
PRIORITIES

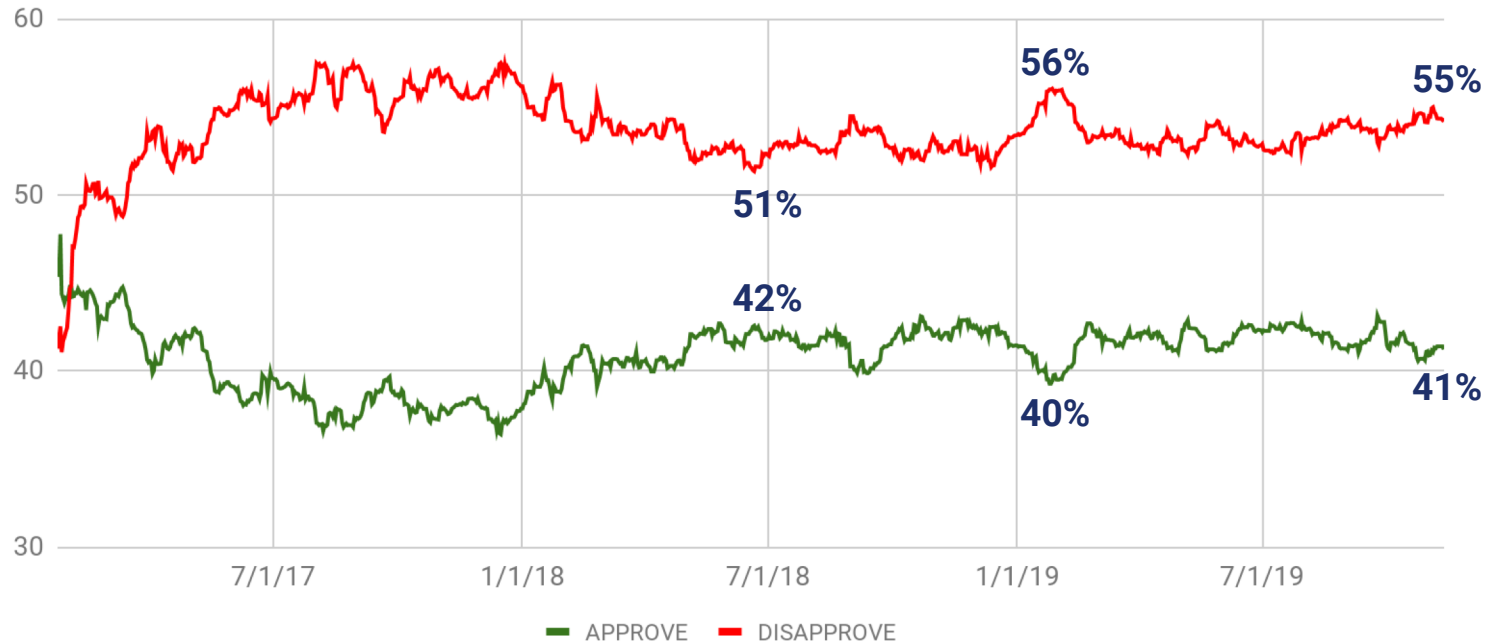
USA

PRESS BRIEFING

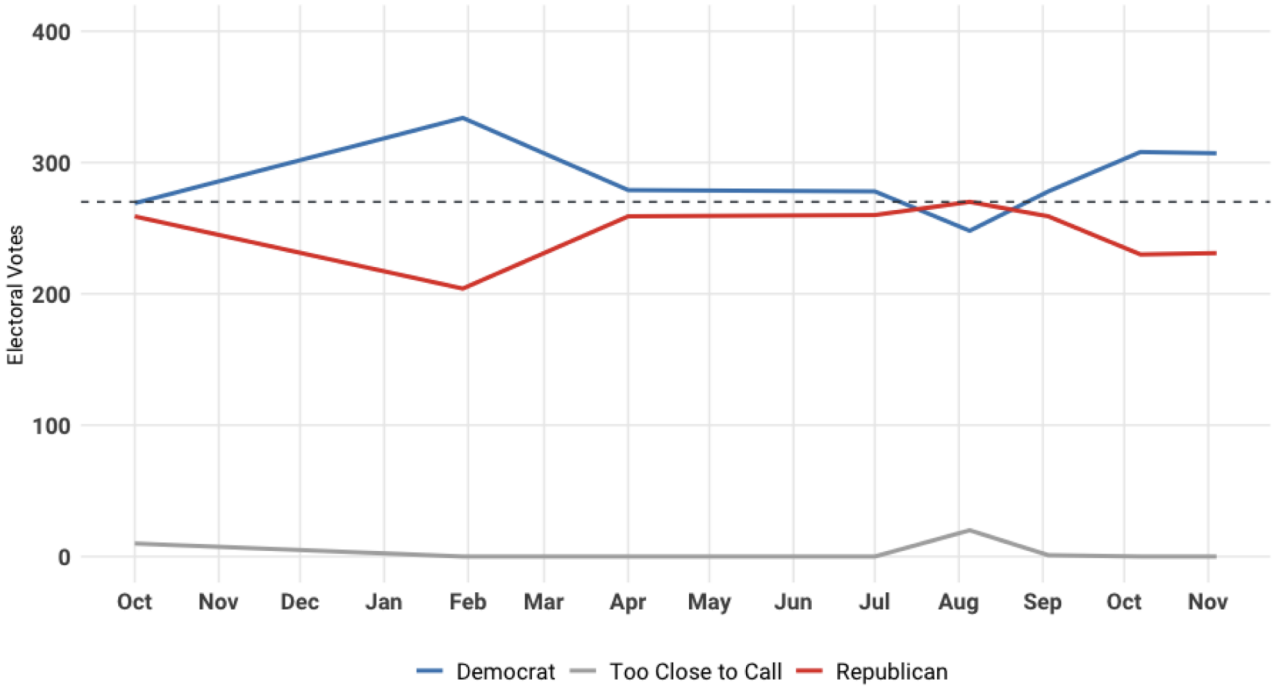
11.13.19

STATE OF THE RACE

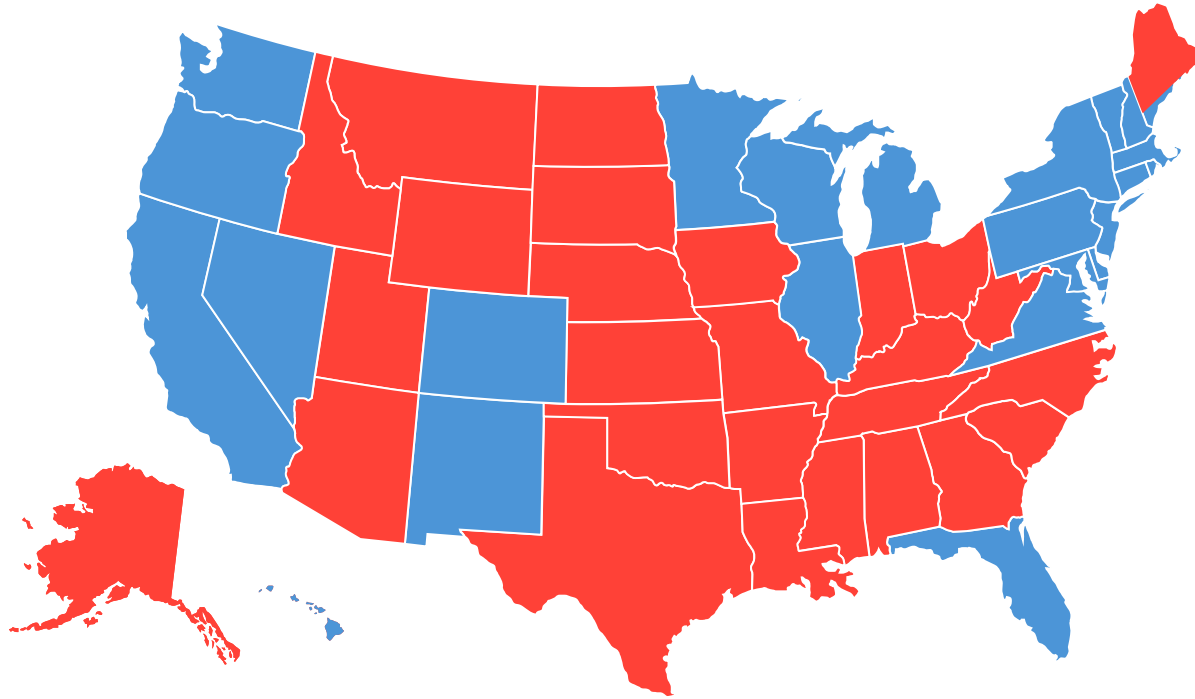
Trump Net-Approval at -14 Now



