PRIORITIES
USA

PRESS BRIEFING

9.16.19

STATE OF THE RACE

TRUMP NET-APPROVAL AT -12 NOW

56%

54%

53%

43%

42%

42%

━━ APPROVE   ━━ DISAPPROVE

7/1/17   1/1/18   7/1/18   1/1/19   7/1/19

IF ELECTION WERE HELD TODAY

278 | 259 | 1
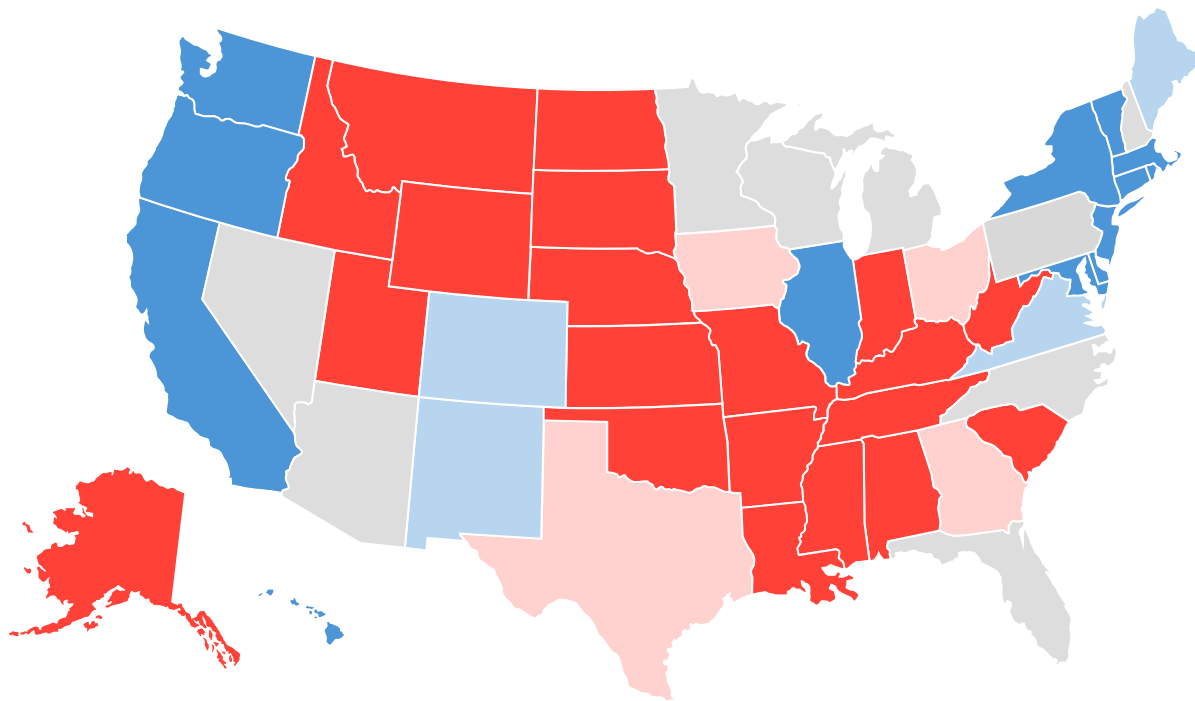
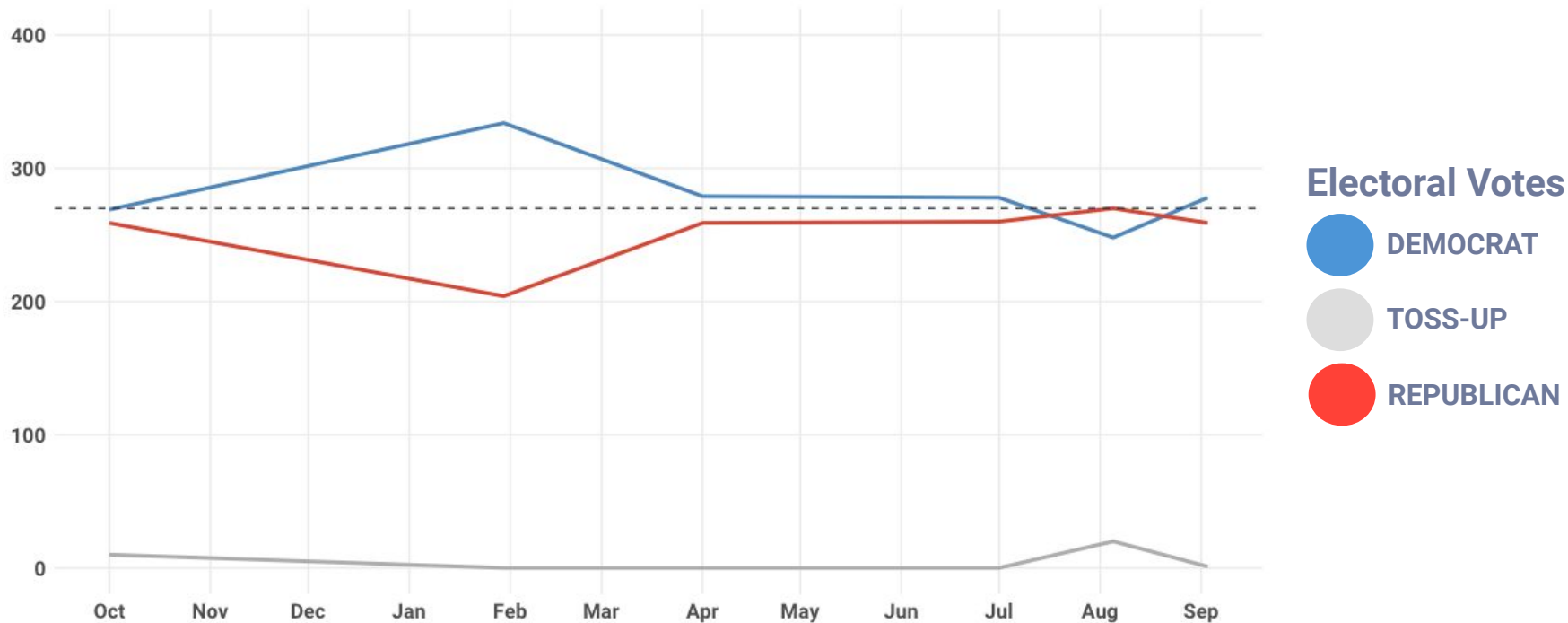We win narrowly with NE-2's EV being too close to call.

