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**PRIORITIES**

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**USA**

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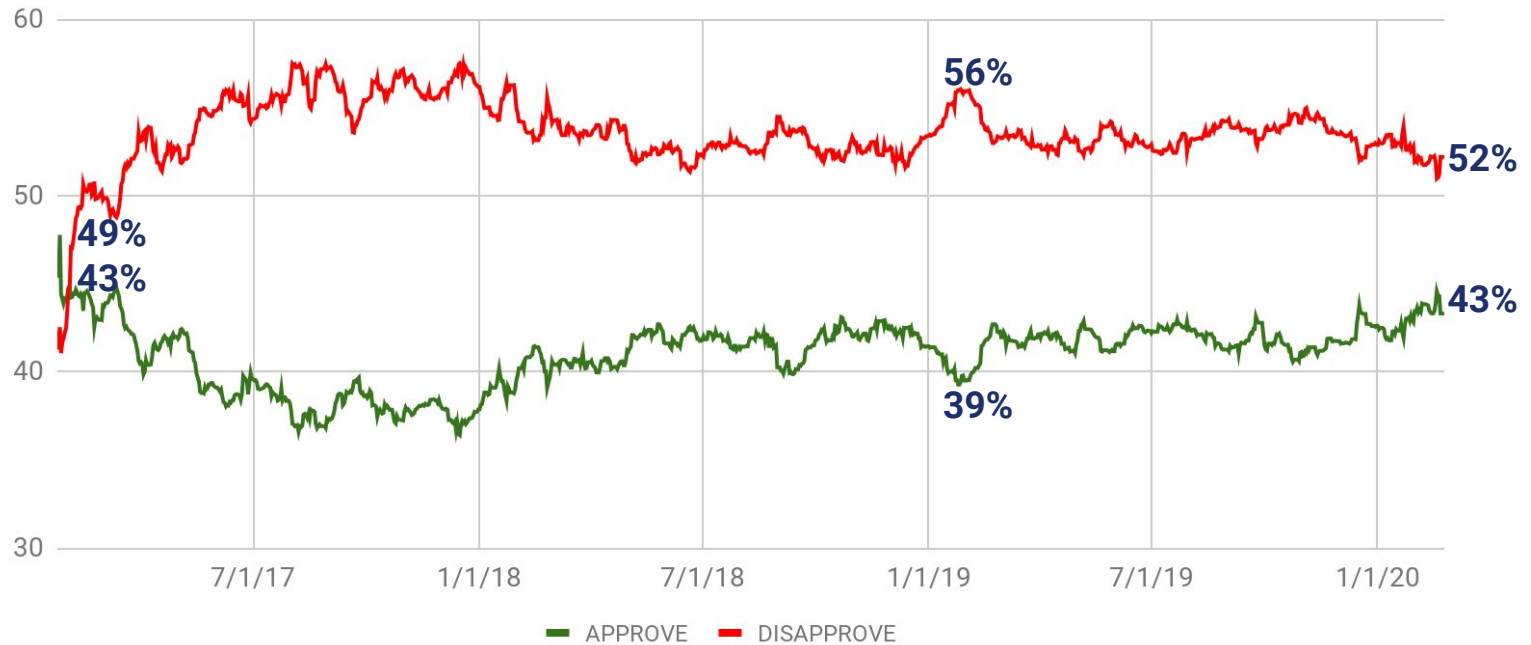
# PRESS BRIEFING

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2.25.20 Charleston, South Carolina

# STATE OF THE RACE

# TRUMP NET-APPROVAL AT -9 NOW



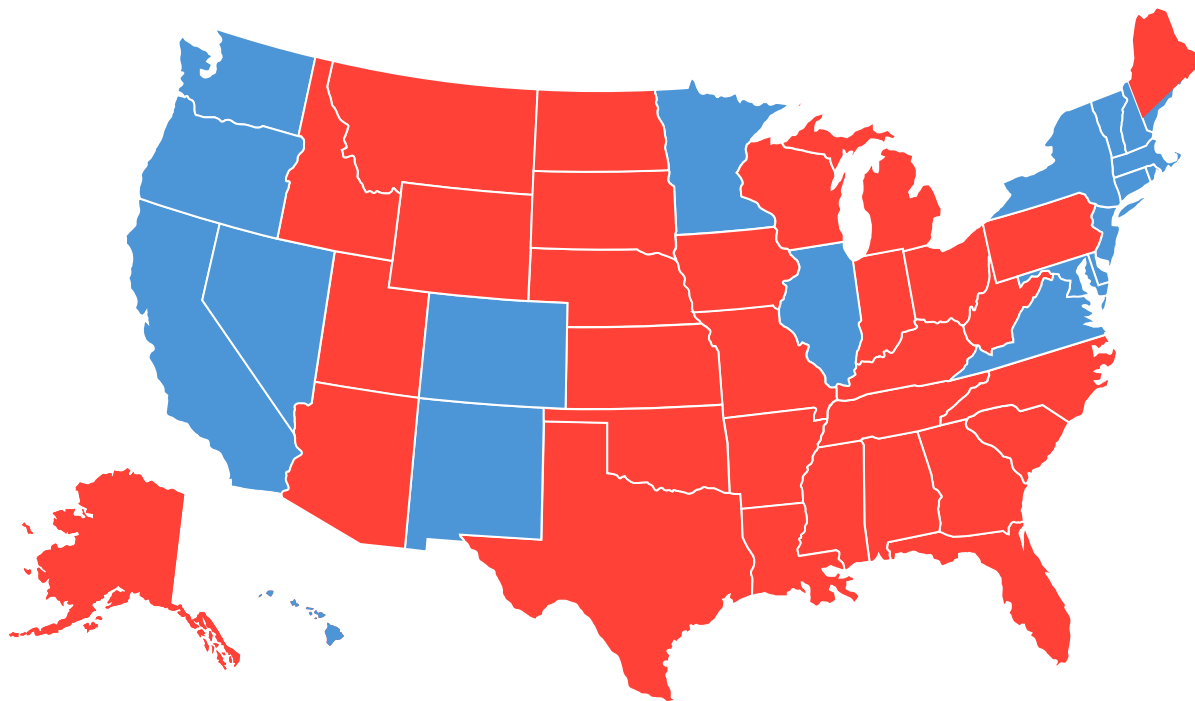
[illegible]

