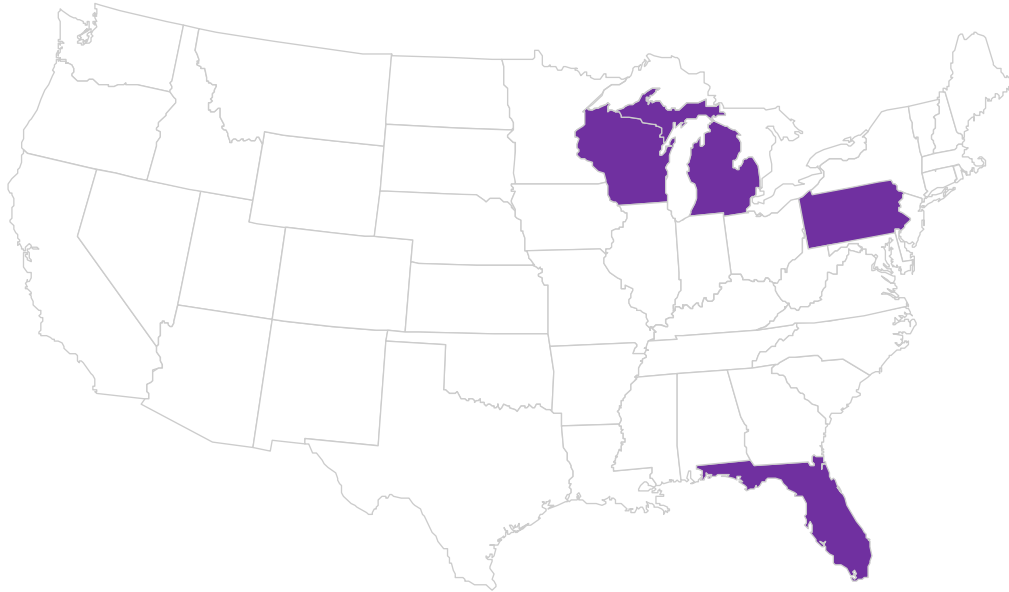# State of the 2020 Race in Core Battleground States

Key findings from a survey among voters in FL, MI, PA, and WI conducted May 1 to 8, 2019 on behalf of Priorities USA
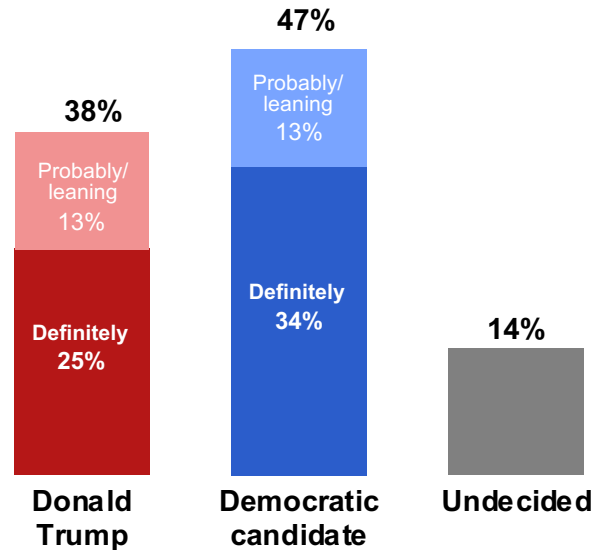
Poll Methodology

- Online survey conducted May 1 to 8, 2019, among 1,600 registered voters across four key battle-ground states: Florida, Michigan, Pennsylvania, and Wisconsin

- 12% did not vote in 2016

    - Among those who did vote, 47% voted Clinton, 48% voted Trump

- Overall results have been weighted in proportion to the share of electoral voters per state

Opposition to Trump is more unified than his support

2020 Presidential Trial Heat

38%

Donald Trump:
- Probably/leaning 13%
- Definitely 25%

47%

Democratic candidate:
- Probably/leaning 13%
- Definitely 34%

14%

Undecided

	Trump	Democrat
2016 Trump voters	79% (*54% definite*)	6%
2016 Clinton voters	3%	89% (*71% definite*)
2016 third-party voters	12%	46%
2016 nonvoters	22%	50%

Undecided voters have overwhelmingly negative views of Trump

Undecided voters:

Say that what they have seen and heard lately has made them less favorable toward Trump:

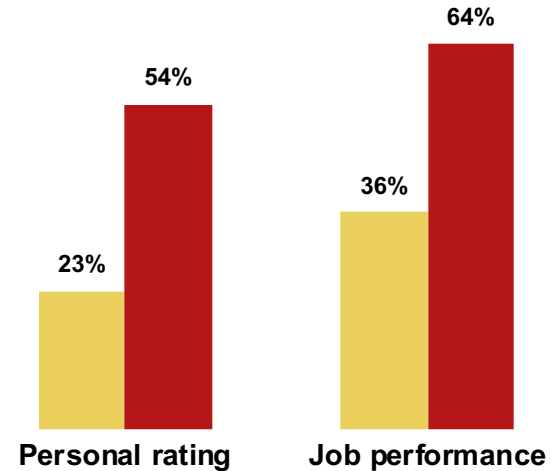**What I have seen/heard has made me LESS favorable toward Trump**

