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**PRIORITIES**

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**USA**

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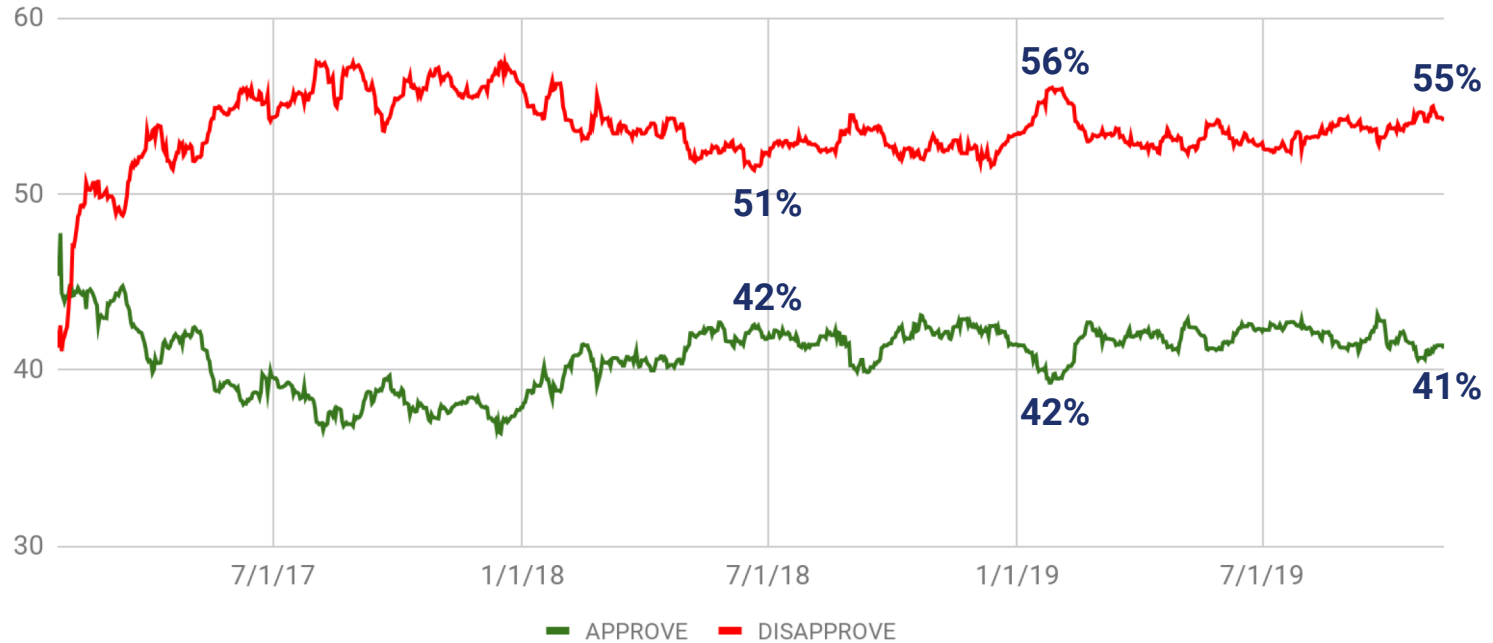
# PRESS BRIEFING

