

Crosstabs

University of Massachusetts Amherst/WCVB
October 2025 Massachusetts Poll

Field Dates:	October 21 –29, 2025
Sample:	800 Respondents 416 Likely Democratic Primary
Margin of Error:	4.1% (All Respondents 6.1% (Democratic Likely Voters)

YouGov interviewed 800 adults from Massachusetts, 416 of which were likely Democratic primary voters, providing two samples of interest. These respondents were sampled based upon 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.

For the main sample, the cases were weighted to the sampling frame using propensity scores. 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 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 a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight for the main sample.

For the 416 Massachusetts likely Democratic primary voters, a sampling frame of 2022 Vote Smart Massachusetts Democratic primary voters was employed. The cases were post-stratified on a three-way stratification of gender, age (4-categories), and race (2-categories), to produce the final weight for this sample of Democratic primary voters.

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FAMILIARITY WITH REPUBLICAN CANDIDATES

	Category	Very Familiar	Somewhat Familiar	Not Too Familiar	Not At All Familiar
Gender	Men	21%	31%	31%	17%
	Women	9%	33%	36%	22%
Age	18-29	27%	30%	8%	35%
	30-54	21%	43%	26%	11%
	>55	8%	25%	48%	19%
Education	HS or less	21%	28%	31%	20%
	Some Coll.	16%	32%	41%	11%
	Coll. Deg.	10%	40%	26%	24%
	Postgrad	13%	18%	55%	14%
Income	<\$40k	20%	22%	42%	16%
	\$40k-\$100k	15%	36%	26%	23%
	>100k	16%	30%	36%	18%
Party ID	Ind.	25%	26%	24%	25%
	Rep.	14%	33%	35%	18%
Ideology	Lib	0%	82%	18%	0%
	Mod.	6%	37%	30%	27%
	Cons.	19%	27%	37%	16%
Race	POC	12%	38%	14%	36%
	White	16%	31%	37%	16%
2024Vote	Harris	6%	15%	36%	43%
	Trump	16%	34%	35%	15%

REPUBLICAN GUBERNATORIAL PRIMARY (WITH LEANERS)

	Category	Kennealy	Shortsleeve	Minogue	Not Sure	Would Not Vote
Gender	Men	36%	25%	22%	16%	1%
	Women	39%	19%	23%	17%	2%
Age	18-29	55%	17%	10%	12%	6%
	30-54	46%	20%	19%	15%	0%
	>55	25%	26%	30%	18%	1%
Education	HS or less	42%	32%	16%	8%	1%
	Some Coll.	35%	18%	20%	27%	0%
	Coll. Deg.	33%	18%	27%	18%	3%
	Postgrad	37%	11%	32%	20%	0%
Income	<\$40k	37%	21%	12%	29%	0%
	\$40k-\$100k	41%	25%	20%	9%	4%
	>100k	36%	19%	26%	20%	0%
Party ID	Ind.	26%	30%	8%	36%	0%
	Rep.	39%	21%	25%	13%	2%
Ideology	Lib	37%	35%	28%	0%	0%
	Mod.	47%	24%	12%	17%	0%
	Cons.	33%	22%	28%	15%	3%
Race	POC	44%	16%	21%	11%	8%
	White	36%	23%	23%	17%	1%
2024Vote	Harris	39%	25%	19%	17%	0%
	Trump	35%	21%	24%	17%	2%

HEALEY V. KENNEALY

	Category	Healey	Kennealy	Not Sure	Would Not Vote
Gender	Men	47%	29%	17%	7%
	Women	50%	24%	19%	7%
Age	18-29	47%	20%	28%	5%
	30-54	49%	27%	16%	8%
	>55	49%	30%	14%	7%
Education	HS or less	40%	30%	19%	11%
	Some Coll.	53%	26%	15%	7%
	Coll. Deg.	45%	30%	20%	5%
	Postgrad	65%	17%	15%	3%
Income	<\$40k	46%	22%	19%	13%
	\$40k-\$100k	49%	28%	16%	7%
	>100k	52%	28%	17%	2%
Party ID	Dem.	75%	8%	14%	2%
	Ind.	25%	22%	33%	20%
	Rep.	8%	73%	12%	7%
Ideology	Lib	80%	5%	13%	2%
	Mod.	46%	29%	19%	6%
	Cons.	12%	66%	14%	8%
Race	POC	53%	17%	19%	11%
	White	47%	30%	17%	6%
2024Vote	Harris	75%	8%	15%	2%
	Trump	14%	66%	16%	4%

