

NEW MODELS NATIONAL BRAND SURVEY
December 29-30, 2012
1000 RVs

1. Generally speaking, would you say things in the country are headed in the right direction, or are things seriously headed off on the wrong track?

	OCT 2012	POST ELECT 2012	NOV II 2012	DEC 2012
1. Right Direction	40	47	43	35
2. Don't Know/Refused (DO NOT READ)	7	6	8	10
3. Wrong Track	54	47	50	55

2. Overall would you say that you approve or disapprove of the job Barack Obama is doing as President?

	OCT 2012	POST ELECT 2012	NOV II 2012	DEC 2012
1. Approve	47	51	51	52
2. Don't know/refused	3	2	4	6
3. Disapprove	50	47	45	43

Please tell me for each of the following whether you have a favorable or an unfavorable impression. (IF CHOICE IS MADE, ASK:) Would you say you have a strongly (FAVORABLE/UNFAVORABLE) impression or just a somewhat (FAVORABLE/UNFAVORABLE) impression?)

	NAME ID	FAVORABLE	UNFAVORABLE	NO OPINION	
3. Republicans in Congress	OCT 2012	100	40	54	6
	POST ELECT 2012	100	39	59	2
	NOV II 2012	100	36	54	10
	DEC 2012	100	30	61	9
4. Democrats in Congress	OCT 2012	100	40	54	6
	POST ELECT 2012	100	45	53	2
	NOV II 2012	100	41	52	7
	DEC 2012	100	42	50	7

5. Which of the following issues would you say is most important to you in deciding how to vote for Congress? (ROTATE)

	OCT 2012	POST ELECT 2012	NOV II 2012	DEC 2012
1. Education	7	8	7	5
2. Social Security	6	5	6	8
3. Retirement and Investments	*	*	1	1
4. Terrorism	1	*	1	1
5. Healthcare/Rx	7	15	10	8
6. The Economy	34	36	33	35
7. Jobs	13	10	11	10
8. Taxes	4	2	2	6
9. Crime and Safety	1	*	*	2
10. Environment	1	2	3	2
11. National Defense/Foreign Affairs/Iraq	4	4	6	3
12. National Deficit/Spending	11	8	10	11
13. Energy	1	1	2	1
14. Gas prices	1	*	1	1
15. Immigration	2	1	2	1
16. Other	4	6	3	2
17. Don't know/Refused	3	1	4	4

Which party do you have more confidence in to handle the issue of (ROTATE LIST BELOW), (ROTATE) the Republican Party or the Democratic Party?

		REP	DEM
6. The Economy	OCT 2012	49	46
	POST ELECT 2012	49	48
	NOV II 2012	45	46
	DEC 2012	44	47
7. Jobs	OCT 2012	49	44
	POST ELECT 2012	51	48
	NOV II 2012	45	45
	DEC 2012	43	49

	SEP 2012	44	49
	OCT 2012	43	50
8. Health Care/RX	NOV II 2012	39	49
	DEC 2012	38	51
	SEP 2012	48	43
	OCT 2012	48	42
9. Energy and gas prices	NOV II 2012	43	45
	DEC 2012	42	45
	SEP 2012	47	46
	OCT 2012	49	44
10. Taxes	NOV II 2012	44	46
	DEC 2012	44	47
11. Budget/Deficit	DEC 2012	45	44

(ROTATE 12-14 and 15-17)

12. In the last couple of weeks, have you seen, read or heard anything that Congressional Republicans were doing? (ROTATE)

	SEP 2012	OCT 2012	NOV II 2012	DEC 2012
1. Yes (GO TO Q13)	41	37	35	51
2. No (GO TO Q15)	57	60	64	48
3. DK/Refused (DO NOT READ – GO TO Q15)	3	3	1	1

13. What was it?

1. About the national debt/debt ceiling	2
2. Raising the debt ceiling/debt limit	*
3. Decreasing debts/against raising debt limit	1
4. About taxes	7
5. Increase taxes	6
6. Cutting taxes/not increasing taxes	5
7. About Social Security/cutting Social Security	1
8. About the deficit issues/reducing deficit	5
9. About the budget/balancing the budget	6
10. About the economy issues	4
11. About spending	1