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11.13.19

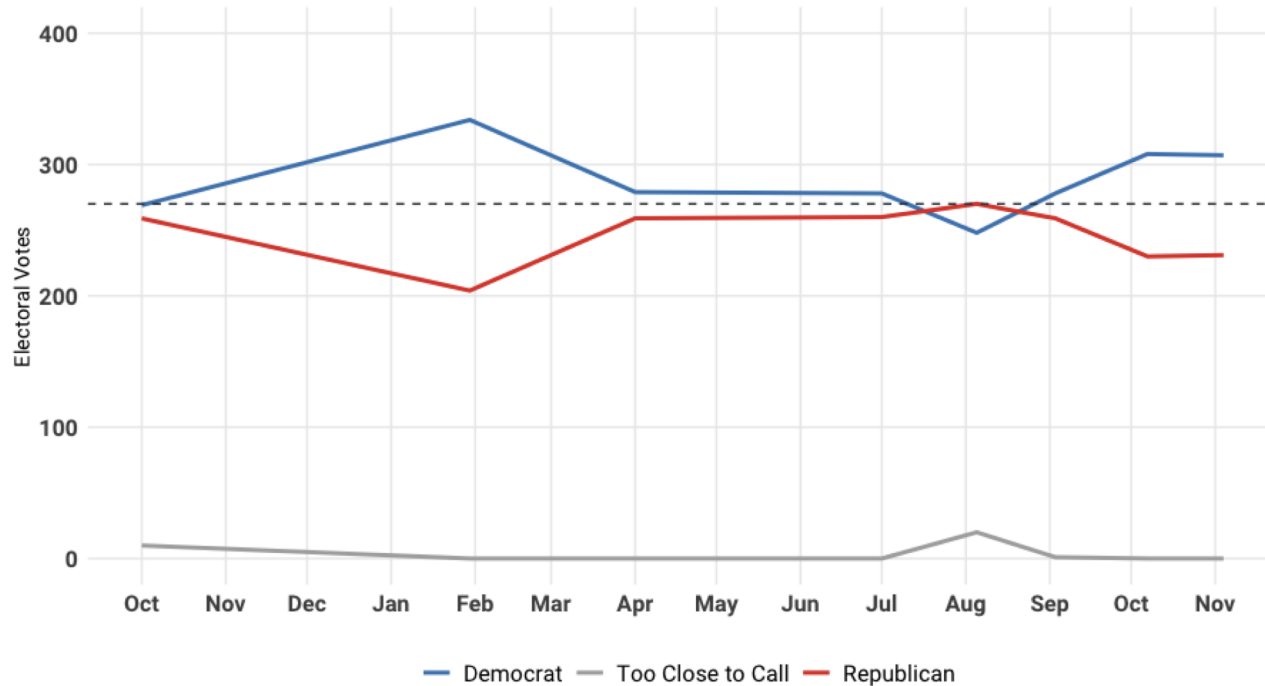
# STATE OF THE RACE

# Trump Net-Approval at -14 Now

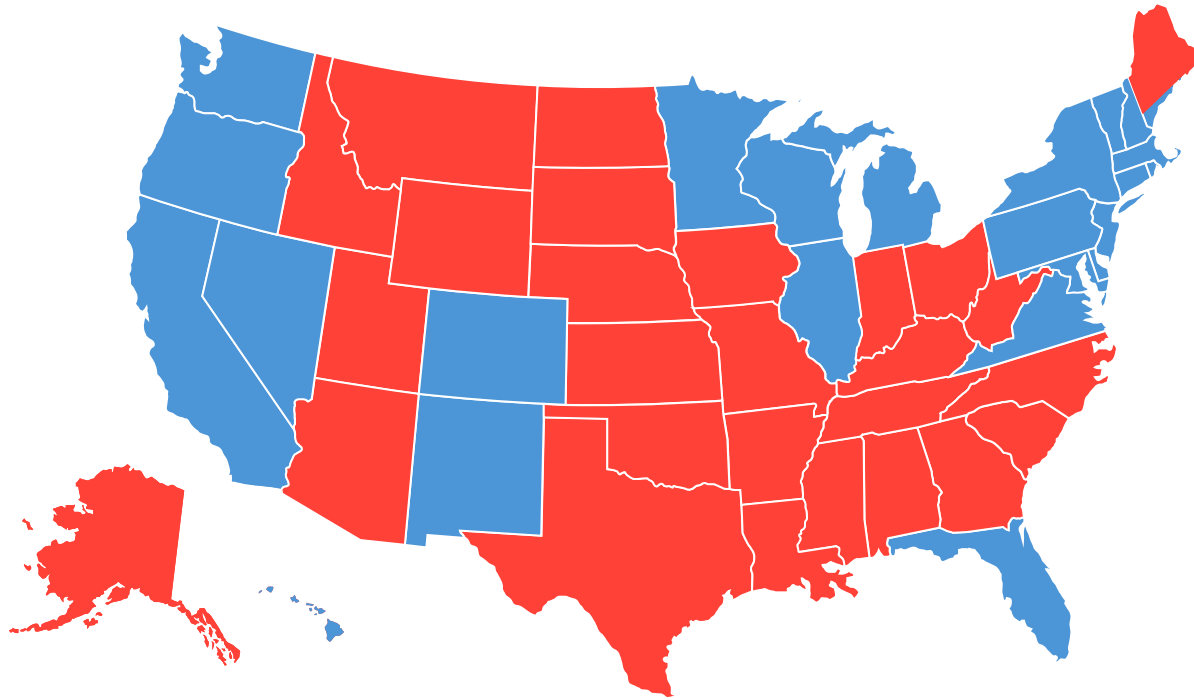




# National Topline has been Steady but States have Flipped Month-to-Month

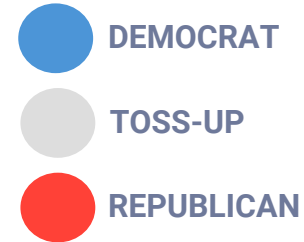


# If Election Were Held Today

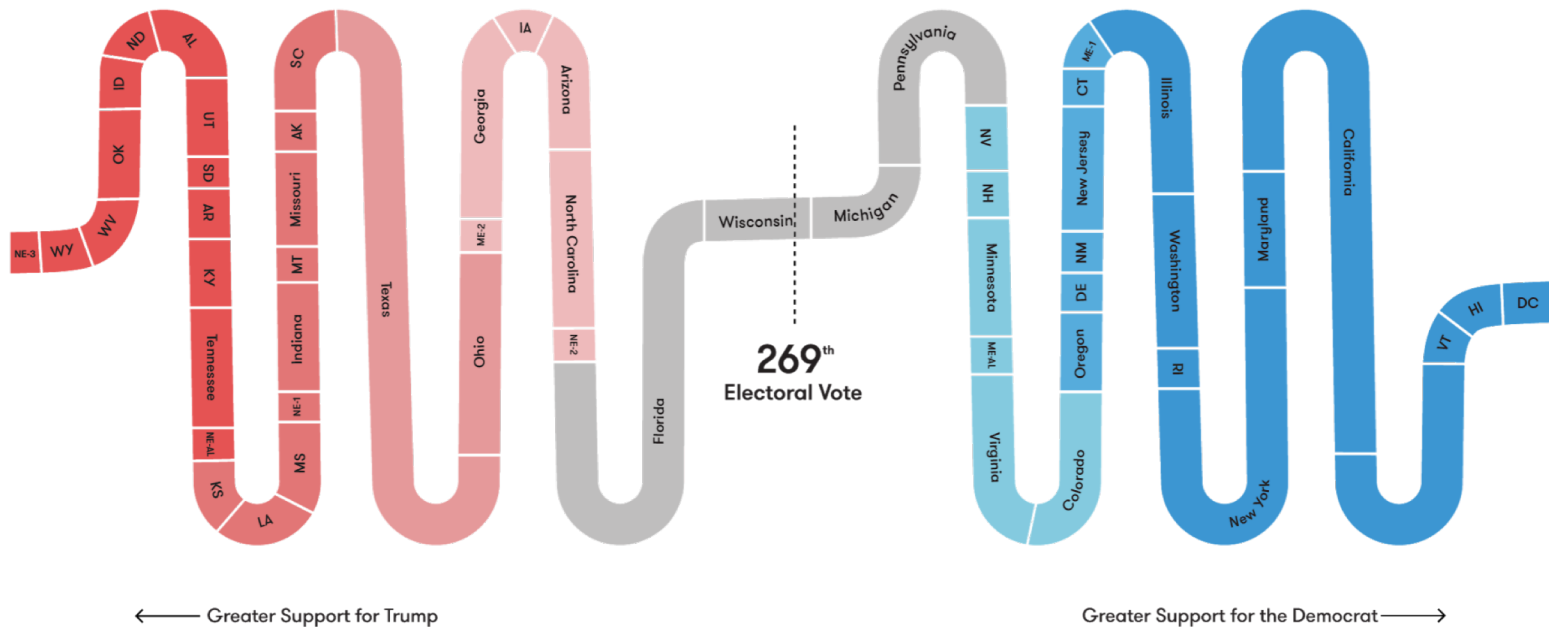


307 | 231

We win FL, but lose NC and AZ.

