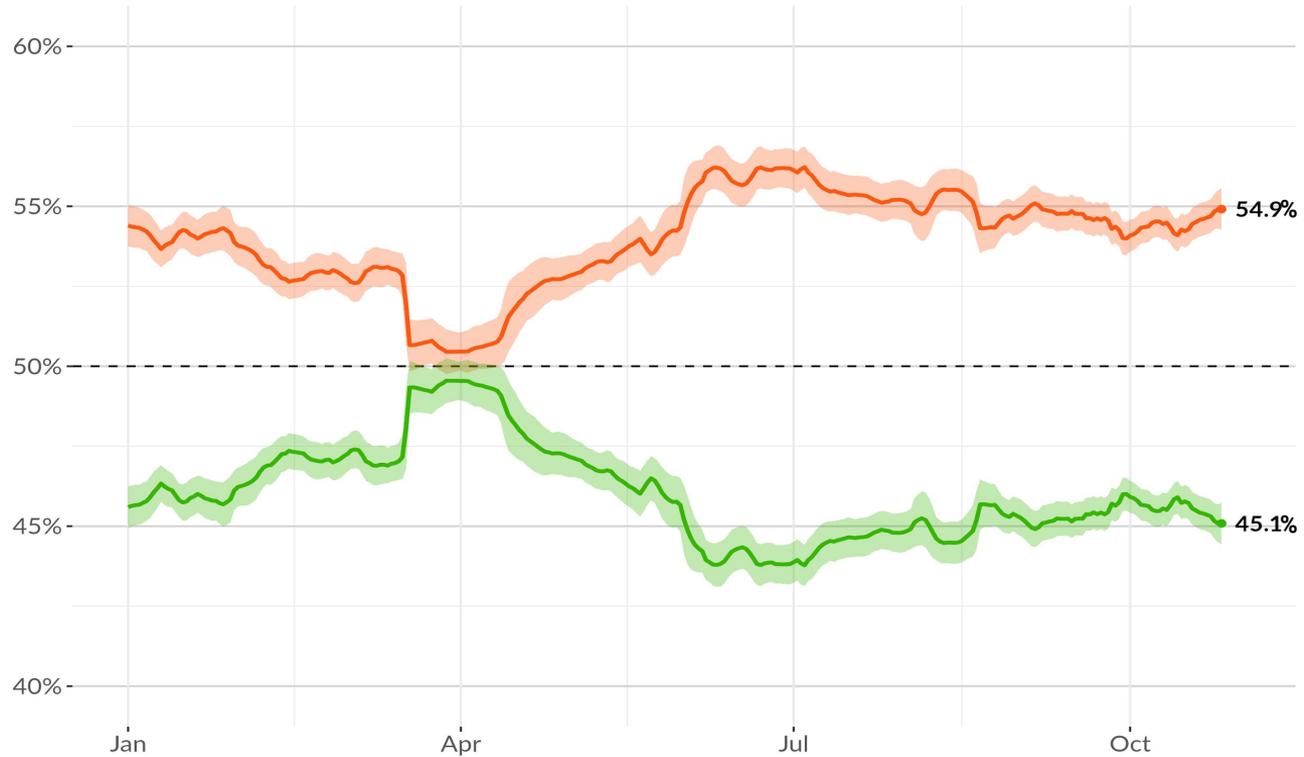

PRIORITIES

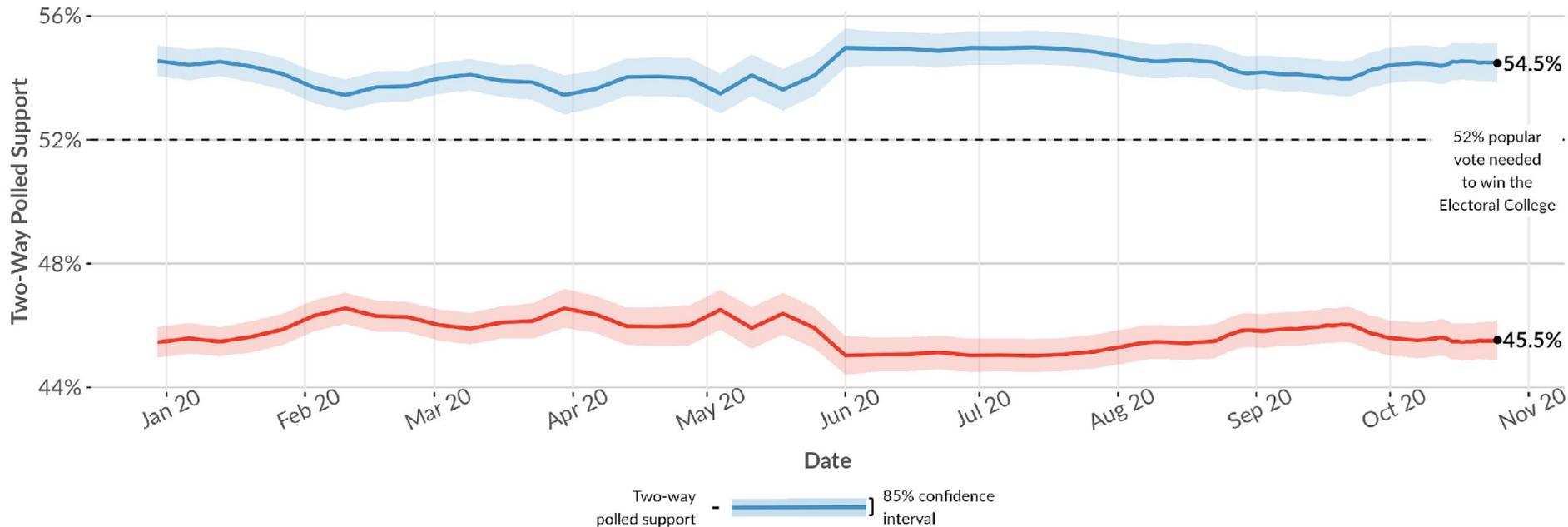
USA

STATE OF THE RACE

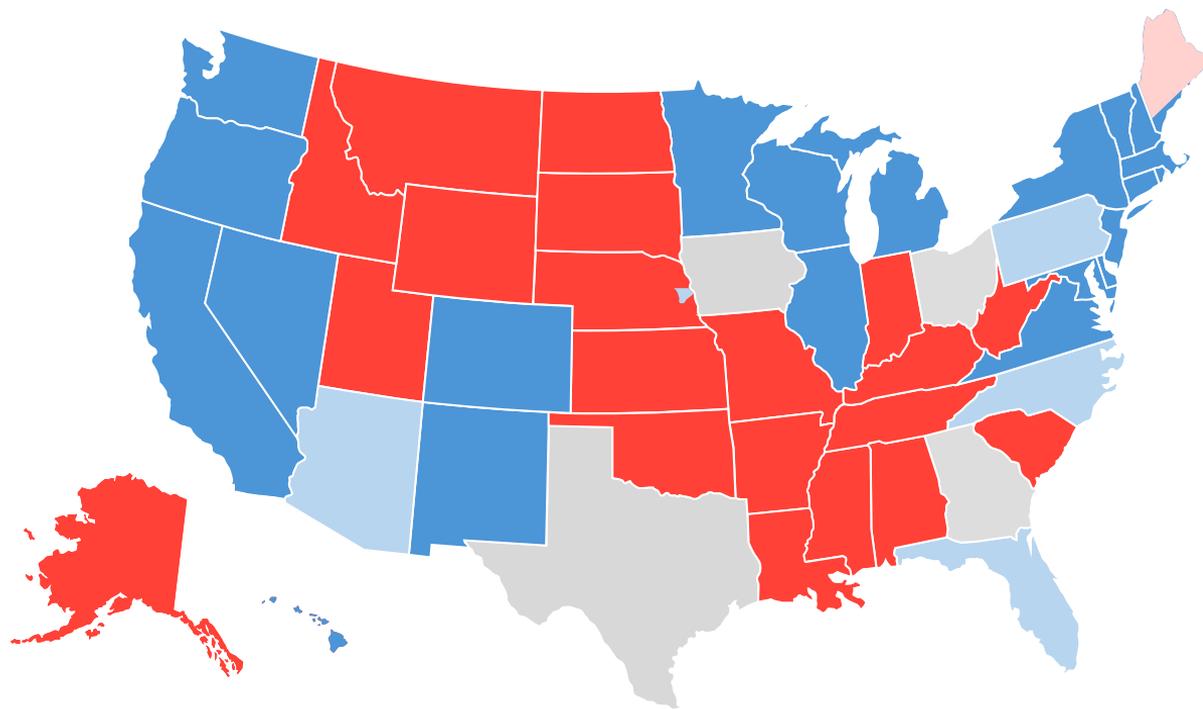
TRUMP APPROVAL HAS DROPPED IN LAST COUPLE WEEKS



THE RACE HAS BEEN RELATIVELY STABLE



BIDEN HAS MULTIPLE PATHS TO 270



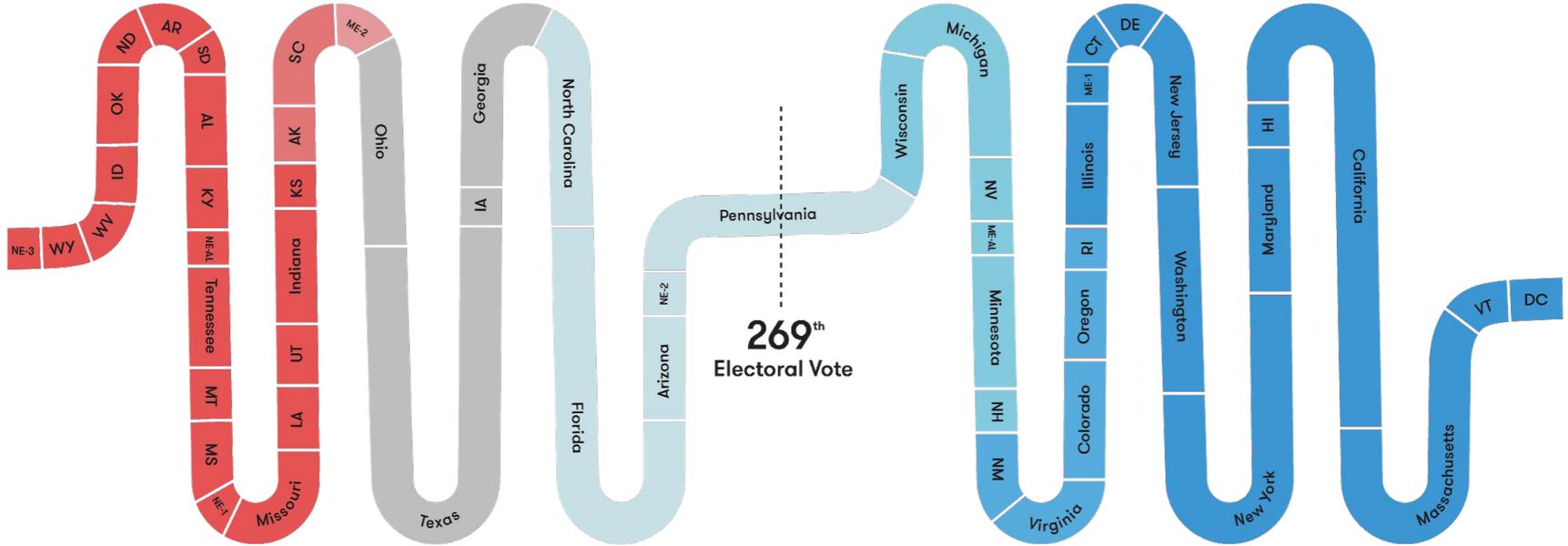
258 | 76 | 78 | 1 | 125

The race is narrow in GA, IA, TX, and OH.

