



## Heartland Monitor Poll XIV

ALLSTATE/NATIONAL JOURNAL HEARTLAND MONITOR POLL XIV

National Sample of 1,250 ADULTS AGE 18+ - For Questions 1-19

National Sample of 1,000 ADULTS AGE 18+ - For Questions 20-55

(Margin of Error for a Sample of N = 1,250 is +/-2.77% in 95 out of 100 cases)

(Margin of Error for a Sample of N = 1,000 is +/-3.1% in 95 out of 100 cases)

Conducted September 15-19, 2012 Via Landline and Cell Phone

### Mood of the Country Questions

- Now, 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?

<b>Direction of Country</b> (Trend Data among Total Sample)	4/09	7/09	9/09	1/10	4/10	8/10	12/10
Right direction	47%	38%	38%	34%	34%	27%	30%
Wrong track	42%	50%	50%	55%	54%	62%	60%
Neither	2%	3%	4%	4%	4%	6%	4%
Don't know / Refused	9%	9%	8%	6%	8%	4%	6%

<b>Direction of Country</b> (Trend Data among Total Sample)	3/11	5/11	10/11	12/11	3/12	5/12	9/12
Right direction	26%	28%	20%	20%	30%	33%	35%
Wrong track	60%	58%	70%	70%	60%	57%	56%
Neither	6%	4%	4%	5%	3%	3%	3%
Don't know / Refused	8%	10%	6%	5%	7%	7%	6%



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2. Overall, do you approve or disapprove of the way Barack Obama is handling his job as president? **[IF APPROVE/DISAPPROVE, ASKED:]** Do you approve/disapprove strongly or somewhat?

<b>Obama Approval/Disapproval</b> <i>(Trend Data among Total Sample)</i>	<b>4/09</b>	<b>7/09</b>	<b>9/09</b>	<b>1/10</b>	<b>4/10</b>	<b>8/10</b>	<b>12/10</b>
Strongly approve	38%	32%	31%	26%	26%	25%	26%
Somewhat approve	23%	24%	21%	21%	22%	21%	22%
<b>TOTAL APPROVE</b>	<b>61%</b>	<b>56%</b>	<b>52%</b>	<b>47%</b>	<b>48%</b>	<b>46%</b>	<b>48%</b>
Somewhat disapprove	8%	9%	11%	13%	11%	10%	12%
Strongly disapprove	20%	27%	29%	32%	35%	39%	35%
<b>TOTAL DISAPPROVE</b>	<b>28%</b>	<b>36%</b>	<b>40%</b>	<b>45%</b>	<b>46%</b>	<b>49%</b>	<b>46%</b>
Don't know / Refused	11%	9%	8%	8%	7%	4%	6%

<b>Obama Approval/Disapproval</b> <i>(Trend Data among Total Sample)</i>	<b>3/11</b>	<b>5/11</b>	<b>10/11</b>	<b>12/11</b>	<b>3/12</b>	<b>5/12</b>	<b>9/12</b>
Strongly approve	24%	27%	24%	22%	25%	26%	29%
Somewhat approve	25%	24%	20%	22%	27%	21%	21%
<b>TOTAL APPROVE</b>	<b>49%</b>	<b>51%</b>	<b>44%</b>	<b>44%</b>	<b>51%</b>	<b>47%</b>	<b>49%</b>
Somewhat disapprove	14%	13%	11%	12%	12%	12%	8%
Strongly disapprove	30%	28%	39%	37%	32%	36%	37%
<b>TOTAL DISAPPROVE</b>	<b>44%</b>	<b>41%</b>	<b>50%</b>	<b>49%</b>	<b>45%</b>	<b>48%</b>	<b>45%</b>
Don't know / Refused	8%	8%	6%	7%	5%	6%	5%

3. **[RESULTS SHOWN AMONG TOTAL AND LIKELY VOTERS, N = 1,055]**  
And, if the November election for President were held today, for whom would you vote between...

<b>Presidential Ballot</b> <i>(Among Those Registered to Vote)</i>	<b>5/12</b>	<b>9/12</b>	<b>Likely Voters</b>
Barack Obama, Democrat	44%	50%	50%
Mitt Romney, Republican	41%	42%	43%
Some other candidate	5%	3%	2%
Undecided / Don't know	8%	4%	4%
Can not vote / Not registered / Don't vote	*	*	*
Refused	1%	2%	1%



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

<b>Obama Administration's Actions</b> <i>(Trend Data among Total Sample)</i>	7/09	9/09	1/10	4/10	8/10	12/10
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%

