



Heartland Monitor Poll XXII

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 February 18-22, 2015

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

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

Direction of Country <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	2/15
Right direction	30%	33%	35%	41%	29%	30%	25%	23%	27%	24%	33%
Wrong track	60%	57%	56%	51%	60%	58%	64%	65%	62%	63%	54%
Neither	3%	3%	3%	3%	5%	6%	4%	5%	4%	5%	6%
Don't know / refused	7%	7%	6%	5%	6%	5%	8%	7%	6%	8%	7%



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

2. Overall, do you approve or disapprove of the way Barack Obama is handling his job as president?
[IF APPROVE / DISAPPROVE, ASKED:] Do you approve/disapprove strongly or somewhat?

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

Obama Approval/Disapproval <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	2/15
Strongly approve	25%	26%	29%	32%	25%	24%	19%	18%	21%	17%	24%
Somewhat approve	27%	21%	21%	22%	21%	24%	21%	19%	21%	24%	21%
TOTAL APPROVE	51%	47%	49%	54%	46%	48%	40%	38%	41%	41%	46%
Somewhat disapprove	12%	12%	8%	9%	11%	9%	15%	12%	13%	14%	11%
Strongly disapprove	32%	36%	37%	34%	38%	36%	39%	43%	39%	36%	37%
TOTAL DISAPPROVE	45%	48%	45%	42%	49%	46%	54%	55%	52%	49%	48%
Don't know / refused	5%	6%	5%	4%	4%	6%	6%	7%	7%	9%	6%

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

Congressional Job Approval/Disapproval <i>(Trend Data Among Total Sample)</i>	11/12	4/13	6/13	9/13	11/13	4/14	10/14	2/15*
TOTAL APPROVE	21%	17%	17%	13%	9%	11%	9%	18%
TOTAL DISAPPROVE	72%	76%	77%	76%	84%	80%	80%	71%
Don't know / refused	8%	7%	6%	11%	6%	9%	11%	11%

*[Sample A, N = 504]



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4. Do you approve or disapprove of the way the member of Congress from your district is handling their job?

Your Member of Congress Job Approval/Disapproval <i>[Sample B, N = 496]</i>	2/15
TOTAL APPROVE	36%
TOTAL DISAPPROVE	42%
Don't know / refused	21%

5. And, how would you rate the current state of the economy? Is it...

Current State of the National Economy <i>(Trend Data Among Total Sample)</i>	9/13	11/13	2/15
Excellent	1%	1%	3%
Good	10%	10%	22%
EXCELLENT / GOOD	11%	11%	25%
Fair	45%	45%	44%
Poor	43%	44%	29%
FAIR / POOR	88%	88%	73%
Don't know / refused	1%	*	1%

6. And over the next 12 months, do you think the economy, overall will...

Change in National Economy <i>(Trend Data Among Total Sample)</i>	11/12	4/13	6/13	9/13	11/13	2/15
Improve	44%	34%	37%	28%	29%	32%
Stay the same	22%	28%	34%	36%	30%	38%
Become worse	31%	35%	26%	31%	36%	25%
Don't know / refused	3%	3%	2%	5%	4%	5%



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7. And, how would you rate your current personal financial situation? Is it...

Current Personal Financial Situation	4/09	10/11	12/11	3/12	5/12	4/13	6/13	9/13	11/13	10/14	2/15
Excellent	6%	10%	6%	8%	7%	6%	9%	7%	9%	10%	8%
Good	36%	29%	35%	37%	36%	40%	39%	37%	34%	34%	36%
EXCELLENT / GOOD	42%	39%	41%	45%	43%	46%	49%	44%	44%	44%	44%
Fair	37%	39%	40%	40%	38%	39%	34%	38%	39%	40%	38%
Poor	19%	21%	18%	15%	17%	15%	17%	19%	17%	16%	17%
FAIR / POOR	56%	60%	58%	54%	56%	54%	51%	56%	56%	55%	55%
Don't know / refused	1%	1%	1%	1%	1%	1%	*	*	*	*	1%

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

Change in Personal Financial Situation <i>(Trend Data Among Total Sample)</i>	1/10	12/10	3/11	10/11	12/11	3/12	5/12	9/12
Improve	37%	30%	35%	38%	44%	41%	44%	45%
Stay the same	41%	42%	39%	46%	38%	43%	41%	35%
Become worse	20%	25%	23%	14%	14%	13%	12%	13%
Don't know / refused	3%	3%	3%	2%	4%	3%	4%	7%

Change in Personal Financial Situation <i>(Trend Data Among Total Sample)</i>	11/12	4/13	6/13	9/13	11/13	10/14	2/15
Improve	39%	36%	47%	43%	39%	38%	44%
Stay the same	36%	40%	40%	43%	43%	47%	46%
Become worse	22%	22%	11%	12%	15%	11%	8%
Don't know / refused	2%	2%	2%	2%	3%	5%	2%



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And, thinking about some specific aspects of the nation's economy, how would you rate each of the following?

