

ALLSTATE/NATIONAL JOURNAL HEARTLAND MONITOR POLL TOPLINE
National Sample of 1200 ADULTS AGE 18+ (Margin of Error = +/-2.8% in 95 out of 100 cases)
January 3-7, 2010

Core Questions – Mood of the Country

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

Direction of Country	April 8-14, 2009 (N=602, MoE = +/- 4.0%)	July 5-12, 2009 (N=1201, MoE=+/-2.8%)	Sept 24-28, 2009 (N=1200, MoE=+/-2.8%)	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)
Wrong track	42%	50%	50%	55%
Right direction	47%	38%	38%	34%
Neither	2%	3%	4%	4%
Don't Know / Refused	9%	9%	8%	6%

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

Obama Approval/ Disapproval	April 8-14, 2009 (N=602, MoE = +/- 4.0%)	July 5-12, 2009 (N=1201, MoE=+/-2.8%)	Sept 24-28, 2009 (N=1200, MoE=+/-2.8%)	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)
Strongly approve	38%	32%	31%	26%
Somewhat approve	23%	24%	21%	21%
TOTAL APPROVE	61%	56%	52%	47%
Somewhat disapprove	8%	9%	11%	13%
Strongly disapprove	20%	27%	29%	32%
TOTAL DISAPPROVE	28%	36%	40%	45%
Don't Know / Refused	11%	9%	8%	8%

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

2012 Elections Today	Total
Definitely vote to re-elect Obama	23%
Probably vote to re-elect Obama	16%
TOTAL RE-ELECT	39%
Probably vote for someone else	13%
Definitely vote for someone else	37%
TOTAL SOMEONE ELSE	50%
Don't Know / Refused	10%



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

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

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

5x. And, in your opinion did President Obama's economic policies over the last 12 months... (N=912, Margin of Error = +/-3.2%)

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



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Perceptions of the Economy

6. And, now thinking about you, specifically.... over the past 12 months have you or has anyone in your family experienced any of the following?

Economic Experiences	Total
Made significant reductions in spending, including putting off major purchases	48%
Withdrawn money from savings or pension funds to make ends meet	32%
Lost a job or been unemployed for a sustained period	31%
Reduced contributions to a 401 (k) or other pension or retirement fund	27%
Not experienced any significant changes in lifestyle or financial security	23%
Gone without health insurance for a sustained period	22%
Fallen behind on paying your mortgage or rent	14%
Had a house foreclosed upon	5%
None	14%
Don't Know	1%
Refused	1%

7. And thinking ahead to 2010, do you expect that your personal financial situation will...

Personal Financial Situation	Total
Improve	37%
Stay the Same	41%
Become Worse	20%
Don't Know	3%

Economic Policies, Trust & The Middle Class

8. Thinking some more about you... I would now like to read you a short list of various institutions and people. After I read each one, please tell me how much trust you have in each one to help you as you determine the best way to manage the financial risks you face in your life... A lot, some, or none at all...(A-G RANDOMIZED)

Trust to Manage Financial Risks	A lot	Some	None At All	DK/Refused
A. A spouse or close family member	64%	23%	11%	2%
B. A financial advisor	15%	48%	33%	4%
C. Elected officials in Washington, D.C.	6%	45%	47%	2%
D. Major corporations	6%	35%	56%	2%
E. National banks	8%	43%	45%	3%
F. Labor unions	12%	31%	53%	4%
G. Yourself	74%	21%	4%	2%

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9. And, turning to topics being discussed in Washington, D.C., how would you rate the job elected officials in Washington, D.C. are doing at working on solutions to the everyday financial issues you care about?

Elected Officials on Developing Solutions to Financial Issues	Total
Excellent	1%
Good	17%
EXCELLENT/GOOD (NET)	18%
Fair	36%
Poor	44%
FAIR/POOR (NET)	80%
Don't Know/ Refused	2%

10. 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
In the current economic environment, government is not the solution to our economic problems; government is the problem.	35%
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%
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%
Don't Know/ Refused	3%

11. And, thinking for a moment about those who run the federal government, I'd like to read you a series of statements. After I read each one, please tell me whether you think this statement applies to the federal government...(A-E RANDOMIZED)

Perceptions of Government	All of the time	Some of the time	None of the time	DK/Refused
A. Has the best interests of the American people in mind	13%	59%	27%	1%
B. Anticipates major problems before they occur	9%	52%	37%	1%
C. Is needed to monitor business issues such as financial fraud, environmental pollution, and workplace safety	32%	51%	14%	3%
D. Is managed well	5%	54%	39%	2%
E. Is a good resource for helping me in my financial life	5%	44%	50%	1%

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(SERIES Q12-16 ROTATED WITH SERIES Q17-21)

