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?

<table>
<thead>
<tr>
<th>Direction Of Country (Trend Data Among Total Sample)</th>
<th>4/09</th>
<th>7/09</th>
<th>9/09</th>
<th>1/10</th>
<th>4/10</th>
<th>8/10</th>
<th>12/10</th>
<th>3/11</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right direction</td>
<td>47%</td>
<td>38%</td>
<td>38%</td>
<td>34%</td>
<td>34%</td>
<td>27%</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>Wrong track</td>
<td>42%</td>
<td>50%</td>
<td>50%</td>
<td>55%</td>
<td>54%</td>
<td>62%</td>
<td>60%</td>
<td>60%</td>
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<tr>
<td>Neither</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>9%</td>
<td>9%</td>
<td>8%</td>
<td>6%</td>
<td>8%</td>
<td>4%</td>
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<td>20%</td>
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<td>Wrong track</td>
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<td>70%</td>
<td>60%</td>
<td>57%</td>
<td>56%</td>
<td>51%</td>
<td>60%</td>
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<tr>
<td>Neither</td>
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<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>10%</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
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<td>4%</td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>5%</td>
<td>8%</td>
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<td>6%</td>
<td>8%</td>
<td>7%</td>
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<td>6%</td>
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</table>
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?

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<tr>
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<th>4/09</th>
<th>7/09</th>
<th>9/09</th>
<th>1/10</th>
<th>4/10</th>
<th>8/10</th>
<th>12/10</th>
<th>3/11</th>
</tr>
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<tr>
<td>Strongly approve</td>
<td>38%</td>
<td>32%</td>
<td>31%</td>
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<td>26%</td>
<td>25%</td>
<td>26%</td>
<td>24%</td>
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<tr>
<td>Somewhat approve</td>
<td>23%</td>
<td>24%</td>
<td>21%</td>
<td>21%</td>
<td>22%</td>
<td>21%</td>
<td>22%</td>
<td>25%</td>
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<tr>
<td><strong>TOTAL APPROVE</strong></td>
<td><strong>61%</strong></td>
<td><strong>56%</strong></td>
<td><strong>52%</strong></td>
<td><strong>47%</strong></td>
<td><strong>48%</strong></td>
<td><strong>46%</strong></td>
<td><strong>48%</strong></td>
<td><strong>49%</strong></td>
</tr>
<tr>
<td>Somewhat disapprove</td>
<td>8%</td>
<td>9%</td>
<td>11%</td>
<td>13%</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>Strongly disapprove</td>
<td>20%</td>
<td>27%</td>
<td>29%</td>
<td>32%</td>
<td>35%</td>
<td>39%</td>
<td>35%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>TOTAL DISAPPROVE</strong></td>
<td><strong>28%</strong></td>
<td><strong>36%</strong></td>
<td><strong>40%</strong></td>
<td><strong>45%</strong></td>
<td><strong>46%</strong></td>
<td><strong>49%</strong></td>
<td><strong>46%</strong></td>
<td><strong>44%</strong></td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>11%</td>
<td>9%</td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
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<th>5/12</th>
<th>9/12</th>
<th>11/12</th>
<th>4/13</th>
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<tr>
<td>Strongly approve</td>
<td>27%</td>
<td>24%</td>
<td>22%</td>
<td>25%</td>
<td>26%</td>
<td>29%</td>
<td>32%</td>
<td>25%</td>
</tr>
<tr>
<td>Somewhat approve</td>
<td>24%</td>
<td>20%</td>
<td>22%</td>
<td>27%</td>
<td>21%</td>
<td>21%</td>
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<tr>
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<td><strong>51%</strong></td>
<td><strong>47%</strong></td>
<td><strong>49%</strong></td>
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<tr>
<td>Somewhat disapprove</td>
<td>13%</td>
<td>11%</td>
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<td>12%</td>
<td>12%</td>
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<tr>
<td>Strongly disapprove</td>
<td>28%</td>
<td>39%</td>
<td>37%</td>
<td>32%</td>
<td>36%</td>
<td>37%</td>
<td>34%</td>
<td>38%</td>
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<tr>
<td><strong>TOTAL DISAPPROVE</strong></td>
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<td><strong>50%</strong></td>
<td><strong>49%</strong></td>
<td><strong>45%</strong></td>
<td><strong>48%</strong></td>
<td><strong>45%</strong></td>
<td><strong>42%</strong></td>
<td><strong>49%</strong></td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>8%</td>
<td>6%</td>
<td>7%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
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<tr>
<td>Strongly approve</td>
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<td>19%</td>
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<td>17%</td>
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<tr>
<td>Somewhat approve</td>
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<td>24%</td>
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<td>22%</td>
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<td><strong>38%</strong></td>
<td><strong>41%</strong></td>
<td><strong>41%</strong></td>
<td><strong>46%</strong></td>
<td><strong>46%</strong></td>
<td><strong>44%</strong></td>
</tr>
<tr>
<td>Somewhat disapprove</td>
<td>9%</td>
<td>15%</td>
<td>12%</td>
<td>13%</td>
<td>14%</td>
<td>11%</td>
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<tr>
<td>Strongly disapprove</td>
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<td>39%</td>
<td>43%</td>
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<td>36%</td>
<td>37%</td>
<td>34%</td>
<td>36%</td>
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<tr>
<td><strong>TOTAL DISAPPROVE</strong></td>
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<td><strong>55%</strong></td>
<td><strong>52%</strong></td>
<td><strong>49%</strong></td>
<td><strong>48%</strong></td>
<td><strong>46%</strong></td>
<td><strong>47%</strong></td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>6%</td>
<td>6%</td>
<td>7%</td>
<td>7%</td>
<td>9%</td>
<td>6%</td>
<td>8%</td>
<td>9%</td>
</tr>
</tbody>
</table>

NOTE: Due to rounding, “Totals” may not necessarily equal 100.  
*Denotes less than 0.5%
3. Do you approve or disapprove of the way Congress is handling its job?

