
PRIORITIES

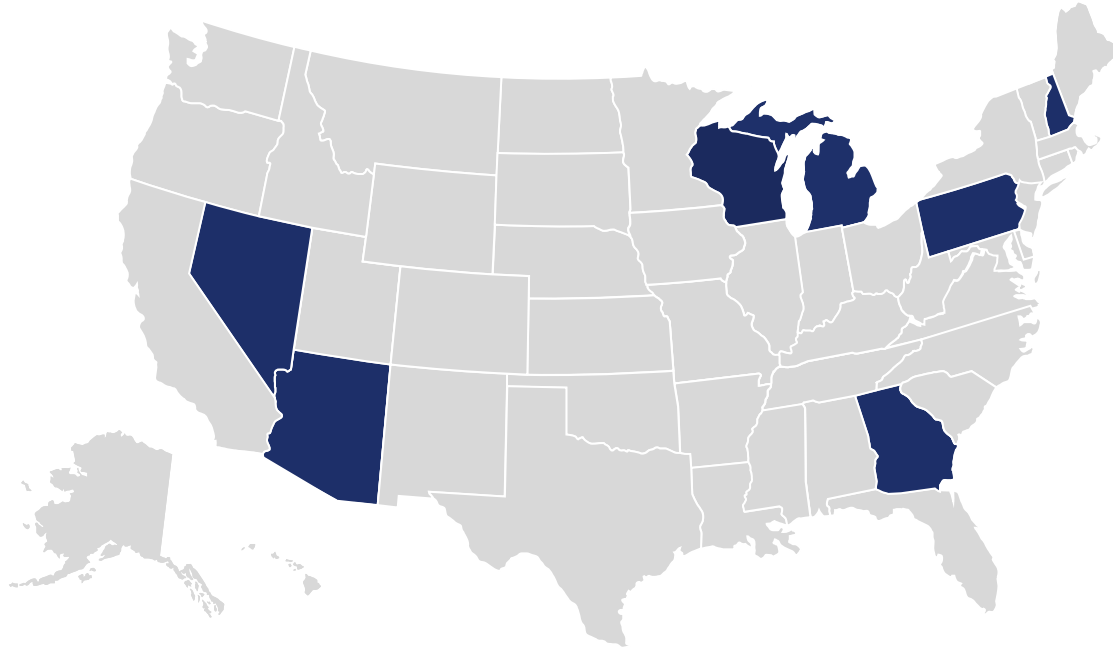
USA



Priorities USA has already committed over **\$50 million** to **persuade and mobilize** voters across seven key battleground states, protect the **right to vote** and train the **next generation** of progressive leaders.



Priorities USA Has Targeted Voters in 7 Battleground States





Key Takeaways

- 1.** Too many Democratic voters are tuned out of politics. Democrats need to increase and quicken their outreach ahead of the midterm elections and raise the salience of key issues.
- 2.** Views about Trump, the GOP and the MAGA movement among persuadable voters are complex. Democrats must focus on the extremist threat and how this movement will affect the future.
- 3.** Effective messaging must focus on the contrast between the extremist GOP threat to working families and their opposition to the Democrats' accomplishments and agenda.

STATE OF THE RACE



Survey Methodology

MOBILIZATION VOTER SURVEY

49% age 18 to 34 57% women 43% voters of color
72% non-college grads 26% have student loan debt



1,002 mobilization voters across AZ, CO, FL, GA, MI, NH, NC, NV, PA, WI



Mobilization voters:

- Voted for Biden in 2020 and did not vote in either 2016 or 2018
- New registrants AND intend to vote Democratic for Congress AND are not certain to vote AND are 0-7 on the motivation scale

PERSUASION VOTER SURVEY

49% age 50/older 50% women 25% voters of color
66% non-college grads 15% have student loan debt



500 persuasion voters across AZ, GA, MI, NH, NV, PA, WI

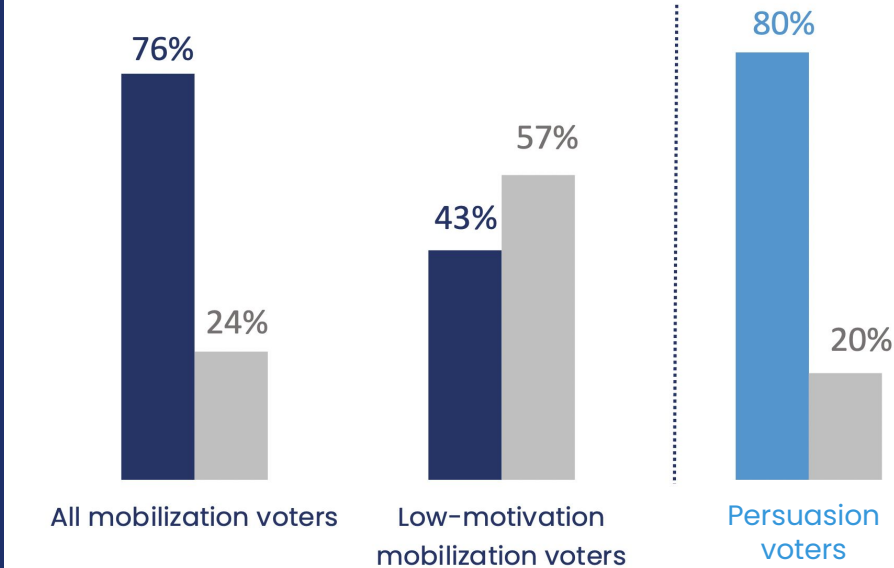




Persuasion voters:

