



HEARTLAND MONITOR POLI.

ALLSTATE/NATIONAL JOURNAL HEARTLAND MONITOR POLL VII TOPLINE
National Sample of 1200 ADULTS AGE 18+
(Margin of Error = +/-2.8% in 95 out of 100 cases)
Interviews Conducted via Telephone November 29 – December 1, 2010

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 8 columns: Direction of Country, April 8-14, 2009, July 5-12, 2009, Sept 24-28, 2009, Jan 3-7, 2010, April 22-26, 2010, Aug 27-30, 2010, Nov 29 - Dec 1, 2010. Rows include Right direction, Wrong track, 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 8 columns: Obama Approval/Disapproval, April 8-14, 2009, July 5-12, 2009, Sept 24-28, 2009, Jan 3-7, 2010, April 22-26, 2010, Aug 27-30, 2010, Nov 29 - Dec 1, 2010. Rows include Strongly approve, Somewhat approve, TOTAL APPROVE, Somewhat disapprove, Strongly disapprove, TOTAL DISAPPROVE, and Don't Know / Refused.

3. And, in general, who do you trust more to develop solutions to the country's economic challenges...

Table with 8 columns: Trust to Develop Solutions, April 8-14, 2009, July 5-12, 2009, Sept 24-28, 2009, Jan 3-7, 2010, April 22-26, 2010, Aug 27-30, 2010, Nov 29 - Dec 1, 2010. Rows include President Obama, Republicans in Congress, Both, Neither, and Don't Know / Refused.

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

Obama Administration's 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%)	Aug 27-30, 2010 (N=1201, MoE=+/-2.8%)	Nov 29 – Dec 1, 2010 (N=1200, MoE=+/-2.8%)
Increase opportunity for people like you to get ahead	40%	39%	37%	34%	32%	32%
Decrease opportunity for people like you to get ahead	30%	30%	34%	36%	38%	35%
Have no impact	23%	25%	25%	25%	26%	27%
Don't Know / Refused	8%	7%	4%	5%	5%	5%

5. Thinking back over the policies that President Obama has pursued during his Presidency, would you say that the country is...

Impact of Obama's Policies	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)	April 22-26, 2010 (N=1200, MoE=+/-2.8%)	Aug 27-30, 2010 (N=1201, MoE=+/-2.8%)	Nov 29 – Dec 1, 2010 (N=1200, MoE=+/-2.8%)
Significantly better off because of the policies Obama has pursued	13%	11%	11%	14%
Not significantly better off yet, but beginning to move in the right direction because of the policies Obama has pursued	52%	46%	44%	44%
Significantly worse off because of the policies Obama has pursued	31%	37%	41%	37%
Don't Know / Refused	3%	6%	5%	5%

5A. Thinking ahead to 2011, do you expect that your personal financial situation will...

Personal Financial Situation	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)	Nov 29 – Dec 1, 2010 (N=1200, MoE=+/-2.8%)
Improve	37%	30%
Stay the same	41%	42%
Become worse	20%	25%
Don't Know / Refused	3%	3%

5B. And, thinking ahead to when today's children are your age, do you think they will have...

Children's Future Opportunity	July 5-12, 2009 (N=1201, MoE=+/-2.8%)	Nov 29 – Dec 1, 2010 (N=1200, MoE=+/-2.8%)
More opportunity to get ahead	31%	25%
Less opportunity to get ahead	36%	39%
About the same amount of opportunity	29%	30%
Don't Know / Refused	5%	6%



U.S. Competiveness – Comparative Measures

- 6. And which ONE of the following countries or regions do you think has the strongest economy in the world today?

<u>Today's Strongest Economy</u>	Total
China	47%
The United States	20%
Japan	11%
The European Union	6%
India	5%
Russia	2%
Other	1%
Don't Know / Refused	7%

- 7. And, from that same list, which ONE do you think will have the strongest economy in the world 20 years from today?

<u>Future Strongest Economy</u>	Total
China	37%
The United States	34%
Japan	6%
The European Union	5%
India	5%
Russia	1%
Other	1%
Don't Know / Refused	10%



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Now I'd like to read you a list of several aspects of the U.S. economy and ask you to tell me where you think the U.S. ranks, compared to the list of countries we just discussed. For each aspect I read, please tell me whether you think the U.S. ranks...