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
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<td>17%</td>
<td>17%</td>
<td>13%</td>
<td>9%</td>
<td>11%</td>
<td>9%</td>
<td>18%</td>
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<tr>
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<td>77%</td>
<td>76%</td>
<td>84%</td>
<td>80%</td>
<td>80%</td>
<td>71%</td>
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<td>7%</td>
<td>6%</td>
<td>11%</td>
<td>6%</td>
<td>9%</td>
<td>11%</td>
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<tr>
<td>TOTAL DISAPPROVE</td>
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<td>78%</td>
</tr>
<tr>
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<td>10%</td>
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</tbody>
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4. How would you rate the current state of the economy? Is it...

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Good</td>
<td>10%</td>
<td>10%</td>
<td>22%</td>
<td>15%</td>
<td>20%</td>
</tr>
<tr>
<td>EXCELLENT / GOOD</td>
<td>11%</td>
<td>11%</td>
<td>25%</td>
<td>17%</td>
<td>21%</td>
</tr>
<tr>
<td>Fair</td>
<td>45%</td>
<td>45%</td>
<td>44%</td>
<td>46%</td>
<td>45%</td>
</tr>
<tr>
<td>Poor</td>
<td>43%</td>
<td>44%</td>
<td>29%</td>
<td>36%</td>
<td>32%</td>
</tr>
<tr>
<td>FAIR / POOR</td>
<td>88%</td>
<td>88%</td>
<td>73%</td>
<td>82%</td>
<td>77%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>1%</td>
<td>*</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
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</tbody>
</table>
5. And, over the next 12 months, do you think the economy, overall will...?

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<tbody>
<tr>
<td>Improve</td>
<td>44%</td>
<td>34%</td>
<td>37%</td>
<td>28%</td>
<td>29%</td>
<td>32%</td>
<td>32%</td>
<td>28%</td>
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<tr>
<td>Stay the same</td>
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<td>28%</td>
<td>34%</td>
<td>36%</td>
<td>30%</td>
<td>38%</td>
<td>40%</td>
<td>39%</td>
</tr>
<tr>
<td>Become worse</td>
<td>31%</td>
<td>35%</td>
<td>26%</td>
<td>31%</td>
<td>36%</td>
<td>25%</td>
<td>24%</td>
<td>27%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
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</tbody>
</table>

6. How would you rate your current personal financial situation? Is it...?

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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>6%</td>
<td>10%</td>
<td>6%</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
<td>9%</td>
<td>7%</td>
</tr>
<tr>
<td>Good</td>
<td>36%</td>
<td>29%</td>
<td>35%</td>
<td>37%</td>
<td>36%</td>
<td>40%</td>
<td>39%</td>
<td>37%</td>
</tr>
<tr>
<td>EXCELLENT / GOOD</td>
<td>42%</td>
<td>39%</td>
<td>41%</td>
<td>45%</td>
<td>43%</td>
<td>46%</td>
<td>49%</td>
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</tr>
<tr>
<td>Fair</td>
<td>37%</td>
<td>39%</td>
<td>40%</td>
<td>38%</td>
<td>39%</td>
<td>34%</td>
<td>34%</td>
<td>38%</td>
</tr>
<tr>
<td>Poor</td>
<td>19%</td>
<td>21%</td>
<td>18%</td>
<td>15%</td>
<td>17%</td>
<td>15%</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>FAIR / POOR</td>
<td>56%</td>
<td>60%</td>
<td>58%</td>
<td>54%</td>
<td>56%</td>
<td>54%</td>
<td>51%</td>
<td>56%</td>
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<tr>
<td>Don’t know / refused</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
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</table>

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<tbody>
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<td>10%</td>
<td>8%</td>
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<td>7%</td>
</tr>
<tr>
<td>Good</td>
<td>34%</td>
<td>34%</td>
<td>36%</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>EXCELLENT / GOOD</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
<td>43%</td>
<td>42%</td>
</tr>
<tr>
<td>Fair</td>
<td>39%</td>
<td>40%</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
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<tr>
<td>Poor</td>
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<tr>
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<td>55%</td>
<td>55%</td>
<td>56%</td>
<td>56%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>*</td>
<td>*</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

NOTE: Due to rounding, “Totals” may not necessarily equal 100.
*Denotes less than 0.5%
7. And, thinking ahead to this time next year, do you expect that your personal financial situation will...?

<table>
<thead>
<tr>
<th>Change In Personal Financial Situation (Trend Data Among Total Sample)</th>
<th>1/10</th>
<th>12/10</th>
<th>3/11</th>
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<th>3/12</th>
<th>5/12</th>
<th>9/12</th>
</tr>
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<tbody>
<tr>
<td>Improve</td>
<td>37%</td>
<td>30%</td>
<td>35%</td>
<td>38%</td>
<td>44%</td>
<td>41%</td>
<td>44%</td>
<td>45%</td>
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<tr>
<td>Stay the same</td>
<td>41%</td>
<td>42%</td>
<td>39%</td>
<td>46%</td>
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<td>35%</td>
</tr>
<tr>
<td>Become worse</td>
<td>20%</td>
<td>25%</td>
<td>23%</td>
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<td>13%</td>
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</tr>
<tr>
<td>Don’t know / refused</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve</td>
<td>39%</td>
<td>36%</td>
<td>47%</td>
<td>43%</td>
<td>39%</td>
<td>38%</td>
<td>44%</td>
<td>47%</td>
<td>43%</td>
</tr>
<tr>
<td>Stay the same</td>
<td>36%</td>
<td>40%</td>
<td>40%</td>
<td>43%</td>
<td>43%</td>
<td>47%</td>
<td>46%</td>
<td>42%</td>
<td>44%</td>
</tr>
<tr>
<td>Become worse</td>
<td>22%</td>
<td>22%</td>
<td>11%</td>
<td>12%</td>
<td>15%</td>
<td>11%</td>
<td>8%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

NOTE: Due to rounding, “Totals” may not necessarily equal 100.
*Denotes less than 0.5%
8. Overall, do you think that the actions being taken by the Obama Administration will...