<b>Obama Administration's Actions</b> <i>(Trend Data among Total Sample)</i>	3/11	5/11	10/11	12/11	3/12	5/12	9/12
Increase opportunity for people like you to get ahead	31%	29%	31%	28%	31%	32%	36%
Decrease opportunity for people like you to get ahead	34%	32%	37%	37%	34%	34%	36%
Have no impact	30%	31%	26%	29%	29%	29%	21%
Don't know / Refused	5%	7%	5%	6%	5%	5%	6%

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

<b>Impact of Obama's Policies</b> <i>(Trend Data among Total Sample)</i>	1/10	4/10	8/10	12/10
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%

<b>Impact of Obama's Policies</b> <i>(Trend Data among Total Sample)</i>	3/11	5/11	10/11	12/11	3/12	5/12	9/12
Significantly better off because of the policies Obama has pursued	13%	12%	11%	11%	11%	12%	15%
Not significantly better off yet, but beginning to move in the right direction because of the policies Obama has pursued	44%	46%	42%	43%	45%	47%	42%
Significantly worse off because of the policies Obama has pursued	36%	35%	41%	38%	36%	37%	38%
Don't know / Refused	6%	7%	6%	8%	8%	4%	5%





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6. And, looking back to the outcome of the Presidential election in 2008, do you believe the country is better off because Barack Obama won or would it have been better off if another candidate won?

<b>Better Off With</b> <i>(Trend Data among Total Sample)</i>	<b>12/11</b>	<b>9/12</b>
Better off because Barack Obama won	41%	47%
Better off if another candidate won	41%	40%
Don't Know / Refused	18%	13%

7. And, in your opinion did President Obama's economic policies over the past few years...

<b>Obama Economic Policies Over the Years</b> <i>(Trend Data among Total Sample)</i>	<b>9/09*</b>	<b>1/10*</b>	<b>4/10*</b>	<b>8/10*</b>	<b>10/11</b>	<b>3/12</b>	<b>5/12</b>	<b>9/12</b>
Run up a record federal deficit while failing to end the recession or slow the record pace of job losses.	43%	46%	46%	48%	48%	44%	46%	44%
Help avoid an even worse economic crisis, and are laying the foundation for our eventual economic recovery.	43%	43%	42%	39%	43%	45%	45%	46%
Don't know/ Refused	14%	11%	11%	12%	9%	11%	10%	10%

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

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

<b>Economic Trend</b> <i>(Trend Data among Total Sample)</i>	<b>4/10</b>	<b>8/10</b>	<b>5/11</b>	<b>10/11</b>	<b>12/11</b>	<b>3/12</b>	<b>5/12</b>	<b>9/12</b>
Significantly improve	11%	8%	9%	7%	6%	10%	11%	12%
Somewhat improve	59%	47%	51%	43%	50%	51%	51%	45%
<b>TOTAL IMPROVE</b>	<b>70%</b>	<b>55%</b>	<b>61%</b>	<b>50%</b>	<b>56%</b>	<b>60%</b>	<b>62%</b>	<b>57%</b>
Somewhat worsen	15%	23%	20%	29%	24%	19%	20%	16%
Significantly worsen	12%	17%	12%	17%	12%	14%	11%	14%
<b>TOTAL WORSEN</b>	<b>27%</b>	<b>40%</b>	<b>32%</b>	<b>46%</b>	<b>36%</b>	<b>33%</b>	<b>31%</b>	<b>30%</b>
Don't know / Refused	3%	5%	7%	4%	8%	7%	8%	12%



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9. All things considered, would you say you are better off, worse off, or about the same as you were at the time of the last Presidential election in 2008?

<b>Status Compared to 2008</b> <i>(Trend Data among Total Sample)</i>	12/11	9/12
Better off	23%	30%
Worse off	36%	34%
About the same	40%	34%
Don't Know / Refused	1%	2%

10. Which of the following statements best describes your situation?

<b>Financial Situation</b> <i>(Trend Data among Total Sample)</i>	7/09	8/10	10/11	12/11	3/12	5/12	9/12
I can live comfortably and save an adequate amount for retirement or other needs	27%	30%	26%	26%	29%	28%	27%
I can get by every month but I find it difficult to save and invest, whether for retirement or other purposes	50%	45%	50%	51%	50%	52%	49%
I find it hard to make ends meet every month	22%	22%	22%	20%	19%	17%	21%
Don't know / Refused	2%	3%	2%	2%	2%	2%	2%

11. Thinking ahead to this time next year, do you expect that your personal financial situation will...

<b>Change in Personal Financial Situation</b> <i>(Trend Data among Total Sample)</i>	1/10	12/10	3/11	10/11	12/11	3/12	5/12	9/12
Improve	37%	30%	35%	38%	44%	41%	44%	45%
Stay the same	41%	42%	39%	46%	38%	43%	41%	35%
Become worse	20%	25%	23%	14%	14%	13%	12%	13%
Don't know / Refused	3%	3%	3%	2%	4%	3%	4%	7%



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12. Now, which of the following comes CLOSEST to your view regarding the proper role of government in the economy?

