

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.

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PRESIDENTIAL ELECTION (% SUPPORT)

	Category	Trump	Harris	Stein	Oliver	De La Cruz	Ayyadura	Other	Not Sure	Not Vote
Gender	Men	34%	53%	1%	3%	1%	0%	1%	1%	6%
	Women	27%	59%	2%	0%	0%	1%	1%	2%	8%
Age	18-29	21%	53%	3%	3%	0%	0%	1%	1%	18%
	30-54	28%	57%	3%	1%	1%	1%	1%	2%	6%
	>55	37%	57%	0%	1%	0%	0%	1%	1%	2%
Education	HS or less	31%	51%	3%	0%	1%	1%	1%	1%	11%
	Some Coll.	27%	56%	1%	2%	1%	0%	2%	2%	9%
	Coll. Deg.	34%	56%	2%	1%	0%	0%	1%	1%	5%
	Postgrad	27%	64%	0%	2%	0%	1%	0%	2%	3%
Income	<\$40k	17%	55%	6%	3%	0%	1%	2%	1%	13%
	\$40k-\$100k	35%	58%	0%	0%	1%	1%	1%	0%	3%
	>100k	33%	58%	0%	1%	0%	0%	0%	2%	6%
Party ID	Dem.	1%	87%	2%	0%	1%	0%	1%	0%	6%
	Ind.	29%	39%	3%	4%	1%	2%	1%	6%	15%
	Rep.	93%	4%	0%	1%	0%	0%	1%	0%	1%
Ideology	Lib	3%	88%	1%	0%	1%	0%	1%	0%	6%
	Mod.	30%	52%	4%	3%	0%	1%	1%	2%	7%
	Cons.	79%	14%	0%	1%	0%	0%	1%	0%	5%
Race	White	34%	55%	1%	2%	0%	0%	1%	1%	5%
	POC	19%	60%	4%	0%	1%	1%	1%	3%	11%
2020 Vote	Biden	1%	93%	2%	0%	NA	1%	1%	0%	2%
	Trump	96%	0%	0%	2%	NA	0%	1%	0%	1%
Parent	Parent	35%	56%	2%	0%	0%	0%	1%	2%	3%
	No Children	25%	56%	2%	2%	1%	1%	1%	1%	11%
Registration	Registered	32%	58%	2%	1%	1%	0%	1%	1%	4%
	Not Registered	19%	41%	0%	0%	1%	1%	1%	5%	32%

SENATE ELECTION (% SUPPORT)

	Category	Warren	Deaton	Other	Don't Know
Gender	Men	52%	42%	1%	6%
	Women	60%	26%	5%	8%
Age	18-29	57%	33%	3%	7%
	30-54	60%	28%	3%	9%
	>55	53%	39%	3%	5%
Education	HS or less	53%	34%	7%	6%
	Some Coll.	56%	28%	2%	15%
	Coll. Deg.	55%	37%	3%	6%
	Postgrad	63%	32%	0%	5%
Income	<\$40k	59%	19%	10%	12%
	\$40k-\$100k	57%	37%	1%	5%
	>100k	57%	38%	1%	4%
Party ID	Dem.	89%	4%	2%	4%
	Ind.	35%	37%	8%	19%
	Rep.	4%	93%	1%	2%
Ideology	Lib	91%	3%	3%	4%
	Mod.	52%	38%	3%	8%
	Cons.	10%	82%	2%	5%
Race	White	55%	37%	2%	6%
	POC	60%	23%	7%	10%
2020 Vote	Biden	92%	5%	1%	2%
	Trump	3%	92%	2%	3%
Parent	Parent	54%	39%	3%	5%
	No Children	59%	28%	4%	9%
Registration	Registered	58%	36%	1%	5%
	Not Registered	39%	17%	19%	26%

BALLOT QUESTIONS (% WOULD VOTE YES)

	Category	Question 1	Question 2	Question 3	Question 4	Question 5
Gender	Men	72%	44%	57%	45%	61%
	Women	55%	61%	59%	41%	60%
Age	18-29	56%	52%	72%	60%	74%
	30-54	63%	56%	58%	48%	64%
	>55	67%	51%	51%	30%	51%
Education	HS or less	58%	55%	53%	41%	61%
	Some Coll.	49%	58%	67%	42%	69%
	Coll. Deg.	68%	52%	59%	44%	56%
	Postgrad	74%	49%	58%	44%	60%
Income	<\$40k	60%	55%	59%	44%	74%
	\$40k-\$100k	61%	56%	58%	44%	57%
	>100k	67%	51%	58%	40%	56%
Party ID	Dem.	68%	63%	77%	54%	74%
	Ind.	53%	39%	45%	37%	57%
	Rep.	62%	44%	28%	24%	35%
Ideology	Lib	68%	66%	83%	63%	77%
	Mod.	63%	51%	47%	33%	53%
	Cons.	62%	40%	32%	26%	44%
Race	White	63%	54%	56%	43%	56%
	POC	63%	51%	64%	43%	75%
2020 Vote	Biden	70%	64%	73%	55%	71%
	Trump	66%	39%	27%	24%	33%
Parent	Parent	67%	56%	56%	36%	59%
	No Children	59%	50%	61%	50%	62%
Registration	Registered	66%	54%	58%	46%	59%
	Not Registered	43%	42%	56%	19%	70%

BALLOT QUESTION SUPPORT

	Category	Support	Neither	Oppose
Gender	Men	77%	18%	5%
	Women	74%	23%	3%
Age	18-29	79%	16%	5%
	30-54	71%	25%	4%
	>55	78%	18%	4%
Education	HS or less	68%	27%	5%
	Some Coll.	69%	31%	0%
	Coll. Deg.	80%	16%	5%
	Postgrad	85%	11%	4%
Income	<\$40k	64%	33%	3%
	\$40k-\$100k	81%	15%	4%
	>100k	78%	16%	6%
Party ID	Dem.	83%	15%	1%
	Ind.	60%	35%	5%
	Rep.	72%	19%	9%
Ideology	Lib	86%	13%	2%
	Mod.	77%	23%	1%
	Cons.	62%	27%	11%
Race	White	79%	17%	4%
	POC	64%	32%	4%
2020 Vote	Biden	87%	12%	2%
	Trump	74%	16%	9%
Parent	Parent	76%	19%	4%
	No Children	75%	22%	4%
Registration	Registered	80%	16%	4%
	Not Registered	41%	54%	5%

ELECTION VIOLENCE (% CONCERNED)

	Category	Massachusetts	Nation
Gender	Men	37%	70%
	Women	42%	79%
Age	18-29	44%	77%
	30-54	42%	74%
	>55	34%	75%
Education	HS or less	45%	70%
	Some Coll.	47%	75%
	Coll. Deg.	38%	75%
	Postgrad	28%	82%
Income	<\$40k	50%	77%
	\$40k-\$100k	33%	70%
	>100k	40%	80%
Party ID	Dem.	39%	87%
	Ind.	38%	68%
	Rep.	42%	55%
Ideology	Lib	35%	88%
	Mod.	36%	70%
	Cons.	44%	60%
Race	White	38%	75%
	POC	44%	76%
2020 Vote	Biden	38%	91%
	Trump	33%	48%
Parent	Parent	41%	74%
	No Children	37%	76%
Registration	Registered	39%	76%
	Not Registered	45%	63%

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%