

## How the Survey was Conducted

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### **Nature of the Sample: Iowa Poll of 3,193 Adults**

This survey of 3,193 adults was conducted from October 3rd through October 5th, 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  $\pm 1.7$  percentage points. There are 2,836 registered voters. The results for this subset are statistically significant within  $\pm 1.8$  percentage points. There are 873 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  $\pm 3.3$  percentage points. There are 371 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  $\pm 5.1$  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		89%	100%
Iowa Potential Republican Electorate*		27%	31%
Iowa Likely Voters		12%	13%
Party Registration	Democrat	n/a	36%
	Republican	n/a	28%
	Independent	n/a	35%
	Other	n/a	1%
Tea Party Supporters		n/a	21%
Do you consider yourself to be a supporter of the Tea Party Movement?	Strongly support Tea Party	n/a	6%
	Support Tea Party	n/a	15%
	Does not support Tea Party	n/a	69%
	Unsure	n/a	11%
Gender	Men	49%	48%
	Women	51%	52%
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%	28%
	60 or older	27%	29%
Race	White	91%	92%
	Non-white	9%	8%
Region	Eastern Cities	25%	24%
	East Central	24%	24%
	Central	30%	29%
	West	22%	22%
Household Income	Less than \$75,000	72%	71%
	\$75,000 or more	28%	29%
Interview Type	Landline	69%	72%
	Cell Phone	31%	28%

NBC News/Marist Poll Iowa Adults. Interviews conducted October 3rd through 5th, 2011, N=3193 MOE +/- 1.7%. Iowa Registered Voters: N=2836 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 Voters
		Col %	Col %
Iowa Potential Republican Electorate*		100%	
Iowa Likely Voters			100%
Tea Party Supporters		43%	50%
Do you consider yourself to be a supporter of the Tea Party Movement?	Strongly support Tea Party	15%	20%
	Support Tea Party	28%	30%
	Does not support Tea Party	45%	41%
	Unsure	12%	9%
Political Ideology	Liberal	4%	3%
	Moderate	27%	23%
	Conservative	69%	73%
Past Participation**	Yes	40%	59%
	No	60%	41%
Gender	Men	52%	52%
	Women	48%	48%
Age	Under 45	44%	45%
	45 or older	56%	55%
Age	18 to 29	16%	13%
	30 to 44	28%	32%
	45 to 59	27%	27%
	60 or older	29%	29%
Race	White	96%	96%
	Non-white	4%	4%
Region	Eastern Cities	21%	20%
	East Central	23%	21%
	Central	31%	33%
	West	25%	25%
Household Income	Less than \$75,000	67%	64%
	\$75,000 or more	33%	36%
Evangelical Christian	Yes	40%	41%
	No	60%	59%
Education	Not college graduate	62%	55%
	College graduate	38%	45%
Interview Type	Landline	71%	73%
	Cell Phone	29%	27%

NBC News/Marist Poll Iowa Potential Republican Electorate. Interviews conducted October 3rd through 5th, 2011, N=873 MOE +/- 3.3%. Iowa Likely Republican Caucus Voters. Interviews conducted October 3rd through 5th, 2011, N=371 MOE +/- 5.1%. 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.

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