State of the State Survey
Fall 2009

Michigan Consumer Confidence: A Brighter Attitude?
State of the State Survey
Fall 2009

Charles L. Ballard, Ph.D.
Professor, Department of Economics
Director, State of the State Survey

Institute for Public Policy and Social Research
ballard@msu.edu
517-353-2961
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

- Excellent: 3.7%
- Good: 42.7%
- Just Fair: 35.9%
- Not So Good: 11.4%
- Poor: 6.4%
Michigan Residents' Beliefs: Better Off or Worse Off Than One Year Ago

Fall 2009

- Better Off: 16.5%
- About the Same: 29.1%
- Worse Off: 54.4%
Michigan Residents' Beliefs:
Better Off One Year From Now
Fall 2009

Percent

Better Off: 49.0
About the Same: 18.8
Worse Off: 32.2
Michigan Residents Rate Current Financial Situation: "Excellent" or "Good"

1995-2009

Percent


60.9 60.2 61.4 64.1 63.9 62.9 62.2 56.4 54.9 50.8 43.4 40.0 45.8 43.6 46.4
Michigan Residents' Beliefs: Better Off or Worse Off Than One Year Ago
1995-2009

Percent

Better Off
Worse Off


52.6 53.2 55.8 61.6 48.4 40.2 31.8 36.5 44.5 59.6 67.1 65.1 63.6 54.4
18.5 14.3 15.2 24.2 31.8 35.4 31.7 27.4 19.8 15.0 12.7 13.4 16.5
Michigan Residents' Beliefs: Better Off or Worse Off One Year From Now
1995-2009

Percent


Better Off
Worse Off

Copyright Michigan State University Board of Trustees
Political Party Affiliation:
The Democratic Party’s Surge in Early 2009 Has Waned
Political Party Affiliation of Michigan Residents
1995-2009

- Democrat
- Republican

<table>
<thead>
<tr>
<th>Year</th>
<th>Democrat</th>
<th>Republican</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>31.45</td>
<td>28.43</td>
</tr>
<tr>
<td>1996</td>
<td>34.05</td>
<td>24.77</td>
</tr>
<tr>
<td>1997</td>
<td>35.73</td>
<td>28.70</td>
</tr>
<tr>
<td>1998</td>
<td>35.58</td>
<td>27.45</td>
</tr>
<tr>
<td>1999</td>
<td>34.70</td>
<td>28.13</td>
</tr>
<tr>
<td>2000</td>
<td>41.31</td>
<td>22.73</td>
</tr>
<tr>
<td>2001</td>
<td>34.47</td>
<td>19.02</td>
</tr>
<tr>
<td>2002</td>
<td>38.41</td>
<td>23.48</td>
</tr>
<tr>
<td>2003</td>
<td>33.96</td>
<td>22.90</td>
</tr>
<tr>
<td>2004</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter 2009</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring 2009</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer 2009</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall 2009</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Leadership Confidence
Performance: President Obama
Fall 2009

Excellent: 11.2
Good: 33.0
Fair: 32.6
Poor: 23.1
Percentage of Michigan Residents Rating President's Performance as “Excellent” or “Good”
1995-2009

Clinton
Bush
Obama

Copyright Michigan State University Board of Trustees
Performance Good or Excellent: President Obama
Fall 2009

<table>
<thead>
<tr>
<th>Season</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2009</td>
<td>70.7</td>
</tr>
<tr>
<td>Spring 2009</td>
<td>62.6</td>
</tr>
<tr>
<td>Summer 2009</td>
<td>53.2</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>44.2</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Political Party</th>
<th>Winter</th>
<th>Spring</th>
<th>Summer</th>
<th>Fall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat</td>
<td>95.3</td>
<td>90.5</td>
<td>80.7</td>
<td>77.4</td>
</tr>
<tr>
<td>Independent</td>
<td>70.0</td>
<td>57.2</td>
<td>46.3</td>
<td>35.7</td>
</tr>
<tr>
<td>Republican</td>
<td>19.7</td>
<td>31.9</td>
<td>27.5</td>
<td>14.6</td>
</tr>
</tbody>
</table>

Copyright Michigan State University Board of Trustees
Performance Rating: Governor Granholm
Fall 2009

Excellent: 4.1
Good: 23.1
Fair: 31.0
Poor: 41.8
Performance Excellent or Good:
Governor Granholm
2003-Quarterly 2009


57.2 48.7 35.3 34.4 25.3 23.0 33.2 29.1 34.5 27.2
Performance Excellent to Good: Governor Granholm
Annual Average 2003-2009
Performance Excellent to Good: Governors Engler and Granholm

Annual Averages 1995-2009

Copyright Michigan State University Board of Trustees
Regional Attitudes
Views of Residents from Different Regions in Michigan

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

\(^a\) 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

<table>
<thead>
<tr>
<th></th>
<th>State of Michigan</th>
<th>Women</th>
<th>Men</th>
<th>Whites</th>
<th>Blacks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obama “Excellent” or “Good”</td>
<td>44.2%</td>
<td>45.1%</td>
<td>43.4%</td>
<td>38.1%</td>
<td>78.5%</td>
</tr>
<tr>
<td>Granholm “Excellent” or “Good”</td>
<td>27.2%</td>
<td>23.2%</td>
<td>31.6%</td>
<td>23.1%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Worse Off Than One Year Ago</td>
<td>54.4%</td>
<td>58.6%</td>
<td>49.8%</td>
<td>53.3%</td>
<td>57.5%</td>
</tr>
</tbody>
</table>
Attitudes by Political Party
### Views of Michigan Residents

**By Race and Sex**

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