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**PRIORITIES**

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**USA**

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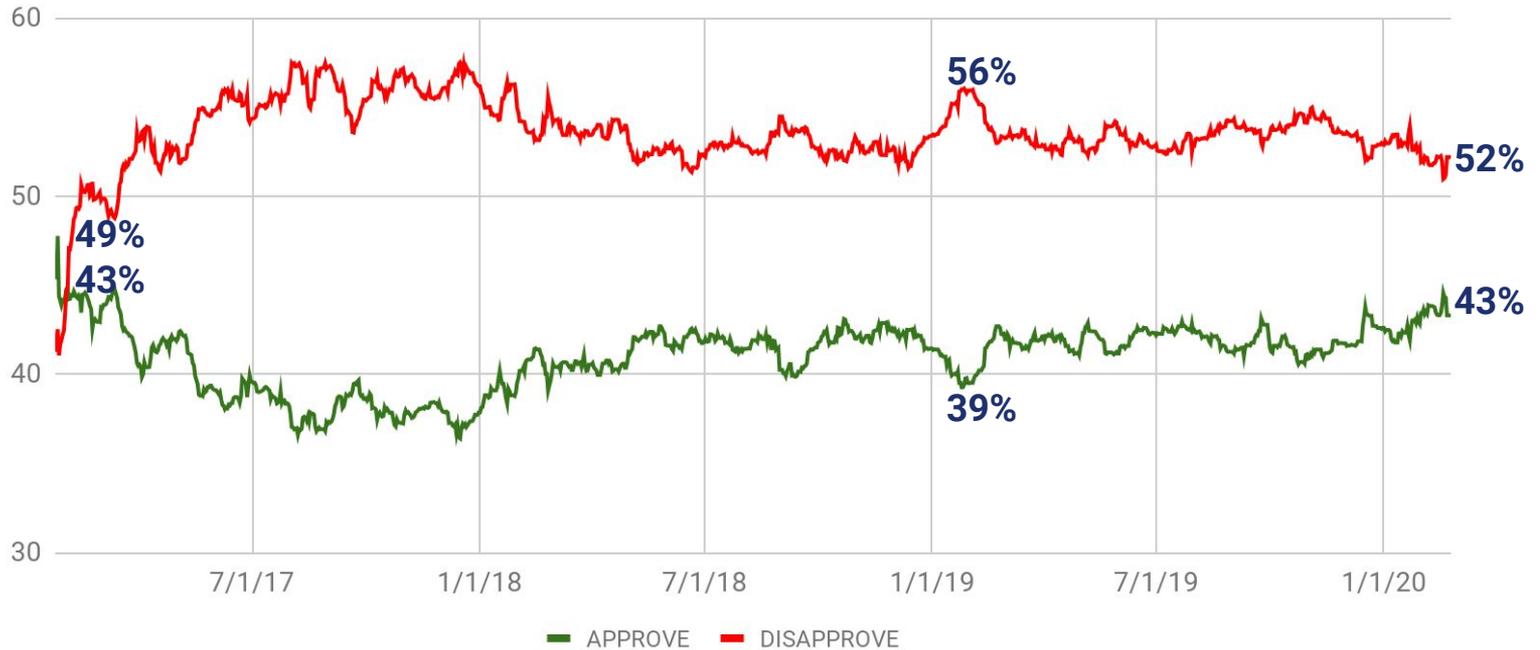
# PRESS BRIEFING

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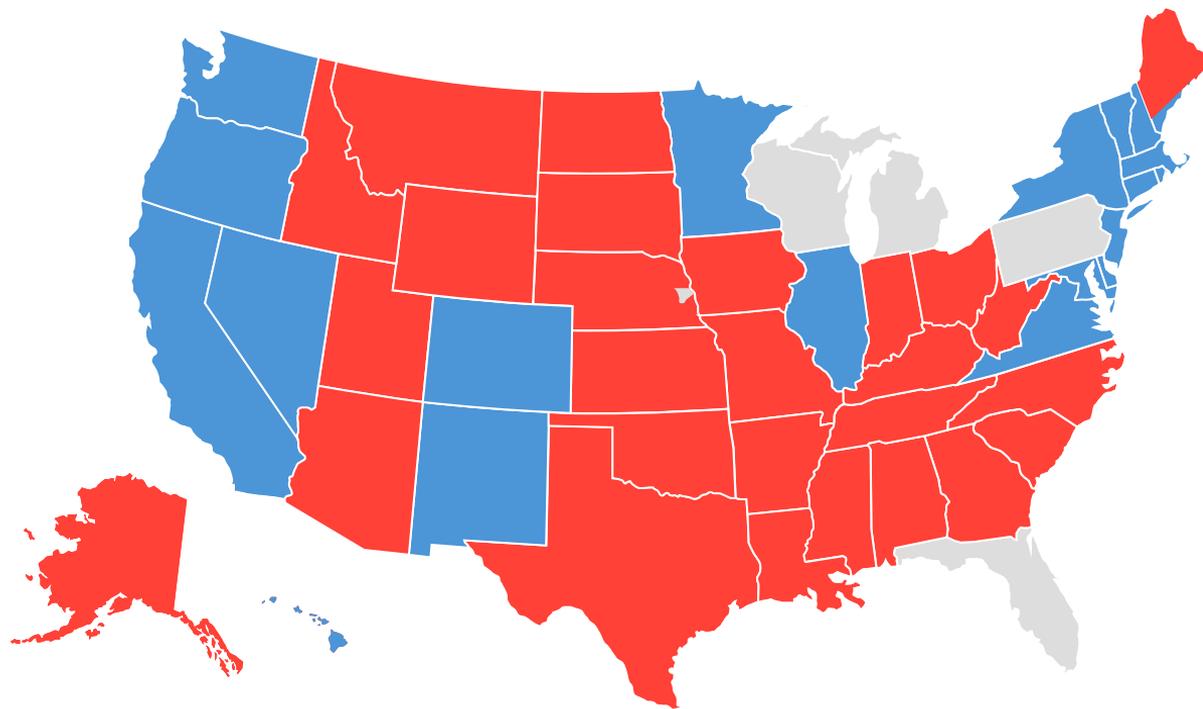
2.25.20 Charleston, South Carolina

