

State of the State Survey Fall 2009

Michigan Consumer Confidence: A Brighter Attitude?

State of the State Survey Fall 2009

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About SOSS Wave 54 Fall 2009

991 Interviews Completed
Nov. 10, 2009 – Jan. 12, 2010

Survey Demographics

48.1% Male

51.9% Female

83.1% White

14.4% African-American

34.0% Democrat

22.9% Republican

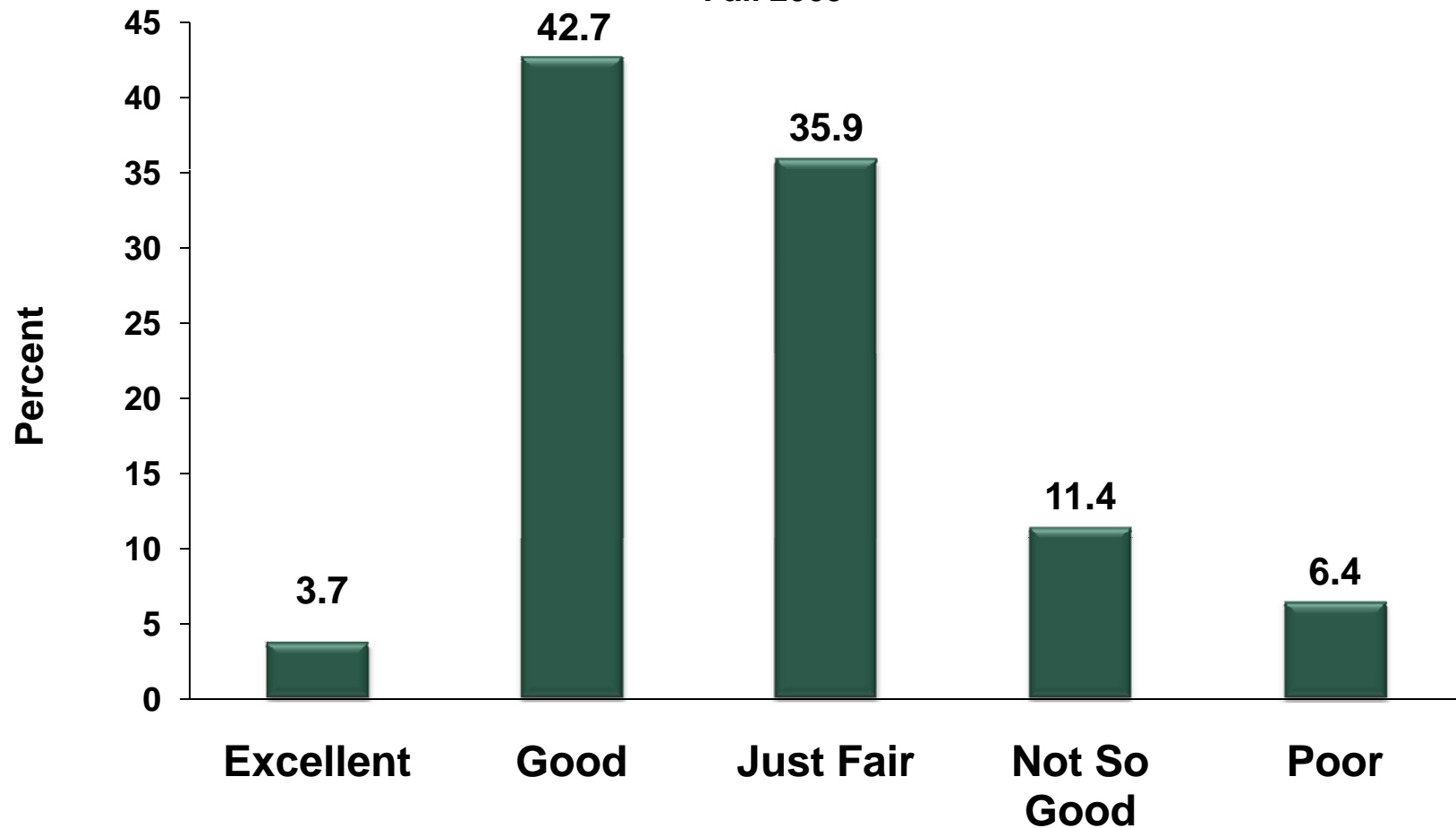


Consumer Confidence

**After a sense of free fall, a
brightening, a few more
glimmers of hope....**

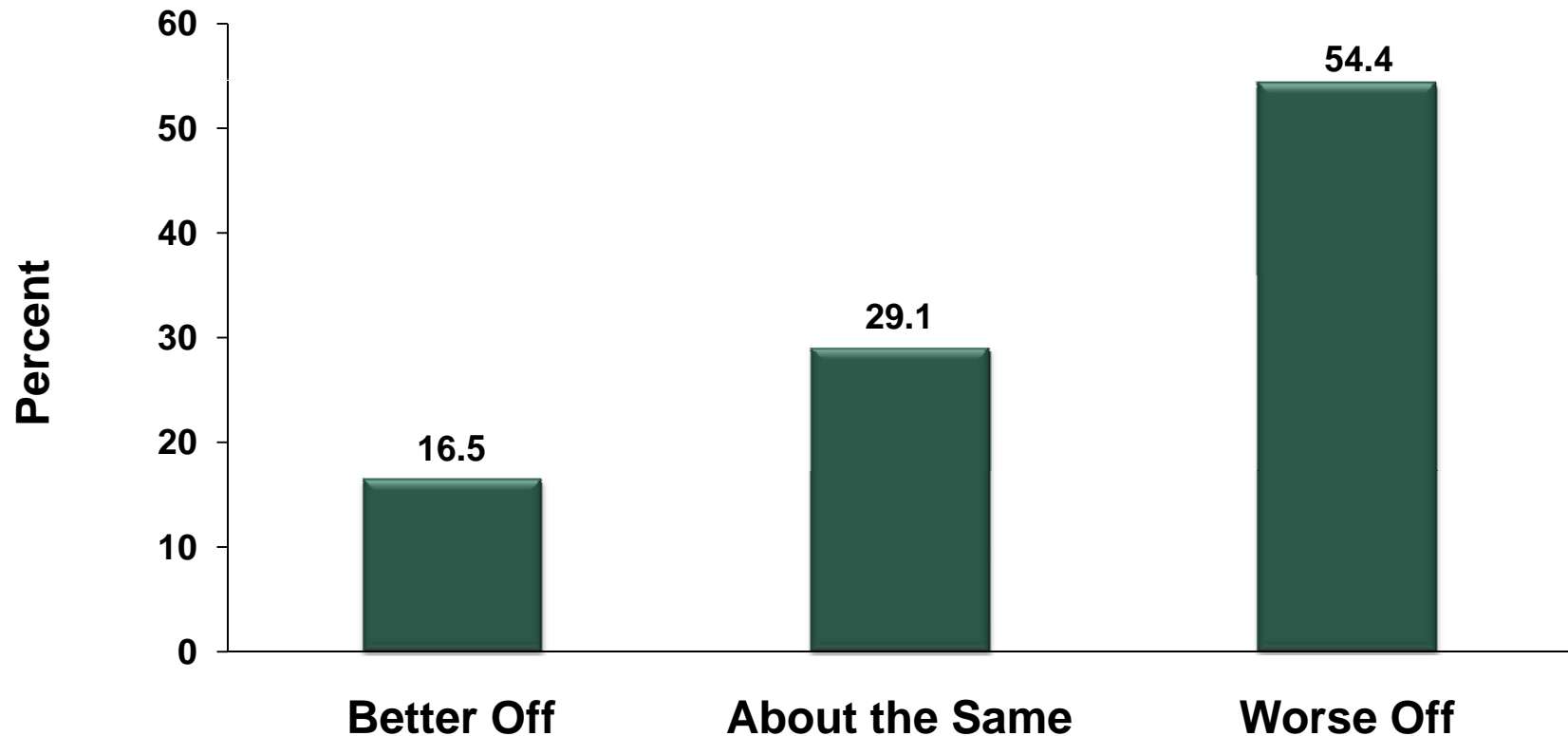
Michigan Residents' Beliefs: Current Financial Situation

