
PRIORITIES

USA



PRIORITIES USA HAS FOUR KEY GOALS IN 2022

- 1 Consolidate 'New Biden Voters' who supported Joe Biden in 2020 but rarely voted in the past, and engage swing voters creatively.
- 2 Deliver a forward-looking and contrasting message on digital platforms that breaks through a crowded media landscape.
- 3 Continue our role as a leader in messaging, digital and data. Provide resources to our partners to make digital programs more effective across the progressive space.
- 4 Center voting rights in everything we do.



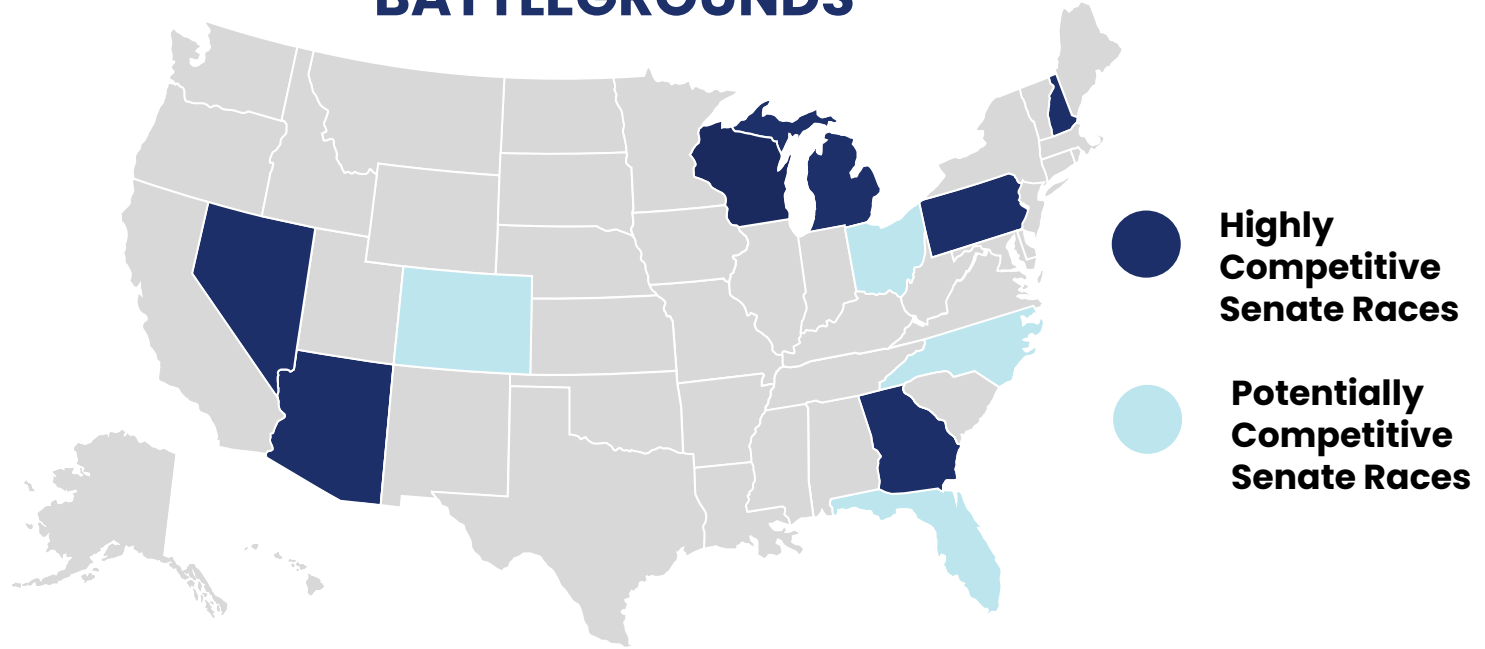
PRIORITIES HAS COMMITTED \$53.5 MILLION

- **\$30 million** to persuade and mobilize voters on digital platforms across AZ, GA, MI, NV, NH, PA and WI.
- **\$20 million** to combat voter suppression through litigation and voter education.
- **\$3.5 million** to train the next generation of Democratic digital talent.

