

Statement of Survey Methodology: this survey was conducted August 5-10, 2026 with a random sample of 886 Massachusetts voters eligible to vote in the September 1, 2026, statewide primary election in 8 State Representative Districts (10th Middlesex District, 25th Middlesex District, 1st Berkshire District, 12th Hampden District, 14th Worcester District, 5th Hampden District, 18th Middlesex District and 15th Worcester District) and oversamples were conducted in the Boston, Albany and Springfield media markets. Interviews were conducted by telephone (landline and cell) with live interviewers and online via TTW invitations. The full sample margin of error is +/-3.5% at the 95% confidence level.

(PHONE ONLY)

Hello, I'm _____ calling from _____, a public opinion research company. We are conducting a survey about different issues facing residents of Massachusetts. Please be assured that I am not trying to sell you anything or ask for a donation of any kind, and that your participation and responses will be kept confidential. May I please speak with _____? **(MUST SPEAK WITH THE VOTER LISTED AND VERIFY THEY LIVE AT THE LISTED ADDRESS—OTHERWISE TERMINATE.)**

(PHONE ONLY)

A. Before we begin, have I reached you on a cell phone? **(IF ON CELL PHONE, ASK:** If you are currently driving or otherwise occupied, please confirm that it is safe for you to take this survey without endangering yourself or others.)

Yes, on cell and can safely take survey	67%
Yes, on cell and should reschedule	(RESCHEDULE)
No, not on cell	33%
(DON'T READ) Prefer not to say	0%

(ONLINE ONLY)

Thank you for participating in this public opinion survey about different issues facing residents of Massachusetts. Please be assured that we are not trying to sell you anything or ask for a donation of any kind, and that your participation and responses will be kept confidential.

A. If you are taking this survey on a mobile device and are currently driving or otherwise occupied, please confirm that it is safe for you to take this survey without endangering yourself or others.

Yes, can safely take survey	100%
I'll come back later	(DIVERT TO LANDING PAGE)

The first few questions are to make sure this survey includes a representative group of residents in your community.

1. Generally speaking, do you think of yourself as a Democrat, a Republican, or an independent? **(RANDOMIZE ORDER OF "DEMOCRAT" AND "REPUBLICAN.")**

(ONLINE: SHOW ANSWER CHOICES FOR "DEMOCRAT," "INDEPENDENT," "REPUBLICAN," AND "PREFER NOT TO SAY")

(PHONE, IF DEMOCRAT, ASK: Would you call yourself a strong Democrat or a not very strong Democrat?)

(PHONE, IF REPUBLICAN, ASK: Would you call yourself a strong Republican or a not very strong Republican?)

(PHONE, IF INDEPENDENT, ASK: Do you think of yourself as closer to the Democratic or the Republican party?)

Strong Democrat	36%
Not strong Democrat	15%
Independent/Democrat	19%
Independent	24%
Independent/Republican	2%
Not so strong Republican	TERMINATE
Strong Republican	TERMINATE
(DON'T READ ON PHONE) Prefer not to say	4%

2. On September 1st, there will be a State of Massachusetts primary election for Governor, U.S. Senator, Congress, state legislature and other offices. Looking ahead, are you more likely to cast a ballot (**ROTATE**: [] in the Democratic primary, [] in the Republican primary) or neither? If you are not sure, you can indicate that instead.

Democratic primary	83%
Republican primary	TERMINATE
Neither	6%
(DON'T READ ON PHONE) Don't know/prefer not to say	10%

3. Next, would you say things in Massachusetts are headed in the right direction, or do you feel they are off on the wrong track?

Right direction	48%
Wrong track	34%
(DON'T READ ON PHONE) Don't know	18%

4. For each of the following, please indicate whether you approve or disapprove of the job that person or organization is doing. (**DO NOT ROTATE**)

(ONLINE: SHOW ALL ANSWER OPTIONS)

(PHONE: IF APPROVE/DISAPPROVE, ASK: Is that strongly or somewhat APPROVE/DISAPPROVE?)

