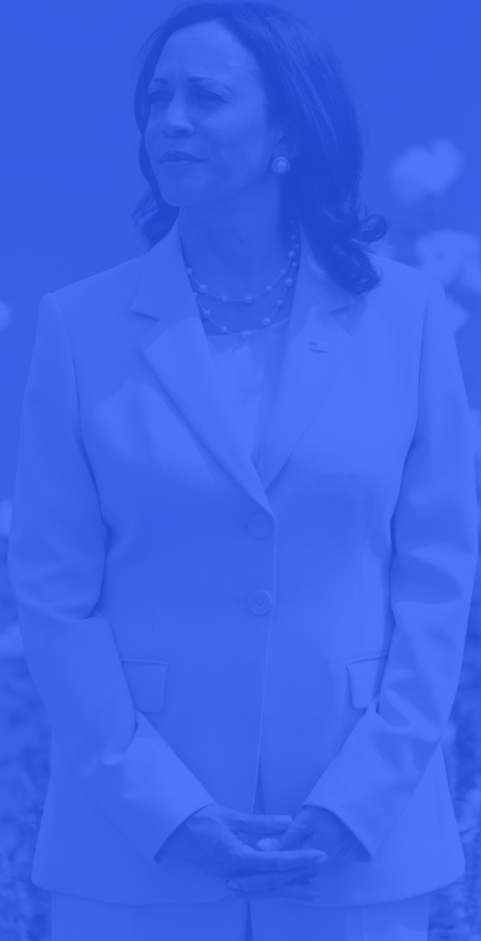


# Priorities



A photograph of Kamala Harris, the Vice President of the United States, standing in a white suit. She is looking slightly to her left with a thoughtful expression. Her hands are clasped in front of her. The background is a soft-focus outdoor setting with greenery and a building. The entire image is overlaid with a semi-transparent blue filter.

# The path to 270 for Kamala Harris



# Survey Methods

## Pre-Announcement July Tracking Survey

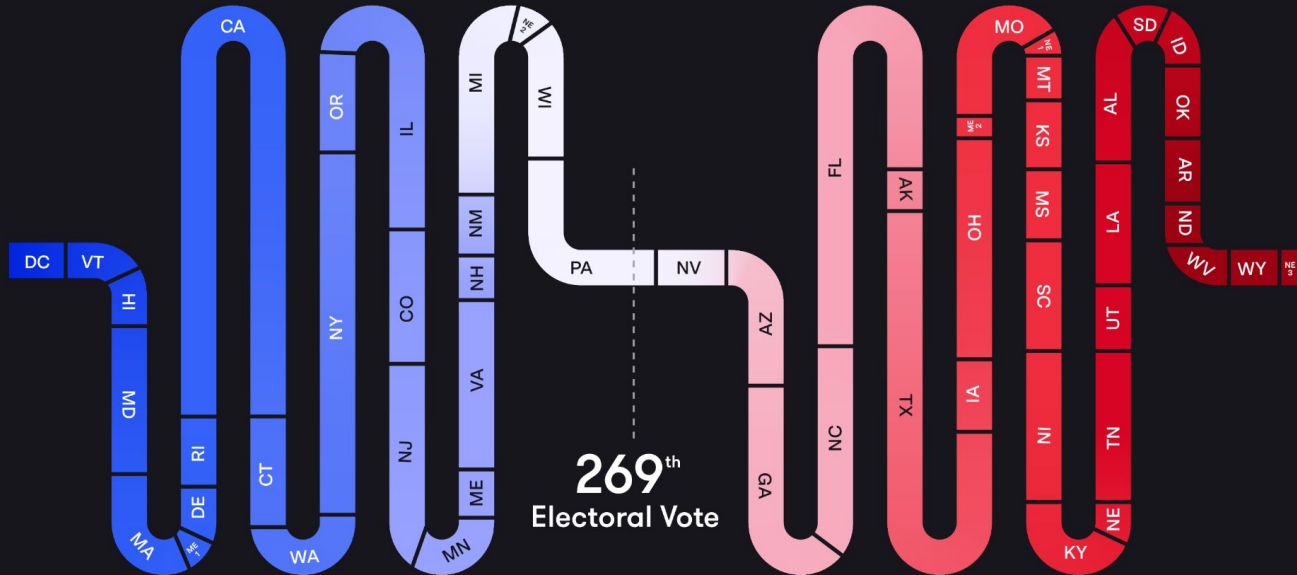
- Collected July 17-21st before Biden's announcement
- Survey of battleground registered voters (AZ, GA, MI, NV, PA, WI) with oversamples of Black, Latino, Young, and Non-College Voters
  - Total n = 2475
  - Mixed mode web and sms-to-web
- Weighted to represent a battleground likely voter population, on age, gender, ethnicity, education, and self reported 2020 vote choice

## Post-Announcement Harris Survey

- Collected July 21-22nd after Biden's announcement
- National web survey of registered voters, with oversamples of battleground states (AZ, GA, MI, NV, PA, WI)
  - Total n= 8828
  - Battleground n= 2867
  - Web only
- Weighted to represent a national likely voter population, on age, gender, ethnicity, education, and self reported 2020 vote choice

This election has always been close. It will continue to be.

