



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

DeVos Maintains Early Gubernatorial Lead, Cherry Overtakes Ficano as Choice of Democrats

Little movement in voter preferences since February

LANSING, Mich. — Although still three-and-a-half years away, a recent survey tracking both Republican and Democratic potential gubernatorial primary ballots shows that Grand Rapids Businessman Dick DeVos still maintains an overwhelming lead among GOP primary voters, while Lieutenant Governor John Cherry has overtaken Wayne County Executive Robert Ficano for the Democratic edge.

“There wasn’t much movement since February when we last tested gubernatorial primary ballots, but that isn’t surprising because nothing seems to be moving quickly in Lansing or state government these days,” said Kelly Rossman-McKinney, CEO of The Rossman Group. “As in March, the Republican primary for governor is still Dick DeVos’ — if he wants it. On the Democratic side, we saw small movement, as support for each potential candidate either stayed the same or dropped slightly – but Wayne County Executive Robert Ficano dropped the most, from 14 percent to eight percent, giving Lieutenant Governor John Cherry the chance to capture the lead. Cherry’s drop in support was minor —from 13 percent to 11 percent.”

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.

The overall survey was split into two samples, Republican primary voters and Democratic primary voters. The question was worded as follows:

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“Due to term limits, Governor Jennifer Granholm cannot run for re-election for governor. If the election for governor of Michigan were being held today, which candidate do you think you would vote for?”

The overall results were as follows:

<u>Candidates-D</u>	<u>%</u>	<u>+/-*</u>	<u>Candidates-R</u>	<u>%</u>	<u>+/-*</u>
John Cherry	11%	-2%	Terri Lynn Land	6%	+2%
Cong. Stupak	7%	-2%	Mike Cox	9%	-1%
Executive Robert Ficano	8%	-6%	Cong. Mike Rogers	6%	+2%
Mayor Kwame Kilpatrick	2%	-3%	Dick DeVos	44%	0%
Senator Mark Schauer	3%	---**	Mike Bouchard	5%	----**
Speaker Andy Dillon	3%	0%	Cong. Candice Miller	5%	+2%
Michael Duggan	3%	-1%	Undecided	25%	+2%
Undecided	62%	+14%			

*Compared to 1st Quarter Survey Results, February 2007

**In February, Schauer was not tested. While on the Republican ballot, Oakland County Sheriff Mike Bouchard was substituted for Oakland County Executive L. Brooks Patterson, who received 10% of the GOP primary vote at that time.

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“The real winner on the Democratic is ‘undecided,’ with a whopping 63 percent, which means that the field is still wide open. Democratic voters are clearly taking a wait-and-see posture, wanting to get to know the potential candidates more before committing,” said Denno-Noor President Dennis Denno. “On the Republican side, only 25 percent of those surveyed were undecided, which is testimony to the strength Dick DeVos has retained as a potential GOP primary candidate, with 44 percent of the vote committed to him already.”

“Geographically, each of the candidates enjoys some degree of support in their base, although I find it fascinating that Mayor Kilpatrick trails Wayne County Executive Robert Ficano in Detroit, and is tied with former county prosecutor and current DMC CEO Michael Duggan (see attachments),” said MIRS President John T. Reurink. “Meanwhile, on the Republican side, DeVos leads in every geographic region of the state.”

“Clearly, if the election were held today, Dick DeVos would win the Republican primary for Governor hands down. Because of this strength, he has the luxury to pick and choose where he makes a stand with respect to opposing the current administration and Democrat leadership in Lansing, and therefore how he positions himself as a candidate,” said Rossman-McKinney. “Among the Democrats, there is gaping hole at the top of the field looks an awful lot like the hole in the state budget. The good news for the Democrats is, there’s plenty of time for one of these candidates to rise to the top, or for another candidate to emerge.”

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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.

GEOGRAPHIC SUMMARIES OF GUBERNATORIAL BALLOT TEST

The following charts demonstrate where responses landed geographically on the ballot tests:

<u>DEMOCRATS</u>	<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>
Lieutenant Governor John Cherry	8%	8%	13%	39%	0%	13%	4%	18%	0%	3%
Congressman Bart Stupak	17%	8%	7%	4%	30%	38%	4%	6%	0%	0%
Wayne Co. Exec. Robert Ficano	0%	0%	0%	0%	0%	0%	8%	24%	17%	20%
Detroit Mayor Kwame Kilpatrick	0%	0%	2%	4%	0%	0%	0%	0%	0%	7%
State Senate Democrat Leader Mark Schauer	8%	8%	2%	0%	0%	0%	8%	0%	3%	3%
State Speaker of the House Andy Dillon	0%	8%	2%	4%	0%	0%	0%	6%	7%	0%
Detroit Medical Center Executive Michael Duggan	8%	0%	2%	0%	0%	0%	4%	6%	3%	7%
Don't Know/ Refused	58%	67%	71%	48%	70%	50%	72%	41%	70%	60%

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

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<u>REPUBLICANS</u>	<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>
Secretary of State Terri Lynn Land	0%	0%	11%	8%	8%	0%	0%	5%	11%	33%
Attorney General Mike Cox	11%	6%	4%	8%	8%	0%	7%	14%	28%	0%
Congressman Mike Rogers	21%	28%	0%	0%	0%	0%	0%	0%	6%	0%
Former Gov. Candidate Dick DeVos	32%	39%	50%	52%	42%	83%	55%	24%	33%	33%
Oakland County Sheriff/Former U.S. Senate Candidate Mike Bouchard	4%	0%	2%	4%	8%	0%	14%	10%	0%	0%
Congresswoman Candice Miller	0%	0%	4%	4%	0%	0%	7%	14%	17%	0%
Don't Know/ Refused	32%	28%	28%	24%	33%	17%	17%	33%	6%	33%

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