# STATE OF THE RACE

# TRUMP NET-APPROVAL AT -9 NOW



# IF ELECTION WERE HELD TODAY



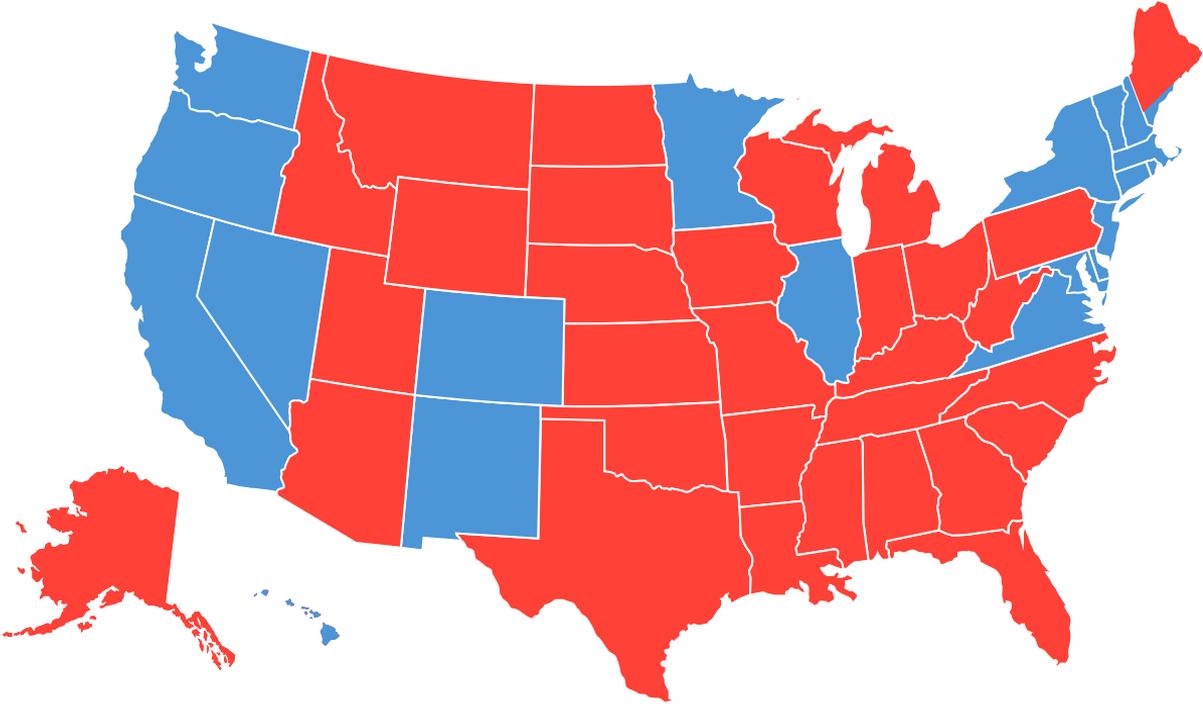
278 | 260

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

-  DEMOCRAT
-  TOSS-UP
-  REPUBLICAN



