

## MASSACHUSETTES STATEWIDE SURVEY

**DATE:** Thursday, November 11, 2021  
**TO:** Chris Anderson, President, MHTC  
**FROM:** Chris Lane, Director, Client Strategy  
**RE:** Survey of 2022 General Election Voters

The information below was gathered by [Cygнал](#) through an advanced multi-mode live survey of general election voters in Massachusetts, conducted Wednesday, November 3 2021– Friday, November 5 2021. This survey has a sample size of n621 and a MoE of ±3.93% at a 95% confidence interval.

### Executive Summary

- The initial ballot is tight (Yes +7). This is a sizeable change from initial polling on the issue in 2018.

	Female	Male	18 - 34	35 - 49	50 - 64	65 or older	West	North	South	Republican	Democrat	IND/Other	White	Minorities	No degree	College degree	<\$50k	\$50k-\$100k	>\$100k	Catholic	Mainline Protestnt	Evang Protestnt	Not religious	1 of 4	2 of 4	3 of 4	4 of 4
Yes	57%	44%	54%	46%	44%	60%	48%	57%	50%	14%	82%	44%	53%	43%	46%	56%	60%	50%	54%	42%	60%	29%	63%	38%	49%	56%	50%
No	38%	50%	40%	46%	52%	35%	45%	40%	44%	84%	15%	49%	43%	45%	47%	40%	35%	41%	44%	54%	34%	63%	31%	56%	48%	38%	44%
Definitely yes	38%	29%	43%	34%	27%	34%	28%	40%	34%	5%	63%	25%	34%	36%	28%	40%	40%	28%	41%	27%	29%	22%	44%	23%	31%	43%	31%
Probably yes	19%	15%	11%	12%	16%	26%	20%	17%	16%	9%	20%	18%	20%	7%	18%	16%	20%	22%	14%	14%	31%	7%	19%	15%	18%	13%	19%
Probably no	6%	10%	8%	8%	8%	7%	8%	11%	6%	13%	2%	9%	7%	9%	7%	9%	8%	7%	10%	5%	0%	9%	17%	7%	5%	8%	
Definitely no	32%	40%	32%	38%	44%	28%	37%	29%	38%	71%	13%	40%	35%	36%	39%	33%	26%	33%	37%	43%	29%	63%	23%	39%	41%	33%	36%
Unsure	5%	6%	5%	7%	4%	6%	7%	3%	6%	2%	3%	8%	4%	11%	7%	4%	5%	9%	2%	5%	6%	7%	6%	6%	3%	6%	6%

- Voters are confused as to whether the amendment will require spending on education and transportation to increase by the amount of new taxes. **The largest group of voters think Yes, the amendment would require increased spending in the amount of the new taxes.** 35% believe 'Yes', 24% believe 'No', and 41% answered 'Not Necessarily' or 'Unsure'.
- Voters were informed that a) the Legislature could choose to reduce funding for education and transportation from other sources and replace it with the new tax revenue b) the Legislature would retain ultimate discretion over education and transportation spending because money is interchangeable c) the additional tax may or may not result in any overall increase in education and transportation spending. **These were all statements used by the Attorney General in legal briefing to describe the identical ballot measure in 2018.** These statements shifted opinion considerably. On the informed ballot compared to initial, **voters shift from YES +7 to NO +3.**

