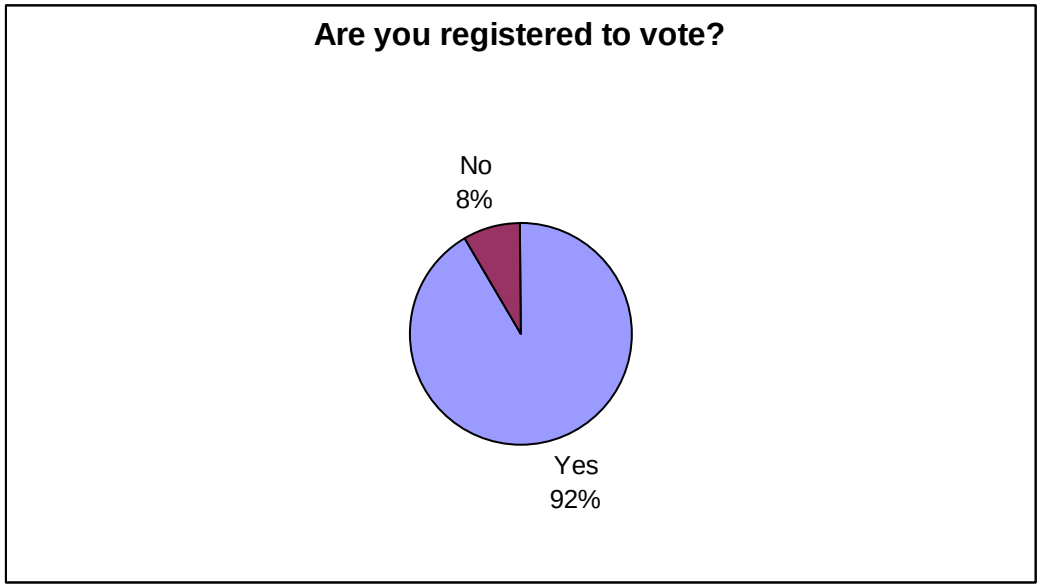
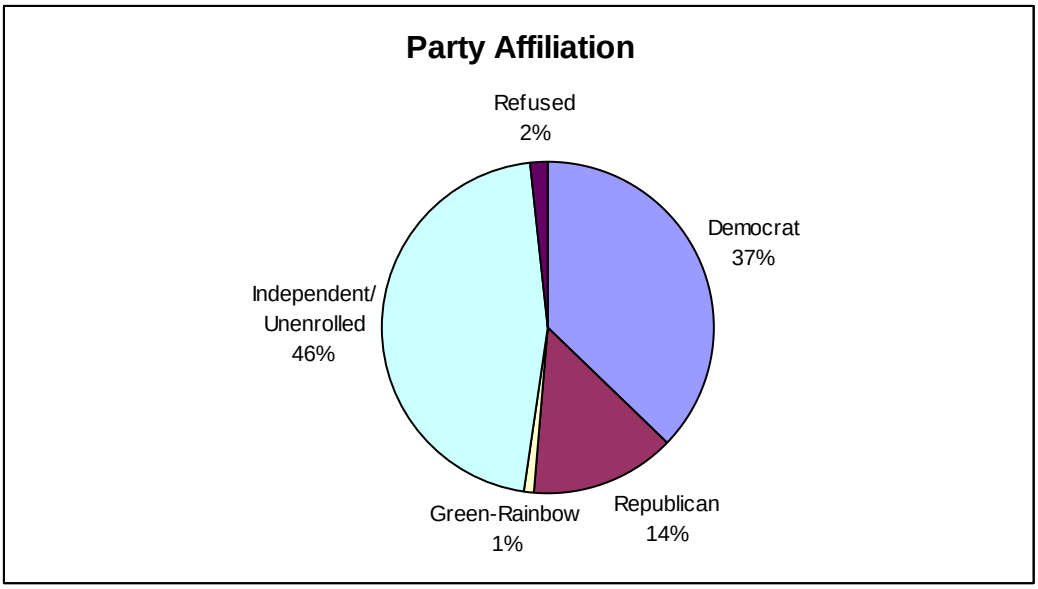
Presidential Primary Poll

Poll conducted January 20-26, 2008 by Western New England College Polling Institute. The overall sample included 463 individuals who are Massachusetts residents and at least 18 years old. The majority of the participants (92% or 424 participants) were registered to vote and responded to a series of questions about the upcoming primaries. Participants' telephone numbers were selected randomly through random digit dialing methodology. For results based on the total sample, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.



n=463

For this item, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.

