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**PRIORITIES**

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**USA**

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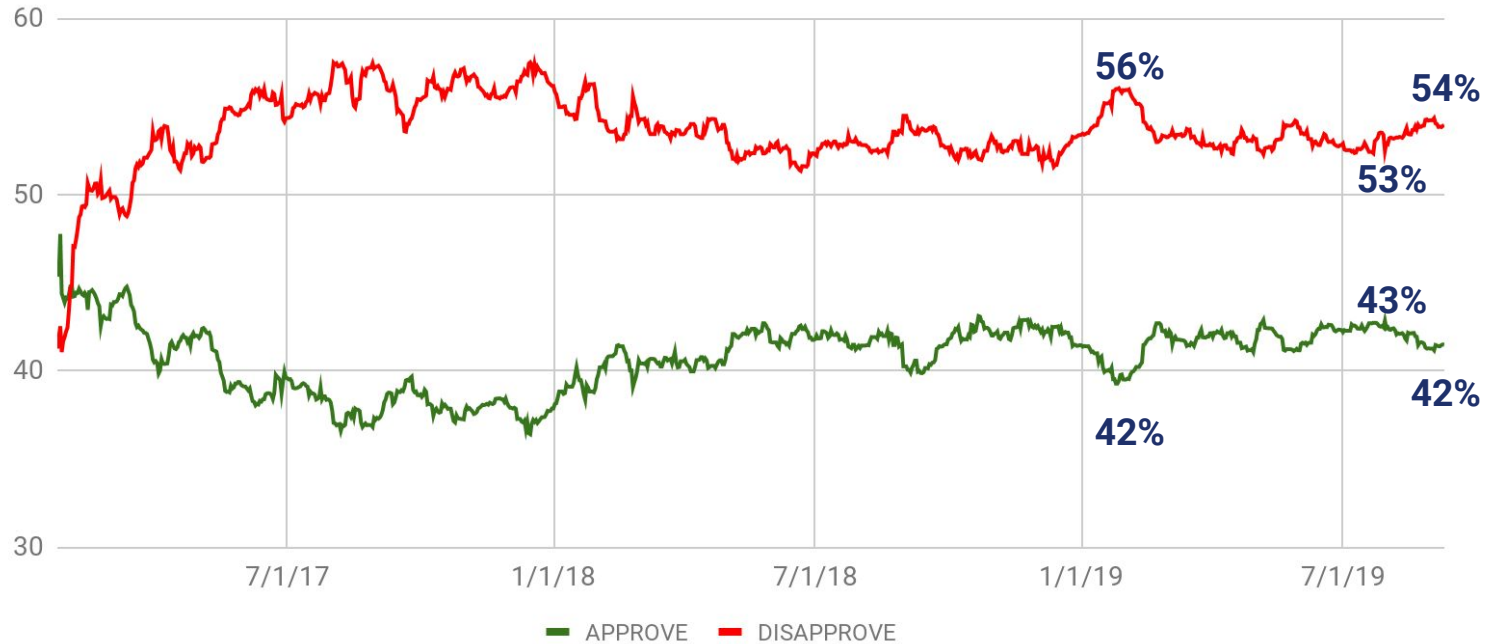
# PRESS BRIEFING

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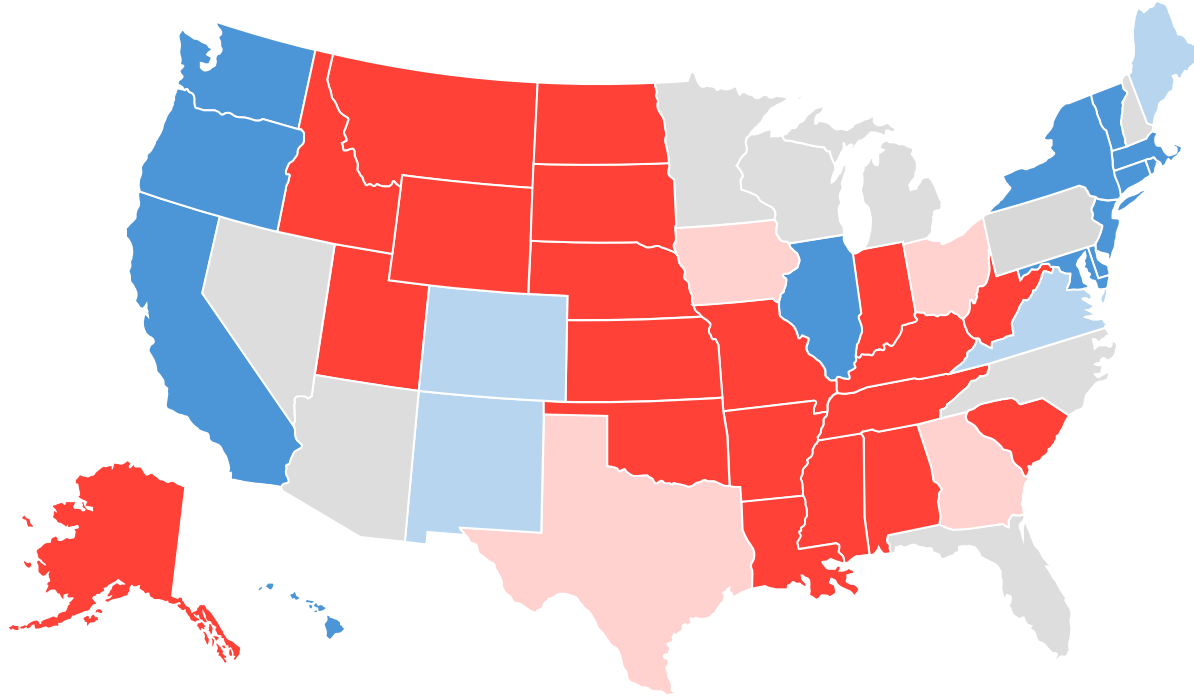
9.16.19

