

State of the State Survey Spring 2009

**Economic Worries Continue;
But So Does Strong Support
for Obama**

State of the State Survey Spring 2009

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About SOSS Wave 52 Spring 2009

1,036 Interviews Completed
May 18, 2009 – June 30, 2009

Survey Demographics

52.1% Female

47.9% Male

79.0% White

14.5% African-American

38.4% Democrat

21.8% Republican



Consumer Confidence

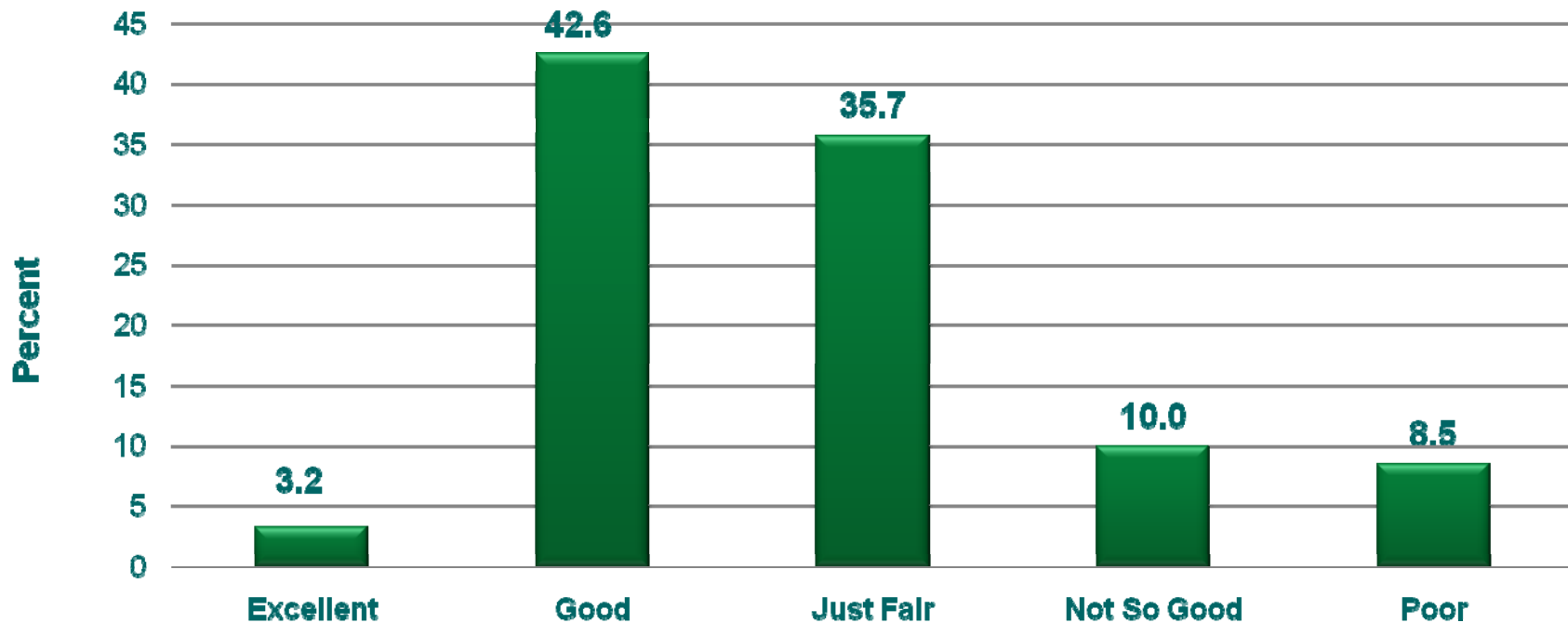
Current Financial Situation (Spring 2009)

Financial situation “excellent”: 3.2% of Michigan residents. Another all-time low.

