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UMass Lowell
Survey of Massachusetts Likely Democratic Primary Voters

Survey produced by Dr. John Cluverius, director of survey research

Field Dates: Aug. 16, 2022 – Aug. 25, 2022

N=800 Massachusetts likely Democratic primary voters
Adjusted Margin of Error: +/- 3.9%

Margins of error have been adjusted to include for design effects
resulting from weighting and survey design features

Methodology in Brief

This poll was independently funded by the University of Massachusetts Lowell, designed and analyzed by the Center for Public Opinion. Data was collected by YouGov, an online polling organization. Respondents were selected from YouGov's online panel. YouGov interviewed 937 eligible respondents who were then matched down to a sample of 800 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race and education based on known characteristics of Democratic Midterm Primary voters from the 2020 Cooperative Congressional Election Study. 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 region. 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 gender, race, age and education to produce the final weight.

UMass Lowell is a public institution and releases surveys as a source of public information. We offer a complete methodology report in adherence with standards of the AAPOR Transparency Initiative, as well an extensive set of crosstabs. Our goal is complete transparency in the reporting of our findings. If there is something you do not see here, but wish you did, please contact Dr. John Cluverius, director of survey research (john_cluverius@uml.edu; @JohnCluverius).

*indicates <.5%; some numbers do not sum to 100 due to rounding

ASKED OF ALL DEMOCRATIC PRIMARY LIKELY VOTERS (N=800)
DEMOCRATIC PRIMARY ELECTION PREFERENCE

UML906a If the Democratic primary for attorney general were held today, for whom would you vote?

UML906b IF UNDECIDED: Who do you lean towards in the attorney general race?[1]

8/2022	4/2022	
32%	30%	Andrea Campbell
30	11	Shannon Liss-Riordan
11	6	Quentin Palfrey
2	1	Another Candidate
25	52	Undecided

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Campbell	33	24	33	30
Liss-Riordan	31	25	29	32
Palfrey	11	12	11	9
Another candidate	1	6	2	2
Undecided	24	34	24	27

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-white
Campbell	35	29	33	31	33	31	37
Liss-Riordan	30	33	29	33	28	32	22
Palfrey	5	11	16	5	15	12	5
Another candidate	2	2	2	3	1	2	2
Undecided	28	25	20	28	22	23	34

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Campbell	30	33	33	31	34	31	22
Healey	32	29	23	35	30	32	29
Palfrey	14	8	14	9	13	7	14
Another candidate	2	2	2	2	1	3	6
Undecided	21	28	27	23	22	27	28

[1]This survey includes Quentin Palfrey, who exited the race after conclusion of the poll.

UML916a If the Democratic primary for state auditor were held today, for whom would you vote?

UML916b IF UNDECIDED: Do you lean more towards [ROTATE NAME ORDER] [Chris Dempsey] or [Diana DiZoglio]?

8/2022	4/2022	
37%	23%	Chris Dempsey
23	21	Diana DiZoglio
3	2	Another Candidate
37	54	Undecided

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Dempsey	36	38	37	37
DiZoglio	25	13	25	20
Another candidate	2	7	3	1
Undecided	37	42	35	42

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-white
Dempsey	31	36	44	30	42	37	33
DiZoglio	25	25	21	28	20	24	22
Another candidate	5	2	2	5	1	2	6
Undecided	38	37	33	36	37	37	39

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Dempsey	43	32	37	37	36	37	50
DiZoglio	22	25	26	22	24	25	6
Another candidate	4	2	4	2	2	3	3
Undecided	32	41	33	40	38	35	42

UML913a If the Democratic primary for lieutenant governor were held today, for whom would you vote?

