

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

Field Dates: 12/3-9/2012

Base Sample: n=800 (m.o.e. +/- 3.5), Independent Sample n=800 (m.o.e. +/- 3.5), Pure Independent Sample n=341 (m.o.e. +/- 5.3)

Landline = 84%, Cell Phone = 16%

Question Codes: Letter = Screener Question, #.D = Demographic Question, #.T = Tracking Question

Hello, I'm _____ of Voter / Consumer Research, a national research firm. We're talking with voters today and would like to ask you a few questions on a confidential basis. We are not trying to sell anything, nor will your participation result in any calls in the future to sell you anything.

A. Have I reached you on a cell phone?

Yes [Go to QB]

No [Go to QC]

B. Are you in a place right now where you can safely take a survey?

Yes [Go to QC]

No [Schedule a call back]

Unwilling to take the survey [Thank and terminate]

Don't Know/Refused [Schedule a call back or terminate]

C. Are you or is anyone in your household a reporter, a member of the news media, employed by a television station or newspaper, market research firm or active in any political campaigns this year?

Yes [Terminate]

No

D. Are you registered to vote....[For landline:] at the address where I am speaking to you now? [For cell:] in [Insert State or County]?

Yes [go to Q1]

No [If landline, go to QE; If cell, thank and terminate]

E. Is there anyone in your household who is registered to vote at this address? [If yes ask: May I please speak to that person?]

Yes [Repeat introduction]

No [Thank and terminate]

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Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

1.D What is your age? [Read categories if necessary] [Note: Thank and terminate if under age 18]

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
18-24		10	7	7	7	7		8	6	7	8	8
25-34		11	15	12	10	15		9	12	12	12	12
35-44		20	15	16	18	17		18	14	15	16	12
45-54		23	23	23	24	22		25	24	24	23	23
55-64		16	19	20	19	19		19	21	22	22	20
65+		20	21	19	22	21		21	21	18	20	26
Refused [DNR; Terminate]		0	1	1	0	0		0	2	1	0	0

2.D Thinking about politics, would you describe yourself as...[ROTATE] a Democrat, an Independent, or a Republican? [IF REPUBLICAN, ASK:] Would you say you are a strong Republican or a weak Republican? [IF DEMOCRAT, ASK:] Would you say you are a strong Democrat or a weak Democrat? [IF INDEPENDENT, ASK:] Would you say you [ROTATE] lean towards Democrats ...or... lean towards Republicans?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Democrat		35	36	36	36	31		0	0	0	0	0
Independent, Lean Democrat		6	6	7	7	10		20	20	25	16	25
Independent		16	11	14	14	16		53	53	47	63	43
Independent, Lean Republican		8	10	8	8	11		27	27	28	21	32
Republican		30	32	32	32	27		0	0	0	0	0
Don't Know [DNR]		4	3	3	2	3		0	0	0	0	0
Refused [DNR]		1	1	1	1	2		0	0	0	0	0
DEMOCRAT		35	36	36	36	31		0	0	0	0	0
INDEPENDENT		30	27	29	29	37		100	100	100	100	100
REPUBLICAN		30	32	32	32	27		0	0	0	0	0

3.T Now thinking more generally about the direction of the country, would you say things in this country are [ROTATE] heading in the right direction ...or... off on the wrong track? [IF RIGHT DIRECTION OR WRONG TRACK, ASK:] And do you feel strongly about that or just somewhat?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	PURE IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Right Direction		36	31	21	41	37		26	26	10	33	28
Wrong Track		53	61	72	53	56		58	66	80	61	64
Don't Know [DNR]		10	7	6	5	6		15	8	9	5	7
Refused [DNR]		1	1	1	1	1		1	1	1	1	1

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

4. As you may know, there was a general election last month in which Barack Obama was re-elected as President, Republicans kept the majority in the House of Representatives and Democrats kept the majority in the Senate. What one word best describes your feelings about the outcome of this election? [IF "DON'T KNOW" PROBE ONCE WITH: it can be anything, just the one word that comes to mind]

[Data to come]

- 5.T Thinking about President Obama, specifically...Do you approve or disapprove of the way Barack Obama is handling his job as President? [IF APPROVE OR DISAPPROVE:] And do you strongly [approve/disapprove] or just somewhat [approve/disapprove]?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	PURE IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Approve/Strongly		29	27	23	34	33		17	17	10	19	25
Approve/Somewhat		21	19	20	14	15		29	28	24	23	19
Disapprove/Somewhat		12	13	13	8	9		17	15	19	13	11
Disapprove/ Strongly		32	38	40	42	40		27	32	39	39	39
Don't Know [DNR]		5	4	4	2	2		9	7	7	6	5
Refused [DNR]		1	*	1	0	1		1	1	*	0	2
APPROVE		51	46	43	48	48		46	44	34	42	44
DISAPPROVE		43	50	53	50	49		44	47	58	52	50

