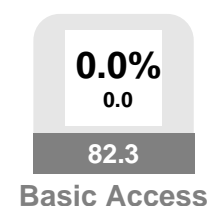
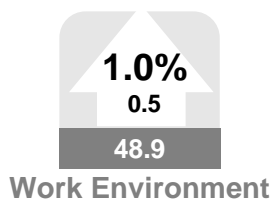
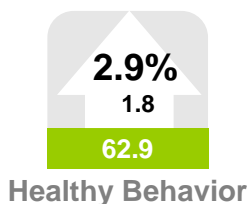
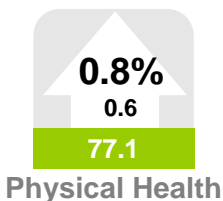
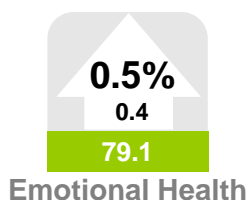
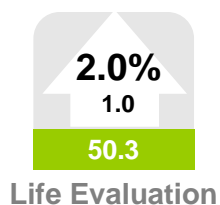
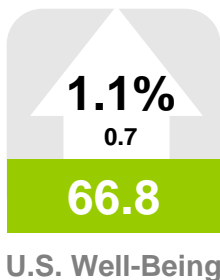


Gallup-Healthways Monthly U.S. Well-Being Report

January 2010



New Year Opens on a High Note: Well-Being in the U.S. Jumps to Near Record Levels in January 2010, Nearly All Components of Well-Being Rise

After falling steadily since mid-summer of 2009, the Gallup-Healthways Well-Being Index™ (WBI) rose 1.1 percent in January 2010 to close the month at 66.8, tying the highest monthly score recorded in 2009 and representing a 2.2 percentage point increase year-over-year.

Americans in January reported more optimism about their current life circumstances and prospects for the future than at any point since Well-Being Index measurement commenced 25 months ago. January's 2.0 percent rise in the WBI's Life Evaluation Sub-Index (LEI) pushes that leading indicator to an all time high of 50.3.

More Americans – 53.3 percent – reported themselves as Thriving under the WBI's three-tiered Life Evaluation classification system than at any point in WBI history. The percentage of Americans reporting themselves as Suffering reached an all time low of just 3.0 percent.

Meantime, Healthy Behavior scores, an important predictor of overall Well-Being, experienced a healthy improvement in January, as Americans apparently put their New Year's resolutions into practice. While still well below the levels witnessed during the summer, last month's absolute Healthy Behavior Index score of 62.9 was an increase of 1.8 percentage points over the 2009 yearly low of 61.1 recorded in December and was 1.7 percentage points higher than the Healthy Behavior score recorded one year earlier.

The tendency of Americans to exercise more and consume more healthy fruits and vegetables was the single biggest driver of the rise in the WBI's composite score in January.

The Gallup-Healthways Well-Being Index was also given a lift by a 0.8 percent increase in the nation's Physical Health last month, which rose to 77.1 after dipping slightly in December. The Physical Health Index continues to be bolstered by unexpectedly low incidence of cold and flu.

The number of Americans reporting flu inched down slightly, from 2.5 percent in December to 2.4 percent in January and was down by 0.5 percentage points from year-ago levels. Daily cold incidence also declined month-to-month from 8.7 percent to 8.4 percent, well below the 9.2 percent recorded in January 2009. Despite predictions of increases in flu levels this year due to the H1N1 virus, three consecutive months of symmetrical measurement show that rates of daily self-reported flu incidence continue to track lower than last year.

Please be advised that Gallup and Healthways will release their 2009 City, State, and Congressional District Rankings drawn from WBI data the week of Feb. 15, 2010.

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.