HEALEY V. SHORTSLEEVE

	Category	Healey	Shortsleeve	Not Sure	Would Not Vote
Gender	Men	45%	30%	17%	8%
	Women	50%	24%	20%	6%
Age	18-29	44%	23%	28%	5%
	30-54	48%	27%	17%	9%
	>55	49%	30%	14%	7%
Education	HS or less	38%	28%	19%	14%
	Some Coll.	44%	33%	18%	4%
	Coll. Deg.	46%	30%	21%	3%
	Postgrad	69%	16%	12%	3%
Income	<\$40k	42%	24%	21%	13%
	\$40k-\$100k	46%	30%	17%	7%
	>100k	54%	28%	17%	1%
Party ID	Dem.	74%	9%	15%	2%
	Ind.	24%	23%	32%	22%
	Rep.	7%	72%	15%	6%
Ideology	Lib	77%	8%	13%	2%
	Mod.	45%	26%	21%	9%
	Cons.	11%	68%	14%	7%
Race	POC	51%	14%	22%	13%
	White	46%	31%	17%	5%
2024Vote	Harris	72%	10%	16%	2%
	Trump	15%	67%	16%	2%

HEALEY V. MINOGUE

	Category	Healey	Minogue	Not Sure	Would Not Vote
Gender	Men	48%	28%	16%	8%
	Women	54%	24%	17%	6%
Age	18-29	50%	20%	24%	6%
	30-54	51%	24%	18%	8%
	>55	52%	31%	11%	6%
Education	HS or less	40%	30%	18%	13%
	Some Coll.	53%	28%	14%	4%
	Coll. Deg.	50%	27%	19%	5%
	Postgrad	70%	16%	11%	3%
Income	<\$40k	46%	22%	19%	14%
	\$40k-\$100k	50%	28%	15%	6%
	>100k	57%	26%	15%	2%
Party ID	Dem.	81%	5%	12%	2%
	Ind.	23%	22%	33%	22%
	Rep.	7%	75%	13%	6%
Ideology	Lib	85%	2%	10%	2%
	Mod.	46%	28%	18%	8%
	Cons.	9%	70%	13%	7%
Race	POC	51%	14%	23%	12%
	White	51%	30%	14%	5%
2024Vote	Harris	77%	8%	13%	2%
	Trump	17%	66%	15%	2%

HEALEY APPROVAL (% APPROVE)

	Category	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023
Gender	Men	54%	52%	54%	54%	58%	51%
	Women	60%	51%	61%	55%	58%	62%
Age	18-29	58%	43%	51%	40%	55%	49%
	30-54	55%	55%	59%	57%	56%	60%
	>55	58%	52%	60%	59%	62%	57%
Education	HS or less	48%	37%	54%	44%	49%	50%
	Some Coll.	60%	49%	59%	54%	55%	59%
	Coll. Deg.	56%	55%	55%	54%	59%	59%
	Postgrad	72%	71%	65%	71%	73%	62%
Income	<\$40k	49%	40%	58%	55%	63%	54%
	\$40k-\$100k	59%	50%	61%	48%	54%	60%
	>100k	63%	60%	57%	59%	66%	59%
Party ID	Dem.	82%	71%	82%	75%	80%	75%
	Ind.	32%	40%	42%	29%	36%	37%
	Rep.	21%	17%	20%	26%	31%	29%
Ideology	Lib	85%	74%	84%	76%	82%	75%
	Mod.	59%	48%	54%	52%	54%	56%
	Cons.	18%	14%	22%	22%	26%	23%
Race	POC	61%	53%	57%	53%	56%	58%
	White	56%	51%	61%	58%	64%	56%
2020/4Vote	Biden/Harris	82%	74%	86%	80%	87%	79%
	Trump	24%	25%	13%	21%	28%	23%

