

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 1,235 Iowa Adults

This survey of 1,235 adults was conducted September 27th through October 1st, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the state of Iowa were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Iowa from ASDE Survey Sampler, Inc. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, and race. Respondents in the household were selected by asking for the youngest male. Results are statistically significant within ± 2.8 percentage points. There are 1,093 registered voters. The results for this subset are statistically significant within ± 3.0 percentage points. There are 778 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the November 2014 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 3.5 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - Iowa

		Iowa Adults	Iowa Registered Voters	Iowa Likely Voters
		Col %	Col %	Col %
Iowa Adults		100%		
Iowa Registered Voters		88%	100%	
Iowa Likely Voters		63%	71%	100%
Iowa Early Voters		n/a	11%	16%
Party Registration	Democrat	n/a	32%	33%
	Republican	n/a	34%	38%
	Independent	n/a	33%	29%
	Other	n/a	0%	0%
Party Identification	Democrat	n/a	29%	30%
	Republican	n/a	27%	29%
	Independent	n/a	42%	39%
	Other	n/a	2%	2%
Political Ideology	Very liberal	n/a	6%	5%
	Liberal	n/a	16%	17%
	Moderate	n/a	33%	32%
	Conservative	n/a	33%	33%
	Very conservative	n/a	12%	13%
Tea Party Supporters		n/a	22%	24%
Past Participation**	Yes	n/a	87%	93%
	No	n/a	13%	7%
Gender	Men	49%	48%	47%
	Women	51%	52%	53%
Age	Under 45	38%	34%	30%
	45 or older	62%	66%	70%
Age	18 to 29	18%	15%	12%
	30 to 44	21%	19%	18%
	45 to 59	28%	29%	30%
	60 or older	34%	36%	40%
Race	White	91%	92%	92%
	African American	2%	2%	2%
	Latino	4%	4%	3%
	Other	3%	3%	2%
Region	Eastern Cities	25%	25%	25%
	East Central	20%	19%	20%
	Central	21%	22%	22%
	Des Moines Area	17%	17%	18%
	West	17%	16%	15%
Household Income	Less than \$75,000	71%	71%	70%
	\$75,000 or more	29%	29%	30%
Education	Not college graduate	66%	63%	61%
	College graduate	34%	37%	39%
Marital Status	Married	50%	52%	56%
	Not married	50%	48%	44%
Marital Status and Gender	Married men	23%	24%	26%
	Not married men	25%	23%	20%
	Married women	27%	28%	30%
	Not married women	25%	25%	24%
White Evangelical Christians		27%	25%	29%
Interview Type	Landline	55%	57%	62%
	Cell Phone	45%	43%	38%

NBC News/Marist Poll Iowa Adults. Interviews conducted September 27th through October 1st, 2014, n=1235 MOE +/- 2.8 percentage points.

Iowa Registered Voters: n=1093 MOE +/- 3.0 percentage points. Iowa Likely Voters: n=778 MOE +/- 3.5 percentage points.

