



UMass Lowell Survey of Massachusetts Democratic Primary Likely Voters

April 2-11, 2022

N=800 Massachusetts Democratic Primary Likely Voters

This sample has an adjusted margin of error $\pm 3.9\%$ for LVs

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

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

HIGHLIGHTS

Healey a prohibitive favorite over Chardiaz

"Healey starts out the nomination contest for Democrats as a prohibitive favorite. She is well known, she is popular, and she is seen as someone who can both win and lead. Chardiaz has ground to make up, both in terms of name recognition and in convincing voters she is the superior candidate when there is already a formidable frontrunner, but there are positives here for her as well -- among Democratic likely voters who know her, she is very well liked."

-- Joshua J. Dyck, Director of The Center for Public Opinion

In a new UMass Lowell Center for Public Opinion poll of likely voters in Massachusetts upcoming September 6 Democratic primary election, Attorney General Maura Healey has opened with a 45 point lead over State Senator Sonia Chardiaz, 62% to 17% in the contest to be the Democratic nominee for Governor in the Bay State this Fall. Another 20% of respondents say they are either undecided or intend to vote for another candidate. Healey, the popular Massachusetts Attorney General, has been thought by many to be favorite to replace Charlie Baker as the next Governor of Massachusetts.

Healey bests Chardiaz in every single category in our crosstabs, but some interesting trends emerge that shows Chardiaz's areas of strength as a candidate with less name recognition.

Notably, she does better but still trails Healey among 18- to 44-year-olds, where Healey leads 44% to 28%, and among non-white likely voters, where Healey leads 41% to 28%.

Asked who is better suited to handle a series of issues, Healey is seen as the stronger candidate on the economy (+31), COVID (+26), police reform (+25), and health care (+29). Healey is also seen as a stronger leader (+41), the candidate who best respects Massachusetts values (+29), the candidate who is most honest/trustworthy (+13), and most likely to win the general election (+55). Charlie Diaz leads on a single issue who is best suited to handle race relations (+12), and the candidates are closely matched on the question of who is more of a progressive (Charlie Diaz +1).

In the other competitive statewide Democratic primary races, many likely Democratic primary voters are still getting to know the candidates and are still undecided. For Lieutenant Governor, Salem Mayor Kim Driscoll leads with 22%, State Senator Eric Lesser is at 10%, State Representative Tami Gouveia 9%, State Senator Adam Hinds 7%, another candidate 2%, and 49% of likely voters are undecided. For Attorney General, Former Boston City Council President Andrea Campbell leads the field with 30%, compared to 11% for Attorney Shannon LisRiordan, 6% for US Dept of Commerce Attorney Quentin Palfrey, 2% for another candidate, and 52% undecided. For State Auditor, Former Assistant Secretary of Transportation Chris Dempsey polls at 23%, State Senator Diana DiZoglio at 21%, with 2% for another candidate and 54% undecided.

The Massachusetts Democratic Primary Electorate on the Issues

“Bay State Democrats are stalwartly aligned left of the state, their national party and of the country as a whole. They support a fairly active insurgent left agenda by overwhelming majorities, and see both their national and state parties as generally aligned with their interests, but make no mistake, if you are voting in the Democratic primary in the fall, you’re probably to the left of Joe Biden on most issues.”

--John Cluverius, Associate Director of the Center for Public Opinion

The survey asked Massachusetts Democratic primary voters about how well both the national and state parties represent them. For the national Democratic Party, 29% of Massachusetts Democratic primary voters say that the party is too far to the right, 18% say it is too far to the left and 54% say it is about where it should be. There is even greater satisfaction with the ideological orientation of the state Democratic Party 19% of Democratic primary voters say that the party is too far to the right, 14% say it is too far to the left, and 67% say that Massachusetts Democrats are about where they should be. Even voters who are not enrolled in a party but plan to vote in the September Democratic primary feel like Democrats are where they’re supposed to be ideologically. While 24% of these respondents say the state Democrats are too far to the left, 19% say they are too far to the right, and a majority (57%) say they about

say about right, 19% say too conservative, and 9% too liberal, many unenrolled voters have meaningful party attachments and liberal policy attitudes.

This is further reflected in the overall issue positions of the primary electorate. Large majorities of Massachusetts Democrats believe that the federal government should cancel student loan debt (70%), favor a having a single state health insurance plan for all Massachusetts residents (86%), and favor making Massachusetts a sanctuary state, which would prevent law enforcement in the Commonwealth from cooperating with federal immigration enforcement agencies (75%).

The Popularity of Prominent Public Figures

“Charlie Baker is likely to leave office as he has spent most of his two terms as popular governor with broad bipartisan support from Massachusetts voters. Whether he could have won a third term by working his way through a Republican primary fight that would have been acrimonious, or running as a third party independent monitorf6(e)-6 (r)-1 (m)9biw [(-)-1.-3 (mn (i)-5 0)(hi)

