

Toplines**University of Massachusetts Amherst/WCVB
October 2024 Massachusetts Poll**

Field Dates:	October 3 –10, 2024
Sample:	700 Respondents
Margin of Error:	4.8%

YouGov interviewed 700 Massachusetts respondents and were weighted to the sampling frame using propensity scores. The sampling frame is a politically representative "modeled frame" of US adults subsetting on Massachusetts residents, 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 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 homeownership. 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 homeownership, the 2020 presidential vote choice, as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

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General Election (N=700)

Do you intend to vote in the general election to be held on November 5, 2024?

Yes	87%
No	13%

2024 POTUS Vote Choice (N=700)

	Without Leaners	With Leaners
Donald Trump (Republican Party)	30%	30%
Kamala Harris (Democratic Party)	55%	56%
Jill Stein (Green Party)	2%	2%
Chase Oliver (Libertarian Party)	1%	1%
Claudia De La Cruz (Party for Socialism and Liberation)	1%	1%
Shiva Ayyadurai (Independent Party)	0%	0%
Other (Text Box)	1%	1%
Not sure	5%	1%
Probably won't vote	6%	7%

What one word would you use to describe Donald Trump?



What one word would you use to describe Kamala Harris?



2024 Senate Vote Choice (N=700)

	Without Leaners	With Leaners
Elizabeth Warren (Democratic Party)	54%	56%
John Deaton (Republican Party)	32%	34%
Other (Text Box)	2%	3%
Don't know	12%	7%

Issue Comparison (N=700)

Who do you think would better handle the following issues - Elizabeth Warren or John Deaton?

	Elizabeth Warren	John Deaton
The Economy	59%	41%
Climate Change	67%	33%
Reproductive Rights	70%	30%
Taxes	57%	43%
Education	62%	38%
Housing	62%	38%
Immigration	57%	43%
Crime	56%	44%
Health Care	65%	35%
Regulation of Cryptocurrency	60%	40%

Represent Comparison (N=700)

Who do you think will better represent the following groups - Elizabeth Warren or John Deaton?

	Elizabeth Warren	John Deaton
Women	73%	27%
Men	40%	60%
The Middle Class	59%	41%
The Working Class	60%	40%
People of Color	70%	30%
LGBTQ+ Americans	78%	22%
Small Business Owners	59%	41%
White People	49%	51%
Wealthy People	38%	62%
Young People	65%	35%

Qualities Comparison (N=700)

Who do you think is best described by the following characteristics - Elizabeth Warren or John Deaton?

	Elizabeth Warren	John Deaton
Honest	60%	40%
Experienced	68%	32%
Empathetic	64%	36%
Likable	58%	42%
Energetic	60%	40%
Strong	58%	42%
Moderate	49%	51%
Intelligent	62%	38%
Hard-Working	61%	39%

What one word would you use to describe Elizabeth Warren?



Deaton One Word (N=700)

What one word would you use to describe John Deaton?



2024 Ballot Questions (N=700)

There are five questions on the Massachusetts ballot in November. Please indicate how you would vote on each of the following ballot questions.

	Yes	No	Not Sure
Question 1 - would specify that the State Auditor has the authority to audit the legislature.	63%	11%	26%
Question 2 - would eliminate the requirement that a student pass the Massachusetts Comprehensive Assessment System (MCAS) tests in Mathematics, Science and Technology, and English in order to receive a high school diploma.	53%	36%	11%
Question 3 - would provide transportation network drivers (Uber, Lyft, etc.) the option to form unions to collectively bargain for wages, benefits, and working conditions with transportation network companies.	58%	27%	15%
Question 4 - would allow persons 21 and older to purchase and use natural psychedelic substances found in mushrooms and plants (i.e. psilocybin, mescaline, ibogaine, etc.) at approved locations under the supervision of a licensed facilitator; would allow persons 21 and older to grow and possess a limited quantity of these substances in their homes; and would create a state commission to regulate the use and distribution of these substances. The measure would establish a 15% state excise tax for the sale of these substances and would also allow local governments to impose a sales tax on these substances.	43%	43%	14%
Question 5 - would gradually increase the minimum hourly wage an employer must pay a tipped worker over the next five years, so that tipped workers would be paid the full state minimum wage by January 1, 2029.	61%	27%	13%

Massachusetts State Legislature One Word (N=700)

What one word would you use to describe the Massachusetts State Legislature?



