

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

September 2009

American Satisfaction and Optimism Reach an All-Time High in September 2009

With the overall U.S. economy showing mixed signs of recovery during September 2009, a key measure of American well-being and optimism within the Gallup-Healthways Well-Being Index™ (WBI) climbed to an all time high during the month, signaling a significant increase in the satisfaction of Americans with their current life circumstances and positive outlook for the future.

The WBI's Life Evaluation sub-index (LEI) rose 1.7 percentage points in September to close the month at 49.5, a 21-month high and a 16.4 percentage point increase over the LEI's all time low of 33.1 recorded in November of 2008, representing improved life evaluation for nearly 38 million U.S. citizens.

Under the LEI's classification system, which categorizes individuals as Thriving, Struggling or Suffering based on their self-reported position on a 10 point scale, more Americans are now Thriving – 52.9 percent – and fewer are Struggling – 43.8 percent - than at any point in the past two years. The percentage of Americans Suffering (3.4 percent), those often lacking access to basic necessities or physically impaired, has also declined significantly as the year has progressed. The number Suffering dropped below four percent in April 2009 for the first time since April 2008 and has remained there for the past six months.

The WBI's Life Evaluation sub-index is revealing because, unlike other, traditional indicators of national well-being and consumer confidence, the LEI asks individuals to rate their own, personal circumstances, rather than soliciting their views of broader economic and business conditions.

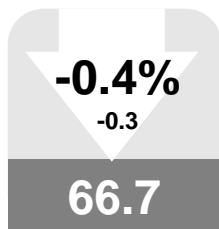
Overall, well-being in the U.S., as reflected in the WBI's Composite Index, declined slightly – a non-significant 0.3 percentage points – between August and September, driven by significant drops in the WBI's Physical Health, Healthy Behavior, and Work Environment sub-indices, which fell by 0.7, 0.8, and 1.4 percentage points, respectively. Even with last month's small decline, the Composite Score has generally trended upward through 2009. September's absolute score of 66.7 is a 3.4 percentage point improvement from the WBI's historic low set in December 2008.

A seasonal decline in Healthy Behavior can be anticipated as the fall and winter months approach, but there's evidence the recession may have had a lasting, negative impact on the nation's health. Overall, the number of Americans reporting exercise at least three days per week has consistently tracked two to three percentage points lower in 2009 than 2008. The number of Americans reporting themselves to be obese has risen by a full percentage point year-over-year. Of positive note, to date, the percentage of Americans with flu has remained within expected prevalence levels, adjusting for seasonality. In September 2008, 1.7 percent reported being ill with flu-like symptoms, compared to 2.0 percent in September 2009. The WBI does not differentiate between various flu strains in its reporting.

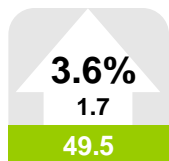
Anne Wilkins
Healthways, Inc.

Katie Bell
Gallup, Inc.

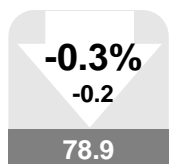
Left: Values in arrows denote month-to-month value change and percentage change, up or down. Values in boxes denote the month's index scores. A gray box indicates the monthly change was not significant. Red indicates a significant decline. Green indicates significant improvement. Scale for all values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



