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**PRIORITIES**

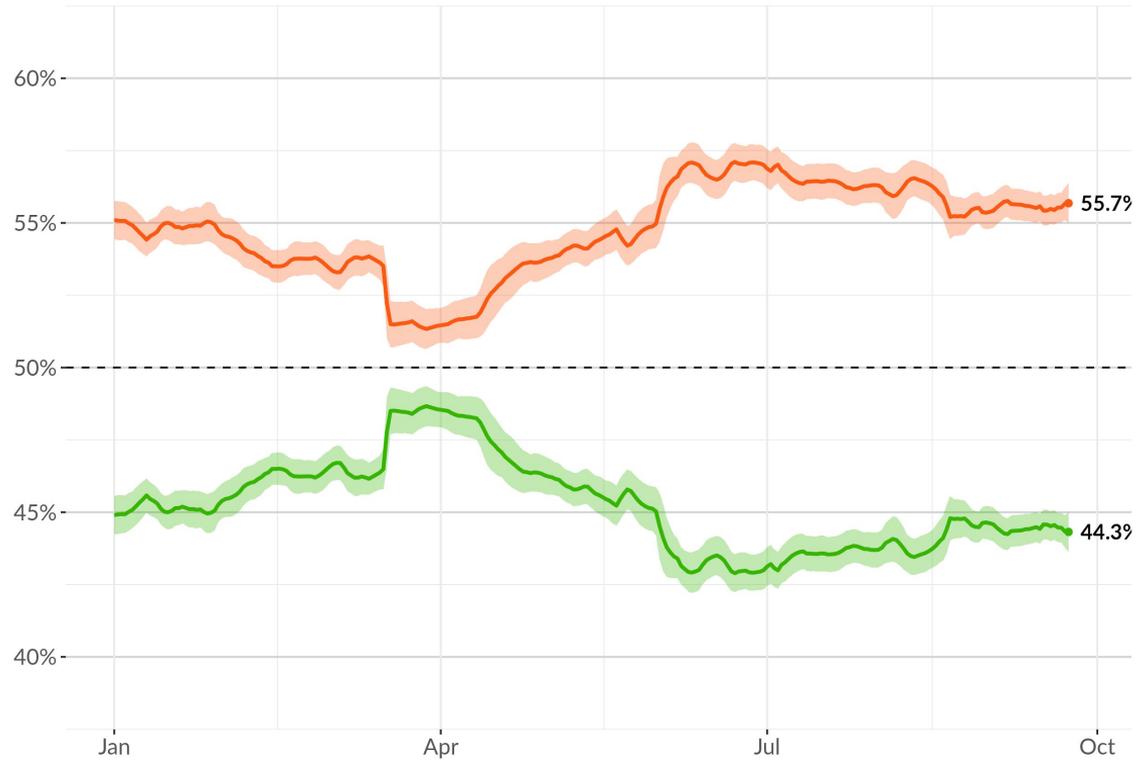
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**USA**

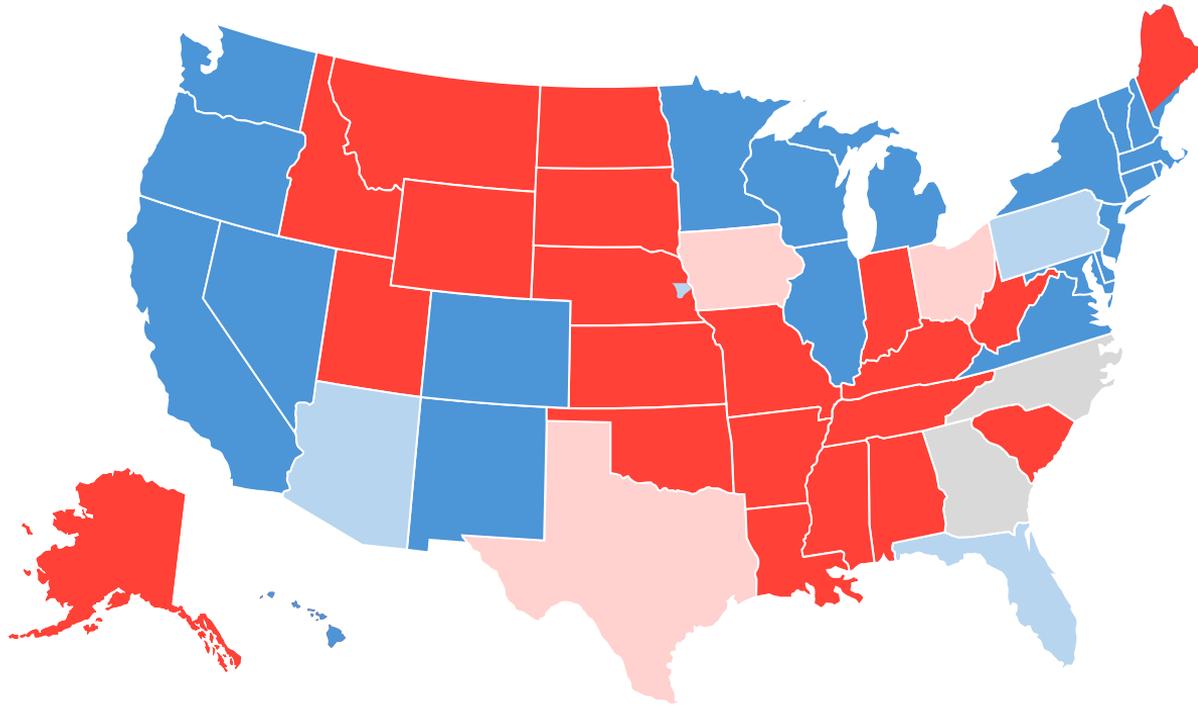
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# STATE OF THE RACE

# TRUMP NET APPROVAL REMAINED AT -11 THROUGH SEPT



# MANY STATES ARE STILL IN PLAY



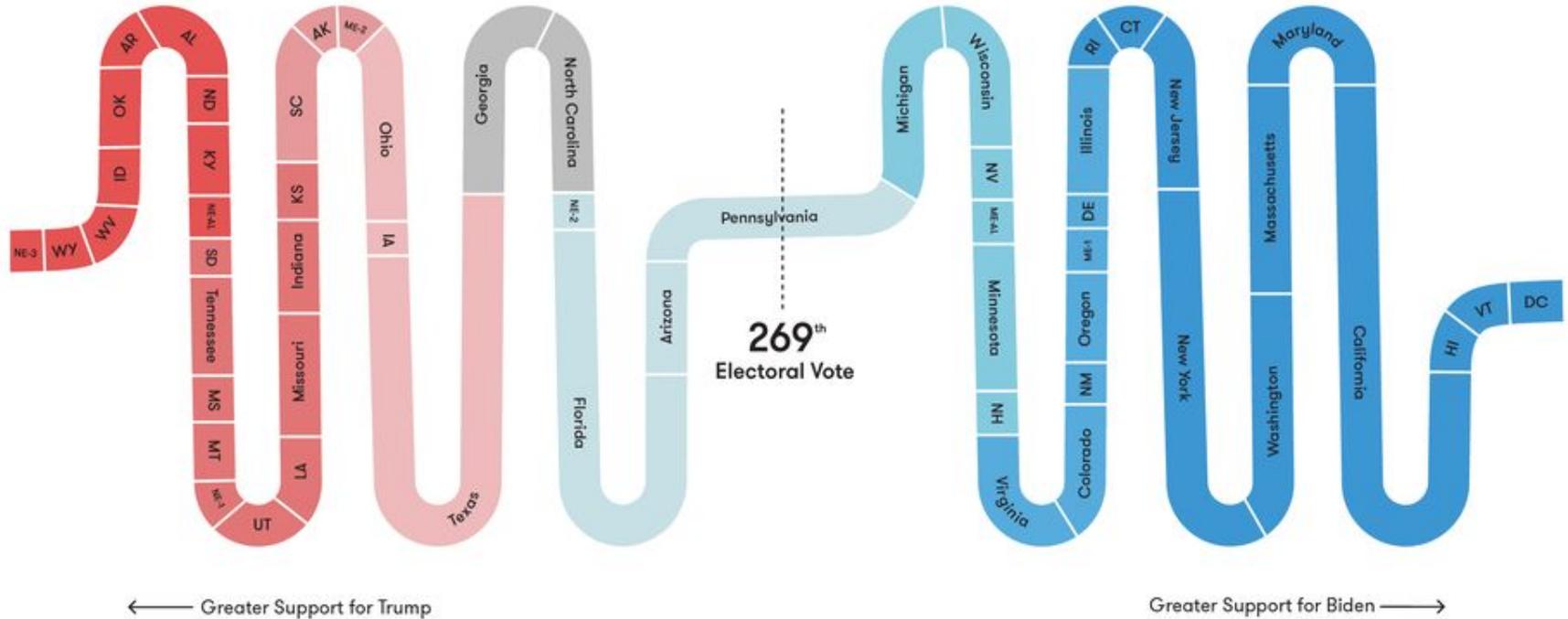
258 | 61 | 31 | 62 | 126

Biden's lead is narrow in PA, FL, and AZ. NC and GA are too close to call.

