

targetsmart



# Michigan Statewide Survey Key Findings

## State Innovation Exchange

*Prepared by Ben Lazarus and Gabby Weisberg  
June 2019*

# Methodology

TargetSmart designed this multi-modal survey. Five-hundred interviews were conducted via professional telephone agents (330 wireless respondents, 170 landline respondents) from May 14-23, and 509 interviews were conducted online among panelists who were matched to the TargetSmart voter file from six opt-in panel providers from May 5-23. All respondents indicated they were 18 years or older and registered to vote in Michigan. Quotas were designed to reflect the demographic and geographic distribution of registered voters in Michigan. The data were weighted by gender, age, race, TargetSmart Partisan Score, TargetSmart High School Only Score, and region by county and county council district to ensure an accurate reflection of the population.

The margin of error for the phone data collected is +/- 4.4%. The margin of error for subgroups is larger and varies. No margins of sampling error are calculated for the online data collection, as this statistic is only applicable to fully randomly sampled surveys, which this survey is not due to its reliance on non-representative opt-in panels. Percentage totals may not add up precisely due to rounding.

# Key Takeaways

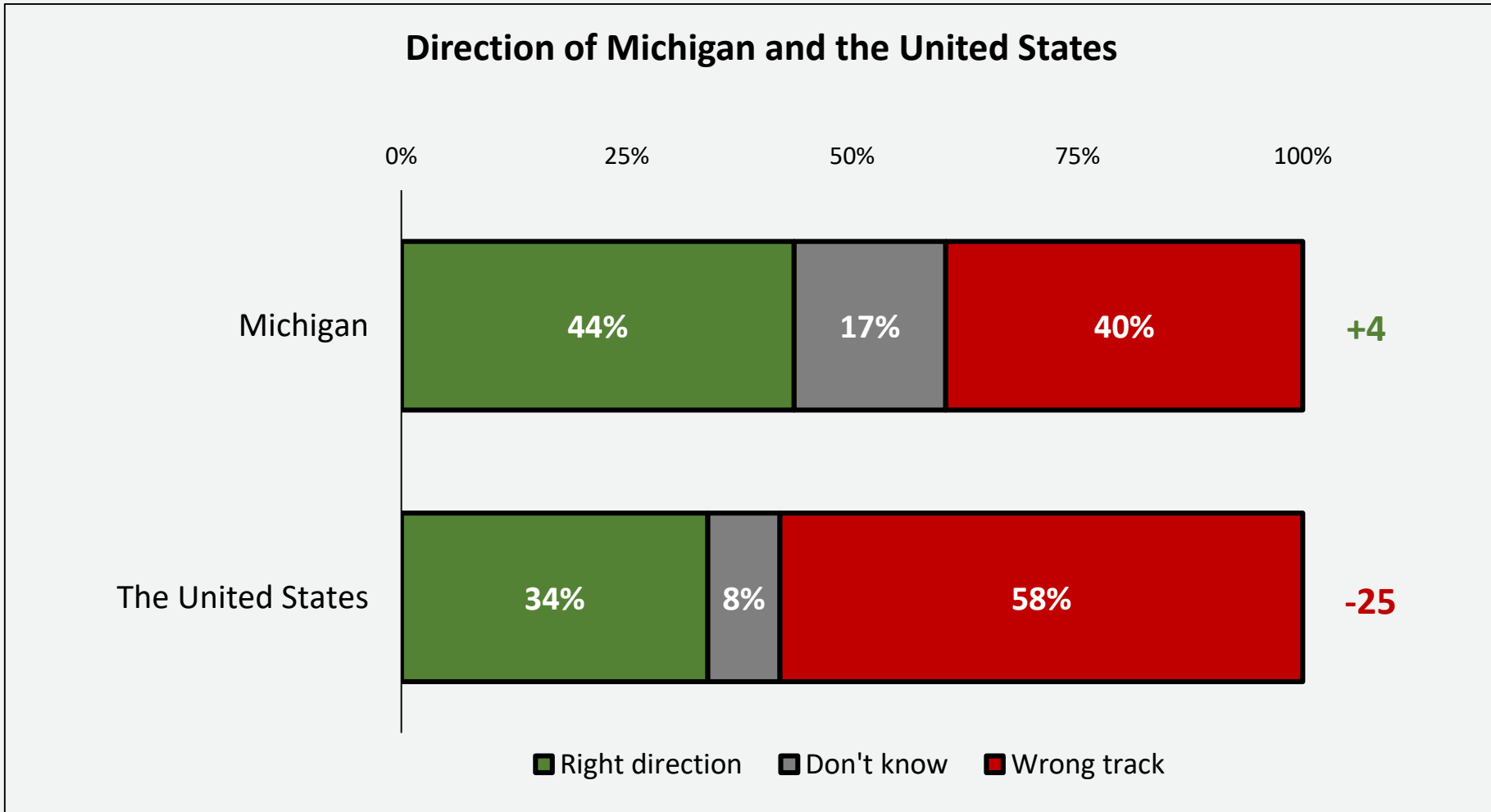
- Michiganders prioritize tangible impacts that help working people – from safe, modern roads to affordable auto insurance, prescription drugs, and doctors' visits.
- What's more, Michigan voters generally agree more with a progressive vision for state government's role in society and often look at economic issues and policies through a populist lens, rejecting supply-side rhetoric around government spending, taxes, and regulating industry.
- While voters raise substantial concerns about infrastructure, road conditions, and the associated high costs for auto insurance, they also have economic anxieties – particularly pertaining to health care and prescription drug costs, and retirement security.
- Overall, this data suggest that a significant marketplace exists for an economic agenda that not only calls for more investment in infrastructure, but also more broadly prioritizes policies that open up opportunity for working families.

# Key Takeaways (continued)

- Although the data reveals that voters express some level of tax sensitivity, a majority of voters find more value in a government that provides opportunity and protections over a slim government that continually cuts taxes.
- What's more, to a near unanimous extent, voters are willing to pay their fair share in taxes as long as everyone else does the same – this overriding sense of fairness fuels attitudes that corporations and the wealthy have dodged their tax responsibilities for far too long and need to be held accountable for unfair practices.
- Top testing economic policies include: expanding overtime pay, paid sick and family leave, a graduated income tax, and reversing corporate tax cuts.
- Health care ranks near the top of the priority list for Michigan voters – this poll finds that concerns over out of pocket costs for things like prescription drugs and insurance premiums tend to trump other healthcare related issues like the opioid crisis.

# Political Environment

# Large Disparity Between Voters' Outlooks on Michigan and the U.S.



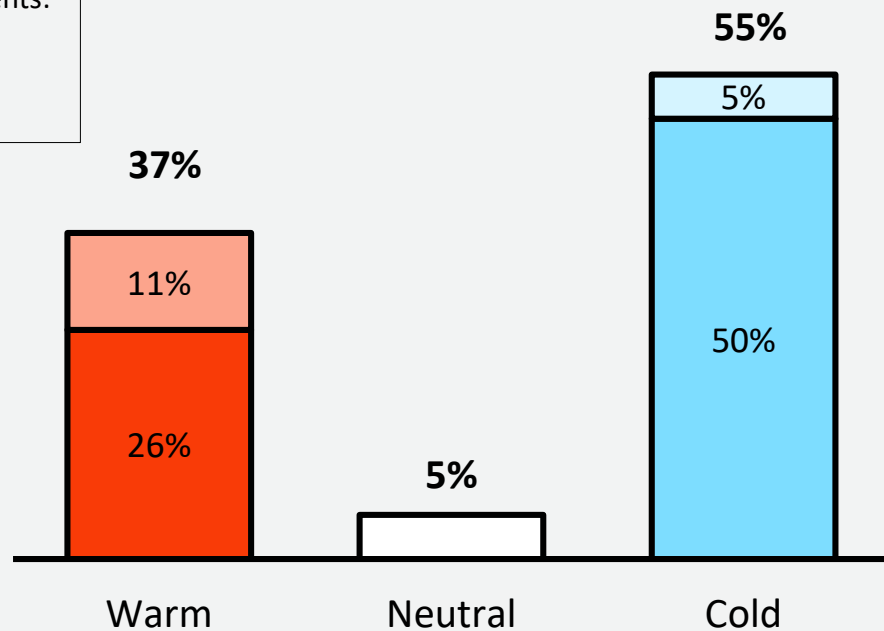
Q.3 Do you think that things in Michigan:  
Q.4 Do you think that things in the United States:

# Trump Underwater with Majority of Michiganders, Whitmer's Ratings are Evenly Split

## Donald Trump Personal Feeling Thermometer

0 - 24° 25 - 49° 50° 76 - 100° 51 - 75°

38° Mean Rating

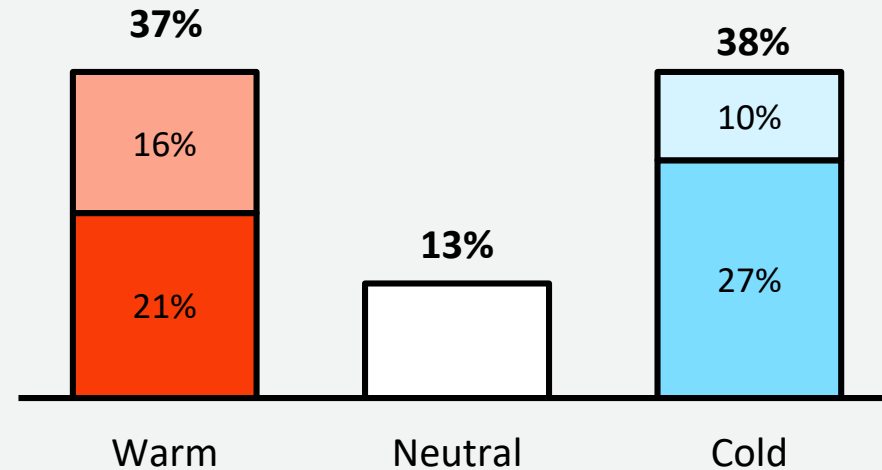


\*Among Independents:  
42° mean  
39% warm  
49% cold

## Gretchen Whitmer Personal Feeling Thermometer

0 - 24° 25 - 49° 50° 76 - 100° 51 - 75°

47° Mean Rating



\*Among Independents:  
40° mean  
29% warm  
45% cold

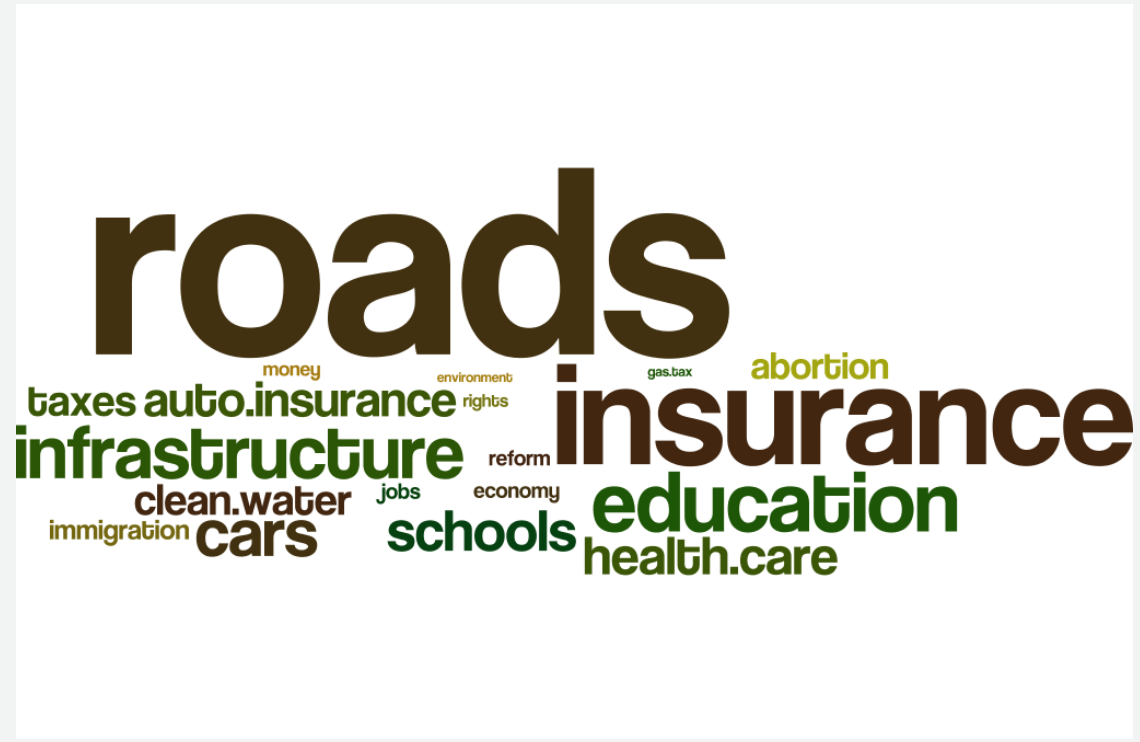
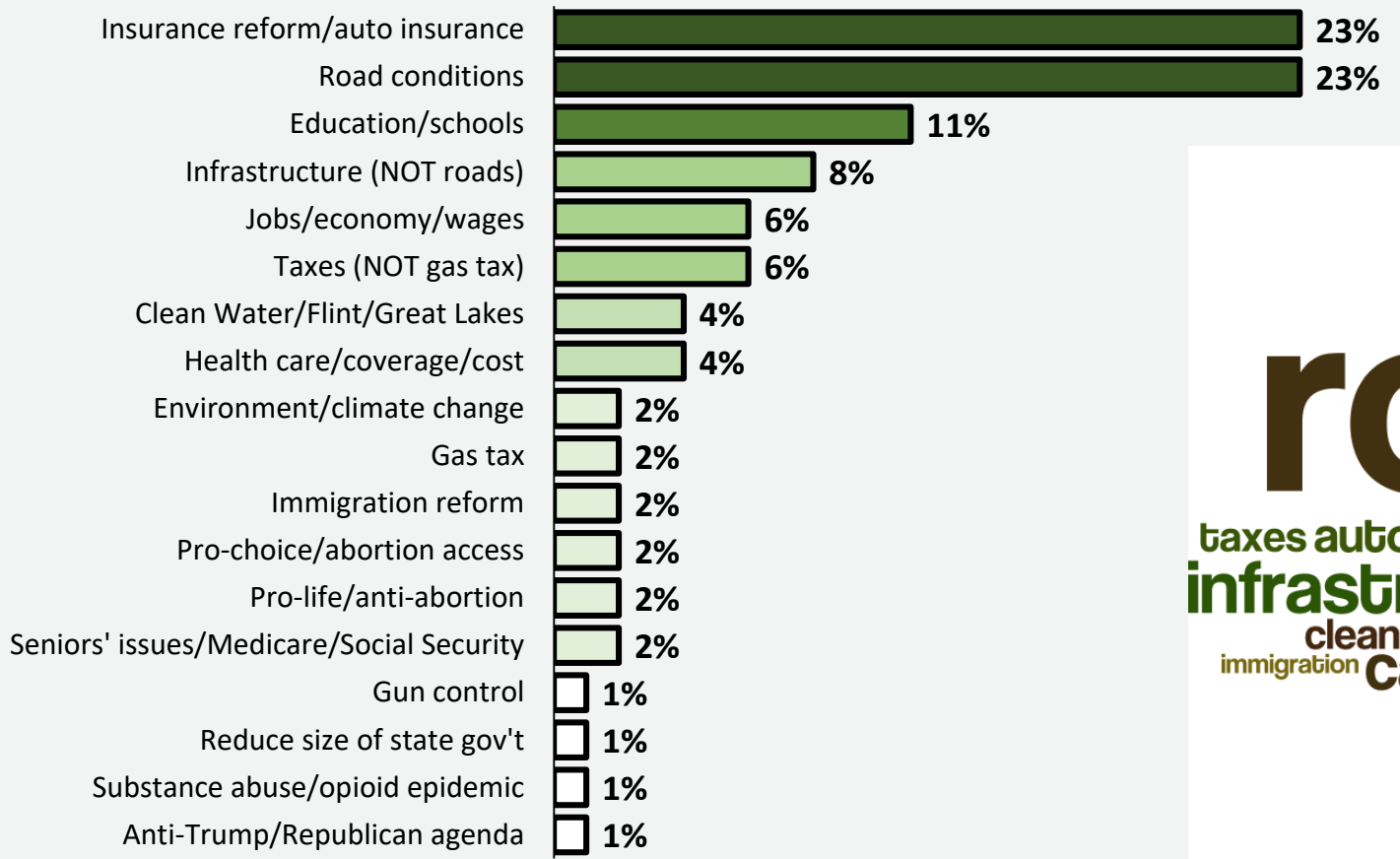
Q.6 Now please rate your feelings toward some people, organizations, and policies listed below, with 100 meaning a very warm, favorable feeling; 0 meaning a very cool, unfavorable feeling; and 50 meaning not particularly warm or cold.

# Issue and Policy Priorities



# Auto Insurance Reform, Road Conditions Pop as Top Concerns for Michiganders

## Most Important Issue for the MI State Legislature to Focus On – Open End



Q.5 What would you say is the biggest policy issue that you would like the Michigan Legislature to focus on?

# Road Conditions, Auto Insurance Remain Top Concerns Across Partisan Spectrum

## Top Three Policy Priorities by Party ID

ID Democrat	
1. Road conditions	24%
2. Auto insurance reform	21%
3. Education/schools	14%

ID Independent	
1. Road conditions	23%
2. Auto insurance reform	22%
3. Education/schools	12%

ID Republican	
1. Auto insurance reform	31%
2. Road conditions	23%
3. Taxes (not gas tax)	9%

Q.5 What would you say is the biggest policy issue that you would like the Michigan Legislature to focus on?

# Top Priorities Consistent Across Michigan

*Though the Northern region prioritizes pro-life policies over education.*

## Top Three Policy Priorities by Region

Capitol Region	
1. Road conditions	30%
2. Auto insurance reform	17%
3. Education/schools	12%

Northern Michigan	
1. Auto insurance reform	26%
2. Road conditions	18%
3. Pro-life/anti-abortion	10%

Southeastern Michigan	
1. Auto insurance reform	25%
2. Road conditions	22%
3. Education/schools	12%

Thumb	
1. Auto insurance reform	28%
2. Road conditions	19%
3. Education/schools	12%

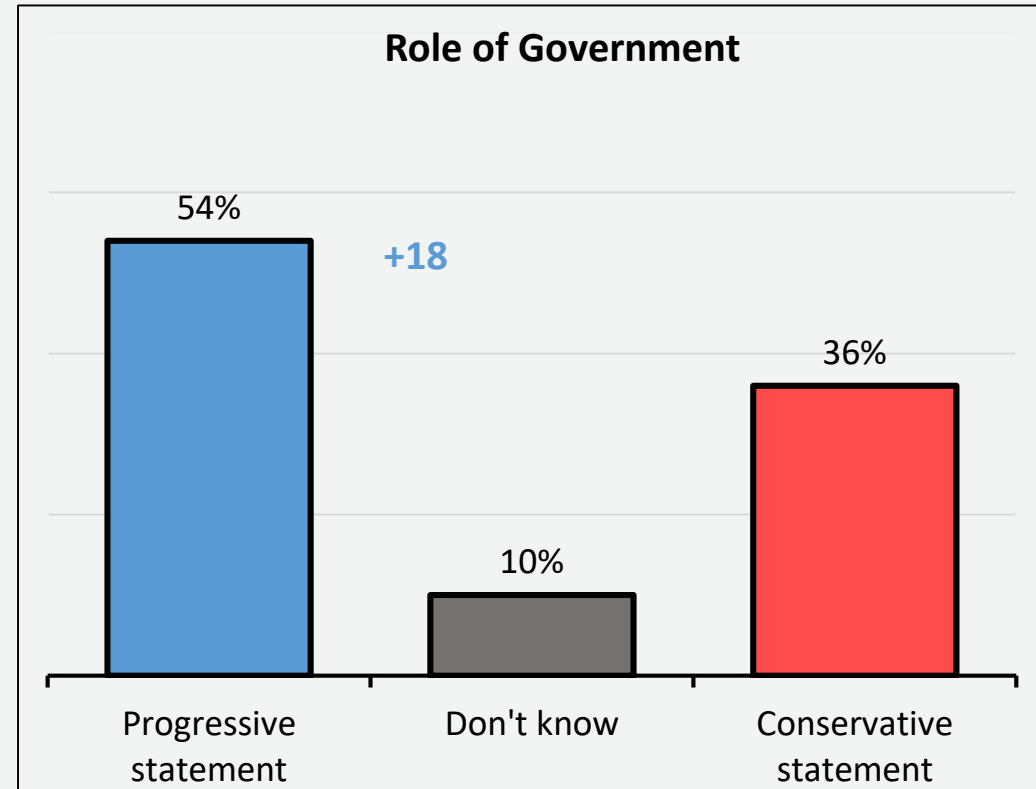
Western Michigan	
1. Road conditions	25%
2. Auto insurance reform	17%
3. Education/schools	10%

# Economic Agenda

# Majority Recognize Government's Role in Protecting Citizens and Providing Opportunities

## PROGRESSIVE STATEMENT:

Government should help protect citizens and provide them with opportunities, even if it means we all have to contribute a little more in taxes.