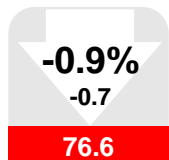
U.S. Well-Being



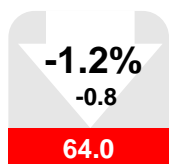
Life Evaluation



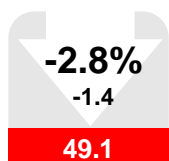
Emotional Health



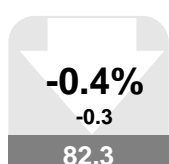
Physical Health



Healthy Behavior



Work Environment



Basic Access

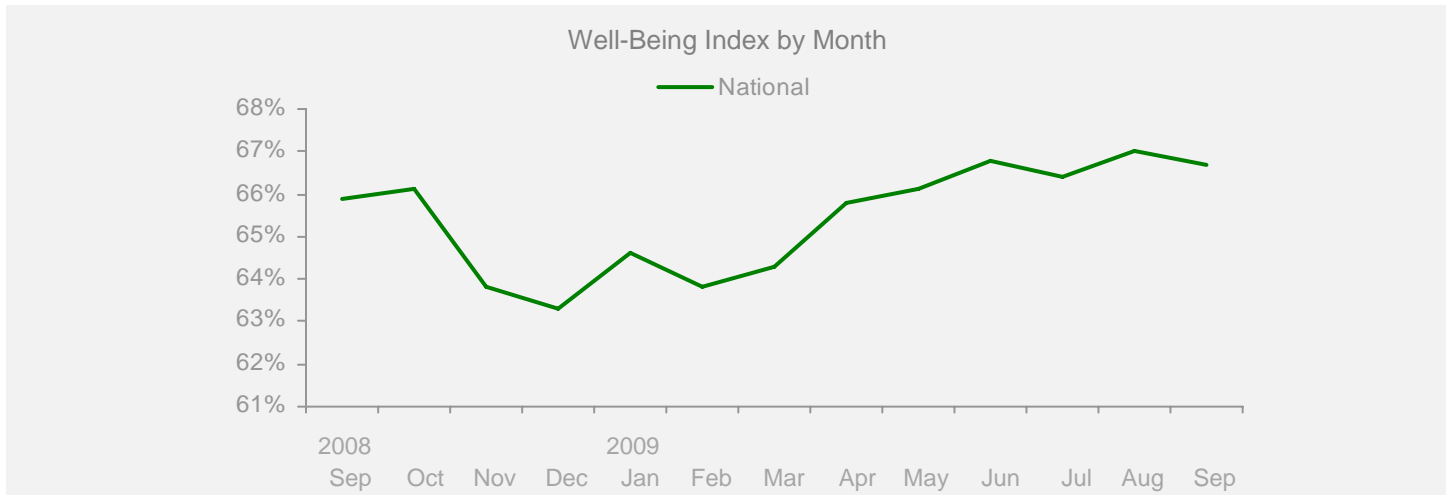
Gallup-Healthways Monthly U.S. Well-Being Report

From Gallup-Healthways Well-Being Index Data

Based on 28,151 surveys completed in September 2009. Total of 623,538 since January 2, 2008.

U.S. Composite and Life Evaluation Score

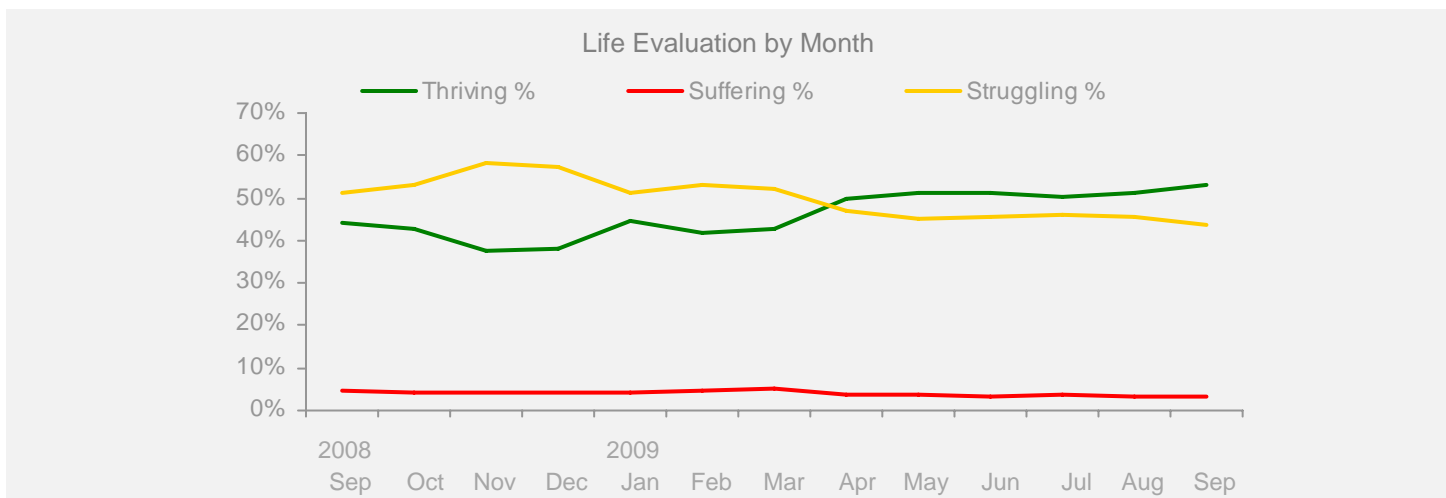
	2008				2009									Change	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Month	Year
Well-Being Index	SCALE 0-100 MoE = +/- 0.2%														
National	65.9	66.1	63.8	63.3	64.6	63.8	64.3	65.8	66.1	66.8	66.4	67.0	66.7	-0.3	+0.8



