

Nature of the Sample - Iowa

		Iowa Adults	Iowa Registered Voters	Iowa Likely Voters
		Col %	Col %	Col %
Iowa Adults		100%		
Iowa Registered Voters		94%	100%	
Iowa Likely Voters		78%	83%	100%
When Casting Ballot	Vote-Voted early or by absentee	n/a	45%	52%
	Vote on Election Day	n/a	46%	42%
	Have not decided	n/a	10%	6%
Party Identification	Democrat	n/a	32%	34%
	Republican	n/a	31%	31%
	Independent	n/a	36%	34%
	Other	n/a	0%	0%
Party Identification	Strong Democrats	n/a	25%	27%
	Not strong Democrats	n/a	8%	7%
	Democratic leaning independents	n/a	12%	11%
	Just Independents	n/a	15%	13%
	Republican leaning independents	n/a	10%	10%
	Not strong Republicans	n/a	8%	7%
	Strong Republicans	n/a	23%	24%
	Other	n/a	0%	0%
Party Registration	Democrat	n/a	37%	39%
	Republican	n/a	38%	39%
	Independent	n/a	25%	22%
	Other	n/a	0%	0%
Political Ideology	Very liberal	n/a	5%	5%
	Liberal	n/a	15%	15%
	Moderate	n/a	34%	33%
	Conservative	n/a	33%	34%
	Very conservative	n/a	12%	12%
Past Participation**	Yes	n/a	91%	93%
	No	n/a	9%	7%
Tea Party Supporters		n/a	23%	23%
Gender	Men	49%	49%	49%
	Women	51%	51%	51%
Age	Under 45	40%	38%	34%
	45 or older	60%	62%	66%
Age	18 to 29	16%	14%	11%
	30 to 44	24%	24%	23%
	45 to 59	28%	29%	30%
	60 or older	32%	34%	36%
Race	White	91%	92%	93%
	African American	2%	2%	2%
	Latino	4%	4%	3%
	Other	3%	2%	2%
Region	Eastern Cities	25%	25%	26%
	East Central	24%	24%	23%
	Central	29%	29%	30%
	West	22%	22%	21%
Household Income	Less than \$75,000	72%	71%	71%
	\$75,000 or more	28%	29%	29%
Education	Not college graduate	66%	65%	63%
	College graduate	34%	35%	37%
Marital Status	Married	60%	62%	63%
	Not married	40%	38%	37%
U.S. Military Veteran	Yes	13%	14%	14%
	No	87%	86%	86%
Interview Type	Landline	73%	74%	76%
	Cell Phone	27%	26%	24%

NBC News/WSJ/Marist Poll Iowa Adults. Interviews conducted October 28th and October 29th, 2012, N=1464 MOE +/- 2.6 percentage points.

Iowa Registered Voters: N=1378 MOE +/- 2.6 percentage points. Iowa Likely Voters: N=1142 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

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