

Results of SurveyUSA Election Poll #13175



Sponsor:

WABC-TV (New York)

Geography: Pennsylvania

Data Collected: 01/10/2008 - 01/13/2008

Release Date: 01/14/2008

PENNSYLVANIA: Bloomberg Consistently Finishes Distant 3rd As a 3rd-Party Candidate -- In the critical swing-state of Pennsylvania, 1 in 5 voters have never heard of Michael Bloomberg and just 14% have a favorable impression of him, according to research conducted exclusively for WABC-TV. In an election for president in Pennsylvania today, if Bloomberg is on the ballot, he receives at most 16% of the vote, no matter who his Democratic or Republican opponents are, and consistently finishes 3rd of 3 candidates. Against Hillary Clinton and Rudolph Giuliani, Bloomberg gets 9%; Clinton wins. Against Barack Obama and Giuliani, Bloomberg gets 13%; Obama wins. Against Clinton and John McCain, Bloomberg gets 8%; Clinton wins. Against Obama and McCain, Bloomberg gets 11%; McCain wins. Against Clinton and Mike Huckabee, Bloomberg gets 13%; Clinton wins. Against Obama and Huckabee, Bloomberg has his best showing; he gets 16%, but still finishes 14 points behind 2nd place Huckabee; Obama wins.

Context: SurveyUSA conducted the identical survey in 4 separate geographies for WABC-TV, to measure awareness of Michael Bloomberg and support for his possible 3rd-party run for President. For each survey, approximately 800 registered voters were interviewed, 3,200 voters in all. Surveys were conducted in New York City, the 50 United States, the state of Pennsylvania, and the state of California.

1 Are you satisfied? ... Or dissatisfied? ... with the list of candidates currently running for President of the United States?

864 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.3%																
Satisfied	64%	64%	63%	70%	64%	63%	57%	67%	60%	61%	87%	67%	53%	55%	74%	51%
Dissatisfied	31%	31%	31%	23%	31%	32%	37%	27%	34%	33%	8%	31%	34%	39%	22%	46%
Not Sure	6%	5%	6%	7%	5%	5%	6%	6%	5%	6%	5%	2%	14%	6%	4%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	24%	30%	24%	22%	54%	46%	85%	9%	3%	3%	38%	49%	10%

1 Are you satisfied? ... Or dissatisfied? ... with the list of candidates currently running for President of the United States?

864 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region			
		Conser	Modera	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Wester	Northea	Southe	The T
Margin of Sampling Error: +/-3.3%															
Satisfied	64%	58%	67%	69%	65%	64%	68%	62%	66%	73%	59%	58%	69%	69%	62%
Dissatisfied	31%	36%	29%	27%	30%	31%	26%	33%	29%	23%	35%	38%	27%	26%	30%
Not Sure	6%	6%	4%	4%	5%	5%	7%	6%	5%	4%	6%	4%	4%	5%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	28%	39%	14%	30%	38%	26%	42%	56%	40%	53%	27%	11%	31%	31%

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2 Is your impression of Michael Bloomberg ... favorable? Unfavorable? Neutral? Or have you never heard of Michael Bloomberg?

864 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Favorable	14%	18%	10%	5%	21%	13%	15%	14%	14%	14%	9%	12%	13%	19%	8%	20%
Unfavorable	26%	29%	22%	25%	25%	25%	28%	25%	26%	25%	31%	28%	23%	24%	27%	24%
Neutral	42%	39%	44%	46%	37%	44%	41%	41%	42%	43%	32%	38%	53%	41%	41%	47%
Never Heard Of Bloomberg	19%	14%	24%	25%	17%	18%	16%	20%	17%	18%	28%	23%	12%	16%	24%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	24%	30%	24%	22%	54%	46%	85%	9%	3%	3%	38%	49%	10%

2 Is your impression of Michael Bloomberg ... favorable? Unfavorable? Neutral? Or have you never heard of Michael Bloomberg?

864 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region			
Margin of Sampling Error: +/-3.4%		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Wester	Northea	Southe	The T
Favorable	14%	15%	16%	15%	13%	7%	24%	14%	14%	14%	14%	11%	15%	18%	12%
Unfavorable	26%	31%	24%	26%	26%	25%	30%	25%	27%	28%	27%	31%	29%	24%	21%
Neutral	42%	37%	44%	49%	35%	49%	35%	40%	43%	40%	40%	39%	41%	42%	45%
Never Heard Of Bloomberg	19%	17%	15%	11%	25%	19%	11%	21%	16%	18%	19%	20%	14%	16%	23%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	28%	39%	14%	30%	38%	26%	42%	56%	40%	53%	27%	11%	31%	31%

3 In a 3-way election for president, between Democrat Hillary Clinton, Republican Rudolph Giuliani, and Michael Bloomberg running as an Independent, who would you vote for?