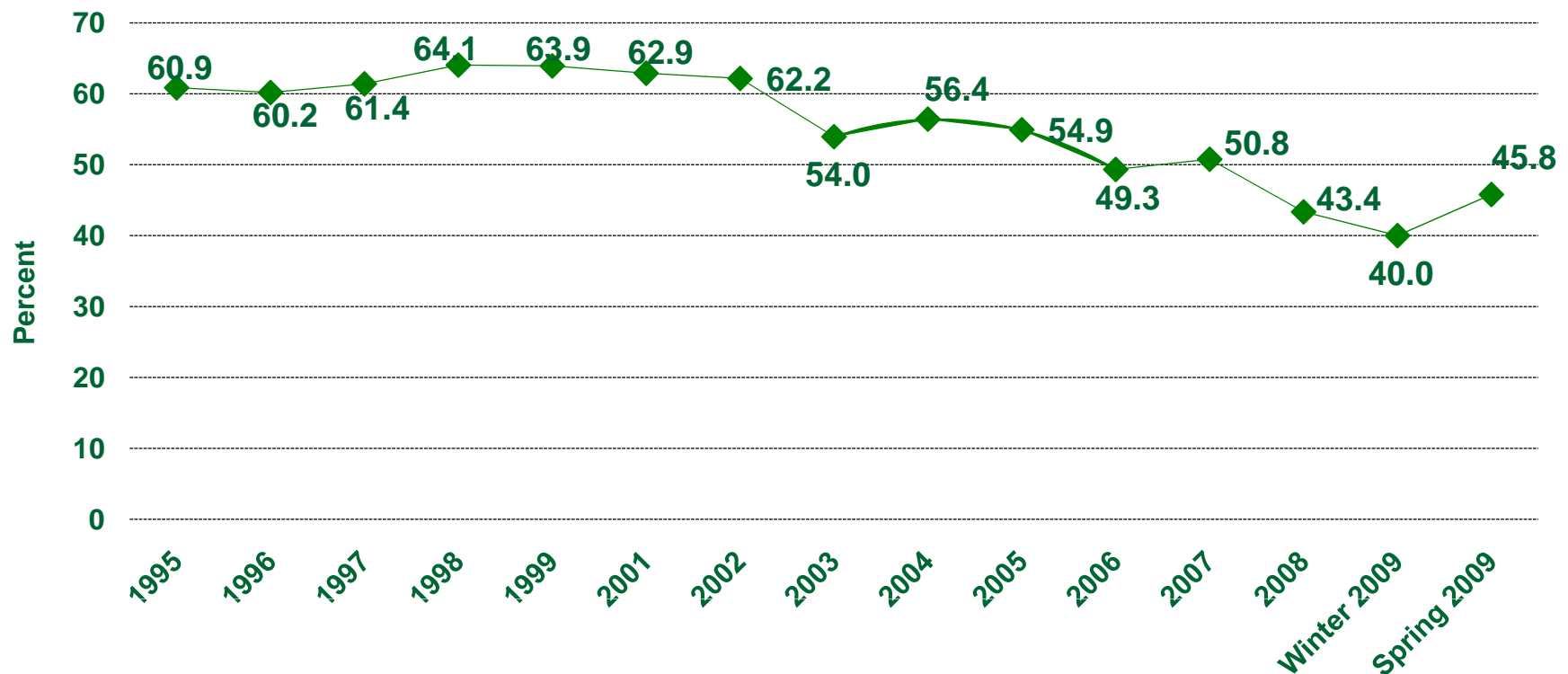
Financial situation “good”: 42.6% of Michigan residents. An increase from recent surveys.

Overall: current assessments well below attitudes in 1990s and early 2000s.

Current Financial Situation: “Excellent” to “Poor” (Spring 2009)



Financial Situation Rated “Excellent” or “Good” (1995-2009)

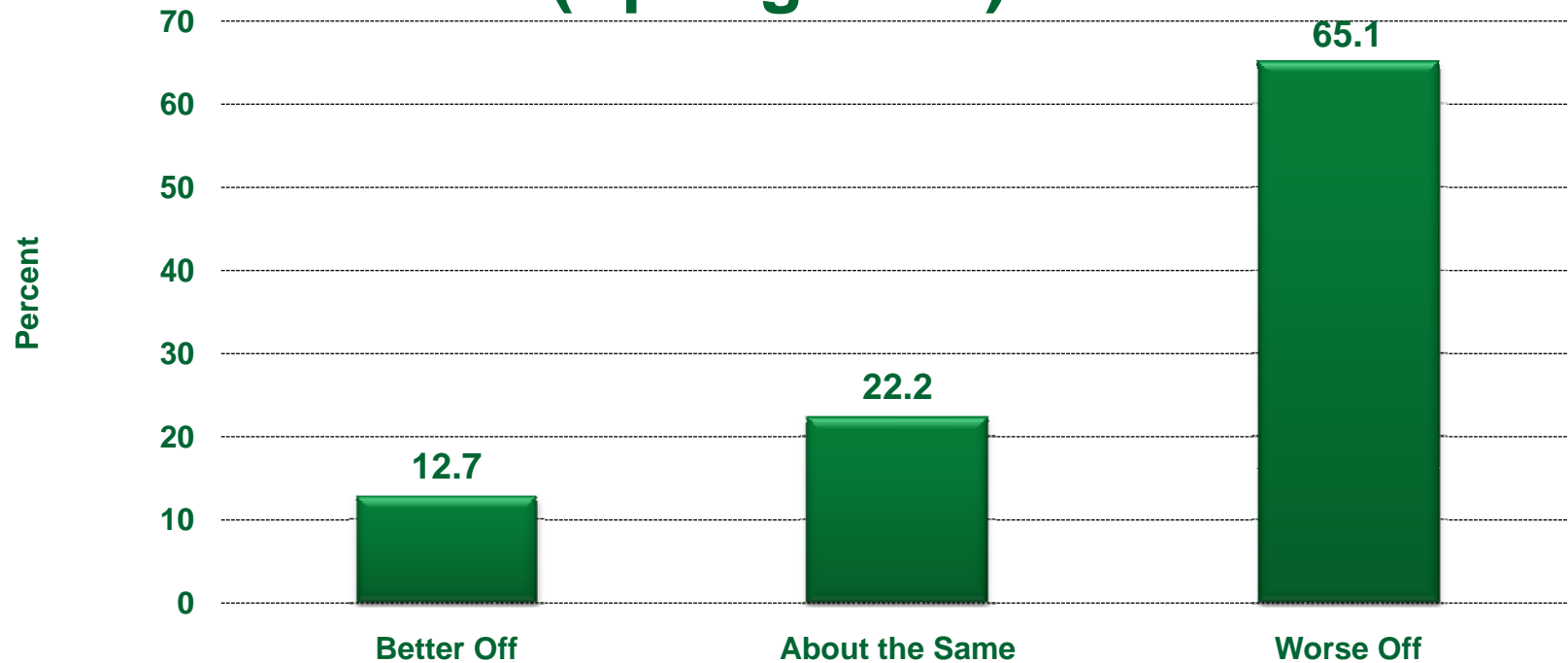


Financial Situation: Better Off Or Worse Off Than One Year Ago (Spring 2009)

