

**Toplines**  
**University of Massachusetts Amherst/WCVB**  
**June 2022 Massachusetts Poll**

<b>Field Dates:</b>	June 15 – June 21 , 2022
<b>Sample:</b>	1,000 Respondents
<b>Margin of Error:</b>	3.5%

YouGov interviewed 1131 Massachusetts respondents who were then matched down to a sample of 1000 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling from the full 2019 American Community Survey (ACS) 1-year sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file).

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, and years of education. 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 2016 and 2020 Presidential vote choice, own/rent, gender, age, race, and education to produce the final weight.

**UMass Poll Directors/Fellows**

Prof. Tatishe M. Nteta, Ph.D. – Director  
Prof. Raymond La Raja, Ph.D. – Associate Director  
Prof. Jesse Rhodes, Ph.D. – Associate Director  
Prof. Alex Theodoridis, Ph.D. – Associate Director  
Greg Wall - Research Fellow  
Lane Cuthbert - Research Fellow  
Adam Eichen - Research Fellow  
Maddi Hertz- Research Fellow  
Donald Snyder - Research Fellow

nteta@polsci.umass.edu  
laraja@polsci.umass.edu  
jrhodes@polsci.umass.edu  
atheodoridis@umass.edu  
gwall@umass.edu  
lcuthbert@umass.edu  
aeichen@umass.edu  
mhertz@umass.edu  
desnyder@umass.edu

**Party registration (N=1,000)**

Are you registered to vote in Massachusetts?

Yes, I'm registered as a Democrat	39%
Yes, I'm registered as a Republican	13%
Yes, I'm registered as undeclared (no party affiliation declared)	39%
I am not currently registered to vote	9%

**Primary (N=1,000)**

Do you intend to vote in the Massachusetts State Primary on September 6, 2022?

Yes, in the Democratic Party's Primary Election	53%
Yes, in the Republican Party's Primary Election	27%
No, I do not intend to vote in either the Democratic or Republican Party's Primary Election	20%

**2022 Republican Gubernatorial Primary (N=223)**

If the 2022 Republican primary election for governor were held today which one of the following candidates would you support?

	No Leaners	With Leaners
Geoff Diehl	52%	55%
Chris Doughty	16%	18%
Other (Text Box)	1%	1%
Don't Know	31%	26%

**2022 Democratic Gubernatorial Primary (N=557)**

If the 2022 Democratic primary election for governor were held today which one of the following candidates would you support?

	No Leaners	With Leaners
Maura Healey	49%	53%
Sonia Chang-Díaz	17%	20%
Other (Text Box)	1%	1%
Don't Know	33%	26%

**Issue Comparisons (N=557)**

Which candidate do you trust more to handle the following?

	Maura Healey	Sonia Chang-Díaz	Neither	Don't Know
The Economy	42%	16%	9%	33%
Health care	43%	17%	9%	31%
Taxes	42%	12%	11%	35%
Education	42%	17%	7%	34%
Climate Change	36%	20%	9%	34%
Race Relations	32%	27%	8%	33%
Transportation	40%	17%	10%	33%

**Group Representation (N=557)**

Which candidate do you think would do a better job of representing the following groups as Governor?

	Maura Healey	Sonia Chang-Díaz	Neither	Don't Know
Women	42%	19%	5%	33%
The Middle Class	44%	18%	7%	31%
The Working Class	36%	24%	9%	32%
Labor Unions	42%	18%	5%	35%
Small Business Owners	43%	16%	7%	34%
People of Color	21%	45%	4%	29%
Young People	28%	27%	10%	35%
Progressives	33%	26%	7%	34%

### **Candidate Qualities (N=791)**

*Note: Only asked of respondents who indicated that they will vote in Democratic or Republican Primary*

From the list below, please rank the **top** quality that you believe is the most important when deciding who you will vote for in the primary election for Governor.

	All Voters	Democratic Primary Voters (N=565)	Republican Primary Voters (N=226)
best represents my views on the issues	40%	39%	42%
strongest leader	12%	13%	11%
most honest and trustworthy	18%	19%	14%
most experience for the job	9%	9%	8%
cares about people like me	13%	13%	14%
will win the general election	8%	7%	11%



**2022 Democratic Lieutenant Gubernatorial Primary (N=556)**

If the 2022 Democratic primary election for lieutenant governor were held today which one of the following candidates would you support?

	No Leaners	With Leaners
Kim Driscoll	13%	17%
Tami Gouveia	8%	10%
Eric Lesser	10%	12%
Other (Text Box)	0%	0%
Don't Know	70%	61%

**2022 Democratic Secretary of State Primary (N=557)**

If the 2022 Democratic primary election for Secretary of State were held today which one of the following candidates would you support?

	No Leaners	With Leaners
William Galvin	35%	38%
Tanisha Sullivan	21%	25%
Other (Text Box)	0%	0%
Don't Know	44%	37%

**2022 Democratic Attorney General Primary (N=557)**

If the 2022 Democratic primary election for Attorney General were held today which one of the following candidates would you support?

	No Leaners	With Leaners
Andrea Campbell	17%	21%
Shannon Liss-Riordan	9%	11%
Quentin Palfrey	8%	9%
Other (Text Box)	0%	0%
Don't Know	65%	59%

**Ballot Grid (N=1,000)**

There are a number of ballot initiatives that may appear on the 2022 ballot. Thinking ahead to the 2022 election, how would you vote on a potential ballot question that . . .

	Would Vote Yes	Would Vote No	Don't Know
Would amend the state constitution to increase the state income tax to 9%, up from 5%, for income above \$1 million, and dedicate the additional tax revenue to education and transportation purposes.	54%	32%	14%
Would increase the statewide limits on the combined number of licenses for the sale of alcoholic beverages for off-premises consumption (including licenses for 'all alcoholic beverages' and for 'wines and malt beverages') that any one retailer could own or control	38%	24%	38%



### **Celtics Success (N=416)**

*Note: Respondents who answered “don’t know” were dropped from the following question.*

For the first time since 2010, the Boston Celtics have advanced to the National Basketball Association (NBA) Finals. If the Celtics defeat the Golden State Warriors, the Celtics will win their eighteenth NBA championship. Who do you believe deserves the most credit for Boston Celtics’ success this season?

Former President of Basketball Operations Danny Ainge	5%
Current President of Basketball Operations Brad Stevens	8%
Coach Ime Udoka	42%
Boston Celtics Owners Wyc Grousbeck, Irving Grousbeck, Stephen Pagliuca, and Robert Epstein	12%
Jayson Tatum	21%
Jaylen Brown	7%
Marcus Smart	5%