



## 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?

| <b>Direction of Country</b><br><i>(Trend Data Among Total Sample)</i> | <b>4/09</b> | <b>7/09</b> | <b>9/09</b> | <b>1/10</b> | <b>4/10</b> | <b>8/10</b> | <b>12/10</b> | <b>3/11</b> | <b>5/11</b> | <b>10/11</b> |
|---|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|--------------|
| 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%           |

| <b>Direction of Country</b><br><i>(Trend Data Among Total Sample)</i> | <b>12/11</b> | <b>3/12</b> | <b>5/12</b> | <b>9/12</b> | <b>11/12</b> | <b>4/13</b> | <b>6/13</b> | <b>9/13</b> | <b>11/13</b> | <b>4/14</b> | <b>10/14</b> |
|---|--------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|--------------|-------------|--------------|
| 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?

| <b>Obama Approval/Disapproval</b><br><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%        |
| <b>TOTAL APPROVE</b>  | <b>61%</b> | <b>56%</b> | <b>52%</b> | <b>47%</b> | <b>48%</b> | <b>46%</b> | <b>48%</b> | <b>49%</b> | <b>51%</b> | <b>44%</b> |
| Somewhat disapprove   | 8%         | 9%         | 11%        | 13%        | 11%        | 10%        | 12%        | 14%        | 13%        | 11%        |
| Strongly disapprove   | 20%        | 27%        | 29%        | 32%        | 35%        | 39%        | 35%        | 30%        | 28%        | 39%        |
| <b>TOTAL DISAPPROVE</b>   | <b>28%</b> | <b>36%</b> | <b>40%</b> | <b>45%</b> | <b>46%</b> | <b>49%</b> | <b>46%</b> | <b>44%</b> | <b>41%</b> | <b>50%</b> |
| Don't know / refused  | 11%        | 9%         | 8%         | 8%         | 7%         | 4%         | 6%         | 8%         | 8%         | 6%         |

| <b>Obama Approval/Disapproval</b><br><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%        |
| <b>TOTAL APPROVE</b>  | <b>44%</b> | <b>51%</b> | <b>47%</b> | <b>49%</b> | <b>54%</b> | <b>46%</b> | <b>48%</b> | <b>40%</b> | <b>38%</b> | <b>41%</b> | <b>41%</b> |
| 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%        |
| <b>TOTAL DISAPPROVE</b>   | <b>49%</b> | <b>45%</b> | <b>48%</b> | <b>45%</b> | <b>42%</b> | <b>49%</b> | <b>46%</b> | <b>54%</b> | <b>55%</b> | <b>52%</b> | <b>49%</b> |
| 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?

| <b>Congressional Job Approval/Disapproval</b><br><i>(Trend Data Among Total Sample)</i> | 11/12      | 4/13       | 6/13       | 9/13       | 11/13      | 4/14       | 10/14      |
|---|------------|------------|------------|------------|------------|------------|------------|
| <b>TOTAL APPROVE</b>  | <b>21%</b> | <b>17%</b> | <b>17%</b> | <b>13%</b> | <b>9%</b>  | <b>11%</b> | <b>9%</b>  |
| <b>TOTAL DISAPPROVE</b>   | <b>72%</b> | <b>76%</b> | <b>77%</b> | <b>76%</b> | <b>84%</b> | <b>80%</b> | <b>80%</b> |
| 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...

| <b>Obama Administration's Actions</b><br><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%    |

| <b>Obama Administration's Actions</b><br><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...

| <b>Current Personal Financial Situation</b> | 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%        |
| <b>EXCELLENT / GOOD SHAPE</b>               | <b>42%</b> | <b>39%</b> | <b>41%</b> | <b>45%</b> | <b>43%</b> | <b>46%</b> | <b>49%</b> | <b>44%</b> | <b>44%</b> | <b>44%</b> |
| 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%        |
| <b>ONLY FAIR / POOR SHAPE</b>               | <b>56%</b> | <b>60%</b> | <b>58%</b> | <b>54%</b> | <b>56%</b> | <b>54%</b> | <b>51%</b> | <b>56%</b> | <b>56%</b> | <b>55%</b> |
| 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 financial situation will...

| <b>Change in Personal Financial Situation</b><br><i>(Trend Data Among Total Sample)</i> | <b>1/10</b> | <b>12/10</b> | <b>3/11</b> | <b>10/11</b> | <b>12/11</b> | <b>3/12</b> | <b>5/12</b> |
|---|-------------|--------------|-------------|--------------|--------------|-------------|-------------|
| 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%          |

| <b>Change in Personal Financial Situation</b><br><i>(Trend Data Among Total Sample)</i> | <b>9/12</b> | <b>11/12</b> | <b>4/13</b> | <b>6/13</b> | <b>9/13</b> | <b>11/13</b> | <b>10/14</b> |
|---|-------------|--------------|-------------|-------------|-------------|--------------|--------------|
| 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 4<sup>th</sup>. Do you think that as a result of that election, Congress and the President will cooperate to get things done in Washington...