# IF SUPPORT AMONG WWC DROPS 2pp



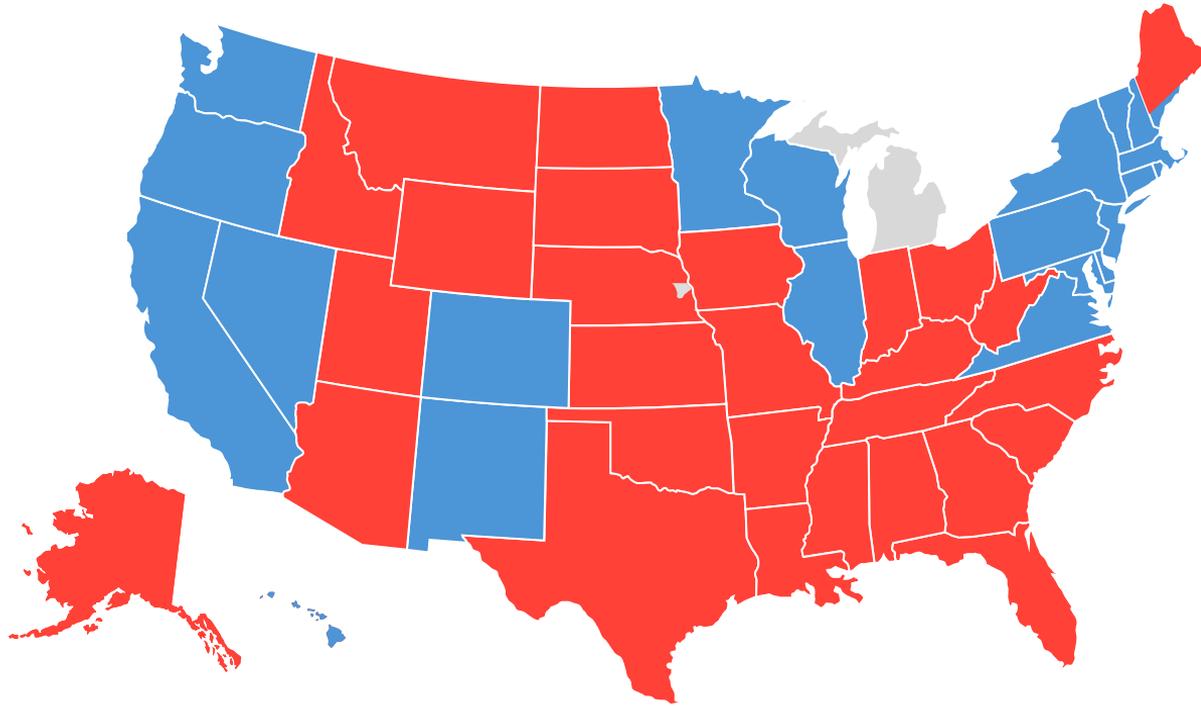
232 | 306

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

- DEMOCRAT
- TOSS-UP
- REPUBLICAN



# IF TURNOUT AMONG POC DROPS 4pp



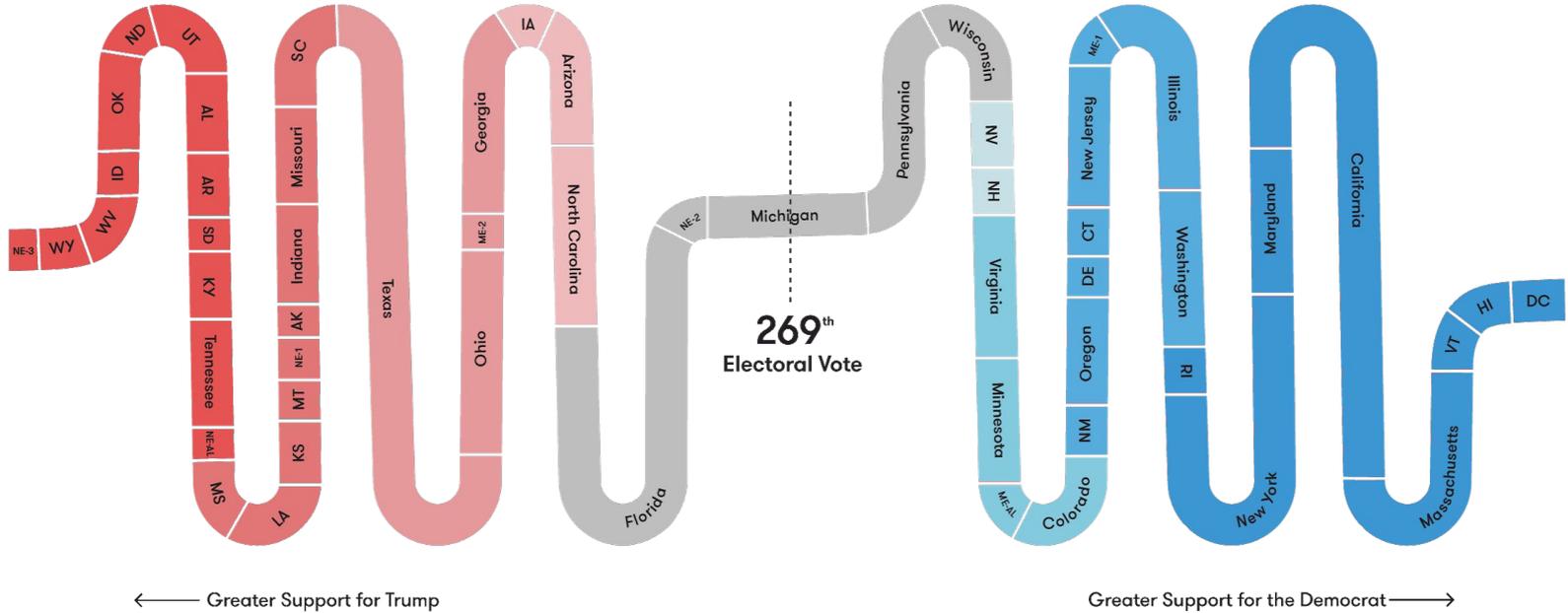
262 | 269 | 17

We lose FL and MI is a toss-up.