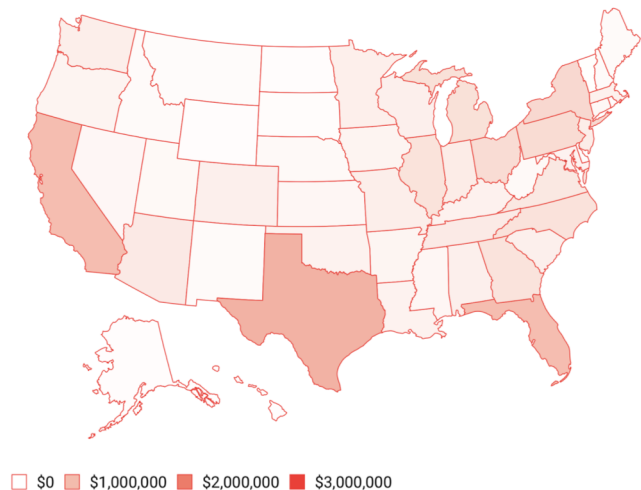


## FL, WI, PA & MI Critical to 270

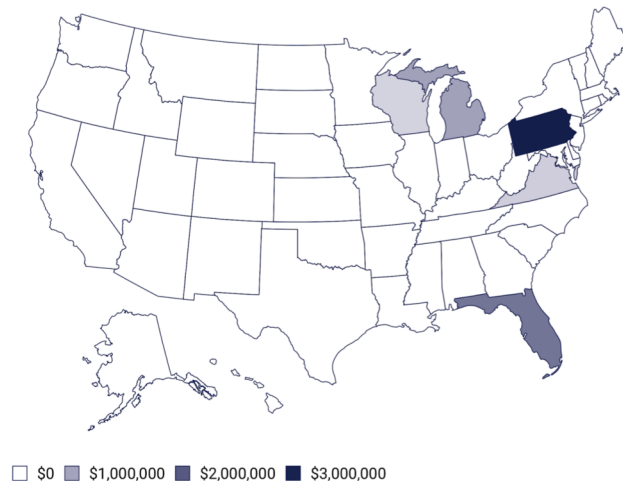


# Priorities USA Focused on Key States

Trump Digital Spend Since 7/21

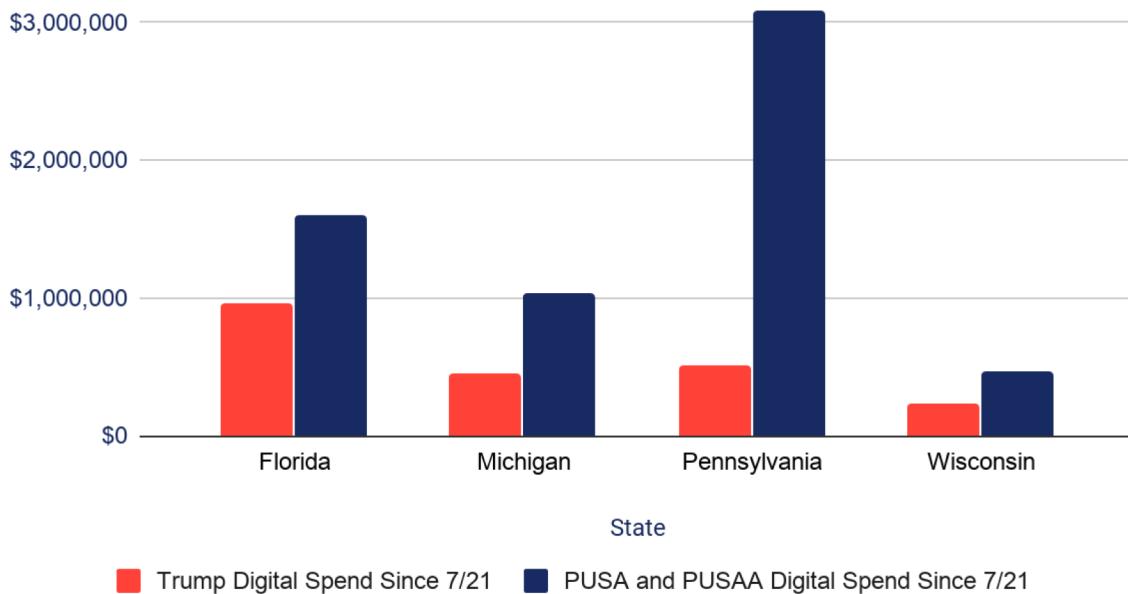


PUSA and PUSAA Digital Spend Since 7/21



# 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

**Donald J. Trump**  
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ID: 2721027114608412

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.  
DONALDJTRUMP.COM

Sign Up

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JUST RELEASED: THE KEEP AMERICA GREAT PUMPKIN HAT

Keep America Great this season with the EXCLUSIVE 2019 Halloween Hat. Get yours now while supplies last.

Shop the Official Trump Store for the limited edition Keep America Great Pumpkin Hat today!

★ LIMITED EDITION HAT ★



**GET YOUR EXCLUSIVE  
KEEP AMERICA GREAT  
HALLOWEEN HAT!**

SHOP NOW! \$45

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THE TRUMP PUMPKIN HAT  
PLACE ORDER >>>  
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Shop Now


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ID: 432115387623097

Sign President Trump's Birthday Card!

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!**



PAID FOR BY TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE.


**SIGN CARD**  
[SIGN THE CARD>>](#)  
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Sign Up




# Priorities Program Focused on Holding Trump Accountable & Mobilizing Voters

**Priorities USA Action** ...

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ID: 454034571898052

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.  
[IWILLVOTE.COM](http://IWILLVOTE.COM)


[Learn More](#)

**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](#)



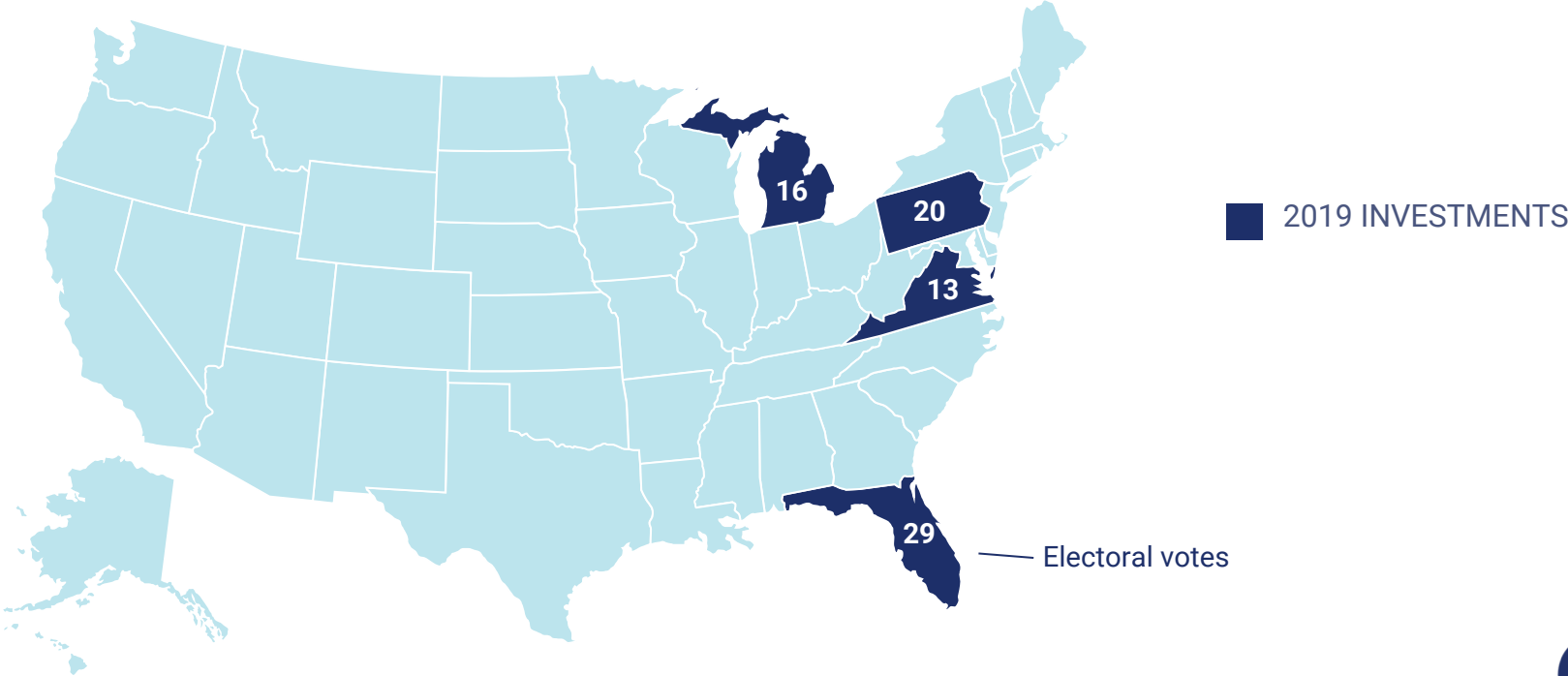
# Holding Trump Accountable on Kitchen Table Issues