STATE OF THE RACE

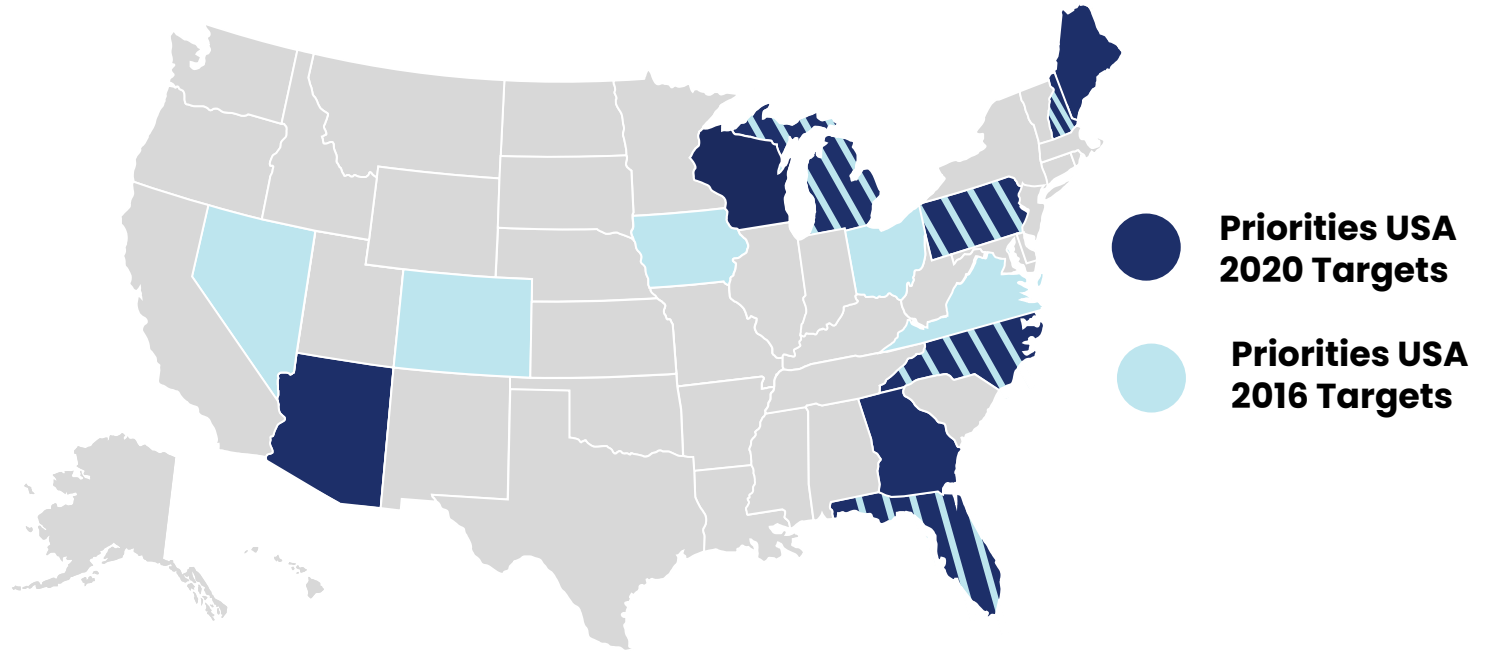


2022 PRESENTS A UNIQUE OPPORTUNITY TO SUPPORT SENATE AND GUBERNATORIAL RACES IN KEY PRESIDENTIAL BATTLEGROUND





PRESIDENTIAL BATTLEGROUND STATES

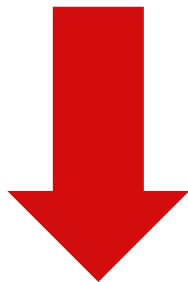




DEMOCRATS NEED TO OVERCOME HISTORICAL TRENDS

4

seat current
Democratic
House majority



25

Average House seat
loss for the President's
party in midterm
elections

[Gallup](#)

0

seat current
Democratic
Senate majority



4

Average Senate seat
loss for the President's
party in midterm
elections

[FiveThirtyEight](#)



POOR REPUBLICAN RECRUITMENT AND CROWDED GOP PRIMARIES FAVOR DEMOCRATS

Maryland Politics

Gov. Larry Hogan rules out Senate bid, rebuffing overtures from GOP power brokers

By Erin Cox

[Washington Post](#)

ELECTIONS

Ducey won't run for Senate in Arizona

The GOP governor had been recruited by national party leaders but was also a target of abuse from Donald Trump.

