



Allstate | National Journal

Heartland Monitor Poll XIII

ALLSTATE/NATIONAL JOURNAL HEARTLAND MONITOR POLL XIII

National Sample of 1000 ADULTS AGE 18+

(Margin of Error = +/-3.1% in 95 out of 100 cases)

Conducted May 19-23, 2012 via Landline and Cell Phone

Total: N=1,000 American Adults
Social Media Users: N=640 Active Social Media Users

Mood of the Country Questions

1. 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?

<u>Direction of Country</u>	Total	Social Media Users
Right direction	33%	34%
Wrong track	57%	56%
Neither	3%	2%
Don't know / Refused	7%	7%

<u>Direction of Country</u> (Trend Data among Total Sample)	4/09	7/09	9/09	1/10	4/10	8/10	12/10	3/11	5/11	10/11	12/11	3/12	5/12
Right direction	47%	38%	38%	34%	34%	27%	30%	26%	28%	20%	20%	30%	33%
Wrong track	42%	50%	50%	55%	54%	62%	60%	60%	58%	70%	70%	60%	57%
Neither	2%	3%	4%	4%	4%	6%	4%	6%	4%	4%	5%	3%	3%
Don't know / Refused	9%	9%	8%	6%	8%	4%	6%	8%	10%	6%	5%	7%	7%

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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, ASK:]** Do you approve/disapprove strongly or somewhat?

<u>Obama Approval/Disapproval</u>	Total	Social Media Users
Strongly approve	26%	26%
Somewhat approve	21%	21%
TOTAL APPROVE	47%	47%
Somewhat disapprove	12%	12%
Strongly disapprove	36%	36%
TOTAL DISAPPROVE	48%	48%
Don't know / Refused	6%	5%

<u>Obama Approval/Disapproval</u> <i>(Trend Data among Total Sample)</i>	4/09	7/09	9/09	1/10	4/10	8/10	12/10	3/11	5/11	10/11	12/11	3/12	5/12
Strongly approve	38%	32%	31%	26%	26%	25%	26%	24%	27%	24%	22%	25%	26%
Somewhat approve	23%	24%	21%	21%	22%	21%	22%	25%	24%	20%	22%	27%	21%
TOTAL APPROVE	61%	56%	52%	47%	48%	46%	48%	49%	51%	44%	44%	51%	47%
Somewhat disapprove	8%	9%	11%	13%	11%	10%	12%	14%	13%	11%	12%	12%	12%
Strongly disapprove	20%	27%	29%	32%	35%	39%	35%	30%	28%	39%	37%	32%	36%
TOTAL DISAPPROVE	28%	36%	40%	45%	46%	49%	46%	44%	41%	50%	49%	45%	48%
Don't know / Refused	11%	9%	8%	8%	7%	4%	6%	8%	8%	6%	7%	5%	6%

3. **[RESULTS SHOWN AMONG REGISTERED VOTERS: N=871 and REGISTERED VOTERS WHO USE SOCIAL MEDIA, N=570]**
And, if the November election for President were held today, for whom would you vote between...

<u>Presidential Ballot</u> <i>(Among Those Registered to Vote)</i>	Registered Voters	Social Media Users
Barack Obama, Democrat	44%	44%
Mitt Romney, Republican	41%	41%
Some other candidate	5%	5%
Undecided / Don't know	8%	8%
Cannot vote / Not registered / Don't vote	*	*
Refused	1%	1%

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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>	Total	Social Media Users
President Obama	42%	42%
Republicans in Congress	39%	39%
Both	1%	1%
Neither	13%	13%
Don't know / Refused	4%	5%

<u>Trust to Develop Solutions</u> <i>(Trend Data among Total Sample)</i>	4/09	7/09	9/09	1/10	4/10	8/10	12/10	3/11	5/11	10/11	12/11	3/12	5/12
President Obama	55%	46%	48%	41%	39%	42%	42%	40%	40%	40%	39%	44%	42%
Republicans in Congress	26%	28%	27%	33%	32%	37%	36%	36%	37%	33%	38%	36%	39%
Both	3%	2%	3%	2%	2%	3%	3%	2%	2%	2%	2%	1%	1%
Neither	12%	17%	16%	19%	19%	14%	15%	15%	14%	20%	16%	13%	13%
Don't know / Refused	5%	7%	6%	5%	8%	5%	4%	8%	8%	5%	5%	6%	4%

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

<u>Obama Administration's Actions</u>	Total	Social Media Users
Increase opportunity for people like you to get ahead	32%	33%
Decrease opportunity for people like you to get ahead	34%	34%
Have no impact	29%	30%
Don't know / Refused	5%	3%

<u>Obama Administration's Actions</u> <i>(Trend Data among Total Sample)</i>	7/09	9/09	1/10	4/10	8/10	12/10	3/11	5/11	10/11	12/11	3/12	5/12
Increase opportunity for people like you to get ahead	40%	39%	37%	34%	32%	32%	31%	29%	31%	28%	31%	32%
Decrease opportunity for people like you to get ahead	30%	30%	34%	36%	38%	35%	34%	32%	37%	37%	34%	34%
Have no impact	23%	25%	25%	25%	26%	27%	30%	31%	26%	29%	29%	29%
Don't know / Refused	8%	7%	4%	5%	5%	5%	5%	7%	5%	6%	5%	5%

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

<u>Impact of Obama's Policies</u>	Total	Social Media Users
Significantly better off because of the policies Obama has pursued	12%	12%
Not significantly better off yet, but beginning to move in the right direction because of the policies Obama has pursued	47%	50%
Significantly worse off because of the policies Obama has pursued	37%	35%
Don't know / Refused	4%	3%

