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Strong Majority of Michigan Voters Believe Michigan's Universities are Important in Creating New Jobs

DETROIT, Mich., February 7, 2012 — According to a survey conducted by Business Leaders for Michigan (BLM) in January, Michigan voters strongly believe our universities play an important role in the creation of new jobs.

"Nearly 92% of respondents said universities were very or somewhat important to creating jobs," said Doug Rothwell, President and CEO, Business Leaders for Michigan. "These results confirm that Michigan voters clearly understand our public universities are one of our greatest assets for growing jobs and Michigan's economy."

In addition, voters also believe that additional funding should be tied to performance in key areas. Nearly 68% of voters support the idea of allowing universities to earn back some of the money that has been cut from higher education if universities increase their graduation and retention rates, keep administrative costs low, and increase financial aid. By a margin of 47%-33%, voters preferred this idea to a proposal that would give every Michigan college student \$9,500 without being linked to results. "Voters are willing to support more funding for our universities, but they want accountability and performance for that investment," said Rothwell.

Finally, by an overwhelming margin of 87-8%, voters strongly oppose the idea of amending the Michigan Constitution to create one statewide system to manage Michigan's universities. "Voters do not want to create another statewide bureaucracy, particularly when they learn that Michigan's university administrative costs are actually lower than other states with statewide systems," Rothwell explained.

The telephone survey of 600 registered voters was conducted by the Glengariff Group, Inc., with a margin of error of +/-4.0 percent.

About Business Leaders for Michigan:

Business Leaders for Michigan (www.BusinessLeadersforMichigan.com) is a private, non-profit executive leadership organization dedicated to making Michigan a "Top Ten" state for job and economic growth. The organization is composed exclusively of the chairpersons, chief executives or most senior executives of Michigan's largest companies and universities, which provide over 320,000 jobs in Michigan, generate over \$1 Trillion in annual revenue and serve over 135,000 students. The organization's work is defined by the Michigan Turnaround Plan, a holistic, fact-based strategy to get Michigan's economy back on track. Visit www.michiganturnaroundplan.com for more information.



BUSINESS LEADERS FOR MICHIGAN UNIVERSITY FUNDING SURVEY – JANUARY 2012

Questionnaire

Field Dates: January 25-29, 2012

Sample Size: N=600 (Registered Voters)/Margin of Error: +/- 4.0

Conducted by the Glengariff Group, Inc.

Hello, my name is _____. I'm not selling anything. I'm doing a quick survey of voters in our community to gather opinions. The survey should take approximately six minutes.

A. Are you currently registered to vote at the address I am calling?

Yes...CONTINUE

No...TERMINATE

1. And can you tell me in what county you live in?

1. UP/Northern Michigan	9.0%
2. Southwest Michigan	11.3%
3. West Michigan	11.3%
4. Mid Michigan	10.0%
5. East Central Michigan	11.7%
6. Oakland	12.2%
7. Macomb	6.8%
8. Wayne	11.2%
9. City of Detroit	7.2%
10. Remainder of Det MSA	9.3%
11. Refused	

2. Would you say that Michigan's universities are very important, somewhat important, somewhat not important or not important at all to creating new jobs in Michigan?

1. Very important	57.7%	IMPORTANT: 91.7%
2. Somewhat important	34.0%	
3. Somewhat not important	3.5%	
4. Not important at all	4.3%	NOT IMPO: 7.8%



3. Between 2002 and 2009, Michigan has cut state funding for universities by twenty eight percent. I am going to read you three different ideas people have when it comes to universities. For each, please tell me whether you support or oppose that idea.

One idea would be to give every high school graduate an annual grant of nine thousand five hundred dollars to be used for tuition and associated school costs for any Michigan university or community college. The proposal would cost the state \$1.8 billion and would be funded by closing tax loopholes and collecting sales tax on internet retailers. Supporters argue that it would reinvest money into higher education while providing Michigan students with the opportunity for a university education. Opponents argue that Michigan cannot afford to spend \$1.8 billion and that this proposal offers no accountability in how students spend the money or the results we get from universities. Would you support or oppose this proposal to spend \$1.8 billion to give graduating students a \$9,500 annual tuition grant? ASK: WOULD THAT BE STRONGLY SUPPORT/OPPOSE OR JUST SOMEWHAT SUPPORT/OPPOSE?

