

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

Field Dates:	October 20 – October 26, 2022
Sample:	700 Registered Voters
Margin of Error:	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.

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General Election (N=700)

Do you intend to vote in the general election to be held on November 8, 2022?

Yes	96%
No	4%

Early Voting (N=673)

Some people prefer to vote early and others prefer to wait until Election Day. Have you already cast your ballot for the upcoming 2022 midterm election?

Yes	29%
No	71%

Importance (N=700)

How important are the results of the 2022 midterm elections . . .

	Extremely Important	Very Important	Moderately Important	A Little Important	Not At All Important
for the future of the <u>Nation</u>	60%	24%	12%	4%	1%
for the future of <u>Massachusetts</u>	41%	30%	21%	5%	2%

Most Important Issue in 2022 (N=700)

From the list below, please select the issue that will be most important to you when making your decision about who you will vote for in the 2022 midterm election.

	All Respondents (N=700)	Democratic Respondents (N=415)	Republican Respondents (N=162)	Independent Respondents (N=123)
The Economy	33%	16%	62%	45%
Health care	6%	8%	2%	8%
Taxes	4%	3%	5%	6%
Education	1%	1%	1%	1%
Supreme Court Appointments	2%	3%	0%	1%
Abortion	13%	21%	1%	6%
Foreign Policy	1%	0%	1%	1%
Immigration	7%	2%	13%	14%
Crime	3%	1%	7%	4%
The Health of our Democracy	29%	45%	7%	13%

Candidate Qualities (N=700)

From the list below, please rank the **top** quality that you believe is the most important when deciding who you will vote for in the upcoming 2022 midterm election.

	All Voters (N=700)	Democratic Respondents (N=415)	Republican Respondents (N=162)	Independent Respondents (N=123)
best represents my views on the issues	43%	42%	52%	35%
strongest leader	7%	8%	8%	4%
most honest and trustworthy	18%	19%	14%	21%
most experience for the job	2%	2%	1%	5%
cares about people like me	9%	11%	6%	8%
strong debate performances	0%	1%	0%	1%
endorsements	0%	0%	0%	0%
best vision for the future of the state	20%	18%	20%	28%

Issue Comparisons (N=700)

Which candidate for governor do you trust more to handle the following:

	Maura Healey	Geoff Diehl	Kevin Reed
The Economy	59%	38%	4%
Health care	65%	30%	5%
Taxes	59%	36%	5%
Education	62%	33%	5%
Crime	60%	36%	4%
Transportation	61%	34%	5%
Housing	65%	31%	4%
Abortion	67%	29%	4%
Opioid Crisis	62%	33%	5%

Group Representation (N=700)

Which candidate do you think would do a better job of representing the following groups as Governor?

	Maura Healey	Geoff Diehl	Kevin Reed
Women	71%	26%	3%
Parents	61%	35%	4%
The Middle Class	59%	35%	6%
The Working Class	59%	34%	6%
Small Business Owners	55%	39%	6%
People of Color	65%	28%	7%
Young People	62%	30%	8%
LGBT People	74%	18%	8%

Baker Resemblance (N=700)

Which of the following candidates for governor do you believe most resembles Governor Charlie Baker in terms of . . .

	Maura Healey	Geoff Diehl	Kevin Reed
Ideology	58%	35%	7%
Policy Priorities	59%	34%	7%
Leadership Style	62%	33%	5%

2022 Gubernatorial Election (N=700)

If the 2022 election for governor were held today which one of the following candidates would you support?

	Oct. 2022	
	No Leaners	With Leaners
Maura Healey (Democrat)	59%	61%
Geoff Diehl (Republican)	32%	33%
Kevin Reed (Libertarian)	2%	2%
Other	0%	0%
Don't Know	7%	3%

First Hundred Days (N=700)

Of the following issues, please select the ***one*** issue that you would like to see the new governor address in their first 100 days in office.

