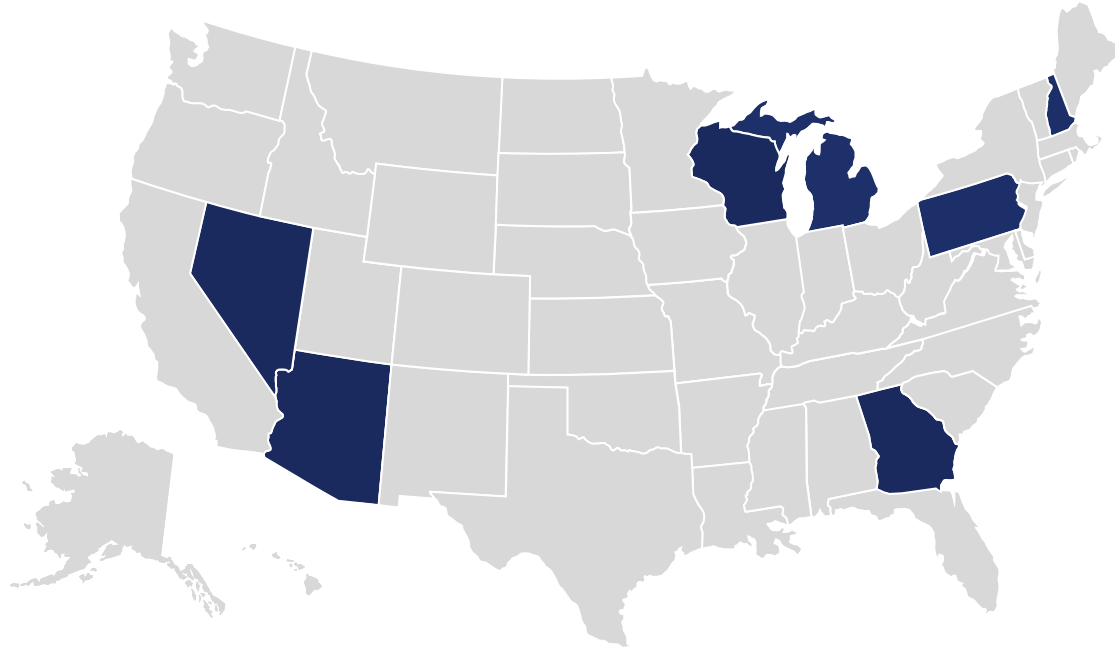

PRIORITIES

USA

STATE OF THE RACE



Priorities USA is Investing in Key Battleground States



\$30 Million Persuading and Mobilizing Voters in Key States

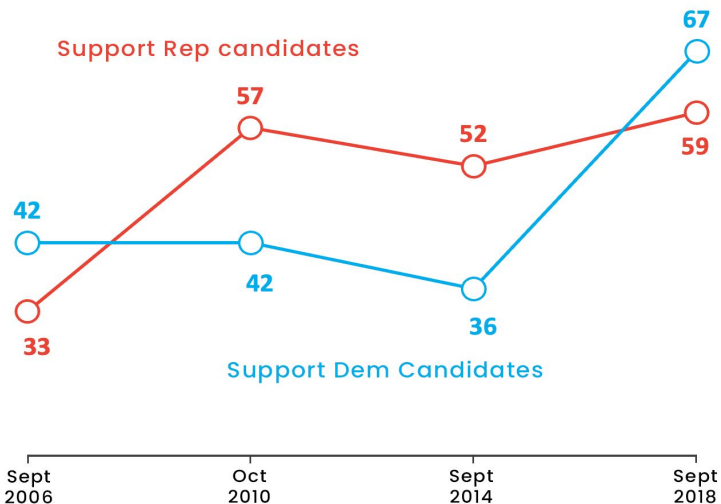
\$20 Million Protecting the Right to Vote Through the Courts and Direct Engagement

\$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...



Note: Based on registered voters.
Source: Survey of U.S. adults conducted Sept. 18-24, 2018.

