



Allstate



HEARTLAND MONITOR POLL

ALLSTATE/NATIONAL JOURNAL HEARTLAND MONITOR POLL TOPLINE: TRACKING
National Sample of 1200 ADULTS AGE 18+
(Margin of Error = +/-2.8% in 95 out of 100 cases)
Interviews Conducted via Telephone April 22-26, 2010

Core Questions – Mood of the Country

- 1. And, to start with, do you feel that **THE COUNTRY**, in general, is headed in the right direction, or do you think things are seriously off on the wrong track?

Table with 6 columns: Direction of Country, April 8-14, 2009, July 5-12, 2009, Sept 24-28, 2009, Jan 3-7, 2010, April 22-26, 2010. Rows include Wrong track, Right direction, Neither, and Don't Know / Refused.

- 2. And, overall, do you approve or disapprove of the way Barack Obama is handling his job as president? Do you approve/disapprove strongly or somewhat?

Table with 6 columns: Obama Approval/Disapproval, April 8-14, 2009, July 5-12, 2009, Sept 24-28, 2009, Jan 3-7, 2010, April 22-26, 2010. Rows include Strongly approve, Somewhat approve, TOTAL APPROVE, Somewhat disapprove, Strongly disapprove, TOTAL DISAPPROVE, and Don't Know / Refused.



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3. And, if the election for President in 2012 were held today, would you ...?

<u>Obama Reelect</u>	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)	April 22-26, 2010 (N=1200, MoE=+/-2.8%)
Definitely vote to re-elect Obama	23%	25%
Probably vote to re-elect Obama	16%	14%
TOTAL RE-ELECT	39%	39%
Probably vote for someone else	13%	13%
Definitely vote for someone else	37%	37%
TOTAL SOMEONE ELSE	50%	50%
Don't Know / Refused	10%	12%

4. And, in general, who do you trust more to develop solutions to the country's economic challenges... President Obama OR Republicans in Congress?

<u>Trust to Develop Solutions</u>	April 8-14, 2009 (N=1200, MoE=+/-2.8%)	July 5-12, 2009 (N=1201, MoE=+/-2.8%)	Sept 24-28, 2009 (N=1200, MoE=+/-2.8%)	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)	April 22-26, 2010 (N=1200, MoE=+/-2.8%)
President Obama	55%	46%	48%	41%	39%
Republicans in Congress	26%	28%	27%	33%	32%
Both	3%	2%	3%	2%	2%
Neither	12%	17%	16%	19%	19%
Don't Know / Refused	5%	7%	6%	5%	8%

5. If the elections for U.S. Congress were held today, would you be voting for the...?

<u>Generic Ballot</u>	Total
Democratic Candidate	39%
Republican Candidate	35%
Undecided	19%
Neither	8%
Refused	0%



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6. And, in your opinion did President Obama's economic policies over the last 12 months...

Obama Economic Policies Over Last 12 Months	Sept 24-28, 2009 (N=1200, MoE=+/-2.8%)	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)	April 22-26, 2010 (N=1200, MoE=+/-2.8%)
Run up a record federal deficit while failing to end the recession or slow the record pace of job losses.	43%	46%	46%
Help avoid an even worse economic crisis, and are laying the foundation for our eventual economic recovery.	43%	43%	42%
Don't know/ Refused	14%	11%	11%

7. Which of the following comes CLOSEST to your view regarding the proper role of government in the economy?

Proper Role of Government in the Economy	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)	April 22-26, 2010 (N=1200, MoE=+/-2.8%)
In the current economic environment, government is not the solution to our economic problems; government is the problem.	35%	33%
I would like to see government play an active role in the economy to ensure it benefits people like me, but I am not sure that I can trust government to do this effectively.	33%	28%
In the current economic environment, the government must play an active role in regulating the marketplace and ensuring that the economy benefits people like me.	29%	32%
Don't Know/ Refused	3%	7%

8. Thinking back over the policies that President Obama has pursued over the last 12 months, would you say that the country is...

Obama Policies Over the Last 12 Months	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)	April 22-26, 2010 (N=1200, MoE=+/-2.8%)
Not significantly better off yet, but beginning to move in the right direction because of the policies Obama has pursued	52%	46%
Significantly worse off because of the policies Obama has pursued	31%	37%
Significantly better off because of the policies Obama has pursued	13%	11%
Don't Know / Refused	3%	6%

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9. And, in general, what is your opinion on how services such as basic health care and ensuring retirement income for senior citizens be provided for?

Healthcare and Retirement Income Policy	Total
These services should be paid for by the government but provided by the private sector	31%
These choices should be paid for by the government and provided by the government	30%
These services should be solely provided by the private sector	26%
Don't Know / Refused	13%

10. I'm going to read you two statements regarding potential government agendas. Please tell me which government agenda you think would create more opportunity for people like yourself...?

