

The Mood of The Electorate In Michigan



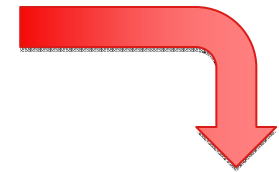
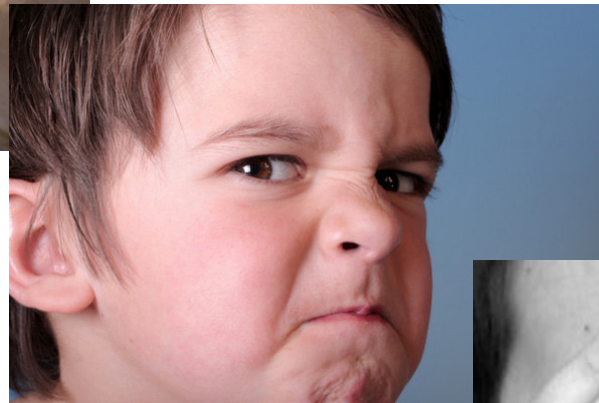
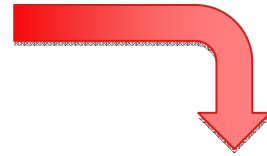
MRG Michigan Poll

Likely Voters

Methodology

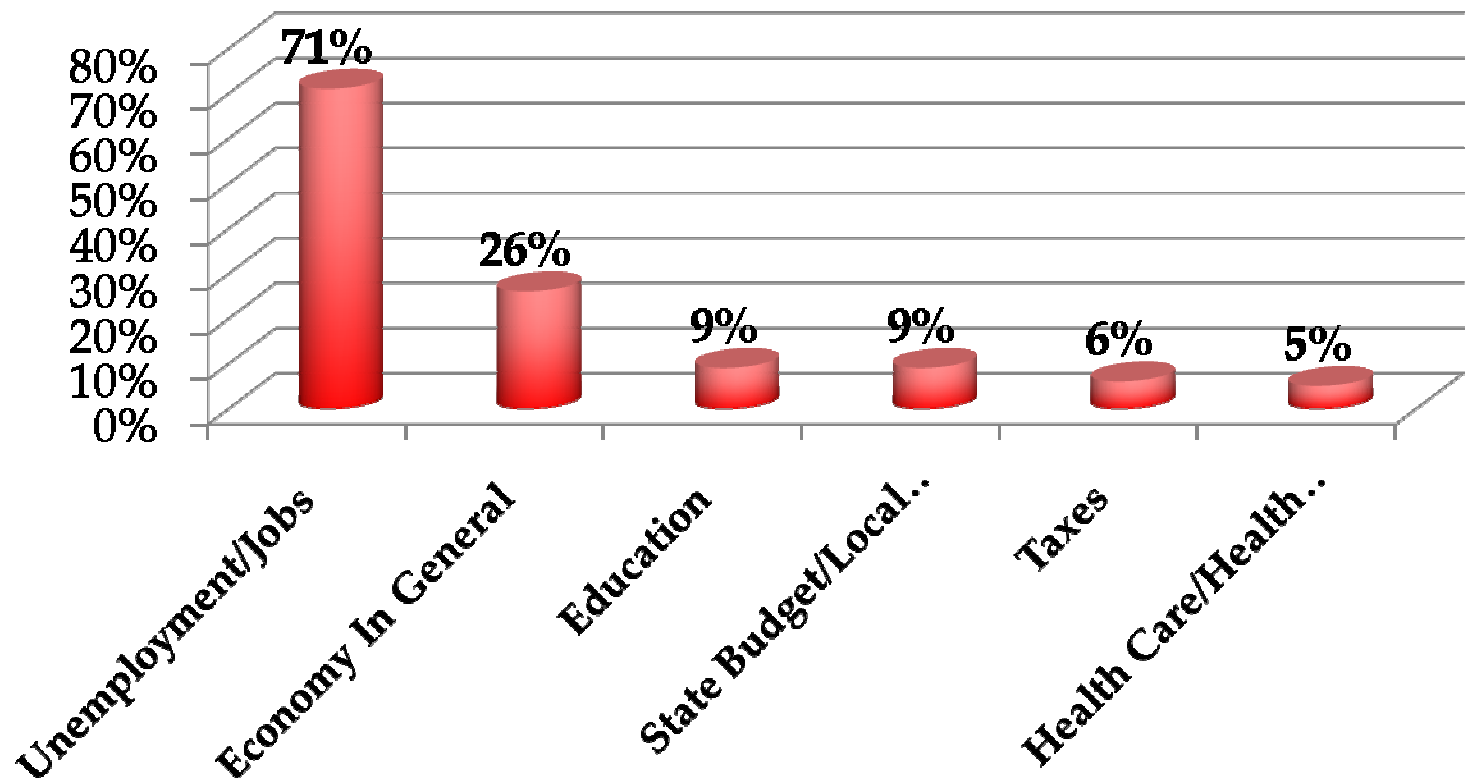
- Most Recent Field Dates: September 14-19, 2010 & January 24-27, 2011
- Sample Size: n=600
 - Margin of Error: $\pm 4\%$
- Likely Voters Stratified By Voter Turnout In The Next General Election

The Mood Of The Electorate



Most Important Problem

In your opinion, what do you think is the most important problem facing the State of Michigan at the present time?



Michigan
Statewide
Poll

September 14-
19,
2010

n=600

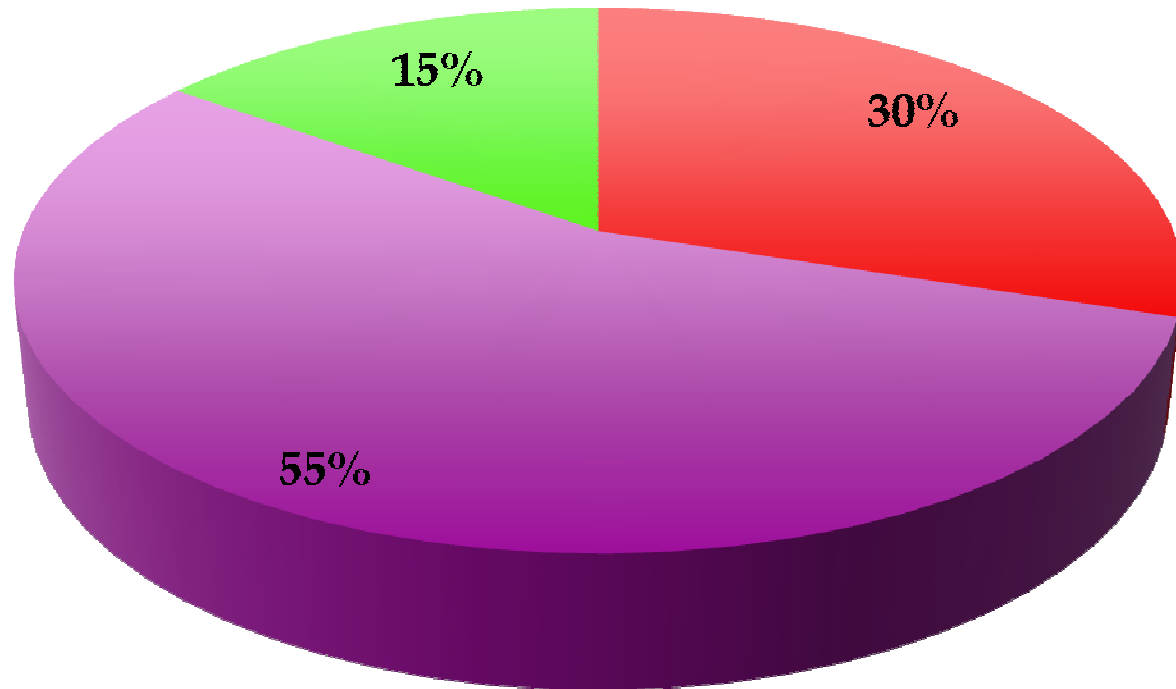
Likely Voters

MOE: $\pm 4\%$

Direction of The State

Do you feel things in the State of Michigan are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

