



Jeff Bergosh Leads in Superintendent of Schools Study

For Immediate Release

September 22, 2018

According to a Listener Group study conducted of 623 likely Escambia County voters; if the election for Escambia County Superintendent of Schools was held today, Jeff Bergosh would have the strongest advantage.

Now with no one having pre-filed for this race yet, the poll was conducted of individuals who have been in the talk of running to replace the retiring Malcolm Thomas. That being said, of this hypothetical match up we found the following. Specifically, Bergosh currently has 27.3% followed by District 4 School Board member Patty Hightower with 12.7%, Keith Leonard with 8.7%, District 5 School Board member Bill Slayton with 8.3%, Denny Wilson with 2.4% and the remaining being either undecided or stating they do not know any of the choices are, at this time.

MTHODOLOGY:

This study was conducted between September 14 and 16 using a touch pad Interactive Voice Response (IVR) system. The qualification of a likely voter, in the poll, is defined by a person who had voted 100% of the time for the past 6 elections. The data used for the polling was mixed between the Escambia County Supervisor of Elections as well as Aristotle Data (Voter Lists). This study has a 99% confidence level with a Margin of Error at +/- 3.5%. Please see data and cross tabulation by age and gender on the following pages.

If the election for Superintendent of Schools was held today and your choices were Jeff Bergosh, Patty Hightower, Keith Leonard, Bill Slayton or Denny Wilson; who would you choose?

<i>Responses: 623</i>		<i>Total</i>		<i>Overall %</i>
	1. Jeff Bergosh	170		27.3%
	2. Patty Hightower	79		12.7%
	3. Keith Leonard	54		8.7%
	4. Bill Slayton	52		8.3%
	5. Denny Wilson	15		2.4%
	6. I don't know these candidates	174		27.9%
	7. Undecided	79		12.7%

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<i>Responses: 623</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Gender (2R)				
Male, Responses: 280				
	1. Jeff Bergosh	76	27.1%	12.2%
	2. Patty Hightower	32	11.4%	5.1%
	3. Keith Leonard	20	7.1%	3.2%
	4. Bill Slayton	26	9.3%	4.2%
	5. Denny Wilson	8	2.9%	1.3%
	6. I don't know these candidates	81	28.9%	13.0%
	7. Undecided	37	13.2%	5.9%
Female, Responses: 343				
	1. Jeff Bergosh	94	27.4%	15.1%
	2. Patty Hightower	47	13.7%	7.5%
	3. Keith Leonard	34	9.9%	5.5%
	4. Bill Slayton	26	7.6%	4.2%
	5. Denny Wilson	7	2.0%	1.1%
	6. I don't know these candidates	93	27.1%	14.9%
	7. Undecided	42	12.2%	6.7%

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<i>Responses: 623</i>		<i>Total</i>	<i>Crosstab %</i>	<i>Overall %</i>
Age (Generational)				
21 and Under, Responses:				
1. Jeff Bergosh		0	0.0%	0.0%
2. Patty Hightower		0	0.0%	0.0%
3. Keith Leonard		0	0.0%	0.0%
4. Bill Slayton		0	0.0%	0.0%
5. Denny Wilson		0	0.0%	0.0%
6. I don't know these candidates		0	0.0%	0.0%
7. Undecided		0	0.0%	0.0%
22 to 34 "Millennials", Responses: 10				
1. Jeff Bergosh		2	20.0%	0.3%
2. Patty Hightower		2	20.0%	0.3%
3. Keith Leonard		2	20.0%	0.3%
4. Bill Slayton		1	10.0%	0.2%
5. Denny Wilson		0	0.0%	0.0%
6. I don't know these candidates		1	10.0%	0.2%
7. Undecided		2	20.0%	0.3%
35 to 44 "Gen X", Responses: 19				
1. Jeff Bergosh		7	36.8%	1.1%
2. Patty Hightower		1	5.3%	0.2%
3. Keith Leonard		1	5.3%	0.2%
4. Bill Slayton		0	0.0%	0.0%
5. Denny Wilson		1	5.3%	0.2%
6. I don't know these candidates		7	36.8%	1.1%
7. Undecided		2	10.5%	0.3%

45 to 64 "Boomers", Responses: 150				
1. Jeff Bergosh	38	25.3%	6.1%	
2. Patty Hightower	18	12.0%	2.9%	
3. Keith Leonard	17	11.3%	2.7%	
4. Bill Slayton	15	10.0%	2.4%	
5. Denny Wilson	5	3.3%	0.8%	
6. I don't know these candidates	34	22.7%	5.5%	
7. Undecided	23	15.3%	3.7%	
65+ "Traditionalist", Responses: 444				
1. Jeff Bergosh	123	27.7%	19.7%	
2. Patty Hightower	58	13.1%	9.3%	
3. Keith Leonard	34	7.7%	5.5%	
4. Bill Slayton	36	8.1%	5.8%	
5. Denny Wilson	9	2.0%	1.4%	
6. I don't know these candidates	132	29.7%	21.2%	
7. Undecided	52	11.7%	8.3%	