
PRIORITIES

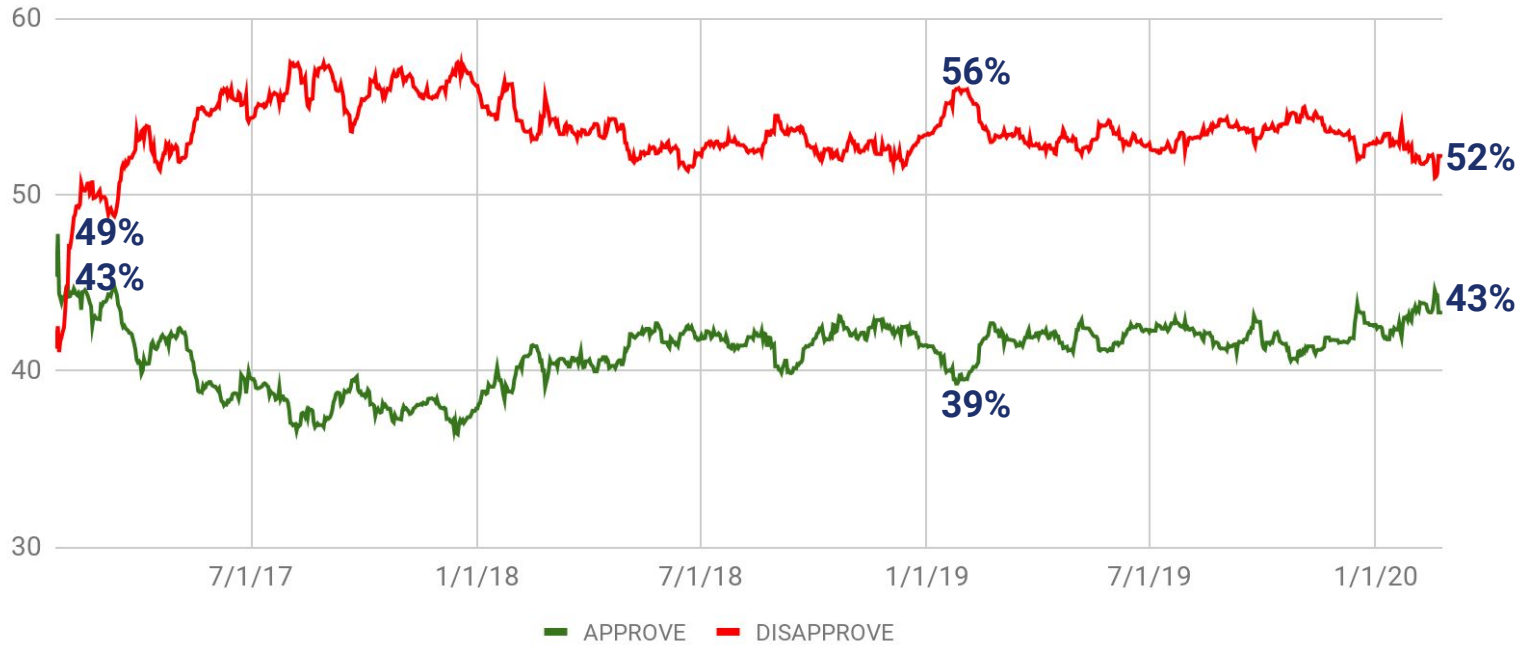
USA

PRESS BRIEFING

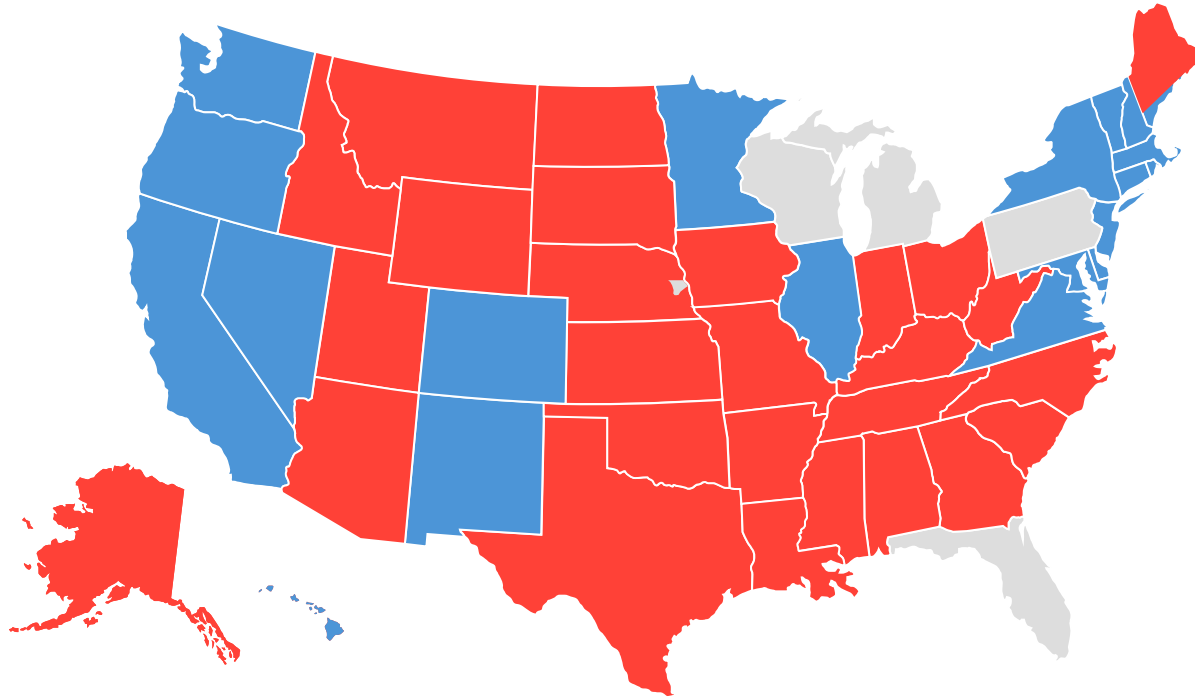
2.25.20 Charleston, South Carolina

STATE OF THE RACE

TRUMP NET-APPROVAL AT -9 NOW






IF ELECTION WERE HELD TODAY



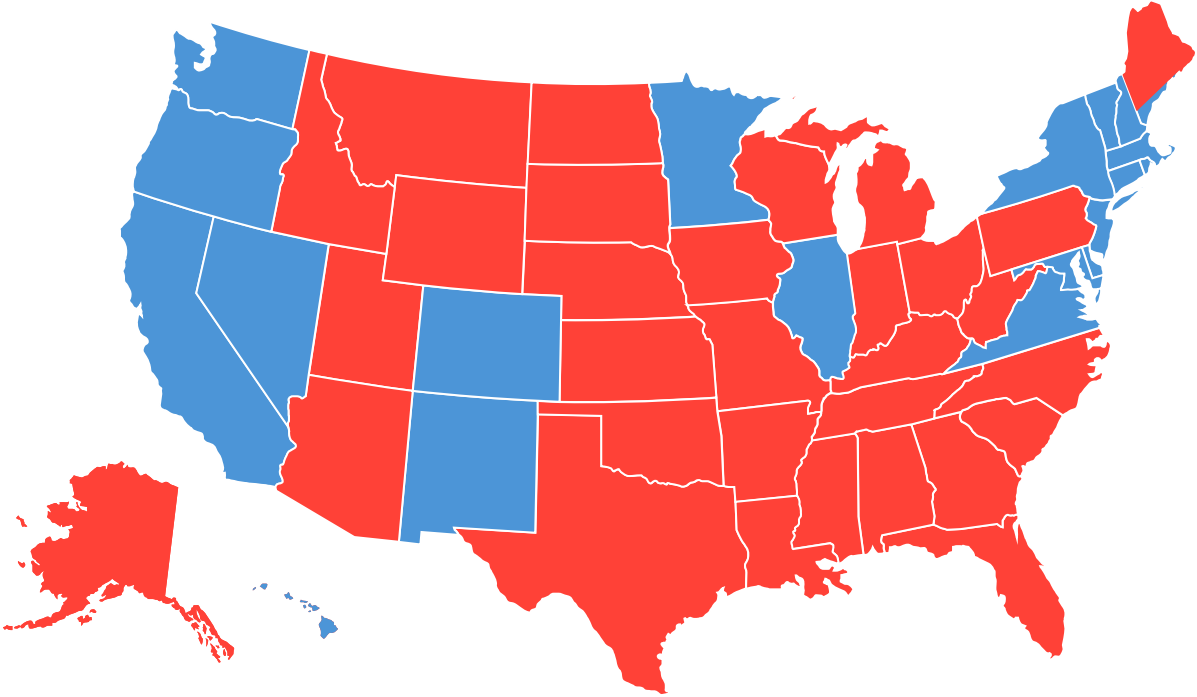