Fall 2009



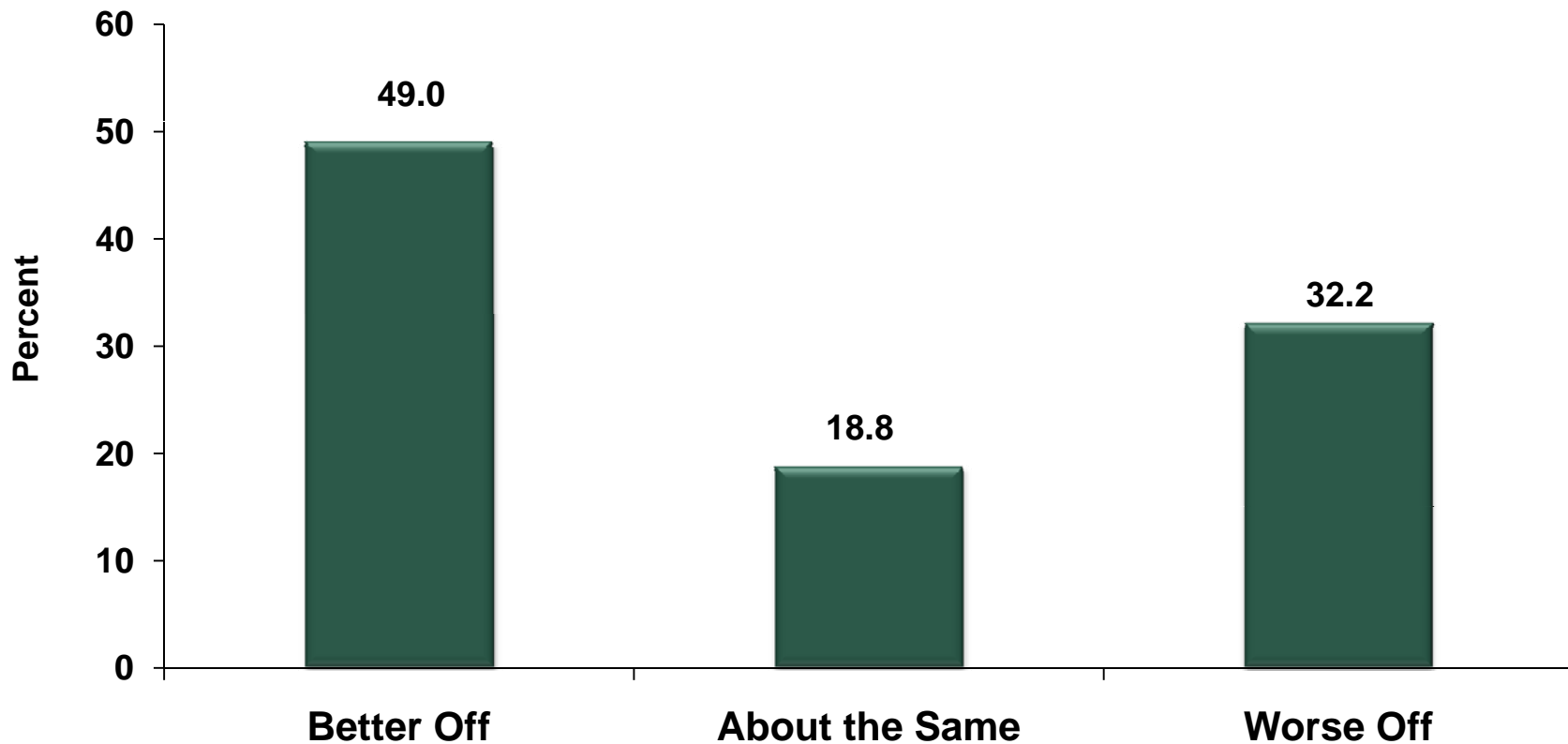
Michigan Residents' Beliefs: Better Off or Worse Off Than One Year Ago

