

How the Survey was Conducted

Nature of the Sample: Iowa Poll of 3,223 Adults

This survey of 3,223 adults was conducted from November 27th through 29th, 2011. Adults 18 years of age and older residing in the state of Iowa were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results for adults are statistically significant within ± 1.7 percentage points. There are 2,896 registered voters. The results for this subset are statistically significant within ± 1.8 percentage points. There are 916 potential Republican caucus-goers, that is, voters who are registered Republicans and those who plan to participate in the Iowa Republican Presidential Caucus. The results for this subset are statistically significant within ± 3.2 percentage points. There are 425 likely caucus-goers defined by a probability turnout model which determines the likelihood respondents will participate in the 2012 Iowa Republican Presidential Caucus based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 4.8 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - Iowa

		Iowa Adults	Iowa Registered Voters
		Col %	Col %
Iowa Adults		100%	
Iowa Registered Voters		90%	100%
Iowa Potential Republican Electorate*		28%	32%
Iowa Likely Caucus-Goers		13%	15%
Party Registration	Democrat	n/a	36%
	Republican	n/a	28%
	Independent	n/a	35%
	Other	n/a	0%
Tea Party Supporters		n/a	21%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	6%
	Support Tea Party	n/a	15%
	Does not support Tea Party	n/a	70%
	Unsure	n/a	9%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	45%	43%
	45 or older	55%	57%
Age	18 to 29	22%	19%
	30 to 44	24%	24%
	45 to 59	28%	29%
	60 or older	27%	28%
Race	White	91%	92%
	Non-white	9%	8%
Region	Eastern Cities	25%	25%
	East Central	24%	24%
	Central	30%	30%
	West	22%	21%
Household Income	Less than \$75,000	72%	71%
	\$75,000 or more	28%	29%
Interview Type	Landline	68%	71%
	Cell Phone	32%	29%

NBC News/Marist Poll Iowa Adults. Interviews conducted November 27th through 29th, 2011, N=3223 MOE +/- 1.7%. Iowa Registered Voters: N=2896 MOE +/- 1.8%. Totals may not add to 100% due to rounding.

*The potential Republican electorate in Iowa includes all Republicans and voters planning to participate in the Republican presidential caucus.

Nature of the Sample - Iowa

		Iowa Potential	
		Republican Electorate*	Iowa Likely Caucus- Goers
		Col %	Col %
Iowa Potential Republican Electorate*		100%	
Iowa Likely Caucus-Goers			100%
Tea Party Supporters		41%	47%
Intensity of Tea Party Support	Strongly support Tea Party	15%	20%
	Support Tea Party	26%	27%
	Does not support Tea Party	50%	45%
	Unsure	9%	8%
Political Ideology	Very liberal	3%	3%
	Liberal	6%	5%
	Moderate	27%	25%
	Conservative	45%	42%
Past Participation**	Very conservative	20%	26%
	Yes	45%	65%
Gender	No	55%	35%
	Men	56%	59%
Age	Women	44%	41%
	Under 45	45%	46%
Age	45 or older	55%	54%
	18 to 29	19%	21%
	30 to 44	25%	26%
	45 to 59	28%	29%
Race	60 or older	27%	25%
	White	95%	95%
	Non-white	5%	5%
Region	Eastern Cities	21%	19%
	East Central	20%	19%
	Central	33%	38%
	West	26%	25%
Household Income	Less than \$75,000	67%	65%
	\$75,000 or more	33%	35%
Evangelical Christian	Yes	36%	38%
	No	64%	62%
Tea Party-Conservative-Evangelical		14%	17%
Education	Not college graduate	59%	51%
	College graduate	41%	49%
Interview Type	Landline	70%	69%
	Cell Phone	30%	31%

NBC News/Marist Poll Iowa Potential Republican Electorate. Interviews conducted November 27th through 29th, 2011, N=916 MOE +/- 3.2%. Totals may not add to 100% due to rounding. Iowa Likely Republican Caucus-Goers. Interviews conducted November 27th through 29th, 2011, N=425 MOE +/- 4.8%.

*The potential Republican electorate in Iowa includes all Republicans and voters planning to participate in the Republican presidential caucus.

**Past participation refers to previous participation in an Iowa Republican Presidential Caucus.