Government Agenda to Create Opportunity	July 5-12, 2009 (N=1201, MoE=+/-2.8%)	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)	April 22-26, 2010 (N=1200, MoE=+/-2.8%)
A government agenda focused on cutting taxes, reducing regulation of business, and helping people start their own businesses.	46%	48%	48%
A government agenda focused on investment in education and training, infrastructure projects like roads, and scientific research into areas like alternative energy	48%	46%	46%
Don't Know / Refused	6%	6%	6%

11. As you may know, Congress recently passed and President Obama signed into law a bill to reform the American healthcare system. Do you think this will be a...

Public Opinion on Healthcare	Total
Bad thing for the country	45%
Good thing for the country	44%
Don't Know / Refused	12%

12. In responding to the crisis in the financial markets of the last two years, the government has increased regulation of banks, brokerage houses and other financial institutions. Do you think this should be a...

Length of Policy	Total
Temporary Policy	49%
Lasting Policy	43%
Don't Know / Refused	8%



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13. And, overall, do you think that the actions being taken by the Obama Administration will...

Obama Administration Actions	July 5-12, 2009 (N=1201, MoE=+/-2.8%)	Sept 24-28, 2009 (N=1200, MoE=+/-2.8%)	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)	April 22-26, 2010 (N=1200, MoE=+/-2.8%)
Decrease opportunity for people like you to get ahead	30%	30%	34%	36%
Increase opportunity for people like you to get ahead	40%	39%	37%	34%
Have no impact	23%	25%	25%	25%
Don't know / Refused	8%	7%	4%	5%

Now I'd like to read you a short list of institutions and groups of people. For each one, please tell me, compared to twelve months ago, whether you are more confident or less confident that they are making good financial and economic choices on decisions that affect your personal financial situation. Or do you feel the same as you did twelve months ago?

Institutions & Groups of People	More Confident	Same	Less Confident	Don't know/ Refused
14. Elected officials in Washington, D.C.	14%	24%	56%	6%
15. Major corporations	13%	31%	50%	6%
16. National banks	15%	29%	51%	6%
17. Investment banks	13%	24%	55%	8%
18. Labor unions	14%	33%	41%	12%
19. The American consumer	34%	33%	27%	6%

Institutions & Groups of People (Tracking)	Sept 24-28, 2009 (N=1200, MoE=+/-2.8%) More/Same/Less	April 22-26, 2010 (N=1200, MoE=+/-2.8%) More/Same/Less
14. Elected officials in Washington, D.C.	21%/23%/52%	14%/24%/56%
15. Major corporations	12%/28%/58%	13%/31%/50%
16. National banks	15%/25%/56%	15%/29%/51%
17. Investment banks	11%/23%/61%	13%/24%/55%
18. Labor unions	15%/31%/46%	14%/33%/41%
19. The American consumer	33%/32%/31%	34%/33%/27%

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20. And, in general, over the next 12 months, do you think the economy, overall will...

<u>Economic Trend</u>	Total
Significantly Improve	11%
Somewhat Improve	59%
TOTAL IMPROVE	70%
Somewhat Worsen	15%
Significantly Worsen	12%
TOTAL WORSEN	27%
Don't Know / Refused	3%

21. And, do you believe your own financial well-being depends more on...

<u>Financial Well-Being</u>	April 8-14, 2009 (N=602, MoE = +/- 4.0%)	April 22-26, 2010 (N=1200, MoE= +/-2.8%)
Your own actions, like working hard, doing a good job, leading a healthy life and saving and investing carefully	57%	60%
Events mostly out of your control, like what happens in the economy, decisions by your employer, an unexpected illness, and what happens in the stock market	37%	32%
Don't Know / Refused	7%	8%

Screeners

A. Gender

<u>Gender</u>	Total
Female	51%
Male	49%

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B. Region

<u>Region</u>	Total
Deep South	20%
Upper Midwest	19%
Pacific	14%
Midatlantic	13%
Northeast	12%
Outer South	9%
Great Plains	7%
Mountain	6%

C. In what year were you born?

<u>Age</u>	Total
18-29	18%
30-44	25%
45-54	20%
55-64	19%
65+	17%
Refused	1%

Cx3. First, what is the last grade of formal education you have completed?

<u>Education</u>	Total
Less than high school	7%
High school graduate	29%
Some college/vocational school	26%
College graduate	28%
Post-graduate	9%
Don't Know / Refused	*

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Cx4. What is the highest level of education achieved by your parents?

<u>Education</u>	Total
Less than high school	14%
High school graduate	40%
Some college/vocational school	9%
College graduate	21%
Post-graduate	4%
Don't Know / Refused	12%

D. And, are you currently employed?

<u>Employment</u>	Total
Yes	55%
No	45%
Refused	*

Dx. (IF EMPLOYED) (N=661, Margin of Error = +/-3.8%) In addition to being employed, are you also currently a student?

<u>Concurrent Student/Worker</u>	Total
Yes	12%
No	88%
Refused	*

E. (ASKED ONLY OF THOSE WHO ARE NOT EMPLOYED) (N=539, Margin of Error = +/- 4.2 %) Are you a student, a homemaker, retired, active duty military, or unemployed and looking for work?