| <b><u>Cooperation in Washington, D.C.</u></b> | <b>Total</b> |
|---|--------------|
| 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?

| <b>Make Life Better</b><br><i>(Among Total Sample)</i>  | <b>A Lot Better</b> | <b>Somewhat Better</b> | <b>Not Much Impact</b> | <b>Don't know / Refused</b> |
|---|---------------------|------------------------|------------------------|-----------------------------|
| 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<br><i>[Asked of non-Democrats, N = 715]</i>   | 17%                 | 24%                    | 47%                    | 11%                         |
| 8C. Having Democrats control the House, Senate, and White House<br><i>[Asked of non-Republicans, N = 774]</i>   | 21%                 | 26%                    | 42%                    | 12%                         |
| 8D. US companies investing more money in America and hiring more Americans<br><i>[Sample A, N = 500]</i>  | 62%                 | 25%                    | 10%                    | 2%                          |
| 8E. US companies giving more money and resources to community groups and charitable organizations<br><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<br><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<br><i>[Sample B, N = 500]</i> | 60%                 | 23%                    | 14%                    | 3%                          |

9. And, in your opinion, which would do more to help America solve problems and create solutions that benefit people like you?

| <b><u>Helps solve problems and create solutions</u></b>  | <b>Total</b> |
|--|--------------|
| Shifting authority and money from government to local groups like community groups and charitable organizations                | 23%          |
| Improving the way local, state and the federal government deliver services, spend tax dollars, and address the country's needs | 71%          |
| Don't know / Refused   | 6%           |





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14. Within the past year, have you donated money or volunteered your time for a community group or charitable organization?

| <u>Donated or volunteered</u> | <b>Total</b> |
|-------------------------------|--------------|
| <b>Volunteered or Donated</b> | <b>82%</b>   |
| Yes, donated money            | 21%          |
| Yes, volunteered time         | 12%          |
| Yes, both of these            | 49%          |
| No, neither of these          | 18%          |

15. What would you say is your MAIN motivation for volunteering?

| <u>Motivation for volunteering</u><br><i>(Among Volunteers)</i> | <b>Total</b><br><i>[N = 615]</i> |
|---|----------------------------------|
| To bring about real change on an issue you care about           | 44%                              |
| To raise money for a cause that is important to me              | 21%                              |
| To support something my family is doing                         | 17%                              |
| To stay busy, meet new people or learn new skills               | 13%                              |
| Don't know / Refused  | 5%                               |

16. Do you wish you were more involved with a community group or charitable organization or are you satisfied with your current involvement?

| <u>Satisfaction with involvement</u><br><i>(Among All)</i> | <b>Total</b> |
|--|--------------|
| Wish I was more involved                                   | 31%          |
| Satisfied with current involvement                         | 68%          |
| Don't know / Refused                                       | *            |



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17. What would you say is the MAIN reason you aren't as involved as you'd like to be?

| <b>Reason for less involvement</b><br><i>(Among those who Wish they were More Involved)</i> | <b>Total</b><br><i>[N = 312]</i> |
|---|----------------------------------|
| Too busy with work  | 43%                              |
| Too busy with family  | 18%                              |
| Don't have the money or resources   | 14%                              |
| Health won't allow it   | 12%                              |
| Don't know how to get involved  | 8%                               |
| There isn't a cause you care about  | 2%                               |
| Don't know / Refused  | 3%                               |

18. Are your children more active or less active in community groups or charitable organizations than you were at their age?

| <b>Activity in community or charity</b><br><i>(Among Parents of Age 13+)</i> | <b>Total</b><br><i>[N = 498]</i> |
|--|----------------------------------|
| More Active  | 41%                              |
| Less Active  | 30%                              |
| About the Same   | 25%                              |
| Don't know / Refused   | 3%                               |

19. Are your children more interested or less interested in creating positive social change through activism than you were at their age?

| <b>Interest in community or charity</b><br><i>(Among Parents of Age 13+)</i> | <b>Total</b><br><i>[N = 498]</i> |
|--|----------------------------------|
| More Interested  | 42%                              |
| Less Interested  | 26%                              |
| About the Same   | 28%                              |
| Don't know / Refused   | 4%                               |



