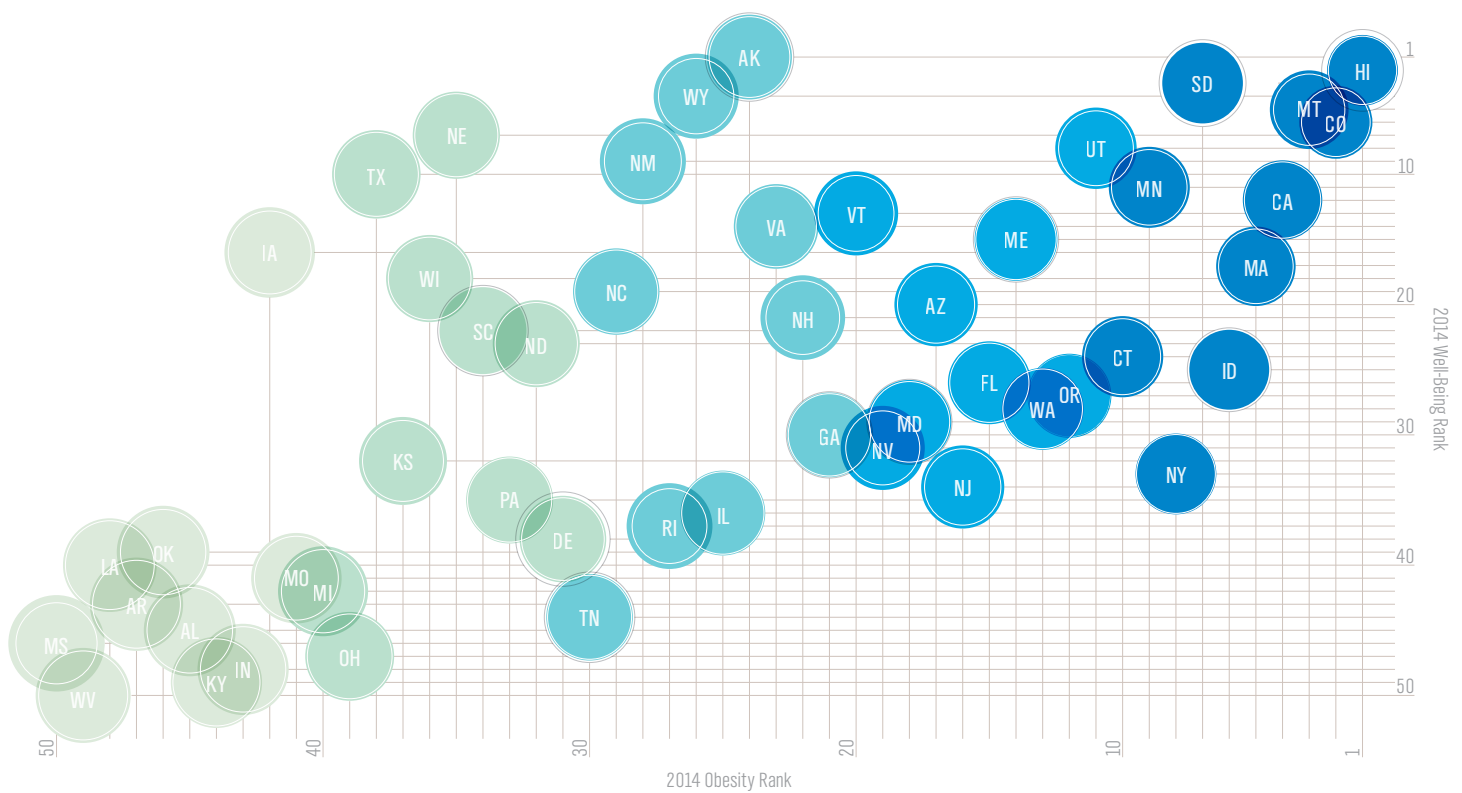


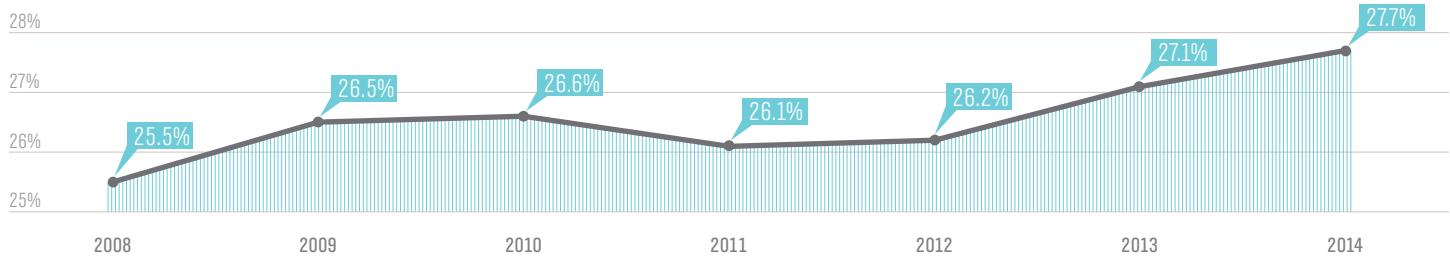
# STATE OF AMERICAN WELL-BEING

## 2014 Obesity Rankings



# The Trend for National Obesity

## National Incidence of Obesity, 2008 - 2014



## Percent Thriving in Each Element of Well-Being for Non-Obese and Obese People\*

	Purpose Well-Being	Social Well-Being	Financial Well-Being	Community Well-Being	Physical Well-Being
non-obese:	37.2%	41.3%	39.3%	37.8%	40.1%
obese:	31.9%	36.2%	31.7%	33.9%	9.5%
	Non-obese people are 16.6% more likely to be thriving in Purpose well-being than obese people.	Non-obese people are 14.1% more likely to be thriving in Social well-being than obese people.	Non-obese people are 24% more likely to be thriving in Financial well-being than obese people.	Non-obese people are 11.5% more likely to be thriving in Community well-being than obese people.	Non-obese people are 322% more likely to be thriving in Physical well-being than obese people.

\*controls for age, gender, marital status, education, income, race, ethnicity and employment

**“The relationship of obesity to chronic illness such as diabetes and heart disease is well-documented. Effective weight loss interventions include sustained lifestyle change for exercise, healthy eating and mindfulness. Importantly, interventions should also address the multiple facets of a person’s well-being.”**

*–John E. Anderson, MD, Frist Clinic, Former President, Medicine and Science, American Diabetes Association*