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

<table>
<thead>
<tr>
<th>Obama Administration’s Actions (Trend Data Among Total Sample)</th>
<th>10/11</th>
<th>12/11</th>
<th>3/12</th>
<th>5/12</th>
<th>9/12</th>
<th>11/12</th>
<th>4/13</th>
<th>6/13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase opportunity for people like you to get ahead</td>
<td>31%</td>
<td>28%</td>
<td>31%</td>
<td>32%</td>
<td>36%</td>
<td>36%</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Decrease opportunity for people like you to get ahead</td>
<td>37%</td>
<td>37%</td>
<td>34%</td>
<td>34%</td>
<td>36%</td>
<td>34%</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>Have no impact</td>
<td>26%</td>
<td>29%</td>
<td>29%</td>
<td>29%</td>
<td>21%</td>
<td>26%</td>
<td>21%</td>
<td>26%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Obama Administration’s Actions (Trend Data Among Total Sample)</th>
<th>9/13</th>
<th>11/13</th>
<th>4/14</th>
<th>10/14</th>
<th>2/15</th>
<th>5/15</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase opportunity for people like you to get ahead</td>
<td>22%</td>
<td>23%</td>
<td>25%</td>
<td>25%</td>
<td>32%</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>Decrease opportunity for people like you to get ahead</td>
<td>47%</td>
<td>47%</td>
<td>46%</td>
<td>37%</td>
<td>32%</td>
<td>29%</td>
<td>32%</td>
</tr>
<tr>
<td>Have no impact</td>
<td>25%</td>
<td>25%</td>
<td>23%</td>
<td>32%</td>
<td>31%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

NOTE: Due to rounding, “Totals” may not necessarily equal 100.
*Denotes less than 0.5%
Heartland Monitor Poll XXIV

When you think about American life in the coming years, tell me if the following developments make you more OPTIMISTIC or more PESSIMISTIC about the direction the country is headed. The (first/next) one is...

<table>
<thead>
<tr>
<th>Developments Effect On The Direction Of The Country (Ranked By More Optimistic)</th>
<th>More Optimistic</th>
<th>More Pessimistic</th>
<th>Neither</th>
<th>DK/REF</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Continuing advances in computer and communications technology</td>
<td>78%</td>
<td>17%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>9. America’s increasing racial and ethnic diversity</td>
<td>57%</td>
<td>32%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>14. The quality of our primary and secondary education system and our colleges (Sample B; N=504)</td>
<td>43%</td>
<td>51%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>10. The growing number of seniors as the baby boom retires (Sample A; N=496)</td>
<td>36%</td>
<td>47%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>13. The decisions being made by the leaders of major corporations (Sample B; N=504)</td>
<td>29%</td>
<td>58%</td>
<td>5%</td>
<td>9%</td>
</tr>
<tr>
<td>12. The way the government in Washington works (Sample A; N=496)</td>
<td>19%</td>
<td>73%</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Now, I’d like to ask some questions about your views on technology.

As you may know, the past ten to twelve years or so have seen significant advances in computer and communication technology, including the advent and growth of social media, and the emergence of powerful personal technology like smartphones. These advances in technology have provided people with access to information and the ability to communicate with others at a level unmatched in human history. Some have called this the Digital Revolution.

15. What effect do you believe the Digital Revolution has had on the overall quality of life in America?

<table>
<thead>
<tr>
<th>Overall Impact Of Digital Revolution</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mostly positive</td>
<td>28%</td>
</tr>
<tr>
<td>Mixed, both positive and negative</td>
<td>62%</td>
</tr>
<tr>
<td>Mostly negative</td>
<td>10%</td>
</tr>
<tr>
<td>No real impact</td>
<td>*</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>1%</td>
</tr>
</tbody>
</table>
16. Of the following things which have advanced considerably during this recent Digital Revolution, which has had the most positive impact on your own quality of life?

<table>
<thead>
<tr>
<th>Digital Revolution Impact On Your Quality Of Life</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>The ability to access information from around the world through the Internet</td>
<td>39%</td>
</tr>
<tr>
<td>The ability to work and do business from wherever you have Internet access</td>
<td>22%</td>
</tr>
<tr>
<td>The ability to connect with people through social media</td>
<td>16%</td>
</tr>
<tr>
<td>The ability to buy more goods and services online</td>
<td>7%</td>
</tr>
<tr>
<td>New entertainment options, like streaming video through televisions or mobile devices</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>10%</td>
</tr>
</tbody>
</table>

And, more specifically, what effect has this Digital Revolution had on...? Has its effect on this been...?