**Past participation refers to previous participation in an Iowa election. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Iowa Likely Voters		41%	51%	9%
Party Identification	Democrat	84%	6%	10%
	Republican	9%	89%	2%
	Independent	34%	53%	13%
Political Ideology	Very liberal-Liberal	80%	14%	7%
	Moderate	50%	38%	12%
	Conservative-Very conservative	17%	78%	6%
Tea Party Supporters		10%	81%	8%
Region	Eastern Cities	49%	44%	7%
	East Central	38%	55%	7%
	Central	47%	46%	6%
	Des Moines Area	35%	50%	15%
	West	28%	64%	9%
Household Income	Less than \$75,000	40%	50%	10%
	\$75,000 or more	42%	51%	6%
Education	Not college graduate	38%	52%	10%
	College graduate	46%	48%	6%
Age	18 to 29	42%	46%	12%
	30 to 44	39%	50%	10%
	45 to 59	37%	53%	10%
	60 or older	44%	50%	6%
Gender	Men	34%	58%	8%
	Women	47%	44%	9%
Marital Status	Married	38%	56%	6%
	Not married	46%	43%	11%
Marital Status and Gender	Married men	32%	63%	5%
	Not married men	37%	51%	12%
	Married women	42%	51%	7%
	Not married women	53%	37%	10%
Religiosity	Practice a Religion	35%	59%	6%
	Does not Practice a Religion	46%	44%	10%
White Evangelical Christians		29%	66%	5%
Interview Type	Landline	40%	54%	6%
	Cell Phone	43%	45%	12%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters		
		All in all, do you think things in the nation are generally headed in the right direction, or do you feel things are off on the wrong track?		
		Headed in the right direction	Off on the wrong track	Unsure
		Row %	Row %	Row %
Iowa Likely Voters		26%	67%	8%
Party Identification	Democrat	56%	32%	12%
	Republican	3%	92%	4%
	Independent	21%	72%	7%
Political Ideology	Very liberal-Liberal	52%	37%	11%
	Moderate	33%	59%	8%
	Conservative-Very conservative	9%	86%	5%
Tea Party Supporters		7%	91%	2%
Region	Eastern Cities	28%	65%	7%
	East Central	26%	67%	6%
	Central	31%	60%	8%
	Des Moines Area	23%	67%	11%
	West	17%	77%	6%
Household Income	Less than \$75,000	24%	68%	8%
	\$75,000 or more	31%	65%	4%
Education	Not college graduate	22%	69%	9%
	College graduate	31%	64%	5%
Age	18 to 29	20%	71%	9%
	30 to 44	21%	71%	8%
	45 to 59	26%	68%	6%
	60 or older	28%	63%	9%
Gender	Men	23%	69%	7%
	Women	28%	64%	8%
Marital Status	Married	26%	69%	5%
	Not married	26%	64%	10%
Marital Status and Gender	Married men	23%	71%	6%
	Not married men	24%	68%	8%
	Married women	28%	67%	5%
	Not married women	27%	61%	12%
Religiosity	Practice a Religion	23%	71%	5%
	Does not Practice a Religion	27%	64%	9%
White Evangelical Christians		17%	77%	6%
Interview Type	Landline	25%	67%	8%
	Cell Phone	27%	66%	7%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters		
		Do you approve or disapprove of the job the Republicans in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Iowa Likely Voters		22%	66%	11%
Party Identification	Democrat	8%	85%	8%
	Republican	45%	45%	9%
	Independent	17%	69%	14%
Political Ideology	Very liberal-Liberal	9%	84%	7%
	Moderate	19%	69%	13%
	Conservative-Very conservative	31%	57%	12%
Tea Party Supporters		38%	51%	11%
Region	Eastern Cities	19%	70%	12%
	East Central	23%	65%	12%
	Central	23%	66%	10%
	Des Moines Area	24%	68%	8%
	West	23%	61%	15%
Household Income	Less than \$75,000	22%	65%	13%
	\$75,000 or more	22%	71%	7%
Education	Not college graduate	24%	62%	14%
	College graduate	20%	73%	7%
Age	18 to 29	35%	51%	14%
	30 to 44	18%	69%	14%
	45 to 59	22%	66%	12%
	60 or older	21%	70%	9%
Gender	Men	23%	67%	10%
	Women	22%	66%	12%
Marital Status	Married	22%	70%	8%
	Not married	22%	63%	15%
Marital Status and Gender	Married men	21%	72%	6%
	Not married men	25%	61%	14%
	Married women	23%	67%	10%
	Not married women	20%	64%	16%
Religiosity	Practice a Religion	27%	64%	10%
	Does not Practice a Religion	19%	69%	12%
White Evangelical Christians		31%	55%	14%
Interview Type	Landline	22%	67%	11%
	Cell Phone	23%	66%	11%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters		
		Do you approve or disapprove of the job the Democrats in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Iowa Likely Voters		29%	64%	8%
Party Identification	Democrat	66%	29%	6%
	Republican	7%	88%	5%
	Independent	19%	70%	11%
Political Ideology	Very liberal-Liberal	60%	34%	6%
	Moderate	31%	60%	9%
	Conservative-Very conservative	13%	81%	7%
Tea Party Supporters		11%	84%	4%
Region	Eastern Cities	35%	58%	8%
	East Central	24%	66%	10%
	Central	29%	63%	8%
	Des Moines Area	30%	65%	5%
	West	23%	70%	8%
Household Income	Less than \$75,000	29%	63%	9%
	\$75,000 or more	29%	66%	6%
Education	Not college graduate	26%	65%	9%
	College graduate	33%	61%	6%
Age	18 to 29	31%	56%	13%
	30 to 44	27%	65%	8%
	45 to 59	24%	69%	7%
	60 or older	32%	61%	7%
Gender	Men	20%	72%	8%
	Women	36%	56%	8%
Marital Status	Married	25%	71%	5%
	Not married	34%	54%	11%
Marital Status and Gender	Married men	15%	80%	4%
	Not married men	28%	61%	11%
	Married women	33%	62%	5%
	Not married women	40%	49%	12%
Religiosity	Practice a Religion	23%	72%	5%
	Does not Practice a Religion	33%	57%	10%
White Evangelical Christians		17%	74%	8%
Interview Type	Landline	29%	65%	6%
	Cell Phone	29%	61%	10%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Barack Obama?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Iowa Likely Voters		44%	52%	5%
Party Identification	Democrat	88%	9%	3%
	Republican	8%	91%	1%
	Independent	39%	53%	8%
Political Ideology	Very liberal-Liberal	83%	15%	2%
	Moderate	53%	40%	7%
	Conservative-Very conservative	19%	78%	3%
Tea Party Supporters		11%	84%	4%
Region	Eastern Cities	52%	44%	4%
	East Central	37%	57%	5%
	Central	51%	45%	4%
	Des Moines Area	38%	53%	9%
	West	33%	66%	1%
Household Income	Less than \$75,000	42%	53%	5%
	\$75,000 or more	46%	51%	3%
Education	Not college graduate	40%	54%	6%
	College graduate	49%	49%	2%
Age	18 to 29	46%	51%	3%
	30 to 44	40%	53%	8%
	45 to 59	41%	56%	4%
	60 or older	47%	49%	4%
Gender	Men	37%	59%	5%
	Women	50%	46%	4%
Marital Status	Married	40%	57%	3%
	Not married	49%	45%	6%
Marital Status and Gender	Married men	35%	62%	3%
	Not married men	39%	55%	6%
	Married women	44%	52%	4%
	Not married women	57%	38%	6%
Religiosity	Practice a Religion	37%	60%	3%
	Does not Practice a Religion	49%	46%	6%
White Evangelical Christians		28%	67%	4%
Interview Type	Landline	43%	53%	4%
	Cell Phone	45%	49%	6%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters			
		Iowa tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or voted early or by absentee			
		Bruce Braley, the Democrat	Joni Ernst, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Iowa Likely Voters		44%	46%	1%	9%
Early Voters		61%	38%	1%	0%
Party Identification	Democrat	91%	4%	0%	5%
	Republican	7%	88%	1%	4%
	Independent	38%	46%	1%	15%
Political Ideology	Very liberal-Liberal	83%	11%	0%	6%
	Moderate	56%	34%	1%	9%
	Conservative-Very conservative	18%	73%	1%	9%
Tea Party Supporters		14%	81%	0%	5%
Intensity of Support	Strongly support	44%	56%	0%	0%
	Somewhat support	55%	45%	0%	0%
	Might vote differently	52%	48%	0%	0%
Region	Eastern Cities	50%	41%	1%	9%
	East Central	44%	47%	0%	9%
	Central	47%	45%	0%	8%
	Des Moines Area	42%	47%	1%	11%
	West	35%	56%	1%	8%
Household Income	Less than \$75,000	45%	46%	0%	9%
	\$75,000 or more	48%	46%	0%	6%
Education	Not college graduate	45%	45%	0%	10%
	College graduate	44%	49%	1%	6%
Age	18 to 29	47%	38%	0%	15%
	30 to 44	44%	46%	0%	10%
	45 to 59	41%	48%	0%	11%
	60 or older	47%	48%	1%	5%
Gender	Men	35%	53%	1%	12%
	Women	52%	41%	0%	7%
Marital Status	Married	40%	53%	1%	7%
	Not married	50%	38%	0%	12%
Marital Status and Gender	Married men	31%	59%	1%	9%
	Not married men	40%	46%	0%	14%
	Married women	48%	48%	0%	4%
	Not married women	58%	32%	1%	10%
Religiosity	Practice a Religion	37%	56%	1%	7%
	Does not Practice a Religion	50%	40%	0%	9%
White Evangelical Christians		29%	62%	1%	8%
Interview Type	Landline	43%	49%	1%	7%
	Cell Phone	46%	42%	0%	12%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		57%	35%	7%	1%
Party Identification	Democrat	66%	27%	6%	1%
	Republican	69%	27%	4%	0%
	Independent	36%	51%	12%	1%
Political Ideology	Very liberal-Liberal	63%	29%	7%	1%
	Moderate	44%	47%	8%	1%
	Conservative-Very conservative	62%	31%	6%	1%
Tea Party Supporters		74%	21%	5%	0%
Support for U.S. Senate in Iowa	Bruce Braley	51%	40%	8%	1%
	Joni Ernst	62%	31%	7%	0%
Region	Eastern Cities	58%	30%	10%	2%
	East Central	57%	36%	6%	1%
	Central	60%	35%	5%	0%
	Des Moines Area	51%	45%	5%	0%
	West	56%	33%	11%	0%
Household Income	Less than \$75,000	58%	34%	8%	1%
	\$75,000 or more	51%	43%	6%	1%
Education	Not college graduate	55%	35%	9%	1%
	College graduate	59%	37%	5%	0%
Age	Under 45	36%	52%	12%	0%
	45 or older	64%	29%	6%	1%
Gender	Men	59%	33%	8%	0%
	Women	55%	37%	7%	1%
Marital Status	Married	60%	34%	6%	0%
	Not married	51%	38%	9%	1%
Marital Status and Gender	Married men	65%	32%	4%	0%
	Not married men	50%	36%	13%	1%
	Married women	56%	36%	7%	1%
	Not married women	53%	40%	6%	1%
Religiosity	Practice a Religion	61%	32%	6%	1%
	Does not Practice a Religion	53%	38%	8%	1%
White Evangelical Christians		62%	31%	7%	1%
Interview Type	Landline	61%	32%	6%	1%
	Cell Phone	48%	41%	10%	1%

NBC News/Marist Poll Iowa Likely Voters with a Candidate Preference. Interviews conducted September 27th through October 1st, 2014, n=636 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Iowa Likely Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		
		Did you choose <candidate> because you are for <candidate> or because you are against the other candidates?		
		For choice	Against other candidate	Unsure
		Row %	Row %	Row %
Iowa Likely Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		50%	45%	5%
Party Identification	Democrat	46%	50%	4%
	Republican	65%	29%	6%
	Independent	39%	57%	3%
Political Ideology	Very liberal-Liberal	46%	50%	4%
	Moderate	42%	53%	5%
	Conservative-Very conservative	57%	38%	5%
Tea Party Supporters		55%	41%	4%
Support for U.S. Senate in Iowa	Bruce Braley	38%	57%	5%
	Joni Ernst	61%	34%	5%
Region	Eastern Cities	51%	45%	3%
	East Central	46%	48%	6%
	Central	48%	48%	5%
	Des Moines Area	47%	48%	5%
	West	60%	34%	6%
Household Income	Less than \$75,000	49%	46%	5%
	\$75,000 or more	50%	47%	2%
Education	Not college graduate	49%	44%	7%
	College graduate	51%	47%	2%
Age	Under 45	39%	55%	5%
	45 or older	53%	42%	5%
Gender	Men	48%	47%	5%
	Women	51%	44%	5%
Marital Status	Married	51%	44%	5%
	Not married	48%	47%	5%
Marital Status and Gender	Married men	48%	46%	6%
	Not married men	48%	48%	4%
	Married women	53%	42%	4%
	Not married women	48%	46%	5%
Religiosity	Practice a Religion	57%	38%	5%
	Does not Practice a Religion	44%	51%	5%
White Evangelical Christians		52%	43%	5%
Interview Type	Landline	51%	44%	6%
	Cell Phone	48%	48%	4%