52%

What I have seen/heard has made me MORE favorable toward Trump
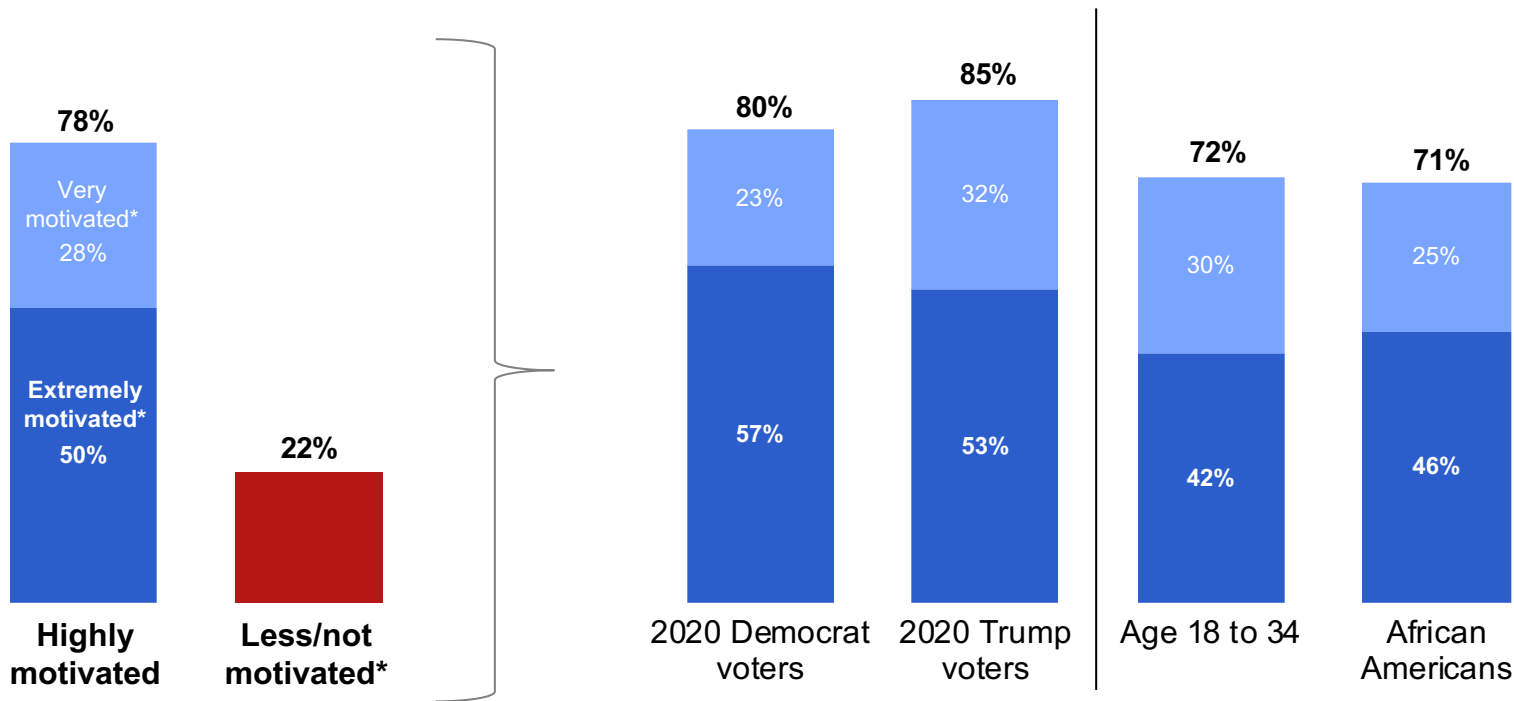
9%

Dislike Trump personally and disapprove of his job performance:

■ Favorable/approve ■ Unfavorable/disapprove

Personal rating: 23% / 54%

Job performance: 36% / 64%

Personal rating   **Job performance**

There is room to grow for Democrats to mobilize key constituencies

How motivated and enthusiastic do you feel about voting in the 2020 elections?

78%

Very motivated*
28%

Extremely motivated*
50%

22%

Highly motivated

Less/not motivated*

80%

23%

57%

85%

32%

53%

2020 Democrat voters

2020 Trump voters

72%

30%

42%

71%
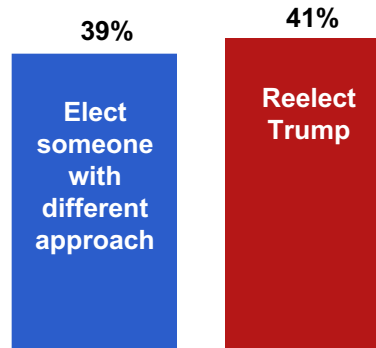
25%

46%

Age 18 to 34

African Americans

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

Trump is not accruing political benefit from what voters largely perceive as a humming economy

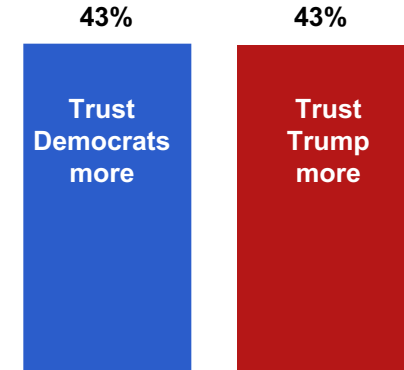*Assessment of the Economy*
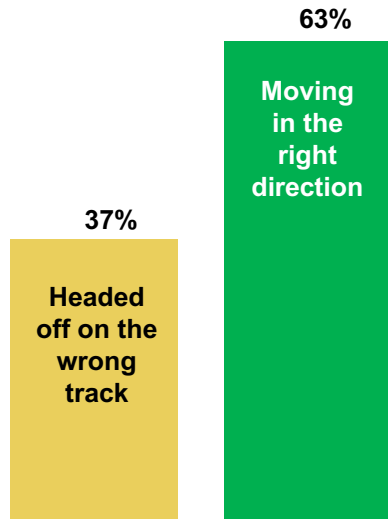
Trump's handling of the economy is more of a reason to:

Who do you trust more to deal with the economy?

37%
Headed off on the wrong track

63%
Moving in the right direction

39%
Elect someone with different approach

41%
Reelect Trump

43%
Trust Democrats more

43%
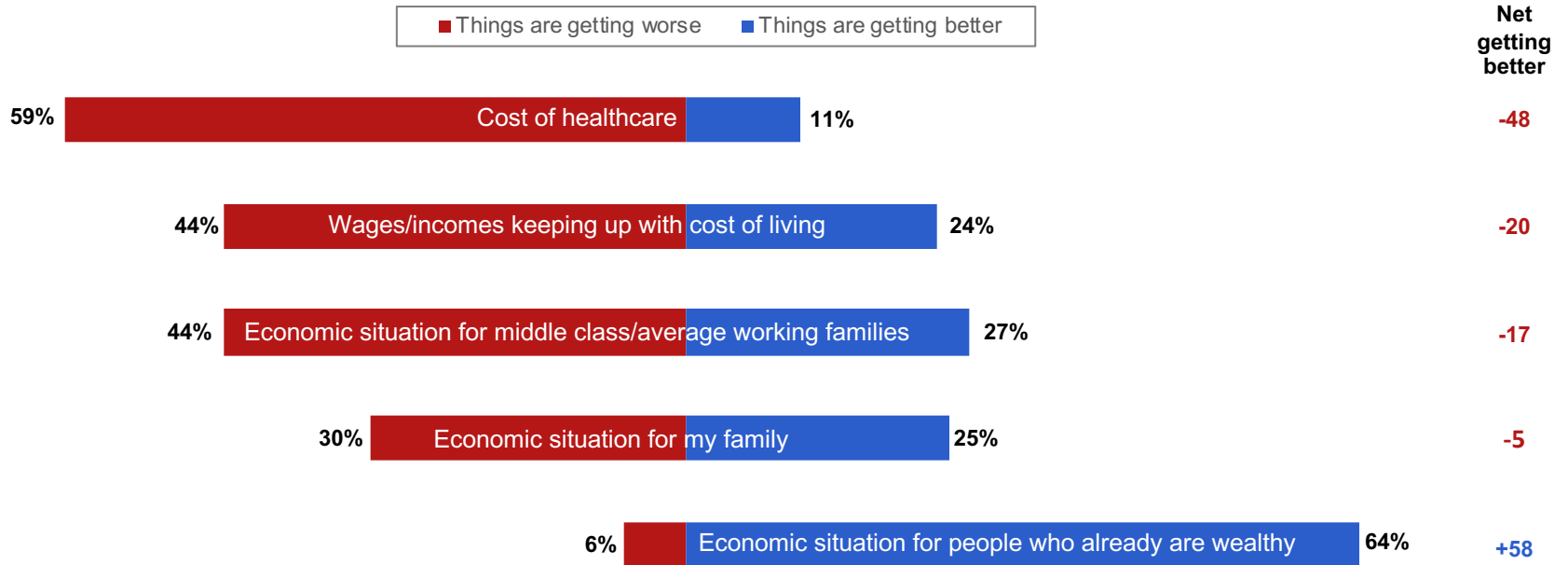Trust Trump more

The rising cost of living is more important to voters than jobs and stock market gains

When you think about the economy today, which is more important to you?