<u>Impact of Obama's Policies</u> <i>(Trend Data among Total Sample)</i>	1/10	4/10	8/10	12/10	3/11	5/11	10/11	12/11	3/12	5/12
Significantly better off because of the policies Obama has pursued	13%	11%	11%	14%	13%	12%	11%	11%	11%	12%
Not significantly better off yet, but beginning to move in the right direction because of the policies Obama has pursued	52%	46%	44%	44%	44%	46%	42%	43%	45%	47%
Significantly worse off because of the policies Obama has pursued	31%	37%	41%	37%	36%	35%	41%	38%	36%	37%
Don't know / Refused	3%	6%	5%	5%	6%	7%	6%	8%	8%	4%

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

<u>Obama Economic Policies Over the Years</u>	Total	Social Media Users
Run up a record federal deficit while failing to end the recession or slow the record pace of job losses.	46%	45%
Help avoid an even worse economic crisis, And are laying the foundation for our eventual economic recovery.	45%	47%
Don't know/ Refused	10%	8%

<u>Obama Economic Policies Over the Years</u> <i>(Trend Data among Total Sample)</i>	9/09*	1/10*	4/10*	8/10*	10/11	3/12	5/12
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%
Help avoid an even worse economic crisis, And are laying the foundation for our eventual economic recovery.	43%	43%	42%	39%	43%	45%	45%
Don't know/ Refused	14%	11%	11%	12%	9%	11%	10%

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

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

<u>Economic Trend</u>	Total	Social Media Users
Significantly improve	11%	11%
Somewhat improve	51%	53%
TOTAL IMPROVE	62%	64%
Somewhat worsen	20%	20%
Significantly worsen	11%	9%
TOTAL WORSEN	31%	29%
Don't know / Refused	8%	7%

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

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9. Overall, how would you rate your own personal financial situation? Would you say you are in...

Personal Financial Situation Rating	Total	Social Media Users
Excellent shape	7%	7%
Good shape	36%	37%
EXCELLENT / GOOD SHAPE	43%	44%
Only fair shape	38%	39%
Poor shape	17%	16%
ONLY FAIR / POOR SHAPE	56%	55%
Don't know / Refused	1%	1%

Personal Financial Situation Rating <i>(Trend Data among Total Sample)</i>	4/09	10/11	12/11	3/12	5/12
Excellent shape	6%	10%	6%	8%	7%
Good shape	36%	29%	35%	37%	36%
EXCELLENT / GOOD SHAPE	42%	39%	41%	45%	43%
Only fair shape	37%	39%	40%	40%	38%
Poor shape	19%	21%	18%	15%	17%
ONLY FAIR / POOR SHAPE	56%	60%	58%	54%	56%
Don't know / Refused	1%	1%	1%	1%	1%

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

Financial Situation	Total	Social Media Users
I can live comfortably and save an adequate amount for retirement or other needs	28%	30%
I can get by every month but I find it difficult to save and invest, whether for retirement or other purposes	52%	51%
I find it hard to make ends meet every month	17%	17%
Don't know / Refused	2%	2%

Financial Situation <i>(Trend Data among Total Sample)</i>	7/09	8/10	10/11	12/11	3/12	5/12
I can live comfortably and save an adequate amount for retirement or other needs	27%	30%	26%	26%	29%	28%
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%

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I find it hard to make ends meet every month	22%	22%	22%	20%	19%	17%
Don't know / Refused	2%	3%	2%	2%	2%	2%

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

Change in Personal Financial Situation	Total	Social Media Users
Improve	44%	48%
Stay the same	41%	38%
Become worse	12%	11%
Don't know / Refused	4%	4%

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

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

President You Are Better Off With	Total	Social Media Users
Barack Obama is President	40%	40%
Mitt Romney is President	37%	37%
Neither / Who the President is Won't Impact My Situation	16%	15%
Don't know / Refused	8%	9%

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13. Now, 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	Total	Social Media Users
In the current economic environment, government is not the solution to our economic problems; government is the problem.	38%	36%
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.	31%	34%
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.	27%	27%
Don't Know/ Refused	3%	2%

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

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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...

Presidential Candidate Characteristics and Traits <i>(Among Total Sample)</i>	Obama	Romney	Both Equally	Neither	DK / Ref
14a. Has the experience and skills needed to improve the economy [SAMPLE A, N=500, MOE = ±4.38%]	40%	46%	2%	7%	5%
14b. Will support policies that benefit people like you	48%	39%	2%	7%	5%
14c. Will support policies that promote opportunity for all Americans [SAMPLE A, N=500, MOE = ±4.38%]	53%	35%	3%	4%	4%
14d. Will support policies that will be better for future generations [SAMPLE B, N=500, MOE = ±4.38%]	47%	40%	3%	5%	5%
14e. Can be trusted to live up to campaign promises	40%	36%	2%	17%	5%
14f. Will bring the deficit under control [SAMPLE B, N=500, MOE = ±4.38%]	34%	43%	2%	16%	5%

Presidential Candidate Characteristics and Traits <i>(Showing OBAMA / ROMNEY)</i>	Total	Social Media Users
14a. Has the experience and skills needed to improve the economy [SAMPLE A, N=500, MOE = ±4.38%]	40% / 46%	39% / 47%
14b. Will support policies that benefit people like you	48% / 39%	49% / 38%
14c. Will support policies that promote opportunity for all Americans [SAMPLE A, N=500, MOE = ±4.38%]	53% / 35%	56% / 33%
14d. Will support policies that will be better for future generations [SAMPLE B, N=500, MOE = ±4.38%]	47% / 40%	50% / 37%
14e. Can be trusted to live up to campaign promises	40% / 36%	40% / 36%
14f. Will bring the deficit under control [SAMPLE B, N=500, MOE = ±4.38%]	34% / 43%	35% / 42%

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And generally speaking, how much do you trust information when you hear it, see it or read it from each of the following **groups, organizations, and institutions**? Do you trust it A Great Deal, Some, Not Very Much, or Not at All?

