



FOR IMMEDIATE RELEASE  
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## **Bing Leads Cockrel in Detroit Mayoral Primary**

*Voters Cite Economy as Most Important Issue, Would Not Vote For Kwame EVER*

Lansing, Michigan – According to a recent poll of likely Detroit voters, if the special Primary Election for Mayor were held today, businessman and former Piston star Dave Bing and Interim Mayor Kenneth Cockrel Jr. would move on to face each other in a head to head match-up in the special General Election on May 5.

The survey, conducted by Denno Noor Research for Rossman Public Relations showed Bing (at 28 percent) with a strong lead over Cockrel (at 22 percent), with only former Deputy Mayor Freeman Hendrix (at 13 percent) within reach of the two front-runners. No other candidate, including political heavy weights Coleman Young II, Sharon McPhail, Warren Evans or Nicholas Hood III received more than four percent of the vote. Undecided voters (at 22 percent) will be important to watch between now and the election.

“In a special election in the middle of winter, the absentee vote, dominated by those over the age of 65, is likely to be even more important than normal,” said Denno Noor Research Partner Dennis Denno. “Now the question is, does anyone except Bing have the campaign resources to go on TV and change these numbers around?”

The Economy (at 24 percent) was cited as the most important issue to likely voters – far ahead of a cluster of issues including Detroit Schools (at 13 percent), Neighborhoods (at 13 percent), Crime (at 13 percent) and City Services (at 12 percent). Taxes (at eight percent) came next, while Integrity, assumed by many campaign observers to be the most important issue in the Mayoral race, finished last (at seven percent) on the list.

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The survey also showed that indicted and imprisoned former Mayor Kwame Kilpatrick might want to think twice about running for office when eligible in five years – as 77 percent of survey respondents said it was unlikely they could support a Kilpatrick candidacy for public office (57 percent were *very* unlikely). Only 13 percent said it was likely they would vote for Kwame (7 percent *very* likely) five years from now.

“This is not good news for Kwame Kilpatrick,” said Rossman Public Relations Founder and CEO Kelly Rossman-McKinney. “While the former mayor would clearly have to make some major amends with Detroit voters to have any political future, he’s also got a really significant problem in the fact that his strongest support is coming from voters over the age of 65 – also the demographic group least likely to be around to vote in five years when Kilpatrick is eligible.”

Additionally, according to the Denno-Noor/Rossman survey, 61 percent of likely voters indicated that the troubled Detroit Public School system needs the state of Michigan to assign a financial manager to manage their finances – only 25 percent disagreed.

**Denno Noor** is a full service public opinion offering experienced polling for political campaigns, corporations, associations, and non-profit organizations. **Rossman Public Relations**, one of Michigan’s top public relations firms was recently named Lansing’s Most Effective Public Relations Firm by a survey of state Capitol political insiders.

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#### **METHODOLOGY**

Denno-Noor was commissioned by Rossman Public Relations to conduct the survey. 300 respondents in the city of Detroit were surveyed between January 12 and 13, 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 special Primary Election for Detroit mayor. The margin of error is plus/minus 5.8 percent.

Poll results and crosstabs are available by calling 517-402-2453 emailing [ddenno@dennonoor.com](mailto:ddenno@dennonoor.com) and at [www.RossmanPR.com](http://www.RossmanPR.com).