UMassAmherst | UMass Poll

Crosstabs
University of Massachusetts Amherst/WCVB
August 2026 Massachusetts Poll

Field Dates:	August 5 –12, 2026
Sample:	800 Registered Voters
	445 Self-Identified Democratic Primary Voters
	209 Self-Identified Republican Primary Voters
Margin of Error:	4.4% (All Respondents)
	5.8% (Self-Identified Democratic Primary Voters)
	8.7% (Self-Identified Republican Primary Voters)

YouGov interviewed 833 registered voters 18+ from Massachusetts, 462 of which were self-identified Democratic primary voters, providing two samples of interest. The initial 833 respondents were matched down to a sample of 800 registered voters, yielding 445 Democratic primary voters, to produce the main dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame was constructed by stratified sampling from the 2024 Current Population Survey (CPS) and subsetted on registered voters in the state, with selection within strata by weighted sampling with replacements (using the person weights on the public use file).

For the main sample, the cases were weighted to the sampling frame using propensity scores. The 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 a four-way stratification of gender, age (4-categories), race (2-categories), and education (4-categories), a 2-way stratification on race (2-categories) and education (4-categories), and a single stratification on home ownership to produce the final weight for the main sample.

For the 445 Massachusetts self-identified Democratic primary voters, a sampling frame of 2022 Vote Smart Massachusetts Democratic primary voters was employed. The cases were post-stratified on a three-way stratification of gender, age (4-categories), and race (2-categories), to produce the final weight for this sample of Democratic primary voters.

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REPUBLICAN GUBERNATORIAL PRIMARY (WITH LEANERS)

	Category	Shortsleeve	Minogue	Not Sure	Would Not Vote
Gender	Men	33%	51%	16%	0%
	Women	19%	54%	19%	7%
Age	18-29	11%	24%	41%	23%
	30-54	27%	55%	18%	1%
	>55	30%	59%	11%	0%
Education	HS or less	32%	52%	15%	1%
	Some Coll.	18%	43%	14%	24%
	Coll. Deg.	26%	50%	23%	0%
	Postgrad	22%	64%	14%	0%
Income	<$40k	47%	28%	24%	2%
	$40k-$100k	25%	61%	14%	0%
	>100k	21%	54%	19%	6%
Party ID	Ind.	27%	42%	30%	1%
	Rep.	26%	55%	14%	4%
Ideology	Lib	60%	16%	24%	0%
	Mod.	29%	52%	19%	0%
	Cons.	23%	55%	17%	5%
Race	White	23%	53%	20%	4%
	POC	46%	50%	4%	0%
2024Vote	Harris	21%	53%	23%	3%
	Trump	28%	54%	15%	4%

TRUMP APPROVAL (% APPROVE)

		Aug. 2026	Oct. 2025	Feb. 2025
Gender	Men	36%	32%	35%
	Women	23%	23%	29%
Age	18-29	22%	22%	31%
	30-54	29%	26%	25%
	>55	32%	31%	38%
Education	HS or less	43%	33%	37%
	Some Coll.	32%	26%	33%
	Coll. Deg.	25%	29%	34%
	Postgrad	21%	15%	19%
Income	<$40k	33%	22%	30%
	$40k-$100k	25%	31%	33%
	>100k	31%	28%	29%
Party ID	Dem.	5%	5%	3%
	Ind.	29%	24%	38%
	Rep.	74%	80%	89%
Ideology	Lib	3%	5%	7%
	Mod.	27%	25%	28%
	Cons.	75%	75%	82%
Race	White	31%	23%	27%
	POC	19%	29%	34%
2024Vote	Harris	2%	4%	6%
	Trump	79%	74%	79%

HEALEY APPROVAL (% APPROVE)

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

MASSACHUSETTS RIGHT DIRECTION/WRONG TRACK

		Aug. 2026			Oct. 2025		
	Category	Right Direction	Wrong Track	Not Sure	Right Direction	Wrong Track	Not Sure
Gender	Men	39%	47%	14%	39%	45%	16%
	Women	38%	44%	19%	40%	41%	19%
Age	18-29	40%	41%	18%	44%	36%	19%
	30-54	40%	42%	17%	38%	43%	19%
	>55	36%	49%	15%	38%	45%	16%
Education	HS or less	21%	60%	19%	29%	53%	19%
	Some Coll.	30%	42%	29%	35%	47%	17%
	Coll. Deg.	45%	45%	10%	43%	38%	19%
	Postgrad	48%	34%	18%	55%	30%	15%
Income	<$40k	25%	50%	25%	35%	47%	18%
	$40k-$100k	37%	49%	14%	39%	46%	16%
	>100k	45%	40%	14%	44%	38%	18%
Party ID	Dem.	56%	25%	19%	57%	27%	16%
	Ind.	25%	57%	18%	22%	50%	29%
	Rep.	13%	75%	12%	15%	72%	13%
Ideology	Lib	66%	20%	14%	65%	22%	13%
	Mod.	30%	51%	19%	32%	46%	22%
	Cons.	10%	75%	15%	15%	71%	14%
Race	White	37%	46%	17%	34%	40%	26%
	POC	43%	41%	16%	41%	43%	15%
2024Vote	Harris	57%	24%	18%	58%	25%	18%
	Trump	13%	75%	12%	20%	68%	13%

