Let's Build: Freedom. Fairness. Future

To: Interested Parties
Fr: Mark Riddle, President of Future Majority
Dt: June 10, 2020
Sb: Pennsylvania Poll – Keys to the Keystone State

From June 3 to June 5, Future Majority, America's Future Majority Fund, and our partner Change Research surveyed 2,201 likely voters in Pennsylvania. Below Is a snapshot of the political landscape, key issues, Biden v Trump, challenges and strategic imperatives. We also take a look at the major outside group spending as a reality check heading into the final five months of the 2020 election.

Political Landscape:

- Country right direction 33%, wrong direction 60% (note: non-white women 77%).

    - Among frequent Fox News viewers, 64% country right direction, 29% wrong direction
    - Among frequent CNN viewers, 6% country right direction, 92% wrong direction

    Country economy right direction 40%, wrong direction 49%.

    - Among frequent Fox News viewers, 77% economic right direction, 17% wrong direction
    - Among frequent CNN viewers, 10% economic right direction, 78% wrong direction

- Pennsylvania right direction 27%, wrong direction 57%.

- Local community right direction 45%, wrong direction 32%.

- Personal finances right direction 58%, wrong direction 25%.

- President Trump's job approval: 46% (note: minus 7 with Independent voters, minus 13 with white women).

    - **Twitter is Trump's kryptonite**: 65% disapprove of his use of Twitter.
        - 26% of Republicans disapprove

    - **64% say Trump's behavior is childish**. 27% of Republicans agree.

- Which do you agree with more? "I am exhausted by the daily chaos and tweeting of Donald Trump" versus "The strong economy before the coronavirus hit is more important than Donald Trump's tweets: 50% exhausted. 45% economy.

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- 50% strongly disapprove of Trump's handling of coronavirus.

    o 53% view Trump as "childish" and "unprepared" during the health crisis.

    o 53% say that Trump acted too slowly in alerting the American people about threat of the virus (48% strongly agree).

    o 67% disagree with Trump's statements that no one could see the virus coming.

    o 56% say that Trump has a lot or some responsibility for the economic downturn and unemployment (52% of Independent voters).

    o 70% of rural voters and 76% of suburban voters were bothered that "the average small business loan from the government stimulus package was $200,000, but $6 trillion dollars went to big corporations and Wall Street banks." 66% of voters overall were bothered a lot.

    o 54% of rural voters and 59% of suburban voters were bothered that "Trump awarded no bid contracts with the taxpayer stimulus money to political donors, including $55 million to a company that had no equipment or experience making masks."

    o 51% of rural voters and 57% of suburban voters were bothered that "In the midst of the health crisis, Trump went to court again to try to cut Obamacare and protection from pre-existing conditions." 92% of Black voters were bothered a lot.

- 51% strongly disapprove of Trump's handling of protests (55% overall).

    o 60% believe we need policing reforms versus 21% tougher on protestors. 65% of suburban women support reforms.

    o Among young African American voters (18-34), 90% support the need to reform policing standards. 47% blame the police for the cause of the protests and riots, while 40% blame Trump.

- 53% of voters do not believe Trump has kept his promises overall, including 54% of Independents.

- 55% believe Trump should release his taxes (+20% with Independents)

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- 50% strongly disagree that Trump kept his promise to clean up the Washington DC swamp from corruption.

  - Caveat: Advantage for Biden is surprisingly mixed. Among rural voters, 52% believe Trump will clean up corruption versus 33% for Biden. Among suburban voters, 47% believe Trump will clean up corruption versus 36% for Biden.

- When Pennsylvanians were asked who voters trust to improve the U.S. healthcare system, 46% of rural voters believe Donald Trump versus 37% for Joe Biden. 40% of suburban voters said Trump and 42% said Biden. Assumptions of wide gaps based national findings that Democrats are trusted more than Republicans on health care, may not apply where we need to get votes.

- In a head-to-head matchup, Joe Biden leads Donald Trump by 4%: Joe Biden 49%, Donald Trump 45%. Snapshot:

  - Party: Biden 93% of Dems, Trump 96% of GOP.
    - Trump leads +7 with Independent voters.
    - Biden leads +31 with voters under 35.

  - Gender Gap: Biden holds a 10-point lead with white women and 46-point lead with non-white women.

  - Race: Trump earns only 5% with Black voters, while Biden holds 86%. Trump leads among White voters 49% to 46%. Biden leads among Hispanic voters 65% to 29%.