NBC News/Marist Poll Iowa Likely Voters with a Candidate Preference. Interviews conducted September 27th through October 1st, 2014, n=636 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters			
		Iowa tossup for Governor including those who are undecided yet leaning toward a candidate or voted early or by absentee			
		Jack Hatch, the Democrat	Terry Branstad, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Iowa Likely Voters		36%	58%	1%	5%
Early Voters		49%	51%	0%	0%
Party Identification	Democrat	82%	13%	1%	4%
	Republican	1%	96%	0%	3%
	Independent	30%	62%	1%	7%
Political Ideology	Very liberal-Liberal	72%	23%	1%	4%
	Moderate	43%	51%	0%	6%
	Conservative-Very conservative	14%	81%	1%	4%
Tea Party Supporters		8%	89%	1%	3%
Intensity of Support	Strongly support	40%	59%	0%	1%
	Somewhat support	35%	61%	1%	4%
	Might vote differently	35%	61%	0%	4%
Region	Eastern Cities	41%	53%	0%	6%
	East Central	31%	61%	0%	7%
	Central	45%	49%	2%	4%
	Des Moines Area	29%	67%	0%	4%
	West	31%	65%	0%	4%
Household Income	Less than \$75,000	36%	59%	0%	5%
	\$75,000 or more	39%	55%	1%	5%
Education	Not college graduate	34%	60%	0%	6%
	College graduate	40%	55%	1%	4%
Age	18 to 29	28%	59%	3%	11%
	30 to 44	37%	58%	0%	5%
	45 to 59	35%	60%	1%	5%
	60 or older	40%	57%	0%	3%
Gender	Men	28%	66%	1%	4%
	Women	43%	51%	0%	5%
Marital Status	Married	33%	62%	0%	5%
	Not married	40%	53%	1%	5%
Marital Status and Gender	Married men	24%	72%	1%	4%
	Not married men	32%	59%	2%	6%
	Married women	41%	53%	0%	6%
	Not married women	47%	48%	0%	5%
Religiosity	Practice a Religion	31%	64%	1%	4%
	Does not Practice a Religion	40%	54%	0%	5%
White Evangelical Christians		23%	71%	2%	4%
Interview Type	Landline	36%	60%	1%	3%
	Cell Phone	36%	55%	1%	9%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		Iowa Likely Voters with a Candidate Preference for Governor including Absentee and Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters with a Candidate Preference for Governor including Absentee and Early Voters		58%	35%	6%	1%
Party Identification	Democrat	63%	31%	5%	1%
	Republican	75%	23%	2%	0%
	Independent	42%	47%	9%	2%
Political Ideology	Very liberal-Liberal	57%	38%	4%	1%
	Moderate	45%	46%	8%	1%
	Conservative-Very conservative	68%	26%	5%	1%
Tea Party Supporters		73%	24%	3%	0%
Support for Governor in Iowa	Jack Hatch	52%	41%	6%	1%
	Terry Branstad	63%	31%	6%	1%
Region	Eastern Cities	56%	37%	6%	0%
	East Central	52%	40%	6%	2%
	Central	62%	31%	7%	0%
	Des Moines Area	63%	31%	4%	2%
	West	60%	33%	6%	1%
Household Income	Less than \$75,000	59%	34%	6%	1%
	\$75,000 or more	52%	43%	4%	0%
Education	Not college graduate	59%	34%	6%	1%
	College graduate	58%	37%	5%	0%
Age	Under 45	42%	49%	7%	2%
	45 or older	64%	30%	6%	1%
Gender	Men	58%	35%	6%	1%
	Women	59%	34%	6%	1%
Marital Status	Married	61%	33%	5%	1%
	Not married	55%	38%	7%	1%
Marital Status and Gender	Married men	62%	31%	5%	1%
	Not married men	52%	41%	5%	1%
	Married women	61%	34%	5%	1%
	Not married women	56%	36%	8%	1%
	Religiosity	Practice a Religion	64%	32%	3%
	Does not Practice a Religion	55%	36%	8%	1%
White Evangelical Christians		65%	31%	3%	1%
Interview Type	Landline	64%	31%	4%	1%
	Cell Phone	49%	41%	9%	1%

NBC News/Marist Poll Iowa Likely Voters with a Candidate Preference. Interviews conducted September 27th through October 1st, 2014, n=682 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Bruce Braley?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters		39%	44%	2%	15%
Party Identification	Democrat	78%	10%	1%	11%
	Republican	10%	73%	2%	14%
	Independent	34%	47%	2%	17%
Political Ideology	Very liberal-Liberal	73%	15%	1%	11%
	Moderate	52%	31%	1%	16%
	Conservative-Very conservative	15%	68%	2%	15%
Tea Party Supporters		13%	77%	1%	8%
Region	Eastern Cities	50%	38%	0%	11%
	East Central	38%	45%	2%	16%
	Central	40%	43%	1%	16%
	Des Moines Area	32%	50%	2%	16%
	West	30%	48%	5%	18%
Household Income	Less than \$75,000	37%	45%	2%	16%
	\$75,000 or more	50%	40%	0%	10%
Education	Not college graduate	35%	45%	2%	19%
	College graduate	46%	44%	1%	8%
Age	18 to 29	44%	36%	2%	18%
	30 to 44	32%	52%	3%	13%
	45 to 59	38%	43%	2%	17%
	60 or older	42%	43%	1%	14%
Gender	Men	32%	53%	2%	13%
	Women	45%	36%	2%	17%
Marital Status	Married	38%	50%	1%	11%
	Not married	41%	37%	2%	20%
Marital Status and Gender	Married men	32%	60%	1%	7%
	Not married men	33%	46%	2%	20%
	Married women	43%	42%	1%	14%
	Not married women	47%	30%	2%	20%
	White Evangelical Christians		25%	56%	3%
Interview Type	Landline	39%	46%	2%	13%
	Cell Phone	39%	42%	1%	18%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Joni Ernst?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters		44%	44%	2%	11%
Party Identification	Democrat	7%	84%	2%	8%
	Republican	80%	11%	2%	7%
	Independent	44%	41%	1%	14%
Political Ideology	Very liberal-Liberal	9%	82%	0%	9%
	Moderate	34%	54%	1%	11%
	Conservative-Very conservative	69%	19%	3%	9%
Tea Party Supporters		79%	15%	0%	6%
Region	Eastern Cities	41%	48%	1%	10%
	East Central	45%	37%	4%	15%
	Central	46%	50%	0%	3%
	Des Moines Area	42%	41%	2%	15%
	West	46%	41%	1%	12%
Household Income	Less than \$75,000	43%	44%	1%	12%
	\$75,000 or more	45%	48%	1%	6%
Education	Not college graduate	42%	44%	2%	12%
	College graduate	48%	44%	1%	6%
Age	18 to 29	40%	50%	2%	9%
	30 to 44	37%	47%	3%	12%
	45 to 59	48%	40%	1%	11%
	60 or older	44%	45%	1%	10%
Gender	Men	51%	39%	1%	10%
	Women	38%	49%	2%	11%
Marital Status	Married	51%	41%	1%	8%
	Not married	36%	48%	2%	14%
Marital Status and Gender	Married men	56%	36%	2%	7%
	Not married men	46%	41%	1%	12%
	Married women	47%	45%	0%	9%
	Not married women	27%	54%	3%	15%
	Religiosity	Practice a Religion	52%	37%	2%
	Does not Practice a Religion	38%	50%	1%	11%
White Evangelical Christians		59%	28%	2%	11%
Interview Type	Landline	48%	42%	1%	9%
	Cell Phone	37%	47%	2%	14%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

