

# **State of the State Survey Summer 2012**

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# State of the State Survey Summer 2012

**Obama Leading;  
Snyder's Ratings Rise;  
Consumer Confidence Mixed**

# About SOSS Round 62

**1,015 Interviews Completed**

**June 12, 2012 – August 13, 2012**

**Margin of Error:  $\pm 3.08\%$**

In this survey, President Obama leads Governor Romney by a margin of **38.9%** to **29.8%** among all respondents.

It should be noted that these interviews were done in the summer, and 30% said they were undecided.

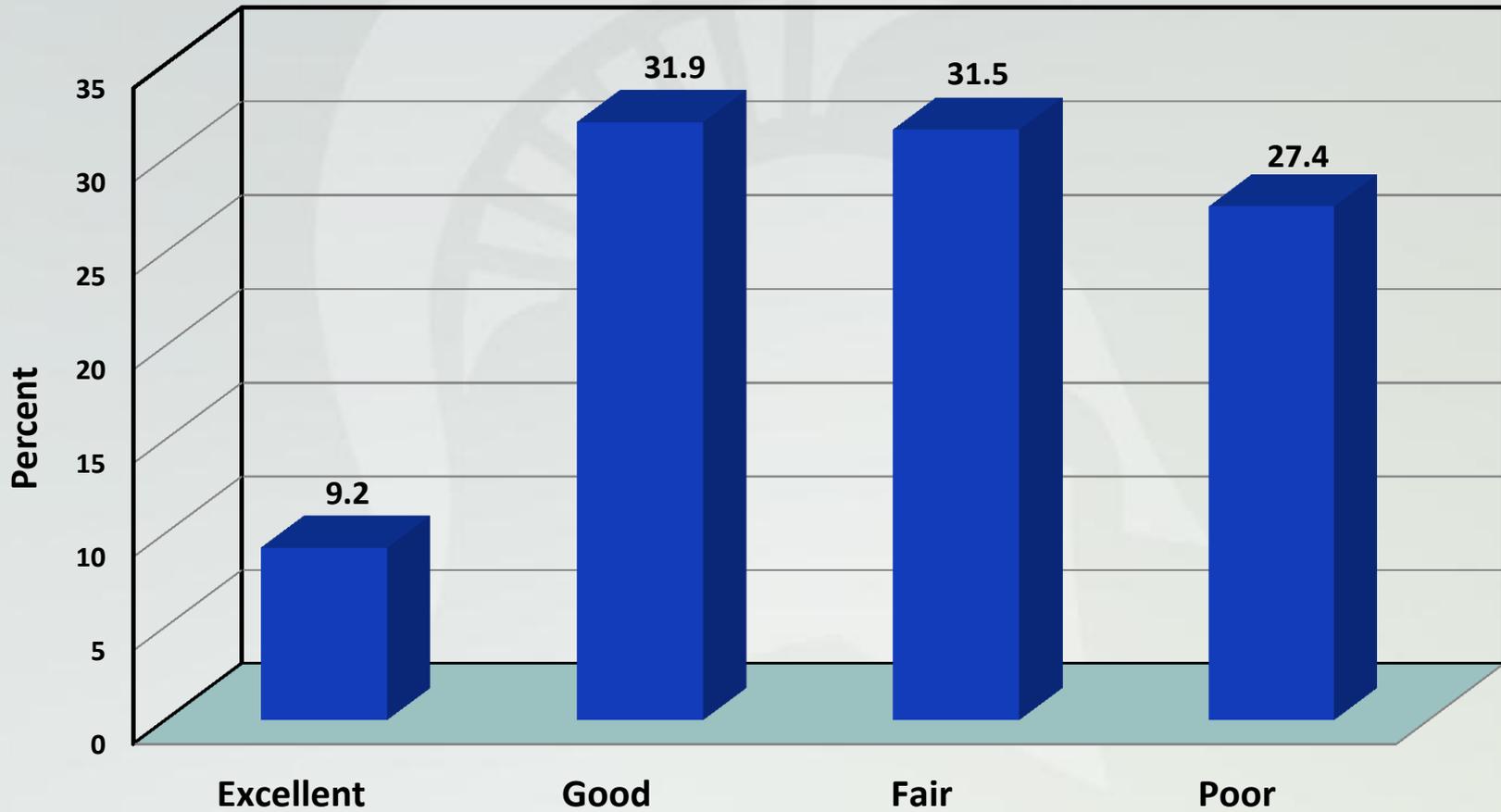
	<b>Obama</b>	<b>Romney</b>
<b>Men</b>	<b>32.1%</b>	<b>24.6%</b>
<b>Women</b>	<b>44.6%</b>	<b>34.2%</b>
<b>White</b>	<b>32.9%</b>	<b>33.2%</b>
<b>Black</b>	<b>76.7%</b>	<b>0.5%</b>
<b>Hispanic</b>	<b>85.4%</b>	<b>8.2%</b>
<b>Southeast Michigan</b>	<b>41.4%</b>	<b>29.7%</b>
<b>Grand Rapids Area</b>	<b>26.1%</b>	<b>30.5%</b>

	<b>Obama</b>	<b>Romney</b>
<b>Democrat</b>	<b>82.6%</b>	<b>0.3%</b>
<b>Republican</b>	<b>1.6%</b>	<b>62.5%</b>
<b>Independent</b>	<b>29.8%</b>	<b>33.0%</b>
<b>Favor Gay Marriage</b>	<b>48.5%</b>	<b>14.8%</b>
<b>Oppose Gay Marriage</b>	<b>32.7%</b>	<b>37.9%</b>