- Evenly split their votes AND are not a strong Democrat or a strong Republican
- 50% voted for Biden, 44% voted for Trump

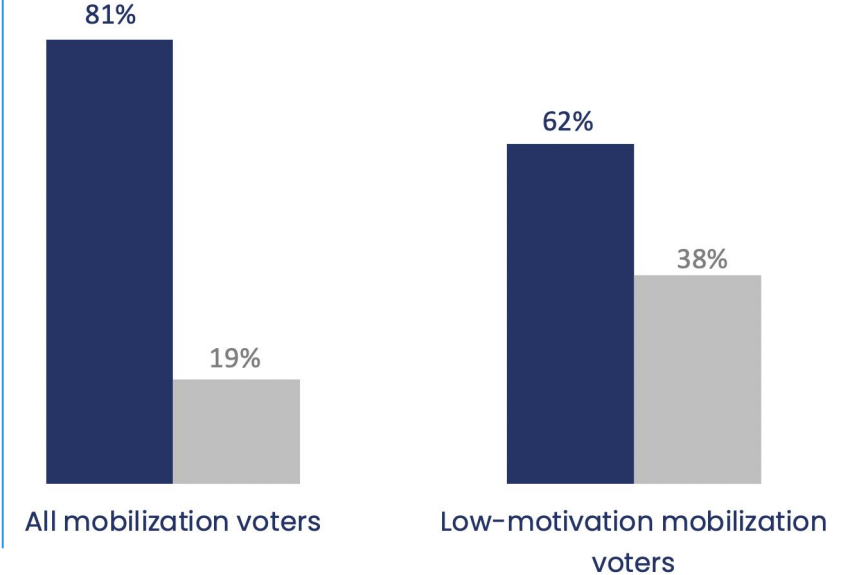
There is Still More Work to do to Raise the Salience of the Midterm Elections



Importance of 2022 Congressional Elections



 Really Matters Who Wins
 Doesn't Really Matter Who Wins

... Compared with 2020 Presidential

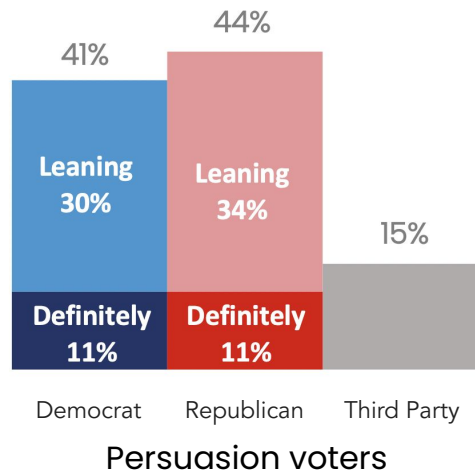
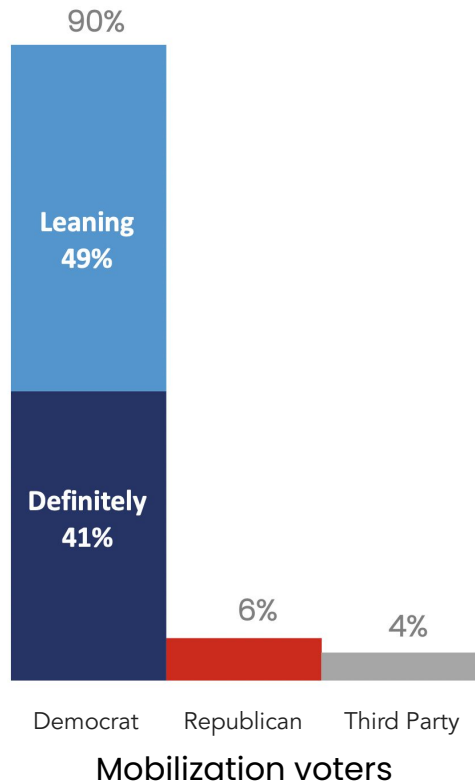


 Just As Important
 Less Important



Democrats Are Strong Among Mobilization Targets But Further Engagement is Needed to Solidify Support