		Iowa Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Terry Branstad?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters		60%	33%	1%	6%
Party Identification	Democrat	26%	66%	1%	7%
	Republican	93%	4%	1%	2%
	Independent	61%	31%	0%	7%
Political Ideology	Very liberal-Liberal	29%	62%	1%	8%
	Moderate	55%	39%	0%	6%
	Conservative-Very conservative	80%	15%	0%	4%
Tea Party Supporters		87%	12%	1%	1%
Region	Eastern Cities	57%	36%	1%	6%
	East Central	60%	28%	0%	11%
	Central	53%	44%	0%	3%
	Des Moines Area	67%	27%	1%	5%
	West	68%	26%	0%	6%
Household Income	Less than \$75,000	59%	33%	0%	7%
	\$75,000 or more	61%	35%	1%	3%
Education	Not college graduate	59%	33%	1%	7%
	College graduate	62%	34%	0%	4%
Age	18 to 29	60%	24%	2%	13%
	30 to 44	60%	34%	0%	6%
	45 to 59	64%	30%	1%	5%
	60 or older	58%	37%	0%	5%
Gender	Men	66%	27%	1%	6%
	Women	55%	38%	0%	6%
Marital Status	Married	63%	33%	0%	4%
	Not married	56%	33%	1%	9%
Marital Status and Gender	Married men	70%	27%	1%	3%
	Not married men	61%	28%	1%	10%
	Married women	57%	38%	0%	5%
	Not married women	53%	38%	1%	9%
Religiosity	Practice a Religion	66%	30%	0%	4%
	Does not Practice a Religion	56%	36%	1%	7%
White Evangelical Christians		71%	24%	1%	4%
Interview Type	Landline	64%	32%	0%	4%
	Cell Phone	54%	35%	1%	10%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Jack Hatch?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Likely Voters		34%	36%	6%	24%
Party Identification	Democrat	72%	12%	4%	12%
	Republican	8%	60%	6%	26%
	Independent	26%	34%	7%	32%
Political Ideology	Very liberal-Liberal	66%	11%	5%	18%
	Moderate	43%	27%	5%	25%
	Conservative-Very conservative	14%	55%	6%	26%
Tea Party Supporters		13%	59%	6%	21%
Region	Eastern Cities	42%	30%	4%	23%
	East Central	27%	31%	8%	34%
	Central	43%	40%	2%	16%
	Des Moines Area	26%	44%	6%	25%
	West	29%	36%	10%	25%
Household Income	Less than \$75,000	32%	36%	6%	26%
	\$75,000 or more	43%	35%	3%	19%
Education	Not college graduate	31%	37%	5%	27%
	College graduate	39%	35%	6%	20%
Age	18 to 29	28%	38%	13%	22%
	30 to 44	32%	38%	5%	25%
	45 to 59	34%	36%	4%	25%
	60 or older	37%	35%	4%	24%
Gender	Men	28%	44%	7%	21%
	Women	40%	29%	4%	27%
Marital Status	Married	33%	39%	3%	25%
	Not married	36%	32%	8%	24%
Marital Status and Gender	Married men	25%	48%	6%	21%
	Not married men	32%	38%	9%	22%
	Married women	40%	31%	1%	28%
	Not married women	39%	27%	8%	26%
	Religiosity	Practice a Religion	30%	40%	6%
	Does not Practice a Religion	37%	33%	5%	24%
White Evangelical Christians		24%	42%	6%	28%
Interview Type	Landline	35%	38%	4%	24%
	Cell Phone	34%	33%	8%	26%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters		
		Do you approve or disapprove of the job Terry Branstad is doing as governor?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Iowa Likely Voters		65%	30%	6%
Party Identification	Democrat	31%	62%	6%
	Republican	95%	2%	3%
	Independent	67%	27%	7%
Political Ideology	Very liberal-Liberal	36%	58%	6%
	Moderate	60%	35%	5%
	Conservative-Very conservative	83%	12%	5%
Tea Party Supporters		91%	7%	2%
Region	Eastern Cities	58%	34%	8%
	East Central	72%	24%	4%
	Central	55%	39%	6%
	Des Moines Area	69%	26%	4%
	West	74%	20%	5%
Household Income	Less than \$75,000	66%	29%	5%
	\$75,000 or more	64%	33%	3%
Education	Not college graduate	65%	28%	6%
	College graduate	64%	31%	4%
Age	18 to 29	67%	24%	9%
	30 to 44	60%	32%	8%
	45 to 59	69%	27%	4%
	60 or older	63%	32%	5%
Gender	Men	70%	24%	6%
	Women	60%	34%	6%
Marital Status	Married	67%	28%	5%
	Not married	62%	31%	7%
Marital Status and Gender	Married men	73%	22%	5%
	Not married men	67%	26%	7%
	Married women	61%	34%	5%
	Not married women	58%	35%	6%
Religiosity	Practice a Religion	69%	26%	5%
	Does not Practice a Religion	61%	33%	6%
White Evangelical Christians		73%	22%	5%
Interview Type	Landline	66%	28%	5%
	Cell Phone	62%	32%	6%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Likely Voter Tables

		Iowa Likely Voters					
		From what you have heard about the new health care law, do you think it is:					
		Strongly: Good idea	Not so strongly: Good idea	Not so strongly: Bad idea	Strongly: Bad idea	No opinion either way	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
Iowa Likely Voters		27%	7%	6%	41%	14%	4%
Party Identification	Democrat	60%	10%	3%	6%	16%	6%
	Republican	4%	3%	9%	72%	10%	3%
	Independent	21%	9%	7%	42%	16%	4%
Political Ideology	Very liberal-Liberal	60%	8%	5%	9%	14%	5%
	Moderate	32%	14%	7%	31%	12%	4%
	Conservative-Very conservative	8%	3%	6%	64%	14%	4%
Tea Party Supporters		9%	3%	7%	75%	5%	2%
Region	Eastern Cities	29%	11%	6%	38%	12%	4%
	East Central	29%	5%	3%	45%	15%	4%
	Central	29%	10%	5%	38%	13%	4%
	Des Moines Area	26%	6%	9%	38%	18%	4%
	West	20%	5%	10%	48%	12%	6%
Household Income	Less than \$75,000	27%	7%	6%	40%	16%	4%
	\$75,000 or more	32%	10%	7%	43%	6%	2%
Education	Not college graduate	24%	7%	6%	40%	17%	5%
	College graduate	31%	8%	6%	43%	9%	3%
Age	18 to 29	8%	22%	22%	28%	17%	3%
	30 to 44	31%	8%	8%	43%	8%	3%
	45 to 59	29%	5%	4%	44%	14%	3%
	60 or older	29%	6%	3%	40%	15%	6%
Gender	Men	23%	7%	7%	49%	11%	3%
	Women	31%	8%	6%	34%	16%	6%
Marital Status	Married	27%	6%	5%	48%	11%	3%
	Not married	27%	9%	9%	32%	17%	6%
Marital Status and Gender	Married men	22%	6%	5%	58%	8%	2%
	Not married men	24%	9%	9%	37%	15%	4%
	Married women	31%	7%	4%	40%	14%	4%
	Not married women	30%	9%	8%	27%	19%	7%
	Religiosity	Practice a Religion	24%	5%	6%	47%	15%
	Does not Practice a Religion	29%	10%	7%	37%	13%	5%
White Evangelical Christians		18%	6%	5%	52%	16%	3%
Interview Type	Landline	29%	6%	4%	43%	13%	5%
	Cell Phone	25%	10%	10%	37%	16%	3%

NBC News/Marist Poll Iowa Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=778 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Iowa Adults		39%	50%	10%
Iowa Registered Voters		40%	50%	10%
Party Identification^	Democrat	81%	9%	10%
	Republican	9%	89%	2%
	Independent	33%	52%	14%
Political Ideology^	Very liberal-Liberal	76%	17%	7%
	Moderate	48%	39%	13%
	Conservative-Very conservative	18%	76%	6%
Tea Party Supporters^		11%	80%	9%
Region	Eastern Cities	48%	44%	9%
	East Central	34%	56%	10%
	Central	48%	45%	7%
	Des Moines Area	33%	49%	18%
	West	28%	63%	9%
Household Income	Less than \$75,000	39%	50%	11%
	\$75,000 or more	42%	51%	8%
Education	Not college graduate	36%	52%	12%
	College graduate	46%	47%	7%
Race	White	39%	51%	10%
	Non-white	50%	36%	14%
Age	18 to 29	36%	49%	15%
	30 to 44	39%	50%	11%
	45 to 59	36%	53%	11%
	60 or older	43%	50%	7%
Gender	Men	34%	57%	9%
	Women	44%	45%	11%
Marital Status	Married	37%	56%	7%
	Not married	42%	44%	13%
Marital Status and Gender	Married men	33%	62%	5%
	Not married men	36%	51%	13%
	Married women	40%	51%	8%
	Not married women	49%	38%	14%
Religiosity	Practice a Religion	34%	58%	8%
	Does not Practice a Religion	43%	46%	11%
White Evangelical Christians		28%	63%	9%
Interview Type	Landline	40%	53%	7%
	Cell Phone	38%	47%	14%

NBC News/Marist Poll Iowa Adults. Interviews conducted September 27th through October 1st, 2014, n=1235 MOE +/- 2.8 percentage points.

