



FOR IMMEDIATE RELEASE
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Poll Says Politician Least Trusted Occupation

LANSING, Mich. – In a recent state-wide survey of Michigan voters, politicians scored a dubious distinction – selected as the least trustworthy out of a list of occupations that also included Big Oil Company Executive and Used Car Salesman.

“Given President Bush’s low approval ratings, and the scandals coming out of Washington, which broke the national news just prior to going into the field with the survey, it is no wonder that the Michigan electorate holds our elected officials in such low regard,” said Kelly Rossman-McKinney, CEO of The Rossman Group.” Of course, it almost goes without saying that also contributing is the flood of negative political commercials that are dominating our television sets. I’m just glad mechanics were at the ‘bottom’ of the list – go Mechanics!”

The question was asked as part of a quarterly state-wide poll of Michigan voter attitudes, conducted as a partnership between The Rossman Group, Michigan Information and Research Service, and Denno-Noor Research.

The question was phrased as follows, “In your opinion, of the following professions, whom are you least likely to trust (ROTATE):”

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Answers, among all voters, were as follows:

Politician – 35%
Oil Company Executive – 17%
Used Car Salesman – 14%
Lawyer – 11%
News Reporter- 10%
Mechanic – 5%
None of above – 2%
Not Sure – 7%

“Greatly contributing to the ‘rise’ of politician to the top of the least trusted list, were voters between the ages of 18 and 35, for whom 44% selected that occupation,” said Dennis Denno, President of Denno-Noor Research. “If there’s any good news here at all for politicians, those negative perceptions don’t necessarily mean as much electorally as they might, as 18 – 35 year-olds are also the least likely age demographic to vote.”

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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.