[Pew](#)

PEW RESEARCH CENTER



25

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

[Gallup](#)



4

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

[FiveThirtyEight](#)



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

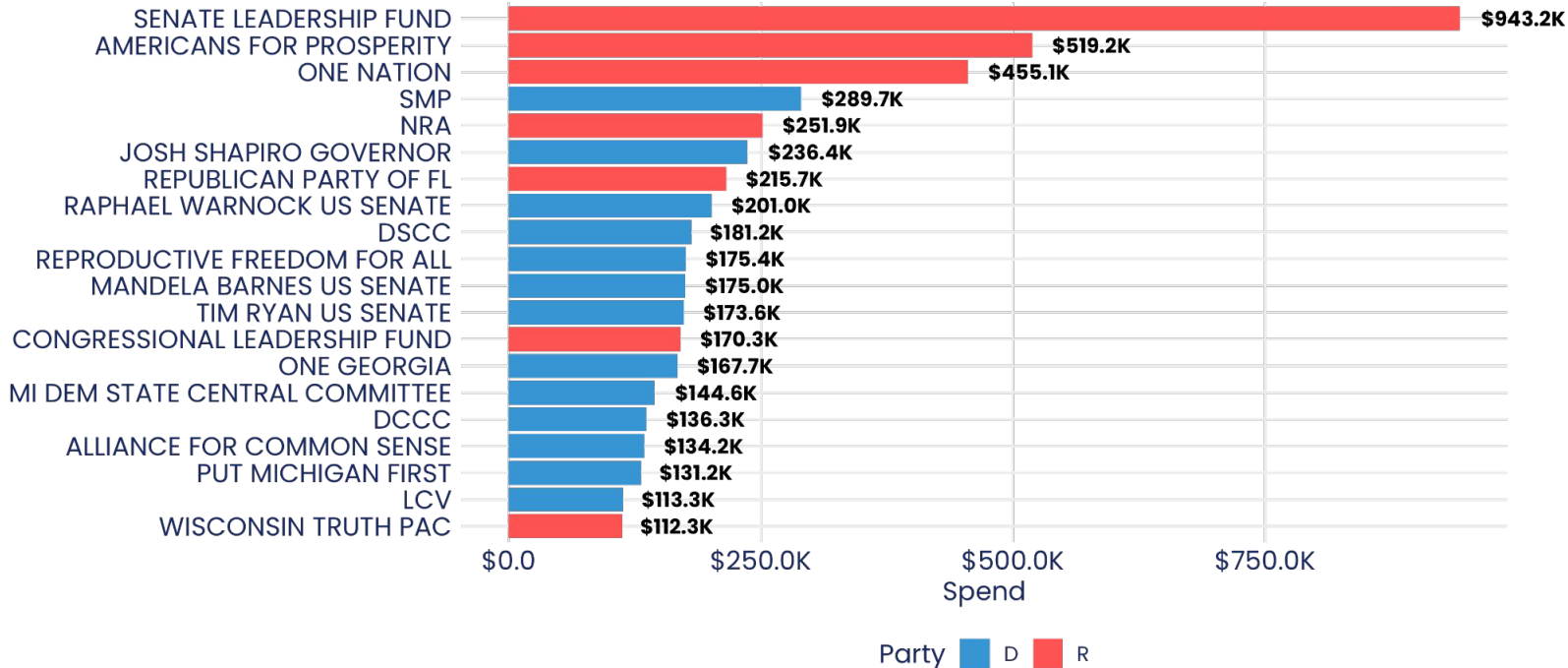
McConnell says Republicans may not win Senate control, citing 'candidate quality'