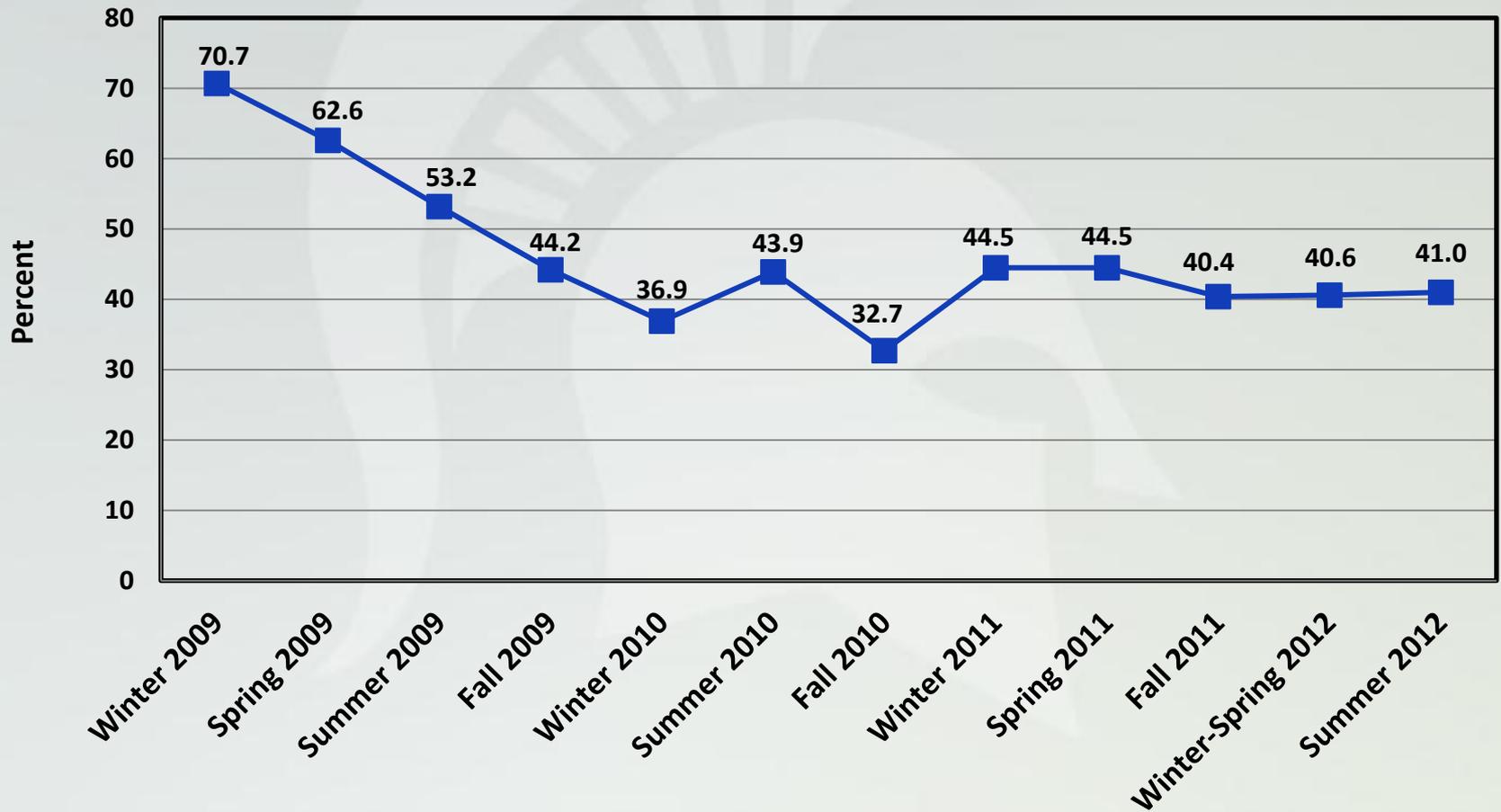
	<b>Obama</b>	<b>Romney</b>
<b>Age 65 and Over</b>	<b>39.8%</b>	<b>30.5%</b>
<b>Age 30-64</b>	<b>34.1%</b>	<b>33.0%</b>
<b>Age 18-29</b>	<b>54.5%</b>	<b>17.2%</b>
<b>Married</b>	<b>30.2%</b>	<b>33.5%</b>
<b>Single</b>	<b>55.3%</b>	<b>11.6%</b>
<b>Div., Wid., Sep.</b>	<b>46.9%</b>	<b>25.2%</b>