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



TRUMP HAS A LIMITED PATH

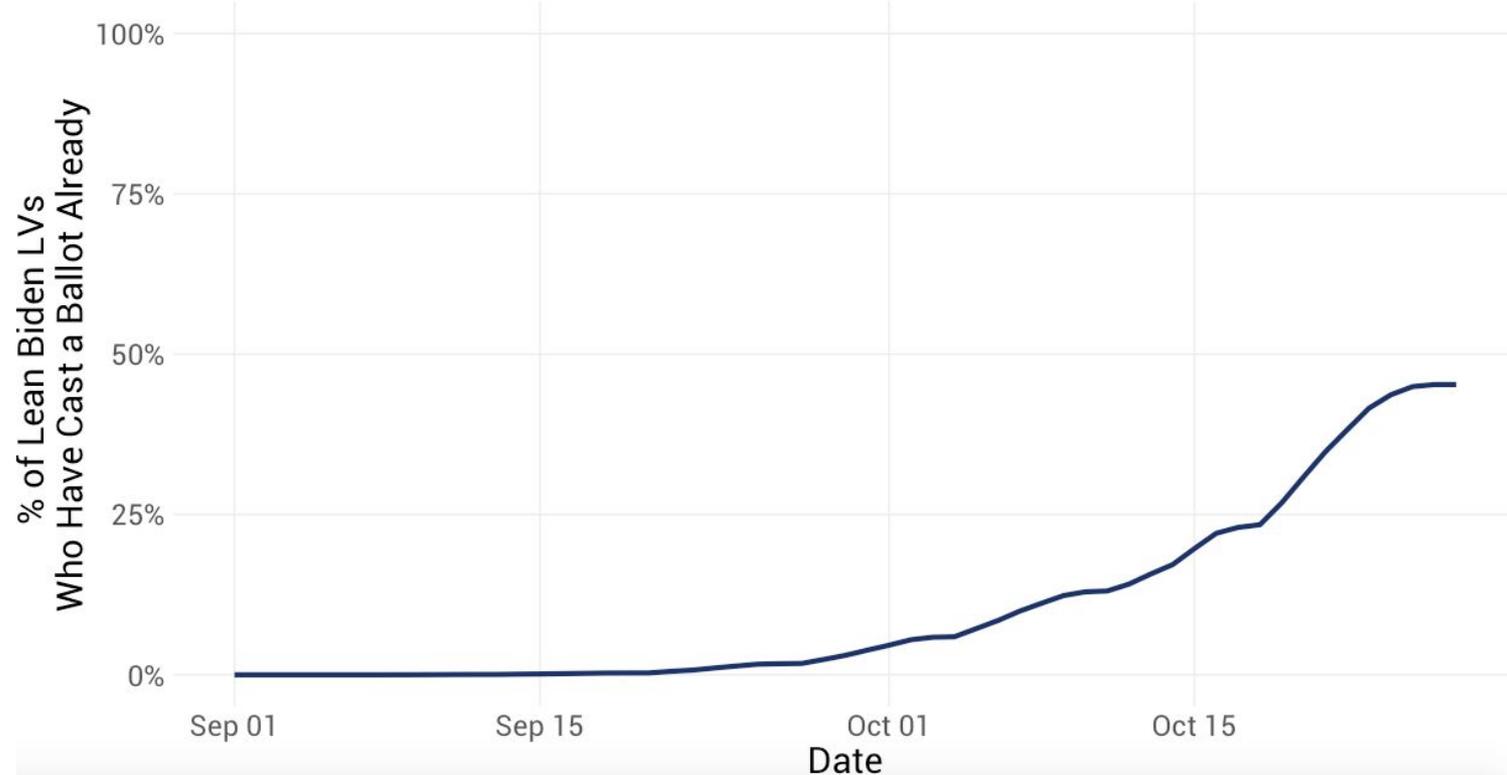


← Greater Support for Trump

Greater Support for Biden →

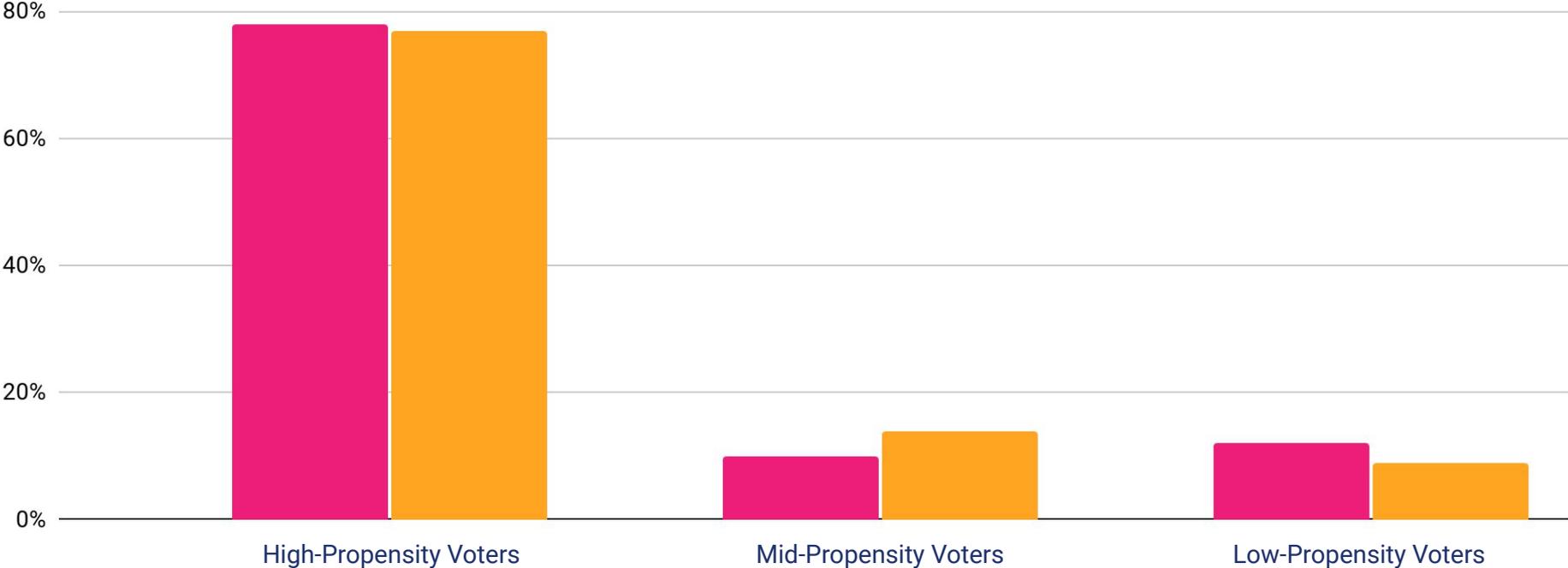


NEARLY HALF OF LEAN-BIDEN VOTERS HAVE ALREADY VOTED

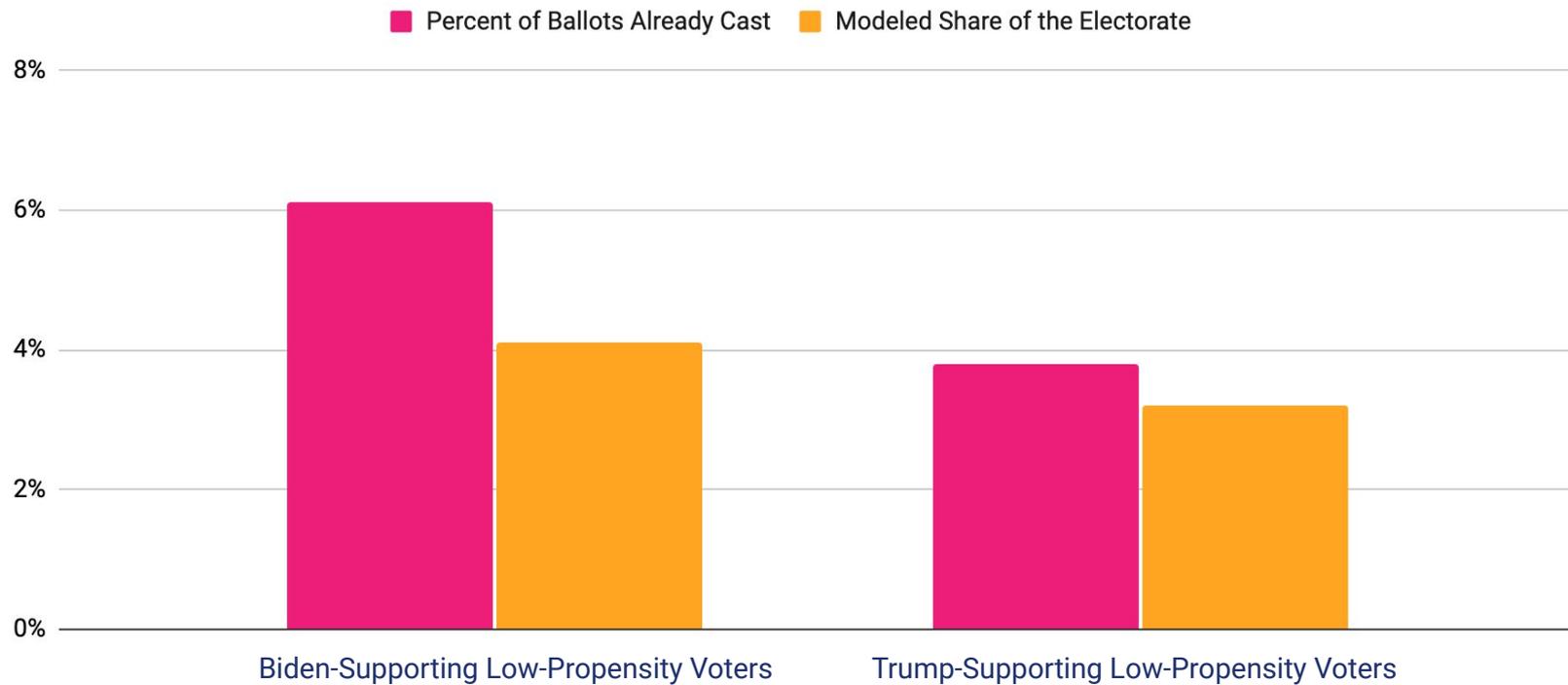


EARLY VOTING IS LARGELY AMONG LIKELY VOTERS

■ Percent of Ballots Already Cast ■ Modeled Share of the Electorate