# STATE OF THE RACE

# TRUMP NET-APPROVAL AT -12 NOW



# BASELINE ELECTORAL MAP

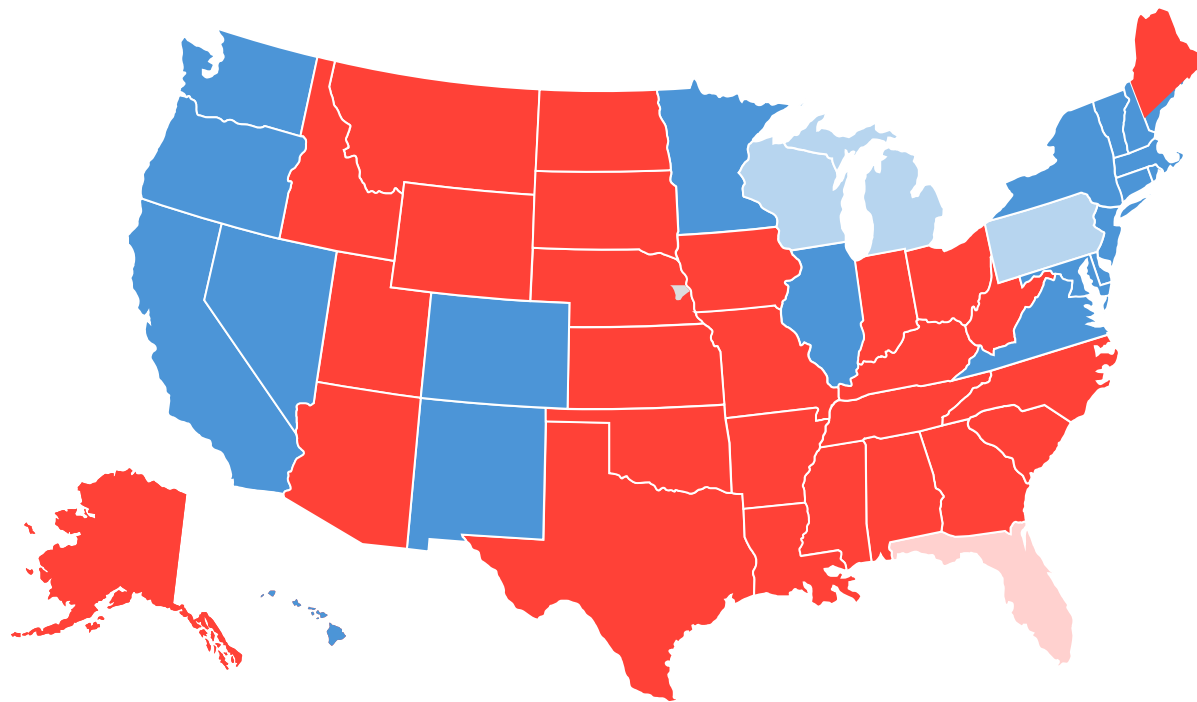


213 | 204 | 121

Safe and lean democratic states  
net 213 electoral votes

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

# IF ELECTION WERE HELD TODAY

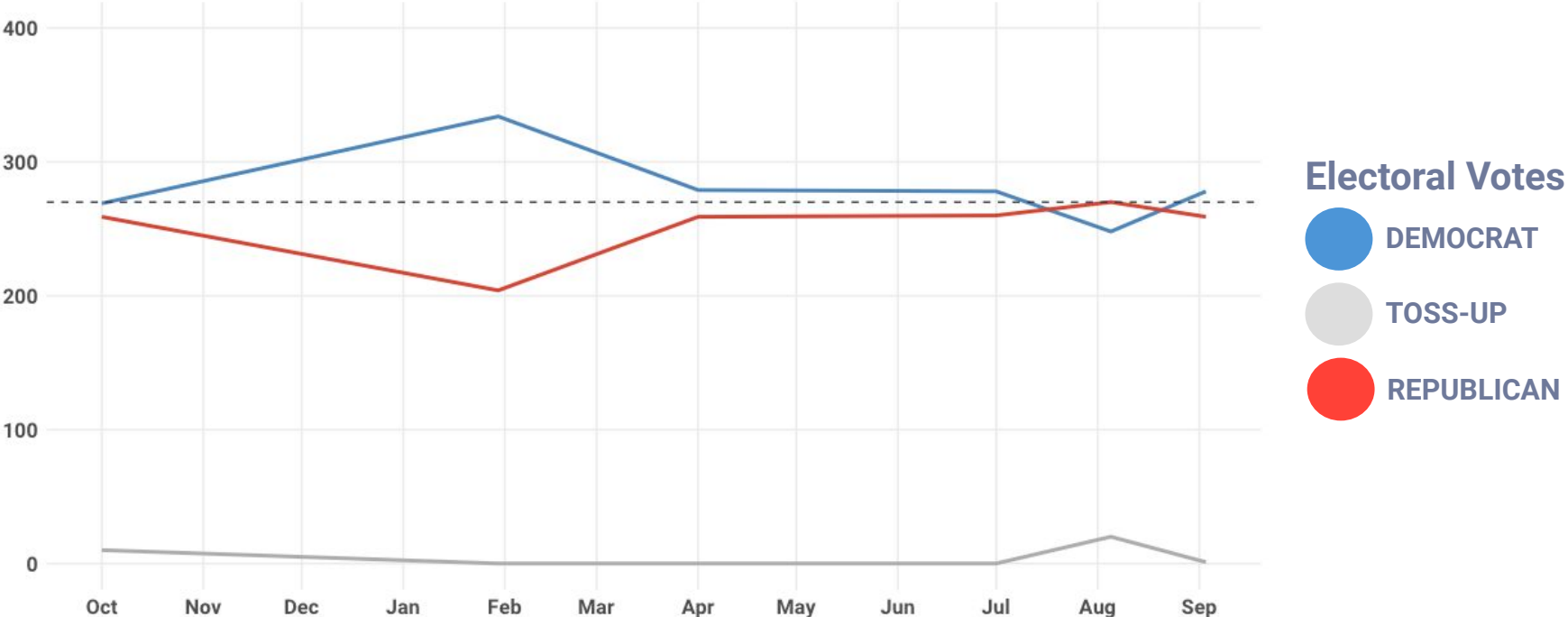


278 | 259 | 1

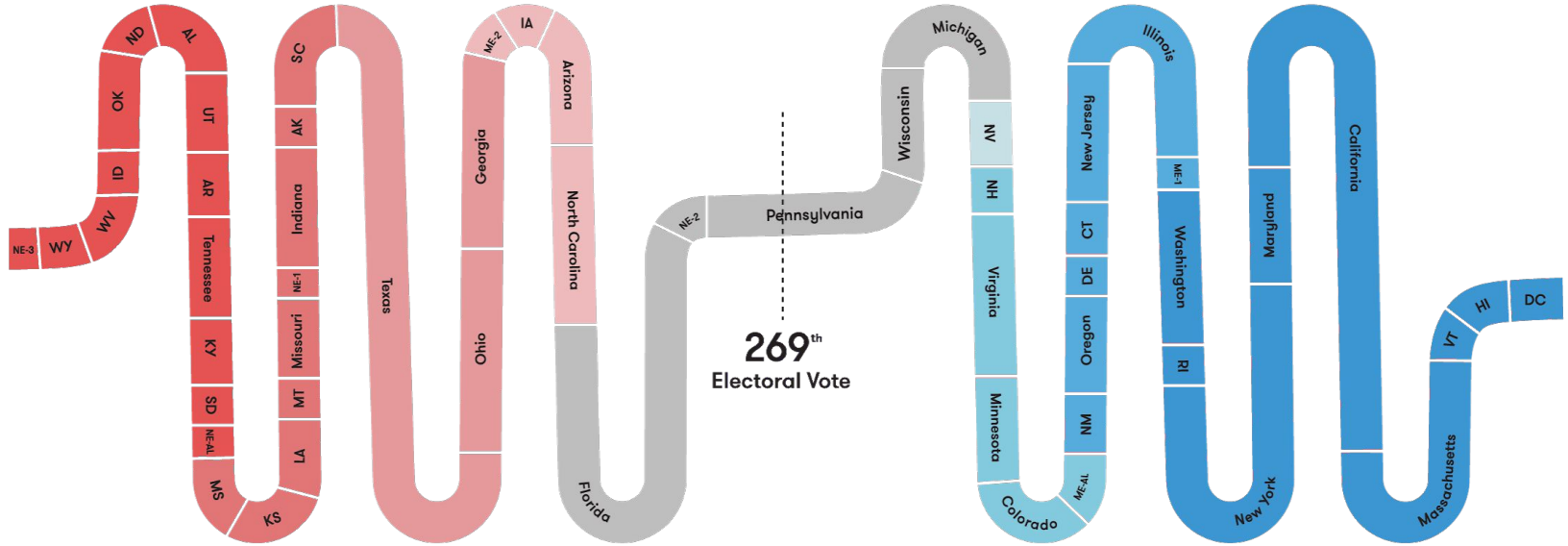
We win narrowly with NE-2's EV being too close to call.

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