NATION RIGHT DIRECTION/WRONG TRACK

		Aug. 2026			Oct. 2025		
	Category	Right Direction	Wrong Track	Not Sure	Right Direction	Wrong Track	Not Sure
Gender	Men	28%	66%	5%	29%	65%	6%
	Women	17%	74%	9%	16%	74%	10%
Age	18-29	25%	65%	10%	16%	76%	8%
	30-54	19%	73%	8%	24%	66%	10%
	>55	24%	71%	6%	24%	70%	6%
Education	HS or less	28%	60%	11%	28%	62%	10%
	Some Coll.	21%	65%	15%	20%	70%	10%
	Coll. Deg.	24%	72%	4%	23%	70%	6%
	Postgrad	15%	80%	5%	12%	82%	6%
Income	<$40k	23%	67%	11%	17%	74%	9%
	$40k-$100k	20%	75%	6%	24%	68%	8%
	>100k	24%	69%	7%	25%	70%	5%
Party ID	Dem.	8%	88%	4%	8%	89%	3%
	Ind.	24%	67%	9%	14%	65%	20%
	Rep.	47%	40%	14%	60%	31%	9%
Ideology	Lib	9%	91%	0%	7%	92%	1%
	Mod.	23%	69%	8%	19%	70%	10%
	Cons.	43%	40%	17%	60%	31%	9%
Race	White	22%	70%	7%	18%	68%	14%
	POC	20%	71%	8%	23%	70%	6%
2024Vote	Harris	8%	90%	2%	8%	88%	4%
	Trump	49%	36%	15%	56%	37%	7%

BALLOT QUESTIONS (% YES)

	Category	Public Records	Primary	Single Family Housing	Same Day Registration	Marijuana	Conservation	Tax Revenue	Attorney Collective Bargaining	Gun Control
Gender	Men	84%	51%	61%	65%	33%	64%	65%	48%	68%
	Women	84%	50%	58%	74%	31%	71%	54%	42%	73%
Age	18-29	72%	54%	54%	59%	32%	68%	59%	41%	60%
	30-54	81%	50%	64%	73%	32%	72%	59%	46%	68%
	>55	91%	50%	58%	71%	32%	64%	60%	46%	76%
Education	HS or less	81%	60%	57%	64%	44%	65%	72%	41%	61%
	Some Coll.	70%	55%	52%	65%	22%	60%	62%	34%	64%
	Coll. Deg.	88%	49%	61%	69%	29%	67%	58%	42%	72%
	Postgrad	87%	42%	63%	78%	31%	73%	49%	58%	79%
Income	<$40k	80%	58%	60%	63%	41%	60%	66%	48%	66%
	$40k-$100k	85%	55%	62%	72%	27%	77%	62%	44%	74%
	>100k	85%	42%	56%	71%	32%	63%	55%	46%	71%
Party ID	Dem.	86%	51%	66%	86%	24%	80%	55%	57%	85%
	Ind.	81%	58%	48%	62%	38%	58%	61%	37%	63%
	Rep.	82%	45%	54%	44%	45%	50%	66%	27%	49%
Ideology	Lib	92%	49%	72%	92%	21%	86%	54%	66%	91%
	Mod.	79%	61%	58%	66%	34%	64%	64%	38%	73%
	Cons.	82%	37%	45%	43%	46%	47%	61%	25%	37%
Race	White	84%	51%	60%	70%	30%	67%	57%	45%	71%
	POC	84%	49%	56%	69%	41%	68%	67%	47%	70%
2024 Vote	Harris	87%	51%	66%	86%	24%	80%	55%	55%	86%
	Trump	81%	46%	50%	46%	48%	47%	67%	29%	46%

POLICIES (% SUPPORT)

	Category	Restrict Cell Phones	End Of Life	Rent Control	Native American Symbols	Columbus Day	Automated Cameras
Gender	Men	76%	69%	57%	25%	31%	36%
	Women	81%	73%	71%	38%	47%	39%
Age	18-29	60%	59%	70%	46%	54%	25%
	30-54	77%	73%	70%	39%	46%	35%
	>55	86%	74%	58%	21%	29%	44%
Education	HS or less	72%	69%	64%	22%	28%	46%
	Some Coll.	72%	62%	61%	29%	36%	29%
	Coll. Deg.	80%	73%	62%	31%	40%	33%
	Postgrad	86%	74%	71%	44%	51%	40%
Income	<$40k	65%	67%	64%	35%	42%	44%
	$40k-$100k	82%	75%	73%	33%	43%	42%
	>100k	81%	70%	59%	30%	37%	33%
Party ID	Dem.	79%	83%	81%	48%	60%	44%
	Ind.	74%	59%	58%	16%	21%	27%
	Rep.	80%	57%	40%	13%	14%	32%
Ideology	Lib	83%	87%	87%	60%	73%	35%
	Mod.	75%	67%	58%	19%	24%	39%
	Cons.	79%	56%	41%	10%	11%	40%
Race	White	81%	71%	63%	29%	37%	37%
	POC	69%	70%	74%	47%	54%	41%
2024 Vote	Harris	79%	82%	78%	44%	55%	41%
	Trump	79%	55%	40%	14%	15%	35%

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

	Self-Identified Republican Primary Voters (N=209)	Self-Identified Democratic Primary Voters (N=445)	All Respondents (N=800)
White	88%	91%	82%
People of Color	12%	9%	18%
HS or less	30%	19%	24%
Some Coll.	13%	11%	12%
Coll. Deg.	36%	36%	37%
Postgrad	21%	34%	27%
18-29	14%	9%	17%
30-54	38%	25%	38%
>55	48%	67%	46%
Liberal	3%	59%	39%
Moderate	37%	37%	36%
Conservative	61%	5%	25%
Men	52%	42%	46%
Women	48%	58%	54%
Harris	7%	94%	63%
Trump	93%	6%	37%
Self-Identified Democrat	0%	89%	53%
Self-Identified Independent	21%	11%	18%
Self-Identified Republican	79%	0%	29%
<$40K	16%	20%	21%
$40K-$100K	35%	39%	36%
>$100K	49%	41%	43%