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## **Poll: In Tough Economy Vacations First to Go**

*Michigan Voters Cut Travel and "Night Out" From Personal Spending*

**LANSING, Mich.** —Times are tough all over. For households in Michigan, that means cutting personal budgets and stretching every dollar. To make ends meet, state voters would first cut “vacations and travel” (33 percent) followed by “going out for an evening” (24 percent).

This according to the latest Rossman Group/MIRS/Denno-Noor survey of Michigan voters, which also showed that 12 percent would choose “cutting premium TV channels or home Internet service,” nine percent would cut “subscriptions and memberships,” and another nine percent would avoid “purchasing brand name products.”

“I found it interesting that, after vacation and travel, the first cut young voters (18 – 35) would make to their personal budgets was the purchase of brand name products,” said John T. Reurink, president of Michigan Information & Research Service Inc. (*MIRS* newsletter). “Whereas among our oldest voters (65+), cutting the purchase of brand name products was their last choice (at 6.5 percent).”

“Cutting vacation and travel scored significantly higher among Macomb County voters (at 46 percent) than in any other geographic region,” said Denno-Noor president Dennis Denno. “In the Upper Peninsula, however, Internet and premium cable television would be the first to go (at 22 percent).”

“This proves that when the going gets tough, the tough stop going – anywhere, whether it’s a night on the town or a night *out* of town,” said Kelly Rossman-McKinney, CEO of The Rossman Group. “And that doesn’t do anything to jump-start our economy.”

**Methodology:** This survey was part of the Rossman Group/MIRS/Denno-Noor Quarterly Survey of the Michigan electorate. Six hundred respondents were surveyed between November 30 and December 3, 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.