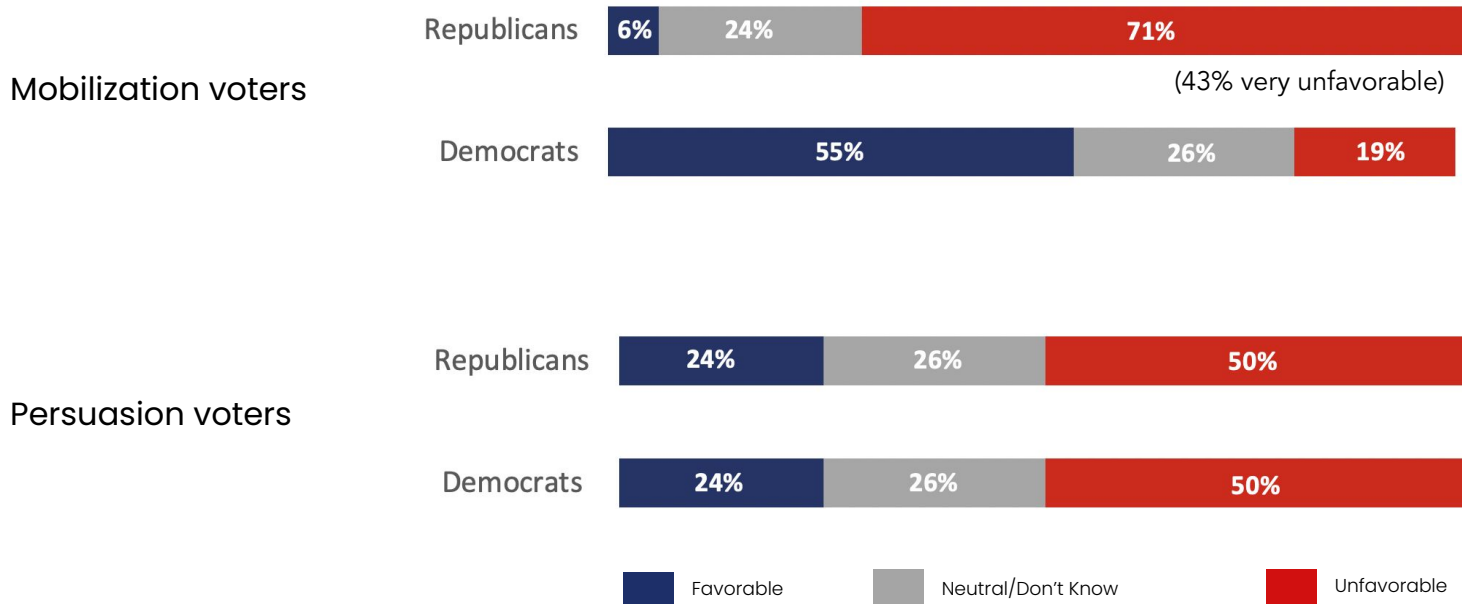
2022 Preference for Congress





Democrats Have an Opportunity to Increase Support and Lower Republican Favorability

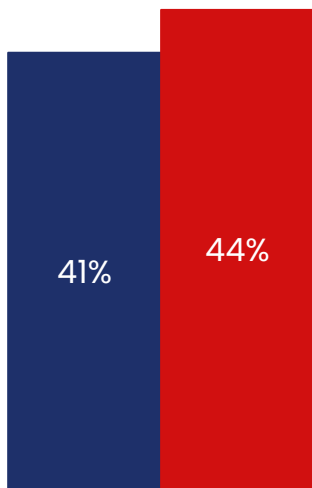
Feelings toward Democrats/Republicans in Congress



DEFINING THE MAGA IDEOLOGY

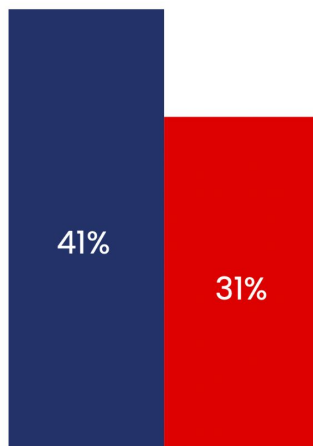


When Candidates are Aligned with 'Biden' and 'Trump/MAGA' Democrats Gain an Advantage with Persuasion Voters



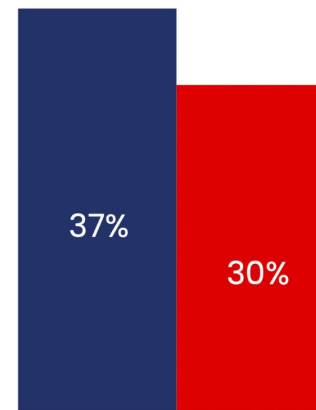
Democrat Republican

Initial generic ballot.



Democrat who supports Biden Republican who supports Trump

The Democrat receives **11%** of initial GOP voters and **32%** of third-party voters.