-  DEMOCRAT
-  TOSS-UP
-  REPUBLICAN



# FL, WI, PA & MI CRITICAL TO 270



← Greater Support for Trump

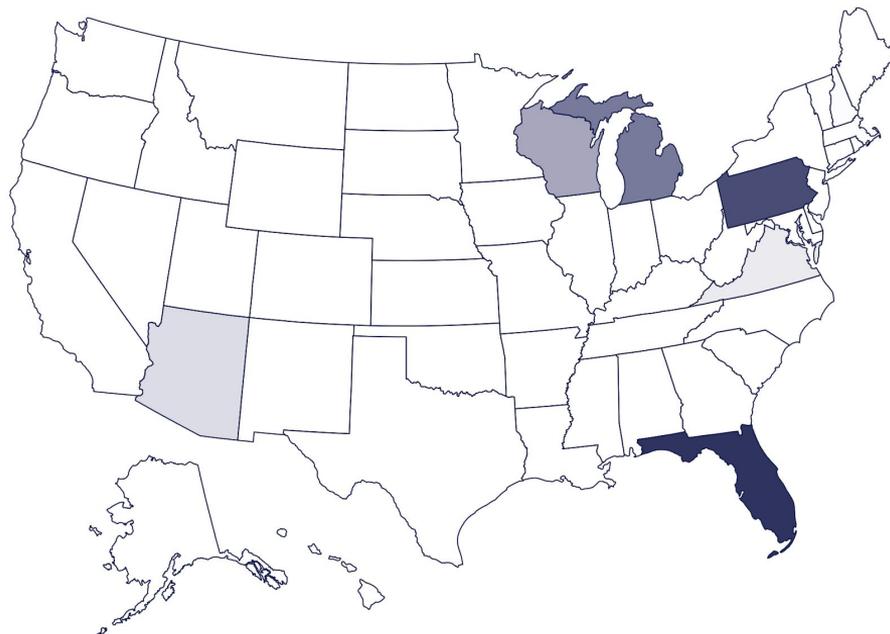
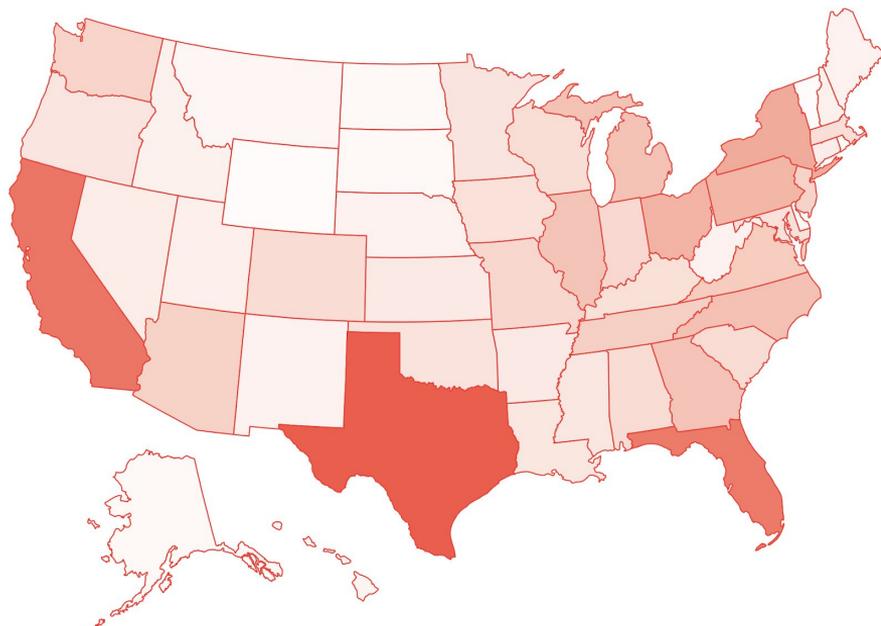
Greater Support for the Democrat →



# PRIORITIES USA FOCUSED ON KEY STATES

Trump Digital Spend since 7/21

PUSA and PUSAA Digital Spend Since 7/21



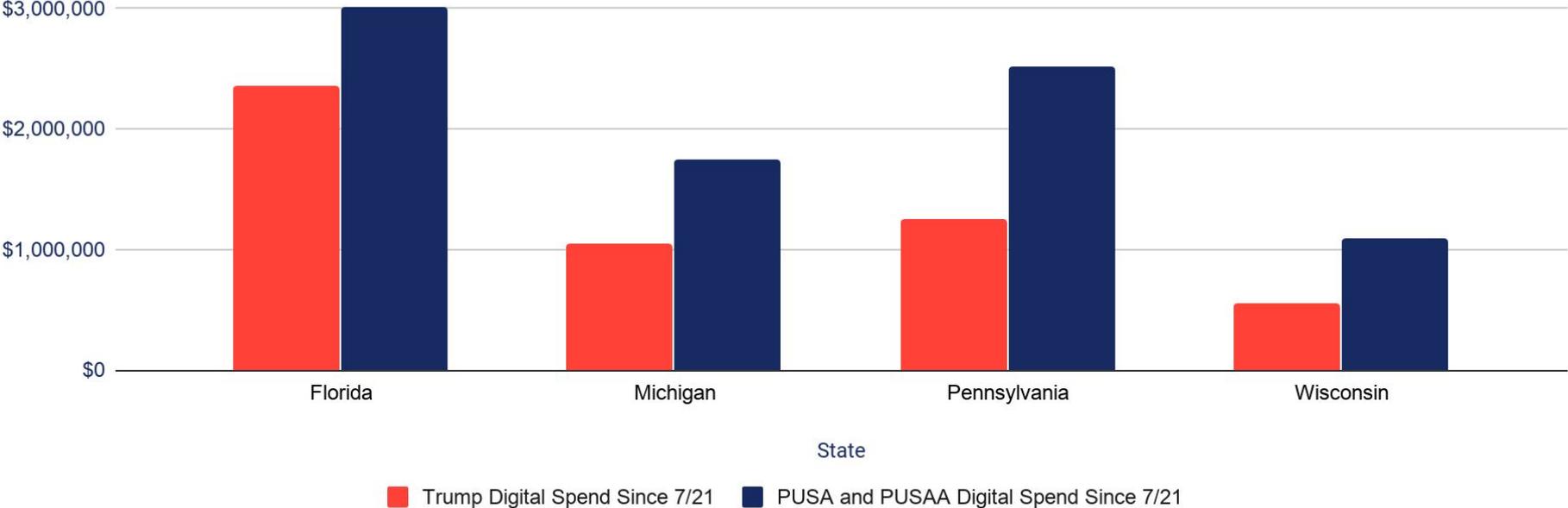
□ \$0 □ \$1,000,000 □ \$2,000,000 □ \$3,000,000