- 6.T And thinking ahead to the elections for U.S. Congress in November 2014. I know it's still a ways off, but would you say you are extremely likely to vote, very likely to vote but not extremely likely, somewhat likely to vote, or not too likely to vote in the next election for Congress in 2014?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	PURE IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Extremely Likely		65	69	79	82	68		59	64	75	75	63
Very Likely		22	21	16	13	19		25	25	16	17	23
Somewhat Likely		9	7	3	3	9		11	6	6	5	7
Not Too Likely		3	2	1	2	3		4	4	2	2	7
Don't Know [DNR]		1	1	1	0	1		1	1	1	1	1
Refused [DNR]		0	*	*	0	*		0	1	*	1	0

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

7.T If the elections for U.S. Congress were being held today, and you had to make a choice, would you vote for [ROTATE] the Republican candidate ...or... the Democratic candidate in your Congressional district? [IF REPUBLICAN OR DEMOCRAT, ASK:] Would that be definitely the [Republican/Democrat] or probably the [Republican/Democrat]?

	BASE %	Oct-09	Oct-10	Sep-11	Oct-12	Dec-12	PURE IND %	Oct-09	Oct-10	Sep-11	Oct-12	Dec-12
Republican/ Definitely		25	32	28	34	29		14	16	17	22	16
Republican/ Probably		13	12	16	11	12		14	12	15	15	10
Democrat/ Probably		13	9	12	7	12		11	11	14	14	14
Democrat/Definitely		22	30	29	37	26		8	13	12	19	12
Other [DNR]		1	1	1	1	0		3	2	1	3	0
Neither [DNR]		3	2	2	2	3		8	7	8	4	10
Don't Know [DNR]		22	15	12	8	18		42	36	32	22	37
Refused [DNR]		1	1	0	1	*		1	3	0	1	2
REPUBLICAN		38	43	44	44	40		28	28	32	38	26
DEMOCRAT		34	39	41	44	38		19	24	27	33	25

And now thinking about the current Congress...[ROTATE Q8-Q9]

8.T Do you approve or disapprove of the way Republicans in the U.S. Congress are handling their job? [IF APPROVE OR DISAPPROVE:] And do you strongly [approve/disapprove] or just somewhat [approve/disapprove]?

	BASE %	Oct-09	Oct-10	Sep-11	Oct-12	Dec-12	PURE IND %	Oct-09	Oct-10	Sep-11	Oct-12	Dec-12
Approve/ Strongly		6	6	6	10	9		4	3	4	6	6
Approve/ Somewhat		23	25	19	20	17		22	19	14	17	14
Disapprove/ Somewhat		29	26	26	18	22		32	28	28	22	22
Disapprove/ Strongly		34	36	45	47	45		33	39	46	46	50
Don't Know [DNR]		7	6	4	5	6		10	9	8	8	7
Refused [DNR]		1	*	1	1	1		1	1	*	1	1
APPROVE		29	31	25	30	26		26	23	18	23	20
DISAPPROVE		63	62	70	64	67		65	67	73	68	72

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

9.T Do you approve or disapprove of the way Democrats in the U.S. Congress are handling their job? [IF APPROVE OR DISAPPROVE:] And do you strongly [approve/disapprove] or just somewhat [approve/disapprove]?

	BASE %	Oct-09	Oct-10	Sep-11	Oct-12	Dec-12	PURE IND %	Oct-09	Oct-10	Sep-11	Oct-12	Dec-12
Approve/ Strongly		11	12	10	17	15		4	4	5	6	9
Approve/ Somewhat		28	24	23	22	20		26	23	15	20	18
Disapprove/ Somewhat		18	19	21	16	18		23	24	26	18	18
Disapprove/ Strongly		36	40	42	39	39		38	41	46	44	48
Don't Know [DNR]		6	5	4	6	6		9	8	7	11	7
Refused [DNR]		1	1	1	0	2		1	1	*	1	1
APPROVE		39	36	33	38	35		30	26	20	26	27
DISAPPROVE		55	59	63	56	58		61	65	72	62	65

10.T In general, do you prefer [ROTATE] bigger government with more services ...or... smaller government with fewer services?

