
PRIORITIES

USA

BATTLEGROUND BRIEFING



STATES

CORE:

FL, WI, PA, MI, NH, NV

EXPANSION:

AZ, NC, GA

DEM WATCH:

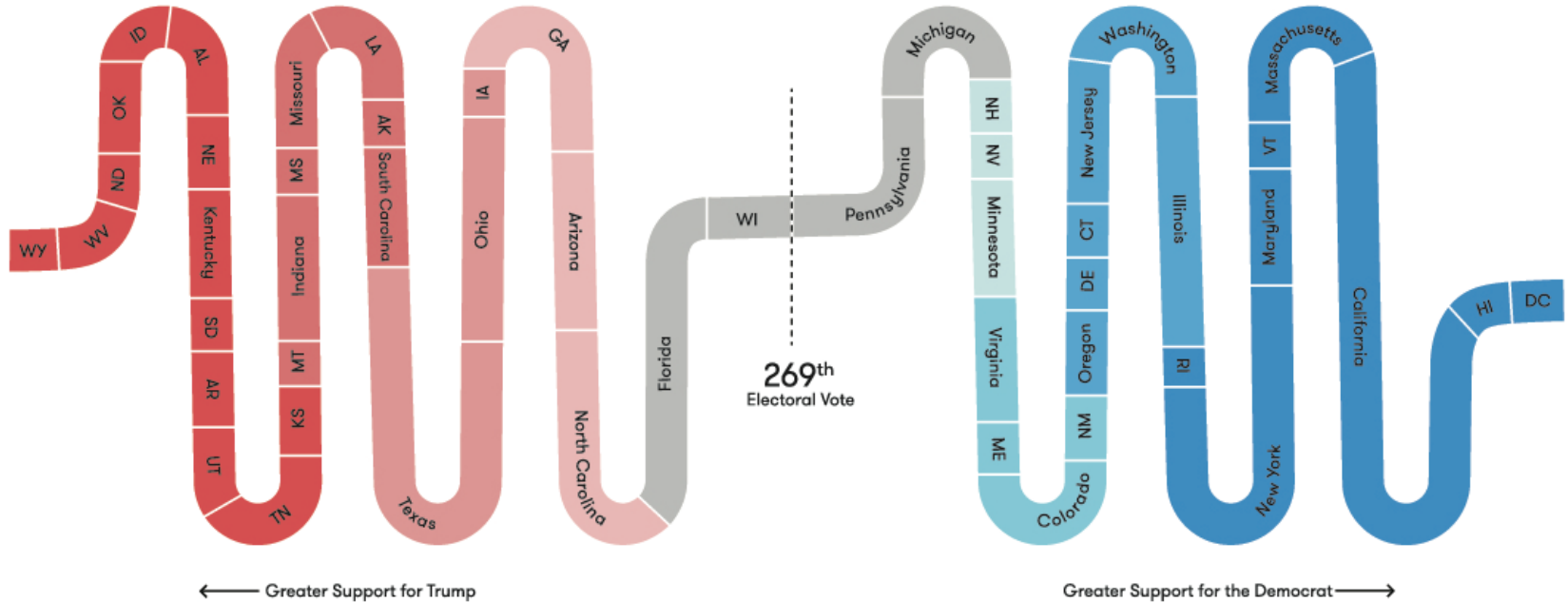
MN, VA, CO

GOP WATCH:

