

**Crosstabs**  
**University of Massachusetts Amherst/WCVB**  
**May 2024 Massachusetts Poll**

|                         |                       |
|-------------------------|-----------------------|
| <b>Field Dates:</b>     | May 17 – May 30, 2024 |
| <b>Sample:</b>          | 700 Respondents       |
| <b>Margin of Error:</b> | 4.4%                  |

YouGov interviewed 741 respondents who were then matched down to a sample of 700 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of Massachusetts adults, 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 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 own or rent. 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 2020 presidential vote choice as well as stratifications of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

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**HEALEY APPROVAL (% APPROVE OF JOB)**

|           | Category     | May<br>2024 | Oct.<br>2023 | Apr.<br>2023 |
|-----------|--------------|-------------|--------------|--------------|
| Gender    | Men          | 54%         | 58%          | 51%          |
|           | Women        | 55%         | 58%          | 62%          |
| Age       | 18-29        | 40%         | 55%          | 49%          |
|           | 30-54        | 57%         | 56%          | 60%          |
|           | >55          | 59%         | 62%          | 57%          |
| Education | HS or less   | 44%         | 49%          | 50%          |
|           | Some Coll.   | 54%         | 55%          | 59%          |
|           | Coll. Deg.   | 54%         | 59%          | 59%          |
|           | Postgrad     | 71%         | 73%          | 62%          |
| Income    | <\$40k       | 55%         | 63%          | 54%          |
|           | \$40k-\$100k | 48%         | 54%          | 60%          |
|           | >100k        | 59%         | 66%          | 59%          |
| Party ID  | Dem.         | 75%         | 80%          | 75%          |
|           | Ind.         | 29%         | 36%          | 37%          |
|           | Rep.         | 26%         | 31%          | 29%          |
| Ideology  | Lib          | 76%         | 82%          | 75%          |
|           | Mod.         | 52%         | 54%          | 56%          |
|           | Cons.        | 22%         | 26%          | 23%          |
| Race      | White        | 53%         | 56%          | 58%          |
|           | POC          | 58%         | 64%          | 56%          |
| 2020 Vote | Biden        | 80%         | 87%          | 79%          |
|           | Trump        | 21%         | 28%          | 23%          |

**APPROVAL (% APPROVE OF JOB)**

|           | Category     | Markey | Warren | State Leg. | Biden |
|-----------|--------------|--------|--------|------------|-------|
| Gender    | Men          | 52%    | 51%    | 48%        | 47%   |
|           | Women        | 54%    | 56%    | 55%        | 50%   |
| Age       | 18-29        | 38%    | 45%    | 46%        | 40%   |
|           | 30-54        | 56%    | 56%    | 55%        | 46%   |
|           | >55          | 58%    | 56%    | 51%        | 55%   |
| Education | HS or less   | 40%    | 42%    | 41%        | 36%   |
|           | Some Coll.   | 46%    | 49%    | 51%        | 43%   |
|           | Coll. Deg.   | 56%    | 55%    | 54%        | 49%   |
|           | Postgrad     | 73%    | 76%    | 64%        | 73%   |
| Income    | <\$40k       | 47%    | 55%    | 52%        | 48%   |
|           | \$40k-\$100k | 50%    | 51%    | 48%        | 43%   |
|           | >100k        | 60%    | 57%    | 54%        | 51%   |
| Party ID  | Dem.         | 74%    | 79%    | 69%        | 72%   |
|           | Ind.         | 27%    | 27%    | 28%        | 20%   |
|           | Rep.         | 23%    | 17%    | 27%        | 14%   |
| Ideology  | Lib          | 79%    | 80%    | 71%        | 70%   |
|           | Mod.         | 48%    | 48%    | 47%        | 46%   |
|           | Cons.        | 20%    | 21%    | 23%        | 14%   |
| Race      | White        | 53%    | 52%    | 51%        | 47%   |
|           | POC          | 51%    | 60%    | 53%        | 52%   |
| 2020 Vote | Biden        | 81%    | 83%    | 76%        | 78%   |
|           | Trump        | 20%    | 12%    | 21%        | 12%   |