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20. Which of the following do you believe is most effective way to make a positive difference on issues you care about?

| <b>Way to make a difference</b><br><i>(Among Total Sample)</i>                                 | <b>Total</b> |
|--|--------------|
| Being active online by signing online and sharing content about the issue through social media | 9%           |
| Donating money to a group working on the issue   | 16%          |
| Being active in person by volunteering your time and attending events related to the issue     | 70%          |
| Don't know / Refused   | 5%           |

21. Do you have one job or more than one job?

| <b>Employment</b><br><i>(Asked only of those currently employed, N = 549)</i> | <b>Currently Employed</b> |
|---|---------------------------|
| One job   | 85%                       |
| More than one   | 15%                       |
| Don't know / Refused  | 1%                        |

22. For what kind of employer do you / did you work?

| <b>Type of work</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|--|--------------|
| A business   | 65%          |
| A non-profit or not-for profit organization                              | 16%          |
| A government institution   | 18%          |
| Don't know / Refused   | 1%           |





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23. Do you currently / Did you ever own your own business?

| <b><u>Own your business</u></b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|--|--------------|
| Yes  | 18%          |
| No   | 82%          |
| Don't know / Refused   | *            |

24. Are you / Were you a member of a labor union?

| <b><u>Labor union</u></b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|--|--------------|
| Yes  | 15%          |
| No   | 85%          |
| Don't know / Refused   | *            |

25. And, in total at all locations, how many people work for your / worked for that employer?

| <b><u>Number of employees</u></b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|--|--------------|
| Just you   | 5%           |
| 10 or less   | 13%          |
| Between 11 and 100   | 22%          |
| Between 101 and 1,000  | 22%          |
| Between 1,001 and 2,500  | 7%           |
| Between 2,501 and 10,000   | 10%          |
| 10,001 or more   | 15%          |
| Don't know / Refused   | 5%           |



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26. As briefly as you can, please tell me the type of work you do / did and what kind of employer you work / worked for. (Among Current or Former Employees, N=941) **\*\*PENDING EMPLOYMENT GROUPS\*\***

| Type/kind of employer                          | Total |
|--|-------|
| Management                                     | 4%    |
| Business and finance                           | 6%    |
| Computers and math                             | 4%    |
| Architecture and engineering                   | 2%    |
| Life, physical, and social science             | *     |
| Community and social services                  | 4%    |
| Legal  | 1%    |
| Education, training, and library               | 12%   |
| Arts, design, entertainment, sports, and media | 4%    |
| Healthcare practitioner                        | 5%    |
| Healthcare support                             | 8%    |
| Emergency or Protective service                | 2%    |
| Food preparation and serving                   | 9%    |
| Building and grounds cleaning and maintenance  | 2%    |
| Personal care and service                      | 4%    |
| Sales  | 7%    |
| Office and administrative support              | 4%    |
| Farming, fishing, and forestry                 | 2%    |
| Construction and extraction                    | 5%    |
| Installation, maintenance, and repair          | 5%    |
| Production                                     | 5%    |
| Transportation and material moving             | 5%    |
| Military                                       | 2%    |
| Insurance                                      | 2%    |
| Customer Service                               | 5%    |
| Contractor                                     | 3%    |
| Consultant                                     | 1%    |
| Other  | 2%    |
| Don't know / Refused                           | 1%    |

27. What is your current / was your role or level at work?

| Role or Level<br>(Among Current or Former Employees, N=941) | Total |
|---|-------|
| Senior Executive  | 9%    |
| Director or Senior Manager                                  | 9%    |
| Manager   | 16%   |
| Staff Level or Individual Worker                            | 65%   |
| Other   | 1%    |
| Don't know / Refused  | 1%    |



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Y1. How long have you worked at this job / did you work at that job?

| <b>Tenure at job</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|---|--------------|
| Less than two years   | 23%          |
| Two to five years   | 25%          |
| Six to ten years  | 18%          |
| Eleven to twenty years  | 15%          |
| More than twenty years  | 18%          |
| Don't know / Refused  | 1%           |

28. How satisfied are you with your job? / were you with that job?

| <b>Satisfaction with job</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|---|--------------|
| Very Satisfied  | 58%          |
| Somewhat Satisfied  | 34%          |
| <b>TOTAL SATISFIED</b>  | <b>92%</b>   |
| Not Very Satisfied  | 4%           |
| Not at All Satisfied  | 3%           |
| <b>TOTAL NOT SATISFIED</b>  | <b>7%</b>    |
| Don't know / Refused  | *            |

