

Nature of the Sample - Iowa

		Iowa Adults	Iowa Registered Voters	Iowa Likely Voters
		Col %	Col %	Col %
Iowa Adults		100%		
Iowa Registered Voters		92%	100%	
Iowa Likely Voters		75%	82%	100%
Already Voted		n/a	28%	34%
Not Yet Voted		n/a	74%	66%
Party Identification	Democrat	n/a	31%	33%
	Republican	n/a	30%	31%
	Independent	n/a	37%	35%
	Other	n/a	1%	1%
Party Identification	Strong Democrats	n/a	24%	26%
	Not strong Democrats	n/a	7%	6%
	Democratic leaning independents	n/a	14%	13%
	Just Independents	n/a	12%	11%
	Republican leaning independents	n/a	11%	11%
	Not strong Republicans	n/a	9%	8%
	Strong Republicans	n/a	22%	23%
Party Registration	Democrat	n/a	37%	39%
	Republican	n/a	37%	38%
	Independent	n/a	26%	23%
	Other	n/a	0%	0%
Political Ideology	Very liberal	n/a	4%	5%
	Liberal	n/a	16%	16%
	Moderate	n/a	37%	36%
	Conservative	n/a	33%	33%
	Very conservative	n/a	10%	10%
Past Participation**	Yes	n/a	91%	94%
	No	n/a	9%	6%
Tea Party Supporters		n/a	24%	24%
Gender	Men	49%	49%	48%
	Women	51%	51%	52%
Age	Under 45	37%	34%	31%
	45 or older	63%	66%	69%
Age	18 to 29	14%	12%	10%
	30 to 44	23%	23%	21%
	45 to 59	28%	29%	29%
	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%	24%	23%
	Central	29%	30%	30%
	West	22%	22%	21%
Household Income	Less than \$75,000	72%	70%	70%
	\$75,000 or more	28%	30%	30%
Education	Not college graduate	66%	64%	63%
	College graduate	34%	36%	37%
Marital Status	Married	59%	61%	62%
	Not married	41%	39%	38%
U.S. Military Veteran	Yes	12%	12%	13%
	No	88%	88%	87%
Interview Type	Landline	76%	78%	80%
	Cell Phone	24%	22%	20%

NBC News/WSJ/Marist Poll Iowa Adults. Interviews conducted October 15th through October 17th, 2012, N=1513 MOE +/- 2.5 percentage points. Iowa Registered Voters: N=1392 MOE +/- 2.6 percentage points. Iowa Likely Voters: N=1137 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

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