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



# PRIORITIES USA OUTSPENT TRUMP IN KEY STATES

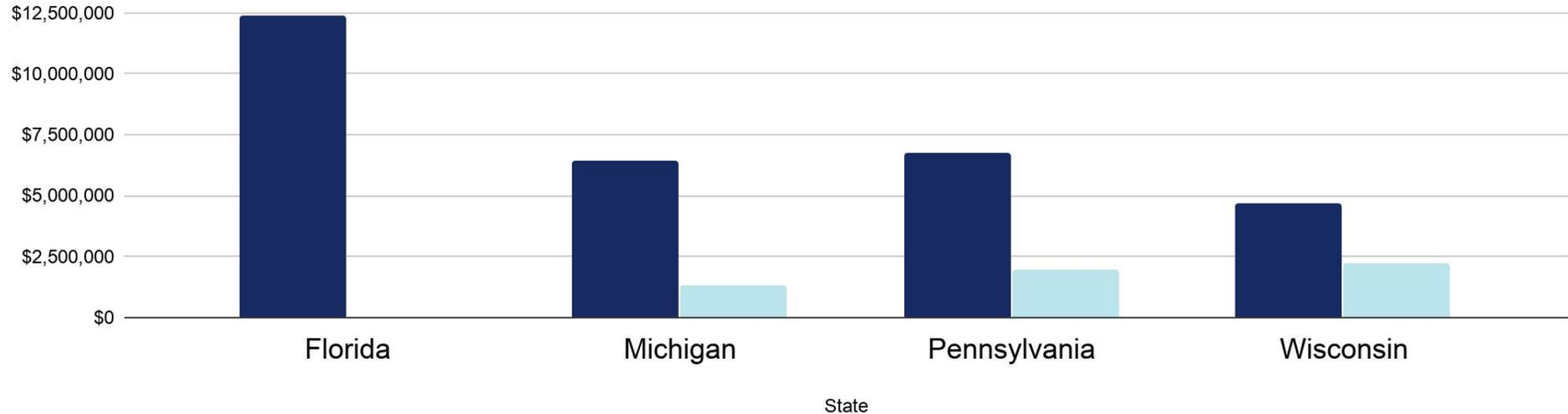
Trump vs. Priorities USA Digital Spend in Core States Since 7/21



# 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 =  $\pm 2.0$  percentage points*



# TRUMP HAS SEEN SOME RECOVERY ON FAVORABILITY AND JOB APPROVAL

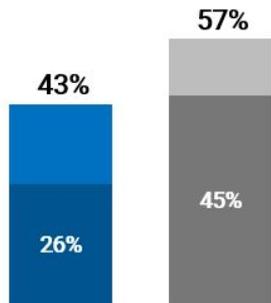
*Donald Trump's Job Approval as President*