Trust in Information Source: Institutions / Organizations <i>(Among Total Sample)</i>	GREAT DEAL / SOME	NOT VERY MUCH / NOT AT ALL	Great Deal	Some	Not Very Much	Not At All	DK / Ref
15a. Your state government [SAMPLE A, N=500, MOE = ±4.38%]	61%	38%	10%	51%	22%	15%	1%
15b. Your local government [SAMPLE B, N=476, MOE = ±4.49%]	66%	31%	10%	56%	19%	13%	3%
15c. The Federal government	51%	47%	7%	45%	26%	22%	1%
15d. Major corporations	42%	55%	3%	39%	25%	30%	2%
15e. Non-profit and community organizations	77%	20%	25%	52%	12%	8%	2%
15f. Small businesses [SAMPLE A, N=441, MOE = ±4.67%]	86%	11%	30%	57%	7%	4%	2%
15g. Local businesses [SAMPLE B, N=500, MOE = ±4.38%]	85%	12%	27%	58%	7%	5%	3%

Trust in Information Source: Institutions / Organizations <i>(Showing GREAT DEAL & SOME / NOT VERY MUCH & NOT AT ALL)</i>	Total	Social Media Users
15a. Your state government [SAMPLE A, N=500, MOE = ±4.38%]	61% / 38%	63% / 36%
15b. Your local government [SAMPLE B, N=476, MOE = ±4.49%]	66% / 31%	69% / 30%
15c. The Federal government	51% / 47%	52% / 47%
15d. Major corporations	42% / 55%	44% / 55%
15e. Non-profit and community organizations	77% / 20%	81% / 18%
15f. Small businesses [SAMPLE A, N=441, MOE = ±4.67%]	86% / 11%	87% / 12%
15g. Local businesses [SAMPLE B, N=500, MOE = ±4.38%]	85% / 12%	87% / 12%

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(Now/And), generally speaking, how much do you trust information when you hear it, see it or read it coming from each of the following **people**? Do you trust it A Great Deal, Some, Not Very Much, or Not at All?

Trust in Information Source: People <i>(Among Total Sample)</i>	GREAT DEAL / SOME	NOT VERY MUCH / NOT AT ALL	Great Deal	Some	Not Very Much	Not At All	DK / Ref
16a. Political Candidates	43%	55%	3%	39%	30%	25%	2%
16b. Elected officials	51%	47%	4%	48%	27%	20%	2%
16c. Leaders of major corporations	42%	56%	4%	38%	27%	29%	2%
16d. Your employer [EMPLOYED, N=532, MOE = ±4.25%]	80%	15%	39%	42%	9%	6%	4%
16e. Friends and family members	86%	12%	43%	43%	8%	4%	1%
16f. Clergy and other religious leaders [SAMPLE A, N=500, MOE = ±4.38%]	68%	28%	22%	46%	14%	14%	4%
16g. Scientists and academics [SAMPLE B, N=500, MOE = ±4.38%]	81%	16%	37%	44%	10%	7%	3%

Trust in Information Source: People <i>(Showing GREAT DEAL & SOME / NOT VERY MUCH & NOT AT ALL)</i>	Total	Social Media Users
16a. Political Candidates	43% / 55%	43% / 55%
16b. Elected officials	51% / 47%	53% / 47%
16c. Leaders of major corporations	42% / 56%	43% / 56%
16d. Your employer [EMPLOYED, N=532, MOE = ±4.25%]	80% / 15%	81% / 15%
16e. Friends and family members	86% / 12%	87% / 12%
16f. Clergy and other religious leaders [SAMPLE A, N=500, MOE = ±4.38%]	68% / 28%	69% / 27%
16g. Scientists and academics [SAMPLE B, N=500, MOE = ±4.38%]	81% / 16%	83% / 16%

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And, how much do you trust information when you hear it, see it or read about it in each of the following places? Do you trust it A Great Deal, Some, Not Very Much, or Not at All?

Trust in Information Source <i>(Among Total Sample)</i>	GREAT DEAL / SOME	NOT VERY MUCH / NOT AT ALL	Great Deal	Some	Not Very Much	Not At All	DK / Ref
17a. Newspapers	71%	25%	15%	56%	15%	11%	4%
17b. Social media websites and services, like Facebook, Twitter and others	30%	58%	3%	27%	24%	34%	13%
17c. Magazines [SAMPLE A, N=500, MOE = ±4.38%]	57%	36%	6%	51%	18%	19%	6%
17d. Cable news networks like CNN, FOX News, and MSNBC [SAMPLE A, N=500, MOE = ±4.38%]	70%	27%	20%	51%	15%	12%	3%
17e. Network news on ABC, NBC, and CBS [SAMPLE B, N=500, MOE = ±4.38%]	64%	34%	17%	47%	15%	19%	2%
17f. Public television and radio, including PBS and NPR	75%	22%	26%	49%	9%	13%	3%
17g. Talk radio programs [SAMPLE B, N=500, MOE = ±4.38%]	53%	40%	10%	43%	20%	20%	7%
17h. Company websites	51%	39%	4%	47%	21%	19%	10%
17i. Blogs and online forums	34%	53%	3%	31%	24%	29%	13%
17j. Advertisements	37%	61%	2%	35%	28%	34%	1%

