



**FOR IMMEDIATE RELEASE**  
June 2, 2007

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

## Voters: Michigan's Economy Needs Detroit

### *Barriers Must Come Down to Synergize Economies*

**MACKINAC ISLAND, Mich.** — The city of Detroit's economic condition matters to state voters, while Detroit voters understand that Michigan's economy has a significant impact on the state's largest city.

"Economists have been telling us for years that the city of Detroit's economic condition has a significant impact on the economies of communities throughout Michigan," said Kelly Rossman-McKinney, CEO of The Rossman Group. "This poll shows that voters across Michigan understand this dynamic as well, as 87 percent of Detroit voters indicated that the economic condition of Michigan as a whole was important to the city, while 59 percent of voters outside the city of Detroit felt that the city's economic condition was important to Michigan."

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, Michigan's leading daily legislative and state government newsletter. MIRS was also recently voted the preferred newsletter of Lansing's political insiders.

Respondents were split into two samples for this question. City of Detroit residents were asked the following question about the importance of Michigan's economic condition:

*"How important is the economic well-being of the rest of the state to the City of Detroit?"*

The rest of the state's voters were asked about the importance of the economic condition of Detroit to Michigan:

*"How important is the economic well-being of the City of Detroit to the rest of the state?"*

--More--

“Age and partisanship provided the greatest contrast in responses to the question of the importance of Detroit’s economy to the rest of the state,” said MIRS President John T. Reurink. “Among voters between the ages of 18 and 35, 51 percent felt Detroit’s economy was very important (20 percent registered important). Among voters 65 years of age or older, only 37 percent felt Detroit’s economy was important to the rest of the state (24 percent registered important).”

“Looking along partisan lines, 53 percent of strong Democrats recognized the importance of the connection of both economies (15 percent felt responded that it was important),” added Reurink. “There was a ten percentage point drop among strong Republicans, as 43 percent felt Detroit’s economy was important to the rest of the state (28 percent responded that it was important).”

The following chart demonstrates where responses landed geographically on the issue of the importance of the city of Detroit’s economy to the rest, as well as Detroit residents’ perceptions of the importance of Michigan’s economy to the city:

	<u>SE MI</u>	<u>Central MI</u>	<u>West MI</u>	<u>Tri Cities/ Thumb</u>	<u>Upper L.P.</u>	<u>U.P.</u>	<u>Oakland</u>	<u>Macomb</u>	<u>Balance of Wayne</u>	<u>Detroit**</u>
<b>Very Important</b>	37%	32%	34%	31%	44%	21%	47%	52%	52%	69%
<b>Important</b>	28%	18%	22%	24%	3%	21%	22%	14%	11%	18%
<b>Combined “Very Important” and “Important”</b>	65%	50%	56%	55%	47%	42%	69%	64%	63%	87%
<b>Somewhat Important</b>	16%	30%	22%	24%	22%	32%	17%	20%	21%	8%
<b>Not Important</b>	9%	4%	13%	12%	22%	16%	12%	6%	8%	3%
<b>Unsure/Refused</b>	3%	9%	13%	10%	9%	11%	3%	8%	9%	3%

\*All numbers rounded. Thus, totals may exceed 100 percent.

\*\*Detroit split sample

-More-

“According to the results, the closer a voter is geographically to the city of Detroit, the more understanding they have to the connection between the state’s and Detroit’s economies. While the level of importance a respondent places on this issue is significant, the better barometer for voter attitudes on this issue is the “not important” category,” said Denno-Noor President Dennis Denno. “Among Upper Lower Peninsula voters, 22 percent felt that Detroit’s economy was not important to Michigan’s; followed by the Upper Peninsula at 16 percent. The regions that best understand the connection between the two economies (those who responded “very important” or “important”) were those closest in proximity to the city – Oakland County at 69 percent, Southeast Michigan at 65%, Macomb County at 64% and the Balance of Wayne County at 63%. But even 56 percent of those in West Michigan and 55 percent of those in the Tri-Cities/Thumb area recognize the significance of the economic connection.”

“I find it fascinating that Detroit residents (69 percent “very important” and 18 percent “important”) understand this connection in much higher numbers than does the rest of the state,” said Rossman-McKinney. “There will always be geographic parochialism when it comes to economic interdependence, but Michigan needs to understand that as Detroit’s economy goes, so goes the rest of the state’s economy. Part of this dynamic, quite frankly, can be attributed to political rhetoric out-state that promotes the notion that Detroit gets the most attention and state funds, and therefore breeds an artificial barrier between the city and state. To move Michigan’s economy forward, those barriers must come down, and a greater understanding of the holistic nature of our overall economy must be fostered. As we move forward, political leaders must but aside politics of division and step up to create a higher awareness of the innate synergy of our economy. The reality is, Michigan’s economy will improve only when Detroit’s economy improves – they are dependent on one another.”

# # #

**Methodology:**

**This survey was part of the Rossman Group/MIRS/Denno-Noor Quarterly Survey of the Michigan electorate. 600 respondents were surveyed between May 14 and May 17, 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.**