
PRIORITIES

USA

FLORIDA PRESS BRIEFING CALL

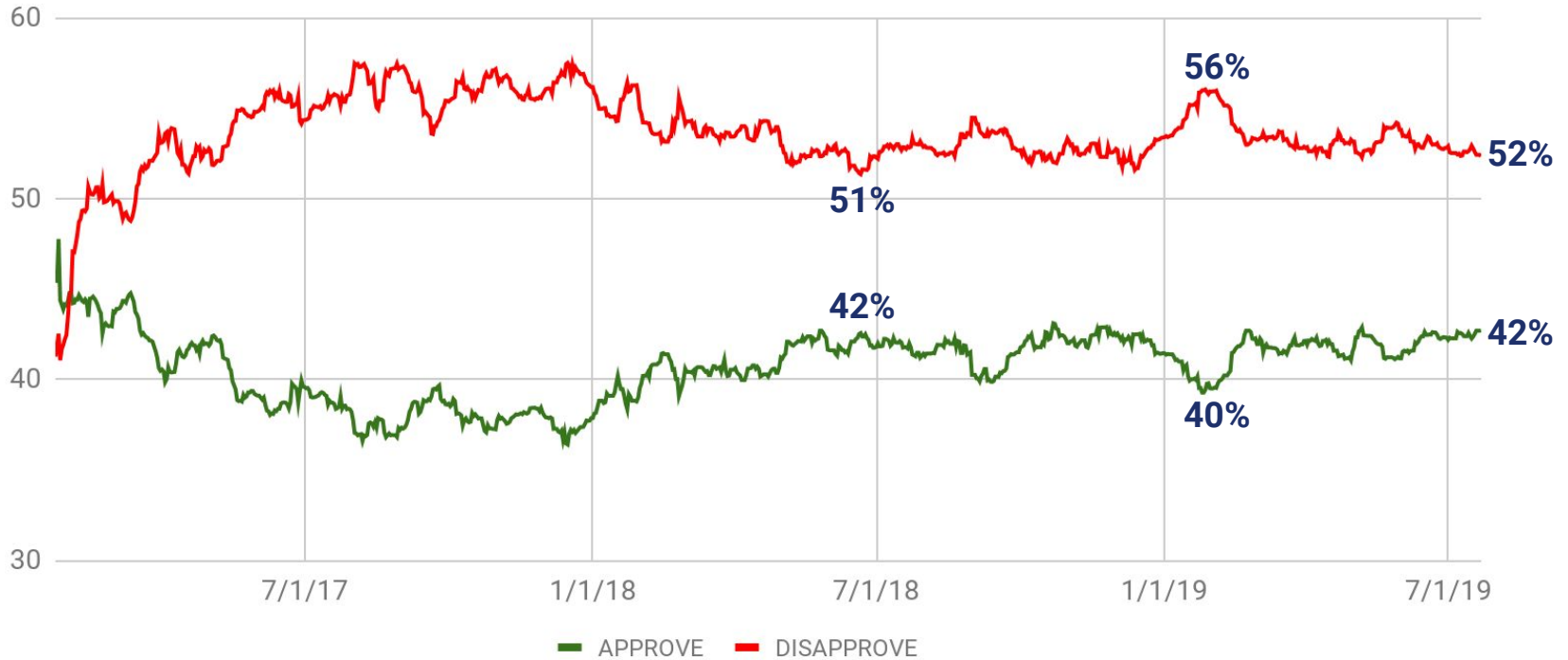
July 23, 2019



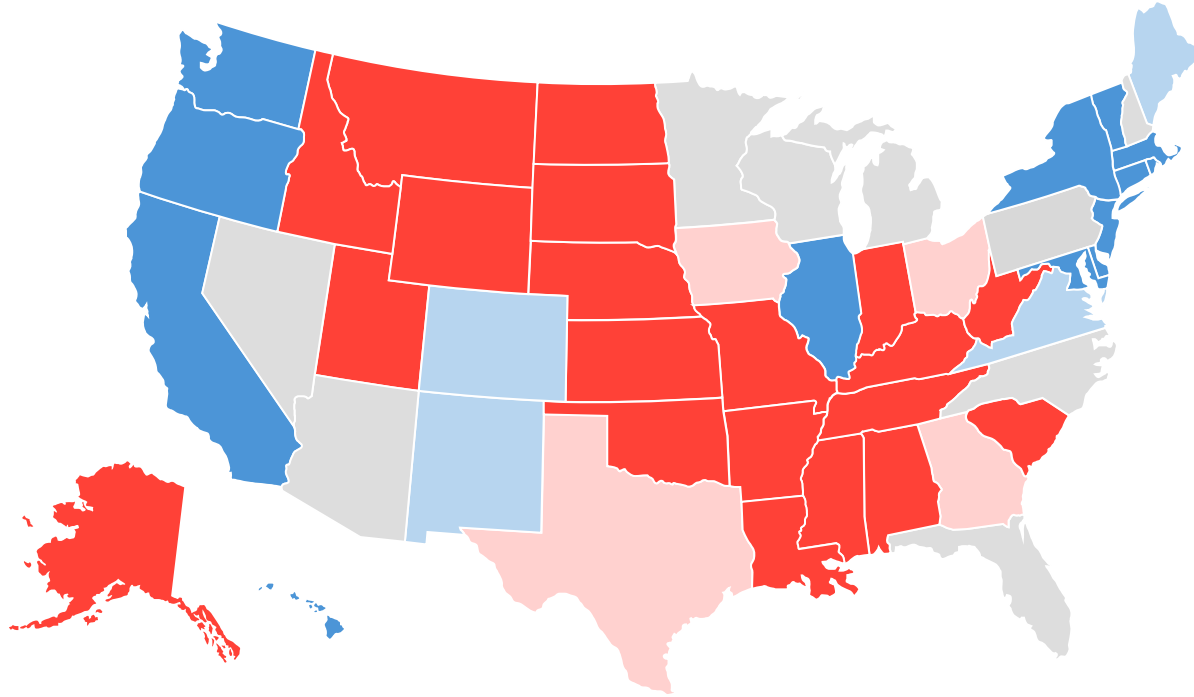
STATE OF THE RACE



TRUMP NET-APPROVAL AT -10 NOW



BASELINE ELECTORAL MAP



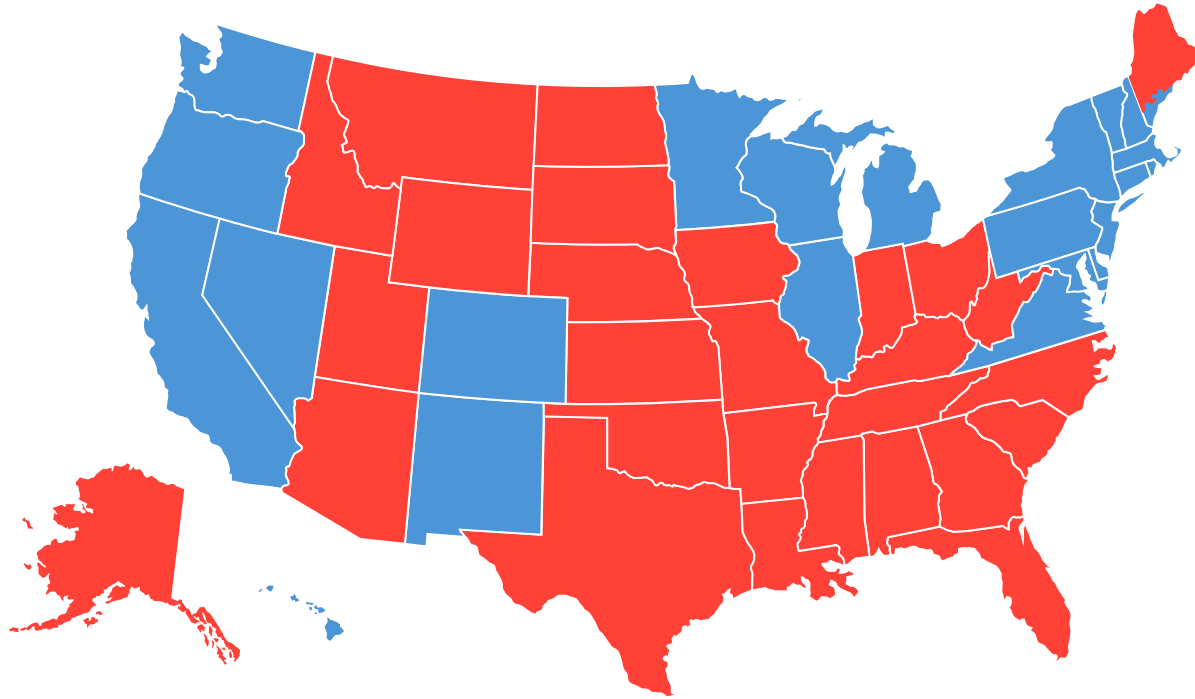
213 | 204 | 121

Safe and lean democratic states
net 213 electoral votes

- DEMOCRAT
- LEAN DEMOCRAT
- TOSS-UP
- LEAN REPUBLICAN
- REPUBLICAN






IF ELECTION WERE HELD TODAY



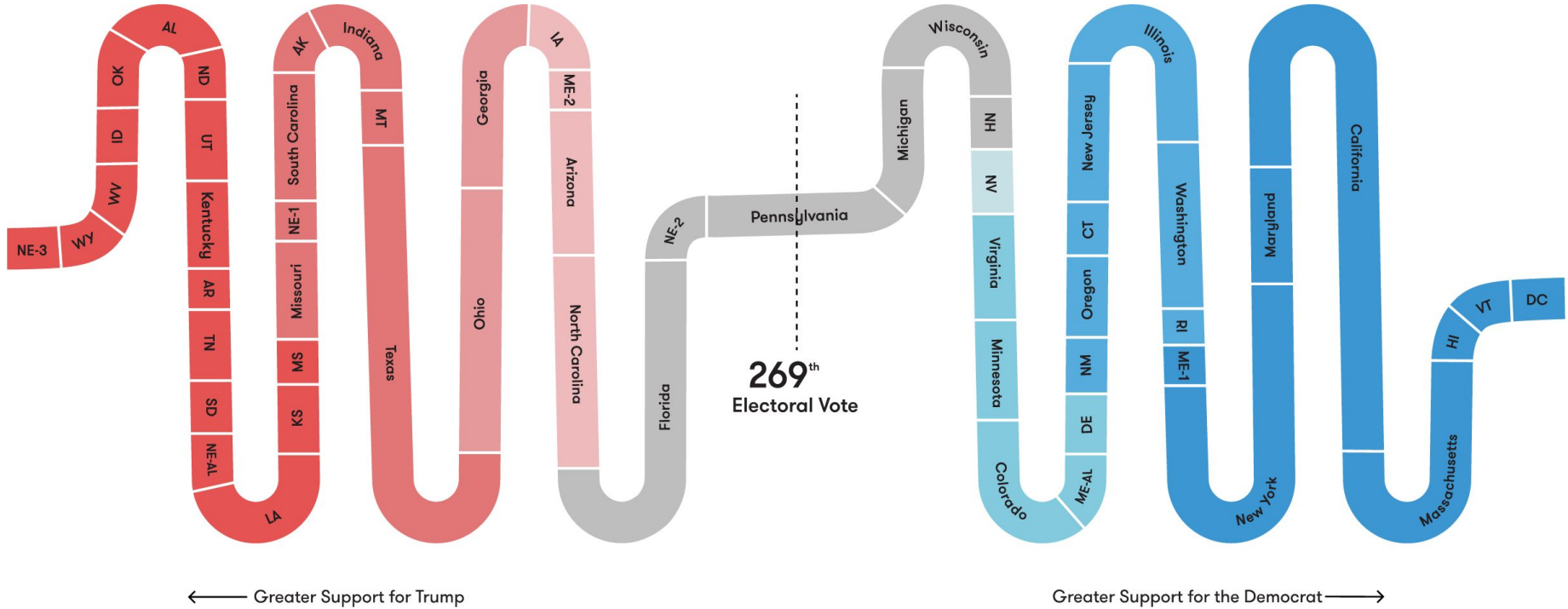
278 | 260

We win by leading in PA, though we lose ME-2's EV

-  DEMOCRAT
-  TOSS-UP
-  REPUBLICAN



FL, WI, PA & MI CRITICAL TO 270



FLORIDA DEEP DIVE ANALYSIS



FLORIDA: RESEARCH METHODOLOGY

1 Focus Groups

Global Strategy Group and Garin Hart Yang conducted four focus groups in Florida on May 21st and 22nd, 2019.

Two groups were conducted with persuadable voters from Pasco and Pinellas counties:

- The groups were white men and white women, all were white; all voted for Trump in 2016, but none were committed to voting for him in 2020.

