

Nature of the Sample - New Hampshire

		New Hampshire Registered		
		New Hampshire Adults	Voters	New Hampshire Likely Voters
		Col %	Col %	Col %
New Hampshire Adults		100%		
New Hampshire Registered Voters		87%	100%	
New Hampshire Likely Voters		71%	82%	100%
When Casting Ballot	Vote-Voted early or by absentee	n/a	10%	11%
	Vote on Election Day	n/a	85%	85%
	Have not decided	n/a	5%	4%
Party Identification	Democrat	n/a	26%	27%
	Republican	n/a	25%	26%
	Independent	n/a	48%	47%
	Other	n/a	1%	1%
Party Identification	Strong Democrats	n/a	22%	23%
	Not strong Democrats	n/a	4%	4%
	Democratic leaning independents	n/a	16%	16%
	Just Independents	n/a	16%	15%
	Republican leaning independents	n/a	16%	16%
	Not strong Republicans	n/a	6%	6%
	Strong Republicans	n/a	19%	20%
Party Registration	Democrat	n/a	29%	29%
	Republican	n/a	30%	31%
	Independent	n/a	41%	40%
	Other	n/a	0%	0%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	21%	21%
	Moderate	n/a	36%	36%
	Conservative	n/a	29%	29%
	Very conservative	n/a	8%	8%
Past Participation**	Yes	n/a	95%	96%
	No	n/a	5%	4%
Tea Party Supporters		n/a	22%	22%
Gender	Men	49%	49%	48%
	Women	51%	51%	52%
Age	Under 45	35%	32%	31%
	45 or older	65%	68%	69%
Age	18 to 29	10%	7%	6%
	30 to 44	25%	25%	25%
	45 to 59	31%	32%	32%
	60 or older	33%	35%	37%
Race	White	94%	94%	95%
	African American	1%	1%	1%
	Latino	2%	2%	2%
	Other	3%	3%	3%
Region	Hillsborough	30%	30%	30%
	Rockingham	22%	23%	23%
	Northern Counties	18%	17%	17%
	Southern Counties	30%	30%	30%
Household Income	Less than \$75,000	60%	57%	56%
	\$75,000 or more	40%	43%	44%
Education	Not college graduate	50%	47%	46%
	College graduate	50%	53%	54%
Marital Status	Married	60%	65%	66%
	Not married	40%	35%	34%
U.S. Military Veteran	Yes	16%	16%	16%
	No	84%	84%	84%
Interview Type	Landline	78%	80%	81%
	Cell Phone	22%	20%	19%

NBC News/WSJ/Marist Poll New Hampshire Adults. Interviews conducted October 28th and October 29th, 2012, N=1423 MOE +/- 2.6 percentage points. New Hampshire Registered Voters: N=1242 MOE +/- 2.8 percentage points. NBC News/WSJ/Marist Poll New Hampshire Likely Voters: N=1013 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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