■ Right Direction ■ Wrong Track ■ Don't Know/Refused



Michigan
Statewide
Poll

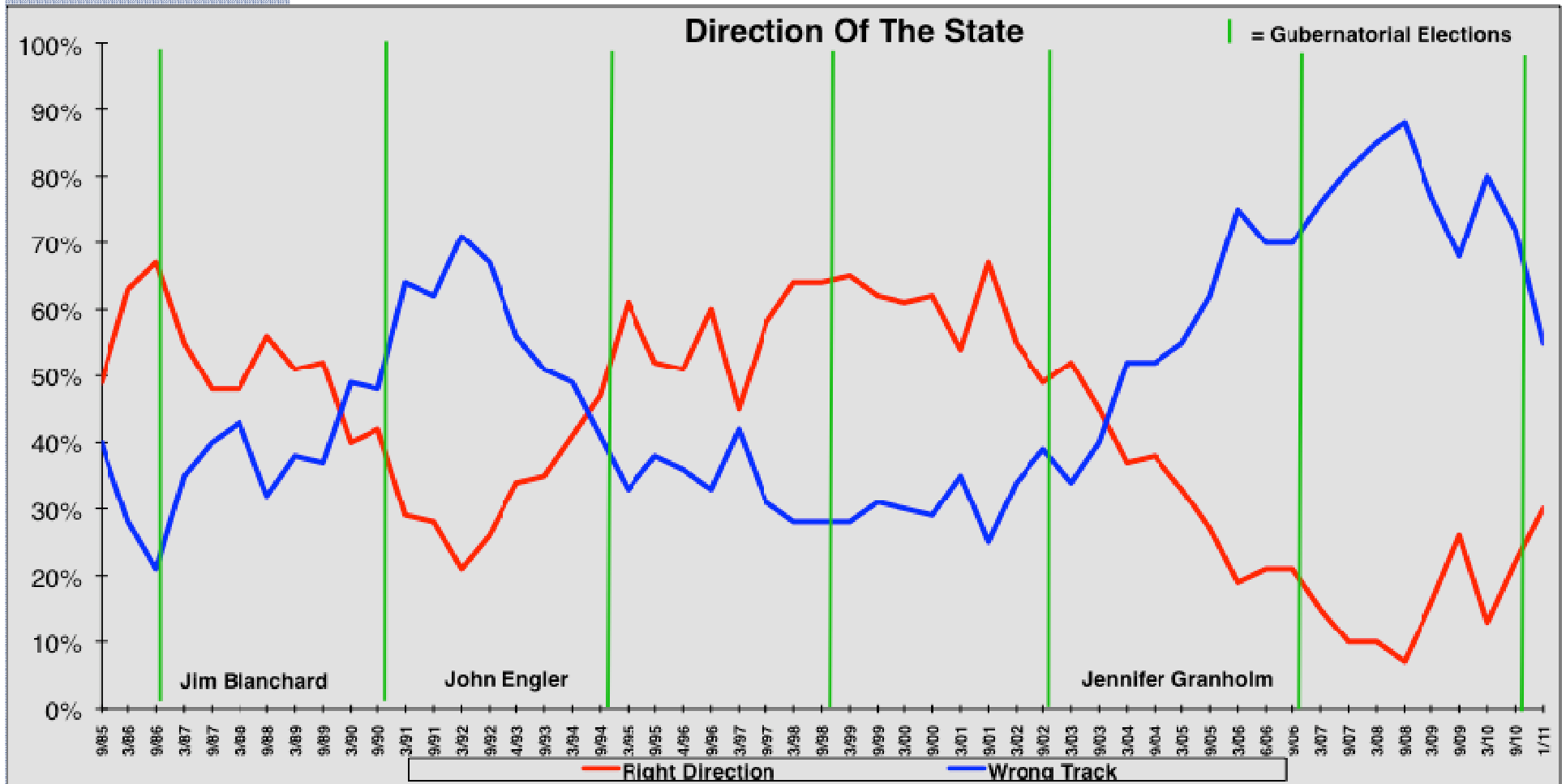
January 24-27,
2011

n=600

Likely Voters

MOE: \pm 4%

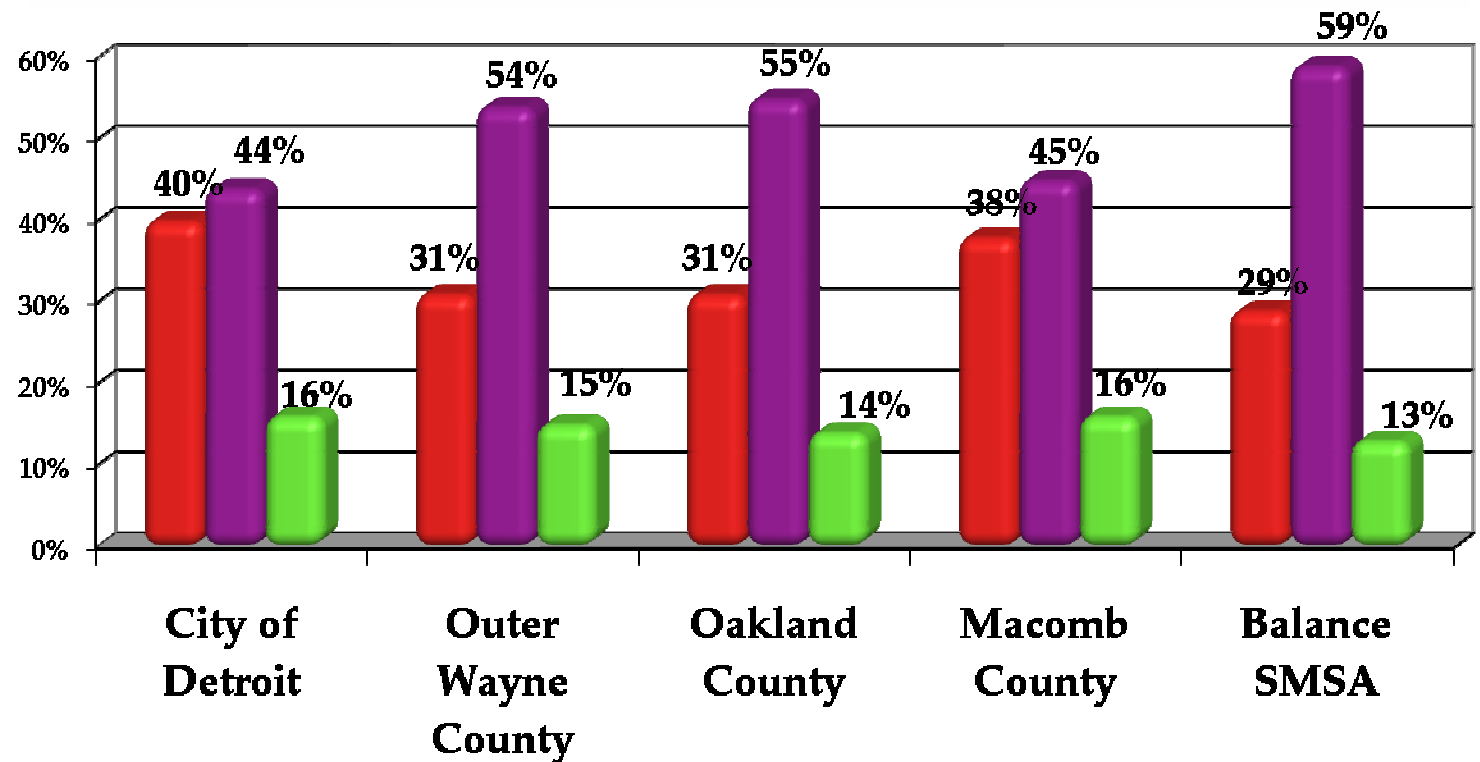
Direction of The State



Direction of The State

Detroit Market

■ Right Direction ■ Wrong Track ■ Don't Know/Refused



Michigan
Statewide
Poll

January 24-27,
2011

n=600

Likely Voters

MOE: ± 4%

Job Approval Rating Of The State Legislature

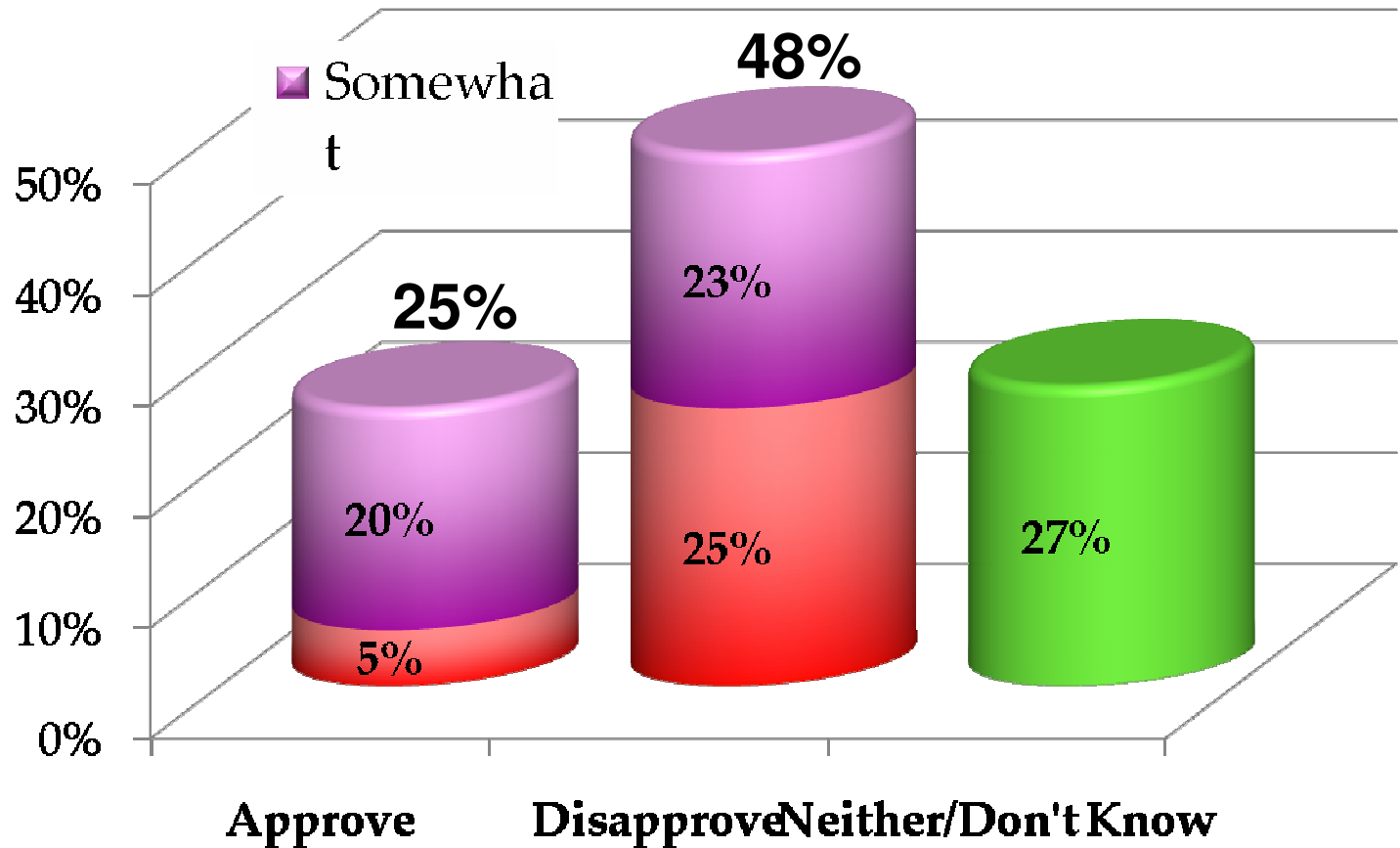
Michigan
Statewide
Poll

January 24-27,
2011