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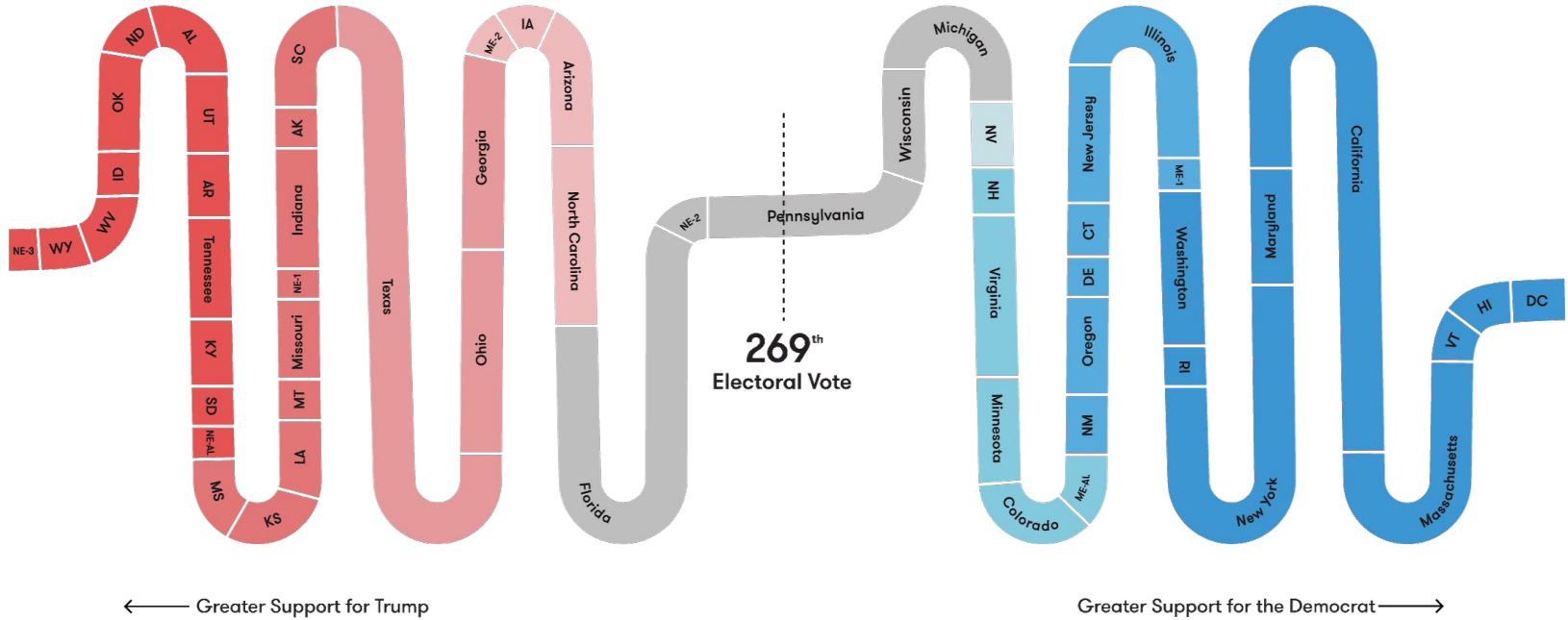- LEAN REPUBLICAN
- REPUBLICAN