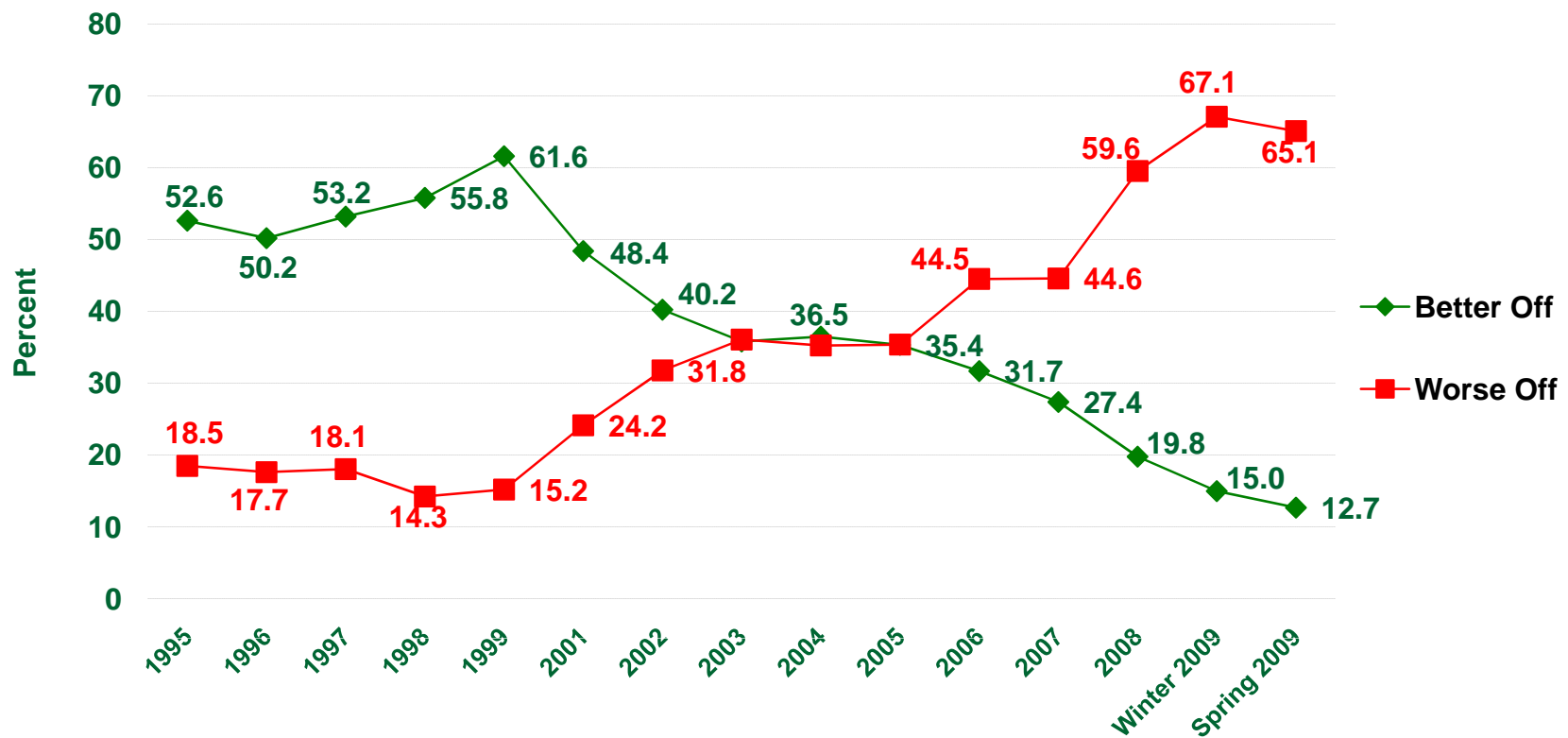
65.1% of Michigan residents said they are worse off than one year before.

History: Second worst on record. (The worst was the previous survey, Winter 2009, when 67.1% said they were worse off.)

Financial Situation: “Better Off” or “Worse Off” Than a Year Ago (Spring 2009)