Trust in Information Source <i>(Showing GREAT DEAL & SOME / NOT VERY MUCH & NOT AT ALL)</i>	Total	Social Media Users
17a. Newspapers	71% / 25%	74% / 23%
17b. Social media websites and services, like Facebook, Twitter and others	30% / 58%	36% / 59%
17c. Magazines [SAMPLE A, N=500, MOE = ±4.38%]	57% / 36%	61% / 35%
17d. Cable news networks like CNN, FOX News, and MSNBC [SAMPLE A, N=500, MOE = ±4.38%]	70% / 27%	73% / 25%
17e. Network news on ABC, NBC, and CBS [SAMPLE B, N=500, MOE = ±4.38%]	64% / 34%	65% / 34%
17f. Public television and radio, including PBS and NPR	75% / 22%	79% / 20%
17g. Talk radio programs [SAMPLE B, N=500, MOE = ±4.38%]	53% / 40%	54% / 41%
17h. Company websites	51% / 39%	57% / 39%
17i. Blogs and online forums	34% / 53%	38% / 57%
17j. Advertisements	37% / 61%	36% / 63%

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Now, how well does each of the following statements describe **major corporations**? Would you say...Very Well, Somewhat Well, Not Very Well, Not Well at All?

Description of Corporations <i>(Among Total Sample)</i>	TOTAL WELL	TOTAL NOT WELL	Very Well	Smwt Well	Not Very Well	Not Well At All	DK / Ref
18a. Accessible and responsive to the questions and concerns of people like you	42%	54%	5%	37%	29%	26%	4%
18b. Transparent and open about their business practices	33%	63%	4%	29%	31%	33%	3%
18c. Trustworthy	45%	52%	4%	41%	25%	27%	3%
18d. Consistent and dependable in their actions	52%	44%	8%	45%	24%	20%	3%

Description of Corporations <i>(Showing TOTAL WELL / TOTAL NOT WELL)</i>	Total	Social Media Users
18a. Accessible and responsive to the questions and concerns of people like you	42% / 54%	42% / 55%
18b. Transparent and open about their business practices	33% / 63%	33% / 65%
18c. Trustworthy	45% / 52%	45% / 53%
18d. Consistent and dependable in their actions	52% / 44%	52% / 45%

Now, how well does each of the following statements describe **the government**? Would you say...Very Well, Somewhat Well, Not Very Well, Not Well at All?

Description of Government <i>(Among Total Sample)</i>	TOTAL WELL	TOTAL NOT WELL	Very Well	Smwt Well	Not Very Well	Not Well At All	DK / Ref
19a. Accessible and responsive to the questions and concerns of people like you	43%	56%	4%	39%	30%	26%	1%
19b. Transparent and open about their business practices	31%	67%	3%	27%	30%	37%	2%
19c. Trustworthy	42%	57%	4%	38%	27%	30%	1%
19d. Consistent and dependable in their actions	39%	59%	5%	35%	31%	28%	2%

Description of Government <i>(Showing TOTAL WELL / TOTAL NOT WELL)</i>	Total	Social Media Users
19a. Accessible and responsive to the questions and concerns of people like you	43% / 56%	42% / 58%
19b. Transparent and open about their business practices	31% / 67%	30% / 69%
19c. Trustworthy	42% / 57%	42% / 57%
19d. Consistent and dependable in their actions	39% / 59%	39% / 59%

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Now, thinking about some activities you may have taken part in...

20. Which of the following have you ever done, either in person or online?
(ACCEPTED MULTIPLE ANSWERS)

Activities Participated In	Total	Social Media Users
Donated money to a charitable cause or a non-profit organization	86%	89%
Volunteered for a community organization	62%	69%
Signed a petition for a political campaign or community issue	62%	68%
Participated in a group related to an important issue in your community	52%	57%
Donated money to a political campaign	33%	34%
Attended a campaign rally	28%	32%
Volunteered for a political campaign	20%	23%
None of these	6%	3%
Don't know / Refused	--	--

21. Which of the following have you ever done, either in person or online?
(ACCEPTED MULTIPLE ANSWERS)

Consumer Activities Participated In	Total	Social Media Users
Consulted with friends, family or co-workers about which product or service to buy	72%	79%
Bought a product or service over the internet [Among Internet Users, N=817: 77%]	66%	78%
Changed your mind about purchasing a product or service because of the opinions of others	58%	64%
Participated in a group made up of people concerned about a particular product, service, or company	28%	33%
Participated in a group made up of fans or users of a particular product, service, or company	26%	31%
None of these	12%	7%
Don't know / Refused	*	*

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22. Do you use the internet, at least occasionally?

Internet Use	Total	Social Media Users
Yes	82%	100%
No	18%	--
Don't know / Refused	*	--

23. **[ASKED ONLY IF Q22:1 – USE THE INTERNET, N=817]**

About how often do you use the internet?