National Topline has been Steady but States have Flipped Month-to-Month






If Election Were Held Today



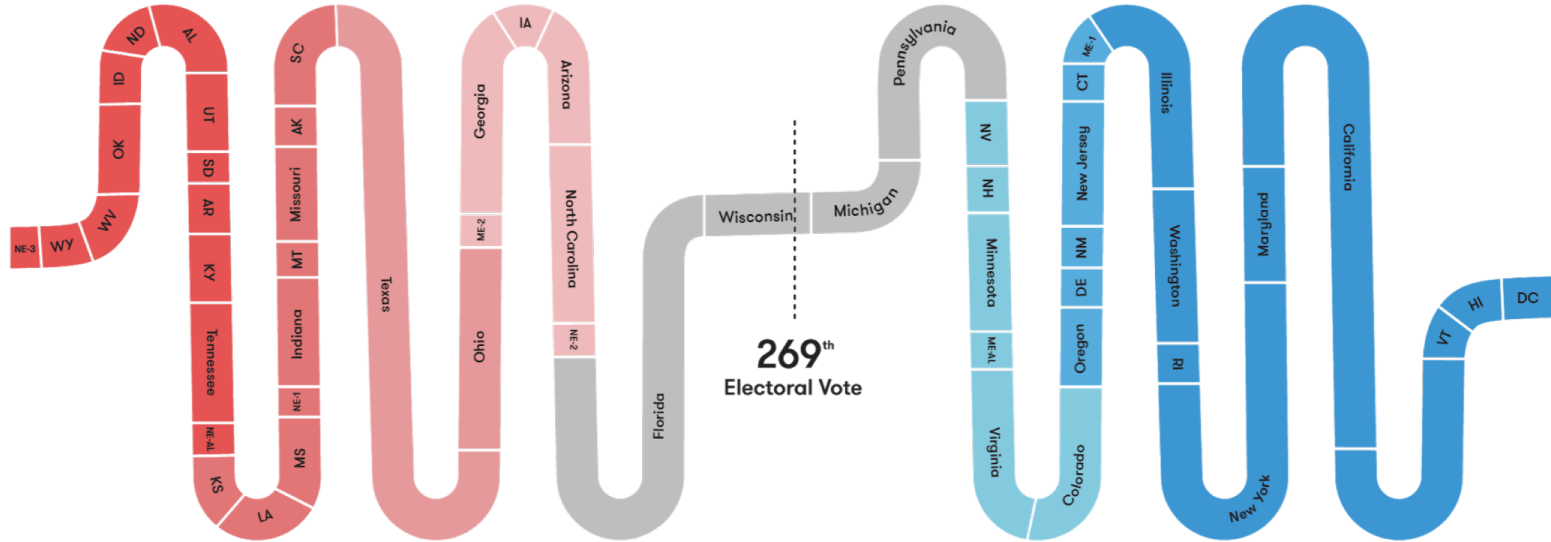
307 | 231

We win FL, but lose NC and AZ.

