



FOR IMMEDIATE RELEASE  
October 25, 2006

Contact: Kelly Rossman-McKinney  
517-487-9320  
Dennis Denno  
517-402-2453  
John T. Reurink  
517-482-2125

## Survey Says – Ban Automated Phone Calls in Michigan

*“There ought to be a law...”*

*- Anonymous*

**LANSING, Mich.** — Michigan residents don’t much care for those automated phone calls bombarding households these days, according to a recent state-wide survey conducted by Denno-Noor Research, in partnership with The Rossman Group, one of Michigan’s top public relations, political and issue management consulting firms, and Michigan Information & Research Services.

“Robo-calls,” as they’re called in the political business, are pre-recorded messages sent to a pre-determined audience via computer-generated telephone calls. Because of their relatively inexpensive cost (about five cents per call for a 30-second message), most political candidates and issue campaigns use robo-calls as a staple campaign tactic.

However, if the voters of Michigan had their say in the matter, they’d not only prefer not to receive them, they would outlaw the calls altogether.

According to the Rossman/MIRS/Denno-Noor poll, when asked if the state Legislature should pass a law making automated phone calls illegal, 68.2 percent of the state’s registered voters said Yes, while 24.8 percent were in opposition to a ban.

- MORE-

“Clearly, by nearly a three-to-one margin, voters are fed up with the barrage of recorded phone messages they are receiving in the closing month of the campaign,” said Rossman Group CEO Kelly Rossman-McKinney. “That’s a huge margin, and one that may spur the Legislature into considering following the public’s lead and banning this type of political campaigning.”

Added Rossman-McKinney, “And most of these calls thus far have been of an advocacy nature – intended to persuade voters to vote for, or against, a candidate or ballot proposal. We haven’t even started the infinitely busier Robo-Get-Out-The-Vote/ Last Minute Attack week. Brace yourselves, Michigan!”

# # #

**Methodology:**

**This survey was part of the inaugural Rossman Group/MIRS/Denno-Noor Quarterly Survey of the Michigan electorate. 600 respondents were surveyed between October 9 and October 11, 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 intended on voting, either at the polls or by absentee ballot, in the November 7, 2006 Election. The margin of error is plus/minus 4 percent.**