Fall 2009

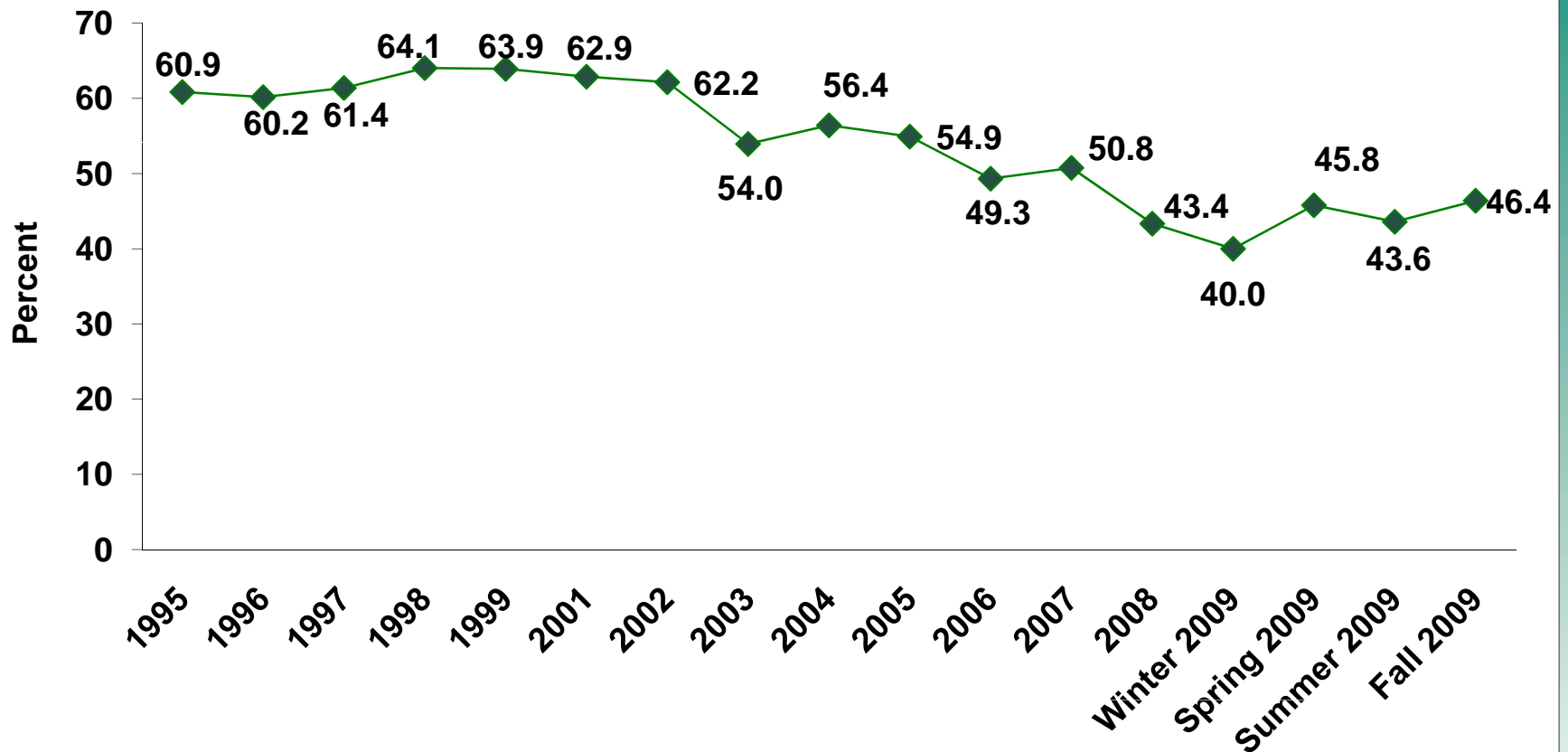


Michigan Residents' Beliefs: Better Off One Year From Now

Fall 2009

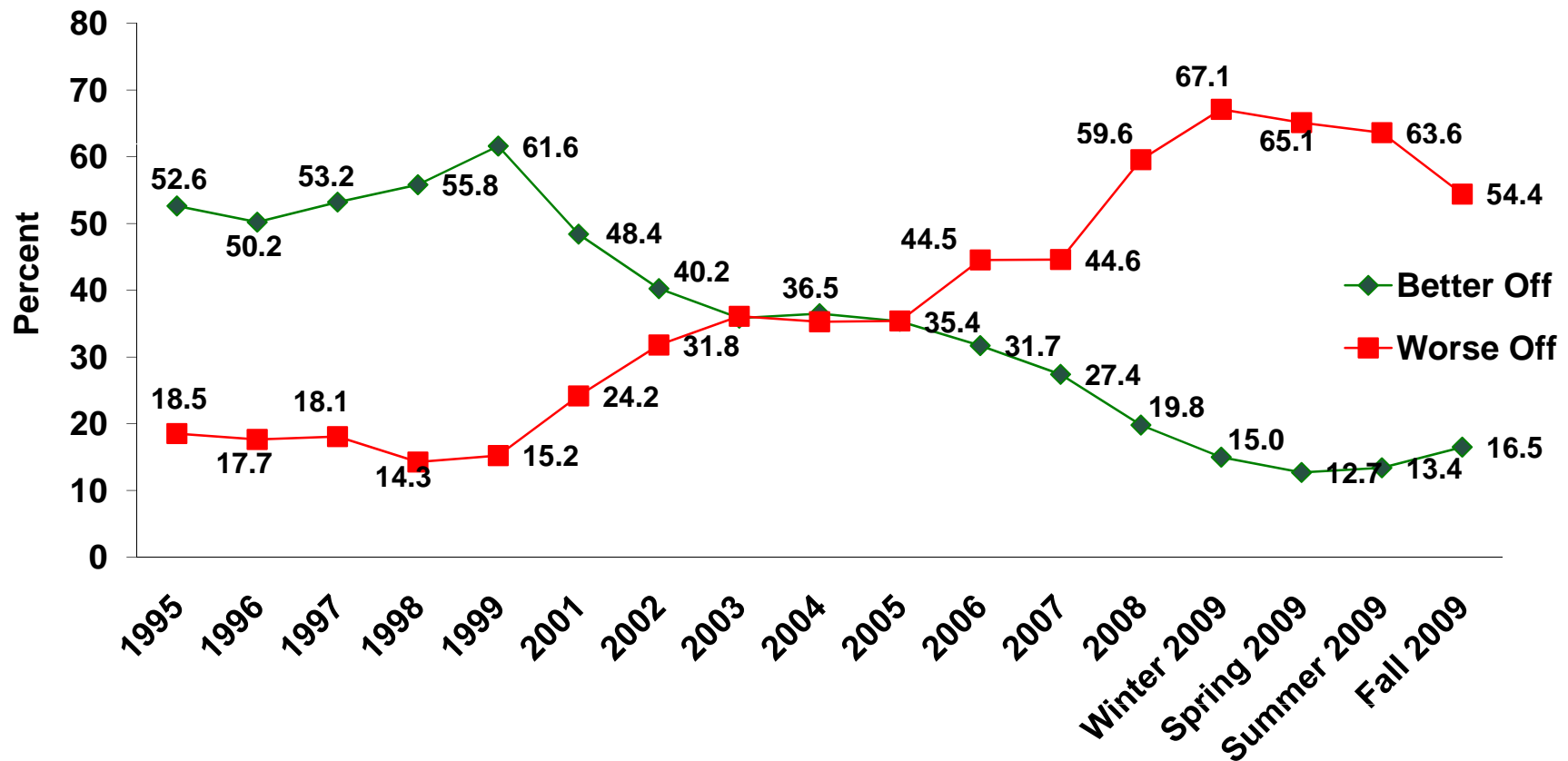


Michigan Residents Rate Current Financial Situation: "Excellent" or "Good" 1995-2009



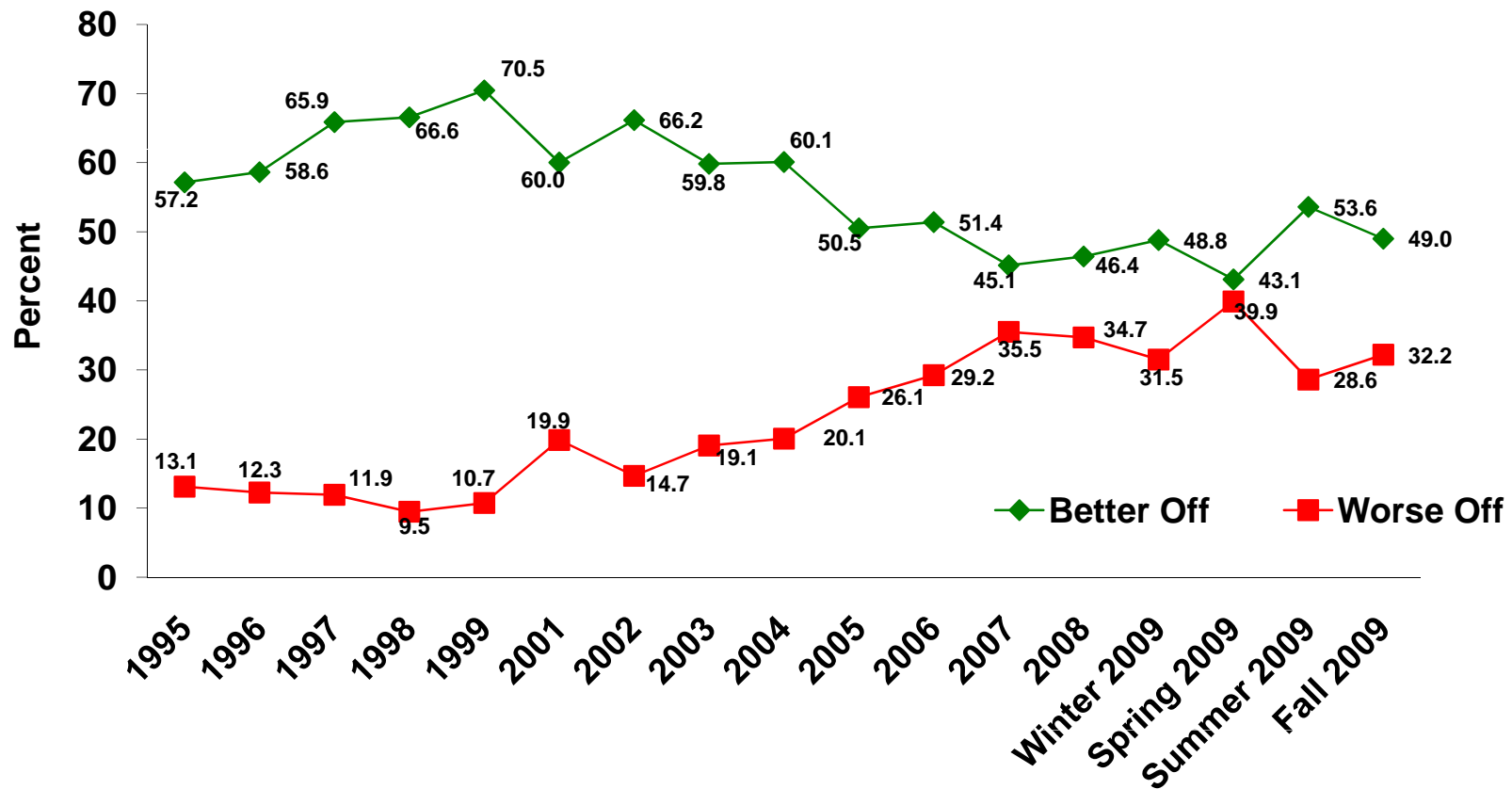
Michigan Residents' Beliefs: Better Off or Worse Off Than One Year Ago