12. Cut spending/control spending/reduce spending	5
13. It's the same as what the Democrats are doing	1
14. About health care/Medicare/cut down on Medicare/Obamacare	2
15. About jobs	1
16. They are not doing anything/not doing enough	5
17. They are opposing the President/they are against Obama	2
18. They are blocking everything/not compromising	18
19. They are trying to help people/they are trying to make the world better	1
20. They favor the rich/not helping normal people/middle class people	2
21. It is about campaigns/nominations/elections	-
22. Cutting of social services/programs	1
23. Increasing the taxes for poor while lowering the taxes for the rich	*
24. They don't want to tax the rich/wealthy/they don't want to raise taxes on the rich	3
25. They only think about their interest/they don't care about the country	1
26. About rape/abortion/women's rights issues	*
27. About issues on immigration/immigrants	*
28. About energy/oil drilling issues	-
29. They are trying to pass a bill/proposal	2
30. They are preparing for their congressional convention/meeting	-
31. Issues/attacks in Libya/they're investigating the attack	*
32. About education	*
33. About military/veterans	-
34. About gas prices/energy cost	*
35. About the Fast and Furious investigation	-
36. Fiscal cliff	48
37. Gun control	2
38. None	*
39. Other	5
40. DK	2

**14. Did it make you more favorable or less favorable to Congressional Republicans?
(ROTATE)**

	SEP 2012	OCT 2012	NOV II 2012	DEC 2012
1. More favorable	47	40	48	32
2. Less favorable	44	51	42	57
3. No difference (DO NOT READ)	9	9	10	11

15. In the last couple of weeks, have you seen, read or heard anything that Congressional Democrats were doing? (ROTATE)

	SEP 2012	OCT 2012	NOV II 2012	DEC 2012
1. Yes (GO TO Q16)	40	35	35	48
2. No (GO TO Q18)	58	63	64	51
3. DK/Refused (DO NOT READ – GO TO Q18)	2	2	1	1

16. What was it?

1. They want to raise taxes/increase taxes for the wealthy	15
2. About the debt ceiling/national debt/debt limit/raising it or not	2
3. About the budget/balancing it/budget issues	7
4. About the economy/economic issues/trying to fix it	5
5. Jobs/job creation	3
6. Not doing anything good for the country/not doing their jobs	3
7. About Social Security	2
8. About taxes	10
9. About the deficit/trying to do something about it	3
10. They are trying to raise/extend debt ceiling/debt limit	*
11. About health care/Medicare/making it available for everyone	5
12. Cut/control/reduce spending	3
13. More/increase spending	1
14. Same things as the Republicans	2

15. Disagreement/opposition between both parties/not united	3
16. Trying to compromise	3
17. About the government borrowing money	*
18. About the president and what he is doing for the country	1
19. About gas/energy prices	-
20. About defense/military	*
21. Trying to do what is right for the people/doing things the right way	1
22. About immigration	*
23. Iraq and Afghanistan/bringing troops back	*
24. Campaigning to be reelected/stay in power	-
25. Trying to pass a bill/proposal	1
26. About education/schools	1
27. Nobody wants to compromise/not compromising	4
28. Doing things they are not supposed to	-
29. About rape/abortion/women's rights	-
30. About the fiscal cliff	44
31. About gun control	6
32. None	*
33. Others	7
34. DK/Refused/Don't remember	4

**17. Did it make you more favorable or less favorable to Congressional Democrats?
(ROTATE)**

	SEP 2012	OCT 2012	NOV II 2012	DEC 2012
1. More favorable	44	45	49	40
2. Less favorable	45	39	41	46
3. No difference (DO NOT READ)	10	15	10	13

RESUME WITH ALL

18. If the elections were held today for US Congress in your state, would you be more likely to vote for (ROTATE) the Republican candidate or the Democrat candidate? (IF UNDECIDED ASK:) would you be leaning toward (ROTATE) the Republican candidate or the Democrat candidate?

	SEP 2012	OCT 2012	NOV II 2012	DEC 2012
1. Republican	46	44	43	42
2. Lean Republican	1	3	1	1
3. Undecided	3	5	4	5
4. Lean Democrat	2	2	2	2
5. Democrat	46	44	47	47
6. Don't Know/Refused (DO NOT READ)	2	2	3	3
TOTAL REPUBLICAN	47	47	44	43
TOTAL DEMOCRAT	48	46	49	49

If the President and Congress cannot reach an agreement before January 1, a series of tax increases and automatic spending cuts will take effect. This is known as the “fiscal cliff.”