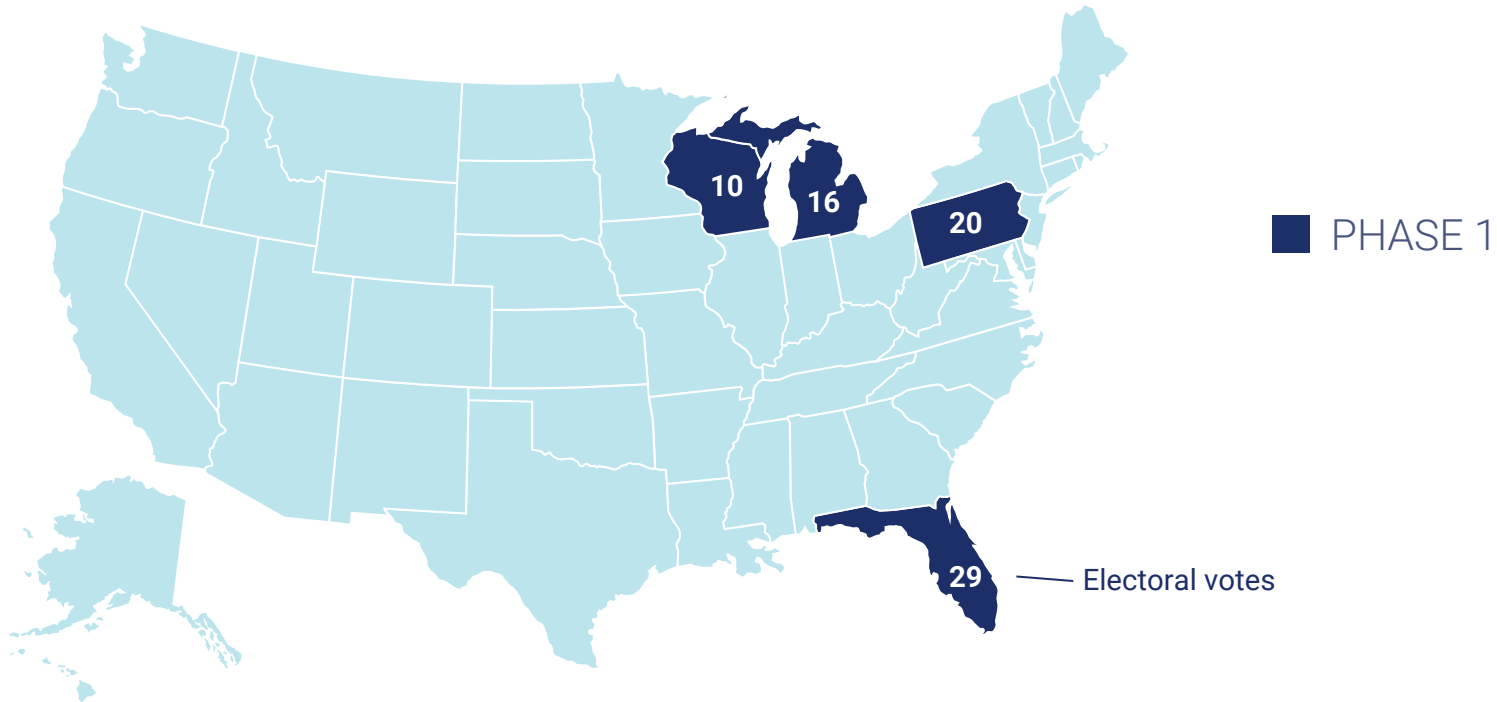
IA, OH, TX



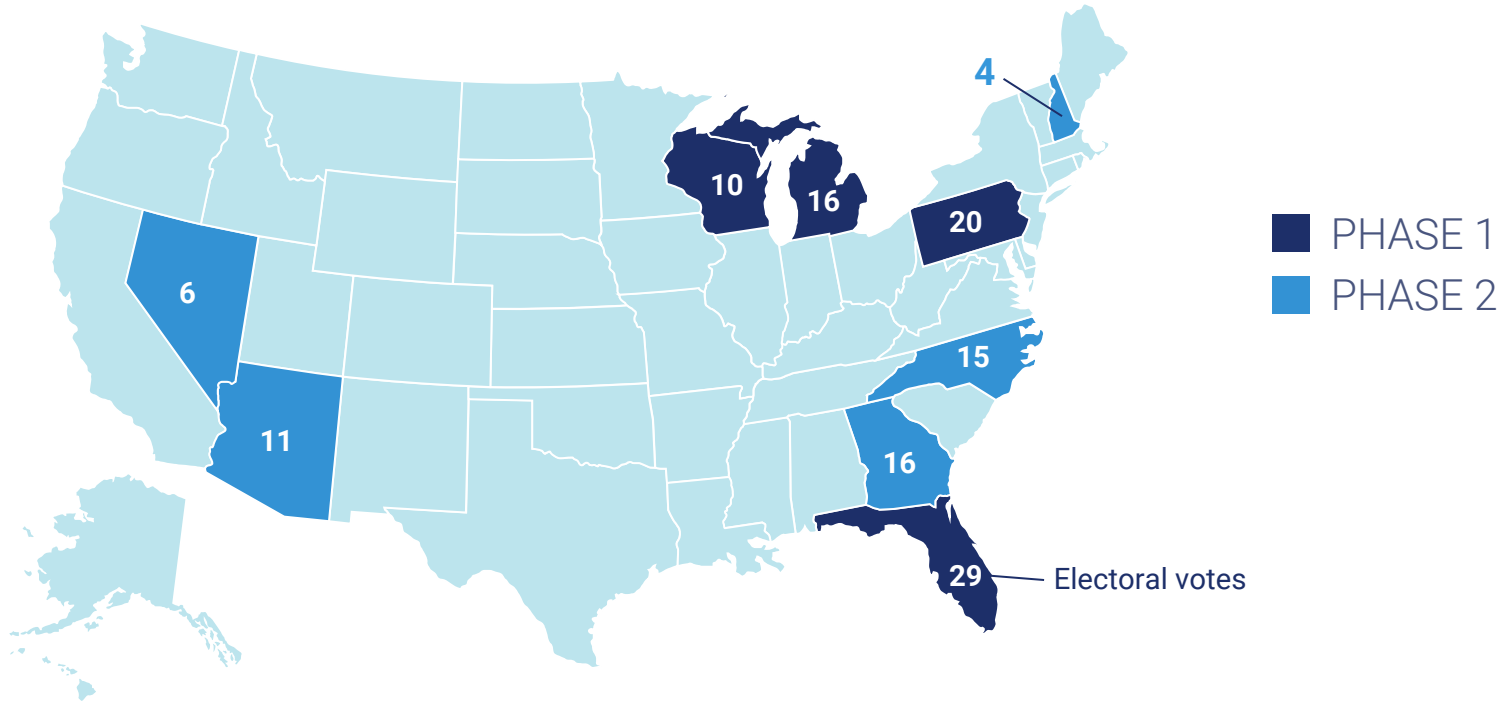
FL, WI, PA & MI CRITICAL TO TRUMP'S PATH TO 270