**“There are proven, effective interventions for helping people lose weight and sustain their weight loss. For maximum impact, interventions need to go beyond addressing eating habits and physical activity, and include the emotional and social aspects of well-being. Helping people approach change with optimism, resilience and with an awareness of their personal passions are proven techniques for long-lasting behavior change.”**

*–Janet Calhoun, Senior Vice President of Strategy, Innovations and Solutions, Healthways*

Cover graphic: Plot of obesity and well-being, as measured by the 2014 Gallup-Healthways Well-Being Index®. Obesity rankings are plotted on the horizontal axis and well-being rankings are plotted on the vertical axis. Quintiles are divided by color, and larger circles correlate to a higher percent obese. A state’s outer ring (if any) represents its highest percent obese in the seven-year history of the Gallup-Healthways Well-Being Index. A state’s inner ring represents its lowest percent obese.

---

## 2014 State and Community Obesity Rankings Analysis

---

This report, the third in a series, provides obesity rates for the nation, states and communities as measured by the Gallup-Healthways Well-Being Index®. The Well-Being Index includes 2.2 million surveys, captures how people feel about and experience their daily lives, and measures well-being across five elements — purpose, social, financial, community and physical. Levels of well-being correlate with healthcare utilization and cost, and productivity measures such as absenteeism, presenteeism and job performance; all critical to organizational and economic competitiveness.

As part of the Well-Being Index, we ask respondents to self-report their height and weight. We then calculate Body Mass Index (BMI). Americans who have a BMI of 30 or higher are classified as obese.

