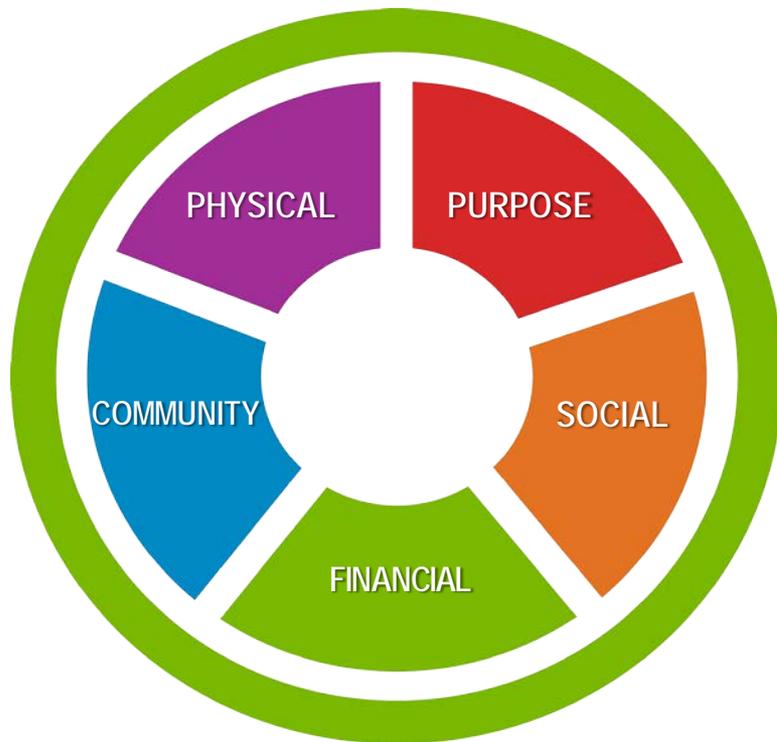


City of Golden
Gallup-Healthways Well-Being Index Results

The Well-Being Index: What Is Well-Being?

- High well-being means a life well-lived — all the things that are important to each of us, what we think about and how we experience our lives.
- Well-being comprises five elements — and all five are **interrelated** and **interdependent**.



- **Purpose:** Liking what you do each day and being motivated to achieve your goals
- **Social:** Having supportive relationships and love in your life
- **Financial:** Managing your economic life to reduce stress and increase security
- **Community:** Liking where you live, feeling safe and having pride in your community
- **Physical:** Having good health and enough energy to get things done daily

Describing Range in Well-Being: Thriving, Struggling and Suffering Classifications

Thriving

Well-being that is strong, consistent and progressing in a particular element

Struggling

Well-being that is moderate or inconsistent in a particular element

Suffering

Well-being that is very low and at high risk in a particular element

- ***Nationally, only 7% of U.S. adults are thriving in all five elements, and only 19% are thriving in at least four out of five. Half (50%) are thriving in no more than one, and over one-quarter (29%) are not thriving in any at all.***
- ***No more than 42% of U.S. adults are thriving in any one element.***

Methodology and Stability of 2015 Results

- Field Period: May 11–June 16, 2015
- 511 surveys completed:
 - City of Golden (n=511)
- All mail surveys; 98%+ coverage of adult populations; geography confirmed by self-reported ZIP code
- Weighting targets based on Nielsen demographic statistics

Stability of 2015 Results:	Final Sample Size	Maximum Error With 95% Reproducibility (in Percentage Points)		
		For Responses Near 10% or 90%	For Responses Near 50%	For Well-Being Index Score
Golden, CO	511	±2.6	±4.4	±1.3

Executive Summary

Executive Summary: Overview

- Golden's adult population has very high levels of well-being compared with cities nationally.
- Residents there think about and evaluate their lives very highly, with 64% “thriving” in Life Evaluation and 3% “suffering,” compared with 55% and 4% across the U.S.
- Community well-being is easily Golden's biggest strength among the five elements, followed by physical.
- At least 48% of Golden residents are “thriving” in each of the five elements, near or exceeding the general goal of 50%. Community and physical well-being both exceed the goal of a 5-to-1 ratio of thriving to suffering residents.