AMONG LOW PROPENSITY INDIVIDUALS, BIDEN IS DOING BETTER

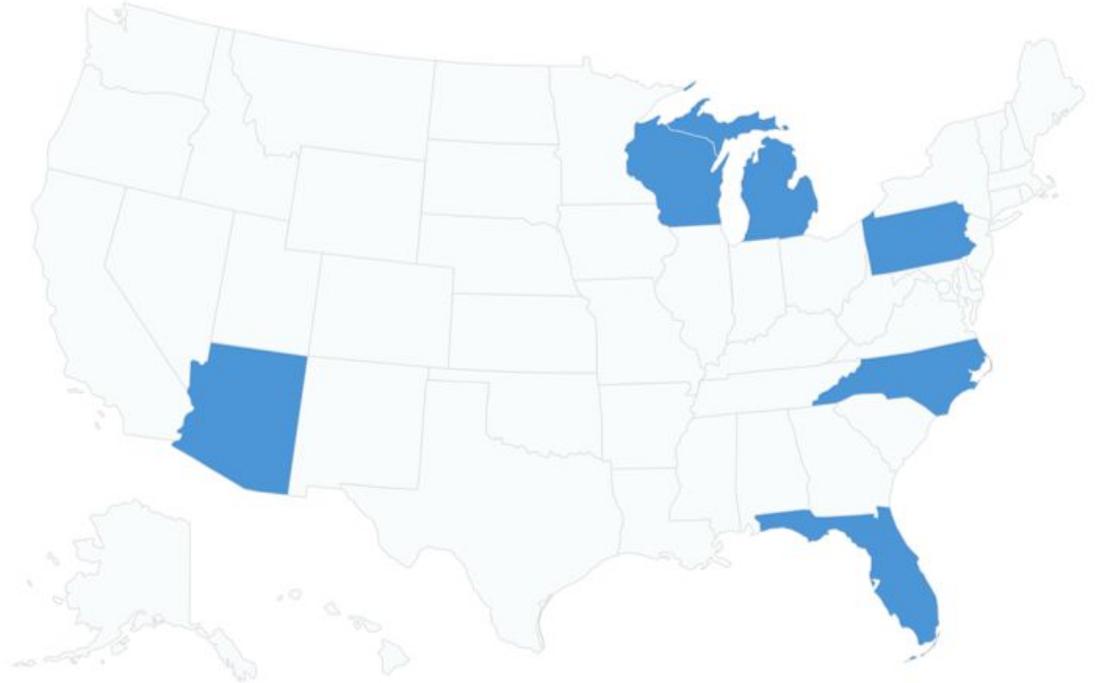


NEW BATTLEGROUND POLLING

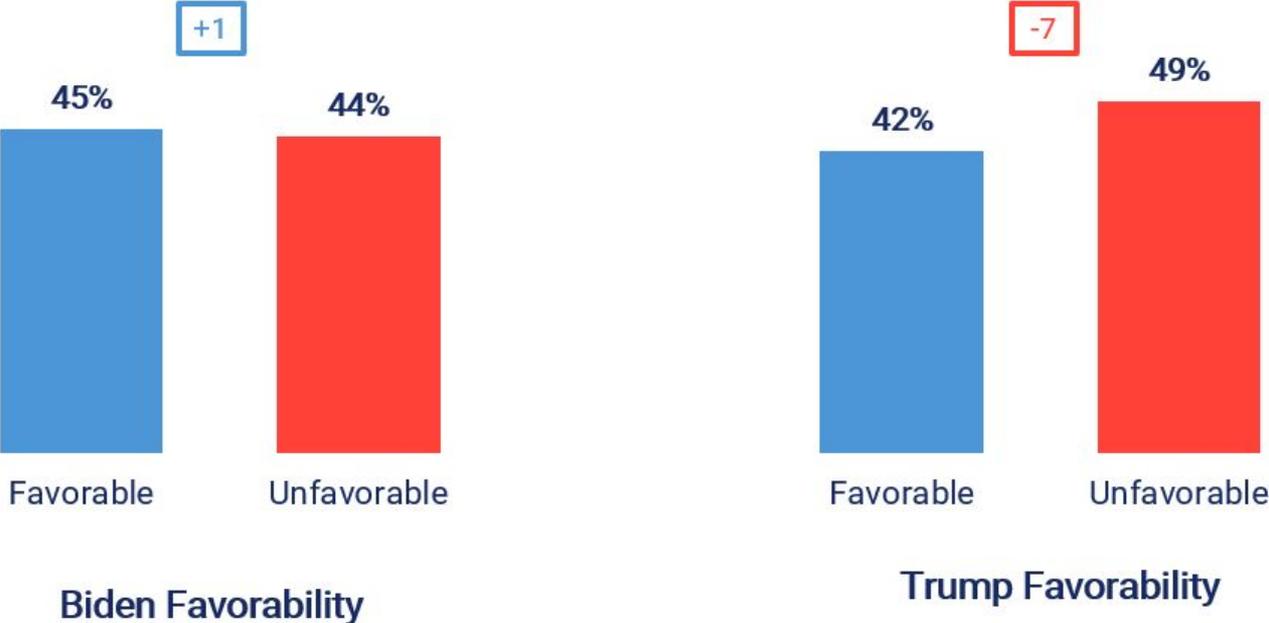
METHODOLOGY

PHONE SURVEYS: LIKELY VOTERS

- 4,800 likely voters across six key battleground states: Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin (800 interviews per state).
- Conducted October 19 to 25th, 2020.