1995-2009



Michigan Residents' Beliefs: Better Off or Worse Off One Year From Now

1995-2009

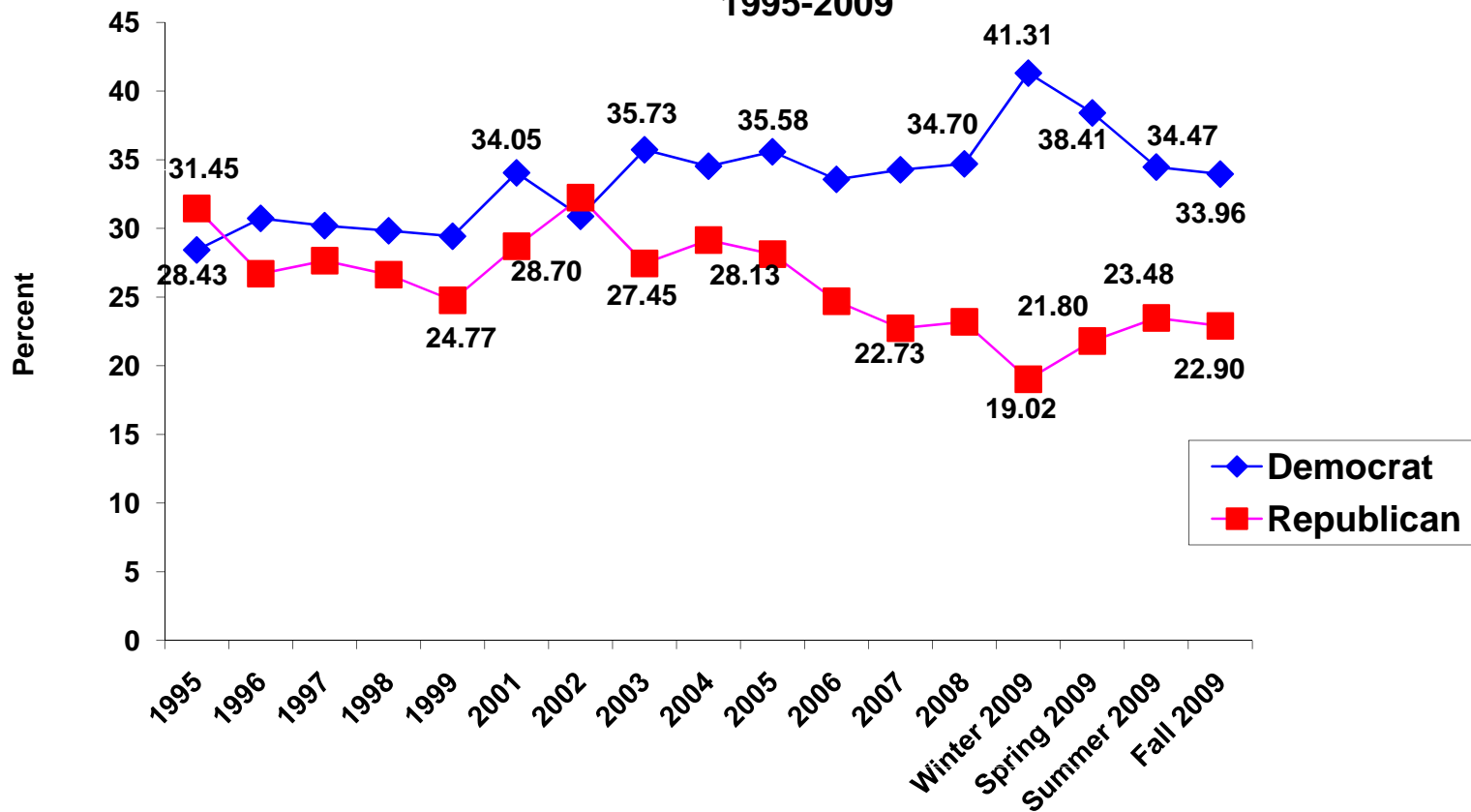




Political Party Affiliation: The Democratic Party's Surge in Early 2009 Has Waned

