

# Results of SurveyUSA Election Poll #13233



Sponsor:

WBZ-TV (Boston)

Geography: Massachusetts RBS  
 Data Collected: 01/22/2008 - 01/23/2008  
 Release Date: 01/24/2008

**In Massachusetts GOP Primary, Romney Now 21 Atop McCain:** In a Republican Primary in Massachusetts today, 01/24/08, 12 days to the vote, favorite son Mitt Romney is at 50%, John McCain at 29%, according to this SurveyUSA tracking poll conducted exclusively for WBZ-TV Boston. Mike Huckabee, Rudolph Giuliani and Ron Paul are far back. Romney runs strong across the board, leads in almost every demographic group. Compared to an identical SurveyUSA tracking poll released 01/17/08, conducted after Romney's win in Michigan and before McCain's win in South Carolina, Romney is up 2 points, McCain is down 5. Romney had led by 14, now by 21.

**Filtering / Timing:** 1,300 registered voters were interviewed by SurveyUSA 01/22/08 and 01/23/08 using registration based sampling. Of them, 262 were determined by SurveyUSA to be likely to vote in the 02/05/08 Massachusetts Republican Primary. Results of the Florida Republican Primary on 01/29/08 will influence what happens in Massachusetts and other states that vote on 02/05/08. 32% of likely voters say they may yet change their mind. 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? Ron Paul? Or some other Republican?

262 Likely Republican Primary Voter	All	Gender		Age				<50 / 50+		Race				Party		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	Hispani	African	White	Asian/O	Republi	Democr	Unaffilia
Margin of Sampling Error: +/-6.2%																
Giuliani	6%	4%	9%	14%	7%	4%	4%	10%	4%	0%	0%	6%	27%	5%	0%	8%
Huckabee	7%	10%	4%	25%	6%	5%	2%	13%	3%	0%	13%	6%	37%	8%	0%	5%
McCain	29%	29%	29%	15%	30%	30%	35%	25%	32%	74%	39%	29%	0%	27%	0%	33%
Romney	50%	51%	50%	39%	47%	57%	52%	44%	55%	26%	48%	52%	30%	51%	0%	49%
Paul	3%	4%	2%	7%	7%	1%	1%	7%	1%	0%	0%	4%	0%	4%	0%	2%
Other	1%	1%	2%	0%	2%	0%	3%	1%	1%	0%	0%	1%	0%	2%	0%	0%
Undecided	2%	1%	4%	0%	1%	3%	4%	1%	3%	0%	0%	2%	7%	2%	0%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	0%	100%
Composition of Likely Republican Pri	100%	59%	41%	14%	27%	33%	25%	42%	58%	1%	3%	92%	4%	68%	0%	32%

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262 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: +/-6.2%											
Giuliani	6%	3%	7%	25%	5%	2%	11%	2%	11%	10%	5%
Huckabee	7%	6%	8%	0%	12%	2%	4%	12%	3%	12%	5%
McCain	29%	24%	37%	36%	33%	31%	21%	25%	34%	35%	25%
Romney	50%	62%	37%	18%	41%	62%	56%	55%	47%	32%	60%
Paul	3%	2%	5%	14%	5%	1%	4%	3%	3%	7%	2%
Other	1%	1%	2%	0%	1%	1%	3%	0%	2%	1%	1%
Undecided	2%	1%	3%	8%	3%	1%	1%	3%	1%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Republican Pri	100%	55%	33%	5%	46%	26%	28%	50%	47%	32%	66%

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262 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: +/-6.2%												
Giuliani	6%	5%	0%	0%	13%	5%	0%	53%	7%	7%	2%	13%
Huckabee	7%	11%	0%	12%	0%	5%	12%	0%	1%	7%	9%	4%
McCain	29%	30%	51%	15%	55%	40%	43%	47%	15%	31%	28%	28%
Romney	50%	47%	49%	70%	27%	44%	46%	0%	69%	45%	55%	47%
Paul	3%	3%	0%	0%	5%	4%	0%	0%	6%	7%	2%	3%
Other	1%	2%	0%	0%	0%	2%	0%	0%	1%	0%	2%	1%
Undecided	2%	2%	0%	4%	0%	0%	0%	0%	1%	1%	1%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Republican Pri	100%	40%	2%	6%	8%	10%	3%	1%	26%	26%	48%	26%

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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.