**President Obama's  
positive ratings  
remained about the  
same as before.**

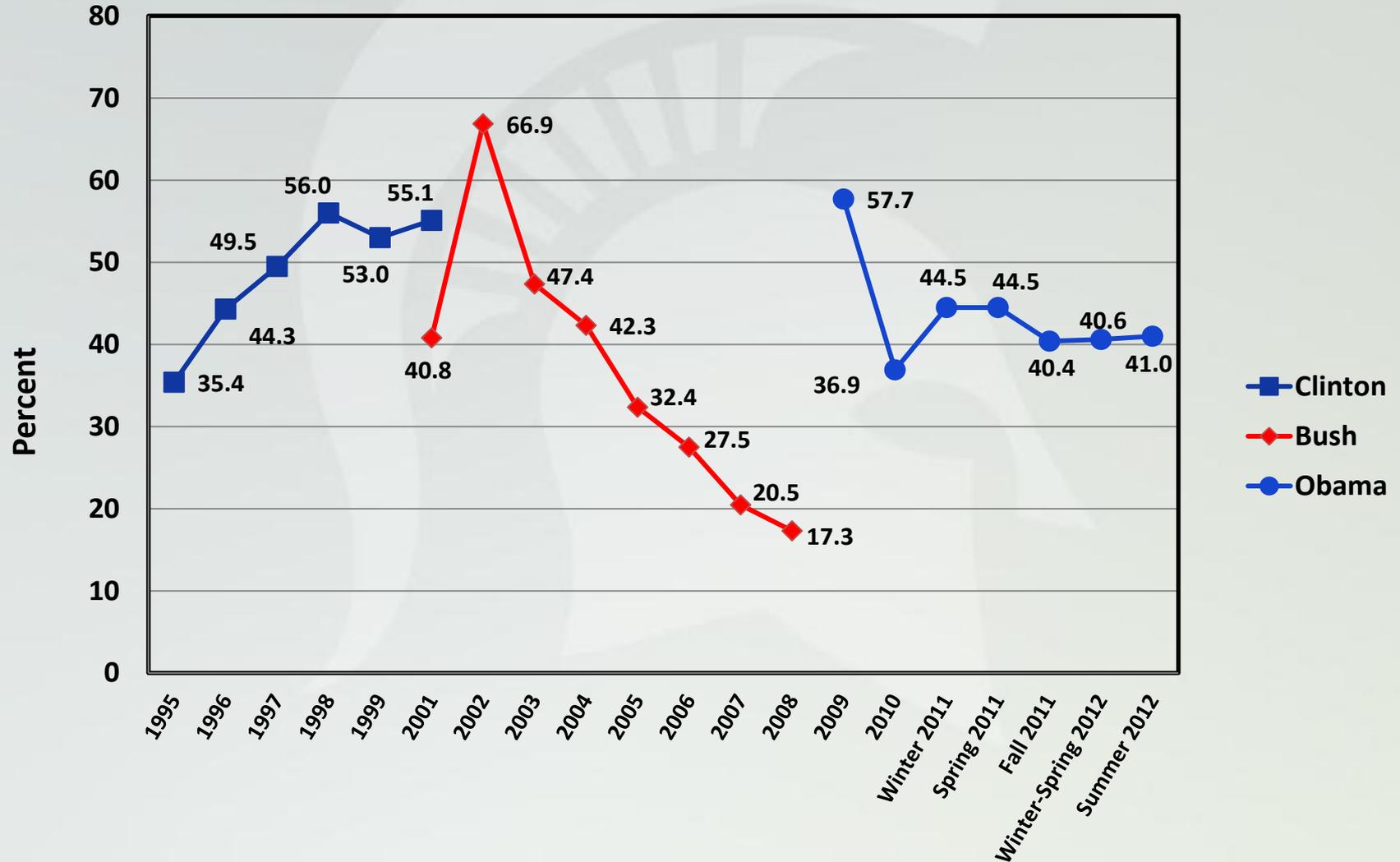
### Michigan Residents' Ratings of President Obama's Performance, Summer 2012