[POLITICO](#)



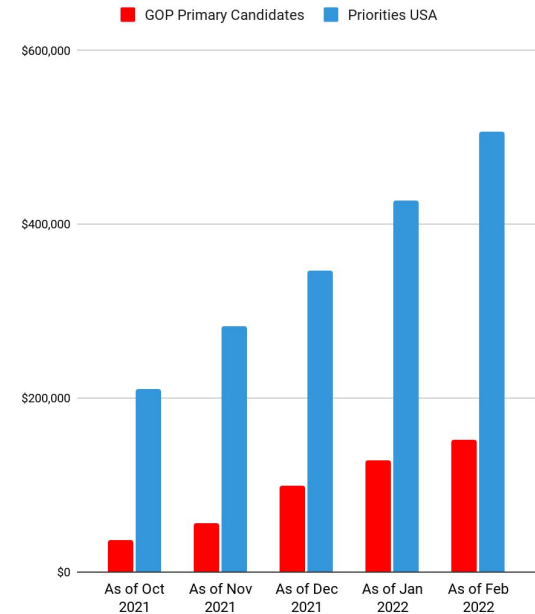


GOP CANDIDATES ARE ALREADY ATTACKING JOE BIDEN AND PRIORITIES USA IS RESPONDING

Dave McCormick Targets Biden, Not Primary Opponents



Cumulative GOP Primary Ad Spending Targeting Joe Biden in PA

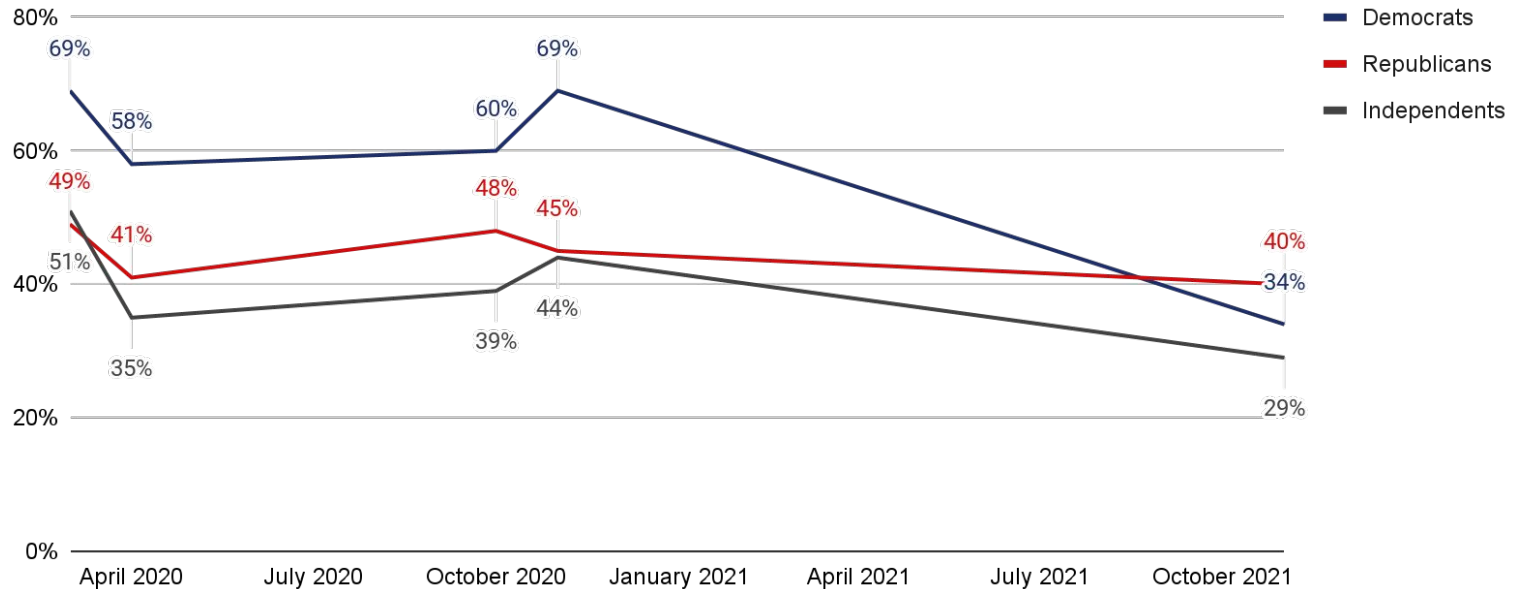


PUSA Competitive Tracker, Facebook & Google



DEMOCRATS ARE MORE TUNED OUT THAN REPUBLICANS