# NATIONAL TOPINE HAS BEEN STEADY BUT STATES HAVE FLIPPED MONTH-TO-MONTH



# FL, WI, PA & MI CRITICAL TO 270



← Greater Support for Trump

Greater Support for the Democrat →





# STATES

CORE:

**FL, WI, PA, MI, NV, NH**

EXPAND

**NE-2, GA, NC, AZ, ME-2**

DEM WATCH:

**MN, VA, CO**

GOP WATCH:

**IA, OH, TX**



# State of Play in the 2020 Battlegrounds

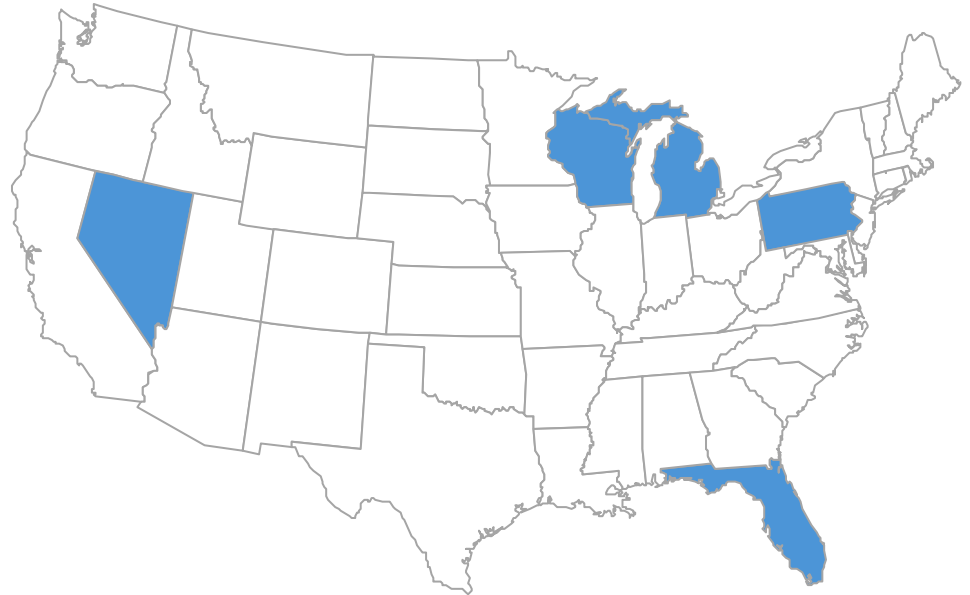
*Results of a recent survey across  
FL, MI, NV, PA, WI*