29. And how successful are you at your job? / were you at that job?

| <b>Success at your job</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|---|--------------|
| Very Successful   | 65%          |
| Somewhat Successful   | 33%          |
| <b>TOTAL SUCCESSFUL</b>   | <b>98%</b>   |
| Not Very Successful   | 1%           |
| Not at All Successful   | 1%           |
| <b>TOTAL NOT SUCCESSFUL</b>   | <b>1%</b>    |
| Don't know / Refused  | 1%           |



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30. Which is the biggest factor by which you determine whether you are / were successful or not?

| <b>Factor to determine success</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|---|--------------|
| The pay   | 11%          |
| The amount of authority you had   | 3%           |
| The amount of recognition you received  | 8%           |
| Doing what you love   | 25%          |
| Job security  | 10%          |
| A good work-life balance  | 13%          |
| Making a positive impact  | 29%          |
| Don't know / Refused  | 3%           |

31. I asked you earlier to rate your level of satisfaction with your job. How satisfied are / were you with each of the following aspects of your job?

| <b>Satisfaction with your job</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total Satisfied</b> | <b>Total Not Satisfied</b> | Very | Somewhat | Not Very | Not At All | Don't know / Refused |
|--|------------------------|----------------------------|------|----------|----------|------------|----------------------|
| 31A. The pay   | 80%                    | 18%                        | 34%  | 46%      | 11%      | 7%         | 1%                   |
| 31B. The benefits  | 72%                    | 23%                        | 45%  | 27%      | 9%       | 14%        | 5%                   |
| 31C. The opportunities for advancement   | 72%                    | 22%                        | 39%  | 33%      | 11%      | 11%        | 6%                   |
| 31D. The ability to improve your skills and education at work                          | 82%                    | 15%                        | 50%  | 32%      | 8%       | 7%         | 3%                   |
| 31E. The required hours  | 87%                    | 12%                        | 54%  | 33%      | 7%       | 6%         | 1%                   |
| 31F. Your relationship with your co-workers  | 94%                    | 4%                         | 72%  | 23%      | 2%       | 2%         | 2%                   |
| 31G. The mission, purpose, and values of your employer                                 | 88%                    | 9%                         | 57%  | 30%      | 5%       | 4%         | 3%                   |
| 31H. The amount of paid vacation and sick leave  | 73%                    | 22%                        | 46%  | 27%      | 7%       | 15%        | 6%                   |
| 31I. The balance between work and your personal life or family obligations             | 86%                    | 13%                        | 50%  | 35%      | 9%       | 5%         | 1%                   |



## Heartland Monitor Poll XXI

Y2. Companies and organizations often go through periods of change, like new leadership or ownership, a merger, significant periods of growth, or controversies. Within the past few years, has your employer...

| <b>Changes over past few years</b><br><i>(Asked only of those currently employed, N = 549)</i> | <b>Currently Employed</b> |
|--|---------------------------|
| Gone through major positive changes  | 42%                       |
| Gone through major negative changes  | 19%                       |
| Not seen major changes either way  | 39%                       |
| Don't know / Refused   | 5%                        |

32. How many hours, in total do you work / did you work per week?

| <b>Hours worked per week</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|---|--------------|
| 10 or Less  | 2%           |
| 11 – 20   | 5%           |
| 21 – 30   | 10%          |
| 31 – 40   | 35%          |
| 41 – 50   | 25%          |
| 51 – 60   | 12%          |
| 61+   | 10%          |
| Don't know / Refused  | *            |

33. Compared to your ideal amount of hours, do you work / did you work...

| <b>Ideal hours</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|---|--------------|
| More Hours  | 26%          |
| Fewer Hours   | 9%           |
| About the right amount of hours   | 64%          |
| Don't know / Refused  | *            |



## Heartland Monitor Poll XXI

34. Do you / Did you receive...

| <b>Time off received</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|---|--------------|
| Paid vacation days  | 12%          |
| Paid sick days  | 3%           |
| Both of these   | 52%          |
| Neither of these  | 32%          |
| Don't know / Refused  | 1%           |

35. Do you / Did you usually take all or almost all of your paid days off, most of them, just some of them, or almost none?

| <b>Time off taken</b><br><i>(Asked if Receive Paid Vacation or Sick Days)</i> | <b>Total</b><br><i>(N=628)</i> |
|---|--------------------------------|
| All or Almost All   | 37%                            |
| Most of them  | 17%                            |
| Some of them  | 28%                            |
| Almost None   | 16%                            |
| Don't know / Refused  | 2%                             |

