State of the State Survey
Fall 2018

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Michigan residents remain upbeat about the economy;

Ratings inch upward for Trump, downward for Snyder.

About SOSS Wave 77

955 Interviews Completed

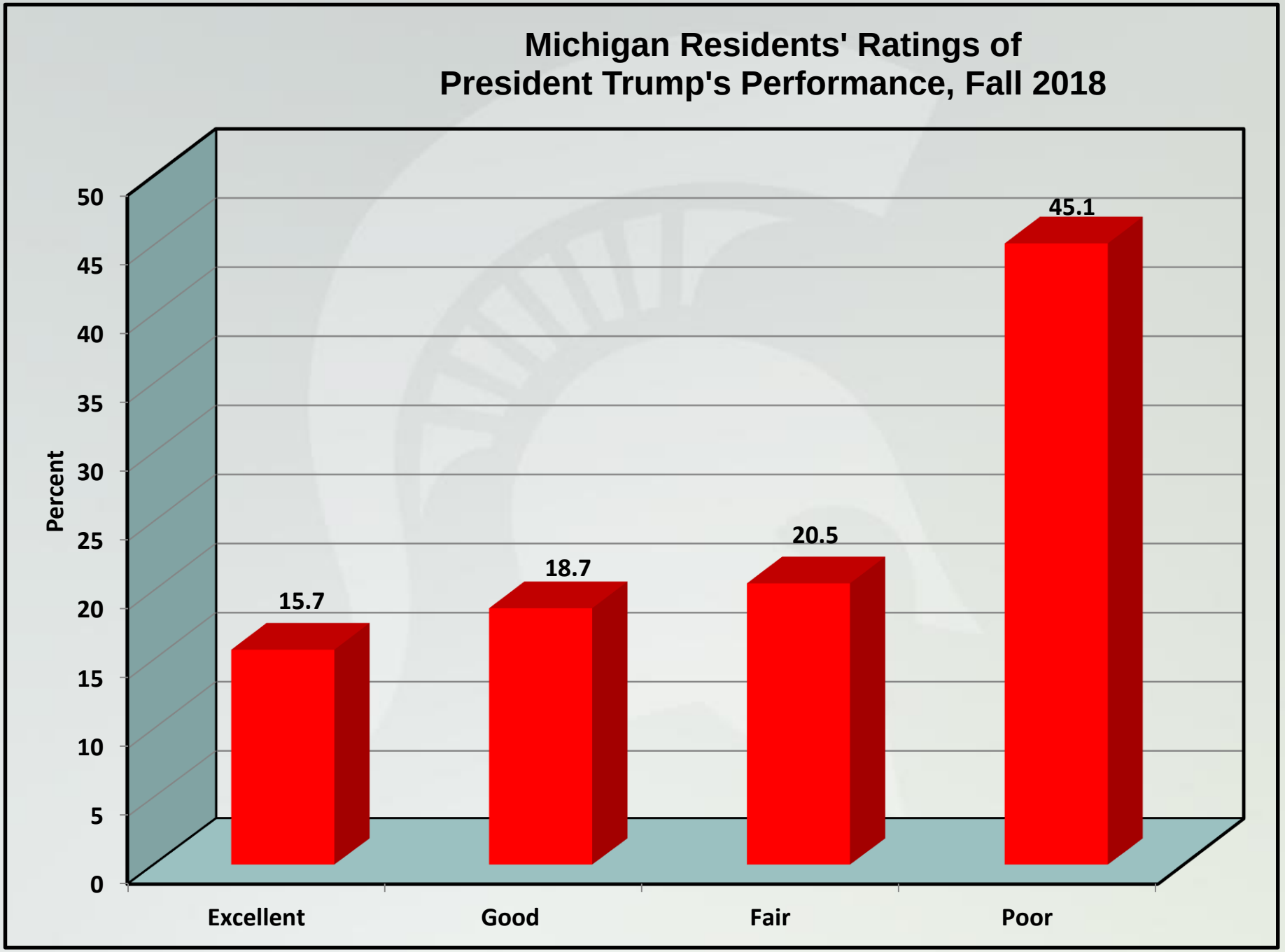
September 24, 2018 – December 3, 2018

Margin of Error: ± 3.17%

Male: 48.0% **Female: 51.4%**

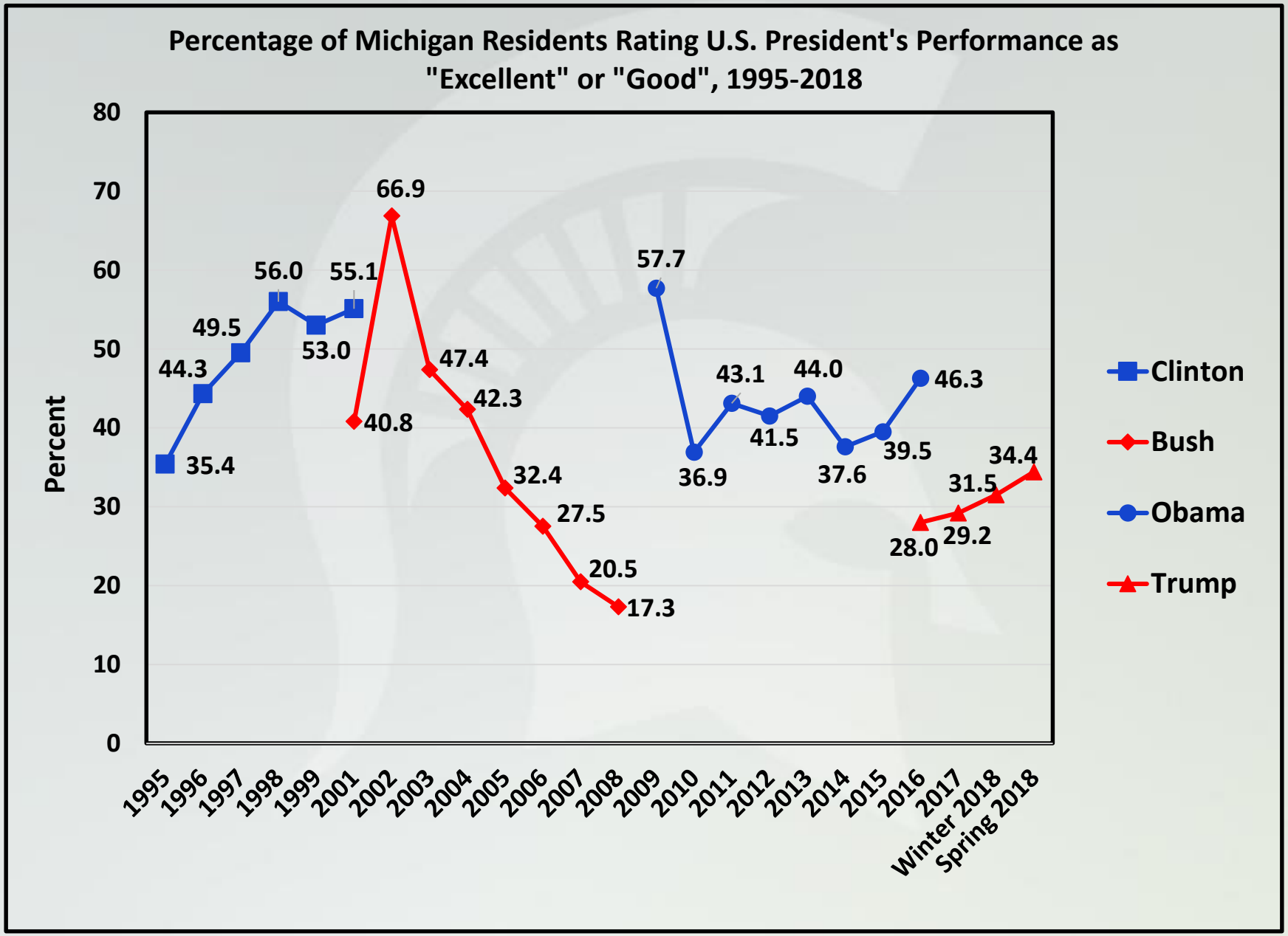
White: 75.8% **Black: 13.8%**