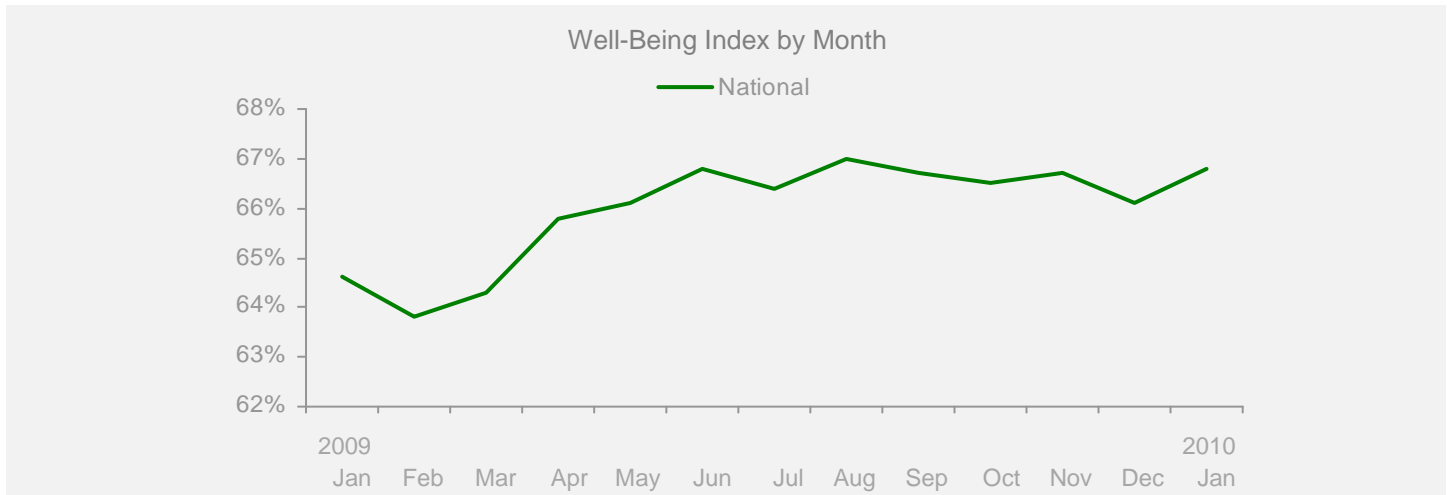
Gallup-Healthways Monthly U.S. Well-Being Report

From Gallup-Healthways Well-Being Index Data

Based on 29,483 surveys completed in January 2010. Total of 738,666 since January 2, 2008.

U.S. Composite and Life Evaluation Score

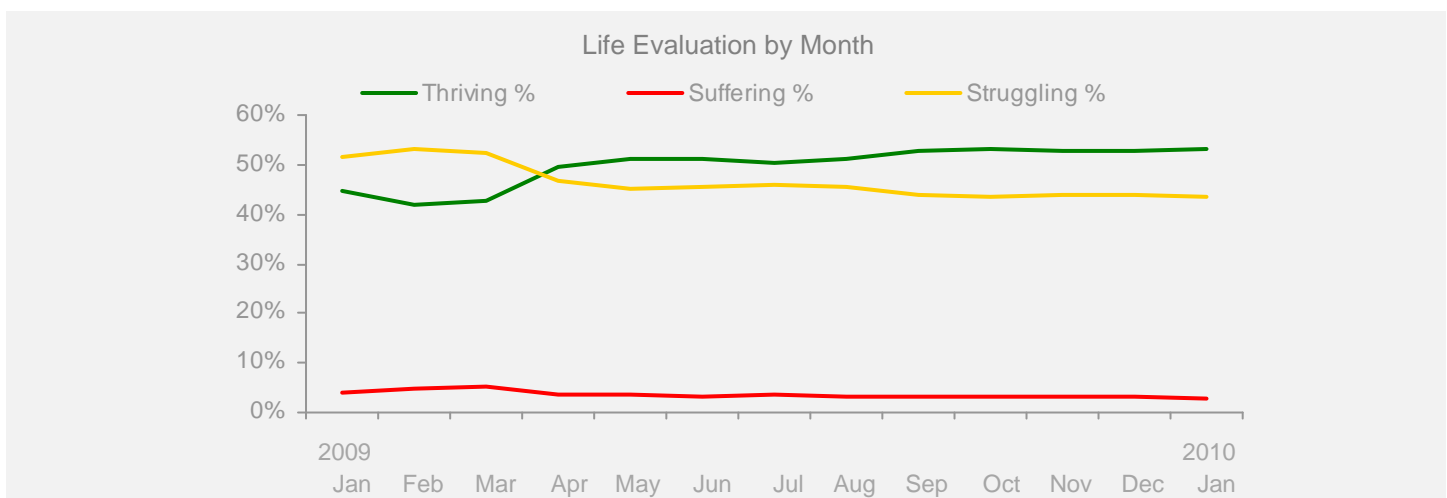
	2009												2010	Change	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Month	Year
Well-Being Index	SCALE 0-100 MoE = +/- 0.2%														
National	64.6	63.8	64.3	65.8	66.1	66.8	66.4	67.0	66.7	66.5	66.7	66.1	66.8	+0.7	+2.2