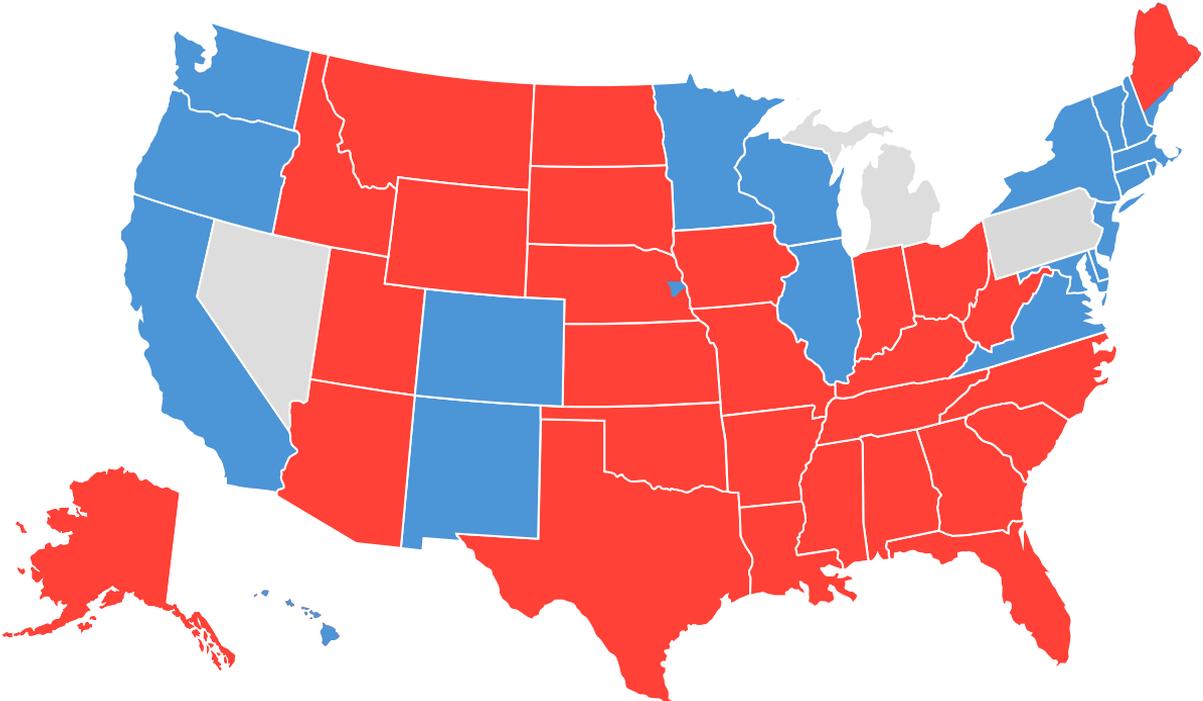
-  DEMOCRAT
-  LEAN DEMOCRAT
-  TOSS-UP
-  LEAN REPUBLICAN
-  REPUBLICAN



# BIDEN'S PATH TO 270 IS WIDENING



# A 3pp DECREASE IN WWC SUPPORT AND 4pp POC TURNOUT CREATES A TOSS-UP



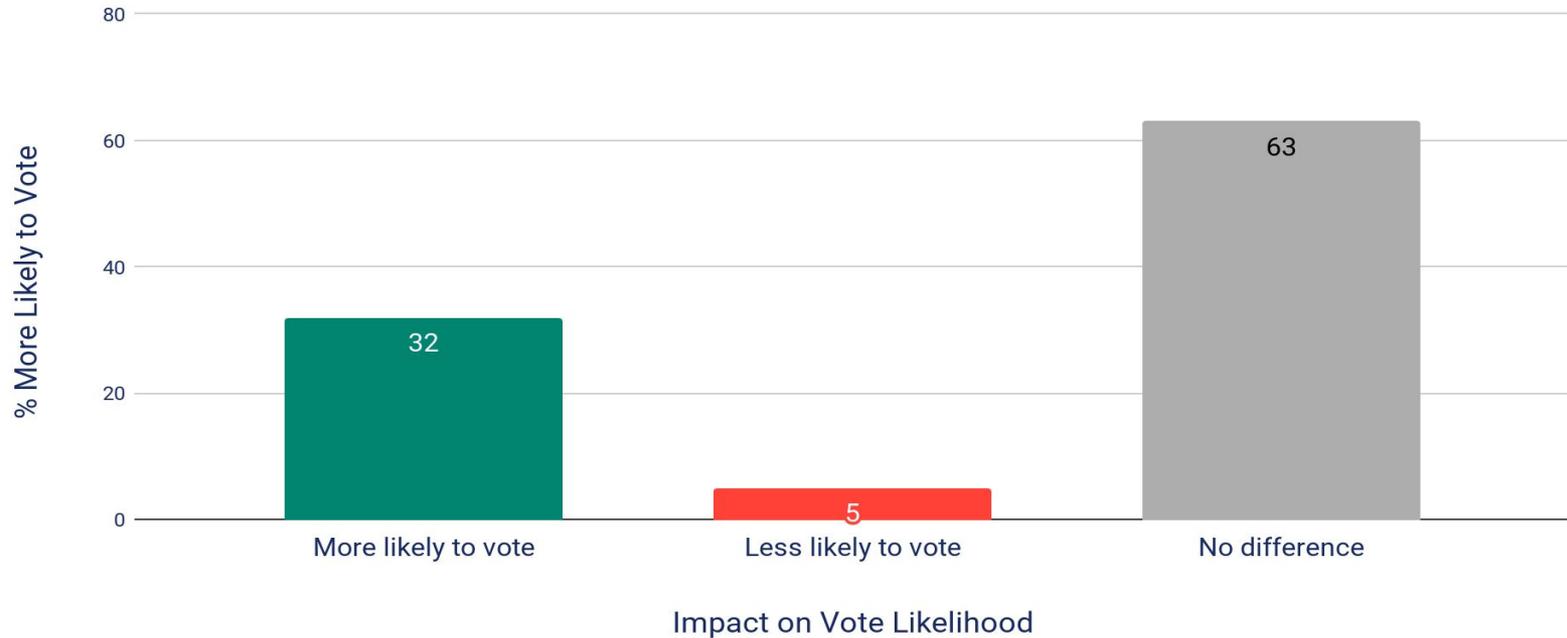
257 | 42 | 239

Biden loses AZ, FL, NC, while PA, MI, and NV become toss-ups.

