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**STATS TO WATCH:  
FLU AFFECTS 1 TO 4 PERCENT OF AMERICANS ON ANY GIVEN DAY**

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***April Reported Flu Cases Remained Within Yearly Norms***

**NASHVILLE, Tenn. and WASHINGTON, D.C., May 1, 2009** –The Gallup-Healthways Well-Being Index™ (WBI), the largest and most comprehensive daily tracking survey of American health and well-being, showed no significant increase in the percentage of Americans reporting flu-related illness in April 2009. On any given day, between 1 to 4 percent of the adult population reports being sick with the flu. The April average was 2.1 percent, slightly less than the average during the same period a year ago.

The Gallup-Healthways Well-Being Index surveys a random sample of 1,000 adults each day, or roughly 30,000 interviews each month on a variety of topics related to health and well-being, making it one of the most accurate barometers of population health trends in existence. One of the questions asked daily is, "Were you sick with any of the following yesterday?" The question specifies four illnesses: the flu, a cold, a headache and allergies. The WBI does not specifically differentiate between flu strains. Given the current swine flu situation, these data provide a baseline for monitoring increases or decreases in the incidence of flu at both the population and community levels.

It is unlikely that the spread of swine flu in the United States will be so massive that it would move the percentages in these reports in and of itself. Each percentage of the adult population represents about 2.2 million people, so even tens of thousands of cases of swine flu would not by themselves have a major impact on national samples.

Still, widespread publicity about a disease such as swine flu no doubt will increase Americans' focus on their health and symptoms. Thus, it is possible that those who in the past may have ignored symptoms will find themselves rushing to the doctor to have their symptoms diagnosed, and this could cause the self-reported incidence of flu to increase as a secondary byproduct of the swine flu situation. There has, however, been no increase in self-reports of flu in the last several days by WBI respondents.

Many people confuse flu symptoms with common-cold symptoms. Colds, at least as reported by average Americans, are significantly more prevalent than flu. The percentage of the adult population that reports having been "sick with a cold" on any given day throughout the year ranges from a little more than 2% to nearly 11%. As with flu, there is apparently predictable cyclicity. Colds are most commonly reported in the late fall and winter, and drop off significantly in the summer months.

There is a significant inverse correlation between age and reports of having been "sick with the flu yesterday" in the Gallup-Healthways data. These data are an aggregate of more than 110,000 interviews conducted so far in 2009, from Jan. 2 through April 27. Younger adults are most likely to report being sick with the flu, and the percentage drops fairly steadily with age. Incidence of flu among children and among teenagers aged 13 to 17 is not reflected in the data.

It is important to remember that these data reflect being "sick with the flu" and do not indicate mortality as a result of flu. It's likely that the consequences of having the flu are much more significant among older people, even if the prevalence of the disease itself is lower. Additionally, older Americans who are so sick with flu that they are hospitalized would not be available for interviewing.

For more information and graphical depictions of the data contained in this release, please navigate to <http://www.gallup.com/poll/118045/Flu-Affects-Americans-Given-Day.aspx>

### **About the Gallup-Healthways Well-Being Index**

The Gallup-Healthways Well-Being Index tracks the well-being of U.S. residents every day, with the goal of providing the world's most up-to-date measure of individual and collective health and well-being. For this survey, Gallup is interviewing no fewer than 1,000 U.S. adults nationwide each day for a period of 25 years. The large scale of the study allows for comparisons of well-being across days, regions, states, ZIP Codes, and climate zones over time -- as well as comparisons with Gallup surveys of well-being in more than 140 countries worldwide. Perhaps most importantly, these measures provide a valuable tool to all policy-makers, business leaders, and healthcare providers engaged in improving the health and well-being of their constituencies. For more information, please visit: [www.well-beingindex.com](http://www.well-beingindex.com).

### **About Healthways**

Healthways, Inc. (NASDAQ: HWAY) is the leading provider of specialized, comprehensive solutions to help millions of people maintain or improve their health and well-being and, as a result, reduce overall 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](http://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](http://www.gallup.com).