	Female	Male	18 - 34	35 - 49	50 - 64	65 or older	West	North	South	Republican	Democrat	IND/Other	White	Minorities	No degree	College degree	<\$50k	\$50k-\$100k	>\$100k	Catholic	Mainline Protestnt	Evang Protestnt	Not religious	1 of 4	2 of 4	3 of 4	4 of 4
Yes	47%	40%	48%	41%	36%	51%	42%	54%	39%	13%	73%	36%	45%	39%	39%	49%	52%	43%	49%	35%	48%	25%	55%	23%	41%	49%	44%
No	42%	52%	43%	44%	59%	38%	49%	40%	49%	85%	17%	54%	47%	43%	50%	42%	34%	45%	47%	58%	40%	70%	32%	67%	50%	41%	46%
Definitely yes	29%	25%	33%	31%	20%	27%	25%	32%	26%	6%	48%	21%	27%	30%	25%	30%	28%	23%	36%	22%	23%	19%	36%	13%	21%	37%	26%
Probably yes	18%	15%	15%	9%	16%	24%	18%	22%	13%	7%	25%	15%	18%	9%	14%	19%	23%	20%	13%	13%	25%	6%	19%	10%	20%	12%	18%
Probably no	9%	8%	9%	6%	11%	7%	9%	7%	9%	5%	11%	8%	9%	9%	8%	12%	5%	8%	10%	12%	6%	7%	27%	13%	4%	7%	
Definitely no	33%	44%	34%	38%	48%	31%	40%	33%	40%	78%	11%	43%	39%	35%	41%	35%	23%	40%	39%	48%	28%	64%	26%	40%	37%	37%	39%
Unsure	11%	8%	9%	15%	4%	11%	8%	6%	13%	2%	11%	11%	8%	18%	11%	8%	14%	11%	4%	7%	12%	5%	12%	10%	10%	10%	10%



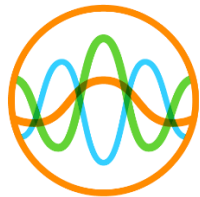
- **72% of voters felt misled being told that the new money only can be used for education and transportation**, when they learned that the Legislature can always reduce existing funding for those purposes and replace it with the new money, resulting in no increased funding for education and transportation. This sentiment exists across the political spectrum with all parties and demographics in agreement. Democrats (72%), Republicans (77%), and Unenrolled (71%) are all in agreement.

	Female	Male	18 - 34	35 - 49	50 - 64	65 or older	West	North	South	Republican	Democrat	IND/Other	White	Minorities	No degree	College degree	<\$50k	\$50k-\$100k	>\$100k	Catholic	Mainline Protestant	Evangelical Protestant	Not religious	1 of 4	2 of 4	3 of 4	4 of 4
Yes	73%	71%	83%	66%	76%	68%	70%	76%	73%	77%	72%	71%	73%	71%	71%	75%	67%	73%	75%	69%	74%	80%	75%	78%	60%	79%	71%
No	18%	22%	13%	18%	22%	23%	22%	17%	20%	21%	19%	20%	19%	21%	21%	17%	22%	18%	19%	20%	18%	14%	20%	8%	28%	16%	22%
Definitely yes	51%	51%	46%	50%	54%	51%	52%	55%	48%	59%	45%	51%	54%	37%	51%	52%	40%	51%	54%	49%	46%	68%	50%	56%	40%	49%	53%
Probably yes	22%	21%	37%	16%	22%	16%	17%	21%	25%	18%	27%	20%	19%	34%	20%	23%	27%	22%	21%	20%	28%	12%	24%	22%	20%	30%	18%
Probably no	6%	7%	6%	5%	7%	7%	8%	3%	7%	6%	8%	6%	7%	6%	7%	9%	4%	7%	3%	8%	3%	10%	1%	9%	3%	8%	
Definitely no	12%	15%	7%	12%	15%	16%	14%	14%	12%	15%	11%	14%	13%	14%	10%	12%	14%	12%	17%	10%	11%	11%	7%	19%	12%	13%	
Unsure	9%	6%	4%	16%	3%	9%	9%	7%	8%	2%	10%	8%	8%	7%	9%	11%	8%	5%	11%	7%	6%	5%	14%	12%	5%	7%	

**METHODOLOGY:** This multi-mode live survey was conducted November 3 2021– Friday, November 5 2021 with 621 likely general election voters. It has a margin of error of  $\pm 3.93\%$ . Known registered voters were interviewed via advanced multi-mode survey of likely general election voters. This survey was weighted to a likely general election universe.

**ABOUT CYGNAL:** [Cygna](#) is an award-winning national public opinion and predictive analytics firm that pioneered multi-mode polling, peer-to-peer text collection, and Political Emotive Analysis. Cygnal is named the #1 Republican private pollster by Nate Silver’s *FiveThirtyEight* two cycles running, as well as the #1 most accurate polling and research firm in the country for 2018 by *The New York Times*. Its team members have worked in 47 states and countries on more than 2,100 corporate, public affairs, and political campaigns.





