
PRIORITIES

USA



**OUR 2020 WIN WAS MULTIFACETED &
DEMOCRATS NEED TO RECOGNIZE & INVEST IN ALL
CONTRIBUTIONS TO WIN AGAIN**



THREE (OVERLAPPING) CONSTITUENCIES WERE DECISIVE

1

The Suburbs

2

New Biden Voters

3

Voters of Color

THE SUBURBS

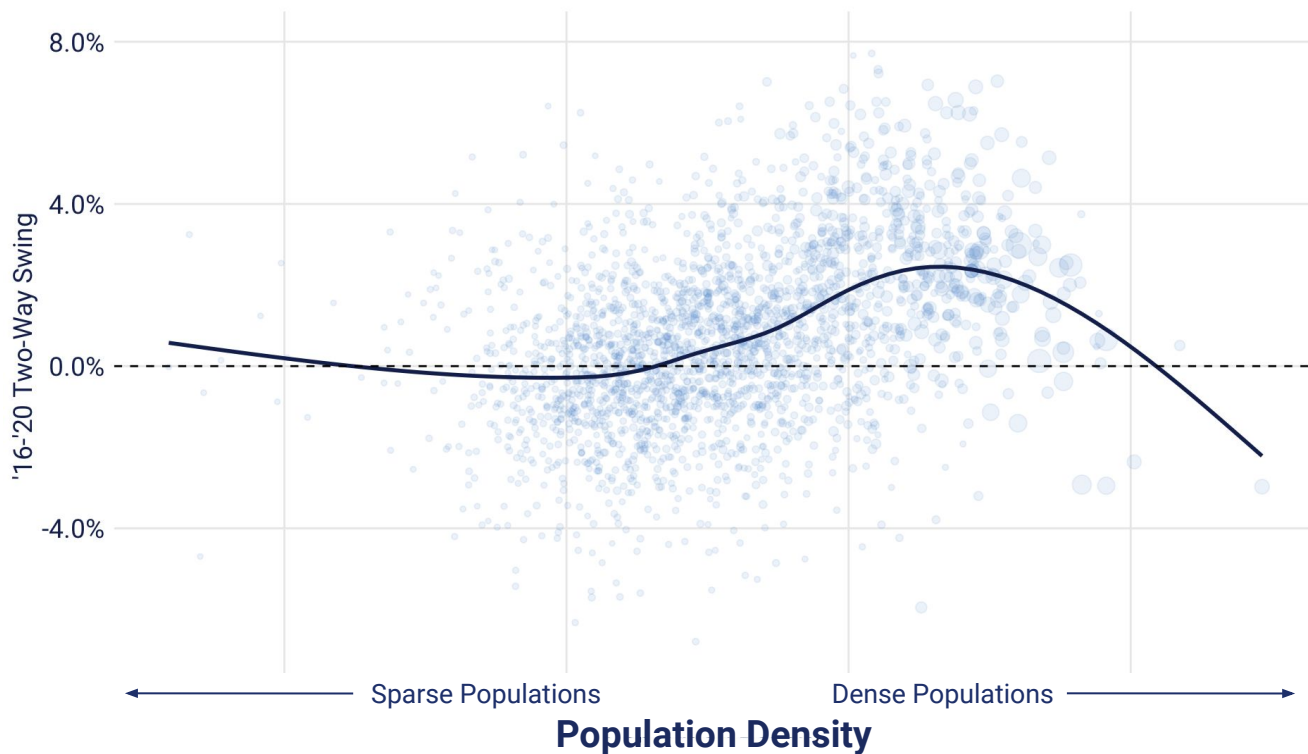


**WHITE COLLEGE EDUCATED VOTERS SWUNG TOWARD BIDEN,
BUT THE SUBURBS ARE DIVERSIFYING.**

WE NEED TO PERSUADE ALL OF THESE VOTERS

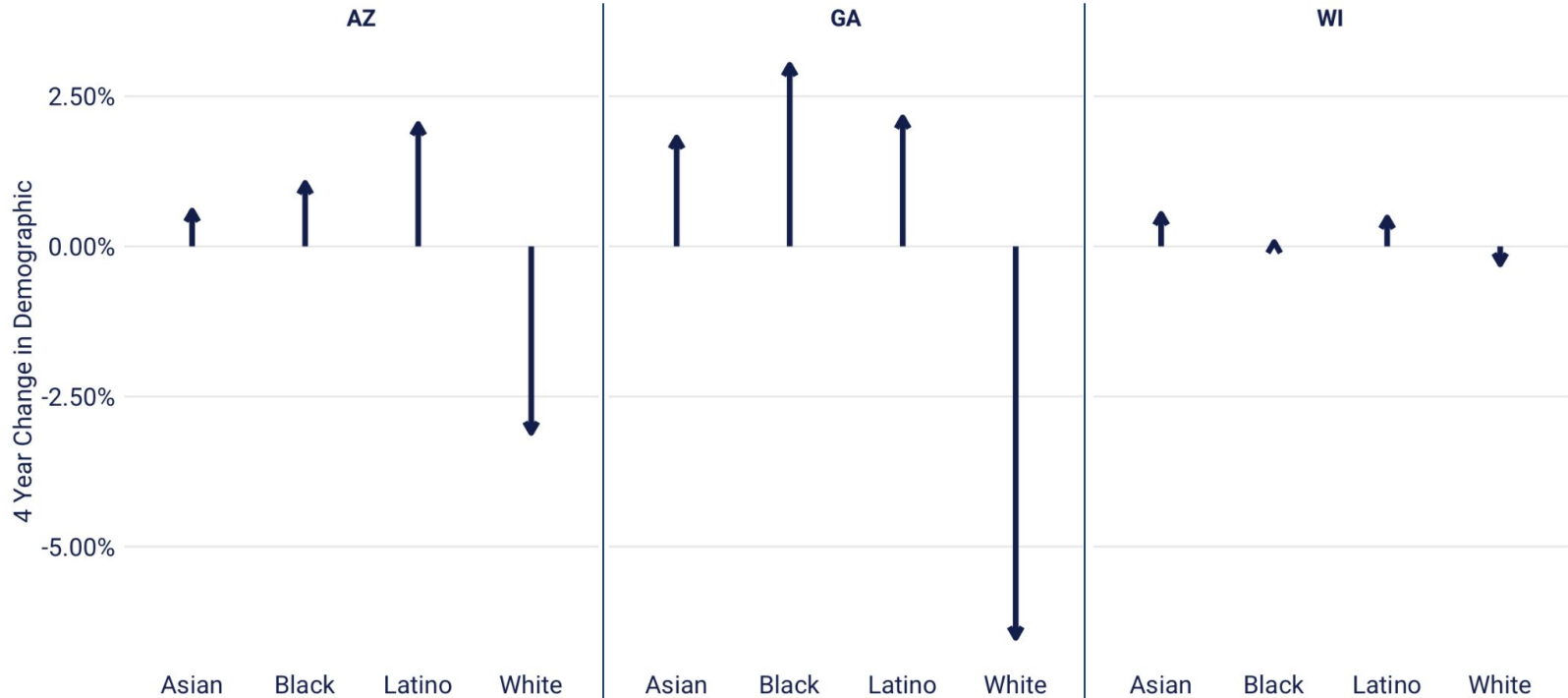


NATIONWIDE, SUBURBAN COUNTIES SWUNG TOWARD BIDEN





VOTERS OF COLOR MADE UP A LARGER SHARE OF SUBURBAN COUNTIES IN '16 THAN '20. IT'S NOT ONE SIMPLE STORY





WE HAVE AN OPPORTUNITY TO IMPROVE OUR STANDING WITH PERSUASION VOTERS

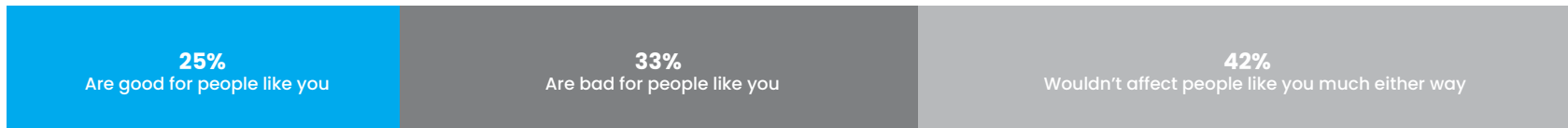
Do you think Joe Biden's economic policies...