<u>Rating for Different Aspects of Nation's Economy</u>	EXCELL- ENT/ GOOD	FAIR/ POOR	Excellent	Good	Fair	Poor	Don't know / refused
10. The performance of the stock market <i>[Among Total Sample, N = 1,000]</i>	38%	42%	10%	28%	33%	9%	20%
13. America's global competitiveness <i>[Among Total Sample, N = 1,000]</i>	31%	63%	5%	25%	37%	26%	6%
9. The job situation <i>[Sample A, N = 504]</i>	28%	69%	3%	25%	33%	35%	4%
11. Wages and incomes <i>[Sample B, N = 496]</i>	20%	77%	2%	19%	39%	37%	3%
12. The cost of living for necessities like housing, food, and energy <i>[Among Total Sample, N = 1,000]</i>	19%	79%	2%	17%	40%	39%	2%

14. To the extent the economy has improved in recent months, who do you think deserves the most credit? Is it...

<u>Deserves the Most Credit for Economy</u>	2/15
President Obama	37%
Republicans in Congress	27%
Both of them	4%
Neither of them	23%
It hasn't improved	3%
Don't know / refused	6%



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

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

Obama Administration's Actions <i>(Trend Data Among Total Sample)</i>	5/11	10/11	12/11	3/12	5/12	9/12	11/12
Increase opportunity for people like you to get ahead	29%	31%	28%	31%	32%	36%	36%
Decrease opportunity for people like you to get ahead	32%	37%	37%	34%	34%	36%	34%
Have no impact	31%	26%	29%	29%	29%	21%	26%
Don't know / refused	7%	5%	6%	5%	5%	6%	5%

Obama Administration's Actions <i>(Trend Data Among Total Sample)</i>	4/13	6/13	9/13	11/13	4/14	10/14	2/15
Increase opportunity for people like you to get ahead	29%	29%	22%	23%	25%	25%	32%
Decrease opportunity for people like you to get ahead	43%	40%	47%	47%	46%	37%	32%
Have no impact	21%	26%	25%	25%	23%	32%	31%
Don't know / refused	7%	5%	5%	5%	7%	6%	4%



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16. And, in your opinion did President Obama's economic policies...

Obama Economic Policies Over the Years <i>(Trend Data Among Total Sample)</i>	4/13	6/13	9/13	11/13	2/15
Run up a record federal deficit while failing to significantly improve the economy	47%	46%	50%	52%	45%
Help to avoid an even worse economic crisis, and are fueling economic recovery	40%	42%	37%	34%	42%
Don't know / refused	13%	11%	14%	13%	12%

Previous Question Wording and Data:

And, in your opinion did President Obama's economic policies...

Obama Economic Policies Over the Past Year <i>(Trend Data among Total Sample)</i>	9/09*	1/10*	4/10*	8/10*	10/11^	3/12^	5/12^	9/12^	11/12
Run up a record federal deficit while failing to end the recession or slow the record pace of job losses	43%	46%	46%	48%	48%	44%	46%	44%	44%
Help avoid an even worse economic crisis, and are laying the foundation for our eventual economic recovery	43%	43%	42%	39%	43%	45%	45%	46%	47%
Don't know / refused	14%	11%	11%	12%	9%	11%	10%	10%	9%

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

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

17. Now, which of the following comes CLOSEST to your view regarding the proper role of government in the economy?

Proper Role of Government in the Economy <i>(Trend Data among Total Sample)</i>	1/10	4/10	8/10	5/11	10/11	5/12	9/12	11/12	4/13	2/15
In the current economic environment, government is not the solution to our economic problems; government is the problem.	35%	33%	35%	36%	40%	38%	38%	38%	37%	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%	28%	33%	34%	29%	31%	27%	28%	31%	34%
In the current economic environment, the government must play an active role in regulating the marketplace and ensuring that the economy benefits people like me.	29%	32%	28%	27%	27%	27%	29%	31%	27%	27%
Don't know / refused	3%	7%	3%	3%	4%	3%	5%	4%	4%	4%



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18. Thinking about the major challenges facing the country, do you think there is more progress being made today at...