**CYGNAL**

**Survey of Likely 2022 General Election Voters**

Massachusetts Statewide

*Conducted November 3 - 4, 2021*

n=621 |  $\pm 3.93\%$



*Likelihood to Vote*

1. How likely are you to vote in the November 8, 2022, general election for federal and local offices and state constitutional amendments out of the following options?

	<b>Freq.</b>	<b>%</b>
Definitely voting	543	87.4%
Probably voting	63	10.1%
Probably not voting	16	2.5%
Total	621	100.0%

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*Initial Ballot*

2. The following is a constitutional amendment that may appear on the ballot in November 2022. If the election was held today, how would you vote on this constitutional amendment?:

This proposed constitutional amendment would establish an additional 4% state income tax on that portion of annual taxable income in excess of \$1 million. This income level would be adjusted annually to reflect increases in the cost of living by the same method used for federal income-tax brackets. Revenues from this tax would be used, subject to appropriation by the state Legislature, only for public education, public colleges and universities, the repair and maintenance of roads, bridges, and public transportation. The proposed amendment would apply to tax years beginning on or after January 1, 2023.

A YES VOTE would amend the state Constitution to impose an additional 4% tax on that portion of incomes in excess of one million dollars to be used, subject to appropriation by the state Legislature, on education and transportation.

A NO VOTE would make no change in the state Constitution relative to income tax.

	<b>Freq.</b>	<b>%</b>
<b>Yes</b>	<b>317</b>	<b>51.0%</b>
Definitely yes	210	33.8%
Probably yes	107	17.2%
<b>No</b>	<b>270</b>	<b>43.5%</b>
Probably no	48	7.7%
Definitely no	223	35.8%
Unsure	34	5.5%
Total	621	100.0%

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*Understood Funding*

3. Thinking more about the constitutional amendment, do you believe the amendment will require spending on education and transportation to increase by the amount of the new taxes?

	<b>Freq.</b>	<b>%</b>
<b>Yes</b>	<b>217</b>	<b>34.9%</b>
Definitely yes	91	14.6%
Probably yes	126	20.3%



<b><u>Not necessarily</u></b>	<b><u>160</u></b>	<b><u>25.7%</u></b>
<b><u>No</u></b>	<b><u>147</u></b>	<b><u>23.7%</u></b>
Probably no	62	10.0%
Definitely no	86	13.8%
Unsure	97	15.6%
Total	621	100.0%

*Informed Ballot*

4. If the election was held today, how would you vote on this constitutional amendment?:

This proposed constitutional amendment would establish an additional 4% state income tax on that portion of annual taxable income in excess of \$1 million. This income level would be adjusted annually to reflect increases in the cost of living by the same method used for federal income-tax brackets. Revenues from this tax would be used, subject to appropriation by the state Legislature, only for public education, public colleges and universities, the repair and maintenance of roads, bridges, and public transportation. The proposed amendment would apply to tax years beginning on or after January 1, 2023.

A YES VOTE would amend the state Constitution to impose an additional 4% tax on that portion of incomes in excess of one million dollars to be used, subject to appropriation by the state Legislature, on education and transportation.

A NO VOTE would make no change in the state Constitution relative to income tax.

	<b>Freq.</b>	<b>%</b>
<b><u>Yes</u></b>	<b><u>271</u></b>	<b><u>43.6%</u></b>
Definitely yes	169	27.2%
Probably yes	102	16.4%
<b><u>No</u></b>	<b><u>290</u></b>	<b><u>46.7%</u></b>
Probably no	52	8.4%
Definitely no	238	38.3%
Unsure	60	9.6%
Total	621	100.0%

*Misled*

5. If you were told that a YES VOTE would amend the state Constitution to impose an additional tax “to be used, subject to appropriation by the state Legislature, on education and transportation,” but then found out that the Legislature could simply replace current education and transportation funding dollars with the new tax dollars – resulting in no increase in education or transportation funding – would you feel misled?