UML913b IF UNDECIDED: Who do you lean towards in the lieutenant governor race?[2]

8/2022	4/2022	
33%	22%	Kim Driscoll
13	9	Tami Gouveia
23	10	Eric Lesser
2	2	Another Candidate
30	49	Undecided

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Driscoll	34	23	36	26
Gouveia	13	8	13	12
Lesser	22	29	22	24
Another candidate	2	4	2	2
Undecided	29	37	27	37

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-white
Driscoll	34	32	34	31	34	33	31
Gouveia	12	11	16	13	13	13	15
Lesser	19	27	24	22	23	23	18
Another candidate	3	2	1	3	1	2	2
Undecided	32	28	26	31	29	29	34

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Driscoll	33	32	29	35	35	32	20
Gouveia	14	12	19	9	11	12	31
Lesser	26	20	24	22	24	22	14
Another candidate	3	1	2	1	1	3	2
Undecided	24	35	25	33	29	31	32

[2]The survey instrument for this question included Adam Hinds in the April 2022 poll. Through the nomination process, he was eliminated from the race and is not included in this poll, so April results do not sum to 100.

UML914a If the Democratic primary for secretary of state were held today, for whom would you vote?

UML914b IF UNDECIDED: Do you lean more towards [ROTATE NAME ORDER] [William Galvin] or [Tanisha Sullivan]?

56%	William Galvin
21	Tanisha Sullivan
1	Another candidate
22	Undecided

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Galvin	56	58	55	60
Sullivan	22	14	23	16
Another candidate	1	0	1	1
Undecided	21	28	21	23

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-white
Galvin	52	61	56	57	56	60	36
Sullivan	20	17	26	19	22	19	34
Another candidate	3	0	1	2	1	1	2
Undecided	25	21	18	23	21	21	28

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Galvin	61	53	38	69	55	61	55
Sullivan	22	19	30	14	23	15	27
Another candidate	*	2	2	0	1	1	7
Undecided	17	26	30	16	22	22	11

UML907 Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

43% Right Direction
57 Wrong Track

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Right Direction	46	23	48	35
Wrong Track	54	77	52	65

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-white
Right Direction	44	42	44	42	45	43	44
Wrong Track	56	58	56	58	55	57	56

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Right Direction	46	42	36	48	48	37	46
Wrong Track	54	58	64	52	52	63	54

UML908a Do you approve or disapprove of the way Joe Biden is handling his job as president?

UML908b Would you say that you [strongly/somewhat] [approve/disapprove] of the way Joe Biden is handling his job as president?

37%	Strongly approve
40	Somewhat approve
15	Somewhat disapprove
8	Strongly disapprove

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Strongly approve	40	10	43	25
Smwht. approve	42	34	39	42
Smwht. disapprove	13	33	12	23
Strongly disapprove	6	23	6	11

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-White
Strongly approve	38	37	36	38	36	37	35
Smwht. approve	40	39	40	35	44	42	32
Smwht. disapprove	15	16	15	15	15	13	29
Strongly disapprove	7	8	9	11	5	8	4

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Strongly approve	36	37	28	42	43	27	36
Smwht. approve	38	42	42	39	43	37	29
Smwht. disapprove	15	16	19	13	9	25	18
Strongly disapprove	11	5	10	6	4	11	17

UML982a Do you approve or disapprove of the way Charlie Baker is handling his job as governor of Massachusetts?

UML982b Would you say that you [strongly/somewhat] [approve/disapprove] of the way Charlie Baker is handling his job as governor of Massachusetts?

46% Strongly approve
36 Somewhat approve
11 Somewhat disapprove
6 Strongly disapprove

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Strongly approve	47	39	47	45
Smwht. approve	36	38	34	39
Smwht. disapprove	11	14	12	10
Strongly disapprove	6	9	6	6

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-White
Strongly approve	47	44	49	49	44	47	41
Smwht. approve	32	37	38	35	37	36	33
Smwht. disapprove	11	14	9	8	14	10	19
Strongly disapprove	10	5	5	8	5	6	8

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Strongly approve	42	51	42	49	43	53	40
Smwht. approve	38	33	37	35	38	32	49
Smwht. disapprove	12	10	13	11	14	8	5
Strongly disapprove	7	5	8	5	6	7	5

UML912a Do you think that Joe Biden should run for re-election as president in 2024, or should he not seek another term as president?