	BASE %	Oct-09	Oct-10	Sep-11	Oct-12	Dec-12	PURE IND %	Oct-09	Oct-10	Sep-11	Oct-12	Dec-12
Bigger Government		34	30	30	30	29		27	21	17	23	19
Smaller Government		57	61	60	57	60		64	65	73	64	68
Depends [DNR]		3	2	2	4	3		2	6	4	4	4
Don't Know [DNR]		5	7	6	8	6		5	8	6	7	5
Refused [DNR]		1	1	1	1	2		1	1	1	2	3

11.T Now I'm going to read two statements about the role of government, and I'd like to know which one comes closer to your point of view: [ROTATE] Government should do more to solve problems and help meet the needs of people ...or... Government is doing too many things better left to businesses and individuals?

	BASE %	Oct-09	Oct-10	Sep-11	Oct-12	Dec-12	PURE IND %	Oct-09	Oct-10	Sep-11	Oct-12	Dec-12
Gov't Should Do More		47	46	44	45	46		45	43	34	39	41
Gov't Doing Too Much		49	51	52	47	49		49	47	59	56	53
Both [DNR]		1	1	*	2	1		3	3	2	1	2
Neither [DNR]		1	1	1	1	2		1	3	1	1	3
Don't Know [DNR]		2	1	4	4	2		2	3	3	2	1
Refused [DNR]		0	*	0	1	*		0	1	0	1	1

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

12.T Turning to national issues...what would you say is the single most important problem facing the nation? [OPEN-END; PLEASE CODE RESPONSES WHERE POSSIBLE]

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	PURE IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
The Economy		30	36	31	37	27		31	33	31	37	23
Government Spending/Debt		9	8	9	10	19		8	9	12	12	23
Jobs		12	25	35	23	15		15	23	33	19	14
"Fiscal Cliff"/Financial Problems		0	0	0	0	5		0	0		0	4
Health Care		18	6	2	4	4		14	3	1	2	2
Partisan Fighting		0	0	2	2	3		0	0	1	3	3
Foreign Affairs		0	0	0	1	2		0	0	0	2	3
Moral Issues/Godlessness		0	0	2	3	2		0	0	1	4	2
Taxes		*	1	1	1	2		1	1	*	1	2
Education		1	2	1	2	2		2	3	2	3	3
Both Wars		0	0	1	1	2		0	0	0	1	1
President Obama		0	0	1	1	2		0	0	*	1	2
Gov't Leadership		0	0	1	1	1		0	0	1	1	2
War in Afghanistan		4	2	*	2	1		3	1	2	1	1
Welfare/Entitlements		0	0	1	0	1		0	0	0	1	1
Gov't Growth		0	0	*	0	1		0	0	*	0	1
Immigration		1	1	1	1	1		2	1	1	1	1
National Security		2	1	*	2	1		1	1	0	3	2
Discrimination/Racism		0	0	*	0	1		0	0	*	0	1
Poverty		0	0	*	1	1		0	0	*	1	2
War in Iraq		3	1	*	2	1		1	1	0	0	1
Influence of Money in Politics		0	0	0	1	1		0	0	0	1	0
The Environment		*	0	*	1	1		1	*	*	0	1
Abortion		1	0.3	*	0	*		*	0	0	0	1
Gov't Ethics/Corruption		3	1	1	1	*		3	2	1	1	*
Energy Prices		*	0.3	*	0	*		*	0	0	0	1
Corporations/Bailouts		0	0	*	0	*		0	0	*	0	1
Socialism		0	0	*	0	*		0	0	0	1	1
Crime/Drugs		0	0	*	0	*		0	0	*	0	*
Social Security		0	0	*	0	*		0	0	0	0	1
Infrastructure						*						*
Income Inequality						*						*
Republicans in Congress		0	0	1	1	*		0	0	0	1	*
Democrats in Congress		0	0	*	0	0		0	0	*	0	0

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	PURE IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Housing		0	0	0	0	0		0	0	0	0	0
Greed		0	0	*	1	0		0	0	*	1	0
Other [DNR; Record]		12	13	6	2	2		16	18	6	3	2
Don't Know [DNR; Record]		3	3	1	2	3		2	3	2	1	2
Refused [DNR; Record]		*	*	0	1	1		1	1	0	0	*

Now thinking specifically about the federal budget...

13. According to the non-partisan Congressional Budget Office, the federal budget is on an unsustainable path. A wide gap exists between the future cost of government programs that the public has grown accustomed to - like Medicare and Social Security – and the tax revenue that the public sends to the government to pay for those programs. To get the budget back on a sustainable path, lawmakers face difficult tradeoffs. Please tell me which of the following tradeoffs you would prefer: [ROTATE Tradeoff 1 and 2] [ROTATE VERSION A and B] [IF CHOICE MADE, ASK:] And do you feel strongly about that?