<b>Proper Role of Government in the Economy</b> <i>(Trend Data among Total Sample)</i>	1/10	4/10	8/10	5/11	10/11	5/12	9/12
In the current economic environment, government is not the solution to our economic problems; government is the problem.	35%	33%	35%	36%	40%	38%	38%
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%	33%	34%	29%	31%	27%
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%	28%	27%	27%	27%	29%
Don't Know/ Refused	3%	7%	3%	3%	4%	3%	5%

I'd like to read some statements and for each one, please tell me if you believe it better describes Barack Obama or Mitt Romney? The (first/next) one is...

<b>Presidential Candidate Characteristics and Traits</b> <i>(Among Total Sample)</i>	Obama	Romney	Both Equally	Neither	DK / Ref
13. Has the experience and skills needed to improve the economy	45%	44%	2%	5%	4%
14. Will support policies that benefit people like you [SAMPLE A, N=625, MOE = ±4.26%]	51%	38%	1%	3%	6%
15. Will support policies that promote opportunity for all Americans [SAMPLE B, N=625, MOE = ±4.27%]	56%	35%	2%	3%	4%
16. Will support policies that will be better for future generations [SAMPLE A, N=625, MOE = ±4.38%]	54%	38%	1%	3%	4%
17. Can be trusted to live up to campaign promises [SAMPLE B, N=625, MOE = ±4.27%]	44%	35%	1%	15%	5%
18. Will improve your personal financial situation	43%	37%	1%	14%	5%
19. Will strike the right balance on deficit reduction, taxes, and government spending	43%	43%	1%	7%	5%

<b>Presidential Candidate Characteristics and Traits</b> <i>(Among Total Sample)</i>	5/12	9/12
13. Has the experience and skills needed to improve the economy	40% / 46%	45% / 44%
14. Will support policies that benefit people like you [SAMPLE A, N=529, MOE = ±4.26%]	48% / 39%	51% / 38%
15. Will support policies that promote opportunity for all Americans [SAMPLE B, N=526, MOE = ±4.27%]	53% / 35%	56% / 35%
16. Will support policies that will be better for future generations [SAMPLE A, N=529, MOE = ±4.38%]	47% / 40%	54% / 38%
17. Can be trusted to live up to campaign promises [SAMPLE B, N=526, MOE = ±4.27%]	40% / 36%	44% / 35%
18. Will improve your personal financial situation	40% / 37%*	43% / 37%
19. Will strike the right balance on deficit reduction, taxes, and government spending	--	43% / 43%

\*Looking ahead to two to three years from now, do you believe that your personal financial situation will be better off if...



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20. The American Dream has been described as the opportunity to go as far as your talents and hard work will take you and to live better than your parents. Generally speaking, do you believe you are living the American Dream?

<u>Living the American Dream</u>	3/11	12/11	9/12
Yes	59%	60%	61%
No	39%	36%	37%
Don't Know / Refused	3%	4%	2%

21. **[ASKED OF SAMPLE A ONLY, N = 500, MOE ± 4.38%]**  
In your own words, what does “getting ahead” mean for you? In other words, what do you see as an indication that you’re getting ahead?

**(CODED FROM VERBATIMS – PERCENTAGREES MAY ADD UP TO MORE THAN 100% DUE TO MULTIPLE MENTIONS BY INDIVIDUAL RESPONDENTS)**

**64% FINANCIAL / ECONOMIC MENTIONS**

- 14% Financial stability / steady income / secure future / well taken care of
- 13% Save / saving money / savings account / save money to leave to my children
- 10% Retirement / save for retirement / able to retire comfortably
- 10% Pay off bills / cover bills
- 10% Able to support my family financially / provide for my family
- 9% Being employed / having a job / job security
- 9% Living comfortably (Non-specific)
- 5% Own a home / home paid for / buy a home
- 4% Have extra money / money left after paying bills
- 4% Fair wage / good pay / income increase
- 4% Debt free / out of debt
- 2% Improving economic status / improve standard of living

