

Crosstabs
University of Massachusetts Amherst
January 2024 National Poll

Field Dates: January 25, 2024 – January 30, 2024
Sample: 1064 Respondents
Margin of Error: 3.7%

YouGov interviewed 1064 respondents, none of whom were matched out to produce the final dataset. The unmatched cases were weighted to a sampling frame using propensity scores. The sampling frame is a politically representative "modeled frame" of US 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, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote.

The unmatched 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, region, and home ownership status. The propensity scores were grouped into deciles of the estimated propensity score in the frame, and then post-stratified according to these deciles. The weights were then post-stratified on 2020 presidential vote choice, as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce the final weight.

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
Lane Cuthbert - Research Fellow
Adam Eichen - Research Fellow
Maddi Hertz- Research Fellow
Donald Snyder - Research Fellow

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

2024 GOP PRESIDENTIAL PRIMARY (% SUPPORT)

		Trump	Haley	Other	Don't Know
Gender	Men	70%	17%	5%	8%
	Women	62%	18%	6%	15%
Age	18-29	51%	23%	5%	20%
	30-54	67%	14%	5%	13%
	>55	71%	18%	6%	6%
Education	HS or less	67%	13%	4%	15%
	Some Coll.	68%	19%	5%	9%
	Coll. Deg.	63%	21%	8%	8%
	Postgrad	68%	25%	3%	4%
Income	<\$40k	68%	12%	6%	13%
	\$40k-\$100k	75%	14%	2%	9%
	>100k	60%	30%	7%	4%
Party ID	Dem.	--	--	--	--
	Ind.	41%	24%	11%	24%
	Rep.	82%	14%	2%	3%
Ideology	Lib	39%	41%	12%	8%
	Mod.	58%	21%	8%	12%
	Cons.	83%	12%	2%	3%
Race	White	73%	16%	4%	8%
	African American	41%	21%	15%	22%
	Latino	54%	16%	8%	22%
	Asian	25%	57%	8%	9%
2020 Vote Choice	Biden	22%	49%	22%	8%
	Trump	83%	12%	2%	2%

2024 PRESIDENTIAL GENERAL ELECTION (% SUPPORT)

		Trump	Biden	Kennedy Jr.	Other	Not Sure
Gender	Men	49%	37%	8%	4%	3%
	Women	38%	42%	9%	5%	6%
Age	18-29	34%	42%	11%	9%	5%
	30-54	41%	41%	10%	4%	5%
	>55	49%	37%	7%	3%	4%
Education	HS or less	49%	32%	8%	4%	7%
	Some Coll.	45%	36%	11%	3%	4%
	Coll. Deg.	38%	45%	9%	6%	2%
	Postgrad	36%	53%	5%	5%	2%
Income	<\$40k	49%	36%	8%	1%	5%
	\$40k-\$100k	45%	39%	9%	4%	3%
	>100k	36%	45%	8%	7%	3%
Party ID	Dem.	7%	77%	9%	4%	3%
	Ind.	42%	20%	15%	9%	14%
	Rep.	88%	3%	5%	3%	2%
Ideology	Lib	8%	80%	6%	4%	2%
	Mod.	36%	38%	14%	7%	5%
	Cons.	84%	7%	6%	2%	1%
Race	White	49%	36%	8%	4%	3%
	African American	18%	61%	9%	1%	11%
	Latino	35%	39%	12%	9%	5%
	Asian	25%	55%	3%	6%	12%
2020 Vote Choice	Biden	6%	83%	6%	3%	2%
	Trump	88%	3%	6%	2%	2%