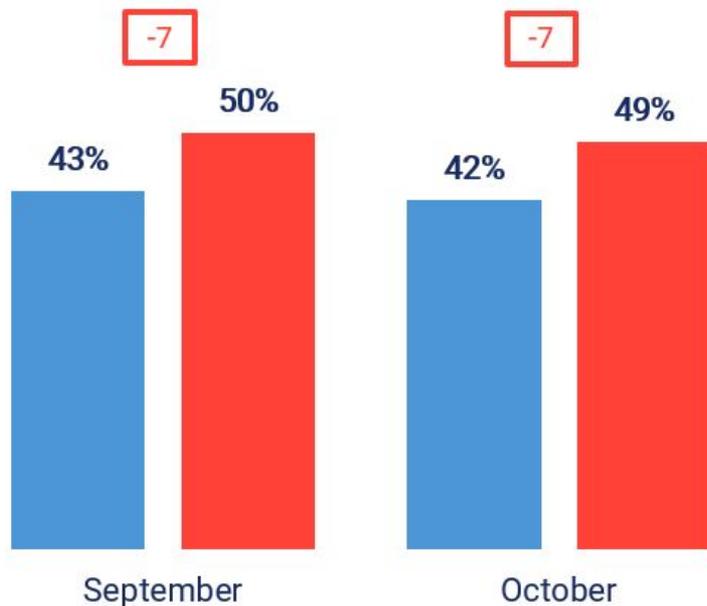


BIDEN ENTERS FINAL STRETCH OF RACE NET POSITIVE

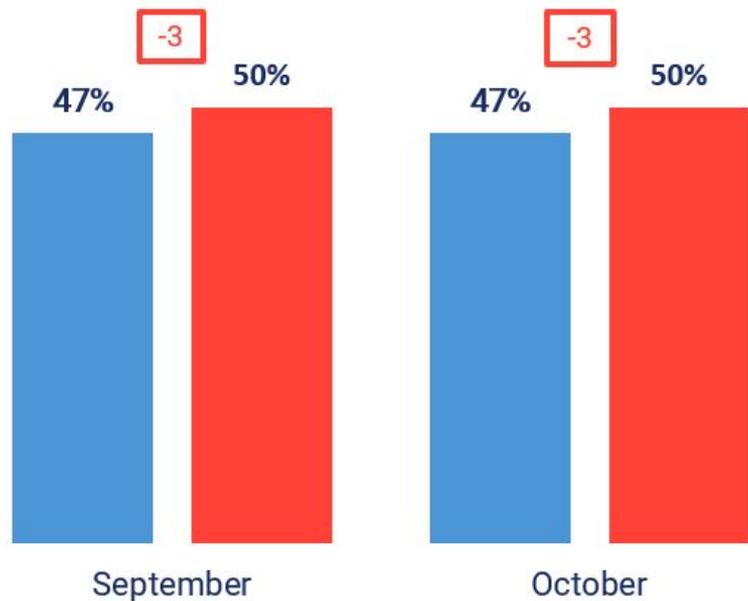


TRUMP HAS FAILED TO IMPROVE HIS STANDING

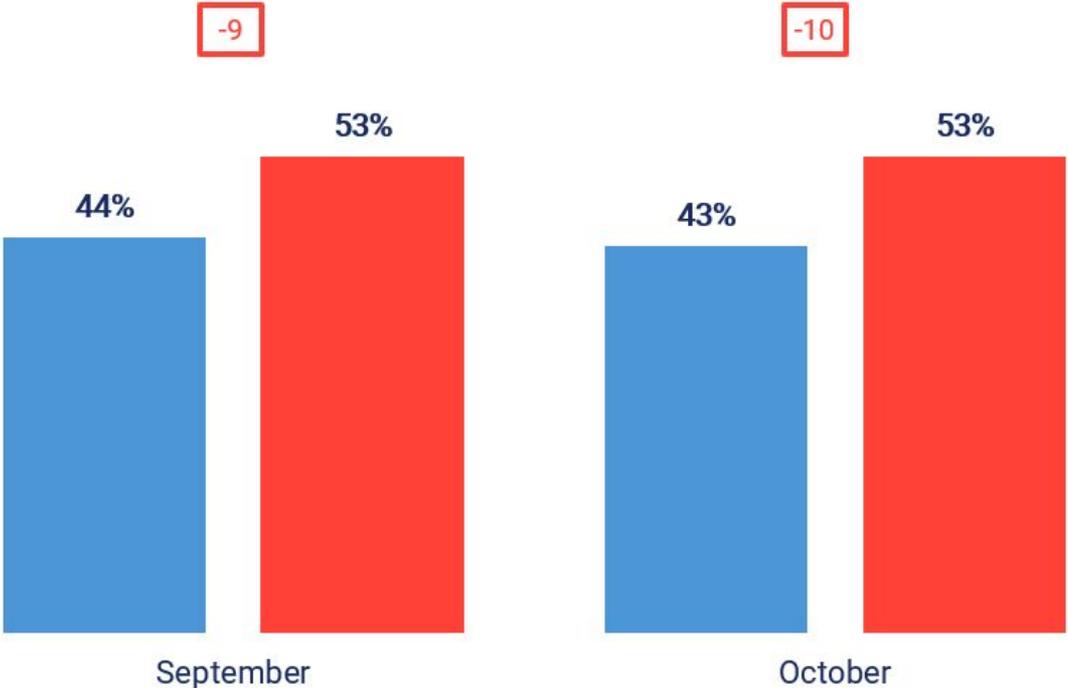
Feelings toward Donald Trump



Donald Trump's Job Approval Overall

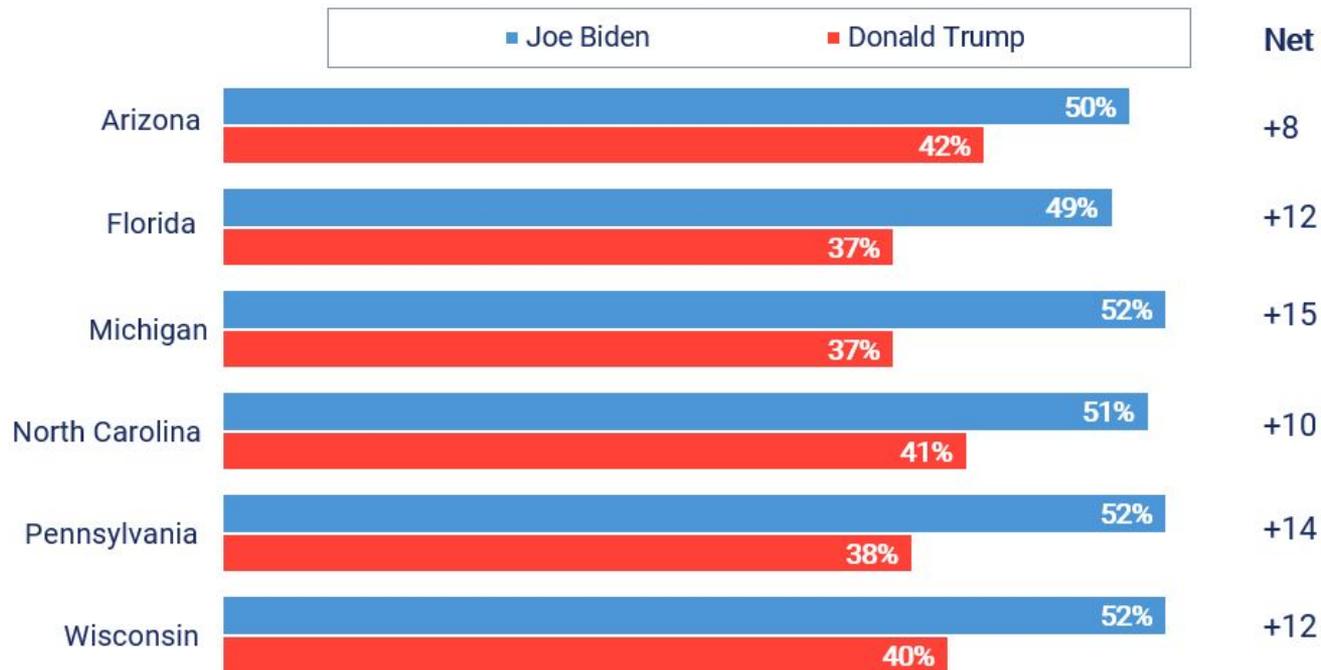


VOTERS CONTINUE TO DISAPPROVE OF TRUMP'S COVID HANDLING



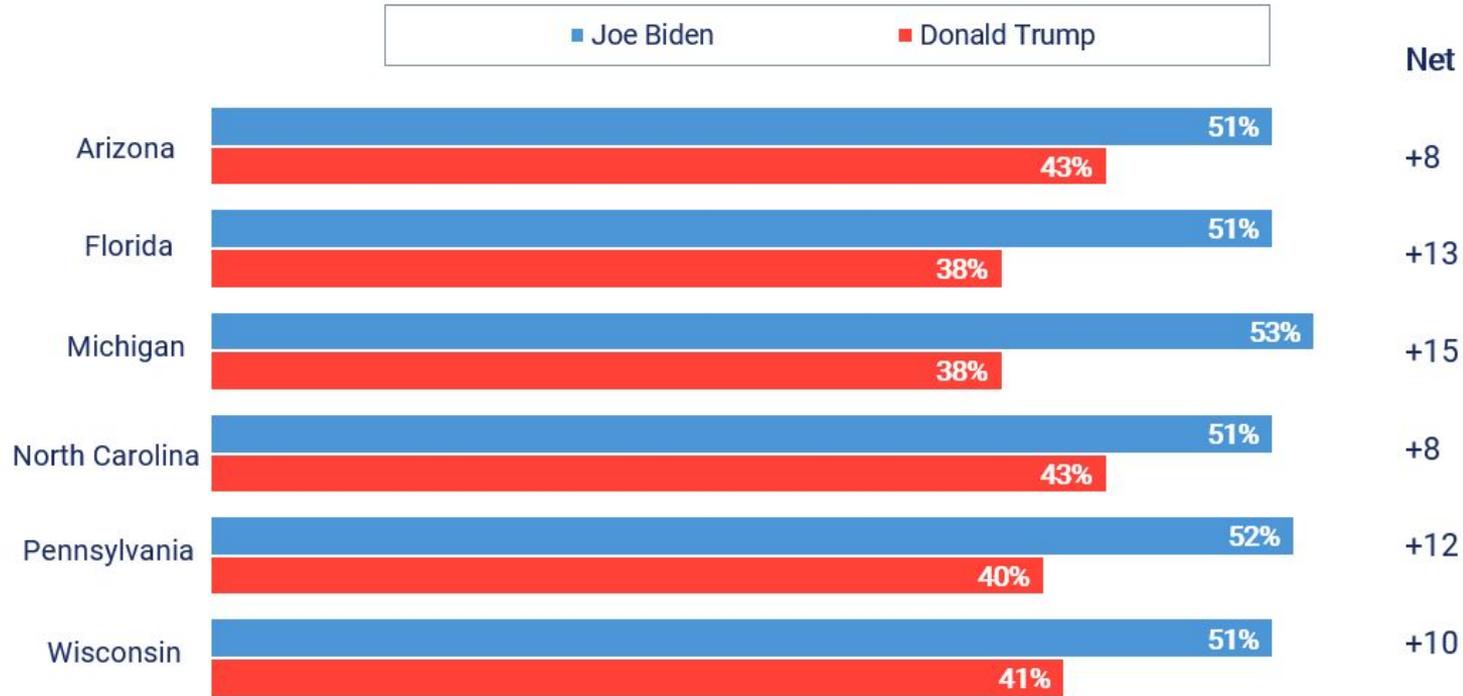
VOTERS TRUST BIDEN ON COVID

Who do you think would be better in dealing with the coronavirus?