Frequency of Internet Use	Total	Social Media Users
Several times a day	61%	66%
About once a day	17%	16%
3-5 days a week	8%	7%
1-2 days a week	7%	6%
Every few weeks	4%	2%
Less often than that	4%	2%
Don't know / Refused	--	--

24. **[ASKED ONLY IF Q22:1 – USE THE INTERNET, N=817]**

For which of the following social media sites do you have an active account that you've accessed in the past month? (ACCEPTED MULTIPLE ANSWERS)

Social Media Site Use	Total	Social Media Users
Facebook	62%	79%
Google+	34%	43%
Twitter	16%	20%
LinkedIn	15%	19%
Pinterest	7%	9%
MySpace	6%	7%
Some other social network	6%	7%
None of these, I don't use social media	21%	--
Don't know / Refused	1%	--

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25. **[ASKED IF Q24: MULTIPLE RESPONSES – USE MORE THAN ONE SOCIAL MEDIA SITE, N=327]**

Which social media site do you use most often?

<u>Most Used Social Media Site</u>	Social Media Users
Facebook	66%
Google+	11%
Twitter	7%
LinkedIn	6%
Pinterest	2%
Some other social network	2%
MySpace	1%
Don't know / Refused	4%

26. **[ASKED IF Q24:1-7 – SOCIAL MEDIA USERS, N=640]**

About how often do you check or use a social media site?

<u>Frequency of Social Media Use</u>	Social Media Users
Several times a day	38%
About once a day	25%
3-5 days a week	11%
1-2 days a week	14%
Every few weeks	5%
Less often than that	7%
Don't know / Refused	*

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27. **[ASKED IF Q24:1-7 – SOCIAL MEDIA USERS, N=640]**

And, who or what are you currently following, subscribed to, or friends with on social media sites? (ACCEPTED MULTIPLE ANSWERS)

Social Media Subscriptions, Followings, Friends	Social Media Users
Friends you've met in person	83%
Family members	83%
Co-workers	50%
Friends you've only interacted with online	40%
Companies or products	39%
Community groups	36%
Charitable organizations	36%
Celebrities, including athletes and musicians	30%
Politicians or political campaigns	20%
Corporate charity efforts	15%
Don't know / Refused	6%

[ASKED SERIES IF Q24:1-7 – SOCIAL MEDIA USERS, N=640]

Thinking about the type of things you see on social media, would you like to see MORE or LESS of each of the following?

Social Media Use Preferences <i>(Among Social Media Site Users)</i>	More	Less	About the Same	DK / Ref
28a. Information from companies about their charitable efforts	55%	36%	4%	5%
28b. Information from companies about discounts and special offers	61%	34%	3%	2%
28c. Information from political candidates about their positions and campaign activities	47%	45%	5%	3%
28d. Information about local events in your community	83%	13%	3%	1%
28e. Discussions about politics among your friends, family and acquaintances	37%	53%	6%	4%
28f. Discussions among your friends, family, and acquaintances about their experiences with a product or service	53%	37%	5%	5%
28g. Companies using social media to respond to customer questions and complaints	64%	29%	3%	4%

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Q29-Q37 ASKED OF SAMPLE A ONLY, N=500, MOE=±4.38%

Now, I'd like to ask you some questions about your experiences as a consumer...

29. **[SAMPLE A, N=500, MOE = ±4.38%]**

Which of the following have you done after a **NEGATIVE** experience with a product or a service? (ACCEPTED MULTIPLE ANSWERS)

Response to NEGATIVE Product / Service Experience	Total	Social Media Users
Talked about it in person with friends, family or acquaintances	81%	87%
Sent a letter, email, or made a phone call to a company	59%	67%
Sent a letter, email, or made a phone call to a friend, family member, or acquaintance	57%	65%
Posted a review or comment online	34%	47%
Posted something on social media	22%	31%
Written a letter to the editor	17%	20%
Had an in-person meeting with a company	15%	16%
None of these	10%	4%
Don't know / Refused	*	--

30. **[SAMPLE A, N=500, MOE = ±4.38%]**

Which of the following have you done after a **POSITIVE** experience with a product or a service? (ACCEPTED MULTIPLE ANSWERS)

Response to POSITIVE Product / Service Experience	Total	Social Media Users
Talked about it in person with friends, family or acquaintances	80%	86%
Sent a letter, email, or made a phone call to a friend, family member, or acquaintance	56%	66%
Sent a letter, email, or made a phone call to a company	42%	44%
Posted a review or comment online	40%	56%
Posted something on social media	29%	41%
Written a letter to the editor	12%	12%
Had an in-person meeting with a company	11%	12%
None of these	11%	6%
Don't know / Refused	*	--

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31. **[SAMPLE A, N=500, MOE = ±4.38%]**
 And, in your experience, how responsive are major corporations to complaints about negative experiences?

<u>Corporation Responsiveness to Negative Experiences</u>	Total	Social Media Users
Very responsive	13%	14%
Somewhat responsive	49%	50%
TOTAL RESPONSIVE	61%	64%
Not very responsive	23%	25%
Not at all responsive	11%	9%
TOTAL NOT RESPONSIVE	34%	33%
Don't know / Refused	5%	3%

32. **[SAMPLE A, N=500, MOE = ±4.38%]**
 And, compared to 10 to 15 years ago, do you believe that major corporations have become more responsive to complaints, less responsive, or about the same as they always were?

<u>Corporation Responsiveness Compared to the Past</u>	Total	Social Media Users
More responsive	28%	34%
Less responsive	25%	21%
About the same	42%	41%
Don't know / Refused	4%	4%

33. **[SAMPLE A, N=500, MOE = ±4.38%]**
 And, compared to 10 to 15 years ago, do you believe that you as a consumer have more influence in your dealings and negotiations with major corporations, less influence, or about the same amount?

