UMassAmherst | UMass Poll

Crosstabs
July 2024 National Poll

Field Dates:	July 29, 2024 – August 1, 2024
Sample:	1,000 Respondents
Margin of Error:	3.8%

YouGov interviewed 1,123 nationally-representative respondents who were then matched down to a sample of 1,000 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 US 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, region, 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 region (4-categories), 2020 presidential vote choice, as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories) and a two-way stratification of race (4-categories), and education (4-categories), to produce the final weight.

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PROJECT 2025 INTEREST

		A Lot	Some	Not Much	Not Heard of Project 2025
Gender	Men	22%	37%	28%	13%
	Women	15%	32%	22%	31%
Age	18-29	12%	29%	31%	28%
	30-54	24%	39%	16%	22%
	>55	15%	34%	31%	20%
Education	HS or less	14%	27%	28%	31%
	Some Coll.	18%	38%	31%	12%
	Coll. Deg.	22%	38%	18%	23%
	Postgrad	20%	46%	24%	9%
Income	<$40k	17%	27%	27%	29%
	$40k-$100k	16%	37%	22%	24%
	>100k	25%	42%	22%	12%
Party ID	Dem.	28%	38%	17%	16%
	Ind.	11%	29%	29%	32%
	Rep.	10%	34%	32%	24%
Ideology	Lib	33%	42%	13%	13%
	Mod.	13%	36%	25%	26%
	Cons.	12%	33%	35%	21%
Race	White	18%	37%	25%	20%
	African American	24%	36%	24%	16%
	Latino	10%	23%	29%	38%
	Asian	22%	31%	14%	34%
2020 Vote Choice	Biden	31%	42%	15%	12%
	Trump	12%	36%	33%	18%
Parent	Parent	16%	34%	24%	26%
	Non-Parent	21%	36%	26%	17%

PROJECT 2025 POLICIES (% SUPPORT)

		Reducing federal civil rights protections for LGBT people?	Ending federal policies to promote DEI in education, employment, and housing?	Shutting down social media companies/ internet sites that contain depictions of pornography?	Firing federal employees and replacing them with political appointees loyal to the president?	Restricting women's access to contraception?	Eliminating the Department of Education?	Cutting funding for renewable energy research and investment?
Gender	Men	28%	44%	36%	14%	12%	24%	25%
	Women	17%	34%	49%	10%	6%	15%	20%
Age	18-29	25%	26%	36%	11%	20%	7%	19%
	30-54	17%	31%	36%	9%	8%	14%	16%
	>55	26%	53%	54%	15%	5%	32%	32%
Education	HS or less	23%	41%	48%	13%	11%	14%	26%
	Some Coll.	19%	35%	35%	6%	7%	18%	17%
	Coll. Deg.	25%	38%	41%	14%	8%	24%	20%
	Postgrad	16%	40%	46%	10%	7%	27%	27%
Income	<$40k	17%	35%	43%	12%	9%	14%	17%
	$40k-$100k	28%	41%	46%	11%	10%	20%	24%
	>$100k	19%	41%	36%	13%	8%	24%	23%
Party ID	Dem.	12%	18%	28%	3%	7%	2%	6%
	Ind.	19%	31%	41%	17%	10%	15%	16%
	Rep.	35%	67%	61%	19%	11%	42%	45%
Ideology	Lib	8%	20%	25%	3%	6%	3%	9%
	Mod.	23%	31%	42%	12%	10%	11%	12%
	Cons.	37%	67%	61%	20%	13%	46%	45%
Race	White	23%	42%	43%	12%	9%	24%	26%
	African American	18%	20%	42%	4%	10%	2%	6%
	Latino	24%	35%	45%	16%	13%	10%	19%
	Asian	26%	40%	44%	6%	5%	13%	15%
2020 Vote Choice	Biden	10%	12%	26%	2%	5%	2%	3%
	Trump	35%	71%	59%	18%	8%	50%	47%
Parent	Parent	25%	43%	50%	11%	8%	25%	25%
	Non-Parent	18%	33%	33%	13%	11%	13%	20%