Wages are not keeping up with the cost of living and the cost of healthcare is way up

64%

Millions of new jobs have been created in the past few years and the stock market is at a record high

36%
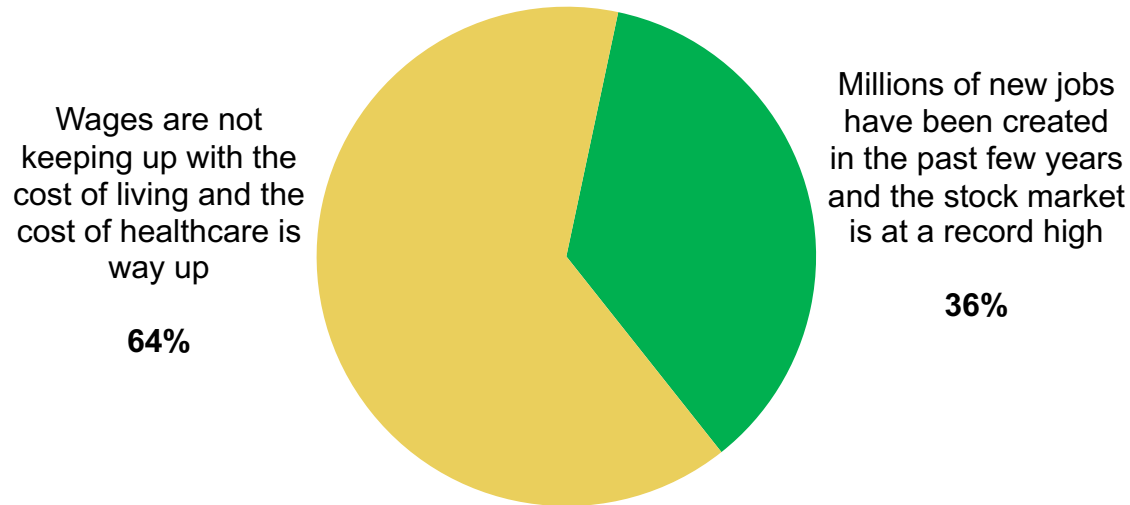
Voters are seeing many concerning economic trends up close in their own lives

Legend: ■ Things are getting worse   ■ Things are getting better

Net getting better

Category	Worse	Better	Net
Cost of healthcare	59%	11%	-48
Wages/incomes keeping up with cost of living	44%	24%	-20
Economic situation for middle class/average working families	44%	27%	-17
Economic situation for my family	30%	25%	-5
Economic situation for people who already are wealthy	6%	64%	+58

PRIORITIES USA

Voters trust Democrats over Trump on wages and helping the middle class

*On looking out for the middle class
and average working families:*

On raising wages:

39%

Much better
26%

13%

Trump is better

49%

16%

Much better
33%

Democrats are better

39%

14%

Much more
25%

Trust Trump more

45%

15%

Much more
30%

Trust Democrats more
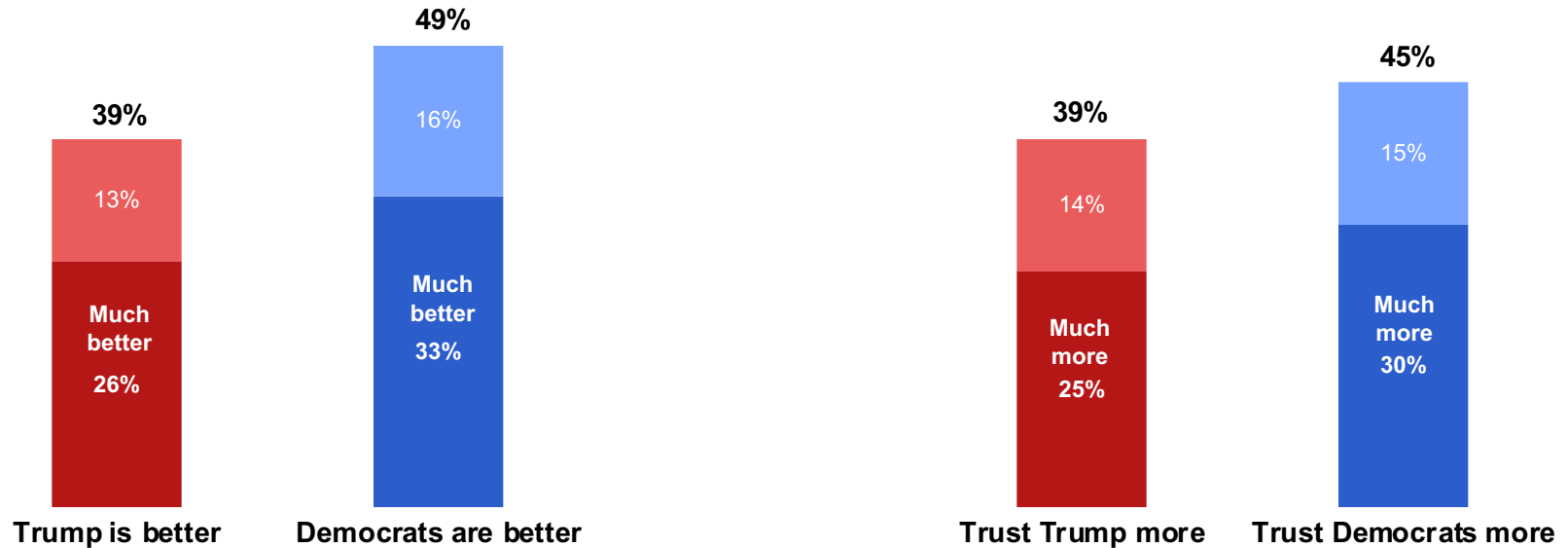
Voters overwhelmingly perceive Trump as caring more about the wealthy and special interests than about them

Donald Trump cares mostly about:

Undecided voters:

Helping the average person

Much more **16%** **10%** **26%**

Helping the average person

9%

Helping the wealthy and corporate special interests
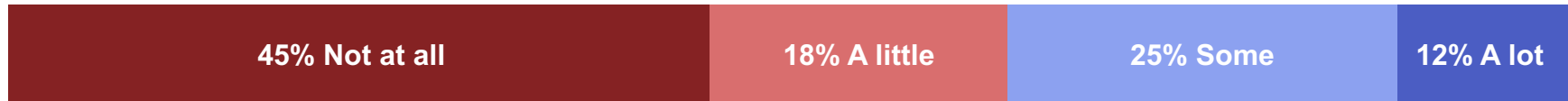
Much more **46%** **10%** **56%**

Helping the wealthy and corporate special interests

59%

How much have you personally benefited from Trump's economic policies?

