



# Allstate | National Journal

## Heartland Monitor Poll XXIV

National Sample of 1,000 AMERICAN ADULTS AGE 18+ (500 on landline, 500 on cell)

(The margin of error for a sample of 1,000 is +/- 3.1 in 95 out of 100 cases.)

Conducted September 10-15, 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?

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

<b>Direction Of Country</b> <i>(Trend Data Among Total Sample)</i>	<b>5/11</b>	<b>10/11</b>	<b>12/11</b>	<b>3/12</b>	<b>5/12</b>	<b>9/12</b>	<b>11/12</b>	<b>4/13</b>
Right direction	28%	20%	20%	30%	33%	35%	41%	29%
Wrong track	58%	70%	70%	60%	57%	56%	51%	60%
Neither	4%	4%	5%	3%	3%	3%	3%	5%
Don't know / refused	10%	6%	5%	7%	7%	6%	5%	6%

<b>Direction Of Country</b> <i>(Trend Data Among Total Sample)</i>	<b>6/13</b>	<b>9/13</b>	<b>11/13</b>	<b>4/14</b>	<b>10/14</b>	<b>2/15</b>	<b>5/15</b>	<b>9/15</b>
Right direction	30%	25%	23%	27%	24%	33%	27%	23%
Wrong track	58%	64%	65%	62%	63%	54%	59%	62%
Neither	6%	4%	5%	4%	5%	6%	7%	9%
Don't know / refused	5%	8%	7%	6%	8%	7%	7%	6%



## Heartland Monitor Poll XXIV

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

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

<b>Obama Approval/Disapproval</b> <i>(Trend Data Among Total Sample)</i>	<b>5/11</b>	<b>10/11</b>	<b>12/11</b>	<b>3/12</b>	<b>5/12</b>	<b>9/12</b>	<b>11/12</b>	<b>4/13</b>
Strongly approve	27%	24%	22%	25%	26%	29%	32%	25%
Somewhat approve	24%	20%	22%	27%	21%	21%	22%	21%
<b>TOTAL APPROVE</b>	<b>51%</b>	<b>44%</b>	<b>44%</b>	<b>51%</b>	<b>47%</b>	<b>49%</b>	<b>54%</b>	<b>46%</b>
Somewhat disapprove	13%	11%	12%	12%	12%	8%	9%	11%
Strongly disapprove	28%	39%	37%	32%	36%	37%	34%	38%
<b>TOTAL DISAPPROVE</b>	<b>41%</b>	<b>50%</b>	<b>49%</b>	<b>45%</b>	<b>48%</b>	<b>45%</b>	<b>42%</b>	<b>49%</b>
Don't know / refused	8%	6%	7%	5%	6%	5%	4%	4%

<b>Obama Approval/Disapproval</b> <i>(Trend Data Among Total Sample)</i>	<b>6/13</b>	<b>9/13</b>	<b>11/13</b>	<b>4/14</b>	<b>10/14</b>	<b>2/15</b>	<b>5/15</b>	<b>9/15</b>
Strongly approve	24%	19%	18%	21%	17%	24%	22%	23%
Somewhat approve	24%	21%	19%	21%	24%	21%	24%	22%
<b>TOTAL APPROVE</b>	<b>48%</b>	<b>40%</b>	<b>38%</b>	<b>41%</b>	<b>41%</b>	<b>46%</b>	<b>46%</b>	<b>44%</b>
Somewhat disapprove	9%	15%	12%	13%	14%	11%	11%	10%
Strongly disapprove	36%	39%	43%	39%	36%	37%	34%	36%
<b>TOTAL DISAPPROVE</b>	<b>46%</b>	<b>54%</b>	<b>55%</b>	<b>52%</b>	<b>49%</b>	<b>48%</b>	<b>46%</b>	<b>47%</b>
Don't know / refused	6%	6%	7%	7%	9%	6%	8%	9%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

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

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

<b>Congressional Job Approval/Disapproval</b> <i>(Trend Data Among Total Sample or Partial Sample if ^ Shown)</i>	5/15	9/15
<b>TOTAL APPROVE</b>	17%	13%
<b>TOTAL DISAPPROVE</b>	73%	78%
Don't know / refused	10%	10%