36. And, which statement best describes you...

| <b>Job priority</b><br><i>(Among Current or Former Employees, N=941)</i>                                    | <b>Total</b> |
|---|--------------|
| My job often takes / took priority in my life over other things like my family and my personal life         | 22%          |
| My job is / was important but I make / made sure to put a higher priority on my family and my personal life | 76%          |
| Don't know / Refused  | 1%           |





## Heartland Monitor Poll XXI

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

| <b>Flexibility vs. Pay</b><br><i>(Among Total Sample, N=1,000)</i>  | <b>Total</b> |
|---|--------------|
| More flexibility and shorter hours that give you more time for yourself and your family, but less pay than you could make elsewhere | 67%          |
| More pay than you could make elsewhere but less flexibility and longer hours that gives you less time for yourself and your family  | 26%          |
| Don't know / Refused  | 8%           |

38. Here are some things that some employers have done to help workers achieve a better balance between their obligations at work and their obligations to their family. How important would the following be to you?

| <b>Work Life Balance</b><br><i>(Asked of those currently employed, N = 549)</i> | <b>Total Important</b> | <b>Total Not Important</b> | Very IMPT | Somewhat IMPT | Not Very IMPT | Not At All IMPT | Don't know / Refused |
|---|------------------------|----------------------------|-----------|---------------|---------------|-----------------|----------------------|
| 38A. More flexibility to work at different hours                                | 67%                    | 30%                        | 38%       | 29%           | 14%           | 16%             | 3%                   |
| 38B. More flexibility to work from home   | 58%                    | 37%                        | 38%       | 20%           | 16%           | 20%             | 5%                   |
| 38C. More paid sick leave   | 59%                    | 37%                        | 33%       | 26%           | 21%           | 16%             | 5%                   |
| 38D. More certainty and advance notice in your hours and schedule               | 66%                    | 29%                        | 41%       | 26%           | 14%           | 14%             | 5%                   |
| 38E. Paid time to volunteer for community or charitable causes                  | 66%                    | 31%                        | 29%       | 36%           | 15%           | 17%             | 3%                   |
| 38F. Allowing workers to share a job through part time work                     | 52%                    | 42%                        | 21%       | 31%           | 20%           | 21%             | 6%                   |

39. If you had more time available outside of work, which of the following would be / would have been your first priority?

| <b>First Priority</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|--|--------------|
| Relaxation   | 8%           |
| Family   | 49%          |
| Health and exercise  | 9%           |
| Friends, hobbies and recreation  | 14%          |
| Community service and volunteering   | 5%           |
| Learning and continuing education  | 13%          |
| Don't know / Refused   | 1%           |



## Heartland Monitor Poll XXI

40. How often does your / did your work require you to be in contact by email, cellphone or other similar means of contact outside of working hours?

| <b>Work after hours</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|--|--------------|
| Frequently   | 36%          |
| Occasionally   | 20%          |
| Rarely   | 19%          |
| Never  | 24%          |
| Don't know / Refused   | 1%           |

41. Could you still do / have done your job without being in contact outside of working hours, or is / was being in contact pretty much required to do your job?

| <b>Contact required or not</b><br><i>(Asked if Require Contact)</i> | <b>Total</b><br><i>(N=707)</i> |
|---|--------------------------------|
| Could still do without being in contact                             | 44%                            |
| Being in contact was required                                       | 56%                            |
| Don't know / Refused  | *                              |

42. Thinking of the last vacation from work that you took, did you check email or otherwise check in with work?

| <b>Contact from work on vacation</b><br><i>(Asked if Require Contact)</i> | <b>Total</b><br><i>(N=707)</i> |
|---|--------------------------------|
| Yes   | 49%                            |
| No  | 49%                            |
| Don't know / Refused  | 1%                             |

43. Is checking in with work on vacation...

| <b>Checking in with work on vacation</b><br><i>(Asked if Require Contact)</i>                 | <b>Total</b><br><i>(N=707)</i> |
|---|--------------------------------|
| More comforting because it allows you to keep track of what's going on at the office          | 41%                            |
| More stressful because it takes away from your time off and ability to relax and "disconnect" | 47%                            |
| Don't know / Refused  | 12%                            |





## Heartland Monitor Poll XXI

44. The so-called normal work week is Monday through Friday from roughly 8 or 9am to 5 or 6pm. Understanding that hours may differ by job, do you / did you usually...

| <b>Work a normal week</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|--|--------------|
| Work this kind of normal work week   | 49%          |
| Work nights  | 10%          |
| Work weekends  | 9%           |
| Work some combination of schedules   | 43%          |
| Don't know / Refused   | 1%           |

45. How likely is it that you will work on at least one of the major upcoming holidays, like Thanksgiving Day, Christmas Day, or New Years' Day?