63% Little/Not **37% Lot/Some**
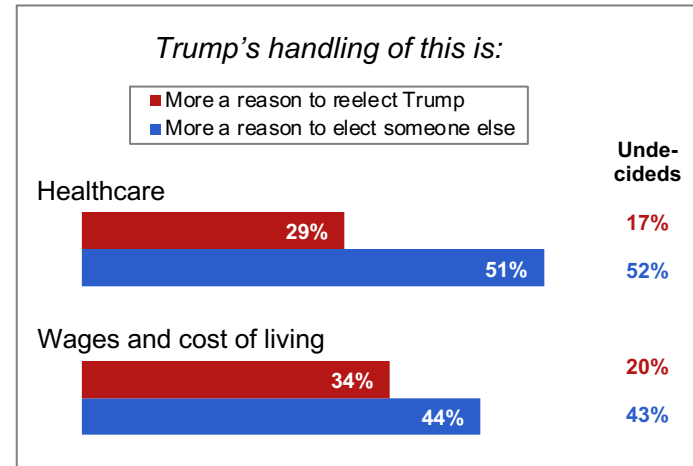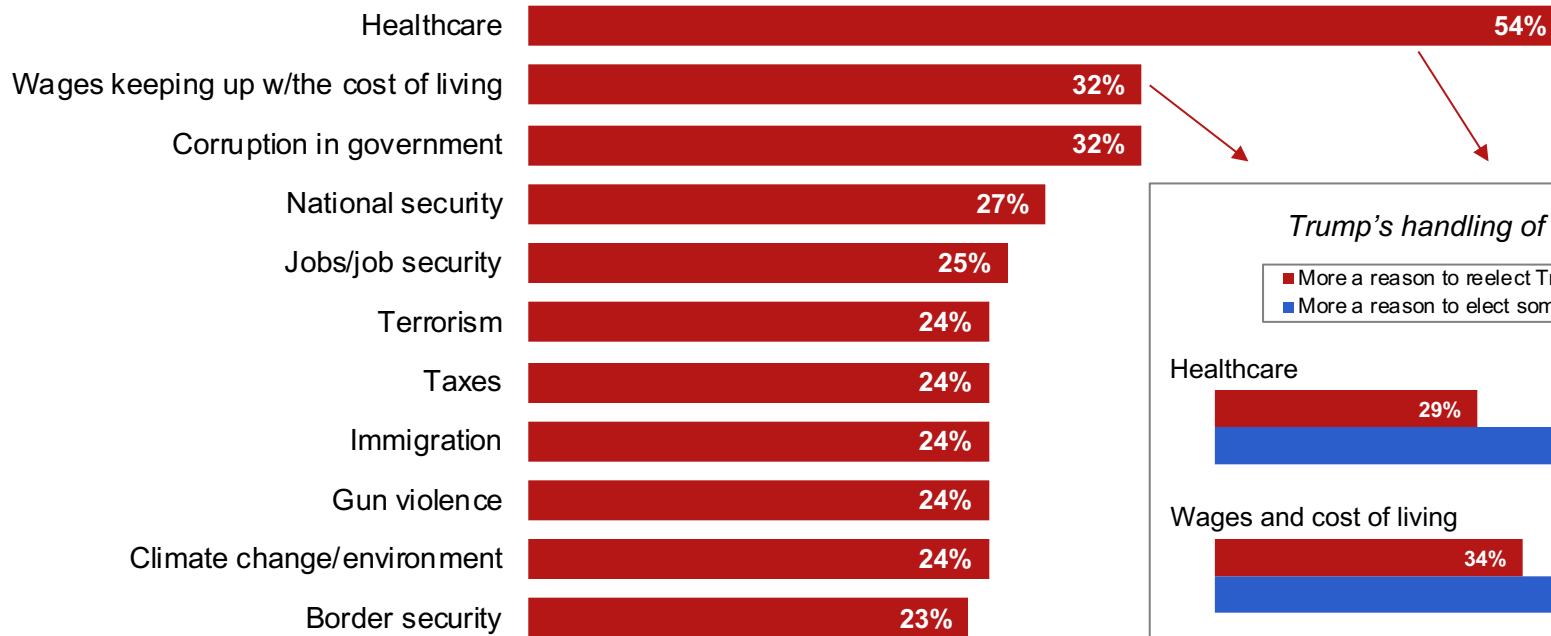
| 45% Not at all | 18% A little | 25% Some | 12% A lot |

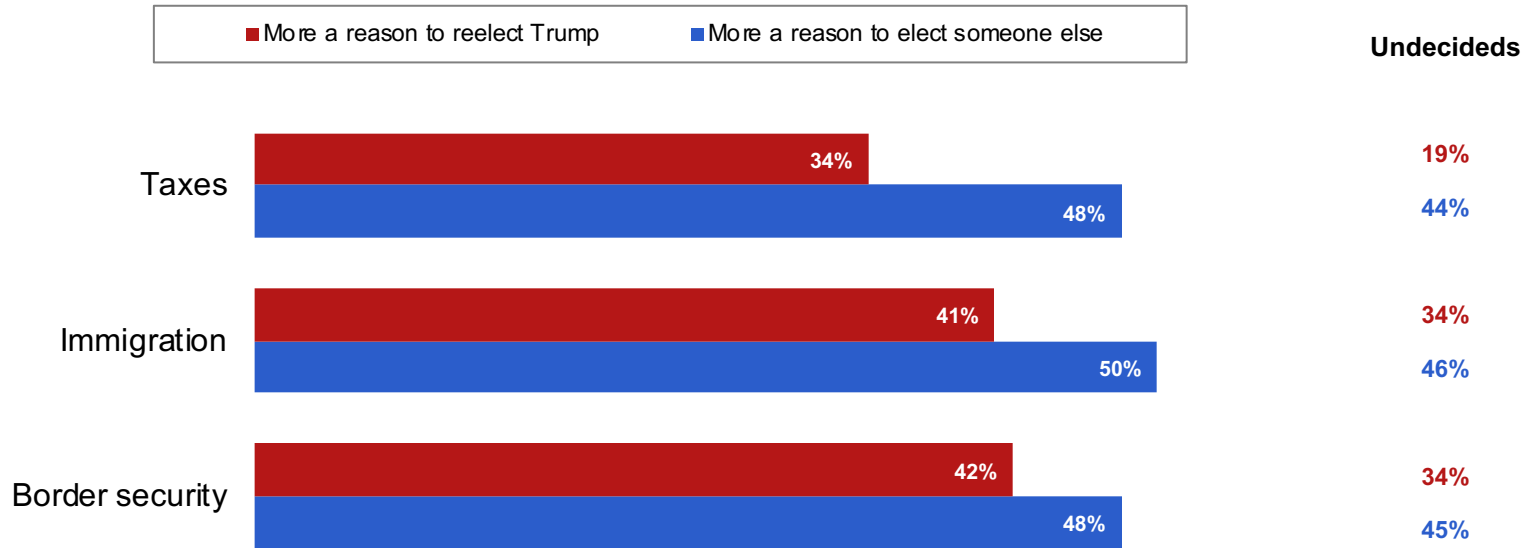Midwest = 34% A lot/Some   66% Little/Not