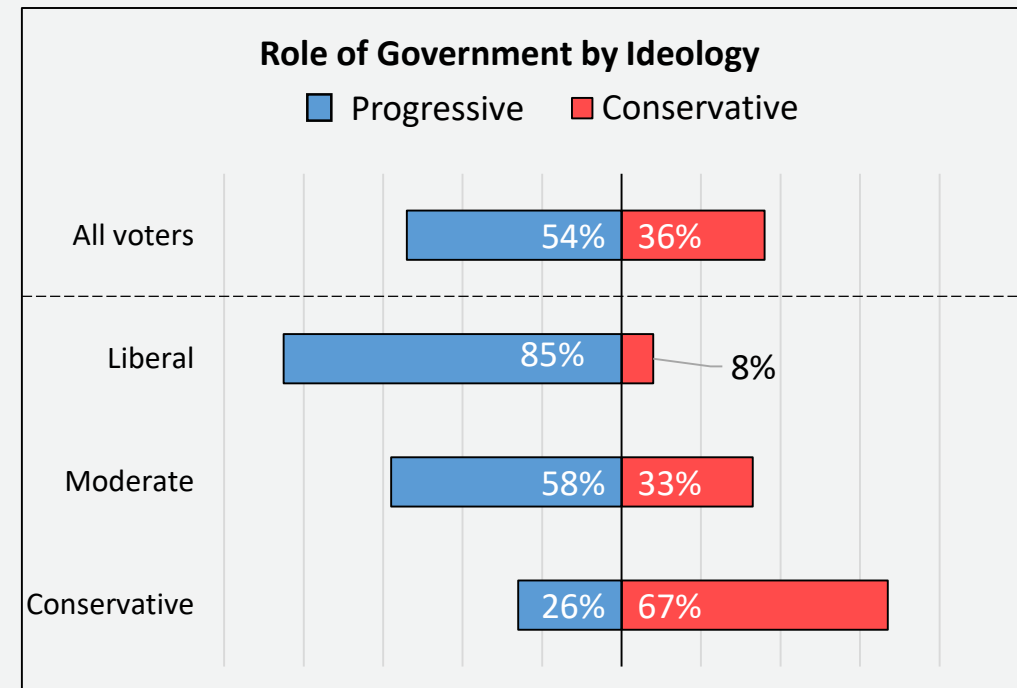
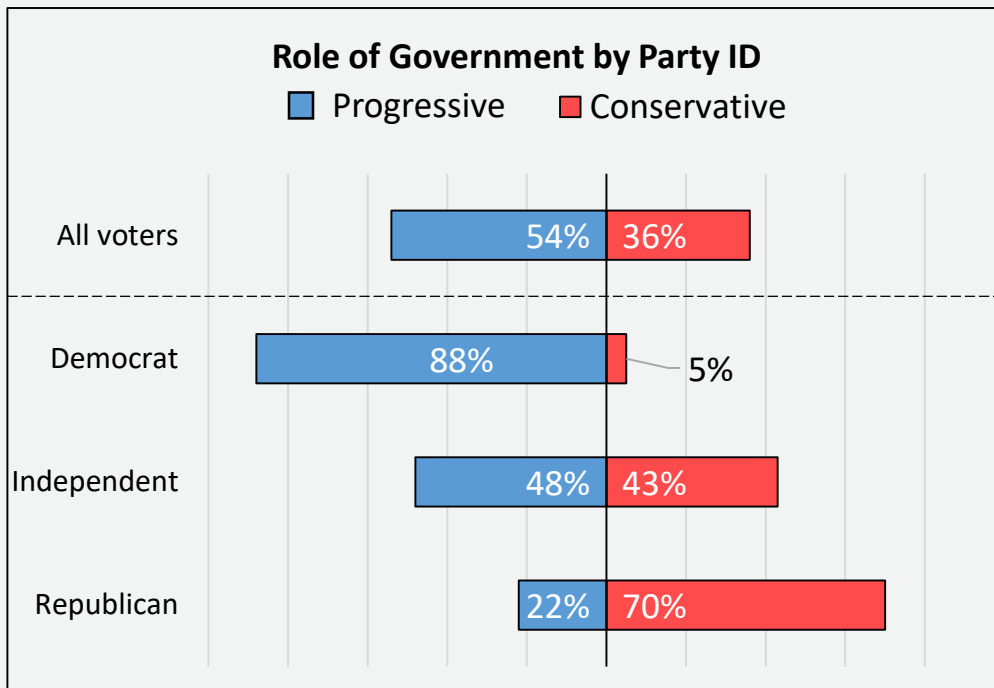


## CONSERVATIVE STATEMENT:

Government should be lean and run more like a business to keep taxes low, even if it means it protects fewer citizens and provides them with fewer opportunities.

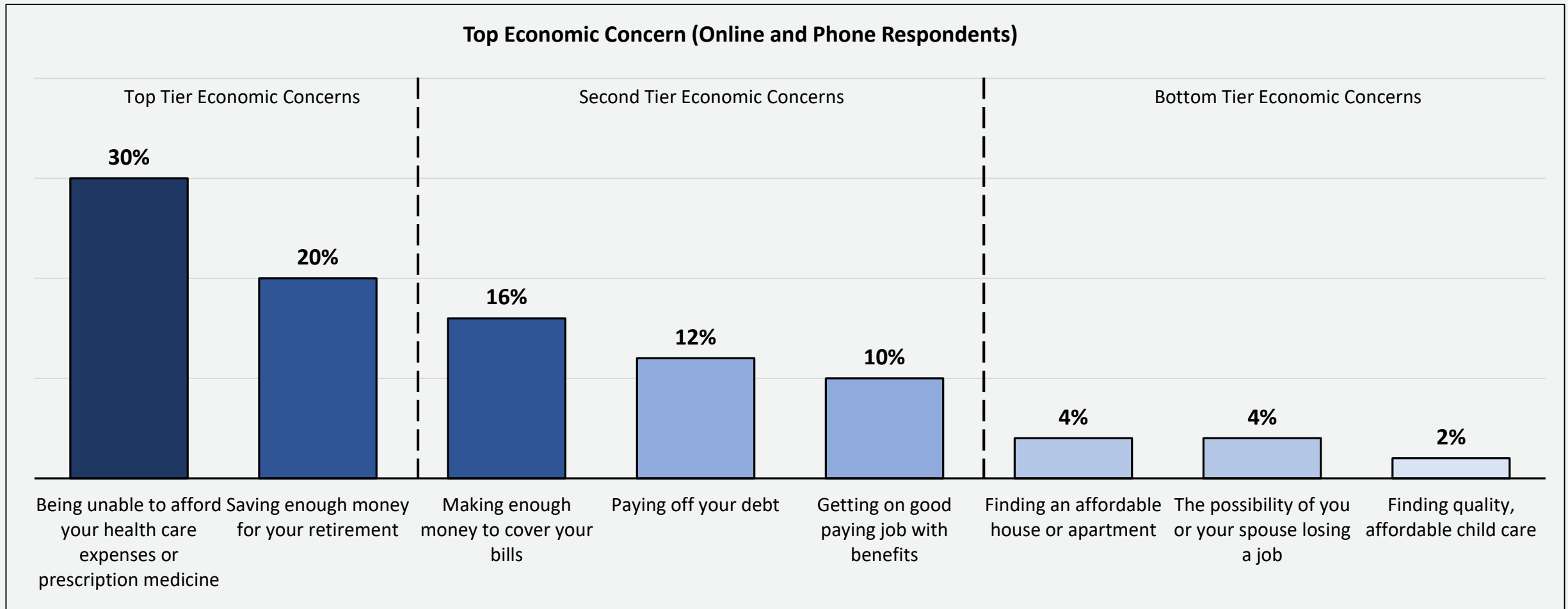
Q.8 Below are two statements about the role of government. Please tell me which statement you agree with more, even if neither of them is exactly right.

# While Democrats and Liberals Unanimously Support Government's Role, More Dissension Than Expected Among Republicans and Conservatives



**Q.8** Below are two statements about the role of government. Please tell me which statement you agree with more, even if neither of them is exactly right.

# Michiganders Most Concerned About Health Care Expenses and Retirement Security



**Q.9** Switching gears again, below are eight economic concerns that worry some Michiganders. Please rate these issues from 1 to 8, by dragging and dropping them into order, with 1 being the issue that MOST worries you and keeps you up at night and 8 being the issue for which you are the LEAST concerned.

# Top Economic Concerns Span Partisan Spectrum

## Top Three Economic Concerns by Party ID

ID Democrat	
1. Health care	32%
2. Retirement security	18%
3. Make enough to cover bills	15%

ID Independent	
1. Health care	30%
2. Retirement security	21%
3. Make enough to cover bills	13%

ID Republican	
1. Health care	29%
2. Retirement security	22%
3. Make enough to cover bills	18%

**Q.9** Switching gears again, below are eight economic concerns that worry some Michiganders. Please rate these issues from 1 to 8, by dragging and dropping them into order, with 1 being the issue that MOST worries you and keeps you up at night and 8 being the issue for which you are the LEAST concerned.



# Concerns About Health Care Costs are Statewide

## Top Three Economic Concerns by Region

Capitol Region	
1. Health care	35%
2. Paying off debt	19%
3. Retirement security	16%

Northern Michigan	
1. Health care	30%
2. Make enough to cover bills	22%
3. Retirement security	20%

Southeastern Michigan	
1. Health care	25%
2. Retirement security	22%
3. Make enough to cover bills	16%

Thumb	
1. Health care	37%
2. Paying off debt	21%
3. Retirement security	18%

Western Michigan	
1. Health care	33%
2. Retirement security	19%
3. Paying off debt	14%

**Q.9** Switching gears again, below are eight economic concerns that worry some Michiganders. Please rate these issues from 1 to 8, by dragging and dropping them into order, with 1 being the issue that MOST worries you and keeps you up at night and 8 being the issue for which you are the LEAST concerned.

# Health Care, Retirement Security of Equal Concern for College Educated Voters

## Top Three Economic Concerns by Gender and Education

Non-College Men	
1. Health care	31%
2. Make enough to cover bills	19%
3. Retirement security	16%

College Men	
1. Retirement security	30%
2. Health care	28%
3. Make enough to cover bills	13%

Non-College Women	
1. Health care	36%
2. Make enough to cover bills	18%
2. Paying off debt	14%

College Women	
1. Health care	25%
2. Retirement security	25%
3. Make enough to cover bills	13%

**Q.9** Switching gears again, below are eight economic concerns that worry some Michiganders. Please rate these issues from 1 to 8, by dragging and dropping them into order, with 1 being the issue that MOST worries you and keeps you up at night and 8 being the issue for which you are the LEAST concerned.

