UMassAmherst | UMass Poll

Crosstabs
University of Massachusetts Amherst/WCVB
May 2024 Massachusetts Poll

Field Dates:	May 17 – May 30, 2023
Sample:	700 Respondents
Margin of Error:	4.4%

YouGov interviewed 741 respondents who were then matched down to a sample of 700 to produce the final dataset. The respondents were matched to 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, the2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

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 own or rent. 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 2020 presidential vote choice as well as stratifications of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

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MASSACHUSETTS RIGHT DIRECTION/WRONG TRACK

	Category	May 2024			Oct. 2023			Apr. 2023		
		Right Direction	Wrong Track	Not Sure	Right Direction	Wrong Track	Not Sure	Right Direction	Wrong Track	Not Sure
Gender	Men	45%	38%	17%	49%	39%	12%	42%	35%	23%
	Women	43%	35%	22%	44%	35%	21%	47%	30%	23%
Age	18-29	48%	34%	18%	48%	36%	16%	48%	26%	26%
	30-54	41%	31%	27%	46%	34%	20%	44%	29%	27%
	>55	45%	42%	13%	46%	40%	14%	43%	39%	18%
Education	HS or less	30%	45%	25%	34%	44%	22%	32%	37%	31%
	Some Coll.	47%	28%	25%	38%	45%	17%	46%	38%	16%
	Coll. Deg.	46%	37%	17%	51%	35%	14%	50%	31%	20%
	Postgrad	60%	27%	13%	65%	23%	12%	56%	23%	20%
Income	<$40k	36%	42%	22%	40%	33%	27%	37%	37%	26%
	$40k-$100k	37%	43%	21%	46%	42%	12%	49%	33%	18%
	>$100k	52%	30%	18%	58%	28%	14%	51%	28%	21%
Party ID	Dem.	62%	17%	21%	63%	21%	16%	65%	14%	22%
	Ind.	20%	53%	27%	27%	48%	25%	25%	39%	37%
	Rep.	21%	67%	12%	28%	62%	10%	13%	73%	15%
Ideology	Lib	66%	17%	17%	68%	19%	14%	67%	13%	20%
	Mod.	35%	39%	26%	37%	39%	24%	36%	36%	29%
	Cons.	20%	71%	9%	21%	69%	10%	17%	74%	9%
Race	White	46%	39%	15%	51%	22%	27%	40%	32%	28%
	POC	37%	29%	35%	44%	43%	13%	46%	33%	21%
2020 Vote	Biden	66%	17%	17%	69%	16%	14%	65%	15%	20%
	Trump	14%	75%	10%	17%	73%	10%	14%	71%	15%

CONTEMPLATE MOVING

		May 2024		Oct. 2023		Apr. 2023	
	Category	Yes	No	Yes	No	Yes	No
Gender	Men	38%	62%	36%	64%	43%	57%
	Women	36%	64%	41%	59%	35%	65%
Age	18-29	39%	61%	48%	52%	43%	57%
	30-54	40%	60%	36%	64%	41%	59%
	>55	33%	67%	35%	65%	35%	65%
Education	HS or less	46%	54%	39%	61%	33%	67%
	Some Coll.	21%	79%	38%	62%	44%	56%
	Coll. Deg.	38%	62%	40%	60%	41%	59%
	Postgrad	32%	68%	34%	66%	42%	58%
Income	<$40k	48%	52%	40%	60%	46%	54%
	$40k-$100k	35%	65%	41%	59%	35%	65%
	>100k	35%	65%	35%	65%	38%	62%
Party ID	Dem.	28%	72%	23%	77%	31%	69%
	Ind.	48%	52%	49%	51%	47%	53%
	Rep.	50%	50%	59%	41%	53%	47%
Ideology	Lib	27%	73%	24%	76%	31%	69%
	Mod.	36%	64%	40%	60%	40%	60%
	Cons.	55%	45%	59%	41%	60%	40%
Race	POC	42%	58%	32%	68%	43%	57%
	White	36%	64%	41%	59%	38%	62%
2020 Vote	Biden	30%	70%	25%	75%	31%	69%
	Trump	50%	50%	59%	41%	59%	41%