**37% OTHER POSITIVE MENTIONS**

- 9% Education / going to school / pay for kids' education
- 4% Better than before (Non-specific)
- 4% Personal satisfaction / happiness / being happy
- 4% Personal advances (Non-specific)
- 3% Career advancement / promotions
- 3% Opportunity / freedom
- 3% Benefits / healthcare
- 2% Success / being successful (Non-specific)
- 2% Having time to do what you want / more personal time / leisure
- 2% Economy / economic situation
- 1% Already there / am ahead
- 1% Getting ahead / moving forward (Non-specific)

**5% NEGATIVE MENTIONS**

- 3% Not getting ahead / no indication getting ahead (Non-specific)
- 2% Less government involvement

8% Don't Know / Refused / Nothing / Other



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22. **[ASKED OF SAMPLE B ONLY, N = 500, MOE ± 4.38%]**  
Of the following, which comes closest to what you think of when you hear the term “getting ahead”?

<b>Definition of Getting Ahead</b>	<b>Total</b>
Doing better than you did in previous years	57%
Doing better than your parents did	24%
Doing better than most Americans today	9%
Doing better than your friends, neighbors and co-workers	4%
Don't Know / Refused	6%

23. And, do you think the term “getting ahead” has more to do with...

<b>View of Getting Ahead</b>	<b>Total</b>
Your quality of life, including your personal wellbeing, and family and social fulfillment	49%
Your standard of living, including things like income and financial wellbeing	44%
Don't Know / Refused	8%

Now, I'd like to ask some questions about getting ahead in terms of your standard of living and your financial wellbeing...

24. Looking back over the course of your life, would you say you have...

<b>Getting Ahead in Your Life</b>	<b>Total</b>
Been able to get ahead consistently	22%
Been able to get ahead somewhat, with ups and downs	55%
Stayed about the same	10%
Fallen behind	12%
Don't Know / Refused	1%

25. And, in terms of your standard of living and your financial wellbeing, over the next five or ten years, do you expect you will...

<b>Getting Ahead in the Future</b>	<b>Total</b>
Get ahead consistently	27%
Get ahead somewhat, with ups and downs	39%
Stay about the same	21%
Fall behind	10%
Don't Know / Refused	3%



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26. And, thinking about your parents...over the course of their lives, would you say they...

<b>Parents Getting Ahead</b>	<b>Total</b>
Were able to get ahead consistently	30%
Were able to get ahead somewhat, with ups and downs	42%
Stayed about the same	15%
Fell behind	11%
Don't Know / Refused	2%

27. For most people today, is getting ahead harder, easier, or about the same as it has been in previous generations?

<b>Ease of Getting Ahead</b>	<b>Total</b>
Harder	75%
About the same	15%
Easier	8%
Don't Know / Refused	2%

28. **[ASKED IF Q27:1 – HARDER TO GET AHEAD, N = 747]**  
Which of the following would you say is the biggest reason why getting ahead is harder today than it has been in previous generations?

<b>Reason Getting Ahead is Harder</b>	<b>Total</b>
Wages and incomes are not keeping up with costs	35%
The economy is more uncertain	28%
Unemployment rates are too high	12%
College and graduate education is more expensive	10%
Employer benefits for retirement and health are not as certain as they used to be	7%
Don't Know / Refused	8%



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29. And, thinking about most Americans' standard of living and financial wellbeing, would you say that over the course of their lifetimes, most Americans...

<b>Americans Getting Ahead</b>	<b>Total</b>
Get ahead consistently	5%
Get ahead somewhat, with ups and downs	51%
Stay about the same	21%
Fall behind	20%
Don't Know / Refused	3%

30. And, in general, which of the following do you think plays a bigger role in determining whether or not you have more opportunity to get ahead?

<b>Biggest Role in Opportunity to Get Ahead</b>	<b>5/11</b>	<b>9/12</b>
Your own skills and hard work	22#	41%
Your educational background	39	23%
The state of the economy	23	18%
Your income level	9	6%
Current government policies	NA*	5%
Your racial or ethnic background	2	4%
Don't Know / Refused	4	5%

\*Answer not included in last iteration - #Answer wording in last iteration "Your own skills"

31. And, which one of the following do you believe offers the best opportunity to get ahead?

<b>Best Opportunity to Get Ahead</b>	<b>7/09</b>	<b>9/12</b>
Owning your own business	32%	36%
Working for a large corporation	31%	32%
Working for a small business	15%	13%
Working as an independent consultant	13%	7%
Don't know/ Refused	8%	12%



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### 32. [ASKED OF SAMPLE A ONLY, N = 500, MOE ± 4.38%]

Now, there are many different things that people can point to as an indication that they are getting ahead. For each of the following, please tell me if it's definitely a sign of getting ahead, probably a sign of getting ahead, or if it's not really a sign of getting ahead.