Nationally, the incidence of obesity is at its highest level, rising to 27.7% in 2014, up from 27.1% in 2013 and significantly above the 25.5% recorded in 2008. Obesity rates are highest in Southern and Midwestern states and lowest in Western and Northeastern states, a pattern that has persisted since we began measurement.

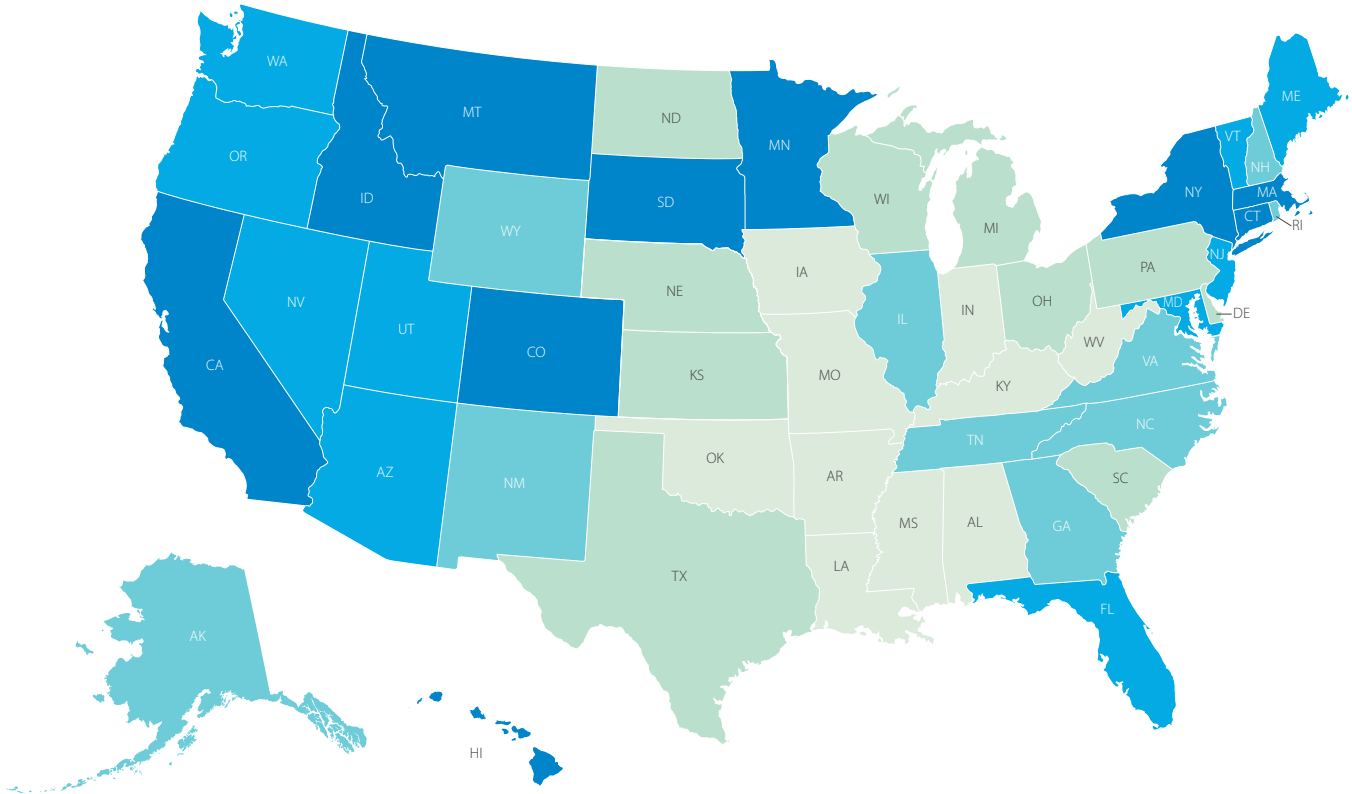
Hawaii has the lowest obesity rate in the nation and is the only state with fewer than one in five residents who are obese. Four states have consistent low obesity rates — California, Colorado, Connecticut, and Massachusetts — ranking among the top 10 every year. Hawaii and Montana have also been in the top 10 for six of seven years. From a community standpoint, we analyze the 100 most populous U.S. metropolitan areas. Colorado Springs, Colorado and San Jose–Sunnyvale–Santa Clara, California have the lowest obesity rates in the nation, both under 20%.