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

**TOSS-UP**



## IF SUPPORT AMONG WWC DROPS 2pp



232 | 306

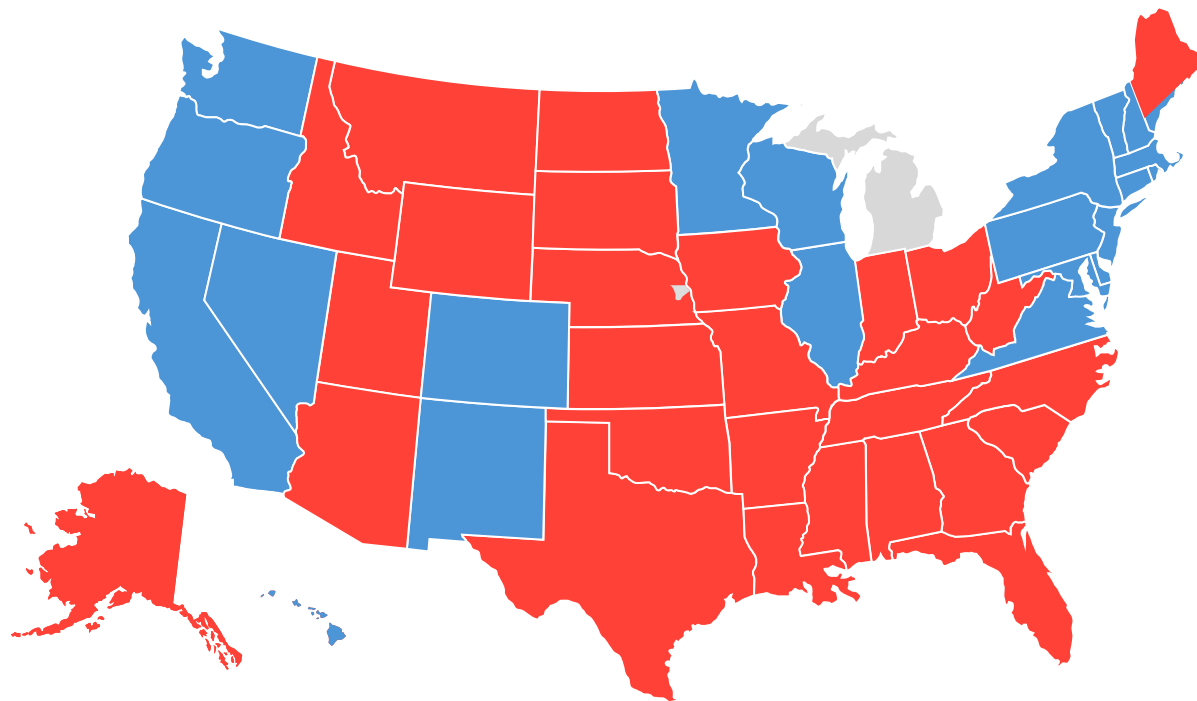
**We lose MI, PA, WI narrowly and lose the election.**