HOUSING CRISIS RESPONSIBILITY (% SELECT)

	Category	Baker	Healey	State Leg.	Landlords	Sr. Citizens	Local Gov't	Home owners	Int Rates	Builders
Gender	Men	2%	6%	16%	11%	3%	15%	9%	24%	15%
	Women	1%	5%	16%	14%	2%	13%	4%	33%	12%
Age	18-29	0%	4%	20%	12%	7%	12%	7%	27%	12%
	30-54	2%	4%	16%	14%	1%	17%	5%	26%	16%
	>55	1%	7%	14%	12%	1%	12%	8%	33%	13%
Education	HS or less	1%	7%	18%	9%	1%	14%	6%	31%	12%
	Some Coll.	0%	4%	21%	19%	8%	10%	2%	32%	3%
	Coll. Deg.	1%	5%	16%	15%	1%	12%	6%	27%	18%
	Postgrad	3%	2%	9%	10%	2%	21%	13%	26%	15%
Income	<$40k	2%	10%	18%	17%	0%	12%	8%	24%	9%
	$40k-$100k	1%	5%	17%	14%	2%	10%	6%	32%	14%
	>100k	1%	4%	13%	9%	4%	19%	8%	26%	17%
Party ID	Dem.	2%	1%	9%	18%	3%	13%	9%	29%	16%
	Ind.	1%	8%	25%	7%	4%	16%	3%	27%	9%
	Rep.	0%	11%	25%	4%	0%	14%	4%	30%	12%
Ideology	Lib	2%	2%	10%	20%	3%	17%	7%	22%	17%
	Mod.	1%	5%	16%	11%	3%	10%	6%	34%	15%
	Cons.	0%	13%	25%	3%	0%	14%	7%	29%	9%
Race	POC	3%	2%	17%	18%	2%	10%	8%	31%	9%
	White	1%	6%	16%	11%	2%	15%	6%	28%	15%
2020 Vote	Biden	2%	2%	7%	18%	1%	13%	7%	30%	18%
	Trump	0%	14%	30%	3%	0%	14%	3%	27%	9%

HOUSING POLICIES (% SUPPORT)

	Category	Dwelling	Tax Transaction	Rent Control	Convert Office Buildings	Tax Break Low Income Housing	MBTA Zone Multifamily
Gender	Men	67%	57%	66%	74%	64%	52%
	Women	65%	66%	78%	71%	67%	57%
Age	18-29	68%	66%	72%	71%	67%	56%
	30-54	62%	64%	79%	71%	67%	61%
	>55	68%	58%	66%	75%	64%	48%
Education	HS or less	60%	58%	73%	70%	61%	49%
	Some Coll.	72%	59%	75%	61%	64%	46%
	Coll. Deg.	64%	59%	71%	74%	65%	52%
	Postgrad	74%	75%	69%	83%	74%	74%
Income	<$40k	66%	64%	78%	69%	68%	50%
	$40k-$100k	63%	57%	74%	74%	62%	50%
	>100k	68%	64%	66%	76%	69%	61%
Party ID	Dem.	72%	78%	81%	80%	79%	72%
	Ind.	53%	43%	68%	60%	44%	39%
	Rep.	61%	38%	54%	64%	50%	27%
Ideology	Lib	75%	81%	83%	82%	85%	76%
	Mod.	64%	52%	70%	71%	57%	45%
	Cons.	59%	42%	48%	60%	45%	30%
Race	POC	62%	67%	76%	75%	71%	62%
	White	67%	60%	71%	72%	64%	52%
2020 Vote	Biden	71%	76%	82%	82%	78%	70%
	Trump	58%	34%	51%	62%	45%	26%

Demographic Breakdown of May 2024 University of Massachusetts Amherst/WCVB Poll (N=700)

White	76%
People of Color	24%
HS or less	32%
Some Coll.	14%
Coll. Deg.	35%
Postgrad	20%
18-29	21%
30-54	38%
>55	41%
Liberal	41%
Moderate	39%
Conservative	20%
Men	48%
Women	52%
Biden	68%
Trump	32%
Democrat	57%
Independent	18%
Republican	25%