<table>
<thead>
<tr>
<th>Digital Revolution’s Effect (Ranked By Mostly Positive)</th>
<th>Mostly Positive</th>
<th>Mixed</th>
<th>Mostly Negative</th>
<th>No Real Impact</th>
<th>DK/REF</th>
</tr>
</thead>
<tbody>
<tr>
<td>18. Your ability to stay in touch with people important to you</td>
<td>79%</td>
<td>14%</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>19. Your ability to obtain information and news about issues important to you</td>
<td>75%</td>
<td>17%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>24. Community and volunteer organizations</td>
<td>65%</td>
<td>23%</td>
<td>6%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>25. Small business owners</td>
<td>59%</td>
<td>22%</td>
<td>12%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>17. Your own personal quality of life</td>
<td>55%</td>
<td>33%</td>
<td>7%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>26. American consumers (Sample B; N=504)</td>
<td>54%</td>
<td>34%</td>
<td>10%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>21. The economy in your local community (Sample A; N=496)</td>
<td>41%</td>
<td>38%</td>
<td>13%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>22. The country’s economy (Sample B; N=504)</td>
<td>39%</td>
<td>38%</td>
<td>18%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>23. The American Middle Class (Sample A; N=496)</td>
<td>38%</td>
<td>41%</td>
<td>16%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>27. America’s young people (Sample B; N=504)</td>
<td>28%</td>
<td>38%</td>
<td>31%</td>
<td>*</td>
<td>3%</td>
</tr>
<tr>
<td>20. Your privacy</td>
<td>17%</td>
<td>34%</td>
<td>44%</td>
<td>4%</td>
<td>1%</td>
</tr>
</tbody>
</table>

NOTE: Due to rounding, “Totals” may not necessarily equal 100.
*Denotes less than 0.5%
28. Which of the following statements do you agree with more?

<table>
<thead>
<tr>
<th>Digital Revolution On Quality Of Life</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Digital Revolution is improving Americans’ quality of life by making it easier to keep in touch with like-minded people from around the country and the world and to buy products from anywhere conveniently.</td>
<td>53%</td>
</tr>
<tr>
<td>The Digital Revolution is diminishing Americans’ quality of life by isolating people from their neighbors and local businesses and by weakening the sense of community in our neighborhoods.</td>
<td>39%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>8%</td>
</tr>
</tbody>
</table>

29. And, do you believe the Digital Revolution has...

<table>
<thead>
<tr>
<th>Beneficiary Of The Digital Revolution</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allowed all Americans, including those in low-income and rural areas, to gain access to information and communication technology that’s critical to economic opportunity.</td>
<td>55%</td>
</tr>
<tr>
<td>Been mostly beneficial to Americans with higher incomes who can afford to pay for access to this information and new technology.</td>
<td>38%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>7%</td>
</tr>
</tbody>
</table>

30. Overall, do you think the changes in communications and computer technology known as the Digital Revolution have mostly...?

<table>
<thead>
<tr>
<th>Digital Revolution’s Effect On Jobs (Asked Of N=496 Respondents In Sample A)</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Created jobs in the U.S.</td>
<td>46%</td>
</tr>
<tr>
<td>Eliminated jobs in the U.S.</td>
<td>38%</td>
</tr>
<tr>
<td>About equal / mixed</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>7%</td>
</tr>
</tbody>
</table>

NOTE: Due to rounding, “Totals” may not necessarily equal 100.
*Denotes less than 0.5%
31. Do you believe that the emergence of these devices has produced more benefits for the economy in ...?

<table>
<thead>
<tr>
<th>Country Which Benefits More From The Digital Revolution</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>The United States, where much of the technology is designed and developed</td>
<td>41%</td>
</tr>
<tr>
<td>Places like China, where most of the technology is manufactured</td>
<td>40%</td>
</tr>
<tr>
<td>About equal / mixed</td>
<td>10%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>10%</td>
</tr>
</tbody>
</table>

And, thinking specifically about personal technology like smartphones, tablets, and other devices...

32. How necessary is it for you, personally, to have modern and up-to-date devices that let you use the latest communication technology?

<table>
<thead>
<tr>
<th>Necessity Of Having The Latest Communication Technology</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Necessary</td>
<td>69%</td>
</tr>
<tr>
<td>Total Not Necessary</td>
<td>30%</td>
</tr>
<tr>
<td>Very necessary</td>
<td>30%</td>
</tr>
<tr>
<td>Somewhat necessary</td>
<td>39%</td>
</tr>
<tr>
<td>Not very necessary</td>
<td>19%</td>
</tr>
<tr>
<td>Not at all necessary</td>
<td>12%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>1%</td>
</tr>
</tbody>
</table>

33. And, how realistic is it for you, financially, to keep up with these modern and up-to-date devices?

<table>
<thead>
<tr>
<th>Financial Reality Of Having The Latest Communication Technology</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Realistic</td>
<td>66%</td>
</tr>
<tr>
<td>Total Not Realistic</td>
<td>33%</td>
</tr>
<tr>
<td>Very realistic</td>
<td>23%</td>
</tr>
<tr>
<td>Somewhat realistic</td>
<td>43%</td>
</tr>
<tr>
<td>Not very realistic</td>
<td>19%</td>
</tr>
<tr>
<td>Not at all realistic</td>
<td>14%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>2%</td>
</tr>
</tbody>
</table>
As you know, computing and communications technology has continued to advance at a rapid speed. For each of these emerging technological developments, what impact do you think each would have on your personal quality of life?

<table>
<thead>
<tr>
<th>Emerging Technology On Quality Of Life (Ranked By Mostly Positive)</th>
<th>Mostly Positive</th>
<th>Mixed</th>
<th>Mostly Negative</th>
<th>No Real Impact</th>
<th>DK/REF</th>
</tr>
</thead>
<tbody>
<tr>
<td>37. GPS-connected cars, phones, and other devices that track location</td>
<td>50%</td>
<td>31%</td>
<td>15%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>36. Online connectivity of things in your home like appliances, lights, thermostats, and locks</td>
<td>43%</td>
<td>33%</td>
<td>18%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>34. Ever-smaller mobile devices to connect to the Internet, like watches and glasses</td>
<td>24%</td>
<td>36%</td>
<td>28%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>35. Driverless cars</td>
<td>24%</td>
<td>30%</td>
<td>38%</td>
<td>4%</td>
<td>4%</td>
</tr>
</tbody>
</table>

38. Which of the following is closer to your point of view?

<table>
<thead>
<tr>
<th>Effect Of Technological Advances</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>I believe continuing advances in computing and communications technology will improve my quality of life in the future and I’m eager to see the new products and services that are emerging.</td>
<td>54%</td>
</tr>
<tr>
<td>I worry that technological advances are moving too fast and are disrupting too many aspects of our economy and social life.</td>
<td>41%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>5%</td>
</tr>
</tbody>
</table>

Now, turning to some questions about your use of technology...