	Strongly Approve	Smwt Approve	Smwt Disappr	Strongly Disappr	Don't Know	Total Approve	Total Disappr
a. Maura Healey as Governor	30%	33%	10%	15%	12%	63%	25%
b. The Massachusetts State Legislature	13%	34%	15%	20%	18%	47%	35%
c. Your Massachusetts State Representative	22%	33%	11%	13%	22%	55%	23%

(ASK SPLIT SAMPLE A ONLY); n=443

5. In a few words of your own, what do you consider the one or two most important issues facing the State of Massachusetts that you most want your State Representative to address? (**OPEN-ENDED**)

Housing/housing affordability	21%
Cost of living/affordability	20%
Economy/jobs	13%
Healthcare/mental health	12%
Immigration/ICE	8%
Government/politicians	8%
Education/schools	7%
Government transparency/corruption	7%
Taxes	7%
Infrastructure/roads	5%
Crime/public safety/drugs	5%
Public transportation/transportation	4%
Climate/environment	4%
Poverty/homelessness	3%
Family support/social service	3%
Regional/rural equity	2%
Data centers/AI	2%
Other	4%
Nothing/None	0%
Don't know/Unsure	1%
NA/Refused/No Comment	2%

(ASK SPLIT SAMPLE B ONLY); n=443

6. In a few words of your own, what would you say are your top concerns about politics and government in the State of Massachusetts? **(OPEN-ENDED)**

Cost of living/affordability	18%
Housing/housing affordability	15%
Government transparency/corruption	11%
Healthcare/mental health	11%
Politicians/government	9%
Immigration/ICE	8%
Economy/jobs	6%
Government spending/budget	6%
Education/schools	5%
Social services	5%
Individual rights/freedoms	4%
Taxes	4%
Opposition to Trump/MAGA	3%
Crime/public safety/drugs	3%
Political division/partisanship	2%
Climate change/environment	2%
Other	6%
Nothing/None	1%
Don't know/Unsure	3%
NA/Refused/No Comment	4%

(RESUME ASKING ALL RESPONDENTS)

7. Next, which of the following issues do you think is the most important issue for Massachusetts state government to address: **(RANDOMIZE)** **(IF CODE 1-9, ASK: "Of the remaining statements, which do you think is the second most important?")**

(ONLINE: SHOW ALL ANSWER OPTIONS)**(PHONE: READ RESPONSE CHOICES)**

	Most Impt	2nd Most Impt
☐ Affordability and the cost of living	33%	17%
☐ The actions of ICE and immigration raids	8%	7%
☐ Protecting our democracy	11%	13%
☐ Healthcare costs and accessibility	9%	21%
☐ Crime and public safety	1%	5%
☐ Education and public schools	6%	8%
☐ Creating wider economic opportunity	3%	7%
☐ Housing affordability	17%	12%
☐ Corruption in state government	10%	8%
(DON'T READ ON PHONE) Don't know	2%	2%

8. Thinking about this year's election for State Representative, if it were an option, would you vote to replace every member of the Massachusetts State Legislature, including your own representative?

(ONLINE: SHOW ALL ANSWER OPTIONS)

(PHONE: IF YES/NO, ASK: "Is that definitely or probably YES/NO to replace every member of the Massachusetts State Legislature?")

TOTAL YES	36%
Definitely yes	19%
Probably yes	17%
TOTAL NO	45%
Probably no	32%
Definitely no	13%
(DON'T READ ON PHONE) Undecided	19%

9. When considering who you will support for State Representative, which of the following candidates would you be more likely to vote for: **(ROTATE STATEMENTS)**

(PHONE: READ STATEMENTS)

A candidate whose views and ideas closely reflect my own, which includes taking the Democratic Party in a new direction and getting rid of the party leaders who have been in office for too long	41%
OR	
A candidate with a record of fighting for the issues that matter most and has helped pass laws that expand healthcare access, protect abortion rights, reform the criminal justice system and invest in housing, education and transportation	47%
(DON'T READ ON PHONE) Don't know	12%

10. Here are some descriptions that might apply to a candidate running for Massachusetts State Representative. For each one, please indicate if you would be more likely or less likely to vote for a candidate matching that description, or if it would make no difference to you. **(RANDOMIZE)**

(ONLINE: SHOW ALL ANSWER OPTIONS)

(PHONE: IF MORE/LESS LIKELY, ASK: Is that much or somewhat MORE/LESS likely?)