Five states will determine the election.





## Defeating Donald Trump

Biden was losing the core constituencies that delivered him the presidency.

Harris begins to see some improvements among **Black and Latino voters.**

## Change in 2-Way Vote Share vs. 2020

	Biden Defectors (Pre-Announcement)	Harris Defectors (Post-Announcement)
Black	-8%	-4%
Latino	-9%	-6%



## Defeating Donald Trump

The Harris announcement gave young Dem-leaning voters a boost in their excitement to vote.

At the time of this survey, Harris-leaning voters of all ages reported more likelihood to vote (81%) than Trump-leaning voters (76%).

### Battleground Registered Voters saying they will “Definitely Vote” in November

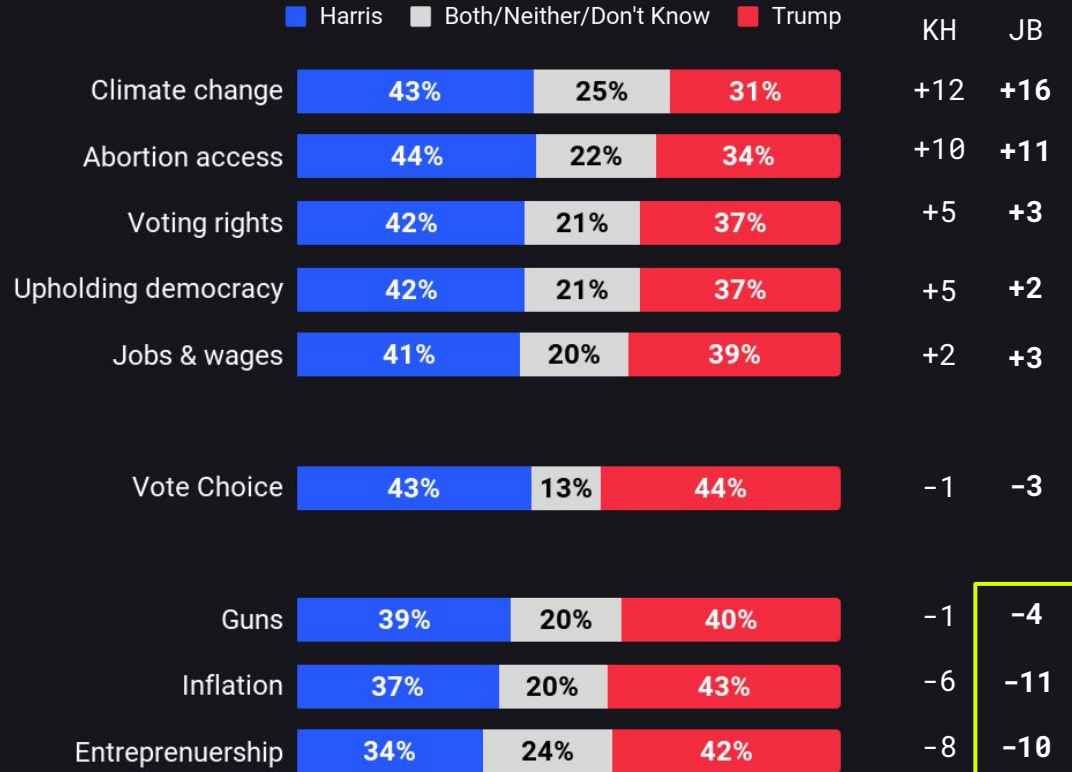


## Defeating Donald Trump

Currently, Harris has the clearest edge over Trump on climate & abortion rights.

And, Harris's perceptions are better than Biden's – particularly with more trust on inflation.

Which of the following candidates do you most trust regarding...?



Sources: Harris data: Priorities Post-announcement National Survey, Web only, July 21-22nd. Displaying AZ, MI, NV, PA, WI, n=2324. Biden data: Priorities Pre-announcement July Survey, Web and SMS-to-web, July 17-21nd. Displaying AZ, MI, NV, PA, WI, n=1928.

