

August 28, 2018

**To: Interested Parties**  
**Fr: Kevin Akins, Anzalone Liszt Grove Research**  
**Re: Summary of Recent Polling in Florida's 16th Congressional District**

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A recent survey in Florida's 16<sup>th</sup> Congressional District finds that Democratic nominee David Shapiro and six-term Republican incumbent Vern Buchanan are running neck-and-neck, with Shapiro acquiring 44% of the initial vote compared to Buchanan's 48%. With the general election less than 10 weeks away, Shapiro has a real path to victory due to his compelling background and values, which become apparent as the race tightens to a 1-point margin in a balanced positive informed vote.

This race – which has earned a spot on the DCCC's competitive Red to Blue program – is a strong pickup opportunity this cycle. Despite Buchanan spending nearly \$1 million on cable and broadcast advertisements since April of this year, Shapiro has narrowed the race and can flip this seat if he continues to have the resources to communicate in a crowded, expensive media market.

### **Key Findings:**

- **Shapiro within striking distance of incumbent Congressman Buchanan.** Overall, Shapiro trails by a very narrow margin (44% Shapiro / 48% Buchanan / 8% undecided). However, Shapiro holds a substantial +22 point lead among registered NPA voters and a +7 point lead among voters who personally identify Independent voters.
- **Buchanan is underwater among his voters.** Vern Buchanan has a net-negative personal rating, with 36% rating Buchanan as favorable and 39% rating him as unfavorable. Buchanan's personal brand is even worse among registered NPAs (29% favorable / 45% unfavorable). Buchanan is on dangerous footing, as an incumbent who is underwater in his personal rating and as he fails to hold 50% of the vote share in the current vote. Buchanan is clearly vulnerable in 2018.
- **Following balanced, positive bio information, the race is statistically tied.** After voters hear positive information on both candidates' biographies and priorities (language on the following page), the race further tightens and Shapiro and Buchanan are tied well within the survey's margin of error (48% Shapiro / 49% Buchanan/ 4% undecided). And even with reinforced positives, Buchanan fails to receive a majority vote share.

David Shapiro is a strong candidate who is well positioned to unseat incumbent Vern Buchanan – if he can effectively communicate his story to voters. This is a prime opportunity for Democrats to help replace an entrenched Washington-insider with a common sense, independent leader.

Anzalone Liszt Grove Research conducted N=400 live telephone interviews with likely November 2018 voters in Florida's 16<sup>th</sup> Congressional District. Interviews were conducted between August 22-26, 2018. Respondents were selected at random and interviews were apportioned geographically based on past voter turnout. Expected margin of sampling error is  $\pm 4.9\%$  with a 95% confidence level.

**APPENDIX A – PROFILES READ IN THE INFORMED VOTE**

Democrat David Shapiro is an attorney, mediator, and local business owner. He is tired of the dysfunction in Congress and says it's time for common sense, independent leadership. Shapiro will work across party lines to protect Social Security and Medicare, will stand up for our veterans, fight for lower healthcare costs, and promises to protect our way of life by fighting environmental disasters like Red Tide.

Republican Vern Buchanan is the current Congressman and a self-made businessman who grew up in a blue-collar household. He is a champion for small businesses and knows how to create jobs. Buchanan is an independent leader who has taken on the Washington establishment to lower taxes, protect our coasts, and tackle the opioid crisis. Buchanan will always fight to protect Southwest Florida.