UMassAmherst | UMass Poll

Toplines
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.

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State of the National Economy (N=800)

Thinking about the state of our national economy, would you rate the nation's economy as excellent, good, fair, or poor?

	Oct. 2026	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023	Oct. 2022	June 2022	Nov. 2021	March 2021	Oct. 2020
Excellent	4%	4%	3%	2%	4%	5%	4%	4%	3%	4%	3%	1%	4%
Good	19%	21%	20%	28%	36%	32%	32%	23%	22%	18%	29%	19%	19%
Fair	35%	38%	41%	47%	32%	37%	35%	46%	37%	37%	42%	55%	38%
Poor	41%	37%	36%	23%	28%	26%	29%	27%	38%	41%	27%	24%	38%

State of the Massachusetts Economy (N=800)

Thinking about the state of Massachusetts' economy, would you rate Massachusetts' economy as excellent, good, fair, or poor?

	Oct. 2026	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023	Oct. 2022	June 2022	Nov. 2021	March 2021	Oct. 2020
Excellent	5%	4%	6%	5%	8%	6%	8%	9%	7%	7%	7%	3%	4%
Good	33%	33%	38%	46%	39%	47%	47%	45%	40%	36%	46%	39%	32%
Fair	39%	40%	38%	31%	36%	32%	31%	35%	39%	38%	34%	45%	51%
Poor	23%	23%	17%	18%	17%	15%	15%	11%	14%	19%	13%	13%	13%

State of Own Economic Situation (N=800)

Thinking about your own economic situation, would you rate your own economic situation as excellent, good, fair, or poor?

	Oct. 2026	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023	Oct. 2022	June 2022	Nov. 2021
Excellent	8%	6%	4%	8%	6%	7%	11%	10%	8%	8%	9%
Good	36%	35%	38%	32%	39%	38%	36%	34%	36%	34%	38%
Fair	39%	41%	37%	44%	38%	38%	37%	36%	40%	41%	35%
Poor	17%	17%	21%	15%	17%	17%	16%	20%	17%	17%	18%

Nation Right Direction/Wrong Track (N=800)

Do you think things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	Oct. 2026	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023	Oct. 2022	June 2022	Nov. 2021	March 2021	Oct. 2020
Right Direction	22%	22%	22%	24%	28%	26%	21%	22%	21%	18%	31%	31%	24%
Wrong Track	70%	71%	70%	64%	58%	59%	63%	65%	66%	67%	52%	51%	71%
Not Sure	8%	7%	8%	12%	14%	15%	16%	13%	12%	15%	17%	18%	5%

MA Right Direction/Wrong Track (N=800)

Do you think things in Massachusetts are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	Oct. 2026	Aug. 2026	Oct. 2025	Feb. 2025	Oct. 2024	May 2024	Oct. 2023	Apr. 2023	Oct. 2022	June 2022	Nov. 2021	March 2021	Oct. 2020
Right Direction	41%	38%	40%	41%	46%	44%	46%	44%	45%	40%	50%	47%	49%
Wrong Track	42%	45%	43%	38%	41%	36%	37%	33%	36%	38%	30%	30%	32%
Not Sure	17%	17%	18%	21%	14%	20%	17%	23%	19%	22%	20%	23%	19%

Approval (N=800)

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

	Oct. 2026			Aug. 2026			Oct. 2025			Feb. 2025		
	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure	App.	Disapp.	Not Sure
Governor Maura Healey	57%	38%	4%	56%	39%	5%	57%	32%	11%	52%	36%	12%
Senator Edward Markey	56%	34%	10%	56%	35%	9%	54%	28%	18%	51%	29%	20%
Senator Elizabeth Warren	53%	42%	5%	55%	40%	5%	57%	35%	8%	53%	36%	11%
Mass State Legislature	48%	41%	11%	47%	43%	10%	51%	34%	15%	50%	35%	15%
President Donald Trump	28%	70%	2%	29%	70%	1%	27%	69%	4%	32%	64%	4%

Most Important Issue (N=800)

In a word or two, what do you think is the most important issue facing Massachusetts?



MAGA ID

Do you identify with the Make America Great Again (MAGA) movement?

	Oct. 2026		Aug. 2026	
	All Respondents (N=800)	Republican Respondents (N=215)	All Respondents (N=800)	Republican Respondents (N=212)
Very much	13%	34%	11%	31%
Somewhat	20%	48%	20%	44%
Not at all	67%	18%	69%	25%

Democratic Socialist

Do you identify as a democratic socialist?

