

Crosstabs

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.

UMass Poll Directors/Fellows

Prof. Tatishe Nteta, Ph.D. – Director
Prof. Raymond La Raja, Ph.D. – Co-Director
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Prof. Alex Theodoridis, Ph.D. – Co-Director
Sara Kirshbaum, Ph.D. – Postdoctoral Fellow
Lane Cuthbert - Graduate Research Fellow
Adam Eichen - Graduate Research Fellow
Donald Snyder - Graduate Research Fellow
Graham Backman – Undergraduate Research Fellow
Bel Corder - Undergraduate Research Fellow
Emily DeGowin - Undergraduate Research Fellow
Kaitlyn Soper - Undergraduate Research Fellow
CJ Tatsis – Undergraduate Research Fellow
Kaitlyn Soper - Undergraduate Research Fellow

nteta@polsci.umass.edu
laraja@polsci.umass.edu
jrhodes@polsci.umass.edu
atheodoridis@umass.edu
skirshbaum@umass.edu
lcuthbert@umass.edu
aeichen@umass.edu
desnyder@umass.edu
gbackman@umass.edu
icorder@umass.edu
edegowin@umass.edu
ksoper@umass.edu
charlestatsi@umass.edu
ksoper@umass.edu

ELECTION CHANGES (% FAVOR)

	Category	Election Day Holiday	Early Voting Registration	Same Day Registration	Incarcerated Right to Vote	End Census Requirement	Voter ID	Require Vote	Establish Independent Redistricting Commission
Gender	Men	73%	75%	62%	36%	48%	65%	40%	70%
	Women	71%	71%	65%	49%	45%	62%	46%	56%
Age	18-29	83%	75%	72%	56%	49%	55%	49%	71%
	30-54	71%	75%	65%	47%	47%	62%	48%	60%
	>55	67%	70%	57%	32%	45%	68%	35%	61%
Education	HS or less	61%	68%	58%	40%	42%	66%	43%	59%
	Some Coll.	81%	73%	70%	46%	51%	64%	50%	61%
	Coll. Deg.	75%	71%	63%	43%	48%	65%	41%	62%
	Postgrad	77%	83%	68%	43%	46%	56%	40%	71%
Income	<\$40k	64%	76%	64%	55%	38%	62%	52%	68%
	\$40k-\$100k	76%	70%	64%	41%	46%	64%	39%	63%
	>100k	74%	76%	63%	41%	54%	62%	35%	61%
Party ID	Dem.	82%	88%	78%	59%	48%	47%	47%	71%
	Ind.	65%	66%	52%	29%	44%	71%	41%	56%
	Rep.	56%	46%	43%	19%	47%	92%	37%	50%
Ideology	Lib	90%	93%	84%	67%	50%	38%	45%	71%
	Mod.	64%	66%	55%	33%	45%	71%	39%	60%
	Cons.	52%	50%	40%	19%	44%	94%	44%	51%
Race	White	74%	74%	64%	37%	48%	63%	39%	62%
	POC	67%	71%	63%	59%	43%	65%	54%	64%
2020Vote	Biden	83%	91%	78%	57%	52%	46%	46%	72%
	Trump	58%	46%	38%	11%	42%	95%	37%	48%
Parent	Parent	67%	71%	60%	38%	49%	68%	43%	59%
	No Children	77%	75%	68%	47%	44%	57%	43%	67%
Registration	Registered	74%	73%	64%	42%	48%	63%	42%	63%
	Not Registered	53%	69%	64%	53%	31%	65%	50%	56%