Two groups were conducted with turnout targets in Broward County:

- 18-35 year olds who did not vote in 2016 (mix of ethnicities, gender, socio-economic backgrounds).
- African Americans who had not voted in 2016 with a mix of gender, age and socio-economic backgrounds.

2 Online Survey

Global Strategy Group and Garin Hart Yang conducted an **online survey of 1,056 likely 2020 general election voters in Florida** between June 18th and 30th, 2019.

The survey also included an oversample of **347 Florida turnout targets**. Turnout targets did not vote in 2016 and identify as Democrats, or as independents but lean Democratic or strongly disapprove of Trump's job performance. This group included a share of unregistered voters who indicated they would consider registering in the future.

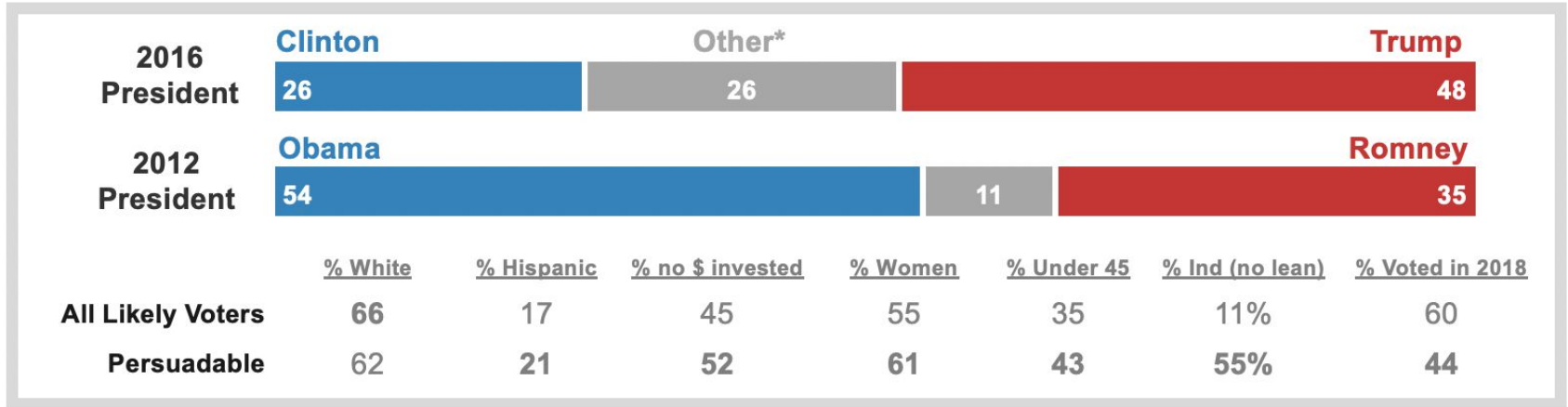


KEY TAKEAWAYS

- The race is tight in Florida, but there is a persuadable middle, including former third party voters and new voters, but also many disaffected Trump voters not locked into the president's base.
- Many more Democratic-leaning, anti-Trump voters who sat out 2016 – prospective GOTV targets – now acknowledge paying more attention to politics, offering additional opportunities.
- As seen in other battlegrounds, Trump starts out with some of his most glaring weaknesses on health care, Medicare and Social Security, and general political divisiveness. Climate change and foreign affairs are other areas where there is very little upside for Trump.
- However, there is also a segment of voters who give Trump credit for his handling of the national economy in general, but who express real concern about other key issues, such as rising cost of living and, particularly, health care costs. Many of these voters do not yet see Trump as actively worsening these problems – but they don't see him helping to fix them either.



16% OF LIKELY VOTERS IN FLORIDA START OUT UNDECIDED OR MOVE AFTER MESSAGING

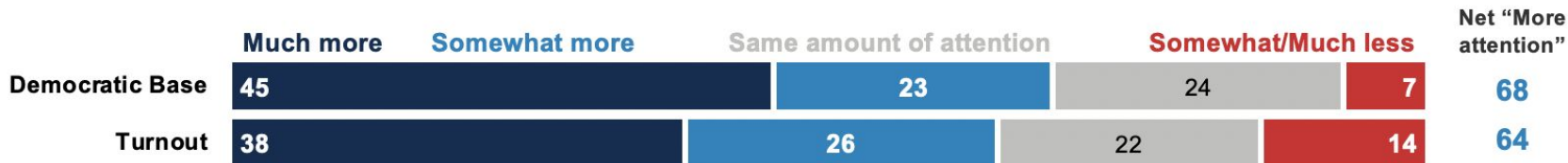


TURNOUT TARGETS ARE LESS MOTIVATED ABOUT 2020 THAN OTHER DEMOCRATS, BUT MOST ACKNOWLEDGE BEING MORE ATTENTIVE TO POLITICS

How motivated would you say you feel about voting in the 2020 elections? (0-10 scale)

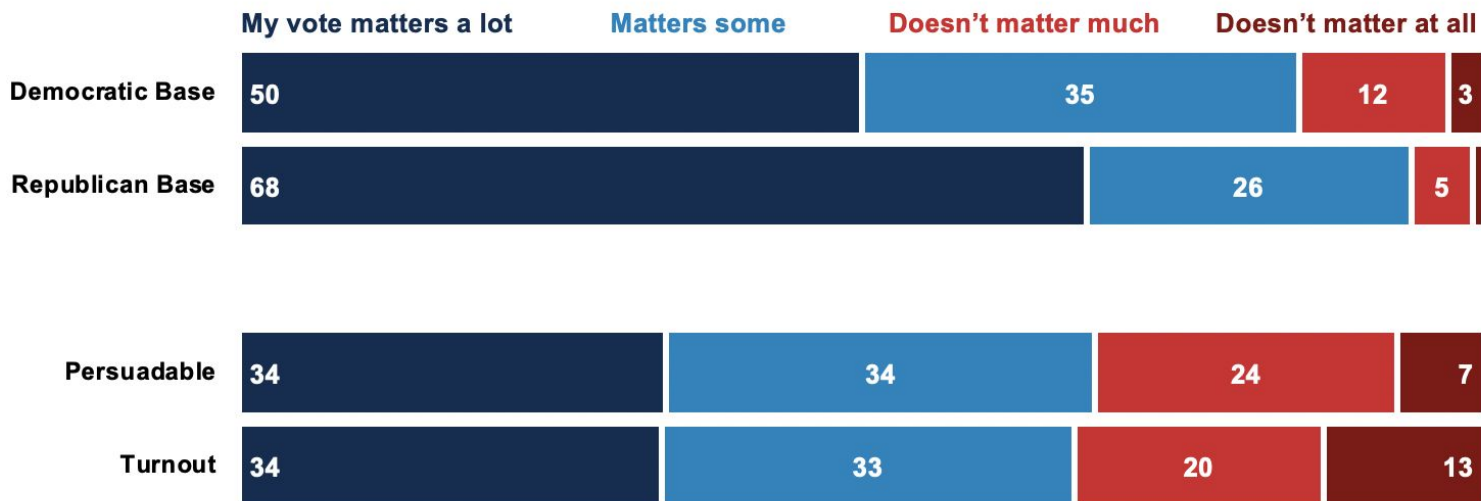


Are you paying more or less attention to what is going on politically than you were in 2016?



