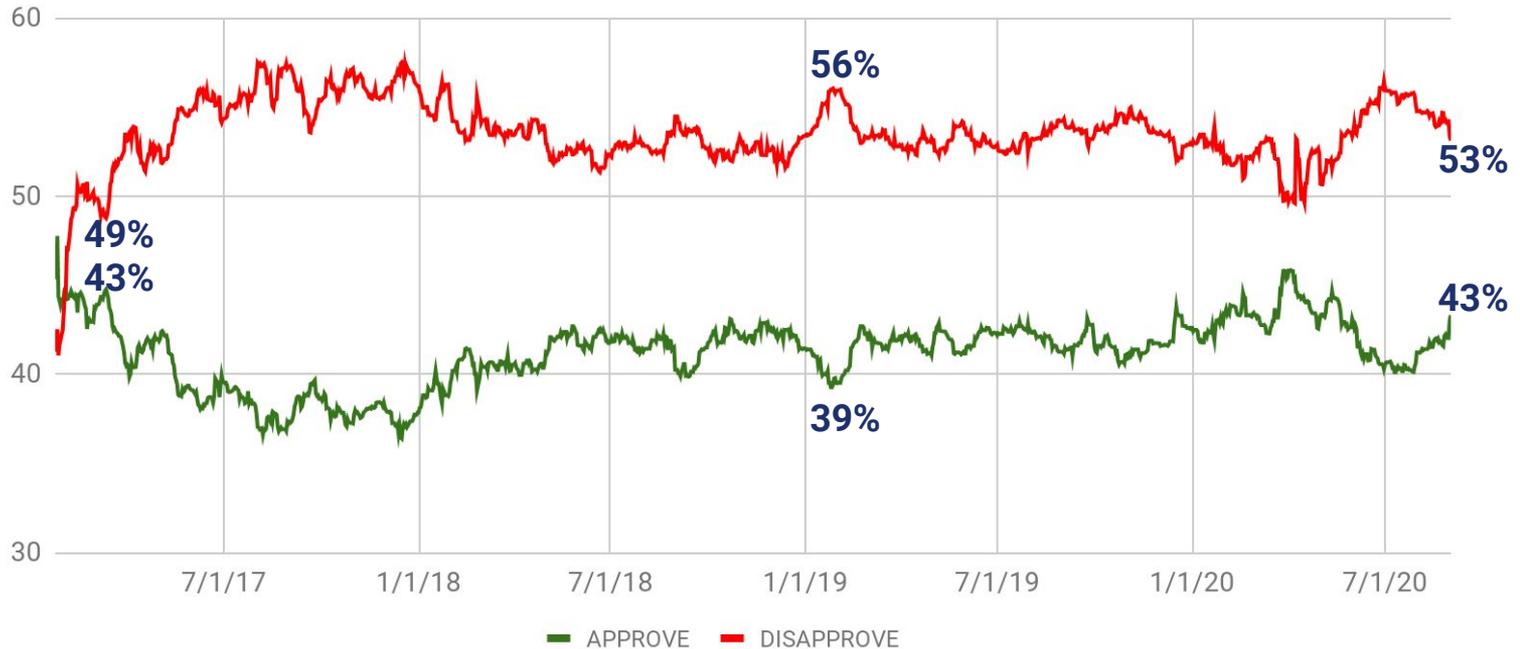

PRIORITIES

USA

STATE OF THE RACE

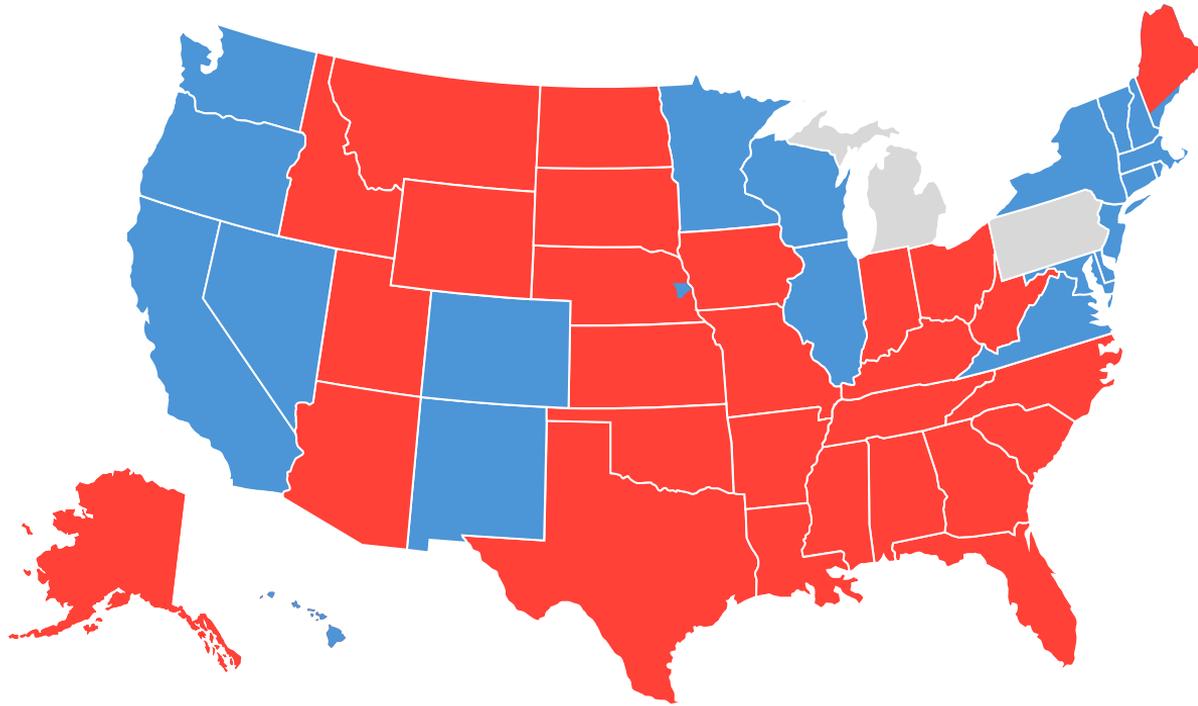
TRUMP NET-APPROVAL AT -10 NOW



Source: *fivethirtyeight*