Political Party Affiliation of Michigan Residents

1995-2009

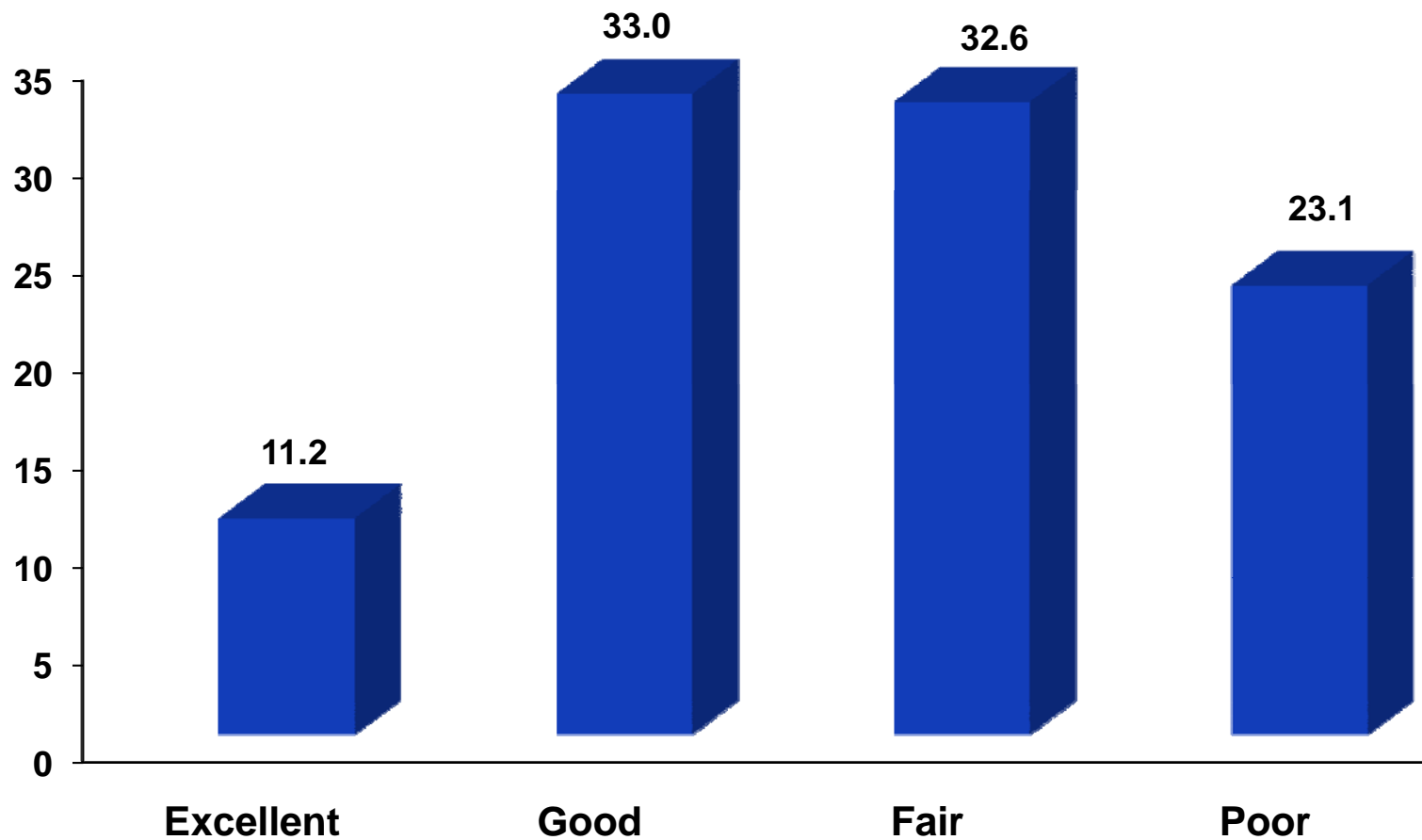




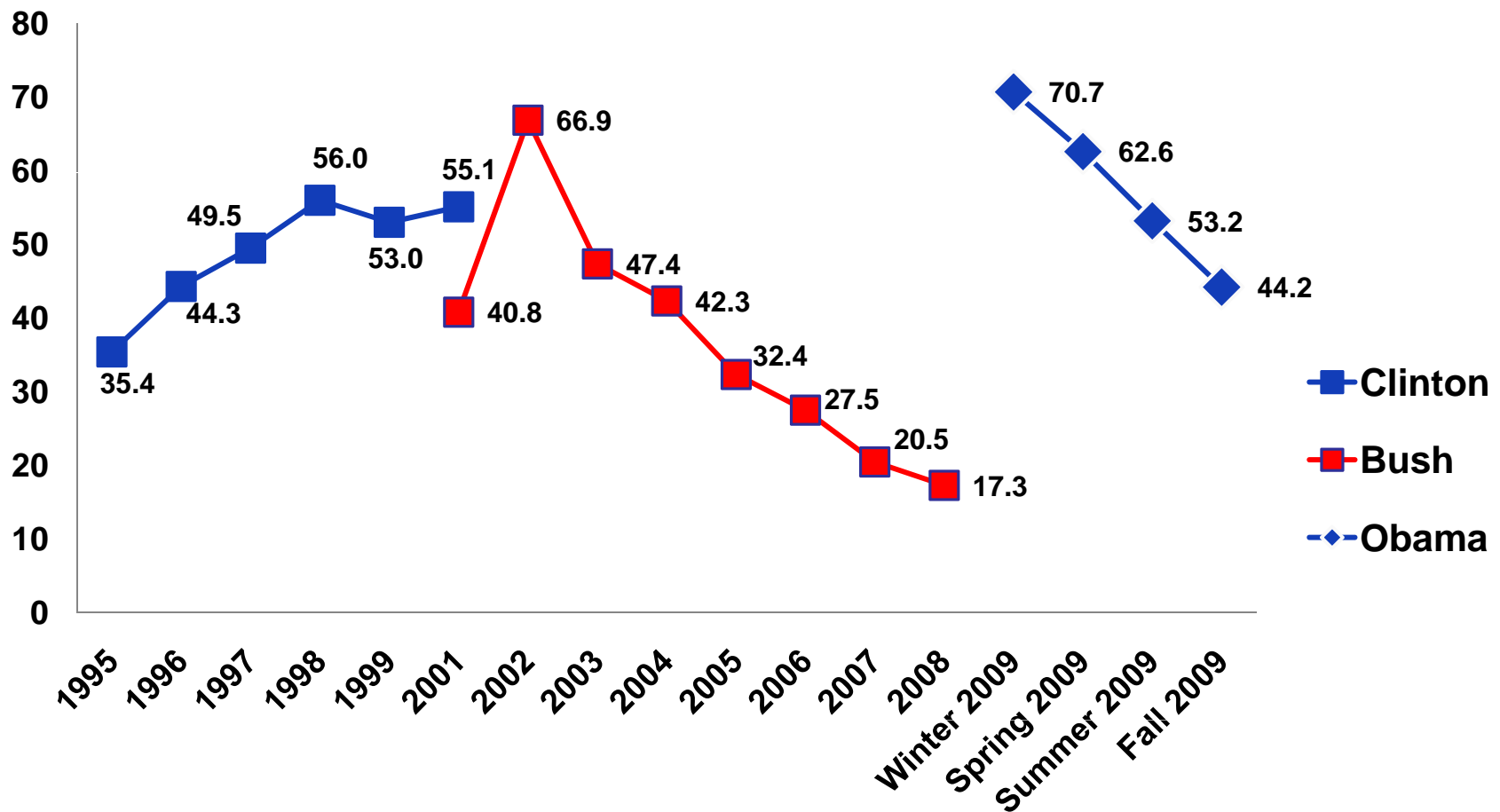
Leadership Confidence

Performance: President Obama

Fall 2009

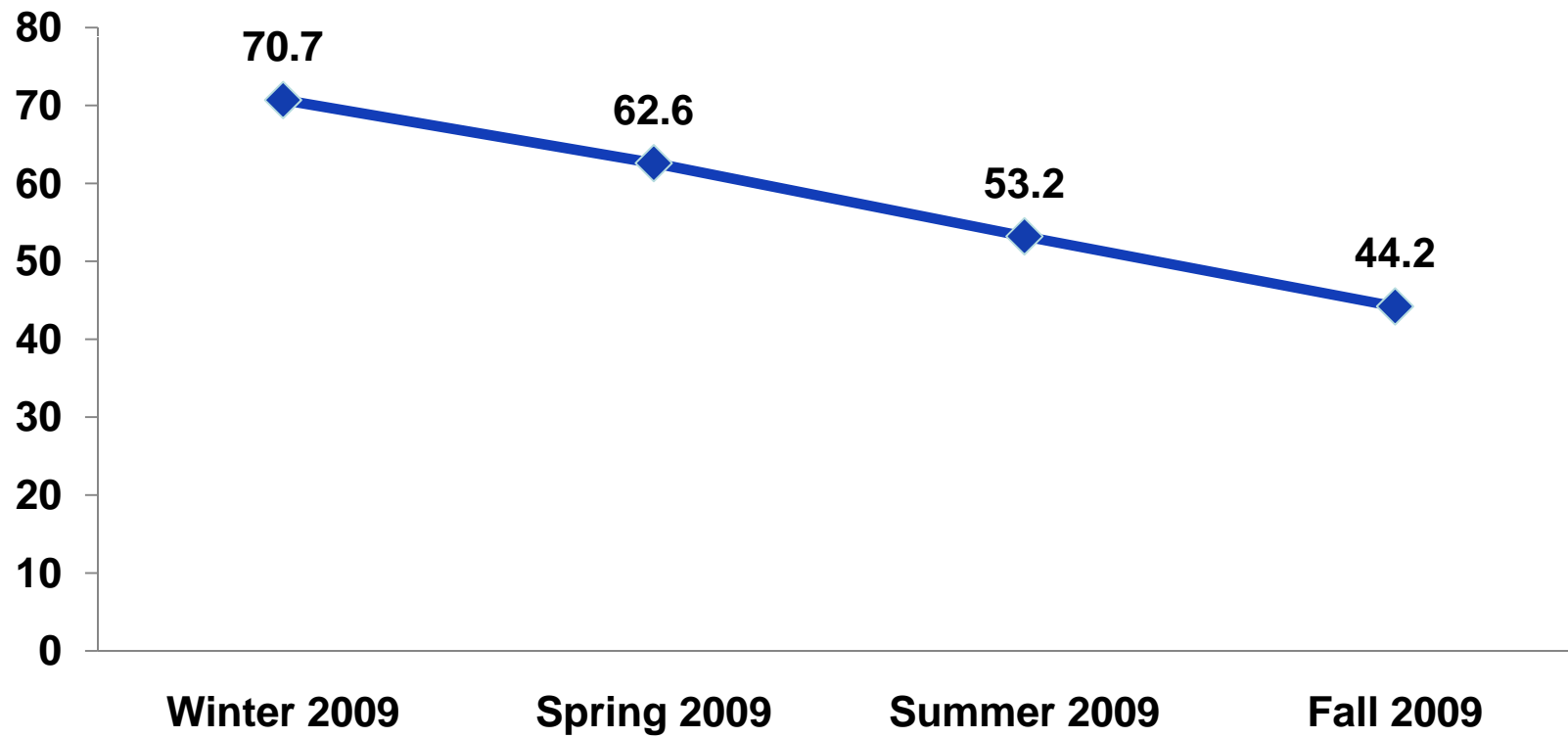


