



## Heartland Monitor Poll XVIII

ALLSTATE/NATIONAL JOURNAL HEARTLAND MONITOR POLL XVIII  
 National Sample of 1,000 ADULTS AGE 18+ (700 on landline, 300 on cell)  
 (Sample Margin of Error for 1,000 Respondents =  $\pm 3.1\%$  in 95 out of 100 cases)  
 Conducted September 3-7, 2013 Via Landline and Cell Phone

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>	4/09	7/09	9/09	1/10	4/10	8/10	12/10
Right direction	47%	38%	38%	34%	34%	27%	30%
Wrong track	42%	50%	50%	55%	54%	62%	60%
Neither	2%	3%	4%	4%	4%	6%	4%
Don't know / refused	9%	9%	8%	6%	8%	4%	6%

<b>Direction of Country</b> <i>(Trend Data Among Total Sample)</i>	3/11	5/11	10/11	12/11	3/12	5/12	9/12	11/12	4/13	6/13	9/13
Right direction	26%	28%	20%	20%	30%	33%	35%	41%	29%	30%	25%
Wrong track	60%	58%	70%	70%	60%	57%	56%	51%	60%	58%	64%
Neither	6%	4%	4%	5%	3%	3%	3%	3%	5%	6%	4%
Don't know / refused	8%	10%	6%	5%	7%	7%	6%	5%	6%	5%	8%

<b>Direction of Country</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Right direction	25%	23%
Wrong track	64%	64%
Neither	4%	3%
Don't know / refused	8%	10%



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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?

<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>
Strongly approve	38%	32%	31%	26%	26%	25%	26%
Somewhat approve	23%	24%	21%	21%	22%	21%	22%
<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>
Somewhat disapprove	8%	9%	11%	13%	11%	10%	12%
Strongly disapprove	20%	27%	29%	32%	35%	39%	35%
<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>
Don't know / refused	11%	9%	8%	8%	7%	4%	6%

<b>Obama Approval/Disapproval</b> <i>(Trend Data Among Total Sample)</i>	<b>3/11</b>	<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>	<b>6/13</b>	<b>9/13</b>
Strongly approve	24%	27%	24%	22%	25%	26%	29%	32%	25%	24%	19%
Somewhat approve	25%	24%	20%	22%	27%	21%	21%	22%	21%	24%	21%
<b>TOTAL APPROVE</b>	<b>49%</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>	<b>48%</b>	<b>40%</b>
Somewhat disapprove	14%	13%	11%	12%	12%	12%	8%	9%	11%	9%	15%
Strongly disapprove	30%	28%	39%	37%	32%	36%	37%	34%	38%	36%	39%
<b>TOTAL DISAPPROVE</b>	<b>44%</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>	<b>46%</b>	<b>54%</b>
Don't know / refused	8%	8%	6%	7%	5%	6%	5%	4%	4%	6%	6%

<b>Obama Approval/Disapproval</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Strongly approve	19%	18%
Somewhat approve	21%	18%
<b>TOTAL APPROVE</b>	<b>40%</b>	<b>36%</b>
Somewhat disapprove	15%	16%
Strongly disapprove	39%	41%
<b>TOTAL DISAPPROVE</b>	<b>54%</b>	<b>57%</b>
Don't know / refused	6%	7%



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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)</i>	11/12	4/13	6/13	9/13
<b>TOTAL APPROVE</b>	21%	17%	17%	13%
<b>TOTAL DISAPPROVE</b>	72%	76%	77%	76%
Don't know / refused	8%	7%	6%	11%

<b>Congressional Job Approval/Disapproval</b>	Total	Parents of School Aged Kids
<b>TOTAL APPROVE</b>	13%	13%
<b>TOTAL DISAPPROVE</b>	76%	73%
Don't know / refused	11%	14%

4. And, 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
Increase opportunity for people like you to get ahead	40%	39%	37%	34%	32%	32%
Decrease opportunity for people like you to get ahead	30%	30%	34%	36%	38%	35%
Have no impact	23%	25%	25%	25%	26%	27%
Don't know / refused	8%	7%	4%	5%	5%	5%

<b>Obama Administration's Actions</b> <i>(Trend Data Among Total Sample)</i>	3/11	5/11	10/11	12/11	3/12	5/12	9/12	11/12	4/13	6/13	9/13
Increase opportunity for people like you to get ahead	31%	29%	31%	28%	31%	32%	36%	36%	29%	29%	22%
Decrease opportunity for people like you to get ahead	34%	32%	37%	37%	34%	34%	36%	34%	43%	40%	47%
Have no impact	30%	31%	26%	29%	29%	29%	21%	26%	21%	26%	25%
Don't know / refused	5%	7%	5%	6%	5%	5%	6%	5%	7%	5%	5%

<b>Obama Administration's Actions</b>	Total	Parents of School Aged Kids
Increase opportunity for people like you to get ahead	22%	22%
Decrease opportunity for people like you to get ahead	47%	52%
Have no impact	25%	20%
Don't know / refused	5%	6%



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

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

<b>Obama Economic Policies Over the Years</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Run up a record federal deficit while failing to significantly improve the economy	50%	52%
Help to avoid an even worse economic crisis, and are fueling economic recovery	37%	34%
Don't know / refused	14%	14%

*\*Previous Question Wording and Data:*

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

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

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

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



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

<b>Current State of Economy</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Excellent shape	1%	1%
Good shape	10%	9%
<b>EXCELLENT / GOOD SHAPE</b>	<b>11%</b>	<b>10%</b>
Only fair shape	45%	46%
Poor shape	43%	43%
<b>ONLY FAIR / POOR SHAPE</b>	<b>88%</b>	<b>89%</b>
Don't know / refused	1%	1%

7. And, in general, over the next 12 months, do you think the economy, overall will...

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

<b>Change in Economy</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Improve	28%	27%
Stay the same	36%	36%
Become worse	31%	33%
Don't know / refused	5%	5%



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Now, thinking about things from a different perspective...