# Methodology

## ONLINE SURVEY: ALL REGISTERED VOTERS

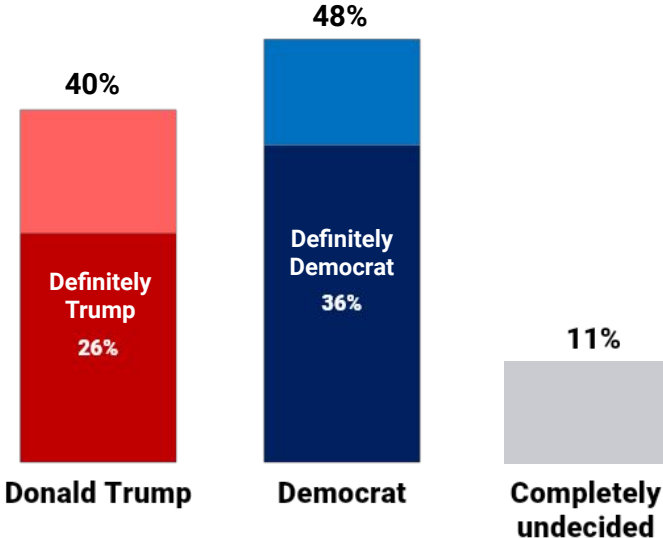
- 3,014 voters across five key battleground states: Florida, Michigan, Pennsylvania, Nevada, and Wisconsin
- Conducted August 13 to 25, 2019
- 11% did not vote in 2016  
(Among those who voted: 46% Clinton, 47% Trump, 7% third-party candidate)
- Results weighted in proportion to share of electoral votes per state

*Overall MOE =  $\pm 1.8$  percentage points*



# The electorates across battleground states are not enthusiastic about re-electing Donald Trump.

*2020 Trial Heat for President*

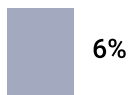


## A good number of undecided voters are available to Democrats.

### What I have seen and heard lately about Trump:



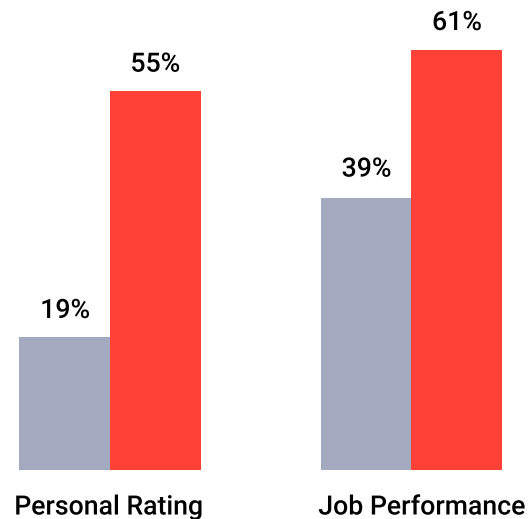
What I have seen/heard has made me LESS favorable toward Trump



What I have seen/heard has made me MORE favorable toward Trump

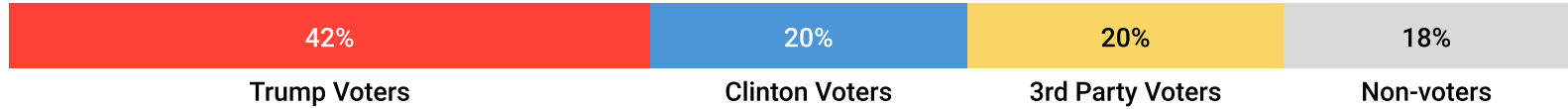
### Donald Trump's Personal and Job Ratings