Percentage of Michigan Residents Rating President's Performance as "Excellent" or "Good" 1995-2009



Performance Good or Excellent: President Obama

Fall 2009

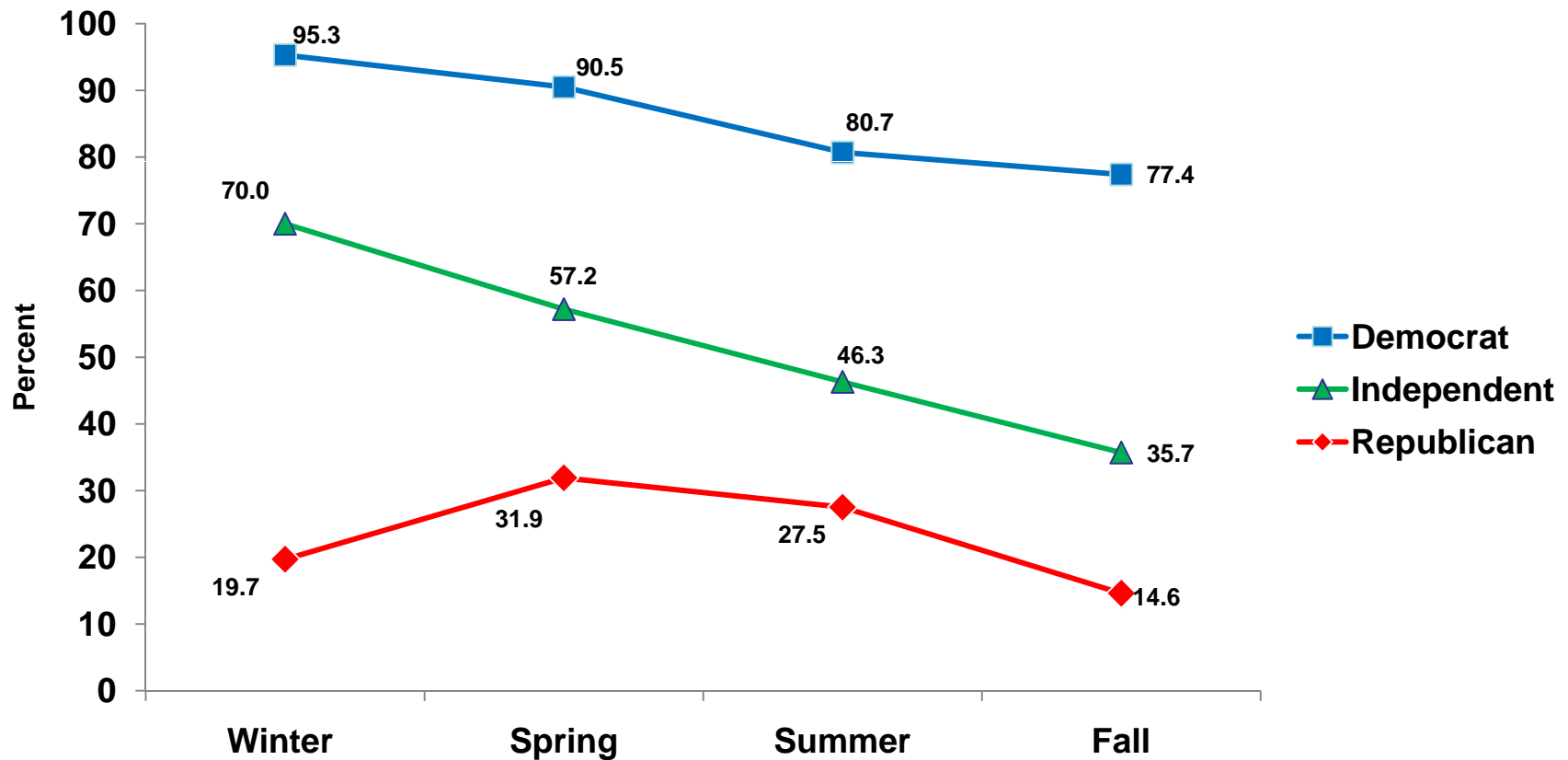




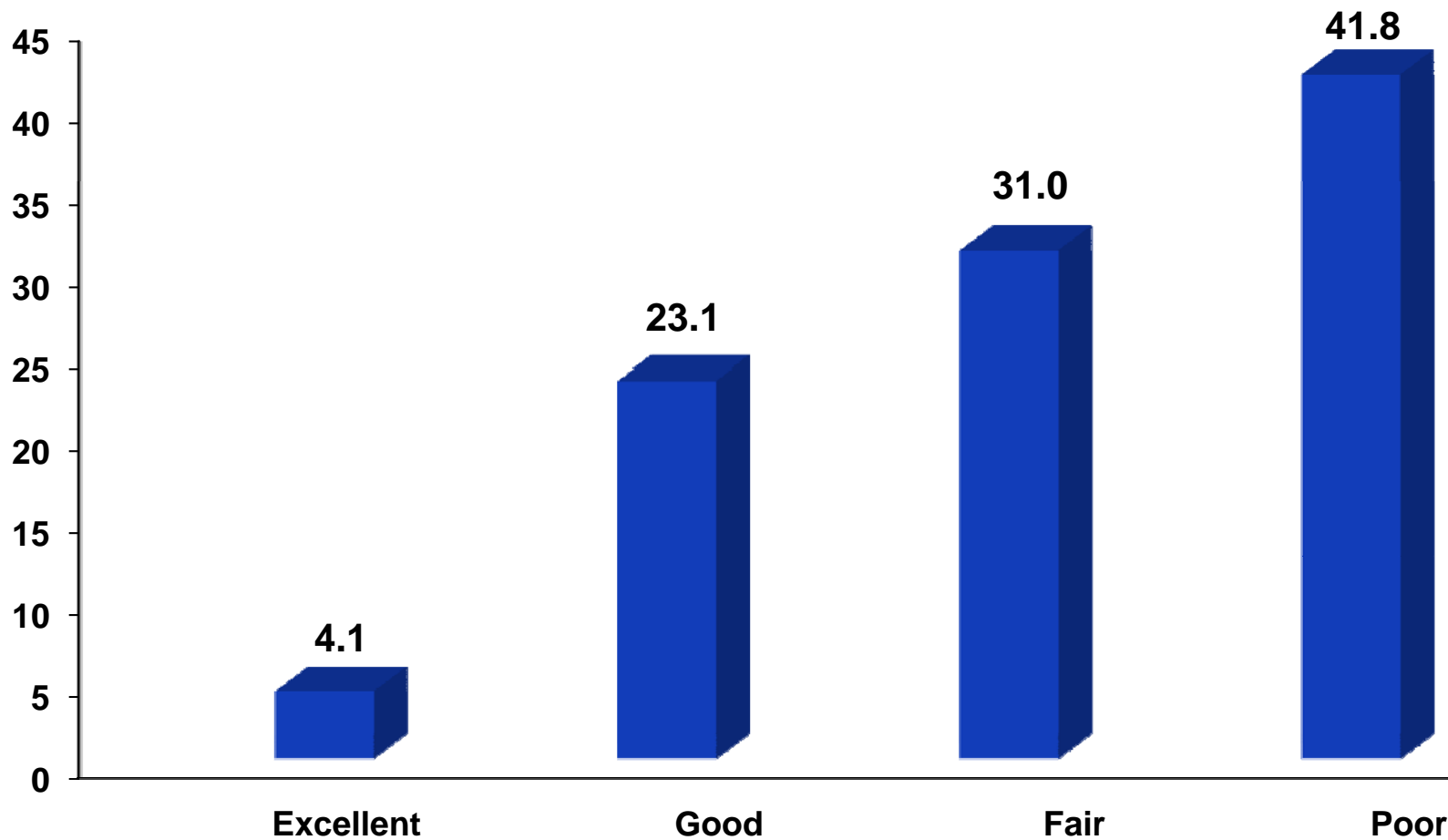
Decrease in Approval of President Obama's Performance Is Most Pronounced Among Independents