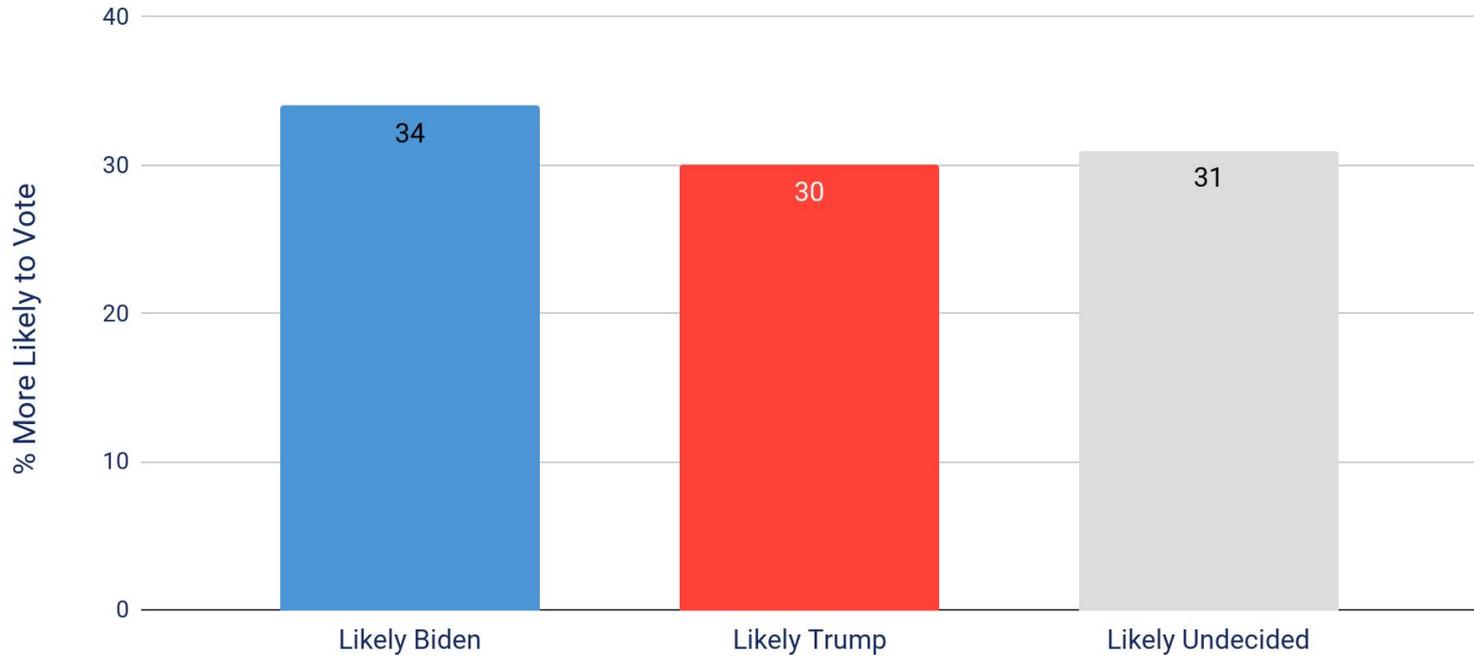
-  DEMOCRAT
-  TOSS-UP
-  REPUBLICAN



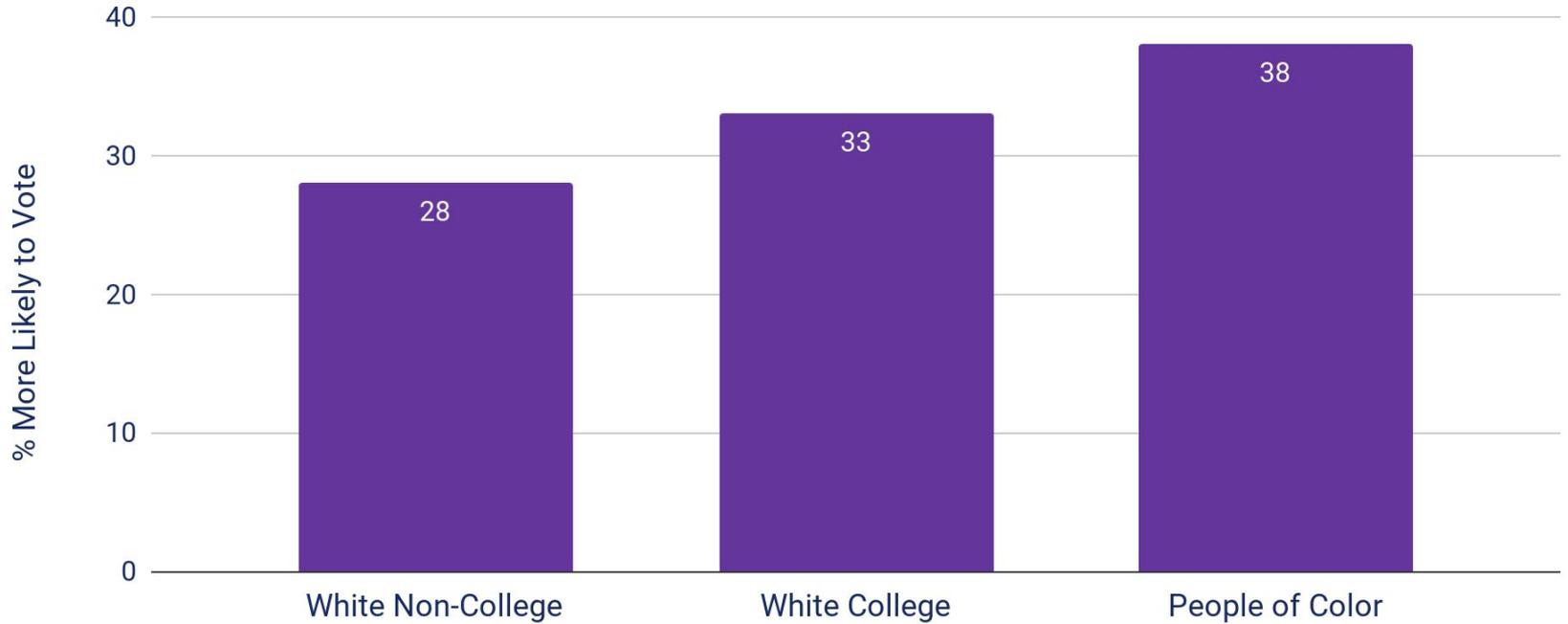
# SCOTUS VACANCY IMPACTS VOTE LIKELIHOOD – EVEN AFTER TRUMP PLANS TO FILL IT BEFORE EDAY