Percentage Americans Who Pay 'A Great Deal' of Attention to National News



THE PATH FORWARD

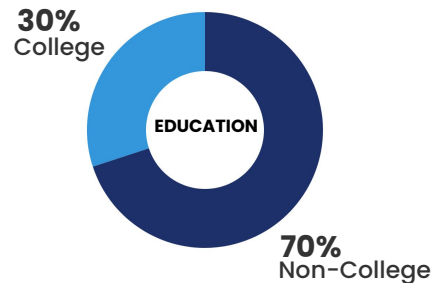
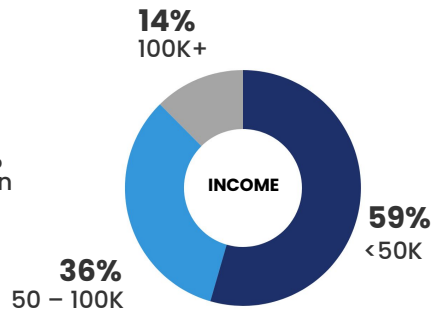
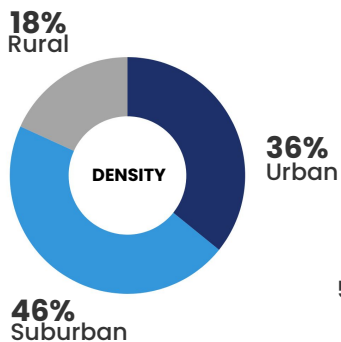
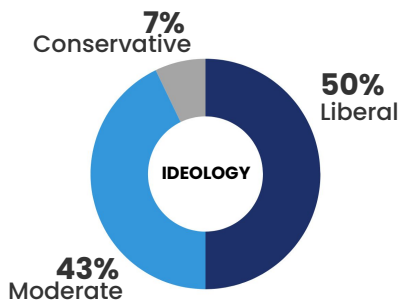
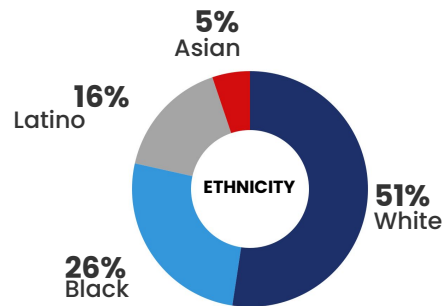
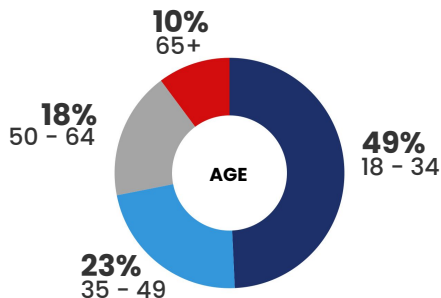
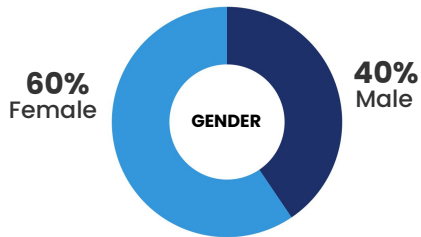