| <b>Work on holidays</b><br><i>(Asked of those currently employed only, N = 549)</i> | <b>Currently Employed</b> |
|---|---------------------------|
| Very Likely   | 24%                       |
| Somewhat Likely   | 9%                        |
| <b>TOTAL LIKELY</b>   | <b>33%</b>                |
| Not Very Likely   | 12%                       |
| Not at All Likely   | 54%                       |
| <b>TOTAL NOT LIKELY</b>   | <b>67%</b>                |
| Don't know / Refused  | *                         |



## Heartland Monitor Poll XXI

46. And, if you end up working on one of these holidays, will it be by your own choice or not?

| <b>Work on holidays</b><br><i>(Asked of those potentially working on holidays)</i> | <b>Total</b><br><i>(N = 248)</i> |
|--|----------------------------------|
| Own Choice   | 44%                              |
| Not Own Choice   | 55%                              |
| Don't know / Refused   | 1%                               |

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

| <b>Happened at work</b><br><i>(Among Current or Former Employees, N=941)</i>  | <b>Yes</b> | <b>No</b> |
|---|------------|-----------|
| 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%        | *         |





## Heartland Monitor Poll XXI

48. To what extent do you agree with each the following statements?

| <b>Social Awareness/Community Impact</b><br><i>(Among Current or Former Employees, N=941)</i>  | <b>Total Agree</b> | <b>Total Disagree</b> | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | Don't know / Refused |
|--|--------------------|-----------------------|----------------|----------------|-------------------|-------------------|----------------------|
| 48B. My employer makes / made a positive impact on the community<br><i>[Sample A, N = 479]</i>   | 79%                | 18%                   | 54%            | 26%            | 8%                | 9%                | 3%                   |
| 48C. The type of work I do helps / did helped people<br><i>[Sample A, N = 479]</i>   | 86%                | 12%                   | 64%            | 23%            | 6%                | 6%                | 2%                   |
| 48D. I would recommend my employer as a good place to work<br><i>[Sample A, N = 479]</i>   | 84%                | 14%                   | 56%            | 28%            | 5%                | 9%                | 2%                   |
| 48E. My employer is / was involved in social causes and charitable organizations that are important to me<br><i>[Sample B, N = 463]</i>  | 63%                | 28%                   | 37%            | 25%            | 10%               | 19%               | 10%                  |
| 48F. I am / was more involved in my community because of my employer   | 43%                | 54%                   | 22%            | 21%            | 24%               | 30%               | 4%                   |
| 48G. I am proud to tell people about my job and my employer<br><i>[Sample B, N = 463]</i>  | 86%                | 11%                   | 62%            | 25%            | 5%                | 6%                | 3%                   |
| 48H. I am / was less involved in community and charity activities than I'd like to be because of my work commitments   | 44%                | 54%                   | 18%            | 26%            | 22%               | 32%               | 2%                   |
| 48I. I believe / believed in my employer's mission and purpose<br><i>[Sample B, N = 463]</i>   | 87%                | 10%                   | 59%            | 28%            | 4%                | 6%                | 2%                   |
| 48J. My work and personal life often overlap. If I need to, I take care of personal matters while at work and also take care of work matters while at home. <i>[Currently Employed, Sample A, N=277]</i> | 74%                | 24%                   | 45%            | 29%            | 11%               | 13%               | 2%                   |
| 48K. My employer is vocal about their opinions on politics and legislation <i>[Currently Employed, Sample B, N=272]</i>  | 30%                | 62%                   | 17%            | 13%            | 21%               | 41%               | 7%                   |



## Heartland Monitor Poll XXI

49. To the best of your knowledge, which of the following does / did your employer take part in? As I read each one, please say Yes or No.

| <b>Employer Contributions</b><br><i>(Among Current or Former Employees, N=941)</i> | <b>Total</b> |
|--|--------------|
| Matching retirement contributions or providing 401(k) or pension                   | 59%          |
| Paying for or subsidizing employees' education                                     | 44%          |
| Sponsoring community or charitable programs  | 59%          |
| Matching employees' charitable contributions                                       | 28%          |
| Organizing employee volunteer activities   | 44%          |

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

| <b>Flexibility vs. Efficiency at work</b><br><i>[Sample A Only, N=500]</i>  | <b>Total</b> |
|---|--------------|
| 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%           |

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

| <b>Balancing Life and Work</b><br><i>[Sample B Only, N=500]</i>  | <b>Total</b> |
|--|--------------|
| 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%           |



