
PRIORITIES

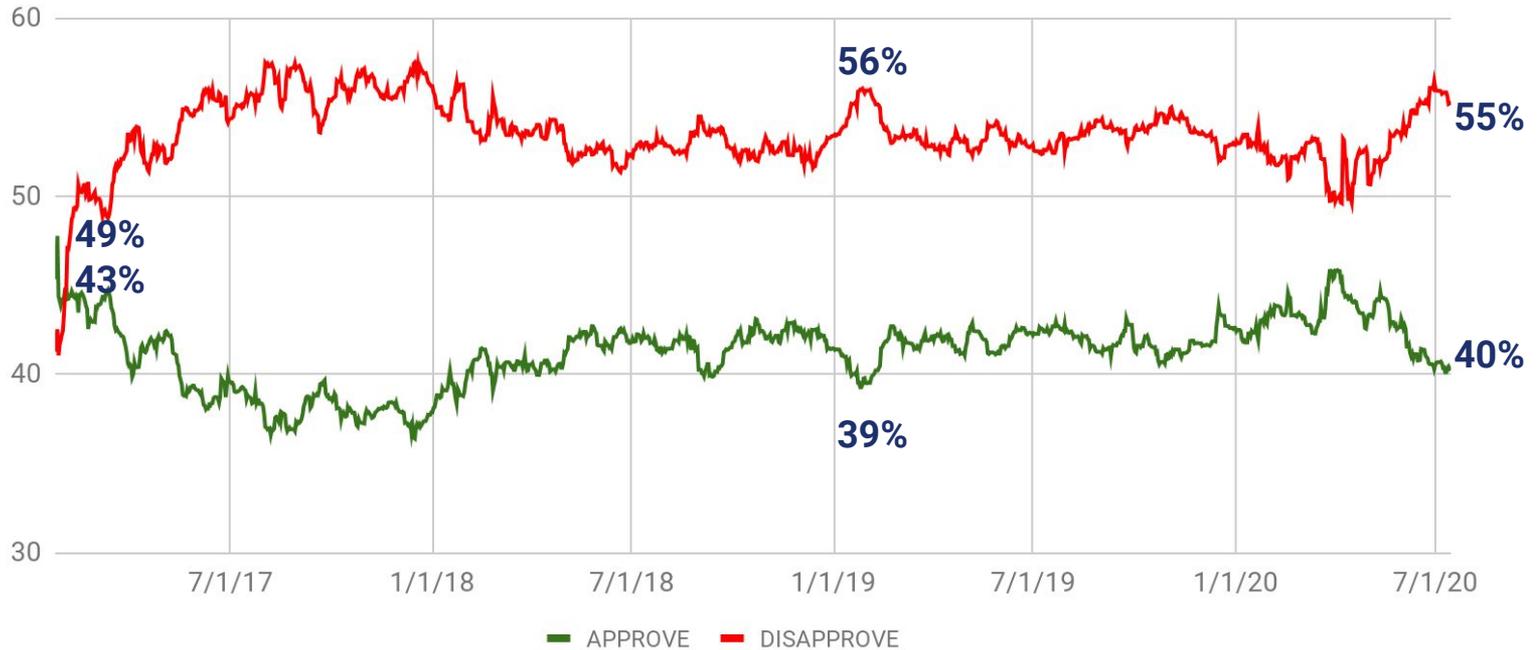
USA

PRESS BRIEFING

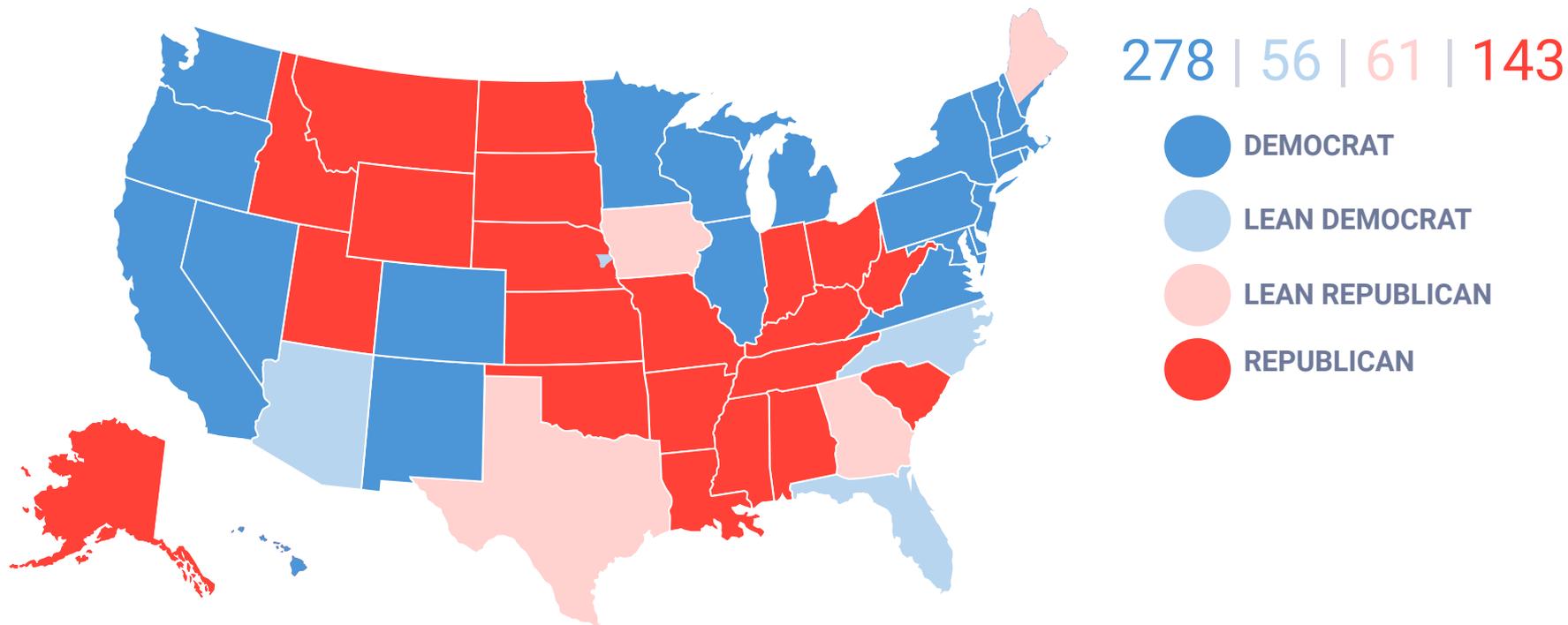
7.15.20

STATE OF THE RACE

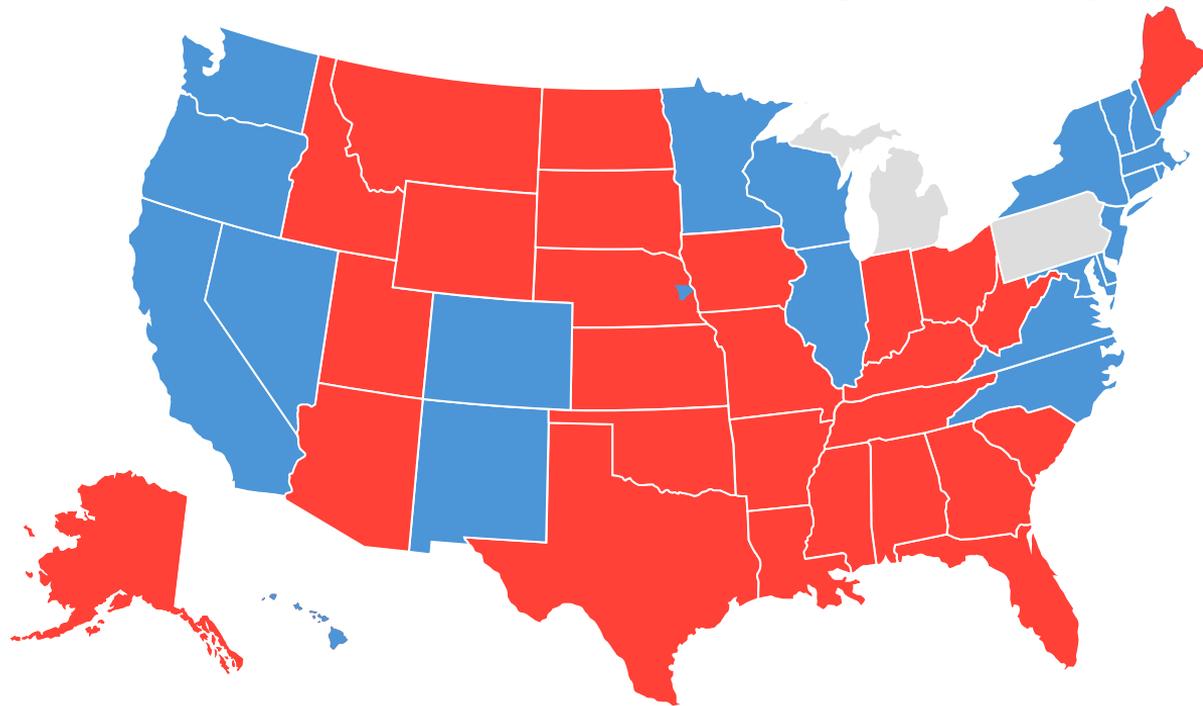
TRUMP NET-APPROVAL AT -15 NOW



BIDEN EXPANDS LEAD AMONG BATTLEGROUND STATES