-  DEMOCRAT
-  TOSS-UP
-  REPUBLICAN



FL, WI, PA & MI Critical to 270



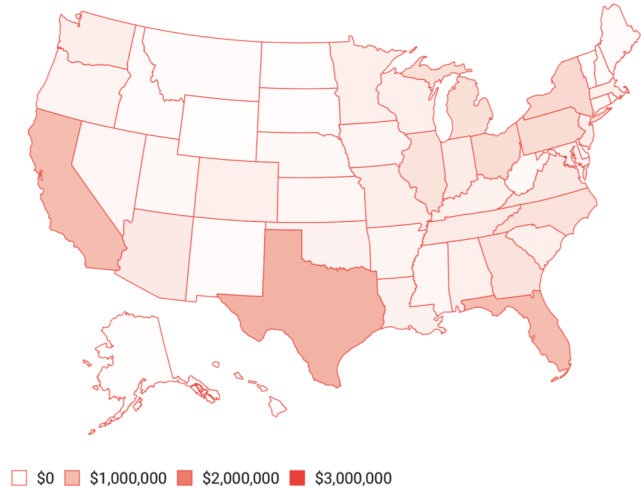
← Greater Support for Trump

Greater Support for the Democrat →

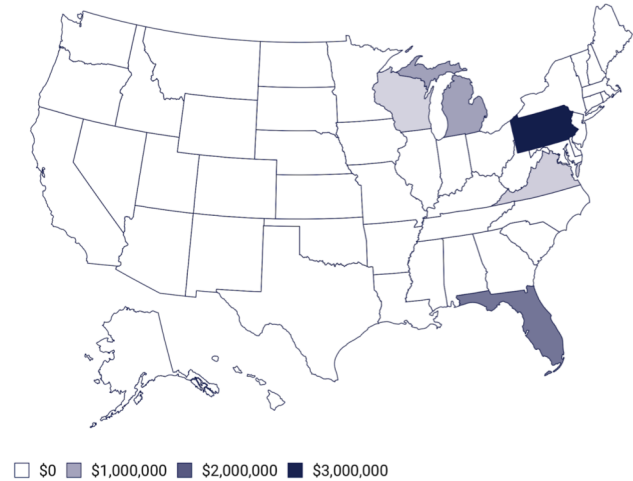


Priorities USA Focused on Key States

Trump Digital Spend Since 7/21

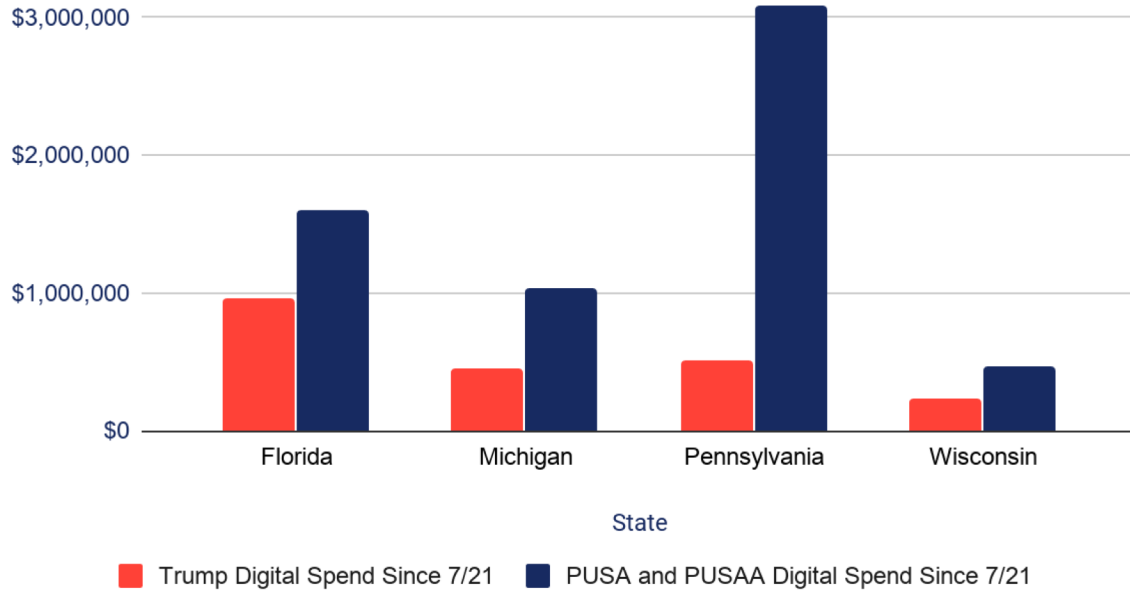


PUSA and PUSAA Digital Spend Since 7/21



Priorities USA has Outspent Trump in Key States


Trump vs. Priorities USA Facebook and Google Spend in Core States



89% of Trump's Facebook Spend Has Been Acquisition

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I need you to help us FLOOD every Democrats' office with petitions from American voters telling them to stop playing politics with our security and BUILD THE WALL. Sign our Official Petition now!



OFFICIAL PETITION: SIGN NOW!
Please sign your name onto our Official Petition to the Senate to BUILD THE WALL.
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Nothing could make the President's birthday better than to see your signature and warm wishes for his birthday.

Please sign your name on his OFFICIAL birthday card assembled by everyone at Team TRUMP.

**TELL PRESIDENT TRUMP
HAPPY BIRTHDAY!**



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Priorities Program Focused on Holding Trump Accountable & Mobilizing Voters

Priorities USA Action
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If you know what matters to you, you're ready to vote on Nov. 5th!

YOU ARE READY TO VOTE
LOCAL ELECTIONS, NOV. 5




Vote Nov. 5th
Make your voice heard. [Learn More](#)

IWILLVOTE.COM

Let's Be Honest
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Trump's policies are driving up the cost of everything. Our wages just aren't keeping up.

The president says the economy is great.



We Can't Afford This
Trump's economy isn't working.
WE CAN'T AFFORD THIS [Learn More](#)

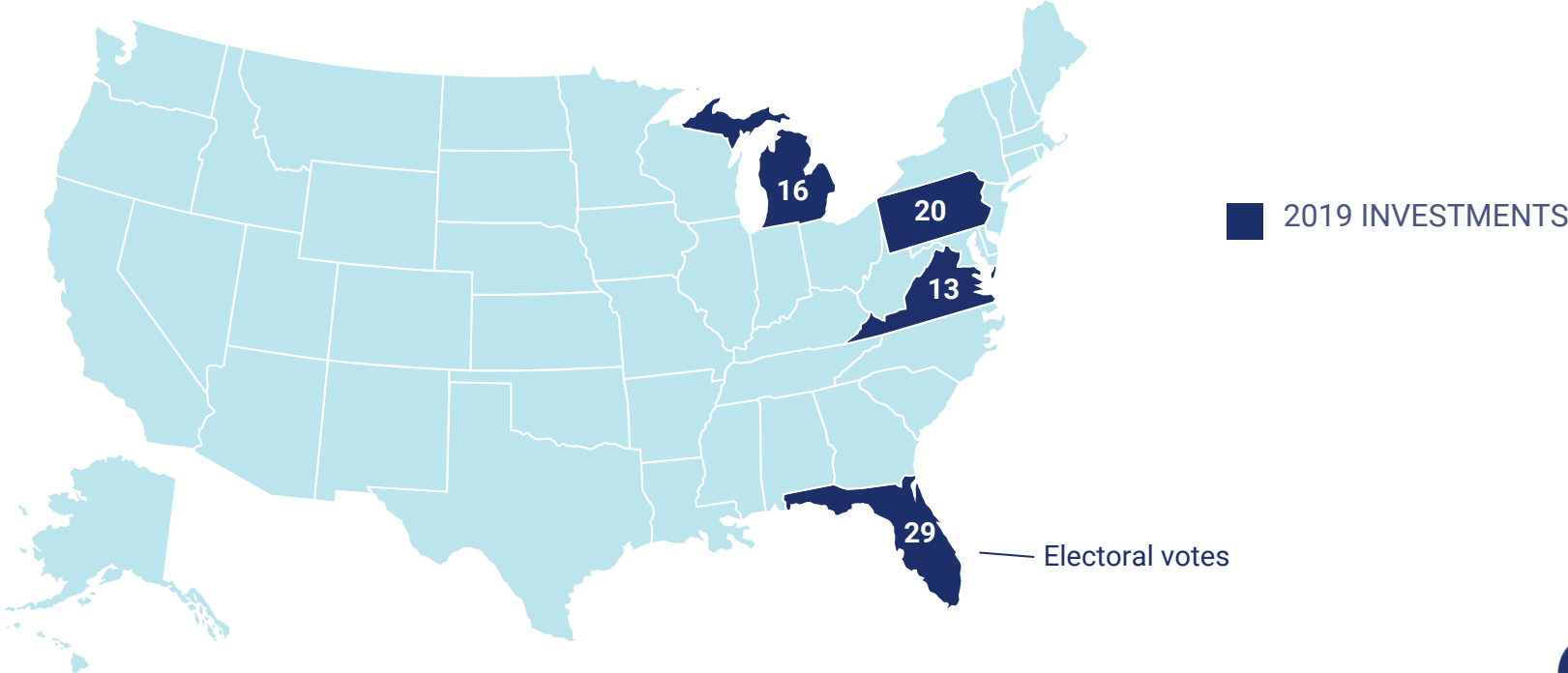


Holding Trump Accountable on Kitchen Table Issues



RESULTS FROM 2019

Priorities USA Invested \$4mm in Local Mobilization



2019 Mobilization Program Results



Florida

- 35 Municipal Elections
- **Reach:** 328k
- **Frequency:** 29x



Michigan

- 44 Municipal Elections
- **Reach:** 472k
- **Frequency:** 29x



Pennsylvania

- Statewide & Municipal Elections
- **Reach:** 5.9mm people
- **Frequency:** 24x

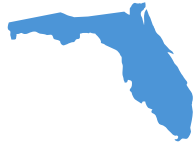


Virginia

- 8 House Elections and 5 Senate Elections
- **Reach:** 900k people
- **Frequency:** 33x



2019 Mobilization Program Results



Florida

- 35 Municipal Elections
- **Reach:** 328k
- **Frequency:** 29x

Turnout was up
16% over 2015 in 6
largest cities.