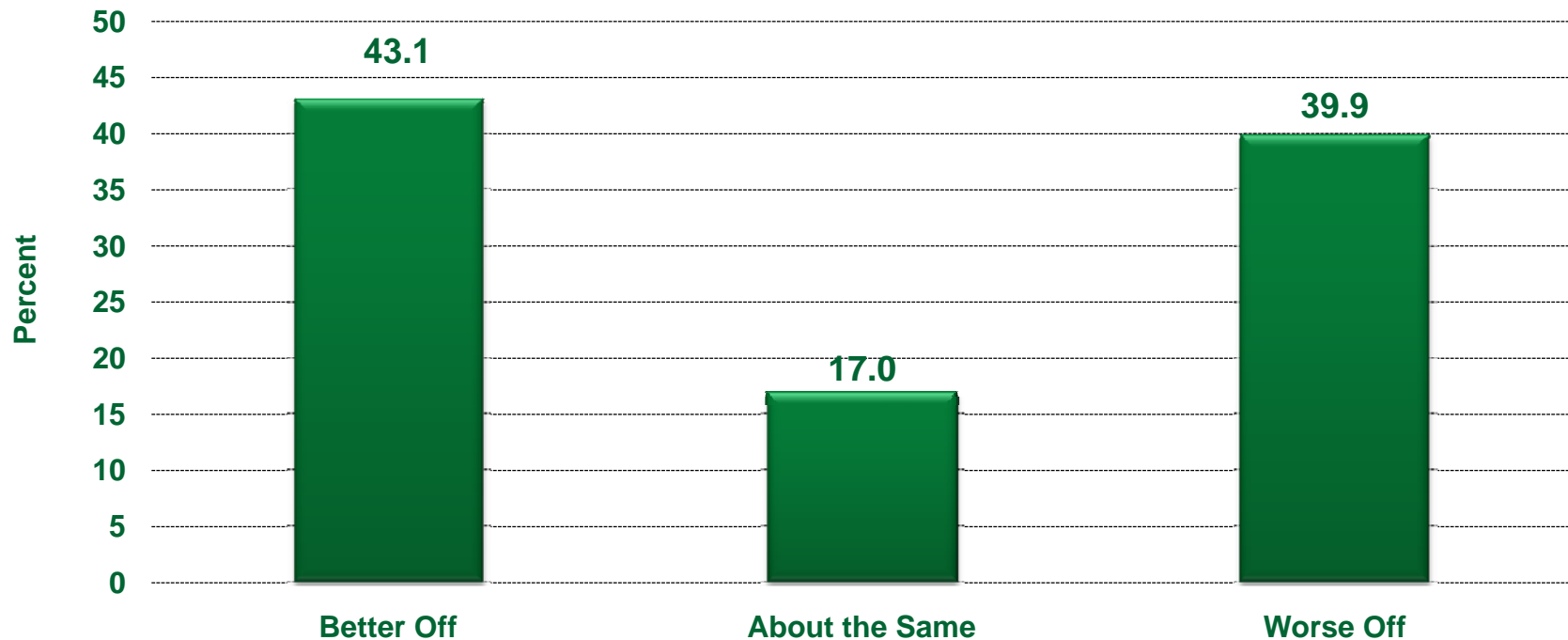
Financial Situation: “Better Off” Or “Worse Off” Than One Year Ago, (1995-2009)



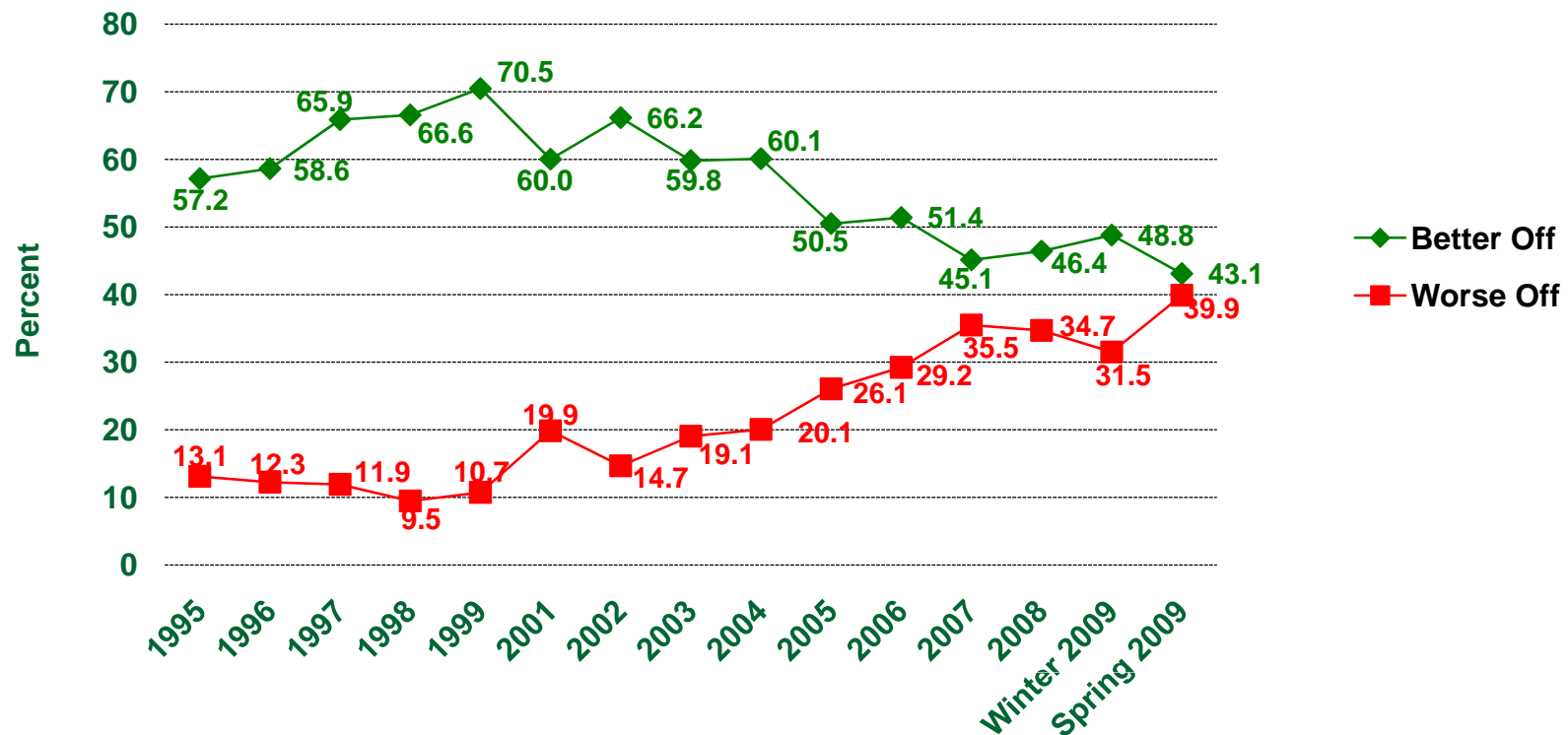
Hope for the Future

Michigan residents who believe they will be better off one year from now are slightly more numerous than those who believe they will be worse off in a year.