# Top Economic Concerns Consistent Regardless of Population Density, Gender

## Top Three Economic Concerns by Gender and Urbanicity

Rural Men	
1. Health care	31%
2. Retirement security	20%
3. Make enough to cover bills	20%

Suburban Men	
1. Health care	33%
2. Retirement security	22%
3. Make enough to cover bills	11%

Urban Men	
1. Retirement security	24%
2. Health care	23%
3. Make enough to cover bills	17%

Rural Women	
1. Health care	36%
2. Make enough to cover bills	20%
3. Retirement security	13%

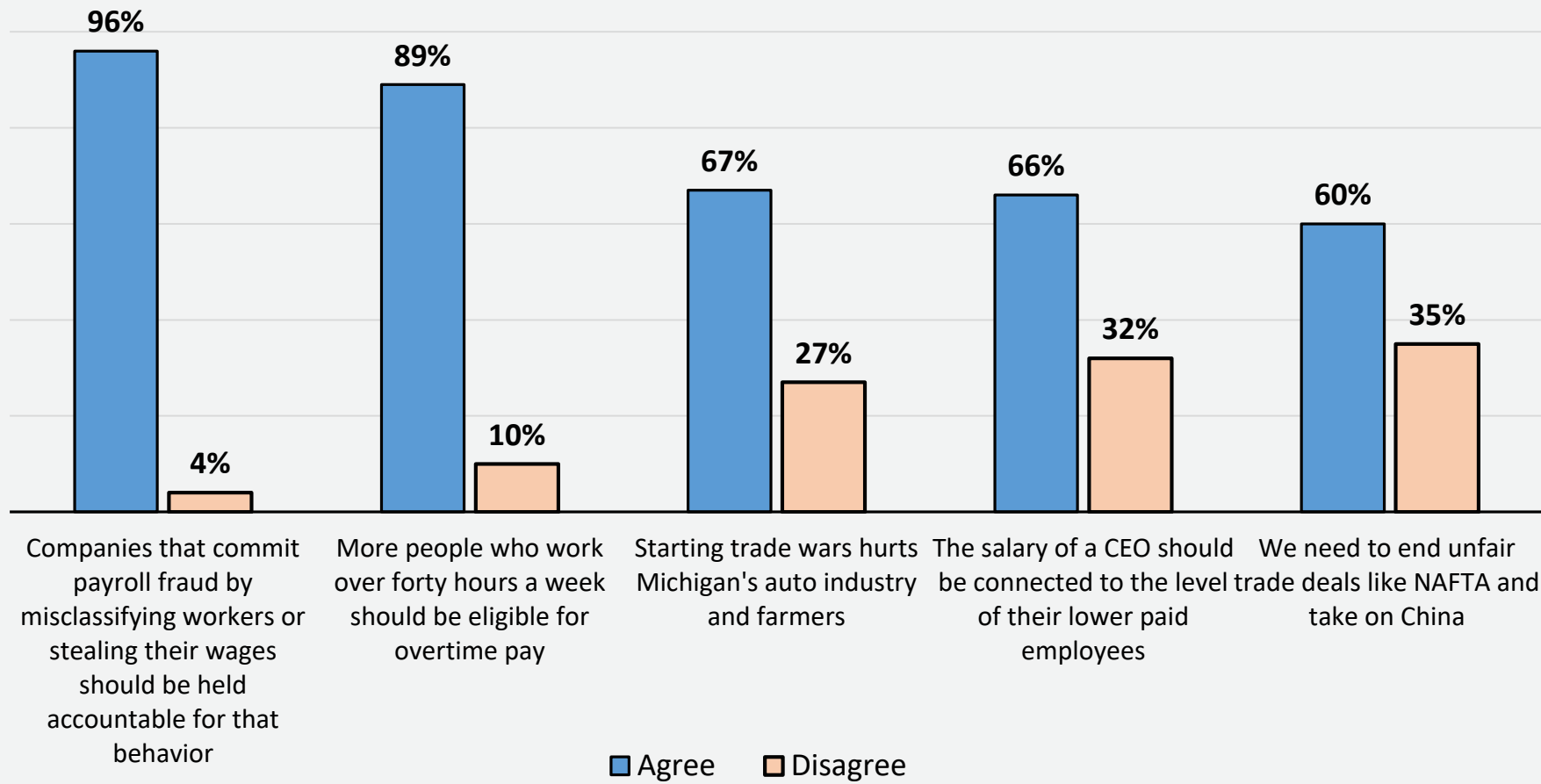
Suburban Women	
1. Health care	30%
2. Retirement security	25%
3. Getting a good paying job	15%

Urban Women	
1. Health care	25%
2. Make enough to cover bills	19%
3. Retirement security	16%

**Q.9** Switching gears again, below are eight economic concerns that worry some Michiganders. Please rate these issues from 1 to 8, by dragging and dropping them into order, with 1 being the issue that MOST worries you and keeps you up at night and 8 being the issue for which you are the LEAST concerned.

# Progressive Employment Policies All Broadly Popular

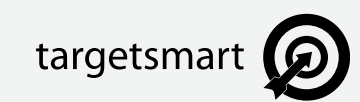
Progressive Employment Policies



Top-Ranked Employment Policies for Online and Phone Respondents:

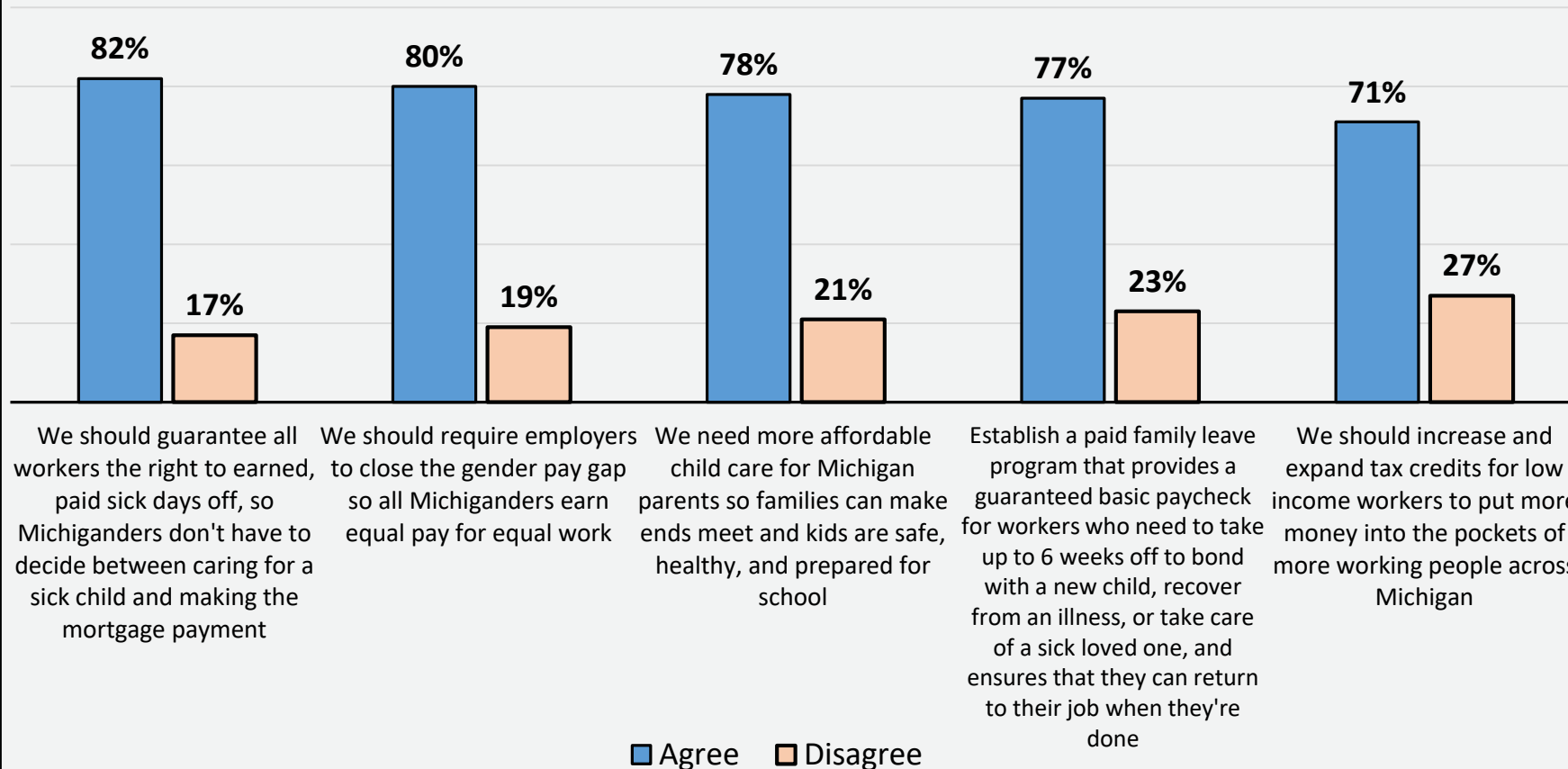
Policy:	
Overtime pay	19%
Trade wars	18%
CEO salaries	16%
Payroll fraud	15%
Unfair trade deals	12%

**Q.10** Now, I'm going to read you several statements regarding employment policies that may be considered by the Michigan Legislature. Please tell me whether you agree or disagree with each.