I'd now like to read you a list of some government policies that have been considered over the past 12 months. For each one, I'd like you to tell me whether, overall, you think this policy will help the U.S. economy, will hurt the U.S. economy, or will it have no impact? (12-16 RANDOMIZED)

<u>Government Policy on U.S. Economy</u>		Help the U.S. economy	Hurt the U.S. economy	Have no impact	DK/Refused
12.	The TARP program that provided financial assistance to banks	36%	43%	15%	5%
13.	The stimulus bill that provided for tax cuts, expansion of social welfare benefits and domestic spending	45%	38%	12%	5%
14.	Providing financial assistance to major U.S. auto companies	34%	45%	18%	2%
15.	A cap and trade system to address climate change by allowing government to set limits on the total amount of greenhouse gases that can be emitted nationally	43%	32%	19%	6%
16.	Health care reform	43%	44%	8%	6%

I'd now like to read you a list of some government policies that have been considered over the past 12 months. For each one, I'd like you to tell me whether, overall, you think this policy... will help your personal financial situation, hurt your personal financial situation, or will it have no impact? (17-21 RANDOMIZED)

<u>Government Policy on Personal Financial Situation</u>		Help personal financial sit	Hurt personal financial sit	Have no impact	DK/Refused
17.	The TARP program that provided financial assistance to banks	23%	35%	37%	6%
18.	The stimulus bill that provided for tax cuts, expansion of social welfare benefits and domestic spending	34%	33%	29%	4%
19.	Providing financial assistance to major U.S. auto companies	18%	35%	45%	2%
20.	A cap and trade system to address climate change by allowing government to set limits on the total amount of greenhouse gases that can be emitted nationally	28%	32%	35%	5%
21.	Health care reform	35%	42%	19%	4%

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22. Thinking back over all the actions the federal government has taken to respond to the financial crisis over the last 12 months, who do you think has benefited most from these policies? (RANDOMIZED)

Beneficiaries of Federal Government Actions	Total
Banks and investment companies	40%
Major corporations	20%
Wealthy individuals	16%
Middle class individuals	9%
Low-income individuals	8%
No one	2%
Don't Know	4%
Refused	1%

(ASKED ONLY OF THOSE WHO DID NOT SAY THAT MIDDLE CLASS INDIVIDUALS BENEFIT FROM FEDERAL GOVERNMENT ACTIONS) (N=1033, Margin of Error = +/-3%)

23. I notice in your last response you did not select that middle class individuals had benefitted most. Which of the following comes closer to your view as to why the federal government's policies over the last 12 months in response to the financial crisis have NOT primarily benefited middle class individuals? (ROTATED)

Government Policies and Middle Class Individuals	Total
These policies were not designed to benefit middle class individuals	48%
These policies were supposed to help middle class individuals, but the government has not implemented them effectively	46%
Don't Know	6%
Refused	1%

Repairing Trust

Turning now to the issue of trust in institutions...

(Q24-28X ROTATED WITH Q29-33)

I would now like to read you a few actions that large financial corporations might undertake moving forward. After I read each one, please tell me whether this action would increase the trust you have in them a lot, some or not at all. (RANDOMIZED)

Ways for Large Financial Corporations to Increase Public Trust	A lot	Some	None At All	DK/Refused
24. Acknowledging the mistakes they made that contributed to the financial crisis.	48%	31%	18%	2%
25. Not paying out bonuses to employees.	31%	32%	32%	5%
26. Paying back bailout money they received from the federal government as soon as possible.	59%	28%	11%	2%
27. Supporting tougher government regulation of their industries.	32%	40%	23%	5%
28. Hiring more American workers, even if it significantly decreases their profitability	46%	34%	17%	3%
28X. Helping provide Americans with greater access to programs to become more educated about how to manage their personal finances.	42%	39%	16%	2%

I would now like to read you a few actions that elected officials might undertake. After I read each one, please tell me whether this action would increase the trust you have in them a lot, some or not at all. (RANDOMIZED)

Ways for Elected Officials to Increase Public Trust	A lot	Some	None At All	DK/Refused
29. Focus more on compromising with members of the opposing political party	35%	39%	22%	3%
30. Make a stronger effort to stand up for principle, even if that risks increasing conflict with members of the opposing political party	51%	32%	13%	3%
31. Focus more on ensuring government programs are effective and do not waste taxpayer dollars	64%	25%	10%	1%
32. Be more upfront with the American people about who contributes to their campaigns and the businesses and people they meet with	58%	28%	12%	2%
33. Make a stronger effort to stand up to special interests	53%	31%	14%	2%

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34. And thinking broadly about the recession and its impact on the U.S., I would now like to read you two points of view regarding what lessons American society has learned over the past year from the financial crisis and the recession. After I read both, please tell me which one comes CLOSER to your view...(ROTATED)

Views Regarding Lessons Gleaned from Recession	Total
(SOME/OTHER) people say that individuals, companies and government have NOT learned to make responsible financial decisions because they have not been held accountable for their mistakes. They may change their behaviors in the short term while the economy recovers, but in the long term they are likely to return to making irresponsible financial decisions.	70%
(SOME/OTHER) people say that individuals, companies and government have learned to make responsible financial decisions, because they have learned there are serious negative consequences for their actions if they don't make responsible decisions. They are likely to make sound financial decisions going forward rather than risk bankruptcies, foreclosures and mounting debt.	25%
Don't Know	4%
Refused	1%

Obama & Congress

As we near the end of our survey, I'd like to turn again and ask you several questions about President Obama...