	<b>Freq.</b>	<b>%</b>
<b><u>Yes</u></b>	<b><u>450</u></b>	<b><u>72.5%</u></b>
Definitely yes	316	50.9%
Probably yes	134	21.6%



<b>No</b>	<b>122</b>	<b>19.7%</b>
Probably no	41	6.6%
Definitely no	82	13.1%
Unsure	49	7.8%
Total	621	100.0%

6. Are you female or male?

	<b>Freq.</b>	<b>%</b>
Female	330	53.2%
Male	291	46.8%
Total	621	100.0%

7. What age range do you fall within?

	<b>Freq.</b>	<b>%</b>
<b>Under 50</b>	<b>256</b>	<b>41.2%</b>
18 - 34	115	18.5%
35 - 49	141	22.7%
<b>50 and Over</b>	<b>365</b>	<b>58.8%</b>
50 - 64	184	29.7%
65 or older	181	29.1%
Total	621	100.0%

8. How are you registered to vote in Massachusetts? You may consider yourself of a different party, but what does your voter registration card show?

	<b>Freq.</b>	<b>%</b>
Republican	93	14.9%
Democrat	195	31.4%
Independent/Other	320	51.5%
Unsure	14	2.2%
Total	621	100.0%

9. And thinking about your views toward politics and government, would you say you are...

	<b>Freq.</b>	<b>%</b>
<b>Conservative</b>	<b>185</b>	<b>29.7%</b>
Very conservative	84	13.5%
Somewhat conservative	101	16.3%
<b>Moderate</b>	<b>208</b>	<b>33.5%</b>
<b>Liberal</b>	<b>210</b>	<b>33.7%</b>
Somewhat liberal	103	16.6%
Very liberal	107	17.2%
Unsure	19	3.0%
Total	621	100.0%



10. Do you consider the area where you live to be more rural, suburban, or urban?

	Freq.	%
Rural	116	18.6%
Suburban	364	58.6%
Urban	142	22.8%
Total	621	100.0%

11. If you have one, what is your religious affiliation?

	Freq.	%
<b><u>Catholic</u></b>	<b><u>199</u></b>	<b><u>32.0%</u></b>
<b><u>Mainline Protestant (Methodist, Lutheran, Episcopal, Anglican, etc.)</u></b>	<b><u>71</u></b>	<b><u>11.4%</u></b>
<b><u>Evangelical or Born-Again Protestant (Non-denominational Evangelical, Pentecostal, Church of God, etc.)</u></b>	<b><u>73</u></b>	<b><u>11.7%</u></b>
<b><u>Other</u></b>	<b><u>20</u></b>	<b><u>3.2%</u></b>
Mormon	3	0.5%
Orthodox (Eastern or Oriental)	1	0.2%
Jehovah's Witness	0	0.0%
Jewish	9	1.4%
Muslim	2	0.4%
Hindu	1	0.1%
Buddhist	3	0.6%
<b><u>Not religious</u></b>	<b><u>245</u></b>	<b><u>39.4%</u></b>
Unsure	14	2.3%
Total	621	100.0%

12. What annual household income range do you fall within out of the following options?

	Freq.	%
Less than \$50,000	94	15.2%
\$50,000 - \$100,000	179	28.8%
More than \$100,000	261	42.0%
Unsure / refused	87	14.1%
Total	621	100.0%

13. Which of the following best describes your race or ethnicity?

	Freq.	%
White or Caucasian	493	79.5%
Asian or Pacific Islander	32	5.1%
Black or African American	43	7.0%
Hispanic or Latino	39	6.3%
Other	7	1.1%



Unsure	7	1.1%
Total	621	100.0%

14. Thinking back, who did you vote for in the 2020 election for President?

	Freq.	%
Republican Donald Trump	218	35.1%
Democrat Joe Biden	342	55.0%
Another candidate	25	4.0%
Did not vote	8	1.2%
Unsure	29	4.6%
Total	621	100.0%