Financial Future: Better or Worse a Year From Now? (Spring 2009)



Financial Future: Better Off or Worse Off One Year from Now (1995-2009)





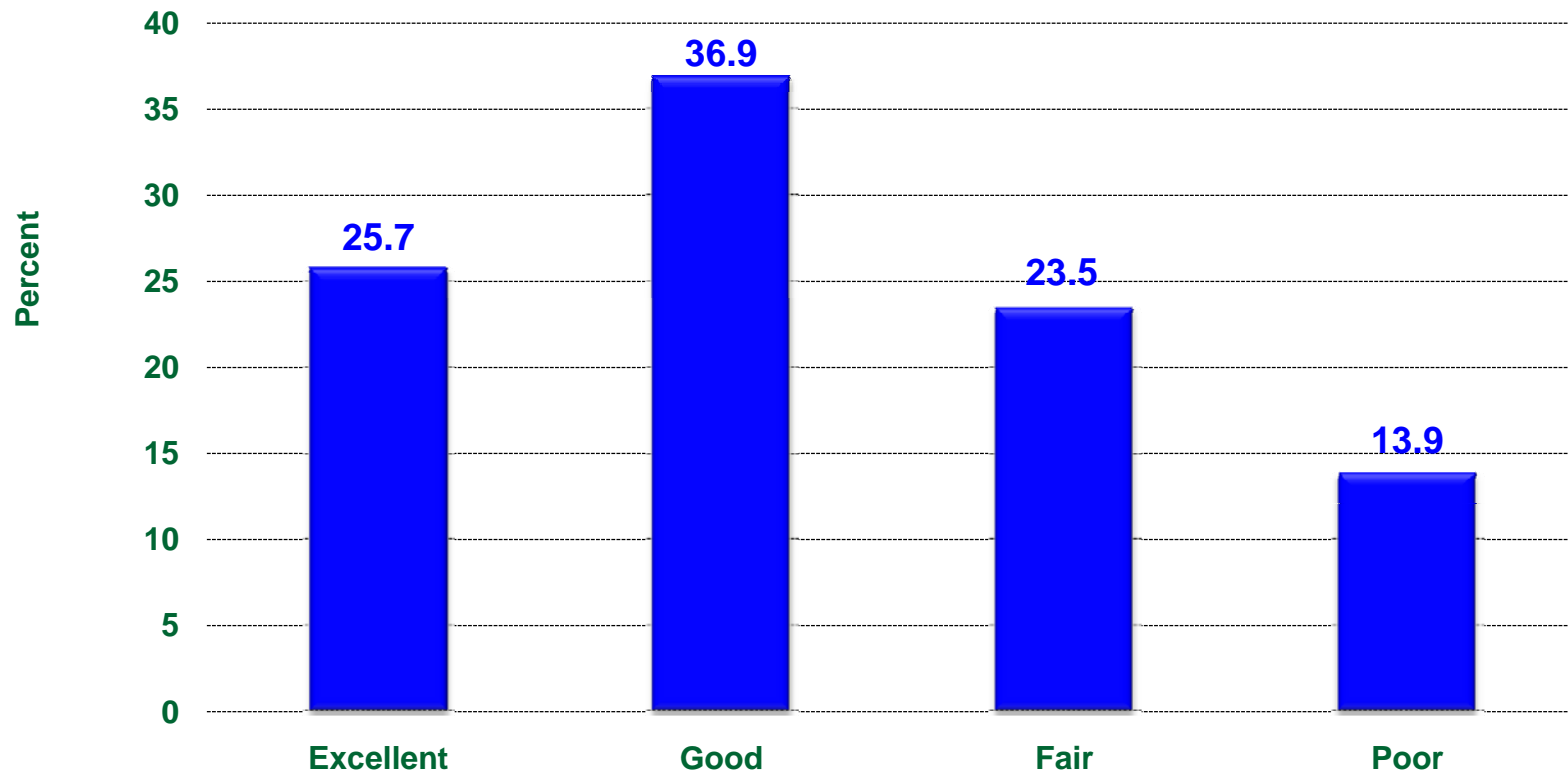
Leadership Confidence

President: “Excellent” or “Good” Spring 2009

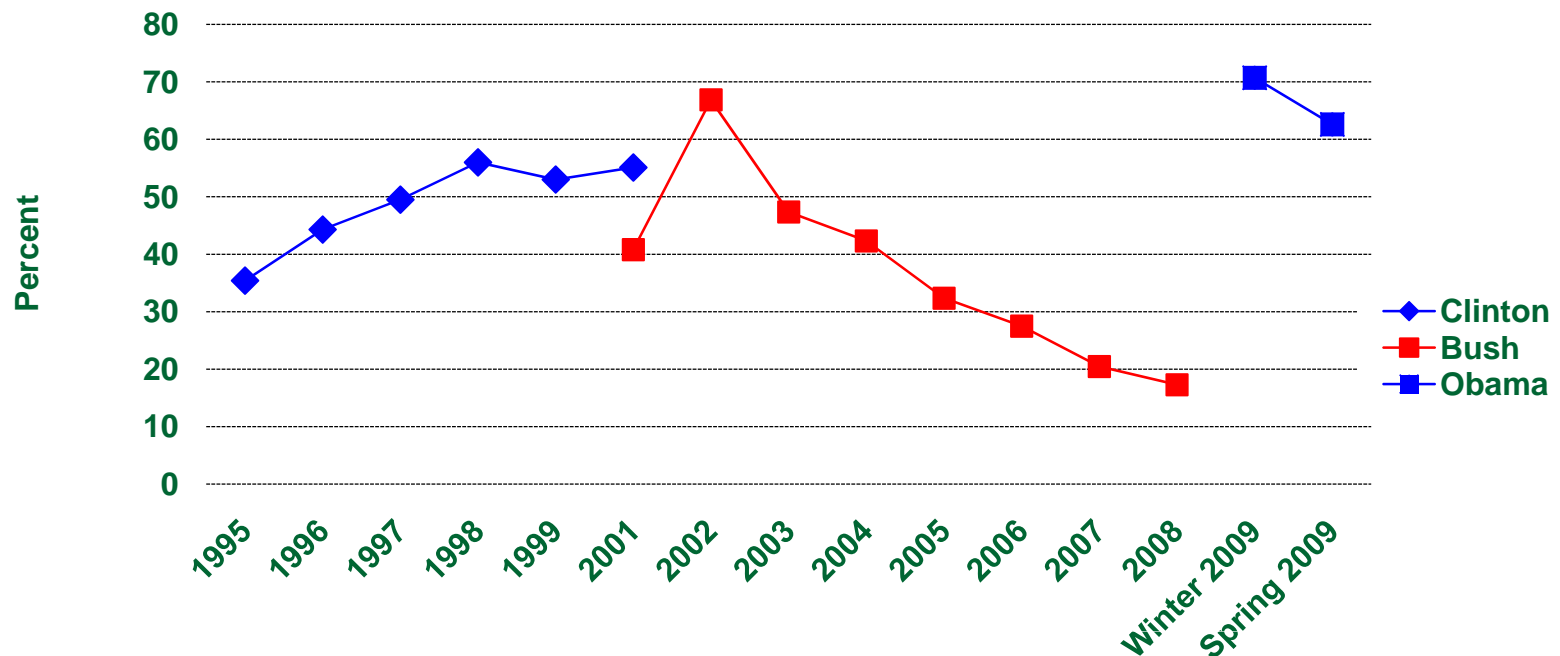
In Winter 2009, 70.7% rated President Obama as “Excellent” or “Good.” This is the highest presidential rating since 2002.

In Spring 2009, the percentage rating Obama as “Excellent” or “Good” fell to 62.6%. Despite the decrease, Obama’s ratings remain higher than any received by President Clinton, and higher than any except those for President Bush in the first three surveys after September 11, 2001.

Performance: President Obama (Spring 2009)



Presidential Performance “Excellent” or “Good”: Clinton, Bush, Obama (1995-2009)