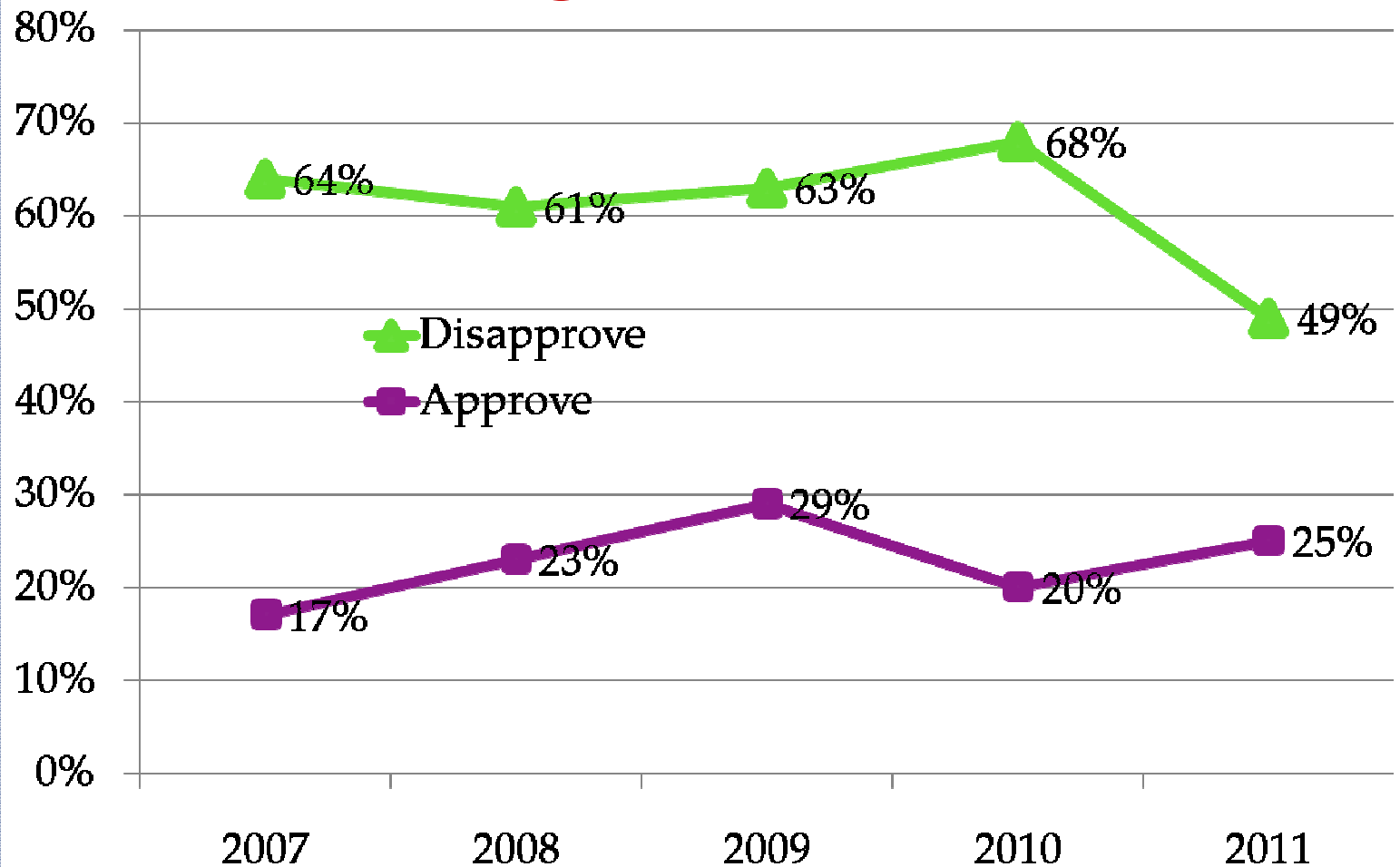
n=600

Likely Voters

MOE: $\pm 4\%$

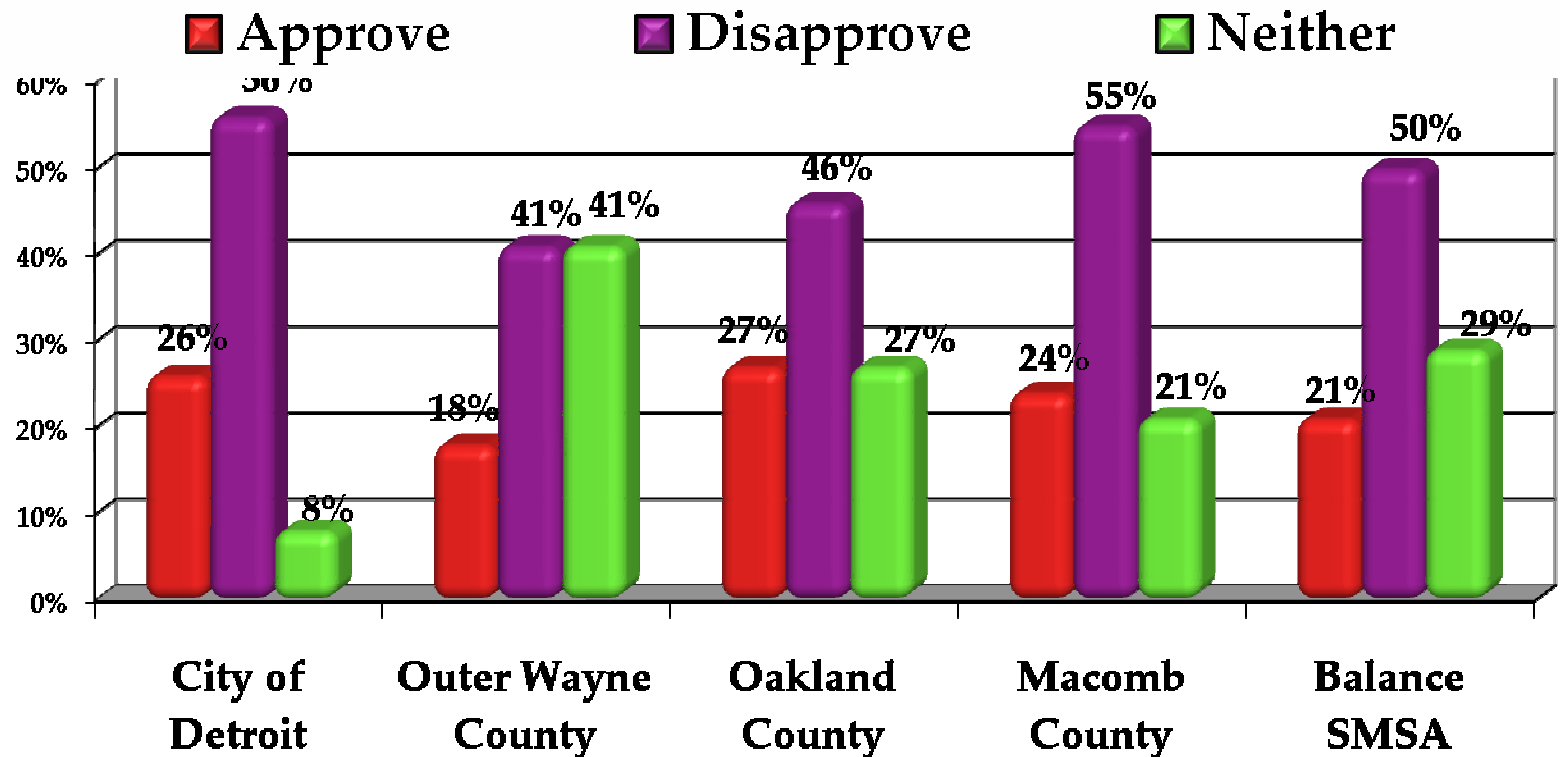


Job Approval Rating Of The State Legislature



Job Approval Rating Of The State Legislature

Detroit Market



Michigan
Statewide
Poll

January 24-27,
2011

n=600

Likely Voters

MOE: \pm 4%

Job Approval Rating Of Governor Snyder

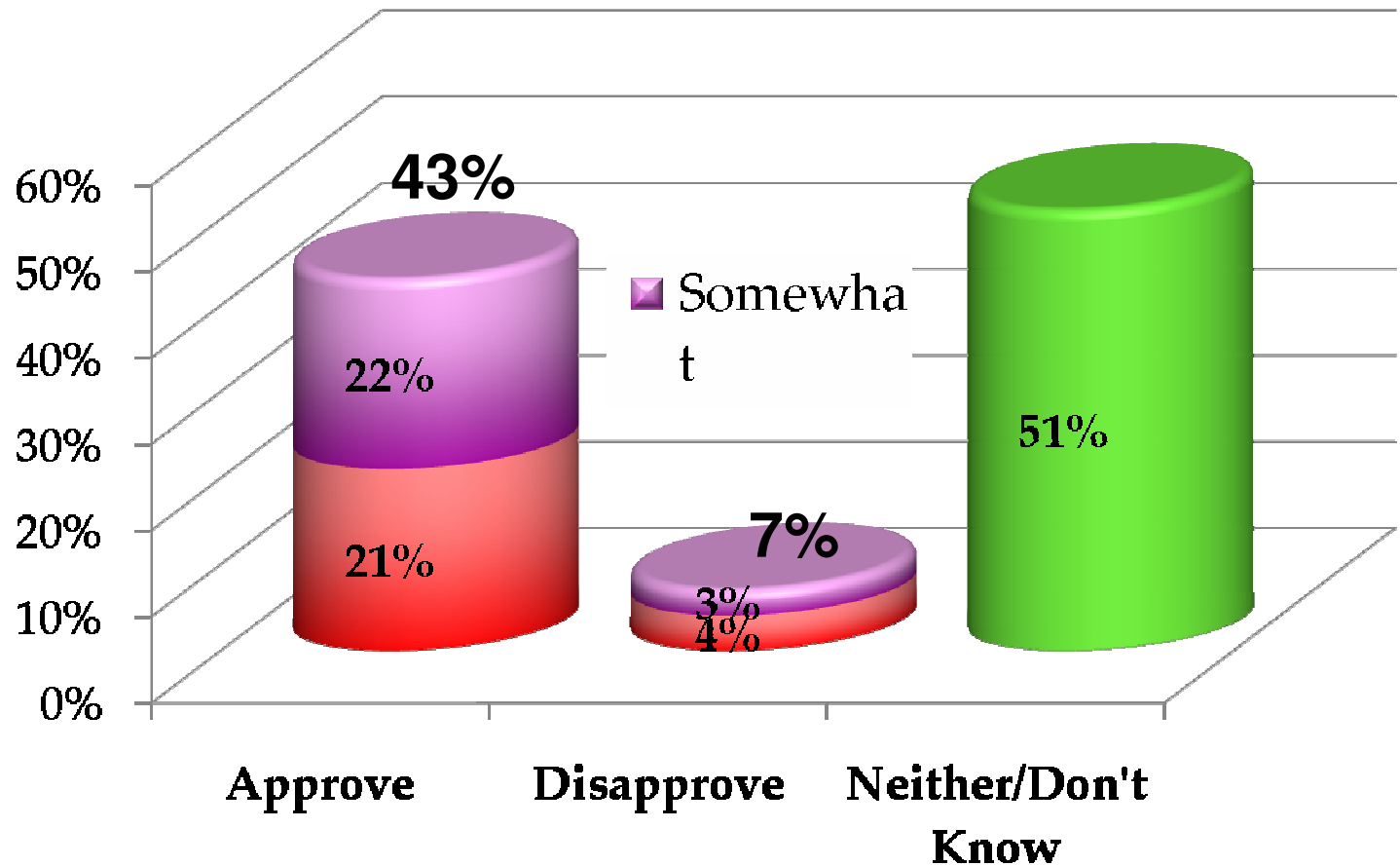
Michigan
Statewide
Poll

January 24-27,
2011

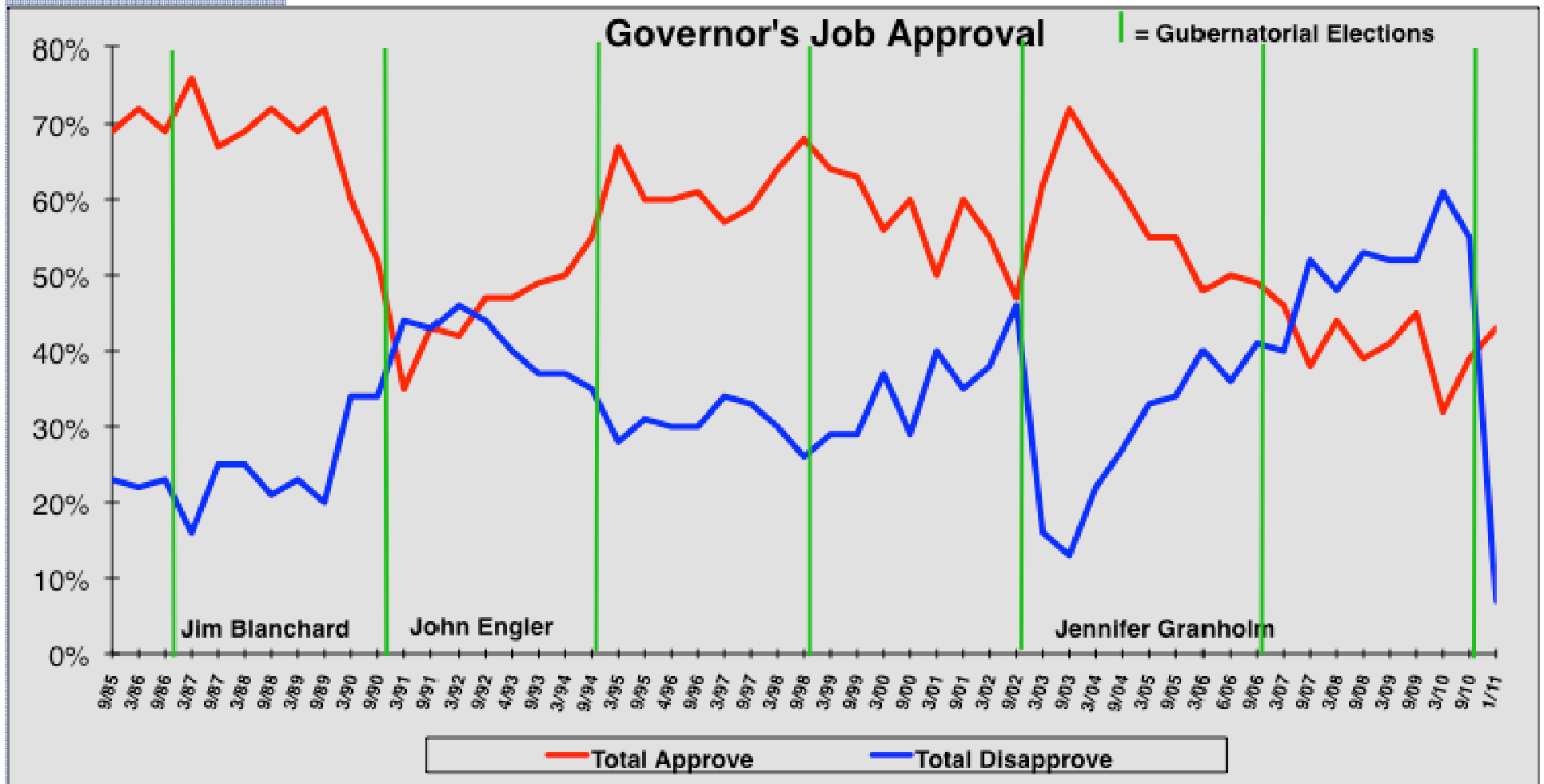
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Likely Voters