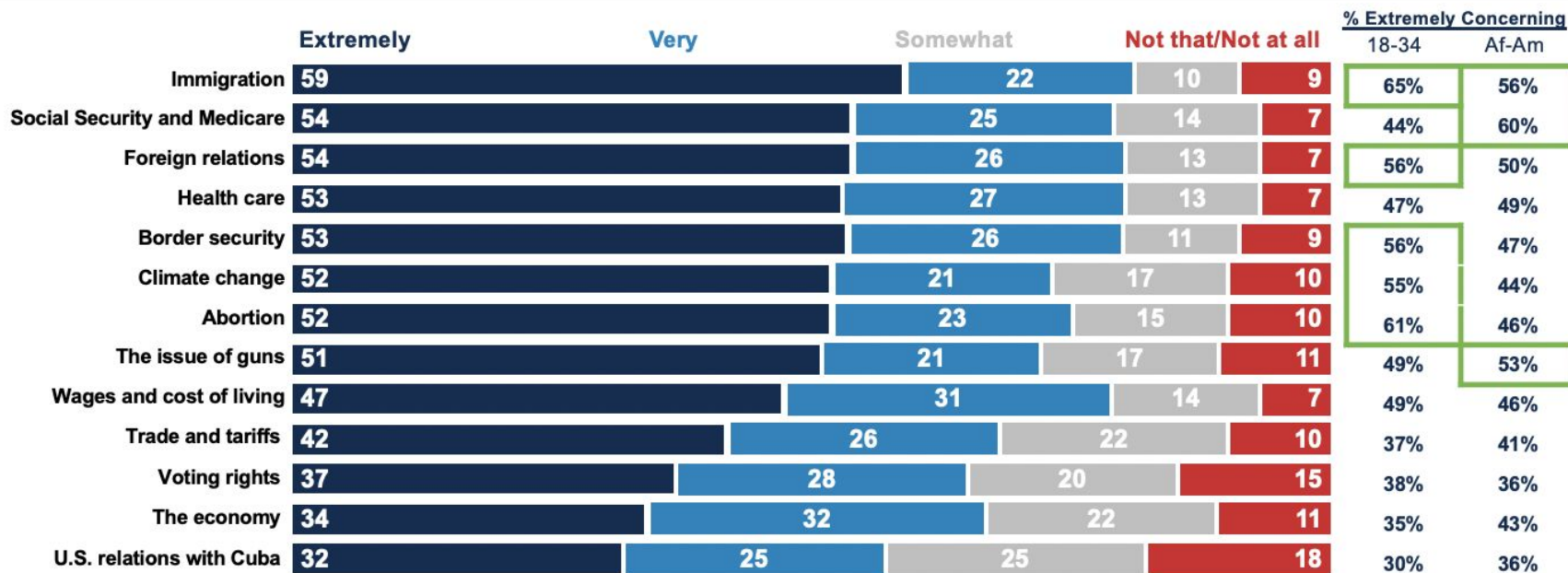
BOTH PARTIES' BASES KNOW WHY TO SHOW UP. BUT THERE'S FUNDAMENTAL WORK TO BE DONE IN CONVINCING TURNOUT VOTERS – AND PERSUADABLE VOTERS FOR THAT MATTER – THEIR VOTE TRULY MATTERS

When it comes to elections, how much do you think your vote matters for who wins and loses?