864 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Clinton	48%	40%	56%	60%	39%	48%	47%	48%	48%	45%	73%	69%	50%	19%	76%	34%
Giuliani	29%	35%	24%	25%	35%	31%	24%	31%	28%	32%	9%	16%	19%	57%	9%	24%
Bloomberg	9%	13%	5%	3%	13%	7%	12%	9%	9%	10%	5%	11%	0%	11%	6%	19%
Undecided	14%	13%	15%	11%	14%	13%	17%	12%	15%	14%	13%	3%	31%	13%	9%	23%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	24%	30%	24%	22%	54%	46%	85%	9%	3%	3%	38%	49%	10%

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864 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region				
		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Wester	Northea	Southe	The T	
Margin of Sampling Error: +/-3.4%																
Clinton	48%	21%	53%	72%	57%	50%	36%	37%	56%	60%	37%	47%	48%	58%	39%	
Giuliani	29%	50%	27%	11%	20%	30%	38%	39%	22%	23%	37%	35%	30%	20%	34%	
Bloomberg	9%	11%	10%	8%	8%	8%	12%	8%	10%	10%	9%	6%	11%	11%	9%	
Undecided	14%	18%	10%	8%	15%	12%	14%	16%	11%	8%	16%	13%	11%	12%	17%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Registered Voters	100%	28%	39%	14%	30%	38%	26%	42%	56%	40%	53%	27%	11%	31%	31%	

4 If the election was between Democrat Barack Obama, Republican Rudolph Giuliani, and Independent Michael Bloomberg, who would you vote for?

864 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																
Obama	40%	40%	41%	56%	34%	40%	31%	44%	36%	35%	87%	40%	58%	19%	60%	31%
Giuliani	33%	38%	29%	27%	40%	35%	29%	34%	32%	36%	11%	24%	23%	55%	15%	35%
Bloomberg	13%	13%	13%	8%	16%	11%	17%	12%	14%	14%	1%	24%	2%	15%	11%	17%
Undecided	13%	10%	17%	9%	10%	13%	24%	9%	18%	15%	1%	11%	18%	12%	14%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	24%	30%	24%	22%	54%	46%	85%	9%	3%	3%	38%	49%	10%

4 If the election was between Democrat Barack Obama, Republican Rudolph Giuliani, and Independent Michael Bloomberg, who would you vote for?

864 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region				
		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Wester	Northea	Southe	The T	
Margin of Sampling Error: +/-3.4%																
Obama	40%	22%	46%	58%	44%	41%	40%	29%	49%	57%	27%	35%	37%	52%	35%	
Giuliani	33%	49%	31%	16%	24%	35%	38%	42%	26%	25%	41%	39%	33%	24%	36%	
Bloomberg	13%	14%	13%	14%	13%	12%	12%	13%	14%	12%	14%	10%	17%	14%	13%	
Undecided	13%	14%	10%	12%	18%	12%	9%	15%	11%	7%	18%	16%	12%	10%	15%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Registered Voters	100%	28%	39%	14%	30%	38%	26%	42%	56%	40%	53%	27%	11%	31%	31%	

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5 If the election was between Democrat Hillary Clinton, Republican John McCain and Independent Michael Bloomberg, who would you vote for?

864 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Clinton	48%	39%	56%	65%	38%	46%	43%	51%	44%	43%	78%	61%	60%	14%	77%	32%
McCain	35%	40%	30%	20%	38%	41%	41%	30%	41%	39%	10%	18%	14%	64%	12%	41%
Bloomberg	8%	11%	6%	3%	14%	7%	9%	9%	8%	8%	5%	15%	12%	10%	5%	20%
Undecided	9%	10%	8%	12%	9%	6%	8%	11%	7%	9%	6%	6%	13%	11%	6%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	24%	30%	24%	22%	54%	46%	85%	9%	3%	3%	38%	49%	10%

5 If the election was between Democrat Hillary Clinton, Republican John McCain and Independent Michael Bloomberg, who would you vote for?

864 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region			
Margin of Sampling Error: +/-3.4%		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Wester	Northea	Southe	The T
Clinton	48%	20%	50%	73%	56%	49%	36%	35%	57%	61%	36%	46%	49%	57%	39%
McCain	35%	57%	35%	11%	28%	38%	38%	49%	24%	20%	48%	36%	31%	30%	42%
Bloomberg	8%	8%	9%	12%	9%	8%	11%	7%	10%	10%	8%	7%	13%	8%	8%
Undecided	9%	15%	6%	4%	7%	6%	15%	9%	9%	9%	8%	11%	7%	6%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	28%	39%	14%	30%	38%	26%	42%	56%	40%	53%	27%	11%	31%	31%

6 If the election was between Democrat Barack Obama, Republican John McCain and Independent Michael Bloomberg, who would you vote for?

