State of the State Survey
Fall 2012

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

Institute for Public Policy and Social Research
ballard@msu.edu
517.353.2961
State of the State Survey
Fall 2012

Ratings for Obama and Snyder Hold Steady;
Consumer Confidence Improves
About SOSS Round 63

1,018 Interviews Completed

August 23, 2012 – October 10, 2012
President Obama’s positive ratings remained about the same as before.
Michigan Residents' Ratings of President Obama's Performance, Fall 2012

- Excellent: 13.5%
- Good: 29.3%
- Fair: 32.5%
- Poor: 24.7%
Percentage of Michigan Residents Rating President Obama's Performance as "Excellent" or "Good", 2009-2012

- Winter 2009: 70.7%
- Spring 2009: 62.6%
- Summer 2009: 53.2%
- Fall 2009: 44.2%
- Winter 2010: 43.9%
- Summer 2010: 36.9%
- Fall 2010: 32.7%
- Winter 2011: 44.5%
- Spring 2011: 44.5%
- Fall 2011: 40.4%
- Winter-Spring 2012: 40.6%
- Summer 2012: 41.0%
- Fall 2012: 42.8%
Percentage of Michigan Residents Rating U.S. President's Performance as "Excellent" or "Good", 1995-2012

- Clinton
- Bush
- Obama
Governor Snyder’s approval ratings also saw very little change.
Michigan Residents' Ratings of Governor Snyder's Performance, Fall 2012

- Excellent: 3.3%
- Good: 32.2%
- Fair: 46.8%
- Poor: 17.7%
Percentage of Michigan Residents Rating Performance of Governors As "Excellent" or "Good", 1995-2012


- Engler
- Granholm
- Snyder

Percent: 0, 10, 20, 30, 40, 50, 60

Yearly Ratings:
- 1995: Engler (55.0), Granholm (50.6), Snyder
- 1996: Engler (50.6), Granholm, Snyder
- 1997: Engler (52.5), Granholm, Snyder
- 1998: Engler, Granholm, Snyder
- 1999: Engler, Granholm, Snyder
- 2001: Engler, Granholm, Snyder
- 2002: Engler, Granholm, Snyder
- 2003: Engler, Granholm, Snyder
- 2004: Engler, Granholm, Snyder
- 2005: Engler, Granholm, Snyder
- 2006: Engler, Granholm, Snyder
- 2007: Engler, Granholm, Snyder
- 2009: Engler, Granholm, Snyder
- 2010: Engler, Granholm, Snyder
- Winter-Spring 2012: Engler, Granholm, Snyder
- Summer 2012: Engler, Granholm, Snyder
- Fall 2012: Engler, Granholm, Snyder

Note: The data points for Engler, Granholm, and Snyder are not explicitly listed in the image, but the trends are indicated by the graph.
Consumer confidence:
Most indicators continue to climb.
In Fall 2012, when asked whether they were better off or worse off than one year before, Michigan residents gave the highest ratings since the summer of 2002.
Michigan Residents' Beliefs About Whether They Are Better Off Than One Year Ago, Fall 2012

- Better Off: 41.7%
- About the Same: 25.6%
- Worse Off: 32.6%
Michigan Residents' Beliefs About Whether They Are Better Off or Worse Off Than One Year Ago, 1995-2012
In Fall 2012, when asked whether they expect to be better off or worse off in one year, Michigan residents gave the highest ratings since the summer of 2004.
Michigan Residents' Beliefs About Whether They Will Be Better Off One Year From Now, Fall 2012

- Better Off: 61.0%
- About the Same: 19.7%
- Worse Off: 19.3%
Michigan Residents' Beliefs About Whether They Will Be Better Off
One Year From Now, 1995-2012

