

## How the Survey was Conducted

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### **Nature of the Sample: New Hampshire Poll of 2,525 Adults**

This survey of 2,525 adults was conducted on January 4<sup>th</sup> and 5<sup>th</sup>, 2012. 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  $\pm 2.0$  percentage points. There are 2,260 registered voters. The results for this subset are statistically significant within  $\pm 2.1$  percentage points. There are 945 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  $\pm 3.2$  percentage points. There are 711 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  $\pm 3.7$  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		90%	100%
New Hampshire Potential Republican Electorate*		37%	42%
New Hampshire Likely Voters		28%	31%
Party Registration	Democrat	n/a	26%
	Republican	n/a	27%
	Independent	n/a	47%
	Other	n/a	0%
Tea Party Supporters		n/a	22%
Intensity of Tea Party Support	Strongly support Tea Party	n/a	5%
	Support Tea Party	n/a	17%
	Does not support Tea Party	n/a	69%
	Unsure	n/a	9%
Gender	Men	49%	50%
	Women	51%	50%
Age	Under 45	43%	40%
	45 or older	57%	60%
Age	18 to 29	19%	16%
	30 to 44	24%	23%
	45 to 59	31%	33%
	60 or older	26%	28%
Race	White	94%	95%
	Non-white	6%	5%
Region	Hillsborough	30%	30%
	Rockingham	22%	22%
	Northern Counties	18%	18%
	Southern Counties	30%	30%
Household Income	Less than \$75,000	60%	58%
	\$75,000 or more	40%	42%
Interview Type	Landline	74%	76%
	Cell Phone	26%	24%

NBC News/Marist Poll New Hampshire Adults. Interviews conducted January 4th and 5th, 2012, N=2525 MOE +/- 2.0 percentage points. New Hampshire Registered Voters: N=2260 MOE +/- 2.1 percentage points. 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%	62%
	Independent	39%	38%
Tea Party Supporters		38%	40%
Intensity of Tea Party Support	Strongly support Tea Party	11%	12%
	Support Tea Party	27%	28%
	Does not support Tea Party	55%	53%
	Unsure	7%	7%
Political Ideology	Very liberal	1%	1%
	Liberal	5%	4%
	Moderate	38%	38%
	Conservative	41%	42%
Past Participation**	Very conservative	15%	15%
	Yes	86%	90%
Gender	No	14%	10%
	Men	58%	57%
Age	Women	42%	43%
	Under 45	35%	33%
Age	45 or older	65%	67%
	18 to 29	10%	8%
	30 to 44	25%	24%
	45 to 59	36%	37%
Race	60 or older	29%	30%
	White	96%	97%
	Non-white	4%	3%
Region	Hillsborough	32%	31%
	Rockingham	26%	23%
	Northern Counties	17%	18%
	Southern Counties	26%	27%
Household Income	Less than \$75,000	49%	49%
	\$75,000 or more	51%	51%
Evangelical Christian	Yes	23%	22%
	No	77%	78%
Tea Party-Conservative-Evangelical		5%	5%
Education	Not college graduate	46%	45%
	College graduate	54%	55%
Interview Type	Landline	81%	82%
	Cell Phone	19%	18%

NBC News/Marist Poll New Hampshire Potential Republican Electorate. Interviews conducted January 4th and 5th, 2012, N=945 MOE +/- 3.2 percentage points. New Hampshire Likely Republican Primary Voters: N=711 MOE +/- 3.7 percentage points. 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.