

The MassINC Polling Group Trend Monitor is published once a quarter to provide a snapshot of how key metrics from our statewide polling are changing over time. The figures contained in the Trend Monitor are based on polls¹ conducted by The MassINC Polling Group.

State Right Direction / Wrong Track

A slight plurality of adults in Massachusetts now say the state is headed in the right direction, a reversal from the ratio in September.

	Right Direction / Wrong Track
Jan 2011	48 / 42
Sep 2010	41 / 47

Favorables – People

Following his reelection in November, Deval Patrick has seen a substantial increase in the percentage of people who see him favorably. Scott Brown’ favorables have declined slightly since September.

Favorable / Unfavorable Ratios

	Deval Patrick	Scott Brown	John Kerry	Charlie Baker	Tim Cahill	Sarah Palin
Jan 2011	57/33	51/25	NA	NA	NA	NA
Sep 2010	42/45	57/24	59/31	33/23	28/33	33/52

**Note: Totals do not add up to 100% due to "Don't know" and "Refused" responses. People and groups included in the favorables section are rotated.*

Favorables – Groups

Although neither body receives a majority favorable rating, both Congress and the Massachusetts State Legislature enjoy slightly positive favorable / unfavorable ratios. Local governments are seen favorably by about two-thirds of adults in Massachusetts. The Tea Party lost some of its luster since September but remains a political force.

Favorable / Unfavorable Ratios

	The United States Congress	The Massachusetts State Legislature	Your Local Government	The Tea Party
Jan 2011	46/41	41/37	67/22	30/46
Sep 2010	NA	NA	NA	37/35

**Note: Totals do not add up to 100% due to "Don't know" and "Refused" responses. People and groups included in the favorables section are rotated.*

Massachusetts Index of Consumer Sentiment²

The Massachusetts Index of Consumer Sentiment (ICS) measures views of both current and future economic conditions. It will be measured on a quarterly basis going forward. The ICS is made up two component indices, the Index of Current Economic Conditions, which measures present sentiments, and the Index of Consumer Expectations, which represents future prospects. The ICS is scaled such that the 1966 national ICS represents 100. By comparison, the most recent national ICS reading (December, 2010) was 74.5.

	MA Index of Consumer Sentiment	MA Index of Current Economic Conditions	MA Index of Consumer Expectations
Jan 2011	73.3	72.8	73.7
Sep 2010	NA	NA	NA

Questions or comments?

Phone: (617) 224-1646

Email: info@massincpolling.com

[twitter](https://twitter.com/MassINCPolling) @MassINCPolling

¹ **About the Polls** - These results are based on questions from The MassINC Polling Group statewide polls of Massachusetts residents. Live telephone interviews are conducted via both landline and cell phone. Interviews are conducted in both English and Spanish by Eastern Research Services. Question wording and additional methodological details are available upon request, but are excluded from this document for simplicity and length.

² **About the Index of Consumer Sentiment** - The national Index of Consumer Sentiment is a consumer confidence index published monthly by the University of Michigan and Thomson Reuters. The ICS is made up two component indices, the Index of Current Economic Conditions, which measures present sentiments, and the Index of Consumer Expectations, which represents future prospects. The consumer confidence measures were devised in the late 1940's by George Katona at the University of Michigan. The measures have now developed into an ongoing, nationally representative survey based on telephonic household interviews. The Index of Consumer Sentiment (ICS) is developed from these interviews. The Index of Consumer Expectations (a sub-index of ICS) is included in the Leading Indicator Composite Index published by the U.S. Department of Commerce, Bureau of Economic Analysis.