4. How would you rate the current state of the economy? Is it...?

<b>Current State Of The National Economy</b> <i>(Trend Data Among Total Sample)</i>	9/13	11/13	2/15	5/15	9/15
Excellent	1%	1%	3%	2%	1%
Good	10%	10%	22%	15%	20%
<b>EXCELLENT / GOOD</b>	11%	11%	25%	17%	21%
Fair	45%	45%	44%	46%	45%
Poor	43%	44%	29%	36%	32%
<b>FAIR / POOR</b>	88%	88%	73%	82%	77%
Don't know / refused	1%	*	1%	2%	2%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

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

<b>Change In National Economy</b> <i>(Trend Data Among Total Sample)</i>	11/12	4/13	6/13	9/13	11/13	2/15	5/15	9/15
Improve	44%	34%	37%	28%	29%	32%	32%	28%
Stay the same	22%	28%	34%	36%	30%	38%	40%	39%
Become worse	31%	35%	26%	31%	36%	25%	24%	27%
Don't know / refused	3%	3%	2%	5%	4%	5%	4%	6%

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

<b>Current Personal Financial Situation</b> <i>(Trend Data Among Total Sample)</i>	4/09	10/11	12/11	3/12	5/12	4/13	6/13	9/13
Excellent	6%	10%	6%	8%	7%	6%	9%	7%
Good	36%	29%	35%	37%	36%	40%	39%	37%
<b>EXCELLENT / GOOD</b>	<b>42%</b>	<b>39%</b>	<b>41%</b>	<b>45%</b>	<b>43%</b>	<b>46%</b>	<b>49%</b>	<b>44%</b>
Fair	37%	39%	40%	40%	38%	39%	34%	38%
Poor	19%	21%	18%	15%	17%	15%	17%	19%
<b>FAIR / POOR</b>	<b>56%</b>	<b>60%</b>	<b>58%</b>	<b>54%</b>	<b>56%</b>	<b>54%</b>	<b>51%</b>	<b>56%</b>
Don't know / refused	1%	1%	1%	1%	1%	1%	*	*

<b>Current Personal Financial Situation</b> <i>(Trend Data Among Total Sample)</i>	11/13	10/14	2/15	5/15	9/15
Excellent	9%	10%	8%	9%	7%
Good	34%	34%	36%	34%	35%
<b>EXCELLENT / GOOD</b>	<b>44%</b>	<b>44%</b>	<b>44%</b>	<b>43%</b>	<b>42%</b>
Fair	39%	40%	38%	38%	38%
Poor	17%	16%	17%	18%	18%
<b>FAIR / POOR</b>	<b>56%</b>	<b>55%</b>	<b>55%</b>	<b>56%</b>	<b>56%</b>
Don't know / refused	*	*	1%	1%	2%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

7. And, thinking ahead to this time next year, do you expect that your personal financial situation will...?

<b>Change In Personal Financial Situation</b> <i>(Trend Data Among Total Sample)</i>	<b>1/10</b>	<b>12/10</b>	<b>3/11</b>	<b>10/11</b>	<b>12/11</b>	<b>3/12</b>	<b>5/12</b>	<b>9/12</b>
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%

<b>Change In Personal Financial Situation</b> <i>(Trend Data Among Total Sample)</i>	<b>11/12</b>	<b>4/13</b>	<b>6/13</b>	<b>9/13</b>	<b>11/13</b>	<b>10/14</b>	<b>2/15</b>	<b>5/15</b>	<b>9/15</b>
Improve	39%	36%	47%	43%	39%	38%	44%	47%	43%
Stay the same	36%	40%	40%	43%	43%	47%	46%	42%	44%
Become worse	22%	22%	11%	12%	15%	11%	8%	10%	10%
Don't know / refused	2%	2%	2%	2%	3%	5%	2%	2%	3%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

8. Overall, do you think that the actions being taken by the Obama Administration will...?

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

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

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



# Allstate | National Journal

## 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...

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

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?

<b>Overall Impact Of Digital Revolution</b>	<b>9/15</b>
Mostly positive	28%
Mixed, both positive and negative	62%
Mostly negative	10%
No real impact	*
Don't know / refused	1%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

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?