# Widespread Agreement on Workplace and Wage Policies, Paid Family Leave Ranked as Top Policy by 1-in-5

**Progressive Workplace and Wage Policies**



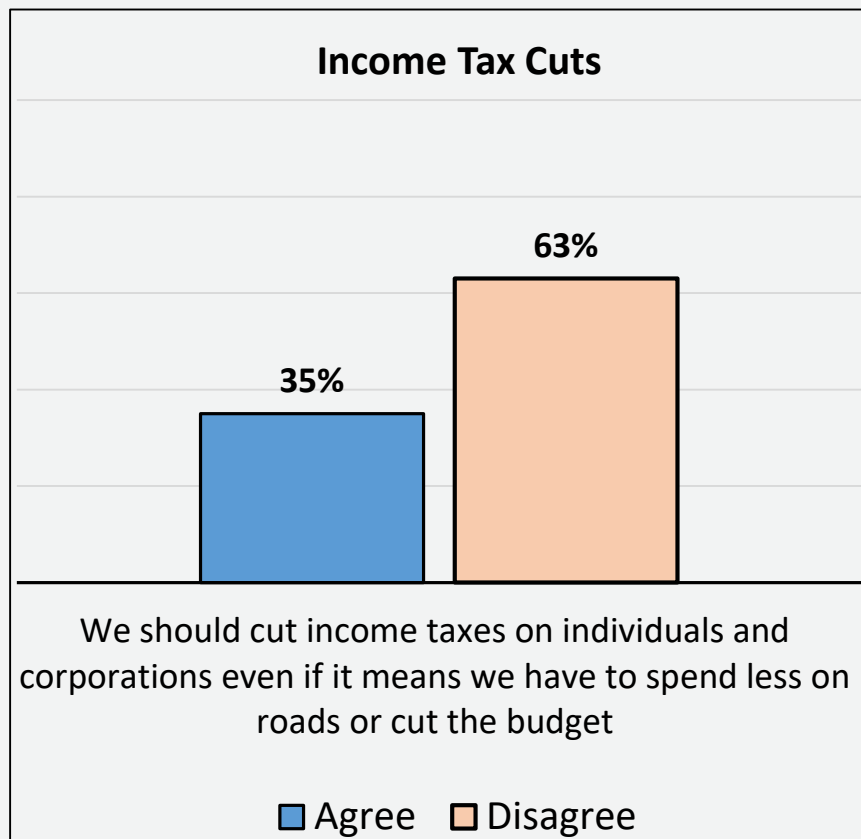
**Top-Ranked Employment Work Place and Wage Policies for Online and Phone Respondents:**

Policy:	
Paid family leave	22%
Equal pay	17%
Paid sick leave	17%
Child care	12%
Tax credits	11%

**Q.11** Switching gears a bit, I'm going to read you several statements about issues that impact the wallets of working people here in Michigan. Please tell me whether you agree or disagree with each.

# 2-in-3 Voters Want a Budget That Supports Infrastructure Over Income Tax Cuts

*Left-leaning audiences more likely to disagree with income tax cuts than right-leaning audiences.*

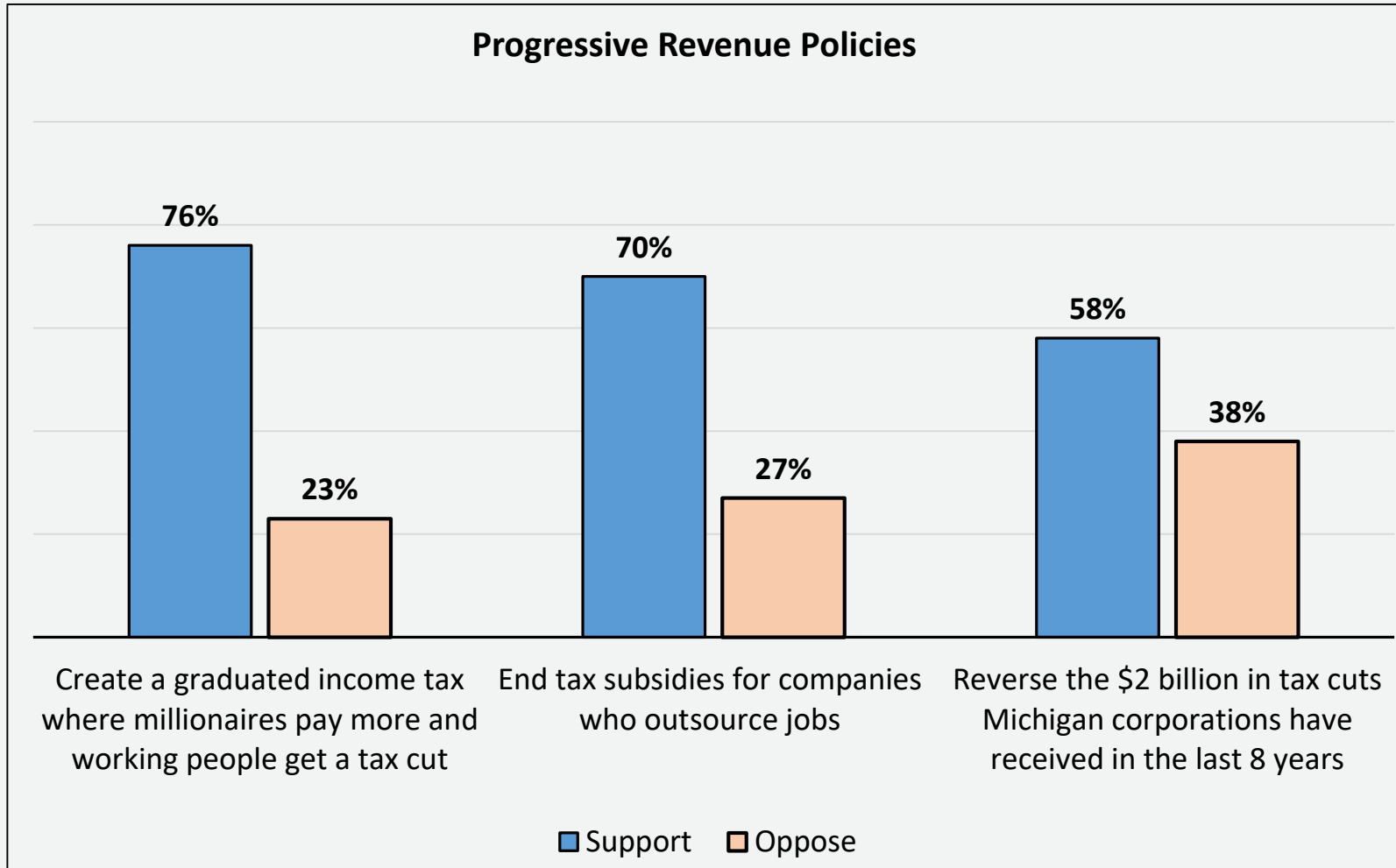


### Income Tax Cuts by Party ID and Ideology

	Agree	Disagree
All voters	35%	63%
ID Democrat	25%	74%
ID Independent	34%	64%
ID Republican	47%	50%
Liberal	22%	75%
Moderate	29%	70%
Conservative	49%	48%

**Q.11** Switching gears a bit, I'm going to read you several statements about issues that impact the wallets of working people here in Michigan. Please tell me whether you agree or disagree with each.

# Voters Broadly Open to New Progressive Revenues



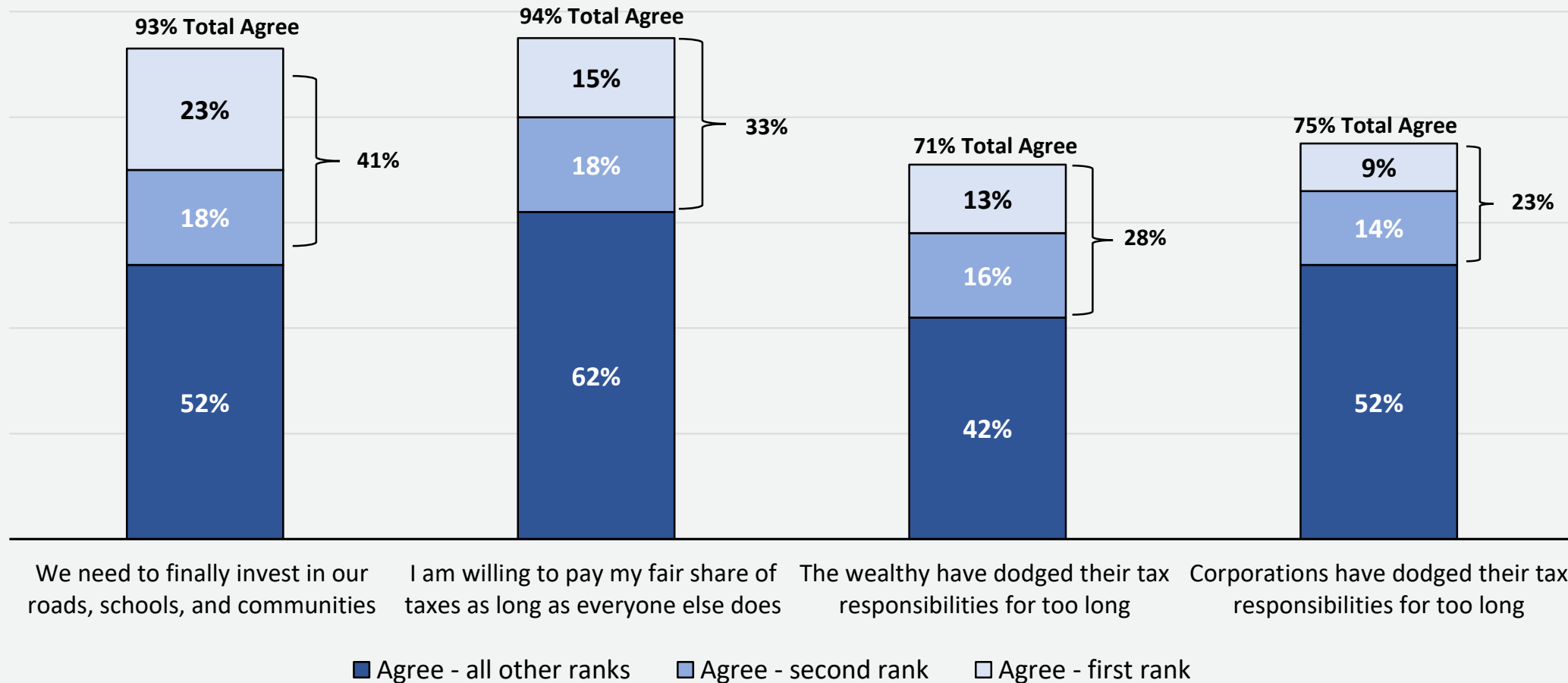
## Top-Ranked Revenue Policies for Online and Phone Respondents:

Policy:	
Graduated income tax	35%
Reverse corporate tax cuts	27%
End tax subsidies	24%

**Q.12** Next I'm going to read you several ways Michigan state government can raise revenue to increase public investment in things like schools, health care, and roads. Please tell me whether you support or oppose each.