Michigan

- 44 Municipal Elections
- **Reach:** 472k
- **Frequency:** 29x

Turnout was up
17% over 2015 in
10 largest cities.



Pennsylvania

- Statewide & Municipal Elections
- **Reach:** 5.9mm people
- **Frequency:** 24x

Turnout was up
16% over 2015
statewide.



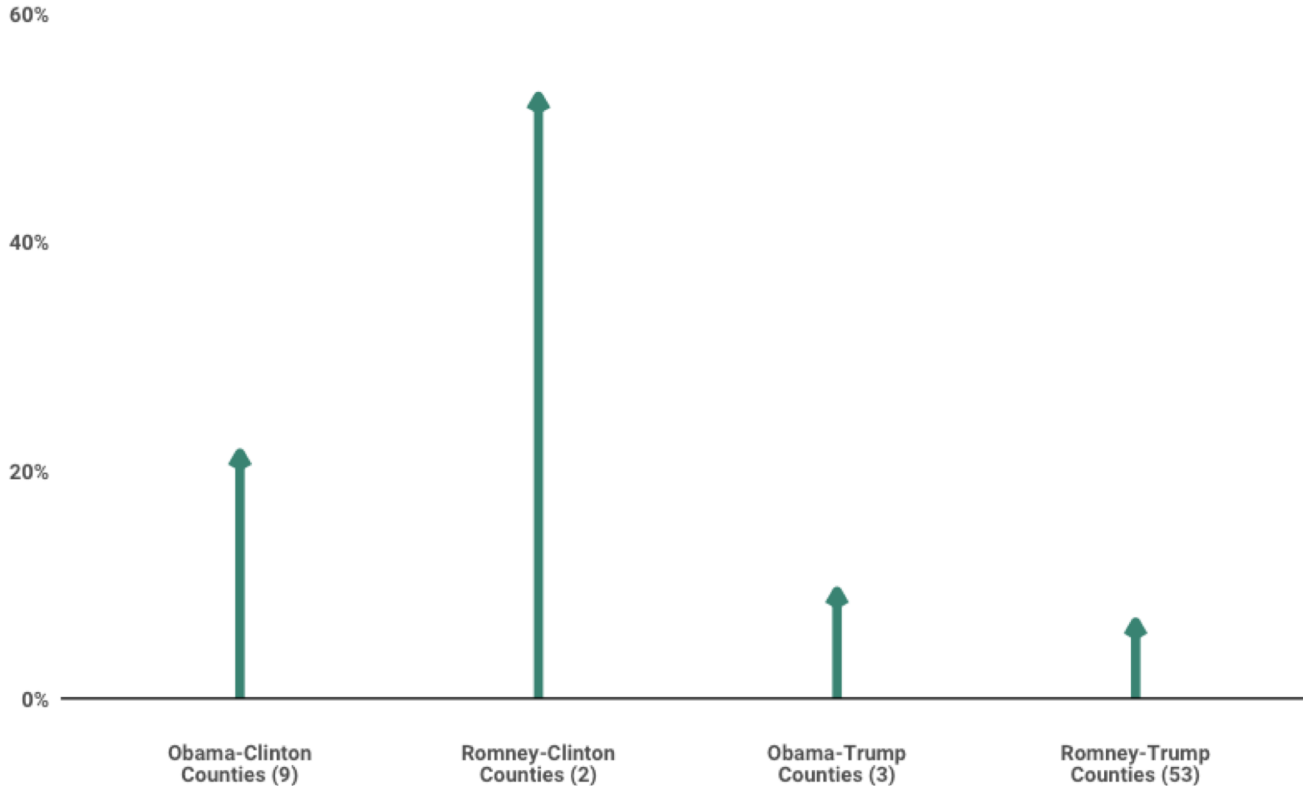
Virginia

- 8 House Elections and 5 Senate Elections
- **Reach:** 900k people
- **Frequency:** 33x

Turnout was up
72% over 2015 in
same districts.



In PA, Turnout Grew Most Over 2015 in Democratic Counties



LAUNCHING PHASE TWO

Arizona

**Costs
are
going**

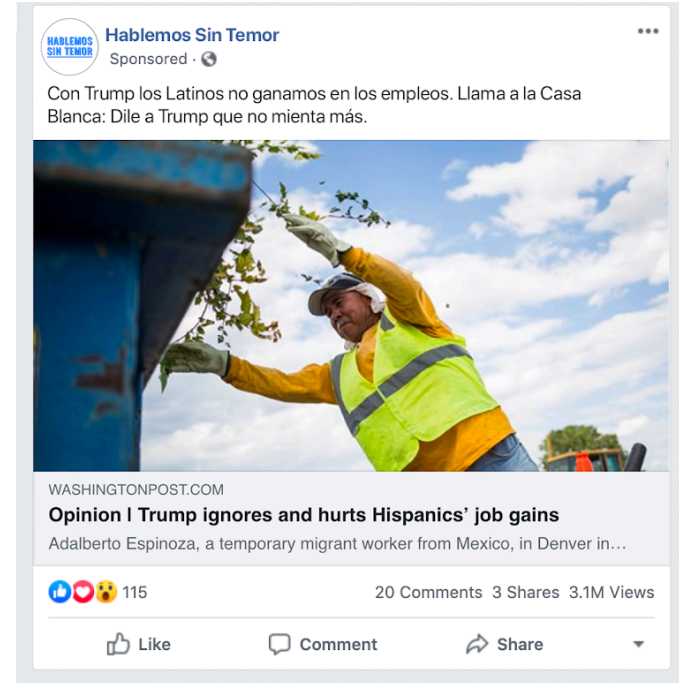


Latino Program in FL & AZ

Our holistic digital campaign shines light on how working Latino families are under attack in Trump's America, while motivating them to fight back.


We'll cover issues like:

- Rising health care costs
- Wages not keeping up with the cost of living
- Trump's racist and divisive rhetoric and immigration policies



Hablemos Sin Temor
Sponsored · 🌐

Con Trump los Latinos no ganamos en los empleos. Llama a la Casa Blanca: Dile a Trump que no mienta más.



WASHINGTONPOST.COM
Opinion | Trump ignores and hurts Hispanics' job gains
Adalberto Espinoza, a temporary migrant worker from Mexico, in Denver in...