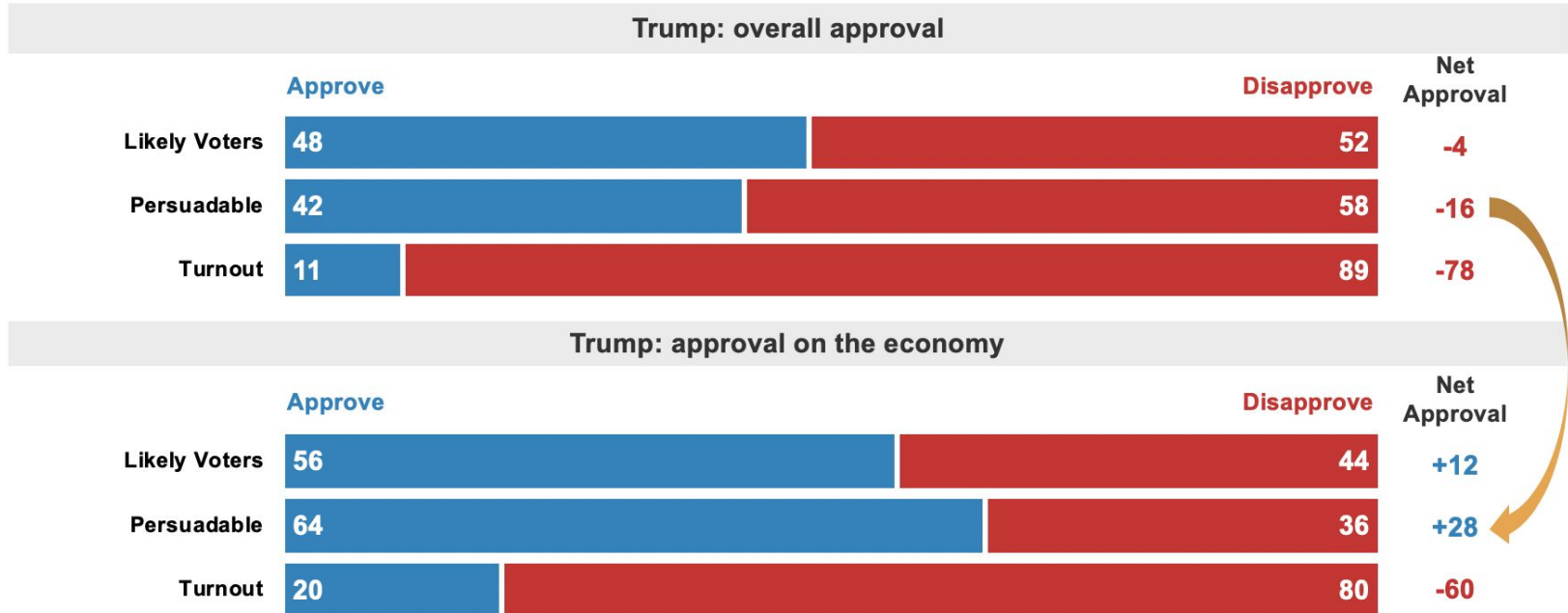


TURNOUT TARGETS ARE ESPECIALLY ALARMED BY TRUMP'S APPROACH TO A HANDFUL OF ISSUES, INCLUDING IMMIGRATION, HEALTH CARE, CLIMATE, AND GUNS

How concerned are you about Donald Trump's approach to ____?

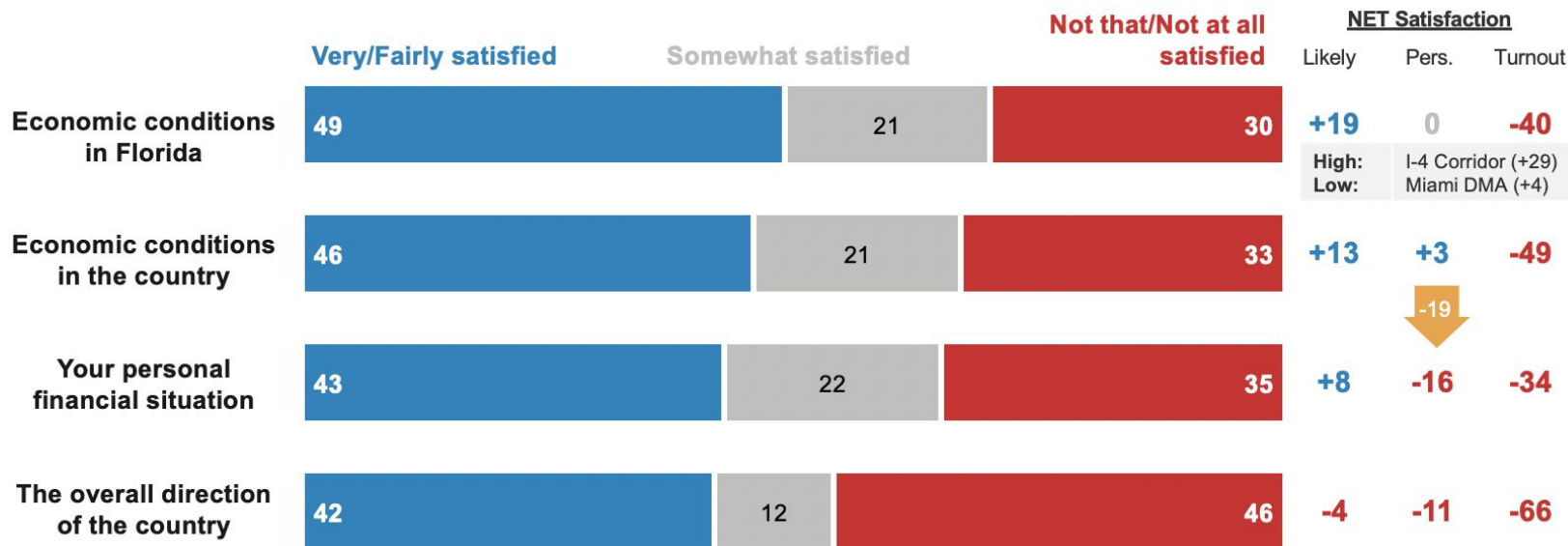


PERSUADABLE VOTERS ARE ALSO DISTINGUISHED BY A LARGE GAP BETWEEN THE CREDIT THEY GIVE TRUMP FOR THE ECONOMY, VS. HIS PERFORMANCE OVERALL



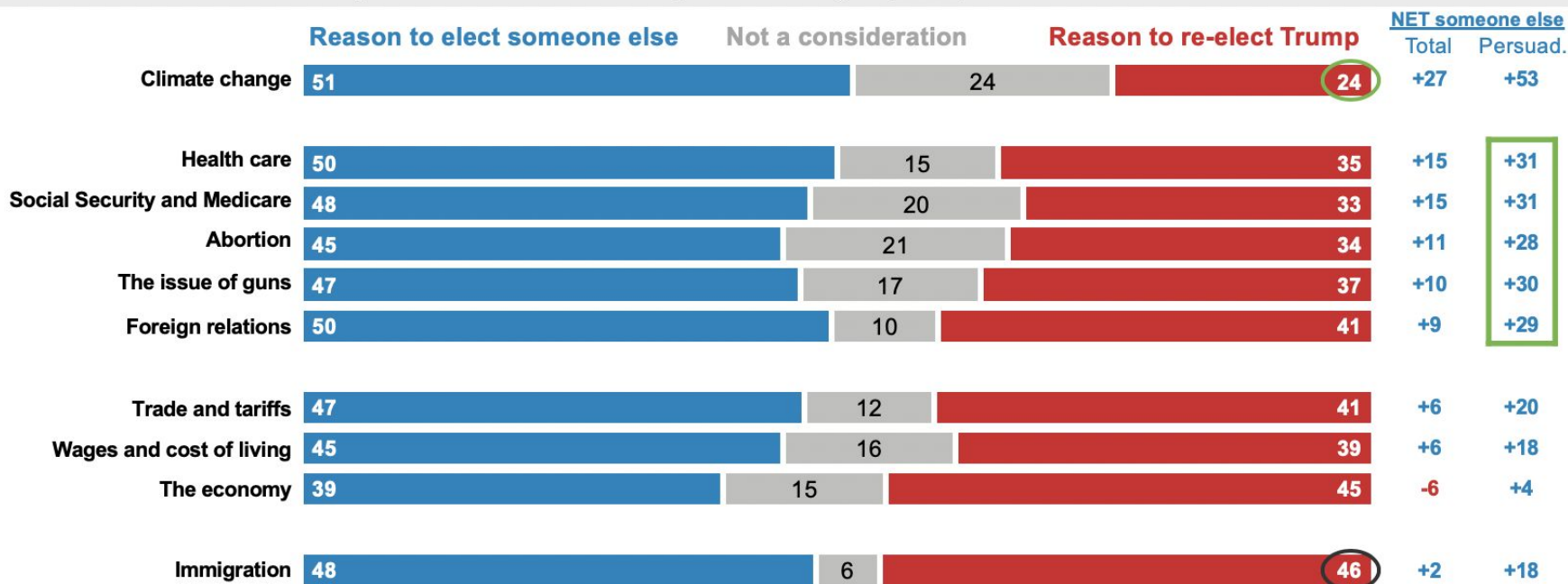
PERSUADABLE VOTERS AND TURNOUT VOTERS ARE BOTH MORE PESSIMISTIC THAN AVERAGE WHEN IT COMES TO THEIR OWN PERSONAL FINANCIAL SITUATION

Please indicate how satisfied you are with each of the following...



