

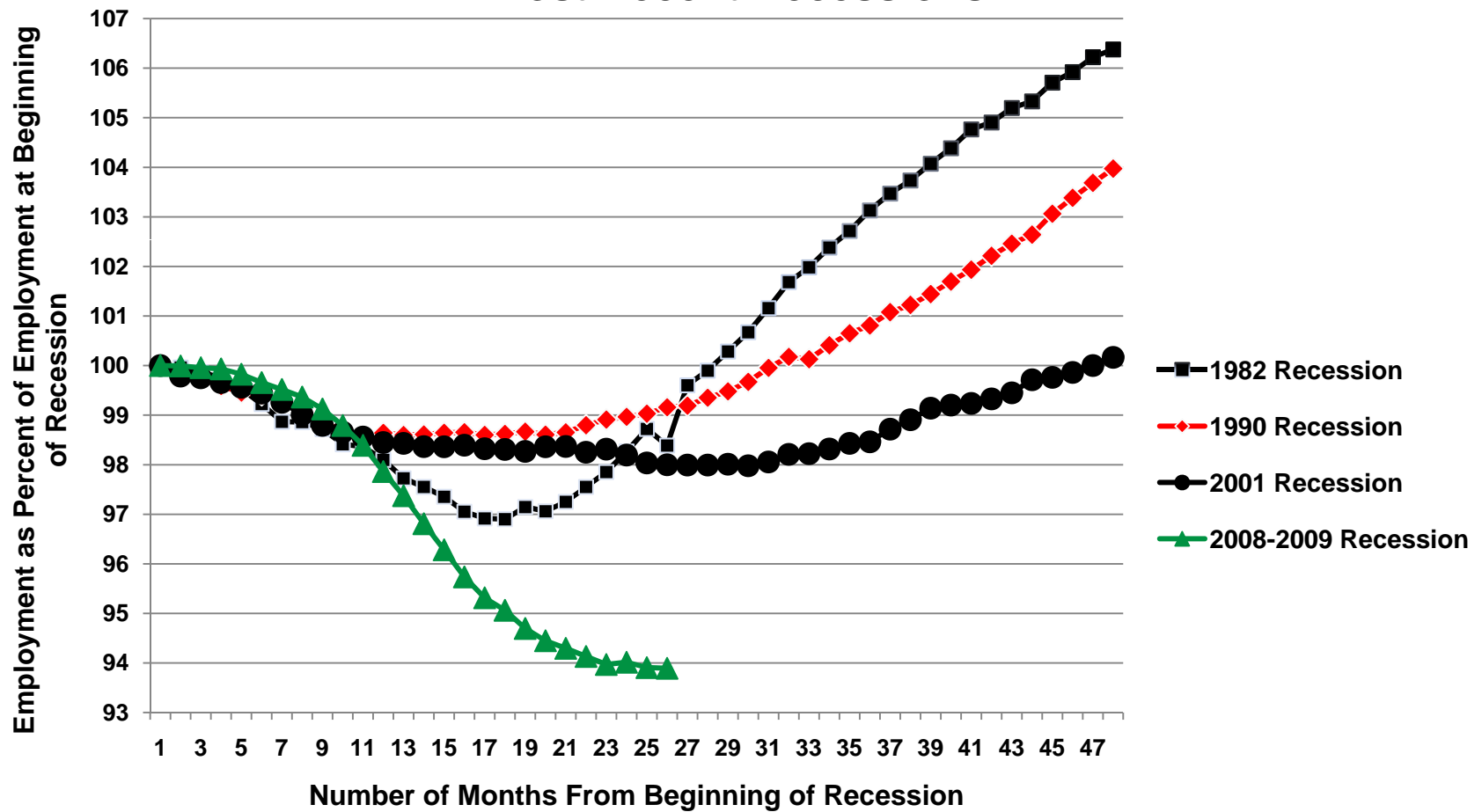
State of the State Survey Fall 2009

Michigan Consumer Confidence: Have We Found the Bottom?

Before we get to public opinions and attitudes, a brief reminder of the facts:

The recession of 2008-2009 is BY FAR the worst downturn in the U.S. economy since the Great Depression.

Changes in U.S. Employment, During and After the Four Most Recent Recessions



Employment Losses During Michigan's Structural Transformation

June 2000 – December 2000:	29,000
2001:	171,700
2002:	20,900
2003:	64,100
2004:	4,300
2005:	28,800
2006:	79,700
2007:	50,900
2008:	203,900
2009:	207,100