**TOSS-UP**

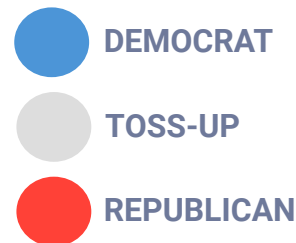


# IF TURNOUT AMONG POC DROPS 4pp

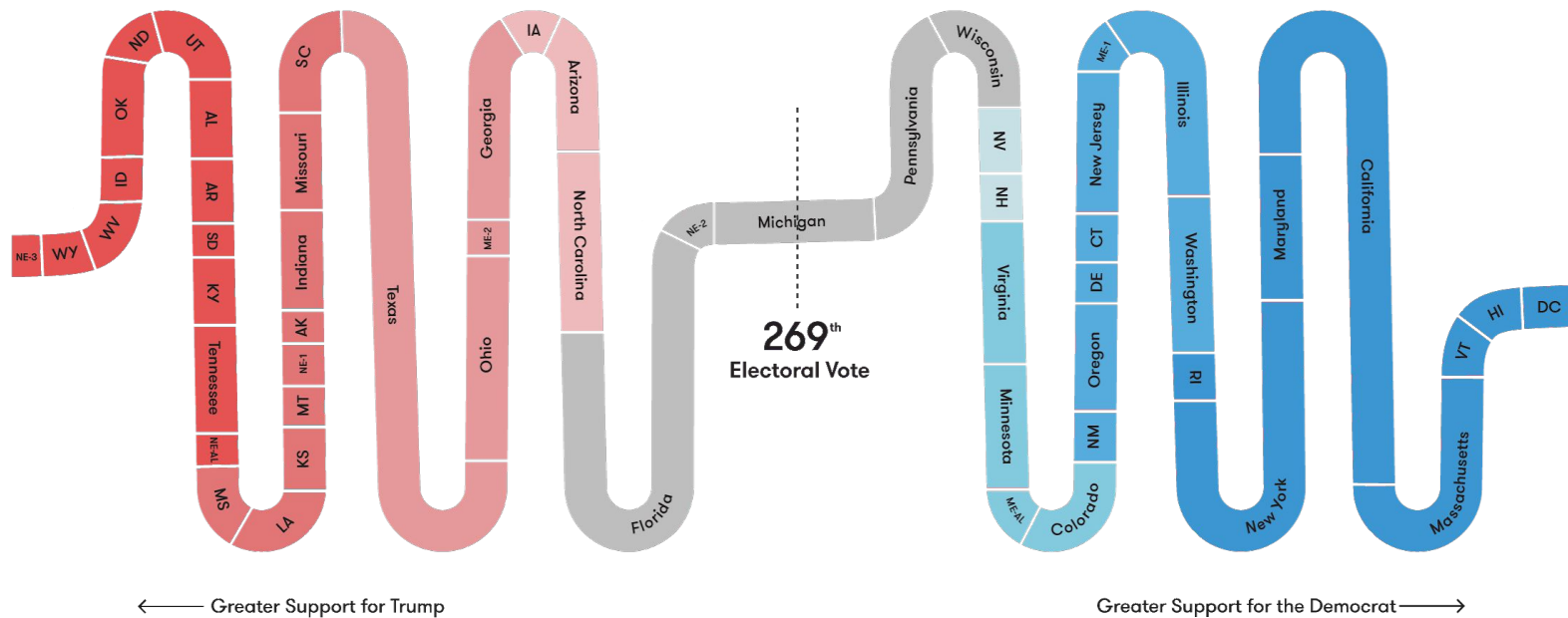


262 | 269 | 17

We lose FL and MI is a toss-up.