3pp DECREASE IN WWC SUPPORT & 5PP DECREASE IN POC TURNOUT CREATES A TOSS-UP RACE



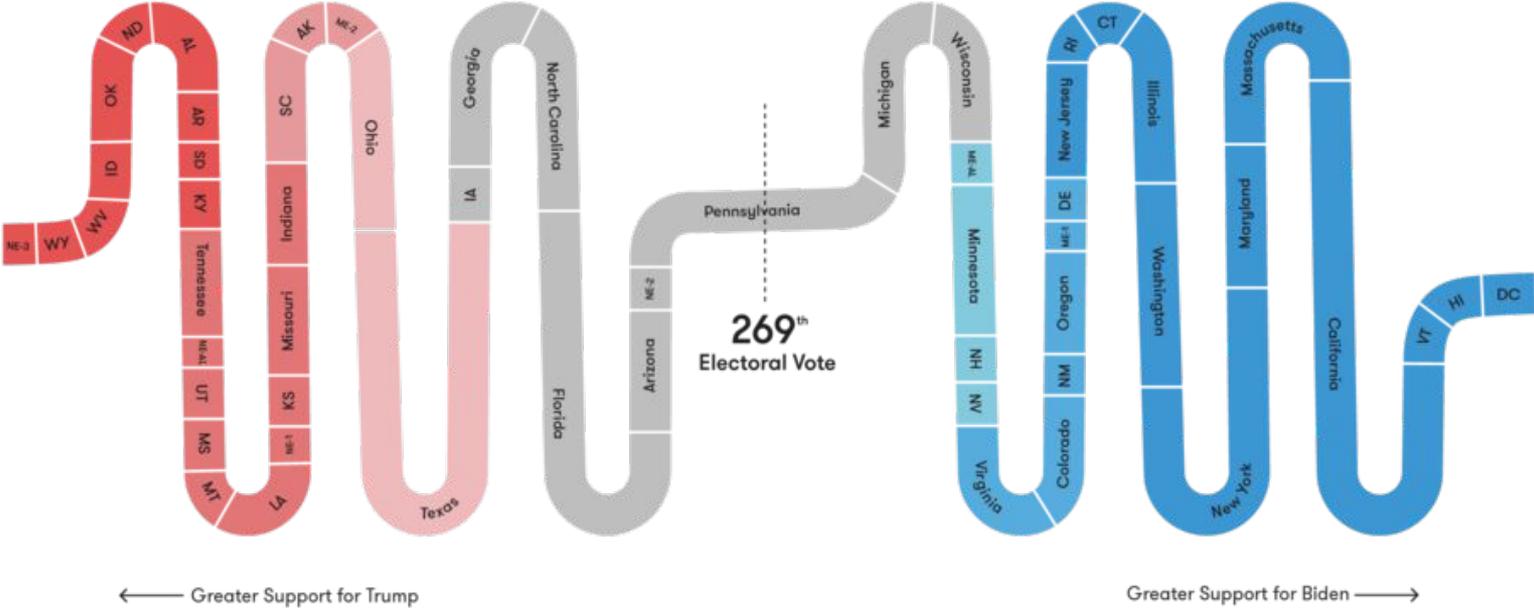
243 | 36 | 259

Biden loses AZ, FL, and NC and the election becomes close.