On the other end of the spectrum, Mississippi has the highest incidence of obesity, with 35.2% in 2014. West Virginia, Louisiana, Arkansas and Kentucky join Mississippi as states with consistently high obesity rates. This group has ranked in the bottom 10 states every year since 2008. In 2014, the community with the highest incidence of obesity is Baton Rouge, Louisiana, with 35.9% of its residents classified as obese.

Our research shows a consistent and strong link between obesity and well-being, with lower obesity rates linked to higher well-being. Americans who are not obese are more likely to be thriving and less likely to be suffering than those who are obese across all five elements of well-being — in one's sense of purpose, social relationships, financial security, relationship with their community and physical health. People who are not obese are more likely to reach their goals, use their strengths at what they do best, make time for regular trips or vacations with friends and family, be satisfied with their standard of living, and feel safe and secure in their community. They are also more likely to eat healthily and exercise, and less likely to have high blood pressure, high cholesterol, depression, diabetes, cancer and heart attack as compared with people who are obese.

Policy, community and business leaders can use these data to benchmark populations and prioritize interventions to reduce obesity rates across their populations. Effective interventions focus on sustained weight loss, emphasize maintenance skills and confidence, and go beyond physical exercise and nutrition to address emotional, social support and environmental influences.

# Overall State Obesity Rankings



Highest Quintile	2 <sup>nd</sup> Quintile	3 <sup>rd</sup> Quintile	4 <sup>th</sup> Quintile	5 <sup>th</sup> Quintile
1 Hawaii	11 Utah	21 Georgia	31 Delaware	41 Missouri
2 Colorado	12 Oregon	22 New Hampshire	32 North Dakota	42 Iowa
3 Montana	13 Washington	23 Virginia	33 Pennsylvania	43 Indiana
4 California	14 Maine	24 Alaska	34 South Carolina	44 Kentucky
5 Massachusetts	15 Florida	25 Illinois	35 Nebraska	45 Alabama
6 Idaho	16 New Jersey	26 Wyoming	36 Wisconsin	46 Oklahoma
7 South Dakota	17 Arizona	27 Rhode Island	37 Kansas	47 Arkansas
8 New York	18 Maryland	28 New Mexico	38 Texas	48 Louisiana
9 Minnesota	19 Nevada	29 North Carolina	39 Ohio	49 West Virginia
10 Connecticut	20 Vermont	30 Tennessee	40 Michigan	50 Mississippi

# State Obesity Rankings by Year

2014 Rank	2008	2009	2010	2011	2012	2013	2014
1. Hawaii	1	1	2	10	20	9	1
2. Colorado	2	2	1	1	1	2	2
3. Montana	18	8	8	6	3	1	3
4. California	9	5	5	7	5	8	4
5. Massachusetts	4	3	4	4	2	5	5
6. Idaho	16	22	16	31	10	23	6
7. South Dakota	27	25	42	29	24	34	7
8. New York	19	15	13	14	15	10	8
9. Minnesota	12	20	17	11	14	4	9
10. Connecticut	8	9	7	5	4	6	10
11. Utah	6	4	3	3	6	11	11
12. Oregon	24	21	20	20	19	15	12
13. Washington	20	16	14	16	11	18	13
14. Maine	21	27	31	18	31	14	14
15. Florida	17	12	15	15	18	21	15
16. New Jersey	13	10	11	8	9	17	16
17. Arizona	11	11	12	17	7	22	17
18. Maryland	33	31	24	27	28	16	18
19. Nevada	14	7	21	13	16	3	19
20. Vermont	7	13	10	32	21	12	20
21. Georgia	25	26	26	22	37	33	21
22. New Hampshire	3	6	23	12	17	20	22
23. Virginia	22	19	18	26	23	19	23
24. Alaska	23	40	29	19	27	40	24
25. Illinois	26	23	22	25	22	25	25