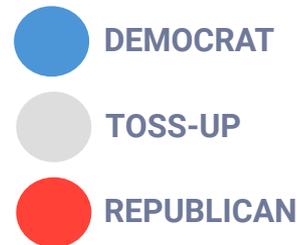


5pp DROP IN WWC SUPPORT & 2pp DROP IN POC TURNOUT ELIMINATES BIDEN'S LEAD



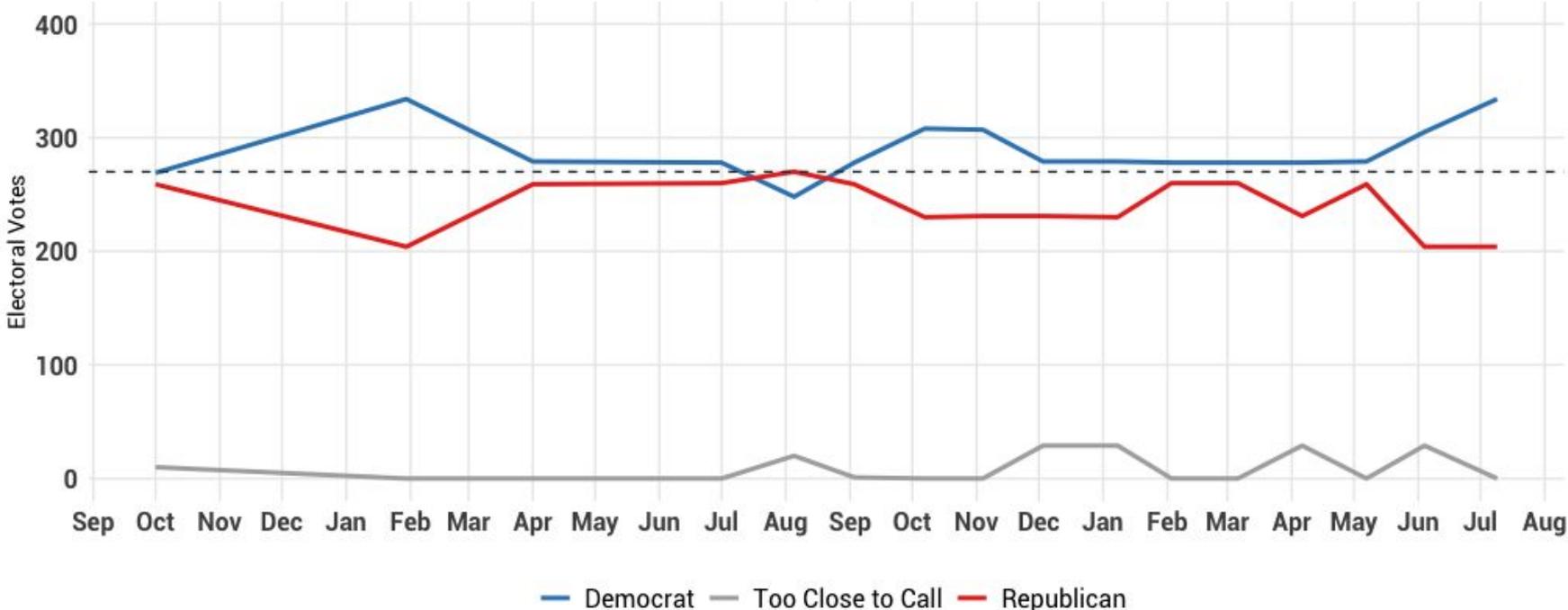
243 | 259 | 36

FL, NC, AZ flip red and PA and MI are tossups.