18% Definitely run for re-election
23 Probably run for re-election
38 Probably not seek another term
21 Definitely not seek another term

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Definitely run	19	4	22	10
Probably run	23	27	25	20
Probably not	38	36	36	41
Definitely not	19	33	17	28

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-White
Definitely run	20	20	15	21	16	18	18
Probably run	27	20	23	24	23	24	22
Probably not	38	39	36	34	41	37	42
Definitely not	16	21	25	21	20	21	19

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Definitely run	17	18	20	16	19	14	35
Probably run	23	24	22	24	25	20	24
Probably not	37	39	37	39	38	41	17
Definitely not	23	19	21	21	18	24	24

UML912b-UML912s If Joe Biden chooses not to run for president in 2024, who would you like to see run for the Democratic nomination for president in 2024?

	Should run	Should not run	No Opinion	Never heard of
Elizabeth Warren	47	42	10	*
Bernie Sanders	42	46	11	1
Kamala Harris	51	38	11	*
Pete Buttigieg	53	23	17	7
Marty Walsh	31	42	20	7
Alexandria Ocasio-Cortez	35	42	17	6
Deval Patrick	30	43	20	6
Stacey Abrams	36	27	25	13
Gavin Newsom	26	31	29	15
J.B. Pritzker	7	21	22	51
Charlie Baker	45	37	17	1
Cory Booker	38	25	27	11
Gretchen Whitmer	18	28	27	26
Seth Moulton	19	33	28	20
Amy Klobuchar	38	26	24	12
Megan Rapinoe	6	44	22	28
Taylor Swift	5	84	9	2
Mark Zuckerberg	5	84	10	2

UML917a Do you think that Elizabeth Warren should run for re-election to the U.S. Senate in 2024, or should she not seek another term as senator?

50% Definitely run for re-election
29 Probably run for re-election
13 Probably not seek another term
7 Definitely not seek another term

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Definitely run	54	28	55	42
Probably run	30	19	30	28
Probably not	12	28	11	17
Definitely not	5	26	5	13

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-White
Definitely run	47	53	52	45	55	52	43
Probably run	30	23	32	28	30	28	34
Probably not	14	16	11	15	12	12	18
Definitely not	9	8	5	12	3	8	4

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Definitely run	46	53	42	56	62	34	38
Probably run	29	30	35	25	27	34	22
Probably not	16	11	16	11	8	21	18
Definitely not	10	6	7	8	3	11	21

UML917b-UML917s If Elizabeth Warren chooses not to run for U.S. Senate in 2024, who would you like to see run for the Democratic nomination for U.S. Senate in 2024?

	Should run	Should not run	No Opinion	Never heard of
Ayanna Pressley	37	24	21	18
Michelle Wu	34	37	22	6
Marty Walsh	48	25	20	6
Seth Moulton	29	24	29	18
Joe Kennedy III	45	29	21	5
Deval Patrick	41	35	19	4
Stephen Lynch	21	27	31	21
Kim Gordon	10	16	27	47
Chris Evans	9	37	29	26

UML957a Do you think that candidates for your local school committee should be required to have a child enrolled in your local public schools in order to run for school committee?

22% Definitely yes
36 Probably yes
28 Probably no
14 Definitely no

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Definitely yes	21	22	22	22
Probably yes	36	44	34	41
Probably no	29	22	30	24
Definitely no	14	13	14	13

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-White
Definitely yes	22	22	24	20	23	21	28
Probably yes	38	32	36	35	37	35	44
Probably no	24	34	25	30	26	30	17
Definitely no	16	12	15	14	13	14	11

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Definitely yes	24	20	32	15	23	20	30
Probably yes	34	39	42	33	35	36	46
Probably no	27	30	18	35	29	28	18
Definitely no	16	11	8	17	13	16	5

UML957b Do you think that your local public schools should require masks for everyone in the school?

