Survey of Massachusetts Likely Voters
Oct. 18 – 25, 2022

N = 1,000 Massachusetts Likely Voters

The sample has an adjusted margin of error +/-4.1%

See http://uml.edu/polls for full questionnaire/topline results and detailed methodology disclosure.

Survey design and analysis by John Cluverius, director of survey research, University of Massachusetts Lowell Center for Public Opinion. Additional survey design by Mark Buchanan, student assistant, Center for Public Opinion.

Do you have a question about this poll? If so, tweet @UML_CPO and we'll get back to you.

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HIGHLIGHTS

1. Healey leads big, Democrats well ahead in other statewide races

> *"As the revelry of Halloween fades into memory, Maura Healey is set to break the curse that has bedeviled holders of her office for more than half a century. For the first time in more than 50 years, it appears that a sitting attorney general will win election to higher office in Massachusetts," said Associate Professor John Cluverius, director of survey research at the Center for Public Opinion.*

Massachusetts Gov. Charlie Baker, a Republican, is set to retire as a very popular figure. His approval rating sits at 73% and he remains, as he has throughout much of his term, more popular among Democrats (82% approve) than Republicans (57% approve).

Without Baker on the ballot, this final poll gives the Democratic nominee, Attorney General Maura Healey, nearly a 30-point lead among likely voters over her closest Republican opponent. Healey leads Republican favorite, former State Representative Geoff Diehl, 59% to 32%, with the Libertarian Kevin Reed at 3%. Less than .5% of likely Massachusetts voters say they will vote for another candidate and 6% are undecided. Healey leads Diehl across all income, race, gender, education and age categories in the poll. Most notable is the gender divide. Men favor Healey over Diehl by 11 points, 50% to 39%, while women favor Healey over Diehl by almost four times that margin, 66% to 26%.

In a June UMass Lowell survey of likely voters, Healey lead Diehl by a similar margin, even with more respondents stating they were undecided.

Democrats also lead in all three additional statewide races that polled by the Center for Public Opinion.

- In the race for attorney general, former Boston City Councilor Andrea Campbell leads with 55% to attorney Jay McMahon's 28%, with less than .5% supporting another candidate and 16% undecided.
- In the race for secretary of state, the Democratic incumbent Bill Galvin has 58%, activist Republican Rayla Campbell has 24%, and Green/Rainbow care worker Juan Sanchez has 3%, with less than .5% of voters saying they will choose another candidate and 15% undecided.
- In what was expected to be the closest of the statewide races, Democratic state senator Diana DiZoglio leads Republican security professional Anthony Amore in the race for state auditor, 44% to 29%. All other candidates in the state auditor's race have less than 5% support of respondents in the poll and less than .5% say they support another candidate and 19% are undecided.

2. Voters supportive of driver's licenses for people living in the country illegally, Yes on Question 4 likely to win

"Opponents of driver's licenses for people living in the country illegally in Massachusetts have one person to blame for the strong yes numbers on Question 4: Florida Gov. Ron DeSantis. Relocating migrants to Martha's Vineyard made voters in Massachusetts more sympathetic to those seeking a better life in America and suspicious of outside interference in the state," said Cluverius.

On Question 4, the ballot measure to affirm or overturn legislation passed that would allow people living in the country illegally who possess certain documents to receive driver's licenses, the Yes position leads. More than half (53%) of respondents say they will vote yes to affirm the legislation and 39% say they will vote to repeal that legislation, denying driver's licenses to people living in the country illegally. Yes on Question 4 has its highest demographic support among voters aged 18-44, who support the Yes position on Question 4 by a margin of 33 percentage points, 61% to 28%. Voters 45 and older support it by only 2 percentage points, 47% to 45%. Respondents without a college degree say they are voting no on Question 4 by a slight margin, 46% to 44%, while voters with a college degree support the yes position on Question 4 by 28 points, 60% to 32%. There are also the fewest numbers of voters saying that they are not sure on Question 4 among any of the ballot questions or in any of the voting intention question the statewide candidates.

Further up on the ballot, a Yes on questions 1 and 2 lead while a Yes on Question 3, adopting a series of measures to expand the availability of retail liquor licenses in the state, is slightly ahead. Notably, the state is divided by political party on each of the first three questions.

"Most ballot questions have a strong status quo bias, and right now, the one to watch is Question 3. With so many voters undecided, and lots of money being

spent by the No side, it's the only ballot question of the four with a good chance of failing," said Cluverius.

Most notable are the divisions across political parties. Democrats favor the Yes position on all four statewide ballot initiatives by large margins, while Republicans overwhelmingly favor the No position.

