

Summary of Findings

1. Mark Luttrell's lead over Joe Ford is now 3%, down from 5% two weeks ago and well within the +/- 5% sampling error range.

Table 1: Comparing July 14 Results to July 28 Update

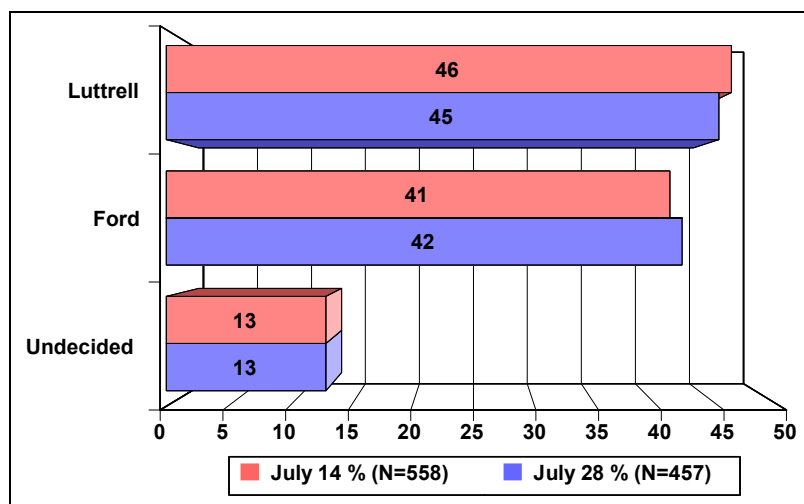
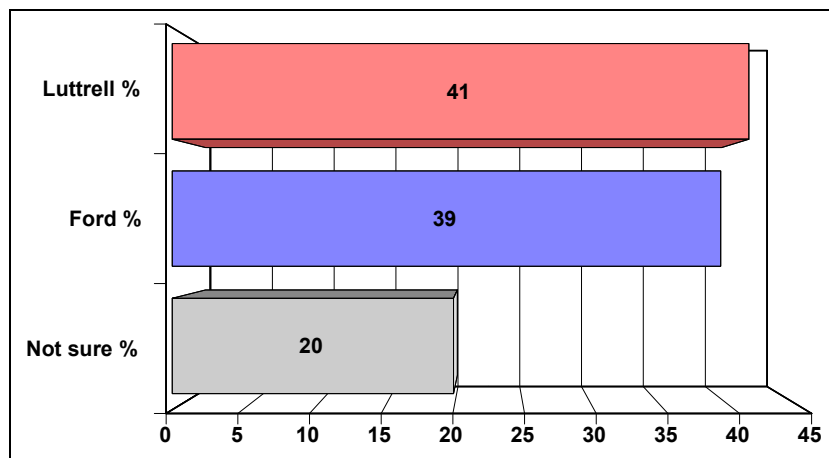


Chart 1B: Not Yet Voted but Plan to Vote (N=310)



- **Of those who have not voted but plan to and are still undecided (20% of the total vote), 69% are African-American and 31% are white.**
- This continues to be a very close race. Joe Ford made gains among white Democratic voters since the July 16 Yacoubian Poll.
- If the Republican turnout continues to outpace the Democratic turnout on August 5th, Luttrell is likely to win 51% to 49%. **If Democratic voter turnout increases to 60%, compared to 56% in the early vote, Ford would win by 51% to 49%.**