

July 6, 2020

**To:** Interested Parties  
**Fr:** Kevin Akins and Ben Lenet, ALG Research  
**Re:** Environmental Messages Appear Key in Tightly-Contested Tampa Media Market

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Recent polling in the Tampa, Florida media market finds the Presidential election in a tightly competitive position and the importance of pro-environment messaging in this pivotal media market.

## Key Findings

- Biden trails by just -3 points in the Tampa market – a good margin in this GOP-leaning market. Past results show that Hillary Clinton lost the Tampa market by roughly -8 points in a narrow loss statewide, while Barack Obama lost the market by roughly -2 points on his way to a 2012 statewide win. Biden’s numbers today are comparable to the Obama-Biden margin in 2012 that won Florida.
- President Trump’s favorability is slightly underwater in the Tampa market (48% favorable / 50% unfavorable), down net -5% from summer 2019 polling in this market. Today, Trump is deeply unpopular in Hillsborough County (39% favorable / 60% unfavorable) and is also underwater in Pinellas County (44% favorable / 52% unfavorable).
- Biden carries a 15-point lead in Hillsborough County and a 5-point lead in Pinellas County – a recent swing county in many statewide elections.
- As Tampa voters make their decision in this election, environmental groups are well-positioned to be an influential voice. Environmental groups enjoy a 60% favorable / 24% unfavorable rating across the media market – far outpacing the unpopular standing of oil & gas companies (36% favorable / 36% unfavorable).

As EDF Action looks to engage in the Presidential election, we find that climate messages resonate with voters in the Tampa media market. Florida continues to be a dominant swing state with recent public polling showing Biden leading statewide and this deep dive in the Tampa market showed an improved performance compared to results four years ago.

**Paid for by Environmental Defense Action Fund, [www.edfaction.org](http://www.edfaction.org), and not authorized by any candidate or candidate’s committee.**

ALG Research conducted an online poll of n=718 likely November 2020 general election voters in the Tampa, Florida media market. The survey was conducted May 6-13, 2020 and the survey was matched back to the Florida voter file. Interviews were apportioned geographically and demographically based on voter file data.

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