TRUMP BETTER/WORSE

		United States			Republican Party		
		Better	Neither	Worse	Better	Neither	Worse
Gender	Men	48%	19%	33%	47%	23%	30%
	Women	58%	18%	24%	51%	24%	25%
Age	18-29	57%	23%	20%	47%	35%	17%
	30-54	53%	20%	27%	51%	22%	28%
	>55	51%	15%	33%	48%	19%	33%
Education	HS or less	44%	23%	33%	40%	26%	34%
	Some Coll.	56%	17%	27%	51%	22%	27%
	Coll. Deg.	59%	15%	26%	54%	22%	24%
	Postgrad	64%	15%	21%	63%	16%	20%
Income	<\$40k	49%	20%	30%	48%	22%	30%
	\$40k-\$100k	53%	19%	28%	47%	24%	29%
	>100k	58%	17%	25%	56%	24%	21%
Party ID	Dem.	78%	11%	12%	74%	15%	12%
	Ind.	44%	31%	25%	42%	36%	22%
	Rep.	29%	20%	51%	24%	25%	51%
Ideology	Lib	81%	8%	12%	76%	13%	12%
	Mod.	56%	19%	25%	51%	27%	22%
	Cons.	28%	21%	50%	25%	24%	51%
Race	White	50%	17%	33%	47%	22%	31%
	African American	72%	20%	8%	61%	29%	10%
	Latino	51%	25%	24%	46%	25%	29%
	Asian	69%	13%	18%	78%	18%	4%
2020 Vote Choice	Biden	83%	10%	6%	79%	13%	8%
	Trump	23%	20%	57%	21%	26%	53%

BIDEN BETTER/WORSE

		United States			Democratic Party		
		Better	Neither	Worse	Better	Neither	Worse
Gender	Men	60%	24%	16%	58%	27%	15%
	Women	55%	28%	17%	51%	33%	16%
Age	18-29	50%	30%	20%	43%	41%	16%
	30-54	56%	28%	16%	55%	28%	16%
	>55	63%	22%	15%	59%	26%	15%
Education	HS or less	59%	26%	15%	55%	29%	15%
	Some Coll.	61%	25%	14%	55%	26%	19%
	Coll. Deg.	55%	26%	19%	54%	32%	14%
	Postgrad	54%	28%	18%	51%	31%	18%
Income	<\$40k	59%	26%	15%	52%	29%	19%
	\$40k-\$100k	56%	24%	20%	56%	29%	15%
	>100k	57%	32%	11%	56%	32%	12%
Party ID	Dem.	37%	37%	26%	37%	41%	22%
	Ind.	54%	33%	12%	55%	35%	10%
	Rep.	84%	8%	7%	75%	14%	12%
Ideology	Lib	40%	30%	30%	39%	36%	25%
	Mod.	53%	32%	15%	53%	33%	14%
	Cons.	82%	12%	6%	72%	18%	10%
Race	White	63%	22%	16%	60%	25%	15%
	African American	39%	42%	19%	38%	47%	15%
	Latino	49%	32%	19%	46%	35%	19%
	Asian	51%	14%	35%	55%	17%	28%
2020 Vote Choice	Biden	37%	34%	29%	38%	38%	24%
	Trump	85%	10%	6%	77%	15%	9%

2024 REMATCH GOOD/BAD FOR COUNTRY

		Very Good	Somewhat Good	Neither	Somewhat Bad	Very Bad
Gender	Men	19%	15%	24%	20%	21%
	Women	11%	13%	28%	18%	30%
Age	18-29	9%	23%	30%	13%	25%
	30-54	14%	14%	24%	17%	31%
	>55	18%	10%	26%	24%	21%
Education	HS or less	16%	15%	31%	18%	21%
	Some Coll.	18%	11%	28%	16%	27%
	Coll. Deg.	13%	15%	22%	20%	30%
	Postgrad	11%	14%	19%	28%	28%
Income	<\$40k	16%	15%	31%	19%	18%
	\$40k-\$100k	16%	13%	24%	17%	29%
	>100k	12%	17%	18%	22%	31%
Party ID	Dem.	7%	14%	23%	26%	30%
	Ind.	8%	10%	34%	14%	33%
	Rep.	29%	16%	25%	14%	16%
Ideology	Lib	6%	9%	18%	32%	34%
	Mod.	9%	15%	30%	17%	29%
	Cons.	33%	16%	23%	14%	14%
Race	White	17%	13%	22%	21%	26%
	African American	6%	17%	39%	23%	16%
	Latino	13%	18%	32%	13%	25%
	Asian	8%	2%	43%	25%	22%
2020 Vote Choice	Biden	6%	11%	21%	29%	33%
	Trump	33%	13%	25%	16%	14%

BIDEN EMOTIONS (% SELECT)