NATIONAL TOPINE HAS BEEN STEADY BUT STATES HAVE FLIPPED MONTH-TO-MONTH

FL, WI, PA & MI CRITICAL TO 270

269th Electoral Vote

← Greater Support for Trump

Greater Support for the Democrat →

STATES

CORE:
FL, WI, PA, MI, NV, NH

EXPAND
NE-2, GA, NC, AZ, ME-2

DEM WATCH:
MN, VA, CO

GOP WATCH:
IA, OH, TX

PRIORITIES USA

State of Play in the 2020 Battlegrounds

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

GLOBALSTRATEGYGROUP
LEAD THE WAY℠

GARIN HART YANG
RESEARCH GROUP

Methodology

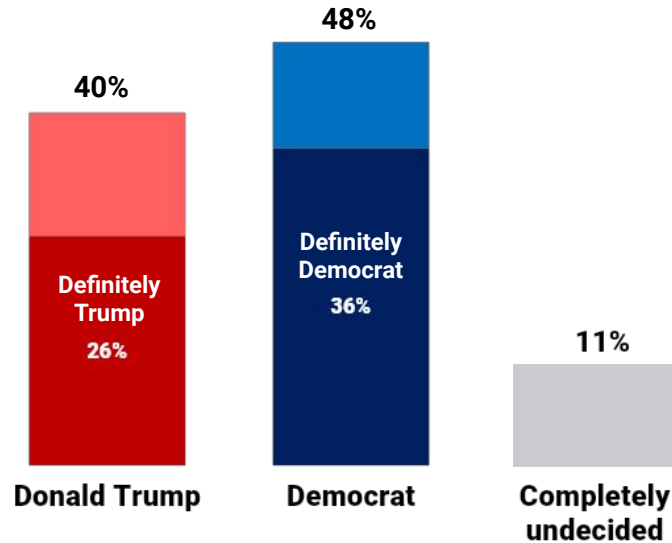**ONLINE SURVEY:
ALL REGISTERED VOTERS**

- 3,014 voters across five key battleground states: Florida, Michigan, Pennsylvania, Nevada, and Wisconsin

- Conducted August 13 to 25, 2019

- 11% 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

  Overall MOE = ±1.8 percentage points
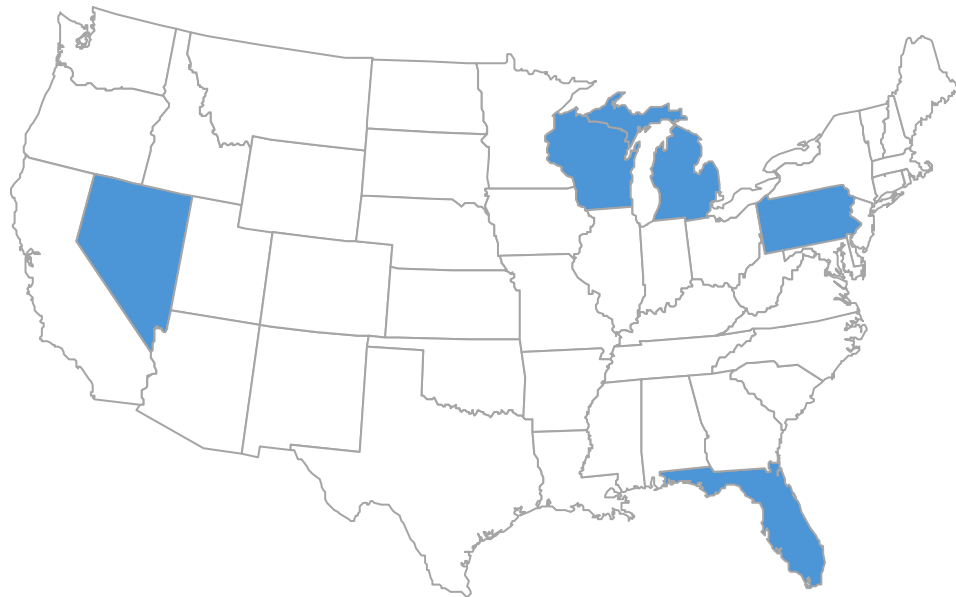
The electorates across battleground states are not enthusiastic about re-electing Donald Trump.
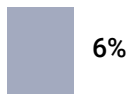
2020 Trial Heat for President

40% — Donald Trump
- Definitely Trump 26%

48% — Democrat
- Definitely Democrat 36%

11% — Completely undecided
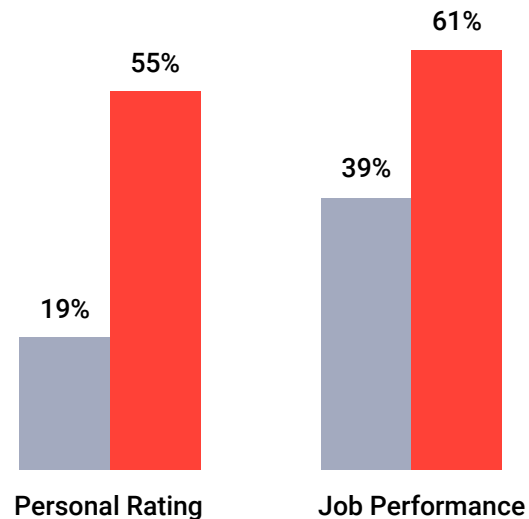
Profile of Undecided Voters

2016 Presidential Vote

42%	20%	20%	18%
Trump Voters	Clinton Voters	3rd Party Voters	Non-voters

Party ID

41%	20%	39%
Republicans	Democrats	Independents

Gender

62%	38%
Women	Men

Age

59%	41%
18-49 yo	50+ yo
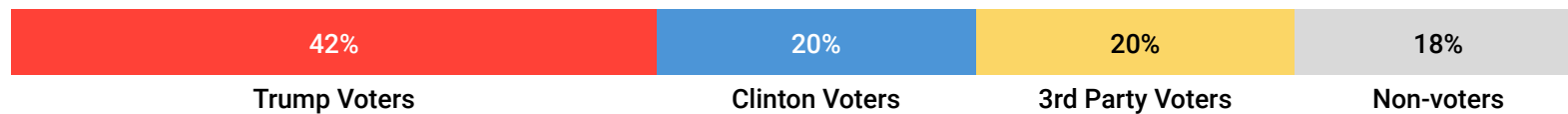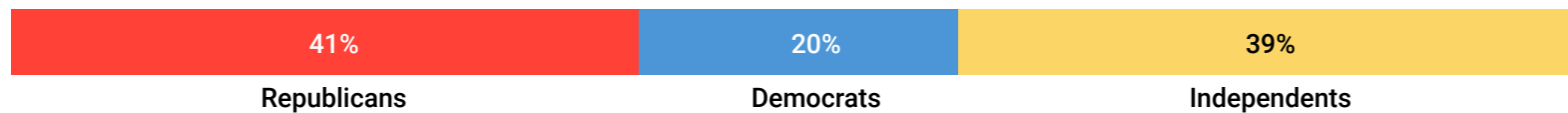
Trump and Democratic Voters Are At Parity On Voter Enthusiasm.