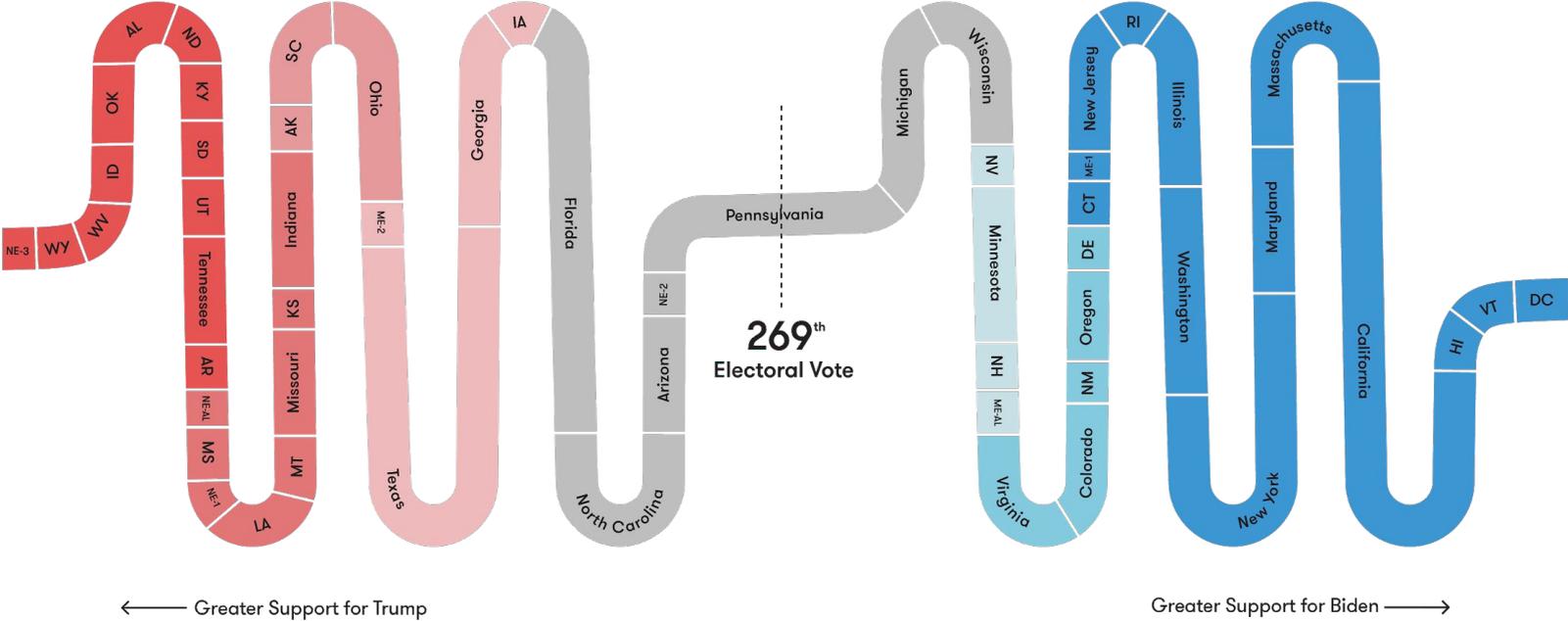


FAVORABLE POLLS AND RISING DJT JOB DISAPPROVAL INCREASED TOPLINE

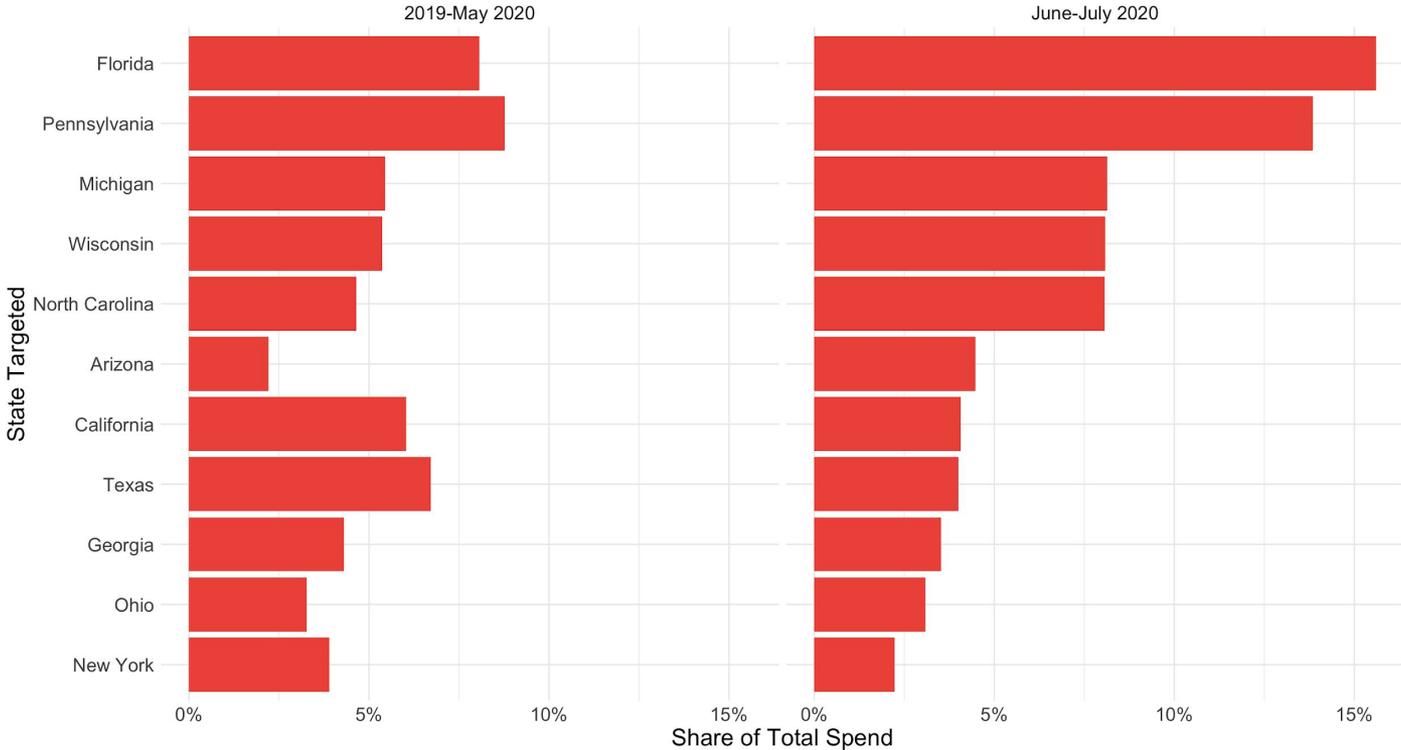
Forecasted Electoral College Votes Over Time for Biden



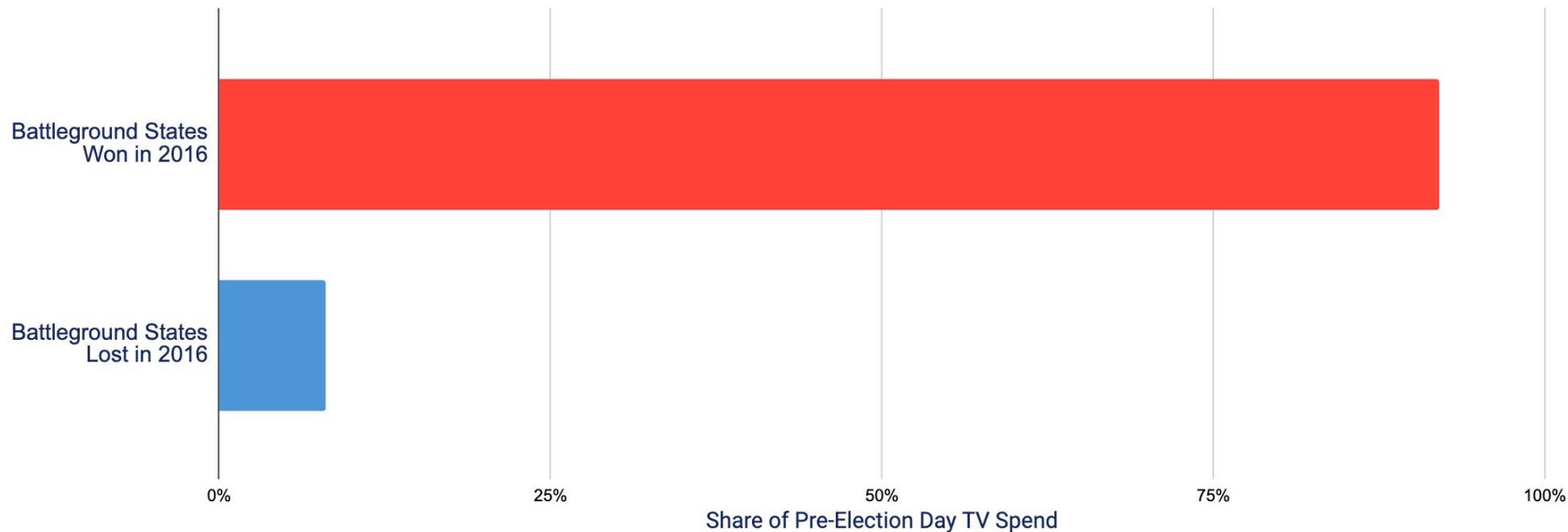
POSITIVE MOVEMENT IN AZ, NC OPEN NEW PATHS TO 270