	All Respdents (N=700)	Democratic Respondents (N=415)	Republican Respondents (N=162)	Independent Respondents (N=123)
Housing Shortage and Affordability	16%	22%	7%	13%
Infrastructure	8%	9%	3%	9%
Inflation	26%	19%	42%	26%
Immigration	6%	2%	10%	14%
Public Safety and Crime	7%	3%	13%	12%
Transportation	7%	11%	0%	1%
Health Care	6%	8%	2%	7%
Reproductive Rights	8%	12%	3%	3%
Taxes	9%	3%	20%	10%
Income Inequality	6%	9%	1%	5%

2022 Lieutenant Gubernatorial Election (N=700)

If the 2022 election for lieutenant governor were held today which one of the following candidates would you support?

	Oct. 2022	
	No Leaners	With Leaners
Kim Driscoll (Democrat)	54%	58%
Leah Cole Allen (Republican)	29%	31%
Peter Everett (Libertarian)	2%	2%
Other	0%	0%
Don't Know	15%	9%

2022 Secretary of State Election (N=700)

If the 2022 election for Secretary of State were held today which one of the following candidates would you support?

	Oct. 2022	
	No Leaners	With Leaners
William Galvin (Democrat)	55%	58%
Rayla Campbell (Republican)	29%	30%
Juan Sanchez (Green-Rainbow Party)	4%	4%
Other	0%	2%
Don't Know	11%	6%

2022 Attorney General Election (N=700)

If the 2022 election for Attorney General were held today which one of the following candidates would you support?

	Oct. 2022	
	No Leaners	With Leaners
Andrea Campbell (Democrat)	57%	58%
James McMahon III (Republican)	32%	33%
Other (Text Box)	1%	1%
Don't Know	11%	7%

2022 Treasurer Election (N=700)*

If the 2022 election for Treasurer were held today which one of the following candidates would you support?

	Oct. 2022	
	No Leaners	With Leaners
Deborah Goldberg (Democrat)	52%	54%
Cristina Crawford (Libertarian)	37%	37%
Other (Text Box)	1%	1%
Don't Know	10%	8%

* - *Cristina Crawford was mistakenly identified as a Republican and we apologize for this oversight.*

2022 Auditor Election (N=700)

If the 2022 election for Auditor were held today which one of the following candidates would you support?

	No Leaners	With Leaners
Diana Dizoglio (Democrat)	49%	51%
Anthony Amore (Republican)	32%	33%
Gloria Caballero-Roca (Green-Rainbow Party)	2%	2%
Dominic Giannone (Worker's Party)	3%	3%
Daniel Riek (Libertarian)	2%	5%
Other (Text Box)	1%	3%
Don't Know	12%	4%

Ballot Questions (N=700)

There are four questions on the ballot in November. Please indicate how you plan to vote on the following ballot questions?

	Yes	No	Not Sure
Question 1 - Would establish an additional 4% state income tax on individuals with taxable incomes in excess of \$1 million. Revenues from this tax would be used for public education, public colleges, and universities as well as for the repair and maintenance of roads, bridges, and public transportation.	59%	33%	8%
Question 2 - Would regulate dental insurance rates, including by requiring companies to spend at least 83% of premiums on member dental expenses and quality improvements instead of administrative expenses, and by making other changes to dental insurance regulations.	68%	20%	12%
Question 3 - Would increase the statewide limit on the combined number of licenses for the sale of alcoholic beverages for off-premises consumption that any one retailer could own or control.	39%	38%	23%
Question 4 – Would keep in place a law that allows Massachusetts residents who cannot provide proof of lawful presence in the United States to obtain a standard driver’s license or learner’s permit if they meet all the other qualifications for a standard license or learner’s permit, including a road test and insurance, and provide proof of their identity, date of birth, and residency.	51%	39%	10%

Patriots Quarterback (N=700)

Who do you believe should be the starting quarterback of the New England Patriots?

	All Respondents (N=700)	Respondents Who Provided Answer (N=337)
Bailey Zappe	26%	55%
Mac Jones	22%	45%
Don't Know	52%	N/A