

TO: Interested Parties
FROM: Ron Lester
DATE: September 20th, 2016
RE: **NEW POLL RESULTS – Democrat Stephanie Murphy tied with John Mica in Florida’s 7th District**

Democrat Stephanie Murphy has put a big dent in John Mica’s lead in Florida’s 7th District, bringing the race to a virtual tie with only a month and a half remaining until Election Day. Murphy currently trails Mica by only 3 points, within the margin of error, having erased Mica’s 18-point August advantage in the span of six weeks. Voters in the 7th District are more familiar with Murphy than they were in August (34% familiar, from 10% in August) but she still has plenty of room to increase her name recognition – and her vote share. Key findings from Global Strategy Group’s recent poll of 401 likely November 2016 voters are as follows:

KEY SURVEY FINDINGS:

- **Murphy’s surging support has sent the race into a statistical tie, with Murphy down by only 3 points (45% Murphy/48% Mica) compared to her 18-point deficit in August when she was totally unknown (36% Murphy/54% Mica).** Murphy has succeeded in unifying her party’s voters behind her and in shifting the vote among independents by a net of nearly thirty points (45% Murphy/43% Mica, from 30% Murphy/56% Mica in August).
- **Murphy has much more room to grow.** Stephanie Murphy’s familiarity and favorability increased with every single demographic group. However, she is still known by just about a third of the electorate (34%) while the long-tenured Mica is known to about twice as many voters (64%). The fact that Murphy is in a statistical tie despite this 30-point name ID gap is very good news for the challenger.
- **Mica is weighted down by the national mood.** In Florida’s 7th District, Hillary Clinton leads Trump by 6 points in a head-to-head matchup (47% Clinton/41% Trump). Perhaps more worrisome for Mica, 47% of voters believe that Mica will mostly go along with Donald Trump’s agenda if Trump is elected president, while just 25% believe that he will stand up to Trump.

ABOUT THIS POLL

Global Strategy Group and Lester & Associates conducted a district-wide survey of 401 likely November 2016 voters in Florida’s 7th Congressional District between September 13-15, 2016. The results of this survey have a margin of error of +/- 4.9%. Care has been taken to ensure the geographic and demographic divisions of the expected electorate are properly represented based on historical turnout.