

Toplines**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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Primary Participation (N=800)

Do you intend to vote in the Massachusetts Primary Election on September 1, 2026?

Yes, in the Democratic Party's Primary Election	54%
Yes, in the Republican Party's Primary Election	23%
No, I do not intend to vote in either the Democratic or Republican Party's Primary Election	23%

Republican Gubernatorial Candidate Knowledge (N=183)

Only asked of respondents who indicated that they identify as Republicans and Pure Independents who indicated that they would participate in the 2026 Republican Primary.

In 2026, the Republican Party will hold a gubernatorial primary election to determine the party's candidate to face the Democratic incumbent, Governor Maura Healey. How familiar are you with, Mike Kennealy, Mike Minogue, and Brian Shortsleeve, the three candidates currently running in the Republican gubernatorial primary campaign?

Very Familiar	16%
Somewhat Familiar	32%
Not too Familiar	33%
Not Familiar At All	19%

2024 Republican Gubernatorial Primary Election (N=183)

Only asked of respondents who indicated that they identify as Republicans and Pure Independents who indicated that they would participate in the 2026 Republican Primary

If the Massachusetts Republican Gubernatorial Primary were held today, which one of the following candidates would you support in the Massachusetts Republican Gubernatorial Primary?

	Without Leaners	With Leaners
Former Massachusetts Secretary of Housing and Economic Development Mike Kennealy	27%	44%
Former Massachusetts Bay Transportation Authority Chief Administrator Brian Shortsleeve	15%	13%
Former CEO of Abiomed, a medical device company, Mike Minogue	15%	13%
Not Sure	43%	27%
Would not Vote	0%	3%

Candidate Qualities (N=183)

Only asked of respondents who indicated that they identify as Republicans and Pure Independents who indicated that they would participate in the 2026 Republican Primary.

From the list below, please rank the **top three** qualities that are the most important to you when deciding who you will vote for in the 2026 Republican Gubernatorial Primary.

	1 st	2 nd	3 rd
best represents my views on the issues	11%	15%	17%
strongest leader	12%	10%	14%
will challenge Democrats on Beacon Hill	8%	4%	13%
most honest and trustworthy	15%	13%	10%
most experienced	3%	8%	7%
represents a new generation of leadership	2%	10%	5%
cares about people like me	14%	8%	10%
most conservative candidate	7%	5%	3%
most moderate candidate	2%	1%	4%
will win the general election	6%	8%	3%
supports President Trump's agenda	14%	7%	8%
has the endorsement of President Donald Trump	5%	6%	2%
has the endorsement of former Governor Charlie Baker	2%	3%	4%

Ideology (N=183)

Only asked of respondents who indicated that they identify as Republicans and Pure Independents who indicated that they would participate in the 2026 Republican Primary.

How would you describe each of the following Republican candidates for Governor of Massachusetts?

	Very Liberal	Liberal	Somewhat Liberal	Moderate	Somewhat Conservative	Conservative	Very Conservative	Not Sure
Former Massachusetts Secretary of Housing and Economic Development Mike Kennealy	1%	4%	2%	24%	15%	15%	1%	38%
Former Massachusetts Bay Transportation Authority Chief Administrator Brian Shortsleeve	1%	2%	8%	18%	17%	19%	1%	34%
Former CEO of Abiomed, a medical device company, Mike Minogue	2%	3%	6%	16%	13%	13%	3%	44%

2026 Gubernatorial General Election (N=800)

Governor Maura Healey	49%
Former Secretary of Housing and Economic Development Mike Kennealy	27%
Not Sure	18%
Would not Vote	7%

Governor Maura Healey	48%
Former MBTA Chief Administrator Brian Shortsleeve	27%
Not Sure	18%
Would not Vote	7%

Governor Maura Healey	51%
Former CEO of Abiomed, Mike Minogue	26%
Not Sure	16%
Would not Vote	7%

Approval (N=800)

Do you approve or disapprove of the way each is doing their job?

	Oct. 2025			Feb. 2025			Oct. 2024			May 2024		
	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure
Governor Maura Healey	57%	32%	11%	52%	36%	12%	58%	32%	10%	54%	32%	14%
President Donald Trump	27%	69%	4%	32%	64%	4%						

One Word Healey (N=800)

What one word would you use to describe Governor Maura Healey?



Healey Issue Performance (N=800)

Thinking back on Maura Healey’s time as the Governor of the Commonwealth of Massachusetts, please indicate how well you think that Governor Healey has handled...