PRIORITIES USA TO INVEST \$100M IN EARLY ENGAGEMENT PROGRAM



PRIORITIES USA WILL EXPAND THE MAP IN PHASE 2 PROGRAM



NEW POLLING



METHODOLOGY

FOCUS GROUPS

Phoenix, AZ-
Suburban persuasion voters
Latinx turnout targets

Miami, FL-
Young voter turnout targets
Latinx persuasion targets

Milwaukee, WI
African-American
turnout targets

White working-class
persuasion voters

ONLINE SURVEY: ALL REGISTERED VOTERS

1,851 registered voters across
7 key battleground states
(AZ, FL, MI, NH, NV, PA, WI)

Conducted Jan. 30 to Feb. 7

13% did not vote in 2016

Results weighted in proportion to
share of electoral votes per state

MOE = ∓ 2.3 pp

ONLINE SURVEY: DEMOCRATIC TURNOUT TARGETS

400 turnout targets across an
expanded battleground of 15
states (AZ, FL, MI, NH, NV, PA, WI,
plus CO, GA, IA, MN, NC, OH, TX, VA)

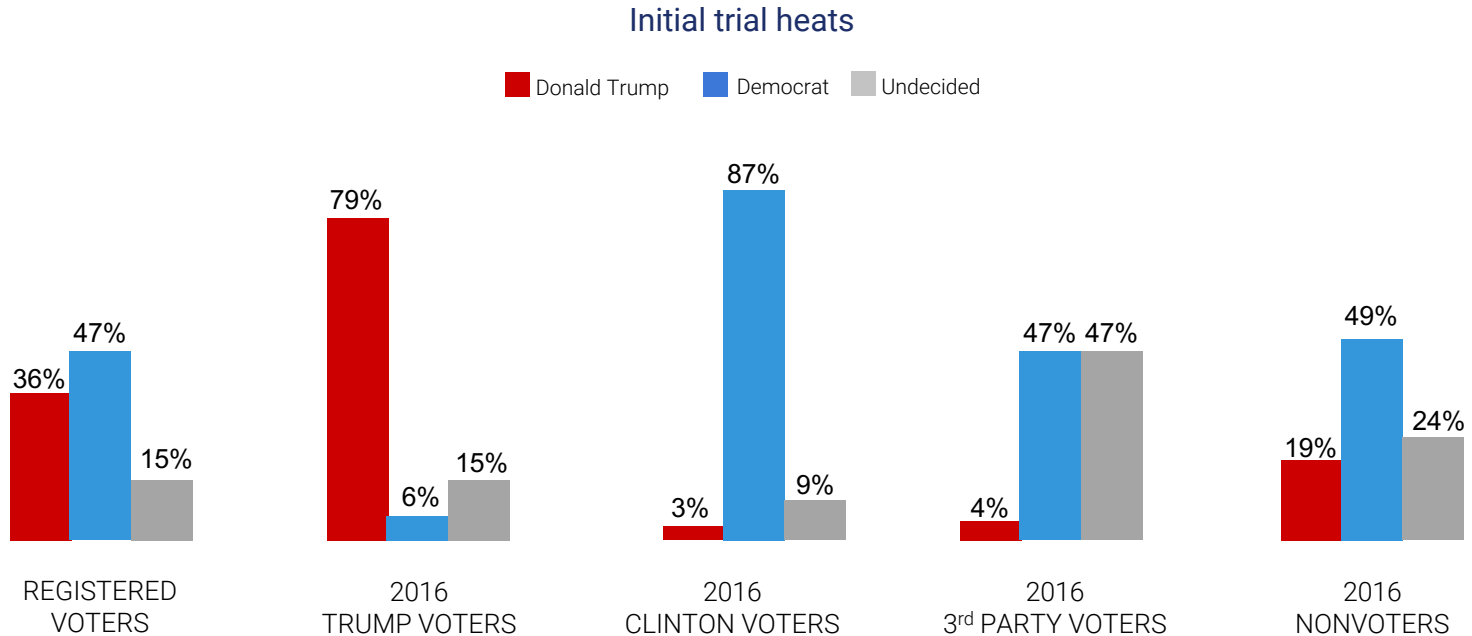
Conducted February 4 to 11

Turnout targets: Democrats who
didn't vote in 2016 (68% registered,
32% unregistered but open to registering)

