UMassAmherst | UMass Poll

Crosstabs
University of Massachusetts Amherst/WCVB
October 2026 Massachusetts Poll

Field Dates:	October 5 –12, 2026
Sample:	800 Registered Voters
Margin of Error:	4.2%

YouGov interviewed 852 registered voters in the state of Massachusetts. The respondents were then matched down to a sample of 800 to produce the final dataset. The respondents were matched to a sampling frame of registered voters in Massachusetts on gender, age, race, and education. The frame was constructed by stratified sampling from the full 2024 Current Population Survey (CPS) sample, restricted to Massachusetts residents who were registered to vote.

Cases were selected by stratified sampling from this subset, with selection within strata by weighted sampling with replacement (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, 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 gender, age, race, and education, to produce the final weight.

UMass Poll Directors/Fellows

Prof. Tatishe M. Nteta, Ph.D. – Director	nteta@polsci.umass.edu
Prof. Raymond La Raja, Ph.D. – Co-Director	laraja@polsci.umass.edu
Prof. Jesse Rhodes, Ph.D. – Co-Director	jrhodes@polsci.umass.edu
Prof. Alex Theodoridis, Ph.D. – Co-Director	atheodoridis@umass.edu
Minhye Joo, Ph.D. – Postdoctoral Fellow	mjoo@umass.edu
Sydney Brake – Graduate Research Fellow	sbrake@umass.edu
Lane Cuthbert - Graduate Research Fellow	lcuthbert@umass.edu
Adam Eichen - Graduate Research Fellow	aeichen@umass.edu
Tim Komatsu – Graduate Research Fellow	tkomatsu@umass.edu
Jesse Usher Barrett – Graduate Research Fellow	jusherbarret@umass.edu

RIGHT DIRECTION/WRONG TRACK

		Massachusetts			National		
	Category	Right Direction	Wrong Track	Not Sure	Right Direction	Wrong Track	Not Sure
Gender	Men	41%	48%	11%	28%	65%	7%
	Women	41%	37%	22%	17%	73%	10%
Age	18-29	41%	45%	14%	17%	72%	11%
	30-54	43%	39%	18%	21%	71%	9%
	>55	39%	44%	17%	26%	68%	7%
Education	HS or less	38%	47%	15%	36%	52%	12%
	Some Coll.	28%	57%	16%	17%	74%	10%
	Coll. Deg.	38%	42%	20%	19%	73%	8%
	Postgrad	54%	31%	15%	17%	79%	4%
Income	<$40k	42%	40%	18%	17%	72%	10%
	$40k-$100k	35%	45%	19%	17%	73%	9%
	>100k	46%	41%	13%	29%	65%	6%
Party ID	Dem.	58%	20%	22%	9%	86%	5%
	Ind.	29%	55%	16%	16%	72%	12%
	Rep.	15%	78%	7%	54%	34%	12%
Ideology	Lib	63%	16%	20%	6%	91%	3%
	Mod.	35%	45%	21%	20%	68%	12%
	Cons.	17%	78%	4%	55%	37%	8%
Race	White	38%	45%	17%	22%	70%	8%
	POC	51%	31%	17%	24%	66%	10%
2024Vote	Harris	57%	20%	23%	6%	89%	5%
	Trump	18%	77%	5%	53%	35%	11%

APPROVAL (% APPROVE)

	Category	Markey	Warren	Mass State Legislature	Trump
Gender	Men	51%	48%	47%	33%
	Women	61%	57%	51%	24%
Age	18-29	45%	45%	47%	24%
	30-54	59%	56%	51%	26%
	>55	59%	53%	46%	32%
Education	HS or less	52%	48%	50%	40%
	Some Coll.	43%	41%	35%	28%
	Coll. Deg.	55%	49%	48%	27%
	Postgrad	69%	68%	55%	19%
Income	<$40k	54%	52%	42%	26%
	$40k-$100k	55%	54%	48%	24%
	>100k	59%	53%	53%	33%
Party ID	Dem.	82%	80%	68%	8%
	Ind.	44%	34%	31%	20%
	Rep.	14%	12%	21%	74%
Ideology	Lib	86%	84%	72%	5%
	Mod.	53%	47%	46%	22%
	Cons.	16%	16%	20%	74%
Race	White	56%	51%	46%	29%
	POC	59%	61%	59%	24%
2024Vote	Harris	84%	84%	68%	6%
	Trump	15%	11%	18%	73%

