

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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Election Changes (N=700)

	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	Don't Know
Making Election Day a state holiday?	48%	24%	10%	13%	6%
Allowing people to register to vote and cast their ballot on Election Day?	40%	24%	12%	18%	6%
Allowing people to register to vote and cast their ballot during the early voting period?	47%	26%	10%	9%	8%
Allowing people currently serving a prison sentence the right to vote?	23%	20%	15%	31%	12%
Ending the state law that deems individuals as inactive voters if they do not respond to the annual municipal census?	25%	22%	19%	16%	18%
Requiring all voters to show government issued photo identification to vote?	42%	21%	15%	17%	5%
Requiring all eligible citizens of Massachusetts to vote in statewide elections?	24%	19%	18%	29%	9%
Establishing an independent commission to be responsible for redrawing state and congressional districts?	30%	33%	11%	5%	21%

Anti-SDR (N=221)

Only asked of respondents who indicated that they oppose same day registration.

From the list below, please indicate the most important reason why you oppose allowing people to register to vote and cast their ballot on Election Day.

It would be too expensive.	3%
It would not increase turnout in Massachusetts.	10%
It would be too difficult to administer same day registration in the state.	84%
It would hurt Republican candidates in the state.	3%
It would hurt Democratic candidates in the state.	0%

Pro-SDR (N=441)

Only asked of respondents who indicated that they support same day registration.

From the list below, please indicate the most important reason why you support allowing people to register to vote and cast their ballot on Election Day.

It would increase interest in politics and elections.	29%
It would increase turnout in Massachusetts.	58%
Other states allow people to register and vote on Election Day.	6%
It would help the Republican candidates in the state.	2%
It would help Democratic candidates in the state.	5%

Senate Age Limit (N=700)

The Constitution requires that a Senator be at least 30 years old, but there is not a maximum age limit. Do you support a constitutional amendment that would establish a maximum age limit to serve in the U.S. Senate?

	Oct. 2024	Oct. 2023
Strongly Support	43%	47%
Somewhat Support	29%	29%
Neither Support nor Oppose	17%	13%
Somewhat Oppose	5%	6%
Strongly Oppose	5%	5%

Senate Maximum Age (N=505)

Asked only of those who answered that they support establishing a maximum senatorial age limit. Average Age Presented Below.

What should be the maximum age limit to serve in the U.S. Senate?

Oct. 2024	66
Oct. 2023	67

Next Senator (N=437)

Only asked of respondents who indicated that they identify as Democrats (including leaners) or Pure Independents.

Looking ahead, **if** one of the two U.S. Senators from Massachusetts decides to retire, resign, or not seek reelection, please rank the **top three** candidates from the list below you would be most likely to vote for in a Democratic Senate primary election.

	1 st	2 nd	3 rd
Governor Maura Healey	26%	18%	11%
Former U.S. Representative Joseph P. Kennedy III	10%	11%	8%
U.S. Representative Ayanna Pressley	10%	14%	8%
Massachusetts Attorney General Andrea Campbell	5%	8%	13%
Former Governor Deval Patrick	14%	9%	14%
Former Boston Mayor Marty Walsh	12%	10%	13%
Boston Mayor Michelle Wu	13%	16%	11%
Representative Lori Trahan	2%	4%	5%
Representative Jake Auchincloss	4%	5%	8%
Other	2%	5%	9%
Would not vote in a Democratic Primary Election	0%	0%	0%

2026 Gubernatorial General Election Matchups (N=700)

Governor Maura Healey is nearing the end of her first term in office and has not publicly stated if she will seek a second term. If Governor Healey was running against [Insert Candidate] in the 2026 general election for governor, who would you be most likely to vote for?

Governor Maura Healey	40%
Former Secretary of Housing and Economic Development Michael Kennealy	14%
Not Sure	36%
Would not Vote	9%

Governor Maura Healey	43%
Former Lieutenant Governor Karyn Polito	16%
Not Sure	31%
Would not Vote	10%

Governor Maura Healey	44%
Taunton Mayor Shaunna O'Connell	14%
Not Sure	34%
Would not Vote	8%

Governor Maura Healey	47%
Former State Representative Geoff Diehl	19%
Not Sure	25%
Would not Vote	8%

Governor Maura Healey	46%
Former Republican Candidate for State Auditor Anthony Amore	20%
Not Sure	27%
Would not Vote	8%

Red Sox Blame

The Boston Red Sox finished this season with 81 wins and 81 losses and failed to make the playoffs for the third consecutive year. Thinking back on this past season, who do you believe is most responsible for the Boston Red Sox missing the playoffs?

Manager of the Boston Red Sox Alex Cora	8%
Principal Owner of Boston Red Sox John W. Henry	20%
Chief Baseball Officer of the Boston Red Sox Craig Breslow	5%
Red Sox Players	21%
Don't know	46%

Celtics Sale (N=700)

The Boston Celtics are currently up for sale, and it is expected that the final sale of the team will be completed in the calendar year. From the following list, please indicate which of the following potential owners you would most like to buy the Boston Celtics.

Jeff Bezos, Founder and Executive Chairman of Amazon	10%
John Henry, Principal Owner of the Boston Red Sox	6%
Stephen Pagliuca, Minority Owner of Boston Celtics	40%
Don't know	43%

Patriots Quarterback (N=700)

Who do you believe should be the starting quarterback of the New England Patriots?

Drake Maye	20%
Jacoby Brissett	15%
Joe Milton III	4%
Don't know	60%

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

White	76%
People of Color	24%
HS or less	32%
Some Coll.	14%
Coll. Deg.	35%
Postgrad	20%
18-29	21%
30-54	38%
>55	41%
Liberal	41%
Moderate	39%
Conservative	20%
Men	48%
Women	52%
Biden	68%
Trump	32%
Democrat	57%
Independent	18%
Republican	25%