



To: Interested parties
From: Global Strategy Group
Date: Friday, July 24th, 2020
Re: New Poll Shows Margaret Good Has Clear Path to Victory in FL-16

Research conducted by Global Strategy Group finds Florida's 16th Congressional District well within reach for Margaret Good: the partisan dynamics have shifted compared to 2018, the Republican incumbent has an unsolidified favorability, and Good's strong profile make this a competitive race. If Good can secure the resources to communicate her story, this competitive district serves as a strong pick-up opportunity.

KEY TAKEAWAYS:

- **The Republican brand is severely diminished.**
Though a plurality (47%) of FL-16 voters identify as Republican or lean Republican, when asked "are you more likely to vote for the Democrat or Republican candidate?", 43% of voters say they are more likely to vote for a Democrat while only 44% say they are likely to vote for a Republican. To put this in context, when asked the same question in 2018, a generic Republican had a 4 point advantage. Further, "Republicans in Congress" are broadly underwater (39%/53% favorable/unfavorable) - a stark contrast from 2018 when they were only moderately unliked (43%/48%). In fact, the tides have changed so dramatically that now "Democrats in Congress" broadly elicit more favorable feelings from voters (44%/48%) than Republicans do.
- **Trump's favorability is underwater and Biden leads in the district by 2 points.**
In 2018, voters split on how favorable they felt towards Trump (50% favorable to 49% unfavorable). Now, the President's favorability in the district is underwater (43%/54%). Further, the same national trends in the presidential race appear here: Biden currently leads in the district by 2 points (48%/46%). Biden leads among women, young and middle age voters combined, and is tied with Trump among seniors- a key demographic that highly favored Trump in this district in 2016.
- **Buchanan's incumbent standing is weak.**
Even though Vern Buchanan has represented the district for nearly 14 years, he currently holds a minimal favorable advantage of only 40% favorable to 34% unfavorable. Nearly a quarter (23%) of his fellow Republicans view him unfavorably and NPA (No Party Affiliation) voters are also unimpressed (33% favorable/35% unfavorable).
- **Buchanan starts the race under 50%, with Good well within striking distance.**
Democrats lost by 9 points in 2018, and already Margaret Good starts the race in a better position (41%/47%). She benefits from getting 14% of registered Republicans (it likely helps that some Republican voters have already voted for Good twice in her State House races), is already winning NPA voters (42%/39% Good/Buchanan), and still has room to grow with Democrats who are getting to know her.
- **After positive bio statements on each candidate, Good leads Buchanan by one point: 47%/46%.**
Good's personal story and experience in the Legislature connects directly to voters' yearning for an independent candidate that keeps their promises. Her story connects with majorities of registered Democrats (88%), NPA's (75%), and Republicans (61%) who are motivated to vote for her after hearing her bio, demonstrating Good's unique strength in this very competitive district. Moreover, after presenting positive bios on both candidates, Good leads Buchanan by a point, proving that communicating her story shifts the dynamics of this race. Despite voters also hearing a positive paragraph on Buchanan as well, he never improves his vote share.

ABOUT THIS RESEARCH

Global Strategy Group conducted a telephone survey of 500 likely general election voters in Florida's 16th Congressional District between July 7th and 12th, 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.