  - Enthusiasm: 80% of Trump voters are very excited to vote for him. And 79% of Trump voters are very excited to vote against Biden.

    44% of Biden voters are very excited to vote for him. This is the enthusiasm gap, widely noted and commented upon. It argues for fewer attacks on Trump (2016 showed an all negative strategy didn't work, successful 2018 midterm candidates barely mentioned him), and more building Biden up by communicating his vision for the future. Right now, 91% of Biden voters are excited to vote against Trump.

  - Geography: Philly City: Biden 78% to 15%
                    Philly Metro: Biden 55% to 40%
                    Allegany: Biden 54% to 39%
                    West: Trump 55% to 39%
                    Central: Trump 58% to 37%
                    Northeast: Trump 50% to 45%

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- Media:
  - CNN (all viewers): Biden 91% to 5% (frequent)
  - MSNBC (all viewers): Biden 91% to 5% (frequent)
  - FOX (all viewers): Trump 86% to 9% (frequent)
  - FOX (Republicans): Trump 98% to 0% (frequent)

- Early in the survey, we asked voter preference in a head-to-head matchup between Trump and Biden. We re-asked the head-to-head question after voters took the time to respond to the survey questions about key issues like corruption, healthcare, the handling the coronavirus pandemic, the economy, and police reform. Among those respondents, Biden's lead expands to nine-points (52% to 43%) – a 5-point swing, which clears away danger from the 5% remaining uncommitted. Last time these voters broke hard and late for Trump. Engaging voters with the most salient issues facing them works in Biden's favor, and against Trump.

  - Rural voters: 39% Biden, 57% Trump moves to 45% Biden, 50% Trump (Biden moves -18 to -5). Note: Biden moves from -29 to -20 with rural male voters, -4 to +7 with rural women voters.

  - Suburban voters: 45% Biden, 50% Trump moves to 49% Biden, 46% Trump (Biden moves -5 to +3). Note: Biden moves from -17 to -12 with suburban male voters, from +7 to +16 with suburban women voters.

  - Needs to be addressed: African American voters 18-34: 73% Biden, 11% Trump moves to 70% Biden, 19% Trump (Biden moves +62 to +51. This is anomalous and may be a sample size artifact. If it is real, there is a problem).

  - Non-college educated women voters: 44% Biden, 51% Trump moves to 49% Biden, 45% Trump (Biden moves -7 to +4).

Issues:

- 88% are very concerned and 10% are somewhat concerned with corruption influencing decisions made in Washington DC. Yes, 98% to 2%. What do promises and policy positions mean in an environment where voters are this cynical about the system and politicians? A reexamination of campaigning in this sort of landscape is necessary. Establishing credibility is difficult. It is far from given. Contrasts with Trump on credibility are far from automatic.

  - 69% believe that Congress passed bills during the virus that got rich people more money and really did not help people and small businesses who really needed it.

    - 70% of Independents and 50% of Republicans agree with this statement. 86% of Democrats agree.

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- 84% support banning Members of Congress from being able to own or trade stocks and would like to see those assets put in blind trust.

- On scale of 1 to 10, how important is it for Congress to pass legislation to clean up corruption? 80% rank it as a 10. 6% as a 9, and 8% as an 8.

- 54% are "bothered a lot" by Trump's firing of Inspectors General. 63% of young men and 77% of young women are bothered a lot. 92% of frequent CNN viewers and 93% of frequent MSNBC viewers are bothered a lot – 67% of frequent Fox News viewers are "not at all bothered" (21% are bothered).

- 50% disagree that Democrats have taken away some of your freedoms like closing business, churches, and schools for public health concerns. But interesting when the phrase "Republican Governors" is inserted for "Democrat" 'disagree' jumps to 59%. (We attribute this to media habits. See conclusion.)

- The China issue is real.

  - 71% believe China hid important health information from the world.

  - 59% hold China responsible for lack of medical supplies.

  - 51% consider China the enemy of the United States.

- 77% are concerned that the federal debt could limit opportunities for you or your family.

  - 73% agree with raising taxes on corporations and people making over $400,000.

  - 81% oppose cutting education to pay down debt.

  - 71% oppose cuts in Medicare or Social Security to pay down debt.

  - 61% are bothered (55% bothered a lot) that "Pennsylvania's state and local budgets are now billions in debt from fighting coronavirus, but Trump said he opposes any bailouts to states and local governments run by Democrats."

