

HEARTLAND MONITOR POLL



NEW ALLSTATE POLL FINDS AMERICANS MOSTLY EMBRACE DIGITAL REVOLUTION

Allstate/National Journal Heartland Monitor Poll respondents say digital growth has improved quality of life and community connections, despite lingering concerns about its effects on youth, jobs

WASHINGTON, D.C. (October 1, 2015) — Most Americans are highly connected to technology and believe the Digital Revolution has improved the quality of their interactions with their local communities, according to a new poll released today by The Allstate Corporation (NYSE: ALL) and *National Journal*.

The 24th quarterly Allstate/*National Journal* Heartland Monitor Poll asked Americans across the country how technology is reshaping their lives. The poll explored how in many cases the Digital Revolution has made their lives easier, and how, in some areas, it has given Americans cause for concern.

"As we expected, our latest Heartland Poll found that consumers really love their technology, using it to shop, stay in contact with friends, fact-check and connect with other media," said Bob Wasserman, Senior Vice President, Digital and Regional Marketing, Allstate. "That being said, we also discovered that technology doesn't take the place of regular human-to-human interactions. It's not digital instead of human connections, it's digital in addition to those interactions."

Many respondents assert that technology has made their lives easier:

- Seventy-nine percent say the Digital Revolution has had a positive effect on their ability to stay in touch with people important to them, and three-in-four say it has positively affected their ability to obtain information about important issues.
- More than half (53 percent) think technology is improving life by making it easier to keep in touch with people and making it easier to buy products from anywhere.
- Nearly four-in-five Americans (78 percent) say they're optimistic about the effects that continuing advances in computer and communications technology are having on the country.

Many Americans are connecting with their communities online, especially through social media:

- Millennial Internet users are significantly more wireless with their Internet consumption, compared to seniors, with a full 60 percent of millennials choosing a smart phone as their primary way to connect. For seniors, a majority (60 percent) of those polled primarily use their personal computers.
- A significant majority (81 percent) of Internet users are also active on social media.

- Nearly three-in-four Internet users (73 percent) say they keep up with local community news online.
- Sixty percent of social media users say they use the platform to share information about community issues or local events, with more than half (54 percent) sharing information about charities or fundraisers.
- More than one-third of social media users (39 percent) polled use the Internet to donate money to community or charitable organizations.
- Of those who supported these organizations by donating money or volunteering time, 40 percent believe they can have the most significant impact by volunteering, while 34 percent believe their impact is greatest when donating money.

Despite the generally positive sentiments toward recent technological advances, Americans also acknowledge that the Digital Revolution may have some negative or uncertain effects:

- Thirty-eight percent believe the influence of the Digital Revolution on people's quality of life has been mixed, while 31 percent believe it has had a negative effect.
- Parents, in particular, are concerned with the impact of the Digital Revolution. Only 20 percent of mothers and 39 percent of fathers say the effects have been positive.
- Thirty-nine percent worry that the Digital Revolution has actually diminished Americans' quality of life by isolating people and weakening a sense of community in neighborhoods.
- Fewer than half of those polled (46 percent) think the Digital Revolution has created jobs in the U.S., while 38 percent are concerned it has eliminated jobs.
- Half of respondents between the ages of 30 and 39 were concerned about privacy issues resulting from the Digital Revolution, while fewer Americans under the age of 25 were similarly preoccupied – only 31 percent of respondents in that age range expressed similar concerns.
- Driverless cars are viewed positively by one-in-four (24 percent) and negatively by 38 percent.

“It’s clear from this poll that Americans see the Digital Revolution as pervasive, irreversible and all-encompassing: something that is changing virtually every aspect of our lives,” said Ron Brownstein, Atlantic Media Editorial Director and *National Journal* columnist. “On balance, most Americans think it is bringing more benefits than costs. But the poll makes clear that for all the enthusiasm about the opportunities these technologies have created, Americans hold lingering concerns about what they mean for family, jobs and communities.”

To see in-depth poll data for the 24th quarterly Allstate/*National Journal* Heartland Monitor Poll, please visit www.HeartlandMonitor.com.

Survey Methodology

The 24th installment of the Allstate/National Journal Heartland Monitor Poll investigates conducted September 10-14, 2015 explores ideas around “Community in the Digital Age.” How are Americans experiencing the rapid growth in consumer and communications technology? What impact are these advancements having on the economy and Americans’ own quality of life? What does this new age of online shopping and social media mean for local businesses and community organizations?

The survey was conducted among a national sample of 1,000 adults age 18+, with 500 reach via cell phone and 500 reached via landline. The margin of error for a sample of 1,000 is +/- 3.1 in 95 out of 100 cases.

About Allstate Corporation

The Allstate Corporation (NYSE: ALL) is the nation's largest publicly held personal lines insurer, protecting approximately 16 million households from life's uncertainties through auto, home, life and other insurance offered through its Allstate, Esurance, Encompass and Answer Financial brand names. Allstate is widely known through the slogan "You're In Good Hands With Allstate®." The Allstate brand's network of small businesses offers auto, home, life and retirement products and services to customers in the United States and Canada. In 2014, The Allstate Foundation, Allstate, its employees and agency owners gave \$34 million to support local communities. Allstate employees and agency owners donated 200,000 hours of service across the country.

About National Journal Group

National Journal Group (NJG) is a premium provider of essential insights, analysis, and solutions for those operating in Washington's policy and government arenas. The brand currently reaches an audience of over 3 million through its editorial products, including NationalJournal.com, *Hotline*, *National Journal*, the magazine, and *National Journal Daily*. In addition, NJG serves 700 of Washington’s top organizations through its robust Membership Services, and convenes the nation’s top leaders at its 75 widely attended live events each year.

About The Next Economy

The Next Economy is based on a core idea: even in the face of a political stalemate at the national level, our country has not lost its capacity for self-renewal. Founded in 2009, the program uses print, digital and live platforms to highlight how America is adapting to the changing economy, with a special focus on spotlighting local innovation driving progress in communities around the country. Combining editorial, events and the Heartland Monitor Poll, *The Next Economy* is available at NationalJournal.com/next-economy.

About FTI Consulting

FTI Consulting, Inc. (NYSE: FCN) is a global business advisory firm dedicated to helping organizations protect and enhance enterprise value in an increasingly complex legal, regulatory and economic environment. With more than 4,400 employees located in 26 countries, FTI Consulting professionals work closely with clients to anticipate, illuminate and overcome complex business challenges in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management, strategic communications and restructuring. The company generated \$1.76 billion in revenues during fiscal year 2014. For more information, visit www.fticonsulting.com and connect with us on Twitter (@FTIConsulting), Facebook and LinkedIn.

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