DEMOCRATS HAVE A SLIM WINNING COALITION IN BATTLEGROUND STATES

	State	Biden Margin	Votes
	Georgia	+0.23%	+11,779
	Arizona	+0.3%	+10,457
	Wisconsin	+0.63%	+20,682
	Pennsylvania	+1.2%	+81,660
	Nevada	+2.4%	+33,596
	Michigan	+2.8%	+154,188
	New Hampshire	+7.3%	+59,277

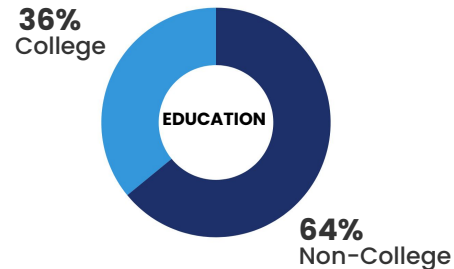
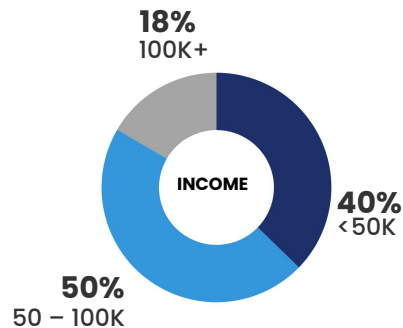
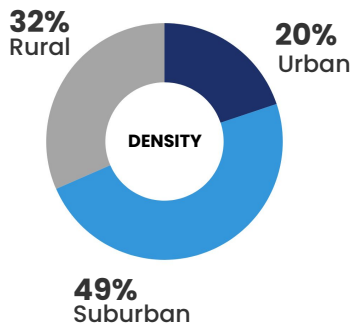
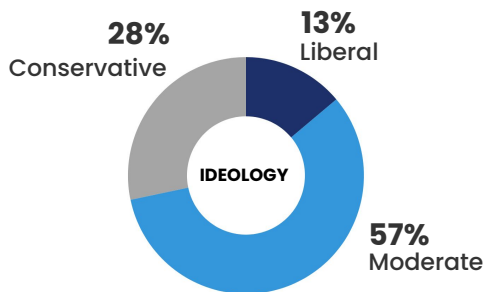
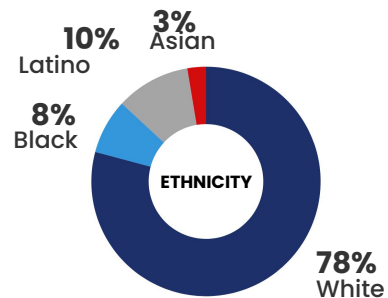
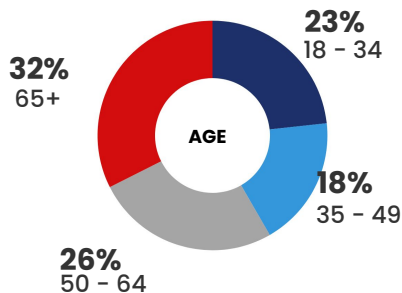
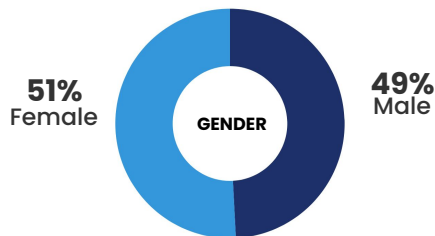


