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**PRIORITIES**

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**USA**

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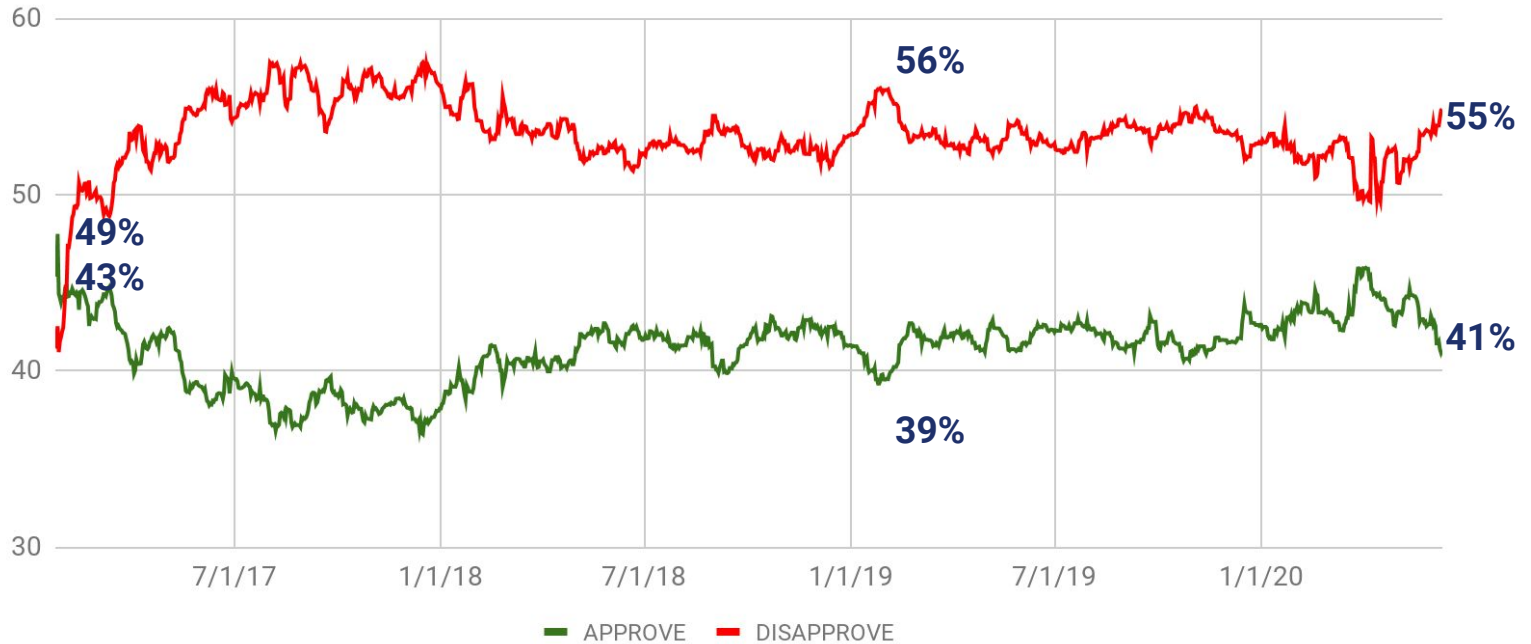
# PRESS BRIEFING

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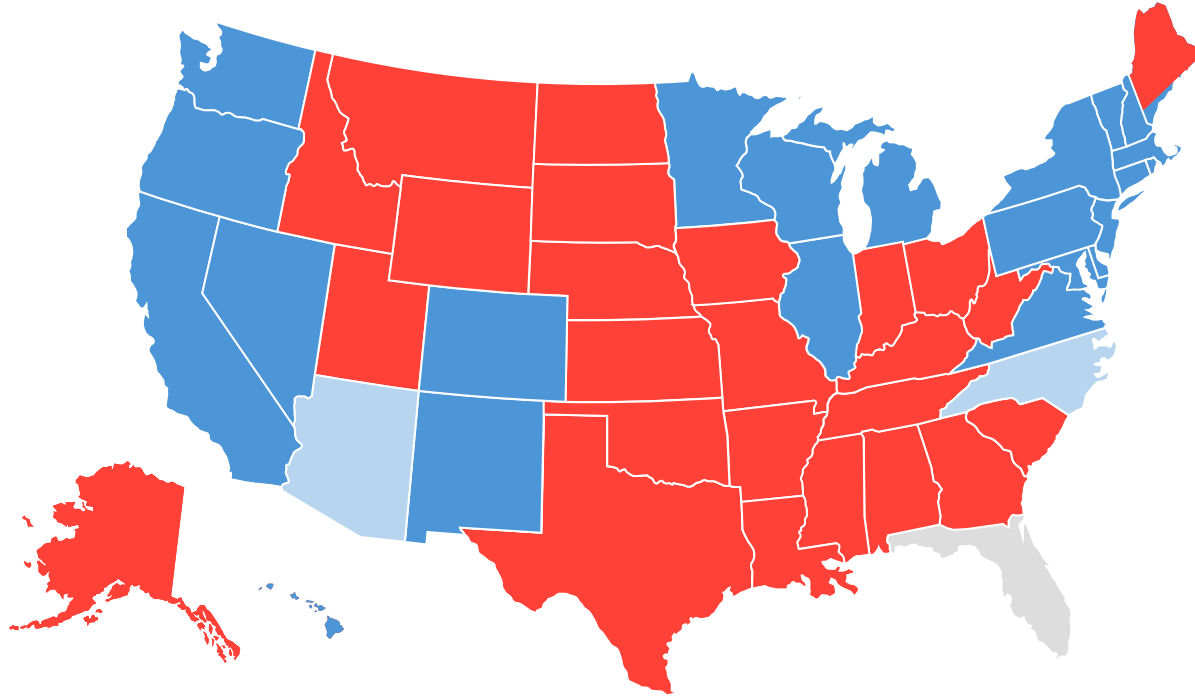
6.10.20