MOE = ∓ 5.0 pp

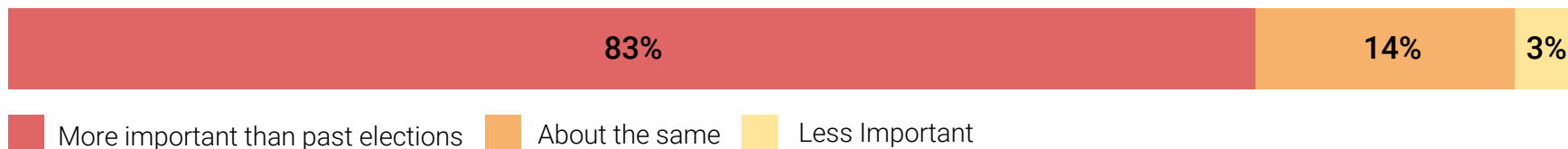


DONALD TRUMP IS CLEARLY VERY VULNERABLE



TURNOUT RESEARCH SHOWS DEMOCRATS ARE POISED TO GROW THE ELECTORATE FROM 2016

IMPORTANCE OF 2020 ELECTION

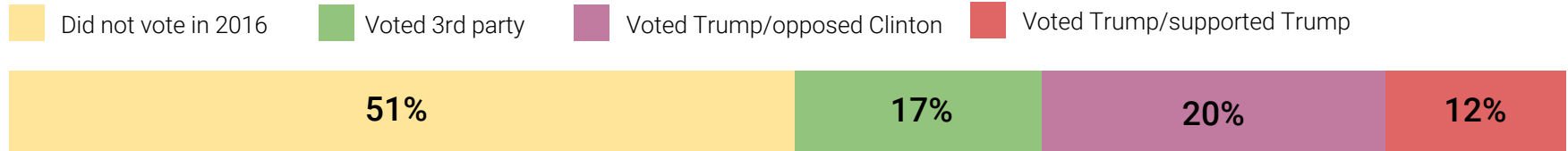


LIKELIHOOD OF VOTING IN 2020



16% OF ALL REGISTERED VOTERS DID NOT VOTE FOR CLINTON BUT ARE INCLINED TO VOTE FOR A DEMOCRAT IN 2020

Open to Democrat



HEALTH CARE AND WAGES CONTINUE TO BE IMPORTANT TO KEY VOTERS

PERSUASION TARGETS

59% health care

42% wages

MOBILIZATION TARGETS

62% health care

45% wages

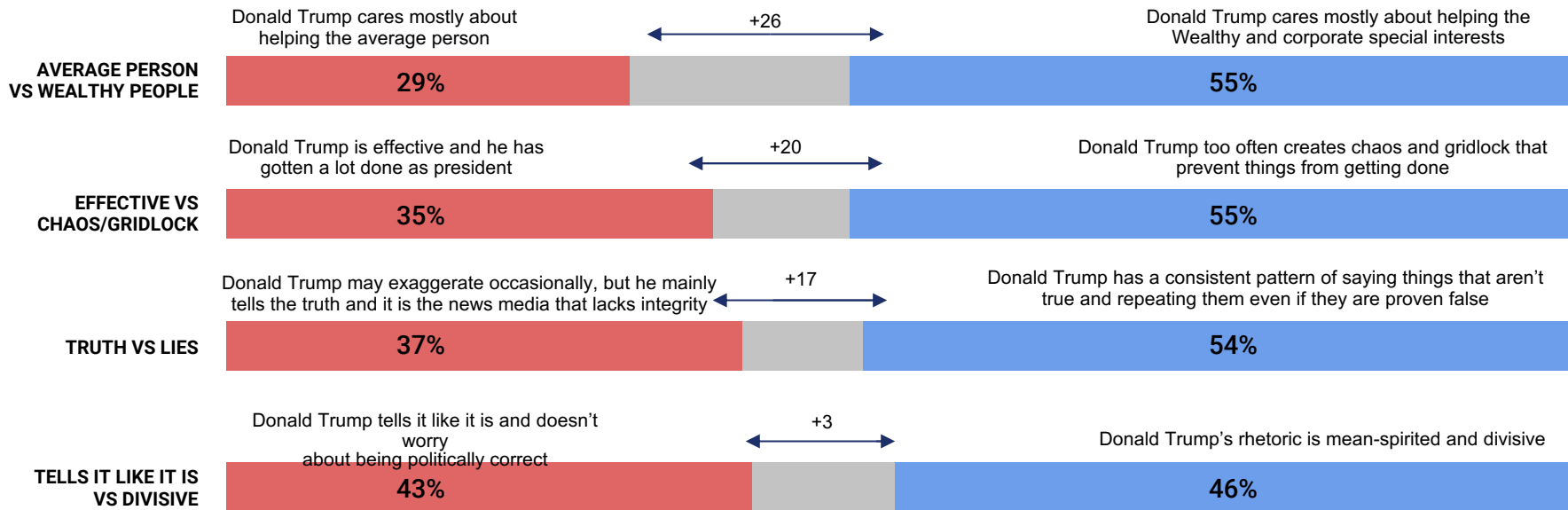
PERCENT SELECTING HEALTH CARE AND
WAGES AS TOP ISSUES FOR TARGET VOTERS