Do you think the economic policies supported by most Democrats in Congress...



Do you think the economic policies supported by most Republicans in Congress...





TO PERSUASION VOTERS, THE GOP IS ALREADY DEFINED AS **THE PARTY OF THE RICH**

- The wealthy
- The middle-class
- The poor
- All groups equally

Joe Biden's
economic policies
will favor...



Democrats in Congress will
favor...



Republicans in Congress
will favor...

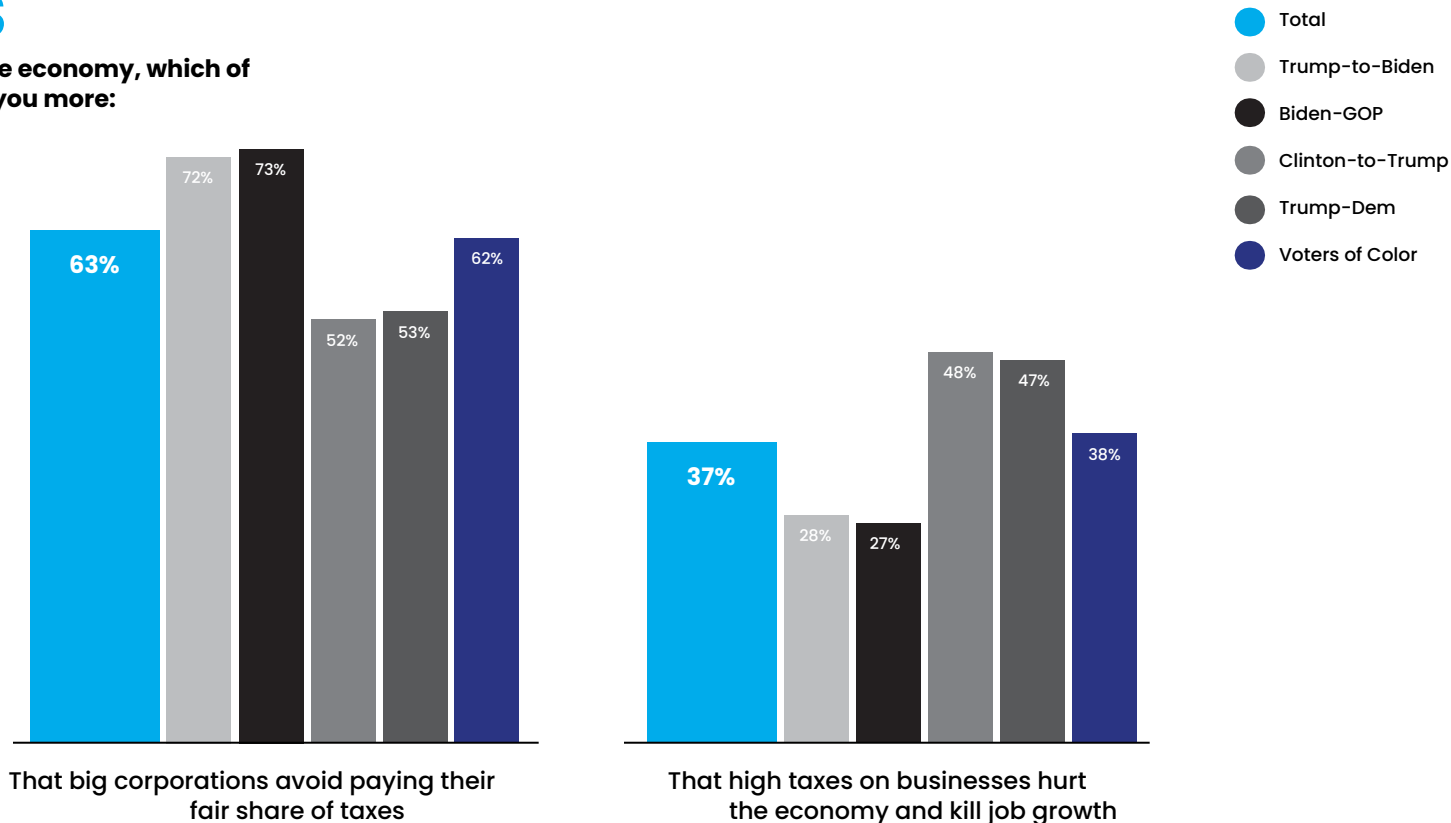




PERSUASION VOTERS ALIGN WITH DEMOCRATS

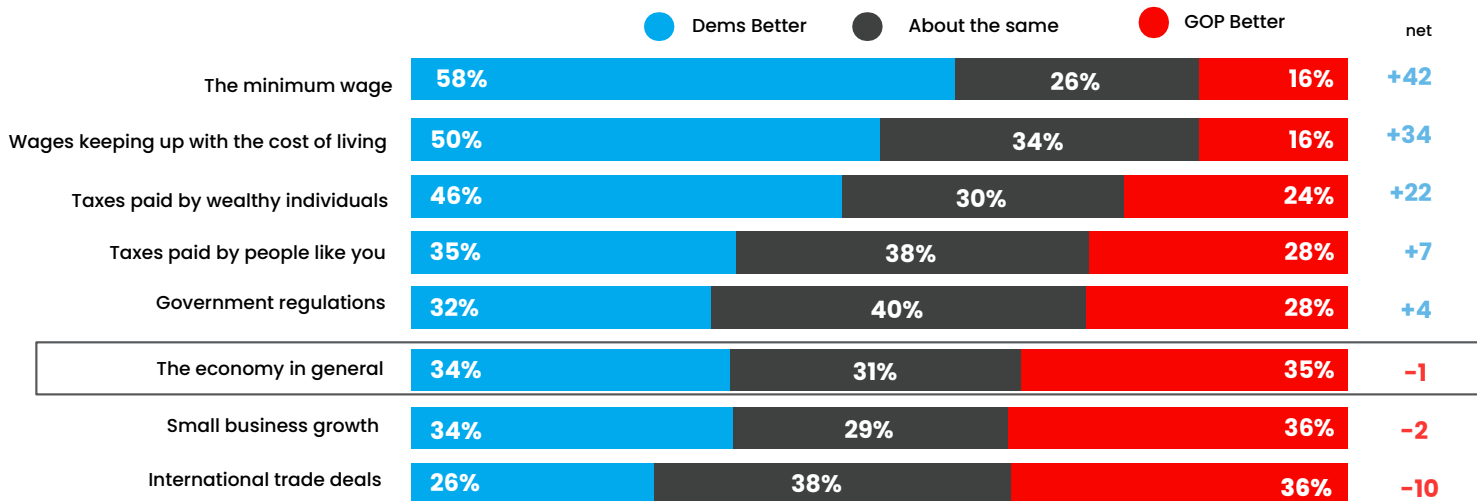
ON TAXES

When thinking about the economy, which of the following concerns you more:





PERSUASION VOTERS GIVE DEMOCRATS AN ADVANTAGE ON WAGES AND TAXES



NEW BIDEN VOTERS



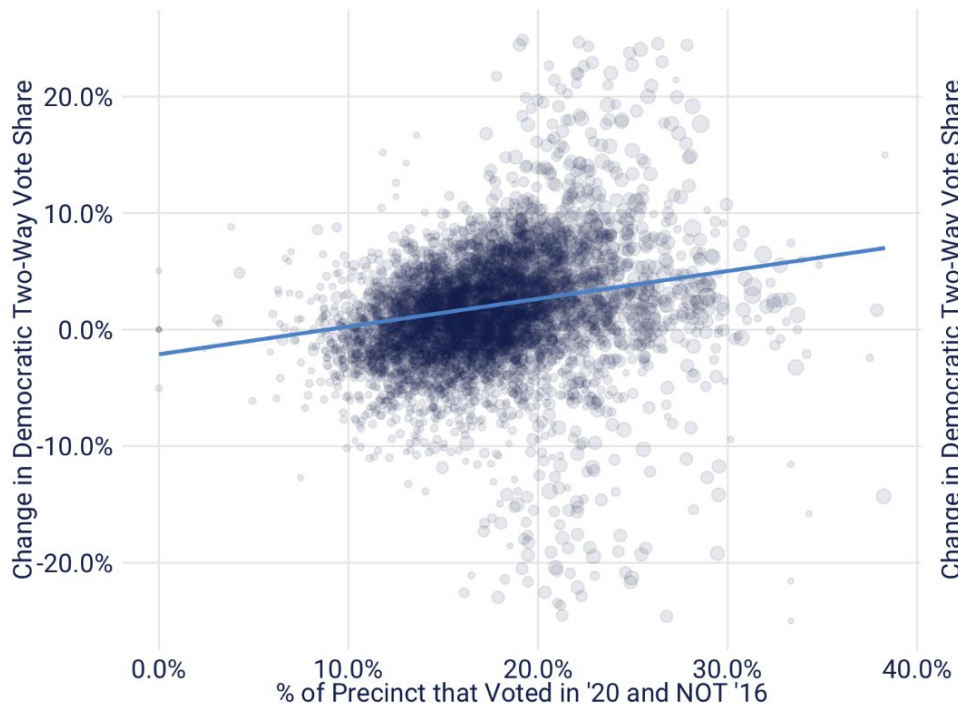
**HIGH TURNOUT ON BOTH SIDES MASKS THE IMPORTANCE OF
NEW BIDEN VOTERS TO OUR WIN.**

WE MUST MOBILIZE OUR SUPPORTERS

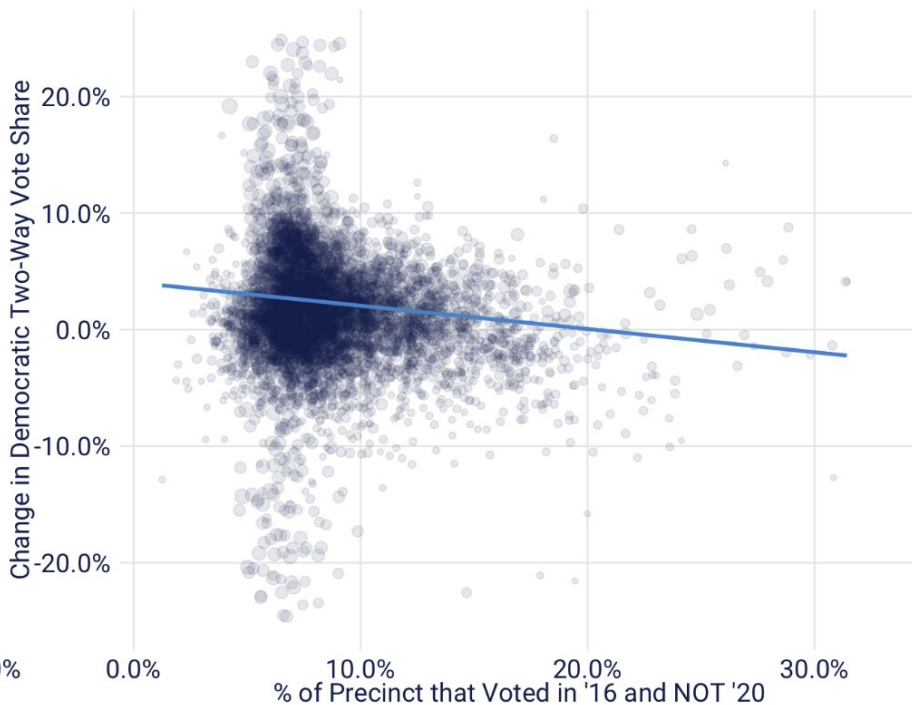


AZ, GA & WI PRECINCTS WITH MORE NEW VOTERS SWUNG TOWARD BIDEN. MOBILIZATION MATTERS.

NEW VOTER PRECINCTS

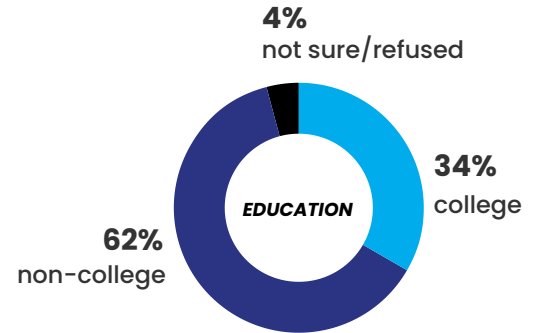
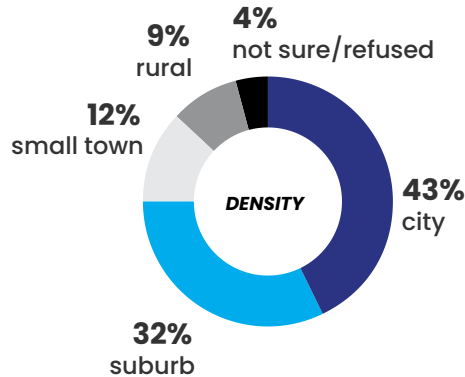
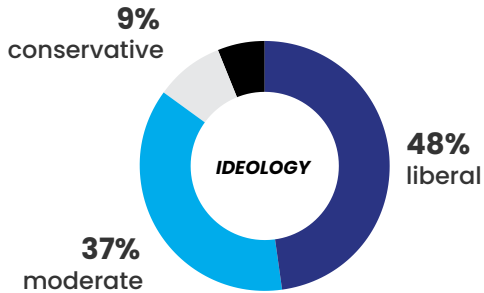
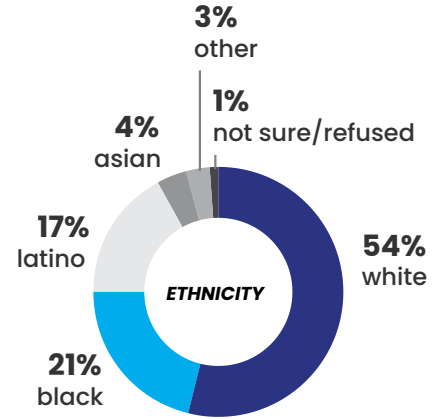
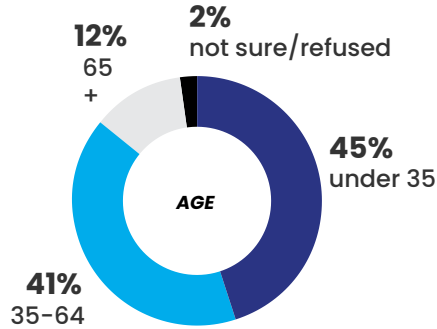
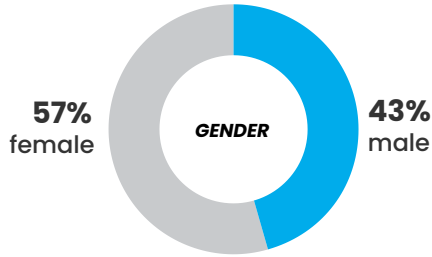


DROPOFF VOTER PRECINCTS



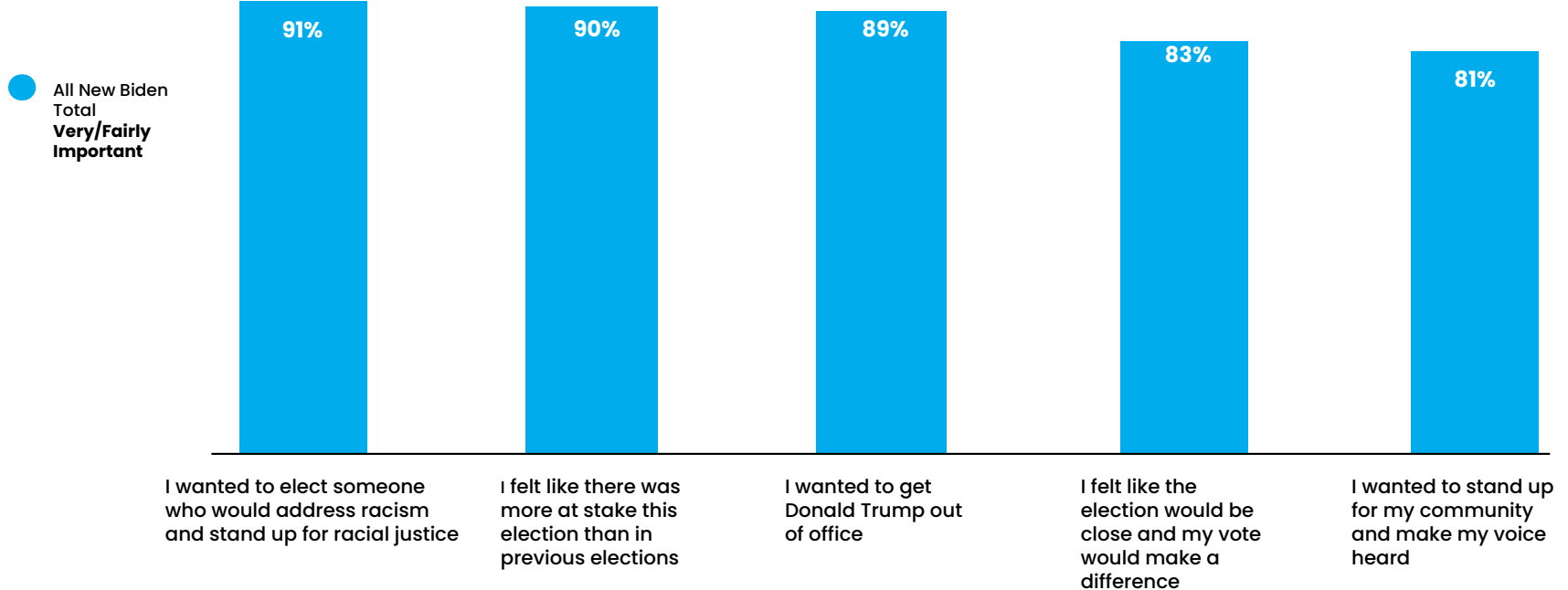


NEW BIDEN VOTERS ARE YOUNG, URBAN AND SUBURBAN, SKEW FEMALE



NEW BIDEN VOTERS TURNED OUT TO REMOVE TRUMP, STAND UP FOR RACIAL JUSTICE

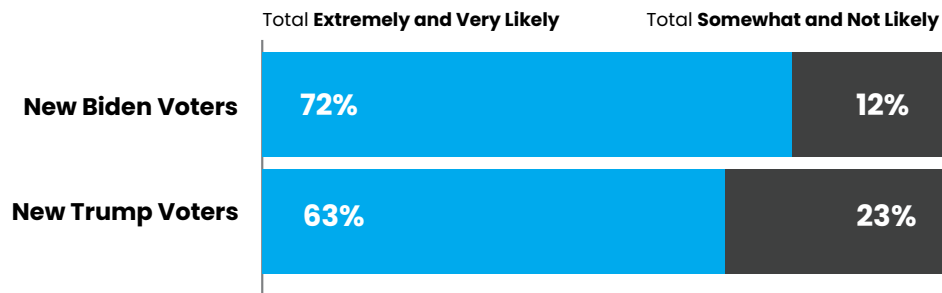
Please tell me how important it was in your own decision to vote in this election:





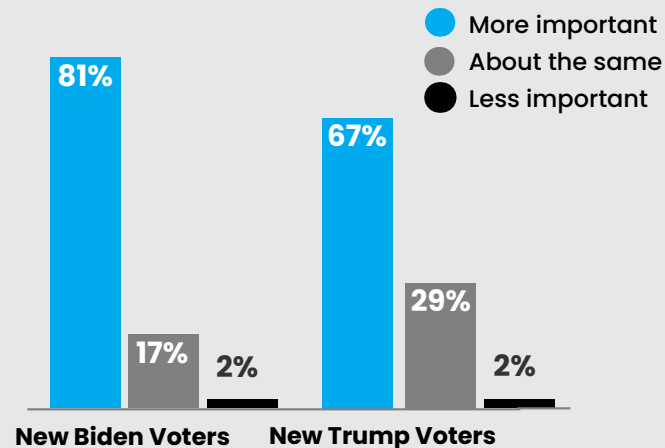
NEW BIDEN VOTERS SAY THEY ARE **MORE LIKELY** TO VOTE IN FUTURE ELECTIONS

Going forward, how likely are you to vote in state and local elections when the election for president is not on the ballot?



White New Biden voters:	71%
Black New Biden voters:	80%
Latino New Biden voters:	68%

Compared with other elections, would you say that it felt more important to vote in this election, less important to vote in this election, or that it felt about the same?



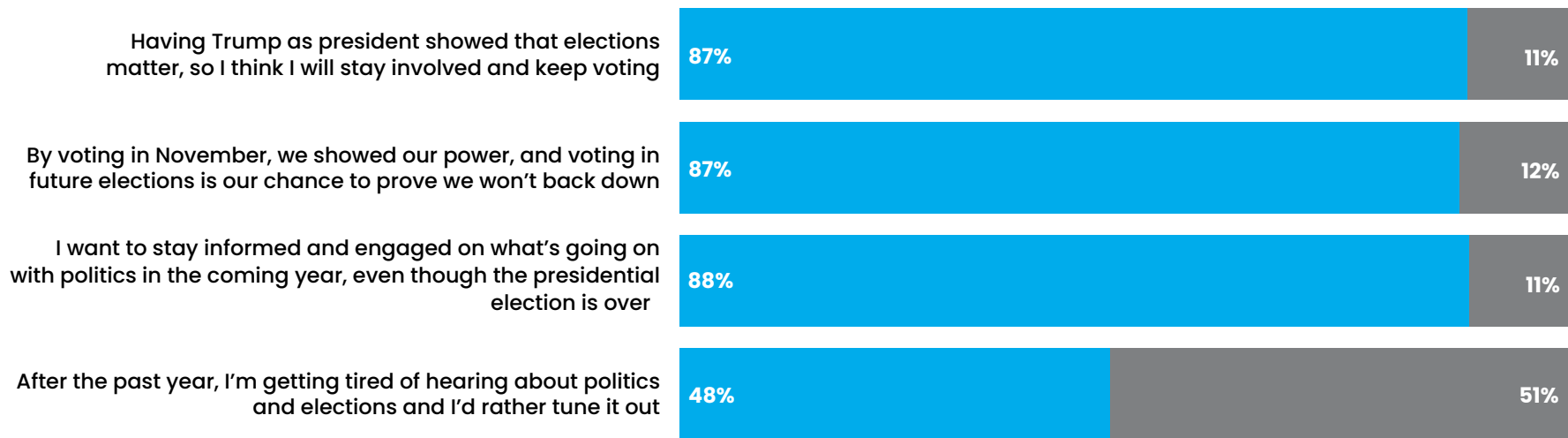


WITH NEW BIDEN VOTERS, BUILD ON THE FEELING OF MOMENTUM

Is this totally how you feel, somewhat how you feel, not really how you feel, or not at all how you feel?

● Total **Totally/ Somewhat**

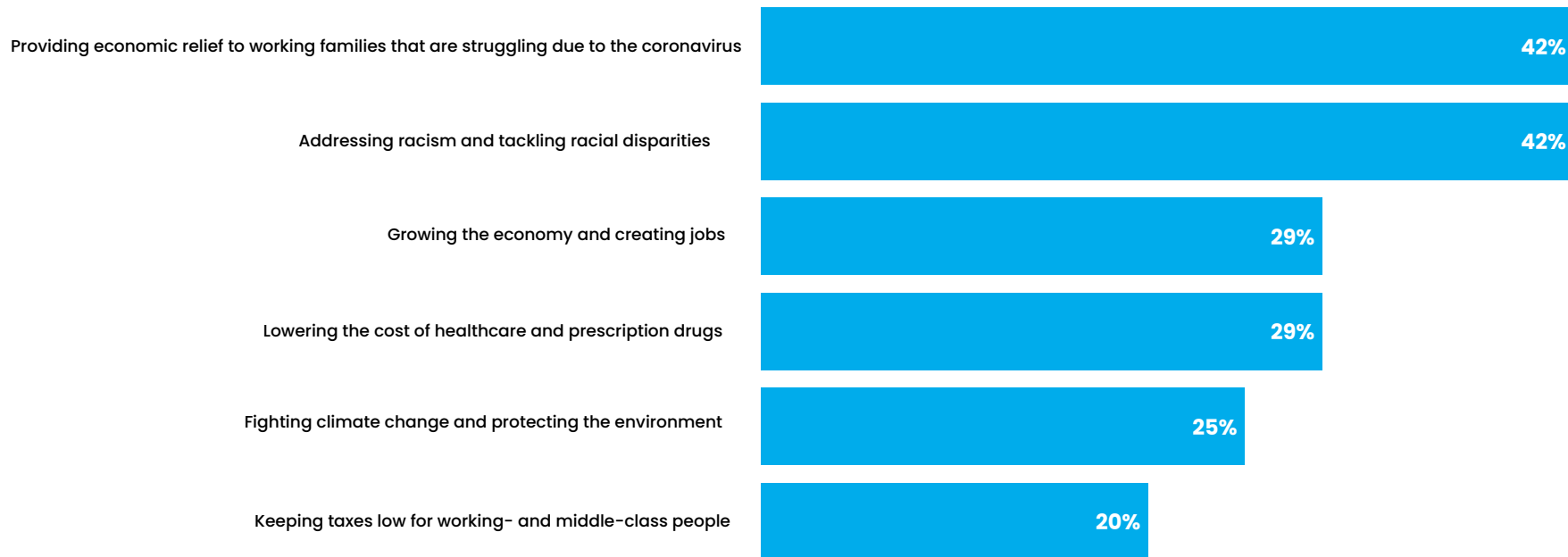
● Total **Not Really/ Not At All**





NEW BIDEN VOTERS NEED TO SEE PROGRESS ON CORONAVIRUS, RACIAL JUSTICE

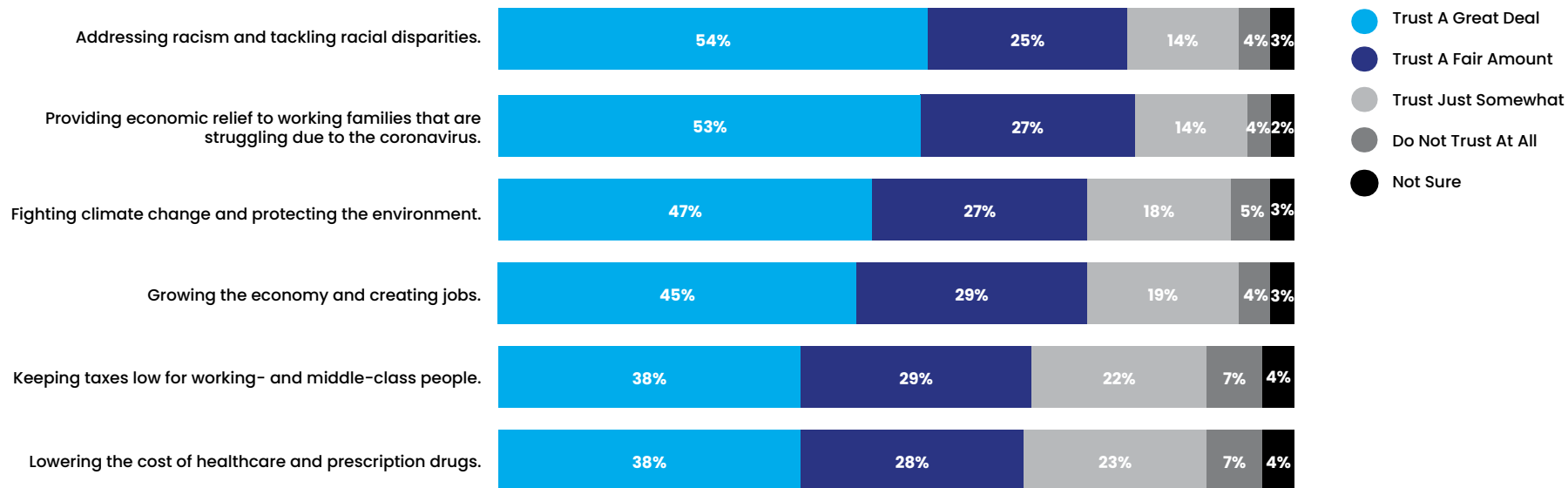
Please tell me which two or three of these you feel are the most important for Biden and the Democrats to make progress on:





DEMOCRATS NEED TO PROVE VOTERS THAT NEW BIDEN VOTERS CAN TRUST THEM

How much do you trust Joe Biden and the Democrats when it comes to...



VOTERS OF COLOR

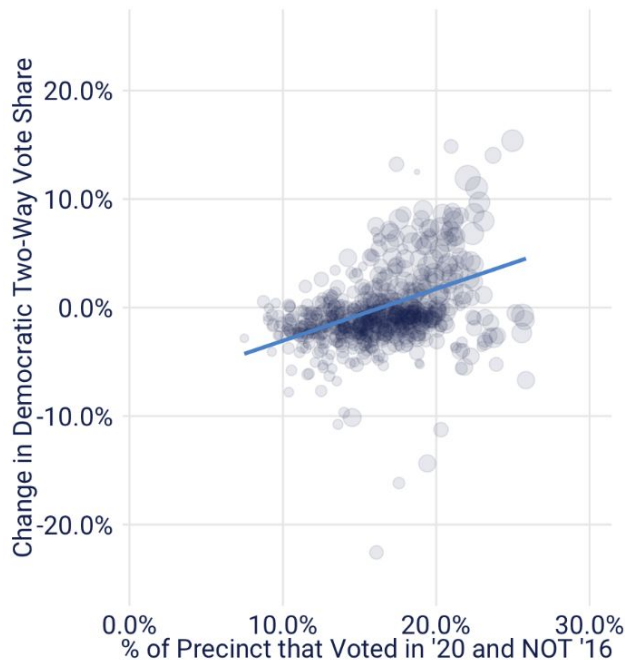


**BLACK AND LATINO VOTERS WERE CRITICAL TO OUR WIN.
BUT, TRUMP DID BETTER WITH THEM THAN IN 2016.
DEMOCRATS NEED TO MOBILIZE AND PERSUADE THEM**

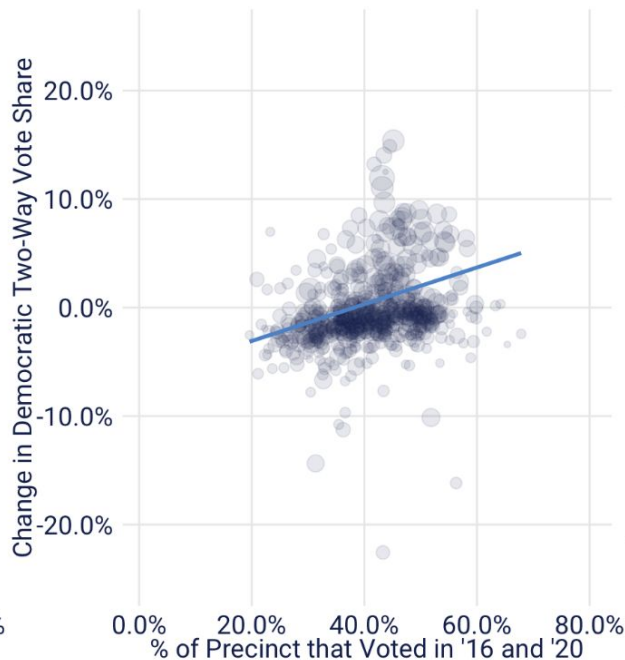


PRECINCTS WITH MORE DROPOFF SWUNG TOWARD TRUMP IN PLURALITY BLACK AREAS IN AZ, GA & WI

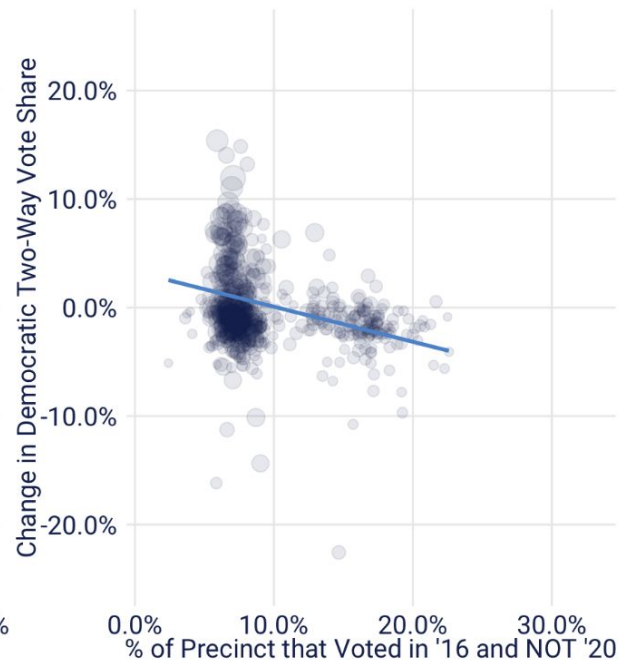
NEW VOTER PRECINCTS



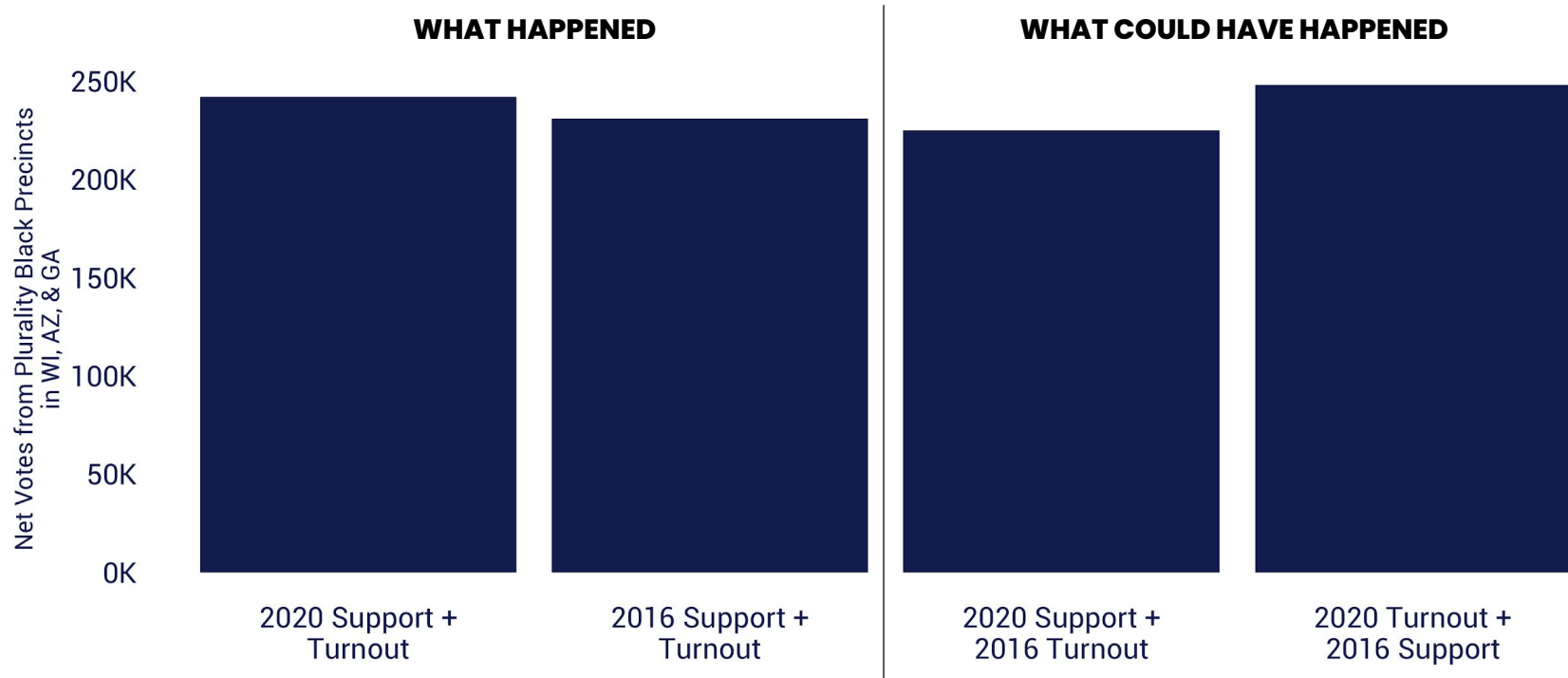
CONSISTENT VOTER PRECINCTS



DROPOFF VOTER PRECINCTS



DESPITE THE SWING, HIGHER TURNOUT IN BLACK PRECINCTS MEANT BIDEN STILL NETTED MORE VOTES THAN CLINTON



BLACK NEW BIDEN VOTERS WERE DRIVEN TO REMOVE TRUMP, STAND UP FOR RACIAL JUSTICE

● Black New Biden Voters ● All New Biden Voters



% Very Important

NEW LATINO VOTERS BROKE HEAVILY FOR BIDEN IN FL AND PA



Biden support
among all Latino
voters:

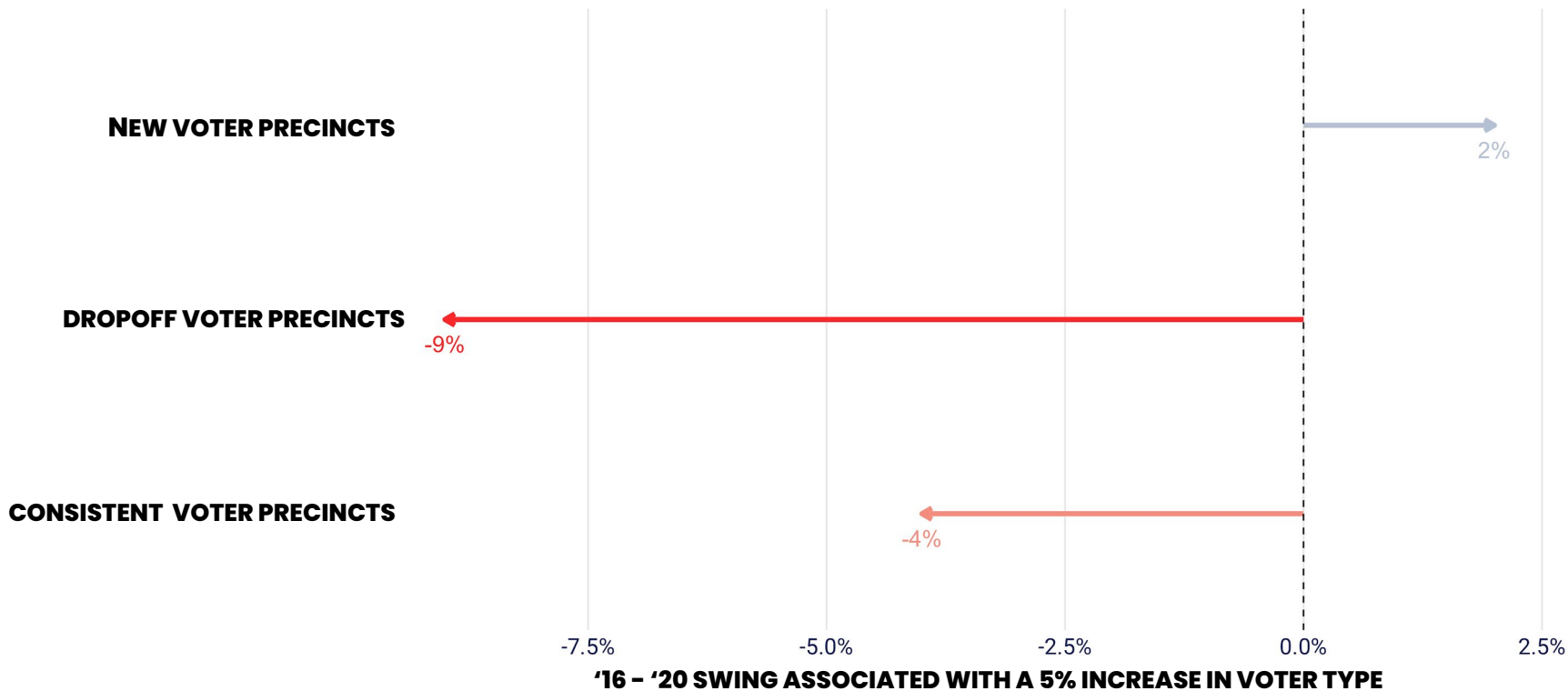
68% AZ

56% FL

69% PA



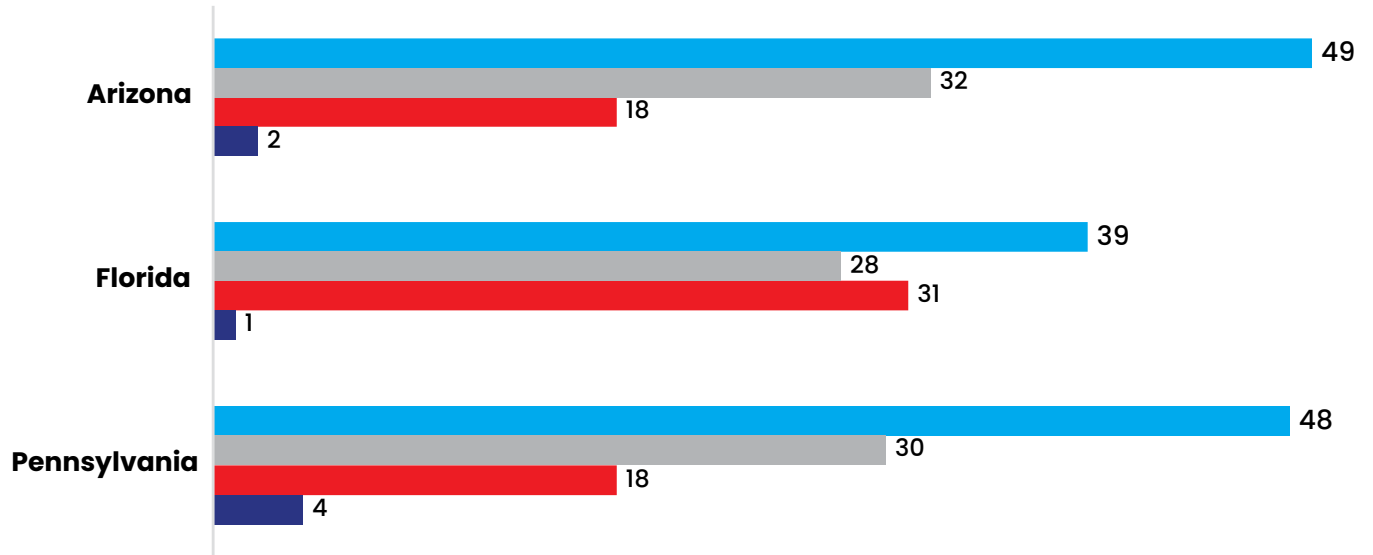
LIKE WITH BLACK VOTERS, PLURALITY LATINO PRECINCTS (AZ, FL) WITH MORE DROPOFF VOTERS SWUNG TO TRUMP



ONE THIRD OF LATINO BATTLEGROUND VOTERS ARE UNDECIDED ABOUT 2022

In the 2022 election for U.S. House of Representatives in your district here in [state] do you plan to vote for the Democratic candidate or the Republican candidate?

- Democratic candidate
- Undecided
- Republican candidate
- Probably won't vote



PERSUADABLE VOTERS OF COLOR WANT TO SEE PROGRESS ON ECONOMIC RELIEF, WAGES, AND JUSTICE

Top Issue Priorities

Passing new economic relief to help small businesses and families hurt economically by COVID-19

42%

Strengthening programs like Social Security and Medicare for senior citizens

32%

Increasing the minimum wage to \$15

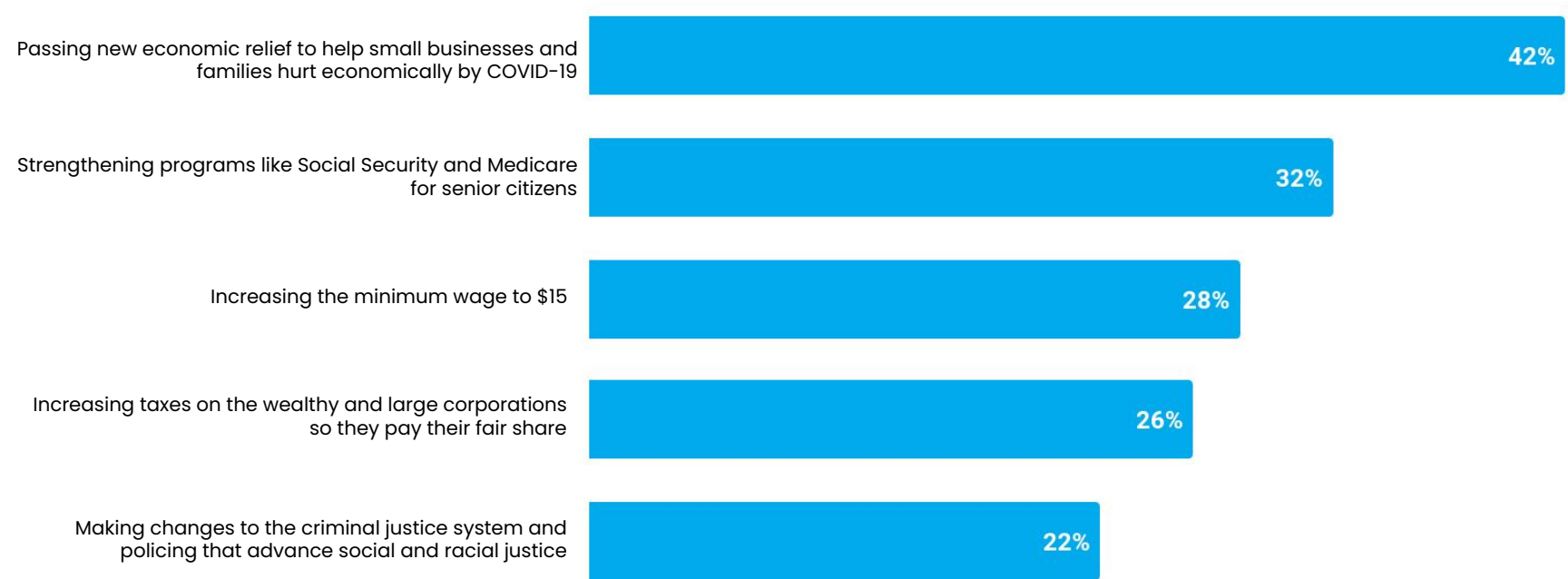
28%

Increasing taxes on the wealthy and large corporations so they pay their fair share

26%

Making changes to the criminal justice system and policing that advance social and racial justice

22%





**SMALL SWINGS IN BLACK & LATINO SUPPORT OR TURNOUT
COULD HAVE FLIPPED AZ, GA OR WI.**

THESE VOTERS WERE & WILL BE CRITICAL TO OUR WINS

TURNING TO 2022



OUR FIVE LESSONS:

1

Persuasion versus mobilization is a false choice: without either, we would have lost.