MOE: $\pm 4\%$

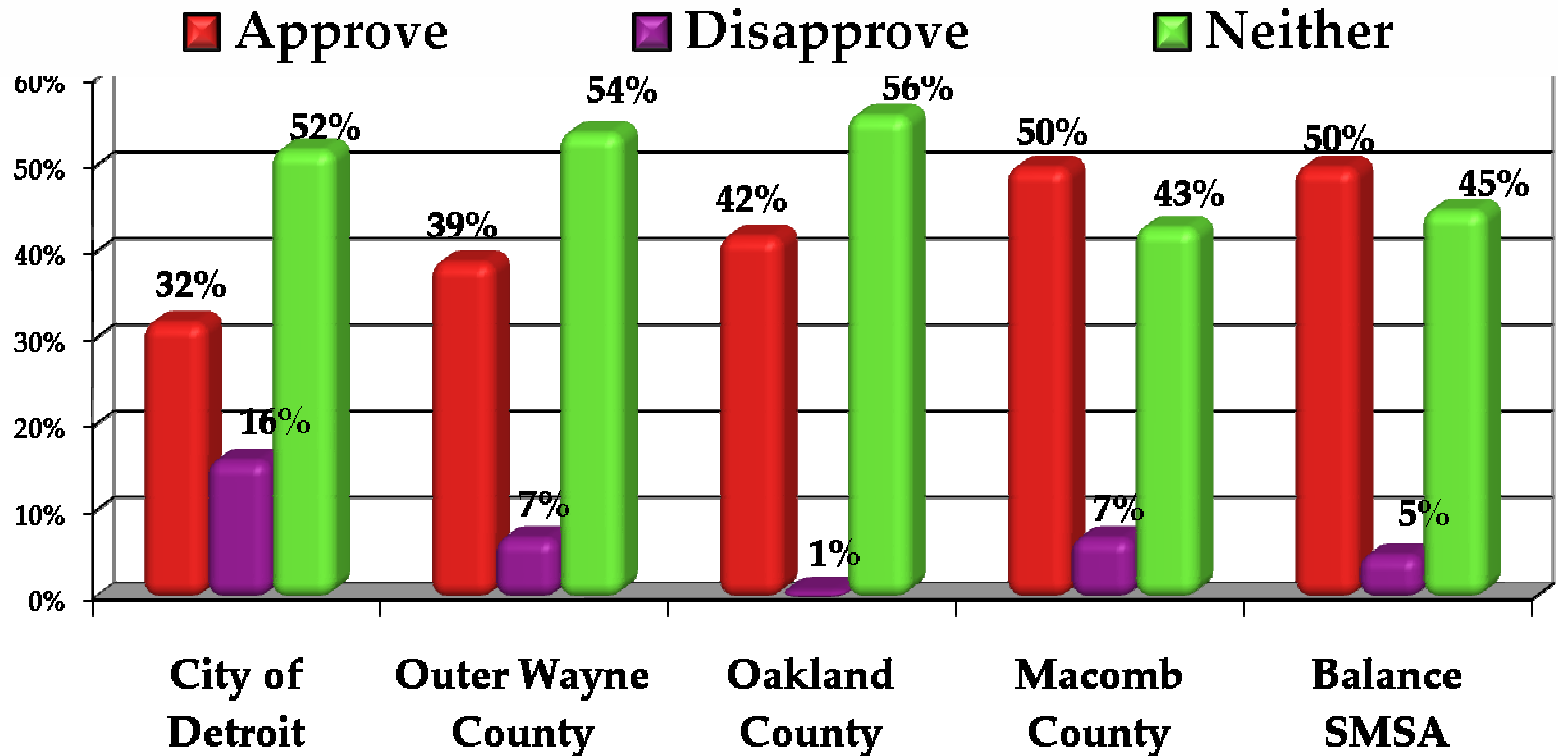


Job Approval Rating Of The Governor



Job Approval Rating Of Governor Snyder

Detroit Market



Michigan
Statewide
Poll

January 24-27,
2011

n=600

Likely Voters

MOE: \pm 4%

Job Approval Rating Of President Obama

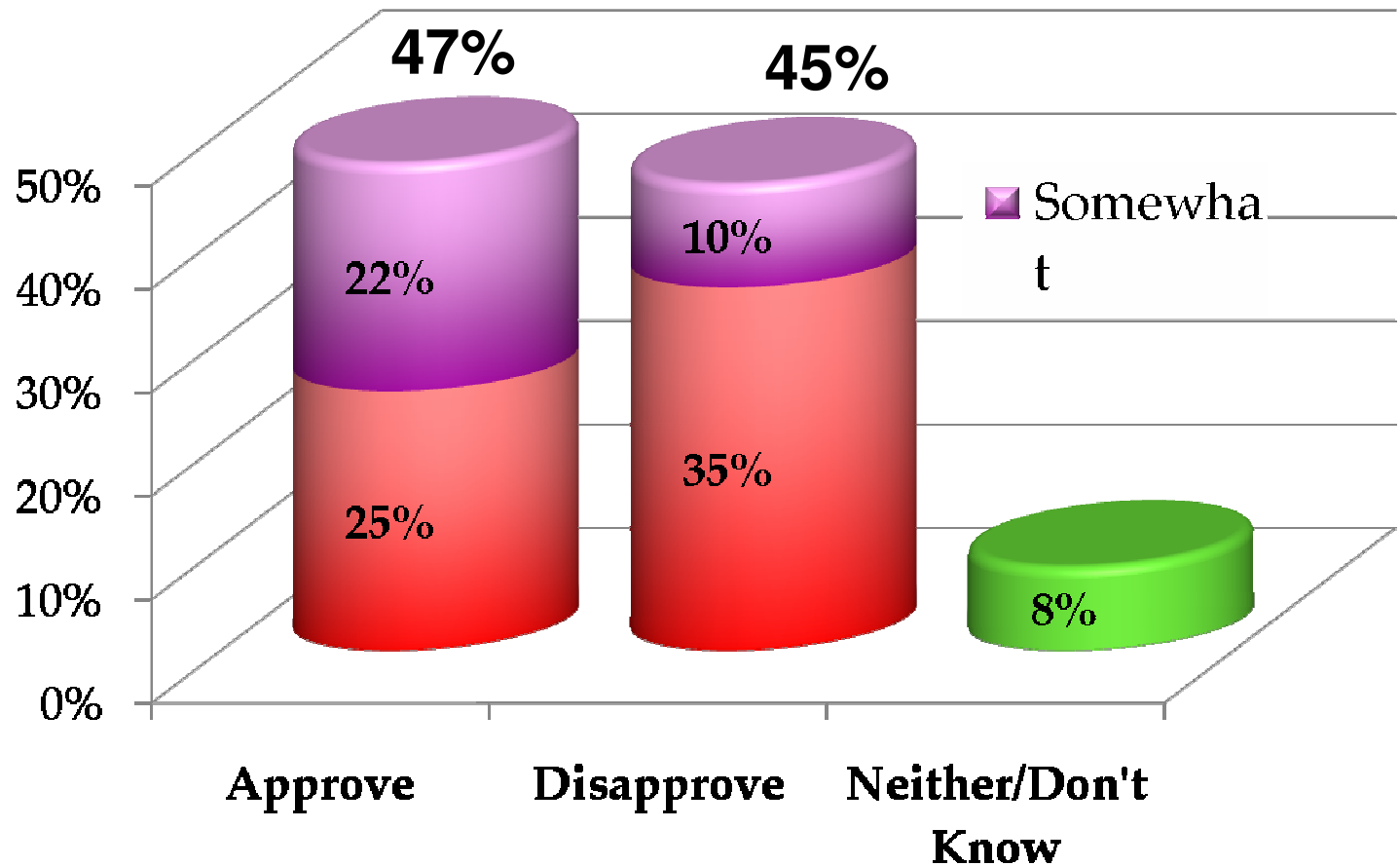
Michigan
Statewide
Poll

January 24-27,
2011

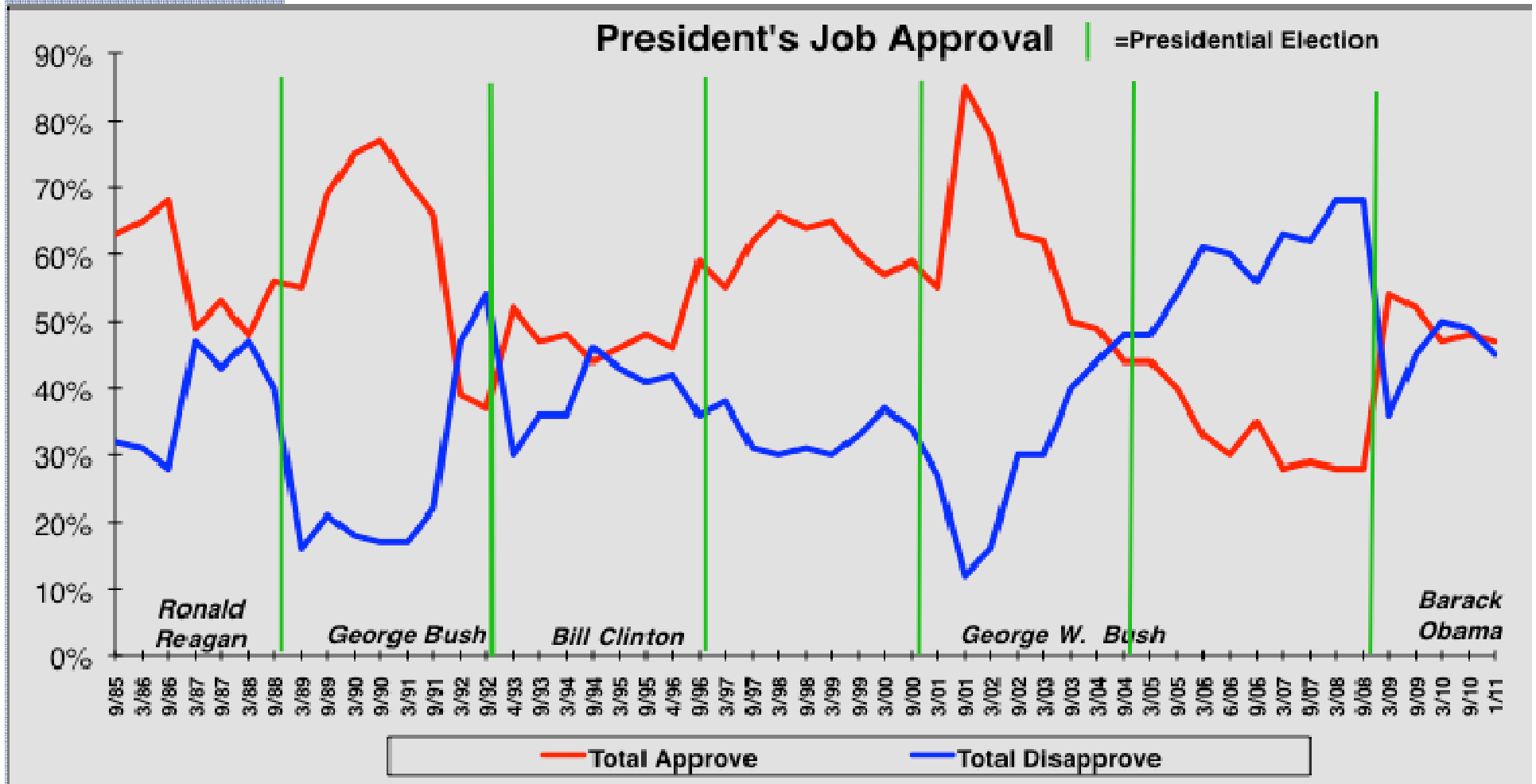
n=600

Likely Voters

MOE: $\pm 4\%$

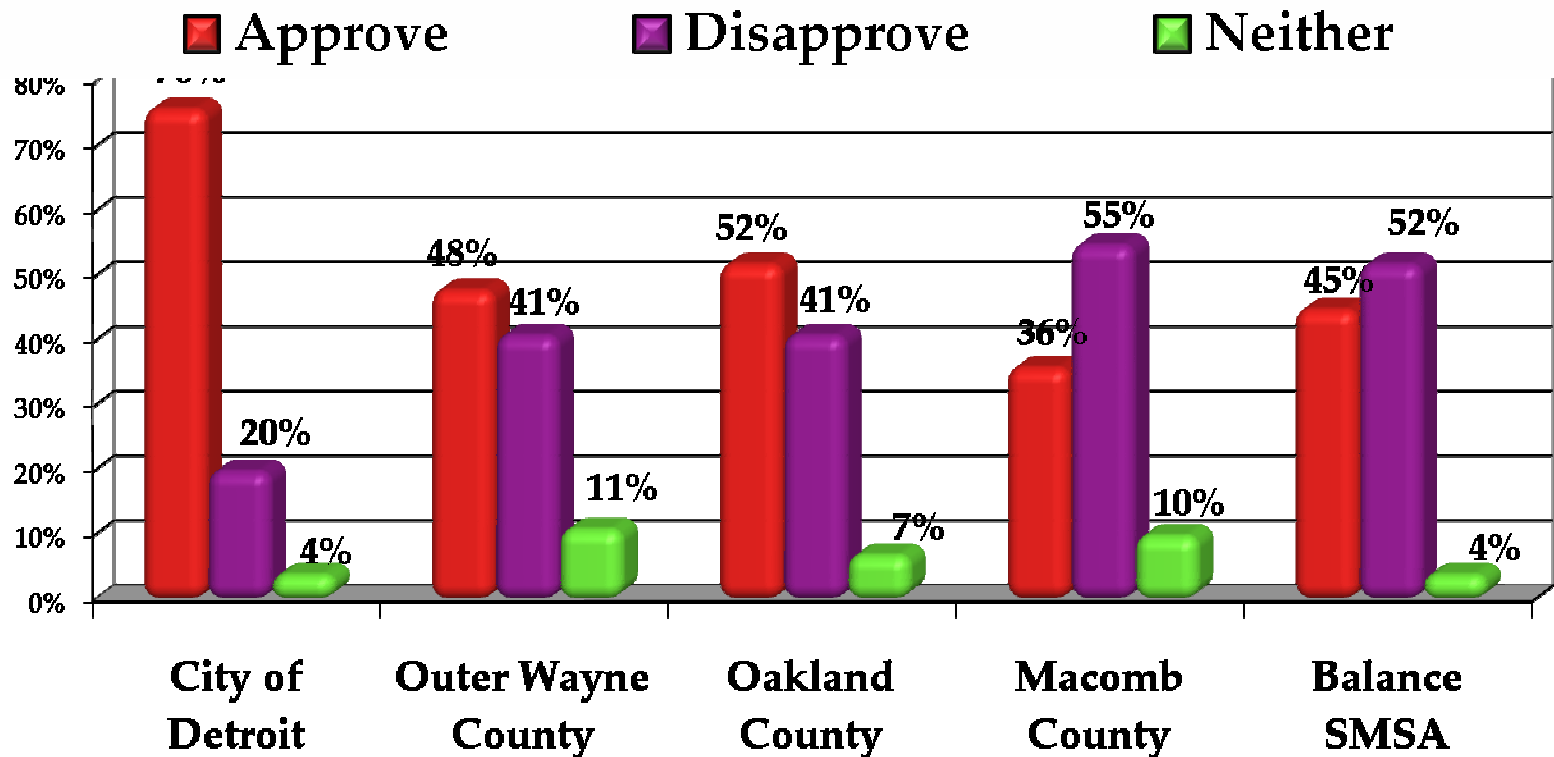


Job Approval Rating Of The President



Job Approval Rating Of President Obama