8. Considering all aspects of your life, including your personal finances, your family life, your health, and other factors...would you say that things in your life are going...

<b>Life Status</b> <i>(Trend Data Among Total Sample)</i>	<b>6/13</b>	<b>9/13</b>
Very well	31%	28%
Somewhat well	51%	54%
<b>TOTAL WELL</b>	<b>82%</b>	<b>82%</b>
Not very well	12%	13%
Not well at all	6%	5%
<b>TOTAL NOT WELL</b>	<b>18%</b>	<b>18%</b>
Don't know / refused	*	1%

<b>Life Status</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Very well	28%	28%
Somewhat well	54%	51%
<b>TOTAL WELL</b>	<b>82%</b>	<b>80%</b>
Not very well	13%	14%
Not well at all	5%	6%
<b>TOTAL NOT WELL</b>	<b>18%</b>	<b>20%</b>
Don't know / refused	1%	*



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

<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 shape	6%	10%	6%	8%	7%	6%	9%	7%
Good shape	36%	29%	35%	37%	36%	40%	39%	37%
<b>EXCELLENT / GOOD SHAPE</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>
Only fair shape	37%	39%	40%	40%	38%	39%	34%	38%
Poor shape	19%	21%	18%	15%	17%	15%	17%	19%
<b>ONLY FAIR / POOR SHAPE</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>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Excellent shape	7%	7%
Good shape	37%	34%
<b>EXCELLENT / GOOD SHAPE</b>	<b>44%</b>	<b>41%</b>
Only fair shape	38%	39%
Poor shape	19%	20%
<b>ONLY FAIR / POOR SHAPE</b>	<b>56%</b>	<b>59%</b>
Don't know / refused	*	*



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10. 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>
Improve	37%	30%	35%	38%	44%	41%	44%
Stay the same	41%	42%	39%	46%	38%	43%	41%
Become worse	20%	25%	23%	14%	14%	13%	12%
Don't know / refused	3%	3%	3%	2%	4%	3%	4%

<b>Change in Personal Financial Situation</b> <i>(Trend Data Among Total Sample)</i>	<b>9/12</b>	<b>11/12</b>	<b>4/13</b>	<b>6/13</b>	<b>9/13</b>
Improve	45%	39%	36%	47%	43%
Stay the same	35%	36%	40%	40%	43%
Become worse	13%	22%	22%	11%	12%
Don't know / refused	7%	2%	2%	2%	2%

<b>Change in Personal Financial Situation</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Improve	43%	49%
Stay the same	43%	40%
Become worse	12%	9%
Don't know / refused	2%	2%





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Now, I'm going to read you a list of some different financial decisions that many Americans face in their lives. For each one, please tell me how realistic each one would be for you, given your current financial situation, if you were faced with that decision today...

11. Paying for a college education for you or your children.

<b>Paying for College</b> <i>(Trend Data Among Total Sample)</i>	<b>6/13</b>	<b>9/13</b>
Very realistic	22%	18%
Somewhat realistic	25%	24%
<b>TOTAL REALISTIC</b>	<b>46%</b>	<b>42%</b>
Not very realistic	18%	22%
Not at all realistic	29%	32%
<b>TOTAL NOT REALISTIC</b>	<b>47%</b>	<b>54%</b>
Don't know / refused	6%	5%

<b>Paying for College</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Very realistic	18%	16%
Somewhat realistic	24%	30%
<b>TOTAL REALISTIC</b>	<b>42%</b>	<b>46%</b>
Not very realistic	22%	23%
Not at all realistic	32%	29%
<b>TOTAL NOT REALISTIC</b>	<b>54%</b>	<b>53%</b>
Don't know / refused	5%	2%



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12. Maintaining a comfortable standard of living during retirement.

<b>Standard of Living in Retirement</b> <i>(Trend Data Among Total Sample)</i>	<b>6/13</b>	<b>9/13</b>
Very realistic	25%	20%
Somewhat realistic	39%	38%
<b>TOTAL REALISTIC</b>	<b>64%</b>	<b>58%</b>
Not very realistic	14%	21%
Not at all realistic	20%	18%
<b>TOTAL NOT REALISTIC</b>	<b>34%</b>	<b>39%</b>
Don't know / refused	2%	2%

<b>Standard of Living in Retirement</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Very realistic	20%	12%
Somewhat realistic	38%	37%
<b>TOTAL REALISTIC</b>	<b>58%</b>	<b>49%</b>
Not very realistic	21%	25%
Not at all realistic	18%	22%
<b>TOTAL NOT REALISTIC</b>	<b>39%</b>	<b>48%</b>
Don't know / refused	2%	3%



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13. Being able to afford six months of expenses in case of an unexpected job loss or health emergency.