👍👎👤 115 20 Comments 3 Shares 3.1M Views

👍 Like 💬 Comment ➦ Share



State of Play in the 2020 Battlegrounds

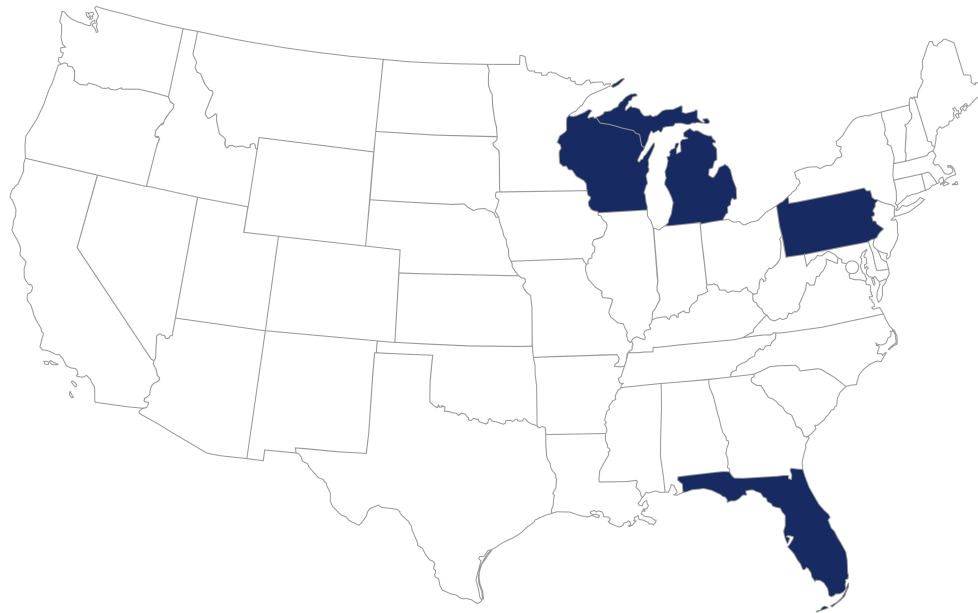
*Results of a recent survey across
FL, MI, PA, WI*

Methodology



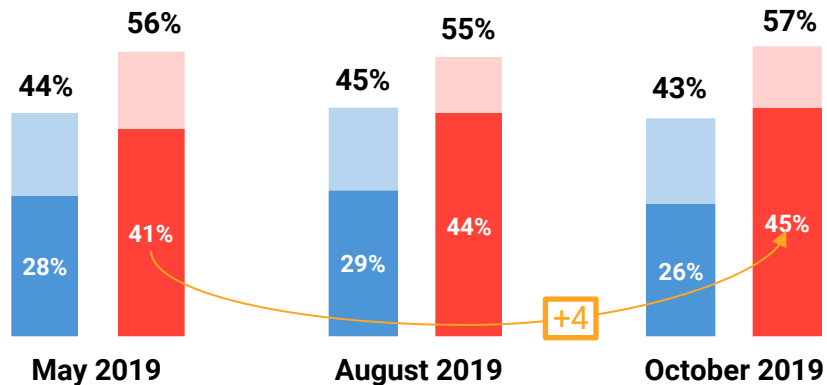
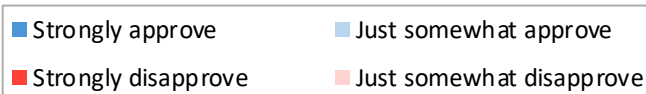
ONLINE SURVEY: ALL REGISTERED VOTERS

- 2,500 registered voters across four key battleground states: Florida, Michigan, Pennsylvania, and Wisconsin
- Conducted October 18th to 28th, 2019
- 14% 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
- Third in a series of tracking surveys conducted by GSG and GHY in 2019

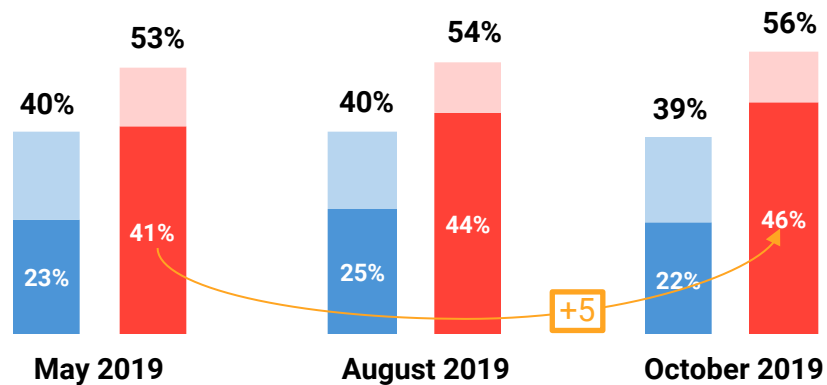
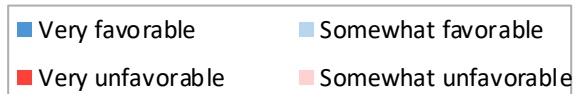


Trump has slipped to his weakest position of 2019 as opposition continues to intensify

