

Toplines**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.

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General Election Participation (N=800)

Do you intend to vote in the midterm election to be held on November 3, 2026?

Yes	89%
No	4%
Not Sure	7%

Midterm Enthusiasm

Only asked of respondents who indicated that they will vote in midterm election.

How enthusiastic are you about voting in the 2026 midterm election?

	All Respondents (N=718)	Democratic Respondents (N=406)	Republican Respondents (N=197)	Independent Respondents (N=115)
Very Enthusiastic	46%	54%	42%	24%
Somewhat Enthusiastic	39%	35%	43%	46%
Not Too Enthusiastic	13%	10%	13%	26%
Not At All Enthusiastic	2%	1%	2%	4%

2026 Gubernatorial Election (N=800)

If the 2026 election for **governor** were held today, which one of the following candidates would you support?

	Without Leaners	With Leaners
Maura Healey (Democrat)	56%	57%
Michael Minogue (Republican)	31%	32%
Andrea James (Independent)	5%	6%
Other (Text Box)	1%	2%
Don't Know	7%	3%

Gubernatorial Election Motivations (N=717)

Asked only of respondents who indicate they will vote in the 2026 midterm election

From the following list, please rank the top three factors that you will consider when choosing which gubernatorial candidate you will support on Election Day.

	1 st	2 nd	3 rd
how I feel about President Donald Trump	18%	17%	19%
the cost of living in Massachusetts	42%	20%	15%
my concern about taxes in Massachusetts	13%	32%	17%
the candidate's party	11%	10%	25%
my dislike of the Republican Party	11%	17%	13%
my dislike of the Democratic Party	5%	4%	11%

How Similar to Trump (N=800)

When it comes to their views on (Insert from rows), would you say that Republican gubernatorial nominee Michael Minogue and President Donald Trump are . . .

	Very Similar	Mostly Similar	Mostly Different	Very Different
abortion	36%	48%	10%	6%
immigration enforcement	39%	47%	10%	4%
health care	33%	52%	10%	5%
taxes	34%	53%	9%	4%
transgender rights	40%	44%	11%	5%

Healey Promises (N=800)

Maura Healey made several promises during her campaign for governor in 2022. From the following list, please indicate if you believe that Governor Maura Healey has kept her promise or broken her promise to . . .

	Definitely Kept Her Promise	Somewhat Kept Her Promise	Somewhat Broke Her Promise	Definitely Broke Her Promise
Cut taxes	10%	34%	28%	28%
Reduce the cost of living	10%	29%	28%	33%
Protect abortion rights	55%	30%	8%	7%
Increase the construction of more affordable homes in the state	17%	42%	22%	19%
Encourage more residents to remain living in Massachusetts	16%	45%	18%	21%

Issue Comparison (N=800)

Which candidate for governor do you trust more to handle the following:

	Maura Healey (Democrat)	Michael Minogue (Republican)	Andrea James (Independent)
Cost of Living	57%	33%	11%
Health care	58%	32%	10%
Taxes	55%	35%	10%
Education	59%	30%	10%
Crime	55%	35%	10%
Housing	58%	32%	10%
Abortion	60%	29%	10%
Immigration	57%	34%	9%

Approval (N=800)

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

	Oct. 2026			Aug. 2026			Oct. 2025			Feb. 2025		
	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure
Governor Maura Healey	58%	38%	4%	56%	39%	5%	57%	32%	11%	52%	36%	12%

Healey One Word

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



Minogue One Word

What one word would you use to describe Michael Minogue?



Costs (N=800)

Only asked of respondents who answered 1 to any of the options in Q - Cost.

To the best of your knowledge, in the past few months, would you say the cost of (Insert from Rows) in Massachusetts has increased, decreased, or stayed the same?

	Increased	Stayed the Same	Decreased
Groceries	83%	16%	1%
Gas	87%	11%	2%
Utilities (Natural Gas, Electricity, Oil, Water, Heat, Etc.)	84%	14%	2%
Housing	75%	24%	2%

Responsible (N=768)

From the following list, who do you believe is **most responsible** for the rise in the price of goods and services in Massachusetts?

President Donald Trump	55%
Former President Joe Biden	7%
Governor Maura Healey	10%
Massachusetts State Legislature	4%
The Democratic Party	7%
The Republican Party	6%
Large Corporations	12%

State Divided Government (N=800)

Which of the following statements comes closest to your own view? It is better for the Commonwealth to . . .

have the same political party in control of the governor's office and state legislature.	48%
have control of the governor's office and state legislature divided between the two parties.	52%

2026 Senate Election (N=800)

If the 2026 election for **Senate** were held today, which one of the following candidates would you support?