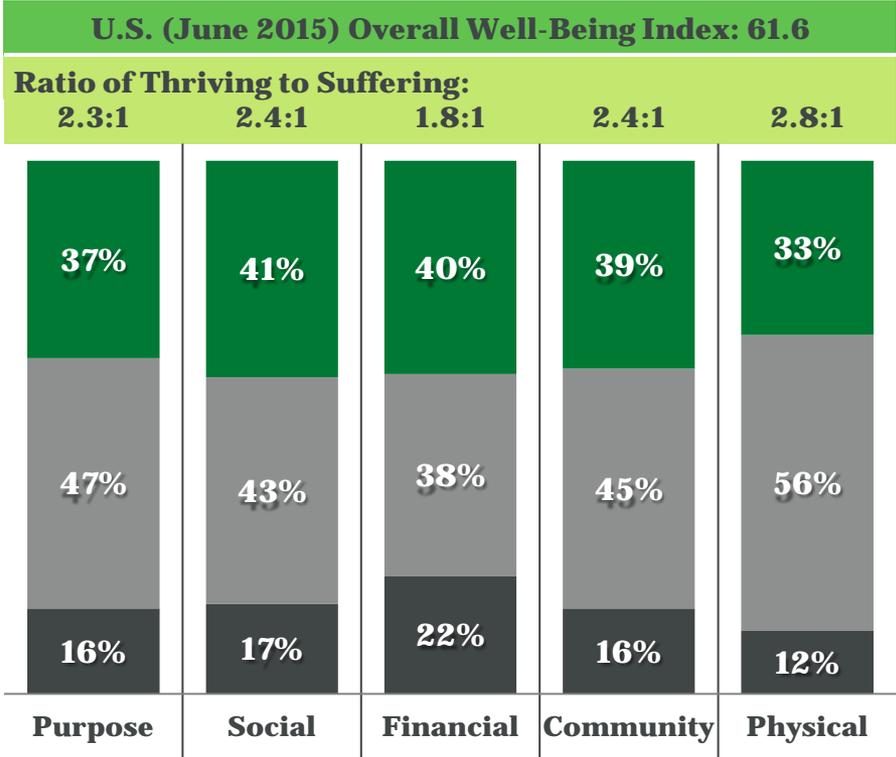
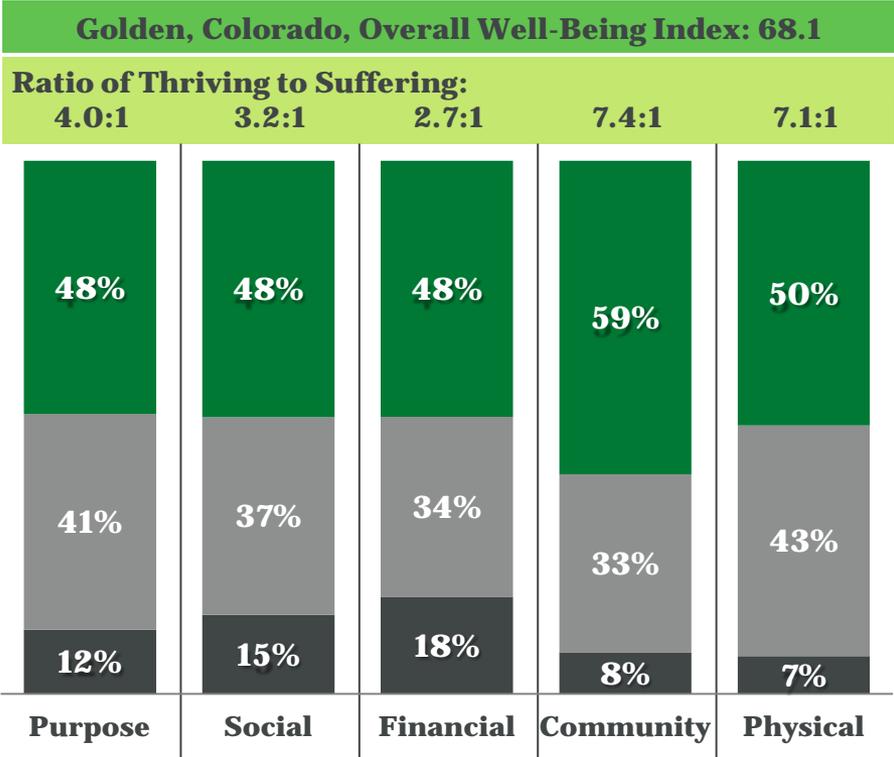
Note: **Green/Red** font indicates statistically better/worse than U.S.