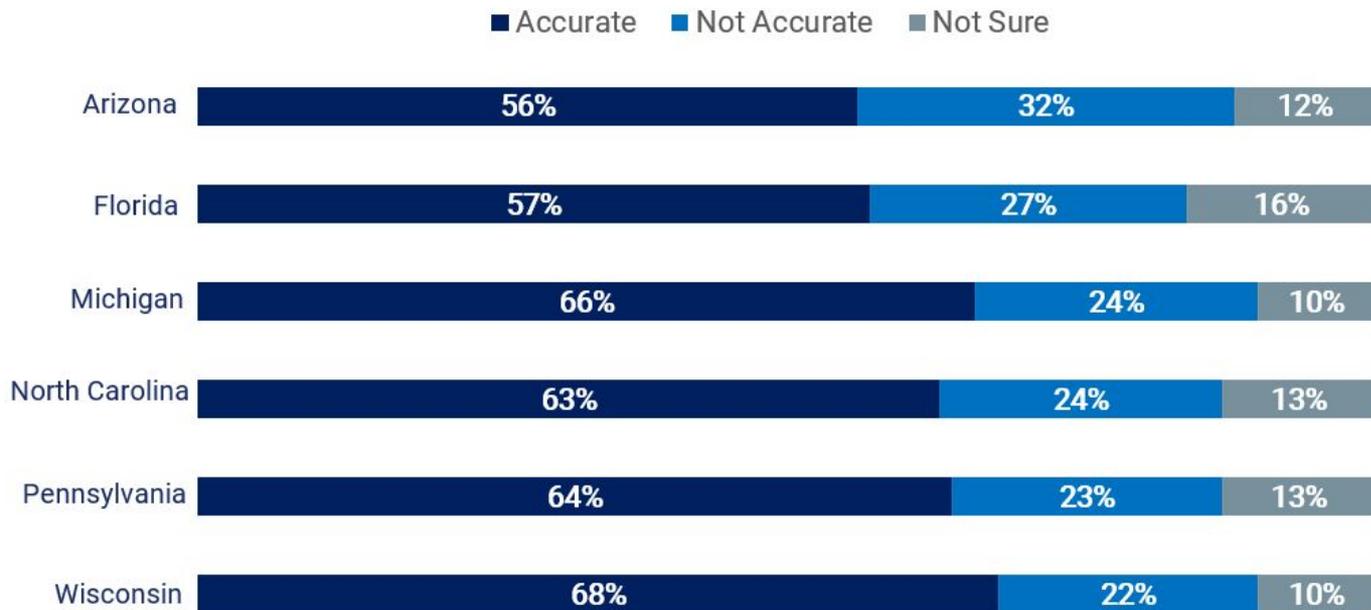
VOTERS TRUST BIDEN ON HEALTH CARE

Who do you think would be better in dealing with health care?



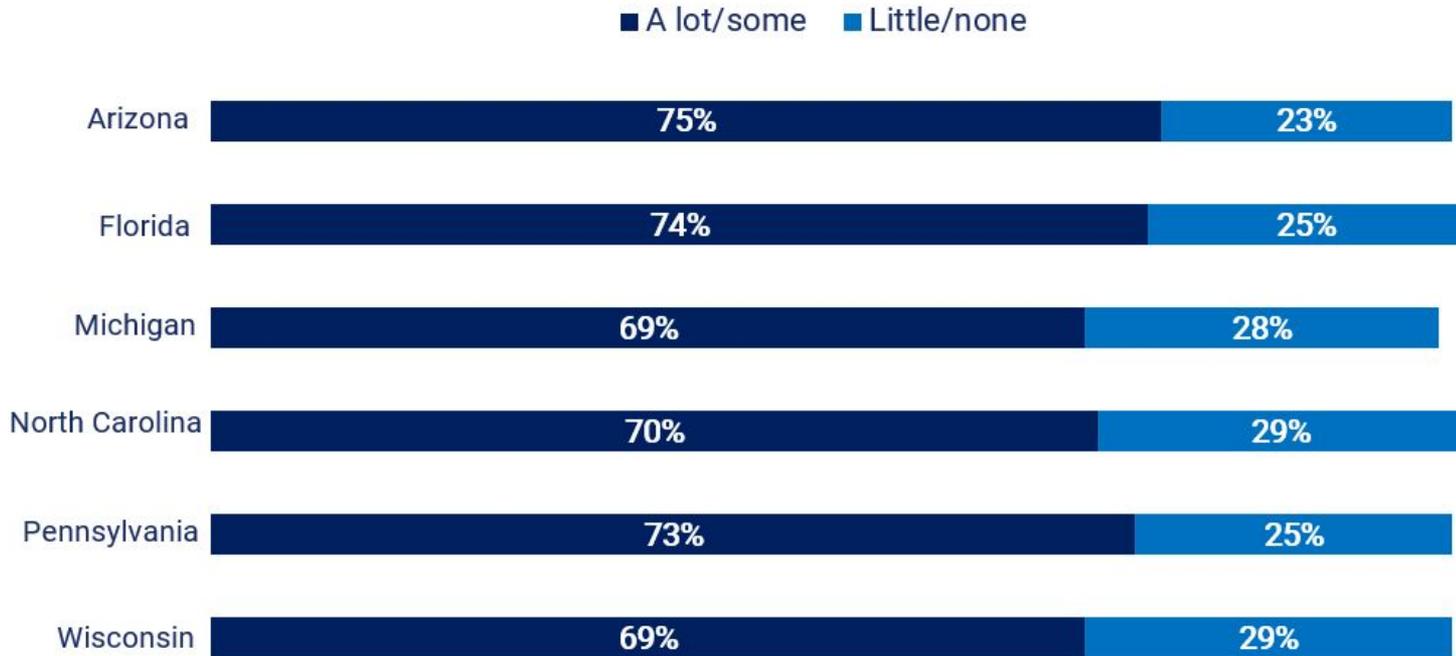
AS VOTERS HEAD TO POLLS, MAJORITIES KNOW CASES ARE ON THE RISE

Is it accurate or not accurate to say the country is now experiencing another major wave of coronavirus infections?



THESE VOTERS BLAME TRUMP FOR THE INCREASE

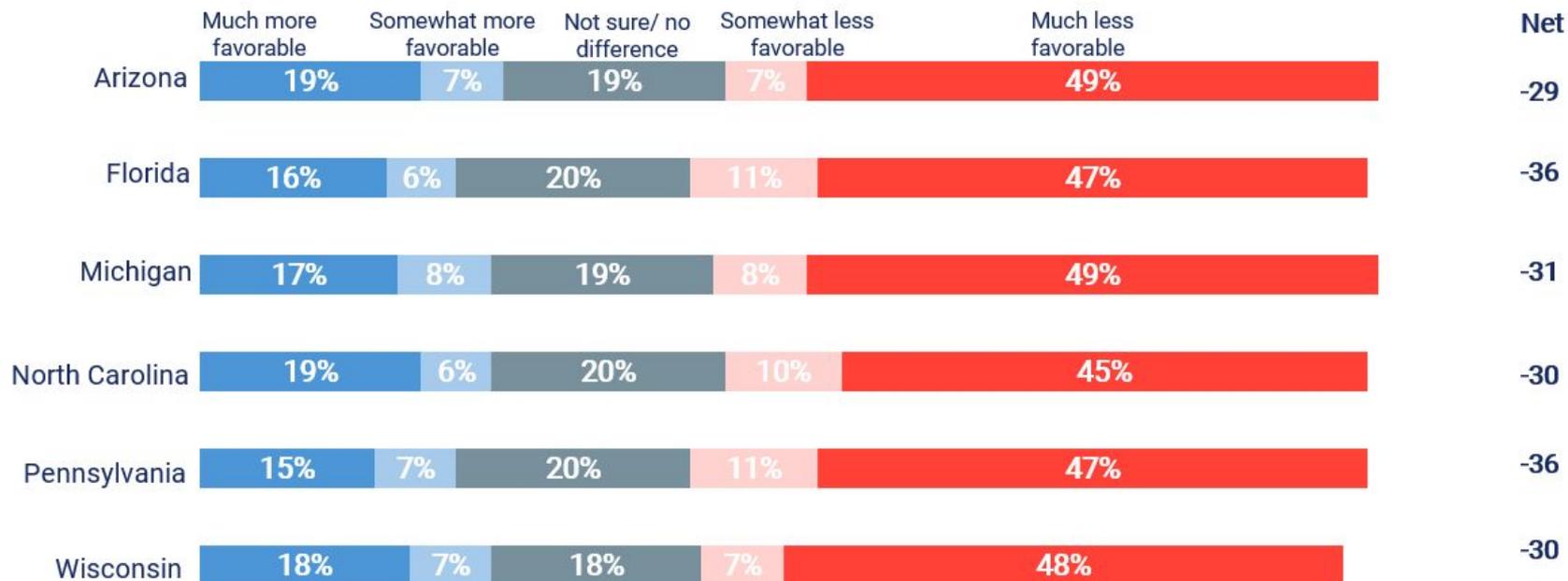
[Among voters who say we are experiencing a new wave] How much responsibility do you think Donald Trump has for the fact the country is experiencing another major wave of coronavirus infections?