39. How often do you, personally use the Internet or go online?

<table>
<thead>
<tr>
<th>Internet Usage</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple times per day</td>
<td>66%</td>
</tr>
<tr>
<td>About once per day</td>
<td>13%</td>
</tr>
<tr>
<td>A few times per week</td>
<td>9%</td>
</tr>
<tr>
<td>Less often than that</td>
<td>4%</td>
</tr>
<tr>
<td>Never</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>*</td>
</tr>
</tbody>
</table>
### Device Used For The Internet Access
(Asked Of N=910 Internet Users)

<table>
<thead>
<tr>
<th>Device Used For The Internet Access</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your own home or personal computer</td>
<td>73%</td>
</tr>
<tr>
<td>Internet-enabled mobile or smart phone</td>
<td>70%</td>
</tr>
<tr>
<td>Tablet like iPad, Kindle, or similar</td>
<td>45%</td>
</tr>
<tr>
<td>A computer at work</td>
<td>39%</td>
</tr>
<tr>
<td>A smart TV, game console, or similar</td>
<td>28%</td>
</tr>
<tr>
<td>Public computer, like at a library</td>
<td>15%</td>
</tr>
<tr>
<td>Don't know / refused</td>
<td>*</td>
</tr>
</tbody>
</table>

### Device Used Most Often For The Internet
(Asked of N=907 Internet Users Who Selected At Least One Device)

<table>
<thead>
<tr>
<th>Device Used Most Often For The Internet</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet-enabled mobile or smart phone</td>
<td>44%</td>
</tr>
<tr>
<td>Your own home or personal computer</td>
<td>30%</td>
</tr>
<tr>
<td>A computer at work</td>
<td>11%</td>
</tr>
<tr>
<td>Tablet like iPad, Kindle, or similar</td>
<td>9%</td>
</tr>
<tr>
<td>A smart TV, game console, or similar</td>
<td>2%</td>
</tr>
<tr>
<td>Public computer, like at a library</td>
<td>2%</td>
</tr>
<tr>
<td>Don't know / refused</td>
<td>1%</td>
</tr>
</tbody>
</table>
How often do you use the Internet to do each of the following?

<table>
<thead>
<tr>
<th>Internet Activity</th>
<th>Frequently</th>
<th>Occasionally</th>
<th>Rarely</th>
<th>Never</th>
<th>DK/REF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keeping up with national news</td>
<td>53%</td>
<td>23%</td>
<td>12%</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Use social media like Facebook, Twitter, or Instagram</td>
<td>47%</td>
<td>22%</td>
<td>12%</td>
<td>19%</td>
<td>*</td>
</tr>
<tr>
<td>Keep up with news and information about your local community</td>
<td>45%</td>
<td>28%</td>
<td>14%</td>
<td>13%</td>
<td>*</td>
</tr>
<tr>
<td>Purchase products and services for you or your home</td>
<td>28%</td>
<td>36%</td>
<td>19%</td>
<td>17%</td>
<td>*</td>
</tr>
<tr>
<td>Download music, movies, books, or games</td>
<td>26%</td>
<td>26%</td>
<td>22%</td>
<td>25%</td>
<td>*</td>
</tr>
<tr>
<td>Donate money to community or charitable organizations</td>
<td>10%</td>
<td>26%</td>
<td>23%</td>
<td>40%</td>
<td>1%</td>
</tr>
</tbody>
</table>

47. Which of the following types of people or organizations do you follow on social media?

<table>
<thead>
<tr>
<th>Social Media Followers</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family members</td>
<td>80%</td>
</tr>
<tr>
<td>Community, charitable, or non-profit groups</td>
<td>38%</td>
</tr>
<tr>
<td>Co-workers</td>
<td>35%</td>
</tr>
<tr>
<td>Companies or brands</td>
<td>34%</td>
</tr>
<tr>
<td>Political groups or candidates</td>
<td>34%</td>
</tr>
<tr>
<td>Government agencies or elected officials</td>
<td>29%</td>
</tr>
<tr>
<td>Friends you’ve never met in real life</td>
<td>28%</td>
</tr>
<tr>
<td>Celebrities or athletes</td>
<td>27%</td>
</tr>
<tr>
<td>Bloggers or writers</td>
<td>26%</td>
</tr>
<tr>
<td>None of the above</td>
<td>6%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>1%</td>
</tr>
</tbody>
</table>
48. And, beyond simply following them, with which of these do you actively engage either through comments, sharing posts, or other actions?

<table>
<thead>
<tr>
<th>Actively Engage With Social Media Followers</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Asked Of N=683 Social Media Users Who Follow A Person Or Organization On Social Media)</td>
<td></td>
</tr>
<tr>
<td>Family members</td>
<td>77%</td>
</tr>
<tr>
<td>Co-workers</td>
<td>25%</td>
</tr>
<tr>
<td>Community, charitable, or non-profit groups</td>
<td>21%</td>
</tr>
<tr>
<td>Friends you’ve never met in real life</td>
<td>19%</td>
</tr>
<tr>
<td>Political groups or candidates</td>
<td>17%</td>
</tr>
<tr>
<td>Government agencies or elected officials</td>
<td>14%</td>
</tr>
<tr>
<td>Bloggers or writers</td>
<td>13%</td>
</tr>
<tr>
<td>Companies or brands</td>
<td>12%</td>
</tr>
<tr>
<td>Celebrities or athletes</td>
<td>9%</td>
</tr>
<tr>
<td>None of the above</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>1%</td>
</tr>
</tbody>
</table>

49. Have you ever used social media to share information about a local community issue or event that was important to you?