Total for the Period: 860,400 = 18.3%

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

Survey Demographics

991 Interviews:

Nov. 10, 2009 to Jan. 12, 2010

48.1% Male

51.9% Female

83.1% White

14.4% African-American

34.0% Democrat

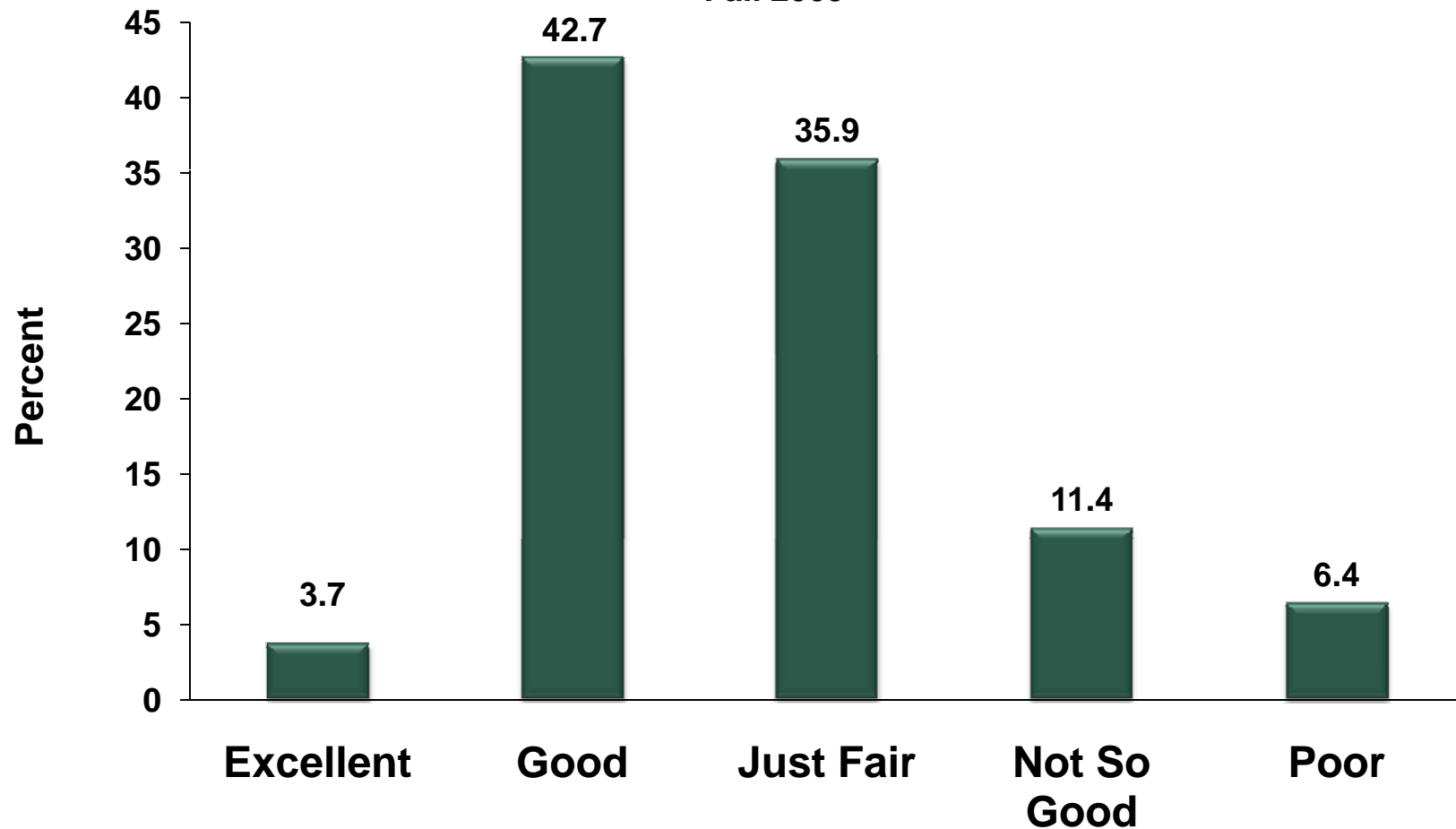
22.9% Republican



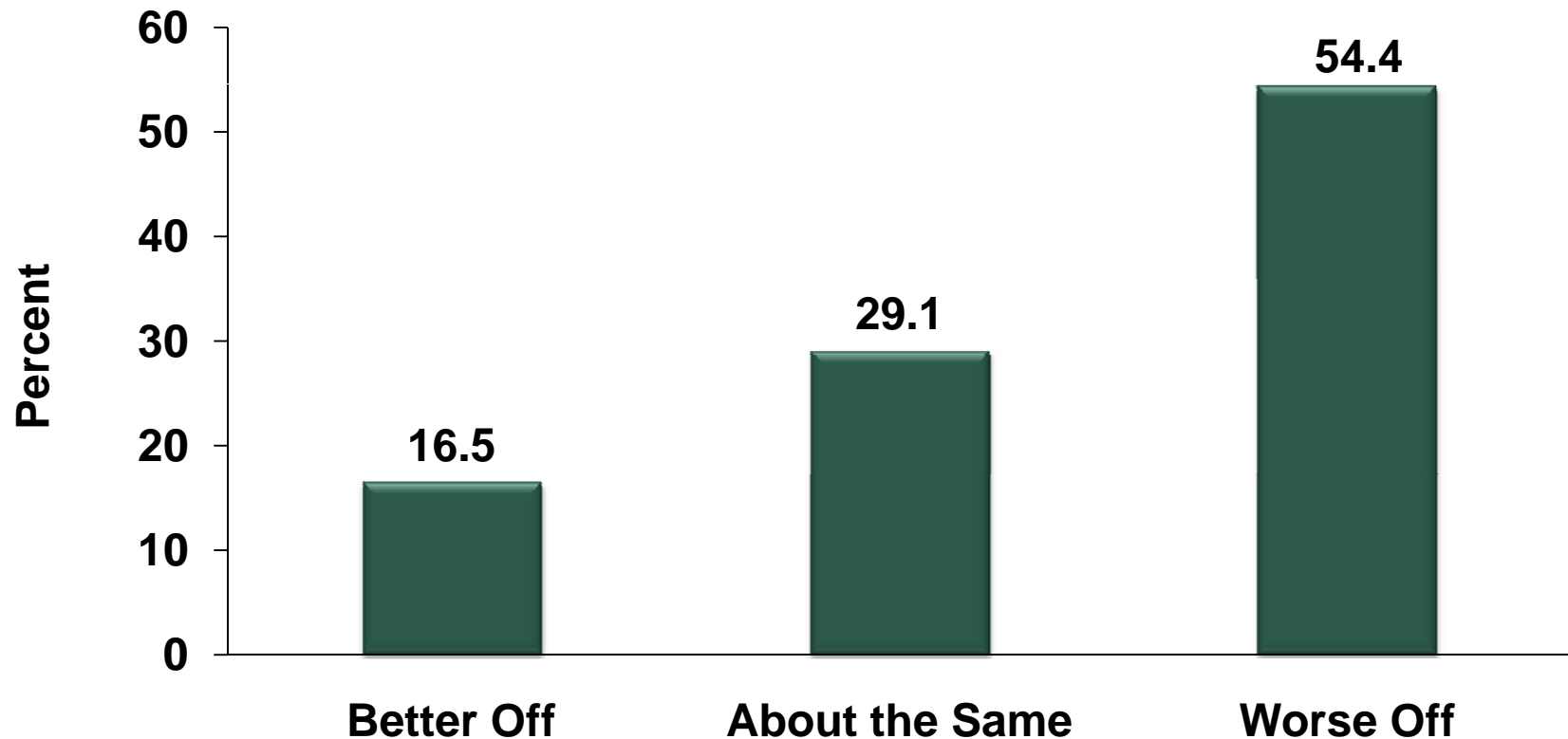
Consumer Confidence: After the free fall, a few glimmers of hope....