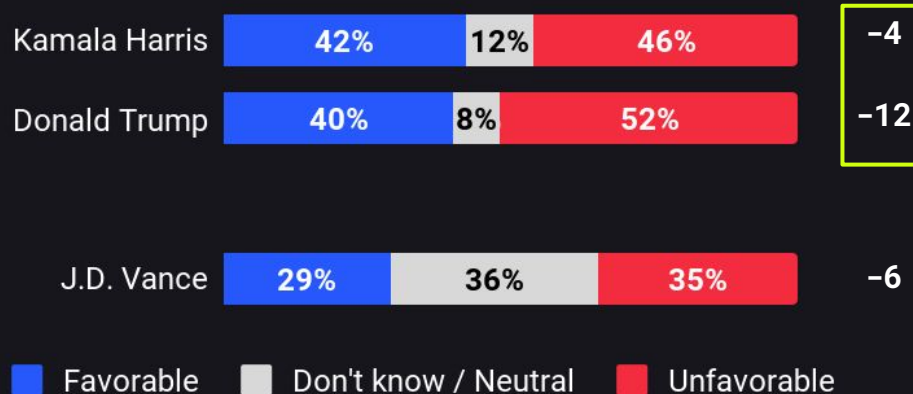


## Defeating Donald Trump

J.D. Vance has much more room to be defined.

Donald Trump is viewed more unfavorably than Kamala Harris.

Please rate your opinion of the following...







## Defeating Donald Trump

J.D. Vance's track record on **abortion** and attitudes towards women are out of step with young voters.

Below are some concerns from critics of J.D. Vance. Which of these, if any, is most concerning to you?

### Voters 18-34

He supported a national **abortion ban with no exceptions for rape or incest**



29%

He said the 2020 election was stolen and that he would have helped Trump overturn the results if he had been Vice President



16%

He supported plans to cut Social Security and Medicare



15%

He said people should **stay in violent marriages** instead of divorcing



15%

None of these concern me

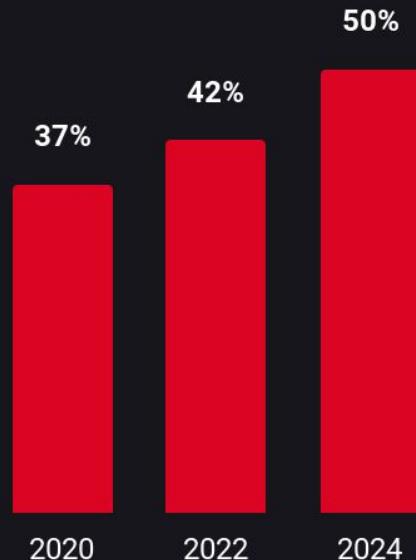
26%



Views of Trump are more fluid than conventional wisdom.

His favorability with key segments continues to rise, aided by the assassination attempt and a convention bounce.

*Reminder: 18 year olds in 2024 were 10 years old when Trump was elected.*



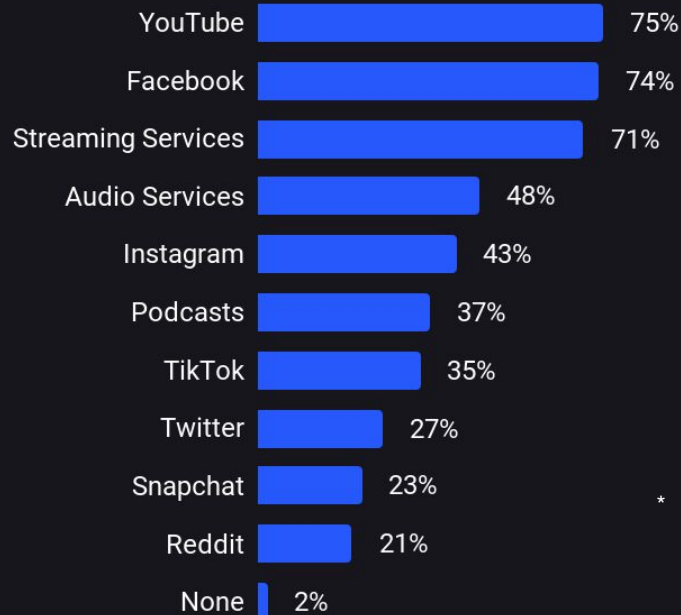
**Trump Two-Way Favorability  
Battleground Voters 18-34**




## Defeating Donald Trump

Digital platforms, especially **YouTube**, are important among the most critical group of voters.

### Media Usage in the Past Week Harris Consolidation Targets\*



Source: Priorities Pre-announcement July Survey, Web and SMS-to-web, July 17-21nd. \*Displaying AZ, GA, MI, NV, PA, WI 2020 Biden voters not voting Harris 2024, n=276.



At Priorities, our strategy has not changed, but we have new opportunities.

And we know what needs to happen now.

**1. Remind voters why they voted against Trump in 2020.**

Without an incumbent, we have an easier argument that this election is about the future.

**2. Make voters the hero of their own stories**

VP Harris provides a mobilization opportunity, our core audiences see themselves in her.