PRO-TRUMP FORCES SPENDING ON BATTLEGROUND + DEFENSE



TRUMP'S TV SPENDING IS LARGELY FOCUSED ON STATES HE WON IN 2016



NEW BATTLEGROUND POLLING

Methodology

PHONE SURVEYS: LIKELY VOTERS

- 4,805 likely voters across six key battleground states: Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin (800 interviews per state).
- Conducted June 24th to July 1st, 2020.
- Among those who voted in 2016: 46% Clinton, 47% 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.



Trump is in dangerous territory with voters as his leadership failures on coronavirus continue to drag him down.

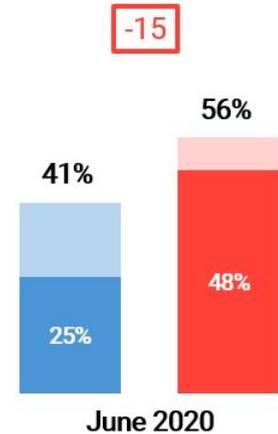
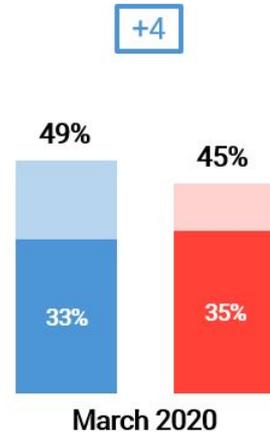
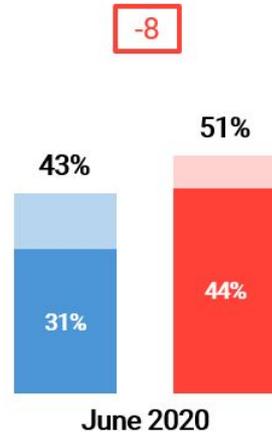
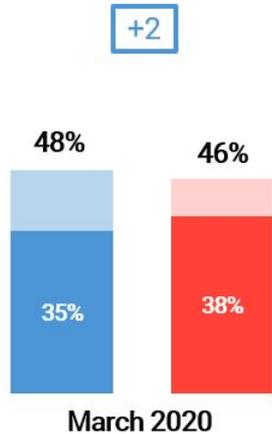


VOTERS ARE SOURING ON TRUMP'S JOB PERFORMANCE

Donald Trump's Job Approval as President

Donald Trump's Job Approval on Coronavirus

■ Strongly approve ■ Just somewhat approve
■ Strongly disapprove ■ Just somewhat disapprove

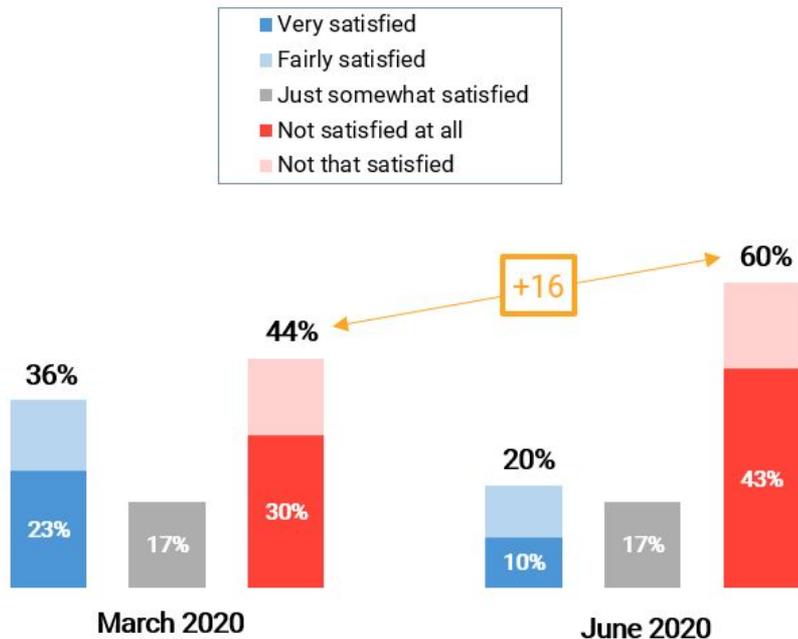


Trump made the coronavirus worse by downplaying the threat, ignoring experts, and failing to take action. Today, he is doubling down on these failed tactics. Voters are fed up with his continued failures.



