
PRIORITIES

USA

MICHIGAN PRESS BRIEFING CALL

July 23, 2019



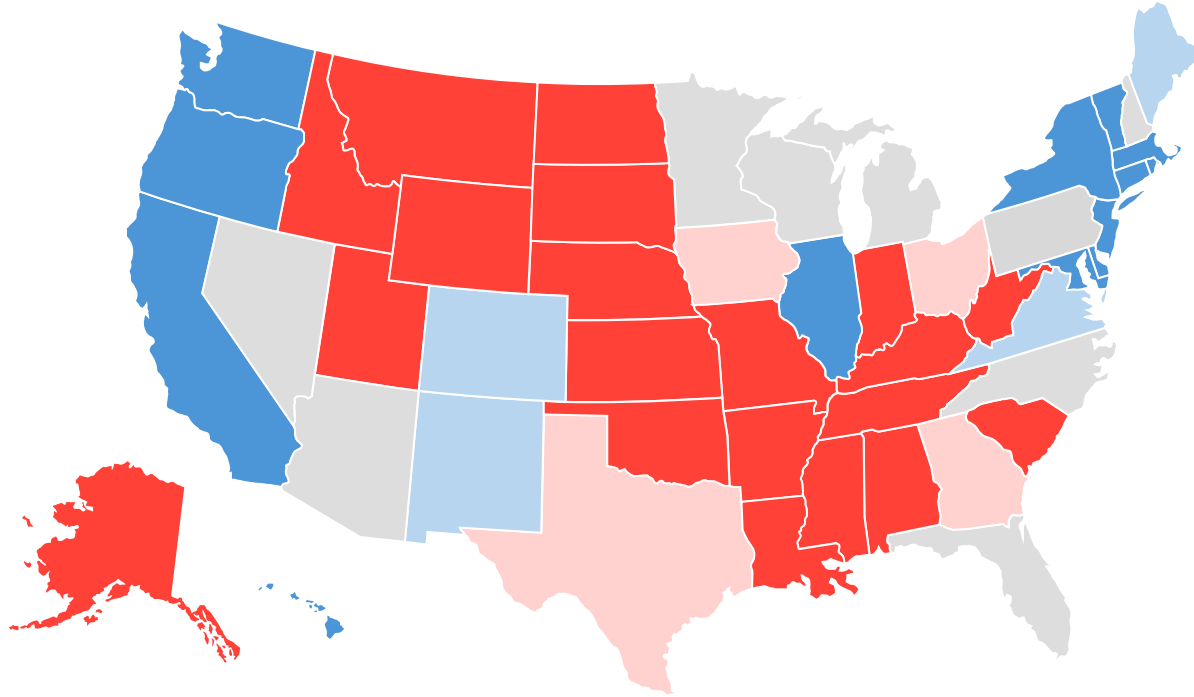
STATE OF THE RACE



TRUMP NET-APPROVAL AT -10 NOW



BASELINE ELECTORAL MAP



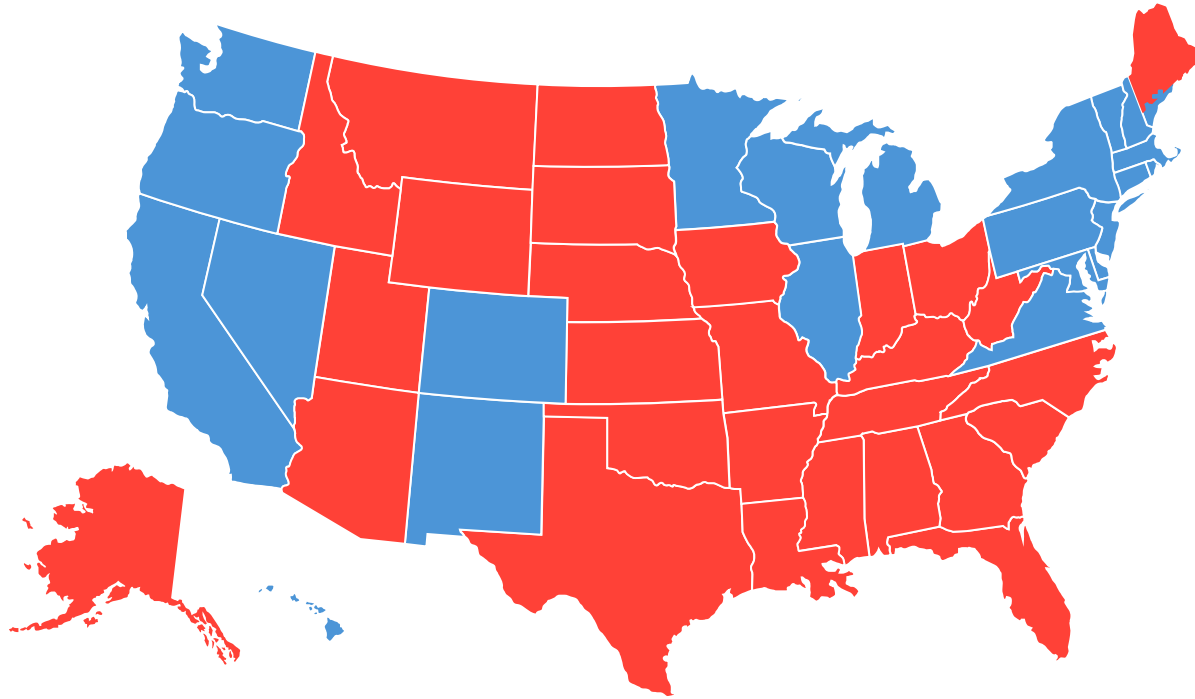
213 | 204 | 121