20% Definitely yes
32 Probably yes
37 Probably no
11 Definitely no

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Definitely yes	20	17	22	16
Probably yes	33	33	32	32
Probably no	37	29	37	37
Definitely no	9	21	9	14

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-White
Definitely yes	21	21	20	19	21	19	26
Probably yes	39	30	26	33	32	32	36
Probably no	32	39	41	37	37	38	32
Definitely no	8	10	13	12	10	11	6

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Definitely yes	20	20	27	15	20	17	34
Probably yes	28	36	30	34	34	30	32
Probably no	40	35	30	42	38	39	27
Definitely no	11	10	13	9	8	14	7

UML957c Do you think that your local public schools should require that all students be fully vaccinated against COVID-19?

52% Definitely yes
29 Probably yes
12 Probably no
8 Definitely no

	Party ID Leaned		Party Registration	
	Democrat	Independent	Democrat	Unenrolled
Definitely yes	53	42	54	47
Probably yes	29	28	29	28
Probably no	10	21	10	15
Definitely no	7	9	7	10

	Income			Education		Race	
	Below $50K	$50k-$100k	$100k & up	No 4-Yr. Degree	4-Year Degree	White	Non-White
Definitely yes	47	47	59	43	58	53	44
Probably yes	32	34	21	33	26	28	35
Probably no	11	10	15	14	10	13	7
Definitely no	11	9	4	10	6	7	14

	Gender		Age		Ideology		
	Male	Female	18-44	45+	Liberal	Moderate	Conservative
Definitely yes	52	50	49	53	60	39	50
Probably yes	29	29	26	31	26	33	28
Probably no	13	11	13	11	10	15	8
Definitely no	6	10	11	5	4	13	14

UML959-UML988 We'd like to ask you about how you feel about a number of political figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her.

	Favorable	Unfavorable	No Opinion	Never heard of
Joe Biden	74	19	7	*
Barack Obama	88	7	4	*
Hillary Clinton	63	24	13	*
Donald Trump	8	88	4	1
Rochelle Walensky	21	8	26	46
Anthony Fauci	75	9	11	4
Bernie Sanders	70	15	14	1
Elizabeth Warren	71	18	10	*
Karyn Polito	21	15	40	24
Charlie Baker	73	16	11	1
Sonia Chang-Diaz	27	7	37	28
Ed Markey	61	12	21	5
Ayanna Pressley	47	14	22	16
Marty Walsh	63	11	20	6
Seth Moulton	36	12	36	16
Michelle Wu	60	12	22	6
Maura Healey	64	9	19	9
Pete Buttigieg	63	12	18	7
Kamala Harris	67	20	13	1
Chris Dempsey	16	7	42	35
Diana DiZoglio	15	7	32	46
Kim Driscoll	19	7	41	33
Tami Gouveia	11	7	31	51
Eric Lesser	18	6	37	39
Andrea Campbell	27	8	35	30
Shannon Liss-Riordan	31	8	35	26
Quentin Palfrey	13	5	34	48

UML989-UML1002 We'd like to ask you some questions about other people and things. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about them, and "never heard of" if you've never heard of them.

	Favorable	Unfavorable	No Opinion	Never heard of
Ice cream	93	2	4	1
Robert Kraft	45	25	21	8
Bill Belichick	55	18	23	4
Black Lives Matter	71	13	15	*
The MBTA	34	43	22	1
Wynn Casinos	23	29	35	14
Columbia Gas	12	30	38	21
Dunkin' Donuts	77	11	12	0
Tom Brady	57	23	19	*
MassHealth	79	6	15	1
Mark Zuckerberg	18	60	21	1
Market Basket	76	5	16	3
Stop & Shop	71	12	16	*
Police officers	61	25	14	*