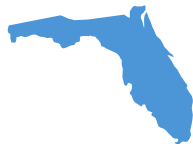


# **RESULTS FROM 2019**

# 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.



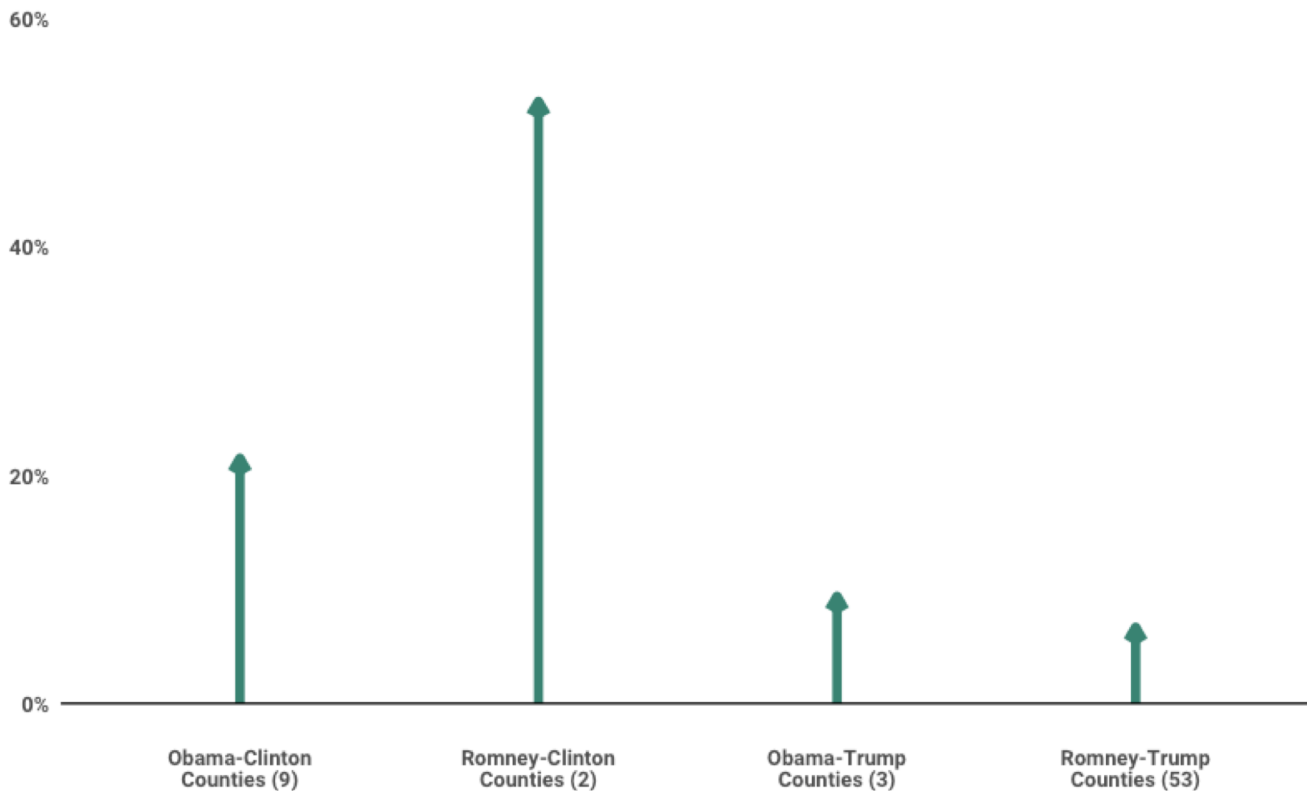
## Virginia

- 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**

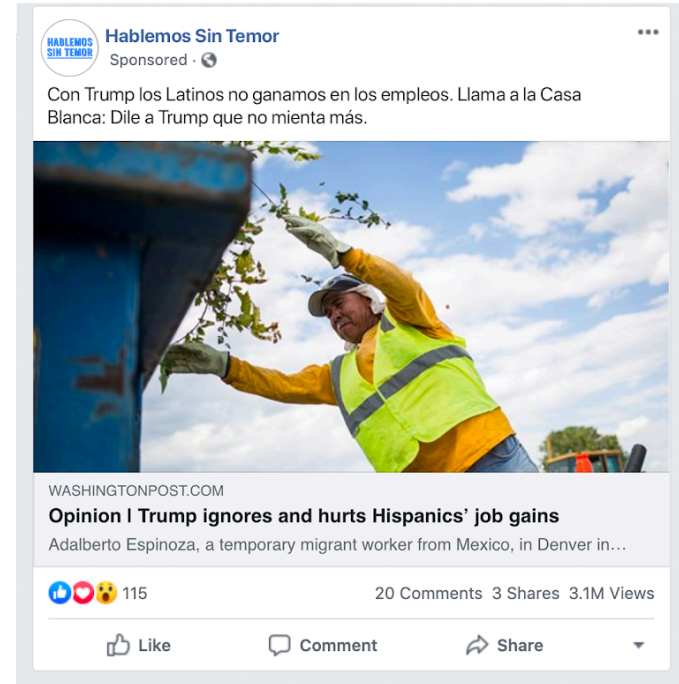


# Latino Program in FL & AZ

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





# State of Play in the 2020 Battlegrounds

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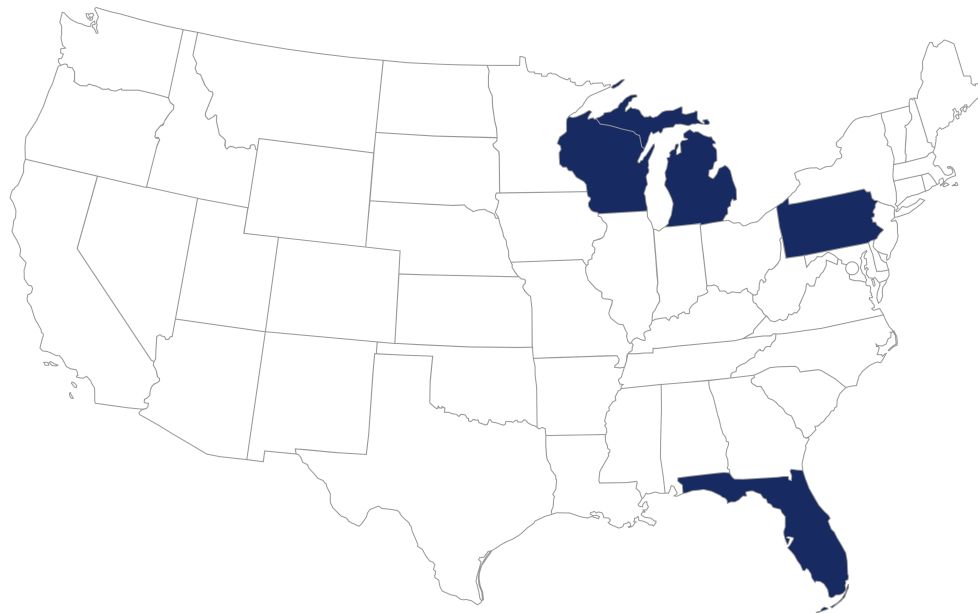
*Results of a recent survey across  
FL, MI, PA, WI*