President Trump's favorable ratings continued to edge upward. He received ratings of "excellent" or "good" from 34.4% of Michigan residents. That compares with 31.5% in the previous survey.

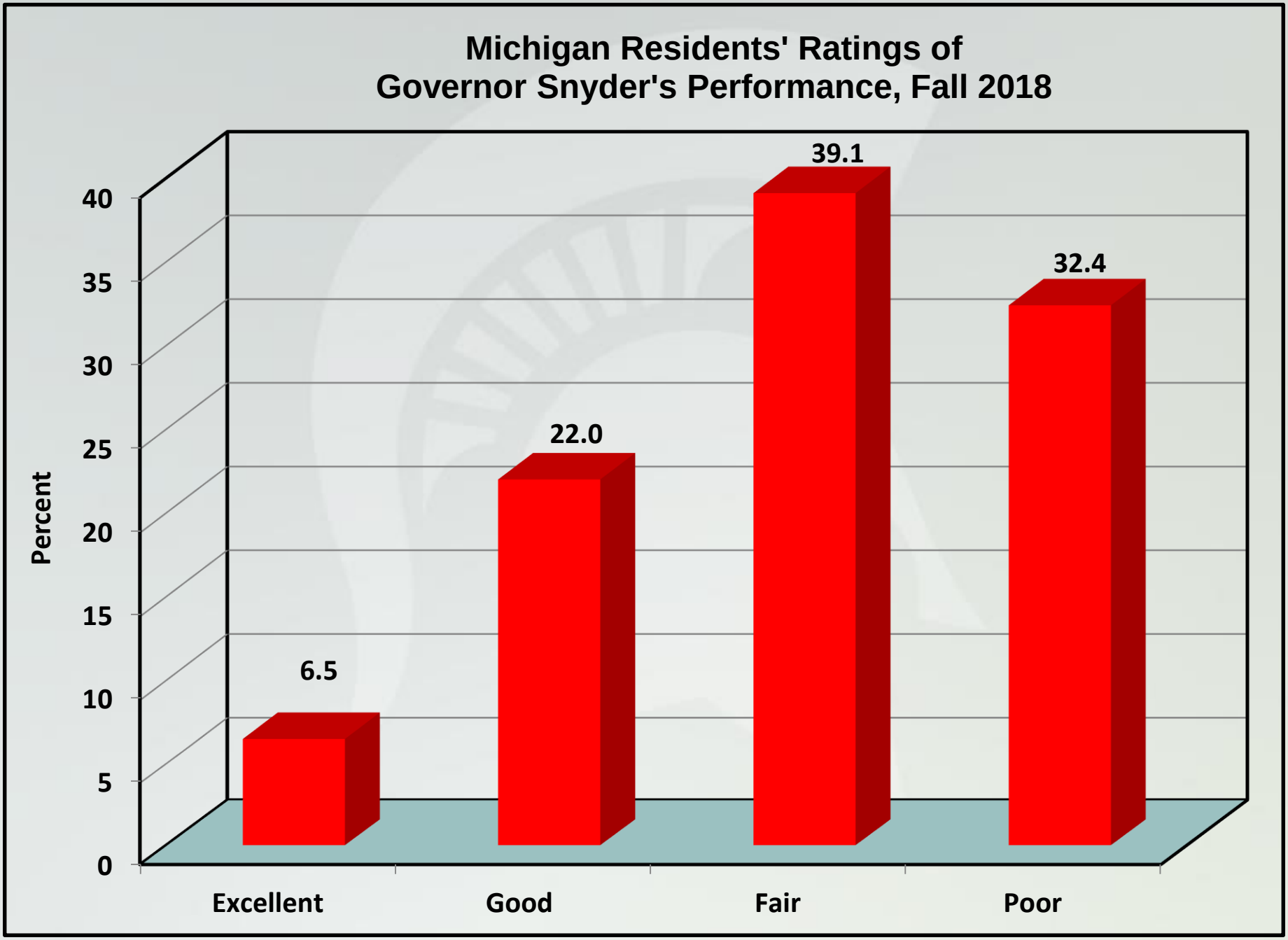

Michigan Residents' Ratings of
President Trump's Performance, Fall 2018
Percent
50
45
40
35
30
25
20
15
10
5
0
15.7
18.7
20.5
45.1
Excellent
Good
Fair
Poor

These are the most favorable ratings ever for Trump.

Despite the improvement, however, Trump's ratings remained lower than Clinton or Obama ever received, but higher than George W. Bush received in his second term.