^Iowa Registered Voters: n=1093 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Adults		
		All in all, do you think things in the nation are generally headed in the right direction, or do you feel things are off on the wrong track?		
		Headed in the right direction	Off on the wrong track	Unsure
		Row %	Row %	Row %
Iowa Adults		25%	67%	8%
Iowa Registered Voters		25%	67%	8%
Party Identification^	Democrat	53%	35%	12%
	Republican	4%	92%	5%
	Independent	20%	73%	7%
Political Ideology^	Very liberal-Liberal	48%	42%	10%
	Moderate	33%	59%	9%
	Conservative-Very conservative	10%	85%	5%
Tea Party Supporters^		7%	90%	2%
Region	Eastern Cities	27%	67%	7%
	East Central	24%	68%	8%
	Central	30%	61%	9%
	Des Moines Area	21%	68%	11%
	West	19%	74%	7%
Household Income	Less than \$75,000	22%	69%	8%
	\$75,000 or more	31%	65%	5%
Education	Not college graduate	21%	69%	10%
	College graduate	31%	64%	5%
Race	White	24%	67%	8%
	Non-white	30%	60%	10%
Age	18 to 29	22%	69%	9%
	30 to 44	21%	70%	9%
	45 to 59	25%	68%	6%
	60 or older	27%	64%	9%
Gender	Men	24%	68%	7%
	Women	25%	66%	9%
Marital Status	Married	24%	71%	5%
	Not married	25%	64%	11%
Marital Status and Gender	Married men	22%	72%	6%
	Not married men	26%	66%	8%
	Married women	26%	69%	5%
	Not married women	25%	62%	13%
Religiosity	Practice a Religion	22%	72%	6%
	Does not Practice a Religion	26%	65%	9%
White Evangelical Christians		18%	76%	6%
Interview Type	Landline	24%	68%	8%
	Cell Phone	25%	66%	9%

NBC News/Marist Poll Iowa Adults. Interviews conducted September 27th through October 1st, 2014, n=1235 MOE +/- 2.8 percentage points.

^Iowa Registered Voters: n=1093 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Adults		
		Do you approve or disapprove of the job the Republicans in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Iowa Adults		21%	63%	16%
Iowa Registered Voters		22%	65%	14%
Party Identification^	Democrat	10%	81%	9%
	Republican	45%	45%	10%
	Independent	16%	67%	17%
Political Ideology^	Very liberal-Liberal	11%	80%	9%
	Moderate	20%	66%	15%
	Conservative-Very conservative	29%	57%	14%
Tea Party Supporters^		37%	52%	12%
Region	Eastern Cities	19%	64%	17%
	East Central	23%	61%	16%
	Central	20%	68%	12%
	Des Moines Area	21%	65%	14%
	West	22%	58%	20%
Household Income	Less than \$75,000	21%	62%	17%
	\$75,000 or more	20%	68%	12%
Education	Not college graduate	22%	58%	20%
	College graduate	19%	73%	8%
Race	White	20%	64%	15%
	Non-white	27%	51%	22%
Age	18 to 29	30%	48%	22%
	30 to 44	14%	67%	20%
	45 to 59	21%	63%	16%
	60 or older	20%	69%	11%
Gender	Men	21%	64%	15%
	Women	20%	63%	17%
Marital Status	Married	20%	70%	11%
	Not married	21%	57%	21%
Marital Status and Gender	Married men	19%	74%	7%
	Not married men	23%	55%	22%
	Married women	21%	66%	14%
	Not married women	20%	60%	20%
Religiosity	Practice a Religion	26%	62%	12%
	Does not Practice a Religion	18%	64%	18%
White Evangelical Christians		29%	55%	17%
Interview Type	Landline	21%	65%	14%
	Cell Phone	20%	62%	18%

NBC News/Marist Poll Iowa Adults. Interviews conducted September 27th through October 1st, 2014, n=1235 MOE +/- 2.8 percentage points.

^Iowa Registered Voters: n=1093 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Adults		
		Do you approve or disapprove of the job the Democrats in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Iowa Adults		27%	60%	13%
Iowa Registered Voters		28%	62%	11%
Party Identification^	Democrat	64%	29%	7%
	Republican	6%	88%	6%
	Independent	17%	67%	16%
Political Ideology^	Very liberal-Liberal	56%	35%	9%
	Moderate	30%	57%	13%
	Conservative-Very conservative	13%	79%	8%
Tea Party Supporters^		12%	83%	5%
Region	Eastern Cities	31%	55%	14%
	East Central	24%	62%	14%
	Central	28%	61%	11%
	Des Moines Area	29%	59%	12%
	West	19%	65%	16%
Household Income	Less than \$75,000	27%	58%	15%
	\$75,000 or more	25%	65%	9%
Education	Not college graduate	24%	60%	16%
	College graduate	32%	60%	8%
Race	White	26%	61%	13%
	Non-white	37%	49%	14%
Age	18 to 29	28%	48%	24%
	30 to 44	24%	62%	14%
	45 to 59	22%	66%	11%
	60 or older	31%	59%	10%
Gender	Men	20%	66%	14%
	Women	33%	54%	13%
Marital Status	Married	23%	70%	7%
	Not married	31%	50%	19%
Marital Status and Gender	Married men	15%	79%	6%
	Not married men	25%	55%	20%
	Married women	30%	62%	8%
	Not married women	36%	46%	18%
Religiosity	Practice a Religion	22%	70%	8%
	Does not Practice a Religion	30%	54%	16%
White Evangelical Christians		15%	72%	12%
Interview Type	Landline	27%	63%	10%
	Cell Phone	26%	56%	17%

NBC News/Marist Poll Iowa Adults. Interviews conducted September 27th through October 1st, 2014, n=1235 MOE +/- 2.8 percentage points.

^Iowa Registered Voters: n=1093 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Adults		
		Overall, do you have a favorable or an unfavorable impression of Barack Obama?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Iowa Adults		42%	51%	6%
Iowa Registered Voters		43%	52%	5%
Party Identification^	Democrat	85%	12%	3%
	Republican	8%	91%	1%
	Independent	38%	54%	8%
Political Ideology^	Very liberal-Liberal	80%	17%	3%
	Moderate	52%	41%	6%
	Conservative-Very conservative	20%	77%	3%
Tea Party Supporters^		11%	84%	5%
Region	Eastern Cities	52%	44%	4%
	East Central	36%	56%	9%
	Central	53%	43%	5%
	Des Moines Area	35%	53%	12%
	West	32%	64%	4%
Household Income	Less than \$75,000	40%	53%	6%
	\$75,000 or more	46%	50%	3%
Education	Not college graduate	38%	53%	8%
	College graduate	50%	48%	3%
Race	White	42%	52%	6%
	Non-white	48%	38%	13%
Age	18 to 29	40%	50%	10%
	30 to 44	40%	51%	8%
	45 to 59	40%	56%	4%
	60 or older	46%	48%	6%
Gender	Men	37%	57%	6%
	Women	47%	46%	7%
Marital Status	Married	39%	57%	4%
	Not married	46%	46%	8%
Marital Status and Gender	Married men	35%	61%	4%
	Not married men	39%	54%	8%
	Married women	42%	53%	5%
	Not married women	53%	38%	9%
Religiosity	Practice a Religion	37%	59%	4%
	Does not Practice a Religion	46%	47%	7%
White Evangelical Christians		29%	66%	5%
Interview Type	Landline	43%	52%	5%
	Cell Phone	42%	50%	8%

NBC News/Marist Poll Iowa Adults. Interviews conducted September 27th through October 1st, 2014, n=1235 MOE +/- 2.8 percentage points.