19. What impact do you think going over the fiscal cliff would have on the economy? (ROTATE TOP TO BOTTOM – BOTTOM TO TOP)

1. Serious negative impact	60
2. Somewhat negative impact	31
3. No impact	6
4. Don't Know/Refused (DO NOT READ)	3

20. What impact do you think going over the fiscal cliff would have on you? (ROTATE TOP TO BOTTOM – BOTTOM TO TOP)

1. Serious negative impact	37
2. Somewhat negative impact	46
3. No impact	14
4. Don't Know/Refused (DO NOT READ)	3

As part of the negotiations surrounding the fiscal cliff, Congress is considering a series of proposals to help reduce the deficit. For each of the following items please tell me if that proposal is acceptable or not acceptable. (ROTATE LIST 21-27)

21. Reduce government programs for people like you

1. Acceptable	44
2. Not acceptable	45
3. Don't Know/Refused (DO NOT READ)	11

22. Cut defense spending

1. Acceptable	46
2. Not acceptable	49
3. Don't Know/Refused (DO NOT READ)	5

23. Reduce Social Security benefits for higher income individuals

1. Acceptable	61
2. Not acceptable	35
3. Don't Know/Refused (DO NOT READ)	4

24. Eliminate charitable deductions

1. Acceptable	29
2. Not acceptable	67
3. Don't Know/Refused (DO NOT READ)	5

25. Raise the retirement age for Medicare from 65 to 67

1. Acceptable	48

2. Not acceptable	50
3. Don't Know/Refused (DO NOT READ)	2

26. Eliminate the home mortgage deduction

1. Acceptable	25
2. Not acceptable	66
3. Don't Know/Refused (DO NOT READ)	8

27. Personally pay more in taxes

1. Acceptable	30
2. Not acceptable	66
3. Don't Know/Refused (DO NOT READ)	3

28. Which approach do you prefer? (ROTATE TOP TO BOTTOM – BOTTOM TO TOP)

	NOV II 2012	DEC 2012
1. Raising taxes on those making over a million dollars a year	40	33
2. Raising taxes on those making over \$250,000 a year	30	42
3. Not raising taxes at all	26	23
4. Don't Know/Refused (DO NOT READ)	4	2

29. Which approach do you prefer? (ROTATE TOP TO BOTTOM - BOTTOM TO TOP)

1. Raising taxes on those making over a million dollars a year	33
2. Raising taxes on those making over \$250,000 a year, but excluding small business income	43
3. Not raising taxes at all	21
4. Don't Know/Refused (DO NOT READ)	3

30. In thinking about tax reform, which approach do you prefer? (ROTATE)

	NOV II 2012	DEC 2012
1. Comprehensive tax reform of the overall tax code	51	47
2. Close loopholes and tax the rich at higher rates	40	43
3. Don't Know/Refused (DO NOT READ)	9	10

31. Recent negotiations about taxes and spending cuts between Republicans in Congress and the President have been difficult. Do you think that this is because...(ROTATE)

1. Republicans in Congress are trying to stop President Obama for political reasons	49
2. Republicans in Congress are taking a strong stance to stop the growth of spending and deal with the nation's debt crisis	42
3. Don't Know/Refused (DO NOT READ)	9

32. If there were an increase in taxes on capital gains or dividends, would this impact you...(ROTATE TOP TO BOTTOM – BOTTOM TO TOP)

1. A lot	17
2. Some	48
3. Not at all	33
4. Don't Know/Refused (DO NOT READ)	2

33. If an agreement is not reached, who do you blame more? (ROTATE)

1. President Obama and Democrats in Congress	36
2. Republicans in Congress	48
3. Don't Know/Refused (DO NOT READ)	16

34. Which approach do you prefer to dealing with the “Fiscal Cliff”? (ROTATE)

1. A short-term agreement that gives the President and Congress more time to work out differences and avoids the fiscal cliff.	53
2. A long-term agreement that would cause the fiscal cliff to occur for a period of time.	41
3. Don't Know/Refused (DO NOT READ)	7

DEBT LIMIT

35. The debt ceiling for the nation is going to be reached at the end of December, meaning the country cannot borrow money to fund the government at its current level by the middle of February. Would you favor or oppose increasing the debt ceiling?

