



FOR IMMEDIATE RELEASE
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Voter Pessimism Persists

Country and State on Wrong Track for Eight Straight Years

Obama, Stabenow Suffer

LANSING, Mich. – Michigan voters believe the country and the state are seriously on the wrong track by wide margins. Pessimism about the direction of the country and state has persisted since 2003. The last time more voters in Michigan felt the country was on the right track rather than pretty seriously headed off on the wrong track was in March of 2003. Pessimism for the direction of the state stretches back to September of 2003.

The MRG Michigan poll just out of the field shows 74% of Michigan voters believe that the country has gotten pretty seriously off on the wrong track with only 15% stating the country is going in the right direction. For the State of Michigan, 66% of voters reported the wrong track, with 24% citing the right direction.

“If pessimism breeds contempt, political leaders should be wary of voters in 2012,” said Tom Shields, President of Marketing Resource Group. “The sustained high wrong track numbers show voter pessimism to be deep-seated and aching real with optimism long gone. After eight years of sustained wrong track numbers, voters are negative, beleaguered and impatient for change,” continued Shields.

“MRG has been conducting surveys of the Michigan electorate every spring and fall since September 1985. The last time voters in Michigan felt good about the direction of the state or country was more than eight years ago. I would normally say we have no place to go but up, but we have been down longer than most third graders have been alive. The only good news out of this survey is that there is slightly more optimism for the direction of the state than the country, but only by nine points, said Shields..

The negative feelings about the direction of the country and state have taken a toll on the re-elect numbers of President Obama and Senator Debbie Stabenow. Only 29% say they will definitely re-elect Obama while 41% say they will definitely give a new person a chance. Only 27% will definitely re-elect Stabenow, with 31% saying they will definitely give a new person a chance.

“With eight years of sustained high wrong track numbers, the early forecast for the 2012 elections show trouble on the horizon. The current political storm could again bring the thunderous change we saw in 2006. 2008 and 2010,” said Tom Shields, President of Marketing Resource Group.

*Do you feel things in this **country** are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?*

Right Direction.....	15%
Wrong Track	74%
Don't Know (Volunteered).....	10%
Refused (Volunteered)	1%

*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.....	24%
Wrong Track	66%
Don't Know (Volunteered).....	10%
Refused (Volunteered)	1%

Do you think Barack Obama has done a good enough job as President to deserve re-election or do you think it's time to give someone new a chance to do better?

(IF RE-ELECT OR SOMEONE NEW ASK: Would you definitely re-elect Obama/elect new person or probably re-elect Obama/elect new person?)

Definitely Re-elect Obama.....	29%
Probably Re-elect Obama.....	12%
Probably Give New Person a Chance.....	8%
Definitely Give New Person a Chance.....	41%
Depends.....	7%
Ref/DK	3%
TOTAL RE-ELECT OBAMA	42%
TOTAL NEW PERSON	49%

*Do you think Debbie Stabenow has done a good enough job as US Senator to deserve re-election or do you think it's time to give someone new a chance to do better? **(IF RE-ELECT OR SOMEONE NEW ASK: Would you definitely re-elect Stabenow/elect new person or probably re-elect Stabenow/elect new person?)***

Definitely Re-elect Stabenow	27%
Probably Re-elect Stabenow	14%
Probably Give New Person a Chance.....	14%
Definitely Give New Person a Chance.....	31%
Depends.....	8%
Ref/DK	6%
TOTAL RE-ELECT STABENOW	41%
TOTAL NEW PERSON	45%

The survey sampled 600 likely voters, stratified by city and/or township and based on past voting history. The statistical margin of error is +/- 4 percent. The survey was conducted September 14-19, 2011. Eighty-eight percent of the surveys were conducted over the telephone by professional interviewers and 12 percent were conducted online with likely voters in cell-phone-only households. Twenty-six percent of the respondents identified themselves as Republicans, 30 percent as Democrats and 43 percent as Independents.

About Marketing Resource Group, Inc.

Lansing, Michigan-based Marketing Resource Group, Inc. (www.mrgmi.com) is an award-winning PR firm representing corporate, association, nonprofit, and private clients with interests in Michigan. MRG offers expertise in public affairs, communications, political campaign management, and public opinion survey research. For more than thirty years, MRG has conducted its bi-annual omnibus Michigan Poll™, tracking the pulse of Michigan voters on key statewide public policy and political issues. MRG is the only Michigan public opinion survey research firm that maintains nearly 30 years of trend analyses of voter attitudes related to state and national leaders, political parties, and the political and economic climate in Michigan. MRG has earned six Public Relations Society of America Silver Anvil awards, the PR profession's highest honor.

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