

Nature of the Sample - Iowa

		Iowa Adults	Iowa Registered Voters
		Col %	Col %
Iowa Adults		100%	
Iowa Registered Voters		87%	100%
Party Registration	Democrat	n/a	34%
	Republican	n/a	35%
	Independent	n/a	31%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	3%
	Liberal	n/a	17%
	Moderate	n/a	34%
	Conservative	n/a	34%
	Very conservative	n/a	11%
Past Participation**	Yes	n/a	92%
	No	n/a	8%
Tea Party Supporters		n/a	22%
Gender	Men	49%	48%
	Women	51%	52%
Age	Under 45	38%	34%
	45 or older	62%	66%
Age	18 to 29	14%	10%
	30 to 44	24%	24%
	45 to 59	28%	29%
	60 or older	34%	37%
Race	White	91%	92%
	African American	2%	2%
	Latino	4%	4%
	Other	3%	3%
Region	Eastern Cities	25%	25%
	East Central	24%	24%
	Central	29%	29%
	West	22%	22%
Household Income	Less than \$75,000	71%	70%
	\$75,000 or more	29%	30%
Education	Not college graduate	70%	67%
	College graduate	30%	33%
Evangelical Christian	Yes	23%	24%
	No	77%	76%
Interview Type	Landline	71%	74%
	Cell Phone	29%	26%

NBC News/Marist Poll Iowa Adults. Interviews conducted May 22nd through May 24th, 2012, N=1270 MOE +/- 2.8 percentage points. Iowa Registered Voters: N=1106 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a Presidential Election.