# STATE OF THE RACE

# TRUMP NET-APPROVAL AT -14 NOW







# BIDEN WINS, BUT KEY STATES STILL IN PLAY



305 | 204 | 29

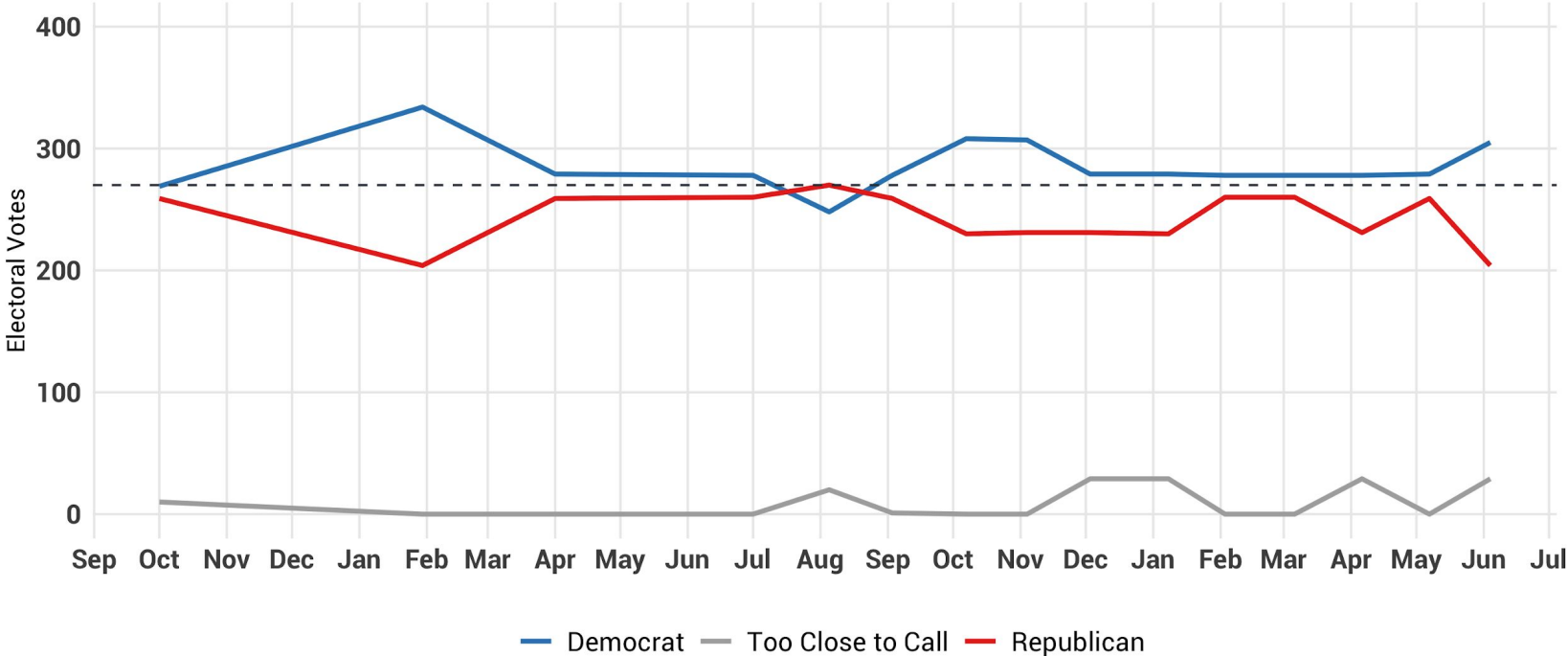
Biden wins the Great Lakes, NC, and AZ, while FL is a tossup.