Tradeoff 1: [VERSION A:] Keeping tax rates the same by substantially cutting spending on government programs that aid a broad group of people at some point in their lives. / [VERSION B:] Substantially cutting spending on government programs that aid a broad group of people at some point in their lives to keep tax rates the same./OR/

Tradeoff 2: [VERSION A:] Keeping government programs the same by substantially raising taxes on a broad group of people. / [VERSION B:] Substantially raising taxes on a broad group of people to keep government programs the same.

	BASE %	<u>Dec-12</u>	PURE IND %	<u>Dec-12</u>
Strongly/T1: Keep tax rates, cut benefits		39		37
T1: Keep tax rates, cut benefits		9		11
T2: Keep benefits, raise taxes		7		9
Strongly/T2: Keep benefits, raise taxes		28		22
Other [DNR, Record]		3		8
Neither [DNR]		9		9
Don't Know [DNR]		4		2
Refused [DNR]		1		2
T1: KEEP TAX RATES, CUT PROGRAMS		48		48
T2: KEEP PROGRAMS, RAISE TAXES		36		32

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

If Congress does not pass measures to reduce the national debt by \$1.2 trillion (“one-point-two trillion dollars”), automatic cuts in government programs and tax increases on almost all Americans will go into effect at the beginning of next year. Some lawmakers have proposed measures to cut spending on government programs to help reduce the national debt. I’m going to read two of these proposals and would like you to tell me which one you prefer: [SPLIT SAMPLE 14A and 14B] [ROTATE Proposal 1 and Proposal 2] [IF CHOICE MADE, ASK:] And do you feel strongly about that?

- 14.A **Proposal 1:** Cutting spending on Medicare, which could mean increasing some premiums or reducing payments to doctors. /OR/
Proposal 2: Cutting spending on military defense, which could mean laying off more servicemen and women, and more base closures.

	BASE %	<u>Dec-12</u>	PURE IND %	<u>Dec-12</u>
Strongly/P1: Cut spending on Medicare		26		19
P1: Cut spending on Medicare		11		14
P2: Cut spending on military		13		10
Strongly/P2: Cut spending on military		28		33
Other [DNR, Record]		4		4
Neither [DNR]		13		15
Don't Know [DNR]		3		3
Refused [DNR]		2		2
P1: CUT SPENDING ON MEDICARE		37		33
P2: CUT SPENDING ON MILITARY		41		43

- 14.B **Proposal 1:** Cutting spending on Medicare by raising the eligibility age for future beneficiaries who are currently under the age of 55. /OR/
Proposal 2: Cutting spending on military defense, on top of \$487 billion (“four hundred and eighty-seven billion dollars”) in defense cuts already scheduled to take place.

	BASE %	<u>Dec-12</u>	PURE IND %	<u>Dec-12</u>
Strongly/P1: Cut spending on Medicare		30		29
P1: Cut spending on Medicare		12		15
P2: Cut spending on military		12		9
Strongly/P2: Cut spending on military		30		27
Other [DNR, Record]		3		4
Neither [DNR]		7		7
Don't Know [DNR]		5		8
Refused [DNR]		2		2
P1: CUT SPENDING ON MEDICARE		42		45
P2: CUT SPENDING ON MILITARY		42		36

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

15. Other lawmakers have proposed letting income tax rates increase to reduce the debt. I'm going to read a few of these proposals and would like you to tell me which one you prefer: [ROTATE BACK TO FRONT, FRONT TO BACK:] Letting income tax rates increase for all taxpayers, Letting income tax rates increase only for taxpayers with family income over \$250 thousand ("two-hundred and fifty thousand dollars"), Letting income tax rates increase only for taxpayers with family income over \$1 million ("one million dollars"), OR Not letting anyone's income tax rates increase?

	BASE %	<u>Dec-12</u>	PURE IND %	<u>Dec-12</u>
Increase for all taxpayers		16		18
Increase only for \$250K		38		36
Increase only for \$1M		25		26
No increase		18		16
Other [DNR, Record]		1		2
Don't Know [DNR]		2		2
Refused [DNR]		1		1

Now, thinking specifically about tax rates on dividends... As you may know, many people who own stocks receive regular payments from the companies they own shares in, known as dividends. Current dividend tax rates vary by taxpayer, and can be as high as 15%. Without Congressional action by the end of the year, dividend tax rates will increase to as high as 39.6%.

16. Do you think Congress should allow dividend tax rates to increase, or should they act to keep the current rates? [IF CHOICE MADE, ASK:] And do you feel strongly about that?