278 | 260

We narrowly win WI, PA, and MI, and narrowly lose Florida and NE-2

-  DEMOCRAT
-  TOSS-UP
-  REPUBLICAN



IF SUPPORT AMONG WWC DROPS 2pp



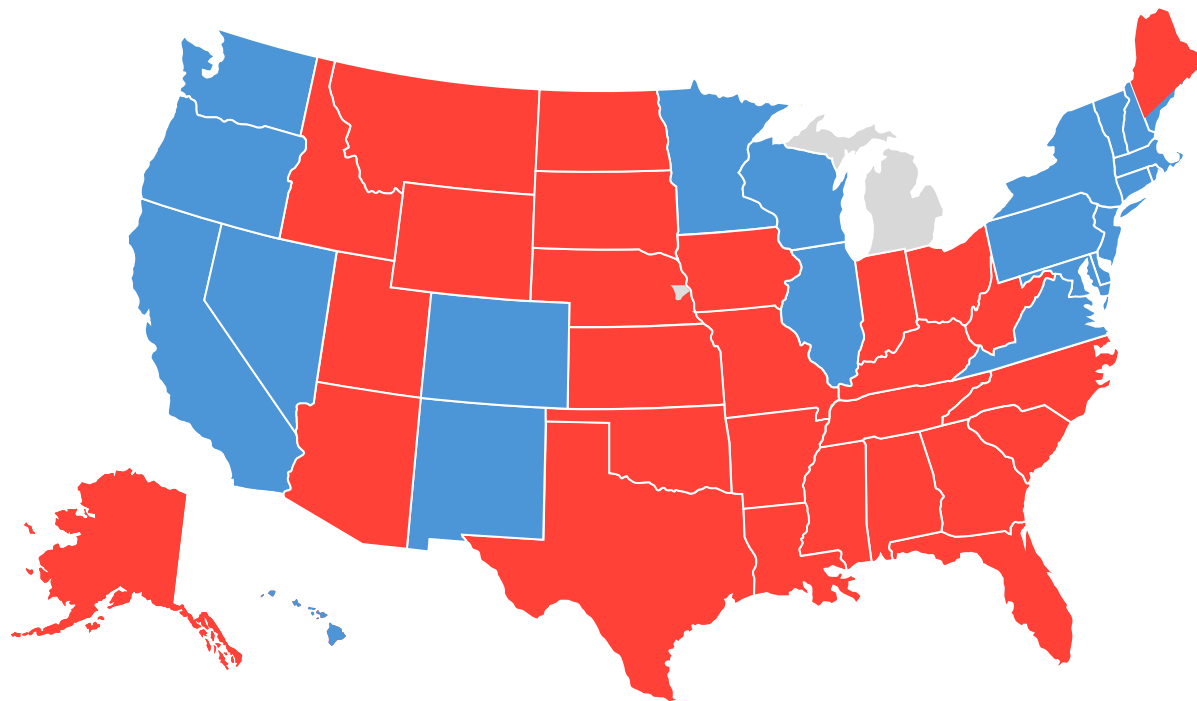
232 | 306

We lose MI, PA, WI narrowly and lose the election.