MARIJUANA IMPACT (% POSTIVE)

	Category	Economy	Tax Revenue	Local Communities	Criminal Justice System	Young People
Gender	Men	64%	70%	57%	56%	43%
	Women	65%	68%	54%	49%	35%
Age	18-29	66%	59%	60%	52%	50%
	30-54	68%	74%	60%	59%	44%
	>55	61%	69%	50%	46%	30%
Education	HS or less	66%	70%	59%	57%	44%
	Some Coll.	66%	68%	59%	48%	48%
	Coll. Deg.	61%	65%	51%	50%	34%
	Postgrad	67%	74%	57%	52%	36%
Income	<$40k	62%	68%	55%	60%	42%
	$40k-$100k	63%	67%	52%	45%	35%
	>100k	68%	72%	59%	56%	43%
Party ID	Dem.	72%	76%	64%	61%	45%
	Ind.	51%	58%	46%	44%	30%
	Rep.	59%	62%	47%	41%	33%
Ideology	Lib	76%	83%	70%	66%	47%
	Mod.	62%	62%	47%	48%	36%
	Cons.	55%	62%	46%	40%	32%
Race	White	66%	71%	55%	51%	37%
	POC	59%	61%	60%	56%	46%
2024Vote	Harris	71%	76%	63%	61%	44%
	Trump	54%	58%	43%	39%	29%
Marijuana Use	Never Used	55%	62%	45%	40%	30%
	Previously Used	61%	66%	51%	49%	33%
	Currently Use	86%	86%	81%	76%	63%

AUDIT

	Category	should be allowed to audit the Massachusetts Legislature with no limits.	should be allowed to audit the Massachusetts Legislature, but with limits.	should not be allowed to audit the Massachusetts Legislature.
Gender	Men	57%	36%	7%
	Women	42%	47%	11%
Age	18-29	29%	61%	10%
	30-54	44%	44%	11%
	>55	61%	32%	7%
Education	HS or less	49%	43%	8%
	Some Coll.	48%	41%	12%
	Coll. Deg.	52%	39%	9%
	Postgrad	46%	46%	9%
Income	<$40k	48%	46%	6%
	$40k-$100k	52%	36%	11%
	>100k	46%	46%	8%
Party ID	Dem.	41%	48%	10%
	Ind.	49%	42%	9%
	Rep.	64%	29%	7%
Ideology	Lib	41%	51%	7%
	Mod.	48%	40%	12%
	Cons.	63%	29%	8%
Race	White	51%	41%	8%
	POC	40%	46%	13%
2024Vote	Harris	43%	48%	8%
	Trump	67%	25%	7%

MCAS (% RANKED OPTION #1)

	Category	State-designed final exams	Student portfolios and capstone projects	Statewide course requirements	College and career readiness requirements
Gender	Men	21%	14%	43%	22%
	Women	13%	15%	41%	32%
Age	18-29	14%	26%	21%	39%
	30-54	19%	14%	41%	27%
	>55	16%	10%	52%	22%
Education	HS or less	25%	11%	41%	22%
	Some Coll.	17%	22%	34%	27%
	Coll. Deg.	11%	15%	44%	30%
	Postgrad	15%	12%	45%	28%
Income	<$40k	25%	14%	42%	19%
	$40k-$100k	12%	13%	46%	29%
	>100k	15%	15%	40%	29%
Party ID	Dem.	16%	15%	42%	27%
	Ind.	14%	18%	45%	23%
	Rep.	20%	9%	41%	31%
Ideology	Lib	15%	16%	43%	26%
	Mod.	17%	10%	44%	29%
	Cons.	18%	13%	41%	28%
Race	White	15%	15%	44%	26%
	POC	22%	13%	35%	30%
2024Vote	Harris	16%	15%	43%	26%
	Trump	16%	12%	45%	28%