-  DEMOCRAT
-  TOSS-UP
-  REPUBLICAN



BIDEN HAS MULTIPLE PATHS TO 270

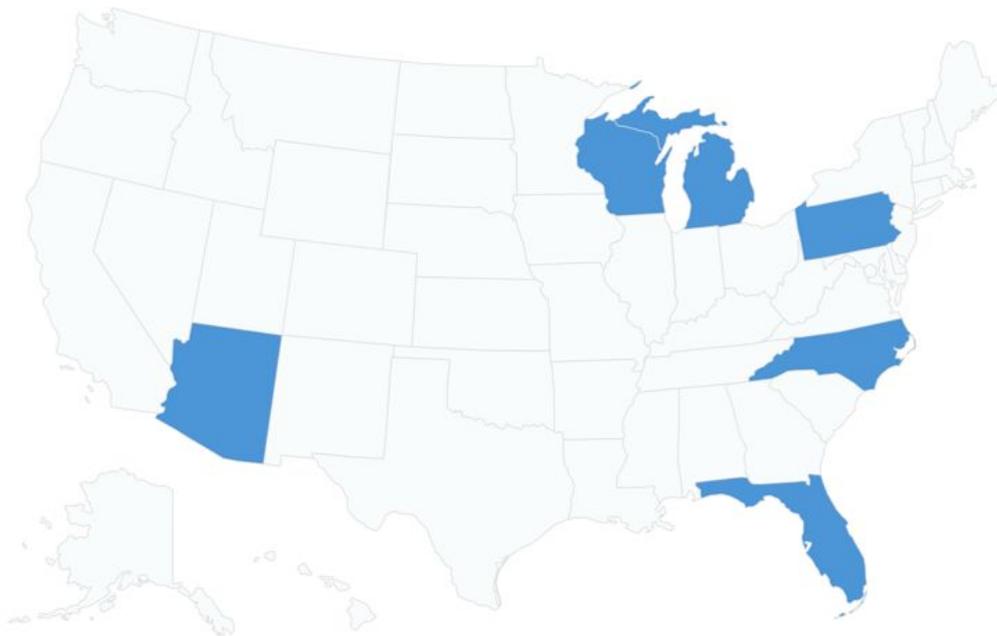


NEW BATTLEGROUND POLLING

Methodology

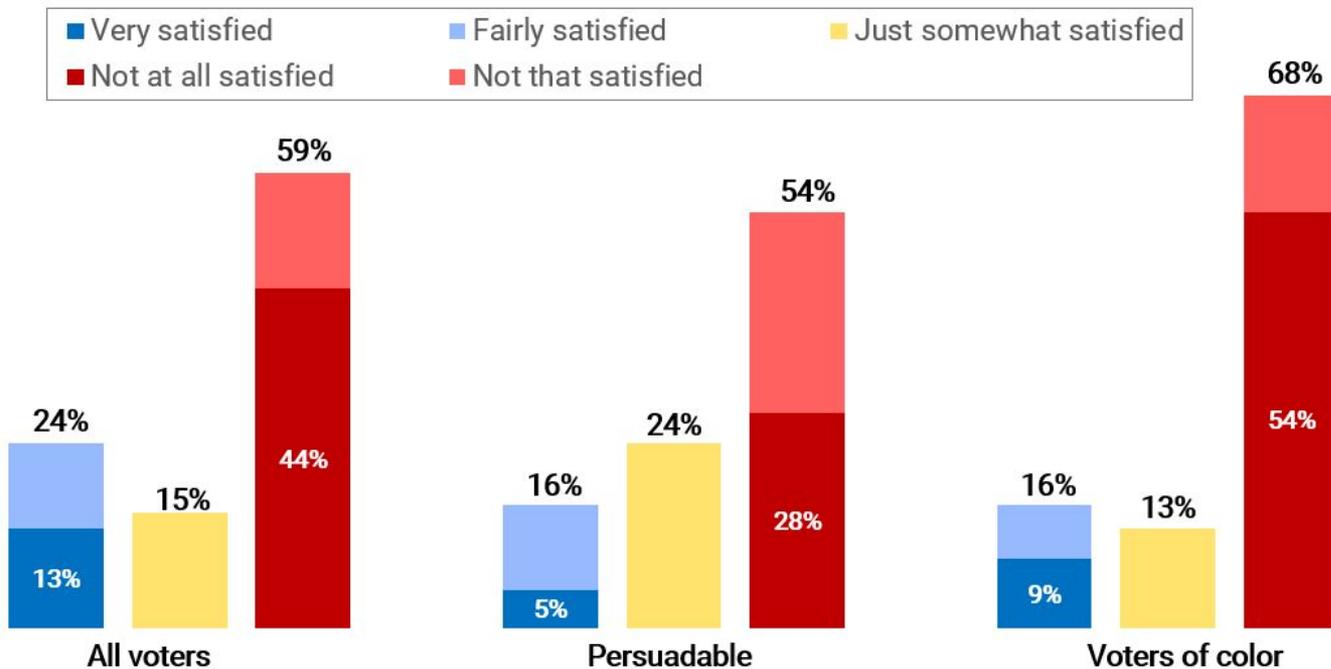
PHONE SURVEYS: LIKELY VOTERS

- 4,800 likely voters across six key battleground states: Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin (800 interviews per state).
- Conducted August 12-18, 2020.
- Among those who voted in 2016: 46% Clinton, 48% 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.