- DEMOCRAT
- TOSS-UP
- REPUBLICAN

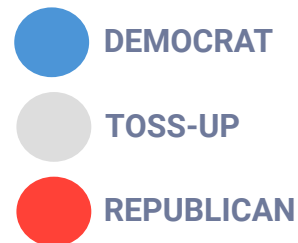


IF TURNOUT AMONG POC DROPS 4pp

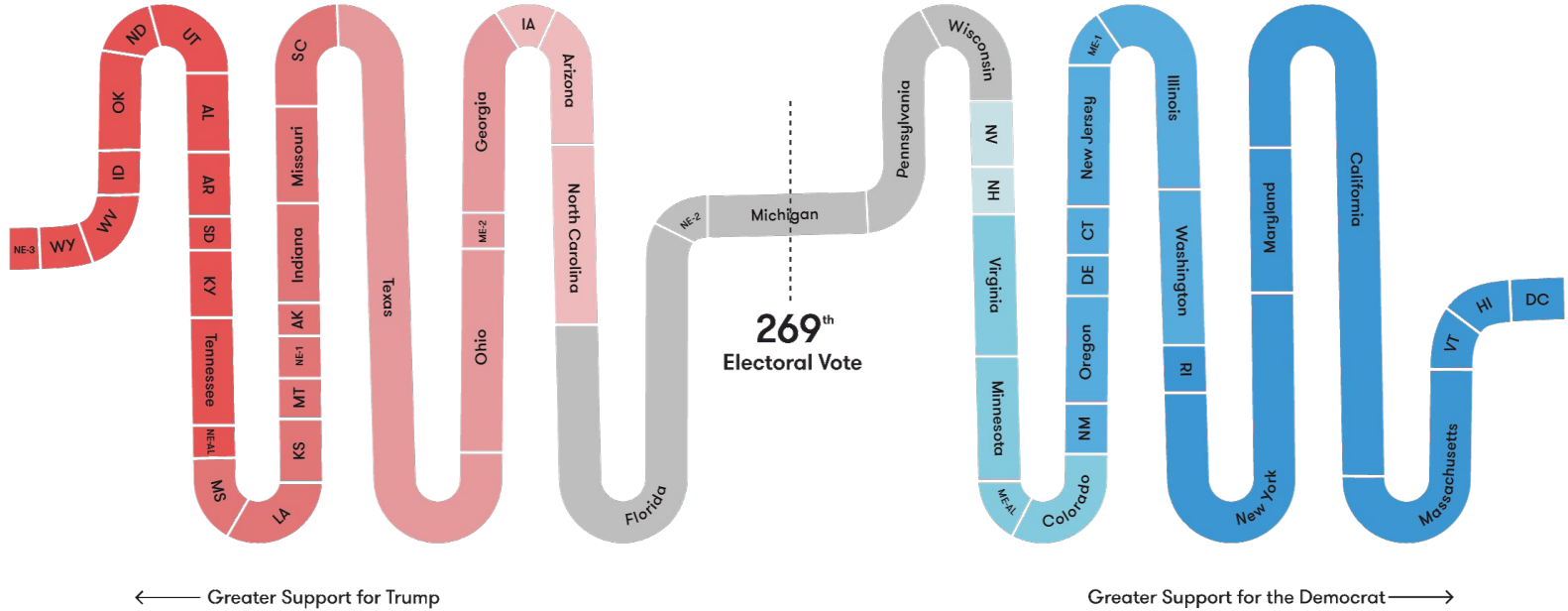


262 | 259 | 17

We lose FL and MI is a toss-up.



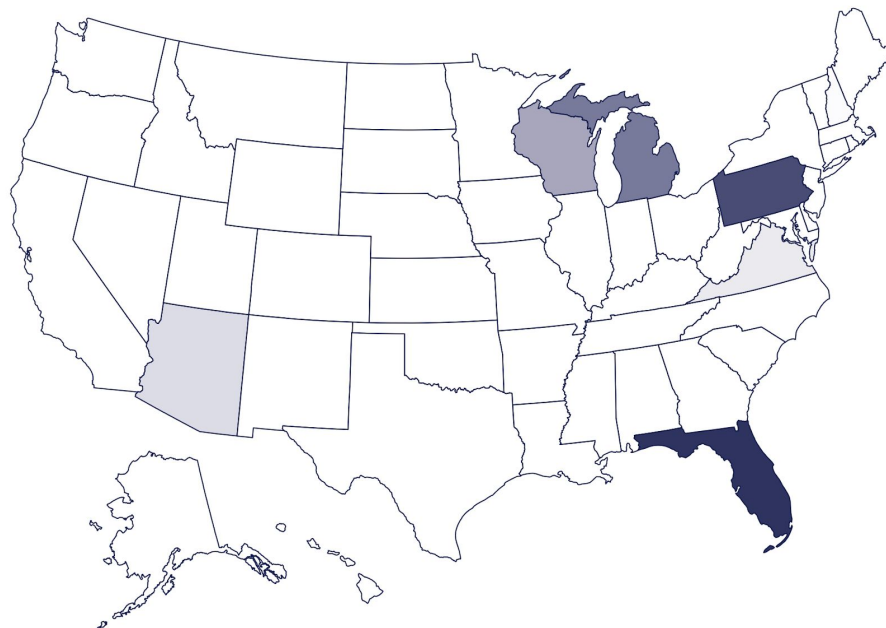
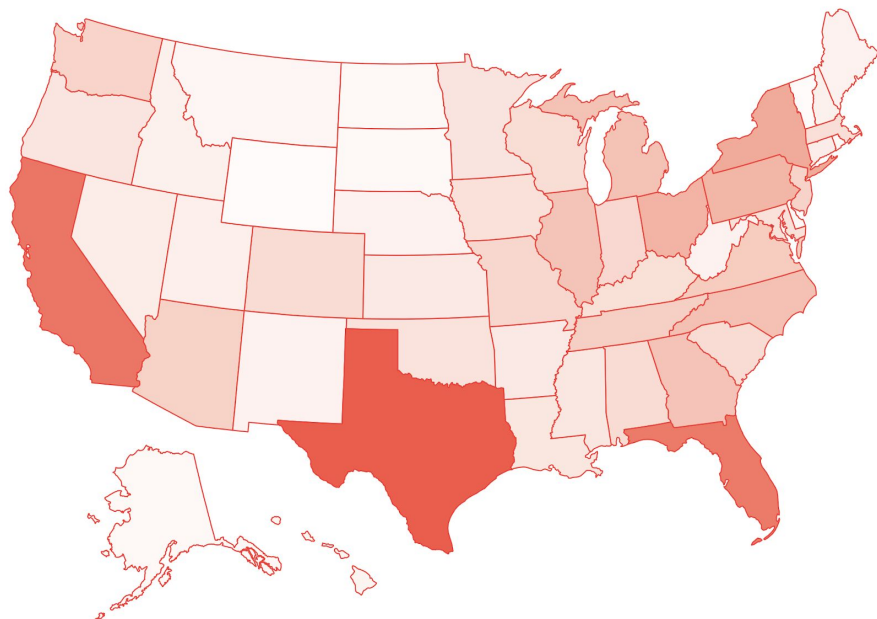
FL, WI, PA & MI CRITICAL TO 270