PERSUASION STARTS WITH THE BASE: NEW BIDEN VOTERS





PERSUADE SWING VOTERS





JOE BIDEN HAS HIGH FAVORABLES AMONG NEW BIDEN VOTERS, DEMOCRATS CAN REPLICATE THAT SUPPORT DOWN-BALLOT

New Biden Voters



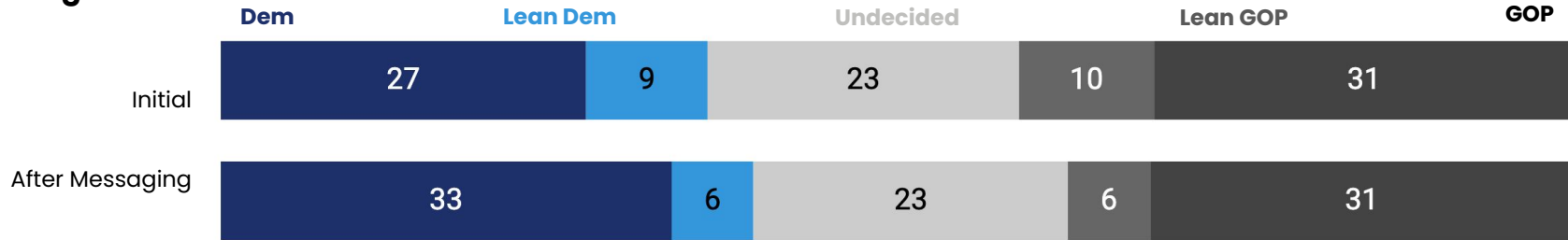
Swing Voters



Please rate your feelings towards **Joe Biden**.

SWING VOTERS BROKE FOR DEMOCRATS IN 2020, REPLICATING THAT SUPPORT IS CRITICAL

Swing Voters



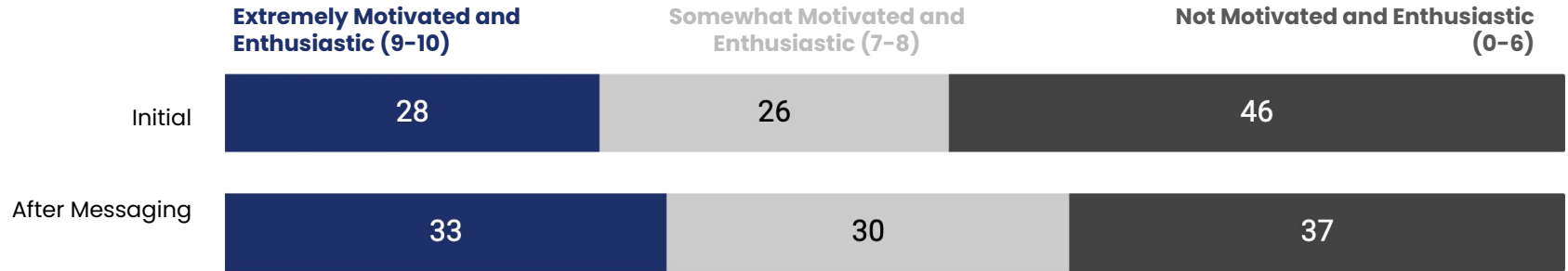
If an election for Congress were today, would you vote for the Democratic candidate or the Republican candidate?





WE CAN INCREASE VOTER ENTHUSIASM NOW

New Biden Voters



Again, **how enthusiastic and motivated are you about voting in the election for U.S. Congress and other offices in November of 2022** on a scale of 0 to 10, where 0 means you are not at all motivated or enthusiastic and 10 means you are extremely motivated and enthusiastic?