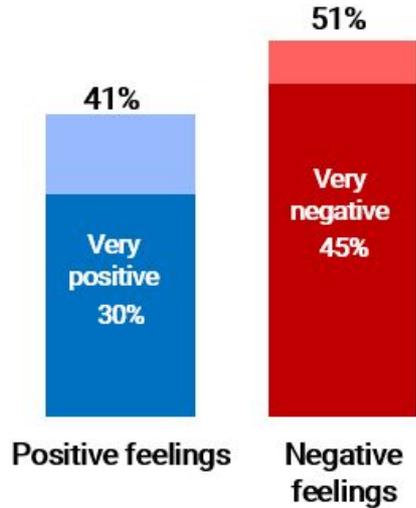
VOTERS REMAIN UNSATISFIED WITH THE COUNTRY'S DIRECTION

Satisfaction with the Overall Direction of the Country

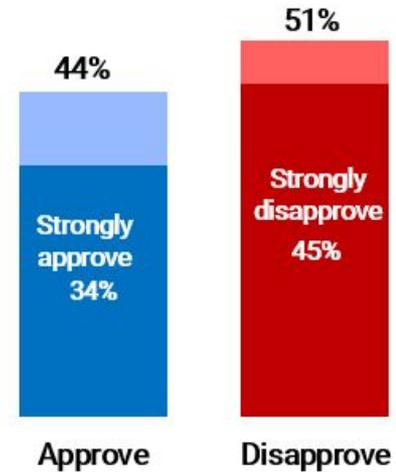


TRUMP CONTINUES TO BE DEEPLY UNPOPULAR

Feelings toward Donald Trump

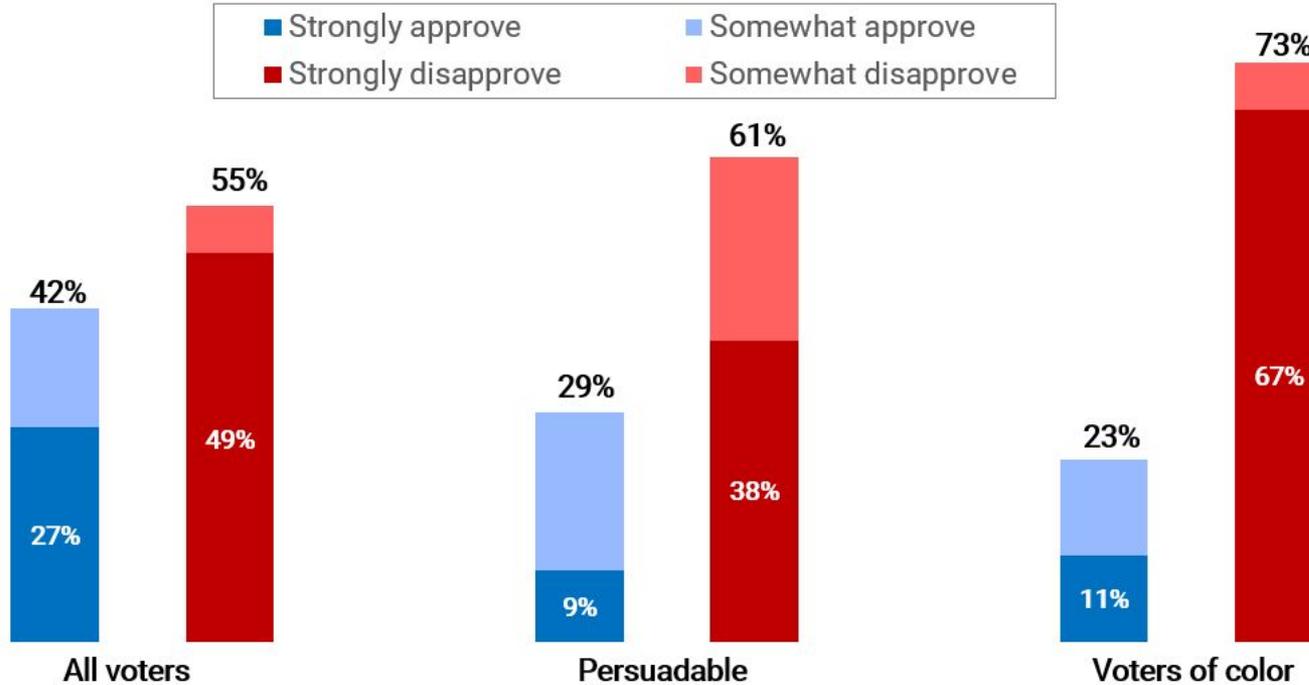


Donald Trump's Job Approval Overall



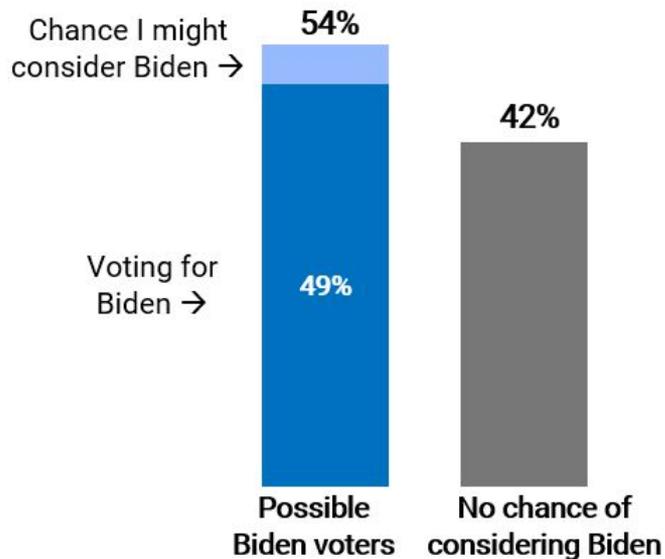
CORONAVIRUS CONTINUES TO POSE A MAJOR LIABILITY

