



FOR IMMEDIATE RELEASE
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Voters Would Rather Spend Halloween with Granholm

LANSING, Mich. — Sure, behind most of those masks and ghoulish costumes this Halloween will be the faces of children trick or treating. However, most Michigan adults who plan on voting in the upcoming election would prefer spending their trick or treating time with Democrat Governor Jennifer Granholm than her Republican challenger Dick DeVos by almost a 2 : 1 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, political 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.

Overall, 45% of those surveyed preferred to spend their Halloween evening trick or treating with Governor Granholm, while only 23.5% would rather take time with DeVos. Not surprisingly, both gubernatorial candidates were more popular Halloween guests among their own political parties – 72% of strong Democrats would rather spend their evening with Jennifer Granholm, while 66% of Republicans preferred DeVos. Among self-identified independents, Granholm was the choice of 27.4%, while DeVos was preferred by 17.9%.

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“It was pretty much a Granholm sweep,” said The Rossman Group CEO Kelly Rossman-McKinney. “Those between the ages of 18 and 35 preferred to collect candy with DeVos by 42% to 36%, and residents of the upper part of the lower peninsula also slightly preferred DeVos. The rest, even when examined geographically, preferred Granholm.”

“Interestingly, the margins were widest among those who thought one of the two gubernatorial candidates was running the more negative campaign,” according to MIRS President John T. Reurink.

Dennis Denno, President of Denno-Noor Research confirmed this fact. “Nearly 62% of those who thought DeVos’ ads were more negative favored trick or treating with Granholm, while nearly 58% of those who thought Granholm was running the more negative campaign favored DeVos for Halloween night activities.”

Added Rossman-McKinney, "We don't know what results the actual election will bring one week from today. But clearly, for trick or treaters, spending this Halloween evening with Dick DeVos is a scarier proposition than Halloween with Granholm."

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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.