# Methodology



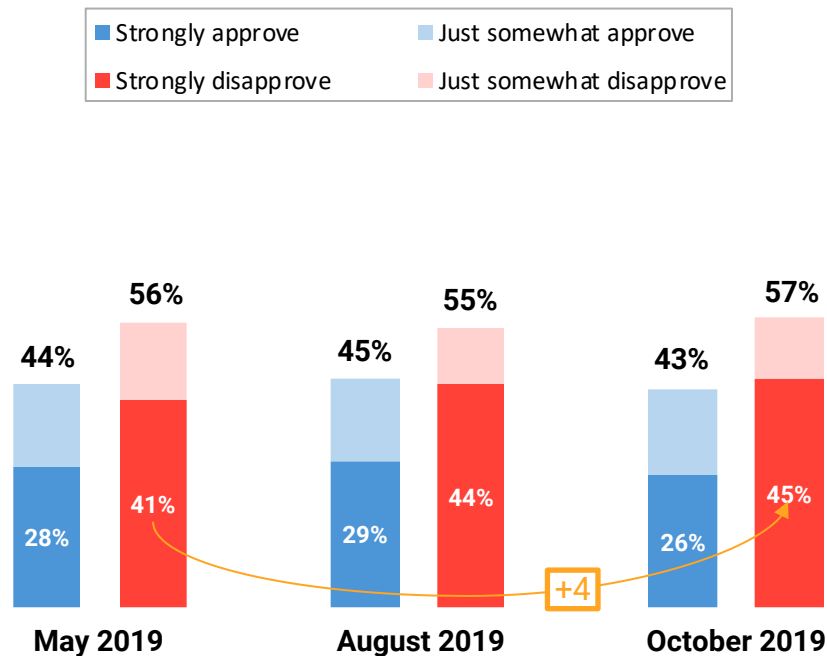
## ONLINE SURVEY: ALL REGISTERED VOTERS

- 2,500 registered voters across four key battleground states: Florida, Michigan, Pennsylvania, and Wisconsin
- Conducted October 18<sup>th</sup> to 28<sup>th</sup>, 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