	SS	Much More Likely	Smwt More Likely	Makes No Diff	Smwt Less Likely	Much Less Likely	Don't Know	Total More Likely	Total Less Likely
a. Is endorsed by the Democratic Socialists of America		20%	18%	29%	5%	16%	11%	38%	21%
b. Is a commonsense Democrat who is focused on getting things done	A	34%	37%	11%	5%	6%	7%	70%	11%
c. Is committed to finding common ground and getting things done on Beacon Hill	B	34%	36%	14%	2%	3%	11%	70%	5%
d. Is a progressive endorsed by U.S. Senator Elizabeth Warren	A	28%	24%	22%	4%	15%	7%	52%	19%
e. Is a progressive endorsed by Boston Mayor Michelle Wu	B	17%	26%	31%	3%	11%	12%	42%	14%
f. Is a progressive endorsed by Governor Maura Healey	B	18%	18%	28%	9%	15%	11%	37%	24%
g. Has served in local government, understands the issues facing your part of Massachusetts and knows how to get things done		48%	33%	10%	2%	2%	5%	82%	4%

	SS	Much More Likely	Smwt More Likely	Makes No Diff	Smwt Less Likely	Much Less Likely	Don't Know	Total More Likely	Total Less Likely
h. Is under the age of 40, has new ideas and will bring a fresh perspective to Beacon Hill		22%	32%	31%	6%	3%	7%	54%	9%
i. Is endorsed by labor unions representing first-responders, healthcare workers and classroom teachers		39%	30%	17%	4%	5%	5%	69%	9%
j. Is born and raised in Massachusetts	A	23%	27%	43%	0%	3%	4%	50%	4%
k. Is an outsider who recently moved to your district after living and working out of state for years	B	2%	4%	32%	22%	29%	11%	5%	51%
l. Is focused on fighting Donald Trump and Washington Republicans		53%	16%	11%	4%	10%	5%	69%	15%
m. Is focused on making housing more affordable and supporting first-time homebuyers		56%	27%	9%	1%	2%	4%	84%	3%
n. Will work to restore access to affordable healthcare coverage to people impacted by the Trump cuts to Medicaid		61%	20%	7%	3%	4%	5%	81%	7%
o. Has seniority in the State Legislature, which allows them to deliver resources and funding at the local level for healthcare, affordable housing, education, public safety, transportation and infrastructure and clean water projects.		27%	27%	27%	4%	7%	9%	53%	11%
p. Is working to support small businesses and entrepreneurs to create jobs and opportunity	A	52%	36%	6%	1%	1%	4%	89%	2%
q. Will fight wasteful spending and mismanagement in state government	B	51%	29%	12%	1%	1%	6%	80%	2%
r. Is on the record calling for abolishing prisons, making cuts to public safety and reducing prison sentences for convicted criminals, including drug traffickers	A	8%	7%	9%	17%	54%	5%	15%	71%
s. Helped pass the PROTECT Act, a landmark civil rights law that protects the rights of immigrants and strengthens privacy laws to protect Massachusetts citizens against federal law enforcement agents.	B	49%	23%	6%	3%	9%	10%	71%	12%
t. Helped to pass legislation that provides over \$5 billion in funding to build new affordable housing and provide financial assistance to first-time homebuyers	A	41%	36%	9%	6%	5%	3%	77%	11%
u. Is focused on making healthcare more affordable and accessible and has supported legislation to cut prescription drug prices, fighting for price transparency and holding insurers accountable to bring down premiums.	B	64%	21%	4%	2%	1%	7%	85%	4%

	SS	Much More Likely	Smwt More Likely	Makes No Diff	Smwt Less Likely	Much Less Likely	Don't Know	Total More Likely	Total Less Likely
v. Will work to implement audits of the State Legislature to promote transparency, track spending and make elected officials more accountable to the public	A	55%	28%	10%	1%	3%	3%	83%	4%
w. Has failed to comply with a voter-approved ballot measure that requires audits of the State Legislature to promote transparency, track spending and make elected officials more accountable to the public	B	18%	6%	10%	9%	49%	9%	24%	58%