<u>Signs of Getting Ahead</u>	<u>Definitely a Sign of Getting Ahead</u>	<u>Probably a Sign of Getting Ahead</u>	<u>Not Really a Sign of Getting Ahead</u>	<u>DK / Refused</u>
Having a secure job that you can rely on, even through tough economic times	70%	25%	4%	1%
Being employed but also having a lot of time to spend with your family and friends	67%	21%	9%	3%
Getting regular pay increases throughout your career	64%	26%	9%	1%
Becoming your own boss or owning your own company	43%	35%	19%	3%
Becoming wealthy enough to be financially secure and retire early	63%	21%	12%	3%
Having personal fulfillment through meaningful relationships and new experiences	54%	28%	15%	3%
Owning your own home	66%	24%	9%	2%
Being free of debt	80%	12%	5%	2%
Getting a college or graduate degree	55%	31%	12%	1%
Being able to save for a comfortable and secure retirement	80%	12%	7%	1%

### 33. [ASKED OF SAMPLE B ONLY, N = 500, MOE ± 4.38%]

Now, thinking about some economic obstacles that might get in the way of average Americans getting ahead...For each of the following, please tell me if you believe this is a major obstacle, a minor obstacle, or not much of an obstacle in the way of people getting ahead.

<u>Obstacles to Getting Ahead</u>	<u>Major Obstacle</u>	<u>Minor Obstacle</u>	<u>Not Much of an Obstacle</u>	<u>DK / Refused</u>
Taxes and government regulations	58%	27%	12%	3%
Competition for work from other countries	65%	25%	8%	2%
Companies sending jobs overseas	79%	15%	5%	1%
Immigrants coming to this country and competing for jobs	38%	33%	27%	2%
Rising prices that make it harder to save and make investments	71%	23%	4%	1%
An education system that doesn't provide enough skills	61%	27%	10%	3%
Unions aren't as strong as they used to be	34%	38%	21%	7%
Americans don't work as hard today as previous generations did	44%	30%	20%	6%
The cost of college and graduate school education	70%	23%	5%	2%
Too many gains from economic growth are going to big companies and the richest Americans	62%	23%	12%	3%



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34. And, which of the following statements comes closer to your point of view?

<b>Idea of Getting Ahead</b>	<b>Total</b>
Because of the recent economic downturn, <b>the idea of getting ahead has changed</b> . These days, getting ahead means holding a job, being able to pay bills, avoid debt and save some money for the future. In other words, with so many people out of work or struggling to make ends meet, getting ahead today really means not falling behind.	51%
<b>The idea of getting ahead has essentially remained the same over time</b> ; it means advancing in a job and achieving greater financial success each year. While getting ahead may be more difficult in today's economy, it still means earning steady increases in income, being able to buy a home and save and invest more each year.	45%
Don't Know / Refused	4%

35. Do you agree or disagree that America is the "land of opportunity?"

<b>Perception of America as the "Land of Opportunity"</b>	<b>7/09</b>	<b>9/12</b>
Agree	87%	86%
Disagree	11%	11%
Don't Know / Refused	3%	2%

36. And, compared to your parents when they were your age, would you say you have...

<b>Opportunity Compared with Parents</b> <i>(Trend Data among Total Sample)</i>	<b>7/09</b>	<b>5/11</b>	<b>9/12</b>
More opportunity to get ahead	54%	44%	48%
Less opportunity to get ahead	18%	29%	23%
About the same amount of opportunity	26%	24%	28%
Don't Know / Refused	2%	3%	1%



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36B. [ASKED IF Q36:1-2 – MORE / LESS, SAMPLE A ONLY, N = 343]  
In your own words, what has been the biggest reason for this change?

**(CODED FROM VERBATIMS – PERCENTAGREES MAY ADD UP TO MORE THAN 100%  
DUE TO MULTIPLE MENTIONS BY INDIVIDUAL RESPONDENTS)**

**66% POSITIVE MENTIONS**

- 24% Education / better schooling / college degree
- 10% Economic changes / economic growth
- 8% Technology / new technology
- 5% More jobs / employment opportunities
- 5% Live in America / Moved to U.S.
- 4% Hard work / ambition / personal sacrifice
- 4% Government
- 4% Increased opportunities
- 4% Social change
- 3% Increased opportunities for women
- 3% Parental sacrifice
- 2% Times are changing
- 1% President Obama
- 1% More resources

**28% NEGATIVE MENTIONS**

- 13% Government control / government regulations / government intervention
  - 9% Negative economic changes
  - 5% Unemployment / lack of jobs / outsourcing
  - 3% Negative impact from President Obama
  - 2% Too heavily taxes / unfair tax breaks
  - 1% Increased competition
- 6% Don't Know / Refused / Other / Nothing



