

Toplines

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
Margin of Error:	4.4% (All Respondents) 5.8% (Self-Identified Democratic 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 subsetting 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 Candidate Familiarity (N=208)

Only asked of Republicans and Pure Independents who indicated that they would participate in the 2026 Republican Primary.

In the past few months, how much have you heard about . . .

	A Great Deal	Some	Only a Little	Nothing
Brian Shortsleeve, Former Massachusetts Bay Transportation Authority Chief Administrator	17%	28%	26%	29%
Mike Minogue, Former CEO of Abiomed, a medical device company	22%	31%	22%	24%

2024 Republican Gubernatorial Primary Election (N=209)

Only asked of respondents who indicated that they identify as Republicans and Pure Independents who indicated that they would participate in the 2026 Republican Primary.

If the Massachusetts Republican Gubernatorial Primary were held today, which one of the following candidates would you support in the Massachusetts Republican Gubernatorial Primary?

	Aug. 2026		Oct. 2025	
	Without Leaners	With Leaners	Without Leaners	With Leaners
Former Massachusetts Bay Transportation Authority Chief Administrator Brian Shortsleeve	24%	26%	27%	37%
Former CEO of Abiomed, a medical device company, Mike Minogue	49%	53%	15%	23%
Former Massachusetts Secretary of Housing and Economic Development Mike Kennealy	N/A		15%	22%
Not Sure	24%	18%	43%	16%
Would not Vote	4%	4%	0%	2%

Candidate Qualities (N=209)

Only asked of Republicans and Pure Independents who indicated that they would participate in the 2026 Republican Primary.

From the list below, please rank the **top three** qualities that are the most important to you when deciding who you will vote for in the 2026 Republican Gubernatorial Primary.

	1 st	2 nd	3 rd	1 st	2 nd	3 rd
best represents my views on the issues	21%	20%	12%	11%	15%	17%
strongest leader	10%	7%	15%	12%	10%	14%
will challenge Democrats in the Massachusetts Legislature/on Beacon Hill	13%	10%	15%	8%	4%	13%
most honest and trustworthy	17%	16%	15%	15%	13%	10%
most experienced	5%	4%	3%	3%	8%	7%
represents a new generation of leadership	N/A			2%	10%	5%
cares about people like me	9%	12%	8%	14%	8%	10%
most conservative candidate	5%	5%	5%	7%	5%	3%
most moderate candidate	3%	6%	7%	2%	1%	4%
Has best chance to win general election/will win the general election	4%	5%	8%	6%	8%	3%
supports President Trump's agenda	6%	11%	8%	14%	7%	8%
If the candidate has the endorsement of President Donald Trump	5%	4%	4%	5%	6%	2%
has the endorsement of former Governor Charlie Baker	N/A			2%	3%	4%

Satisfied (N=209)

Only asked of Republicans and Pure Independents who indicated that they would participate in the 2026 Republican Primary.

How satisfied are you with the two candidates running for the Republican nomination for governor of the Commonwealth of Massachusetts?

Very satisfied	21%
Somewhat satisfied	67%
Somewhat dissatisfied	8%
Very dissatisfied	4%

2026 Gubernatorial General Election (N=800)

Governor Maura Healey is running unopposed in the Democratic primary election for governor of Massachusetts. If Governor Maura Healey was running against the Republican candidate, [Insert Candidate], in the 2026 general election for governor, who would you be most likely to vote for? – August 2026

Maura Healey, a Democrat, has announced she will seek a second term as governor. If Governor Healey was running against the Republican candidate, [Insert Candidate], in the 2026 general election for governor, who would you be most likely to vote for? – Oct. 2025

	Aug. 2026	Oct. 2025
Governor Maura Healey	51%	49%
Former Massachusetts Bay Transportation Authority Chief Administrator Brian Shortsleeve	32%	27%
Not Sure	14%	18%
Would not Vote	3%	7%

	Aug. 2026	Oct. 2025
Governor Maura Healey	53%	51%
Former CEO of Abiomed, Mike Minogue	33%	26%
Not Sure	12%	16%
Would not Vote	2%	7%

Ballot Questions (N=800)

There are a number of ballot initiatives that may appear on the 2026 ballot. Thinking ahead to the 2026 general election, please indicate how you would vote on each of the following potential ballot questions. A ballot question that would . . .