PRIORITIES USA FOCUSED ON KEY STATES

Trump Digital Spend since 7/21

PUSA and PUSAA Digital Spend Since 7/21



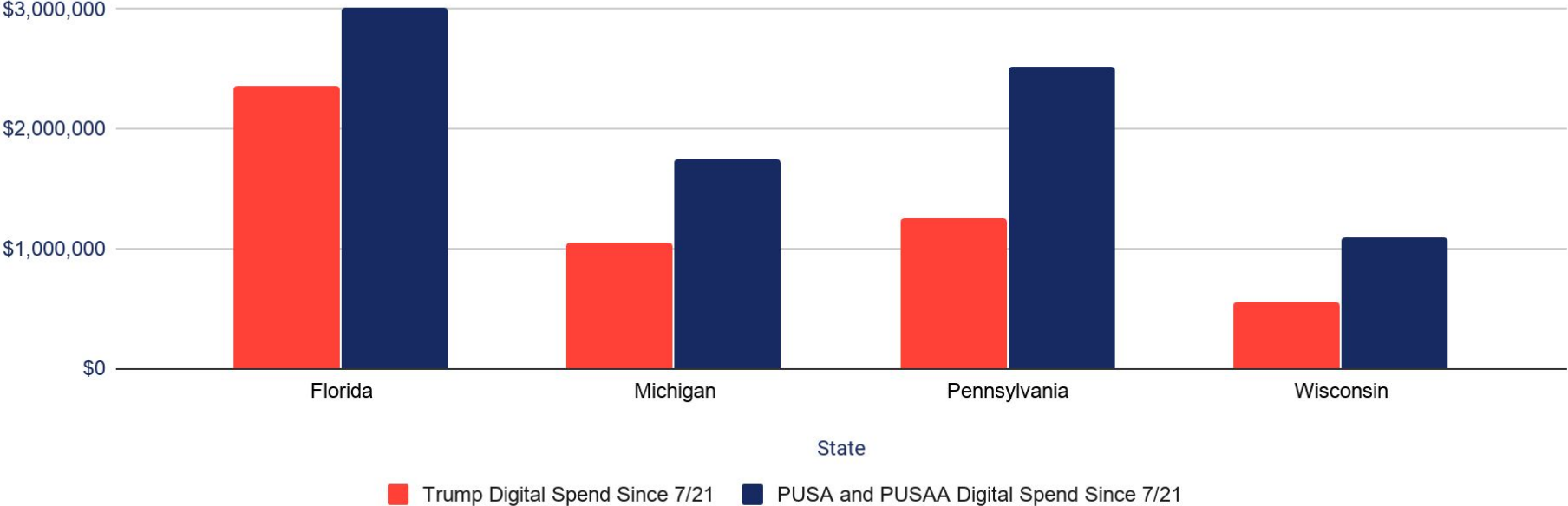
□ \$0 □ \$1,000,000 □ \$2,000,000 □ \$3,000,000

□ \$0 □ \$1,000,000 □ \$2,000,000 □ \$3,000,000



PRIORITIES USA OUTSPENT TRUMP IN KEY STATES

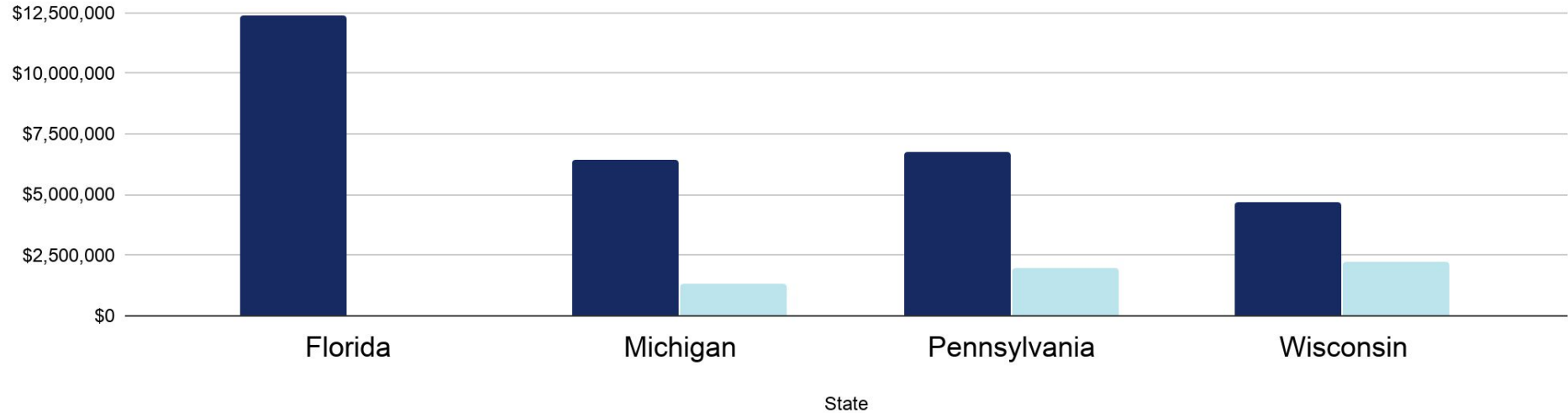
Trump vs. Priorities USA Digital Spend in Core States Since 7/21



