



FOR IMMEDIATE RELEASE
May 29, 2008

Contact: Kelly Rossman-McKinney
517-487-9320
Dennis Denno
517-402-2453
John T. Reurink
517-482-2125

Voters Find Brooks Patterson to be Most Effective Political Leader

Poll finds Oakland County Executive to be Most Effective of Local Political Leaders

LANSING, Mich. — A recent survey finds that voters in Oakland County are feeling confident in their local leadership. Residents named Oakland County Executive L. Brooks Patterson to be the top political leader among his colleagues.

59 percent of voters in his own county named Patterson as the most effective leader, and results show he has significant support in surrounding areas as well. 45 percent of Macomb voters and 33 percent of Wayne County voters agreed Patterson was the best. Trailing Patterson was Wayne County Executive Robert Ficano. While 36 percent of both the City of Detroit and Wayne County voters said he was the most effective, only 6 percent of voters in Macomb and Oakland County agreed. Macomb County Chairman William Crouchman rounded out the third place vote.

“L. Brooks Patterson is one of the longest serving local political figures in the Detroit region,” said Kelly Rossman-McKinney, CEO of The Rossman Group. “His relatively high support across county lines is a tribute to his many years of service.”

The statewide survey conducted by Denno-Noor Research in partnership with The Rossman Group, recently named Lansing’s Most Effective Public Relations Firm by a survey of political insiders, and Michigan Information & Research Services (MIRS), Michigan’s leading daily legislative and state government newsletter.

The survey asked:

Which of the following political leaders is most effective at their jobs: Oakland County Executive L. Brooks Patterson, Wayne County Executive Robert Ficano, Macomb County Chair William Crouchman, or Windsor Canada Mayor Eddie Francis?

“Brooks is now serving his 16th year as Oakland County Executive, and there’s been a lot of talk about his upcoming re-election battle,” said MIRS President John T. Reurink. “The fact that 60 percent of voters in his county find him to be the most effective political leader in the region is a great sign for him.”

“This poll goes to show that Patterson is the clear frontrunner in his campaign for re-election,” said Dennis Denno, President of Denno Noor LLC.

Methodology:

This survey was part of the Rossman Group/MIRS/Denno-Noor Quarterly Survey of the Michigan electorate. 600 respondents were surveyed between May 17 and May 21, 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 four percent.

#