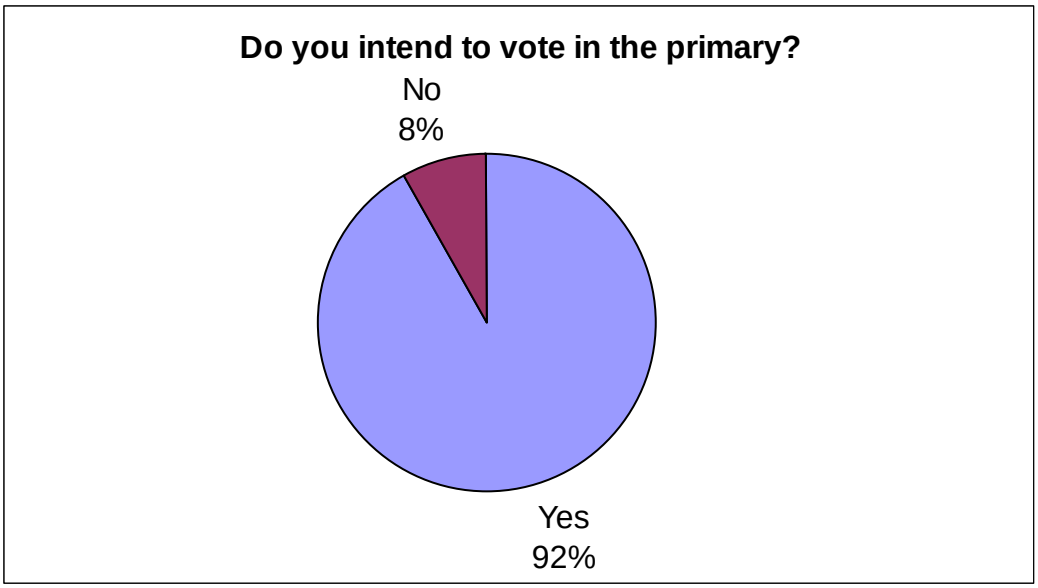


n=424

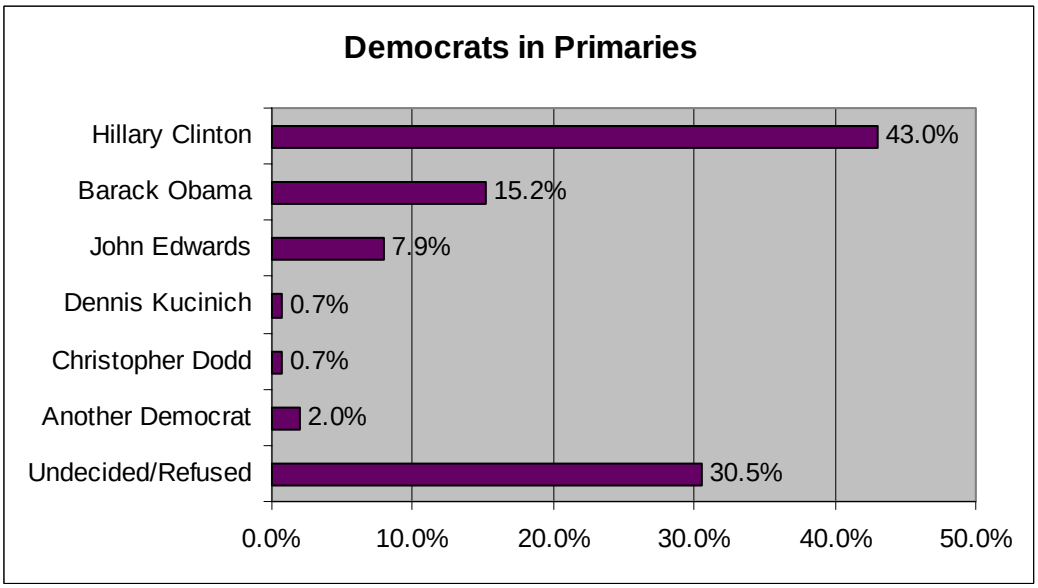
For this item, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.

This distribution of party affiliation closely mirrors voter registration patterns in Massachusetts.

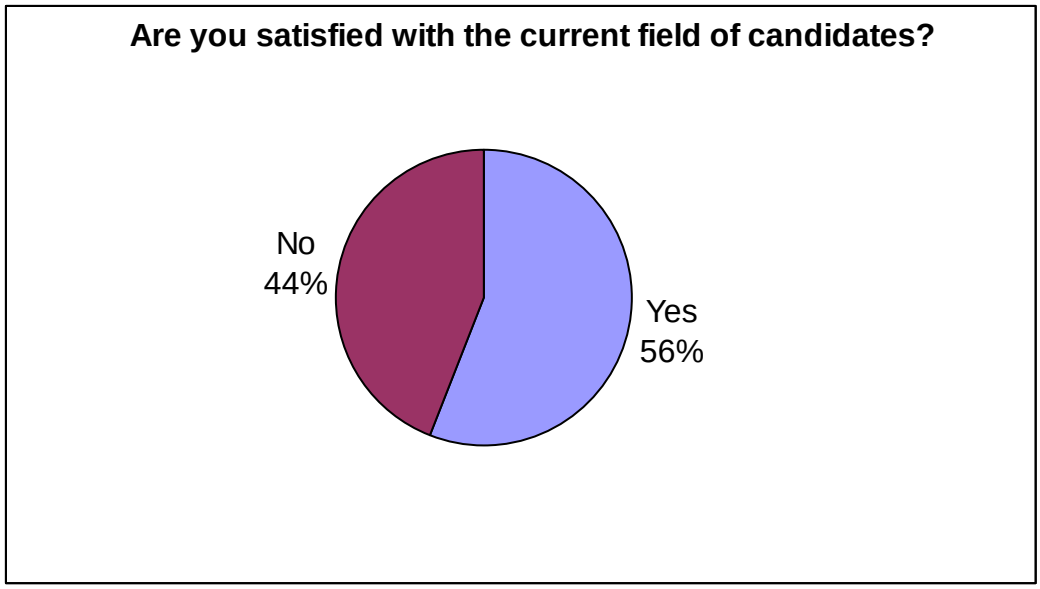
To ensure the integrity of the results presented, only primary preferences for those registered as Democrats are presented. The number of individuals registered as Republican or Independent who responded to the primary preference question was too small to be presented with confidence. In addition, almost half of Independent/Unenrolled voters were still undecided for whom they would vote. As Independent/ Unenrolled voters may vote in either the Republican or the Democratic primaries, it is very difficult to predict the impact when so many are uncertain. The undecided voters, whether Democrat, Republican or Independent/Unenrolled, will likely determine the outcome of the primary.



