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Survey of Massachusetts Likely Voters Oct. 7- Oct. 18, 2026

N = 850 Likely Voters

The sample has an adjusted margin of error of +/-4.4 percentage points, adjusted for design effects

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

Survey design and analysis by John Cluverius, co-director; Rodrigo Castro Cornejo, associate director, University of Massachusetts Lowell Center for Public Opinion; and Pearlxis Kwarteng, UMass Lowell undergraduate student

Do you have a question about this poll? If so, reach out to us on social media via Bluesky or Instagram(@umlcpo)

HIGHLIGHTS

“Massachusetts was already deep blue in presidential elections, but these poll results show an even worse environment for Republicans this year. Less than 80% of Trump voters plan to vote for the Republican nominee for governor and less than 70% of respondents who voted for Trump in 2024 say they’ll vote for the Republican nominee for U.S. Senate. Massachusetts Republicans haven’t found the bottom yet,” – John Cluverius

Republicans surge to within 30 percentage points in nation’s third ‘bluest’ state

Incumbent Democratic Gov. Maura Healey leads in the race for governor against businessman Mike Minogue, 57% to 29%. Independent candidate and activist Andrea James trails with 4%, while 8% are undecided and 2% say they will not vote.

In a year that looks bad for incumbents, the ninth-longest-serving member of Congress is poised to win reelection. Incumbent U.S. Sen. Ed Markey leads attorney and cryptocurrency advocate John Deaton, 55% to 26%. All other candidates received a combined 4% from likely voters, and 12% are undecided. An additional 2% say they will not vote.

Only 25% of Massachusetts likely voters approve of the job Trump is doing as president, and 74% disapprove, with a -49 net approval, lower than the -36 net approval recorded in a 2020 poll of Massachusetts registered voters. Sixty percent of likely voters approve of the job Maura Healey is doing as governor, while 40% disapprove.

Bay Staters grim on economy, AI

Sixty-one percent of likely voters in the poll say that it's become harder to afford basic necessities in the last six months, while 33% say things have stayed about the same and 5% say things have become easier. Notably, 69% of respondents who rent their homes say that basic necessities have gotten harder to afford.

More than two-thirds (72%) of likely voters in the poll oppose an AI data center being built in their communities., including 44% of respondents who voted for Donald Trump in 2024. Fifty-percent support a statewide ban on data center construction and expansion.

Question 3 too close to call

The closest election measured in the poll is the vote on Massachusetts Question 3, which would adopt a single all-party primary for the state. The poll shows the two sides about even: 41% of likely voters say they will vote yes on the measure, while 44% say they will vote against the measure.

Bay Staters Positive on Question 7, Citing High Housing Costs

A special set of questions written by a student illustrates support for Question 7, which would loosen some zoning restrictions on single family homes. A majority (53%) of likely voters support the proposal, , while 31% oppose the measure and 16% are unsure. Support includes 60% of respondents who voted for Democratic former Vice President Kamala Harris in 2024 and 42% of those who voted for Trump.

More than 8 in 10 likely voters (86%) say it is a fairly large or very large challenge for young adults in Massachusetts to find housing they can afford, including 60% who describe it as a very large challenge. Just 5% say it is not a challenge or only a small challenge.

When asked what contributes most to the difficulty young adults face in affording housing, 58% identify high rents or prices. No other factor comes close: 9% point to limited availability, 7% to lower wages, 7% to the high cost of living and 6% to the high cost of utilities.