POLICIES (% SUPPORT)

	Category	the establishment of an independent nation state of Palestine?	ending military aid to Israel?	a temporary suspension of the state's 24 cent per gallon tax on gasoline?	banning the use of automated license plate reader cameras (e.g. Flock, Motorola, and Axon) by the state's law enforcement officials to help them solve crimes?
Gender	Men	49%	57%	70%	61%
	Women	51%	57%	68%	55%
Age	18-29	54%	61%	68%	70%
	30-54	55%	64%	64%	62%
	>55	44%	49%	73%	48%
Education	HS or less	47%	62%	75%	57%
	Some Coll.	37%	49%	73%	57%
	Coll. Deg.	50%	55%	71%	59%
	Postgrad	60%	59%	58%	57%
Income	<$40k	40%	51%	68%	52%
	$40k-$100k	52%	55%	70%	55%
	>100k	53%	61%	69%	61%
Party ID	Dem.	69%	69%	58%	63%
	Ind.	34%	56%	74%	51%
	Rep.	24%	32%	87%	51%
Ideology	Lib	79%	76%	58%	69%
	Mod.	41%	49%	71%	47%
	Cons.	24%	38%	84%	54%
Race	White	50%	58%	70%	59%
	POC	49%	53%	64%	50%
2024Vote	Harris	68%	69%	58%	63%
	Trump	22%	32%	86%	50%

MACKLEMORE

	Category	Definitely Should	Probably Should	Probably Should Not	Definitely Should Not
Gender	Men	33%	26%	19%	21%
	Women	42%	22%	19%	17%
Age	18-29	49%	30%	13%	8%
	30-54	45%	23%	20%	12%
	>55	28%	22%	21%	29%
Education	HS or less	28%	20%	28%	25%
	Some Coll.	34%	29%	19%	19%
	Coll. Deg.	44%	25%	14%	17%
	Postgrad	42%	23%	17%	17%
Income	<$40k	31%	26%	17%	26%
	$40k-$100k	40%	23%	17%	20%
	>100k	40%	24%	21%	15%
Party ID	Dem.	53%	27%	14%	7%
	Ind.	32%	19%	27%	23%
	Rep.	13%	22%	24%	41%
Ideology	Lib	64%	20%	11%	5%
	Mod.	31%	27%	26%	16%
	Cons.	11%	25%	18%	46%
Race	White	38%	24%	17%	21%
	POC	40%	24%	26%	10%
2024Vote	Harris	54%	27%	12%	7%
	Trump	14%	18%	24%	44%

CLANCY TRIAL

	Category	Massachusetts prosecutors should pursue a second trial on the murder charges	Massachusetts prosecutors should dismiss the murder charges	Not sure
Gender	Men	58%	18%	23%
	Women	42%	31%	27%
Age	18-29	51%	18%	31%
	30-54	52%	26%	22%
	>55	46%	28%	26%
Education	HS or less	65%	17%	18%
	Some Coll.	49%	20%	32%
	Coll. Deg.	48%	26%	26%
	Postgrad	37%	35%	28%
Income	<$40k	64%	14%	23%
	$40k-$100k	45%	27%	28%
	>100k	48%	29%	22%
Party ID	Dem.	36%	34%	31%
	Ind.	50%	19%	30%
	Rep.	76%	13%	11%
Ideology	Lib	35%	35%	31%
	Mod.	50%	25%	25%
	Cons.	74%	13%	13%
Race	White	47%	27%	26%
	POC	60%	19%	20%
2024Vote	Harris	34%	34%	32%
	Trump	74%	14%	11%

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

	All Respondents (N=800)
Men	46%
Women	54%
18-29	18%
30-54	37%
>55	45%
HS or less	24%
Some Coll.	14%
Coll. Deg.	34%
Postgrad	27%
<$40K	18%
$40K-$100K	38%
>$100K	45%
Self-Identified Democrat	54%
Self-Identified Independent	19%
Self-Identified Republican	27%
Liberal	39%
Moderate	37%
Conservative	24%
White	81%
People of Color	19%
Harris	63%
Trump	37%