- 97% support a national Veterans' Bill of Rights that protects veterans' health care, increases veterans' job opportunities, makes higher education more affordable, and helps prevent veteran suicide and mental health issues.

- 97% support passing anti-corruption legislation to clean up Washington and reduce the influence of money in politics.

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- 88% support increasing funding for rural hospitals and 87% support increasing availability or community health centers and low-cost transportation for rural Americans to access healthcare. 72% support expanding Medicaid to the 14 states that haven't.

- 83% support establishing a health care public option so you access the same health care as government officials that could save you on average $2,500 a year on costs. 89% support state-level protections for pre-existing conditions.

- 89% support increasing investments in two-year colleges, community colleges, apprenticeship programs, and career and technical training.

- 87% support increasing investments in American research and development.

- 65% of both rural and suburban/small town voters support "increasing taxes on energy companies that use fracking."

- 59% support passing filibuster reform so majority vote moves legislation in the Senate instead of 60 votes.

  - 69% of Democrats, 55% of Independents, and 47% of Republicans support reform. Note: this will likely have to happen to pass any serious reform measures.

Challenges and Strategic Recommendations

Contrary to received wisdom, the Coronavirus pandemic and the ensuing recession cuts both ways. Even though a majority of voters (55%) say Trump has at least some responsibility for the economic downturn and unemployment, more voters believe he will do a better job reviving it than Joe Biden. Trump has a seven-point edge on doing better on *jobs and the economy* and *putting America first*. He also has an edge on *helping working people get back on their feet after the coronavirus pandemic*, *creating the best plan for getting the economy back on track*, and *being a strong leader*. All of these must be attacked head on over the coming weeks. Worryingly, the edge Trump holds on the economy is similar to the 10-point advantage he held nationally over Hillary Clinton at this same point four years ago (NBC/WSJ, June 19-23, 2016). Perceptions of Biden are worse with independent voters, including uncommitted voters. Surprises are unwelcome, as 2016 taught us.

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- **Pennsylvania voters blame China most (more than Trump) for the spread of the coronavirus and the economic havoc it has wreaked.** Majorities of voters believe China is an enemy of the United States (51%), that China purposely hid information from the world on coronavirus (71%), and they also find China responsible for the shortage of key medical supplies in the United States (59%). If these findings are replicated in other swing states, the way to campaign on coronavirus must be adjusted. Voters give Trump a 10-point advantage of *dealing with China on trade deals*. Most troubling, 50% agree that *Joe Biden is compromised in dealing with China because of his son Hunter doing business in China* and split on which candidate has business interests in China (32% Trump, 31% Biden, 27% both of them). Between Trump's failing trade wars and his being continually played by China in trade negotiations, Biden must attack this Trump narrative and explicitly say that China is taking advantage of Trump's **weakness**, and how they are doing so. Whatever past successes Biden has had with China need emphasizing.

- **Cynicism also cuts both ways. Despite Biden's clear advantages on empathy (+16), even temperament (+27), and ability to listen to experts (+17), voters view him as only slightly more honest (+4) and trustworthy (+3) than Trump.** While voters are more likely to say Trump is the more corrupt of the two (48% Trump-40% Biden), voters, paradoxically trust Trump more to clean up corruption (43% Trump-39% Biden). Trump is still winning on drain the swamp and being an outsider. Efforts to describe just how much worse the swamp has gotten under Trump have been sporadic. Independents are more likely to say Trump is more honest (+4 over Biden) and trustworthy (+9 over Biden) and that he is more likely to clean up corruption (34% Trump-16% Biden, 41% Neither).

  While voters disagree that *Donald Trump has kept his promise to clean up what he called the Washington DC swamp from corruption* (43%-54% all voters, 37%-57% Independents), they also disagree that *Democrats in the U.S. House passed the most sweeping anti-corruption legislation since Watergate* (29%-45% all voters, 13%-56% Independents), which Democrats did in fact do in the form of HR 1. Obviously, Democrats have a communication issue on the key legislation they passed after the midterms. Corruption is a top voter concern (88% very concerned among all voters, 92% among Independents) and many rate it a '10' in importance to clean up (80% all voters, 77% Independents). Voters split on blame for inaction (44% Democrats refusing to work with Republicans, 47% McConnell blocking legislation). Demanding Richard Burr resign for insider trading (84% support) is a good start as a contrast with Joe Biden who never owned stock in companies while in the Senate (but the HR 1 problem bites again: only 2% of voters actually *know* Biden did not own any stock as a Senator and Vice President, that he was the least wealthy member of the Senate, and so forth). Attacking corruption will allow Biden to speak forcefully and honestly on the problems in Washington, create a clear contrast with the President and those in his party, support popular reforms, and create a tough standard he can meet as president.

