Results of SurveyUSA Election Poll #14429

Geography: Massachusetts
Data Collected: 09/22/2008 - 09/23/2008
Release Date: 09/24/2008
Percentages

Sponsor:
WBZ-TV (Boston)

Massachusetts Backs Obama, Though Not By as Much as It Backed Kerry in 2004 and Gore in 2000: In an election for President of the United States in Massachusetts today, 09/24/08, Democrat Barack Obama defeats Republican John McCain 55% to 39%, according to this latest exclusive WBZ-TV News poll conducted by SurveyUSA. Obama leads among both men and women, young and old, rich and poor. He's up 20 points in greater Boston, 15 points in Western and Central Massachusetts. McCain leads among Independents, those who own a gun, those who are pro-life, and among those who do not consider themselves an intellectual. The two candidates tie among those who have not graduated from college, and in SE Massachusetts.

Filtering: SurveyUSA interviewed 900 Massachusetts adults 09/22/08 through 09/23/08. Of the adults, 808 were registered to vote. Of the registered voters, 679 were determined by SurveyUSA to be likely voters in the 11/04/08 general election. Massachusetts has 12 Electoral College votes. John Kerry, the junior United States Senator from Massachusetts, carried the state by 25 points in 2004; Al Gore carried Massachusetts by 27 points in 2000.

1 If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Democrat Barack Obama? Or one of the other candidates?

679 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				Party Affiliation			Ideology			College Grad		Attend Religious Service			Abortion		Income	
Credibility Interval: +/-3.8 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other	Republi	Democr	Indepe	Conser	Modera	Liberal	Yes	No	Regular	Occasi	Almost	Pro-life	Pro-cho	< $50K	> $50K
McCain (R)	39%	44%	35%	37%	41%	38%	41%	39%	40%	40%	39%	40%	42%	**	**	**	88%	11%	50%	75%	43%	11%	36%	45%	45%	39%	33%	56%	32%	37%	41%
Obama (D)	55%	50%	59%	56%	54%	55%	55%	55%	55%	54%	56%	55%	53%	**	**	**	10%	85%	41%	20%	51%	86%	60%	48%	50%	55%	60%	40%	62%	56%	54%
Other	3%	3%	4%	5%	3%	4%	2%	4%	3%	4%	4%	3%	3%	**	**	**	2%	2%	5%	3%	4%	3%	3%	4%	3%	3%	4%	4%	4%	6%	3%
Undecided	2%	3%	2%	3%	1%	3%	2%	2%	3%	2%	2%	3%	2%	**	**	**	1%	1%	4%	1%	2%	1%	2%	3%	2%	3%	3%	1%	2%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	21%	34%	24%	21%	55%	45%	49%	12%	39%	87%	5%	3%	5%	17%	44%	37%	21%	40%	23%	58%	42%	38%	31%	31%	30%	68%	29%	71%

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679 Likely Voters	All	Intellectual?		Traveled Abroad		Speak Another L		USA Super Pow		Own a Gun?		Region		
Credibility Interval: +/-3.8 pct points		Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	W/Cent	Boston	SE MA
McCain (R)	39%	37%	48%	39%	43%	34%	43%	43%	23%	54%	37%	40%	37%	46%
Obama (D)	55%	58%	44%	55%	51%	60%	51%	52%	65%	39%	58%	55%	57%	48%
Other	3%	3%	4%	4%	2%	4%	3%	3%	8%	6%	3%	4%	3%	5%
Undecided	2%	1%	4%	2%	4%	2%	2%	2%	4%	2%	2%	2%	3%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	67%	27%	86%	14%	34%	65%	82%	13%	18%	81%	23%	58%	19%

** Too few respondents of this type were interviewed for this data to be meaningful.

Statement of Methodology: About the Poll: This 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. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, 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 with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.

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