Motivation/Enthusiasm about Voting in the 2020 Election*

70%

24% Very motivated*

46% Extremely motivated*

Highly motivated

30%

Less/not motivated*

75%

22%

53%

2020 Democrat Voters

77%

28%

49%

2020 Trump voters
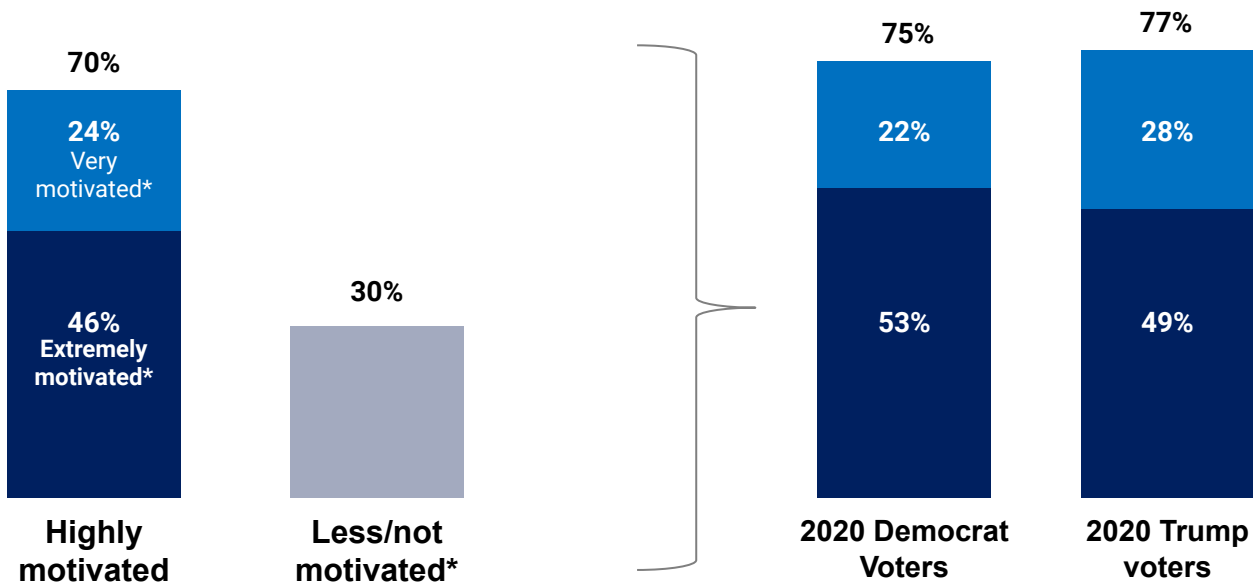
* Based on ratings on a 0-to-10 scale: 10 = extremely motivated, 8-9 = very motivated, 0-7 = less/not motivated

Across the four states we also polled in May (FL, MI, PA, WI), Trump's overall ratings have held relatively stable but opposition intensified.

Donald Trump's Job Approval as President

- Strong approval
- Just somewhat approval
- Just somewhat disapprove
- Strongly disapprove

May 2019
- 44% (28% Strong approval)
- 56% (41% Strongly disapprove)

August 2019
- 45% (29% Strong approval)
- 55% (44% Strongly disapprove)
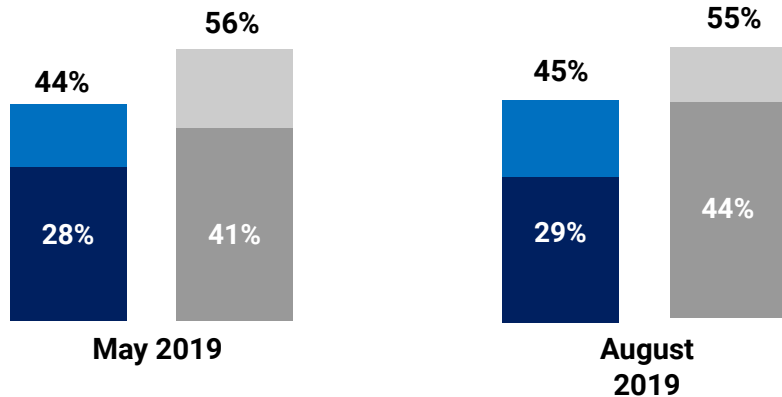
Feelings toward Donald Trump

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

May 2019
- 40% (23% Very unfavorable)
- 53% (41% Very unfavorable)

August 2019
- 40% (25% Very unfavorable)
- 54% (44% Very unfavorable)
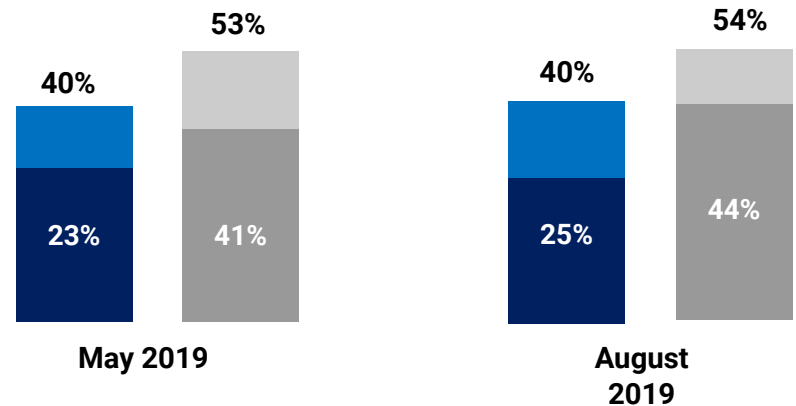
We find a small but consistent slippage on several economic indicators.

