



House District 77 Poll Results

Maness 42%, Wright 33% (25% undecided - leaners included)

POLLING METHODOLOGY

For this poll, a sample of likely households was chosen from the population registered to vote in House District 77 for a “hybrid” automated (for landlines)/live (for cell phones) poll, where 82% of the phone numbers were landlines and 18% of the phone numbers were cell phones. There were 385 completed responses.

The survey was conducted October 19-21. The margin of error, with a 95% confidence interval, was 5.0%. The demographic breakdown of the respondents was 91-5% white/black, while the party registration of respondents was 59-23% Republican/Democratic (19% Independents). The geographic breakdown of the respondents was as follows: 54% from Covington, 16% from Folsom, and 29% from Madisonville (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

POLL RESULTS

If the special election runoff for state representative were held today, which candidate would you support ?
(undecided “leaners” included)

Maness	42%
Wright	33%
Undecided	25%

SUMMARY

JMC Analytics and Polling was commissioned to conduct this poll for Colonel Rob Maness. There are three main takeaways from this poll: (1) Maness begins the runoff with a healthy lead, (2) This poll was taken as the two candidates eliminated from the runoff endorsed Mark Wright, and (3) Colonel Maness has consistent geographic leads over Councilman Wright across most of the district (Mark Wright, who is a second term incumbent on the Covington City Council, could only eke out a 36-25% plurality in the Covington precincts against Maness).

On primary night, Maness led the four candidate field with 37% (Wright narrowly made the runoff with 25%), and in this poll, Maness’ lead over Wright widens to 42-33% (25% are undecided). Furthermore, in this heavily Republican district, Maness has nearly 2:1 (51-29%) support from Republicans, and he also narrowly leads among Independents. Finally, in a race that had a low (23%) primary turnout, chronic voters (as defined by prior voting history) support Maness by an equally strong 44-35% margin.

In summary, Colonel Maness begins the runoff in good electoral shape.

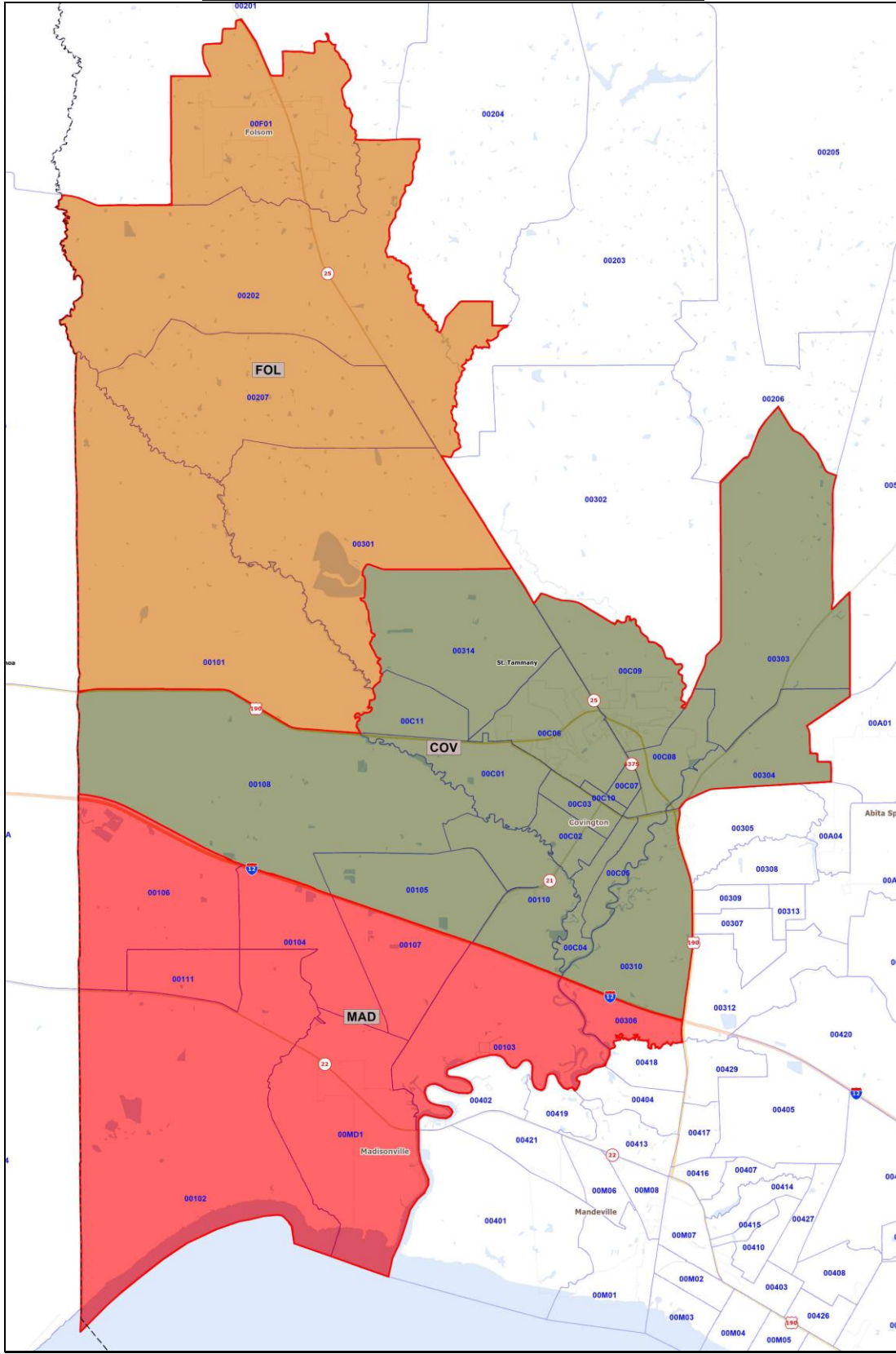
CROSSTABS

State representative (ballot test – leaners included)

		Race Name			
		Black	Other	White	Total
Ballot	1 Maness	17%	25%	44%	42%
(Leaners)	2 Wright	39%	38%	33%	33%
	3 Undecided	44%	38%	24%	25%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Ballot	1 Maness	22%	35%	51%	42%
(Leaners)	2 Wright	44%	33%	29%	33%
	3 Undecided	34%	32%	19%	25%
Total		100%	100%	100%	100%

Appendix A: House District 77 regions



(COV=Covington, FOL=Folsom, MAD=Madisonville)