Donald Trump's Job Approval on the Coronavirus

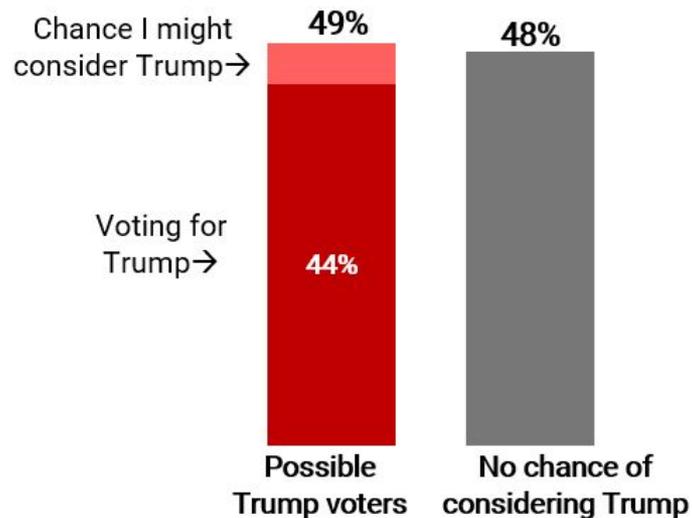


MAJORITY OF VOTERS UNWILLING TO CONSIDER TRUMP

Support for Joe Biden

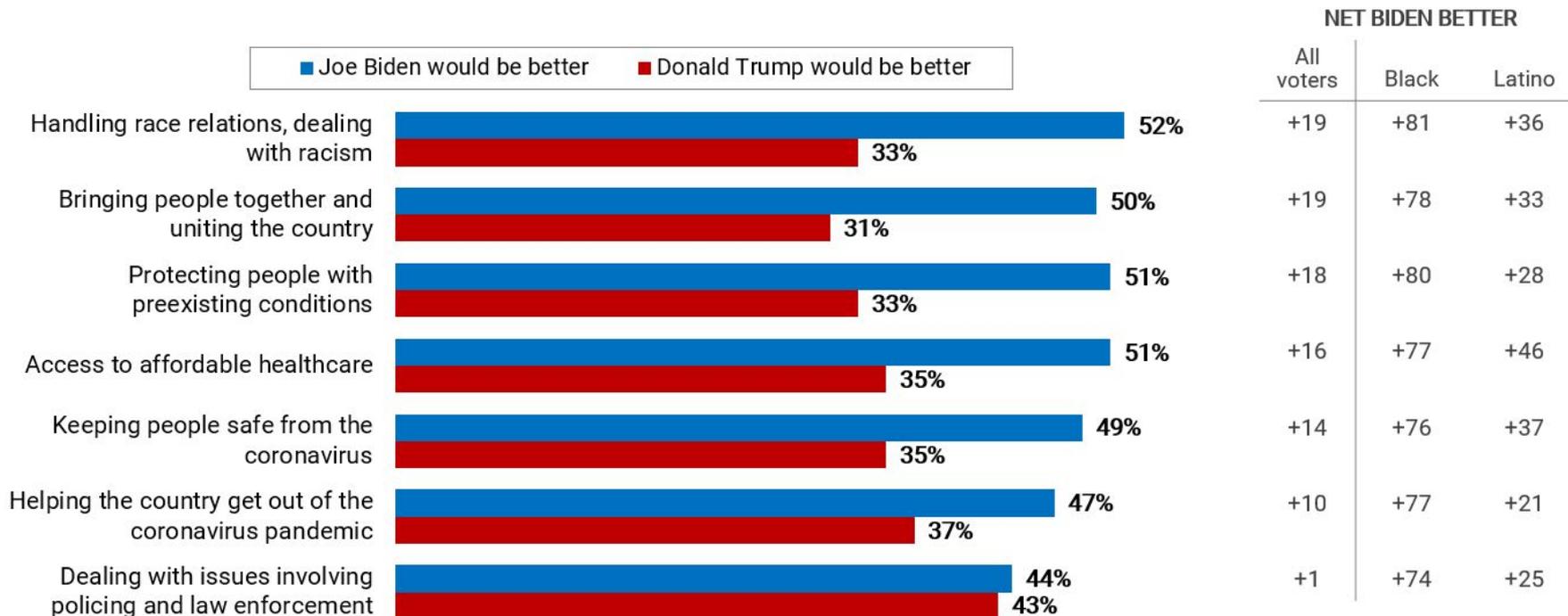


Support for Donald Trump



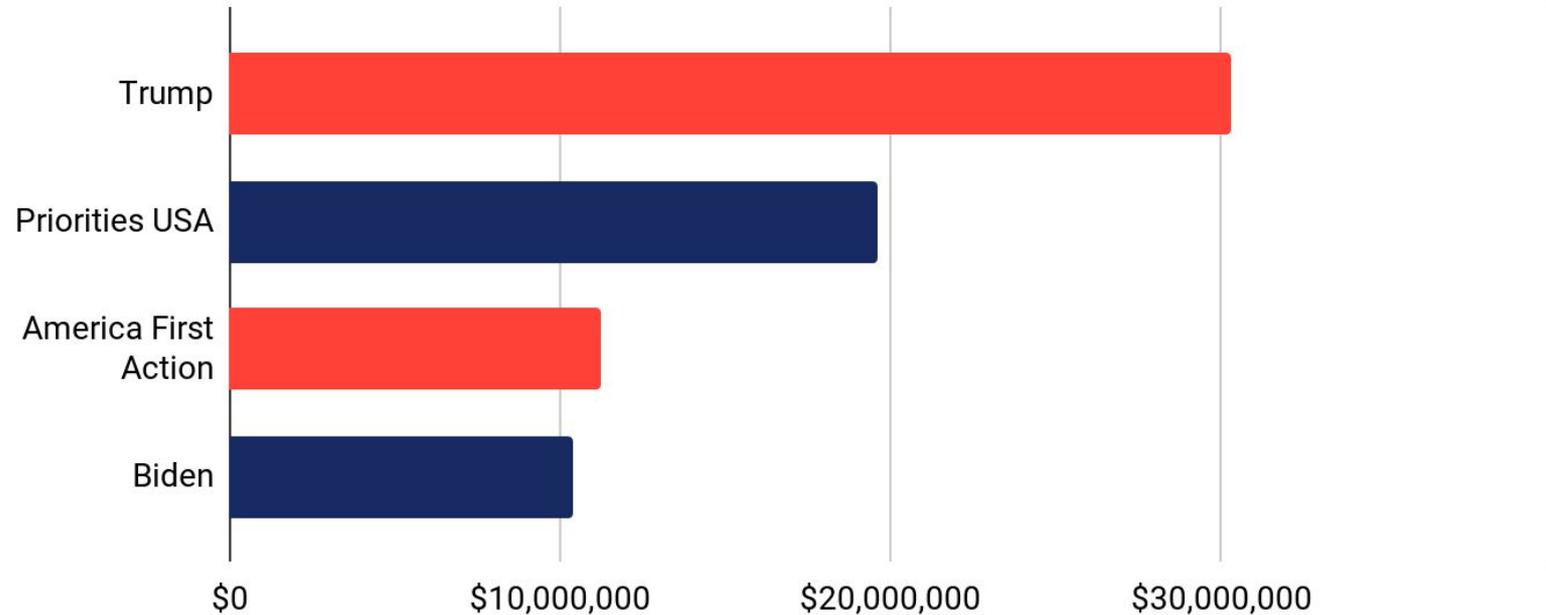
BIDEN MAINTAINS LEAD ON MOST IMPORTANT ISSUES