TRUMP IS FACING AN INCREASINGLY DISSATISFIED ELECTORATE

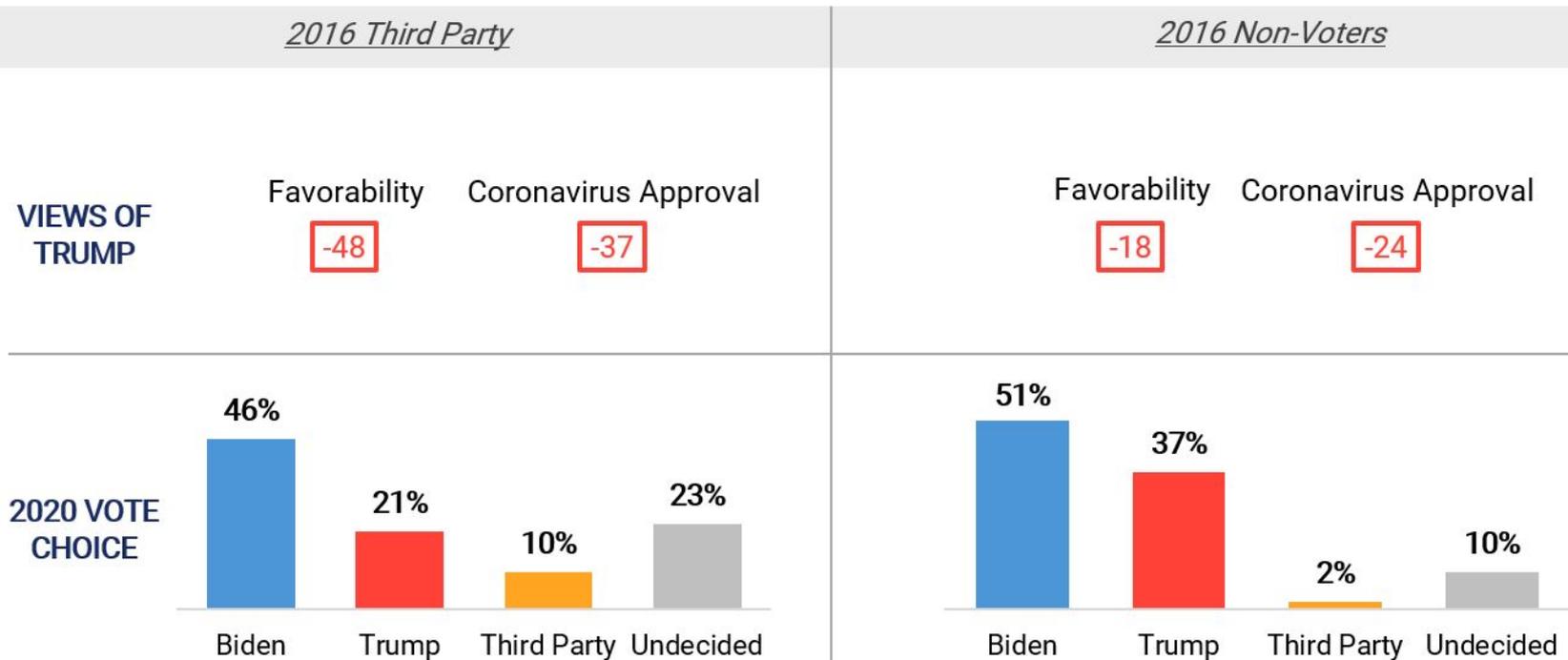
How satisfied are you with the overall direction of the country these days...?



	Satisfied (Very/Fairly)	Not Satisfied	March 2020 % Not Satisfied	Change
Arizona	17	65	43	+22
Florida	20	61	43	+18
Michigan	22	56	46	+10
North Carolina	21	59	43	+16
Pennsylvania	19	62	47	+15
Wisconsin	22	59	45	+14
<hr/>				
Democrat	4	86	76	+10
Independent	14	61	44	+17
Republican	37	34	12	+22



DEMOCRATS HAVE A CHANCE TO EXPAND OUR BASE

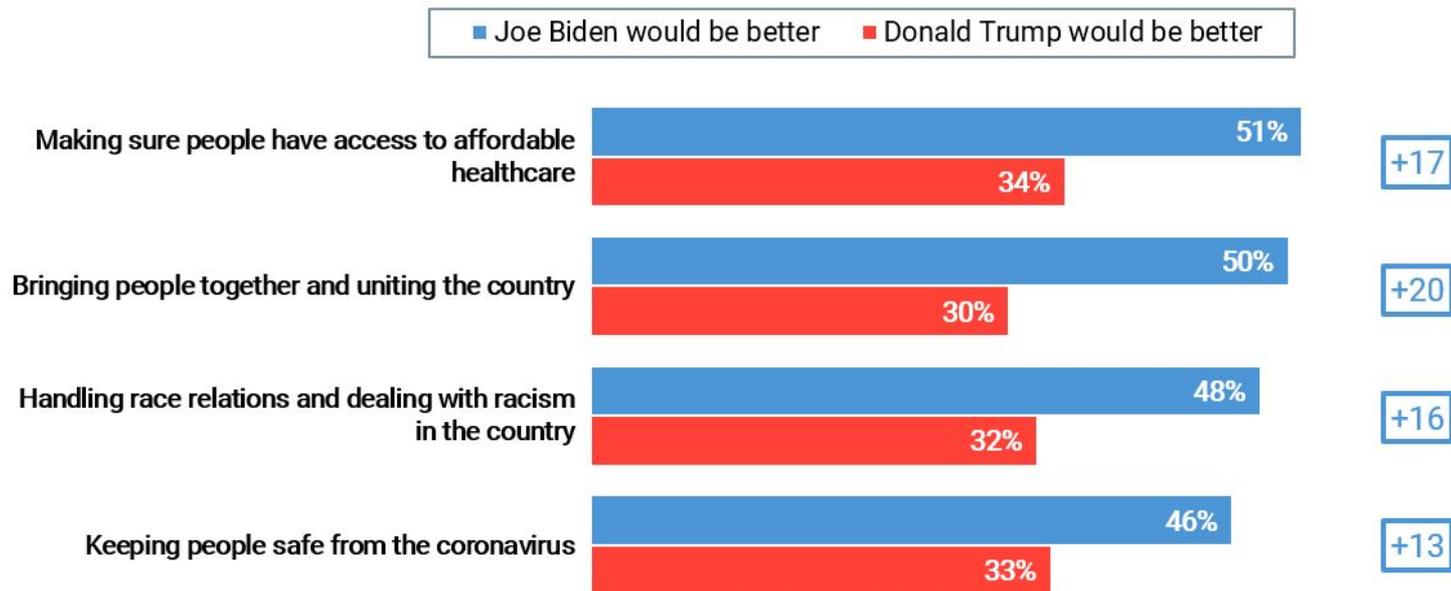


* Self-reported Stein, Johnson, and Other/refused for 2016 vote; 2016 non-voters based on state voter file record



BIDEN HOLDS AN ADVANTAGE ON THE MOST PRESSING ISSUES

Now I'd like to mention some issues a president might deal with and qualities people might look for in a president. For each one, please tell me who you think would be better on that - Joe Biden or Donald Trump.

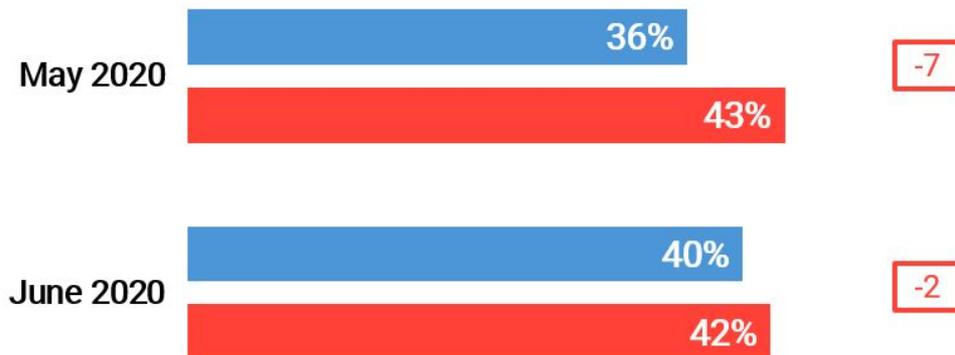


THE TRUMP TEAM'S EFFORTS TO SMEAR BIDEN ON CHINA HAVE FAILED

Now I'd like to mention some issues a president might deal with and qualities people might look for in a president. For each one, please tell me who you think would be better on that - Joe Biden or Donald Trump.

■ Joe Biden would be better ■ Donald Trump would be better

Dealing with the Chinese Government



Voters are linking the economic fallout to Trump's disastrous handling of the pandemic and are frustrated with his self-centered, chaotic behavior.