*Feelings toward Donald Trump*

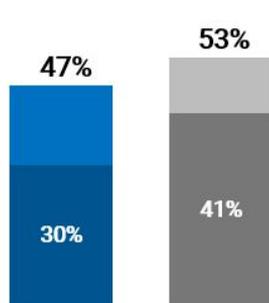


*Unfavorable:*

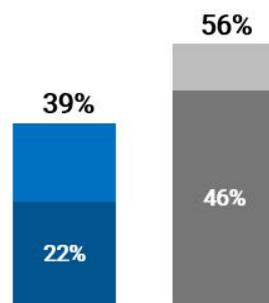
FL 50%  
MI 54%  
PA 52%  
WI 56%



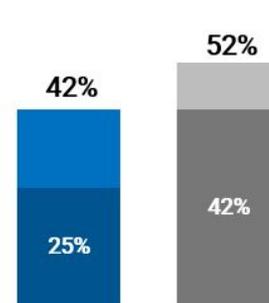
October 2019



February 2020



October 2019



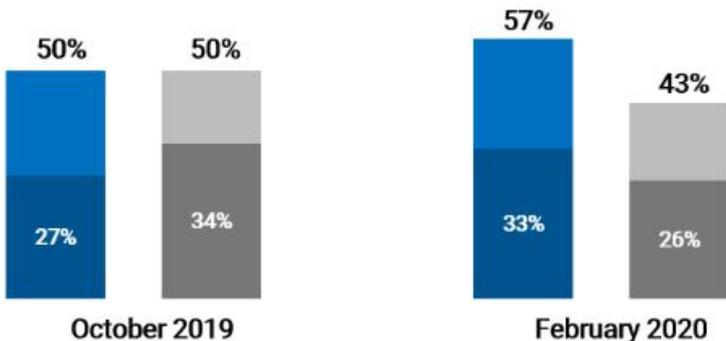
February 2020



# 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

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

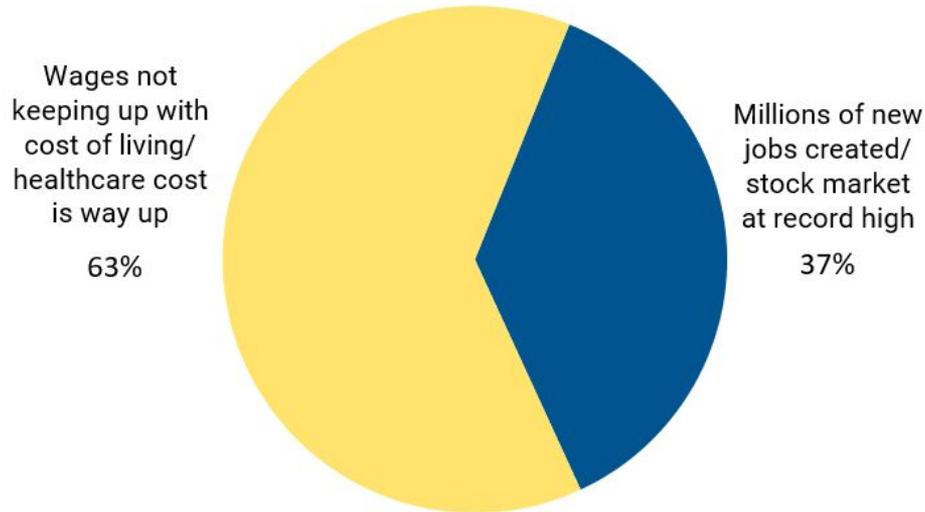
67%

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



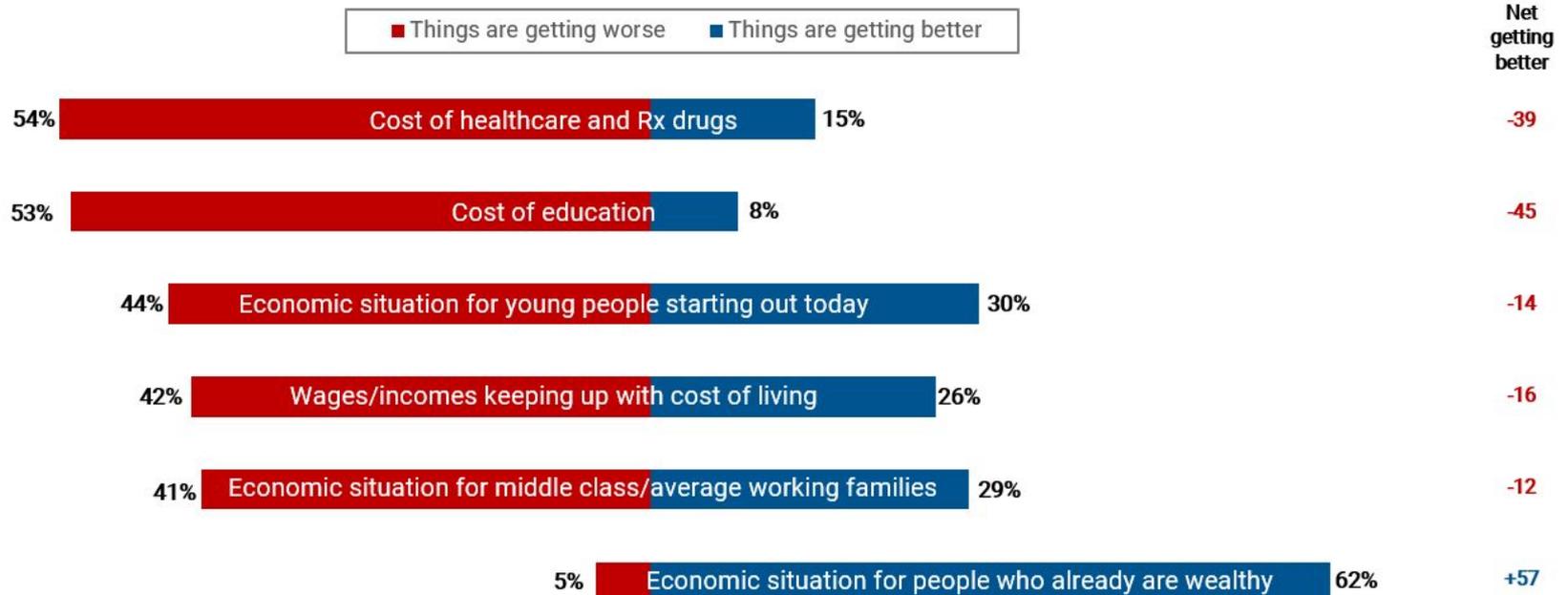
# FOCUS ON THE ISSUES THAT IMPACT VOTERS' LIVES