### Percentage of Michigan Residents Rating President Obama's Performance as "Excellent" or "Good," 2009-2012

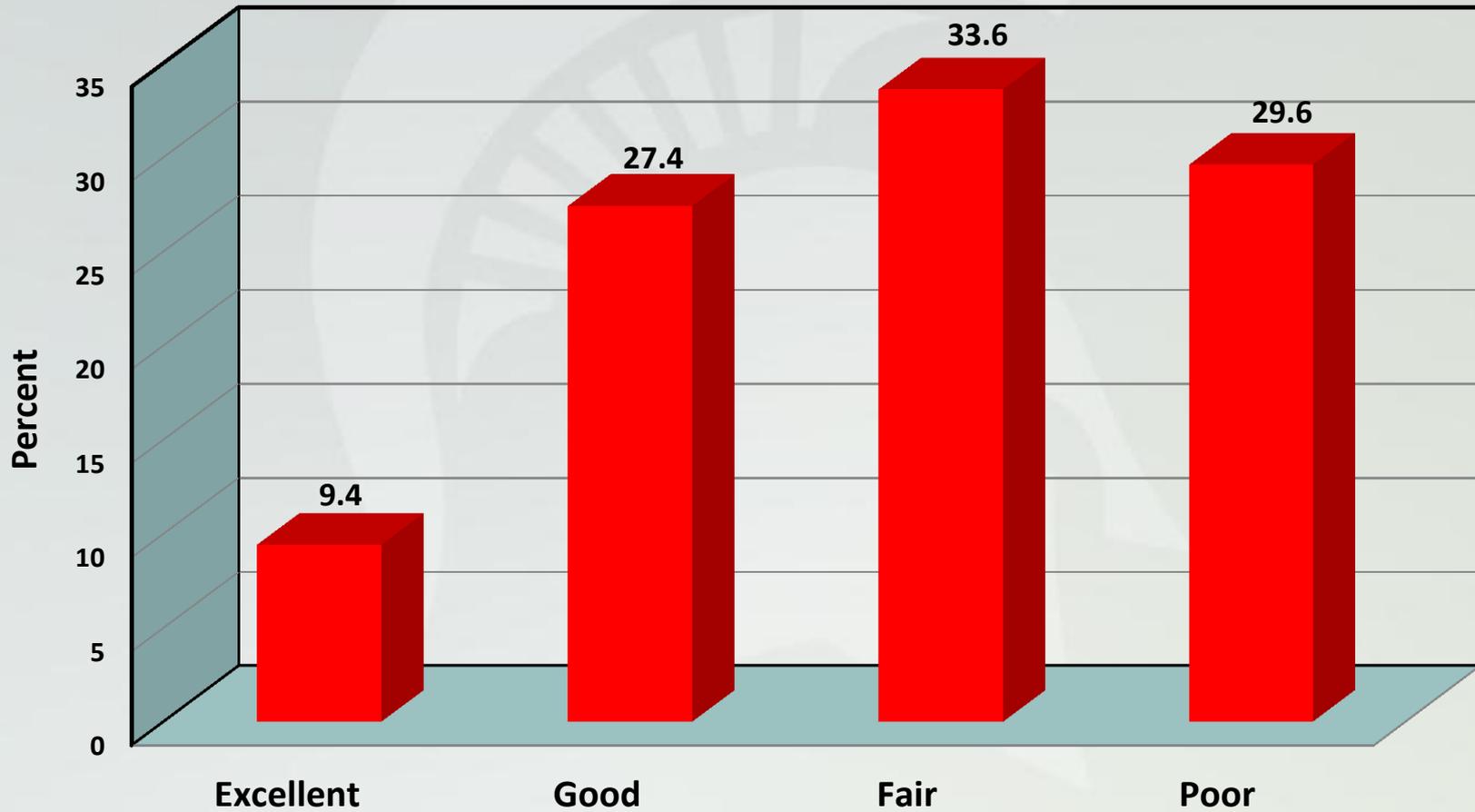


### Percentage of Michigan Residents Rating U.S. President's Performance as "Excellent" or "Good," 1995-2012

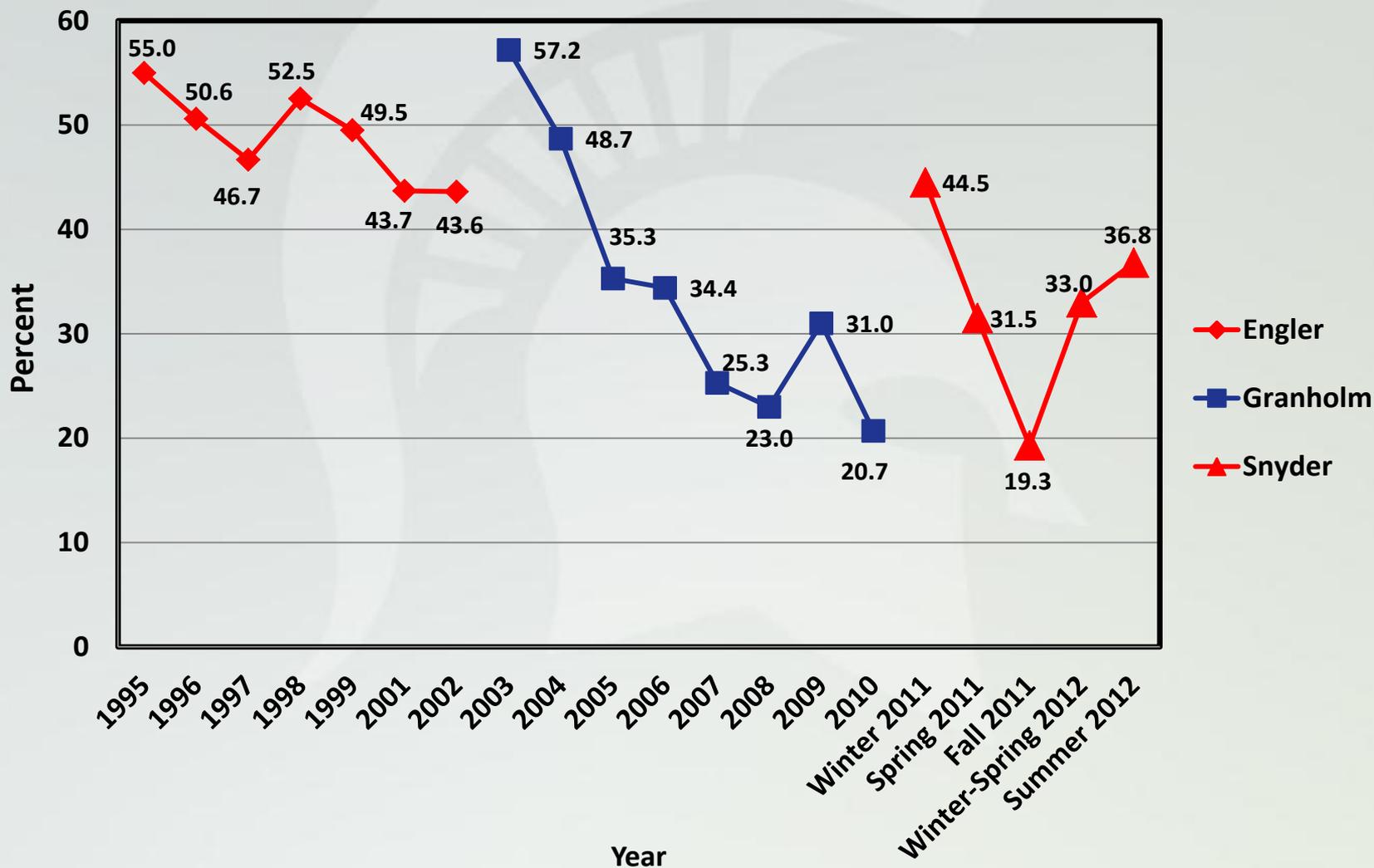


**Governor Snyder's approval ratings improved slightly.**

### Michigan Residents' Ratings of Governor Snyder's Performance, Summer 2012



Percentage of Michigan Residents Rating Performance of Governors as "Excellent" or "Good," 1995-2012

