



March 27, 2015  
For Immediate Release

Contact: John Yob  
[johnpatrickyob@gmail.com](mailto:johnpatrickyob@gmail.com)

## **Voters Overwhelmingly Oppose Proposal 1**

Grand Rapids, MI – Today Strategic National released results of a statewide Michigan poll taken March 23<sup>rd</sup> and 24<sup>th</sup> to test the level of support for Proposal 1 and the relative impact of television advertising.

“Voters overwhelmingly oppose the sales tax increase for roads and the numbers are getting worse,” said John Patrick Yob of Strategic National. “The advertising that is being run in favor of Proposal 1 seems to be having a negative impact and actually making the tax increase less likely to pass. Simply put, the scare tactic strategy is not working.”

“Republicans and Democrats overwhelmingly oppose the proposal and the critical voting block of self-identified Independents are even less likely to support it,” said Yob. “Every voting group in every region of the state opposes it. The odds of this tax increase passing have gone from bad to worse and the momentum is unlikely to change given that the advertising is moving the numbers in the wrong direction.”

The results of the survey showed Proposal 1 losing 61% to 28%. The critical voting block of Independent voters are the most opposed to the proposal with 70% opposing and 22% supporting. Democrats oppose the measure by a margin of 61% to 26% and Republicans oppose it 54% to 35%.

Strategic National previously polled Proposal 1 in January and found that 52% of voters opposed the measure while 34% supported it at that time. Opposition to the measure has gained nearly ten points in the last two months as the group in favor of the proposal has spent millions of dollars on television advertising.

Strategic National also measured the effectiveness of recent advertisements in favor of Proposal 1. 61% of the respondents saw these ads. Of the respondents who saw the ads, 14% were more likely to support the proposal after seeing the ads, while 28% were less likely to support after seeing the ads, and 58% reported that the ads were having no impact.

“Proposal 1 has been losing support since January among likely voters in the May election,” said Yob. “It seems that the more money that is spent on television ads trying to scare voters the less likely the measure is to pass.”

This week’s survey was conducted March 23-24, 2015, and has a random sample of 382 Likely Voters. The Margin of Error is +/- 5.00%, at a 95% Confidence Interval.

The survey conducted January 27-28, 2015 had a random sample of 650 Likely Voters. The Margin of Error is +/- 3.80% at a 95% Confidence Interval.

[Please CLICK HERE for a full analysis.](#)

Strategic National  
190 Monroe Ave NW Suite 500  
Grand Rapids, MI 49503