



The Perricone Group



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Next Vehicle for MI Voters? Make Mine a Big Three!

*Half of Rossman Group/Denno-Noor/Perricone Group poll respondents
also say Michigan economy will take more than 2 years to rebound*

LANSING, Mich. — Michigan can count on several economic hurdles blocking its path to recovery, including job loss and loss of savings and retirement funds, but a lack of desire among Michigan consumers to purchase a Big Three vehicle is not one of them.

According to a recent statewide survey, General Motors and Ford came out on top when voters were asked to name the brand of their next likely vehicle purchase. Thirty-four percent indicated a GM vehicle would be their next purchase, while 32 percent said they would buy a Ford. Twelve percent of voters indicated a Chrysler would be their next vehicle purchase, and only nine percent favored a foreign brand.

“With only nine percent saying they would buy a foreign-made vehicle, it appears that Michigan voters are willing to step up to help pull the state out of its recession by its axles,” said Kelly Rossman-McKinney, CEO of The Rossman Group.

Denno-Noor Research conducted the survey in partnership with The Rossman Group – recently named Lansing’s Most Effective Public Relations Firm by a survey of political insiders – and The Perricone Group.

General Motors fared best among Tri-City/Thumb voters with 59 percent support. General Motors also did well among young voters with 53 percent of 18-35 year olds saying their next purchase would come from GM.

“Clearly, General Motors has an opportunity among the all-important youth demographic,” said former Speaker of the Michigan House and Perricone Group CEO Chuck Perricone. “Young consumers are inclined to help GM out – if they’re still around.”

Macomb County voters were most favorable to Chrysler with 28 percent likely to make the Troy-based brand their next vehicle purchase, and Ford was favored most by Wayne County voters with 52 percent support.

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“Ford was the vehicle of choice for Republican and Independent voters,” said Denno-Noor President Dennis Denno. “Thirty-three percent of ‘strong Republicans’ and 52 percent of Independents favored Ford. This could be the result of fiscal conservatives wanting to reward Ford for not accepting a government bailout.”

Among West Michigan voters, thirty-two percent said their next purchase would be from General Motors. West Michigan voters were also more supportive of purchasing a non-Big Three vehicle than any other region with 14 percent indicating they their next purchase would be a foreign brand.

When Michigan voters were asked their top economic concerns the survey showed that both job loss and loss of retirement and savings funds received 23 percent. The cost of healthcare and fuel were further down on voters’ minds with 12 and 10 percent of voters respectively citing those as chief concerns.

“It goes to show how things have progressed from a year ago when 61 percent of voters listed fuel costs as their primary economic concern,” said Perricone. “This year, consumers are more worried about their long-term financial well-being rather than the day-to-day costs like gas prices.”

When asked how long it would take for Michigan’s economy to turn around, half said that it would take two years or more and 30 percent said it would take one to two years. Another 14 percent of Michigan voters do not believe the economy will turn around in their lifetime.

“Given the decline of the auto industry – the bread and butter of Michigan’s economy and employment for so many years – it’s not surprising that 50 percent of voters aren’t counting on an economic turnaround for another two years or more,” said Denno.

Of the voters who do not anticipate seeing Michigan’s economy recover within their lifetime, 80 percent were over the age of 50 and 44 percent were age 65 or older.

Republicans were more economically pessimistic than Democrats, with 57 percent of those who identified themselves as “strong Republicans” saying that Michigan’s economic recovery would take more than two years. Only 47 percent of “strong Democrats” agreed.

“We need to find the Gen X and Millennial generations jobs so they can buy Big Three vehicles, help the economy turn around and prove the baby boomers wrong,” said Rossman-McKinney.

Methodology:

This survey was part of the Rossman Group/Perricone Group/Denno Noor Research Quarterly Survey of the Michigan electorate. 600 respondents were surveyed between May 18 and May 21, 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 voted, either at the polls or by absentee ballot, in the November 2008 Election. The margin of error is plus/minus 4 percent. All numbers are rounded and may exceed 100%.

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