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

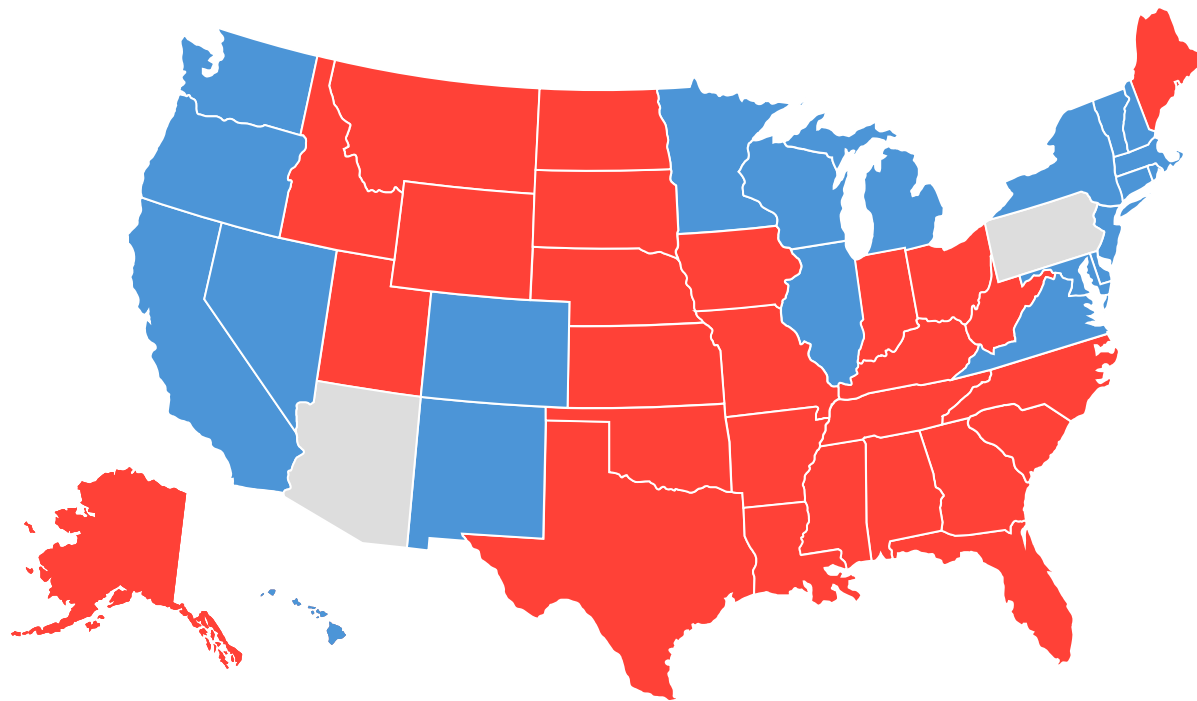


# ELECTORAL COLLEGE SHIFTED TOWARDS US, BUT STILL CLOSE

## Forecasted Electoral College Votes Over Time for Biden






# A 3pp DROP IN BOTH WWC SUPPORT & POC TURNOUT RAISES THE STAKES



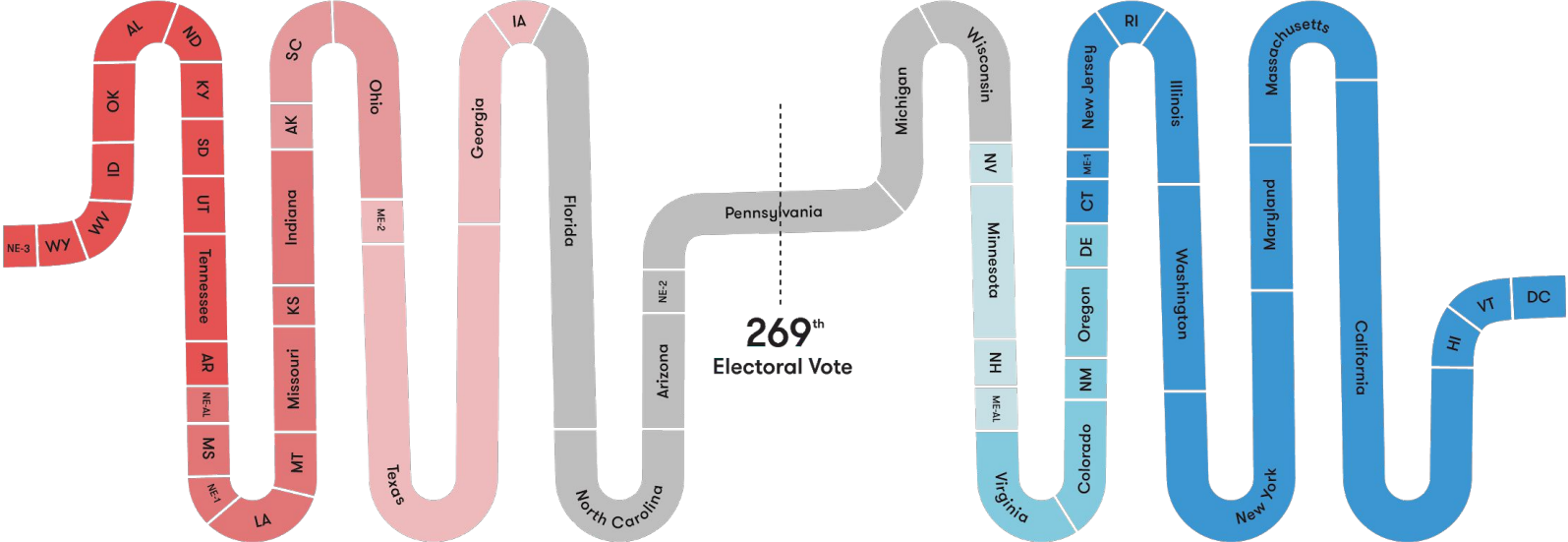
259 | 248 | 31

We lose FL and NC. PA and AZ are too close to call.