On the issues that matter most to voters—healthcare first and foremost—Trump is at a significant disadvantage

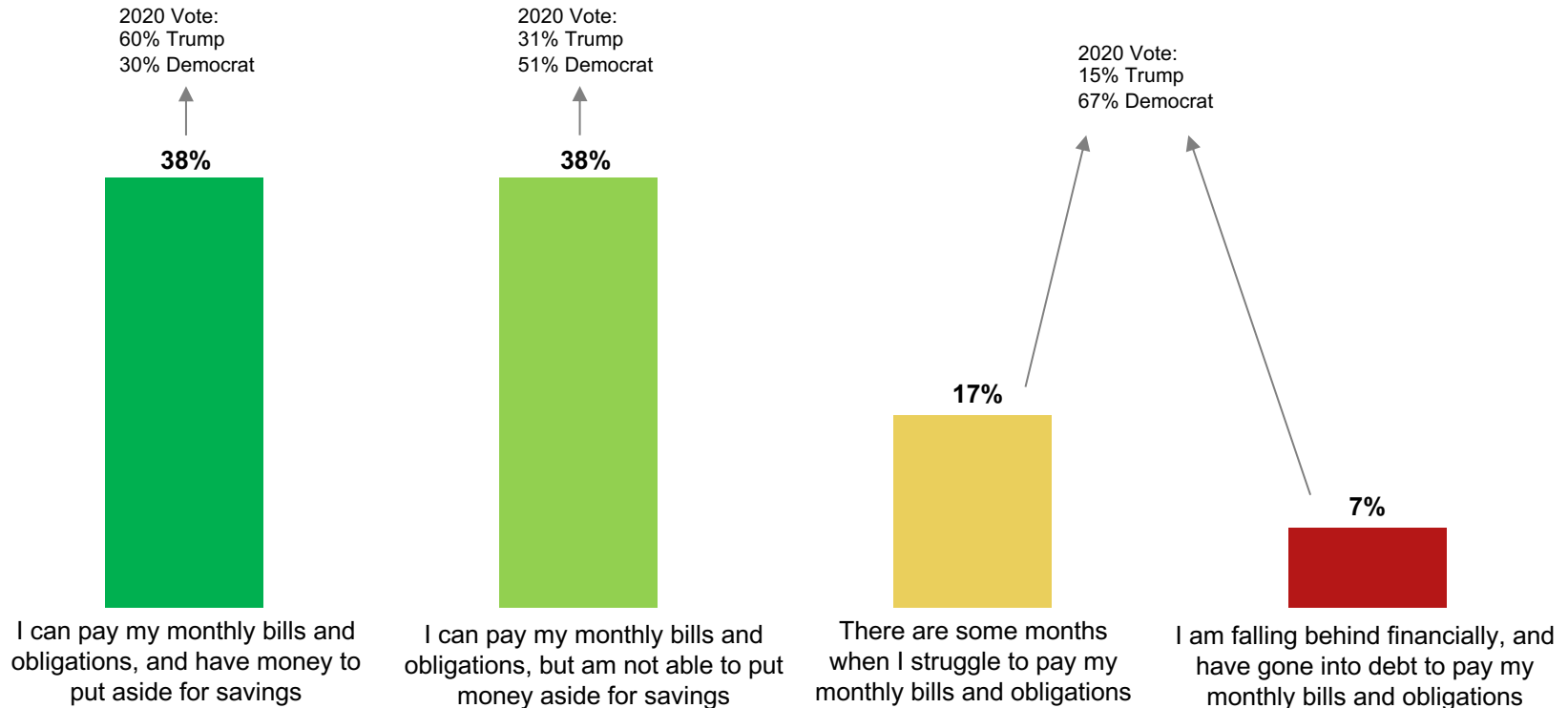## Top Four Most Important Issues to Me (Selected from a List)

Issue	Percent
Healthcare	54%
Wages keeping up w/the cost of living	32%
Corruption in government	32%
National security	27%
Jobs/job security	25%
Terrorism	24%
Taxes	24%
Immigration	24%
Gun violence	24%
Climate change/environment	24%
Border security	23%

Trump's handling of this is:
- ■ More a reason to reelect Trump
- ■ More a reason to elect someone else

	More a reason to reelect Trump	More a reason to elect someone else	Undecideds
Healthcare	29%	51%	17% / 52%
Wages and cost of living	34%	44%	20% / 43%

Trump is losing on the issues he focuses on the most

Trump's handling of this issue is:

■ More a reason to reelect Trump ■ More a reason to elect someone else

Undecideds

Taxes
- More a reason to reelect Trump: 34%
- More a reason to elect someone else: 48%
- Undecideds: 19% / 44%

Immigration
- More a reason to reelect Trump: 41%
- More a reason to elect someone else: 50%
- Undecideds: 34% / 46%