Aspects of the U.S. Economy	Ahead of All	Ahead of Most	Total Ahead	Behind Most	Behind All	Total Behind	Don't Know / Refused
8. The quality of elementary and secondary education	6%	36%	43%	45%	9%	53%	4%
9. The quality of colleges and universities	22%	52%	74%	19%	3%	22%	4%
10. The quality of leaders running corporations	10%	48%	57%	27%	6%	32%	10%
11. The quality of science and research	15%	51%	66%	24%	4%	28%	5%
12. The quality of the workforce	11%	45%	56%	32%	6%	39%	5%
13. The quality of government policies to encourage economic growth	8%	42%	50%	35%	6%	40%	10%
14. The quality of cooperation between business and government	8%	38%	46%	36%	7%	43%	10%

Aspects of the U.S. Economy <i>(Ranked Margin)</i>	Total Ahead / Total Behind	Margin
9. The quality of colleges and universities	74% / 22%	52%
11. The quality of science and research	66% / 28%	38%
10. The quality of leaders running corporations	57% / 32%	25%
12. The quality of the workforce	56% / 39%	17%
13. The quality of government policies to encourage economic growth	50% / 40%	10%
14. The quality of cooperation between business and government	46% / 43%	3%
8. The quality of elementary and secondary education	43% / 53%	-10%



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Now I'd like to read you a list of industries. After I read each one, please tell me how important you think this industry is to creating economic growth in the U.S. over the next 5-10 years?

Would you say it is...

Industry Importance <i>(Ranked by Extremely Important)</i>	Extremely Important	Very Important	Somewhat Important	Not Too Important	Don't Know / Refused
18. Energy	47%	45%	7%	*	*
21. Healthcare	42%	43%	12%	2%	1%
15. Agriculture	36%	48%	14%	1%	1%
22. Information technology	36%	43%	17%	2%	1%
23. Manufacturing	33%	47%	16%	3%	1%
16. Biotechnology	32%	44%	18%	3%	3%
25. Pharmaceuticals	27%	40%	27%	4%	1%
19. Financial services	26%	39%	29%	4%	1%
17. Construction and home-building	23%	40%	32%	5%	*
27. Retail	16%	33%	43%	7%	1%
20. General professional services like accounting, advertising, consulting, and legal	15%	33%	44%	7%	1%
28. Tourism and hospitality	11%	31%	47%	9%	1%
24. Media and entertainment	7%	15%	49%	27%	1%

Now I would like to ask you a series of questions related to one of these industries...

Manufacturing:

29. When it comes to creating the manufacturing industries of the 21st century, compared to countries such as The European Union, Russia, China, Japan and India, is the U.S...

Future of U.S. Manufacturing Compared to Others	Total
Ahead of all of these other countries	5%
Ahead of most of these countries	44%
Total Ahead	49%
Behind most of these countries	40%
Behind all of these other countries	7%
Total Behind	47%
Don't Know / Refused	4%

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As you may know, according to the United Nations Statistical Division, the U.S. still leads the world in manufacturing, generating just over \$1.8 trillion in economic output.

However, according to the U.S. Bureau of Labor Statistics, the share of Americans who work in service-related jobs has been growing for decades and is now five times greater than those who work in manufacturing-related jobs.

At the same time, the percentage of American workers employed in the manufacturing sector has decreased significantly over the past 30 years.

30. Which ONE of the following do you think is the principal reason for this decline?

Reason for Decline in Manufacturing	Total
U.S. companies have shifted jobs overseas to take advantage of lower labor costs to achieve higher profits	58%
New technologies have created more service jobs and eliminated more manual jobs	12%
U.S. environmental, occupational and health regulations have made it too expensive for manufacturing companies to compete at the same price in the U.S.	12%
U.S. consumers have wanted to purchase less expensive products that are made overseas	10%
The education and training of U.S. workers to do today's manufacturing jobs has fallen behind that of other countries	6%
Don't Know / Refused	3%

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I'd now like to read you a few statements that some people have made about American manufacturing. After I read each one, please tell me if you agree or disagree with this statement.

<u>Attitudes on the Future of Manufacturing</u>	Strongly Agree	Somewhat Agree	Total Agree	Somewhat Disagree	Strongly Disagree	Total Disagree	DK / Ref
31. Some people say that because American workers are paid higher wages than workers in other countries, it is difficult for the U.S. to effectively compete with other countries in basic manufacturing industries. As a result, they say it is important to America's national interests for the government to implement policies that would in effect subsidize America's manufacturing industries, even if it means putting in place tariffs and taxes on foreign products that will increase prices for U.S. consumers and businesses.	19%	32%	51%	22%	23%	45%	5%
31A. Some people say that the U.S. can lead the world in advanced manufacturing which is the use of high-skill manufacturing processes to develop new, innovative products. They say these jobs are higher-paying and less likely to be outsourced to countries with lower labor costs. As a result, they say it is important for the government to help advanced manufacturing industries with tax incentives, funding for scientific research, and funding for education programs to train workers to work in those industries, even if it means increasing the federal spending and more government involvement in the economy.	33%	30%	62%	16%	18%	34%	4%
31B. Some people say that, over the past few decades, the U.S. economy has been increasingly become less focused on manufacturing and more focused on service sector jobs like business services, technical services, health care services and financial services. They say the U.S. should let this trend continue because it doesn't require any additional government spending or involvement in the economy, even if it means that manufacturing jobs will be located outside the United States.	12%	21%	34%	25%	36%	61%	5%

