

Toplines**University of Massachusetts Amherst/WCVB
October 2023 Massachusetts Poll**

| | |
|-------------------------|-------------------------------------|
| Field Dates: | October 13, 2023 – October 20, 2023 |
| Sample: | 700 Respondents |
| Margin of Error: | 5.1% |

YouGov interviewed 788 respondents from Massachusetts who were then matched down to a sample of 700 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of US adults, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and home ownership status (own, rent, other). The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on 2020 presidential vote choice, home ownership status (3-categories), a two-way stratification of age (4-categories) and race (4-categories), as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

UMass Poll Directors/Fellows

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Approval (N=700)

Do you approve or disapprove of the way each is doing their job?

| | Oct. 2023 | | | Apr. 2023 | | | Oct. 2022 | | | June 2022 | | |
|----------------------------------|-----------|---------|----------|-----------|---------|----------|-----------|---------|----------|-----------|---------|----------|
| | App. | Disapp. | Not Sure | App. | Disapp. | Not Sure | App. | Disapp. | Not Sure | App. | Disapp. | Not Sure |
| Governor Maura Healey | 58% | 27% | 15% | 57% | 24% | 19% | N/A | N/A | N/A | N/A | N/A | N/A |
| Senator Edward Markey | 50% | 31% | 19% | 57% | 28% | 15% | 53% | 35% | 11% | 49% | 32% | 19% |
| Senator Elizabeth Warren | 55% | 33% | 12% | 54% | 34% | 12% | 54% | 39% | 7% | 52% | 37% | 11% |
| Mass State Legislature | 54% | 29% | 16% | 57% | 28% | 15% | 54% | 34% | 12% | 50% | 33% | 17% |
| Attorney General Andrea Campbell | 36% | 22% | 42% | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |
| President Joe Biden | 49% | 46% | 5% | 50% | 46% | 4% | 53% | 45% | 2% | 45% | 50% | 5% |
| U.S. Congress | 18% | 71% | 11% | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A | N/A |

Ideology (N=700)

How would you describe each of the following individuals and groups?

| | Very Liberal | Liberal | Somewhat Liberal | Middle of the Road | Somewhat Conservative | Conservative | Very Conservative | Not Sure |
|---------------------------------|--------------|---------|------------------|--------------------|-----------------------|--------------|-------------------|----------|
| Governor Maura Healey | 21% | 29% | 18% | 11% | 2% | 1% | 1% | 18% |
| Senator Edward Markey | 28% | 23% | 14% | 12% | 2% | 2% | 0% | 19% |
| Senator Elizabeth Warren | 41% | 25% | 10% | 6% | 4% | 1% | 1% | 12% |
| Massachusetts State Legislature | 16% | 21% | 23% | 18% | 4% | 2% | 1% | 15% |

One Word Healey (N=700)

What one word would you use to describe Governor Maura Healey?



Healey and Legislature One Issue (N=700)

Of the following issues, please select the ***one*** issue that you would like to see Governor Maura Healey and the Massachusetts State Legislature address in the coming year:

| | |
|------------------------------------|------------|
| | |
| Housing Shortage and Affordability | 31% |
| Immigration | 12% |
| Crime | 8% |
| Transportation and Infrastructure | 9% |
| Health care | 9% |
| Reproductive rights | 2% |
| Taxes | 8% |
| Climate change | 9% |
| Homelessness | 11% |

Healey Issue Performance (N=700)

Thinking back on Maura Healey’s first ten months as the Governor of the Commonwealth of Massachusetts, please indicate how well you think that Governor Healey has handled...

| | Very Well | Somewhat Well | Not Too Well | Not Well At All | Don’t Know |
|--|-----------|---------------|--------------|-----------------|------------|
| The Economy | 10% | 38% | 12% | 20% | 20% |
| Migrants, Refugees, and Asylum Seekers | 7% | 31% | 15% | 26% | 20% |
| Climate Change | 10% | 27% | 13% | 13% | 37% |
| Education | 12% | 36% | 12% | 13% | 28% |
| Taxes | 9% | 34% | 11% | 20% | 26% |
| Housing Shortage and Affordability | 6% | 22% | 27% | 24% | 22% |
| Transportation | 8% | 27% | 21% | 20% | 24% |
| Child Care | 9% | 27% | 13% | 13% | 40% |
| The MBTA (N=489) | 6% | 28% | 22% | 21% | 22% |

Healey Expectations (N=700)

Has Governor Healey exceeded, met, or fallen short of your expectations during her term as Governor?

| | Oct. 2023 | Apr. 2023 |
|------------------------------|--------------|--------------|
| Exceeded expectations | 12% | 8% |
| Met expectations | 56% | 61% |
| Fallen short of expectations | 32% | 32% |

Healey Promises (N=700)

During Maura Healey’s campaign for governor, she promised to (insert from row). Do you believe that Governor Maura Healey has kept her promise or broken her promise to (insert from row)?

| | Kept Her Promise | Broken Her Promise | Don’t Know |
|---|---------------------|--------------------------|---------------|
| make housing more affordable | 19% | 40% | 41% |
| reform the state’s tax laws | 28% | 28% | 44% |
| lower child care costs | 21% | 27% | 52% |
| improve the safety and efficiency of the MBTA | 30% | 32% | 38% |
| increase state investments in offshore wind and solar power | 28% | 14% | 58% |
| encourage more people to live in Massachusetts | 35% | 21% | 44% |
| be more transparent than past governors in providing public records when requested | 29% | 22% | 48% |

Which Governor (N=700)

For each of the following issues, please indicate whether you believe that former Governor Charlie Baker or current Governor Maura Healey better handled ...

| | Former Governor Charlie Baker | Governor Maura Healey |
|---------------------|----------------------------------|--------------------------|
| The Economy | 61% | 39% |
| Climate Change | 46% | 54% |
| Reproductive Rights | 37% | 63% |
| Child Care | 44% | 56% |
| Taxes | 54% | 46% |
| Education | 49% | 51% |
| Transportation | 51% | 49% |
| Housing | 51% | 49% |

**Demographic Breakdown of October 2023 University of Massachusetts
Amherst/WCVB Poll (N=700)**

| | |
|-----------------|-----|
| | |
| Men | 48% |
| Women | 52% |
| 18-29 | 22% |
| 30-54 | 37% |
| >55 | 41% |
| HS or less | 32% |
| Some Coll. | 15% |
| Coll. Deg. | 34% |
| Postgrad | 19% |
| <\$40K | 23% |
| \$40K-\$100K | 42% |
| >\$100K | 35% |
| Democrat | 52% |
| Independent | 23% |
| Republican | 25% |
| Liberal | 46% |
| Moderate | 32% |
| Conservative | 23% |
| White | 78% |
| People of Color | 22% |
| Biden | 67% |
| Trump | 33% |