

NEW MODELS NATIONAL BRAND SURVEY
November 19-20, 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?

	SEP 2012	OCT 2012	POST ELECT 2012	NOV II 2012
1. Right Direction	40	40	47	43
2. Don't Know/Refused (DO NOT READ)	6	7	6	8
3. Wrong Track	53	54	47	50

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

	SEP 2012	OCT 2012	POST ELECT 2012	NOV II 2012
1. Approve	49	47	51	51
2. Don't know/refused	3	3	2	4
3. Disapprove	49	50	47	45

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	SEP 2012	100	41	54	5
	OCT 2012	100	40	54	6
	POST ELECT 2012	100	39	59	2
	NOV II 2012	100	36	54	10
4. Democrats in Congress	SEP 2012	100	40	56	4
	OCT 2012	100	40	54	6

	POST ELECT 2012	100	45	53	2
	NOV II 2012	100	41	52	7

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

	SEP 2012	OCT 2012	POST ELECT 2012	NOV II 2012
1. Education	7	7	8	7
2. Social Security	5	6	5	6
3. Retirement and Investments	1	*	*	1
4. Terrorism	*	1	*	1
5. Healthcare/Rx	8	7	15	10
6. The Economy	41	34	36	33
7. Jobs	11	13	10	11
8. Taxes	3	4	2	2
9. Crime and Safety	*	1	*	*
10. Environment	2	1	2	3
11. National Defense/Foreign Affairs/Iraq	3	4	4	6
12. National Deficit/Spending	8	11	8	10
13. Energy	1	1	1	2
14. Gas prices	1	1	*	1
15. Immigration	2	2	1	2
16. Other	3	4	6	3
17. Don't know/Refused	3	3	1	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	SEP 2012	49	45
	OCT 2012	49	46
	POST ELECT 2012	49	48
	NOV II 2012	45	46
7. Jobs	SEP 2012	48	46
	OCT 2012	49	44

	POST ELECT 2012	51	48
	NOV II 2012	45	45
8. Health Care/RX	AUG 2012	42	48
	SEP 2012	44	49
	OCT 2012	43	50
	NOV II 2012	39	49
	AUG 2012	45	43
9. Energy and gas prices	SEP 2012	48	43
	OCT 2012	48	42
	NOV II 2012	43	45
	AUG 2012	45	45
10. Taxes	SEP 2012	47	46
	OCT 2012	49	44
	NOV II 2012	44	46
	OCT II 2011	38	47
11. Education	NOV 2011	36	51
	NOV II 2012	34	53
12. Medicare	NOV II 2012	40	49

(ROTATE 13-15 and 16-18)

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

	AUG 2012	SEP 2012	OCT 2012	NOV II 2012
1. Yes (GO TO Q14)	41	41	37	35
2. No (GO TO Q16)	57	57	60	64
3. DK/Refused (DO NOT READ – GO TO Q16)	2	3	3	1

14. What was it?

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

10. About the economy issues	5
11. About spending	3
12. Cut spending/control spending/reduce spending	1
13. It's the same as what the Democrats are doing	1
14. About health care/Medicare/cut down on Medicare/Obamacare	8
15. About jobs	2
16. They are not doing anything/not doing enough	8
17. They are opposing the President/they are against Obama	5
18. They are blocking everything/not compromising	3
19. They are trying to help people/they are trying to make the world better	17
20. They favor the rich/not helping normal people/middle class people	1
21. It is about campaigns/nominations/elections	6
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	5
25. They only think about their interest/they don't care about the country	-
26. About rape/abortion/women's rights issues	1
27. About issues on immigration/immigrants	2
28. About energy/oil drilling issues	*
29. They are trying to pass a bill/proposal	1
30. They are preparing for their congressional convention/meeting	-
31. Issues/attacks in Libya/they're investigating the attack	10
32. About education	1
33. About military/veterans	-
34. About gas prices/energy cost	1
35. About the Fast and Furious investigation	-
36. Fiscal cliff	15
37. None	1
38. Other	6
39. DK	6

