UMassAmherst | UMass Poll

Crosstabs
University of Massachusetts Amherst/WCVB
October 2026 Massachusetts Poll

Field Dates:	October 5 –12, 2026
Sample:	800 Registered Voters
Margin of Error:	4.2%

YouGov interviewed 852 registered voters in the state of Massachusetts. The respondents were then matched down to a sample of 800 to produce the final dataset. The respondents were matched to a sampling frame of registered voters in Massachusetts on gender, age, race, and education. The frame was constructed by stratified sampling from the full 2024 Current Population Survey (CPS) sample, restricted to Massachusetts residents who were registered to vote.

Cases were selected by stratified sampling from this subset, with selection within strata by weighted sampling with replacement (using the person weights on the public use file). 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. 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 2024 presidential vote choice as well as gender, age, race, and education, to produce the final weight.

UMass Poll Directors/Fellows

Prof. Tatishe M. Nteta, Ph.D. – Director	nteta@polsci.umass.edu
Prof. Raymond La Raja, Ph.D. – Co-Director	laraja@polsci.umass.edu
Prof. Jesse Rhodes, Ph.D. – Co-Director	jrhodes@polsci.umass.edu
Prof. Alex Theodoridis, Ph.D. – Co-Director	atheodoridis@umass.edu
Minhye Joo, Ph.D. – Postdoctoral Fellow	mjoo@umass.edu
Sydney Brake – Graduate Research Fellow	sbrake@umass.edu
Lane Cuthbert - Graduate Research Fellow	lcuthbert@umass.edu
Adam Eichen - Graduate Research Fellow	aeichen@umass.edu
Tim Komatsu – Graduate Research Fellow	tkomatsu@umass.edu
Jesse Usher Barrett – Graduate Research Fellow	jusherbarret@umass.edu

GUBERNATORIAL ELECTION (WITH LEANERS)

		Healey	Minogue	James	Other	Don't Know
Gender	Men	47%	42%	7%	0%	3%
	Women	66%	24%	5%	3%	3%
Age	18-29	52%	32%	10%	3%	3%
	30-54	60%	26%	7%	1%	6%
	>55	57%	38%	3%	2%	1%
Education	HS or less	48%	38%	5%	4%	48%
	Some Coll.	45%	36%	11%	2%	45%
	Coll. Deg.	57%	33%	7%	1%	57%
	Postgrad	73%	24%	2%	1%	73%
Income	<$40k	54%	28%	7%	4%	54%
	$40k-$100k	62%	29%	5%	1%	62%
	>100k	56%	36%	6%	1%	56%
Party ID	Dem.	91%	3%	5%	0%	91%
	Ind.	38%	29%	15%	8%	9%
	Rep.	4%	93%	1%	0%	2%
Ideology	Lib	90%	3%	6%	0%	1%
	Mod.	58%	31%	5%	2%	3%
	Cons.	9%	84%	3%	1%	3%
Race	White	54%	36%	6%	2%	3%
	POC	70%	16%	5%	2%	6%
2024Vote	Harris	90%	3%	5%	1%	1%
	Trump	9%	89%	1%	0%	1%

HEALEY APPROVAL (% APPROVE)

	Category	Oct. 2026	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023
Gender	Men	52%	52%	54%	52%	54%	54%	58%	51%
	Women	62%	59%	60%	51%	61%	55%	58%	62%
Age	18-29	52%	62%	58%	43%	51%	40%	55%	49%
	30-54	61%	54%	55%	55%	59%	57%	56%	60%
	>55	57%	55%	58%	52%	60%	59%	62%	57%
Education	HS or less	53%	42%	48%	37%	54%	44%	49%	50%
	Some Coll.	48%	56%	60%	49%	59%	54%	55%	59%
	Coll. Deg.	53%	59%	56%	55%	55%	54%	59%	59%
	Postgrad	72%	64%	72%	71%	65%	71%	73%	62%
Income	<$40k	58%	53%	49%	40%	58%	55%	63%	54%
	$40k-$100k	58%	61%	59%	50%	61%	48%	54%	60%
	>100k	58%	53%	63%	60%	57%	59%	66%	59%
Party ID	Dem.	86%	85%	82%	71%	82%	75%	80%	75%
	Ind.	40%	36%	32%	40%	42%	29%	36%	37%
	Rep.	12%	14%	21%	17%	20%	26%	31%	29%
Ideology	Lib	86%	87%	85%	74%	84%	76%	82%	75%
	Mod.	56%	52%	59%	48%	54%	52%	54%	56%
	Cons.	17%	13%	18%	14%	22%	22%	26%	23%
Race	White	55%	53%	61%	53%	57%	53%	56%	58%
	POC	67%	68%	56%	51%	61%	58%	64%	56%
2020/4Vote	Biden/Harris	87%	84%	82%	74%	86%	80%	87%	79%
	Trump	16%	14%	24%	25%	13%	21%	28%	23%

