

Crosstabs
University of Massachusetts Amherst/WCVB
August 2026 Massachusetts Poll

Field Dates:	August 5 –12, 2026
Sample:	800 Registered Voters 445 Self-Identified Democratic Primary Voters
Margin of Error:	4.4% (All Respondents) 5.8% (Self-Identified Democratic Primary Voters)

YouGov interviewed 833 registered voters 18+ from Massachusetts, 462 of which were self-identified Democratic primary voters, providing two samples of interest. The initial 833 respondents were matched down to a sample of 800 registered voters, yielding 445 Democratic primary voters, to produce the main dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame was constructed by stratified sampling from the 2024 Current Population Survey (CPS) and subsetting on registered voters in the state, with selection within strata by weighted sampling with replacements (using the person weights on the public use file).

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 (2-categories), and education (4-categories), a 2-way stratification on race (2-categories) and education (4-categories), and a single stratification on home ownership to produce the final weight for the main sample.

For the 445 Massachusetts self-identified 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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DEMOCRATIC SENATE PRIMARY (WITH LEANERS)

	Category	Markey	Moulton	Not Sure	Would Not Vote
Gender	Men	52%	43%	3%	2%
	Women	65%	24%	10%	1%
Age	18-29	53%	22%	13%	12%
	30-54	67%	23%	9%	1%
	>55	58%	36%	5%	1%
Education	HS or less	59%	38%	2%	2%
	Some Coll.	37%	35%	22%	6%
	Coll. Deg.	62%	29%	9%	0%
	Postgrad	64%	31%	3%	2%
Income	<\$40k	56%	29%	13%	2%
	\$40k-\$100k	59%	32%	8%	2%
	>100k	61%	35%	4%	1%
Party ID	Dem.	63%	29%	6%	2%
	Ind.	30%	53%	14%	3%
Ideology	Lib	71%	25%	3%	1%
	Mod.	42%	44%	11%	3%
	Cons.	54%	31%	15%	0%
Race	White	61%	32%	5%	2%
	POC	49%	29%	22%	0%
2024Vote	Harris	61%	31%	6%	2%
	Trump	29%	50%	16%	6%

WHICH CANDIDATE DO YOU TRUST TO REPRESENT ON ISSUES

	Category	Markey	Moulton
Gender	Men	56%	44%
	Women	74%	26%
Age	18-29	77%	23%
	30-54	75%	25%
	>55	62%	38%
Education	HS or less	63%	37%
	Some Coll.	59%	41%
	Coll. Deg.	67%	33%
	Postgrad	70%	30%
Income	<\$40k	65%	35%
	\$40k-\$100k	68%	32%
	>100k	65%	35%
Party ID	Dem.	70%	30%
	Ind.	36%	64%
Ideology	Lib	76%	24%
	Mod.	50%	50%
	Cons.	69%	31%
Race	White	66%	34%
	POC	68%	32%
2024Vote	Harris	67%	33%
	Trump	42%	58%

DIFFERENT V. SIMILAR

	Category	Important Differences	Very Similar
Gender	Men	51%	49%
	Women	65%	35%
Age	18-29	64%	36%
	30-54	61%	39%
	>55	58%	42%
Education	HS or less	68%	32%
	Some Coll.	55%	45%
	Coll. Deg.	59%	41%
	Postgrad	54%	46%
Income	<\$40k	72%	28%
	\$40k-\$100k	53%	47%
	>100k	57%	43%
Party ID	Dem.	59%	41%
	Ind.	56%	44%
Ideology	Lib	57%	43%
	Mod.	63%	37%
	Cons.	51%	49%
Race	White	57%	43%
	POC	76%	24%
2024Vote	Harris	59%	41%
	Trump	56%	44%

MARKEY APPROVAL AMONG ALL RESPONDENTS (% APPROVE)

	Category	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024
Gender	Men	50%	52%	50%	49%
	Women	62%	57%	52%	58%
Age	18-29	60%	48%	42%	46%
	30-54	57%	55%	53%	51%
	>55	55%	56%	54%	60%
Education	HS or less	50%	49%	43%	46%
	Some Coll.	54%	48%	45%	58%
	Coll. Deg.	55%	51%	51%	52%
	Postgrad	64%	75%	69%	63%
Income	<\$40k	57%	46%	45%	53%
	\$40k-\$100k	63%	56%	50%	57%
	>100k	52%	59%	58%	54%
Party ID	Dem.	82%	77%	72%	81%
	Ind.	41%	29%	34%	28%
	Rep.	19%	23%	17%	16%
Ideology	Lib	85%	79%	70%	81%
	Mod.	51%	54%	51%	56%
	Cons.	22%	22%	18%	11%
Race	White	55%	58%	45%	54%
	POC	62%	53%	53%	52%
2020/4Vote	Harris/Biden	82%	78%	75%	86%
	Trump	18%	28%	25%	9%

MARKEY APPROVAL AMONG SELF IDENTIFIED DEMOCRATIC PRIMARY VOTERS

	Category	Approve	Disapprove	Not Sure
Gender	Men	81%	18%	1%
	Women	84%	11%	5%
Age	18-29	75%	15%	10%
	30-54	82%	12%	5%
	>55	83%	14%	2%
Education	HS or less	85%	13%	2%
	Some Coll.	79%	11%	10%
	Coll. Deg.	80%	17%	3%
	Postgrad	85%	12%	3%
Income	<\$40k	76%	19%	4%
	\$40k-\$100k	89%	6%	5%
	>100k	79%	18%	3%
Party ID	Dem.	85%	11%	4%
	Ind.	58%	38%	4%
Ideology	Lib	92%	6%	2%
	Mod.	69%	26%	5%
	Cons.	65%	25%	10%
Race	White	83%	14%	4%
	POC	79%	18%	3%
2024Vote	Harris	85%	11%	4%
	Trump	48%	52%	0%

Demographic Breakdown of August 2026 University of Massachusetts Amherst/WCVB Poll

	Self-Identified Democratic Primary Voters (N=445)	All Respondents (N=800)
White	91%	82%
People of Color	9%	18%
HS or less	19%	24%
Some Coll.	11%	12%
Coll. Deg.	36%	37%
Postgrad	34%	27%
18-29	9%	17%
30-54	25%	38%
>55	67%	46%
Liberal	59%	39%
Moderate	37%	36%
Conservative	5%	25%
Men	42%	46%
Women	58%	54%
Harris	94%	63%
Trump	6%	37%
Self-Identified Democrat	89%	53%
Self-Identified Independent	11%	18%
Self-Identified Republican	0%	29%
<\$40K	20%	21%
\$40K-\$100K	39%	36%
>\$100K	41%	43%