



Heartland Monitor Poll XX

National Sample of 1000 ADULTS AGE 18+
 (Sample Margin of Error for 1,000 Respondents = $\pm 3.1\%$ in 95 out of 100 cases)
 Conducted April 9-13, 2014 Via Landline (700) and Cell Phone (300)

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

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





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

Obama Approval/Disapproval <i>(Trend Data Among Total Sample)</i>	10/11	12/11	3/12	5/12	9/12	11/12	4/13	6/13	9/13	11/13	4/14
Strongly approve	24%	22%	25%	26%	29%	32%	25%	24%	19%	18%	21%
Somewhat approve	20%	22%	27%	21%	21%	22%	21%	24%	21%	19%	21%
TOTAL APPROVE	44%	44%	51%	47%	49%	54%	46%	48%	40%	38%	41%
Somewhat disapprove	11%	12%	12%	12%	8%	9%	11%	9%	15%	12%	13%
Strongly disapprove	39%	37%	32%	36%	37%	34%	38%	36%	39%	43%	39%
TOTAL DISAPPROVE	50%	49%	45%	48%	45%	42%	49%	46%	54%	55%	52%
Don't know / refused	6%	7%	5%	6%	5%	4%	4%	6%	6%	7%	7%

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
TOTAL APPROVE	21%	17%	17%	13%	9%	11%
TOTAL DISAPPROVE	72%	76%	77%	76%	84%	80%
Don't know / refused	8%	7%	6%	11%	6%	9%





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

Obama Administration's Actions <i>(Trend Data Among Total Sample)</i>	7/09	9/09	1/10	4/10	8/10	12/10	3/11	5/11
Increase opportunity for people like you to get ahead	40%	39%	37%	34%	32%	32%	31%	29%
Decrease opportunity for people like you to get ahead	30%	30%	34%	36%	38%	35%	34%	32%
Have no impact	23%	25%	25%	25%	26%	27%	30%	31%
Don't know / refused	8%	7%	4%	5%	5%	5%	5%	7%

Obama Administration's Actions <i>(Trend Data Among Total Sample)</i>	10/11	12/11	3/12	5/12	9/12	11/12	4/13	6/13	9/13	11/13	4/14
Increase opportunity for people like you to get ahead	31%	28%	31%	32%	36%	36%	29%	29%	22%	23%	25%
Decrease opportunity for people like you to get ahead	37%	37%	34%	34%	36%	34%	43%	40%	47%	47%	46%
Have no impact	26%	29%	29%	29%	21%	26%	21%	26%	25%	25%	23%
Don't know / refused	5%	6%	5%	5%	6%	5%	7%	5%	5%	5%	7%

5. Do you approve or disapprove of the way the private sector, meaning companies and business, are operating in the United States?

Private Sector Approval/Disapproval	Total
TOTAL APPROVE	40%
TOTAL DISAPPROVE	44%
Don't know / refused	17%

6. Thinking very broadly about things in the United States today...do you believe that the country needs major changes, minor changes, or should things pretty much stay the same?

Changes in the Country	Total
Needs major changes	70%
Needs minor changes	25%
Things should stay same	3%
Don't know / refused	2%



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7. **[ASKED IF RESPONDENT THINKS THE COUNTRY NEEDS CHANGES, N = 952]**
Who do you think should lead those changes?

<u>Lead Changes in the Country</u>	Total
Average Americans	42%
State and local government	21%
The federal government	19%
Companies and businesses	7%
Don't know / refused	10%

And, when thinking about the major issues and challenges facing the country today, please tell me if you believe that each of the following people and groups are mostly **HELPING**, mostly **HURTING**, or having no effect?

<u>Groups' Effects on Challenges</u>	Helping	Hurting	No Effect	Dk / ref
14. Community groups	66%	6%	20%	8%
13. Small business organizations [B: N = 500]	64%	11%	21%	4%
10. Church and religious organizations [A: N = 500]	46%	17%	32%	6%
9. State and local government	39%	33%	22%	6%
15. Average Americans	39%	17%	37%	6%
21. Social activists [B: N = 500]	35%	34%	20%	11%
22. Labor Unions [A: N = 500]	32%	38%	20%	10%
23. Public-private partnerships between government and business [B: N = 500]	27%	40%	19%	14%
11. Large corporations [A: N = 500]	25%	53%	15%	8%
16. Political activists [A: N = 500]	25%	41%	22%	13%
20. Celebrity activists [A: N = 500]	24%	36%	31%	9%
8. The federal government	21%	58%	16%	5%
18. Wealthy political donors [A: N = 500]	19%	54%	18%	9%
12. Corporate CEOs [B: N = 500]	18%	50%	21%	11%
17. Political parties [B: N = 500]	12%	63%	16%	8%
19. Lobbyists [B: N = 500]	11%	59%	19%	11%



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[ASKED Q24-Q38 OF SAMPLE A, N = 500]

And, on each of the following issues, do you believe that the country is headed in the right direction or is it off on the wrong track? The (first/next) one is...

