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
WE NEED TO PERSUADE ALL OF THESE VOTERS.

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

- **40%** Will be good for people like you
- **24%** Will be bad for people like you
- **36%** Won’t have much effect either way on people like you

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

- **35%** Are good for people like you
- **30%** Are bad for people like you
- **35%** Wouldn’t affect people like you much either way

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

- **25%** Are good for people like you
- **33%** Are bad for people like you
- **42%** Wouldn’t affect people like you much either way
TO PERSUASION VOTERS, THE GOP IS ALREADY DEFINED AS THE PARTY OF THE RICH

Joe Biden’s economic policies will favor...
- The wealthy: 23%
- The middle-class: 33%
- The poor: 24%
- All groups equally: 20%

Democrats in Congress will favor...
- The wealthy: 25%
- The middle-class: 30%
- The poor: 27%
- All groups equally: 17%

Republicans in Congress will favor...
- The wealthy: 62%
- The middle-class: 20%
- The poor: 3%
- All groups equally: 15%
PERSUASION VOTERS ALIGN WITH DEMOCRATS ON TAXES

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

- That big corporations avoid paying their fair share of taxes
- That high taxes on businesses hurt the economy and kill job growth

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Trump-to-Biden</th>
<th>Biden-GOP</th>
<th>Clinton-to-Trump</th>
<th>Trump-Dem</th>
<th>Voters of Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big corporations</td>
<td>63%</td>
<td>72%</td>
<td>73%</td>
<td>52%</td>
<td>53%</td>
<td>62%</td>
</tr>
<tr>
<td>High taxes</td>
<td>37%</td>
<td>28%</td>
<td>27%</td>
<td>48%</td>
<td>47%</td>
<td>38%</td>
</tr>
</tbody>
</table>
# PERSUASION VOTERS GIVE DEMOCRATS AN ADVANTAGE ON WAGES AND TAXES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Dems Better</th>
<th>About the same</th>
<th>GOP Better</th>
<th>Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>The minimum wage</td>
<td>58%</td>
<td>26%</td>
<td>16%</td>
<td>+42</td>
</tr>
<tr>
<td>Wages keeping up with the cost of living</td>
<td>50%</td>
<td>34%</td>
<td>16%</td>
<td>+34</td>
</tr>
<tr>
<td>Taxes paid by wealthy individuals</td>
<td>46%</td>
<td>30%</td>
<td>24%</td>
<td>+22</td>
</tr>
<tr>
<td>Taxes paid by people like you</td>
<td>35%</td>
<td>38%</td>
<td>28%</td>
<td>+7</td>
</tr>
<tr>
<td>Government regulations</td>
<td>32%</td>
<td>40%</td>
<td>28%</td>
<td>+4</td>
</tr>
<tr>
<td>The economy in general</td>
<td>34%</td>
<td>31%</td>
<td>35%</td>
<td>-1</td>
</tr>
<tr>
<td>Small business growth</td>
<td>34%</td>
<td>29%</td>
<td>36%</td>
<td>-2</td>
</tr>
<tr>
<td>International trade deals</td>
<td>26%</td>
<td>38%</td>
<td>36%</td>
<td>-10</td>
</tr>
</tbody>
</table>
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 BIDEN VOTERS ARE YOUNG, URBAN AND SUBURBAN, SKEW FEMALE

- **Gender**: 57% female, 43% male
- **Age**: 41% under 35, 2% 65+ not sure/refused
- **Ethnicity**: 54% white, 21% black, 17% latino, 4% asian, 3% other not sure/refused
- **Ideology**: 9% conservative, 37% liberal, 48% moderate
- **Density**: 43% city, 32% suburb, 12% small town, 9% rural, 4% not sure/refused
- **Education**: 34% college, 4% not sure/refused, 62% non-college, 34% not sure/refused, 4% college
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:

- I wanted to elect someone who would address racism and stand up for racial justice: 91%
- I felt like there was more at stake this election than in previous elections: 90%
- I wanted to get Donald Trump out of office: 89%
- I felt like the election would be close and my vote would make a difference: 83%
- I wanted to stand up for my community and make my voice heard: 81%
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?