VOTERS ARE MORE LIKELY TO BELIEVE TRUMP CARES ABOUT THE WEALTHY AND CORPORATE INTERESTS, NOT AVERAGE PEOPLE

IN EACH PAIR, WHICH STATEMENT ABOUT TRUMP COMES CLOSER TO YOUR OPINION?

■ Pro Trump statement ■ Both equal ■ Anti-Trump Statement



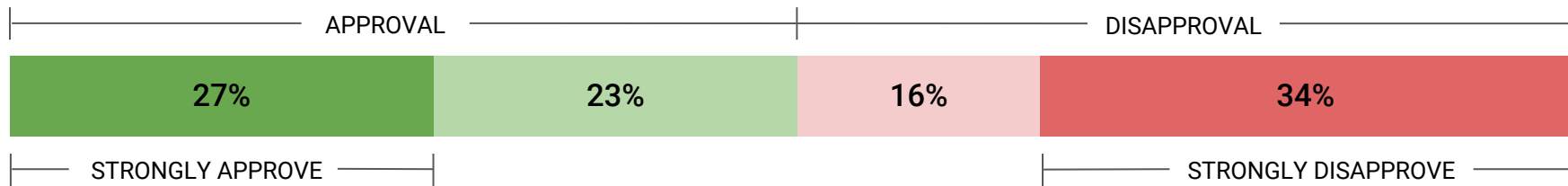
A KEY MESSAGING PRIORITY FOR 2020:

MAKING TRUMP PART OF THE PROBLEM,
NOT PART OF THE SOLUTION, FOR PEOPLE'S
BIGGEST ECONOMIC CONCERNS

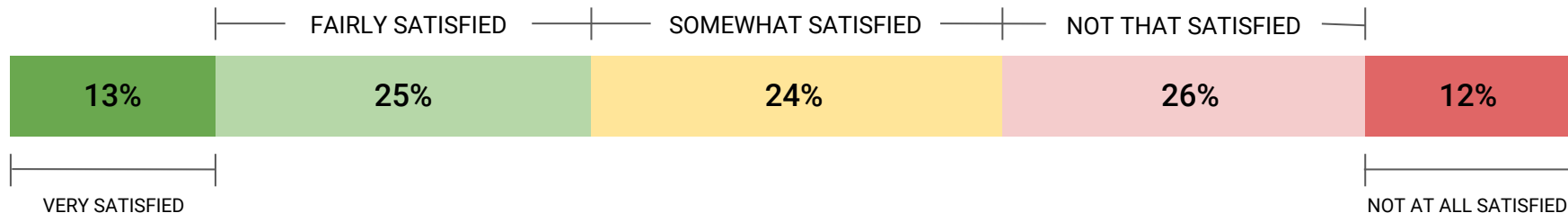


VOTERS ARE MIXED ON TRUMP'S HANDLING OF THE ECONOMY

DONALD TRUMP HANDLING OF ECONOMY



SATISFACTION WITH ECONOMIC CONDITIONS



VOTERS DO NOT BELIEVE THEY'VE BENEFITTED FROM THE TRUMP ECONOMY

How much do you feel you PERSONALLY have benefitted from Donald Trump's economic policies?