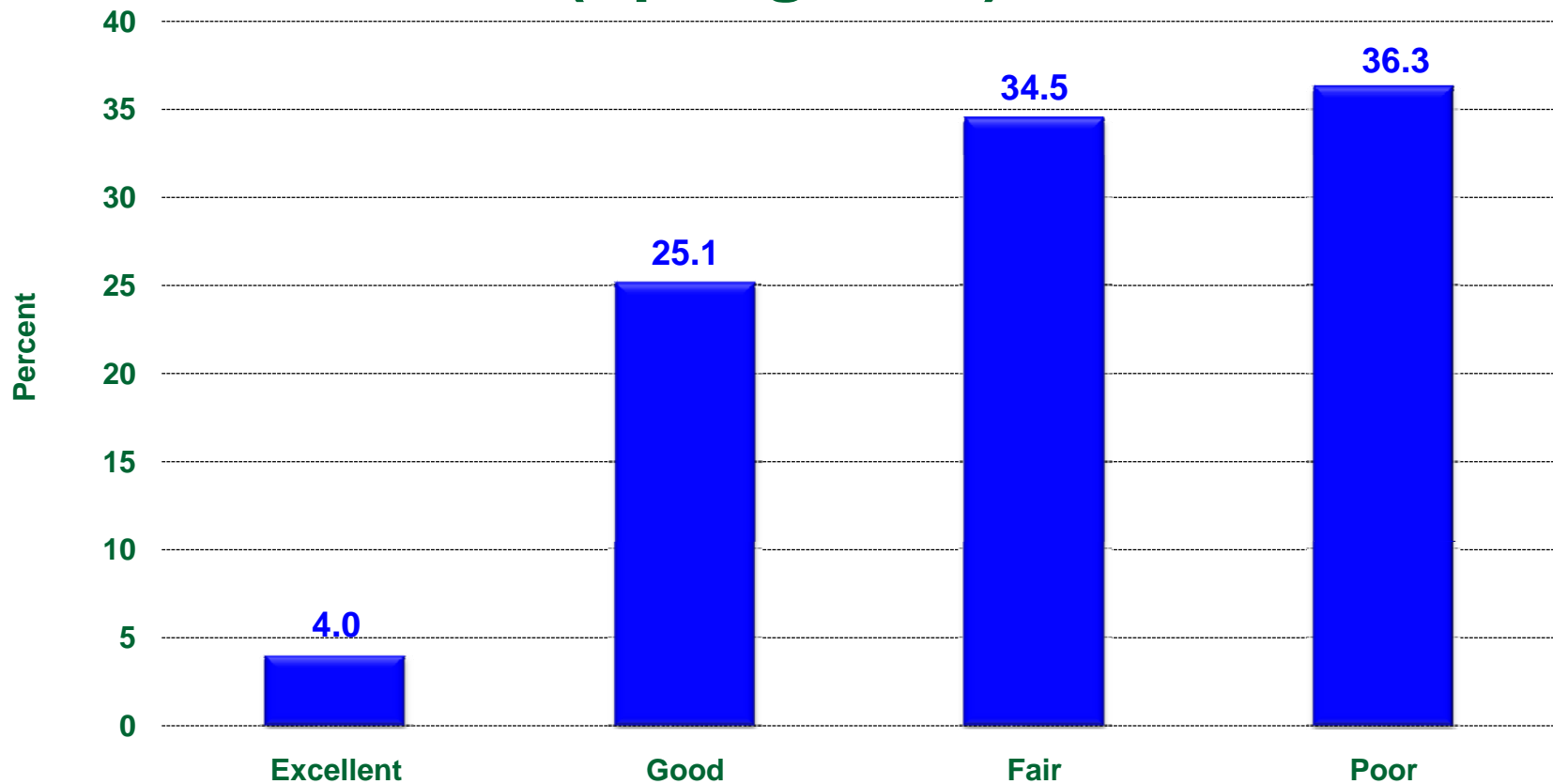


Governor's Performance

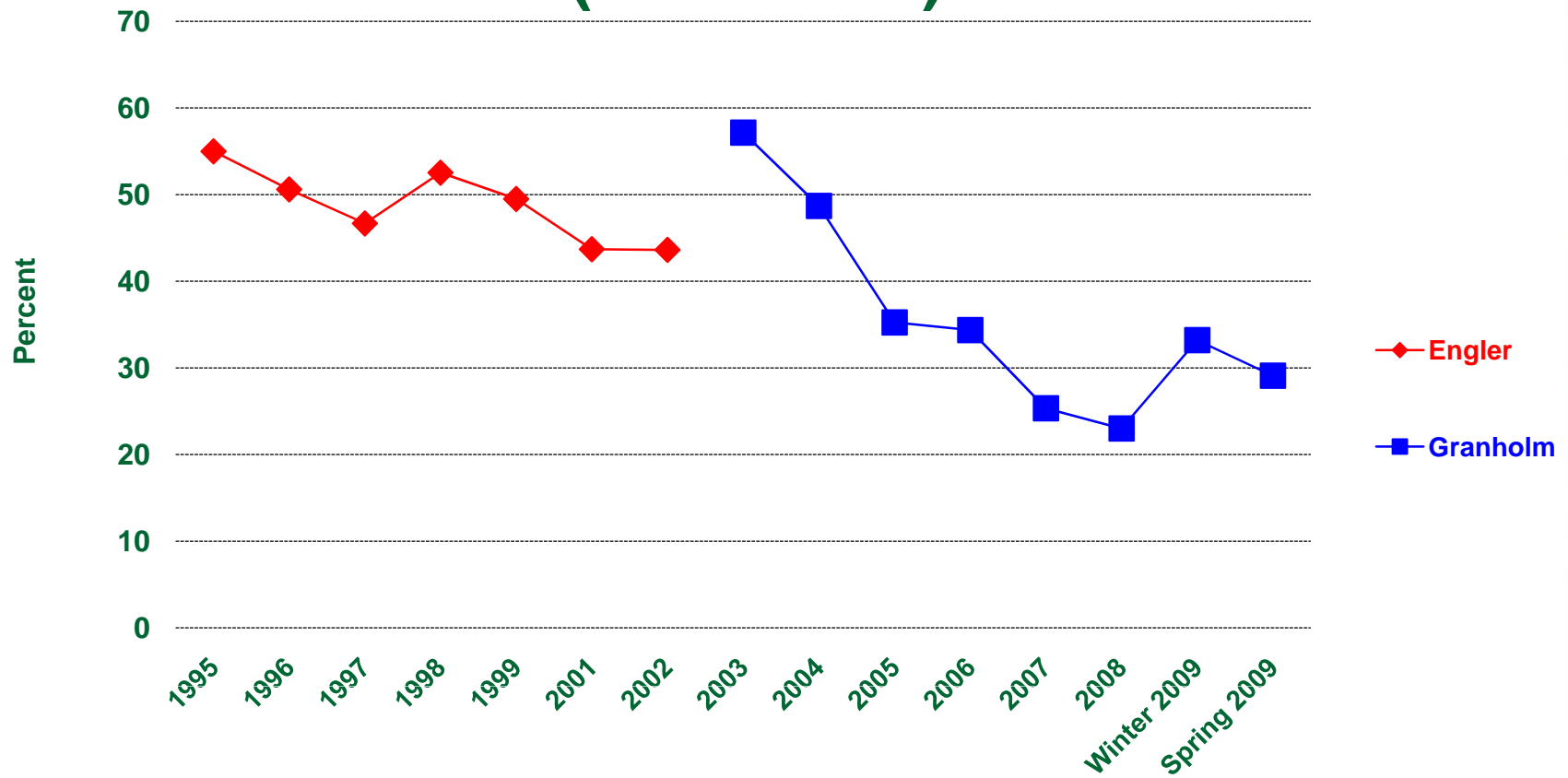
Governor Granholm's performance ratings are well below those of President Obama.

However, Granholm's ratings in 2009 have been substantially better than her ratings in 2007 and 2008.