1. Strongly support	20.2%	SUPPORT:	45.2%
2. Somewhat support	25.0%		
3. Somewhat oppose	20.2%		
4. Strongly oppose	30.8%	OPPOSE:	51.0%
5. Neither support, nor oppose	1.7%		
6. Don't Know/ Refused	2.2%		

4. One idea would be to leave university funding at its current level, but create an additional pot of money that universities could earn a piece of if they increase their performance including increasing their student retention rate, increasing their graduation rates, reducing administrative costs and increasing financial aid. Supporters argue that this proposal rewards universities that are doing a good job and keeps them accountable to taxpayers while allowing them to earn back some of state dollars that have been cut from their budget over the past ten years. Opponents argue that while higher education may be important, there are higher priorities for the state than universities. Would you support or oppose this proposal to allow universities to earn back some of the funding that has been cut from their budgets based on their getting some key results that important for the state? ASK: WOULD THAT BE STRONGLY SUPPORT/OPPOSE OR JUST SOMEWHAT SUPPORT/OPPOSE?

1. Strongly support	32.3%	SUPPORT:	67.8%
2. Somewhat support	35.5%		
3. Somewhat oppose	10.7%		
4. Strongly oppose	16.0%	OPPOSE:	26.7%
5. Neither support, nor oppose	2.0%		
6. Don't Know/ Refused	3.5%		



5. One idea would change Michigan’s Constitution and put all fifteen of the state’s universities into one statewide system managed by one authority as compared to each school being run on its own as allowed by the state Constitution. Supporters of the proposal say that it would cut bureaucracy and make one entity responsible for all of Michigan’s universities. Opponents argue that it would just create another big Lansing bureaucracy and would not save any money because statewide systems in other states pay 22% more in administration than Michigan’s universities pay. Would you support or oppose consolidating Michigan’s universities into one state university system? ASK: WOULD THAT BE STRONGLY SUPPORT/OPPOSE OR JUST SOMEWHAT SUPPORT/OPPOSE?

1. Strongly support	3.5%	SUPPORT:	8.0%
2. Somewhat support	4.5%		
3. Somewhat oppose	18.0%		
4. Strongly oppose	69.0%	OPPOSE:	87.0%
5. Neither support, nor oppose	0.8%		
6. Don’t Know/ Refused	4.2%		

6. Of those three ideas I just read to you, which ONE do you support the most?

1. Put all of the state’s universities under one system	3.2%
2. Give every Michigan high school graduate \$9500 per year for four years to get a university education in Michigan.	33.3%
3. Allow universities to earn back some of the state money that has been cut from their budget by earning additional monies based on their ability to increase their student retention rate, their graduation rate, reducing administrative costs, and increasing financial aid.	47.2%
Don’t support any of these	13.8%
Don’t Know/ Refused	2.5%

Now I’m going to ask you a few questions for statistical purposes.

7. Generally speaking, would you say you vote mostly for Republican candidates, Democratic candidates or would you say you are an Independent that votes equally for both parties?

1. Republican	26.8%
2. Democratic	32.7%
3. Independent	36.7%
4. Don’t Know/ Refused	3.8%

8. Would you say your political philosophy is conservative, liberal or would you say you are a moderate?

1. Conservative	36.5%
2. Liberal	16.7%
3. Moderate	40.5%
4. Other	1.3%
5. Don’t Know/ Refused	5.0%

9. Would you say you live in an urban city, a suburban area, a small town, or a rural area?

1. Urban/City	19.7%
2. Suburban area	35.5%
3. Small Town	19.2%
4. Rural area	24.8%
5. Don’t Know/ Refused	0.8%



10. Do you have any children currently in school or college?

- | | |
|------------|-------|
| 1. Yes | 48.0% |
| 2. No | 51.3% |
| 3. Refused | 0.7% |

11. Do you or does any other member of your household belong to a labor union or a teachers association?

- | | |
|----------------------------|-------|
| 1. Yes, union household | 32.5% |
| 2. No, not union household | 65.5% |
| 3. Don't Know/ Refused | 2.0% |

13. And what is your race or ethnic background?

- | | |
|------------------------|-------|
| 1. Caucasian | 80.7% |
| 2. African American | 12.7% |
| 3. Mixed Race | 1.5% |
| 4. Other | 2.5% |
| 5. Don't Know/ Refused | 2.7% |

14. Could you please tell me in what year you were born?

- | | | |
|--------------------------|---------|-------|
| 1. 1983-1993 | (18-29) | 10.5% |
| 2. 1973-1982 | (30-39) | 12.2% |
| 3. 1963-1972 | (40-49) | 30.2% |
| 4. 1948-1962 | (50-64) | 25.8% |
| 5. 1947 and before (65+) | | 18.7% |
| 6. Refused | | 2.7% |

15. GENDER

- | | |
|-----------|-------|
| 1. Male | 50.0% |
| 2. Female | 50.0% |

THANK YOU. THAT COMPLETES OUR SURVEY.

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