

MEMORANDUM

TO: Allstate
FROM: FTI Consulting
DATE: 11 / 5 / 14
RE: Allstate/National Journal Heartland Monitor XXI Key Findings

This memorandum outlines key findings from the nationally representative survey conducted October 22-26, 2014 among N=1,000 American adults age 18+ reached via landline and cell phone. The margin of error for the N=1,000 telephone sample is +/- 3.1%. This research investigates Americans' views on what it means to live a good life, what Americans are experiencing in the workplace, and how employers can help Americans live a good life and give back to their community.

Summary of Survey Findings

Despite pervasive negativity about the direction the country and notwithstanding a cautious assessment of their personal finances, an overwhelming majority of Americans say they are living a good life, most are taking the time to give back to the community through activities and charitable causes, and working Americans say they are highly satisfied with their jobs and careers.

Americans have realistic and modest expectations for living a good life. Most say they don't need to be rich, but rather they simply need to be able to provide financial security and spend time with their family. A significant majority also say that part of living a good life is giving back, doing good and helping others to live a good life.

This twenty first survey in the Heartland Monitor series takes a close look at Americans' experiences in the workplace and explores how their employer can help them live a good life. The findings are encouraging and demonstrate that employers play a critical and central role in helping Americans make ends meet, take care of their families, realize their goals and dreams, and give back to their community.

Americans are proud of the work they do and they think very highly of their employer. That said, by more than three-to-one, Americans say they "work to live" rather than "live to work," placing higher priority on family and personal issues than on work responsibilities.

Despite that philosophy, Americans report making significant personal sacrifices to make ends meet while balancing work responsibilities with family commitments. For many, the days of a nine-to-five job with time off for holidays, vacation, and sick leave are over. With these challenges, Americans are looking for more flexibility and more personal time, and most say they would choose a job with less pay to obtain that.

This data presents a unique opportunity for Allstate to showcase all that it does to help Americans live a good life by helping emerging families build a financial future, by supporting agency owners who give back to their communities, and by helping thousands of employees grow their careers and provide for their families.

A Note on Terms

To address Allstate's key audiences, we refer to "Millennials" as those age 18-33 and "Emerging Households" as Millennials who either already have children or indicate that they would like to in the near future. There is considerable overlap between these groups, with Emerging Households accounting for 81% of Millennials. "Seniors" is used to refer to anyone age 69 and older, traditionally referred to as members of the "G.I. Generation" and the "Silent Generation." In this report, "Seniors" refers to anyone older than the "Baby Boomer" generation (current age 50-68) and Gen X'ers (age 33-49).

WHAT IT MEANS TO LIVE A GOOD LIFE

- Through recent years' political discord and economic unease, Americans are still staying positive and living their life. Nearly nine-in-ten (87%) say they're living a good life, including 85% of those who think the country is off on the wrong track and even 80% of those who rate their personal finances as "fair" or "poor."
 - This "good life" is being lived by at least 85% of nearly all groups regardless of age, gender, or socioeconomic group, only dipping into the 70's among the unemployed (70%) and those in households earning under \$30k/year (76%).
 - 91% of Millennials say they're living a good life, along with 89% of Hispanics and 91% of emerging households.
- For most Americans, living a good life does not require being wealthy (less than half, 48%, think it is necessary), but it does mean making enough money to live comfortably (97%) and providing financial security for your family (94%).
 - Millennials (52%) are more likely than Gen X'ers (47%), Boomers (47%), and Seniors (39%) to see being wealthy as necessary to living a good life.
 - Notably, both African Americans (62%) and Hispanics (55%) are more likely than Whites (43%) to see being wealthy as necessary to living a good life.
- In living a good life, Americans place higher value on work-life balance than they do on success and recognition in their job. **Work-life balance** is seen as necessary by 97% of those currently employed, with 82% saying it's VERY necessary. **Achieving success and recognition** is seen as necessary, but only to 82% of workers, with just 38% saying it is VERY necessary.



- Americans are fairly predictable in how they rate life’s experiences in terms of their necessity in living a good life. In fact, responses generally resemble the classic hierarchy of needs in which basic needs like health and security take priority over advanced achievements like success and recognition.

This data demonstrate that Americans see things like their health and financial security for their family as the most necessary aspects of living a good life. They give lower priority to financial “extras” like a comfortable retirement, home ownership, and debt-free living.