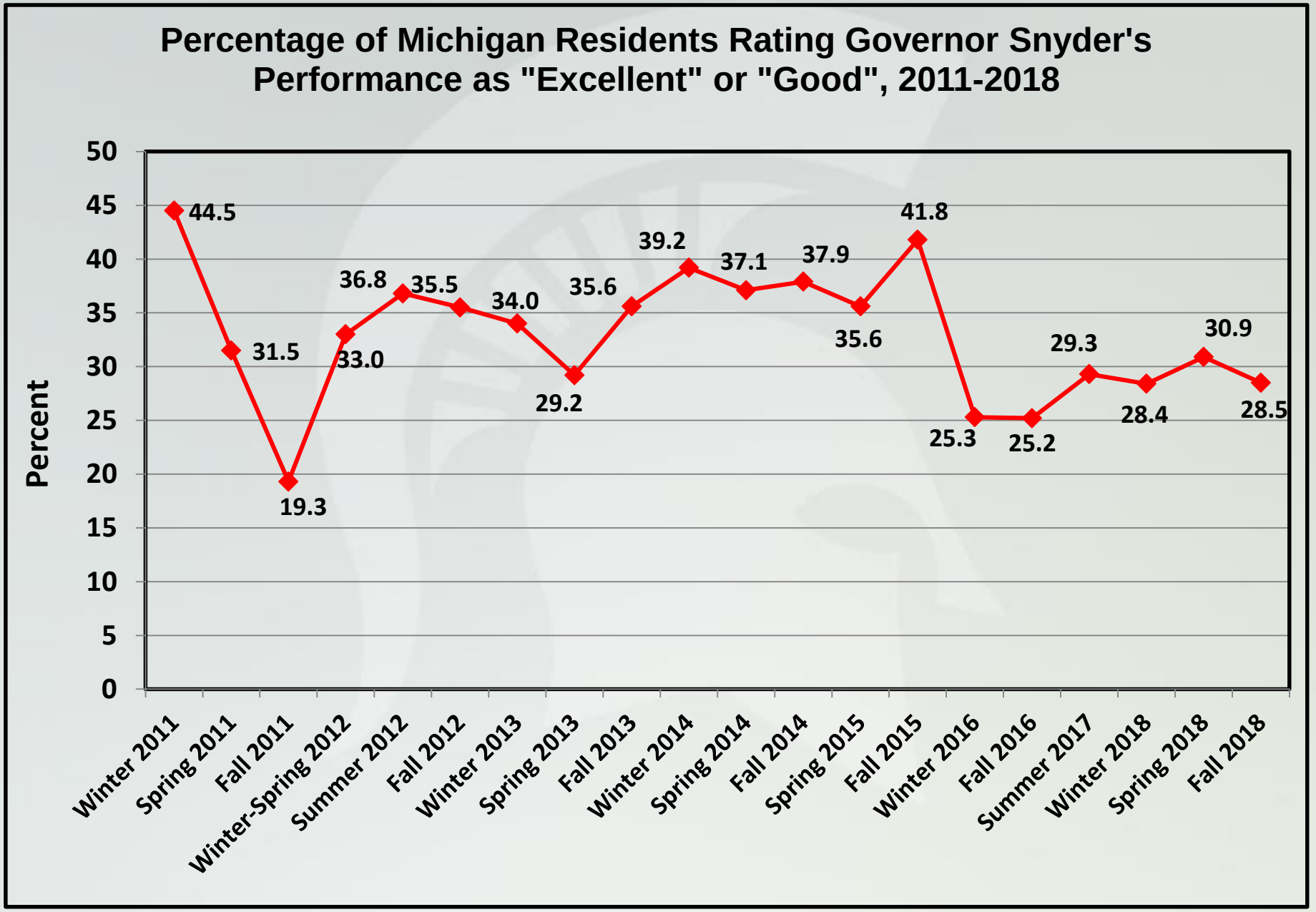

Percentage of Michigan Residents Rating U.S. President's Performance as "Excellent" or "Good", 1995-2018
Percent
80
70
60
50
40
30
20
10
0
35.4
44.3
49.5
56.0
53.0
55.1
40.8
66.9
47.4
42.3
32.4
27.5
20.5
17.3
57.7
36.9
43.1
41.5
44.0
37.6
39.5
46.3
28.0
29.2
31.5
34.4
1995
1996
1997
1998
1999
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
Winter 2018
Spring 2018
Clinton
Bush
Obama
Trump

Governor Snyder's favorable ratings dipped slightly, with 28.5% giving him a rating of "excellent" or "good."

