



Heartland Monitor Poll XXI

National Sample of 1000 AMERICAN ADULTS AGE 18+ (500 on landline, 500 on cell)
(Sample Margin of Error for 1,000 Respondents = ±3.1% in 95 out of 100 cases)
Conducted October 22 – 26, 2014 via Landline and Cell Phone

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?

| Direction of Country <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 |
|---|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|--------------|
| Right direction | 47% | 38% | 38% | 34% | 34% | 27% | 30% | 26% | 28% | 20% |
| Wrong track | 42% | 50% | 50% | 55% | 54% | 62% | 60% | 60% | 58% | 70% |
| Neither | 2% | 3% | 4% | 4% | 4% | 6% | 4% | 6% | 4% | 4% |
| Don't know / refused | 9% | 9% | 8% | 6% | 8% | 4% | 6% | 8% | 10% | 6% |

| Direction of Country <i>(Trend Data Among Total Sample)</i> | 12/11 | 3/12 | 5/12 | 9/12 | 11/12 | 4/13 | 6/13 | 9/13 | 11/13 | 4/14 | 10/14 |
|---|--------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|--------------|-------------|--------------|
| Right direction | 20% | 30% | 33% | 35% | 41% | 29% | 30% | 25% | 23% | 27% | 24% |
| Wrong track | 70% | 60% | 57% | 56% | 51% | 60% | 58% | 64% | 65% | 62% | 63% |
| Neither | 5% | 3% | 3% | 3% | 3% | 5% | 6% | 4% | 5% | 4% | 5% |
| Don't know / refused | 5% | 7% | 7% | 6% | 5% | 6% | 5% | 8% | 7% | 6% | 8% |



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And now thinking about things in Washington, D.C...

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?

| Obama Approval/Disapproval <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 |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Strongly approve | 38% | 32% | 31% | 26% | 26% | 25% | 26% | 24% | 27% | 24% |
| Somewhat approve | 23% | 24% | 21% | 21% | 22% | 21% | 22% | 25% | 24% | 20% |
| TOTAL APPROVE | 61% | 56% | 52% | 47% | 48% | 46% | 48% | 49% | 51% | 44% |
| Somewhat disapprove | 8% | 9% | 11% | 13% | 11% | 10% | 12% | 14% | 13% | 11% |
| Strongly disapprove | 20% | 27% | 29% | 32% | 35% | 39% | 35% | 30% | 28% | 39% |
| TOTAL DISAPPROVE | 28% | 36% | 40% | 45% | 46% | 49% | 46% | 44% | 41% | 50% |
| Don't know / refused | 11% | 9% | 8% | 8% | 7% | 4% | 6% | 8% | 8% | 6% |

| Obama Approval/Disapproval <i>(Trend Data Among Total Sample)</i> | 12/11 | 3/12 | 5/12 | 9/12 | 11/12 | 4/13 | 6/13 | 9/13 | 11/13 | 4/14 | 10/14 |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Strongly approve | 22% | 25% | 26% | 29% | 32% | 25% | 24% | 19% | 18% | 21% | 17% |
| Somewhat approve | 22% | 27% | 21% | 21% | 22% | 21% | 24% | 21% | 19% | 21% | 24% |
| TOTAL APPROVE | 44% | 51% | 47% | 49% | 54% | 46% | 48% | 40% | 38% | 41% | 41% |
| Somewhat disapprove | 12% | 12% | 12% | 8% | 9% | 11% | 9% | 15% | 12% | 13% | 14% |
| Strongly disapprove | 37% | 32% | 36% | 37% | 34% | 38% | 36% | 39% | 43% | 39% | 36% |
| TOTAL DISAPPROVE | 49% | 45% | 48% | 45% | 42% | 49% | 46% | 54% | 55% | 52% | 49% |
| Don't know / refused | 7% | 5% | 6% | 5% | 4% | 4% | 6% | 6% | 7% | 7% | 9% |

