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Michigan Favors Big Three over Wall Street

*Recent poll shows Michigan voters back auto industry
over financial institutions*

LANSING, Mich. —Michigan’s auto industry has been hurting, and the recent global economic crisis has shown Michigan’s economy no mercy. In a recent poll, however, Michigan voters show more interest in helping the Big Three automakers than the big banks on Wall Street.

The latest poll from Denno Noor Research, The Rossman Group and MIRS shows that 49 percent of Michigan residents would rather assist GM, Ford, and Chrysler compared to the 37 percent who would prefer to assist the financial institutions. Only eight percent indicated they were undecided while those remaining refused to answer.

“Jobs are still the engine of the Michigan economy,” said The Rossman Group CEO Kelly Rossman-McKinney. “And the Michigan electorate understands that our economy is still tied to the auto industry. In Michigan – it ain’t Wall Street and it ain’t even Main Street – it’s *my* street. Michigan still counts on the auto industry to drive Michigan’s economy.”

Denno Noor Research conducted the survey in partnership with The Rossman Group and Michigan Information & Research Services (MIRS). The Rossman Group was recently named Lansing’s Most Effective Public Relations Firm by a survey of political insiders, and MIRS is Michigan’s leading daily legislative and state government newsletter.

The question was worded as follows:

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“Much has been made of a needed bailout of financial institutions and financially assisting the Big Three automakers. Which has a greater impact on you personally, assisting the financial institutions or the Big Three automakers?”

The poll indicated males are more likely to feel impacted by the auto industry than females. The results among male voters showed 54 percent in favor of assisting the big three automakers, and only 36 percent in favor of assisting the financial institutions on Wall Street. The results among female voters showed much lower numbers: 45 percent of female voters in favor of supporting Michigan’s automakers, and 39 percent would rather support financial institutions on Wall Street.

“Age is also a factor, as 18-35 year olds are most sympathetic to the financial institutions (42 percent financial institutions vs. 44 percent auto industry), older voters are more likely to back support for the auto industry,” said Denno-Noor President Dennis Denno. “In fact, voters over 65 years of age are the least supportive of the bailout of financial institutions (33 percent).”

<u>Region</u>	<u>Financial</u>	<u>Auto</u>	<u>Undecided</u>
Central Michigan	34%	46%	20%
Detroit	29%	71%	0%
Macomb	36%	56%	8%
Oakland	30%	56%	14%
Balance of SE Michigan	37%	53%	11%
Tri-Cities/Thumb	32%	50%	18%
Upper Lower Peninsula	40%	40%	20%
Upper Peninsula	56%	22%	22%
Wayne	34%	63%	3%
West Michigan	47%	34%	19%

“As one would also expect, voters in the auto producing regions of Michigan feel much more strongly about the impact of the auto industry,” said MIRS President John T. Reurink. “The city of Detroit, Oakland County, Macomb County, the balance of Wayne County, Tri-Cities and GM-heavy Lansing all overwhelmingly prefer support for the Big Three over support for financial institutions.”

Methodology:

This survey was part of the Rossman Group/MIRS/Denno Noor Research Quarterly Survey of the Michigan electorate. 600 respondents were surveyed between October 1 and October 4, and the participation was stratified based on census data and past voter behavior. A screen was employed to include only those participants who said they intended on voting, either at the polls or by absentee ballot, in the November 2008 Election. The margin of error is plus/minus four percent.