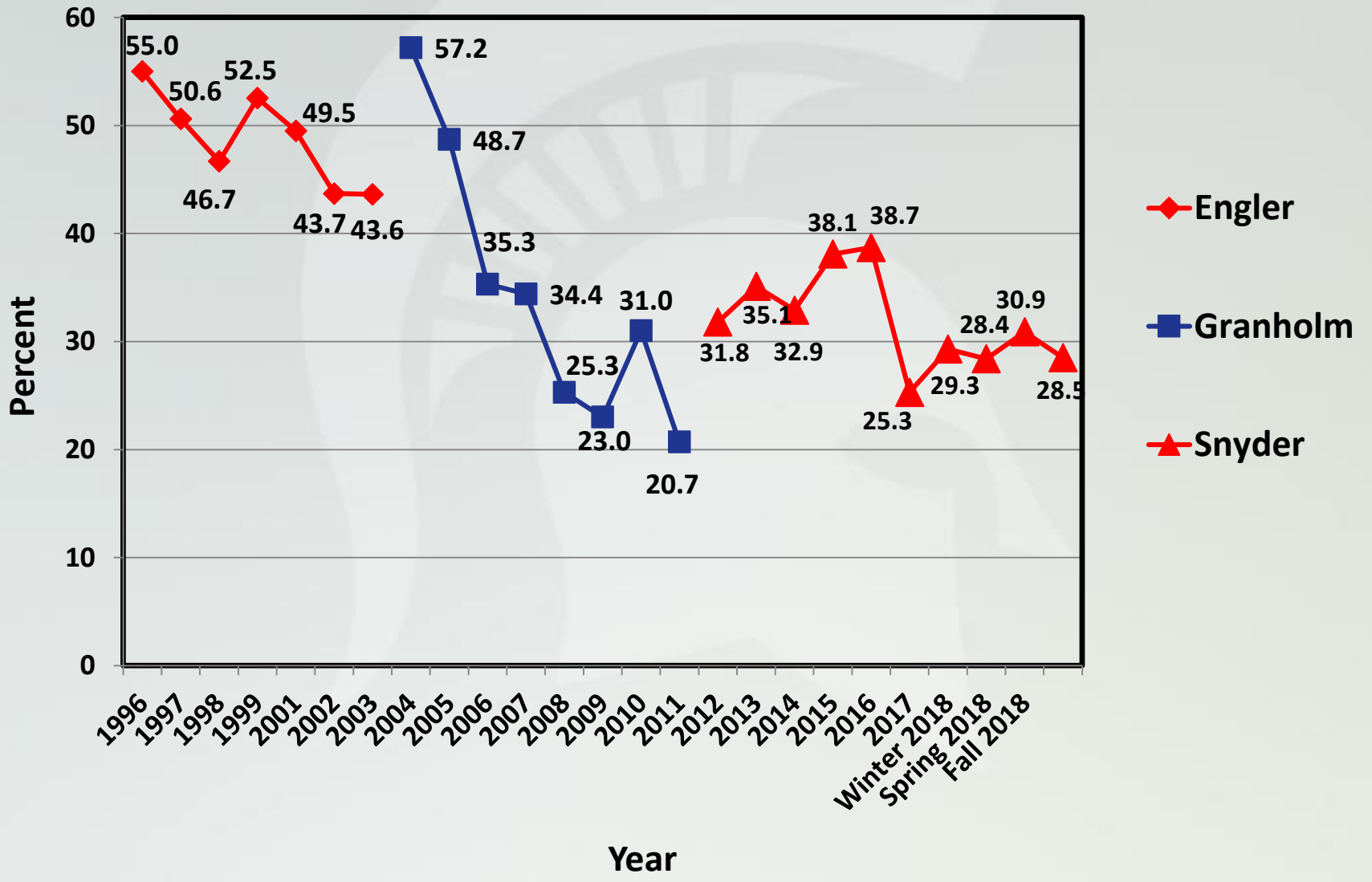

Michigan Residents' Ratings of
Governor Snyder's Performance, Fall 2018
Percent
40
35
30
25
20
15
10
5
0
6.5
22.0
39.1
32.4
Excellent
Good
Fair
Poor

Former Governors Engler and Granholm had their lowest ratings in the last round of State of the State Survey before they left office.

Governor Snyder has avoided that fate. His last set of ratings are well below his best, but also not his worst.


Percentage of Michigan Residents Rating Governor Snyder's Performance as "Excellent" or "Good", 2011-2018
Percent
50
45
40
35
30
25
20
15
10
5
0
44.5
31.5
19.3
33.0
36.8
35.5
34.0
29.2
35.6
39.2
37.1
37.9
35.6
41.8
25.3
25.2
29.3
28.4
30.9
28.5
Winter 2011
Spring 2011
Fall 2011
Winter-Spring 2012
Summer 2012
Fall 2012
Winter 2013
Spring 2013
Fall 2013
Winter 2014
Spring 2014
Fall 2014
Spring 2015
Fall 2015
Winter 2016
Fall 2016
Summer 2017
Winter 2018
Spring 2018
Fall 2018

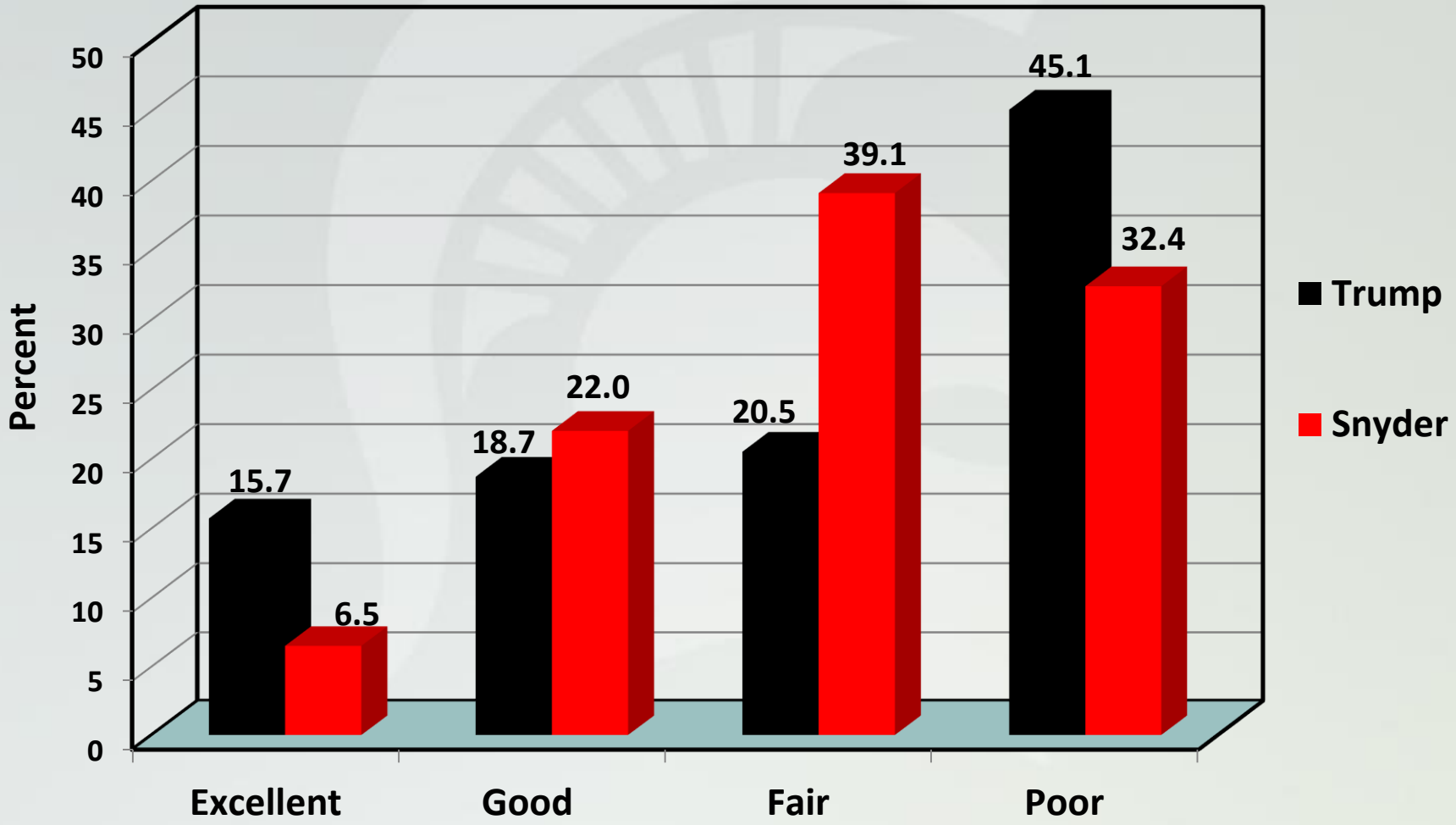
Percentage of Michigan Residents Rating Performance of Governors as "Excellent" or "Good," 1995-2018



President Trump evokes more extreme responses than Governor Snyder:

Trump has a higher percentage of “excellent” ratings, but also a higher percentage of “poor” ratings.

Michigan Residents' Ratings of the Performances of President Trump and Governor Snyder, Fall 2018



When we look beneath the statewide averages, the ratings for Trump and Snyder reveal stark differences in attitudes, by race, sex, party affiliation, and region.