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



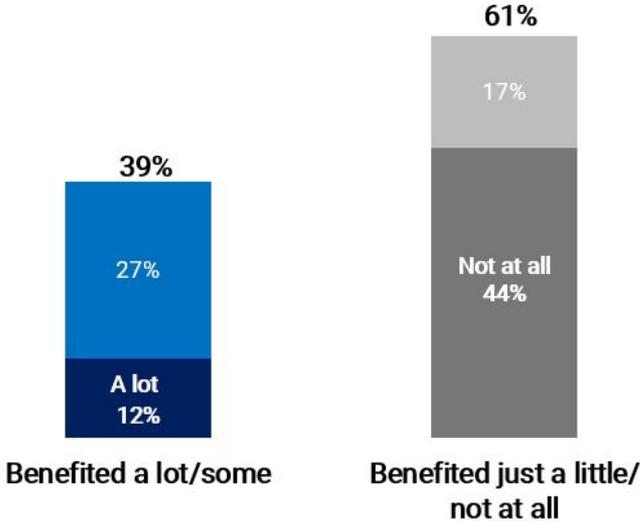
# VOTERS ARE BEING SQUEEZED WHILE THE WEALTHY BENEFIT

*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?*

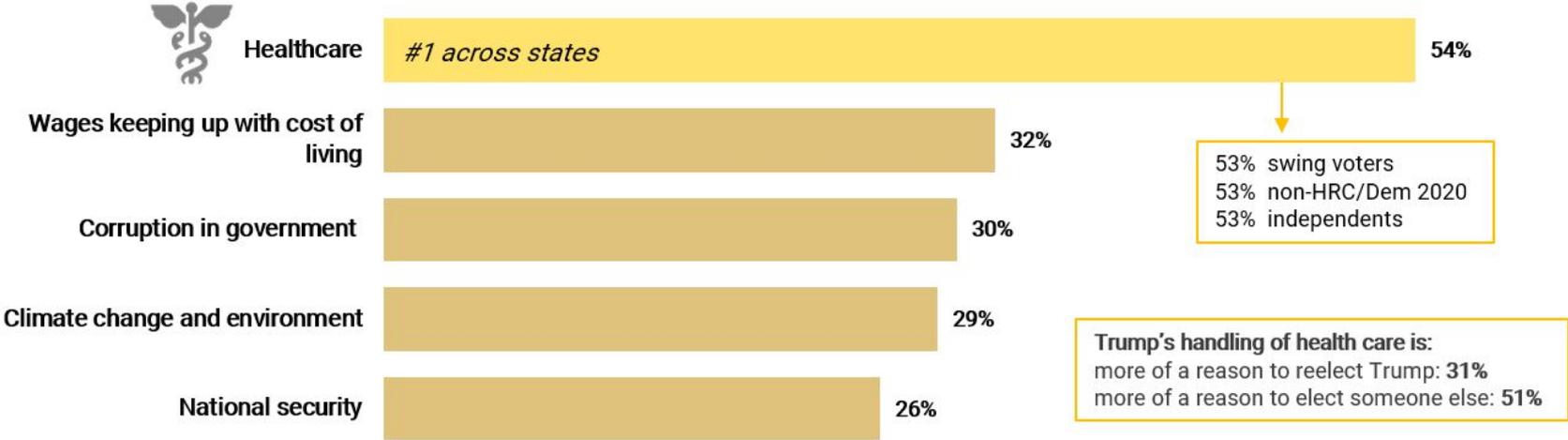


Benefited just a little/not at all	
White men non-college grads	55%
White men college grads	48%
<b>White women non-college grads</b>	<b>61%</b>
White women college grads	65%
-----	
<b>Voters of color</b>	<b>75%</b>
-----	
<b>Income under \$40K</b>	<b>69%</b>
Income \$40K to \$75K	61%
Income over \$75K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



# 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

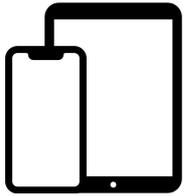
Donald Trump said, "I have the right to do whatever I want as president," and that is what he has done—**acting impulsively, creating chaos, and putting his ego first.** He forced us into the longest government shutdown in American history, sold out our main ally against ISIS, **put coverage for preexisting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

