	65.2	65.3	64.4	65.3	+0.9	+1.5
Hispanic	64.6	64.9	65.3	64.7	65.4	65.3	65.4	66.6	66.1	66.3	66.4	65.9	66.6	+0.7	+2.0
Asian	69.3	70.2	70.2	68.3	70.6	69.9	71.3	71.0	74.7	72.6	72.3	71.3	72.0	+0.7	+2.7
Other	65.1	63.2	62.7	62.0	62.5	63.5	64.2	64.3	64.3	62.4	63.8	63.0	63.0	+0.0	-2.1
Household Income															
Under \$1,000	54.2	52.4	55.3	54.8	54.2	54.3	56.6	56.0	56.1	55.3	54.1	54.8	54.2	-0.6	+0.0
\$1,000-\$1,999	58.9	58.5	58.5	58.3	59.4	58.0	58.3	58.5	59.1	59.2	58.8	57.9	58.1	+0.2	-0.8
\$2,000-\$2,999	62.2	62.7	63.7	62.6	63.7	63.7	63.6	63.7	63.6	63.7	63.0	62.1	62.4	+0.3	+0.2
\$3,000-\$3,999	65.8	65.0	65.7	65.4	65.5	66.1	66.3	66.1	67.5	66.6	66.9	66.4	66.1	-0.3	+0.3
\$4,000-\$4,999	68.1	68.1	68.9	67.7	68.9	68.3	68.3	68.8	69.1	68.6	69.3	68.4	68.5	+0.1	+0.4
\$5,000-\$7,499	70.8	70.8	70.8	70.7	71.2	70.8	71.1	71.6	72.5	72.1	72.1	71.5	71.1	-0.4	+0.3
\$7,500-\$9,999	72.7	72.6	73.3	72.6	73.1	72.7	72.7	74.2	73.4	73.8	74.2	74.0	72.9	-1.1	+0.2
\$10,000 +	75.3	75.3	74.4	73.6	74.3	74.9	74.6	74.7	75.5	75.0	74.5	75.0	74.7	-0.3	-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.