11. For each of the following pairs of statements, please select the candidate you would be more likely to vote for in the Democratic primary election for State Representative. Please choose one even if it is hard to decide. **(ROTATE PAIR; ROTATE STATEMENTS WITHIN EACH PAIR)**

(PHONE: READ STATEMENTS)

a. Candidate Smith was born and raised in your part of Massachusetts, served as a local Councilmember and in the State Legislature has a record of delivering results by securing funding to address local needs and improve residents' quality of life.	41%
OR	
Candidate Jones is running for office for the first time to be a voice for change on Beacon Hill and represents a new generation of leaders who are committed to doing things differently and taking Massachusetts in a new direction.	32%
(DON'T READ ON PHONE) Don't know	27%
b. Candidate Smith is running for State Representative because they believe Democrats in the State Legislature have let us down and are not doing enough to stop Trump's cruel and illegal policies. Smith will be a strong progressive voice that will not back down from the fight.	23%
OR	
Candidate Jones helped to champion new state laws that protect abortion rights, immigrants' civil rights, strengthen privacy rights and provide funding for healthcare, food assistance and affordable housing to reduce the impact of cuts made by MAGA Republicans in Washington.	53%
(DON'T READ ON PHONE) Don't know	25%
c. Candidate Smith is working to bring down the cost of living and make life more affordable for the people of Massachusetts. As a member of the State Legislature, Smith helped to pass legislation that holds utilities accountable for raising rates, voted to increase funding for affordable housing and invest in economic revitalization to bring good jobs and economic opportunity to our part of the state.	22%
OR	
Candidate Jones will fight to make corporations and the very wealthy pay their fair share, and to ease the burden on working families and seniors. Jones refuses to take corporate PAC money and supports a wealth tax to fund our schools, hospitals, public transportation and create an economy that works for regular people not billionaires and corporate special interests.	57%
(DON'T READ ON PHONE) Don't know	21%

You are almost done with the survey; the final questions are for classification purposes only.
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12. How would you describe your political perspective?

(PHONE: READ ANSWER OPTIONS RANDOMIZING TOP-TO-BOTTOM AND BOTTOM-TO-TOP)

(ONLINE: SHOW ALL ANSWER OPTIONS RANDOMIZING TOP-TO-BOTTOM AND BOTTOM-TO-TOP)

Progressive	31%
Liberal	23%
Moderate	28%
Conservative	5%
(DON'T READ ON PHONE) Prefer not to say	13%

13. What was the last level of school you completed?

(PHONE: READ ANSWER OPTIONS IN ORDER)

(ONLINE: SHOW ALL ANSWER OPTIONS)

Less than high school	1%
High school graduate	11%
Vocational or technical school	2%
Some college, but no degree	13%
Associate degree	12%
Four-year college degree	35%
Graduate school	23%
(DON'T READ ON PHONE) Prefer not to say	2%

14. With which racial or ethnic group do you identify yourself?

(PHONE: READ ANSWER OPTIONS IN ORDER)

(ONLINE: SHOW ALL ANSWER OPTIONS)

Latino or Hispanic	18%
White	64%
Black or African American	7%
Asian or Pacific Islander	6%
Multiracial	2%
Some other ethnic or racial background	1%
(SPECIFY_____)	
(DON'T READ ON PHONE) Prefer not to say	2%

15. Lastly, what is your gender?

(ONLINE: SHOW ALL ANSWER OPTIONS)

Male	47%
Female	53%

(THANK AND TERMINATE INTERVIEW)

SAMPLE VARIABLES

AGE	
18-24	7%
25-29	6%
30-34	7%
35-39	11%
40-44	11%
45-49	7%
50-54	8%
55-59	8%
60-64	8%
65-74	16%
75+	12%
PARTY REGISTRATION	
Democrat	37%
No Party	63%
PAST ELECTION PARTICIPATION	
P18	26%
G18	54%
P20	38%
G20	68%
P22	26%
G22	54%
P24	19%
G24	71%
Blank	21%