Who would be better on these issues?



LOOKING AHEAD

PRIORITIES FILLED THE GAP EARLY, DEFINED TRUMP ON COVID-19



Media Spend in AZ, FL, MI, PA and WI April - June 2020



OUR DIGITAL PROGRAM DECREASED TRUMP APPROVAL



- Priorities conducted an in-field experiment to measure our digital program's impact.
- Between April and July, our digital program decreased Trump's net approval statewide in FL, MI, PA and WI by **2.5%**.



Priorities is increasing our focus and resources on:

- Persuading and mobilizing voters, with a particular focus on voters of color.
- Ensuring every voter can safely cast their ballot and have it counted.



PERSUASION & MOBILIZATION

HIGHLIGHT TRUMP'S BETRAYAL OF WORKING FAMILIES IN THE CONTEXT OF THE PANDEMIC

Proportions saying each gives them MAJOR CONCERNS about Donald Trump

	All voters	Persuadable	Voters of color
<p>[HEALTHCARE] Millions of Americans have lost their jobs and health coverage due to layoffs and business closures, while millions more are at risk. But Donald Trump is focused on gutting healthcare coverage for millions of Americans. Trump has proposed cutting billions from Medicare and Medicaid, and wants to destroy the Affordable Care Act, which would allow insurance companies to discriminate against patients with pre-existing conditions and lead to 23 million Americans losing their coverage entirely--all in the middle of a pandemic.</p>	58%	57%	74%
<p>[TAXES/MEDICARE & SOCIAL SECURITY] Even as many businesses close permanently and millions of Americans lose jobs and retirement savings, Donald Trump continues to push policies that make the rich get richer and leave working- and middle-class families behind. Trump gave big corporations and the ultra-wealthy huge tax cuts--and now he wants to pay for those tax breaks by cutting billions from Medicare and Social Security.</p>	56%	58%	71%

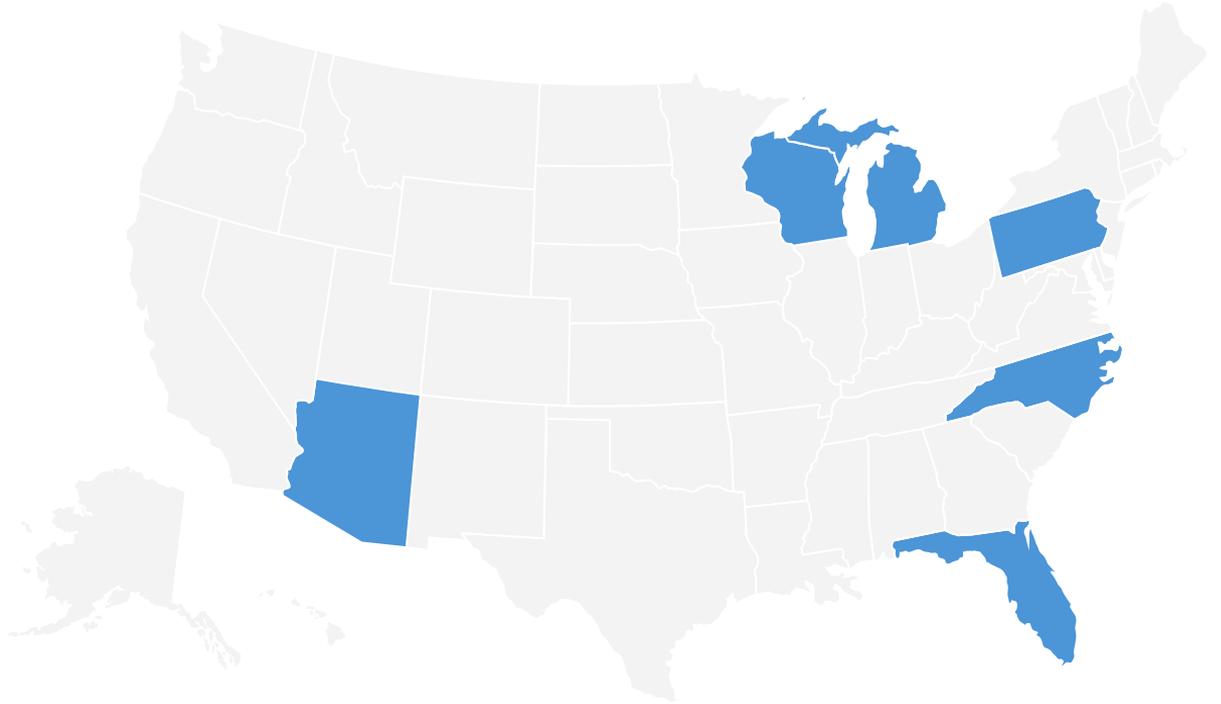




“C’MON MAN”