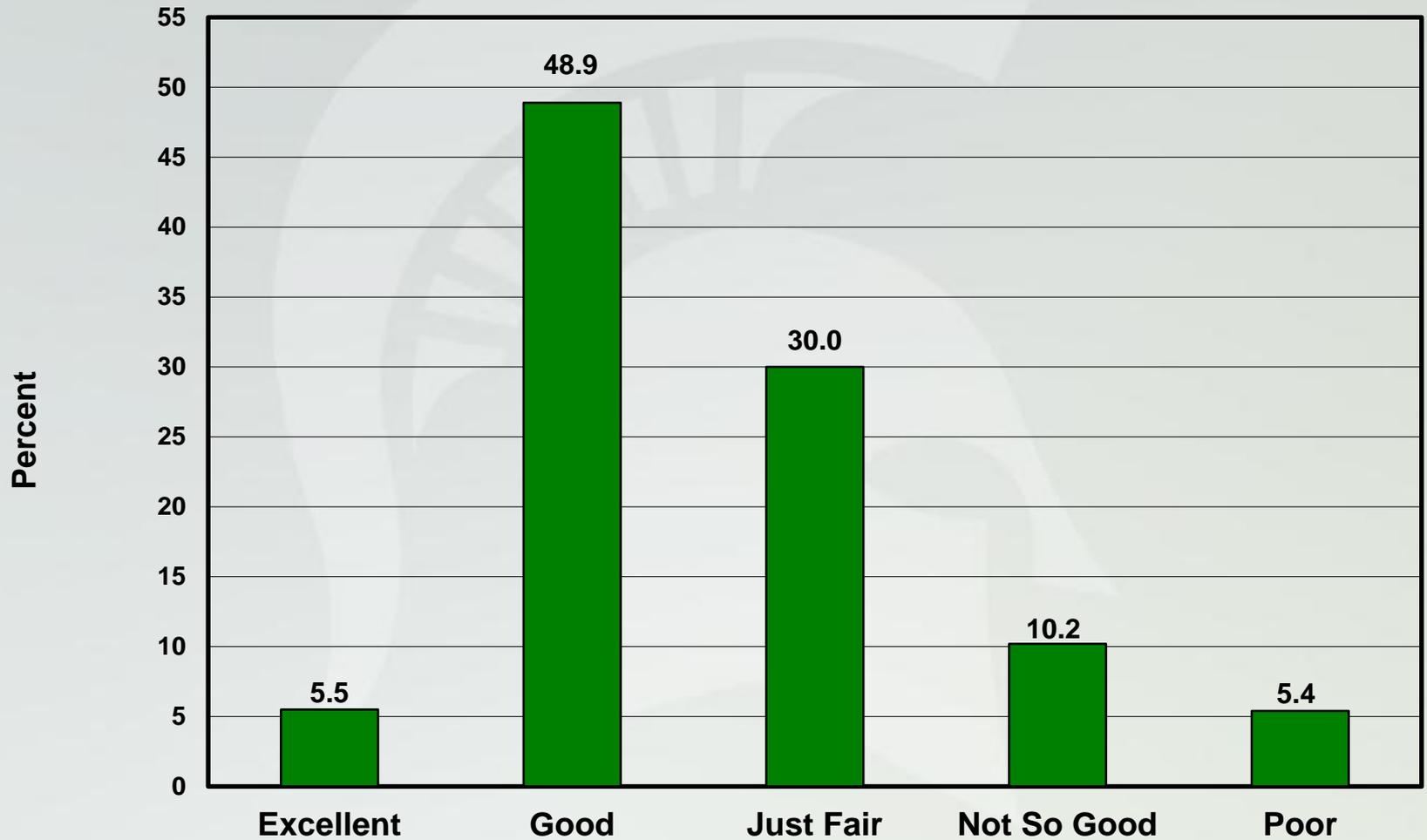


# Consumer confidence:

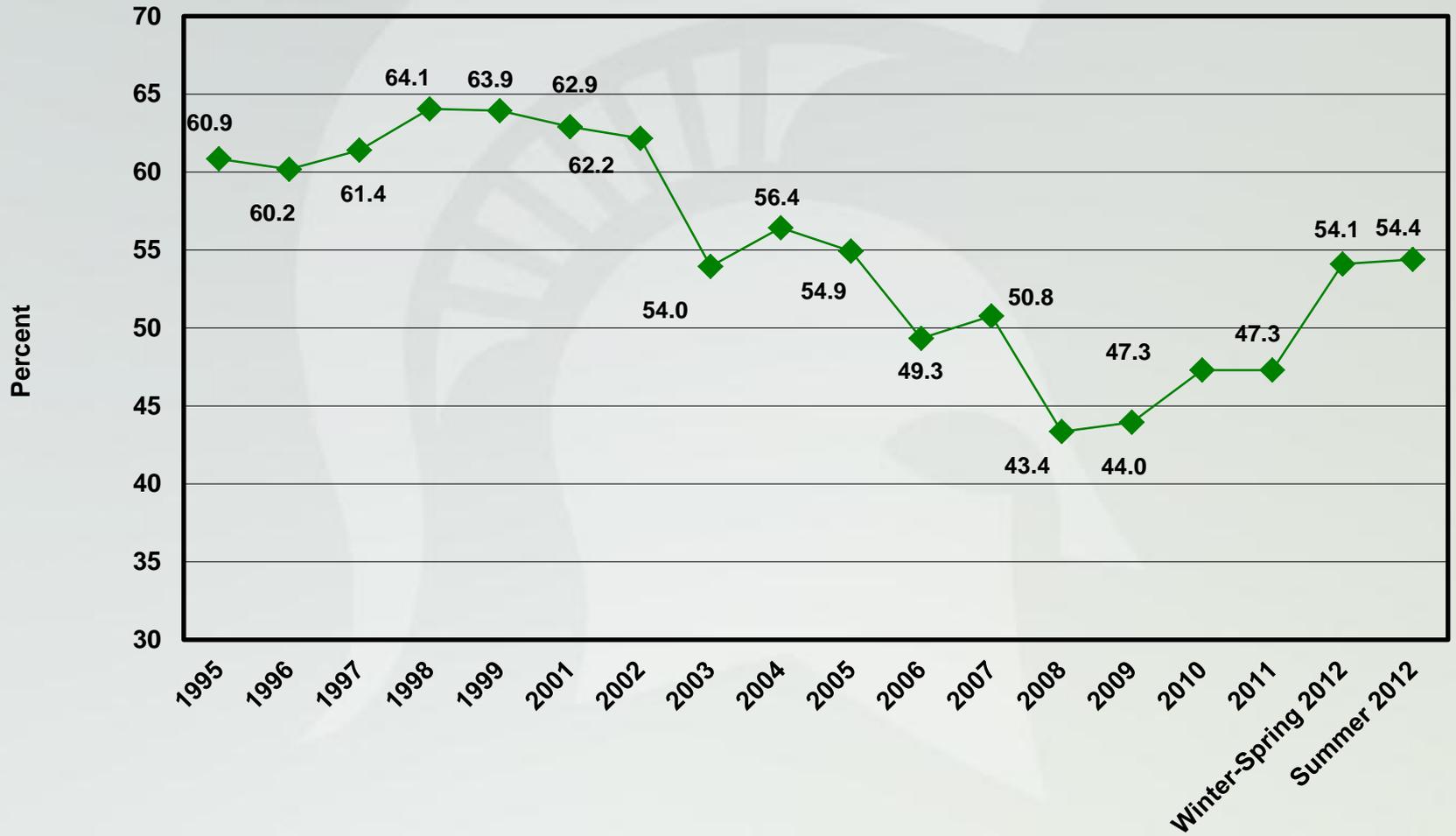
**Some indicators  
continue to climb;  
others slip.**