UNDERSTANDING THE ONLINE POLITICAL LANDSCAPE



GOP Online Spending is Concentrated Among Large Groups

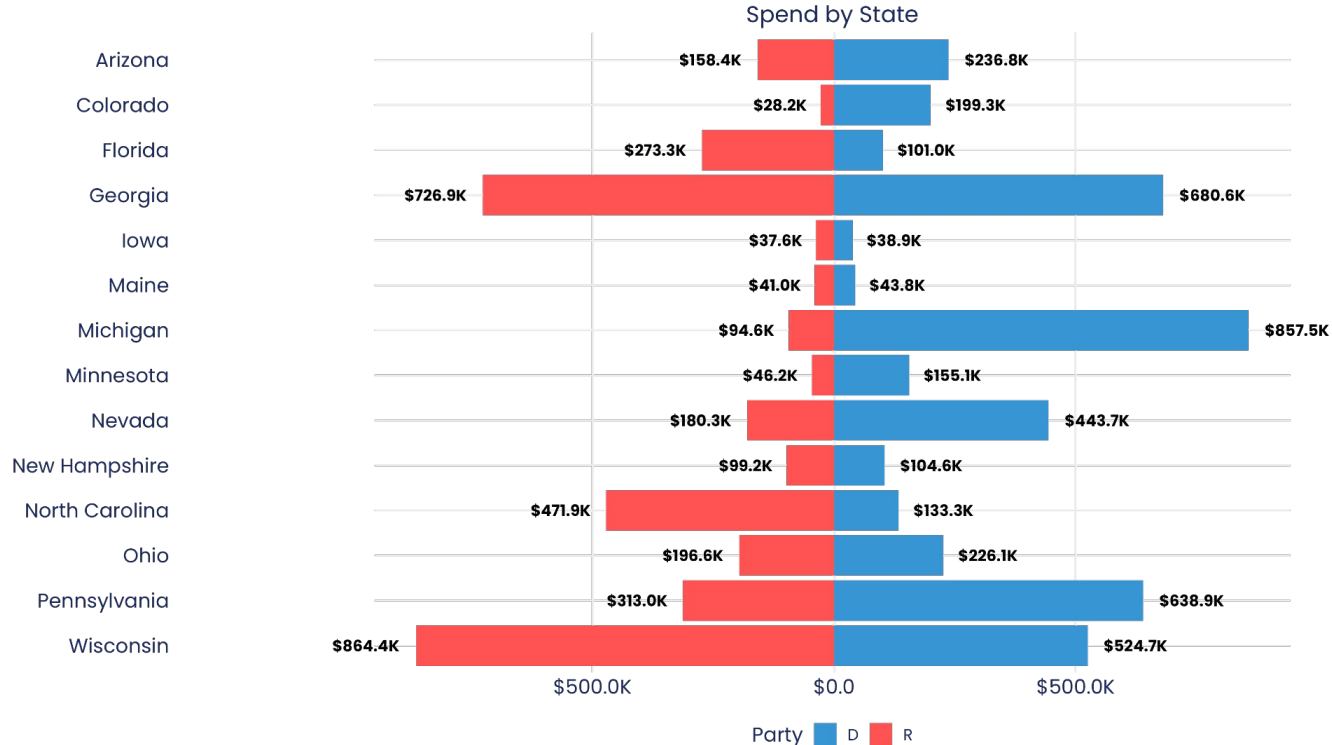
Top 20 Digital Persuasion/Mobilization Spenders in the Battleground



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.

**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.

Based on a survey of 1800+ likely voters in the eight top battlegrounds between 8/18 and 8/22.

Republican Actions That Are Most Convincing to Support Democrats

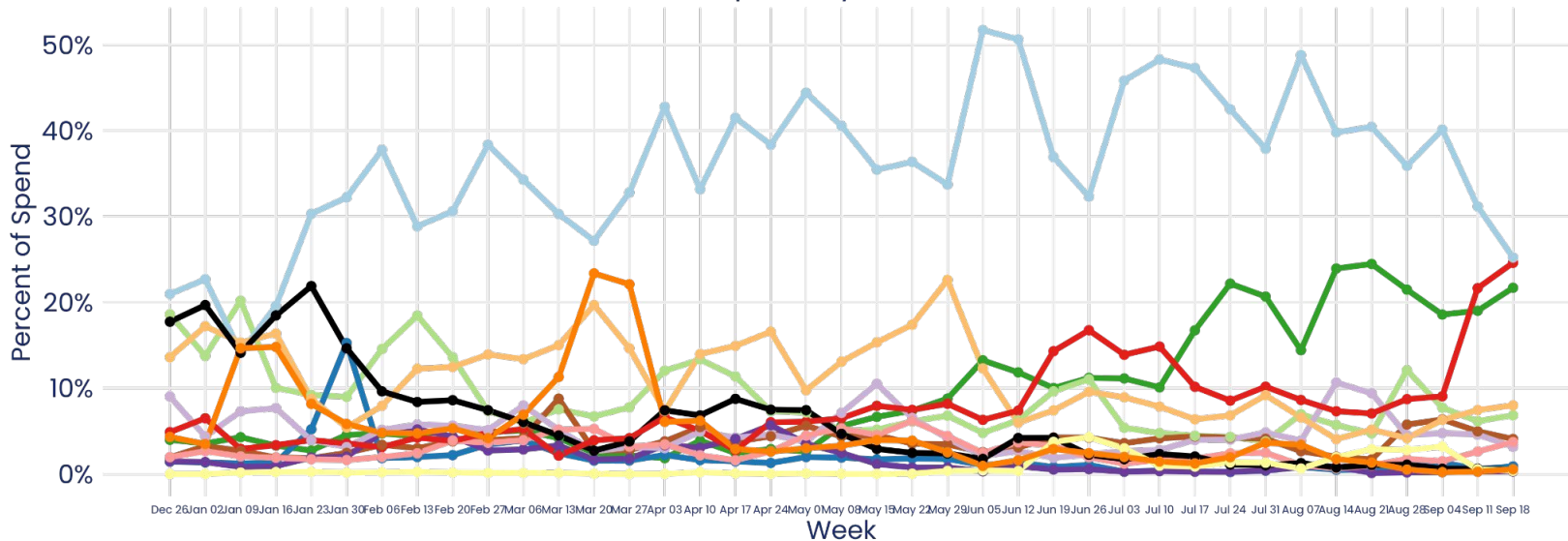
1. Republican Senate candidates across the country support a **national ban on abortions with no exceptions**.
2. Republican-appointed SCOTUS Justices eliminated the **right to an abortion**.
3. Republican senators like Ron Johnson have vowed to **cut Social Security**.
4. Republican proposal to **strip 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 1,517 likely voters in the eight top battlegrounds between 8/26 and 8/30.



