

# Results of SurveyUSA Election Poll #14429



Sponsor:  
WBZ-TV (Boston)

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

**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				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other	
Margin of Sampling Error: +/-3.8%																	
McCain (R)	39%	44%	35%	37%	41%	38%	41%	39%	40%	40%	39%	40%	42%	**	**	**	
Obama (D)	55%	50%	59%	56%	54%	55%	55%	55%	55%	54%	56%	55%	53%	**	**	**	
Other	3%	3%	4%	5%	3%	4%	2%	4%	3%	4%	4%	3%	3%	**	**	**	
Undecided	2%	3%	2%	3%	1%	3%	2%	2%	3%	2%	2%	3%	2%	**	**	**	
Total	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%	

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679 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Income		Intellectual?	
		Republi	Democr	Indepen	Conser	Moder	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	< \$50K	> \$50K	Yes	No
Margin of Sampling Error: +/-3.8%																		
McCain (R)	39%	88%	11%	50%	75%	43%	11%	36%	45%	45%	39%	33%	56%	32%	37%	41%	37%	48%
Obama (D)	55%	10%	85%	41%	20%	51%	86%	60%	48%	50%	55%	60%	40%	62%	56%	54%	58%	44%
Other	3%	2%	2%	5%	3%	4%	3%	3%	4%	3%	3%	4%	4%	4%	6%	3%	3%	4%
Undecided	2%	1%	1%	4%	1%	2%	1%	2%	3%	2%	3%	3%	1%	2%	1%	3%	1%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	17%	44%	37%	21%	40%	23%	58%	42%	38%	31%	31%	30%	68%	29%	71%	67%	27%

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679 Likely Voters	All	Traveled Abroad		Speak Another L		USA Super Pow		Own a Gun?		Region		
		Yes	No	Yes	No	Yes	No	Yes	No	W/Cent	Boston	SE MA
Margin of Sampling Error: +/-3.8%												
McCain (R)	39%	39%	43%	34%	43%	43%	23%	54%	37%	40%	37%	46%
Obama (D)	55%	55%	51%	60%	51%	52%	65%	39%	58%	55%	57%	48%
Other	3%	4%	2%	4%	3%	3%	8%	6%	3%	4%	3%	5%
Undecided	2%	2%	4%	2%	2%	2%	4%	2%	2%	2%	3%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	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:** 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 Clifton, NJ.