- Better Off
- Worse Off

<table>
<thead>
<tr>
<th>Year</th>
<th>Better Off (%)</th>
<th>Worse Off (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>57.2</td>
<td>13.1</td>
</tr>
<tr>
<td>1996</td>
<td>58.6</td>
<td>12.3</td>
</tr>
<tr>
<td>1997</td>
<td>65.9</td>
<td>11.9</td>
</tr>
<tr>
<td>1998</td>
<td>66.6</td>
<td>9.5</td>
</tr>
<tr>
<td>1999</td>
<td>70.5</td>
<td>10.7</td>
</tr>
<tr>
<td>2000</td>
<td>60.0</td>
<td>19.9</td>
</tr>
<tr>
<td>2001</td>
<td>66.2</td>
<td>19.1</td>
</tr>
<tr>
<td>2002</td>
<td>59.8</td>
<td>20.1</td>
</tr>
<tr>
<td>2003</td>
<td>60.1</td>
<td>26.1</td>
</tr>
<tr>
<td>2004</td>
<td>51.4</td>
<td>29.2</td>
</tr>
<tr>
<td>2005</td>
<td>45.1</td>
<td>34.7</td>
</tr>
<tr>
<td>2006</td>
<td>46.4</td>
<td>33.1</td>
</tr>
<tr>
<td>2007</td>
<td>48.6</td>
<td>28.5</td>
</tr>
<tr>
<td>2008</td>
<td>54.0</td>
<td>30.4</td>
</tr>
<tr>
<td>2009</td>
<td>48.4</td>
<td>29.8</td>
</tr>
<tr>
<td>Winter-Spring 2012</td>
<td>48.7</td>
<td>20.5</td>
</tr>
<tr>
<td>Summer 2012</td>
<td>61.0</td>
<td>19.3</td>
</tr>
<tr>
<td>Fall 2012</td>
<td>61.0</td>
<td>19.3</td>
</tr>
</tbody>
</table>
Despite the strong showings in the other measures, assessments of the current financial situation fell back somewhat from Summer to Fall 2012.
Michigan Residents' Assessments of Their Current Financial Situation, Fall 2012

- Excellent: 9.7%
- Good: 38.2%
- Just Fair: 38.1%
- Not So Good: 8.9%
- Poor: 5.1%
Percent of Michigan Residents Who Rate Their Current Financial Situation As "Excellent" or "Good", 1995-2012

- 60.2%
- 64.1%
- 63.9%
- 62.9%
- 62.2%
- 56.4%
- 54.9%
- 54.0%
- 50.8%
- 49.3%
- 47.3%
- 47.3%
- 54.1%
- 54.4%
- 47.8%
Attitudes by Race and Gender
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>42.8%</td>
<td>41.5%</td>
<td>44.2%</td>
<td>34.7%</td>
<td>93.9%</td>
</tr>
<tr>
<td>Snyder “Excellent” or Good</td>
<td>35.5%</td>
<td>32.5%</td>
<td>38.6%</td>
<td>37.5%</td>
<td>22.4%</td>
</tr>
</tbody>
</table>
Attitudes by Political Party
Views of Michigan Residents by Political Party

<table>
<thead>
<tr>
<th></th>
<th>State of Michigan</th>
<th>Republican</th>
<th>Independent</th>
<th>Democrat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obama “Excellent” or Good”</td>
<td>42.8%</td>
<td>5.5%</td>
<td>33.9%</td>
<td>72.3%</td>
</tr>
<tr>
<td>Snyder “Excellent” or Good”</td>
<td>35.5%</td>
<td>58.3%</td>
<td>37.9%</td>
<td>22.2%</td>
</tr>
</tbody>
</table>
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>42.8%</td>
<td>71.7%</td>
<td>40.6%</td>
<td>40.7%</td>
<td>27.8%</td>
<td>27.0%</td>
<td>61.9%</td>
</tr>
<tr>
<td>Snyder “Excellent” or Good”</td>
<td>35.5%</td>
<td>23.5%</td>
<td>44.0%</td>
<td>44.6%</td>
<td>34.8%</td>
<td>28.7%</td>
<td>21.8%</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
How to Learn More about SOSS:

http://ippsr.msu.edu/SOSS/

Charles Ballard:  ballard@msu.edu  
517.353.2961

Cynthia Kyle:  kylec@msu.edu  
517.353.1731

Graham Pierce:  glpierce@msu.edu  
517.884.0364
THANK YOU!