3. Do you approve or disapprove of the way Congress is handling its job?

| Congressional Job Approval/Disapproval <i>(Trend Data Among Total Sample)</i> | 11/12 | 4/13 | 6/13 | 9/13 | 11/13 | 4/14 | 10/14 |
|---|------------|------------|------------|------------|------------|------------|------------|
| TOTAL APPROVE | 21% | 17% | 17% | 13% | 9% | 11% | 9% |
| TOTAL DISAPPROVE | 72% | 76% | 77% | 76% | 84% | 80% | 80% |
| Don't know / refused | 8% | 7% | 6% | 11% | 6% | 9% | 11% |



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

| Obama Administration's Actions <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 |
|---|------|------|------|------|------|-------|------|------|-------|-------|
| Increase opportunity for people like you to get ahead | 40% | 39% | 37% | 34% | 32% | 32% | 31% | 29% | 31% | 28% |
| Decrease opportunity for people like you to get ahead | 30% | 30% | 34% | 36% | 38% | 35% | 34% | 32% | 37% | 37% |
| Have no impact | 23% | 25% | 25% | 25% | 26% | 27% | 30% | 31% | 26% | 29% |
| Don't know / refused | 8% | 7% | 4% | 5% | 5% | 5% | 5% | 7% | 5% | 6% |

| Obama Administration's Actions <i>(Trend Data Among Total Sample)</i> | 3/12 | 5/12 | 9/12 | 11/12 | 4/13 | 6/13 | 9/13 | 11/13 | 4/14 | 10/14 |
|---|------|------|------|-------|------|------|------|-------|------|-------|
| Increase opportunity for people like you to get ahead | 31% | 32% | 36% | 36% | 29% | 29% | 22% | 23% | 25% | 25% |
| Decrease opportunity for people like you to get ahead | 34% | 34% | 36% | 34% | 43% | 40% | 47% | 47% | 46% | 37% |
| Have no impact | 29% | 29% | 21% | 26% | 21% | 26% | 25% | 25% | 23% | 32% |
| Don't know / refused | 5% | 5% | 6% | 5% | 7% | 5% | 5% | 5% | 7% | 6% |

5. And, how would you rate your current personal finance situation? Is it...

| Current Personal Financial Situation | 4/09 | 10/11 | 12/11 | 3/12 | 5/12 | 4/13 | 6/13 | 9/13 | 11/13 | 10/14 |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Excellent shape | 6% | 10% | 6% | 8% | 7% | 6% | 9% | 7% | 9% | 10% |
| Good shape | 36% | 29% | 35% | 37% | 36% | 40% | 39% | 37% | 34% | 34% |
| EXCELLENT / GOOD SHAPE | 42% | 39% | 41% | 45% | 43% | 46% | 49% | 44% | 44% | 44% |
| Only fair shape | 37% | 39% | 40% | 40% | 38% | 39% | 34% | 38% | 39% | 40% |
| Poor shape | 19% | 21% | 18% | 15% | 17% | 15% | 17% | 19% | 17% | 16% |
| ONLY FAIR / POOR SHAPE | 56% | 60% | 58% | 54% | 56% | 54% | 51% | 56% | 56% | 55% |
| Don't know / refused | 1% | 1% | 1% | 1% | 1% | 1% | * | * | * | * |



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

| 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% |

| Change in Personal Financial Situation <i>(Trend Data Among Total Sample)</i> | 9/12 | 11/12 | 4/13 | 6/13 | 9/13 | 11/13 | 10/14 |
|---|-------------|--------------|-------------|-------------|-------------|--------------|--------------|
| Improve | 45% | 39% | 36% | 47% | 43% | 39% | 38% |
| Stay the same | 35% | 36% | 40% | 40% | 43% | 43% | 47% |
| Become worse | 13% | 22% | 22% | 11% | 12% | 15% | 11% |
| Don't know / refused | 7% | 2% | 2% | 2% | 2% | 3% | 5% |