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- **Independents, those without any partisan leaning after being pushed, view everyone in politics negatively, are largely undecided, and view Trump as more credible on the economy, trade with China, and fighting corruption. Corruption is their number one issue, which may explain why the number of people not claiming affiliation to either party has risen.** These voters are the most negative on elected officials, both Republicans (-20 net favorable for Trump, -17 Pence, -45 McConnell) and Democrats (-44 Biden, -10 Obama, -50 Pelosi, -23 Sanders, -35 AOC). They even view Dr. Fauci negatively (-11). These voters are younger (56% under 45 versus 40% overall of those sampled), less white (70% vs. 82% overall), and in the middle ideologically (51% moderate/unsure, 27% liberal, 22% conservative). They watch much less cable news than either Republicans or Democrats, getting their news most from the internet and social media. Biden can win them on economics, corruption, and protecting social spending. He already captures a greater share of them than those who currently rate him favorably, 31%, versus 38% for Trump with the remaining 31% undecided. This group of voters is 22% of our total sample. They are skeptical and resisting being pushed to Trump or Biden. They may break late. The election may depend on them. Underestimate their power at your peril.

- **Young Black Voters:** Biden leads Trump among Black voters ages 18-44 by a margin of 73% to 11%. But that margin narrowed 11 points from +62 to +51 (70% to 19%) when we tested the horse race again at the end of the survey, after questions on issues likely corruption, healthcare and handing COVID-19. That drop matches voters' enthusiasm for supporting Biden among this cohort (35% very excited versus 44% very excited overall).

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Who Is Best Described/Would Do Better on Issues
(Net Biden vs. Trump)

All Voters	Ind	
27	19	Even-tempered
17	13	Listens to experts
16	14	Empathetic
9	0	Issues involving race and policing
7	0	Improving the U.S. healthcare system
6	-2	Can work with foreign leaders
6	-5	Well-informed
4	-4	Honest
4	-11	Making sure the taxpayer money being spent is going to help people and not their wealthy friends
3	-12	Handling the coronavirus pandemic
3	-9	Trustworthy
2	-17	Being honest with the American public
0	-12	Cares about people like me
-2	-25	Helping working people get back on their feet after the coronavirus pandemic
-2	-15	Protects your freedoms
-3	-24	Stands up for my beliefs
-4	-18	Cleaning up corruption
-4	-16	Dealing with Russia
-5	-35	Creating the best plan for getting the economy back on track
-6	-23	A strong leader
-7	-33	Jobs and the economy
-7	-24	Will put America first
-8	-3	*Corrupt*
-8	-25	Keeps his promises
-10	-32	Dealing with China on trade deals
-25	-40	Will be stronger on China
-30	-18	*Comfortable with violence*

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Strategy: To cement victory in Pennsylvania and bury Trump with Independent voters while holding Democrats, we recommend the following strategic imperatives to exploit Trump's weakness:

- **Hammer Trump for economic policies that put rich people and himself ahead of everyone else.** Voters are most bothered when they hear that *the average small business loan from the government stimulus package was $200,000, but $6 trillion dollars went to big corporations and Wall Street banks.* Two-thirds (69%) of Independents say this bothers them a lot. A similar share of these voters agree that *Congress passed bills during the virus that got rich people more money, and really did not help people and small businesses who really needed it.* Supporting the middle class and working people is the core rationale for Joe Biden's campaign and the decisions by Trump and McConnell provide the perfect opportunity to run against their status quo. Biden's core story of his early reverses and his failure to "cash in" on his federal government tenure syncs up nicely here. Independents are also bothered by:

  - *The Trump administration approved a private jet company owned by a major Trump campaign donor to get $27 million dollars from taxpayers as part of the stimulus package.*

  - *Many rural hospitals will be forced to close down during the health crises because Trump is proposing cuts to Medicaid.*

  - *Trump's son Baron's elite private school, St. Andrews School, received $2.3 million from taxpayer stimulus money.*

  All of these examples further the case that Donald Trump has acted to benefit corporations, the wealthy, and himself at the expense of working people. That contrast must be made as explicitly as possible. It is exactly the kind of corruption that most "bothered" key groups of voters.