<u>Issue Direction</u>	Right Direction	Wrong Track	Neither	Dk / ref
24. Ensuring equal rights for all Americans	51%	42%	3%	3%
36. Producing more domestic sources of energy	51%	40%	2%	7%
35. Protecting the environment	48%	44%	2%	6%
37. Reducing crime and domestic violence	44%	47%	4%	5%
31. Improving access to healthcare and reducing costs	42%	53%	1%	4%
32. Improving the quality of K-12 education	40%	53%	1%	5%
25. Growing the economy and creating jobs	39%	55%	2%	4%
26. Protecting individual liberties	39%	55%	2%	4%
27. Making it easier to start and run a business	36%	50%	1%	12%
28. Providing more public spending on education, research, and infrastructure	35%	54%	3%	7%
34. Protecting benefits like Social Security and Medicare	34%	59%	3%	4%
33. Keeping a college education affordable	33%	61%	1%	5%
30. Reducing poverty	27%	66%	3%	3%
29. Reducing taxes and government spending	24%	70%	1%	5%
38. Protecting Americans' privacy	23%	72%	2%	3%





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[ASKED Q39-Q53 OF SAMPLE B, N = 500]

And, on each of the following issues, how much ability do you think average Americans have, through their own actions, to make a difference? A Great Deal, Some, Not Very Much, or None at All? The (first/next) one is...

Average Americans Making a Difference on Issues	Great Deal / Some	Not Much / None At All	Great Deal	Some	Not Much	None At All	Dk / ref
50. Protecting the environment	78%	20%	40%	39%	13%	8%	1%
47. Improving the quality of K-12 education	74%	24%	33%	42%	13%	12%	1%
39. Ensuring equal rights for all Americans	72%	27%	33%	39%	13%	14%	2%
52. Reducing crime and domestic violence	70%	28%	37%	34%	12%	16%	1%
41. Protecting individual liberties	67%	31%	32%	34%	15%	16%	2%
40. Growing the economy and creating jobs	62%	36%	26%	36%	21%	15%	2%
42. Making it easier to start and run a business	61%	36%	21%	40%	21%	15%	3%
43. Providing more public spending on education, research, and infrastructure	61%	37%	22%	38%	21%	16%	2%
45. Reducing poverty	60%	38%	29%	31%	21%	17%	2%
51. Producing more domestic sources of energy	57%	38%	25%	32%	22%	16%	5%
53. Protecting Americans' privacy	52%	46%	24%	28%	19%	27%	2%
49. Protecting benefits like Social Security and Medicare	50%	48%	23%	28%	22%	26%	2%
46. Improving access to healthcare and reducing costs	49%	49%	19%	29%	21%	27%	3%
48. Keeping a college education affordable	43%	55%	19%	24%	28%	27%	1%
44. Reducing taxes and government spending	38%	60%	18%	20%	26%	33%	2%

54. More generally... Which of the following are you most concerned about?

Issue Level of Most Concern	Total
Issues facing the country	58%
Issues facing the world	25%
Issues facing your neighborhood or community	15%
Don't know / refused	2%



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To what extent do you believe that average Americans can, through their own actions, make a difference on...

<u>Average Americans Making a Difference on Issue Levels</u>	Great Deal / Some	Not Much / None At All	Great Deal	Some	Not Much	None At All	Dk / ref
55. Issues facing their neighborhood or community	90%	9%	60%	30%	6%	3%	1%
56. Issues facing the country	71%	27%	30%	41%	20%	8%	1%
57. Issues facing the world	51%	47%	20%	31%	31%	16%	2%

58. **[ASKED Q58 OF SAMPLE A, N = 500]**

And, compared to the previous generation - when your parents were your age - how much ability do average Americans have to make a difference on issues they care about?

<u>Ability to Make a Difference Compared to Previous Generations</u>	Total
More than they had in the past	41%
Less than they had in the past	31%
About the same amount	26%
Don't know / refused	2%

59. **[ASK Q59 OF SAMPLE B, N = 500]**

And, in your opinion, is it becoming easier or more difficult for average Americans to make a difference on issues they care about, or is it staying about the same?

<u>Change in Ability to Make a Difference</u>	Total
Becoming easier	9%
Becoming more difficult	51%
Staying about the same	39%
Don't know / refused	*

60. Do you think that the FEDERAL GOVERNMENT is **more responsive** or **less responsive** to the opinions of average Americans than they were in previous generations, or about the same?

