UMassAmherst | UMass Poll

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 DEMOCRATIC CANDIDATES

	Category	Very Familiar	Somewhat Familiar	Not Too Familiar	Not At All Familiar
Gender	Men	22%	63%	12%	3%
	Women	21%	54%	23%	3%
Age	18-29	14%	49%	28%	9%
	30-54	20%	58%	18%	5%
	>55	23%	59%	17%	1%
Education	HS or less	20%	52%	25%	3%
	Some Coll.	31%	50%	13%	6%
	Coll. Deg.	19%	58%	20%	2%
	Postgrad	20%	67%	13%	0%
Income	<$40k	21%	49%	24%	6%
	$40k-$100k	22%	57%	19%	2%
	>100k	17%	68%	14%	1%
Party ID	Dem.	22%	56%	19%	3%
	Ind.	14%	70%	15%	1%
Ideology	Lib	22%	59%	17%	2%
	Mod.	20%	58%	19%	3%
	Cons.	39%	45%	16%	0%
Race	POC	26%	55%	14%	5%
	White	21%	58%	19%	2%
2024Vote	Harris	22%	57%	18%	3%
	Trump	21%	65%	14%	0%

DEMOCRATIC SENATE PRIMARY (WITH LEANERS)

	Category	Markey	Moulton	Rikleen	Not Sure	Would Not Vote
Gender	Men	40%	40%	7%	12%	1%
	Women	59%	20%	6%	14%	1%
Age	18-29	46%	15%	8%	25%	5%
	30-54	58%	14%	9%	17%	2%
	>55	49%	35%	5%	10%	0%
Education	HS or less	55%	24%	5%	15%	1%
	Some Coll.	46%	32%	10%	13%	0%
	Coll. Deg.	50%	25%	8%	16%	1%
	Postgrad	52%	36%	4%	8%	1%
Income	<$40k	59%	21%	2%	17%	1%
	$40k-$100k	57%	27%	5%	10%	1%
	>100k	42%	34%	13%	11%	0%
Party ID	Dem.	54%	28%	5%	12%	1%
	Ind.	27%	31%	14%	24%	4%
Ideology	Lib	57%	26%	5%	12%	1%
	Mod.	42%	35%	8%	13%	1%
	Cons.	44%	26%	11%	19%	0%
Race	POC	50%	16%	6%	27%	0%
	White	51%	30%	6%	12%	1%
2024Vote	Harris	53%	30%	4%	12%	1%
	Trump	34%	26%	26%	9%	5%

DEMOCRATIC SENATE PRIMARY - PRESSLEY (WITH LEANERS)

	Category	Markey	Moulton	Pressley	Rikleen	Not Sure	Would Not Vote
Gender	Men	26%	38%	15%	7%	13%	0%
	Women	42%	16%	26%	4%	11%	1%
Age	18-29	25%	14%	33%	4%	24%	0%
	30-54	41%	9%	28%	6%	14%	2%
	>55	35%	33%	18%	5%	10%	0%
Education	HS or less	48%	23%	10%	7%	11%	2%
	Some Coll.	32%	31%	22%	3%	12%	0%
	Coll. Deg.	33%	21%	25%	6%	14%	0%
	Postgrad	30%	29%	26%	4%	11%	0%
Income	<$40k	42%	22%	21%	2%	11%	2%
	$40k-$100k	36%	24%	23%	5%	12%	0%
	>100k	34%	29%	19%	9%	9%	0%
Party ID	Dem.	38%	26%	23%	4%	9%	0%
	Ind.	16%	22%	11%	15%	34%	1%
Ideology	Lib	36%	22%	30%	2%	10%	0%
	Mod.	37%	33%	8%	9%	13%	1%
	Cons.	29%	35%	6%	11%	19%	0%
Race	POC	31%	14%	30%	5%	17%	2%
	White	36%	27%	20%	5%	12%	0%
2024Vote	Harris	38%	26%	21%	3%	11%	0%
	Trump	21%	28%	17%	26%	8%	0%

DEMOCRATIC SENATE OPEN (WITH LEANERS)

	Category	Kennedy	Pressley	Wu	Auchincloss	Moulton	Rikleen	Not Sure	Would Not Vote
Gender	Men	10%	16%	16%	6%	45%	3%	3%	1%
	Women	11%	30%	21%	6%	17%	8%	7%	1%
Age	18-29	6%	28%	26%	5%	18%	4%	10%	2%
	30-54	10%	30%	26%	5%	12%	10%	4%	2%
	>55	11%	21%	15%	6%	36%	4%	5%	0%
Education	HS or less	13%	17%	16%	7%	37%	2%	5%	3%
	Some Coll.	5%	22%	34%	2%	28%	6%	1%	1%
	Coll. Deg.	14%	22%	23%	5%	23%	6%	6%	1%
	Postgrad	7%	34%	6%	9%	30%	8%	7%	0%
Income	<$40k	12%	26%	25%	8%	22%	2%	5%	1%
	$40k-$100k	13%	23%	14%	3%	32%	5%	8%	1%
	>100k	7%	24%	18%	8%	30%	10%	2%	1%
Party ID	Dem.	9%	26%	20%	5%	29%	5%	6%	1%
	Ind.	23%	12%	12%	11%	26%	10%	3%	2%
Ideology	Lib	9%	33%	18%	6%	23%	5%	6%	0%
	Mod.	12%	9%	20%	5%	42%	7%	3%	2%
	Cons.	11%	9%	18%	17%	29%	0%	12%	4%
Race	POC	3%	32%	30%	7%	17%	3%	7%	2%
	White	11%	23%	18%	6%	30%	6%	5%	1%
2024Vote	Harris	10%	25%	19%	6%	30%	5%	5%	0%
	Trump	19%	22%	15%	0%	29%	7%	9%	0%

MARKEY APPROVAL (% APPROVE)

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

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%