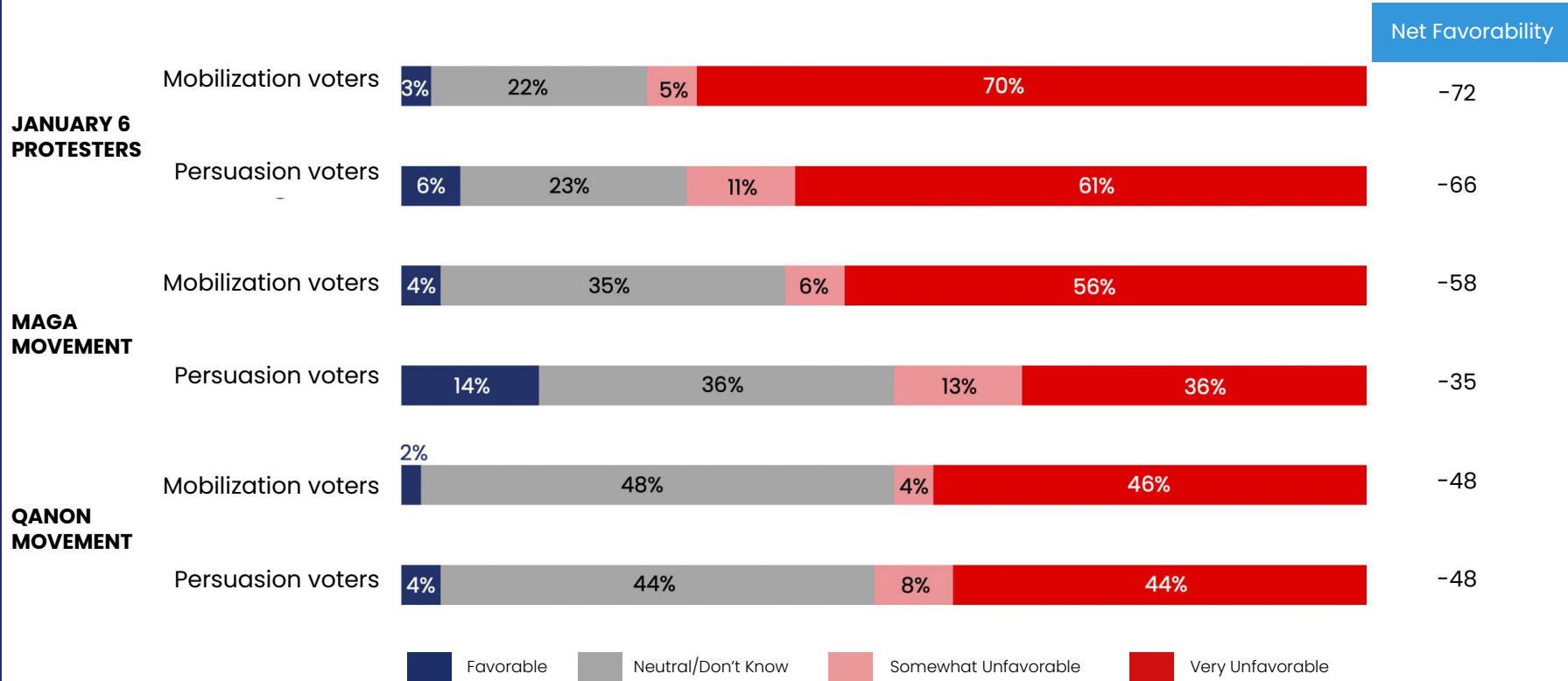


Democrat who Support Biden Republican who Supports MAGA

The Democrat receives **4%** of initial GOP voters and **26%** of third-party voters.



Groups Connected with Republican Extremism are Consistently Unpopular with Mobilization and Persuasion Voters

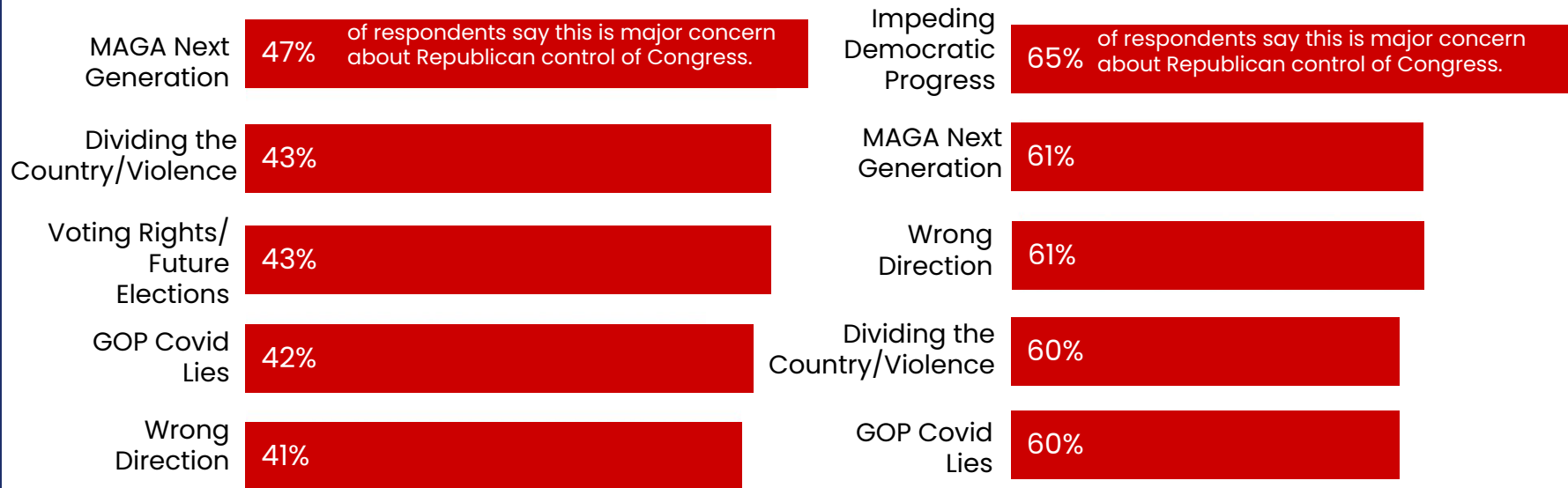




Emphasize the Consequences of MAGA on Our Future

Persuasion Voters

Mobilization Voters



Q: Below you will see some concerns about voting for Republicans in November and putting the Republican Party in control of Congress. For each one, please indicate whether it gives you major concerns, minor concerns, or no real concerns about voting for Republicans and putting the Republican Party in control of Congress.

Effective Framing of Republican Extremism Goes Beyond Trump

Persuasion Voters on Republican Candidates' Association with January 6th

The candidate participated in the January 6 rally that led to the attack on the Capitol.