<u>Employment Status</u>	Total
Retired	51%
Homemaker	17%
Looking for work	14%
Student	8%
Active Duty Military	1%
Refused	9%

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F. (ASKED ONLY OF THOSE WHO ARE EMPLOYED) (N=661, Margin of Error = +/-3.8%)
Are you employed full-time or part-time?

<u>Full/Part Time</u>	Total
Full-time	80%
Part-time	19%
Refused	1%

Fx. (IF PART-TIME) (N=127, Margin of Error = +/-8.7%) Would you prefer to be working full-time, or are you satisfied working part-time?

<u>Full/Part Time</u>	Total
Satisfied with Part-time	55%
Prefer Full-time	42%
Refused	3%

G. (IF STUDENT) (N=123, Margin of Error = +/-8.8%) Are you currently...

<u>Type of Student</u>	Total
High School Student	11%
Student in a 2-Year Junior College, Vocational, or Associate's Degree Program	33%
Student in a 4-Year Program	38%
Postgraduate Student	10%
Don't know / Refused	8%

H. Would state records show that you are currently registered to vote?

<u>Registered to Vote</u>	Total
Yes	87%
No	11%
Don't Know / Refused	2%

I. Is the community you live...

<u>Community Density</u>	Total
Suburban	46%
Urban	31%
Rural	23%

Demographic Questions

D1. And, please tell me which of the following categories best applies to your total household income for 2009...

<u>Income</u>	Total
Less than \$15,000	13%
\$15,000 to less than \$30,000	17%
\$30,000 to less than \$50,000	17%
\$50,000 to less than \$75,000	18%
\$75,000 to less than \$100,000	12%
\$100,000 to less than \$200,000	12%
\$200,000 or more	3%
Don't Know / Refused	10%

D2. And, generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

<u>Political Party</u>	Total
Democratic	31%
Independent	30%
Republican	24%
Something else	11%
Other	1%
Don't Know / Refused	3%

D3. For statistical purposes only, could you please tell me your ethnic background?

<u>Ethnicity</u>	Total
White/Caucasian	70%
African-American/Black	12%
Hispanic/Latino	12%
Native American	1%
Asian-American/Asian	1%
Other	2%
Don't Know / Refused	2%

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D4. What is your marital status? Are you...

<u>Marital Status</u>	Total
Single	25%
Married	54%
Divorced	9%
Separated	1%
Widowed	8%
Don't Know / Refused	2%

D5. As you know, some people have time to vote in elections and others do not. Did you vote in the 2008 Presidential election, and if so for whom did you vote?

<u>2008 Presidential Vote</u>	Total
Barack Obama	35%
John McCain	30%
Did not vote	21%
Other	4%
Don't Know / Refused	10%

(ASK ONLY OF THOSE WHO ARE EMPLOYED) (N=661, Margin of Error = +/-3.8%)

D6. Are you self-employed?

<u>Self-Employed</u>	Total
Yes	20%
No	77%
Refused	3%

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(ASK ONLY OF THOSE WHO ARE EMPLOYED) (N=661, Margin of Error = +/-3.8%)

D7. What industry do you work in? (OPEN-ENDED)

Industry	Total
Academic or educational institution	10%
Medical Services	8%
Professional services (accounting, consulting, design, marketing)	7%
Local, State or Federal Government	7%
Construction	6%
Manufacturing	6%
Retail / Store	6%
Transportation	6%
Fitness / Health	4%
Financial Services	4%
Food Services	3%
Civil Service (emergency, fire, police)	3%
Home / Business Services (electrical, plumbing)	3%
Telecommunications / IT	2%
Engineering	2%
Science / Technology	2%
Real estate	2%
Non-profit	2%
Media / Entertainment	2%
Agriculture	1%
Leisure / Hospitality / Hotel	1%
Child Care	1%
Energy	1%
Legal	1%
Military	1%
Other	4%
Refused	5%

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(ASK ONLY OF THOSE WHO ARE EMPLOYED) (N=661, Margin of Error = +/-3.8%)

D8. What is your role in the organization? (OPEN-ENDED)

Role in Organization	Total
Staff, Non-Management	21%
Middle Management, Non-Executive	10%
Executive / Management	9%
Owner	8%
Administrative / Clerical	7%
Teacher	6%
Marketing / Sales	5%
Associate	4%
Engineer	3%
Doctor	1%
Professor	1%
Other	17%
Don't Know / Refused	7%

(ASK ONLY OF THOSE WHO ARE EMPLOYED) (N=661, Margin of Error = +/-3.8%)

D9. And, about how many people are employed by your organization? (OPEN-ENDED)

Number of People Employed by your Organization	Total
1-10	21%
11-50	16%
51-100	6%
101-999	15%
1000-4999	11%
5000+	17%
Don't Know / Refused	14%