**3. Persuade defecting voters where they are already spending time online.**

This is especially important on platforms like YouTube where we know the right is spreading misinformation.

**4. We can reach voters who are being overlooked by our allies' programs, but are being reached uncontested by Republicans.**



# Harris is already engaging newly motivated young voters online



We are seeing unprecedented excitement among young creators online– creating POSITIVE political content using user-generated trending sounds and memes that show genuine support for Harris.

User-generated sounds on TikTok using Kamala Harris' voice have millions of views and overwhelmingly positive comment sections, otherwise considered a vulnerability.



Democratic groups  
must refocus on  
*attacking Trump.*

In the last month, outside Democratic groups have spent **just 6% of their digital ad spend** on anti-Trump negative ads at the presidential level.

Digital Ad Tone by Party  
June 21 - July 21

	Team Biden	Team Trump
Positive	79%	5%
Negative	6%	41%
Contrast	16%	54%



## *Priorities* is leading the anti trump spending online.

Priorities is more than tripling our RNC ad buy – expanding and extending it through the DNCC to take the fight to Trump.

This ad increased Harris' vote share by 5pp.



Priorities always uses every tool in our toolkit.

This week, we filed two new complaints filed against Trump super PAC for running illegal positive digital ads, and the RNC, and Trump campaign limiting voter registration.

UNITED STATES DISTRICT COURT  
WESTERN DISTRICT OF MICHIGAN  
SOUTHERN DIVISION

REPUBLICAN NATIONAL COMMITTEE,  
DONALD J. TRUMP FOR PRESIDENT 2024, INC., CASE NO. 24 - \_\_\_\_\_-CV  
MICHIGAN REPUBLICAN PARTY, and RYAN  
KIDD,

Plaintiffs,

HON. \_\_\_\_\_

v

GRETCHEN WHITMER, in her official capacity as Governor of Michigan, JOCELYN BENSON, in her official capacity as Michigan Secretary of State; and JONATHAN BRATER, in his official capacity as Director of the Michigan Bureau of Elections, U.S. SMALL BUSINESS ADMINISTRATION, ISABEL GUZMAN, in her official capacity as Administrator of the Small Business Administration, DEPARTMENT OF VETERANS AFFAIRS, and, DENIS McDONOUGH, in his official capacity as Secretary of Veterans Affairs,

**BEFORE THE  
FEDERAL ELECTION COMMISSION**

Danielle Butterfield  
Priorities USA Action  
530 8th St SE  
Washington, D.C. 20003

Complainant,

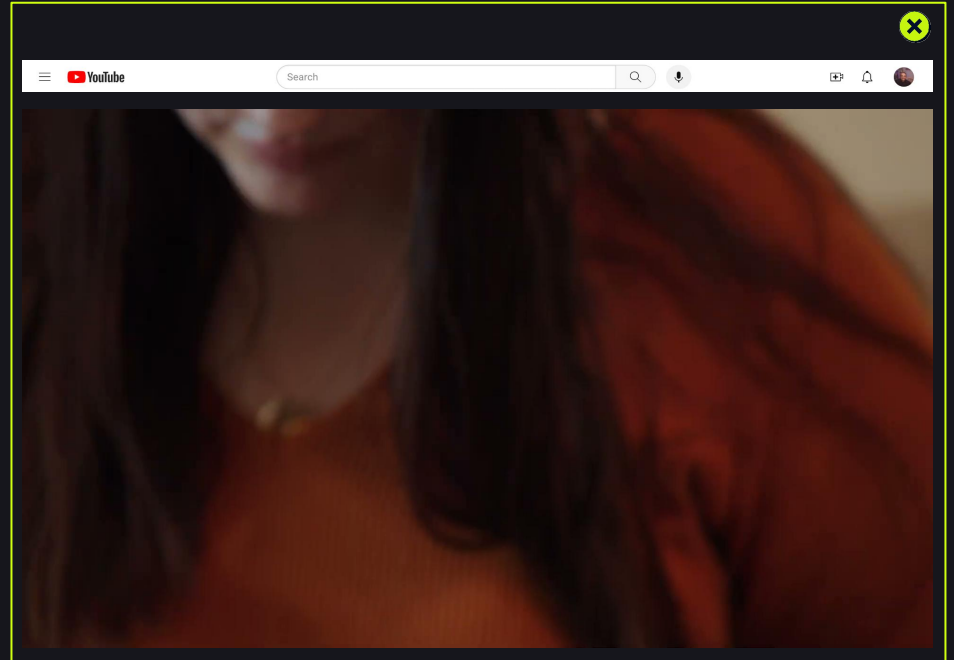
v.

America PAC  
Chris Gober, Treasurer  
P.O. Box 341027  
Austin, TX 78734





The threat of abortion access under Trump and MAGA Republicans motivated voters in 2022, and we'll harness that again.



# Priorities