President Obama's Performance "Excellent" or "Good" in 2009

By Political Party

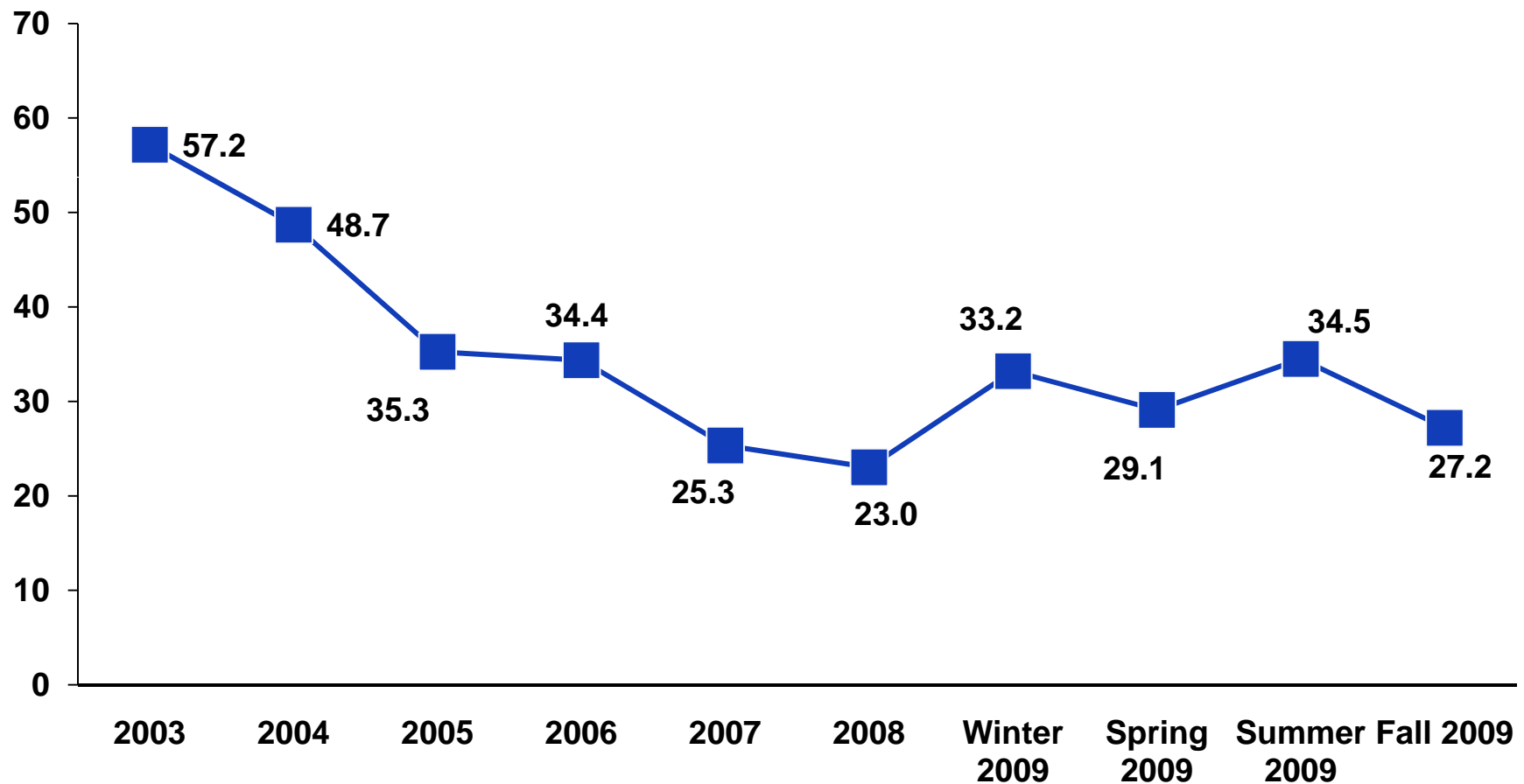


Performance Rating: Governor Granholm Fall 2009



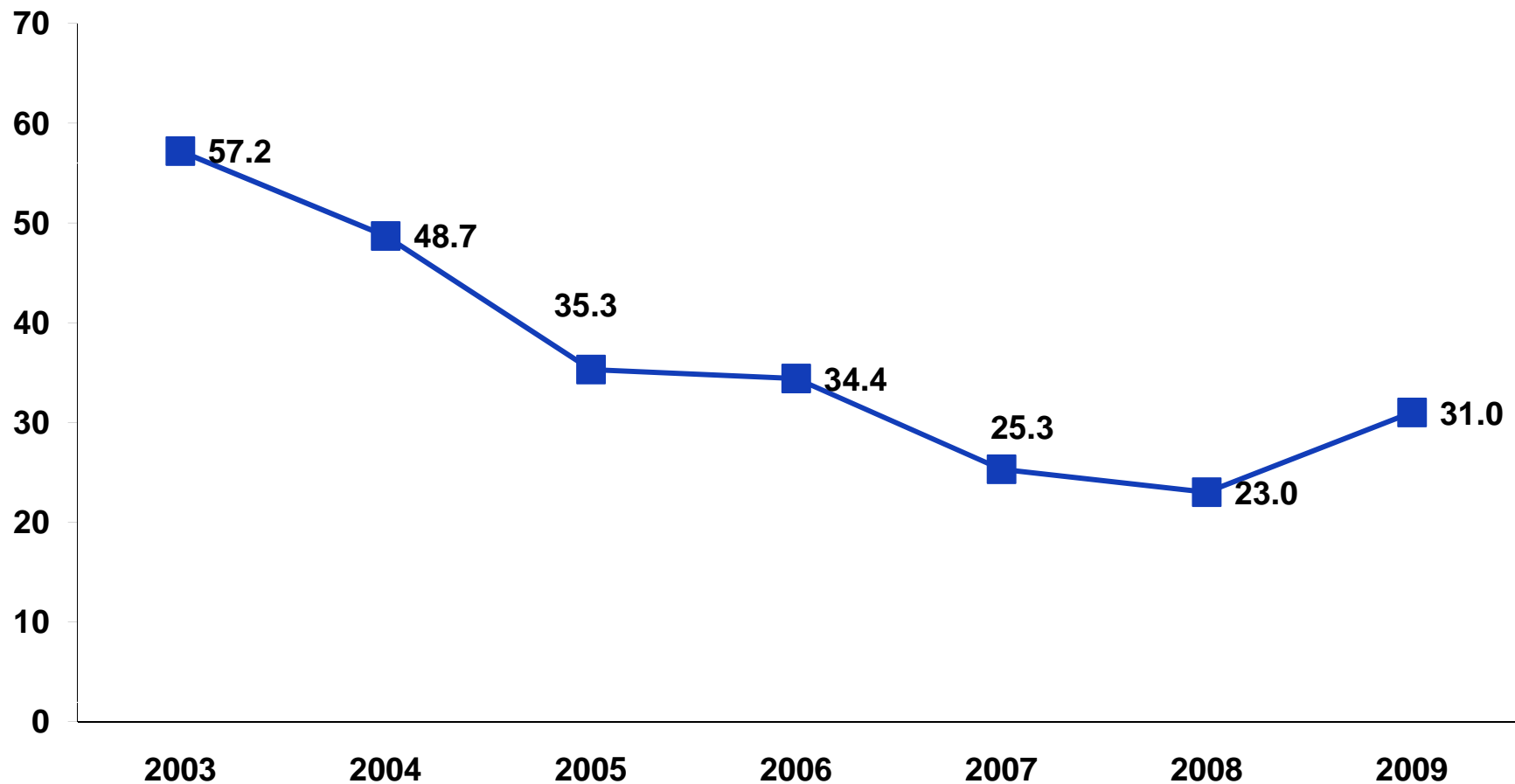
Performance Excellent or Good: Governor Granholm