GOP POLICIES (% SUPPORT)

		A ten percent tariff on all products imported to the U.S. from overseas?	Expanding the production of oil, coal, and natural gas on federal lands?	Establishing that there are only two genders as determined by birth?	Banning abortion after the 16th week of pregnancy nationwide?	Changing the Constitution to allow a president to serve more than two terms in office?	Banning in vitro fertilization or (IVF)?
Gender	Men	41%	48%	62%	41%	9%	11%
	Women	35%	45%	57%	41%	12%	9%
Age	18-29	29%	30%	48%	33%	18%	12%
	30-54	29%	40%	49%	34%	10%	7%
	>55	53%	62%	76%	52%	7%	11%
Education	HS or less	45%	48%	65%	41%	13%	13%
	Some Coll.	31%	40%	50%	34%	8%	5%
	Coll. Deg.	35%	49%	60%	44%	9%	7%
	Postgrad	37%	47%	52%	40%	9%	15%
Income	<$40k	32%	41%	56%	37%	13%	9%
	$40k-$100k	42%	50%	62%	43%	10%	12%
	>100k	42%	48%	58%	42%	7%	6%
Party ID	Dem.	21%	22%	34%	19%	7%	5%
	Ind.	37%	39%	54%	40%	10%	15%
	Rep.	59%	79%	90%	66%	15%	12%
Ideology	Lib	17%	17%	24%	11%	8%	5%
	Mod.	34%	44%	62%	42%	10%	9%
	Cons.	64%	79%	92%	71%	13%	14%
Race	White	41%	51%	61%	43%	10%	8%
	African American	24%	37%	60%	37%	10%	16%
	Latino	41%	32%	44%	38%	10%	18%
	Asian	33%	44%	55%	37%	20%	2%
2020 Vote Choice	Biden	19%	22%	30%	17%	4%	5%
	Trump	64%	83%	92%	73%	13%	9%
Parent	Parent	44%	53%	67%	47%	10%	10%
	Non-Parent	31%	38%	48%	32%	12%	10%

IMMIGRATION POLICIES (% SUPPORT)

		Allowing refugees & asylum seekers the ability to live and work in the U.S. for a temporary, but extendable, period of time?	Deporting 11 million undocumented immigrants out of the United States?	Building a wall along the border with Mexico?	Using armed soldiers with the U.S. National Guard to enforce federal immigration law?	Allowing immigrants who are living in the United States illegally to become citizens if they meet citizenship requirements and commit no crimes?	Banning people from Muslim-majority countries from entering the United States?
Gender	Men	54%	49%	51%	56%	56%	26%
	Women	49%	48%	49%	51%	57%	26%
Age	18-29	61%	32%	34%	47%	68%	18%
	30-54	57%	42%	42%	43%	63%	18%
	>55	41%	64%	66%	68%	44%	39%
Education	HS or less	45%	54%	55%	58%	50%	32%
	Some Coll.	53%	44%	47%	50%	62%	19%
	Coll. Deg.	57%	46%	47%	51%	60%	25%
	Postgrad	53%	45%	50%	50%	59%	21%
Income	<$40k	43%	47%	50%	51%	51%	26%
	$40k-$100k	54%	49%	49%	57%	58%	27%
	>100k	61%	48%	49%	53%	62%	24%
Party ID	Dem.	76%	19%	19%	26%	79%	10%
	Ind.	44%	44%	42%	44%	54%	19%
	Rep.	28%	85%	89%	90%	33%	48%
Ideology	Lib	78%	16%	16%	22%	83%	6%
	Mod.	55%	42%	41%	53%	60%	22%
	Cons.	30%	86%	90%	87%	33%	50%
Race	White	51%	54%	56%	60%	54%	30%
	African American	59%	39%	36%	36%	64%	14%
	Latino	55%	32%	34%	39%	63%	25%
	Asian	57%	37%	40%	66%	65%	18%
2020 Vote Choice	Biden	76%	17%	16%	24%	79%	10%
	Trump	29%	88%	92%	88%	33%	44%
Parent	Parent	50%	55%	58%	57%	53%	29%
	Non-Parent	54%	40%	39%	49%	61%	22%