More Progress Being Made At...	2/15
The state and local level	64%
The national level	26%
Don't know / refused	10%

19. Overall, when you think about the biggest economic and social challenges facing America, do you think new ideas and solutions are more likely to come from...

New Ideas And Solutions Come From...	2/15
State and Local institutions like government, businesses, and volunteer or community organizations because they are closer to the problems, are more adaptable, and have more at stake in finding solutions.	69%
National institutions like the federal government, national businesses, and major non-profit organizations because they have more financial resources, experience, and long-term stability.	22%
Don't know / refused	10%

And, on some specific issues and situations, which of the following do you think would do a better job, national institutions like I just described or state and local institutions?

Who Would Do A Better Job At... <i>(Among Total Sample)</i>	State & Local Institutions	National Institutions	Don't know / refused
25. Making neighborhoods more attractive places to live	89%	9%	2%
21. Improving the way we educate young people	66%	29%	5%
24. Finding new ways to provide more opportunity to poor people	63%	32%	6%
20. Developing new products and services that create new jobs	63%	30%	7%
26. Improving wages and living standards for average families	57%	39%	5%
23. Ensuring that businesses are regulated fairly and consistently	51%	43%	6%
22. Finding new ways to save energy and improve the environment	43%	51%	6%



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Now, I'd like to ask some questions about your local area, that is the area in which you live, work, and spend most of your time.

27. First of all, which of the following best describes your local area? Is it...

<u>Your Local Area Is...</u>	2/15
A small city or town	41%
A suburb	22%
A big city	19%
A rural area	17%
Don't know / refused	1%

28. Do you feel that your local area, in general, is headed in the right direction, or do you think things are seriously off on the wrong track?

<u>Direction of Local Area</u>	2/15
Right direction	66%
Wrong track	25%
Neither	5%
Don't know / refused	4%

29. Do you approve or disapprove of the job that political leaders in your local area are doing?

<u>Local Political Leaders' Job Approval/Disapproval</u>	2/15
TOTAL APPROVE	60%
TOTAL DISAPPROVE	31%
Don't know / refused	9%



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30. And, how would you rate the economy in your local area? Is it...

Current State of Local Economy	2/15
Excellent	8%
Good	35%
EXCELLENT / GOOD	42%
Fair	39%
Poor	18%
FAIR / POOR	57%
Don't know / refused	1%

31. And over the next 12 months, do you think the economy in your local area will...

Change in Local Area Economy	2/15
Improve	35%
Stay the same	51%
Become worse	11%
Don't know / refused	2%



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Next I'd like to know how you would rate your local area on a number of different factors. Please give each factor a rating of Excellent, Good, Fair, or Poor. The (first/next) one is...

<u>Rating of Local Area Factors</u>	EXCELL- ENT/ GOOD	FAIR/ POOR	Excellent	Good	Fair	Poor	Don't know / refused
44. The availability of technology like high speed internet [Sample B, N = 496]	70%	29%	26%	44%	18%	11%	2%
32. Overall quality of life [Among Total Sample, N = 1,000]	68%	31%	17%	52%	25%	7%	*
46. Clean air, water, and open-space [Sample B, N = 496]	67%	33%	26%	41%	23%	9%	*
43. The quality of colleges and universities [Sample B, N = 496]	67%	29%	27%	40%	20%	10%	4%
33. The activity level of volunteer and community organizations [Among Total Sample, N = 1,000]	58%	39%	17%	42%	27%	12%	3%
38. The availability of quality healthcare [Sample A, N = 504]	57%	41%	16%	41%	26%	15%	2%
47. Cultural and entertainment options [Sample B, N = 496]	53%	46%	20%	32%	27%	18%	2%
36. The crime rate and public safety [Sample A, N = 504]	52%	47%	16%	36%	30%	17%	1%
45. Services for those in need [Sample B, N = 496]	50%	48%	10%	40%	33%	15%	2%
35. The quality of K-12 education [Sample A, N = 504]	49%	45%	14%	34%	25%	19%	6%
40. Property values [Sample A, N = 504]	48%	50%	8%	39%	33%	17%	2%
39. The quality of roads and transportation options [Sample A, N = 504]	44%	55%	8%	35%	30%	25%	1%
34. The job situation [Sample A, N = 504]	38%	59%	7%	31%	33%	26%	3%
42. The cost of living for necessities like housing, food, and energy [Sample B, N = 496]	38%	60%	5%	33%	38%	22%	3%
41. Wages and incomes [Sample B, N = 496]	35%	62%	5%	30%	39%	23%	3%
37. The amount you pay in local and property taxes [Sample A, N = 504]	28%	63%	4%	24%	43%	20%	9%