The candidate believes that those who attacked the Capitol on January 6 were participating in 'legitimate political discourse.'



The candidate voted against (or opposes) the bipartisan investigation into what happened at the Capitol on January 6 to make sure it never happens again



Persuasion Voters on Republican Candidates' Association with Trump

The candidate holds more extreme views than Donald Trump and has attacked Trump for getting vaccinated for COVID-19 and encouraging others to do so.



The candidate takes a Trump-style approach of personal attacks and threats of violence against their opponents



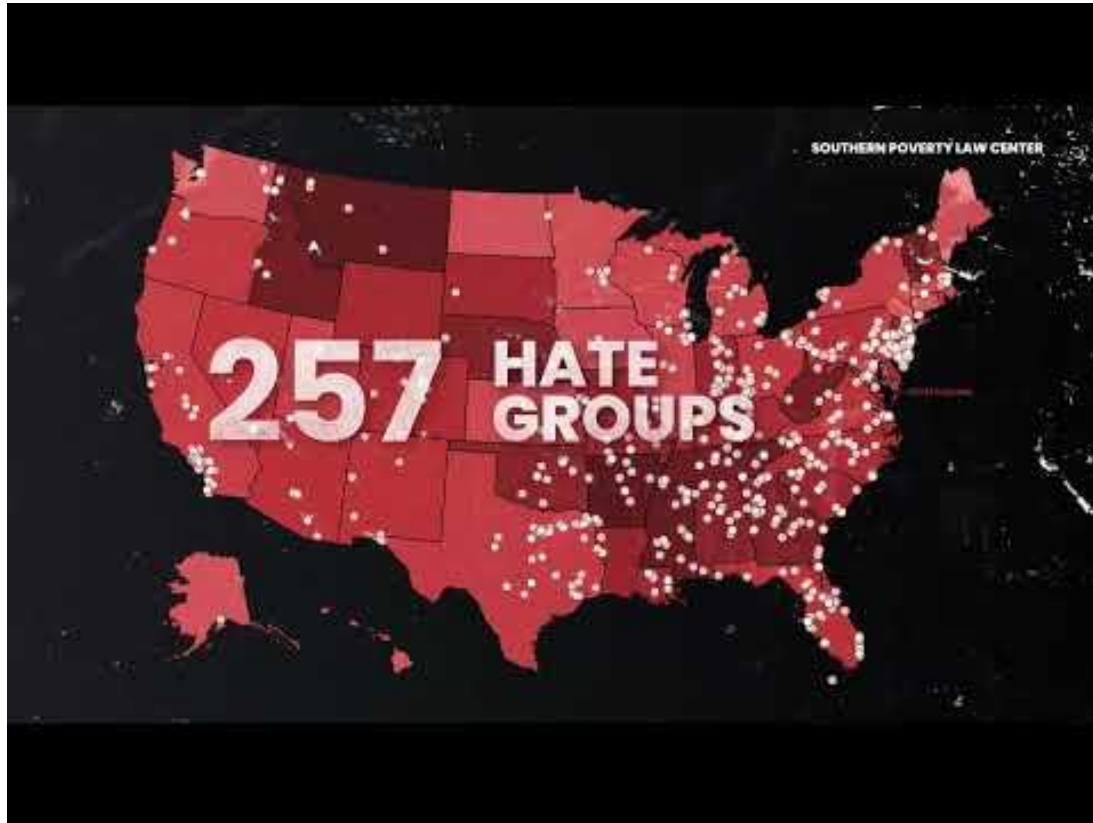
The candidate has the strong backing and endorsement of Donald Trump.