Benefitted a lot some A little Not at all

More important fact about economy today to voters

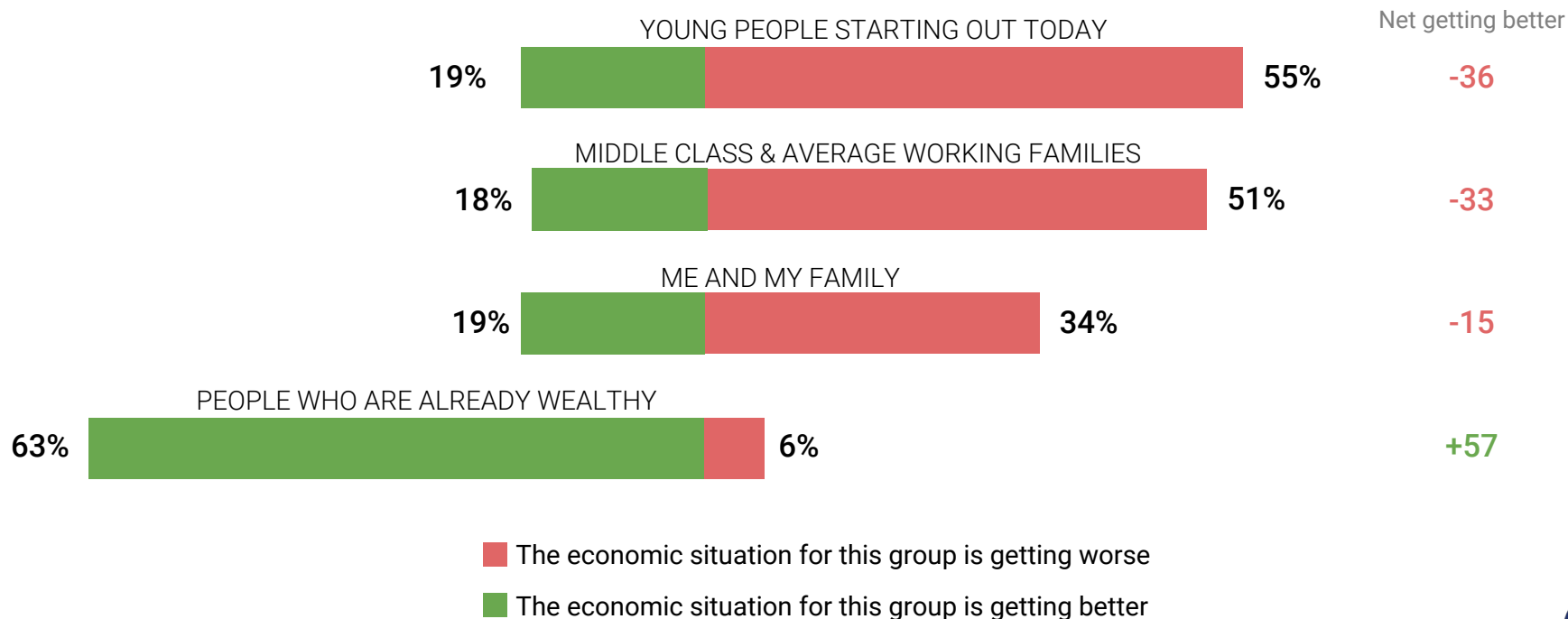


Wages not keeping up with cost of living/cost of Healthcare way up

Millions of new jobs created in past few years/unemployment way down

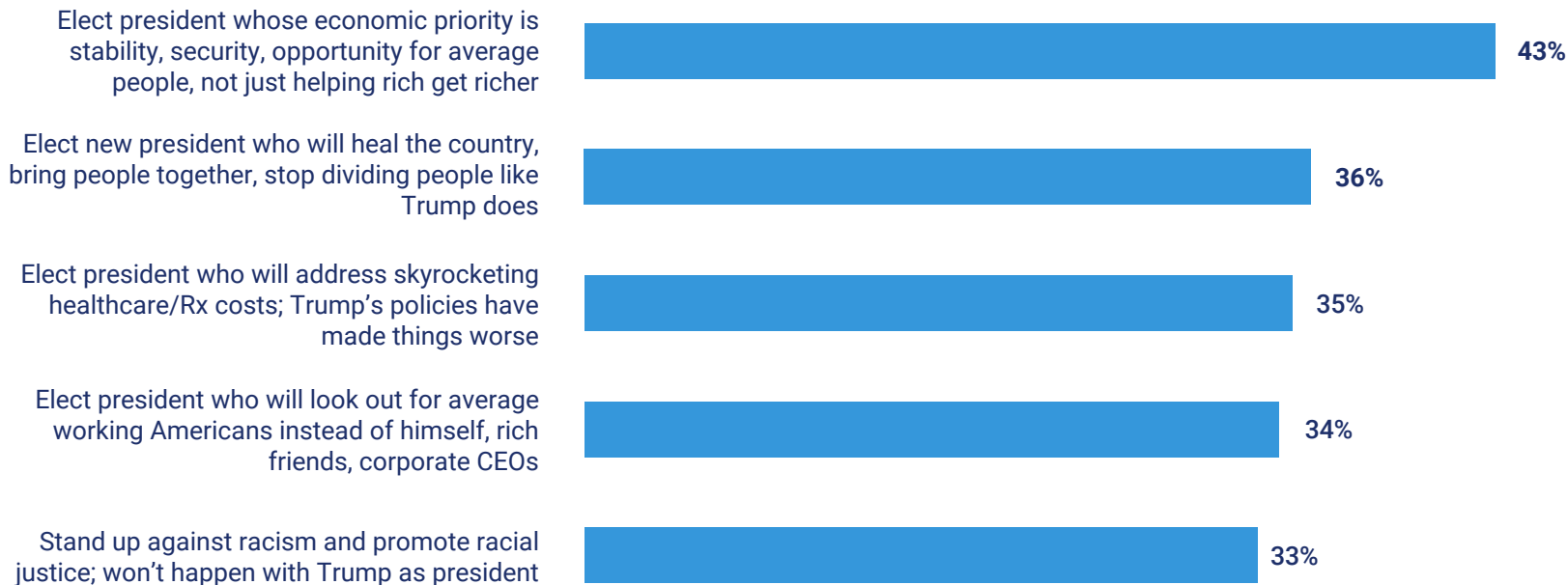


VOTERS DO NOT BELIEVE THINGS ARE GETTING BETTER FOR THEM OR OTHERS LIKE THEM



AMONG TURNOUT VOTERS, ECONOMIC CONCERNS EMERGED AS A FUNDAMENTAL REASON TO VOTE

four best reasons to get involved in the 2020 election
(showing top reasons only)



KEY TAKEAWAYS

- There is a large group of **new Democratic voters to engage**
 - People who didn't vote in 2016
 - Disaffected Trump voters, whose motivation was to oppose Clinton
- **Health care is dominant concern.** *Prime* targets also prioritize:
 - Wages not keeping up with cost of living
 - Government corruption
 - Climate change/the environment
- Target voters think **Trump prioritizes special interests and the wealthy**, and want someone who'll look out for average Americans.
- **Voters are more concerned with rising cost of living** and falling behind **over falling unemployment**. People feel conditions are changing for the worse.
- A key goal for 2019: **draw a link between voters' economic concerns and Trump's policies and actions.**



EARLY ENGAGEMENT PROGRAM



WE SPENT LAST TWO YEARS BUILDING CUTTING EDGE TECH & ANALYTICS INFRASTRUCTURE

DATA

Collected 1.98 million survey responses over 2+ years

Built dozens of digital, issue & behavioral models

Used rigorous experimentation to establish channel, audience and goal specific best practices that go beyond “does digital work”

INFRASTRUCTURE

Developed creative-first targeting tools

Created a dashboard for coordinating digital spend across IEs

Engineered pipelines of data to monitor online spending and messaging