2015 Thriving, Struggling and Suffering by Element

Golden, Colorado, and U.S. (June 2015)

Goal: 5 to 1 Thriving to Suffering Ratio and at least 50% Thriving

■ Suffering ■ Struggling ■ Thriving



Note: Due to rounding, percentages may sum to 100%, ±1%

Executive Summary: Purpose

- Purpose well-being marginally exceeds national norms, with 48% thriving and 12% suffering (a 4-to-1 ratio) compared with about 37%/15% nationally and across Colorado.
 - 72% of adult residents of Golden “like what they do each day,” in line with the U.S. and Colorado, and representing good levels of “right fit” with the chosen career.
 - Approximately 64% learn or do something interesting every day, and 49% are reaching their annual goals, both similar to national and state comparables.
 - Just 39% agree that they have a leader who creates enthusiasm about the future, with 30% disagreement. These levels are well under both the national and state benchmarks.

	Percent Thriving	Percent Suffering	Ratio of Thriving to Suffering
U.S. (June 2015)	37%	16%	2.3:1
Colorado	37%	14%	2.6:1
Golden, CO	48%	12%	4.0:1

Executive Summary: Social

- Social well-being is marginally better than U.S. and state levels, with 48% thriving and 15% suffering (3.2 to 1), compared with 41% and 16% (2.6 to 1), respectively, for Colorado, and 41% and 17% (2.4 to 1) in the U.S.
 - 65% agree and 15% disagree that “Someone in your life always encourages you to be healthy,” similar to national levels.
 - 51% make time for regular trips with family and friends, about what is reported nationally and in the state.
 - Golden significantly trails national and state norms for “Your relationship with your spouse, partner or closest friend is stronger than ever,” where 62% agree and 16% disagree.

	Percent Thriving	Percent Suffering	Ratio of Thriving to Suffering
U.S. <i>(June 2015)</i>	41%	17%	2.4:1
Colorado	41%	16%	2.6:1
Golden, CO	48%	15%	3.2:1

Executive Summary: Financial

- Financial well-being in Golden is similar to what is measured nationally and in Colorado, with 48% of adults thriving compared with just 18% suffering, a 2.7-to-1 ratio that marginally exceeds the 1.8-to-1 national ratio.
 - Approximately 48% of Golden residents report having enough money to do everything they want, much better than external benchmarks.
 - Food and healthcare insecurity (not enough money for these at least once in the last 12 months) are both around 15% in Golden, similar to what is reported nationally and in Colorado.
 - 37% of adults in Golden have worried about money in the previous seven days, compared with approximately 35% of adults in the state and nationally.

	Percent Thriving	Percent Suffering	Ratio of Thriving to Suffering
<i>U.S. (June 2015)</i>	<i>40%</i>	<i>22%</i>	<i>1.8:1</i>
<i>Colorado</i>	<i>43%</i>	<i>21%</i>	<i>2.0:1</i>
Golden, CO	48%	18%	2.7:1

Executive Summary: Community

- Community well-being (59% thriving and 8% suffering; 7.4-to-1 ratio) is Golden’s biggest strength and significantly outpaces U.S. and Colorado norms (39% and 42% thriving, respectively).
 - A very high 77% agree that they are proud of their community.
 - 80% always feel safe and secure.
 - Irreplaceability is high, with approximately 61% reporting that they “can’t imagine living in a better community” and 76% reporting that their city/area is a “perfect place” for them.
 - Satisfaction with the city is high, reported by 93% of residents.
 - Impactful volunteerism, however, is low. Just 12% report that they have received recognition in the last 12 months for helping to improve the city or area where they live.

