

How the Survey was Conducted

Nature of the Sample: New Hampshire Poll of 2,505 Adults

This survey of 2,505 adults was conducted from October 3rd through October 5th, 2011. Adults 18 years of age and older residing in the state of New Hampshire were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results for adults are statistically significant within ± 2.0 percentage points. There are 2,218 registered voters. The results for this subset are statistically significant within ± 2.1 percentage points. There are 965 potential Republican primary voters, that is, voters who are registered Republicans and those independents who plan to vote in the New Hampshire Republican Presidential Primary. The results for this subset are statistically significant within ± 3.2 percentage points. There are 691 likely voters defined by a probability turnout model which determines the likelihood respondents will vote in the 2012 New Hampshire Republican Presidential Primary based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 3.7 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - New Hampshire

		New Hampshire Adults	New Hampshire Registered Voters
		Col %	Col %
New Hampshire Adults		100%	
New Hampshire Registered Voters		89%	100%
New Hampshire Potential Republican Electorate*		39%	44%
New Hampshire Likely Voters		28%	31%
Party Registration	Democrat	n/a	24%
	Republican	n/a	28%
	Independent	n/a	49%
	Other	n/a	0%
Tea Party Supporters		n/a	25%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	7%
	Support Tea Party	n/a	18%
	Does not support Tea Party	n/a	66%
	Unsure	n/a	9%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	44%	41%
	45 or older	56%	59%
Age	18 to 29	19%	16%
	30 to 44	25%	25%
	45 to 59	31%	33%
	60 or older	25%	27%
Race	White	94%	94%
	Non-white	6%	6%
Region	Hillsborough	30%	30%
	Rockingham	22%	22%
	Northern Counties	18%	18%
	Southern Counties	30%	30%
Household Income	Less than \$75,000	60%	57%
	\$75,000 or more	40%	43%
Interview Type	Landline	73%	75%
	Cell Phone	27%	25%

NBC News/Marist Poll New Hampshire Adults. Interviews conducted October 3rd through 5th, 2011, N=2505 MOE +/- 2.0%. New Hampshire Registered Voters: N=2218 MOE +/- 2.1%. Totals may not add to 100% due to rounding.

*The potential Republican electorate in New Hampshire includes all Republicans and those independents planning to vote in the Republican presidential primary.

Nature of the Sample - New Hampshire

		New Hampshire	
		Potential Republican Electorate*	New Hampshire Likely Voters
		Col %	Col %
New Hampshire Potential Republican Electorate*		100%	
New Hampshire Likely Voters			100%
Party Registration	Republican	61%	61%
	Independent	39%	39%
Tea Party Supporters		41%	43%
Intensity of Tea Party Support	Strongly support Tea Party	13%	14%
	Support Tea Party	28%	29%
	Does not support Tea Party	49%	47%
Political Ideology	Unsure	10%	9%
	Liberal	7%	6%
	Moderate	37%	36%
Past Participation**	Conservative	56%	58%
	Yes	89%	92%
	No	11%	8%
Gender	Men	58%	58%
	Women	42%	42%
Age	Under 45	37%	35%
	45 or older	63%	65%
Age	18 to 29	11%	9%
	30 to 44	26%	26%
	45 to 59	36%	37%
	60 or older	27%	28%
Race	White	95%	95%
	Non-white	5%	5%
Region	Hillsborough	32%	33%
	Rockingham	24%	24%
	Northern Counties	18%	18%
	Southern Counties	26%	25%
Household Income	Less than \$75,000	51%	50%
	\$75,000 or more	49%	50%
Evangelical Christian	Yes	23%	25%
	No	77%	75%
Education	Not college graduate	48%	47%
	College graduate	52%	53%
Interview Type	Landline	79%	80%
	Cell Phone	21%	20%

NBC News/Marist Poll New Hampshire Potential Republican Electorate. Interviews conducted October 3rd through 5th, 2011, N=965 MOE +/- 3.2%. New Hampshire Likely Republican Primary Voters. N=691 MOE +/- 3.7%. Totals may not add to 100% due to rounding.

*The potential Republican electorate in New Hampshire includes all Republicans and those independents planning to vote in the Republican presidential primary.

**Past participation refers to previous participation in a New Hampshire Republican Presidential Primary.