## Heartland Monitor Poll XXI

The following questions (10, 11, 12, 13, & 48A) are proprietary to Allstate

10. Overall, do you think you are LIVING A GOOD LIFE?

| <u>Living a Good Life</u> | Total |
|---------------------------|-------|
| Yes                       | 87%   |
| No                        | 11%   |
| Don't know / Refused      | 1%    |

11. Next, for the following experiences, please tell me how NECESSARY each one is for you in order to live a good life?

| <b>Necessary to Live a Good Life</b><br><i>(Among Total Sample)</i>                                  | Total Necessary | Total Not Necessary | Very | Somewhat | Not Very | Not At All | Don't know / Refused |
|--|-----------------|---------------------|------|----------|----------|------------|----------------------|
| 11A. Being wealthy   | 48%             | 51%                 | 10%  | 37%      | 33%      | 18%        | 1%                   |
| 11B. Making enough money to live comfortably<br><i>[Sample A, N = 500]</i>                           | 97%             | 3%                  | 74%  | 23%      | 2%       | 1%         | *                    |
| 11C. Providing financial security for your family<br><i>[Sample B, N = 500]</i>                      | 94%             | 5%                  | 75%  | 18%      | 3%       | 2%         | 1%                   |
| 11D. Achieving success and recognition in your job or career<br><i>[Emp or Formerly Emp N = 941]</i> | 76%             | 21%                 | 37%  | 39%      | 13%      | 9%         | 2%                   |
| 11E. Having a good balance between work and life<br><i>[Emp or Formerly Emp N = 941]</i>             | 94%             | 4%                  | 78%  | 16%      | 2%       | 2%         | 2%                   |
| 11F. Giving back, doing good, and helping other people live a good life                              | 96%             | 3%                  | 70%  | 27%      | 2%       | 2%         | *                    |
| 11G. Enjoying enough quality time with family and friends<br><i>[Sample A, N = 500]</i>              | 99%             | 1%                  | 84%  | 15%      | 1%       | 1%         | *                    |
| 11H. Being in good health  | 99%             | 1%                  | 87%  | 11%      | 1%       | *          | *                    |
| 11I. Achieving personal goals and dreams<br><i>[Sample B, N = 500]</i>                               | 94%             | 6%                  | 63%  | 30%      | 3%       | 3%         | *                    |
| 11J. Owning your own home  | 85%             | 15%                 | 56%  | 29%      | 9%       | 6%         | *                    |
| 11K. Living debt free  | 92%             | 7%                  | 66%  | 26%      | 5%       | 2%         | *                    |
| 11L. Living comfortably during retirement  | 96%             | 3%                  | 69%  | 27%      | 2%       | 1%         | 1%                   |
| 11M. Paying for your children's college education<br><i>[Parents of Kids &lt;18, N = 331]</i>        | 90%             | 8%                  | 60%  | 30%      | 4%       | 4%         | 2%                   |



## Heartland Monitor Poll XXI

12. Next, for the following experiences, please tell me how REALISTIC each one is for you given your current life situation?

| <b>Realistic given life situation</b><br><i>(Among Total Sample)</i>                                 | <b>Total Realistic</b> | <b>Total Not Realistic</b> | Very | Somewhat | Not Very | Not At All | Don't know / Refused |
|--|------------------------|----------------------------|------|----------|----------|------------|----------------------|
| 12A. Being wealthy   | 41%                    | 58%                        | 11%  | 30%      | 31%      | 26%        | 2%                   |
| 12B. Making enough money to live comfortably<br><i>[Sample A, N = 500]</i>                           | 82%                    | 17%                        | 45%  | 37%      | 10%      | 7%         | 1%                   |
| 12C. Providing financial security for your family<br><i>[Sample B, N = 500]</i>                      | 83%                    | 15%                        | 47%  | 35%      | 8%       | 6%         | 2%                   |
| 12D. Achieving success and recognition in your job or career<br><i>[Emp or Formerly Emp N = 941]</i> | 78%                    | 17%                        | 40%  | 38%      | 8%       | 9%         | 4%                   |
| 12E. Having a good balance between work and life<br><i>[Emp or Formerly Emp N = 941]</i>             | 85%                    | 13%                        | 48%  | 37%      | 7%       | 6%         | 2%                   |
| 12F. Giving back, doing good, and helping other people live a good life                              | 92%                    | 7%                         | 60%  | 32%      | 4%       | 3%         | *                    |
| 12G. Enjoying enough quality time with family and friends<br><i>[Sample A, N = 500]</i>              | 91%                    | 9%                         | 59%  | 32%      | 6%       | 2%         | *                    |
| 12H. Being in good health  | 93%                    | 6%                         | 64%  | 29%      | 4%       | 2%         | 1%                   |
| 12I. Achieving personal goals and dreams<br><i>[Sample B, N = 500]</i>                               | 90%                    | 9%                         | 52%  | 38%      | 5%       | 4%         | 1%                   |
| 12J. Owning your own home  | 80%                    | 19%                        | 60%  | 20%      | 10%      | 9%         | 1%                   |
| 12K. Living debt free  | 72%                    | 27%                        | 42%  | 30%      | 13%      | 14%        | 1%                   |
| 12L. Living comfortably during retirement  | 76%                    | 22%                        | 37%  | 38%      | 13%      | 9%         | 3%                   |
| 12M. Paying for your children's college education<br><i>[Parents of Kids &lt;18, N = 331]</i>        | 68%                    | 32%                        | 33%  | 35%      | 19%      | 12%        | 1%                   |