Safe and lean democratic states
net 213 electoral votes

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






IF ELECTION WERE HELD TODAY



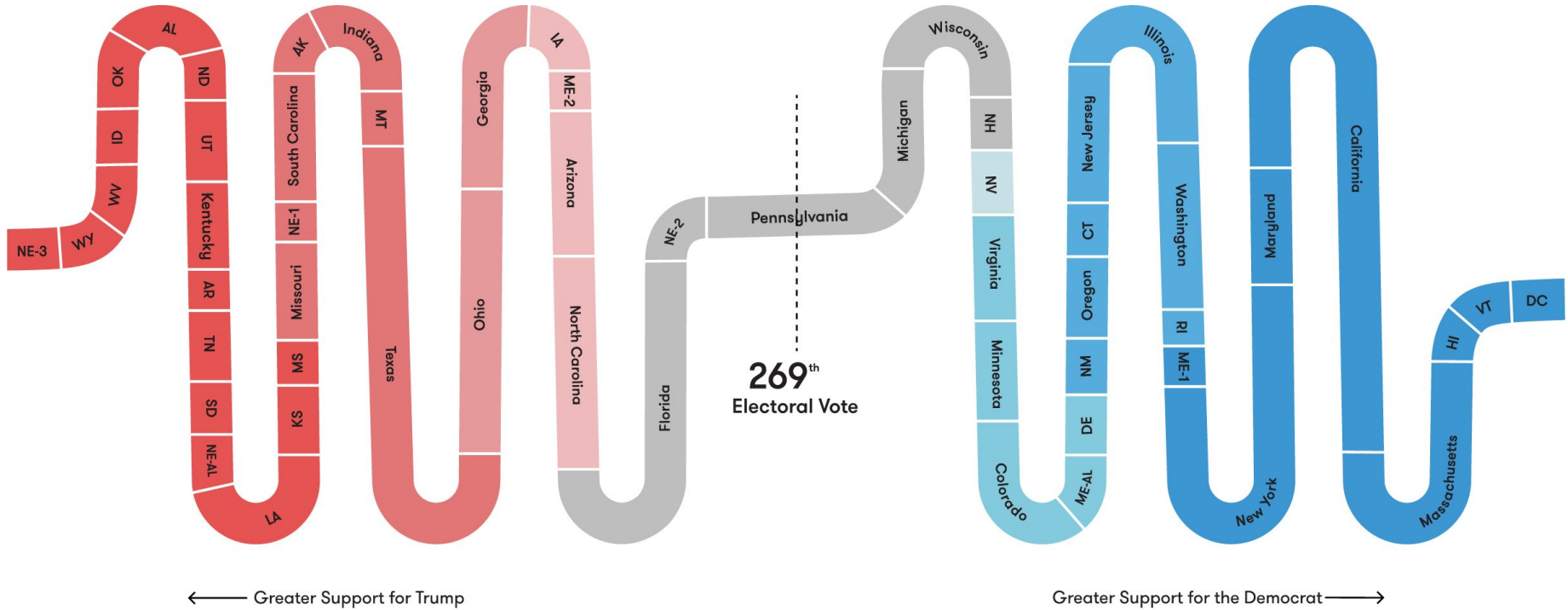
278 | 260

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

-  DEMOCRAT
-  TOSS-UP
