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

## Poll: Michigan's Economy Still Dependent on Auto Industry

*Success of Detroit's North American International Auto Show Testament to Michigan's Auto Industry Obsession*

**LANSING, Mich.** — According to Michigan voters, the state's auto industry still drives Michigan's economic engine. economic future lies in the passenger seat of the Michigan's cornerstone auto industry.

The latest Rossman Group/MIRS/Denno-Noor survey showed a resounding 80 percent of voters agreed that Michigan's economy rides with the fate of the auto industry. As the North American International Auto Show brings the auto-world's finest innovators to Detroit this week, a heightened awareness of economic dependency manifests itself through the cloud of exhaust caused by the glamorous auto-showcase.

The quarterly survey asked voters to share their opinions on the statement, "As the auto industry goes, so goes Michigan's economy." 15 percent of the state's voters disagreed with this statement, while five percent were either unsure or refused to answer.

"Only 52 percent of 18 to 35 year-olds agreed that Michigan's economy is dependent on the state's auto industry," said Denno-Noor President Dennis Denno. "This is testimony to the fact that young folks are not nearly as dependent on jobs working for the 'Big Three' as were previous generations. This knowledge-based work force is finding jobs in other sectors."

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.

"This disconnect with the auto industry is greater in west Michigan,(76 percent agree) than in Macomb (at 85 percent), Oakland (at 82 percent) and Wayne (at 88 percent) Counties," said John T. Reurink, president of Michigan Information & Research Service Inc. (MIRS newsletter). "While the electorate still believes the auto industry to be a significant embedded component of our economy, that also comes with baggage – particularly when it comes to placing blame for Michigan's economic woes."

"Michigan's auto industry put the world on wheels," said Kelly Rossman-McKinney, CEO of The Rossman Group. "And over the last 100 years, those wheels have taken us through peaks and valleys. The state's current economic condition would be a valley, but we're still along for the ride! However, one of those peaks is always the North American International Auto Show, so it's no surprise that it's again drawing massive crowds this year."

### **Methodology:**

**This survey was part of the Rossman Group/MIRS/Denno-Noor Quarterly Survey of the Michigan electorate. Six hundred respondents were surveyed between January 6 and January 7, 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 January 15, 2008 Presidential Primary Election. The margin of error for these ballot tests is plus/minus 4 percent.**