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48. To the extent that you've seen improvements in your local area over the past ten years or so, what do you think had MOST to do with those improvements?

What Had The Most To Do With Improvements...	2/15
Business performance	32%
Contributions by community organizations	30%
Government policies	15%
Larger trends in the country or world	11%
Don't know / refused	12%

49. Now, thinking broadly about how institutions like government, business, and community organizations in your local area respond to challenges and opportunities.

Do they typically offer ideas and solutions that are...

Institutions Offer Ideas And Solutions That Are...	2/15
New and forward-thinking	28%
Adequate but unremarkable	42%
Old and outdated	21%
Don't know / refused	8%

50. And, which approach would you prefer that local institutions take when faced with challenges and opportunities...

Preferred Approach To Challenges And Opportunities	2/15
Trying new ideas and solutions, even if the outcomes may be uncertain	71%
Relying on tried and tested ideas and solutions, even if means a lack of new thinking	20%
Don't know / refused	9%



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51. Which of the following do you think would do most to improve the quality of life in your local area?

Improve The Quality Of Life In Your Local Area	2/15
More local investments by government in areas like education and transportation	25%
More local investments by businesses	22%
Lower local and property taxes	21%
A reduction in crime and drugs	16%
More local volunteering in community activities	10%
Don't know / refused	4%

52. And, which of the following do you believe will provide the best job opportunities in your local area?

Provide The Best Job Opportunities	2/15
Local businesses	62%
National or global businesses	19%
Government agencies or services	8%
Non-profit organizations	7%
Don't know / refused	4%

Now, thinking about different ways to address challenges facing your local area, how much would each of the following help your local area? Would it help: A Great Deal, Some, Not Very Much, or Not at All?

Help Your Local Area <i>(Among Total Sample)</i>	GREAT DEAL/ SOME	NOT VERY MUCH/ NOT AT ALL	Great Deal	Some	Not Very Much	Not At All	Don't know / refused
56. Investments made by businesses operating in your area	89%	8%	50%	39%	5%	4%	3%
55. Programs by local volunteer and non-profit organizations	84%	13%	34%	50%	9%	4%	3%
54. Programs from local and state government	83%	15%	36%	47%	8%	6%	2%
57. Partnerships between business and government	71%	24%	31%	40%	15%	10%	4%
53. Programs from the federal government	67%	30%	27%	41%	14%	16%	2%



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58. Which of the following that you personally can do would have the biggest impact to improve life in your local area?

Biggest Impact You Can Do In Your Local Area	2/15
Buying from local and small businesses	47%
Voting in local elections	29%
Volunteering for community organizations	20%
Don't know / refused	4%

59. And, compared to ten years ago, do your personal resources like time and money give you more ability or less ability to make an impact on your local area?

Ability To Impact Your Local Area <i>[Sample A, N = 504]</i>	2/15
More ability	53%
Less ability	33%
No difference	11%
Don't know / refused	4%

60. And, compared to ten years ago, do average people have more influence or less influence on challenges facing your local area?

Influence On Challenges In Your Local Area <i>[Sample B, N = 496]</i>	2/15
More influence	41%
Less influence	44%
No difference	10%
Don't know / refused	5%



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Now, please tell me whether each of the following statements describes your local area: Very Well, Somewhat Well, Not Very Well, or Not Well at All. The (first/next) one is...