Attitudes by Race and Gender

Views of Michigan Residents by Race and Sex

	State of Michigan		Women	Men		Whites	Blacks
Trump "Excellent" or Good"	34.4%		27.0%	42.6%		40.1%	6.4%
Snyder "Excellent" or Good"	28.5%		22.7%	34.9%		32.2%	6.7%

Attitudes by Political Party

Views of Michigan Residents by Political Party

	State of Michigan	Republican	Independent	Democrat
Trump "Excellent" or Good"	34.4%	83.2%	26.5%	5.8%
Snyder "Excellent" or Good"	28.5%	60.5%	26.4%	7.4%

Regional Attitudes

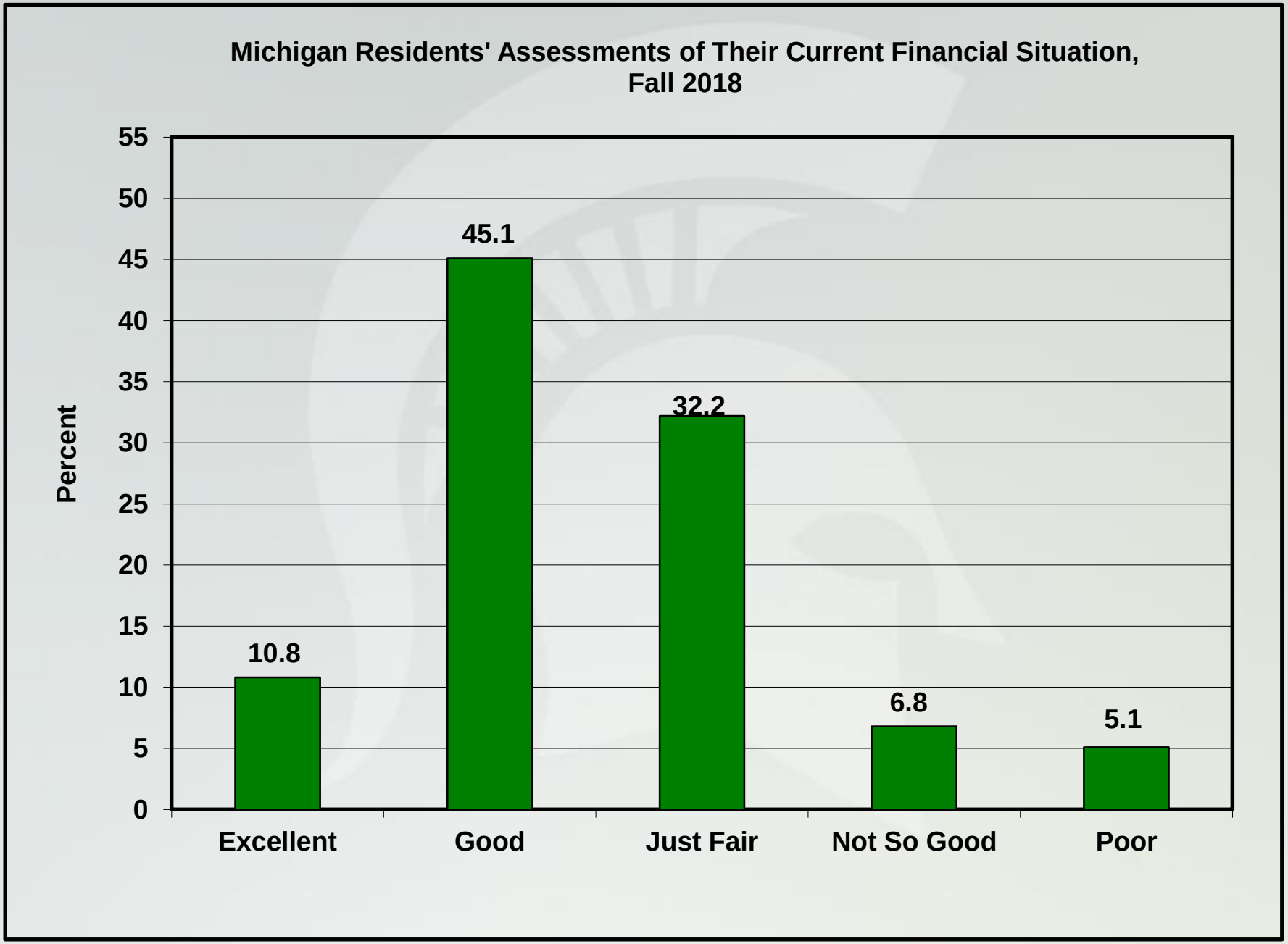
Views of Residents from Different Regions in Michigan

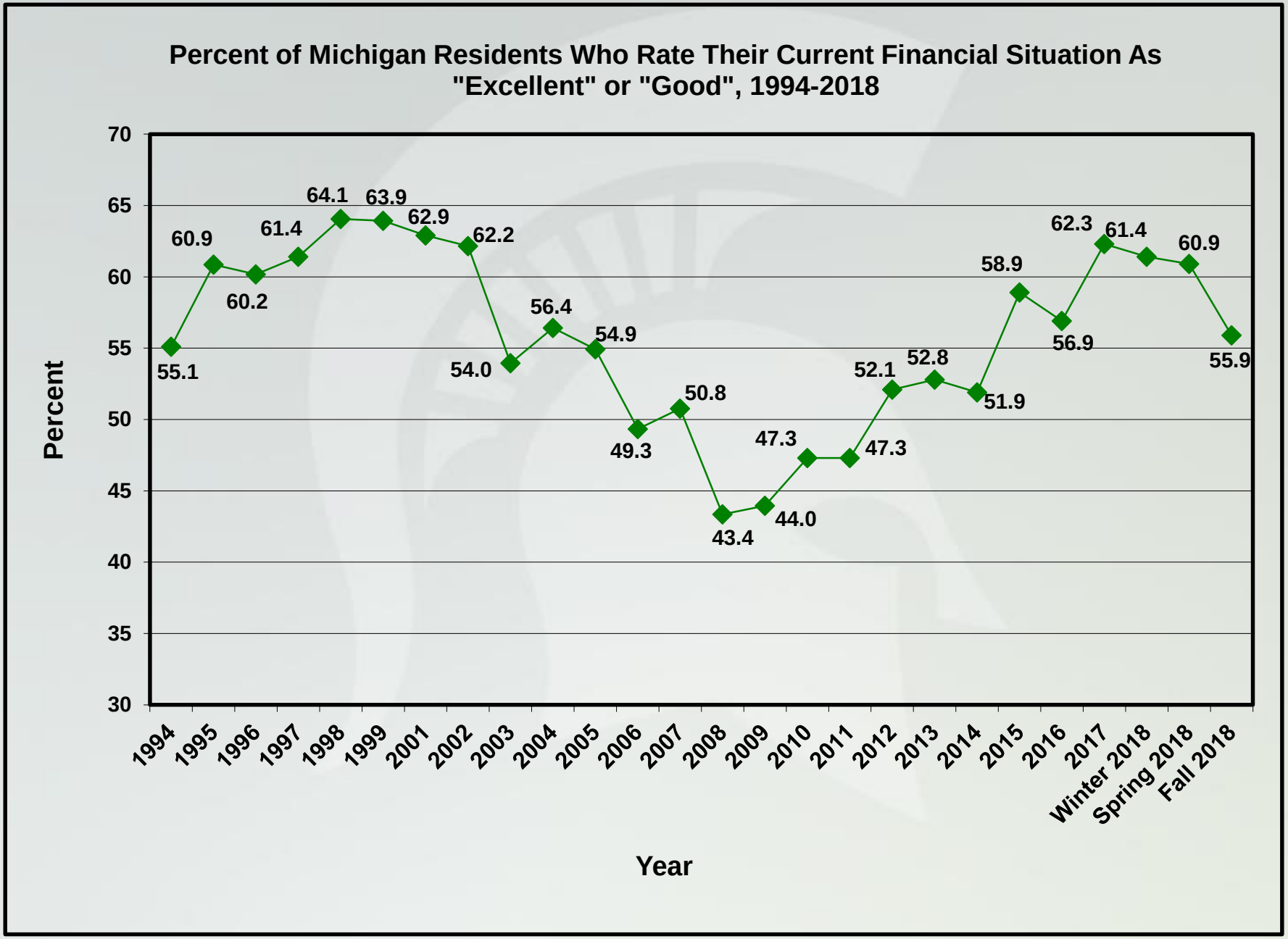
	State of Michigan	City of Detroit	Wayne, Oakland, Macomb	Grand Rapids Area*
Trump "Excellent" or Good"	34.4%	7.7%	26.0%	46.9%
Snyder "Excellent" or Good"	28.5%	12.1%	24.1%	44.8%

* Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, Newaygo, and Ottawa Counties

The fraction of Michigan residents who say their current financial situation is "excellent" or "good" dropped a bit, but remained strong by historical standards.

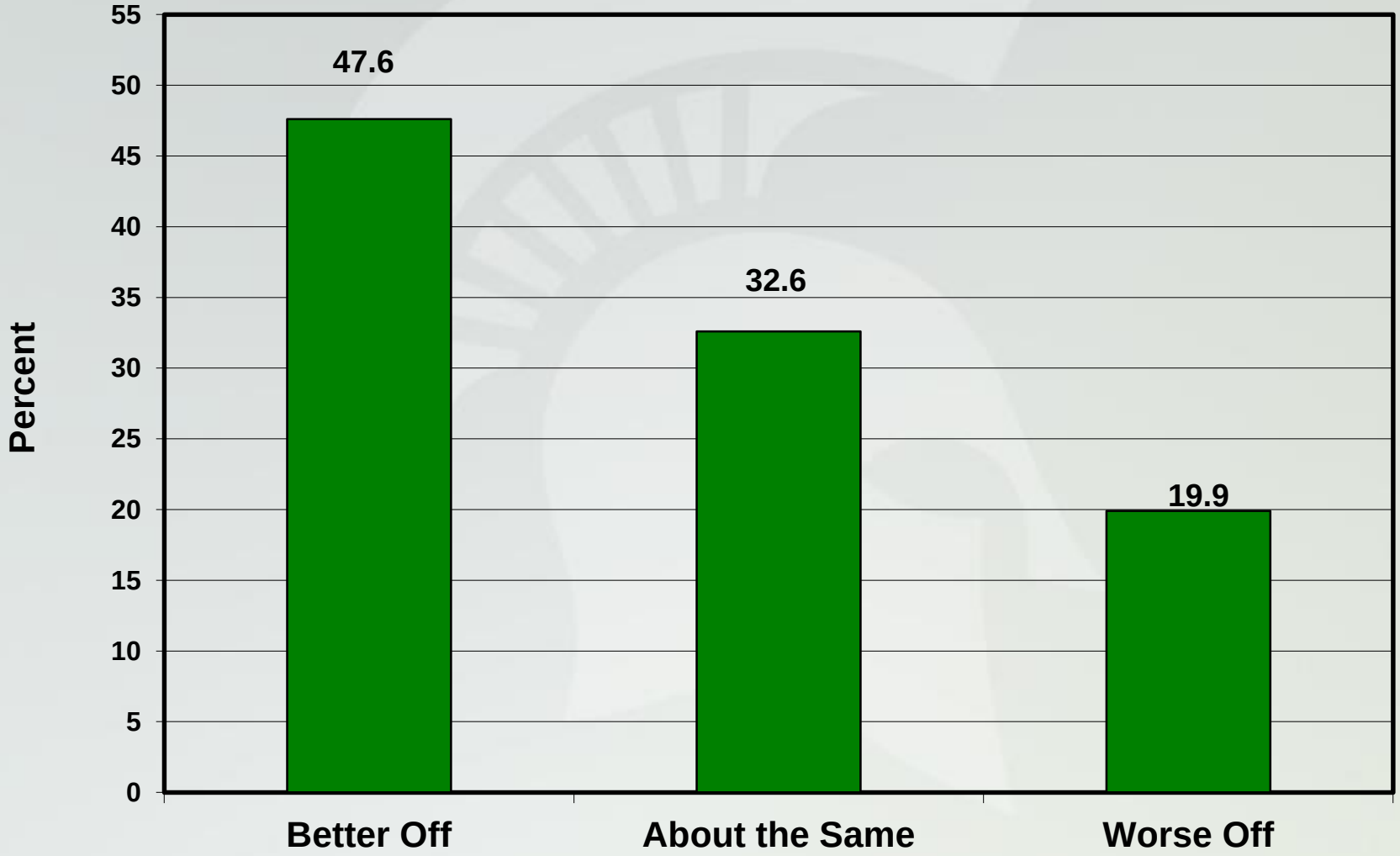
Assessments of the current financial situation remained slightly below the all-time highs, set in the late 1990s and early 2000s.