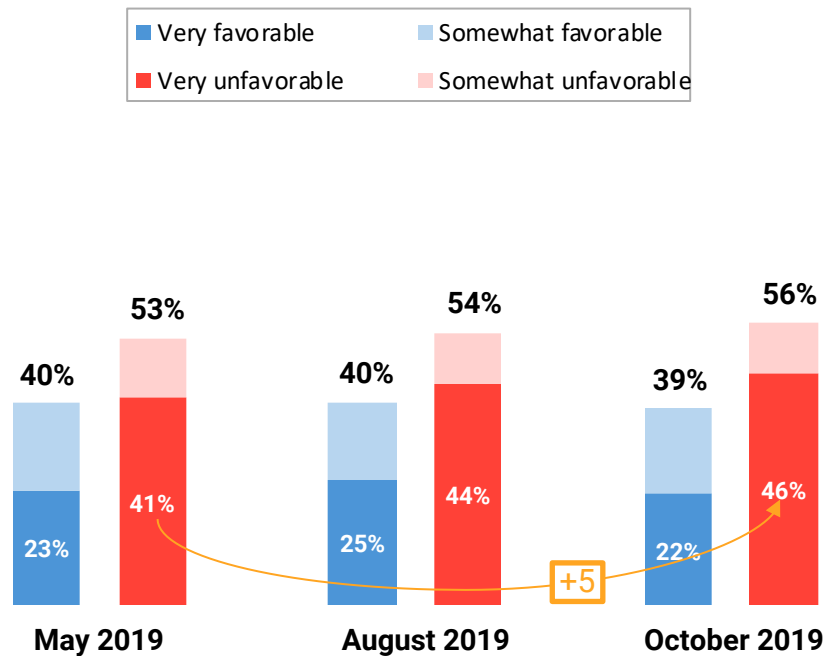


# Trump has slipped to his weakest position of 2019 as opposition continues to intensify

*Donald Trump's Job Approval as President*

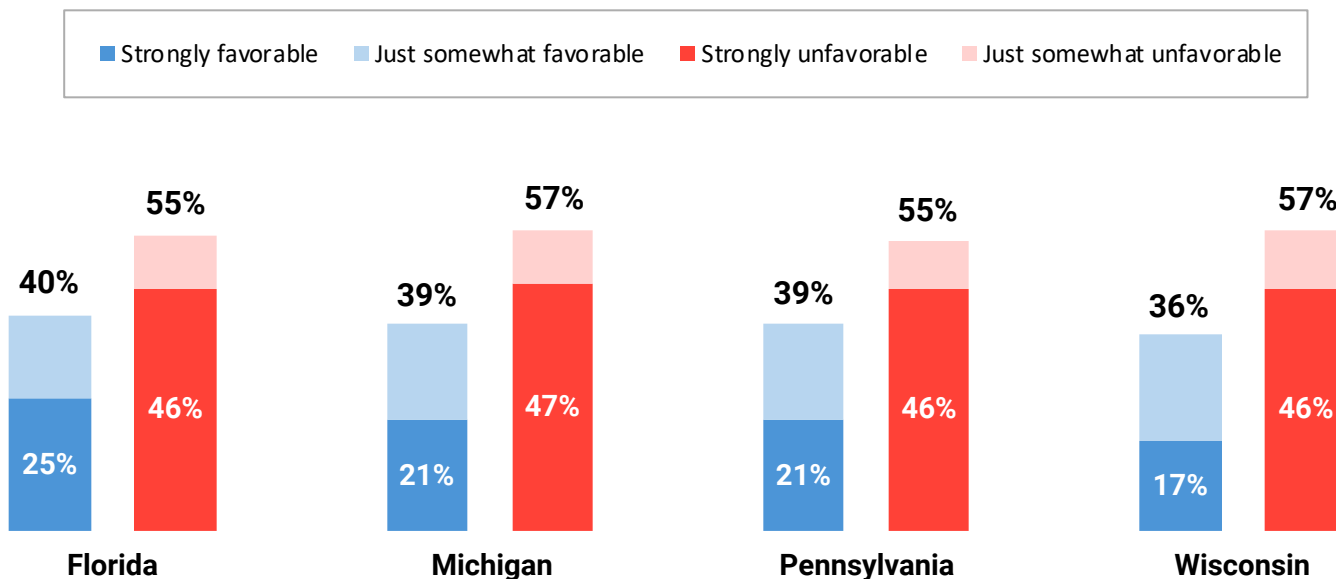


*Feelings toward Donald Trump*



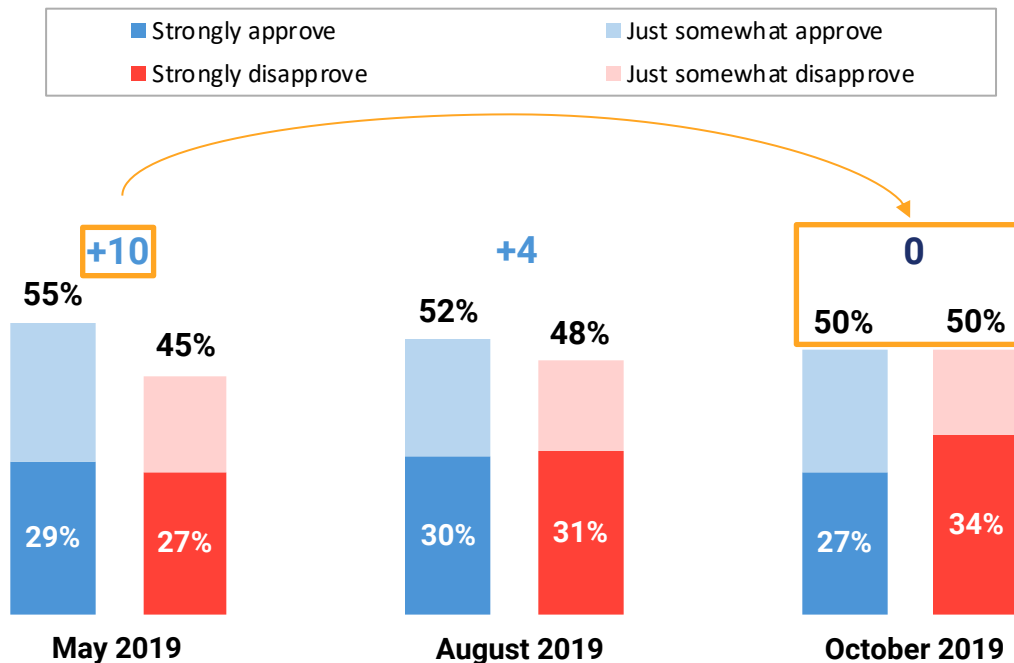
# Trump is personally disliked across each battleground state

*Feelings toward Donald Trump*



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

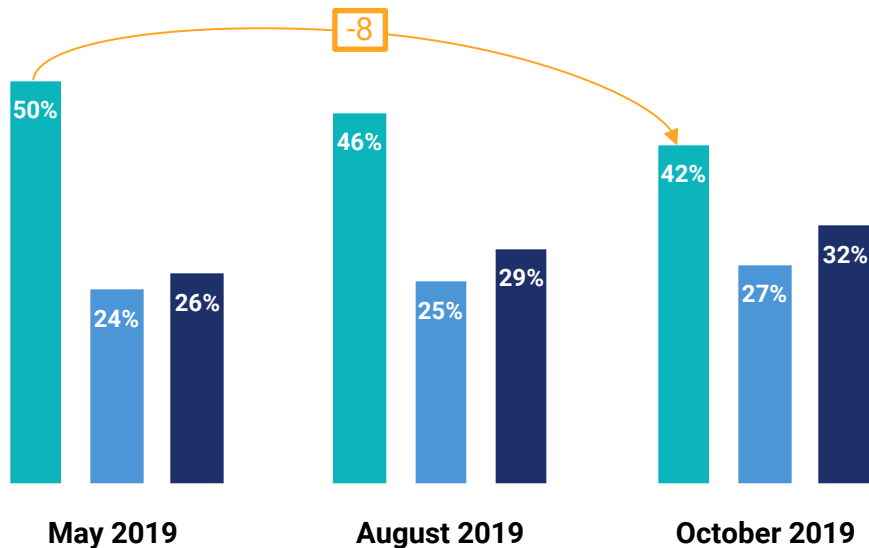
*Trump: Approval on the Economy*



# 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?*

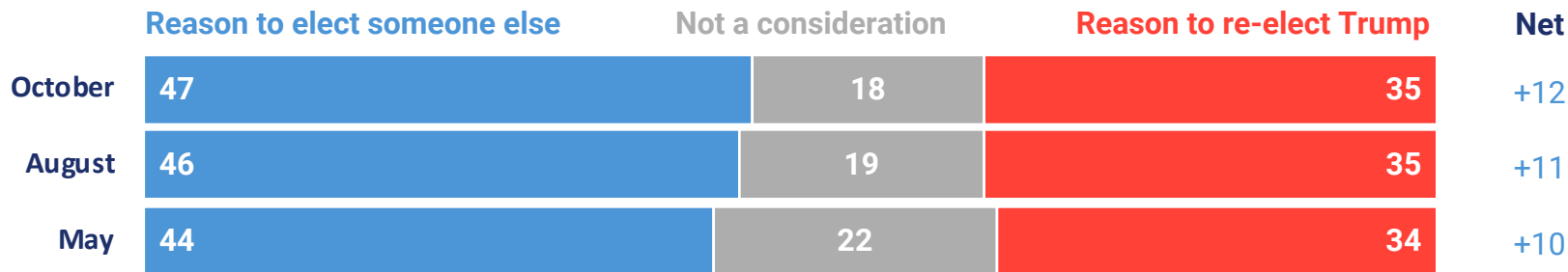
■ Satisfied ■ Just somewhat satisfied ■ Not satisfied



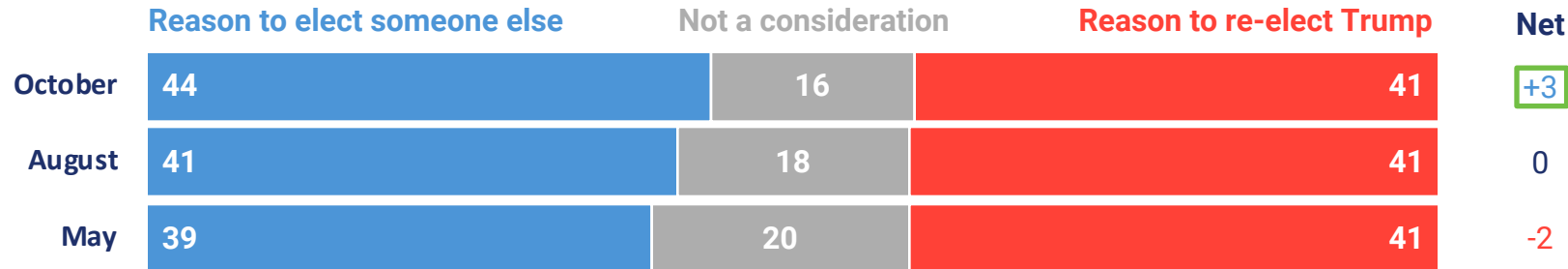
	% Satisfied		Change (May-Oct)
	May	October	
Florida	52%	42%	-10
Michigan	48%	41%	-7
Pennsylvania	51%	39%	-12
Wisconsin	45%	47%	+2
<hr/>			
White non-college men	55%	48%	-7
White non-college women	47%	34%	-13
White college men	65%	55%	-10
White college women	48%	46%	-2
<hr/>			
Democrats	30%	26%	-4
Independents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

