



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

It's Dumars for Governor, Entertainers Need Not Apply

LANSING, Mich. — On Tuesday, November 7, Michigan voters will be asked to choose between Republican Dick DeVos and incumbent Democrat Jennifer Granholm to serve the state as Governor for the next four years. But what if there were other choices —celebrities, for example?

Minnesota elected a former professional wrestler as its Governor, and California voters elected body builder/actor Arnold Schwarzenegger to run their state. So, how about Joe Dumars as Governor of Michigan?

A recent Rossman Group/MIRS/Denno-Noor statewide poll asked Michigan voters to select their choice for governor from a list of six Michigan celebrities —and the winner was Dumars.

Dumars was the choice of 19 percent of those surveyed, finishing just in front of former University of Michigan football coach Bo Schembechler (18 percent) and actor/Purple Rose Theatre owner Jeff Daniels (17 percent).

This 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 and issue management consulting firms, and Michigan Information & Research Services, Michigan's leading daily legislative and state government newsletter, recently voted the preferred newsletter of Lansing's political insiders.

The question was worded as follows:

“California voters elected movie star Arnold Schwarzenegger as their governor, and a few years ago Minnesota voters elected pro wrestling star Jesse “The Body” Ventura as their governor. If on the ballot, which Michigan celebrity would you be most likely to vote for governor of Michigan – (ROTATE) Jeff Daniels, Joe Dumars, Madonna, Michael Moore, Aretha Franklin or Bo Schembechler?”

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The results:

Joe Dumars	19%
Bo Schembechler	18%
Jeff Daniels	17%
Aretha Franklin	5%
Michael Moore	4%
Madonna	2%
None of the Above	27%
Unsure	9%

“Dumars can credit his narrow victory to the support he received from baby boomers, most likely those who admire him just as much from his playing days as for his success in the Pistons’ front office,” said The Rossman Group CEO Kelly Rossman-McKinney. “Voters between the age of 35 and 64 comprised 63.2 percent of his support. He did a little better among Democrats than Republicans, and 10 percentage points better among males than females.”

“Dumars also did particularly well in metro-Detroit, where more than 51 percent of those surveyed chose the NBA Champion out of the list of six,” added MIRS President John T. Reurink. “He was also the choice of 44 percent of African-Americans.”

“Surprisingly, Schembechler scored the highest in west Michigan, where he was favored by 29.5 percent of survey participants,” said Dennis Denno, President of Denno-Noor Research. “Meanwhile, Daniels’ support was fairly consistent across the state, with the exception of the city of Detroit and the Upper Peninsula, which combined to give him a total of 3 votes, or 0.5 percent of the overall electorate.”

As for what little support the other three candidates received: Aretha Franklin picked up more support outside the city of Detroit than within, Madonna didn’t garner a single vote from voters over 50, and virtually all of Michael Moore’s support came from Democrats or independents.

Added Rossman-McKinney, “While it is not clear who will win in this year’s Gubernatorial race in Michigan, it is clear that the next Governor needs to be ready for the playing field — not the stage.”

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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.