Unfavorable Neutral Favorable

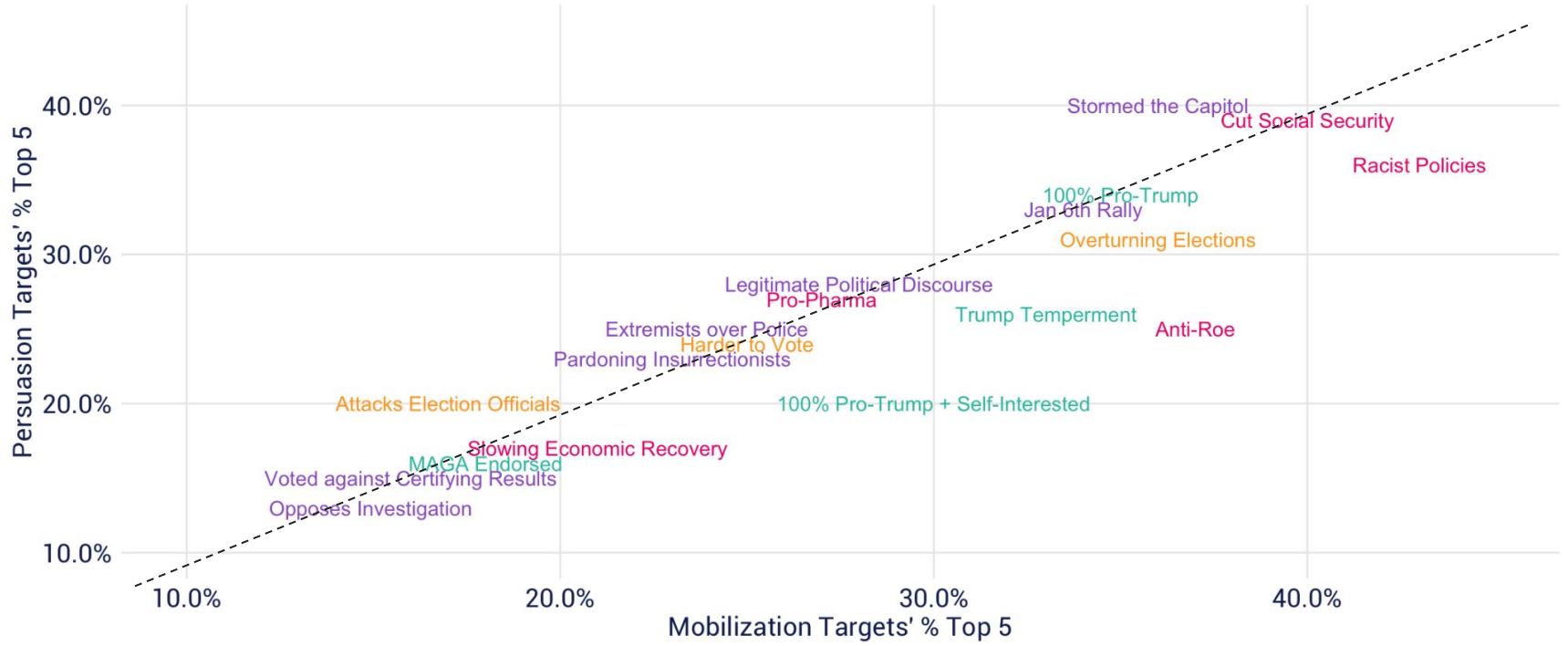


Messaging that Frames Republicans as Connected to Extremism Increases Vote Likelihood and Democratic Support



**PERSUASION AND
MOBILIZATION REQUIRE
STRONG CONTRAST**

Mobilization and Persuasion Voters React to Republican Extremism in Style *and* Substance



Please indicate how important it is to defeat a Republican candidate in your district who supports this...

Theme: Election Integrity, Policy, Trump, Jan 6th



Highlight Extreme Republican Policies that Threaten Working Families

Which THREE would concern you most if Republicans take control of Congress?	Persuasion voters %	Mobilization voters %
There will be total gridlock in Washington because Republicans in Congress will block anything that Biden tries to get done, including reducing drug prices and cutting taxes for working families .	52	42
Republicans will look out for big corporations and wealthy special interests instead of helping average working families get ahead.	43	42
The main focus of Republicans in Congress will just be to please Trump , instead of moving on from him and doing what's right for the country.	38	37
Republicans in Congress will focus on the past , like auditing the 2020 presidential election, instead of focusing on making a difference in people's everyday life.	35	25
Republicans in Congress, who voted on January 6 to overturn the last election, will pass laws allowing politicians to throw out votes , overturn an election if they don't like the outcome.	30	31
With the Supreme Court likely overturning Roe v. Wade and taking away the right to an abortion, Republicans in Congress are already working to pass legislation to make most abortions illegal .	28	31



The Republican Agenda is Unpopular Among Likely Voters Democrats Have an Opportunity for Strong Contrast

Key Policies in Republican's 11 Point Plan

Net Support

-84%

Raise taxes on more than half of the country, including the working class, seniors, and those relying mainly on Social Security.

-80%

Take healthcare access away from over 23 million Americans, raise insurance premiums, and strip protections for pre-existing conditions.

-72%

Remove all teaching of slavery and racism in American history from public education.

-48%

Close the federal Department of Education, which would mean eliminating federal student loans, pell grants, and other means that help families afford college.

-47%

Sunset every law, including programs like Medicare and Social Security, every five years, and hope Congress passes the legislation again.

-45%

Stop all abortions and require women to give birth and choose adoption.

-44%

Make it harder to register to vote and limit the places and ways that Americans can vote.

-40%

Allow adoption agencies to refuse adoption to same-sex parents.

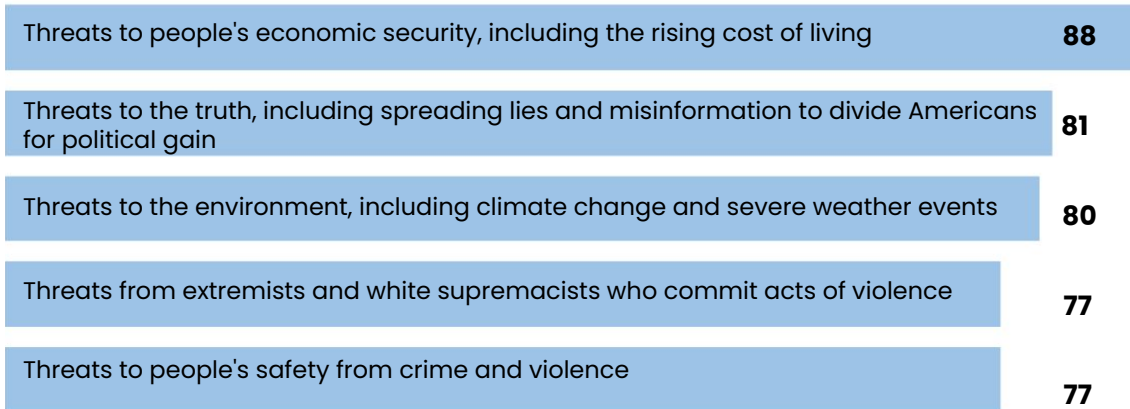


Democrats Need to Address Voters' Major Concerns to Effectively Draw Contrast and Increase Voter Motivation