<table>
<thead>
<tr>
<th>Share Community Information On Social Media</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Asked Of N=731 Social Media Users)</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>60%</td>
</tr>
<tr>
<td>No</td>
<td>39%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>1%</td>
</tr>
</tbody>
</table>
50. Specifically, which of the following community issues or events have you shared information about?

<table>
<thead>
<tr>
<th>Community Information Shared On Social Media</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Asked Of N=440 Social Media Users Who Share Community Information)</td>
<td></td>
</tr>
<tr>
<td>Events or entertainment</td>
<td>58%</td>
</tr>
<tr>
<td>Charities or fundraisers</td>
<td>54%</td>
</tr>
<tr>
<td>Education or schools</td>
<td>52%</td>
</tr>
<tr>
<td>Crime or public safety</td>
<td>46%</td>
</tr>
<tr>
<td>Health or wellness</td>
<td>45%</td>
</tr>
<tr>
<td>Politics or government</td>
<td>45%</td>
</tr>
<tr>
<td>Business or economy</td>
<td>38%</td>
</tr>
<tr>
<td>None of the above</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>1%</td>
</tr>
</tbody>
</table>

You mentioned you use the Internet to purchase products or services. For each, where are you MOST LIKELY to make your purchase?

<table>
<thead>
<tr>
<th>Location Of Purchase</th>
<th>From a Local Business</th>
<th>From Large Chain Stores</th>
<th>Online</th>
<th>DK/REF</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Ranked By From A Local Business)</td>
<td>(Asked Of N=759 Online Shoppers)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>53. Food and groceries (Sample A; N=376)</td>
<td>58%</td>
<td>34%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>56. Home appliances</td>
<td>43%</td>
<td>39%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>51. Financial services like banking or insurance</td>
<td>39%</td>
<td>13%</td>
<td>40%</td>
<td>8%</td>
</tr>
<tr>
<td>55. Clothing (Sample B; N=383)</td>
<td>37%</td>
<td>34%</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td>54. Books, music, and movies</td>
<td>23%</td>
<td>13%</td>
<td>57%</td>
<td>7%</td>
</tr>
<tr>
<td>52. Travel arrangements like air tickets</td>
<td>7%</td>
<td>5%</td>
<td>77%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Compared to five years ago, would you say that today you shop MORE or shop LESS at each of the following...

<table>
<thead>
<tr>
<th>Location Of Purchase</th>
<th>More</th>
<th>Less</th>
<th>About The Same</th>
<th>DK/REF</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Ranked By More)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>59. Online businesses (Asked Of N= 759 Online Shoppers)</td>
<td>60%</td>
<td>19%</td>
<td>20%</td>
<td>2%</td>
</tr>
<tr>
<td>57. Local businesses</td>
<td>32%</td>
<td>27%</td>
<td>39%</td>
<td>1%</td>
</tr>
<tr>
<td>58. Large chain stores</td>
<td>22%</td>
<td>34%</td>
<td>43%</td>
<td>1%</td>
</tr>
</tbody>
</table>

NOTE: Due to rounding, “Totals” may not necessarily equal 100.
*Denotes less than 0.5%
Heartland Monitor Poll XXIV

When you consider buying products or services from a local business, as opposed to a large chain or online, how important is it for that business to demonstrate...

<table>
<thead>
<tr>
<th>Important Factors For Choosing Local Businesses (Ranked By Total Important)</th>
<th>Total Important</th>
<th>Total Not Important</th>
<th>Very Imp</th>
<th>Somewhat Imp</th>
<th>Not Very Imp</th>
<th>Not At All Imp</th>
<th>DK/REF</th>
</tr>
</thead>
<tbody>
<tr>
<td>60. Exceptional and personalized customer service</td>
<td>92%</td>
<td>6%</td>
<td>68%</td>
<td>24%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>61. A long record of employing people in the local community</td>
<td>82%</td>
<td>16%</td>
<td>49%</td>
<td>33%</td>
<td>9%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>62. Active support of local community programs and events</td>
<td>80%</td>
<td>18%</td>
<td>40%</td>
<td>40%</td>
<td>11%</td>
<td>7%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Now, not including your immediate family members, please think for a moment about the people you interact with most regularly. How frequently do you interact with these people...

<table>
<thead>
<tr>
<th>Frequency Of Interactions (Ranked By Total Frequently)</th>
<th>Total Frequently</th>
<th>Total Not Frequently</th>
<th>Very Freq</th>
<th>Somewhat Freq</th>
<th>Not Very Freq</th>
<th>Not At All Freq</th>
<th>DK/REF</th>
</tr>
</thead>
<tbody>
<tr>
<td>63. In person</td>
<td>85%</td>
<td>14%</td>
<td>48%</td>
<td>37%</td>
<td>9%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>64. Over the phone</td>
<td>73%</td>
<td>26%</td>
<td>34%</td>
<td>39%</td>
<td>18%</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>66. By text or messaging app</td>
<td>68%</td>
<td>31%</td>
<td>40%</td>
<td>28%</td>
<td>12%</td>
<td>19%</td>
<td>1%</td>
</tr>
<tr>
<td>67. Through social media (Asked Of N=731 Social Media Users)</td>
<td>63%</td>
<td>36%</td>
<td>26%</td>
<td>37%</td>
<td>20%</td>
<td>17%</td>
<td>1%</td>
</tr>
<tr>
<td>65. By email (Asked Of N=910 Internet Users)</td>
<td>50%</td>
<td>49%</td>
<td>20%</td>
<td>30%</td>
<td>23%</td>
<td>26%</td>
<td>1%</td>
</tr>
</tbody>
</table>

NOTE: Due to rounding, “Totals” may not necessarily equal 100.
*Denotes less than 0.5%
68. And again, not including family members, with whom would you say you spend MORE TIME interacting?