Favorable/approve Unfavorable/disapprove

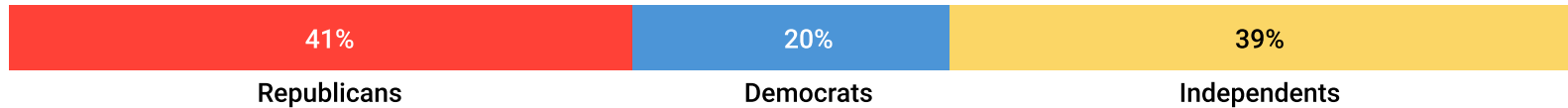


# Profile of Undecided Voters

## 2016 Presidential Vote



## Party ID



## Gender

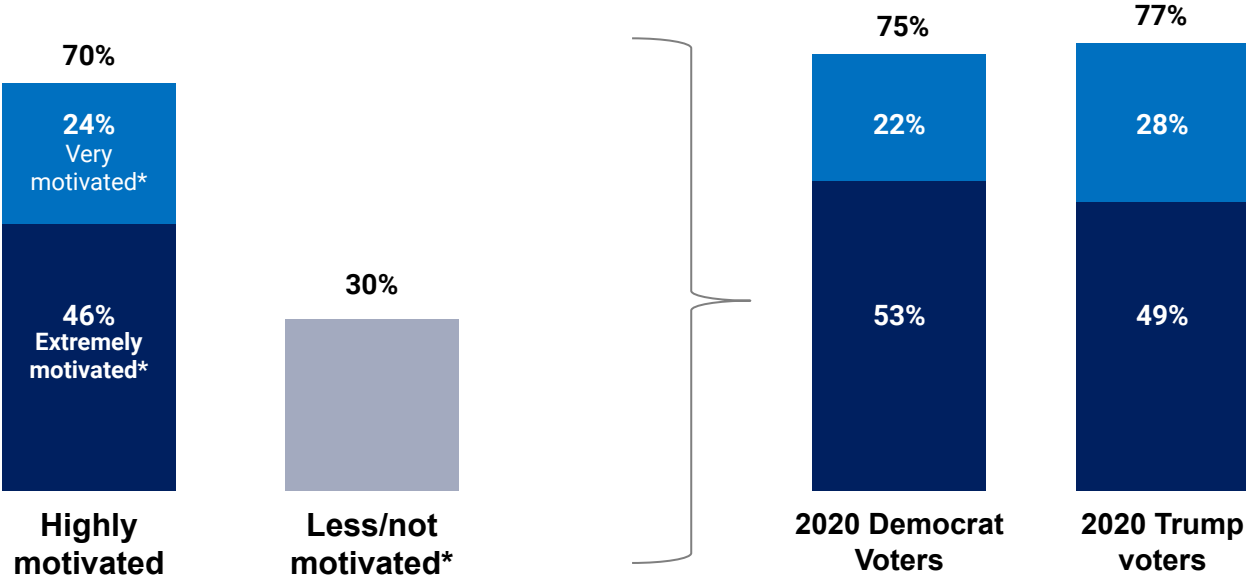


## Age



# Trump and Democratic Voters Are At Parity On Voter Enthusiasm.

Motivation/Enthusiasm about Voting in the 2020 Election\*



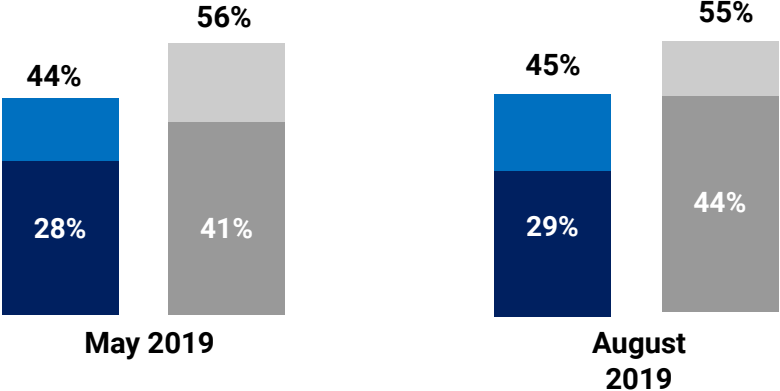
\* Based on ratings on a 0-to-10 scale: 10 = extremely motivated, 8-9 = very motivated, 0-7 = less/not motivated



# Across the four states we also polled in May (FL, MI, PA, WI), Trump's overall ratings have held relatively stable but opposition intensified.

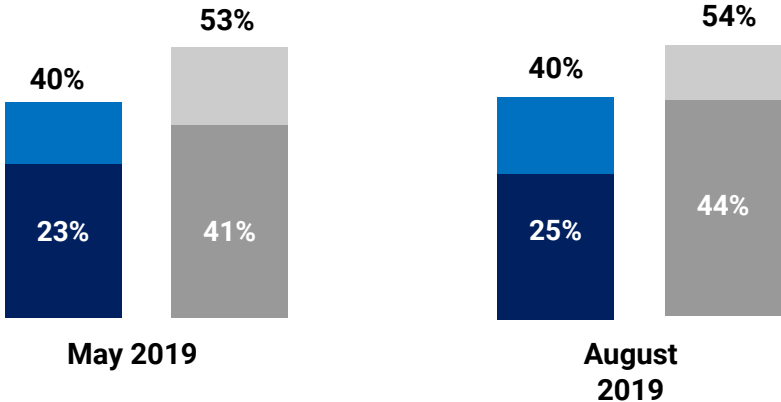
*Donald Trump's Job Approval as President*

- Strong approval
- Just somewhat approval
- Just somewhat disapprove
- Strongly disapprove



*Feelings toward Donald Trump*

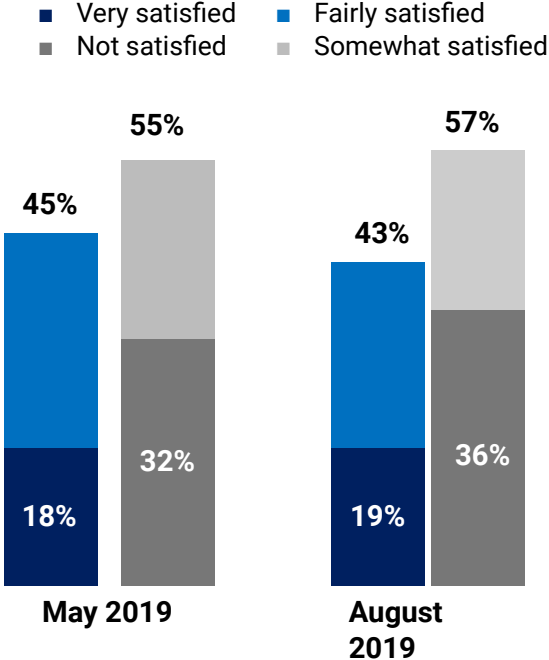
- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable



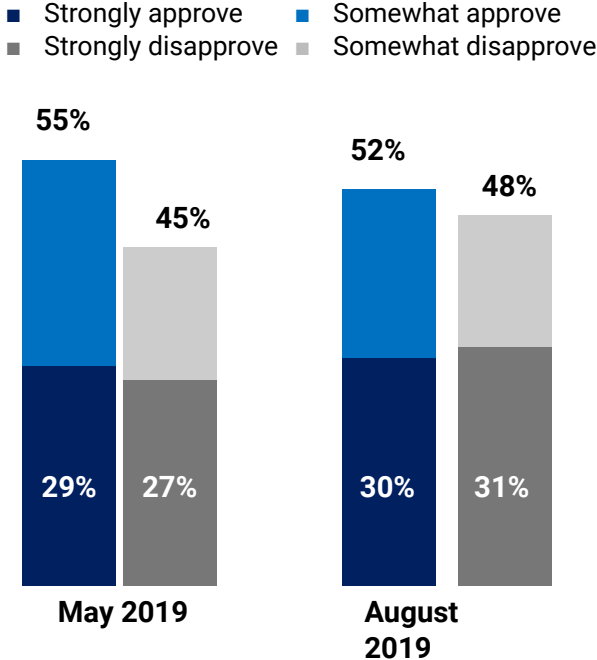


# We find a small but consistent slippage on several economic indicators.

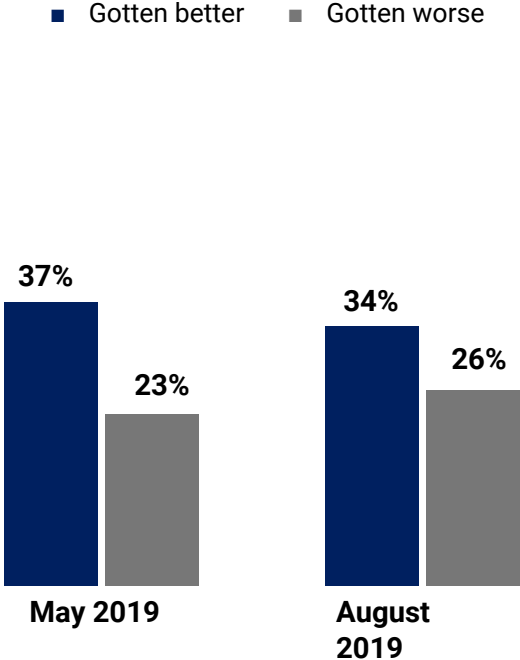
*Satisfaction with Economic Conditions*



*Trump Job Approval on the Economy*



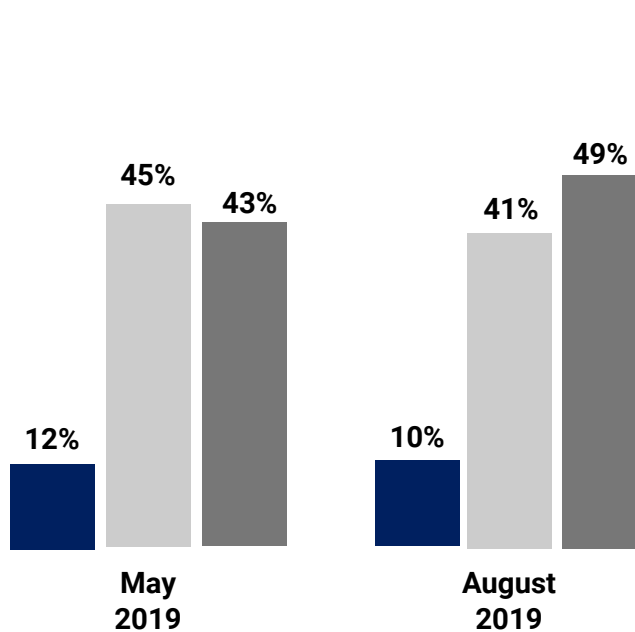
*Availability of Good Jobs in my Area*



# This pattern holds true across several personal economic markers, as well.

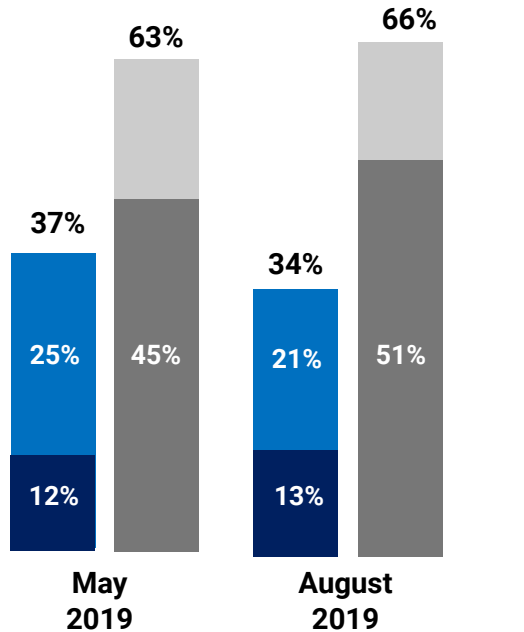
## My Income vs. Cost of Living

- Income going up faster than cost of living
- Staying even
- Falling behind



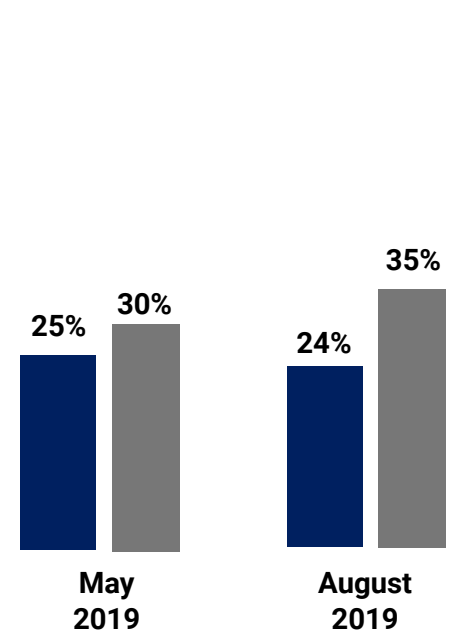
## Impact of Trump Economic Policies on Me