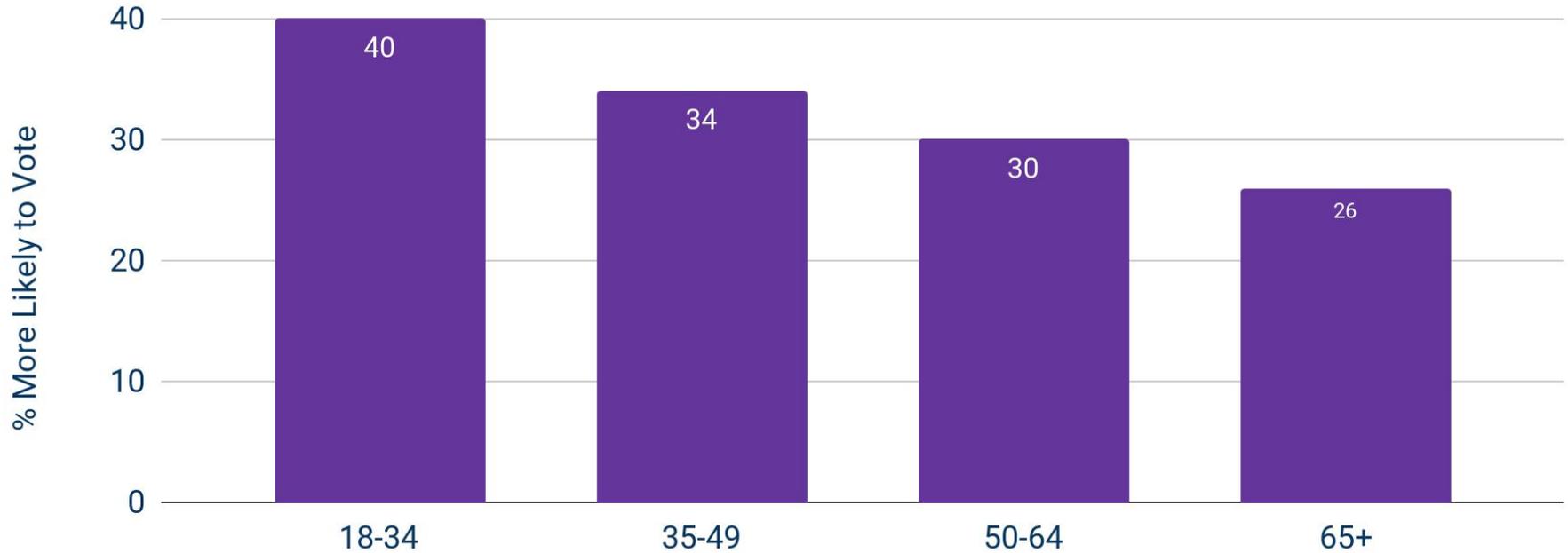
# BIDEN SUPPORTERS MORE MOTIVATED THAN TRUMP SUPPORTERS BY FILLING THE VACANCY



# VOTERS OF COLOR ARE MOST LIKELY TO BE MOBILIZED BY SCOTUS VACANCY



# YOUNGER VOTERS ALSO MOBILIZED BY SCOTUS VACANCY

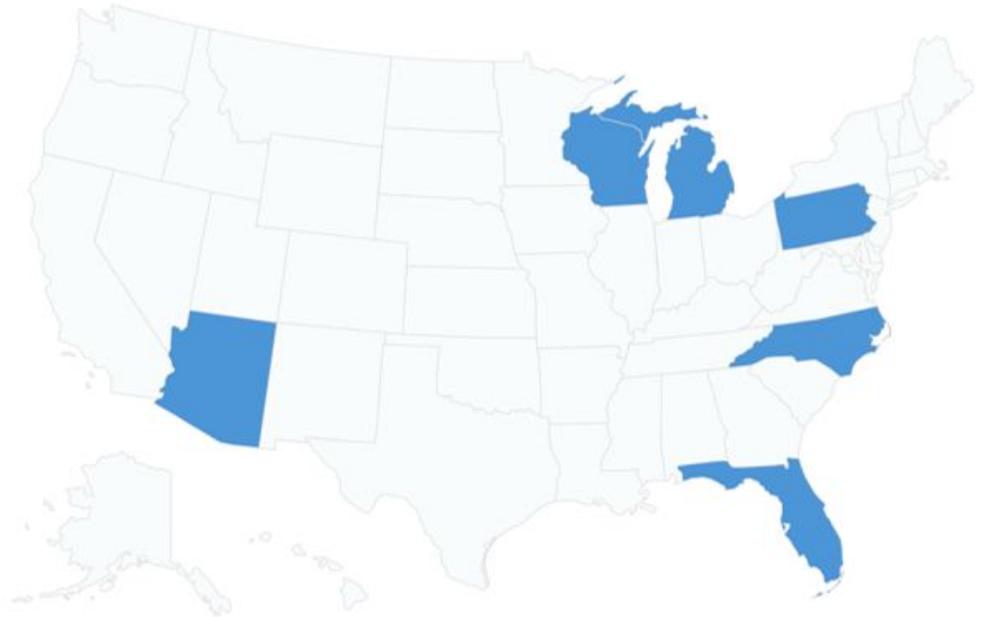


# **NEW BATTLEGROUND POLLING**

# Methodology

## ONLINE SURVEYS: LIKELY VOTERS

- 2,019 likely voters across six key battleground states: Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin
- Conducted October 2<sup>nd</sup> to 7<sup>th</sup>, 2020.
- Among those who voted in 2016: 47% Clinton, 49% Trump, 4% third-party candidate (self-report).
- Results weighted in proportion to share of electoral votes per state. Within states, results weighted to demographics of a likely presidential electorate.



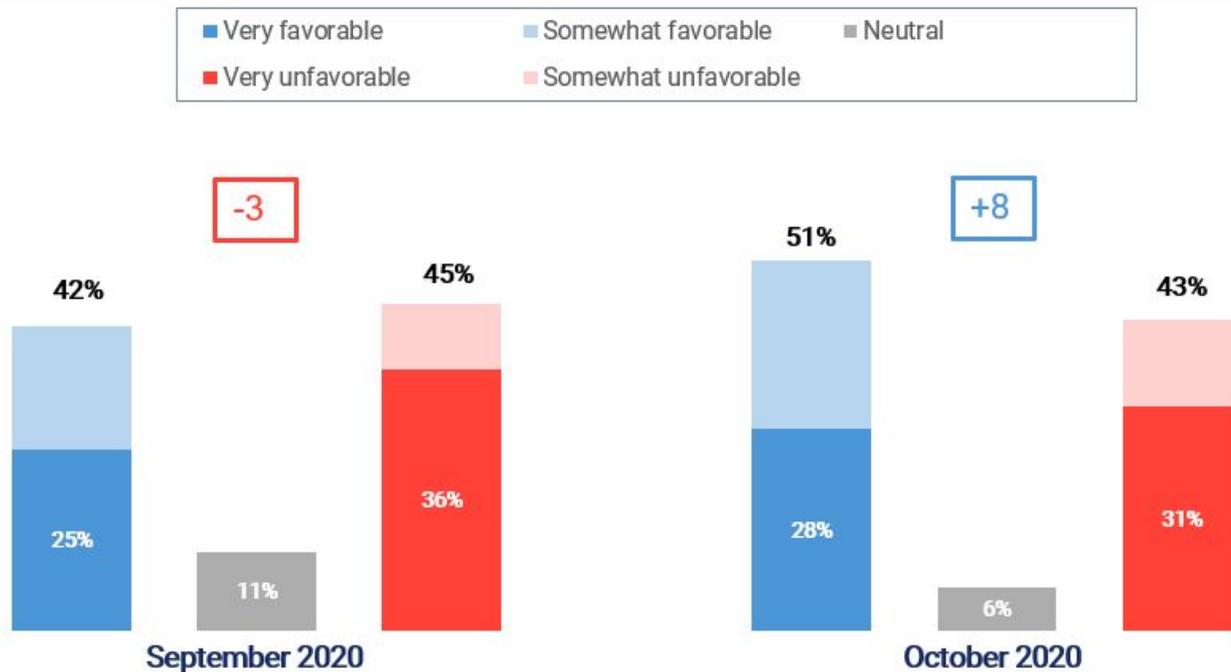
As we enter the final weeks of the campaign,  
Biden is shoring up support as Trump is falling.

Trump is running out of time to turn things  
around.



# BIDEN'S FAVORABILITY WITH VOTERS IS SURGING

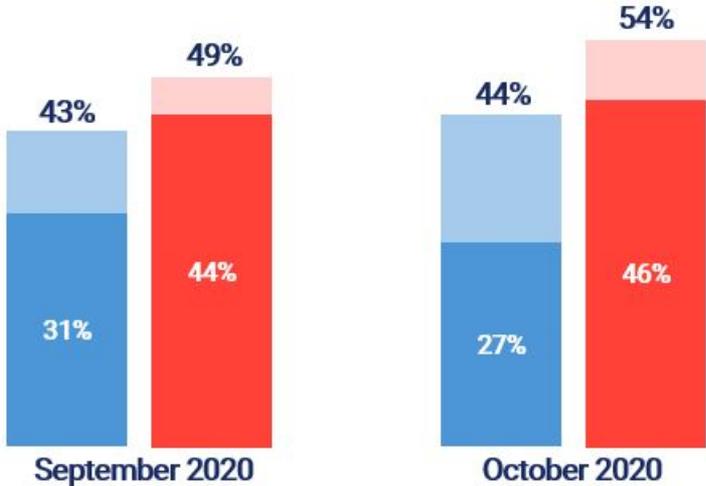
*Feelings towards Joe Biden*



# WHILE TRUMP'S STANDING WITH VOTERS IS COLLAPSING

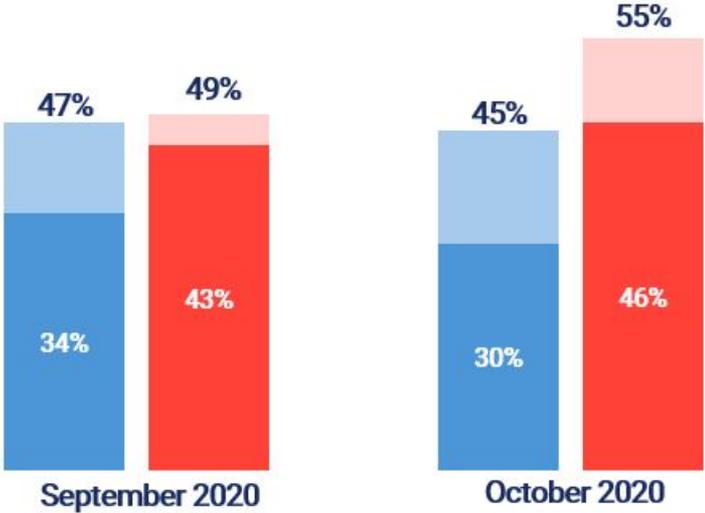
*Feelings toward Donald Trump*

- Very favorable
- Somewhat favorable
- Very unfavorable
- Somewhat unfavorable



*Donald Trump's Job Approval Overall*

- Strongly approve
- Somewhat approve
- Strongly disapprove
- Somewhat disapprove



