



Memorandum

To: Interested Parties
Fr: John McLaughlin
Dt: September 9, 2026
Re: MA Governor's Race

Minogue Cuts Healey Lead in Half Post-Primary

The primary election is over and Mike Minogue's dominant 52-point victory has already changed the race for Massachusetts Governor. Prior to the September 1st primary, incumbent Maura Healey held a 23-point advantage in the [Real Clear Polling \(RCP\) Average](#); **that lead has been cut in half (Healey +11.5%) now that Minogue is the official nominee.** The well-resourced combat veteran and business leader is in clear striking distance of the unpopular incumbent.

Independent, Progressive Candidate Hurts Healey

Healey drops under the 50% mark on the ballot when voters are told independent progressive candidate Andrea James is on the general election ballot. While the little-known James currently pulls votes equally from both Healey and Minogue, it is a near certainty that she will draw more from Healey in November as voters become more familiar with her far-left politics.

Candidates	2-Way Ballot			3-Way Ballot
	UMASS Amherst; 8/5 - 8/12	University of NH; 8/20 - 8/24	Mass First PAC; 9/2 - 9/3	Mass First PAC; 9/2 - 9/3
Mike Minogue	33.0%	30.0%	41.4%	37.7%
Maura Healey	53.0%	54.0%	52.9%	49.8%
Andrea James				6.6%

Minogue & Healey in Statistical Dead Heat Among Informed Voters

Even more encouraging for Minogue is that among voters' who report ***"having an opinion of both" Minogue and Healey***, (71.7% of respondents) as well as voters who report ***"having seen, read, or heard" about "both" candidates in the past couple of months*** (64.3% of respondents), the race is a statistical dead heat. On this trajectory, as more voters learn about Minogue, the Republican is in prime position to make this a photo finish on November 3rd.

Candidates	2- Way Ballot			3-Way Ballot		
	All Voters	SRH Both	Opinion Both	All Voters	SRH Both	Opinion Both
Mike Minogue	41.4%	51.7%	47.9%	37.7%	44.4%	42.4%
Maura Healey	52.9%	45.4%	49.3%	49.8%	45.1%	48.1%
Andrea James				6.6%	4.7%	6.2%

Healey Deeply Unpopular with Independents

Healey's approval ratings among all voters (47% approve vs. 51% disapprove) are not good – but when strictly looking at independent voters, the pathway for Mike Minogue becomes clear. Among independents, fully 57% disapprove of Healey vs. only 40% who approve. Moreover, Healey's approval ratings are upside down with voters who are Undecided on the gubernatorial ballot (33% approve vs. 46% disapprove); voters with an opinion of both candidates (42% approve vs. 58% disapprove); and voters who report having seen, read, or heard something from both candidates in the last few months (39% approve vs. 60% disapprove).

Governor Maura Healey Job Approval					
	All Voters	Independents	Undecided Gov Ballot	SRH Both	Opinion Both
Approve	47%	40%	33%	39%	42%
Disapprove	51%	57%	46%	60%	58%

Not surprisingly, those deeply negative perceptions directly impact voters' opinion about whether Healey deserves re-election. In fact, when asked whether ***“Maura Healey has performed her job well enough to deserve re-election or is it time to give someone new a chance?”***, a majority, 50.2% of all voters, say “it's time for someone new”, while only 40.8% say Healey “deserves re-election.” Those numbers drop to 34% “deserves re-election” vs. 56% “time for someone new” with independents. Interestingly, even 1-in-5 Democrats say, “it's time for someone new”, opening up a real opportunity for Minogue to earn cross-party support.

Does Healey Deserve Re-Election OR Time for Someone New?					
	All Voters	Independents	Democrats	SRH Both	Opinion Both
Re-Elect Healey	41%	34%	71%	37%	38%
Someone New	50%	56%	20%	59%	56%

Healey's “Blame Trump” Strategy Has a Ceiling

Given her poor approval ratings, Healey's singular focus on Trump is a strategy of necessity, not choice. But when voters were asked to agree or disagree with the following statement: ***“Maura Healey spends too much time blaming Massachusetts' problems on Donald Trump”***, it's clear the message doesn't resonate beyond her base – and even 16% of Democrats don't buy it.

Agree or Disagree: Maura Healey spends too much time blaming Massachusetts problems on Donald Trump?					
	All Voters	Independents	Republicans	Democrats	Opinion Both
Agree	50%	58%	94%	16%	56%
Disagree	42%	34%	3%	75%	42%

Methodology

McLaughlin & Associates conducted a survey of 600 likely general election voters in the state of Massachusetts from September 2, 2026, through September 3, 2026, with an accuracy of +/- 4.0% at a 95% confidence interval. Totals may not add up to exactly 100% due to rounding and refusals.

Note: According to publicly available data, the Massachusetts First PAC survey is generally aligned with the two most recent public surveys in terms of both Party ID and Party Registration.

Methodology	UMASS Amherst; 8/5 - 8/12	University of NH; 8/20 - 8/24	Mass First PAC; 9/2 - 9/3
Party ID	N=800; Independent-18, Democrat-53, Republican-29	N=897; Independent-22, Democrat-49, Republican-29	N=600; Independent-27, Democrat-46, Republican-24
Registration	N/A	N=897; Unenrolled-64, Democrat-27, Republican-9	N=600; Unenrolled-65, Democrat-26, Republican-9