7. And, as you may know, there is an election coming up on November 4th. Do you think that as a result of that election, Congress and the President will cooperate to get things done in Washington...

| Cooperation in Washington, D.C. | Total |
|--|--------------|
| More than before | 13% |
| Less than before | 21% |
| About the same as before | 60% |
| Don't know / Refused | 7% |



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8. Now, for each of the following, tell me to what extent you think it would make life better for people like you? Would it make life A LOT BETTER, make life SOMEWHAT BETTER, or would it not have much impact?

| Make Life Better <i>(Among Total Sample)</i> | A Lot Better | Somewhat Better | Not Much Impact | Don't know / Refused |
|---|---------------------|------------------------|------------------------|-----------------------------|
| 8A. Democrats and Republicans compromising more to solve problems in Washington | 54% | 25% | 17% | 4% |
| 8B. Having Republicans control the House, Senate, and White House <i>[Asked of non-Democrats, N = 715]</i> | 17% | 24% | 47% | 11% |
| 8C. Having Democrats control the House, Senate, and White House <i>[Asked of non-Republicans, N = 774]</i> | 21% | 26% | 42% | 12% |
| 8D. US companies investing more money in America and hiring more Americans <i>[Sample A, N = 500]</i> | 62% | 25% | 10% | 2% |
| 8E. US companies giving more money and resources to community groups and charitable organizations <i>[Sample A, N = 500]</i> | 30% | 35% | 31% | 4% |
| 8F. Average Americans volunteering more time and donating more money to community groups and charitable organizations <i>[Sample B, N = 500]</i> | 36% | 33% | 27% | 4% |
| 8G. More Americans taking the responsibility to work hard, improve their skills and education, and provide for their families <i>[Sample B, N = 500]</i> | 60% | 23% | 14% | 3% |





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47. Now, which of the following has ever happened to you at work? As I read each one, please say Yes or No.

| Happened at work <i>(Among Current or Former Employees, N=941)</i> | Yes | No |
|---|------------|-----------|
| Falling short at work because you had to care for a child, spouse or parent | 25% | 75% |
| Missing important family experiences because you were denied time off from work | 27% | 73% |
| Going to work sick because you couldn't take off or felt like you shouldn't take time off | 49% | 51% |
| Being punished for missing time due to illness or caring for a family member | 14% | 86% |
| Being fired for missing time due to illness or caring for a family member | 8% | 92% |
| Missing out on personal experiences because of pressure to work late or not take vacation | 37% | 63% |
| Leaving a young child with inadequate supervision because you had to work and could not find affordable day care | 7% | 93% |
| Working different shifts as your spouse or partner because you could not provide day care for your children otherwise | 15% | 85% |
| None of these | 31% | * |

50. Which of the following do you think is more true?

| Flexibility vs. Efficiency at work <i>[Sample A Only, N=500]</i> | Total |
|---|--------------|
| In today's competitive economy, most employers can't afford to give workers much more flexibility in their schedule without harming their efficiency and their ability to stay in business | 26% |
| Even in today's competitive economy, employers could make it a priority to give workers much more flexibility in their schedules and happier workers would be more productive and better for business | 68% |
| Don't know / Refused | 5% |



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51. Which of the following statements do you agree with more?

| Balancing Life and Work <i>[Sample B Only, N=500]</i> | Total |
|--|--------------|
| In today's economy, it's not possible for most people to succeed at work, make a good living, and have enough time to contribute to their family and their community | 40% |
| Most people can succeed at work, make a good living, and contribute to their family and their community if they manage their time well and set the right priorities | 54% |
| Don't know / Refused | 6% |

DEMOGRAPHICS

A. Gender

| Gender | Total |
|---------------|--------------|
| Male | 49% |
| Female | 51% |

DX. Age

| Age | Total |
|------------|--------------|
| 18 - 29 | 22% |
| 30 - 39 | 17% |
| 40 - 49 | 18% |
| 50 - 59 | 17% |
| 60 - 64 | 7% |
| 65+ | 18% |
| Refused | 1% |