Border security
- More a reason to reelect Trump: 42%
- More a reason to elect someone else: 48%
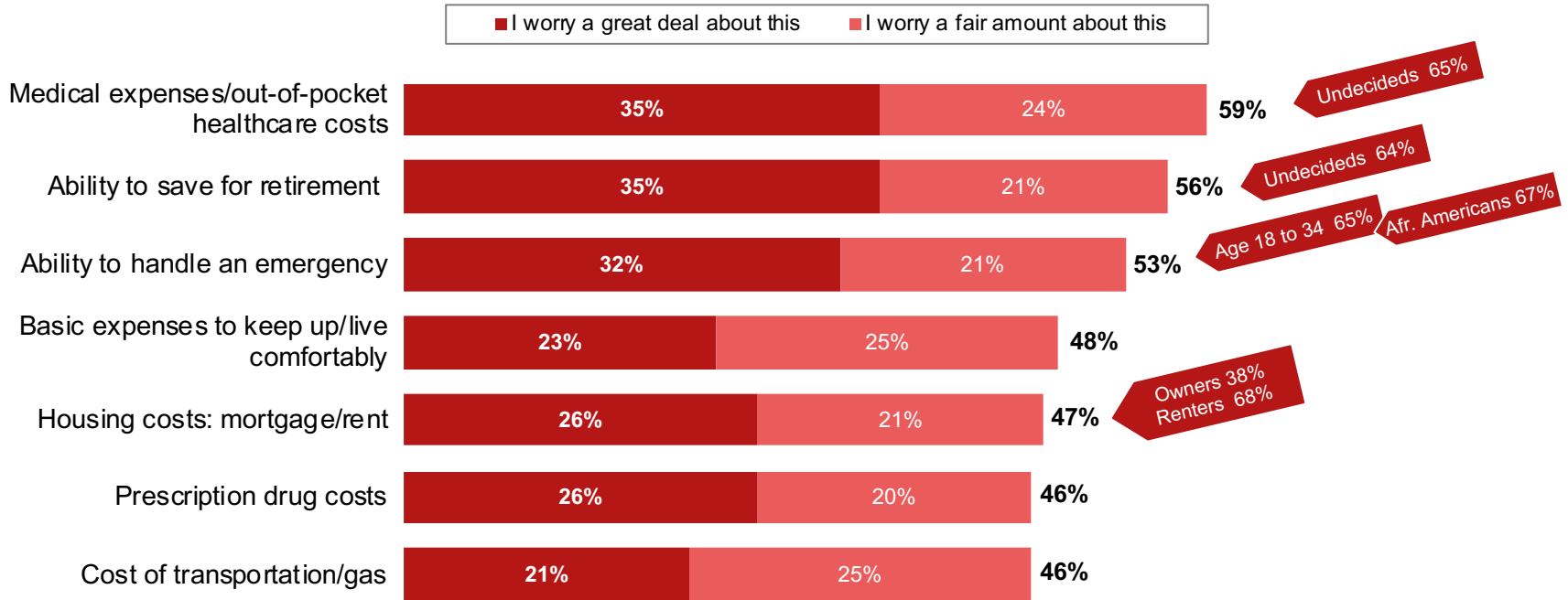- Undecideds: 34% / 45%

Fewer than two in five voters have money to put aside for savings—and that's the only segment of the electorate currently backing Trump

Which of these best describes your current financial situation?

2020 Vote:
60% Trump
30% Democrat

2020 Vote:
31% Trump
51% Democrat

2020 Vote:
15% Trump
67% Democrat

38%

38%

17%

7%

I can pay my monthly bills and obligations, and have money to put aside for savings

I can pay my monthly bills and obligations, but am not able to put money aside for savings

There are some months when I struggle to pay my monthly bills and obligations

I am falling behind financially, and have gone into debt to pay my monthly bills and obligations

Majorities of voters express worry about medical expenses, saving for retirement, and handling an emergency expense

■ I worry a great deal about this   ■ I worry a fair amount about this

Category	I worry a great deal	I worry a fair amount	Total
Medical expenses/out-of-pocket healthcare costs	35%	24%	59%
Ability to save for retirement	35%	21%	56%
Ability to handle an emergency	32%	21%	53%
Basic expenses to keep up/live comfortably	23%	25%	48%
Housing costs: mortgage/rent	26%	21%	47%
Prescription drug costs	26%	20%	46%
Cost of transportation/gas	21%	25%	46%

Undecideds 65%

Undecideds 64%

Age 18 to 34 65%   Afr. Americans 67%

Owners 38%
Renters 68%

Democrats should focus on pocketbook concerns for both persuasion and turnout targets

Proportions selecting each among their FOUR BIGGEST CONCERNS about supporting Trump

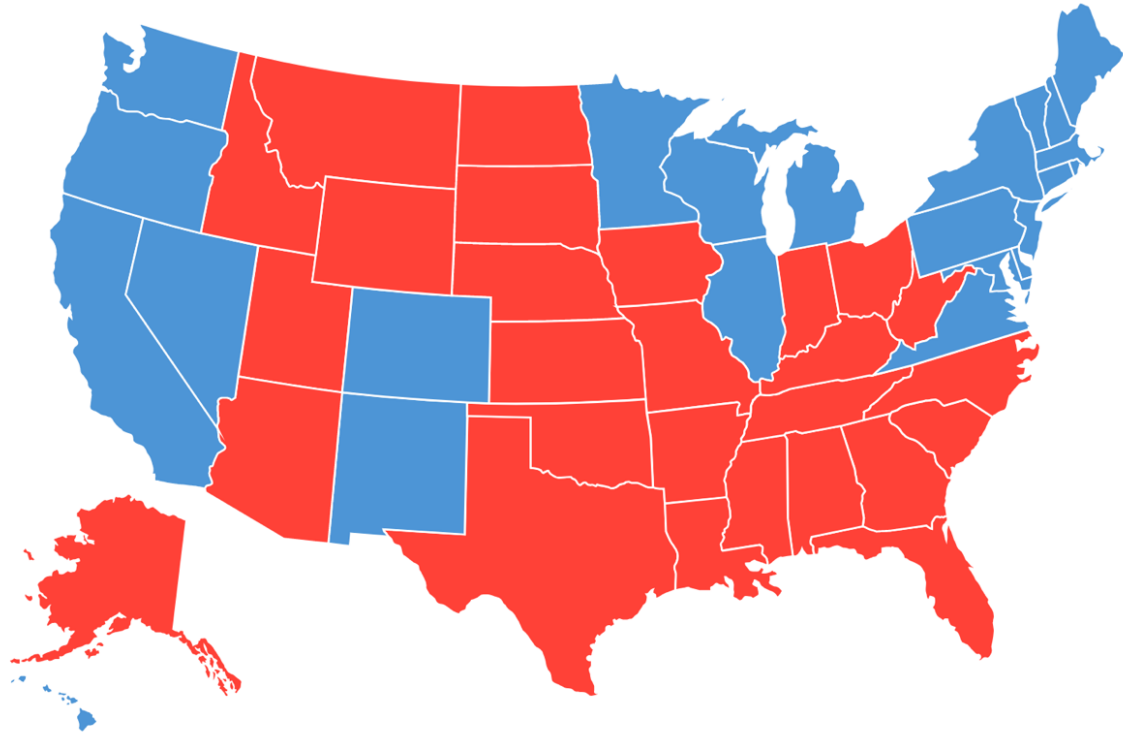|	All voters	Undecided voters	Inde-pendents	Voters age 18 to 34	African Americans
Nearly 80% of American workers say they are living **paycheck-to-paycheck,** and 40% say they do not have $400 to cover an **emergency expense.**	**53%**	**51%**	**49%**	**58%**	**61%**
Wages are not keeping up with the rising cost of living. In 2018, rising prices completely wiped out wage growth—with a majority of workers saying they got no increase in pay.	**48%**	**56%**	**50%**	**49%**	**51%**
Despite Trump's promise to lower drug costs, **pharmaceutical companies have hiked the prices of more than 1,000 drugs** during his tenure, with 20 prescription drugs rising by more than 200% in his first 14 months alone.	44%	38%	45%	31%	30%
As a result of Trump's **tax law, a majority of Americans**— including 70% of middle-income taxpayers and everyone making less than $75,000—**will wind up paying more in taxes.**	43%	47%	47%	39%	34%
Seven million Americans lost their health insurance in the first two years of Trump's presidency, and 13 million more will be uninsured by 2027 as a result of policies in his tax law.	40%	37%	35%	41%	47%