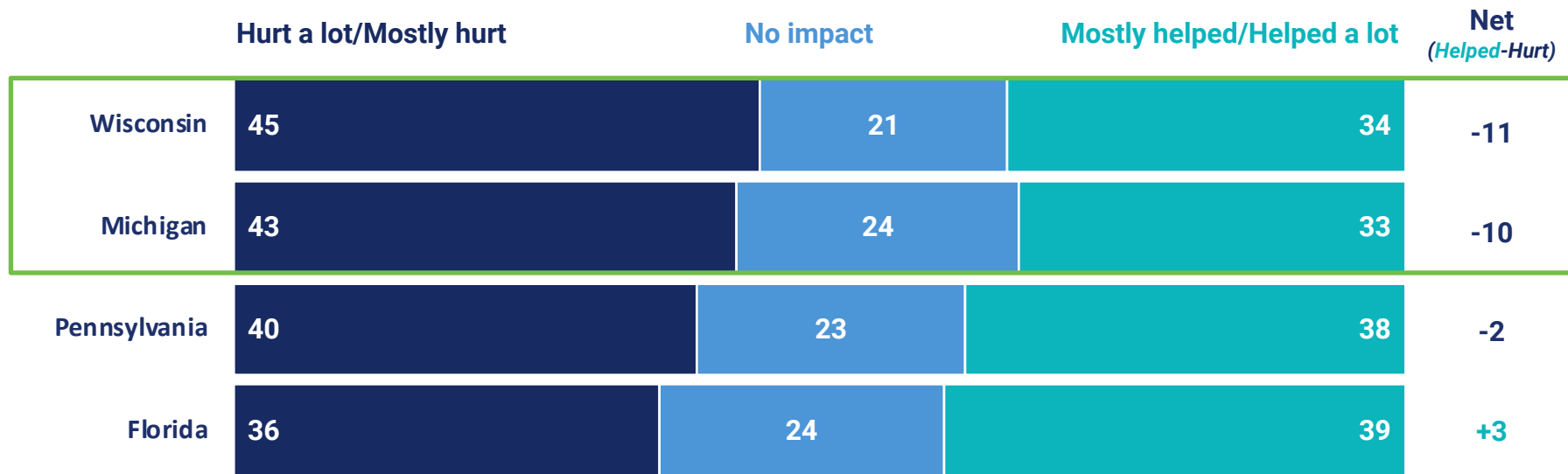


Do you think Donald Trump's handling of the economy is more of a...



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

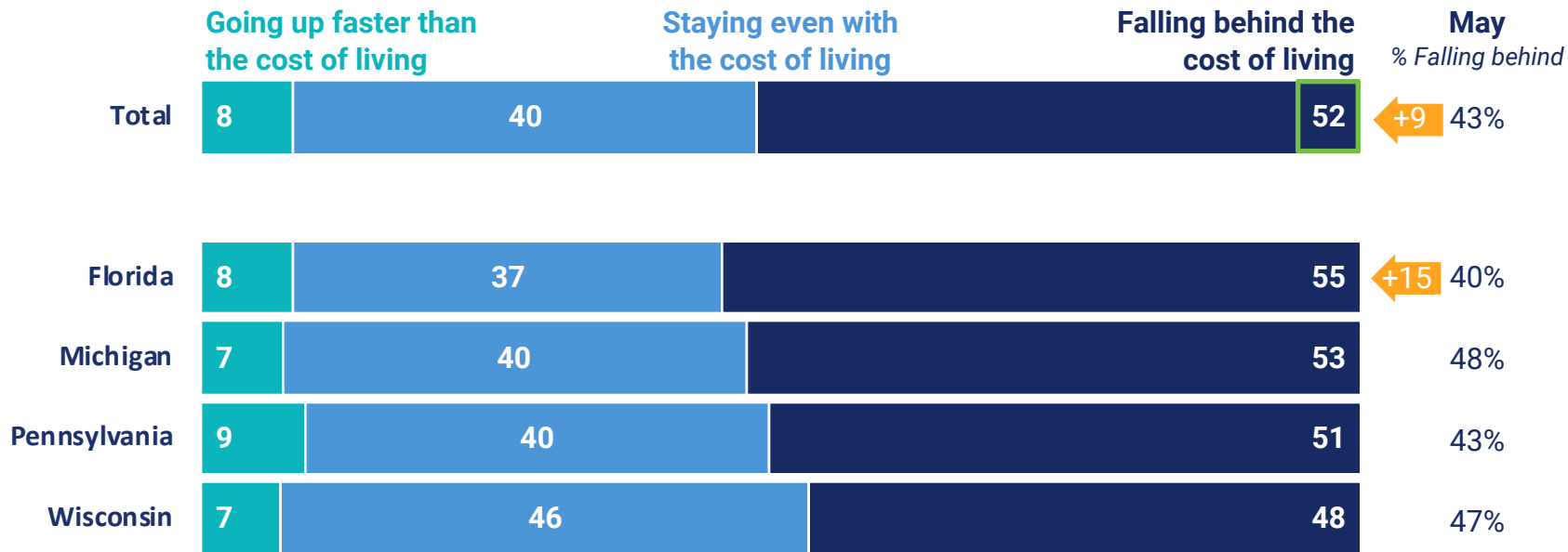
*How much do you feel Donald Trump's economic policies have helped or hurt the economy in [STATE]?*





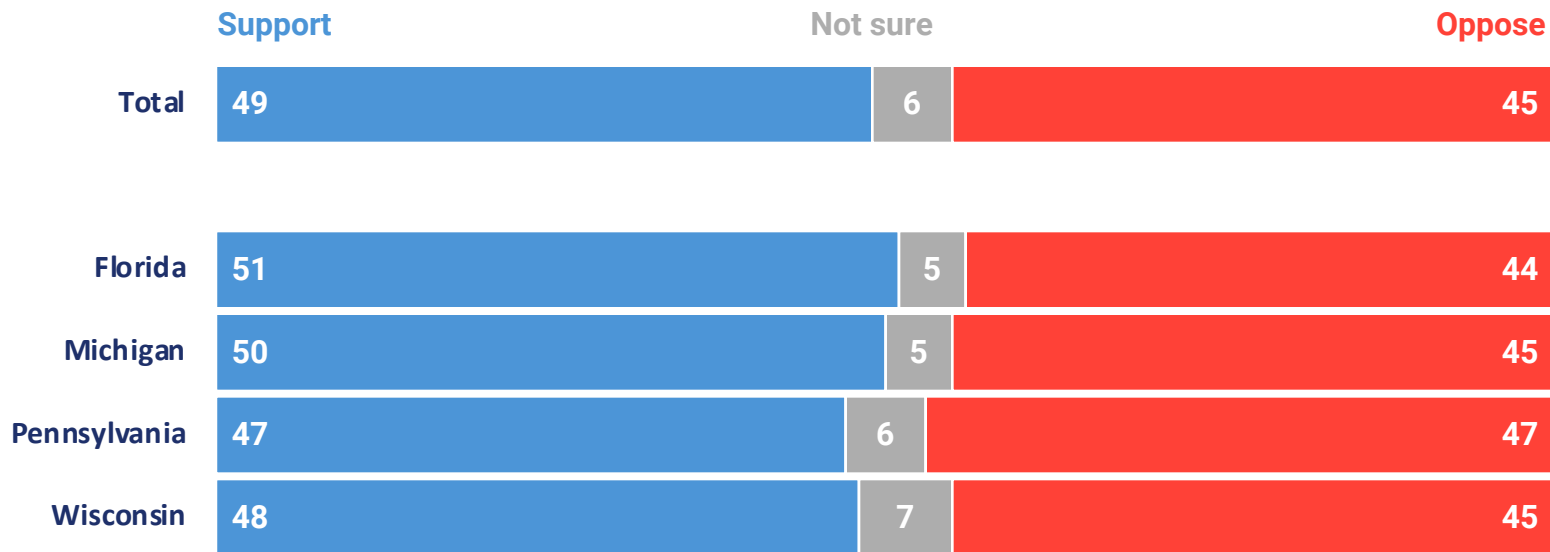
# For the first time, a majority say their income is falling behind the cost of living