Michigan Residents' Beliefs: Current Financial Situation

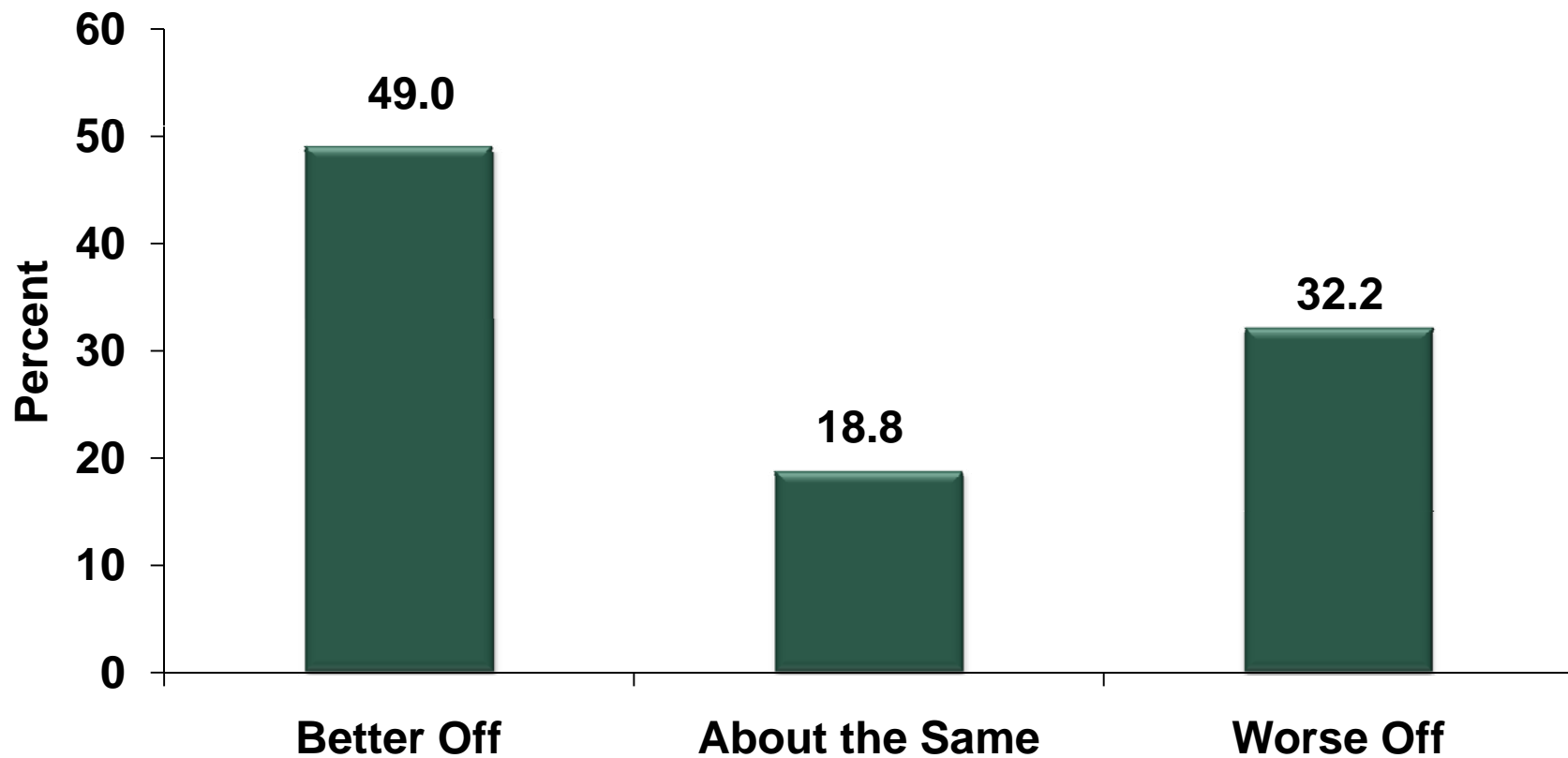
Fall 2009



Michigan Residents' Beliefs: Better Off or Worse Off Than One Year Ago Fall 2009