Priorities USA Competitive Digital Ad Analysis Identifies Key Trends Across Battleground States

Share of Spend by Issue Over Time



- Abortion
- COVID-19
- Policing & Safety
- Climate & Energy
- Economy & Labor
- Health Care
- Foreign Affairs
- Immigration
- Voting
- Education
- Veterans Issues
- Legislation

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.

Gender	Women... 92%		Men... 89%	
	Ideology		Moderate... 87%	
Ideology	Liberal... 96%			
2018 Vote	Did not vote in 2018... 92%		Voted in... 87%	
Education	HS or Less... 89%	Some college... 91%	College Grad... 90%	
	Race		White... 92%	
Race	Latino... 88%	Black... 86%		
Age	18-24... 92%	25-34... 90%	35-44... 88%	45+... 90%
	Geography		Suburban... 90%	
Geography	Large City... 89%	Small City... 91%	Rural... 89%	

Based on interviews with 1000 mobilization voters in AZ, GA, MI, NH, NV, PA, and WI across August 15-27, 2022.

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

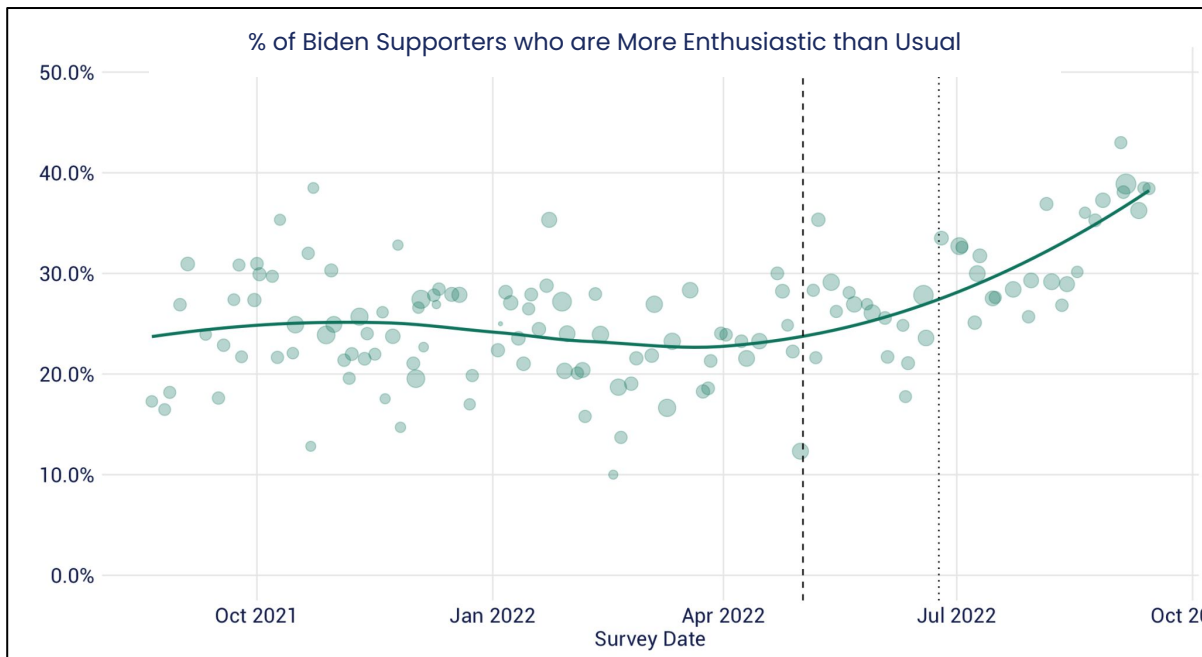


May 2022 - Sept 2022 search trends

**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

Search Activity in Battlegrounds The Week After Dobbs



72%
Increase in searches for
'voter registration'



27%
Increase in searches for
'absentee ballot'



63%
Increase in searches for
'voting'



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.