STAFF

Built in-house teams for creative and media strategy

Created an internal analytics team to support data-driven decision making

Cultivated new talent with training & fellows program new in 2020: full in house buying, integrated paid media



TRUMP IS UNDERWATER NOW, WE NEED TO KEEP HIM THERE TO WIN

HOLD

~4% of electorate in early states (FL, MI, PA, WI)

College-educated, high income earners who live in suburban areas. Often 'Romney/Clinton' voters

We've made gains over time (including 2018) but need to solidify and grow support

Highlight + frame harmful policies, drilling down from surface level "the economy is good" to forward looking economic stability, wages keeping up cost of living, saving for retirement, climate change

GAIN

~9% of electorate in early states (FL, MI, PA, WI)

White, 45+ & live in rural/exurban areas. Often 'Obama/Trump' voters

Highlight and frame harmful GOP policies + how they impact daily life (wages don't keep up with cost of living, affordable and accessible health care)

Refocus conversation towards economic issues, and who will build a stable future



2020 IS HERE

WE NEED TO START CAMPAIGNING NOW

FRAME

On-the-ground communications staff to drive conversation in local communities

Contextualize Trump's effects to voters who demonstrate an interest in learning more (using tactics like google search to pull people in, and ongoing conversations in the email inbox, facebook groups)

Steady drumbeat that highlights and frames what matters, during the chaos

REFOCUS

As Trump and the media distract, refocus voters on the issues that matter to their lives - using search behavior, monitoring Trump ad activity online

Use innovative modeling to understand and target voters who are the most moved by Trump's messaging

ACTIVATE

Tie existing outrage about Trump & progressive values to the act of voting.