2

Voters need to see Democrats deliver on policies that provide real benefits to their lives.

3

Persuasion shouldn't just be for white voters. It must also include Black, Latino, Asian and Native American voters.

4

We win everywhere when we get specific - talk about specific policy wins, not "the economy."

5

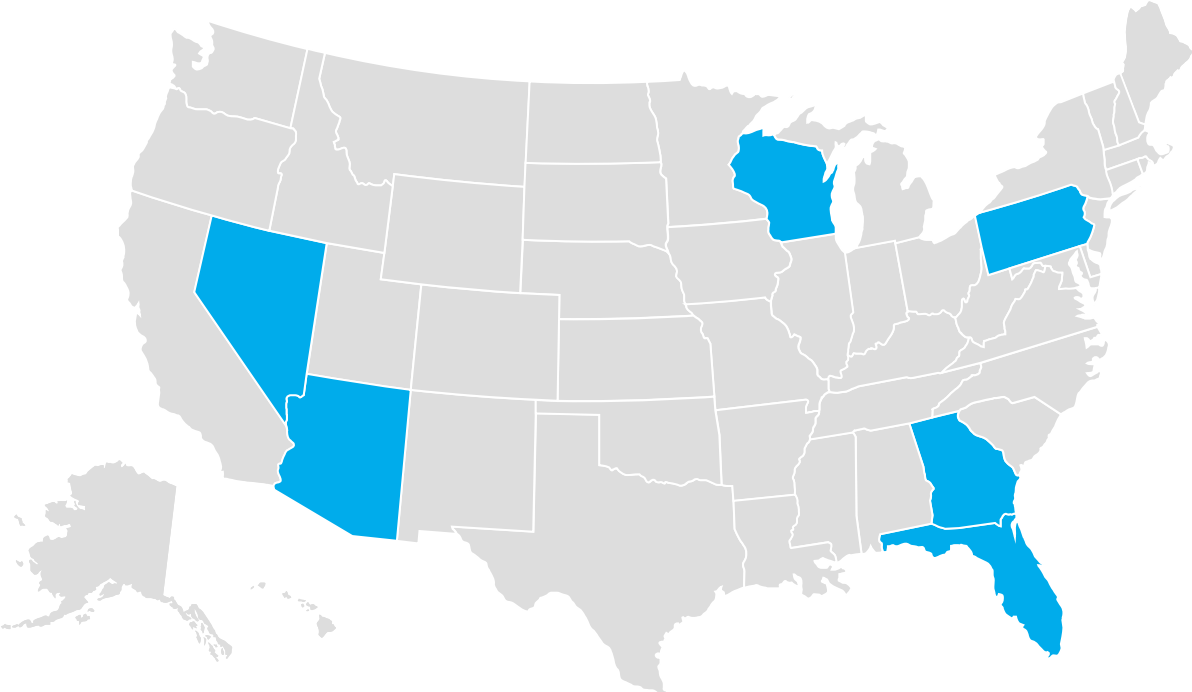
We have an enthusiasm advantage to maintain, and down-ballot advertisers can't rely on presidential-level mobilization.



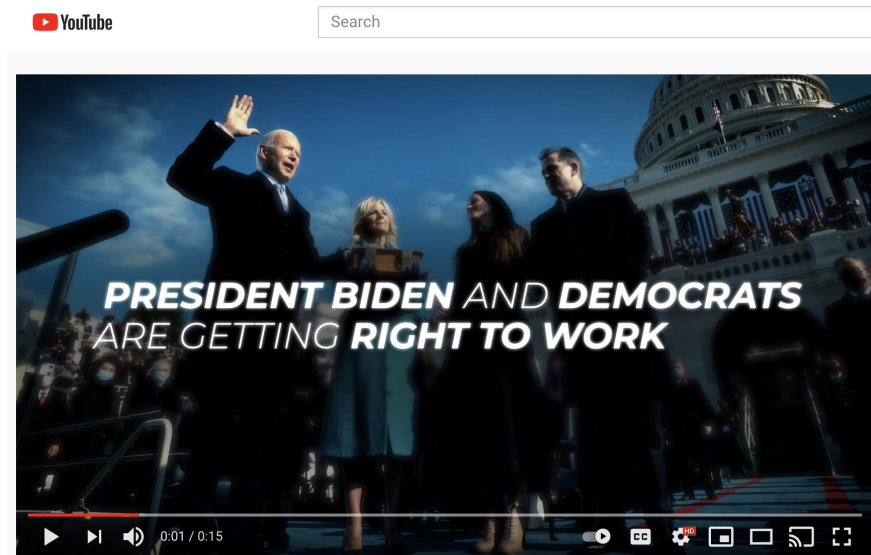
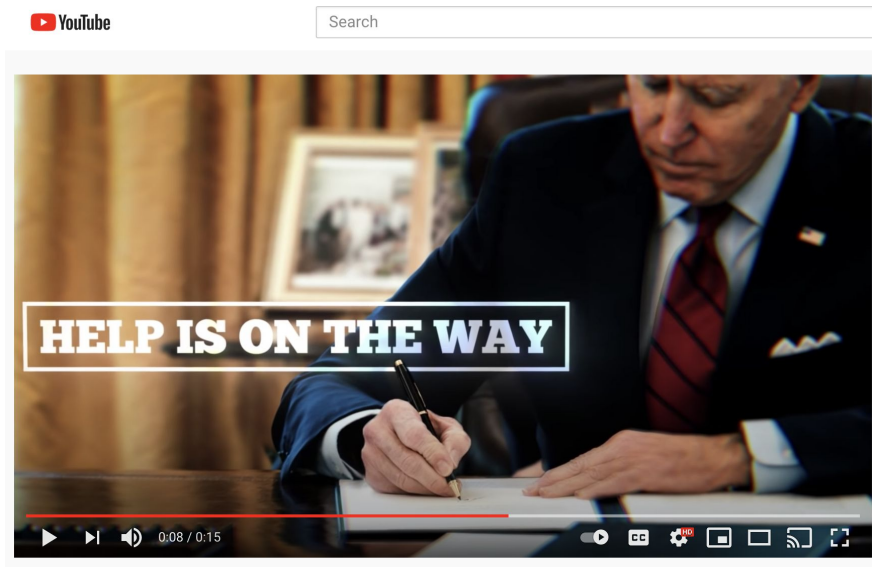
PRIORITIES PROGRAMS

- 1** Promote the Biden-Harris-Democratic agenda
- 2** Protect our majorities in Congress and elect Democratic Governors
- 3** Expand partnerships to expand and innovate around digital investments
- 4** Protect and expand the right to vote

**PRIORITIES HAS LAUNCHED PHASE 1 OF A 2-YEAR PROGRAM
PROMOTING THE BIDEN-HARRIS / DEM AGENDA**



THE FIRST ADS TARGET NEW BIDEN VOTERS IN AN EFFORT TO RETAIN AND GROW THEIR SUPPORT



PRIORITIES

USA
