



Napolitan News Service Survey
of 800 Registered Voters in Massachusetts
Conducted September 10-15, 2025

1 Currently the state motto of Massachusetts is “By the sword we seek peace, but peace only under liberty.” Do you have a favorable or an unfavorable opinion of the current motto?*

29% Very favorable
44% Somewhat favorable
13% Somewhat unfavorable
4% Very unfavorable
11% Not sure

2 A proposal has been made to change the state motto. Do you favor or oppose changing the state motto?*

9% Strongly favor
30% Somewhat favor
23% Somewhat oppose
18% Strongly oppose
19% Not sure

3 Three alternative mottos have been proposed. Please tell me if you have a favorable or an unfavorable opinion of each of the following proposed alternatives.*

Total			
	Favorable	Unfavorable	Net
Many voices, one commonwealth	63%	34%	+29
We rejoice in the public good	53%	42%	+11
We honor all life guided by the First Light	38%	55%	-17
Source: Napolitan News Service			

Conducted by RMG Research, Inc. September 10-15, 2025
Margin of Sampling Error: +/- 3.5 percentage points



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4 Three alternative mottos have been proposed. Please tell me if you have a favorable or an unfavorable opinion of each of the following proposed alternatives.*

Many voices, one commonwealth

24%	Very favorable
39%	Somewhat favorable
17%	Somewhat unfavorable
17%	Very unfavorable
3%	Not sure

We rejoice in the public good

15%	Very favorable
38%	Somewhat favorable
20%	Somewhat unfavorable
22%	Very unfavorable
6%	Not sure

We honor all life guided by the First Light

11%	Very favorable
27%	Somewhat favorable
24%	Somewhat unfavorable
31%	Very unfavorable
7%	Not sure



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4 If you had to choose, which of the following statements would you select for the state motto?*

- 38% By the sword we seek peace, but peace only under liberty
- 36% Many voices, one commonwealth
- 10% We honor all life guided by the First Light
- 9% We rejoice in the public good
- 6% Not sure

5 If the state is going to change its motto, who should decide which new one is used?*

- 6% The governor
- 13% The state legislature
- 74% The voters in a referendum
- 4% An independent commission
- 3% Not sure

Methodology

This survey of 800 Registered Voters was conducted online by Scott Rasmussen on September 10-15, 2025. Field work for the survey was conducted by RMG Research, Inc. Certain quotas were applied, and the sample was lightly weighted by geography, gender, age, race, education, internet usage, and political party to reasonably reflect the population of Registered Voters. Other variables were reviewed to ensure that the final sample is representative of that population.

The margin of sampling error for the full sample is +/- 3.5 percentage points.

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