<b>Affording Living Costs in the Event of a Job Loss</b> <i>(Trend Data Among Total Sample)</i>	<b>6/13</b>	<b>9/13</b>
Very realistic	24%	21%
Somewhat realistic	28%	27%
<b>TOTAL REALISTIC</b>	<b>52%</b>	<b>48%</b>
Not very realistic	20%	21%
Not at all realistic	26%	29%
<b>TOTAL NOT REALISTIC</b>	<b>46%</b>	<b>49%</b>
Don't know / refused	2%	2%

<b>Affording Living Costs in the Event of a Job Loss</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Very realistic	21%	19%
Somewhat realistic	27%	23%
<b>TOTAL REALISTIC</b>	<b>48%</b>	<b>42%</b>
Not very realistic	21%	19%
Not at all realistic	29%	38%
<b>TOTAL NOT REALISTIC</b>	<b>49%</b>	<b>57%</b>
Don't know / refused	2%	2%

17. And, compared to your parents when they were your age, would you say you have...

<b>Opportunity Compared with Parents</b> <i>(Trend Data among Total Sample)</i>	<b>7/09</b>	<b>5/11</b>	<b>9/12</b>	<b>9/13</b>
More opportunity to get ahead	54%	44%	48%	45%
Less opportunity to get ahead	18%	29%	23%	27%
About the same amount of opportunity	26%	24%	28%	26%
Don't Know / Refused	2%	3%	1%	2%

<b>Opportunity Compared with Parents</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
More opportunity to get ahead	45%	45%
Less opportunity to get ahead	27%	26%
About the same amount of opportunity	26%	26%
Don't Know / Refused	2%	2%



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18. And, thinking ahead to when today's children are your age, do you think they will have...?

<b>Children's Opportunity in the Future</b> <i>(Trend Data among Total Sample)</i>	<b>7/09</b>	<b>12/10</b>	<b>5/11</b>	<b>9/12</b>	<b>9/13</b>
More opportunity to get ahead	31%	25%	33%	32%	20%
Less opportunity to get ahead	36%	39%	35%	32%	45%
About the same amount of opportunity	29%	30%	26%	31%	30%
Don't Know / Refused	5%	6%	6%	5%	5%

<b>Children's Opportunity in the Future</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
More opportunity to get ahead	20%	21%
Less opportunity to get ahead	45%	41%
About the same amount of opportunity	30%	32%
Don't Know / Refused	5%	6%

And, thinking some more about children and childhood in America today...

19. All things considered, do you believe...

<b>Being a Child Now vs. Previous Generation</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Better to have been a child when you were growing up	79%	82%
Better to be a child in America today	16%	12%
Don't know / refused	5%	6%

20. All things considered, do you believe...

<b>Being a Parent Now vs. Previous Generation</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Better to have been a parent when you were growing up	75%	75%
Better to be a parent in America today	19%	19%
Don't know / refused	6%	6%



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And, when today's children are adults, how will they compare to your generation? Do you think they will have MORE or LESS...

<b>Children vs. Previous Generation Attitudes</b> <i>(Among Total Sample)</i>	<b>More</b>	<b>Less</b>	<b>About the same</b>	<b>Dk / ref</b>
21. Financial responsibility and good spending and saving habits <b>[SAMPLE A ONLY, N = 500, MOE = ±4.38%]</b>	37%	53%	7%	3%
22. Patriotism, pride in their country, and willingness to serve in the military <b>[SAMPLE A ONLY, N = 500, MOE = ±4.38%]</b>	19%	65%	10%	6%
23. Civic and community responsibility, including voting and volunteering <b>[SAMPLE B ONLY, N = 500, MOE = ±4.38%]</b>	41%	48%	7%	4%
24. Work ethic, professional motivation, and pride in a job well done <b>[SAMPLE B ONLY, N = 500, MOE = ±4.38%]</b>	27%	63%	7%	3%
25. Financial security, including a steady job and owning a home without too much debt <b>[SAMPLE A ONLY, N = 500, MOE = ±4.38%]</b>	21%	68%	6%	5%
26. Financial freedom and the ability to afford some luxuries and a comfortable retirement <b>[SAMPLE B ONLY, N = 500, MOE = ±4.38%]</b>	27%	62%	5%	6%

<b>Children vs. Previous Generation Attitudes</b> <i>(Among Parents of School Aged Kids)</i>	<b>More</b>	<b>Less</b>	<b>About the same</b>	<b>Dk / ref</b>
21. Financial responsibility and good spending and saving habits <b>[SAMPLE A ONLY, N = 208]</b>	39%	51%	8%	2%
22. Patriotism, pride in their country, and willingness to serve in the military <b>[SAMPLE A ONLY, N = 208]</b>	14%	69%	13%	4%
23. Civic and community responsibility, including voting and volunteering <b>[SAMPLE B ONLY, N = 195]</b>	42%	47%	7%	3%
24. Work ethic, professional motivation, and pride in a job well done <b>[SAMPLE B ONLY, N = 195]</b>	24%	67%	7%	2%
25. Financial security, including a steady job and owning a home without too much debt <b>[SAMPLE A ONLY, N = 208]</b>	20%	63%	10%	8%
26. Financial freedom and the ability to afford some luxuries and a comfortable retirement <b>[SAMPLE B ONLY, N = 195]</b>	21%	68%	4%	7%



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Thinking about the type of things that contribute to a child's growth and development...How accessible do you believe that each of the following **opportunities** are for an average child in the United States today? Please tell me if you believe each opportunity is Very accessible, Somewhat accessible, Not very accessible, or Not at All accessible.