**In Summer 2012,  
assessments of the  
current financial  
situation were at  
their highest level  
since 2005.**

### Michigan Residents' Assessments of Their Current Financial Situation, Summer 2012

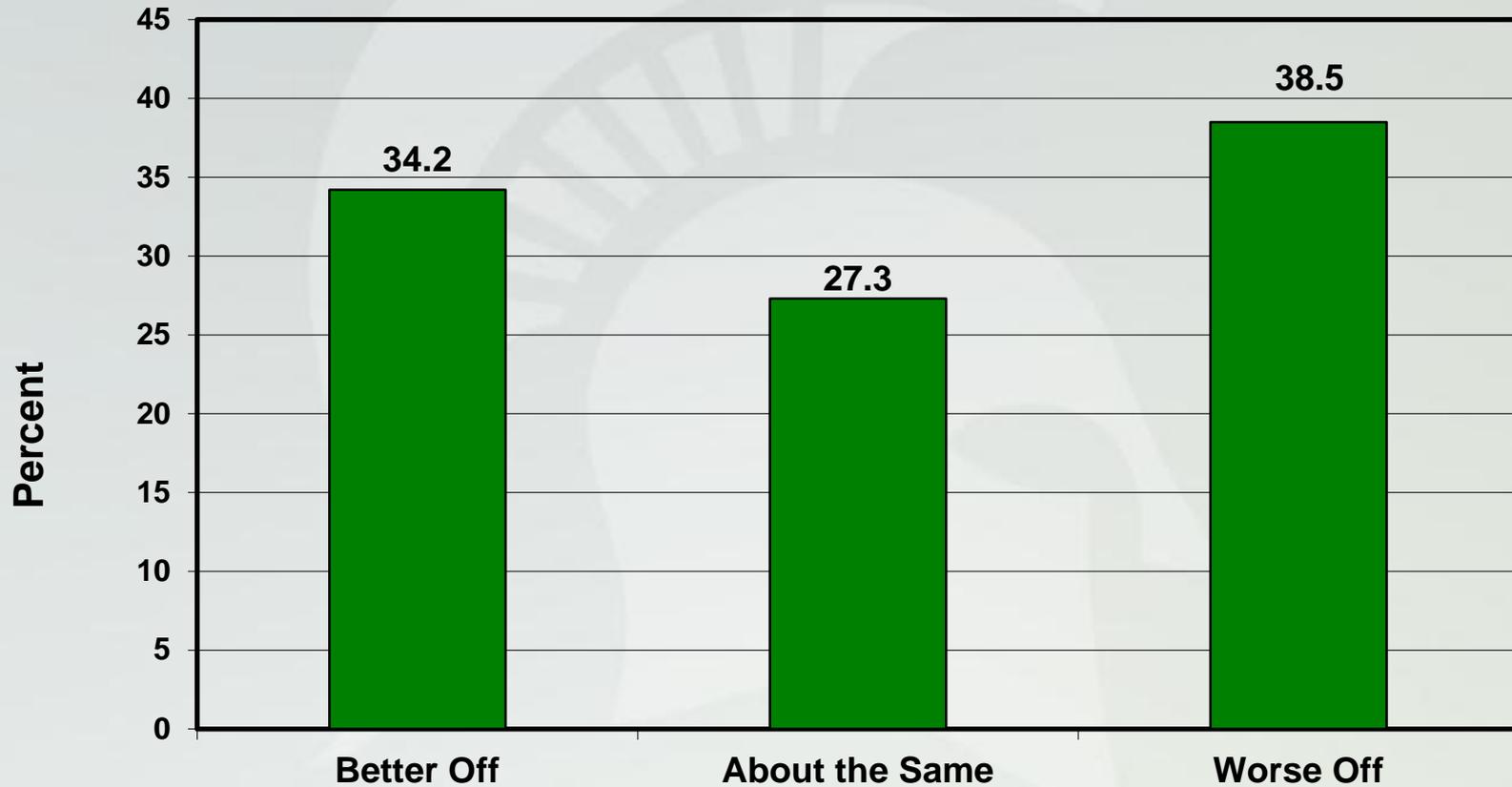


Percent of Michigan Residents Who Rate Their Current Financial Situation As "Excellent" or "Good," 1995-2012