1. Favor	33
2. Oppose	60
3. Don't Know/Refused (DO NOT READ)	8

36. If you knew that not increasing the nation's debt ceiling would mean major reductions in Medicare, Education, Defense, and other government programs, would you favor or oppose increasing the debt ceiling?

1. Favor	37
2. Oppose	56
3. Don't Know/Refused (DO NOT READ)	7

37. Do you agree or disagree with the following statement? Any increase in the nation's debt limit must be accompanied by spending cuts and reforms of a greater amount.

1. Agree	72
2. Disagree	22
3. Don't Know/Refused (DO NOT READ)	6

38. Do you believe or not believe the following statement? Increasing taxes on those making over \$250,000 will have a negative impact on the economy.

1. Believe	38
2. Do not believe	59
3. Don't Know/Refused (DO NOT READ)	3

Now just a few demographic questions for statistical purposes only—

39. What are the two main sources of your news about national issues such as politics, Iraq, the economy, education, and health care? (DO NOT READ – ALLOW THEM TO VOLUNTEER A RESPONSE AND CODE AS FOLLOWS)

1. ABC News	5
2. NBC News	7
3. CBS News	6
4. Local TV news	33
5. CNN News	19
6. MSNBC/CNBC News	5
7. Fox News	18
8. CSpan	*
9. Daily newspaper	29
10. News magazines such as Time, US News, and Newsweek	4
11. Opinion magazines like The Weekly Standard	*
12. Websites of news organizations such as cnn.com, msnbc.com, nytimes.com, and TV station websites	16
13. News Pages of Internet Service Providers such as Yahoo News and MSN News	12
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	7
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	3
18. General radio news station	3
19. Public television shows like McNeil Lehrer	*
20. Comedy shows like the Daily Show with Jon Stewart	*
21. Late night TV shows like Jay Leno	-
22. Morning TV shows like Today, Good Morning America	*
23. Political talk shows on cable, such as MSNBC's Hardball	*
24. Sunday News Shows such as NBC's Meet the Press and ABC's This Week	*
25. Other	11
26. Don't Know/Refused (DO NOT READ)	4

40. In what year were you born?

1. 18-34	18
2. 35-44	19
3. 45-54	20
4. 55-64	22
5. 65+	20

41. Generally speaking, do you consider yourself (ROTATE) a Republican, a Democrat, an Independent, or something else?

1. Republican	33
2. Democrat	37
3. Independent	28
4. Other	1
5. Don't Know/Refused (DO NOT READ)	1

42. If you had to classify yourself, would you say you are (ROTATE) liberal, moderate, or conservative in your political beliefs?

1. Liberal (GO TO Q42A)	21
2. Moderate (GO TO Q43)	43
3. Conservative (GO TO Q42A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q43)	1

Q42a among liberals and conservatives in Q42 only

42A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	10
2. Somewhat liberal	26
3. Very conservative	25
4. Somewhat conservative	36
5. Don't Know/Refused (DO NOT READ)	3

RESUME WITH ALL

43. Are there children in your household under the age of 18 years old?

1. Yes	36
2. No	64
3. Don't Know/Refused (DO NOT READ)	1

44. What is your current marital status?

1. Single, never married	20
2. Married	61
3. Separated	2
4. Divorced	8
5. Widowed	7
6. Don't Know/Refused (DO NOT READ)	2

45. What is the annual income of your household before taxes? Is it...

1. Less than 15K	8
2. 15K-30K	9
3. 30K-50K	16
4. 50K-75K	19
5. 75K-100K	10
6. Over 100K	22
7. Don't Know/Refused (DO NOT READ)	16

46. What is your religion?

1. Evangelical/Fundamentalist Protestant	15
2. Mainline Protestant	23
3. Catholic	22
4. Jewish	1
5. Mormon	2
6. Atheist/Agnostic	8
7. Other	21
8. Don't Know/Refused (DO NOT READ)	8

47. What is your race?

1. Hispanic	10
2. African-American	12
3. Asian	3
4. White	73
5. Other	1
6. Don't Know/Refused (DO NOT READ)	1

48. Do you consider yourself a part of the tea party movement?

1. Yes	10
2. No	86

What type of area do you live in? (TAKEN FROM SAMPLE OF LANDLINE)

1. Urban	31
2. Suburban	45
3. Rural	21

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	29
3. Midwest	20
4. Plains/Mountains	18
5. West Coast	15