Michigan Residents' Assessments of Their Current Financial Situation, Fall 2018
Percent
55
50
45
40
35
30
25
20
15
10
5
0
10.8
45.1
32.2
6.8
5.1
Excellent
Good
Just Fair
Not So Good
Poor

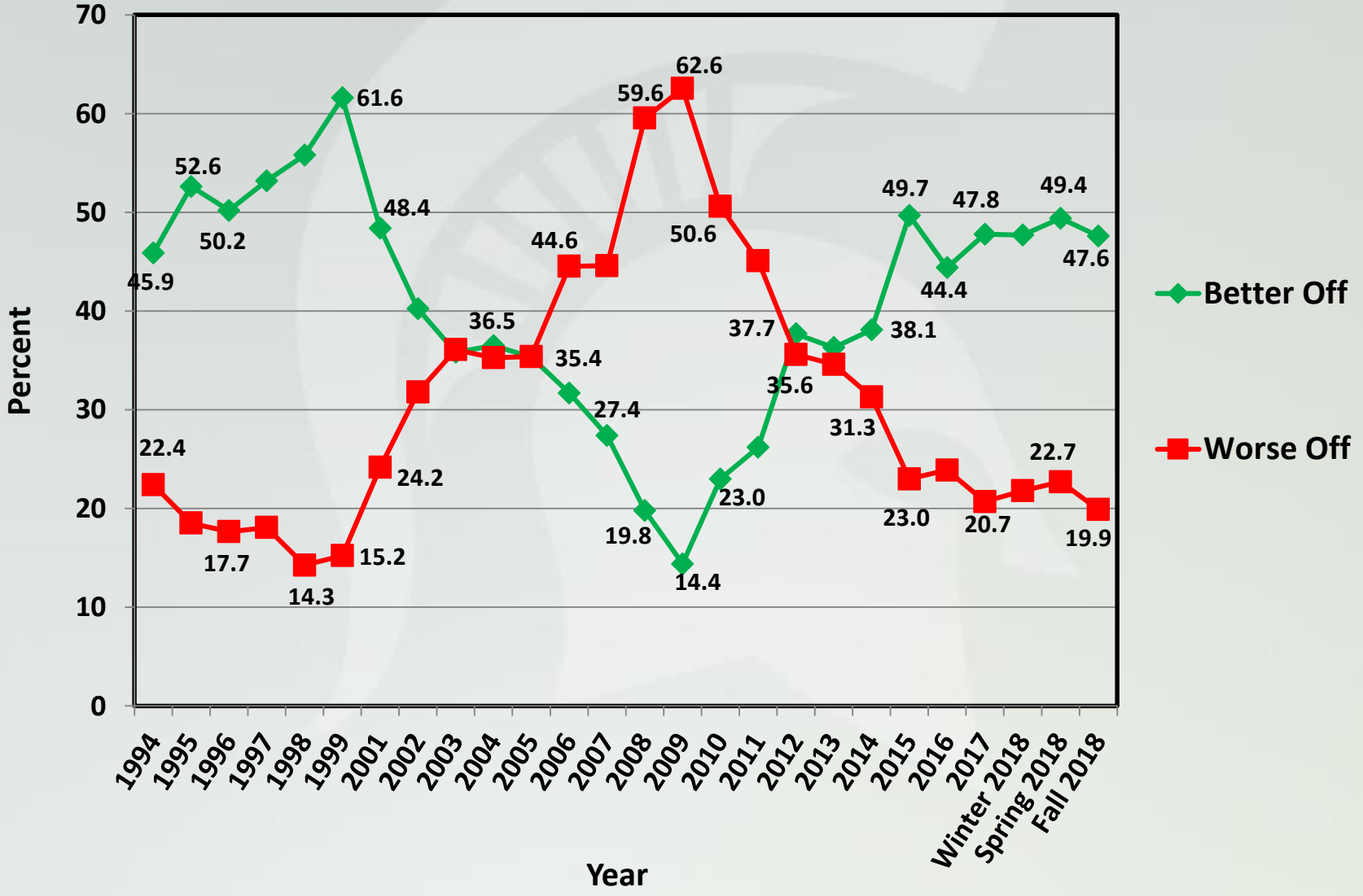

Percent of Michigan Residents Who Rate Their Current Financial Situation As "Excellent" or "Good", 1994-2018
Percent
70
65
60
55
50
45
40
35
30
55.1
60.9
60.2
61.4
64.1
63.9
62.9
62.2
54.0
56.4
54.9
49.3
50.8
43.4
44.0
47.3
47.3
52.1
52.8
51.9
58.9
56.9
62.3
61.4
60.9
55.9
1994
1995
1996
1997
1998
1999
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
Winter 2018
Spring 2018
Fall 2018
Year

When asked whether they are *better off than one year ago*, Michigan residents gave ratings that were among the best of this century.

Michigan Residents' Beliefs About Whether They Are Better Off Than One Year Ago, Fall 2018

