



FOR IMMEDIATE RELEASE
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Biggest Obstacle To Voting: Not Caring

LANSING, Mich. — Michigan voters were recently asked what they believed was the biggest obstacle to prevent people from voting, and 66 percent of those polled believed that non-voters just don't care.

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.

"It's a terrible indictment on our entire system when 'who cares' beats out incumbents and challengers alike," said The Rossman Group CEO Kelly Rossman-McKinney. "Wouldn't it be great if the folks who don't care enough to show up would also choose not to speak up once the election is over?"

After just not caring enough to vote, the next greatest obstacle was listed as physical inability to get to the poll at 12 percent. Followed closely after that at 10 percent was people not wanting to wait in line.

"Southeastern Michigan voters were most likely to believe that not caring was the main barrier," added MIRS President John T. Reurink. "On the other hand, voters in the Upper Peninsula were more likely to believe that physically getting to the polls was the problem."

"It is interesting that the older the voter the more likely they are to believe that fellow voters just do not care, while younger voters were more likely to believe that voters couldn't physically get to the polls or had family obligations," said Dennis Denno, President of Denno-Noor Research.

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The question was worded as follows:

“In a presidential or gubernatorial election less than 50 percent of the potential voters actually bother to vote. There are many legitimate reasons why people cannot vote. Which is the one biggest obstacle that you think prevents greater voter participation, (ROTATE) people cannot physically get themselves to the polls, people just do not care, people having family obligations, people do not want to wait in line, or people are concerned about harassment at the polls?”

The results:

People just do not care – 66%

People cannot physically get themselves to the poll – 12%

People do not want to wait in line – 10%

People have family obligations – 4%

People are concerned about harassment at the polls – 1%

Do not know (Do not offer) – 7%

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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.