	Percent Thriving	Percent Suffering	Ratio of Thriving to Suffering
U.S. (June 2015)	39%	16%	2.4:1
Colorado	42%	11%	3.8:1
Golden, CO	59%	8%	7.4:1

Executive Summary: Physical

- Physical well-being is another major strength, with 50% thriving and 7% suffering (a ratio of 7.1 to 1), compared with 33% thriving in Colorado and 12% nationally (2.8 to 1).
 - Exercise levels are excellent, with 63% reporting that they exercise at least 30 minutes at least three days per week.
 - Obesity is very low at 16.1%, in line with other Colorado cities such as Boulder or Fort Collins.
 - Chronic conditions are very good and in line with Colorado, below national levels. 17% currently have or are being treated for high blood pressure and 14% currently have or are being treated for high cholesterol. Diabetes is very low at 4.5%.

	Percent Thriving	Percent Suffering	Ratio of Thriving to Suffering
U.S. (June 2015)	33%	12%	2.8:1
Colorado	37%	10%	3.7:1
Golden, CO	50%	7%	7.1:1

Executive Summary: Physical (cont.)

- Physical well-being is another major strength, with 50% Thriving and 7% Suffering (a ratio of 7.1 to 1), compared with 33% and 12% nationally (2.8 to 1).
 - Smoking is moderate at 14.4%.
 - Produce consumption (5+ servings 4+ days per week) is below average at 55%.
 - Despite good health indicators, just 46% agree that they “always feel good” about their physical appearance, with 21% disagreeing.
 - Alcohol consumption is quite high, with 29% who report averaging at least one drink per day.
 - A very good 76% have been to the dentist in the last 12 months.
 - 97% have health insurance coverage, but only 74% have a personal doctor.

Executive Summary: Money for Meals, Portals for Staying Active, Improving Healthy Behaviors

- Stress over money to buy healthy and nutritious meals over the last 12 months is limited. About 11% report that they have felt this way “all” or “most” of the time, while 72% report that they have done so “never” or “not very often.”
- Sidewalks, paths, trails and bike lanes are most leveraged by residents to stay active, cited by 56%.
 - Public areas such as parks, playgrounds and recreation centers are mentioned by 22%, second most.
- Attitudes regarding the most effective means of improving healthy behaviors center most on one-on-one coaching, identified by nearly half (48%) of respondents.
 - Classroom offerings, online classes and support groups each receive about 16% to 19% mention.

Executive Summary: Smoking and Vaping

- Exposure to secondhand smoke is limited, with 83% reporting that they “never” or “rarely” experience smoke drifting onto their property from adjacent areas. One in 10, however, experience this “every day” or “a few times a week.”
- The large majority (85%) have never tried vaping, with only 1% reporting that they vape every day or most days and another 3% reporting that they sustain ongoing occasional use of vaping.
- Most believe that smoking/vaping in public areas is not legally permitted.
 - 14% believe that smoking is legal in city parks.
 - 15% believe that smoking is legal on Washington Avenue
 - 20% believe that smoking is legal at bus stops or the light-rail station
 - 9% believe that smoking is legal in outdoor restaurant seating, and 26% on patios at bars
 - The one exception is on sidewalks outside of downtown, where 38% believe that it is legal, compared with 29% who report that it is not.
 - In most cases, however, 20% to 35% do not have an opinion.