Donald Trump's Job Approval as President



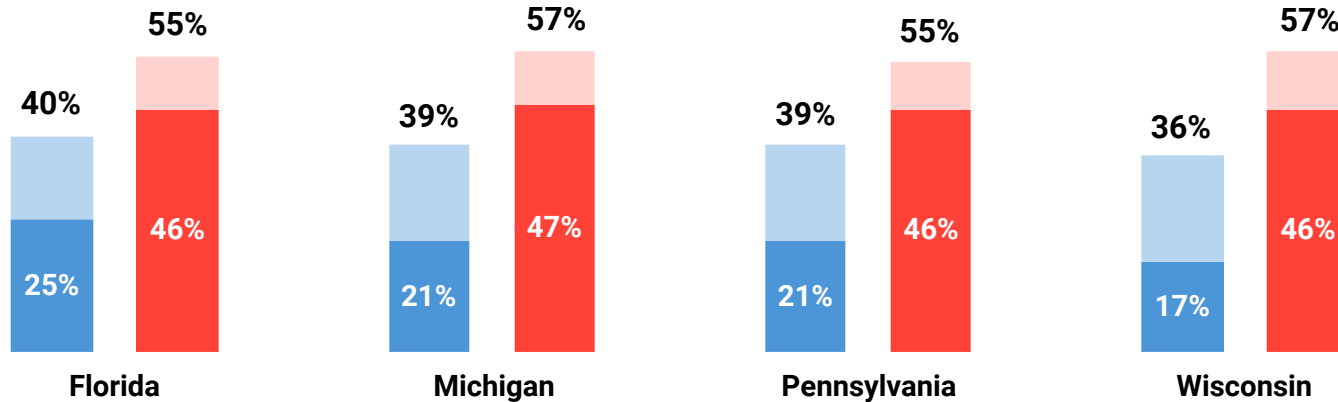
Feelings toward Donald Trump



Trump is personally disliked across each battleground state

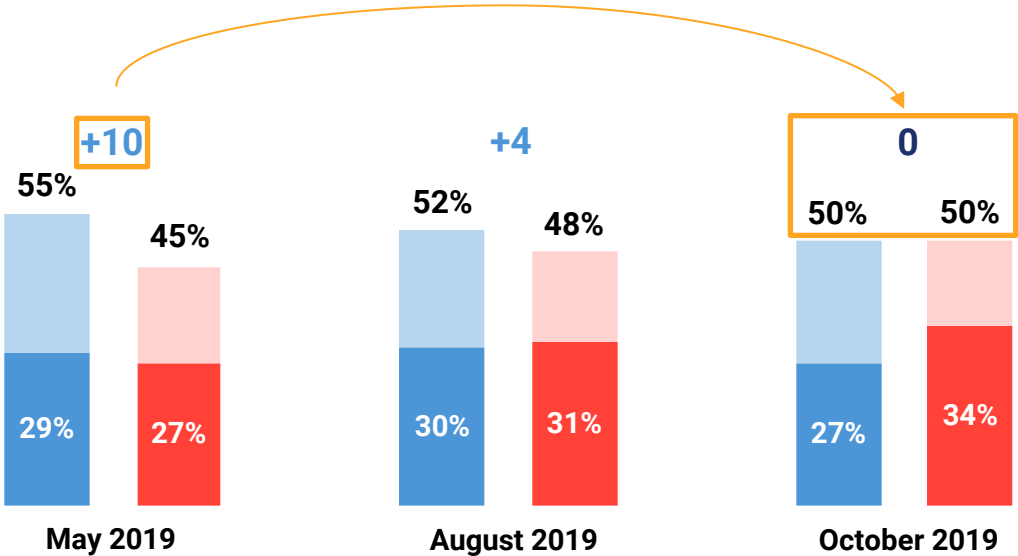
Feelings toward Donald Trump

■ Strongly favorable ■ Just somewhat favorable ■ Strongly unfavorable ■ Just somewhat unfavorable



Trump's advantage on the economy has faded over the course of the year, and is now even

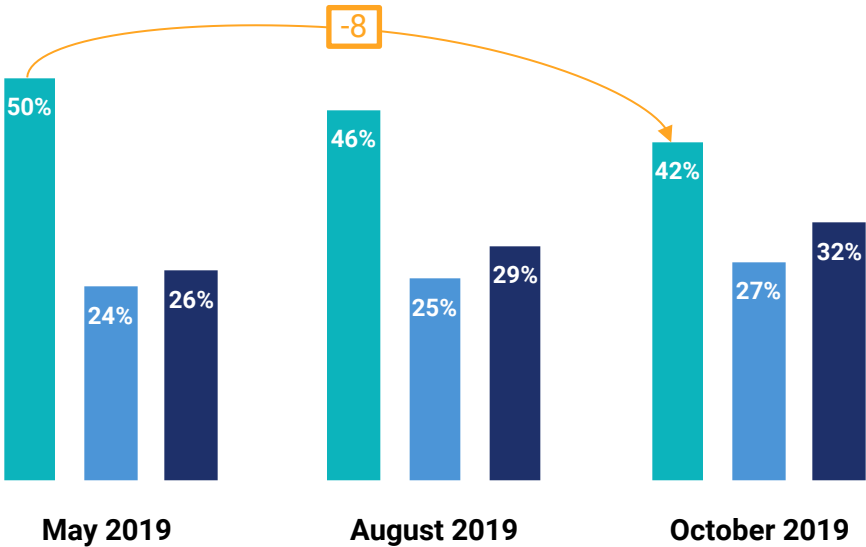
Trump: Approval on the Economy



Voters, including those Trump needs to win, have become less satisfied with their personal economic situation

How satisfied are you with the economic situation for you and your family today?

■ Satisfied ■ Just somewhat satisfied ■ Not satisfied

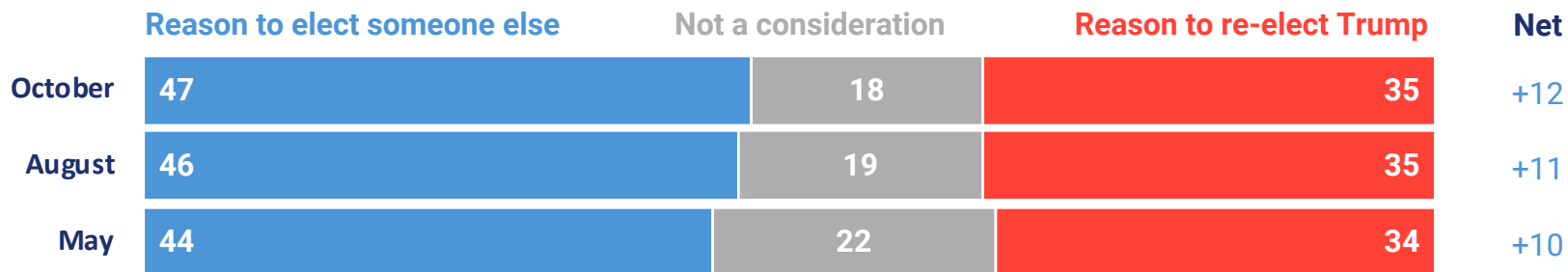


	% Satisfied		Change (May-Oct)
	May	October	
Florida	52%	42%	-10
Michigan	48%	41%	-7
Pennsylvania	51%	39%	-12
Wisconsin	45%	47%	+2
<hr/>			
White non-college men	55%	48%	-7
White non-college women	47%	34%	-13
White college men	65%	55%	-10
White college women	48%	46%	-2
<hr/>			
Democrats	30%	26%	-4
Independents	39%	34%	-5
Republicans	75%	62%	-13

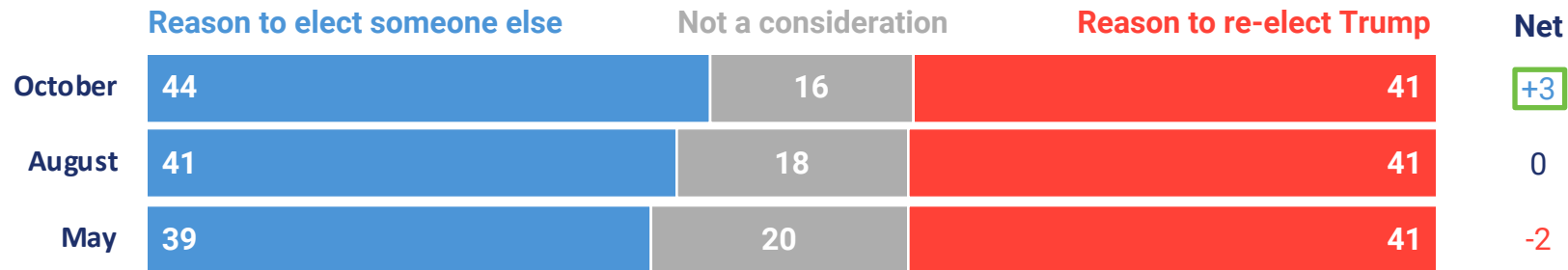


For the first time, a plurality of battleground voters see the economy as a reason to replace Trump

Do you think Donald Trump's handling of wages and the cost of living is more of a...