PRIORITIES USA ONLY LARGE DEM PRESENCE ON TV

TV Spending by State and Organization

■ Priorities USA Action ■ Other Dem Outside Groups Combined



NEW BATTLEGROUND POLLING

Methodology



ONLINE SURVEY: ALL REGISTERED VOTERS

- 2,567 voters across four key battleground states: Florida, Michigan, Pennsylvania, and Wisconsin
- Conducted February 6 to 14, 2020
- 12% did not vote in 2016
(Among those who voted: 47% Clinton, 48% Trump, 5% third-party candidate)
- Results weighted in proportion to share of electoral votes per state

Overall MOE = ± 2.0 percentage points



TRUMP HAS SEEN SOME RECOVERY ON FAVORABILITY AND JOB APPROVAL

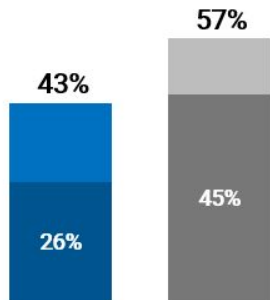
Donald Trump's Job Approval as President

Feelings toward Donald Trump

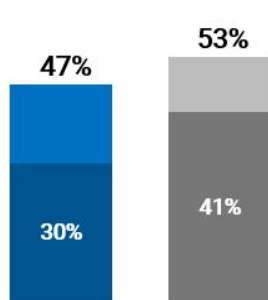


Unfavorable:

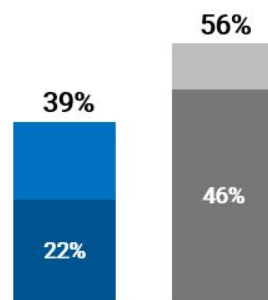
FL 50%
MI 54%
PA 52%
WI 56%



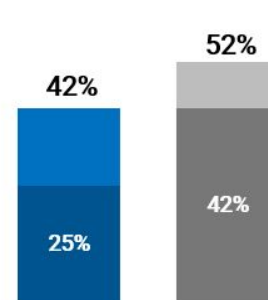
October 2019



February 2020



October 2019

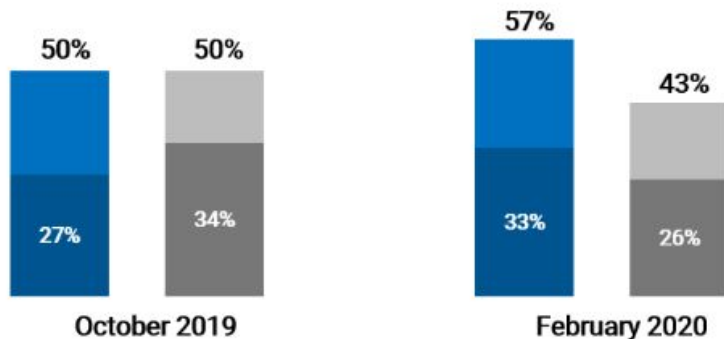


February 2020



IF DEMOCRATS CONFRONT TRUMP ON ECONOMIC ISSUES, WE WIN

Donald Trump's Job Approval on the Economy

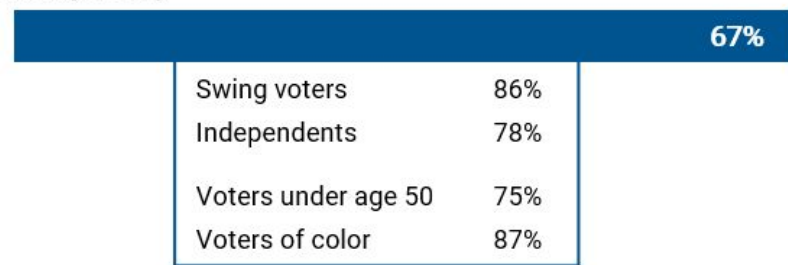


Overall View of the U.S. Economy

I agree more with Donald Trump, who says this is the greatest economy in American history

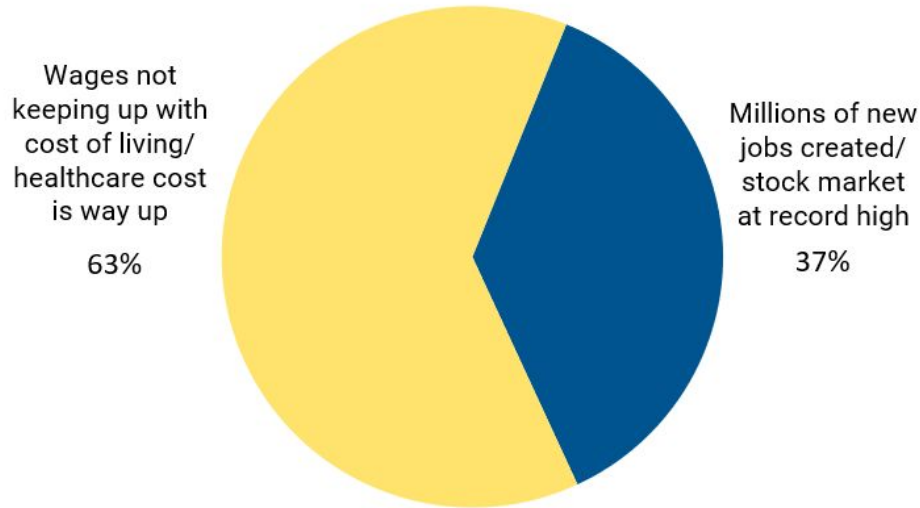


I agree more with those who say that the economy is great for those at the top, but average Americans and working-class families are still struggling in the economy today