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

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

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





# Allstate | National Journal

## Heartland Monitor Poll XXIV

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

<b>Digital Revolution On Quality Of Life</b>	<b>9/15</b>
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.	53%
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.	39%
Don't know / refused	8%

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

<b>Beneficiary Of The Digital Revolution</b>	<b>9/15</b>
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.	55%
Been mostly beneficial to Americans with higher incomes who can afford to pay for access to this information and new technology.	38%
Don't know / refused	7%

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

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



# Allstate | National Journal

## Heartland Monitor Poll XXIV

31. Do you believe that the emergence of these devices has produced more benefits for the economy in ...?

<b>Country Which Benefits More From The Digital Revolution</b> (Asked Of N=504 Respondents In Sample B)	<b>9/15</b>
The United States, where much of the technology is designed and developed	41%
Places like China, where most of the technology is manufactured	40%
About equal / mixed	10%
Don't know / refused	10%

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?

<b>Necessity Of Having The Latest Communication Technology</b>	<b>9/15</b>
<b>Total Necessary</b>	<b>69%</b>
<b>Total Not Necessary</b>	<b>30%</b>
Very necessary	30%
Somewhat necessary	39%
Not very necessary	19%
Not at all necessary	12%
Don't know / refused	1%

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

<b>Financial Reality Of Having The Latest Communication Technology</b>	<b>9/15</b>
<b>Total Realistic</b>	<b>66%</b>
<b>Total Not Realistic</b>	<b>33%</b>
Very realistic	23%
Somewhat realistic	43%
Not very realistic	19%
Not at all realistic	14%
Don't know / refused	2%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

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?

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

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

<b>Effect Of Technological Advances</b>	<b>9/15</b>
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.	54%
I worry that technological advances are moving too fast and are disrupting too many aspects of our economy and social life.	41%
Don't know / refused	5%

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

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

<b>Internet Usage</b>	<b>9/15</b>
Multiple times per day	66%
About once per day	13%
A few times per week	9%
Less often than that	4%
Never	9%
Don't know / refused	*



# Allstate | National Journal

## Heartland Monitor Poll XXIV

40. Through which of the following devices do you access the Internet?

<b>Device Used For The Internet Access</b> (Asked Of N=910 Internet Users)	<b>9/15</b>
Your own home or personal computer	73%
Internet-enabled mobile or smart phone	70%
Tablet like iPad, Kindle, or similar	45%
A computer at work	39%
A smart TV, game console, or similar	28%
Public computer, like at a library	15%
Don't know / refused	*

41. Through which device do you access the Internet MOST OFTEN?

<b>Device Used Most Often For The Internet</b> (Asked of N=907 Internet Users Who Selected At Least One Device)	<b>9/15</b>
Internet-enabled mobile or smart phone	44%
Your own home or personal computer	30%
A computer at work	11%
Tablet like iPad, Kindle, or similar	9%
A smart TV, game console, or similar	2%
Public computer, like at a library	2%
Don't know / refused	1%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

How often do you use the Internet to do each of the following?

<b>Internet Activity</b> <i>(Ranked By Frequently)</i> (Asked Of N=910 Internet Users)	<b>Frequently</b>	<b>Occasionally</b>	<b>Rarely</b>	<b>Never</b>	<b>DK/REF</b>
Y1. Keeping up with national news	53%	23%	12%	11%	1%
42. Use social media like Facebook, Twitter, or Instagram	47%	22%	12%	19%	*
46. Keep up with news and information about your local community	45%	28%	14%	13%	*
43. Purchase products and services for you or your home	28%	36%	19%	17%	*
44. Download music, movies, books, or games	26%	26%	22%	25%	*
45. Donate money to community or charitable organizations	10%	26%	23%	40%	1%

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

<b>Social Media Followers</b> (Asked Of N=731 Social Media Users)	<b>9/15</b>
Family members	80%
Community, charitable, or non-profit groups	38%
Co-workers	35%
Companies or brands	34%
Political groups or candidates	34%
Government agencies or elected officials	29%
Friends you've never met in real life	28%
Celebrities or athletes	27%
Bloggers or writers	26%
None of the above	6%
Don't know / refused	1%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

48. And, beyond simply following them, with which of these do you actively engage either through comments, sharing posts, or other actions?