^Iowa Registered Voters: n=1093 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Registered Voters			
		Iowa tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or voted early or by absentee			
		Bruce Braley, the Democrat	Joni Ernst, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Iowa Registered Voters		45%	44%	1%	11%
Party Identification	Democrat	90%	4%	0%	6%
	Republican	8%	87%	0%	4%
	Independent	40%	43%	1%	16%
Political Ideology	Very liberal-Liberal	80%	13%	0%	7%
	Moderate	56%	34%	1%	9%
	Conservative-Very conservative	22%	68%	1%	10%
Tea Party Supporters		17%	78%	0%	6%
Intensity of Support	Strongly support	45%	55%	0%	0%
	Somewhat support	57%	43%	0%	0%
	Might vote differently	50%	50%	0%	0%
Region	Eastern Cities	52%	38%	1%	10%
	East Central	46%	44%	1%	9%
	Central	47%	43%	0%	10%
	Des Moines Area	42%	42%	1%	15%
	West	35%	56%	1%	9%
Household Income	Less than \$75,000	47%	43%	0%	10%
	\$75,000 or more	47%	44%	1%	8%
Education	Not college graduate	46%	42%	1%	11%
	College graduate	44%	48%	1%	7%
Race	White	45%	44%	1%	10%
	Non-white	51%	38%	0%	11%
Age	18 to 29	52%	33%	0%	16%
	30 to 44	43%	45%	0%	12%
	45 to 59	42%	45%	1%	12%
	60 or older	46%	46%	1%	6%
Gender	Men	37%	50%	1%	13%
	Women	53%	38%	1%	8%
Marital Status	Married	40%	51%	1%	8%
	Not married	50%	36%	0%	13%
Marital Status and Gender	Married men	32%	56%	1%	11%
	Not married men	41%	45%	0%	14%
	Married women	48%	47%	1%	5%
	Not married women	59%	28%	1%	13%
Religiosity	Practice a Religion	37%	54%	1%	8%
	Does not Practice a Religion	51%	38%	1%	11%
White Evangelical Christians		30%	61%	1%	8%
Interview Type	Landline	44%	48%	1%	8%
	Cell Phone	47%	39%	0%	14%

NBC News/Marist Poll Iowa Registered Voters. Interviews conducted September 27th through October 1st, 2014, n=1093 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Iowa Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Iowa Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		51%	38%	10%	1%
Party Identification	Democrat	61%	30%	7%	1%
	Republican	65%	29%	5%	0%
	Independent	29%	53%	17%	1%
Political Ideology	Very liberal-Liberal	58%	32%	10%	1%
	Moderate	39%	49%	12%	1%
	Conservative-Very conservative	56%	35%	8%	1%
Tea Party Supporters		68%	23%	8%	0%
Support for U.S. Senate in Iowa	Bruce Braley	45%	43%	10%	1%
	Joni Ernst	56%	33%	10%	0%
Region	Eastern Cities	50%	35%	13%	2%
	East Central	51%	38%	10%	1%
	Central	54%	38%	8%	0%
	Des Moines Area	46%	48%	6%	0%
	West	50%	35%	14%	1%
Household Income	Less than \$75,000	50%	37%	12%	1%
	\$75,000 or more	46%	48%	6%	1%
Education	Not college graduate	48%	38%	13%	1%
	College graduate	55%	40%	5%	0%
Race	White	51%	39%	9%	1%
	Non-white	46%	27%	26%	1%
Age	18 to 29	23%	58%	19%	0%
	30 to 44	33%	51%	16%	0%
	45 to 59	52%	37%	10%	1%
	60 or older	67%	27%	4%	2%
Gender	Men	51%	36%	12%	0%
	Women	50%	40%	8%	1%
Marital Status	Married	56%	37%	7%	0%
	Not married	44%	40%	14%	1%
Marital Status and Gender	Married men	61%	35%	4%	0%
	Not married men	39%	39%	21%	1%
	Married women	51%	40%	8%	1%
	Not married women	49%	41%	8%	1%
Religiosity	Practice a Religion	56%	35%	8%	1%
	Does not Practice a Religion	46%	41%	12%	0%
White Evangelical Christians		56%	34%	8%	1%
Interview Type	Landline	57%	34%	7%	1%
	Cell Phone	40%	45%	15%	1%

NBC News/Marist Poll Iowa Registered Voters with a Candidate Preference. Interviews conducted September 27th through October 1st, 2014, n=876 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

		Iowa Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		
		Did you choose <candidate> because you are for <candidate> or because you are against the other candidate?		
		For choice	Against other candidate	Unsure
		Row %	Row %	Row %
Iowa Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		47%	48%	5%
Party Identification	Democrat	44%	51%	5%
	Republican	62%	32%	6%
	Independent	38%	60%	3%
Political Ideology	Very liberal-Liberal	44%	53%	3%
	Moderate	41%	54%	5%
	Conservative-Very conservative	54%	41%	5%
Tea Party Supporters		52%	45%	4%
Support for U.S. Senate in Iowa	Bruce Braley	36%	59%	5%
	Joni Ernst	59%	37%	5%
Region	Eastern Cities	47%	50%	3%
	East Central	43%	51%	5%
	Central	45%	50%	4%
	Des Moines Area	46%	49%	5%
	West	57%	37%	6%
Household Income	Less than \$75,000	46%	49%	5%
	\$75,000 or more	48%	49%	2%
Education	Not college graduate	46%	48%	6%
	College graduate	49%	49%	2%
Race	White	47%	49%	5%
	Non-white	56%	39%	5%
Age	18 to 29	43%	54%	3%
	30 to 44	31%	63%	5%
	45 to 59	49%	46%	5%
	60 or older	54%	41%	5%
Gender	Men	46%	50%	5%
	Women	49%	47%	5%
Marital Status	Married	49%	46%	5%
	Not married	45%	51%	4%
Marital Status and Gender	Married men	47%	47%	6%
	Not married men	43%	54%	3%
	Married women	50%	45%	5%
	Not married women	47%	49%	5%
Religiosity	Practice a Religion	55%	40%	5%
	Does not Practice a Religion	42%	54%	4%
White Evangelical Christians		49%	46%	5%
Interview Type	Landline	49%	45%	6%
	Cell Phone	44%	52%	3%

NBC News/Marist Poll Iowa Registered Voters with a Candidate Preference. Interviews conducted September 27th through October 1st, 2014, n=876 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Registered Voters			
		Iowa tossup for Governor including those who are undecided yet leaning toward a candidate or voted early or by absentee			
		Jack Hatch, the Democrat	Terry Branstad, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Iowa Registered Voters		35%	58%	1%	6%
Party Identification	Democrat	79%	16%	0%	4%
	Republican	1%	96%	0%	3%
	Independent	29%	61%	1%	9%
Political Ideology	Very liberal-Liberal	69%	25%	1%	5%
	Moderate	40%	54%	0%	6%
	Conservative-Very conservative	16%	78%	1%	5%
Tea Party Supporters		8%	88%	0%	3%
Intensity of Support	Strongly support	41%	58%	0%	1%
	Somewhat support	34%	61%	1%	4%
	Might vote differently	37%	59%	0%	5%
Region	Eastern Cities	42%	51%	0%	7%
	East Central	29%	63%	0%	8%
	Central	45%	48%	2%	5%
	Des Moines Area	27%	66%	1%	6%
	West	30%	66%	0%	4%
Household Income	Less than \$75,000	36%	58%	0%	6%
	\$75,000 or more	39%	55%	1%	5%
Education	Not college graduate	32%	60%	0%	8%
	College graduate	40%	55%	1%	4%
Race	White	35%	58%	1%	6%
	Non-white	43%	47%	0%	10%
Age	18 to 29	29%	56%	2%	14%
	30 to 44	35%	57%	0%	7%
	45 to 59	34%	60%	1%	5%
	60 or older	39%	57%	0%	4%
Gender	Men	28%	65%	1%	6%
	Women	42%	51%	0%	7%
Marital Status	Married	32%	62%	0%	5%
	Not married	39%	53%	1%	7%
Marital Status and Gender	Married men	24%	71%	1%	4%
	Not married men	32%	59%	2%	8%
	Married women	40%	53%	0%	7%
	Not married women	45%	48%	0%	7%
	White Evangelical Christians		22%	71%	2%
Interview Type	Landline	36%	60%	1%	3%
	Cell Phone	34%	54%	1%	11%