-  DEMOCRAT
-  TOSS-UP
-  REPUBLICAN



# POSITIVE MOVEMENT IN AZ, NC OPEN NEW PATHS TO 270



← Greater Support for Trump

Greater Support for Biden →





# 6 TOP TIER STATES



**ARIZONA**



**FLORIDA**



**MICHIGAN**



**NORTH CAROLINA**



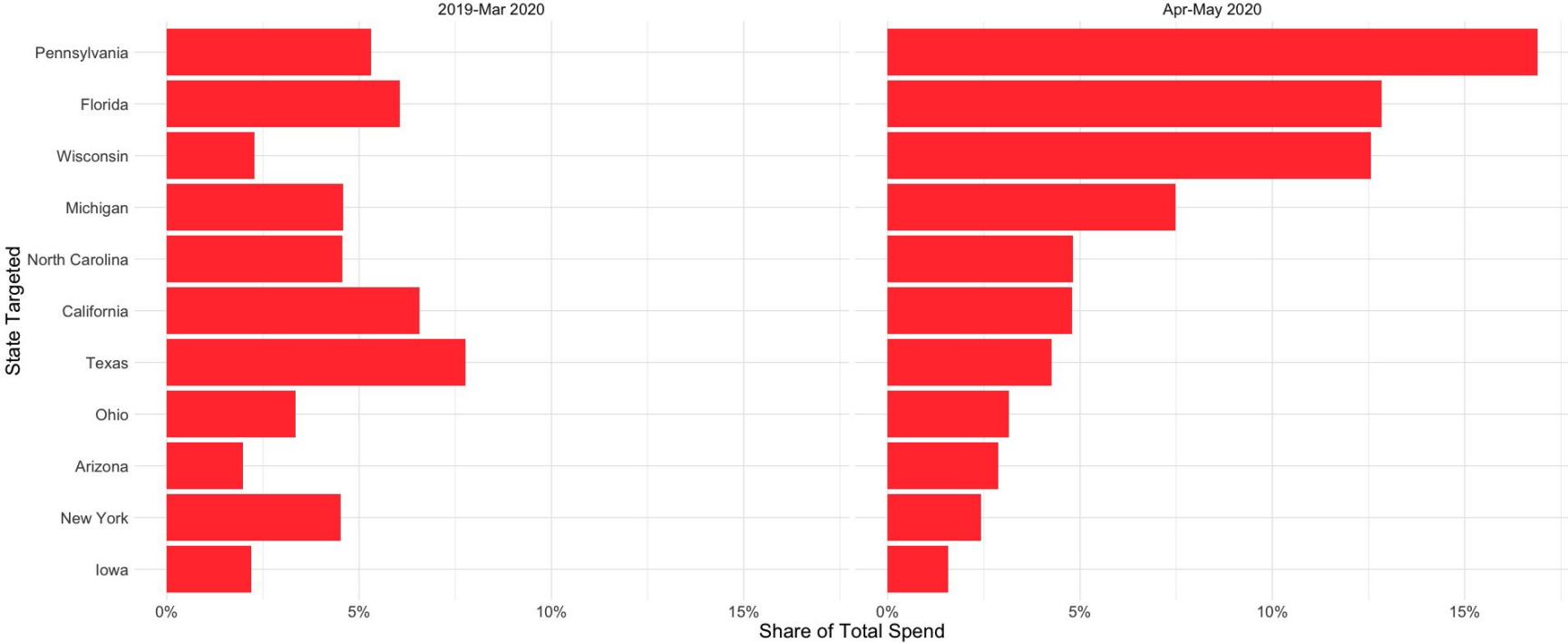
**PENNSYLVANIA**



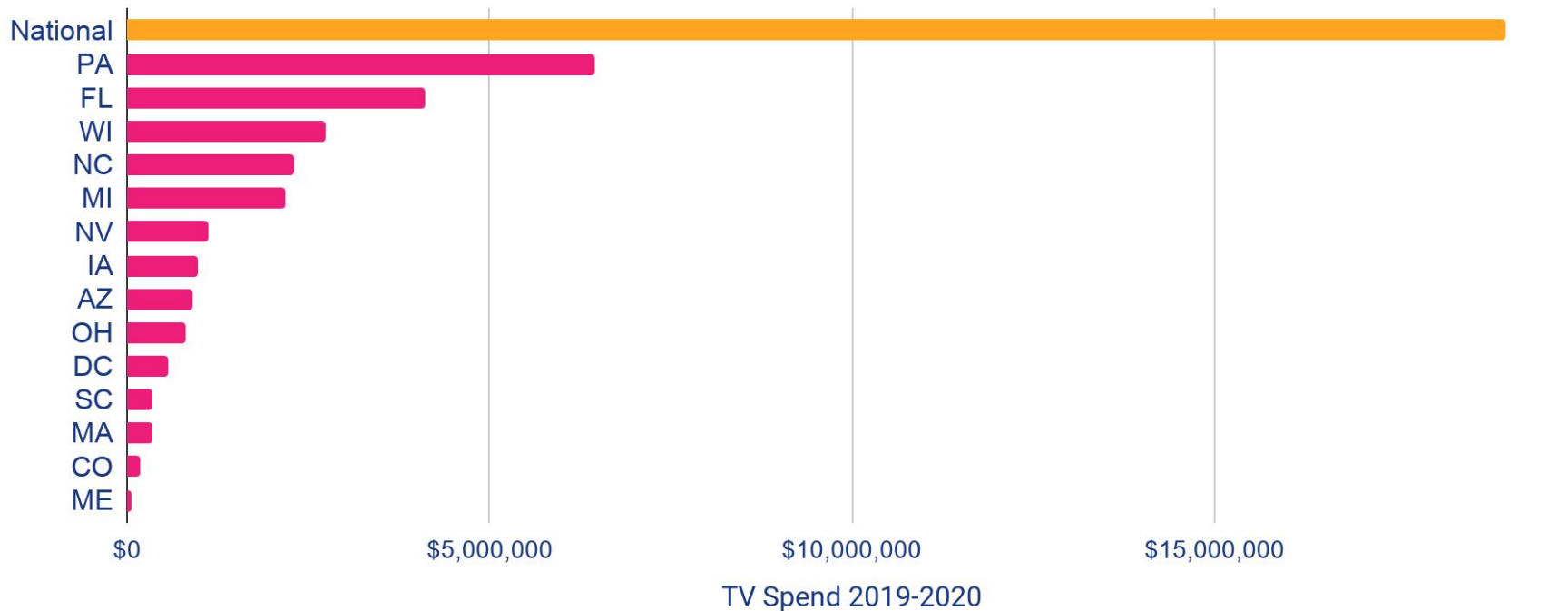
**WISCONSIN**



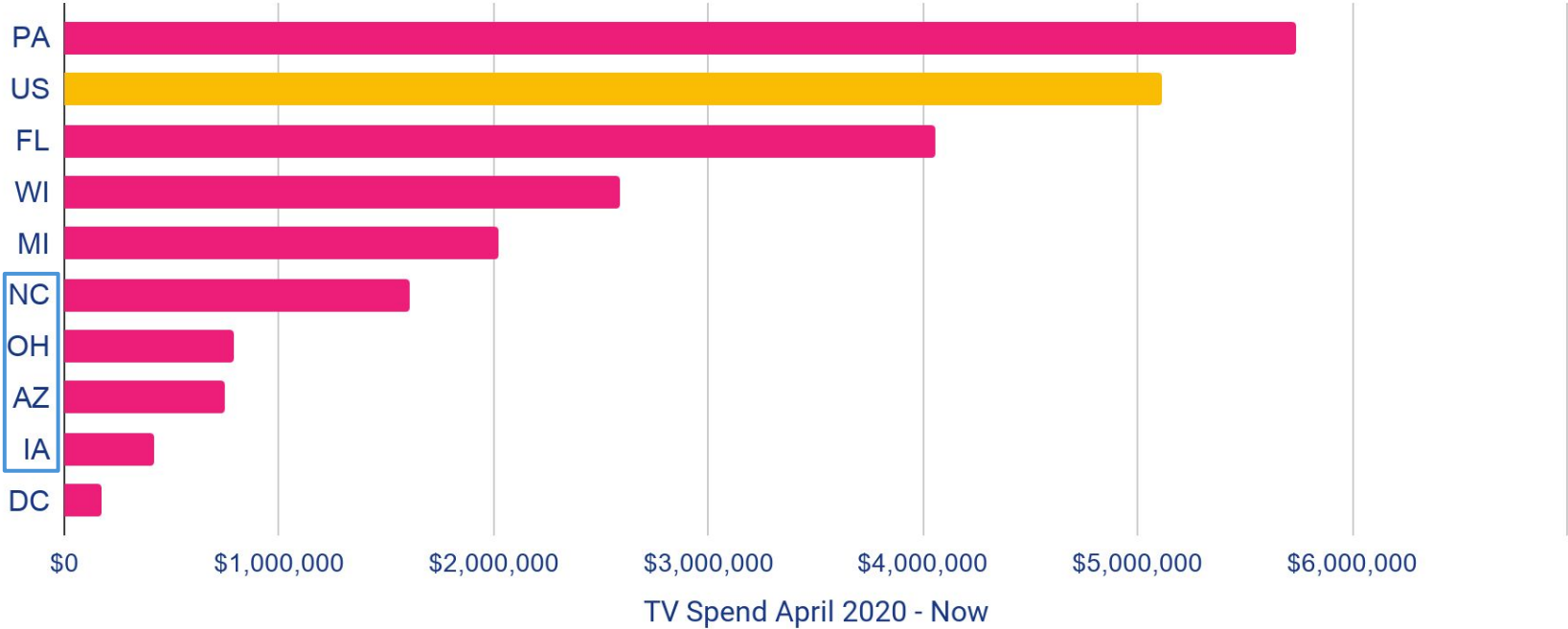
# PRO-TRUMP FORCES HAVE SHIFTED SPENDING TO FOCUS ON BATTLEGROUND



# IN 2019-20 TRUMP + ALLIES SPEND MOST ON NATIONAL TV BUYS

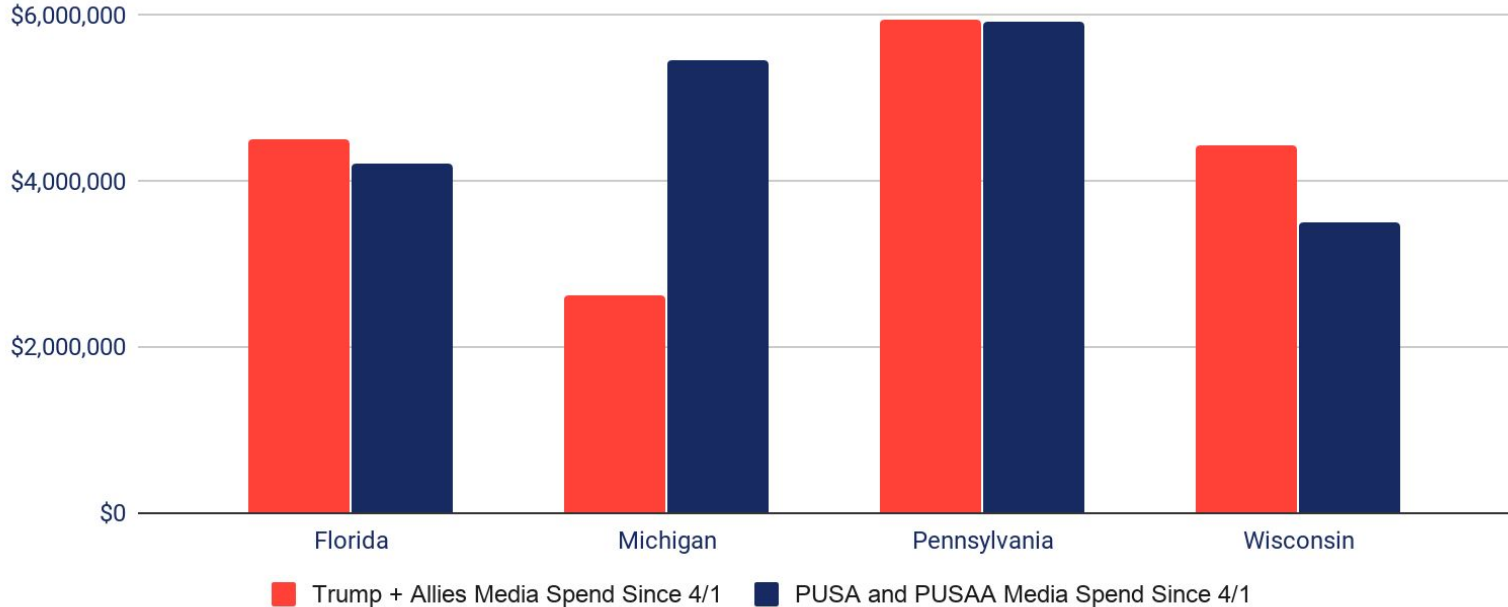


# SINCE APRIL 1, FOCUS HAS SHIFTED TO CORE & DEFENSIVE STATES



# SINCE APRIL 1, PRIORITIES USA HAS KEPT PACE WITH TRUMP + ALLIES

## Trump + Allies vs. Priorities USA Media Spend Since 4/1



## WITH AZ FIRMLY ON THE MAP, PRIORITIES USA PLACING A NEW BUY



- 500 GRPs/week for 4 weeks in Phoenix
- Partnership with Senate Majority PAC
- Engaging with Latino audiences