Drive voters in key states to vote in elections in 2019

Engage and re-engage democrats through voter registration and re-registration

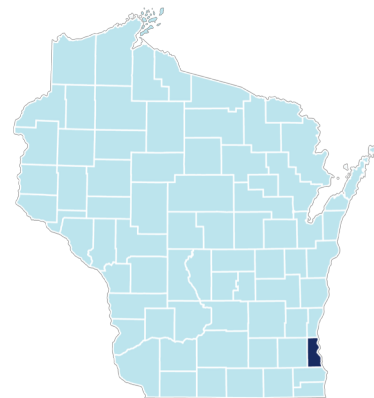


STATE CASE STUDIES



CASE STUDY: MILWAUKEE COUNTY, WI

TURNOUT CRATERED BETWEEN '12 AND '16



AUDIENCE

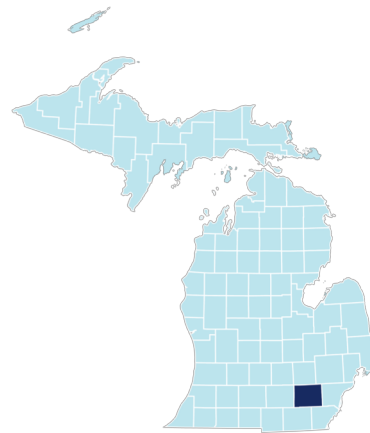
80,969

top tier
mobilization targets



CASE STUDY: WASHTENAW COUNTY, MI

ANN ARBOR CAN BOOST TURNOUT EVEN FURTHER



AUDIENCE

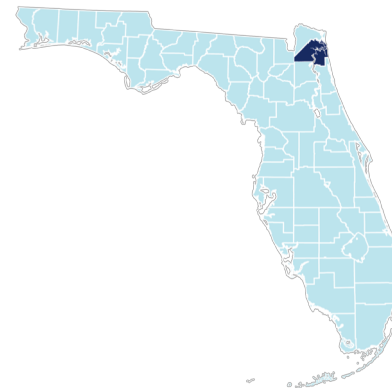
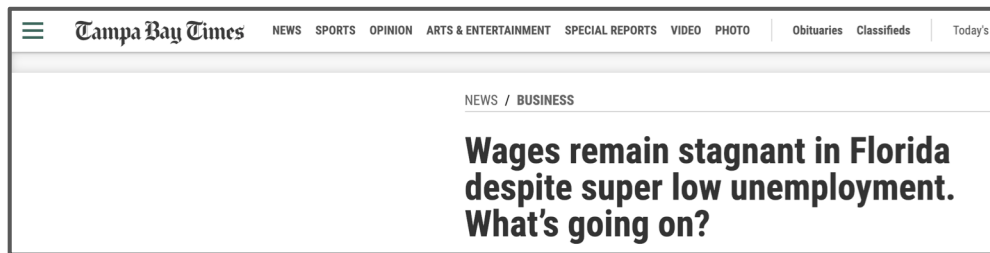
61,075

top tier
mobilization targets



CASE STUDY: DUVAL COUNTY, FL

SMALL INCREASES IN SUPPORT NEED TO BE SOLIDIFIED & GROWN



AUDIENCE

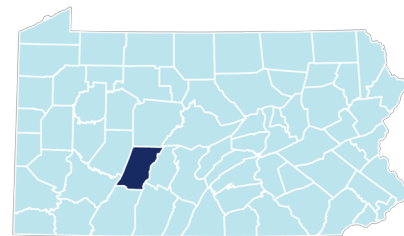
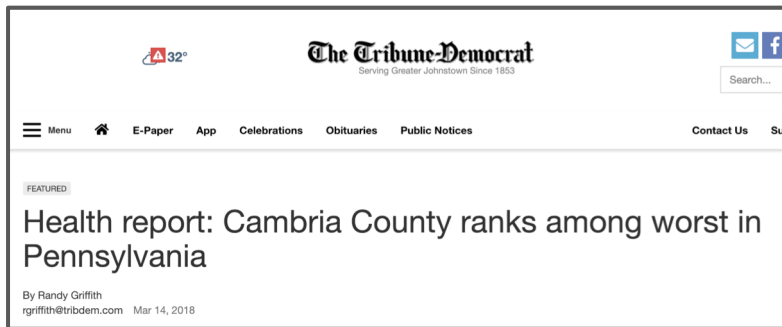
50,239

top tier
persuasion targets



CASE STUDY: CAMBRIA COUNTY, PA

HEART OF OBAMA/TRUMP COUNTRY



AUDIENCE

16,800

top tier
persuasion targets



PRIORITIES USA TO INVEST \$100M IN EARLY ENGAGEMENT PROGRAM