	BASE %	<u>Dec-12</u>	PURE IND %	<u>Dec-12</u>
Strongly/Allow rates to increase		20		23
Allow rates to increase		8		9
Keep current rates		13		12
Strongly/Keep current rates		53		51
Other [DNR, Record]		1		1
Don't know [DNR]		6		4
Refused [DNR]		*		0
ALLOW RATES TO INCREASE		28		32
KEEP CURRENT RATES		66		63

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

17. Would you be more likely to vote [ROTATE:] for OR against a member of Congress that allowed dividend tax rates to increase? If the issue would not affect your vote just let me know. [IF “for” OR “against”, ASK:] And do you feel strongly about that?

	BASE %	<u>Dec-12</u>	PURE IND %	<u>Dec-12</u>
Strongly/Vote for		13		13
Vote for		3		5
Vote against		5		5
Strongly/Vote against		27		28
Wouldn't affect vote		45		43
Don't know [DNR]		6		5
Refused [DNR]		1		2
<hr/>				
VOTE FOR		16		18
VOTE AGAINST		33		34

And thinking now about tax rates on capital gains... As you may know, capital gains are profits from the sale of assets like stocks, bonds, or real estate. The current tax rates for capital gains also vary by taxpayer, and can be as high as 15%. Without Congressional action by the end of the year, the capital gains tax rates will increase to as high as 20%.

18. Do you think Congress should allow the capital gains tax rates to increase, or should they act to keep the current rates? [IF CHOICE MADE, ASK:] And do you feel strongly about that?

	BASE %	<u>Dec-12</u>	PURE IND %	<u>Dec-12</u>
Strongly/Allow rates to increase		22		26
Allow rates to increase		7		12
Keep current rates		11		10
Strongly/Keep current rates		55		47
Other [DNR, Record]		1		1
Don't know [DNR]		4		5
Refused [DNR]		*		*
<hr/>				
ALLOW RATES TO INCREASE		29		38
KEEP CURRENT RATES		66		56

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

19. Would you be more likely to vote [ROTATE:] for OR against a member of Congress that allowed capital gains tax rates to increase? If the issue would not affect your vote just let me know. [IF “for” OR “against”, ASK:] And do you feel strongly about that?

	BASE %	<u>Dec-12</u>	PURE IND %	<u>Dec-12</u>
Strongly/Vote for		15		14
Vote for		4		6
Vote against		5		4
Strongly/Vote against		32		31
Wouldn't affect vote		39		41
Don't know [DNR]		4		5
Refused [DNR]		1		*
VOTE FOR		19		20
VOTE AGAINST		37		34

Next, I'm going to read some statements people have made about the dividend and capital gains tax rates. After each, please tell me whether you agree or disagree with the statement. Here's the first one: [RANDOMIZE 20-31] [IF “agree” OR “disagree”, ASK:] And do you strongly [agree/disagree] or just somewhat [agree/disagree]?

	BASE %					PURE IND%												
	Tot. Agree	Str. Agree	Smwt. Agree	Tot. Disagree	Smwt. Disagree	Str. Disagree	Neither [DNR]	Don't know [DNR]	Refused [DNR]	Tot. Agree	Str. Agree	Smwt. Agree	Tot. Disagree	Smwt. Disagree	Str. Disagree	Neither [DNR]	Don't know [DNR]	Refused [DNR]
20. Raising dividend tax rates could threaten our economic recovery by discouraging investment in companies that stimulate economic growth and job creation.	61	39	22	35	15	20	*	4	*	60	38	23	36	16	19	1	3	0
21.A Increasing taxes on dividends discourages Americans from saving and investing in their future.	52	38	14	46	21	25	0	2	0	52	35	18	47	19	28	0	1	0
21.B Maintaining the current tax rate on dividends encourages Americans to save and invest in their future.	73	49	24	22	12	11	0	4	1	76	47	29	18	10	8	0	4	2