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D4. And, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

| Party Affiliation | Total |
|----------------------------------|------------|
| Republican | 23% |
| Democrat | 28% |
| Total Independent / Other | 45% |
| Independent | 27% |
| Something Else | 14% |
| Other | 4% |
| Don't know / Refused | 4% |

F. Thinking about children, which of the following describes you?

| Children | Total |
|---|------------|
| Children 0 – 17 | 33% |
| I have children under the age of 13 | 25% |
| I have children between 13 and 17 | 14% |
| No Children Under 17 | 72% |
| I have adult children age 18 or older | 41% |
| I have no children but hope to one day | 16% |
| I have no children and no plans to have any | 15% |
| Don't know / Refused | 1% |



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

| Employment Status | Total |
|-------------------------------------|------------|
| Total Employed | 55% |
| Employed full-time | 45% |
| Employed part-time | 10% |
| Total Unemployed | 44% |
| Retired | 20% |
| Student | 8% |
| Homemaker | 6% |
| Unemployed and looking for work | 5% |
| Unemployed but not looking for work | 5% |
| Don't know / Refused | 1% |

E2. When was the last time you had a regular job?

| Regular Job | Total |
|---------------------------------------|------------|
| Total Formerly Employed | 89% |
| Within the past five years | 46% |
| Five to ten years ago | 19% |
| Ten to twenty years ago | 17% |
| More than 20 years ago | 7% |
| Have not previously had a regular job | 9% |
| Don't know / Refused | 1% |

D1. People are often classified in different economic categories.

| Economic Status | Total |
|------------------------|-------|
| Upper Class | 1% |
| Upper Middle Class | 18% |
| Middle Class | 46% |
| Lower Middle Class | 22% |
| Lower Class | 10% |
| Don't know / Refused | 3% |



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D2. What is the last grade of formal education you have completed?

| Education | Total |
|--------------------------------|-------|
| Less than high school | 4% |
| High school graduate | 22% |
| Some college/vocational school | 30% |
| College graduate | 28% |
| Post graduate | 15% |
| Don't know / Refused | 2% |

D3. Please tell me which of the following categories best applies to your total annual household income?

| Annual Income | Total |
|----------------------------------|-------|
| Less than \$15,000 | 12% |
| \$15,000 to less than \$30,000 | 15% |
| \$30,000 to less than \$50,000 | 19% |
| \$50,000 to less than \$75,000 | 15% |
| \$75,000 to less than \$100,000 | 14% |
| \$100,000 to less than \$200,000 | 12% |
| \$200,000 or more | 3% |
| Don't know / Refused | 10% |

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

| Marital Status | Total |
|--|-------|
| Single and never married | 26% |
| Married | 49% |
| Not married but living together with a partner | 5% |
| Divorced | 9% |
| Separated | 3% |
| Widowed | 6% |
| Don't know / Refused | 2% |



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H. Which of the following best describes your Spouse's / Partner's current employment status?

| Spouse's Employment Status | Total |
|-------------------------------------|-------|
| Employed full-time | 56% |
| Employed part-time | 10% |
| Retired | 19% |
| Student | 2% |
| Homemaker | 9% |
| Unemployed and looking for work | 2% |
| Unemployed but not looking for work | 2% |
| Don't know / Refused | * |

D5. What is your main ethnic or racial background?

| Race/Ethnicity | Total |
|---------------------------|-------|
| White or Caucasian | 68% |
| Hispanic or Latino | 13% |
| African-American or Black | 12% |
| Asian-American or Asian | 1% |
| Native American | 1% |
| Other | 2% |
| Don't know / Refused | 2% |

D6. Region

| Region | Total |
|---------------|-------|
| Deep South | 21% |
| Great Plains | 6% |
| Mid Atlantic | 13% |
| Mountain | 6% |
| Northeast | 13% |
| Outer South | 8% |
| Pacific | 14% |
| Upper Midwest | 18% |