-  REPUBLICAN



FL, WI, PA & MI CRITICAL TO 270

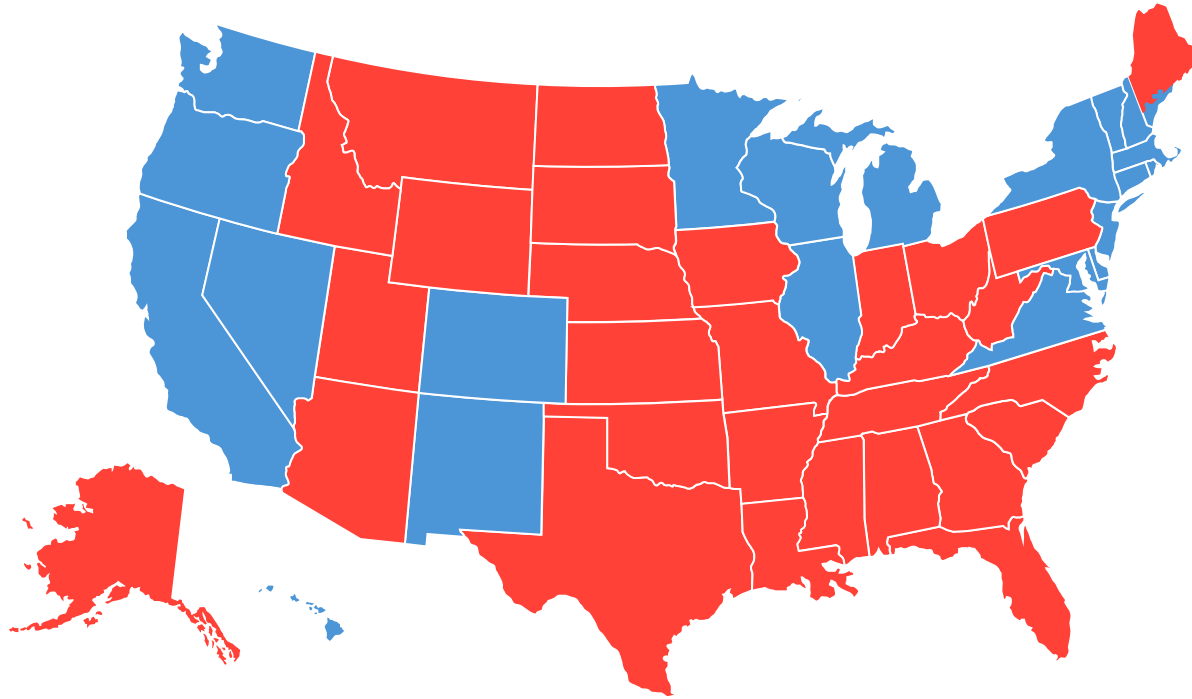


A FEW SCENARIOS



IF TURNOUT AMONG POC* DROPS 2pp

258 | 280

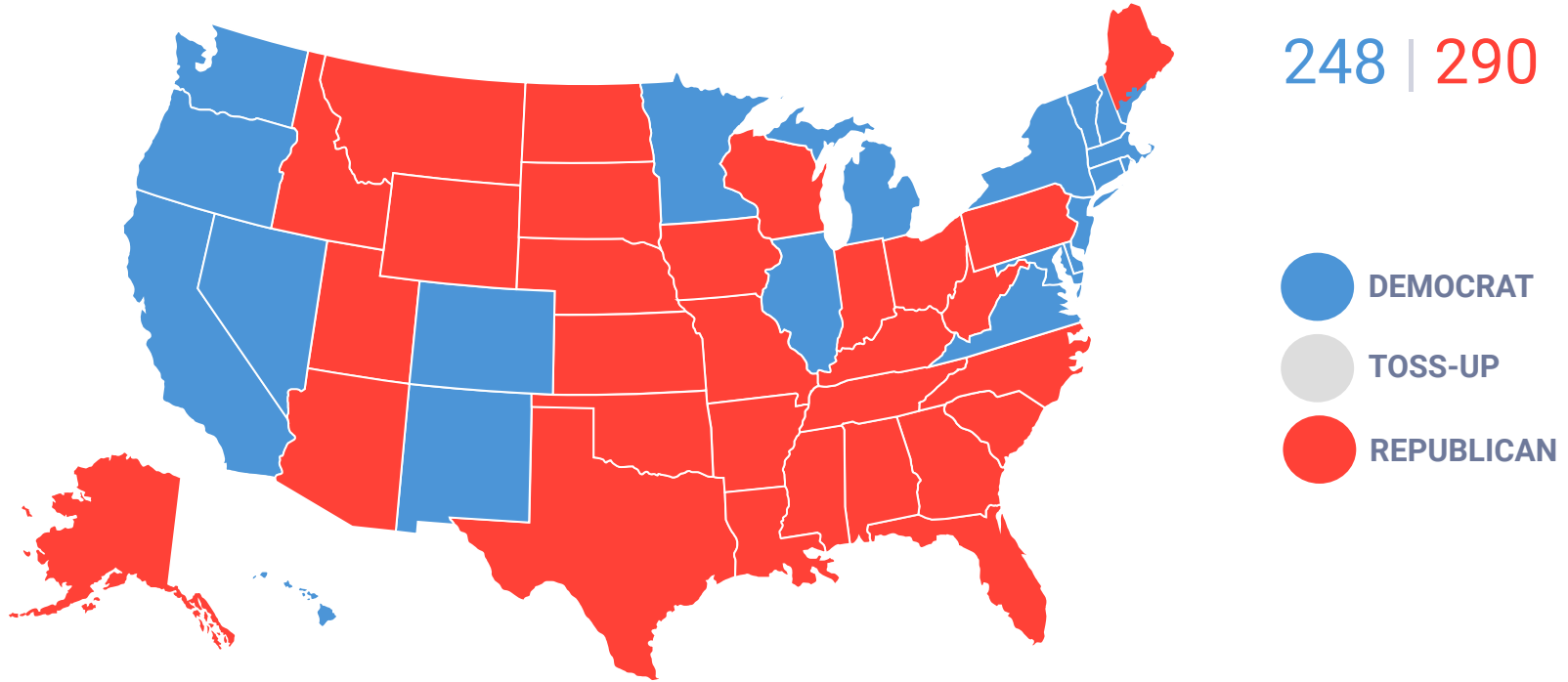


- DEMOCRAT
- TOSS-UP
- REPUBLICAN

*People of color



