

## How the Survey was Conducted

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

This survey of 3,223 adults was conducted from December 27<sup>th</sup> and 28<sup>th</sup>, 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 2,905 registered voters. The results for this subset are statistically significant within  $\pm 1.8$  percentage points. There are 884 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 433 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  $\pm 4.7$  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*		27%	30%
Iowa Likely Voters		13%	15%
Party Registration	Democrat	n/a	38%
	Republican	n/a	28%
	Independent	n/a	34%
	Other	n/a	0%
Tea Party Supporters		n/a	19%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	6%
	Support Tea Party	n/a	13%
	Does not support Tea Party	n/a	70%
	Unsure	n/a	11%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	40%	38%
	45 or older	60%	62%
Age	18 to 29	16%	14%
	30 to 44	24%	24%
	45 to 59	28%	28%
	60 or older	32%	34%
Race	White	91%	92%
	Non-white	9%	8%
Region	Eastern Cities	25%	25%
	East Central	24%	23%
	Central	30%	30%
	West	22%	22%
Household Income	Less than \$75,000	72%	71%
	\$75,000 or more	28%	29%
Interview Type	Landline	73%	74%
	Cell Phone	27%	26%

NBC News/Marist Poll Iowa Adults. Interviews conducted December 27th and 28th, 2011, N=3223 MOE +/- 1.7%. Iowa Registered Voters: N=2905 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 Voters			100%
Party Registration	Democrat	4%	4%
	Republican	86%	84%
	Independent	11%	12%
	Other	0%	0%
Tea Party Supporters		39%	46%
Intensity of Tea Party Support	Strongly support Tea Party	14%	19%
	Support Tea Party	25%	27%
	Does not support Tea Party	52%	47%
	Unsure	9%	7%
Political Ideology	Very liberal	1%	1%
	Liberal	4%	3%
	Moderate	25%	23%
	Conservative	45%	42%
	Very conservative	26%	31%
Past Participation**	Yes	47%	63%
	No	53%	37%
Gender	Men	56%	59%
	Women	44%	41%
Age	Under 45	38%	37%
	45 or older	62%	63%
Age	18 to 29	13%	12%
	30 to 44	25%	25%
	45 to 59	28%	28%
	60 or older	34%	35%
Race	White	94%	95%
	Non-white	6%	5%
Region	Eastern Cities	20%	19%
	East Central	19%	21%
	Central	33%	35%
	West	27%	25%
Household Income	Less than \$75,000	65%	60%
	\$75,000 or more	35%	40%
Evangelical Christian	Yes	45%	46%
	No	55%	54%
Tea Party-Conservative-Evangelical		14%	17%
Education	Not college graduate	64%	60%
	College graduate	36%	40%
Interview Type	Landline	75%	78%
	Cell Phone	25%	22%

NBC News/Marist Poll Iowa Potential Republican Electorate. Interviews conducted December 27th and 28th, 2011, N=884 MOE +/- 3.3%. Iowa Likely Republican Caucus-Goers: N=433 MOE +/- 4.7%. 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.