Life Evaluation

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

Life Evaluation	39.6	38.7	33.1	33.6	40.3	37.3	37.6	45.9	47.5	47.8	46.8	47.8	49.5	+1.7	+9.9
Thriving %	44.1	42.7	37.4	38.0	44.5	42.0	42.7	49.6	51.2	51.2	50.4	51.1	52.9	+1.8	+8.8
Struggling %	51.4	53.2	58.3	57.5	51.4	53.3	52.2	46.8	45.1	45.5	45.9	45.6	43.8	-1.8	-7.6
Suffering %	4.5	4.1	4.3	4.4	4.1	4.7	5.1	3.6	3.7	3.4	3.6	3.3	3.4	+0.1	-1.1



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

From Gallup-Healthways Well-Being Index Data

Based on 28,151 surveys completed in September 2009. Total of 623,538 since January 2, 2008.

National and Regional Composite Well-Being Scores

	2008				2009				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	65.9	66.1	63.8	63.3	64.6	63.8	64.3	65.8	66.1	66.8	66.4	67.0	66.7	-0.3	+0.8
Northeast	65.3	65.8	63.9	63.8	64.0	64.3	64.2	65.7	66.1	66.4	67.0	67.2	66.4	-0.8	+1.1
South	65.9	65.8	63.2	62.6	63.8	63.1	63.7	65.8	65.7	66.7	65.7	66.1	66.0	-0.1	+0.1
Midwest	64.7	65.1	62.5	62.2	64.7	63.4	64.0	65.4	65.1	66.7	65.8	66.6	66.9	+0.3	+2.2
West	67.6	67.6	66.1	65.1	66.2	64.7	65.5	66.3	67.6	67.6	67.3	68.5	67.9	-0.6	+0.3
Life Evaluation											MoE = National +/- 0.7% Regional +/- 1.4%				
National	39.6	38.7	33.1	33.6	40.3	37.3	37.6	45.9	47.5	47.8	46.8	47.8	49.5	+1.7	+9.9
Northeast	37.0	36.9	32.8	34.1	39.3	38.1	37.3	46.2	47.5	47.3	47.8	48.2	49.3	+1.1	+12.3
South	41.0	39.5	32.1	32.8	39.6	36.2	37.4	46.1	48.9	48.1	46.1	46.7	48.6	+1.9	+7.6
Midwest	36.4	35.9	29.7	29.8	39.6	34.4	35.7	44.6	44.0	46.1	44.5	46.2	48.3	+2.1	+11.9
West	43.5	41.9	38.0	38.0	43.1	41.0	40.2	46.8	49.1	49.5	48.9	50.8	51.9	+1.1	+8.4
Emotional Health											MoE = National +/- 0.3% Regional +/- 0.5%				
National	78.6	78.8	78.1	77.5	78.0	77.7	78.0	78.6	78.6	79.2	78.9	79.1	78.9	-0.2	+0.3
Northeast	78.1	78.6	77.2	77.4	77.3	77.3	77.5	78.1	78.3	78.6	79.2	79.3	78.1	-1.2	+0.0
South	79.0	78.7	78.1	77.3	77.8	77.7	78.0	78.8	78.5	79.1	78.5	78.4	78.9	+0.5	-0.1
Midwest	78.1	78.8	77.9	77.4	78.3	78.1	78.4	78.7	78.2	79.9	79.2	79.6	79.3	-0.3	+1.2
West	78.9	79.2	79.2	78.0	78.6	77.7	77.9	78.6	79.3	79.1	78.9	79.2	79.1	-0.1	+0.2
