



FOR IMMEDIATE RELEASE
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CONTACT
Tom Shields, 517-449-9810
Paul King, 313-881-3724

Poll: Michigan Voters are Split on UM vs. MSU
Michigan Voters Consider Themselves Wolverines
MSU Holds Slight Edge in 2011 Rivalry Game

LANSING, Mich. – The University of Michigan holds a slightly larger fan base than the Michigan State Spartans, but Michigan voters believe that the Spartans will prevail on Saturday’s football game according to a recent statewide poll.

The results of a statewide poll of Michigan voters showed 32 percent of Michigan voters consider themselves Wolverine fans while 27 percent consider themselves Spartan fans. 13 percent consider themselves fans of both schools and 26 percent are not fans of either school.

But when it comes to the choosing a victor for the rivalry matchup on Saturday, Michigan voters gave the slight edge to MSU with 35 percent picking the Spartans to win compared to 34 percent of voters who believe U of M will win.

“While Michigan will have more fans rooting for them on Saturday, the voters are clearly split on which team they think will win,” said Tom Shields, President of Marketing Resource Group.

The actual wording of the questions and the results are below:

Do you consider yourself a fan of (**ROTATE**: the University of Michigan Wolverines of the Michigan State Spartans)?

U of M Wolverines Fan.....	32%
MSU Spartans Fan	27%
Fan of both (DO NOT READ)	13%
Fan of neither (DO NOT READ)	26%
Don't Know (DO NOT READ).....	2%
Refused (DO NOT READ)	*

* indicates less than 1%

Who do you think will win this years' football game between (**ROTATE**: the Michigan Wolverines or the Michigan State Spartans)?

U of M Wolverines	34%
MSU Spartans.....	35%
Don't Know (DO NOT READ).....	29%
Refused (DO NOT READ)	2%

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.

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About Marketing Resource Group, Inc.

Lansing, Michigan-based Marketing Resource Group, Inc. 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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