<table>
<thead>
<tr>
<th></th>
<th>Total Extremely and Very Likely</th>
<th>Total Somewhat and Not Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Biden Voters</td>
<td>72%</td>
<td>12%</td>
</tr>
<tr>
<td>New Trump Voters</td>
<td>63%</td>
<td>23%</td>
</tr>
</tbody>
</table>

- 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?

- More important in New Biden Voters: 81%
- Less important in New Biden Voters: 2%
- More important in New Trump Voters: 67%
- Less important in New Trump Voters: 29%
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?

- Having Trump as president showed that elections matter, so I think I will stay involved and keep voting: 87% Totally/Somewhat, 11% Not Really/Not At All
- By voting in November, we showed our power, and voting in future elections is our chance to prove we won’t back down: 87% Totally/Somewhat, 12% Not Really/Not At All
- I want to stay informed and engaged on what’s going on with politics in the coming year, even though the presidential election is over: 88% Totally/Somewhat, 11% Not Really/Not At All
- After the past year, I’m getting tired of hearing about politics and elections and I’d rather tune it out: 48% Totally/Somewhat, 51% 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:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing economic relief to working families that are struggling due to the coronavirus</td>
<td>42%</td>
</tr>
<tr>
<td>Addressing racism and tackling racial disparities</td>
<td>42%</td>
</tr>
<tr>
<td>Growing the economy and creating jobs</td>
<td>29%</td>
</tr>
<tr>
<td>Lowering the cost of healthcare and prescription drugs</td>
<td>29%</td>
</tr>
<tr>
<td>Fighting climate change and protecting the environment</td>
<td>25%</td>
</tr>
<tr>
<td>Keeping taxes low for working- and middle-class people</td>
<td>20%</td>
</tr>
</tbody>
</table>
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...

- Addressing racism and tackling racial disparities: 54% Trust A Great Deal, 25% Trust A Fair Amount, 14% Trust Just Somewhat, 4% Do Not Trust At All, 3% Not Sure
- Providing economic relief to working families that are struggling due to the coronavirus: 53% Trust A Great Deal, 27% Trust A Fair Amount, 14% Trust Just Somewhat, 4% Do Not Trust At All, 2% Not Sure
- Fighting climate change and protecting the environment: 47% Trust A Great Deal, 27% Trust A Fair Amount, 18% Trust Just Somewhat, 3% Do Not Trust At All, 3% Not Sure
- Growing the economy and creating jobs: 45% Trust A Great Deal, 29% Trust A Fair Amount, 19% Trust Just Somewhat, 4% Do Not Trust At All, 3% Not Sure
- Keeping taxes low for working- and middle-class people: 38% Trust A Great Deal, 29% Trust A Fair Amount, 22% Trust Just Somewhat, 7% Do Not Trust At All, 4% Not Sure
- Lowering the cost of healthcare and prescription drugs: 38% Trust A Great Deal, 28% Trust A Fair Amount, 23% Trust Just Somewhat, 7% Do Not Trust At All, 4% Not Sure
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.

I felt like there was more at stake this election than in previous elections.

I wanted to get Donald Trump out of office.

I felt like there was more at stake this election than in previous elections.

I wanted to stand up for my community and make my voice heard.
NEW LATINO VOTERS BROKE HEAVILY FOR BIDEN IN FL AND PA

- **Arizona**
  - Biden: 67%
  - Trump: 32%
- **Florida**
  - Biden: 65%
  - Trump: 32%
- **Pennsylvania**
  - Biden: 78%
  - Trump: 22%

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

NEW VOTER PRECINCTS

DROPOFF VOTER PRECINCTS

CONSISTENT VOTER PRECINCTS

‘16 – ‘20 SWING ASSOCIATED WITH A 5% INCREASE IN VOTER TYPE
ONE THIRD OF LATINO BATTLEGROUNDS 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?

- **Arizona**
  - Democratic candidate: 49
  - Undecided: 32
  - Republican candidate: 18
  - Probably won't vote: 2

- **Florida**
  - Democratic candidate: 39
  - Undecided: 28
  - Republican candidate: 31
  - Probably won't vote: 1

- **Pennsylvania**
  - Democratic candidate: 48
  - Undecided: 30
  - Republican candidate: 18
  - Probably won't vote: 4
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.