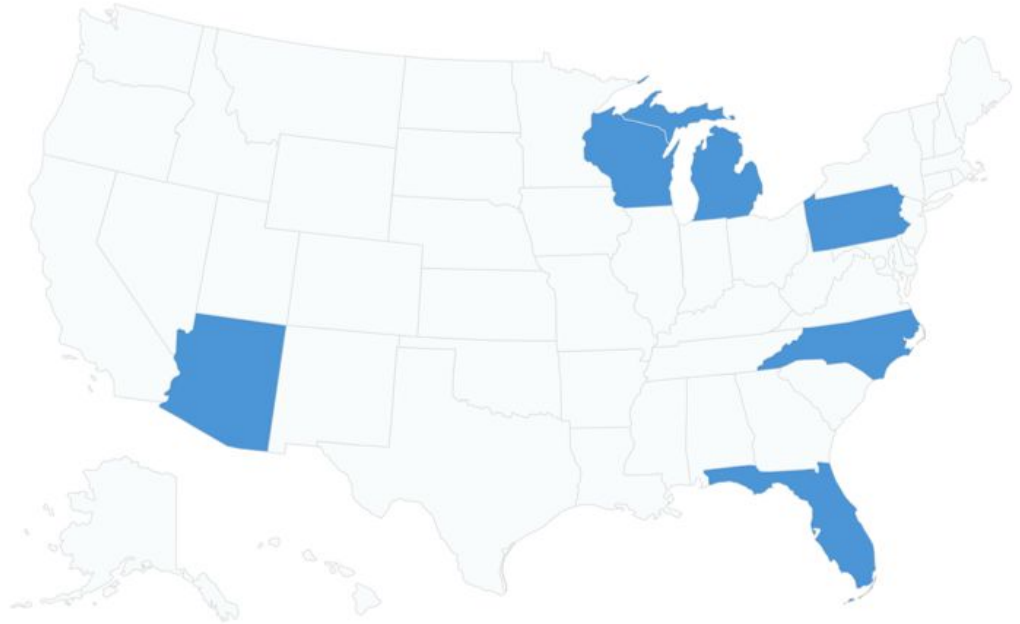


# **NEW BATTLEGROUND POLLING**

# Methodology

## ONLINE SURVEY: LIKELY VOTERS

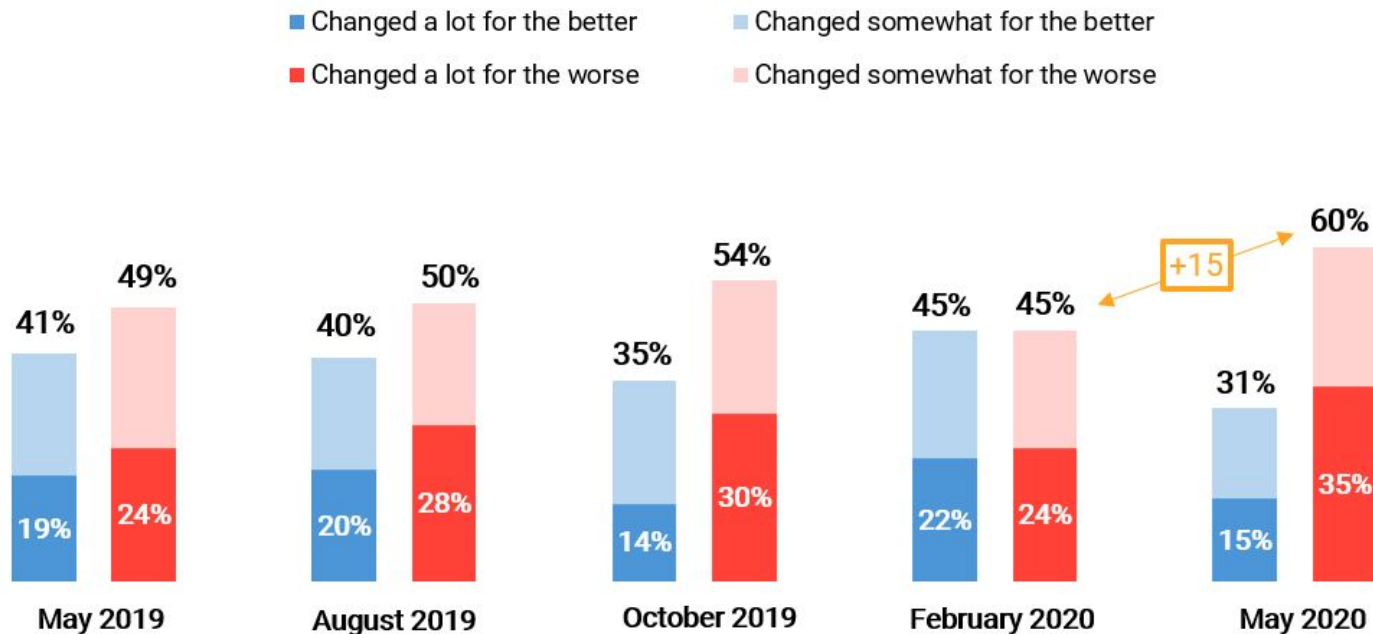
- 3,482 voters across six key battleground states: Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin
- Conducted May 22<sup>nd</sup> to June 1<sup>st</sup>, 2020
- 14% did not vote in 2016 (Among those who voted: 46% Clinton, 48% Trump, 6% third-party candidate)
- Results weighted in proportion to share of electoral votes per state. Within states, results weighted to demographics of a likely presidential electorate.
- Sixth is a series of quarterly tracking surveys conducted during 2019 and 2020 in Florida, Michigan, Pennsylvania and Wisconsin; where trend-over-time is shown, data limited to these four states.