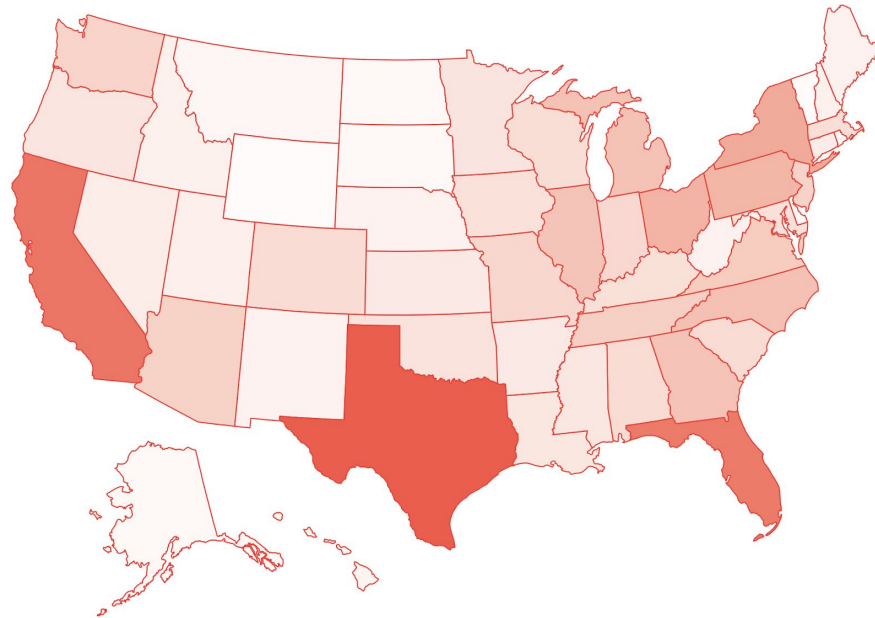
# FL, WI, PA & MI CRITICAL TO 270





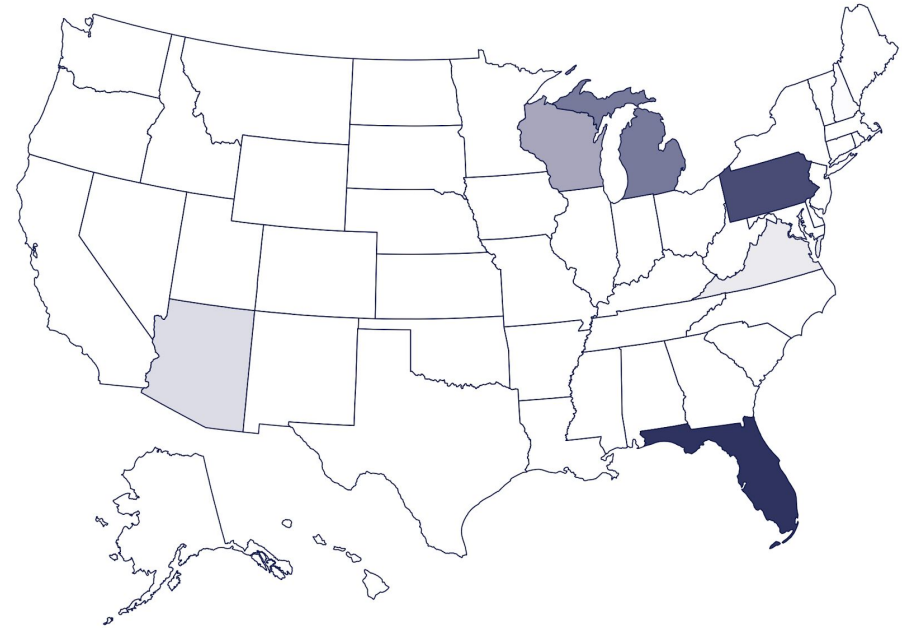
# PRIORITIES USA FOCUSED ON KEY STATES

Trump Digital Spend since 7/21



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

PUSA and PUSAA Digital Spend Since 7/21

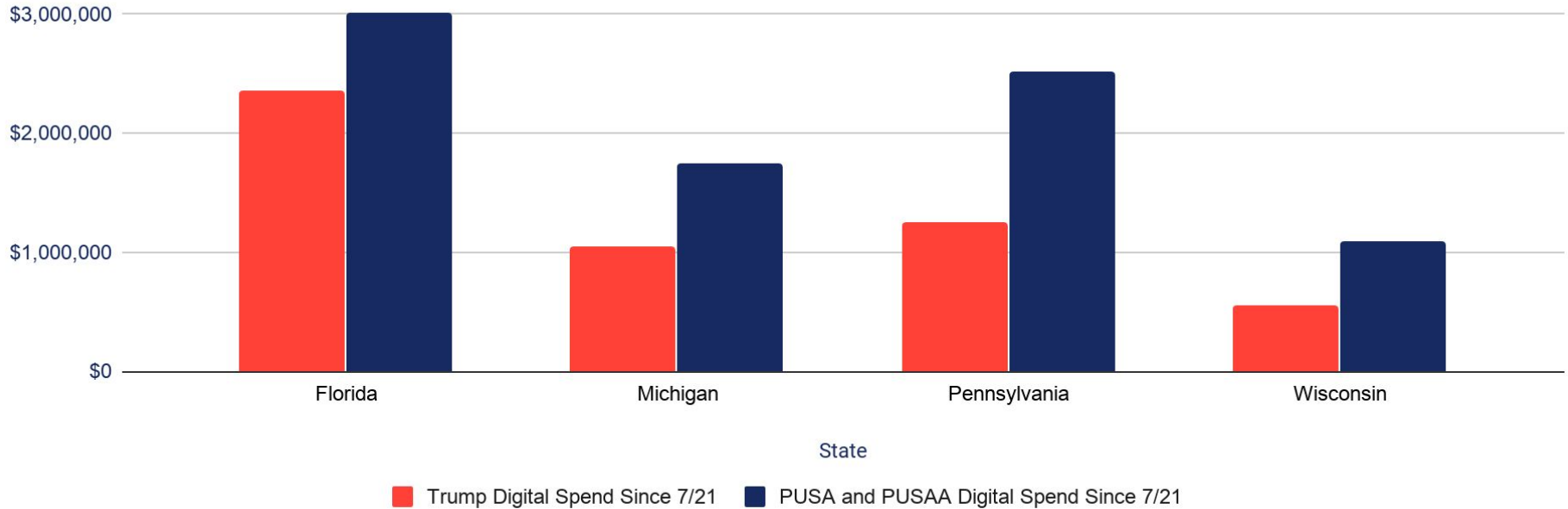


□ \$0 □ \$1,000,000 □ \$2,000,000 ■ \$3,000,000



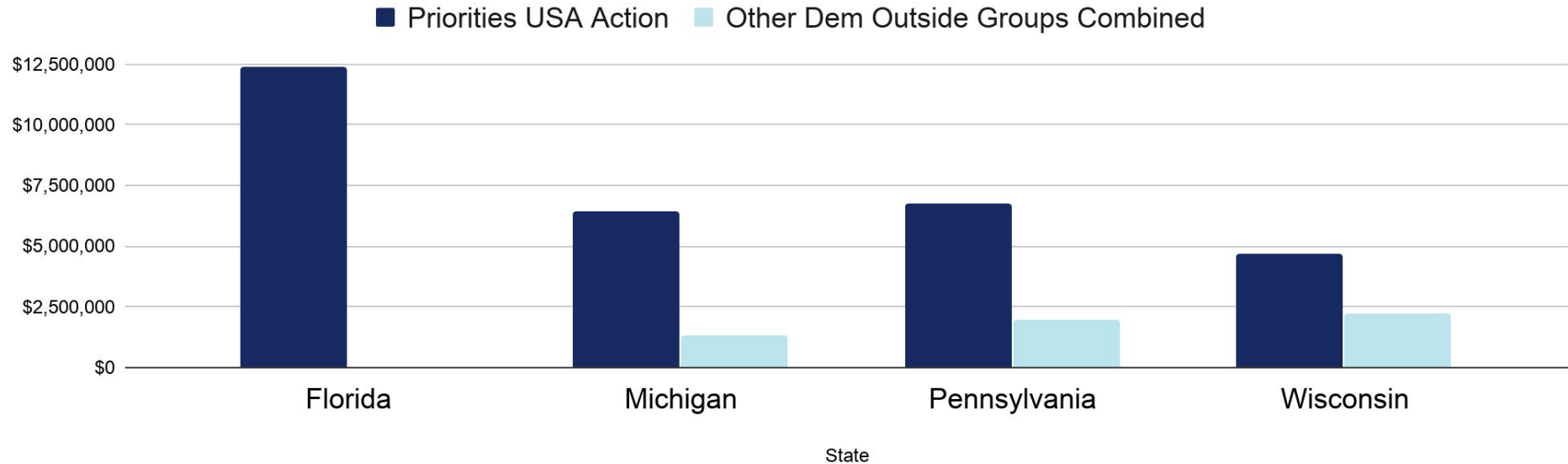
# PRIORITIES USA OUTSPENT TRUMP IN KEY STATES