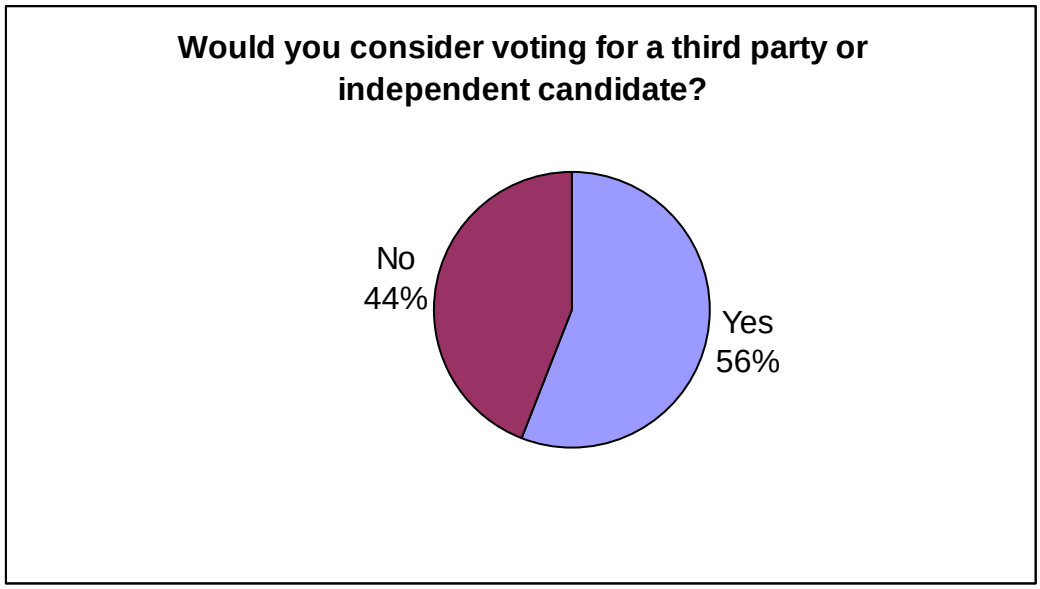
n=346
For this item, one can say with 95% confidence that the maximum margin of sampling error is ±6 percentage points.



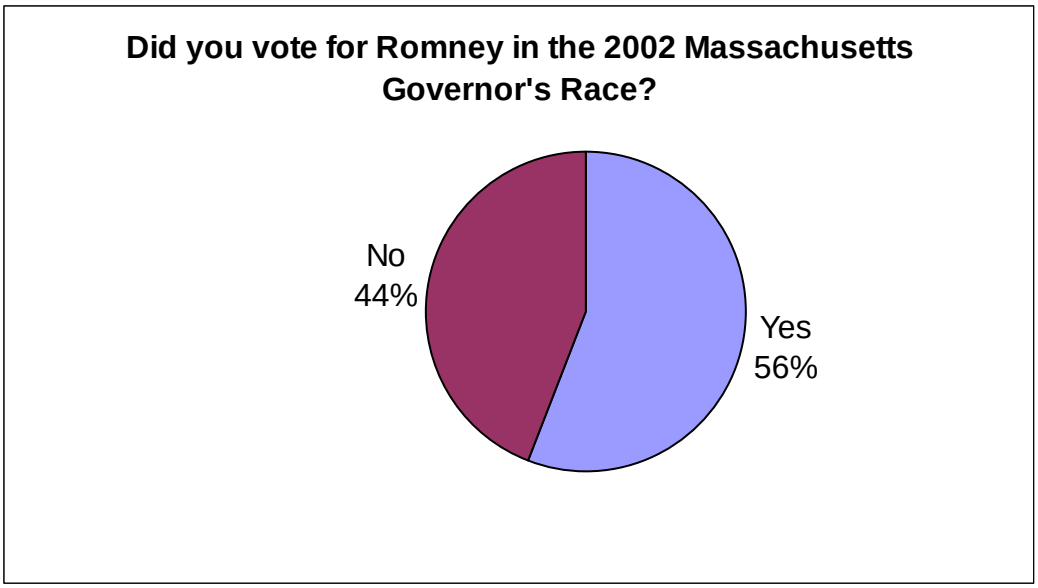
n=151
For this item, one can say with 95% confidence that the maximum margin of sampling error is ±8 percentage points.