<b>Opportunity Accessibility</b> <i>(Among Total Sample)</i>	<b>TOTAL ACCESSIBLE</b>	<b>TOTAL NOT ACCESSIBLE</b>	<b>Very accessible</b>	<b>Somewhat accessible</b>	<b>Not very accessible</b>	<b>Not at all accessible</b>	<b>Dk / ref</b>
27. A quality education that will prepare them for the future	75%	23%	26%	49%	19%	4%	2%
28. Equal treatment and opportunities regardless of gender, race, orientation, or disability	80%	17%	38%	42%	13%	4%	2%
29. Quality health care, including medical, vision and dental care	67%	30%	22%	45%	24%	6%	2%
30. Enough time to play, have fun, be a kid, and pursue their interests	76%	22%	31%	45%	18%	4%	2%
31. Sufficient love and attention from their family	82%	14%	38%	44%	12%	3%	4%
32. Future opportunities to get a good job as adults	72%	26%	16%	56%	22%	4%	2%

<b>Opportunity Accessibility</b> <i>(Among Parents of School Aged Kids)</i>	<b>TOTAL ACCESSIBLE</b>	<b>TOTAL NOT ACCESSIBLE</b>	<b>Very Accessible</b>	<b>Somewhat Accessible</b>	<b>Not Very Accessible</b>	<b>Not At All Accessible</b>	<b>Dk / ref</b>
27. A quality education that will prepare them for the future	75%	23%	25%	50%	21%	3%	1%
28. Equal treatment and opportunities regardless of gender, race, orientation, or disability	80%	19%	38%	42%	15%	3%	1%
29. Quality health care, including medical, vision and dental care	67%	31%	20%	47%	24%	6%	2%
30. Enough time to play, have fun, be a kid, and pursue their interests	81%	18%	32%	49%	16%	3%	1%
31. Sufficient love and attention from their family	84%	12%	47%	37%	11%	2%	3%
32. Future opportunities to get a good job as adults	76%	23%	14%	62%	20%	3%	1%



## Heartland Monitor Poll XVIII

Thinking about the type of things that create problems for a child's growth and development...How serious do you believe that each of the following **challenges** are for an average child in the United States today? Please tell me if you believe each challenge is Very serious, Somewhat serious, Not very serious, or Not at All serious.

<b>Seriousness of Challenges</b> <i>(Among Total Sample)</i>	<b>TOTAL SERIOUS</b>	<b>TOTAL NOT SERIOUS</b>	<b>Very serious</b>	<b>Somewhat serious</b>	<b>Not Very serious</b>	<b>Not At All serious</b>	<b>Dk / ref</b>
33. Health risks posed by poor diet or lack of exercise <b>[SAMPLE A ONLY, N = 500, MOE = ±4.38%]</b>	88%	10%	50%	38%	9%	1%	2%
34. Health risks posed by smoking, drug or alcohol use <b>[SAMPLE B ONLY, N = 500, MOE = ±4.38%]</b>	89%	10%	57%	33%	9%	1%	1%
35. Part of their childhood being lived in poverty <b>[SAMPLE A ONLY, N = 500, MOE = ±4.38%]</b>	86%	12%	45%	41%	10%	3%	2%
36. Living in a household where one or both parents is unemployed <b>[SAMPLE B ONLY, N = 500, MOE = ±4.38%]</b>	89%	9%	52%	36%	6%	3%	2%
37. Experiencing or witnessing violence or domestic abuse	88%	10%	56%	32%	7%	3%	2%
38. Missing educational and development opportunities because they are too expensive	89%	10%	55%	34%	7%	3%	1%
39. Loss of personal safety and privacy due to the Internet and social media	89%	9%	62%	27%	7%	3%	1%
40. Exposure to violent or explicit content in games, the media, and online <b>[SAMPLE A ONLY, N = 500, MOE = ±4.38%]</b>	87%	13%	61%	26%	9%	4%	1%
41. Exposure to crime, gang and drug violence in their community <b>[SAMPLE B ONLY, N = 500, MOE = ±4.38%]</b>	87%	9%	62%	25%	7%	2%	4%
42. Being pressured by friends and peers into making bad choices	89%	9%	53%	37%	8%	1%	2%



## Heartland Monitor Poll XVIII

<b>Seriousness of Challenges</b> <i>(Among Parents of School Aged Kids)</i>	<b>TOTAL SERIOUS</b>	<b>TOTAL NOT SERIOUS</b>	<b>Very serious</b>	<b>Somewhat serious</b>	<b>Not Very serious</b>	<b>Not At All serious</b>	<b>Dk / ref</b>
33. Health risks posed by poor diet or lack of exercise <b>[SAMPLE A ONLY, N = 208]</b>	86%	14%	50%	35%	12%	2%	1%
34. Health risks posed by smoking, drug or alcohol use <b>[SAMPLE B ONLY, N = 195]</b>	90%	8%	59%	31%	7%	1%	2%
35. Part of their childhood being lived in poverty <b>[SAMPLE A ONLY, N = 208]</b>	87%	12%	48%	39%	8%	3%	2%
36. Living in a household where one or both parents is unemployed <b>[SAMPLE B ONLY, N = 195]</b>	90%	8%	49%	41%	6%	2%	3%
37. Experiencing or witnessing violence or domestic abuse	88%	10%	59%	30%	7%	3%	1%
38. Missing educational and development opportunities because they are too expensive	91%	9%	53%	37%	6%	3%	*
39. Loss of personal safety and privacy due to the Internet and social media	89%	10%	65%	24%	7%	3%	1%
40. Exposure to violent or explicit content in games, the media, and online <b>[SAMPLE A ONLY, N = 208]</b>	89%	11%	64%	25%	8%	3%	*
41. Exposure to crime, gang and drug violence in their community <b>[SAMPLE B ONLY, N = 195]</b>	87%	11%	69%	18%	9%	2%	2%
42. Being pressured by friends and peers into making bad choices	89%	9%	54%	35%	8%	1%	2%

Considering these different challenges and opportunities faced by children in America today...