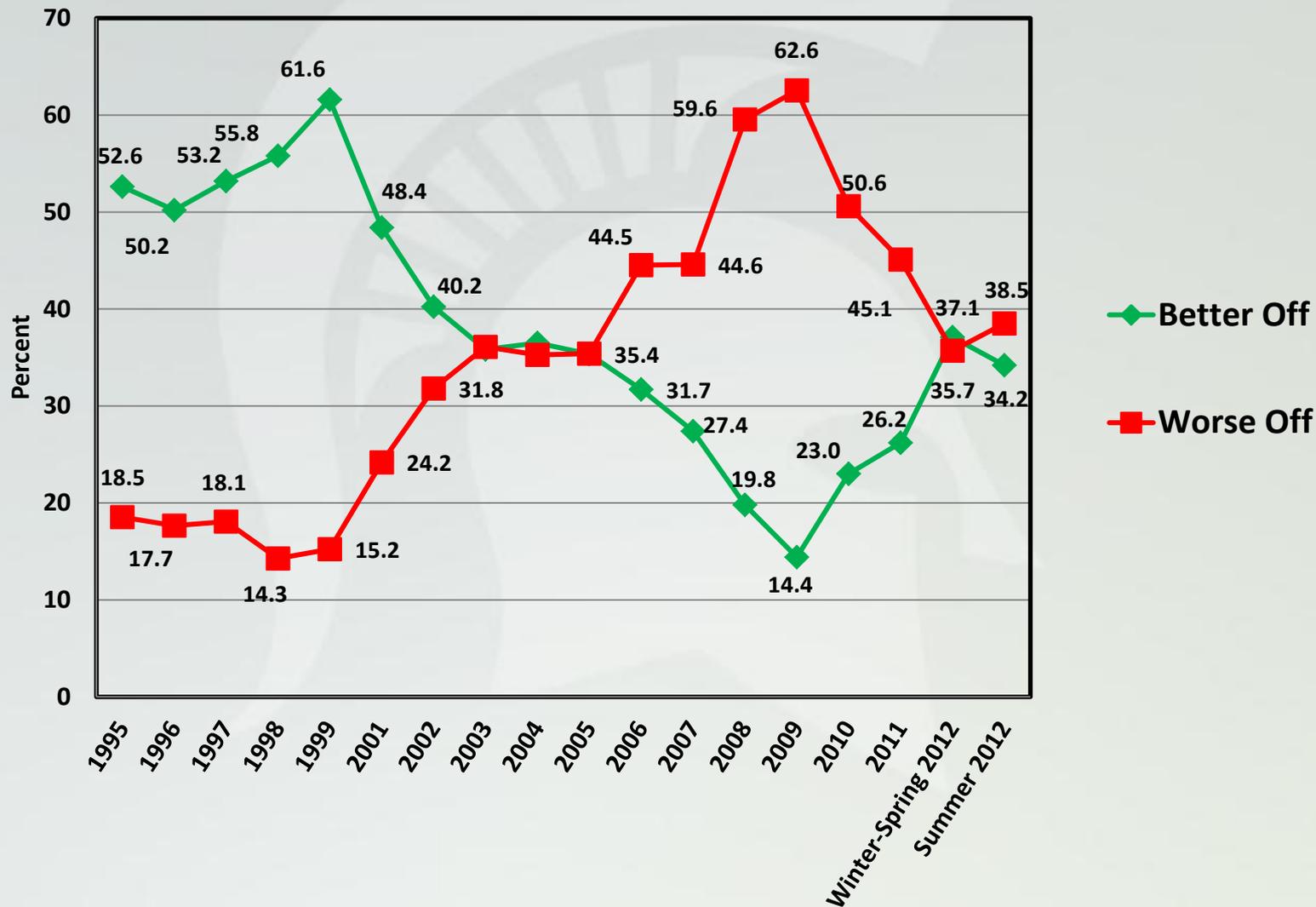


**In Winter-Spring 2012, when asked whether they were better off or worse off than one year before, Michigan residents gave the highest ratings since 2005. In Summer 2012, the results slipped a bit.**