<table>
<thead>
<tr>
<th>People You Interact With Most Often</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Asked Of N=910 Internet Users)</td>
<td></td>
</tr>
<tr>
<td>Friends, relatives, and acquaintances who live in your local community</td>
<td>64%</td>
</tr>
<tr>
<td>Friends, relatives, and acquaintances who live far from where you do</td>
<td>30%</td>
</tr>
<tr>
<td>People online who you’ve never met in person</td>
<td>3%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>3%</td>
</tr>
</tbody>
</table>

69. And again, not including family members, with whom would you say you spend MORE TIME interacting?

<table>
<thead>
<tr>
<th>People You Interact With Most Often</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Asked Of N=89 Non-Internet Users)</td>
<td></td>
</tr>
<tr>
<td>Friends, relatives, and acquaintances who live in your local community</td>
<td>66%</td>
</tr>
<tr>
<td>Friends, relatives, and acquaintances who live far from where you do</td>
<td>19%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>16%</td>
</tr>
</tbody>
</table>

70. Overall would you say that compared to five years ago, you spend more time today interacting with your neighbors, co-workers, and people in your community...?

<table>
<thead>
<tr>
<th>Location Of Interaction</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Asked Of N=910 Internet Users)</td>
<td></td>
</tr>
<tr>
<td>In Person</td>
<td>63%</td>
</tr>
<tr>
<td>Online</td>
<td>27%</td>
</tr>
<tr>
<td>About Equally</td>
<td>8%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>3%</td>
</tr>
</tbody>
</table>
### 71. Within the past six months, have you donated money to a charitable or non-profit organization?

<table>
<thead>
<tr>
<th>Donated Money To Non-Profit Organization</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>64%</td>
</tr>
<tr>
<td>No</td>
<td>34%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>2%</td>
</tr>
</tbody>
</table>

### 72. To which of the following have you donated? Organizations with...

<table>
<thead>
<tr>
<th>Focus Of Organization That You Donated To</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Asked Of N=641 Non-Profit Donors)</td>
<td></td>
</tr>
<tr>
<td>A local focus</td>
<td>66%</td>
</tr>
<tr>
<td>A nation-wide focus</td>
<td>44%</td>
</tr>
<tr>
<td>A global focus</td>
<td>29%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>1%</td>
</tr>
</tbody>
</table>

### 73. Within the past six months, have you volunteered your time to a charitable or non-profit organization?

<table>
<thead>
<tr>
<th>Volunteered For Non-Profit Organization</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>43%</td>
</tr>
<tr>
<td>No</td>
<td>55%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>2%</td>
</tr>
</tbody>
</table>

### 74. With which of the following have you volunteered? Organizations with...

<table>
<thead>
<tr>
<th>Focus Of Organization That You Volunteered For</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Asked Of N=430 Non-Profit Volunteers)</td>
<td></td>
</tr>
<tr>
<td>A local focus</td>
<td>83%</td>
</tr>
<tr>
<td>A nation-wide focus</td>
<td>24%</td>
</tr>
<tr>
<td>A global focus</td>
<td>15%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>1%</td>
</tr>
</tbody>
</table>
When deciding on what type of organization to support, either financially or through volunteering your time, how important are the following for the organization to have?

<table>
<thead>
<tr>
<th>Important Factors For Choosing To Support An Organization (Ranked By Total Important) (Asked Of N=720 Respondents Who Have Donated Or Volunteered For A Non-Profit)</th>
<th>Total Important</th>
<th>Total Not Important</th>
<th>Very Imp</th>
<th>Somewhat Imp</th>
<th>Not Very Imp</th>
<th>Not At All Imp</th>
<th>DK/REF</th>
</tr>
</thead>
<tbody>
<tr>
<td>80. Specific examples of how the organization has helped your community</td>
<td>88%</td>
<td>9%</td>
<td>59%</td>
<td>29%</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>79. A recommendation or endorsement from someone you know (Sample B; N=346)</td>
<td>73%</td>
<td>26%</td>
<td>36%</td>
<td>36%</td>
<td>16%</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>78. Personal interaction with a representative of the organization (Sample B; N=346)</td>
<td>73%</td>
<td>26%</td>
<td>35%</td>
<td>38%</td>
<td>16%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>76. An office or location in your local community (Sample A; N=374)</td>
<td>70%</td>
<td>28%</td>
<td>39%</td>
<td>31%</td>
<td>17%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>77. A professional website (Sample A; N=374)</td>
<td>63%</td>
<td>35%</td>
<td>31%</td>
<td>31%</td>
<td>20%</td>
<td>16%</td>
<td>2%</td>
</tr>
<tr>
<td>75. An active social media presence</td>
<td>50%</td>
<td>48%</td>
<td>16%</td>
<td>33%</td>
<td>26%</td>
<td>22%</td>
<td>2%</td>
</tr>
</tbody>
</table>

81. Thinking about the type of organizations you support, in what single way do you think that you personally have the MOST impact?