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

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

<b>Share Community Information On Social Media</b> (Asked Of N=731 Social Media Users)	<b>9/15</b>
Yes	60%
No	39%
Don't know / refused	1%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

50. Specifically, which of the following community issues or events have you shared information about?

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

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

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

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

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



# Allstate | National Journal

## 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...

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

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...?

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





# Allstate | National Journal

## Heartland Monitor Poll XXIV

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

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

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

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

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...?

<b>Location Of Interaction</b> (Asked Of N=910 Internet Users)	<b>9/15</b>
In Person	63%
Online	27%
About Equally	8%
Don't know / refused	3%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

71. Within the past six months, have you donated money to a charitable or non-profit organization?

<b><u>Donated Money To Non-Profit Organization</u></b>	<b>9/15</b>
Yes	64%
No	34%
Don't know / refused	2%

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

<b><u>Focus Of Organization That You Donated To</u></b> (Asked Of N=641 Non-Profit Donors)	<b>9/15</b>
A local focus	66%
A nation-wide focus	44%
A global focus	29%
Don't know / refused	1%

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

<b><u>Volunteered For Non-Profit Organization</u></b>	<b>9/15</b>
Yes	43%
No	55%
Don't know / refused	2%

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

<b><u>Focus Of Organization That You Volunteered For</u></b> (Asked Of N=430 Non-Profit Volunteers)	<b>9/15</b>
A local focus	83%
A nation-wide focus	24%
A global focus	15%
Don't know / refused	1%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

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?

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

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

<b>Personal Action That Has The Most Impact On An Organization</b> (Asked Of N=720 Respondents Who Have Donated Or Volunteered For A Non-Profit)	<b>9/15</b>
Volunteering your time	40%
Donating money	34%
Personally encouraging others to support the organization	14%
Sharing information about the organization through social media	9%
Don't know / refused	3%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

### DEMOGRAPHICS

A/B. State/Region

<u>Region</u>	9/15
Northeast	12%
Mid-Atlantic	13%
Upper Midwest	19%
Great Plains	7%
Deep South	20%
Outer South	9%
Mountain	6%
Pacific	14%

C. Gender

<u>Gender</u>	9/15
Male	49%
Female	51%

DX. Age

<u>Age</u>	9/15
18 – 29	22%
30 – 39	17%
40 – 49	19%
50 – 59	18%
60 – 64	7%
65+	17%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

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

<b>Education</b>	<b>9/15</b>
Less than high school	4%
High school graduate	23%
Some college/vocational school	27%
College graduate	27%
Post graduate	16%
Don't know / refused	2%

F. What is your main ethnic or racial background?

<b>Race/Ethnicity</b>	<b>9/15</b>
White or Caucasian	67%
Hispanic or Latino	12%
African-American or Black	12%
Asian-American or Asian	2%
Native American	1%
Other	3%
Don't know / refused	3%

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

<b>Party Affiliation</b>	<b>9/15</b>
Republican	21%
Democrat	31%
<b>Total Independent / Other</b>	<b>43%</b>
Independent	26%
Something Else	15%
Other	1%
Don't know / refused	5%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

H. People are often classified in different economic categories. Do you consider yourself to be...?

<b><u>Economic Status</u></b>	<b>9/15</b>
Upper Class	2%
Upper Middle Class	14%
Middle Class	45%
Lower Middle Class	22%
Lower Class	12%
Don't know / refused	4%

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

<b><u>Annual Household Income</u></b>	<b>9/15</b>
Less than \$15,000	12%
\$15,000 to less than \$30,000	16%
\$30,000 to less than \$50,000	19%
\$50,000 to less than \$75,000	14%
\$75,000 to less than \$100,000	10%
\$100,000 to less than \$200,000	14%
\$200,000 or more	4%
Don't know / refused	12%

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

<b><u>Marital Status</u></b>	<b>9/15</b>
Single and never married	25%
Married	46%
Not married but living together with a partner	7%
Divorced	11%
Separated	2%
Widowed	7%
Don't know / refused	4%



# Allstate | National Journal

## Heartland Monitor Poll XXIV

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

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

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

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

V1. Are you registered to vote?

<b>Voter Registration</b>	<b>9/15</b>
Yes	88%
No	12%
Don't know / refused	*