

**Crosstabs**  
**University of Massachusetts Amherst/WCVB**  
**October 2022 Massachusetts Poll**

<b>Field Dates:</b>	October 20 – October 26, 2022
<b>Sample:</b>	700 Registered Voters
<b>Margin of Error:</b>	4.3%

YouGov interviewed 752 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 registered voters, 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.

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 2020 presidential vote choice. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

Weights for likely voters were separately post-stratified on a 2-way stratification of gender and age (4-category), using benchmarks estimated from 2018 midterm voters in the voterfile, and 2022 primary election vote counts. Likely voters and non-likely voters were combined again, and the weights were trimmed at 7 and centered to have a mean of 1. The margin of error is +/- 4.32.

**UMass Poll Directors/Fellows**

Prof. Tatishe M. Nteta, Ph.D. – Director  
Prof. Raymond La Raja, Ph.D. – Co-Director  
Prof. Jesse Rhodes, Ph.D. – Co-Director  
Prof. Alex Theodoridis, Ph.D. – Co-Director  
Adam Eichen - Research Fellow  
Maddi Hertz- Research Fellow

nteta@polsci.umass.edu  
laraja@polsci.umass.edu  
jrhodes@polsci.umass.edu  
atheodoridis@umass.edu  
aeichen@umass.edu  
mhertz@umass.edu

## 2022 GOVERNOR\*

	Category	Maura Healey	Geoff Diehl	Kevin Reed	Don't Know
Gender	Men	56%	38%	3%	3%
	Women	66%	29%	2%	2%
Age	18-29	61%	28%	6%	5%
	30-54	73%	21%	2%	3%
	>55	55%	42%	2%	2%
Education	HS or less	57%	37%	3%	3%
	Some Coll.	54%	41%	0%	4%
	Coll. Deg.	64%	29%	3%	3%
	Postgrad	68%	31%	1%	0%
Income	<\$40k	68%	25%	3%	3%
	\$40k-\$100k	59%	36%	3%	2%
	>100k	63%	34%	2%	1%
Party ID	Dem.	94%	4%	2%	1%
	Ind.	35%	43%	7%	13%
	Rep.	9%	91%	0%	0%
Ideology	Lib	96%	3%	0%	0%
	Mod.	63%	28%	5%	4%

	Cons.	10%	89%	1%	0%
Race	People of Color	74%	15%	5%	6%
	White	59%	37%	2%	2%
2020 Vote Choice	Biden	92%	3%	2%	1%
	Trump	10%	89%	1%	0%

**2022 LIEUTENANT GOVERNOR\***

	Category	Kim Driscoll	Leah Cole Allen	Peter Everett	Don't Know
Gender	Men	51%	39%	3%	6%
	Women	63%	24%	1%	11%
Age	18-29	60%	12%	3%	25%
	30-54	67%	21%	2%	9%
	>55	52%	41%	2%	5%
Education	HS or less	51%	38%	3%	6%
	Some Coll.	50%	28%	1%	21%
	Coll. Deg.	60%	28%	2%	9%
	Postgrad	65%	30%	2%	3%
Income	<\$40k	61%	25%	1%	12%
	\$40k-\$100k	55%	31%	3%	10%
	>100k	62%	32%	2%	4%
Party ID	Dem.	90%	2%	1%	6%
	Ind.	27%	37%	7%	28%
	Rep.	7%	91%	0%	2%
Ideology	Lib	93%	2%	1%	4%
	Mod.	54%	27%	4%	15%
	Cons.	13%	85%	0%	1%
Race	People of Color	67%	13%	3%	16%
	White	56%	35%	2%	7%
2020 Vote Choice	Biden	89%	2%	1%	7%
	Trump	6%	89%	1%	4%

**2022 ATTORNEY GENERAL\***

	Category	Andrea Campbell	James McMahon	Don't Know
Gender	Men	51%	42%	6%
	Women	64%	27%	8%
Age	18-29	69%	14%	16%
	30-54	70%	22%	7%
	>55	49%	44%	6%
Education	HS or less	47%	46%	7%
	Some Coll.	56%	28%	14%
	Coll. Deg.	60%	31%	7%
	Postgrad	69%	27%	4%
Income	<\$40k	58%	31%	9%
	\$40k-\$100k	58%	33%	8%
	>100k	62%	33%	4%
Party ID	Dem.	91%	4%	4%
	Ind.	27%	44%	26%
	Rep.	6%	91%	1%
Ideology	Lib	96%	2%	2%
	Mod.	53%	32%	13%
	Cons.	11%	88%	0%
Race	People of Color	71%	24%	4%
	White	55%	36%	8%
2020 Vote Choice	Biden	88%	5%	6%
	Trump	6%	90%	3%