# Voters are increasingly pessimistic about the direction of the country

*Compared with a few years ago, do you feel that things in the country have...*



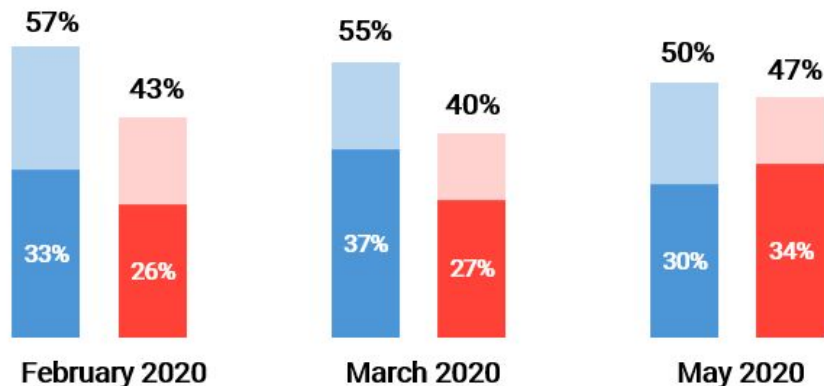
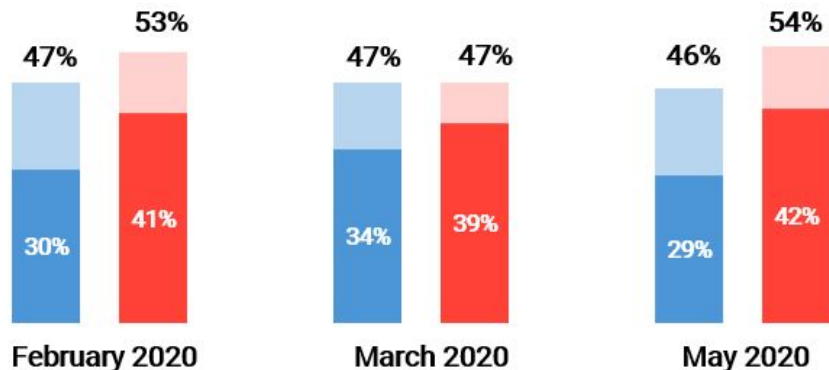
# Trump is in his weakest position in our 2020 polling

*Donald Trump's Job Approval as President*

*Donald Trump's Job Approval on the Economy*

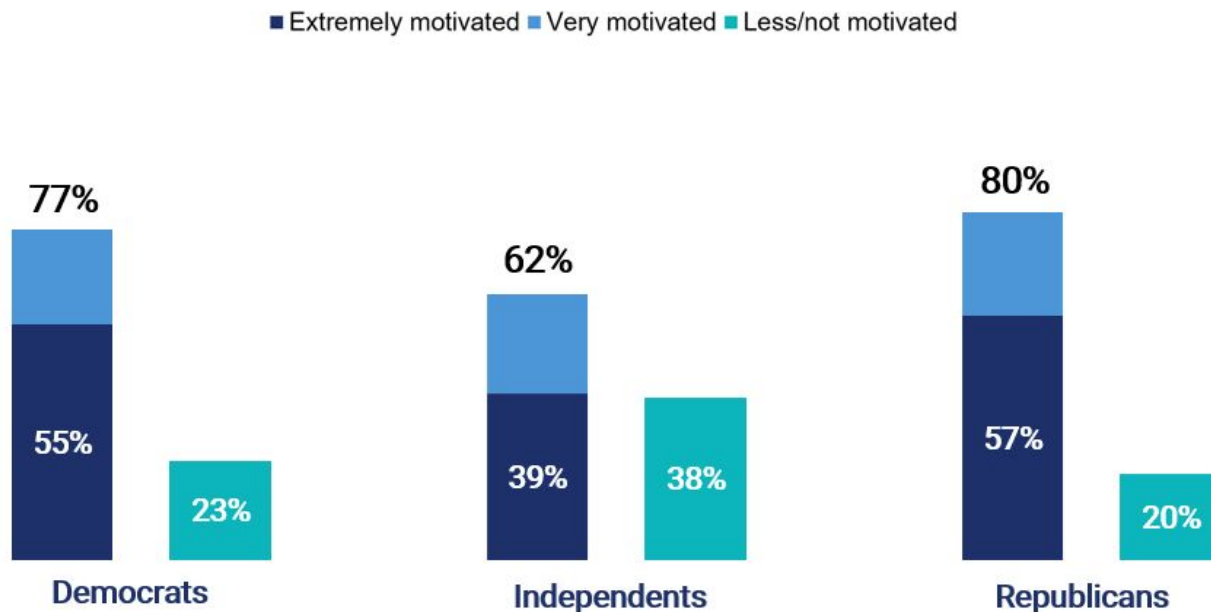
- Strongly approve
- Just somewhat approve
- Strongly disapprove
- Just somewhat disapprove

- Strongly approve
- Just somewhat approve
- Strongly disapprove
- Just somewhat disapprove



## Little difference between Republicans and Democrats on enthusiasm

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



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



# Coronavirus, economic crisis, and racial injustice are top of mind for voters

*Of the following issues, which one is the most important to you right now? And which one or two of the remaining issues are the next important to you? [TOP CHOICES COMBINED]\**

Among All Voters

**The need to slow and stop the spread of the coronavirus**

**50% most important**

**The need to help people who are out of work and struggling to pay their bills because of the coronavirus crisis**

**45**

**The need to address police misconduct and racial injustice in the country**

**45**

\* Taken from the *National Protest Survey* by Garin-Hart-Yang conducted in June 2020, among registered voters nationwide

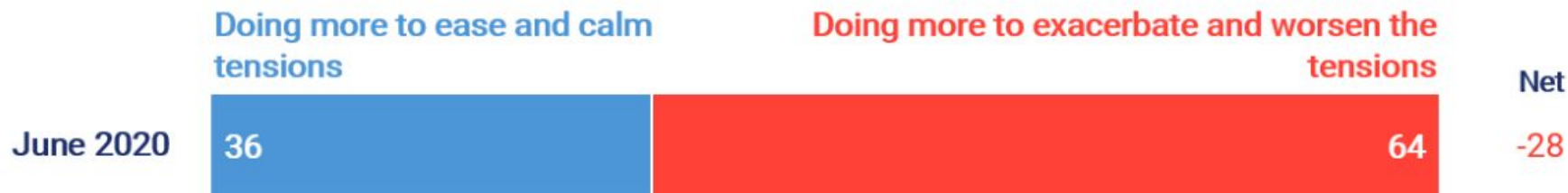


## Voters see Trump as a problem, not a solution, to the unrest and calls for justice

*Do you approve or disapprove of the way Donald Trump is dealing with the unrest that is going on in the country in response to the killing of George Floyd in Minneapolis?*



*When it comes to the protests and unrest that is occurring in many cities, do you think Donald Trump is doing more to exacerbate and worsen the tensions or more to ease and calm the tensions?*



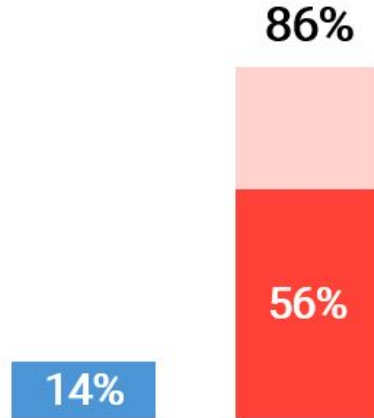
\* Taken from the *National Protest Survey* by Garin-Hart-Yang conducted in June 2020, among registered voters nationwide