- **Frame the economic debate on Joe Biden's priorities for America's future against Trump and McConnell's desire for cuts to health, education, and safety programs.** Thanks to Donald Trump's leadership and desire to shower goodies on his wealthy friends, America has a $3 trillion deficit. Unsurprisingly, a majority of Democrats (83%), Independents (78%), and Republicans (71%) express concern that the federal debt could limit opportunities for them and their family in the future. However, a strong majority of Independents (69%) and voters overall (73%) say it is important to raise taxes on corporations and people making over $400,000 a year in order to address the federal debt. They reject cutting entitlement programs – proposed in every Trump budget – like Social Security, Medicare, and Medicaid (81% not important overall, 75% with Independents) and reject cutting programs like education, child care, preschool, and other similar programs (81% not important overall, 78% with Independents), cuts the President has also set out in every budget. A majority of Independents (57%) say it bothers them a lot that *Pennsylvania's state and local budgets are now billions in debt from fighting coronavirus but Trump said he opposes any bailout to states and local governments run by Democrats.*

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Mitch McConnell – who is the least popular politician we test with a minus 31 favorable rating - plans to defund the police by forcing states and cities to go bankrupt and default on their pension obligations, a far bigger threat to police than peaceful protestors. Trump wants to make this election about past economic statistics.
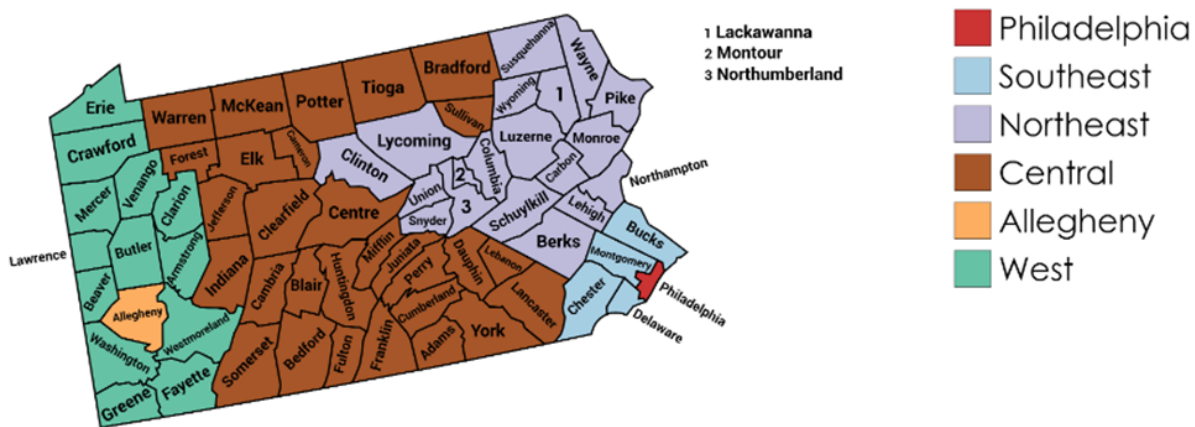
- **Voters are focused on the *future*.** 65% want a candidate who focuses on building a new and different future as opposed to 28% who want a candidate who focuses on making America what it was in the past. Even Republicans: 88% D, 58% I, 39% R. This cuts against Trump, but also against Biden, when he wants to restore pre-pandemic, pre President Twitter Obama era normalcy, and establish himself by touting his Obama era record. That can be done, *so long as the finish is always forward leaning*. Trump has a place to go "back to" also, namely the "great" pre-pandemic economy, with rising wages for the working class and full employment. Playing the "go back somewhere" game with Trump is a loser in the face of predicted fast growth rates in the coming months. Forcing the conversation from where Trump wants it to a debate on the priorities, values, and people, with a specific vision for getting America out of the mess Trump made can move us beyond a debate over growth rates. The fact that in this survey, Trump still wins on economic questions, in the middle of 40 million unemployed, should give pause and lead to strategic reflection.

- **Engage fully on fighting corruption in Washington DC.** This debate holds the potential to engage the Independent voters who will decide the election. Start with booting out Richard Burr and any other elected official who uses their power to enrich themselves. Rather than talk about big and complicated reform packages, focus on a few simple reforms, such as requiring Members of Congress and the Administration to divest themselves of all stocks, disclose all meetings with lobbyists and foreign agents, can put Trump and McConnell on the defensive and that voters will remember. Use Joe Biden's credibility as someone who never owned stocks while in office and was the Vice President of the most ethical administration in modern history to attack Trump's corruption and his weakness in failing to "drain the swamp", indeed making the swamp worse. It can't be said enough times, use the Obama era as a prelude for imagining a better future.

