

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%

Democratic Senate Candidate Knowledge (N=416)

Only asked of Democrats and Pure Independents who indicated that they would participate in the 2026 Democratic Primary.

In 2026, the Democratic Party will hold a primary election to determine the party's candidate for the U.S. Senate. How familiar are you with, Ed Markey, Seth Moulton, and Alex Rikleen, the three candidates currently running in the Democratic Senate primary election?

Very Familiar	21%
Somewhat Familiar	58%
Not too Familiar	18%
Not Familiar At All	3%

2024 Democratic Senate Election (N=416)

Only asked of Democrats and Pure Independents who indicated that they would participate in the 2026 Democratic Primary.

If the 2026 Democratic Senate primary were held today which one of the following candidates would you vote for?

	Without Leaners	With Leaners
U.S. Senator Ed Markey	44%	51%
U.S. Representative Seth Moulton	25%	28%
Former Teacher Alex Rikleen	5%	6%
Not Sure	25%	13%
Would not Vote	1%	1%

2024 Democratic Senate Election With Pressley (N=416)

Only asked of Democrats and Pure Independents who indicated that they would participate in the 2026 Democratic Primary.

What if the candidates were U.S. Senator Ed Markey, U.S. Representative Seth Moulton, former teacher Alex Rikleen, **and** U.S. Representative Ayanna Pressley? If the 2026 Democratic Senate primary were held today, which one of these four candidates would you vote for?

	Without Leaners	With Leaners
U.S. Senator Ed Markey	31%	35%
U.S. Representative Seth Moulton	24%	25%
U.S. Representative Ayanna Pressley	20%	21%
Former Teacher Alex Rikleen	4%	5%
Not Sure	20%	12%
Would not Vote	1%	1%

2024 Democratic Senate Election – Open Primary (N=416)

Only asked of Democrats and Pure Independents who indicated that they would participate in the 2026 Democratic Primary.

Who would you say you are leaning towards voting for in the 2026 Massachusetts Democratic Senate Primary **if** Senator Ed Markey decides to not seek reelection?

	Without Leaners	With Leaners
Former U.S. Representative Joseph P. Kennedy III	9%	11%
U.S. Representative Ayanna Pressley	23%	24%
Boston Mayor Michelle Wu	17%	19%
U.S. Representative Jake Auchincloss	5%	6%
U.S. Representative Seth Moulton	26%	29%
Former Teacher Alex Rikleen	3%	6%
Other [text box]	0%	0%
Not Sure	16%	5%
Would not Vote	1%	1%

Candidate Qualities (N=416)

Only asked of Democrats and Pure Independents who indicated that they would participate in the 2026 Democratic 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 Democratic Senate Primary.

	1 st	2 nd	3 rd
best represents my views on the issues	19%	23%	15%
strongest leader	8%	12%	12%
will challenge President Trump	31%	20%	16%
most honest and trustworthy	19%	18%	22%
most experienced	3%	7%	6%
represents a new generation of leadership	0%	0%	0%
cares about people like me	6%	11%	19%
most progressive candidate	11%	5%	6%
most moderate candidate	3%	4%	3%

Ideology (N=416)

Only asked of Democrats and Pure Independents who indicated that they would participate in the 2026 Democratic Primary.

How would you describe each of the following Democratic candidates for the U.S. Senate?

	Very Liberal	Liberal	Somewhat Liberal	Moderate	Somewhat Conservative	Conservative	Very Conservative	Not Sure
U.S. Representative Seth Moulton	2%	14%	22%	27%	5%	2%	1%	28%
U.S. Senator Edward Markey	13%	33%	17%	20%	4%	2%	1%	11%
Former Teacher Alex Rikleen	2%	8%	6%	9%	1%	1%	1%	73%

Markey & Warren Approval (N=800)

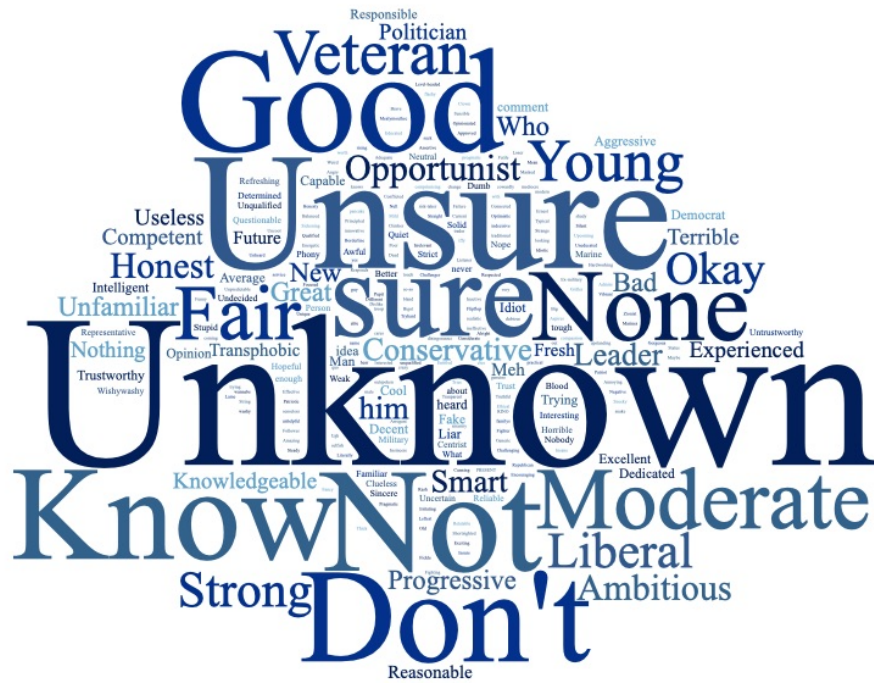
Do you approve or disapprove of the way each is doing their job?

	Oct. 2025			Feb. 2025			Oct. 2024			May 2024		
	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure
Senator Edward Markey	54%	28%	18%	51%	29%	20%	54%	31%	15%	53%	30%	17%
Senator Elizabeth Warren	57%	35%	8%	53%	36%	11%	53%	38%	8%	54%	35%	12%

What one word would you use to describe U.S. Senator Ed Markey?



What one word would you use to describe U.S. Representative Seth Moulton?



Election Changes (N=800)

Please indicate whether you would support or oppose the following in Massachusetts....

	Strongly Support	Somewhat Support	Neither Support Nor Oppose	Somewhat Oppose	Strongly Oppose
Making Election Day a state holiday?	44%	22%	21%	7%	7%
Allowing people to register to vote and cast their ballot on Election Day?	40%	25%	18%	7%	10%
Allowing people to register to vote and cast their ballot during the early voting period?	43%	28%	17%	6%	6%
Allowing people currently serving a prison sentence to vote?	16%	21%	22%	16%	25%
Requiring all voters to show government-issued photo identification to vote?	41%	20%	19%	12%	9%
Requiring all eligible citizens of Massachusetts to vote in statewide elections?	23%	21%	26%	14%	16%
Establishing an independent commission to redraw state legislative and congressional districts?	17%	20%	44%	10%	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%