# Near universal belief that police mistreatment of black Americans is a problem

*Do you think the mistreatment of black people by the police is a very serious problem, a somewhat serious problem, or not that serious a problem, or not a serious problem at all?*

■ Not a serious problem ■ Very serious problem ■ Somewhat serious problem

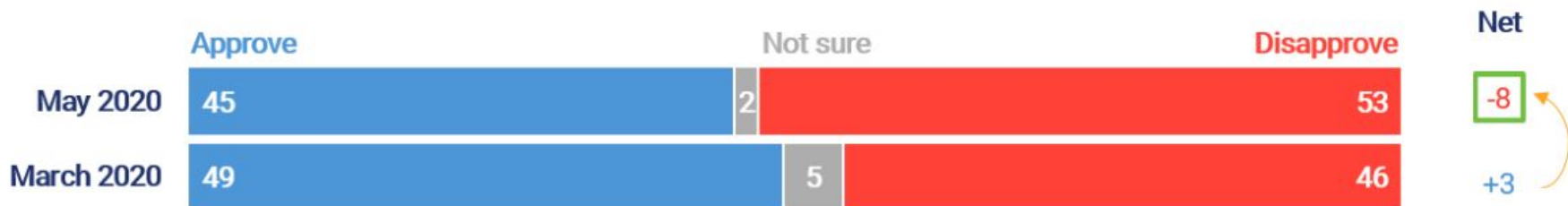


\* Taken from the *National Protest Survey* by Garin-Hart-Yang conducted in June 2020, among registered voters nationwide



## We must continue to hold Trump accountable for his failures on coronavirus

*Do you approve or disapprove of the way Donald Trump is handling the coronavirus pandemic?*

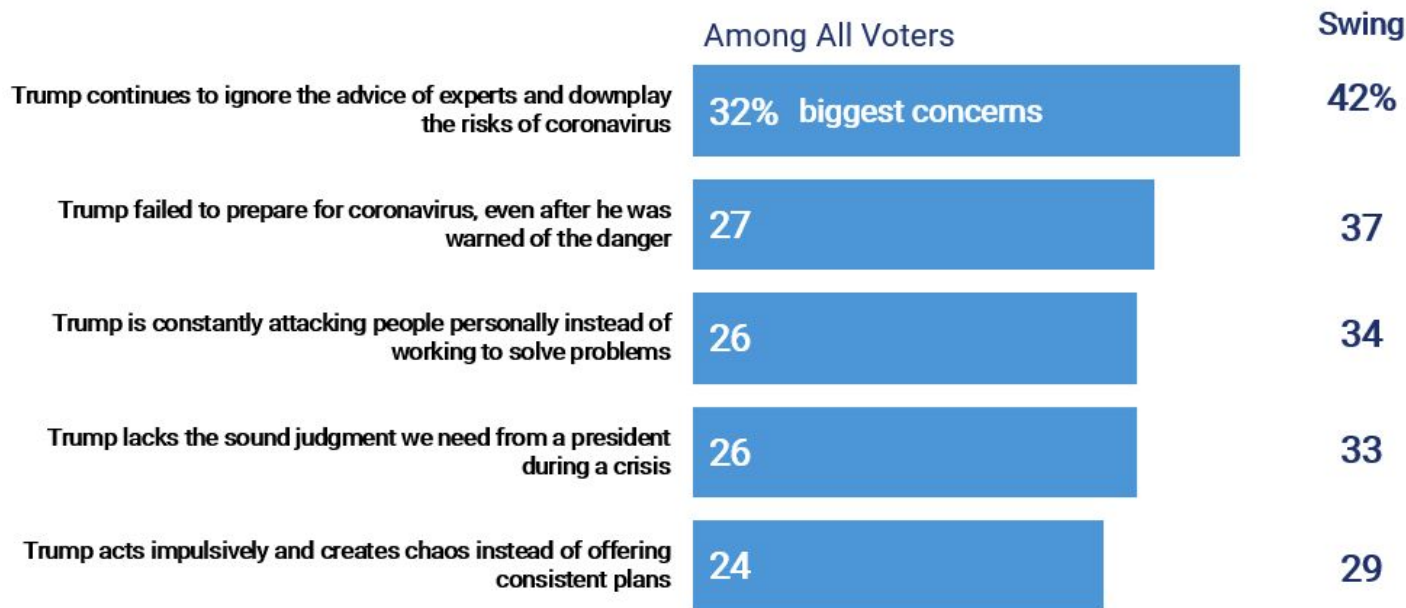


*Which of the following statements about how Donald Trump has handled the coronavirus pandemic comes closer to your opinion?*



## Voters most concerned about Trump ignoring experts and failure to prepare

*In thinking about the concerns you may have about how Donald Trump has handled the response to the coronavirus, which THREE raise the biggest concerns for you about how Trump has handled coronavirus?*





## Highlight Trump's leadership failures in the context of the pandemic

*After reading each one, please indicate whether it raises any concerns for you about voting for Donald Trump in November.*

**Total**      **Swing**

*% very/fairly major concerns*

**56**

**74**

\*Trump said, "I have the right to do whatever I want as president," and that is what he has done, acting impulsively and causing chaos in our lives. Even now, with a rising coronavirus death toll and skyrocketing unemployment, Trump continues doing whatever he wants. He's constantly twisting the truth, downplaying the threat, contradicting his own public health experts, and deflecting blame onto others.

\* Message seen by half of respondents



## Center the economic argument on the middle class

*And when it comes to the economy before the coronavirus pandemic do you generally agree with:*

Donald Trump, who says it  
was the greatest economy in  
American history

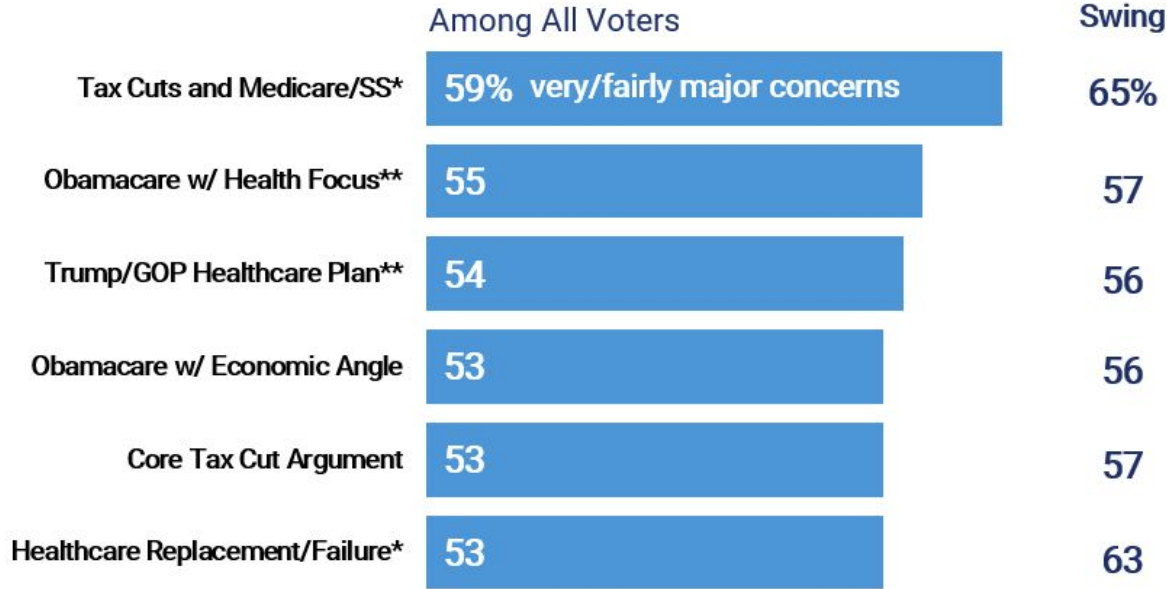
Those who say the economy was great for those  
at the top, but even before coronavirus, average  
Americans and working-class families were  
struggling