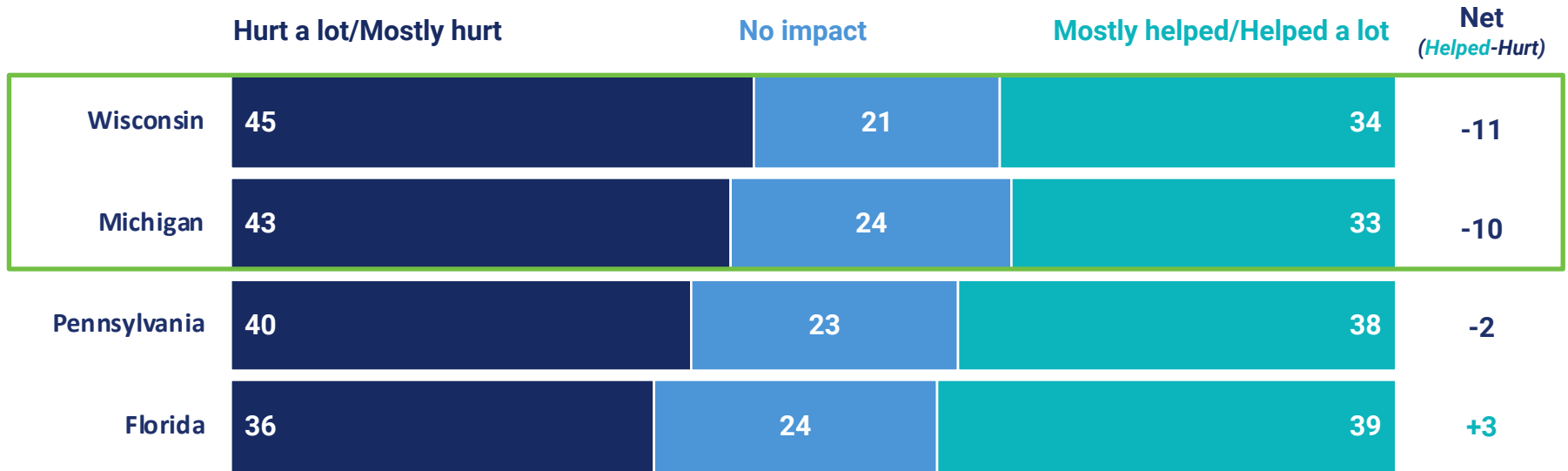


Do you think Donald Trump's handling of the economy is more of a...



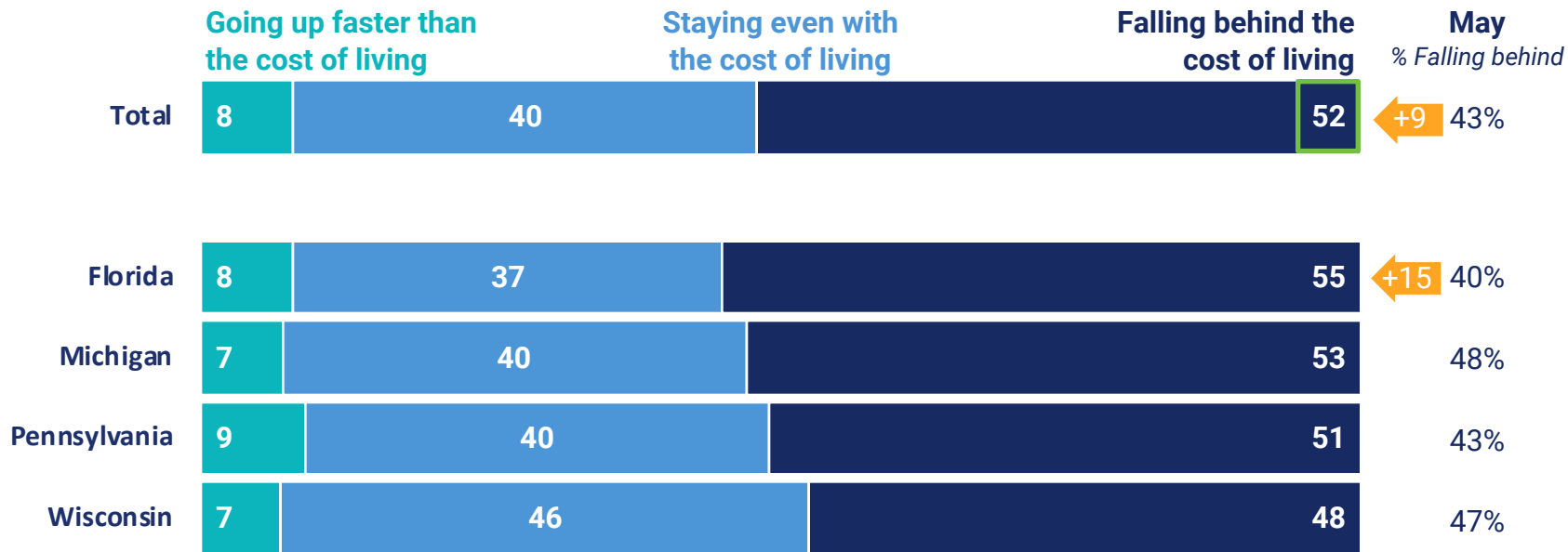
More feel Trump has hurt their state's economy than helped it

How much do you feel Donald Trump's economic policies have helped or hurt the economy in [STATE]?



For the first time, a majority say their income is falling behind the cost of living

In terms of your own personal situation, is your income...