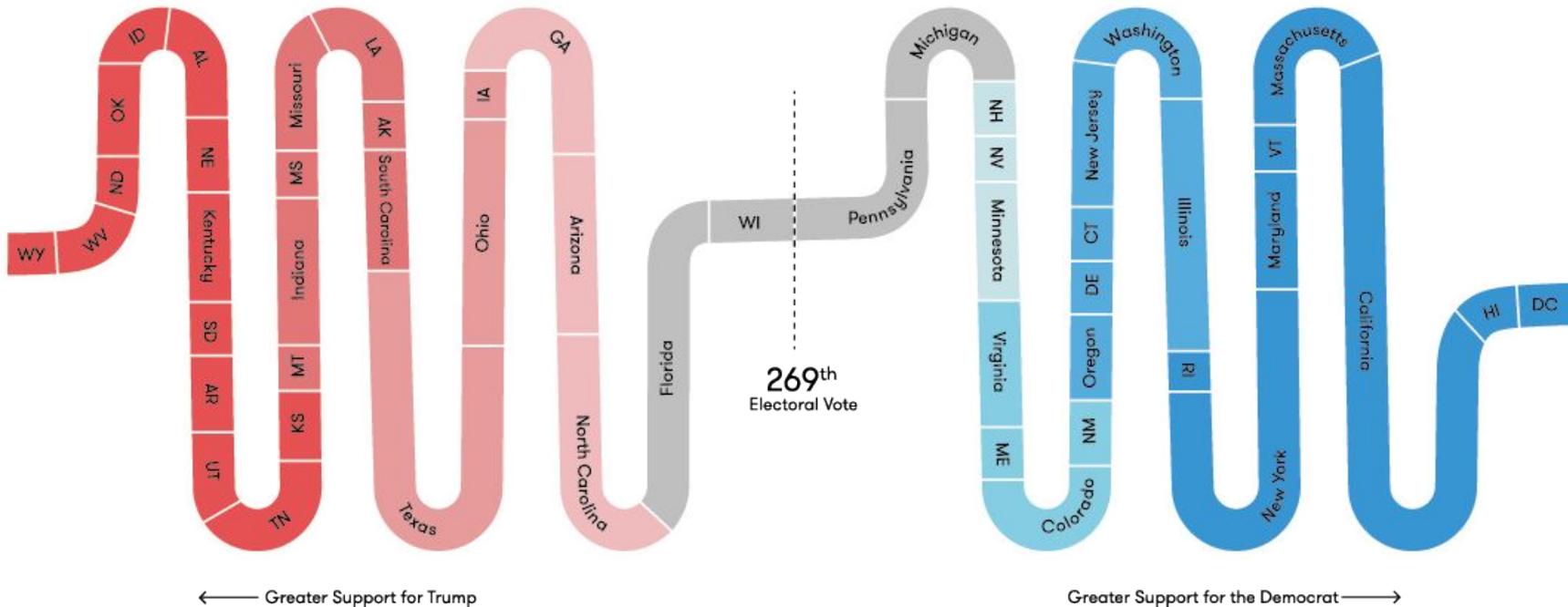
TRUMP'S RALLIES ARE DEEPLY UNPOPULAR

Does knowing Trump continues to hold large, in-person campaign rallies where wearing a mask is not required of attendees, and Trump himself does not wear a mask, make you feel more or less favorable to him?



OUR GENERAL ELECTION STRATEGY

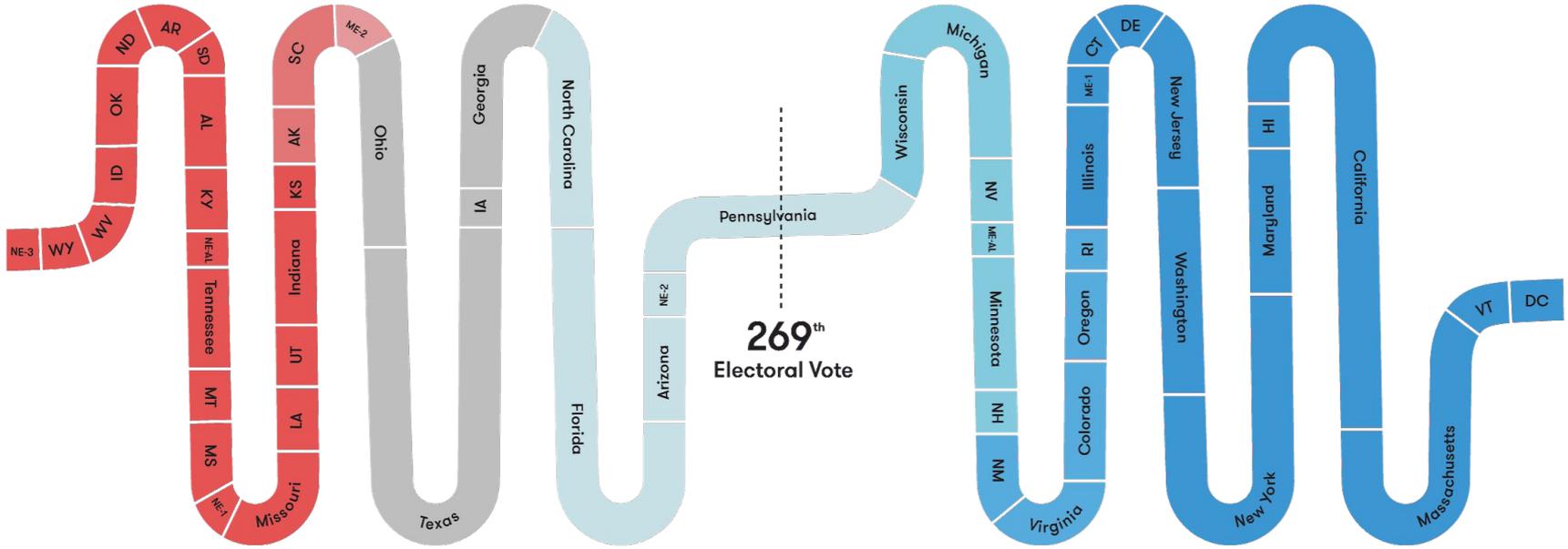
WE DEFINED THE MAP EARLY



2/20/2019 PRESS BRIEFING



BIDEN'S LEAD IN ALL OF THEM HAS GROWN



← Greater Support for Trump

10/27/2020 FORECAST

Greater Support for Biden →



WE DEFINED THE MESSAGE EARLY

March 2020: Proportions saying each gives them MAJOR CONCERNS about reelecting Donald Trump

Donald Trump's economic policies have left working families vulnerable as we face a recession. Instead of helping workers, Trump gave a two-trillion-dollar tax break mostly to billionaires and big corporations, including the drug and insurance companies responsible for rising healthcare and drug costs. While 78% of Americans live paycheck to paycheck, unable to handle a health emergency or job loss, the wealthiest reaped record profits. To make matters worse for working families, Trump's budget plan for 2021 includes billions in cuts to Social Security and Medicare.

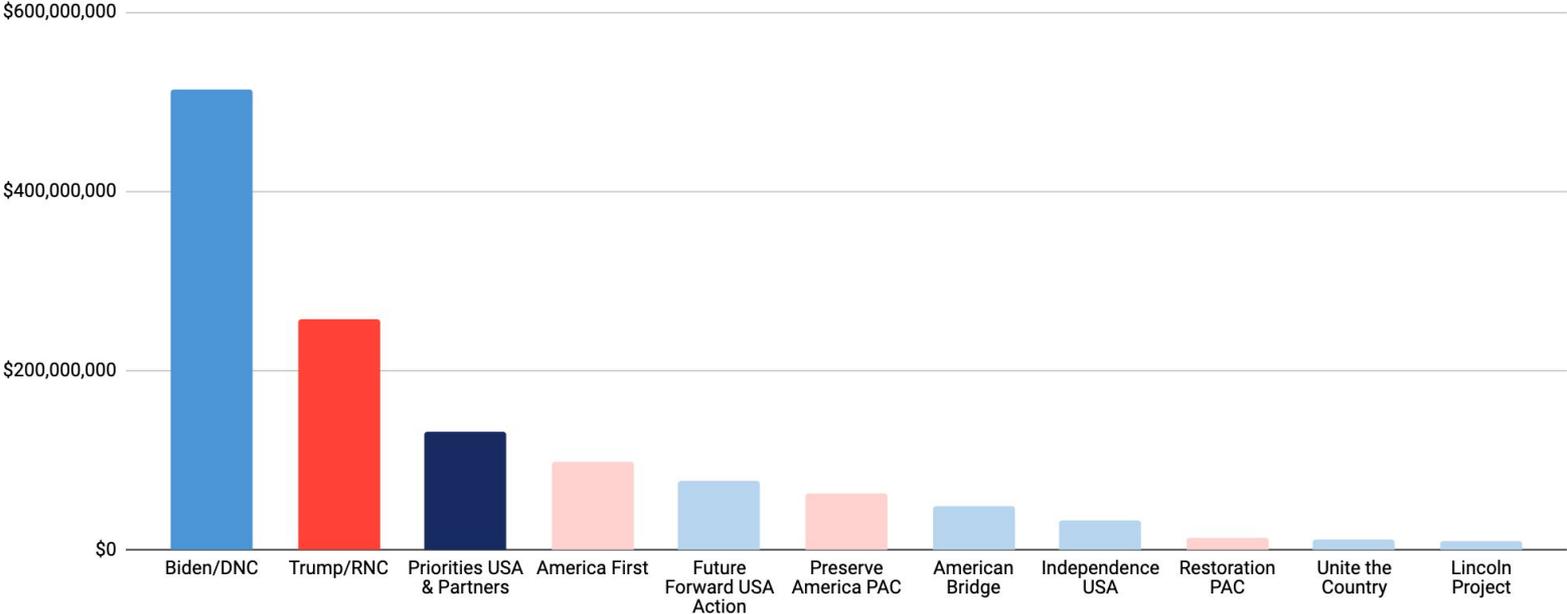
Donald Trump said, "I have the right to do whatever I want as president," and that is what he has done, acting impulsively and causing chaos in our lives. He has weakened America's standing in the world, threatened people's healthcare coverage at home, and proposed cutting Medicare by billions. Now with the coronavirus, Trump continues to do whatever he wants, putting American lives and our economy at risk. He's downplaying the threat, suppressing information, defying public health experts, and deflecting blame onto others—all to protect his reelection.