	Oct. 2025	Feb. 2025	May 2024	Oct. 2025	Feb. 2025	May 2024	Oct. 2025	Feb. 2025	May 2024	Oct. 2025	Feb. 2025	May 2024	Oct. 2025	Feb. 2025	May 2024
	Very Well			Somewhat Well			Not Too Well			Not Well At All			Don’t Know		
Economy	14%	11%	9%	36%	38%	35%	18%	17%	21%	22%	21%	19%	11%	13%	15%
Migrants, Refugees, and Asylum Seekers	14%	10%	8%	30%	25%	27%	16%	21%	17%	31%	31%	31%	8%	13%	17%
Climate Change	12%	10%	9%	36%	34%	30%	16%	15%	13%	16%	14%	14%	21%	27%	34%
Education	19%	19%	11%	38%	37%	38%	16%	12%	14%	17%	14%	15%	10%	17%	22%
Taxes	10%	7%	7%	31%	33%	28%	21%	23%	24%	27%	21%	22%	11%	16%	19%
Housing	8%	5%	3%	27%	25%	22%	28%	31%	31%	30%	25%	29%	8%	13%	15%
Transportation	14%	14%	7%	37%	35%	34%	21%	18%	21%	18%	16%	18%	10%	17%	19%
Child Care	10%	9%	8%	35%	30%	29%	18%	16%	16%	14%	12%	12%	23%	33%	35%
Crime	14%	14%	N/A	35%	38%	N/A	17%	14%	N/A	24%	18%	N/A	11%	16%	N/A
Health Care	17%	N/A	N/A	36%	N/A	N/A	17%	N/A	N/A	18%	N/A	N/A	12%	N/A	N/A

Healey and Legislature One Issue (N=800)

Of the following issues, please select the **one** issue that you would like to see Governor Maura Healey and the Massachusetts State Legislature address in the coming year:

	Oct. 2025	Feb. 2025	May 2024	Oct. 2023
Housing	24%	23%	34%	31%
Immigration	15%	18%	18%	12%
Crime	5%	3%	4%	8%
Transportation and Infrastructure	6%	6%	9%	9%
Health care	11%	15%	8%	9%
Taxes	14%	12%	7%	8%
Climate change	4%	5%	9%	9%
Homelessness	15%	13%	9%	11%
Education	6%	N/A	N/A	N/A
Replacing the State Flag	0%	N/A	N/A	N/A

Right to Shelter (N=800)

Do you support or oppose the “right to shelter” law that requires the state of Massachusetts to provide shelter, food, and basic necessities to homeless parents with children, pregnant women, and migrant families?

Oct. 2025	Feb. 2025	Oct. 2024	Oct. 2025	Feb. 2025	Oct. 2024	Oct. 2025	Feb. 2025	Oct. 2024	Oct. 2025	Feb. 2025	Oct. 2024	Oct. 2025	Feb. 2025	Oct. 2024
Strongly Support			Somewhat Support			Neither			Somewhat Oppose			Strongly Oppose		
39%	35%	38%	28%	26%	19%	14%	15%	17%	8%	13%	8%	10%	11%	17%

Responsible for Migrant Decline (N=800)

According to state officials, in January 2025, there were over 6,000 families housed in the state's shelter network. Today, there are 2,300 families currently in the state's shelter network, a sixty percent drop in the size of the shelter population. Who do you believe is most responsible for the decrease in the number of families in the state's shelter system?

President Donald Trump	32%
Congressional Republicans	4%
Congressional Democrats	4%
Governor Maura Healey	27%
Migrants	13%
Massachusetts State Legislature	19%

Immigration Policies (N=800)

Recently, there has been a lot of debate about the nation's immigration policies. Do you support or oppose . . .

	Oct. 2025	Feb. 2025	Oct. 2025	Feb. 2025	Oct. 2025	Feb. 2025	Oct. 2025	Feb. 2025	Oct. 2025	Feb. 2025
	Strongly Support		Somewhat Support		Neither support nor oppose		Somewhat Oppose		Strongly Oppose	
deporting the estimated 11 million undocumented immigrants out of the United States?	23%	25%	14%	16%	19%	17%	15%	15%	29%	27%
using the U.S. Military and National Guard to enforce federal immigration law?	19%	26%	13%	14%	14%	15%	12%	15%	42%	30%
allowing immigrants who are living in the United States illegally to become citizens if they meet citizenship requirements and commit no crimes?	42%	37%	26%	27%	16%	13%	6%	10%	11%	13%
Local or State Police assisting the federal government in the deportation of undocumented immigrants living in Massachusetts?	24%	28%	12%	15%	15%	16%	12%	13%	37%	28%

ICE Policies (N=800)

Recently, there has been a lot of debate about the nation's immigration policies. Do you support or oppose . . .

	Strongly Support	Somewhat Support	Neither Support Nor Oppose	Somewhat Oppose	Strongly Oppose
increasing the number of Immigration and Custom Enforcement (ICE) agents in Massachusetts to address the issue of undocumented immigration in the state?	23%	12%	14%	9%	42%
prohibiting Immigration and Custom Enforcement (ICE) agents in Massachusetts from wearing masks to hide their identity?	49%	10%	13%	7%	21%
Immigration and Custom Enforcement (ICE) agents arresting and detaining undocumented immigrants under the age of 18?	17%	11%	14%	12%	47%

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%