<u>Consumer Influence Over Corporations Compared to the Past</u>	Total	Social Media Users
More influence	23%	29%
Less influence	27%	25%
About the same	48%	45%
Don't know / Refused	2%	2%

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[SAMPLE A, N=500, MOE = ±4.38%]

When considering making a new purchase or using a new service, how much consideration do you give to each of the following? A Great Deal, Some, Not Very Much, or Not at All?

Consideration When Making a New Purchase <i>(Among Total Sample)</i>	GREAT DEAL / SOME	NOT VERY MUCH / NOT AT ALL	Great Deal	Some	Not Very Much	Not At All	DK / Ref
34a. Conversations with friends, family and acquaintances	88%	12%	45%	43%	5%	7%	*
34b. Expert reviews in publications like Consumer Reports and major newspapers	73%	25%	29%	45%	9%	16%	2%
34c. Advertising from companies on TV, signs, online, in print, or in store displays	57%	42%	8%	49%	21%	21%	1%
34d. Online reviews from other consumers on sites like Amazon, Yelp, and Tripadvisor	54%	41%	21%	33%	9%	31%	6%
34e. Reviews by bloggers	32%	63%	9%	23%	15%	47%	5%
34f. Comments by other consumers on online forums, comment sections, and social media	59%	37%	18%	42%	11%	27%	3%
34g. Information shared by friends, family or other acquaintances.	88%	11%	45%	43%	6%	5%	1%

Consideration When Making a New Purchase <i>(Showing GREAT DEAL & SOME / NOT VERY MUCH & NOT AT ALL)</i>	Total	Social Media Users
34a. Conversations with friends, family and acquaintances	88% / 12%	93% / 7%
34b. Expert reviews in publications like Consumer Reports and major newspapers	73% / 25%	77% / 22%
34c. Advertising from companies on TV, signs, online, in print, or in store displays	57% / 42%	63% / 36%
34d. Online reviews from other consumers on sites like Amazon, Yelp, and Tripadvisor	54% / 41%	66% / 31%
34e. Reviews by bloggers	32% / 63%	40% / 58%
34f. Comments by other consumers on online forums, comment sections, and social media	59% / 37%	72% / 27%
34g. Information shared by friends, family or other acquaintances.	88% / 11%	95% / 5%

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[SAMPLE A, N=500, MOE = ±4.38%]

And, when you see, read or hear about a major corporation being active on social media, does it make you more likely or less likely to see that company as...

Impact of Hearing Corporations on Social Media <i>(Among Total Sample)</i>	More Likely	Less Likely	No Difference	DK / Ref
35a. Accessible and responsive to the questions and concerns of people like you	53%	31%	11%	6%
35b. Transparent and open about their business practices	45%	36%	14%	5%
35c. Trustworthy	37%	41%	16%	6%
35d. Consistent and dependable in their actions	42%	36%	14%	8%

Impact of Hearing Corporations on Social Media <i>(Showing More Likely / Less Likely)</i>	Total	Social Media Users
35a. Accessible and responsive to the questions and concerns of people like you	53% / 31%	59% / 26%
35b. Transparent and open about their business practices	45% / 36%	49% / 32%
35c. Trustworthy	37% / 41%	42% / 36%
35d. Consistent and dependable in their actions	42% / 36%	48% / 32%

36. **[SAMPLE A, N=500, MOE = ±4.38%]**

Now, as you know, the rapid growth of the internet, most recently through social media, has resulted in a vast amount of information from companies, reviewers, and other consumers about products and services. Which of the following statements do you agree with more?

Impact of Online Information on Consumers	Total	Social Media Users
This information has made it EASIER for me to be a well-informed consumer because it is now easier to research and compare products and it allows for increased communications with other consumers and with the companies themselves.	60%	69%
This information has made it HARDER for me to be a well-informed consumer because there is now too much information to manage, and it is hard to know what reports and reviews are reliable and trustworthy.	32%	27%
Don't know / Refused	7%	4%

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37. **[SAMPLE A, N=500, MOE = ±4.38%]**

And, do you believe that major corporations are active on social media mostly so they can...

Why Corporations Use Social Media	Total	Social Media Users
More easily interact with current and potential customers and collect feedback about their products and services so they can improve their businesses and personally respond to questions.	22%	20%
More easily advertise their products and services and collect information about current and potential customers so they can increase their profits and compete with other companies.	69%	73%
Don't know / Refused	10%	6%

Q38-Q47 OF SAMPLE B ONLY, N=500, MOE=±4.38%

Now, I'd like to ask you some questions about your experiences with government, including government agencies and elected officials...

38. **[SAMPLE B, N=500, MOE = ±4.38%]**

Which of the following have you done after you had a **NEGATIVE** experience with a government service or agency or when you **DISAGREED** with a particular government policy? (*ACCEPTED MULTIPLE ANSWERS*)

Response to NEGATIVE Government Experience	Total	Social Media Users
Talked about it in person with friends, family or acquaintances	72%	75%
Sent a letter, email, or made a phone call to a friend, family member, or acquaintance	48%	52%
Sent a letter, email, or made a phone call to a government official	39%	41%
Posted a review or comment online	21%	29%
Posted something on social media	18%	26%
Written a letter to the editor	17%	18%
Had an in-person meeting with a government official	16%	18%
None of these	20%	17%
Don't know / Refused	--	--

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39. [SAMPLE B, N=500, MOE = ±4.38%]

Which of the following have you done after you had a POSITIVE experience with a government service or agency or when you AGREED with a particular government policy? (ACCEPTED MULTIPLE ANSWERS)

Response to POSTIVE Government Experience	Total	Social Media Users
Talked about it in person with friends, family or acquaintances	75%	78%
Sent a letter, email, or made a phone call to a friend, family member, or acquaintance	47%	52%
Sent a letter, email, or made a phone call to a government official	32%	32%
Posted a review or comment online	24%	34%
Posted something on social media	19%	27%
Had an in-person meeting with a government official	17%	18%
Written a letter to the editor	13%	15%
None of these	18%	15%
Don't know / Refused	*	*

40. [SAMPLE B, N=500, MOE = ±4.38%]

And, in your experience, how responsive is the government to complaints about negative experiences?

