

Results of SurveyUSA Election Poll #13204



Sponsor:
WBZ-TV (Boston)

Geography: Massachusetts RBS
Data Collected: 01/16/2008
Release Date: 01/17/2008

Ahead 3:1 Among Women, Clinton Buries Obama in Massachusetts Primary: In a Democratic Primary in Massachusetts today, 01/17/08, 19 days to the 02/05/08 Massachusetts Primary, Hillary Clinton defeats Barack Obama by 33 points, according to a SurveyUSA poll conducted exclusively for WBZ-TV Boston. Among all likely Democratic Primary voters, which includes in MA "Unaffiliated" voters for the first time in a Presidential Primary, it's Clinton 56%, Obama 23%, Edwards 14%. Clinton leads Obama by ... 16 points among men ... 42 points among women ... 23 points among the youngest voters ... 40 points among the oldest voters ... 37 points among registered Democrats ... and 22 points among "Unaffiliated" voters. Overwhelmingly, MA Democratic Primary voters say the Economy is the issue the next President should focus on ahead of all others. Among voters focused on the Economy, Clinton leads by 32 points.

Filtering / Timing: 1,200 registered voters were interviewed 01/16/08, using registration based sampling. Of them, 529 were identified by SurveyUSA as being likely to vote in an 02/05/08 Presidential Primary. Results from the Nevada presidential caucus on 01/19/08, 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 Democratic Primary for President of the United States were today, would you vote for...(names rotated) Hillary Clinton? John Edwards? Barack Obama? Or some other Democrat?

539 Likely Democratic 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: +/-4.3%																
Clinton	56%	43%	63%	47%	58%	53%	60%	55%	56%	56%	49%	62%	35%	0%	57%	53%
Edwards	14%	19%	10%	14%	14%	15%	10%	14%	13%	14%	0%	0%	17%	0%	16%	9%
Obama	23%	27%	21%	24%	23%	26%	20%	23%	23%	22%	35%	38%	40%	0%	20%	31%
Other	3%	6%	2%	5%	2%	3%	5%	3%	4%	4%	0%	0%	0%	0%	4%	3%
Undecided	4%	4%	4%	10%	2%	3%	5%	4%	4%	4%	16%	0%	8%	0%	4%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%	100%
Composition of Likely Democratic Pri	100%	39%	61%	10%	30%	35%	25%	40%	60%	93%	4%	1%	2%	0%	71%	29%

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539 Likely Democratic 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: +/-4.3%											
Clinton	56%	32%	54%	60%	54%	63%	51%	54%	57%	41%	66%
Edwards	14%	15%	16%	11%	16%	11%	14%	17%	13%	19%	11%
Obama	23%	21%	25%	27%	21%	20%	28%	17%	25%	28%	20%
Other	3%	15%	2%	2%	4%	2%	4%	7%	2%	5%	3%
Undecided	4%	17%	2%	1%	5%	4%	3%	5%	4%	7%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Democratic Pri	100%	10%	42%	33%	36%	28%	36%	22%	75%	39%	58%

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539 Likely Democratic 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: +/-4.3%												
Clinton	56%	58%	63%	53%	55%	40%	55%	55%	61%	52%	56%	59%
Edwards	14%	13%	9%	18%	14%	25%	26%	0%	9%	13%	14%	12%
Obama	23%	26%	17%	27%	19%	25%	6%	43%	9%	25%	23%	23%
Other	3%	2%	9%	1%	5%	0%	4%	0%	14%	6%	2%	4%
Undecided	4%	2%	2%	1%	8%	9%	9%	2%	6%	3%	5%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Democratic Pri	100%	41%	6%	15%	21%	3%	3%	4%	5%	23%	56%	20%

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.