2014 Rank	2008	2009	2010	2011	2012	2013	2014
26. Wyoming	5	34	19	21	13	28	26
27. Rhode Island	15	18	9	2	8	13	27
28. New Mexico	10	14	6	9	12	7	28
29. North Carolina	32	43	32	28	40	31	29
30. Tennessee	37	42	41	38	44	44	30
31. Delaware	50	45	28	49	26	48	31
32. North Dakota	34	28	33	37	32	24	32
33. Pennsylvania	36	32	35	34	35	32	33
34. South Carolina	40	33	46	42	33	45	34
35. Nebraska	38	24	37	24	34	26	35
36. Wisconsin	31	30	30	23	29	37	36
37. Kansas	29	17	25	35	25	27	37
38. Texas	35	39	38	39	39	38	38
39. Ohio	39	38	40	43	43	43	39
40. Michigan	30	35	39	33	36	35	40
41. Missouri	41	29	27	30	30	36	41
42. Iowa	28	36	34	36	41	30	42
43. Indiana	43	41	36	44	38	39	43
44. Kentucky	45	44	48	45	45	42	44
45. Alabama	44	46	43	40	46	29	45
46. Oklahoma	42	37	44	41	42	41	46
47. Arkansas	46	47	45	46	48	46	47
48. Louisiana	48	49	47	47	47	47	48
49. West Virginia	47	48	50	50	50	49	49
50. Mississippi	49	50	49	48	49	50	50

■ Highest Quintile   
 ■ 2<sup>nd</sup> Quintile   
 ■ 3<sup>rd</sup> Quintile   
 ■ 4<sup>th</sup> Quintile   
 ■ 5<sup>th</sup> Quintile

---

# 2014 Community Obesity Rankings

---

1	Colorado Springs, CO	26	Ogden-Clearfield, UT
2	San Jose-Sunnyvale-Santa Clara, CA	27	Chattanooga, TN-GA
3	Denver-Aurora-Lakewood, CO	28	Spokane-Spokane Valley, WA
4	Provo-Orem, UT	29	Tucson, AZ
5	Bridgeport-Stamford-Norwalk, CT	30	Sacramento–Roseville–Arden-Arcade, CA
6	Urban Honolulu, HI	31	Knoxville, TN
7	Boston-Cambridge-Newton, MA-NH	32	Salt Lake City, UT
8	North Port-Sarasota-Bradenton, FL	33	Boise City, ID
9	Palm Bay-Melbourne-Titusville, FL	34	Phoenix-Mesa-Scottsdale, AZ
10	San Francisco-Oakland-Hayward, CA	35	Greenville-Anderson-Mauldin, SC
11	San Diego-Carlsbad, CA	36	El Paso, TX
12	Seattle-Tacoma-Bellevue, WA	37	Winston-Salem, NC
13	Los Angeles-Long Beach-Anaheim, CA	38	Oxnard-Thousand Oaks-Ventura, CA
14	Washington-Arlington-Alexandria, DC-VA-MD-WV	39	Albany-Schenectady-Troy, NY
15	Miami-Fort Lauderdale-West Palm Beach, FL	40	Houston-The Woodlands-Sugar Land, TX
16	Cape Coral-Fort Myers, FL	41	Buffalo-Cheektowaga-Niagara Falls, NY
17	Minneapolis-St. Paul-Bloomington, MN-WI	42	Atlanta-Sandy Springs-Roswell, GA
18	Greensboro-High Point, NC	43	Stockton-Lodi, CA
19	Jacksonville, FL	44	Pittsburgh, PA
20	Nashville-Davidson-Murfreesboro-Franklin, TN	45	Scranton–Wilkes-Barre–Hazleton, PA
21	New York-Newark-Jersey City, NY-NJ-PA	46	Charleston-North Charleston, SC
22	Akron, OH	47	Allentown-Bethlehem-Easton, PA-NJ
23	Austin-Round Rock, TX	48	Madison, WI
24	Portland-Vancouver-Hillsboro, OR-WA	49	Hartford-West Hartford-East Hartford, CT
25	Albuquerque, NM	50	Cleveland-Elyria, OH