BASELINE ELECTORAL MAP
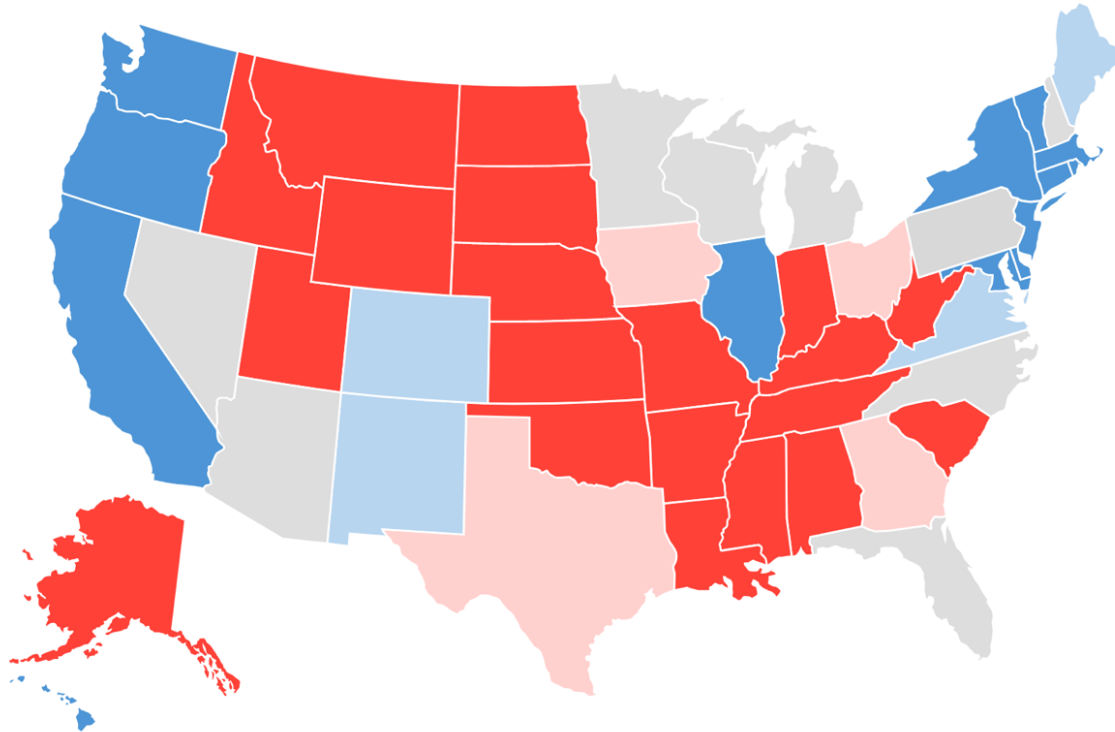
213 | 204 | 121

Safe and lean democratic states net 213 electoral votes

● DEMOCRAT

● LEAN DEMOCRAT
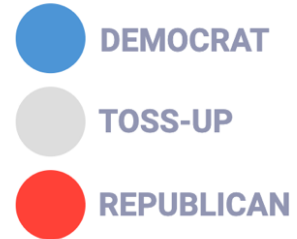
● TOSS-UP

● LEAN REPUBLICAN

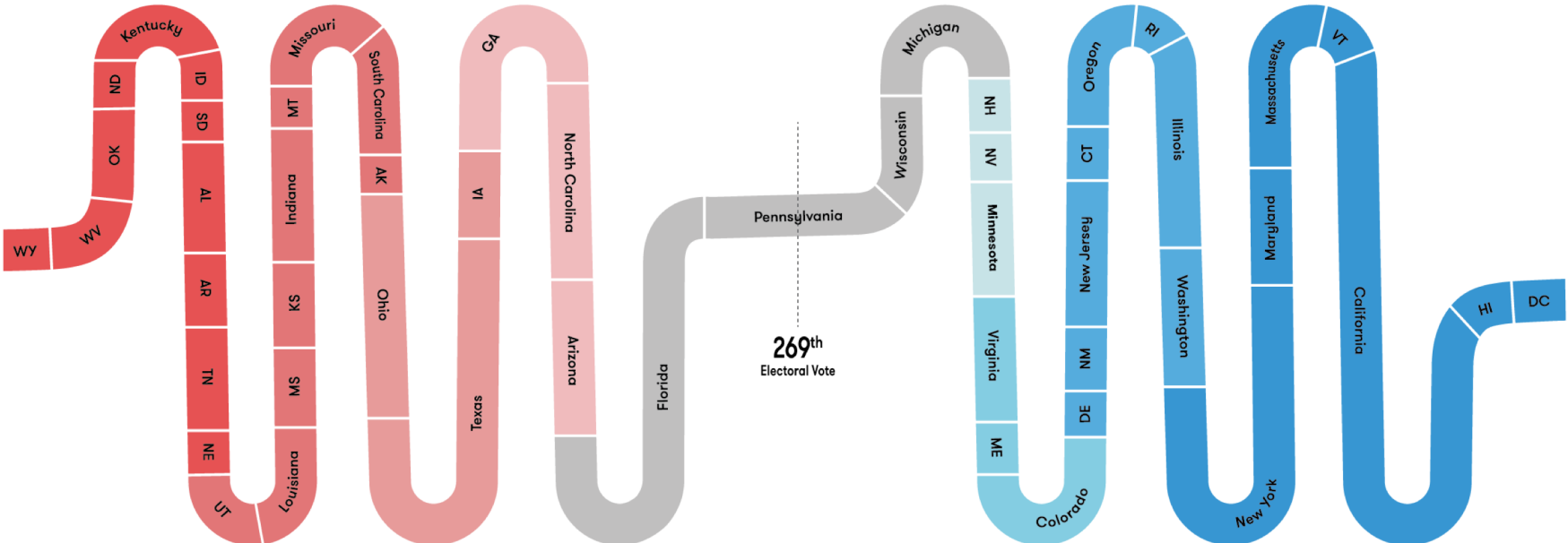● REPUBLICAN

IF ELECTION WERE HELD TODAY

279 | 259

If the election were held today

🔵 **DEMOCRAT**

⚪ **TOSS-UP**

🔴 **REPUBLICAN**

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

Kentucky, ND, ID, OK, SD, WY, WV, AL, Indiana, MT, Missouri, South Carolina, AR, KS, AK, SC, TN, MS, Ohio, North Carolina, GA, NE, Louisiana, Texas, IA, Arizona, Florida, UT

269th Electoral Vote

Michigan, Wisconsin, Pennsylvania, NH, NV, Minnesota, Virginia, ME, Colorado, Oregon, CT, New Jersey, NM, DE, RI, Illinois, Washington, New York, Massachusetts, Maryland, California, VT, HI, DC