<u>Attitudes on the Future of Manufacturing</u> <i>(Ranked by Margin)</i>	Total Agree / Total Disagree	Margin
31. Some people say that because American workers are paid higher wages than workers in other countries, it is difficult for the U.S. to effectively compete with other countries in basic manufacturing industries. As a result, they say it is important to America's national interests for the government to implement policies that would in effect subsidize America's manufacturing industries, even if it means putting in place tariffs and taxes on foreign products that will increase prices for U.S. consumers and businesses.	51% / 45%	6%
31A. Some people say that the U.S. can lead the world in advanced manufacturing which is the use of high-skill manufacturing processes to develop new, innovative products. They say these jobs are higher-paying and less likely to be outsourced to countries with lower labor costs. As a result, they say it is important for the government to help advanced manufacturing industries with tax incentives, funding for scientific research, and funding for education programs to train workers to work in those industries, even if it means increasing the federal spending and more government involvement in the economy.	62% / 34%	28%
31B. Some people say that, over the past few decades, the U.S. economy has been increasingly become less focused on manufacturing and more focused on service sector jobs like business services, technical services, health care services and financial services. They say the U.S. should let this trend continue because it doesn't require any additional government spending or involvement in the economy, even if it means that manufacturing jobs will be located outside the United States.	34% / 61%	-27%



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32. Overall, are you optimistic or pessimistic that the U.S. can successfully grow its manufacturing industry to remain the international leader in manufacturing?

Growth of the U.S. Manufacturing Industry	Total
Very optimistic	30%
Somewhat optimistic	39%
Total Optimistic	69%
Somewhat pessimistic	16%
Very pessimistic	13%
Total Pessimistic	29%
Don't Know / Refused	2%

Globalization

Now thinking generally about the international economy...

32X. I would now like to read you three opinions on how government might handle American economic policy as it relates to the global economy. Please tell me which one comes CLOSEST to your opinion?

Preferred U.S. Economic / Trade Approach	Aug 27-30, 2010 (N=1201, MoE=+/-2.8%)	Nov 29 – Dec 1, 2010 (N=1200, MoE=+/-2.8%)
Government should pursue more free-trade agreements to open foreign markets to American-made goods and services and allow foreign countries have more access to our markets, encourage legal immigration of workers into the U.S. for jobs where we can use their expertise, and encourage the free flow of investment of American money overseas and foreign investment in the U.S.	23%	21%
Government should create programs that are designed to help specific U.S. industries that it determines will be important to America's global competitiveness by creating tax incentives for businesses in those industries, funding scientific research to support those industries, and funding education and training programs to train workers to work in those industries	32%	38%
Government should pursue tariffs and other barriers against competing products from other countries, penalize companies for outsourcing jobs to other countries, limit immigration of legal foreign workers into the country, and limit the amount of American money being invested overseas and foreign investment in the U.S.	36%	35%
Don't Know / Refused	9%	6%



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32A. As you may know average incomes for Americans in the workforce are higher than in most other countries. However, Americans' incomes have not increased as fast in recent years as they did in the first decades after World War II. Given these trends, which comes CLOSER to your opinion...

<u>American Income Growth</u>	Total
It is inevitable that Americans' incomes will grow more slowly in the future than they did before because American workers are now competing with millions of lower paid workers around the world in countries like China and Mexico	58%
If U.S. government and business leaders pursued the right policies, it is possible that Americans' incomes could grow much faster than they have in recent years	37%
Don't Know / Refused	5%

33. How much do you worry that your employer could decide to relocate your job overseas to someone else in another country?

<u>Concern Regarding Job Outsourcing</u>	Total
A lot	16%
Some	8%
Not much	9%
None at all	61%
Don't Know / Refused	6%

34. What role, if any, do you think DECISIONS BY AMERICAN COMPANIES TO RELOCATE JOBS TO other countries has played in the high unemployment of the past few years?

<u>Role of Outsourcing in Unemployment</u>	Total
A major role	67%
A minor role	28%
No role at all	4%
Don't Know / Refused	1%



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- 35. Do you support or oppose policies that would require that a certain percentage of every high-end manufactured product, such as automobiles, heavy machinery, and transportation equipment, sold in the U.S. also be produced or assembled within the U.S., even if that means higher prices for their products?

American-Made Policy	Total
Support	68%
Oppose	27%
Don't Know / Refused	5%

- 36. Now I am going to read you two statements about international trade. After I read them, please tell me which statement comes closer to your point of view?