	Would Definitely Vote Yes	Would Probably Vote Yes	Would Probably Vote No	Would Definitely Vote No	Undecided	Do Not Understand Ballot Question
make most official records held by both the Massachusetts State Legislature and the Governor subject to the state's public records laws and available to the public?	54%	30%	5%	2%	7%	3%
replace Democratic and Republican primary elections with a single primary in which all candidates compete regardless of party affiliation and the top two candidates advance to the general election?	20%	31%	13%	19%	17%	1%
allow single-family homes to be built in residentially zoned areas on lots that are at least 5,000 square feet, have access to public sewer and water services, and have at least 50 feet of street frontage?	23%	36%	9%	12%	14%	6%
allow eligible residents to register to vote and cast their ballot on Election Day and during early voting periods?	41%	28%	8%	14%	5%	2%

	Would Definitely Vote Yes	Would Probably Vote Yes	Would Probably Vote No	Would Definitely Vote No	Undecided	Do Not Understand Ballot Question
repeal the laws that legalize, regulate, and tax the retail sale of recreational marijuana in Massachusetts while allowing adults age 21 and older to possess up to one ounce of marijuana?	15%	18%	15%	40%	10%	3%
establish a “Nature for All Fund” to support conservation efforts and improvements to public parks using state tax revenues collected from sporting goods, recreational vehicles, and golf-related activities?	29%	38%	11%	11%	8%	2%
change the limit on state tax revenues so that annual revenue growth is tied to the average growth of wages and salaries in Massachusetts over the previous three years, with any revenue collected above the limit refunded to taxpayers?	22%	37%	9%	5%	16%	10%
allow employees of the Committee for Public Counsel Services, including attorneys who represent indigent criminal defendants, to engage in collective bargaining and increase compensation for bar advocates?	15%	30%	14%	10%	18%	13%

uphold the state firearms law that expanded the definition of assault-style firearms, created a statewide electronic firearms registration system, expanded red flag provisions, prohibited ghost guns, and restricted the carrying of firearms in schools, polling places, and government buildings?	48%	22%	9%	13%	5%	2%
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State of the National Economy (N=800)

Thinking about the state of our national economy, would you rate the nation's economy as excellent, good, fair, or poor?

	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023	Oct. 2022	June 2022	Nov. 2021	March 2021	Oct. 2020
Excellent	4%	3%	2%	4%	5%	4%	4%	3%	4%	3%	1%	4%
Good	21%	20%	28%	36%	32%	32%	23%	22%	18%	29%	19%	19%
Fair	38%	41%	47%	32%	37%	35%	46%	37%	37%	42%	55%	38%
Poor	37%	36%	23%	28%	26%	29%	27%	38%	41%	27%	24%	38%

State of the Massachusetts Economy (N=800)

Thinking about the state of Massachusetts' economy, would you rate Massachusetts' economy as excellent, good, fair, or poor?

	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023	Oct. 2022	June 2022	Nov. 2021	March 2021	Oct. 2020
Excellent	4%	6%	5%	8%	6%	8%	9%	7%	7%	7%	3%	4%
Good	33%	38%	46%	39%	47%	47%	45%	40%	36%	46%	39%	32%
Fair	40%	38%	31%	36%	32%	31%	35%	39%	38%	34%	45%	51%
Poor	23%	17%	18%	17%	15%	15%	11%	14%	19%	13%	13%	13%

State of Own Economic Situation (N=800)

Thinking about your own economic situation, would you rate your own economic situation as excellent, good, fair, or poor?

	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023	Oct. 2022	June 2022	Nov. 2021
Excellent	6%	4%	8%	6%	7%	11%	10%	8%	8%	9%
Good	35%	38%	32%	39%	38%	36%	34%	36%	34%	38%
Fair	41%	37%	44%	38%	38%	37%	36%	40%	41%	35%
Poor	17%	21%	15%	17%	17%	16%	20%	17%	17%	18%

Nation Right Direction/Wrong Track (N=800)

Do you think things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023	Oct. 2022	June 2022	Nov. 2021	March 2021	Oct. 2020
Right Direction	22%	22%	24%	28%	26%	21%	22%	21%	18%	31%	31%	24%
Wrong Track	71%	70%	64%	58%	59%	63%	65%	66%	67%	52%	51%	71%
Not Sure	7%	8%	12%	14%	15%	16%	13%	12%	15%	17%	18%	5%

MA Right Direction/Wrong Track (N=800)