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

	BASE %										PURE IND%									
	Tot. Agree	Str. Agree	Smwt. Agree	Tot. Disagree	Smwt. Disagree	Str. Disagree	Neither [DNR]	Don't know [DNR]	Refused [DNR]		Tot. Agree	Str. Agree	Smwt. Agree	Tot. Disagree	Smwt. Disagree	Str. Disagree	Neither [DNR]	Don't know [DNR]	Refused [DNR]	
22. Raising the dividend tax rate would hurt millions of Americans – at all income levels and age groups – who own stocks that pay dividends.	68	39	29	28	14	14	*	3.3	1		68	38	30	28	15	14	0	3	1	
23. Increasing dividend tax rates hurts seniors and retirees who are most likely to rely on dividend payments as a steady source of income.	68	44	25	28	14	14	1	3	*		69	43	25	28	13	16	*	2	*	
24. A dividend tax hike will create uncertainty for businesses, families, and retirees who now will face the threat of a looming tax increase while the economy is just starting to recover.	63	39	24	33	19	14	*	4	*		65	35	30	33	17	16	*	2	*	
25. The government already taxes dividends twice. Companies first pay taxes on their earnings, and then individual shareholders pay taxes on these earnings when they are provided as dividends. Allowing the dividend tax rate to increase would only worsen the tax burden on millions of Americans.	67	44	23	29	14	16	*	4	*		64	41	23	31	14	17	0	4	1	
26. Widely differing tax rates on capital gains and dividends could lower the stock prices of dividend paying companies, making it harder to attract the investment necessary to continue to grow those companies and the economy.	56	27	29	35	18	17	1	7	1		60	27	33	35	17	17	0	5	1	

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

	BASE %									PURE IND%								
	Tot. Agree	Str. Agree	Smw. Agree	Tot. Disagree	Smw. Disagree	Str. Disagree	Neither [DNR]	Don't know [DNR]	Refused [DNR]	Tot. Agree	Str. Agree	Smw. Agree	Tot. Disagree	Smw. Disagree	Str. Disagree	Neither [DNR]	Don't know [DNR]	Refused [DNR]
27. Increasing tax rates so that dividends are taxed at a higher rate than capital gains may cause investors to abandon their investments in dividend-paying companies for other investments with a lower tax burden.	65	34	30	27	15	12	1	8	*	62	29	33	31	16	15	1	6	0
28. The tax code should treat dividends and capital gains the same so that government actions do not bias investment decisions and favor one type of investment over the other.	75	41	34	17	11	6	1	7	1	71	40	31	19	10	9	1	8	2
29. Next year, the tax rate on dividends could reach 43.4%, when accounting for an additional tax on investment income to pay for Obamacare. This is just too much. The government should not be allowed to take almost half of anyone's income.	74	64	10	23	8	15	1	2	1	74	66	8	23	9	14	1	2	*
30. Increasing the already low tax rates on dividends and capital gains is needed to help pay off the national debt.	45	23	23	50	18	32	*	4	1	46	19	27	50	16	34	*	3	*
31. Income from dividends and capital gains should be taxed at a higher rate to make sure the wealthy pay their fair share of taxes.	52	36	16	45	15	31	*	2	*	52	32	20	45	15	30	1	2	1

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

32. And finally, thinking about the dividend and capital gains tax rates a little differently...Do you think Congress should [ROTATE FRONT TO BACK, BACK TO FRONT:] Let these tax rates increase for all taxpayers, Let these tax rates increase only for taxpayers with family income over \$250 thousand ("two-hundred and fifty thousand dollars"), Let these tax rates increase only for taxpayers with family income over \$1 million ("one million dollars"), OR Not let these tax rates increase for anyone?

	BASE %	<u>Dec-12</u>	PURE IND %	<u>Dec-12</u>
Increase for all taxpayers		11		11
Increase only for \$250K		34		31
Increase only for \$1M		25		28
No increase		28		26
Other [DNR, Record]		1		2
Don't Know [DNR]		2		2
Refused [DNR]		*		*

Now, I have just a few questions for statistical purposes. . .

33. [ASK IF INDEPENDENT Q2=3, 4, OR 5] Was there any time when you considered yourself [ROTATE:] a Democrat ...OR... a Republican?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
No, Neither								33	37	33	31	35
Yes, Democrat								30	29	33	34	30
Yes, Republican								31	30	29	30	31
Don't Know [DNR]								4	3	4	4	4
Refused [DNR]								2	1	1	1	1

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

34. Thinking about politics, do you consider yourself to be [ROTATE:] conservative, moderate, or liberal? [IF CONSERVATIVE/LIBERAL, ASK:] Would that be very [conservative/liberal] or somewhat [conservative/liberal]?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Very Conservative		20	24	21	23	21		15	17	14	15	15
Somewhat Conservative		23	19	21	20	21		20	21	20	21	20
Moderate		35	36	37	35	35		47	44	50	45	48
Somewhat Liberal		11	9	10	10	10		10	9	8	8	9
Very Liberal		7	8	8	10	10		4	6	5	7	4
Don't Know [DNR]		4	3	2	3	3		4	3	3	3	2
Refused [DNR]		0	1	1	1	1		0	1	*	1	1
CONSERVATIVE		43	43	42	43	42		35	38	34	36	35
MODERATE		35	36	37	35	35		47	44	50	45	48
LIBERAL		18	17	18	20	20		14	15	13	14	14