Detroit Market



Michigan
Statewide
Poll

January 24-27,
2011

n=600

Likely Voters

MOE: ± 4%

Which Party Runs Michigan Better?

Generally speaking, do you think the State of Michigan is better off when (ROTATE: the Republicans or the Democrats) are in control of state government?

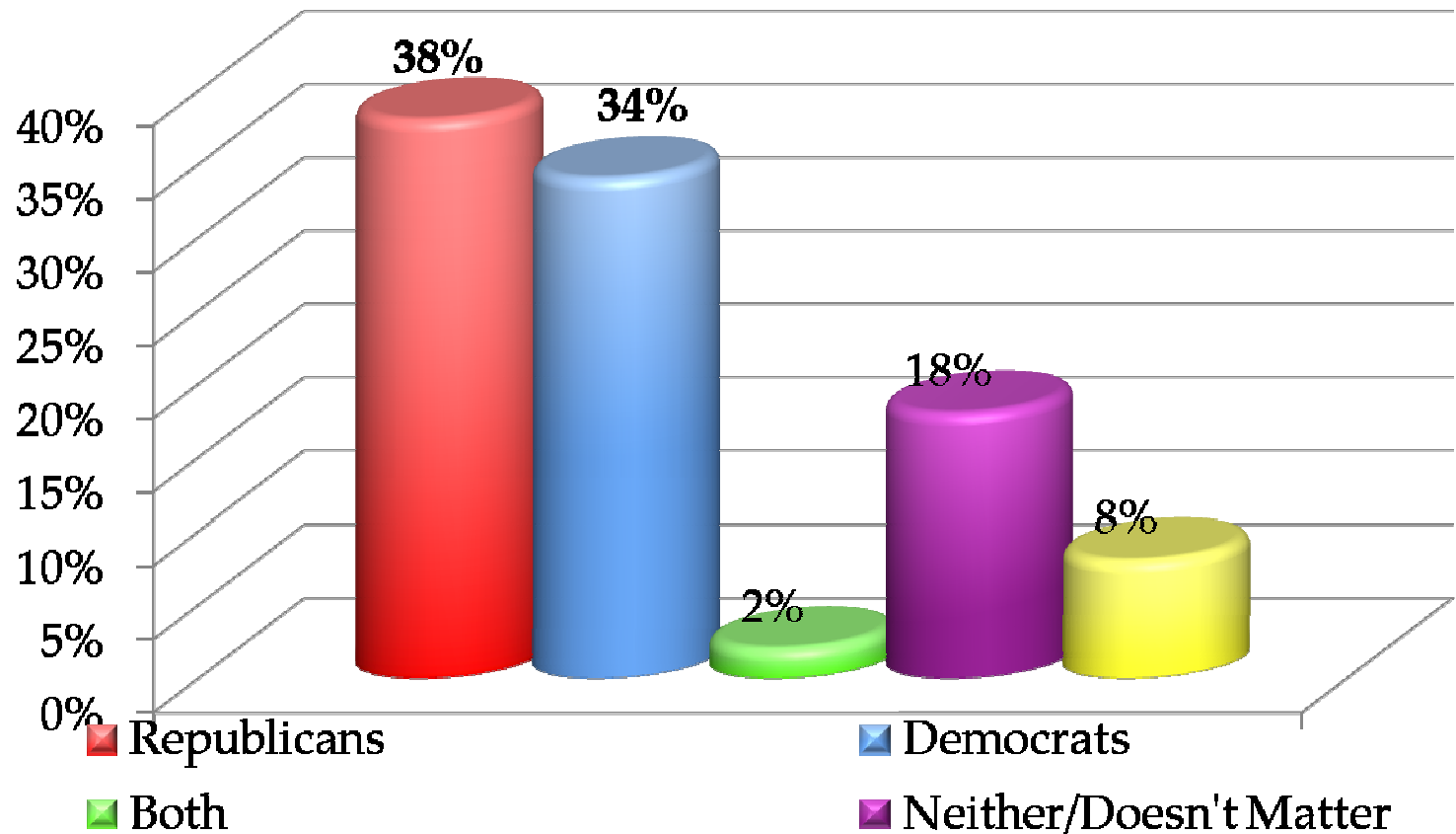
Michigan
Statewide
Poll

September 14-
19, 2010

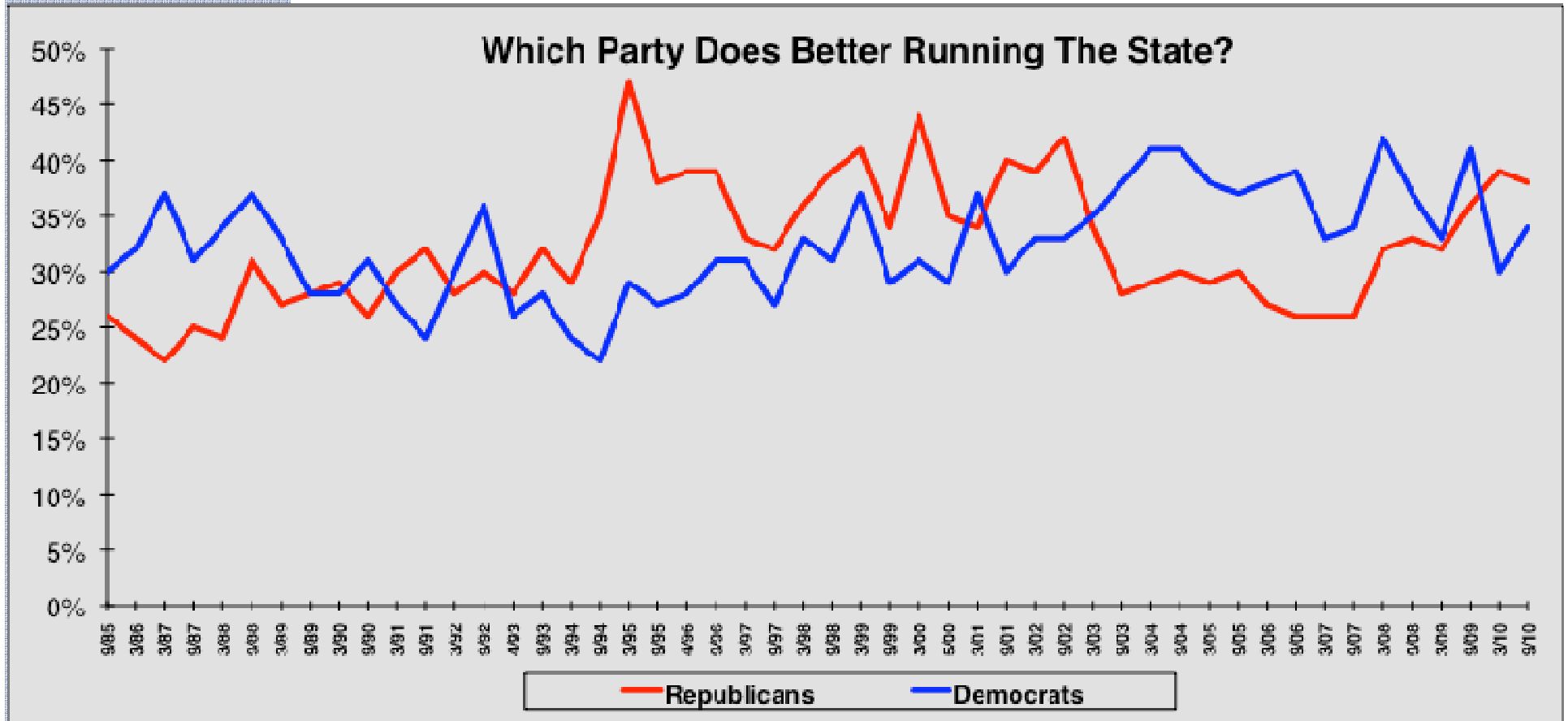
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Likely Voters

MOE: $\pm 4\%$



Which Party Runs Michigan Better?