2003-Quarterly 2009



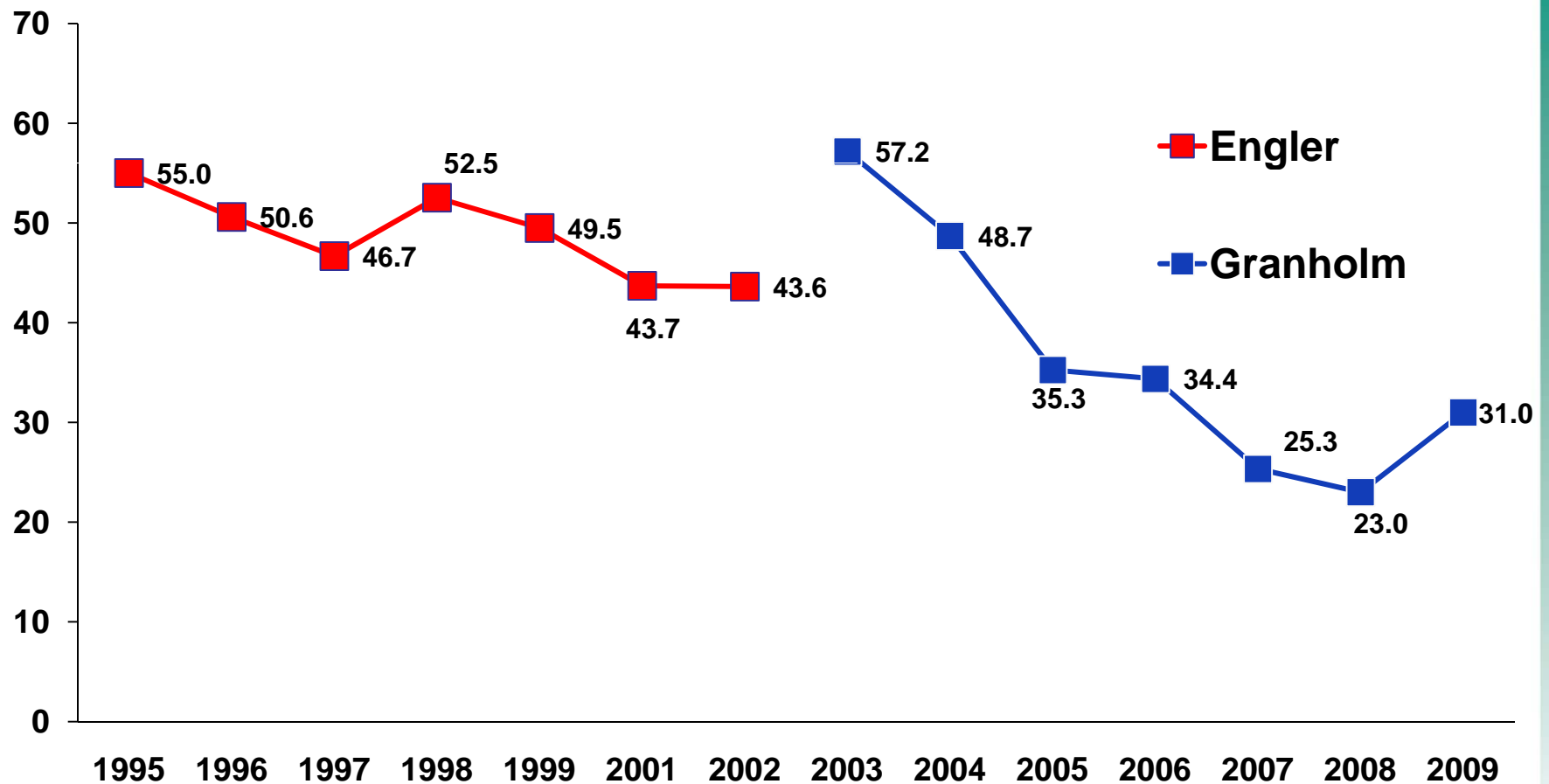
Performance Excellent to Good: Governor Granholm

Annual Average 2003-2009



Performance Excellent to Good: Governors Engler and Granholm

Annual Averages 1995-2009





Regional Attitudes

Views of Residents from Different Regions in Michigan

	<u>State of Michigan</u>	<u>City of Detroit</u>	<u>Wayne, Oakland, Macomb</u>	<u>SEMCOG Region^a</u>	<u>Grand Rapids Area^b</u>	<u>Lansing Area^c</u>	<u>Upper Peninsula</u>
Obama							
“Excellent” or “Good”	44.2%	81.1%	55.4%	50.4%	32.2%	37.4%	35.7%
Granholtz							
“Excellent” or “Good”	27.2%	43.2%	31.0%	28.9%	30.8%	25.1%	23.8%
Worse Off Than One Year Ago							
	54.4%	49.3%	55.2%	53.5%	48.1%	53.6%	59.3%

^a Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties

^b Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, Newaygo, and Ottawa Counties

^c Clinton, Eaton, and Ingham Counties



Race/Gender Attitudes

Views of Michigan Residents

By Race and Sex

	<u>State of Michigan</u>	<u>Women</u>	<u>Men</u>	<u>Whites</u>	<u>Blacks</u>
Obama					
“Excellent” or “Good”	44.2%	45.1%	43.4%	38.1%	78.5%
Granolm					
“Excellent” or “Good”	27.2%	23.2%	31.6%	23.1%	50.0%
Worse Off Than One Year Ago	54.4%	58.6%	49.8%	53.3%	57.5%



Attitudes by Political Party

Views of Michigan Residents

By Race and Sex

	<u>State of Michigan</u>	<u>Republican</u>	<u>Independent</u>	<u>Democrat</u>	<u>Other</u>
Obama					
“Excellent” or “Good”	44.2%	14.6%	35.7%	77.4%	34.4%
Granholtz					
“Excellent” or “Good”	27.2%	12.2%	27.2%	40.5%	26.1%
Worse Off Than One Year Ago	54.4%	53.4%	53.7%	50.2%	60.7%

