

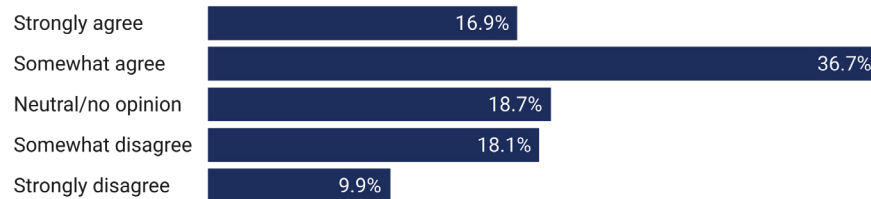
Monthly Sentiment Survey

September 2024

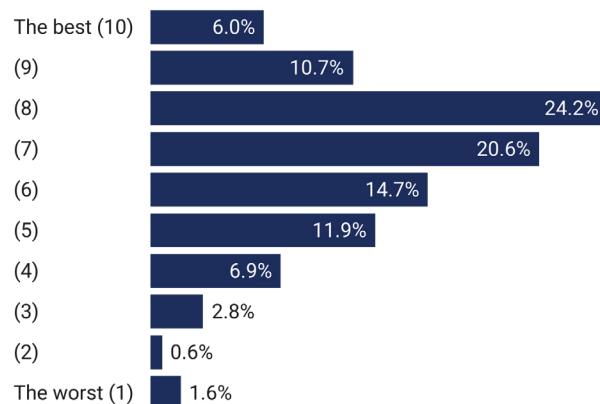
We polled Massachusetts residents on key issues impacting their quality of life and gauged overall sentiment on the Commonwealth's current state.

Survey of Massachusetts Registered Voters, N=504 conducted by Big Village and taken between Sept. 6–Sept 11, 2024.

How much do you agree or disagree with this statement: 'Massachusetts is headed in the right direction.'?



Please rate on a scale of 1–10 ('10' being the best and '1' being the worst) the quality of life for you and your family in Massachusetts.



Thinking about your rating of the quality of life for you and your family in Massachusetts, is your quality of life improving or getting worse compared to last year?



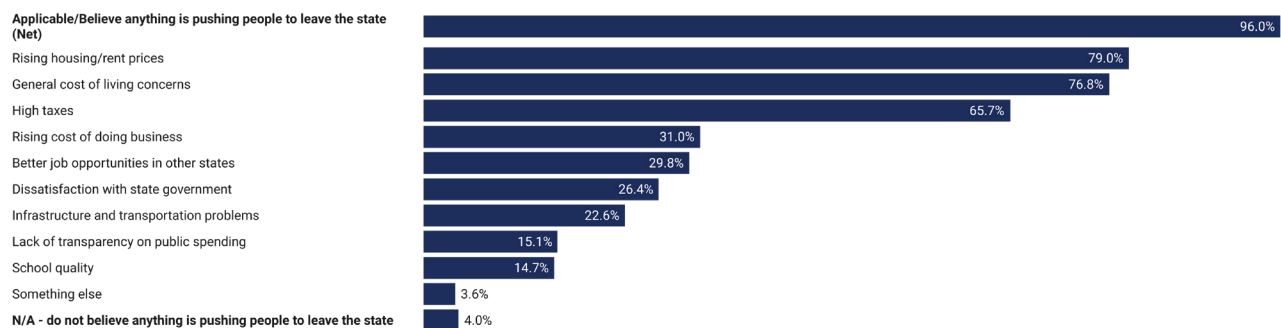
Have you considered moving out of Massachusetts in the last year?



Has someone you know either moved or considered moving out of Massachusetts in the last year?



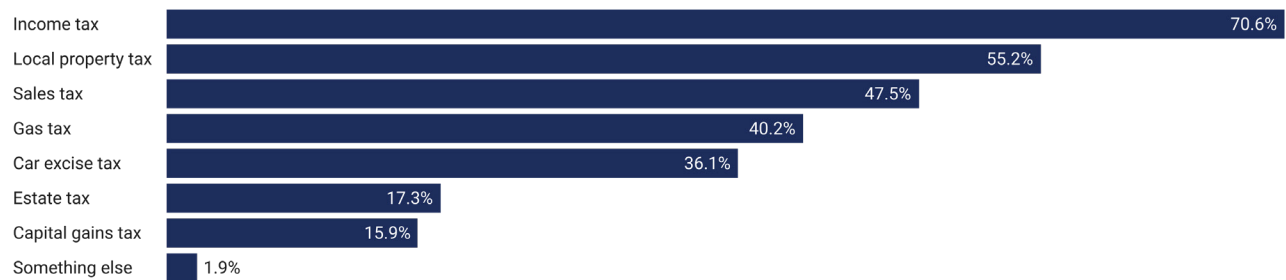
Which of the following reasons do you believe are the top issues pushing people to leave the state?



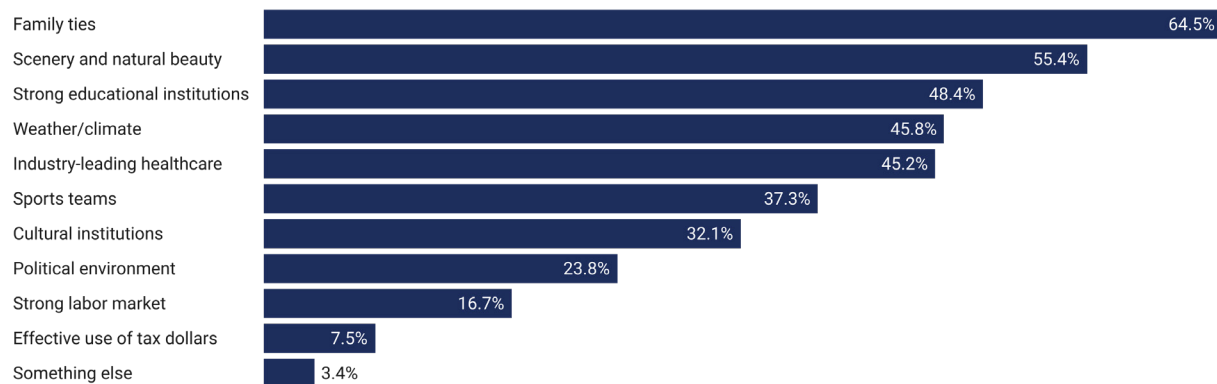
Do you think your taxes are too high?



If you think your taxes are too high, which taxes cause you the most hardship personally?



Which of the following are attributes you like the most about living in Massachusetts?



Do you believe the state government is doing enough to create a welcoming environment for the small businesses and job creators in Massachusetts?



What is the most pressing problem for Massachusetts that you would like to see the state government address?