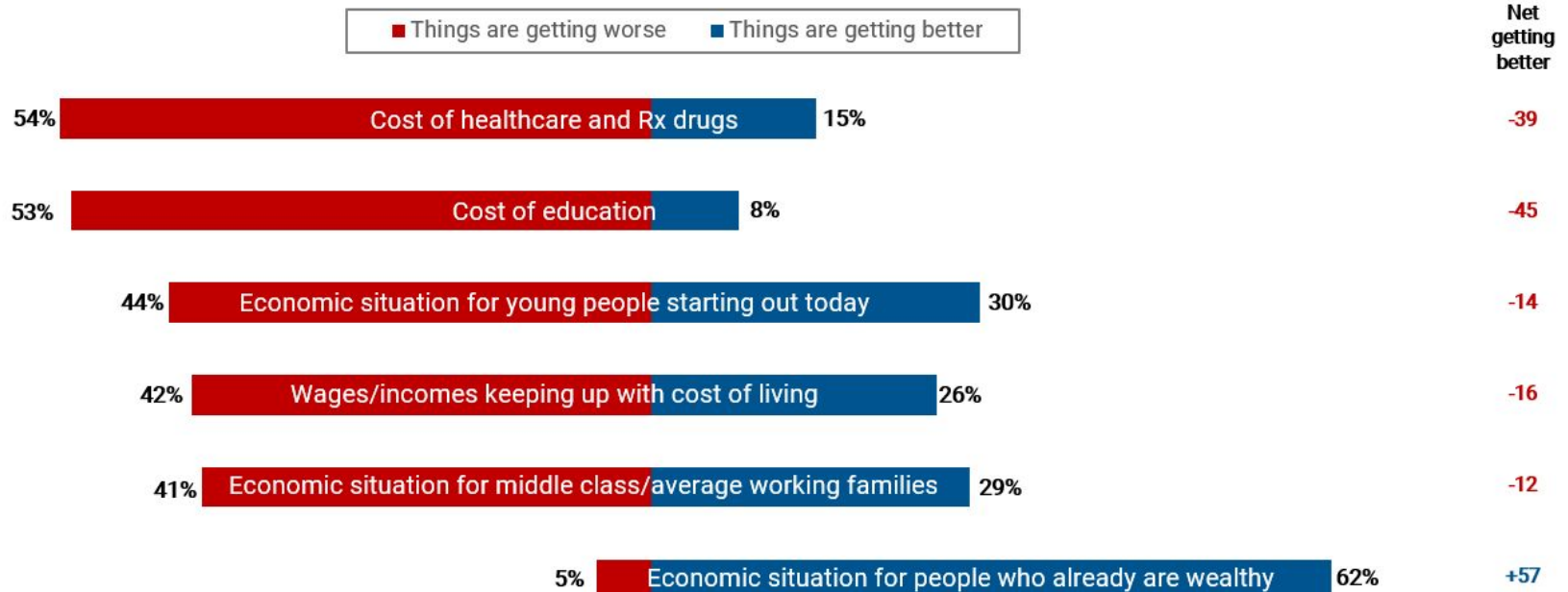
FOCUS ON THE ISSUES THAT IMPACT VOTERS' LIVES

More Important Aspect of the U.S. Economy Today



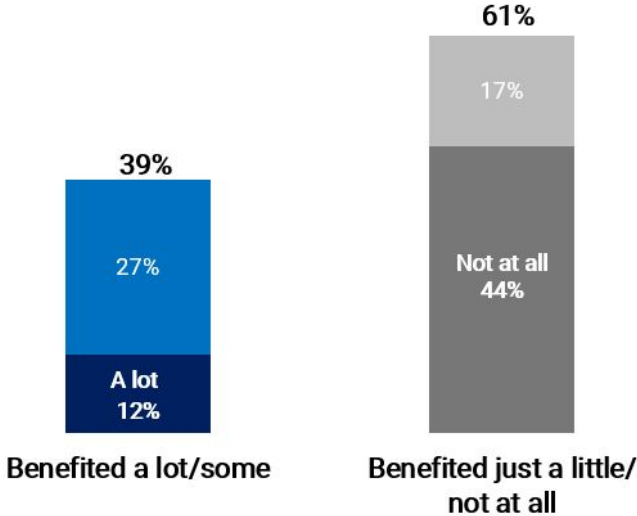
VOTERS ARE BEING SQUEEZED WHILE THE WEALTHY BENEFIT

Assessment of Situation on Key Issues/for Key Groups of People



FEW BELIEVE TRUMP IS HELPING THEM GET AHEAD

How much do you feel you personally have benefited from Donald Trump's economic policies?