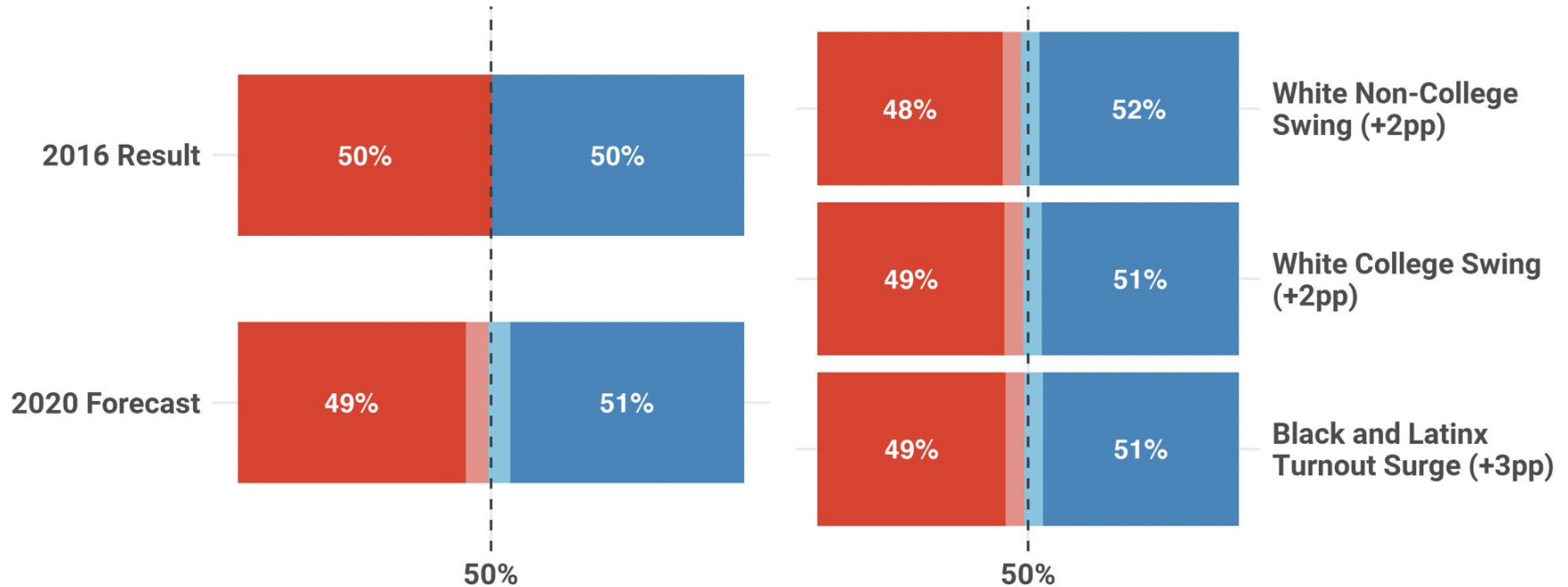
IF SUPPORT AMONG WWC* DROPS 1pp



*White working class



MICHIGAN FORECASTED SUPPORT & SCENARIOS

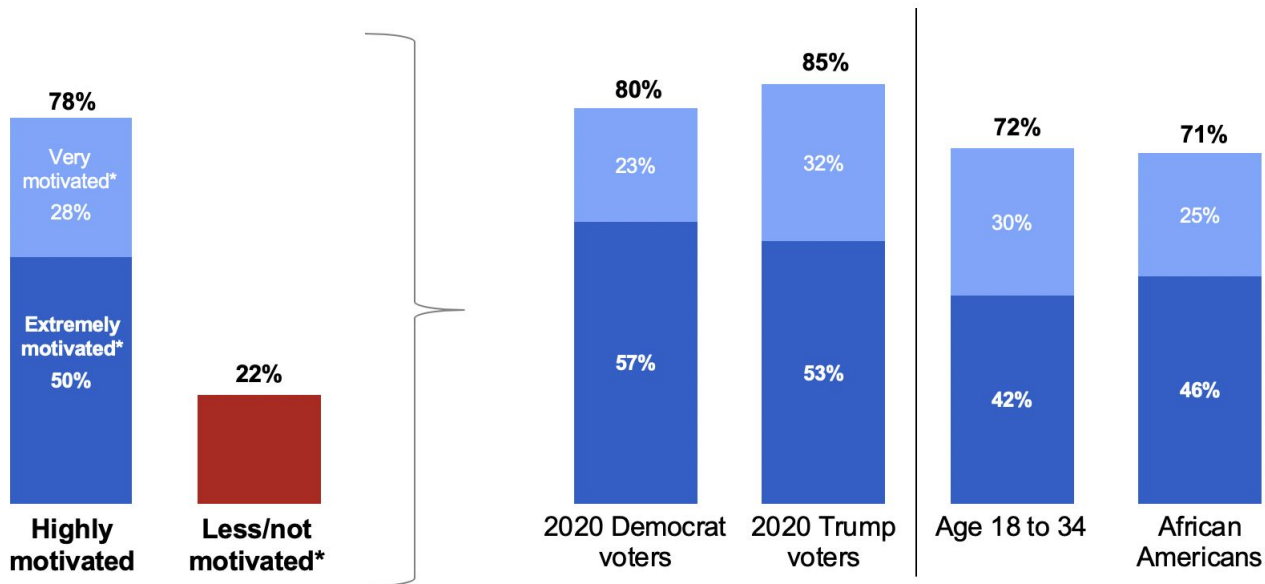


MESSAGING OVERVIEW

Key findings from a survey among voters in FL, MI, PA, and WI conducted May 1 to 8, 2019.



THERE IS ROOM TO GROW FOR DEMOCRATS TO MOBILIZE KEY CONSTITUENCIES



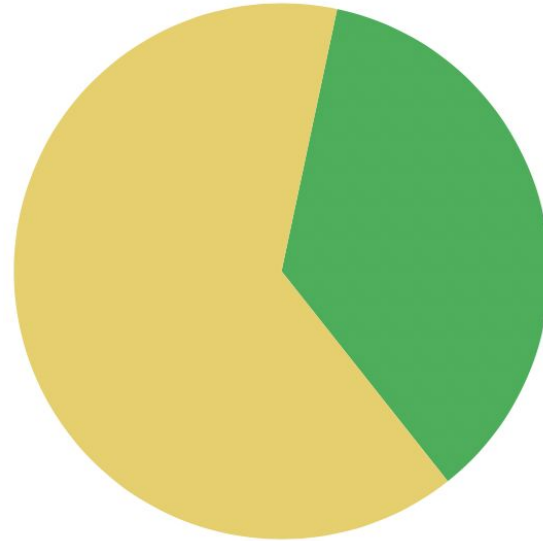
* Based on ratings on a 0-to-10 scale: 10 = extremely motivated, 8-9 = very motivated, 0-7 = less/not motivated



