

Results of SurveyUSA Election Poll #13204



Sponsor:

WBZ-TV (Boston)

Geography: Massachusetts RBS

Data Collected: 01/16/2008

Release Date: 01/17/2008

In Romney's Other 'Home' State -- Massachusetts -- He Also Defeats McCain: In a Republican Primary in MA today, former MA Governor Mitt Romney defeats John McCain, a day after Romney defeated John McCain in Michigan, Romney's other home state. Today in MA, it's Romney 48%, McCain 34% and 4 others in single digits, far back. Among men, the contest is effectively tied, Romney at 45%, McCain at 42%. Among women, tall and handsome Romney leads short and grizzled McCain by 29 points. Romney runs 38 points ahead among Conservatives. McCain runs 6 points ahead among Moderates. Romney runs 31 points ahead among Pro Life voters. McCain and Romney are effectively tied among Pro Choice voters. 4 out of 10 say the next President should focus on the Economy ahead of all other issues. "Economy" voters split between McCain and Romney. 2 of 10 say Immigration is most important. "Immigration" voters back Romney 6:1 over McCain. One third of GOP Primary voters are "Unaffiliated" -- which means they are not registered as Republicans. But: at the moment, the registered Republicans and the Unaffiliated vote almost identically in MA.

Filtering / Timing: 1,200 registered voters were interviewed 01/16/08, using registration based sampling. All interviews were completed after the results of the 01/15/08 Michigan Primary were known. Of the MA registered voters, 269 were identified by SurveyUSA as being likely to vote in an 02/05/08 Republican Presidential Primary. Results from the South Carolina Primary on 01/26/08 and the Florida Primary on 01/29/08 can and will influence what happens in Massachusetts and the other states that vote on "Super Tuesday." Expect buffeting.

1 If the Republican Primary for President of the United States were today, would you vote for ...(names rotated) Rudy Giuliani? Mike Huckabee? John McCain? Mitt Romney? Fred Thompson? Ron Paul? Or some other Republican?

269 Likely Republican Primary Voter	All	Gender		Age				<50 / 50+		Race				Party		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-6.1%																
Giuliani	8%	5%	11%	13%	10%	6%	3%	11%	4%	7%	9%	8%	13%	8%	0%	7%
Huckabee	3%	2%	4%	7%	0%	4%	3%	2%	4%	2%	8%	0%	11%	4%	0%	1%
McCain	34%	42%	23%	34%	37%	34%	30%	36%	32%	35%	39%	21%	0%	34%	0%	34%
Romney	48%	45%	52%	40%	44%	49%	58%	43%	53%	48%	43%	71%	52%	49%	0%	46%
Thompson	2%	2%	2%	0%	2%	2%	3%	1%	2%	2%	0%	0%	0%	1%	0%	3%
Paul	2%	1%	2%	0%	2%	2%	0%	2%	1%	1%	0%	0%	24%	1%	0%	3%
Other	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	1%
Undecided	4%	2%	5%	7%	3%	2%	4%	4%	3%	4%	0%	0%	0%	3%	0%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%
Composition of Likely Republican Pri	100%	58%	42%	14%	36%	26%	23%	51%	49%	92%	3%	3%	2%	66%	0%	34%

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269 Likely Republican Primary Voter	All	Ideology			Attend Religious Services			Abortion		Change Your Mi	
		Conser	Modera	Liberal	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-6.1%											
Giuliani	8%	5%	7%	14%	5%	10%	10%	2%	12%	18%	3%
Huckabee	3%	4%	1%	0%	3%	2%	3%	5%	1%	2%	3%
McCain	34%	21%	47%	54%	34%	29%	38%	27%	37%	34%	35%
Romney	48%	59%	41%	25%	53%	49%	40%	58%	41%	35%	55%
Thompson	2%	4%	0%	0%	1%	3%	2%	4%	0%	4%	1%
Paul	2%	1%	0%	7%	2%	1%	2%	0%	3%	1%	2%
Other	1%	1%	1%	0%	0%	2%	0%	1%	1%	1%	1%
Undecided	4%	4%	3%	0%	2%	3%	6%	3%	4%	5%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Republican Pri	100%	48%	35%	7%	44%	27%	29%	42%	55%	31%	67%

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269 Likely Republican Primary Voter	All	Top Issue For Next President								Region		
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	W/Cent	Boston	SE MA
Margin of Sampling Error: +/-6.1%												
Giuliani	8%	7%	0%	0%	19%	8%	0%	10%	9%	12%	7%	6%
Huckabee	3%	5%	0%	6%	4%	1%	7%	0%	0%	4%	3%	1%
McCain	34%	39%	0%	65%	39%	43%	44%	46%	12%	31%	35%	34%
Romney	48%	40%	100%	23%	31%	40%	50%	45%	70%	44%	49%	49%
Thompson	2%	1%	0%	0%	0%	4%	0%	0%	5%	0%	2%	3%
Paul	2%	2%	0%	6%	6%	0%	0%	0%	0%	3%	2%	0%
Other	1%	0%	0%	0%	0%	2%	0%	0%	1%	3%	0%	0%
Undecided	4%	6%	0%	0%	0%	3%	0%	0%	3%	2%	2%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Republican Pri	100%	40%	2%	5%	8%	17%	3%	3%	20%	20%	51%	29%

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Statement of Methodology: The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ.