
PRIORITIES

USA

2020 By The Numbers

\$258M

TOTAL MONEY RAISED &
COMMITTED

37.4M

VOTERS REACHED ONLINE
ACROSS 8 STATES

3.4B

IMPRESSIONS GENERATED
BY OUR DIGITAL ADS

\$153M

SPENT ON TV, RADIO AND DIGITAL ADVERTISING
BUYS ACROSS ALL PLATFORMS

1.25

PERCENTAGE POINT INCREASE IN AVERAGE
SUPPORT FOR JOE BIDEN DUE TO OUR DIGITAL
PROGRAM

2.4

PERCENTAGE POINT DECREASE IN AVERAGE
APPROVAL OF DONALD TRUMP DUE TO OUR DIGITAL
PROGRAM

\$68.7M

SPENT AIRING
233 ADS ON THE
CORONAVIRUS CRISIS

\$12M

SAVED BY BUILDING AN
IN-HOUSE MEDIA TEAM

7,274

UNIQUE PIECES OF
CONTENT CREATED
AND AIRED



2020 By The Numbers

492 PERSUASION AND MOBILIZATION ADS TESTED
IN RANDOMIZED CONTROLLED TRIALS

582

PROGRESSIVE ACTIVISTS TRAINED ON
DIGITAL ADVERTISING BEST PRACTICES

119

NATIONAL, STATE AND LOCAL PROGRESSIVE
ORGANIZATIONS PARTNERED WITH

\$204M

IN PARTNER SPENDING
COORDINATED TO
MAXIMIZE EFFICIENCY

124

INDIVIDUAL STORYTELLERS
RECRUITED IN
BATTLEGROUND STATES

\$34M

SPENT ON
VOTING RIGHTS
LITIGATION

265 NEWS STORIES PLACED OR SHAPED IN
LOCAL OUTLETS ACROSS BATTLEGROUND
STATES

18 LEGAL CASES (INCLUDING INTERVENTIONS)
FILED IN **6** STATES TO PROTECT VOTING RIGHTS



Priorities USA led the charge against Trump

We mapped the **right path to victory** from the start.

We **invested early** and **closed the digital gap**.

We spent big to **define Trump's coronavirus failures**.

We used an **all-of-the-above strategy** to win.

We led the charge on **protecting Americans' right to vote**.



We mapped the **right path**
to victory from the start.



OUR ORIGINAL MAP

CORE:

FL, WI, PA, MI, NH, NV

EXPANSION:

AZ, NC, GA

DEM WATCH:

MN, VA, CO

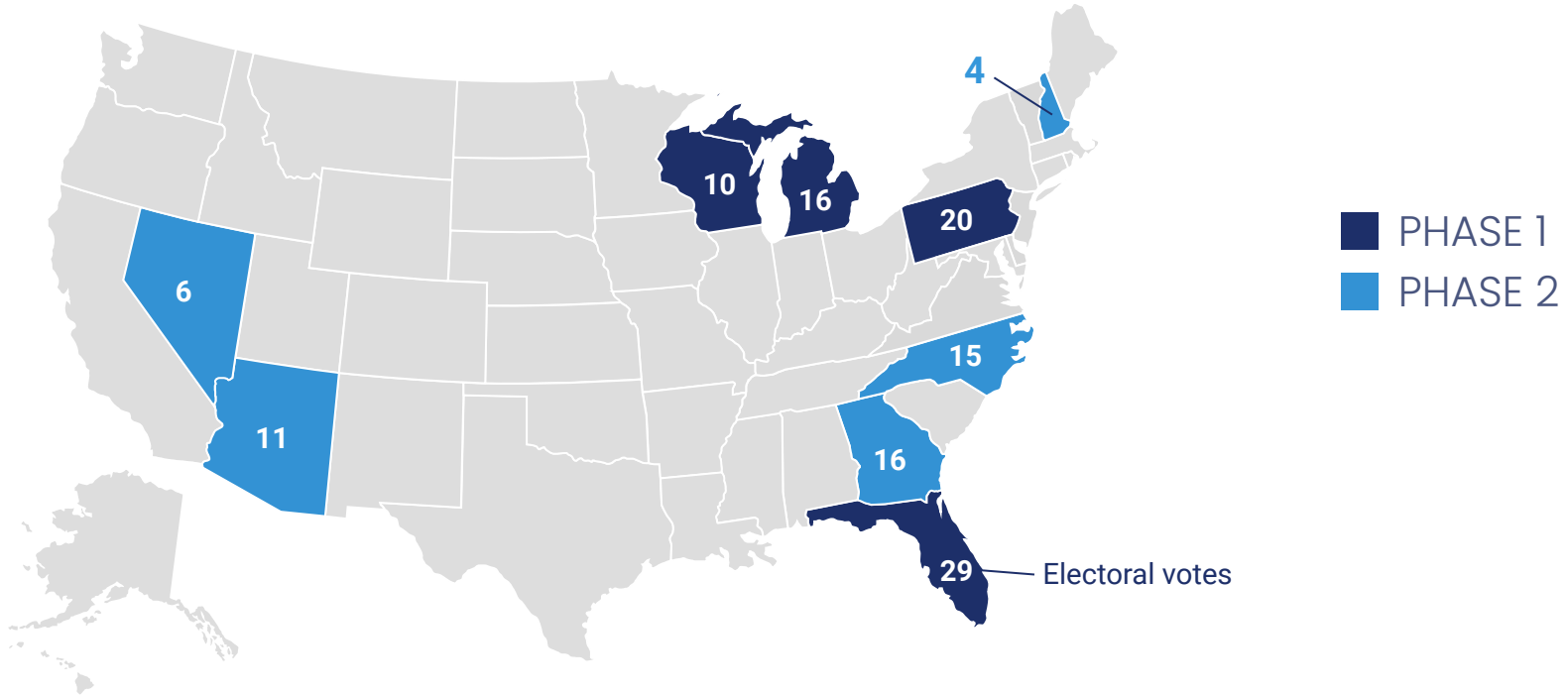
GOP WATCH:

IA, OH, TX

2/20/2019 PRESS BRIEFING



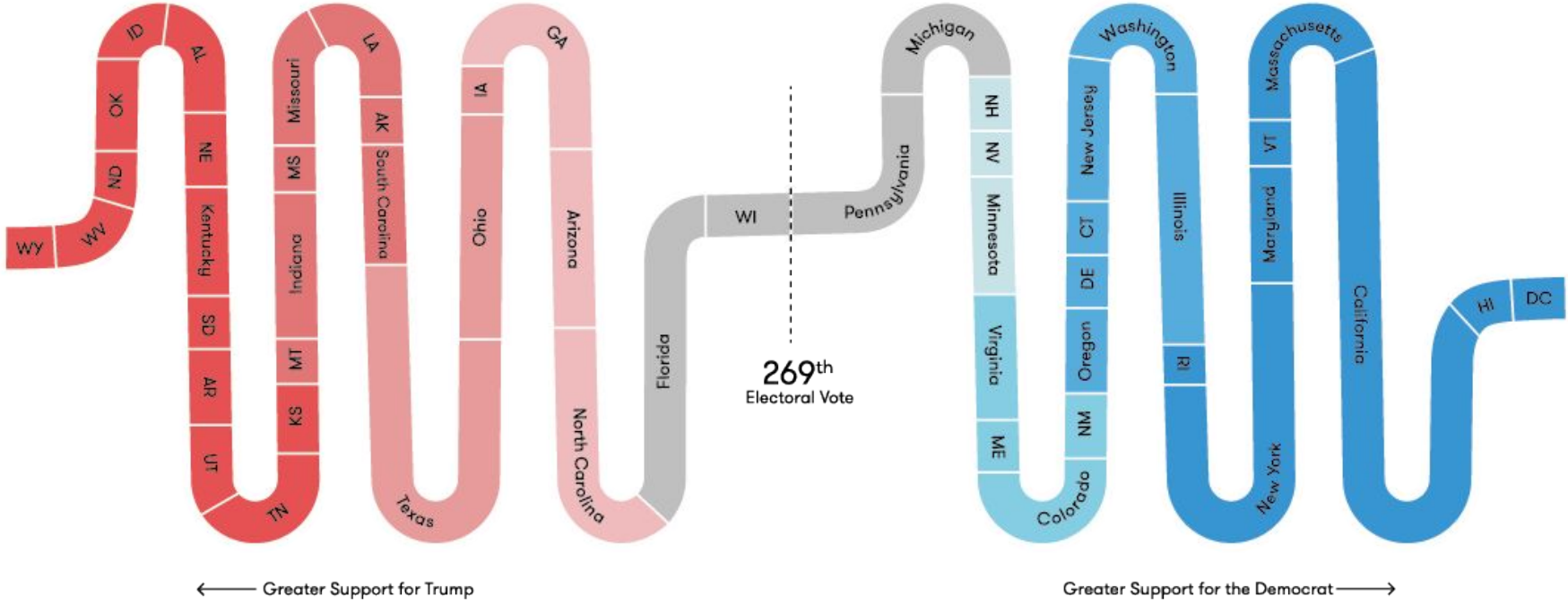
PRIORITIES USA TO INVEST \$100M IN EARLY ENGAGEMENT PROGRAM



2/20/2019 PRESS BRIEFING



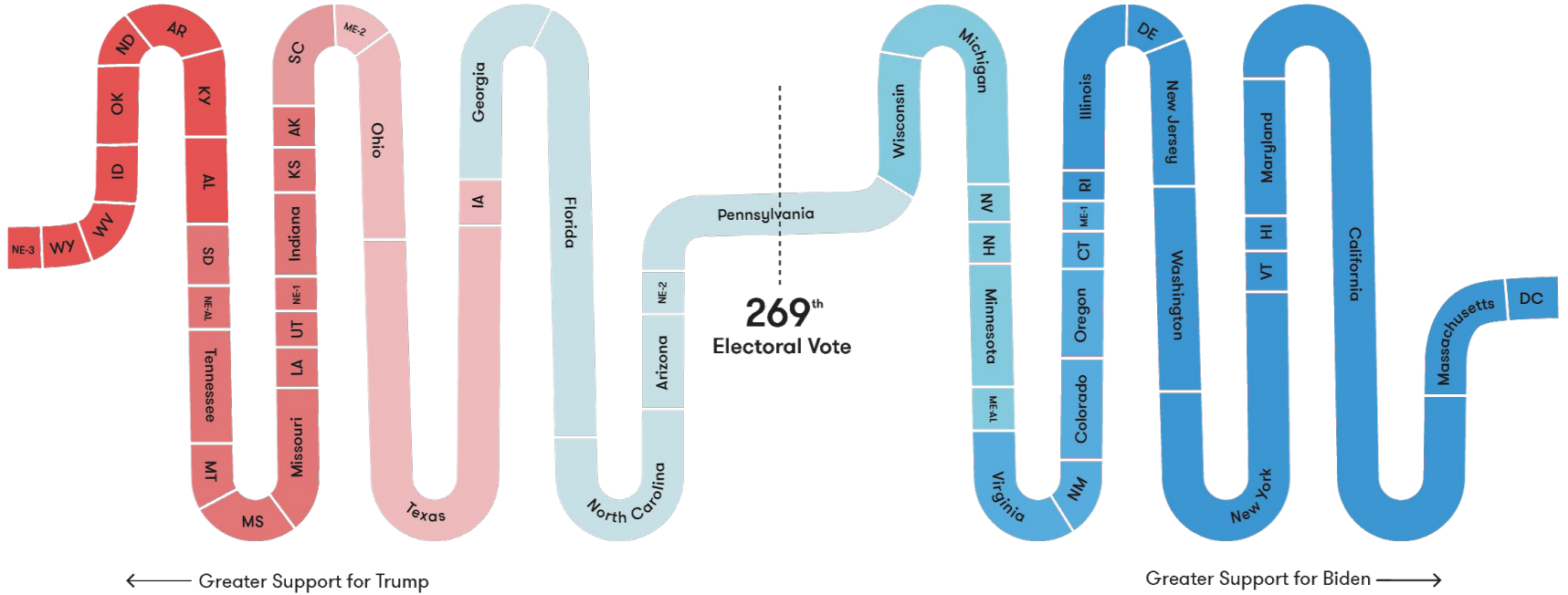
FL, WI, PA & MI CRITICAL TO TRUMP'S PATH TO 270



2/20/2019 PRESS BRIEFING



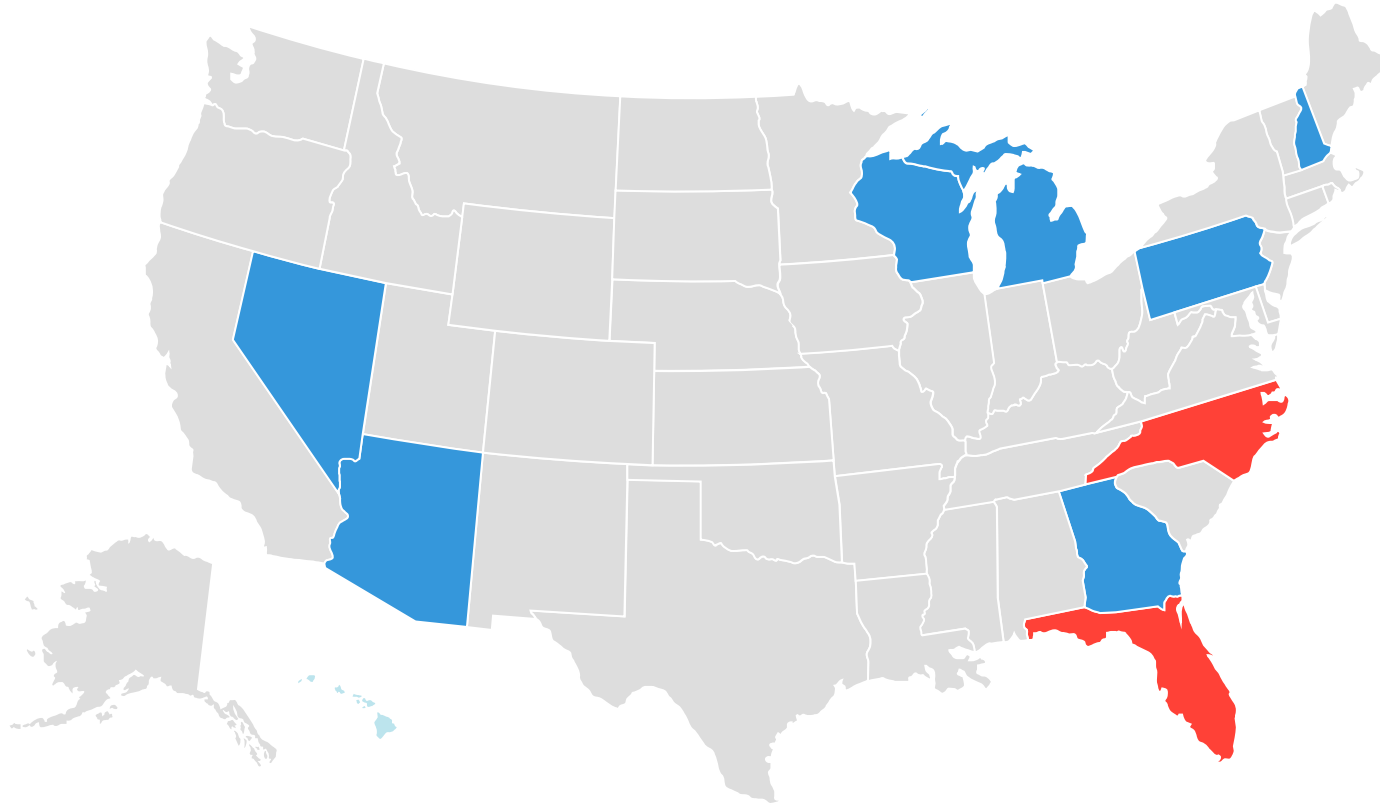
OUR FINAL FORECAST SHOWED MANY STATES CLOSE, MULTIPLE PATHS TO 270 FOR BIDEN



11/2/2020 FORECAST

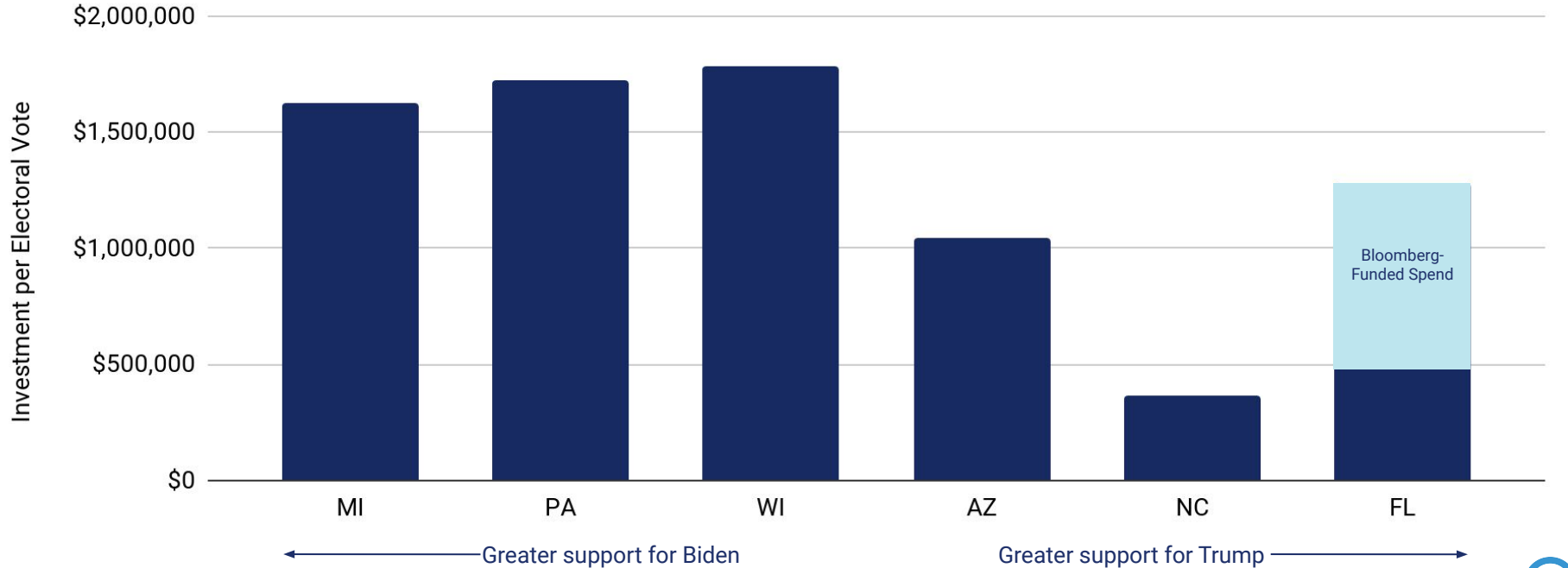


BIDEN WON 7 OF 9 CORE & EXPANSION STATES



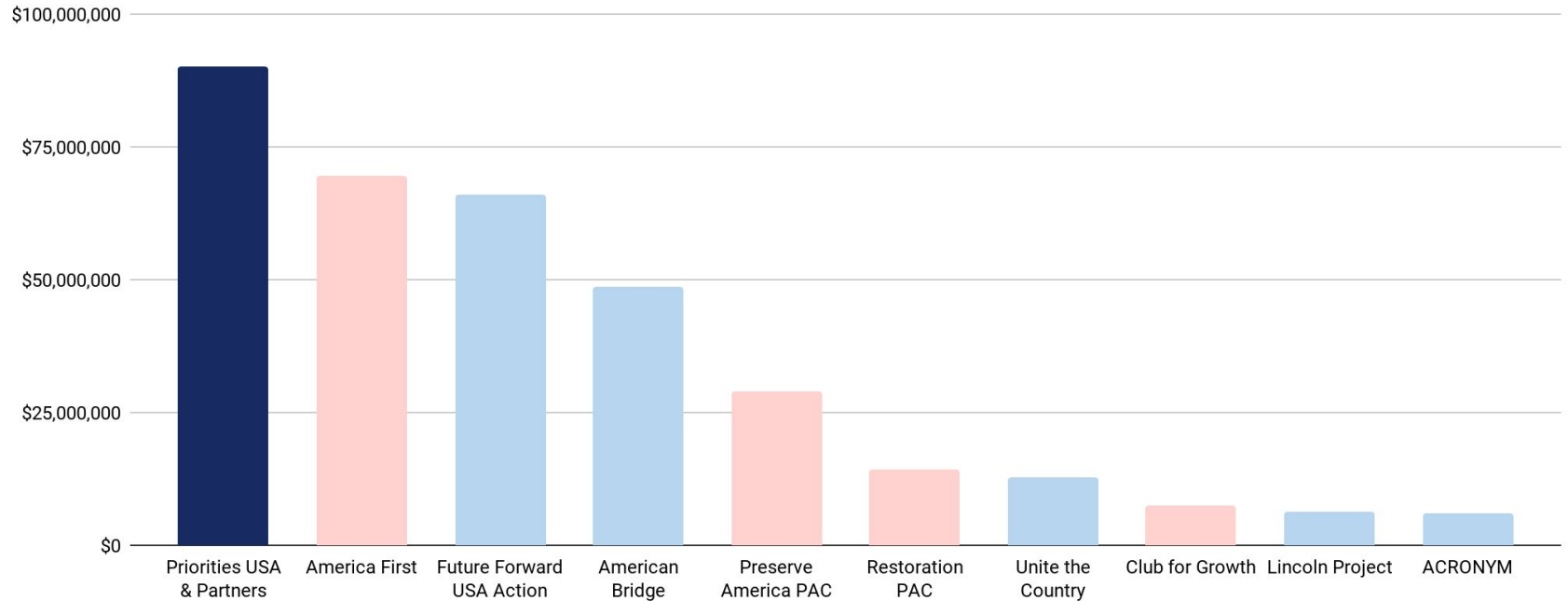
WE INVESTED OUR MONEY IN THE STATES THAT MATTERED MOST

Priorities Investment per Electoral Vote



WE WERE THE BIGGEST OUTSIDE SPENDER IN THE DECISIVE BATTLEGROUND STATES

Presidential TV, Radio, and Digital Spend in AZ, MI, PA, WI



**We invested early and
closed the digital gap.**



Trump's Digital Advantage Is Freaking Out Democratic Strategists

One year inside Trump's monumental Facebook campaign

'Way ahead of the field': inside Trump's unprecedented social media campaign

Trump Knows Digital Ads Work. Why Don't Democrats?

Trump's advantage over Biden in spending on Facebook and Google ads — in one chart

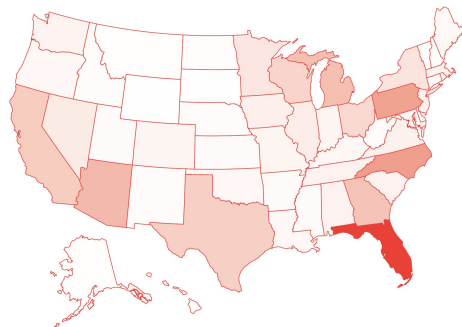
Trump digital director says Facebook helped win the White House

Despite overwhelming coverage of Trump's digital "Death Star," **Priorities quietly outspent him online.**

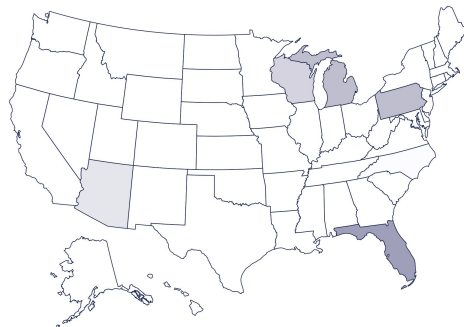


WE TRACKED AND MODELED DIGITAL SPENDING BY ALL PLAYERS ON THE PRESIDENTIAL BATTLEFIELD

Trump Media Spend July 2019 - Election Day



PUSA and PUSAA Media Spend July 2019 - Election Day

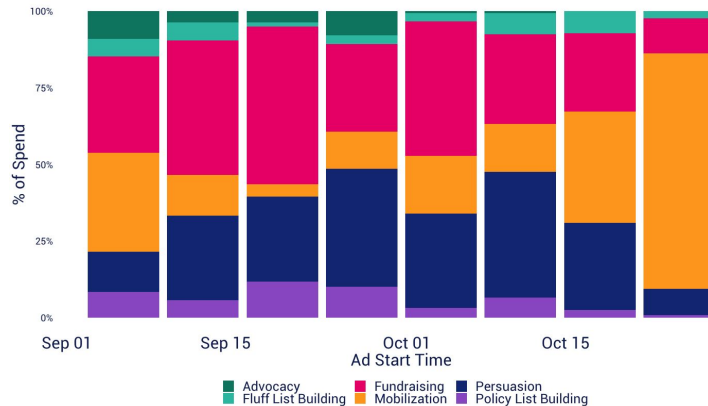


Legend for Trump Media Spend: \$0, \$25,000,000, \$50,000,000, \$75,000,000

Legend for PUSA and PUSAA Media Spend: \$0, \$25,000,000, \$50,000,000, \$75,000,000



1. Track all spending, including new digital transparency data

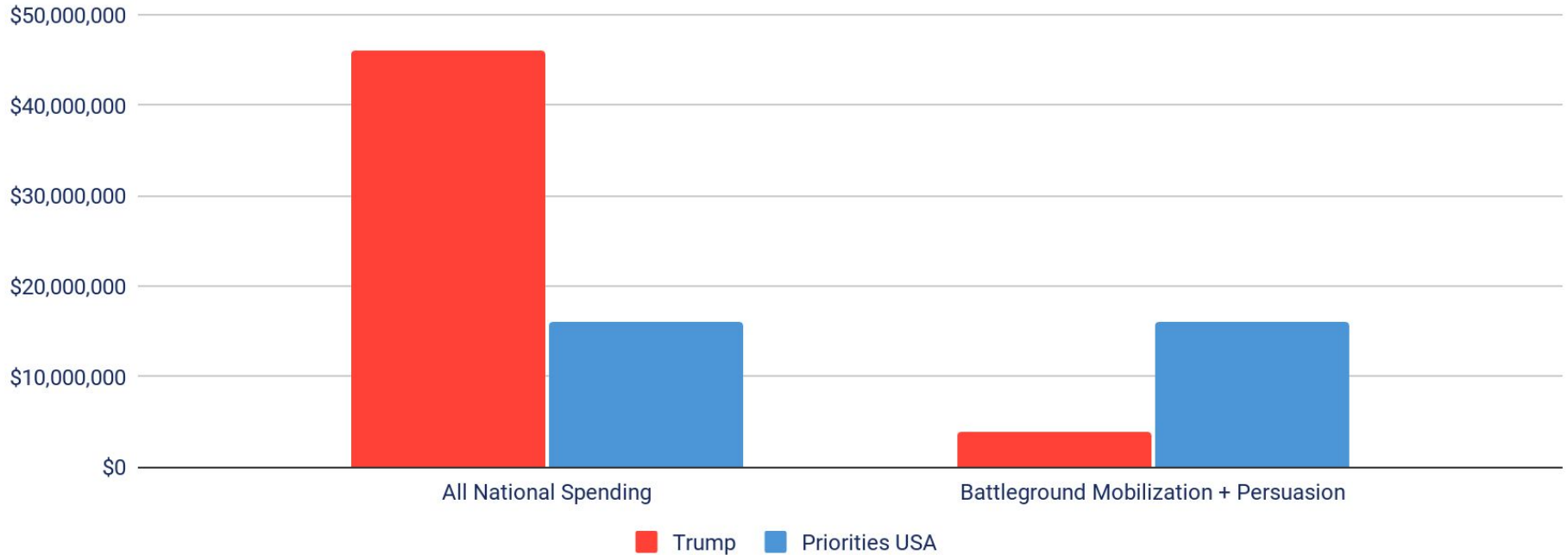


2. Model ad intention, using geography and language



WHILE TRUMP FOCUSED ON NATIONAL FUNDRAISING, WE OUTSPENT HIM TALKING TO BATTLEGROUND VOTERS

Digital Spending January-June 2020



WE OUTSPENT TRUMP ONLINE *FOR MORE THAN A YEAR*

Digital Spend in AZ, FL, MI, WI, and PA between 7/21/19 and 7/31/20



WE BALANCED OUR SPENDING BETWEEN TRADITIONAL AND DIGITAL PLATFORMS

Percentage of General Election Presidential Ad Spend to Digital and TV
Core States



WE PARTNERED WITH ALLIES TO COORDINATE OUR WORK AND BUILD PROGRESSIVE POWER

- Partnered with nearly **120** independent expenditure organizations
- Coordinated **\$204 million** of allied spending to better optimize resource allocation
- Contributed **\$18 million** to other organizations — with a specific focus on local and state groups

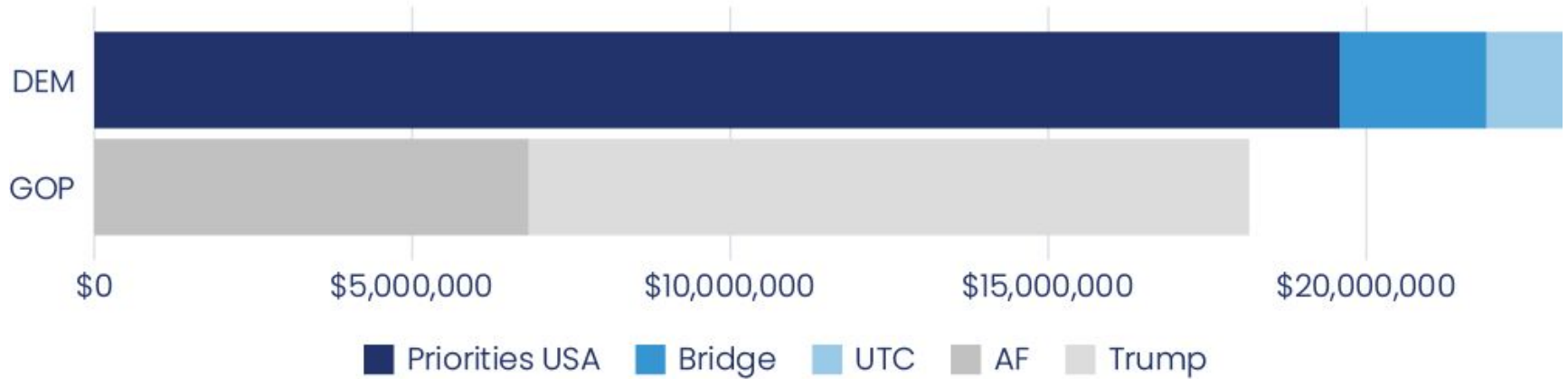


We spent big to **define**
Trump's pandemic failures.



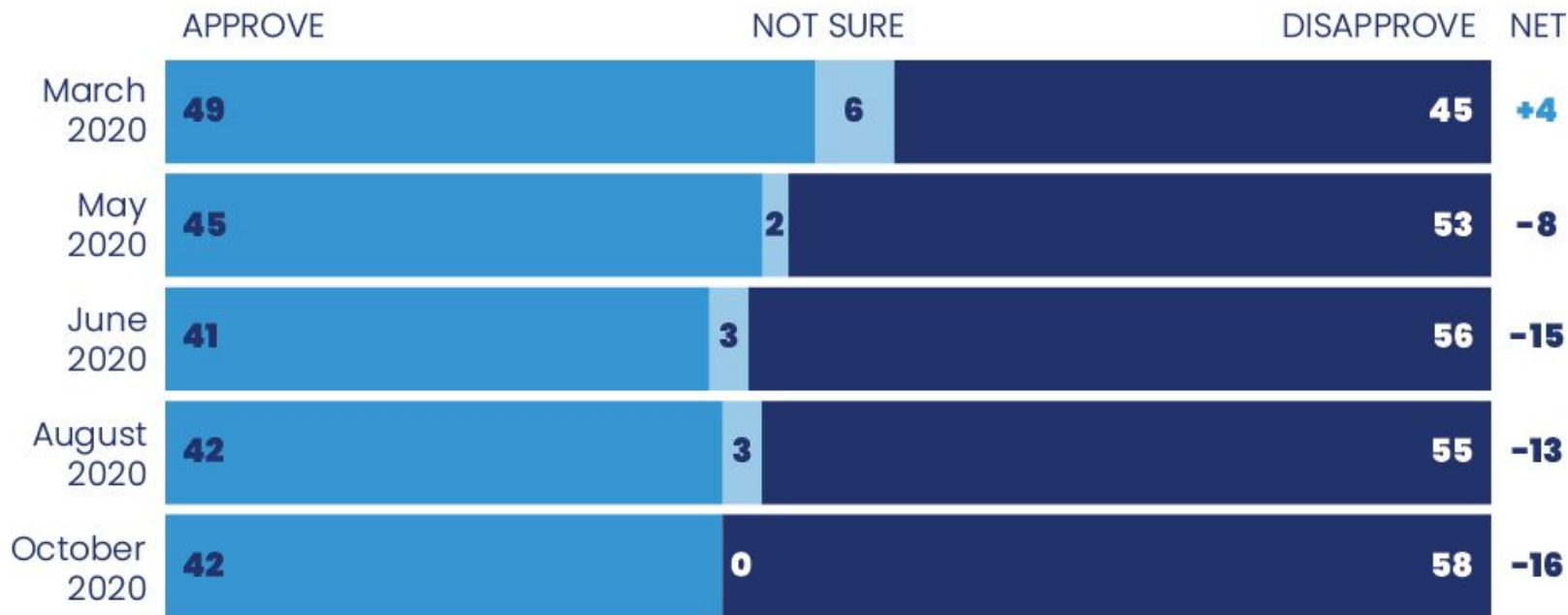
WE OUTSPENT TRUMP AND AMERICA FIRST *COMBINED* THROUGHOUT THE SPRING

DEM VS GOP SPENDING 3/24 – 5/31



OUR COVID ATTACKS TOOK A TOLL *AND TRUMP NEVER RECOVERED*

Do you approve or disapprove of the way Donald Trump is handling the coronavirus pandemic?



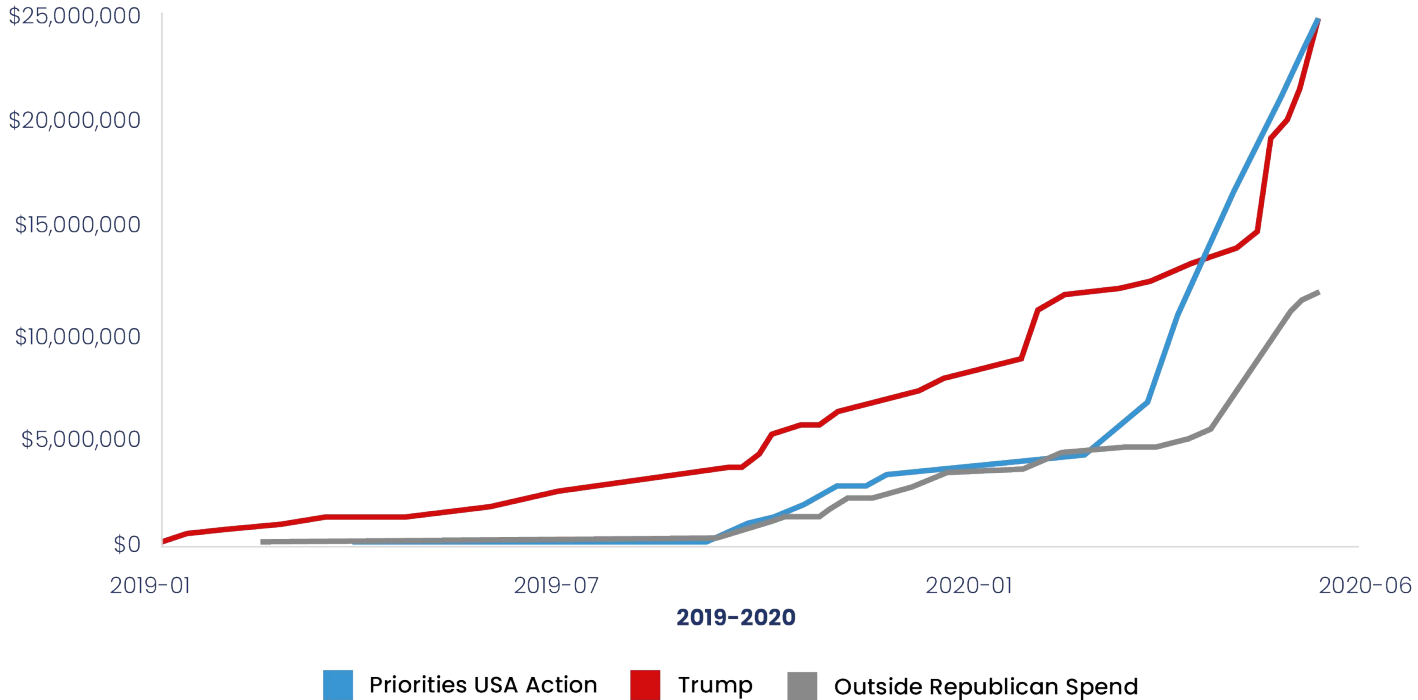
PRIORITIES' DIGITAL PROGRAM WAS INSTRUMENTAL IN BUILDING BIDEN'S MARGIN

- Conducted a **randomized controlled trial** in core battleground states from April to October
- Revealed Priorities' digital program **increased Biden's statewide margin by 1.25pp** on average



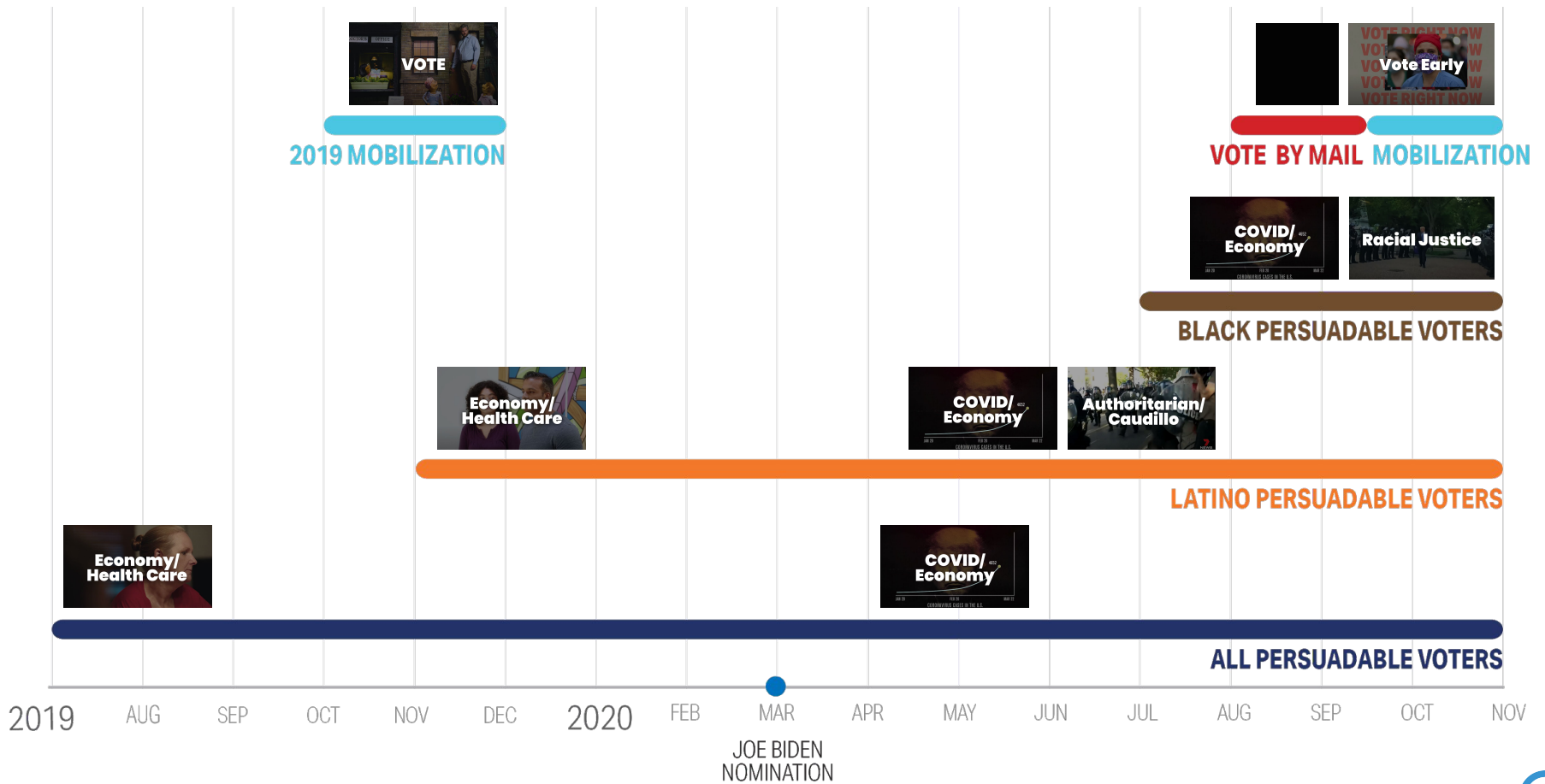
OUR COVID ATTACKS DRAINED TRUMP'S WAR CHEST

Cumulative Media Spend in Core States



We used an **all-of-the-above**
strategy to win.





Persuasion



Persuasion Programs

ALL PERSUADABLE VOTERS

65%
NON-COLLEGE

35%
COLLEGE

BLACK PERSUADABLE VOTERS

12%
OF ALL BLACK
VOTERS

MAJORITY 18-34
YEAR-OLD MEN

LATINO PERSUADABLE VOTERS

FL

31%
CUBAN

28%
PUERTO
RICAN

41%
OTHER SUB-
ETHNICITIES

AZ

91% MEXICAN
AMERICAN

WI - PA - MI

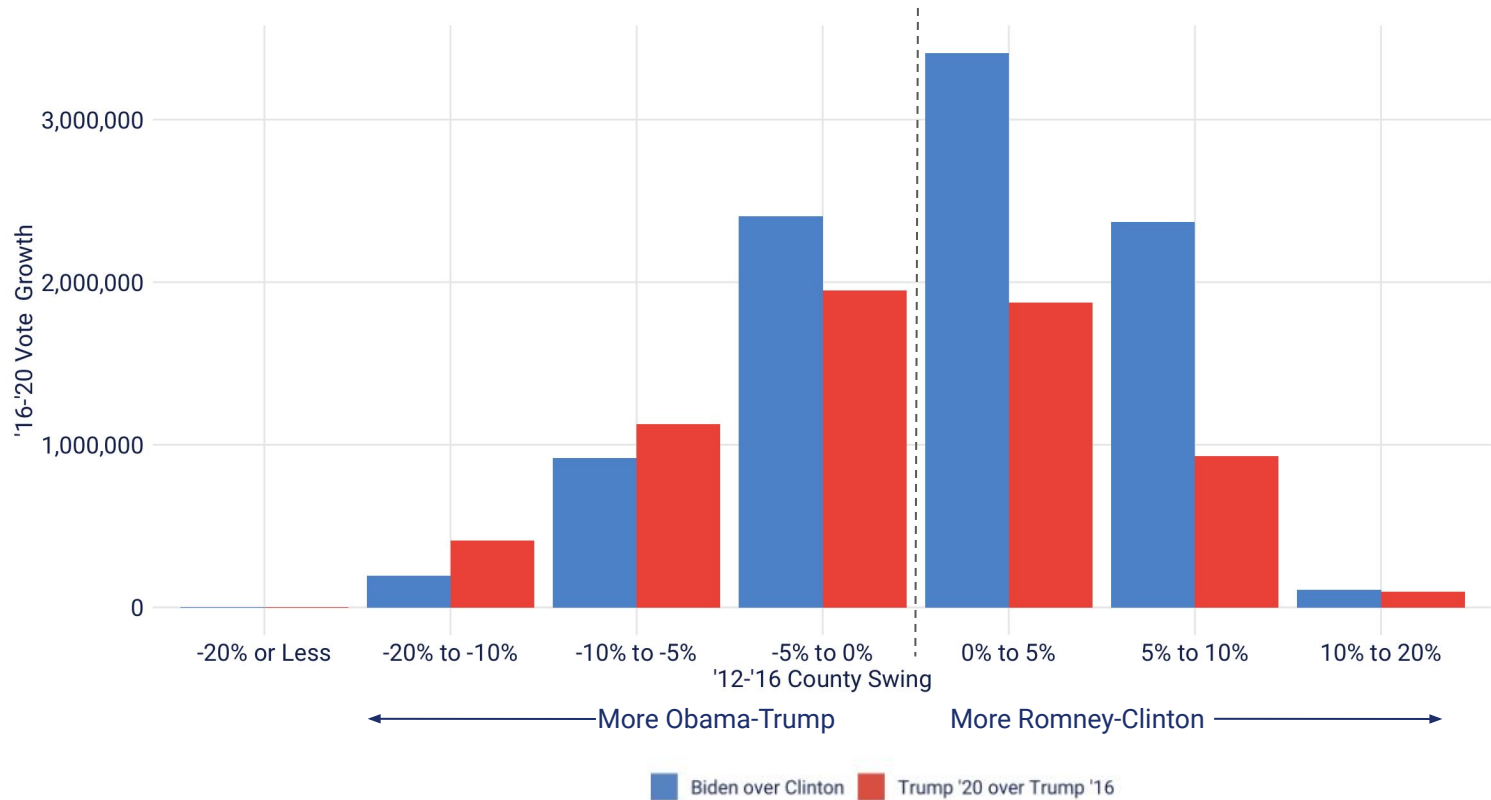
46%
PUERTO
RICAN

36%
MEXICAN

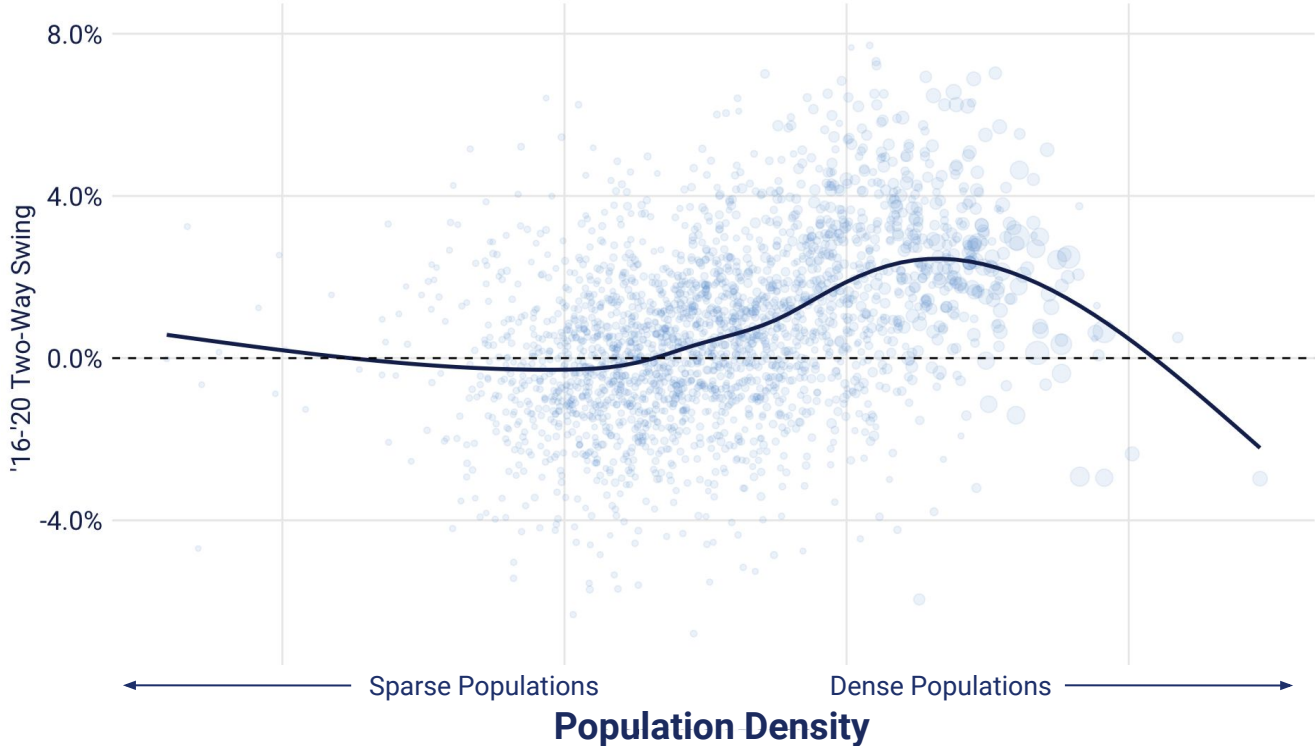
18%
OTHER SUB-
ETHNICITIES



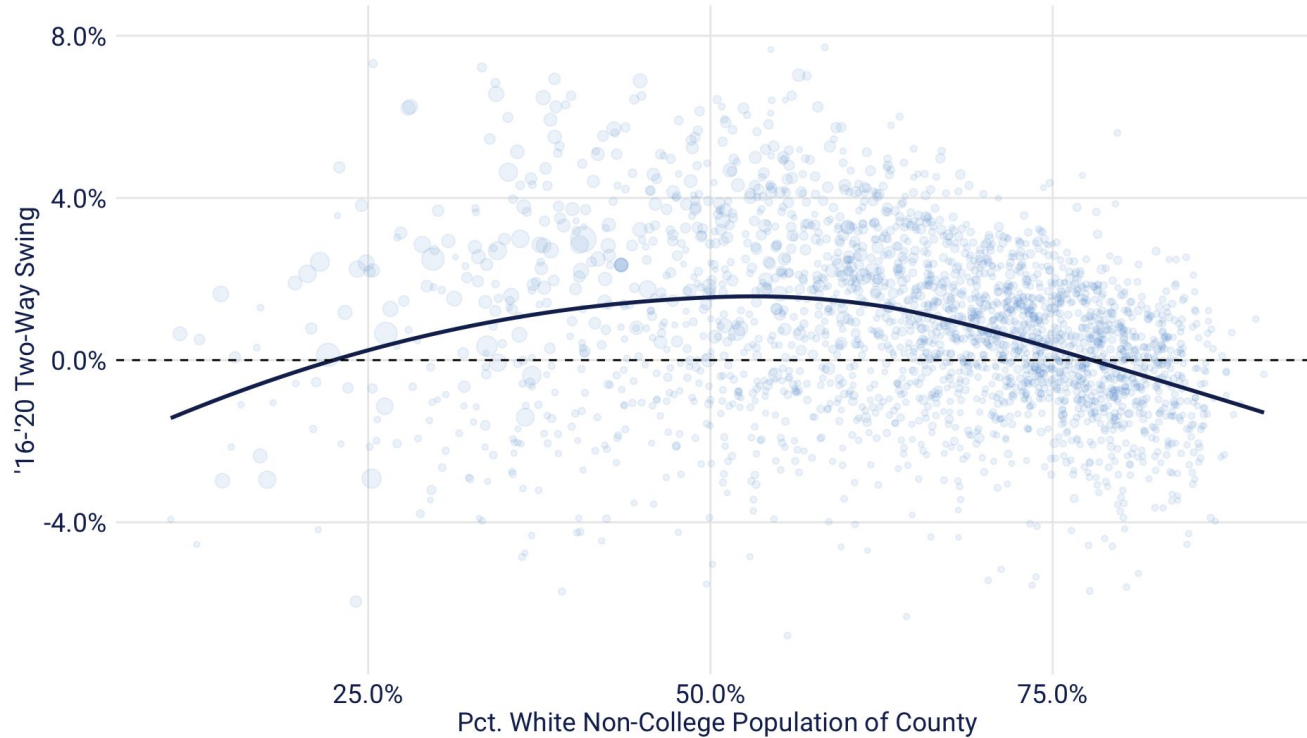
WE GREW OUR MARGINS IN ROMNEY-CLINTON COUNTIES AND HELD OUR MARGINS IN OBAMA-TRUMP COUNTIES



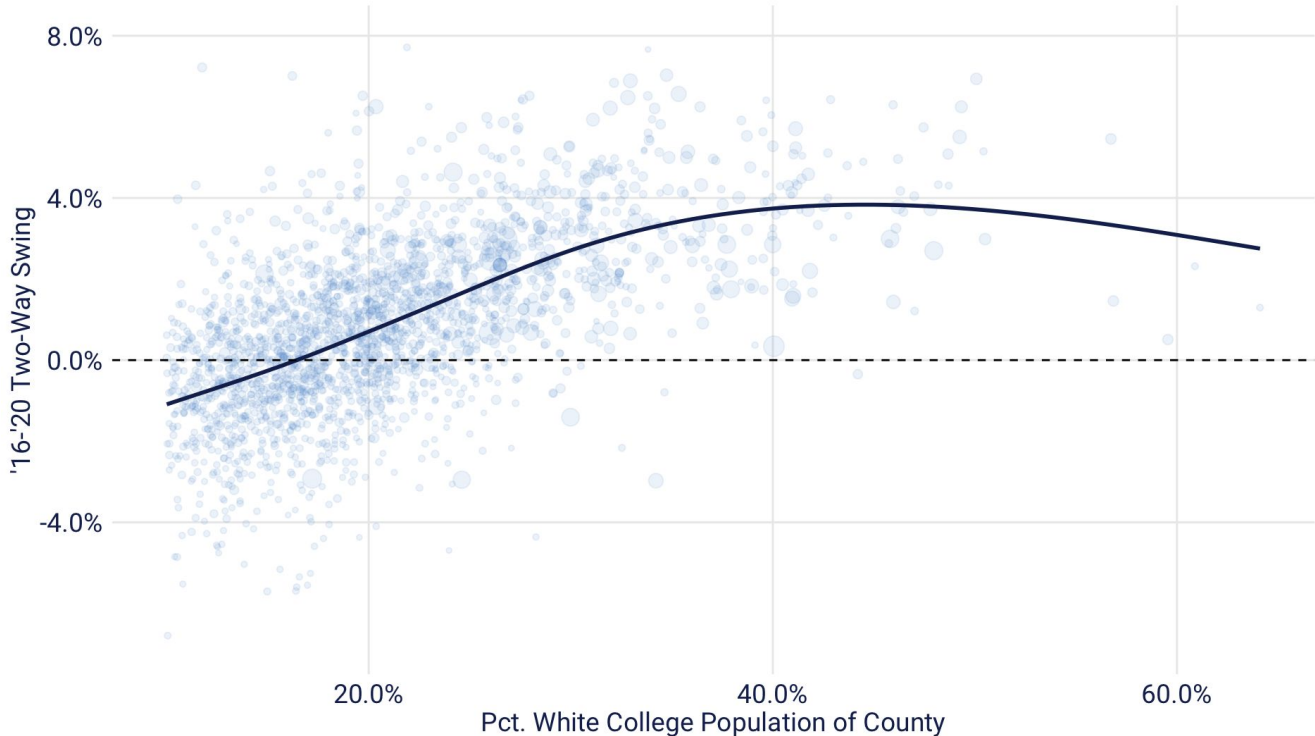
DEMOCRATS GREW OUR SUBURBAN SUPPORT



WE HELD OUR MARGINS IN WHITE NON-COLLEGE AREAS



AND GREW OUR MARGINS IN WHITE COLLEGE AREAS

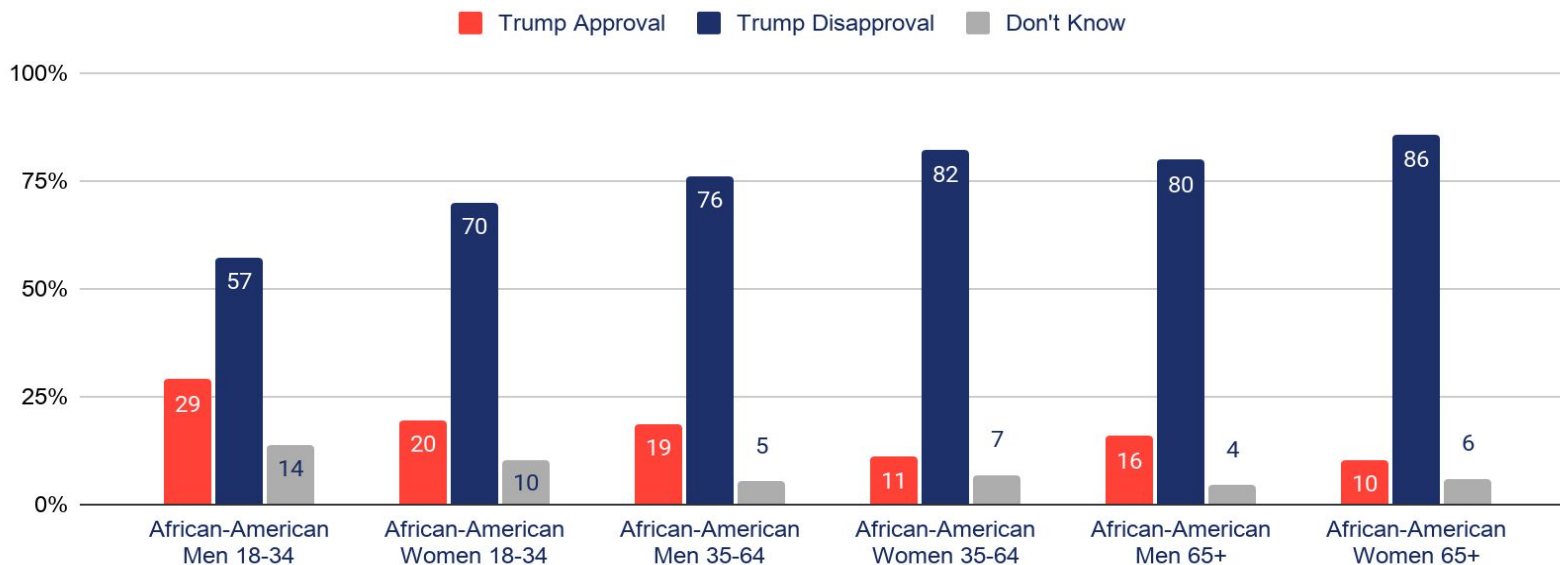


Black Persuasion



WE SAW EARLY ON THE NEED TO *PERSUADE* BLACK VOTERS, ESPECIALLY YOUNG BLACK MEN

Presidential Approval Among African-Americans



3/17/2020 DATA



MILLIONS OF



NEW JOBS

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BLACK PERSUASION PROGRAM

States

- PA, WI, MI, FL

Message Tracks

- Covid
- Economy
- Racial Justice
- Health Care

Partners

- Color of Change
- BlackPac

Timeline

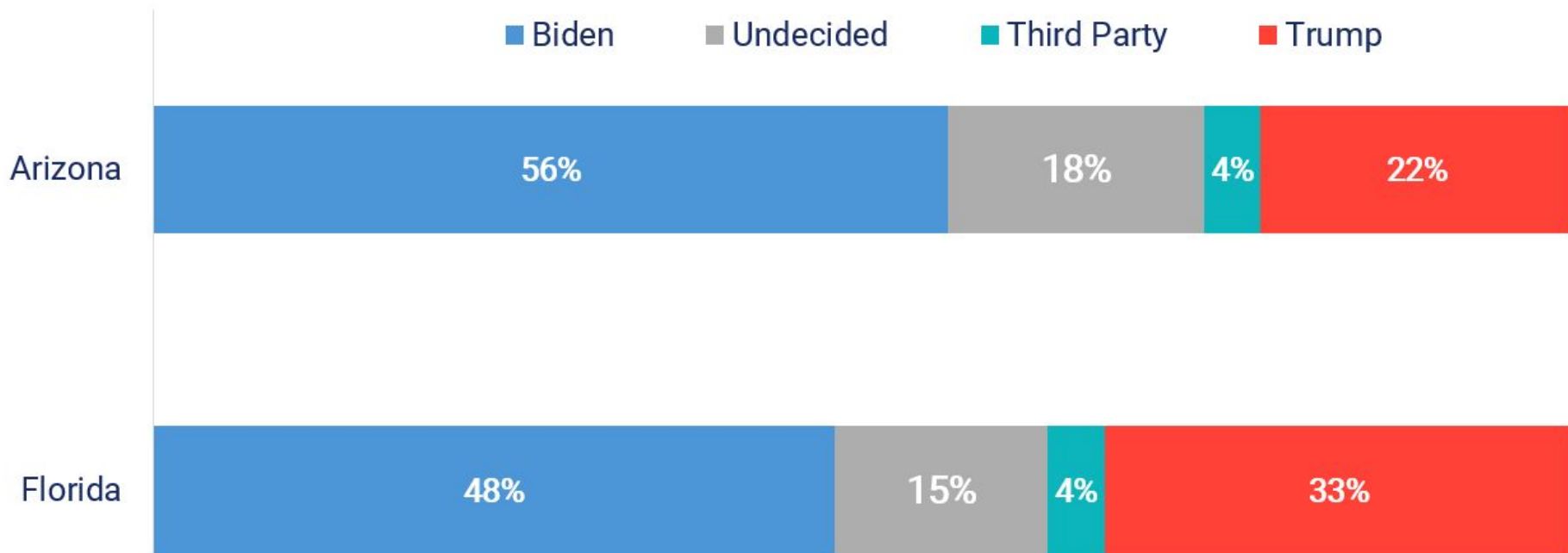
- Jul '20 - Nov '20



Latino Persuasion



WE SAW EARLY ON THE NEED *PERSUADE* LATINO VOTERS



Statewide surveys of Latino voters, April 2020





TRUMP MINTIÓ SOBRE EL COVID-19

LATINO PERSUASION PROGRAM

States

- PA, WI, MI, FL, AZ

Message Tracks

- Covid
- Economy
- Health Care
- Caudillo/Authoritarianism in Florida

Partners

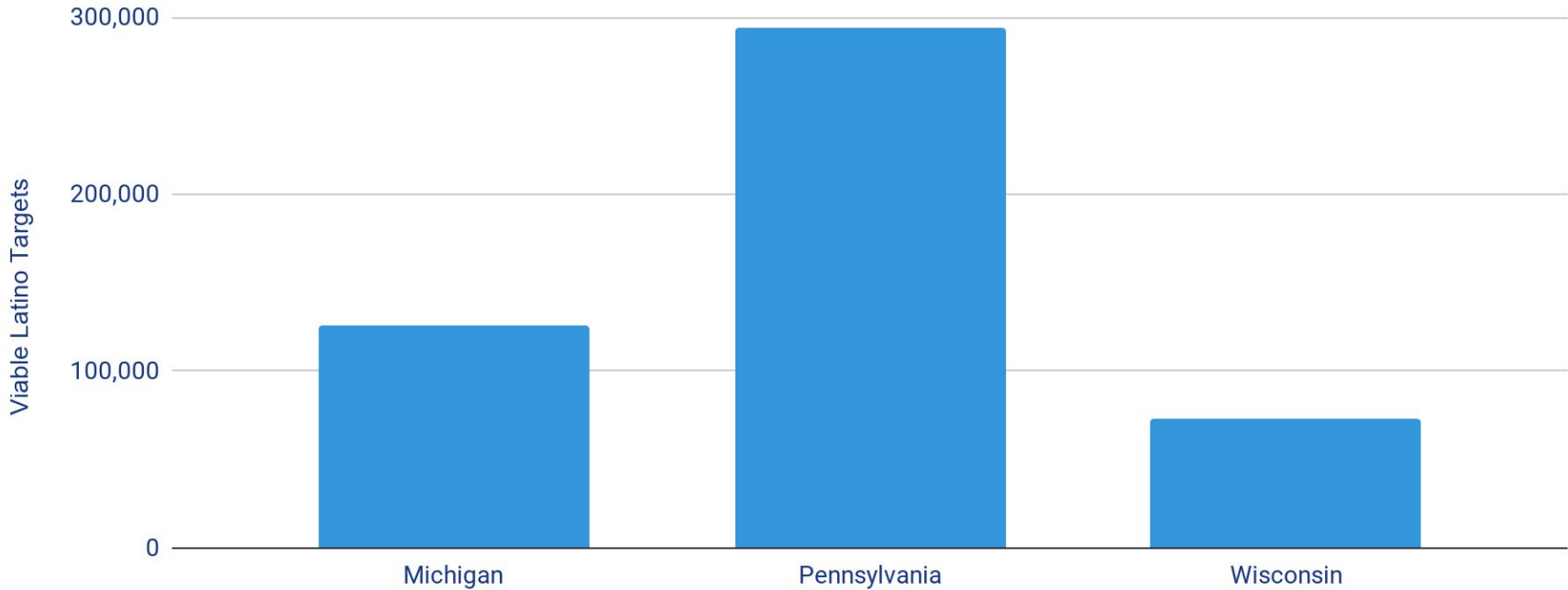
- Latino Victory Fund
- American Federation of Teachers
- Mike Bloomberg

Timeline

- Nov '19 - Nov '20



THERE WERE 500K LATINO MOBILIZATION & PERSUASION TARGETS IN MI, PA, & WI



Mobilization



VOTE

VOTE

VOTE

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WWW.SENATEMAJORITY.COM. NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S COMMITTEE.

WE RAN A \$19.7M DIGITAL MOBILIZATION PROGRAM FOCUSED ON BLACK AND LATINO DEMOCRATS

States

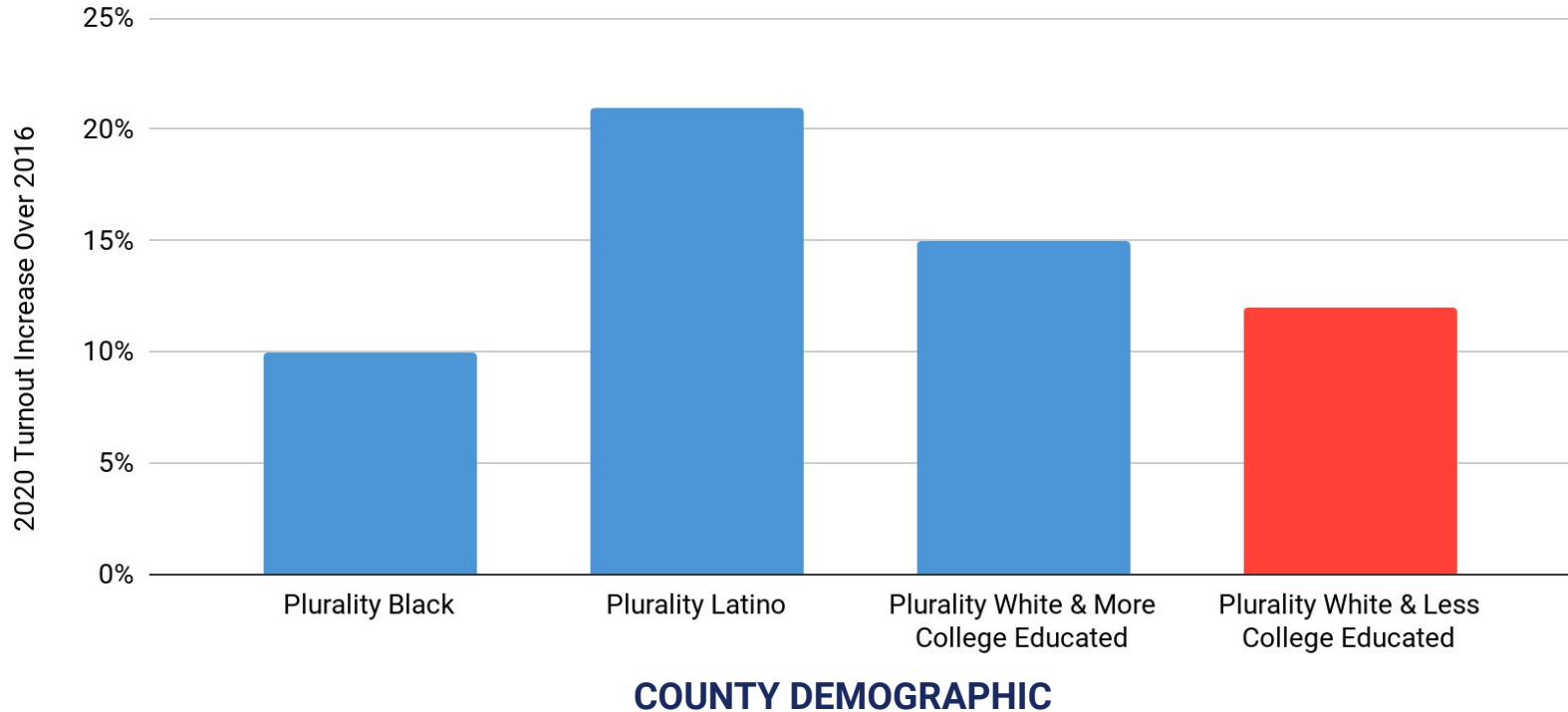
- PA, WI, ME, NC, MI, FL, AZ

Programs

- Vote By Mail
- Vote Early
- Why Voting Matters
- Combating Voter Misinformation



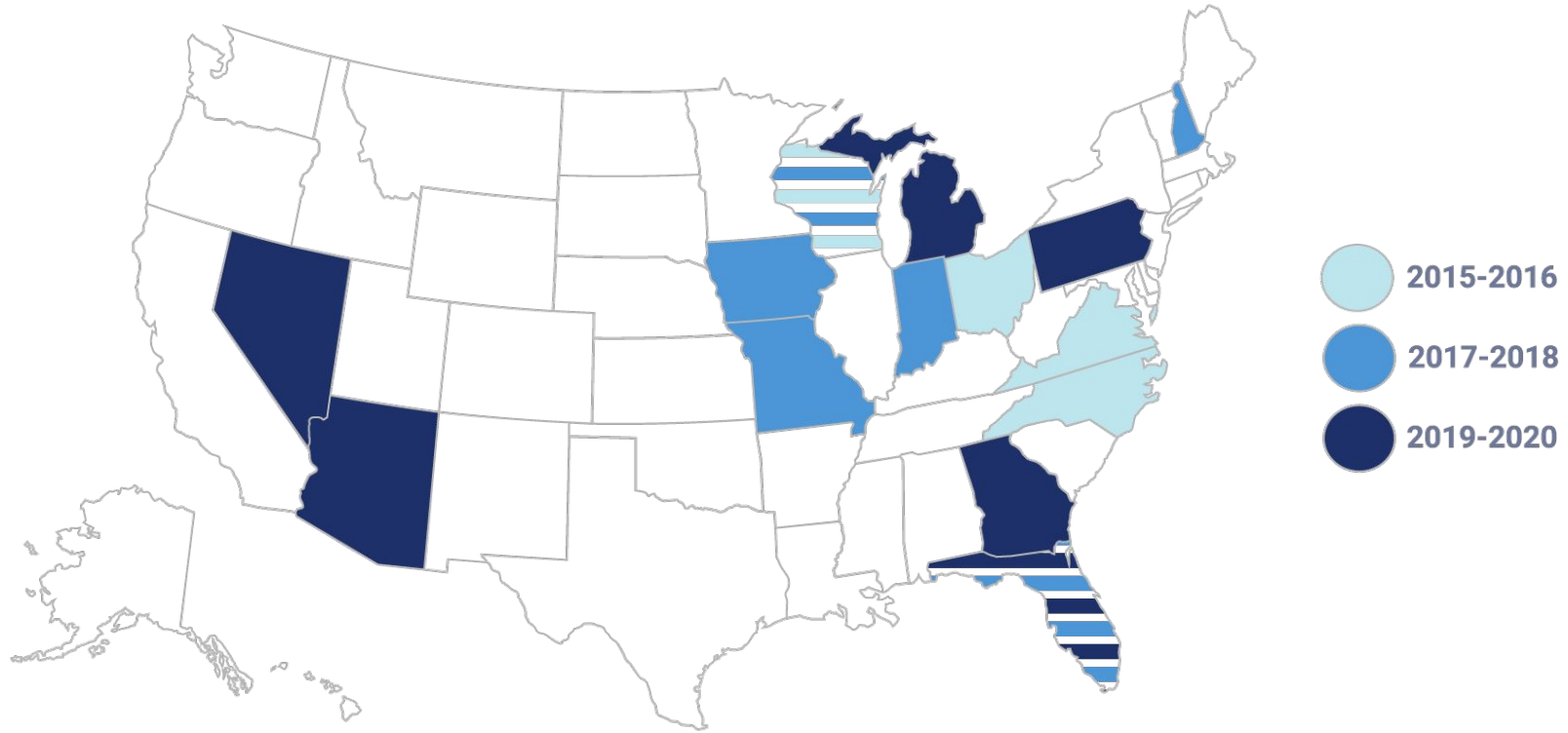
TURNOUT SIGNIFICANTLY INCREASED ACROSS THE BOARD IN 2020



We led the charge on
protecting the right to vote.



PRIORITIES' VOTING RIGHTS LITIGATION



WE INVESTED EARLY IN VOTING RIGHTS LITIGATION

Priorities expanded our voting rights litigation budget to **\$34 million** to combat state laws that make voting less accessible.

Our early settlements urged states to prepare for an **increase in mail-in ballots** due to the coronavirus.

Weakening **frivolous lawsuits** from the Trump campaign and the GOP filed after the election.

Our early litigation laid the groundwork to **extend mail ballot receipt deadlines** and prevented the RNC and the Trump Campaign in their attempts to limit vote by mail.



VOTING RIGHTS VICTORIES

NEVADA

- Priorities' settlement led to the passage of AB4.
- 1.7 million registered voters were mailed a ballot.
- Expanded locations for early voting and Election Day.
- Eased the ballot curing process and updated signature matching laws.

PENNSYLVANIA

- Evidence from a Priorities-backed lawsuit was used to uphold a three day extension of the mail-in ballot receipt deadline by the PA Supreme Court.

MICHIGAN

- Secured a settlement with the State of Michigan to update signature matching requirements which disproportionately disenfranchised voters of color.

ARIZONA

- Priorities' secured a favorable settlement which increased ballot drop box locations and mobile early voting.
- Expansions specifically increased access to the ballot in Latino and Tribal communities.
- Increased outreach and education efforts in English, Spanish, Navajo, Apache and other languages.

PRIORITIES

USA
