STATE OF THE RACE
Priorities USA is Investing in Key Battleground States

$30 Million Persuading and Mobilizing Voters in Key States

$20 Million Protecting the Right to Vote Through the Courts and Direct Engagement

$3.5 Million Preparing the Progressive Movement for the Digital Present and Future
Democrats Face Midterm Hurdles as the Party in Power

Midterm Voter Enthusiasm

% of registered voters who say they are more enthusiastic than usual about voting...

- Support Rep candidates:
  - Sept 2006: 33
  - Oct 2010: 42
  - Sept 2014: 52
  - Sept 2018: 67

- Support Dem Candidates:
  - Sept 2006: 42
  - Oct 2010: 57
  - Sept 2014: 36
  - Sept 2018: 59

Note: Based on registered voters. Source: Survey of U.S. adults conducted Sept. 18–24, 2018. Pew Research Center

Average House seat loss for the President’s party in midterm elections: 25
Average Senate seat loss for the President’s party in midterm elections: 4
Democrats on Track to Defy Historic Midterm Trends

- Special Election Wins
  Democrat Mary Peltola wins special election in Alaska, defeating Palin

- Historic Legislation Passed
  *Biden Signs Expansive Health, Climate and Tax Law*

- Dobbs Decision Puts Abortion on the Ballot
  Democrat who campaigned on abortion rights wins in New York special election

- Energy on the Campaign Trail for Democrats
  Jubilant Senate Democrats head home with momentum

...and Bitter GOP Infighting

McConnell says Republicans may not win Senate control, citing 'candidate quality'
UNDERSTANDING THE ONLINE POLITICAL LANDSCAPE
GOP Online Spending is Concentrated Among Large Groups

Top 20 Digital Persuasion/Mobilization Spenders in the Battleground

- **SENATE LEADERSHIP FUND**: $943.2K
- **AMERICANS FOR PROSPERITY**: $519.2K
- **ONE NATION**: $455.1K
- **SMP**: $289.7K
- **NRA**: $251.9K
- **JOSH SHAPIRO GOVERNOR**: $236.4K
- **REPUBLICAN PARTY OF FL**: $215.7K
- **RAFAEL WARNOCK US SENATE**: $201.0K
- **DSCC**: $181.2K
- **REPRODUCTIVE FREEDOM FOR ALL**: $175.4K
- **MANDELA BARNES US SENATE**: $175.0K
- **TIM RYAN US SENATE**: $173.6K
- **CONGRESSIONAL LEADERSHIP FUND**: $170.3K
- **ONE GEORGIA**: $167.7K
- **MI DEM STATE CENTRAL COMMITTEE**: $144.6K
- **DCCC**: $136.3K
- **ALLIANCE FOR COMMON SENSE**: $134.2K
- **PUT MICHIGAN FIRST**: $131.2K
- **LCV**: $113.3K
- **WISCONSIN TRUTH PAC**: $112.3K

Including persuasion + mobilization spend by Democrat & Republican advertisers in Battleground States on Meta, Google, and Snap between 2022-09-10 and 2022-09-16. Excludes spend from Media advertisers.
Democrats Retain Online Spending Advantage in the Majority of Battleground States

Including persuasion + mobilization spend by Democrat & Republican advertisers in Battleground States on Meta, Google and Snap between 2022-09-10 and 2022-09-16. Excludes spend from Media advertisers.

<table>
<thead>
<tr>
<th>State</th>
<th>Spend by State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>$158.4K</td>
</tr>
<tr>
<td>Colorado</td>
<td>$28.2K</td>
</tr>
<tr>
<td>Florida</td>
<td>$273.3K</td>
</tr>
<tr>
<td>Georgia</td>
<td>$726.9K</td>
</tr>
<tr>
<td>Iowa</td>
<td>$37.6K</td>
</tr>
<tr>
<td>Maine</td>
<td>$41.0K</td>
</tr>
<tr>
<td>Michigan</td>
<td>$94.6K</td>
</tr>
<tr>
<td>Minnesota</td>
<td>$46.2K</td>
</tr>
<tr>
<td>Nevada</td>
<td>$180.3K</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>$471.9K</td>
</tr>
<tr>
<td>North Carolina</td>
<td>$99.2K</td>
</tr>
<tr>
<td>Ohio</td>
<td>$196.6K</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>$313.0K</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>$864.4K</td>
</tr>
</tbody>
</table>
A WINNING MESSAGE TO SOLIDIFY DEMOCRATS’ SUMMER GAINS
Battleground State Voters Most Convinced By Messaging on Health Care, Social Security and Abortion