## HEALEY ISSUE PERFORMANCE (% HANDLED WELL)

|           | Category     | Economy | Migrants | Climate | Education | Taxes | Housing | Transport | Child Care | Reprod. Rights |
|-----------|--------------|---------|----------|---------|-----------|-------|---------|-----------|------------|----------------|
| Gender    | Men          | 49%     | 34%      | 40%     | 51%       | 35%   | 22%     | 39%       | 38%        | 51%            |
|           | Women        | 40%     | 37%      | 38%     | 49%       | 35%   | 28%     | 43%       | 35%        | 61%            |
| Age       | 18-29        | 37%     | 40%      | 34%     | 52%       | 35%   | 23%     | 39%       | 42%        | 48%            |
|           | 30-54        | 45%     | 33%      | 40%     | 49%       | 37%   | 21%     | 40%       | 32%        | 57%            |
|           | >55          | 48%     | 36%      | 41%     | 49%       | 34%   | 30%     | 43%       | 39%        | 60%            |
| Education | HS or less   | 36%     | 24%      | 34%     | 42%       | 24%   | 22%     | 41%       | 35%        | 42%            |
|           | Some Coll.   | 39%     | 36%      | 28%     | 52%       | 35%   | 20%     | 40%       | 38%        | 54%            |
|           | Coll. Deg.   | 46%     | 41%      | 44%     | 48%       | 39%   | 26%     | 40%       | 35%        | 61%            |
|           | Postgrad     | 61%     | 46%      | 47%     | 64%       | 47%   | 33%     | 44%       | 43%        | 73%            |
| Income    | <\$40k       | 39%     | 33%      | 40%     | 44%       | 28%   | 30%     | 41%       | 40%        | 54%            |
|           | \$40k-\$100k | 39%     | 33%      | 34%     | 47%       | 34%   | 23%     | 38%       | 32%        | 51%            |
|           | >100k        | 54%     | 38%      | 46%     | 52%       | 40%   | 22%     | 42%       | 38%        | 64%            |
| Party ID  | Dem.         | 62%     | 50%      | 52%     | 62%       | 49%   | 34%     | 51%       | 46%        | 73%            |
|           | Ind.         | 23%     | 16%      | 24%     | 33%       | 23%   | 14%     | 31%       | 20%        | 43%            |
|           | Rep.         | 20%     | 17%      | 22%     | 33%       | 13%   | 12%     | 26%       | 28%        | 28%            |
| Ideology  | Lib          | 65%     | 56%      | 52%     | 65%       | 57%   | 39%     | 52%       | 44%        | 78%            |
|           | Mod.         | 39%     | 28%      | 38%     | 49%       | 31%   | 19%     | 40%       | 37%        | 54%            |
|           | Cons.        | 18%     | 15%      | 22%     | 29%       | 10%   | 14%     | 25%       | 27%        | 29%            |
| Race      | White        | 45%     | 35%      | 40%     | 50%       | 35%   | 24%     | 38%       | 37%        | 59%            |
|           | POC          | 44%     | 39%      | 37%     | 47%       | 35%   | 28%     | 52%       | 38%        | 50%            |
| 2020 Vote | Biden        | 65%     | 52%      | 57%     | 63%       | 48%   | 38%     | 53%       | 48%        | 79%            |
|           | Trump        | 17%     | 11%      | 19%     | 25%       | 11%   | 9%      | 21%       | 20%        | 31%            |

## TRANSPARENCY (% SUPPORT)

|           | Category     | Disclose Donor Names | Disclose Meeting Names | Provide Travel Information | Disclose Phone Names | Disclose Emails |
|-----------|--------------|----------------------|------------------------|----------------------------|----------------------|-----------------|
| Gender    | Men          | 74%                  | 72%                    | 71%                        | 65%                  | 61%             |
|           | Women        | 71%                  | 70%                    | 64%                        | 64%                  | 57%             |
| Age       | 18-29        | 54%                  | 59%                    | 58%                        | 61%                  | 54%             |
|           | 30-54        | 72%                  | 65%                    | 61%                        | 59%                  | 52%             |
|           | >55          | 84%                  | 83%                    | 78%                        | 72%                  | 69%             |
| Education | HS or less   | 62%                  | 60%                    | 62%                        | 55%                  | 49%             |
|           | Some Coll.   | 62%                  | 68%                    | 65%                        | 68%                  | 68%             |
|           | Coll. Deg.   | 78%                  | 73%                    | 68%                        | 67%                  | 59%             |
|           | Postgrad     | 89%                  | 87%                    | 75%                        | 74%                  | 71%             |
| Income    | <\$40k       | 63%                  | 63%                    | 67%                        | 64%                  | 54%             |
|           | \$40k-\$100k | 76%                  | 73%                    | 65%                        | 64%                  | 57%             |
|           | >100k        | 80%                  | 78%                    | 74%                        | 69%                  | 67%             |
| Party ID  | Dem.         | 75%                  | 73%                    | 69%                        | 66%                  | 61%             |
|           | Ind.         | 62%                  | 66%                    | 60%                        | 61%                  | 53%             |
|           | Rep.         | 75%                  | 70%                    | 69%                        | 65%                  | 59%             |
| Ideology  | Lib          | 80%                  | 78%                    | 68%                        | 71%                  | 64%             |
|           | Mod.         | 71%                  | 70%                    | 68%                        | 65%                  | 60%             |
|           | Cons.        | 78%                  | 76%                    | 72%                        | 63%                  | 62%             |
| Race      | POC          | 78%                  | 74%                    | 69%                        | 66%                  | 63%             |
|           | White        | 56%                  | 60%                    | 62%                        | 60%                  | 48%             |
| 2020 Vote | Biden        | 80%                  | 78%                    | 70%                        | 69%                  | 62%             |
|           | Trump        | 84%                  | 77%                    | 75%                        | 68%                  | 69%             |