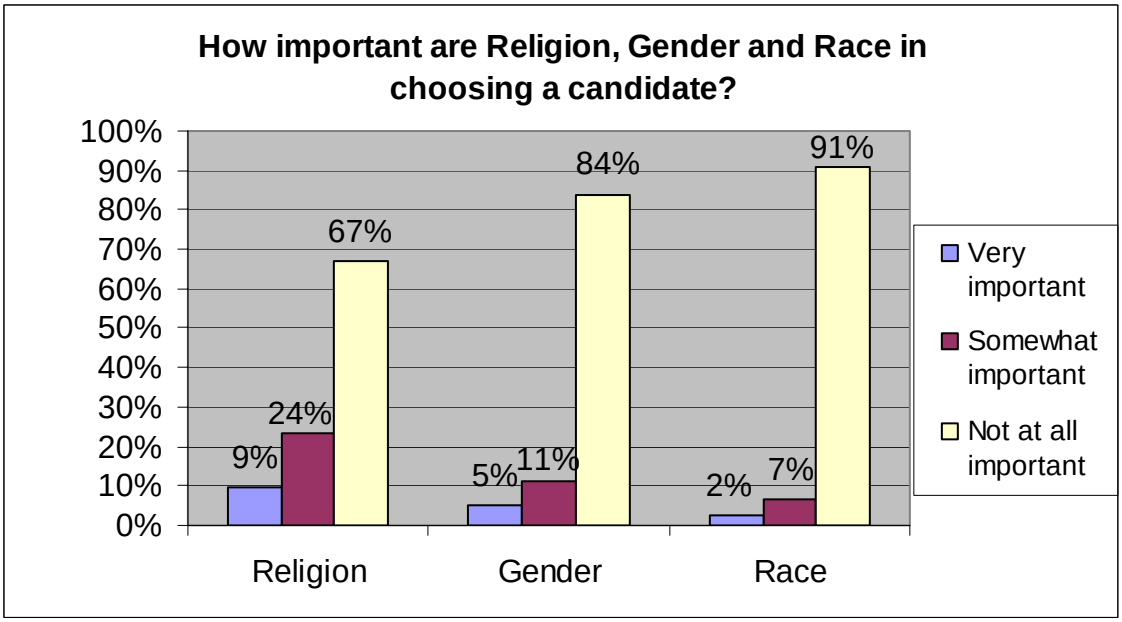
n=411
For this item, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.



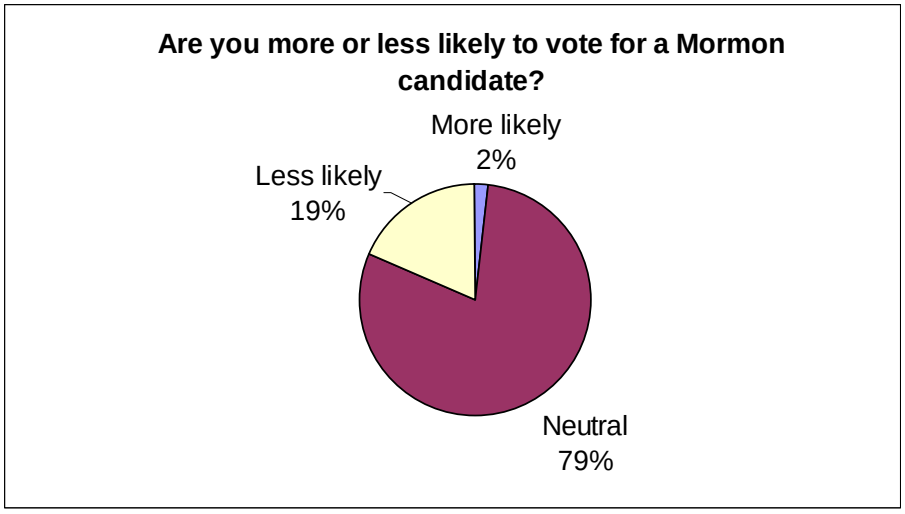
n=411
For this item, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.



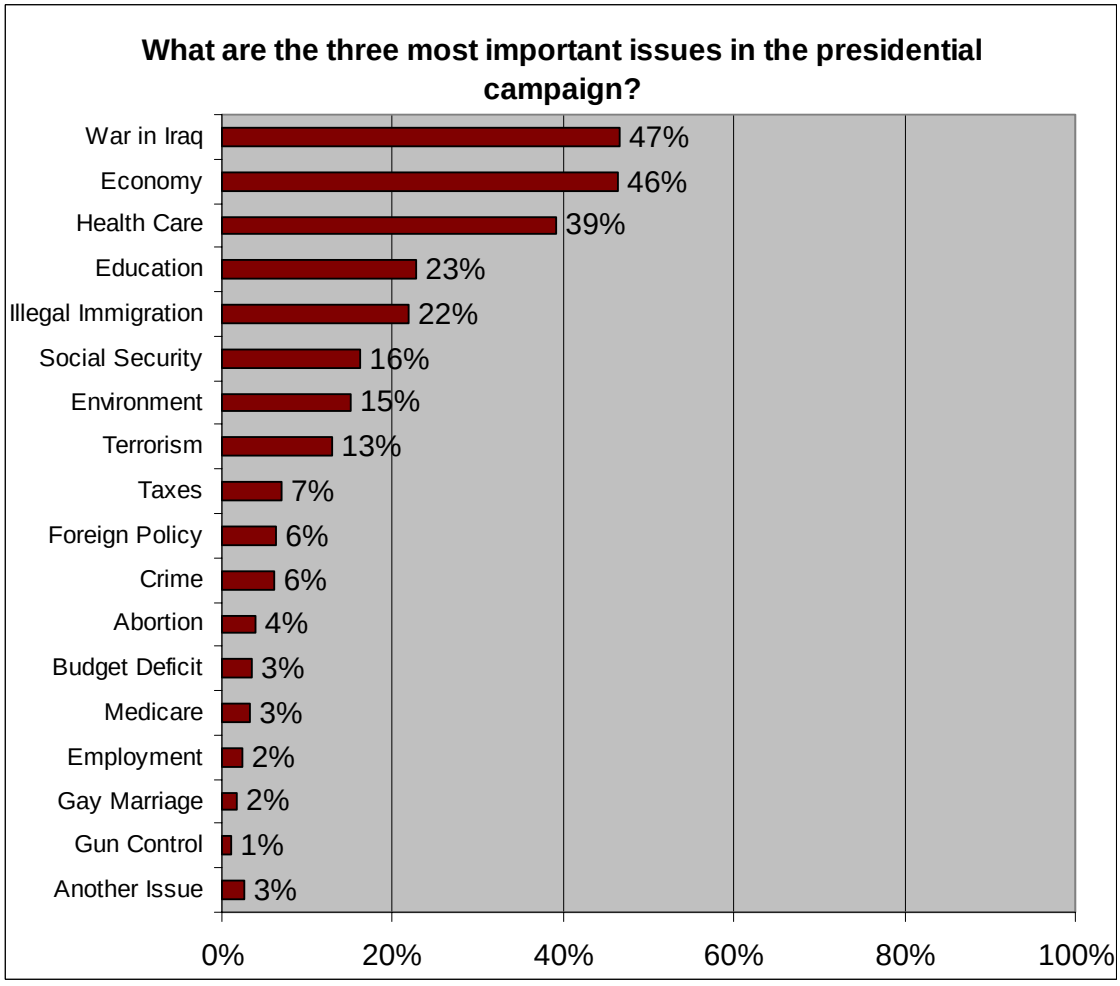
n=387
For this item, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.