HEALEY ISSUE PERFORMANCE (% HANDLED WELL)

	Category	Econ	Migrants	Climate	Educ	Tax	Housing	Transport	Child Care	Crime	Health Care
Gender	Men	49%	43%	48%	58%	40%	34%	52%	42%	50%	54%
	Women	49%	46%	48%	56%	42%	35%	49%	48%	48%	53%
Age	18-29	47%	43%	41%	63%	35%	29%	47%	50%	45%	51%
	30-54	46%	43%	49%	57%	41%	35%	51%	44%	49%	53%
	>55	54%	48%	50%	53%	43%	37%	52%	43%	52%	55%
Education	HS or less	42%	36%	40%	57%	35%	34%	48%	47%	40%	48%
	Some Coll.	46%	47%	41%	55%	35%	29%	45%	49%	41%	45%
	Coll. Deg.	47%	43%	51%	52%	37%	31%	52%	39%	53%	53%
	Postgrad	67%	60%	61%	67%	60%	45%	59%	49%	65%	70%
Income	<\$40k	43%	42%	43%	53%	42%	34%	51%	45%	44%	52%
	\$40k-\$100k	50%	45%	50%	59%	39%	35%	53%	48%	50%	52%
	>100k	56%	51%	52%	59%	46%	37%	50%	45%	54%	59%
Party ID	Dem.	72%	65%	66%	78%	60%	51%	68%	62%	69%	72%
	Ind.	26%	26%	29%	36%	23%	16%	32%	27%	31%	37%
	Rep.	17%	14%	23%	26%	11%	12%	27%	23%	19%	24%
Ideology	Lib	79%	70%	70%	80%	64%	56%	73%	60%	74%	76%
	Mod.	44%	42%	45%	57%	36%	29%	49%	46%	48%	52%
	Cons.	18%	13%	24%	22%	15%	13%	21%	23%	16%	24%
Race	POC	48%	45%	47%	60%	41%	32%	50%	48%	50%	57%
	White	50%	45%	48%	56%	41%	35%	51%	44%	49%	52%
2024Vote	Harris	74%	66%	67%	76%	59%	51%	68%	59%	70%	74%
	Trump	20%	17%	30%	32%	18%	14%	31%	27%	21%	29%

TRUMP APPROVAL (% APPROVE)

		Oct. 2025	Feb. 2025
Gender	Men	32%	35%
	Women	23%	29%
Age	18-29	22%	31%
	30-54	26%	25%
	>55	31%	38%
Education	HS or less	33%	37%
	Some Coll.	26%	33%
	Coll. Deg.	29%	34%
	Postgrad	15%	19%
Income	<\$40k	22%	30%
	\$40k-\$100k	31%	33%
	>100k	28%	29%
Party ID	Dem.	5%	3%
	Ind.	24%	38%
	Rep.	80%	89%
Ideology	Lib	5%	7%
	Mod.	25%	28%
	Cons.	75%	82%
Race	POC	23%	27%
	White	29%	34%
2024Vote	Harris	4%	6%
	Trump	74%	79%

RIGHT TO SHELTER

	Category	Support	Neither	Oppose
Gender	Men	64%	14%	22%
	Women	71%	14%	16%
Age	18-29	78%	8%	13%
	30-54	67%	17%	15%
	>55	62%	13%	25%
Education	HS or less	63%	15%	22%
	Some Coll.	70%	13%	17%
	Coll. Deg.	62%	18%	20%
	Postgrad	81%	6%	12%
Income	<\$40k	72%	10%	18%
	\$40k-\$100k	65%	17%	17%
	>100k	68%	11%	21%
Party ID	Dem.	83%	12%	5%
	Ind.	58%	17%	25%
	Rep.	41%	14%	45%
Ideology	Lib	89%	7%	4%
	Mod.	61%	21%	18%
	Cons.	38%	16%	46%
Race	POC	65%	19%	16%
	White	68%	12%	20%
2024Vote	Harris	81%	11%	9%
	Trump	45%	15%	40%

