

News from the Gallup-Healthways Well-Being Index™

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SOCIAL SUPPORT SYSTEM KEY TO OVERALL WELL-BEING

People Without Social Support Nearly Twice as Likely to Report a Falling Standard of Living

NASHVILLE, TN. – (October 30, 2008) - The Gallup-Healthways Well-Being Index™ today reported that data from more than 282,000 surveys confirm that people with an effective social support system are fairing better in overall well-being despite the Index's national downward trend. The average Well-Being score for individuals who report having an effective social support system is 7.33 versus 6.13 for those who do not.

Key Findings

- **More people worrying about money** – On October 13, 46 percent of Americans were worried about money compared to 27 percent January 2 of this year. Of people who reported having effective social support, only 24 percent indicated they were worried about money.
- **Perceived lowering of standard of living** - The percentage of people who believed their standard of living was getting better fell from 52 percent in January to 29.8 percent at the beginning of October, representing a decline of 42 percent.

People with effective social support report having friends and family they can call on in a crisis. These people go through life feeling less stressed. As a result, this subset of the population have a higher sense of overall well-being, report less worry about money and are more satisfied with their current and perceived future standard of living.

“Many Americans assume money is the key to happiness and well-being and it certainly does play an important role in fulfilling our needs and securing our well-being,” said Raksha Arora, Gallup researcher for the Well-Being Index. “However, these data demonstrate that a basic human connection – having someone within your community to listen, empathize and help with your daily needs – is both meaningful buffers to financial worries and have a significant positive impact on people’s well-being.”

According to today’s research findings, the presence of an effective social support system is a powerful positive driver and that, by itself, can make the difference between a person being classified as “struggling” [Index scores of 5-7] versus “thriving” [Index scores of 7-10].

“Behavioral economists and other social scientists have done extensive research around how people in a community impact and support each other. What we’re seeing, as it relates to well-being, is that people who have social support feel more confident that they can handle life’s ups and downs. When you’re alone, everything is reliant on you and you don’t feel there’s anywhere you can turn. These feelings lead, in turn to increased anxiety and a lowered sense of well-being,” said Healthways researcher for the Well-Being Index, Amy Neftzger. “If you have friends and family you can depend on, you have a buffer against this anxiety. If money starts to get tight, you feel there’s someone that can watch the kids so you can work extra hours, someone who could lend you money to help pay the rent if you’re falling behind. Even having someone to listen to you helps protect well-being, especially in these difficult economic times.”

The height of the financial crisis began September 14th and Americans’ anxiety and fear escalated in the two following weeks. During that time, major financial institutions struggled, banks consolidated or closed, huge corporations went bankrupt, the stock market plummeted and Congress battled over a bail-out plan, all of which created a swell of worry over personal finances. This increased level of worry was immediately recognized in an overall decline in the Well-Being Index.

The importance of family and friends in times of difficulty has been felt but never quantitatively measured and confirmed on a national scale. The Gallup-Healthways Well-Being Index enables government and communities to understand the many levers that drive an individuals overall well-being and contemplate community and public-private partnerships to focus on addressing the factors that contribute to overall well-being.

About the Gallup-Healthways Well-Being Index™

The Gallup-Healthways Well-Being Index is the first and largest survey of its kind, with 1,000 calls a day, seven days a week. It is designed to be the Dow Jones of health, giving a daily measure of people’s well-being at the close of every day based on the World Health Organization (WHO) definition of health as not only the absence of infirmity and disease but also a state of physical, mental and social well-being. The Well-Being Index will be a daily measure determining the correlation between the places where people work and the communities in which they live, and how that and other factors impact their well-being. Additionally, The Well-Being Index will increase the understanding of how those factors impact the financial health of corporations and communities. For additional information, go to www.well-beingindex.com.

About Healthways

Healthways, Inc. (NASDAQ: HWAY) is the leading provider of specialized, comprehensive Health and Care Support^(SM) solutions to help millions of people maintain or improve their health and, as a result, reduce overall healthcare costs. Healthways’ solutions are designed to help healthy individuals stay healthy, mitigate and slow the progression of disease associated with family or lifestyle risk factors and promote the best possible health for those already affected by disease. Our proven, evidence-based programs provide highly specific and personalized interventions for each individual in a population, irrespective of age or health status, and are delivered to consumers by phone, mail, internet and face-to-face interactions, both domestically and internationally. Healthways also provides a national, fully accredited complementary and alternative Health Provider Network, offering convenient access to individuals who seek health services outside of, and in conjunction with, the traditional healthcare system. For more information, please visit www.healthways.com.

About Gallup

Gallup has studied human nature and behavior for more than 70 years. Gallup’s reputation for delivering relevant, timely, and visionary research on what people around the world think and feel is the cornerstone of the organization. Gallup employs many of the world’s leading scientists in management, economics, psychology, and sociology, and our consultants assist leaders in identifying and monitoring

behavioral economic indicators worldwide. Gallup consultants also help organizations boost organic growth by increasing customer engagement and maximizing employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in 40 offices around the world. For more information go to www.gallup.com.

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