<u>Federal Government Responsiveness Compared to Previous Generations</u>	Total
More responsive	12%
Less responsive	63%
About the same	23%
Don't know / refused	2%





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61. Do you think that STATE AND LOCAL GOVERNMENT is **more responsive** or **less responsive** to the opinions of average Americans than they were in previous generations, or about the same?

<u>State Government Responsiveness Compared to Previous Generations</u>	Total
More responsive	19%
Less responsive	43%
About the same	35%
Don't know / refused	3%

62. Do you think that LARGE CORPORATIONS now operate with **more concern** or **less concern** for average Americans than they did in previous generations, or about the same?

<u>Large Corporation Concern Compared to Previous Generations</u>	Total
More concern	13%
Less concern	59%
About the same	26%
Don't know / refused	2%

For each of the following actions, please tell me if you do it Very Often, Somewhat Often, Not Very Often, or Not At All. The (first/next) one is...

<u>Americans' Involvement and Engagement</u>	Total Often	Total Not Often	Very Often	Somewhat Often	Not Very Often	Not At All	Dk / ref
63. Vote in elections	82%	17%	70%	12%	4%	13%	1%
72. Donate money to a community organization	67%	32%	23%	44%	16%	17%	1%
64. Volunteer in your community	65%	34%	24%	41%	15%	19%	*
67. Share your opinions with people you know through email or social networks	63%	37%	32%	31%	14%	23%	*
73. Make purchases based on a company's business practices and issue positions	59%	38%	24%	35%	14%	25%	3%
68. Attend community meetings or town halls	37%	62%	9%	28%	23%	40%	*
65. Write or call your elected officials	31%	68%	9%	23%	21%	47%	1%
66. Share your opinions on issues by publicly posting online, writing to a newspaper, or calling a radio program	30%	70%	9%	21%	20%	49%	*
71. Donate money to a political or issue campaigns	29%	71%	5%	23%	19%	52%	*
70. Volunteer on political or issue campaigns	20%	79%	4%	16%	19%	61%	*
69. Attend political rallies	17%	83%	4%	13%	21%	62%	*



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74. **[ASKED AMONG RESPONDENTS THAT SAID “VERY OFTEN” TO ANY CIVIC ENGAGEMENT OR INVOLVEMENT ACTIVITIES, N = 595]**
Which of the following was most important in causing you to become involved in the issues you care about?

<u>Caused You to Become Involved</u>	Total
I took it upon myself to get involved	60%
I was personally asked by someone I know	20%
I saw or heard an ad looking for help	8%
I'm involved through my work	8%
Don't know / refused	4%

75. Thinking about your own involvement in community, political, social, or economic issues...Would you consider yourself to be an activist?

<u>Consider Yourself an Activist</u>	Total
Yes	24%
No	73%
Don't know / refused	3%





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How effective do you consider each of the following options for promoting change on issues you care about? Are they Very Effective, Somewhat Effective, Not Very Effective, or Not at all Effective?

<u>Involvement Effectiveness</u>	Total Effective	Total Not Effective	Very Effective	Somewhat Effective	Not Very Effective	Not At All Effective	Dk / ref
77. Taking direct action like volunteering	80%	19%	36%	44%	7%	12%	1%
79. Volunteering or contributing to elect candidates who agree with you	67%	31%	19%	48%	12%	18%	2%
78. Organizing other people to express similar views	66%	32%	20%	46%	13%	18%	2%
80. Using your buying power to influence companies' business practices and issue positions	59%	37%	23%	36%	14%	23%	3%
82. Participating in a public protest or demonstration	44%	54%	12%	32%	24%	29%	2%
81. Posting your views about government or business online through social media	42%	55%	12%	30%	25%	30%	4%

83. **[ASKED OF SAMPLE A, N = 500]**

Which do you believe would do most to make a meaningful and lasting impact on issues you care about?

<u>Best Means of Lasting Impact (1)</u>	Total
A change in national policy	53%
A change in the way companies do business	16%
A change in policies in your community	15%
A change in international policies	12%
Don't know / refused	5%

84. **[ASKED OF SAMPLE B, N = 500]**

Which do you believe would do most to make a meaningful and lasting impact on issues you care about?

<u>Best Means of Lasting Impact (2)</u>	Total
A social movement started by average Americans	42%
The election of more people to public office who agree with me on the issues	32%
A public-private partnership between government and business	9%
A public initiative launched by business	8%
Don't know / refused	10%



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85. **[ASKED OF SAMPLE A, N = 500]**
What do you think would have a more positive impact on your day-to-day life?