Satisfaction with Economic Conditions
- Very satisfied
- Fairly satisfied
- Not satisfied
- Somewhat satisfied

May 2019: 45%, 55%, 18%, 32%
August 2019: 43%, 57%, 19%, 36%
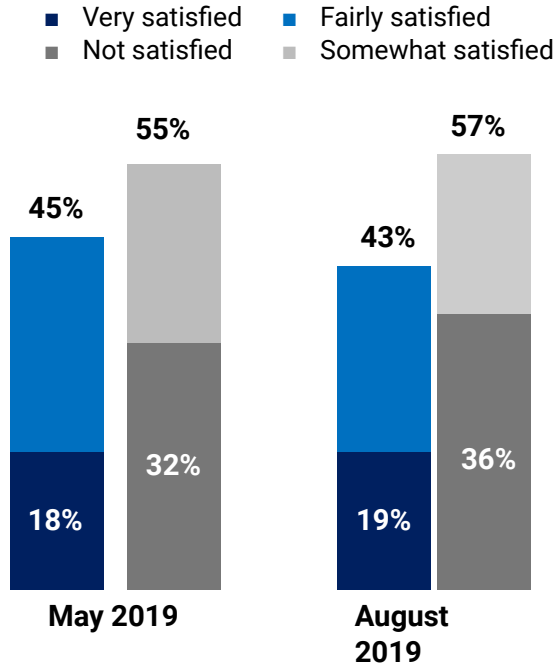
Trump Job Approval on the Economy
- Strongly approve
- Somewhat approve
- Strongly disapprove
- Somewhat disapprove

May 2019: 55%, 45%, 29%, 27%
August 2019: 52%, 48%, 30%, 31%
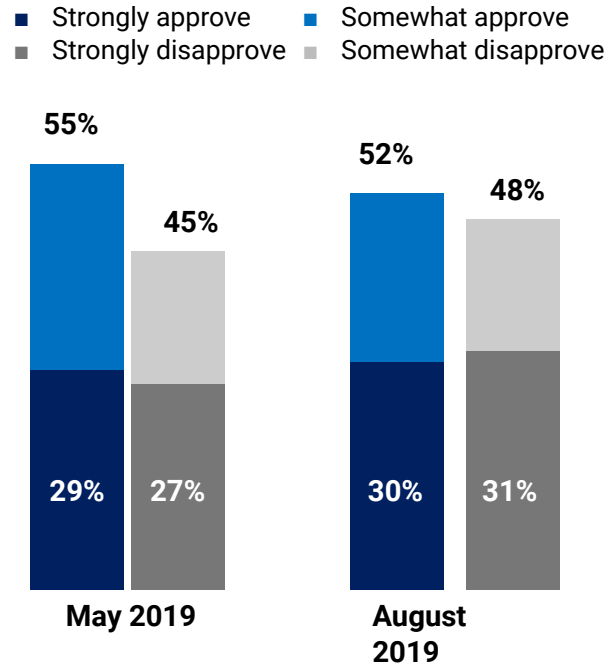
Availability of Good Jobs in my Area
- Gotten better
- Gotten worse

May 2019: 37%, 23%
August 2019: 34%, 26%
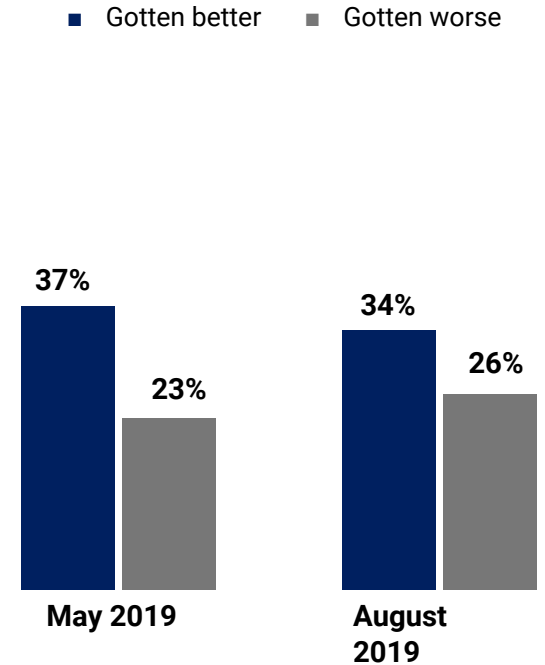
This pattern holds true across several personal economic markers, as well.