NBC News/Marist Poll Iowa Registered Voters. Interviews conducted September 27th through October 1st, 2014, n=1093 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		Iowa Voters with a Candidate Preference for Governor including Absentee and Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Iowa Voters with a Candidate Preference for Governor including Absentee and Early Voters		54%	37%	7%	1%
Party Identification	Democrat	57%	35%	7%	1%
	Republican	74%	24%	2%	0%
	Independent	38%	49%	11%	2%
Political Ideology	Very liberal-Liberal	52%	39%	7%	1%
	Moderate	43%	48%	9%	1%
	Conservative-Very conservative	64%	29%	6%	1%
Tea Party Supporters		70%	25%	5%	0%
Support for Governor in Iowa	Jack Hatch	46%	45%	8%	1%
	Terry Branstad	59%	33%	7%	1%
Region	Eastern Cities	51%	41%	7%	0%
	East Central	48%	42%	7%	3%
	Central	56%	35%	9%	0%
	Des Moines Area	57%	35%	6%	2%
	West	59%	33%	7%	1%
Household Income	Less than \$75,000	54%	37%	8%	1%
	\$75,000 or more	48%	45%	6%	0%
Education	Not college graduate	54%	37%	8%	1%
	College graduate	55%	40%	5%	0%
Race	White	54%	38%	8%	1%
	Non-white	55%	39%	4%	2%
Age	18 to 29	29%	56%	12%	3%
	30 to 44	45%	47%	7%	1%
	45 to 59	53%	37%	9%	0%
	60 or older	67%	28%	5%	1%
Gender	Men	53%	38%	7%	2%
	Women	54%	37%	7%	1%
Marital Status	Married	58%	35%	6%	1%
	Not married	50%	41%	8%	1%
Marital Status and Gender	Married men	59%	34%	6%	1%
	Not married men	48%	42%	8%	2%
	Married women	57%	36%	6%	1%
	Not married women	52%	39%	8%	1%
Religiosity	Practice a Religion	61%	35%	4%	0%
	Does not Practice a Religion	50%	39%	10%	1%
White Evangelical Christians		62%	33%	4%	1%
Interview Type	Landline	60%	33%	5%	1%
	Cell Phone	44%	44%	11%	1%

NBC News/Marist Poll Iowa Registered Voters with a Candidate Preference. Interviews conducted September 27th through October 1st, 2014, n=953 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Adults			
		Overall, do you have a favorable or an unfavorable impression of Bruce Braley?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Adults		36%	40%	5%	18%
Iowa Registered Voters		39%	42%	2%	17%
Party Identification^	Democrat	75%	11%	1%	13%
	Republican	10%	71%	3%	16%
	Independent	34%	45%	3%	18%
Political Ideology^	Very liberal-Liberal	69%	19%	2%	11%
	Moderate	50%	30%	2%	18%
	Conservative-Very conservative	17%	64%	2%	17%
Tea Party Supporters^		15%	75%	1%	9%
Region	Eastern Cities	48%	36%	3%	13%
	East Central	36%	42%	5%	17%
	Central	38%	41%	3%	18%
	Des Moines Area	28%	45%	5%	22%
	West	25%	40%	14%	22%
Household Income	Less than \$75,000	35%	41%	5%	19%
	\$75,000 or more	45%	38%	3%	14%
Education	Not college graduate	31%	41%	6%	22%
	College graduate	45%	41%	4%	9%
Race	White	37%	40%	5%	18%
	Non-white	30%	38%	10%	22%
Age	18 to 29	40%	26%	9%	25%
	30 to 44	29%	47%	7%	17%
	45 to 59	35%	42%	5%	18%
	60 or older	39%	42%	4%	16%
Gender	Men	32%	47%	6%	16%
	Women	40%	35%	5%	20%
Marital Status	Married	35%	48%	4%	14%
	Not married	38%	34%	7%	22%
Marital Status and Gender	Married men	30%	57%	3%	10%
	Not married men	34%	38%	8%	20%
	Married women	39%	40%	4%	17%
	Not married women	41%	29%	6%	23%
	Religiosity	Practice a Religion	33%	47%	5%
	Does not Practice a Religion	38%	38%	6%	18%
White Evangelical Christians		23%	54%	5%	18%
Interview Type	Landline	37%	43%	4%	15%
	Cell Phone	35%	37%	7%	21%

NBC News/Marist Poll Iowa Adults. Interviews conducted September 27th through October 1st, 2014, n=1235 MOE +/- 2.8 percentage points.

^Iowa Registered Voters: n=1093 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Adults			
		Overall, do you have a favorable or an unfavorable impression of Joni Ernst?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Adults		38%	43%	5%	14%
Iowa Registered Voters		42%	45%	2%	12%
Party Identification^	Democrat	9%	81%	2%	9%
	Republican	77%	13%	2%	8%
	Independent	42%	42%	1%	15%
Political Ideology^	Very liberal-Liberal	10%	79%	0%	10%
	Moderate	35%	52%	1%	12%
	Conservative-Very conservative	65%	22%	2%	11%
Tea Party Supporters^		76%	18%	0%	5%
Region	Eastern Cities	36%	48%	4%	13%
	East Central	37%	37%	6%	21%
	Central	42%	49%	2%	6%
	Des Moines Area	37%	39%	3%	20%
	West	41%	36%	10%	14%
Household Income	Less than \$75,000	38%	43%	4%	15%
	\$75,000 or more	41%	45%	3%	11%
Education	Not college graduate	35%	42%	6%	17%
	College graduate	45%	44%	3%	8%
Race	White	38%	44%	4%	14%
	Non-white	38%	31%	12%	20%
Age	18 to 29	28%	45%	11%	17%
	30 to 44	35%	42%	5%	18%
	45 to 59	43%	40%	4%	13%
	60 or older	41%	44%	2%	12%
Gender	Men	44%	37%	5%	14%
	Women	33%	47%	5%	15%
Marital Status	Married	47%	39%	3%	11%
	Not married	30%	46%	7%	17%
Marital Status and Gender	Married men	52%	37%	2%	10%
	Not married men	38%	38%	8%	17%
	Married women	43%	41%	4%	12%
	Not married women	23%	54%	6%	18%
Religiosity	Practice a Religion	48%	36%	4%	11%
	Does not Practice a Religion	33%	47%	5%	15%
White Evangelical Christians		54%	28%	4%	14%
Interview Type	Landline	44%	41%	3%	12%
	Cell Phone	32%	44%	6%	18%

NBC News/Marist Poll Iowa Adults. Interviews conducted September 27th through October 1st, 2014, n=1235 MOE +/- 2.8 percentage points.