43. Would you say that overall, children in America are faced with more CHALLENGES or are they faced with more OPPORTUNITIES?  
**[TOTAL: SAMPLE A ONLY, N = 500, MOE = ±4.38%]**

<b>Overall Challenges vs. Opportunities</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
More Challenges	66%	67%
More Opportunities	25%	19%
About Equal	8%	13%
Don't know / refused	2%	1%





## Heartland Monitor Poll XVIII

44. Compared to about five years ago around the time of the economic downturn and when President Obama first took office, would you say that overall, children in America are now faced with more CHALLENGES or are they faced with more OPPORTUNITIES?  
**[TOTAL: SAMPLE B ONLY, N = 500, MOE = ±4.38%]**

<b>Challenges vs. Opportunities: Compared to 5 Years Ago</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
More Challenges	62%	62%
More Opportunities	24%	22%
About Equal	10%	10%
Don't know / refused	4%	6%

Thinking about the children in your community, like those in your family and neighborhood...

45. Do you think that these children are faced with more CHALLENGES or more OPPORTUNITIES than the average child in the United States today?

<b>Challenges vs. Opportunities in the Community</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
More Challenges	42%	41%
More Opportunities	45%	47%
About Equal	9%	9%
Don't know / refused	3%	3%

- 46x. And, in your life, has your impression of the opportunities and challenges facing children today made you want to have...  
**[TOTAL: SAMPLE A ONLY, N = 500, MOE = ±4.38%]**

<b>Effect of Opportunities vs. Challenges on Decision to Have Children</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Has not had much impact on your decision	59%	61%
Fewer children	33%	33%
More children	3%	2%
Never wanted children / kids	3%	4%
Don't know / refused	2%	1%



## Heartland Monitor Poll XVIII

46y. And, in thinking about your own decisions about whether or not to have children, which of the following was the biggest deciding factor?

[TOTAL: SAMPLE B ONLY, N = 500, MOE = ±4.38%]

<u>Factors in Decision to Have Children</u>	Total	Parents of School Aged Kids
Your personal finances	29%	30%
Lifestyle considerations	25%	25%
Family support	15%	21%
Career considerations	9%	6%
Health or fertility considerations	6%	6%
Don't know / refused	17%	13%

On a similar topic...

47. Which of the following do you believe applies more to parents with young children today?

<u>Parent Involvement in Children's Lives</u>	Total	Parents of School Aged Kids
Parents are <b>too busy</b> with work and their own personal lives and they can't spend enough time with their children or give them the attention they need to learn and grow.	69%	72%
Parents are <b>too closely involved</b> in every aspect of their children's lives and they don't allow their children enough independence and chances to learn and grow on their own.	19%	18%
Don't know / refused	11%	10%

48. Which of the following do you believe applies more to children today?

<u>Children's Time Mangement</u>	Total	Parents of School Aged Kids
Children spend too much time watching TV and playing videogames and should be involved in more activities that will help them stay active, develop and learn new things.	76%	78%
Children are involved in too many sports, clubs, and activities and are overly scheduled, which gets in the way of focusing on school, being a kid, and getting enough sleep.	16%	14%
Don't know / refused	8%	8%



## Heartland Monitor Poll XVIII

49. And, on the topic of parents and children, which of the following do you agree with more?

<b>Responsibility of Costs For Raising Children</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
While the country should be supportive of children and young families, raising those children is the responsibility of the parents. The cost of raising children should not be subsidized through higher costs for businesses and by higher taxes and longer working hours for non-parents.	51%	48%
The entire country has a shared responsibility to invest more in children and young families. This means more support in the workplace through paid leave and flexible work schedules, even if those options are not available to non-parents, and more government assistance for child care.	42%	43%
Don't know / refused	7%	9%

50. Now, recent studies have determined that it will cost middle-income families more than \$240,000 to raise a child for 18 years, not including college. And, the average household income has fallen by more than \$2,000 since the end of the recession in 2009. Considering these factors, which of the following do you believe would make it more affordable for parents to raise children these days?  
**[TOTAL: SAMPLE A ONLY, N = 500, MOE = ±4.38%]**

<b>Policy to Make Raising Children More Affordable</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Lowering taxes so parents have more of their own money to pay for child care, private school if they choose, their children's health care and college tuition, even if it means less spending on public programs.	60%	63%
Increasing public spending on programs like universal pre-K, improvements in primary and secondary education, subsidies for child care, guaranteed health care for children, and college tuition assistance, even if it means higher taxes.	34%	32%
Don't know / refused	6%	6%

51. Thinking specifically about the cost of college...As you may know, the average four-year college education costs more than \$22,000 per year and the average student debt upon graduation is nearly \$27,000. However, people with a four-year degree earn about twice as much over the course of their life than those without a degree. Is college...  
**[TOTAL: SAMPLE B ONLY, N = 500, MOE = ±4.38%]**