- Benefited a lot
- Benefited some
- Benefited a little
- Not benefited



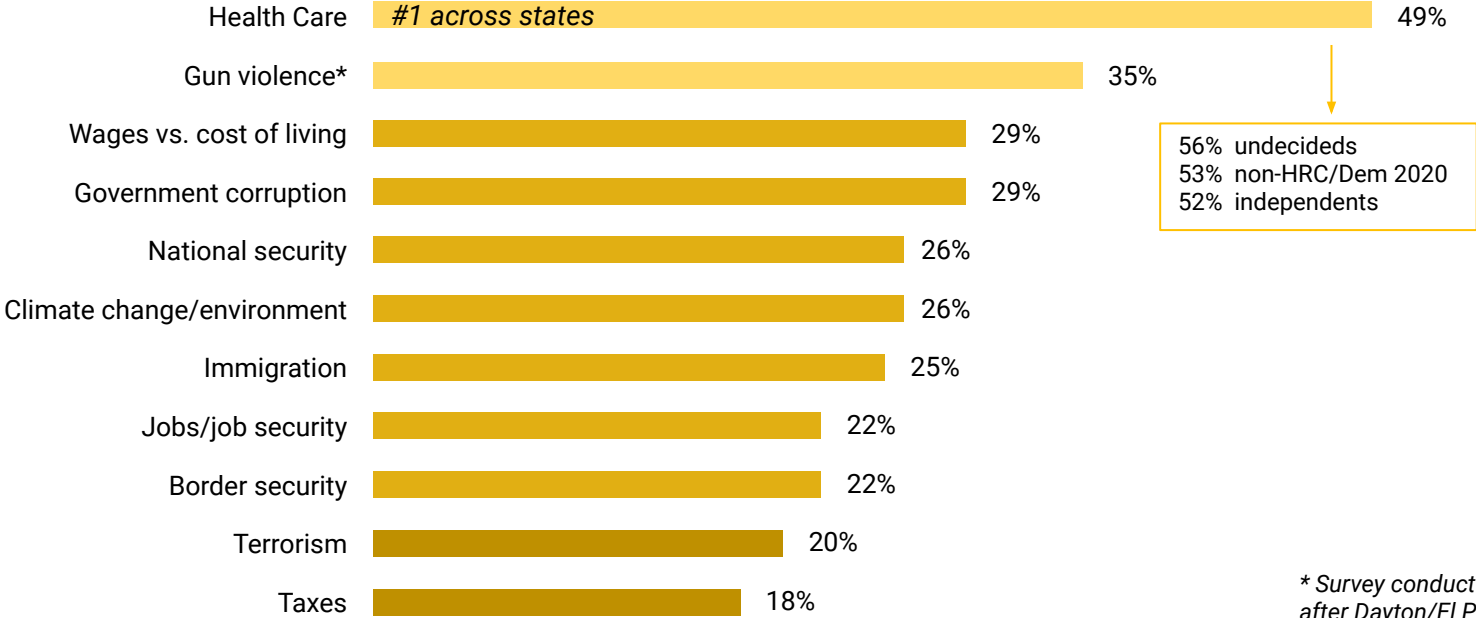
## My/Family's Economic Situation

- Gotten better
- Gotten worse



# Health care remains the #1 voting issue, including among key swing blocs; gun violence is also a major concern.

*Four Most Important Issues to Me*



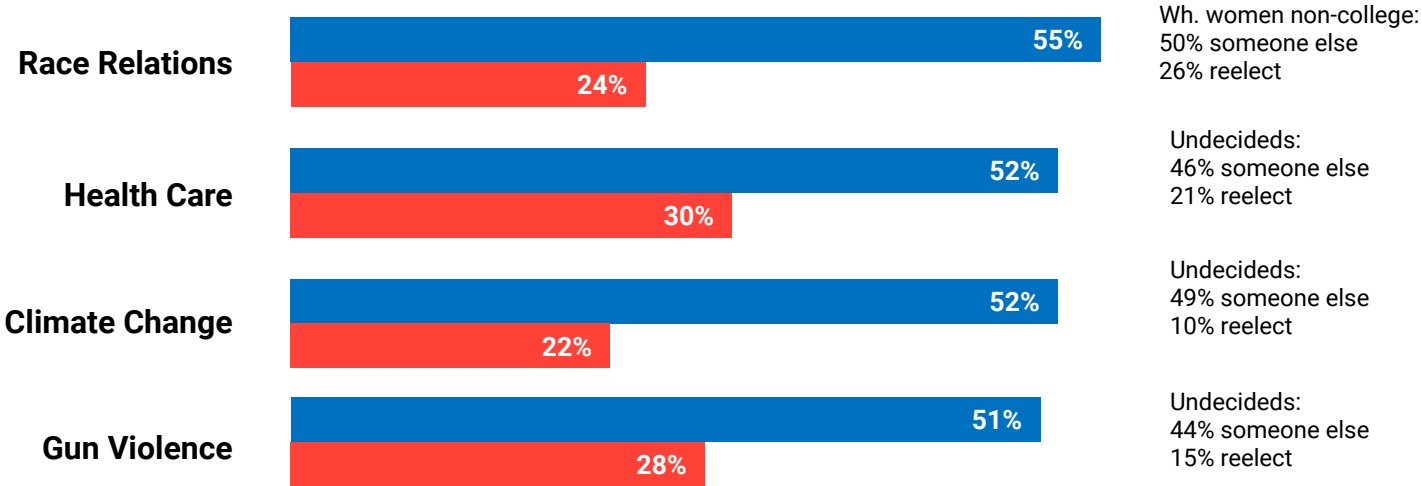
\* Survey conducted shortly after Dayton/El Paso shootings