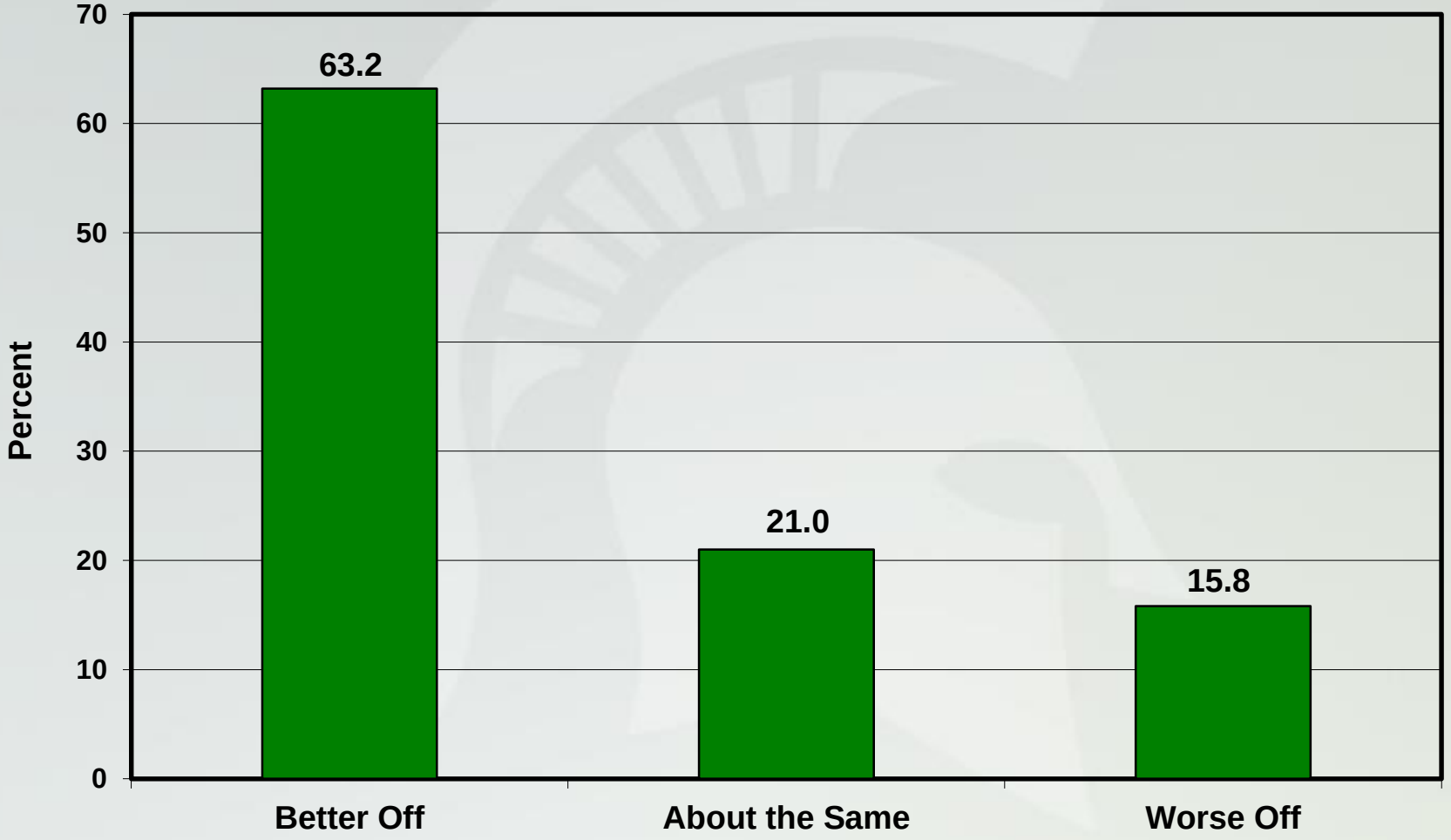


Michigan Residents' Beliefs About Whether They Are Better Off or Worse Off Than One Year Ago, 1995-2018

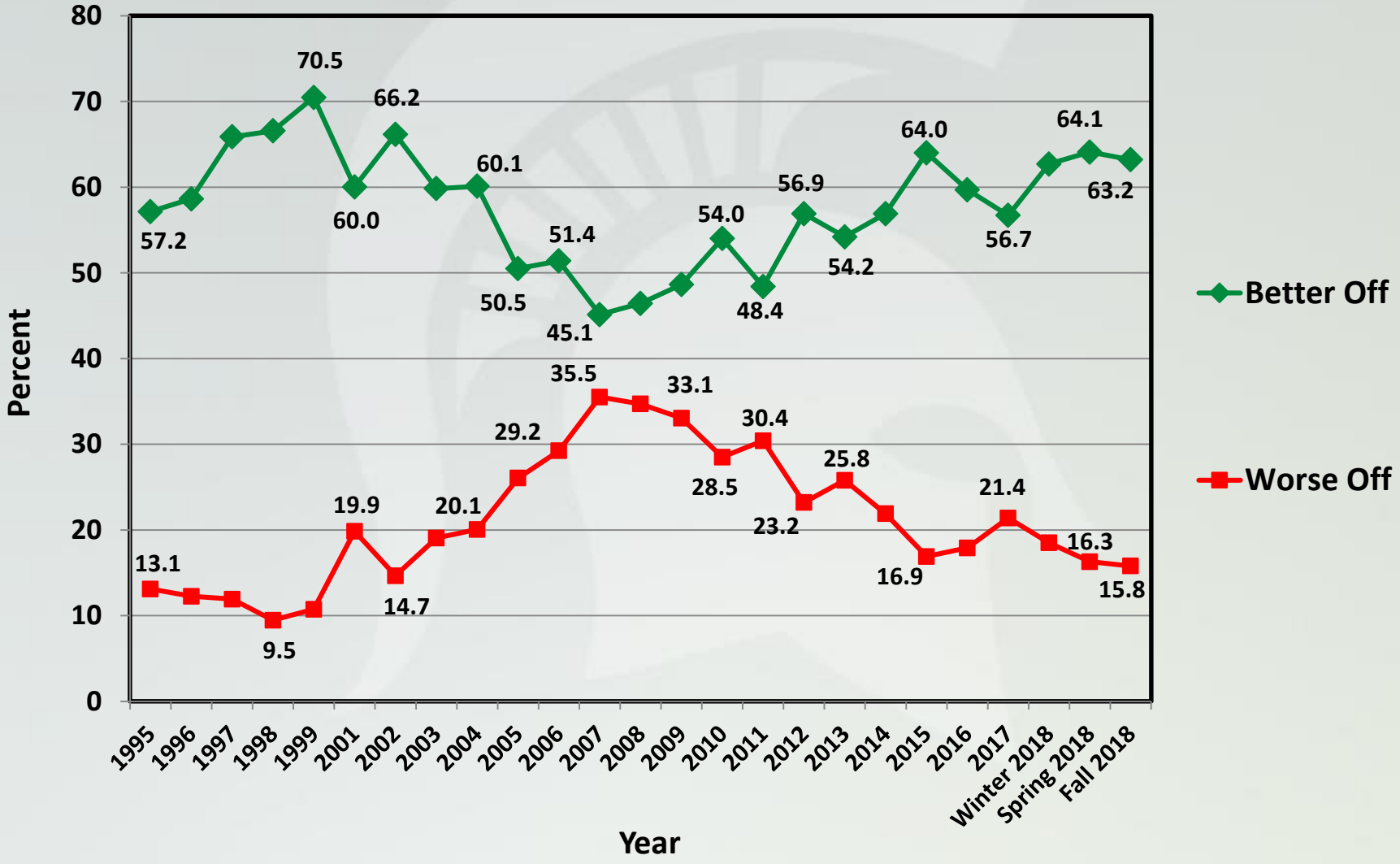


Michigan residents' assessment of whether they will be *better off one year from now* was also one of the best in more than a decade.

Michigan Residents' Beliefs About Whether They Will Be Better Off One Year From Now, Fall 2018



Michigan Residents' Beliefs About Whether They Will Be Better Off One Year From Now, 1995-2018



For all three of these measures of consumer confidence, the ratings are much better than in 2006-2011, but still lower than in 1999.

Reports of current financial situation, for different groups of Michigan residents:

	“Excellent” or "Good"	“Not So Good” or "Poor"
State of Michigan	55.9%	11.9%
Men	60.6	12.1
Women	51.6	11.9
White	60.4	11.8
Black	36.8	16.1

Reports of current financial situation, for different groups of Michigan residents:

	"Excellent" or "Good"	"Not So Good" or "Poor"
State of Michigan	55.9%	11.9%
Republican	72.7	5.4
Independent	56.3	11.6
Democrat	46.5	11.9
Income Above $100K	90.7	1.0
Income $50K - $100K	61.9	7.7
Income $20K - $50K	41.0	13.0
Income Below $20K	14.6	39.7

Reports of current financial situation, for different groups of Michigan residents

	"Excellent" or "Good"	“Not So Good” or "Poor"
State of Michigan	55.9%	11.9%
Aged 65 and Over	69.6	7.5
Aged 30-64	51.6	12.0
Aged 18-29	56.1	14.8
City of Detroit	47.0	13.5
Wayne, Oakland, Macomb	51.0	13.5
Grand Rapids Area	58.1	3.9

How to Learn More about SOSS:

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

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THANK YOU!

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