<b>View on College Education</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
A ticket to the middle class that helps people get good jobs and build successful careers	53%	54%
An economic burden that is often too expensive and requires taking on debt to pay for	39%	39%
Don't know / refused	7%	7%



## Heartland Monitor Poll XVIII

52. And, what kind of overall impact do modern communication technologies like smart phones, the Internet and social media have on today's children?  
**[TOTAL: SAMPLE B ONLY, N = 500, MOE = ±4.38%]**

Effect of Modern Communication Technology	Total	Parents of School Aged Kids
A mostly NEGATIVE impact because it can expose children to inappropriate content, threaten their safety and privacy, and limit their personal interactions and offline activities.	48%	51%
A mostly POSITIVE impact because children can access a world of information they can learn from and gives parents a way to keep in close contact with children and ensure their safety.	43%	41%
Don't know / refused	9%	8%

How much do you trust each of the following people and groups to make the right decisions when it comes to children? Do you trust them A Great Deal, Some, Not Very Much, or Not at All?

Trust to Make Right Decisions For Children (Among Total Sample)	GREAT DEAL / SOME	NOT VERY MUCH / NOT AT ALL	Great deal	Some	Not very much	Not at all	Dk / ref
53. Teachers	89%	9%	42%	48%	5%	5%	1%
54. School Administrators [SAMPLE B ONLY, N = 500, MOE = ±4.38%]	79%	19%	22%	58%	10%	9%	1%
55. Congress [SAMPLE A ONLY, N = 500, MOE = ±4.38%]	28%	69%	3%	25%	29%	40%	2%
56. President Obama [SAMPLE B ONLY, N = 500, MOE = ±4.38%]	52%	46%	20%	33%	14%	32%	3%
57. State and local government leaders	46%	52%	4%	41%	24%	28%	2%
58. Your children's teachers [PARENTS OF SCHOOL AGED CHILDREN, N = 381]	91%	5%	48%	43%	3%	2%	4%
59. Companies that produce movies, video games, and other media products for children [SAMPLE A ONLY, N = 500, MOE = ±4.38%]	22%	76%	2%	20%	27%	48%	2%
60. Religious leaders	69%	28%	24%	45%	13%	15%	3%
61. Coaches, instructors and leaders of extracurricular activities	85%	13%	26%	59%	8%	4%	1%



## Heartland Monitor Poll XVIII

<b>Trust to Make Right Decisions For Children</b> <i>(Among Parents of School Aged Kids)</i>	<b>GREAT DEAL / SOME</b>	<b>NOT VERY MUCH / NOT AT ALL</b>	<b>Great deal</b>	<b>Some</b>	<b>Not very much</b>	<b>Not at all</b>	<b>Dk / ref</b>
53. Teachers	93%	5%	41%	52%	3%	2%	1%
54. School Administrators [SAMPLE B ONLY, N = 195]	83%	17%	21%	63%	7%	9%	*
55. Congress [SAMPLE A ONLY, N = 208]	27%	70%	2%	25%	29%	41%	3%
56. President Obama [SAMPLE B ONLY, N = 195]	51%	48%	17%	34%	10%	38%	2%
57. State and local government leaders	45%	53%	2%	43%	25%	28%	2%
58. Your children's teachers [PARENTS OF SCHOOL AGED CHILDREN, N = 381]	91%	5%	48%	43%	3%	2%	4%
59. Companies that produce movies, video games, and other media products for children [SAMPLE A ONLY, N = 208]	18%	78%	2%	16%	21%	58%	4%
60. Religious leaders	68%	29%	26%	43%	14%	16%	2%
61. Coaches, instructors and leaders of extracurricular activities	88%	11%	26%	62%	7%	3%	1%

62. And, in school, who do you believe has the most responsibility for ensuring that children are successful?  
[SAMPLE A ONLY, N = 500, MOE = ±4.38%]

<b>Responsible for Children's Success in School</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Parents	66%	68%
Teachers	16%	15%
The children themselves	14%	10%
Don't know / refused	4%	7%

63. How much of a factor were the local schools in your decision to live where you do now?  
[SAMPLE B ONLY, N = 500, MOE = ±4.38%]

<b>Importance of School in Where to Live</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
The single biggest factor	10%	12%
One of the biggest	32%	42%
A minor factor	14%	15%
Not a factor at all	41%	30%
Don't know / refused	3%	1%



## Heartland Monitor Poll XVIII

(READ ONLY IF RESPONDENT HAS CHILDREN) Thinking specifically about your own children...

64. Do you also have grandchildren?  
**[TOTAL: HAS CHILDREN 18+, N = 388]**

<u>Grandchildren</u>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Yes	71%	57%
No	28%	43%
Don't know / refused	1%	--

65. How many children under 18 do you have?  
**[TOTAL: HAS CHILDREN UNDER 18, N = 381]**

<u>Number of Children Under 18</u>	<b>Total</b>	<b>Parents of School Aged Kids</b>
1 Child	32%	32%
2 to 3 Children	55%	55%
4 to 5 Children	9%	9%
More than 5 Children	1%	1%
Don't know / refused	3%	3%

66. In what age group (*is your child / are your children?*) (ACCEPTED MULTIPLE RESPONSES)  
**[TOTAL: HAS CHILDREN UNDER 18, N = 381]**

<u>Type of Children</u>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Kindergarten through age 12	62%	62%
Infant through pre-school	37%	37%
Teenager	35%	35%
Don't know / refused	1%	1%

67. Which of the following applies to you? (ACCEPTED MULTIPLE RESPONSES)  
**[TOTAL: HAS CHILDREN 18+, N = 388]**

<u>Type of Children Over 18</u>	<b>Total</b>	<b>Parents of School Aged Kids</b>
I have one 18-year-old who is still in high school	4%	30%
I have more than one 18-year-old who is still in high school	3%	22%
I have a child 18 or older who is done with high school and still living with me	15%	23%
Neither	76%	28%
Don't know / refused	2%	*



## Heartland Monitor Poll XVIII

68. (Does your child / Do your children) live with you...