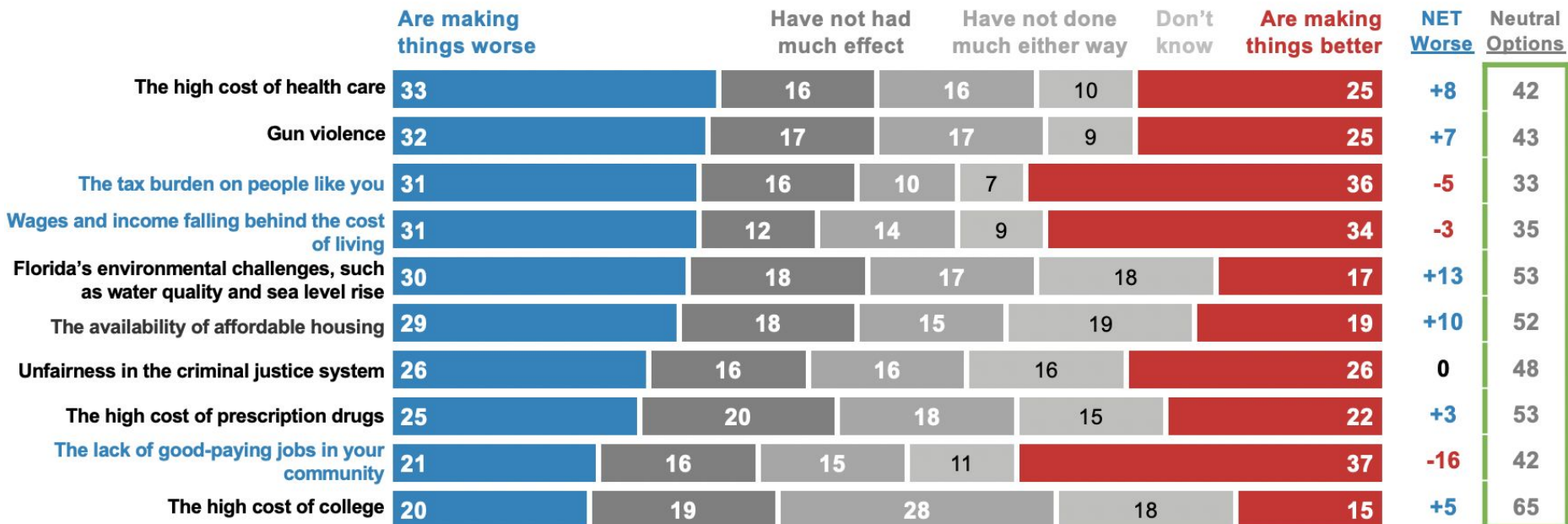
CLIMATE STANDS ALONE AS AN ISSUE WHERE TRUMP HAS ALMOST NO BACKERS, WHILE A HOST OF OTHER ISSUES RANGING FROM HEALTH CARE TO ABORTION TO FOREIGN RELATIONS ARE NET WEAKNESSES

Do you think Donald Trump's handling of ____ is more of a...



ON A HOST OF ECONOMIC AND POCKETBOOK ISSUES, VOTERS NEED – AND ARE OPEN TO
 – MORE COMMUNICATION TO SEE TRUMP AS TRULY PART OF THE PROBLEM

Please indicate if you think Donald Trump's policies and actions...



HEALTH CARE AND POCKETBOOK ISSUES ARE ALSO PART OF THE MOST EFFECTIVE OVERALL NARRATIVES AGAINST TRUMP

Top Performing Narratives

	<u>Likely voters</u>	<u>Persuad- able</u>	<u>Turnout</u>	<u>White Non- College</u>
Donald Trump promised to protect Medicare and Social Security, but now his administration is proposing massive cuts to these programs.	40% (Raises biggest doubts about voting for Trump – top two)	43	40	42
Donald Trump says the economy is going great, but wages are not keeping up with the cost of living for many middle class Americans and working families.	31	41	45	23
Donald Trump said he would fix the health care system, but his policies as president have made health care even more expensive.	30	43	40	30
Donald Trump was elected to bring a new approach to Washington, but he has been ineffective in this job as President, instead bringing even more chaos and division to our politics.	30	33	36	20
Donald Trump promised to drain the swamp, but today, powerful special interests in Washington are doing better than ever.	18	17	13	17



TOP PROOF POINTS TO REINFORCE THESE NARRATIVES INCLUDE MEDICARE CUTS, COST OF LIVING, AND PRESCRIPTION DRUGS

Please indicate how much each one bothers you on a scale of 0-10...

After the tax law added \$1.5 trillion to the national debt, Trump has proposed **\$840 billion in cuts to Medicare and another \$25 billion in cuts to Social Security** to pay for it

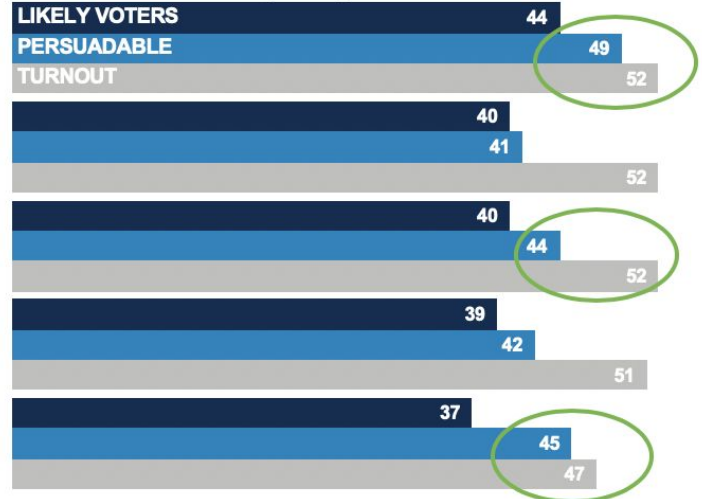
Policies being pursued by the Trump administration would **eliminate protections for 7.8 million Floridians with pre-existing conditions**, allowing insurers to deny or charge them much more for coverage.