Physical Health											MoE = National +/- 0.2% Regional +/- 0.3%				
National	77.4	77.9	76.5	75.7	76.5	75.8	76.0	76.5	76.1	77.0	77.1	77.3	76.6	-0.7	-0.8
Northeast	77.6	78.1	76.6	76.1	76.6	76.0	76.3	76.2	76.3	77.3	77.4	78.1	76.6	-1.5	-1.0
South	77.0	77.4	75.1	74.3	75.7	75.5	75.1	76.2	75.3	76.0	75.9	76.3	75.8	-0.5	-1.2
Midwest	77.1	77.8	76.6	76.7	77.0	75.5	76.3	76.7	75.8	77.4	77.8	77.6	77.0	-0.6	-0.1
West	78.2	78.4	78.2	76.4	77.3	76.3	76.5	77.0	77.1	77.8	78.0	77.8	77.2	-0.6	-1.0
Healthy Behavior											MoE = National +/- 0.2% Regional +/- 0.4%				
National	63.7	63.6	61.4	59.7	61.2	61.8	62.7	62.6	63.1	64.2	64.3	64.8	64.0	-0.8	+0.3
Northeast	64.6	64.3	61.5	60.2	61.3	62.2	63.0	63.6	63.9	64.6	65.3	65.2	64.4	-0.8	-0.2
South	62.7	62.6	60.6	59.4	60.3	60.9	61.9	62.1	61.5	63.5	63.1	63.3	62.8	-0.5	+0.1
Midwest	61.7	61.6	59.1	57.1	59.2	60.0	61.0	60.0	61.5	62.2	62.6	63.1	62.8	-0.3	+1.1
West	66.4	66.3	64.8	62.0	64.2	64.5	65.4	65.0	65.9	66.6	66.8	68.0	66.7	-1.3	+0.3
Work Environment											MoE = National +/- 0.6% Regional +/- 1.2%				
National	51.8	53.3	50.8	50.6	49.1	48.7	49.8	49.1	49.2	50.2	48.9	50.5	49.1	-1.4	-2.7
Northeast	49.2	50.3	49.8	50.3	45.4	49.0	48.0	46.4	46.0	46.3	47.8	47.6	46.2	-1.4	-3.0
South	52.5	54.1	51.8	50.7	48.8	48.5	49.3	50.7	49.5	52.2	50.0	51.3	49.8	-1.5	-2.7
Midwest	50.4	52.2	47.6	48.1	50.7	49.6	50.1	49.6	48.6	51.0	48.0	49.5	49.8	+0.3	-0.6
West	54.7	56.3	53.7	53.4	51.7	47.7	52.0	49.0	52.3	50.6	49.5	53.3	50.3	-3.0	-4.4
Basic Access											MoE = National +/- 0.2% Regional +/- 0.4%				
National	84.1	84.1	83.1	82.9	82.4	81.5	81.5	82.0	82.2	82.6	82.1	82.6	82.3	-0.3	-1.8
Northeast	85.5	86.3	85.3	85.0	84.2	83.2	83.0	83.5	84.2	84.3	84.2	84.9	83.8	-1.1	-1.7
South	83.1	82.7	81.3	80.9	80.6	80.1	80.3	80.8	80.7	81.2	80.5	80.7	80.2	-0.5	-2.9
Midwest	84.6	84.3	83.8	84.2	83.3	82.5	82.6	82.9	82.5	83.8	82.9	83.6	83.9	+0.3	-0.7
West	83.7	83.7	82.7	82.6	82.1	81.0	80.9	81.3	81.9	81.7	81.5	82.1	82.0	-0.1	-1.7

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 28,151 surveys completed in September 2009. Total of 623,538 since January 2, 2008.