[TOTAL: PARENTS OF SCHOOL AGED CHILDREN, N = 392]

Children Live With Parent	Total	Parents of School Aged Kids
Full time	88%	88%
Part time	6%	6%
Live with a different parent or guardian	5%	5%
Don't know / refused	2%	2%

69. Do you and your (spouse / partner)...

[TOTAL: PARENTS OF SCHOOL AGED CHILDREN WITH TWO WORKING PARENTS, N = 145]

Parents Work Schedule	3/12	9/13
Work generally the same hours to be mostly home with the children at the same time	50%	61%
Work opposite or staggered schedules so that one parent is home with the children while the other is working	40%	36%
Don't know / refused	10%	3%

Parents Work Schedule	Total	Parents of School Aged Kids
Work generally the same hours to be mostly home with the children at the same time	61%	61%
Work opposite or staggered schedules so that one parent is home with the children while the other is working	36%	36%
Don't know / refused	3%	3%

70. Which of the following child care arrangements have you used?

[TOTAL: PARENTS WITH KIDS, N = 735]

Childcare Arrangements Used	Total	Parents of School Aged Kids
A parent staying at home	53%	54%
Care by a family member	43%	46%
Day care or nursery	31%	33%
Before- or After-school care	22%	22%
Nanny or nanny share	7%	6%
None of these	8%	4%
Don't know / refused	2%	1%



## Heartland Monitor Poll XVIII

71. Have you generally been satisfied or dissatisfied with the child care options available to you?  
**[TOTAL: PARENTS WITH KIDS UNDER 18 AND HAVE USED CHILD CARE, N = 401]**

<u>Childcare Satisfaction</u>	Total	Parents of School Aged Kids
Satisfied	75%	74%
Dissatisfied	18%	18%
Don't know / refused	7%	7%

72. What is your biggest source of dissatisfaction with the child care options?  
**[TOTAL: PARENTS WITH KIDS UNDER 18 AND DISSATISFIED WITH CHILD CARE, N = 74]**

<u>Source of Dissatisfaction</u>	Total	Parents of School Aged Kids
Cost	51%	51%
Quality	21%	21%
Availability	19%	19%
Hours of operation	6%	6%
Don't know / refused	3%	3%

73. Not counting school, how many hours per week (*Does your child / Does each child, on average*) spend in some sort of organized extracurricular activity like sports, clubs, or lessons?  
**[TOTAL: PARENTS OF SCHOOL AGED CHILDREN, N = 392]**

<u>Hours of Extracurriculars</u>	Total	Parents of School Aged Kids
5 hours or less	45%	45%
6 to 10 hours	20%	20%
11 to 15 hours	6%	6%
16 to 20 hours	2%	2%
21 hours or more	3%	3%
None / Almost none	22%	22%
Don't know / refused	3%	3%





## Heartland Monitor Poll XVIII

74. Would you say that most of these extracurricular activities are...  
**[TOTAL: PARENTS OF SCHOOL AGED CHILDREN WHO PARTICPATE IN EXTRACURRICULARS, N = 297]**

<b>Who Chooses Extracurriculars</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Things that ( <i>your child / your children</i> ) chose themself	33%	33%
Things that you chose for them	9%	9%
A combination of both	57%	57%
Don't know / refused	1%	1%

75. Would you say that these extracurricular activities are meant more...  
**[TOTAL: PARENTS OF SCHOOL AGED CHILDREN WHO PARTICPATE IN EXTRACURRICULARS, N = 297]**

<b>Purpose of Extracurriculars</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
To make them more well-rounded and prepare them for the future	53%	53%
To let them to do things they enjoy or are good at	33%	33%
To keep them out of trouble and under good supervision	10%	10%
Don't know / refused	4%	4%

76. And, which of the following steps, if any, have you taken to pay for the cost of raising your children? (*ACCEPTED MULTIPLE RESPONSES*)  
**[TOTAL: PARENTS, N = 735]**

<b>Steps Taken To Pay For Cost of Raising Children</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Reduced spending on luxuries and vacations	67%	72%
Put less money towards own retirement	41%	43%
Worked an extra job	37%	36%
Delayed paying off debt	30%	34%
Take out personal loans	21%	22%
None of the above	12%	10%
Don't know / refused	3%	2%



## Heartland Monitor Poll XVIII

77. What do you expect is the most likely step for (*your child / your children*) after high school? (*ACCEPTED MULTIPLE RESPONSES*)  
**[TOTAL: PARENTS OF SCHOOL AGED CHILDREN, N = 392]**

<b>Step After High School</b>	<b>Total</b>
Four-year college	71%
Two-year college	21%
Trade or vocational school	13%
The military	10%
Enter the workforce	10%
Other / no plans	2%
Don't know / refused	5%

