

How the Survey was Conducted

Nature of the Sample: New Hampshire Poll of 2,547 Adults

This survey of 2,547 adults was conducted from November 28th through 30th, 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 ± 1.9 percentage points. There are 2,263 registered voters. The results for this subset are statistically significant within ± 2.1 percentage points. There are 967 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 696 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*		38%	43%
New Hampshire Likely Voters		27%	31%
Party Registration	Democrat	n/a	25%
	Republican	n/a	26%
	Independent	n/a	49%
	Other	n/a	0%
Tea Party Supporters		n/a	24%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	7%
	Support Tea Party	n/a	17%
	Does not support Tea Party	n/a	68%
	Unsure	n/a	8%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	41%	38%
	45 or older	59%	62%
Age	18 to 29	16%	14%
	30 to 44	25%	24%
	45 to 59	31%	32%
	60 or older	28%	30%
Race	White	94%	95%
	Non-white	6%	5%
Region	Hillsborough	30%	30%
	Rockingham	22%	23%
	Northern Counties	18%	17%
	Southern Counties	30%	30%
Household Income	Less than \$75,000	60%	59%
	\$75,000 or more	40%	41%
Interview Type	Landline	75%	77%
	Cell Phone	25%	23%

NBC News/Marist Poll New Hampshire Adults. Interviews conducted November 28th through 30th, 2011, N=2547 MOE +/- 1.9%. New Hampshire Registered Voters: N=2263 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	60%	61%
	Independent	40%	39%
Tea Party Supporters		41%	44%
Intensity of Tea Party Support	Strongly support Tea Party	15%	16%
	Support Tea Party	26%	28%
	Does not support Tea Party	52%	50%
Political Ideology	Unsure	7%	6%
	Very liberal	2%	1%
	Liberal	7%	6%
	Moderate	36%	35%
	Conservative	42%	43%
Past Participation**	Very conservative	14%	15%
	Yes	86%	90%
	No	14%	10%
Gender	Men	57%	58%
	Women	43%	42%
Age	Under 45	37%	35%
	45 or older	63%	65%
Age	18 to 29	12%	9%
	30 to 44	26%	26%
	45 to 59	31%	32%
	60 or older	31%	33%
Race	White	97%	97%
	Non-white	3%	3%
Region	Hillsborough	31%	31%
	Rockingham	24%	25%
	Northern Counties	17%	17%
	Southern Counties	28%	27%
Household Income	Less than \$75,000	54%	52%
	\$75,000 or more	46%	48%
Evangelical Christian	Yes	18%	19%
	No	82%	81%
Tea Party-Conservative-Evangelical		5%	5%
Education	Not college graduate	50%	48%
	College graduate	50%	52%
Interview Type	Landline	79%	81%
	Cell Phone	21%	19%

NBC News/Marist Poll New Hampshire Potential Republican Electorate. Interviews conducted November 28th through 30th, 2011, N=967 MOE +/- 3.2%. New Hampshire Likely Republican Primary Voters: N=696 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.