



FOR IMMEDIATE RELEASE
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DeVos Continues to Lead GOP Gubernatorial Possibles

Survey Shows 2006 GOP Candidate Maintains Stronghold on Primary Vote – No Other Candidates Close

LANSING, Mich. — This weekend at the GOP's biennial Mackinac Leadership Conference, more than just the presidential candidates will be posturing. Also keep on eye on potential 2010 Republican gubernatorial candidates.

According to the latest Rossman Group/MIRS/Denno-Noor survey, former gubernatorial candidate Dick DeVos continues to enjoy a wide lead over other potential GOP candidates.

DeVos (at 41 percent, down three points since the May, 2007 Rossman Group/MIRS/Denno Noor survey) slipped a few points, but still maintains a wide lead over U.S. Rep. Candice Miller (at 9 percent, up four points), Attorney General Mike Cox (at 8 percent, down one point), U.S. Rep. Mike Rogers (holding steady at 6 percent), Oakland County Sheriff Mike Bouchard (at 4 percent, down one point) and Secretary of State Terri Lynn Land (at 2 percent, down four points).

"It's still really, really early and much can happen over the next few years to define the real horse race for office," said Kelly Rossman-McKinney, CEO of The Rossman Group. "But this is not just residual support from 2006. Dick has done an amazing job of staying in the media's eye and playing the role of statesman."

The statewide survey was conducted by Denno-Noor Research in partnership with The Rossman Group and Michigan Information & Research Services, Michigan's leading daily legislative and state government newsletter. The Rossman Group was recently named Lansing's most effective public relations firm by a survey of political insiders, and MIRS and was recently voted the preferred newsletter of Lansing's political insiders.

The gubernatorial survey question read:

*"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 (**ROTATE**) Secretary of State Terri Lynn Land, Attorney General Michael Cox, Congressman Mike Rogers, former gubernatorial candidate Dick DeVos, Oakland County Sheriff and former U.S. Senate candidate Michael Bouchard, or Congresswoman Candice Miller?"*

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The results:

	September	May	March
	<u>2007</u>	<u>2007</u>	<u>2007</u>
Terri Lynn Land	2%	6%	4%
Michael Cox	8%	9%	10%
Mike Rogers	6%	6%	4%
Dick DeVos	41%	44%	44%
Michael Bouchard	4%	5%	Na
Candice Miller	9%	5%	3%
Other	2%	2%	1%
DNK/Refused	28%	23%	22%
Patterson	Na	Na	9%

"This continues to be very good news for Dick DeVos," said John T. Reurink, president of Michigan Information & Research Service Inc. (*MIRS newsletter*). "The recent failures to resolve the state budget deficit in Lansing are no doubt leading GOP voters to ponder if an experienced businessman would be realizing different results."

"DeVos' numbers continue to run strong across every demographic sub-group of the electorate," said Denno-Noor President Dennis Denno. "Geographic, age, gender, ethnic and partisan demographics all favor DeVos. Dick's strength is deep and wide."

"There is still plenty of time for the other candidates to make a move," added Rossman-McKinney. "But the fact is, Dick DeVos is the big elephant in the middle of the room. Until he announces his intentions, there will be no movement in the GOP gubernatorial primary."

Methodology:

This survey was part of the Rossman Group/MIRS/Denno-Noor Quarterly Survey of the Michigan electorate. Six hundred 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 to vote, either at the polls or by absentee ballot, in the November 2008 Election. The margin of error is plus/minus 4 percentage points.

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GOP Gubernatorial Contest Geo Breaks

September, 2007

Rossman Group/MIRS/Denno-Noor Quarterly Survey

	<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>Detroit</u>	<u>Balance of Wayne</u>
Terri Lynn Land	0%	0%	5%	0%	0%	11%	0%	6%	0%	0%
Michael Cox	12%	0%	0%	8%	9%	11%	12%	19%	0%	17%
Mike Rogers	18%	17%	2%	0%	9%	0%	4%	0%	33%	0%
Dick DeVos	41%	50%	46%	42%	27%	56%	39%	44%	0%	28%
Mike Bouchard	6%	0%	0%	0%	9%	0%	12%	6%	0%	0%
Candice Miller	12%	11%	5%	17%	0%	0%	12%	6%	0%	17%
Other (not offered)	0%	6%	2%	8%	0%	0%	0%	0%	33%	0%
Don't Know/Refused	12%	17%	39%	25%	46%	22%	23%	19%	33%	39%

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

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