TRUMP'S FAILURES ON CORONAVIRUS ARE MAKING THE ECONOMIC FALLOUT WORSE

Now I am going to read you some criticisms people have made about Donald Trump. For each one, please tell me whether it gives you concerns about re-electing Donald Trump.

Total **Swing**

% very/fairly major concerns

52

51

***[Economic Devastation/Coronavirus]** The ongoing economic devastation from the coronavirus is much worse than it needed to be because Donald Trump refused to listen to the warnings of medical experts, and he downplayed the threat of the coronavirus. And now, as cases are back on the rise across the country/in AZ/NC/FL Trump continues to make the same mistakes – pushing to reopen the economy too quickly and without the needed precautions, which will put any economic recovery at risk by setting the stage for more infections and more deaths.



WE NEED STABLE, STEADY LEADERSHIP, NOT TRUMP'S EGO AND CHAOS

Now I am going to read you some criticisms people have made about Donald Trump. For each one, please tell me whether it gives you concerns about re-electing Donald Trump.

Total **Swing**

% very/fairly major concerns

50

46

***[Failed Leadership/Chaos]** In order to rebuild our economy, we need steady and stable leadership and a president who knows what he is doing, not four more years of a president like Donald Trump who acts impulsively, puts himself and his ego ahead of expert advice, and who says he can do whatever he wants. It's time for a steady hand to end the chaos because our country and our economy can't afford four more years of crisis after crisis.



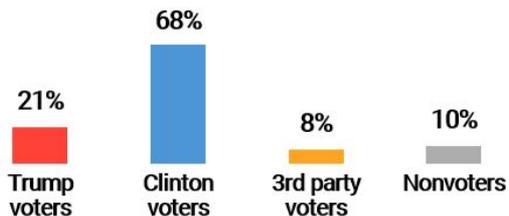
Trump's leadership failures are leading swing voters to bail on Trump and hastening Democratic base consolidation. We have a plan to retain these new voters.



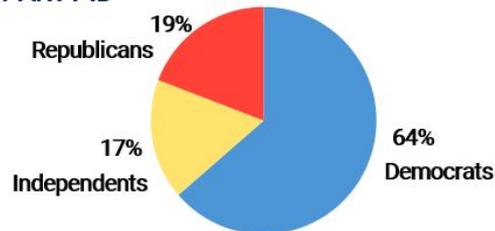
NEW BIDEN VOTERS SHOW THE IMPORTANCE OF PERSUASION AND BASE CONSOLIDATION

*Profile of New Biden voters**

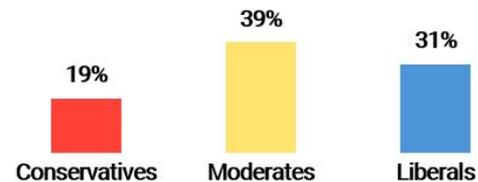
2016 PRESIDENTIAL VOTE



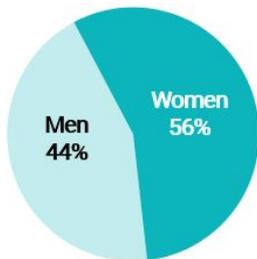
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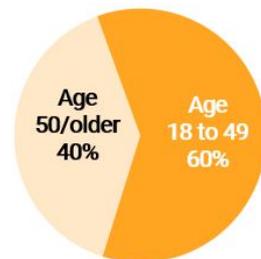
IDEOLOGY



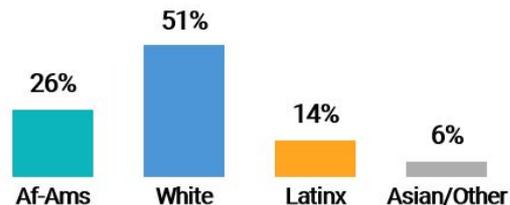
GENDER



AGE



RACE

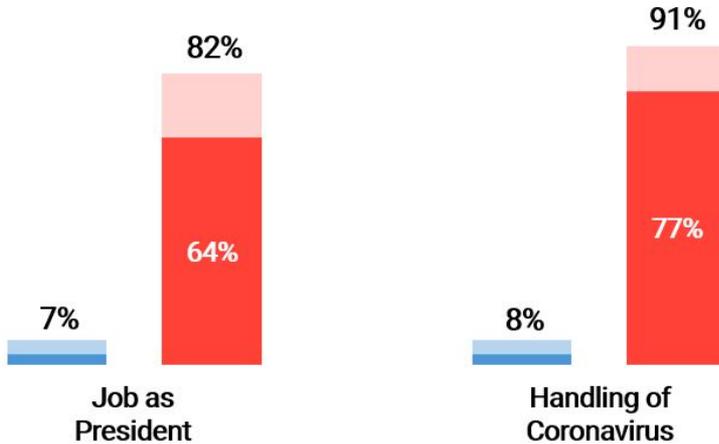


*Voters who did not support Biden for President two-months prior, but now do (7% of likely voters in battlegrounds).