<u>More Positive Impact</u>	Total
An increase in people volunteering in your community	56%
Electing a President who agrees with you on the issues	39%
Don't know / refused	5%

86. Thinking about issues you care about that you think need to be changed, which do you agree with more?

<u>Government Impact</u>	Total
Government may not be working very well, but the best way to affect the most people possible is for people to participate in the democratic process and make government work better	55%
Government is broken and is unable to make a positive impact on important issues, so the best way to have a positive impact is for people to group together and take direct action in their own communities	39%
Don't know / refused	6%

87. **[ASKED OF SAMPLE A, N = 500]**
Thinking about the major social changes that have happened in this country throughout its history, including the civil rights movement, the women's suffrage movement, and others, do you think these have been more a result of...

<u>Leading Change</u>	Total
Average Americans leading on the issue and pushing government to make a change	74%
Government leading on the issue by setting policy before a national consensus emerged	18%
Don't know / refused	7%





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88. [ASKED OF SAMPLE B, N = 500]

And, throughout America’s history, on which one of the following issues have the actions of average Americans had the greatest impact in moving the country in the right direction?

<u>Greatest Historical Impact of Average Americans</u>	Total
Civil rights for minorities	28%
Low taxes and smaller government	26%
Women’s equality	10%
Environmental protection	7%
Worker pay and safety	7%
Gay rights	5%
Consumer and product safety	5%
None of these	3%
Don’t know / refused	9%

89. Looking towards the future, what do you think is more likely?

<u>American Connectivity to Institutions</u>	Total
Government and business will become more and more removed from average people and will make more decisions without the input or knowledge of the public	52%
Average people will become more and more connected through the internet and will be able to more easily group together on important issues and cause change	41%
Don’t know / refused	7%

90. When you see an action taken by a company, like a sponsorship of a community event, a charity, or support for a social cause, how do you view this action?

<u>Company Sponsorships</u>	Total
A way for the company to advertise and appear to care about more than making money	60%
A genuine attempt by the company to give back to the public and drive social change	29%
Don’t know / refused	10%





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Demographic Questions

A. Gender

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

C. Region

<u>Region</u>	Total
Northeast	11%
Mid-atlantic	12%
Deep South	22%
Outer South	9%
Upper Midwest	17%
Great Plains	6%
Mountain	7%
Pacific	16%

D. Age

<u>Age</u>	Total
18-29	22%
30-39	19%
40-49	19%
50-59	17%
60-64	6%
65+	17%





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

<u>Employment</u>	Total
Employed full-time	44%
Employed part-time	13%
Retired	17%
Student	6%
Homemaker	6%
Unemployed and looking for work	6%
Unemployed, but not looking for work	5%
Don't know / refused	3%

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

<u>Children</u>	Total
I have one or more children under the age of 18	37%
I have one or more adult children	37%
I have no children but hope to one day	16%
I have no children and no plans to have any	12%
Don't know / refused	3%

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

<u>Marital Status</u>	Total
Married	47%
Single and never married	24%
Divorced	9%
Not married, but living together with a partner	8%
Widowed	7%
Separated	2%
Don't know / refused	3%





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- H. **[ASKED AMONG MARRIED OR LIVING WITH A PARTNER, N = 549]**
Which of the following best describes your (*spouse's / partner's*) current employment status?

<u>Spouse's / Partner's Employment</u>	Total
Employed full-time	57%
Employed part-time	10%
Retired	16%
Student	3%
Homemaker	7%
Unemployed and looking for work	4%
Unemployed, but not looking for work	3%
Don't know / refused	1%

- D1. People are often classified in different economic categories. Do you consider yourself to be...

<u>Economic Class</u>	Total
Upper Class	2%
Upper Middle Class	15%
Middle Class	47%
Lower Middle Class	21%
Lower Class	11%
Don't know / refused	4%

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

<u>Education</u>	Total
Less than high school	4%
High school graduate	26%
Some college / vocational school	27%
College graduate	28%
Post-graduate	12%
Don't know / refused	2%





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D3. Please tell me which of the following categories best applies to your total household income for 2012...

<u>Income</u>	Total
Less than \$15,000	11%
\$15,000 to less than \$30,000	16%
\$30,000 to less than \$50,000	16%
\$50,000 to less than \$75,000	16%
\$75,000 to less than \$100,000	15%
\$100,000 to less than \$200,000	10%
\$200,000 or more	4%
Don't know / refused	12%

D4. And, generally speaking, do you think of yourself as...

<u>Political Affiliation</u>	Total
Republican	23%
Democrat	25%
Independent / something else / other	47%
Don't know / refused	5%

D5. What is your main ethnic or racial background?

<u>Race</u>	Total
White / Caucasian	70%
African-American / Black	11%
Hispanic / Latino	12%
Asian-American / Asian	1%
Native American	1%
Other	2%
Don't know / refused	3%