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

Obama Policies Over the Last 12 Months	Total
Not significantly better off yet, but beginning to move in the right direction because of the policies Obama has pursued	52%
Significantly worse off because of the policies Obama has pursued	31%
Significantly better off because of the policies Obama has pursued	13%
Don't Know/Refused	3%

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(ASKED ONLY OF THOSE WHO SAY OBAMA POLICIES HAVE LEFT COUNTRY BETTER OFF) (N=155, Margin of Error = +/-7.9%)

35X. What is the BIGGEST reason why you believe the policies that President Obama has pursued have left the country significantly better off? (RANDOMIZED)

Positive Impact of Obama Policies	Total
He is pursuing policies that will have long-term benefits, such as healthcare and global warming legislation	45%
He is pursuing policies that are meant to benefit people like me	20%
He has improved America's image around the world	16%
His policies have slowed job loss	10%
Other	4%
Don't Know/ Refused	5%

(ASKED ONLY OF THOSE WHO SAY OBAMA POLICIES BEGINNING TO MOVE COUNTRY IN RIGHT DIRECTION) (N=628, Margin of Error = +/-3.9%)

35Y. What is the BIGGEST reason why you believe the policies that President Obama has pursued have not had a significantly positive impact yet, but are beginning to move the country in the right direction? (RANDOMIZED)

Obama Policies Beginning to Move Country in the Right Direction	Total
He is putting in place policies that will have bigger benefits down the road	33%
He is showing himself to be a strong leader with the capacity to become a better president as time goes on	31%
While the overall unemployment rate is still rising, the number of jobs being lost every month has significantly declined	23%
Other	8%
Don't Know/ Refused	5%



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(ASKED ONLY OF THOSE WHO SAY OBAMA POLICIES HAVE LEFT COUNTRY WORSE OFF) (N=377, Margin of Error = +/-5%)

35Z. What is the BIGGEST reason why you believe the policies that President Obama has pursued have left the country significantly worse off? (RANDOMIZED)

Obama Policies Left Country Worse Off	Total
His policies have significantly increased government regulation and spending	45%
He has proven that he is not a strong leader	22%
He is compromising too much with his political opponents	8%
His ideas are not ambitious enough to solve the big problems facing our country	8%
He is trying to implement good policies, but he has been ineffective at steering them through Congress	8%
Other	7%
Don't Know/ Refused	2%

36. Had John McCain won the presidency, do you think the policies that he would have pursued over the last 12 months would have left the country in...

John McCain Policies Over Past 12 Months	Total
About the same shape as it is now under Obama	36%
Worse shape than it is now under Obama	32%
Better shape than it is now under Obama	24%
Don't Know	8%

37. Which of the following best describes your feelings about President Obama? (ROTATED)

Feelings about President Obama	Total
I like him and like his policies	43%
I like him but dislike his policies	31%
I dislike him but like his policies	3%
I dislike him and dislike his policies	18%
Don't Know	4%
Refused	1%

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38. As you may know, almost all Congressional Republicans have opposed proposals from President Obama and Congressional Democrats this year on the stimulus, health care, climate change and financial regulation, while the vast majority of Congressional Democrats have supported those proposals. Why do you think we are seeing such a stark division between the parties: (RANDOMIZED)

Congressional Divisions	Total
President Obama and the Democrats have made reasonable attempts to compromise, but Republicans are trying to obstruct their agenda for political gain	32%
Both President Obama and Congressional Republicans are making legitimate efforts to compromise but the differences between them are too great	21%
Republicans have made reasonable attempts to compromise, but President Obama and the Democrats have not compromised enough with Republicans to attract their support	19%
Both President Obama and Congressional Republicans have not made a genuine effort to compromise with the other side	19%
Don't Know	8%
Refused	1%

39. Which of the following comes CLOSEST to your view about President Obama's leadership style? Is he...? (ROTATED)

President Obama's Leadership Style	Total
Pursuing a thoughtful practical approach to coming up with the best policies for the country	44%
Overly determined to pursue a liberal ideological agenda he thinks is right but that will end up hurting America	37%
Too cautious to deliver real change and too accommodating to right-wing conservatives	13%
Don't Know	6%
Refused	1%

Now switching gears and thinking about specific public policy issues...