On nearly every item, there exists a substantial gap between what is seen as necessary compared to what is seen as realistic. Through this data, Americans say they’re struggling to meet certain requirements of life, like being financially secure, spending adequate time with family, and even maintaining their health.

Notably, the gap between the necessary and the achievable is narrower for “giving back,” indicating that community involvement is realistic for most Americans as part of their life.

Aspects of Living a Good Life	Very Necessary	Very Realistic	
Being in good health	87%	64%	-23
Enjoying enough quality time with family and friends	84%	59%	-25
Having a good balance between work and life [^]	78%	48%	-30
Providing financial security for your family	75%	47%	-28
Making enough money to live comfortably	74%	45%	-29
<u>Giving back, doing good, & helping other people live a good life</u>	<u>70%</u>	<u>60%</u>	<u>-10</u>
Living comfortably during retirement	69%	37%	-32
Living debt free	66%	42%	-24
Achieving personal goals and dreams	63%	52%	-11
Paying for your children’s college education*	60%	33%	-27
Owning your own home	56%	60%	+4
Achieving success and recognition in your career [^]	37%	40%	+3
Being wealthy	10%	11%	+1

[^]Among currently employed only

*Among parents of children under 18



- Millennials (53%) are only slightly less likely than the average American to see home ownership as a very necessary part of living a good life. Hispanics (63%) are more likely than either Whites (55%) or African-Americans (60%) to place such a high priority on home ownership. Among Emerging Households, home ownership is seen as very necessary by 56%, identical to the population as a whole.
- However, these groups question the achievability of home ownership. Just 44% of Millennials think that home ownership is “very realistic” for them, compared to 64% of Gen X’ers, 67% of Boomers and 77% of Seniors. Hispanics place the highest priority on home ownership, yet they are much less likely (46%) to see that goal as very realistic for them, trailing in this regard far behind African-Americans (61%) and Whites (64%). Many in Emerging Households also question home ownership, with 47% seeing it as a very realistic goal for them.
- A similar gap between necessity and reality exists for these three groups on other financial experiences like “living debt free” and “providing financial security for your family.” There is a bigger gap for Millennials compared to Americans in older generations and also for Hispanics compared to Whites and African-Americans.
- Americans think compromise in Washington is important in helping them live a good life. Nearly eight-in-ten (79%) say that Democrats and Republicans compromising more to solve problems will make life better for people like them. This sentiment holds true among more than 70% of Republicans, Independents, and Democrats alike.
- Americans think major institutions are getting in the way, rather than helping them live a good life. Both the federal government (34% “in the way” vs. 33% “help”) and large corporations (23% vs. 26%) are seen as unhelpful. Conversely, local businesses (54% “help”), community groups/charitable organizations (56%) and churches/religious groups (57%) are all seen as helpful.

HOW EMPLOYERS CAN HELP PEOPLE LIVE A GOOD LIFE

- To working Americans, their employer ranks only second to their family when it comes to people and groups that can help them live a good life. “Your employer” (78%) ranks behind “your family” (85%) but ahead of “your friends” (74%), community groups (53%) and churches or religious groups (51%).



- American workers generally think very highly of their employer. 82% think their employer makes a positive impact on the community, 87% would recommend it as a good place to work, 90% are proud to tell people about their employer, and 88% believe in their employer's mission and purpose.
- 83% of American employees agree that their employer allows them to live a good life by providing enough flexibility to balance job obligations with personal obligations and free time. However, just 49% of workers strongly agree with this.
 - This arrangement appears more frequent among employees of small organizations (10 or fewer), with 65% strongly agreeing.
 - 61% of Execs enjoy this experience, compared to just 46% of staff level employees.
- If given the choice between jobs based on the balance between work and personal/family time, two in three (67%) Americans would choose "more flexibility and shorter hours...but less pay" while just one-in-four (26%) would choose "more pay...but less flexibility and longer hours."
 - Millennials are most likely to trade their time for more pay (35%), but even so, 62% would choose the flexibility compared to 70% of Gen X'ers, 68% of Boomers, and 69% of Seniors.
 - 40% of African-Americans say they would choose more pay over more flexibility and time, compared to 22% of Whites and 29% of Hispanics.
 - 75% of working mothers would choose more flexibility and time over more pay compared to just 61% of working fathers.
- Millennials, and to a lesser extent Gen X'ers, place higher importance on flexibility from their employer, more so than workers from the Baby Boomer generation.
 - 77% of Millennials think it is important to have "the flexibility to work at different hours," compared to 64% of Gen X'ers and 60% of Boomers.
 - 74% of Millennials place importance on "more certainty and advance notice in hours and scheduling," compared to 66% of Gen X'ers and 59% of Boomers.
 - Millennials (69%) and Gen X'ers (68%) see "paid time for volunteering" as more important than do Boomers (60%).