Government Responsiveness to Negative Experiences	Total	Social Media Users
Very responsive	5%	3%
Somewhat responsive	33%	32%
TOTAL RESPONSIVE	38%	35%
Not very responsive	30%	32%
Not at all responsive	22%	24%
TOTAL NOT RESPONSIVE	53%	56%
Don't know / Refused	10%	8%

41. [SAMPLE B, N=500, MOE = ±4.38%]

And, compared to 10 to 15 years ago, do you believe that the government has become more responsive to complaints, less responsive, or about the same as they always were?

Government Responsiveness Compared to the Past	Total	Social Media Users
More responsive	18%	17%
Less responsive	30%	29%
About the same	44%	46%
Don't know / Refused	8%	8%

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42. **[SAMPLE B, N=500, MOE = ±4.38%]**

And, compared to 10 to 15 years ago, do you believe that you as a citizen have more influence in your dealings and negotiations with the government, less influence, or about the same amount?

Citizen Influence Over Corporations Compared to the Past	Total	Social Media Users
More influence	14%	14%
Less influence	35%	34%
About the same	45%	46%
Don't know / Refused	6%	5%

[SAMPLE B, N=500, MOE = ±4.38%]

When considering which candidate to support in the upcoming election for President, how much consideration do you give to each of the following? A Great Deal, Some, Not Very Much, or Not at All?

Consideration When Choosing to Support the Presidential Candidate <i>(Among Total Sample)</i>	GREAT DEAL / SOME	NOT VERY MUCH / NOT AT ALL	Great Deal	Some	Not Very Much	Not At All	DK / Ref
43a. Conversations with friends, family and acquaintances	73%	26%	19%	53%	12%	14%	2%
43b. Expert opinions in publications like weekly news magazines and major newspapers	58%	40%	12%	46%	13%	28%	2%
43c. Advertising from campaigns on TV, signs, online, or in print	24%	74%	2%	22%	24%	50%	2%
43d. Expert opinions on cable TV news	51%	45%	9%	41%	16%	29%	4%
43e. Opinion pieces by bloggers	16%	79%	2%	14%	19%	60%	6%
43f. Comments by other voters on online forums, comment sections, and social media	28%	67%	2%	25%	20%	48%	5%
43g. Information shared by friends, family or other acquaintances.	71%	27%	20%	52%	12%	15%	2%
43h. Opinions expressed on talk radio	37%	61%	9%	28%	19%	42%	2%

Consideration When Choosing to Support the Presidential Candidate <i>(Showing GREAT DEAL & SOME / NOT VERY MUCH & NOT AT ALL)</i>	Total	Social Media Users
43a. Conversations with friends, family and acquaintances	73% / 26%	76% / 23%
43b. Expert opinions in publications like weekly news magazines and major newspapers	58% / 40%	62% / 36%
43c. Advertising from campaigns on TV, signs, online, or in print	24% / 74%	24% / 74%
43d. Expert opinions on cable TV news	51% / 45%	54% / 43%
43e. Opinion pieces by bloggers	16% / 79%	19% / 78%
43f. Comments by other voters on online forums, comment sections, and social media	28% / 67%	32% / 66%
43g. Information shared by friends, family or other acquaintances.	71% / 27%	74% / 25%
43h. Opinions expressed on talk radio	37% / 61%	40% / 59%

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[SAMPLE B, N=500, MOE = ±4.38%]

And, when you see, read or hear about a candidate or an elected official being active on social media, does it make you more likely or less likely to see them as...

Impact of Hearing Candidates / Elected Officials on Social Media <i>(Among Total Sample)</i>	More Likely	Less Likely	No Difference	DK / Ref
44a. Accessible and responsive to the questions and concerns of people like you	44%	33%	15%	8%
44b. Transparent and open about their business practices	42%	38%	13%	7%
44c. Trustworthy	30%	41%	18%	10%
44d. Consistent and dependable in their actions	33%	39%	17%	10%

Impact of Hearing Candidates / Elected Officials on Social Media <i>(Showing More Likely / Less Likely)</i>	Total	Social Media Users
44a. Accessible and responsive to the questions and concerns of people like you	44% / 33%	49% / 32%
44b. Transparent and open about their business practices	42% / 38%	45% / 37%
44c. Trustworthy	30% / 41%	31% / 42%
44d. Consistent and dependable in their actions	33% / 39%	35% / 38%

45. **[SAMPLE B, N=500, MOE = ±4.38%]**

Now, as you know, the rapid growth of the internet, most recently through social media, has resulted in a vast amount of information from campaigns, elected officials, political commentators and other Americans about policies and issues. Which of the following statements do you agree with more?