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

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



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41. And, on the topic of health care, as you understand it, do you (ROTATED) support or oppose the current legislation to reform health care in the U.S. currently being considered by Congress and the Senate? Do you support/oppose strongly or somewhat?

<u>Support/Oppose Health Care Legislation</u>	Sept 24-28, 2009 (N=1200, MoE=+/-2.8%)	Jan 3-7, 2010 (N=1200, MoE=+/-2.8%)
Strongly Support	31%	22%
Somewhat Support	18%	22%
NET SUPPORT	49%	44%
Somewhat Oppose	10%	10%
Strongly Oppose	32%	35%
NET OPPOSE	42%	46%
Don't Know/ Refused	9%	10%

Screeners

A. Gender

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

B. Region

<u>Region</u>	Total
Deep South	21%
Upper Midwest	18%
Pacific	16%
Northeast	10%
Midatlantic	13%
Outer South	9%
Great Plains	7%
Mountain	6%

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C. In what year were you born?

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

D. And, are you currently employed?

<u>Employment</u>	Total
Yes	51%
No	48%
Refused	1%

(ASKED ONLY OF THOSE WHO ARE NOT EMPLOYED) (N=576, Margin of Error = +/-4%)

E. Are you a student, a homemaker, retired, or unemployed and looking for work?

<u>Employment Status</u>	Total
Student	11%
Homemaker	14%
Retired	46%
Looking for work	22%
Refused	8%

(ASKED ONLY OF THOSE WHO ARE EMPLOYED) (N=617, Margin of Error = +/-3.9%)

F. Are you employed full-time or part-time?

<u>Full/Part Time</u>	Total
Full-time	78%
Part-time	21%
Refused	2%

Demographic Questions

I only have a few more questions for statistical purposes and then we'll be finished....

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

Education	Total
Less than high school	4%
High school graduate	24%
Some college/vocational school	27%
College graduate	30%
Post-graduate	13%
Don't Know / Refused	1%

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

Income	Total
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	17%
\$75,000 to less than \$100,000	11%
\$100,000 to less than \$200,000	13%
\$200,000 or more	4%
Don't Know / Refused	11%

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

Political Party	Total
Independent	30%
Democratic	30%
Republican	25%
Something else	12%
Other	1%
Don't Know / Refused	2%

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

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

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

<u>Marital Status</u>	Total
Single	25%
Married	55%
Divorced	11%
Separated	1%
Widowed	6%
Don't Know / Refused	1%

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

<u>2008 Presidential Vote</u>	Total
Barack Obama	38%
John McCain	33%
Other	4%
Did not vote	18%
Don't Know / Refused	8%

(ASK ONLY OF THOSE WHO ARE EMPLOYED) (N=617, Margin of Error = +/-3.9%)

48. Are you self-employed?

<u>Self-Employed</u>	Total
No	77%
Yes	21%
Refused	2%



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(ASK ONLY OF THOSE WHO ARE EMPLOYED) (N=617, Margin of Error = +/-3.9%)

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

Industry	Total
Academic or educational institution	10%
Medical Services	6%
Construction	6%
Manufacturing	6%
Retail / Store	6%
Fitness / Health	5%
Food Services	5%
Professional services (accounting, consulting, design, marketing)	5%
Local, State or Federal Government	4%
Agriculture	3%
Telecommunications / IT	3%
Engineering	3%
Financial Services	2%
Transportation	2%
Science / Technology	2%
Leisure / Hospitality / Hotel	2%
Real estate	2%
Non-profit	2%
Child Care	2%
Civil Service (emergency, fire, police)	1%
Pharmaceutical / Biotechnology	1%
Home / Business Services (electrical, plumbing)	1%
Energy	1%
Media / Entertainment	1%
Legal	1%
Military	1%
Other	14%
Refused	5%

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(ASK ONLY OF THOSE WHO ARE EMPLOYED) (N=617, Margin of Error = +/-3.9%)

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

<u>Role in Organization</u>	Total
Staff, Non-Management	16%
Executive / Management	12%
Owner	9%
Teacher	9%
Administrative / Clerical	8%
Middle Management, Non-Executive	6%
Associate	5%
Marketing / Sales	3%
Engineer	3%
Doctor	1%
Professor	1%
Lawyer	1%
Other	20%
Don't Know / Refused	7%

(ASK ONLY OF THOSE WHO ARE EMPLOYED) (N=617, Margin of Error = +/-3.9%)

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

<u>Number of People Employed by your Organization</u>	Total
1-10	21%
11-50	14%
51-100	8%
101-999	19%
1000-4999	12%
5000+	16%
Don't Know	8%
Refused	3%