Governor's Performance (Spring 2009)



Governors' Performance "Excellent" or "Good": Engler and Granholm (1995-2009)





Regional Attitudes

Views of Residents from Different Regions in Michigan (Spring 2009)

	<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”	62.6%	80.6%	69.7%	70.4%	48.3%	77.8%	42.1%
Granholtz							
“Excellent” or “Good”	29.1%	43.4%	40.4%	33.9%	22.3%	44.2%	13.1%
Worse Off Than One Year Ago	65.1%	61.3%	62.2%	66.5%	60.9%	44.8%	68.2%

^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 (Spring 2009)

	<u>State of Michigan</u>	<u>Women</u>	<u>Men</u>	<u>Whites</u>	<u>Blacks</u>
Obama					
“Excellent” or “Good”	62.6%	67.2%	57.6%	55.6%	91.3%
Granholm					
“Excellent” or “Good”	29.1%	36.7%	20.9%	24.5%	51.7%
Worse Off Than One Year Ago	65.1%	64.0%	66.3%	64.7%	60.7%

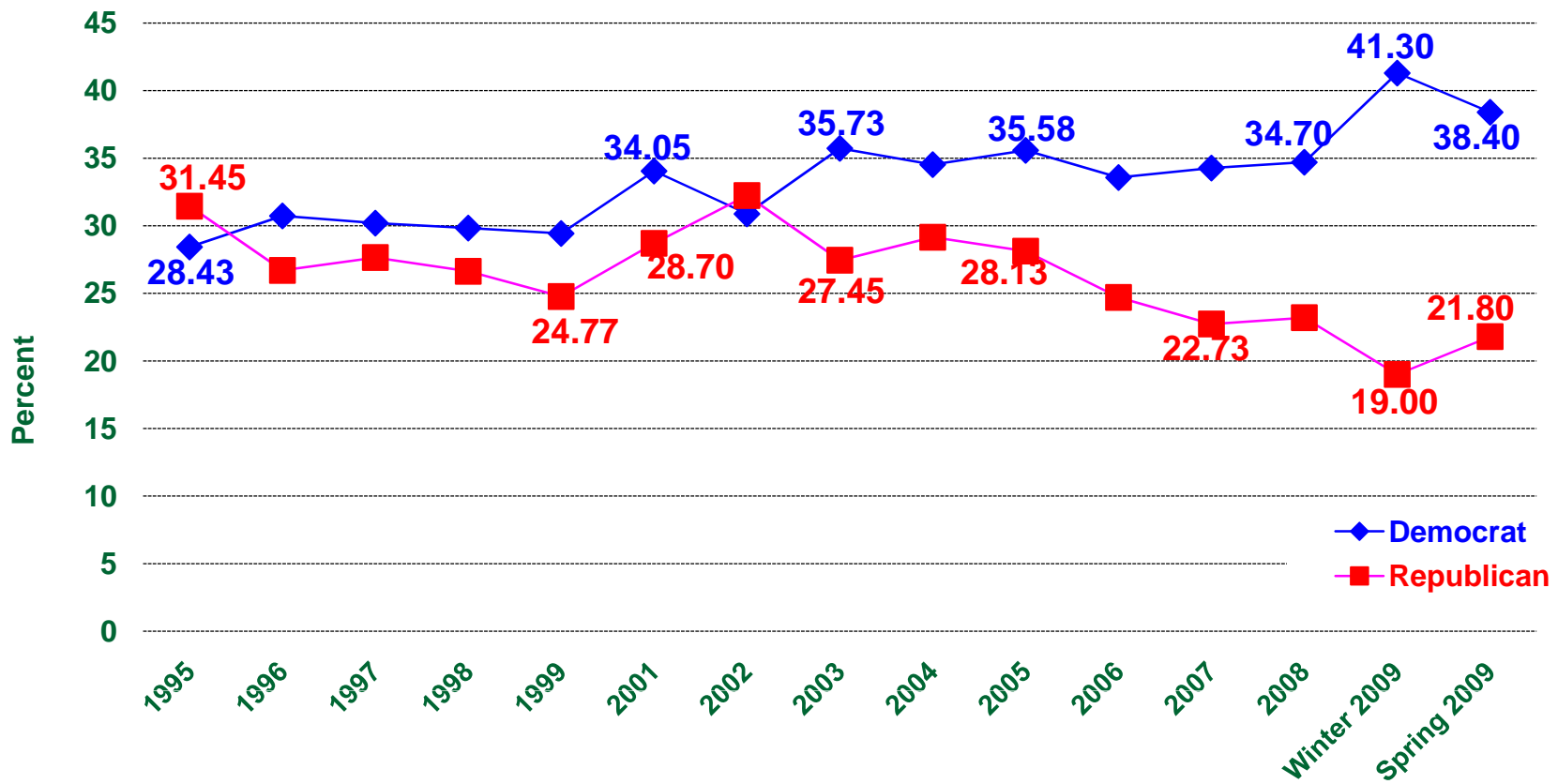


Political Party Affiliation

Political Parties

In 2009, Democrats have outnumbered Republicans in Michigan by record margins.

Political Party Affiliation (1995-2009)





Attitudes by Political Affiliation

Views of Michigan Residents By Political Affiliation (Spring 2009)

	<u>State of Michigan</u>	<u>Democrats</u>	<u>Independents</u>	<u>Republicans</u>
Obama "Excellent" or "Good"	62.6%	90.5%	57.2%	31.9%
Granholtz "Excellent" or "Good"	29.1%	41.2%	35.4%	6.2%
Worse Off Than One Year Ago	65.1%	63.3%	69.7%	57.3%