Question 2 Knowledge (N=700)

We are interested in your knowledge of the debate over Question 2 which, if passed, would eliminate the requirement that a student pass the Massachusetts Comprehensive Assessment System (MCAS) tests in Mathematics, Science and Technology, and English in order to receive a high school diploma. From the following list, please indicate if the individual or group has either publicly expressed support or opposition to the passage of Question 2.

	Supports Question 2	Opposes Question 2	Don't Know
Governor Maura Healey	25%	16%	59%
Massachusetts Teacher Association (MTA)	44%	17%	39%
Massachusetts Secretary of Education Patrick Tutwiler	19%	17%	64%
Massachusetts AFL-CIO	21%	11%	68%

Question 2 Impact (N=700)

If Question 2 passes, and the requirement that a student pass the Massachusetts Comprehensive Assessment System (MCAS) tests in Mathematics, Science and Technology, and English in order to receive a high school diploma is eliminated, from the following list, please indicate what you believe will be the most likely outcome.

High school students will be able to move into the workforce more quickly without having to pass the MCAS.	31%
Educational standards in Massachusetts will decline.	29%
All of above	16%
None of the Above	13%
Don't know	11%

Ballot Question Support (N=700)

Since 1919, citizens of the Commonwealth of Massachusetts have been given the power to submit constitutional amendments and/or laws on the ballot, known as ballot questions, for voter approval or rejection. This process is called the ballot initiative process. Do you support or oppose the use of ballot questions to pass constitutional amendments or make laws?

Strongly support	45%
Somewhat support	31%
Neither support nor oppose	20%
Somewhat oppose	2%
Strongly oppose	2%

Ballot Question Views (N=700)

Please indicate the degree to which you agree or disagree with each statement.

	Strongly Agree	Somewhat Agree	Neither	Somewhat Disagree	Strongly Disagree
The ballot initiative process in Massachusetts is controlled by special interests.	12%	29%	43%	11%	5%
The ballot initiative process allows voters to address important problems that elected officials often fail to address.	33%	44%	18%	2%	2%
The wording of ballot questions is too complicated.	12%	37%	28%	15%	8%
Voters in Massachusetts do not have enough information, knowledge, or expertise to make policy through the ballot initiative process.	8%	20%	29%	25%	18%

Most Important Issue in 2024 Election (N=700)

From the list below, please select the issue that will be most important to you when voting in the 2024 general election.

	Oct. 2024	May 2024
The Economy	26%	22%
Health care	5%	8%
Taxes	2%	4%
Education	2%	2%
Climate Change	7%	7%
Supreme Court Appointments	2%	5%
Abortion	7%	8%
Immigration	18%	16%
Crime	4%	3%
The Health of our Democracy	24%	22%
Israeli-Hamas War	2%	0%

Election Violence (N=700)

	Very Concerned	Somewhat Concerned	Not Very Concerned	Not Concerned at All	Don't Know
How concerned are you about the possibility of violence <u>in Massachusetts</u> associated with the 2024 presidential election?	12%	27%	34%	24%	3%
How concerned are you about the possibility of violence <u>in the nation</u> associated with the 2024 presidential election?	32%	43%	13%	10%	2%

Outside Participation. (N=700)

In the past year, have you participated in any of the following activities? Please select all that apply.

Attended a demonstration, protest, or rally in a more electorally competitive state.	7%
Made a financial donation to a political organization in a more electorally competitive state.	10%
Made a financial donation to a political candidate in a more electorally competitive state.	12%
Posted to social media about an election in a more electorally competitive state.	20%
None of the Above	68%

Demographic Breakdown of May 2024 University of Massachusetts Amherst/WCVB Poll (N=700)

White	75%
People of Color	25%
HS or less	31%
Some Coll.	16%
Coll. Deg.	33%
Postgrad	21%
18-29	21%
30-54	39%
>55	41%
Liberal	38%
Moderate	39%
Conservative	22%
Men	48%
Women	52%
Biden	67%
Trump	33%
Self-Identified Democrat	54%
Self-Identified Independent	21%
Self-Identified Republican	25%
Parent	53%
No Children	47%