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



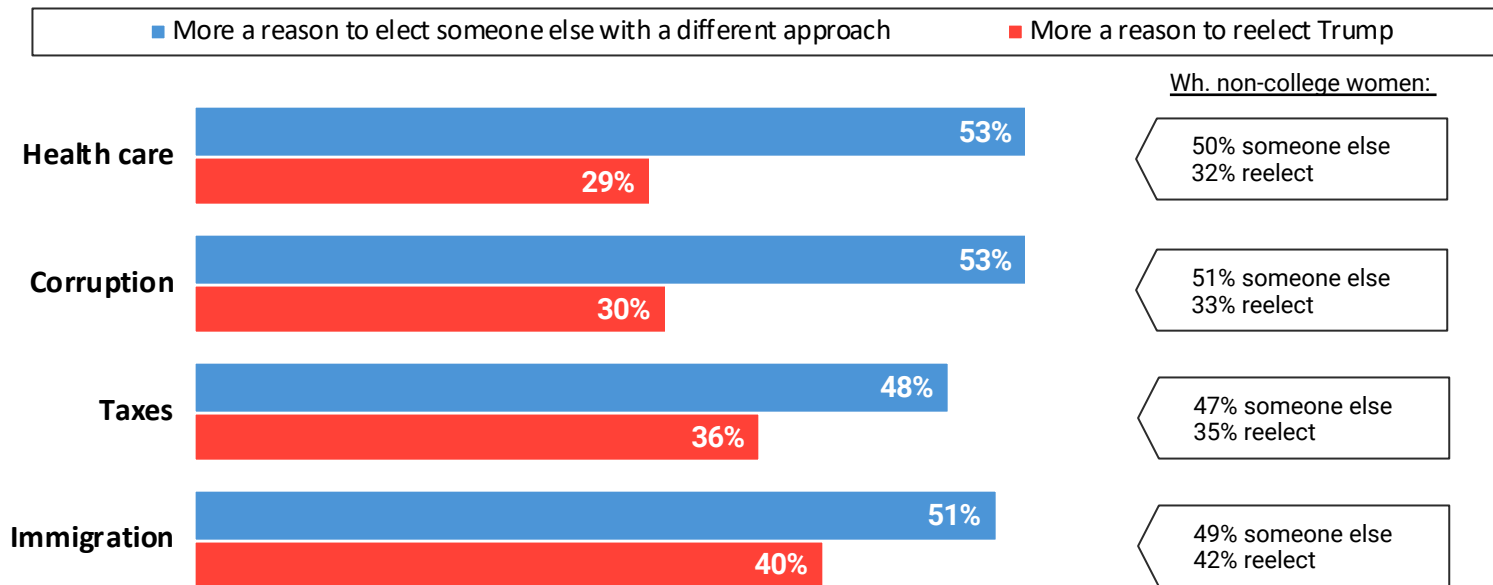
# Voters narrowly back impeachment and removal across these four battleground states

*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

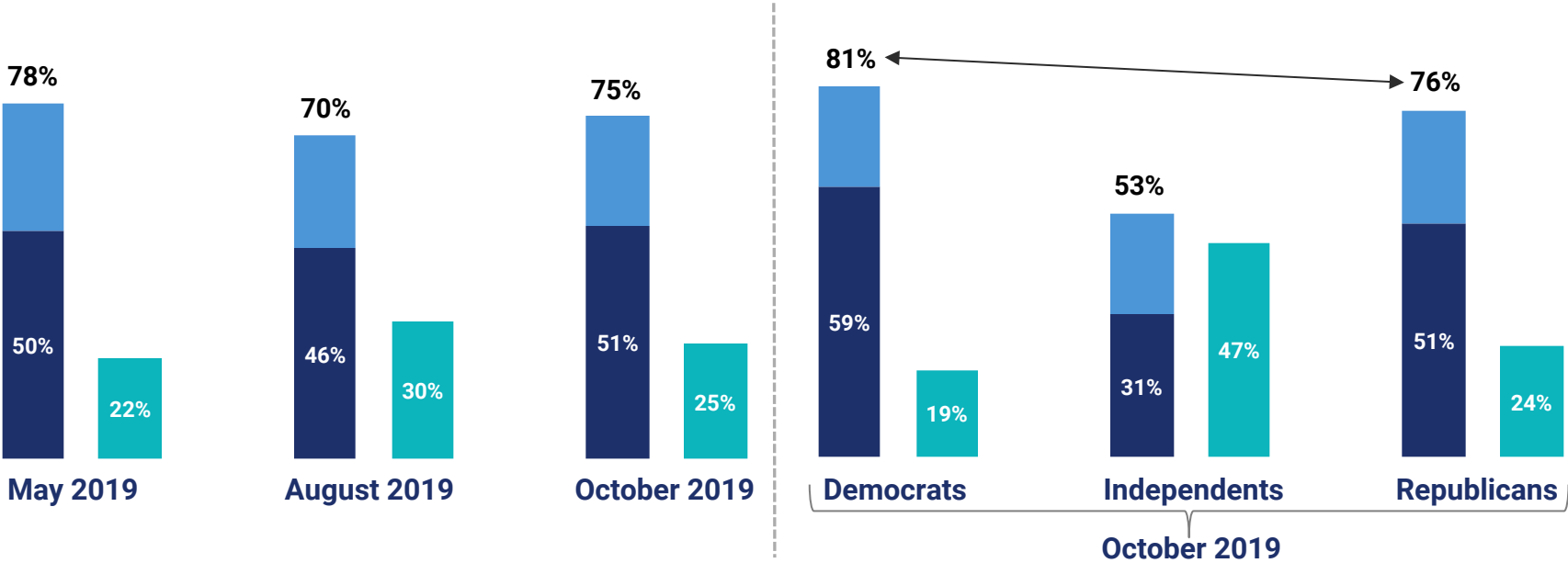
*Trump's handling of this issue is:*



# 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



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**PRIORITIES**

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**USA**

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