## 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



# **NEW BATTLEGROUND POLLING**

# Methodology



## ONLINE SURVEY: ALL REGISTERED VOTERS

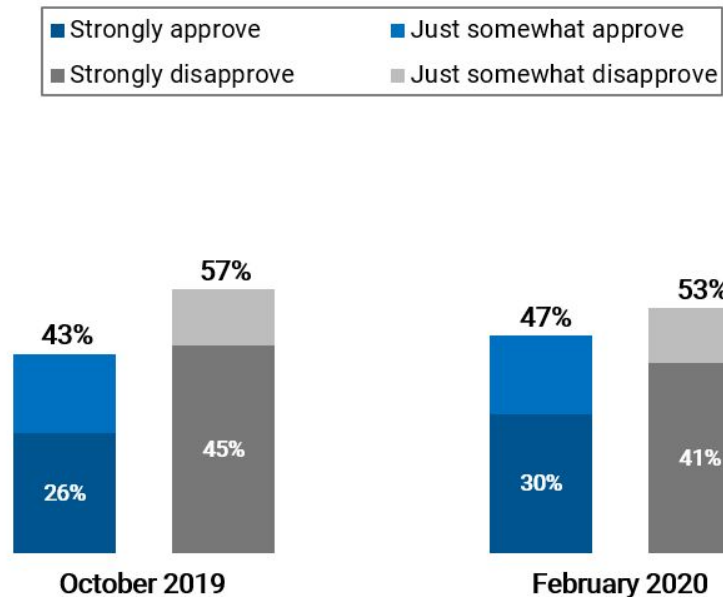
- 2,567 voters across four key battleground states: Florida, Michigan, Pennsylvania, and Wisconsin
- Conducted February 6 to 14, 2020
- 12% did not vote in 2016  
(Among those who voted: 47% Clinton, 48% Trump, 5% third-party candidate)
- Results weighted in proportion to share of electoral votes per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