Life Evaluation

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

Life Evaluation	40.3	37.3	37.6	45.9	47.5	47.8	46.8	47.8	49.5	50.0	49.5	49.3	50.3	+1.0	+10.0
Thriving %	44.5	42.0	42.7	49.6	51.2	51.2	50.4	51.1	52.9	53.2	52.9	52.6	53.3	+0.7	+8.8
Struggling %	51.4	53.3	52.2	46.8	45.1	45.5	45.9	45.6	43.8	43.6	43.7	44.0	43.6	-0.4	-7.8
Suffering %	4.1	4.7	5.1	3.6	3.7	3.4	3.6	3.3	3.4	3.2	3.4	3.4	3.0	-0.4	-1.1



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

From Gallup-Healthways Well-Being Index Data

Based on 29,483 surveys completed in January 2010. Total of 738,666 since January 2, 2008.

National and Regional Composite Well-Being Scores

	2009												2010	Change		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Month	Year
Well-Being Index													MoE = National +/- 0.2% Regional +/- 0.4%			
National	64.6	63.8	64.3	65.8	66.1	66.8	66.4	67.0	66.7	66.5	66.7	66.1	66.8	+0.7	+2.2	
Northeast	64.0	64.3	64.2	65.7	66.1	66.4	67.0	67.2	66.4	66.5	67.0	66.3	67.1	+0.8	+3.1	
South	63.8	63.1	63.7	65.8	65.7	66.7	65.7	66.1	66.0	65.9	65.9	65.5	66.0	+0.5	+2.2	
Midwest	64.7	63.4	64.0	65.4	65.1	66.7	65.8	66.6	66.9	66.6	66.3	65.8	66.5	+0.7	+1.8	
West	66.2	64.7	65.5	66.3	67.6	67.6	67.3	68.5	67.9	67.1	68.0	66.8	67.8	+1.0	+1.6	
Life Evaluation													MoE = National +/- 0.7% Regional +/- 1.4%			
National	40.3	37.3	37.6	45.9	47.5	47.8	46.8	47.8	49.5	50.0	49.5	49.3	50.3	+1.0	+10.0	
Northeast	39.3	38.1	37.3	46.2	47.5	47.3	47.8	48.2	49.3	49.2	50.5	49.9	51.7	+1.8	+12.4	
South	39.6	36.2	37.4	46.1	48.9	48.1	46.1	46.7	48.6	50.1	48.5	48.3	49.4	+1.1	+9.8	
Midwest	39.6	34.4	35.7	44.6	44.0	46.1	44.5	46.2	48.3	49.7	48.3	48.0	49.2	+1.2	+9.6	
West	43.1	41.0	40.2	46.8	49.1	49.5	48.9	50.8	51.9	50.8	51.2	51.3	51.2	-0.1	+8.1	
Emotional Health													MoE = National +/- 0.3% Regional +/- 0.5%			
National	78.0	77.7	78.0	78.6	78.6	79.2	78.9	79.1	78.9	78.8	79.5	78.7	79.1	+0.4	+1.1	
Northeast	77.3	77.3	77.5	78.1	78.3	78.6	79.2	79.3	78.1	78.7	79.5	78.2	78.8	+0.6	+1.5	
South	77.8	77.7	78.0	78.8	78.5	79.1	78.5	78.4	78.9	78.7	79.2	78.7	78.8	+0.1	+1.0	
Midwest	78.3	78.1	78.4	78.7	78.2	79.9	79.2	79.6	79.3	79.8	79.7	79.0	79.2	+0.2	+0.9	
