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TO: Interested Parties
FROM: Alex Chen, [Change Research](#)

Change Research surveyed likely voters in Florida's 16th Congressional District, finding Margaret Good within the margin of error against Vern Buchanan. The data suggest that given the resources to communicate strategically with voters, Good has an opportunity to pull off a major upset against a 14-year incumbent.

Good is within the margin of error

- The survey shows Good within just 3 points of Buchanan—48% Buchanan, 45% Good, and 7% undecided. She leads Buchanan 47%–41% among independents and is neck-and-neck 47%–47% among seniors.
- Good has 72% name ID and 39% of voters rate her favorably compared to 33% unfavorably. She boasts +12 points net favorability among seniors across the district and is +13 points net favorable among independents.

Vern Buchanan is in a weak position despite longtime incumbency

- Buchanan is just 43% favorable to 43% unfavorable; not a strong showing after holding the seat for over a decade. Very unfavorable ratings outpace very favorable ones (29%–21%), and he's underwater with seniors (43% favorable, 48% unfavorable).
- 30% of the district strongly disapproves of the job that Buchanan has done on COVID-19 public health response, and just 21% strongly approve. In an election increasingly seen as a referendum on the pandemic, this imbalance is a real vulnerability for Buchanan.

FL-16 is increasingly competitive

- At the top of the ballot, Trump leads Biden by just four points—50% Trump, 46% Biden, and 3% undecided—in line with national and statewide trends and a significant change since Trump's 11-point margin in 2016.

On behalf of Margaret Good for Congress, Change Research surveyed 527 likely voters across FL-16 between October 5–8, 2020. Voters were recruited to an online survey via Dynamic Online Sampling to achieve a sample reflective of the likely electorate. The margin of error, as traditionally calculated at the 95% confidence level, is $\pm 4.3\%$ and larger among subgroups. Post-stratification was performed on age, gender, ethnicity, education, geography, and vote history.