My Income vs. Cost of Living

- ■ Income going up faster than cost of living
- ■ Staying even   ■ Falling behind
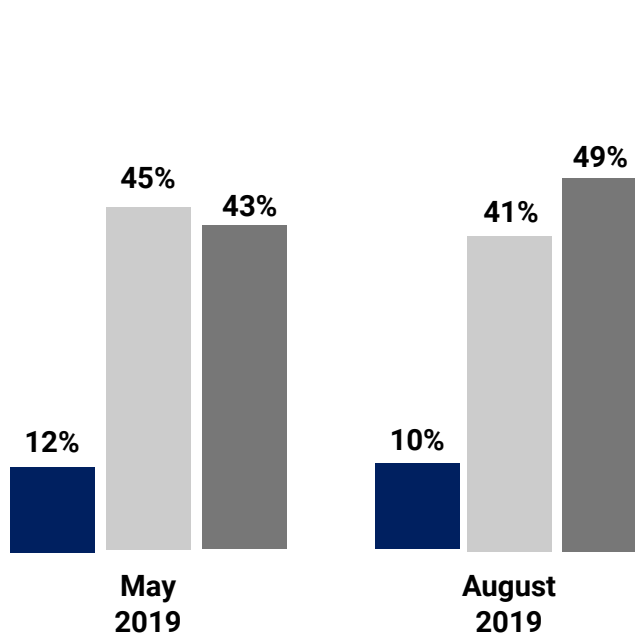
Impact of Trump Economic Policies on Me

- ■ Benefited a lot   ■ Benefited some
- ■ Not benefited   ■ Benefited a little
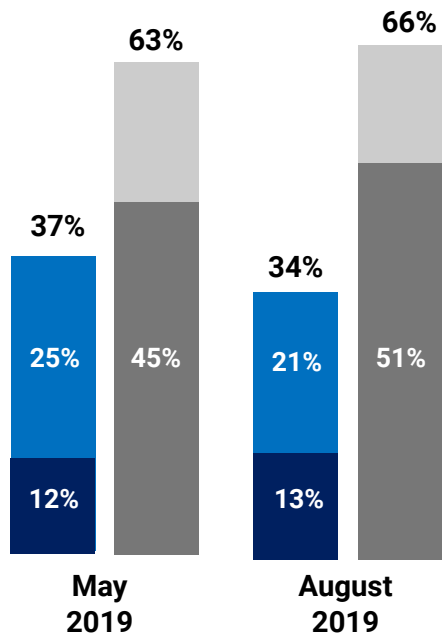
My/Family's Economic Situation

- ■ Gotten better   ■ Gotten worse

My Income vs. Cost of Living

May 2019: 12%, 45%, 43%
August 2019: 10%, 41%, 49%

Impact of Trump Economic Policies on Me

May 2019: 12%, 25%, 37%, 45%, 63%
August 2019: 13%, 21%, 34%, 51%, 66%

My/Family's Economic Situation

May 2019: 25%, 30%
August 2019: 24%, 35%
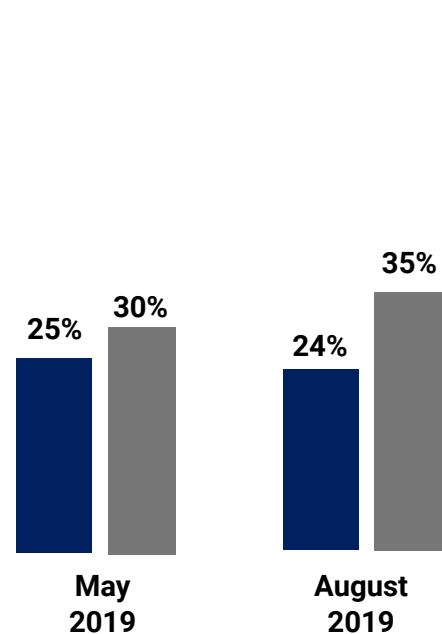
Health care remains the #1 voting issue, including among key swing blocs; gun violence is also a major concern.

Four Most Important Issues to Me

Issue	Percentage
Health Care	*#1 across states* 49%
Gun violence*	35%
Wages vs. cost of living	29%
Government corruption	29%
National security	26%
Climate change/environment	26%
Immigration	25%
Jobs/job security	22%
Border security	22%
Terrorism	20%
Taxes	18%