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

	AUG 2012	SEP 2012	OCT 2012	NOV II 2012
1. More favorable	40	47	40	48
2. Less favorable	49	44	51	42
3. No difference (DO NOT READ)	11	9	9	10

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

	AUG 2012	SEP 2012	OCT 2012	NOV II 2012
1. Yes (GO TO Q17)	33	40	35	35
2. No (GO TO Q19)	64	58	63	64
3. DK/Refused (DO NOT READ – GO TO Q19)	3	2	2	1

17. What was it?

1. They want to raise taxes/increase taxes for the wealthy	13
2. About the debt ceiling/national debt/debt limit/raising it or not	1
3. About the budget/balancing it/budget issues	24
4. About the economy/economic issues/trying to fix it	5
5. Jobs/job creation	7
6. Not doing anything good for the country/not doing their jobs	2
7. About Social Security	*
8. About taxes	12
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	13
12. Cut/control/reduce spending	*

13. More/increase spending	1
14. Same things as the Republicans	1
15. Disagreement/opposition between both parties/not united	3
16. Trying to compromise	7
17. About the government borrowing money	-
18. About the president and what he is doing for the country	4
19. About gas/energy prices	2
20. About defense/military	1
21. Trying to do what is right for the people/doing things the right way	5
22. About immigration	3
23. Iraq and Afghanistan/bringing troops back	2
24. Campaigning to be reelected/stay in power	*
25. Trying to pass a bill/proposal	4
26. About education/schools	3
27. Nobody wants to compromise/not compromising	-
28. Doing things they are not supposed to	-
29. About rape/abortion/women's rights	*
30. None	-
31. Others	10
32. DK/Refused/Don't remember	11

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

	AUG 2012	SEP 2012	OCT 2012	NOV II 2012
1. More favorable	39	44	45	49
2. Less favorable	49	45	39	41
3. No difference (DO NOT READ)	12	10	15	10

RESUME WITH ALL

19. 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?

	AUG 2012	SEP 2012	OCT 2012	NOV II 2012
1. Republican	45	46	44	43
2. Lean Republican	1	1	3	1
3. Undecided	4	3	5	4
4. Lean Democrat	2	2	2	2
5. Democrat	45	46	44	47
6. Don't Know/Refused (DO NOT READ)	3	2	2	3
TOTAL REPUBLICAN	46	47	47	44
TOTAL DEMOCRAT	47	48	46	49

Do you believe or not believe the following statements: (ROTATE Q20-21)

20. If nothing is done, taxes will go up significantly for everyone starting next year.

	JUN 2012	NOV II 2012
1. Believe	67	77
2. Do not believe	26	20
3. Don't Know/Refused (DO NOT READ)	7	3

21. We should raise taxes on those making over \$250,000 a year, but not small businesses that make over \$250,000 a year.

1. Believe	60
2. Do not believe	34
3. Don't Know (DO NOT READ)	6

22. Which approach do you prefer? (ROTATE)

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

23. Do you favor or oppose raising taxes on *individuals* making over \$250,000 per year?

	FEB 2012	JUL 2012	NOV II 2012
1. Favor	59	61	55
2. Oppose	38	36	41
3. Don't Know/Refused (DO NOT READ)	3	3	4

24. Do you favor or oppose raising taxes on *small businesses* making over \$250,000 per year?

	FEB 2012	JUL 2012	NOV II 2012
1. Favor	26	31	21
2. Oppose	70	65	75
3. Don't Know/Refused (DO NOT READ)	5	4	4

25. Do you believe or not believe this statement: If taxes are raised on those making over \$250,000 per year, it will raise taxes on 894,000 small businesses.

	FEB 2012	NOV II 2012
1. Believe	54	52
2. Do not believe	32	34
3. Don't Know/Refused (DO NOT READ)	14	15

26. Do you believe or not believe this statement: Given the state of the deficit, those making over \$250,000 a year should have to pay 40 percent of their income in federal taxes.