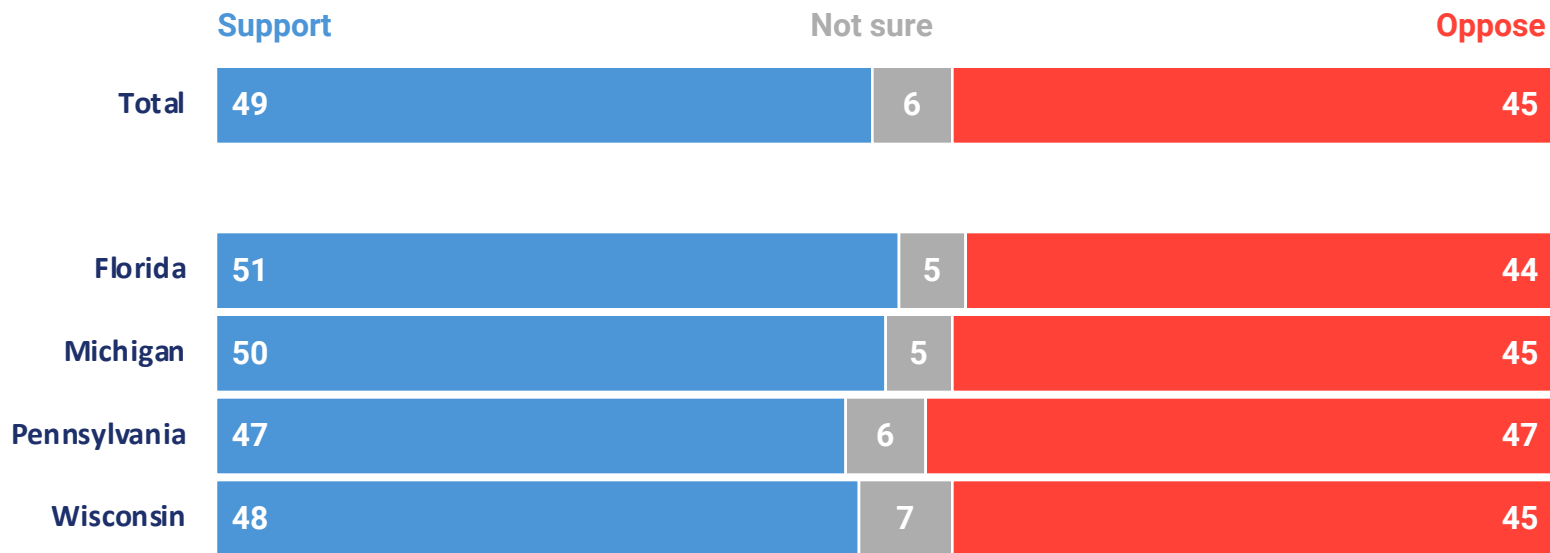


Trump's trade war has been making it worse.



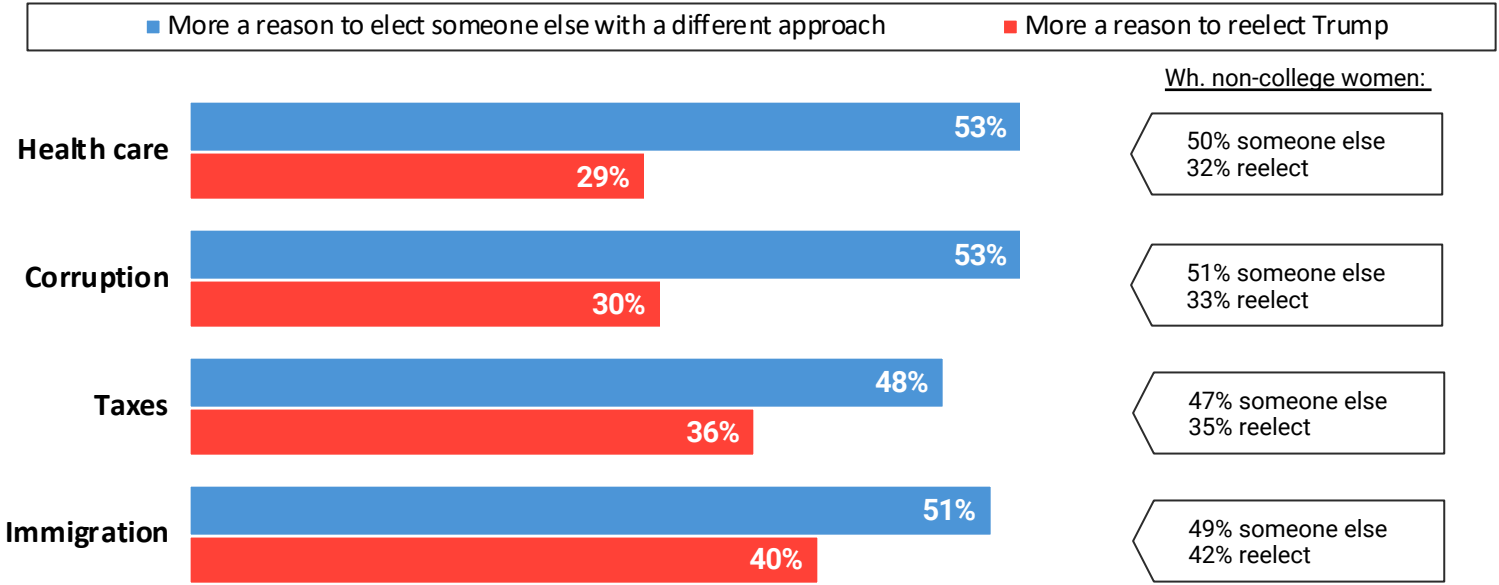
Voters narrowly back impeachment and removal across these four battleground states

Do you support or oppose impeaching Donald Trump and removing him from office?



Corruption and health care are among the top issues voters view as reasons to vote Trump out

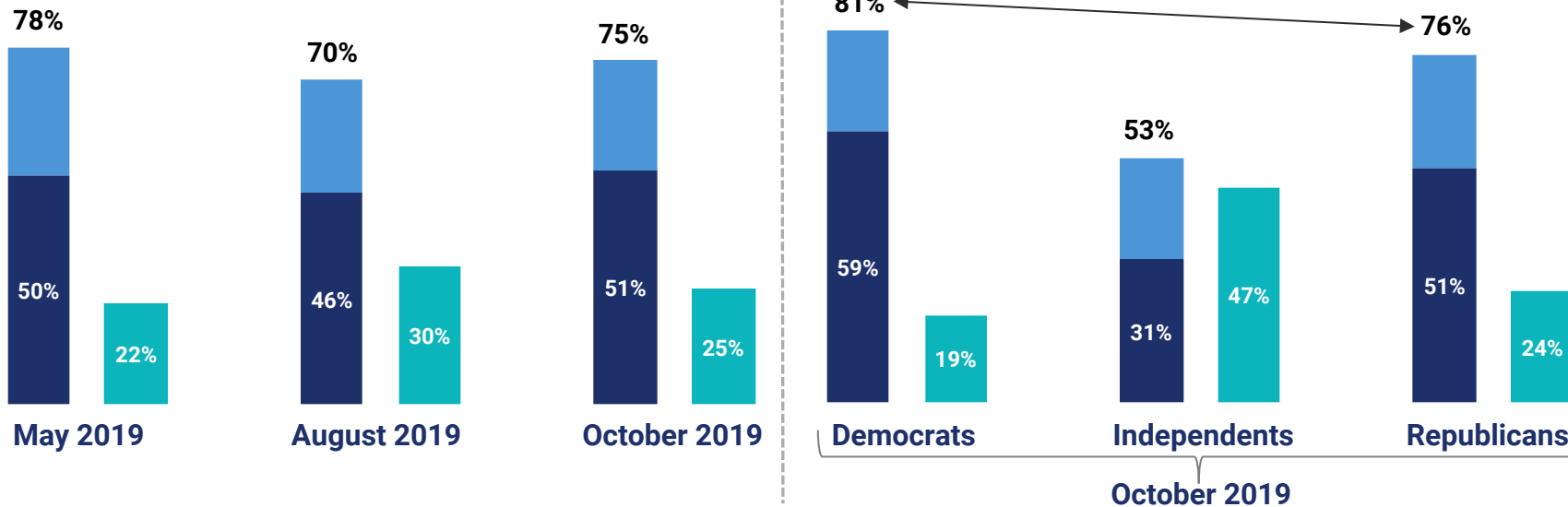
Trump's handling of this issue is:



Enthusiasm is up from a slight dip over the summer, and Democrats hold an edge

How motivated and enthusiastic would you say you feel about voting in the 2020 elections?

■ Extremely motivated ■ Very motivated ■ Less/not motivated



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



PRIORITIES

USA