Describes Local Area	VERY/ SMWT WELL	NOT VERY/ NOT AT ALL WELL	Very Well	SMWT Well	Not Very Well	Not Well At All	Don't know / refused
61. A good place to raise a family [Among Total Sample, N = 1,000]	86%	13%	60%	26%	7%	6%	1%
64. A place where all types of people have equal opportunity to get ahead [Sample A, N = 504]	74%	24%	40%	35%	14%	10%	2%
66. A place where most people share your religious beliefs [Sample A, N = 504]	73%	22%	35%	38%	13%	8%	6%
65. A place where there are people from many different ethnic and racial backgrounds [Sample A, N = 504]	72%	26%	40%	32%	17%	8%	3%
62. A good place to retire [Among Total Sample, N = 1,000]	71%	27%	43%	29%	16%	12%	1%
63. A good place to start a business [Among Total Sample, N = 1,000]	70%	27%	33%	37%	18%	9%	3%
67. A place where most people share your political beliefs [Sample A, N = 504]	63%	32%	25%	38%	20%	12%	6%

Now, please tell me how important it is for you that your local area be each of the following. Is it: Very Important, Somewhat Important, Not Very Important, or Not at all Important?

Important to Local Area	VERY/ SMWT IMPORT- ANT	NOT VERY/ NOT AT ALL IMPORT- ANT	Very Import- ant	SMWT Import- ant	Not Very Import- ant	Not At All Import- ant	Don't know / refused
68. A place where all types of people have equal opportunity to get ahead [Sample B, N = 496]	94%	5%	76%	18%	2%	3%	1%
69. A place where there are people from many different ethnic and racial backgrounds [Sample B, N = 496]	77%	19%	42%	35%	9%	10%	4%
71. A place where most people share your political beliefs [Sample B, N = 496]	56%	42%	19%	36%	26%	16%	3%
70. A place where most people share your religious beliefs [Sample B, N = 496]	51%	47%	25%	26%	24%	23%	2%



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72. Do you currently live in the same local area, or in close proximity, to where you grew up?

<u>Live In Area Where You Grew Up</u>	2/15
Yes	54%
No	46%
Don't know / refused	*

73. Not including temporary residence elsewhere for things like college, the military, or something similar, have you ever lived in a different part of the country or world for an extended period of time?

<u>Lived Elsewhere Than Hometown</u> <i>[Asked of respondents who live in same area as they grew up, N = 537]</i>	2/15
Yes	35%
No	64%
Don't know / refused	*

<u>Type of Resident</u>	2/15
Homesteaders (never moved away)	34%
Boomerangers (returned to area)	19%
Carpetbaggers (moved away)	46%

74. For how many years have you lived in your local area?

<u>Length of Residency</u>	2/15
Five years or less	17%
Six to Ten years	13%
Eleven to Twenty years	22%
Twenty-One or more years	48%
Don't know / refused	*



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75. Generally speaking, do you think your overall quality of life would be better if you lived in an area with...

Population Size For Better Quality Of Life	2/15
More people	9%
Fewer people	23%
Or would population size make no difference	62%
Quality of life is as good as it can	4%
Don't know / refused	2%

76. Thinking about young people in your local area, where would you advise them to settle down for the best future opportunities?

Advice for Best Future Opportunities	2/15
In your local area	42%
In a different part of this country	44%
In a different country	6%
Don't know / refused	7%

77. And, regardless of where you live right now, what type of area do you think offers the best access to good healthcare, public services, and entertainment options?

Best Access To Resources	2/15
A big city	48%
A small city or town	22%
A suburb	22%
A rural area	4%
Don't know / refused	4%



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78. How likely is it that you will move to a different area within the next few years? Is it...

Likelihood to Move	2/15
Very likely	20%
Somewhat likely	17%
LIKELY	37%
Not very likely	20%
Not at all likely	41%
NOT LIKELY	61%
Don't know / refused	2%





Heartland Monitor Poll XXII

79. What would be your most important reasons for moving to a different area?

Reasons for Moving <i>[Ask of respondents who would likely move, N = 372]</i>	2/15
EMPLOYMENT	35%
Job//Work (Non-specific)	24%
Better job//better paying job//better income	7%
Retirement//to retire	4%
FAMILY	24%
Closer to family//to be with family//family	10%
Safer area//less crime//better place to raise kids	8%
Better education//good schools for children	7%
Family home//where I grew up	1%
COMMUNITY ATTRIBUTES	24%
Climate//better weather	10%
Nicer place to live//sense of community	5%
College//University//Professional Education	4%
Entertainment//shopping//culture//more to do	4%
Health reasons//better health care	3%
ECONOMY//FINANCES	16%
Lower cost of living//less expensive	8%
Better economy//money//finances (Non-specific)	6%
Taxes//lower taxes	3%
POPULATION	10%
Smaller population//less crowded//smaller town	6%
Larger population//More people//bigger city	4%
OTHER MENTIONS	17%
Changes//want to move//want to live in a different place	7%
Better life//better quality of life	7%
Opportunities (Non-specific)	4%
OTHER//NONE//NOTHING//DON'T KNOW//REFUSED	3%



Heartland Monitor Poll XXII

On a different topic...