*Overall MOE =  $\pm 2.0$  percentage points*

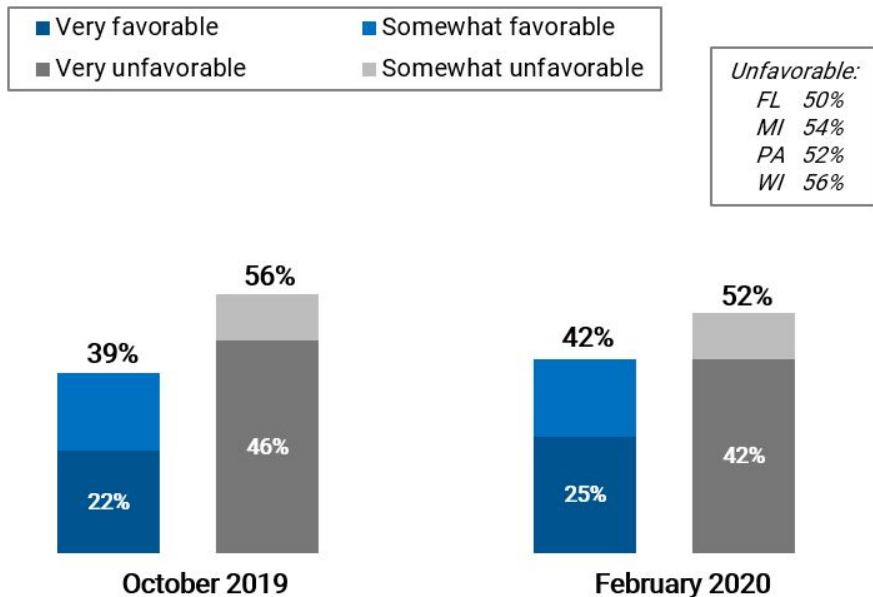


# TRUMP HAS SEEN SOME RECOVERY ON FAVORABILITY AND JOB APPROVAL

*Donald Trump's Job Approval as President*



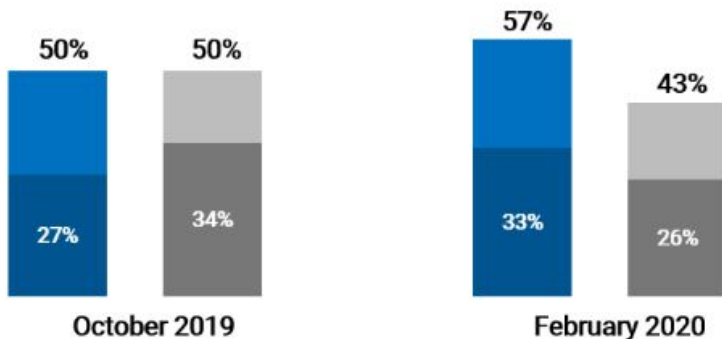
*Feelings toward Donald Trump*



# 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

33%

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

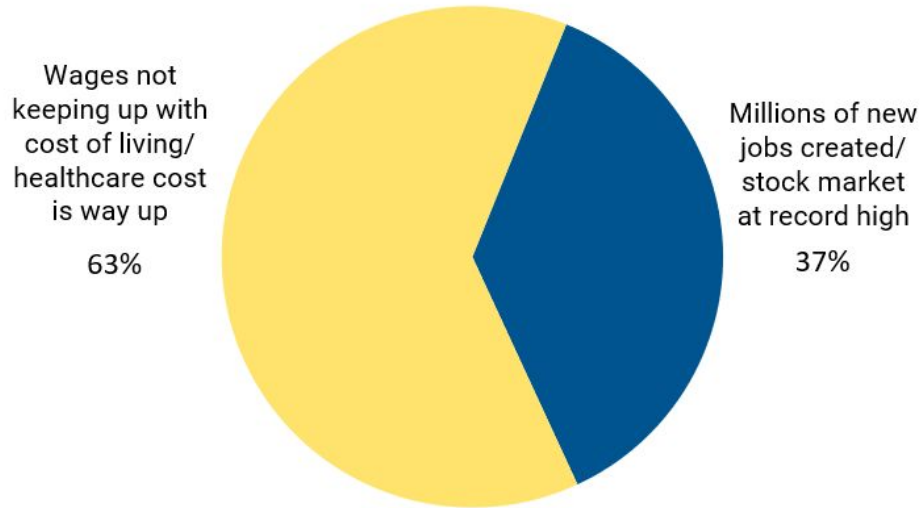
67%

Swing voters	86%
Independents	78%
Voters under age 50	75%
Voters of color	87%



# FOCUS ON THE ISSUES THAT IMPACT VOTERS' LIVES

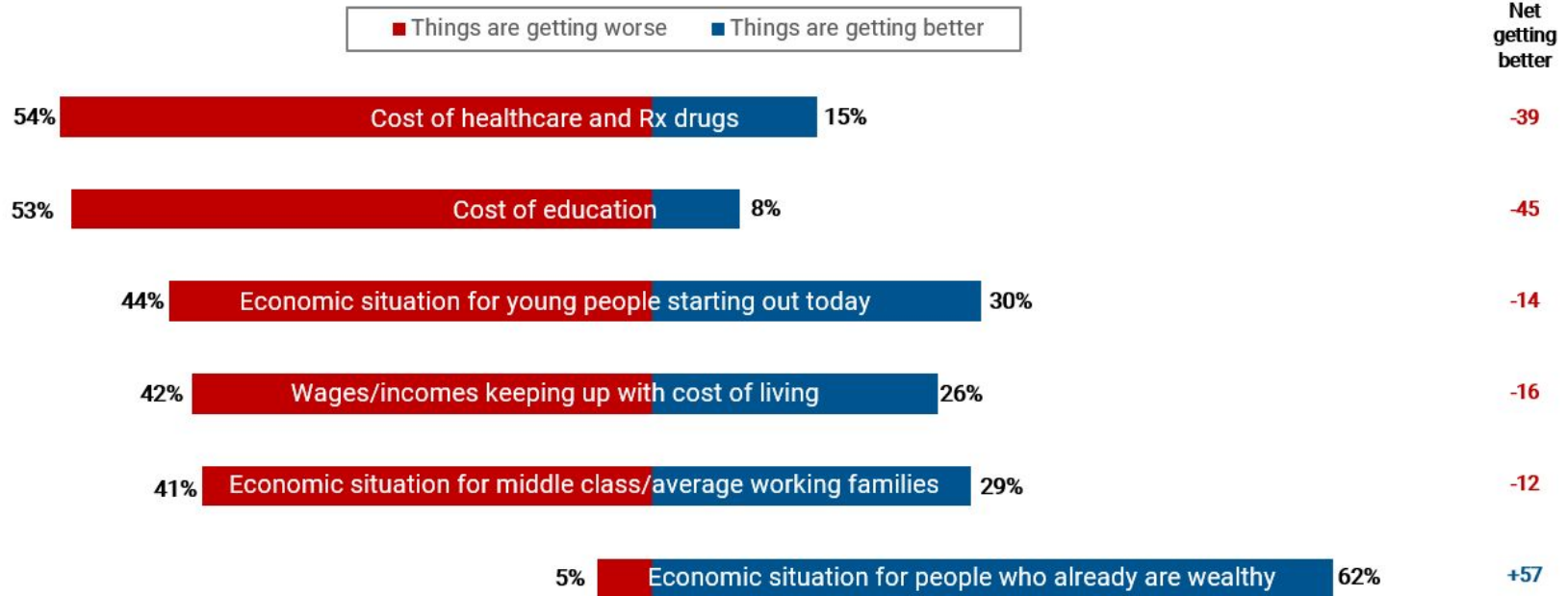
*More Important Aspect of the U.S. Economy Today*