## BALLOT QUESTIONS (% WOULD VOTE YES)

|           | Category     | Legalize<br>Psychedelics | MCAS | Audit<br>Legislature | Increase<br>Min.<br>Wage |
|-----------|--------------|--------------------------|------|----------------------|--------------------------|
| Gender    | Men          | 44%                      | 42%  | 69%                  | 67%                      |
|           | Women        | 37%                      | 46%  | 59%                  | 72%                      |
| Age       | 18-29        | 47%                      | 46%  | 49%                  | 77%                      |
|           | 30-54        | 48%                      | 45%  | 58%                  | 71%                      |
|           | >55          | 29%                      | 42%  | 78%                  | 63%                      |
| Education | HS or less   | 36%                      | 44%  | 58%                  | 64%                      |
|           | Some Coll.   | 50%                      | 54%  | 55%                  | 80%                      |
|           | Coll. Deg.   | 36%                      | 38%  | 70%                  | 68%                      |
|           | Postgrad     | 47%                      | 47%  | 70%                  | 74%                      |
| Income    | <\$40k       | 36%                      | 40%  | 59%                  | 64%                      |
|           | \$40k-\$100k | 38%                      | 49%  | 63%                  | 70%                      |
|           | >100k        | 42%                      | 40%  | 69%                  | 71%                      |
| Party ID  | Dem.         | 49%                      | 43%  | 61%                  | 82%                      |
|           | Ind.         | 35%                      | 35%  | 59%                  | 58%                      |
|           | Rep.         | 24%                      | 53%  | 74%                  | 48%                      |
| Ideology  | Lib          | 55%                      | 41%  | 65%                  | 85%                      |
|           | Mod.         | 36%                      | 46%  | 65%                  | 68%                      |
|           | Cons.        | 18%                      | 49%  | 72%                  | 45%                      |
| Race      | White        | 40%                      | 45%  | 67%                  | 67%                      |
|           | POC          | 41%                      | 40%  | 55%                  | 78%                      |
| 2020 Vote | Biden        | 48%                      | 43%  | 69%                  | 82%                      |
|           | Trump        | 21%                      | 51%  | 76%                  | 47%                      |

## 2024 PRESIDENTIAL ELECTION (% SUPPORT)

|           | Category     | Trump | Biden | Kennedy |
|-----------|--------------|-------|-------|---------|
| Gender    | Men          | 33%   | 45%   | 8%      |
|           | Women        | 21%   | 52%   | 9%      |
| Age       | 18-29        | 20%   | 40%   | 20%     |
|           | 30-54        | 24%   | 47%   | 9%      |
|           | >55          | 33%   | 54%   | 2%      |
| Education | HS or less   | 37%   | 32%   | 8%      |
|           | Some Coll.   | 15%   | 49%   | 16%     |
|           | Coll. Deg.   | 30%   | 49%   | 7%      |
|           | Postgrad     | 11%   | 74%   | 6%      |
| Income    | <\$40k       | 31%   | 43%   | 7%      |
|           | \$40k-\$100k | 30%   | 44%   | 7%      |
|           | >100k        | 24%   | 54%   | 10%     |
| Party ID  | Dem.         | 4%    | 78%   | 8%      |
|           | Ind.         | 27%   | 15%   | 14%     |
|           | Rep.         | 79%   | 5%    | 6%      |
| Ideology  | Lib          | 4%    | 75%   | 9%      |
|           | Mod.         | 28%   | 45%   | 9%      |
|           | Cons.        | 77%   | 9%    | 3%      |
| Race      | White        | 29%   | 49%   | 8%      |
|           | POC          | 19%   | 46%   | 11%     |
| 2020 Vote | Biden        | 3%    | 85%   | 5%      |
|           | Trump        | 85%   | 2%    | 5%      |

**Demographic Breakdown of October 2023 University of Massachusetts Amherst/WCVB  
Poll (N=700)**

|                 |     |
|-----------------|-----|
|                 |     |
| Men             | 48% |
| Women           | 52% |
| 18-29           | 22% |
| 30-54           | 37% |
| >55             | 41% |
| HS or less      | 32% |
| Some Coll.      | 15% |
| Coll. Deg.      | 34% |
| Postgrad        | 19% |
| <\$40K          | 23% |
| \$40K-\$100K    | 42% |
| >\$100K         | 35% |
| Democrat        | 52% |
| Independent     | 23% |
| Republican      | 25% |
| Liberal         | 46% |
| Moderate        | 32% |
| Conservative    | 23% |
| White           | 78% |
| People of Color | 22% |
| Biden           | 67% |
| Trump           | 33% |