**Democratic Accomplishments That Are Most Convincing to Support Democrats**

1. Democrats empowering Medicare to **negotiate drug prices**.

2. Democrats **capped the price of insulin** at $35 for Medicare.

3. Democrats **lowered the cost of health care** for millions of Americans.

4. Democrats passed the **PACT Act**, increasing health care for more than 5 million veterans.

5. Democrats passed a **bipartisan infrastructure bill** which will create over 880,000 jobs.

**Republican Actions That Are Most Convincing to Support Democrats**

1. Republican Senate candidates across the country support a **national ban on abortions with no exceptions**.

2. Republican-appointed SCOTUS Justices eliminated the **right to an abortion**.

3. Republican senators like Ron Johnson have vowed to **cut Social Security**.

4. Republican proposal to **strip health care coverage** from over 23 million Americans.

5. Republican proposal to **raise taxes** on nearly half of the country.

Based on a survey of 1800+ likely voters in the eight top battlegrounds between 8/18 and 8/22.
Priorities USA Competitive Digital Ad Analysis Identifies Key Trends Across Battleground States

Share of Spend by Issue Over Time

Week

Percent of Spend

0% 10% 20% 30% 40% 50%

Issue

Abortion
COVID-19
GOP Culture War/ Social Fabric
Climate & Energy
Immigration
Legislation
Health Care
Veterans Issues

Including mobilization + persuasion spending by Democratic & Republican advertisers on Meta, Google, and Snap in battleground states between 2022-01-01 and 2022-09-16
The Right to an Abortion is a Critical Issue Among Mobilization Voters Across Demographic Groups

Percentage of respondents who said that it was “very” or “fairly important” for candidates to believe in the right to make one’s own healthcare decisions on abortion.

<table>
<thead>
<tr>
<th>Category</th>
<th>Women (%)</th>
<th>Men (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>92%</td>
<td>89%</td>
</tr>
<tr>
<td>Ideology</td>
<td>Liberal</td>
<td>96%</td>
</tr>
<tr>
<td></td>
<td>Moderate</td>
<td>87%</td>
</tr>
<tr>
<td>2018 Vote</td>
<td>Did not vote</td>
<td>92%</td>
</tr>
<tr>
<td></td>
<td>Voted</td>
<td>87%</td>
</tr>
<tr>
<td>Education</td>
<td>HS or Less</td>
<td>89%</td>
</tr>
<tr>
<td></td>
<td>Some college</td>
<td>91%</td>
</tr>
<tr>
<td></td>
<td>College Grad</td>
<td>90%</td>
</tr>
<tr>
<td>Race</td>
<td>Latino</td>
<td>88%</td>
</tr>
<tr>
<td></td>
<td>Black</td>
<td>86%</td>
</tr>
<tr>
<td></td>
<td>White</td>
<td>92%</td>
</tr>
<tr>
<td>Age</td>
<td>18–24</td>
<td>92%</td>
</tr>
<tr>
<td></td>
<td>25–34</td>
<td>90%</td>
</tr>
<tr>
<td></td>
<td>35–44</td>
<td>88%</td>
</tr>
<tr>
<td></td>
<td>45+</td>
<td>90%</td>
</tr>
<tr>
<td>Geography</td>
<td>Large City</td>
<td>89%</td>
</tr>
<tr>
<td></td>
<td>Small City</td>
<td>91%</td>
</tr>
<tr>
<td></td>
<td>Suburban</td>
<td>90%</td>
</tr>
<tr>
<td></td>
<td>Rural</td>
<td>89%</td>
</tr>
</tbody>
</table>

Searches for ‘Roe v Wade’ have spiked in Battlegrounds.

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WI</td>
<td>3,922%</td>
</tr>
<tr>
<td>PA</td>
<td>3,250%</td>
</tr>
<tr>
<td>MI</td>
<td>3,263%</td>
</tr>
<tr>
<td>NV</td>
<td>2,646%</td>
</tr>
<tr>
<td>AZ</td>
<td>2,878%</td>
</tr>
</tbody>
</table>

Based on interviews with 1,000 mobilization voters in AZ, GA, MI, NH, NV, PA, WI from August 15-27, 2022.
Democrats Continue to Show Strength on Economy and Abortion, Republicans Shift Toward Fear-Mongering on Crime

Share of Spend by Issue Area

Democratic $4.4M

- Abortion: 11%
- Covid-19: 18%
- Economy & Labor: 35%
- Voting: 12%
- Education: 10%

Republican $3.5M

- Abortion: 48%
- Economy & Labor: 36%
- Covid-19: 12%
- Education: 10%
- Politic & Safety: 10%