Top 5 Concerns Among Mobilization Voters

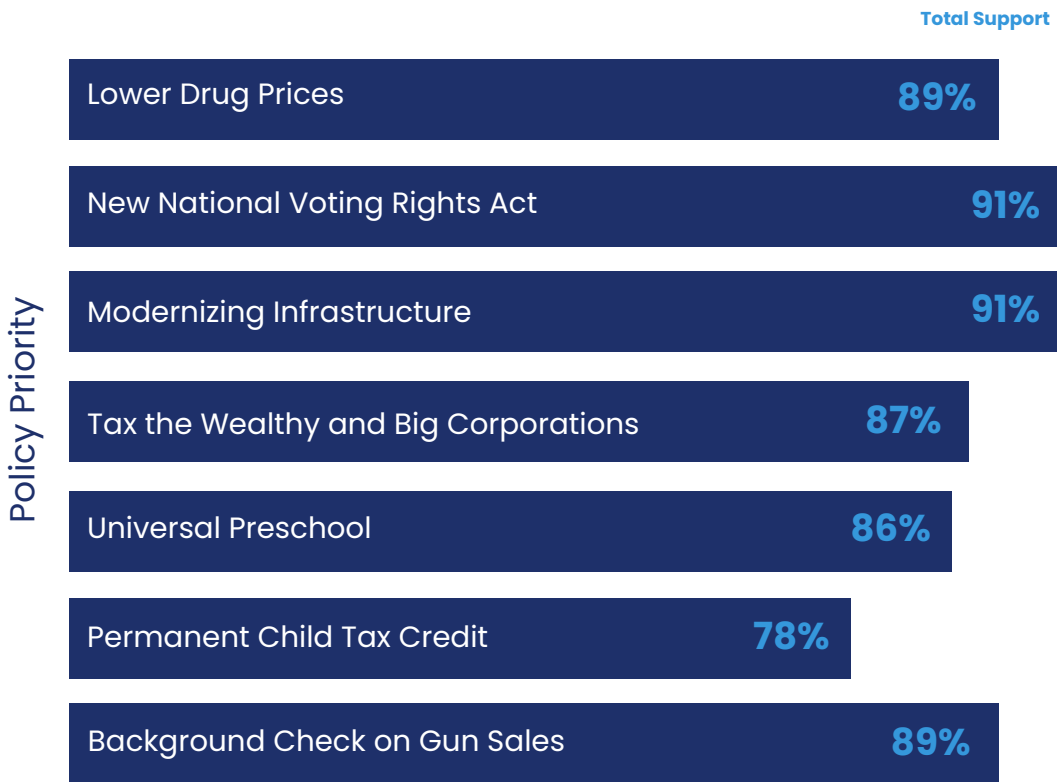
For each one, please indicate how big of a problem you consider each one to be today.

% very/fairly big problem



One in five mobilization voters think 2022 is less important than 2020, 14% think this because **'it makes no difference who is in power'** or **'all politicians are the same.'**

Latino Voters Support Democratic Priorities But Awareness of Accomplishments is Limited