■ Highest Quintile   ■ 2<sup>nd</sup> Quintile   ■ 3<sup>rd</sup> Quintile   ■ 4<sup>th</sup> Quintile   ■ 5<sup>th</sup> Quintile

---

# 2014 Community Obesity Rankings

---

51 Philadelphia-Camden-Wilmington, PA-NJ-DE-MD

52 Chicago-Naperville-Elgin, IL-IN-WI

53 Columbia, SC

54 Charlotte-Concord-Gastonia, NC-SC

55 Las Vegas-Henderson-Paradise, NV

56 Dallas-Fort Worth-Arlington, TX

57 Birmingham-Hoover, AL

58 Tampa-St. Petersburg-Clearwater, FL

59 New Haven-Milford, CT

60 Providence-Warwick, RI-MA

61 Milwaukee-Waukesha-West Allis, WI

62 Baltimore-Columbia-Towson, MD

63 Syracuse, NY

64 Youngstown-Warren-Boardman, OH-PA

65 Orlando-Kissimmee-Sanford, FL

66 Raleigh, NC

67 Rochester, NY

68 Columbus, OH

69 Kansas City, MO-KS

70 Riverside-San Bernardino-Ontario, CA

71 Des Moines-West Des Moines, IA

72 Fresno, CA

73 Richmond, VA

74 Deltona-Daytona Beach-Ormond Beach, FL

75 New Orleans-Metairie, LA

76 Jackson, MS

77 St. Louis, MO-IL

78 Wichita, KS

79 Detroit-Warren-Dearborn, MI

80 Louisville-Jefferson County, KY-IN

81 Cincinnati, OH-KY-IN

82 Lakeland-Winter Haven, FL

83 Springfield, MA

84 Grand Rapids-Wyoming, MI

85 Omaha-Council Bluffs, NE-IA

86 Augusta-Richmond County, GA-SC

87 San Antonio-New Braunfels, TX

88 Oklahoma City, OK

89 Lancaster, PA

90 Virginia Beach-Norfolk-Newport News, VA-NC

91 Indianapolis-Carmel-Anderson, IN

92 Worcester, MA-CT

93 Bakersfield, CA

94 Toledo, OH

95 Memphis, TN-MS-AR

96 Dayton, OH

97 Tulsa, OK

98 Little Rock-North Little Rock-Conway, AR

99 Harrisburg-Carlisle, PA

100 Baton Rouge, LA

■ Highest Quintile   ■ 2<sup>nd</sup> Quintile   ■ 3<sup>rd</sup> Quintile   ■ 4<sup>th</sup> Quintile   ■ 5<sup>th</sup> Quintile

# STATE OF AMERICAN WELL-BEING

## 2014 Obesity Rankings

### Methodology

These data are based on 176,702 interviews with U.S. adults across all 50 states, conducted from January 2 to December 30, 2014. Gallup conducts 500 telephone interviews a day with American adults, for a resulting sample that projects to an estimated 95 percent of all U.S. adults. The Well-Being Index is calculated on a scale of 0 to 100, where zero represents the lowest possible well-being and 100 represents the highest possible well-being. These data are collected as part of the Gallup-Healthways Well-Being Index, and are based on respondents' self-reported height and weight, which are used to calculate Body Mass Index (BMI) scores. Americans who have a body mass index of 30 or higher are classified as obese. Visit [wbi.healthways.com](http://wbi.healthways.com) to learn more.

### About Gallup

Gallup delivers forward-thinking research, analytics, and advice to help leaders solve their most pressing problems. Combining more than 75 years of experience with its global reach, Gallup knows more about the attitudes and behaviors of the world's constituents, employees, and customers than any other organization. Gallup consultants help private and public sector organizations boost organic growth through measurement tools, strategic advice, and education.

### About Healthways

Healthways is the largest independent global provider of well-being improvement solutions. Dedicated to creating a healthier world one person at a time, the company uses the science of behavior change to produce and measure positive change in well-being for our customers, which include employers, integrated health systems, hospitals, physicians, health plans, communities and government entities. The company serves approximately 68 million people on four continents.