78. Through which of the following do you expect that education will be paid for?  
*(ACCEPTED MULTIPLE RESPONSES)*  
**[TOTAL: PARENTS OF SCHOOL AGED CHILDREN WHO PLAN TO CONTINUE THEIR EDUCATION, N = 344]**

<b>How to Pay For College</b>	<b>Total</b>
Grants and scholarships	59%
Parents pay as you go	42%
Student taking out loans	31%
Pay for it out of your own savings	28%
Parent taking out loans	25%
Student pays as they go	24%
Don't know how / no plans	4%
Refused	*

79. And, ultimately, what portion of the total cost of that education do you expect YOU will end up paying?  
**[TOTAL: PARENTS OF SCHOOL AGED CHILDREN WHO PLAN TO CONTINUE THEIR EDUCATION, N = 344]**

<b>Portion of College Education You Will Pay For</b>	<b>Total</b>
All of it	11%
Most of it	28%
Half of it	19%
Some of it	33%
None of it	8%
Don't know how	2%
Refused	*



## Heartland Monitor Poll XVIII

80. And, off the following, what would you say is the biggest threat to (*your child's / your children's*) safety and wellbeing?

What would say is the second biggest threat?)

[TOTAL: PARENTS OF SCHOOL AGED CHILDREN, N = 392]

<b>Biggest Threat to Child</b>	<b>Top Rank (Total)</b>	<b>Top 2 Rank (Total)</b>
Unsafe driving	22%	31%
Drug and alcohol use	19%	29%
Bullying	16%	25%
Doing poorly in school	11%	16%
Online predators	10%	17%
Street violence	9%	14%
Unsafe sex	4%	10%
None of these	5%	5%
Don't know / refused	4%	4%



## Heartland Monitor Poll XVIII

### Demographic Questions

#### A. Gender

<b>Gender</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Male	48%	44%
Female	52%	56%

#### C. Region

<b>Region</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Northeast	12%	12%
Midatlantic	13%	14%
Deep South	21%	18%
Outer South	9%	10%
Upper Midwest	16%	14%
Great Plains	6%	6%
Mountain	8%	8%
Pacific	16%	17%

#### D. Age

<b>Age</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
18-29	22%	21%
30-39	18%	34%
40-49	19%	31%
50-59	17%	9%
60-64	6%	2%
65+	17%	3%



## Heartland Monitor Poll XVIII

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

<b>Employment</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Employed full-time	43%	55%
Employed part-time	12%	12%
Retired	20%	5%
Student	5%	3%
Homemaker	8%	11%
Unemployed and looking for work	7%	7%
Unemployed, but not looking for work	6%	7%
Don't know / refused	1%	1%

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

<b>Children</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
I have one or more children under the age of 18	38%	94%
I have one or more adult children	39%	14%
I have no children but hope to one day	13%	*
I have no children and no plans to have any	13%	*
Don't know / refused	2%	*

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

<b>Marital Status</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Married	52%	68%
Single and never married	22%	7%
Divorced	9%	8%
Not married, but living together with a partner	6%	9%
Widowed	8%	2%
Separated	2%	4%
Don't know / refused	*	1%



## Heartland Monitor Poll XVIII

I. Which of the following best describes your (*spouse's / partner's*) current employment status?

<b>Spouse's / Partner's Employment</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Employed full-time	57%	66%
Employed part-time	10%	11%
Retired	16%	2%
Student	2%	2%
Homemaker	8%	11%
Unemployed and looking for work	3%	5%
Unemployed, but not looking for work	3%	2%
Don't know / refused	*	*

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

<b>Economic Class</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Upper Class	1%	*
Upper Middle Class	14%	11%
Middle Class	45%	45%
Lower Middle Class	27%	27%
Lower Class	11%	13%
Don't know / refused	3%	4%

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

<b>Education</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Less than high school	6%	7%
High school graduate	22%	18%
Some college / vocational school	34%	38%
College graduate	25%	22%
Post-graduate	12%	13%
Don't know / refused	1%	2%



## Heartland Monitor Poll XVIII

D3. What is the last grade of formal education your (*spouse / partner*) has completed?

<b>Spouse's / Partner's Education</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Less than high school	5%	6%
High school graduate	28%	28%
Some college / vocational school	26%	27%
College graduate	29%	27%
Post-graduate	10%	9%
Don't know / refused	2%	3%

D4. Please tell me which of the following categories best applies to your total household income for 2012...

<b>Income</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Less than \$15,000	10%	8%
\$15,000 to less than \$30,000	17%	15%
\$30,000 to less than \$50,000	18%	16%
\$50,000 to less than \$75,000	17%	18%
\$75,000 to less than \$100,000	13%	16%
\$100,000 to less than \$200,000	13%	16%
\$200,000 or more	3%	3%
Don't know / refused	9%	7%

D5. And, generally speaking, do you think of yourself as...

<b>Political Affiliation</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
Republican	25%	26%
Democrat	26%	23%
Independent / something else / other	43%	45%
Don't know / refused	4%	5%



## Heartland Monitor Poll XVIII

D6. What is your main ethnic or racial background?

<b>Race</b>	<b>Total</b>	<b>Parents of School Aged Kids</b>
White / Caucasian	70%	69%
African-American / Black	11%	9%
Hispanic / Latino	12%	14%
Asian-American / Asian	2%	2%
Native American	1%	1%
Other	1%	1%
Don't know / refused	3%	4%