# UNDER TRUMP, THINGS IN THE COUNTRY HAVE GOTTEN WORSE

*Compared to four years ago, do you feel that things in the country have...?*

**Changed for the better**

25%

**Stayed about the same**

11%

**Changed for the worse**

64%



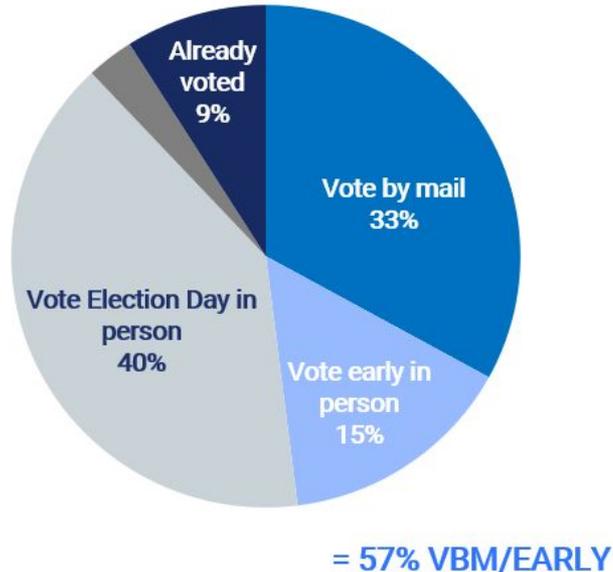
# BIDEN VOTERS ARE MORE EXCITED ABOUT VOTING

*Proportion saying they are extremely motivated and enthusiastic ("10" out of a 0-10 scale) to vote this election*

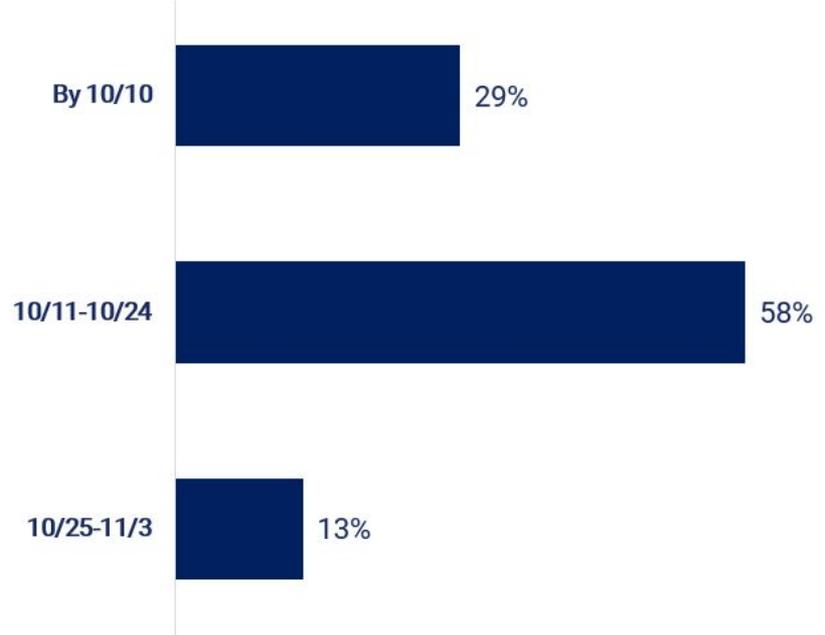


# TRUMP IS RUNNING OUT OF TIME TO TURN THINGS AROUND

*How will you cast your vote in the general election?*



*(Among VBM/early voters) Which of the following best describes the time period which you think you will cast your vote?*



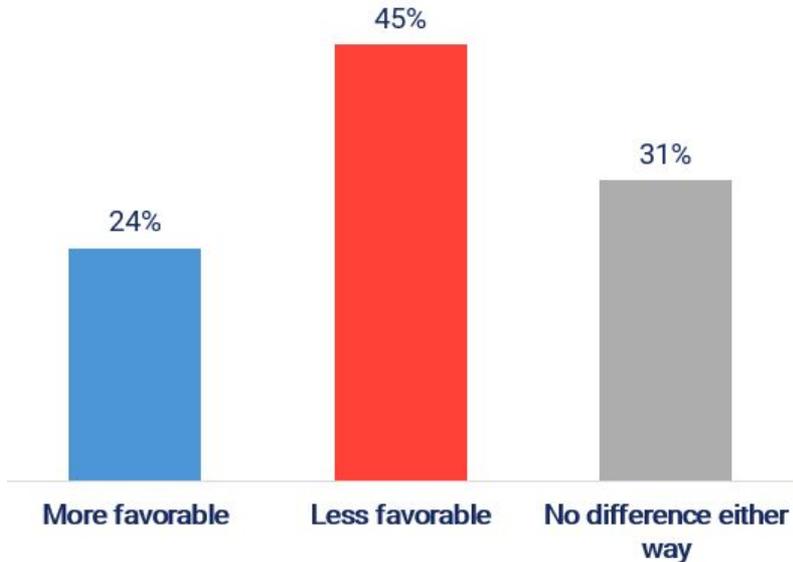
Voters are fed up with Trump's failures of character and his handling of COVID.

Trump's personal recklessness is costing him with voters.



# VOTERS ARE HEARING ABOUT TRUMP'S FAILURES ON CHARACTER AND COVID

*Has what you have seen and heard lately about Donald Trump made you feel more favorable or less favorable toward him?*



*What are some of the things you have seen or heard lately that made you feel less favorable toward him?*

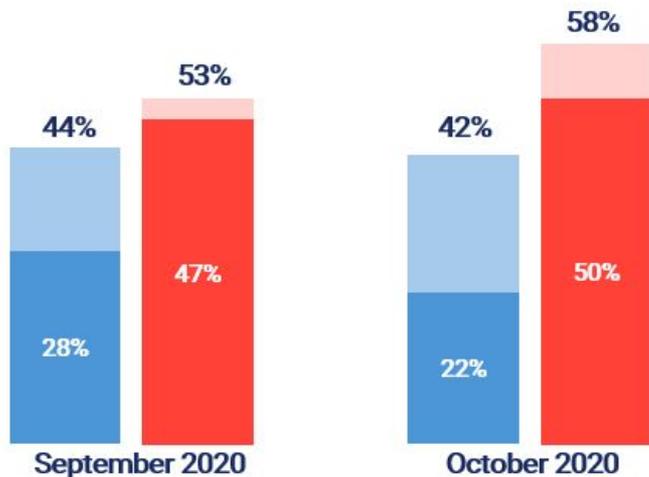
- Dislike the way he handled COVID 19, called it a hoax **19%**
- The presidential debate, his behavior during the debate, juvenile, rude, arrogant **13%**
- Arrogant, abrasive, confrontational **12%**



# TRUMP'S COVID FAILURES CONTINUE TO POSE A MAJOR LIABILITY

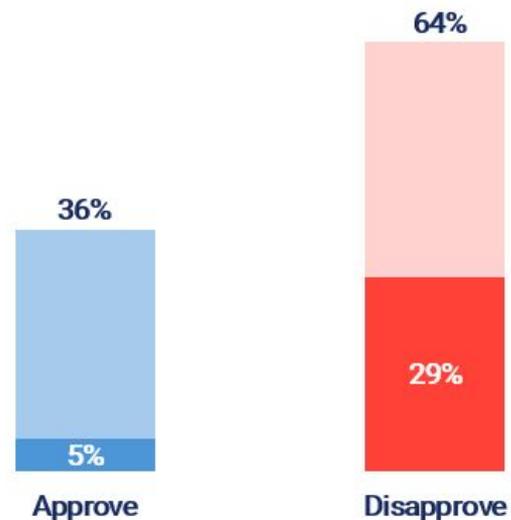
*Do you approve or disapprove of the way Donald Trump is handling the coronavirus pandemic?*

■ Strongly approve      ■ Somewhat approve  
■ Strongly disapprove      ■ Somewhat disapprove



*Trump approval among voters who **approve** of his handling of the economy but **disapprove** of his handling of coronavirus*

■ Strongly approve      ■ Somewhat approve  
■ Strongly disapprove      ■ Somewhat disapprove



# TRUMP'S INFECTION UNDERSCORES HIS IRRESPONSIBILITY

*Please read the statements below and indicate for each whether you agree or disagree*

	<i>Total agree</i>
This situation makes me feel that President Trump acted selfishly and irresponsibly by putting other people at risk through his refusal to wear a mask and participate in social distancing	<b>65%</b>
This situation makes me feel less confident in President Trump, because you cannot trust him to protect the country if he is unwilling and unable to protect himself	<b>58%</b>
This situation makes me feel more sympathetic to President Trump and makes me want to support him as he recovers from this illness	<b>44%</b>