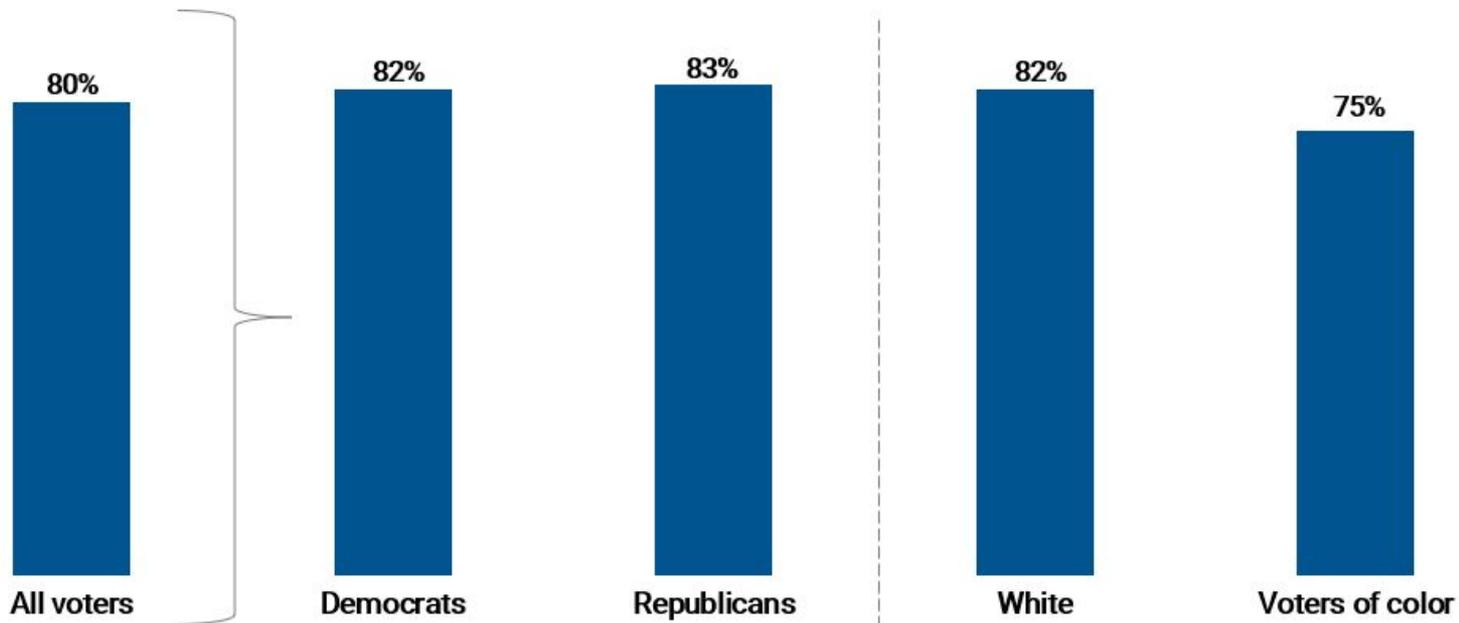


Priorities is investing **\$24m** in persuasion and mobilization efforts targeted at Black & Latino voters.



INVEST IN MOBILIZING VOTERS OF COLOR

Motivation/Enthusiasm: proportions saying they are EXTREMELY MOTIVATED TO VOTE in the 2020 election*



* "10" rating on a 0-to-10 scale



TURNOUT MESSAGES SHOULD FOCUS ON RACIAL JUSTICE AND REMOVING TRUMP FROM OFFICE

THREE Most Motivating Reasons for Voting in the November Elections

	All GOTV targets	Black	Latino	White
Get Donald Trump out of office	68%	59%	68%	78%
Fight for racial justice, take a stand against racism	43%	52%	42%	35%
Make a change on issues that affect me/my family, such as healthcare, jobs/wages, education	41%	36%	43%	44%
Elect more progressive candidates at all levels of government	29%	19%	26%	38%





“WINNING”



“REAL DEAL”