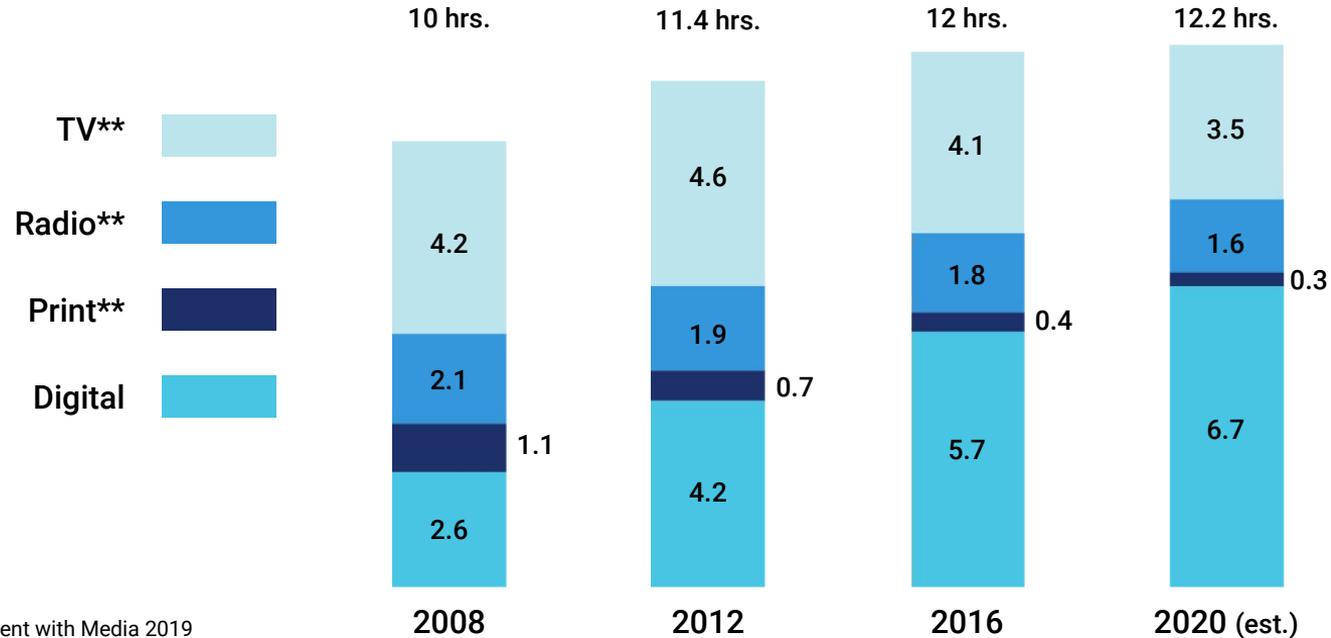


**Linear TV & Cable**  
**Smart TV / “OTT”**  
(incl. Addressable TV)



# WHERE ARE VOTERS SPENDING TIME IN 2020?

Time Spent with Media per Day (Hours)



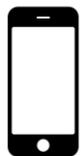
Source: eMarketer, Time Spent with Media 2019



# 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



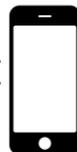
*Get to the office*

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

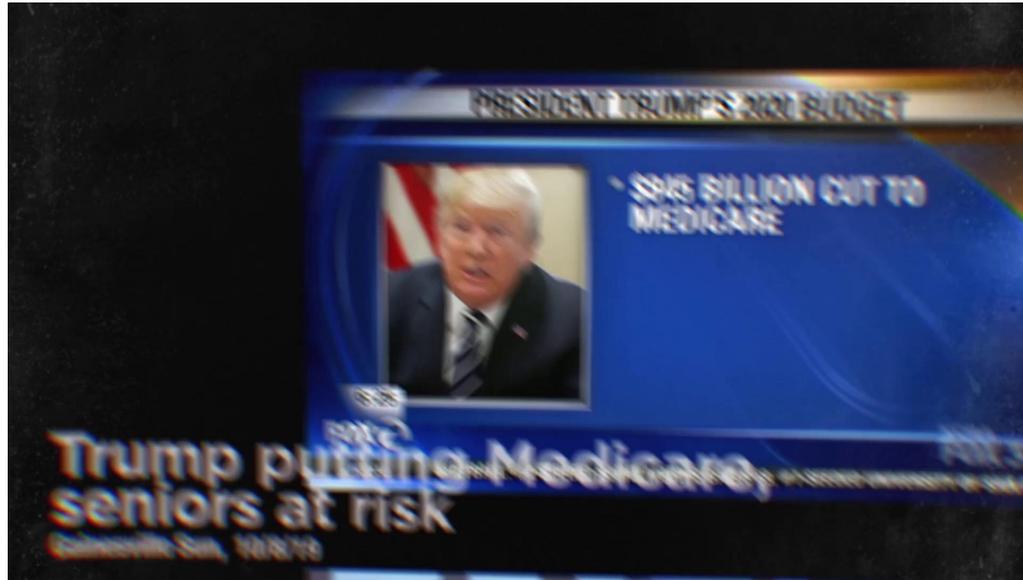


## PENNSYLVANIA

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



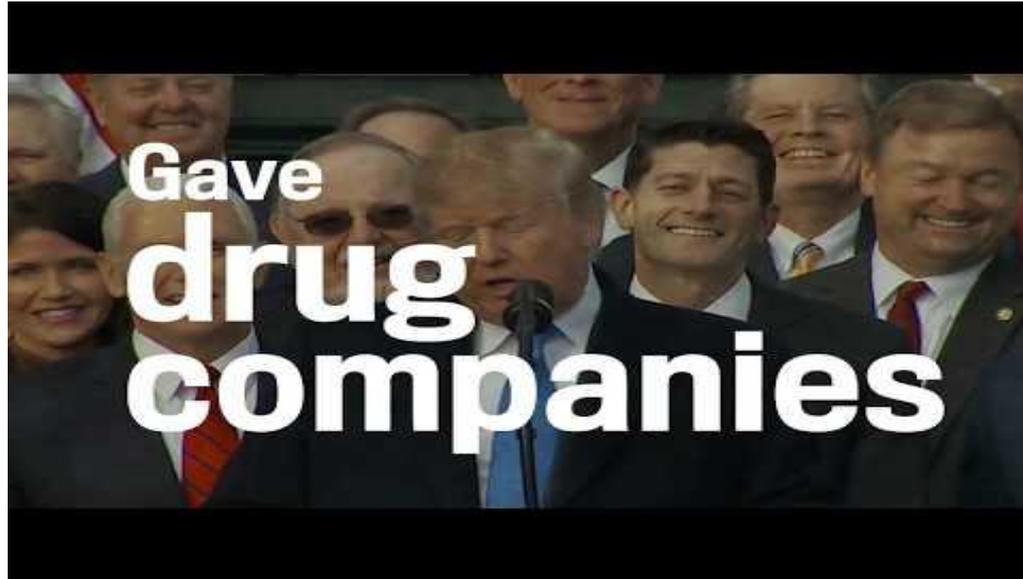
“WHATEVER I WANT”



“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



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**PRIORITIES**

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**USA**

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