n=414
For this item, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.

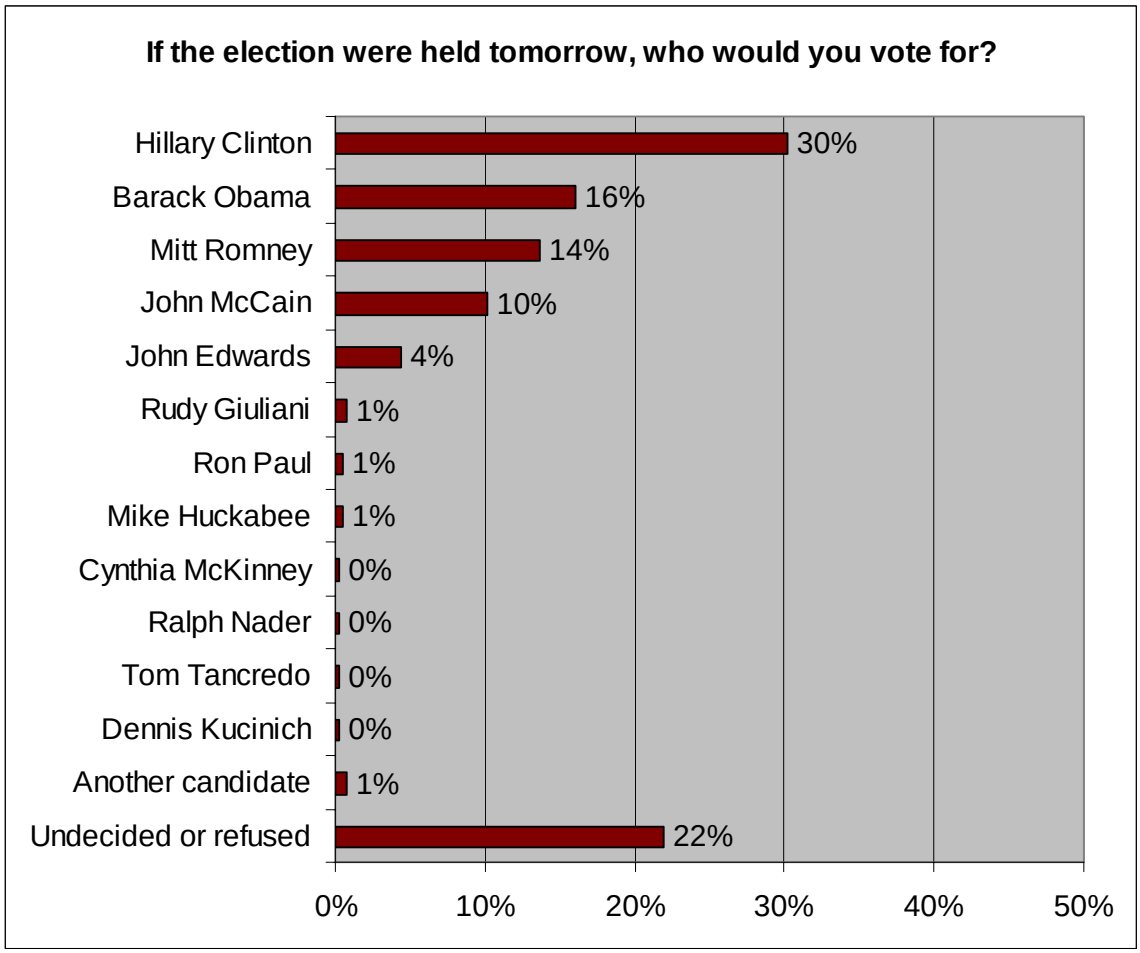


n=399
For this item, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.