Detailed Results

Well-Being Index Scorecard

		U.S.	Colorado	Golden, CO
Well-Being Index		61.6	63.2	68.1
Thriving	Purpose	37%	37%	48%
	Social	41%	41%	48%
	Financial	40%	43%	48%
	Community	39%	42%	59%
	Physical	33%	37%	50%

Well-Being Index Scorecard: Purpose

		Golden, CO
Well-Being Score		6.4
Thriving		48%
Suffering		12%
Agree (4 + 5)	There is a leader in your life who makes you enthusiastic about the future.	39.3%
	You like what you do every day.	71.6%
	In the last 12 months, you have reached most of your goals.	48.6%
	You get to use your strengths to do what you do best every day.	62.6%
	You learn or do something interesting every day.	63.9%

Well-Being Index Scorecard: Social

		Golden, CO
Well-Being Score		6.8
Thriving		48%
Suffering		15%
Agree (4 + 5)	Your relationship with your spouse, partner or closest friend is stronger than ever.	61.8%
	Your friends and family give you positive energy every day.	69.3%
	You always make time for regular trips or vacations with friends and family.	51.2%
	Someone in your life always encourages you to be healthy.	65.1%

Well-Being Index Scorecard: Financial

		Golden, CO
Well-Being Score		6.6
Thriving		48%
Suffering		18%
Yes	Not enough money to buy food that you or your family needed at least one time in the past 12 months.	15.3%
	Not enough money for healthcare and/or medicines that you or your family needed at least one time in the past 12 months.	15.4%
Agree (4 + 5)	You have enough money to do everything you want to do.	48.1%
	In the last seven days, you have worried about money.	36.6%
	Compared to the people you spend time with, you are satisfied with your standard of living.	67.5%

Well-Being Index Scorecard: Community

		Golden, CO
Well-Being Score		7.1
Thriving		59%
Suffering		8%
Agree (4 + 5)	You can't imagine living in a better community than the one you live in today.	60.9%
	The city or area where you live is a perfect place for you.	75.6%
	You are proud of your community or the area where you live.	76.8%
	You always feel safe and secure.	80.1%
	The house or apartment that you live in is ideal for you and your family.	68.5%
	In the last 12 months, you have received recognition for helping to improve the city or area where you live.	12.4%
Yes	Satisfied with the city or area where you live.	92.9%

Well-Being Index Scorecard: Physical

Disease Burden and Obesity

		Golden, CO
Well-Being Score		6.7
Thriving		50%
Suffering		7%
Agree (4 + 5)	Physical Pain (Yesterday)	25.5%
	High Blood Pressure (Lifetime)	24.2%
	High Cholesterol (Lifetime)	21.2%
	Diabetes (Lifetime)	4.5%
	Depression (Lifetime)	16.2%
	Heart Attack (Lifetime)	1.8%
	Asthma (Lifetime)	11.9%
	Cancer (Lifetime)	6.9%
Yes	Obese	16.1%
	Obese + Overweight	47.8%

Well-Being Index Scorecard: Physical

Behaviors and Choices

		Golden, CO
Percent Who	Exercised 30+ Minutes 3+ Days in Last Week	62.8%
	Had 5+ Servings of Fruits and Vegetables 4+ Days in Last Week	55.0%
	Ate Healthy All Day Yesterday	53.5%
Mean	How many alcoholic drinks do you have in a typical week?	4.5
7+		28.6%
Yes	Do you smoke?	14.4%
Almost Every Day	How often do you use drugs or medication (including prescription drugs) which affect your mood and help you relax?	14.5%
Never		60.3%

Well-Being Index Scorecard: Physical

Self-Assessment

		Golden, CO
1 (Not at All)	Little Interest or Pleasure in Doing Things (Last Two Weeks)	66.0%
4 (Nearly Every Day)		4.7%
Percent	2+ Days Poor Health Keeping You From Usual Activities (Past 30 Days)	22.9%
Agree (4+5)	Your physical health is near-perfect.	53.5%
	In the last seven days, you have felt active and productive every day.	61.2%
	A doctor would say that you do a great job of managing your health.	60.5%
	You always feel good about your physical appearance.	46.1%