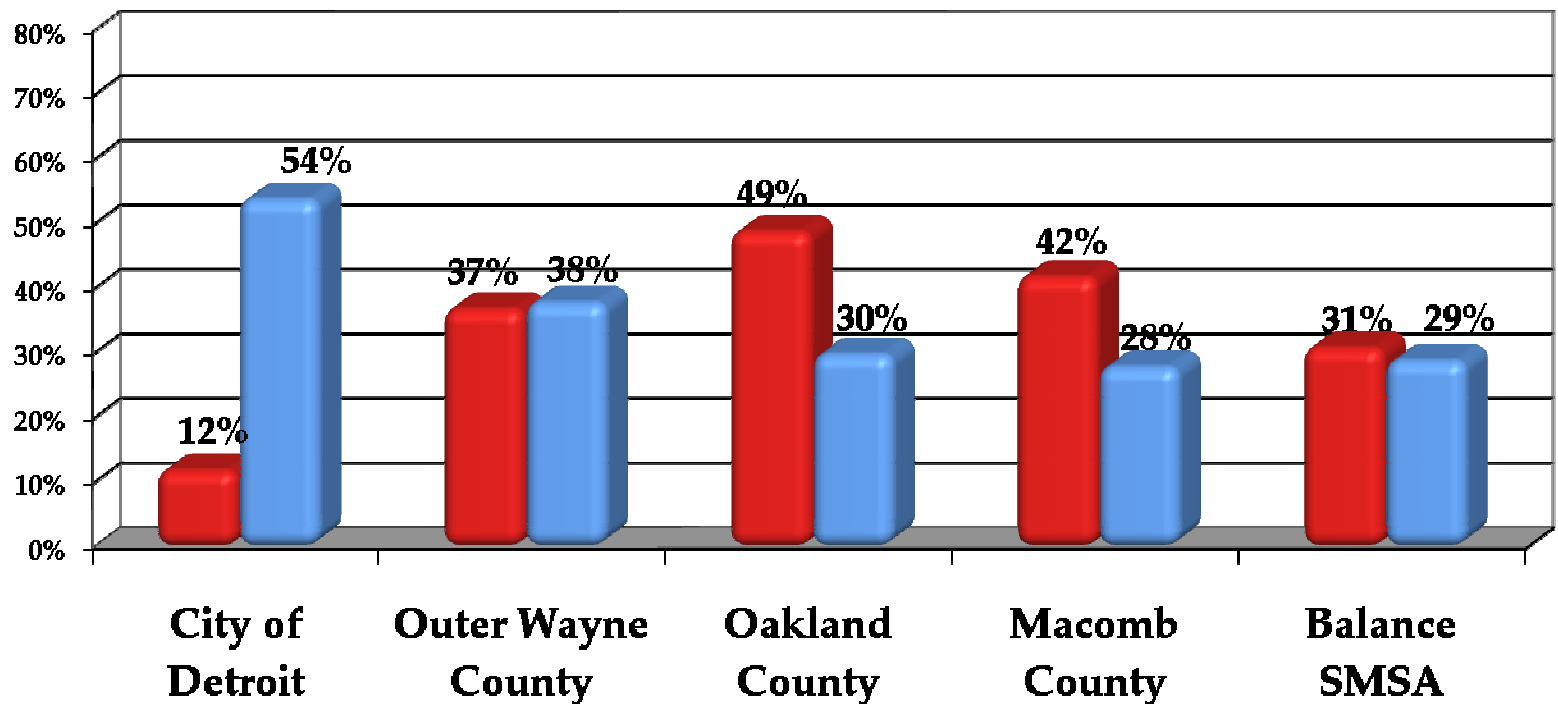


Which Party Runs Michigan Better?

Detroit Market

■ Republicans

■ Democrats



Michigan
Statewide
Poll

September 14-
19, 2010

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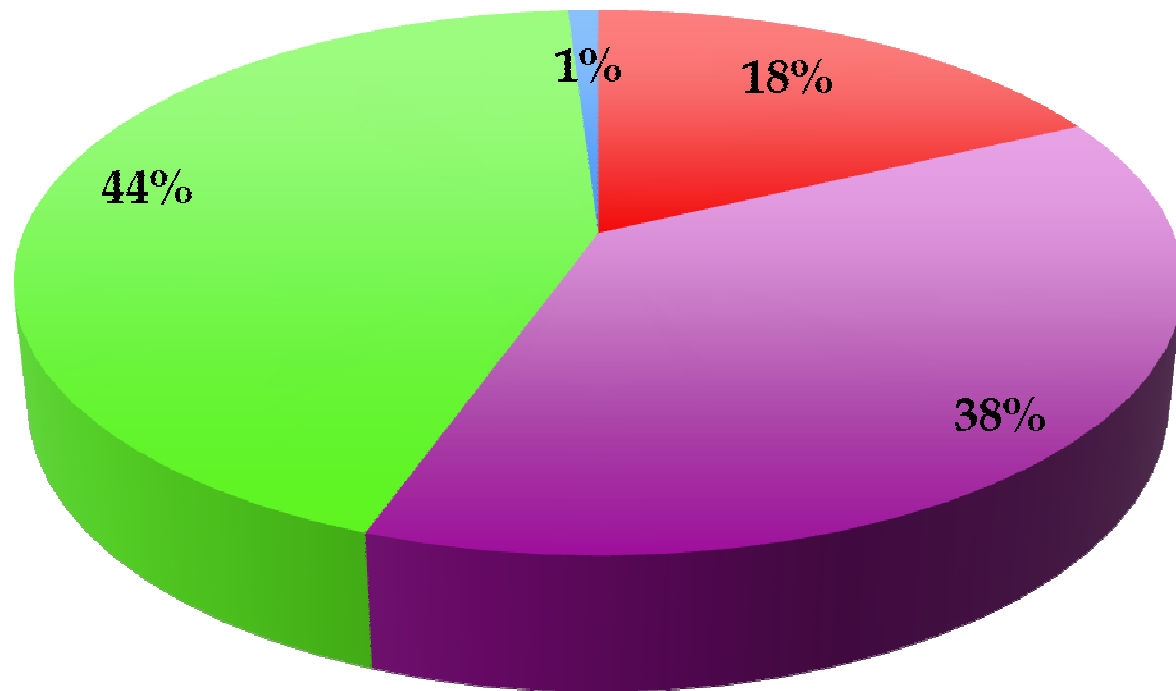
Likely Voters

MOE: $\pm 4\%$

Economy Compared To Last Year

Compared to a year ago, do you think the Michigan economy has gotten better, gotten worse or stayed about the same?

■ Better ■ Worse ■ Same ■ Don't Know



Michigan
Statewide
Poll

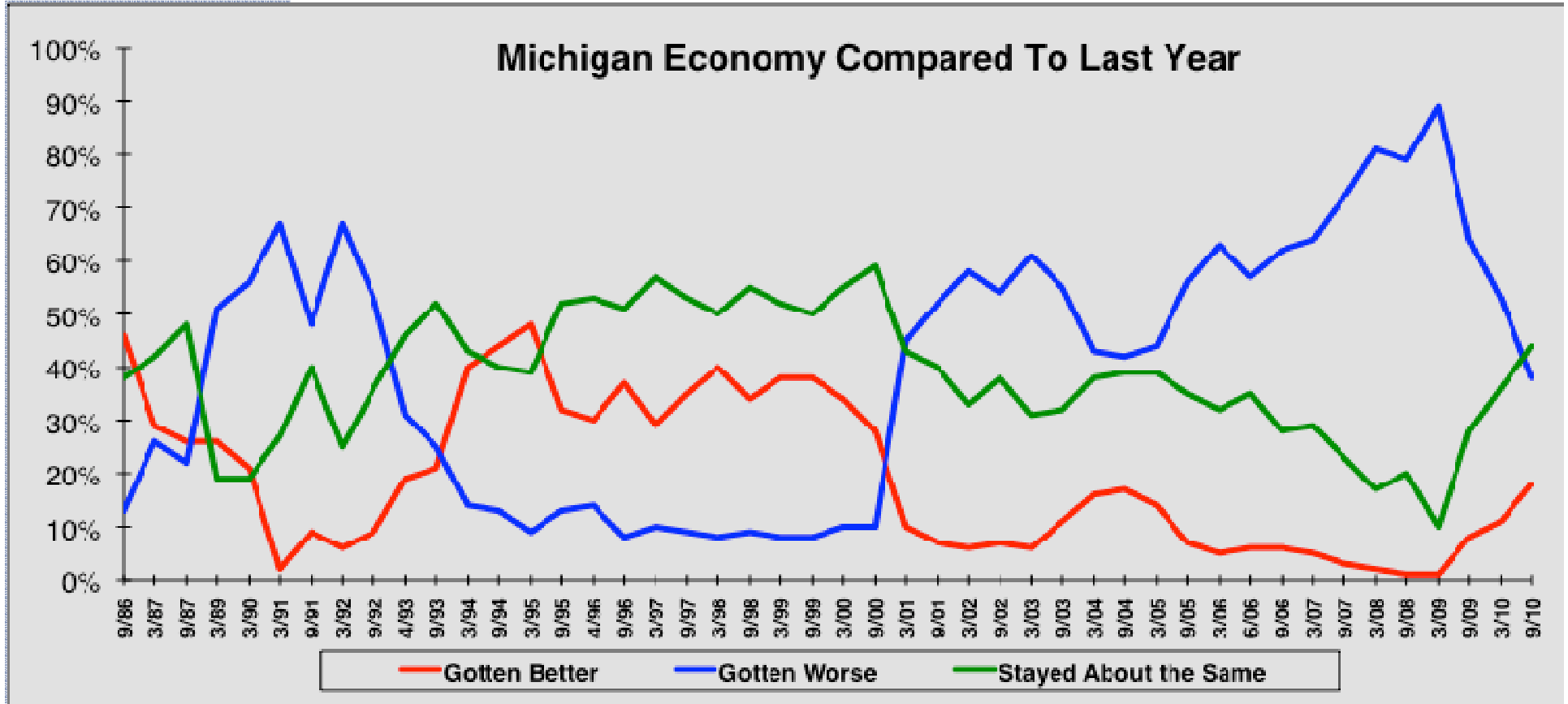
September 14-
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Likely Voters