- On Question 1, also called the millionaire's tax, the Yes position leads 61% to 34%, with 5% unsure, among all reported racial, income, gender and age categories. It is especially popular with self-identified liberals, who support Question 1 by a margin of +83 percentage points, 90% to 7%. Self-identified Republicans oppose Question 1 by the greatest margin, 25% in favor and 73% opposed.
- On Question 2, the regulation of dental insurance, the Yes position leads with 63% of respondents saying that they will vote yes, 21% say they will vote No and 16% unsure. Voters across all reported gender, age, race, income and education categories say they will vote Yes on Question 2. Again, the highest support for Question 2 in the poll is among self-identified liberals who support Question 2, 80% to 7%, with 13% unsure.
- Question 3 remains the most uncertain outcome on the 2022 Massachusetts ballot. The Yes position holds an apparent lead with 45% of likely voters planning to vote Yes and adopt a series of measures to expand the availability of retail liquor licenses in the state, while 40% say that they will vote No. It is the closest of the electoral contests examined in the poll. Ballot questions like this often have a bias toward the status quo and the No on the other three campaigns may be able to make up ground in the coming weeks. There is a noticeable age gap on Question 3 as well. Voters aged 18-44 support Question 3 by a margin of 14 percentage points, 51% to 37%, while voters 45 and older are split evenly, 41% to 41%.

3. Amid Democratic success, a polarized Commonwealth

"On abortion, inflation, COVID and even the factual results of elections, the days of commonsense compromise on policy in Massachusetts are over," said Cluverius. "We're in a place now where supermajorities of Republicans and large minorities of Democrats cannot even agree with as simple a question as the legitimate winner of a presidential election. Bay State partisans are not getting over anything.*"*

Much like the ballot questions, the sharpest divisions among Bay Staters on the issues polled are on party identification.

On COVID-19, a majority of likely voters oppose requiring masks in their local public schools. More than half (59%) stated there were definitely or probably against compared to 41% definitely or probably for mask wearing. These latest results are down from 52% yes/49% no in the Center's June poll. The partisan divides on masking remain, however, with 57% of Democrats supporting a local school mask mandate and 43% opposing. Yet, 17% of Republicans in the sample support a school mask mandate and 83% are opposed.

On abortion, the Bay State continues to affirm abortion rights with 78% of respondents saying there should be a right to get an abortion in every state in the United States. That figure includes a slim majority of Massachusetts Republicans, 52% of whom say there should be a nationwide right to an abortion compared to 48% who oppose the idea. Meanwhile, Democrats in the Commonwealth say there should be a right to an abortion in every state by much larger margins; 94% of Democrats say that there should be a right to an abortion, while only 6% say that there should not be.

Even on basic economic issues like inflation, the Center observed a range of expected ability or inability to pay for basic monthly expenses including housing, utilities, food, medical care and car payments across a spectrum of incomes. While only 30% of voters overall in the sample said they experienced difficulty making ends meet in the last month, a majority of respondents with incomes below $50,000 said they had trouble making ends meet . Even more notable is the partisan split. Only 25% of Democrats said they had trouble meeting monthly expenses, but 40% of Republicans said that they did. This translates into a sharp divide on the future of rising prices as well. While 42% of Democrats said they expected it will get harder to pay monthly expenses over the next six months (44% said it will be about the same, 14% said it would be easier), 73% of Republicans said it would be more difficult to meet monthly expenses (21% about the same, 6% easier).

Much like the Center's June poll, respondents were asked to identify the legitimate winners of the 2016 and 2020 presidential elections.[1] While the numbers have shifted slightly, the data shows more than 75% of Republicans say Donald Trump was probably or definitely the legitimate winner of the 2020 presidential election and 45% of Democrats say Hillary Clinton was the legitimate winner of the 2016 presidential election. These numbers are up by 5 percentage points in each case toward the false belief.

4. Other notable findings

- Amid closures of stores across the Commonwealth, most notably in Stow, Dunkin' Donuts scored the highest unfavorable ratings in the history of UMass Lowell polling with 16% of respondents having an unfavorable view of the chain, 72% favorable, 12% no opinion and <.5% of respondents saying they had never heard of the donut chain.
- In a hypothetical matchup between Donald Trump and Joe Biden for the 2024 presidential election, 58% of respondents said they would vote for Joe Biden while 32% said they would vote for Donald Trump. Another 7% said they would vote for another candidate and 3% were undecided. Biden's approval rating in Massachusetts is at 55%, up 2 percentage points from the Center's June poll. More than two-thirds (68%) of respondents said the country is on the wrong track compared to 72% in June.
- After a month of closures on the Orange Line and repeated service issues, the MBTA is now viewed unfavorably for the first time in the history of UMass Lowell polling. Only

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[1] We are a nonpartisan polling firm and as political scientists, affirm Donald Trump was the legitimate winner of the 2016 presidential election and Joe Biden was the legitimate winner of the 2020 presidential election

31% of respondents view the MBTA favorably in the poll, while 44% view it unfavorably (23% say they have no opinion and 2% say that they have never heard of it).

- In the midst of swirling divorce rumors[2] and a shambolic start to the 2022-2023 NFL season, the Center asked Bay Staters if they thought Tom Brady should have played in the 2022 season or just stayed out of the game. One-third, 33%, of respondents said he should have played football for the 2022-2023 season (13% definitely, 20% probably), while more than double (67%), say he should have just stayed out of the game (33% definitely, 34% probably). Even football is not immune from partisanship: 44% of Republicans say Brady should have continued to play compared to 36% of Independents and 25% of Democrats.

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[2] Field was completed before Mr. Brady and Ms. Bündchen announced their divorce on October 28, 2022.