<table>
<thead>
<tr>
<th>Personal Action That Has The Most Impact On An Organization (Asked Of N=720 Respondents Who Have Donated Or Volunteered For A Non-Profit)</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteering your time</td>
<td>40%</td>
</tr>
<tr>
<td>Donating money</td>
<td>34%</td>
</tr>
<tr>
<td>Personally encouraging others to support the organization</td>
<td>14%</td>
</tr>
<tr>
<td>Sharing information about the organization through social media</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>3%</td>
</tr>
<tr>
<td>A/B. State/Region</td>
<td>9/15</td>
</tr>
<tr>
<td>------------------</td>
<td>------</td>
</tr>
<tr>
<td>Northeast</td>
<td>12%</td>
</tr>
<tr>
<td>Mid-Atlantic</td>
<td>13%</td>
</tr>
<tr>
<td>Upper Midwest</td>
<td>19%</td>
</tr>
<tr>
<td>Great Plains</td>
<td>7%</td>
</tr>
<tr>
<td>Deep South</td>
<td>20%</td>
</tr>
<tr>
<td>Outer South</td>
<td>9%</td>
</tr>
<tr>
<td>Mountain</td>
<td>6%</td>
</tr>
<tr>
<td>Pacific</td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C. Gender</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DX. Age</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 – 29</td>
<td>22%</td>
</tr>
<tr>
<td>30 – 39</td>
<td>17%</td>
</tr>
<tr>
<td>40 – 49</td>
<td>19%</td>
</tr>
<tr>
<td>50 – 59</td>
<td>18%</td>
</tr>
<tr>
<td>60 – 64</td>
<td>7%</td>
</tr>
<tr>
<td>65+</td>
<td>17%</td>
</tr>
</tbody>
</table>
E. What is the last grade of formal education you have completed?

<table>
<thead>
<tr>
<th>Education</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than high school</td>
<td>4%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>23%</td>
</tr>
<tr>
<td>Some college/vocational school</td>
<td>27%</td>
</tr>
<tr>
<td>College graduate</td>
<td>27%</td>
</tr>
<tr>
<td>Post graduate</td>
<td>16%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>2%</td>
</tr>
</tbody>
</table>

F. What is your main ethnic or racial background?

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>White or Caucasian</td>
<td>67%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>12%</td>
</tr>
<tr>
<td>African-American or Black</td>
<td>12%</td>
</tr>
<tr>
<td>Asian-American or Asian</td>
<td>2%</td>
</tr>
<tr>
<td>Native American</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>3%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Party Affiliation</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republican</td>
<td>21%</td>
</tr>
<tr>
<td>Democrat</td>
<td>31%</td>
</tr>
<tr>
<td>Total Independent / Other</td>
<td>43%</td>
</tr>
<tr>
<td>Independent</td>
<td>26%</td>
</tr>
<tr>
<td>Something Else</td>
<td>15%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>5%</td>
</tr>
</tbody>
</table>

NOTE: Due to rounding, “Totals” may not necessarily equal 100.
*Denotes less than 0.5%
H. People are often classified in different economic categories. Do you consider yourself to be...?

<table>
<thead>
<tr>
<th>Economic Status</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper Class</td>
<td>2%</td>
</tr>
<tr>
<td>Upper Middle Class</td>
<td>14%</td>
</tr>
<tr>
<td>Middle Class</td>
<td>45%</td>
</tr>
<tr>
<td>Lower Middle Class</td>
<td>22%</td>
</tr>
<tr>
<td>Lower Class</td>
<td>12%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>4%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Annual Household Income</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $15,000</td>
<td>12%</td>
</tr>
<tr>
<td>$15,000 to less than $30,000</td>
<td>16%</td>
</tr>
<tr>
<td>$30,000 to less than $50,000</td>
<td>19%</td>
</tr>
<tr>
<td>$50,000 to less than $75,000</td>
<td>14%</td>
</tr>
<tr>
<td>$75,000 to less than $100,000</td>
<td>10%</td>
</tr>
<tr>
<td>$100,000 to less than $200,000</td>
<td>14%</td>
</tr>
<tr>
<td>$200,000 or more</td>
<td>4%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>12%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single and never married</td>
<td>25%</td>
</tr>
<tr>
<td>Married</td>
<td>46%</td>
</tr>
<tr>
<td>Not married but living together with a partner</td>
<td>7%</td>
</tr>
<tr>
<td>Divorced</td>
<td>11%</td>
</tr>
<tr>
<td>Separated</td>
<td>2%</td>
</tr>
<tr>
<td>Widowed</td>
<td>7%</td>
</tr>
<tr>
<td>Don’t know / refused</td>
<td>4%</td>
</tr>
</tbody>
</table>
L. Thinking about children, which of the following describes you?

<table>
<thead>
<tr>
<th>Children</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents (multiple responses accepted)</td>
<td>68%</td>
</tr>
<tr>
<td>I have school-age children</td>
<td>33%</td>
</tr>
<tr>
<td>I have adult children age 18 or older</td>
<td>43%</td>
</tr>
<tr>
<td>Non-Parents</td>
<td>28%</td>
</tr>
<tr>
<td>I have no children but hope to one day</td>
<td>17%</td>
</tr>
<tr>
<td>I have no children and no plans to have any</td>
<td>12%</td>
</tr>
<tr>
<td>Don't know / refused</td>
<td>4%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed full-time</td>
<td>48%</td>
</tr>
<tr>
<td>Employed part-time</td>
<td>12%</td>
</tr>
<tr>
<td>Retired</td>
<td>18%</td>
</tr>
<tr>
<td>Student</td>
<td>5%</td>
</tr>
<tr>
<td>Homemaker</td>
<td>4%</td>
</tr>
<tr>
<td>Unemployed and looking for work</td>
<td>4%</td>
</tr>
<tr>
<td>Unemployed but not looking for work</td>
<td>5%</td>
</tr>
<tr>
<td>Don't know / refused</td>
<td>4%</td>
</tr>
</tbody>
</table>

V1. Are you registered to vote?

<table>
<thead>
<tr>
<th>Voter Registration</th>
<th>9/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>88%</td>
</tr>
<tr>
<td>No</td>
<td>12%</td>
</tr>
<tr>
<td>Don't know / refused</td>
<td>*</td>
</tr>
</tbody>
</table>