Well-Being Index Scorecard: Life Evaluation and Daily Emotions

		Golden, CO
Thriving		64%
Suffering		3%
Yesterday	Smiled or Laughed a Lot	74.5%
	Experienced Enjoyment	81.4%
	Experienced Happiness	81.9%
	Experienced Worry	33.3%
	Experienced Sadness	19.6%
	Experienced Stress	42.3%

Custom Questions

Area in Which You Live
Active and Healthy Behaviors
Smoking and Vaping

Area in Which You Live: Golden, Colorado

Which of the following places do you live closest to? (If you live close to more than one, please choose the one you could get to most easily.)

King Soopers	17.8%
Downtown Golden	15.9%
North Table Mountain (north of Highway 58 to the east)	12.6%
Jefferson County Fairgrounds	10.5%
Shelton Elementary School	8.7%
Golden Ridge	8.6%
Mitchell Elementary School	7.2%
Golden High School	6.7%
Colorado School of Mines Campus	6.0%
Lookout Mountain Road	2.7%
Mount Galbraith (north of Highway 58 to the west)	2.6%
Tony Gramscas Park	0.8%

Active and Healthy Behaviors: Golden, Colorado

<i>Which of the following are you most likely to use to stay active?</i>	
Sidewalks, Paths, Trails and Bike Lanes	56.2%
Affordable or Free Environments, Including Parks, Playgrounds, Recreation Centers, etc.	21.8%
Social Supports (Friends to Exercise With, Walking Groups, etc.) That Encourage You to Be Physically Active With Other People	15.8%
Opportunities for Physical Activity at Work or School	6.2%

<i>Which of the following types of activities would be the most effective way to improve healthy behaviors for you personally?</i>	
One-on-One Health Coaching	48.1%
Support Groups	18.7%
Classroom-Style Education Opportunities Offered to the Community	17.0%
Online Education Classes	16.2%

Smoking and Vaping: Golden, Colorado

How often have you experienced secondhand smoke drifting into your home or yard from nearby properties?

Every Day	3.2%
Few Times/Week	7.1%
Few Times/Month	4.3%
Rarely	28.6%
Never	54.2%
Don't Know/Not Sure	2.5%

Which of the following describes your use of vaping? (Vaping is smoking an e-cigarette or a cigarette that lets out vapor instead of smoke.)

Never Tried	84.5%
Tried in Past, Do Not Currently Use	10.6%
Ongoing Occasional Use	2.8%
Use Most Days	0.3%
Use Every Day	0.5%
Don't Know/Not Sure	1.2%

In the City of Golden, there are certain rules about where you can and cannot smoke or vape. Read the following list and indicate whether you think it is legal or not legal to smoke or vape in these areas. (% Legal)

Sidewalks Outside of Downtown	38.3%
Patios at Bars	25.7%
Bus Stops or Light-Rail Station	20.0%
Washington Ave. in Downtown	14.6%
City Parks	13.9%
Outdoor Seating at Restaurant	9.5%

Demographics

Age and Gender

Income

Marital Status and Children in Household

Race/Ethnicity

Demographics: Golden, Colorado

Age				Gender	
18–29	30–44	45–64	65+	Female	Male
18.0%	23.8%	39.3%	18.9%	47.9%	52.1%

Income							
<\$12,000	\$12,000– \$23,999	\$24,000– \$35,999	\$36,000– \$47,999	\$48,000– \$59,999	\$60,000– \$89,999	\$90,000– \$119,999	\$120,000+
7.4%	13.6%	8.6%	8.4%	9.5%	16.3%	11.9%	24.3%

Marital Status						Children in HH	
Married	Separated	Widowed	Single	Domestic Partner	Divorced	Yes	No
47.6%	2.6%	5.4%	25.3%	5.1%	13.8%	25.3%	74.7%

Race/Ethnicity				
American Indian/ Alaska Native	Asian	Black/African American	Native Hawaiian/ Pacific Islander	White
2.8%	2.4%	0.1%	0.1%	95.7%

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