# VOTERS REMEMBER TRUMP'S REFUSAL TO LISTEN TO EXPERTS AND LIES ABOUT THE THREAT

*What are your main reactions to the news that President Trump has tested positive for coronavirus?*

## *Top volunteered responses*

He never wore a mask, influenced many citizens not to wear a mask

He called it a hoax, never took the virus seriously, called it fake news, downplayed the virus

He should have followed CDC guidelines instead he ignored them, ignored Dr. Fauci, scientists



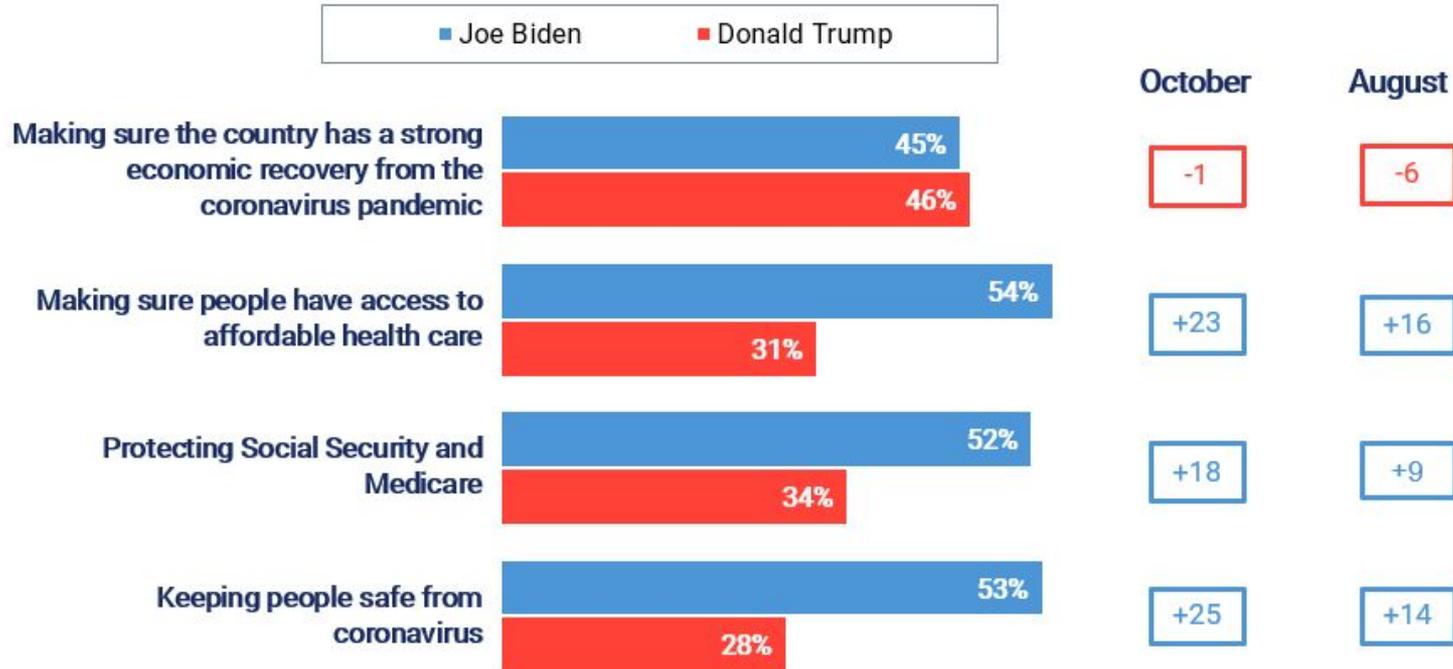
Biden continues to improve his position on the most important issues.

Democrats must continue to call out Trump's failure to lead and inability to keep the country safe.



# BIDEN HAS THE EDGE ON TOP ISSUES

*Please indicate who you think would be better on that issue – Joe Biden or Donald Trump*



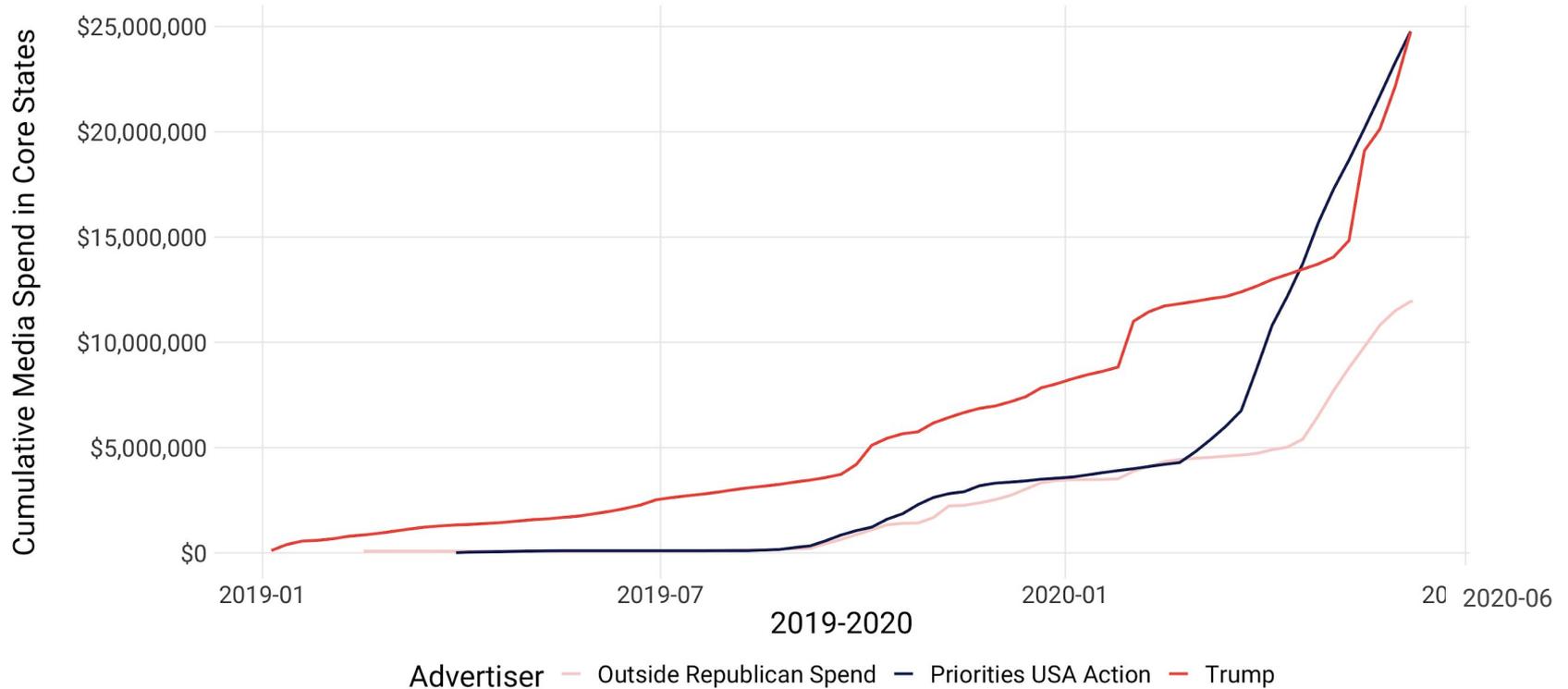
# DEMS SHOULD JUXTAPOSE BIDEN'S LEADERSHIP WITH TRUMP'S CHAOS AND FAILURE ON COVID

	<i>% Total very/fairly convincing</i>		
	All voters	Persuadable	Voters of color
Donald Trump failed the country on the coronavirus, with over <b>200,000 deaths, 60 million people filing for unemployment</b> , and new cases on the rise for a third time. Joe Biden will <b>listen to medical experts</b> , not ignore them and downplay the threat, and he will <b>provide leadership to get the spread of the virus under control</b> so we can reopen the economy and schools safely	<b>54%</b>	<b>44%</b>	<b>73%</b>
America cannot afford four more years of the constant chaos that the country has experienced under Donald Trump. He <b>lacks the judgment and character we need</b> in a president, and Trump's view that the presidency gives <b>him the right to do whatever he wants</b> is dangerous. Joe Biden will help bring back <b>stability to the country, respect the rule of law</b> , and work to solve problems instead of dividing people	<b>54%</b>	<b>47%</b>	<b>71%</b>