SIMILAR TO TRUMP (% SIMILAR)

	Category	Abortion	Immigration Enforcement	Health Care	Taxes	Transgender Rights
Gender	Men	85%	86%	86%	88%	84%
	Women	83%	88%	84%	86%	84%
Age	18-29	73%	77%	76%	78%	79%
	30-54	81%	85%	84%	87%	82%
	>55	91%	92%	90%	91%	88%
Education	HS or less	81%	85%	82%	80%	80%
	Some Coll.	78%	79%	79%	80%	76%
	Coll. Deg.	86%	86%	86%	90%	88%
	Postgrad	88%	93%	90%	93%	87%
Income	<$40k	80%	84%	83%	79%	79%
	$40k-$100k	84%	84%	85%	86%	83%
	>100k	86%	90%	86%	91%	87%
Party ID	Dem.	88%	86%	87%	89%	87%
	Ind.	78%	83%	81%	81%	72%
	Rep.	81%	91%	84%	87%	87%
Ideology	Lib	90%	88%	88%	90%	89%
	Mod.	80%	87%	83%	86%	80%
	Cons.	83%	88%	84%	87%	84%
Race	White	87%	89%	87%	90%	87%
	POC	70%	76%	77%	75%	72%
2024Vote	Harris	91%	89%	89%	91%	89%
	Trump	84%	90%	85%	88%	85%

HEALEY PROMISES (% PROMISE KEPT)

		Cut Taxes	Reduce Cost of Living	Protect Abortion Rights	Increase Construction of More Affordable Homes	Encourage More Residents to Remain Living in MA
Gender	Men	43%	37%	84%	55%	58%
	Women	46%	41%	86%	62%	65%
Age	18-29	46%	39%	81%	58%	62%
	30-54	49%	41%	88%	61%	64%
	>55	40%	38%	84%	56%	59%
Education	HS or less	47%	41%	78%	56%	66%
	Some Coll.	40%	40%	78%	49%	55%
	Coll. Deg.	38%	35%	86%	58%	56%
	Postgrad	53%	43%	94%	67%	68%
Income	<$40k	52%	47%	82%	56%	66%
	$40k-$100k	45%	41%	84%	59%	66%
	>100k	43%	36%	87%	60%	57%
Party ID	Dem.	63%	55%	95%	80%	84%
	Ind.	34%	32%	78%	46%	53%
	Rep.	14%	14%	70%	25%	23%
Ideology	Lib	62%	54%	97%	80%	84%
	Mod.	45%	39%	87%	58%	63%
	Cons.	16%	17%	68%	29%	24%
Race	White	40%	35%	85%	54%	57%
	POC	65%	57%	87%	78%	80%
2024Vote	Harris	63%	54%	95%	79%	84%
	Trump	12%	13%	71%	24%	21%

MOST RESPONSIBLE FOR INCREASED COSTS

	Category	Trump	Biden	Healey	Mass. State Leg.	Democratic Party	Republican Party	Large Corporations
Gender	Men	52%	9%	11%	4%	10%	5%	9%
	Women	58%	5%	9%	4%	4%	7%	13%
Age	18-29	48%	8%	6%	7%	2%	6%	22%
	30-54	53%	4%	10%	3%	7%	9%	13%
	>55	59%	8%	11%	4%	8%	4%	6%
Education	HS or less	53%	6%	12%	3%	12%	1%	12%
	Some Coll.	51%	7%	10%	4%	6%	2%	19%
	Coll. Deg.	51%	8%	11%	5%	5%	9%	10%
	Postgrad	63%	4%	7%	4%	4%	9%	9%
Income	<$40k	55%	6%	8%	3%	9%	8%	12%
	$40k-$100k	61%	5%	8%	5%	6%	5%	11%
	>100k	49%	9%	11%	4%	7%	7%	13%
Party ID	Dem.	76%	0%	2%	3%	1%	9%	9%
	Ind.	54%	7%	5%	4%	8%	3%	18%
	Rep.	14%	19%	30%	7%	16%	2%	12%
Ideology	Lib	76%	0%	1%	2%	1%	10%	10%
	Mod.	60%	5%	9%	3%	5%	5%	13%
	Cons.	12%	22%	26%	9%	20%	2%	10%
Race	White	54%	7%	11%	4%	7%	5%	11%
	POC	57%	5%	5%	4%	6%	9%	13%
2024Vote	Harris	76%	1%	1%	2%	2%	10%	9%
	Trump	14%	20%	27%	9%	16%	2%	12%

