

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		69%	76%	100%	
Party Identification	Democrat	30%	30%	30%	
	Republican	28%	28%	28%	
	Independent	41%	41%	40%	
	Other	1%	1%	1%	
Party Identification	Strong Democrats	23%	23%	24%	
	Not strong Democrats	7%	7%	6%	
	Democratic leaning independents	13%	13%	13%	
	Just Independents	12%	12%	12%	
	Republican leaning independents	16%	16%	16%	
	Not strong Republicans	8%	8%	8%	
	Strong Republicans	19%	19%	20%	
	Other	1%	1%	1%	
	Political Ideology	Very liberal	4%	4%	4%
		Liberal	19%	19%	18%
Moderate		35%	35%	35%	
Conservative		30%	30%	31%	
Very conservative		12%	12%	12%	
Past Participation**	Yes	90%	90%	93%	
	No	10%	10%	7%	
Tea Party Supporters		24%	24%	24%	
Gender	Men	48%	48%	47%	
	Women	52%	52%	53%	
Age	Under 45	45%	42%	39%	
	45 or older	55%	58%	61%	
Age	18 to 29	18%	16%	13%	
	30 to 44	27%	26%	27%	
	45 to 59	28%	29%	30%	
	60 or older	28%	29%	31%	
Race	White	68%	69%	70%	
	African American	19%	18%	18%	
	Latino	7%	7%	6%	
	Other	6%	6%	6%	
Region	D.C. Suburbs	18%	18%	19%	
	Northern Virginia Exurbs	16%	16%	16%	
	Central/West	23%	22%	21%	
	Richmond/East	23%	24%	25%	
	Tidewater	20%	20%	20%	
Household Income	Less than \$75,000	60%	58%	56%	
	\$75,000 or more	40%	42%	44%	
Education	Not college graduate	53%	51%	48%	
	College graduate	47%	49%	52%	
Marital Status	Married	56%	59%	61%	
	Not married	44%	41%	39%	
U.S. Military Veteran	Yes	17%	18%	19%	
	No	83%	82%	81%	
Interview Type	Landline	73%	75%	77%	
	Cell Phone	27%	25%	23%	

NBC News/WSJ/Marist Poll Virginia Adults. Interviews conducted October 7th through October 9th, 2012, N=1428 MOE +/- 2.6 percentage points. Virginia Registered Voters: N=1285 MOE +/- 2.7 percentage points.

Virginia Likely Voters: N=981 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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