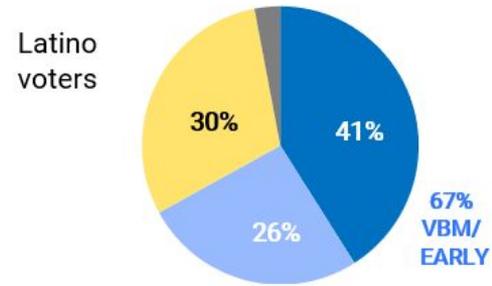
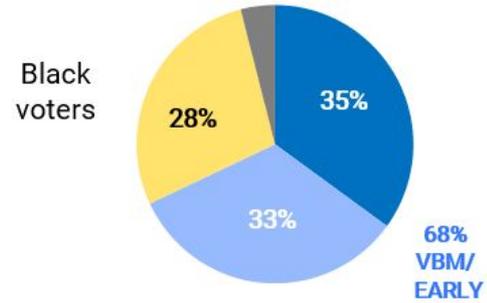
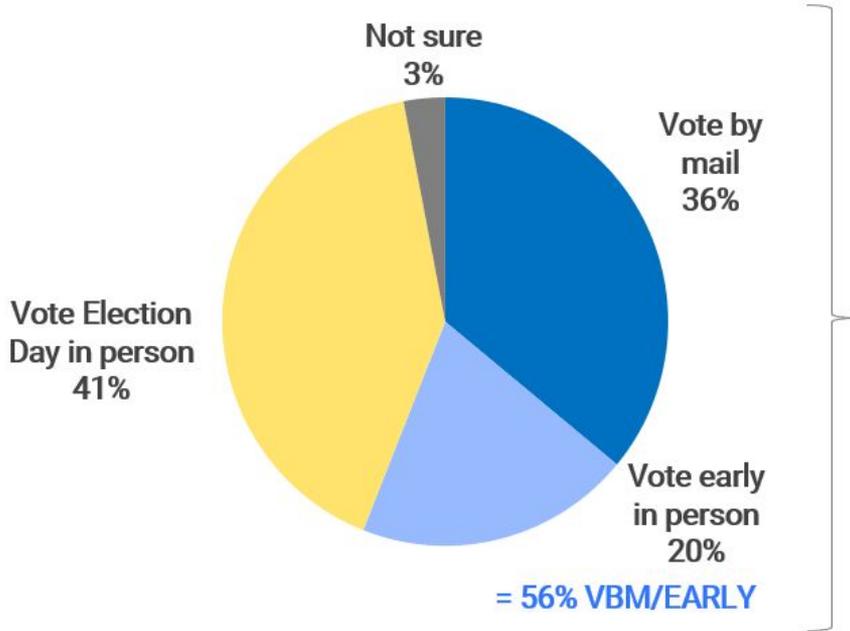
“MEET JOE”



VOTE-BY-MAIL & EARLY VOTING

BLACK AND LATINO VOTERS REGISTER HIGH INTEREST IN VOTING EARLY AND BY MAIL

If you have these options in November, how will you be most likely to cast your ballot?



Priorities' vote-by-mail mobilization program uses digital creative to encourage voters to request a ballot and walks them through how to do so.



HIGHLIGHT VBM AS SAFE AND A WAY TO STAND UP TO TRUMP

Makes me MUCH MORE LIKELY to Vote by Mail in November

HEALTH AND SAFETY

59%

The best way to keep yourself, your family, and your whole community safe and healthy during this time is to vote by mail. Voting by mail greatly reduces the risk of spreading infections as compared to voting in person—especially when there are crowds of people at polling places.

TRUMP/GOP DISCOURAGE

56%

Donald Trump and the Republicans are trying to discourage people from voting by mail because they know that if more people vote, they will lose. Voting by mail is a way to fight back against these anti-democratic tactics and ensure that your voice is heard.

CONTROL IN YOUR HANDS

55%

Voting by mail puts the control in your hands. You get to choose when you want to vote. You can look up information about candidates and issues while you're filling out your ballot. You can choose if you want to return your ballot by mail, leave it at a secure government drop-box, or drop it off at a polling location.

CROWDING IN CITIES/POC LOCATIONS

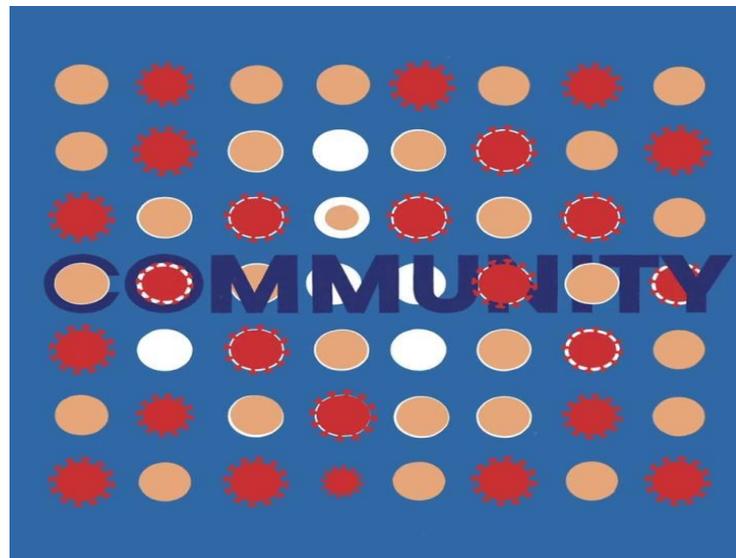
53%

At many polling places, but especially in cities and in areas where people of color live, voters have to wait in long, crowded lines to vote. Voting by mail means you can reduce crowding at polling places, so your neighbors have an easier time voting.





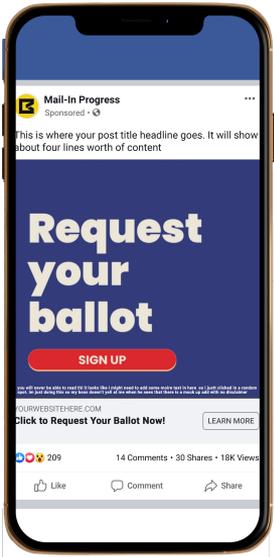
“NEVER WIN AGAIN”



“STOP THE SPREAD”



PUSHING DEMOCRATIC VOTERS TO REQUEST THEIR MAIL BALLOT EARLY



VOTING RIGHTS

Priorities is expanding our voting rights litigation budget to **\$34 million** to combat state laws that make voting less accessible.



PRIORITIES

USA