THE RISING COST OF LIVING IS MORE IMPORTANT TO VOTERS THAN JOBS AND STOCK MARKET GAINS

**When you think about the economy today,
Which is more important to you?**

**Wages are not
keeping up with the
cost of living and
health care is way up.
64%**



**Millions of new jobs
have been created in
the past few years
and the stock market
is at a record high.
36%**



VOTERS OVERWHELMING PERCEIVE TRUMP AS CARING MORE ABOUT THE WEALTHY AND SPECIAL INTERESTS THAN ABOUT THEM

Donald Trump cares mostly about:

Helping the average person



Helping the wealthy and corporate special interests



Undecided voters:

Helping the average person



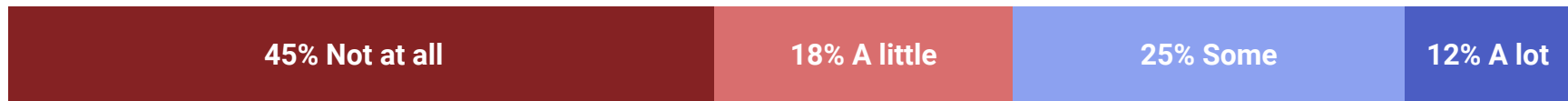
Helping the wealthy and corporate special interests



HOW MUCH HAVE YOU PERSONALLY BENEFITED FROM TRUMP'S ECONOMIC POLICIES?