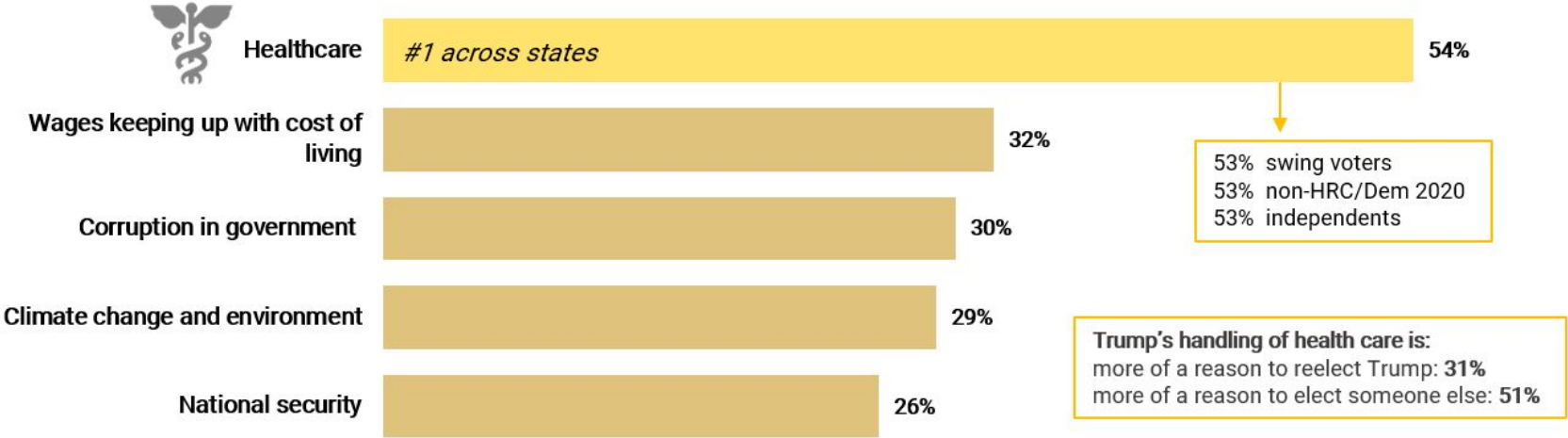


Benefited just a little/not at all	
White men non-college grads	55%
White men college grads	48%
White women non-college grads	61%
White women college grads	65%
<hr/>	
Voters of color	75%
<hr/>	
Income under \$40K	69%
Income \$40K to \$75K	61%
Income over \$75K	53%
<hr/>	
Investments over \$50K	50%
Investments under \$50K	60%
No investments	72%



DEMOCRATS MUST PRESS THEIR ADVANTAGE WITH HEALTH CARE

Four Most Important Issues to Me



(showing top picks)



TRUMP'S IMPULSIVENESS, CHAOS, AND ARROGANCE ARE HURTING AMERICANS

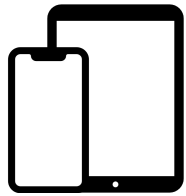
Donald Trump said, "I have the right to do whatever I want as president," and that is what he has done—**acting impulsively, creating chaos, and putting his ego first.** He forced us into the longest government shutdown in American history, sold out our main ally against ISIS, **put coverage for preexisting conditions at risk, and tried to cut nearly \$900 billion from Medicare.** Trump tries to distract us with tweets and insults, but **the consequences of his actions are real and serious.**

56% major
concerns



General Election TV Ads Start Today

WE REACH VOTERS ON ANY SCREEN, NO MATTER WHERE THEY SPEND THEIR TIME



**Mobile &
Tablet**



Computer

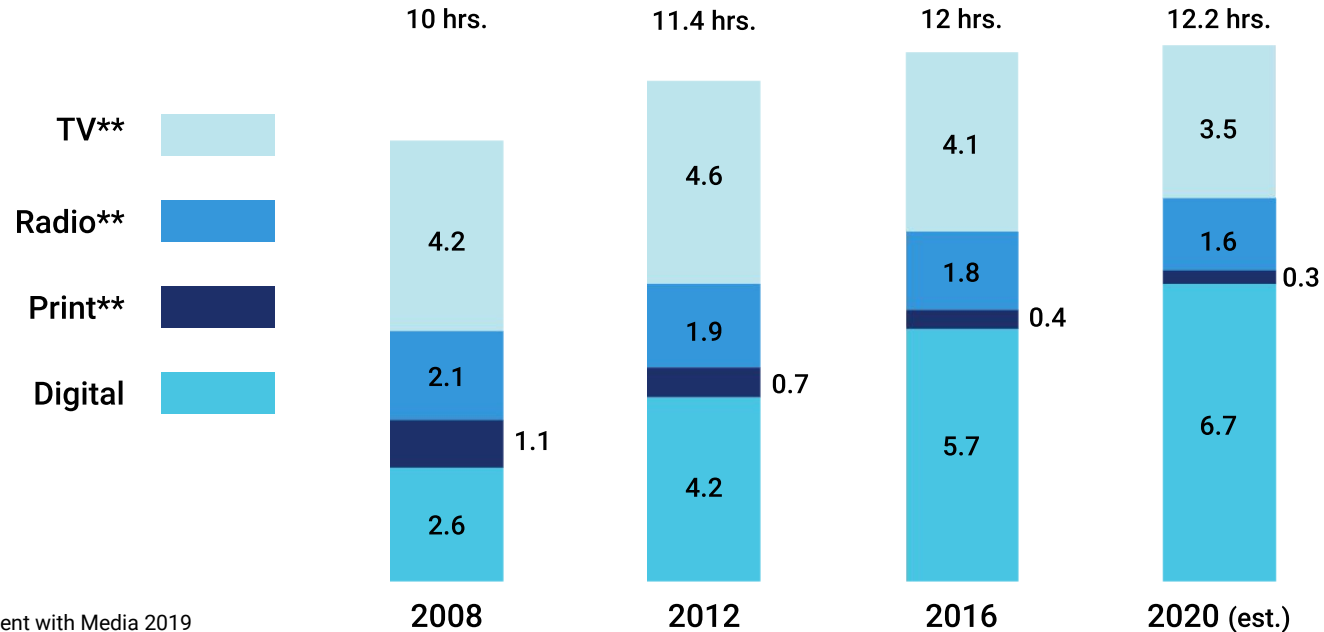


Linear TV & Cable
Smart TV / “OTT”
(incl. Addressable TV)



WHERE ARE VOTERS SPENDING TIME IN 2020?

Time Spent with Media per Day (Hours)



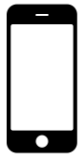
Source: eMarketer, Time Spent with Media 2019



OUR APPROACH IS CHANNEL-AGNOSTIC

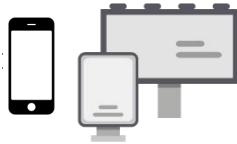
No matter where our voters are **consuming content** or on what **device**, if they are still making up their minds, we want to be there.