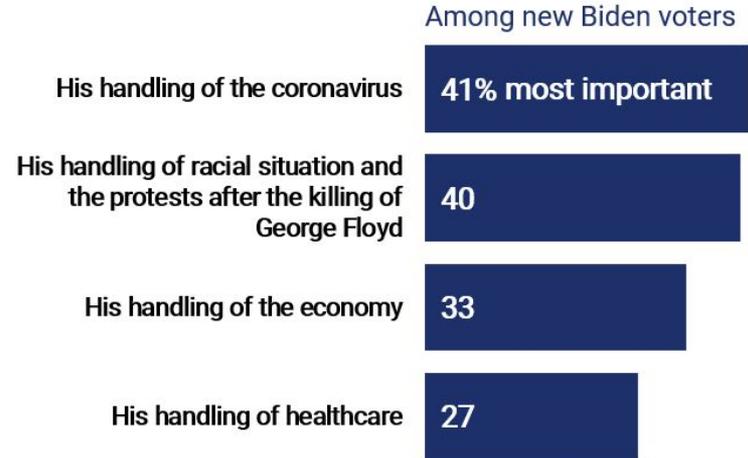


CORONAVIRUS AND RACIAL JUSTICE ARE DRIVING FACTORS

Donald Trump's Approval Among New Biden voters

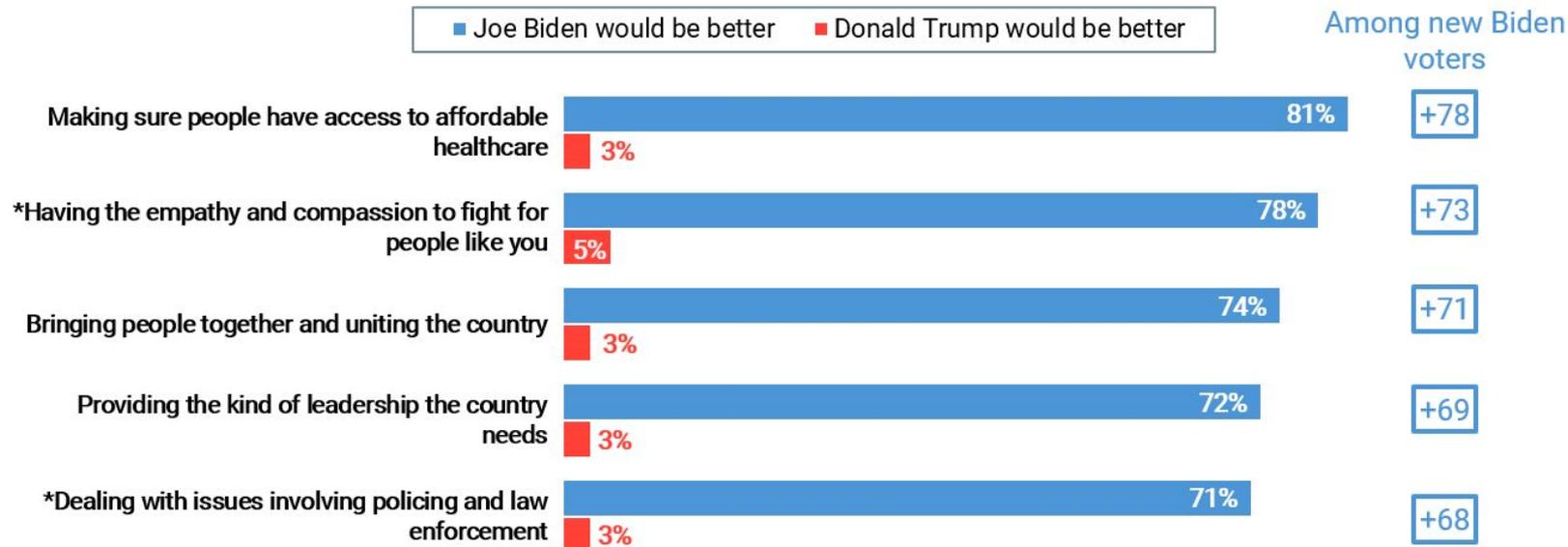


Most important to you in thinking about whether Donald Trump deserves to be reelected? [Top Two]



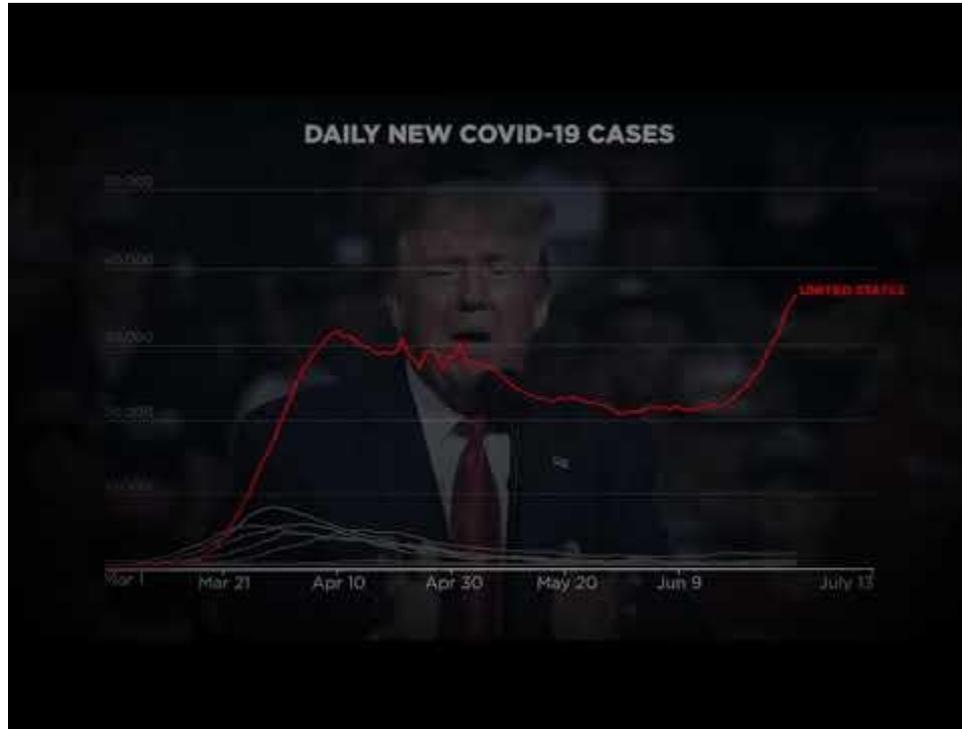
PRESS BIDEN'S ADVANTAGE ON HEALTH CARE, EMPATHY, AND LEADERSHIP

Now I'd like to mention some issues a president might deal with and qualities people might look for in a president. For each one, please tell me who you think would be better on that - Joe Biden or Donald Trump.



* Message seen by half of respondents





“Cases”



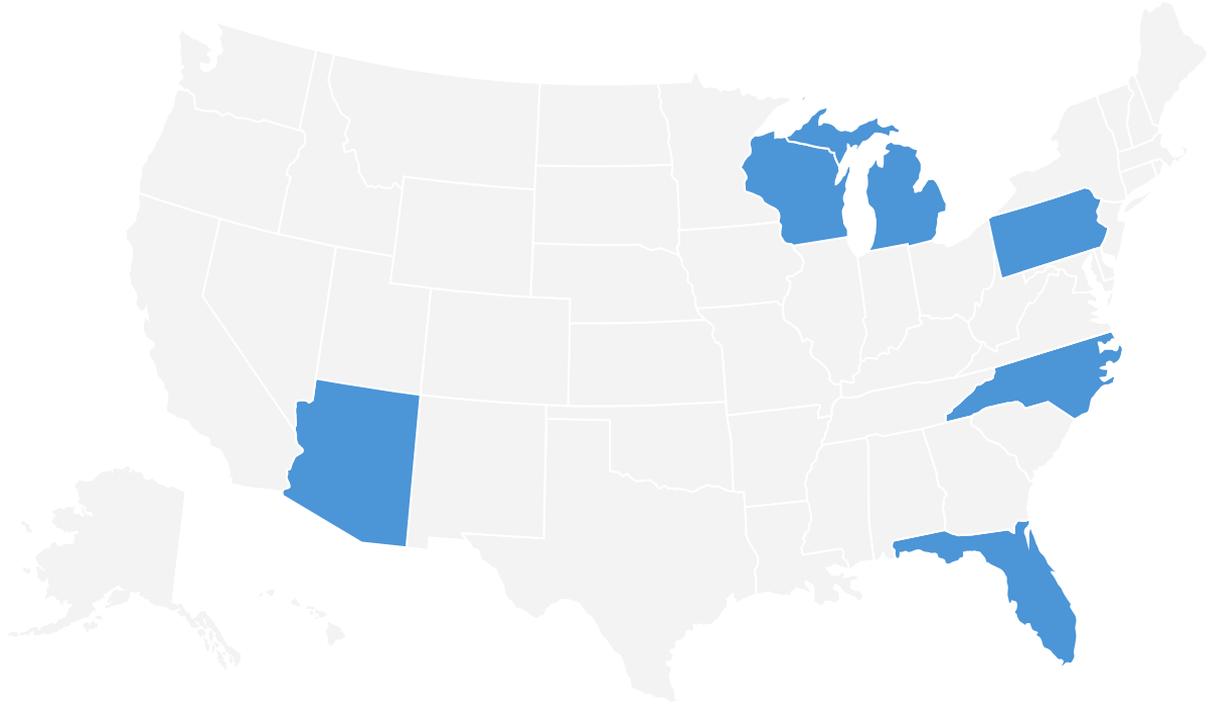


"We The People"