National Well-Being Scores by Demographic

	2008				2009								Change			
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Month	Year	
Gender															MoE = +/- 0.3%	
Male	66.4	66.5	64.6	63.9	65.1	64.2	64.7	65.9	66.6	67.0	66.5	67.2	66.9	-0.3	+0.5	
Female	65.4	65.7	63.1	62.8	64.1	63.4	63.9	65.7	65.6	66.7	66.2	66.8	66.5	-0.3	+1.1	
Age															MoE = 18 to 29 +/- 0.7% 30 to 44 +/- 0.5% 45 to 64 and 65+/- 0.3%	
18 to 29	65.5	66.0	63.5	63.1	65.6	65.1	64.5	66.0	67.1	67.2	66.9	68.0	67.5	-0.5	+2.0	
30 to 44	66.1	65.6	64.0	63.6	64.7	63.9	64.7	66.2	66.5	67.8	66.9	67.7	66.9	-0.8	+0.8	
45 to 64	64.8	65.0	62.7	62.3	63.4	62.4	63.1	64.6	64.8	65.7	65.3	65.5	65.8	+0.3	+1.0	
65 and older	69.0	70.4	67.6	66.2	66.6	66.4	66.4	68.7	68.4	67.6	68.0	68.9	68.3	-0.6	-0.7	
Family Status															MoE = Married +/- 0.3% Widowed, Single, Divorced +/- 0.6% Separated +/- 1.7% Domestic Partner +/- 1.3%	
Married	69.1	69.2	66.8	66.5	67.5	66.7	67.1	68.9	69.2	69.4	69.0	69.4	69.1	-0.3	+0.0	
Single	63.4	63.2	61.9	61.1	62.9	62.2	62.2	63.6	64.5	65.0	64.5	65.6	65.3	-0.3	+1.9	
Divorced	59.0	60.3	58.5	57.7	59.1	57.4	59.0	60.5	60.3	60.6	60.0	60.5	60.9	+0.4	+1.9	
Widowed	64.5	65.9	63.0	62.2	63.4	62.4	63.1	65.3	63.7	64.1	64.2	64.8	64.8	+0.0	+0.3	
Separated	56.7	54.4	52.5	54.0	53.0	54.3	54.2	55.2	57.1	59.4	56.9	56.2	57.7	+1.5	+1.0	
Domestic Partner	61.0	61.5	59.7	59.6	61.9	60.9	62.0	60.7	63.9	63.6	62.9	63.3	62.7	-0.6	+1.7	
Ethnicity															MoE = White +/- 0.2% Black, Hispanic +/- 0.8% Asian +/- 1.6% Other +/- 1.2%	
White	66.8	67.0	64.8	64.2	65.2	64.5	64.8	66.6	66.6	67.4	66.8	67.7	67.5	-0.2	+0.7	
Black	61.5	62.1	60.0	59.0	62.3	60.6	61.2	62.8	63.7	64.2	64.8	64.4	63.8	-0.6	+2.3	
Hispanic	64.0	63.9	62.2	61.6	63.7	62.2	63.7	64.0	65.0	65.7	64.7	64.7	64.6	-0.1	+0.6	
Asian	68.3	70.0	64.4	67.8	67.9	65.0	67.5	69.2	68.6	70.9	70.7	71.0	69.3	-1.7	+1.0	
Other	62.0	63.2	60.4	61.0	60.3	61.4	61.0	61.3	64.3	63.3	64.2	64.5	65.1	+0.6	+3.1	
Household Income															MoE = Under \$1,000 +/- 0.9% All other categories +/- 0.6%	
Under \$1,000	53.3	54.4	51.6	51.6	53.1	51.5	51.9	54.0	53.3	54.1	53.7	55.3	54.2	-1.1	+0.9	
\$1,000-\$1,999	57.4	56.8	55.9	54.4	56.1	55.9	57.1	58.0	58.9	59.7	58.3	57.3	58.9	+1.6	+1.5	
\$2,000-\$2,999	60.8	61.9	59.2	59.9	61.0	60.1	60.9	63.4	63.3	63.6	62.3	63.1	62.2	-0.9	+1.4	
\$3,000-\$3,999	65.1	65.0	62.6	63.2	64.7	63.8	63.9	65.4	66.8	66.4	65.7	67.2	65.8	-1.4	+0.7	
\$4,000-\$4,999	68.0	67.8	66.4	66.2	66.1	66.4	66.6	67.9	68.1	67.9	68.5	68.7	68.1	-0.6	+0.1	
\$5,000-\$7,499	70.2	70.4	68.8	68.1	69.8	68.1	69.5	70.7	71.0	71.2	71.0	71.8	70.8	-1.0	+0.6	
\$7,500-\$9,999	72.8	74.2	71.4	71.2	71.1	70.8	71.5	73.2	73.9	74.6	73.7	74.0	72.7	-1.3	-0.1	
\$10,000 +	74.6	74.2	72.7	72.0	72.8	73.0	72.8	73.9	74.7	74.4	74.2	74.9	75.3	+0.4	+0.7	

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.