SENATE ELECTION (WITH LEANERS)

	Category	Markey	Deaton	Ayyadurai	Tache	Other	Don't Know
Gender	Men	47%	39%	8%	2%	1%	2%
	Women	63%	21%	4%	3%	3%	6%
Age	18-29	47%	29%	8%	8%	2%	5%
	30-54	60%	24%	6%	2%	2%	6%
	>55	55%	35%	4%	1%	2%	3%
Education	HS or less	46%	33%	6%	2%	5%	8%
	Some Coll.	43%	36%	11%	3%	3%	4%
	Coll. Deg.	57%	30%	4%	3%	2%	4%
	Postgrad	70%	21%	4%	2%	1%	3%
Income	<$40k	52%	26%	5%	2%	8%	6%
	$40k-$100k	58%	27%	5%	4%	0%	5%
	>100k	55%	32%	7%	2%	2%	2%
Party ID	Dem.	90%	1%	4%	3%	0%	2%
	Ind.	36%	20%	15%	4%	10%	15%
	Rep.	1%	93%	2%	1%	0%	2%
Ideology	Lib	89%	2%	3%	4%	0%	2%
	Mod.	53%	27%	7%	4%	2%	7%
	Cons.	10%	81%	3%	0%	4%	2%
Race	White	52%	33%	6%	3%	2%	4%
	POC	69%	16%	2%	2%	4%	7%
2024Vote	Harris	88%	1%	5%	3%	1%	3%
	Trump	9%	84%	1%	1%	2%	3%

SECRETARY OF STATE ELECTION

	Category	Galvin	Brensley	Other	Don't Know
Gender	Men	53%	35%	3%	9%
	Women	64%	19%	4%	13%
Age	18-29	46%	34%	4%	17%
	30-54	59%	22%	4%	14%
	>55	65%	26%	3%	6%
Education	HS or less	49%	33%	6%	12%
	Some Coll.	49%	32%	8%	11%
	Coll. Deg.	61%	24%	2%	13%
	Postgrad	71%	20%	2%	7%
Income	<$40k	56%	25%	6%	13%
	$40k-$100k	63%	21%	3%	13%
	>100k	58%	32%	3%	7%
Party ID	Dem.	89%	3%	2%	7%
	Ind.	43%	21%	12%	24%
	Rep.	12%	77%	1%	10%
Ideology	Lib	86%	3%	2%	9%
	Mod.	64%	20%	3%	13%
	Cons.	15%	74%	4%	7%
Race	White	58%	29%	3%	10%
	POC	66%	13%	4%	17%
2024Vote	Harris	86%	3%	2%	9%
	Trump	20%	69%	2%	9%

ATTORNEY GENERAL ELECTION

	Category	Campbell	Walsh	Other	Don't Know
Gender	Men	47%	42%	3%	8%
	Women	62%	22%	2%	14%
Age	18-29	53%	35%	0%	11%
	30-54	56%	25%	5%	14%
	>55	54%	35%	2%	9%
Education	HS or less	43%	36%	5%	15%
	Some Coll.	47%	38%	6%	9%
	Coll. Deg.	57%	31%	1%	11%
	Postgrad	67%	23%	0%	10%
Income	<$40k	52%	27%	8%	14%
	$40k-$100k	59%	26%	2%	13%
	>100k	53%	38%	1%	8%
Party ID	Dem.	88%	4%	1%	7%
	Ind.	32%	29%	10%	28%
	Rep.	4%	87%	0%	8%
Ideology	Lib	87%	4%	1%	8%
	Mod.	53%	27%	3%	17%
	Cons.	10%	80%	5%	5%
Race	White	53%	35%	2%	10%
	POC	64%	17%	4%	15%
2024Vote	Harris	85%	4%	2%	9%
	Trump	9%	81%	2%	8%

TREASURER ELECTION

	Category	Goldberg	Dionne	Other	Don't Know
Gender	Men	47%	35%	5%	12%
	Women	55%	19%	3%	22%
Age	18-29	44%	31%	5%	20%
	30-54	56%	22%	6%	16%
	>55	51%	28%	3%	18%
Education	HS or less	40%	32%	8%	20%
	Some Coll.	40%	34%	8%	17%
	Coll. Deg.	53%	25%	3%	19%
	Postgrad	66%	20%	0%	13%
Income	<$40k	50%	24%	8%	19%
	$40k-$100k	51%	24%	3%	22%
	>100k	54%	30%	3%	13%
Party ID	Dem.	83%	4%	1%	12%
	Ind.	27%	21%	14%	38%
	Rep.	7%	76%	3%	14%
Ideology	Lib	84%	5%	1%	10%
	Mod.	48%	21%	5%	26%
	Cons.	11%	71%	4%	14%
Race	White	50%	30%	4%	16%
	POC	57%	12%	6%	26%
2024Vote	Harris	80%	3%	2%	14%
	Trump	11%	70%	3%	16%

