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Survey Shows Michigan Buys Stem Cell Research

MIRS/Rossman Group/Denno-Noor Poll Shows 65% of Michigan Electorate Would Support Ballot Proposal

LANSING, Mich. — According to polling data released today, Michigan voters would overwhelmingly support a ballot proposal to permit stem cell research in the state.

“When it comes to stem cell research, Michigan is buying,” said Kelly Rossman-McKinney, CEO of The Rossman Group. “This was a major platform in the Governor’s State of the State Address, and the data shows that if an election were held today, stem cell research would pass by a huge margin.”

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. MIRS was recently voted the preferred newsletter of Lansing’s political insiders.

The question was worded as follows:

*“Missouri recently passed an amendment to their constitution dealing with stem cell research. Their amendment would allow scientists to conduct research on stem cells and establish strict reporting and oversight on any stem cell research in their state. If you had the opportunity, how would you vote on this issue, would you vote (**ROTATE**) for this amendment or against this amendment?”*

According to the results, 65 percent of Michigan residents would vote in favor of a constitutional amendment, while only 23 would oppose the proposal. Eleven percent of the electorate was unsure, and 2 percent did not care or said the issue did not matter.

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“At the state-wide level, these numbers are impressive,” said MIRS President John T. Reurink. “But even more noteworthy is the fact that every geographic segment of the Michigan electorate demonstrated over 60% support. That’s really good news for those pursuing a ballot initiative to amend the state constitution with respect to the stem cell research issue.”

The following chart demonstrates where responses landed on this issue among Michigan’s geographic regions*:

	<u>SE MI</u>	<u>Central MI</u>	<u>West MI</u>	<u>Tri-Cities/Thumb</u>	<u>Upper L.P.</u>	<u>U.P.</u>	<u>Oakland</u>	<u>Macomb</u>	<u>Detroit</u>	<u>Balance of Wayne</u>
Vote For	67%	68%	60%	64%	70%	61%	70%	72%	61%	64%
Vote Against	24%	18%	26%	17%	18%	22%	24%	20%	27%	24%
Undecided	9%	9%	13%	19%	12%	17%	6%	6%	10%	10%
Don’t Know/Care	0%	5%	2%	0%	0%	0%	0%	2%	2%	2%

*All numbers rounded. Thus, totals may exceed 100 percent.

“If a vote were held today, Michigan would pass a ballot proposal to permit stem cell research in the state,” said Denno-Noor President Dennis Denno. “In fact, the only significant segments of the electorate that were under 50 percent on the issue were self-identified strong Republicans (34 percent) and DeVos voters (47 percent) — and they’re basically the same people.”

“Aside from these hard-core Republican voters, every significant demographic in Michigan supports a constitutional amendment to allow stem cell research. As a state we often have a hard time agreeing on anything,” added Rossman-McKinney. “But according to this poll, whether respondents were male or female, lived in a rural community or an urban setting, wealthy or poor, black or white, with children or without — amending the state constitution to permit stem cell research is one issue upon which the state is in almost total agreement.”

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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 February 21 and February 23, 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 2008 Election. The margin of error is plus/minus 4 percent.