- **Use the current debate on racism and police brutality to spotlight Trump's comfort with violence.** Pennsylvania voters disapprove of Trump more on this issue than they do overall (42% approve-55% disapprove compared to 46%-53% overall). Biden holds a nine-point edge over Trump on issues involving race and policing, and 70% of Independents believe we need reform of policing standards and behavior. Biden did an excellent job in his Philadelphia speech weaving in police and economic violence. Voters are far more likely to believe Trump is comfortable with violence (55%) than Biden (22%). This theme can be woven through many of these issues with the ultimate goal of erasing the idea that Trump is *strong* and that his use of casual violence highlights his weakness. If voters think of nothing else on Election Day, it should be that Joe Biden is strong and Donald Trump is weak.

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- **Biden is tracking with Hillary Clinton in Philadelphia and Allegheny County while Trump is underperforming in the northeast and west counties outside of Pittsburgh.** Resources strategically deployed in Scranton-Wilkes Barre and the Pittsburgh market, focused on Trump's weaknesses and priorities, can help put the state out of reach.

Comparison to 2016

	Biden	Trump	Und	Net	Hillary	Trump	Net
Statewide	49	45	4	+4	48	49	-1
Philadelphia City	78	15	7	+63	83	15	+68
Philadelphia Metro	55	40	5	+15	55	41	+14
Northeast	45	50	5	-5	41	56	-15
Central	37	58	5	-21	33	63	-30
Allegheny County	54	39	7	+15	57	40	+17
West	39	55	5	-16	35	62	-27

Map For Reference:

An interesting nugget from the research and something that needs more study: Average nightly viewership of CNN & MSNBC is 3.98 million. Average nightly viewership of Fox News is 3.68 million. Extrapolating the PA head-to-head to national viewership equates to about 3.95 million viewers across the three networks supporting Biden (54.1%) vs. 3.35 million viewers overall supporting Trump (45.9%) – or Biden +8.2. That is close to the RCP spread of Biden +7.2. (noting that there are more undecided voters nationally than in the PA cable viewers sample).

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Spending Insights:

Since the beginning of May, the campaigns as outside groups have been spending on paid communications. Democrats are a deficit which is a problem considering the Trump campaign has a $225M cash on hand advantage. Some key findings show major gaps in spending between the two sides and to give a real look at what is going on that the media isn't reporting.

Key Takeaways

- Trump campaign has outspent Biden $12.5M on TV. The Biden campaign has not advertised since March.

    o Spending in PA: Democrats have reserved $2.9M worth of TV & digital buys, Trump & Allies have reserved $2.1M on the same mediums.

- Overall Trump & his allies have outspent Biden & allies by almost $12M in the month of May. That is a 2:1 advantage on spending in all media markets. *(See breakdown of group spending below).*

- On the comparative spend both TV and digital, most of the money is being spent by Trump and his allies in Western PA and Western MI to shore up his base in those areas. Trump & his allies know those states are key to his electoral strategy.

- Another key point is Trump is spending to shore up states like, Florida, Iowa and Ohio with some of the digital spend.

    o 88% of the digital spend is anti-Trump messaging on the Democratic side, with the remainder of it from the Biden campaign to build out their online fundraising operation. Which in 2016, 96% of the paid communication spend was anti-Trump, through the research it shows that Pro-Biden messaging and issue education actually moves voters.

If this type of spending continues Trump will be able to close the gap in many states with his lagging poll numbers as the campaign prepares to run a fear mongering message similar to 2016.

What the media is reporting:

Many outside groups on the Democratic side are announcing big media buys with large numbers to give However, as of May 2020, the three major Democratic Super PACs Priorities USA Action, Unite the Country and American Bridge have combined $29.5M cash on hand after all saying in the press they would raise a combined $375M to defeat Trump in 2020. (1)(2) Compared to the leading Trump Super PAC American First Action, which has a total of $28.9M cash on hand during the same time period.