15. What's the highest level of education you have completed?

	Freq.	%
<b><u>No degree</u></b>	<b><u>312</u></b>	<b><u>50.3%</u></b>
Some high school	10	1.7%
High school diploma/GED	53	8.5%
Technical Certification	26	4.2%
Some college or Associate's Degree	223	35.9%
<b><u>At least College</u></b>	<b><u>302</u></b>	<b><u>48.6%</u></b>
Four-year undergraduate or Bachelor's Degree	149	24.0%
Graduate degree or further	153	24.6%
Unsure	7	1.1%
Total	621	100.0%

16. General Election X/4

	Freq.	%
0 of 4	1	0.2%
1 of 4	43	6.9%
2 of 4	70	11.2%
3 of 4	162	26.1%
4 of 4	345	55.6%
Total	621	100.0%

17. Geo – Congressional Districts

	Freq.	%
<b><u>West</u></b>	<b><u>197</u></b>	<b><u>31.7%</u></b>
1	67	10.8%
2	68	11.0%
3	61	9.9%
<b><u>North</u></b>	<b><u>146</u></b>	<b><u>23.5%</u></b>
5	66	10.7%
6	80	12.9%





<b><u>South</u></b>	<b><u>278</u></b>	<b><u>44.8%</u></b>
7	55	8.9%
8	86	13.8%
9	65	10.5%
4	72	11.5%
Total	621	100.0%

18. Age + Income

	<b>Freq.</b>	<b>%</b>
<65 <\$50k	53	8.6%
<65 \$50k-\$99k	124	19.9%
<65 \$100k+	215	34.6%
65+ <\$50k	41	6.6%
65+ \$50k-\$99k	55	8.8%
65+ \$100k+	46	7.3%
Unsure/Refused	87	14.1%
Total	621	100.0%

19. Gender + Age

	<b>Freq.</b>	<b>%</b>
F 18 - 34	44	7.1%
F 35 - 49	74	12.0%
F 50 - 64	108	17.4%
F 65+	104	16.7%
M 18 - 34	71	11.4%
M 35 - 49	67	10.8%
M 50 - 64	76	12.3%
M 65+	77	12.4%
Total	621	100.0%

20. Gender + Education

	<b>Freq.</b>	<b>%</b>
Female At least College	176	28.3%
Female No degree	151	24.3%
Male At least College	126	20.3%
Male No degree	161	26.0%
Unsure	7	1.1%
Total	621	100.0%

21. Partisanship + Age

	<b>Freq.</b>	<b>%</b>
Republican 18-34	14	2.2%
Republican 35-49	20	3.2%
Republican 50-64	36	5.7%
Republican 65+	24	3.8%
Democratic 18-34	48	7.8%
Democratic 35-49	43	6.9%



Democratic 50-64	40	6.4%
Democratic 65+	64	10.2%
Independent/Other 18-34	50	8.0%
Independent/Other 35-49	72	11.6%
Independent/Other 50-64	105	17.0%
Independent/Other 65+	93	14.9%
Unsure	14	2.2%
Total	621	100.0%

## 22. Partisanship + Gender

	Freq.	%
Republican Female	48	7.7%
Republican Male	45	7.2%
Democratic Female	126	20.3%
Democratic Male	69	11.1%
Independent/Other Female	150	24.2%
Independent/Other Male	170	27.3%
Unsure	14	2.2%
Total	621	100.0%

## METHODOLOGY

This probabilistic survey was conducted November 3 – 4, 2021, with 621 likely 2022 general election voters. It has a margin of error of  $\pm 3.93\%$ . Known registered voters were interviewed via live phones, and SMS. This survey was weighted to likely 2022 general election voter universe.

## ABOUT THE FIRM

[Cygna](#) is an award-winning national public opinion and predictive analytics firm that pioneered multi-mode polling, peer-to-peer text collection, and Political Emotive Analysis. Cygna is named the #1 Republican private pollster by Nate Silver's [FiveThirtyEight](#) two cycles running, as well as the #1 most accurate polling and research firm in the country for 2018 by The New York Times. Its team members have worked in 47 states and countries on more than 2,100 corporate, public affairs, and political campaigns.