80. Do you expect a refund on your taxes this year?

Tax Refund	2/15
Yes	55%
No	39%
Don't know / refused	6%

81. On which of the following are you most likely to spend that refund?

Tax Refund Spending <i>[Asked of respondents with tax refund, N = 547]</i>	2/15
Pay off debt	37%
Save or Invest it	29%
Spend it on necessities	20%
Spend it on something nice or fun	8%
Donate it to charity	2%
Don't know / refused	4%

82. As you probably know, gas prices are the lowest they've been in several years. How much difference has this made in your personal financial situation? Has it made...

Gas Price Savings	2/15
A huge difference	15%
A significant difference	17%
A modest difference	23%
Only a slight difference	24%
No difference	19%
I don't drive/buy gas/haven't saved any money	2%
Don't know / refused	1%



Heartland Monitor Poll XXII

83. And, which of the following are you doing MOST with the money you've saved in gas?

Gas Price Savings Spending <i>[Asked of respondents who saved on gas prices, N = 779]</i>	2/15
Using the savings to cover necessities	31%
Paying off debt or buying less on credit	27%
Saving or investing	19%
Driving more	8%
Spending more on luxuries	7%
I don't drive/buy gas/haven't saved any money	3%
Don't know / refused	4%



Heartland Monitor Poll XXII

DEMOGRAPHICS

A. Gender

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

B. Region

<u>Region</u>	Total
Deep South	18%
Great Plains	7%
Mid Atlantic	14%
Mountain	6%
Northeast	12%
Outer South	9%
Pacific	14%
Upper Midwest	20%

DX. Age

<u>Age</u>	Total
18 - 29	22%
30 - 39	17%
40 - 49	18%
50 - 59	16%
60 - 64	8%
65+	18%
Refused	1%



Heartland Monitor Poll XXII

D1. Which of the following best describes your current employment status?

Employment Status	Total
Total Employed	56%
Employed full-time	46%
Employed part-time	10%
Total Not Employed	42%
Retired	22%
Student	7%
Homemaker	5%
Unemployed and looking for work	5%
Unemployed but not looking for work	3%
Don't know / refused	2%

D2. And, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

Party Affiliation	Total
Republican	23%
Democrat	25%
Total Independent / Other	49%
Independent	29%
Something Else	18%
Other	2%
Don't know / refused	3%

D3. Thinking about children, which of the following describes you?

Children	Total
Parents (multiple responses accepted)	70%
I have school-age children	32%
I have adult children age 18 or older	45%
Non-Parents	27%
I have no children but hope to one day	17%
I have no children and no plans to have any	11%
Don't know / refused	3%



Heartland Monitor Poll XXII

D4. People are often classified in different economic categories.

<u>Economic Status</u>	Total
Upper Class	2%
Upper Middle Class	14%
Middle Class	47%
Lower Middle Class	22%
Lower Class	12%
Don't know / refused	3%

D5. What is the last grade of formal education you have completed?

<u>Education</u>	Total
Less than high school	5%
High school graduate	23%
Some college/vocational school	28%
College graduate	28%
Post graduate	14%
Don't know / refused	1%

D6. Please tell me which of the following categories best applies to your total annual household income?

<u>Annual Income</u>	Total
Less than \$15,000	11%
\$15,000 to less than \$30,000	14%
\$30,000 to less than \$50,000	16%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	13%
\$100,000 to less than \$200,000	14%
\$200,000 or more	3%
Don't know / refused	13%



Heartland Monitor Poll XXII

D7. Which of the following best describes your current relationship status? Are you...

Marital Status	Total
Married	48%
Not married but living together with a partner	8%
Single and never married	22%
Divorced	10%
Separated	3%
Widowed	6%
Don't know / refused	2%

D8. What is your main ethnic or racial background?

Race/Ethnicity	Total
White or Caucasian	68%
Hispanic or Latino	10%
African-American or Black	12%
Asian-American or Asian	2%
Native American	1%
Other	4%
Don't know / refused	3%