West	78.6	77.7	77.9	78.6	79.3	79.1	78.9	79.2	79.1	78.2	79.9	78.8	79.7	+0.9	+1.1	
Physical Health													MoE = National +/- 0.2% Regional +/- 0.3%			
National	76.5	75.8	76.0	76.5	76.1	77.0	77.1	77.3	76.6	76.4	77.1	76.5	77.1	+0.6	+0.6	
Northeast	76.6	76.0	76.3	76.2	76.3	77.3	77.4	78.1	76.6	76.8	77.4	76.8	77.4	+0.6	+0.8	
South	75.7	75.5	75.1	76.2	75.3	76.0	75.9	76.3	75.8	75.8	75.9	75.8	76.1	+0.3	+0.4	
Midwest	77.0	75.5	76.3	76.7	75.8	77.4	77.8	77.6	77.0	76.5	77.5	76.9	77.9	+1.0	+0.9	
West	77.3	76.3	76.5	77.0	77.1	77.8	78.0	77.8	77.2	77.0	78.0	76.9	77.7	+0.8	+0.4	
Healthy Behavior													MoE = National +/- 0.2% Regional +/- 0.4%			
National	61.2	61.8	62.7	62.6	63.1	64.2	64.3	64.8	64.0	63.3	63.0	61.1	62.9	+1.8	+1.7	
Northeast	61.3	62.2	63.0	63.6	63.9	64.6	65.3	65.2	64.4	64.4	63.5	61.7	63.3	+1.6	+2.0	
South	60.3	60.9	61.9	62.1	61.5	63.5	63.1	63.3	62.8	62.6	61.7	60.2	62.0	+1.8	+1.7	
Midwest	59.2	60.0	61.0	60.0	61.5	62.2	62.6	63.1	62.8	60.6	61.4	58.8	61.0	+2.2	+1.8	
West	64.2	64.5	65.4	65.0	65.9	66.6	66.8	68.0	66.7	66.0	65.9	64.0	65.5	+1.5	+1.3	
Work Environment													MoE = National +/- 0.6% Regional +/- 1.2%			
National	49.1	48.7	49.8	49.1	49.2	50.2	48.9	50.5	49.1	48.1	48.7	48.4	48.9	+0.5	-0.2	
Northeast	45.4	49.0	48.0	46.4	46.0	46.3	47.8	47.6	46.2	46.2	46.7	47.6	47.1	-0.5	+1.7	
South	48.8	48.5	49.3	50.7	49.5	52.2	50.0	51.3	49.8	47.8	49.4	48.9	48.9	+0.0	+0.1	
Midwest	50.7	49.6	50.1	49.6	48.6	51.0	48.0	49.5	49.8	49.3	47.5	48.7	48.4	-0.3	-2.3	
West	51.7	47.7	52.0	49.0	52.3	50.6	49.5	53.3	50.3	49.2	50.8	48.4	51.3	+2.9	-0.4	
Basic Access													MoE = National +/- 0.2% Regional +/- 0.4%			
National	82.4	81.5	81.5	82.0	82.2	82.6	82.1	82.6	82.3	82.1	82.3	82.3	82.3	+0.0	-0.1	
Northeast	84.2	83.2	83.0	83.5	84.2	84.3	84.2	84.9	83.8	84.0	84.2	83.9	84.5	+0.6	+0.3	
South	80.6	80.1	80.3	80.8	80.7	81.2	80.5	80.7	80.2	80.3	80.4	80.9	80.8	-0.1	+0.2	
Midwest	83.3	82.5	82.6	82.9	82.5	83.8	82.9	83.6	83.9	83.7	83.6	83.5	83.2	-0.3	-0.1	
West	82.1	81.0	80.9	81.3	81.9	81.7	81.5	82.1	82.0	81.4	81.9	81.7	81.4	-0.3	-0.7	

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 29,483 surveys completed in January 2010. Total of 738,666 since January 2, 2008.