	JUL 2012	NOV II 2012
1. Believe	29	26
2. Do not believe	65	68
3. Don't Know/Refused (DO NOT READ)	6	6

27. Do you believe or not believe this statement: Any tax increase on small businesses right now is unacceptable.

	JUL 2012	NOV II 2012
1. Believe	61	62
2. Do not believe	35	34
3. Don't Know/Refused (DO NOT READ)	4	4

28. Which is the better way to raise tax revenue? (ROTATE)

1. Reforming the tax code to lower tax rates, and close loopholes	61
2. Raising tax rates on those making over \$250,000 a year	28
3. Don't Know/Refused (DO NOT READ)	10

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

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

30. Both parties agree that major tax reform and spending cuts must be enacted to address the nation's debt, and agree a down payment on reforms should be enacted this year to avoid taxes going up significantly and commit to solving the debt problem. Which type of down payment would be better for the economy and raise revenue? (ROTATE)

1. Raising tax rates on January 1 on Americans earning more than \$250,000 and cut government spending by a similar amount	25
2. Eliminating special interest tax loopholes and deductions commonly used by the wealthy and cut government spending by a similar amount	65
3. Don't Know/Refused (DO NOT READ)	11

31. Do you believe or not believe this statement: President Obama's victory in the election is a mandate to raise taxes on the wealthy.

1. Believe	48
2. Do not believe	47
3. Don't Know/Refused (DO NOT READ)	5

Now just a few demographic questions for statistical purposes only—

32. 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	6
2. NBC News	7
3. CBS News	5
4. Local TV news	28
5. CNN News	21
6. MSNBC/CNBC News	5
7. Fox News	20
8. CSpan	1
9. Daily newspaper	27
10. News magazines such as Time, US News, and Newsweek	3
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	11
14. Opinion websites like Drudge Report or slate.com	1
15. National Public Radio	9
16. Religious radio shows	*
17. Talk radio like Rush Limbaugh	2
18. General radio news station	1
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	1
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	13
26. Don't Know/Refused (DO NOT READ)	5

33. 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

34. 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

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

1. Liberal (GO TO Q35A)	21
2. Moderate (GO TO Q36)	43
3. Conservative (GO TO Q35A)	35
4. Don't Know/Refused (DO NOT READ – GO TO Q36)	1

Q35a among liberals and conservatives in Q35 only

35A. Would that be very (LIBERAL/CONSERVATIVE) or somewhat (LIBERAL/CONSERVATIVE)?

1. Very liberal	14
2. Somewhat liberal	23
3. Very conservative	25
4. Somewhat conservative	37
5. Don't Know/Refused (DO NOT READ)	2

RESUME WITH ALL

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

1. Yes	39
2. No	61
3. Don't Know/Refused (DO NOT READ)	*

37. What is your current marital status?

1. Single, never married	19
2. Married	60
3. Separated	2
4. Divorced	10
5. Widowed	8
6. Don't Know/Refused (DO NOT READ)	2

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

1. Less than 15K	8
2. 15K-30K	9
3. 30K-50K	13
4. 50K-75K	16
5. 75K-100K	13
6. Over 100K	23
7. Don't Know/Refused (DO NOT READ)	17

39. What is your religion?

1. Evangelical/Fundamentalist Protestant	13
2. Mainline Protestant	24
3. Catholic	25
4. Jewish	1
5. Mormon	1
6. Atheist/Agnostic	9

7. Other	18
8. Don't Know/Refused (DO NOT READ)	9

40. 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

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

1. Yes	9
2. No	86

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

1. Urban	34
2. Suburban	48
3. Rural	18

Gender (by observation)

1. Male	47
2. Female	53

Region (TAKEN FROM SAMPLE)

1. Northeast	18
2. South	28
3. Midwest	20
4. Plains/Mountains	19
5. West Coast	16