Republican Extremism is Top of Mind for Mobilization Voters

75%

Of Mobilization voters believe that the **MAGA movement** has “a lot” or “some” of power and influence in the Republican Party

82%

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**

73%

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



Priorities USA is Directly Combating GOP Voter Suppression on Multiple Fronts

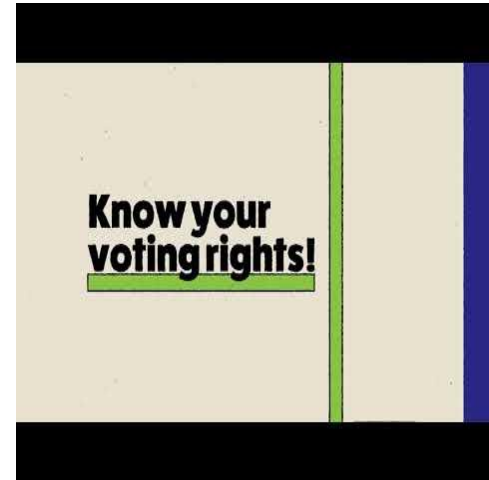
Voting Rights Litigation

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.



Community Messaging

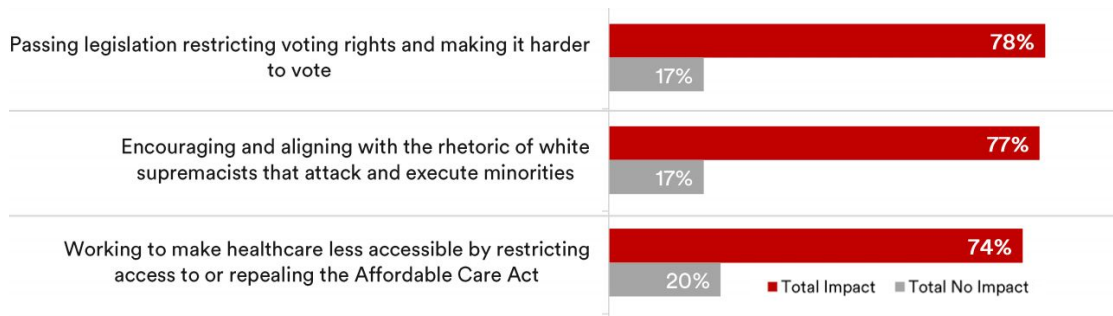


Voter Protection Ads



Black Communities Disproportionately Impacted by Republican Voter Suppression Efforts

Impact of GOP Policies Among Black Voters Surveyed



Harmful Voter Suppression Tactics:

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

Partisan Trust by Issue Among Black Voters Surveyed



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 10% 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





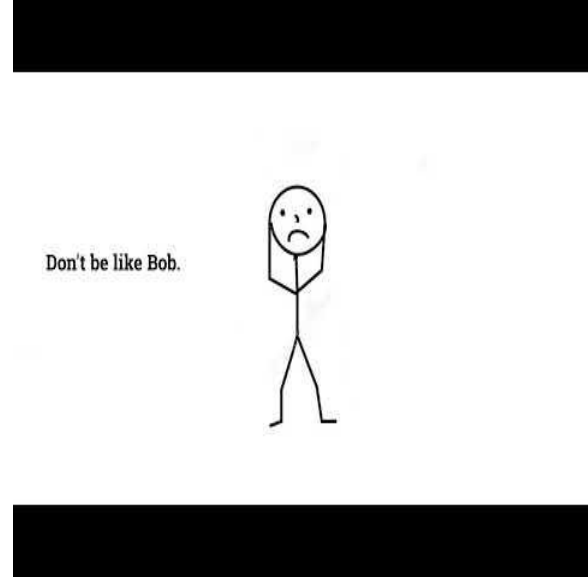
Priorities USA 'Check Your Registration' Ads Yield Results



4.6% ↑ Increased belief among Democrats that their neighbors will vote.



3.9% ↑ Increased vote likelihood among Democrats.



4.0% ↑ Increased voter enthusiasm among Black voters.

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