Impact of Online Information on Citizens	Total	Social Media Users
This information has made it EASIER for me to be a well-informed citizen because it is now easier to research and compare issues and candidates and it allows for increased communications with other Americans and with the government itself.	47%	55%
This information has made it HARDER for me to be a well-informed citizen because there is now too much information to manage and it is hard to know what information is reliable and trustworthy.	41%	40%
Don't know / Refused	11%	5%

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46. **[SAMPLE B, N=500, MOE = ±4.38%]**
 And, do you believe that political campaigns and elected officials are active on social media mostly so they can...

<u>Why Campaigns / Elected Officials Use Social Media</u>	Total	Social Media Users
More easily interact with voters and collect feedback about their policies and positions so they can improve their understanding of Americans' concerns and personally respond to questions.	18%	17%
More easily advertise their campaigns and positions and collect information about current and potential supporters so they can increase their chances of winning re-election and compete with other candidates.	69%	74%
Don't know / Refused	13%	9%

47. **[ASKED OF SOCIAL MEDIA USERS IN SAMPLE B, N=319]**
 Thinking about the people and groups you're friends with or follow on social media, do they have...

<u>Political Views of Friends</u>	Social Media Users
Mostly the same political views as you	24%
Mostly different political views than you	9%
Have about an even mix of political views	60%
Don't know / Refused	8%

48. **[AMONG TOTAL SAMPLE]**
 And, which of the following statements do you agree with more...

<u>Impact of Social Media on Americans Influence on Government and Corporations</u>	Total	Social Media Users
Social media has given average Americans MORE influence in government and in their interactions with major corporations because it provides access to more information and allows people to quickly communicate and organize around common objectives.	49%	54%
Social media has NOT SIGNIFICANTLY CHANGED average Americans' influence in government or in their interactions with major corporations because the vast amount of information from different sources has led people to organize in many different groups with competing beliefs and objectives.	39%	39%
Don't know / Refused	11%	7%

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Demographic Questions

A. Gender

<u>Gender</u>	Total	Social Media Users
Male	48%	48%
Female	52%	52%

C. Region

<u>Region</u>	Total	Social Media Users
Northeast	10%	10%
Midatlantic	12%	11%
Deep South	22%	20%
Outer South	8%	8%
Upper Midwest	17%	17%
Great Plains	6%	5%
Mountain	6%	6%
Pacific	19%	23%

D. Age

<u>Age</u>	Total	Social Media Users
18-29	20%	27%
30-39	19%	22%
40-49	14%	16%
50-59	19%	17%
60-64	10%	8%
65+	18%	10%
Don't know / Refused	*	*

E. What is your current employment status? Are you...

<u>Employment</u>	Total	Social Media Users
Yes, full-time	40%	46%
Yes, part-time	14%	16%
No, not employed	45%	37%
Don't know / Refused	1%	1%

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F. **[ASKED AMONG THOSE NOT EMPLOYED, N = 454, MOE = ±4.6%]**
Which one of the following best applies to you?

<u>Unemployed Status</u>	Total	Social Media Users
Retired	47%	32%
Homemaker	13%	17%
Student	10%	17%
Unemployed and looking for work	16%	20%
Unemployed but not looking for work	12%	12%
Don't know / Refused	2%	2%

G. Which of the following applies to you? *(ACCEPTED MULTIPLE RESPONSES)*

<u>Children</u>	Total	Social Media Users
I have one or more children under 18 living with me in my home	29%	34%
I have one or more children under 18 but not living with me	7%	7%
I have one or more adult children age 18 or older	34%	26%
I do not have any children	30%	33%
Don't know / Refused	3%	3%

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

<u>Marital Status</u>	Total	Social Media Users
Married	47%	50%
Single and never married	23%	25%
Widowed	8%	4%
Divorced	10%	9%
Not married, but living together with a partner	6%	7%
Separated	2%	2%
Don't know / Refused	4%	3%

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

<u>Education</u>	Total	Social Media Users
Less than high school	6%	5%
High school graduate	22%	17%
Some college / vocational school	28%	30%
College graduate	26%	29%
Post-graduate	14%	16%
Don't know / Refused	3%	3%

J. Would state records show that you are CURRENTLY registered to vote?

<u>Registered Voter</u>	Total	Social Media Users
Yes	87%	89%
No	9%	7%
Don't know / Refused	4%	4%

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

<u>Political Affiliation</u>	Total	Social Media Users
Republican	25%	25%
Democrat	31%	30%
Independent / Something else / Other	39%	41%
Don't know / Refused	4%	4%

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

<u>Ideology</u>	Total	Social Media Users
Conservative	39%	36%
Moderate	31%	33%
Liberal	21%	23%
Don't know / Refused	9%	8%

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

<u>Income</u>	Total	Social Media Users
Less than \$15,000	14%	12%
\$15,000 to less than \$30,000	15%	14%
\$30,000 to less than \$50,000	20%	21%
\$50,000 to less than \$75,000	14%	14%
\$75,000 to less than \$100,000	10%	12%
\$100,000 to less than \$200,000	9%	11%
\$200,000 or more	4%	4%
Don't know / Refused	14%	13%

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

<u>Race / Ethnicity</u>	Total	Social Media Users
White/Caucasian	70%	69%
African-American/Black	10%	10%
Hispanic/Latino	10%	11%
Asian-American/Asian	1%	2%
Native American	1%	2%
Other	3%	3%
Don't know / Refused	4%	4%

O. And, thinking about where you live, would you describe it as an Urban area, a Suburban area or a Rural area?

<u>Geography</u>	Total	Social Media Users
Urban	24%	26%
Suburban	37%	38%
Rural	33%	31%
Don't know / Refused	6%	5%