← Greater Support for Trump

Greater Support for the Democrat →

STATES

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

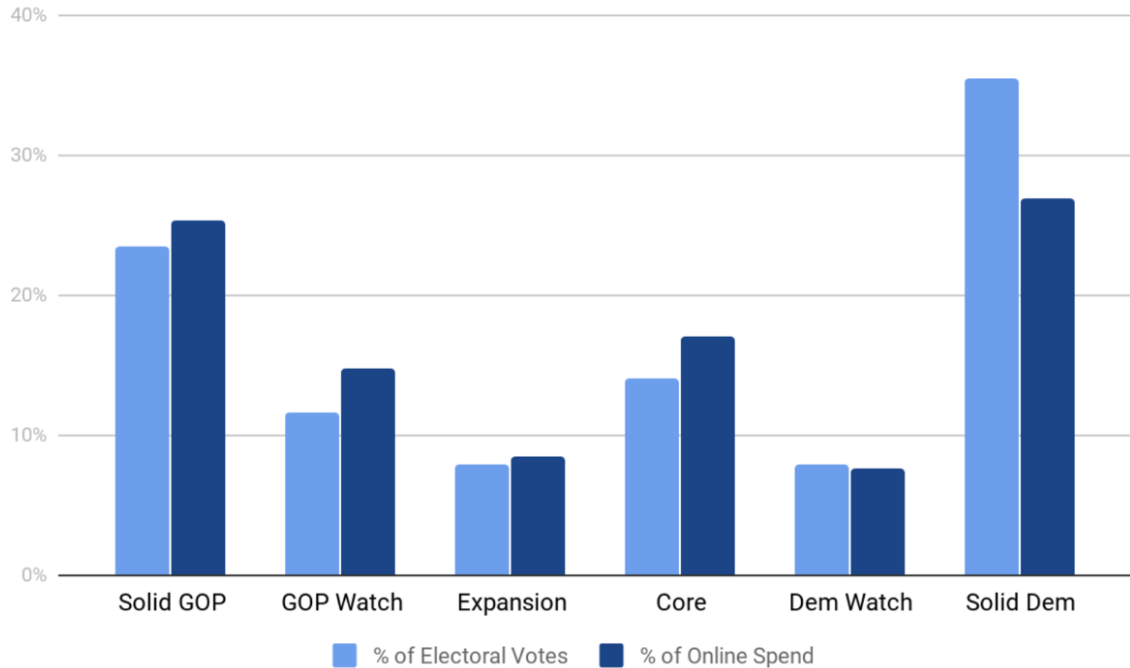**EXPANSION:**
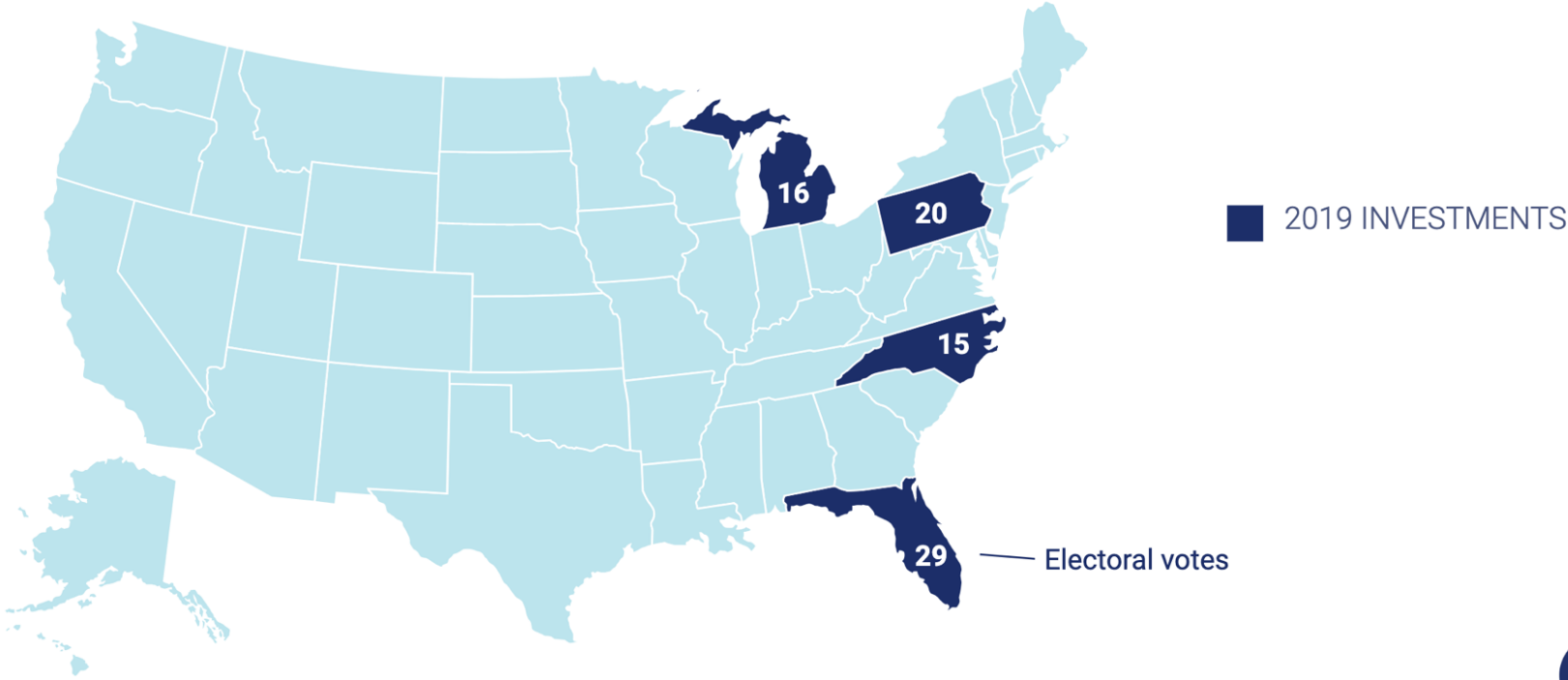**AZ, NC, GA**

DEM WATCH:
MN, VA, CO

GOP WATCH:
IA, OH, TX

TRUMP IS SPENDING DISPROPORTIONALLY IN CORE AND GOP WATCH STATES

PRIORITIES USA WILL INVEST $4M IN LOCAL MOBILIZATION

16

20

15

29 — Electoral votes

■ 2019 INVESTMENTS

WHY MOBILIZE VOTERS IN 2019?

01 **To turn out Democrats in important local elections**
In our most recent poll, 85% of Trump supporters are highly enthusiastic about voting in the 2020 elections. While 80% of those supporting a Democratic challenger feel the same, only 72% of 18-34 year olds and 71% of 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

2019 MOBILIZATION TARGETS

Florida

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

Michigan

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

North Carolina

- NC 3 and 9 Special Congressional Elections
- Races cover about 16% of NC voters
- Elections on 9/10

Pennsylvania

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