



FOR IMMEDIATE RELEASE
November 3, 2006

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

Voters Say Don't Limit Ballot Proposals

LANSING, Mich. — Ballot proposals are all the talk this election — from affirmative action to protecting doves — but are there too many? Michigan voters were recently asked if they would support limiting the number of state issues on the ballot, and the answer, from 60 percent of those asked, was a resounding “No.”

The response was part of 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 overwhelming support for not limiting ballot proposals really suggests that voters want to play a part in making important decisions for our state,” said The Rossman Group CEO Kelly Rossman-McKinney. “Even a majority of those who supported a limit wanted to have the opportunity to vote on ballot proposals.”

Forty-three percent of those who favored limiting ballot issues believed that there should be no more than three ballot proposals at a time, while only three percent believed there should be zero proposals.

“Male and female voters were fairly equal on this issue,” added MIRS President John T. Reurink. “Younger voters were also more likely to support a limit.”

“It was a very small percentage that ultimately supported having zero issues on the ballot; most poll respondents wanted to keep it limited from two to five,” said Dennis Denno, President of Denno-Noor Research. “The support for zero proposals was highest in the Tri-County Thumb area.”

-MORE-

The questions were worded as follows:

Question One:

“On the ballot this year voters will face five ballot proposals dealing with issues from eminent domain to dove hunting. Some have argued that is too many proposals. Should there be a limit on the number of statewide proposals on the ballot?”

The results:

Yes – 36%

No – 60%

Unsure/Does Not Matter/Do Not Care – 5%

Question Two (If Yes to One):

“In your opinion, what is the maximum number of proposals that should be placed on the ballot; zero proposals, no more than one, no more than two, no more than three, no more than four, no more than five?”

The results:

Zero proposals – 3%

No more than one – 3%

No more than two – 16%

No more than three – 43%

No more than four – 11%

No more than five – 23%

“In spite of the barrage of confusing advertising on these issues, few are ready to limit ballot proposals and even fewer are ready to outright eliminate them,” added Rossman-McKinney. “Voters still want their voices heard on issues.”

###

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.