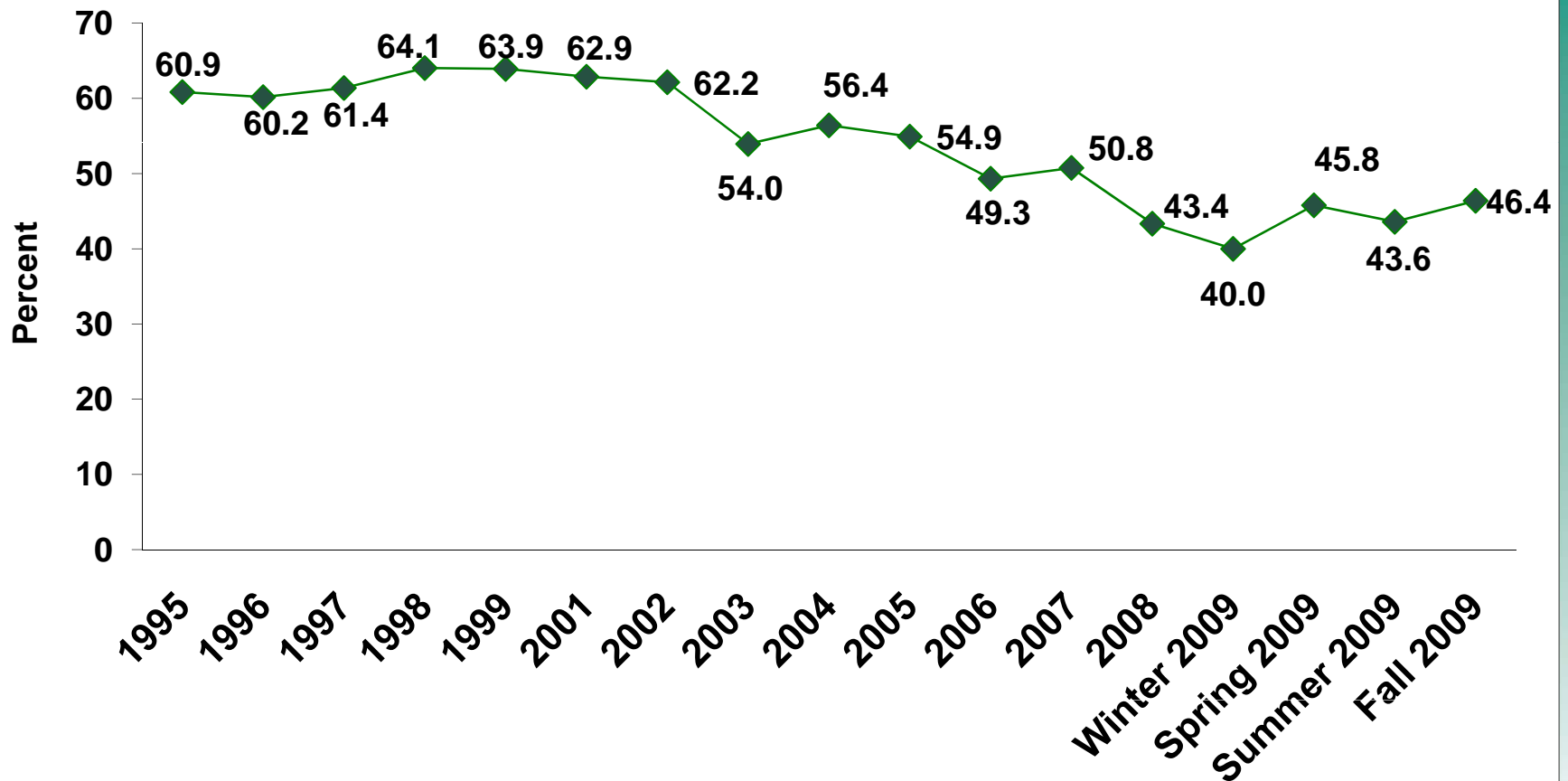


Michigan Residents' Beliefs: Better Off One Year From Now Fall 2009



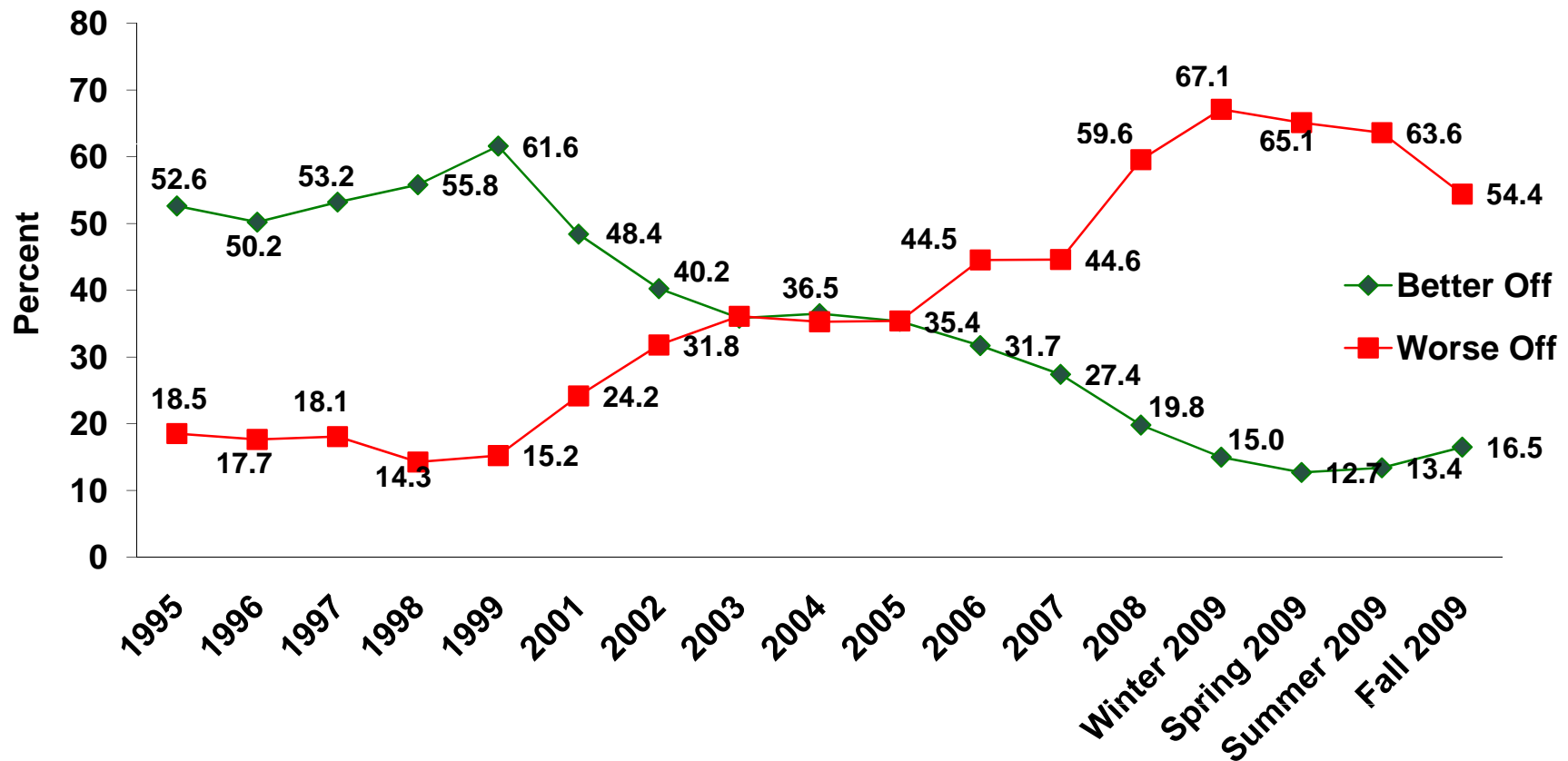
Michigan Residents Rate Current Financial Situation: "Excellent" or "Good"