63% Little/Not

37% Lot/Some

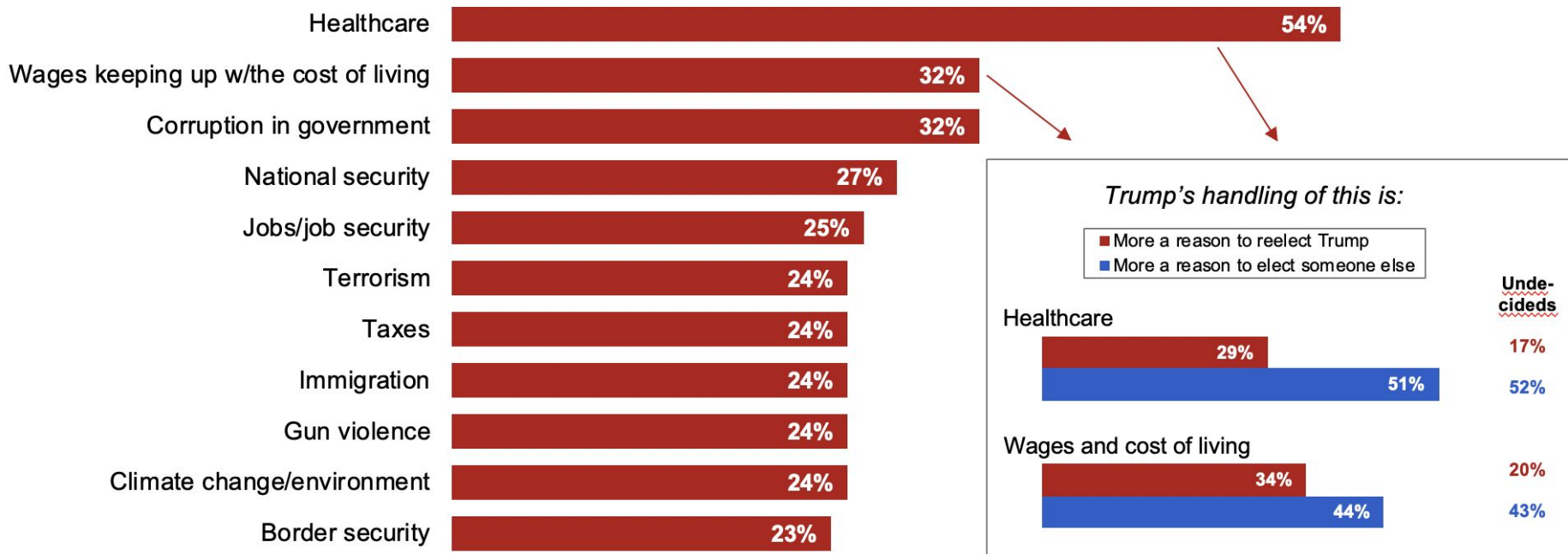


Midwest = 66% Little/Not | 34% A lot/Some

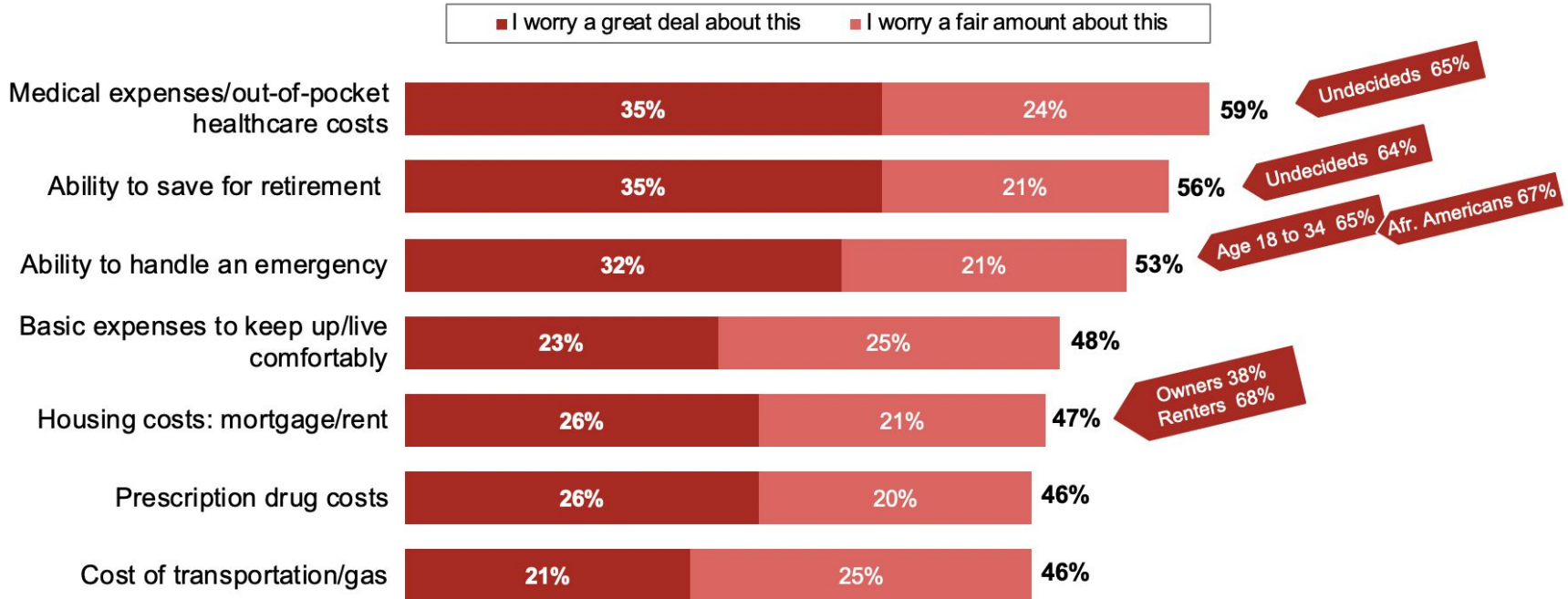


ON THE ISSUES THAT MATTER MOST TO VOTERS – HEALTH CARE FIRST AND FOREMOST – TRUMP IS AT A SIGNIFICANT DISADVANTAGE

Top Four Most Important Issues to Me (Selected from a List)



MAJORITIES OF VOTERS EXPRESS WORRY ABOUT MEDICAL EXPENSES, SAVING FOR RETIREMENT, AND HANDLING AN EMERGENCY EXPENSE



PRIORITIES MICHIGAN



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



BRINGING PRIORITIES MICHIGAN TO LIFE

01

Local experts

Having eyes and ears on the ground to understand what voters in Michigan 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 BELLYD

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

Alexander Mallin News 10/15/2016, 6:10 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 523 COMMENTS