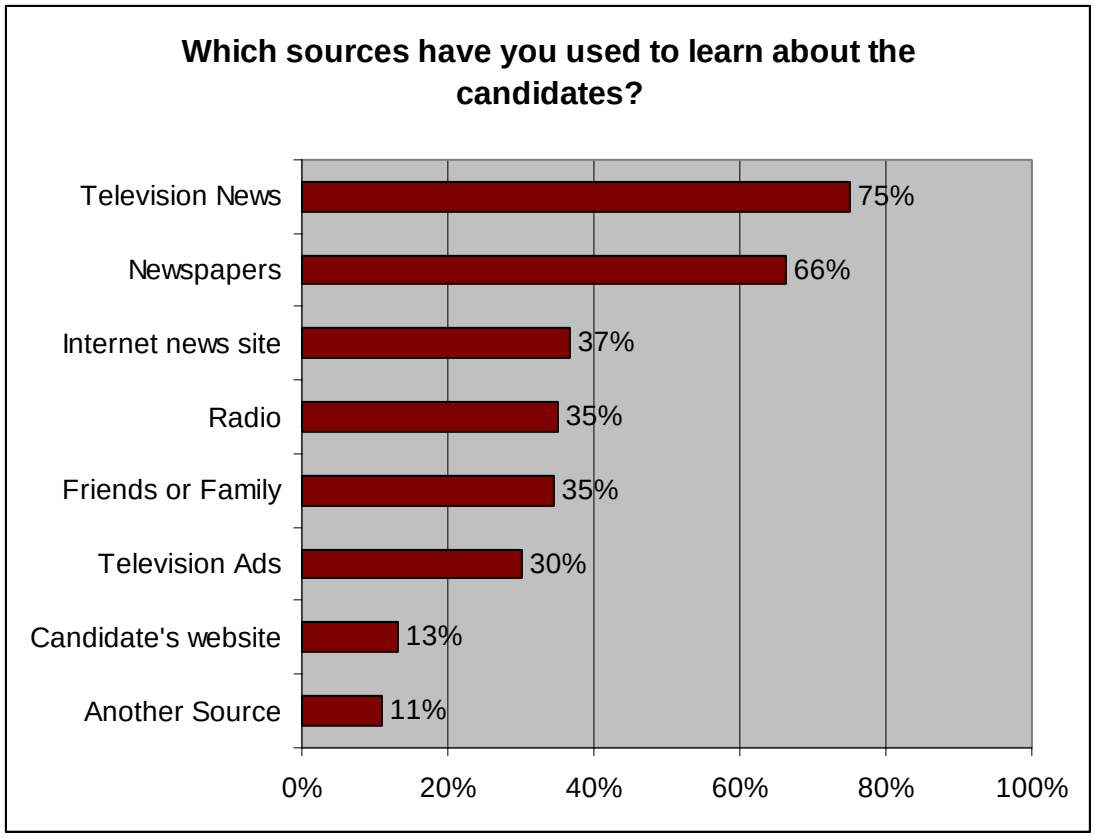
n=411
For this item, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.

This depicts the proportion of people who nominate each issue as one of their top three issues in the election.



n=411

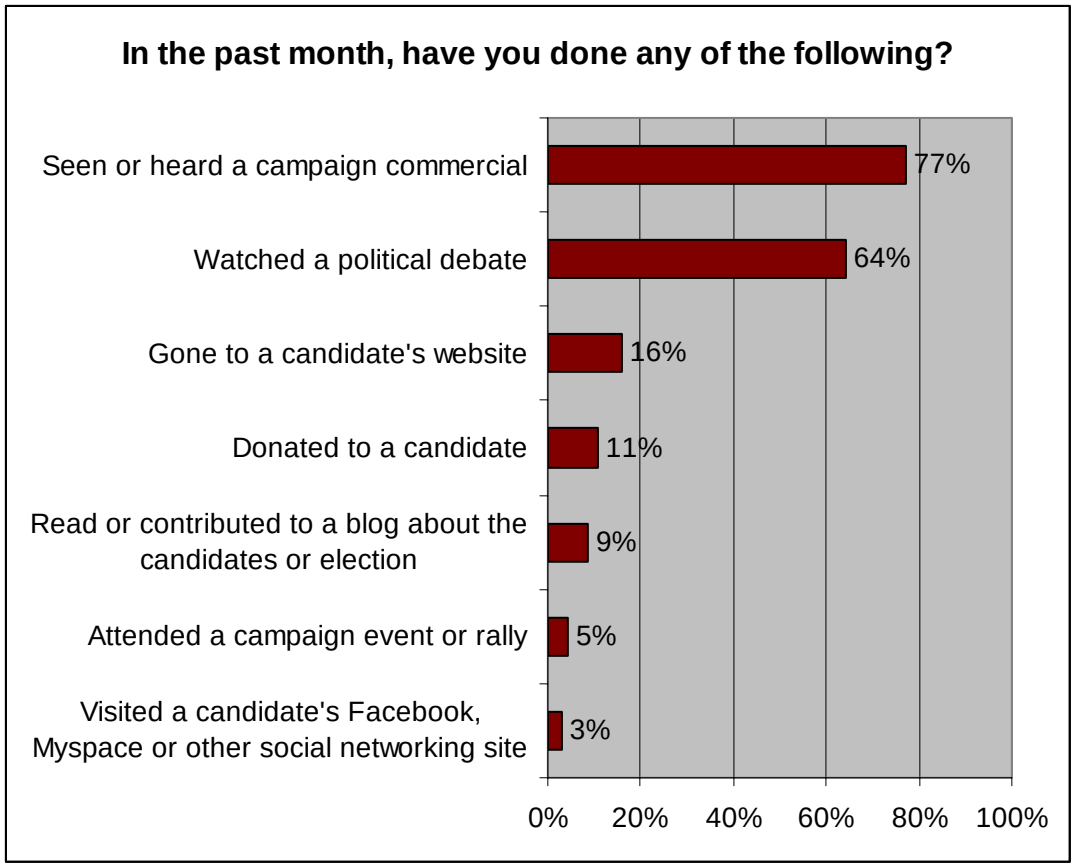
For this item, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.



n=411

For this item, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.