1995-2009



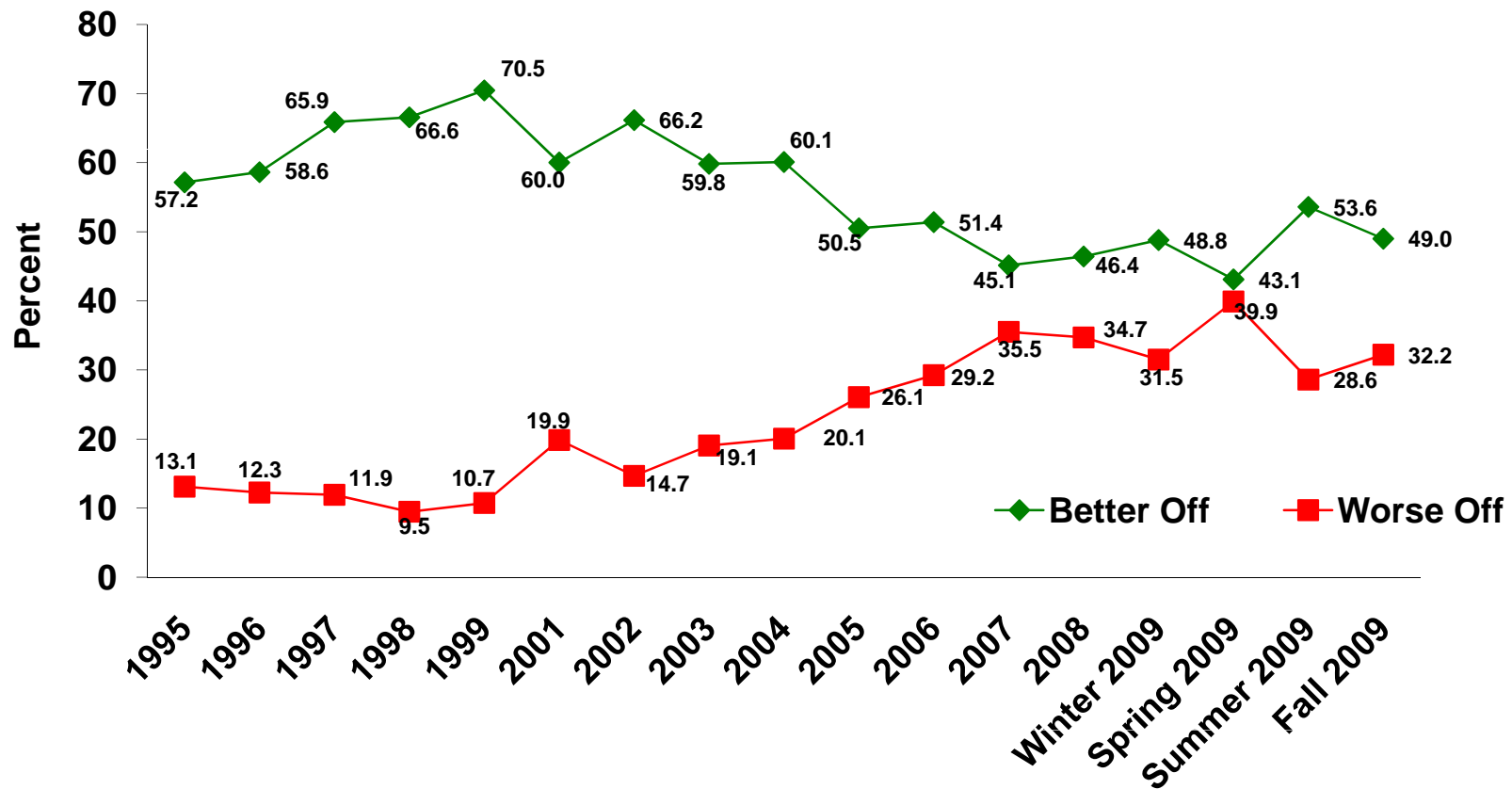
Michigan Residents' Beliefs: Better Off or Worse Off Than One Year Ago