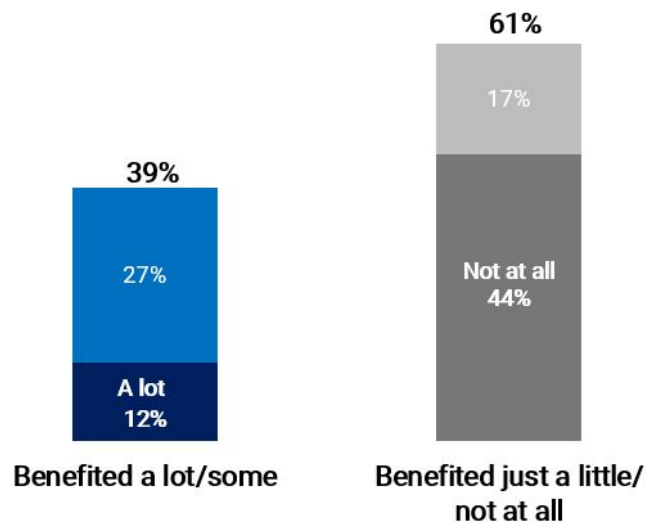
# VOTERS ARE BEING SQUEEZED WHILE THE WEALTHY BENEFIT

*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?*

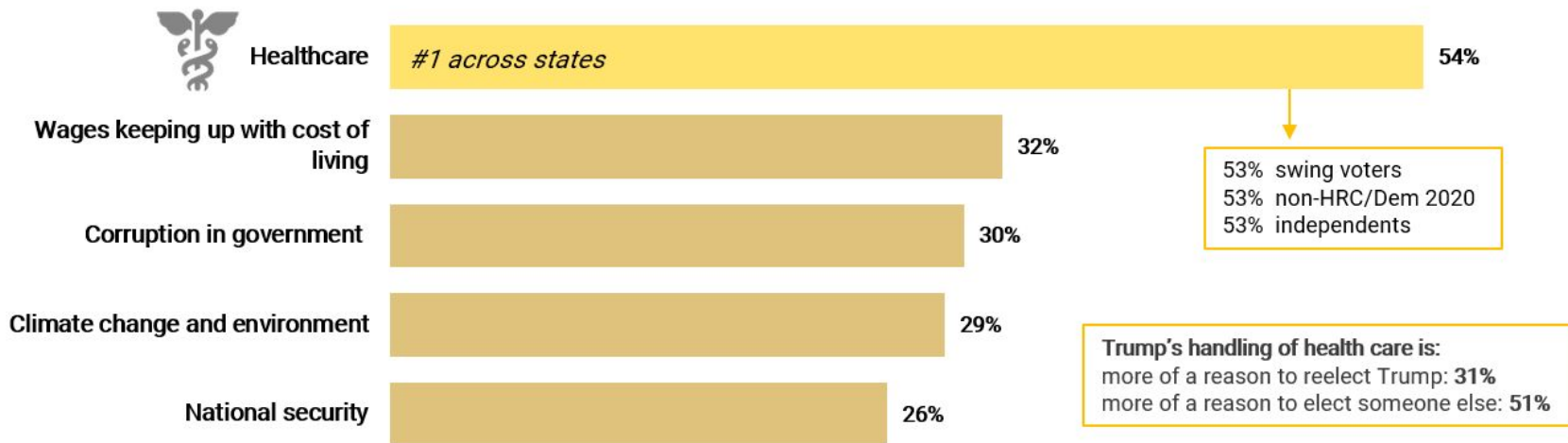


Benefited just a little/not at all	
White men non-college grads	55%
White men college grads	48%
White women non-college grads	61%
White women college grads	65%
Voters of color	75%
Income under \$40K	69%
Income \$40K to \$75K	61%
Income over \$75K	53%
Investments over \$50K	50%
Investments under \$50K	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

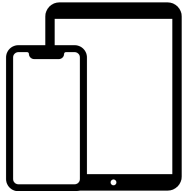
Donald Trump said, "I have the right to do whatever I want as president," and that is what he has done—**acting impulsively, creating chaos, and putting his ego first.** He forced us into the longest government shutdown in American history, sold out our main ally against ISIS, **put coverage for preexisting 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**