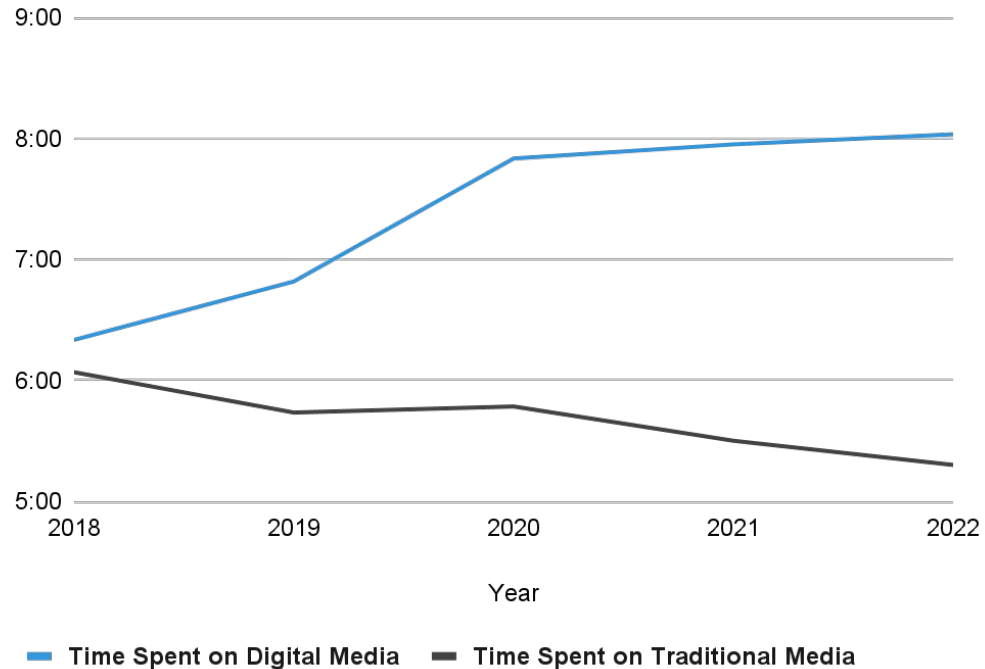
Initial Mean = 6.7

After Messaging Mean = 7.06



HOW WE COMMUNICATE IS JUST AS IMPORTANT AS WHAT WE COMMUNICATE.

Traditional vs Digital Media: Average Time Spent on the US, 2018-2022





EFFECTIVE PERSUASION IS RELEVANT AND ENGAGING



**Increase in searches
for 'infrastructure'
over the last year**





THERE IS NO SILVER BULLET

Democrats can't wait for a cue from polling, Congress, or the opposition. We have strategies that work and we need to use them now.



10_{pp}
Increase in favorability



6_{pp}
Increase in job approval

When delivered reliable information from trusted news sources about the American Rescue Plan and infrastructure funding, **targeted voters perceptions of Joe Biden improved significantly.**

OUR WINNING MESSAGE



PRIORITIES' CHECKLIST FOR A WINNING MESSAGE:

- ✓ Center the Voter
- ✓ Acknowledge Progress
- ✓ Look Toward the Future
- ✓ Create a Clear Contrast Between Democrats and Republicans



JOB GROWTH IS AT A RECORD HIGH BUT MANY VOTERS ARE UNAWARE

When it comes to the U.S. economy over the last 12 months, do you think that the country is experiencing...?

More job growth than usual

19%

The same level of job growth compared to other years

33%

More job losses than usual

35%

Not Sure

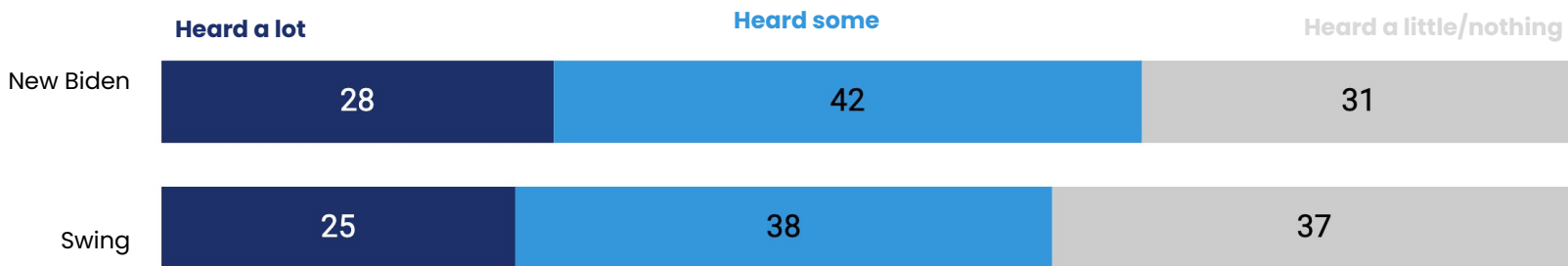
12%

[Source: GSG, GBAO, navigator](#)