# Trump is losing badly on key issues

*Trump's handling of this issue is:*

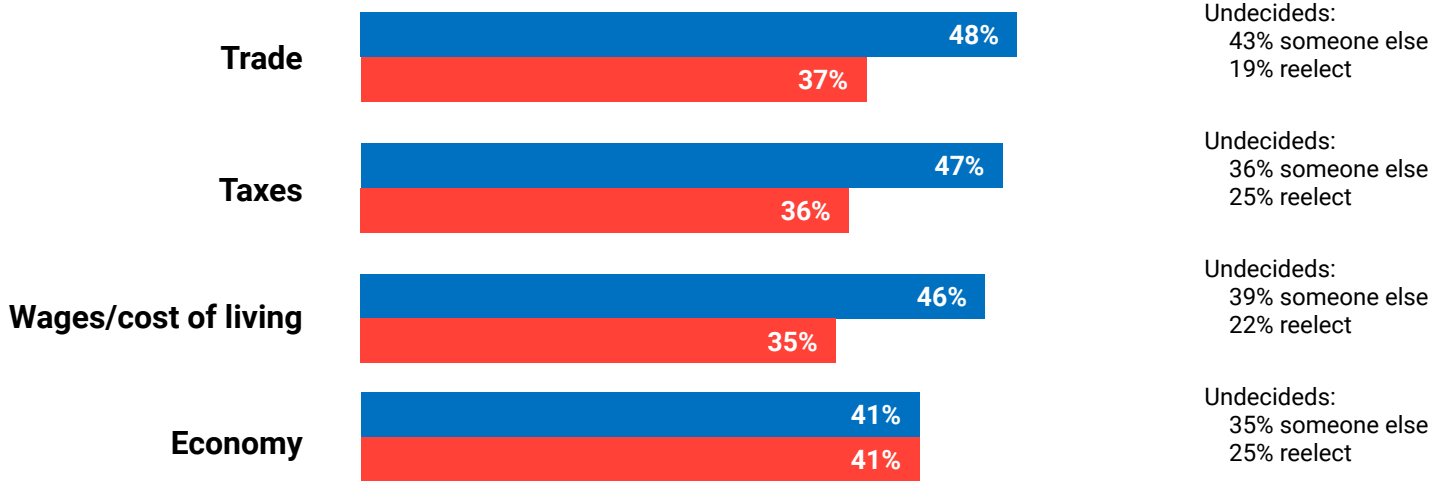
■ More of a reason to re-elect Trump    ■ More of a reason to elect someone else with a different approach



# Trump is at a deficit on several economic issues as well—and Democrats have leveled the playing field on the economy as a whole.

*Trump's handling of this issue is:*

■ More of a reason to re-elect Trump      ■ More of a reason to elect someone else with a different approach



# Trump's tweeting and racism are still hurting him, but economic concerns aren't breaking through

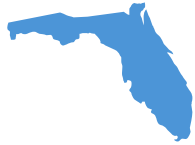
*What have you seen/heard lately about Donald Trump that may have made you more favorable or less favorable toward him?*

Less Favorable toward Trump	More Favorable toward Trump
Tweets, constant tweeting; should stay off social media	His views on illegal immigrants, for border security
Racist, racist remarks, bigot, poor race relations	Economy is doing well, booming
Liar, too many lies, chronic liar	Good job, record; has done good things for the country
Not nice, terrible person; mean, angry, nasty, arrogant	Low unemployment, more jobs, bringing jobs back to USA
Everything, everything he does, everything he says	Tariffs on China, trade policy with China, strong stand on China
Attitude toward legal immigrants, denying green cards to poor people but not the wealthy	Building the wall
Sexist, attitude toward women, women's rights, degrades women	<b>Nothing, none, no response</b>
Doing nothing about gun violence, no changes to gun laws, lack of gun control	
<b>Nothing, none, no response</b>	



# **2019 MOBILIZATION PROGRAM**

# 2019 MOBILIZATION TARGETS



## Florida

- 35 Municipal Elections
- Races cover about 8% of FL voters
- Election on 11/5
- Sample races:
  - Orlando Mayoral
  - St. Petersburg City Council



## Michigan

- 44 Municipal Elections
- Races cover about 27% of MI voters
- Election on 11/5
- Sample race:
  - Grand Rapids City Commissioner



## Pennsylvania

- Statewide & Municipal Elections
- 100% of PA voters can participate
- Election on 11/5
- Sample race:
  - Philadelphia Citywide



## Virginia

- 8 State House Elections and 5 State Senate Elections
- Races cover about 21% of VA voters
- Election on 11/5
- Sample race:
  - Senate District 07





# WHY MOBILIZE VOTERS IN 2019?

01

## To turn out Democrats in important local elections

*In our most recent poll, 77% of Trump voters are highly enthusiastic about voting in the 2020 elections. While 75% of those supporting a Democratic challenger feel the same way, only 62% of 18-34 year olds and African-Americans do. We need to mobilize these key constituencies to translate their frustration into voting.*

02

## To encourage people to develop the habit of voting

*Political science research has demonstrated that voting in one election strongly predicts voting in future elections. There is robust evidence that the act of voting itself is habit forming.<sup>1</sup>*

03

## To identify best practices of mobilization tactics

*We will conduct randomized experiments measuring the effects of our 2019 program to inform Democrats' mobilization efforts in 2020. These tests will answer questions around digital inventory, targeting options, timing, and messages.*

<sup>1</sup> Alexander Coppock and Donald Green, 2015



# TACTIC 1: CHECK IF YOU'RE REGISTERED

Research shows the act of checking registration status increases chances voters turn out.



# TACTIC 2: MOTIVATION

**Explain why voting matters to convince voters to vote.**



# TACTIC 3: SOCIAL PRESSURE

Research shows social pressure gets voters to turn out.



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**PRIORITIES**

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**USA**

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