Do you think things in Massachusetts are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023	Oct. 2022	June 2022	Nov. 2021	March 2021	Oct. 2020
Right Direction	38%	40%	41%	46%	44%	46%	44%	45%	40%	50%	47%	49%
Wrong Track	45%	43%	38%	41%	36%	37%	33%	36%	38%	30%	30%	32%
Not Sure	17%	18%	21%	14%	20%	17%	23%	19%	22%	20%	23%	19%

Approval (N=800)

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

	Aug. 2026			Oct. 2025			Feb. 2025			Oct. 2024		
	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure
Governor Maura Healey	56%	39%	5%	57%	32%	11%	52%	36%	12%	58%	32%	10%
Senator Edward Markey	56%	35%	9%	54%	28%	18%	51%	29%	20%	54%	31%	15%
Senator Elizabeth Warren	55%	40%	5%	57%	35%	8%	53%	36%	11%	53%	38%	8%
Mass State Legislature	47%	43%	10%	51%	34%	15%	50%	35%	15%	46%	37%	16%
President Donald Trump	29%	70%	1%	27%	69%	4%	32%	64%	4%			

In a word or two, what do you think is the most important issue facing Massachusetts?



MAGA ID

Do you identify with the Make America Great Again (MAGA) movement?

	All Respondents (N=800)	Republican Respondents (N=212)	Self-Identified Republican Primary Voters (N=209)
Very much	11%	31%	31%
Somewhat	20%	44%	41%
Not at all	69%	25%	28%

Democratic Socialist

Do you identify as a democratic socialist?

	All Respondents (N=800)	Democratic Respondents (N=426)	Self-Identified Democratic Primary Voters (N=445)
Very much	10%	17%	15%
Somewhat	31%	49%	42%
Not at all	59%	34%	43%

Healey and Legislature One Issue (N=800)

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:

	Aug. 2026	Oct. 2025	Feb. 2025	May 2024	Oct. 2023
Housing	14%	24%	23%	34%	31%
Immigration	11%	15%	18%	18%	12%
Crime	2%	5%	3%	4%	8%
Transportation and Infrastructure	4%	6%	6%	9%	9%
Health care	9%	11%	15%	8%	9%
Taxes	9%	14%	12%	7%	8%
Climate change	4%	4%	5%	9%	9%
Homelessness	3%	15%	13%	9%	11%
Education	2%	6%	N/A	N/A	N/A
Replacing the State Flag	N/A	0%	N/A	N/A	N/A
Cost of Living	39%	N/A	N/A	N/A	N/A

Policies (N=800)

Do you support or oppose . . .

	Strongly Support	Somewhat Support	Neither Support nor Oppose	Somewhat Oppose	Strongly Oppose
restricting the use of cellphones by public school students during official school hours except in the case of an emergency or if the student has a medical condition or disability?	50%	29%	10%	6%	5%
allowing terminally ill, mentally capable adults with a prognosis of six months or less to live the option to obtain life-ending medication?	42%	29%	14%	5%	9%
allowing local governments to limit how much rents can be increased each year?	40%	25%	13%	9%	13%
ending the use of Native American names, symbols, or images to serve as high school, college, or university mascots or team names in Massachusetts?	17%	15%	27%	13%	28%
renaming Columbus Day as Indigenous Peoples Day?	27%	13%	21%	9%	30%
Allowing cities and towns to use automated cameras for speed enforcement?	16%	21%	15%	18%	29%

Transgender Policies (N=800)

	Strongly Support	Somewhat Support	Neither Support nor Oppose	Somewhat Oppose	Strongly Oppose
Several state legislatures have proposed or enacted legislation that prohibits transgender youth from joining school-sponsored sports teams that match their gender identity, if their gender identity is different from their sex assigned at birth. Would you support or oppose a bill that prohibits transgender youth from joining school-sponsored sports teams that match their gender identity?	27%	17%	20%	13%	23%
Several state legislatures have proposed or enacted legislation that makes providing transgender youth with gender-affirming medical care a crime. Would you support or oppose a bill that designates the provision of gender-affirming medical care to transgender youth a crime?	16%	13%	25%	14%	31%

Marijuana Legalization (N=800)

In 2016, Massachusetts voters passed an initiative that permits the possession, use, distribution, and cultivation of marijuana in limited amounts by persons age 21 and older and removed criminal penalties for such activities. Do you believe that the legalization of marijuana in Massachusetts has been positive or negative for the state?

Very positive	26%
Somewhat positive	29%
Neither positive nor negative	21%
Somewhat negative	13%
Very negative	11%

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

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