DEMOCRATS HAVE AN OPPORTUNITY TO BUILD SUPPORT ON THE ECONOMY

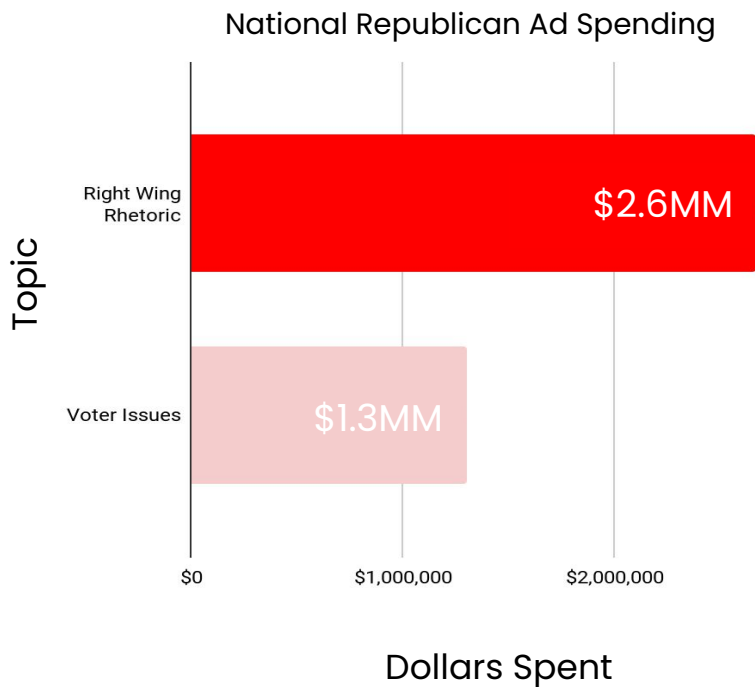
Strengthening the U.S. Economy



How much have you seen, read, or heard about **the things President Biden and Democrats are doing to address the following issues?**



REPUBLICANS ARE NOT SPEAKING TO THE ISSUES VOTERS CARE ABOUT



*They [Republicans] don't really want to play ball with anybody. **If they can't get their way, they take their toys and go home.** Very one-sided." – African American Dem-leaning voter*

*"I would **hesitate to vote for somebody who was backed by Trump** just because of the divisiveness and the mindset and all that kind of stuff. I do think it may be in the back of mind." – Woman swing voter*

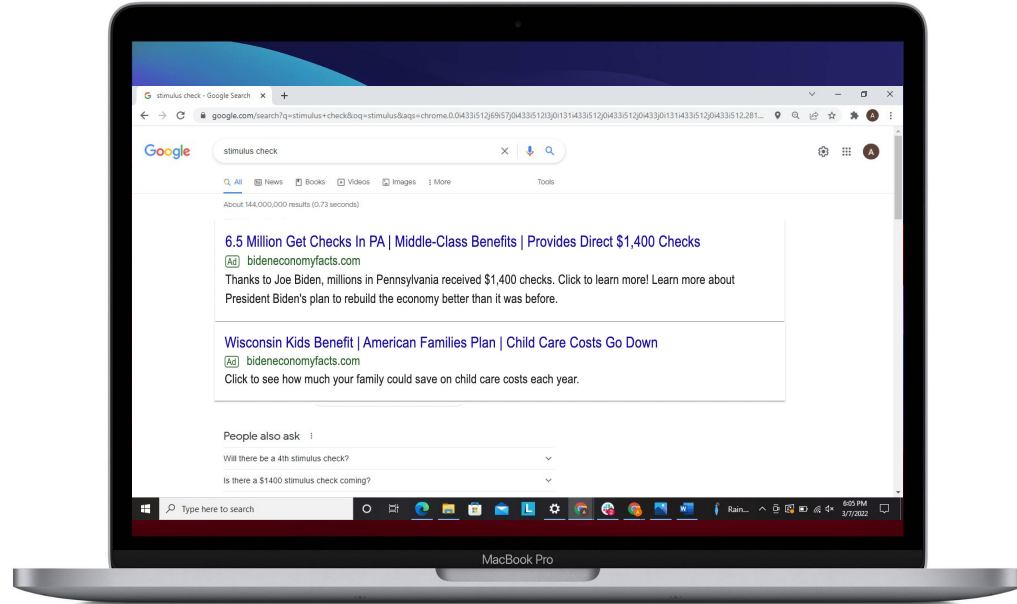


CENTERING THE VOTER





ACKNOWLEDGE PROGRESS AND SPEAK TO A BETTER FUTURE





ESTABLISHING A STRONG CONTRAST BETWEEN DEMOCRATS AND REPUBLICANS





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