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## Nearly Half of Voters Believe Presidential Campaign is Having Positive Impact on Race Relations

**LANSING, Mich.** — As the first African American candidate to secure enough delegates for his party's nomination for president, Barak Obama has generated much discussion about race in America. However, when Michigan voters were asked if the presidential election was having a positive impact on race in America only half (49 percent) responded positively. Another 28 percent thought the race for the White House is hurting race relations and 17 percent were unsure.

This according to a recent state-wide 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. MIRS was also recently voted the preferred newsletter of Lansing's political insiders.

"Obama is a dynamic leader who has energized millions of voters," said Kelly Rossman-McKinney, CEO of The Rossman Group. "But the data shows no real indication that Michigan voters feel strongly one way or another regarding the election's impact on race relations. It will be interesting, however, to see if this changes come mid-October when the mudslinging between McCain and Obama is at its peak."

The survey asked:

*"During the 2008 campaign there has been a lot of discussion regarding race relations in America. Do you think the 2008 campaign for U.S. President is helping or hurting race relations in America?"*

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Within the City of Detroit, a majority of voters (64 percent) said the presidential race is helping race relations. That number is higher than any other region in the Michigan. “Detroit has long been a very race-conscious city,” said Denno-Noor President Dennis Denno. “So I would expect Detroit voters to have a heightened sense of how this election affects race relations.”

Across the state, 63 percent of voters who consider themselves to be either a Democrat or a strong Democrat think the presidential race is having a positive impact on race relations – a 23 percent increase over those who consider themselves to be a Republican or strong Republican.

“A majority of those who are supporting Obama are Democrat,” said MIRS President John T. Reurink. “Considering his campaign’s recent success, it makes sense for Democrats to feel more positively toward the campaign’s impact on racial relations. We may see these numbers change if McCain gains momentum.”

**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.**

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