Investment In Infrastructure

37% of respondents aware Congress passed legislation

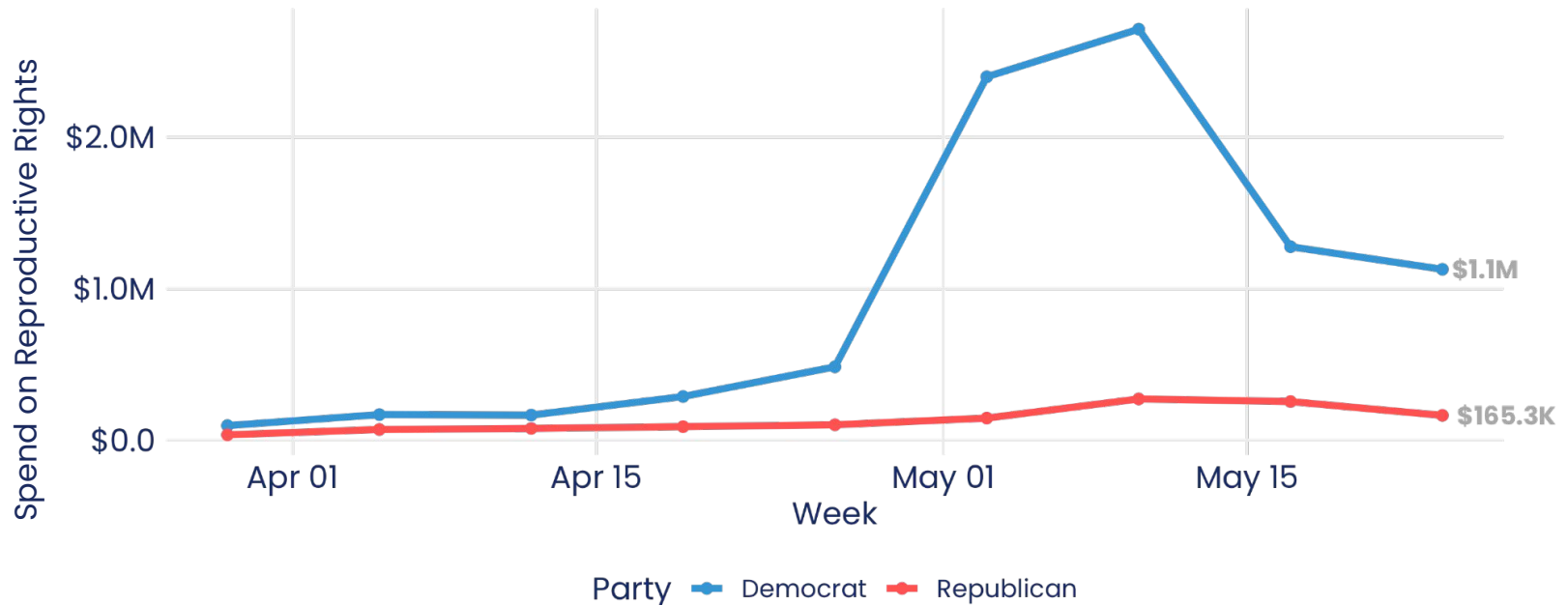
Relief During the Coronavirus Pandemic

38% of respondents aware Congress passed legislation

ABORTION RIGHTS UNDER ATTACK



Democrats are Prepared to Communicate the Importance of Abortion Rights After Dobbs Ruling

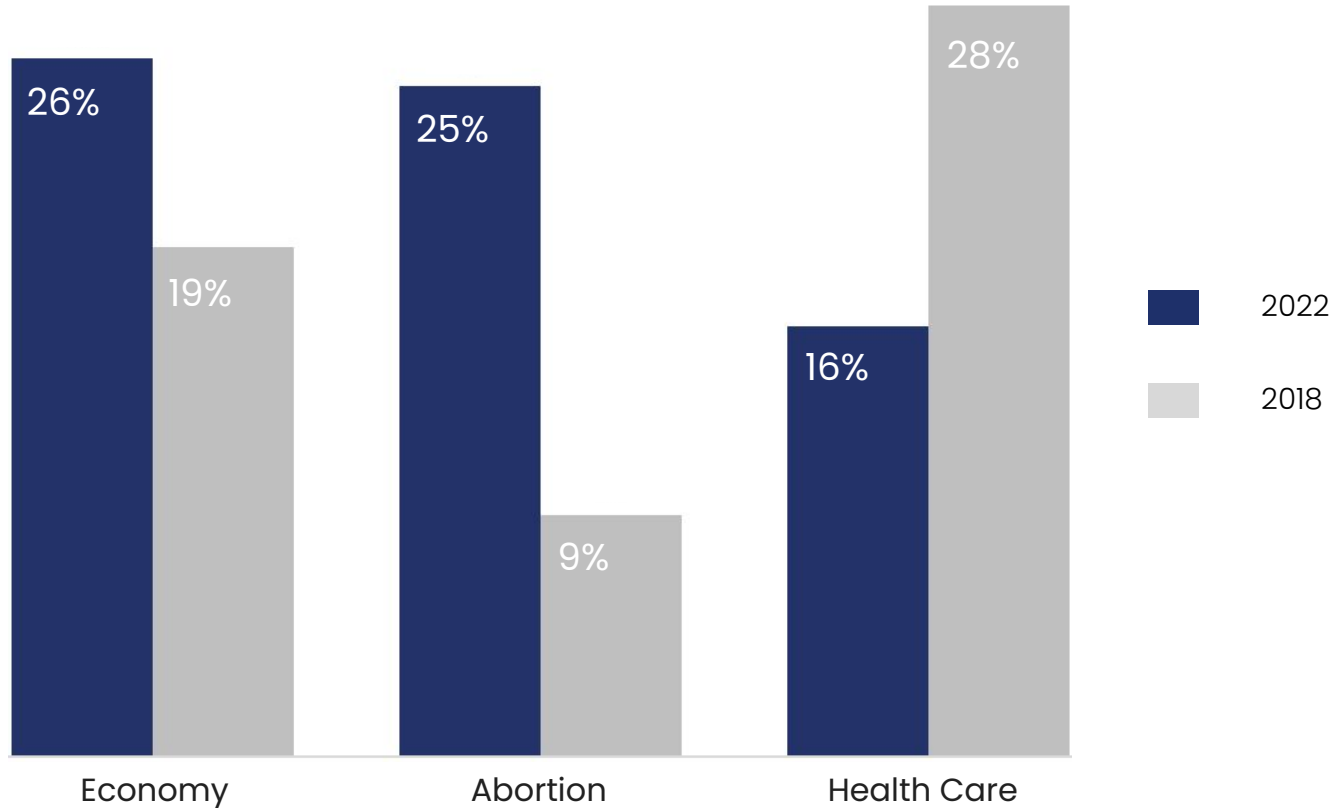


Including Facebook and Google spend by Democrat and Republican advertisers between 2022-04-01 and 2022-05-30 from ads that mention reproductive rights-related keywords.



Abortion Becomes More Salient for Voters As Threats Against Roe Increase

Most Important Issue For Congressional Vote Choice



★

Priorities' Voter Engagement Connects Protecting Abortion Rights and Voting in November



Don't Wait



Strength In Numbers

PRIORITIES

USA