[ROTATE Q35-Q36]

35. Thinking specifically about fiscal issues related to how the government taxes and spends, do you think of yourself as [ROTATE FRONT TO BACK, BACK TO FRONT:] fiscally conservative, fiscally moderate, or fiscally liberal?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Fiscally Conservative		51	53	49	47	50		54	53	49	52	52
Fiscally Moderate		38	34	39	38	36		38	36	41	37	40
Fiscally Liberal		8	9	9	11	11		6	6	8	8	6
Don't Know [DNR]		3	4	1	3	3		2	4	1	3	2
Refused [DNR]		0	0	1	1	1		1	1	1	0	1

36. Thinking specifically about social issues, do you think of yourself as [ROTATE FRONT TO BACK, BACK TO FRONT:] socially conservative, socially moderate, or socially liberal?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Socially Conservative		36	37	38	33	37		30	29	32	29	30
Socially Moderate		40	37	36	35	37		47	45	41	40	45
Socially Liberal		22	22	24	29	24		22	21	24	28	22
Don't Know [DNR]		2	3	2	2	2		1	4	2	3	2
Refused [DNR]		0	1	1	1	1		1	1	1	0	1

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

37. Thinking back to the recent election in November, did you vote for [ROTATE: the Republican candidate for president, Mitt Romney; the Democratic candidate for president, Barack Obama] ...or were you unable to vote for some reason?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Republican		43	44	42	39	43		40	39	40	39	45
Democrat		45	47	46	50	44		44	43	42	45	35
Did Not Vote		7	5	7	9	6		9	9	10	10	8
Someone Else [DNR]						3						6
Don't Know [DNR]		2	2	2	1	1		3	5	4	2	1
Refused [DNR]		3	2	2	2	4		4	4	4	4	6

38. And still thinking about the November election, did you vote for [ROTATE: the Republican candidate for the U.S. House of Representatives, the Democratic candidate for the U.S. House of Representatives], or did you not cast a vote for a House candidate?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Republican Candidate		41	40	40	37	41		38	35	41	35	41
Democratic Candidate		39	41	36	38	41		33	36	24	27	33
Did Not Vote		8	7	16	16	11		12	10	22	22	14
Don't Know [DNR]		11	10	7	9	5		15	17	11	14	8
Refused [DNR]		2	2	1	1	3		3	2	1	2	4

39. What is the last year of education you completed?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>41255</u>
Less than High School		5	3	3	2	3		4	4	2	2	2
High School Grad		21	21	21	22	19		20	19	19	19	19
Some College		31	29	26	24	26		27	28	25	23	24
College Grad		27	30	31	30	32		30	28	33	34	29
Post-College		16	17	18	22	20		19	20	22	22	25
Refused [DNR]		0	0	1	*	1		0	*	0	*	*

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

40. What of the following best describes your marital status? [READ CODES 1-5]

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>41255</u>
Married		64	73	68	69	68		66	73	72	69	70
Divorced		9	7	9	7	9		9	8	8	9	9
Separated		2	1	2	1	1		1	2	1	1	1
Widowed		7	6	6	5	4		8	5	3	5	5
Never Married		18	12	15	17	17		15	12	14	16	15
Refused [DNR]		0	1	1	0	1		0	1	1	0	1

41. Do you have any children under age 18 living at home with you?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>41255</u>
Yes		32	33	32	31	35		30	31	30	33	29
No		68	66	67	69	65		69	69	70	67	70
Refused [DNR]		0	1	1	0	*		1	1	*	0	1

42. [Record gender by observation, ask of everyone:] Are you employed outside the house, are you a homemaker, or are you retired?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Male/Employed		0	0	31	30	32		0	0	42	38	38
Male, Homemaker		0	0	2	1	*		0	0	2	1	1
Male, Retired		0	0	11	13	13		0	0	12	13	17
Male, Not In Labor Force		0	0	2	4	2		0	0	2	4	3
Female, Employed		0	0	30	31	29		0	0	26	24	21
Female, Homemaker		0	0	7	7	9		0	0	5	6	6
Female, Retired		0	0	14	13	11		0	0	9	11	10
Female, Not In Labor Force		0	0	2	3	4		0	0	1	2	3
Male, Refused [DNR]		0	0	*	0	*		0	0	0	0	1
Female, Refused [DNR]		0	0	1	0	*		0	0	*	0	*
MALE		47	47	46	47			57	59	58	56	
FEMALE		53	53	54	53			43	42	42	44	