# Voters Want Investment, Willing to Pay, and View Wealthy and Corporations As Having Dodged Their Responsibilities

Tax Policy Statements – Agreement Rankings for Online Respondents



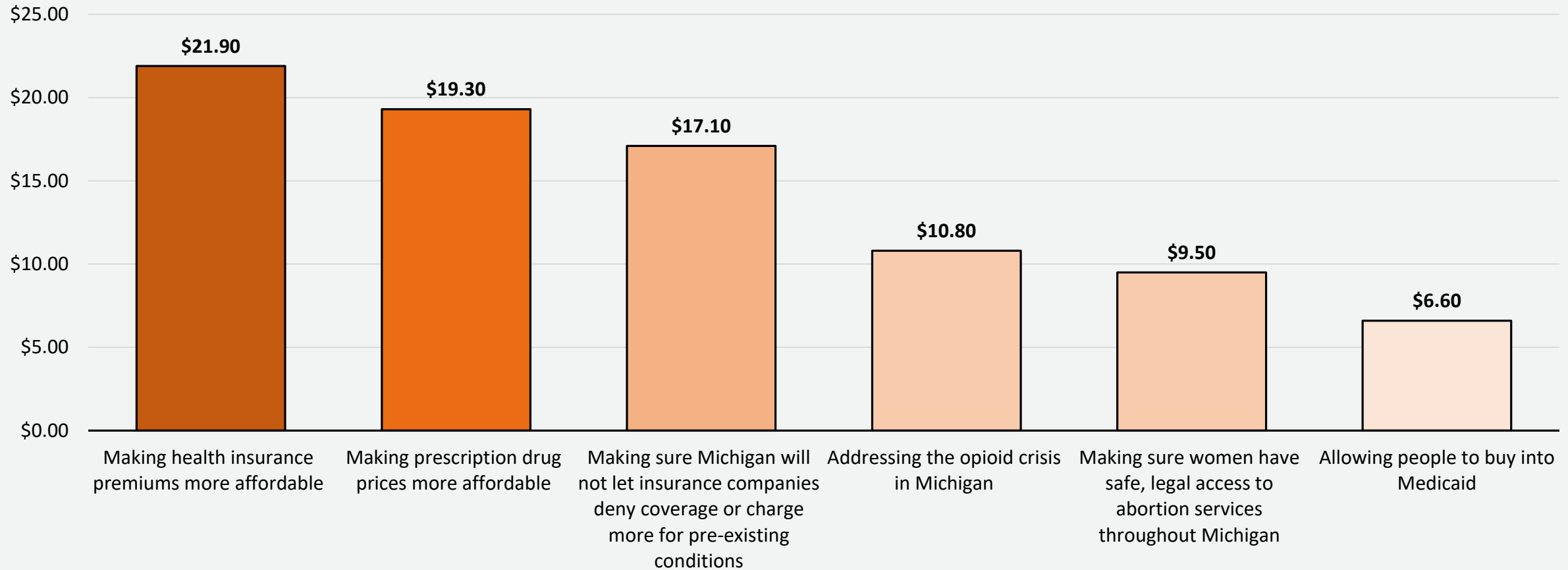
**Q.13** Switching gears a bit, below are a series of statements about taxes. By dragging each statement to the "agree" or "disagree" boxes, please indicate how you feel about each statement. Then, by dragging the statements up and down within each box, please indicate which ones you agree with the MOST and which ones you disagree with the MOST. The statement you agree with the most will be designated a "1" in the agree box, and the statement you disagree with the most will be designated a "1" in the disagree box.



# Health Care and Women's Reproductive Rights

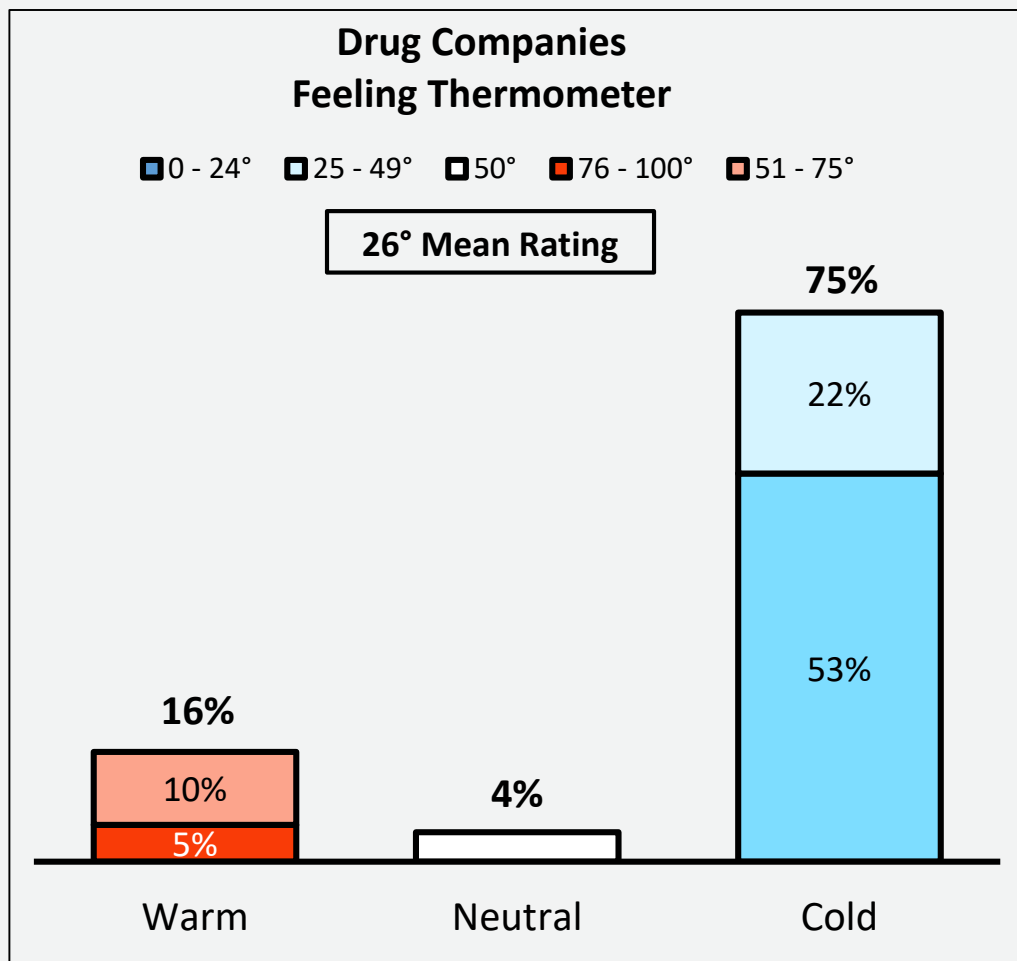
# High Priority Placed on Lowering Out of Pocket Health Care Costs

Health Care Priorities – Mean Monetary Allocation (Online Respondents)



**Q.14** Switching gears a bit, below is a list of healthcare related priorities on which members of the Michigan Legislature could focus. Imagine you had \$100 to spend on all of these healthcare priorities. You'd spend the most money on the priorities you care about the most and want the Michigan Legislature to focus on the most. You'd spend zero dollars on any priorities that you don't care about at all and don't want the Michigan Legislature to focus on at all. If you do care about a priority at all, just make sure you save some money to spend on it. You must spend all \$100 on these priorities.

# Drug Companies Loathed by Michiganders, Viewed as Enemies of Affordable Health Care

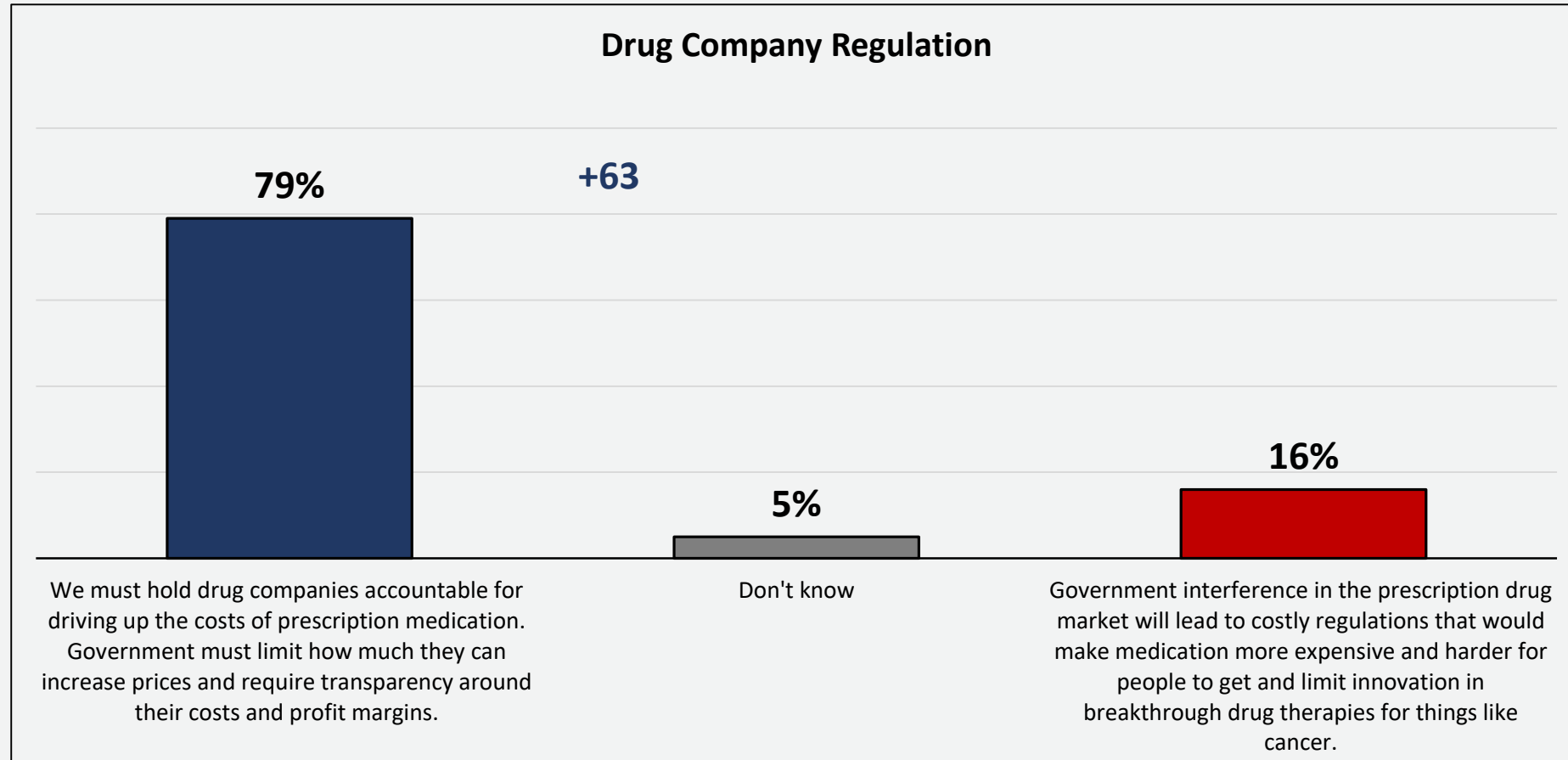


### Drug Companies Thermometer by Party ID

	Mean	Total Warm	Total Cool
All voters	26°	16%	75%
ID Democrat	23°	13%	83%
ID Independent	28°	18%	72%
ID Republican	26°	14%	77%