	All voters	Independents	Persuadable	2016 nonvoters
	53%	55%	53%	60%
	51%	51%	50%	56%



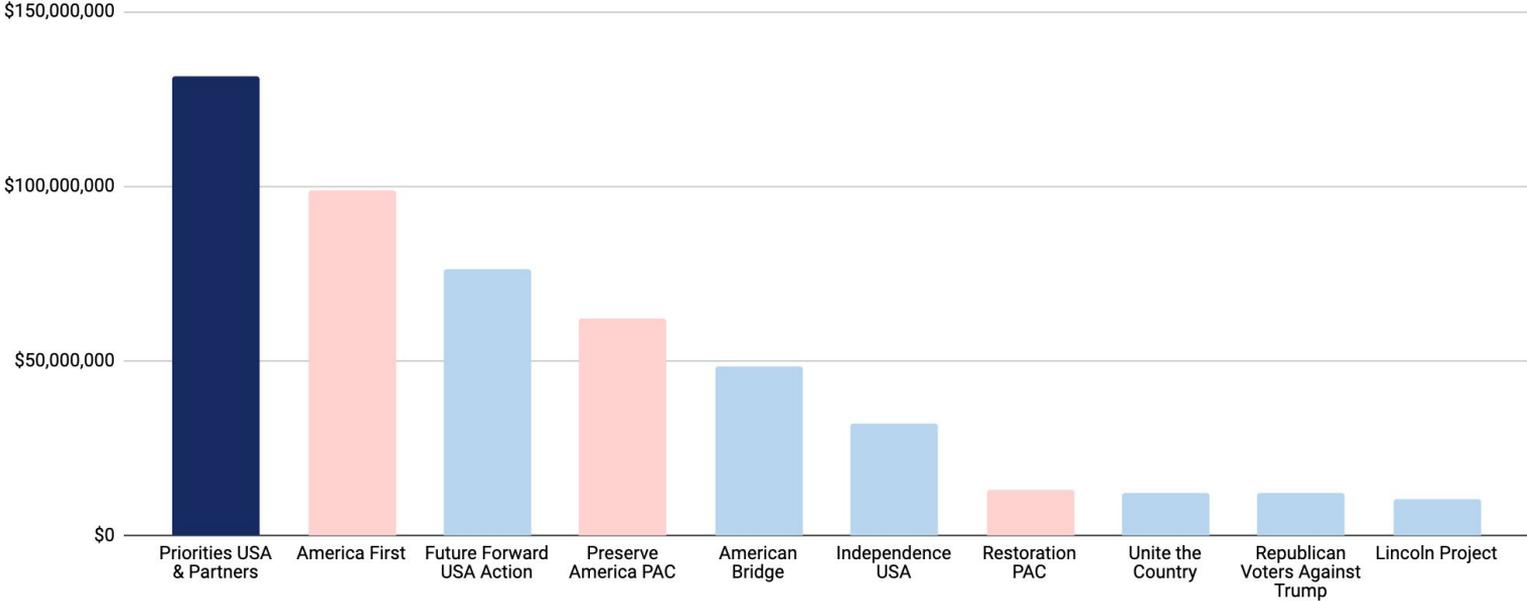
TOP GENERAL ELECTION ADVERTISERS IN CORE STATES

TV, Radio, and Digital Spend



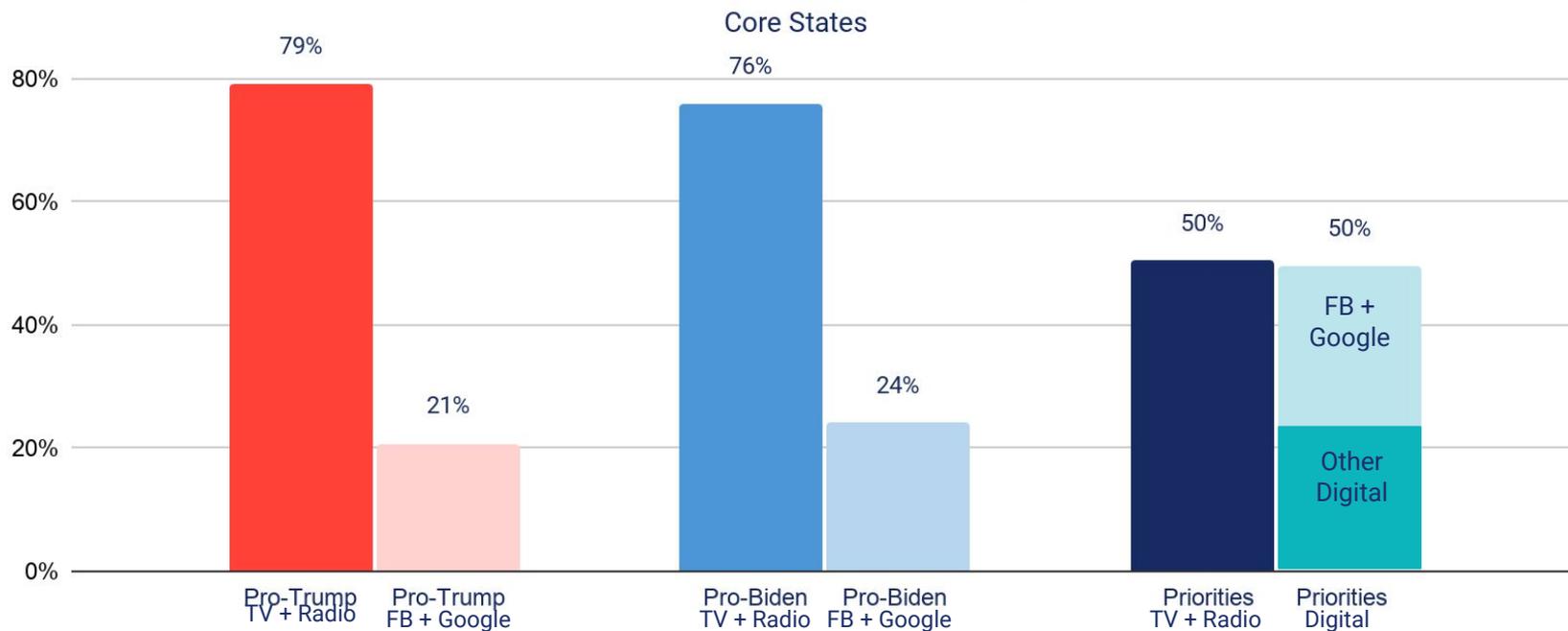
TOP GENERAL ELECTION ADVERTISERS IN CORE STATES