Percent of Digital Spend

Including persuasion + mobilization spend by Democrat & Republican advertisers in Battleground States on Meta, Google and Snap between 2022-09-10 and 2022-09-16. Excludes spend from Media advertisers.
VOTERS EXCITED ABOUT DEMOCRATIC PROGRESS WANT TO MAKE THEIR VOICES HEARD
Democratic Enthusiasm is Increasing

Based on 153k nationally interviews with 2020 Biden supporters between 8/21/21 and 9/4/22

72% Increase in searches for ‘voter registration’
27% Increase in searches for ‘absentee ballot’
63% Increase in searches for ‘voting’

Search Activity in Battlegrounds The Week After Dobbs

% of Biden Supporters who are More Enthusiastic than Usual

Based on 153k nationally interviews with 2020 Biden supporters between 8/21/21 and 9/4/22
Mobilization Voters Are Enthusiastic About Topline Democratic Accomplishments

- **90%** Of Mobilization voters think the right to make own decision on abortion and lowering the cost of health care is “very” or “fairly” important.

- **86%** Of Mobilization voters think that reforming the tax system so corporations pay more is “very” or “fairly” important.

- **85%** Of Mobilization voters think that investing in clean energy to reduce our dependence on fossil fuels is “very” or “fairly” important.

- **76%** Of Mobilization voters think that Democrats making progress and getting things done on issues that matter like passing the Inflation Reduction Act is “extremely” or “fairly” motivating to vote in November.

Based on interviews with 1000 mobilization voters in AZ, GA, MI, NH, NV, PA, and WI across August 15–27, 2022.
Republican Extremism is Top of Mind for Mobilization Voters

- Of Mobilization voters believe that the **MAGA movement** has “a lot” or “some” of power and influence in the Republican Party (75%)
- Of Mobilization voters believe that **Trump** has “a lot” or “some” of power and influence in the Republican Party (82%)
- Of Mobilization voters that it makes “a lot” or “some” difference who has **control of Congress** (82%)
- Of Mobilization voters are motivated to vote to prevent more **chaos that Trump and Republicans** caused from 2016 to 2020 (73%)
- Of Mobilization voters are motivated to vote so that Republicans will not **block progress** on priorities like protections for abortion rights and action on climate change (73%)

Based on interviews with 1000 mobilization voters in AZ, GA, MI, NH, NV, PA, and WI across August 15–27, 2022.
Priorities USA is directly combating GOP voter suppression on multiple fronts.

Priorities is currently supporting voting rights challenges in the following states:

- **AZ**, against a law that cancels a voter’s registration if they are registered in another county, e.g., after moving.
- **NH**, against a law that creates a second-tier conditional ballot for first-time voters who register on Election Day.
- **NC**, against a law that mandates signature matching on absentee ballots and ballot applications.
- **GA**, in response to a pen-and-ink signature requirement imposed by the widely controversial Senate Bill 202.
- **MI**, against two laws that 1) purge registered voters from the voter rolls and 2) ban the transport of voters to the polls.
- **NV**, where we successfully voided two attempts to impose stringent ID laws and signature matching on in-person voters.
- **PA**, against a law that severely limits access to drop boxes.
Black Communities Disproportionately Impacted by Republican Voter Suppression Efforts

Impact of GOP Policies Among Black Voters Surveyed

- Passing legislation restricting voting rights and making it harder to vote: 78% impact, 17% no impact
- Encouraging and aligning with the rhetoric of white supremacists that attack and execute minorities: 77% impact, 17% no impact
- Working to make healthcare less accessible by restricting access to or repealing the Affordable Care Act: 74% impact, 20% no impact

Partisan Trust by Issue Among Black Voters Surveyed

- Voting Rights: 77%
- COVID-19 Vaccination: 71%
- Education: 70%
- Racism/Discrimination: 70%
- Criminal Justice Reform: 68%

Harmful Voter Suppression Tactics:

- Voter Roll Purging
- Signature Matching
- Wet Signature Requirements
- Voter ID Requirements
- Transportation Bans

HIT Strategies conducted a survey from June 22nd to June 27th, 2022 by phone and text to web survey in battleground House districts with over 50% BVAP of 600 Black voters who voted in 2016, 2018 and/or 2020, or have registered since 2020.
Priorities USA is Specifically Targeting Voters of Color with ‘Check Your Registration’ Content

Change starts with voting.

for my son
Priorities USA ‘Check Your Registration’ Ads Yield Results

- Increased belief among Democrats that their neighbors will vote: 4.6%
- Increased vote likelihood among Democrats: 3.9%
- Increased voter enthusiasm among Black voters: 4.0%