		Fear	Hope	Happiness	Relief	Anger	Disappoint	Sadness	Pride
Gender	Men	38%	26%	23%	32%	34%	52%	40%	14%
	Women	37%	28%	20%	38%	31%	49%	32%	13%
Age	18-29	26%	26%	21%	30%	26%	45%	24%	15%
	30-54	33%	24%	19%	38%	30%	50%	34%	10%
	>55	47%	30%	23%	34%	37%	53%	44%	16%
Education	HS or less	40%	30%	20%	29%	37%	52%	40%	14%
	Some Coll.	38%	23%	16%	30%	33%	55%	37%	12%
	Coll. Deg.	37%	24%	21%	42%	28%	47%	33%	11%
	Postgrad	30%	33%	33%	45%	25%	44%	32%	19%
Income	<\$40k	46%	32%	22%	32%	34%	52%	39%	15%
	\$40k-\$100k	35%	26%	22%	33%	33%	49%	34%	12%
	>100k	33%	25%	22%	44%	31%	47%	39%	14%
Party ID	Dem.	11%	52%	43%	68%	8%	17%	11%	25%
	Ind.	40%	15%	9%	22%	30%	62%	35%	9%
	Rep.	69%	4%	3%	4%	62%	83%	67%	2%
Ideology	Lib	8%	49%	44%	73%	9%	21%	13%	27%
	Mod.	33%	28%	20%	34%	25%	45%	28%	12%
	Cons.	69%	8%	5%	6%	63%	80%	69%	3%
Race	White	44%	23%	19%	34%	37%	56%	44%	11%
	African American	17%	43%	36%	49%	7%	28%	11%	21%
	Latino	26%	36%	23%	35%	28%	42%	23%	17%
	Asian	22%	17%	17%	25%	16%	41%	10%	26%
2020 Vote Choice	Biden	9%	54%	47%	76%	5%	15%	9%	28%
	Trump	75%	3%	1%	1%	69%	85%	76%	1%

TRUMP EMOTIONS (% SELECT)

		Fear	Hope	Happiness	Relief	Anger	Disappoint	Sadness	Pride
Gender	Men	36%	45%	33%	39%	33%	40%	32%	22%
	Women	46%	33%	22%	30%	39%	51%	37%	17%
Age	18-29	35%	33%	19%	25%	37%	50%	32%	13%
	30-54	42%	37%	26%	32%	36%	48%	36%	18%
	>55	43%	43%	33%	41%	37%	42%	36%	24%
Education	HS or less	37%	44%	32%	39%	34%	40%	32%	21%
	Some Coll.	38%	39%	29%	34%	34%	48%	36%	21%
	Coll. Deg.	43%	35%	23%	32%	37%	50%	37%	17%
	Postgrad	56%	34%	24%	27%	45%	51%	39%	18%
Income	<\$40k	43%	44%	33%	37%	36%	43%	33%	22%
	\$40k-\$100k	40%	36%	26%	34%	37%	46%	36%	19%
	>100k	44%	38%	26%	33%	38%	49%	39%	19%
Party ID	Dem.	71%	10%	6%	8%	66%	75%	64%	4%
	Ind.	36%	34%	21%	28%	30%	47%	27%	10%
	Rep.	9%	76%	58%	71%	5%	9%	6%	44%
Ideology	Lib	71%	8%	7%	9%	72%	79%	69%	4%
	Mod.	42%	35%	22%	29%	36%	48%	35%	13%
	Cons.	13%	75%	57%	67%	9%	13%	8%	42%
Race	White	41%	45%	33%	40%	35%	41%	33%	23%
	African American	44%	19%	12%	12%	44%	58%	49%	5%
	Latino	45%	32%	21%	26%	39%	53%	35%	15%
	Asian	33%	8%	11%	18%	37%	70%	21%	5%
2020 Vote Choice	Biden	77%	7%	6%	7%	69%	76%	68%	4%
	Trump	8%	79%	59%	74%	4%	8%	7%	47%

Demographic Breakdown of 2024 University of Massachusetts Amherst January National Poll

	All (N=1,064)
Men	49%
Women	51%
18-29	19%
30-54	38%
>55	43%
HS or less	39%
Some Coll.	18%
Coll. Deg.	31%
Postgrad	12%
<\$40K	37%
\$40K-\$100K	40%
>\$100K	23%
Democrat	43%
Independent	22%
Republican	35%
Liberal	29%
Moderate	39%
Conservative	33%
White	67%
African American	13%
Hispanic	17%
Asian	3%
Biden	52%
Trump	48%