- Millennials (65%) and Gen X'ers (61%) see “more paid sick leave” as more important than do Boomers (50%).
- Millennials (61%) and Gen X'ers (62%) also see “more flexibility to work from home” as more important than do Boomers (51%).
- By a wide margin, Americans believe that even in a competitive economy, employers can make it a priority to give workers more flexibility.
 - 68% say that employers can offer more flexibility in schedules that would lead to happier workers who are more productive and better for business.
 - Just 26% think that today's competitive economy makes it so employers can't afford much flexibility without harming their efficiency and their business.
 - This sentiment is shared by all levels of employee, from business owner and executive to staff level workers.
- Americans are more closely balanced on the concept of people being able to balance work commitments with family time and community contributions.
 - 40% believe it's not possible for most people to realize this balance in today's economy.
 - 54% think that if people manage their time correctly, they can succeed at achieving this balance.



GIVING BACK AND MAKING A DIFFERENCE

- The data indicate that Americans are giving back in large numbers and they're doing so to make a difference on issues they care about. More than eight-in-ten (82%) have volunteered their time or donated money within the last year to help a community group or charitable organization.
 - Nearly two-thirds (65%) of those who have volunteered have done so to bring about real change or to raise money for an issue they care about.
- By a wide margin, Americans think in-person action and volunteering (70%) is much more effective than online activity (9%) or donating money to a cause (16%).
- Nearly every single American (96%) believes that giving back and helping others live a good life is necessary for them to live a good life themselves.
- Among those currently employed who indicate they're not as involved as they'd like to be in community activities, 61% cite being "too busy with work" as the main reason.
- Our data shows a correlation between employer involvement in community and charitable causes and increased employee participation in volunteering and charitable giving.
 - Among American workers who say their job organizes employee volunteer activities, 71% say they've volunteered time to a charity or cause. Among workers with no volunteer opportunities at work, just 57% have volunteered time.
 - Among workers whose employers offer a charitable contribution match program, 83% have contributed money to a cause. Among those without such a program, just 75% have.
 - Nearly half (45%) of working Americans say they're more involved in their community because of their employer.
 - Two-in-three (66%) workers say that paid time to volunteer for community or charitable causes would be important to them in achieving a better work-life balance.



JOB EXPERIENCE AND WORK-LIFE BALANCE

- By a more than three-to-one margin, Americans say they “work to live” (76%) rather than “live to work” (22%).
 - Those who **work to live** (76%) agree more that their “job is important, but I make sure to put a higher priority on my family and my personal life.”
 - Those who **live to work** (22%) agree more that their “job often takes priority in my life over other things like my family and my personal life.”
 - This sentiment is consistent across the American workforce with the exception of one group - those who work more than 51 hours a week (45% say they “live to work”).
- Working Americans are highly satisfied with their jobs, with 93% saying they’re satisfied and 54% saying they’re very satisfied.
 - It’s good to be the boss. Those most satisfied in their work include business owners (68% very satisfied), and those at the executive level (64%). Among the majority of workers who say they work on the staff level or as an individual worker, satisfaction remains high (50% very satisfied), but lower than the Execs and also lower than middle managers (57% very satisfied).
 - Employees of the smallest organizations are, by a considerable margin, the most satisfied with their jobs. Among those who currently work somewhere with 10 or fewer employees, 69% say they are very satisfied with their job, far surpassing those in 11-100 employee jobs (52%), 101-2,500 employee jobs (49%), and 2,501+ employee jobs (50%).
 - Long-term employees, those who have worked at their current employer for 21 or more years, are modestly more likely to say they’re very satisfied (61%) than those with 6-20 years of tenure (56%), and also more than those with five or fewer years on the job (50%).
 - Among those currently working, Baby Boomers are most satisfied (62% very satisfied), and Gen X’ers are the least (45%). More than half (55%) of Millennials say they’re very satisfied with their job.
 - Those working for non- or not-for-profit organizations appear to be slightly more satisfied (59% very) than those working for the government (54%) and those in the private sector (52%).