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 or

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

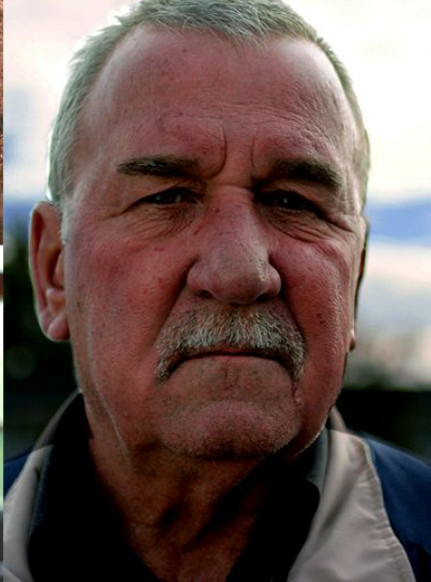
By Yasmeen Alamiri

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

6 second Bumper



ACROSS THE INTERNET

15 second Non-skippable



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

- Share
- 370
- Home
- 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, Fundraisers, and See More... 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 IDEAS FROM THE U.S. GOVERNMENT'. Under the photo is a URL and the 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 is a 'Sponsored' section. The first ad is for 'smile' dental aligners, showing a purple case and a clear aligner. The text below the image reads '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 ad is for 'Lemonade' insurance, showing a night view of a city building. The text reads 'Lemonade Protect your stuff starting at \$5/mo'. Below the image is the 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.

News Feed

Messenger

Videos on Watch

Marketplace

Shortcuts

Aspects Printing

Explore

Pages

Groups

Oculus

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

Like Comment Share

Sponsored Create Ad

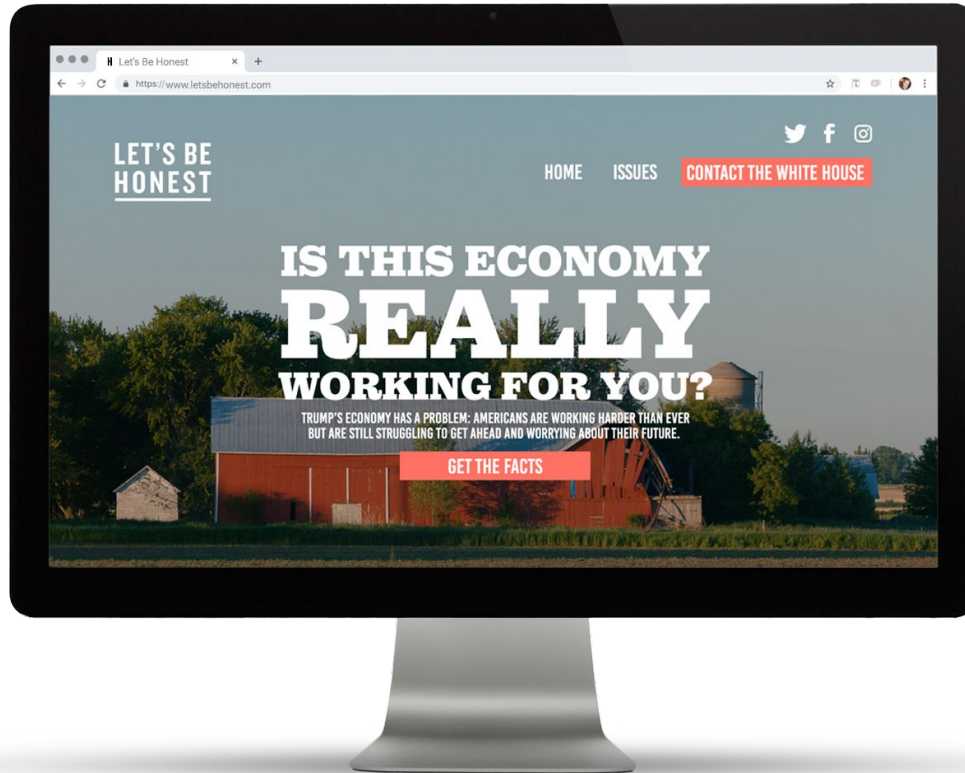
smile
Protect your stuff

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.

Lemonade
Protect your stuff starting at \$5/mo

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

ANSWER QUESTIONS VIA GOOGLE SEARCH





savings accounts



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Tools

About 534,000,000 results (0.64 seconds)

Citizens Access® Savings | 2.20% APY Online Savings

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

A Simple **Savings** Experience. FDIC Insured. Open an **Account** in Under 5 Minutes. FDIC-Insured Deposits. 24/7 Fraud Monitoring. Flexible Interest Options. Multiple CD Term Options. \$5K Minimum Deposit. Top Market Rates. No Fees. Real Time **Account** Alerts. Simple Sign-Up.

Online & Mobile Banking

Get Industry Leading Rates &
24/7 Fraud Monitoring

Explore Top Market Rates

Market-Leading Rates And No Fees!
Get The Rate That's Right For You.



LET'S BE HONEST | AMERICANS STRUGGLE TO SAVE

[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?