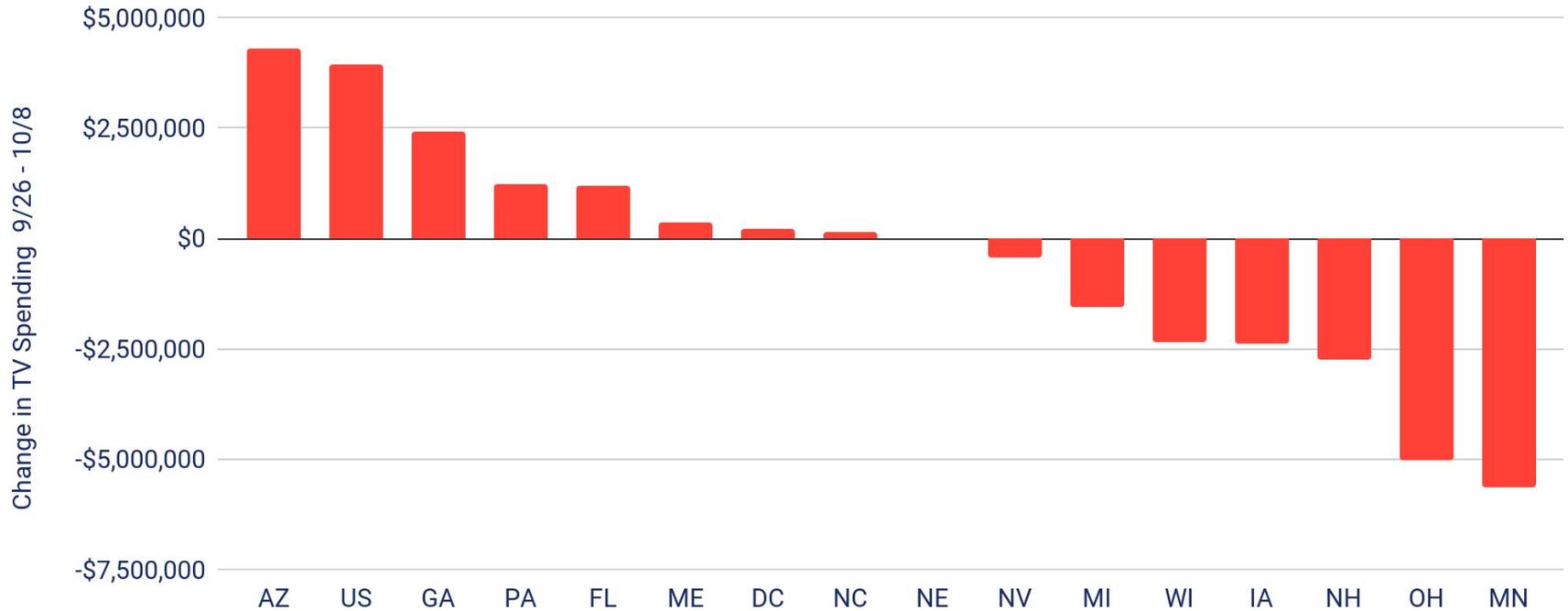


# THE PATH TO 270

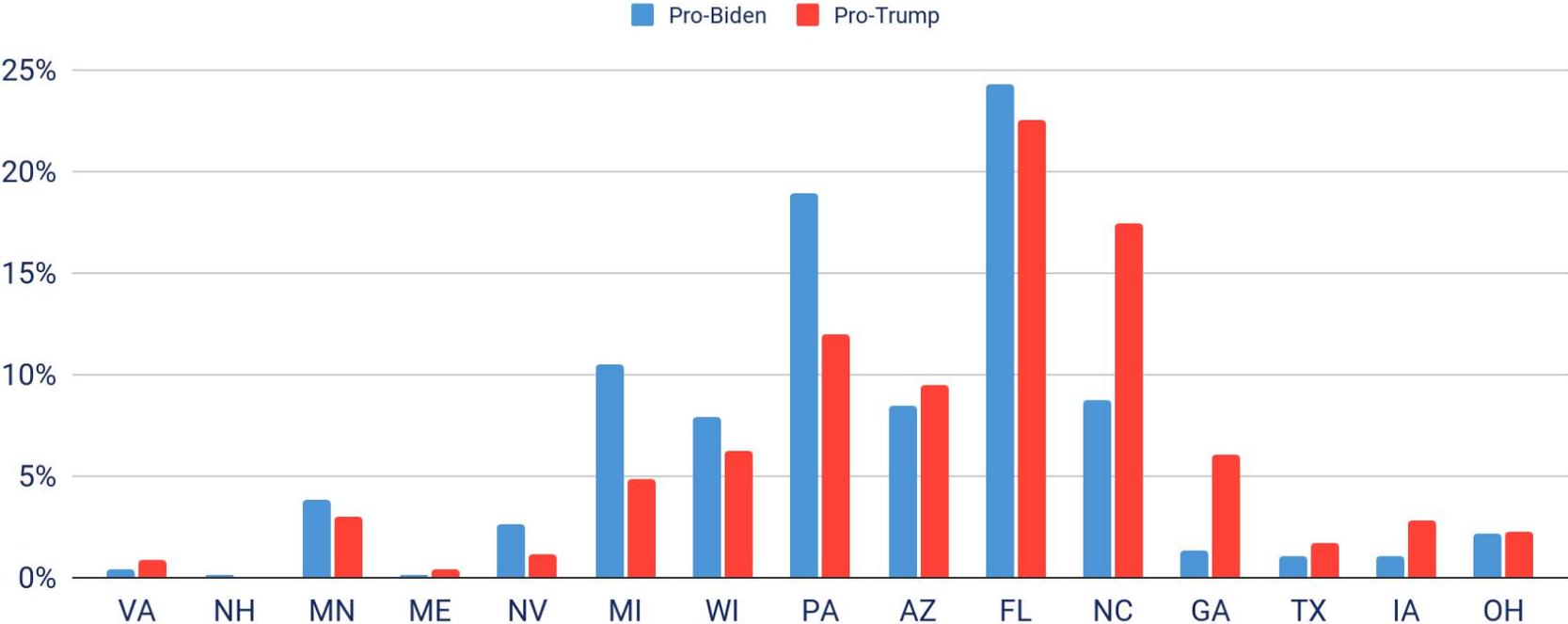
# PRIORITIES USA DRAINED TRUMP RESOURCES IN SPRING



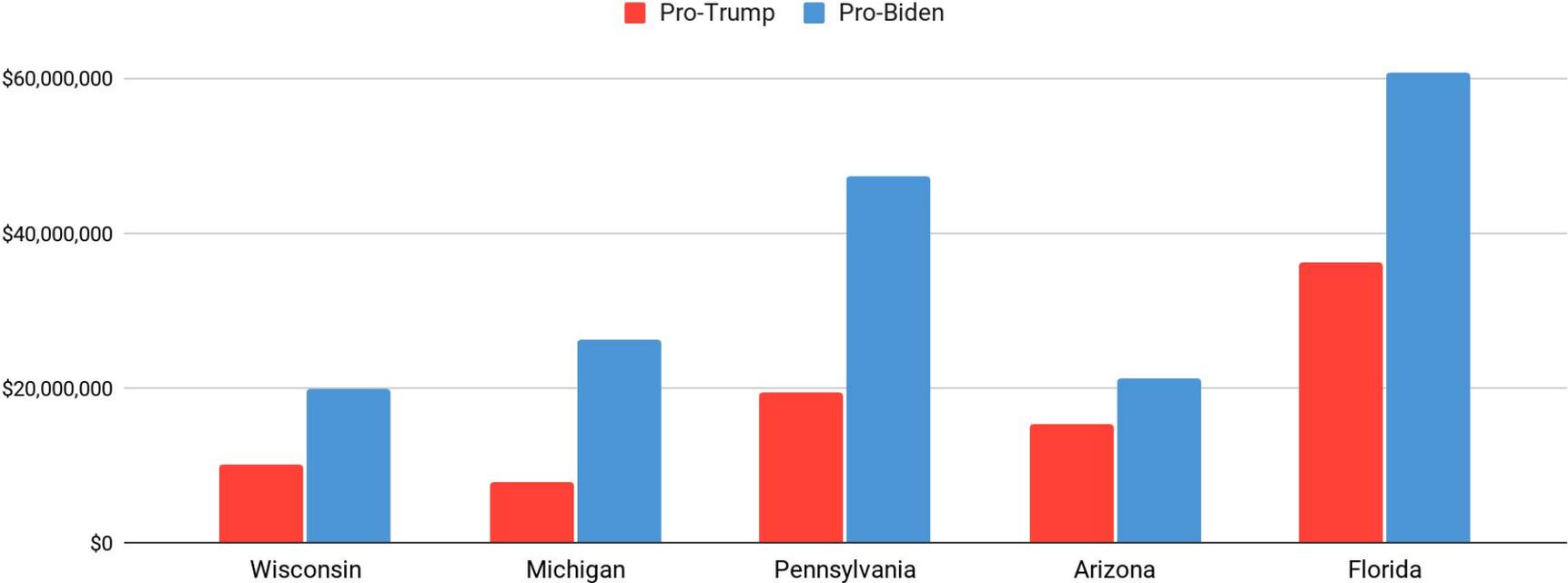
# AS A RESULT, TRUMP IS CANCELING TV BUYS IN THE LAST MONTH



# TRUMP IS PURSUING A NARROW PATH TO 270 THAT RIDES ON PA

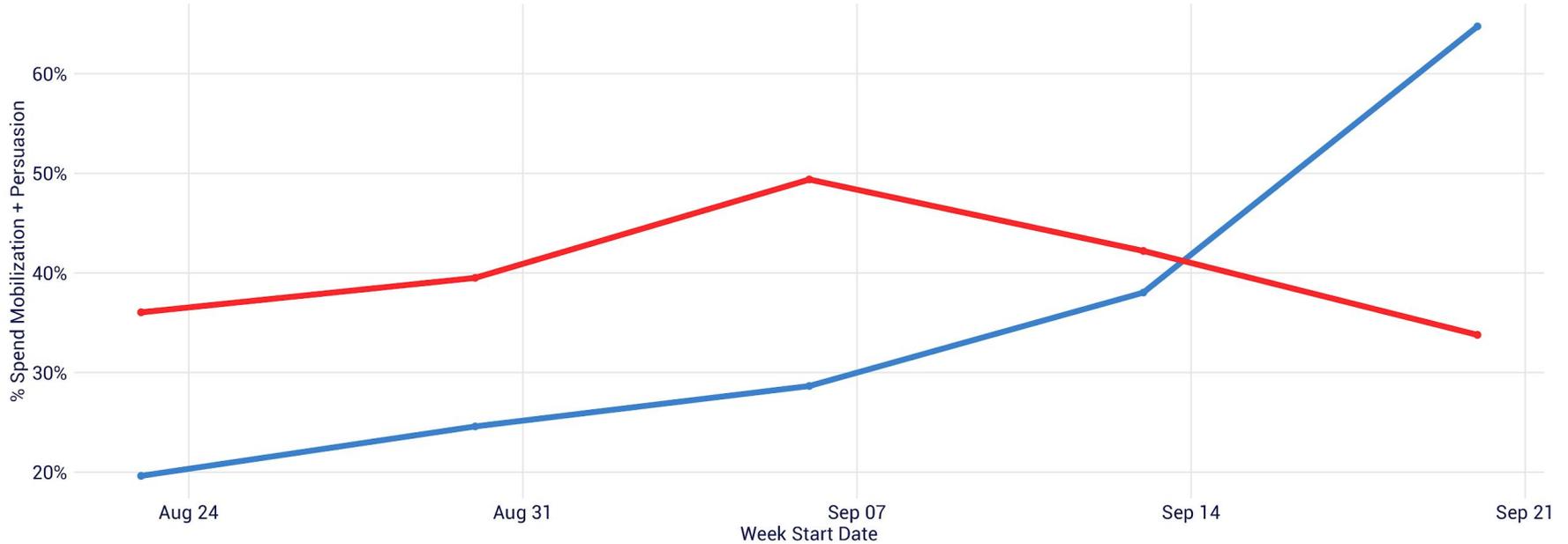


# PRIORITIES IS ENSURING TRUMP IS OUTSPENT IN CRITICAL STATES



# DEMOCRATS ARE RAMPING UP DIGITAL PERSUASION AND MOBILIZATION SPENDING

Percent of Digital Spend to Mobilization + Persuasion

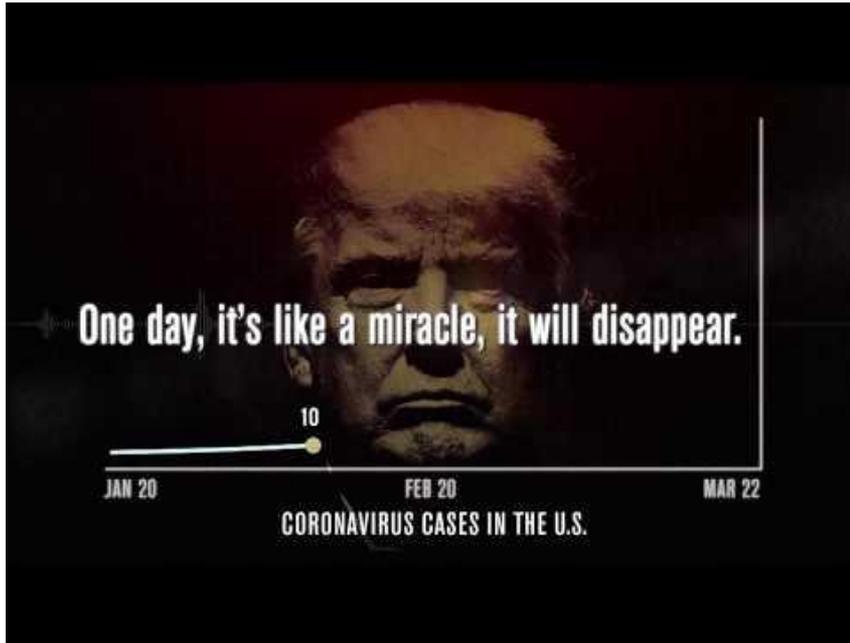


# PRIORITIES' ONGOING DIGITAL EXPERIMENT

- Measuring the effects of Priorities' persuasion campaigns (April 2020 - Present)