MOE: \pm 4%

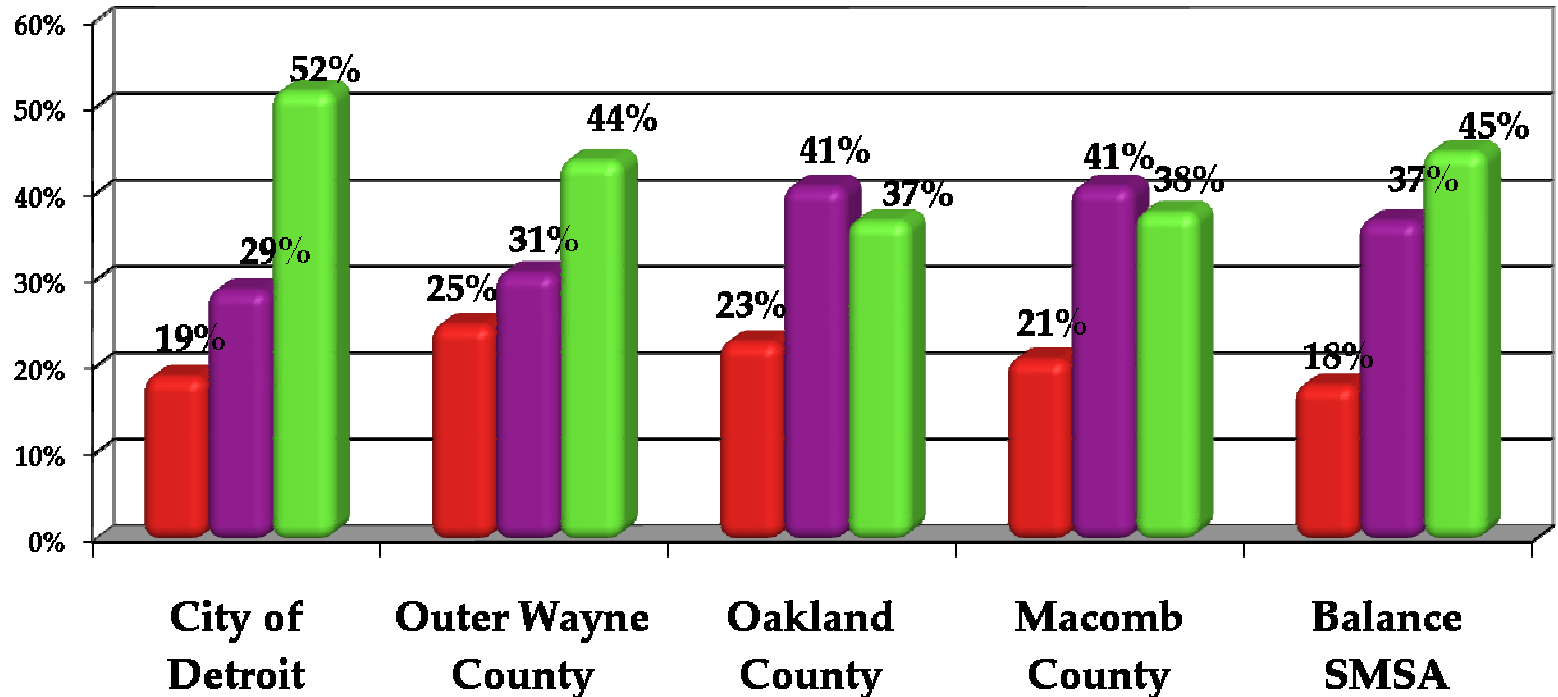
Economy Compared To Last Year



Economy Compared To Last Year

Detroit Market

■ Better ■ Worse ■ Same



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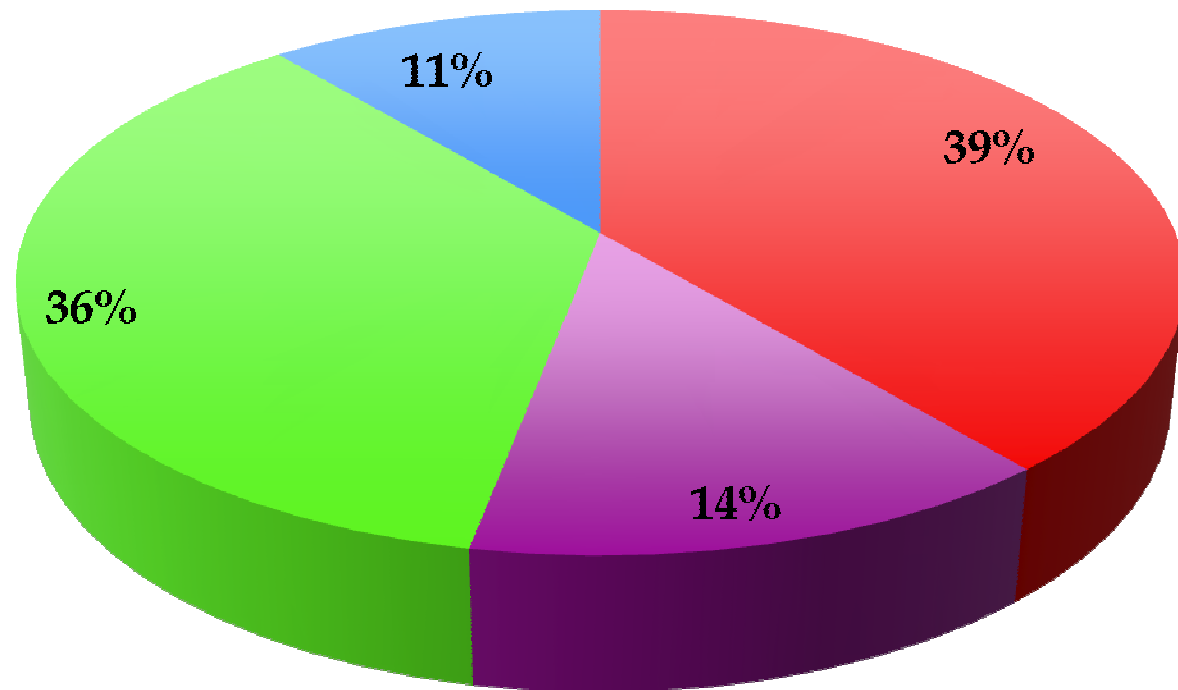
Likely Voters

MOE: ± 4%

Expectations For The Near Future

Thinking about a year from now, do you think the Michigan economy will be better, will be worse or will stay about the same?

■ Better ■ Worse ■ Same ■ Don't Know



Michigan
Statewide
Poll

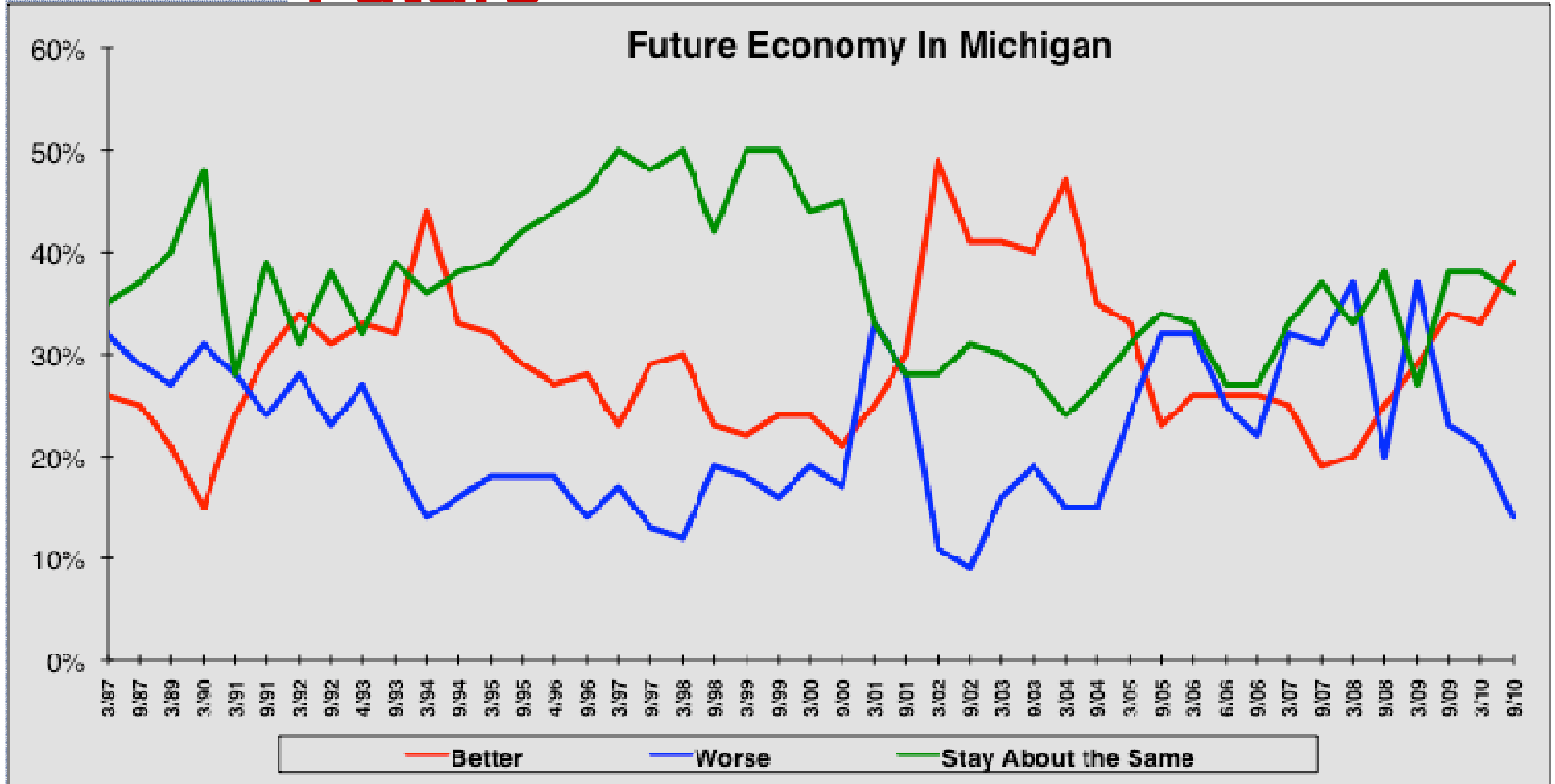
September 14-
19, 2010

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Likely Voters

MOE: ± 4%

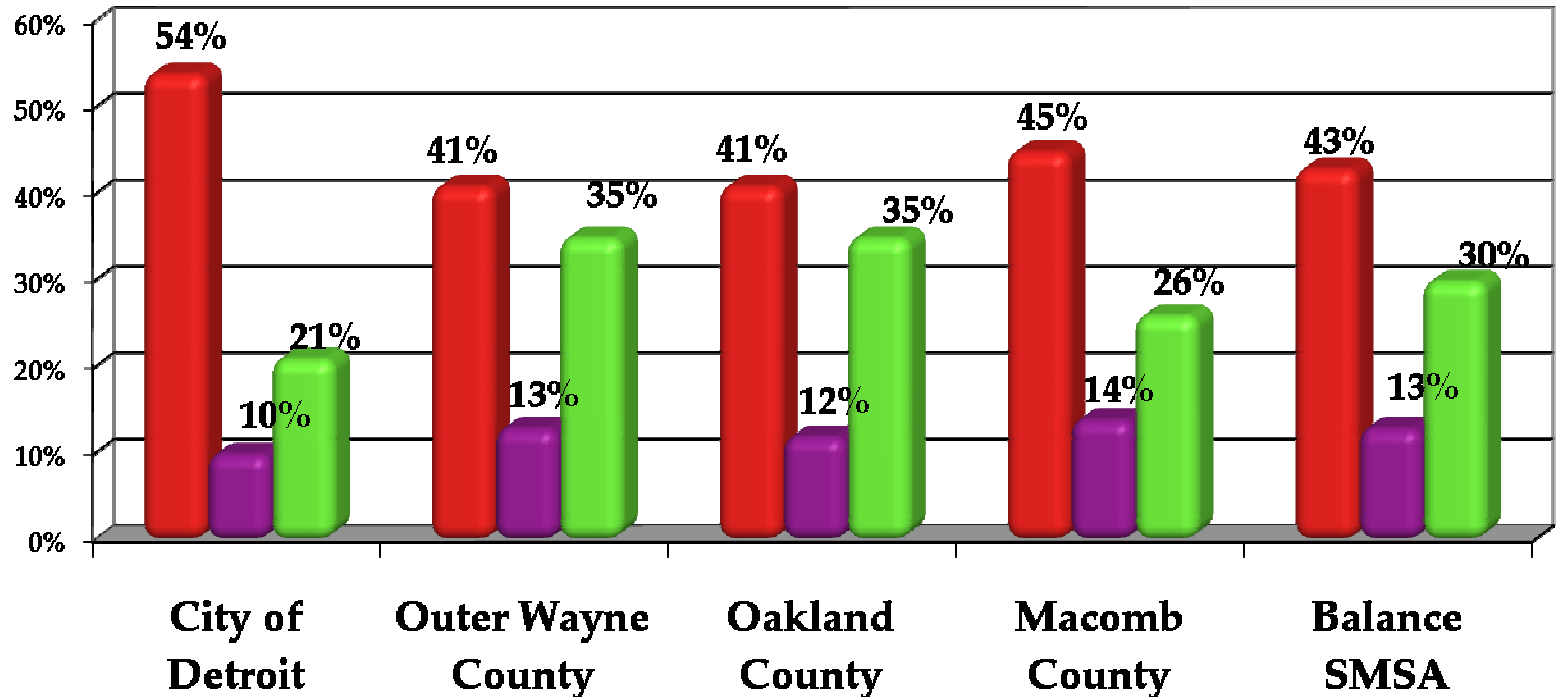
Expectations For The Near Future



Expectations For The Near Future

Detroit Market

■ Better ■ Worse ■ Same



Michigan
Statewide
Poll

September 14-
19, 2010

n=600

Likely Voters

MOE: ± 4%

Eliminating Item Pricing

Governor Rick Snyder has called for an end to the state's item pricing law that requires nearly every item on stores' shelves to be individually tagged with a price sticker. (ROTATE: A & B)

A: Opponents of the 35 year old law say it is **outdated** because of the price scanning technology we have today, also because **all other states but one have gotten rid of similar laws**, and that it's **costly** to retailers and consumers, costing the state's economy **\$2 billion a year**.