AUDITOR ELECTION

	Category	DiZoglio	Ozonoff	Other	Don't Know
Gender	Men	60%	15%	6%	19%
	Women	61%	7%	5%	27%
Age	18-29	66%	13%	1%	20%
	30-54	60%	10%	8%	23%
	>55	59%	11%	6%	25%
Education	HS or less	49%	14%	11%	26%
	Some Coll.	58%	11%	10%	21%
	Coll. Deg.	62%	9%	4%	25%
	Postgrad	70%	10%	0%	20%
Income	<$40k	49%	14%	12%	24%
	$40k-$100k	61%	10%	4%	25%
	>100k	64%	11%	4%	21%
Party ID	Dem.	83%	3%	1%	13%
	Ind.	34%	14%	15%	38%
	Rep.	33%	25%	8%	33%
Ideology	Lib	83%	3%	1%	13%
	Mod.	58%	10%	5%	27%
	Cons.	31%	25%	14%	30%
Race	White	60%	11%	5%	24%
	POC	64%	10%	6%	20%
2024Vote	Harris	80%	4%	2%	14%
	Trump	34%	23%	10%	33%

BALLOT QUESTIONS (% YES)

	Category	Quest 1	Quest 2	Quest 3	Quest 4	Quest 5	Quest 6	Quest 7	Quest 8	Quest 9
Gender	Men	85%	56%	52%	63%	64%	68%	65%	35%	65%
	Women	82%	50%	46%	71%	53%	72%	65%	27%	74%
Age	18-29	83%	52%	54%	78%	61%	71%	63%	39%	62%
	30-54	80%	60%	50%	72%	56%	69%	68%	29%	72%
	>55	87%	47%	45%	58%	60%	70%	64%	28%	71%
Education	HS or less	81%	49%	57%	63%	71%	69%	68%	40%	65%
	Some Coll.	81%	41%	46%	65%	54%	62%	60%	25%	60%
	Coll. Deg.	85%	49%	45%	65%	58%	68%	59%	28%	70%
	Postgrad	86%	68%	48%	73%	51%	77%	73%	28%	80%
Income	<$40k	77%	47%	44%	65%	57%	69%	64%	23%	65%
	$40k-$100k	84%	49%	47%	68%	57%	68%	66%	30%	70%
	>100k	86%	58%	53%	68%	62%	72%	65%	35%	72%
Party ID	Dem.	85%	66%	47%	83%	52%	80%	74%	25%	86%
	Ind.	73%	33%	56%	53%	51%	60%	56%	28%	58%
	Rep.	90%	41%	47%	44%	77%	56%	55%	44%	45%
Ideology	Lib	90%	72%	44%	90%	52%	82%	74%	17%	89%
	Mod.	79%	48%	56%	61%	60%	69%	68%	35%	73%
	Cons.	86%	35%	43%	40%	69%	54%	51%	46%	40%
Race	White	84%	51%	49%	65%	60%	69%	64%	28%	69%
	POC	83%	61%	49%	75%	53%	75%	68%	41%	74%
2024Vote	Harris	85%	66%	50%	82%	51%	81%	72%	23%	87%
	Trump	88%	37%	45%	41%	71%	54%	52%	43%	44%
Marijuana Use	Never Used	N/A	N/A	N/A	N/A	N/A	N/A	N/A	41%	N/A
	Previously Used	N/A	N/A	N/A	N/A	N/A	N/A	N/A	28%	N/A
	Currently Use	N/A	N/A	N/A	N/A	N/A	N/A	N/A	20%	
Gun Owner	Yes	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	76%
	No	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	47%

Demographic Breakdown of October 2026 University of Massachusetts Amherst/WCVB Poll

	All Respondents (N=800)
Men	46%
Women	54%
18-29	18%
30-54	37%
>55	45%
HS or less	24%
Some Coll.	14%
Coll. Deg.	34%
Postgrad	27%
<$40K	18%
$40K-$100K	38%
>$100K	45%
Self-Identified Democrat	54%
Self-Identified Independent	19%
Self-Identified Republican	27%
Liberal	39%
Moderate	37%
Conservative	24%
White	81%
People of Color	19%
Harris	63%
Trump	37%