	Oct. 2026		Aug. 2026	
	All Respondents (N=800)	Democratic Respondents (N=437)	All Respondents (N=800)	Democratic Respondents (N=426)
Very much	11%	17%	10%	17%
Somewhat	31%	43%	31%	49%
Not at all	59%	40%	59%	34%

Impact of Marijuana Legalization (N=800)

In 2016, Massachusetts voters passed an initiative that permits the possession, use, distribution, and cultivation of marijuana in limited amounts by persons age 21 and older and removed criminal penalties for such activities. Do you believe that the legalization of marijuana in Massachusetts has been positive or negative for the state's . . .

	Very Positive	Somewhat Positive	Neither Positive Nor Negative	Somewhat Negative	Very Negative
Economy?	30%	35%	23%	6%	6%
tax revenue?	37%	33%	20%	6%	5%
local communities?	23%	33%	25%	10%	9%
criminal justice system?	24%	28%	30%	9%	9%
young people ?	16%	23%	30%	17%	14%

Marijuana Usage (N=800)

Keeping in mind that all of your answers in this survey are confidential, which of the following statements best describes you?

I have never used marijuana	38%
I used marijuana in the past, but do not use it now	34%
I occasionally use marijuana now	13%
I regularly use marijuana now	12%
Prefer not to answer	3%

Gun Ownership (N=800)

Do you personally or does anyone in your household own any guns (NOT including air guns, such as paintball, BB, or pellet guns)?

Yes	17%
No	81%
Not Sure	3%

Audit (N=800)

In 2024, Massachusetts voters approved Question 1, which specified that the State Auditor has the authority to audit the Massachusetts Legislature. The Legislature has argued that such an audit would violate the constitutional separation of powers. Which of the following comes closest to your view?

The State Auditor should . . .

be allowed to audit the Massachusetts Legislature with no limits.	49%
be allowed to audit the Massachusetts Legislature, but with limits.	42%
not be allowed to audit the Massachusetts Legislature.	9%

MCAS (N=800)

In 2024, Massachusetts voters approved Question 2, which eliminated the requirement that students pass the Massachusetts Comprehensive Assessment System (MCAS) tests in English, mathematics, and science and technology in order to receive a high school diploma. A state commission is now considering a replacement for the MCAS to determine whether a student is ready to graduate from high school. Which of the following options would you prefer? Please rank the following options from most preferred (1) to least preferred (4).

	1st	2nd	3rd	4th
State-designed final exams: Final exams in each major subject area designed and scored by the state.	17%	20%	25%	39%
Student portfolios and capstone projects: Capstone projects or portfolios of their academic work evaluated at the school level.	14%	20%	28%	38%
Statewide course requirements: The completion of a standard curriculum that includes English, mathematics, science, history, and a foreign language.	42%	29%	20%	9%
College and career readiness requirements: The completion of activities demonstrating preparation for life after high school that include participating in work-based learning.	27%	31%	27%	15%

Macklemore (N=800)

Recently, the recording artist Macklemore was removed from the U.S. leg of singer songwriter Ed Sheeran's tour after saying "Free Palestine" during a concert. Robert Kraft, owner of the New England Patriots and Gillette Stadium, confirmed that he was involved in the decision to prevent Macklemore from performing at the Gillette Stadium and cited concerns about hate speech and what he described as Macklemore's broader history of antisemitic rhetoric and imagery. Should Macklemore have been allowed to perform with Ed Sheeran at Gillette Stadium?

Definitely Should	38%
Probably Should	24%
Probably Should Not	19%
Definitely Should Not	19%

Lindsay Clancy Trial (N=800)

In September 2026, the trial of Lindsay Clancy, a Massachusetts woman charged with murder in the deaths of her three young children, ended in a mistrial when jurors could not reach a unanimous verdict. Prosecutors have not yet announced whether they will retry the case. Which of the following comes closest to your thinking?

Massachusetts prosecutors should pursue a second trial on the murder charges.	49%
Massachusetts prosecutors should dismiss the murder charges.	25%
Not sure	25%

Policies (N=800)

Do you support or oppose . . .

	Strongly Support	Somewhat Support	Neither Support nor Oppose	Somewhat Oppose	Strongly Oppose
the establishment of an independent nation state of Palestine?	27%	23%	33%	5%	13%
ending military aid to Israel?	34%	23%	20%	10%	13%
a temporary suspension of the state's 24 cent per gallon tax on gasoline?	42%	27%	19%	7%	5%
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?	38%	20%	17%	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%