- Core States (FL, MI, PA, WI, AZ):  
90% of zip codes "treated" in randomized controlled trial.



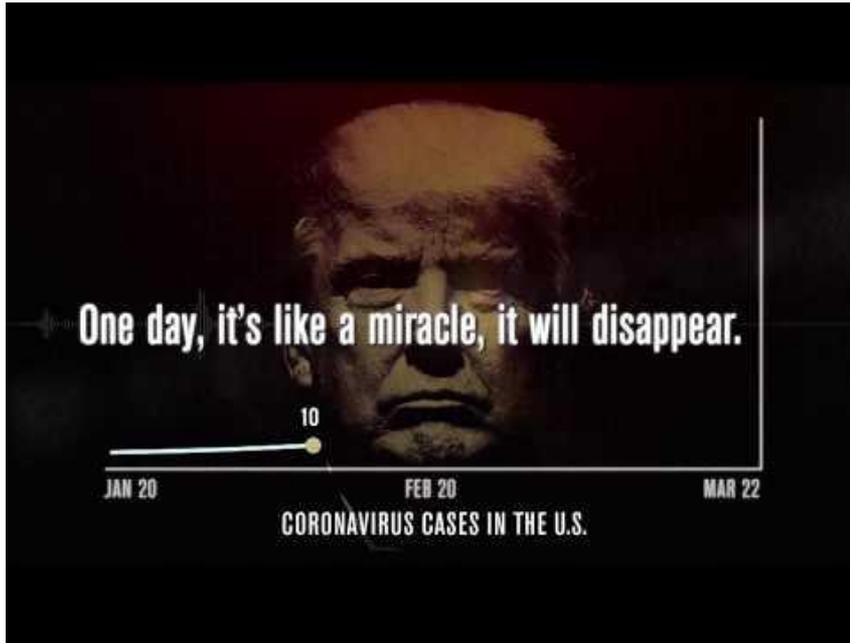
# OUR DIGITAL PROGRAM INCREASED BIDEN VOTE CHOICE...



The program increased Biden's statewide margin by **1.25pp** on average between April and October.



## ...AND DECREASED TRUMP'S APPROVAL RATING



It also decreased Trump's statewide net-approval by **2.4pp** on average between April and October.



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**PRIORITIES**

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**USA**

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