## Heartland Monitor Poll XXI

13. And, what impact do the following groups and people have on your ability to LIVE A GOOD LIFE?  
Does each one **help you** live a good life, **get in the way** of a good life, or have **no real impact**?

| <b>Impact on ability to live a good life</b><br><i>(Among Total Sample)</i> | <b>Help</b> | <b>Get in the Way</b> | <b>No Impact</b> | <b>Don't know / Refused</b> |
|---|-------------|-----------------------|------------------|-----------------------------|
| 13A. Your employer<br><i>[Currently Employed, N = 549]</i>                  | 78%         | 5%                    | 15%              | 2%                          |
| 13B. Churches or religious groups   | 57%         | 7%                    | 35%              | 1%                          |
| 13C. Financial advisors   | 36%         | 7%                    | 54%              | 3%                          |
| 13D. State and local government<br><i>[Sample A, N = 500]</i>               | 38%         | 26%                   | 31%              | 4%                          |
| 13E. The federal government<br><i>[Sample B, N = 500]</i>                   | 33%         | 34%                   | 30%              | 3%                          |
| 13F. Community groups and charitable organizations                          | 56%         | 2%                    | 40%              | 2%                          |
| 13G. Your family<br><i>[Sample A, N = 500]</i>                              | 84%         | 3%                    | 12%              | 2%                          |
| 13H. Your friends<br><i>[Sample B, N = 500]</i>                             | 73%         | 2%                    | 24%              | *                           |
| 13I. Large corporations<br><i>[Sample A, N = 500]</i>                       | 23%         | 26%                   | 48%              | 3%                          |
| 13J. Local businesses<br><i>[Sample B, N = 500]</i>                         | 54%         | 2%                    | 42%              | 2%                          |

To what extent do you agree with each the following statements?

| <b>Social Awareness/Community Impact</b><br><i>(Among Current or Former Employees, N=941)</i>  | <b>Total Agree</b> | <b>Total Disagree</b> | Strongly Agree | Somewhat Agree | Somewhat Disagree | Strongly Disagree | Don't know / Refused |
|--|--------------------|-----------------------|----------------|----------------|-------------------|-------------------|----------------------|
| 48A. My employer allows / allowed me to live a good life by providing enough flexibility to balance my job obligations with personal obligations and free time | <b>81%</b>         | <b>16%</b>            | 48%            | 33%            | 7%                | 9%                | 2%                   |

### DEMOGRAPHICS

A. Gender

| <b>Gender</b> | Total |
|---------------|-------|
| Male          | 49%   |
| Female        | 51%   |



## Heartland Monitor Poll XXI

DX. Age

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

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

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

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

| <b>Children</b>                             | Total      |
|---|------------|
| <b>Children 0 – 17</b>                      | <b>33%</b> |
| I have children under the age of 13         | 25%        |
| I have children between 13 and 17           | 14%        |
| <b>No Children Under 17</b>                 | <b>72%</b> |
| 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%         |





## Heartland Monitor Poll XXI

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

| <b>Employment Status</b>            | Total      |
|-------------------------------------|------------|
| <b>Total Employed</b>               | <b>55%</b> |
| Employed full-time                  | 45%        |
| Employed part-time                  | 10%        |
| <b>Total Unemployed</b>             | <b>44%</b> |
| 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?

| <b>Regular Job</b>                    | Total      |
|---------------------------------------|------------|
| <b>Total Formerly Employed</b>        | <b>89%</b> |
| 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.

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



## Heartland Monitor Poll XXI

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

| <b>Education</b>               | 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?

| <b>Annual Income</b>             | 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...

| <b>Marital Status</b>                          | 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%    |



## Heartland Monitor Poll XXI

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

| <u>Spouse's Employment Status</u>   | 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?

| <u>Race/Ethnicity</u>     | 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

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