Impact of International Trade Policy	Total
International trade has been GOOD for the U.S. economy, because demand for U.S. products abroad has resulted in economic growth and jobs for Americans here at home and provided more choices for consumers	43%
International trade has been BAD for the U.S. economy, because imports from abroad have reduced demand for American-made goods, cost jobs here at home, and produced potentially unsafe products	52%
Don't Know / Refused	6%

- 37. Which comes closer to your view... the development of better paying jobs in other countries is...

High-Income Jobs Abroad	Total
More of an opportunity to create customers for American products and services	42%
More of a threat because other countries are competitors for jobs that might otherwise be located here	51%
Don't Know / Refused	7%

- 38. If you had to choose, would you prefer...

Import / Export Policy	Total
Policies that reduce the number of products that are imported into the U.S.	38%
Policies that increase the number of products the U.S. exports to other countries	55%
Don't Know / Refused	7%



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39. When it comes to LEGAL immigration of skilled workers in fields like science and technology, do you think that the U.S...

Effect of Legal Immigration	Total
Mostly benefits from bringing in skilled immigrants who can help contribute to our society	56%
Is mostly hurt by bringing in skilled immigrants who take jobs other Americans might otherwise have	40%
Don't Know / Refused	5%

Attitudes Regarding the New Congress

40. As you may know, Republicans won majority control of The House of Representatives in the November elections. Moving forward, who would you like to see take the lead on the major issues facing the country?

Take the Lead on Major Policy	Total
President Obama	45%
Republicans in Congress	44%
Don't Know / Refused	11%

41. Would you prefer that Republicans in Congress...

Republican Agenda	Total
Compromise and work with President Obama and Democrats to get things done	70%
Pursue their own agenda to get things done, including repealing the legislation and regulations enacted by President Obama and Democrats	25%
Don't Know / Refused	4%

42. And, which best describes your feelings about the fact Republicans recently won majority control of Congress?

Republican Control of Congress	Total
I'm not convinced that agendas of either party can solve our problems but I am optimistic they can work together to find solutions	36%
I'm worried Republicans will go too far in turning back the programs President Obama has put in place	22%
I'm not convinced that agendas of either party can solve our problems and I am pessimistic they can work together to find solutions	21%
I'm enthusiastic because Republicans can advance an agenda to significantly reduce taxes, the size of government and regulation	18%
Don't Know / Refused	2%

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43. And which do you think should be the top priority you would like to see addressed by your elected officials in Washington, D.C.?

Policy Priority For Elected Officials	Total
Providing new spending on infrastructure, research and education to encourage more job creation	28%
Providing new tax cuts to business and individuals to encourage more job creation	22%
Repealing the recently passed health care reform legislation and amending it	19%
Extending the Bush Era tax cuts for all earners, including those making over \$250,000 a year	13%
Addressing the federal deficit by cutting the federal budget and increasing taxes	11%
Other	2%
Don't Know / Refused	5%



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Demographic Questions

A. Gender

<u>Gender</u>	Total
Female	52%
Male	48%

B. Region

<u>Region</u>	Total
Deep South	21%
Upper Midwest	18%
Pacific	16%
Midatlantic	13%
Northeast	11%
Outer South	8%
Great Plains	7%
Mountain	7%

C. Age

<u>Age</u>	Total
18-29	19%
30-44	28%
45-54	18%
55-64	17%
65+	17%
Don't Know / Refused	1%



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

<u>Education</u>	Total
Less than high school	4%
High school graduate	28%
Some college / vocational school	25%
College graduate	26%
Post-graduate	16%
Don't Know / Refused	1%

45. And, are you currently employed?

<u>Employment</u>	Total
Yes	56%
No	43%
Refused	1%

46. (ASKED ONLY OF THOSE WHO ARE NOT EMPLOYED) (N=520, MoE = +/-4.3%) Are you a student, a homemaker, retired, active military duty, or unemployed and looking for work?

<u>Employment Status</u>	Total
Retired	51%
Looking for work	17%
Homemaker	14%
Student	11%
Active military duty	*
Refused	6%



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- 47. 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	18%
\$50,000 to less than \$75,000	18%
\$75,000 to less than \$100,000	10%
\$100,000 to less than \$200,000	12%
\$200,000 or more	4%
Don't Know / Refused	9%

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

<u>Political Party</u>	Total
Democrat	32%
Independent	27%
Republican	27%
Something else	11%
Other	1%
Don't Know / Refused	2%

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

<u>Ethnicity</u>	Total
White/Caucasian	70%
African-American/Black	13%
Hispanic/Latino	12%
Asian-American/Asian	1%
Native American	1%
Other	2%
Don't Know / Refused	1%