	Without Leaners	With Leaners
Edward Markey (Democratic Party)	54%	56%
John Deaton (Republican Party)	28%	29%
Shiva Ayyadurai (Independent)	5%	6%
Joseph Tache (Party for Socialism and Liberation)	2%	3%
Other (Text Box)	2%	2%
Don't know	9%	4%

2026 Secretary of State (N=800)

If the 2026 election for **Secretary of State** were held today, which one of the following candidates would you support?

William Galvin (Democrat)	59%
Anne Brensley (Republican)	26%
Other (Text Box)	3%
Don't Know	11%

2026 Attorney General (N=800)

If the 2026 election for **Attorney General** were held today, which one of the following candidates would you support?

Andrea Campbell (Democrat)	55%
Michael Walsh (Republican)	31%
Other (Text Box)	3%
Don't Know	11%

2026 Treasurer Election (N=800)

If the 2026 election for **Treasurer** were held today, which one of the following candidates would you support?

Deborah Goldberg (Democrat)	52%
Elizabeth Dionne (Republican)	27%
Other (Text Box)	4%
Don't Know	18%

2026 Auditor Election (N=800)

If the 2026 election for **Auditor** were held today which one of the following candidates would you support?

Diana DiZoglio (Democrat)	60%
Al Ozonoff (Libertarian)	11%
Other	6%
Don't Know	23%

Ballot Questions 1-4 with Leaners (N=800)

There are nine ballot initiatives that will appear on the 2026 ballot. Thinking ahead to the 2026 general election, please indicate how you would vote on each of the nine 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 records held by both the Massachusetts State Legislature and the Governor subject to the state's public records laws and available to the public.	55%	29%	4%	2%	8%	3%
specify that employees of the Committee for Public Counsel Services, including attorneys who represent indigent criminal defendants, are permitted to engage in collective bargaining with their employer.	26%	27%	9%	10%	14%	14%
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%	29%	14%	25%	9%	3%
allow eligible residents to register to vote or update their voter registration address at their polling place on Election Day.	41%	26%	9%	17%	6%	2%

Ballot Questions 5-7 with Leaners (N=800)

There are nine ballot initiatives that will appear on the 2026 ballot. Thinking ahead to the 2026 general election, please indicate how you would vote on each of the nine 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
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.	30%	28%	9%	11%	13%	8%
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.	34%	36%	11%	8%	8%	3%
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.	30%	35%	10%	11%	10%	4%

Ballot Questions 8-9 with Leaners (N=800)

There are nine ballot initiatives that will appear on the 2026 ballot. Thinking ahead to the 2026 general election, please indicate how you would vote on each of the nine 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
repeal the laws that legalize, regulate, and tax the retail sale of recreational marijuana and change the penalties for possession of marijuana.	16%	15%	14%	47%	5%	3%
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.	49%	21%	6%	15%	7%	3%

Ballot Question Support (N=800)

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?

	Oct. 2026	Oct. 2024
Strongly support	41%	45%
Somewhat support	33%	31%
Neither support nor oppose	20%	20%
Somewhat oppose	5%	2%
Strongly oppose	2%	2%

Ballot Question Views (N=800)

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

	Oct. 2026	Oct. 2024	Oct. 2026	Oct. 2024	Oct. 2026	Oct. 2024	Oct. 2026	Oct. 2024	Oct. 2026	Oct. 2024
	Strongly Agree		Somewhat Agree		Neither		Somewhat Disagree		Strongly Disagree	
The ballot initiative process in Massachusetts is controlled by special interests.	11%	12%	39%	29%	38%	43%	10%	11%	2%	5%
The ballot initiative process allows voters to address important problems that elected officials often fail to address.	31%	33%	43%	44%	20%	18%	4%	2%	2%	2%
The wording of ballot questions is too complicated.	19%	12%	45%	37%	22%	28%	11%	15%	4%	8%
Voters in Massachusetts do not have enough information, knowledge, or expertise to make policy through the ballot initiative process.	9%	8%	29%	20%	26%	29%	24%	25%	12%	18%
Out of state groups have too much influence over the ballot initiative process in Massachusetts.	16%	N/A	32%	N/A	38%	N/A	11%	N/A	3%	N/A
The ballot initiative process is wasteful and takes attention away from more important issues.	7%	N/A	12%	N/A	30%	N/A	29%	N/A	22%	N/A
The ballot initiative process is an ideal form of democracy.	20%	N/A	38%	N/A	31%	N/A	8%	N/A	2%	N/A

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%