

Nature of the Sample - Virginia

		Virginia Adults	Virginia Registered Voters	Virginia Likely Voters
		Col %	Col %	Col %
Virginia Adults		100%		
Virginia Registered Voters		90%	100%	
Virginia Likely Voters		68%	76%	100%
Party Identification	Democrat	n/a	31%	32%
	Republican	n/a	29%	30%
	Independent	n/a	38%	37%
	Other	n/a	1%	1%
Party Identification	Strong Democrats	n/a	24%	26%
	Not strong Democrats	n/a	7%	7%
	Democratic leaning independents	n/a	13%	12%
	Just Independents	n/a	14%	13%
	Republican leaning independents	n/a	12%	11%
	Not strong Republicans	n/a	8%	7%
	Strong Republicans	n/a	21%	23%
	Other	n/a	1%	1%
	Political Ideology	Very liberal	n/a	5%
Liberal		n/a	15%	15%
Moderate		n/a	38%	37%
Conservative		n/a	29%	29%
Very conservative		n/a	13%	14%
Past Participation**	Yes	n/a	91%	94%
	No	n/a	9%	6%
Tea Party Supporters		n/a	23%	24%
Gender	Men	48%	48%	47%
	Women	52%	52%	53%
Age	Under 45	43%	40%	38%
	45 or older	57%	60%	62%
Age	18 to 29	16%	13%	11%
	30 to 44	27%	27%	27%
	45 to 59	28%	29%	30%
	60 or older	29%	30%	32%
Race	White	71%	72%	73%
	African American	19%	18%	19%
	Latino	5%	4%	4%
	Other	5%	5%	5%
Region	D.C. Suburbs	18%	19%	19%
	Northern Virginia Exurbs	16%	15%	16%
	Central/West	23%	23%	21%
	Richmond/East	23%	24%	25%
	Tidewater	20%	20%	19%
Household Income	Less than \$75,000	60%	57%	55%
	\$75,000 or more	40%	43%	45%
Education	Not college graduate	55%	53%	51%
	College graduate	45%	47%	49%
Marital Status	Married	56%	58%	60%
	Not married	44%	42%	40%
U.S. Military Veteran	Yes	16%	16%	17%
	No	84%	84%	83%
Interview Type	Landline	73%	75%	77%
	Cell Phone	27%	25%	23%

NBC News/WSJ/Marist Poll Virginia Adults. Interviews conducted September 30th and October 1st, 2012, N=1415 MOE +/- 2.6 percentage points.

Virginia Registered Voters: N=1273 MOE +/- 2.7 percentage points.

Virginia Likely Voters: N=969 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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