B: Supporters of this law say ending it now will mean that **hundreds of item pricing jobs will be lost** and that **consumer protections will be reduced** in Michigan.

Do you favor or oppose a proposal to end Michigan's item pricing law?

Michigan
Statewide
Poll

January 24-27,
2011

n=600

Likely Voters

MOE: $\pm 4\%$

Eliminating Item Pricing

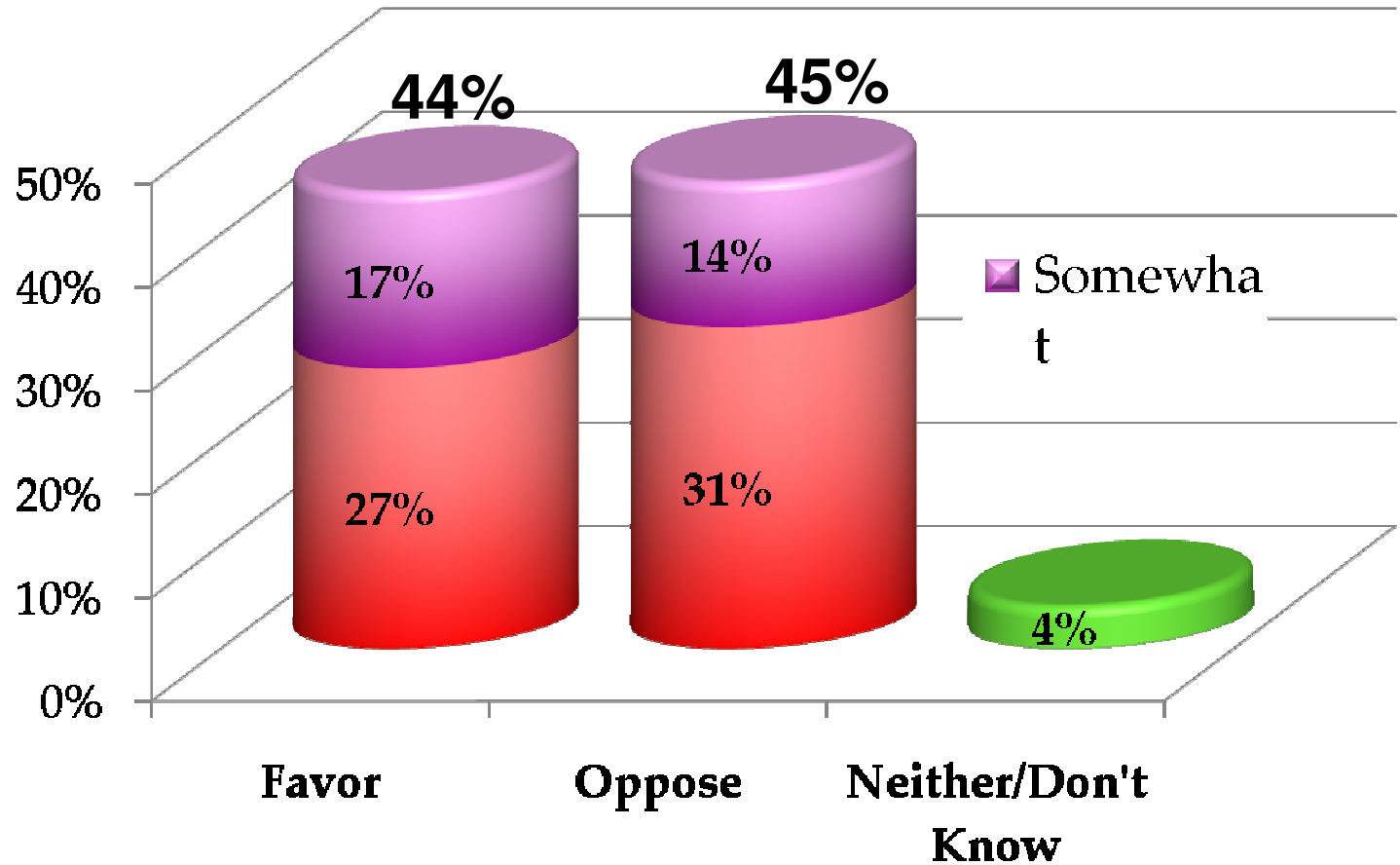
Michigan
Statewide
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January 24-27,
2011

n=600

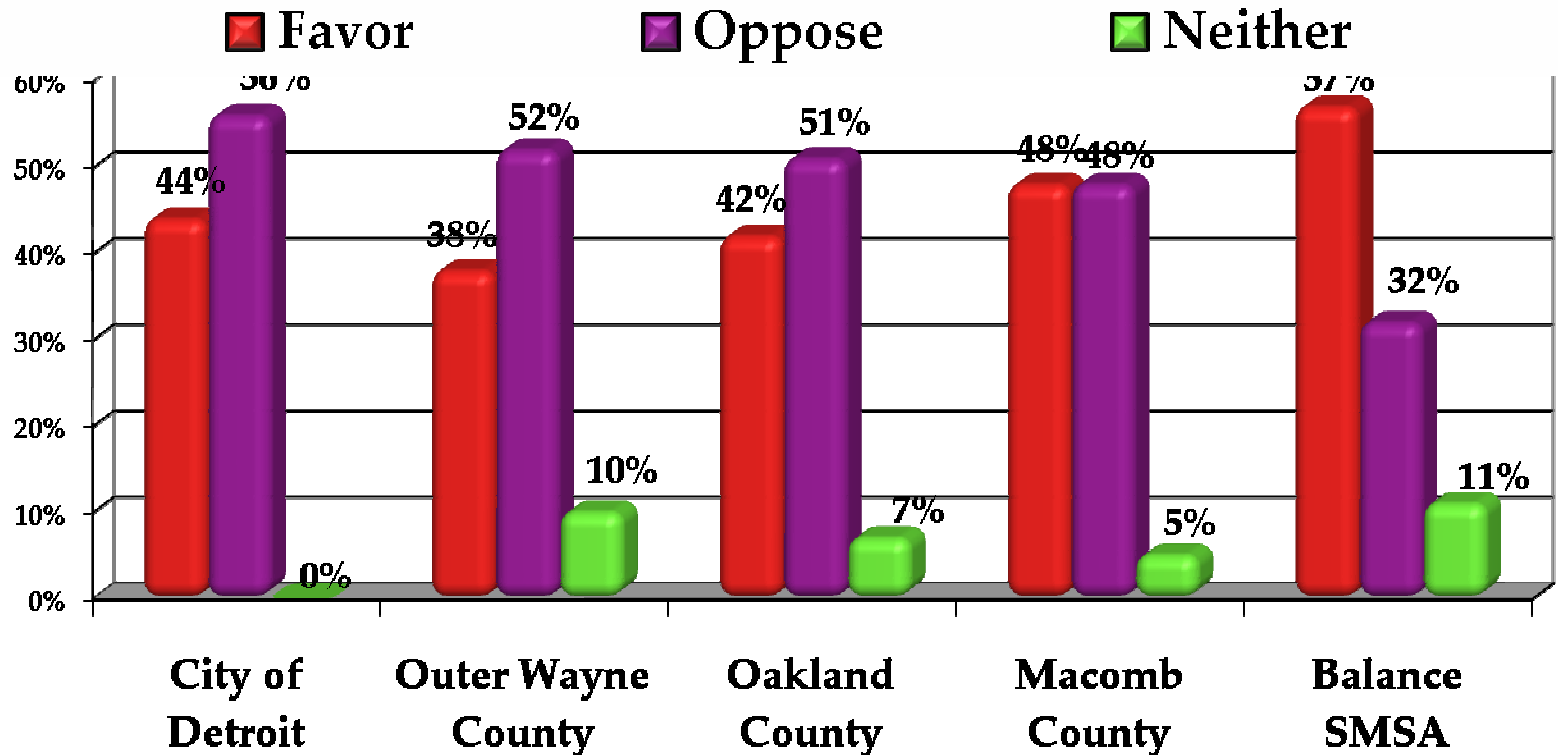
Likely Voters

MOE: $\pm 4\%$



Eliminating Item Pricing

Detroit Market



Michigan
Statewide
Poll

January 24-27,
2011

n=600

Likely Voters

MOE: $\pm 4\%$

On A Lighter Note ...

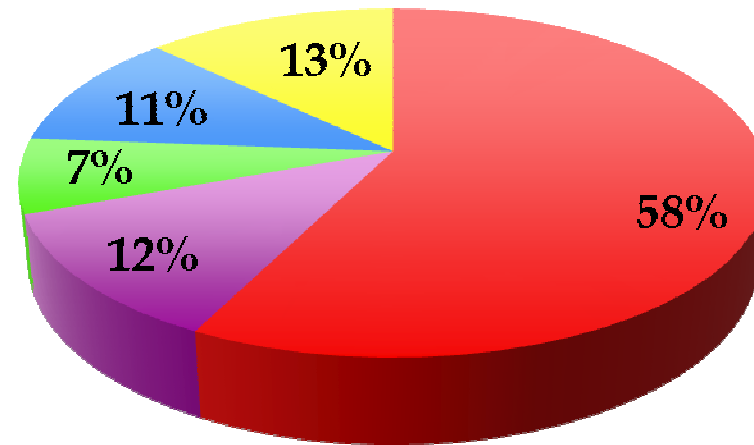
Michigan Statewide Poll

January 24-27, 2011

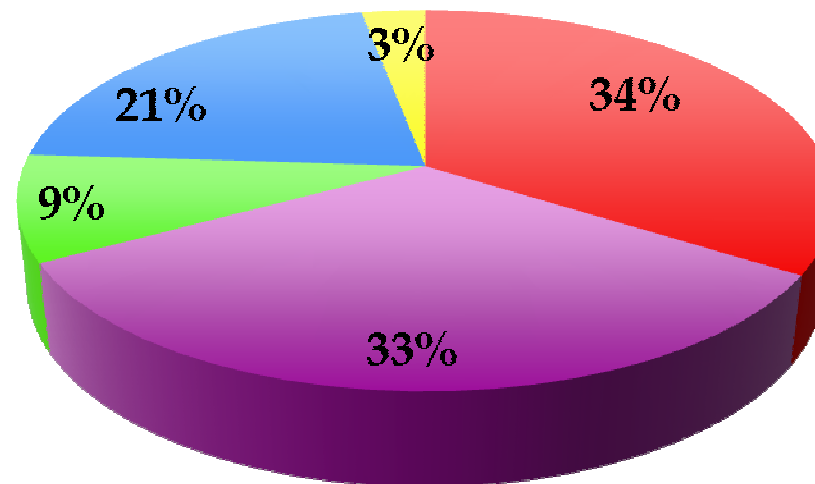
n=600

Likely Voters

MOE: ± 4%



- Michigander
- Michiganian
- Both
- Neither
- Don't Know



- UofM Fan
- MSU Fan
- Both
- Neither
- Don't Know

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