1995-2009



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

1995-2009

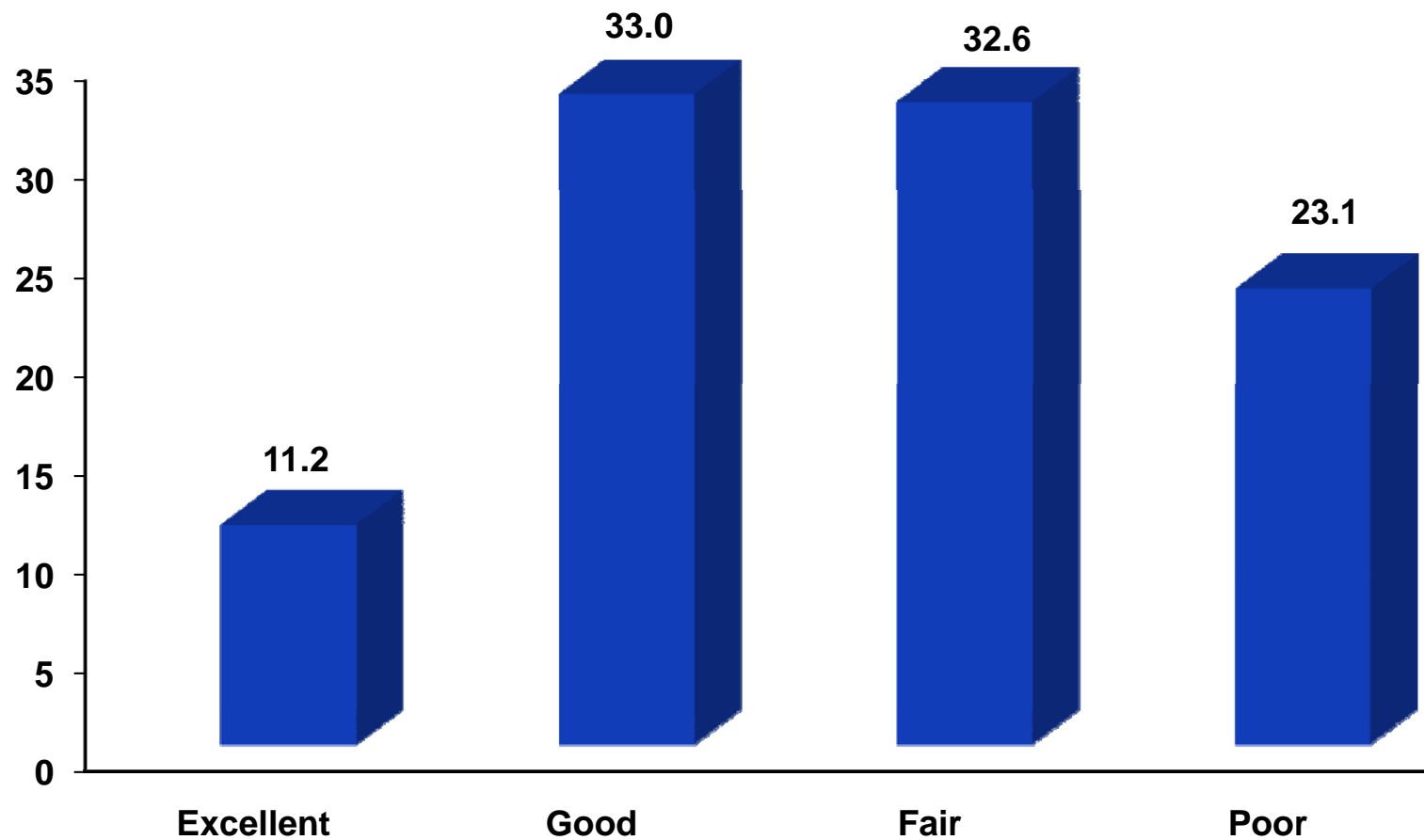




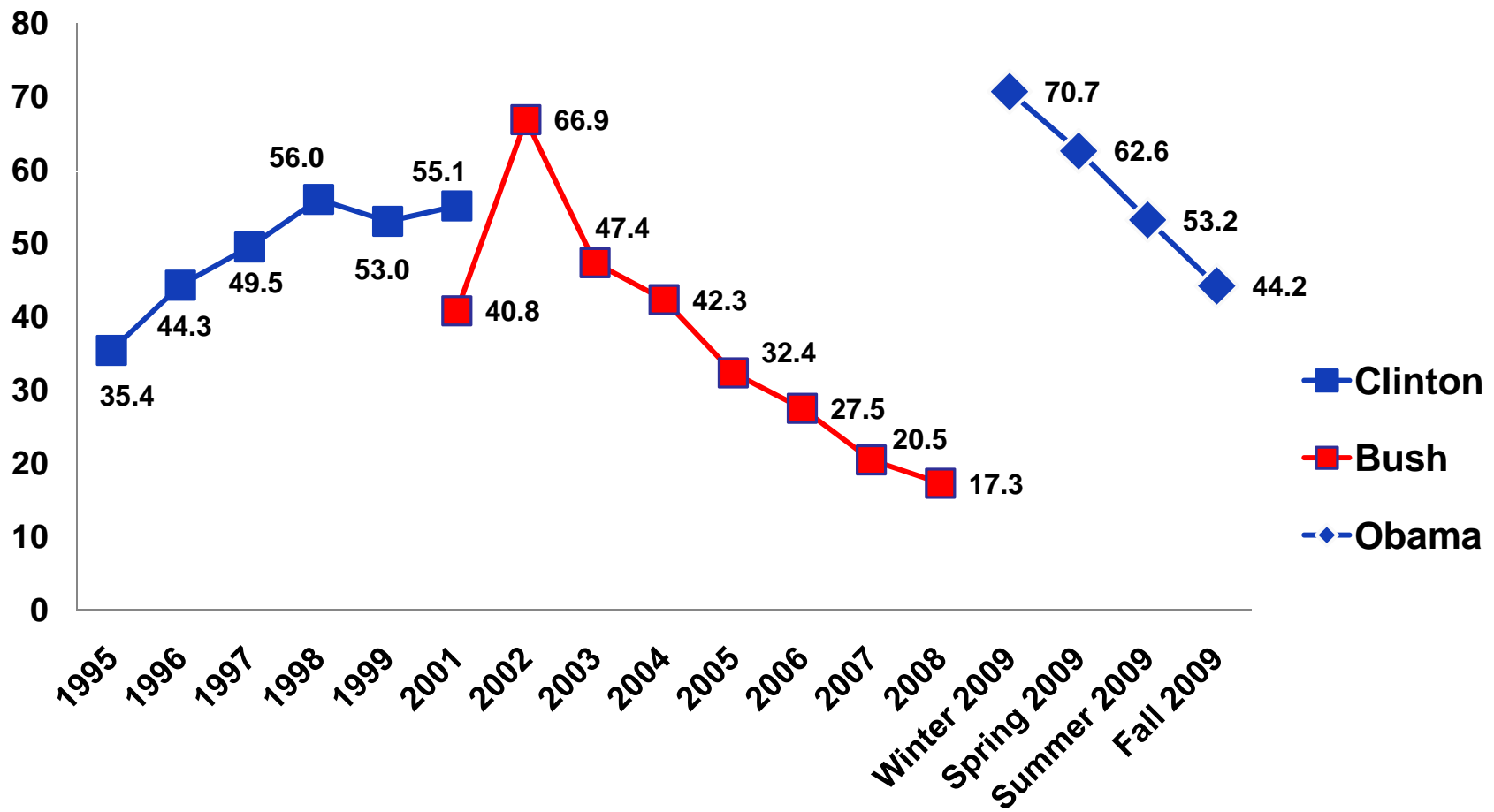
Leadership Confidence

Performance: President Obama

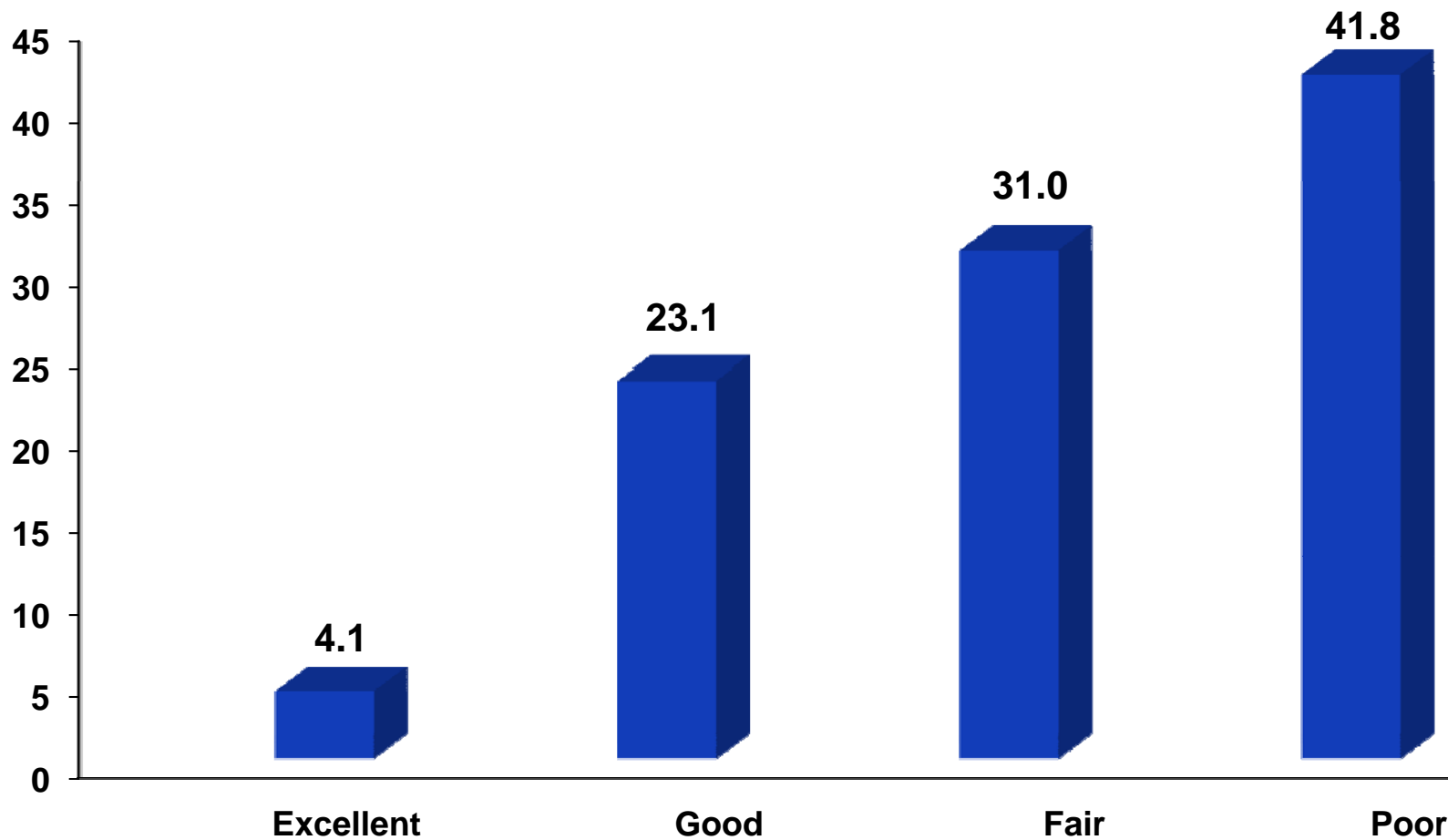
Fall 2009



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

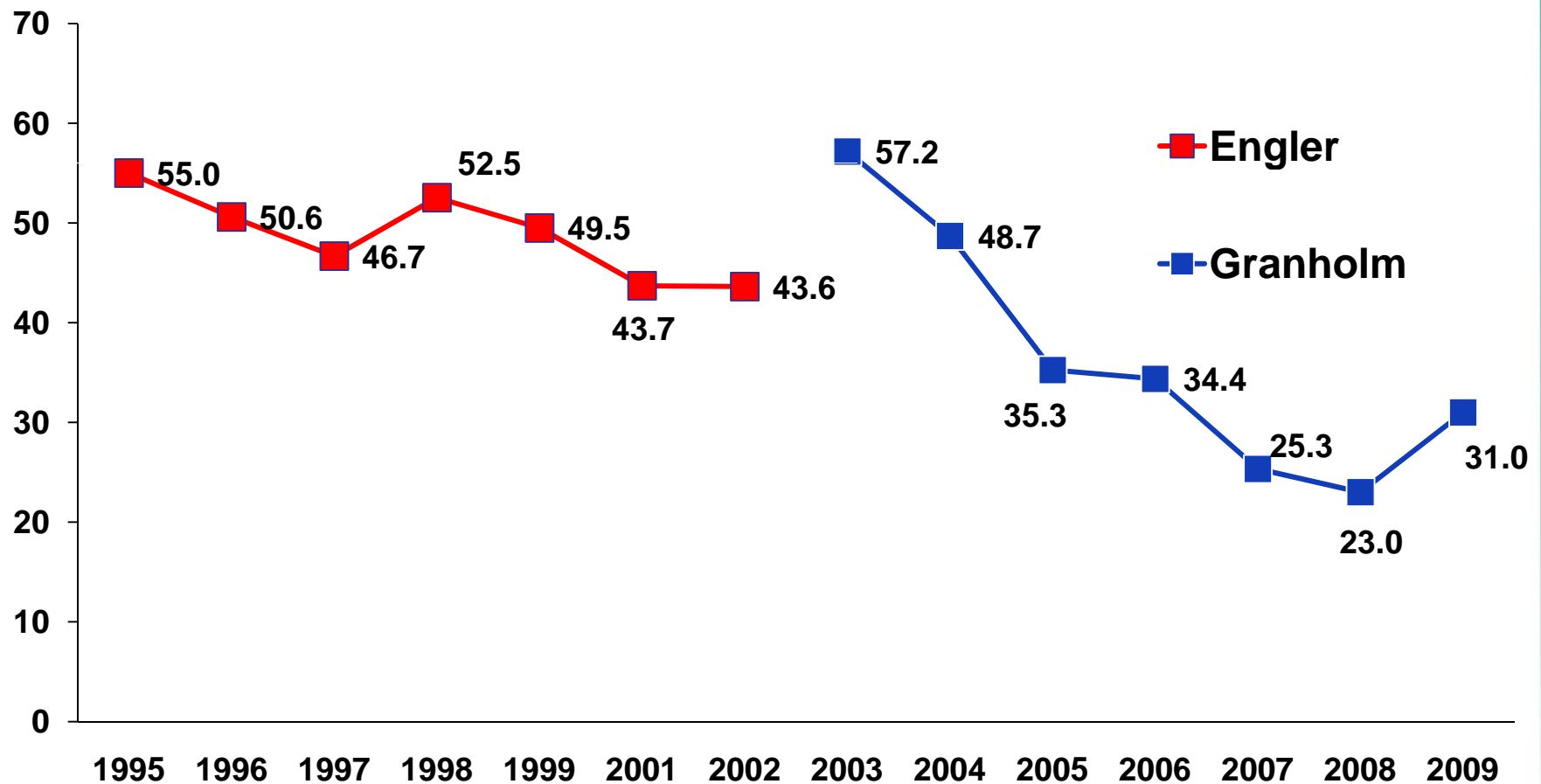


Performance Rating: Governor Granholm Fall 2009



Performance Excellent or Good: Governors Engler and Granholm

Annual Averages 1995-2009



Issues Probed by SOSS

- **Term limits**
- **Priorities for Governor and Legislature**
- **Racial Discrimination**
- **Swine Flu Preparedness**
- **Border Security**
- **Educational Standards**
- **Health Insurance**
- **Property Taxes**
- **Farmers' Markets**
- **Locally Grown Food**
- **Legal Drinking Age**
- **Climate Change**
- **Bovine Tuberculosis**
- **Internet Access**
- **Uses of Transportation Funds**
- **Volunteer Activities**
- **Trust in Government**

For more information on SOS:

<http://www.ippsr.msu.edu/SOS/>

Charles Ballard

(ballard@msu.edu; 517.353.2961)

Karen Clark

(clarkk@msu.edu; 517.353.1764)