56% undecideds
53% non-HRC/Dem 2020
52% independents
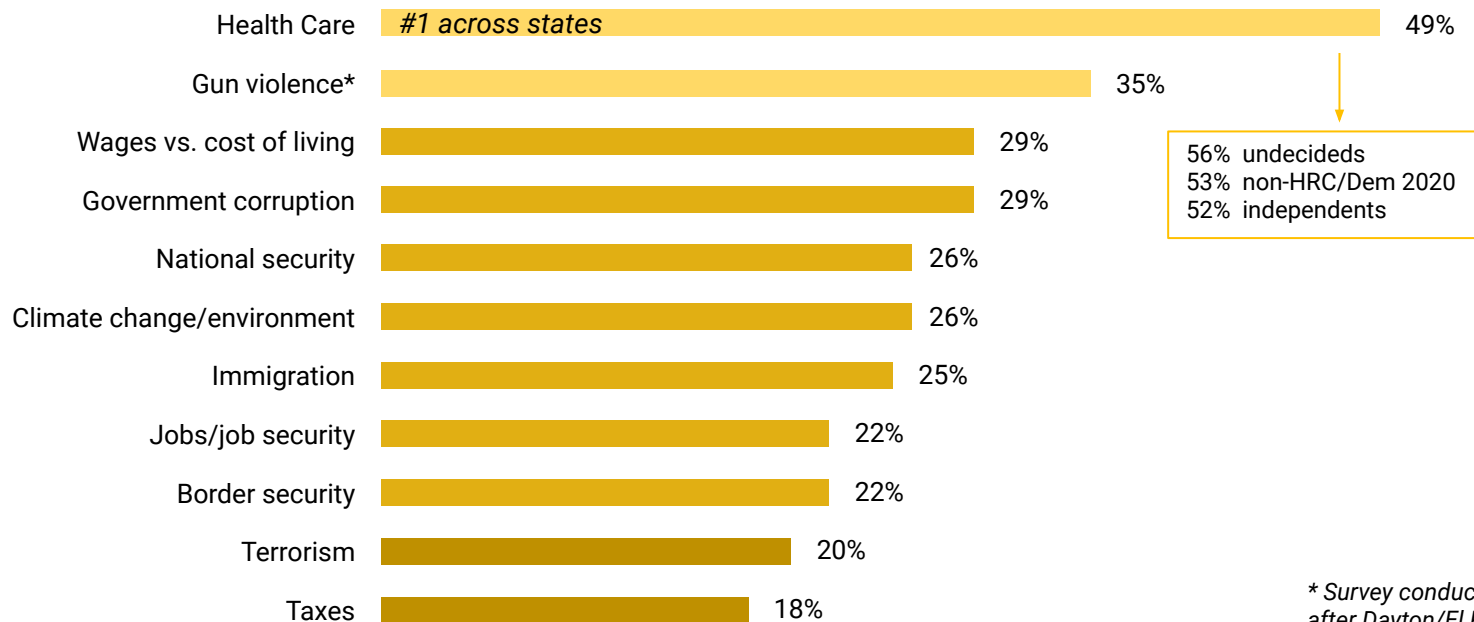
* Survey conducted shortly after Dayton/El Paso shootings

Trump is losing badly on key issues

Trump's handling of this issue is:

■ More of a reason to re-elect Trump   ■ More of a reason to elect someone else with a different approach

Race Relations
- 55%
- 24%

Wh. women non-college:
50% someone else
26% reelect

Health Care
- 52%
- 30%

Undecideds:
46% someone else
21% reelect

Climate Change
- 52%
- 22%

Undecideds:
49% someone else
10% reelect

Gun Violence
- 51%
- 28%

Undecideds:
44% someone else
15% reelect
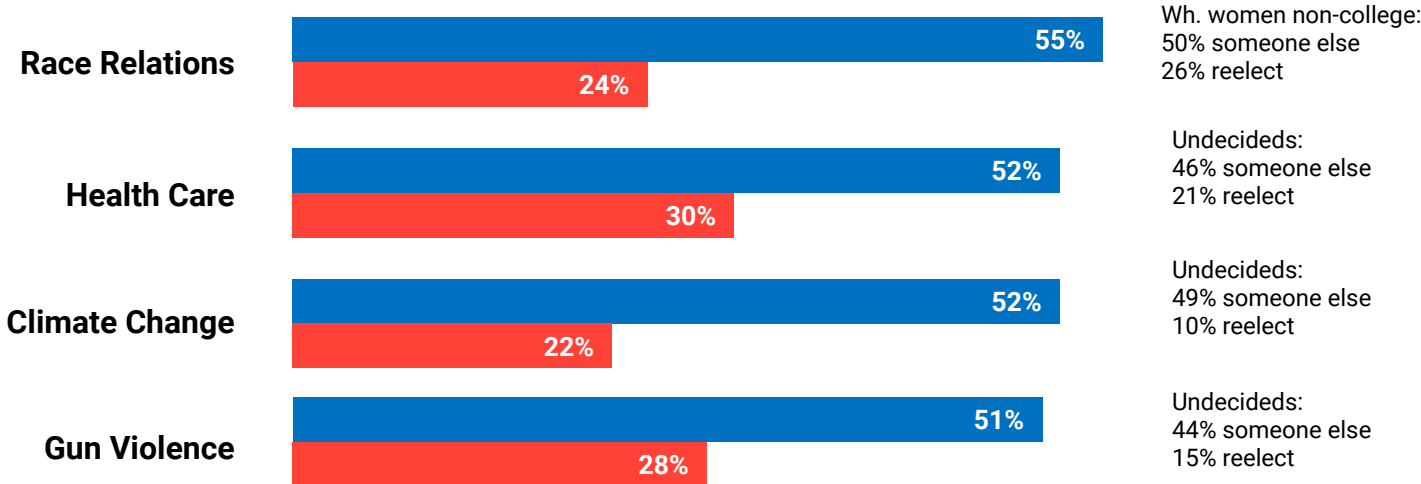
Trump is at a deficit on several economic issues as well—and Democrats have leveled the playing field on the economy as a whole.