As a result of Trump's tax law, the number of **companies paying zero dollars in taxes has doubled, but 80% of American workers say they are living paycheck to paycheck, and 40% say they do not have \$400** to cover an emergency expense.

As a result of Trump's tax law, a majority of Americans – including 70% of middle-income taxpayers and **everyone making less than \$75,000 – will wind up paying more in taxes.**

Despite Trump's promise to lower drug costs, **pharmaceutical companies have hiked the prices of more than 1,000 drugs** during his tenure, with 20 prescription drugs rising by more than 200% in his first 14 months alone.

Score of 10 "Bothers you a great deal"



LEAST effective proof points: The impact of tariffs on Florida businesses (28% for likely voters / 23% for persuadable / 37% for turnout) and the impact of Trump's EPA cuts on Florida's natural resources (35 / 31 / 47)



PRIORITIES FLORIDA



**An integrated digital
communications program to
tell the story of Trump's impact
on a local level.**



BRINGING PRIORITIES FLORIDA TO LIFE

01

Local experts

Having eyes and ears on the ground to understand what voters in Florida are thinking about.

02

Local relationships

Build out relationships with press, organizations, and influencers.

03

Local stories

Elevate stories from real people sharing what it's really like to living in Trump's economy.



2019 Engagement Program

Campaign running in PA, FL, MI, and WI



Trump turns tables on 'Squad,' calls reps 'very racist' as feud drags on

USA TODAY NEWS SPORTS ENTERTAINMENT LIFE MONEY TECH TRAVEL OPINION 75° MORE

FBI tied Donald Trump and top aides to 2016 effort to silence a porn star, new court files show

Kristine Phillips, Kevin Johnson and Nicholas Wu, USA TODAY Published 1:04 p.m. ET July 18, 2019 | Updated 8:36 p.m. ET July 18, 2019

ABC NEWS VIDEO LIVE SHOWS

GO FROM THIS... TO A BELLROY

President Trump, French President Macron address angry Trump tweet in meeting

By ALEXANDER MALLIN · Nov 15, 2016, 6:18 AM ET

WHITE HOUSE

On his way to pay respects to late justice, Trump hurls insults at 'The Squad'

By CAITLIN OPRYSKO | 07/22/2019 11:55 AM EDT | Updated 07/22/2019 04:59 PM EDT

WHITE HOUSE

Trump tweets 40 times on Day 30 of shutdown

The president's feed overflowed with messages of support from lawmakers, James Woods and Jacob Wohl's dad.

By QUINT FORGEY | 01/20/2019 09:30 PM EST | Updated 01/20/2019 11:15 PM EST

Trump doubled down on that message on Monday, tweeting, "The United States has been losing, for many years, 500 to 800 Billion Dollars a year on Trade. With China we lose 500 Billion Dollars. Sorry, we're not going to be doing that anymore!"

Donald J. Trump
@realDonaldTrump

The United States has been losing, for many years, 500 to 800 Billion Dollars a year on Trade. With China we lose 500 Billion Dollars. Sorry, we're not going to be doing that anymore!

11:36 7:08 AM - May 6, 2019

42.9K people are talking about this

CNN US Crime + Justice Energy + Environment Extreme Weather Space + Science

Trump made a surprise appearance at a wedding reception at his New Jersey golf club. The crowd chanted, 'USA! USA!'

By Ralph Ellis, CNN
Updated 5:08 AM ET, Mon, July 22, 2019

THE HILL

Trump renews Mueller attacks days before testimony

BY JORDAN FARANI · 07/22/19 09:09 AM EDT

1,261 SHARES

ABC NEWS APOLLO 11 POLITICS U.S. NEWS BUSINESS WORLD TECH & MEDIA THINK HEALTH SPORTS

Here's what to expect from Robert Mueller on Wednesday

LEGAL

With Mueller testimony looming, Trump predicts trouble for special counsel and Dems

By QUINT FORGEY | 07/22/2019 09:45 AM EDT

YAHOO! FINANCE

Search for news, symbols & more

Finance Home Watchlists My Portfolio Screeners

Trump goes after Fed's Powell on Twitter: 'Don't miss it again!'

Heidi Chung

Trump Criticizes Megan Rapinoe Over Refusal to Visit White House

The American soccer star had used an obscenity to dismiss the idea of a White House visit if her team won the Women's World Cup.



Why 'go back' to your country isn't a new sentiment in America

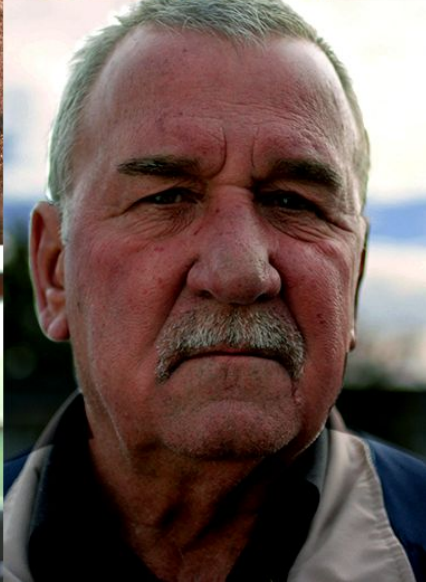
By Yasmeen Alamiri

WATCH: Reps. Omar, Ocasio-Cortez, Pressley, Tlaib respond to Trump's racist tweets

By Associated Press

House to vote on resolution condemning Trump's tweets

By Associated Press

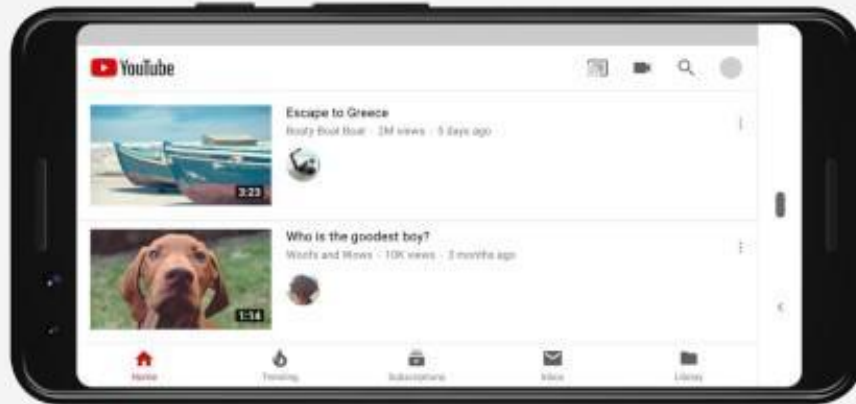


WE'LL TELL REAL STORIES



ACROSS THE INTERNET

15 second Non-skippable



ACROSS THE INTERNET

6 second Bumper



WE'LL PROMOTE NEWS & FACTS

40% of Americans say they still struggle to pay bills.