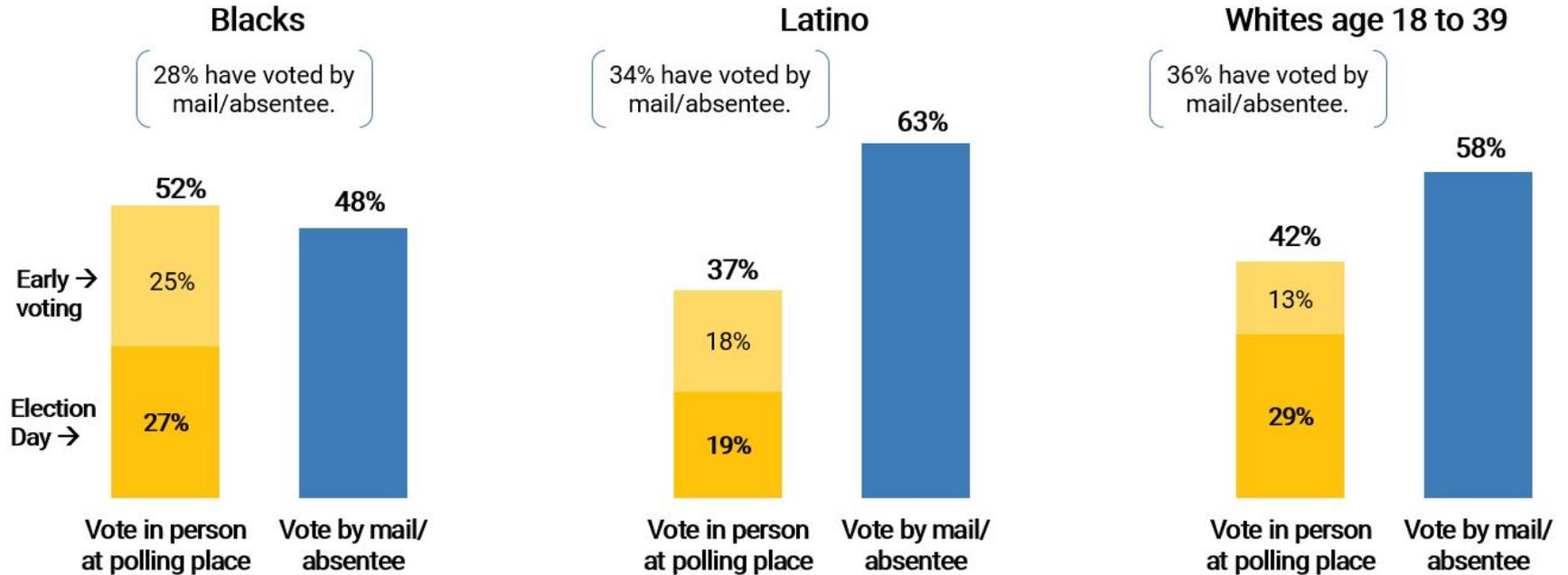
VOTER MOBILIZATION PROGRAMS

Priorities is investing \$24m in mobilization, vote by mail, & base consolidation targeted at Black & Latino voters.



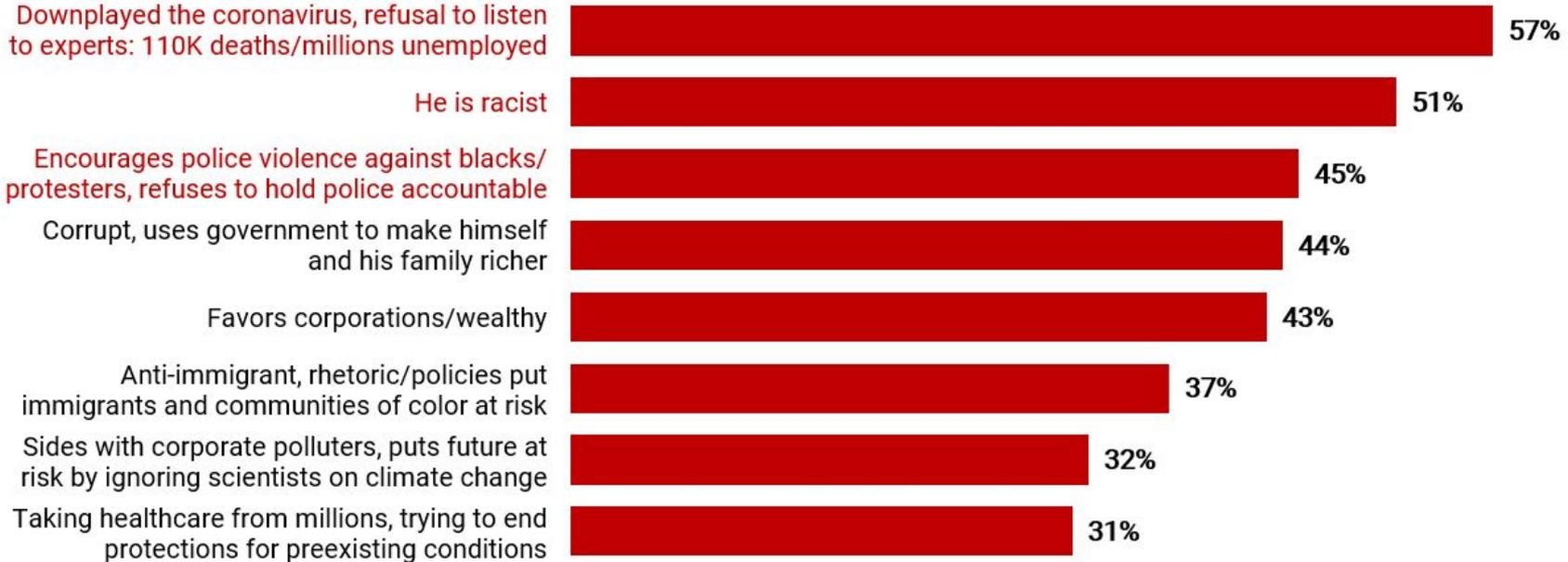
MOBILIZATION VOTERS REGISTER HIGH INTEREST IN VBM

Likelihood of Using Each Method for Voting in November



TRUMP'S RACISM AND CORONAVIRUS HANDLING TOP OF MIND FOR TURNOUT VOTERS

FOUR Most Concerning Criticisms of Donald Trump



MOBILIZATION VOTERS ARE GALVANIZED TO DEFEAT TRUMP

Which of these statements do you agree with more?

The fact that Donald Trump is president **makes me want to make a change** in the way things are going, because Trump's words and actions have been harmful for this country and for my community.



The fact that Donald Trump is president is proof that the system is rigged, the people's votes don't matter, and politics is basically a joke. It **makes me want to tune out politics and elections** and focus on other things.



PRIORITIES

USA
