

August 26, 2020

To: Interested Parties

From: Kevin Akins, Ben Lenet - ALG Research

Re: Poll Finds Trump Tumbling in Tampa Area After Ads from EDF Action Votes

The President's standing in the critical Tampa Bay, FL Media Market is sliding following 8 weeks of TV ads from EDF Action Votes focusing on President Trump's failure to lead on environmental issues and his declarations that climate change is, "a hoax." Trump won this market by roughly +8.5 points in 2016 (the largest media market erosion in Florida from 2012) – but Trump now trails Joe Biden by 4 points following the EDF Action Votes ad campaign.

New polling from ALG Research conducted immediately before and after the ad run shows a precipitous drop for President Trump. Across the Tampa Media Market, his favorability has dropped net -10 points, concern about climate change has risen net +10 points, and Trump is now losing against Biden (Trump 45% / Biden 49%) in this area, a net 7-point drop since having a 3-point lead in May (before this sustained ad flight).

Key Findings

- **There has been a spike in the number of voters who are worried about climate change – and voters do not approve of Trump's handling of the issue.** Nearly two-thirds of voters in the Tampa media market report being worried about climate change (64% worried / 33% not worried), a net +10 increase since mid-May. Additionally, voters do not approve of the job President Trump has done on this issue, as a majority give him a negative rating on his handling of the environment (40% positive / 56% negative). The intensity against Trump's handling of environmental issues has solidified as well (45% Poor, up from 37% poor in August 2019).
- **Trump's favorability has taken a serious hit since the ads began.** The President was treading water (48% fav / 50% unfav) in Mid-May, shortly before the EDF Action Votes climate ads aired. Immediately following the ads, he's dropped net -10 points and is farther underwater in Tampa today (43% fav / 55% unfav). This dramatic shift is fueled by white voters age 18-34 and white women – two groups deeply concerned about climate change.
- **Trump's decline and lost vote share over the past three months puts him in serious jeopardy of losing this critical market – one that he'll need to win if he hopes to carry the Sunshine State in 2020.** Trump carried this market comfortably against Clinton in 2016, but is now trailing to Biden by -4 points, (a net -7 point drop since before the ads aired).

EDF Action Votes' ads "Hoax" can be viewed [here](#) and "Listen" can be viewed [here](#).

Paid for by EDF Action Votes, www.edfactionvotes.org, and not authorized by any candidate or candidate's committee.

ALG Research conducted a poll of n=630 likely November 2020 general election voters in the Tampa Florida, Media Market between August 12-20, 2020. The survey was conducted online in English and Spanish and was matched back to the Catalist Florida voter file. Interviews were apportioned geographically and demographically based on voter file data.