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Below is a breakdown of groups that have actually raised and spent for the 2020 election. Only Unite the Country has spent the majority of their overall spend this cycle on paid communication efforts to communicate with voters. Recently groups American Bridge and Priorities USA have announced massive media buys, but according to public filings they do not have the cash on hand to back those buys. up.(3)(4). **FEC reports as of May 20, 2020**

Group	Total Raised	COH as of 5/2020	Debts Owed	Total Spent	Spent on Paid Comms	Operating Costs
Priorities USA Action	$34,037,615.69	$19,039,135.46	$2,893,021.67	$15,539,644.07	$9,138,609.83	$6,397,884.81
Unite the Country	$22,892,699.18	$6,693,405.01	$0.00	$16,199,294.17	$13,712,262.72	$2,393,905.45
American Bridge PAC	$27,701,573.91	$3,836,448.35	$227,574.14	$24,012,019.73	$7,675,775.40	$16,335,568.33
America First Action PAC	$40,264,843.38	$28,922,396.11	$372,605.73	$13,905,295.28	$5,744,802.42	$8,153,930.91

Note: The Lincoln Project an allied group of Never Trump Republicans have been doing great work to help drive the anti-Trump sentiment, however their efforts are more centered around an extensive press strategy and getting under Trump's skin.

Breakdown of Media Buys from April 28 through May 26.

PARTY	GROUP	MEDIA	28-Apr $	5-May $	12-May $	19-May $	26-May $	TOTAL $
DEM	PUSA	TV	$768,467	$1,175,165	$1,188,710	$1,178,015	$1,158,480	$5,468,837
DEM	Unite the Country	TV	0	0	$419,420	$855,985	$473,181	$1,748,586
DEM	American Bridge 21st Century	TV	$939,465	$0	$0	$0	$0	$939,465
DEM	The Lincoln Project	TV	$12,733	$63,667	$210,306	$257,746	$0	$544,452
DEM	Republicans for the Rule of Law	TV	$0	$1,267	$6,333	$0	$0	$7,600
DEM	Remedy PAC	TV	$0	$0	$0	$0	$5,038	$5,038
DEM	TOTAL	TV	$1,720,665	$1,240,099	$1,824,769	$2,291,746	$1,636,699	$8,713,978
REP	Trump	TV	$762,382	$3,851,813	$4,748,988	$2,808	$3,175,221	$12,541,212
REP	America First Action	TV	$1,115,808	$1,015,363	$954,751	$1,007,413	$478,929	$4,572,264
REP	Restoration PAC	TV	$5,833	$35,000	$129,967	$0	$0	$170,800
REP	TOTAL	TV	$1,884,023	$4,902,176	$5,833,706	$1,010,221	$3,654,150	$17,284,276
DIFFERENCE	DEM ADVANTAGE	TV	($163,358)	($3,662,077)	($4,008,937)	$1,281,525	($2,017,451)	($8,570,298)

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PARTY	GROUP	MEDIA	28-Apr $	5-May $	12-May $	19-May $	26-May $	TOTAL $
DEM	ALL GROUPS	DIGITAL	$1,395,278	$1,260,905	$1,451,719	$1,035,211	n/a	$5,143,113
GOP	ALL GROUPS	DIGITAL	$1,832,826	$1,960,771	$2,887,160	$1,695,013	n/a	$8,375,770
DIFFERENCE	DEM ADVANTAGE	DIGITAL	($437,548)	($699,866)	($1,435,441)	($659,802)	n/a	($3,232,657)

PARTY	GROUP	MEDIA	28-Apr $	5-May $	12-May $	19-May $	26-May $	TOTAL $
DEM	ALL GROUPS	TV+DIGITAL	$3,115,943	$2,501,004	$3,276,488	$3,326,957	$1,636,699	$13,857,091
GOP	ALL GROUPS	TV+DIGITAL	$3,716,849	$6,862,947	$8,720,866	$2,705,234	$3,654,150	$25,660,046
DIFFERENCE	DEM ADVANTAGE	TV+DIGITAL	($600,906)	($4,361,943)	($5,444,378)	$621,723	($2,017,451)	($11,802,955)

About Future Majority: *Since 2017, Future Majority has surveyed 58,208 voters in battleground states and districts and have conducted extensive focus groups in MI, PA and WI. In 2018, DCCC Ben Ray Lujan credited its work saying, "Future Majority's research and messaging recommendations were very helpful as we developed the narrative to win back the House in 2018." In 2019, the leadership of Future Majority founded Unite the Country, which serves as the pro-Joe Biden SuperPAC in the primary and general election.*

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