TV, Radio, and Digital Spend



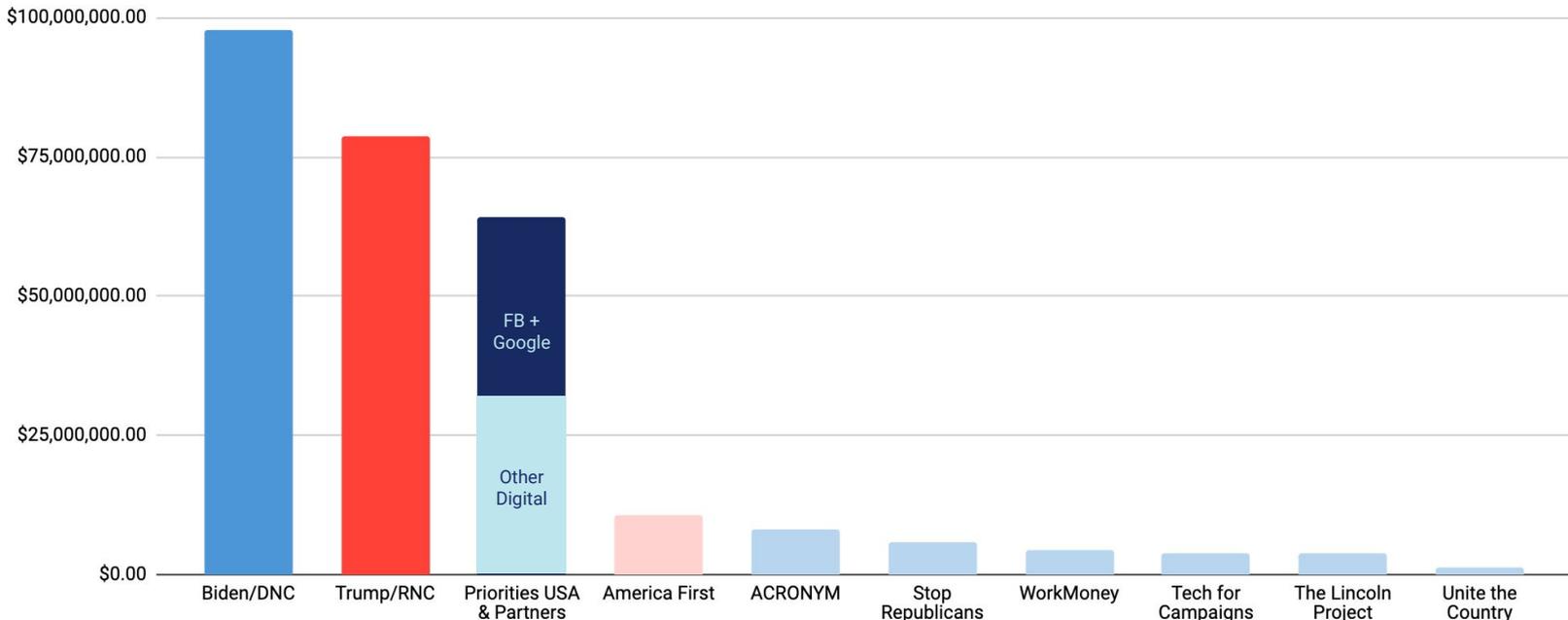
OUR BALANCED MEDIA MIX ENSURED A DEMOCRATIC ADVANTAGE ONLINE

% of General Election Ad Spend to Digital and TV



TOP GENERAL ELECTION DIGITAL ADVERTISERS IN CORE STATES

Digital Spend Only



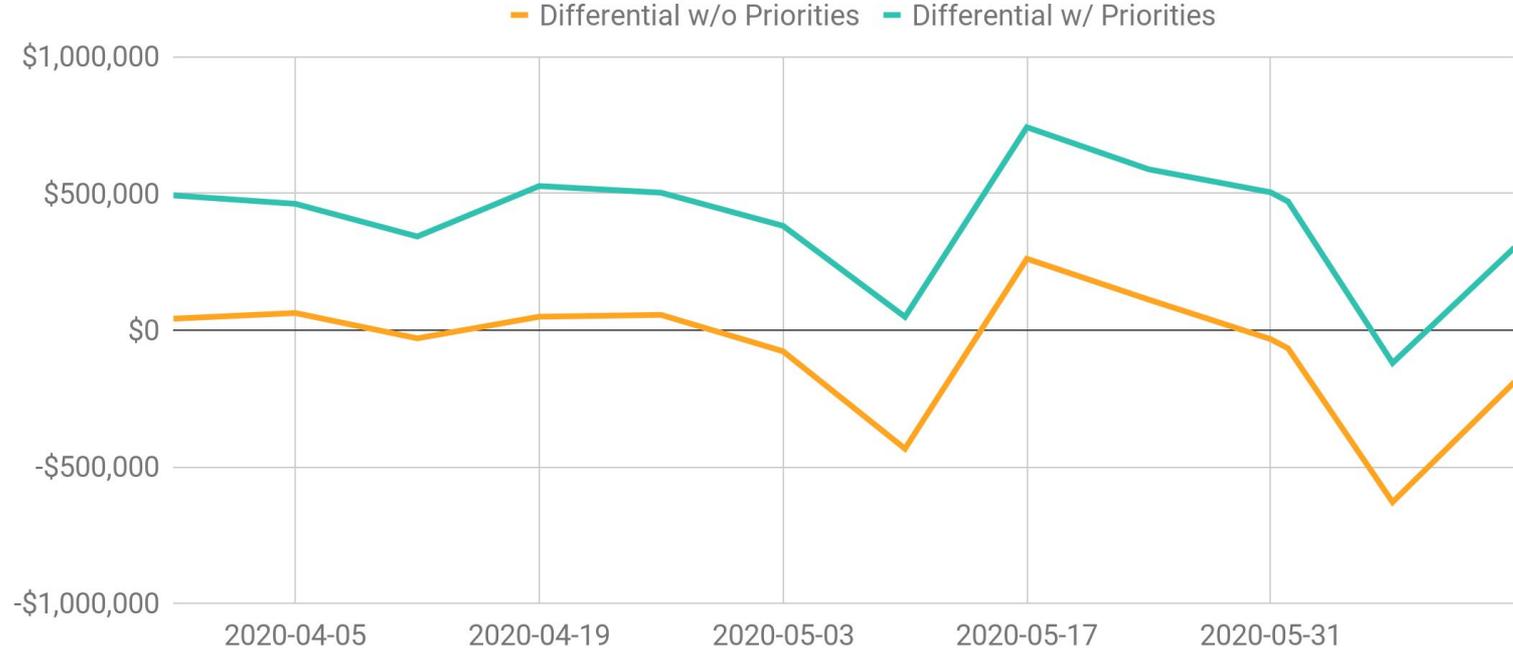
OUR DIGITAL PROGRAMS WERE INSTRUMENTAL IN BIDEN'S LEAD

- Measuring the effects of Priorities' digital persuasion campaigns (April 2020 - Present)
- Core States (FL, MI, PA, WI, AZ):
90% of zip codes "treated" in randomized controlled trial.
- Increased Biden's margin by **1.25pp** on average state-wide.

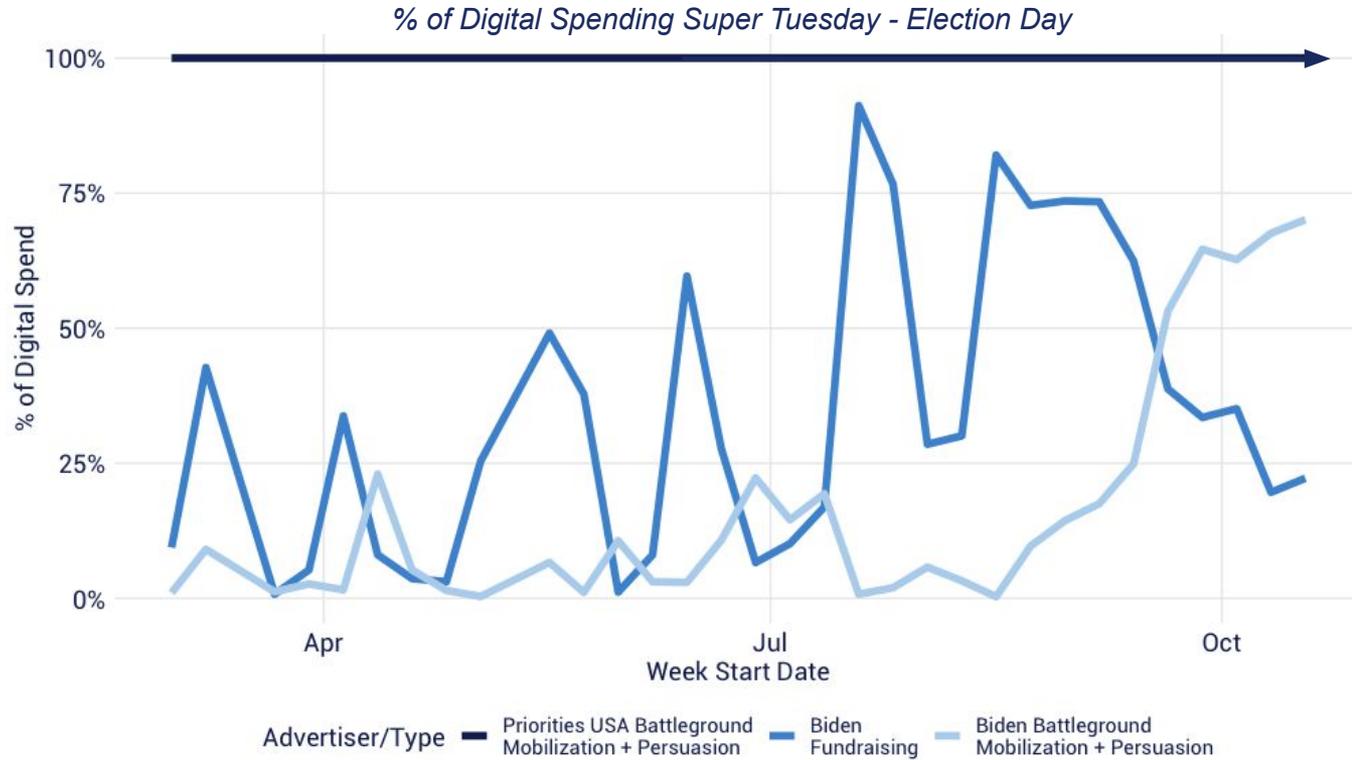


WE ENSURED A SPENDING ADVANTAGE EARLY IN THE CYCLE

FOR EXAMPLE: MICHIGAN



THIS ALLOWED BIDEN TO BUILD HIS WAR CHEST, PAYING DIVIDENDS THIS FALL



OUR CLOSING MESSAGE STAYS FOCUSED ON THE CORONAVIRUS, HEALTH CARE, AND JOBS



PRIORITIES

USA