When participants were asked to indicate their primary source, 43% of participants indicated the Television News and 29% cited newspapers.



n=411

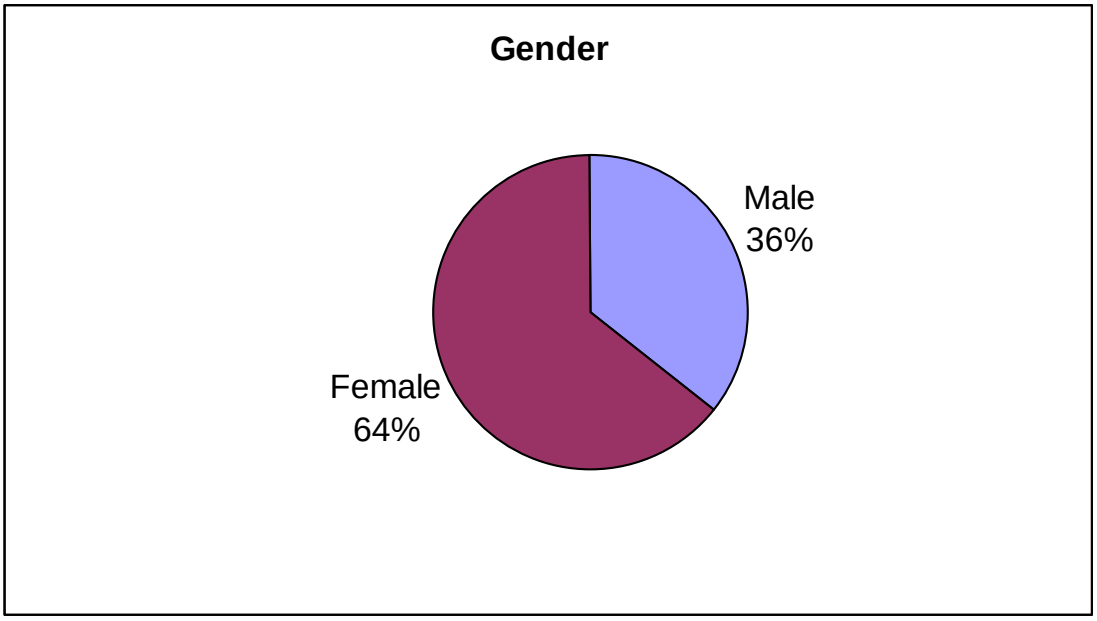
For this item, one can say with 95% confidence that the maximum margin of sampling error is ±5 percentage points.

SAMPLE

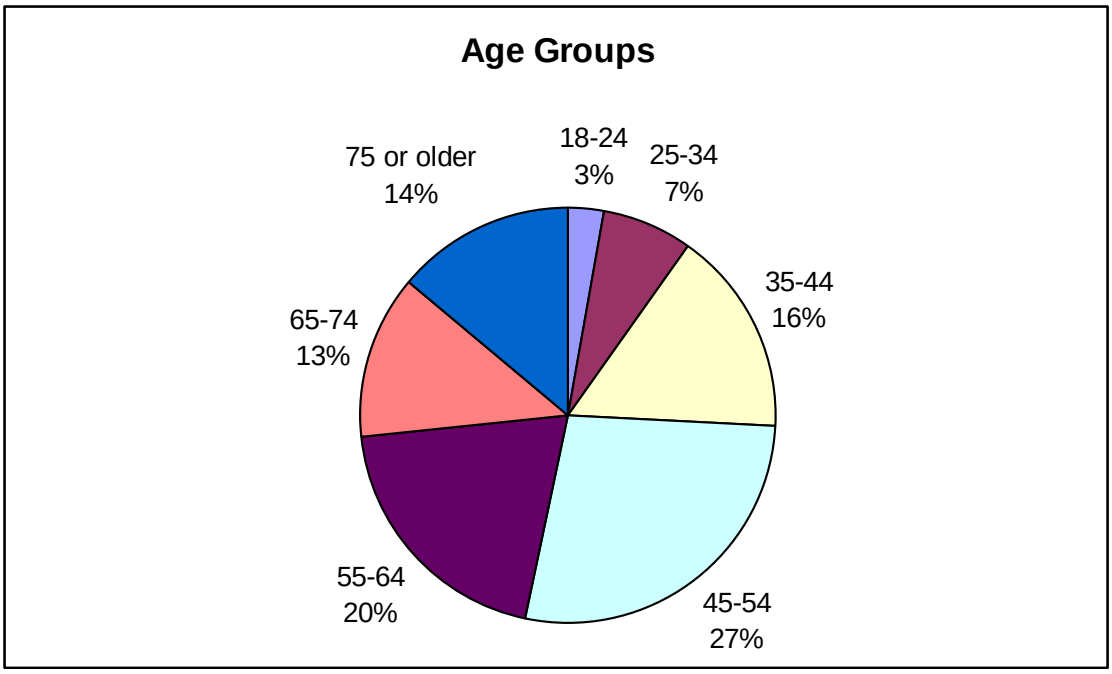
While our sample reflects the Massachusetts population in terms age ranges of our participants and the distribution of our respondent's political affiliations, our sample deviates slightly from the Massachusetts population. The sample is composed of a higher rate of females and individuals who are Caucasian than the population. In addition, the sample has proportionately fewer individuals who are African American and Hispanic/ Latino as compared with the Massachusetts population.

