

Nature of the Sample - Iowa

		Iowa Adults	Iowa Registered Voters	Iowa Likely Voters
		Col %	Col %	Col %
Iowa Adults		100%		
Iowa Registered Voters		91%	100%	
Iowa Likely Voters		65%	72%	100%
Party Identification	Democrat	n/a	35%	36%
	Republican	n/a	29%	31%
	Independent	n/a	36%	33%
	Other	n/a	0%	0%
Party Identification	Strong Democrats	n/a	26%	27%
	Not strong Democrats	n/a	9%	8%
	Democratic leaning independents	n/a	13%	12%
	Just Independents	n/a	12%	11%
	Republican leaning independents	n/a	10%	10%
	Not strong Republicans	n/a	8%	8%
	Strong Republicans	n/a	21%	22%
	Other	n/a	0%	0%
	Party Registration	Democrat	n/a	38%
Republican		n/a	36%	36%
Independent		n/a	26%	24%
Other		n/a	0%	0%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	19%	19%
	Moderate	n/a	33%	31%
	Conservative	n/a	31%	32%
	Very conservative	n/a	11%	12%
Past Participation**	Yes	n/a	93%	96%
	No	n/a	7%	4%
Tea Party Supporters		n/a	23%	24%
Gender	Men	49%	48%	48%
	Women	51%	52%	52%
Age	Under 45	38%	35%	31%
	45 or older	62%	65%	69%
Age	18 to 29	15%	13%	10%
	30 to 44	22%	22%	22%
	45 to 59	28%	29%	30%
	60 or older	35%	37%	39%
Race	White	92%	92%	93%
	African American	2%	2%	2%
	Latino	4%	4%	3%
	Other	2%	2%	2%
Region	Eastern Cities	25%	24%	26%
	East Central	24%	25%	23%
	Central	29%	30%	30%
	West	22%	21%	21%
Household Income	Less than \$75,000	71%	70%	69%
	\$75,000 or more	29%	30%	31%
Education	Not college graduate	65%	63%	60%
	College graduate	35%	37%	40%
Marital Status	Married	60%	61%	62%
	Not married	40%	39%	38%
Evangelical Christian	Yes	23%	23%	24%
	No	77%	77%	76%
U.S. Military Veteran	Yes	15%	15%	16%
	No	85%	85%	84%
Interview Type	Landline	71%	72%	75%
	Cell Phone	29%	28%	25%

NBC News/WSJ/Marist Poll Iowa Adults. Interviews conducted September 16th through September 18th, 2012, N=1381 MOE +/- 2.6 percentage points.

Iowa Registered Voters: N=1253 MOE +/- 2.8 percentage points.

Iowa Likely Voters: N=898 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.