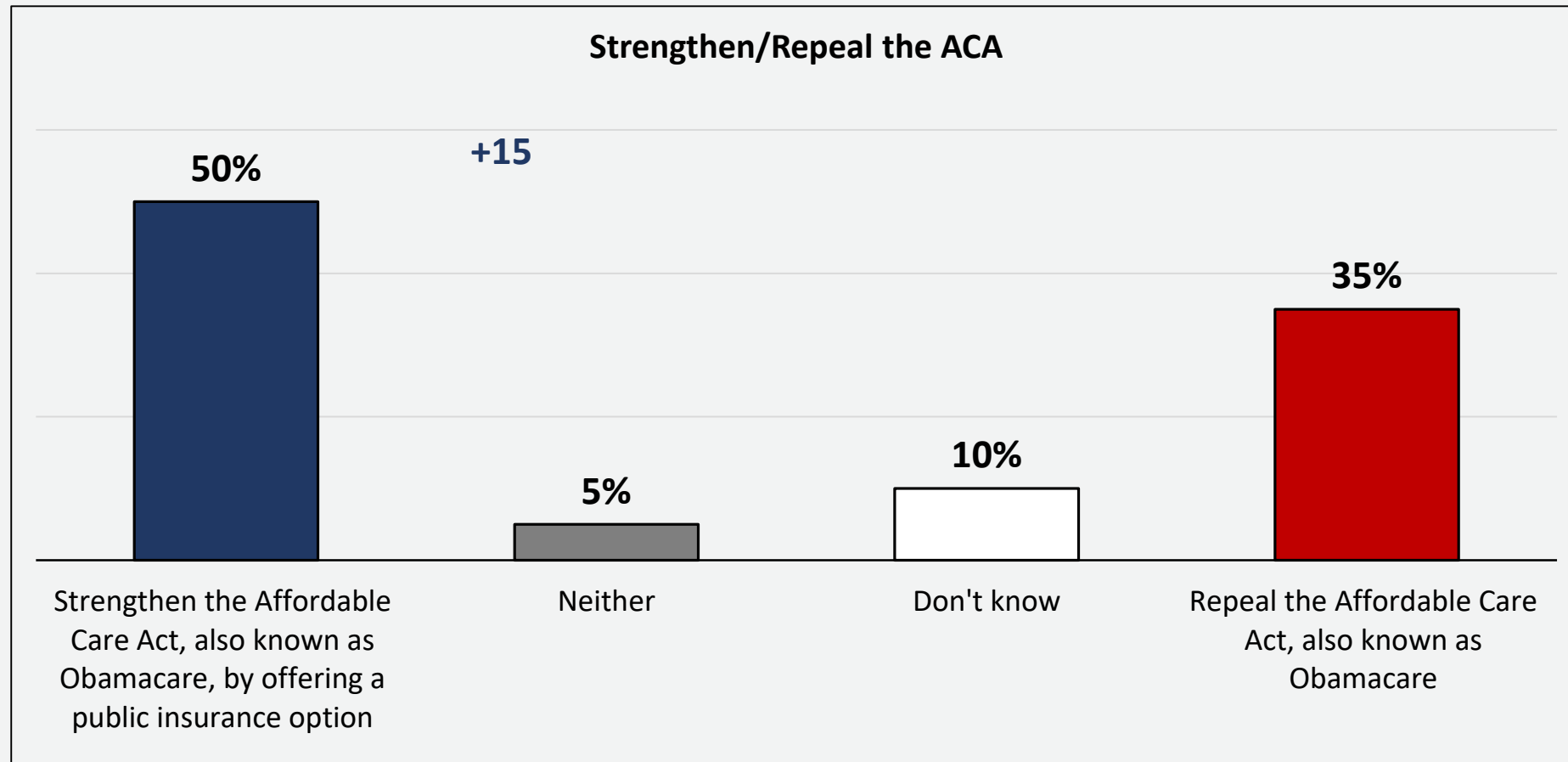
**Q.6** Now please rate your feelings toward some people, organizations, and policies listed below, with 100 meaning a very warm, favorable feeling; 0 meaning a very cool, unfavorable feeling; and 50 meaning not particularly warm or cold. Using the sliding scales below, please slide to any number from 0 to 100, the higher the number the more favorable your feelings are toward that person, organization, or policy. If you have no feeling about that person, organization, or policy, or have never heard of that person, organization, or policy, please select the "No Feelings/Never Heard" option.

# 8-in-10 Voters Want Drug Companies Regulated and Held Accountable



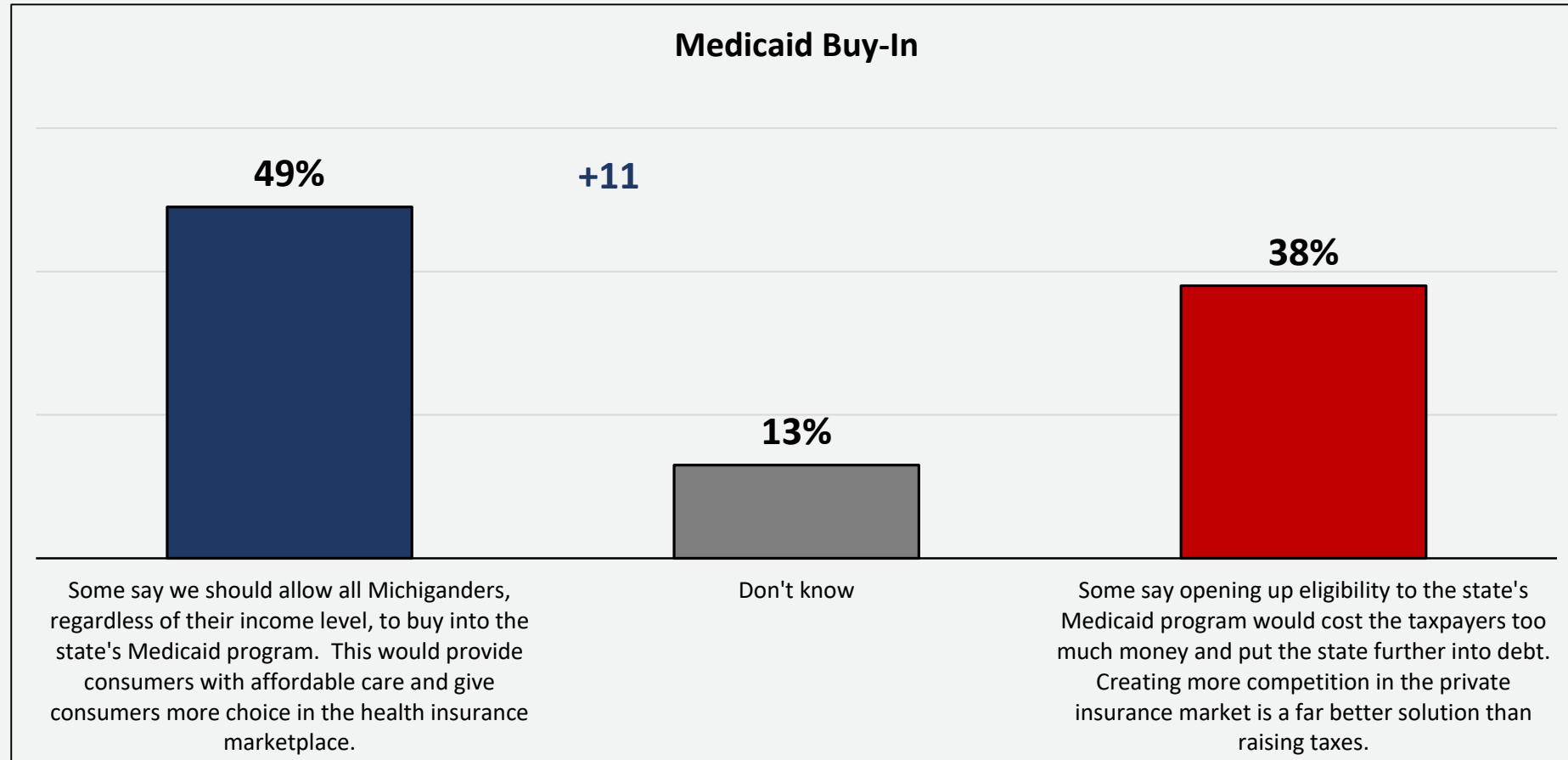
**Q.18** Below are two statements that have been made about regulating prescription medications in the United States. Please tell me which statement you agree with more, even if neither of them is exactly right.