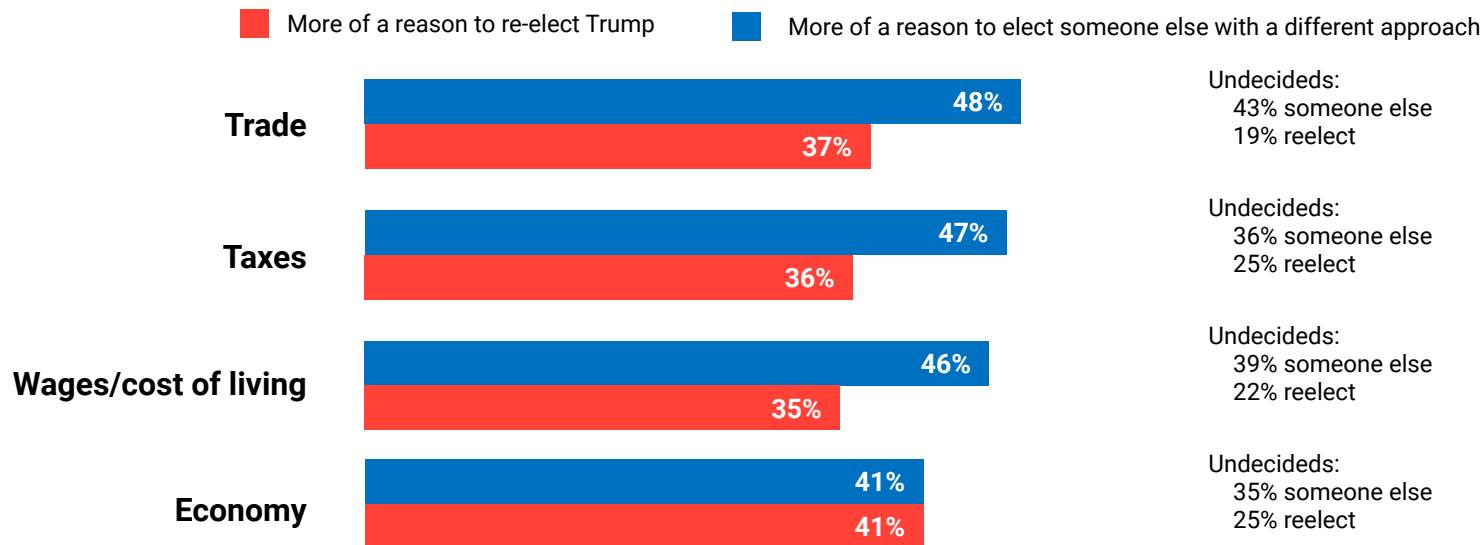*Trump's handling of this issue is:*

■ More of a reason to re-elect Trump   ■ More of a reason to elect someone else with a different approach

Trade
48%
37%

Undecideds:
43% someone else
19% reelect

Taxes
47%
36%

Undecideds:
36% someone else
25% reelect

Wages/cost of living
46%
35%

Undecideds:
39% someone else
22% reelect

Economy
41%
41%

Undecideds:
35% someone else
25% reelect

Trump's tweeting and racism are still hurting him, but economic concerns aren't breaking through
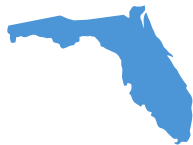
What have you seen/heard lately about Donald Trump that may have made you more favorable or less favorable toward him?

Less Favorable toward Trump	
Tweets, constant tweeting; should stay off social media	**14%**
Racist, racist remarks, bigot, poor race relations	**11%**
Liar, too many lies, chronic liar	6%
Not nice, terrible person; mean, angry, nasty, arrogant	6%
Everything, everything he does, everything he says	5%
Attitude toward legal immigrants, denying green cards to poor people but not the wealthy	5%
Sexist, attitude toward women, women's rights, degrades women	4%
Doing nothing about gun violence, no changes to gun laws, lack of gun control	4%
Nothing, none, no response	**25%**

More Favorable toward Trump	
His views on illegal immigrants, for border security	**11%**
Economy is doing well, booming	8%
Good job, record; has done good things for the country	5%
Low unemployment, more jobs, bringing jobs back to USA	4%
Tariffs on China, trade policy with China, strong stand on China	4%
Building the wall	3%
Nothing, none, no response	**51%**

2019 MOBILIZATION PROGRAM

2019 MOBILIZATION TARGETS

Florida

- 35 Municipal Elections
- Races cover about 8% of FL voters
- Election on 11/5
- Sample races:
  - Orlando Mayoral
  - St. Petersburg City Council

Michigan

- 44 Municipal Elections
- Races cover about 27% of MI voters
- Election on 11/5
- Sample race:
  - Grand Rapids City Commissioner

Pennsylvania

- Statewide & Municipal Elections
- 100% of PA voters can participate
- Election on 11/5
- Sample race:
  - Philadelphia Citywide

Virginia

- 8 State House Elections and 5 State Senate Elections
- Races cover about 21% of VA voters
- Election on 11/5
- Sample race:
  - Senate District 07

WHY MOBILIZE VOTERS IN 2019?

01

To turn out Democrats in important local elections
In our most recent poll, 77% of Trump voters are highly enthusiastic about voting in the 2020 elections. While 75% of those supporting a Democratic challenger feel the same way, only 62% of 18-34 year olds and African-Americans do. We need to mobilize these key constituencies to translate their frustration into voting.

02

To encourage people to develop the habit of voting
Political science research has demonstrated that voting in one election strongly predicts voting in future elections. There is robust evidence that <u>the act of voting itself is habit forming</u>.[1]

03

To identify best practices of mobilization tactics
We will conduct randomized experiments measuring the effects of our 2019 program to inform Democrats' mobilization efforts in 2020. These tests will answer questions around digital inventory, targeting options, timing, and messages.

[1] Alexander Coppock and Donald Green, 2015

TACTIC 1: CHECK IF YOU'RE REGISTERED

Research shows the act of checking registration status increases chances voters turn out.

TACTIC 2: MOTIVATION

Explain why voting matters to convince voters to vote.

TACTIC 3: SOCIAL PRESSURE

Research shows social pressure gets voters to turn out.