**2022 SECRETARY OF STATE\***

	Category	William Galvin	Rayla Campbell	Juan Sanchez	Don't Know
Gender	Men	56%	36%	4%	3%
	Women	61%	26%	4%	8%
Age	18-29	44%	24%	12%	15%
	30-54	65%	22%	5%	7%
	>55	57%	36%	2%	3%
Education	HS or less	54%	38%	5%	3%
	Some Coll.	45%	35%	4%	15%
	Coll. Deg.	61%	25%	5%	7%
	Postgrad	68%	26%	3%	2%
Income	<\$40k	63%	25%	6%	4%
	\$40k-\$100k	56%	32%	5%	7%
	>100k	61%	31%	3%	4%
Party ID	Dem.	87%	5%	4%	3%
	Ind.	32%	33%	9%	20%
	Rep.	14%	84%	0%	1%
Ideology	Lib	90%	3%	3%	2%
	Mod.	57%	24%	7%	11%
	Cons.	15%	84%	0%	1%
Race	People of Color	66%	18%	9%	5%
	White	57%	33%	3%	6%
2020 Vote Choice	Biden	86%	3%	5%	5%
	Trump	14%	82%	1%	3%

## 2022 AUDITOR\*

	Category	Anthony Amore	Diana Dizoglio	Gloria Caballero-Roca	Dominic Giannone	Daniel Riek	Don't Know
Gender	Men	40%	48%	2%	3%	2%	3%
	Women	27%	53%	3%	3%	7%	4%
Age	18-29	15%	48%	2%	12%	20%	2%
	30-54	22%	60%	4%	3%	2%	6%
	>55	43%	46%	1%	1%	3%	2%
Education	HS or less	39%	46%	1%	2%	7%	3%
	Some Coll.	31%	49%	2%	3%	9%	5%
	Coll. Deg.	30%	52%	4%	3%	3%	3%
	Postgrad	31%	57%	2%	3%	1%	4%
Income	<\$40k	26%	50%	2%	5%	7%	7%
	\$40k-\$100k	32%	52%	2%	4%	6%	3%
	>100k	35%	53%	2%	1%	2%	3%
Party ID	Dem.	3%	82%	3%	4%	4%	2%
	Ind.	43%	19%	5%	3%	10%	12%
	Rep.	93%	3%	0%	1%	2%	1%
Ideology	Lib	2%	85%	4%	3%	2%	2%
	Mod.	33%	46%	2%	3%	5%	5%
	Cons.	85%	8%	0%	2%	5%	0%
Race	People of Color	13%	53%	3%	8%	14%	5%
	White	37%	50%	2%	2%	3%	3%
2020 Vote Choice	Biden	4%	80%	3%	3%	4%	3%
	Trump	91%	3%	0%	2%	1%	2%

**TREASURER\***

	Category	Cristina Crawford*	Deborah Goldberg	Don't Know
Gender	Men	42%	51%	6%
	Women	34%	56%	9%
Age	18-29	37%	42%	16%
	30-54	29%	63%	6%
	>55	42%	50%	7%
Education	HS or less	50%	43%	8%
	Some Coll.	37%	49%	14%
	Coll. Deg.	31%	58%	9%
	Postgrad	34%	62%	3%
Income	<\$40k	39%	53%	7%
	\$40k-\$100k	38%	51%	11%
	>100k	35%	60%	4%
Party ID	Dem.	13%	81%	6%
	Ind.	42%	33%	21%
	Rep.	87%	9%	3%
Ideology	Lib	12%	85%	3%
	Mod.	34%	51%	14%
	Cons.	86%	12%	2%
Race	People of Color	34%	57%	9%
	White	38%	53%	8%
2020 Vote Choice	Biden	13%	79%	7%
	Trump	84%	12%	4%



## BALLOT QUESTIONS (% Yes)

	Category	Question 1	Question 2	Question 3	Question 4
Gender	Men	56%	67%	39%	45%
	Women	61%	69%	40%	56%
Age	18-29	54%	62%	29%	59%
	30-54	71%	77%	48%	62%
	>55	52%	64%	37%	44%
Education	HS or less	55%	65%	30%	43%
	Some Coll.	49%	62%	29%	44%
	Coll. Deg.	62%	69%	47%	54%
	Postgrad	64%	75%	45%	63%
Income	<\$40k	62%	71%	31%	49%
	\$40k-\$100k	60%	68%	42%	52%
	>100k	59%	70%	47%	57%
Party ID	Dem.	83%	85%	49%	76%
	Ind.	38%	59%	27%	27%
	Rep.	21%	39%	28%	14%
Ideology	Lib	91%	89%	53%	83%
	Mod.	54%	69%	37%	44%
	Cons.	17%	38%	24%	15%
Race	People of Color	62%	72%	36%	60%
	White	58%	68%	40%	50%
2020 Vote Choice	Biden	82%	85%	51%	75%
	Trump	19%	39%	25%	13%

- \* - Respondents who selected “other” were omitted from the above results.  
 - Results included leaners  
 - Cristina Crawford was mistakenly identified as a Republican and we apologize for this oversight.