Total



# Democrats should continue to highlight Trump's harmful economic policies

*After reading each one, please indicate whether it raises any concerns for you about voting for Donald Trump in November.*



\*/\*\* Messages seen by half of respondents



## Biden has a large advantage on temperament and fighting for working families

*Below is a list of issues a president might deal with and qualities people might look for in a president. For each one, please indicate who you think would be better on that - Joe Biden or Donald Trump.*

■ Joe Biden would be better

■ Donald Trump would be better

Having the right temperament, and behaving in the way a president should

50%

27%

Making sure people have access to affordable healthcare

47%

29%

Helping the middle class and working families

46%

35%

Caring about people like you

44%

33%



## Donald Trump is Failing America

- Donald Trump is failing America. When it comes to the coronavirus, health care, racial His actions, policies, and divisiveness are only making things worse.
- Trump downplayed the threat of coronavirus, ignored experts, and failed to prepare. Now over 110,000 Americans have died and over 40 million are unemployed.
- Trump's dangerous policies on health care, Medicare, and Social Security would drive up costs, leave millions uninsured, and eliminate critical protections.
- Trump's economic policies have betrayed working and middle-class families.

## NEW ADS



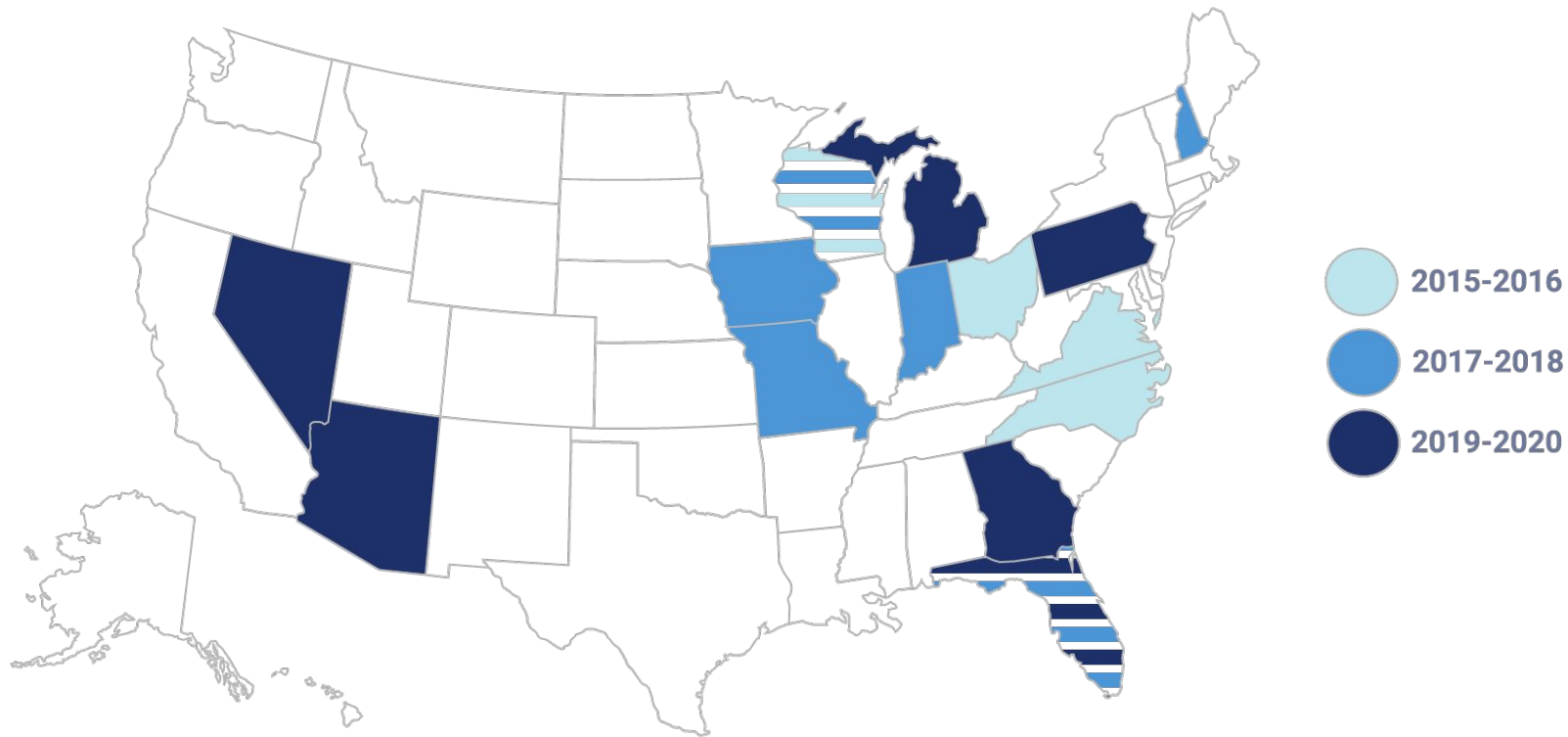
**“Divides”**



**“Crisis”**

# VOTING RIGHTS UPDATE

# PRIORITIES' VOTING RIGHTS LITIGATION





# REPUBLICAN VOTER SUPPRESSION EFFORTS

## **Poll Watchers**

The RNC is recruiting 50,000 poll watchers across 15 states, an intimidation tactic to stop people from voting.

## **Monetary Investment**

The RNC has dedicated \$20 million to voter suppression and millions have already been spent to combat our Voting Rights litigation.

## **Misinformation Campaigns**

Trump has actively attacked voting by mail, using his office to combat efforts to promote voter safety through vote by mail.

## **Republican Opposition**

The Senate has blocked three election security bills and GOP members have filed in the Supreme Court to challenge the Voting Rights Act.



## FOUR PILLARS LITIGATION

In response to the COVID-19 pandemic, we've increased our investment in Voting Rights to \$32 million and pivoted our litigation program by either leading or supporting these types of filings in **Arizona, Florida, Michigan, and Pennsylvania**.

Each of these filings address the *same* four gaps in state vote by mail laws:

- 1) Government pre-paid postage on ballots
- 2) Ballots postmarked on or before election day must be counted
- 3) Allow community organizations to collect and deliver absentee ballots
- 4) Reform or eliminate signature matching laws



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**PRIORITIES**

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**USA**

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