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

<b>Children's Opportunity in the Future</b> <i>(Trend Data among Total Sample)</i>	<b>7/09</b>	<b>12/10</b>	<b>5/11</b>	<b>9/12</b>
More opportunity to get ahead	31%	25%	33%	32%
Less opportunity to get ahead	36%	39%	35%	32%
About the same amount of opportunity	29%	30%	26%	31%
Don't Know / Refused	5%	6%	6%	5%

37B. [ASKED IF Q37:1-2 – MORE / LESS, SAMPLE B ONLY, N = 326]

In your own words, what is the biggest reason why you think this will be the case for the next generation?

**(CODED FROM VERBATIMS – PERCENTAGRES MAY ADD UP TO MORE THAN 100% DUE TO MULTIPLE MENTIONS BY INDIVIDUAL RESPONDENTS)**

**46% NEGATIVE MENTIONS**

- 13% Poor government / government regulations / government intervention
- 10% Nation's debt / rising debt
- 9% Jobs are going overseas / lack of jobs
- 5% Lack of education opportunities / cost of education
- 5% Economic situation / poor economy
- 4% Poor distribution of wealth
- 2% Too many people
- 1% Negative social impact
- 1% Laziness / lack of ambition
- 1% Lack of opportunities

**45% POSITIVE MENTIONS**

- 12% Education opportunities / better quality education
- 8% Advanced technology / opportunities through technology
- 7% Strong government / good government
- 6% Hope / faith / optimism
- 5% Economic improvement
- 3% Employment opportunities / more jobs
- 2% Learn from past
- 2% Hard work / ambition / going after American Dream
- 1% Globalization
  
- 9% Don't Know / Refused / Other / None



## Heartland Monitor Poll XIV

38. [ASKED OF SAMPLE A ONLY, N = 500, MOE ± 4.38%]

Do you agree or disagree with following statements: In the United States today, children from **all races** growing up today have **adequate** opportunities to be successful.

<b>Adequate opportunities for all Races</b>	<b>7/09</b>	<b>9/12</b>
Agree	65%	61%
Disagree	33%	37%
Don't know / Refused	2%	2%

39. [ASKED OF SAMPLE B ONLY, N = 500, MOE ± 4.38%]

Do you agree or disagree with following statements: In the United States today, children from **all income groups** growing up today have **adequate** opportunities to be successful.

<b>Adequate opportunities for all Income Groups</b>	<b>7/09</b>	<b>9/12</b>
Disagree	50%	49%
Agree	48%	48%
Don't know	2%	2%

40. Now, please tell me which of the two following statements better reflects your view...

<b>Economic Opportunity</b>	<b>7/09</b>	<b>9/12</b>
Today's economy mostly rewards the rich and it's difficult for average people to get ahead.	43%	43%
Anyone who works hard still has a fair chance to succeed and live a comfortable life in today's America.	53%	53%
Don't Know / Refused	4%	4%

41. Now, thinking about your standard of living, meaning an overall assessment of your income and financial wellbeing. Over the course of your lifetime, has your standard of living...

<b>Change in Standard of Living</b>	<b>Total</b>
Steadily increased year after year	20%
Mostly increased but with a few setbacks	43%
<b>TOTAL INCREASED</b>	<b>64%</b>
Generally stayed the same year after year	20%
Mostly decreased but with occasional improvements	7%
Steadily decreased year after year	6%
<b>TOTAL DECREASED</b>	<b>14%</b>
Don't know / Refused	3%



## Heartland Monitor Poll XIV

42. **[ASKED IF Q41:2, 4-5 - 'SETBACKS'/MOSTLY/STEADILY DECREASED, N = 568]**  
*(Q41:2 Have the setbacks / Q41:4-5 Has the decrease)* in your standard of living occurred within the past 4 years or sometime prior to that?

<b>Date of Setbacks</b>	<b>Total</b>
Occurred within the past 4 years	49%
Sometime prior to that	44%
Both	4%
Don't know / Refused	2%

43. **[ASKED IF QE:1-2 – EMPLOYED, N = 528]**  
 Compared to what you made this time four years ago before the economic crisis, how much money do you make now compared to then?

<b>Current Income Compared to Pre-Economic Crisis</b>	<b>Total</b>
Significantly more	18%
Only somewhat more	33%
<b>TOTAL MORE</b>	<b>50%</b>
About the same	20%
Only somewhat less	15%
Significantly less	14%
<b>TOTAL LESS</b>	<b>29%</b>
Don't know / Refused	1%

44. How much income would your family have to earn each year for you to consider yourself financially comfortable and secure?