GREAT REPLACEMENT/IMMIGRANT VIEWS (% AGREE)

		The growth in the number of immigrants in the country means that America is in danger of losing its culture and identity.	Some elected officials want to increase immigration in order to bring in obedient voters who will vote for them.	Racial and ethnic diversity tends to strengthen the character of a nation.	Immigrants are poisoning the blood of our country.	Immigrants are like animals, not humans.	Many immigrants are terrorists.	Millions of undocumented immigrants illegally cast votes in our elections.
Gender	Men	38%	43%	57%	22%	5%	22%	36%
	Women	35%	34%	52%	23%	7%	25%	32%
Age	18-29	28%	29%	65%	17%	8%	15%	29%
	30-54	28%	29%	60%	18%	5%	17%	27%
	>55	50%	53%	44%	30%	6%	36%	43%
Education	HS or less	43%	36%	45%	30%	8%	29%	37%
	Some Coll.	36%	38%	59%	17%	4%	21%	28%
	Coll. Deg.	31%	41%	60%	17%	5%	19%	34%
	Postgrad	31%	40%	67%	20%	3%	25%	32%
Income	<$40k	39%	32%	46%	27%	6%	22%	30%
	$40k-$100k	36%	41%	61%	22%	6%	26%	38%
	>100k	31%	42%	60%	18%	4%	22%	31%
Party ID	Dem.	15%	12%	75%	7%	2%	6%	10%
	Ind.	31%	36%	52%	20%	8%	16%	30%
	Rep.	64%	70%	33%	41%	9%	48%	63%
Ideology	Lib	15%	13%	83%	7%	2%	5%	8%
	Mod.	30%	33%	55%	18%	4%	13%	28%
	Cons.	65%	72%	32%	40%	10%	49%	65%
Race	White	41%	44%	54%	26%	6%	29%	40%
	African American	27%	29%	60%	15%	4%	8%	19%
	Latino	24%	19%	50%	15%	9%	18%	25%
	Asian	36%	31%	74%	23%	8%	10%	23%
2020 Vote Choice	Biden	11%	11%	79%	6%	1%	6%	7%
	Trump	68%	79%	31%	41%	7%	49%	66%
Parent	Parent	41%	45%	51%	25%	5%	28%	39%
	Non-Parent	30%	31%	60%	20%	7%	19%	27%

ELECTION VIOLENCE (% CONCERNED)

Category	Group	%
Gender	Men	75%
	Women	80%
Age	18-29	73%
	30-54	76%
	>55	80%
Education	HS or less	72%
	Some Coll.	76%
	Coll. Deg.	81%
	Postgrad	84%
Income	<$40k	71%
	$40k-$100k	78%
	>100k	83%
Party ID	Dem.	81%
	Ind.	57%
	Rep.	83%
Ideology	Lib	79%
	Mod.	76%
	Cons.	83%
Race	White	79%
	African American	72%
	Latino	70%
	Asian	85%
2020 Vote Choice	Biden	85%
	Trump	82%
Parent	Parent	78%
	Non-Parent	76%

Demographic Breakdown of 2024 University of Massachusetts Amherst July National Poll (N=1,000)

Men	49%
Women	51%
18-29	21%
30-54	40%
>55	39%
HS or less	38%
Some Coll.	17%
Coll. Deg.	32%
Postgrad	12%
<$40K	34%
$40K-$100K	39%
>$100K	27%
Democrat	42%
Independent	20%
Republican	38%
Liberal	32%
Moderate	32%
Conservative	36%
White	71%
African American	14%
Hispanic	11%
Asian	4%
Biden	52%
Trump	48%
Parent	57%
Non-Parent	43%