864 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Obama	37%	36%	38%	55%	33%	37%	22%	43%	30%	31%	87%	34%	63%	12%	59%	24%
McCain	40%	42%	38%	25%	40%	47%	50%	33%	48%	45%	9%	25%	10%	65%	21%	46%
Bloomberg	11%	12%	11%	7%	16%	8%	13%	12%	11%	12%	2%	18%	13%	11%	10%	18%
Undecided	11%	10%	13%	13%	10%	8%	15%	11%	11%	12%	2%	22%	14%	11%	10%	12%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	24%	30%	24%	22%	54%	46%	85%	9%	3%	3%	38%	49%	10%

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Margin of Sampling Error: +/-3.4%		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Wester	Northea	Southe	The T
Obama	37%	16%	42%	58%	40%	38%	37%	23%	48%	57%	21%	37%	33%	47%	29%
McCain	40%	59%	40%	16%	37%	43%	37%	56%	29%	22%	55%	38%	39%	36%	47%
Bloomberg	11%	9%	11%	19%	12%	11%	13%	11%	13%	12%	12%	10%	15%	11%	11%
Undecided	11%	16%	7%	8%	12%	9%	12%	10%	11%	9%	12%	15%	13%	6%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	28%	39%	14%	30%	38%	26%	42%	56%	40%	53%	27%	11%	31%	31%

7 If the election was between Democrat Hillary Clinton, Republican Mike Huckabee and Independent Michael Bloomberg, who would you vote for?

864 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
Margin of Sampling Error: +/-3.4%		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Clinton	50%	43%	58%	65%	42%	50%	46%	52%	48%	47%	78%	67%	54%	21%	78%	36%
Huckabee	26%	28%	25%	17%	30%	30%	28%	24%	29%	29%	6%	11%	27%	50%	9%	26%
Bloomberg	13%	18%	8%	5%	19%	12%	14%	12%	13%	13%	8%	19%	16%	18%	7%	23%
Undecided	10%	11%	10%	13%	9%	8%	12%	11%	10%	11%	8%	4%	3%	11%	7%	16%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	24%	30%	24%	22%	54%	46%	85%	9%	3%	3%	38%	49%	10%

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Margin of Sampling Error: +/-3.4%		Conser	Moder	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Wester	Northea	Southe	The T
Clinton	50%	23%	55%	76%	58%	52%	41%	38%	60%	65%	38%	48%	52%	61%	42%
Huckabee	26%	49%	23%	5%	22%	28%	28%	42%	14%	13%	39%	28%	20%	17%	37%
Bloomberg	13%	14%	14%	15%	12%	11%	16%	12%	14%	11%	14%	11%	18%	14%	11%
Undecided	10%	14%	8%	5%	8%	9%	15%	8%	12%	11%	9%	13%	10%	7%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	28%	39%	14%	30%	38%	26%	42%	56%	40%	53%	27%	11%	31%	31%

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8 If the election was between Democrat Barack Obama, Republican Mike Huckabee and Independent Michael Bloomberg, who would you vote for?

864 Registered Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.4%																
Obama	39%	40%	38%	52%	35%	42%	28%	42%	35%	34%	85%	40%	40%	19%	57%	31%
Huckabee	30%	29%	30%	21%	35%	30%	31%	28%	31%	33%	9%	20%	3%	52%	13%	29%
Bloomberg	16%	18%	14%	11%	18%	16%	19%	15%	17%	17%	1%	26%	24%	16%	14%	27%
Undecided	15%	13%	17%	16%	12%	12%	22%	14%	17%	16%	5%	15%	33%	13%	15%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	49%	51%	24%	30%	24%	22%	54%	46%	85%	9%	3%	3%	38%	49%	10%

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864 Registered Voters	All	Ideology			Income			Abortion		Same Sex Marri		Region			
		Conser	Modera	Liberal	< \$40K	\$40K -	> \$80K	Pro-life	Pro-cho	Support	Oppose	Wester	Northea	Southe	The T
Margin of Sampling Error: +/-3.4%															
Obama	39%	19%	44%	61%	42%	38%	42%	26%	49%	59%	24%	35%	36%	52%	31%
Huckabee	30%	53%	25%	6%	26%	33%	25%	45%	18%	14%	44%	31%	24%	22%	38%
Bloomberg	16%	12%	19%	23%	15%	15%	18%	15%	17%	14%	16%	16%	21%	16%	14%
Undecided	15%	16%	12%	10%	17%	14%	14%	13%	16%	13%	16%	18%	18%	10%	17%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	28%	39%	14%	30%	38%	26%	42%	56%	40%	53%	27%	11%	31%	31%

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.