# Half of Michiganders Want ACA to be Strengthened



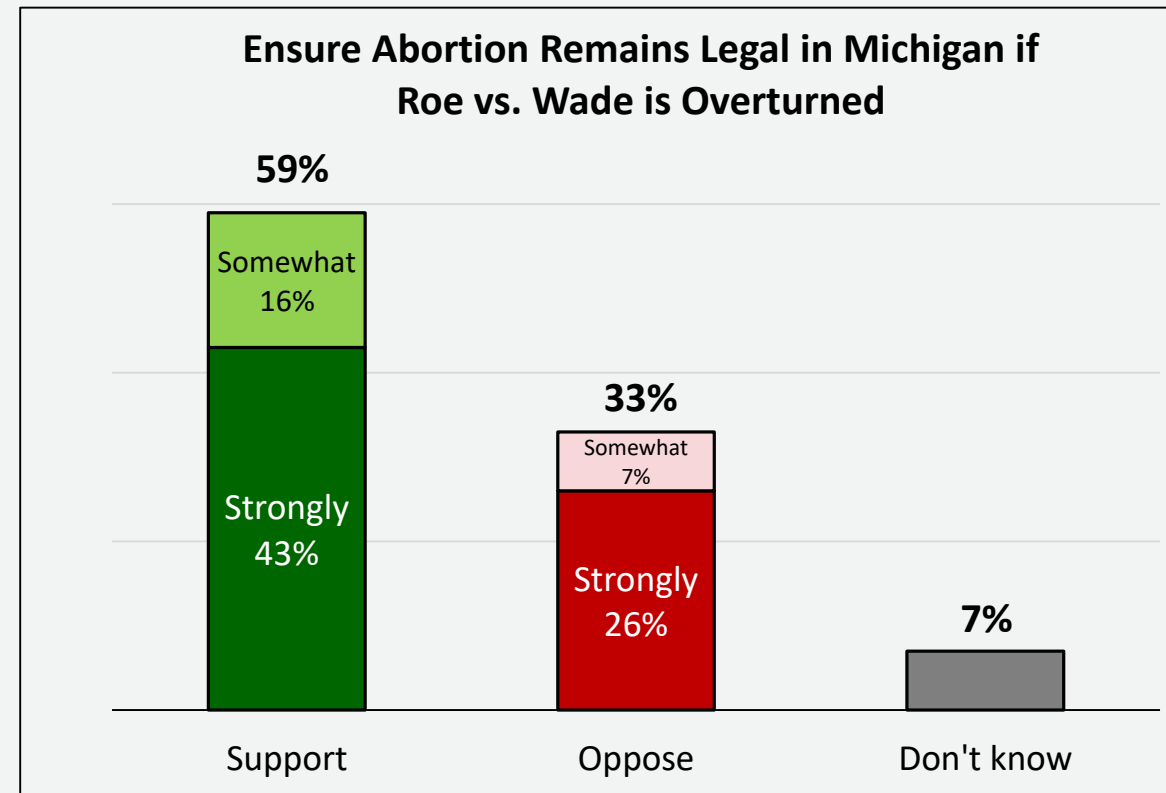
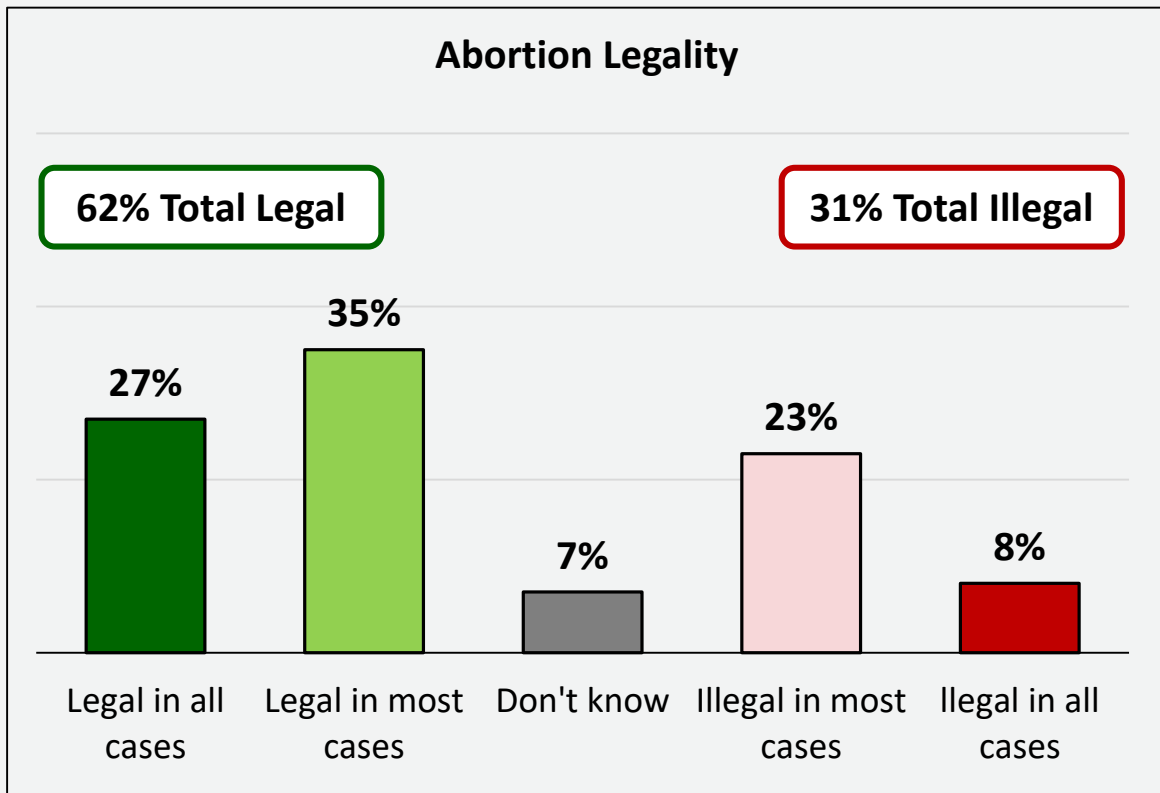
Q.15 To make health care more affordable in the U.S., would it be more effective to:

# Medicaid Buy-In Supported by a Plurality of Voters



**Q.16** Below are two statements about expanding eligibility for Medicaid in Michigan. Please tell me which statement you agree with more, even if neither of them is exactly right.

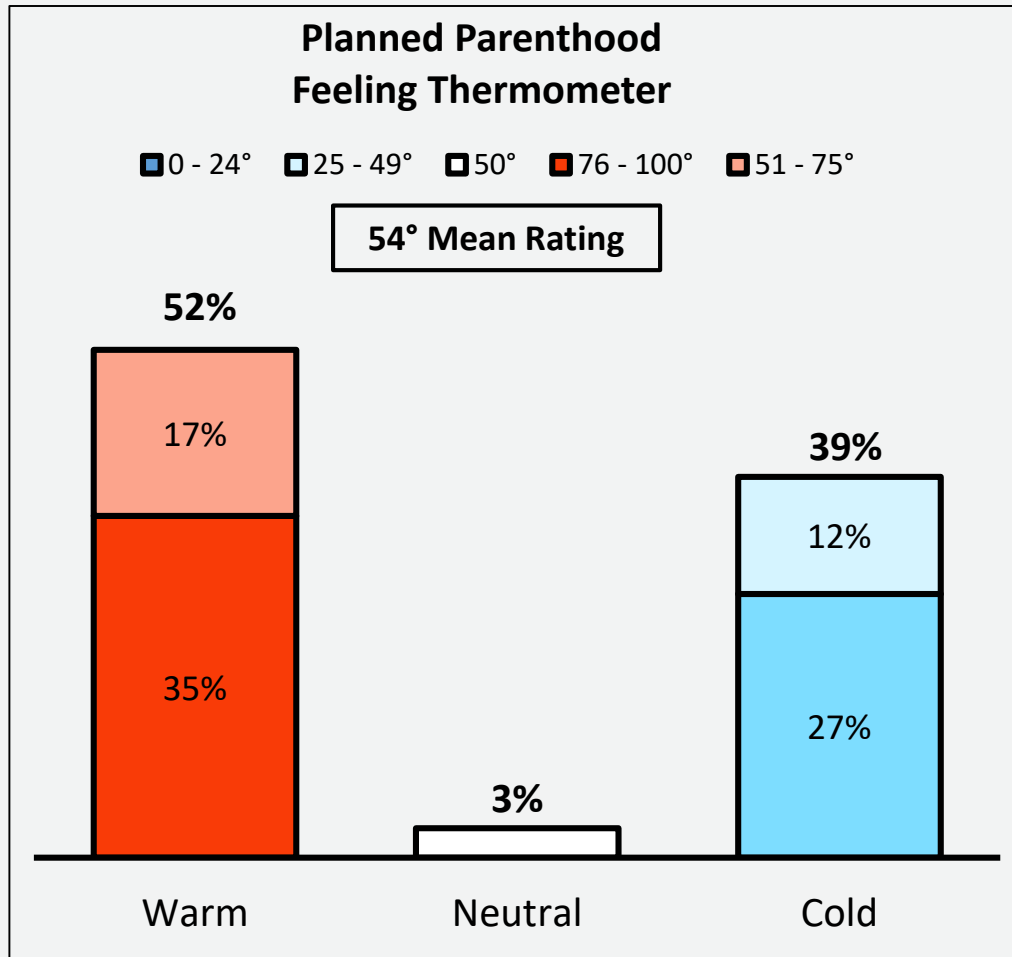
# Voters Strongly Support Access to Safe and Legal Abortion



**Q.19** Do you think abortion should be:

**Q.20** Some legal experts believe the U.S. Supreme Court could overturn the Roe v. Wade decision, which would likely mean that each state would decide whether or not abortion is legal in their state. Would you support or oppose efforts to ensure abortion remains legal in Michigan regardless of what happens at the U.S. Supreme Court?

# Planned Parenthood Generally Well-Regarded by Voters, Prevalent Partisan Contour in Ratings



**Planned Parenthood Thermometer by Party ID**

	Mean	Total Warm	Total Cool
<b>All voters</b>	<b>54°</b>	<b>52%</b>	<b>39%</b>
ID Democrat	79°	82%	12%
ID Independent	51°	48%	42%
ID Republican	27°	22%	70%

**Q.6** Now please rate your feelings toward some people, organizations, and policies listed below, with 100 meaning a very warm, favorable feeling; 0 meaning a very cool, unfavorable feeling; and 50 meaning not particularly warm or cold. Using the sliding scales below, please slide to any number from 0 to 100, the higher the number the more favorable your feelings are toward that person, organization, or policy. If you have no feeling about that person, organization, or policy, or have never heard of that person, organization, or policy, please select the "No Feelings/Never Heard" option.



# College Educated Women, Suburban and Urban Women Most Favorable Toward Planned Parenthood

**Planned Parenthood Thermometer by Gender/Education and Gender/Urbanicity**

	Mean	Total Warm	Total Cool
<b>All voters</b>	<b>54°</b>	<b>52%</b>	<b>39%</b>
Non-college men	46°	47%	42%
College men	50°	46%	45%
Non-college women	51°	47%	41%
College women	64°	65%	31%
Rural men	48°	47%	41%
Rural women	52°	45%	46%
Suburban men	48°	48%	43%
Suburban women	63°	67%	30%
Urban men	49°	45%	47%
Urban women	62°	57%	30%

**Q.6** Now please rate your feelings toward some people, organizations, and policies listed below, with 100 meaning a very warm, favorable feeling; 0 meaning a very cool, unfavorable feeling; and 50 meaning not particularly warm or cold. Using the sliding scales below, please slide to any number from 0 to 100, the higher the number the more favorable your feelings are toward that person, organization, or policy. If you have no feeling about that person, organization, or policy, or have never heard of that person, organization, or policy, please select the "No Feelings/Never Heard" option.

# So What Does All This Mean?

1

• Michigan voters want a state government that plays an active, positive role in providing opportunities, helping working families, and creating fairness in the system.

2

• This materializes most acutely in the tangible – better roads, lower insurance premiums, and cheaper Rx drugs.

3

• Populism underpins these attitudes. Michiganders are willing to pay their fair share, as long as everyone else does, and they think the wealthy and big corporations should pay more. They also want to see big, powerful actors held accountable for breaking the rules.

4

• When brought together, these attitudes yield overwhelming support for a progressive economic agenda that invests in the state's future and fights for the economic security of working Michiganders through a litany of specific policy remedies.

# Questions?