	Sample	Population[1]
Female	64.4%	51.6%
Caucasian or White	89.5%	86.5%
African American or Black	4.6%	6.9%
Hispanic/Latino	4.4%	7.9%

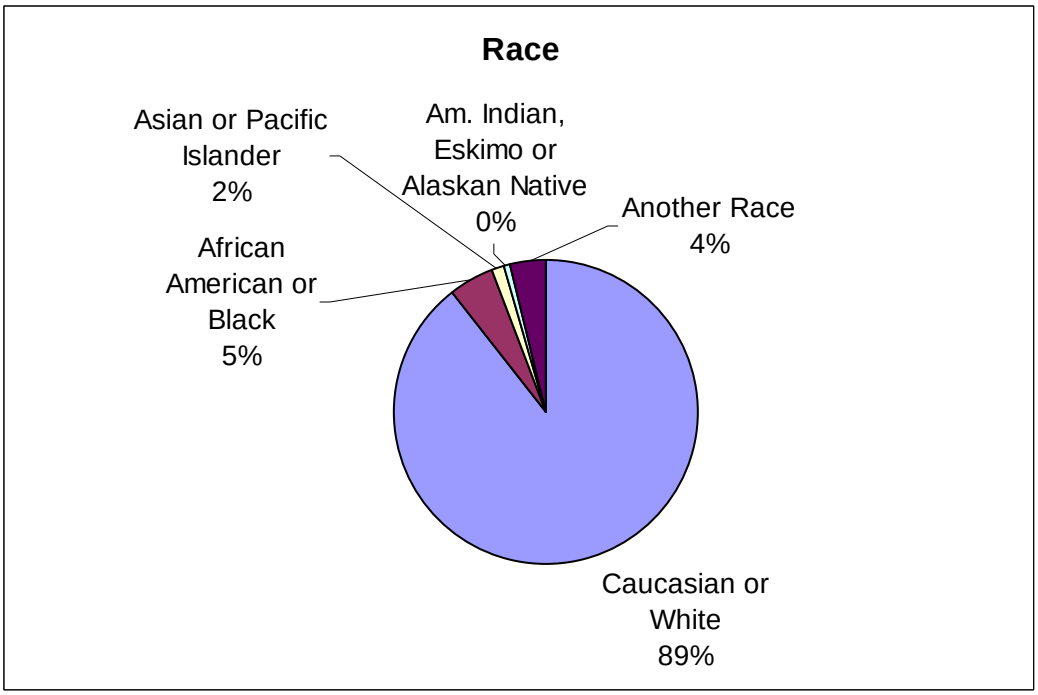
1. http://quickfacts.census.gov/qfd/states/25000.html



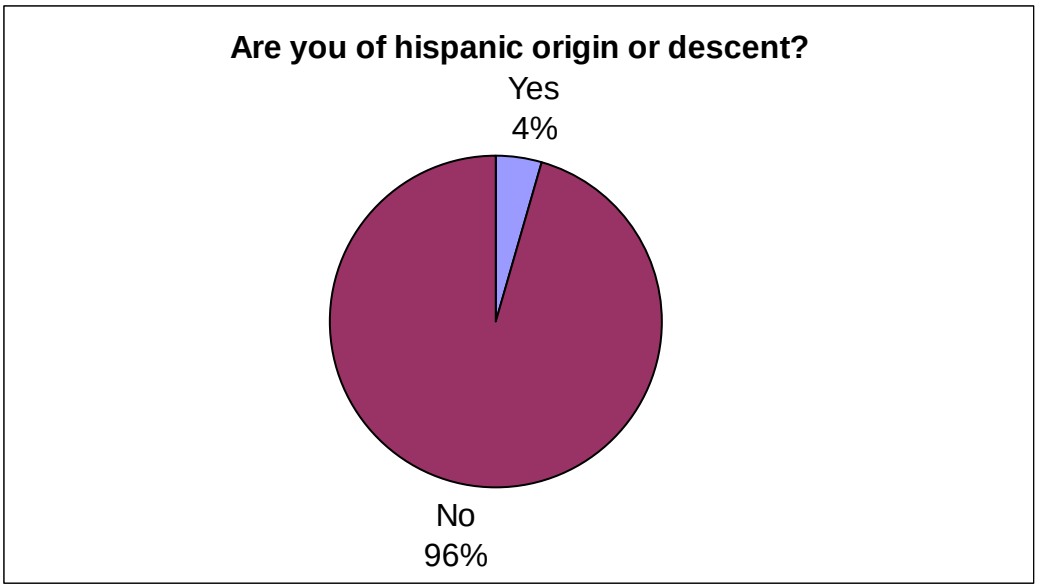
n=452, 11 individuals refused to answer this question



n=447, 16 individuals refused to answer this question



n=437, 26 individuals refused to answer this question



n=436, 27 individuals refused to answer this question