GSG
GLOBAL STRATEGY GROUP

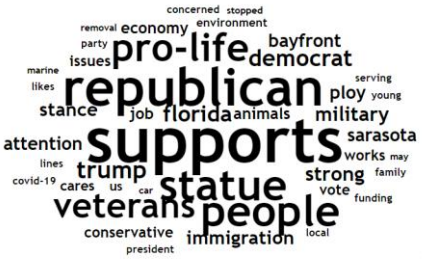
To: Interested parties
From: Global Strategy Group
Date: Thursday, October 1st, 2020
Re: New Poll Shows Clear Path to Victory for Margaret Good in FL-16

Research conducted by Global Strategy Group finds Florida's 16th Congressional District well within reach for Margaret Good. A tarnished Republican brand combined with an unsolidified incumbent and Good's solid profile makes this a competitive race.

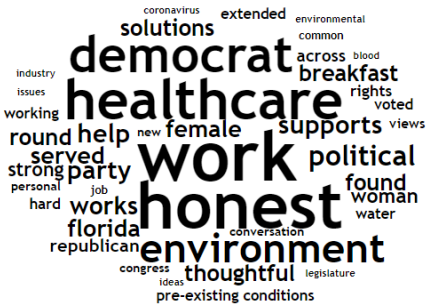
KEY TAKEAWAYS:

- **This is not 2016. The Republican party's brand has taken a hit and Democrats can compete up and down the ballot.**
  In a district where Trump won by almost 9 points in the two-way vote, voters are divided on Trump (48% favorable/49% unfavorable) and Biden trails him by only 2 points (47% Biden/49% Trump), showing this district is well within reach.

- **Buchanan is a weak incumbent with little personal brand.**
  Vern Buchanan is well known but barely treading water with FL-16 voters (43% favorable/39% unfavorable). To make matters worse, one in five (21%) of his fellow Republicans view him unfavorably, and he's currently underwater with NPA voters (No Party Affiliation: 40% favorable/47% unfavorable). When voters are asked to name positive things they've heard about this nearly 14-year incumbent, few can point to any achievements. They only know he's a Republican.



- **Meanwhile, Good has solid name ID for a challenger, with clear room for growth.**
  Voters in the district may not be as familiar with Margaret Good, but those familiar are far more favorable (+11, 34% favorable/23% unfavorable) than they are toward Buchanan (+4, 43% favorable/39% unfavorable). And when the 53% of voters who have heard things about Margaret Good are asked about the positive things they've heard, her honesty, work ethic, and positions on health care and the environment break through – not simply her partisanship like we saw with Buchanan.



- **Good's cross party appeal puts her within striking distance: 43%/49%.**
  With more than a month to go, Margaret Good is already outperforming the generic ballot (42% Democrat/50% Republican), and in a better position than Democrats were in 2018 when they lost by nine (43% Good/49% Buchanan). Good is already winning 59% of those familiar with her and 15% of registered Republicans, holding a solid lead among NPA voters (49% Good/41% Buchanan), and with 77% of Democrats supporting her, she still has room to grow with the low-hanging fruit of her own party who are still getting to know her. Continued communication with the remaining 43% of the electorate still unfamiliar with her, she has a clear path to defeat a relatively weak incumbent in Vern Buchanan.

ABOUT THIS RESEARCH
Global Strategy Group conducted a telephone survey of 500 likely general election voters in Florida's 16th Congressional District between September 24th and 27th, 2020. The margin of error at the 95% confidence level is +/-4.4%. Care has been taken to ensure the geographic and demographic divisions of the population of likely general election voters are properly represented.