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2010 Gubernatorial Match-up – DeVos vs. Stabenow?

Potential Candidates Would Be Clear Front-Runners, New Poll Shows

LANSING, Mich. — Although no candidate has formally declared for the 2010 Michigan gubernatorial race, 2006 Republican nominee Dick DeVos and Democratic U.S. Sen. Debbie Stabenow have emerged as the early favorites.

According to the latest Rossman Group/MIRS/Denno-Noor survey, Dick DeVos continues to maintain a firm grip on the Republican Party nomination with 41 percent of the vote (no change since the September, 2007 quarterly survey). No other GOP candidate is even in double digits. Trailing DeVos are Attorney General Mike Cox with 8 percent (no change since September), Congressman Pete Hoekstra with 7 percent (not tested in September), Congresswoman Candice Miller with 6 percent (down three points since September), Oakland County Sheriff Michael Bouchard at 4 percent (no change since September), Secretary of State Terri Lynn Land with 2 percent (no change since September) and Congressman Mike Rogers with 2 percent (down four points since September).

The Governor's office in Michigan will be open in 2010, as Jennifer Granholm, just re-elected with a wide margin over DeVos, is unable to run again due to term limits.

“Since we started tracking potential 2010 primary match-ups for governor in December of 2006, Dick DeVos has consistently enjoyed an impressive lead over any and all prospective GOP candidates,” said Kelly Rossman-McKinney, CEO of The Rossman Group. “The loyalty demonstrated by Republicans toward DeVos, who was soundly defeated by Granholm in 2006 – contributing to the change of hands of the State House of Representatives from GOP to Democrat – is really quite amazing. Although early, and despite his poor performance in the last election, the nomination is clearly Dick's for the taking – provided he wants it.”

“DeVos' impressive margin remains consistent among GOP voters in every demographic group and within every geographic region of the state,” said Denno-Noor President Dennis Denno. “Additionally, even though he has yet to reach into his deep pockets to help build a 2010 campaign, DeVos clearly would enjoy a name identification and financial advantage over other prospective candidates.”

Meanwhile, among Democrats, Senator Stabenow also enjoys a commanding early lead. Although not tested in previous surveys, Stabenow's 28 percent is double the 14 percent registered by former Detroit Mayor Dennis Archer, also a new addition to the survey. Trailing Stabenow and Archer with 4 percent of the vote each are Lt. Gov. John Cherry (down three points since September), Wayne County Executive Robert Ficano (down five points) and

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Congressman Bart Stupak (down four points). Also registering support were Detroit Medical Center Executive Mike Duggan (3 percent, down two points), Speaker of the House Andy Dillon (with 2 percent, up one point), Genesee County Treasurer Daniel Kildee (1 percent, not tested in September) and Lansing Mayor Virg Bernero (1 percent, not tested in September). First Gentleman Dan Mulhern, who received 3 percent of the vote in September, was identified in this survey as “Daniel Granholm Mulhern.” The identification didn’t seem to help, as his support dropped to 1 percent.

“Much more than the Republican Primary, the Democratic field remains wide open,” said John T. Reurink, president of Michigan Information & Research Service Inc. (*MIRS newsletter*). “Clearly, if Senator Stabenow sought the nomination, she would begin the campaign with a clear advantage – primarily due to strong name identification and success in previous statewide contests.”

“A Stabenow vs. DeVos race is an intriguing contest – a virtual rematch of the 2006 race between a female statewide elected official (Granholm) and the Grand Rapids businessman,” added Rossman-McKinney. “If this dream match-up becomes real, DeVos will have to overcome what might be his worst nightmare – a *déjà vu* campaign.”

<u>GOP</u>	<u>December 2007</u>	<u>September 2007</u>	<u>May 2007</u>	<u>March 2007</u>	<u>Democrats</u>	<u>December 2007</u>	<u>September 2007</u>	<u>May 2007</u>	<u>March 2007</u>
Hoekstra	7%	---	---	---	Cherry	4%	7%	11%	13%
Land	2%	2%	6%	4%	Stupak	4%	8%	7%	9%
Cox	8%	8%	9%	10%	Ficano	4%	9%	8%	14%
Rogers	2%	6%	6%	4%	Mulhern	1%	3%	---	---
DeVos	41%	41%	44%	44%	Dillon	2%	1%	3%	3%
Bouchard	4%	4%	5%	---	Duggan	3%	5%	3%	4%
Miller	6%	9%	5%	3%	Stabenow	28%	---	---	---
Other	1%	2%	2%	1%	Archer	14%	---	---	---
DNK/Refused	28%	28%	23%	22%	Kildee	1%	---	---	---
					Bernero	1%	---	---	---
					Other	2%	6%	3%	4%
					DNK/Refused	28%	60%	59%	48%

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.