^Iowa Registered Voters: n=1093 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Adults			
		Overall, do you have a favorable or an unfavorable impression of Terry Branstad?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Adults		57%	31%	3%	9%
Iowa Registered Voters		59%	32%	1%	8%
Party Identification^	Democrat	28%	63%	1%	8%
	Republican	93%	4%	1%	2%
	Independent	58%	31%	1%	9%
Political Ideology^	Very liberal-Liberal	30%	59%	1%	10%
	Moderate	56%	36%	1%	7%
	Conservative-Very conservative	77%	17%	0%	6%
Tea Party Supporters^		83%	15%	1%	1%
Region	Eastern Cities	55%	34%	3%	8%
	East Central	54%	29%	3%	14%
	Central	51%	42%	1%	6%
	Des Moines Area	64%	24%	2%	10%
	West	65%	20%	6%	8%
Household Income	Less than \$75,000	57%	31%	3%	9%
	\$75,000 or more	58%	32%	2%	7%
Education	Not college graduate	56%	30%	4%	11%
	College graduate	60%	32%	2%	6%
Race	White	58%	31%	2%	9%
	Non-white	50%	27%	9%	15%
Age	18 to 29	49%	23%	8%	20%
	30 to 44	58%	31%	3%	8%
	45 to 59	62%	29%	2%	7%
	60 or older	57%	35%	1%	7%
Gender	Men	62%	27%	3%	8%
	Women	53%	34%	3%	10%
Marital Status	Married	61%	31%	2%	6%
	Not married	53%	31%	4%	12%
Marital Status and Gender	Married men	69%	27%	1%	3%
	Not married men	55%	28%	5%	12%
	Married women	54%	35%	3%	8%
	Not married women	51%	34%	3%	12%
Religiosity	Practice a Religion	62%	29%	3%	7%
	Does not Practice a Religion	54%	32%	3%	10%
White Evangelical Christians		67%	25%	2%	6%
Interview Type	Landline	63%	31%	1%	5%
	Cell Phone	51%	31%	5%	14%

NBC News/Marist Poll Iowa Adults. Interviews conducted September 27th through October 1st, 2014, n=1235 MOE +/- 2.8 percentage points.

^Iowa Registered Voters: n=1093 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Adults			
		Overall, do you have a favorable or an unfavorable impression of Jack Hatch?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Adults		30%	33%	11%	27%
Iowa Registered Voters		33%	35%	6%	26%
Party Identification^	Democrat	69%	15%	3%	13%
	Republican	8%	59%	6%	27%
	Independent	26%	34%	9%	31%
Political Ideology^	Very liberal-Liberal	62%	13%	7%	18%
	Moderate	39%	29%	5%	26%
	Conservative-Very conservative	15%	51%	6%	27%
Tea Party Supporters^		14%	59%	6%	21%
Region	Eastern Cities	38%	27%	9%	26%
	East Central	20%	30%	15%	34%
	Central	38%	39%	5%	18%
	Des Moines Area	23%	38%	9%	29%
	West	25%	32%	17%	26%
Household Income	Less than \$75,000	28%	33%	11%	28%
	\$75,000 or more	37%	33%	9%	21%
Education	Not college graduate	26%	33%	12%	30%
	College graduate	37%	34%	9%	20%
Race	White	31%	33%	10%	27%
	Non-white	21%	35%	21%	23%
Age	18 to 29	22%	31%	22%	24%
	30 to 44	26%	32%	13%	29%
	45 to 59	31%	34%	8%	27%
	60 or older	35%	33%	6%	26%
Gender	Men	25%	39%	12%	24%
	Women	34%	27%	10%	29%
Marital Status	Married	30%	36%	8%	26%
	Not married	30%	29%	14%	27%
Marital Status and Gender	Married men	23%	46%	9%	23%
	Not married men	27%	33%	16%	24%
	Married women	36%	28%	7%	28%
	Not married women	32%	26%	12%	30%
	Religiosity	Practice a Religion	28%	37%	10%
	Does not Practice a Religion	31%	31%	12%	27%
White Evangelical Christians		22%	40%	9%	30%
Interview Type	Landline	32%	35%	7%	25%
	Cell Phone	27%	30%	15%	28%

NBC News/Marist Poll Iowa Adults. Interviews conducted September 27th through October 1st, 2014, n=1235 MOE +/- 2.8 percentage points.

^Iowa Registered Voters: n=1093 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Adults		
		Do you approve or disapprove of the job Terry Branstad is doing as governor?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Iowa Adults		63%	28%	8%
Iowa Registered Voters		64%	29%	7%
Party Identification^	Democrat	34%	59%	7%
	Republican	95%	3%	3%
	Independent	66%	27%	8%
Political Ideology^	Very liberal-Liberal	38%	55%	8%
	Moderate	62%	33%	6%
	Conservative-Very conservative	81%	14%	5%
Tea Party Supporters^		87%	10%	3%
Region	Eastern Cities	58%	31%	11%
	East Central	68%	24%	8%
	Central	54%	39%	7%
	Des Moines Area	70%	24%	6%
	West	71%	19%	10%
Household Income	Less than \$75,000	65%	28%	7%
	\$75,000 or more	63%	30%	6%
Education	Not college graduate	64%	26%	10%
	College graduate	63%	31%	6%
Race	White	64%	28%	7%
	Non-white	57%	27%	15%
Age	18 to 29	66%	20%	14%
	30 to 44	58%	30%	12%
	45 to 59	68%	28%	5%
	60 or older	63%	31%	7%
Gender	Men	68%	24%	8%
	Women	59%	32%	9%
Marital Status	Married	65%	28%	7%
	Not married	62%	28%	10%
Marital Status and Gender	Married men	71%	23%	6%
	Not married men	65%	24%	11%
	Married women	60%	31%	9%
	Not married women	58%	33%	9%
	Religiosity	Practice a Religion	68%	24%
	Does not Practice a Religion	60%	31%	9%
White Evangelical Christians		71%	22%	7%
Interview Type	Landline	66%	27%	7%
	Cell Phone	60%	29%	10%

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NBC News/Marist Poll Iowa Adults & Registered Voter Tables

		Iowa Adults					
		From what you have heard about the new health care law, do you think it is:					
		Strongly: Good idea	Not so strongly: Good idea	Not so strongly: Bad idea	Strongly: Bad idea	No opinion either way	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
Iowa Adults		23%	8%	7%	39%	17%	5%
Iowa Registered Voters		25%	8%	7%	40%	16%	5%
Party Identification^	Democrat	54%	11%	4%	8%	16%	7%
	Republican	4%	3%	9%	71%	11%	3%
	Independent	19%	9%	8%	42%	17%	5%
Political Ideology^	Very liberal-Liberal	54%	9%	7%	11%	14%	5%
	Moderate	29%	13%	7%	32%	14%	5%
	Conservative-Very conservative	9%	3%	6%	62%	16%	5%
Tea Party Supporters^		9%	3%	7%	73%	5%	2%
Region	Eastern Cities	25%	9%	6%	38%	16%	5%
	East Central	24%	5%	4%	41%	22%	5%
	Central	26%	13%	5%	37%	15%	5%
	Des Moines Area	22%	7%	9%	37%	19%	7%
	West	19%	4%	9%	46%	15%	6%
Household Income	Less than \$75,000	23%	7%	6%	40%	19%	5%
	\$75,000 or more	29%	10%	8%	42%	8%	2%
Education	Not college graduate	20%	8%	7%	39%	20%	7%
	College graduate	29%	9%	6%	40%	12%	3%
Race	White	23%	8%	7%	40%	16%	5%
	Non-white	26%	3%	6%	32%	25%	8%
Age	18 to 29	9%	16%	18%	27%	24%	6%
	30 to 44	24%	8%	6%	43%	15%	4%
	45 to 59	27%	5%	4%	45%	15%	4%
	60 or older	28%	6%	3%	39%	18%	7%
Gender	Men	20%	8%	6%	46%	16%	4%
	Women	27%	8%	7%	34%	19%	7%
Marital Status	Married	24%	6%	5%	47%	13%	4%
	Not married	23%	9%	8%	32%	21%	7%
Marital Status and Gender	Married men	21%	6%	5%	56%	10%	2%
	Not married men	19%	10%	7%	37%	21%	6%
	Married women	27%	7%	5%	40%	16%	5%
	Not married women	26%	9%	9%	27%	21%	8%
	Religiosity	Practice a Religion	22%	5%	7%	44%	18%
	Does not Practice a Religion	25%	9%	7%	37%	17%	6%
White Evangelical Christians		17%	6%	6%	49%	17%	4%
Interview Type	Landline	26%	6%	5%	41%	16%	6%
	Cell Phone	20%	10%	8%	38%	19%	5%

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