Source: Washington Post, 2019

Get the Facts

LET'S BE HONEST

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- 370
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- AA
- Print

Economy

Stocks finish best June in decades, capping strong first half of 2019

Five stocks propel gains for the second quarter



Here to help distracted drivers go right.

FACEBOOK NEWS PROGRAM

The image shows a screenshot of a Facebook news feed. At the top, there is a search bar with the Facebook logo and a magnifying glass icon. To the right of the search bar are navigation icons for Home, Create, and a profile picture. Below the navigation bar, the left sidebar contains various menu items: News Feed, Messenger, Videos on Watch, Marketplace, Shortcuts, Aspects Printing, Explore, Pages, Groups, Oculus, Events, and Fundraisers. The main content area features a sponsored post from 'Let's Be Honest' with the text 'Medicare cuts to fund tax breaks for CEOs. Outrageous. Call the White House.' Below the text is a photograph of a person holding a book titled 'Better America' with the subtitle 'POLITICAL BUDGET REPORT'. Under the photo, there is a URL and a headline: 'Trump pledged to protect Medicare and Medicaid, but his 2020 budget calls for major spending cuts'. At the bottom of the post are icons for Like, Comment, and Share. To the right of the post, there are two advertisements. The first is for 'smile' dental aligners, showing a purple case and a clear aligner, with text: 'Only \$85/mo. No Credit Checks. www.smiledirectclub.com We straighten teeth for \$85/mo. with clear aligners sent directly to you. No Credit Checks.' The second advertisement is for 'Lemonade' insurance, showing a cityscape at night with text: 'Lemonade Protect your stuff starting at \$5/mo'. Below the ad is text: 'Protect the stuff you love in 90 seconds lemonade.com Insure your camera gear, laptop, phone, and'.

Search

Home Create

Let's Be Honest
Sponsored ·

Medicare cuts to fund tax breaks for CEOs. Outrageous. Call the White House.

Only \$85/mo. No Credit Checks.
www.smiledirectclub.com
We straighten teeth for \$85/mo. with clear aligners sent directly to you. No Credit Checks.

Protect your stuff starting at \$5/mo

Protect the stuff you love in 90 seconds
lemonade.com
Insure your camera gear, laptop, phone, and

News Feed

Messenger

Videos on Watch

Marketplace

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Aspects Printing

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Events

Fundraisers

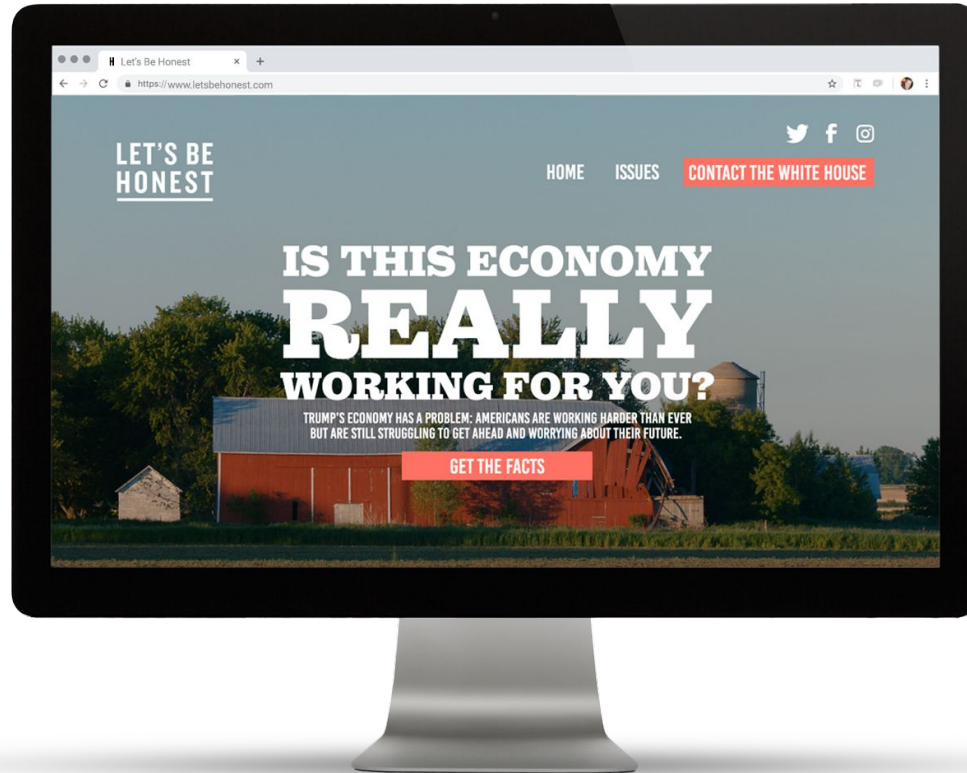
See More...

HTTPS://WWW.CNBC.COM/2019/03/12/TRUMP-2020-BUDGET-...

Trump pledged to protect Medicare and Medicaid, but his 2020 budget calls for major spending cuts

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ANSWER QUESTIONS VIA GOOGLE SEARCH





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[Ad www.letsbehonest.com/](http://www.letsbehonest.com/)

Feeling like it's hard to save? You're not alone. 40% of Americans don't have \$400 in the bank for emergencies. Learn why it's hard to save.

2019 Top 10 Savings Accounts | Compare the Top Banks of 2019

[Ad www.ratepro.co/Higher-Interest/Savings-Account](http://www.ratepro.co/Higher-Interest/Savings-Account)

Today's Highest Interest **Savings Accounts**. 100% FDIC Insured. View the Winner!

Questions?