National Well-Being Scores by Demographic

	2009												2010	Change	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Month	Year
Gender															
Male	65.1	64.2	64.7	65.9	66.6	67.0	66.5	67.2	66.9	66.8	66.9	66.3	66.7	+0.4	+1.6
Female	64.1	63.4	63.9	65.7	65.6	66.7	66.2	66.8	66.5	66.1	66.4	65.8	66.8	+1.0	+2.7
Age															
18 to 29	65.6	65.1	64.5	66.0	67.1	67.2	66.9	68.0	67.5	66.7	67.0	67.0	68.0	+1.0	+2.4
30 to 44	64.7	63.9	64.7	66.2	66.5	67.8	66.9	67.7	66.9	66.9	66.8	66.3	67.0	+0.7	+2.3
45 to 64	63.4	62.4	63.1	64.6	64.8	65.7	65.3	65.5	65.8	65.5	65.8	64.9	65.6	+0.7	+2.2
65 and older	66.6	66.4	66.4	68.7	68.4	67.6	68.0	68.9	68.3	68.6	68.8	67.8	68.3	+0.5	+1.7
Family Status															
Married	67.5	66.7	67.1	68.9	69.2	69.4	69.0	69.4	69.1	69.4	69.3	68.5	69.3	+0.8	+1.8
Single	62.9	62.2	62.2	63.6	64.5	65.0	64.5	65.6	65.3	64.4	64.3	64.6	65.2	+0.6	+2.3
Divorced	59.1	57.4	59.0	60.5	60.3	60.6	60.0	60.5	60.9	59.8	60.9	60.4	60.8	+0.4	+1.7
Widowed	63.4	62.4	63.1	65.3	63.7	64.1	64.2	64.8	64.8	63.6	63.7	64.5	64.1	-0.4	+0.7
Separated	53.0	54.3	54.2	55.2	57.1	59.4	56.9	56.2	57.7	56.3	58.0	54.9	54.7	-0.2	+1.7
Domestic Partner	61.9	60.9	62.0	60.7	63.9	63.6	62.9	63.3	62.7	62.9	63.1	62.9	64.1	+1.2	+2.2
Ethnicity															
White	65.2	64.5	64.8	66.6	66.6	67.4	66.8	67.7	67.5	67.2	67.5	66.7	67.3	+0.6	+2.1
Black	62.3	60.6	61.2	62.8	63.7	64.2	64.8	64.4	63.8	63.8	63.8	63.9	64.9	+1.0	+2.6
Hispanic	63.7	62.2	63.7	64.0	65.0	65.7	64.7	64.7	64.6	64.9	65.3	64.7	65.4	+0.7	+1.7
Asian	67.9	65.0	67.5	69.2	68.6	70.9	70.7	71.0	69.3	70.2	70.2	68.3	70.6	+2.3	+2.7
Other	60.3	61.4	61.0	61.3	64.3	63.3	64.2	64.5	65.1	63.2	62.7	62.0	62.5	+0.5	+2.2
Household Income															
Under \$1,000	53.1	51.5	51.9	54.0	53.3	54.1	53.7	55.3	54.2	52.4	55.3	54.8	54.2	-0.6	+1.1
\$1,000-\$1,999	56.1	55.9	57.1	58.0	58.9	59.7	58.3	57.3	58.9	58.5	58.5	58.3	59.4	+1.1	+3.3
\$2,000-\$2,999	61.0	60.1	60.9	63.4	63.3	63.6	62.3	63.1	62.2	62.7	63.7	62.6	63.7	+1.1	+2.7
\$3,000-\$3,999	64.7	63.8	63.9	65.4	66.8	66.4	65.7	67.2	65.8	65.0	65.7	65.4	65.5	+0.1	+0.8
\$4,000-\$4,999	66.1	66.4	66.6	67.9	68.1	67.9	68.5	68.7	68.1	68.1	68.9	67.7	68.9	+1.2	+2.8
\$5,000-\$7,499	69.8	68.1	69.5	70.7	71.0	71.2	71.0	71.8	70.8	70.8	70.8	70.7	71.2	+0.5	+1.4
\$7,500-\$9,999	71.1	70.8	71.5	73.2	73.9	74.6	73.7	74.0	72.7	72.6	73.3	72.6	73.1	+0.5	+2.0
\$10,000 +	72.8	73.0	72.8	73.9	74.7	74.4	74.2	74.9	75.3	75.3	74.4	73.6	74.3	+0.7	+1.5

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.