<b>Income Needed to Feel Financially Comfortable</b>	<b>Total</b>
\$30,000 per year or less	5%
Between \$30,000 and \$50,000	15%
Between \$50,000 and \$75,000	25%
Between \$75,000 and \$100,000	19%
Between \$100,000 and \$200,000	21%
\$200,000 per year or more	6%
Already comfortable/secure	2%
Don't Know / Refused	8%



## Heartland Monitor Poll XIV

45. And, do you think in your lifetime, you will reach that level where you will consider yourself to be financially comfortable and secure?

<b>Reach Financially Comfortable Level</b>	<b>Total</b>
Yes	73%
No	22%
Don't Know / Refused	4%

47. Which of the following comes closest to your view: Would you say that a college education today is more of...

<b>College Education Meaning</b>	<b>5/09</b>	<b>9/12</b>
An economic burden that is often too expensive and requires taking on debt to pay for	50%	54%
A ticket to the middle class	40%	38%
Don't know/ Refused	10%	8%

48. And, which of the following do you believe provides the best opportunity to get ahead?

<b>Best Opportunity to Get Ahead</b>	<b>Total</b>
Education at a 4-year college or university	41%
Education and training at a technical or vocational school	27%
First-hand experience and training on-the-job	24%
Don't Know / Refused	9%

49. And, given the choice of two possible jobs, which would you choose today?

<b>Job Type Preference</b>	<b>Total</b>
A steady and reliable job that offers a great deal of job security but only modest pay and little opportunity for advancement.	56%
A job that offers great opportunity for advancement and the possibility of high pay but little job security for the future.	40%
Don't Know / Refused	5%



## Heartland Monitor Poll XIV

51. Although the United States' economy has slowed down at various points, like in the last few years, it has continued to grow by an average of about 3 percent per year since 1950 with only a handful of years of negative growth. Do you think this economic growth has led to a corresponding increase in the ability of most Americans to get ahead, or not?

<b><u>Economic Growth and Getting Ahead</u></b>	<b>Total</b>
Yes	52%
No	42%
Don't Know / Refused	5%

52. As the economy has grown, there has been a rise in income among the wealthiest Americans, but incomes have generally stayed the same or declined for the rest of Americans. From your experiences and what you have seen and read, do you think this income gap will get bigger, smaller or stay the same over the next four years?

<b><u>Change in Income Gap</u></b>	<b>Total</b>
Get bigger	47%
Stay about the same	33%
Get smaller	13%
Don't Know / Refused	7%

55. And, thinking broadly about government policies as they relate to the economy, including things like taxes, business incentives and regulations, monetary policy, job training programs... Who do you think ultimately ends up benefiting most from these policies?

<b><u>Who Benefits From Government Policies</u></b>	<b>Total</b>
Wealthy Americans	39%
Middle Class Americans	17%
Low-income Americans	12%
All Americans equally	24%
Don't Know / Refused	7%



## Heartland Monitor Poll XIV

### Demographic Questions

A. Gender

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

C. Region

<u>Region</u>	<b>Total</b>
Northeast	11%
Midatlantic	12%
Deep South	23%
Outer South	9%
Upper Midwest	17%
Great Plains	6%
Mountain	7%
Pacific	16%

D. Age

<u>Age</u>	<b>Total</b>
18-29	20%
30-39	19%
40-49	14%
50-59	19%
60-64	10%
65+	18%
Don't know / Refused	*



## Heartland Monitor Poll XIV

E. Which of the following best describes your current employment status?

<b>Employment</b>	<b>Total</b>
Employed Full-time	42%
Employed Part-time	11%
Retired	22%
Student	5%
Homemaker	9%
Unemployed and looking for work	6%
Unemployed, but not looking for work	3%
Don't Know / Refused	2%

EW. **[ASKED ONLY IF E=1-2 - EMPLOYED, N = 528]**  
Are you self-employed?

<b>Self-Employed</b>	<b>Total</b>
Yes	17%
No	83%
Don't Know / Refused	*



## Heartland Monitor Poll XIV

EX. [ASKED ONLY IF E=1-2 - EMPLOYED, N = 528]

What industry do you work in?