6AM



Wake up

9AM



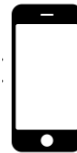
Get to the office

12PM



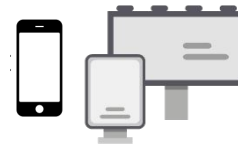
At at a desk

3PM



In a meeting

6PM



Heading home

9PM



At home



\$70M IN EARLY 2020 DIGITAL + TV RESERVATIONS



MICHIGAN

TV: \$5.9M
DIGITAL: \$8.1M



FLORIDA

TV: \$12.5M
DIGITAL: \$17.5M



WISCONSIN

TV: \$5.2M
DIGITAL: \$4.5M

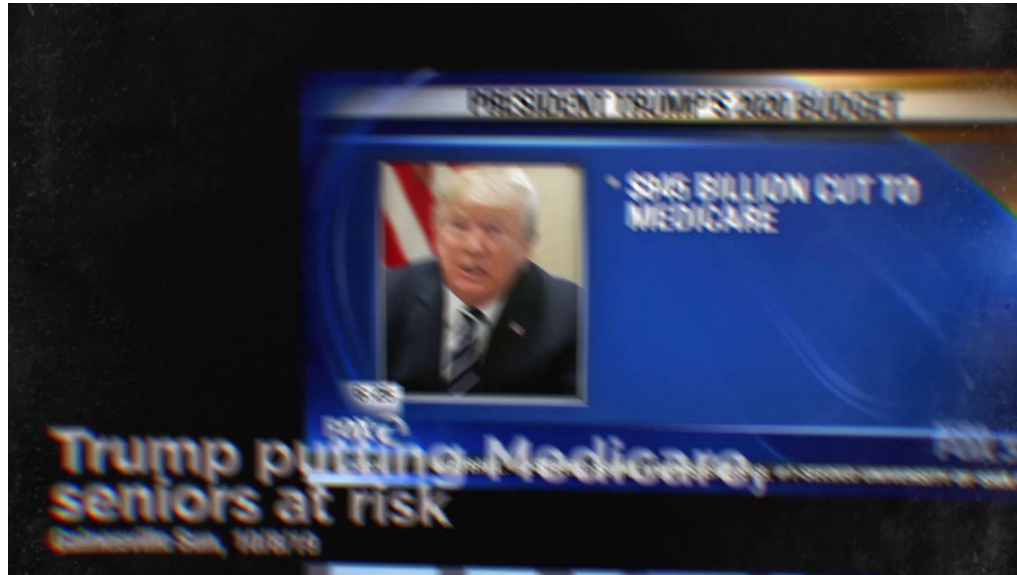


PENNSYLVANIA

TV: \$6.8M
DIGITAL: \$9.5M



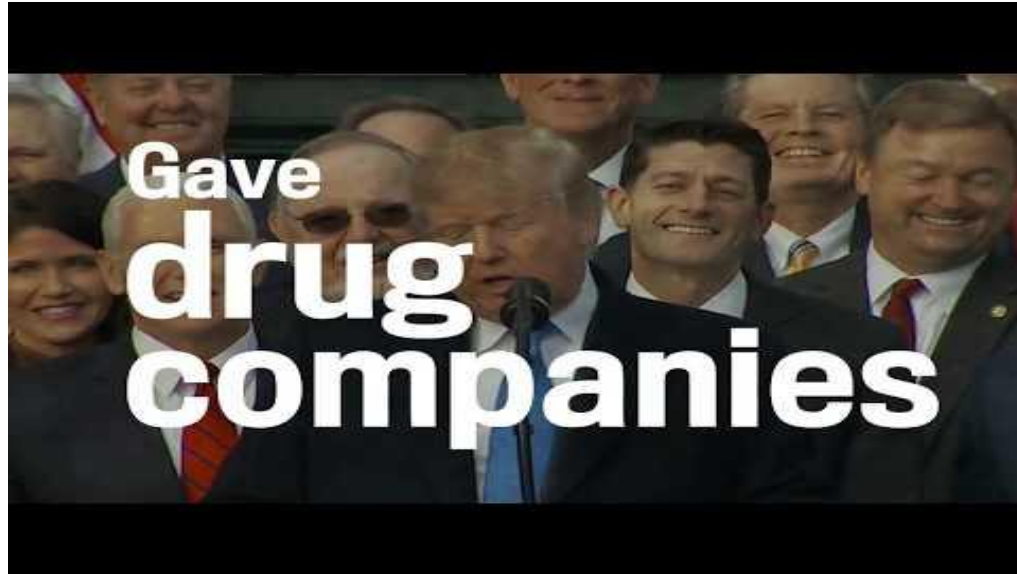
“WHATEVER I WANT”



“AMY”



“WHATEVER I WANT” FOR DIGITAL



PROMOTED NEWS ARTICLES

LET'S BE HONEST Sponsored · 🌐

CONFIRMED: President Trump plans to cut Medicare, Medicaid, and Social Security this year. Call the White House. Tell Trump we won't tolerate cuts.



MARKETWATCH.COM
Trump's proposed \$4.8 trillion budget will seek cuts to Medicare, Medicaid

👍 Like 💬 Comment ➦ Share

LET'S BE HONEST Sponsored · 🌐

Trump promete no recortar a Medicare, Medicaid y el Seguro Social, pero sus programas dicen lo contrario. ¡Llama a la Casa Blanca y di que ya basta!



ABCNEWS.COM
El nuevo presupuesto de Trump recorta Medicaid.

👍 Like 💬 Comment ➦ Share

LET'S BE HONEST Sponsored · 🌐

Nearly 100 corporations pay zero in taxes under Trump's tax law, while the middle class pays more. Call the White House: demand Trump stand up for us.



WSJ.COM
Trump's Tax Cut Under-Delivers

👍 Like 💬 Comment ➦ Share



PRIORITIES

USA