- Among the one-in-ten American workers who belong to a labor union, 62% say they're very satisfied with their job compared to 53% of non-union workers.
- Working Americans are nearly universal (98%) in their belief that they are successful in their job, with two-in-three (63%) seeing themselves as very successful.
 - While a strong majority of nearly every subgroup and employee type sees themselves as very successful in their job, there are some interesting differences, especially when compared to satisfaction.
 - Business owners, the most SATISFIED of workers (68% very satisfied) are among LEAST likely to say they're very successful (48%).
 - Employees of small organizations of 10 or fewer were more satisfied (69%) than those at larger organizations but, with just 56% saying they're very successful at their job, they lag behind those at all larger employers by nine points.
 - Millennials are most likely to see themselves as very successful (67%), more so than Gen X'ers (61%) and Baby Boomers (62%).
- Employees are less satisfied on individual items related to their employment, specifically on matters regarding pay, benefits, opportunities for advancement, and work-life balance.
 - Just 31% of American workers say they're very satisfied with their pay, a sharp drop from the 54% who say they're very satisfied overall with their job. Likewise, just 43% are very satisfied with the benefits, 45% with the amount of paid vacation and sick leave offered, and 38% with opportunities for advancement. **These items, notably, are foundational to employees requirements for living a good life.**
 - Keeping employee satisfaction afloat, apparently, is their high satisfaction with their co-workers (72% very satisfied), the required hours (54%), and the mission, purpose, and values of their employer (59%).
 - Those working for small employers (10 or fewer) are much more satisfied with their employer's values and mission, with work-life balance, and with opportunities for advancement than workers at all other sized organizations.



- Workers at large organizations (2,501+) are more satisfied than other workers with their amount of paid leave and with their benefits.
- When determining what it means to be successful, more than half (55%) of American workers are likely to point to softer indicators like “making a positive impact” (31%) or “doing what you like” (24%) over more concrete measures like “a good work-life balance” (14%), pay (9%), receiving recognition (7%), and having authority (2%).
- Just under half (45%) of American workers say there’s at least some chance they will work on Thanksgiving Day, Christmas Day, or New Year’s Day. More than half (55%) of these workers say it won’t be by their own choice. Ultimately, one-in-four (25%) American workers will be required to work on one of these major holidays.
- Just over half (53%) of American workers now hold a traditional Monday through Friday nine-to-five job while 47% say they usually work nights, weekends, or some combination of schedules.
- 81% of American workers say they are required to be in contact outside of working hours, with 41% saying they’re required to be in contact frequently.
 - 58% of Execs are in touch with the office frequently along with 52% of Managers, and 33% of rank-and-file staff.
 - Of those required to be in contact frequently, three-in-ten (30%) say they could still do their job without being in contact. Of those required to be in contact only occasionally or rarely, 59% say they could still do their job without the after-hours contact.
 - Among those who require contact of any frequency outside of working hours, there is a significant generational split. Millennials are most likely (62%) to say that being in contact is pretty much required in order to do the job. Just 51% of Gen X’ers and 55% of Baby Boomers and older agree.
- More than half (56%) of American workers checked email or otherwise checked in with work on their last vacation.
 - Among not currently employed, but who were in the past, just 38% say they checked in with the office on their last vacation while working.



- There is an even split on the impact of this contact, with 43% saying that checking in on vacation is “more comforting because it allows you to keep track of what’s going on” and 45% saying it’s “more stressful because it takes away from your time off and ability to relax and ‘disconnect.’”
- 55% of Execs see checking in on vacation as “more comforting” while 36% see it as “more stressful.” 37% on the staff level see it as comforting versus the 48% who see it as more stressful.
- Many American workers have experienced challenges and struggles in the workplace because of family commitments.
 - 51% have gone to work sick because they couldn’t take time off, including 62% of working Moms.
 - 41% have missed out on personal experiences because of pressures to work late or not take vacation.
 - 29% of workers say they’ve fallen short at work because they had to care for a sick child, spouse, or parent. 55% of working Moms have experienced this, but only 33% of working Dads.
 - 27% have missed important family experiences due to being denied time off work, with working Dads (39%) slightly more than working Moms (33%).
 - 36% of parents with young kids report working different shifts as their spouse or partner because they could not provide day care otherwise.