### Michigan Residents' Beliefs About Whether They Are Better Off Than One Year Ago, Summer 2012

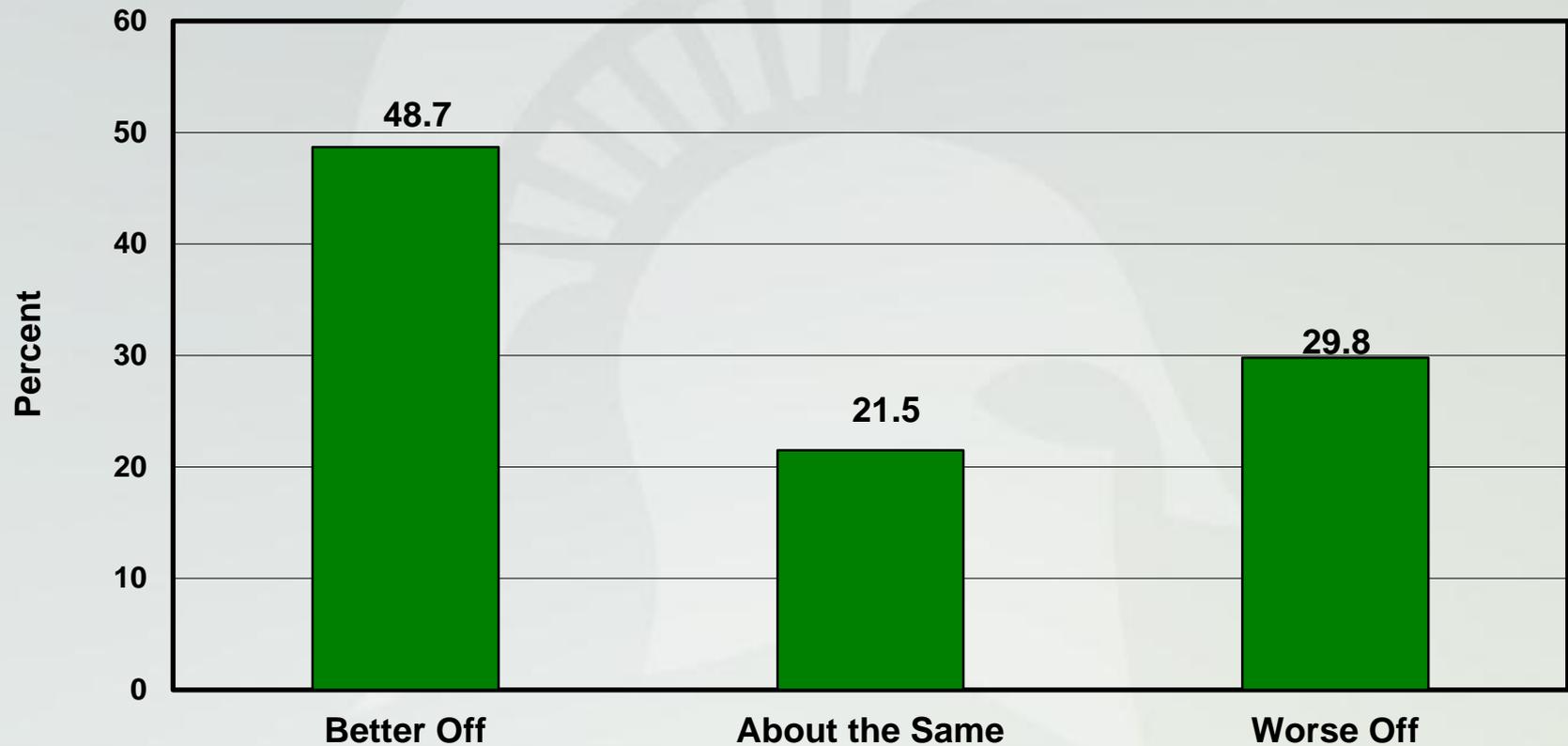


### Michigan Residents' Beliefs About Whether They Are Better Off or Worse Off Than One Year Ago, 1995-2012

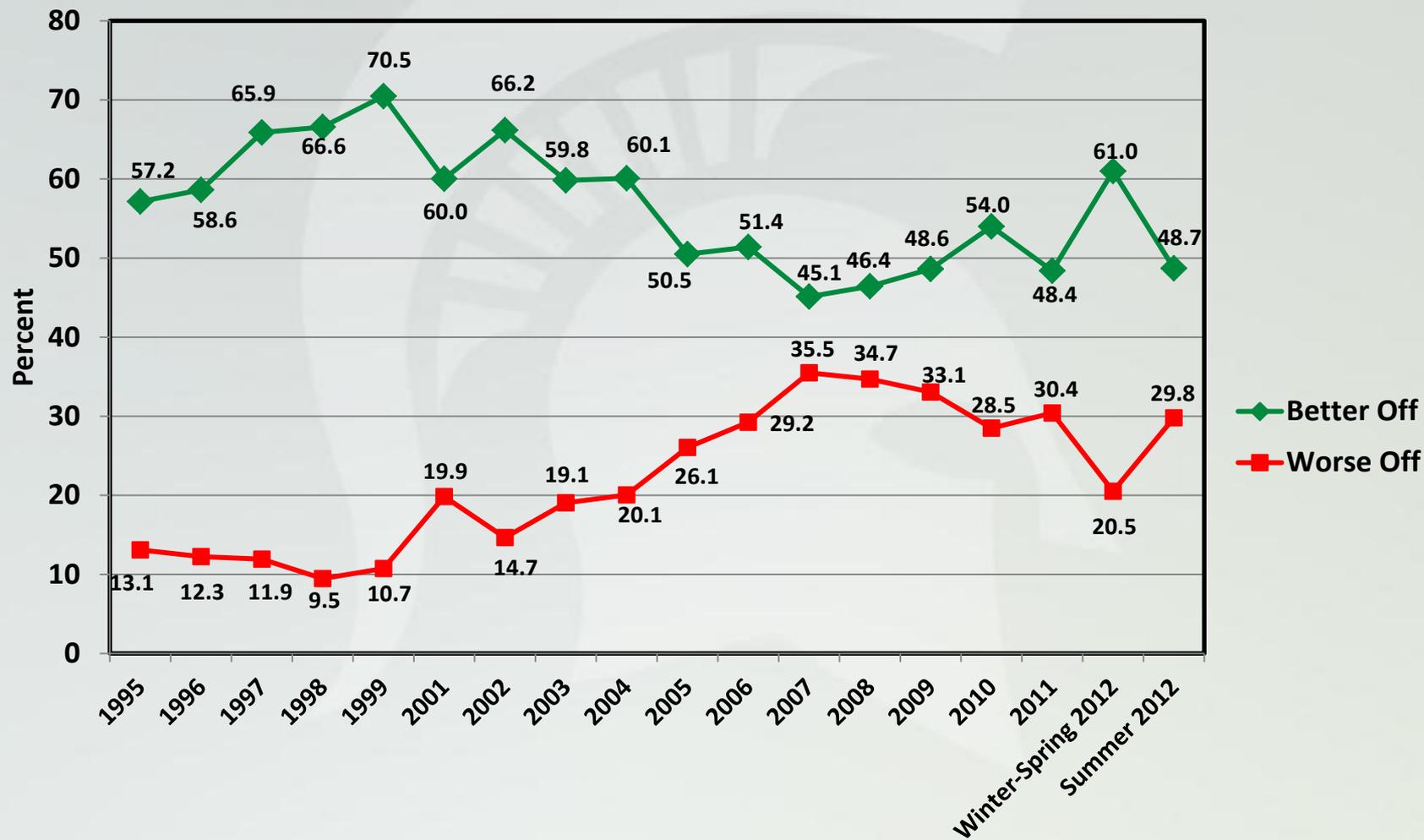


**In Winter-Spring 2012, when asked whether they expect to be better off or worse off in one year, Michigan residents gave the highest ratings since 2004. In Summer 2012, the results fell back to 2011 levels.**

### Michigan Residents' Beliefs About Whether They Will Be Better Off One Year From Now, Summer 2012



### Michigan Residents' Beliefs About Whether They Will Be Better Off One Year From Now, 1995-2012





# Attitudes by Race and Gender

# Views of Michigan Residents by Race and Sex

	State of Michigan	Women	Men	Whites	Blacks
<b>Obama</b> “Excellent” or Good”	41.0%	42.9%	39.1%	33.4%	73.1%
<b>Snyder</b> “Excellent” or Good”	36.8%	29.2%	44.8%	40.0%	20.8%

# Attitudes by Political Party



# Views of Michigan Residents by Political Party

	State of Michigan	Republican	Independent	Democrat
Obama “Excellent” or Good”	41.0%	18.2%	31.4%	73.8%
Snyder “Excellent” or Good”	36.8%	70.1%	37.9%	13.6%

# Regional Attitudes

A large, faint, light green Spartan helmet logo is centered in the background of the slide. The helmet features a crest with a sunburst pattern on top and a plume on the right side.

# Views of Residents from Different Regions in Michigan

	State of Michigan	City of Detroit	Wayne, Oakland, Macomb	SEMCOG Region <sup>a</sup>	Grand Rapids Area <sup>b</sup>	Lansing Area <sup>c</sup>	Upper Peninsula
<b>Obama</b> “Excellent” or Good”	41.0%	71.7%	40.6%	40.7%	27.8%	27.0%	61.9%
<b>Snyder</b> “Excellent” or Good”	36.8%	23.5%	44.0%	44.6%	34.8%	28.7%	21.8%

<sup>a</sup> Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties

<sup>b</sup> Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, Newaygo, and Ottawa Counties

<sup>c</sup> Clinton, Eaton, and Ingham Counties

# How to Learn More about SOSS:

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

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# THANK YOU!

**MICHIGAN STATE**  
UNIVERSITY

Institute for Public Policy  
and Social Research  
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