<b>Industry</b>	<b>Total</b>
Academic or educational institution	11%
Agriculture	2%
Automotive / Mechanic	2%
Child care	1%
Civil Service (emergency, fire, police)	2%
Construction	5%
Energy	1%
Engineering	2%
Food services	5%
Financial Services	4%
Fitness/ health	3%
Home/ business services (electrical, plumbing)	3%
Legal	1%
Leisure/ Hospitality/ Hotel	1%
Local, State or Federal Government	6%
Manufacturing	7%
Media/ entertainment	3%
Media/ information	1%
Medical services	11%
Military	1%
Non-profit	1%
Pharmaceutical / Biotechnology	*
Professional services (accounting, consulting, design, marketing)	4%
Real estate	1%
Retail/ Store	6%
Science/ Technology	*
Services	2%
Telecommunications / IT	2%
Transportation	3%
Travel	1%
Other	2%
Don't Know / Refused	2%



## Heartland Monitor Poll XIV

EY. [ASKED ONLY IF E=1-2 - EMPLOYED, N = 528]

What is your role in the organization?

<u>Role in Organization</u>	<b>Total</b>
Accountant	1%
Administrative/ Clerical	8%
Associate	3%
Chef	1%
Customer Service	4%
Doctor	2%
Driver / Transporter	6%
Electrician	1%
Engineer	3%
Executive/ Management	10%
Lawyer	1%
Manager / Supervisor	5%
Marketing/ Sales	3%
Middle Management, non-executive	4%
Nurse / CNA	3%
Owner	7%
Professor	1%
Staff, non-management	15%
Teacher	9%
Technician	4%
Other	6%
Don't Know / Refused	3%

EZ. [ASKED ONLY IF E=1-2 - EMPLOYED, N = 528]

And, about how many people are employed by your organization?

<u>Size of Organization</u>	<b>Total</b>
1-10	20%
11-50	14%
51-100	7%
101-999	18%
1000-4999	14%
5000+	14%
Don't Know / Refused	14%



## Heartland Monitor Poll XIV

F. Regarding children, which of the following applies to you?  
(ACCEPTED MULTIPLE ANSWERS FOR 1-2)

<b>Children</b>	<b>Total</b>
I have one or more child under age 18	32%
I have one or more adult child age 18 or older	40%
I have no children but plan to in the future	12%
I have no children and don't plan to have any	10%
Don't Know / Refused	*

G. [ASKED IF QF: 1-2 – HAVE CHILDREN, N = 722]  
How many children do you have living with you in your home?

<b>Children in Household</b>	<b>Total</b>
One	22%
Two	23%
Three	11%
Four	2%
Five or more	1%
Don't Know / Refused	41%

H. Which of the following best describes your current relationship status? Are you...

<b>Marital Status</b>	<b>Total</b>
Married	57%
Single and never married	17%
Widowed	7%
Divorced	9%
Not married, but living together with a partner	7%
Separated	2%
Don't know / Refused	*

I. Are you currently registered to vote?

<b>Registered Voter</b>	<b>Total</b>
Yes	88%
No	12%
Don't know / Refused	*



## Heartland Monitor Poll XIV

J. How likely are you to vote in the upcoming election for President?

<b><u>Vote Likelihood</u></b>	<b>Total</b>
Very Likely	89%
Somewhat Likely	6%
<b>TOTAL LIKELY</b>	<b>96%</b>
Not Very Likely	7%
Not At All Likely	6%
<b>TOTAL NOT LIKELY</b>	<b>4%</b>
Don't know / Refused	1%

K. What is the last grade of formal education you have completed?

<b><u>Education</u></b>	<b>Total</b>
Less than high school	5%
High school graduate	24%
Some college / vocational school	28%
College graduate	30%
Post-graduate	13%
Don't know / Refused	--

L. And, generally speaking, do you think of yourself as a...

<b><u>Political Affiliation</u></b>	<b>Total</b>
Republican	26%
Democrat	32%
Independent / Something else / Other	36%
Don't know / Refused	6%

M. On most issues, do you consider yourself to be...

<b><u>Ideology</u></b>	<b>Total</b>
Conservative	38%
Moderate	34%
Liberal	20%
Don't know / Refused	7%



## Heartland Monitor Poll XIV

N.

Please

tell me which of the following categories best applies to your total household income for 2011...

<b>Income</b>	<b>Total</b>
Less than \$15,000	11%
\$15,000 to less than \$30,000	15%
\$30,000 to less than \$50,000	18%
\$50,000 to less than \$75,000	18%
\$75,000 to less than \$100,000	13%
\$100,000 to less than \$200,000	14%
\$200,000 or more	4%
Don't know / Refused	8%

O.

For statistical purposes only, could you please tell me your main ethnic or racial background?

<b>Race / Ethnicity</b>	<b>Total</b>
White/Caucasian	71%
African-American/Black	10%
Hispanic/Latino	10%
Asian-American/Asian	1%
Native American	1%
Other	3%
Don't know / Refused	4%