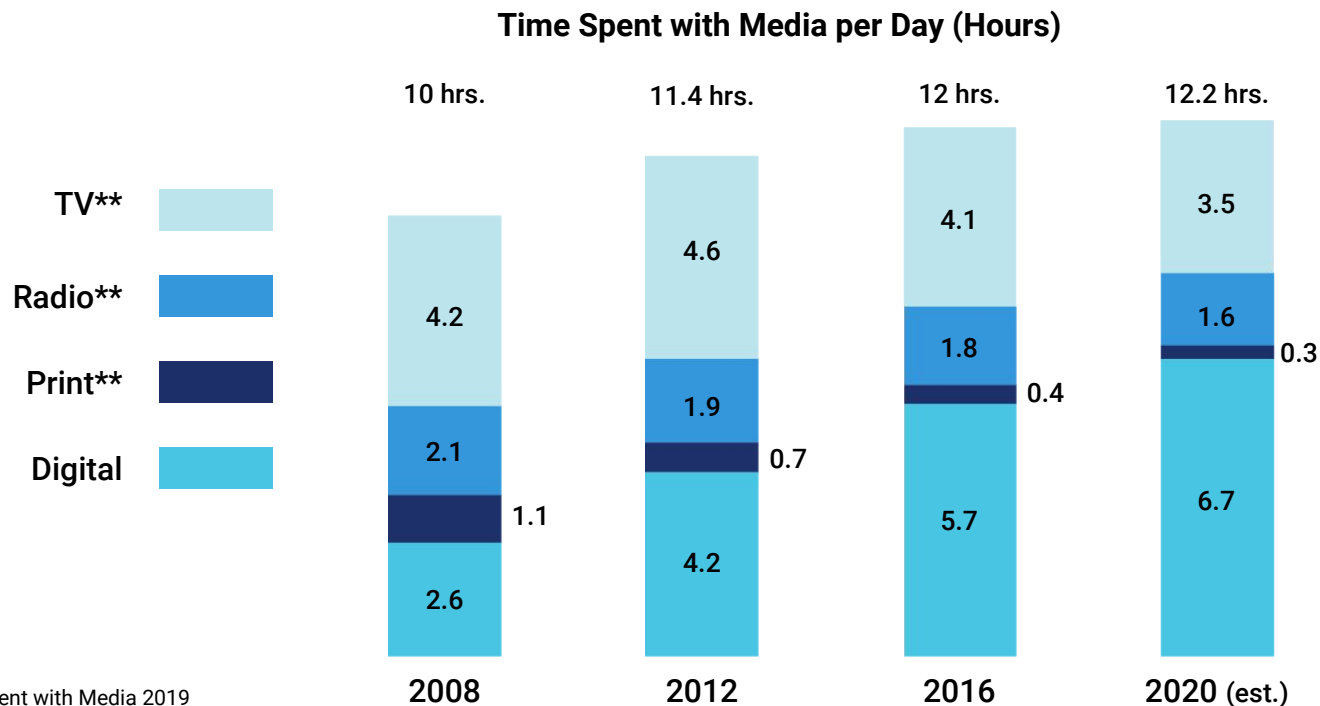
**Computer**



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



# WHERE ARE VOTERS SPENDING TIME IN 2020?



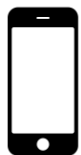
Source: eMarketer, Time Spent with Media 2019



# OUR APPROACH IS CHANNEL-AGNOSTIC

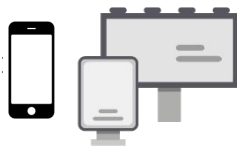
No matter where our voters are **consuming content** or on what **device**, if they are still making up their minds, we want to be there.

6AM



*Wake up*

9AM



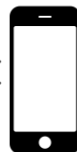
*Get to the office*

12PM



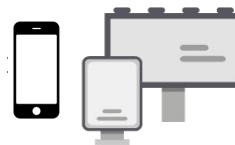
*At at a desk*

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

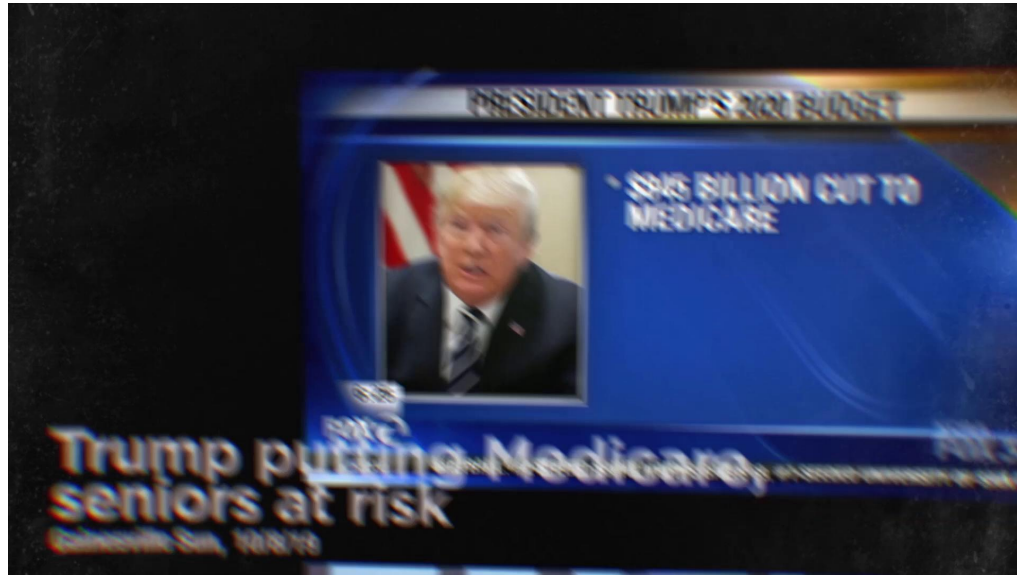


## **PENNSYLVANIA**

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



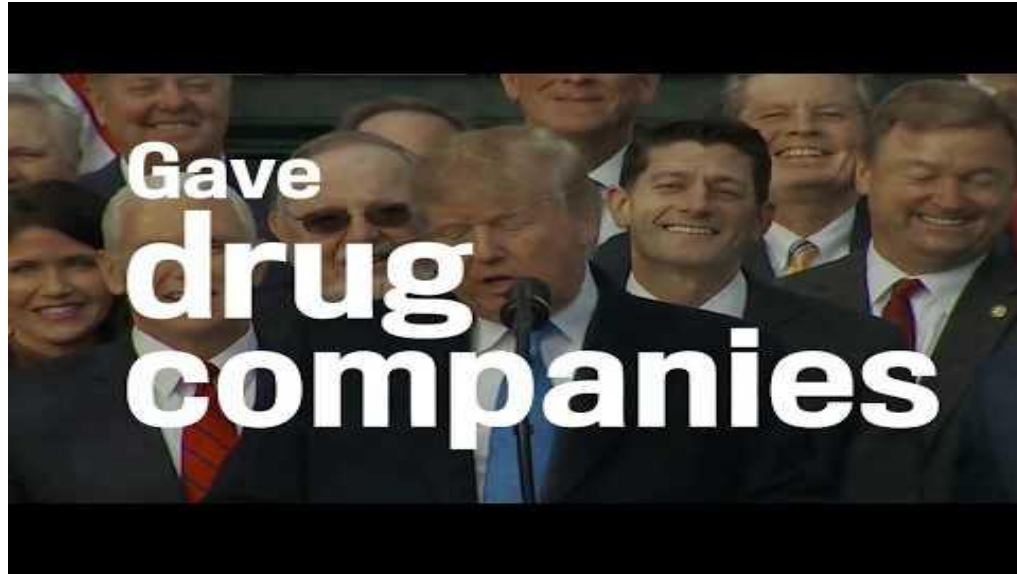
“WHATEVER I WANT”



“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



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**PRIORITIES**

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**USA**

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