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

43. Do you have any money invested in the stock market through individual stocks, retirement plans, mutual funds, or not?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Yes / Invested						64						67
No / Not Invested						34						30
Don't know [DNR]						1						1
Refused [DNR]						1						3

44. Into which category does your annual household income fall before taxes? Just stop me when I get to the right category. [READ CODES 1-8]

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Less than \$20,000		7	10	9	7	9		6	9	7	7	8
\$20,000 to \$29,999		10	8	9	7	7		8	7	5	8	5
\$30,000 to \$49,999		17	15	15	17	18		18	15	16	14	15
\$50,000 to \$74,999		18	22	18	19	20		18	21	19	20	21
\$75,000 to \$99,999		17	14	16	14	15		17	14	17	14	16
\$100,000 to \$199,999		16	17	19	22	17		16	18	22	21	18
\$200,000+		3	4	5	5	6		5	4	6	6	6
Refused [DNR]		12	11	9	10	8		12	13	8	10	12

45. Again, just for statistical purposes, are you from a Hispanic or Spanish-speaking background? [If yes, code as "3" Hispanic, below. If no, ask:] What is your race: white, black, Asian or something else?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
White		78	75	76	74	77		80	82	83	82	81
Black		10	13	12	14	10		7	6	2	6	5
Hispanic		8	8	8	9	8		7	6	8	7	6
Asian		1	1	1	2	1		1	1	2	2	2
Other [DNR]		2	2	1	1	1		4	4	1	2	1
Refused [DNR]		1	1	2	1	3		1	1	3	2	6

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

Now I am going to read you a list of products. Please tell me which you use, either occasionally or frequently. [RANDOMIZE Q46-48, READ Q49 LAST]

46. Soda or soft drinks.

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Use		74	70	78	71	68		69	66	76	67	64
Don't Use		25	30	21	28	32		30	34	24	31	35
Refused [DNR]		1	*	1	2	*		1	1	*	2	1

47. Beer, wine or other alcohol.

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Use		54	53	59	58	57		57	57	66	63	61
Don't Use		45	46	40	40	43		42	42	33	35	38
Refused [DNR]		1	0.3	1	2	*		1	1	1	2	1

48. Over-the-counter or prescription medications.

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Use		85	82	86	81	83		84	79	85	79	83
Don't Use		14	18	13	18	16		15	20	15	19	17
Refused [DNR]		1	0.4	1	2	*		1	1	*	2	1

49. Tobacco.

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Use		18	16	18	14	19		18	19	18	19	18
Don't Use		81	84	82	84	81		81	80	81	80	82
Refused [DNR]		1	0.4	1	1	*		1	1	1	1	1

Independent Voter Research Project: Topline Results

Wave 13: Fiscal Cliff / Dividend and Capital Gains Taxes

50. [If Use Tobacco in Q49, ask:] And, which tobacco products do you use, either occasionally or frequently: Cigarettes, smokeless tobacco such as chewing tobacco or dip, cigars, or some other form of tobacco? [Allow multiple responses]

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Cigarettes		83	78	73	65	79		74	73	73	74	73
Smokeless Tobacco		14	13	18	12	6		18	13	12	12	9
Cigars		11	9	14	17	13		16	11	22	15	18
Other		4	5	5	9	5		2	9	5	5	9
Refused [DNR]		1	1	1	1	1		--	1	0	1	1

51. And would you consider the area in which you live to be [ROTATE FRONT TO BACK:] urban, suburban, or rural?

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
Urban			21	21	22	21		16	17	17	19	18
Suburban			45	42	46	45		49	46	46	46	48
Rural			32	34	30	32		33	36	36	32	33
Other [DNR]			0.4	*	1	1		0	*	*	1	1
Don't Know [DNR]			2	2	1	2		1	1	1	1	1
Refused [DNR]			0.3	*	0	1		0	0	0	1	*

[THANK AND CLOSE]

REGION [Code from list]

	BASE %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>	ALL IND %	<u>Oct-09</u>	<u>Oct-10</u>	<u>Sep-11</u>	<u>Oct-12</u>	<u>Dec-12</u>
New England			5	5	5	5		8	8	8	8	9
Mid Atlantic			14	14	15	14		12	11	11	11	16
East North Central			17	17	17	17		19	20	20	15	16
West North Central			8	8	8	8		10	9	9	9	7
South Atlantic			18	18	18	18		16	15	15	18	16
East South Central			6	6	6	6		6	5	5	7	5
West South Central			11	11	11	11		10	13	13	12	9
Mountain			7	7	7	7		7	6	6	8	7
Pacific			14	14	14	14		13	11	11	12	15