

TO: Interested Parties
FROM: Ronald Lester and Andrew Baumann
DATE: October 17, 2016
RE: NEW POLL RESULTS – Stephanie Murphy leads John Mica in Florida’s 7th

Stephanie Murphy has moved ahead in the race for Florida’s 7th Congressional District. With Hillary Clinton’s expanding lead at the presidential level creating a positive environment for Democrats further down the ticket, Murphy has managed to consolidate her base and win over independents, putting her in control of the race for Congress. The more voters get to know Murphy, the more they like her. The same is decidedly not true for John Mica, whose negatives continue their upward trend. Murphy occupies a strong position heading into the final three weeks of the campaign. Key findings from Lester & Associates’ and Global Strategy Group’s recent poll of 400 likely November 2016 voters are as follows:

KEY SURVEY FINDINGS:

- **Stephanie Murphy leads incumbent John Mica in a tight race (48% Murphy/45% Mica).** Thanks to a wide lead among independents (54% Murphy/36% Mica) and strong support from Democrats (82% Murphy/14% Mica), Murphy has moved ahead in the race for Congress.
- **Murphy is growing in popularity as voters get to know her better:** Nearly half of voters are now familiar with Stephanie Murphy (47% familiar), up from just over one third last month (34% familiar). With nearly all of her growth on the positive side, Murphy is very popular among those who know her (31% favorable/16% unfavorable) but still has plenty of room to grow.
- **Mica’s negatives continue to rise:** By contrast, Mica has only become less popular as he has become better known. His negatives are up 10 points since last month, and he now has his weakest personal standing yet (41% favorable/32% unfavorable, from 42%/22% a month ago).
- **The overall political environment continues to help Murphy while hurting Mica:** Hillary Clinton holds a wide lead in the presidential race (49% to 39%) and Donald Trump is widely reviled (31% favorable/61% unfavorable, with 49% very unfavorable). With voters believing Mica will go along with Trump if he wins the presidency (52% believe Mica will go along with Trump versus only 20% who believe he will stand up to Trump), the Republican presidential nominee is a serious anchor on Mica’s fortunes.

The bottom line is this: Stephanie Murphy has taken the lead over John Mica in Florida’s 7th District despite continuing to trail in name recognition. There is every reason to believe that not only will she hold this lead, but expand it as voters continue to learn more about her and Mica over the next three weeks.

ABOUT THIS POLL

Lester & Associates and Global Strategy Group conducted a district-wide survey of 400 likely November 2016 voters in Florida’s 7th District between October 13 and 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.