IMMIGRATION POLICIES (% SUPPORT)

		Oct. 2025	Feb. 2025	Oct. 2025	Feb. 2025	Oct. 2025	Feb. 2025	Oct. 2025	Feb. 2025
	Category	Deport 11 million undocumented immigrants		Use U.S. military and National Guard to enforce immigration law		Allow undocumented immigrants to become citizens		Local or State Police assist fed. govt. in deportation efforts	
Gender	Men	39%	43%	36%	43%	67%	63%	40%	50%
	Women	35%	40%	29%	38%	70%	66%	32%	36%
Age	18-29	23%	35%	26%	30%	73%	71%	27%	38%
	30-54	34%	32%	32%	33%	70%	64%	38%	33%
	>55	46%	53%	36%	52%	64%	62%	39%	54%
Education	HS or less	46%	52%	40%	49%	59%	49%	42%	50%
	Some Coll.	33%	39%	33%	35%	71%	60%	36%	37%
	Coll. Deg.	37%	41%	30%	41%	69%	72%	37%	46%
	Postgrad	24%	28%	23%	28%	79%	78%	24%	30%
Income	<\$40k	36%	46%	33%	43%	68%	54%	32%	41%
	\$40k-\$100k	42%	46%	34%	42%	66%	63%	41%	45%
	>100k	32%	35%	31%	36%	71%	74%	35%	41%
Party ID	Dem.	17%	20%	11%	15%	82%	79%	16%	19%
	Ind.	40%	48%	35%	54%	55%	62%	37%	51%
	Rep.	78%	85%	78%	85%	48%	34%	81%	89%
Ideology	Lib	11%	16%	6%	13%	90%	86%	11%	17%
	Mod.	43%	45%	34%	43%	63%	61%	41%	50%
	Cons.	77%	87%	78%	85%	39%	31%	79%	82%
Race	POC	26%	35%	24%	34%	65%	58%	27%	37%
	White	40%	44%	35%	43%	69%	67%	39%	45%
2024Vote	Harris	18%	22%	12%	20%	81%	80%	14%	25%
	Trump	73%	77%	74%	76%	50%	40%	76%	80%

ICE POLICIES (% SUPPORT)

	Category	increasing the number of Immigration and Custom Enforcement (ICE) agents in Massachusetts to address the issue of undocumented immigration in the state?	prohibiting Immigration and Custom Enforcement (ICE) agents in Massachusetts from wearing masks to hide their identity?	Immigration and Custom Enforcement (ICE) agents arresting and detaining undocumented immigrants under the age of 18?
Gender	Men	40%	56%	35%
	Women	29%	62%	20%
Age	18-29	28%	61%	17%
	30-54	34%	60%	30%
	>55	39%	58%	31%
Education	HS or less	44%	57%	36%
	Some Coll.	39%	53%	27%
	Coll. Deg.	31%	57%	24%
	Postgrad	22%	72%	20%
Income	<\$40k	33%	64%	26%
	\$40k-\$100k	41%	57%	33%
	>100k	30%	61%	22%
Party ID	Dem.	14%	78%	12%
	Ind.	36%	45%	28%
	Rep.	80%	31%	62%
Ideology	Lib	10%	82%	7%
	Mod.	38%	58%	26%
	Cons.	80%	31%	68%
Race	POC	30%	57%	24%
	White	36%	60%	29%
2024Vote	Harris	11%	81%	11%
	Trump	75%	32%	58%

Demographic Breakdown of October 2025 University of Massachusetts Amherst/WCVB Poll (N=800)

White	75%
People of Color	25%
HS or less	32%
Some Coll.	16%
Coll. Deg.	32%
Postgrad	20%
18-29	22%
30-54	38%
>55	41%
Liberal	40%
Moderate	37%
Conservative	23%
Men	48%
Women	52%
Harris	64%
Trump	36%
Self-Identified Democrat	55%
Self-Identified Independent	20%
Self-Identified Republican	25%