WHY OPPOSE SAME DAY REGISTRATION

	Category	Too Expensive	Would Not Increase Turnout	Too Difficult to Administer	Hurt Republican Candidates	Hurt Democratic Candidates
Gender	Men	0%	11%	85%	3%	0%
	Women	7%	8%	82%	3%	0%
Age	18-29	1%	7%	90%	0%	1%
	30-54	5%	6%	86%	3%	0%
	>55	3%	12%	80%	5%	0%
Education	HS or less	2%	10%	85%	2%	0%
	Some Coll.	5%	14%	77%	3%	0%
	Coll. Deg.	5%	8%	84%	3%	1%
	Postgrad	0%	8%	86%	6%	0%
Income	<\$40k	6%	12%	81%	0%	1%
	\$40k-\$100k	3%	11%	83%	3%	0%
	>100k	3%	8%	82%	7%	0%
Party ID	Dem.	5%	10%	84%	0%	1%
	Ind.	6%	10%	84%	0%	0%
	Rep.	1%	9%	83%	7%	0%
Ideology	Lib	2%	3%	95%	0%	0%
	Mod.	6%	11%	80%	2%	0%
	Cons.	1%	10%	83%	6%	0%
Race	White	3%	10%	82%	4%	0%
	POC	4%	8%	87%	0%	1%
2020 Vote	Biden	5%	14%	81%	0%	1%
	Trump	2%	7%	85%	6%	0%
Parent	Parent	3%	11%	83%	3%	0%
	No Children	5%	8%	84%	3%	0%
Registration	Registered	3%	9%	84%	4%	0%
	Not Registered	10%	13%	77%	0%	0%

WHY SUPPORT SAME DAY REGISTRATION

	Category	Increase Interest	Increase Turnout	Other States Allow	Help Republican Candidates	Help Democratic Candidates
Gender	Men	34%	55%	4%	3%	4%
	Women	24%	60%	8%	2%	5%
Age	18-29	23%	58%	11%	4%	3%
	30-54	32%	56%	4%	1%	6%
	>55	28%	60%	6%	2%	4%
Education	HS or less	23%	55%	8%	3%	10%
	Some Coll.	33%	54%	5%	2%	6%
	Coll. Deg.	24%	65%	8%	1%	2%
	Postgrad	39%	54%	3%	3%	1%
Income	<\$40k	28%	50%	10%	0%	12%
	\$40k-\$100k	28%	61%	7%	1%	4%
	>100k	32%	61%	3%	3%	1%
Party ID	Dem.	25%	63%	5%	1%	6%
	Ind.	34%	50%	12%	1%	4%
	Rep.	36%	49%	5%	10%	0%
Ideology	Lib	23%	70%	4%	1%	2%
	Mod.	36%	50%	5%	1%	9%
	Cons.	28%	47%	6%	13%	5%
Race	White	27%	64%	6%	1%	3%
	POC	36%	41%	7%	5%	11%
2020 Vote	Biden	23%	67%	4%	1%	4%
	Trump	29%	61%	5%	5%	0%
Parent	Parent	31%	58%	5%	2%	4%
	No Children	26%	57%	8%	3%	6%
Registration	Registered	28%	62%	5%	1%	4%
	Not Registered	34%	28%	17%	9%	12%

SENATE AGE LIMIT (% SUPPORT)

	Category	Oct. 2024	Oct. 2023
Gender	Men	75%	79%
	Women	70%	74%
Age	18-29	75%	87%
	30-54	72%	75%
	>55	71%	72%
Education	HS or less	70%	76%
	Some Coll.	73%	77%
	Coll. Deg.	74%	80%
	Postgrad	73%	71%
Income	<\$40k	62%	76%
	\$40k-\$100k	79%	81%
	>100k	72%	75%
Party ID	Dem.	76%	75%
	Ind.	62%	73%
	Rep.	75%	82%
Ideology	Lib	77%	77%
	Mod.	69%	70%
	Cons.	74%	83%
Race	White	74%	78%
	POC	67%	73%
2020 Vote	Biden	76%	74%
	Trump	73%	81%
Parent	Parent	73%	N/A
	No Children	72%	N/A
Registration	Registered	73%	N/A
	Not Registered	70%	N/A

Demographic Breakdown of October 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%